

## GTE Symbol Use Regulations

### Screens and textures:

The symbol should never appear to be screened or textured, as this weakens its legibility and visual impact. Only the very fine dot screening dictated by the publication in which the symbol appears may be used. The symbol should not be line-screened other than for newspaper reproduction.

### Spacing:

The background area around the symbol on all four sides should never be less than the height of the letters within the GTE symbol (marked as "A"). This is to ensure that the background does not suggest a border or "tint block" as part of the symbol.



### Additional issues:

Strong and effective identification relies on simple, clear visual statements which can be seen and understood at a glance. To ensure legibility and recognition, the symbol must always have sufficient clear space around it. At no time should the legibility of the symbol be obscured by the proximity of competing visual elements such as background shapes, text, borders or other symbols or trademarks.

Also, the symbol should not be used as part of a repetitive design, nor should type run around or surround the GTE Advanced Telecommunications Services Mark.

The symbol must remain separated from all other visual symbols.



Incorrect:  
Overlapping shape



Incorrect:  
Additional border



Incorrect:  
Outlined symbol