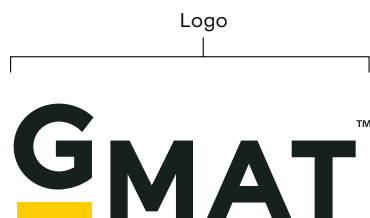


GMAT Logo Trademark Usage & Style Guide

GMAT logo



- The following legal attribution must appear at least once on each page of the website or document where the logo is displayed: The GMAT logo is a trademark of the Graduate Management Admission Council and is used with permission.
- The following qualifier must be displayed at least once on the website or document where the logo is used: The GMAT exam is part of our admissions process.
- The logo can be used on all print and electronic materials for the purpose of promoting your school's use of the GMAT exam as part of your admissions process.

Logo color uses



Positive 2-color logo



Monotone logo (CMYK)



Monotone logo (Black)



Negative 2-color



Negative Monotone (CMYK)



Monotone logo (Black)

Spot Color Printing (Coated and Uncoated)

Uncoated:

Sunflower Yellow (Pantone® 116U)

Coated:

Deep Grey (Pantone® 447C)

CMYK Process Printing

Positive 2-Color

Sunflower Yellow C:0 M:19 Y:100 K:0

Deep Grey C:50 M:30 Y:40 K:90

Monotone CMYK

Deep Grey C:50 M:30 Y:40 K:90 (solid)

Deep Grey C:50 M:30 Y:40 K:90 (40%)

Monotone Black

Black (90%) and Black (40%)

Web Colors

2-Color Logo

Sunflower Yellow R:255 G:205 B:0

#FFCE00

Deep Grey R:49 G:49 B:51

#313133

or

Deep Grey R:49 G:49 B:51

#313133

Deep Grey 40% R:167 G:169 B:172

#a7a9ac

Sizing and positioning

Minimum clear space



Don'ts (Prohibited Uses)



DO NOT stretch or condense the logo.



DO NOT redraw or recreate the logo.



DO NOT combine the logo with other graphic elements.



DO NOT place the logo over stylized patterns.



DO NOT use a drop shadow or 3-D depiction of the logo.