



Tucson  
Gem & Mineral  
Society  
*Graphic Standards  
Manual*

## Tucson Gem & Mineral Society

### *Graphic Standard Manual*

#### **Corporate Identity**

The ideal logo is the graphic distillation of an organization's beliefs, management, products and services. Its principle purpose is to call attention, to direct, to identify. Like a signature or thumb print, a logo is unique. It represents the particular and helps define the groups it symbolizes.

#### **Seal**

When applying the TGMS seal, it must always be used in an appropriate and consistent manner, and care must be taken to avoid misuse.

#### **Logotype**

The logotype is a strong and effective identification that relies on simple, clear visual statements that can be seen and understood at a glance.

#### **Brandmark**

The brandmark is the coupled design of the seal in combination with the logotype. It is through the combination of seal and logotype that the visual identity realize its full impact.



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## Tucson Gem & Mineral Society

### *Seal*

#### **Seal**

When applying the TGMS seal, it must always be used in an appropriate and consistent manner, and care must be taken to avoid misuse. The official seal is not to be distorted or altered in any way. The seal must not be enclosed within another shape, nor used with, or as part of another logo.

**The logo should never be reproduced smaller than three-quarters of an inch wide. The seal must never be redrawn, spaced, or redesigned in anyway. To do so would alter its essential character, weaken its effect, and reduce its trademark protection.**



Previous TGMS Seal



New TGMS Seal



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## Tucson Gem & Mineral Society

### *Logotype*

#### **Logotype**

Strong and effective identification relies on simple, clear visual statements that can be seen and understood at a glance. The logotype is the visual representation of the letter forms that identify the entity.

Other than the seal, using the logotype in conjunction with any other graphic shape or as a substitute for a headline or text copy is unacceptable. **As with the seal, the logotype cannot be redrawn, reset, or replaced in any way. Nor can its relationship to the seal graphic, with respect to scale and placement, be changed when used as the TGMS signature.**

**TUCSON  
GEM & MINERAL  
SOCIETY**

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## Tucson Gem & Mineral Society

### *Brandmark*

#### **Brandmark**

The Tucson Gem & Mineral Society seal is designed to be used in combination with the logotype and **the seal can appear separate from the logotype as a separate identifier and is a registered trademark for protection.** It is through the combination of seal and logotype that the visual identity realize its full impact.

To ensure legibility and recognition, the seal and logotype must always have sufficient clear space around them. **At no time should the legibility of the logo and the logotype be obscured by the proximity of competing visual elements such as background shapes, text, borders, colors, textures, or other symbols or trademarks.**



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**TUCSON  
GEM & MINERAL  
SOCIETY**

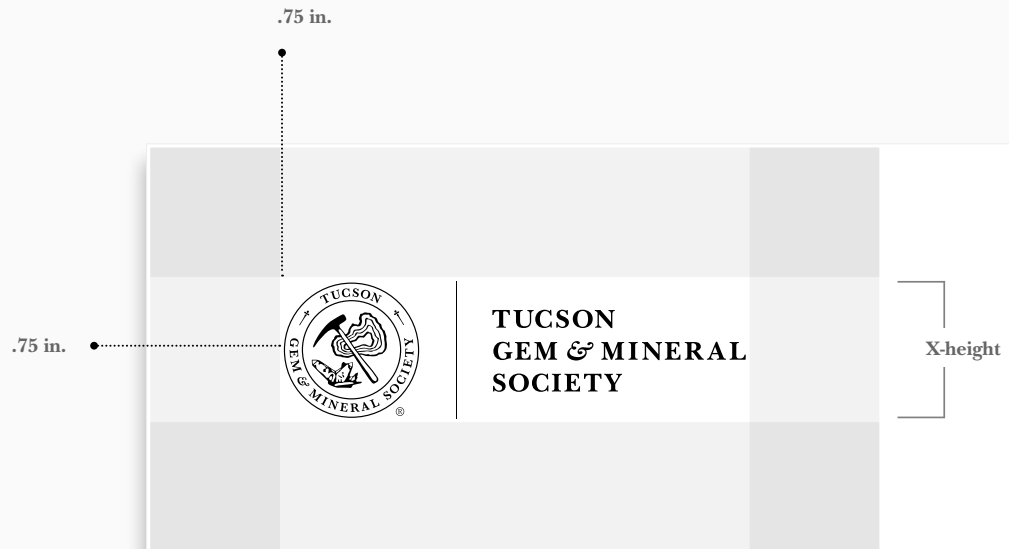
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## Tucson Gem & Mineral Society

### *Layout*

#### Usage

To ensure legibility and recognition, the brandmark must always have sufficient clear space around it. **At no time should the legibility of the seal and the logotype be obscured by the proximity of competing visual elements such as background shapes, text, borders, colors, textures, or other symbols or trademarks.**



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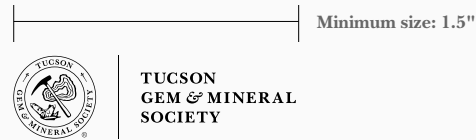
## Tucson Gem & Mineral Society

### *Layout*

#### Minimum sizes

To ensure legibility and recognition, the seal and logotype must not be used any smaller than the sizes outlined. **At no time should the legibility of the logo and the logotype be obscured by the proximity of competing visual elements such as background shapes, text, borders, colors, textures, or other symbols or trademarks.**

#### Brandmark



#### Logotype



#### Mark





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## Tucson Gem & Mineral Society

### *Typography*

#### **Typography**

Typography has one duty: to convey written information in a readable form. It performs the practical function of communicating through print, and it is an artistic form.

Typography is the primary element in a stationery system; therefore, the typestyle was carefully selected. The typestyle, ITC New Baskerville, was chosen for all print and web based materials. It is used for all information related to Tucson Gem & Mineral Society including seals, logotypes, signatures, addresses, numbers, and programs.

ITC New Baskerville is a traditional, classic font with a revitalized edge that presents as a polished and professional workhorse type family lending itself to a sophisticated voice rooted in proven ability to perform.

Used in four weights; Roman, Italic, Bold, Bold Italic.

ITC New Baskerville  
Roman

**AaBbCcDd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*ITC New Baskerville*  
*Italic*

***AaBbCcDd***

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

ITC New Baskerville  
Bold

**AaBbCcDd**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

*ITC New Baskerville*  
***Bold Italic***

***AaBbCcDd***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

## Tucson Gem & Mineral Society

### *Color*

#### **Color**

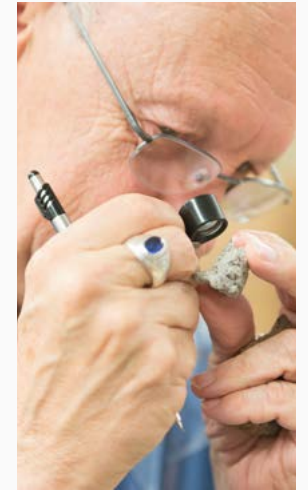
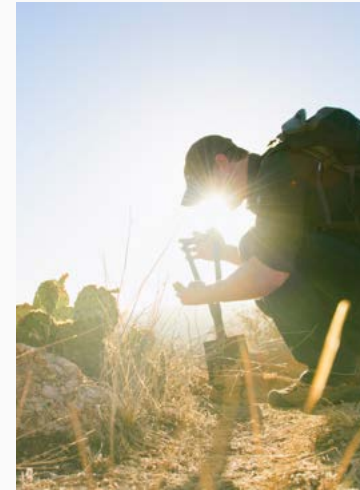
Black and white, with varied shades of gray, are the range of colors to use for the TGMS brand. It is meant to be diminutive in nature, as to showcase the imagery and highlight the beautiful array of colors of the minerals. The range of colors in which the logo can be reproduced is limited to black, and white, and gray shown below.



## Tucson Gem & Mineral Society *Imagery*

### Visual language

Pictures are a key component of the TGMS identity. The strongest messages are combinations of image and text. But images do more than communicate content: they contribute to the emotional identification of the society. They serve to illustrate the key values of the society and put a face to who the society is, that the community around the world can identify with the society and its key values of exploration, discovery, and sharing.





# Tucson Gem & Mineral Society *Graphic Standards Manual*

Questions regarding the Tucson Gem & Mineral  
Society Graphic Standards Manual please address to:  
[tgms@tgms.org](mailto:tgms@tgms.org)

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## Colophon

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