

GATE Logo Use Guidelines for Members

This document has been developed to provide clear guidelines on how GATE members can use the GATE logo. By using the GATE logo, members agree to follow all the guidelines in this document. [Download GATE logo.](#)

Communications and the Use of GATE's Logo

At GATE, we believe in the power of collective action. To fully respect your duties within GATE's Membership Structure, we advise you to read our [Brand Policies](#) when sharing our work, conveying our mission effectively and engaging potential supporters.

It is not required that our members recognize GATE or use our logo in their publications, websites or any other public communication. We encourage our members to take trademark ownership of any and all resources that they produce. However, where GATE's logo is used, the following guidelines must be adhered to.

Purpose of Use

GATE members may use the GATE logo only to reflect that they are part of GATE's membership structure.

If a member is deemed to have breached GATE's policies in any way, or if the use of GATE's logo is in violation of these guidelines, GATE reserves the right to revoke the use of GATE's logo with immediate effect upon notice by GATE.

Permitted Use of the GATE Logo

Members must do the following if they use the GATE logo:

- Include a statement on their website that "[Name of Member Organization] is a member of GATE - Global Action for Trans Equality."
- Use the GATE logo as provided without resizing or stretching the logo image, complying with the color, spacing and sizing guidelines provided below.
- Ensure that the GATE logo is equal in size and presentation to other funders or partners, and always smaller than the member's own logo.

Restricted Use of the GATE Logo

Members are not permitted to use GATE's logo as follows: (unless expressly permitted by GATE upon request in writing)

- On clothing/apparel
- On any promotional items such as books, pens or other retail or giveaway materials

- On pop-up banners or any other printed materials not specifically produced under the scope of a grant
- On event promotions

Members are not permitted to:

- Alter the GATE logo in any way, except to enlarge or shrink the size of the design as a whole
- Incorporate the GATE name or GATE logo into the names of any programs, initiatives or awards
- Surround the GATE logo with any framing elements, such as shapes or borders
- Rotate or rearrange the GATE logo
- Superimpose the GATE logo over any patterns or photographic content
- Use the GATE logo without the statement wording as outlined above

Other Uses of the GATE logo

If a member wishes to use the GATE logo in a manner not described here, such as posts on social media channels, advocacy campaigns or any other public materials, press releases, paid digital media or other promotional purposes, please contact comms@gate.ngo for permission before doing so.

In the request, please include:

- Your name
- Your organization's name
- A clear description of the proposed use and an example, if possible

GATE may withhold permission to use its logo at its sole discretion. Please allow up to 30 days for GATE to respond to your request. If your use does not fall within the permitted use category above, you must receive express permission from GATE to use the GATE logo.

Terms of Use

This limited license to use the GATE logo is non-exclusive, non-transferable and royalty-free. Any attempts to assign or license this right are void. GATE reserves the right to withhold approval at its sole discretion. GATE remains the exclusive owner of the GATE logo, and members' use of the GATE logo exclusively inures to the benefit of GATE. Members may not do anything to compromise GATE's rights in and to the GATE Logo, including challenging GATE's rights in any of its trademarks or making new filings for similar trademarks, company names or domain names.

GATE may update these Logo Usage Guidelines from time to time without further notice.

If an organization ceases being a member of GATE, the organization agrees to remove the GATE logo from its website and all newly created materials. GATE does not require the removal of its logo from historic annual reports, brochures, presentations or past social media posts.

Logo imagery



[Download GATE logo](#)

Brand Guidelines

Spacing and sizing:

Primary logo clear space



Primary logo minimum sizes



For print: 0.75" wide



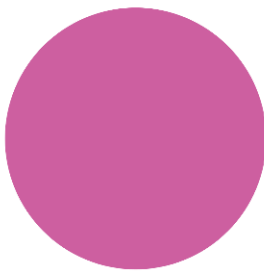
For web: 72 px wide

Color:



GATE

Global Action for Trans Equality

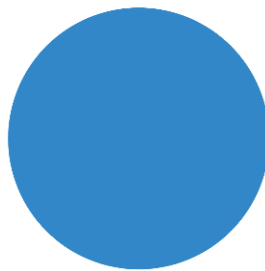


GATE Pink

HEX: d161a3

RGB: 209,97,162

CMYK: 0,54,22,18

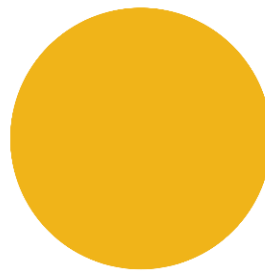


GATE Blue

HEX: 338ac9

RGB: 51,138,201

CMYK: 75,31,0,21

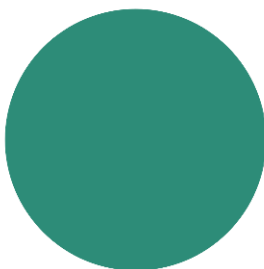


GATE Yellow

HEX: f2b51c

RGB: 242,181,28

CMYK: 0,25,88,5

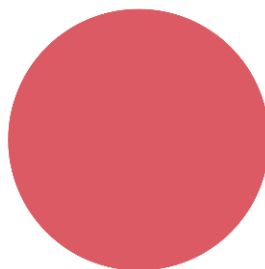


GATE Green

HEX: 2e8c78

RGB: 46,140,120

CMYK: 67,0,14,45

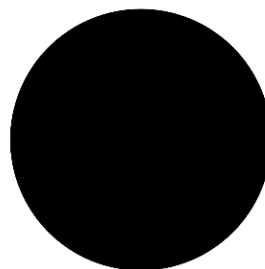


GATE Red

HEX: dc5d64

RGB: 220,93,100

CMYK: 0,58,55,14



Black

HEX: 000000

RGB: 0,0,0

CMYK: 0,0,0,100