IDENTITY AND ASSETS

Your GR identity, ready to use

Assets, brand guidelines and copy to present GR consistently.



The full-color round logo is the shared reference. Preserve its composition, background, proportions and all lettering.

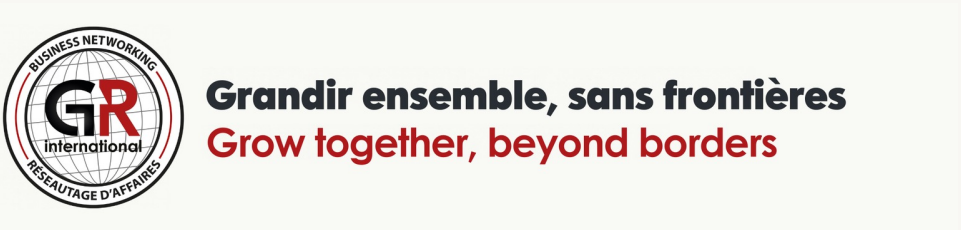
Website downloads contain the original files. This PDF is a reference guide; its images do not replace high-resolution assets.

October 29, 2026 edition · English

LOGOS AND SIGNATURES

Each identity has its purpose

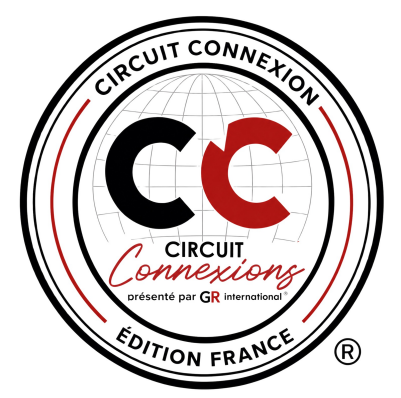
GR International is the main brand. Club Prestige and Circuit Connexions identify their respective programs.



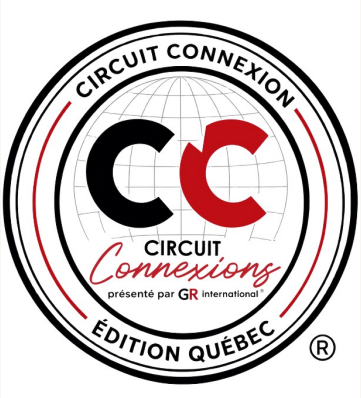
Bilingual GR signature · PNG 2200 × 500



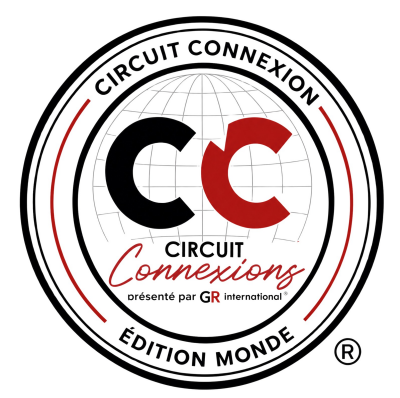
Club Prestige · emblem 2000 × 2000 · signature 2200 × 500



France



Québec



World

For Circuit Connexions, choose the announced edition and preserve the edition name within the file. Keep horizontal signatures complete.

VISUAL RESOURCES

The right formats

Zoom background · World network



PNG 1920 × 1080. In Zoom, open virtual background settings and add the downloaded file.

Preserve the original artwork

Do not stretch, recolor, crop or rewrite a supplied visual. Use a readable background and clear space. For print, use the original vector file from the GR logo download folder, or request a suitable export from GR.

The French artwork in this kit remains in French. Translated artwork should be reviewed separately before release.

BRAND GUIDELINES

Colors and typography

GR red
#B0191C

Black
#000000

White
#FFFFFF

Gold
#C9B037

Silver
#D7D7D7

Bronze
#977444

Platinum
#E5E4E2

Sand
#D9C7A0

Charcoal
#202226

Paper
#F8F7F3

Cream
#EEECE5

Century Gothic

Bold for headings, Regular for body text. Avenir Next, then Arial, are fallbacks. Inter may be used for secondary digital content. Do not replace lettering within a logo.

Keep

Complete logo, original proportions, clear space and readable background. Use the right identity for the brand or edition.

Avoid

Recoloring, stretching, cropping or rewriting a logo. Placing black elements on a dark background. Replacing the main GR logo with a program logo.

PAGES AND GROUPS

Three GR Network covers

PNG 2172 × 724. Original artwork contains French text. City and approved names belong in the account title and description, never on the cover.

Design A



Design B



Design C



USAGE AND APPROVAL

Before publishing

Your personal experience

Share your GR experience, a meeting or a photo with permission from the people shown. Personal posts do not require prior approval. The current logo may be used intact.

An announcement for headquarters

Obtain approval before official announcements, new offers, prices and partnerships.

A page or group

The headquarters account is named GR International. A community authorized to be run by a member or ambassador begins with Réseau GR followed by the approved name. Independent spaces keep their own identity.

Three steps

1. Complete the website form with the platform, space type, purpose, territory, proposed name and responsible person. 2. Obtain GR approval for names, text, artwork and access. 3. Install approved assets, check desktop and mobile cropping and send the link to GR.

Variants requiring authorization

Other logo variants require explicit approval. Normally use the full-color round logo. Archives are excluded from this kit.

Keep access current

Have changes in responsibility approved and transfer access before removing the departing person’s permissions.

marketing@grinternational.com

COPY TO ADAPT AFTER APPROVAL

Introduce your community

GR Network page description

Welcome to Réseau GR | [approved name]. This community for [city or topic] is run by [name and role], with authorization from GR International. Find confirmed meetings and local news here. Official website: https://www.grinternational.com/. Official GR account: [official page link on this platform].

GR Network group description

Welcome to Réseau GR | [approved name]. This group brings together people interested in [confirmed purpose]. It is run by [name and role], with authorization from GR International. Respect the group rules and other participants. Official website: https://www.grinternational.com/. Official GR account: [official account link on this platform].

Pinned welcome post

Welcome to Réseau GR | [approved name]! I’m [name], [role], and I run this space for our [city or topic] community. Find confirmed meetings, group news and opportunities to connect. This space is authorized by GR International; announcements from headquarters are available at [official account link] and https://www.grinternational.com/.

COPY TO ADAPT AFTER APPROVAL

Introduce your community

Introduce your group

Welcome to Réseau GR | [approved name]. We bring together [audience] around [confirmed purpose]. I'm [name and role], responsible for this space authorized by GR International. Introduce yourself in the comments and tell us who you would like to connect with.

Invite people to a confirmed meeting

Join Réseau GR | [approved name] on [confirmed date] at [time] for [meeting name]. Location or access: [confirmed information]. On the agenda: [confirmed details]. Register here: [official registration link].

Introduce a member with their permission

Meet [member name], [role] at [company]. Their expertise: [description approved by the member]. What they enjoy about Réseau GR | [approved name]: [authorized quote]. Learn more: [link approved by the member].

Share local news

News from Réseau GR | [approved name]: [confirmed local update]. What this means for our community: [verified information]. Find the details: [confirmed link or contact].

CREATE WITH AI

A prompt ready to adapt

Attach this guide and the actual logo file to your AI project. Always verify information before publication.

Draft a post for [platform] about [confirmed purpose], intended for [audience]. Use a human, clear and professional tone consistent with GR International. Do not invent names, numbers, dates, prices, partnerships or testimonials. Flag missing information. Use https://www.grinternational.com/ for the official website. For artwork, use the supplied logo without recreating, recoloring, stretching or cropping it. Follow #B0191C red, this guide’s palette and Century Gothic. Preserve trademark symbols ™. Do not add periods to headings. Request GR approval for offers, prices, partnerships or official statements on behalf of headquarters.

Before publishing

Check names, dates, locations, links and permissions from people featured. Replace all bracketed fields. Use original downloaded files to preserve quality.

Resources: https://www.grinternational.com/ · Requests: the media kit’s integrated form