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.

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

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.

About this Document

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.
ABOUT GECF

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

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
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**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLmnopqrstuvwxyz</td>
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**Tondo Regular**

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**Tondo Bold**

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**Tondo Signage**

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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**

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**Arial Regular**

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COLOUR PALETTE

4.1 Primary and secondary colours
4.2 GECF blue gradient
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

© GECF 2011
KIT OF PARTS
Kit of parts

Logo

Typography

Tondo Corp Regular

Abf

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Colour palette

Proposition and values

Central organising principle:
‘CREATING ENERGY FUTURES TOGETHER’

As a service:
REPRESENT
CONNECT
PROMOTE

Our personality:
OPEN
INCLUSIVE
GLOBAL
APPLICATIONS

8.1 Stationery
8.2 Website homepage
8.3 Signage
8.4 Flags
8.5 Powerpoint templates
8.6 Posters
8.7 Report
8.8 Company booklet
8.9 Magazine
8.10 CDs
8.11 Lapel pins
8.12 Bag
8.1 Stationery

Letterhead
Compliment slip
Business card
DL Envelope
Pens

Date: 03.12.10
Ref No: 01234567890

Subject: Letter subject title to be placed here

Dear Mr. Smith,


Cras a rutrum sem. Ut dictum, nunc vitae faucibus dapibus, turpis justo condimentum metus, id eleifend lacus velit et nisl. Cras a arcu neque. Pellentesque tincidunt pellentesque erat non imperdiet. Aliquam at risus justo, ac viverra nisl.

In hac habitasse platea dictumst. Nam euismod, ligula a molestie cursus, nibh lectus placerat augue, vel auris risus est eget quam. Fusce mattis accumsan ante, et lacinia orci congue vel. Aliquam et congue purus. Nam sollicitudin justo eget erat convallis fringilla nec nec diam.


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Kind regards

Date: 03.12.10
Ref no: 01234567890

Mr. Smith
34 Any Avenue
Any town
Any city
AB1 2DE

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

www.gecforum.org

Registered Number: 0000000
Registered Address: A Building, No.00 A Street, Qatar

www.gecforum.org
subject:

Dear Mr Smith,


Cras a rutrum sem. Ut dictum, nunc vitae faucibus dapibus, turpis justo condimentum metus, ut semper porta odio. In hac habitasse platea dictumst. Nam euismod, ligula a molestie cursus, nibh lectus placerat augue, vel auctor nibh sed pede. Phasellus adipiscing purus in metus.


Kind regards

Date: 03.12.10
Ref No: 01234567890

mr smith
24 Any Avenue
Any town
Any city
AB1 2DE

Fax page
APPLICATIONS

8.1 Stationery

Compliment slip
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: gecsfagmail.com
W: www.gecforum.org
The 11th Ministerial Meeting of the Gas Exporting Countries Forum is scheduled for February 2011.

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Register for more information

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About GECF

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Reports

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APPLICATIONS

8.3 Signage

Raised logo underlit for evening visibility

Bronze door plaque
APPLICATIONS

8.6 Posters

THE 11th MINISTERIAL MEETING
11-13 December 2011.
Doha, Qatar

Internal brand poster

Promotional event poster
8.7 A4 Report

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APPLICATIONS

8.8 A5 Company booklet

WE ARE GECF

The Gas Exporting Countries Forum
Company booklet

© GECF 2011
APPLICATIONS

8.10 CDs
APPLICATIONS

8.11 Lapel pins
APPLICATIONS

8.12 Bag
CONTACT

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PO Box 3212
6th Floor, “Q” Building
Majlis Al Taawon Street
Doha
Qatar

Tel: (+974) 449-1654
Fax: (+974) 449-1651

Email: gecfsg@gmail.com