GroupM brand guidelines

NOVEMBER 2023
GroupM master logo and color usage

To maximize brand recognition and mature the GroupM brand, there are 2 primary logo variations, Deep Navy and White. The use of any other variations will be discontinued.

Download the master logo files here.
EXCLUSION SPACE RULES

To ensure maximum readability of our master logo, there are set standards around how much space must be left around it. The minimum exclusion space allotted is the height of the “m” from within the logo itself.
How not to use the “m”

It is very important to note that for the “m” you should NEVER:

1. Crop the letter.
2. Put the “m” inside a circle or other shape.
3. Let the “m” appear alone.
4. Alter the color of the “m” or place it on a low contrast color.
5. Change the color of the “m” in the logo.
6. Include the “m” before or after a word.
Logo usage rules

DO NOT change the color of the “m.”

DO NOT change the color of the logo.

DO NOT distort the logo.

DO NOT flip the logo vertically.

DO NOT angle the logo.

DO NOT place the navy logo on a background that will cause low contrast.

DO NOT place the white logo on a background that will cause low contrast.

DO NOT put a drop shadow on the logo.

DO NOT lock the logo up with other words or logos without the Global Creative Director’s approval.

DO NOT put the logo in a sentence or phrase, or 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.

At groupm, we make advertising work better for people.

PART OF groupm
GroupM logo lock ups

WITH AGENCY LOGOS

groupm MINDSHARE Wavemaker essence mediacom

WITH AGENCY LOGOS & BUSINESSES IDENTIFIERS

groupm MINDSHARE Wavemaker essence mediacom groupm nexus choreograph
While our hero font of Poppins has not changed, we have altered the font weights and case that are being used primarily. Additionally, we have removed the system font Arial in all places except certain web experiences and have limited the use of the body font, Georgia.

IN ORDER TO VIEW AND USE POPPINS, YOU MUST:

1. Download the font onto your desktop here.
2. Upload it onto your computer.
3. You will have to clear PowerPoint’s cache by force quitting the app, for the font to appear.
4. Once it is uploaded to your computer, you do not have to repeat this process.
Typography Hierarchy

Headline > Poppins light > Sentence case
Smaller or long headlines/pull quotes > Poppins light > Sentence case

SUBTITLES/CHART TITLES > POPPINS EXTRA BOLD > UPPERCASE
OR
Subtitles/Chart Titles/Names > Poppins Bold > Initial Caps

Body text > Poppins regular > Sentence case
Call out within body text > Poppins bold > Sentence case

Publication/Large body text > Georgia regular > Sentence case
Source Text > Poppins regular > Sentence case > Light colored text

00 Big numbers > Poppins Light
GroupM is the industry-leading media buying agency where advertising works better for people.


32% 32%

Stat info here Stat info here

01 Lorem ipsum dolor sit amet consectetur. Lorem ipsum dolor sit amet consectetur. Lorem ipsum dolor sit amet consectetur.

02 Lorem ipsum dolor sit amet consectetur. Lorem ipsum dolor sit amet consectetur. Lorem ipsum dolor sit amet consectetur.

Chart Title

Stat info here

Stat info here

CALL TO ACTION

CALL TO ACTION
Color palette

We are highlighting our more vibrant, bolder colors including deep navy, bright blue, true teal, orange and gold. The remaining muted colors from our palette will only be used when additional colors are needed for chart-making such as blush, electric beige, light teal and mint. Light grey is also included in the palette and should be used predominantly for backgrounds.

Download the color mix sheet here.
Thank you

QUESTIONS?

Contact the Global Brand team

brand@groupm.com