

# HOW TO USE OUR LOGO FILES



## A. LOGO DESIGN OPTIONS

### A1. STANDARD LOGO

GAPP has one **standard logo**: Dark blue for the logo, light blue for the first line of the name and dark blue again for the second line.



### A2. COLOR OPTIONS

In case your document uses colors that do not match the blues, GAPP offers 6 different options:



### A3. SCALING

Please **never** change the proportions of the logo. If you scale the logo, always hold the SHIFT key. In most programs, this makes sure that the proportions (width/high ratio) are being preserved.



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## B. LOGO FILE FORMAT OPTIONS

All logos are available as vectors (PDF) or as pixels (PNG).

All logos are transparent. That means that when you place them on a, e.g., gray page, the logo will stand on gray.

### B1. VECTOR FILES (PDF)

**For the use in MS Powerpoint, MS Word, MS Excel and all Adobe programs, please always use the the VECTOR FILES (PDF).** The reason for this is that by doing so, you will get the perfect resolution, because vector files take on the resolution of their document.

To visualize this, please zoom in the two seemingly identical logos below.

With a vector file, you can zoom infinitely and always see the maximum resolution of your screen.

The pixel file (PNG) will get pixelated when you zoom in.

Vector (PDF)



Pixel (PNG)



### B2. PIXEL-BASED FILES (PNG)

**For all WEB-applications, you must use the pixel files (PNG), because (so far) vector files cannot be used on web pages.** All pixel-based files have a 1000 Pixel (px) width.

### B3. OVERVIEW FILES

All file names are self explaining. There are 2 logo files: **Vector files (PDF)** and **pixel files (PNG)**

GAPP Logo (logo and name) Vector Files RGB	
Name	
	GAPP Logo (logo and name)_rgb_BLACK.pdf
	GAPP Logo (logo and name)_rgb_DARK and LIGHT BLUE.pdf
	GAPP Logo (logo and name)_rgb_DARK and LIGHT GREEN.pdf
	GAPP Logo (logo and name)_rgb_GRAY and BEIGE.pdf
	GAPP Logo (logo and name)_rgb_VIOLET and ORANGE.pdf
	GAPP Logo (logo and name)_rgb_WHITE and LIGHT BLUE.pdf
	GAPP Logo (logo and name)_rgb_WHITE.pdf

GAPP Logo (logo and name) 1000 Pixels wide Files RGB	
Name	
	GAPP Logo (logo and name)_rgb 1000px_BLACK.png
	GAPP Logo (logo and name)_rgb 1000px_DARK and LIGHT BLUE.png
	GAPP Logo (logo and name)_rgb 1000px_DARK and LIGHT GREEN.png
	GAPP Logo (logo and name)_rgb 1000px_GRAY and BEIGE.png
	GAPP Logo (logo and name)_rgb 1000px_VIOLET and ORANGE.png
	GAPP Logo (logo and name)_rgb 1000px_WHITE and LIGHT BLUE.png
	GAPP Logo (logo and name)_rgb 1000px_WHITE.png

If you need other file formats, please contact us at [gapp@goethe.de](mailto:gapp@goethe.de).

# PROMOTION, MERCHANDIZING



## GAPPY

GAPPY is GAPP's mascot and can be used for all promotional purposes, such as T-shirts, hats, balloons, posters etc.

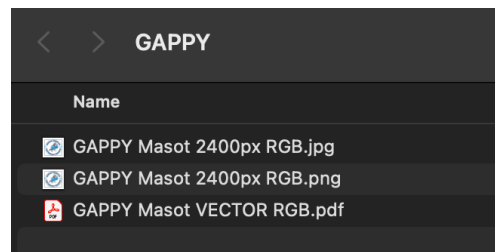


## GAPPY FILES

The vector file (PDF) can be used in any format and size.

In case, you need a pixel-based file, there is also a file with 2400 pixels which is big enough for most occasions:

In a in a high resolution of e.g. 200 dpi (dotts per inch), this file is good for a reproduction size of 12 inches (2400/200).



# PROMOTION, MERCHANDIZING



## GAPP TRAVEL IMAGE

The GAPP Travel Image is good ideal for tote bags.



## GAPP TRAVEL IMAGE FILES

The vector file (PDF) can be used in any format and size.

In case, you need a pixel-based file, there is also a file with 2400 pixels which is big enough for most occasions:

In a in a high resolution of e.g. 200 dpi (dotts per inch), this file is good for a reproduction size of 12 inches (2400/200).

GAPP Bag	
Name	
	GAPP Travel Drawing 2024 1C 2400px.jpg
	Travel Drawing Vector 2024 1C VECTOR.pdf
	Travel Drawing Vector 2024 2400px.png