

MINI BRAND GUIDELINES

MARCH 2022

group^m

VISION

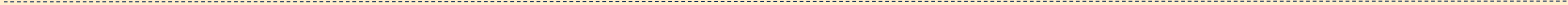
**TO BE RESPONSIBLE FOR
SHAPING THE NEXT ERA
OF MEDIA WHERE
ADVERTISING WORKS
BETTER FOR PEOPLE**

EMPLOYEE VALUE PROPOSITION

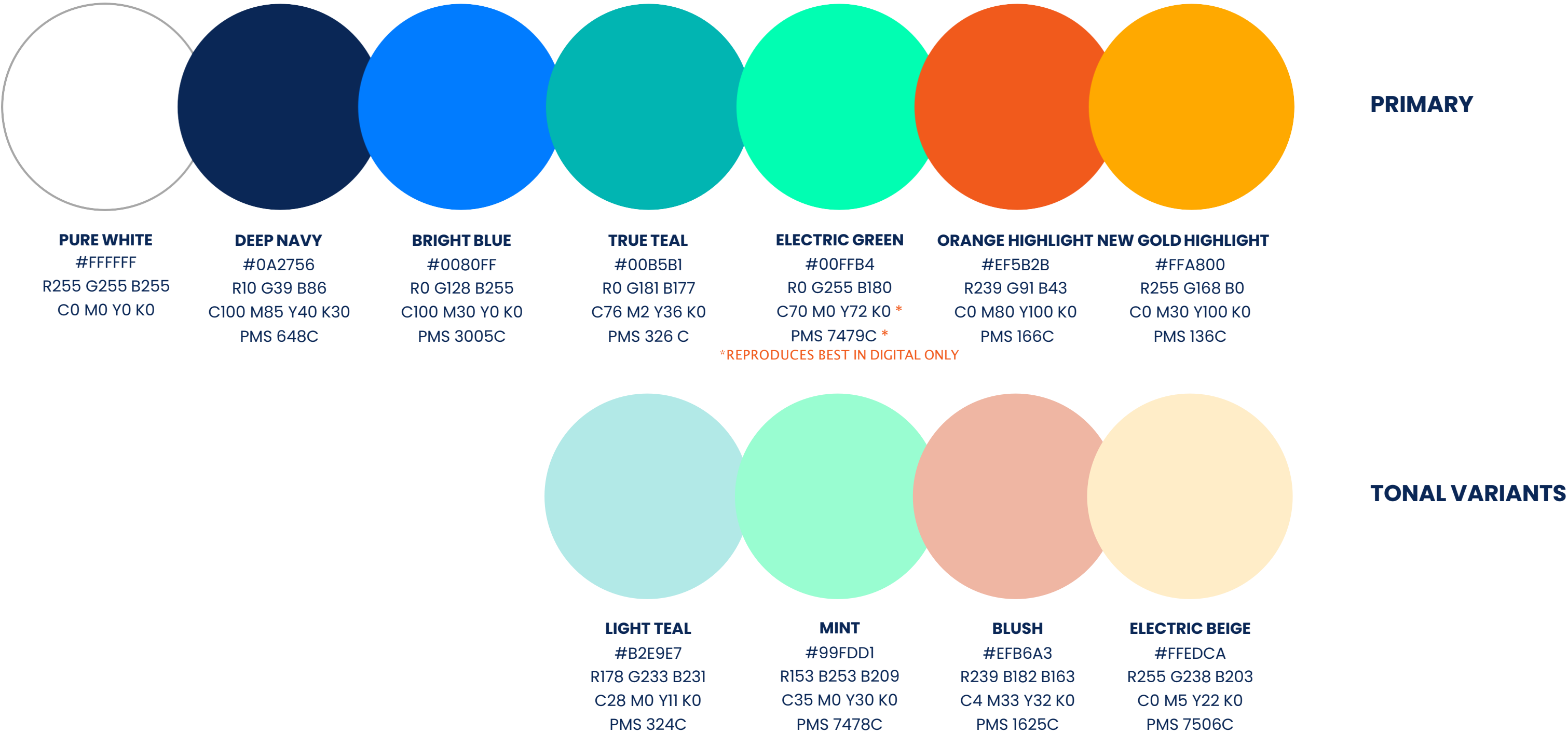
**TO OFFER FULFILLING
CAREERS THAT HELP
REDEFINE THE ROLE
OF MEDIA IN OUR
DAILY LIVES**

OUR STRUCTURE

MINDSHARE Wavemaker essence**mediacom** mSix & Partners



COLOR PALETTE





COLOR DISTRIBUTION

BRAND LOGOS

DEEPLY NAVY



DEEP NAVY + BRIGHT BLUE



WHITE



WHITE + BRIGHT BLUE



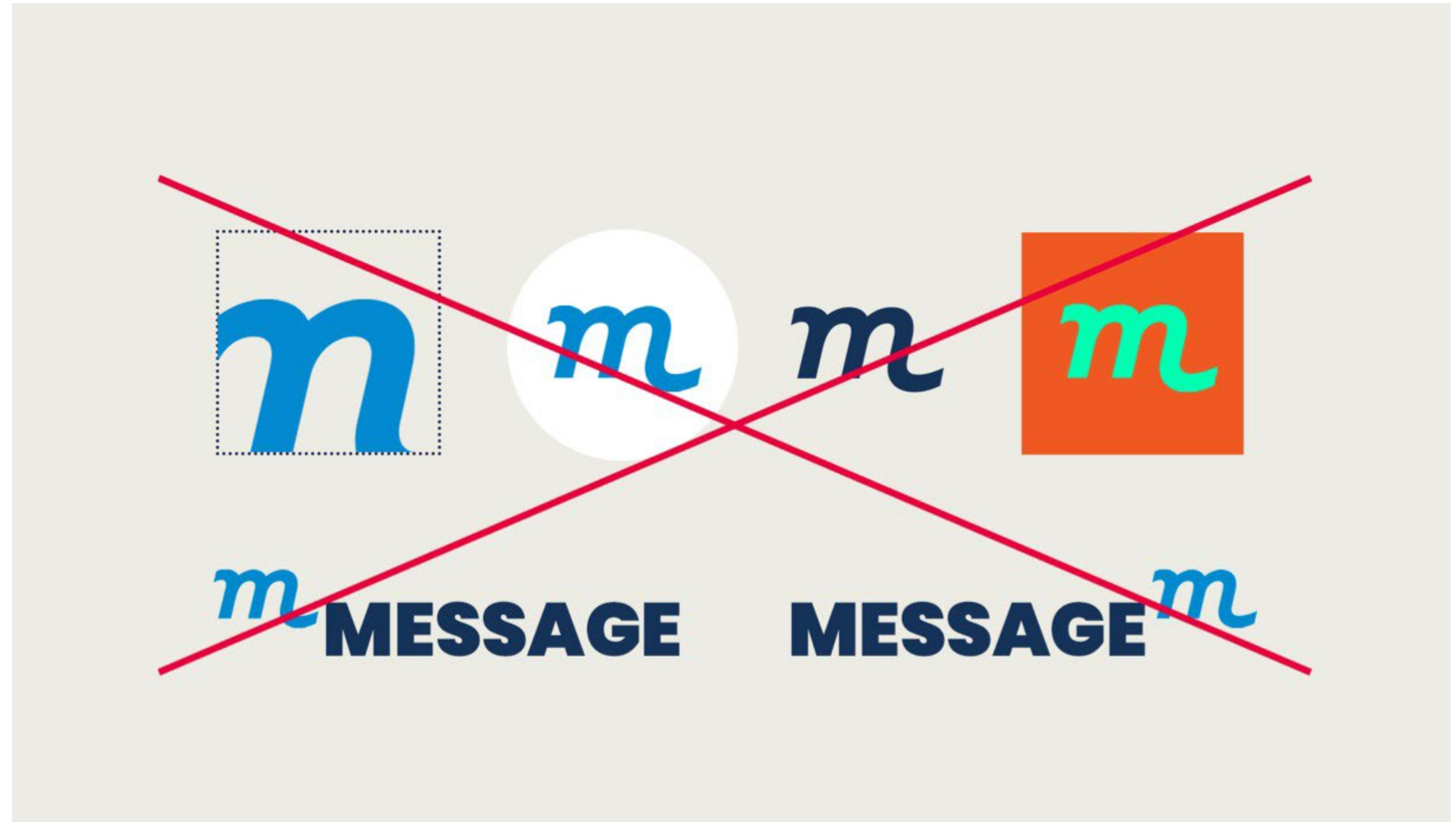
PREFERRED SOLID LOGO COLOR USAGE



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



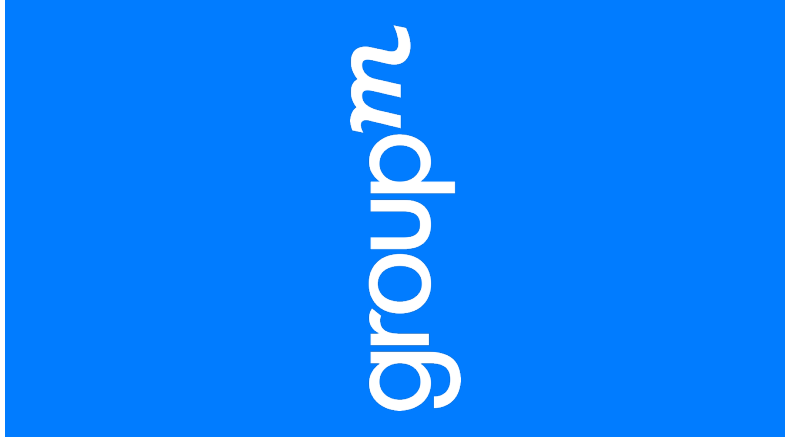
DO NOT change the logo color



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 your will lose contrast



DO NOT use the white logo on a light background or your 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

Wavemaker

essence**mediacom**

mSix® Partners

OUR FONTS

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

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

HEADLINE

SUB-HEADER

Chart Title

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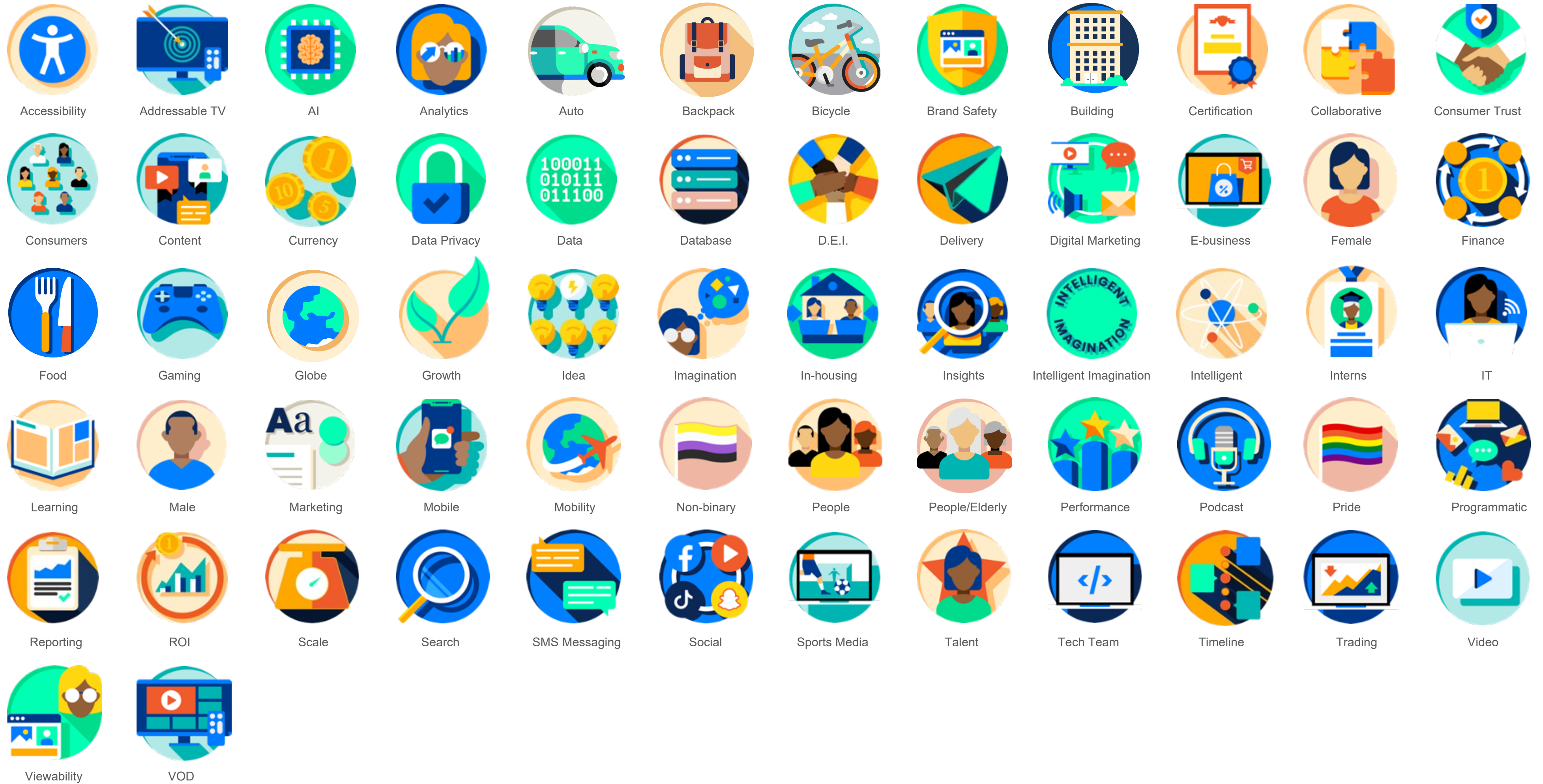
“Pull quote dolor sit amet, consectetur adipiscing elit.”

FIRST LAST
JOB TITLE

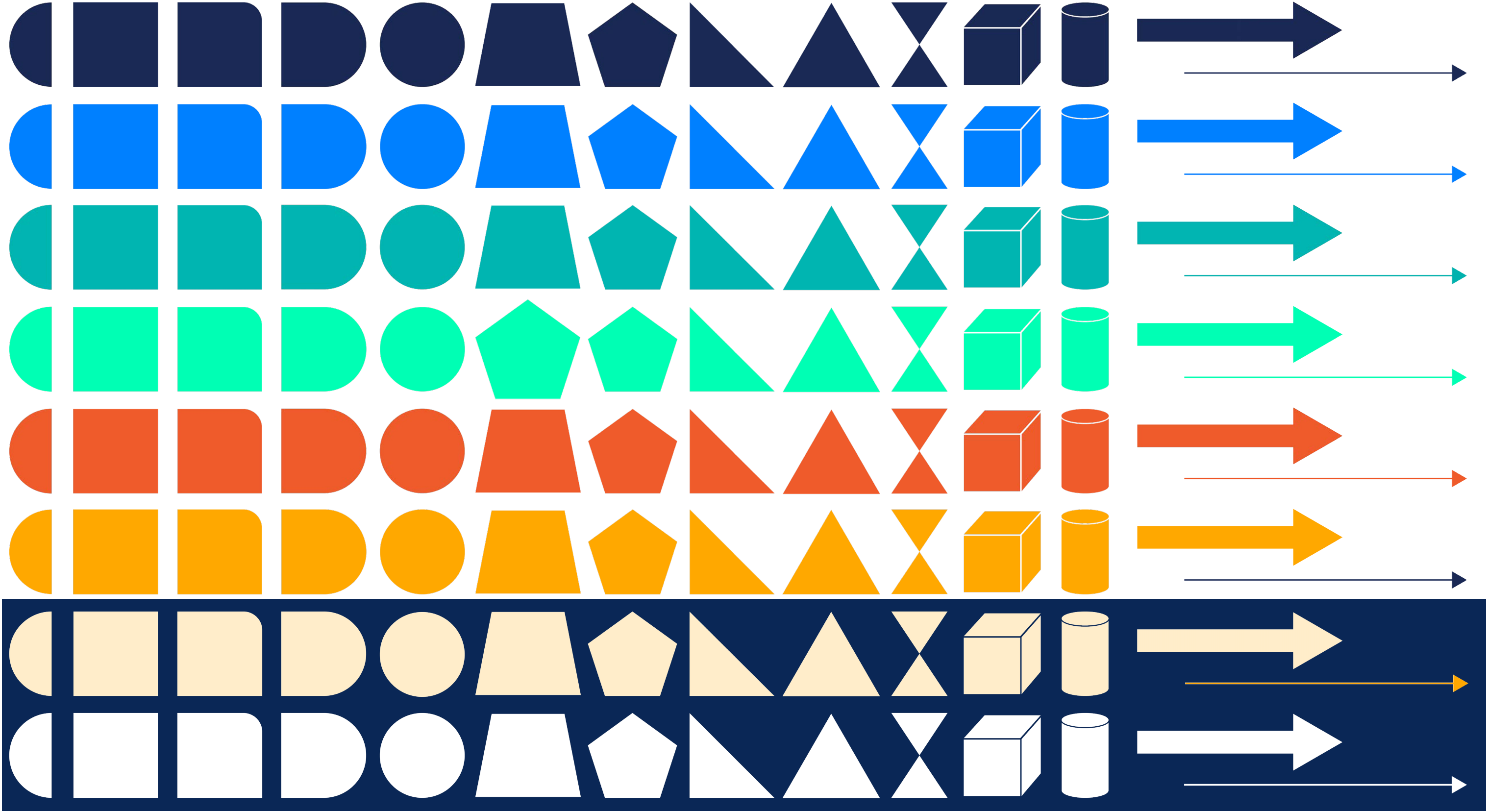
CTA BUTTON

Caption text below a photo or for when listing sources

ICONOGRAPHY STYLE



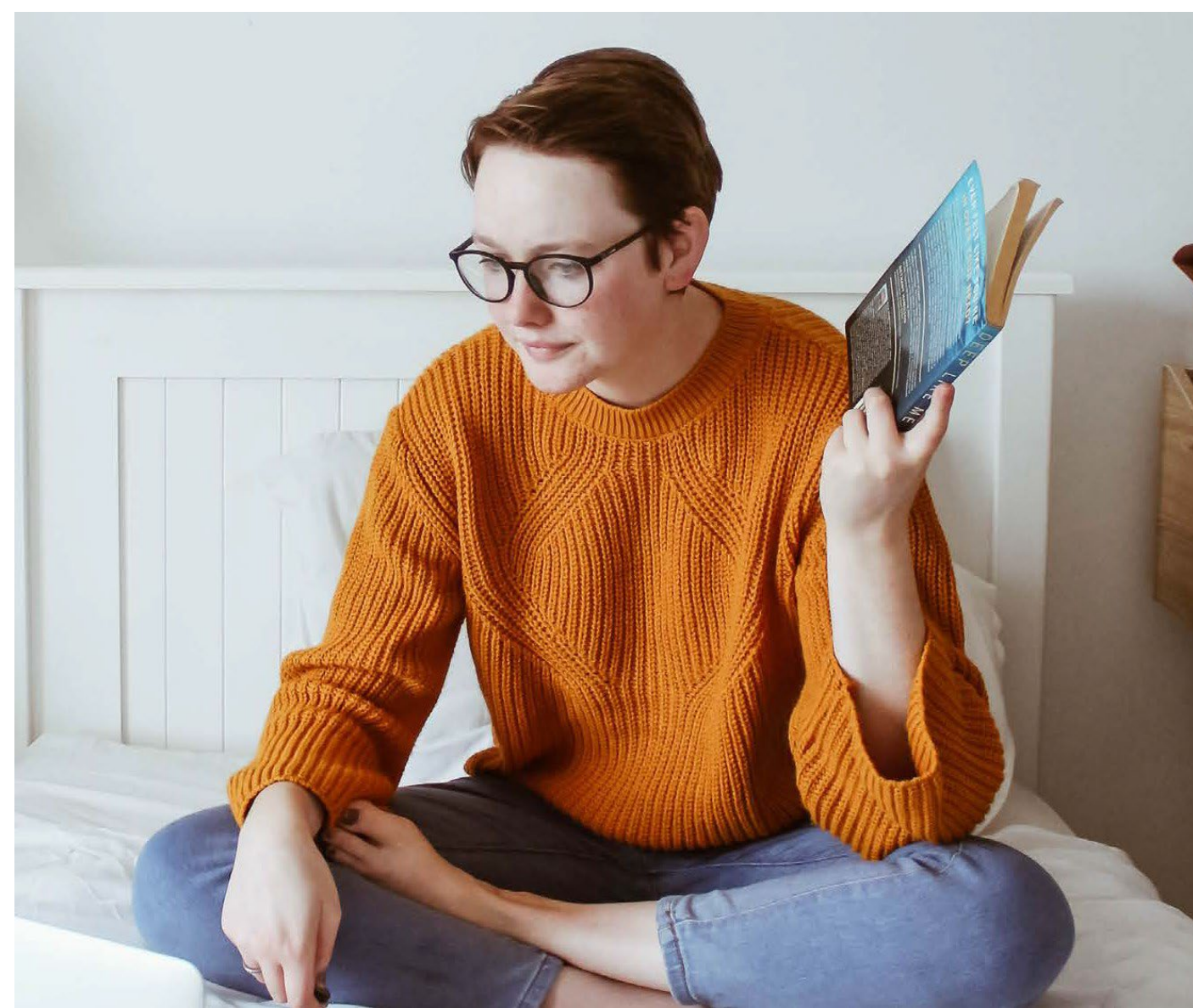
GEOMETRIC ACCENT SHAPES



PHOTOGRAPHY

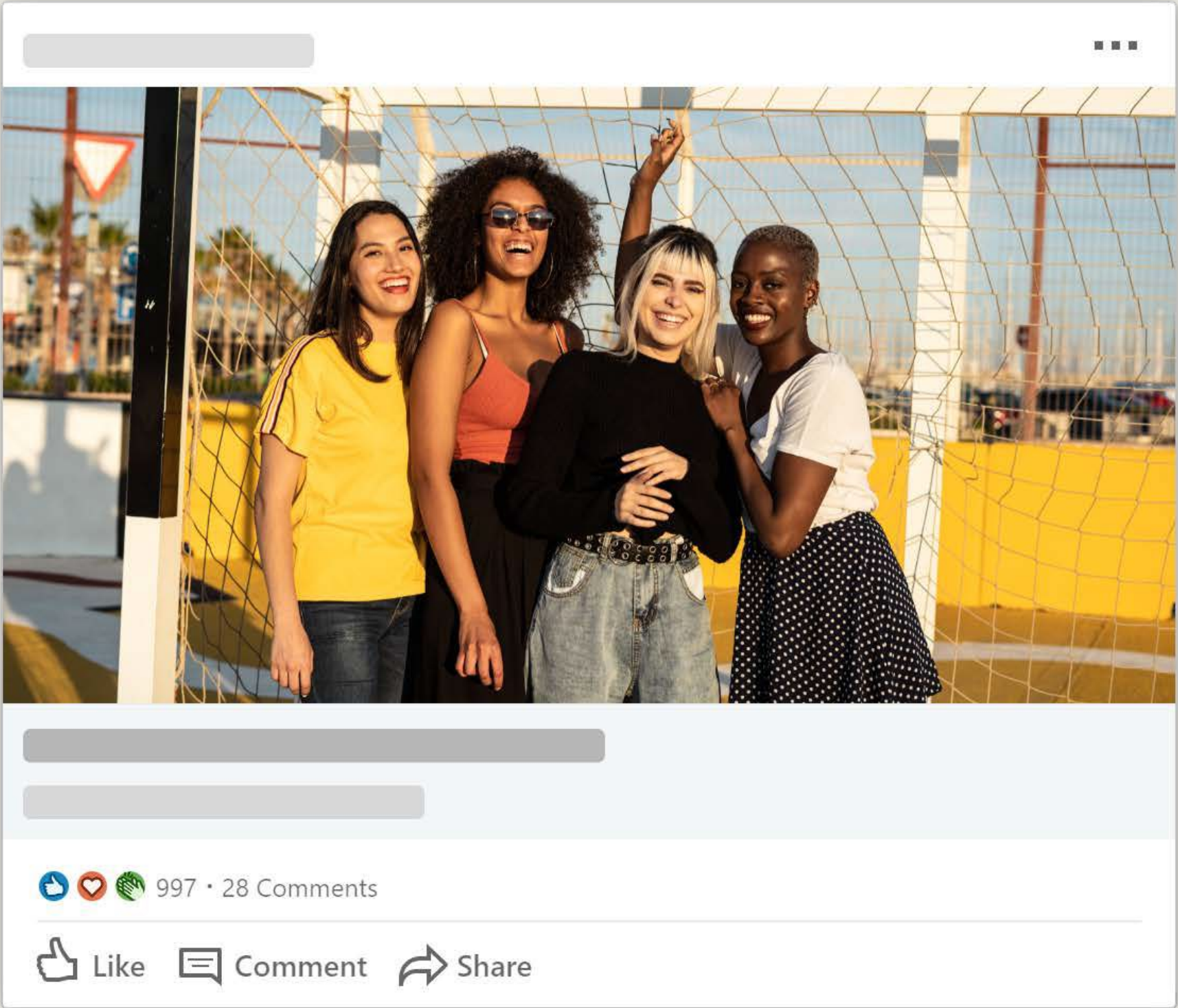
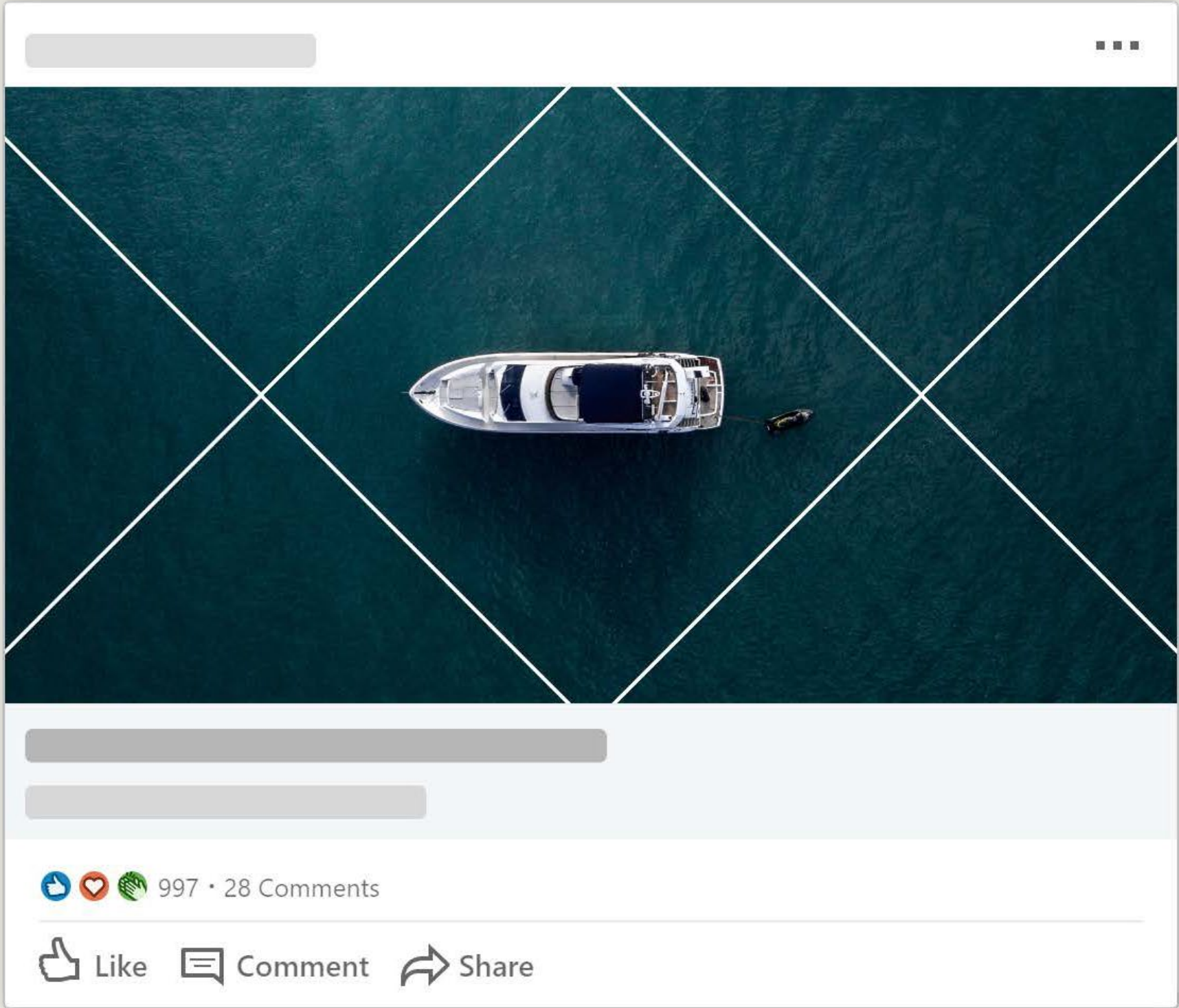
The Photo Brief

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



SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS



QUESTIONS?

CONTACT BRAND@GROUPEM.COM
