

GAP

## Introduction

A global icon needs an iconic logo.

Fashion has evolved since 1969, when Gap opened its first store. Our logo has changed with the times, too. One thing that hasn't changed is our mission to provide casual contemporary clothing and accessories to customers around the world. Our inspiration is classic, our interpretation is modern.

Recognized worldwide as a symbol of style, quality, and value, the Gap logo is a valuable corporate asset. The guidelines that follow will help achieve proper and consistent implementation of our logo. And that will raise brand recognition, create greater visual impact, and maintain the equity and value of the Gap brand.

The brand guidelines explain the changes to our corporate logo, as well as changes to our sub-brands including **GapBody**, **GapKids**, and **babyGap**. They provide a set of standards for consistent usage in a variety of applications and touch points — both internally for designers, marketers, and manufacturers, and externally, for manufacturing partners, advertising agencies, and third-party vendors.

**Corporate Logo**

## Corporate Logo

Evolution, not revolution. Our logo has changed with the times, while maintaining a respect for the Gap heritage. We've freshened it, cleaned up some of the typographic treatments, and made it easier to reproduce in a variety of formats. The result is a more modern design, contemporary, current, and immediately recognizable as Gap.

### Description

Three white uppercase letters on a blue background. A hallmark for simplicity.

The new Gap logo has been scaled proportionally for legibility and reproducibility. The new logo is intended for use across all corporate communication, in-store and out of store.



## New vs. Old

The differences are subtle, but important. The new Gap logo now fits squarely in its blue box, unified, stable, clean, and modern.

### Description

Subtle changes to the proportions and scale of the Gap logo allow it to fit comfortably within its blue box.

Changes to individual letterforms—such as the descending spire of the G, and rounding the serifs on the feet of the letters—impart a sense of unity and wholeness.

Widening the strokes of the letters creates more weight for immediate impact.

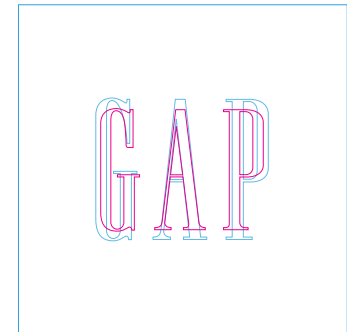
Lining up the mid-points of the letters so they match provides balance. The result is a unified logo designed for maximum legibility.



New Logo



Old Logo



New Logo

Old Logo

## Logo Clear Space

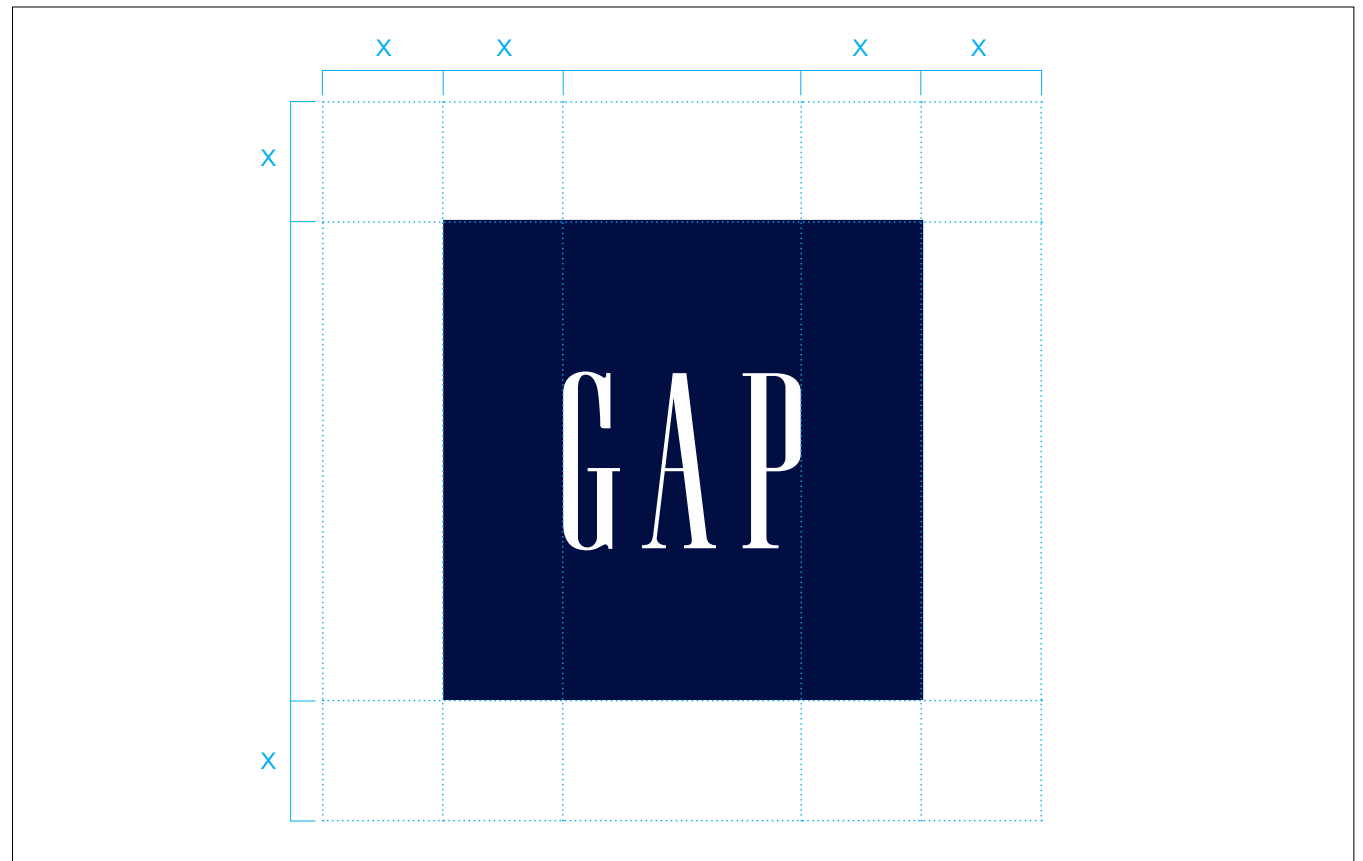
Clear the clutter. To preserve the integrity and visual impact of the corporate logo, always maintain a clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

### Clear Space

Keep the area around the logo clean and uncluttered by maintaining a minimum clear space. As shown here, the space around the logo is equal to the X width.

### Minimum Size

To maintain legibility, never reproduce the logo smaller than 1/8 inch wide. For smaller sizes, use the specially designed minimum reproduction size logo.



## Logo Color

Classic colors, always in style. Consistent color usage builds brand recognition. The bold Gap Blue gives our logo a distinctive visual identity, and provides a point of focus in advertising, signage, and marketing communications.

Gap's corporate color is **Pantone 655 blue**, which should be used whenever a spot ink is required. If it is necessary that the logo be printed in four color process, please use **Gap Blue** (see left hand side for details) as this is the nearest CMYK equivalent to Pantone 655.

### **Pantone 655**

Whenever possible (and media permitting) the default colour for the Gap logo should always be **Pantone 655**.

### **Gap Blue**

If it is not possible to produce in Pantone 655, the Gap logo should always be reproduced in 'Gap Blue' within following specifications:

### **CMYK Process:**

100c / 75m / 0y / 75k

### **PMS Gap Blue Coated:**

29 Rubine Red  
58 Process Blue  
13 Black

### **PMS Gap Blue Uncoated:**

25 Rubine Red  
65 Process Blue  
10 Black

### **PMS Gap Blue Matte:**

30.2 Rubine Red  
56.5 Process Blue  
13.3 Black

### **RGB**

r0 / g14 / b66

### **One Color**

When using the logo in black and white applications always



## Logo Reproduction Sizes

Size matters. To ensure the Gap logo reproduces with maximum legibility, we've created both large, small, and mini logos.

### File Names

Gap\_Logo\_LARGE.eps

Gap\_Logo\_SMALL.eps

Gap\_Logo\_MINI.eps



Gap\_Logo\_LARGE.eps



Gap\_Logo\_SMALL.eps



Gap\_Logo\_MINI.eps



# Large vs. Small vs. Mini

One size doesn't fit all. To make sure our logo performs well in a wide variety of applications, we have redrawn three different logos. Subtle, but distinct differences ensure each logo can maintain its integrity when used in large or small-scale applications. So it's important you don't confuse them or use them in a situation they weren't designed for.

### Description

#### Large Logo

For use in sizes from 1 foot down to 1 inch. The characters have been spaced wide for maximum legibility when used in large scale applications.

#### Small Logo

For use in sizes 7/8 inches to 3/8 inch. To maintain visual integrity for small-scale applications we thickened the lines, scaled up the letters and made them more pronounced.

#### Mini Logo

For use in sizes below 3/8 inches to 1/8 inch. To maintain visual integrity for minimum-scale applications we scaled up the letters 110% within the blue square.



## Large Reproduction Size Logo

The large logo is designed to scale up and still maintain its visual clarity where maximum impact is required. Typical uses include in-store signage, display advertising and billboards.

### Large Format Logo

A LARGE format logo is available for use in applications 1 inch and larger.

In special cases requiring a logo larger than 1 foot, please contact Gap Corporate Marketing.

### File Name

Gap\_Logo\_LARGE.eps



2.5 inches



1.75 inches



1 inch

## Small Reproduction Size Logo

Good things come in small packages. Designed to be used when space is at a premium, the small scale Gap logo works well at sizes where it is reproduced less than 1 inch. Typical uses include packaging and as a “sign off” at the end of informational documents where legibility is a consideration.

### Small Format Logo

Use the SMALL logo when reproducing the logo in applications ranging from 7/8 inches down to 3/8 inch wide.

To maintain legibility in uses smaller than 3/8 inch, use the MINI logo.

### File Name

Gap\_Logo\_SMALL.eps



7/8 inch



3/4 inch



5/8 inch



1/2 inch



3/8 inch

# Minimum Reproduction Size Logo

In applications ranging from 3/8 inch to 1/8 inch, use the MINI Gap logo, which is specially designed to maintain clarity and legibility at small sizes.

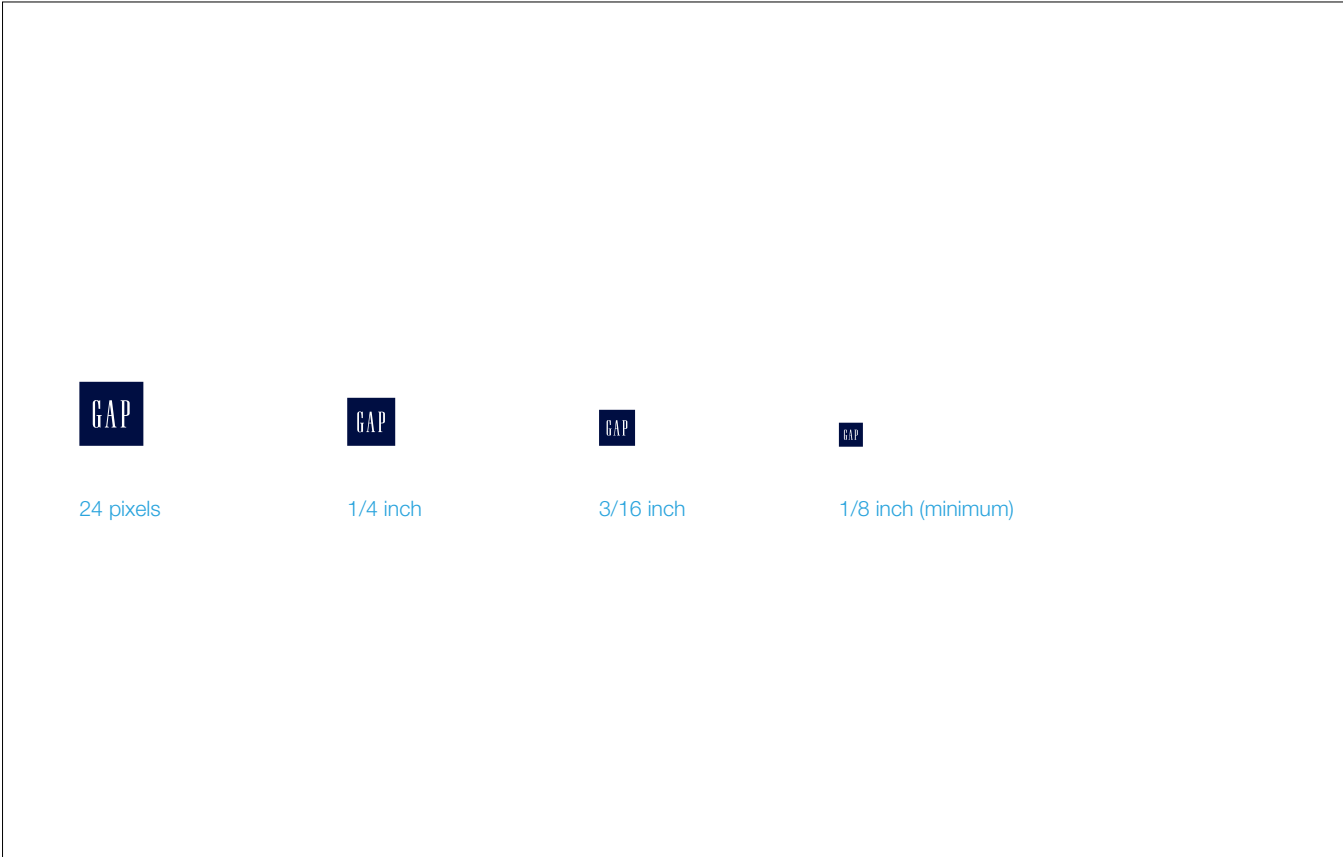
## Minimum Format Logo

Use the MINI logo when reproducing the logo in applications ranging from 3/8 inch down to 1/8 inch wide.

To maintain legibility, never reproduce the logo smaller than 1/8 inch wide.

## File Name

Gap\_Logo\_MINI.eps



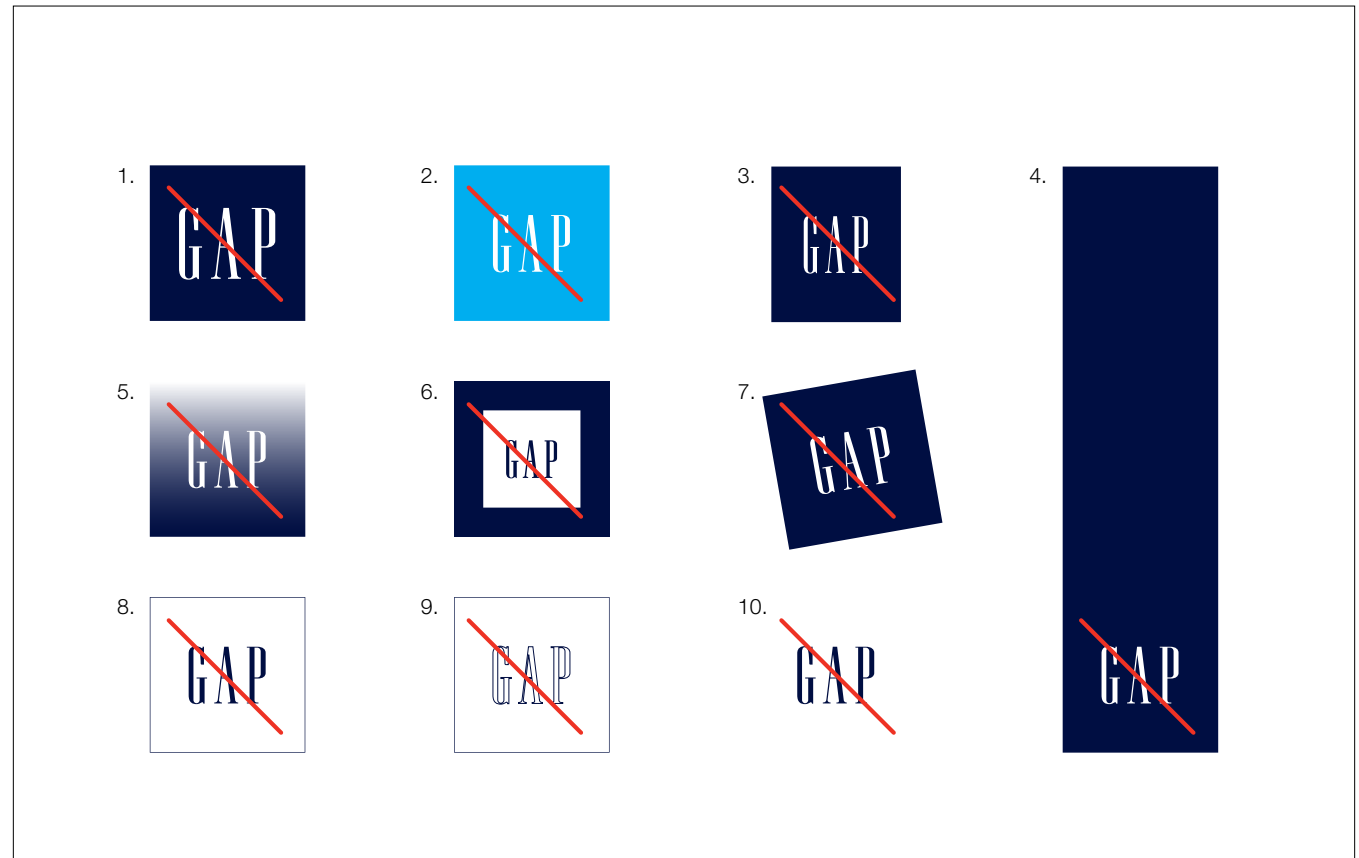
## Incorrect Usage

To maintain the integrity of the Gap logo, and promote the consistency of the brand, it is important to use the logo as described in these guidelines. We've included a few examples of how the corporate Gap logo should NOT be used.

### Top 10 Logo Don'ts

Never alter or redraw the logo, change the colors or the typography.

1. Do not change the scale of Gap within the square.
2. Do not change the logo color.
3. Do not skew the logo.
4. Do not scale / transform the square.
5. Do not gradate the color of the logo.
6. Do not place or reverse the logo out of solid background.
7. Do not apply the logo diagonally.
8. Do not create a reversed version of the logo.
9. Do not create an outlined version of the logo.
10. Do not use Gap without the square.



# Corporate Font

Just our type. A crucial part of our corporate identity system is the consistent use of typography. We selected Helvetica Neue as the primary font for Gap corporate marketing and advertising communications. Just like the clothes we make, Helvetica Neue possesses a crisp, clean, contemporary sensibility, has good depth across all applications, and holds up well in different media.

### Primary Typeface

Helvetica Neue is the main font for use in all corporate communications, print media and electronic material. We have provided a variety of weights to provide contrast for use in specific applications.

Use Helvetica Neue Light for subheads, labeling, and in body copy.

Use Helvetica Neue Medium and Helvetica Neue Bold for headlines in display advertising, posters, in-store signage and retail callouts.

	Primary Typeface
Helvetica Neue 45 Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()
Helvetica Neue 65 Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()
Helvetica Neue 75 Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()

# Sub-Brands

# Introduction

The Gap Corporate Logo is the cornerstone identity for our brand. Our corporate logo serves as the all-encompassing master brand which endorses and provides an iconic anchor for the sub-brands, each of which share the master brand name. Gap sub-brands include **Gap**, **GapBody**, **GapKids**, and **babyGap**. Each has its own distinctive identity, yet is immediately recognizable as part of the Gap family.

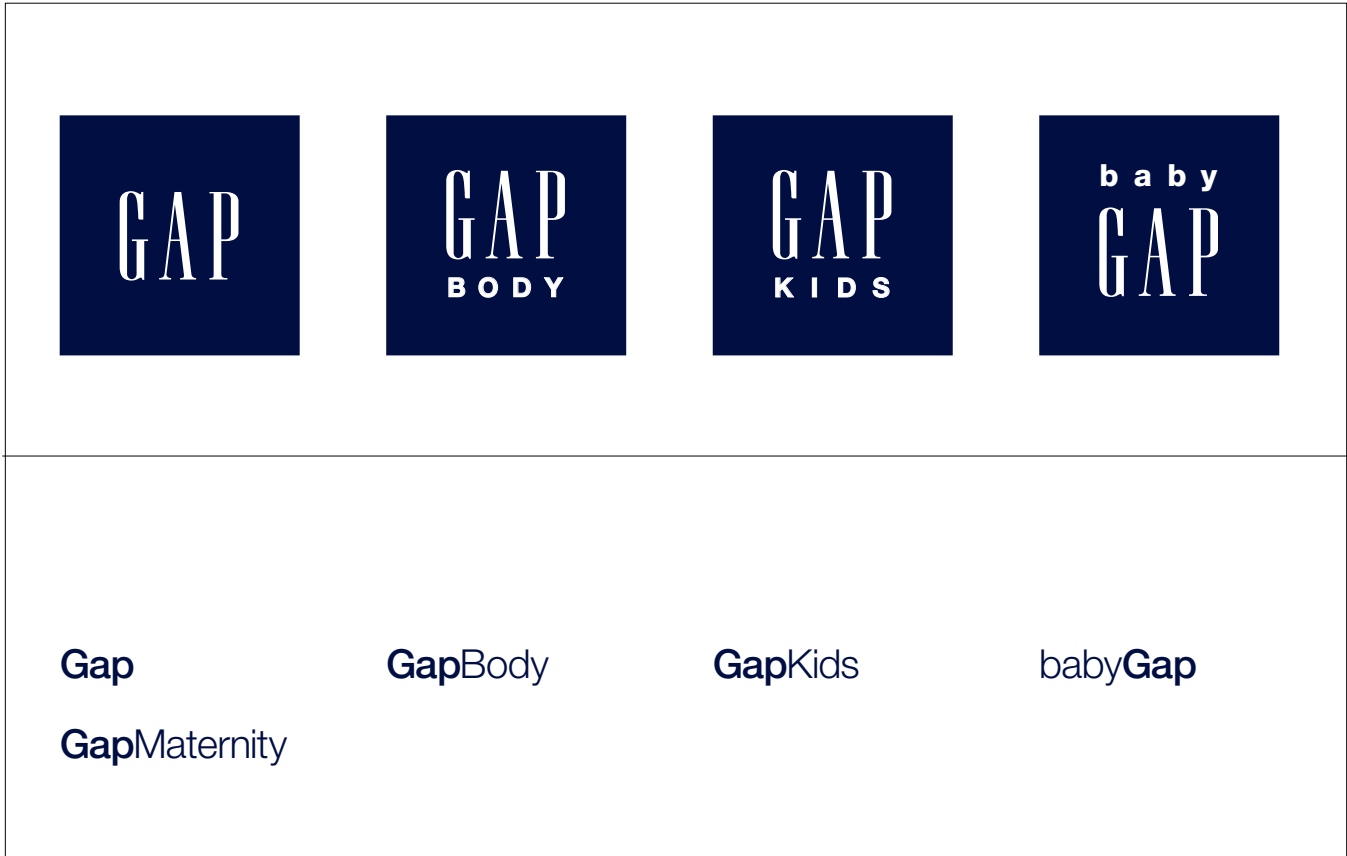
### Corporate

The Gap corporate logo, all uppercase, in a blue square, acts as an all-encompassing “endorser” for our sub-brands that operate within the Gap corporate brand architecture. This logo is to be used for corporate communications and co-branded partnerships.

### Sub-Brands

Sub-brand logotypes are used at the retail level in signage and packaging. Sub-brand logotypes combine the **Gap** logo with the appropriate sub-brand category to create an immediately recognizable wordmark, one that shares the corporate endorsement, yet allows the individual sub-brand to stand on its own.

**Note:** GapMaternity is considered an extension of **Gap** Adult, thereby operating under the **Gap** identity. For specific product





**Gap**

# Logotype Specifications

The **Gap** logo rendered in upper and lowercase letters identifies the product line for **Gap** Adult and accessories. The **Gap** logotype is used across all labeling.

### Description

Use the **Gap** logotype for labeling and packaging.

### Typography

Helvetica Neue Medium

### Tracking / Kerning

Tracking: -10

Kerning: (G & a) -22  
(a & p) 0

### Color

Blue: Gap Blue  
Gray: Pantone 424  
White: Knock Out



Helvetica Neue  
65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

# Logotype Clear Space and Sizing

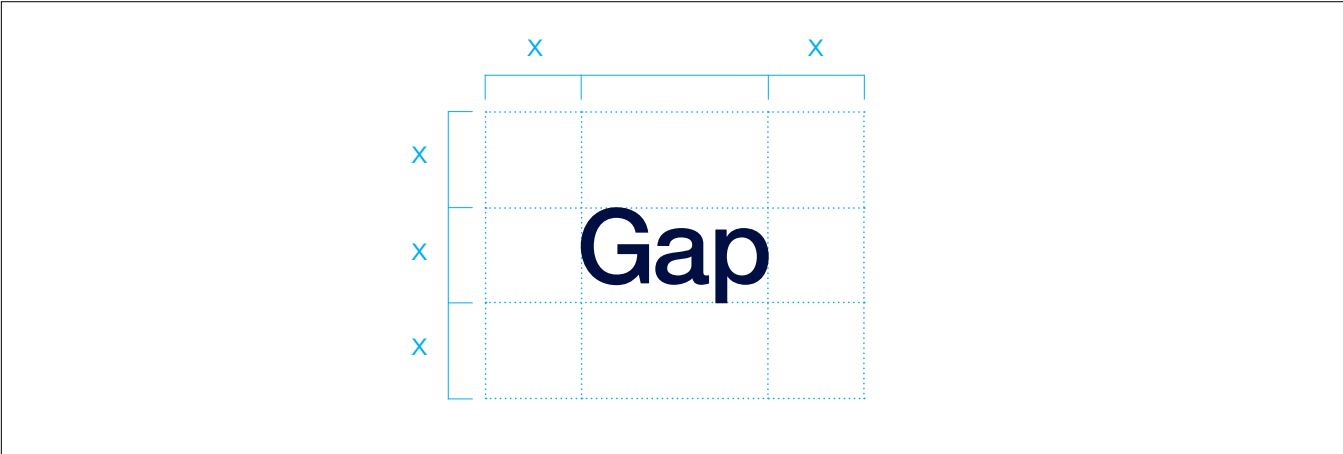
Clear the clutter. To preserve the integrity and visual impact of the **Gap** logotype, always maintain a clear space around it. The clear space around the logotype is an integral part of its design, and ensures the logotype can be seen quickly, uncluttered by other logos, symbols, artwork or text.

### Clear Space

Keep the area around the **Gap** logotype clean and uncluttered by maintaining a minimum clear space. As shown here, the space around the logo is equal to the X width.

### Maximum/Minimum Sizing

This logotype can be scaled up indefinitely for large applications. To maintain legibility, never reproduce the logo smaller than 1/4" wide.



Gap

1.5 inches

Gap

1 inch

Gap

1/2 inch

Gap

1/4 inch

## Incorrect Usage

Consistent use of color, size, placement, and typography ensures the immediate recognition of **Gap** stores and products. To maintain the integrity of the **Gap** logotype, and promote the consistency of the brand, it is important to use the logotype as described in these guidelines. Below are examples of how the **Gap** logotype should NOT be used.

### Don'ts

1. Do not set with Bold typeface.
2. Do not set with Roman typeface.
3. Do not set with Light typeface.
4. Do not italicize logotype.
5. Do not increase tracking.
6. Do not decrease tracking.
7. Do not set in all caps.
8. Do not set in all lower case.
9. Do not rotate logotype.

