These are our brand guidelines. They outline the basic elements of our visual identity. They also outline the brand in application, showing how it plays out in a range of communications.

These guidelines have been created to ensure that our brand is correctly and consistently applied, helping to create a strong and recognisable suite of communications. They also make it easier to brief creative agencies and to produce branded materials.

Our unique identity, colour palette and typographic style creates a distinctive framework for our brand which helps us to build brand equity. Therefore, it is important that these guidelines are closely followed.
ABOUT GECF

1.1 What we stand for
1.2 Our brand
1.1 What we stand for

We are The Gas Exporting Countries Forum (GECF).

Our open forum gathers all of the world’s leading gas producers and represents and promotes their mutual interests.

Our objective is to increase the level of co-ordination and strengthen the collaboration between member countries. We also seek to promote dialogue between gas producers and consumers.
Our central organising principle is all about:

‘CREATING ENERGY FUTURES TOGETHER’

This means as a service we:

**REPRESENT**  
Our colleagues, our members, the industry

**CONNECT**  
Our members, countries, industry pioneers, big thinkers

**PROMOTE**  
Awareness, improvements, issues, achievements

Our personality is:

**OPEN**  
Practical, honest, accessible, unrestricted, available

**INCLUSIVE**  
Positive, encompassing, together, whole

**GLOBAL**  
Broad reaching, big thinking, impactful, enlightening
LOGO

2.1 Main logo
2.2 Logo variations
2.3 Exclusion areas
LOGO

2.1 Main logo

The GECF identity consists of a word mark plus graphic element reflecting a gas flame within a gradient circle - representing the world.

The word mark and the graphic element are designed to work together.

It is available in formats suitable for both print and online usage.

The identity must never be altered or recreated.
2.2 Logo variations

The GECF identity is available in: full colour, black and white.

The black and white versions should only be used when specifically requested or to increase legibility (if for example the identity is required to be used on a background or image that would hinder the stand out of the full colour version. The black or white version would be more suitable as it would create more contrast).

All variations are available in formats suitable for both print and online usage.

The identity must never be altered or recreated.
2.2 Exclusion areas

To preserve its authority, the GECF logo must never appear crowded by other elements. It is very important to maintain a clear space around it.

An area the size of the capital ‘E’ should be kept clear around the logo at all times.
TYPOGRAPHY

3.1 Corporate typeface
3.2 System typeface
3.1 Corporate typeface

Tondo is the corporate typeface and should be used for headings and body copy when professionally printing collateral.

The typeface is available in a variety of weights.

Tondo Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tondo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tondo Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tondo Signage
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
3.2 System typeface

Arial is the system typeface and should be used for all online applications, as well as when Tondo is not available.

**Arial Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
1234567890

**Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
1234567890

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
1234567890
COLOUR PALETTE

4.1 Primary and secondary colours
4.2 GECF blue gradient
COLOUR PALETTE

4.1 Primary and secondary colours

Colour can bring communications to life. Our confident blue brand palette ensures that GECF’s communications will be as distinctive as they are impactful.

A secondary colour palette has been included to increase flexibility and bring more energy to the brand. These colours have been influenced by the flame created when burning natural gas.
4.2 blue gradient

The blue gradient within the GECF logo can be used as a full colour background or feature.

It is vital that this is replicated exactly as the logo, and should never deviate away from the exact colour range or balance. Artwork for the gradient has been created especially for this purpose.
GRAPHIC ELEMENTS

5.1 Toolkit
5.2 Chart and graph styles
5.1 Toolkit

The GECF graphic elements can be used as a means of highlighting key information. They can also be used to reinforce the reach of the business, provide a window on photography, highlight performance result information, or indicate key services.

They help create a diverse and flexible visual language with considerable pace between applications. (See 8.0 APPLICATIONS).
A key part of what GECF do is to provide clear and concise information. It is imperative that this information is easy to understand.

By continuing in the style of the GRAPHIC ELEMENTS, these charts and graphs provide an example of the flexibility of the GECF brand.
PHOTOGRAPHY

6.1 People
6.2 Global cultures
6.1 People

Always doing...
One-to-one and group discussions
Formal, but comfortable
PHOTOGRAPHY

6.2 Global cultures

Cultural respect
Global achievements
Opportunities to be gained
Naturally interesting
KIT OF PARTS
Central organising principle:
‘CREATING ENERGY FUTURES TOGETHER’

As a service:
REPRESENT
CONNECT
PROMOTE

Our personality:
OPEN
INCLUSIVE
GLOBAL
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<th>APPLICATIONS</th>
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8.1 Stationery

Letterhead
Compliment slip
Business card
DL Envelope
Pens
Mr Smith
24 Any Avenue
Any town
Any city
AB1 2DE

Date: 03.12.10
Ref No: 01234567890

Subject: Letter subject title to be placed here

Dear Mr Smith,


In hac habitasse platea diam. Nam euismod, ligula a molestie cursus, nibh lectus placerat augue, vel ac turpis in nisl vel fringilla. Fusce mattis augue augue, vel molestie orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit.


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Kind regards

Date: 03.12.10
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Kind regards
APPLICATIONS

8.1 Stationery

Compliment slip

PO Box 3212, 6th Floor, 'Q' Building, Majlis Al Taawon St., Doha, Qatar
T: +974 449 1654, F: +974 449 1651, E: gecfsg@gmail.com
www.gecforum.org
APPLICATIONS

8.1 Stationery

Business cards

Sezin Ersoy
Business Manager

PO Box 3212, 6th Floor, ‘Q’ Building
Majlis Al Taawon St., Doha, Qatar
T: +974 449 1654, F: +974 449 1651
E: gecfsg@gmail.com
W: www.gecforum.org
The 11th Ministerial Meeting of the Gas Exporting Countries Forum is scheduled for February 2011.
8.3 Signage

Raised logo underlit for evening visibility

Bronze door plaque
APPLICATIONS

8.4 Flags
Applications

Slide heading

- Bullet point
- Bullet point
- Bullet point

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APPLICATIONS

8.6 Posters

THE 11th MINISTERIAL MEETING

11-13 December 2011.
Doha, Qatar

Internal brand poster

Promotional event poster
APPLICATIUNS

8.7 A4 Report
APPLICATIONS

8.8 A5 Company booklet

WE ARE GECF

The Gas Exporting Countries Forum
Company booklet
APPLICATIONS

8.10 CDs
APPLICATIONS

8.11 Lapel pins
APPLICATIONS

8.12 Bag
CONTACT

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