



# GICL Usage and Style Guidelines

Building a brand requires diligent attention to ensure that the image we present to the public is always consistent. Please do not attempt to duplicate the logo form stock typefaces or to modify the logo in any way. When reproducing the logo, please use the authorized artwork provides and resize proportionality.

## PRIMARY LOGO

The Goodwill Immigration Consultancy Ltd. (GICL) logo appears to the left. It is the primary element of the GICL visual identity system and must appear on all official Goodwill Immigration Consultancy Ltd. communications. It may not be modified in any way.

The GICL, appearing alone, is the preferred representation for the Goodwill Immigration Consultancy Ltd. brand.



## INFORMAL LOGO

The informal signature is for use on casual applications, such as proposal, project review, power point presentation, marketing element... The informal logo may not be modified in any way.

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Goodwill Immigration Consultancy Ltd.  
Goodwill Consultoria de Imigração, Ltd.  
富邦移民顧問有限公司

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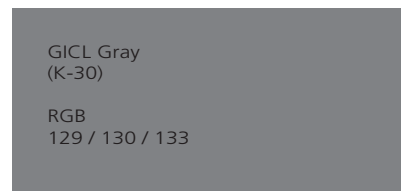
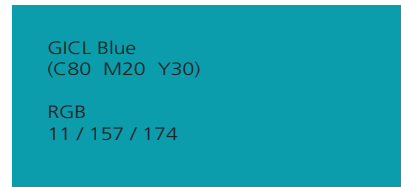


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## LOGO COLORS

Color is an integral part of the GICL logo. It helps to maintain a consistent identity. The logo color was created using as shown.



## TYPE FONTS

The preferred font to use for all marketing communication copy when creating GICL marketing materials in English is the Fruitiger LT Standard and in Chinese is the 華康黑體 and 華康明體.

Fruitiger LT Standard  
ABCDEFGHIJKLMNOabcdefghijklmnopqrstuvwxyz 123456 GICL marketing  
ABCDEFGHIJKLMNOabcdefghijklmnopqrstuvwxyz GICL marketing  
**ABCDEFGHIJKLMNOabcdefghijklmnopqrstuvwxyz GICL marketing**

華康黑體  
富邦移民顧問有限公司  
富邦移民顧問有限公司  
富邦移民顧問有限公司

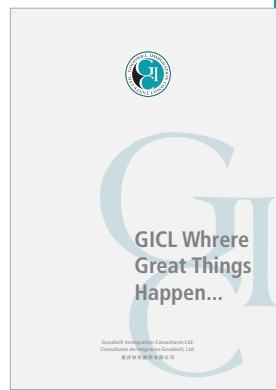
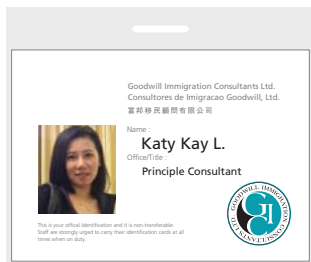
華康明體  
富邦移民顧問有限公司  
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## STATIONERY RELATED

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## MERCHANDISE / PR ITEM



## MEDIA/BANNER





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## NEED HELP? Just ask!

For assistance and approvals regarding the use of Goodwill Immigration Consultancy Ltd. - Visual Identity matters, and obtain reproduction art of the GICL logo, contact the GICL Brand Administration.