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
INTELLIGENT IMAGINATION

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

DEEP NAVY

DEEP NAVY + BRIGHT BLUE

WHITE

WHITE + BRIGHT BLUE
PREFERRED SOLID LOGO COLOR USAGE

(groupm)  (groupm)  (groupm)  (groupm)  (groupm)

(groupm)  (groupm)  (groupm)  (groupm)  (groupm)
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
GROUPM LOCK-UP WITH BUSINESSES

GLOBAL MAIN AGENCIES LOCK-UP

groupm | MINDSHARE | mediacom | Wavemaker | essence | mSix & Partners
Poppins is a bold and geometric font with rounded edges and sharp lines.
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
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
SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS
QUESTIONS?

CONTACT BRAND@GROUPM.COM