**GLOBALEAKS**

# Visual Identity Guidelines

**October 2024 | v2.0**

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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# Primary Logo

The logo consists of a wordmark and an icon.
When the width significantly exceeds the height (creating a horizontal or strip-like format), this version of the logo should be used.

**Logo Icon**

**Wordmark**



**GLOBALEAKS**

**Logo**

# Logo Safe Areas

To maintain the logo's integrity, a clear 'safe area' must surround it, ensuring separation from other visual elements and preventing it from being too close to the document's edges.



Min width: 120px



To preserve logo quality when scaled down, ensure the wordmark remains at least 12px for legibility and clarity.

# Logo Variations

The logo is available in several variations to ensure flexibility and consistency. The horizontal logo is the primary version, with a vertical option for more compact spaces, such as square layouts or covers. For avatars, favicons, or icons, a logo icon is used.

**Horizontal Logo**
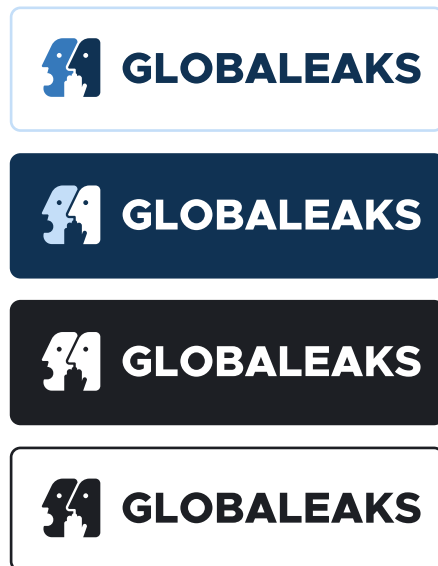
**Vertical Logo**

**Logo Icon**

To suit different backgrounds, the logo comes in four themes: **Light Theme (default)**, **Dark Theme**, **Black**, and **White**.

# What to Avoid

**Avoid using different colors**



**Avoid stretching**



**Avoid Default Logo on Dark Theme**



**Avoid rotation**



**Avoid adding strokes**



**Avoid Dark Theme Logo on Light Theme**

# Brand Color

"Mariner Blue" is the official brand color, symbolizing transparency, integrity, and solidarity—qualities that align closely with the brand's core values.

## Primary Color

**AA** 4.56

**Mariner Blue**
#3679BB

TRANSPARENCY          INTEGRITY          SOLIDARITY

MARINER BLUE

# Color Palette

The core color palette is designed to meet the majority of brand needs. Its limited range is intentional, ensuring a cohesive visual identity while avoiding complexity or dilution of the brand's aesthetic. This approach enhances clarity and strengthens brand recognition across all platforms.

## Brand Colors

| **AA** 4.56 | **AAA** | **AAA** |
|---|---|---|
| Blue_60 | Yellow | Blue-100 |
| #3679BB | #FFD644 | #103253 |

# Color Usage

Use 'Yellow' to emphasize key elements or in Call-to-Action buttons. Apply 'Cod Grey' with reduced opacity to create light backgrounds. Prioritize the use of the official brand color where appropriate to maintain brand consistency.

35%

25%

5%

10%

15%

10%
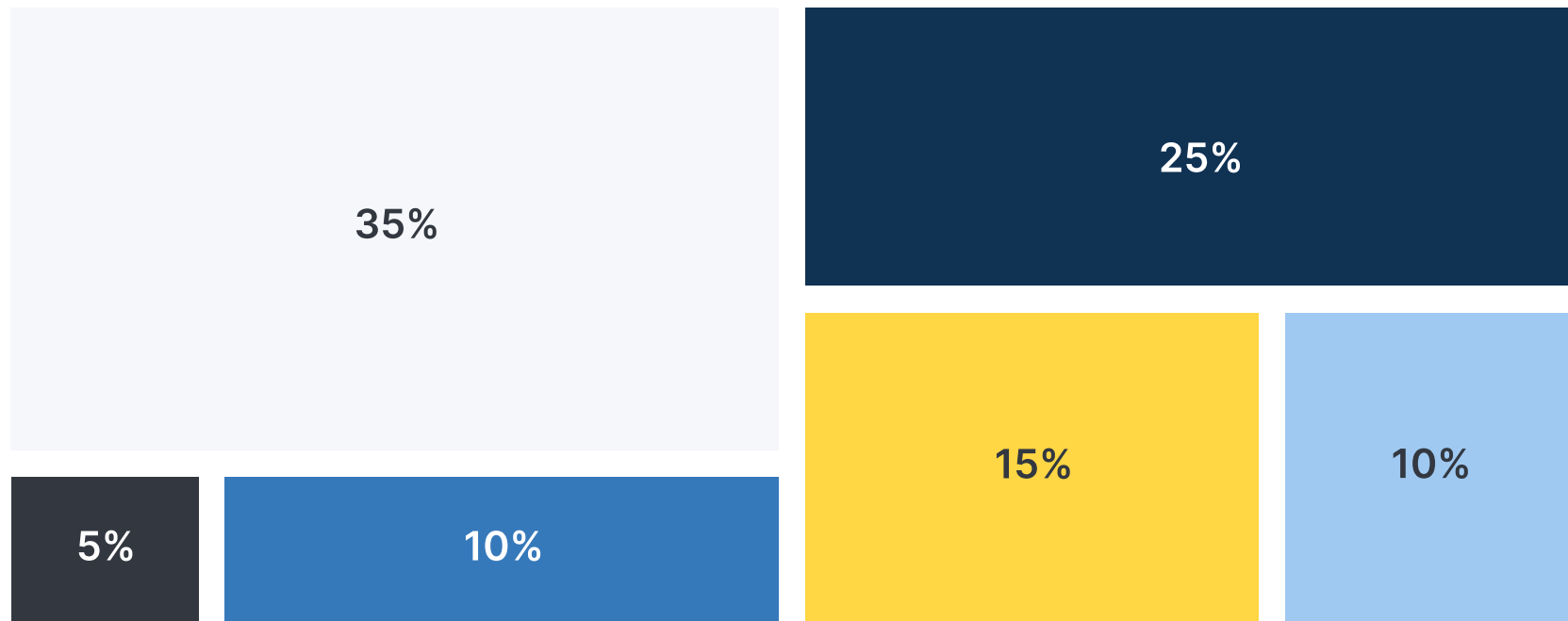
# UI Colors

The extended color palette, derived from the official brand color, is designed specifically for use in user interfaces across web, mobile, and app design. It provides flexibility while maintaining consistency with the brand's visual identity.

| Blue_10 | AAA |
|---|---|
| #EEF5FC | |

| Blue_20 | AAA |
|---|---|
| #C4DEF8 | |

| Blue_30 | AAA |
|---|---|
| #9FC9F1 | |

| Blue_40 | AAA |
|---|---|
| #79B0E6 | |

| Blue_50 | AA 5.33 |
|---|---|
| #5797D5 | |

| Blue_60 | AA 4.56 |
|---|---|
| #3679BB | |

| Blue_70 | AA 5.98 |
|---|---|
| #2866A2 | |

| Blue_80 | AAA |
|---|---|
| #205282 | |

| Blue_90 | AAA |
|---|---|
| #1F4365 | |

| Blue_100 | AAA |
|---|---|
| #103253 | |

| Yellow | AAA |
|---|---|
| #FFD644 | |

| Red_10 | AAA |
|---|---|
| #FAF0F0 | |

| Red_20 | AAA |
|---|---|
| #FAD4D4 | |

| Red_30 | AAA |
|---|---|
| #FAB6B6 | |

| Red_40 | AAA |
|---|---|
| #FA8E8E | |

| Red_50 | AA 4.9 |
|---|---|
| #F55353 | |

| Red_60 | AA 4.91 |
|---|---|
| #DE1B1B | |

| Red_70 | AA 6.77 |
|---|---|
| #B80D0D | |

| Red_80 | AAA |
|---|---|
| #8F0E0E | |

| Red_90 | AAA |
|---|---|
| #661414 | |

| Red_100 | AAA |
|---|---|
| #451717 | |

| White | AAA |
|---|---|
| #FFFFFF | |

| Gray_10 | AAA |
|---|---|
| #F5F7FA | |

| Gray_20 | AAA |
|---|---|
| #EBEFF5 | |

| Gray_30 | AAA |
|---|---|
| #DDE3ED | |

| Gray_40 | AAA |
|---|---|
| #C8D1E0 | |

| Gray_50 | AAA |
|---|---|
| #AFBACC | |

| Gray_60 | AA 5.73 |
|---|---|
| #8E99AB | |

| Gray_70 | AA Large 4.34 |
|---|---|
| #707A8A | |

| Gray_80 | AA 6.34 |
|---|---|
| #58606E | |

| Gray_90 | AAA |
|---|---|
| #434A54 | |

| Gray_100 | AAA |
|---|---|
| #333840 | |

| Black | AAA |
|---|---|
| #1D1F24 | |

# Primary Typeface

**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 Typeface

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

**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

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