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
Use it like this

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
Gotham

**Gotham Bold**

*Futura Medium*

**Futura Condensed ExtraBold**

*Proxima Nova*

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**Special Usage: Social Campaigns**

*Plume Ad Italic*