

GroupM brand guidelines

NOVEMBER 2023

Evolve & refine

What's new

- Updated typography treatments and applications from – **POPPINS BLACK ALL CAPS** – headlines to – Poppins Light Sentence Case – headlines.
- Color palette refinement – utilizing our brighter colors as primary and sunseting pastels for chart-making only.
- Incorporating and cross-channeling graphic element treatments between GroupM master brand and business units, such as GroupM Nexus (M-velope / X graphic).
- Bolder, more dramatically lit, AI generated and stock imagery.
- Simplified line graphic iconography representing a surplus of categories & terms.

01

Who we are

Being the world's leading media investment company, we hold our business, employees, and clients to a high standard to carry out our vision, mission, and value propositions.

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





GroupM master logo & logo usage guidelines

The GroupM master logo is arguably the most recognizable element of our brand. With two primary color options and guidelines around its usage, it is important to make sure that when included in your content, that it shows up correctly.

You will find usage rules regarding the teams and initiatives identifiers within GroupM, that may or may not allow the logo to be used within them.

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.



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.



GroupM logo lock ups

WITH AGENCY LOGOS



WITH AGENCY LOGOS & BUSINESSES IDENTIFIERS



Brand Teams & Initiatives

IDENTIFIERS

Identifiers are created in conjunction with the GroupM master logo and are used to represent a team or business that sits within GroupM but has its own specialty focus.



WORDMARKS

Wordmarks are for initiatives, reoccurring events, publications or programs within GroupM. They are written out in the Poppins font in a variety of ways and do NOT include any part of the GroupM master logo.

Exception: NextM has been grandfathered into this system.



03

GroupM brand guidelines

When thinking about a brand, there are many elements to consider. In this section of the guidelines, we will walk you through the colors and fonts, along with their usage rules. Having consistent treatment of these items is crucial in establishing brand recognition.

A a

Poppins Light

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo 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.

How have our type treatments changed?

PREVIOUSLY

Poppins Black in all caps was our primary font, which was a heavy, block text and often restrictive. Paired with Georgia for body copy, created often dense bodies of text.

CURRENTLY

We are highlighting Poppins Light and using sentence case lettering to allow for a lighter feel to the text. With this comes maturity, and openness, making the brand feel more inviting. To help create some emphasis though, Poppins Extra Bold can be used for items such as CTA's or subtitles. Poppins regular will replace most body copy.

GROUPM IS THE WORLD'S LEADING MEDIA INVESTMENT COMPANY

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GroupM is the world's leading media investment company

WHERE ADVERTISING WORKS BETTER FOR PEOPLE

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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

PPT, PRINT, IMAGE DESIGN

POPPINS

GroupM is the world's leading media investment company

WHERE ADVERTISING WORKS BETTER FOR PEOPLE

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02 Lorem ipsum dolor sit amet consequir. Lorem ipsum dolor sit amet consequir.

CALL TO ACTION

PUBLICATION DESIGN

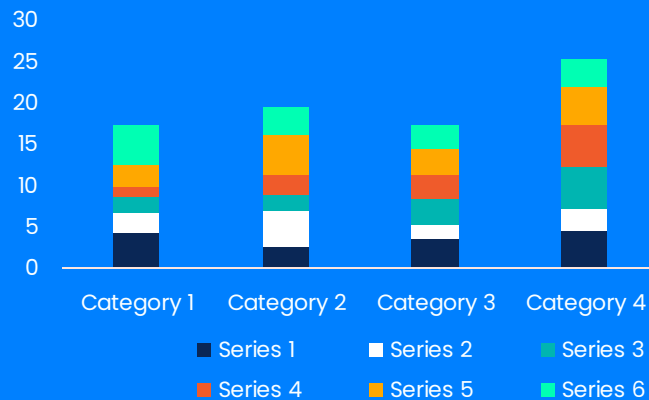
POPPINS & GEORGIA

Publication title goes here

PUBLICATION TOPIC, BYLINE, OR SUBTITLE GOESHERE

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Chart Title



Source Text

SHAREPOINT/WEB DESIGN

ARIAL OR SYSTEM DEFAULT FONT

GroupM is the world's leading media investment company

WHERE ADVERTISING WORKS BETTER FOR PEOPLE

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“Pull quote lorem ipsum dolor sit amet consequir. Pull quote dolor sit amet consequir.”

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

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

secondary
colors

chart-
making

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

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

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

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



Graphic elements guidelines

To support the primary brand elements of the GroupM brand, an extended library of graphic elements can be used to enhance designs and continue to increase brand recognition. The main graphic elements for the GroupM brand include the M-Stamp, the "M-velope," shapes and icons. Descriptions on the rules and regulations around how to use these graphic elements as well as examples of how they can be used, can be found in this section.

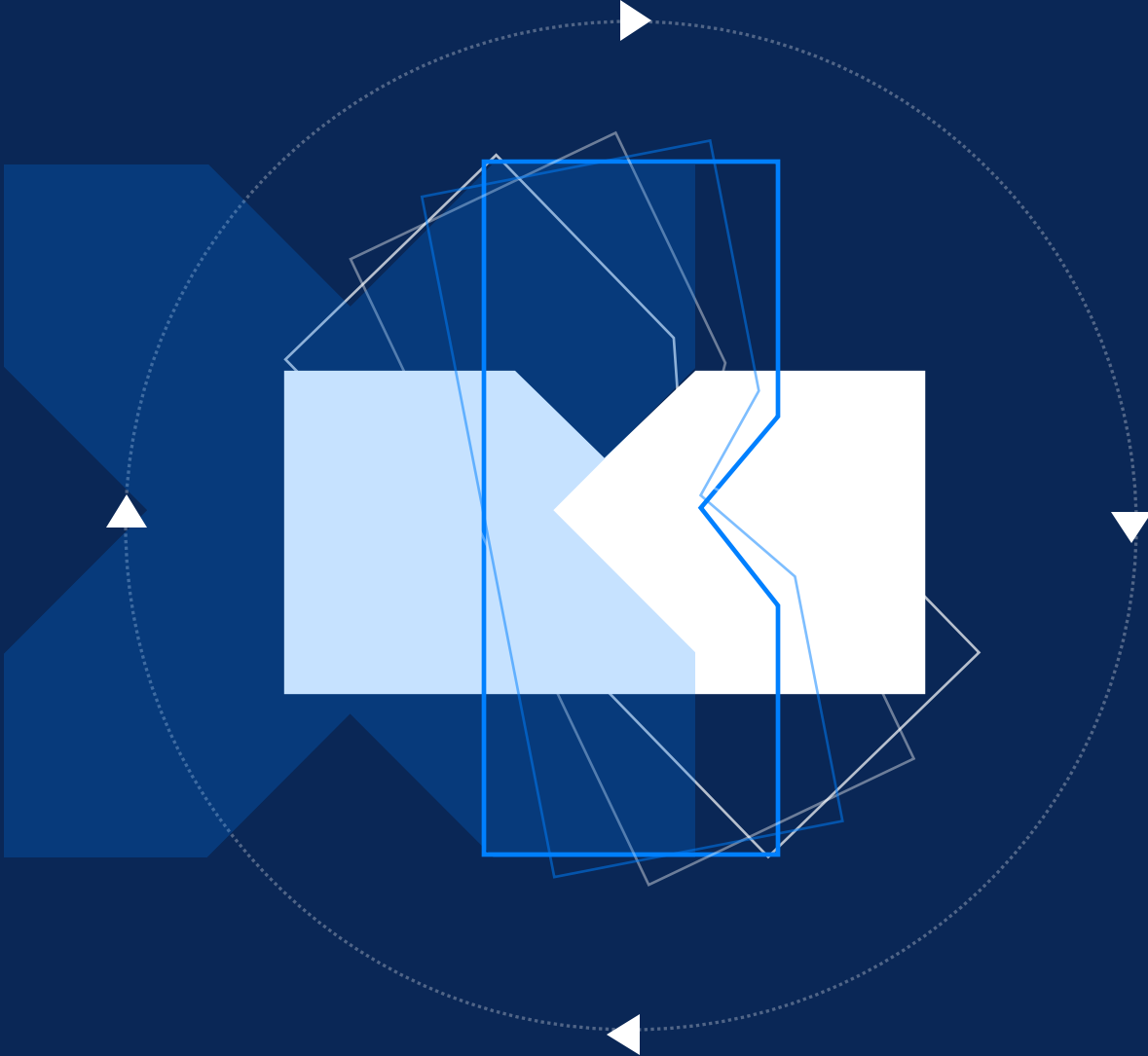
Graphic elements

M-VELOPE

The abstracted M is constructed of a solid, sharp-edge shape that represents the foundation of our organization. The triangular dip on top that points towards the middle represents our data enthusiasts, media scientists and creative thinkers that are at the center of our business.

It is important to note that it does not replace the GroupM logo, but rather is an additional asset to help enhance brand recognition, as well as used in variation by GroupM Nexus to help visually connect to its parent brand. You can see this when the element is rotated which aligns the negative space of the element to the GroupM Nexus "X."





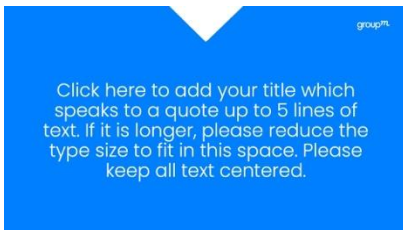
M-velope visual explanation

GROUPM M-VELOPE > GROUPM NEXUS X GRAPHIC

This is the M-velope in its original shape and orientation.



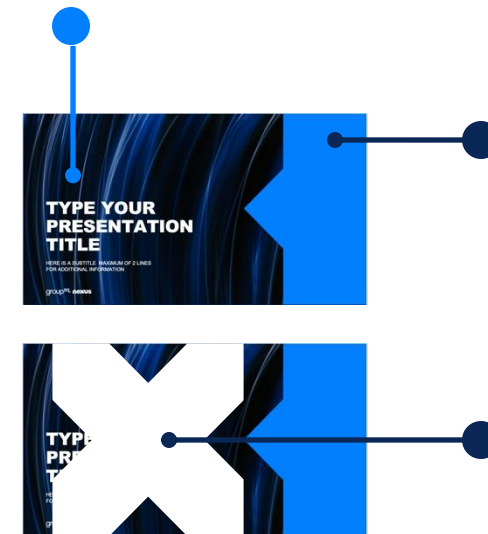
When formatted to fit a slide it acts as a container for words, a nice background or way to create a central focus.



Rotate the M-velope 90 degrees and you get a portion of the GroupM Nexus X, as seen on the right when overlaid.



This space on the slide is the positive space of the X with one side extended.



This space on the slide is the negative space of the X.

You can see more clearly see this when overlaid.

M-velope guidelines

M-VELOPE



Scale the shape proportionally.



Adjust the length or width of the shape, as long as it is done so symmetrically and fits the desired specs of your canvas.



Adjust the size of the negative triangle cut out of the shape if scaled up, but make sure it is done proportionally.

M-VELOPE



Alter the orientation of the shape. No angular or upside M-velopes should be used.



Orient them in a pattern. It should only be used once in a design.



Stretch the shape or alter the angle/proportions of the negative triangle cut out within.



Pair the GroupM logo with the shape.

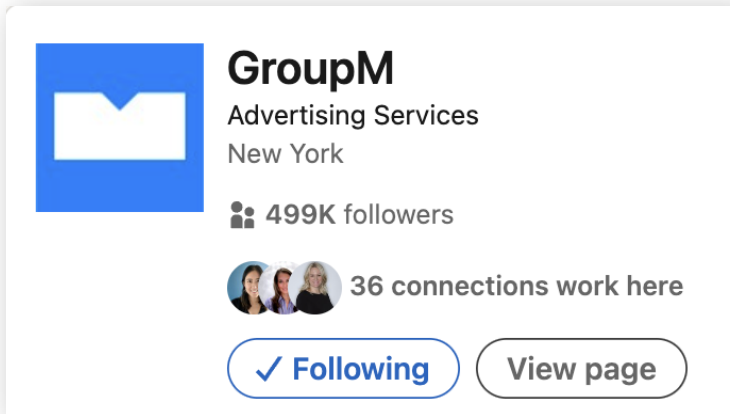
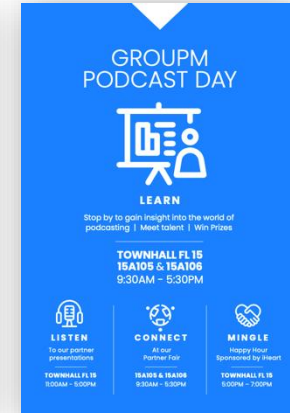
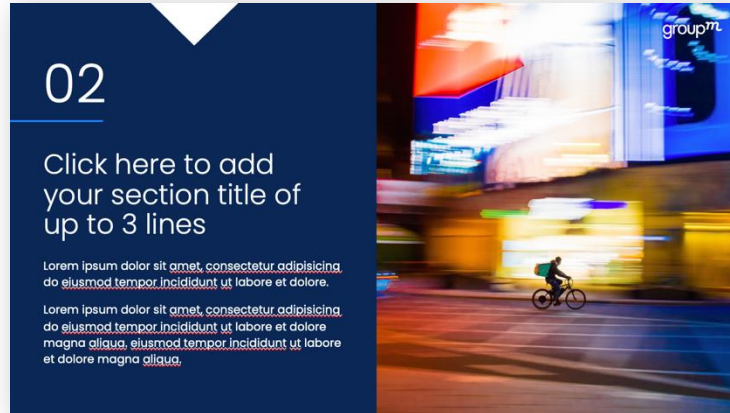
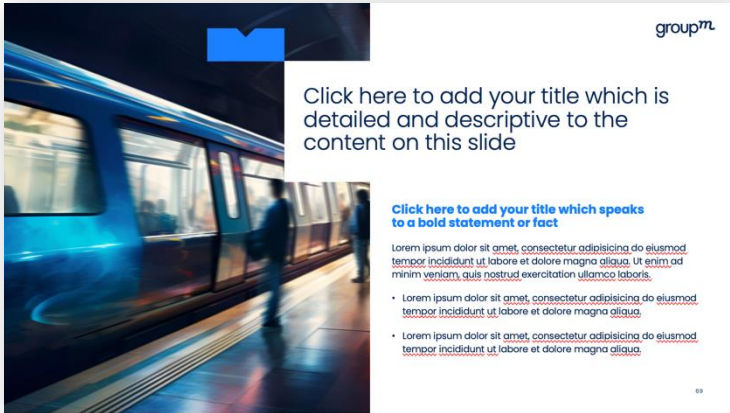
IMPORTANT NOTE

Should you need to represent the GroupM name in conjunction with this graphic element, please be sure it is typed out in Poppins Regular, ALL CAPS, and spaced out properly for readability.

There are few use cases for this treatment. You must reach out to brand@groupm.com for approval before using.



M-velope applications



Graphic elements

M-STAMP

The M-Stamp is made up of various M's from publicly available fonts and some custom art. The stamp represents GroupM's imagination and is a graphic element that can bring brand ownership and recognition to the things we place it on top of. The m's that make up the m-stamp pattern are never to be used individually or in place of the m in the GroupM master logo.



M-stamp guidelines

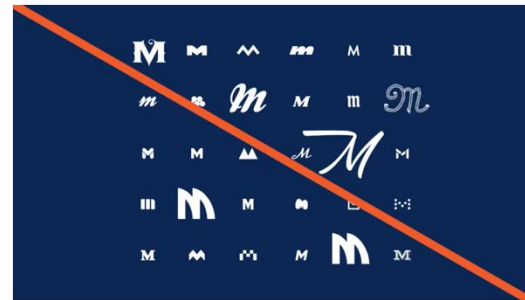
Never use less than 6 m's with only 4m's in complete view.



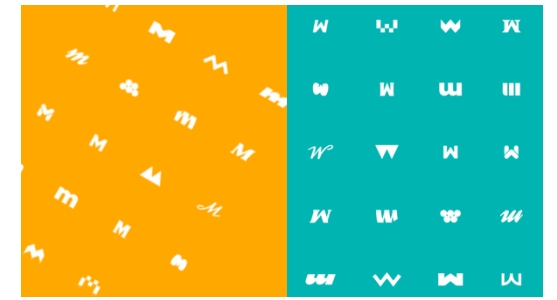
Do not place the m's stamp on top of text or detailed imagery



Do not add new or different m's to the m-stamp pattern.



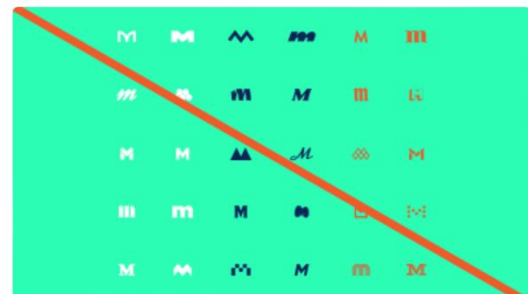
Do not rotate the m-stamp pattern on a diagonal or upside down



Do not move the m's around inside the stamp on your own.



The stamp must stay all one color* (Deep Navy or white)



Keep the m's the same size, orientation, and equally-distanced within the m-stamp pattern.



Do not distort or stretch the m-stamp pattern.



Graphic elements

SHAPES

Shapes are the building blocks for big ideas. These big ideas are born from our people with unique, creative and colorful minds from different cultures, backgrounds and experiences that work throughout our organization that help consumers connect with brands in meaningful ways.

These shapes carry symbolic meanings: circles represent unity, squares symbolize stability, and triangles suggest direction, growth and change. Shapes can evoke emotions and can help break down and better communicate complex ideas. Combining different shapes and arranging them strategically can help visually represent a concept and be used in storytelling.



Shape applications

Team/Initiative Name

Insert title here of up to 2 lines of text
insert title here of up to 2 lines of text

04 ↗

Click here to add your powerful and impactful fact in one line

Click here to add your key takeaway and claim it with a worthy stat **XXX%**

EVENT NAME OR LOGO

NORTH AMERICA

Click here to add your title

CLICK HERE TO ADD YOUR SUB-TITLE WHICH IS DETAILED AND DESCRIPTIVE TO THE CONTENT ON THIS SLIDE

MONTH XX, XXXX

AUTHORS:
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Lorem ipsum dolor
Lorem ipsum dolor
Lorem ipsum dolor
Lorem ipsum dolor
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THE GROUPM ROOFTOP
PART OF WPP AT CANNES

What piece of advice would you have given yourself pre-covid that would have helped your career today?

Refer a Friend

You work at GroupM because GroupM fits with you. **Now, refer a friend.**

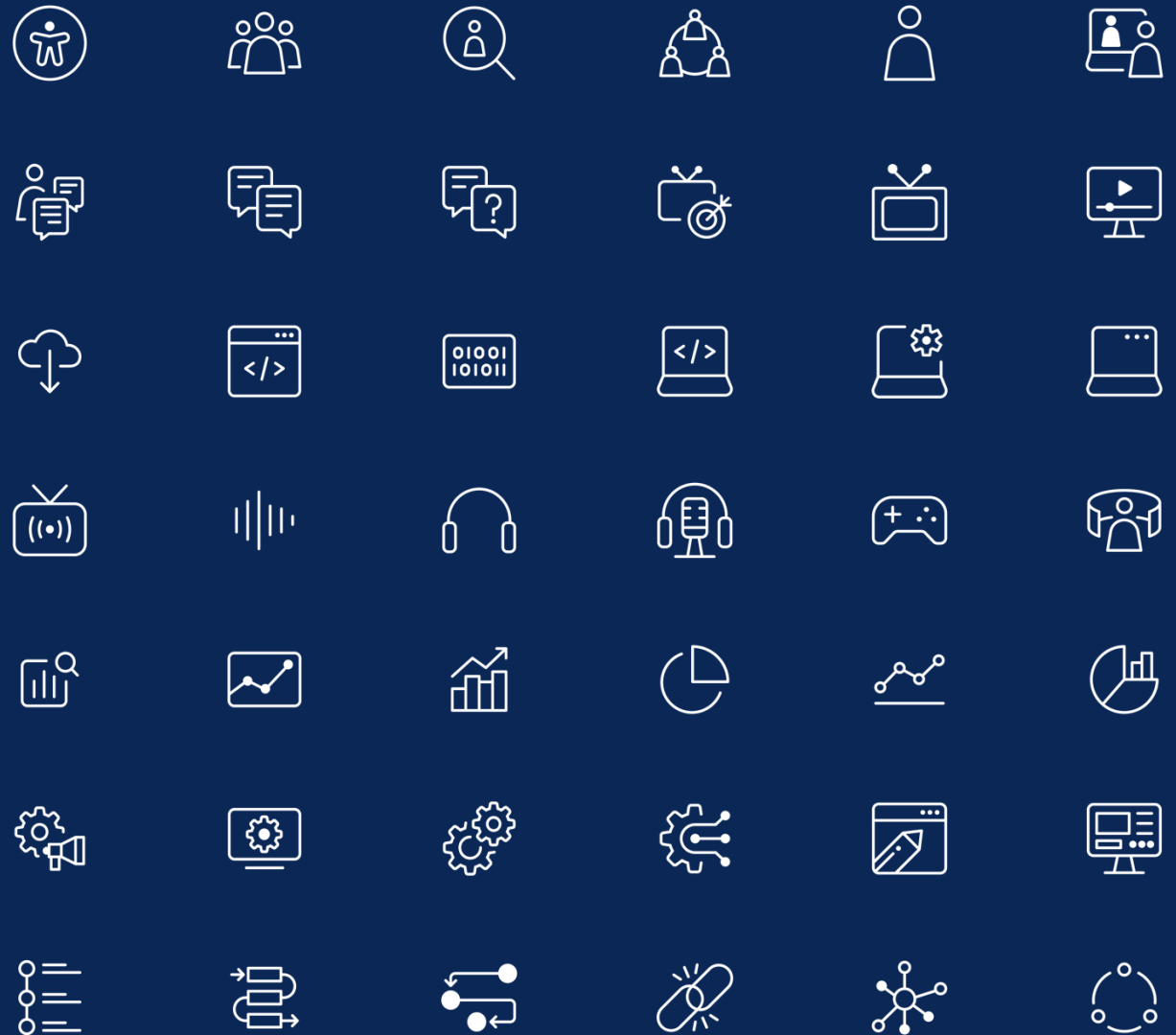
We make advertising work better for people.

groupm.com

Graphic elements

ICONOGRAPHY

Our new icon set consists of mono-weight, linear icons that compliment the sophisticated, refined approach to the brand. Consisting of over 150 icons that represent a variety of industry terms, processes, sectors, teams and more, these icons can enhance your content and help drive home the message you are communicating.



Icon applications

groupm

Click here to add your powerful and impactful fact

groupm

Click here to add your title which is detailed and descriptive to the content on this slide

- 01 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 02 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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99

JUNE 2023 • THIS YEAR NEXT YEAR | GLOBAL MID-YEAR FORECAST | CHANNEL UPDATES: AUDIO

groupm

▶ CHANNEL UPDATES

Audio

Global audio (including digital extensions) is forecast to decline 0.3% in 2023 and remain roughly flat over the next five years. We do not expect audio to regain pre-pandemic revenue despite the continued growth of digital audio, which is estimated to increase revenue 10.9% in 2023, reaching \$9.9 billion in 2028 (a five-year CAGR of 6.9%). There are pockets of growth for terrestrial audio, namely in Latin America and Africa. Audio growth in Kenya and Nigeria correlates closely with election cycles in those markets, leading to increases of 42.7% in 2022 and 20.9% in 2023, respectively. (See page 17 for more on political advertising revenue).

Digital extensions of audio, including digital formats at traditional radio stations and digital platforms such as Spotify, continue to increase their share of revenue. We expect digital to represent 36.5% of total audio by 2028. Innovation of format as well as content and technology will mark the ensuing years as media owners work out how to capitalize on the IP of lower-margin podcasts while also incorporating generative AI into their businesses. There are implications for the use of generative AI "hosts" or DJs, as trialed at Spotify, as well as questions of music copyright and the ability for generative AI to create music in the style of other artists without their permission, or compensation, as in the case of "Heart on My Sleeve," a song created by AI that mimicked Drake and The Weeknd and went viral before being taken down.

36.5%
2028 DIGITAL SHARE OF AUDIO

\$9.9 BILLION
SIZE OF DIGITAL AUDIO IN 2028

9

groupm

GLOBAL BUSINESS INTELLIGENCE

Global Video

groupm

GROUPM PRIVACY

Insert title of up to two lines of text here

GROUPM PODCAST DAY

LEARN

Stop by to gain insight into the world of podcasting | Meet talent | Win Prizes

TOWNHALL FL 15
15A105 & 15A106
9:30AM - 5:30PM

LISTEN
To our partner presentations
TOWNHALL FL 15
11:00AM - 5:00PM

CONNECT
At our Partner Fair
15A105 & 15A106
9:30AM - 5:30PM

MINGLE
Happy Hour Sponsored by Heort
TOWNHALL FL 15
5:00PM - 7:00PM

groupm

create

We make advertising work better for people



Image library guidelines

As our brand relies heavily on the colors, typography and graphic elements to help bring designs to life, sometimes there is the need to include images that represents our people, practices, and world. This updated image library emphasizes our brand colors and includes more extremely lit images. Both sourced stock images, as well as

AI generated images are included and work cohesively together. When choosing to include images from our library in your work, it is important that they evoke the mood, tone and subject matter of what you are trying to depict.

Stock imagery

The is where the strategic use of good imagery can help enhance a design or concept. When choosing to include images from our library in your work, it is important that they evoke the mood, tone and subject matter of what you are trying to depict.

This set of images has been curated through free stock websites and cover a wide range of topics, emotions, nationalities, genders, ages, environments, textures and more.

[Access the imagery library and imagery guidance here.](#)

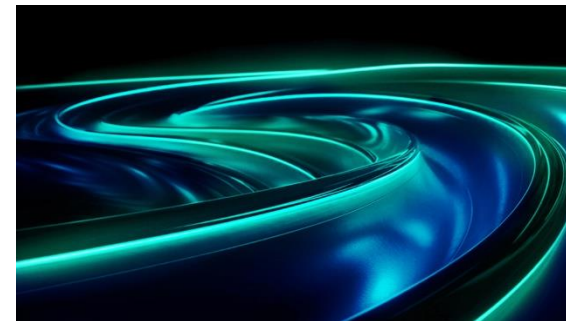


AI generated imagery

AI provides us the ability to create images through words in a whole new way. This AI image library was carefully curated to provide images that both resemble and enhance the world around us, represent the people and themes of our business and work strategically within the visual brand guidelines.

It's essential to note that the credit rights for these images are neutral; that is, they don't belong to any individual or entity. As a result, no one can claim exclusivity over these images. However, the non-exclusive nature of these images offers a distinct advantage: they can be freely utilized across a wide range of media platforms without any restrictions.

[Access the imagery library and imagery guidance here.](#)



Thank you

QUESTIONS?

Contact the Global Brand team

brand@groupm.com