

Gamma Phi Beta – Brand Elements

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Brand Colors



Dark Brown
PMS 4695



Light Brown (Mode)
PMS 7502



Hot Pink
PMS 205



Light Pink
30% PMS 205
or PMS 707*

* Printing Requirements for Light Pink:

When Offset Printing using Light Pink:

- For Light Pink use a 30% screen of PMS 205 or solid PMS 707 if budget allows for additional color.
- Never use any % screen of PMS 707 (only solid allowed to achieve Light Pink).

When Silkscreen Printing using Light Pink:

- Use PMS 707 to achieve Light Pink.

Throughout this guide look for the asterisk (*) that will denote these examples.

Gamma Phi Beta Logos – on White Backgrounds

GPB PMS Logo Colors



PMS 4695



PMS 205



Black (K)



Primary Logo

2 Color Logo
PMS 205 and PMS 4695



Secondary Logo

1 Color Logo
PMS 205



Secondary Logo

1 Color Logo
PMS 4695



Secondary Logo

1 Color Logo
Black (K)

Gamma Phi Beta Logos – on Colored Backgrounds

Yes

Logo: 2 Colors, *30% PMS 205
or PMS 707, White
Background Color: PMS 4695



Logo: 1 Color, White
Background Color: PMS 4695



Logo: 1 Color, *30% PMS 205
or PMS 707
Background Color: PMS 4695



Logo: 1 Color, White
Background Color: PMS 205



Logo: 1 Color, *30% PMS 205
or PMS 707
Background Color: PMS 205



Logo: 1 Color, PMS 4695
Background Color: PMS 205



Logo: 2 Colors, PMS 205, PMS 4695
Background Color: *30% PMS 205
or PMS 707



Logo: 1 Color, PMS 205
Background Color: *30% PMS 205
or PMS 707



Logo: 1 Color, PMS 4695
Background Color: *30% PMS 205
or PMS 707



Logo: 1 Color, White
Background Color: *30% PMS 205
or PMS 707



Logo: 1 Color, PMS 4695
Background Color: PMS 7502



No



Gamma Phi Beta Logos – on Colored T-shirts



GPB PMS Logo Colors



PMS 4695



PMS 7502



PMS 205



*30% PMS 205 or PMS 707

Gamma Phi Beta Logos – on Square Banners

Logo: 2 Colors, *30% PMS 205 or PMS 707, White

Background: PMS 4695, PMS 205, White



Logo: 1 Colors, White

Background: PMS 205, PMS 4695, PMS 7502



Gamma Phi Beta Logo Modified – on Horizontal Banner (Logo Modified for Horizontal Banner Only)

Logo: 2 Colors, *30% PMS 205 or PMS 707, White

Background: PMS 4695, *30% of PMS 205 or PMS 707



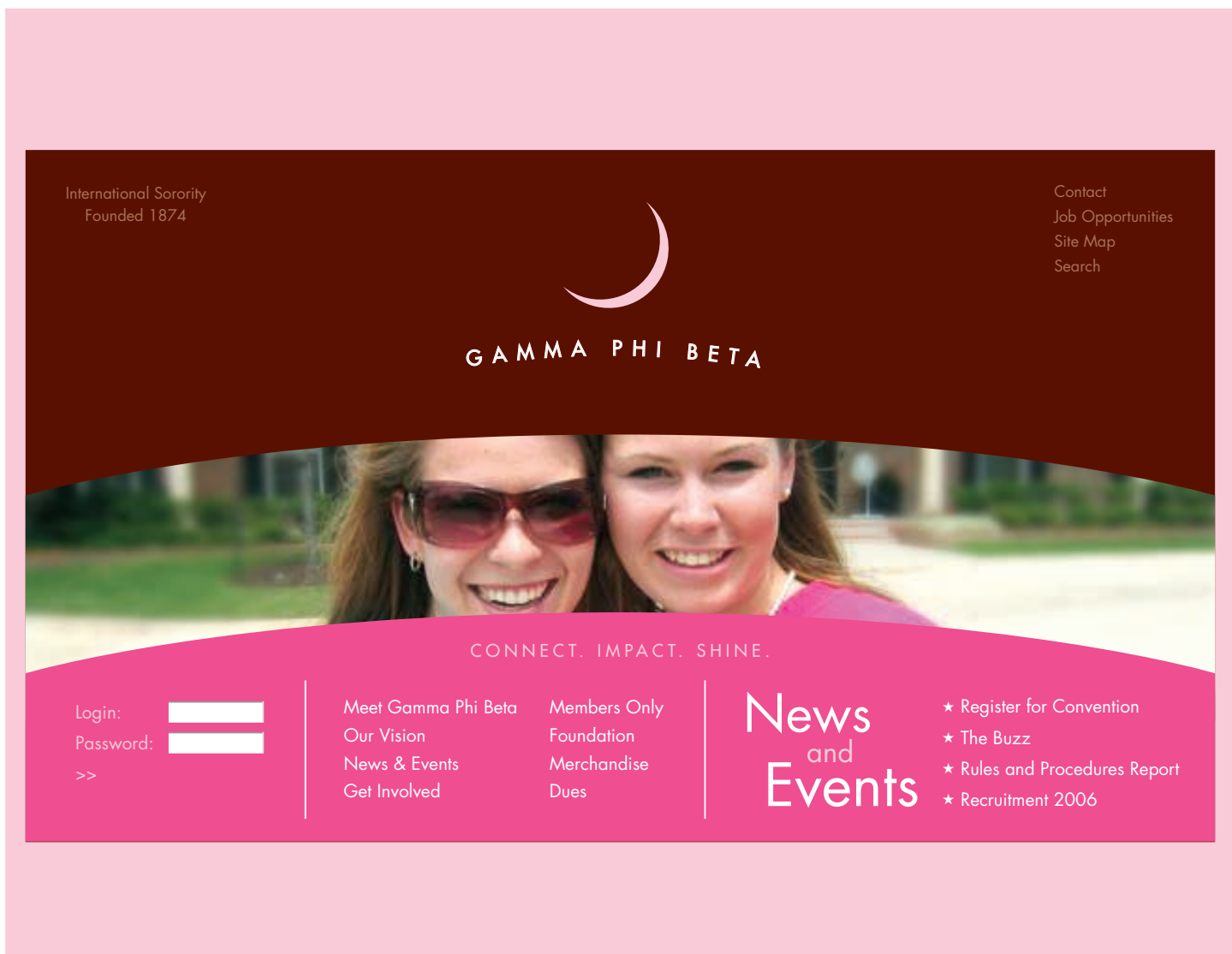
Logo: 1 Colors, White

Background: PMS 4695, PMS 205, White

Text: PMS 7502, White



Gamma Phi Beta Logos – on Website (Proposed)



Gamma Phi Beta – Extension & Recruitment Buttons

