Gifted Association of Missouri
Brand Board

This brand identity tool serves as a guide in the creation of communications with multiple content creators to help audiences receive a consistent message across platforms.

Logos

GAM — Gifted Association of Missouri

GAM — Gifted Association of Missouri

GAMbit

GAM — Gifted Association of Missouri

GAM — Gifted Association of Missouri — social media and thumbnails

Guidance

1. Always include the full "Gifted Association of Missouri" name (other than the GAMbit) when possible.
2. When the association's name is abbreviated to GAM, do not use periods after each letter.
3. GAMbit uses a capitalized "GAM" with a lower case "bit."
4. Usage of GAM alone is appropriate in casual communications, yet if the audience is unfamiliar with the organization or if it is an official document, then spelling out "Gifted Association of Missouri" in the first reference is best.
5. When one color, use black/white or any of the logo colors. Avoid other colors for logo usage.
6. Please proofread content for grammar errors. Common issues: missing Oxford comma, missing apostrophe, and spelling.

Typography

(accessible across platforms and printer-friendly /
always use with logo / other fonts can be used sparingly)

HEADINGS: ARIAL IN ALL CAPS

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

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

Subheadings - Arial or Calibri

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

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

Body Copy - Calibri in upper/lower case

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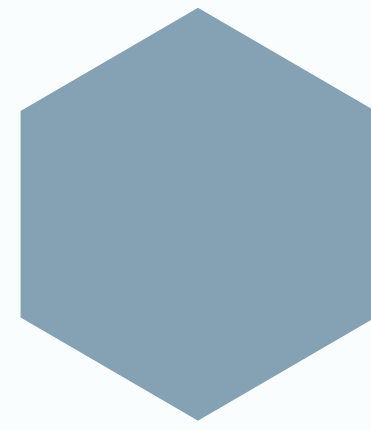
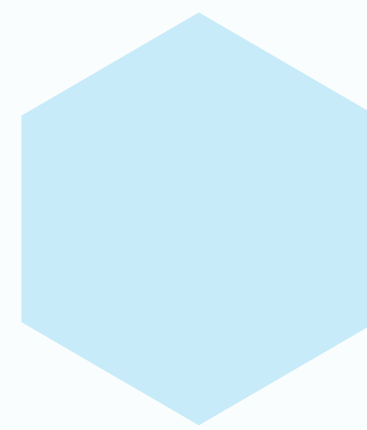a b c d e f g h i j k l m n o p q r s t u v w x y z

Logo Colors
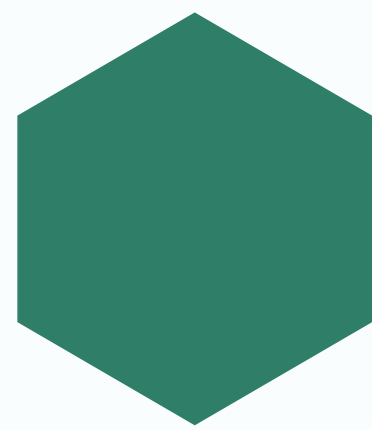
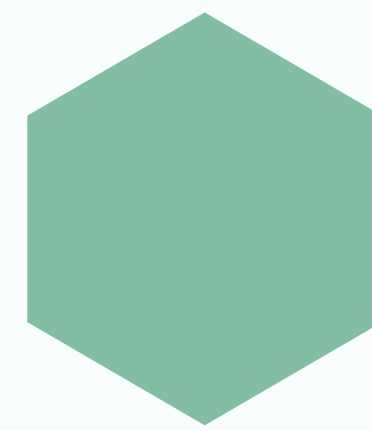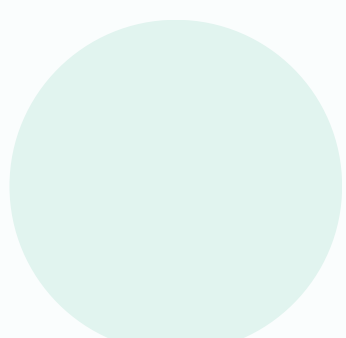#265967   #2e7e68   #84a2b4   #c7ebf8   #81bea3
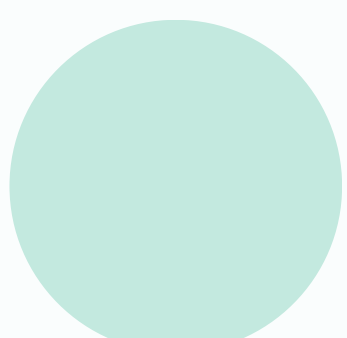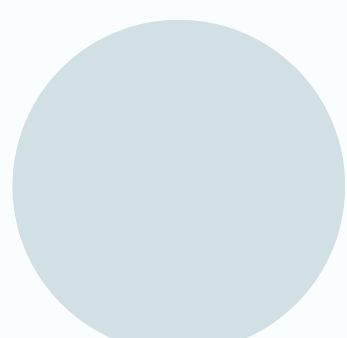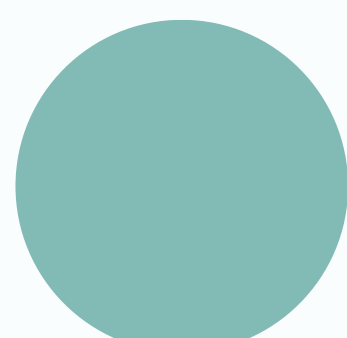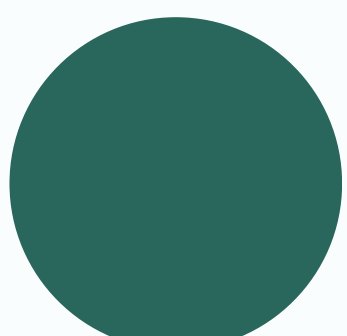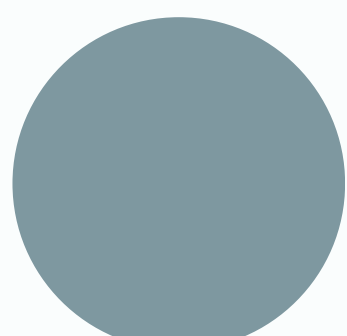
Additional Color Suggestions
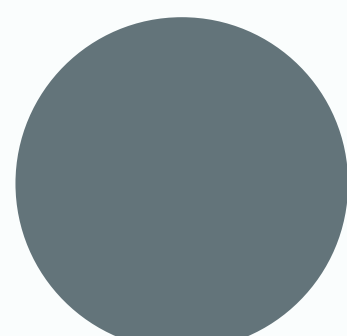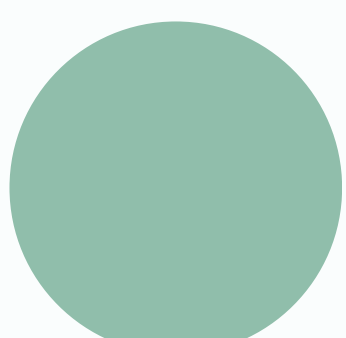
Neutrals

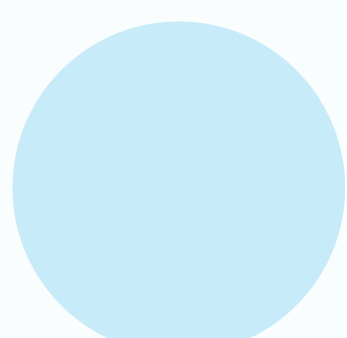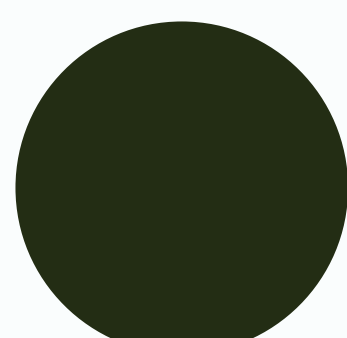#e1f4ef   #c3e9df   #d1e0e4   #82bbb6
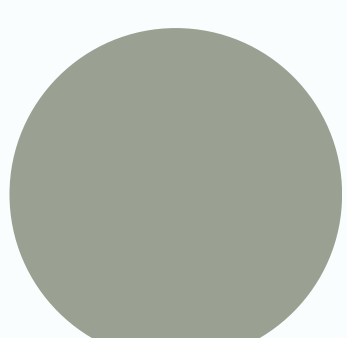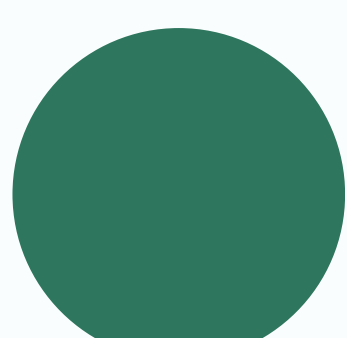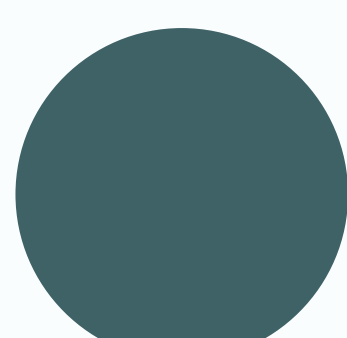
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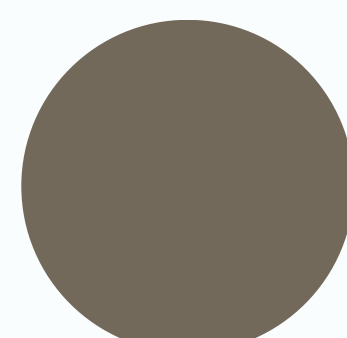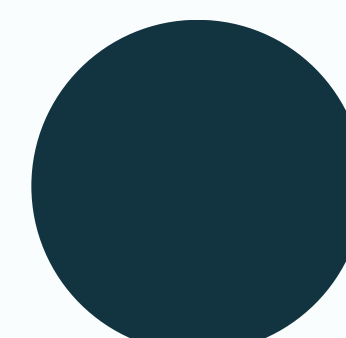
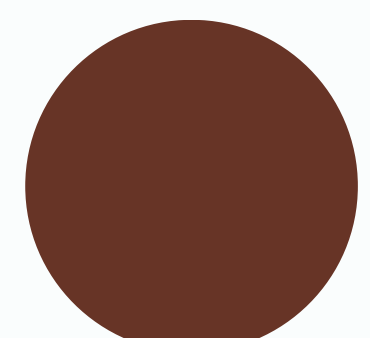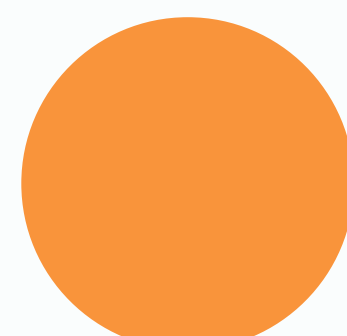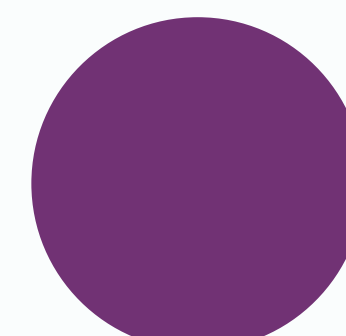#90beab   #f8f8f3   #c7ebf8   #232d14

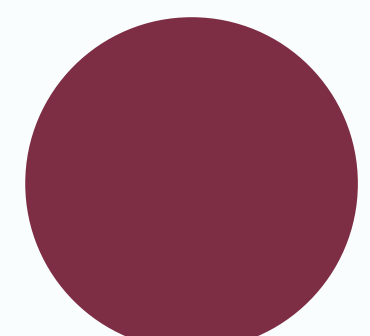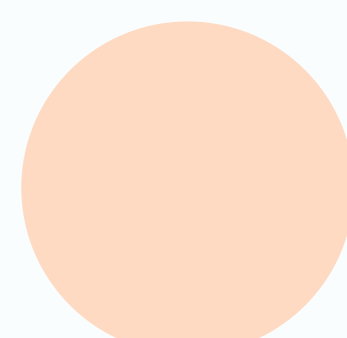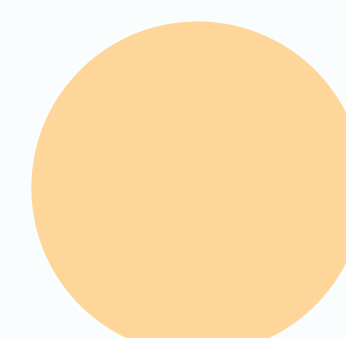#e8e9e3   #9ba192   #2e765e   #3f6267

Accent

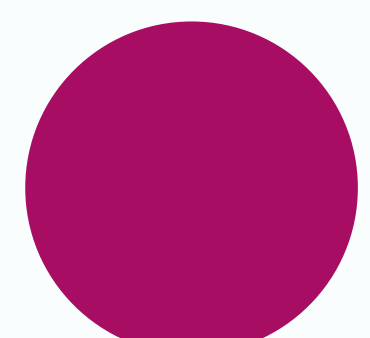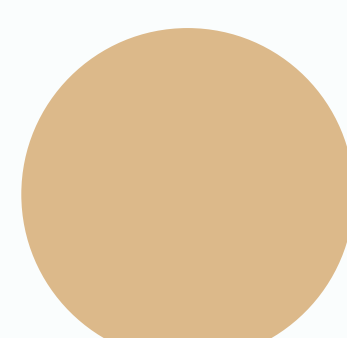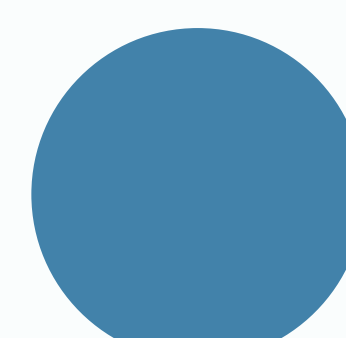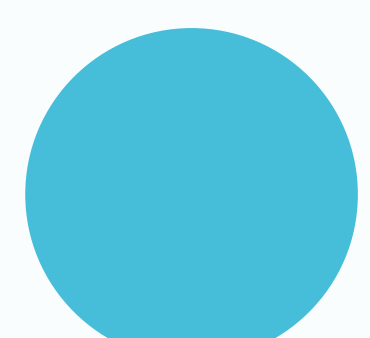#72695a   #123440   #673426

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