

Gap Inc. Brand + Logo Guidelines

The Gap Inc. Media Center contains assets for use by news media in connection with a story or article about Gap Inc. or our portfolio of brands: Old Navy, Gap, Banana Republic, Athleta, and Intermix. Use of the assets included in the Media Center is subject to the requirements outlined in the Brand and Logo Guidelines below. If you don't agree to the Guidelines, please refrain from using the assets provided.

BRAND GUIDELINES

When using a Gap Inc. asset, please follow these rules:

- Do use our assets in connection with a story or article about Gap Inc. or our portfolio of brands: Old Navy, Gap, Banana Republic, Athleta, and Intermix.
- Do not modify or alter Gap Inc. assets including photography or logos.
- Do not use Gap Inc. assets on merchandise or clothing.

LOGO GUIDELINES

When using a Gap Inc. logo or a logo from our portfolio of brands, please follow these rules:

- Only use the official version(s) of the logo that have been provided.
- Always maintain a clear space around the logo, equal to its height.
- Do not alter the shape, proportion, color or orientation of the logo.
- Do not animate the logo.
- Do not crop or crowd the logo, or surround it with other elements.

If you have any questions about logo uses, please contact us at press@gap.com.