

MINI BRAND GUIDELINES

JANUARY 2021

group^m

VISION

**TO BE RESPONSIBLE FOR
SHAPING THE NEXT ERA
OF MEDIA WHERE
ADVERTISING WORKS
BETTER FOR PEOPLE**

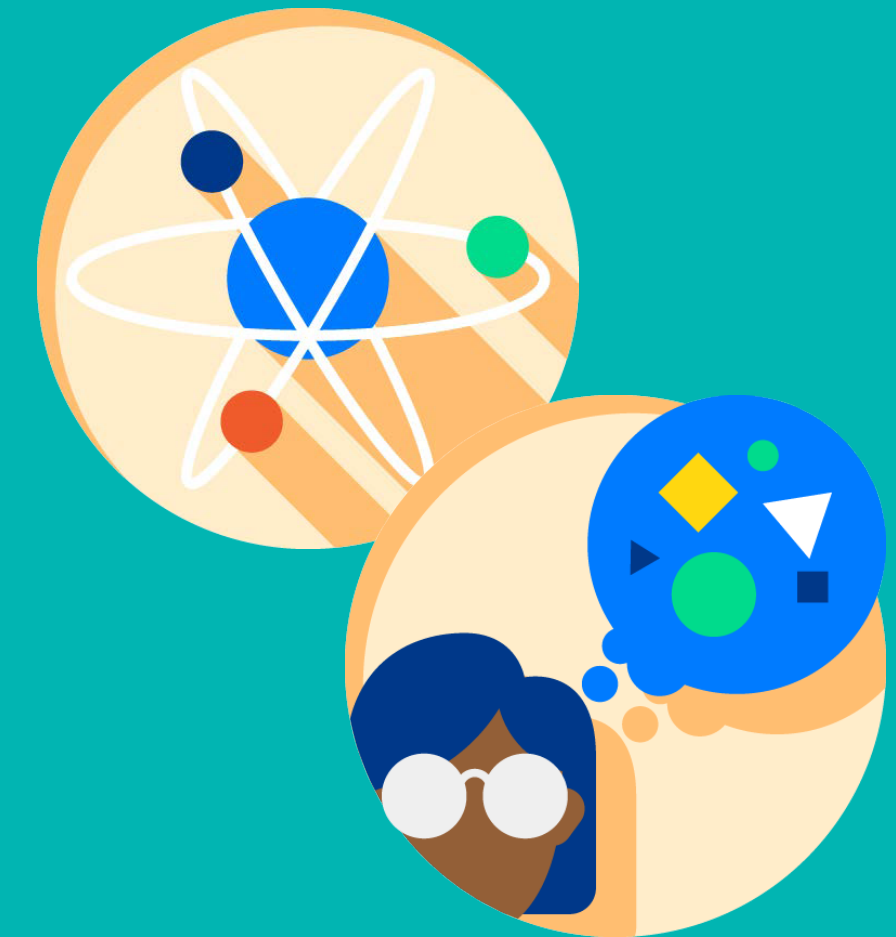
EMPLOYEE VALUE PROPOSITION

**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



PEOPLE

Talent, D.E.I. Benefits
Finance & Operations Team
IT Team
Marketing
Business Development

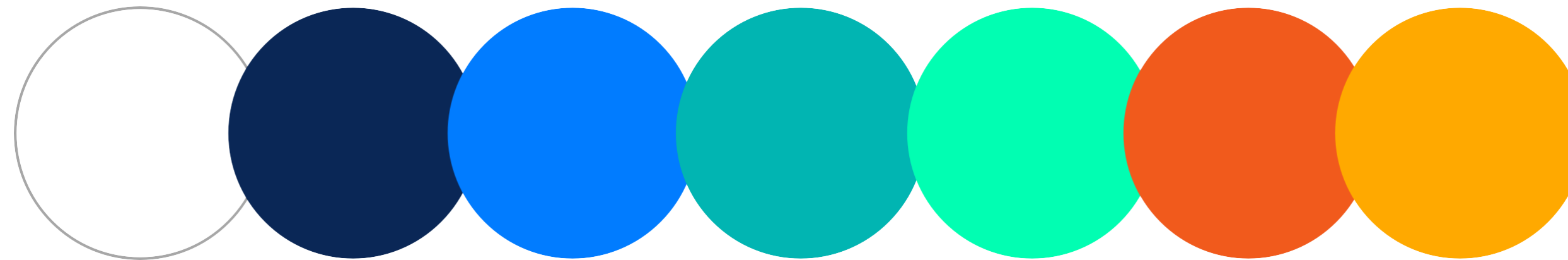
PORTFOLIO

Specialty Businesses
Data & Technology Team
Investment Team
Services Team

PARTNERSHIP

Google
Amazon
Facebook
SnapChat
+ Other Media Owners

COLOR PALETTE



PRIMARY

PURE WHITE
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

DEEP NAVY
#0A2756
R10 G39 B86
C100 M85 Y40 K30
PMS 648C

BRIGHT BLUE
#0080FF
R0 G128 B255
C100 M30 Y0 K0
PMS 3005C

TRUE TEAL
#00B5B1
R0 G181 B177
C76 M2 Y36 K0
PMS 326 C

ELECTRIC GREEN
#00FFB4
R0 G255 B180
C70 M0 Y72 K0 *
PMS 7479C *

ORANGE HIGHLIGHT
#EF5B2B
R239 G91 B43
C0 M80 Y100 K0
PMS 166C

NEW GOLD HIGHLIGHT
#FFA800
R255 G168 B0
C0 M30 Y100 K0
PMS 136C

*REPRODUCES BEST IN DIGITAL ONLY

TONAL VARIANTS

LIGHT TEAL
#B2E9E7
R178 G233 B231
C28 M0 Y11 K0
PMS 324C

MINT
#99FDD1
R153 B253 B209
C35 M0 Y30 K0
PMS 7478C

BLUSH
#EFB6A3
R239 B182 B163
C4 M33 Y32 K0
PMS 1625C

ELECTRIC BEIGE
#FFEDCA
R255 G238 B203
C0 M5 Y22 K0
PMS 7506C



COLOR DISTRIBUTION

BRAND LOGOS

DEEPLY NAVY



DEEP NAVY + BRIGHT BLUE



WHITE



WHITE + BRIGHT BLUE



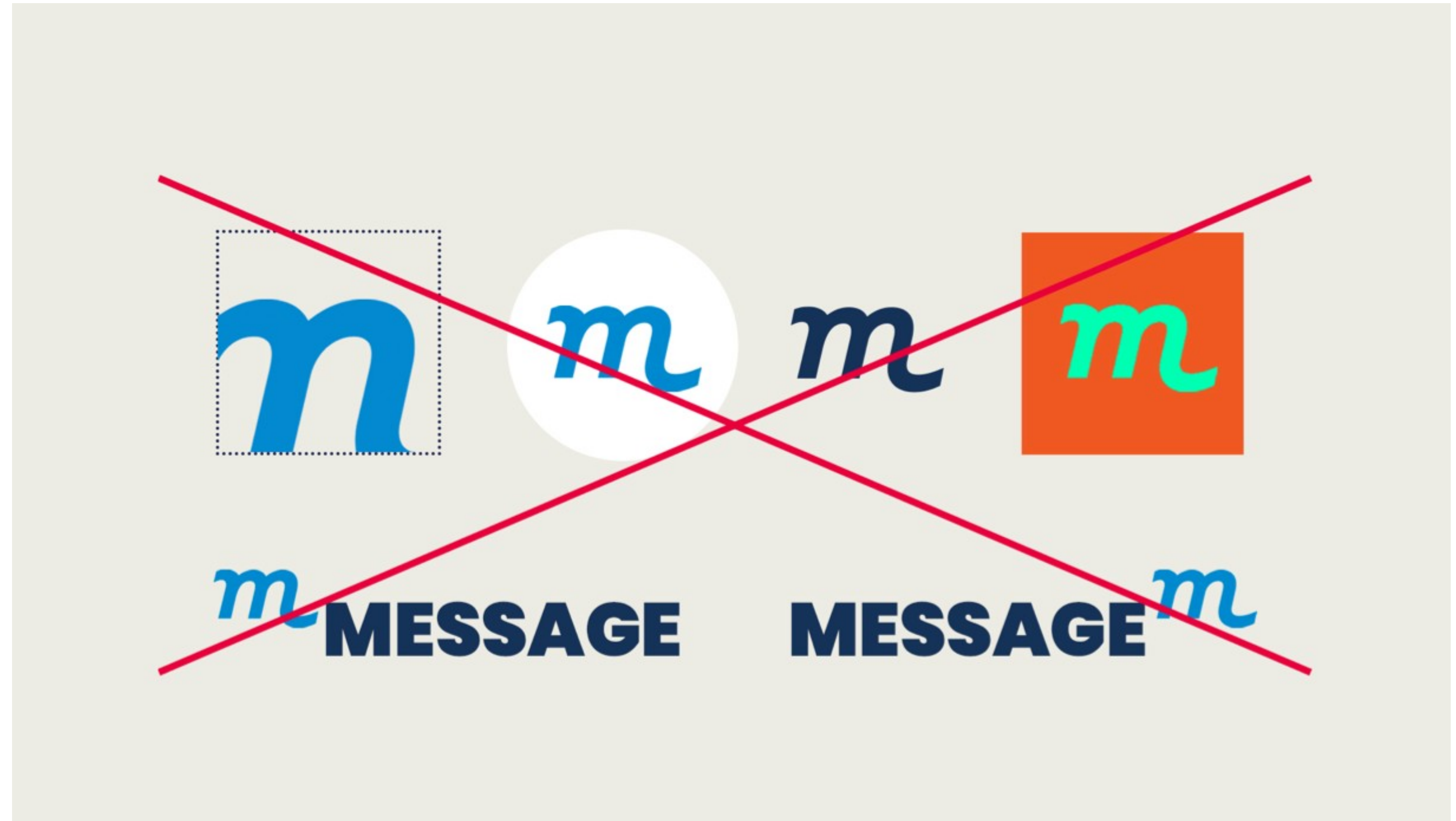
PREFERRED SOLID LOGO COLOR USAGE



HOW NOT TO USE THE "M"

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



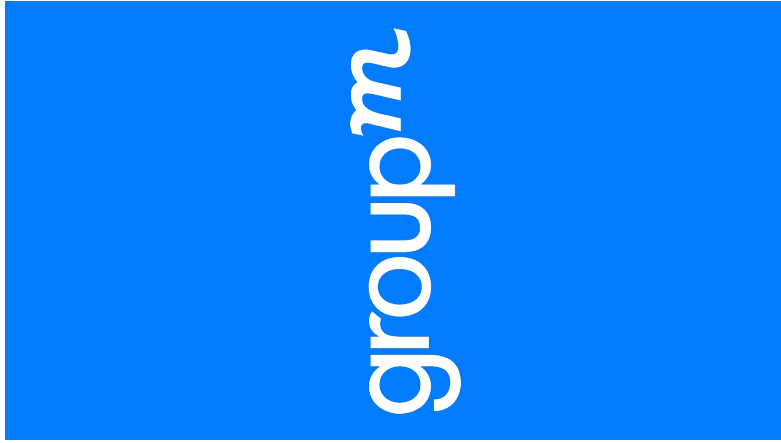
DO NOT change the logo color



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



EXCLUSION ZONE



GROUPM LOCK-UP WITH BUSINESSES

GLOBAL MAIN AGENCIES LOCK-UP

					
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AUSTRALIA/NEW ZEALAND LOCK-UP

					
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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

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

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.

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Chart Title

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FIRST LAST
JOB TITLE

CTA BUTTON

Caption text below a photo or for when listing sources

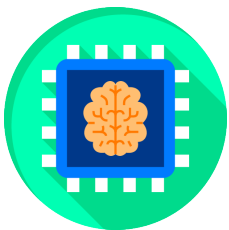
ICONOGRAPHY STYLE



Accessibility



Addressable TV



AI



Analytics



Brand Safety



Certification



Collaborative



Consumer Trust



Consumers



Content



Currency



Data Privacy



Data



Database



D.E.I.



Delivery



Digital Marketing



E-business



Female



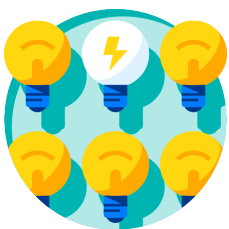
Finance



Gaming



Growth



Idea



Imagination



In-housing



Insights



Intelligent Imagination



Intelligent



Interns



IT



Learning



Male



Marketing



Mobile



Mobility



Non-binary



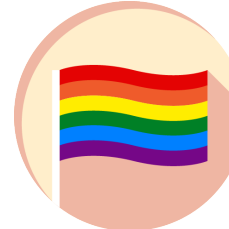
People



Performance



Podcast



Pride



Programmatic



Reporting



ROI



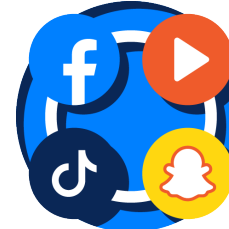
Scale



Search



SMS Messaging



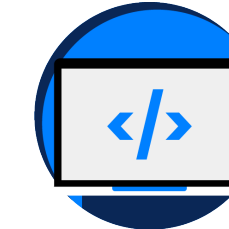
Social



Sports Media



Talent



Tech Team



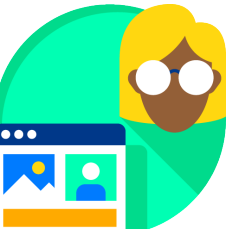
Timeline



Trading



Video

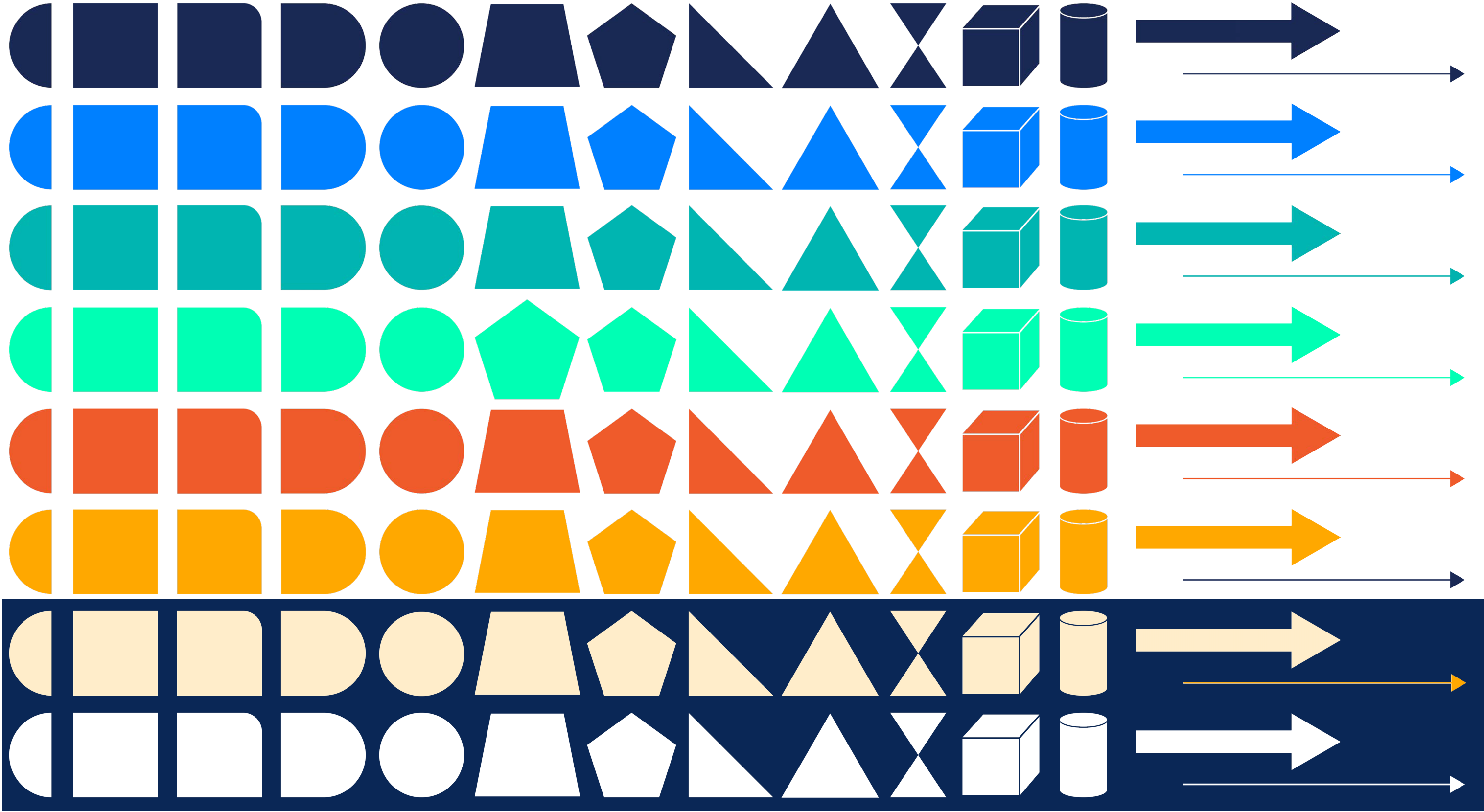


Viewability



VOD

GEOMETRIC ACCENT SHAPES



PHOTOGRAPHY

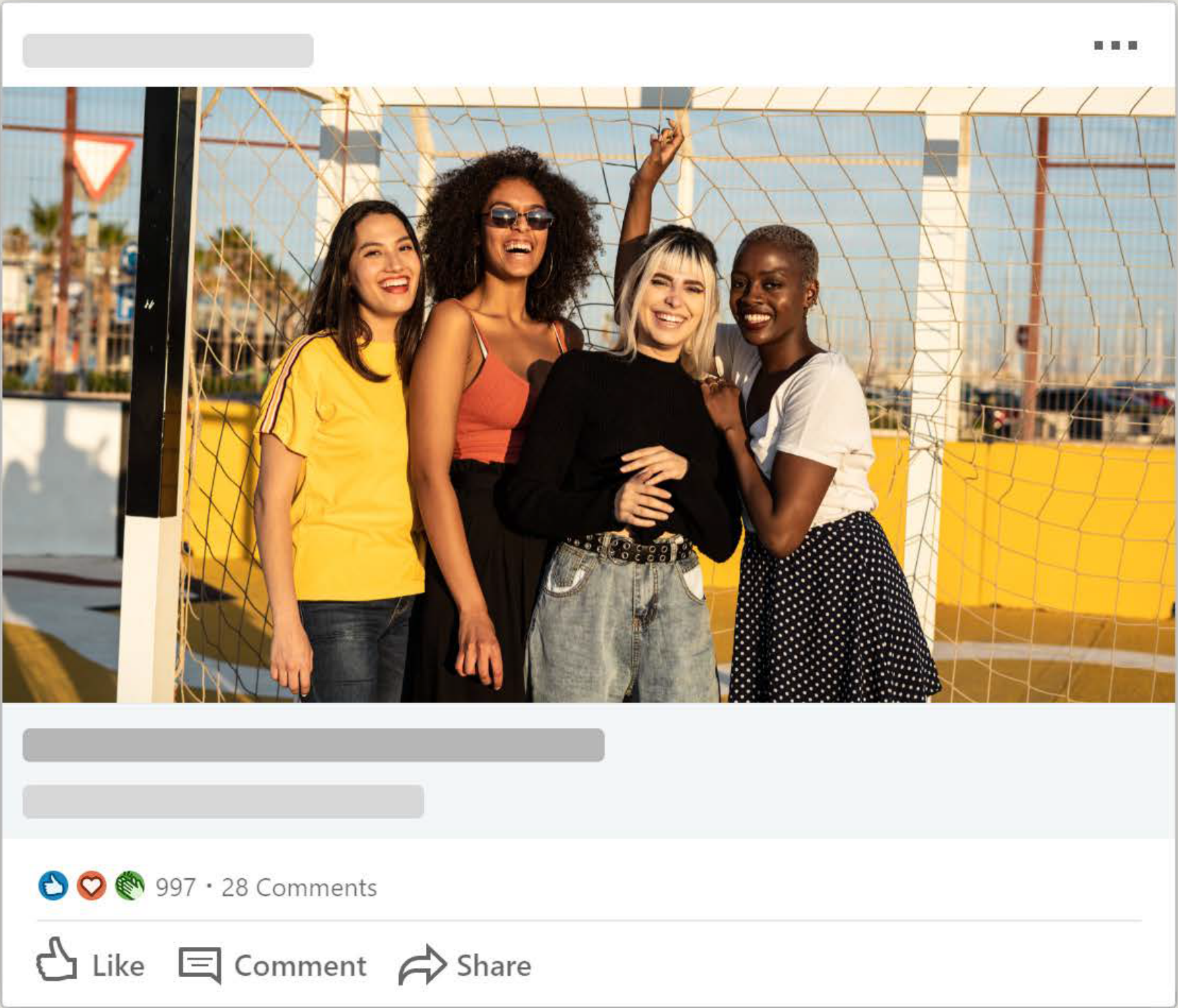
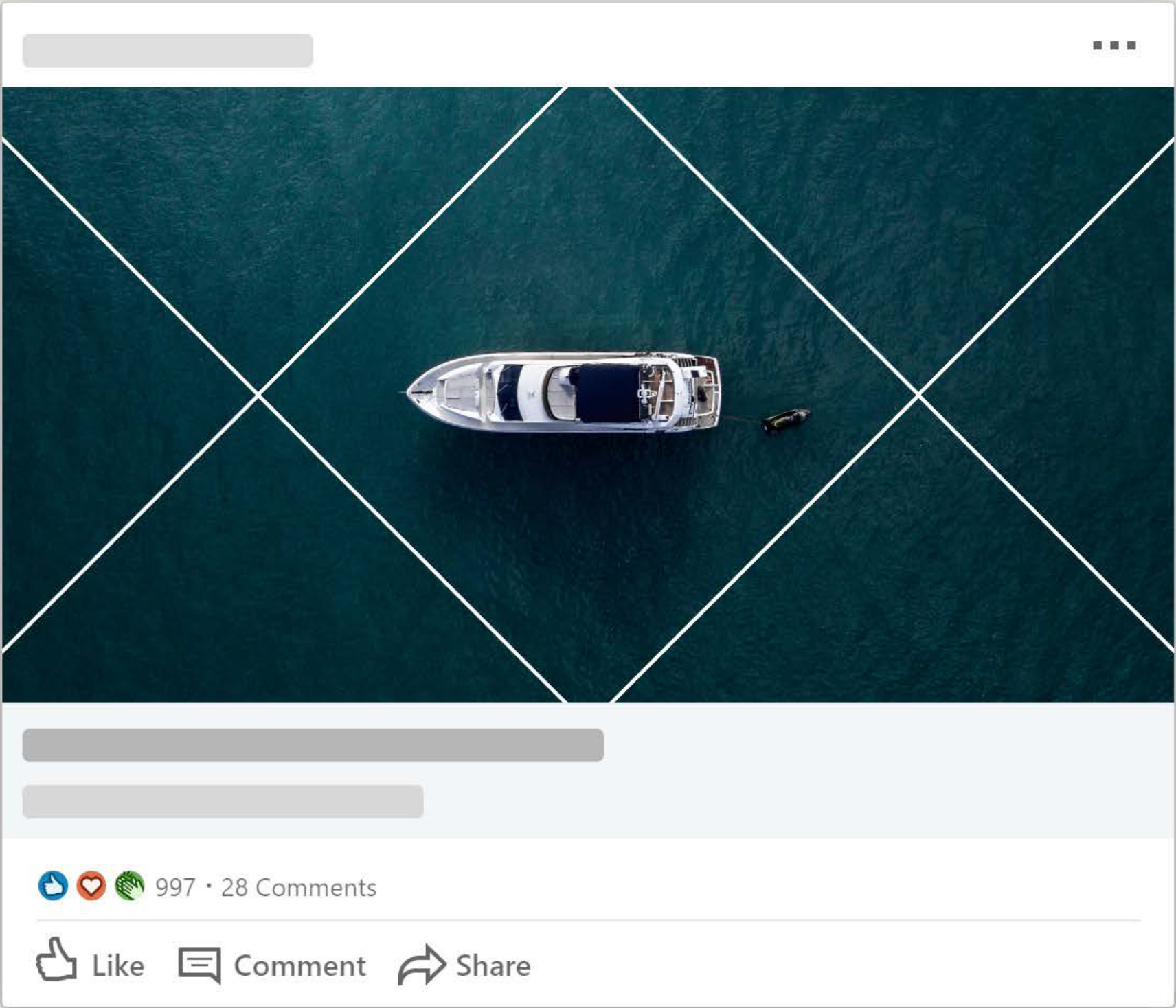
The Photo Brief

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.

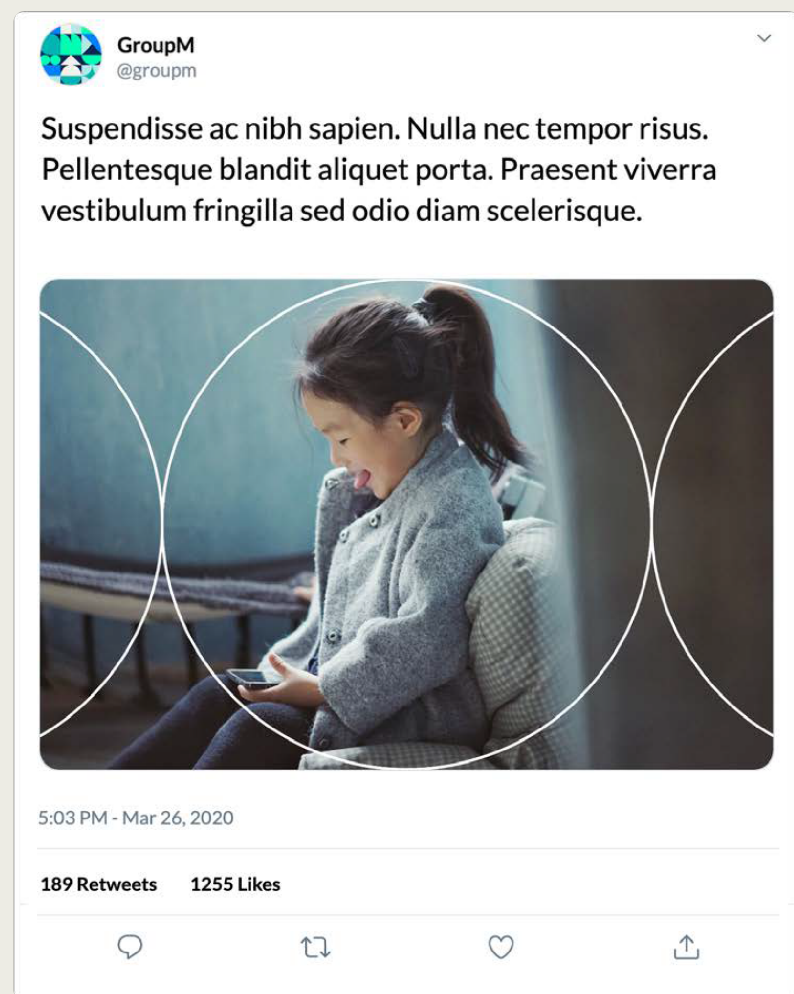


SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS

LinkedIn



SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS



SOCIAL MEDIA & DIGITAL CONTENT TREATMENTS



QUESTIONS?

CONTACT BRAND@GROUPM.COM
