



## Global Scholars Style Guide

There are three approved logo designs for your use. 1) Color logo, 2) Color logo with tagline and 3) grey-scale logo. They are located in Qwipper with this document.

### Global Scholars Style Specific Colors

Purple: RGB 55 35 106  
CMYK 95 100 26 15  
PMS 2685  
Hexcode #37236a

Green: RGB 0 131 69  
CMYK 88 24 97 10  
PMS 348  
Hexcode #008345

**Global Scholars uses the following fonts, which compliment the logo:** Tahoma, Arial, Helvetica, or occasionally Times New Roman

**Logo size in groupings:** When grouped with any other logos, the Global Scholars logo should be as large or larger. The logo should not be rotated, stretched, angled or have its proportions distorted in any manner.

When color options are not available, the logo may only appear as a one-color in greyscale. Greyscale option is to be used in any instance where the logo is overlaid on an image or color.

**Spacing:** The logo should not be crowded. A minimum margin space of ¼ inch (approx.) should always be kept around the logo matching the amount of space taken by the letters “Glo” for any surrounding type, graphics or paper edge.

**Background:** Must always be white behind logo due to gradations. Do not make white box around logo.

**Tagline:** The logo may appear with or without the tagline. There are two appropriate tagline positions: **1)** the bottom right edge of the logo (as shown above) is for all publications, stationary, electronic communications etc. **2)** On a business card the tagline may be at the top to the right side of the logo.

**Business card template.** Click this link to order yours:

[http://www.vistaprint.com/vp/gateway.aspx?s=4009498015&preurl=%2fsharedesign.aspx%3fdoc\\_id%3d3503642503%26s\\_hopper\\_id%3dUM0E0WHEFR13H5TVD30HNVPFZD23Q0PE%26xnav%3dsh\\_aresource\\_8%26share\\_key%3da7f0b59b-d5be-4d74-8f5c-88ce540e79aa](http://www.vistaprint.com/vp/gateway.aspx?s=4009498015&preurl=%2fsharedesign.aspx%3fdoc_id%3d3503642503%26s_hopper_id%3dUM0E0WHEFR13H5TVD30HNVPFZD23Q0PE%26xnav%3dsh_aresource_8%26share_key%3da7f0b59b-d5be-4d74-8f5c-88ce540e79aa)

**Do Not:**

- Alter the logo in any way.
- Replace the words “Global Scholars” with any other word.
- Redesign, redraw, animate, or alter the proportions of the logo.
- Add words, images or any other new elements to the logo.
- Replace the approved typeface with any other typeface.
- Enclose the logo in a shape or combine it with other design elements or effects.
- Modify the size or position relationship of any element within the logo.

**Contact with any questions: [lkersten@global-scholars.org](mailto:lkersten@global-scholars.org)**