VISION

TO BE RESPONSIBLE FOR SHAPING THE NEXT ERA OF MEDIA WHERE ADVERTISING WORKS BETTER FOR PEOPLE
TO OFFER FULFILLING CAREERS THAT HELP REDEFINE THE ROLE OF MEDIA IN OUR DAILY LIVES
INTELLIGENT IMAGINATION

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

**PRIMARY**
- **PURE WHITE**
  - #FFFFFF
  - R255 G255 B255
  - C0 M0 Y0 K0
- **DEEP NAVY**
  - #0A2756
  - R0 G35 B86
  - C100 M85 Y40 K30
  - PMS 648C
- **BRIGHT BLUE**
  - #0080FF
  - R0 G128 B255
  - C100 M30 Y0 K0
  - PMS 3005C
- **TRUE TEAL**
  - #0088B4
  - R0 G181 B77
  - C76 M2 Y36 K0
  - PMS 326 C
  - PMS 7479C
- **ELECTRIC GREEN**
  - #00FF80
  - R0 G255 B80
  - C70 M0 Y72 K0
  - PMS 186C
  - PMS 7506C
- **ORANGE HIGHLIGHT NEW**
  - #FFC000
  - R255 G36 B0
  - C0 M30 Y0 K0
  - PMS 136C
- **ORANGE HIGHLIGHT**
  - #EFCB2B
  - R178 G233 B231
  - C28 M0 Y11 K0
  - PMS 324C

**TONAL VARIANTS**
- **LIGHT TEAL**
  - #92EE67
  - R153 B253 B209
  - C35 M0 Y32 K0
  - PMS 7478C
- **MINT**
  - #96EEF1
  - R163 B253 B209
  - C35 M0 Y32 K0
  - PMS 7478C
- **BLUSH**
  - #EFB6A3
  - R239 B182 B63
  - C4 M33 Y32 K0
  - PMS 186C
- **ELECTRIC BEIGE**
  - #F6A800
  - R255 G91 B43
  - C0 M80 Y100 K0
  - PMS 326 C

*REPRODUCES BEST IN DIGITAL ONLY*
COLOR DISTRIBUTION
PREFERRED SOLID LOGO COLOR USAGE

groupm

groupm

groupm

groupm

groupm

groupm

groupm

groupm

groupm
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

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At **groupm**, we make advertising work better for people.
GROUPM LOCK-UP WITH BUSINESSES

GLOBAL MAIN AGENCIES LOCK-UP

 AUSTRALIA/NEW ZEALAND LOCK-UP
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


“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


“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


“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
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
SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS
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Instagram

Who will shape the media industry this year?
QUESTIONS?

CONTACT BRAND@GROUPM.COM