



GOODWILL
INDUSTRIES
OF GREATER
NEW YORK &
NORTHERN
NEW JERSEY

STYLE GUIDE



The Smiling G Trademark

Created in 1968, the “Smiling G” trademark is the logo that represents the Goodwill brand.



“Smiling G” with NYNJ

One Color

Reflex Blue Pantone 287



The Goodwill Store

LOGOS

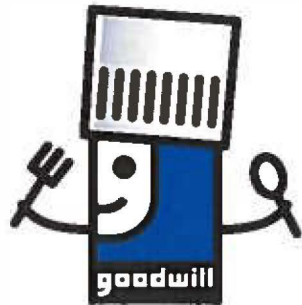
Use it like this



Alternative Use:



Not like this



Spacing Guidelines

To give the Smiling G trademark “room to breathe” it should appear surrounded by ample space, with the registered trademark symbol falling in the lower right corner. Trademark proportions must remain constant in all reproductions.



COLOR SCHEMES

PRIMARY



C=100 M=70 Y=0 K=2

#0058A6



C=0 M=0 Y=0 K=100

#000000



C=0 M=0 Y=0 K=30

#F2F2F2



C=30 M=5 Y=1 K=0

#ADD1FF



C=15 M=5 Y=0 K=0

#E6F3FF

TYPOGRAPHY

Gotham

Gotham Bold

Futura Medium

Futura Condensed ExtraBold

Proxima Nova

Special Usage: Social Campaigns

Plume Ad Italic

Special Usage: Social Campaigns