

# GLOBAL CROWD MANAGEMENT ALLIANCE®: 2024 Style Guide

This style guide is intended to be used for reference only, not as an absolute Gospel. Creative rule breaking and experimentation is encouraged, within the bounds of good taste and reason. Prioritise clean, open, accessible design above all other considerations.

## Name

GCMA's name and logo are registered trademarks. When writing the name, be sure to include the registered (®) symbol. ie "Global Crowd Management Alliance®". NB, this does not apply to the acronym, "GCMA".

## Logo

The registered logo is static, circular and looks best against a white, or light background. For these reasons, it is presented as a [circular framed .png](#), which looks more elegant against darker backgrounds than a square, or rectangular frame would. An [inverted, transparent version](#) of the logo is also available.



## Logo Animation

The registered logo has also been animated and is available as a [.gif file](#), or as a greenscreen [chromakey.mp4](#) (incorporating the circular frame). The animated version should be used appropriately, ie: only in content that is complimented, or enhanced by it. This may include socials content or promotional videos. The animated logo should not be used in situations where it could distract from the content itself eg: academic presentations.

## Fonts

The signature font is called "[Poland Can Into Bold](#)" and it is relatively large. Instructions for installing a font on a PC can be found [here](#) and on a mac, [here](#). Titles and headings are usually rendered in **CAPITALS** with sub-headings in **Lowercase**. Where this font is unavailable, or if ancillary fonts are required, GCMA prefers either Calibri, or Ubuntu.

## Colour Scheme

 The ground hue is Hex #178892, a Dark Cyan.

 The closest websafe colour match is Hex #009999

Generally, this single colour in combination with greyscale is preferred, though shade, tint, monochromatic and full colour variations have also been used successfully.

Being a safety minded organisation, GCMA prefers any corners to be rounded, not sharp.

## URL & Hashtags

Wherever appropriate, signposting to GCMA's website is encouraged: [www.thegcma.com](http://www.thegcma.com)

If using hashtags, these may include: #Crowds #Events #CrowdProf #EventProf #GlobalCrowds

Thank you for taking the time to consider this style guides' suggestions.

Please direct any questions to [hello@thegcma.com](mailto:hello@thegcma.com)