

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.

When reproducing the logo, alway use the authorized artwork provides and resize proportionality.



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

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LOGO COLORS

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

GICL Blue (C80 M20 Y30) RGB 11 / 157 / 174

GICL Gray (K-30)

RGB 129 / 130 / 133

GICL Monochrome

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.

Frutiger LT Standard

ABCDEFGHIJKLMNOabcdefghijklmnopqrstuvwxyz 123456 GICL marketing ABCDEFGHIJKLMNOabcdefghijklmnopqrstuvwxyz GICL marketing ABCDEFGHIJKLMNOabcdefghijklmnopqrstuvwxyz GICL marketing

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 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



BASIC STATIONERY

The stationery standards is an essential part of the GICL visual identity system and are to be used by all units within the GICL operation. When reproducing the logo, alway use the authorized artwork provides and resize proportionality.

林 德怡 artwork provides and resize proportionality. Goodwill Immigration Consultants Ltd. Consultores de Imigracao Goodwill, Ltd. Travessa dos Vendilhoes No. 12-12A, EDF. Vai Tung Kok, BR/C, Macao Goodwill Immigration Consultants Ltd.
Consultores de Imigracao Goodwill, Ltd.
Travessa dos Vendilhoes No. 12-12A, EDF.
Vai Tung Kok, BR/C, Macao
T. 10000000000
E. 10000000000
E. 100000000000 Name Title Company Name Address Address Address Day Month Year Salutation, This letter demonstrates the format for all correspondence for Goodwill Immigration Consultants Ltd., Frugiter is the recommendation correspondence. Name and title are in Bolder Travessa dos Vendilhoes No. 12-12A, EDF. Vai Tung Kok, BRVC, Macao 總門小廠巷 (下眼小市) 12號威國關地下B室 leading. The top margin is set at 80m/ the right margin is 35 mm. to all correspondence produ If the font Frug Yours Sincerely, Name 富邦移民顧問有限公司 澳門小服巷(下環小市)12號威通關地下B室



STATIONERY RELATED

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MERCHANDISE / PR ITEM







MEDIA/BANNER





Goodwill Immigration Consultancy

GICL: TO THE NEXT LEVEL 富邦移民顧問有限公司

Permanent Residency | Business Immigration | Study Visa | Work Permit Judicial Review | Family Visa | Temporary Resident Visa/Visitor Visa





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.