



# GreatCall Guidelines

# GreatCall logo

## primary logo

The primary logo sums up the essence of the GreatCall brand in one simple mark.

The GreatCall symbol represents forward thinking and connectivity. It has an organic feel that helps reinforce the easy-to-use GreatCall products. And the simplicity of the logo ties in with our vision of making easy a reality.

The letters spelling out “GreatCall” are a modified version of ‘MetaNormal LF Roman’.

The primary logo consists of four colors:

GreatCall Magenta (PANTONE 214 C)

GreatCall Purple (PANTONE 2603 C)

GreatCall Blue (PANTONE 298 C)

GreatCall Yellow (PANTONE 143 C)

The word GreatCall is 100% black. The four colors are bold and separate the GreatCall brand from other similar brands.

The primary logo should always be considered first when a logo is required on any material.

## secondary logo

The secondary logo may be used when the layout does not allow for a horizontal logo. Use the secondary logo only when it would make for a better layout.



# GreatCall alternate logos

## reversed out logo

The GreatCall logo may be placed on a solid color that is one of its primary colors or black. The GreatCall logo may never be placed on a pattern or busy background or on any solid color other than one of its primary colors or black. The GreatCall logo may be placed on a photo only if the portion of the photo is white or one of the primary colors.

## grayscale logo

This logo is only to be used in a black and white publication.



# logo integrity

## minimum clear space

For greatest impact and clarity, the clear space must be maintained at all times. The clear space is equal to the X height of the word “GreatCall”.



# GreatCall logo

## symbol

To maintain brand recognition and integrity, the symbol should not be altered in any way. Shown here are several correct examples of how the symbol can be used. Additionally, the symbol should never be placed on a busy background that will compete for attention.



# GreatCall logo

## logo misuse

To maintain brand recognition and integrity, the logo should not be altered in any way. Shown here are several examples of how the logo may not be treated.

Always avoid these visual tangencies when cropping the logo. In the same regard, make sure when cropping that all four colors are visible within the printed piece. Additionally, the logo should never be placed on a busy background that will compete for the logo's attention.



# color

## GreatCall purple

This is a primary color in the GreatCall brand logo.

## GreatCall magenta

This is a primary color in the GreatCall brand logo.

## GreatCall yellow

This is a secondary color in the GreatCall brand logo.

## GreatCall blue

This is a secondary color in the GreatCall brand logo.

## GreatCall black

This is a primary color in the GreatCall brand logo.



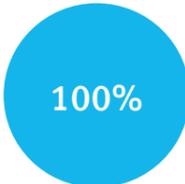
GreatCall purple  
pantone 2603 u  
cmyk: 69 / 100 / 0 / 2  
rgb: 110 / 41 / 141  
hex: 6E298D



GreatCall yellow  
pantone 143 u  
cmyk: 0 / 35 / 85 / 0  
rgb: 251 / 176 / 64  
hex: FBB040



GreatCall magenta  
pantone 214 u  
cmyk: 0 / 100 / 34 / 8  
rgb: 219 / 9 / 98  
hex: DB0962



GreatCall blue  
pantone 298 u  
cmyk: 69 / 7 / 0 / 0  
rgb: 19 / 181 / 234  
hex: 13B5EA

