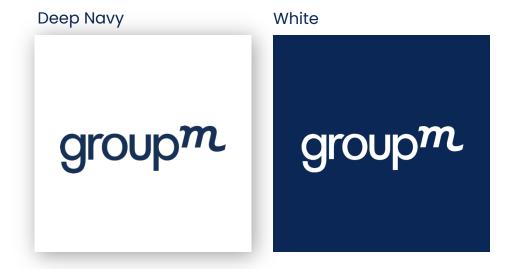groupm

GroupM brand guidelines

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groupm

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.

PRIMARY LOGO

Deep Navy

White

COLOR USAGE

GroupM master logo exclusion zone

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.

group^m

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.

group^m HEALTH & WELLNESS

DO NOT put the logo in a sentence or phrase, or mix fonts as seen below.

At group^m we make advertising work better for people.

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

group^m nexus
PART OF group^m

DO NOT crop/cut the logo off.

GroupM logo lock ups

WITH AGENCY LOGOS

groupm   MINDSHARE   Wavemaker   essencemediacom

WITH AGENCY LOGOS & BUSINESSES IDENTIFIERS

groupm   MINDSHARE   Wavemaker   essencemediacom   groupm nexus   choreograph

Aa

Poppins Light

—

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn 0o Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
01234567890
!@#$%^&*( )+

Typo graphy

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 industries leading media buying agency

WHERE ADVERTISING WORKS BETTER FOR PEOPLE

Lorem ipsum dolor sit amet conseguir. Lorem ipsum dolor sit amet conseguir. Lorem ipsum dolor sit amet conseguir. Lorem ipsum dolor sit.

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CALL TO ACTION
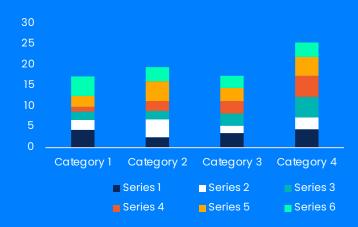
Publication title goes here

PUBLICATION TOPIC, BYLINE, OR SUBTITLE GOESHERE

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Chart Title

■ Series 1	■ Series 2	■ Series 3
■ Series 4	■ Series 5	■ Series 6

Source Text

GroupM is the industries leading media buying agency

WHERE ADVERTISING WORKS BETTER FOR PEOPLE

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" Pull quote lorem ipsum dolor sit amet conseguir. Pull quote dolor sit amet conseguir."

FIRSTNAME LASTNAME
JOB TITLE

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.

primary colors

Deep Navy
#0A2756 / 10 39 86 / 100 85 40 30 / PMS 648C

Bright Blue
#0080FF / 0 128 255 / 100 30 0 0 / PMS 3005C

True Teal
#00B5B1 / 0 181 177 / 76 2 36 0 / PMS 326C

White
#FFFFFF / 255 255 255 / 0 0 0 0

Light Gray
#F2F2F2 / 242 242 242 / 4 2 2 0 / PMS 420C

secondary colors

Gold
#FFA800 / 255 168 0 / 0 30 100 0 / PMS 136C

Orange
#EF5B2B / 239 91 43 / 0 80 100 0 / PMS 166C

Electric Green
#00FFB4 / 0 255 180 / 70 0 72 0 / PMS 7479C

chart-making

Light Teal
#B2E9E7 / 178 233 231 / 28 0 11 0 / PMS 324C

Mint
#99FDD1 / 153 253 209 / 35 0 30 0 / PMS 7478C

Blush
#EFB6A3 / 239 182 163 / 4 33 32 0 / PMS 1625C

Electric Beige
#FFEDCA / 255 238 203 / 0 5 22 0 / PMS 7506C

groupm

Thank you

QUESTIONS?

Contact the Global Brand team

brand@groupm.com