



G37

BRAND GUIDELINES

G³⁷

CHAMBERS

G³⁷

CENTRE

G³⁷

GROUP

G³⁷

CHAMBERS

G³⁷

CENTRE

G³⁷

GROUP

G37

BUFETE

G37

CENTRO

G37

FORUM

G37

BUFETE

G37

CENTRO

G37

FORUM



G37

GENERIC

DEVICE

Never change or manipulate the master device
in **SHAPE**, **FONT** or **COLOUR** unless stated

G37 ✓

SHAPE

G³⁷ ✗

G37 ✗

FONT

G37 ✗

G37 ✗

COLOUR

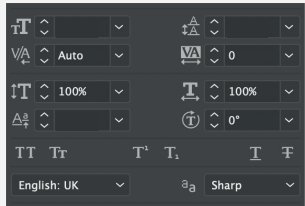
G37 ✗

G37 ✗

FONT

G37 Master Font Suite is Adobe Garamond
Do not use any other Garamond creation

G37 Secondary Font Suite is Lato
Do not use any other Sans Serif creation



Any size
Any Leading
Verticle ratios 100% only
Horizontal ratios 100% only
Kerning 0

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



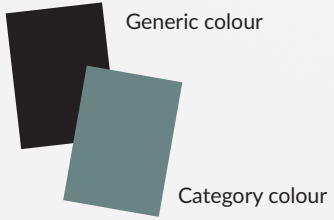
G37

CHAMBERS

GUIDELINES

CHAMBERS

G37 DEVICE Colours: 0%C 0%M 0%Y 100%K
Type CHAMBERS Colours: 57%C 33%M 38%Y 15%K



For Reverse Version
Print DEVICE White
CHAMBERS in Category colour
Background Between 85% & 90% Black



For Black only printing the DEVICE and TYPE print 100%





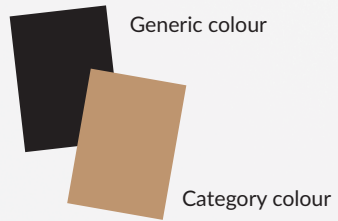
G37

CENTRE

GUIDELINES

CENTRE

G37 DEVICE Colours: 0%C 0%M 0%Y 100%K
Type CENTRE Colours: 20%C 37%M 57%Y 08%K



For Reverse Version
Print DEVICE White
CENTRE in Category colour
Background Between 85% & 90% Black



For Black only printing the DEVICE and TYPE print 100%



CENTRE





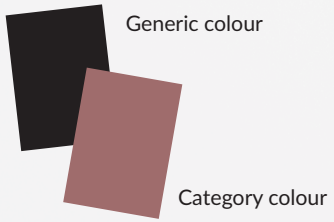
G37

GROUP

GUIDELINES

GROUP

G37 DEVICE Colours: 0%C 0%M 0%Y 100%K
Type GROUP Colours: 27%C 56%M 44%Y 18%K



For Reverse Version
Print DEVICE White
GROUP in Category colour
Background Between 85% & 90% Black



For Black only printing the DEVICE and TYPE print 100%



GROUP





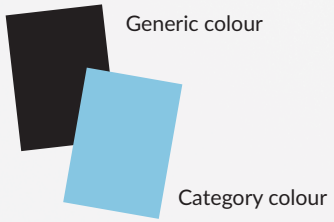
G37

BUFETE

GUIDELINES

BUFETE

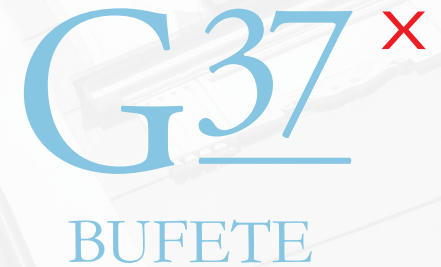
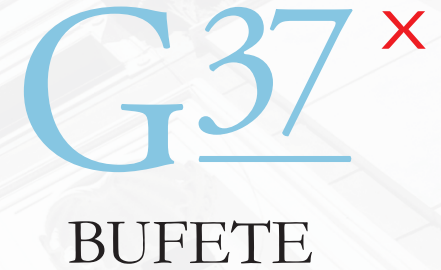
G37 DEVICE Colours: 0%C 0%M 0%Y 100%K
Type BUFETE Colours: 38%C 0%M 0%Y 10%K



For Reverse Version
Print DEVICE White
BUFETE in Category colour
Background Between 85% & 90% Black



For Black only printing the DEVICE and TYPE print 100%





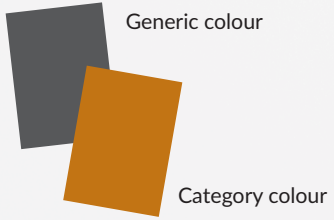
G37

CENTRO

GUIDELINES

CENTRO

G37 DEVICE Colours: 0%C 0%M 0%Y 90%K
Type CENTRO Colours: 0%C 50%M 100%Y 25%K



For Reverse Version
Print DEVICE White
CENTRO in Category colour
Background Between 85% & 90% Black



For Black only printing the DEVICE and TYPE print 100%



CENTRO





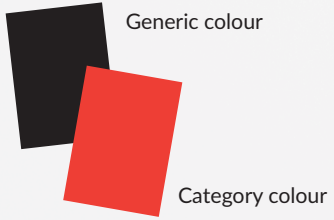
G37

FORUM

GUIDELINES

FORUM

G37 DEVICE Colours: 0%C 0%M 0%Y 100%K
Type FORUM Colours: 0%C 90%M 85%Y 0%K



For Reverse Version
Print DEVICE White
FORUM in Category colour
Background Between 85% & 90% Black



For Black only printing the DEVICE and TYPE print 100%



G37 ✓

FORUM

G37^x

FORUM

G37^x

FORUM

G37^x

FORUM

G37

These Brand Guidelines are intended to assist publications and suppliers replicate the G37 brand correctly.
Questions relating to the brand should be addressed to karlparsons@me.com

Assets for publication in the press or on-line can be found at guernica37-media.com/marketing-support
or by contacting Ned Vucijak nenadv@guernica37.com