

MINI BRAND GUIDELINES



MAY 2020

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**

POSITIONING

INTELLIGENT IMAGINATION

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



OUR STRUCTURE



COLOR PALETTE

PRIMARY

PURE WHITE	DEEP NAVY	BRIGHT BLUE	TRUE TEAL	ELECTRIC GREEN	ORANGE HIGHLIGHT	NEW GOLD HIGHLIGHT
#FFFFFF	#0A2756	#0080FF	#00B5B1	#00FFB4	#EF5B2B	#FFA800
R255 G255 B255	R10 G39 B86	R0 G128 B255	R0 G181 B177	R0 G255 B180	R239 G91 B43	R255 G168 B0
C0 M0 Y0 K0	C100 M85 Y40 K30	C100 M30 Y0 K0	C76 M2 Y36 K0	C70 M0 Y72 K0 *	C0 M80 Y100 K0	C0 M30 Y100 K0
	PMS 648C	PMS 3005C	PMS 326 C	PMS 7479C *	PMS 166C	PMS 136C

*REPRODUCES BEST IN DIGITAL ONLY

TONAL VARIANTS

LIGHT TEAL	MINT	BLUSH	ELECTRIC BEIGE
#B2E9E7	#99FDD1	#EFB6A3	#FFEDCA
R178 G233 B231	R153 B253 B209	R239 B182 B163	R255 G238 B203
C28 M0 Y11 K0	C35 M0 Y30 K0	C4 M33 Y32 K0	C0 M5 Y22 K0
PMS 324C	PMS 7478C	PMS 1625C	PMS 7506C



COLOR DISTRIBUTION

BRAND LOGOS

DEEPLY NAVY

group^m

DEEP NAVY + BRIGHT BLUE

group^m

WHITE

group^m

WHITE + BRIGHT BLUE

group^m

PREFERRED SOLID LOGO COLOR USAGE



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



EXCLUSION ZONE



GROUPM LOCK-UP WITH BUSINESSES

GLOBAL MAIN AGENCIES LOCK-UP

group^m

MINDSHARE 

MEDIACOM

Wavemaker

essence

m/SIX

AUSTRALIA/NEW ZEALAND LOCK-UP

group^m

MINDSHARE 

MEDIACOM

Wavemaker

 **XAXIS**

F:NECAST

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

HERO FONTS

POPPINS & GEORGIA

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

WEBSITE & SHAREPOINT FONTS

POPPINS & NOTO SERIF

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

SYSTEM FONTS

ARIAL & GEORGIA

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

ICONOGRAPHY STYLE



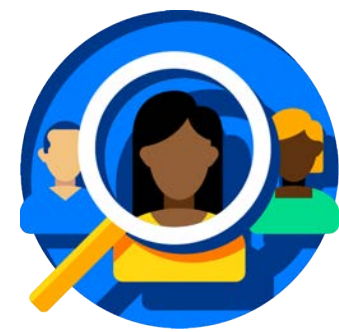
Branding



Analytics



Finance



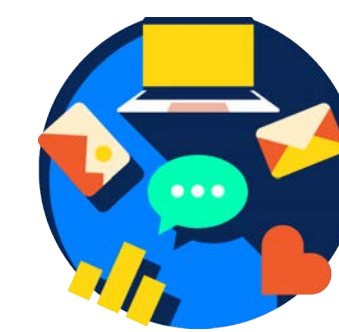
Insights



IT



Podcast / Audio



Programmatic



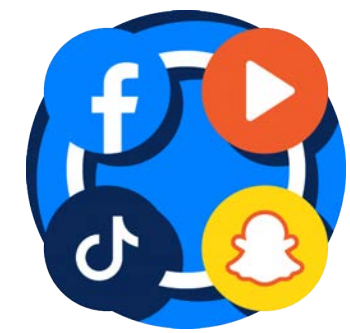
Search Window



Search



SMS (Messaging)



Social Strategy



Tech Team



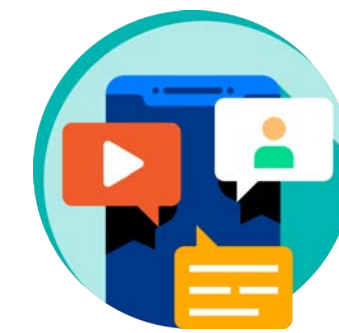
Trading



Addressable TV



Consumers



Content



Currency



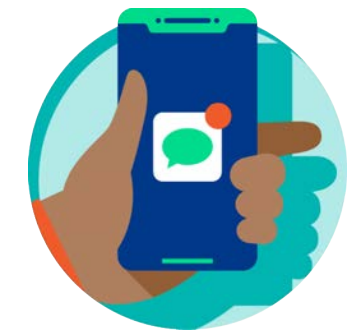
E-Business



Gaming



Idea



Mobile



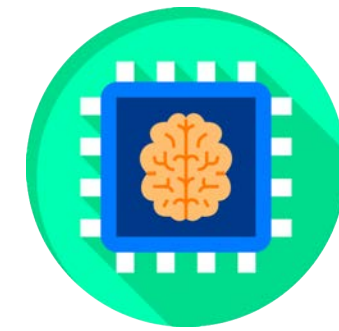
Sports Media



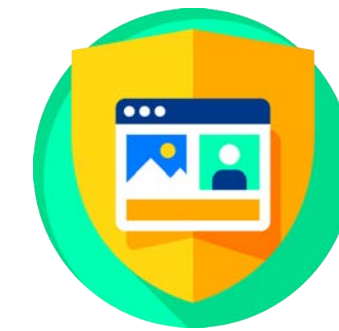
Video



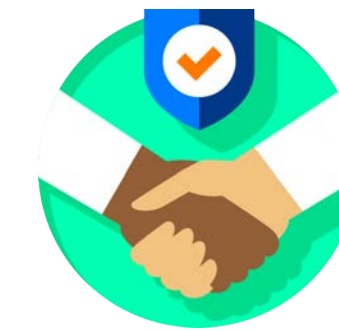
VOD



AI



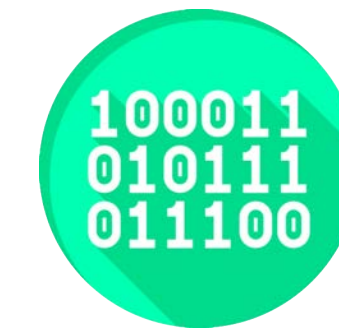
Brand Safety



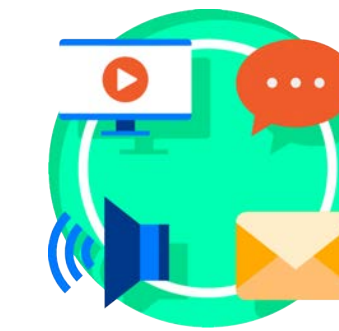
Consumer Trust



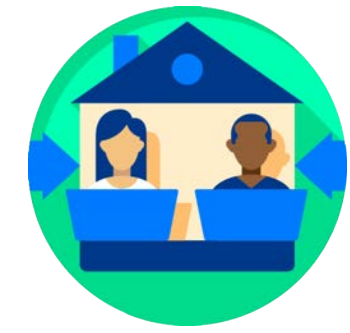
Data Privacy



Data



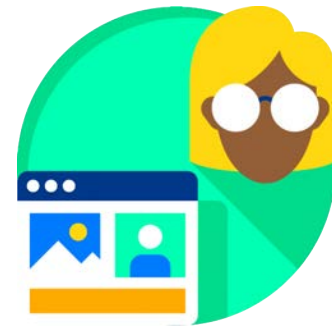
Digital Marketing



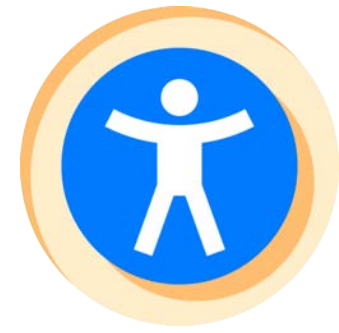
In-Housing



Performance



Viewability



Accessibility



Certification



Collaborative



D.E.I.



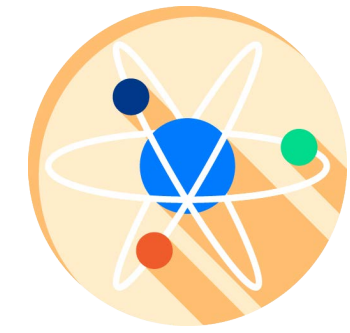
Female



Male



Growth



Intelligent



Imagination



Interns



Learning



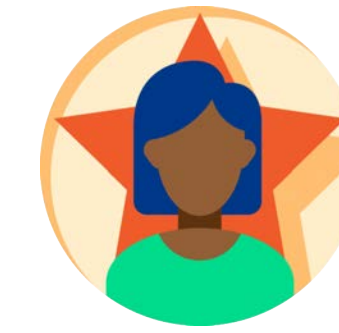
Mobility



People



ROI



Talent

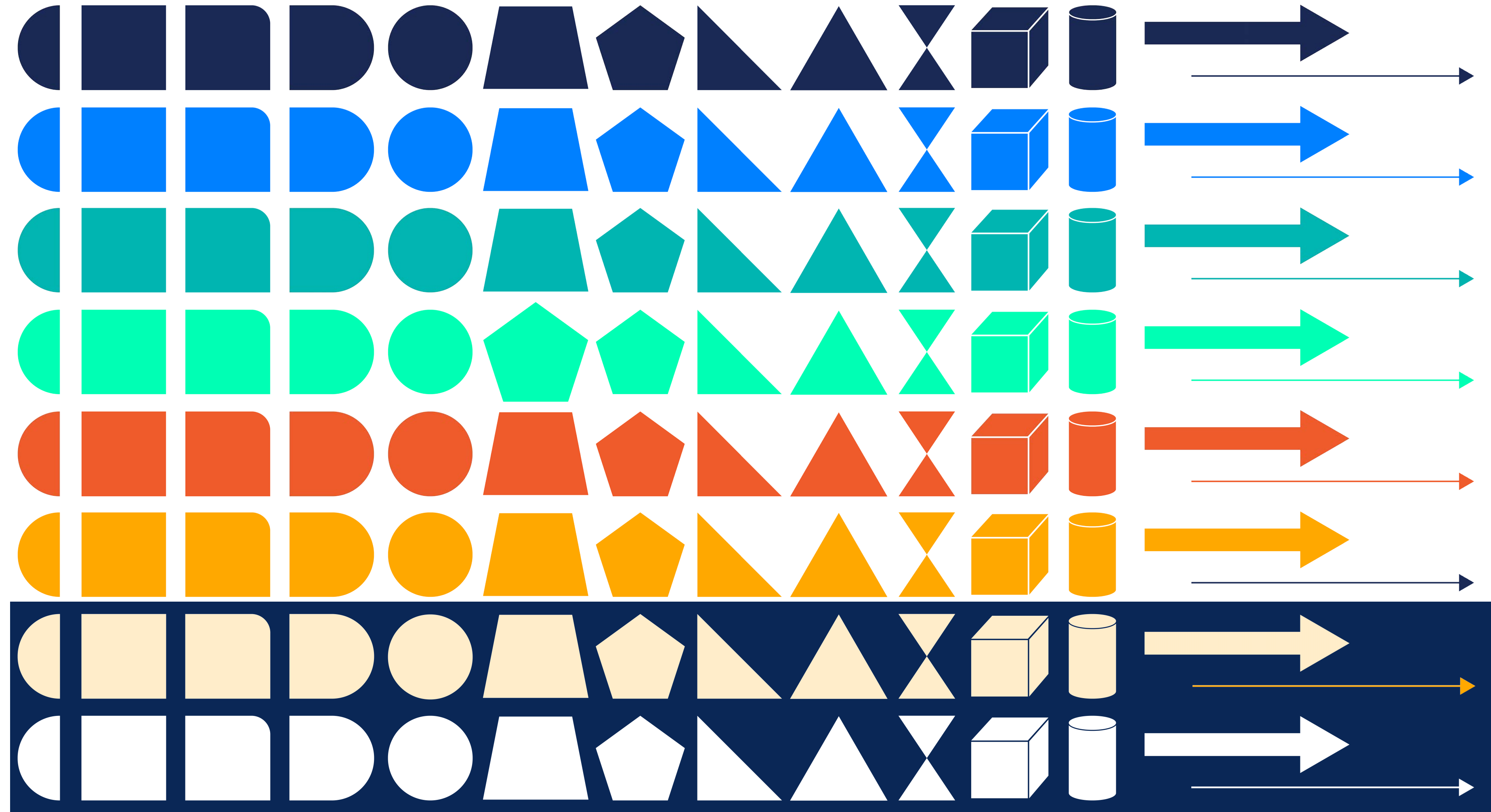


Pride



Nonbinary

GEOMETRIC ACCENT SHAPES



PHOTOGRAPHY



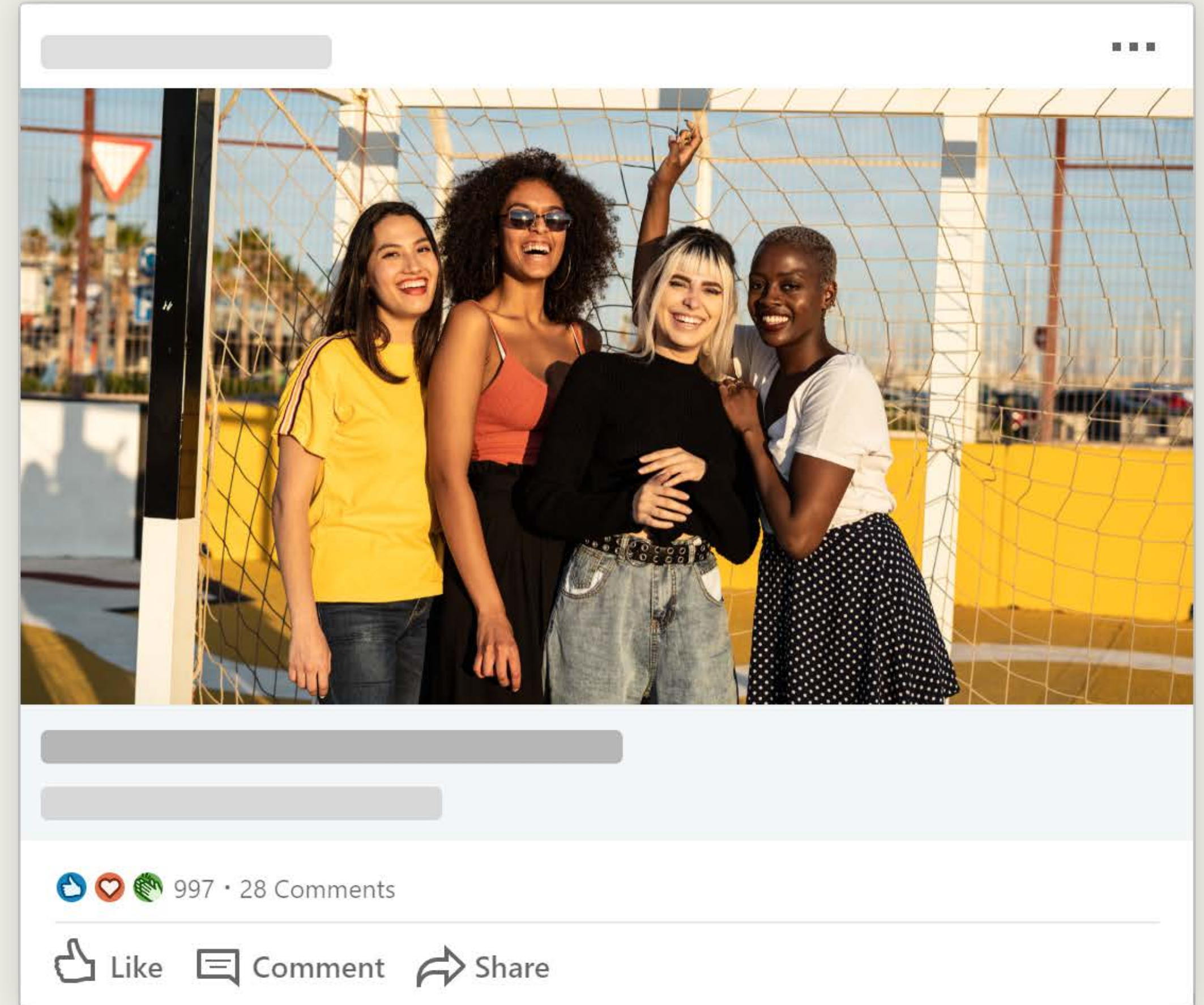
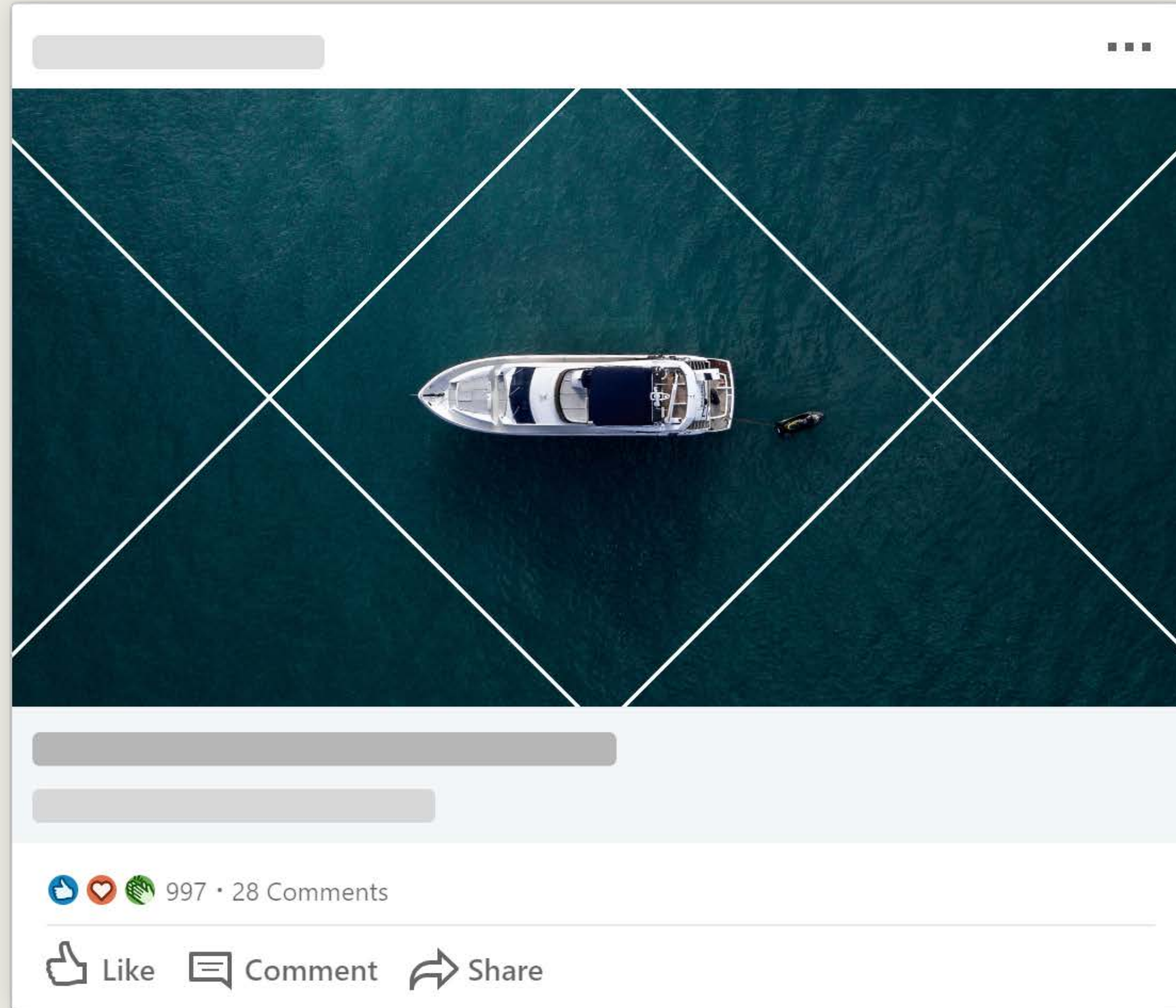
The Photo Brief

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



GroupM @groupm

Suspendisse ac nibh sapien. Nulla nec tempor risus. Pellentesque blandit aliquet porta. Praesent viverra vestibulum fringilla sed odio diam scelerisque.



5:03 PM - Mar 26, 2020

189 Retweets 1255 Likes

Reply Retweet Like Share

GroupM @groupmworldwide

Interdum, vel lobortis enim tristique. Nulla porta odio sed efficitur congue. Sed dignissim odio in lacus aliquet semper. Pellentesque rutrum iaculis fermentum. #mediastategy #backtoschool



5:03 PM - Feb 26, 2020

7.7K Retweets 43K Likes

Reply Retweet Like Share

GroupM @groupm

Cras sapien nunc, consequat sed sem sed, sollicitudin feugiat libero. Integer lacinia, erat ac scelerisque faucibus, neque augue vel tempor urna ex sed leo.



11:27 AM - Apr 12, 2020

212 Retweets 1631 Likes

Reply Retweet Like Share

GroupM @groupmworldwide

Cit amet, consectetur adipiscing elit. Aliquam tincidunt odio a justo tincidunt feugiat. Vestibulum efficitur nunc quis dolor. #medialife #mobilegaming #wearingheadphonesathome

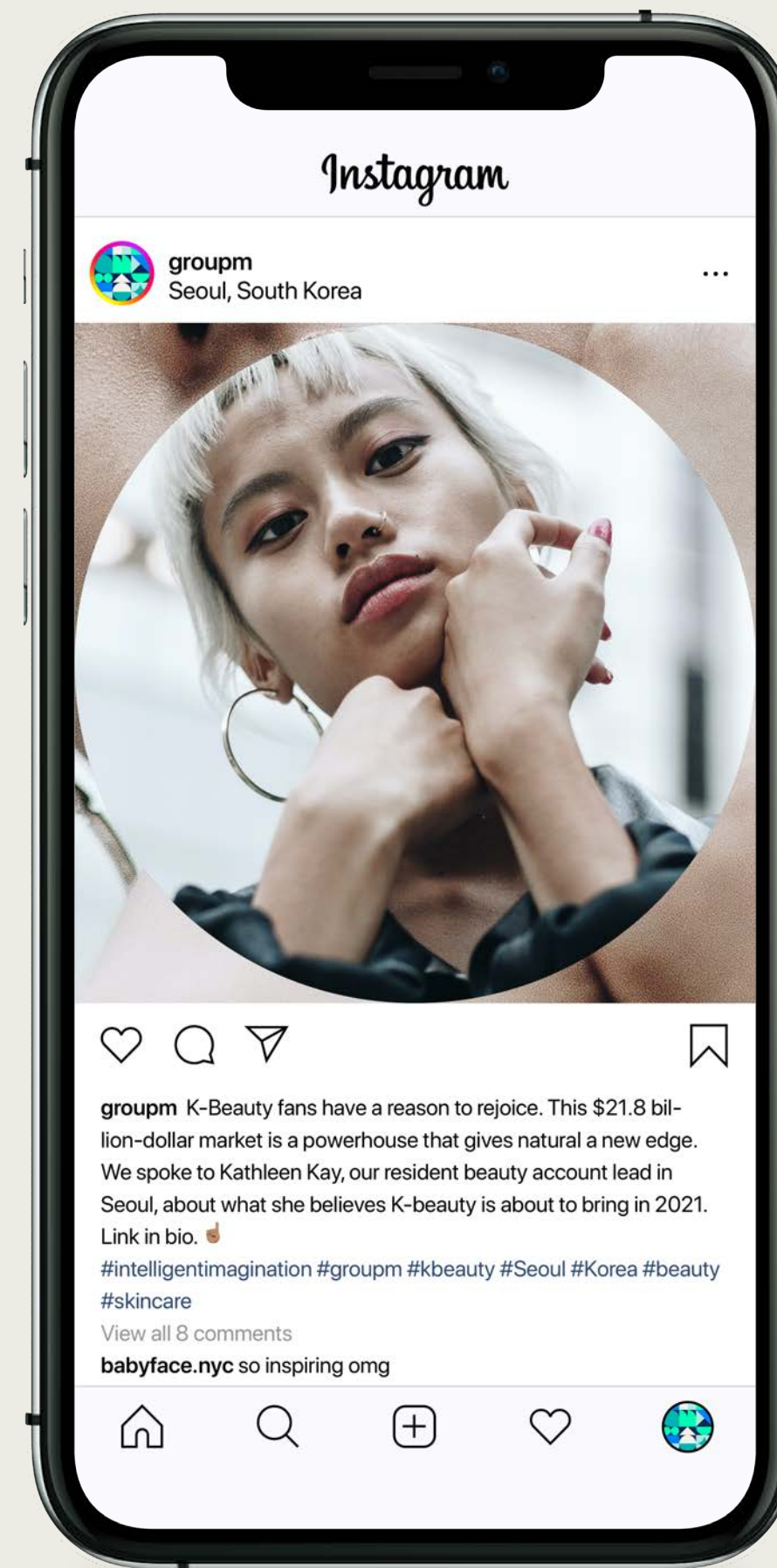
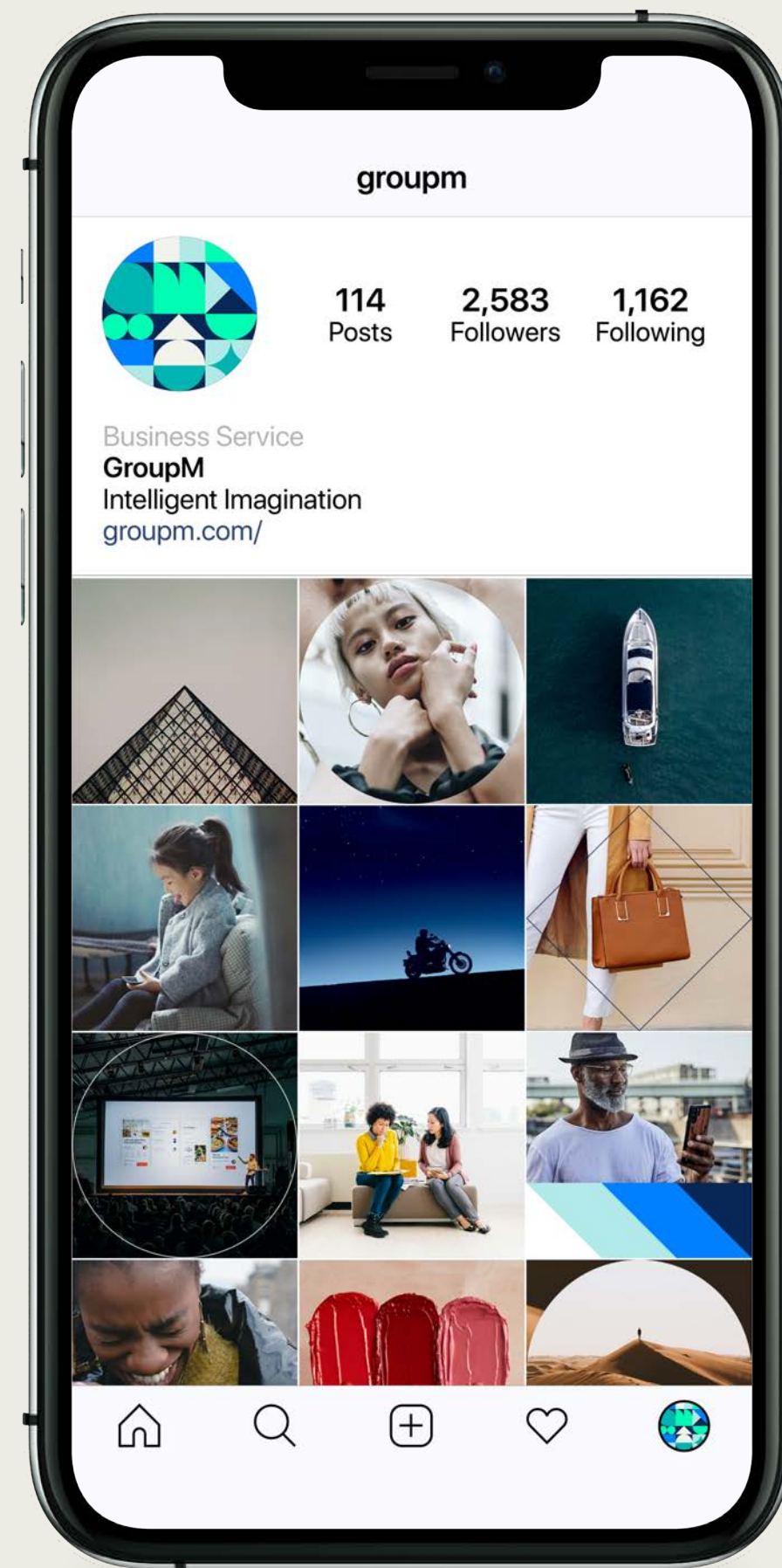


5:03 PM - Feb 26, 2020

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SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS



QUESTIONS?

CONTACT BRAND@GROUPM.COM
