

Brand Guide

IDfree by GDR

20
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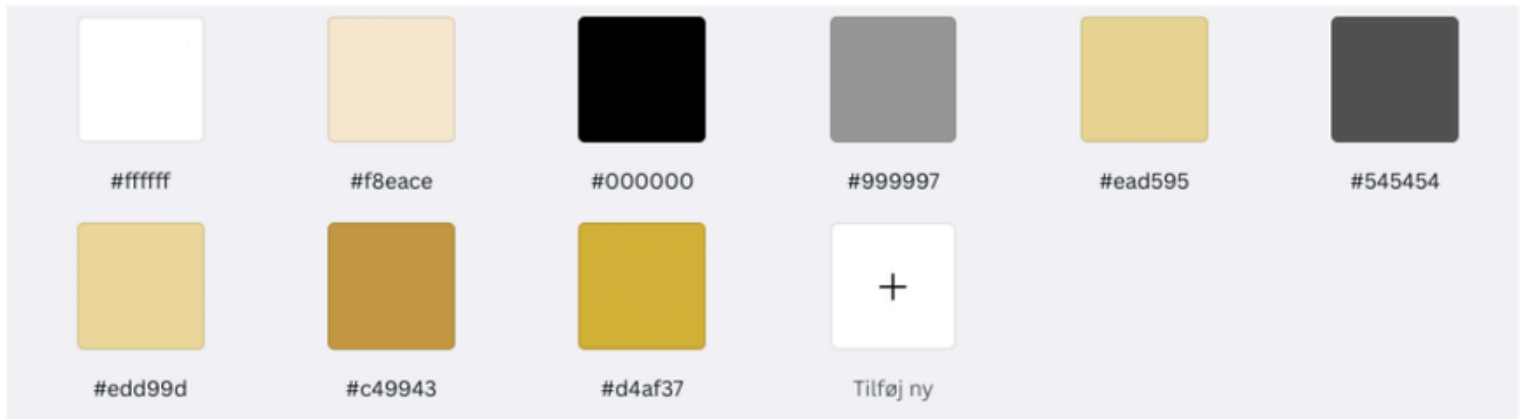
IDfree

COLOUR
PALETTE

FONTS
PARING

LOGO
TAGLINE

Colour Palette



YELLOW ACCENT

#edd99d

- Backgrounds
- Marking and highlights

TEXT

#545454

- Text
- Backgrounds

BACKGROUND

#ffffff

- Text
- Backgrounds

About IDF/Boilerplate

About IDfree - Boilerplate, LONG

IDfree is Global Data Resources' (GDR) audience activation platform, built for a privacy-first marketing ecosystem. It connects audience research, market intelligence, and media execution, enabling brands and agencies to activate consistent audiences without relying on cookies, mobile IDs, or personal identifiers.

Powered by GDR's proprietary geo-intelligence framework, IDfree transforms real-world consumer patterns into scalable, privacy-compliant audience signals that can be deployed across digital advertising environments.

The platform acts as the activation layer between audience insight and campaign delivery, helping marketers move from planning to execution quickly and consistently.

IDfree is part of GDR's global audience infrastructure, covering 37 markets and 2.8 billion people.

The platform is currently available across Denmark, Norway, Sweden, and Finland, with additional markets planned.

IDfree • Turning audience intelligence into activation.

Fonts Pairing

H1 H2 TEXT

Fonts Pairing

H1: Anton

H2: Montserrat bold

Text: Montserrat regular/bold/italic/underlined

Taglines

IDfree • From location to activation. No IDs needed.

IDfree • From brief to DSP deal ID in 60 seconds.

IDfree • The audience activation layer for a world without IDs.

Logo

IDfree & idfree insider & IDfree GO!



IDfree

Next-Gen Targeting



IDfree



IDfree GO!

Activate In Minutes



IDfree GO!

Activate In Minutes

Logo

IDfree & idfree insider & IDfree GO!



idfree
insider

Newsletter

