

Web Logo

The GCX web logo is an important element of the GCX brand. It communicates a call to action and should be used whenever possible on customer facing material.

Clear Space

The minimum clear space for the GCX web logo is based on the x-height of the gcx letters. The “x” unit is equal to the x-height of the letters in GCX web logo.

Positioning

The web logo should be positioned carefully when used with GCX logo so it does not compete with the company logo.

The web logo should always be used in a horizontal format.

Web Logo Color

The GCX web logo is gray and orange. It may also be reversed out to white and orange. Other acceptable, but not preferred, color combination is black and gray. Avoid the use of blue as it will compete with the GCX logo.

Size

The minimum size of the logo is 0.3” in height. The web logo should never appear larger than the x-height of the letters GCX in the GCX logo.

Tagline

The web logo with the tagline “one. tool. one source.” is the preferred application. In cases where this is not possible, the tagline and the horizontal rule may be dropped.

Clear Space
The magenta box surrounding the web logo indicates the required minimum clear space. As shown, clear space is based on a unit, “x,” equal to the x-height of the gcx letters.



Minimum Height = 0.3”



Examples of the web logo used without the tagline. The tagline is always preferred.

gcx.com

GCX
Mounting Solutions

800-228-2555 | gcx.com

Examples of the web logo reversed out.

