

GOLBON[®]

DRIVING YOUR SUCCESS, **TOGETHER.**

| **2023 BRAND GUIDELINES**

GOLBON[®]

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BRAND MARK & USAGE

PRIMARY LOGO

GOLBON[®]

GOLBON[®]

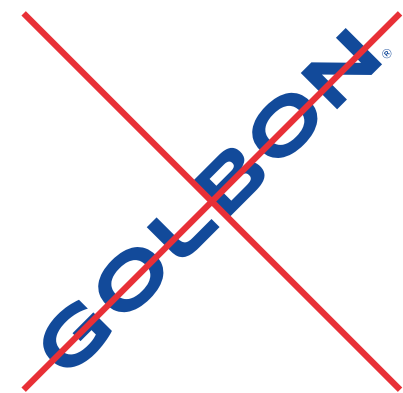
FOR USE ON DARK COLORS

GOLBON[®]

GOLBON[®]

GOLBON[®]

DO NOT



BRAND MARK & USAGE

DEPARTMENT LOGOS

GOLBON CPP
**CONSOLIDATED
PROCUREMENT
PROGRAM**

GOLBON CPP
**CONSOLIDATED
PROCUREMENT
PROGRAM**

GOLBON
LOGISTICS

GOLBON
**PROTEIN
ADVANTAGE**

GOLBON
TECHNOLOGY

GOLBON
**PEOPLE &
PLANNING**

GOLBON
FINANCE

GOLBON
DESTINATIONS

GOLBON
PREMIER CLUB

GOLBON CSS
**CONVENIENCE
STORE SERVICES**

GOLBON
OPERATIONS

HEADLINE FONT

GOTHAM BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

USAGE REQUIREMENTS

Kerning: Auto
Tracking: 60
Vertical Scale: 100%
Horizontal Scale: 100%
Anti-Aliasing: Strong (when possible)
Font Transform: Uppercase

GOTHAM BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PRODUCES

DRIVING YOUR SUCCESS, **TOGETHER.**

BODY COPY FONT

Gotham Book

a b c d e f g h i j k l m n o p q r s t u v w x y z

USAGE REQUIREMENTS

Kerning: Auto
Tracking: 0
Vertical Scale: 100%
Horizontal Scale: 100%
Anti-Aliasing: Strong (when possible)
Font Transform: Uppercase

COLOR COMPASS

Whether used to complement copy and photography or as a standalone design element, the Golbon color palette was chosen to be clean, classic, versatile and bold. Our primary colors consist of two colors that are a fit for all communication materials. Paired with our secondary colors and pattern accent colors, the Golbon color palette elevates the brand and allows for clear and consistent marketing materials.

PRIMARY COLORS

GOLBON BLUE

R 18 G 75 B 153

C 100 M 82 Y 5 K 0

HEX #124B99

PANTONE 534 C

LIGHT BLUE

R 76 G 175 B 222

C 64 M 14 Y 2 K 0

HEX #4CAFDE

PANTONE Process Blue C

WHITE

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

HEX #FFFFFF

PANTONE Process Blue C

SECONDARY COLORS

DARK BLUE

C 100 M 91 Y 37 K 45 R 2 G 29 B 73

PANTONE Process Blue C HEX #021D49

YELLOW

C 2 M 17 Y 85 K 0 R 250 G 207 B 66

PANTONE Process Blue C HEX #FACF42