

# Style & Usage

## HOW TO USE THIS BOOK

The goal of our style and usage guidebook is to protect the look, feel, tone and values of our company. A guidebook achieves this by helping everyone understand the importance of our brand. It describes how to use the elements of the brand, such as corporate identity and the brand name. This book is a comprehensive manual for anyone who uses our brand and its components in their work, including employees, partners, designers and new business teams.

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## Your advantage

There are billions of us, thousands of brands competing for billions of minds. No wonder the world is a bustling, complex place. Clients need a partner who can cut through.

GroupM gives the advantage by turning complexity into opportunity. We go broad and deep. No single channel is enough. We use multiple data sources for richer audience insight. We have unrivaled experience and exceptional buying power. We formulate unique leading-edge trading models that change the digital category.

Our smart partnerships give us access to extraordinary intelligence, expanding our offer in content, social and mobile. Our vision creates new dimensions—shaping the future, increasing the probability and frequency of success.

Combine this with our famed scale, and together, we can truly help our clients' progress from game-players to game-changers. Collaboration increases our strength. Visionary leadership keeps us at the top of our game. Inventiveness keeps us competitive in an ever-evolving world.

You can't stand still if you want to stand out.

Open-minded. Extraordinary. Formidable.

GroupM. Your advantage.

## About GroupM

GroupM, part of WPP, is the leading global media investment management operation serving as the parent company to WPP media agencies including Mindshare, MEC, MediaCom and Maxus, each global operations in their own right with leading market positions. GroupM's primary purpose is to maximize performance of WPP's media agencies by operating as leader and collaborator in trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. GroupM's focus is to deliver unrivaled marketplace advantage to its clients, stakeholders and people. Discover more about GroupM at [www.groupm.com](http://www.groupm.com).



## Our Values

Values help define us, give us a reason for being and a way of operating in our daily lives. They also help us define the culture of GroupM throughout the globe.

### COLLABORATION

We work together. We have shared goals and gain mutual benefit. We discover, share and build together across our group and with our clients and partners.

### VISIONARY LEADERSHIP

We know what clients need and take game-changing action to deliver advantage for them. We lead our industry on issues that are crucial to clients and our partners. Our talent leads the industry in quality and integrity.

### INVENTIVENESS

We're an inventive group in every part of our business. We know our clients can't stand still and neither can we. We believe ingenuity is the key to delivering compelling innovation and competitiveness.

## Our Personality

Our brand personality is shown through our actions, as we live our brand values on a daily basis.

**FORMIDABLE** We're always thinking big, looking for ways to shape and inform the market.

**BRILLIANT, EXTRAORDINARY** We combine fresh thinking and wisdom. A ground breaking visionary.

**OPEN-MINDED** Bringing people and ideas together through shared desire to deliver the best outcomes for all.

#### WE ARE

*Calm*  
*Helpful*  
*Insightful*  
*Wise*  
*Authoritative*  
*Polite*  
*Imaginative*  
*Polished*

#### WE ARE NOT

*Subdued*  
*Utilitarian*  
*Know-it-all*  
*Elder*  
*Brash*  
*Gentle*  
*Whimsical*  
*Slick*

## Our Tone

Being informed about the GroupM tone of voice is particularly important when briefing copywriters, proofreaders or editors who are responsible for consistent tonality in GroupM documents. This includes any global publications, blog posts or social media content. We believe that having an informative tone is important to bring clarity to complex subjects.

### MORE THEM, LESS US

When writing on behalf of GroupM, show how our scale, insight and deep multi-category expertise benefits our clients. Walk in their shoes. Understand their ambitions, but also their concerns. Put our partnership with them at the heart of everything we say and do. Collaboration is fundamental to our strategy so it's important that we talk about how it works and the opportunities that it unlocks.

**We are not** over-familiar. We are not our client's best friend or buddy pretending to know more about their business than they do. We are not an elitist.

### POWERFUL POISE

Striking the right blend of fire power and brainpower when you write for GroupM is crucial. We are a leader, a client champion and a force to be reckoned with. Not a bully or a pompous know-it-all. We flex our muscles intelligently when we're demonstrating how our size benefits our clients or how we use it to move our industry forward. Yes, we're the biggest. However, that size and stature means we don't need to constantly shout to be heard.

**We are not** overbearing. An oppressive force that crushes opponents. A lumbering giant. All brawn and no brain. We are not old-school or part of the establishment.

### ADVENTUROUS SPIRIT

We've changed the market landscape by challenging convention time and time again. This dynamic spirit should shine through in our language by celebrating our fresh thinking and daring approach, our ability and desire to go down the road less taken. Inventiveness is the currency of our industry, yet people don't always expect it to come from our side of the business, or a group as large as we are. Let's demonstrate our imagination.

**We are not** daredevils, foolhardy or reckless. Aggressive. Unrealistic. We are not creative for the sake of it.

## Boilerplate

GroupM is the leading global media investment management group serving as the parent to WPP media agencies including Mindshare, MEC, MediaCom, Maxus, Essence and m/SIX, as well as the programmatic digital media platform, Xaxis, each global operations in their own right with leading market positions. GroupM's primary purpose is to maximize the performance of WPP's media agencies by operating as leader and collaborator in trading, content creation, sports, digital, finance, and proprietary tool development. GroupM's focus is to deliver unrivaled marketplace advantage to its clients, stakeholders and people, and is increasingly working closely for the benefit of clients with WPP's data investment management group, Kantar. Together GroupM and Kantar account for over 50% of WPP's group revenues of more than \$20 billion.

Discover more about GroupM at [www.groupm.com](http://www.groupm.com).  
Follow @GroupMWorldwide on Twitter  
Follow GroupM on LinkedIn - <https://www.linkedin.com/company/groupm>

Please follow this order when listing out the GroupM Agencies and Brands:



**MEDIACOM**

**maxus**

*essence.*



**XAXIS**

## Nomenclature

GroupM, part of WPP, is the sole and exclusive owner of all the rights to the GroupM name, logo, graphics, symbols and other indicia used to represent GroupM globally.

<b>REGISTERED</b>	GroupM Worldwide Inc.
<b>CORPORATE</b>	GroupM Global
<b>COLLOQUIAL</b>	GroupM

## GroupM in text

GroupM is always a single word and a proper noun paired with a capital M in any use case. It should never appear with a space between: **Group M** or with a lower case m: **Groupm**. The following are more specific use cases.

**1<sup>ST</sup> REFERENCE IN TEXT** GroupM, part of WPP  
**2<sup>ND</sup> REFERENCE IN TEXT** GroupM or “the Group”

### GEOGRAPHIC DESIGNATION CONSTRUCTS

The geographic identifier should be used sparingly, usually only to remove any ambiguity when the GroupM name and the names of other offices in the GroupM global network are used in the same document.

#### *Region 1st reference*

GroupM Asia Pacific, GroupM Latin America, GroupM North America, GroupM Europe, Middle East & Africa

#### *Region 2nd reference*

GroupM APAC, GroupM LATAM, GroupM NA, GroupM EMEA

#### *Country 1st reference*

GroupM United States, GroupM United Kingdom, GroupM Canada, GroupM China, GroupM Mexico

#### *Country 2nd reference*

GroupM US, GroupM UK, GroupM Canada, GroupM China, GroupM Mexico

### GROUPM WITH AGENCIES & COMPANIES

Often in prose an Agency or Company will be mentioned as being “part of WPP's GroupM” or “part of WPP.” We have amended this statement to simply “part of GroupM.”

**1<sup>ST</sup> REFERENCE IN TEXT** [Name], part of GroupM  
**2<sup>ND</sup> REFERENCE IN TEXT** [Name]

## Our logo & the power of GroupM

GroupM's "hero" logo is the most recognizable visual representation of our company. Consistency across applications ensures that the latest evolution of our brand is synonymous with the GroupM name and reputation. Our logo acknowledges our power as an organization. Since our formation in 2003, we have grown exponentially into a media powerhouse formidable enough to mold the industry in a way that delivers advantage to all potential stakeholders, employees and clients. Our logo works to establish this power but does so with a newly found lightness. More delicate letterforms reflect a more nimble group of agencies and companies eager to experiment. Raising the "group" to the power of "m" is a direct expression of the inventiveness, visionary leadership and collaboration required to deliver advantage. It is also representative of our movement toward the data and technology areas of our business.



The new GroupM logo was designed with flexibility in mind. Our hero logo is preferred for most applications of the GroupM brand. However, situations may arise in which it makes more sense to use our secondary logo or a single color logo.

These are the only approved versions of the GroupM logo; never reproduce our logo in any other colors.

Artwork for all versions of the GroupM logo are available in CMYK, Pantone and RGB to accommodate almost any need that may arise.

*Questions regarding the appropriate usage of logos should be directed to your country or region's brand ambassador. You may also email The GroupM Global Brand Team at [brand@groupm.com](mailto:brand@groupm.com).*



PRIMARY "HERO" LOGO



SECONDARY LOGO


SOLID COLOR LOGO  
\*DEEP NAVY ONLY


SOLID BLACK LOGO


PRIMARY "HERO"  
DROPOUT LOGO

SECONDARY  
DROPOUT LOGO


WHITE DROPOUT LOGO

Please read the following pages of the guide carefully and refer to it often when producing new materials for GroupM in your region.

## What **NOT** to do with our GroupM logo

It is exciting to have a new brand identity to use in presentations, publications and employee materials. Keeping the integrity of our new art is key. Here are some examples of what NOT to do with our GroupM logo.

### COLORS

- a) Never alter the colors from the official artwork.
- b) Never replace our logo colors.
- c) Never place the full color logo on secondary colors.
- d) Never use non-brand patterns behind the logotype.

### SHAPE

- e) Never shrink or stretch the logotype.
- f) Never spin, tilt, angle or alter the logotype. It has been designed to be read horizontally.

### CONTRAST

- g/h) When shown on a photographic background the image should always be light or dark enough to ensure substantial contrast.

### REPETITION

- i) The logo should not be used to create a pattern (see page 16 for the exclusion zone).

### TEXT LOCK-UPS / DEPARTMENTAL LOGO

- j) There is no authorized treatment for “departmental” brand logos. Do not create lock-ups with the GroupM logo under any circumstance.

### IN A SENTENCE, PARAGRAPH OR PHRASE

- k) Never place the logo in the flow of a paragraph or phrase. Type GroupM in the same font.

### WITH NON-SYSTEM FONTS

- l) The logo should not appear with unapproved fonts in any layout. Helvetica Neue or Arial are our preferred headline fonts. See page 24-25 for more information on brand typography.

### ENDORSEMENT

- m) Similar to the previous example, do not place the logo in an endorsement phrase.

### EXTENDED BEYOND THE PAGE

- n) Cropping or running the logo off a page lessens the meaning of the Exponent “m” and the structure of the logotype. The GroupM logo is always meant to be viewed as a whole.





## Logo considerations

Our seven approved logo versions give designers a range of flexible options when creating for a variety of environments. However, sizing, placement, padding and contrast decisions can take a little more time to implement. This section will help you quickly make those decisions regarding logo usage and placement more easily.

### MINIMUM SIZE

Defining a minimum display size for our logo ensures legibility. No version of the GroupM logo should appear in print or on screen smaller than .6 inches wide. This minimum width is equivalent to 50px wide or 16mm wide, depending on which unit of measure is required.

group<sup>m</sup>

group<sup>m</sup>

group<sup>m</sup>

0.6"  
16mm  
50px

~~group<sup>m</sup>~~  
~~group<sup>m</sup>~~  
~~group<sup>m</sup>~~

### EXCLUSION ZONE

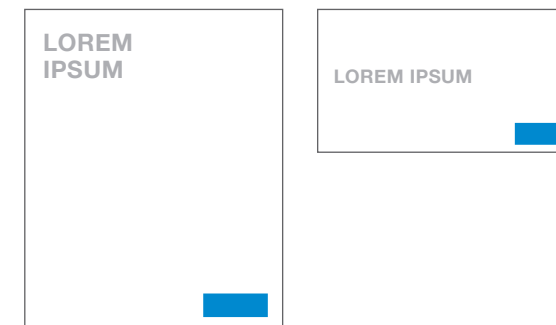
The exclusion zone refers to the minimum acceptable clear area surrounding the logo. To guarantee maximum impact of our logo, graphic elements and text should never cross into the exclusion zone.

The formula shown applies to all versions of the logo regardless of the size at which they are reproduced. In unusual circumstances where space is extremely restricted, it may be necessary to reduce the exclusion zone slightly in order to increase the visibility of the logo.



### POSITIONING

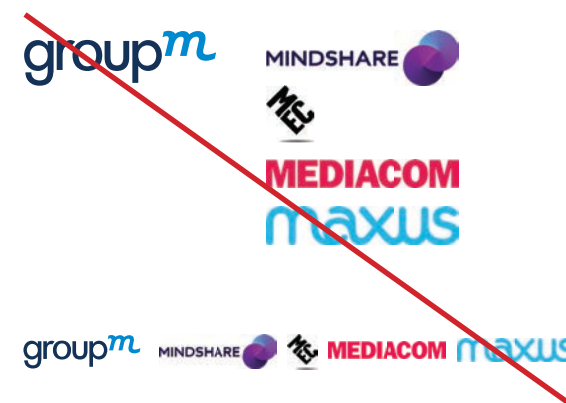
In all aspects of our brand, legibility is paramount. Logo placement is somewhat flexible; however, always keep legibility in mind. Preferred logo position is in the bottom right in all applications. There are a few exceptions such as YouTube video thumbnails where the bottom right corner is obstructed by the YouTube player timestamp.



## Lock-ups

GroupM is often discussed in two distinct ways. Sometimes “GroupM” refers to only the employees that carry a business card with our logo on it, but “GroupM” often brings to mind the cumulative power of the agencies and companies that fall within the GroupM network.

To visually equalize both interpretations of GroupM, our logo should under no circumstances be locked up with another logo. We want each agency and company to be an independent brand with their own system.



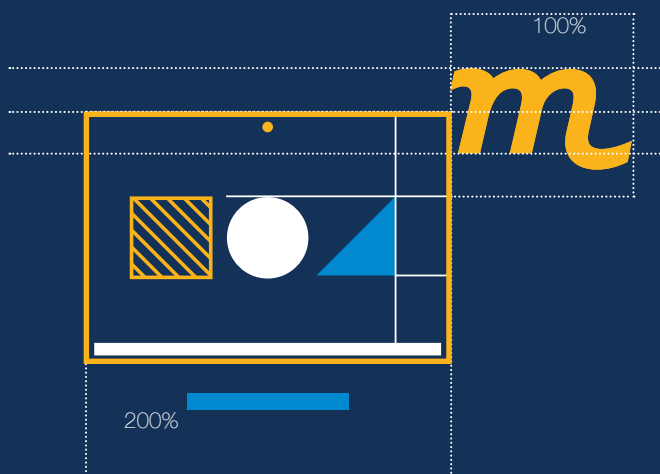
## The Exponent

The Exponent is a device that communicates the power of the Group, the “power of m.” It serves as the GroupM endorsement of a brand extension, message or icon. The Exponent should appear in either GroupM Bright Blue or GroupM Golden Yellow; its color should never be GroupM Deep Navy or pulled from the secondary color palette. The Exponent can be a dynamic way of visualizing GroupM endorsement and powering messages or iconography.



### POWERING AN ICON

Apply a 100/200 size relationship when using the Exponent to power iconography. Icons should be sized 200% bigger than the width of the “m.” The Exponent is centered vertically with the top edge of the icon.



### POWERING A MESSAGE

True to the standards of an arithmetic operation, the Exponent should always be positioned at the end of a message as a superscript. Follow this simple formula when using the Exponent to demonstrate GroupM’s ownership of a message. The x-height of the message should be equal to the size of the ‘m’ x-height. The baseline of the ‘m’ starts from the center of the message x-height. Space the Exponent away from the message equal the letter spacing.



message<sup>m</sup>

great(er)<sup>m</sup>

## The Exponent can NEVER

It is important to note that powering an icon and powering a message are the only situations in which it is acceptable for the Exponent to appear.

### NEVER

- a) Crop the Exponent
- b) Let the “m” appear alone
- c) Put our “m” inside a circle or other holding shape
- d) Alter the colors from the official artwork



## GroupM brand extensions

Situations may arise when leveraging the “power of m” is necessary. Brand extensions can be a publication, branded project or event, but it is important that any brand extension adheres to naming conventions that work with the exponent endorsement symbol.

### BRAND EXTENSION NAMING RULES

1. It is one word — no phrases, no adjective qualifiers
2. The word is singular, not plural  
i.e. Cat, not ~~Cats~~
3. No numbers, written or numerical  
i.e. no ~~CatOne~~, ~~Cat1~~
4. Cannot contain the GroupM name, as the Exponent represents the GroupM name in this case

next<sup>m</sup>

insight<sup>m</sup>

primus<sup>m</sup>

~~groupmlabs<sup>m</sup>~~

~~insights<sup>m</sup>~~

~~destination2016<sup>m</sup>~~

## GroupM team solutions

Custom GroupM teams are at times developed to support one brand/advertiser with services from multiple GroupM agencies, i.e. Mediacom and Maxus operating as a single team to service a client. These teams are created only under special circumstances and are media-only; they do not include any WPP agencies/services and they do not have a separate financial reporting structure from their respective operating companies (they do not have their own P&L). The custom structure is developed only as an organized group to service a media-only piece of business.

In the way of design elements, the team may have its own name, color-scheme, logo and document design elements (word and .ppt files). These elements should be designed in-line with the brand/advertiser’s color scheme, but should not take liberties or exploit the brand/advertiser logo or design elements. Business cards should not be developed, as employees of these teams work for their respective operating companies.

The team logo and design work does not need to adhere to the GroupM Style & Usage Guidelines from a design perspective. As they are a cross-group team they should avoid the prefix GroupM. This is required to avoid conflict as otherwise other clients could reasonably be thought to receive their services from GroupM, as opposed to the specific client team construct. Custom teams are only for the internal purposes of organizing a client group and are solely for use when communicating between the respective agency and said client; they are never to be used externally.

If/when external press is done for any specialized team it should be handled by the responsible operating company’s corporate communications team.

## Department names are not brands

Department names are treated as proper nouns. They do not receive their own logo art. Instead, please type the name of the department in Helvetica Neue or Arial.

## GROUPM TRADING GroupM Trading

## Sub-brands endorsed by GroupM

Sub-brands differ from brand extensions in that they may cross GroupM companies/departments or have their own clients independent from GroupM's client roster, operating their own P&L. By this definition, publications, branded projects and events are NOT considered sub-brands. Examples of sub-brands are Catalyst, Medialets and [m]PLATFORM. Sub-brands have their own bespoke logos and at times brand imagery.

[m]PLATFORM is a sub-brand of GroupM. It has its own logo, using the 'm' from the hero GroupM logo. The 'm' should always be placed within the following brackets, [], both in presentations and in prose.



### GROUPM ENDORSED SUB-BRAND IN TEXT

Just as an Agency or Company will have a GroupM endorsement in the first reference, so will any sub-brands that become part of the GroupM universe.

**1<sup>ST</sup> REFERENCE** [Sub-brand Name], part of GroupM

**2<sup>ND</sup> REFERENCE** [Sub-brand Name]

In the case of [m]PLATFORM, when written in a sentence, it should be phrased as follows: [m]PLATFORM, part of GroupM, in the first sentence reference. Subsequent sentences will simply say, [m]PLATFORM.

### GROUPM ENDORSED SUB-BRAND LOGOS

The bespoke logos of GroupM sub-brands may live independently, provided the GroupM logo is visible, in its logo form, at the bottom of a presentation, poster or document.



## Sub-brand rules

### SUB-BRAND LOGO CONSTRUCTION RULES

1. Follow the same color palette, usage and art direction rules as the GroupM logo.
2. The GroupM hero logo shall be used on any presentations, posters, thought leadership pieces in the appropriate manner. This is typically in the bottom right hand corner.

Sub-brands may have their own business cards and email signatures, however in the instance of [m]PLATFORM, given that all team members are GroupM employees, separate business cards are not required. The signature for an [m]PLATFORM team member is as follows:



### [M]PLATFORM PRODUCT FAMILY

[m]PLATFORM is unique in that it has a family of tools/products that support the larger entity. In order to distinguish between the parent brand: [m]PLATFORM and the supporting product names, all supporting products should appear in lowercase, where PLATFORM is always in upper case. And, there is never a space between the brackets and the letters. The [m]PLATFORM family of products are as follows:

[m]insights  
[m]core  
[m]analytics  
[m]report



## GroupM advantage training & development program

GroupM's Training & Development programs (global and local) fall under the following branding element:

**advantage<sup>m</sup>**

This global naming convention has been designed to align all talent initiatives under GroupM's 'Your Advantage' positioning and to clearly state the ambition of our programs: We feel people are best served by an organization when they feel they are '**advancing**', therefore our training and development programs are designed to help our people advance personally and professionally.

This new branding is meant to replace names like: GroupM University, GroupM Academy, etc. It is meant to be an organizing platform for all initiatives led by GroupM in the areas of training, development and workplace advancement. It is not meant to replace actual programs or to supersede any agency programs. It is an organizing convention so that all GroupM teams are aligned under one program initiative.

## LIVE

LIVE is a brand extension of GroupM and is the parent name to all of GroupM Data & Analytics research and tools. Within the LIVE family are multiple products, those products are available to each GroupM agency. When graphically representing any of the LIVE products, the following naming convention should be followed:

Company Name/LIVE PRODUCT NAME  
(see examples below)

GroupM LIVE AUDIENCE  
GroupM LIVE PANEL

Or, when an agency is featuring the product line, they can insert their name in front of the name of the product:

Mindshare LIVE AUDIENCE  
MEC LIVE PANEL

There is not a formal logo for the LIVE suite of products, however whenever there is a visual representation of any of the products in a presentation, the LIVE visual representation should be constant. And, it should always stand on its own. Neither GroupM nor its agencies should place their logo in front of LIVE, as it is a brand extension from the formal GroupM logo.

When writing about the suite of products in an RFP or presentation, the product names should be written out, for example: *In answer to your request, Mindshare LIVE PANEL allows clients to ask questions in real-time, etc.*

# Primary color palette

GroupM has always been proud of “GroupM Blue” but we’ve reimagined the primary color palette to include two, modern, fresh shades of blue along with the bright and energetic GroupM Golden Yellow.

The hero color of our brand is GroupM Deep Navy. The deep navy reflects the dynamism and agility of an organization steeped in a history of industry-leading invention. GroupM Deep Navy should have a strong presence in all communications.

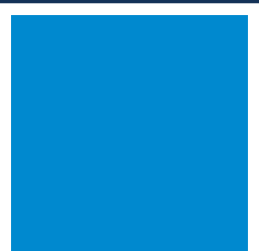
GroupM Bright Blue and GroupM Golden Yellow work as highlights, balancing a brilliant, open-minded spirit with the formidable presence of our hero hue.

## DEEP NAVY



PANTONE 648 C  
CMYK 100/85/40/30  
RGB 10/39/86  
HEX #0A2756

## BRIGHT BLUE



PANTONE 3005 C  
CMYK 100/30/0/0  
RGB 0/128/255  
HEX #0080FF

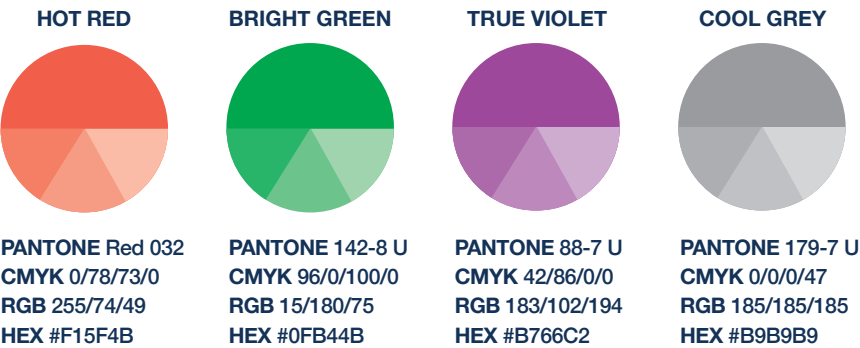
## GOLDEN YELLOW



PANTONE 7409 C  
CMYK 0/33/98/0  
RGB 255/179/44  
HEX #FFB32C

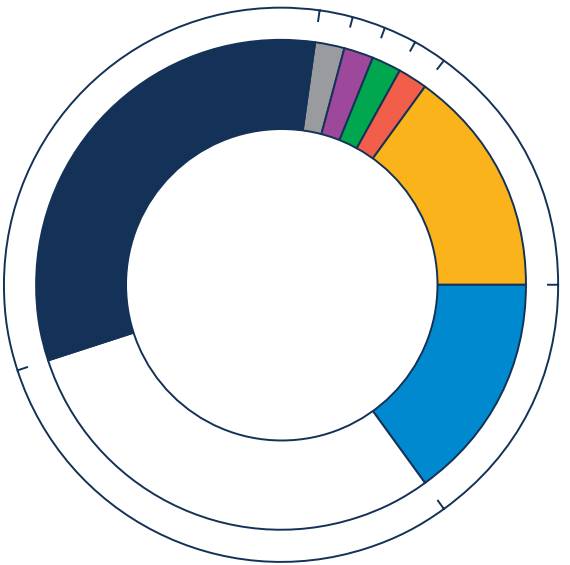
# Secondary color palette

The four additional colors in the secondary color palette will help simplify complex information conveyed in charts and graphs. They should be used sparingly and in compliance with the color proportions seen below.



# Color distribution

Use plenty of open white space in your GroupM designs. The use of white keeps the design feeling open, free and clear. The Primary Palette is the best color representation of GroupM and should be used first. The brighter Secondary Palette colors are meant for displaying chart data clearly and are to be used sparingly.



## Hero font

A synthesis of aesthetic and technical refinements made to the most powerful font in the world

# Helvetica Neue

## Bold

## Regular

## Light

## Thin

## System font

Creating a harmony between print-rich documents & font restricted documents

# Arial

## Bold

## Regular

## Body copy fonts

There are three choices for use in print and digital documents. For legibility, Georgia is recommended but using Helvetica or Arial for templated documents like Word or PowerPoint is acceptable.

Georgia  
Regular  
8pt/11pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentes enim ligula, pharetra vitae efficitur in, sagittis commodo elit. Nunc sit amet ullamcorper risus, id scelerisque diam. Sed dictum neque ac dolor rhoncus facilisis.

Helvetica  
Neue Regular  
8pt/11pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentes enim ligula, pharetra vitae efficitur in, sagittis commodo elit. Nunc sit amet ullamcorper risus, id scelerisque diam. Sed dictum neque ac dolor rhoncus facilisis.

Arial Regular  
8pt/11pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentes enim ligula, pharetra vitae efficitur in, sagittis commodo elit. Nunc sit amet ullamcorper risus, id scelerisque diam. Sed dictum neque ac dolor rhoncus facilisis.

# Title medium 42pt/45pt

## PRINT SUBHEADER REGULAR 22PT/24PT

### Chapter title medium 15pt/16pt

Body copy is set at 8pt in GroupM Deep Navy, not black. Leading is set at 11pt. Long lines of text may require extra leading. Bold face or sans serif type requires more leading. Type set at extremely small sizes, say 7 pt or below, may require extra leading.

#### MAIN CROSSHEAD 8PT/11PT

The main crossheads are used within a chapter similarly to the relationship between title and sub-header.

“Pull quotes use optical margin alignment in Georgia regular 16pt/22pt.”

#### SECTION CROSSHEAD 8PT/11PT

This treatment of text allows a reader to easily scan the left hand side of a document for important sections. By placing it alone and right aligning it, the section crosshead will become more important than even the main crosshead treatment above.

**RUN-IN SIDEHEAD 8PT/11PT** This type treatment is used to emphasize the beginning of an idea, statement or list. You'll see it in use on page 8 of this book where we talk about our Brand Personality.

While the this book and the page at left use a 2/6, 4/6 column structure, we also create white papers, RFP repsonses, proposals and other long-form print materials that require long blocks of text. For those cases, especially in 8.5"x11" or A4 paper sizes, a two-column approach will work well. Make your best judgment call based on length of text for your column widths.

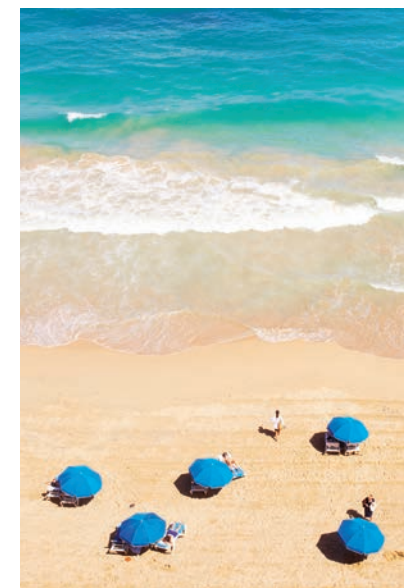
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc suscipit ullamcorper nisi, quis placerat neque sodales id. Vestibulum magna dolor, aliquam in nisl tincidunt, convallis lobortis dolor. Etiam pharetra libero lacus, ut posuere arcu bibendum quis. Nulla vitae mattis velit. Ut eu interdum velit. Mauris sed elementum ex, nec feugiat felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam vitae lacinia ante.

Maecenas sodales orci elementum nisi condimentum, a hendrerit odio fringilla. Nullam placerat tellus vel orci luctus, vitae luctus eros pretium. Aenean magna libero, tempor ut consequat eu, malesuada quis.

*This is a quick note pull-out using Georgia italic. Learn more about using type at these handy sites: [practicaltypography.com](http://practicaltypography.com) and [webtypography.net](http://webtypography.net)*

Nam ornare neque orci, sed lobortis leo viverra non. Etiam a vulputate lectus. Nam non semper sapien. Curabitur vitae congue mauris. Ut et iaculis felis. Pellentesque a dui non enim imperdiet dignissim. Pellentesque vel est tortor. Quisque luctus sem nisl, ut blandit lacus tempus ac.

Nunc sodales sollicitudin turpis, males pharetra dolor lobortis sit amet. Nullam sollicitudin ultricies enim, eget facilisis mauris interdum sed. Phasellus mollis ultrices lectus quis rhoncus. In sed mi



Image, chart captions and data sources are in Helvetica Neue Regular 7pt/10pt.

erat. Vestibulum quis neque id massa posuere placerat. Donec finibus diam ac nunc scelerisque sodales. Aenean feugiat vel leo quis tincidunt. Nunc at elit felis. Aliquam sed magna velit. Aenean ac ante vitae orci cursus varius id sit amet urna. Phasellus nunc tortor, iaculis eu gravida ut, consequat sed ipsum. Cras ullamcorper, orci sit amet condimentum tempus, arcu sapien imperdiet odio, non elementum dolor tellus commodo magna. Donec pellentesque sed leo eget pulvinar. Integer at arcu sit amet nunc hendrerit consequat. Integer tellus nulla, tincidunt dapibus ante id, hendrerit ornare lectus. Cras aliquet vulputate scelerisque.

**THE GROUPM GLOBAL BRAND TEAM**  
[www.groupm.com/brand](http://www.groupm.com/brand)  
[brand@groupm.com](mailto:brand@groupm.com)



## Language fonts

Although GroupM as a company operates largely in English around the globe, it is important to know how and when to communicate in local languages. It may be necessary to create assets in the language spoken in a specific office, when creating assets for Talent, Human Resources and our CSR program. Please refer to this list for recommended fonts in languages not supported by our GroupM brand fonts. Discretion is left up to the Region or Country GroupM Brand Ambassador to produce the best possible design output.

### PREFERRED - LICENSE REQUIRED

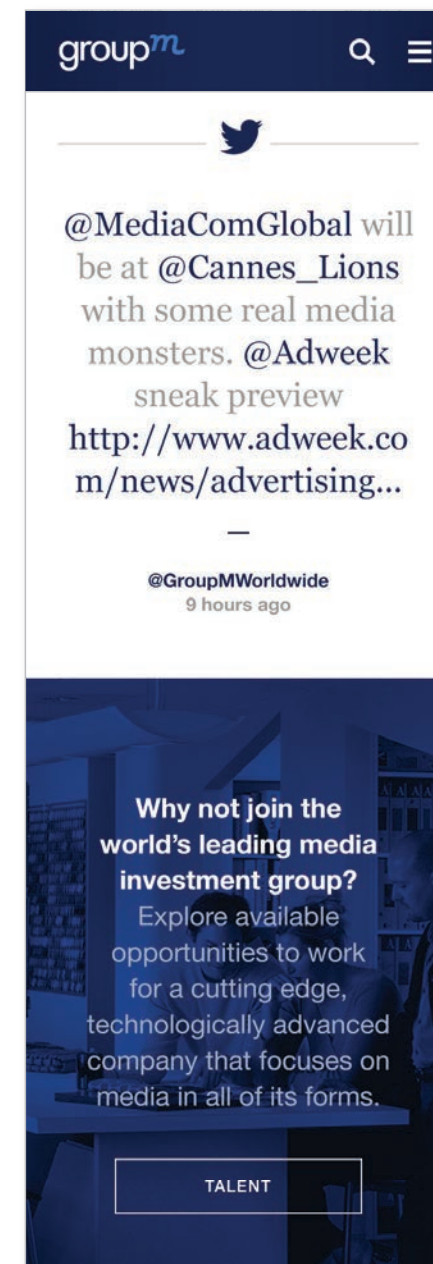
Traditional Chinese – M Hei HK  
Simplified Chinese – M Hei PRC  
Korean – YD Gothic 100  
Japanese – Axis  
Thai – Neue Helvetica Thai

### SYSTEM FONTS

Traditional Chinese – Microsoft JhengHei  
Simplified Chinese – Microsoft YaHei  
Korean – Dotum  
Japanese – Meiryo  
Thai – FreesiaUPC

## Web fonts

Web fonts are Helvetica Neue, Helvetica or Arial. Georgia body copy is preferred for legibility on the screen. Below is an example of our website in mobile view.



## Premium images

Our premium photography is a brilliant and extraordinary mix of double exposure, long exposure or time-lapse photography. The feeling of layering data or things in motions is captured in the image.

The camera takes in more data to convey a sense of exponentiation. Capturing complexity and action with the added ability to capture multiple scenes.

### WHEN DO I USE PREMIUM IMAGES?

Use Premium style photography for important moments when you need to stop people in their tracks.

1. Book covers
2. Proposal covers
3. Presentation title pages or section break pages
4. Posters
5. Office art
6. Wall wraps or large-scale installations
7. Any time a communication has permission to be more artful, rather than direct or obvious

shutterstock® **OFF  
SET**™

### STOCK IMAGERY PARTNER SHUTTERSTOCK/OFFSET

Dan Geraci  
Senior Account Executive  
Agency & Media  
dgeraci@shutterstock.com  
O 646.449.6069  
C 516.238.8898





## Standard images

Our general use photography principles are based on both vision and scale. Photography denotes rich, deep, visionary color from our palette.

### COLOR HUES

1. Gold like the sun, inspired by nature, brilliant light.
2. Blue like the sky, for fresh thinking and big ideas.

### SCALE

Close up or far away. Avoids flat mid-shots. Extraordinary views and angles.

### PEOPLE

Any time we show people, we're focused on what they're doing and the action they're performing. We try not to show faces or eyes in our imagery, as we want to show what they're engaged in, the media, instead of their emotion or reaction.

### WHEN DO I USE STANDARD IMAGES?

Use Standard images when you need clarity of an idea, concept or media type.

1. Interior content pages of PPT
2. Captioned images inside a report or publication
3. Clearer textures in poster art
4. Any time that you need to show media types in use by consumers or employees in action

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O 646.449.6069  
C 516.238.8898



## Individual photography & headshots



Below are general requirements for GroupM headshots and personnel photography. These requirements are meant to ensure consistency across markets for images used in pitches, client presentations, groupm.com and anytime an image needs to be shared externally.

We recommend the following:

### ACTUAL IMAGE

(How the photographer should take the photograph)

1. You should have one image that represents 2/3 of the body, shot from the waist up. This can be seated or standing.
2. To avoid having all the images look exactly the same, please also shoot images standing and at different angles, for example standing slightly to the side, standing with arms crossed or standing with hands held in front, naturally clasped, around the waist.
3. Typical headshot: concentration mainly on the face and shoulders.

### STYLE OF THE SHOOT

(How the individual being photographed should prepare prior to the pictures being taken)

1. Professional, manicured, stylish and “smart”. Our people are an extension of the GroupM brand; the “faces” of our company.
2. Wardrobe, coloring, hair styling and makeup choices are important. Please reference the example headshots to the left as examples. People should look professional, but comfortable, and happy!

### BACKGROUND IMAGERY

(What should be behind the person being photographed)

1. It is not necessary to have only a plain white backdrop for the photographs, but if another backdrop is used please ensure it looks professional and is not so colorful as to distract from the person being photographed.
2. Please stay away from very dark backgrounds, like dark shutters or dark walls. Dark backgrounds make the images look smaller and detract from the person’s face.
3. If choosing to shoot in an office, please use a window or wall that is not distracting, but adds visual interest. Perhaps take a few practice shots before setting up for professional photographs.

4. Please do not shoot people sitting at their desks, with non-GroupM colors (like bright orange or red) behind the individual or with excessive light behind them.

### WOMEN

1. Do NOT wear a small pattern or pattern that will photograph with “noise” in the shot. Please choose solid colors or large, bold patterns.
2. Please make sure hair and makeup are done before the photograph is taken. Powder may be applied to minimize shine.

### MEN

1. White or another light collared shirt is preferred. Blue and darker colors do not contrast as well with a dark suit.
2. BLUE, DARK BLUE, GREY OR DARK GREY high quality material suits or jackets contrast well with the lighter shirts.
3. If wearing a tie, please make sure it is mostly solid or a rather subtle pattern. If a tie is worn, please ask to have images taken with and without the tie.
4. Special details in your suit are a nice touch, for example cuff links or a pocket square.
5. Light or accent color accessories will show up well in HD or on a retina display, like pocket square, watches or rings. However, you may need to remove excessive jewelry if jewelry is looking too heavy.
6. If you wear glasses, please bring your cleaners or lens cloths. Please check for fingerprint on your glasses prior to the shoot. Images of you with and without your glasses, depending on glare and lighting in the room, may be taken.

Please see the examples of a few headshots on the left hand page. Ideally, when doing formal photography sessions it is best to do multiple executives together to maximize set-up time.

And, most important have fun with the pictures! Shoot as many images as you need to appear yourself in the image.

### WARDROBE SUGGESTIONS



## The Grid

The grid pattern works well for print items like notepads and inside notebooks as part of our stationery package. Any of the textures can be put on top of Deep Navy backgrounds or as an overlay on image for report covers or key PowerPoint slides.

## The Decimal

The decimal dot texture helps give movement behind or on top of an image or text, elevating or highlighting a page where legibility can be compromised by adding additional texture.

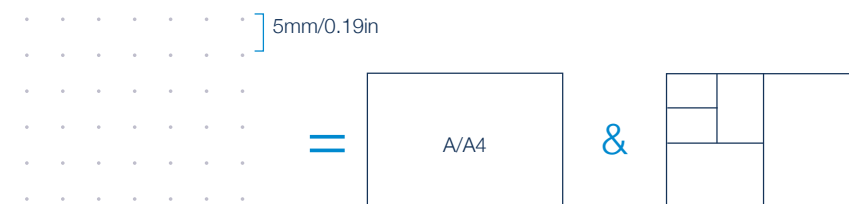
## The Plus

The plus, or crosshair, pattern is a more rigid, linear version of our dot texture. It gives structure but without the underlying sense of movement.

## Sizing our background textures to scale

Using our textures requires attention to detail when it comes to the size of the texture overlay or background. That means it must scale correctly or remain at a constant pixel distance to maintain consistency and quality. Making the texture too small can result in it not printing at all, and making it too big could obscure the image.

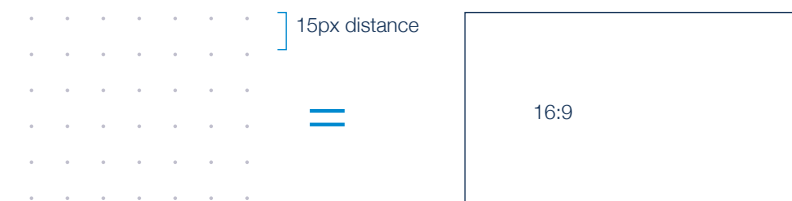
1) Sizes A/A4 and below



2) Sizes greater than A/A4 scale proportionally



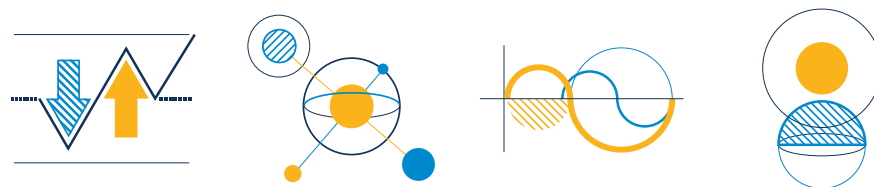
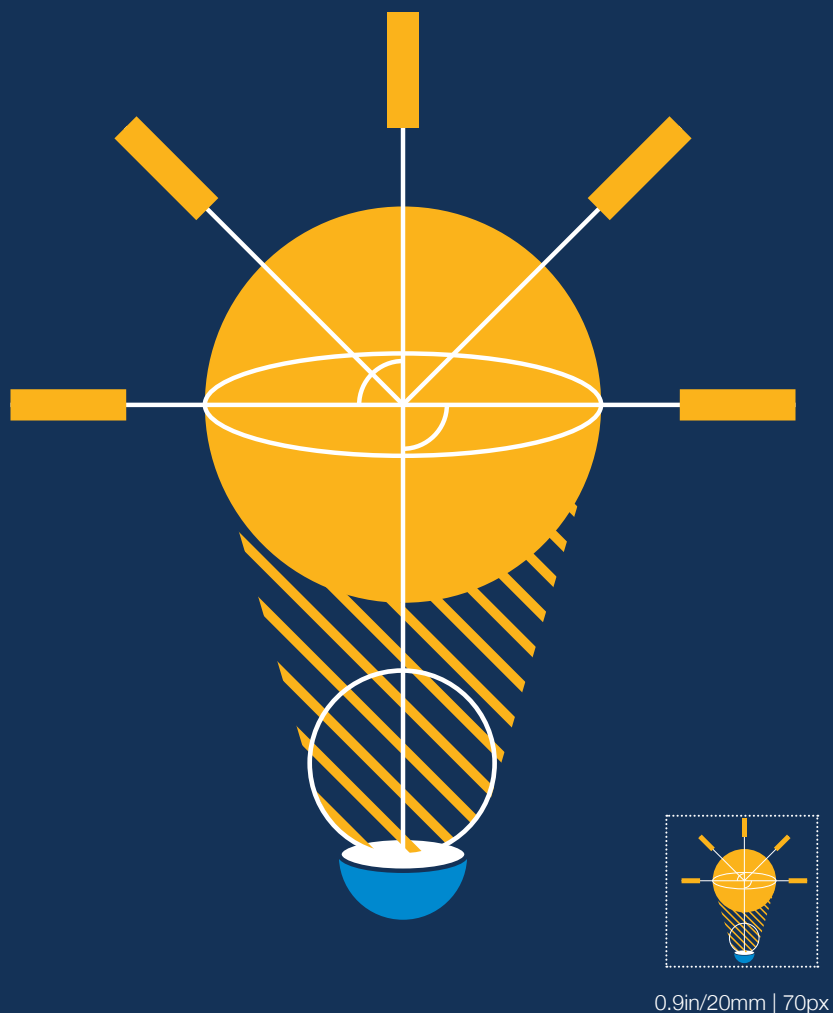
3) Sizing for the web & screen



## Iconography

Key icons have been created to be used as visual shorthand for the subject they cover. Our iconography style is a mix of lines, solids and diagonal shaded areas. These components create a “data-like” diagrammatic style.

The minimum size to reproduce the icons is 0.9in/20mm or 70px. There is no limit to the maximum size. Reference page 20 for how The Exponent Powers an Icon.

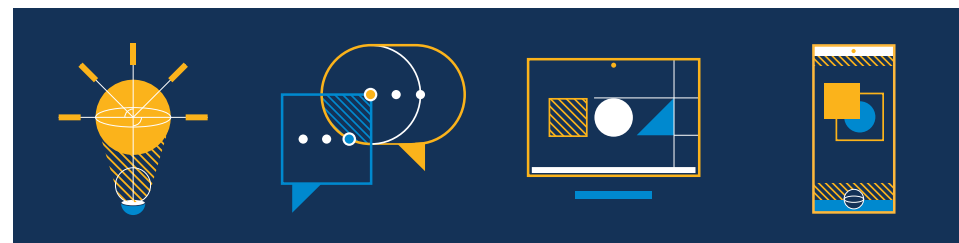


Trading

Technology

Data

Talent



Ideas

Social

Content

Mobile

## About our illustration style

Illustration is a very effective means to make an audience more receptive to your message. Through visual metaphors, abstract concepts take on tangible form and are more readily understood.

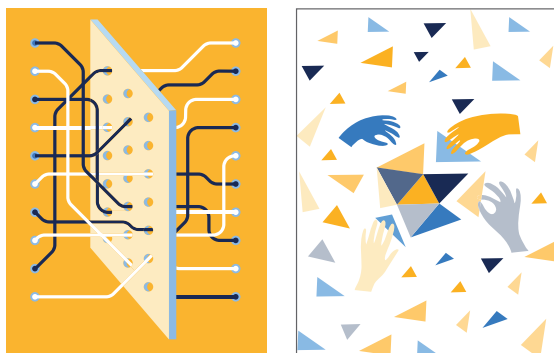
Illustrations that best fit GroupM's brand should be styled in clean, clear geometric shapes, tiles, lines and patterns to form a complete structure. Illustrations can be laid out on an isometric grid to create an illusion of uniform depth. Illustrations should not be character-driven or feature characters or figures; the real actors are the shapes that comprise the abstract concepts being conveyed.

The color palette of illustrations should take cues from the colors set in this guideline book. Colors should be flat; do not use gradients.

### WHEN DO I USE ILLUSTRATIONS?

Use illustrations when you want to tell a story. These illustrations should be commissioned through The GroupM Global Brand Team or through your GroupM Brand Ambassador. Contact [brand@groupm.com](mailto:brand@groupm.com).

1. Book covers
2. Proposal covers
3. Editorial / articles
4. Social Media
5. Posters
6. Office art
7. Wall wraps or large-scale imagery installations
8. Any time a communication has permission to be more artful, rather than direct or obvious.

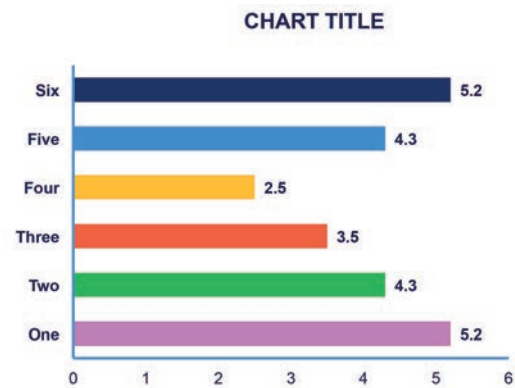


*Illustrations by Charlotte Gudmundsson*



Bar graph

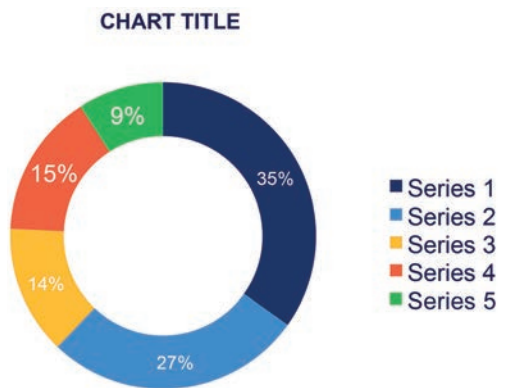
Bar graphs are used to compare things between different groups or to track changes over time. However, when trying to measure change over time, bar graphs are best when the changes are larger.



Doughnut or pie chart

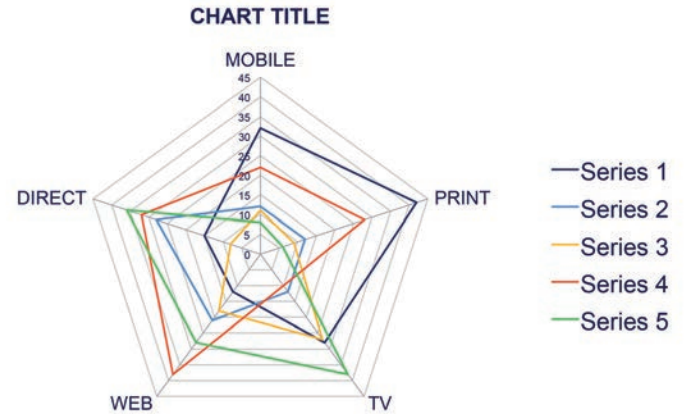
A doughnut chart displays data as percentages of a whole. Categories are represented by individual slices. Doughnut charts are functionally identical to pie charts. This type of chart displays category groups, series groups and values series as doughnut slices. The size of the slice is determined by the series value as a percentage of the total of all values.

The values in a series determine the size of the slice in the doughnut. Multiple value series appear as separate slices.



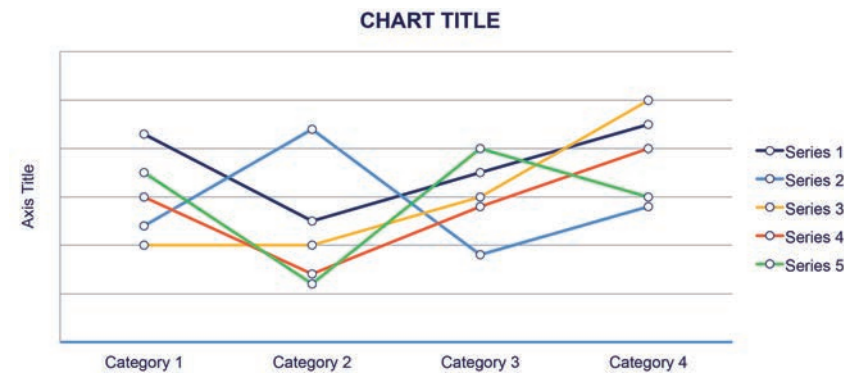
Spider chart

A spider chart is also known as a radar chart, web chart, star chart, star plot, cobweb chart, irregular polygon, polar chart or kiviati diagram. It displays multivariate data in the form of a 2D chart of three or more variables represented on axes starting from the same point.



Line graph

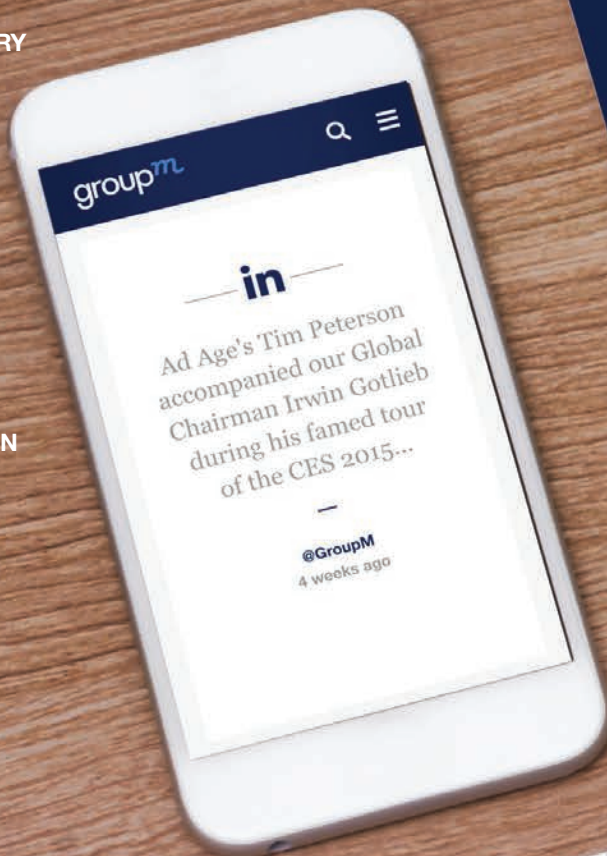
Line graphs are used to track changes over short and long periods of time. When smaller changes exist, line graphs are better to use than bar graphs. Line graphs can also be used to compare changes over the same period of time for more than one group.





# Business Materials

BUSINESS CARDS  
LETTERHEAD  
EXECUTIVE STATIONERY  
ENVELOPES  
PUBLICATIONS  
PROPOSALS  
POSTERS  
ADVERTISING  
NOTEPADS  
NOTEBOOKS  
PROMOTIONAL ITEMS  
FORMS  
PRESENTATION DESIGN





Premium executive card

Our Premium Executive Business Cards are reserved for members of the GroupM C-suite given the cards' elevated design and construction. See below for print specifications for foil stamp selections and specialty paper should you wish to build cards like this in your region or country. Cards should always use our Primary Hero logo.



PRINT SPECS FOR EXECUTIVE CARDS

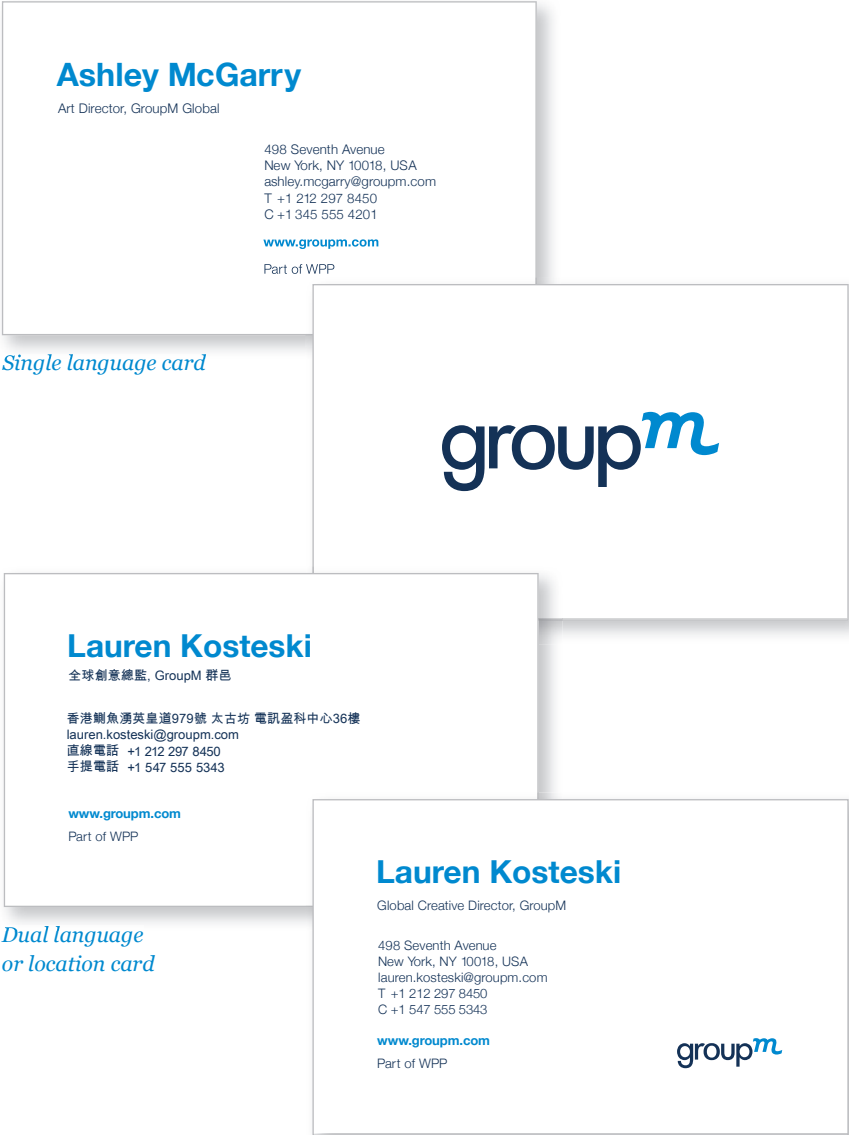
Cards are typically ordered in sets of 250 at a time. We recommend creating master sets of the foil stamp logo side of the card and then digitally printing the personalized side of the card as the need arises. We particularly recommend CMYK jobs to be run on a digital press.

<b>CARD</b>	Finished trim 3.5"x2"
	Duplex mount
<b>FRONT STOCK</b>	Mohawk Superfine Eggshell Ultra White 80# Cover
<b>FRONT INK</b>	Digital 4/0, 4 color process, CMYK
<b>BACK STOCK</b>	Mohawk Carnival Vellum Deep Blue 80# Cover
<b>BACK INKS</b>	Foil Stamp, 0/2 Matte White - "Group" Great Western 322 - Bright Blue "m"

Standard business card

Standard Business Cards are typically ordered in sets of 250 at a time. We particularly recommend CMYK jobs to be run on a high-end digital press.

<b>CARD</b>	Finished trim 3.5" x 2"
<b>STOCK</b>	Mohawk Superfine Eggshell Ultra White 120# Cover
<b>INK</b>	Digital 4/4, 4 color process, CMYK

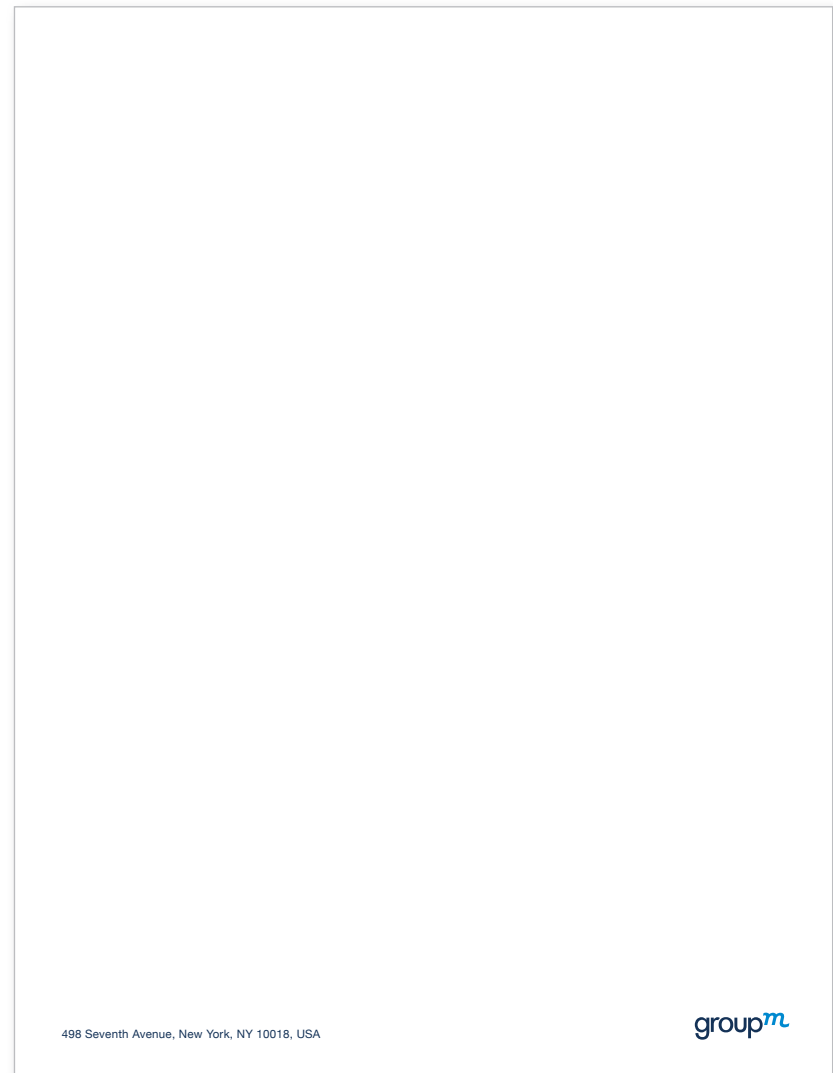


Single language card

Dual language or location card

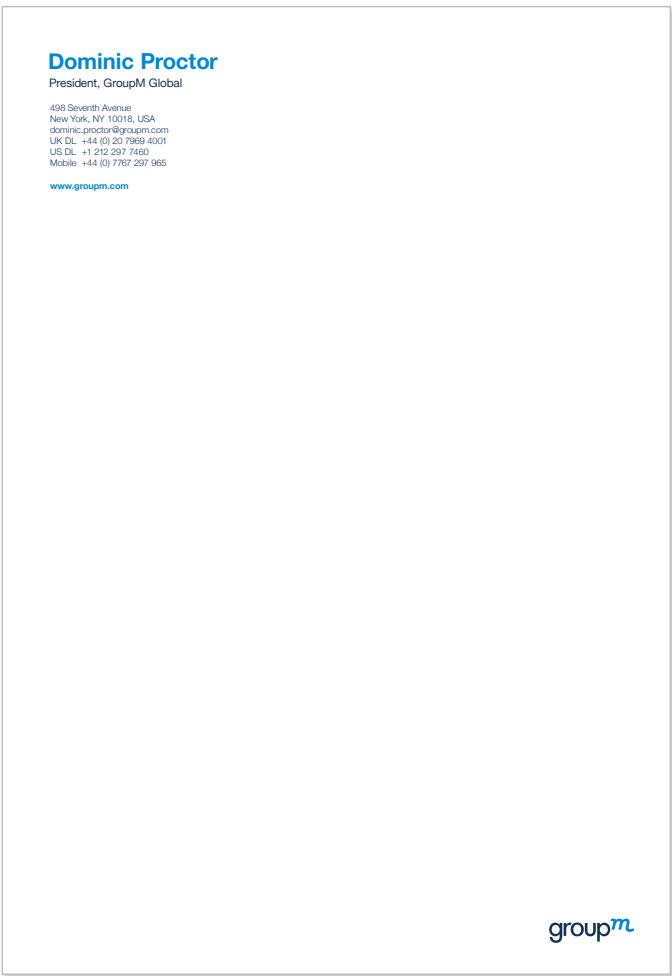
# Corporate letterhead

Corporate letterhead can be customized by region or office. Contact a GroupM Brand Ambassador in your region to inquire about ordering processes for stationery.

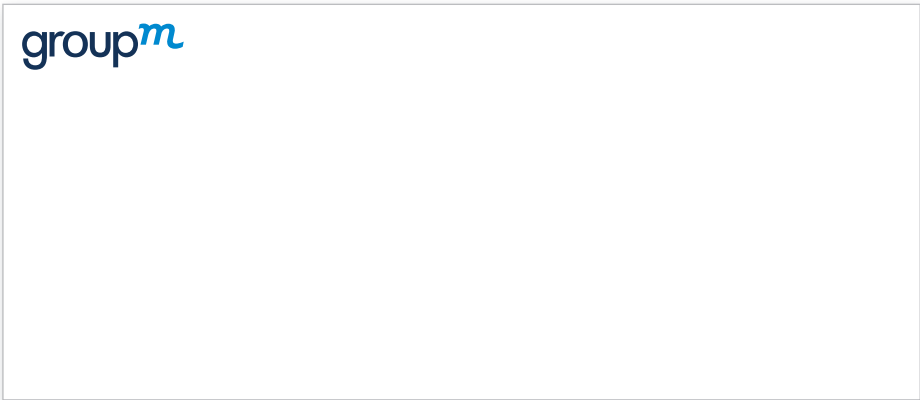


# Executive stationery

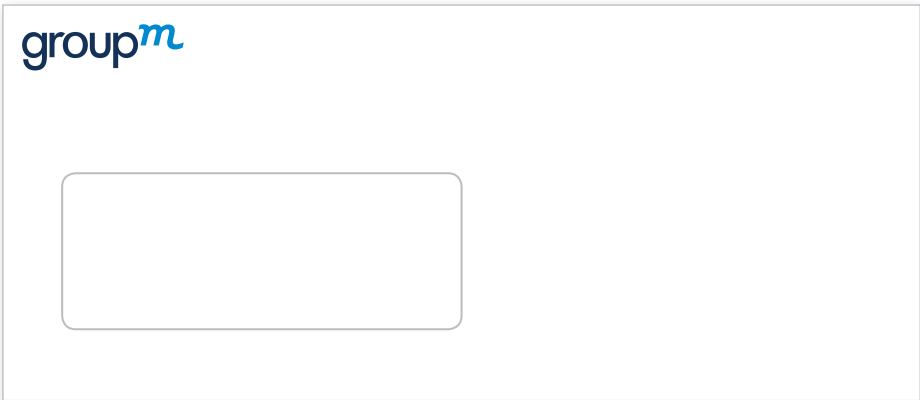
Executives often produce customized stationery to write thank you notes or other personalized correspondence. Here you see an example of our Global President's monarch-size stationery.



#10



#10 Window



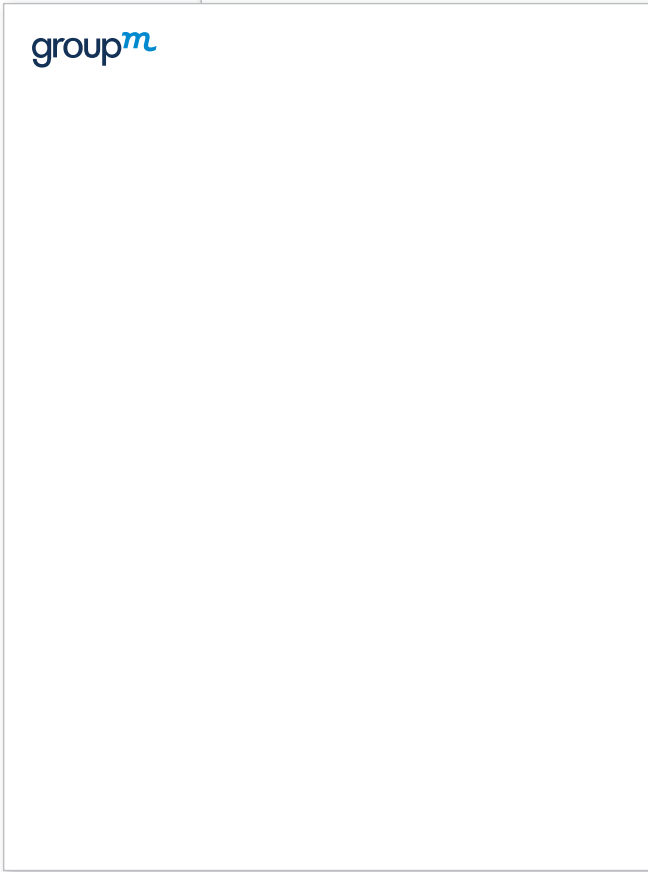
Back flap address printing



Mailing label



Catalog envelope

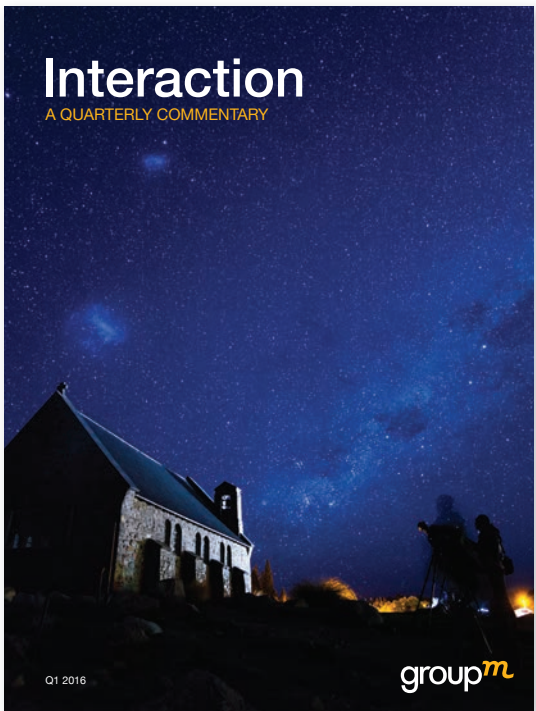


BUSINESS MATERIALS

Cover of book  
or publication  
using illustration

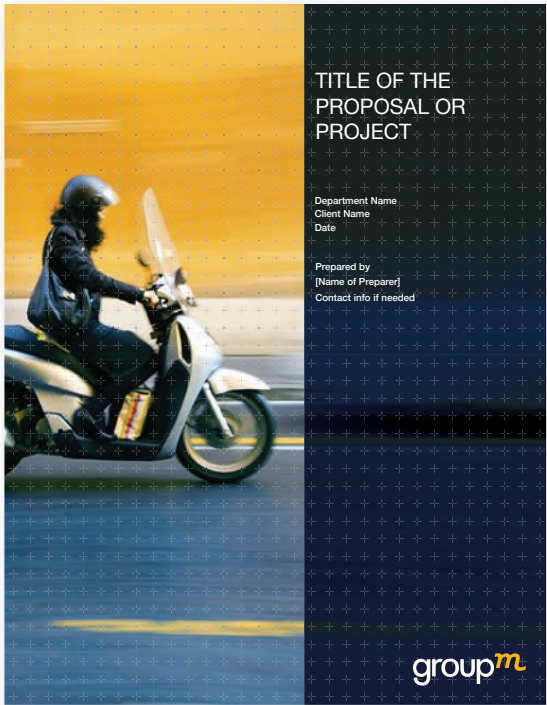


Cover of book  
or publication  
using a photo

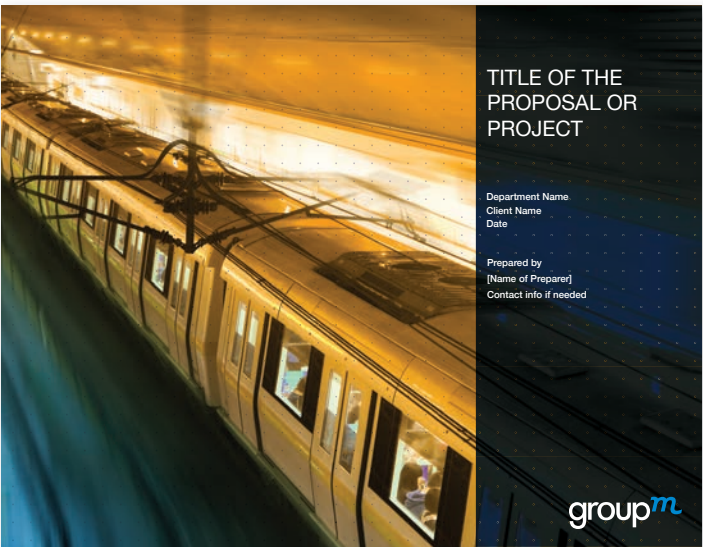


BUSINESS MATERIALS

Project  
proposal  
cover  
vertical



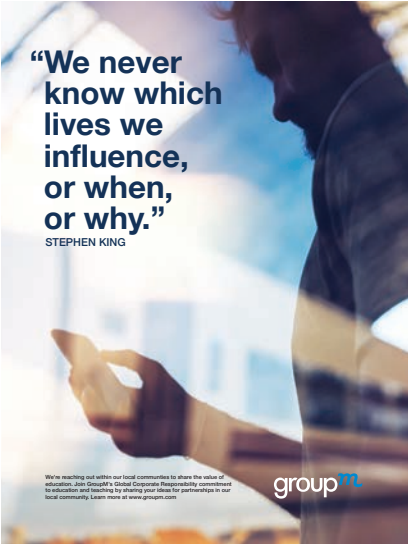
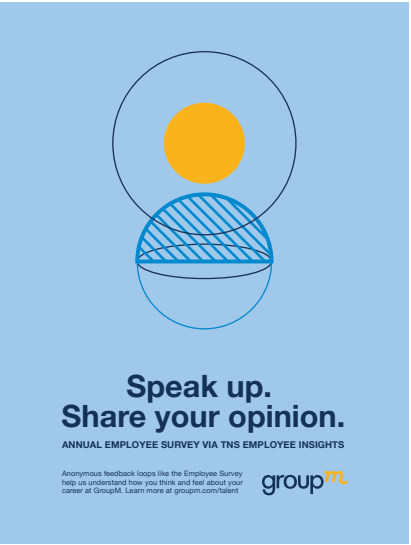
Project  
proposal  
cover  
horizontal





Posters

Posters are important communication vehicles inside company hallways, break rooms and offices. Our Human Resources team will be able to communicate better and more boldly the values of GroupM through poster art.





# Your visionary leadership inspires us

**Raunak Munot**

Recipient of the 2015 Honor Award

GroupM, part of WPP, is the leading global media investment management operation serving as the parent company to WPP media agencies including Mindshare, MEC, MediaCom and Maxus.

group**m**

## Congratulatory & gala ads

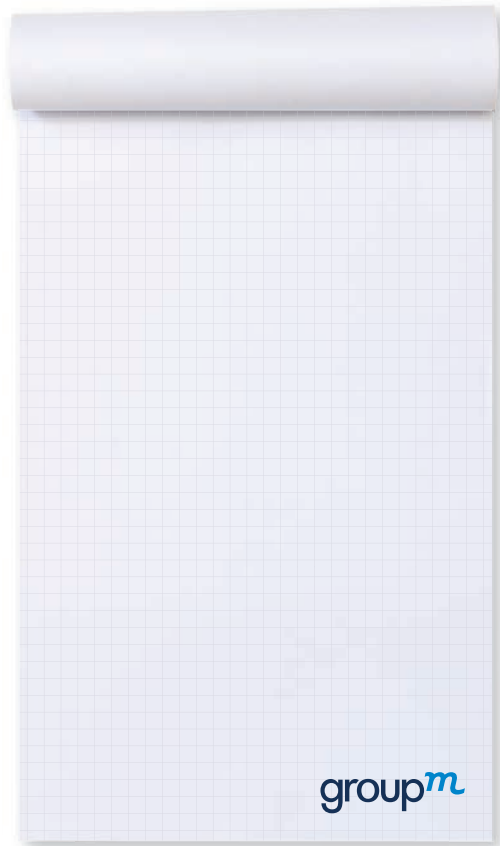
Employees, partners and clients are often recognized by the industry for their contributions and successes. GroupM will occasionally place a congratulatory ad in a trade publication or as part of an event program.

Approvals for ad copy and design are different in every region. However, if you would like The GroupM Global Brand Team can review your concept and final art. A PDF of your ad can be emailed to [brand@groupm.com](mailto:brand@groupm.com).

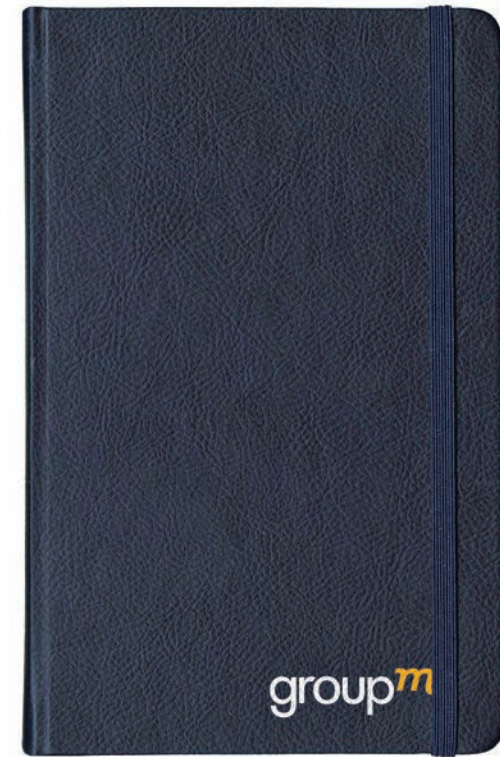
LOREM  
IPSUM



## Notepads



## Notebooks



## BUSINESS MATERIALS



## Promotional items

Our promo items are high-quality and purposeful. The items on this page are for reference and regional brand management should create additional items that fit the local office culture and tastes.



### WRITING UTENSILS

Pens in white plastic or brushed metal. Blue ink is encouraged. Either permanent or dry-erase markers are also helpful to employees during brainstorm.

### USBS

Our USBs must use the full GroupM logotype. A modern brushed metal material is used here.

### PORTABLE CHARGER

A purposeful item like a portable phone charger or other tech-inspired gadget.

### WATER BOTTLE LABELS

During events or panel discussions it is recommended to replace branded water labels with GroupM labels.

### WATER BOTTLES

The water bottle seen here is a “glasstic” water bottle that prevents sweating on desktops or hands.

### LANYARDS

Comfortable, fabric lanyards are preferred to some more rigid fabrics. Navy lanyards are preferred to white.

### TOTE BAGS

The GroupM logo can be centered or placed in the bottom right corner of tote bags or other square-shaped swag.

### APPAREL

Deep Navy Blue apparel with two color White & Bright Blue screen printing. Sweatshirts and hats can use either the same screen printing process as the shirt or opt for embroidery, budget allowing.



## Typing template

Dear Sir or Madam:

Lorem ipsum dolor sit amet, deleniti placerat constituam vix at, no eos clita consulatu. Et mel alterum  
 docendi fastidii, in eruditi occurreret est. Viris convenire eu nec, luptatum reprimique interpretaris duo no,  
 no sed dicit feugiat adversarium. Labitur menandri vix an. Ea qui vide nemore deseruisse, nam congue  
 regione id, seae dicit laoreet interestet ex. Cu his nulla appellantur, has velit congue no.

Vix no postea commune interesset, his offendit evertitur concludaturque ut. Cum ei dicit detraxit, ne sea case etiam, ceteros voluptatum est ne. Cum at augue insolens intellegam, ornatus maiorum disputando his ex, vel quod occurreret ea. Nam alienum accusamus quaerendum ut, has nonumy meliore at. Te cum appetere detraxit. Ad mei nominati instructor. Ut est tritani virtute, nec ad senserit consequat ullamcorper.

Sincerely,

Name Surname  
Job Title

498 Seventh Avenue, New York, NY 10018, USA



## Project charter

**CONFIDENTIAL**

## PROJECT CHARTER

- |   |   |  |             |            |        |
|---|---|--|-------------|------------|--------|
| > | <b>1. General Project Information:</b>  | Project Name:  |             |            |        |
|   |   | Executive Sponsors:  |             |            |        |
|   |   | Technology Lead:   |             |            |        |
|   |   | Impact of Project:   |             |            |        |
| > | <b>2. Project Team</b><br><b>Project Manager</b><br><b>Team Members:</b>  | Name:  | Department: | Telephone: | Email: |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
|   |   |  |             |            |        |
| > | <b>3. Stakeholders:</b><br>(e.g. those with a significant interest in or who will be significantly affected by the project) |  |             |            |        |
|   |   |  |             |            |        |
| > | <b>4. Project Scope Statement:</b>  | Project Purpose/ Business Justification: (Describe the business need this project addresses)   |             |            |        |
|   |   |  |             |            |        |
|   |   | Objectives: (in business terms) Describe the measureable outcomes of the project, e.g. reduce cost by xxxx or increase the quality to yyyy |             |            |        |
|   |   | Deliverables: List the high-level "products" to be created (e.g., improved xxxx process, consolidated tools manual on yyyy)                |             |            |        |

↑



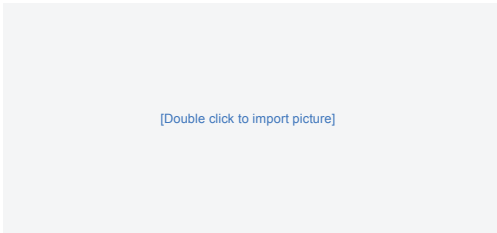
## Product or company one-sheet

[Import Company or Product logo]

**COMPANY/PRODUCT NAME**  
 TAGLINE (IF APPLICABLE)

---

**Contact information**  
 Name Surname  
 name@email.com  
 T +1 000 000 0000  
 F +1 000 000 0000  
 Business mailing address  
 Website url  
 Social media profiles



[Double click to import picture]


**What is it?**  
 Depending on the product or service, a brief telling of the brand's story - who you are, what inspired you, how you came to create the product /service - can be wonderfully compelling especially to clients because they love to share back stories on agencies with their team.

**Who is it for?**  
 Write a line or two here about the type of person who would use this product.


**What makes it special?**  
 Write your "key differentiator" here.  
 What is the number #1 thing that you do or have that the competition does not?

**The proof**  
 Testimonials  
 Awards  
 Press or other recognitions

**Services**  
 A bulleted list of what actual services/products the company provides.



## Press release

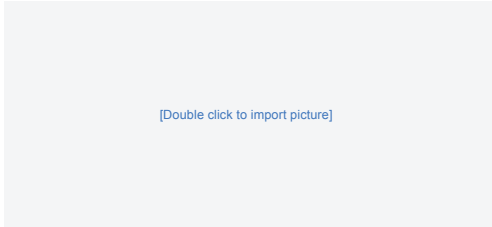


**SUBJECT LINE.**  
**WHAT IS THE PR ABOUT EXACTLY?**  
 PRESS RELEASE – FOR IMMEDIATE RELEASE 00/00/2015

---

**This is a summary line. What are the basics of your product and what makes it unique? Short & simple.**

This is an introduction. Start with a location and release date.  
 Explain in 2/3 sentence. What is the topic, aims and goals and who it is for?



[Double click to import picture]

This is the description. The main body of your press release, and should explain it in more detail. What are the benefits and why people should care, what makes it special.

**"Insert a short testimonial from the relevant person"**  
 Credit

Awards  
 Press or other recognitions

---

Mail room  
order form  
(US example)

MESSENGER SERVICE  
USPS EXPRESS MAIL FORM

>

Date:

>

Type of service:  
(These choices  
are for the  
Tri-State area  
shipments only)

☐ Messenger by hand

☐ (Rush) Messenger by hand

☐ Roundtrip

☐ Pickup (Please indicate contact number address on lower portion of document)

>

USPS Services:

☐ (Priority Mail) 2-3 Day Packages

☐ (Express Mail) Overnight Guaranteed Packages

☐ Personal

>

Number of Parcels:

Sender:

Company:

Name:

Telephone:

Department Code:

Contents:

>

Recipient  
Information:  
(Note: P.O. Box  
shipments must be  
send via USPS  
Regular Mail or  
Express Mail)

Name:

Company:

Exact Street Address:

City/State/Zip Code:

Telephone:

>

Department Head  
Approval:

Name:

Signed:

Date:

groupm

Purchase  
order

498 Seventh Avenue, New York, NY 10018, USA  
T +1 212 298 8100  
F +1 212 298 8120

Purchase Order: 0000

Company:

Supplier No:

Delivery Address:

Fax No:

Proofs By:

Attention:

Deliver By:

Time:

Terms:

Date:

Client:

Category:

Job No:

CE. No:

Description:

Details:

Total: 0.00

VAT: 0.00

Total Inc. VAT: 0.00

Ordered:

Date:

T/C. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse pellentesque, massa non mattis dictum, mi nulla rhoncus justo, ut facilisis purus nibh quis dolor. Pellentesque vitae ornare odio. Nunc in nibh sed lorem finibus semper sit amet eu magna. Etiam eu lacus ut ante accumsan bibendum eget at diam. Vivamus porttitor felis vitae mollis dignissim. Nunc pretium maximus felis a tempor. Phasellus vel risus sit amet metus maximus dignissim nec quis mi. Duis suscipit congue est. Quisque molestie ac tortor vel pretium. Mauris auctor vel nunc vel maximus. Integer id bibendum diam, sit amet viverra ex. Nam hendrerit nisi eget est accumsan lacinia. Nulla a enim tristique, auctor quam sit amet, dapibus mauris. Vestibulum a consectetur est. Nullam tortor nisi, aliquet sit amet posuere at, conmodo at ligula. Cras vitae tortor tortor.

Ut ac diam et sem molestie vestibulum vel eu lorem. Sed sit amet eros risus. Integer ornare neque eu sagittis luctus. Maecenas mattis, massa ac interdum aliquam, tortor turpis rutrum erat, vitae euismod nibh erat a nisi. Duis nec tortor at nisl sollicitudin fermentum. Ut at nulla elementum, imperdiet lacus quis, blandit erat. Ut orci enim, semper ut eros sed, pulvinar luctus odio. Mauris auctor, lacus ut tristique mattis, purus ante viverra tellus, non egestas velit magna a justo. Maecenas sed orci vulputate, venenatis nulla eu, auctor velit. Nunc dictum suscipit vulputate. Mauris luctus nulla nec velit suscipit tincidunt.

groupm

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Fax cover sheet

FAX COVER SHEET

To: [Name]

Company: [Company name]

From: [Name]

Cc: [Name(s)]

Fax No: [Number]

Date: [00/00/2015]

Page 1 of [No]

Subject: [Type subject of fax]

Notes

[Type notes to fax]

groupm

Additional global forms

New forms and form revisions can be made by contacting the Brand Ambassador in each region or country. If there is a specific global form that requires attention contact The GroupM Global Brand Team at [brand@groupm.com](mailto:brand@groupm.com).



Presentation design

PowerPoint is one of our most important communication tools for sharing our ideas and explaining complex methodologies. It is included in the standard Office suite along with Microsoft Word and Excel.

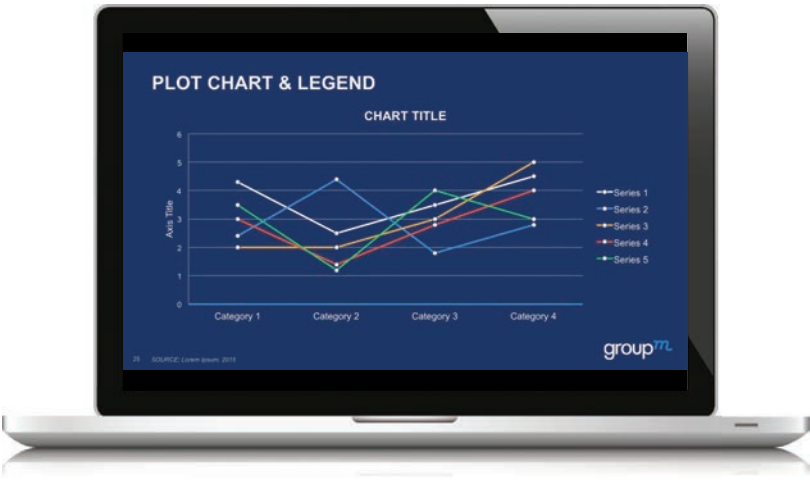
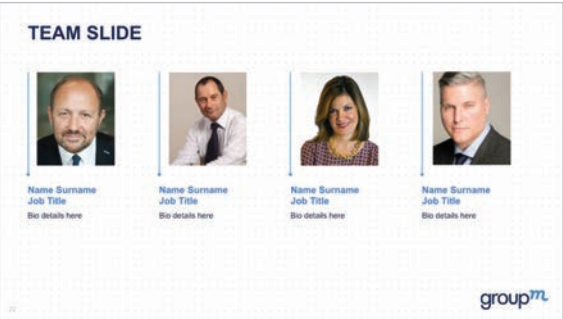
CHARTS & GRAPHS

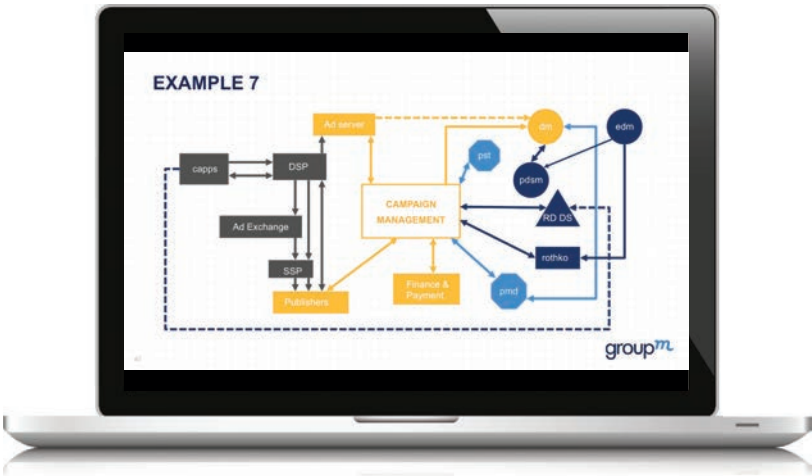
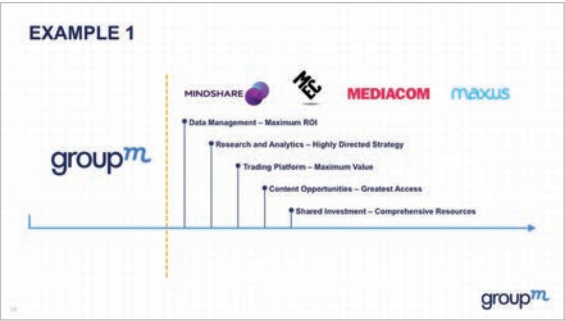
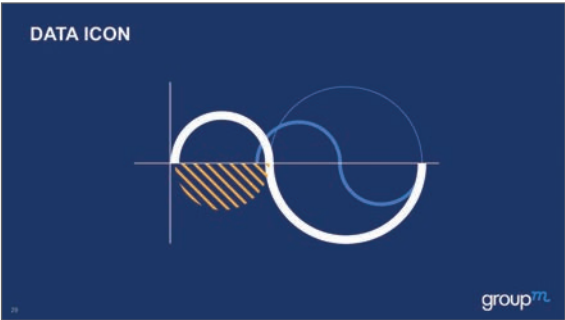
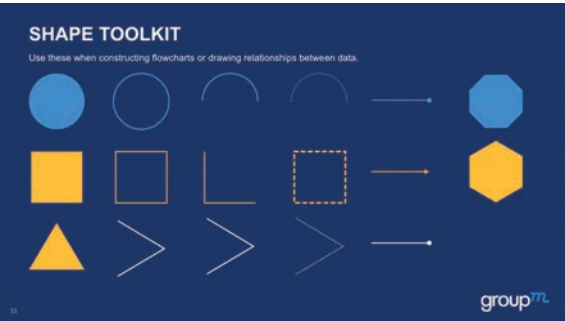
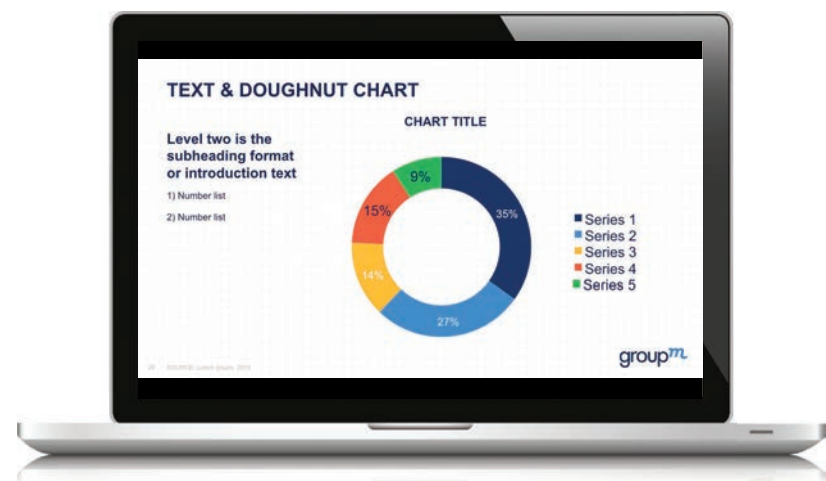
When creating charts and graphs, the most important consideration is legibility. Charts and graphs should be constructed using simple geometric shapes and lines in 2D. Use only white or transparent background color, if the color of the page permits.

COLOR IN POWERPOINT

Avoid using gradient fills or 3D effects. Use Helvetica Neue, Helvetica or Arial for Title, Axis and Legend text. Charts, as seen below utilize the Secondary Color Palette while the rest of the design remains within the core Primary Palette.



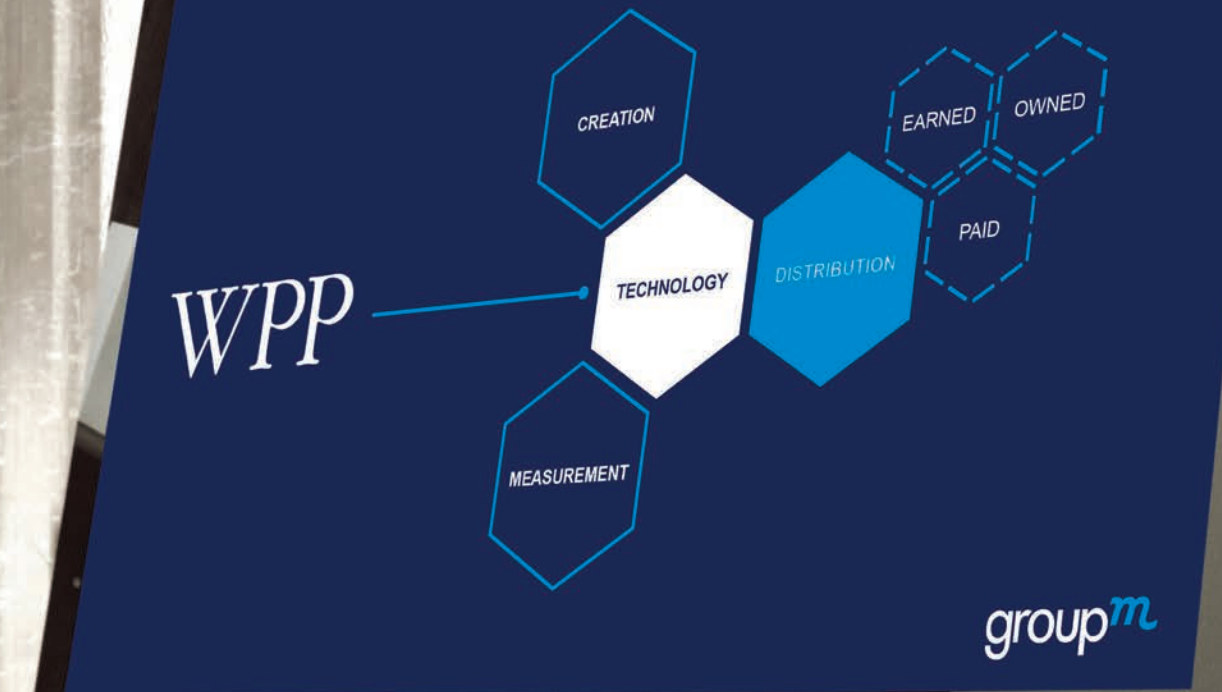






# Digital Design

EMAIL SIGNATURES  
HTML EMAIL  
APP ICONS  
SOCIAL MEDIA  
LINKEDIN  
TWITTER  
CONTENT PRODUCTION  
MOTION GRAPHICS  
SOUND DESIGN  
MUSIC LICENSING





## Email signatures

GroupM email signatures will display differently based on both operating system and mail client. Below are examples of the recommended construction.

Please note that your signature will appear smaller on your screen than it does here in print. Use the point sizes detailed below when creating your signature.

### PRIMARY SIGNATURE

**Name** Arial Bold 14pt Bright Blue  
**Title** Arial Bold 12pt Deep Navy

**groupm**

Address Arial Regular 10pt Deep Navy  
New York, NY 10018 USA  
T XXX.XXX.XXXX  
C XXX.XXX.XXXX

[Twitter](#) | [LinkedIn](#) | [Website](#) | Arial 10pt Bright Blue

### OPTIONAL ONE-LINE SIGNATURE FOR REPLIES/FORWARDS

**Name** Arial Bold 10pt Deep Navy  
**Job Title**  
**GroupM**  
T XXX.XXX.XXXX  
C XXX.XXX.XXXX  
[Twitter](#) | [LinkedIn](#) | [Website](#)

## HTML emails

Emails or newsletters can be designed with art and button enhancements inside an HTML email client. We recommend making sure the top portion of your design creates urgency and is an informative “above-the-fold” moment (as shown below) for the reader so they are encouraged to scroll.

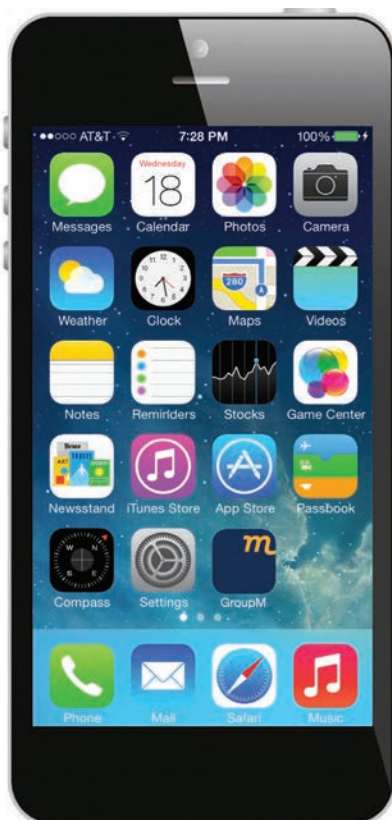


## App icons

As of the publication date of this book, there is no official GroupM Worldwide mobile application. We recognize that there may be a need for an application to be developed sometime in the future. The app icon seen here has been trademarked as a symbol of the GroupM brand. It is the only approved application icon.



*This is the only use case where the Exponent “m” is allowed to appear inside a holding shape.*



## Social media

Social media for GroupM Worldwide is managed centrally out of our New York offices by our Head of Corporate Communications, Marketing and New Business and our Global Corporate Communications Director.

**UNDER NO CIRCUMSTANCES SHOULD ADDITIONAL SOCIAL MEDIA ACCOUNTS BE MADE UNLESS WRITTEN PERMISSION IS GIVEN FROM THE GROUPM GLOBAL BRAND TEAM.**

**TO SUBMIT SUCH A REQUEST PLEASE CONTACT [BRAND@GROUPM.COM](mailto:BRAND@GROUPM.COM)**

### TWITTER

[@GROUPMWORLDWIDE](https://twitter.com/GROUPMWORLDWIDE)

### LINKEDIN

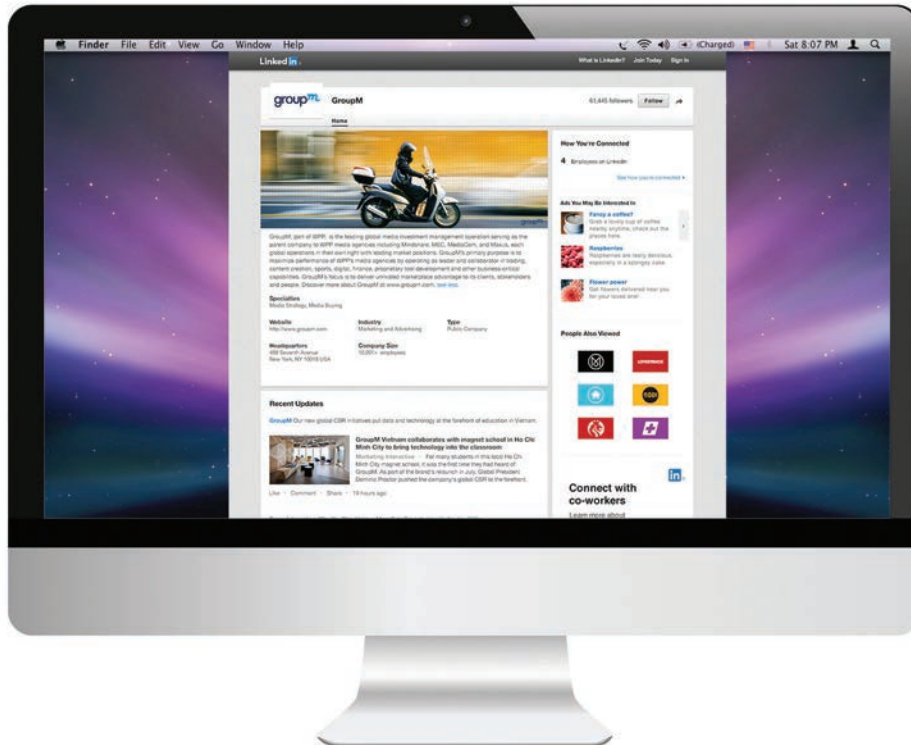
[WWW.LINKEDIN.COM/COMPANY/GROUPM](http://WWW.LINKEDIN.COM/COMPANY/GROUPM)

### YOUTUBE

IF YOU WOULD LIKE TO PLACE VIDEO CONTENT ON OUR GLOBAL YOUTUBE CHANNEL SEND THE ORIGINAL FILE TO [BRAND@GROUPM.COM](mailto:BRAND@GROUPM.COM)

## LinkedIn

LinkedIn is our social content publishing platform of choice. Our thought leadership and video content is at home here. Visit [www.linkedin.com/company/groupm](http://www.linkedin.com/company/groupm).



## Twitter

@GROUPMWORLDWIDE

Currently there is only one official Twitter handle for GroupM and that is our worldwide handle. For its profile picture, we have used one of our custom icons. We have altered it to be optimally viewed on small devices and at a smaller stroke size than in print.



*Twitter icons may change during the year depending on topic, season, message or event.*



## Content production

When working with an outside agency or production house it can be helpful to come prepared with a content production brief. This short brief can help the “client” (you) map out key objectives for your video content before you go into production.

1. How long does my video content need to be?
2. How will it be used?  
*As corporate social media content? As a wow-factor moment within a pitch deck? As a research piece providing cultural context for our key consumer insights? As an energizing manifesto?*
3. Who is the intended audience for this content?  
*The advertising/media industry, C-suite level decision makers, our employees or general consumers?*
4. What is the single overarching message I’m trying to get across in this content piece?
5. Will it use motion graphics or animation? If so, what kind and how much?
6. Who needs to participate in the shoot?
7. Are there any key “talent” who need to clear their schedules for the shoot?

### PIXEL RATIO

GroupM recommends shooting and sizing all video content at 1280x720 (HD) or higher (1920x1080; full HD). Under no circumstances should you shoot, size and export a Standard Definition video unless absolutely necessary.

### FILE TYPES

For videos being placed inside a presentation program such as PowerPoint or Keynote we recommend the following video file types:

MP4 Video file -.mp4, .m4v, .mov

Movie file - .mpg or .mpeg

### MOTION GRAPHICS

The motion graphics treatment for GroupM icons and other illustrations is one of intention and fluidity. Objects move with purpose as if in a game of chess where the players only pick up their piece in order to surely place it and make their move.

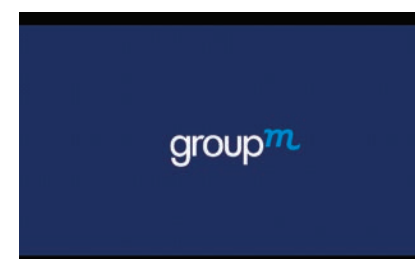
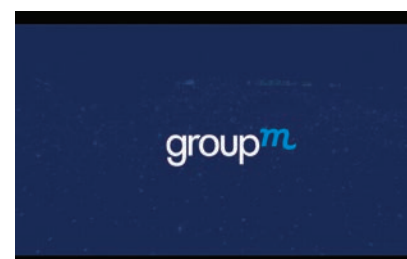
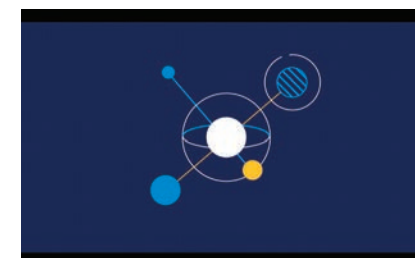
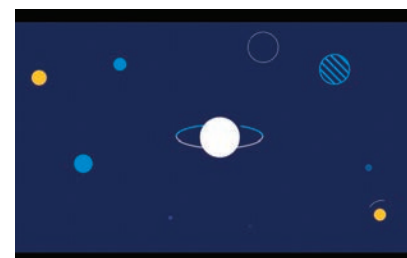
Our logo animation builds the GroupM name horizontally and gently, revealing the Exponent “m” after “Group.” Watch the GroupM “Your Advantage” brand manifesto video on the GroupM intranet. It is the best reference for our motion graphic style.

### SOUND DESIGN

Sound design accompanying animations often has a technological tone to it, akin to the sounds you might find in use on your favorite mobile app.

### MUSIC LICENSING

If you plan to use a music track in your video content make sure the tune is legally licensed by GroupM Worldwide. We also encourage the composition of music whenever possible. Additionally, royalty-free stock music can be found through a number of websites and services.





# Environmental Design

PAINT PALETTE

SIGNAGE

OFFICE INTERIORS - FORMIDABLE  
& FRIENDLY

OFFICE INTERIORS - OPEN &  
IMAGINATIVE





## Brand paint selections

We've carefully selected seven brand-approved paint colors for use. They are derived from our Primary Color Palette. Much like our Color Distribution model on page 23, we encourage the use of white in your interiors for its openness and cleanliness. We hope these paint selections give you flexibility in your next interior design project.



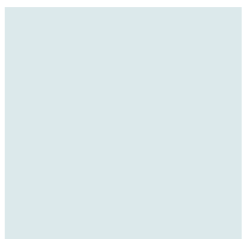
Ralph Lauren  
**GREAT HARBOUR**  
RL4162



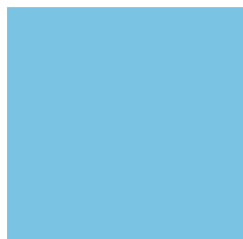
Ralph Lauren  
**RACE LANE**  
RL4189



Benjamin Moore  
**YELLOW FLASH**  
2021-10



Ralph Lauren  
**GUSTAVIAN BLUE**  
RL4198



Ralph Lauren  
**BLUE CHALK**  
RL4175



Benjamin Moore  
**YELLOW LOTUS**  
2021-50



Ralph Lauren  
**BRILLIANT WHITE**  
RL40001

### PAINT COLOR "BRILLIANT WHITE"

This color is a solid gallery white that is pure and will go with almost anything. It is meant to be a backdrop for framed artwork, posters and other things that are placed on walls. It is the best place to start. Our intention is to fill the employee office/desk areas with as much light and brightness as we can to create energy and to maintain a high-end, modern canvas for ideas and creativity.

### DEEP NAVY PROXY PAINT COLOR "GREAT HARBOUR"

This is the core navy of the new GroupM logo, but may not always make the best wall color as it is very deep and saturated. It will absorb light and become a focal point. We see this color being used on focal walls and for more serious executive offices (The CEO or the CFO). It has the most feeling of trust and maturity. Definitely a more royal C-suite color.

### BRIGHT BLUE PROXY PAINT COLOR "RACE LANE"

This color blue provides much-needed energy and is also a key color in the GroupM logo. It is representative of the Exponent in our logotype. It is lighter, friendlier and evokes more tech-savvy than the deep navy so it can be used whenever and wherever you need it. It also pairs well with the deep navy, giving good contrast.

### GOLDEN YELLOW PROXY PAINT COLOR "YELLOW FLASH"

This color is also used in our logotype but in our secondary version of the logo. It also highlights the "m" in GroupM. We look at this as the highest energy and vibrancy color in our palette; use it sparingly. We will be conservative in when and where bright yellow appears. Note: This color has a tendency to appear green under certain fluorescent lighting. It must be tested under room lighting before painting the walls in this color, as different light can affect its appearance drastically.

We've chosen to provide three additional paint colors for use when "Brilliant White" or the exact logo colors seem inappropriate or "too much" for a room/space. These lighter blues and pleasant light yellow can be used whenever White or an Exact System color seems off to the interior designer. (Note: these are NOT pure "brand identity colors" but rather hues of the same palette).

### PAINT COLOR "BLUE CHALK"

This blue is lighter, but still bright like our "Race Lane" bright blue. It provides a pleasant, calming watery feeling. It also pairs well as a two-tone with "Race Lane."

### PAINT COLOR "GUSTAVIAN BLUE"

This color blue is a softer hue and can be used to brighten a space while still adding a bit of color to it. It looks good paired with the Deep Navy "Great Harbour."

### PAINT COLOR "YELLOW LOTUS"

This paler yellow is meant to be a semi-neutral color used when a "Brilliant White" or a "Yellow Flash" gold seems inappropriate. Under certain light this color has a tendency to appear greenish, so be careful with the lighting it will appear under. When you paint a sample, you'll see it appears differently in different rooms.

## Signage

Directional and branded signage are important interior design elements as they're one of the most visual representations of our brand that employees and clients see in person. Please pay attention to the finishes and construction materials used to represent our brand in 3D form and during construction projects.

As stated previously, all applications of the GroupM logo must be executed according to the outlined strategy to strengthen the GroupM brand. 3D representations of the logo must be considered with great care. The color, material and finish of the logo work together to add greater value to the logo in signage.

When selecting a logo for interior or exterior signage, there are two permissible logotypes. The primary GroupM logo, in its positive form, is the preferred logo for all applications. However, if neither the positive nor the negative versions of the primary logo are viable options, the single color logo will serve as a good substitute.

**COLOR** Refer to the style guide when selecting colors for any 3D representation of the GroupM logo. If it is impossible to source materials that match our Pantone colors, match as closely as possible or divert to a single color application of the logo with an appropriate material and finish.

**MATERIAL** There are many options in terms of appropriate materials for GroupM signage. Consulting with a printer specializing in environmental graphics is highly recommended. They should be able to work within our guidelines to suggest appropriate materials in fabricating any GroupM signage within budgetary and time constraints. You can use Pantone matched painted Plexiglas to achieve a matte finish look.

**FINISH** GroupM is not a brand that would use high-gloss finishes in any application of the logo. Look for matte finishes when sourcing materials for signage. Brushed metal textures are preferred to a polished metal look.

## Signage & our logo

1. The Exponent may never appear in white.
2. The Exponent may never appear in a shape.
3. The Exponent may never appear alone.
4. The GroupM logo may never be mounted vertically.
5. The GroupM logo should never be locked up or stacked with another Agency or Company logo.

Inspiration for signage construction





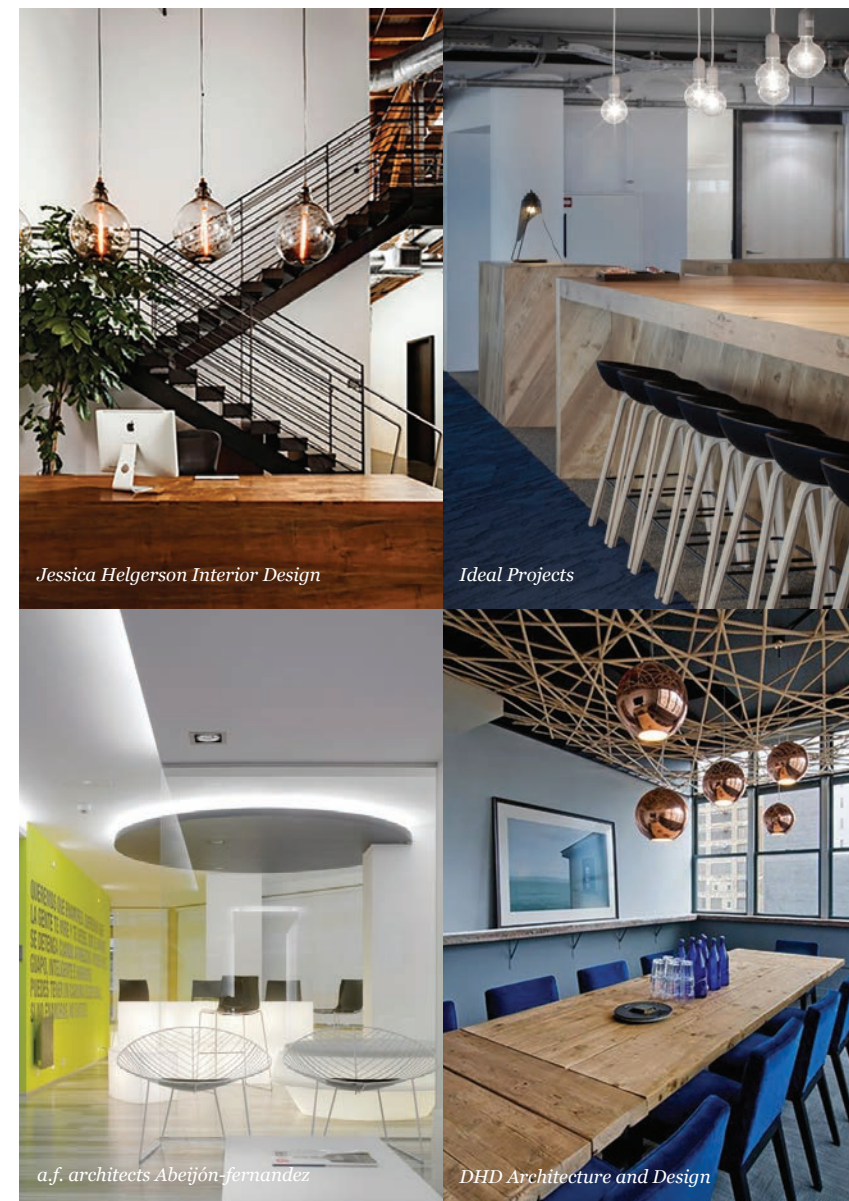
## A formidable & friendly office space

For executive office spaces and collaborative meeting areas we suggest brand interiors that are just as formidable and polished as GroupM is. These areas of our work space are intended to be calm, authoritative and express our well-put-together style. The images below are merely references and inspirations.



## An open & imaginative office space

For more collaborative and imaginative office areas we believe that an open flow and white space is best. These areas of our workplace encourage meetings, conversations and brainstorming. Be inspired by key photography and bespoke illustration throughout the space. The images below are merely references and inspirations.





Book design and production by  
Lambie-Nairn  
Lauren Kostas  
Ashley McGarry

Illustrations by Charlotte Gudmundsson

DEC2016