

Brand & Identity Guidelines

Overview

Our brand is what differentiates us from others in the marketplace. It enables us to convey our company's vision, personality, and promise—both visually and conceptually—to our customers, to employees, job seekers and to the world.

To ensure clear recognition and the highest quality presentation of our brand, it is key to use all brand-related materials properly.

The following guidelines have been outlined to ensure strong and consistent use of our visual identity, brand voice, and related assets.

[View Brand Assets](#)

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NOTE : THIS BRANDING IS FOR JUST DEMO PURPOSE

Who We Are

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Brand Guidelines — GlobalLogic, a Hitachi Group Company

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We are GlobalLogic.

We have the power to pen the future not simply by seeing things the way they are, but by the way they can be—and together, we have the talent to make it happen.

About Us

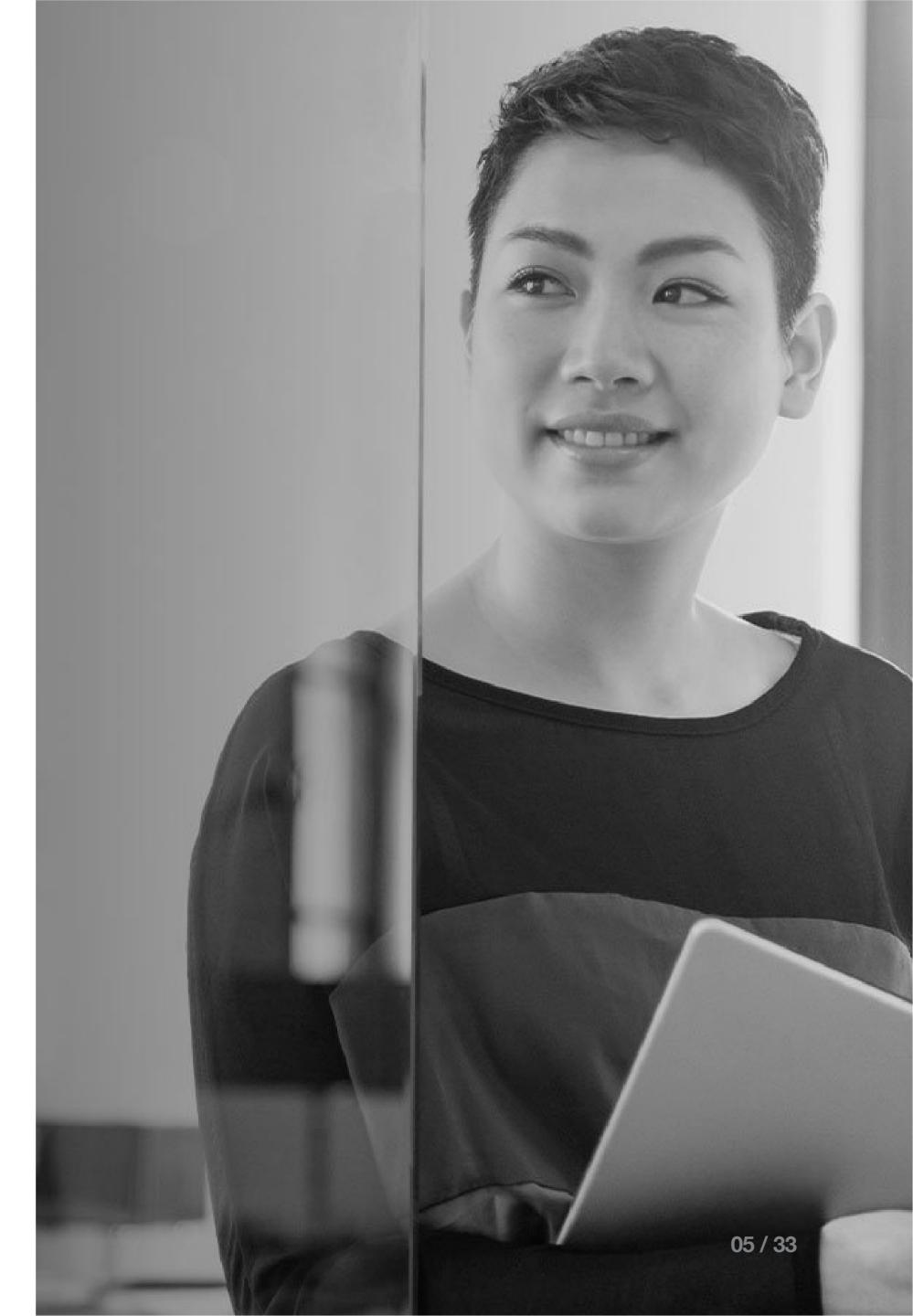
Our Mission is to Create Breakthrough Human Outcomes

Organizations in every industry are transforming their products and services by leveraging digital technologies, to better engage customers and create new revenue streams, and to bring good to society. The pandemic has further accelerated this need.

As a leader in digital engineering, we help our brands around the globe design and build innovative products, platforms, and digital experiences for the modern world. By integrating strategic design, complex engineering, and data expertise—we help our clients imagine what's possible, and accelerate their transition into tomorrow's digital businesses.

Headquartered in Silicon Valley, with more than 22,000 employees, GlobalLogic operates design studios and engineering centers around the world—extending our deep expertise to customers in the automotive, communications, consumer, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries. GlobalLogic is a Hitachi Group Company.

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Boilerplate Intros

100 Words

GlobalLogic is a leader in digital engineering. We help brands across the globe design and build innovative products, platforms, and digital experiences for the modern world.

By integrating experience design, complex engineering, and data expertise—we help our clients imagine what's possible, and accelerate their transition into tomorrow's digital businesses.

Headquartered in Silicon Valley, GlobalLogic operates design studios and engineering centers around the world, extending our deep expertise to customers in the automotive, communications, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries.

GlobalLogic is a Hitachi Group Company operating under Hitachi, Ltd. (TSE: 6501) which contributes to a sustainable society with a higher quality of life by driving innovation through data and technology as the Social Innovation Business.

50 Words

GlobalLogic, a digital engineering leader, helps brands across the globe design and build innovative products, platforms, and digital experiences for the modern world.

By integrating experience design, complex engineering, and data expertise—we help clients imagine what's possible, accelerating their transition into digital businesses.

GlobalLogic is a Hitachi Group Company.

25 Words

GlobalLogic, a digital engineering leader and Hitachi Group Company, helps brands design and build innovative products, platforms, and digital experiences for the modern world.

Boilerplate Intros

GlobalLogic is a leader in digital engineering. We help brands across the globe design and build innovative products, platforms, and digital experiences for the modern world. By integrating experience design, complex engineering, and data expertise—we help our clients imagine what's possible, and accelerate their transition into tomorrow's digital businesses.

Headquartered in Silicon Valley, GlobalLogic operates design studios and engineering centers around the world, extending our deep expertise to customers in the automotive, communications, consumer, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries. GlobalLogic is a Hitachi Group Company.



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Logos

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Wordmark

The wordmark is a quintessential element of GlobalLogic's visual identity, serving as the face of our brand and the primary form by which we are recognized in the marketplace.

There are two key components that make up the wordmark—the original GlobalLogic logo, and Hitachi's endorsement ("A Hitachi Group Company"). These components must always appear together and should never be used independently.

The wordmark should never be locked up with another identity element and must live independent from the symbol.



Endorsement Line



Symbol

The symbol, which may also be referred to as a “mark” or “monogram”, is GlobalLogic’s secondary form of identity. It should never be locked up with another identity element and must live independent from the wordmark.

Use of the symbol should be reserved for cases where the wordmark cannot serve as the primary form of identity—such as smaller use applications, including a website favicon or social media icon—or is incompatible with composition or design.

Internal materials are the only exception, where the symbol can be used as the primary or secondary logo due to easy recognition by our team. It may be used as a bold element for deliverables such as brochure covers, swag, or environmental graphics.



Overview

The wordmark and symbol must always appear clearly and have plenty of breathing room. To ensure they are always legible and unobstructed, it is important to size them properly and provide sufficient clear space around each logo.

Minimum Size

When printed, the minimum size for the endorsement line “A Hitachi Group Company” cannot be any smaller than 1.5” or 38mm wide. The wordmark should never appear smaller than 100px (or 1.5”) wide. In any use case smaller than this specified size, the symbol should be utilized as the primary form of identity.

In situations where the registered symbol (®) appears too small to be legible (smaller than 150px or 2” wide), it should be removed. This is the only exception where the wordmark can live without this element.

Clear Space

The minimum clear space for the wordmark is defined by the height of the lowercase “c” in the logotype. For the symbol, the minimum clear space is defined as 50% of its total height—equivalent to the height of the arrow-shaped element in the “G” letterform.



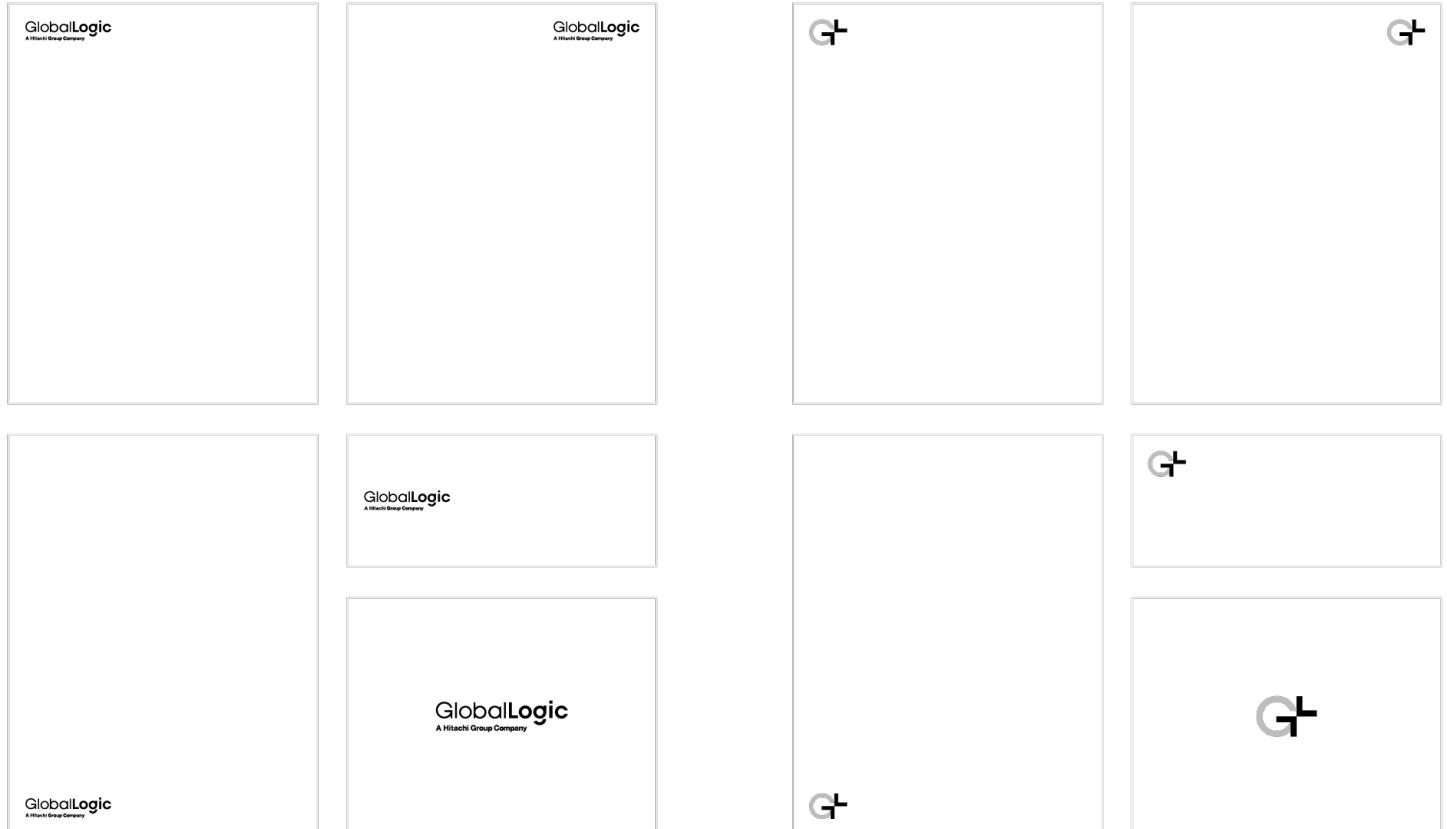
When printed, the minimum size for the endorsement line “A Hitachi Group Company” cannot be any smaller than 1.5” or 38mm wide.

Placement

Placement of our logos should be intentional and precise, ensuring they compliment the design's composition and appear clearly.

The wordmark's preferred placement is the top or bottom left. It can also appear on the top right, centered, or centered left. The symbol can appear in any corner or centered.

The wordmark should never appear on the bottom right or centered right. Neither logo should ever float unanchored to an edge, the center, or another element.



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Logo Relationship

If the wordmark and symbol are used together in a composition, a clear distinction must be made between the two.

For all external communication materials, the wordmark should always be the primary form of identity and appear more prominently. For internal materials, either the wordmark or symbol may serve as the primary form of identity—so long as one appears more prominent than the other.



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Correct Usage

Wordmark

The wordmark must only be displayed in Black or White, and should always be paired with a background color or image that offers sufficient contrast to maximize visibility.

Colors including Black, White, Orange, Dark Grey, and Light Grey are acceptable to pair with the wordmark.

Grayscale imagery, with proper treatment to provide sufficient contrast, may be also be used as a backdrop for the wordmark.



A Hitachi Group Company



A Hitachi Group Company



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Incorrect Usage

Do not stretch or skew



Do not rotate



Do not remove the endorsement



Do not resize or modify elements



Do not use unspecified colors



Do not add effects (dropshadow, bevel, etc.)



Do not outline elements



Do not place over backgrounds lacking contrast



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Color Palette

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Color Palette

Color plays a key role in making our brand visually distinct and reinforcing brand recognition. It must be used thoughtfully and in accordance to our standards.



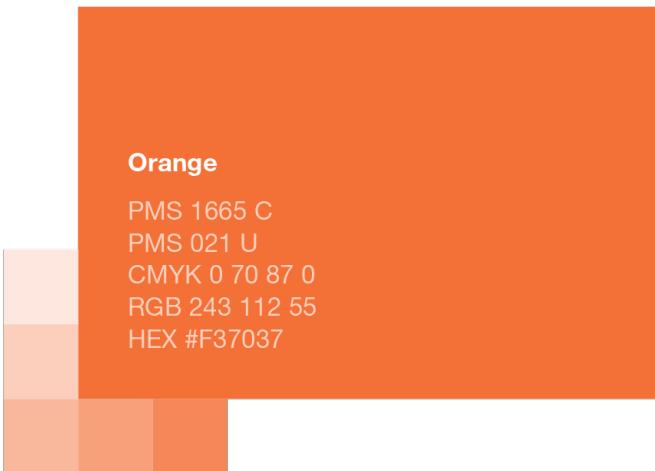
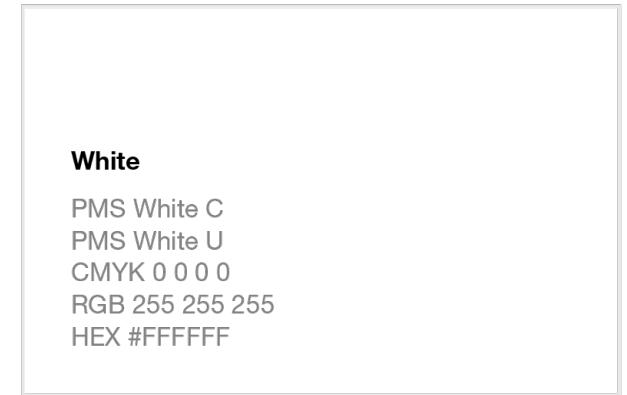
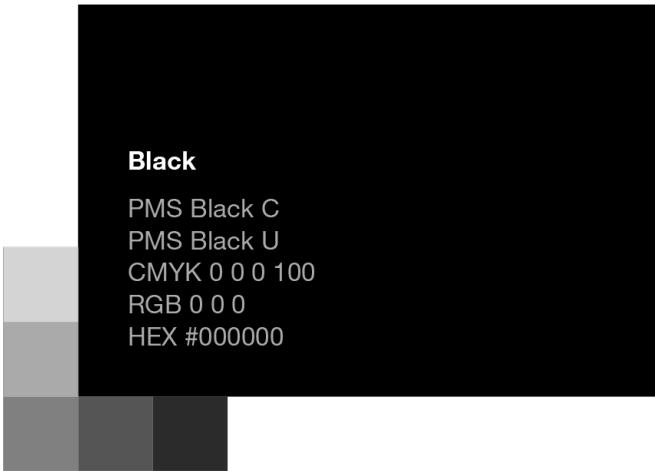
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Brand Guidelines — GlobalLogic, a Hitachi Group Company

Primary Colors

GlobalLogic's primary brand colors are Black, White, Orange, and Light Grey. These colors can and should be used most prominently throughout brand-related materials and designs.

The values that should be used for print applications are the CMYK and Pantone (PMS) values. For digital applications, the RGB or HEX values should be utilized.



Secondary Colors

Our secondary brand colors include an array of neutrals (shades of grey), as well as five rich accent colors (Light Orange, Blue, Lime, Canary, and Teal).

These secondary accent colors should never be used together, but rather individually paired with the neutral colors or in some cases the primary Orange color.

The values that should be used for print applications are the CMYK and Pantone (PMS) values. For digital applications, the RGB or HEX values should be utilized.

Dark Grey PMS 446 C PMS 426 U CMYK 0 0 0 90 RGB 65 64 66 HEX #414042	Medium Grey PMS 425 C PMS 425 U CMYK 0 0 0 70 RGB 109 110 113 HEX #6D6E71	Grey PMS 422 C PMS 422 U CMYK 0 0 0 30 RGB 188 190 192 HEX #BCBEC0	Light Orange PMS 1375 C PMS 137 U CMYK 4 48 91 0 RGB 238 149 52 HEX #EE9F41
			
Blue PMS 3035 C PMS 3035 U CMYK 97 67 42 28 RGB 6 71 75 HEX #06475F	Lime PMS 375 C PMS 375 U CMYK 41 0 100 0 RGB 142 197 73 HEX #8EC549	Canary PMS 123 C PMS 109 U CMYK 5 14 99 0 RGB 244 208 52 HEX #F4D034	Teal PMS 325 C PMS 319 U CMYK 64 2 25 0 RGB 83 189 190 HEX #53BDBE
			

Color Usage

The below color bars demonstrate the usage at which each color should be applied.

Neutrals



Accents



Typography

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Typography

Our corporate typeface is Helvetica Neue LT PRO—a clean and versatile sans serif that beautifully complements our visual aesthetic. It offers a variety of weights (which you can [download here](#)), and is compatible across all platforms.

Helvetica Neue LT PRO should be used for all headers, body copy, and other type styles across all of GlobalLogic's written communications and brand materials.

A large, bold, black font 'Aa' is displayed, where the 'A' is uppercase and the 'a' is lowercase, demonstrating the weight and style of the font.

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

0123456789
!@#\$%^&*

Hierarchy & Usage

Typographic hierarchy is a crucial aspect of clear and effective communication. The proper styling of type allows readers to easily understand where to focus, what content is most important, and how to interpret the intended message being conveyed.

Headlines & Titles

Helvetica Neue LT PRO 45 Light should be used for primary headlines and titles. Due to its light weight, it is best to establish a size difference that is distinct (at least 10pt) between headlines and body copy.

In cases that require less than a 10pt size difference, or where more emphasis is desired for a headline, Helvetica Neue LT PRO 75 Bold should be used.

All headlines should appear in sentence case.

Body Copy

Helvetica Neue LT PRO 55 Roman should be used for body copy and description text.

Helvetica Neue LT PRO **45 Light**

Helvetica Neue LT PRO **75 Bold**

Helvetica Neue LT PRO **55 Roman**

Helvetica Neue LT PRO **45 Light**

Helvetica Neue LT PRO **55 Roman**

Main Headline

Subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque consequat egestas. Sed eget libero tempor ante blandit imperdiet.

Secondary Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam venenatis lorem nulla, sit amet varius tortor gravida nec. Duis iaculis leo ut nisi posuere, imperdiet cursus nunc pretium.

Vestibulum eget est nec sem fringilla malesuada. Pellentesque at neque leo. Morbi tristique feugiat massa at consectetur. Sed sit amet nisl in nisi facilisis mollis. Aliquam euismod condimentum dolor, dignissim dictum nibh. Mauris eget dui nulla. Etiam tempor sollicitudin ligula, a tincidunt augue.

Brand Elements

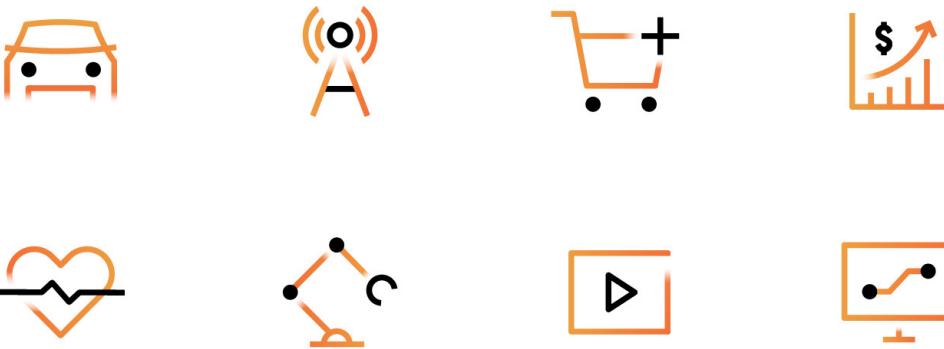
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Icon Style

GlobalLogic has developed a unique and dynamic icon style that complements our brand's visual aesthetic.

Our icons can be used over light or dark backgrounds, and are the only brand elements where gradients can be utilized.

As our icon library continues to evolve, they must be developed and used properly to ensure a streamlined appearance. Always size and scale icons consistently, making sure to preserve their even stroke weights and proper aspect ratios.



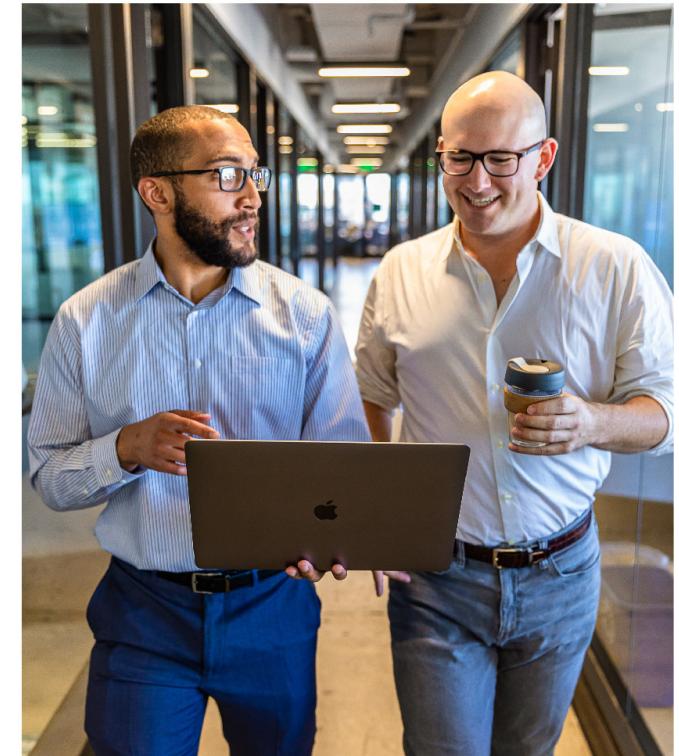
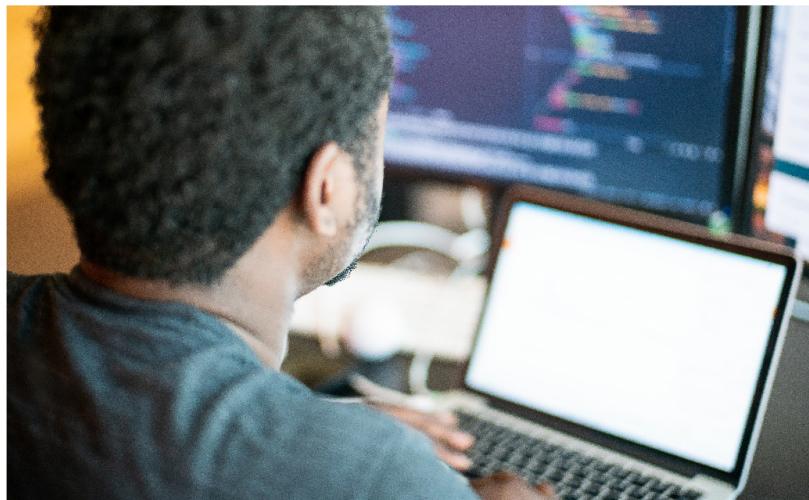
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Imagery Style

Imagery plays a crucial role in telling our brand story. It has the power to capture the essence of our team, visually convey what we do, and connect with our audience in a meaningful and impactful way.

Our imagery style is intended to be genuine, people-forward, and technology-centric. It should organically tell our story in a way that represents our global team and our hands-on approach. The imagery must feel human, as it is often responsible for turning abstract concepts or services into a relatable visuals.

When using imagery, always ensure it serves a clear purpose. In cases where images are used for large-use applications (e.g hero images on websites) or require content to be overlaid on top, our grayscale image treatment should be utilized. For all other cases, imagery should embrace its natural colors to offer warmth to our designs and visual aesthetic.



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Imagery Treatment

When using imagery for large or full-bleed applications, particularly with content overlaid on top, a grayscale effect must be applied. Additionally, areas of an image where content will be placed should be darkened (using a Black gradient) to provide sufficient contrast and ensure legibility.



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Patterns

Our pattern is a subtle and abstract visual element that should be used minimally and selectively.

Inspired by GlobalLogic's symbol, this pattern is intended to be versatile and morph based on a composition—so long as it visually maintains an aligned, grid-like appearance as a whole.

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Patterns Cont.

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Website

Our website is one of our primary tools to reach clients, partners, and future hires.

Its design must be clean and streamlined, following best practices outlined within these Brand Guidelines, and also offer a user-friendly experience.

The screenshot shows a dark-themed website for GlobalLogic. At the top left is the GlobalLogic logo, which includes the company name in a white sans-serif font and the text "A Hitachi Group Company" below it. To the right of the logo is a navigation bar with links: "SERVICES ▾", "WORK", "INSIGHTS", "CAREERS", "ABOUT ▾", and "CONTACT". Below the navigation is a large, dark-toned photograph of the San Francisco skyline and the Bay Bridge. Overlaid on the bottom left of the banner is the company's tagline: "GlobalLogic is Your Partner in Building the Exceptional". The word "Exceptional" is highlighted in orange. Below the tagline is a brief description: "Based in the heart of Silicon Valley, GlobalLogic has been advising, designing, and building amazing software & digital products for 20 years." At the very bottom of the banner, there is a small orange link labeled "Watch Video ▶".

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Business Card



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Created 2021