GLOBAL PROPERTY INSPECTIONS™

Canada's Premier Inspection Service

Logo Use Guidelines
for Franchise Owners

Acceptable GPI Logos

Logo must be black or GPI green, which is PMS 329. If you need a reverse (all white) logo for use on a black or dark background, please contact Bill Erickson. These (and all white) are the only acceptable colors and options for the logo:

Acceptable GPI Colors and Fonts

Pantone Coated 329 C

0 104 94	

RGB	0, 104, 94	CSS	rgb(0, 104, 94);
HSL	174, 100, 20	CSS	hsl(174, 100%, 20%);
HSB	174, 100, 41	Hex	#00685e
CMYK	100, 14, 60, 49	Websafe	#006666

PMS 429

C - 3	
M - 0	
Y - 0	
K - 32	
R - 162	
G - 170	
B - 173	

PMS 425

C: 0%	R: 96
M: 0%	G: 96
Y: 5%	B: 91
K: 62%	rgb: #60605b

Black

PMS 877
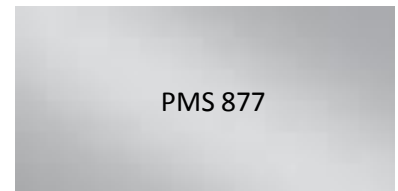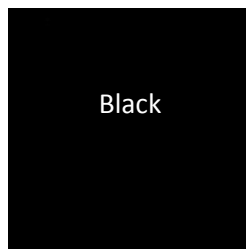
Must be foil-stamped

Copperplate Gothic Light

To be used next to the NPI logo

Arial

To be used in the body text and headings of printed materials and on the Web

Garamond

To be used in the body text and headings printed materials

Improper Use of the GPI Logo

The GPI logo is designed for specific uses to maintain consistency and the integrity of our brand. Here are some examples of how not to use the logo.

Do not:

- Add a color other than white (or PMS 425 Gray or PMS 877 Silver for business cards) inside the graphic mark
- Stretch or distort the graphic mark or logotype
- Change the color of the logo
- Change the size relationship between the logo elements
- Flop the logo
- Use a negative version of the logo

Examples of what not to do with the logo:
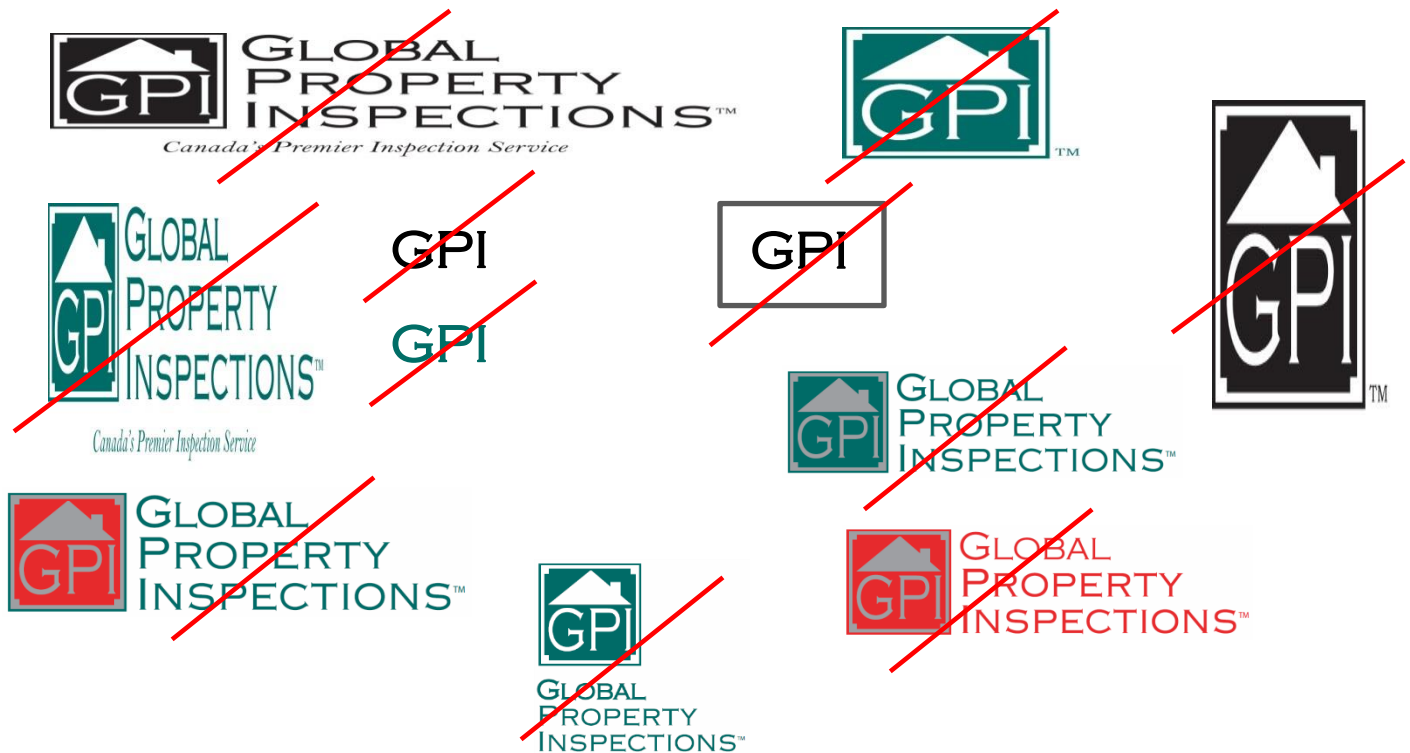
Logo Clear Space

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show the clear space around the approved logos. The clear space around the logo is equal to the circle radius of the graphic mark. No graphic elements, including patterns, photos or colors (other than approved colors) can be used in the clear space.
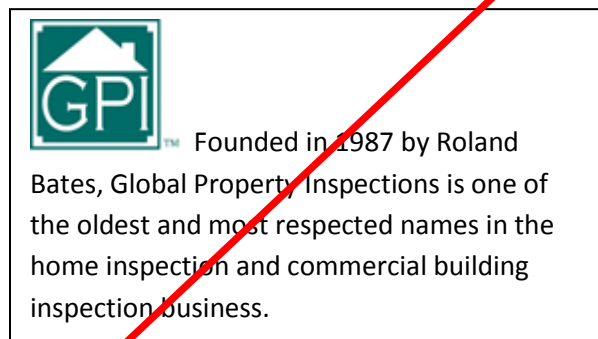

Improper Clear Space

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show violation of the clear space.

Do not:

- Use patterns in the clear space
- Use off-brand colors in the clear space
- Allow text inside the clear space
- Use graphic elements inside the clear space

Proper Use of the Global Property Inspections and GPI Brand

As a GPI franchise owner, you must use the Global Property Inspections name as the operating name of your business. However, when you form your company (corporation, LLC, etc.), **do not** use the Global Property Inspections or GPI name in your company name.

For example, your company name might be South Shore Property Inspections, LLC. However, you will be doing business as Global Property Inspections; thus, your vehicle and office signage, marketing and promotional materials, work shirts, etc., should say Global Property Inspections. If you have questions regarding the use of the name Global Property Inspections or GPI, please contact Susan Price or Bill Erickson.