



Brand Guidelines | July 2020 | v5.0



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

Index

Logo 03

Primary Logo
Logo Construction
Logo Variations
Logo Usage

Colors 07

Brand Color
Color Palette
Secondary Colors
Color Usage

Typography 11

Primary Typography
Secondary Typography
Typography Usage

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.

Logo Variations

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



Dark background



Avoid using off brand colors



Avoid stretching



Avoid rotation



Avoid adding strokes



Colors

Brand Color

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

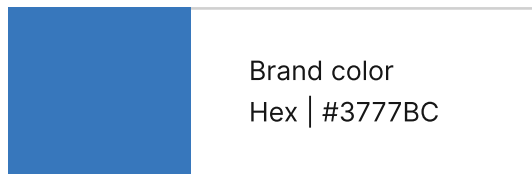
Brand Color

TRANSPARENCY

SOLIDARITY

INTEGRITY


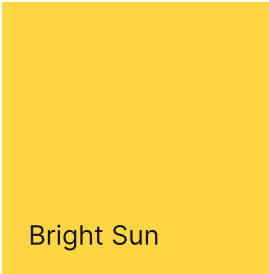
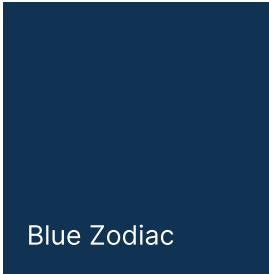
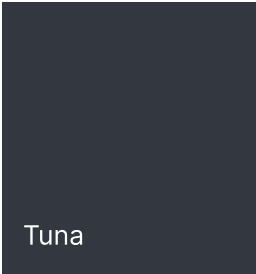
SERIOUSNESS



Color Palette

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	Bright Sun	Blue Zodiac	Tuna
#3777BC R55 G119 B188	#FED644 R255 G213 B67	#103253 R16 G50 B83	#333840 R51 G56 B64

Colors

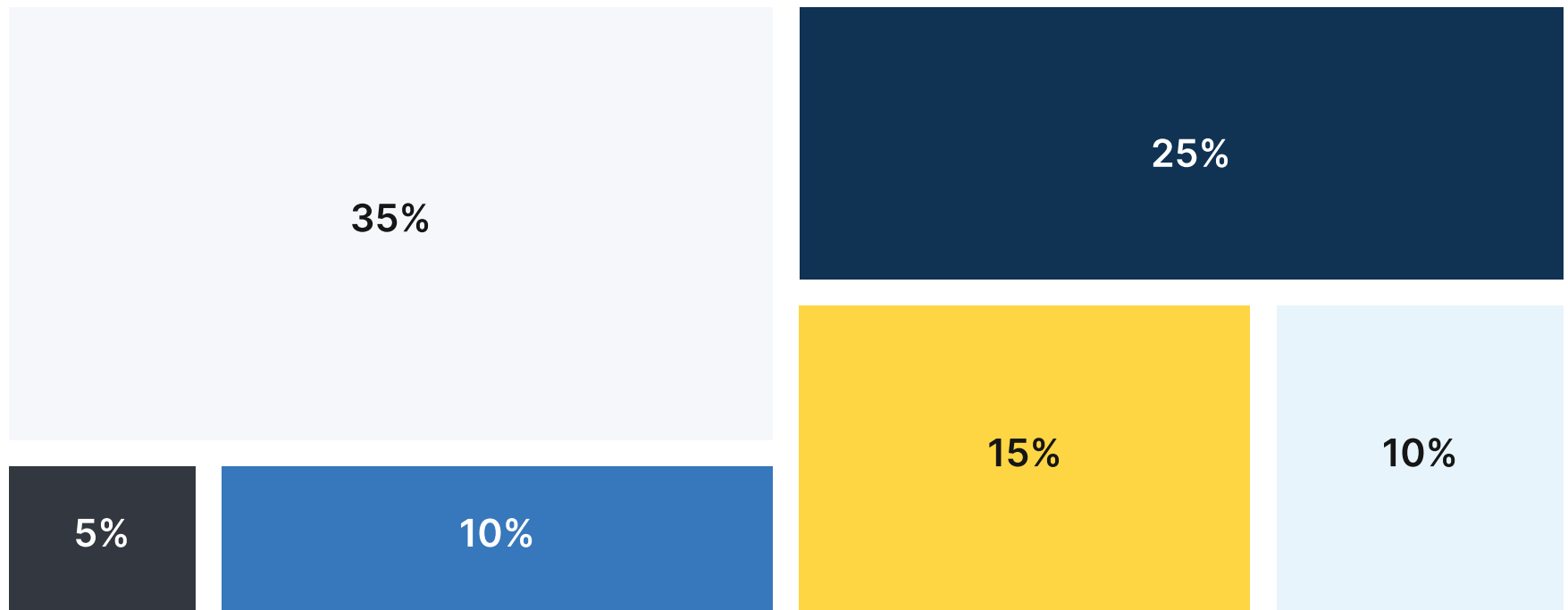
UI Colors

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.

	900	800	700	600	500	400	300	200	100	50
Blue	103253	073B72	0C4C91	2161A6	3777BC	3C88CB	5EA9E9	8FCBF8	BBE1FB	E8F4FB
Yellow	553713	744210	955B14	B37D16	D3A221	F3C937	FED644	FFE383	FFF3CA	FFFCF1
Red	451717	661414	8F0E0E	B80D0D	DE1B1B	F55353	FA8E8E	FAB6B6	FAD4D4	FAF0F0
Green	112B1B	153D25	1A5230	20693D	2A854E	3BA164	57C282	7DDBA3	ABEDC5	E1FAEB
Gray	333840	434A54	58606E	707A8A	8E99AB	AFBACC	C8D1E0	DDE3ED	EBEFF5	F5F7FA

Color Usage

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.



Primary Typography

Metropolis

Light

Regular

Semi-Bold

Bold

Black

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	0
1	2	3	4	5	6	7	8	9

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

Secondary Typography

Inter	Light	Regular	Semi-Bold	Bold	Black				
Aa	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
	Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	0
	1	2	3	4	5	6	7	8	9

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

Typography Usage

**Transparent
society**

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

**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

Typography Usage

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

Body | Inter-Regular | Size 14pt:16pt | Line Spacing 17:19pt

Home Documentation Community

NAV | Metropolis-SemiBold | Size 16pt

Learn More

CTA Small | Metropolis-Bold | Size 16pt

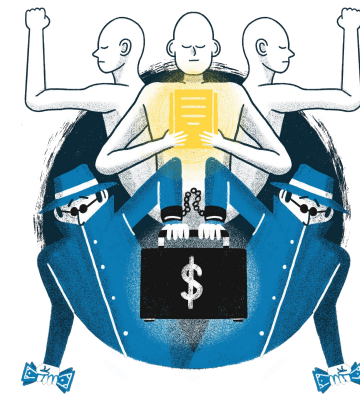
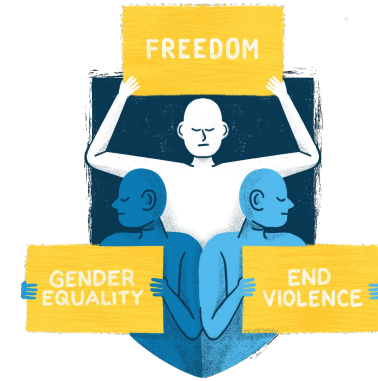
Learn More

CTA 1 | Metropolis-Bold | Size 24pt

Send a message

CTA 2 | Metropolis-Bold | Size 16pt

Illustrations



Illustrations

