

May 2024

Brand Guidelines



1.0

Brand Messaging

We are
GlobalLogic.

We help create some of the most innovative and widely used digital products and experiences. Today we're helping clients transform businesses and redefining industries through intelligent products, platforms, and services.



Our Purpose

Create a positive impact for society and the planet.

Our Mission

Build digital products, platforms, and services designed for desirability, curated for intelligence, and engineered for excellence.



Boilerplate Intro

Our boilerplate messaging allows our brand introduction to always be clear and concise. We provide different lengths to accommodate different communication and visual needs.

Full Length (61 words)

Recommend for use on website, event materials, PDFs, and print collateral.

Short Length (33 words)

Use for printed materials with space requirements (e.g., non-digital ads or event programs).

Micro Length (13 words and 9 words)

Best suited for booth graphics, event signage, or other use cases with space restrictions.

Full Length

Engineering Impact

GlobalLogic, a Hitachi company, is a trusted digital engineering partner to the world's largest and most forward-thinking companies. Since 2000, we've been at the forefront of the digital revolution—helping create some of the most innovative and widely used digital products and experiences. Today we continue to collaborate with clients in transforming businesses and redefining industries through intelligent products, platforms, and services.

Short Length

GlobalLogic, a Hitachi company, is a trusted digital engineering partner to the world's largest and most forward-thinking companies. We're known for engineering impact with intelligent products, platforms, and services that transform businesses and redefine industries.

Micro Length, Version A

GlobalLogic, a Hitachi company, is engineering impact through intelligent products, platforms, and services.

Micro Length, Version B

GlobalLogic: Engineering impact through intelligent products, platforms, and services



Differentiation

GlobalLogic helps organizations design, build, and improve intelligent products, platforms, and services. Together with our clients, we're helping to reshape industries and improve people's day-to-day lives.

01 Engineering Ingenuity

Deep expertise and proven experience in design-led, data-informed digital engineering.

02 Pragmatic Philosophy

Consideration of current realities (for example, constrained budgets, legacy tech, change-averse users) when designing and building new products.

03 Intelligent Optimization

Data-driven insights to inform product design and development and deliver greater value.

04 Zero Distance to Clients

People-first culture and commitment to shoulder-to-shoulder teamwork, including a unique lab model and flexible onshore, nearshore, and offshore delivery model.

05 Commitment to Responsible Business

Expertise in environmental stewardship when designing and building products and investment in diversity, equity, and inclusion when attracting and developing talent.



Messaging Anchor

This is not a tagline. It's a short phrase that telegraphs our core strength and differentiator: engineering.

Engineering (What we do)

We help organizations design, build, and improve intelligent products, platforms, and services.

Impact (Why we do it)

Through our highly flexible, collaborative client relationships, we reshape industries and improve people's day-to-day lives.

Engineering Impact



Messaging

GlobalLogic's brand messaging emphasizes our focus on and strength in **engineering**.

The messaging system provides the flexibility to use the word "Engineering" in concise, high-impact titles.

The first (left) quickly describes what we are designing, building, and/or delivering to clients.

The second (right) expands on the concept of Engineering Impact. These highlight more specific examples of the outcomes and value that GlobalLogic delivers to clients and partners.

You can use an "Engineering" phrase on its own (for example, in a social tile or as a title or subhead in a thought leadership article). Or you can build a list with your focus topic highlighted in an accent color.

Please note: These lists are not comprehensive. They are intended to provide a flexible framework for reinforcing the GlobalLogic brand messaging and identity.

Our capabilities

Engineering Responsible Products
Engineering Intelligent Experiences
Engineering Patient Experiences
Engineering Mobility Services
Engineering Industry-Shaping Products
Engineering Enterprise-Grade AI
Engineering Healthcare Platforms
Engineering Impact in Mobility

Our outcomes and values

Engineering Healthcare Impact
Engineering Communication Impact
Engineering Media Impact
Engineering Entertainment Impact
Engineering Technology Impact
Engineering Banking Impact
Engineering Retail Impact
Engineering Mobility Impact
Engineering Industrial Impact

2.0

Visual Identity



Our anchor of Engineering Impact is the basis of how we show up in the world.

**Impact starts with connection.
We engineer meaningful
innovations through
collaborative teams, integrated
design, and data expertise.**



Design Principles

These principles influence how our brand system looks and feels.

Optimistic
Bold
Intelligent

2.1

Logo

Logo

Our logo is the clearest representation of our brand. It locks up our wordmark with an attribution line that shows our connection to Hitachi Global.



Wordmark

The GlobalLogic wordmark is the main symbol we use to represent the brand.

It embodies our business and the values that we stand for. It's vital that it is used with care and respect to ensure that all content remains distinct and memorable.

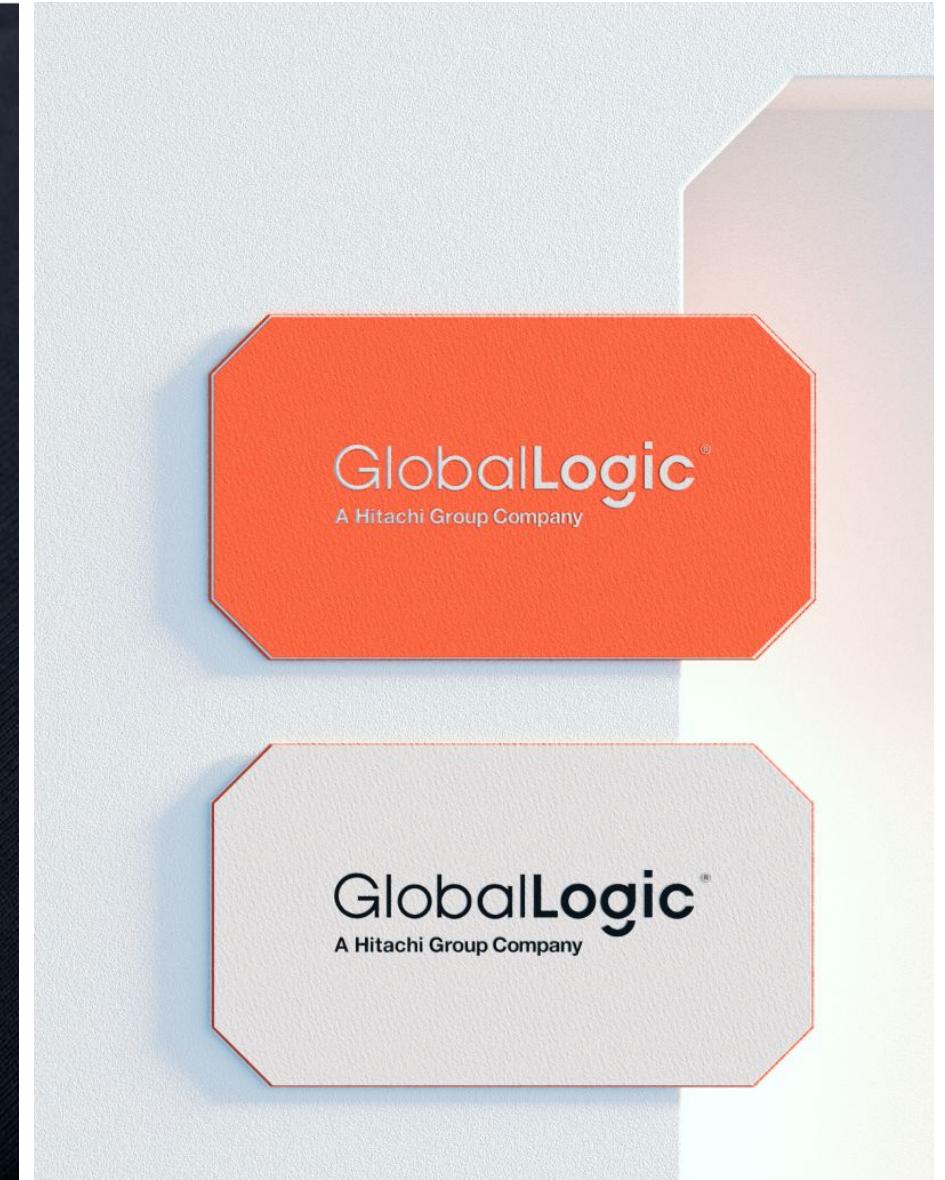
It is primarily used in our White and Steel Gray 100 color options to allow for maximum contrast and readability.



Specialty Cases

The wordmark can appear in several different settings, sometimes including print or experiential cases. We are not as beholden to accessibility standards in these cases as we are in digital.

This can allow us to use different color combinations than usual, such as Steel Gray 50 embroidered on a Steel Gray 100 sweatshirt, or White text on an Impact Orange business card.



Clear space and minimum size

Clear Space

The wordmark is always positioned in clear space for impact and legibility.

Our clear space is established by the 'G' in our wordmark. Place the 'G' on each side of the furthest edge of our wordmark and the clear space will be defined.

Minimum Size

To maintain legibility and brand integrity, we have outlined the minimum sizes for our wordmark. The minimum size is measured in width.

In situations where the registered symbol ® appears too small to be legible, it should be removed. This is the only exception where the wordmark can live without this element.

Clear Space



Minimum Size

Printed



Digital



® REMOVED AT LESS THAN
150PX / 1.5 INCH OR 38MM



Placement

Top Left

This placement is most suitable in situations where our brand should be established first, such as on cover pages for long form documents or the website.

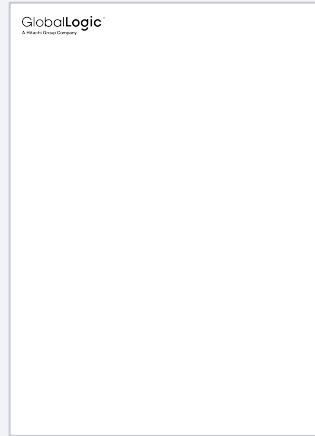
Top Right/Bottom Left

These placements are best used when the messaging or a particular image takes precedent in the visual hierarchy and our wordmark is used instead as a visual punctuation to the collateral.

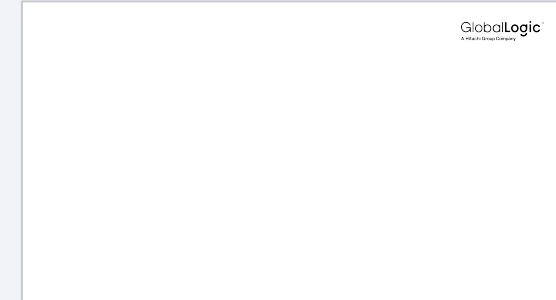
Centered

This placement should be saved for specialty cases where the wordmark may be used alone to bookend content such as in a motion piece or social carousel.

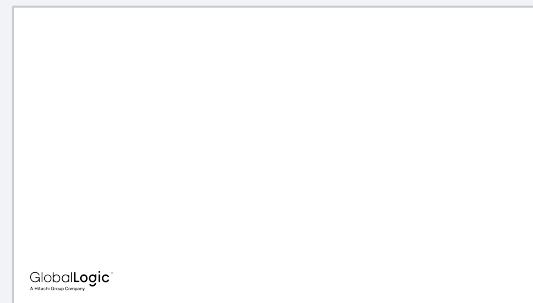
Top Left



Top Right



Bottom Left



Centered



Symbol

Another mark used to represent the GlobalLogic brand is the symbol. This represents everything the wordmark does but in a condensed form.

Clear Space

For the symbol, the minimum clear space is defined as the height of the arrow-shaped element in the "G" letterform.

Color Usage

The symbol should always be displayed in Steel Gray 50 and used in a similar way to a watermark. With the exception of the favicon which must be shown in Steel Gray 100 on an Impact Orange background.

GLSymbol



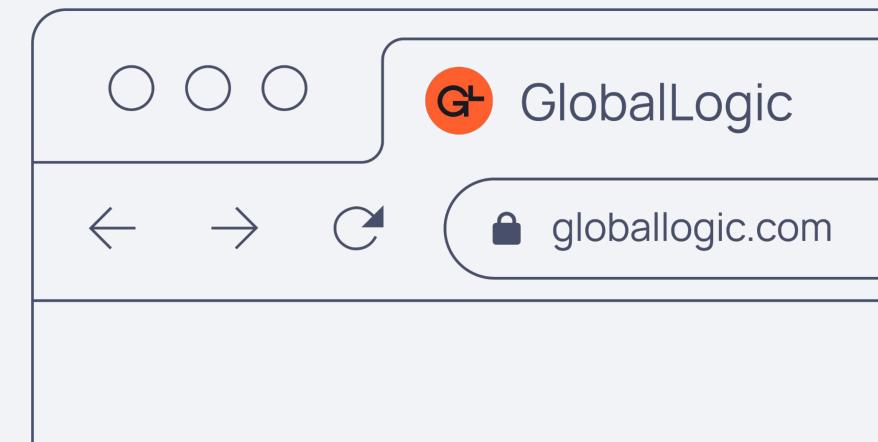
Clear Space



Color Usage 1



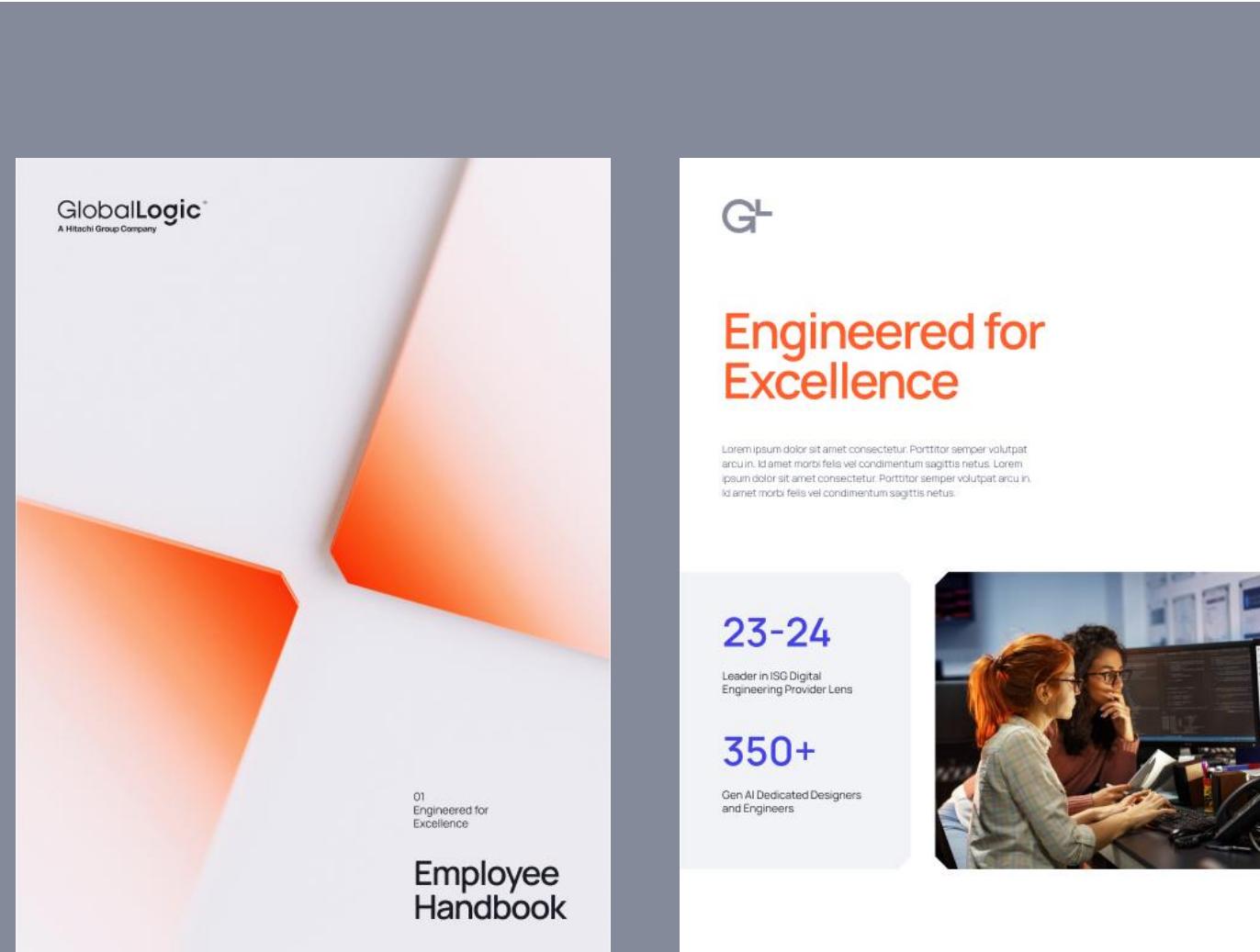
Color Usage 2



Wordmark + Symbol Relationship

The wordmark and symbol are never shown together or on the same page. Both marks represent the same values and ideas so it would be redundant to display them next to each other or in the same piece of media.

The symbol is also to only be used in internal communications and needs. It is a shorthand representation of our brand and should not be used as the primary brand identifier in external collateral and media.



Partnerships

When relationships to other brands needs to be communicated, precautions have to be taken in order to maintain our brand presence and recognizability.

Minimum Distance

To ensure our brand's presence, the minimum distance between our logo and a partner logo should be no less than four 'G's to any side.

One Partner

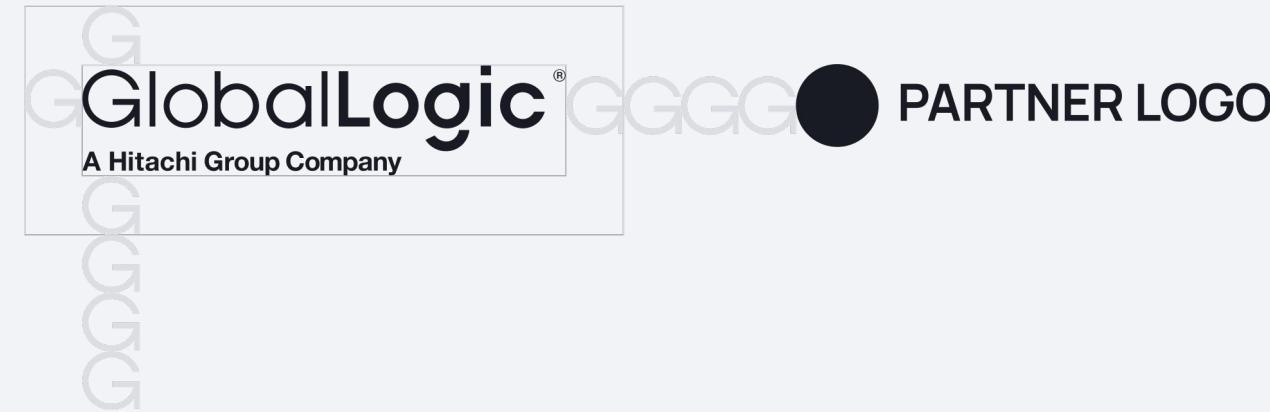
When one partnership is being established, the logos can be used to balance the composition at opposing corners. The default of aligning them both to the same corner with the minimum distance rule followed can also be used.

Two or More Partners

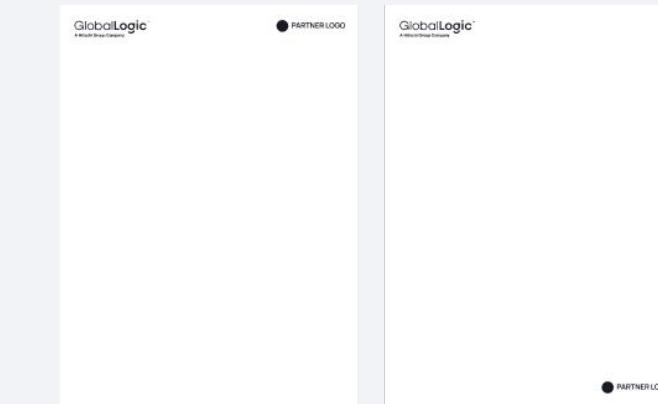
In the instance of more than one partner, the GlobalLogic logo should always be established first and then all partner logos should be grouped together following minimum distance guidelines.

When possible, all logos should be used in either white or Steel Gray 100 to ensure consistency across all logos.

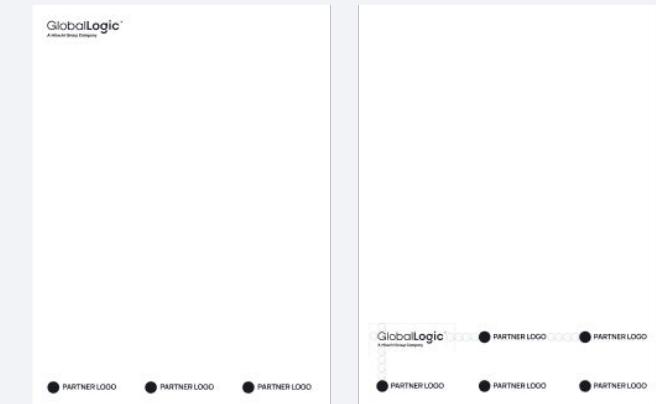
Minimum Distance



One Partner



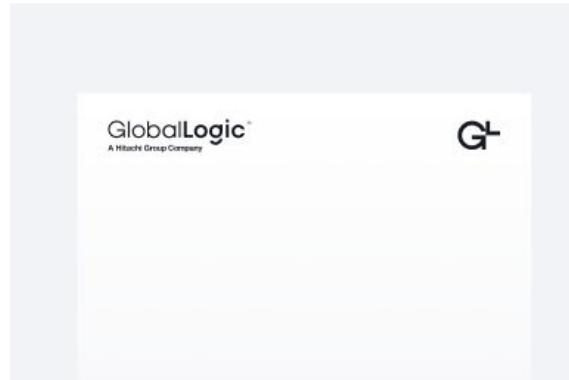
Two or More Partners



Misuse



- ✖ Don't change the wordmark or lock it up with anything else.



- ✖ Don't display wordmark and symbol in the same piece of media.



- ✖ Don't display wordmark in any colors than described.



- ✖ Don't change the wordmark or symbol in any way.



- ✖ Don't set our logo in a color that would not allow proper contrast to backgrounds.



- ✖ Don't add any effects to the wordmark or symbol.



- ✖ Don't use logo as a masking element.

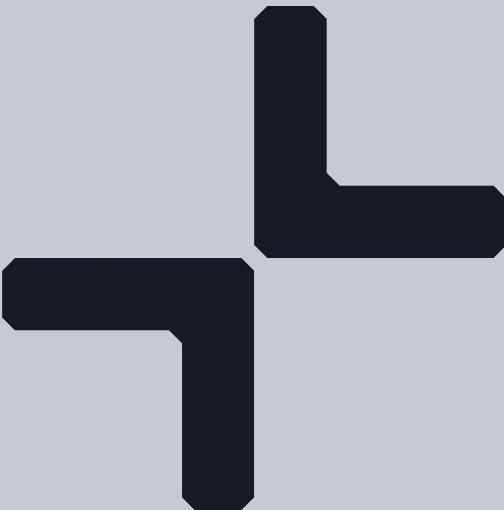


- ✖ Don't alter scales or relationships.

2.2

Glyph

Engineered glyph



Our Engineered Glyph builds on the point of connection within our GlobalLogic symbol. Adding angled cuts and a reverse ink-trap gives the glyphs distinction.

We use our Engineered Glyph in different ways to inform the brand system.



Colors

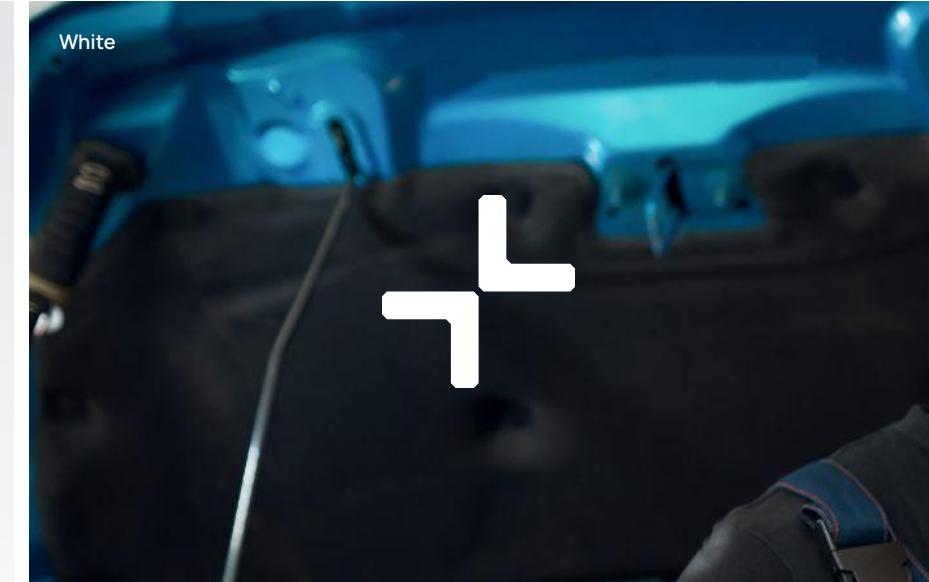
Our Glyph is only used with a single solid color from our primary palette: Orange, White, Steel Gray 50 or Steel Gray 100.

Generally, setting the glyph in Orange, White, or Steel Gray 50 is best when wanting to create contrast with the background and call attention to its usage. While using it in Steel Gray 50 is best used in cases when it's used as a supporting element.

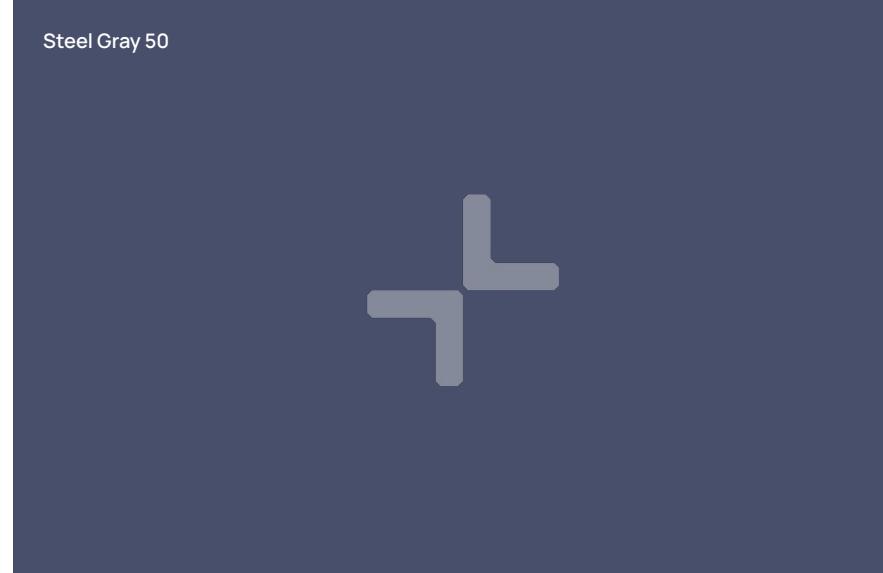
Orange



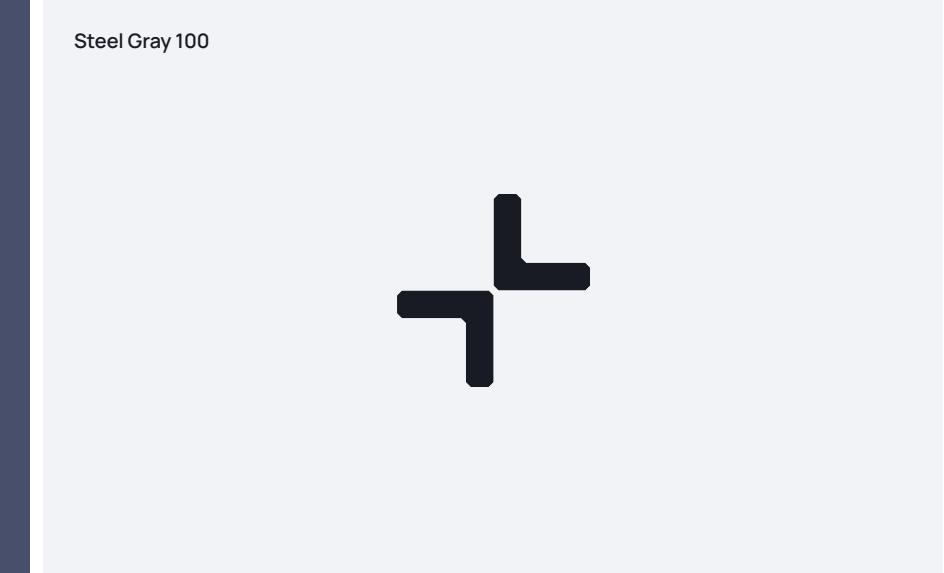
White



Steel Gray 50



Steel Gray 100



GlobalLogic + Glyph Relationship

Our Glyph is always accompanied with the written version of our name, GlobalLogic. While establishing a relationship is key, they should never used as a lock-up.

When used in proximity to each other, such as in document headers and footers, they should maintain a horizontal alignment with a minimum distance of 3x.

Our name, GlobalLogic, must be used on a page to build recognition and ownership of the Glyph. However, their position relationships can be flexible, depending on the design layout, e.g.

- Glyph and name positioned in opposing left and right corners—aligned horizontally.
- Top and bottom—left or right aligned
- Glyph positioned top-left, top-right or within the page, and the name as part of the footer or breadcrumb.
- Glyph used in the footer while GlobalLogic is used in copy as part of the headline.

We never use our wordmark with our Glyph.

Minimum Distance



Left-aligned



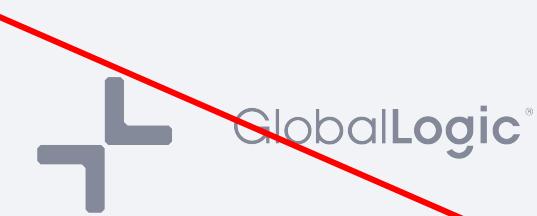
GlobalLogic

Right-aligned



GlobalLogic

Misuse

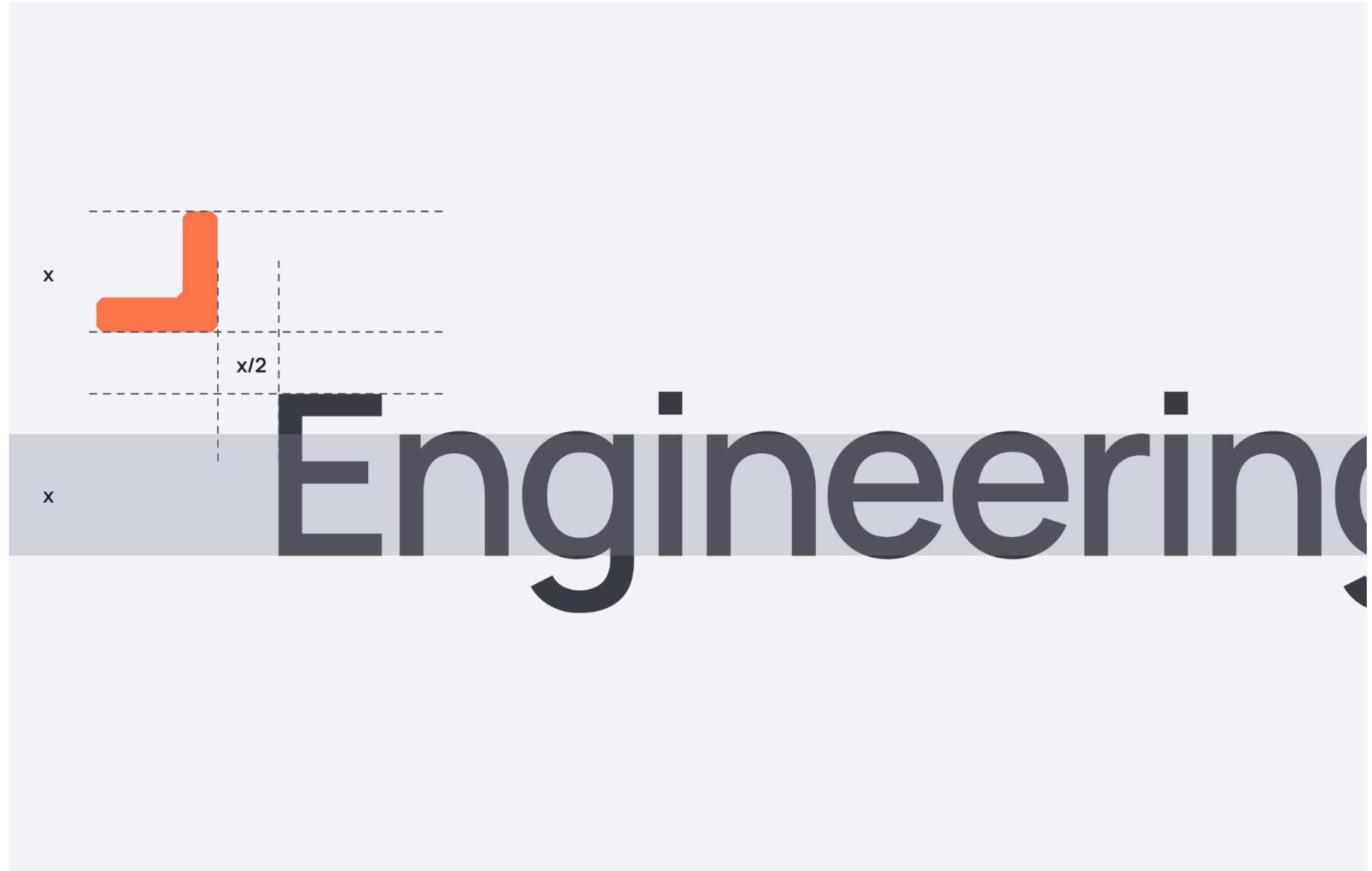


Glyph and headlines

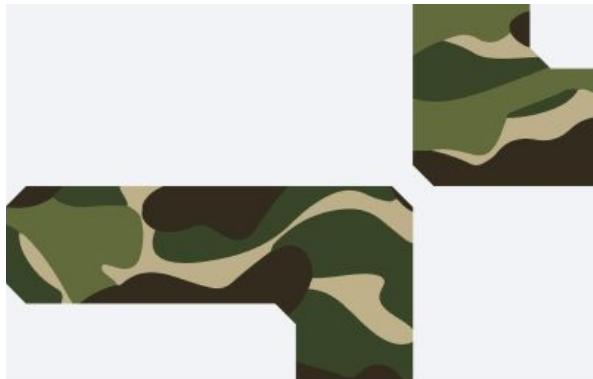
To reinforce the connection between our hero messaging and the brand, half of the Glyph can be paired with the headline. The direction and relationship to the element with which it is linked, provides an added presence of importance and urgency.

When pairing one chevron of the Glyph with a headline, the chevron is rotated pointing bottom-right. Its height equals the x-height of the headline and it is placed at an equal distance of 1/2 its height.

The usage of a single chevron of our Glyph to call attention to a headline as a graphic should only be used in our Orange.



Misuse



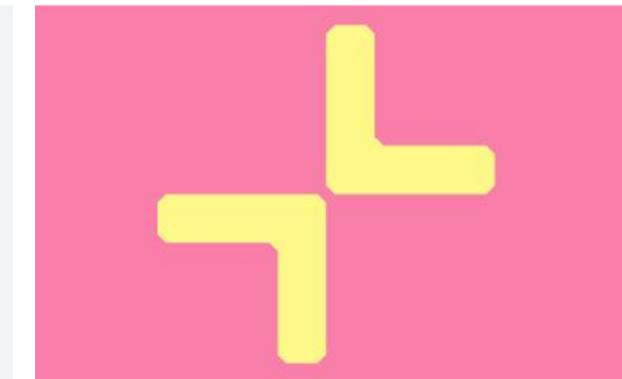
✖ Don't use any graphics or imagery inside of the Glyph.



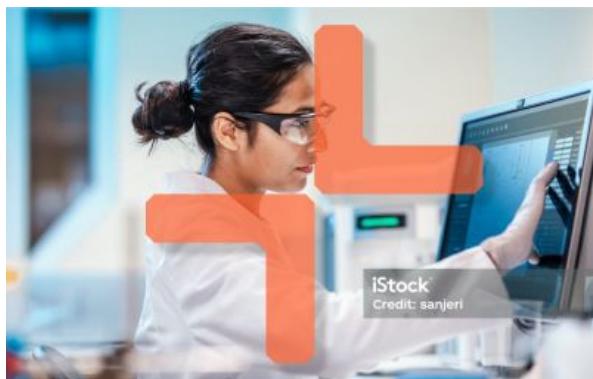
✖ Don't use our Glyph as a pattern.



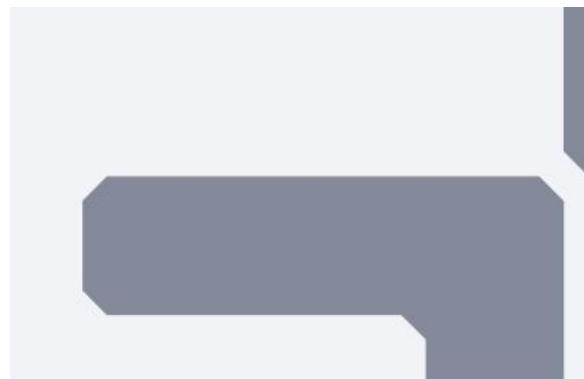
✖ Don't rotate the Glyph to any angle other than a right angle.



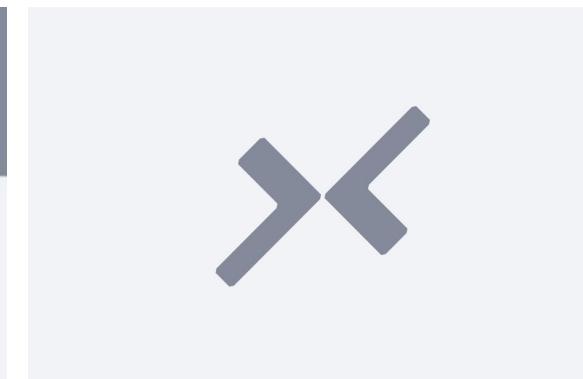
✖ Don't apply any colors to our Glyph, or backgrounds, that are not specified for use.



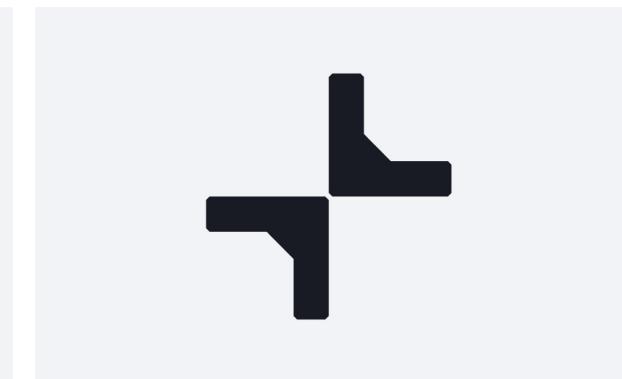
✖ Don't apply any transparency to our Glyph, or effects, such as glows or drop shadows.



✖ Don't crop our Glyph in such a way as its form becomes indistinguishable.



✖ Don't skew or warp Glyph.



✖ Don't make any changes to the design of the Glyph shape.

Misuse



✖ Don't lock-up our Glyph with GlobalLogic written in type, or our wordmark.

Turn over to
the next page ➤



✖ Don't use our Glyph, or part of it, as a directional graphic to lead the reader.

✖ Don't create sub-brand logos using our Glyph.



✖ Don't use our Glyph in its entirety to emphasize a heading.



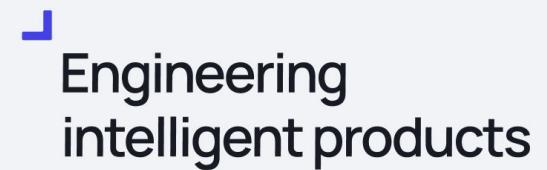
✖ Don't create alternative interpretations of our Glyph.



✖ Don't alter the supplied artwork.



✖ Don't mirror the Glyph in its entirety for use.



✖ Don't use a single chevron in an unapproved colorway.

2.3

Color

#FFFFFF
RGB 255 255 255

White

#F2F3F6
RGB 242 243 246
CMYK-C 3, 2, 1, 0
PMS-C 656

Light Steel

#C8CAD3
RGB 200 202 211 CMYK-C 19, 16, 1, 0
PMS-C 5305 Steel Gray 25

#858A9B
RGB 133 138 155 CMYK-C 47, 30, 26, 8
PMS-C 6219 Steel Gray 50

#484F6B
RGB 72 79 107 CMYK-C 71, 60, 30, 38
PMS-C 4131 Steel Gray 75

#181A24
RGB 24 26 36 CMYK-C 100, 58, 21, 92
PMS-C 7547 Steel Gray 100

#FF5F2D
RGB 255 95 45
PMS-C 171
CMYK-C 0, 74, 85, 0

Impact Orange

#4442E3
RGB 68 66 227
PMS-C 2726
CMYK-C 87, 68, 0, 0

Impact Blue

#81CAFF
RGB 129 202 255
CMYK-C 43, 1, 0, 0
PMS-C 2905

Cyan

#E6EB5D
RGB 230 235 93
CMYK-C 15, 1, 81, 0
PMS-C 379

Yellow

#2E776A
RGB 46 119 106
CMYK-C 72, 24, 43, 26
PMS-C 4166

Green

#8869FF
RGB 136 105 255
CMYK-C 54, 56, 0, 0
PMS-C 2101

Purple

#ACDDFF
RGB 172 221 255

CMYK-C 25, 1, 0, 0
PMS-C 290

Light Cyan

#FCFFB3
RGB 252 255 179

CMYK-C 4, 0, 21, 0
PMS-C 7499

Light Yellow

#91C4BB
RGB 145 196 187

CMYK-C 44, 0, 26, 0
PMS-C 4163

Light Green

#D1C4FF
RGB 209 196 255

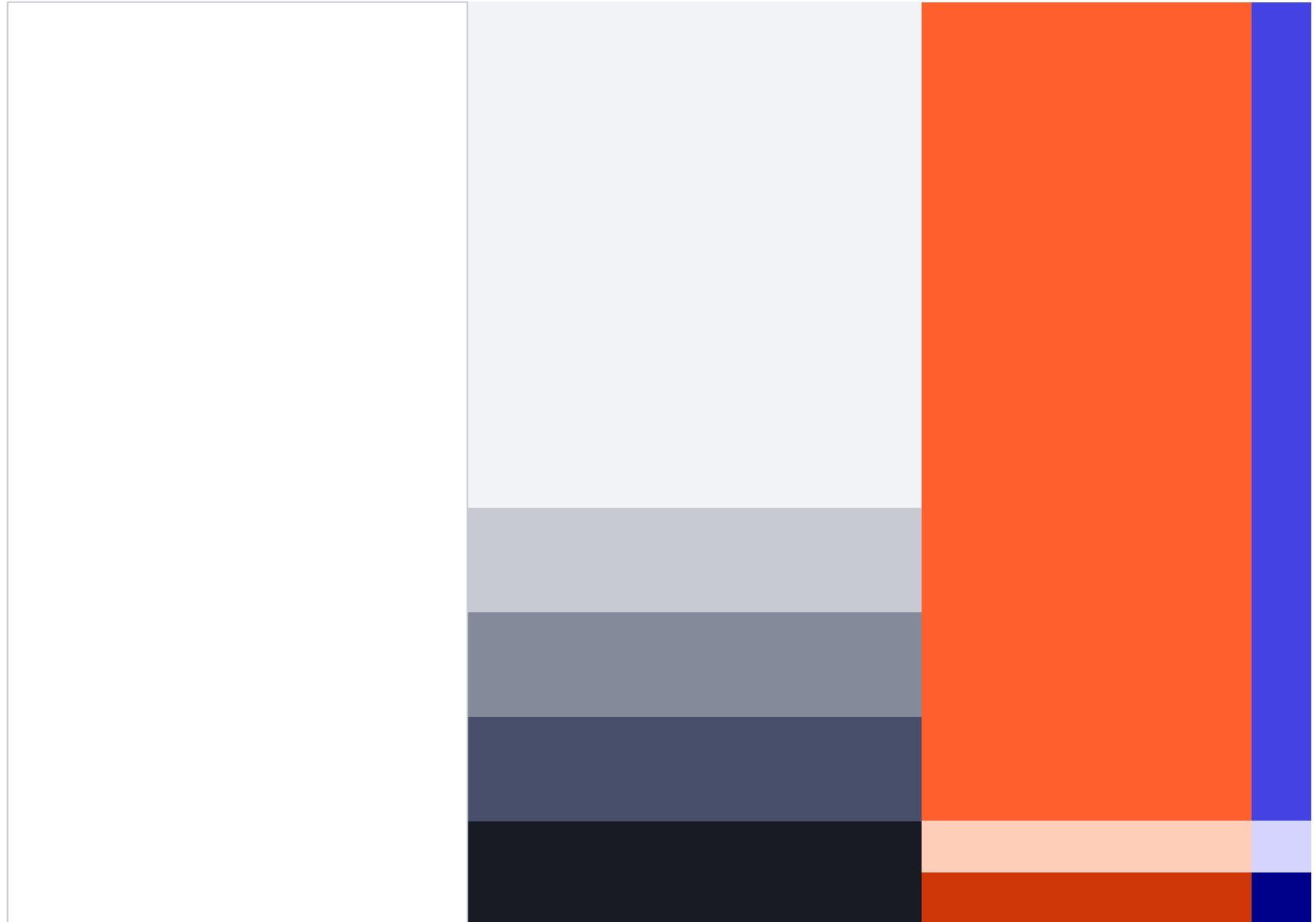
CMYK-C 11, 20, 0, 0
PMS-C 163

Light Purple

Using the primary palette

Our primary palette should be used wherever possible in brand communications. Its usage allows for the immediate identification of our brand, particularly in our competitive space.

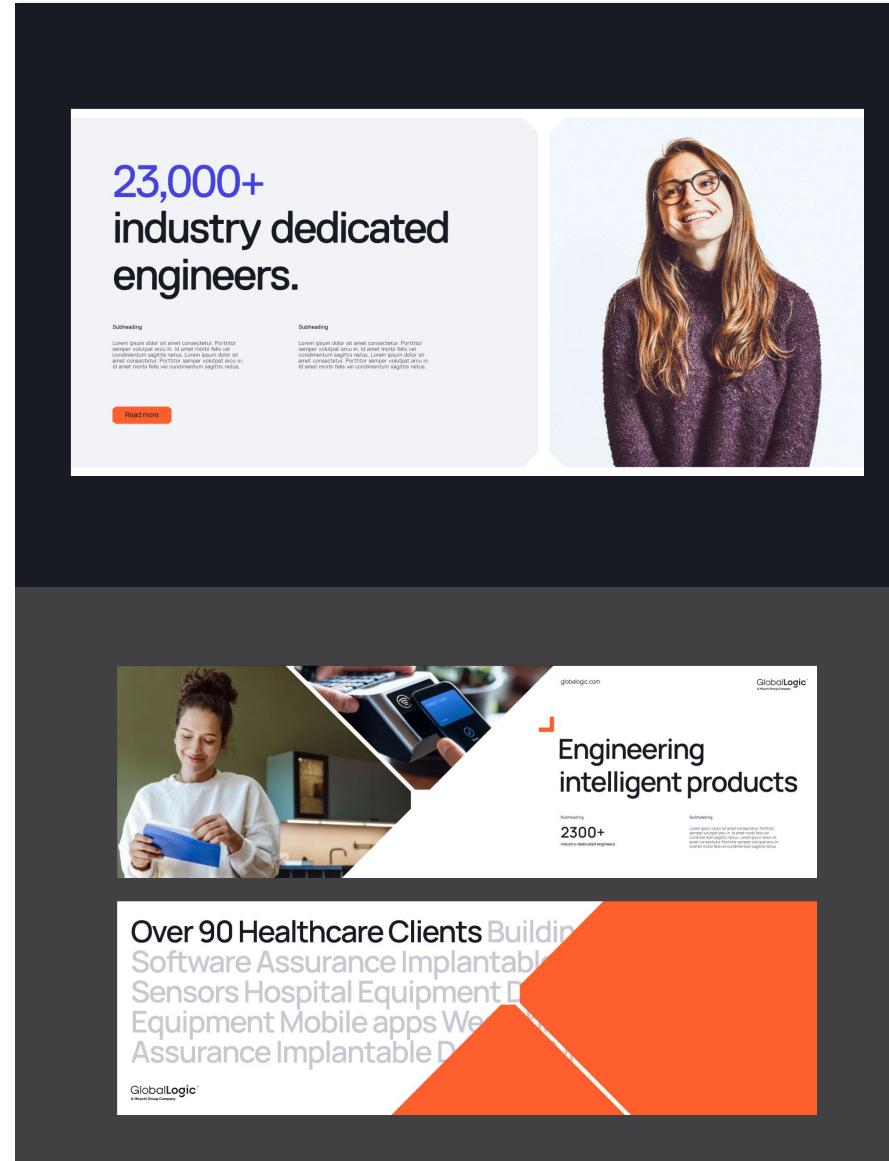
We proudly lean into our Impact Orange as our main GlobalLogic color. It is supported by our Impact Blue and a range of cool steel grays and white to ensure our brand lives in our lighter, brighter world.



In application

We lead with Orange and neutral primaries - White, Light Steel and Black. Backgrounds are predominantly White; while Light Steel is used in masks and containers.

Orange is used to indicate impact and can be applied to text on a white background or occasionally as a solid fill. Blue is used more sparingly as a vibrant accent to Orange, particularly to highlight text on Light Steel backgrounds.

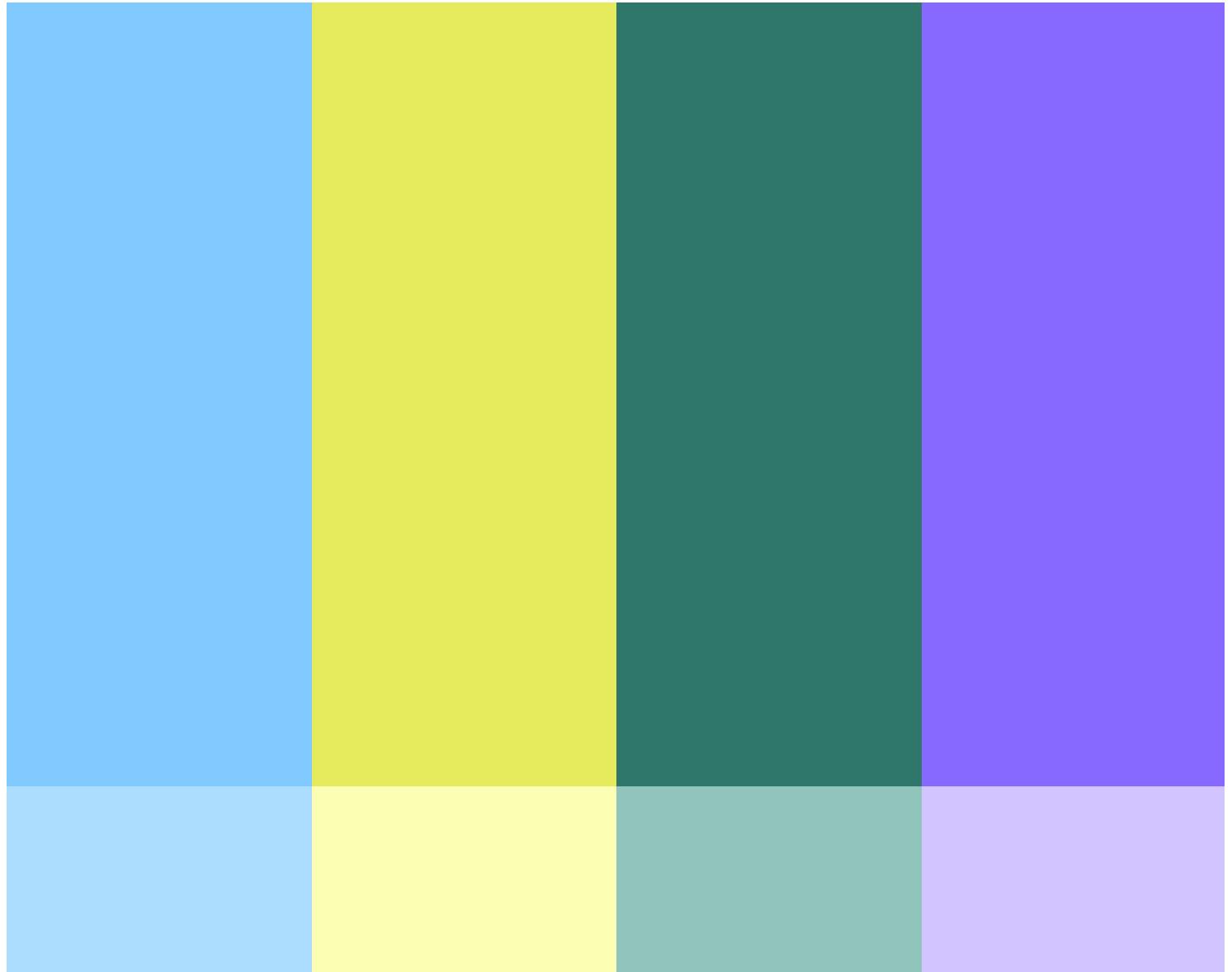


**350+ Gen AI
dedicated
designers &
engineers**



Using the Secondary palette

Our secondary palette is used for instances where we require an expanded color palette, such as data visualization. These colors should never overpower in communications and are used sparingly.

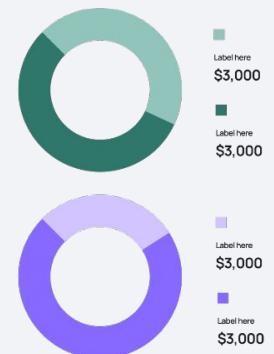
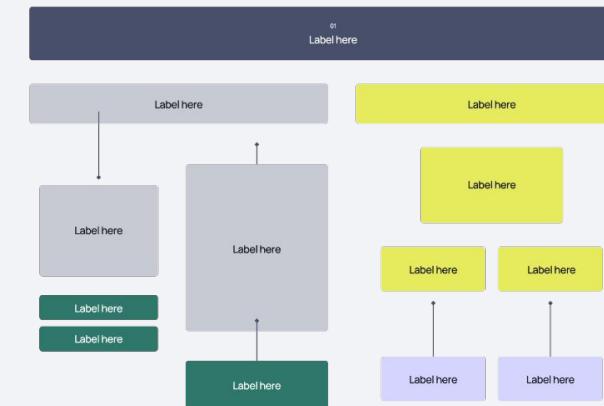
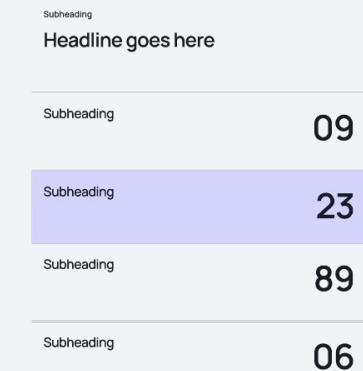
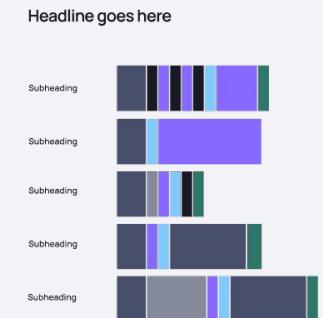
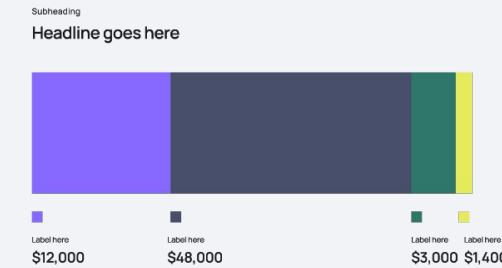
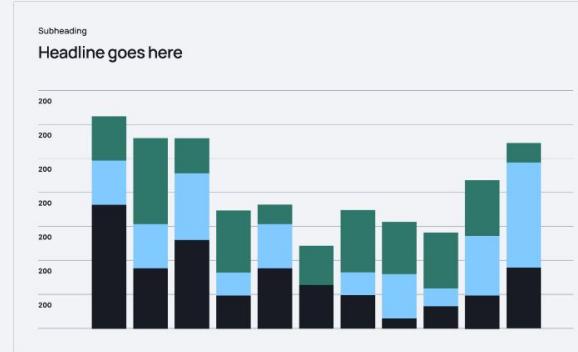




In application

Data visualization is a core part of how we show our process and share proof points. To ensure the data and information we share is clear and easily understood, make sure to use our full range of secondary colors to provide proper contrast and distinction between data sets.

Using our secondary palette also allows our data visualization to create a visual balance within our brand identity by complimenting the use of our primary palette.



Misuse

Over 90 Healthcare Clients
Building wearable Devices
Software Assurance Implanta
Devices Medical Sensors Hospi
Equipment Diagnostic imaging
Equipment Mobile apps Wearab
Devices Software

✖ Don't fill the masked shapes with Vibrant Orange and Blue within the same layout.



✖ Don't use Impact Blue as a solid fill color.

Engineered for Excellence

23-24

Leader in ISG Digital Engineering Provider Lens

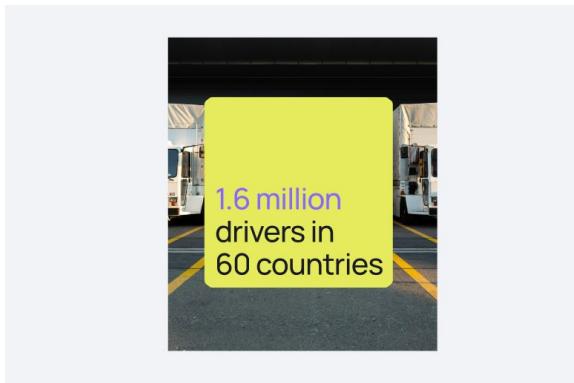
Engineered for Excellence

23-24

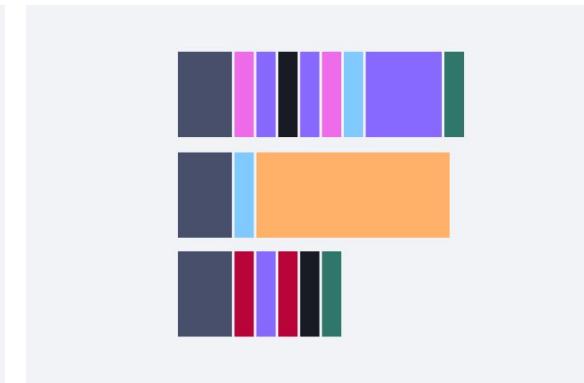
Leader in ISG Digital Engineering Provider Lens

Over 90 Healthcare Clients
Building wearable Devices
Software Assurance Implantabl
Devices Medical Sensors Hospital
Equipment Diagnostic imaging
Equipment Mobile apps Wearable
Devices Software

✖ Don't set type with our secondary colors.



✖ Don't use secondary colors within main brand applications.



✖ Don't add additional colors to our palette.

Engineered for Excellence

23-24

Leader in ISG Digital Engineering Provider Lens

✖ Don't create gradients with our palette.



2.4

Typography

Creating impact with scale

One of the most effective ways to create impact in our communications with typography is through contrast and dynamic compositions. We do this by varying the scale and proportion of our text elements. We can use color to highlight certain words to further create contrast.

Typeface

Our primary typeface, used across all communications, is Manrope from Google Fonts.

Manrope is a friendly, open-source modern sans serif that brings a human warmth and intelligence to our communications.

As a semi-geometric, semi-rounded font, it can be kerned tightly to give impact and boldness to our layouts.

Weights

We use Semibold for headlines, Regular for body copy and Medium for subheadings. The bold weight can be used on smaller titles that are the same or similar size of body copy.

Regular
Medium
SemiBold
Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & * ()
- + ? < > ; : " " "

System font

Where our brand typeface Manrope cannot be imported, replace it with the system font Arial. This system font is web-safe and available on every machine.

Arial Regular
Arial Bold



Hierarchy

We use hierarchy in our system to guide the viewer through the content and to create visual interest.

Scale and weights are the two main components that define hierarchy:

Scale

The size of the body copy is the starting point that defines all the other type sizes. Size of headlines, callouts and subheads are all even multiples of the body copy.

Weights

Regular, Medium, Semibold and Bold are the weights that will help to reinforce hierarchy. Body copy is set in Regular; section titles in Bold; subheads in Medium; callouts and headlines is Semibold.

The proportions explained in this section are our suggested formula to stay consistent with our look and feel. They can be adjusted at the designer's discretion to better work in specific applications.

Headlines: Manrope Semibold

Size 8X
Letter Spacing -4%
Leading 110%

Numerical Callouts: Manrope Semibold

Minimum Size 6X
Letter spacing -2%
Leading 110%

Subhead: Manrope Medium

Size 2X
Letter Spacing 0%
Leading 120%

Section title: Manrope Bold

Body: Manrope Regular
Size X
Letter Spacing 0%
Leading 135%

Engineered for Excellence

23-24

Leader in ISG Digital Engineering Provider Lens

Section Title

Lorem ipsum dolor sit amet consectetur. Porttitor semper volutpat arcu in. Id amet morbi felis vel condimentum sagittis netus. Lorem ipsum dolor sit amet consectetur. Porttitor semper volutpat arcu in. Id amet morbi felis vel condimentum sagittis netus. Lorem ipsum dolor sit amet consectetur.

Hierarchy examples

01 The Body Copy and Section Title define the hierarchy for the rest of the page. The Subhead is 2x their size, the Numeral Callouts 6x and the Headlines 8x.

02 In instances where there is no Body Copy we can calculate the difference between a Headline and a Subhead by multiples of 4.

03 In functional text, such as within brochures and presentations, the type ramp can be reduced to increase at 2x and 4x.

04 In instances where typography is used as image, type size is at the discretion of the designer. In order to create balanced and dynamic layouts, we recommend pairing small Body Copy with an XL Headline.

Please Note:

Not all layouts will fit into the examples outlined here and it's at the discretion of the designer to apply the guidance provided in this document.

Engineered for Excellence

01

23-24

Leader in ISG Digital Engineering Provider Lens

Section heading

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Our Global Footprint

30,000+ diverse and talented people across 18 countries, 500+ active clients, 12 sales offices.

02

14 May 2024 Author Name

The Smart Toolbox: Digital Transformation of Tool & Equipment Management

Lorem ipsum dolor sit amet consectetur. In id aliquam interdum egestas felis ut ipsum in. Orci nunc in rum dui. In pharetra faucibus nunc aliquam. A nunc massa arcu varius ultrices fringilla cras. Lorem ipsum dolor sit amet consectetur. In id aliquam interdum egestas felis ut ipsum in. Orci nunc in rum dui. In pharetra faucibus nunc.

03

**Lorem.
Ipsum
Dolor.**

04



Accessibility

When designing our brand communications we should ensure they are clear and legible. Color used in typography is one factor to be considered. We have tested our colors to ensure minimum legibility requirements under WCAG 2.1 guidance.

The chart shows the contrast ratio of our type on pass rating of AAA or AA. Combinations not shown have failed compliance thresholds and should not be used.

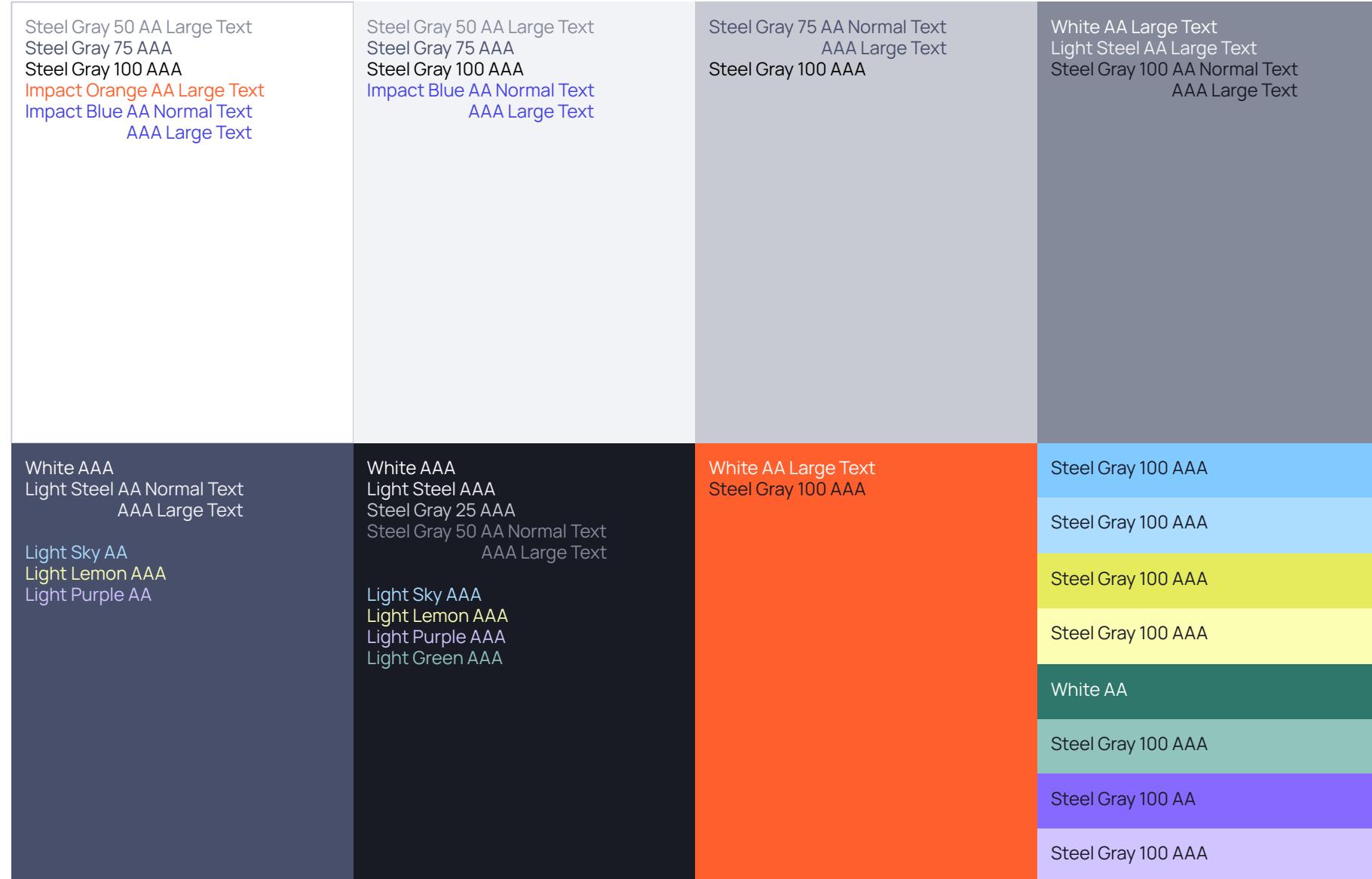
AA ratios

4.5:1 regular text
3:1 large text

AAA ratios

7:1 regular text
4.5:1 large text

Regular text = 17pt and below
Large text = 18pt Regular, and above or 14pt bold and above



Core type color use cases

When combining primary colors in a piece of communication, the following combinations are our primary recommended use cases to provide contrast and legibility.

01 On white backgrounds, use Steel Gray 100 for headlines and body copy size text while Orange can be used for highlights and callouts. Steel Gray 75 can be used to distinguish subheads.

02 On Light Steel, use Steel Gray 100 for headlines and body copy size text while Blue can be used for highlights and callouts. Steel Gray 75 can be used to distinguish subheads.

03 On areas with masked areas of Orange, use White typography. To balance this area, highlights and callouts should be set in Steel Gray 75 or Blue.

04 On Steel Gray 75 use all White text and Light Steel in certain places like subheads for a subtle differentiation.

Engineered for Excellence

01

23-24

Leader in ISG Digital Engineering Provider Lens

Section Title

Lorem ipsum dolor sit amet consectetur. Porttitor semper volutpat arcu in. Id amet morbi felis vel condimentum sagittis netus. Lorem ipsum dolor sit amet consectetur. Porttitor semper volutpat arcu in. Id amet morbi felis vel condimentum sagittis netus. Lorem ipsum dolor sit amet consectetur.

Engineered for Excellence

02

23-24

Leader in ISG Digital Engineering Provider Lens

Section Title

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Engineered for Excellence

03

23-24

Leader in ISG Digital Engineering Provider Lens

Section Title

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Engineered for Excellence

04

23-24

Leader in ISG Digital Engineering Provider Lens

Section Title

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Highlights

Sometimes we use color to highlight certain words and add emphasis. This is usually used in headlines, pull-quotes and statistics.

On White backgrounds

We highlight type with Impact Orange (only type larger than 18px) or Blue or Steel Gray 100.

Light Steel backgrounds

On Light Steel backgrounds we highlight with Impact Blue or Steel Gray 100.

Steel Gray 75 backgrounds

We highlight type with White.

We often use Steel Gray 75 on light backgrounds and Steel Gray 25 on dark backgrounds for typography to allow the highlight color to pop.

Our purpose is to
create a positive impact for
people and the planet

Today, we help
transform businesses
and redefine industries
through intelligent
products, platforms,
and services.

Section Title

Primary Title

Let's start
engineering impact
together.

Let's start
engineering impact
together.

Type as image

In hero communications, we can crop into our typography to emphasize impact and scale.

When using type as image we play with headlines that bleed off the layout or use repetition to create impact.

These treatments should be created by a designer and used for hero communications such as social posts, posters, billboards etc.

comms
banking
engineering **healthcare**
finance
retail
250+
300+
350+
400+
450+

Lorem.
Ipsum.
Dolor.

Generative AI Dedicated
Designers and Engineers



Anchoring type to the grid

Our typography is tightly structured and aligned to our grid.

We often anchor typographic elements to the corners of a layout or holding shape; either left-aligned or asymmetrically.

Alternatively, we structure typographic elements across a vertical or horizontal axis.

Impact starts with connection

We engineer meaningful innovations through collaborative teams, integrated design, and data expertise.

Subheading

We seek passionate problem solvers who are energized by meaningful challenges.

Working at GlobalLogic

We seek passionate **problem solvers** who are energized by meaningful challenges

Join us in using the power of design and complex software engineering to create a better future for people and the planet.

55 min

Sujatha Malik

The Wild West:
Regulation In The Metaverse

Misuse

Our Global Footprint

30,000+ diverse
and talented people across
18 countries, 500+ active
clients, 12 sales offices.

- ✖ Don't use Impact Orange to highlight text on Steel Gray 100.

ENGINEERED FOR
EXCELLENCE

- ✖ Don't use All Caps for headlines.

comms
banking
engineering
healthcare
finance
retail

- ✖ Don't use both Impact Orange and Blue as type accents at the same size.

- ✖ Don't highlight more than 40% of your paragraph.

Engineered for
Excellence

- ✖ Don't apply a gradient to typography.

- ✖ Don't go against accessibility standards.

Our Global Footprint

30,000+ diverse
and talented people across
18 countries, 500+ active
clients, 12 sales offices.

- ✖ Don't overuse Impact Orange, it should be used to add emphasis to a few words at most.

350+

lorem.
ipsum
dolor.

- ✖ Don't mask with typography.

2.5

Photography

Photography principles

We use our design principles to direct our photography and ensure our imagery feels aligned to our brand.

Optimistic

There is an energy and warmth to our imagery. This is often brought through by lighting but also at times by the inclusion of our primary orange in clothing or props.

Bold

We are distinct with our subjects by using scale and composition to create visual impact.

Intelligent

Engineering is at the heart of what we do. We ensure that comes through in our imagery by ensuring each of our photos showcases our work and the impact we achieve in a purposeful way.





Portraiture

We maintain a consistent and elevated style for employee portraits to be used across internal and external communications as a representation of our brand. The following should always be considered when taking new photos:

- light gray background
- bright, even lighting
- subjects are relaxed and natural
- clothing should be fairly neutral and avoid clashing colors, busy patterns, and too many accessories

Please Note:

GlobalLogic does not own the rights to photography shown here. Images shown here are generated by AI and are used to give style guidance for photographing GlobalLogic employees.



Industries

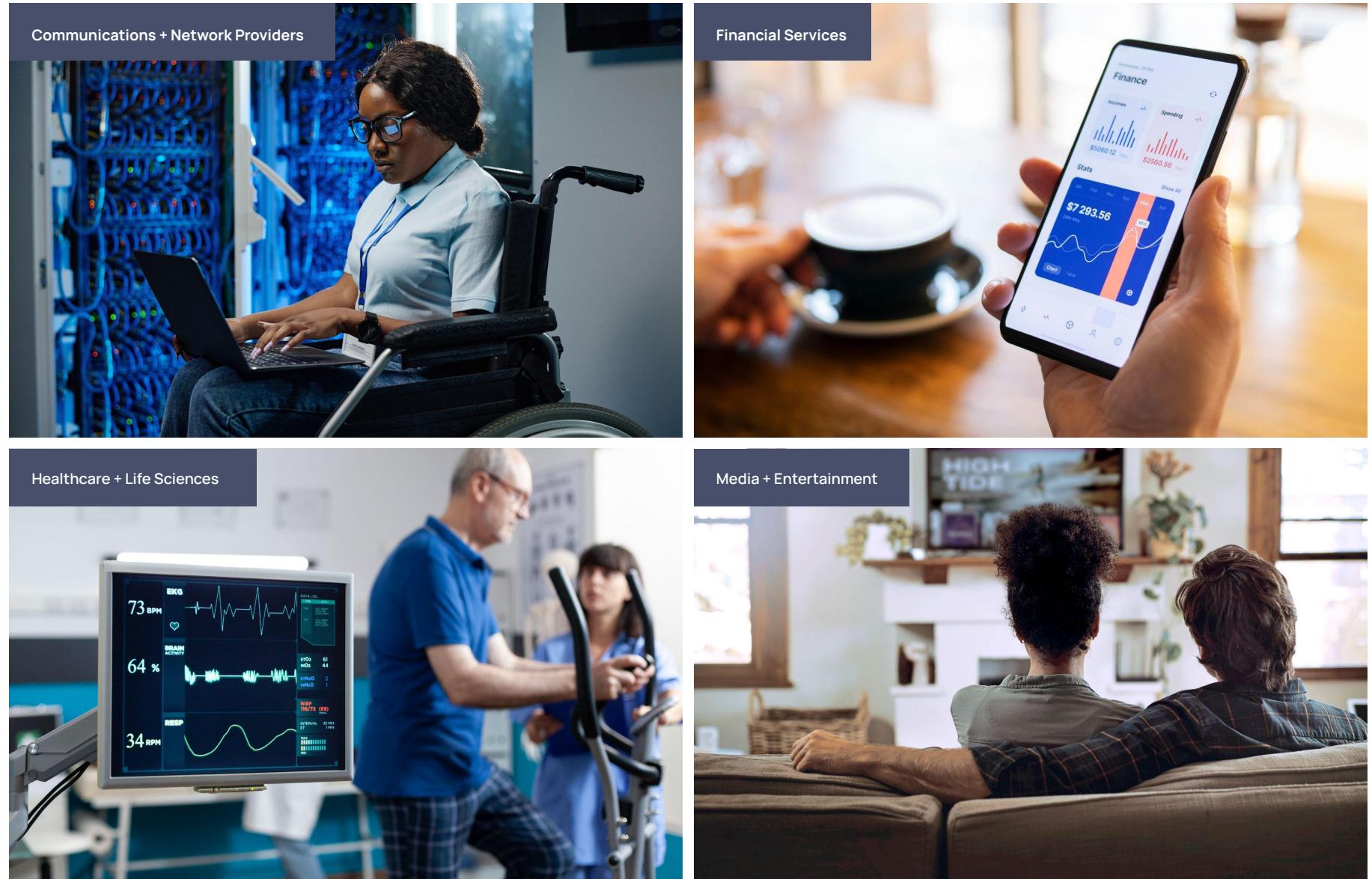
Our photos should be as specific as possible to the ways in which we cater to our key industries.

Communications + Network Providers
Enabled connectivity, network equipment, B2B and B2C connectivity

Financial Services
Accessing mobile banking data

Healthcare + Life Sciences
Medical devices, clinical trials, pharmaceutical, patient care management

Media + Entertainment
Streaming, AI-generated content for gaming, broadcasting, omni-channel advertising



Industries

Our photos should be as specific as possible to the ways in which we cater to our key industries.

Mobility + Industrial

In-dash car connectivity, distribution, maintenance, subscription-based services, network connectivity

Private Equity

Platform architecture, platform engineering, product launch and growth, customer experience, mobile applications

Retail + Consumer

B2B, supply chains, production, in-store experiences, retail mobile apps

Technology

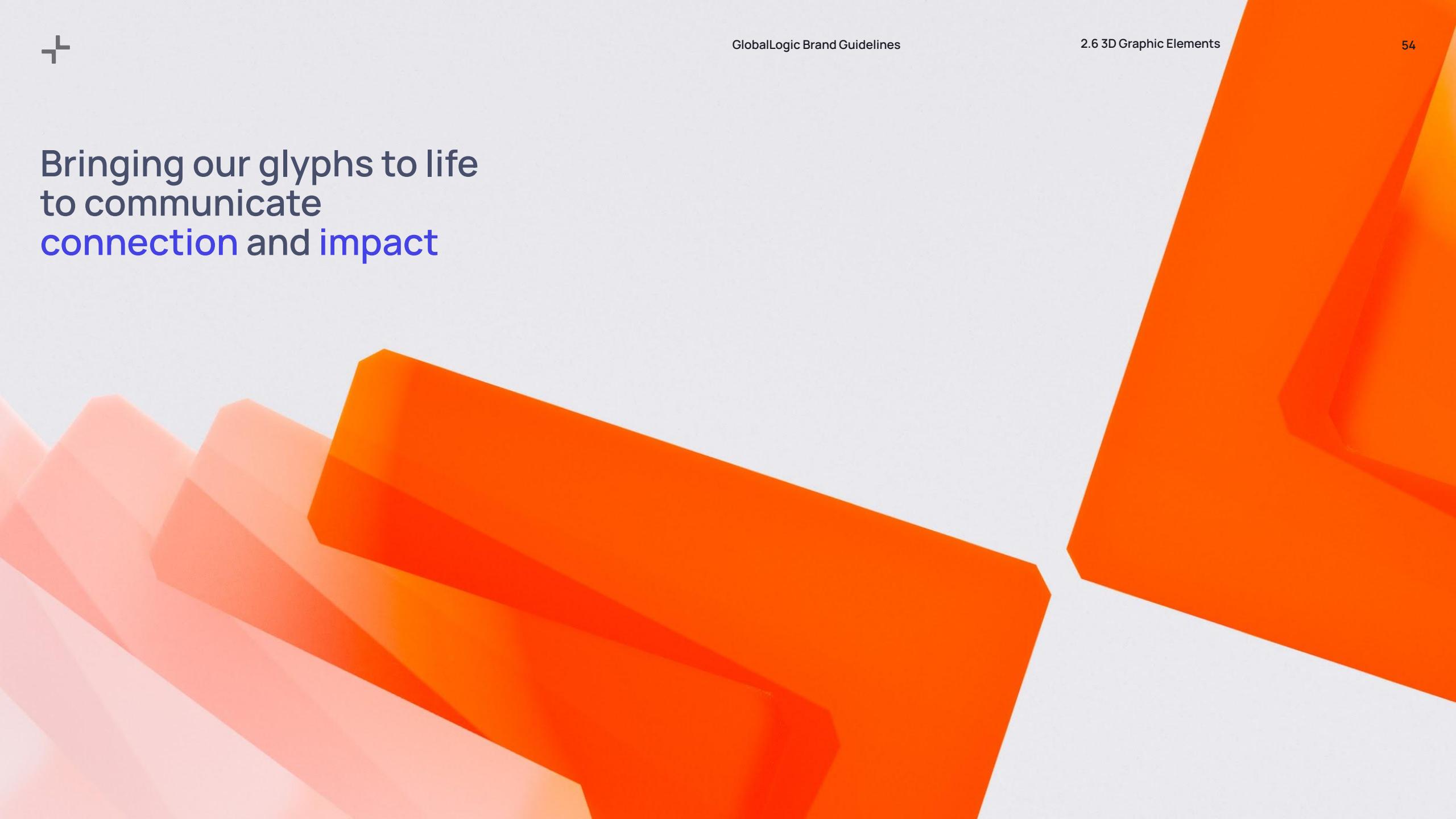
Software-driven companies, generative AI, predictable data, multi-platform data, data deployment



2.6

3D Graphic Elements

Bringing our glyphs to life
to communicate
connection and impact



Overview

Our Glyph also exists as 3D graphic treatments. They offer variation and flexibility to the brand identity system.

Materials

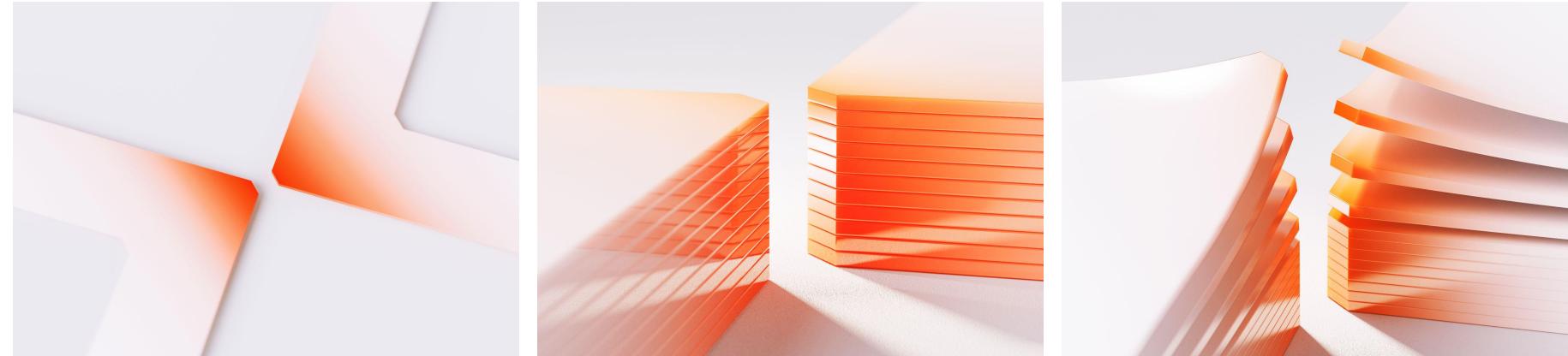
We utilize a smooth reflective porcelain-like material to speak to the precision of our engineering. When objects are placed on the ground, we add a bit of texture to the space to help our 3D world feel more tangible.

Lighting and Color

Our environment is set in cool grays while using our Impact Orange to spotlight our 3D Glyphs in specific ways to emphasize points of connection and impact. The spot of Orange also adds warmth and humanity to what would otherwise be a cold environment.

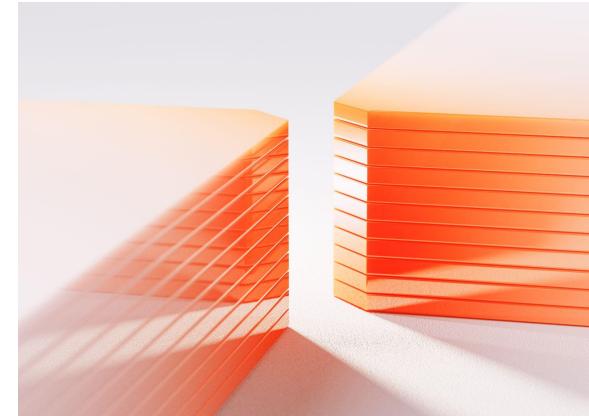
In-camera

We are intentional with object placement, crops and depth of focus to intentionally lead the viewer to specific areas of focus within a composition.



Moment of Connection

Our chevrons meet to form the Glyph. This symbolizes the partnership between GlobalLogic and clients.



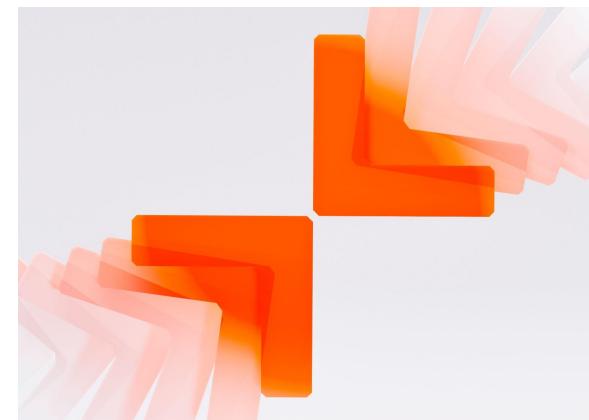
Layers of Process

Showing both connection and the iterative process we go through with our clients together.



Triggering Impact

Layers of the Glyph are energized and begin to move upwards to show the impact achieved through our partnerships and process.



Waves of Impact

Layers of chevrons that are freely moving to evoke the extended reach of GlobalLogic, our clients, and the products that impact people's day-to-day lives.

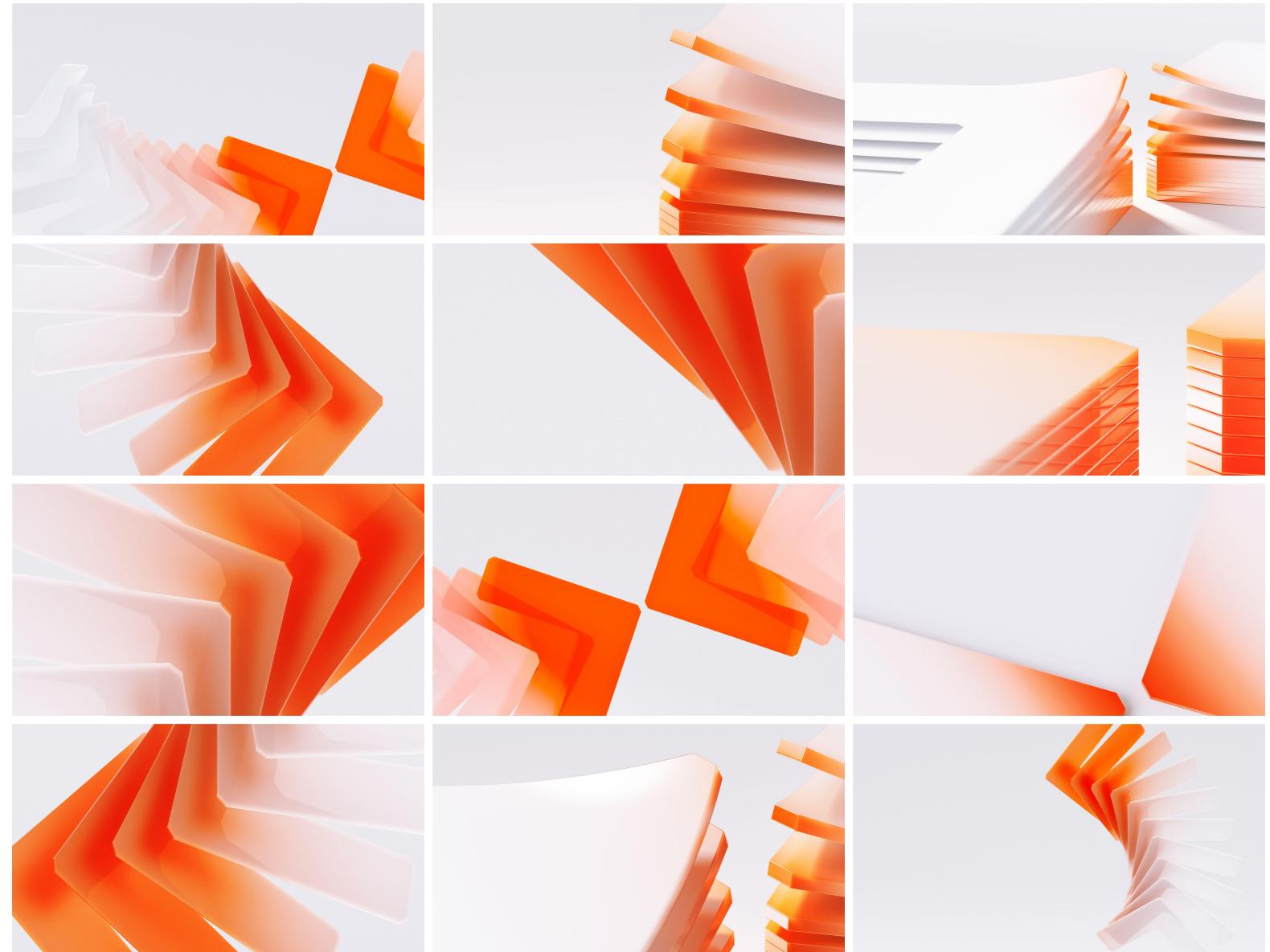
GlobalLogic

The Glyph forms once more but this time propelled by the layers of process and the waves of impact.



Crops

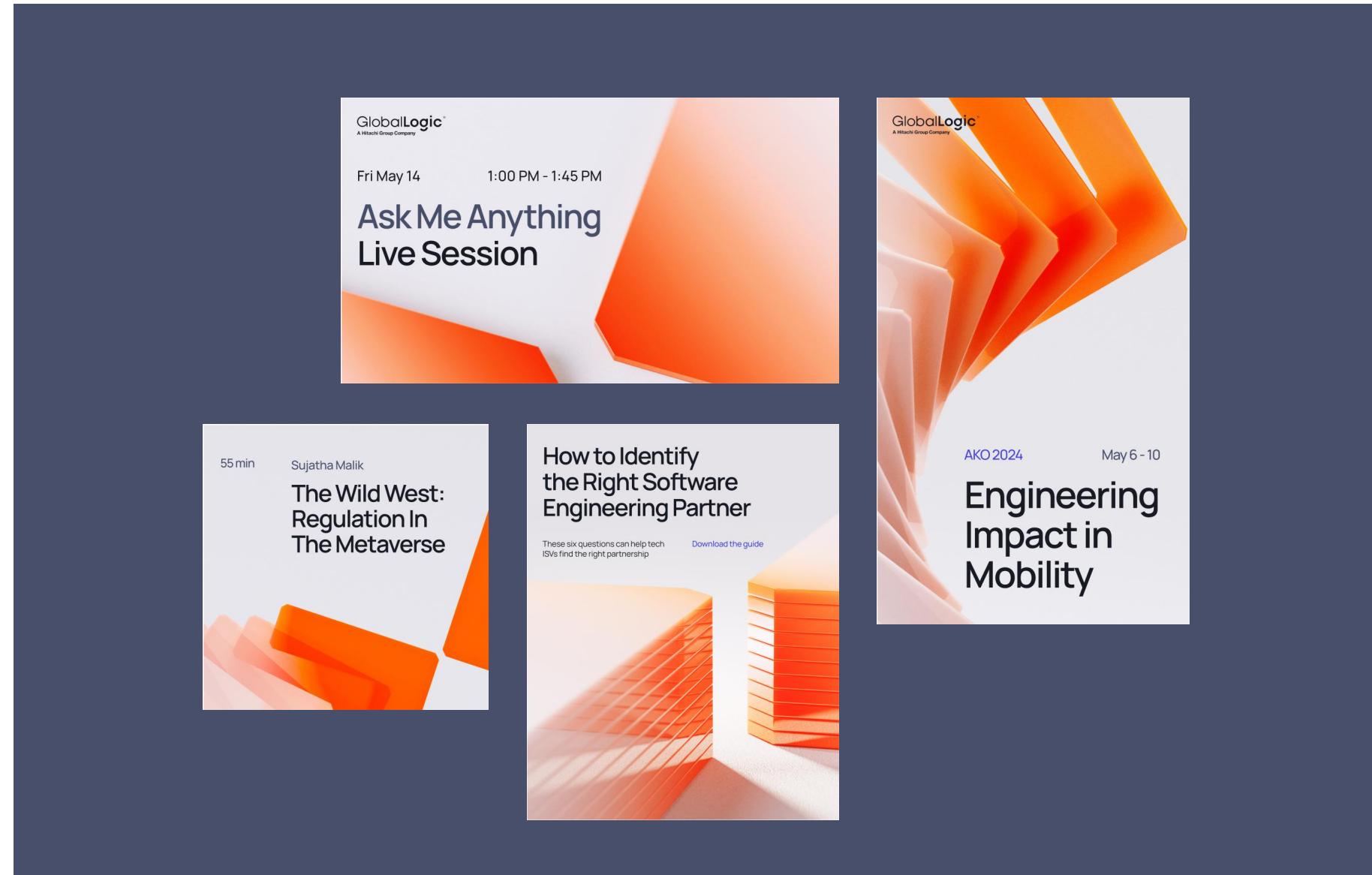
Our five 3D Graphic Elements can be cropped in a variety of ways to allow for flexibility of use in our system. This set of 12 has been pre-cropped for use and easy implementation for a variety of needs.



Crops for hero moments

For hero moments we crop into our 3D Graphic Elements to create clear space for typography. Going full-bleed with 3D Graphic Elements creates impact in our hero communications such as marketing materials, event banners etc.

Where possible, select the 3D Graphic Element that best supports and communicates the message.



Crops for hero moments

For more content-heavy communications, such as presentation slides, we have more flexibility in how we use our 3D Graphic Elements.

As an image

We can mask the 3D Graphic Elements into a 2D panel, to support the accompanying messaging.

As a texture

We can use a 3D Graphic Element as a full-bleed background and layer 2D panels over the top to hold content. In this instance, we recommend cropping closely to create a dynamic composition.



Misuse



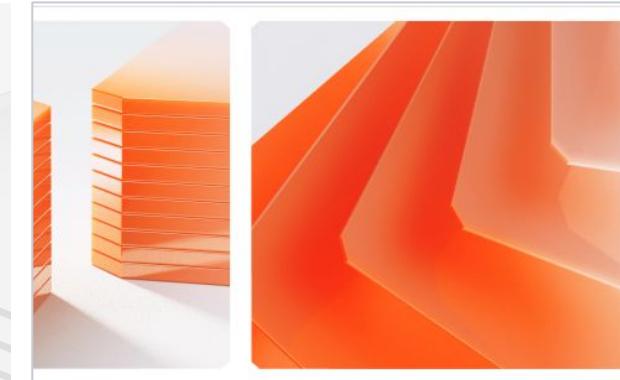
✖ Don't re-color our 3D Graphic Elements.



✖ Don't recolor or create 3D Elements that use too much of our Impact Orange.



✖ Don't create 3D worlds that only lean into our Steel Gray palette.



✖ Don't use multiple types of crops in one composition.



✖ Don't overlay our textures together which creates jumbled compositions.

2.7

Illustration

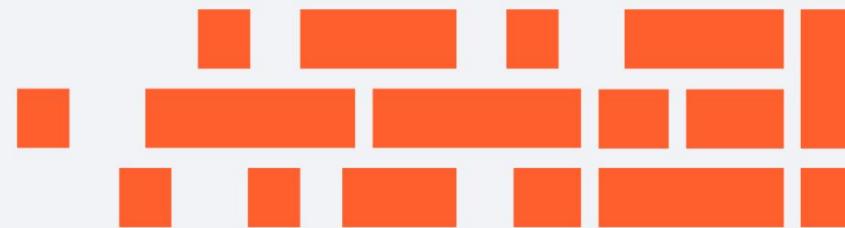


Data-driven illustrations

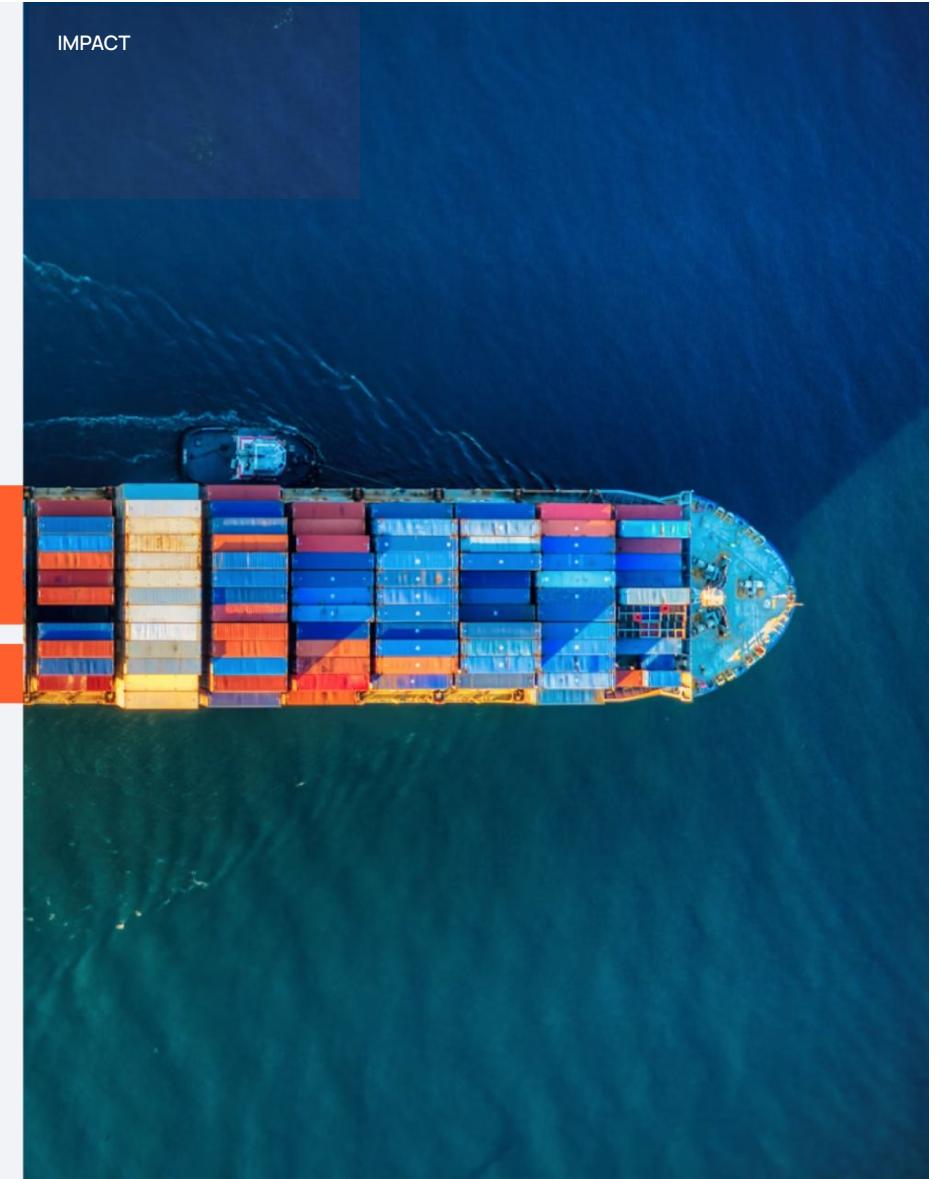
We use illustrations to tell stories about our process: transforming data into real-world impact for our clients.

Due to the bespoke nature of this style, illustrations should be created by a designer and are predominantly used in case studies.

DATA



IMPACT



Please Note:

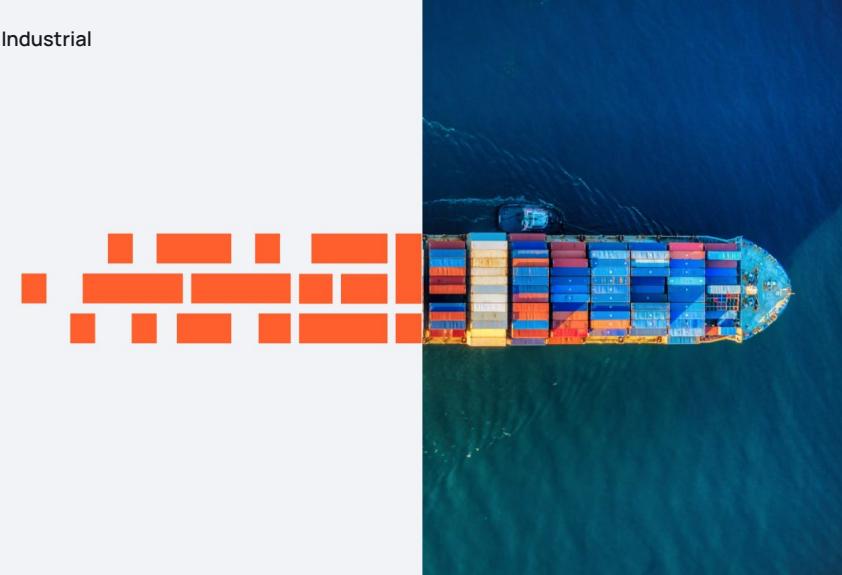
Photography is used as a reference, GlobalLogic does not own the rights to these photographs.

Impacting industry

These illustrations connect data and industry in a visual way, creating an easier way to understand the work we do and the industries we influence.

Illustrations can be created out of full Impact Orange data boxes, or a flow of brand colors. Starting with Impact Orange the closest to the photo, then Steel Gray 75, Steel Gray 50, and finally White on a Light Steel background. The colors should move in this order to provide a sense of motion and contrast as they get closer to the image.

Industrial



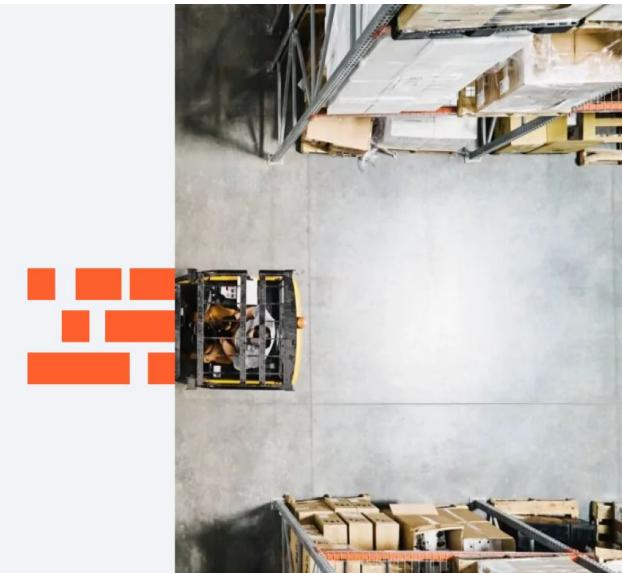
Technology



Finance



Manufacturing



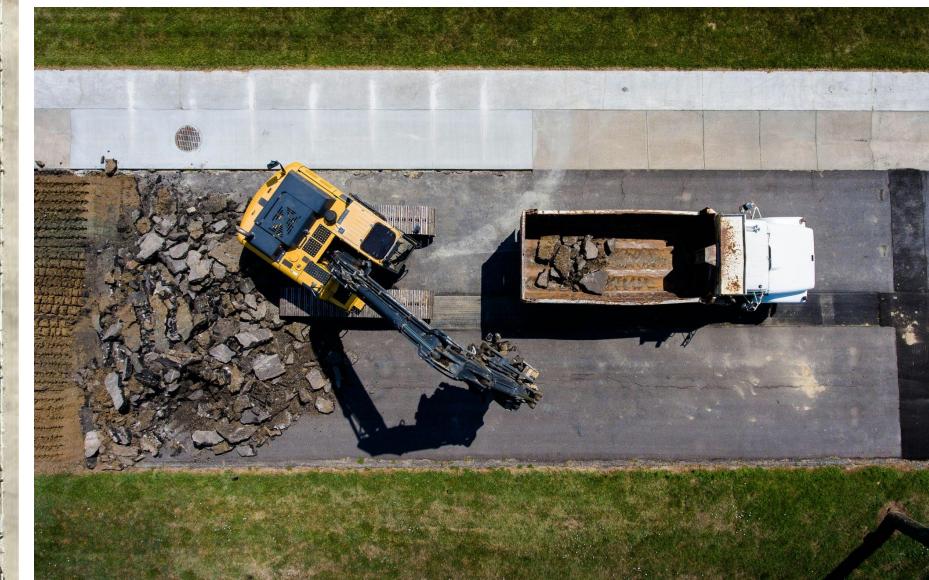
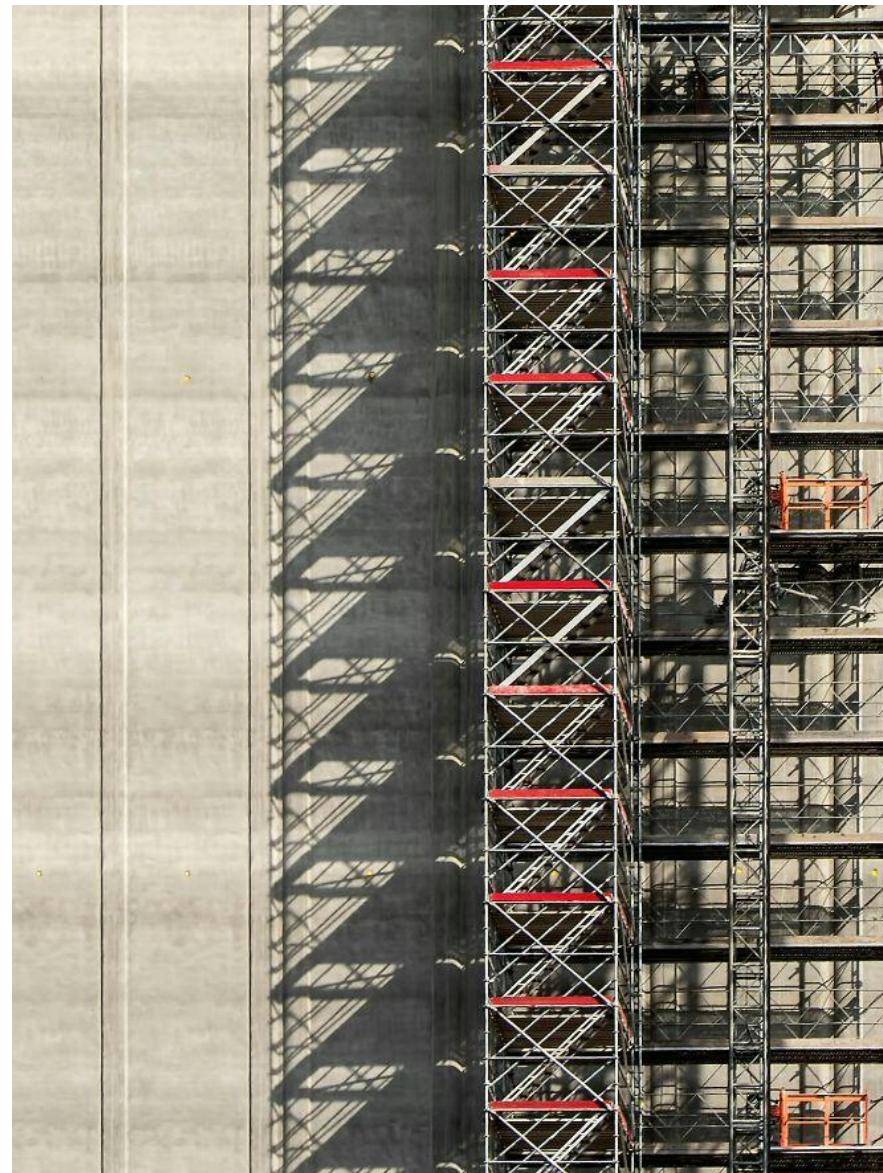
Please Note:

Photography is used as a reference, GlobalLogic does not own the rights to these photographs.

Choosing imagery

The Industry Impact Half

This is created by a photograph that's representative of one of our industries. Photographs should be simple and graphic, taken from an aerial or straight on view.



Please Note:

Photography is used as a reference, GlobalLogic does not own the rights to these photographs.

Creating an illustration

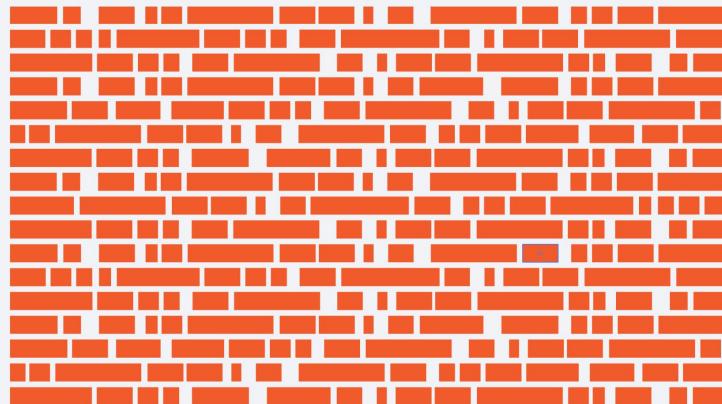
The Data Visualization Half

This is created by simple, replicable graphic cubes and has a sense of movement, becoming more complete or 'filled' as it gets closer to the photograph.

Step 1

Open the master Illustrator data box file.

Step 1

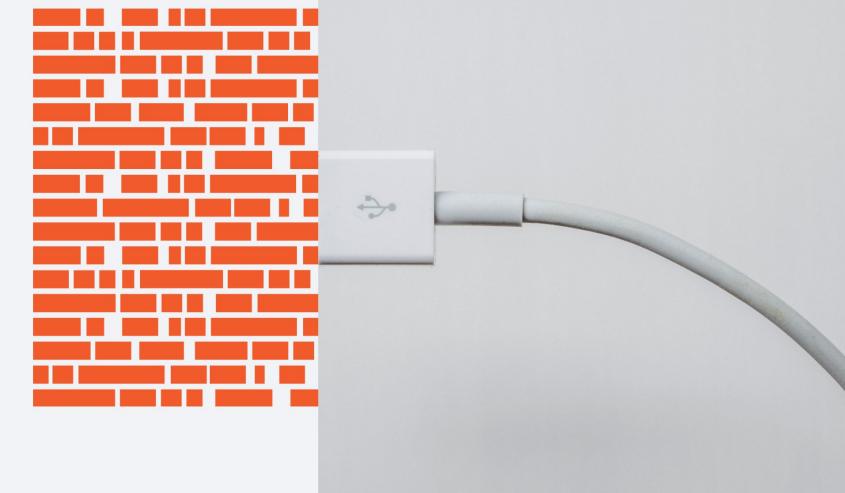


Step 2

Place your image at a scale that feels correct and lines up with the data box rows.

Step 2

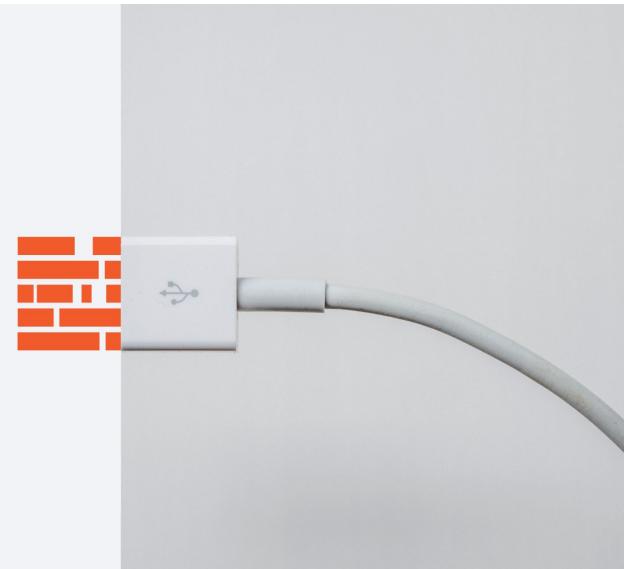
Step 2



Step 3

Remove all boxes that aren't working with your image to create the other half.

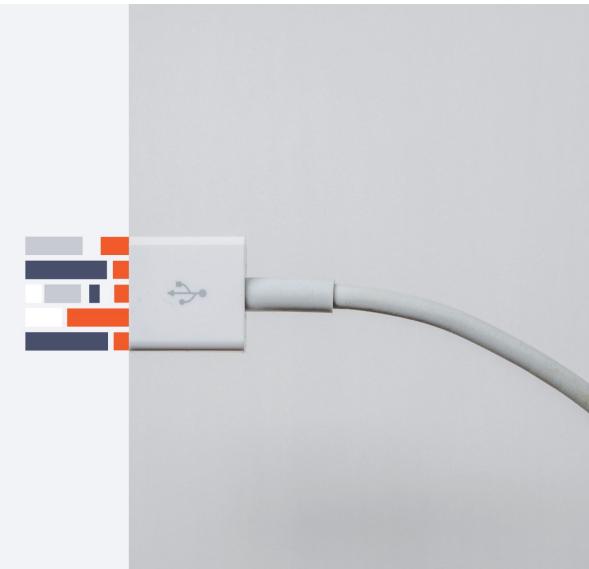
Step 3



Step 4

Place in center and color boxes if desired.

Step 4



Please Note:

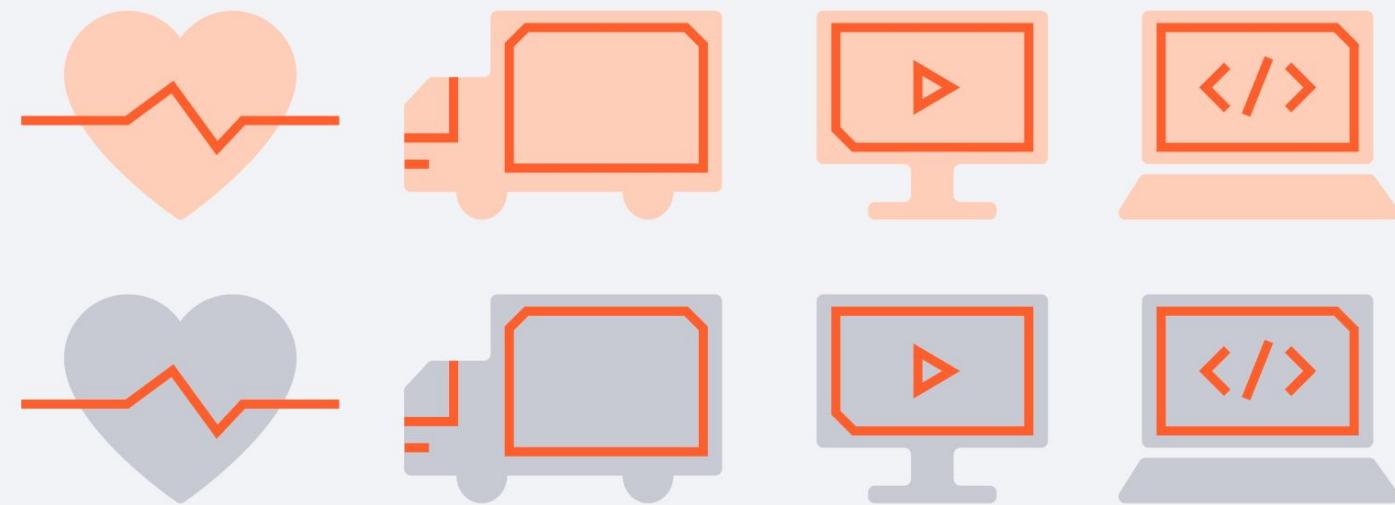
Photography is used as a reference, GlobalLogic does not own the rights to these photographs.

Pictograms

Another type of illustration style we use are Pictograms. These are symbolic representations of the Industries we represent. They feature a main solid shape to create a larger form and a thick keyline to create more detail and precision.

They can be displayed by themselves to represent industry, or in a row on a page to tell a linear story of a client experience.

The main solid shape can be shown in either Steel Gray 25 or Light Orange, and the stroked parts are always shown in Impact Orange.



In Application

Illustrations can be used in case study materials to represent a project visually.

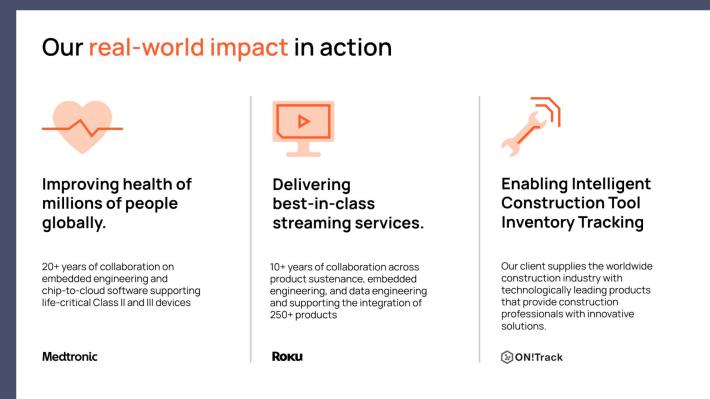
In long-form case studies Data-Driven Illustrations can be used as cover pages while Pictograms can be used to represent the client on the interior.

In short-form case studies we can sum up multiple clients on one page using Pictograms while also giving a visual nod to the type of work done on the project.

Long-form case study



Short-form case study



Please Note:
Photography is used as a reference, GlobalLogic does not own the rights to these photographs.

2.8

Layout

Overview

The grid is the basis for every piece of design we create.

Our grid is created proportionally, allowing it to be used at any size or format.

It provides consistency and precision across our communications, while allowing for flexibility. Used effectively it allows for flex and dynamism—creating pace for reading across literature and presentations, and reinforcing brand awareness.

Layout + Grid System Design



Grid System

The GlobalLogic grid system is versatile and flexible to allow alignment and structure to all sorts of content.

Follow the short guide here to create your grids and align content properly.



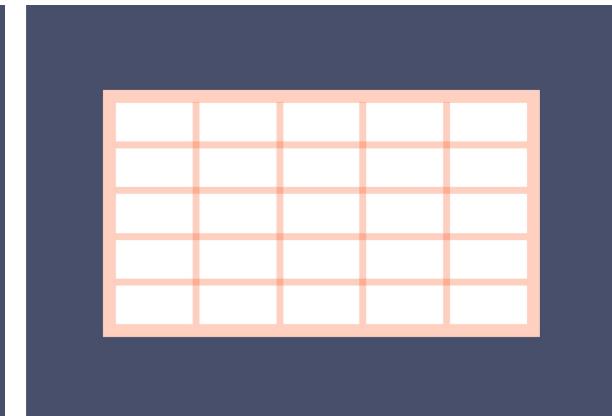
Canvas

Choose your canvas, the shortest side will be X.



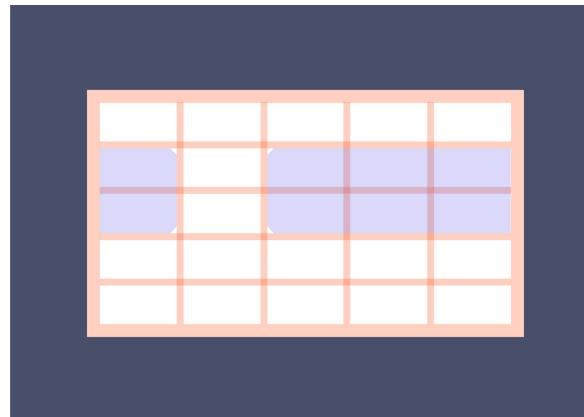
Margins

To establish your margins, take either 5% or 8% of X.



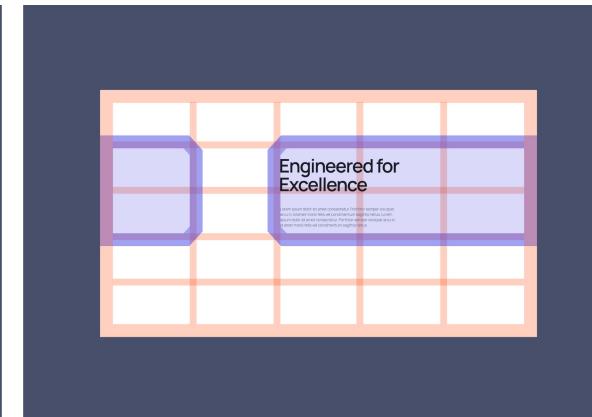
Grid

Divide your live area. If you have more content, divide by a higher number, if minimal content use lower. Add a gutter of 1/2 your existing margin.



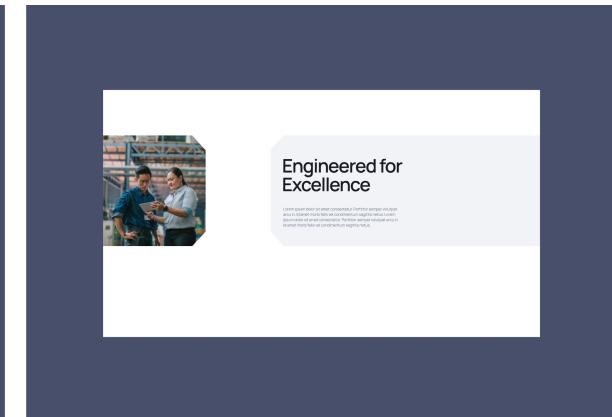
Adding Boxes

When adding boxes, align them to the grid gutters.



Padding

Add an outside stroke to your box the same amount as the margins. Align type to grid gutters, or place image.



Complete

Engineered Edges

Our 2D panels have an engineered edge which makes them unique to us.

Engineered edges can be applied to any square-based shape. Depending on the application and the layout they can be set in two different sizes. Based on 1/4, 1/8 or 1/12 of the shortest side.

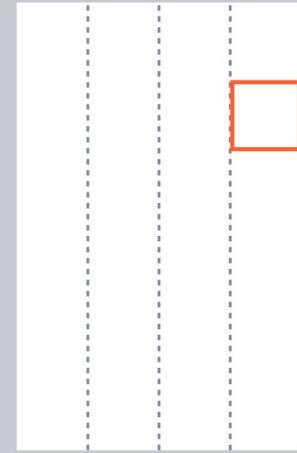
As a general rule use:

- 1/4 for simpler and high-impact applications.
- 1/8 and 1/12 for more complex layouts.

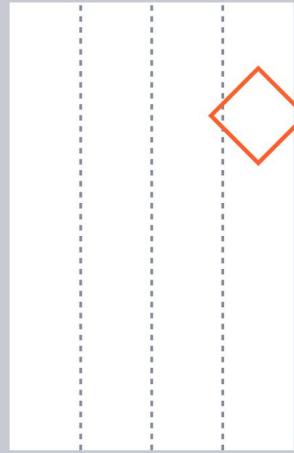
Creating a shape with Engineered Edges:

1. Make a square whose height is 1/4, 1/8 or 1/12 of the shortest side of the shape.
2. Rotate it by 45 degrees.
3. Place it at the designated corner of your shape.
4. Use the diagonal part of the square that overlaps with the original shape to define the engineered edge.

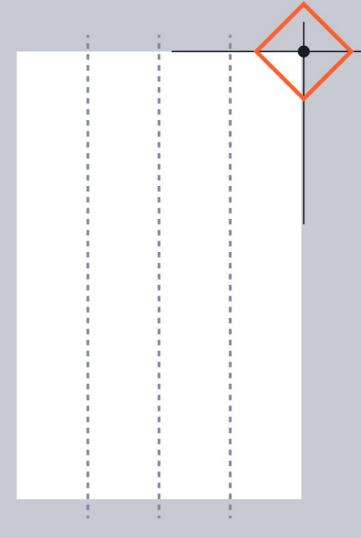
1.



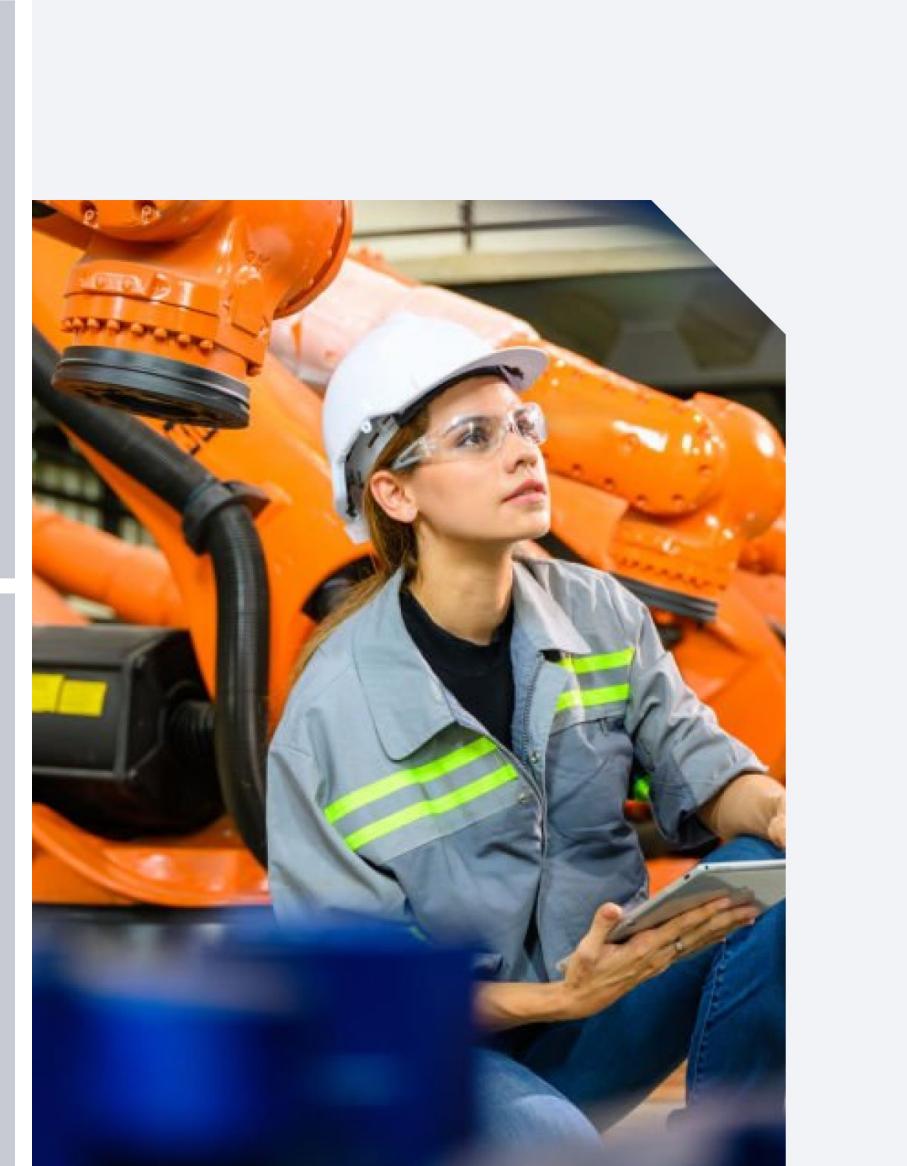
2.



3.



4.





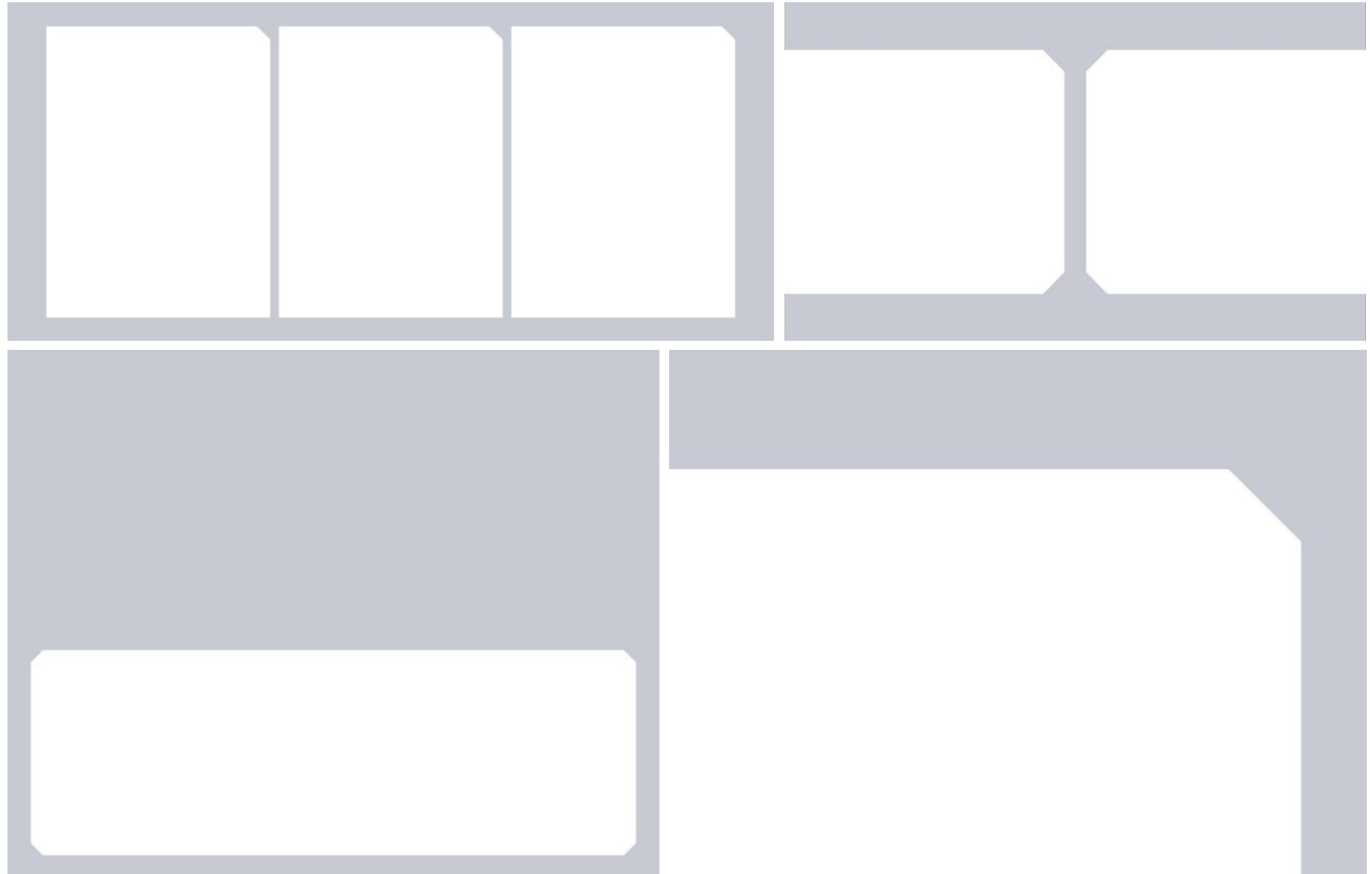
Engineered Edges

Engineered edges can be applied to one, two, three or all four corners of a square-based shape, depending by application and layout.

One cut panels are used on large impact panels where 2 sides bleed off the page, or where multiple panels hold related or sequential information, where the cut's position indicates the flow.

Two cut panels are used where the opposing edge bleeds off the page.

Four cut panels are used as single elements within the margin area.

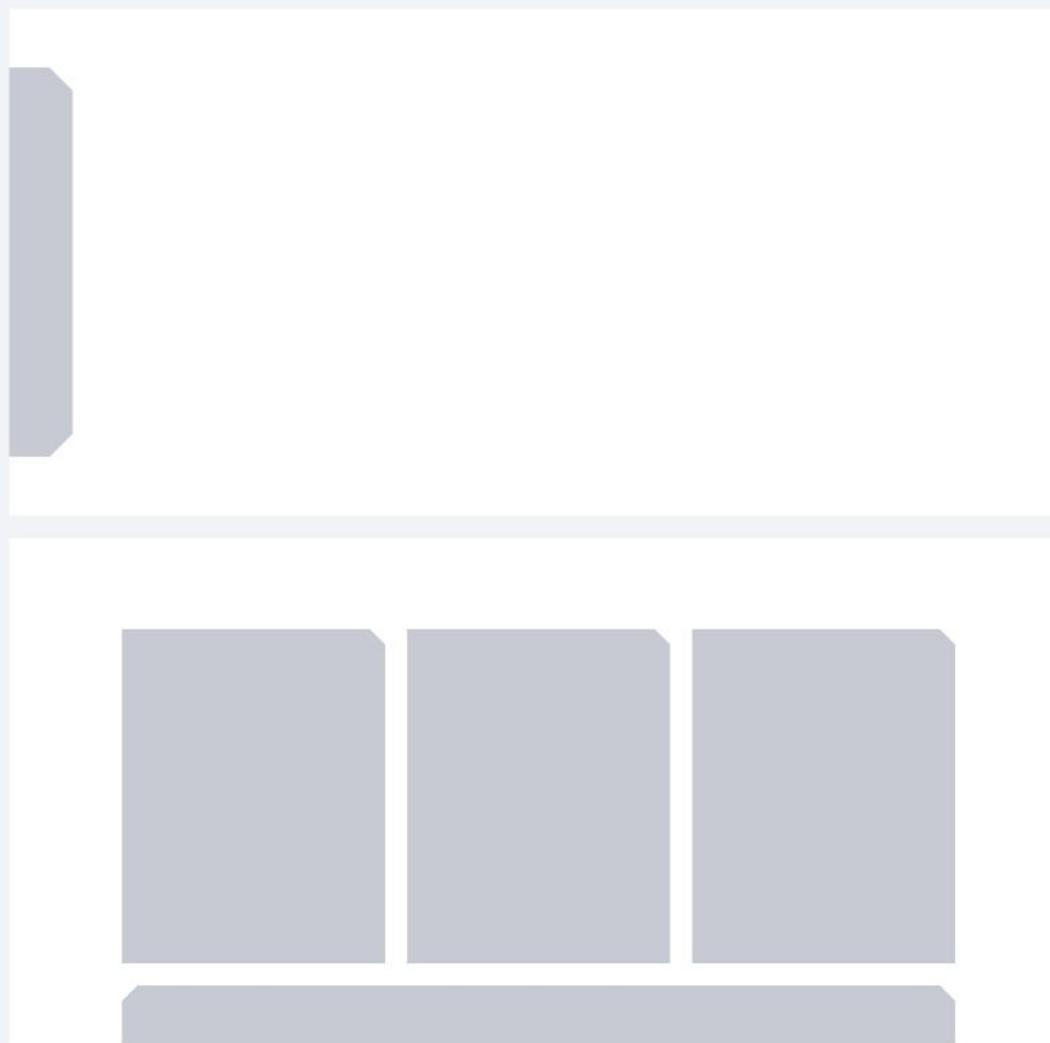




Engineered Edges Exceptions

There can be times when our base shape is too short for our engineered edges to be consistent with our look and feel. In these circumstances, to keep consistency with our system, our engineered cuts use 1/4 or 1/12 of the longest side, instead of the shortest side.

In cases when there are multiple shapes, to have consistent engineered edges, all the shapes will adopt the same size engineered edges from the most dominant shape.



Layout System Connection

Our layout system is designed to emphasize Connection or Impact.

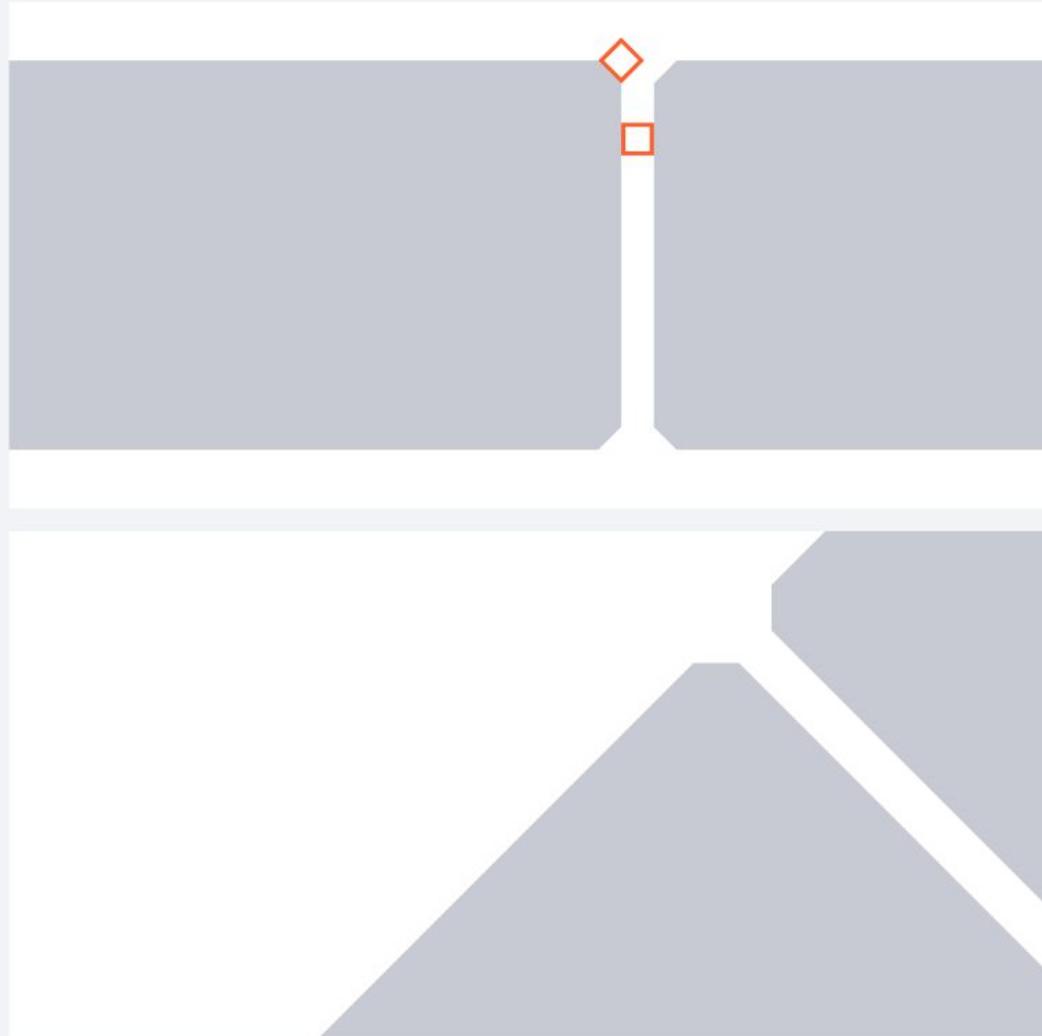
Connection

We use 2D panels with engineered edges to create a flexible, sliding layout system. These either contain typography or image.

Alternatively, typography sits in the negative space in between.

When the connection is visually represented as a sequence of shapes, the size of the engineered edges is defined following the rules previously established and applying them to the shape with the biggest presence on the artboard. The same engineered edge sizes are then applied to the less dominant shapes.

They can be rotated to a 45 degree angle to add dynamism to layouts, layered over typography in solid colors, or to hold imagery.



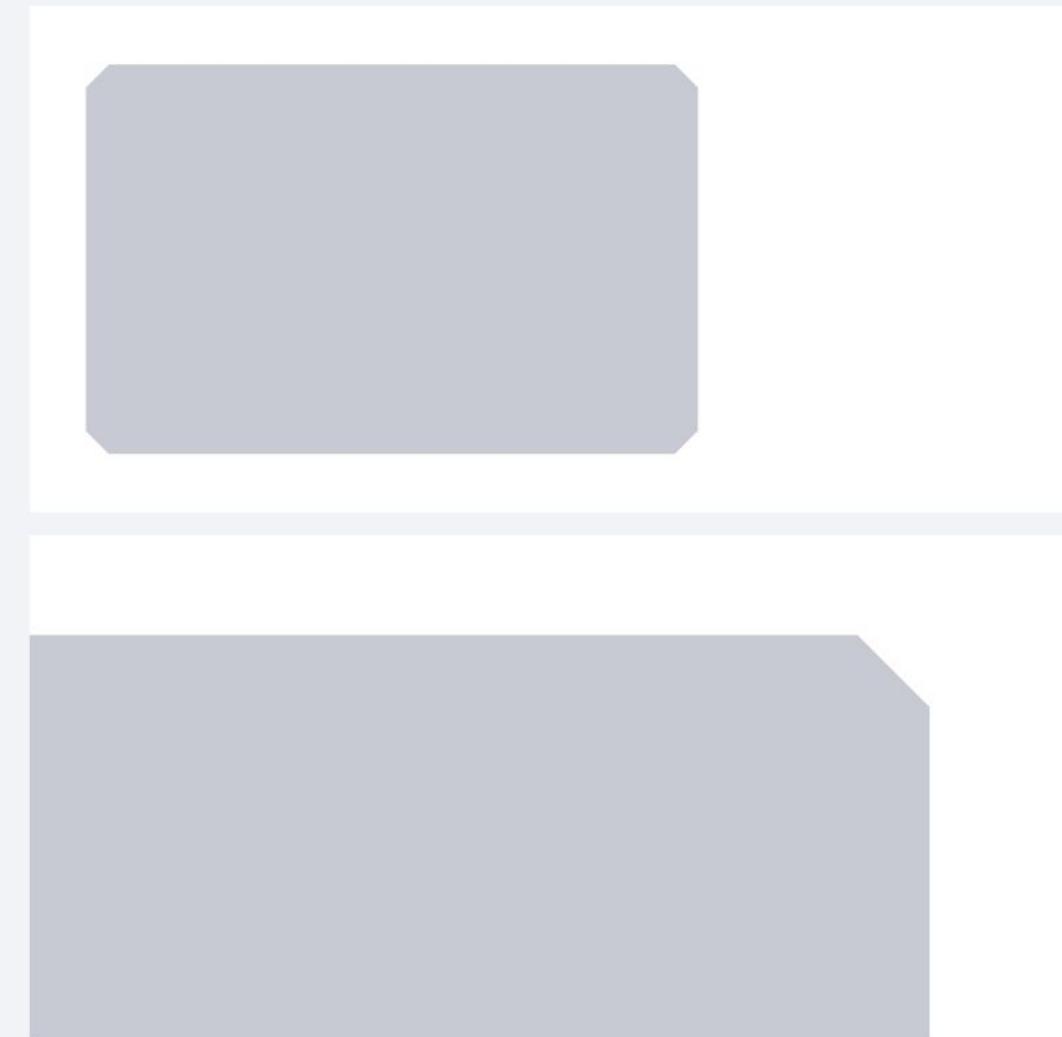


Layout System Impact

Our layout system is designed to emphasize Connection or Impact.

Impact

Along with our engineered edges, we indicate impact in layout by using inset or cropped panels. These can hold imagery, graphics, or content depending on the need.



In Application

2D expression

The 2D panels are used flexibly to hold image, typography, or solid color. Only our primary colors maybe used as solids on our 2D panels. When used vertically or horizontally at 90 degrees they can be used on a sliding grid to fit the content.

They can be rotated to a 45 degree angle to add dynamism to layouts and layered over typography.

When masking photography side-by-side consider the story we want to tell e.g. from design to build of a product.

3D expression

Our 3D graphic treatments are applied full-bleed to layouts or modules. We can use a holding shape on top for typography.

The collage illustrates various applications of GlobalLogic's visual identity:

- Top Left (2D Expression):** A photograph of a man in a workshop, wearing blue overalls, looking down at a red tablet device he is holding. To the right of the image is a white diagonal panel containing the text "Engineering Automotive".
- Top Right (2D Expression):** A graphic featuring a large orange triangle on the right side. Overlaid text reads "Leader in ISG Digital Engineering Provider Lens 2023-24 Design and Development Platforms and Applications Integrated User En".
- Middle Left (2D Expression):** A white rectangular panel with a small image of a woman pointing upwards. To its left is a text block: "23,000+ industry dedicated engineers." Below the text is a small amount of placeholder Latin text.
- Middle Center (3D Expression):** A graphic featuring large, bold numbers "2024" integrated into a background of overlapping, translucent orange and white 3D planes.
- Middle Right (3D Expression):** A white rectangular panel with a small image of a man in an orange high-visibility vest working at a construction site. To its left is the text "Engineered for Excellence" and "23-24 Leader in ISG Digital Engineering Provider Lens". Below the text is a small amount of placeholder Latin text.

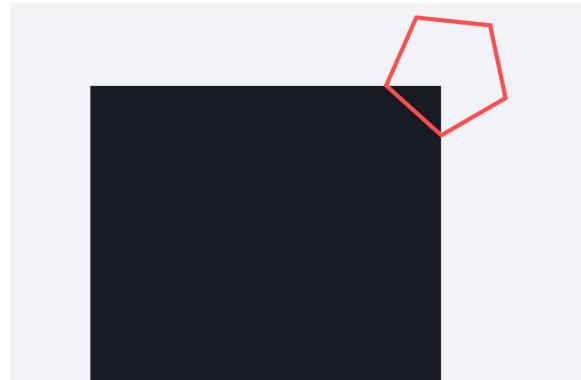
Misuse



✖ Don't use a different grid system than provided.



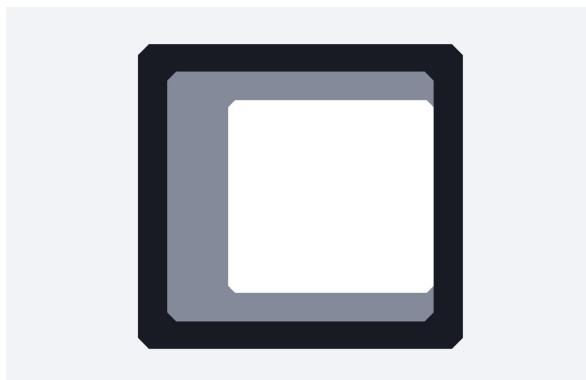
✖ Don't layer 3D graphic treatments and photography.



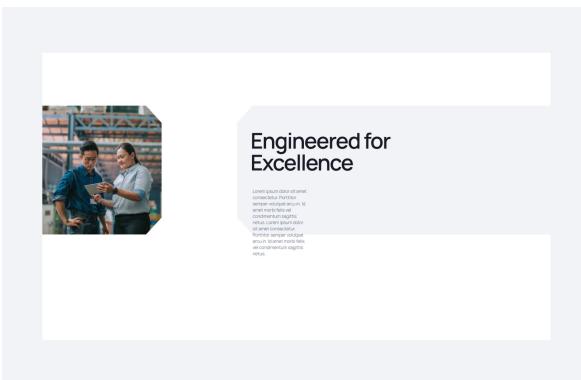
✖ Don't use any other way to cut corners than the ways provided.



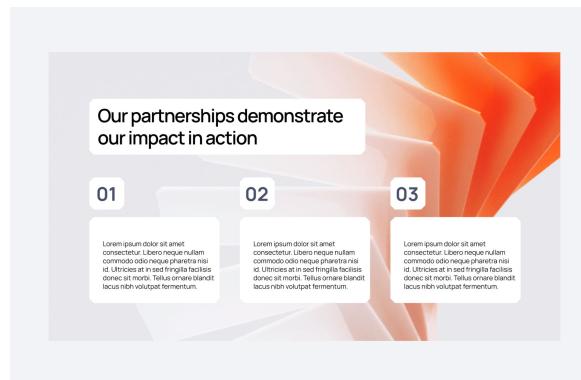
✖ Don't use any other shape than a rectangle for the panels.



✖ Don't stack or layer three or more engineered cut panels.



✖ Don't allow text to overflow panels.



✖ Don't overuse panels.



✖ Don't have different sized cuts on the same page.

2.9

Video



Brand film

Our brand film is an optimistic and uplifting high-impact video that takes on a human perspective of digital transformation and reestablishes GlobalLogic as the trusted digital engineering partner for the world's largest and most innovative companies.

The film is a hero asset. It is the dynamic expression of the new brand narrative. It can be used at keynote presentations or online as an introduction to clients and partners. It should be used in its entirety to maintain the narrative integrity.



Example only (Do not use)

Cutdowns 40sec + 24sec

There are two shorter cutdowns of the main film. These have been designed to be used as part of online social communications such as LinkedIn and Instagram.

They have been provided in two commonly used social media formats:

- Landscape 1920x1080 30fps
- Square 1080x1080 30fps

These have been specifically cut down using an approved, edited script that is a shorter version of our longform video that does not lose the intent of our messaging.



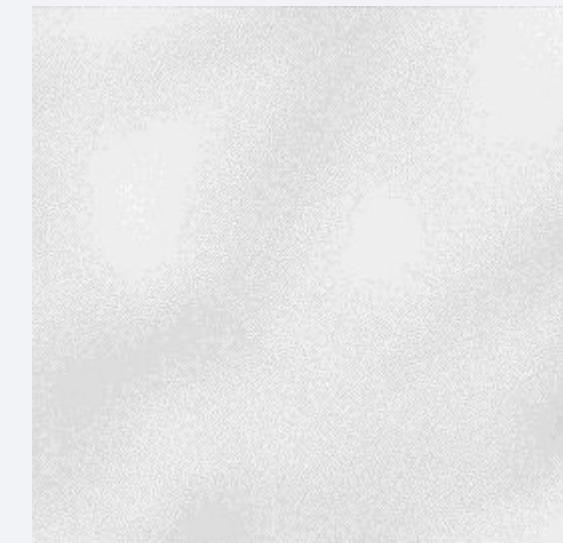
Don't edit the visuals, script or music without explicit permission from the GlobalLogic brand and marketing team.

Landscape 16x9 (*LinkedIn, Facebook*)



Example only (Do not use)

Square 1x1 (*LinkedIn, Instagram*)



Example only (Do not use)

2.10

Application

Website

Engineering Impact

Learn more Watch video

GlobalLogic announces acquisition of Mobivell

GlobalLogic amongst the 2024 World's Most Ethical Companies

improving mobility capabilities through the acquisition of Katzton

We have helped create some of the most innovative and widely used digital products and experiences.

Today, we help transform businesses and redefine industries through intelligent products, platforms, and services.

GlobalLogic collaborates with businesses across industries to deliver products designed for desirability, engineered for excellence, and curated for intelligence.

Learn more about what sets us apart

45 product engineering centers
30k employees in 20 countries

500+ active clients
1800+ product releases per year

Our services

GlobalLogic's Integrated Services Offerings

Business Transformation, **Intelligence Engineering**, **Product Strategy and Experience Design**, **Technology Modernization**, **Ecosystem Value Engineering**

See all services

Leverage data and AI to transform products, operations, and outcomes.

Define software-driven value chains, create purposeful interactions, and develop new applications.

Increase efficiency and agility with modernized systems and applications.

Reduce risk and accelerate time-to-value.

Network Providers → Mobility + Industrial Media + Entertainment · Private Equity · Financial Services

Our clients

← @continental Roku SAMSUNG Qualcomm →

Work examples

Discover how we're engineering impact with clients around the world

View all case studies

Client name Featured case study name

iStock Credit: pixelbox

Client name Featured case study name

iStock Credit: nataleab

Client name Featured case study name

iStock Credit: Maca

Smart. Bold. Human.

Join the team

We have a profound impact on everyday life

Every day, billions of people connect with products, platforms, and services that we helped design and engineer.

08:20

RETAIL

Use the interactive kiosk to order a coffee

06:00 07:00 09:00 10:00

Featured insights

Explore fresh thinking from some of GlobalLogic's strategists and engineers

See all

Blog

Intelligence Engineering · Technology Modernization · Communications · Agile

Dr Jim Walsh April 29, 2024

The Smart Toolbox: Digital Transformation of Tool & Equipment Management

Generations and GenAI

Dr Jim Walsh April 29, 2024

We're getting the chance to live in the future

Early 20th Century motivational speaker and author Dale Carnegie once...

Read article

Researc...

Working at GlobalLogic

We seek passionate problem solvers who are energized by meaningful challenges

Explore jobs

Our benefits

High-care culture invested in our employees

Trusted, stable, quality organization

Interesting and challenging work

Get in touch

Join the world's largest and most innovative companies in making GlobalLogic your trusted digital engineering partner.

Footer link

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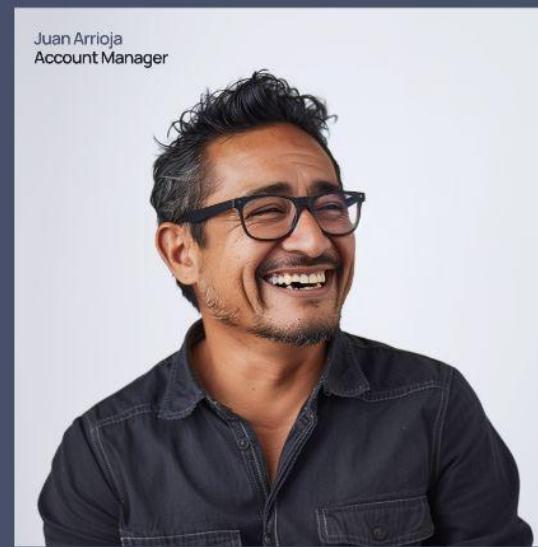
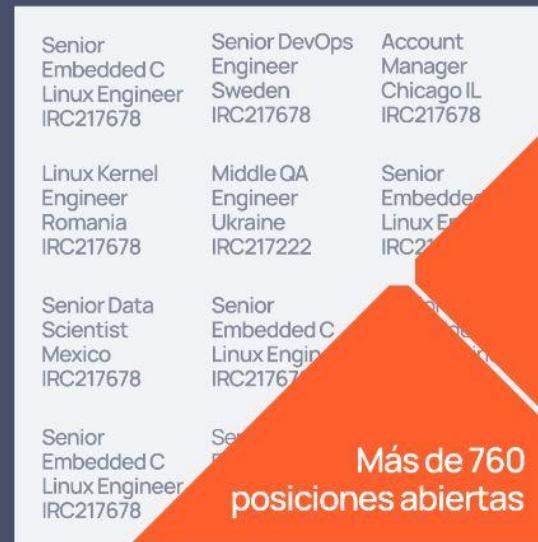
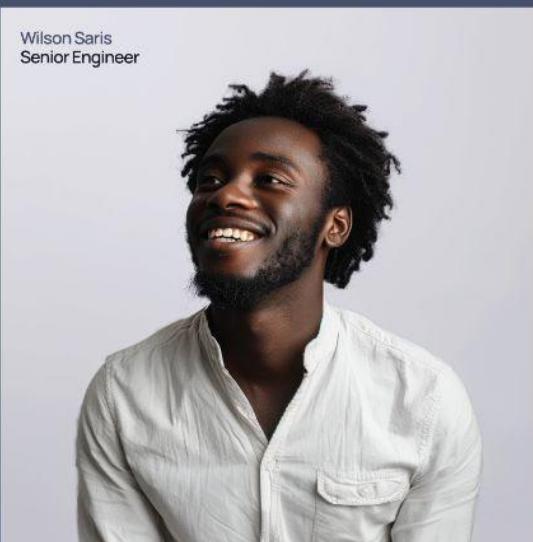
Stay in touch

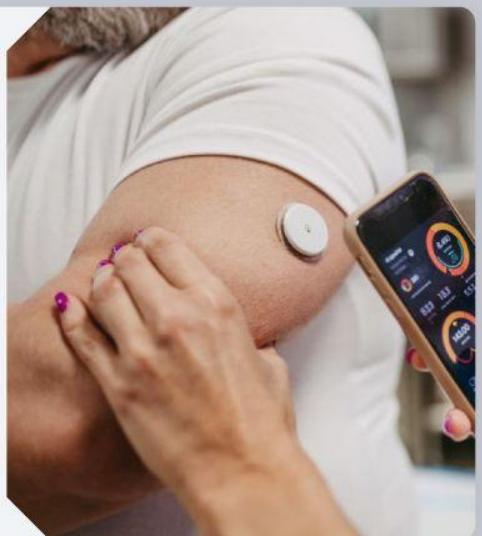
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Subscribe now

GlobalLogic · A Wipro Group Company



**GlobalLogic**

884,550 followers

6d ·

At GlobalLogic, we imagine a world where healthcare is proactive, personalized, and integrated into our lives. Our technology empowers clinicians and caregivers with smarter, data-driven tools that make healthcare more accessible and individualized across the full spectrum of patient needs.

01

We develop digital health products that meet real-world needs through **integrated Design and Engineering**.



Like

Comment

Repost

Send

02

We deliver **excellence in engineering** through **computationally excellent software** that meets rigorous standards.



Hilti (On Track)

Enabling Intelligent Construction Tool Inventory Tracking



GlobalLogicTM
A Wipro Group Company

May 2024 Version 0.1

Construction Tools Management Platform Transformation

Our client supplies the worldwide construction industry with technologically leading products that provide construction professionals with innovative solutions.

The client had multiple solutions for asset management and was looking for a partner to consolidate their solutions into a single integrated platform.

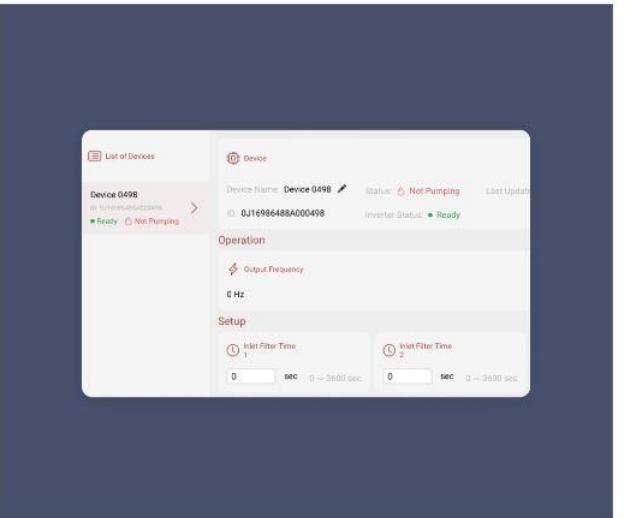
7%
Increase in operating profit

12.9%
Return on sales within the year

10.7%
Increase in sales globally almost double the growth of the global construction market in one year

May 2024 Version 0.1

Asset Management Platform



This project aims to develop the best-in-class Asset Tracking and Management solution, based on user-centered design and best cloud practices. The solution will help organizations achieve efficiency and boost the bottom line by making the best use of existing resources.

May 2024 Version 0.1

Collaboration and Connection with Hilti

Our client supplies the worldwide construction industry with technologically leading products that provide construction professionals with innovative solutions.



April 26, 2024

Engineering Impact: Intelligent products, platforms & services



GlobalLogic, a Hitachi company, is a trusted digital engineering partner to the world's largest and most forward-thinking companies.

We helped create some of the most innovative and widely used digital products and experiences. Today we're helping clients transform businesses and redefine industries through intelligent products, platforms, and services.

Confidential

GlobalLogic



What sets us apart



Engineered for excellence

We pioneer and innovate digital engineering from chip to cloud.

Confidential

GlobalLogic

Designed for desirability

Tight integration between design and engineering creates digital products and experiences that people love.

Curated for intelligence

Data is the lifeblood of the intelligent enterprise and a GlobalLogic superpower.

3

24 years of evolution and growth

<p>Wave 1: Software development</p> <p>2000 to 2010 Product development for ISVs and SaaS ecosystem</p> <p>Collaboration with software startups and industry titans, who wove our scale and skill into the fabric of their engineering operations.</p>	<p>Wave 2: Software-enabled business</p> <p>2010 to 2020 Design-led digital engineering</p> <p>Expansion to drive digital transformation across industries with a strategic focus on experience design.</p>	<p>Wave 3: Intelligent enterprise</p> <p>2020 to Present Engineering Impact through intelligent products, platforms, and services</p> <p>Evolution to become a trusted partner in the journey to becoming an intelligent and responsible enterprise</p>
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Confidential + GlobalLogic

By the numbers

2,000
Founded

70+
Private label customers labs

32,000+
Employees in 20 countries

45
Product engineering centers

1,800+
Product releases per year

9
Sales offices (HQ in Silicon Valley)

500+
Active clients

8
Design studios

Healthcare, Media + Entertainment, Industrial, Mobility, Communications, Technology, Consumer + Retail, Banking + Financial Services

Confidential + GlobalLogic

We are **defining industries** and helping to solve their distinct challenges

Confidential + GlobalLogic

We have a **profound impact** on everyday life

7:00 AM Check email (Gmail)

8:20 AM Navigate the best route to the office (Apple Maps, Volvo)

8:45 AM Grab coffee (McDonald's)

9:00 AM Join a call (Verizon)

10:00 AM Pay bills (Synchrony)

11:00 AM Check on home package delivery (Amazon)

1:00 PM Book a vacation (Expedia)

2:00 PM Find recipe inspiration for dinner (Gousto)

3:30 PM Schedule prescription pick-up (Vet)

5:20 PM Pick up pet from the vet

7:20 PM Check glucose levels

8:00 AM Stream favorite show

10:15 PM Put on CPAP

10:30 PM Sleep tight

Our positive impact on people and the planet

Signatory of CEO Action for Diversity and Inclusion

Achieved Hitachi Group 2030 goal of 30% of women in the Workforce in 2023

EcoVadis Silver Rating Top 73rd percentile for our sector

NQC Supplier Assurance Exceeding industry average by 25%

Our **real-world impact** in action

Improving health of millions of people globally.

20+ years of collaboration on embedded engineering and chip-to-cloud software supporting life-critical Class II and III devices.

Delivering best-in-class streaming services.

10+ years of collaboration across 40+ products deployed with major telcos worldwide, including leading-edge over-the-top (OTT) and Business and Operations Support Systems (BSS/OSS) products.

Connecting people everyday around the world.

Collaboration across 40+ products deployed with major telcos worldwide, including leading-edge over-the-top (OTT) and Business and Operations Support Systems (BSS/OSS) products.