

Logo Usage Guidelines

Introduction

Our logo is available in various colourways, depending on use. Use the file type that is best suited to the media.

GSMATM
MEMBER

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Hero GSMA Red

Pantone 185C
CMYK 0 100 85 0
RGB 220 0 43
HEX DC002B

GSMA Grey 3

CMYK 0 0 0 80
RGB 87 87 86
HEX 575756

GSMA Grey 2

CMYK 0 0 0 60
RGB 135 135 135
HEX 878787

GSMA Grey 1

CMYK 0 0 0 30
RGB 195 200 200
HEX C3C8C8

GSMA White

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

Colour guidance

The logo’s primary colours are GSMA Hero red – this version of the logo is best used on light backgrounds;
The full colour logo is available in various formats and file types;
Use CMYK files for printed materials and RGB files for digital media.

For accurate reproduction, colours should be checked a the appropriate PANTONE® colour swatches. The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

Primary use
GSMA Member logo
Hero Red & Grey 2



For use on white and light backgrounds



Secondary use
GSMA Member logo
Black & Grey 3



Secondary use
GSMA Member logo
White & Grey 1



Member usage guidance

When displaying our logo on Member websites, ensure there is maximum contrast between the GSMA logo and the background.

Logo rules

Our logo should:

Always be reproduced from its digital master artwork to maintain clarity and visual integrity.

Please adhere to the safe space highlighted by the ‘M’ (see left).

Not be changed or animated.

The relationship between the various elements, including typeface, is fixed.

Never be smaller than 14mm high in print and 40 pixels high online.



Clear Space

The clear space around our logo should be equal to the rectangular shape created by the letter M.

It is important to keep this area clear from other type, graphics and visual details so that our logo can always be prominent and visible.

Note

We use the width (X) of M on a horizontal axis to define the space to the left and right of our logo.

We use the height (Y) of M on a vertical axis to define the space to the top and bottom of our logo.

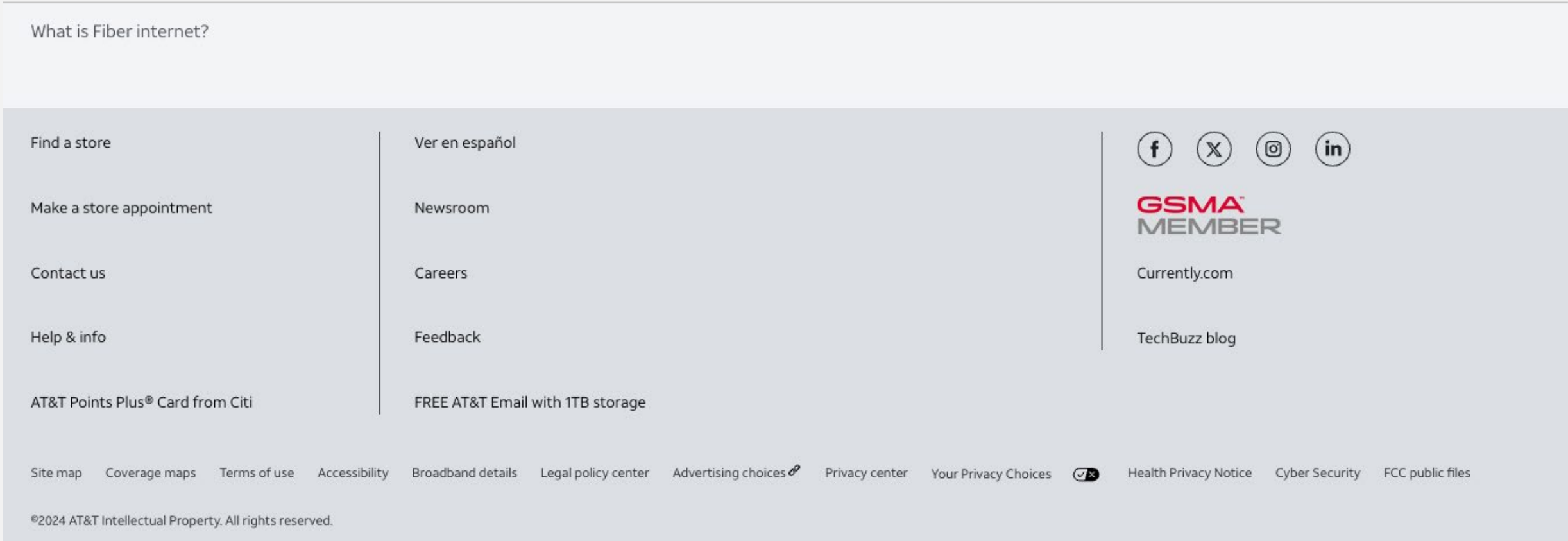
Minimum Size

Print



Digital





Primary use
GSMA Member logo
Hero Red & Grey 2

Section 3
Usage on Backgrounds

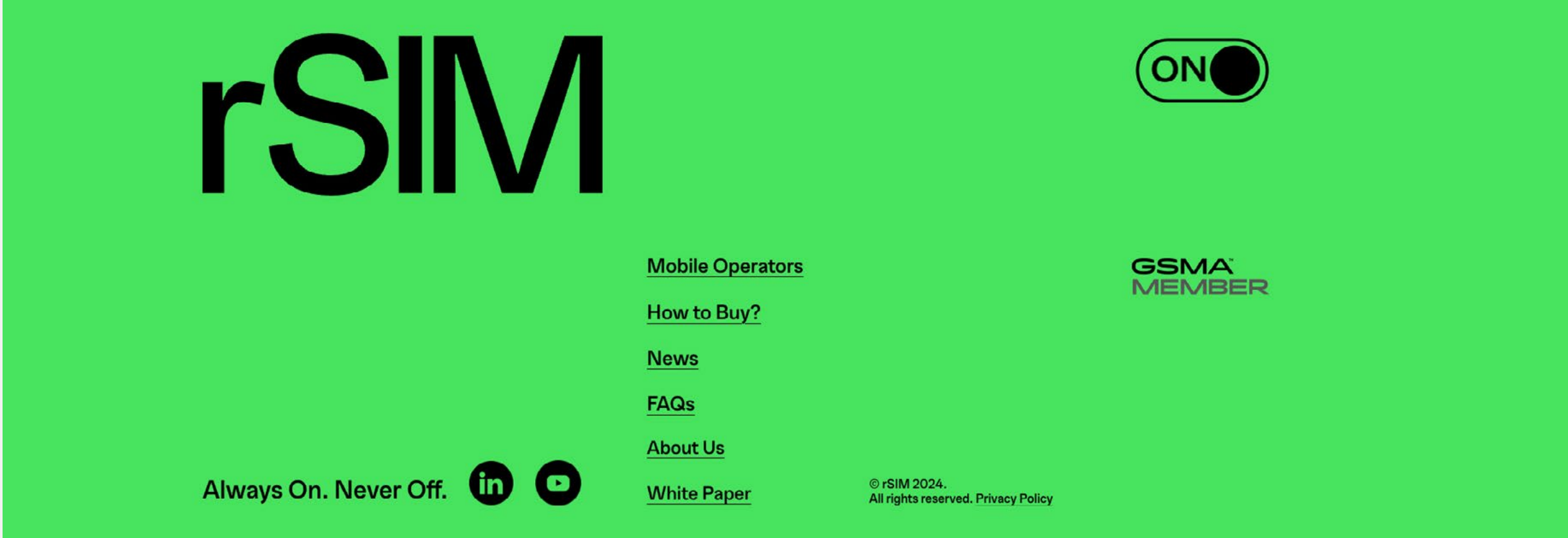
Usage on backgrounds

Where possible the full colour version of the GSMA Member logo should be used on a white or light solid colour background. A reverse white version of the logo has also been provided for use on dark backgrounds.

Avoid using the logo on images with detailed backgrounds but if this is not possible then the logo may only be used on areas of the image where there is little detail and/or enough contrast for the logo to be fully legible. See examples on this page.

The white space around the logo should be as shown in Section 2 of this document.

The minimum size should be as shown in Section 2 of this document.



Secondary use
GSMA Member logo
Black & Grey 3



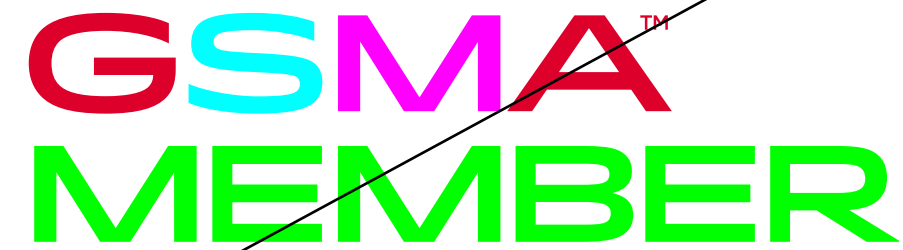
Secondary use
GSMA Member logo
White & Grey 1

Not our logo Just don't

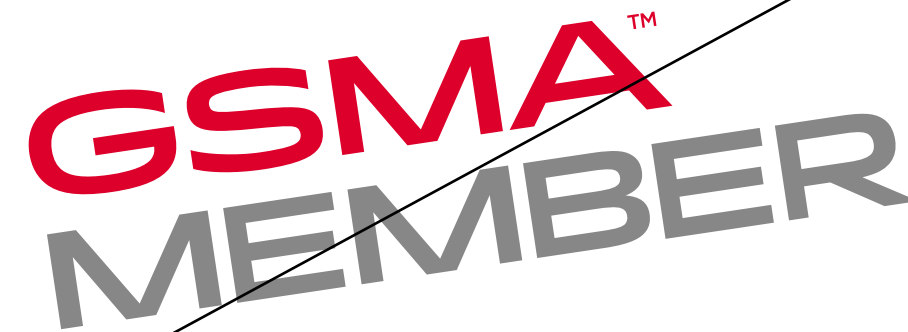
Here are some examples of things not to do with our logo:

01. Do not change our logo colours
02. Do not rotate the logo
03. Do not stretch or skew our logo out of its original proportions
04. Do not use an incorrect colour on the logo background
05. Do not use incorrect colours for the logo when used with a background colour
06. Do not use primary logo on backgrounds with low contrast and higher than a 30% Black tint.

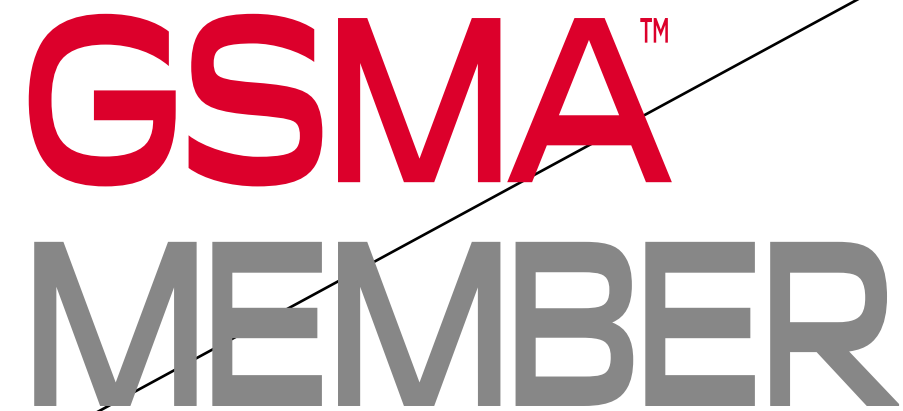
01.



02.



03.



04.



05.



06.



Terms and conditions of use of the GSMA member logo

1. Logo

- 1.1. The GSMA is the owner of certain GSMA Membership logos set out and described in GSMA Logo Guidelines in force at the time ("Member Logo").
- 1.2. The GSMA has the right to register and take all necessary measures related to the registration of the GSMA Member Logo in any jurisdiction. A GSMA Member shall not register the Member Logo on behalf of the GSMA or in its own name.

2. Member Logo License

- 2.1. Upon being granted GSMA Membership, a GSMA Member is granted a non-exclusive, royalty-free permission (the "License") to use the GSMA Member Logo in accordance with these GSMA Member Logo Terms and Conditions of Use.
- 2.2. A GSMA Member may use the GSMA Member Logo for the duration of its GSMA Membership.
- 2.3. A GSMA Member's right to use the GSMA Member Logo may be terminated if it breaches the terms of its GSMA Membership or these GSMA Member Logo Terms and Conditions of Use.
- 2.4. The License granted to each Member cannot be assigned or sub-licensed, directly or indirectly, wholly or partially, by any GSMA Member.
- 2.5. Any license issued by the GSMA is not to be considered as part of the assets of any GSMA Member and may not be used by a judiciary administrator or liquidator. It may not be sold or put up for sale by auction in the event of bankruptcy or winding-up of any GSMA Member. The license granted to such GSMA Member shall automatically be terminated and cease to be effective in such cases.

3. Protection of Membership Logo and License

- 3.1. Each GSMA Member wishing to use the GSMA Member Logo shall undertake all reasonably necessary steps towards and for the protection of the GSMA Member Logo.
- 3.2. If any Member becomes aware of any infringement of the GSMA Member Logo, it shall immediately advise the GSMA thereof in writing and inform the GSMA of all marks or marks of which it becomes aware that are used as a GSMA Logo signs, names, and commercial names, etc., or show some similarity or likeness with the GSMA Member Logo.

4. Permitted Use of the GSMA Member Logo by GSMA Members

- 4.1. Each Member agrees to use the Membership Logo for the promotion of the GSMA and shall not use the GSMA Member Logo in any manner which may be considered detrimental to the GSMA.

5. Breach of the GSMA Member Logo Terms and Conditions of Use

- 5.1. In the event of a breach of the GSMA Member Logo Terms and Conditions of Use, the GSMA has the right to suspend the GSMA Member's license to use the GSMA Member Logo forthwith; and its GSMA Membership without any further liability to the GSMA. The imposition of a suspension shall be without prejudice to the right of the GSMA to seek damages from a Member or a third party.
- 5.2. The GSMA has the right to take proceedings of any nature with respect to any breach of the GSMA Member Logo Terms and Conditions of Use by a GSMA Member or a non-member, including but not limited to the right to initiate injunction proceedings. However, a GSMA Member may not take proceedings against another GSMA Member in relation to a GSMA Member Logo without the prior written consent of the GSMA.

6. No Guarantee, No Liability

- 6.1. The GSMA does not warrant, represent, or guarantee the registration, validity or unencumbered use of the GSMA Member Logo in any country.
- 6.2. Use of the GSMA Member Logo is "as is" without any warranty, representation, guarantee, or other undertaking by the GSMA to the GSMA Member
- 6.3. Use of the GSMA Member Logo is at the GSMA Member's own risk with no further liability to GSMA. The GSMA cannot be held liable nor will it indemnify a GSMA Member for any loss or damages claimed or suffered by any third party resulting from the use of the GSMA Member Logo or as a consequence of a decision by a court or other authority for the same reasons.
- 6.4. The GSMA shall require any GSMA Member to indemnify the GSMA in full for any loss or damage which the GSMA suffers as a result of a claim by a third party arising under Clause 6.3.

7. Governing Law and Jurisdiction

- 7.1. These GSMA Member Logo Terms and Conditions of Use shall be governed by the laws of Switzerland and subject to the exclusive jurisdiction of the Courts in Zurich, Switzerland.

