



# G37

BRAND GUIDELINES

G37

CHAMBERS

G37

CENTRE

G37

CENTRO

G37

GROUP

G37

CHAMBERS

G37

CENTRE

G37

CENTRO

G37

GROUP



# G37

GENERIC

# DEVICE

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

G37 ✓

SHAPE

G<sup>37</sup> ✗

G37 ✗

FONT

G37 ✗

G37 ✗

COLOUR

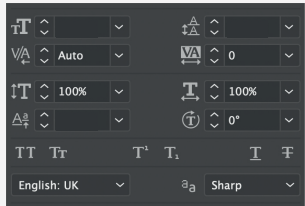
G37 ✗

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**



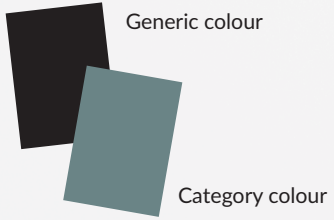
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CHAMBERS

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%





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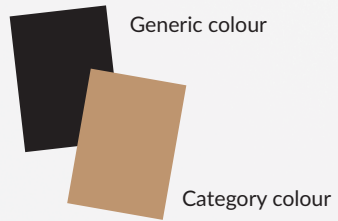
CENTRE

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%





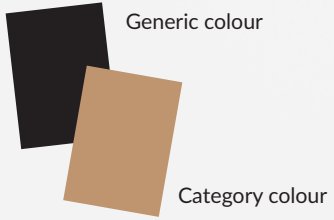
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CENTRO

GUIDELINES

# CENTRO

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





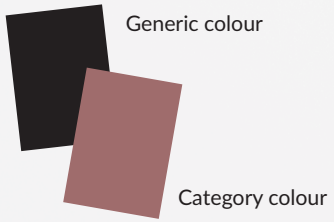
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GROUP

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%



# 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](mailto:karlparsons@me.com)

Assets for publication in the press or on-line can be found at [guernica37-media.com/marketing-support](http://guernica37-media.com/marketing-support)  
or by contacting Ned Vucijak [nenadv@guernica37.com](mailto:nenadv@guernica37.com)