



# Gold In September (G9) Brand Guidelines

# Contents

---

01. Full-Color Logo

02. 1-Color Logos

03. Color Palette

# 01. Full-Color Logo

Below are the primary logos used. For Example the logos can be adapted to fit with different media and executions, such as brochures, envelopes, t-shirts, pins, social, etc. The horizontal logo is an alternative to the letterhead adaptation, however, use the circular adaptation whenever possible.

- Whenever possible, full-color versions of the logos should be used.
- G9 Logos must be used in their complete, unmodified form and cannot be placed on top of, behind, integrated with, or directly touching any other logos or graphics.
- G9 logo colors and shapes cannot be manipulated or changed in any way, and should never be distorted, filtered, ghosted, tilted, or otherwise modified in any way that detracts from the original appearance. Resizing should always be proportional.
- G9 full-color logos may only be placed on the G9 primary color palette (see page 3) and may not be placed on any other color background.
- G9 logo cannot be reproduced without explicit permission from G9. All logo reproductions must be approved by G9. To reach out for approval, email [info@goldinseptember.org](mailto:info@goldinseptember.org).
- When writing out or referring to the brand by name, always use the official name Gold In September (G9). First letter in words must be capitalized.



G9 gold background logo



G9 white background logo



G9 black background logo

# 02. 1-Color Logos

Below are the usage guidelines when using the 1-color G9 logos. Non-adherence to these guidelines could result in legal action.

- Whenever possible, full-color versions of the logos should be used.
- G9 Logos must be used in their complete, unmodified form and cannot be placed on top of, behind, integrated with, or directly touching any other logos or graphics.
- G9 logo colors and shapes cannot be manipulated or changed in any way, and should never be distorted, filtered, ghosted, tilted, or otherwise modified in any way that detracts from the original appearance. Resizing should always be proportional.
- G9 1-color logos in black and white may be placed on any colored background.
- G9 1-color logo in gold may only be placed against white, black, and grey backgrounds only.
- G9 logo cannot be reproduced without explicit permission from G9. All logo reproductions must be approved by G9. To reach out for approval, email [info@goldinseptember.org](mailto:info@goldinseptember.org).
- When writing out or referring to the brand by name, always use the official name Gold In September (G9). First letter in words must be capitalized.

APPROPRIATE LOGO USAGE



INAPPROPRIATE LOGO USAGE

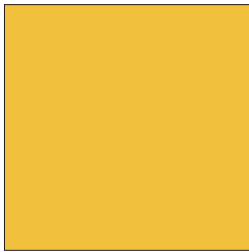


# 03. Color palette and usage

---

Throughout G9 marketing and materials the colors gold, white, and black are primarily used to represent G9. Gold is the foundation color, while black and white are accent colors.

## Primary:



G9 gold

C= 6  
M= 24  
Y= 88  
K= 0

PMS: 7406  
HEX: #f0c21f

R= 240  
G=194  
B= 31

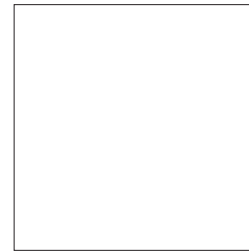


Black

C= 0  
M= 0  
Y= 0  
K= 0

HEX: #000000

R= 0  
G= 0  
B= 0



White

C= 0  
M= 0  
Y= 0  
K= 0

HEX: #ffffff

R= 255  
G= 255  
B= 255