



# GCA

MANAGING YOUR DIGITAL IDENTITIES



## BRAND, MESSAGING & STYLES GUIDE

A background image showing two men in business attire. One man, with a beard and smiling, is pointing at a laptop screen. The other man, seen from the back, is looking at the screen. They are sitting at a desk with a tablet, papers, and a small potted plant. The image is overlaid with a semi-transparent blue geometric pattern in the bottom right corner.

We specialize  
in one area: **IAM.**

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# Who We Are

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## Respecting the Brand:

Through conscientious contemplation, in-depth discussions and painstaking hard work, we found the root of what makes us who we are. And now we want to share that with you. No matter where you are in the world, we should all be on the same page in telling the GCA story. This book will help you differentiate between those times so we always tell the most appropriate story.

That's the aim of these guidelines. This book was created to help you understand the thinking behind, and the use of, the GCA brand, its messaging and its visual identity. Think of it as the foundation on which you are building something BIG.

What may seem like a bunch of rules and regulations on usage and style are really opportunities for every one of us to share the same story no matter where we are, what we do or whom we are speaking to.

Great brands tell great stories. This book helps you tell the GCA story.

## The Power of Consistency:

When a partner, customer or prospect sees the GCA brand and hears our consistent message, it reinforces our unique selling points in their minds.

This begins the journey of “brand recall.” Brand recall is a psychological experience in which the more times a customer sees and hears the same communication, the more familiar they become with who we are, and therefore they learn to put their trust in us.

And we all know people tend to do business with people and companies they trust.

Delivering a consistent visual identity and message not only gives our audience, our partners and customers something nice to look at and to read, but it affects how they feel about us. It expands on our promise to be trusted advisors, it emphasizes our ability to deliver results and be responsible for what we do and say, and it encourages our partners to want to do business with us.

# Who We Are

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No matter the business, we are still humans in a relationship with other humans — and how we make them feel matters. If we're not all on the same page when it comes to the GCA brand, then we are nowhere.

## Consistency:

- Helps us manage perceptions
- Connotes our professionalism, purpose and stability
- Conveys our personality and attitude
- Eliminates brand confusion
- Instills confidence
- Protects our investment
- Builds on previous successes

## Your Ambassadorship:

Each of us is responsible to be brand ambassadors. It's a big responsibility. This book isn't here to tell you what to do. It's here to empower you as a brand ambassador. The consistency of our brand depends on you. Each of us plays a big role in successfully representing our company and brand.

This is your chance to embrace the powerful changes within our company and be confident in striving for greater consistency in who we are, what we do and how we are represented, while maintaining the flexibility that allows us to respond to the needs of our business partners.

Don't let the daunting assumption of change and learning something new hinder your opportunities. If you use this guide, your job will be made 100 times easier.

- No more wondering which colors, logo, words or tone to use.
- No more random decisions about elements or messaging.
- No need to worry about the minute details — it's all spelled out for you in these pages.

As a creative professional and marketing guru, you can spend your valuable time focused on what you do best — advocating and evangelizing the power of GCA to help our partners achieve greater levels of success. Following this guide enables you to write eloquent and provocative messages, create impelling visuals, and to meet your ultimate goal of effective marketing.

# Engineering the Brand

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## The Rationale:

The brand mark is made up of a rounded diamond with four blue arrows pointed inward. The negative space creates a separate four arrows pointed outward. The inward-outward idea represents GCA as a guardian of granting and denying access to data.

### The Arrows

The arrows pointed inward also represent GCA's promise to align the client's needs and objectives.

The arrows pointed outward mimic a directional compass (North, South, East and West). The compass is a traditional navigation tool that represents the IAM journey with numerous adjacent solutions.

### The Diamond

This type of diamond shape is formed by a perfect square sitting at a 45° angle. It is comprised of four equal sides/lines. The fixed lines invite a feeling of status, fixation and immutability.

The rounded corners are not only easier for our eyes to process, but they also make information easier to process. They make effective content containers because they put focus inside the shape, unlike sharp corners. We tend to avoid sharp edges because in nature, they can present a threat. This provokes what neuroscience calls an "avoidance response." The rounded corners add depth and a bit of physical realism.

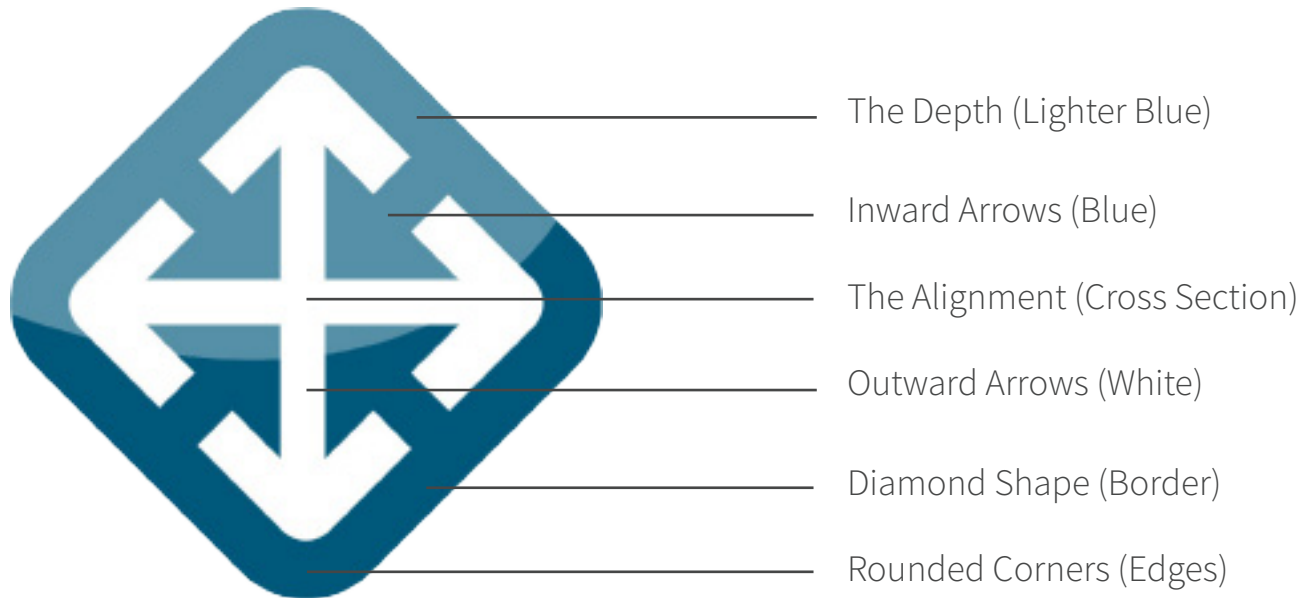
## The Tag line:

MANAGING **YOUR** DIGITAL IDENTITIES

# Engineering the Brand

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## The Anatomy of the Brand Mark:



## The Brand:



# Engineering the Brand

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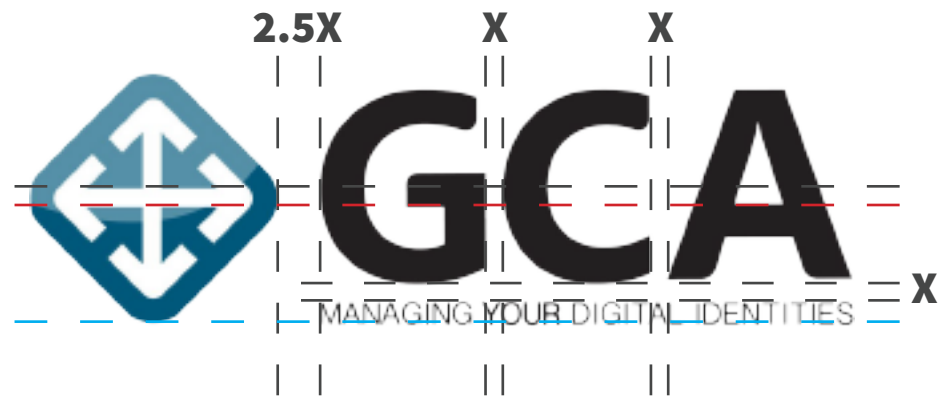
## The Construction of the Brand Mark:

For any variation of the logo that includes the tag line, the bottom of the brand mark's crossbar aligns with the bottom of the crossbar in the letter G. (See red dotted line)

The spacing between the brand mark and the logotype is 2.5 times the width of X. X is the space between each of the letters in the logotype.

The horizontal spacing between the logotype and tag line is X. The baseline of the tag line will align to the baseline of the brand mark. (See blue dotted line)

For any variation of the logo not including the tag line, the top of the brand mark's crossbar aligns with the top of the crossbar in the letter G. (See red dotted line)





# Size Requirements

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## Minimum Size Requirements:

Logo with tag line

Height 3/4 inch or 72 px



Base logo without tag line

Height 1/2 inch or 48 px



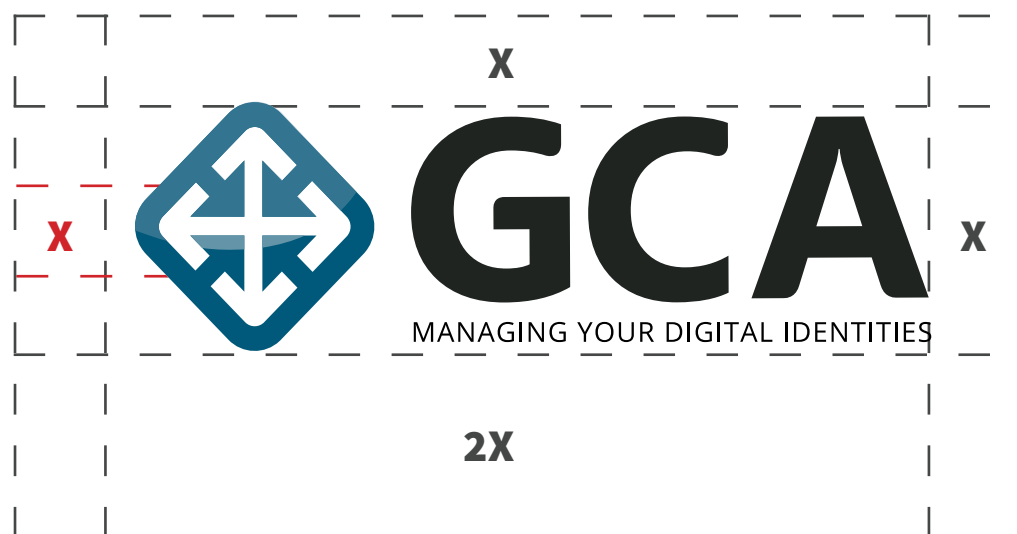
# Clear Space Guidelines

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## Clear Space:

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this clear space zone. The clear space zone will always be relative to the size of the logo itself. The guides are lined up to the height of the white horizontal arrows used in the brand mark. The height is represented as the red “X”. “X” is the clear space guide used on all four sides of the logo.

The reflected logo is treated slightly different to account for the reflection of the brand mark. The only difference is the clear space on the base line of the logo. It is double the height of “X”.



# Logo Application

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## How To Use:

1. The main logo includes a reflected brand mark and may only be used on a white background



2. The flat logo may be used on images and colored backgrounds



3. The monochromatic logo may be used for black & white printing



4. The reversed logos may be used on dark backgrounds



# Logo Application

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## How To Use:

5. The base logo is only used when the tag line is too small to read



6. The URL logo can be used when the company URL is needed



7. Logo to use when Dark Mode is prevalent, such as email signatures.



# Logo Application

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## How Not To Use:

1. Do not rotate the brand mark.



2. Do not alter the brand mark.  
(Ex. Do not flip)



3. Do not alter the typeface.



4. Do not change the size ratio between the logo type and the brand mark.



5. Do not stretch elements in any direction.



6. Do not change the colors of the brand mark.



7. Do not use a drop shadow.



8. Do not use PS filters including bevel, emboss, overlays or textures.



# Color Palette

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## Primary Palette:



CMYK: C95 M62 Y34 K14  
RGB: R6 G88 B121  
HEX: #18597A  
PMS: 7700 C



CMYK: C70 M33 Y26 K1  
RGB: R83 G142 B166  
HEX: #5390a8  
PMS: 7697 C



CMYK: C75 M68 Y67 K90  
RGB: R0 G0 B0  
HEX: #065879  
PMS: Black 7 C



CMYK: C67 M60 Y58 K42  
RGB: R70 G70 B70  
HEX: #464646  
PMS: 446 C

**Blue:** Depth, Stability, Intelligence, Truth, Wisdom, Loyalty

**Black:** Power, Control, Elegance, Formal, Strength, Prestige

The primary color of the brand is blue. While blue is traditionally a corporate color, we wanted a more modern feel to a traditional color scheme by adding green to it's mix. This makes the blue less trite and more modern and approachable. A lighter blue is also used in the logo to create depth and physical realism. It also provides another color for the palette.

## Secondary Palette:



CMYK: C50 M0 Y5 K0  
RGB: R105 G215 B243  
HEX: #69d7f3



CMYK: C0 M0 Y0 K0.03  
RGB: R248 G247 B247  
HEX: #172846



CMYK: C0 M0 Y0 K0.03  
RGB: R248 G247 B247  
HEX: #f8f7f7

# Typography

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## Corporate Typefaces:

Typography plays an important role in the overall tone and quality of communications, reinforcing our personality and ensuring clarity and harmony. The corporate typeface is Source Sans Pro. This is used for the GCA logotype, however was manipulated to achieve the look and feel. It is the primary typeface used throughout GCA branded collateral. This typeface was chosen because of its clean, modern and simple look. It has 6 weights, in upright and italic styles to choose from, to help visually establish hierarchy. The secondary typeface used in the logo's tag line is Khmer Sangam MN, however we use this sparingly since there is only one weight in its font family.

### Source Sans Pro (6 weights to use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### *Source Sans Pro - Italic (6 weights to use)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Rubik (10 weights to use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Note: When using Source Sans Pro in body copy, use black or gray as the font color. Other colors from the color palette can be used for headlines and sub-headlines sparingly. (See page 13)*

# Imagery

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## Types of Images:

Marketing is all about communicating your value to the customer. The right styling and consistent imagery can help not only convey quality, but also to help successfully tell the company story and create alignment across the brand.

GCA wants to communicate a humanized brand that is approachable and relatable to it's market. Using lifestyle and action images help the viewer relate on a human level.



## Pixelated Treatment:

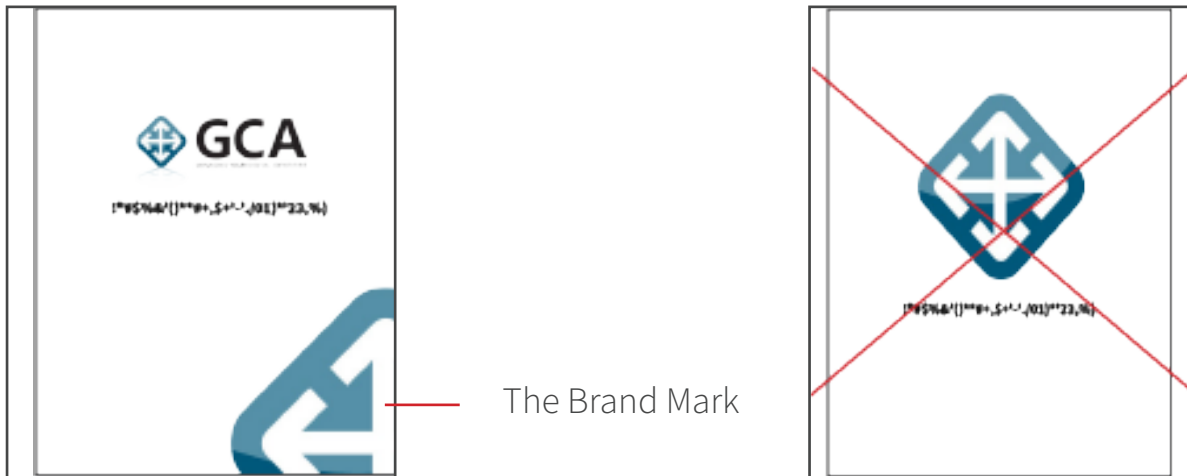
The pixelated treatment is a way to incorporate brand elements into the arrow seamlessly so that the branding looks like part of the image rather than simply pasted on top. This allows GCA to incorporate images related to each topic or page.





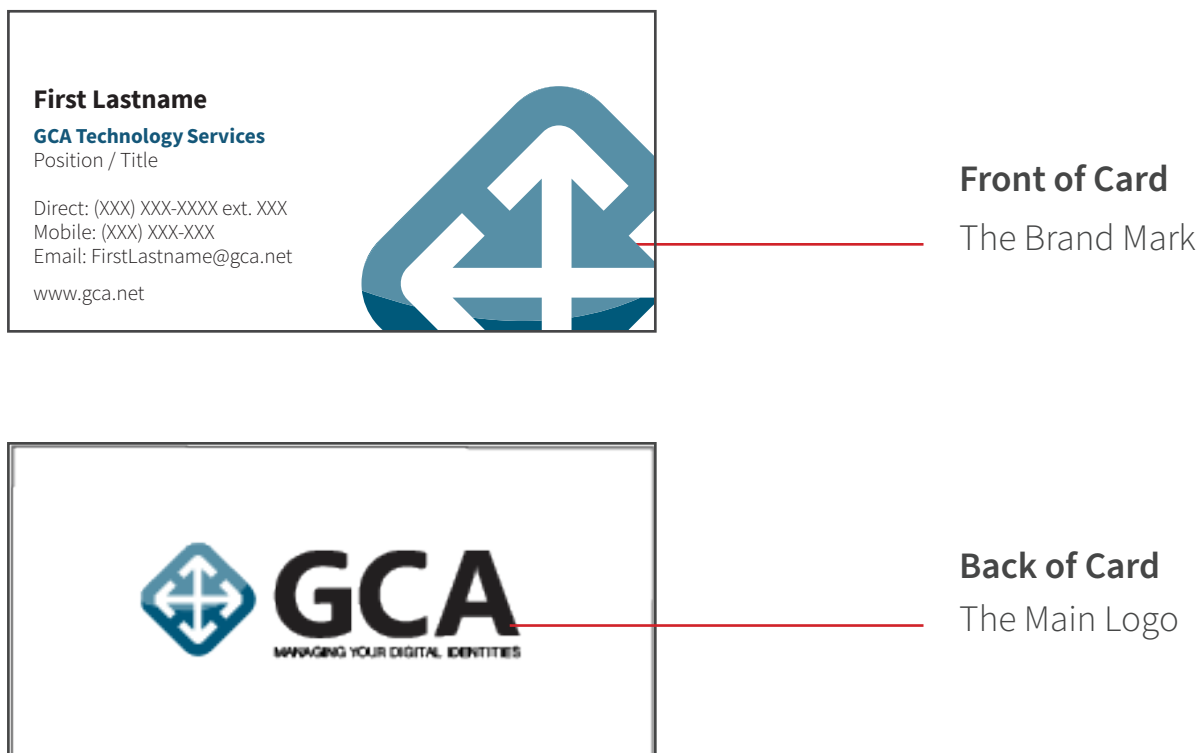
# Brand Elements

For generic title pages, the Brand Mark can be used off-set as a branding element. Do not use the brand mark alone in it's entirety. In order to use the off-set brand mark, the full logo must be present on the design.



## How To Use in Print: Business Card Layout

The business card will look like this example. The size is a standard 3.5 inches X 2 inches. Please contact your marketing manager if you need new or updated business cards.

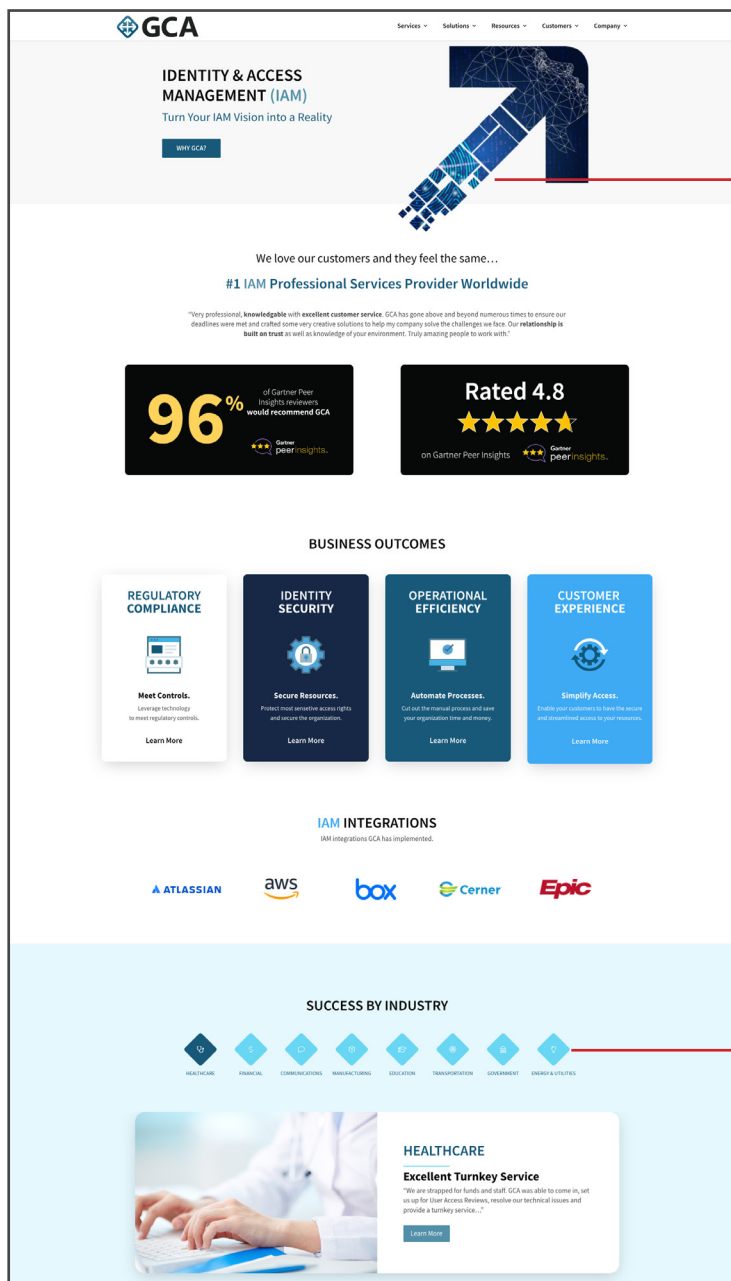


# Brand Elements

## How To Use for Web: Webpage Layout

The following assets are available to use when designing layouts. All elements used must utilize one of the colors in the color palette, with the exception of black.

There are times where web layouts may require a wide image (see header image). In these instances it may be difficult to incorporate a layered treatment within the image. An alternative element to use is the key-lined arrow. There is no need to layer this into the image. Simply overlay the image without covering the main subject in the image. In this example, the main subject is the man in the white shirt. More examples provided on the next page.



Animated Arrow

Diamond Treatment  
used sparingly to maintain branding

# Brand Elements

## How To Use for Web: Webpage Layout

The screenshot shows the GCA Identity Management (IDM) webpage. At the top is the GCA logo and navigation menu. Below is a hero section with the text "INTEGRATED SOLUTIONS Identity Management (IDM)" and a large blue arrow graphic. The main content area is titled "What Is Identity Management?" and includes a paragraph explaining IDM. Below this is a circular infographic showing the IDM process: Provisioning, Access Management, Single Sign-On, Relationship Begins, Promotion, Moved Locations, New Project, Forgotten Password, Password Management, and De-provisioning. The infographic is labeled "GCA Arrow included in infographics". Below the infographic is a section titled "Identity Management Allows You To:" with icons for Manage, Provision & De-provision Identities, Streamline User Administration, Reduce Management Costs, Increase Productivity, Increase Security, and Comply with Regulations. The bottom section is titled "The Most Common IDM Projects" and lists: Authoritative Source, Provisioning Connectors, New Hire Onboarding, Terminations, and Self-Service Workflows.

Animated Arrow

GCA Arrow included in infographics

The screenshot shows the GCA Data Access Governance webpage. At the top is the GCA logo and navigation menu. Below is a hero section with the text "GAIN CONTROL & VISIBILITY Data Access Governance" and a large blue arrow graphic. The main content area is titled "Data Access Governance" and includes a paragraph explaining DAG. Below this is a section titled "How can Data Access Governance software solutions assist?" and a list of examples of data locations that can be scanned with DAG solutions: File Systems, SharePoint, Databases, Dropbox, Azure, and AWS Solutions. The bottom section is titled "Key Features of a Data Access Governance Program" and lists: 1. Connect & Discover, 2. Correlate & Enrich, 3. Analyze & Classify, 4. Profile Behavior, and 5. Automate Data Security Policies. The footer section is titled "Take Control of Data with GCA" and includes a call to action to "Book a Call" and a GCA Robot CTA character.

GCA Robot CTA's

# Brand Elements

## How To Use for Web: Social Media

LinkedIn



Twitter

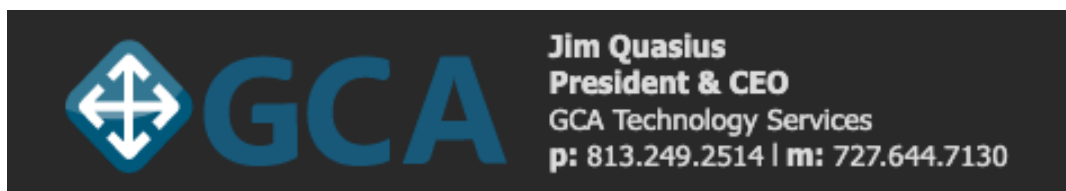


## How To Use for Web: E-Signatures

The company email signature will look like the example below. The design is standard and may not be manipulated.



*When viewed in standard mode.*



*When viewed in dark mode.*

*Note: Your email signature will not have a black border. The border shown is for example only.*

# Messaging

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## Short, Sweet and to the Point

Our mantra and company ethos are founded on our customer experience, IAM authority and company DNA. These three pillars of strength are what make us GCA (and not just another tech company).

## General

GCA isn't just another IT company. (Really, we mean it.) We specialize in identity and access management services because it's what we do best. We aren't trying to "do it all" and upsell services you don't need. We specialize in one area: IAM.

GCA's goal is to provide the best possible IAM services for your needs, whether that means it's optimized for security, cost, or the end-user. We adapt to each of our clients.

At GCA, we're not just talking the talk. We actually walk the walk. We use the same services and technologies we sell. Our businesses processes have been continually tested for more than 20 years—we know what works, and we know how to lead your organization to success.

## Customer Experience (CX)

At GCA, CX is an intentional journey we create for all of our customers. To ensure transparency and mutual understanding, we provide documents, code repositories, and logic flows that can be easily understood by anyone in the organization. Our customers come back because we work hard to make everyone on their team successful. (Plus, our reviews speak for themselves.)

## Authority

Big companies may have a lot of flashy certifications (and we do too), but the core of IAM authority is specialization. We're not trying to be an IT jack of all trades; we've drilled down to become efficient IAM experts. Our project success rate and certification to employee ratio outclass some of the nation's biggest providers.

## DNA

Our DNA is more than our company culture. It's the sum of all of our employees, processes and skills. At GCA, we don't leave this up to chance—we run the numbers. Our employees are quizzed and graded on our core values, and we conduct third-party cultural audits every three years. At GCA, nothing is an accident. Especially not our DNA.

# Messaging

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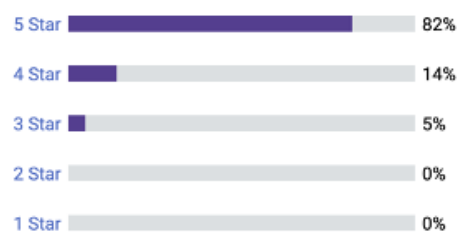
## Customer Experience (CX)

At GCA, our customer experience is curated and intentional. We go above and beyond for our clients because we know they could work with anyone—they choose to work with us because GCA is the best at what we do.

### Our Customers Say It Best:

4.8 ★★★★★ 22 Reviews (All Time)

#### Rating Distribution



#### ★★★★★ Overall User Rating

“The GCA team is extremely knowledgeable and great to work with. They understood our requirements well and didn’t try to sell us on extra solutions we didn’t need. The team is friendly and accessible and goes out of their way to provide great service. Our IAM implementation was very smooth and completed on time and within budget.”

[Read Full Review on Gartner Peer Insights](#)

#### ★★★★★ Overall User Rating

“Very personable, extremely knowledgeable and easy to work it. I have worked with several inside engineering and account reps all which have been very professional and easy to work with. They have helped develop an IDM system for our organization connecting many disparate systems together without issue. When problems arise they are always easy to get in contact it and jump in immediately to help.”

[Read Full Review on Gartner Peer Insights](#)

How do we create such fantastic customer experiences? **The answer is simple:** communication. GCA spends a lot of time and effort making sure all stakeholders understand the scope of the project and their roles within it. Many of our clients rely on us to maintain documentation crucial for keeping stakeholders in the know. We know that taking the extra time to ensure everyone is on the same page reduces costs and help desk time as well as increases transparency and our ability to serve our clients.

# Messaging

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## Authority

GCA is made up of a select group of experts who have an unparalleled understanding of IAM best practices. We're not trying to be okay at everything and everything in tech—we're the authority on IAM.

Where other companies fail, GCA succeeds. Almost 50% of our IAM consulting business comes from failed implementations by other consulting firms. It's our absolute authority on IAM that empowers us to not only restore broken IAM implementations but get them to maximum efficiency.

Our employees are individuals with keen IAM skills. We utilize their skills to the max. We plan and partition workloads to the people best capable of the job, allowing us to complete work at lower costs than less specialized organizations.

### ★★★★★ Overall User Rating

"GCA has been a valuable business partner and consultant. They provide novel solutions to difficult challenges. We had a complex problem of integration between IdentityIQ and PingID including the need to automatically register devices between the two systems. GCA was able to devise a solution to the problem and have it implemented in time to keep a critical project moving along on schedule."

[Read Full Review on Gartner Peer Insights](#)

### ★★★★★ Overall User Rating

"GCA has been our business partner for 5 years. They are very knowledgeable on the platform we use for Identity Management and other vendor platforms as well. Their experience on a diversity of products and projects helps them to bring a lot of value to our organization."

[Read Full Review on Gartner Peer Insights](#)

Knowledge is power. At GCA, we believe that knowledge should be shared among teammates and the IT community. We store a ton of our trade secrets in our [blog](#) and our [IAM knowledge base](#), which are available to everyone. It's not enough for us to be experts—we're changing the IAM landscape and making our community a more secure place.

# Messaging

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## DNA

At GCA, we don't have a "corporate culture." Our culture is baked into our DNA; it's who we are. It's not accidental. Our DNA defines our life as an organization. It seeps into all of our processes, experiences and results.

A part of what makes us so unique is our selective recruitment. Before, during and after the interview, we're looking for the key aspects of GCA's DNA in our employees: integrity, passion, and expertise.

At GCA, we're graded on our understanding of our mission and values—and we're quizzed regularly. We hold bi-weekly all-hands meetings that keep different departments connected. We're constantly working together to uphold our company culture.

GCA partners with Denison, a third-party consultant, to assess our culture and keep communication flowing bottom-up. The survey looks at four businesses traits: mission, adaptability, involvement and consistency. By monitoring our performance in these categories, we can keep leadership accountable for steering GCA in the right direction year after year.

Our teamwork is the foundation of our DNA. Although something may appear as a single line item on an invoice, the reality is it takes dozens of people working together to complete it. When you work with GCA, we don't just provide a body to fill an empty seat. We provide a team of experts who are constantly working together to address the unique IAM needs of your organization.





# GCA

MANAGING YOUR DIGITAL IDENTITIES

GCA Technology Services

[www.gca.net](http://www.gca.net)

(888) 422-9786