



**Green Bay  
Dollar**

**Digital Logo Guidelines**



## Digital Logo Guidelines

This document contains a guide for Green Bay Dollar identity system. Make sure to follow the rules to keep brand consistency.

The guide helps you with all elements - logo, colors, typeface, etc - in order to keep consistency in all materials.

## Logo

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These are the two main lockups of the logo and primary visual form in which GBD should be presented to the public.



Primary lockup



Full Name lockup

## Logo Mark

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This is the official GBD Logo Mark. You can use it as a standalone element, for example as a favicon, app icon, small sizes, etc.

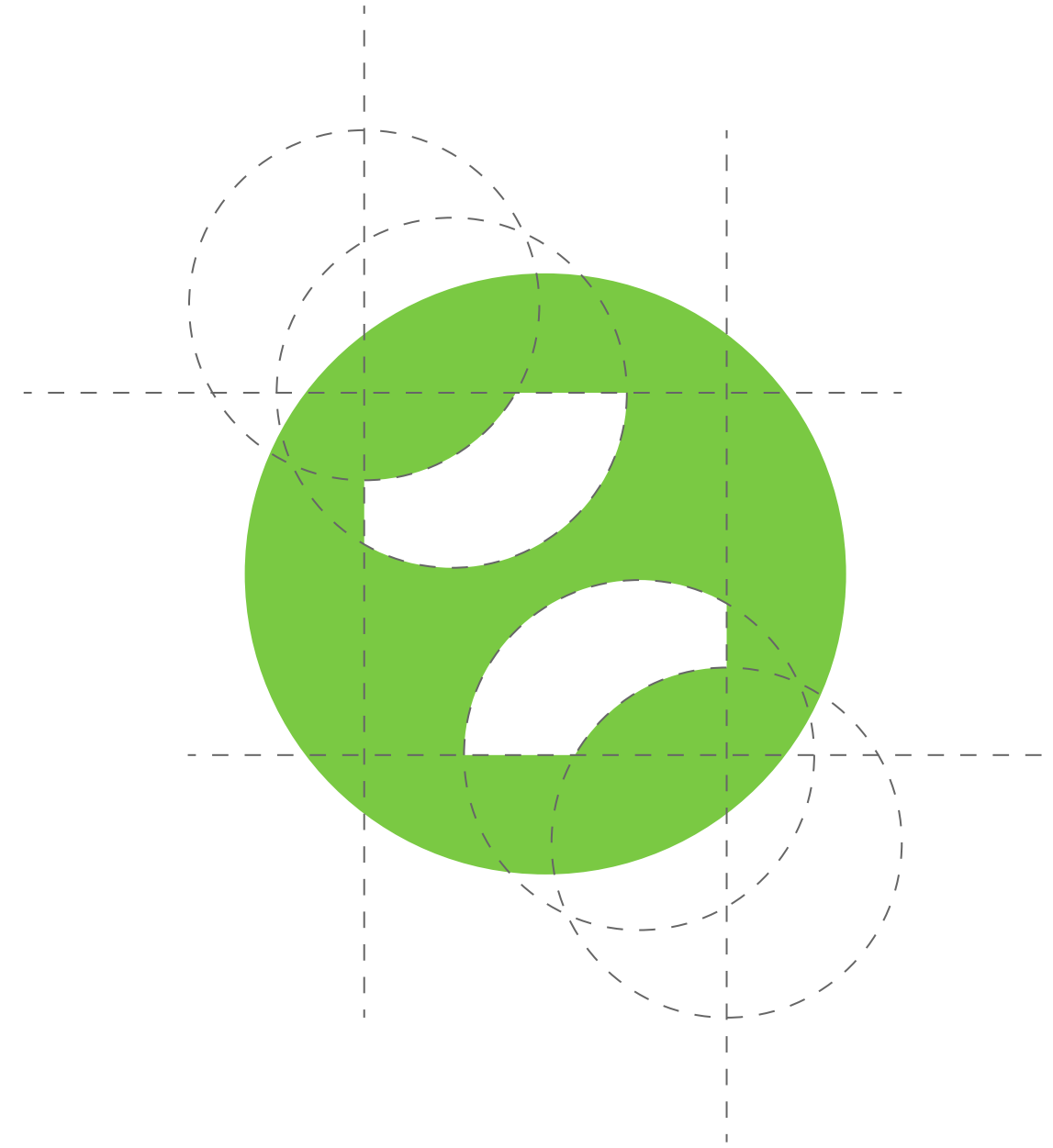


Logo Mark

## Mark Construction

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This is the construction grid of GBD official Logo Mark.



## Logotype

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These are the two primary versions of the GBD logotype, which is a Poppins Semibold font.

**GBD**

Logotype

**Green Bay  
Dollar**

Full Name logotype

## Whitespace

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The whitespace around the logo is extremely important. It helps to keep things clean and professional.

The minimum whitespace around the logo is equivalent to the half of the mark size. Keep in mind this is the minimum - the more is better, always.



## Logo Colors

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These are color variations of GBD logo. In order to keep brand consistency - it's important to use only presented variations through the whole brand identity.



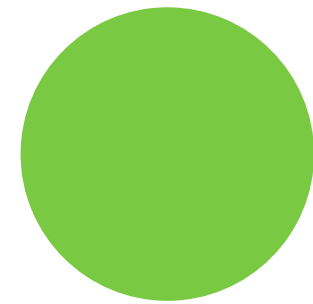


## Color Palette

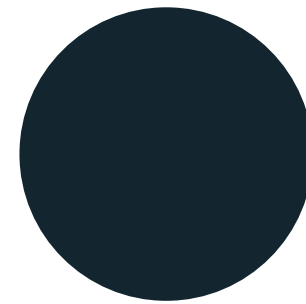
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These are the primary and complementary colors of the brand. Make sure to always use these exact color codes, either for screens or prints.

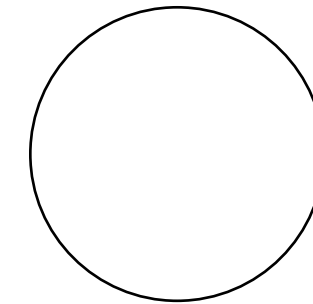
### Primary colors



RGB 122/201/67  
WEB #7AC943  
CMYK 55/0/97/0

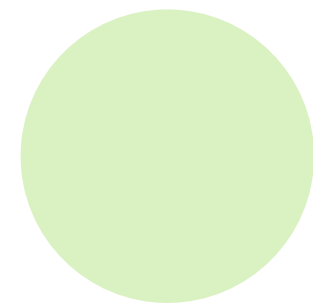


RGB 19/38/47  
WEB #13262F  
CMYK 87/69/57/65



RGB 255/255/255  
WEB #FFFFFF  
CMYK 0/0/0/0

### Complementary colors



RGB 218/242/194  
WEB #DAF2C2  
CMYK 15/0/30/0



RGB 247/247/247  
WEB #F7F7F7  
CMYK 2/1/1/0

## Typography

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The Primary typeface for GBD Identity is Red Hat Display, which is available in Google Fonts library. It's recommended to use Dark Blue brand color for the text on white background - replacing the black color.

Aa

Red Hat Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789  
!@#\$%^&\*()\_+ /

Light

Regular

Medium

SemiBold

Bold

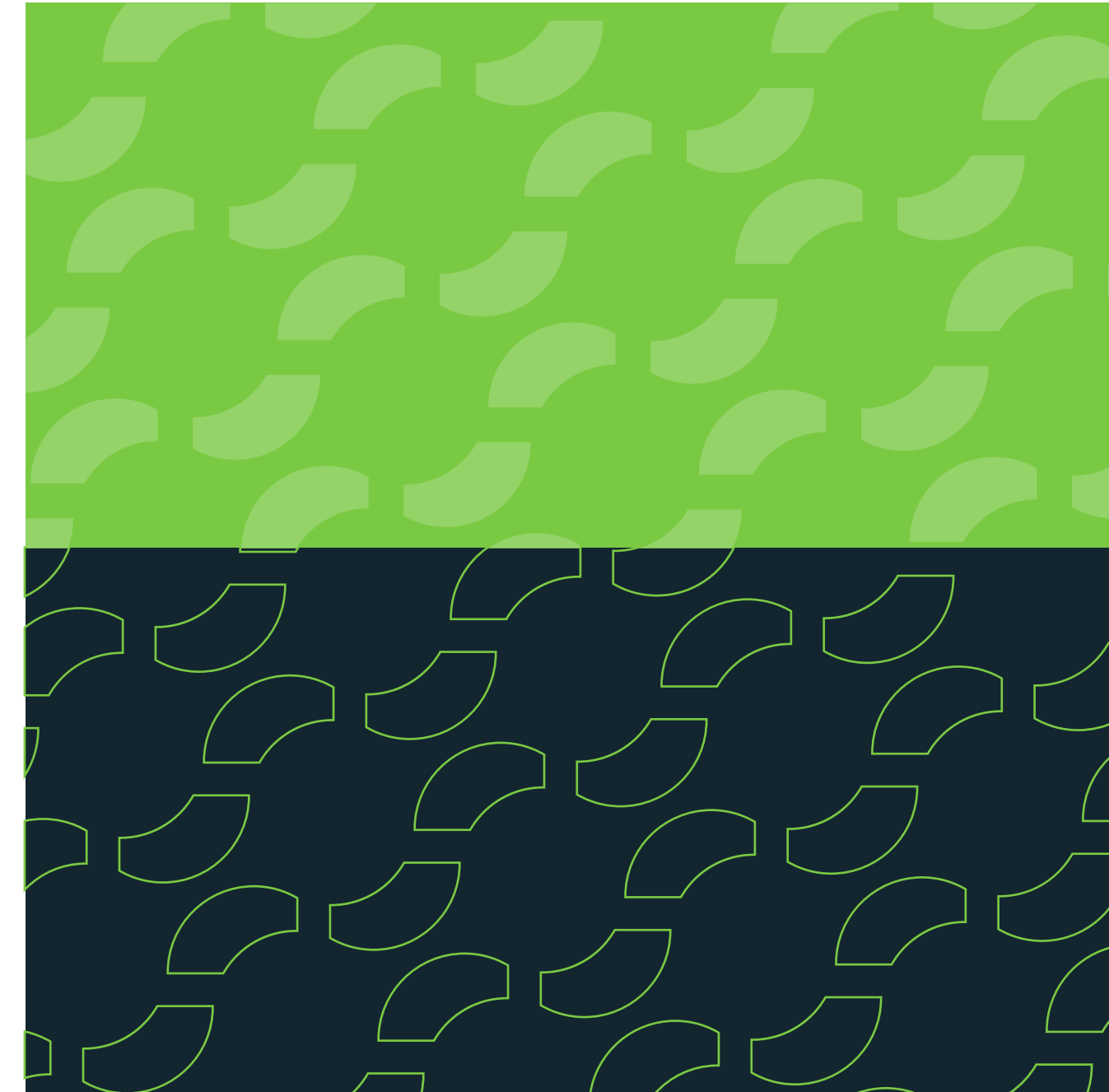
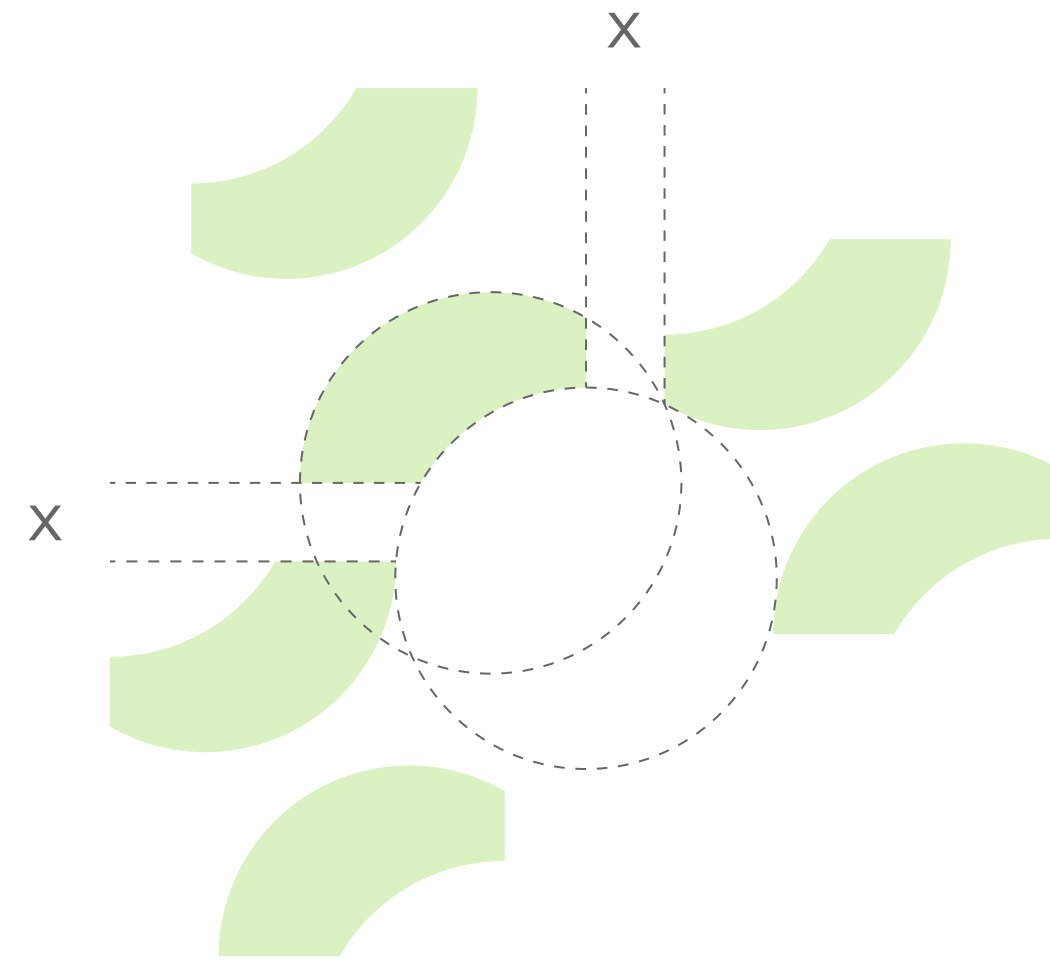
ExtraBold

## Pattern

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This is the official pattern of the brand, which is made up of the logo mark shape.

It's recommended to use solid white pattern set to 20% opacity on brand green background and green outline version of the pattern on dark background.



## General Information

This document is the ultimate guide to use Green Bay Dollar brand elements correctly.

If ever in doubt, please refer back to this document.

It's recommended to share this guide with anyone responsible to use the brand elements in any way.