Brand Guidelines

Globaleaks Brand Identity Standard

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the elements you may need logos, colors, typefaces and how to apply them.

Version 1.0. April 2020
Logo Construction

Min. size usage

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve the quality of the logo.
In case where the shape for the logo is approximated to the square, a vertical version of the logo is used. Also this option is used in case where the logo is one on the media, for example, a cover of something.
Logo Usage

- **Primary use**
  - GLOBALEAKS
  - GLOBALEAKS (avoid rotation)
  - GLOBALEAKS (avoid stretching)

- **Dark background**
  - GLOBALEAKS

- **Avoid using off brand colors**
  - GLOBALEAKS (avoid)

- **Avoid stretching**
  - GLOBALEAKS (avoid)

- **Avoid rotation**
  - GLOBALEAKS (avoid)

- **Avoid adding strokes**
  - GLOBALEAKS (avoid)

- **Logo Usage**
  - GLOBALEAKS

- **06**
'Mariner Blue' is the official brand color. It represents transparency, solidarity, integrity, seriousness. Adjectives that relate very well with the brand.

<table>
<thead>
<tr>
<th>Brand Color</th>
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<td><strong>TRANSPARENCY</strong></td>
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<tr>
<td>Brand color</td>
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MARINER BLUE
The core palette will cover the majority of your needs. It’s intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

## Brand colors

- **Mariner Blue**
  - Hex: #3777BC
  - RGB: R55, G119, B188

- **Bright Sun**
  - Hex: #FED644
  - RGB: R255, G213, B67

- **Blue Zodiac**
  - Hex: #103253
  - RGB: R16, G50, B83

- **Tuna**
  - Hex: #333840
  - RGB: R51, G56, B64
Here is the extended color palette based on the official brand color. This palette is created with the intention to be used on User Interfaces like web, mobile and app design.

| Blue | 103253 | 073B72 | 0C4C91 | 2161A6 | 3777B | 3C88C | 5EA9E9 | 8FCBF | BBE1FB | E8F4FB |
| Yellow | 553713 | 744210 | 955B14 | B37D16 | D3A21 | F3937 | FED64 | FFE38 | FFF3C | FFFCF1 |
| Red | 451717 | 661414 | 8F0E0E | B80D0D | D81B1B | F55353 | FAB8E | FAB6B | FAD4D | FAF0F |
| Green | 112B1B | 153D25 | 1A5230 | 206D3D | 2A854E | 3B1A64 | 57C28 | 7DDBA | ABEDC | E1FAE |
| Gray | 333840 | 434A54 | 58606 | 707A8A | 8E99AB | AFBACC | C8D1E | DDE3ED | EBEFF | F57FA |
Use ‘Bright Sun’ to highlight things or in Call to Action buttons. Use Cod Grey with the opacity reduced to achieve light backgrounds. Tend to use the official brand color whenever is seen fit.

Color Usage

35% 25% 15% 10%
Primary Typography

A modern, geometric typeface. Open sourced, and openly available. Influenced by other popular geometric, minimalist sans-serif typefaces of the new millennium. Designed for optimal readability at small point sizes while beautiful at large point sizes.
Secondary Typography

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several Open-Type features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.
Typography Usage

Transparent society

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

Solidarity & integrity

H2 | Metropolis | Size 45pt | Line Spacing 54pt

Transparent society

H3 | Metropolis | Size 36pt | Line Spacing 43pt

Transparent society

H4 | Metropolis | Size 26pt | Line Spacing 31pt

Transparent society

H5 | Metropolis | Size 22pt | Line Spacing 26pt
Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.
Illustrations
Illustrations