



Glass and Glazing Federation

GGF Brand Guidelines

About the GGF

Formed in 1977, the Glass and Glazing Federation (GGF) is the main representative trade body for companies involved in all aspects of the manufacture and processing of flat glass and related products and services for all types of glazing, in commercial and domestic sectors.

Members of the GGF include companies that manufacture, supply and install energy efficient windows and doors in homes and commercial buildings. In addition, GGF Members also produce high performance glass (toughened, laminated and fire resistant etc) for every type of building from houses to high-rise blocks, as well as the components that are used in the manufacture of every type of glazing.

About the GGF

The GGF is recognised by government and acts as the voice of the industry, playing a large part in the setting of new standards and regulations, including Building Regulations, the rules that govern and control the way buildings are constructed in the UK.

With over 1,200 retail and trade locations UK-wide, GGF Members display the GGF logo with pride and to show they are part of the industry's most established trade body. For consumer facing companies the GGF also provides a comprehensive support package that includes:

- Technical support and guidance plus full access to the GGF technical library
- The GGF Consumer Code of Practice, approved by the Chartered Trading Standards Institute

- Deposit Indemnity Fund - the industry's best deposit protection that safeguards deposits and instalments of up to 50% of the contract value or £12,500 (whichever is lesser).
- The Conciliation Scheme which helps companies and consumers resolve any unlikely disputes.
- Profile and listing on MyGlazing.com – the industry's fastest growing consumer website with over 500,000 users since launch in 2015.

With membership growing at a rate of 12% per year, the GGF continues to provide high quality services that benefit its Members to ensure it remains the leading trade body in the glass and glazing industry.

Contents

Internal Usage

Our Brand

Our Mission	06
Brand Values	07

Brandmark

Components	09
Alternate versions	10
Size & measurements	12
Placement, usage, unacceptable usage, imagery, exclusion zones	13

Colour and Typography

Primary colour palette	23
Secondary colour palette	24
Primary typeface	25
Secondary typeface	26
Imagery	28

External Applications

Brandmark

Dual or Co-Branding Usage	32
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01. Our Brand

02.

The Brandmark



Brandmark components

The GGF logo is formed of two parts; an icon with two 'windows' containing the GGF abbreviation and the full name written beneath. Our brand identity logo should serve as the primary identifying unit for all our services, operations and activities. It should appear at least once in every communication and must not be re-drawn or distorted.

Full colour version:



Glass and Glazing Federation

Single colour version:



Glass and Glazing Federation

Mono version:



Glass and Glazing Federation

TSI or Trustmark lockup

This shows the lockup relationship between the GGF logo and the trading standards logos.

TSI lockup:



Trust Mark lockup:



MyGlazing.com lockup

This shows the lockup relationship between the myglazing.com logo and the GGF icon.



Minimum size

GGF icon should be at least 12mm tall



Size and Measurements

There are minimum sizes the GGF logo should be used at on printed materials both with and without the full name written beneath the icon.

Minimum size with full name
20mm wide



Glass and Glazing Federation

Regular size
15% of page width



Glass and Glazing Federation

Minimum size of icon
12mm



Regular size
15% of page width



Exclusion zones

A minimum exclusion zone is created to ensure enough emphasis is given to the logo. Other elements on the page should always be placed at least the height of the G in GGF (squared).

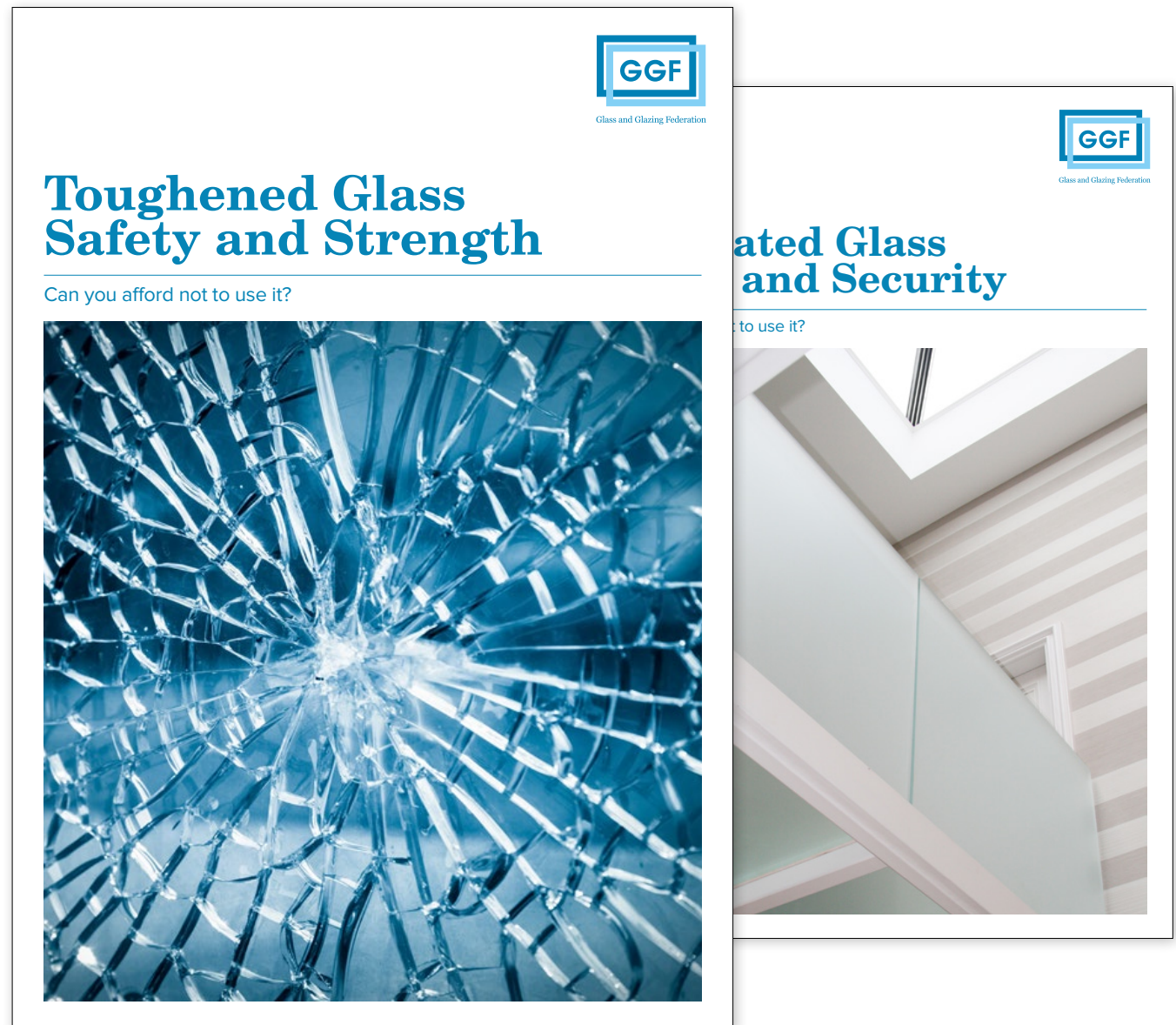
This measurement is also applied to the distance required for the logo to be away from the edge of the artboard.



Artboard (edge of paper)

Print Placement

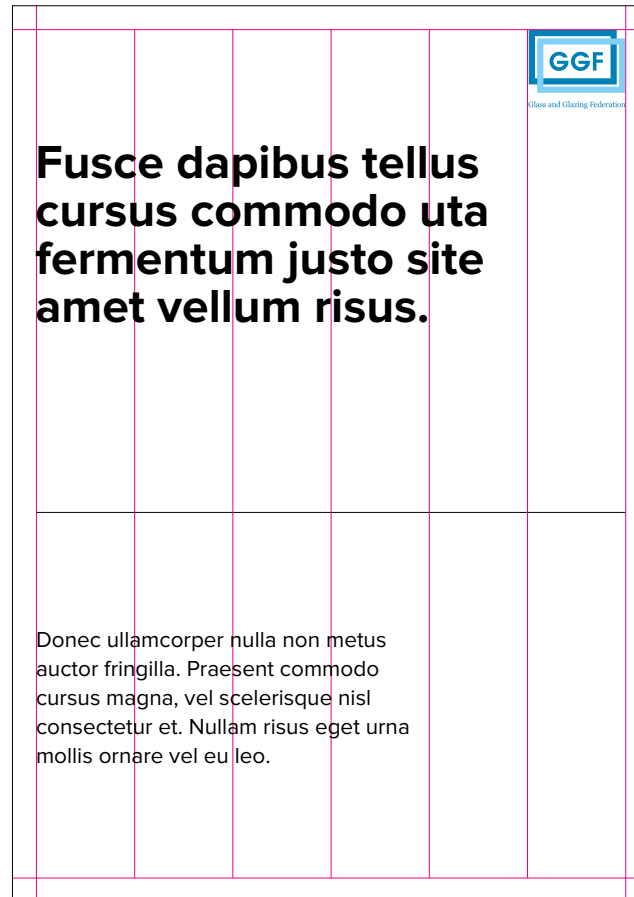
The following page shows examples of how the GGF logo should be positioned on various printed materials both internal and external.



Publications / Annual report cover



Internal docs

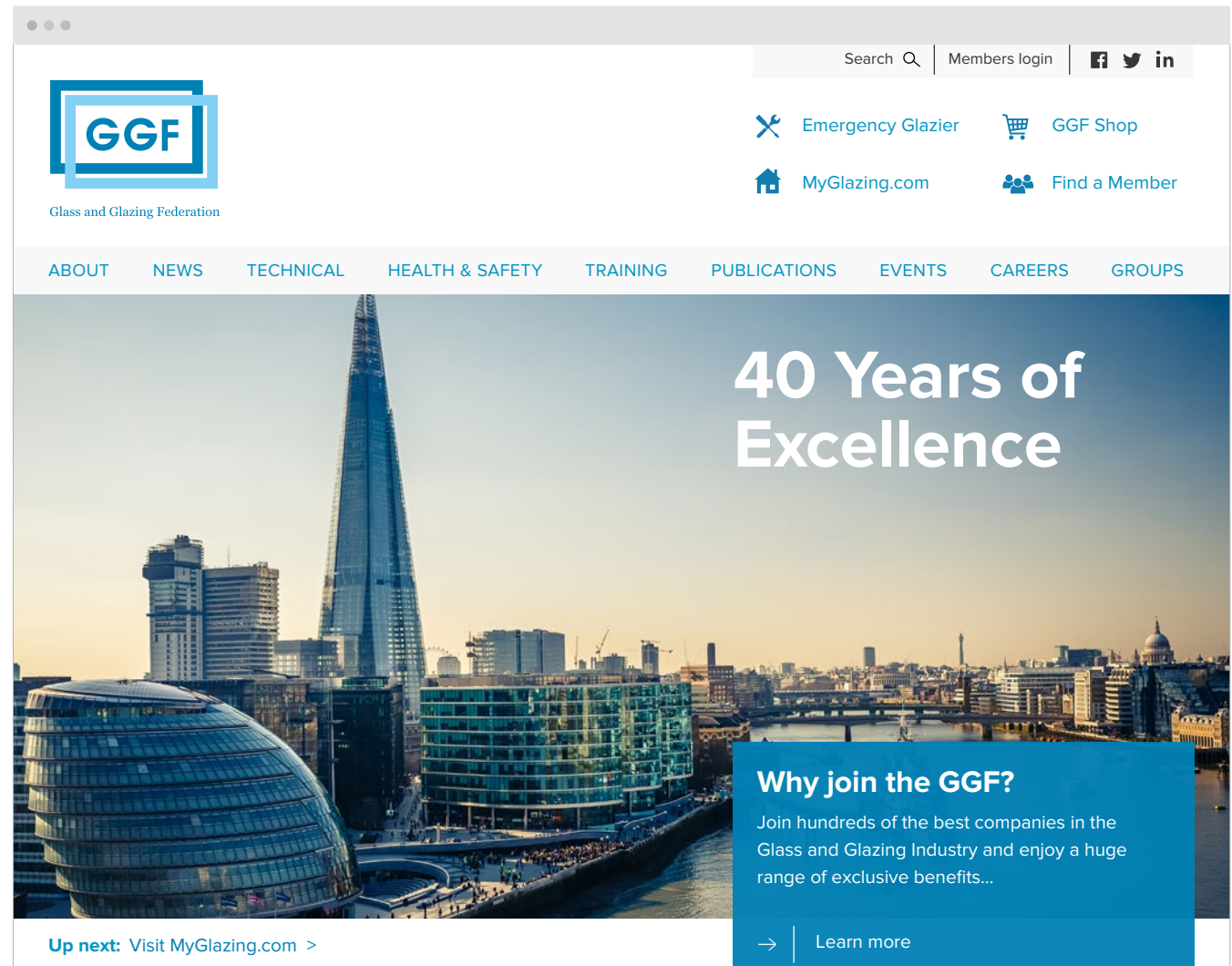


Adverts



Online Placement

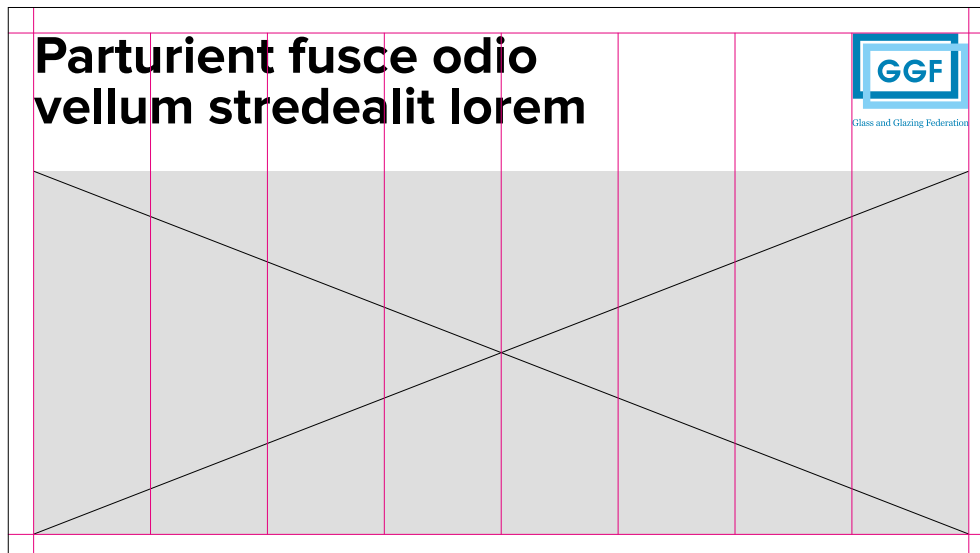
The following page shows examples of how the GGF logo should be positioned on online banners as well as Power Point cover pages and footers.



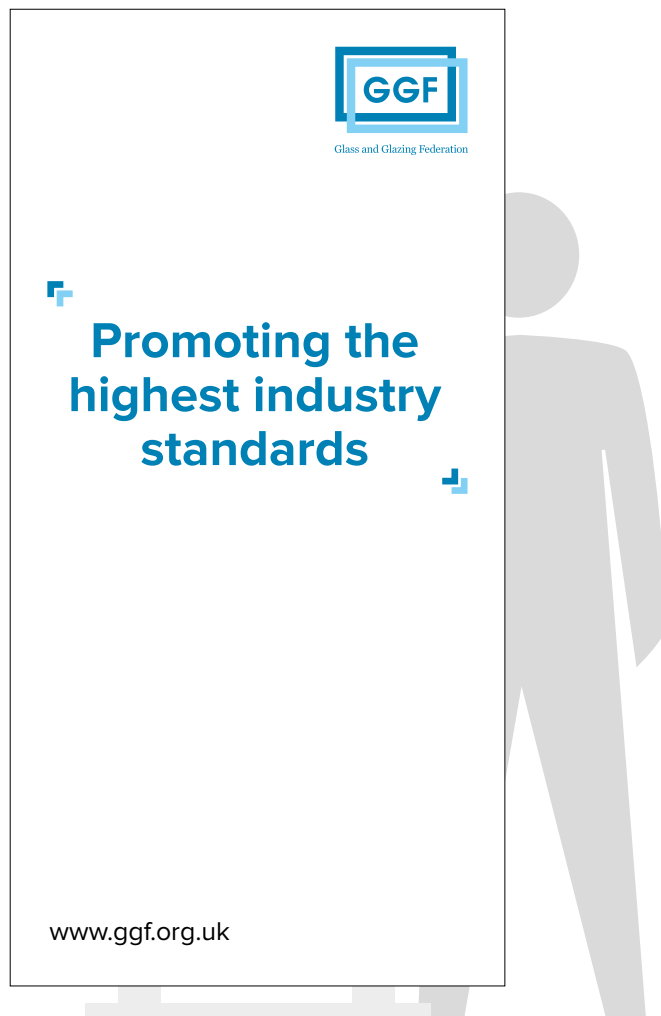
Web banners



Power point 16:9 cover & internal page



Exhibition graphics



Clothing



Unacceptable usage

The following shows some examples of what you should NOT do to the GGF logo.

Don't stretch or compress:



Don't change the colours:



Don't change the type beneath the icon:



The Glass and Glazing Federation

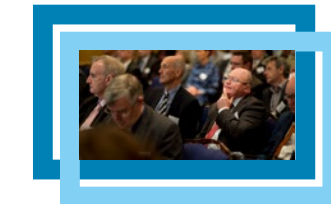
Don't place it on a similar colour background:



Don't change the type within the icon:



Don't place an image within the icon:



Glass and Glazing Federation

Usage on imagery

Using the GGF logo on imagery should be avoided if possible as its colours only allow it to stand out on certain colours, primarily very light and uncomplicated backgrounds. The following page shows what version of the logo to use in certain situations.



Don't place over complicated/dark backgrounds:



Do place over light/clear backgrounds:



Do use the white version on dark backgrounds:



03. Colour & Typography

Primary colour palette

Our palette is integral to our brand's expression and as such can be used to represent generic communications as well as our individual products. The Primary palette consists of the two blues derived from the GGF logo as well as black for body copy.

Dark Blue

Pantone: 7690 C

C: 84 M: 38 Y: 12 K: 0

R: 55 G: 125 B: 180

Light Blue

Pantone: 2915 C

C: 50 M: 0 Y: 0 K: 0

R: 150 G: 205 B: 240

Black

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

Secondary colour palette

These secondary colours have been selected to compliment the primary colours. Their main purpose is to help distinguish content throughout large GGF documents.

Red C:4 M:87 Y:73 K:22 R:188 G:53 B:50	Violet C:42 M:77 Y:20 K:57 R:94 G:46 B:76	Green C:33 M:0 Y:70 K:30 R:148 G:165 B:85	Mustard C:0 M:31 Y:81 K:20 R:212 G:160 B:55
Brown C:26 M:68 Y:100 K:12 R:177 G:93 B:25	Pink C:19 M:87 Y:32 K:22 R:170 G:53 B:93	Teal C:83 M:37 Y:54 K:7 R:40 G:122 B:118	Grey C:32 M:17 Y:36 K:11 R:173 G:180 B:159

Primary typeface

Proxima Nova is a contemporary San serif typeface that has a neutral character. It should be used for titles and body copy within branded communications.

Note: In instances when system fonts are essential (ie. Email footers), please use Arial (MS standard).

Proxima Nova weights:

Proxima Nova Light

Proxima Nova Regular

Proxima Nova SemiBold

Proxima Nova Bold

Aa

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Secondary typeface

Georgia is a classical serif typeface that has a neutral character. It should be used for document cover titles only.

Aa

Georgia Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Presentation template fonts

When setting Microsoft Office collateral in our branded templates, use Arial regular and bold.

Arial weights:

Arial Regular

Arial Bold

Aa

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

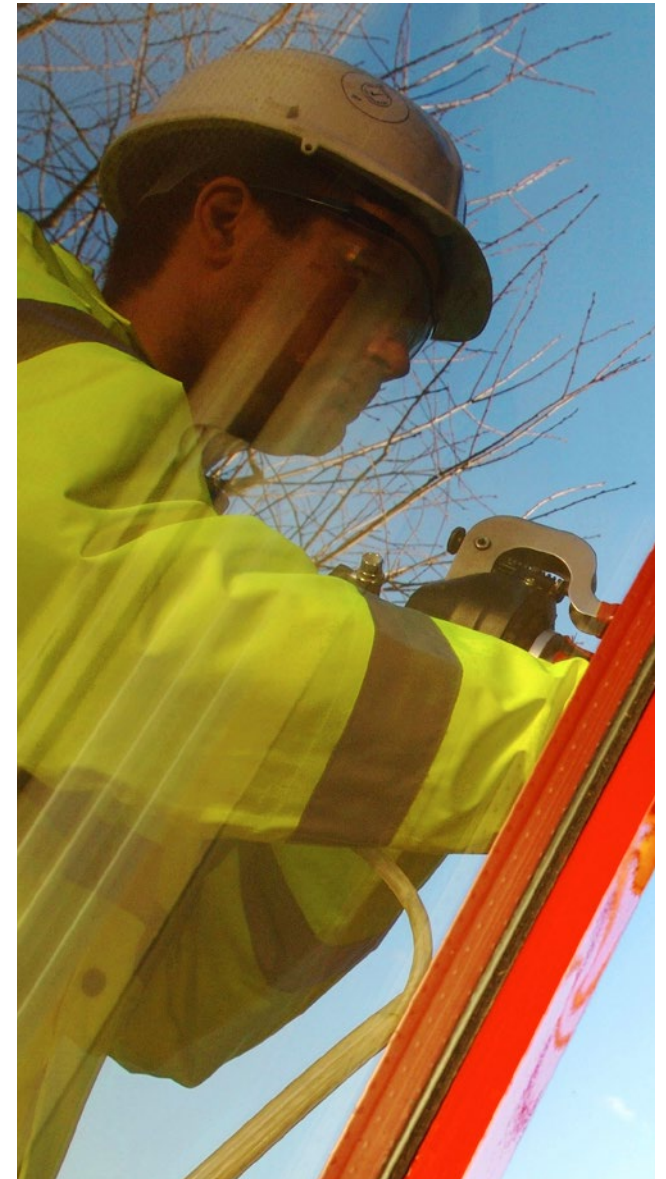
OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Imagery

Stock photography examples





Quotation style

Using the corners of the 'GGF frame' we can create a frame to hold quotes in.



**Promoting the
highest industry
standards**



04.

External Applications

Acceptable usage of logo with partner

When placing the GGF logo next to a partnership logo they should ideally be size for size. If not the GGF logo can be no more than 50% smaller than the partners logo provided it doesn't go below the minimum size requirement stated in section 2 of the the GGF brand guidelines.

Lockup of GGF logo with partner logo:



Minimum usage of GGF logo:



GGF Ltd.
40 Rushworth Street
London, SE1 0RB

