Brand Guide

2026

GLOBAL DATA RESOURCES (GDR)



COLOUR PALETTE

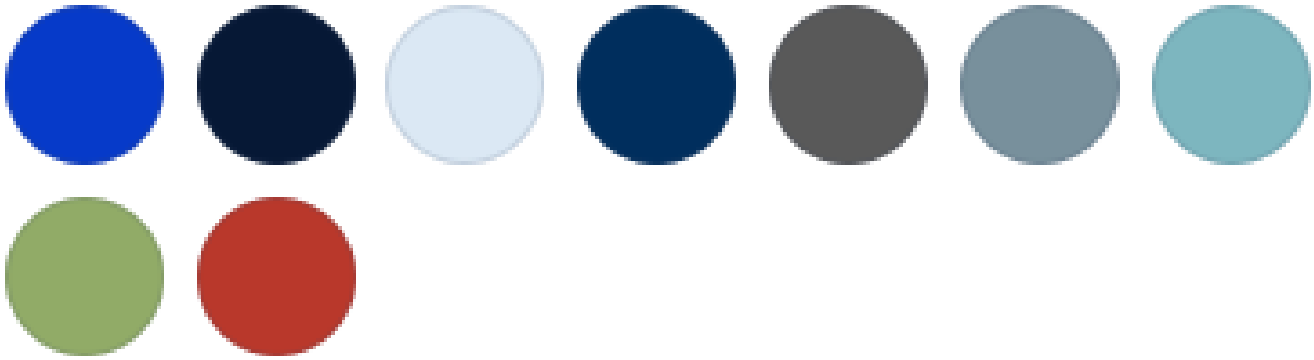
FONTS

TAGLINE

LOGO

BOILERPLATE

Colour Palette



COLOUR CODES

Vivid blue: #063ac9
Black blue: #061835
Icy blue: #dbe8f4
Navy blue: #002e5d
Brown: #545454
Dark'ish green: #78909c
Turquoise: #7db6bf
Bright green: #91ab67
Red: #b9382b

SUBTITLES IN BOLD

Brown: #595959
Black: #000000
White: #ffffff
Navy blue: #002e5d
Dark'ish green: #78909c
Bright green: #91ab67

TEXT

Brown: #545454
Black: #000000
White: #ffffff

Colour Palette

BACKGROUND W/ TEXT IN WHITE

Navy blue: #002e5d
Dark'ish green: #78909c
Bright green: #91ab67

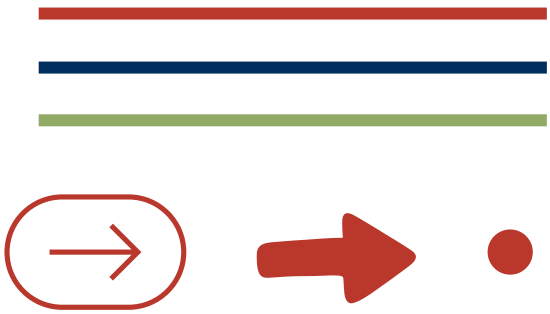
LATO BOLD, 18 PKT. + #002E5D BACKGROUND

ROBOTO BOLD, 24 PKT + #91AB67 BACKGROUND

IMPACT 28 PKT + #78909C BACKGROUND

LINES, BOXES, ARROWS, HIGHLIGHTS, BULLETS

Red: #b9382b
Navy blue: #002e5d
Bright green: #91ab67



#B9382B - LATO 18

Fonts: slides

SLIDES

Title (H1): Roboto Bold, 110 pkt., capital letters > front slide
Subtitle (H2): Roboto Bold, 60 pkt.
Subtitle (H3): Roboto Bold, 42 pkt.
Subtitle (H4): Arial bold, 24 pkt. bold
Text: Arial, 21-24 pkt.

Fonts: pdf's

PDF'S

Title (H1): Impact 100-140 pkt. front page
Subtitle (H2): Impact 80 pkt.
Subtitle (H3): Impact 60 pkt.
Subtitle (H4): Lato, 24 pkt. bold
Text: Lato, 18 pkt.

Fonts: website

WEBSITE

Title (H1): Montserrat, 60 pkt., capital letters
Subtitle (H3): Impact 35 pkt.
Subtitle (H4): Impact 24-26 pkt.
Paragraph 1: Montserrat 21 pkt.
Paragraph 2: Impact 18

Boilerplate

ABOUT GDR

Global Data Resources (GDR) is a global leader in geo-demographic intelligence.

Built for a privacy-first world, GDR enables insight-driven audience segmentation and activation at scale. With coverage across 37 global markets and nearly 2.8 billion people, GDR turns real-world location into structured signals that help you plan, target, and measure performance.

Across display, video, social, DOOH, and CTV, GDR enables transparent, compliant activation without reliance on cookies or personal identifiers - helping advertisers, publishers, and agencies reach the right audiences in the right places, while respecting privacy.

GDR - We See Patterns. Not People.

See more: globaldataresources.io

TAGLINE

GDR - We See Patterns. Not People.

Logo

BRANDMARK







KEYWORDS

#Programmatic #Location #GeoIntelligence #PrivacyFirst #AudienceSegmentation #IDfreeActivation #EthicalTargeting #LocationSignals #PatternsNotPeople

Logo

VERTICAL CAPTION

With and without caption. Black and White.









Logo

HORISONTAL FORMAT

HORISONTAL CAPTION

With and without caption. Black and White.



