

The GTR logo

The logo is the most visible element of our identity, a universal signature across all **GTR** communications. Bold and confident, it's a symbol of the quality and integrity that runs through our events and publications.

The logo can be used to a minimum height of 8mm.

For use at sizes smaller than this, the small version of the logo (shown on page 5) should be used.

The logo is also available as an inverse white version for use on flat, dark backgrounds.

Main logo



Minimum height: 8mm

Branding

Version for small use

The secondary version of the logo, where the balance of the acronym and name elements of the logo has been altered to aid legibility, should be used when displaying the logo at a smaller size than the main logo's minimum height.

This version can be used to a minimum height of 5mm.

The logo is also available as an inverse white version for use on flat, dark backgrounds.

Branding

Main logo, small version



Ratio of message to logotype increased for improved legibility at small sizes.



Main logo
Minimum height: 8mm



Small version
Minimum height: 4mm

The GTR tagline logo

The **GTR** tagline logo is to be used on materials and at events outside our core markets.

The tagline logo houses the small version of the main **GTR**, for maximum legibility and clarity.

The primary logo without the tagline is preferred for communications in the trade, export and commodity finance sectors.

Tagline logo

GTR Global
Trade
Review

Where trade talks.

GTR Global
Trade
Review

Where trade talks.

Minimum height: 15mm

Branding

Logo usage guidance

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The logo is the most visible element of our identity, so please familiarise yourself with these usage guidelines and respect the logo as you would your own.

There are a number of misuses that can undermine and devalue the **GTR** brand. It is imperative that the logo is used only as supplied as this is how it is intended to be seen.

Minimum size

The main **GTR** logo has been designed to be reproduced at a **minimum height of 8mm**. For uses smaller than this, the 'small' version of the main logo can be used at a minimum height of 5mm, up to a maximum height of 8mm.

Each logo file is clearly named with the minimum height it can be used to, but if in any doubt please contact the **GTR** design team.



Main logo
Minimum height: 8mm



Small logo
Maximum height: 8mm
Minimum height: 5mm

Exclusion zone

- To protect the clarity and visual integrity of the logo, the exclusion zone must be adhered to. The logo must **never** come in to contact with any other elements.



- The exclusion zone around the logo is the height of two lines of text from the logotype. This rule applies when using either the main logo or the small logo.

Branding

Logo usage guidance

2/2

The wrong effect

- › **Never** attempt to alter the proportions of the logo or alter the relationship of any characters within it – the logo was designed to be seen as it has been supplied.
- › **Never** attempt to recreate the logo. Even the slightest differences will devalue the **GTR** brand.
- › **Never** change the colour of any logo elements.
- › **Never** add any effects such as drop shadows, strokes, gradients, glows or blurs to the logo.

Right place, right time

- › In print the logo should be placed **no closer** than 10mm from the trimmed edge.
- › The logo should only be placed on flat backgrounds, either on white or our light-grey or mustard brand colours. Avoid placing the logo on overly complex or tonally similar backgrounds.
- › Make sure you **use the correct version** of the logo in your creative. If you are unsure, please contact the **GTR** design team.

Branding

Do not alter the proportions of the logo



Do not apply effects to, or change the colour of the logo



Do not attempt to redraw or reconfigure the logo





GTR sub-division and product logos

GTR has a number of sub-divisions and products with their own distinct branding.

Please contact **GTR** to obtain any of these logos, or if you require clarification on how and when to use them.



Branding

GTR awards logos

GTR awards each have their own logos which can be applied to promote your winning entries.

Please contact **GTR** to obtain any of these logos, or if you require clarification on how and when to use them.



Branding

GTR event logos

Every **GTR** event has it's own distinct identity, with all collateral leveraging the event logo and lead event image.

Please contact **GTR** to obtain any of these logos, or if you require clarification on how and when to use them.

GTR
MENA

GTR
INDIA



GTR
**WEST
AFRICA**

GTR
ASIA

GTR
AFRICA



GTR
**SAUDI
ARABIA**

GTR
NORDICS

GTR
COMMODITIES

GTR
**AFRICA
LONDON**

GTR
**EAST
AFRICA**

Branding