

BRANDING

Using Greater Iowa's visual identity

The use of Greater Iowa's brand mark must remain consistent.

Greater Iowa's brand mark is also known as its logo.

Logos are available for download on the Greater Iowa intranet.

Proportion

The space and size proportions of elements and characters in the logo must remain in relation no matter the size of the logo. Do not stretch or distort the logo.

Exclusion zone

To ensure that the Greater Iowa logo is always prominent, there is a minimum exclusion zone surrounding. No other graphic elements may appear in this area.

The exclusion zone remains the same no matter the size of the logo. The exclusion zone is defined as 1/10 of the overall length of the logo.

Text Only

In some cases, the text only version will work better graphically. If this is case, please contact the marketing department to obtain a copy.

Other uses

In rare circumstances, the gradient surrounding the logo cannot be reproduced. If this is case, please contact the marketing department to obtain a copy.

Color



Black and white



Exclusion zone



Text Only Versions

Greater Iowa
CREDIT UNION

Greater Iowa
CREDIT UNION

Text Only - Reverse

Greater Iowa
CREDIT UNION

Color - No Gradient

