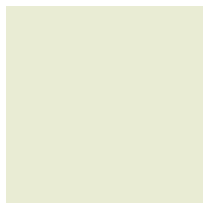
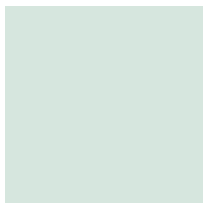
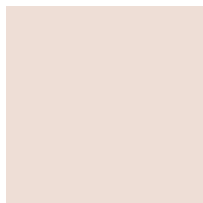
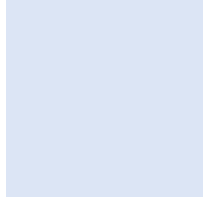
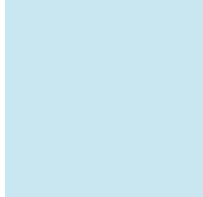
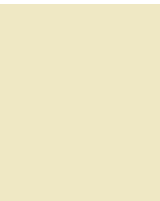




Graphic Identity Manual

gala





Contents

Brand	05
Brand construction	06
Clear zone	07
Minimum size	08
Brand colours	10
Complementary colours	12
Corporate typeface	14

Brand

gala

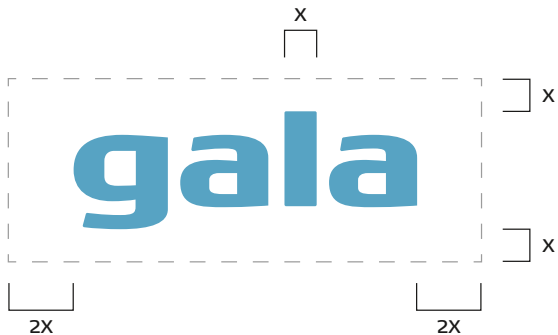
Brand construction

gala

Clear zone

The size of the clear zone of the Gala brand is defined as 'X'. 'X' corresponds to the width of the letter 'l'.

The vertical margins of the clear zone correspond to 'X', while the horizontal margins correspond to '2X'.



Minimum size

The logo of the Gala brand can be used in different sizes.

The minimum recommended size is 7mm.

gala

gala

Minimum size

7mm



gala

gala

gala

Minimum size

7mm



gala

Brand colours

This page specifies the colours of the Gala brand for all possible uses.

Spot colour

Pantone 7459
RAL 5024

gala

Pantone 422
RAL 7038

gala

Compound colours

CMYK - 60 / 9 / 8 / 16

gala

RGB - 109 / 163 / 200

gala

On a blue background

White / RAL 9010 White

gala

On a black background

White / RAL 9010 White

gala

Pantone 877 (silver)
RAL 9006 (silver)

gala

Stamping silver

gala

Black and white

50% Black

gala

On a photographic or textured background

White / RAL 9010 White

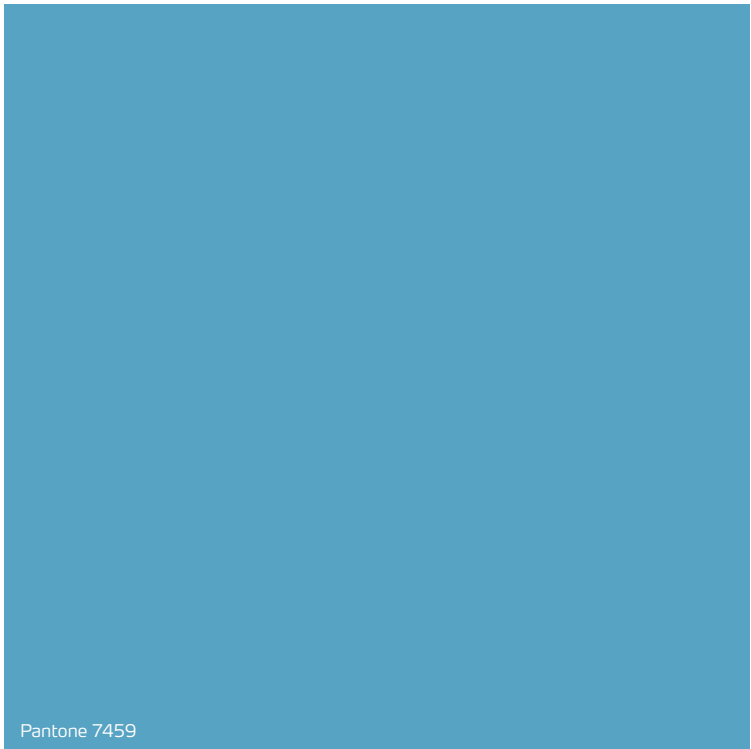


On a transparent background

White / RAL 9010 White



Corporate colour



Pantone 7459

Complementary colours



Corporate typeface

MaxOT - ExtraLight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ç!#\$%/&()¿?

MaxOT - Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ç!#\$%/&()¿?

MaxOT - Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ç!#\$%/&()¿?

MaxOT - ExtraLight Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890ç!#\$%/&()¿?

MaxOT - Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890ç!#\$%/&()¿?

MaxOT - Extra Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890ç!#\$%/&()¿?

