



Brand Guidelines | July 2020 | v5.0



# Brand Guidelines

## Globaleaks Brand Identity Standard

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.

[Version 1.0. April 2020](#)

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# Logo Construction



## Min. size usage

120px width



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



## Colors

# Brand Color

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



MARINER BLUE

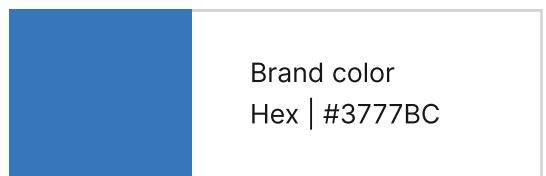
## Brand Color

TRANSPARENCY

SOLIDARITY

INTEGRITY

SERIOUSNESS



# Color Palette

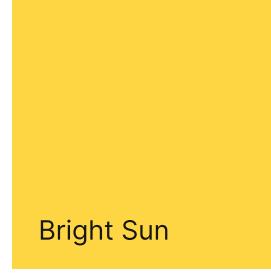
The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

## Brand colors



Mariner Blue

#3777BC  
R55 G119 B188



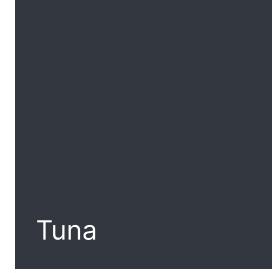
Bright Sun

#FED644  
R255 G213 B67



Blue Zodiac

#103253  
R16 G50 B83



Tuna

#333840  
R51 G56 B64

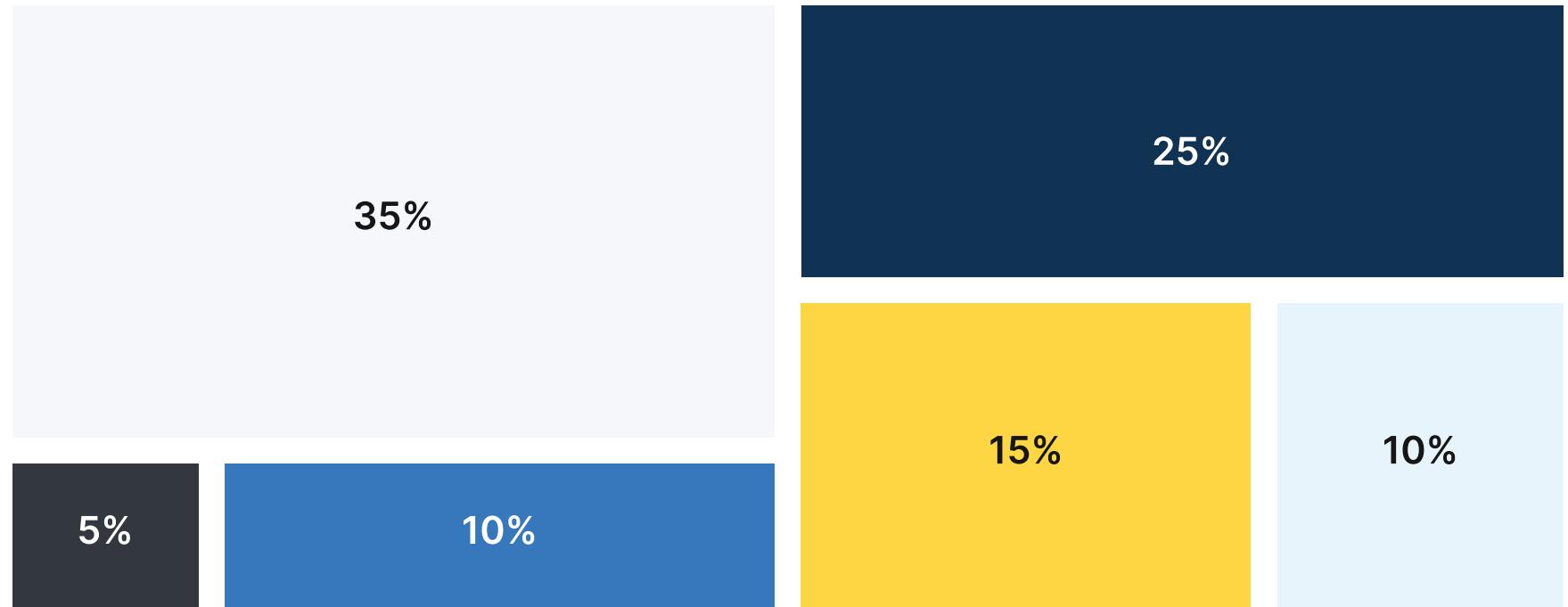
# UI Colors

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.

	900	800	700	600	500	400	300	200	100	50
<b>Blue</b>	#103253	#073B72	#0C4C91	#2161A6	#3777BC	#3C88CB	#5EA9E9	#8FCBF8	#BBE1FB	#E8F4FB
<b>Yellow</b>	#553713	#744210	#955B14	#B37D16	#D3A221	#F3C937	#FED644	#FFE383	#FFF3CA	#FFFCF1
<b>Red</b>	#451717	#661414	#8F0E0E	#B80D0D	#DE1B1B	#F55353	#FA8E8E	#FAB6B6	#FAD4D4	#FAF0F0
<b>Green</b>	#112B1B	#153D25	#1A5230	#20693D	#2A854E	#3BA164	#57C282	#7DDBA3	#ABEDC5	#E1FAEB
<b>Gray</b>	#333840	#434A54	#58606E	#707A8A	#8E99AB	#AFBACC	#C8D1E0	#DDE3ED	#EBEFF5	#F5F7FA

# 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.



# Primary Typography

Metropolis

Light

Regular

Semi-Bold

**Bold**

**Black**

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	İi
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	Öö
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

# Typography Usage

# Transparent society

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

## Solidarity & integrity

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

# 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

Home Documentation Community  
NAV | Metropolis-SemiBold | Size 16pt

**Learn More**

CTA Small | Metropolis-Bold | Size 16pt

**Learn More**

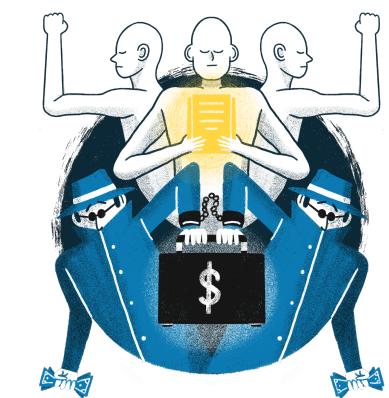
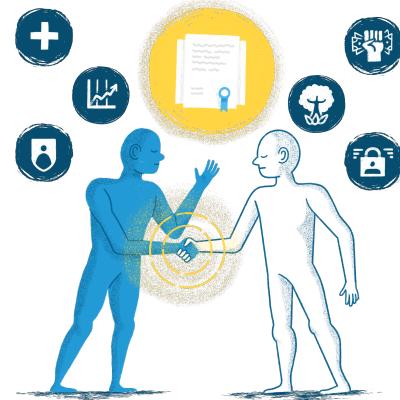
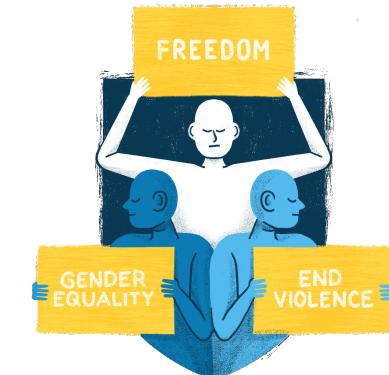
CTA 1 | Metropolis-Bold | Size 24pt

**Send a message**

CTA 2 | Metropolis-Bold | Size 16pt

— Typography

# Illustrations



— Typography

# Illustrations

