



GGI
Corporate
Design
manual for
Independent
Members

Version 3.0

© GGI Global Alliance AG





Introduction / Contact

Help GGI succeed as a top brand

A successful implementation of the corporate design rules certainly contributes to the positive image of a global brand. This is the reason why GGI has produced this corporate design manual in order to provide its members with important guidelines to follow.

We would like you to take this opportunity to work with us and all our Members on positioning and presenting GGI as a top brand across the world. A strong, consistently presented brand ensures strategic advantages and implies power and sovereignty. This benefits all Members and also helps promoting awareness about the strength that only a great community can provide.

We must follow the corporate design rules to ensure all GGI Members present a uniform image: therefore please make the GGI CD Independent Members' manual available to everyone involved with this matter.

Remember: GGI as a brand is much more than just a combination of text and graphics. The GGI brand stands for a unique global alliance of highly competent professionals providing extraordinary services to ensure successful results for their clients. We aim to underline and promote this through a uniform image.

GGI's Head Offices wishes you every success in using the GGI Independent Members' Corporate Design manual.

1.1

Contact

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Version 3.0
published by

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1.2



PLEASE NOTE: If there is any doubt as to whether a Member has applied these rules correctly, please contact GGI Head Office. It is extremely important that all

GGI Members implement these rules correctly and comprehensively to ensure we achieve a strong, unified public image and increase our global recognition.



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GGI Independent Members' logo

GGI Independent Members' logo: Introduction

2.1

GGI provides its Independent Members with an official Independent Members' logo to use on business documents, in presentations, on websites, in advertising or for labelling. The GGI Independent Members' logo is available in portrait and landscape versions. GGI Members are only permitted to present themselves in public with the GGI logo if

they also use the words "Independent Member" (as described in this CD manual).

No other versions of the logo may be used, for trademark law reasons; nor may the GGI logo be used together with the words "GGI Global Alliance", as this name is protected, and may only be used by GGI.

The GGI Independent Members' logo (landscape format):



And again, in portrait format:



IMPORTANT, PLEASE NOTE: GGI Global Alliance Independent Members are only permitted to use the Independent Members' logo as defined in this CD manual due to trademark law reasons.

The use of the name "GGI Global Alliance" is protected and must be used only for GGI's own purposes.

2.2 Logo format

The structure and proportions of both versions of the GGI logo for Independent Members and how the elements of the logo relate to one another are hereby clearly defined, along with the spacing from other elements. These rules are absolute, and must not be varied, no matter how large the image is. Please see details below.

The GGI Independent Members' logo in landscape format:



The distance between the double “G” signet and the letters “GGI” defines the height and width of the matrix squares, irrespective of their size.

Complete Logo:	16 units high and 63 units long
Complete Logo with boundary:	22 units high and 69 units long
Double G Signet:	9 units high and 30 units long
GGI:	9 units high and 30 units long

There must be at least 1 unit spacing between the logo as a whole and any surrounding elements on all sides.

The GGI Independent Members' logo in portrait format:



The distance between the double “G” signet and the letters “GGI” defines the height and width of the matrix squares, irrespective of their size.

Complete Logo:	34 units high an 38 units long
Complete Logo with boundary:	40 units high and 44 units long
Double G Signet:	9 units high an 30 units long
GGI:	9 units high an 30 units long

There must be at least 1 unit spacing between the logo as a whole and any surrounding elements on all sides.

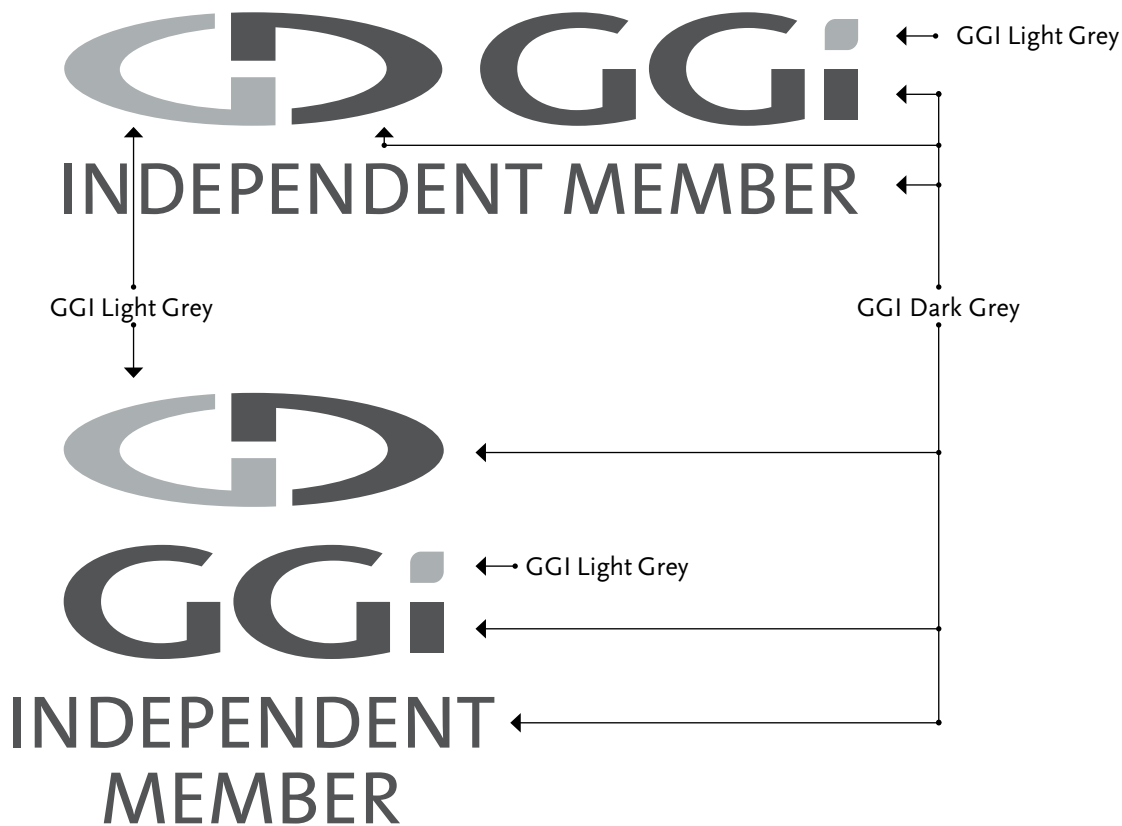


IMPORTANT, PLEASE NOTE: There is no need, nor is it desirable to design the GGI Independent Members' logo yourself. GGI Head Office can provide it in a range of file formats and colour codes for all current uses. The words “Independent Member” are converted in all non-photo formats to vectors, so the words are not required separately.

Logo colours

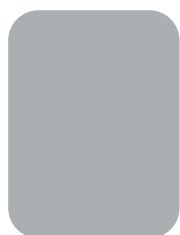
2.3

The GGI Independent Members' logo is built around two colours. This section defines the colour specifications for the two grey scales. These rules are absolute, no other colours are allowed.



GGI Dark Grey

Print: Pantone Cool Gray 11
Print/copy: 80% of Black
RGB: R = 077 | G = 079 | B = 083 (Word, Powerpoint, ...)
HTML: #4D4F53
Lettering: RAL7016 (film, façade colour)



GGI Light Grey

Print: Pantone Cool Gray 5
Print/copy: 40% of Black
RGB: R = 178 | G = 180 | B = 179 (Word, Powerpoint, ...)
HTML: #B2B4B3
Lettering: RAL7004 (film, façade colour)

2.4 Logo colours and various backgrounds

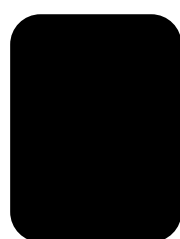
GGI's Independent Members' logo is usually displayed on a white background. Two additional clearly defined background colours are also possible. In these options, logo colours will be adapted as defined and shown in this chapter. Generally the specifications from chapters 2.2 and 2.3, must be applied.

If the GGI logo appears on single, multi-coloured or varied backgrounds, it is imperative that one of the following background options is chosen.

GGI Logo on GGI Dark Grey or Black Background



All elements of this logo option with GGI Dark Grey or Black background that are not explicitly defined will be displayed in white.



GGI Black

Print:	Pantone Black
Print/copy:	C = 000 M = 000 Y = 000 K = 100
RGB:	R = 000 G = 000 B = 000 (Word, Powerpoint, ...)
HTML:	#000000
Lettering:	RAL9005 (film, façade colour)

GGI Logo on GGI Green Background

GGI
Green

In this logo option with GGI Green background the complete GGI logo, in addition to the text "INDEPENDENT MEMBER" will be displayed in white.



GGI Green

Print:	Pantone 376
Print/copy:	C = 056 M = 000 Y = 100 K = 000
RGB:	R = 140 G = 198 B = 063 (Word, Powerpoint, ...)
HTML:	#7AB800
Lettering:	RAL6018 (film, façade colour)

2.5 Minimum size

When using the GGI Independent Members' logo, please make sure not to go below the following minimum sizes, so that the logo is definitely legible everywhere it is used.



Minimum width of GGI Independent Members' logo in landscape format:
1" \approx 25,4 mm (example shown in original size)



Minimum width of GGI Independent Members' logo in portrait format:
0,625" \approx 16 mm (example shown in original size)

2.6 Presentation

GGI's Independent Members' logo always appears on a background (White, GGI Dark Grey, Black or GGI Green). When shown on single, multi-coloured or varied backgrounds, such as photos, the GGI logo must have a space behind it. Some examples:



IMPORTANT, PLEASE NOTE: The GGI Independent Members' logo available from GGI Head Office already has a white, dark grey or green background, which includes the minimum spacing from surrounding elements (see section 2.2 – Logo format).

What must be avoided

2.7

The GGI Independent Members' logo must ALWAYS be used in its original format and colours to ensure a consistent image. The proportions or colours must not be varied and the logo must not be used on unsuitable background colours. We show some examples of unacceptable versions below:

Original



Unacceptable proportions (example)



Unacceptable colours (example)



Original



Unacceptable proportions (example)



Unacceptable colours (example)



Some examples of not using the GGI Independent Members' logo properly on multi-coloured backgrounds:



2.7 What must be avoided

GGI's Independent Members are not allowed to use the GGI logo or the GGI Independent Members' logo as a logo for their own company, either directly or indirectly, for trademark law reasons. The words "GGI Global Alliance" and the letters "GGI" are also protected under trademark law, so must not be used in Independent Members' company logos, either directly or indirectly.

The examples of using the GGI logo, wholly or in part, or the GGI Independent Members' logo, the words "GGI Global Alliance" and "GGI" as well as other GGI elements and slogans are only examples, and also apply to similar or different designs.



IMPORTANT, PLEASE NOTE: GGI Independent Members may only use the Independent Members' logo as described in this CD manual for trademark law reasons. The use of the names "GGI Global Alliance" and "GGI" is protected and is to be used exclusively for GGI's own purposes

What must be avoided

2.7

GGi
Smith Taylor
& Associates
INDEPENDENT MEMBER




Smith Taylor
& Associates



Smith Taylor
& Associates



GGi Smith Taylor
& Associates
Chartered Accountants



GGi
Smith Taylor
& Associates
Chartered Accountants



Smith Taylor & Associates
Chartered Accountants



 **GGi** | GENEVA GROUP
INTERNATIONAL
Smith Taylor & Associates




Smith Taylor
& Associates
Chartered Accountants
GENEVA GROUP INTERNATIONAL




Smith Taylor
& Associates
A GLOBAL ALLIANCE OF
INDEPENDENT PROFESSIONAL FIRMS





GGI Independent Members' logo Model applications

GGI Independent Members' logo: Model applications

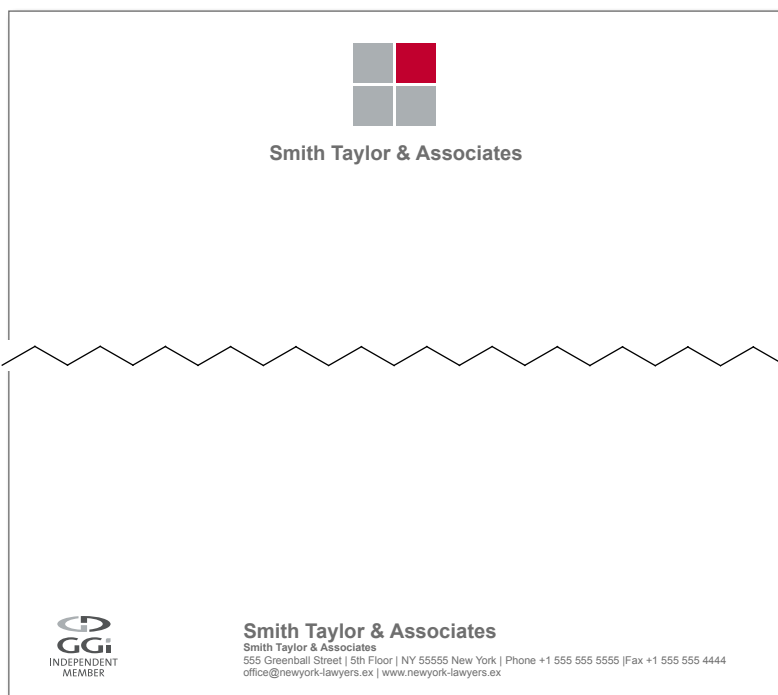
3.1

The following pages provide examples of how to correctly use the GGI Independent Members' logo on business stationery and other applications. The positioning and orientation can of course be adapted to suit individual corporate designs; but please follow the rules on minimum sizes and colours (sections 2.3 and 2.4).

Examples of GGI Members' letterheads



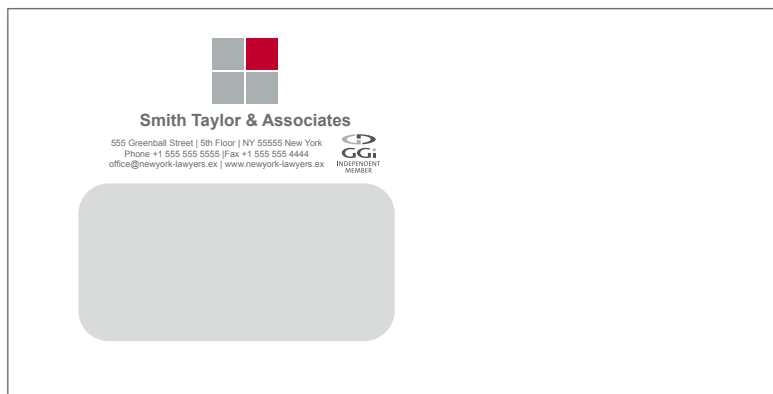
The GGI Independent Members' logo must appear in the lower third of all headed notepaper.



IMPORTANT, PLEASE NOTE: trademark law requires that the GGI Independent Members' logo be positioned at a clear distance from the Member's corporate logo, and must not be larger than their own logo. This applies both to printed products and positioning on websites. The examples shown here indicate some possible options under these rules.

3.2 GGI Independent Members' logo: Model applications

Examples for
GGI Members'
envelopes



Examples for GGI Members' business cards



GGI Independent Members' logo: Model applications

3.3

Examples for
GGI Members'
office signs



3.4 Advertising using the GGI Independent Members' logo

On the following pages are some model designs for ads using the Independent Members' logo. The positioning and orientation can of course be adapted to suit individual ad designs; but check how the logo is being used on coloured or multi-coloured backgrounds (section 2.5).

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**Smith Taylor
& Associates**
Chartered Accountants

555 Greenball Street | 5th Floor
NY 55555 New York
Phone +1 555 555 5555
office@newyork-lawyers.ex
www.newyork-lawyers.ex



Usam in eossequo mo odit!



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Smith Taylor & Associates

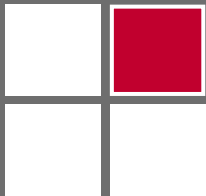
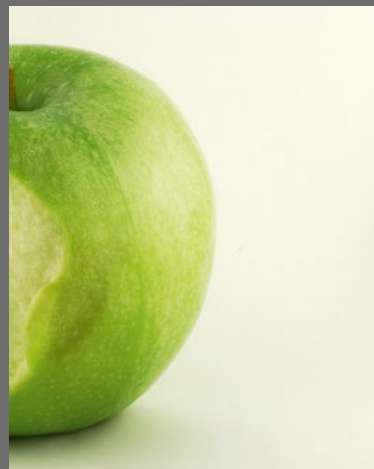
office@newyork-lawyers.ex | www.newyork-lawyers.ex



Usam in eosseque mo odit!



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Smith Taylor & Associates
Chartered Accountants

555 Greenball Street | 5th Floor
NY 55555 New York
www.newyork-lawyers.ex



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www.newyork-lawyers.ex



Using the GGI Independent Members' logo online

Using the GGI Members' logo on Members' websites

4.1

GGI Members should use their websites to advertise their membership in GGI, using the GGI Independent Members' logo to indicate this visually (see right). For precise details on how to position the GGI Independent Members' logo see section 4.2; please follow the rules on colours (section 2.3) and use on coloured backgrounds (section 2.4).



Members should use the GGI Independent Members' logo on their websites.

Positioning and function

4.2

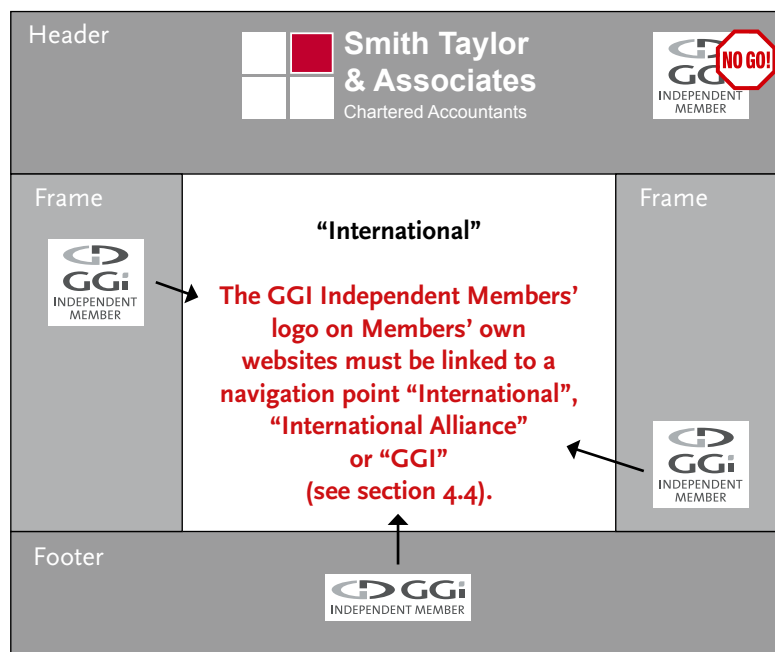
GGI Members MUST provide a navigation point or link on their websites marked "International", "International Alliance" or "GGI" (as a sub-navigation point under the heading "About us" or similar), publishing a GGI boilerplate text on the page that the link calls up.

This boilerplate and a special GGI logo for this page can be found in section 4.3.

For examples of how to structure an "International", "International Alliance" or "GGI" page see section 4.4.

The GGI Independent Members' logo published on Members' websites must be linked to the navigation point "International", "International Alliance" or "GGI".

The GGI Independent Members' logo must not be positioned in the header area of a Member's website. Appropriate positions include frames on the left or right and the footer area.



4.3

GGI information text on members' websites

GGI Members MUST publish the two-part GGI information text below on their websites, under the “International”, “International Alliance” or “GGI” navigation points:

GGI – your gateway to the global marketplace

As an independent member of GGI, one of the top ten international accounting, consulting and law firm alliances, our firm is able to deliver the best possible advice on a global scale. Through GGI we have access to experts around the world who are able to give advice on local regulations, compliance and go-to-market strategies.

GGI's broad international presence opens up a gateway to the global marketplace for both us and our clients. Through our GGI membership we have access to high quality firms in nearly every major financial and commercial centre worldwide. This remarkable facility applies whether you are looking for business opportunities beyond national boundaries, or need international support in addition to services in your home market.

We are here to help and support your success wherever your business takes you.

For more information, visit GGI (www.ggi.com) online.

About GGI - Disclaimer

GGI is a global Alliance of independent professional firms. GGI Global Alliance AG, a company incorporated in accordance with the laws of Switzerland, operates solely as an administrative resource of the Alliance and therefore provides no legal, audit or other professional services of any type to third parties. Such services are provided solely by GGI member firms in their respective geographic areas. GGI and its member firms are legally distinct and separate entities. These entities are not and shall not be construed to be in the relationship of a parent firm, subsidiary, partner, joint venture, agent or a network. No member firm of GGI has any authority (actual, apparent, implied or otherwise) to obligate or bind GGI or any other GGI member firm in any manner whatsoever, equally, nor does GGI have any such authority to obligate or bind any member firm. All GGI members are independent firms, as such they all render their services entirely on their own account (including benefit and risk), without any involvement of GGI and/or other GGI member firms.



NOTE: The GGI information text as stated in section 4.3 above comes as a Word document as part of the GGI Independent Members' logo pack available from GGI Head Office. The GGI information text must principally be published in English. However, it may also be translated into any other relevant languages.

Examples of the GGI information text on Members' websites

4.4



Smith Taylor & Associates
Chartered Accountants



[Home](#) | [About us](#) | [Services](#) | [Contact](#) | [News](#)

GGI – [About us](#)
[Partners](#)
[International](#) **to the global marketplace**

As an independent member of GGI, one of the top ten international accounting, consulting and law firm alliances, our firm is able to deliver the best possible advice on a global scale. Through GGI we have access to experts around the world who are able to give advice on local regulations, compliance and go-to-market strategies. GGI's broad international presence opens up a gateway to the global marketplace for both us and our clients. Through our GGI membership we have access to high quality firms in nearly every major financial and commercial centre worldwide. This remarkable facility applies whether you are looking for business opportunities beyond national boundaries, or need international support in addition to services in your home market. We are here to help and support your success wherever your business takes you. For more information, visit GGI (www.ggi.com) online.



About GGI - Disclaimer

GGI is a global Alliance of independent professional firms. GGI Global Alliance AG, a company incorporated in accordance with the laws of Switzerland, operates solely as an administrative resource of the Alliance and therefore provides no legal, audit or other professional services of any type to third parties. Such services are provided solely by GGI member firms in their respective geographic areas. GGI and its member firms are legally distinct and separate entities. These entities are not and shall not be construed to be in the relationship of a parent firm, subsidiary, partner, joint venture, agent or a network. No member firm of GGI has any authority (actual, apparent, implied or otherwise) to obligate or bind GGI or any other GGI member firm in any manner whatsoever, equally, nor does GGI have any such authority to obligate or bind any member firm. All GGI members are independent firms, as such they all render their services entirely on their own account (including benefit and risk), without any involvement of GGI and/or other GGI member firms.

[About us](#)
[Partners](#)
[International](#)

The GGI logo GGI | A GLOBAL ALLIANCE... must only be used on the "International" page and then only in conjunction with the GGI boilerplate text. This logo should be linked to www.ggi.com if possible.

Smith Taylor | 555 Greenball Street | 5th Floor | NY 55555 New York | Phone +1 555 555 5555 | office@newyork-lawyers.ex | www.newyork-lawyers.ex



NOTE: The "GGI | A GLOBAL ALLIANCE..." logo in section 4.4 is part of the GGI Independent Members' logo pack available from GGI Head Office. GGI Independent Members are only allowed to use this logo on their websites on the "International", "International Alliance" or "GGI" page, and then only in conjunction with the GGI boilerplate text. It must not be used for any other applications, such as corporate letterheads, advertising etc.

4.5 Members' websites in English

GGI is an internationally operating alliance. Its official language for internal and external communication is English. For this reason, Members from countries in which the official language is not English are obliged to have at least the basic contents and information on their websites translated into English and published accordingly. This information and content includes the 'About us', 'Services', 'Contact partners' and 'Contact/location' pages. **Please also include the GGI information text from chapter 4.3 on your website.**

4.6 Integration of the GGI logo in members' emails

Emails can be signed using the GGI Independent Members' logo:



Please follow the rules on colouring and use on coloured backgrounds (sections 2.3 and 2.4).

We recommend inserting the words "Independent Member of GGI" into the signature as normal text because most spam filters and virus protection programs do not display images in emails and may even remove them, therefore some email addresses cannot display the GGI Independent Members' logo.

4.7 Domain Names

Independent Members must not use the letters "GGI" or the words "GGI Global Alliance" (or any part thereof) in their domain names for trademark law reasons.

So domain names such as

ggi-smith-taylor.com
ggi-newyork.com or
ggiglobal-newyork.com

are not allowed.

Presentation of GGI on Members' LinkedIn profiles

4.8

The following rules apply with reference to mentioning the membership in GGI, or positions covered within GGI, on LinkedIn profiles:

- Employees of GGI member firms must not link their profiles as employees of GGI on LinkedIn as this is an incorrect representation of employment. Individuals employed at a GGI member firm may choose to include a preapproved description of GGI membership benefits under their LinkedIn position at their firm. Please see example in Section 4.9.
- The only exceptions for individuals not directly employed by GGI linking their profiles to the GGI LinkedIn page are for those individuals holding a position within GGI (e.g. Global Practice Group Chair, ExCom Member, Regional Advisory Council member). Those individuals must apply the template formula [Leadership title] | [Member Firm Name], [Independent Member of GGI]. If the individual is a Practice Group Leader and would like to indicate so, the formula to be applied is: [Leadership title], [PG Name] | [Member Firm Name], [Independent Member of GGI]. [See examples in 4.10].



NOTE: The company where the person holds his/her position (which is a GGI member firm) must appear above GGI in the order of listing. The boilerplate descriptions (formulas) must be copied/pasted in.

4.9

GGI information text on Members' LinkedIn profiles

The following is the GGI information text for the LinkedIn profiles:

As an independent member of GGI, one of the top ten international accounting, consulting and law firm alliances, our firm is able to deliver the best possible advice on a global scale. Through GGI we have access to experts around the world who are able to give advice on local regulations, compliance and go-to-market strategies. GGI's broad international presence opens up a gateway to the global marketplace for both us and our clients. Through our GGI membership we have access to high quality firms in nearly every major financial and commercial centre worldwide. This remarkable facility applies whether you are looking for business opportunities beyond national boundaries, or need international support in addition to services in your home market. We are here to help and support your success wherever your business takes you.

For more information, visit www.ggi.com.

See example on page 28.



NOTE: The GGI information text as stated on page 24 and here in section 4.9 comes as a Word document in the GGI welcome pack as well as on the GGI website.

4.9

Example: Personal profile, mentioning the firm's membership in GGI

Experience

Managing Director

XYZ Partners, LLC

Juli 2011 – Present (9 years) | City, State



XYZ Partners, LLC is a certified public accounting and consulting firm providing custom accounting, tax, auditing and business advisory services that address the local, domestic, and international needs of our clients. Our firm culture is client-focused. Our people are exceptionally talented. Our passion is unmatched.

Example for firm or position description

As an independent member of GGI, one of the top ten international accounting, consulting and law firm alliances, our firm is able to deliver the best possible advice on a global scale. Through GGI we have access to experts around the world who are able to give advice on local regulations, compliance and go-to-market strategies. GGI's broad international presence opens up a gateway to the global marketplace for both us and our clients. Through our GGI membership we have access to high quality firms in nearly every major financial and commercial centre worldwide. This remarkable facility applies whether you are looking for business opportunities beyond national boundaries, or need international support in addition to services in your home market. We are here to help and support your success wherever your business takes you.

Mandatory: GGI information text

For more information, visit GGI (www.ggi.com) online.

4.10 Presenting your position within GGI on LinkedIn

The individual's position at the firm must be listed above the GGI position. The description of the individual's position can include the GGI information text. The GGI position in a PG must include the GGI & PG description as per example on page 29 (**Mandatory section**). An additional optional description can be added for further explanations (e.g. PG purpose). The GGI position as ExCom Member or Regional Advisory Council Member must include the respective description text as per examples on page 29 (**Mandatory sections**).

Experience

Managing Director

XYZ Partners, LLC

Juli 2011 – Present (9 years) | City, State



XYZ Partners, LLC is a certified public accounting and consulting firm providing custom accounting, tax, auditing and business advisory services that address the local, domestic, and international needs of our clients. Our firm culture is client-focused. Our people are exceptionally talented. Our passion is unmatched.

Example for firms' description

As an independent member of GGI, one of the top ten international accounting, consulting and law firm alliances, our firm is able to deliver the best possible advice on a global scale. Through GGI we have access to experts around the world who are able to give advice on local regulations, compliance and go-to-market strategies. GGI's broad international presence opens up a gateway to the global marketplace for both us and our clients. Through our GGI membership we have access to high quality firms in nearly every major financial and commercial centre worldwide. This remarkable facility applies whether you are looking for business opportunities beyond national boundaries, or need international support in addition to services in your home market. We are here to help and support your success wherever your business takes you.

GGI information text

For more information, visit www.ggi.com.

Position within a PG

Global Chairperson, GGI BDM PG |
XYZ Partners, Independent Member of GGI

GGI | Global Alliance

April 2012 – Present (8 years 8 months) | City, State



The GGI Logo will be automatically displayed if you link your profile to GGI

GGI is one of the top ten international accounting, consulting and law firm alliances in the world, and Practice Groups are institutionalised interest based groups established by active members of the alliance, which are open to all GGI members throughout the different disciplines. Members can: exchange information to find better approaches and solutions to clients' issues; stay connected to international information and issues relevant to areas of their practice exchange ideas, experiences and views to further strengthen communication among fellow members with common practice backgrounds and gain insight into specialised issues.

Mandatory:
GGI & PG
description

The GGI Business Development & Marketing (BDM) Practice Group (PG) encourages GGI members from around the world to engage in conversation relevant to implementing best practices for a successful business development & marketing plan. We believe that... **(add PG description)***

Optional:
PG further
description

Position in Executive Committee (ExCom)

GGI ExCom Member | XYZ Partners,
Independent Member of GGI

GGI | Global Alliance

April 2012 – Present (8 years 8 months) | City, State



The GGI Executive Committee (ExCom) is the highest decision making body of GGI and consists mainly of members of the board of directors, the regional CEOs and selected member representatives of GGI member firms. ExCom supervises several matters within the GGI alliance including membership requirements, procedures, new members' admissions, expulsions and regional issues, and supports the management of GGI.

Mandatory:
ExCom
description

Position in a GGI Regional Advisory Council

GGI AP Regional Advisory Council Member⁽¹⁾ |
XYZ Partners, Independent Member of GGI

GGI | Global Alliance

April 2012 – Present (8 years 8 months) | City, State



The GGI Regional Advisory Councils are institutionalised regional interest groups, open to members of the respective region composed of the different disciplines GGI has to offer. Involvement in these non-executive advisory Councils allows GGI members to provide the Regional Management and GGI Headquarters with ideas and suggestions related to the particular needs of a given region.

Mandatory:
RAC
description

* **Character Limits:** 2000 (with spaces) for Description | 100 (with spaces) for Title

(1) Abbreviations:

Asia-Pacific Regional Advisory Council ► AP Regional Advisory Council

North American Regional Advisory Council ► NA Regional Advisory Council

Latin American Regional Advisory Council ► LA Regional Advisory Council



Further services for
Independent Members

Merchandising

5.1

In principle, the GGI Independent Members' logo can be used in addition to a Member's individual company logo when labelling merchandise. Please send a copy for approval to GGI's Head Office at least two weeks before your material will be produced. You also could contact GGI's Head Office to develop an individually tailored solution to suit individual requirements. Only if the GGI Head Office has approved the layout the GGI logos can be used for your merchandise materials.

Exhibition stands

5.2

In principle, the GGI Independent Members' logo can be used in addition to a Member's individual company logo when labelling exhibition stands. Please send a copy for approval to GGI's Head Office at least two weeks before the exhibition stand will be produced. Only if the GGI Head Office has approved the layout the GGI logos can be used on the exhibition stand.

Banners, flags, pennants etc.

5.3

Banners, flags, pennants and pins can be ordered from the GGI Head Office.



ggi.com