GBG | **GBG Loqate**

Brand Guidelines

This document outlines the essential guidelines for effectively implementing the GBG and Loqate brand identity.

The following guidelines exist to inspire designers and creators to create with purpose, rather than limit creativity. Our goal is to provide a flexible framework that ensures consistency in our brand while allowing room for creativity and initiative.

Our brand represents everything we are and everything we do, both visually and in writing. To make it truly impactful, it is crucial that our brand is applied correctly and consistently, regardless of who you are or where you are in the world.

Everyone has a part to play in this, and it is up to all of us to ensure our brand is as effective as possible. This could be the deciding factor between a customer choosing us or one of our competitors.
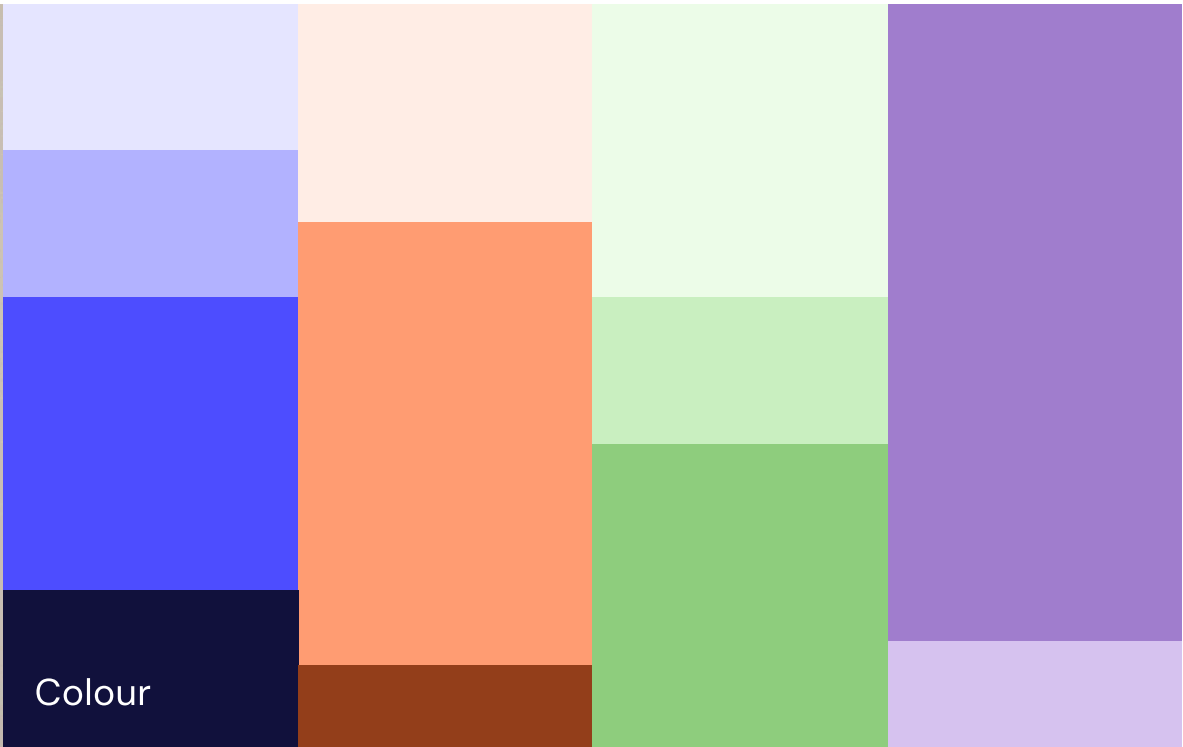
The following guidelines can be considered as a kit of parts, and can be assembled to build an accurate representation of our brand across all media and forms of communication.

Logos

Merch

Colour

The leading experts in global identity and location

Messaging

Glyph

Ahead → Authoritative

→ Accountable Human

Personality

Events

AäBbCcÐdEèFfG gHhIiJjKkLlMmN nØoPpQqRrSsTt ŨuVvWwXxYyZż

Typography

Glyph

Our brand

In this section, we introduce ourselves, outline our values, highlight what sets us apart, describe our personality, and share how we wish to be represented and remembered.

01

In an increasingly digital world, GBG helps businesses grow by giving them intelligence to make the best decisions about their customers, when it matters most.

Every second, our global data, agile technology, and expert teams, power over 20,000 of the world's best-known organisations to reach and trust their customers.

In this section, we outline the building blocks of our brand, including who we are, why we exist, what sets us apart, our purpose, vision and mission.

Who are GBG?	Who we are and what we do	XXXX
Our Proposition	Our unique offering; how we describe ourselves to others	XXXX
Our Purpose	Why we exist; the big idea behind our brand and why we do what we do	Enabling safe and rewarding digital lives for genuine people, everywhere.
Our Vision	What we want to achieve; our north star, our long-term goal and aspiration for the future	In an increasingly digital world, GBG helps businesses grow by giving them intelligence to make the best decisions about their customers, when it matters most. Every second, our global data, agile technology, and expert teams, power over 20,000 of the world's best-known organisations to reach and trust their customers.
Our Mission	How we are going to do it; an action-oriented statement outlining how we are going to achieve our vision	XXXX

In this section, we outline the building
blocks of our brand, including who we are,
why we exist, what sets us apart, our
purpose, vision and mission.

The hero of digital identity

Ahead →
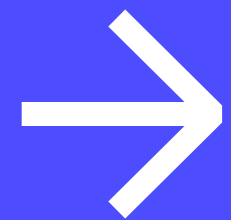
Authoritative →
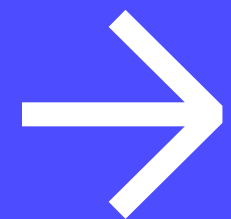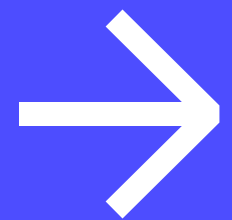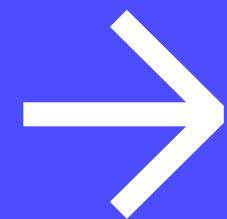
→ **Human** → **Accountable**

Our logos

Our logos are central to our visual communication. They are the most prominent and widely used elements of our brand system, and it is crucial to handle them as intended. The following guidelines will help you achieve this.

02

The GBG logo embodies the concepts of growth and progress, reflecting our commitment to helping customers grow safely and efficiently. This idea is symbolized by our upward-pointing arrow glyph, which is inspired by the bridge and bottom section of the 'G'. This design element creates consistency with the wordmark and enhances memorability through repetition.

The Loqate logo has been updated for 2025 to enhance consistency with the GBG master brand. This update includes matching rounded corners, aligned color schemes, and a revised hierarchy that more clearly represents GBG as the master brand.

When used together, the loqate logo should be the same width as the GBG logo to create visual balance and heirarchy.
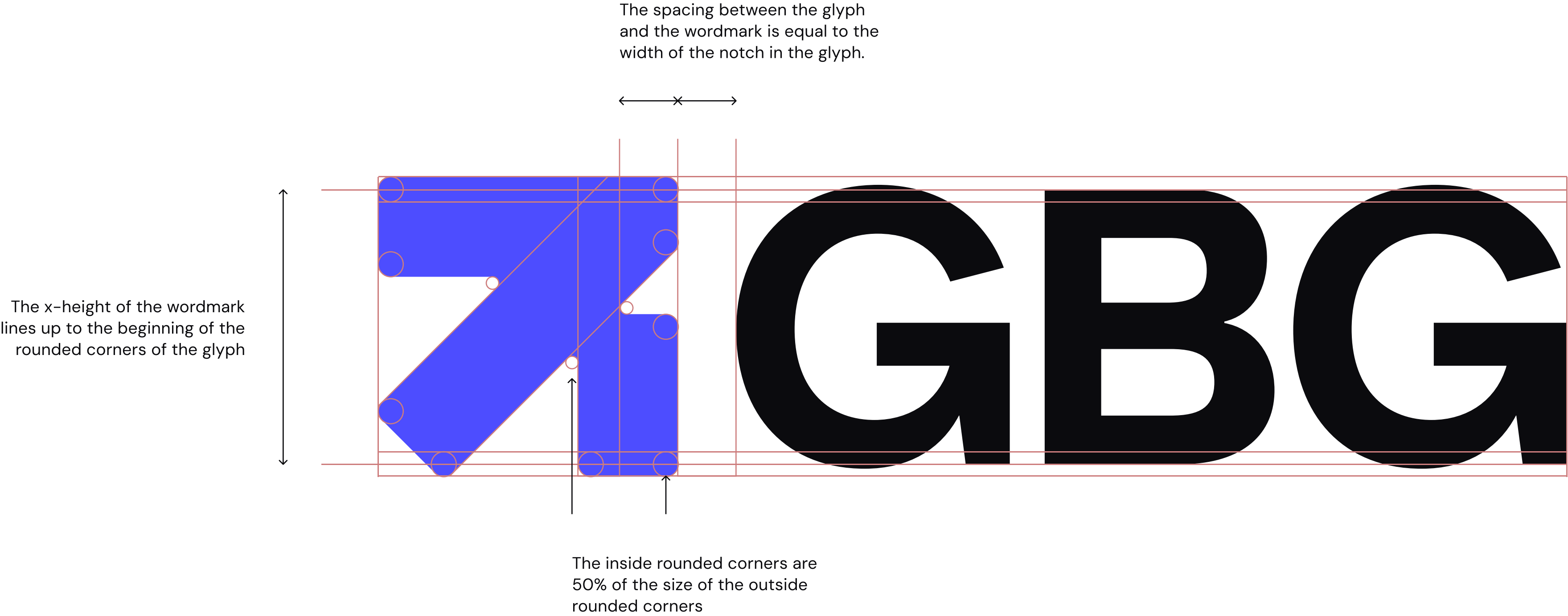
The spacing between the glyph and the wordmark is equal to the width of the notch in the glyph.

The x-height of the wordmark lines up to the beginning of the rounded corners of the glyph

The inside rounded corners are 50% of the size of the outside rounded corners

Typeface: Mint Grotesk
Weight: Bold
Case: Upper case
Colour: C700

The specifications here show the elements of our logo design. We have official logo files available for various applications. Please refrain from making your own version of the logo.

The x-height of the GBG logo lines up with the centre of the top curve

x

y

y

x

13°

13°

(y) The spacing between the glyph and the wordmark is equal to the width of the notch in the glyph.

GBG
Loqate
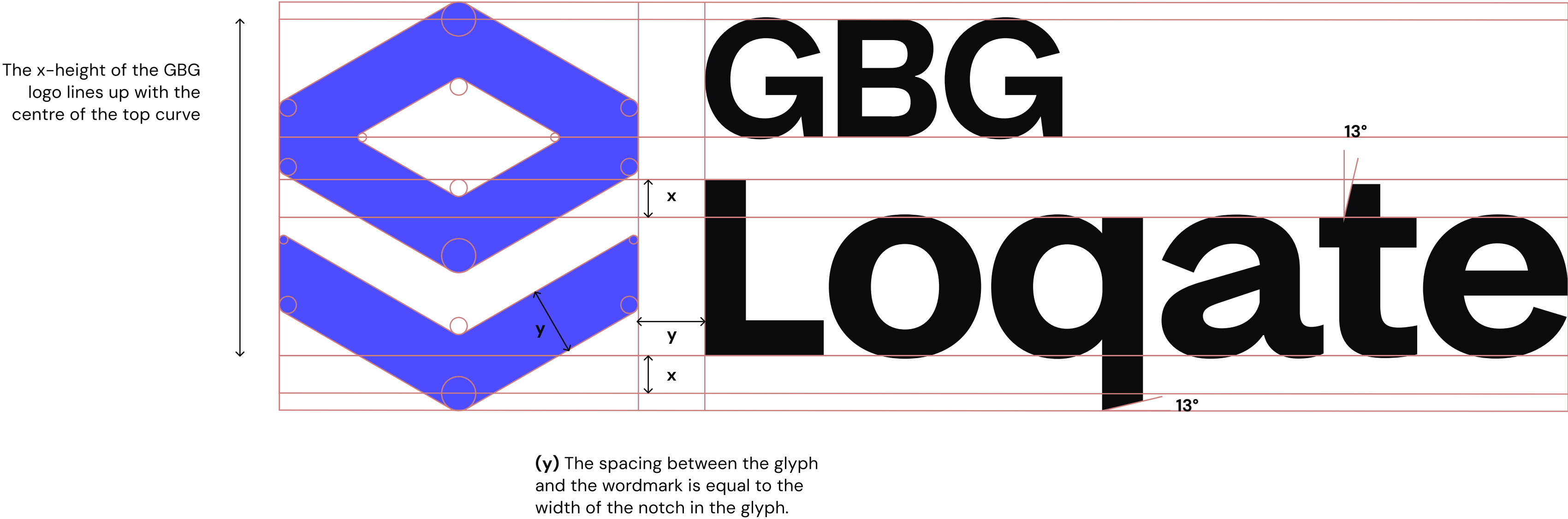
Typeface: Mint Grotesk
Weight: Bold
Case: Upper case
Colour: C700

The specifications here show the elements of our logo design. We have official logo files available for various applications. Please refrain from making your own version of the logo.

Allowing adequate white space around our logos ensures legibility and impact by separating them from other visual elements such as text or supporting graphics.

As a rule, ensure the minimum space around the logo is equal to its height.

When scaling the logo, adhere to a minimum size to maintain legibility. When printed, the logo must be at least 6mm in height. When displayed digitally, it must be at least 20px in height.

The following examples illustrate which color logo should be used on various backgrounds. This is not an exhaustive list, so please use your best judgment. Always ensure adequate contrast, and if possible, use a color accessibility tool to check.

Please do not re-color the logo yourself, as there are plenty of versions available. If you need something specific or are unsure of which version to use, please get in touch.

Primary logo on white or light backgrounds

Primary logo on very light colour backgrounds

Mono dark logo on light non-brand colour backgrounds

Mono dark logo on lighter brand colour backgrounds

Mono white logo on black backgrounds

Mono white logo on darker brand colour backgrounds

Please treat the GBG brand and logos with respect, consistency is important to us.

✖ Don't outline the logo

✖ Don't distort the logo

✖ Don't change the transparency

✖ Don't place the logo on an angle

✖ Don't add effects to the logo

✖ Don't edit or change the typeface of the logos

Colour

Colour is one of the most powerful elements of the GBG brand experience. It helps us tell a story, guide our audience, and explain complex subject matter. Colour establishes tone and feeling, and enhances brand recognition across all touchpoints.

03

The GBG colour palette is centred around the Human & Technology concept.

Hyacinth Blue represents our cutting-edge, market leading technology used to enhance people's everyday lives. Hot Peach represents the human side to our business, including our people, our customers and the market in which we exist.

Using both colours in harmony establishes our tone.

Hyacinth Blue

B400P

Hot Peach

HP400P

Our primary colour palette should be used across all communications. Hyacinth Blue and Hot Peach are our brand colours, and Charcoal can be used for text, outlines and other graphical elements.

Each colour in our palette is coded. The first letter depicts the colour name (eg. 'B' for Hyacinth Blue, followed by it's tone (100 is the lightest, 700 is the darkest), and finally a 'P' marks the primary colour within the tonal scale.

Pantone references for our primary colours are available on request.

Hyacinth Blue

B700	B600	B500	B400P	B300	B200	B100
#12123C	#1F1F7A	#2828BD	#4D4DFF	#7E7EFF	#B2B2FF	#E5E5FF
RGB: 18,18,60	RGB: 31,31,122	RGB: 40,40,189	RGB: 77,77,255	RGB: 126,126,255	RGB: 179,179,255	RGB: 230,230,255
CMYK:100,96,42,52	CMYK:100,100,20,9	CMYK:90,87,0,0	CMYK:81,70,0,0	CMYK:59,53,0,0	CMYK:28,27,0,0	CMYK:8,8,0,0
			Pantone: 2726C			

Hot Peach

HP700	HP600	HP500	HP400P	HP300	HP200	HP100
#461B08	#933E1A	#80FFF5	#CC6133	#FFC2A8	#FFDBCC	#FFEDE5
RGB: 70,27,8	RGB: 147,62,26	RGB: 204,97,51	RGB: 255,157,115	RGB: 255,194,168	RGB: 255,219,204	RGB: 255,237,230
CMYK:45,79,84,68	CMYK:28,82,100,26	CMYK:15,73,92,3	CMYK:0,47,55,0	CMYK:0,28,30,0	CMYK:0,16,16,0	CMYK:0,7,6,0
			Pantone: 163C			

Charcoal

C700	C600	C500	C400	C300	C200	C100
#0C0C0E	#232329	#3B3B44	#787887	#ADADB8	#E3E3E8	#F1F1F3
RGB: 12,12,14	RGB: 35,35,41	RGB: 59,59,68	RGB: 120,120,135	RGB: 173,173,184	RGB: 227,227,232	RGB: 241,241,243
CMYK:75,68,65,84	CMYK:75,69,59,69	CMYK:72,66,53,46	CMYK:56,49,36,7	CMYK:33,27,20,0	CMYK:9,7,4,0	CMYK:4,3,2,0

Our secondary palette should only be used sparingly, alongside brand colours and never in isolation. Particular use cases could include illustration detail or UI elements.
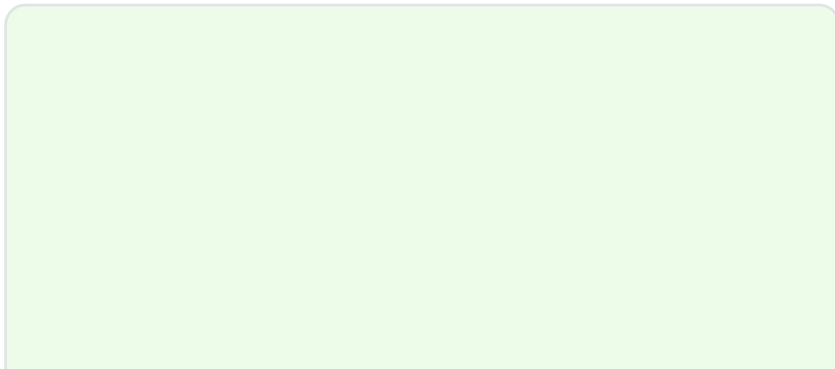
Green

G300
#8ECE7E
RGB: 142,206,126
CMYK:47,0,67,0
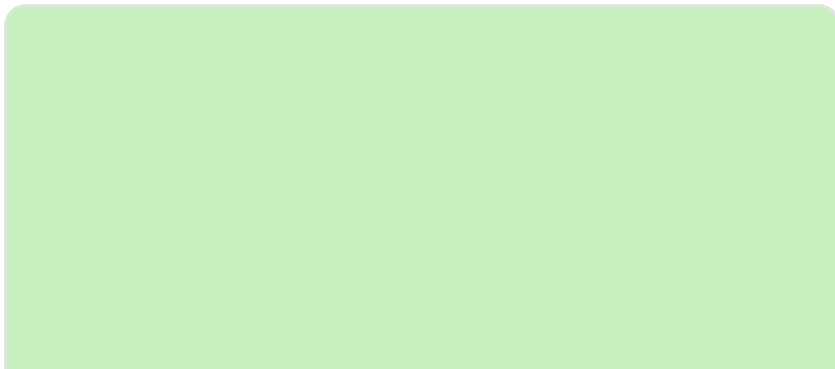
G200P
#CAEFC1
RGB: 202,239,193
CMYK:21,0,31,0

G100
#ECFCE8
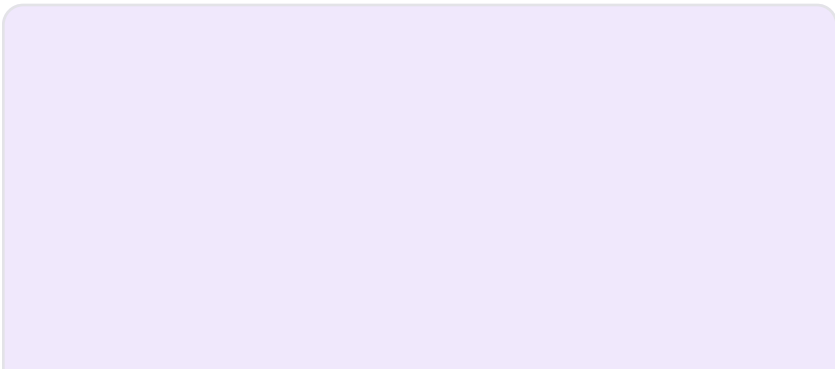RGB: 236,252,232
CMYK:6,0,11,0

Purple

P300
#A07ECE
RGB: 160,126,206
CMYK:40,55,0,0

P200P
#D6C2F0
RGB: 214,194,240
CMYK:15,24,0,0

P100
#F1E8FC
RGB: 241,232,252
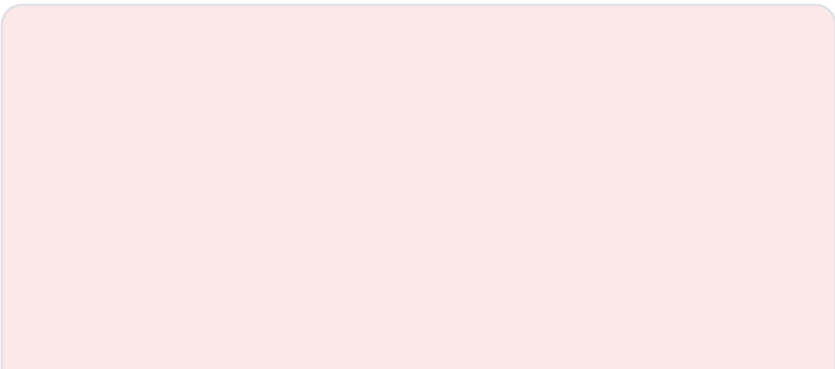CMYK:4,9,0,0

Red

R300
#CE7E7E
RGB: 206,126,126
CMYK:18,59,42,0

R200P
#F0C2C2
RGB: 240,194,194
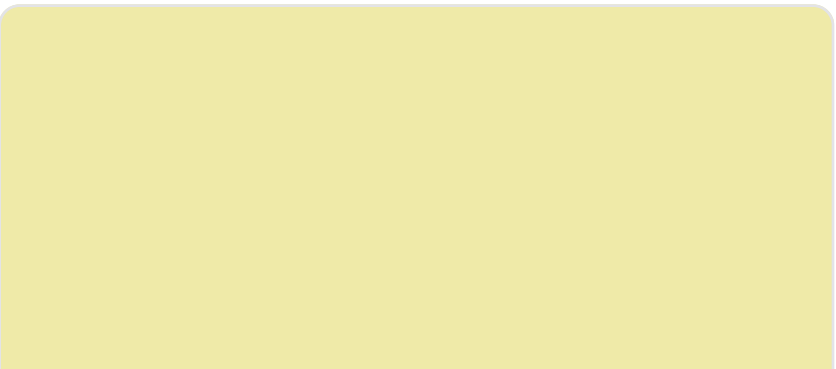CMYK:4,27,15,0

R100
#FCE8E8
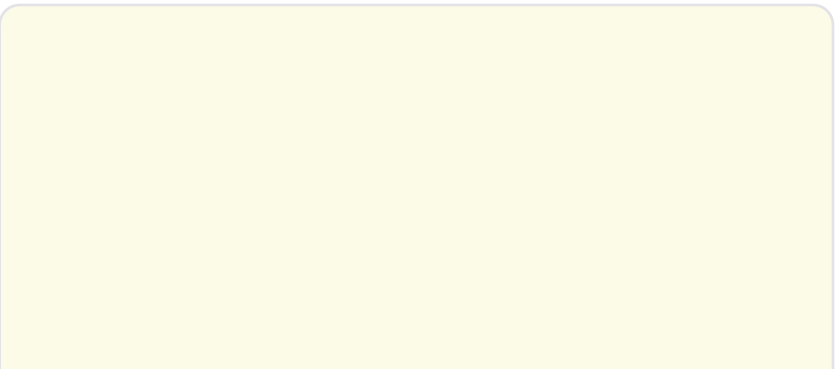RGB: 252,232,232
CMYK:0,10,4,0

Yellow

Y300
#DBD470
RGB: 219,212,112
CMYK:16,9,70,0

Y200P
#F0EBA8
RGB: 240,235,168
CMYK:7,2,42,0

Y100
#FCFBE8
RGB: 252,251,232
CMYK:1,0,9,0

Above all, please ensure there is a high contrast between text and the background colour. If possible, use a colour contrast checking tool to ensure a design is accessible and passes WCAG standards.

The following examples are accessible and, we believe, compliment each other nicely.

B200 on B700

Contrast ratio: 9.09:1
Large text: AAA
Small text: AAA

ABC

W100 on B400P

Contrast ratio: 5.50:1
Large text: AAA
Small text: AA

ABC

B700 on B200

Contrast ratio: 9.09:1
Large text: AAA
Small text: AAA

ABC

B400P on W100

Contrast ratio: 5.50:1
Large text: AAA
Small text: AA

ABC

HP200 on HP700

Contrast ratio: 11.44:1
Large text: AAA
Small text: AAA

ABC

C700P on HP400P

Contrast ratio: 9.61:1
Large text: AAA
Small text: AAA

ABC

HP700 on HP200

Contrast ratio: 11.44:1
Large text: AAA
Small text: AAA

ABC

HP500 on W100

Contrast ratio: 7.13:1
Large text: AAA
Small text: AAA

ABC

W100 on C700P

Contrast ratio: 19.54:1
Large text: AAA
Small text: AAA

ABC

C200 on C500

Contrast ratio: 8.66:1
Large text: AAA
Small text: AAA

ABC

C700P on C200

Contrast ratio: 15.28:1
Large text: AAA
Small text: AAA

ABC

C500 on W100

Contrast ratio: 11.08:1
Large text: AAA
Small text: AAA

ABC

Typography

Typography has been carefully selected to embody the principles and tone of the GBG brand. It is accessible, expressive, and full of character. As a crucial element of our brand identity, typography should be consistently applied across all communications, serving as a vital tool for building brand recognition.

04

With typography, small details matter. The following guidelines will help you make the most of our typography, ensuring clear hierarchy, accessibility and correct representation of our brand.

Headlines   Mint Grotesk / Mint Grotesk Display

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]+

Subheads   DM Sans — Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]+

Body Text   DM Sans — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]+

DM Sans is neutral and familiar low-contrast geometric sans serif, and has been chosen by GBG because of it's high accessibility, even at smaller sizes.

Certain accents and details bare a similarity to our feature font, Mint Grotesk, such as the low arch of the lower case 'a' or the gently sloping terminal of the lower case 'r'.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry, an international and award-winning type foundry based in London and Los Angeles who publish and distribute high-quality retail and custom typefaces for analog and digital media.

DM Sans

DM Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?$£€¥%

DM Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?$£€¥%

DM Sans ExtraBold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?$£€¥%**

**01234
56789
→$£%**

Our feature font, Mint Grotesk is used for larger headlines and display purposes. It has been chosen for it's unique detail and friendly yet modern personality.

Mint Grotesk Display is used for main headlines. It is slightly wider and more expressive than the standard version of Mint Grotesk.

Mint is designed by Lift Type, an independent type foundry based in Montpellier, France.

Mint Grotesk

Mint Grotesk Display Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?$£€¥%

Mint Grotesk Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?$£€¥%

01234
56789
→$£%

When creating layouts using all typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 50% of the ascender height of the headline and body copy is no larger than 50% of the cap height of subheadlines.

Ascender

An ascender is an upward part of a letterform (often a vertical stroke) that extends above the x-height and usually above the cap height, such as the stem of a lowercase b or d.

Cap Height

Cap height is the height of a typeface's uppercase letters, measured from the baseline to the top of flat-topped glyphs. This is usually slightly lower than the ascender height, and cap height can vary between typefaces.

X-Height

Although it's based upon the height of the lowercase "x" glyph in a typeface, x-height also considers the height of the lowercase characters that have no ascenders nor descenders; this indicates how tall or short the type appears in typical lowercase or mixed-case settings.

Headline Subhead Body copy

Mint Grotesk Display Extra Bold

DM Sans ExtraBold

DM Sans Regular

Correct type hierarchy ensures that a layout is visually balanced, is legible and is a pleasure to read. Pay close attention to the leading and tracking for different uses. This guideline is an example only, and real–world application would differ based on the type of media and the size you're working with. The purpose of this scale is to show the visual relationships between text sizes and uses. A more complete type scale can be shared on request for web projects.

A big, bold display headline draws the eye and encourages a viewer to read on. Please ensure only short phrases are used as display headlines, generally less than 10 words.

Headings and subheadings can be used to break up content. Not to be used for paragraphs, we would generally recommend no more than around 1–15 words.

An intro paragraph style can be used for pull-out text or quotes. It's best used for a single paragraph, and should be given plenty of white space around it for maximum affect.

Body text should take up the majority of content in any design. Please ensure proportionate paragraph spacing is used.

Display Headlines	Font: Mint Grotesk Display Weight: Extra bold Size: 72pt Line height: 100% Letter spacing: 0%
Headlines	Font: Mint Grotesk Weight: Bold Size: 56pt Line height: 110% Letter spacing: –1%
Subheadings	Font: DM Sans Weight: Extra Bold Size: 24pt Line height: 110% Letter spacing: 0%
Intro paragraph	Font: DM Sans Weight: Medium Size: 32pt Line height: 140% Letter spacing: 0%
Body Text	Font: DM Sans Weight: Regular Size: 18pt Line height: 140% Letter spacing: 0%
Small text	Font: DM Sans Weight: Regular Size: 14pt Line height: 130% Letter spacing: 1%

Display Headlines

Headlines

Subheadings

Intro paragraph for feature text such as quotes.

Changing customer behaviours, complex regulations and sophisticated fraud make it harder to do business. Our end-to-end solutions make it easy.

Changing customer behaviours, complex regulations and sophisticated fraud make it harder to do business. Our end-to-end solutions make it easy.

Contact

For further information, please get in touch

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