GMT Logo Guidelines

The GMT logo is the primary visual identifier for the GMTO Corporation. The GMT logo is used in all development, promotional, marketing, recruitment, internal communication, and outreach materials including, but not limited to, print, presentation, video, and online communications.

You have two options when using our logo, however, the primary logo is always the preferred option.

Primary Logo
1 This is the preferred option, use whenever possible.

Secondary Logo
2 Use only in situations where horizontal space is limited.

Please do not modify, distort, recolor, or reconfigure the GMT logo.
**GMT Logo Colors**

1. **Lapis (Blue)** is used for our primary and secondary logo options.

2. **White** can be used on darker backgrounds.

3. **Black** should be used in situations where color is not available.
GMT Color Palette

The GMT Color Palette is made up of the seven colors in the first column. The Neutral Colors and Groundbreaking colors may also be used as described below.

1. **Lapis—GMT Logo Color**
   Lapis (blue) is our logo color.

2. **Supporting Colors**
   used for all other applications and graphic elements, but never to be used for our logo.

3. **Neutral Colors**
   used for text, graphic elements, and backgrounds, but never to be used for our logo.

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### Highlighted Colors

- **Lapis (blue)**
  - Pantone 288
  - RGB 0-65-129
  - CMYK 100-84-22-7
  - HEX #004181

- **Twilight Sky (purple)**
  - RGB 83-55-104
  - CMYK 76-88-31-18
  - HEX #533768

- **La Serena (med. blue)**
  - RGB 68-145-205
  - CMYK 71-33-0-0
  - HEX #4491CD

- **Patagonia (green)**
  - RGB 0-117-60
  - CMYK 90-29-100-18
  - HEX #00753C

- **Chilean Papaya (yellow)**
  - RGB 255-217-0
  - CMYK 1-11-100-0
  - HEX #FFD900

- **Laser Guide Star (orange)**
  - RGB 243-118-29
  - CMYK 0-66-100-0
  - HEX #F3761D

- **Night Vision (red)**
  - RGB 204-26-26
  - CMYK 13-100-100-4
  - HEX #CC1A1A

- **Las Campanas (brown)**
  - Pantone 4625 U
  - RGB 115-87-68
  - CMYK 45-58-100-18
  - HEX #735744

- **Comet Dust (med. grey)**
  - RGB 102-113-126
  - CMYK 64-49-39-11
  - HEX #66717E

- **Morning Haze (lt. grey)**
  - RGB 233-231-237
  - CMYK 7-20-27-0
  - HEX #E8E7ED

- **Dark Matter (black)**
  - RGB 40-40-45
  - CMYK 74-68-59-65
  - HEX #66717E

- **Serena Sand (lt. brown)**
  - Pantone 4685 U
  - RGB 233-202-179
  - CMYK 7-20-27-0
  - HEX #E9CAB3
Spacing Considerations

Keep at least two mirrors distance between our logo and other elements.

Minimum Size Requirements

1. The preferred minimum size for the primary logo is 1 inch wide.

2. The preferred minimum size for the secondary logo is 1/4 inch wide.

Be sure to keep the logo at its original proportions when scaling.
Incorrect Usage

Here are examples of how not to use our logo.

Please do not add drop shadows, patterns, intricate backgrounds, bevels, strokes or secondary mirrors to the logo. See more examples to the right.

Do Not Use These Logos

These logos are no longer in use. Please do not use any of these logos, or any logos that do not match our primary or secondary logo options.
Download the GMT Logo

All logo files are located in DocuShare: GMT Reference Library > GMT Document Templates/Forms > GMT Logo

**Vector formats: AI and EPS**

**Bitmap formats: JPG and PNG**

All Bitmap images are 300 ppi and are offered in 6 inch, 4 inch, 2 inch, and 1 inch widths for the primary logo, 4 inch and 1 inch for the secondary logo.

PNGs will have a transparent background.

If you need a logo larger than the sizes provided, please use the vector format or contact the Art Department (djemison@gmto.org) for specific sizes.

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**Primary Logo Files**

- **JPG**
  - GMT Primary Logo_rgb_blue_1in.jpg
  - GMT Primary Logo_rgb_blue_2in.jpg
  - GMT Primary Logo_rgb_blue_4in.jpg
  - GMT Primary Logo_rgb_blue_6in.jpg

- **PNG (with transparency)**
  - GMT Primary Logo_rgb_blue_1in.png
  - GMT Primary Logo_rgb_blue_2in.png
  - GMT Primary Logo_rgb_blue_4in.png
  - GMT Primary Logo_rgb_blue_6in.png

- **Vector Formats**
  - GMT Primary Logo_rgb_blue.ai
  - GMT Primary Logo_rgb_blue.eps

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**Secondary Logo Files**

- **JPG**
  - GMT Secondary Logo_rgb_blue_1in.jpg
  - GMT Secondary Logo_rgb_blue_4in.jpg

- **PNG (with transparency)**
  - GMT Secondary Logo_rgb_blue_1in.png
  - GMT Secondary Logo_rgb_blue_4in.png

- **Vector Formats**
  - GMT Secondary Logo_rgb_blue.ai
  - GMT Secondary Logo_rgb_blue.eps

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