GLOSTER

DIGITAL BRAND GUIDELINES

GLOSTER

USE OF FONTS

Gloster font is Helvetica Neue LT Std and should use following format;

. . . .

TITLE
Content: UPPER CASE
Variant: HELVETICA NEUE LT 25 Ultra Light
                35 or 45 can be used if the font needs to be more heavy
                due to reduced size
Size: 36 pt Minimum

. . . .

BODY COPY
Content: Upper and lower case as appropriate
Variant: HELVETICA NEUE LT 45 Ultra Light
Size: 6 pt Minimum

. . . .

Colour should be 90% black where possible
Lighter variations (80%, 70%, 60%) acceptable
White out text should only be used as 100% white on 90% black background
or over suitably dark images in exceptional circumstances

At the GLOSTER web site you can see how we use it:
www.gloster.com

HELVETICA NEUE LT
25 Ultra Light

ABCDEFGHIJKLM
NOPQRSTUVXYZ

HELVETICA NEUE LT
35 Thin

ABCDEFGHIJKLM
NOPQRSTUVXYZ

HELVETICA NEUE LT
45 Light

ABCDEFGHIJKLM
NOPQRSTUVXYZ

⬛◻ GLOSTER

USE OF
LOGOS

LOGO should be placed in upper left corner
If not possible, then upper right corner is also acceptable

1. Preferably as a negative logo on a dark background
2. Optional as a dark logo on light background

1. Logo should be 30-50% black on dark background
2. Optional as 90% black on light background

White logo can also be used as 100% white over suitably
dark images in exceptional circumstances.

See how we present this on the GLOSTER web site:
www.gloster.com

⬛◻ GLOSTER

Background: 90% black
Logo :   30 % black

⬛◻ GLOSTER

Background: 90% black
Logo :   30 % black

USE OF LIFESTYLE PICTURES

Lifestyle pictures are best presented on the dark grey background.
When lifestyle pictures are used, leave free space around the picture, for better presentation and a clutter free page. Pictures don't have to fill the entire page - it's acceptable to leave open areas on the top, bottom, left or right.
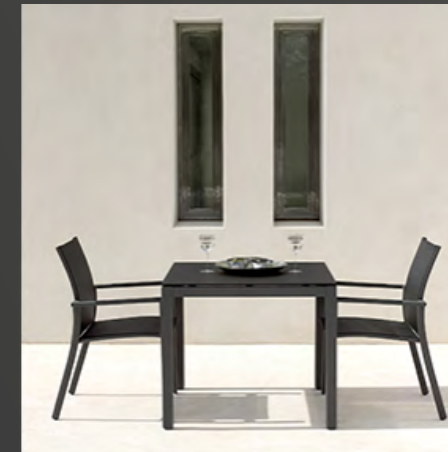
See how we present this on the GLOSTER web site:
www.gloster.com

GLOSTER

USE OF
PICTURE
GALLERY

Pictures are best presented on the dark grey background
When part of a product gallery, please use the pictures
provided by Gloster
Please keep the line-up straight and simple for best possible
presentation

See how we present this on the GLOSTER web site:
www.gloster.com

USE OF PRODUCT PICTURES

GLOSTER

Pictures are best presented on the dark grey background
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Please keep the line-up straight and simple for best possible presentation

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