

MINI BRAND GUIDELINES



MARCH 2022

group^m

VISION

**TO BE RESPONSIBLE FOR
SHAPING THE NEXT ERA
OF MEDIA WHERE
ADVERTISING WORKS
BETTER FOR PEOPLE**

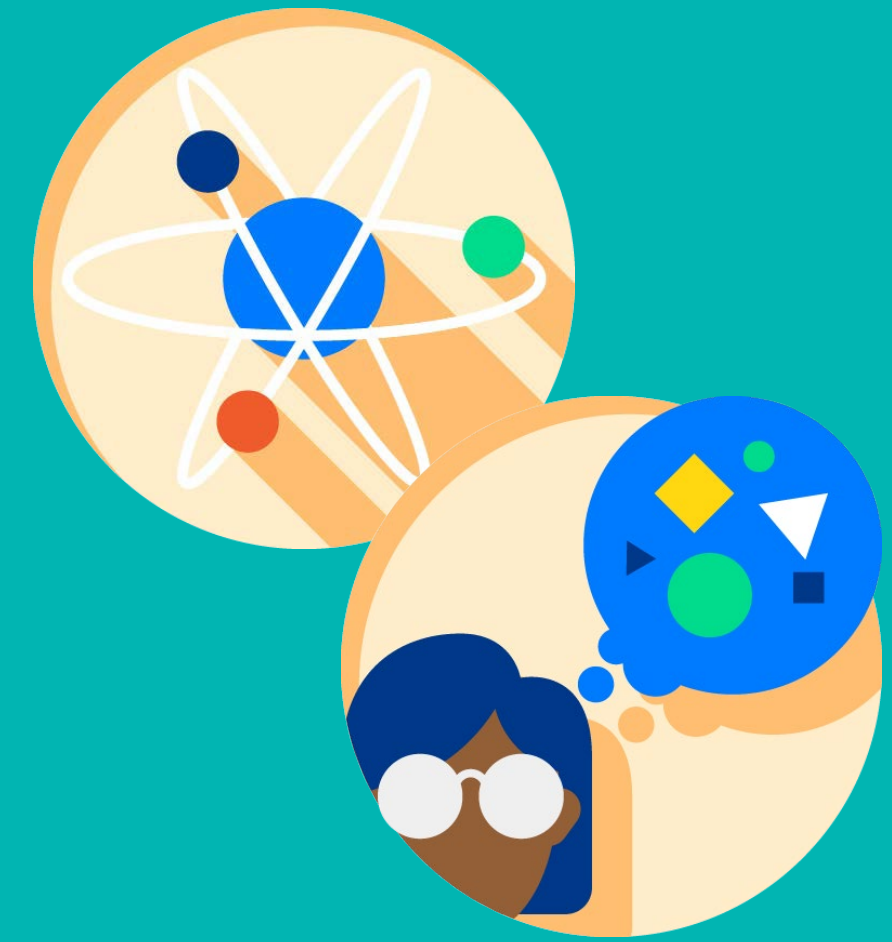
EMPLOYEE VALUE PROPOSITION

**TO OFFER FULFILLING
CAREERS THAT HELP
REDEFINE THE ROLE
OF MEDIA IN OUR
DAILY LIVES**

POSITIONING

INTELLIGENT IMAGINATION

DATA-MINDED AND PEOPLE-LOVING
MEASURED AND EXPERIMENTAL
ANALYTICAL AND ABSTRACT
LEFT AND RIGHT BRAINED
SMART AND CREATIVE
SCIENCE AND ART



OUR STRUCTURE

MINDSHARE

mediacom

Wavemaker

essence

mSix & Partners

group^m

PORTFOLIO

Data & Technology (Choreograph)
Investment
Services
Specialty Businesses

PEOPLE

Talent, D.E.I., Benefits
Finance & Operations Teams
IT Team
Marketing
Business Development
Legal

PARTNERSHIPS

Google
Amazon
Facebook
Snapchat
+ Other Media Owners

COLOR PALETTE

PRIMARY

PURE WHITE #FFFFFF R255 G255 B255 C0 M0 Y0 K0	DEEP NAVY #0A2756 R10 G39 B86 C100 M85 Y40 K30 PMS 648C	BRIGHT BLUE #0080FF R0 G128 B255 C100 M30 Y0 K0 PMS 3005C	TRUE TEAL #00B5B1 R0 G181 B177 C76 M2 Y36 K0 PMS 326 C	ELECTRIC GREEN #00FFB4 R0 G255 B180 C70 M0 Y72 K0 * PMS 7479C *	ORANGE HIGHLIGHT #EF5B2B R239 G91 B43 C0 M80 Y100 K0 PMS 166C	NEW GOLD HIGHLIGHT #FFA800 R255 G168 B0 C0 M30 Y100 K0 PMS 136C
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*REPRODUCES BEST IN DIGITAL ONLY

TONAL VARIANTS

LIGHT TEAL #B2E9E7 R178 G233 B231 C28 M0 Y11 K0 PMS 324C	MINT #99FDD1 R153 B253 B209 C35 M0 Y30 K0 PMS 7478C	BLUSH #EFB6A3 R239 B182 B163 C4 M33 Y32 K0 PMS 1625C	ELECTRIC BEIGE #FFEDCA R255 G238 B203 C0 M5 Y22 K0 PMS 7506C
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COLOR DISTRIBUTION

BRAND LOGOS

DEEPLY NAVY



DEEP NAVY + BRIGHT BLUE



WHITE



WHITE + BRIGHT BLUE



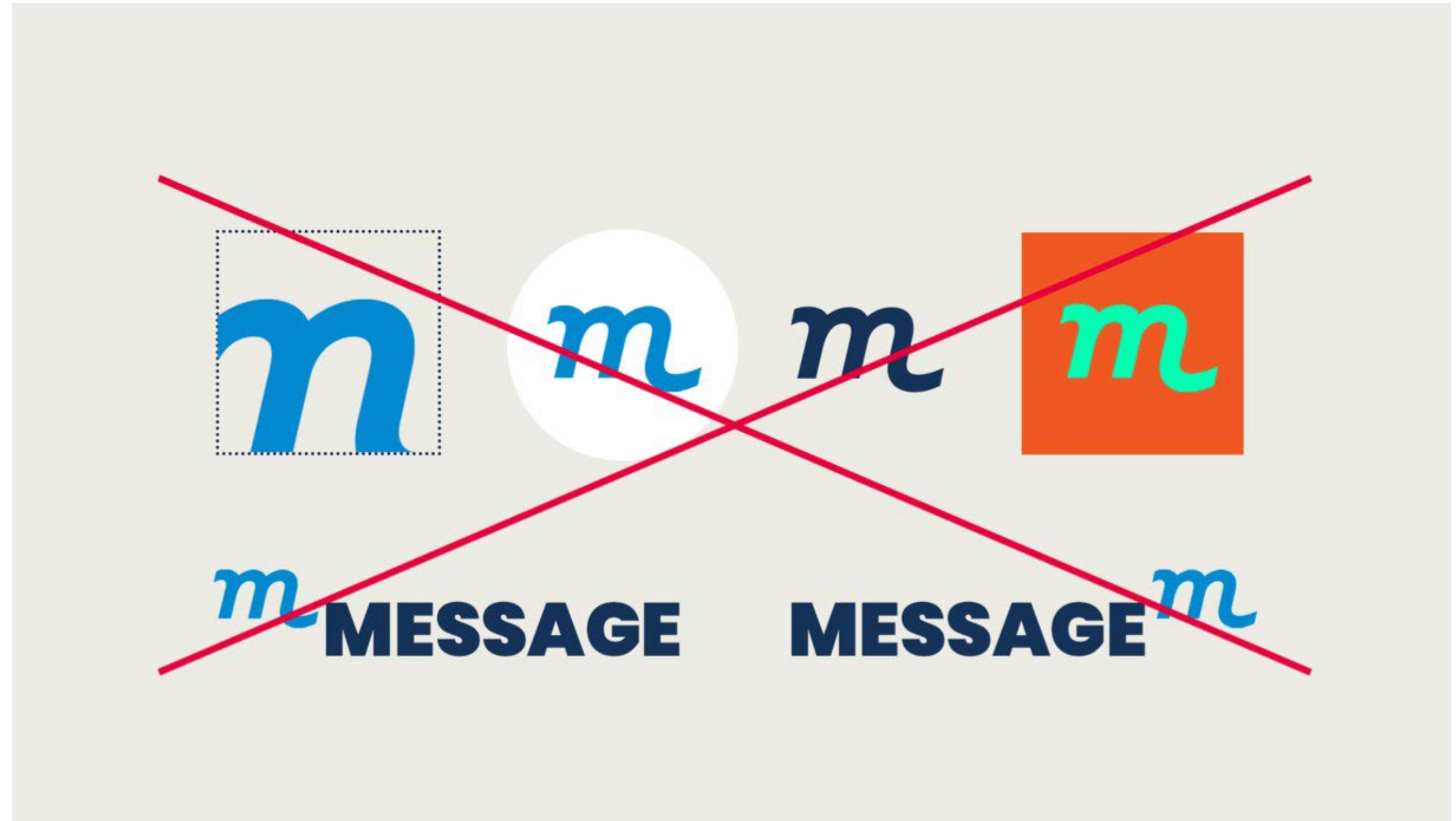
PREFERRED SOLID LOGO COLOR USAGE



HOW NOT TO USE THE "M"

It is very important to note that for our "M" **NEVER:**

1. Crop the letter.
2. Put our "M" inside a circle or other holding shape.
3. Let the "M" appear alone.
4. Alter the colors from the official artwork.
5. Include the "M" by itself at the beginning or end of a word.



LOGO USAGE RULES

DO NOT change our "m" color



DO NOT change the logo color



DO NOT distort the logo



DO NOT flip the logo vertically



DO NOT angle the logo



DO NOT use the deep navy logo on a dark background or you will lose contrast



DO NOT use the white logo on a light background or you will lose contrast



NEVER use drop shadow effects



DO NOT lock the logo up without the Global Creative Director's approval/permission



DO NOT put the logo in a sentence or phrase; do not mix fonts as seen below



DO NOT use the logo as part of a sub-brand endorsement line



DO NOT crop/cut the logo off



EXCLUSION ZONE



GROUPM LOCK-UP WITH BUSINESSES

GLOBAL MAIN AGENCIES LOCK-UP

group^m

MINDSHARE

mediacom

Wavemaker

essence

mSix & Partners

**POPPINS IS A BOLD
AND GEOMETRIC
FONT WITH
ROUNDED EDGES
AND SHARP LINES**

OUR FONTS

**IT STANDS OUT
WHEN YOU USE IT
FOR HEADLINES**

We've paired it up with paragraphs of body copy in Georgia Regular. Georgia is a system font that you already have on your laptop. It is designed to be legible on-screen.

OUR FONTS – EXAMPLE OF HERO HIERARCHY

POPPINS BLACK ALL CAPS 39 POINTS

Georgia regular 32 point

POPPINS BLACK ALL CAPS 22 POINTS

Georgia italic 20 points

POPPINS BOLD 17 POINTS

Georgia Regular 15 points

POPPINS REGULAR ALL CAPS 12 POINTS

POPPINS BOLD ALL CAPS 10 POINTS

POPPINS BOLD ALL CAPS SEVEN POINTS

Poppins italic seven points

HERO FONTS
POPPINS & GEORGIA

HEADLINE

SUB-HEADER

Chart Title

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tincidunt odio a justo tincidunt feugiat. Vestibulum efficitur nunc quis dolor interdum, vel lobortis enim tristique. Nulla porta odio sed efficitur congue. Sed dignissim odio in lacus aliquet semper. Pellentesque rutrum iaculis.

“Pull quote dolor sit amet, consectetur adipiscing elit.”

FIRST LAST
JOB TITLE

CTA BUTTON

Caption text below a photo or for when listing sources

WEBSITE & SHAREPOINT FONTS
POPPINS & NOTO SERIF

HEADLINE

SUB-HEADER

Chart Title

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tincidunt odio a justo tincidunt feugiat. Vestibulum efficitur nunc quis dolor interdum, vel lobortis enim tristique. Nulla porta odio sed efficitur congue. Sed dignissim odio in lacus aliquet semper. Pellentesque rutrum iaculis.

“Pull quote dolor sit amet, consectetur adipiscing elit.”

FIRST LAST
JOB TITLE

CTA BUTTON

Caption text below a photo or for when listing sources

SYSTEM FONTS
ARIAL & GEORGIA

HEADLINE

SUB-HEADER

Chart Title

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tincidunt odio a justo tincidunt feugiat. Vestibulum efficitur nunc quis dolor interdum, vel lobortis enim tristique. Nulla porta odio sed efficitur congue. Sed dignissim odio in lacus aliquet semper. Pellentesque rutrum iaculis.

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FIRST LAST
JOB TITLE

CTA BUTTON

Caption text below a photo or for when listing sources

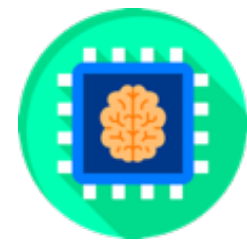
ICONOGRAPHY STYLE



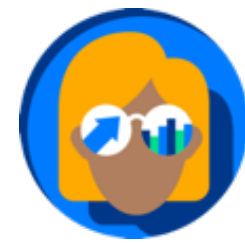
Accessibility



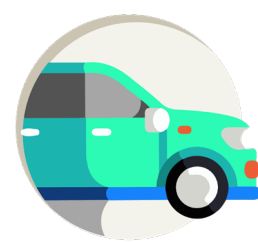
Addressable TV



AI



Analytics



Auto



Backpack



Bicycle



Brand Safety



Building



Certification



Collaborative



Consumer Trust



Consumers



Content



Currency



Data Privacy



Data



Database



D.E.I.



Delivery



Digital Marketing



E-business



Female



Finance



Food



Gaming



Globe



Growth



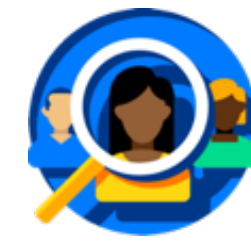
Idea



Imagination



In-housing



Insights



Intelligent Imagination



Intelligent



Interns



IT



Learning



Male



Marketing



Mobile



Mobility



Non-binary



People



People/Elderly



Performance



Podcast



Pride



Programmatic



Reporting



ROI



Scale



Search



SMS Messaging



Social



Sports Media



Talent



Tech Team



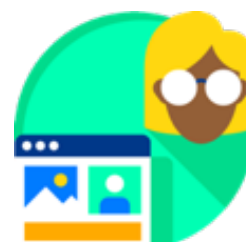
Timeline



Trading



Video

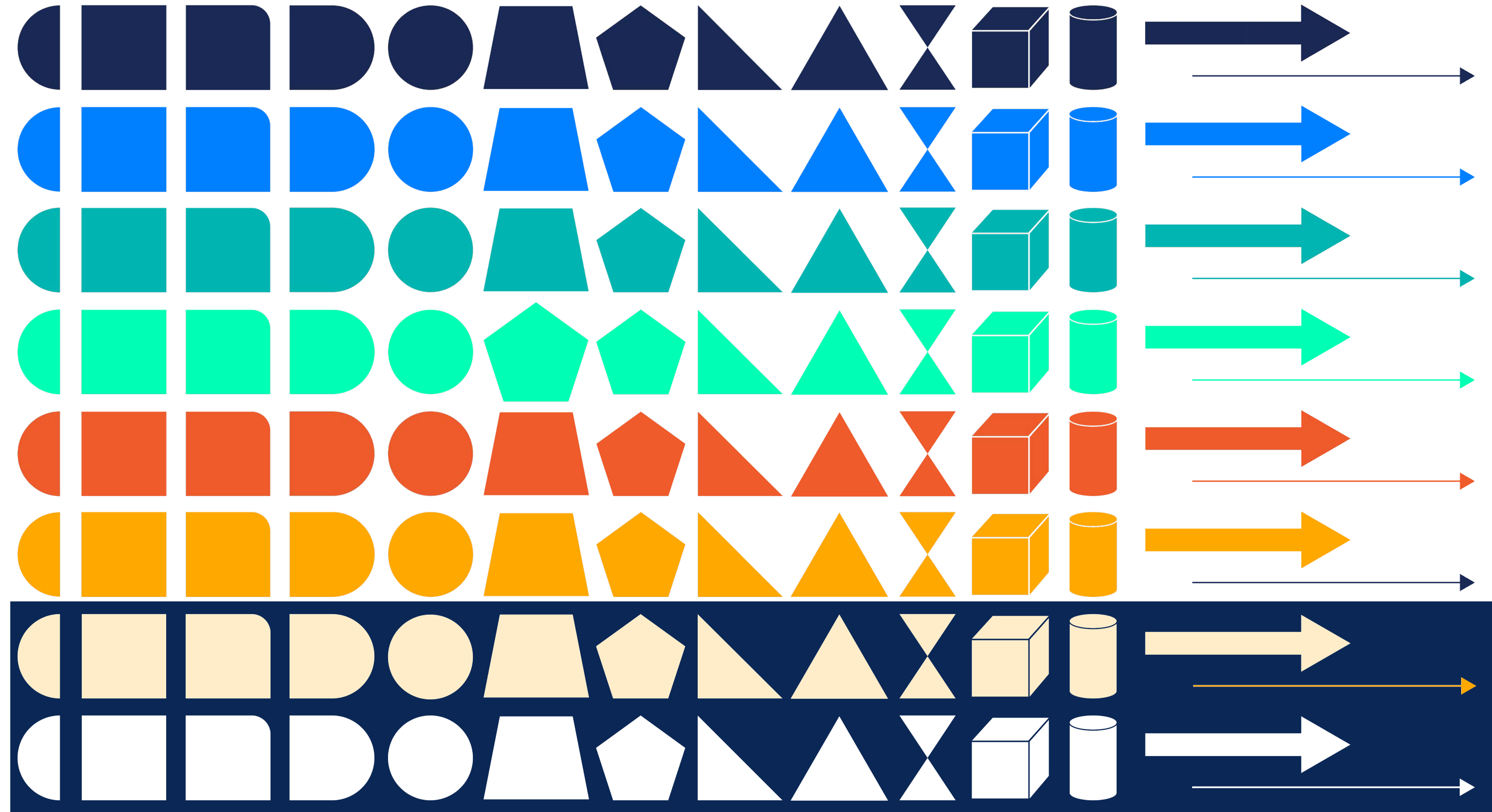


Viewability



VOD

GEOMETRIC ACCENT SHAPES

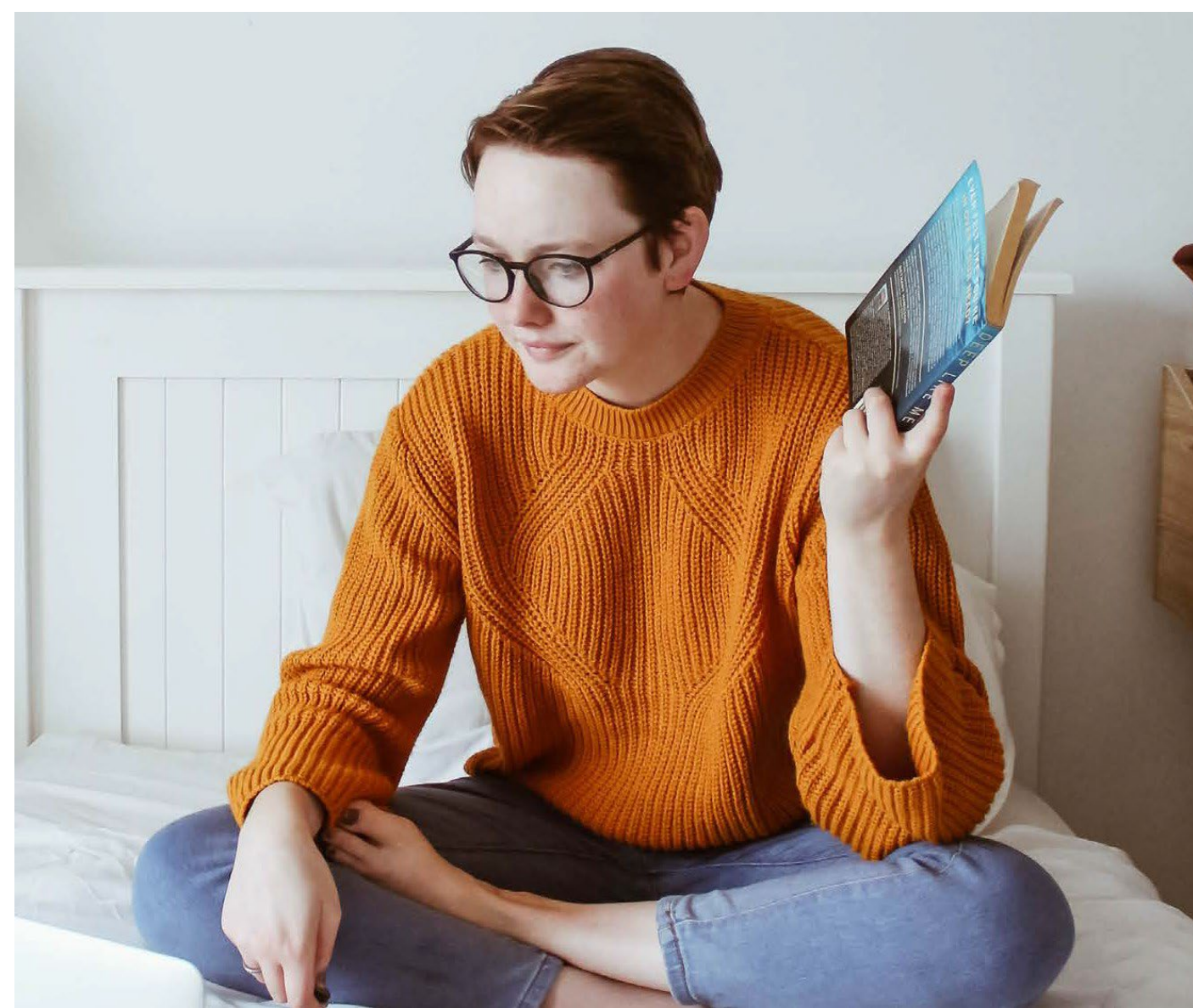


PHOTOGRAPHY



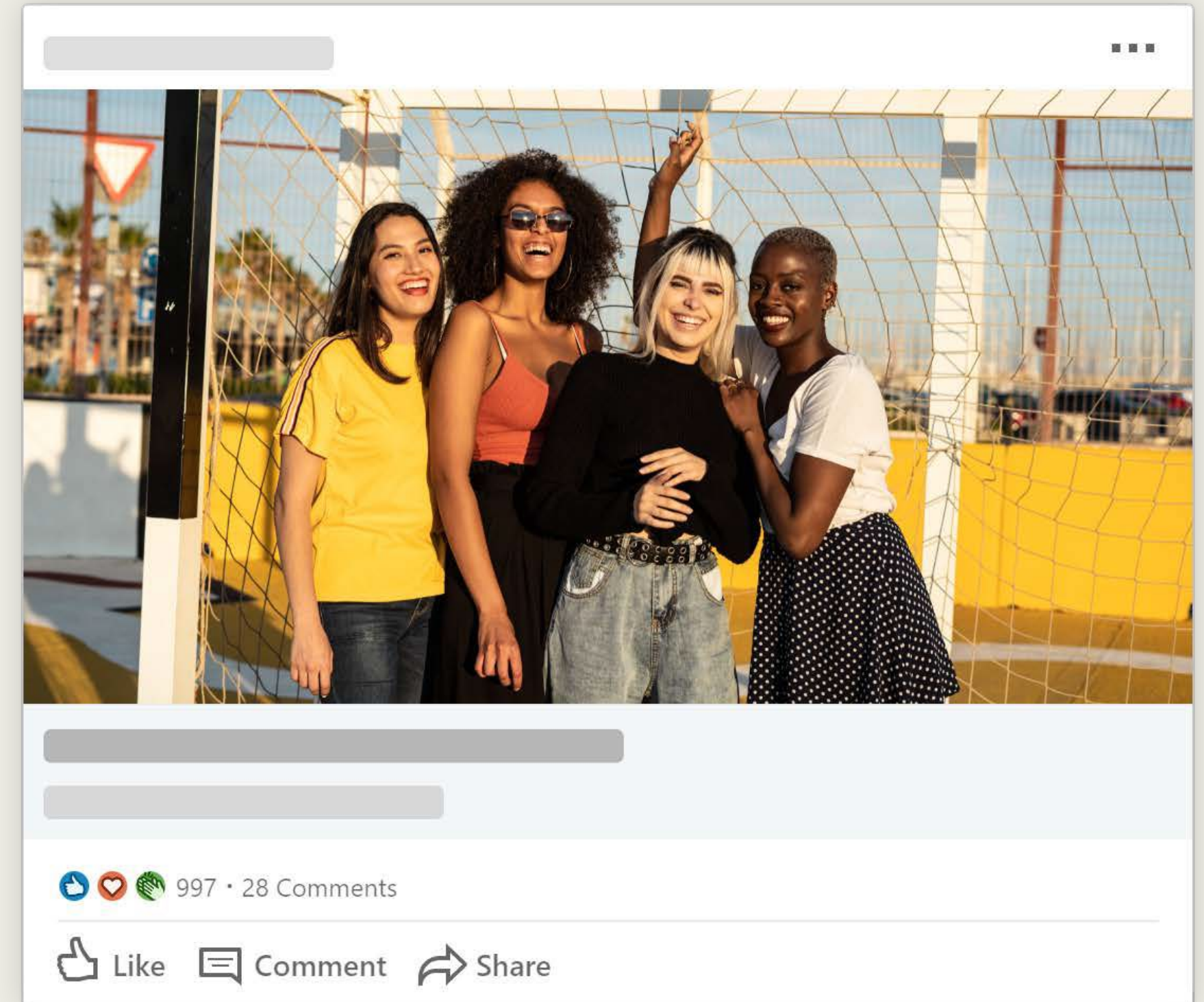
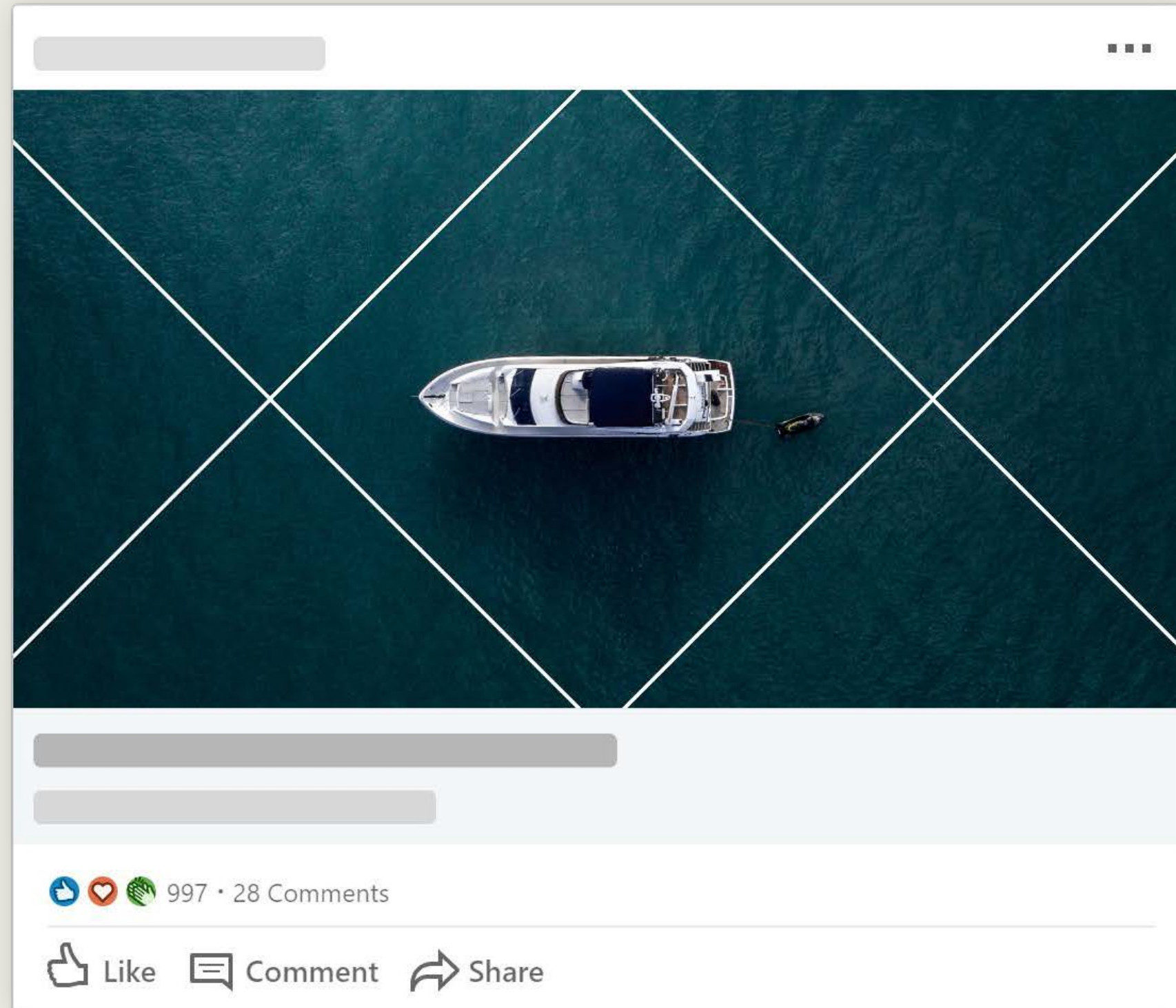
The Photo Brief

Both consumers and our employees should be represented using realistic lighting and in an at-home or outdoor, real-world environment. Lighting is preferably natural and slightly bright, perhaps shot on a slightly cloudy day when natural light is diffused. Use white space and look for clarity of the subject in the image. Avoid patterns or busy textures that distract.



SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS

LinkedIn 



SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS



GroupM @groupm

Suspendisse ac nibh sapien. Nulla nec tempor risus. Pellentesque blandit aliquet porta. Praesent viverra vestibulum fringilla sed odio diam scelerisque.



5:03 PM - Mar 26, 2020

189 Retweets 1255 Likes

GroupM @groupmworldwide

Interdum, vel lobortis enim tristique. Nulla porta odio sed efficitur congue. Sed dignissim odio in lacus aliquet semper. Pellentesque rutrum iaculis fermentum. #mediastategy #backtoschool



5:03 PM - Feb 26, 2020

7.7K Retweets 43K Likes

GroupM @groupm

Cras sapien nunc, consequat sed sem sed, sollicitudin feugiat libero. Integer lacinia, erat ac scelerisque faucibus, neque augue vel tempor urna ex sed leo.




11:27 AM - Apr 12, 2020

212 Retweets 1631 Likes

GroupM @groupmworldwide

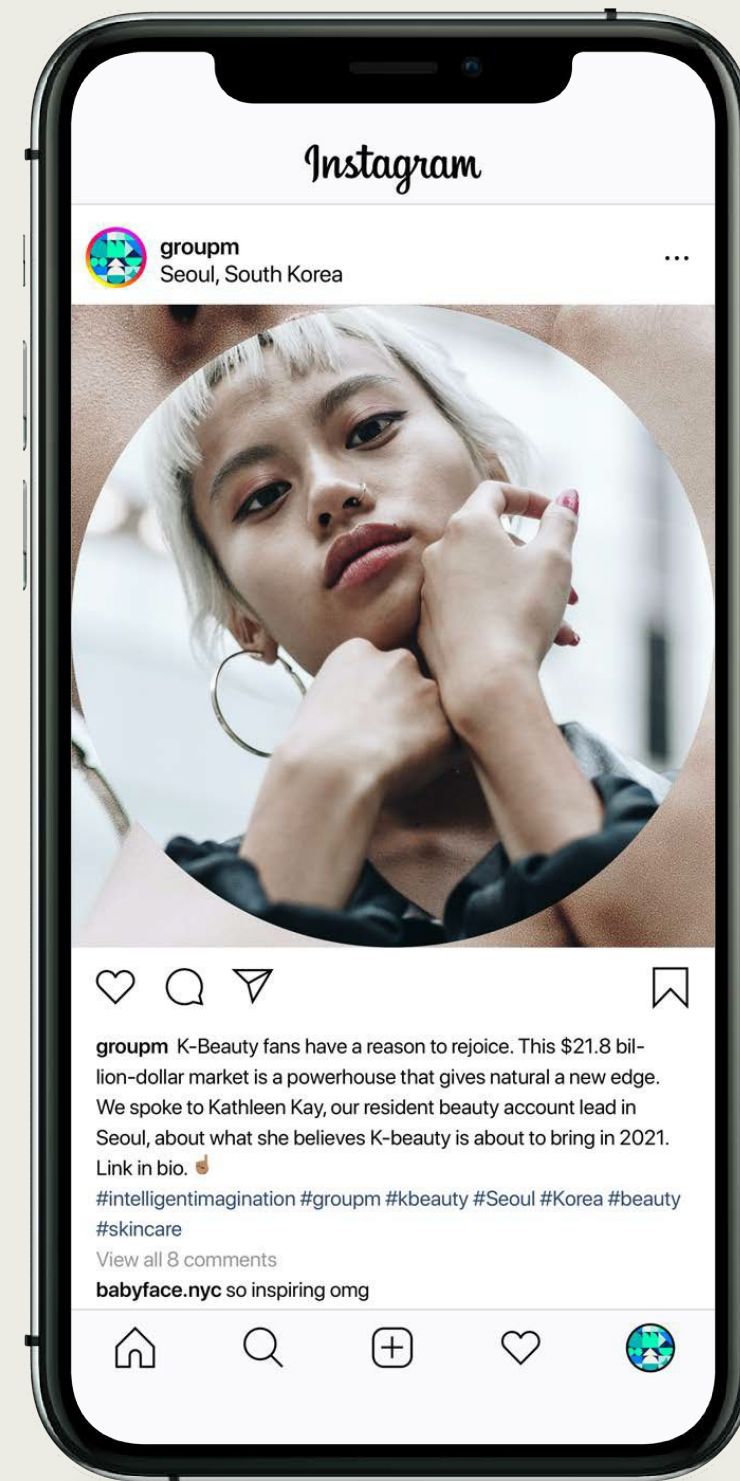
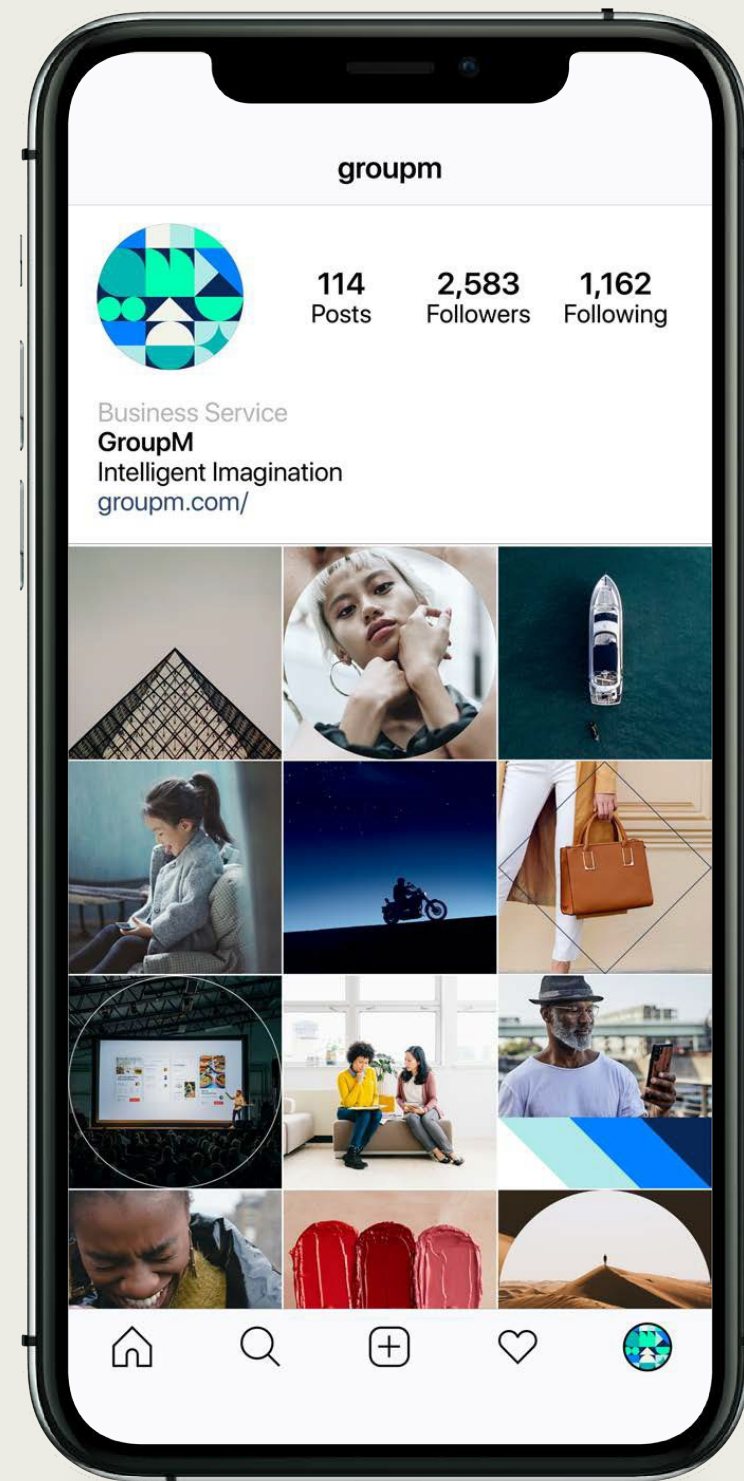
Cit amet, consectetur adipiscing elit. Aliquam tincidunt odio a justo tincidunt feugiat. Vestibulum efficitur nunc quis dolor. #medialife #mobilegaming #wearingheadphonesathome



5:03 PM - Feb 26, 2020

7.7K Retweets 43K Likes

SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS



QUESTIONS?

CONTACT BRAND@GROUPEM.COM
