



Corporate

Identity

Manual

Introduction

The specifications in this manual have been established by Gaw Van Male to ensure the correct usage of the official symbol with logotype in all possible forms of visual representation.

The adherence to the corporate identity is intended to give a uniform and clear image to the general public that results in the appropriate professionalism of our company.

The guidelines cover usage of the logo in stationary, promotions, signage and advertising. Any deviation from the presented logos, to include structure, should be approved by Dean Kackley at Gaw Van Male 707 252-9000 x2358 / dkackley@gawvanmale.com
Technical assistance should be obtained from the graphic design studio of Garson Design Services at 707 428-1743 / mail@garsondesign.com.

Note: Color variations are to be expected when viewed on different monitors. Printouts from your laser or inkjet printer will also vary in color depending on machine and color profiles within your software. The only true guide is the Pantone Matching System used for offset printing which is noted on the following logo usage sheets.

Digital versions of this can be found at:
www.garsondesign.com/proofs/gvm
...and eventually at:
www.gawvanmale.com/



Logo Color Usage

The following is the official color usage for the Gaw Van Male logo. A process color variation is also provided when needed. Consult the company corporate ID controller or the graphic design studio for technical questions. If client is paying the printer client is responsible for the results. Proofs before printing are highly recommended.



Garson Design Services
 239 Concord Avenue
 Fairfield, CA 94533
 707-428-12743/ph
 707-428-3652/fax
 mail@garsondesign.com
 www.garsondesign.com

Color:
 2/0 PMS: See Below

Font:
 Trajan Bold

Originating Program:
 Macromedia FreehandMX

Gaw Van Male
 Dean Kackley
 1000 Main St., Suite 300
 Napa, CA 94559
 707-252-9000x2358/bz
 707-252-0792/fax
 dkackley@gawvanmale.com

Logo 2.6.4.2.1

Orig: 07/28/05
Rev: 07/28/05
 4723GVMale-Logo



For Final Offset Printing: Black



For Final Offset Printing: Black 50%
 Grey Scale Black 100%



Offset Printing - Uncoated Paper: PMS 619 U
 Spot Color
 Offset Printing - Uncoated Paper: PMS 2748 U
 Spot Color



Offset Printing - Coated Paper: PMS 619 C
 Spot Color
 Offset Printing - Coated Paper: PMS 2748 C
 Spot Color



Offset Printing - Coated Paper: c0.0m6.0y100.0k47.0
 4/c - Full color process Pantone OAZL-C
 Offset Printing - Coated Paper: c100.0m76.0y0.0k18.5
 4/c - Full color process PANTONE ZTOE-C



For GDS Laser Printing Tests 10c 10m 70y 42k
 Set at: 75c 59m 0y 20k
 *From a Lexmark c510 Color Laser

Logo Color Usage

The following is the official color usage for the Gaw Van Male logo on a black or dark background. It probably is always wise to consult the graphic design studio to insure proper color contrast and legibility adjustments.



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 2/0 PMS: See Below

Font:
 Trajan Bold

Originating Program:
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 dkackley@gawvanmale.com



For Final Offset Printing: White
 Reverse out



For Final Offset Printing: White
 Reverse out w/Grey Scale Black 50%



Offset Printing - Uncoated Paper: PMS 619 U
 Spot Color
 Offset Printing - Uncoated Paper: PMS 2748 U
 Spot Color



Offset Printing - Coated Paper: PMS 619 C
 Spot Color
 Offset Printing - Coated Paper: PMS 2748 C
 Spot Color



Offset Printing - Coated Paper: c0.0m6.0y100.0k47.0
 4/c - Full color process Pantone OAZL-C
 Offset Printing - Coated Paper: c100.0m76.0y0.0k18.5
 4/c - Full color process PANTONE ZTOE-C



For GDS Laser Printing Tests 10c 10m 70y 42k
 Set at: 75c 59m 0y 20k
 *From a Lexmark c510 Color Laser

Proper Logo Usage on Backgrounds

Approved

Preferred use of the Gaw Van Male logo is on a background, in the case of a background color or photo use the following guidelines.

Version 1: 1 color on black background



v2: White knockout from black background



v3: White on corporate color background



v4: White or black on corp. color tint bkgrnd



Not approved

Following are examples one may come across that do not portray the logo properly. Also be careful to keep nearby objects at a distance from the logo such as photographs and text.

Version 1: On similiar color background



v2: On busy background



v3: On redesigned background



v4: Redesign and/or rearrangement of logo items



Display Booth

The logo identity must be placed high to be seen over the heads of other viewers from a distance. The following are only examples of potential logo usage and would require more exacting design/layout and prepress production work.



The professional and friendly law firm serving the North Bay with offices in Fairfield, Napa & Vacaville



Signage

1. Interior Signage. Specific operating divisions can be added when necessary.

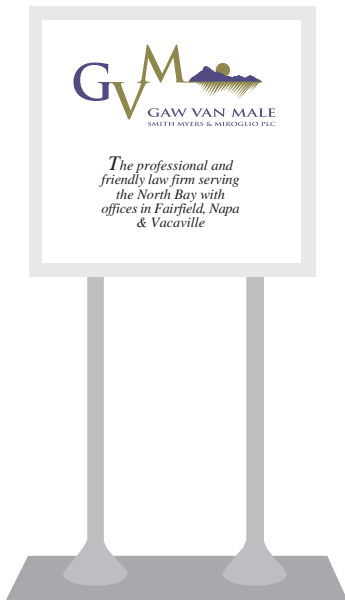
2. Exterior Signage. As the public begins to recognize your logo, it's important to greet them with your familiar identity.

3. Automobile. The automobile standard is to have the logo centered and covering approximately half the width of the door.



2. Exterior (example only)

1. Interior



2. Auto



Promotional Items

Promotional items continue to broadcast your identity with objects customers will wear and use daily.

1. Mouse Pad



2. Golf Ball



3. Key Chain



4. Mug



5. Polo Shirt



6. Bag

