



GOLDEN JUBILEE OF INDEPENDENCE

50GUY Guyana's Golden Jubilee Of Independence Brand Book

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WELCOME TO 50GUY

GUYANA'S OFFICIAL GOLDEN JUBILEE BRAND BOOK

This is the place to find everything you need to know about the brand and the logo.

In this book there are strict rules and guidelines to the official brand tone, attributes and reproduction of the logo.

WHAT IS 50GUY?

2016 is a historic year for Guyana as it marks our Golden Jubilee of Independence.

It is a pivotal milestone for us to :

Reflect on the past 50 years in the context of learning pertinent lessons to take forward into the future and celebrate the history, the heritage, the pioneers and the achievements of the past.

Celebrate focusing on the unity of Guyanese people and culture including the indigenous community, to rejoice in our shared experiences and values. Proclaiming Guyana's desire and commitment to move forward to a brighter future.

Inspire the youth of Guyana to have the confidence and the support to dream bigger and reach higher in the next 50 years.

Anchoring on these themes, 50GUY is an inclusive celebration culminating in a series of activities contributed by the people, private and public sectors of Guyana.



THE OFFICIAL 50GUY BRAND ATTRIBUTES

INTERACTIVE	CELEBRATORY	INCLUSIVE	JOYFUL
ENGAGING	INSPIRATIONAL	RESPECTFUL	PASSIONATE
REFLECTIVE	MEANINGFUL	ORIGINAL	ENTERTAINING
INFORMATIVE	SUSTAINABLE	AUTHENTIC	PEOPLE FOCUSED FROM ALL REGIONS

WHAT DO THESE ATTRIBUTES MEAN AND HOW DO WE APPLY THEM?

These attributes help to communicate the identity and values of Guyana. When using our logos please reflect upon these attributes as a way of ensuring the events, products or other iterations you are creating present a consistent face to the world.

The colours in our flag have significant meaning and global recognition, so it is important we keep them consistent. Please see the colour specifications, shown here on the right.



PMS 355	PMS 116	PMS 186	Rich Black	White
R 0 G 158 B 73	R 252 G 209 B 22	R 206 G 17 B 38	R 0 G 0 B 0	R 255 G 255 B 255
C 98 M 0 Y 100 K 0	C 0 M 18 Y 100 K 0	C 0 M 100 Y 75 K 0	C 50 M 50 Y 50 K 100	C 0 M 0 Y 0 K 0



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THE OFFICIAL 50GUY LOGO

Drawing inspiration from the colours of our national flag; green, red, white and black with the strong image of our jaguar roaring into the future.

To highlight the inclusive nature of the celebrations, we encourage everyone to customise and use the logo within the guidelines laid out in this brand book.



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50GUY LOGO OVERVIEW

50GUY has one official logo. Please use this logo whenever possible. If reproduction methods, space restrictions or other such considerations make it difficult we have provided some alternatives. Instructions for these can be found in this document.

50GUY Official Logo



50GUY Premium Logo



50GUY Vector Logo



50GUY Single Colour Logo



50GUY Official Logo - stacked



50GUY Official Logo - for dark grounds



50GUY Official Logo - grey scale for black or white grounds



THE OFFICIAL 50GUY BRAND RULES

Use of the 50GUY logo and its customised versions is to connect and identify with the 50GUY celebrations, and does not imply endorsement of any event, product or service.

The 50GUY logo must be treated with dignity and respect, and in accordance with Internationally recognised laws of intellectual property and copyright.

While the 50GUY logo is shared by all and free to customise, it and its customised versions should not be used to:

- i) Make threats of violence, personal attacks or derogatory remarks against others.
- ii) Advocate any political or religious agenda, or cause conflict or misunderstanding in society.
- iii) Depict any inappropriate content

Only download the logo files from the official 50GUY website.

Please do not:

Redraw the logos

Obtain the logos from other sources

Use photographs, photocopies or other inferior reproductions of the logos

Download the logo free from our site at:

www.50guyana.com



HOW TO USE THE OFFICIAL 50GUY LOGO

FULL COLOUR OFFICIAL JAGUAR

The full colour photographic logo is available as an RGB file for digital use and as a CMYK file for print production.

Please note that the full colour photographic logo should always be used wherever possible. However if you require spot colour files you can use the vector files featured later in this book.

When placing the official full colour jaguar 50GUY logo against a coloured background, ensure that the colour you have chosen complements the logo and retains the spirit of 50GUY.

The official full colour jaguar logo should be applied on a background that provides sufficient contrast (less than 75% on the red value, or other colour values that provide enough contrast).



Parts of the logo get lost on this background, please avoid this.



The red outline helps the 50 stand out on this shade of green. Guyana and date are permitted to be yellow on darker backgrounds like this.



It is permissible to change Guyana and date to the same yellow used in "Golden Jubilee" when using a black background.



Do not use the logo on a red background where the outline of the "50" will get lost..



HOW TO USE THE OFFICIAL 50GUY LOGO

OFFICIAL JAGUAR LOGO - STACKED

The stacked logo is only for use when space does not allow enough room for the official logo. The stacked logo may be used in situations where it creates a composition that is more aesthetically pleasing than the official logo.

This full colour photographic logo is available as an RGB file for digital use and as a CMYK file for print production.

Ensure that the logo is clearly legible on the background colour you have chosen. Ensure that the colour you have chosen complements the logo and retains the spirit of 50GUY.

The official full colour jaguar logo should be applied on a background that provides sufficient contrast (less than 75% on the red value, or other colour values that provide enough contrast).



HOW TO USE THE OFFICIAL 50GUY LOGO

OFFICIAL COLOUR VECTOR LOGO

The official colours of the 50GUY - Full Colour Official Vector Jaguar logo are specified using the Pantone colour matching system. They are set out as follows:



PMS
186



PMS
355



PMS
116



BLACK



WHITE

The official vector colour jaguar logo should be applied on a background that provides sufficient contrast (less than 75% on the red value, or other colour values that provide enough contrast).

When placing the vector colour jaguar 50GUY logo against a coloured background, ensure that it stands out against the background colour

Only use the colours specified above.



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HOW TO USE THE OFFICIAL 50GUY LOGO

VECTOR LOGO - STACKED

The stacked logo is only for use when space does not allow enough room for the official logo. The stacked logo may be used in situations where it creates a composition that is more aesthetically pleasing than the official logo.



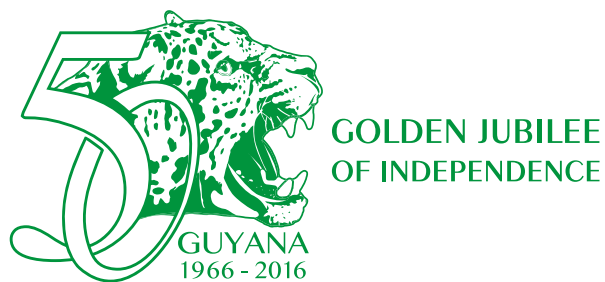
HOW TO USE THE OFFICIAL 50GUY LOGO

SINGLE COLOUR VECTOR LOGOS

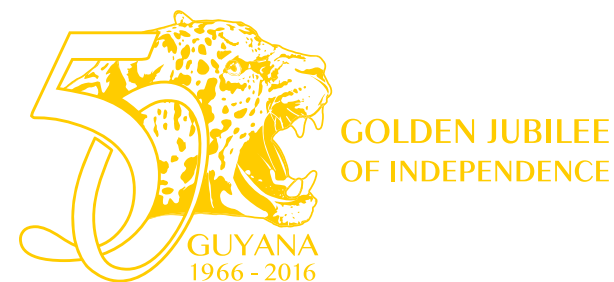
The single colour logos may only be used when it is not possible to use the full colour logo.



PMS
186



PMS
355



PMS
116



HOW TO USE THE OFFICIAL 50GUY LOGO

BLACK AND WHITE VECTOR LOGO

The black and white logo should be applied on a background that has less than 50% black value. Avoid placing the black and white official 50GUY jaguar logo on a fully black background.

Reverse White Version - There is no reverse white version of the Official Full Colour Jaguar 50GUY logo

The black and white logo should only be used in monochromatic grey-tone print



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HOW TO USE THE OFFICIAL 50GUY LOGO

GREY-SCALE LOGO

The grey-scale logo is only to be used when it is not possible to use the colour version such as monochromatic newsprint.

Please be sure to use the correct logo for black or white backgrounds.



HOW TO USE THE PREMIUM 50GUY LOGO

PREMIUM LOGO

The Premium Logo may only be used on memorabilia, souvenirs, stamps and approved items with written permission by the Ministry of Culture, Youth and Sport.

Please contact us to obtain advice as to which of the logos may be used.



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HOW TO USE THE OFFICIAL 50GUY LOGO

MINIMUM SIZE

Try to ensure the legibility of the official 50GUY logo do not minimise it below 30mm in height.

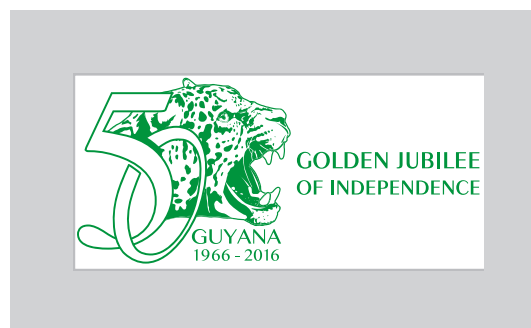
For digital usage, do not minimise the logo below 128px in height.

If enlarging the photographic logo do not increase the size to the point that the image becomes pixelated.



HOW TO USE THE OFFICIAL 50GUY LOGO – CLEAR SPACE

A clear space around the logo will help the logo design stand out. Do not crowd the logo with text or any other pictures. As demonstrated here, use a ratio of approximately one third the height of the logo as clearspace to ensure legibility and clarity. Do not place anything else within the clearspace boundary.



PLACEMENT OF OTHER LOGOS

Sponsorship Partners can place their logo on either side of the 50GUY logo (left, right, top, bottom), but must not take prominence.

Height of type on partner logos should not exceed the text height in the 50GUY logo, while the height of the sponsorship partner logos should be smaller than the type in the 50GUY logo.

The clearspace requirements are as stated above.



HOW TO USE THE 50GUY OFFICIAL LOGO

DO NOT DO THIS TO THE 50GUY LOGO

It is important to keep our official logos as consistent as possible. Please do not attempt to alter the logos in any way. Use them exactly as they are supplied. Please see the following guidelines as an example:



Do not alter, partly cover or make additions to the logo



Do not rotate the logo.



Do not change the proportions or in any way distort the logo



Do not flip the logo.



Do not replace the type with other typefaces or other text



Do not alter the colours or add effects such as drop shadows, highlights etc.



50GUY ADDITIONAL DESIGN ELEMENTS

50GUY Gold Ribbons Confetti



50GUY Flag Ribbons Confetti



50GUY Gold Confetti



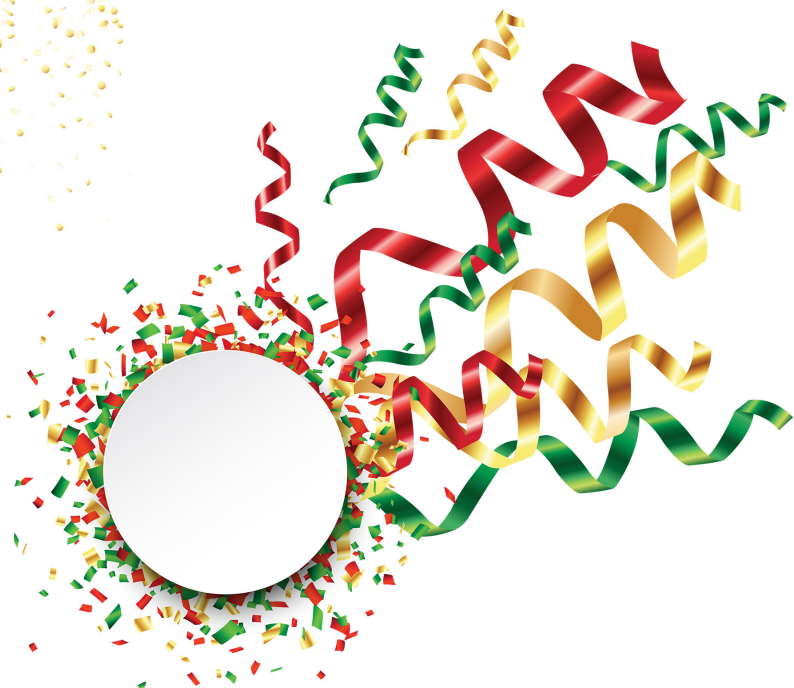
50GUY Ribbon Border



50GUY Gold Confetti Burst



50GUY Flag Confetti Burst



50GUY Flag Ribbon Confetti Burst



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HOW TO USE THE 50GUY DESIGN ELEMENTS

These elements are the only graphics allowed to infringe on the logo clearspace, but they must only be placed behind the logo, and in such a way that the logo continues to stand out clearly.



HOW TO USE THE OFFICIAL 50GUY LOGO – TYPOGRAPHY

The official typeface for 50GUY branding is **Bangla MN**.

This font is to be used wherever possible for display type.

Do not use this font for body copy. For large bodies of text please use a complementary sans serif font such as Avenir.

The minimum size for any text is 8 point.



CONTACTS

Should you need further information about the Official 50GUY logo, please visit

www.50guyana.com

or email us at:

50thguyana@gmail.com

