

Brand, Style & Content Guide 2026



About GDR

BRAND VOICE

- Clear, confident, and calm.
- Performance-led, privacy-first, never noisy.

Think: “We know this space deeply. We don’t need to shout.”

ABOUT GDR - LONG

Global Data Resources (GDR) is a global leader in geo-demographic intelligence. Built for a privacy-first world, GDR enables scalable, insight-driven audience segmentation and activation across 37 markets, covering 2.8 billion people. GDR turns real-world locations into structured, actionable signals that support smarter planning, precise targeting, and measurable performance.

Across display, video, social, DOOH, and CTV, GDR delivers transparent, compliant activation - without reliance on cookies or personal identifiers.

GDR - We See Patterns. Not People.
www.globaldataresources.io

ABOUT GDR - SHORT

Global Data Resources (GDR) is a global leader in geo-demographic intelligence, enabling privacy-first audience activation across 37 markets and 2.8 billion people. GDR turns location into actionable insight and delivers scalable, ID-free activation across digital and CTV.

GDR - We See Patterns. Not People.
www.globaldataresources.io

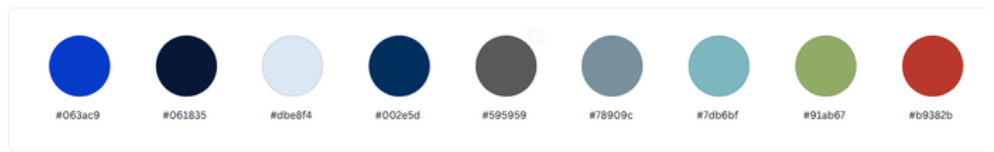
ULTRA SHORT (IF SPACE ISSUES)

Global Data Resources (GDR) enables privacy-first audience activation across 37 markets and 2.8 billion people using geo-intelligence - without cookies or personal identifiers.

GDR Fonts & Brand Colours



COLOUR PALETTE



Vivid blue: #063ac9
Black blue: #061835
Icy blue: #dbe8f4
Navy blue: #002e5d

Brown: #545454
Dark'ish green: #78909c
Turquoise: #7db6bf
Bright green: #91ab67

Highlighting/Focus/Spot
Red: #b9382b



TEXT/CONTENT

Body text:

Brown-White or Black-White

Fonts:

Text and Title: "Montserrat" or
"Arial" (pptx)

When fitting, titles can be
highlighted with "Anton".

GDR Logo

WHITE - BLACK - BLUE



GDR Brandmark

WHITE - BLACK - BLUE



GDR Tone/Style

General Perspective: Speak to the reader, not about GDR - no free bragging.

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TAGLINES

1. GDR - We See Patterns. Not People.
2. IDfree - Where Privacy Meets Precision

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tone PRINCIPLES

We are: Confident, not salesy - Precise, not buzzword-heavy - Modern, not hype-driven - Clear, not over-explained -

We avoid: Marketing clichés (“game-changing”, “innovative”) - Overpromising - Emotional exaggeration - Unnecessary technical flexing -

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SENTENCE & STRUCTURE RULES

Preferred structure: Short to medium-length sentences - One idea per sentence - Benefit first, explanation second.

Example

This: *Drive stronger campaign performance through privacy-safe audiences.*

Not this: *By utilising a comprehensive and advanced suite of data solutions...*

Formatting: Use line breaks generously - Bullets over paragraphs - Use emojis sparingly and intentionally.

Messaging Settings

When in doubt, message in this sequence:

1. Performance (what it improves)
2. Privacy (why it's safe & future-proof)
3. Scale (reach, markets, channels)
4. Ease (integration, no extra fees, simplicity)

PREFERRED TERMS

Use this

Privacy-safe
GDPR-compliant
Premium publisher inventory
Audience segments
Seamless integration

Not this

Cookieless (unless needed)
Following legal regulations
High-quality inventory
Target groups
Easy plug-and-play solution

PREFERRED DESCRIPTIONS

Use this

Built for what's next.
Without added complexity or extra fees.
Activate across all channels and platforms.

Not this

Future-proofed ecosystem.
At no cost to you whatsoever.
Omnichannel deployment capabilities.

SWOT Analysis

This SWOT (2026) focuses specifically on how GDR presents itself, communicates value, and positions its narrative in-market.



STRENGTH

The restrained, rational, non-hype voice stands out in a noisy adtech market. It signals trust, maturity, and long-term thinking, particularly appealing to enterprise and public-sector buyers.

WEAKNESSES

The calm tone, while trusted, can sometimes underplay competitive advantage. GDR risks sounding similar to other “privacy-first” claims unless distinctions are made very explicit.



OPPORTUNITY

Marketers are unsure how AI changes influence, measurement, and reach. GDR’s emphasis on structured, high-trust data fits this moment perfectly. There is a strong opportunity to own the role of the “calm explainer” in the industry: explaining what doesn’t change amid hype cycles.

THREAT

As more vendors claim “privacy-safe” solutions, differentiation risks erosion unless backed by proof, language precision, and case-led storytelling. If buyers reduce decisions to checklists (“GDPR-compliant, cookie-less”), messaging must defend why GDR is meaningfully different.



GDR Marketing Focus 2026

| Newsletter Subscribers (content)

| Create/Follow Content Calendar

| Follow/Mention Partner News

| Produce Quality Content (no noise)

| Web/Search/AI Updates (content)

| Distribute Content (new channels?)

| Stick To Content Type/Tone (brand)

Strategic Marketing



SHARPENING-DIFFERENTIATION

GDR's marketing is trusted, coherent, and future-aligned.

The next level is not reinvention, but **sharpening**:

- Make differentiation unmistakable.
- Reduce cognitive effort for new audiences.
- Add selective emotional and human signals.
- Turn calm credibility into visible leadership.



CRISIS COMMUNICATION

In the event of a crisis, we act swiftly, communicate transparently, and prioritise facts over speculation.

Our response is guided by responsibility, regulatory compliance, and respect for our partners and the public.

Our approach is anchored in:

- **Immediate transparency:** clear, factual communication as situations evolve
- **Privacy-first integrity:** unwavering commitment to ethical, compliant data practices
- **Decisive accountability:** structured response, acknowledge feeling behind “complaint”, internal review, corrective action where required