GATE

Brand Usage Guide

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Standard GATE logo

Standard GATE logo files are available on the GATE website:
https://gatee.eu/about-us/download/logos

GATE logo with a slogan

GATE logo with a slogan files are available on the GATE website:
https://gatee.eu/about-us/download/logos

GATE pictorial mark

Pictorial mark files are available on the GATE website:
https://gatee.eu/about-us/download/logos
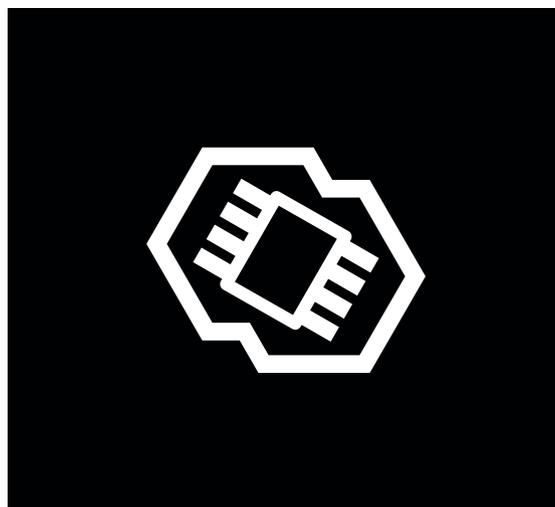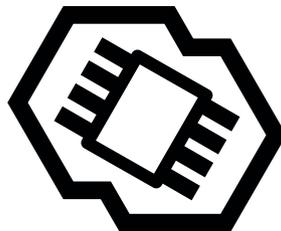
Files combining GATE logo with product wordmarks are available on the website:
https://gatee.eu/about-us/download/logos
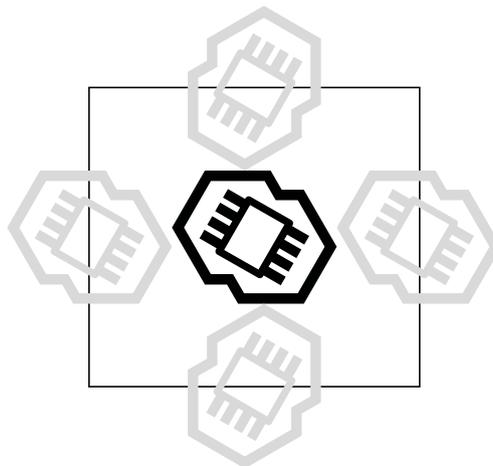
⬡**GATE**
TITAN

⬡**GATE**
ASTER

⬡**GATE**
X-ASR

⬡**GATE**
**QUANTUM
TRIGGER**

Clear space

In case of the standard GATE logo, the distance between the pictorial mark and the edges of the free zone is equal to the height of the pictorial mark.

In case of a pictorial mark, the distance between the pictorial mark and the edges of the free zone is equal to half-width of the pictorial mark.

Color and size

Standard GATE logo and pictorial mark can be used only in black or white versions. When in black:
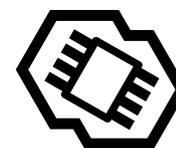
CMYK
C: 0% M: 0% Y: 0% K: 100%

RGB
R: 0 G: 0 B: 0

GATE logo used shall be of the best possible quality. For that, the logo should be printed at a minimum width of 20 mm [0.8 in], or 5 mm [0.2 in] in case of the pictorial mark. When used digitally, the minimum size should be at 150 px wide or 40 px wide for pictorial mark, both at 72 DPI.
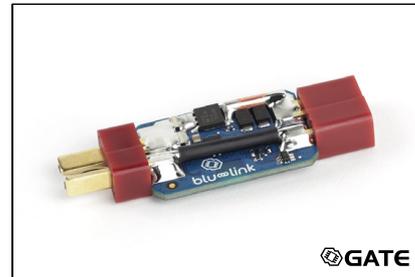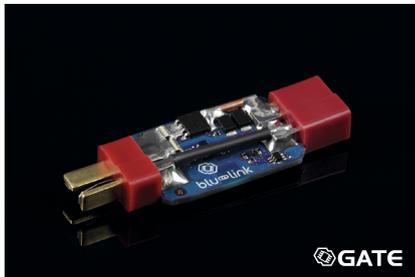

min. wide 20 mm
150 px

min. wide 5 mm
40 px

Placing logos on different backgrounds

For best result, the logo in black version should be placed on a white background, and the logo in white version on a black background. If this is not possible, the background should be darkened or brightened so that the contrast between the logo and the background is as high as possible.

Unacceptable modifications

It is not allowed to move the pictorial mark to a different place than it is in the original logo.
It is unacceptable to combine the pictorial mark and the name „GATE" with the wrong font.
It is not allowed to change the color of the logo or pictorial mark to other than black
or white. It is also unacceptable to combine several colors in the logo, e.g. white pictorial
mark, black „GATE".
It is not allowed to combine GATE logo or the pictorial mark with logos of any products
in any other way than approved by GATE Enterprise.
It is not allowed to use the GATE logo and pictorial mark in the wrong resolution.
Disproportionate scaling of the GATE logo and pictorial mark is not allowed.
It is unacceptable to use the wordmark „GATE" without the pictorial mark.
It is unacceptable to rotate the pictorial mark and GATE logo.