GLOBALEAKS

Brand Guidelines

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October 2020 | v1.0

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the elements you may need logos, colors, typefaces and how to apply them.

Brand Guidelines

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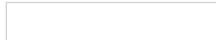
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Primary Logo

The logo consists of a symbol and a typeface. When the width is much greater than the height (form-strip), the logo of this design is used.

Logo Mark

Logotype

Logo

Logo Construction

Min width: 120px

GLOBALEAKS
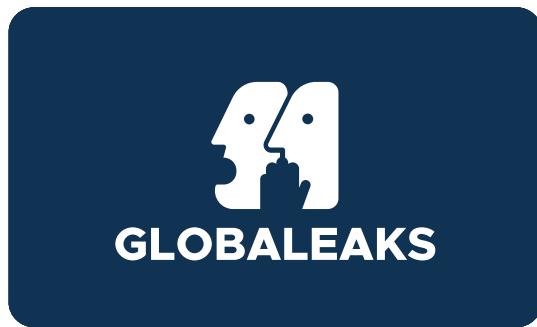
When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserver the quality of the logo.

Logo Variations

In case where the shape for the logo is approximated to the square, a vertical version of the logo is used. Also this option is used in case where the logo is one on the media, for example, a cover of something.

Logo Usage

Primary use

Dark background

Avoid using off brand colors

Avoid stretching

Avoid rotation

Avoid adding strokes

Brand Color

'Mariner Blue' is the official brand color. It represents transparency, integrity, and solidarity. Adjectives that relate very well with the brand.

Brand Color

Mariner Blue

Hex: #377ABC
RGB: R55 G122 B188
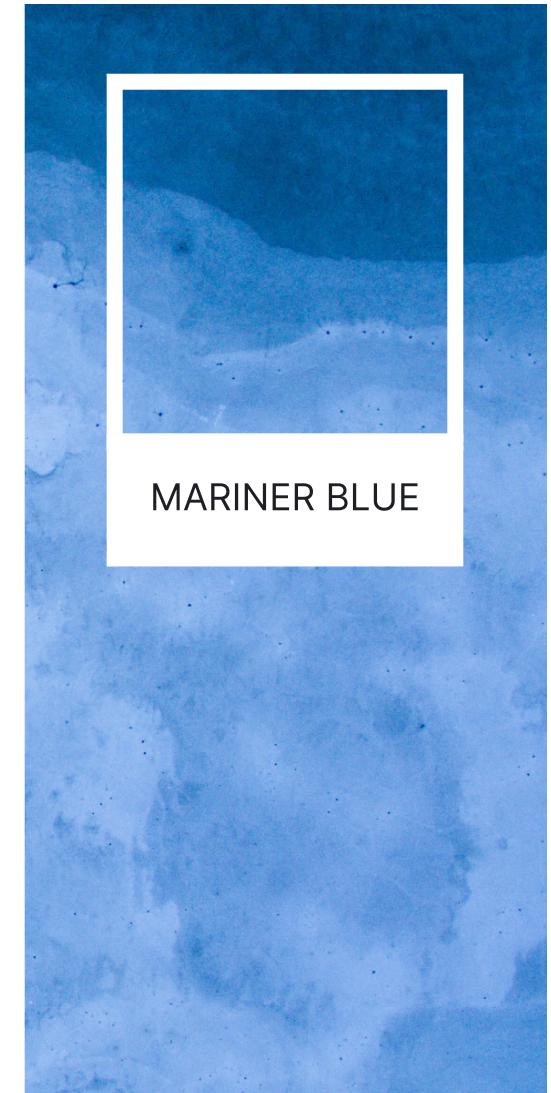
**TRANSPARENCY**   **INTEGRITY**   **SOLIDARITY**

MARINER BLUE

Color Palette
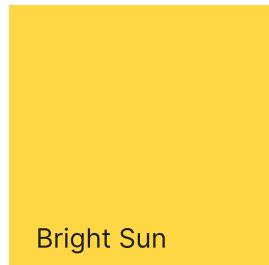
The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Brand Colors

Mariner Blue	Bright Sun	Dark Blue
#377ABC R55 G122 B188	#FED644 R255 G214 B68	#103253 R16 G50 B83
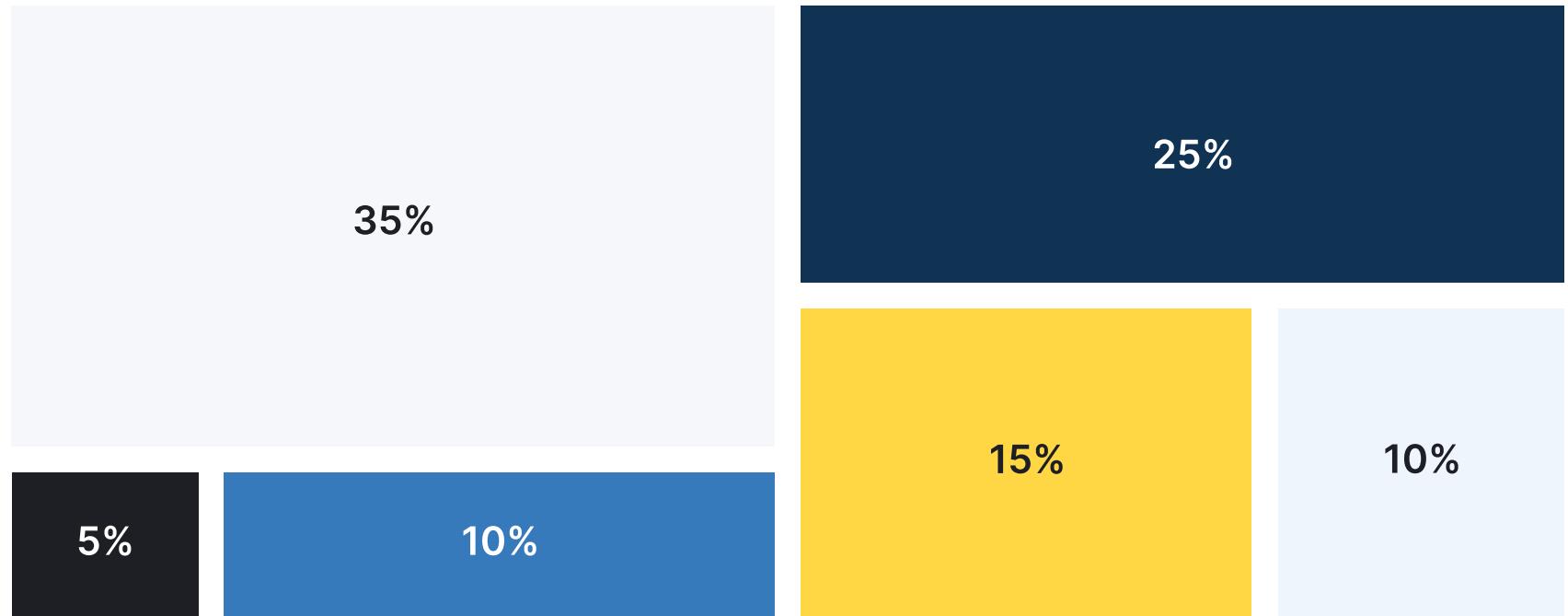
Color Usage

Use 'Bright Sun' to highlight things or in Call to Action buttons. Use Cod Grey with the opacity reduced to achieve light backgrounds. Tend to use the official brand color whenever is seen fit.

35%

25%

5%

10%

15%

10%

Color

UI Colors

Here is the extended color palette based on the official brand color. This palette is created with the intention to be used on User Interfaces like web, mobile and app design.

Blue_10	AAA
#EEF5FC	

Blue_20	AAA
#C4DEF8	

Blue_30	AAA
#9FC9F1	

Blue_40	AAA
#79B0E6	

Blue_50	AA
#5797D5	AAA Large

Blue_60	AA
#377ABC	AAA Large

Blue_70	AA
#2866A2	AAA Large

Blue_80	AAA
#205282	

Blue_90	AAA
#1F4365	

Blue_100	AAA
#103253	

Red_10	AAA
#FAF0F0	

Red_20	AAA
#FAD4D4	

Red_30	AAA
#FAB6B6	

Red_40	AAA
#FA8E8E	

Red_50	AA
#F55353	AAA Large

Red_60	AA
#DE1B1B	AAA Large

Red_70	AAA
#B80D0D	AA

Red_80	AAA
#8F0E0E	

Red_90	AAA
#661414	

Red_100	
#451717	

Gray_10	AAA
#F5F7FA	

Gray_20	AAA
#EBEFF5	

Gray_30	AAA
#DDE3ED	

Gray_40	AAA
#C8D1E0	

Gray_50	AA
#AFBACC	AAA Large

Gray_60	AA
#8E99AB	AAA Large

Gray_70	AAA
#707A8A	AA

Gray_80	AAA
#58606E	

Gray_90	AAA
#434A54	

Gray_100	AAA
#333840	

Yellow	AAA
#FFD644	

Black	AAA
#1D1F24	

Primary Typography

Metropolis   Light   Regular   **Semi-Bold**   **Bold**   **Black**

Aa

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	0
1	2	3	4	5	6	7	8	9

A modern, geometric typeface. Open sourced, and openly available. Influenced by other popular geometric, minimalist sans-serif typefaces of the new millennium. Designed for optimal readability at small point sizes while beautiful at large point sizes.

Secondary Typography

Inter

| Light | Regular | **Semi-Bold** | **Bold** | **Black** |

Aa

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	0
1	2	3	4	5	6	7	8	9

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several Open-Type features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Typography Usage

Transparent society

H1 | Metropolis | Size 60pt | Line Spacing 72pt

Integrity & solidarity

H2 | Metropolis | Size 45pt | Line Spacing 54pt

Transparent society

H3 | Metropolis | Size 36pt | Line Spacing 43pt

Transparent society

H4 | Metropolis | Size 26pt | Line Spacing 31pt

Transparent society

H5 | Metropolis | Size 22pt | Line Spacing 26pt

Typography Usage

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

Body | Inter-Regular | Size 14pt:16pt | Line Spacing 17:19pt

Learn More

CTA 1 | Metropolis-Bold | Size 24pt

Home   Documentation   Community

NAV | Metropolis-SemiBold | Size 16pt

Send a message

CTA 2 | Metropolis-Bold | Size 16pt

Learn More

CTA Small | Metropolis-Bold | Size 16pt