

Brand Guide

IDfree.ai

20
26



IDfree

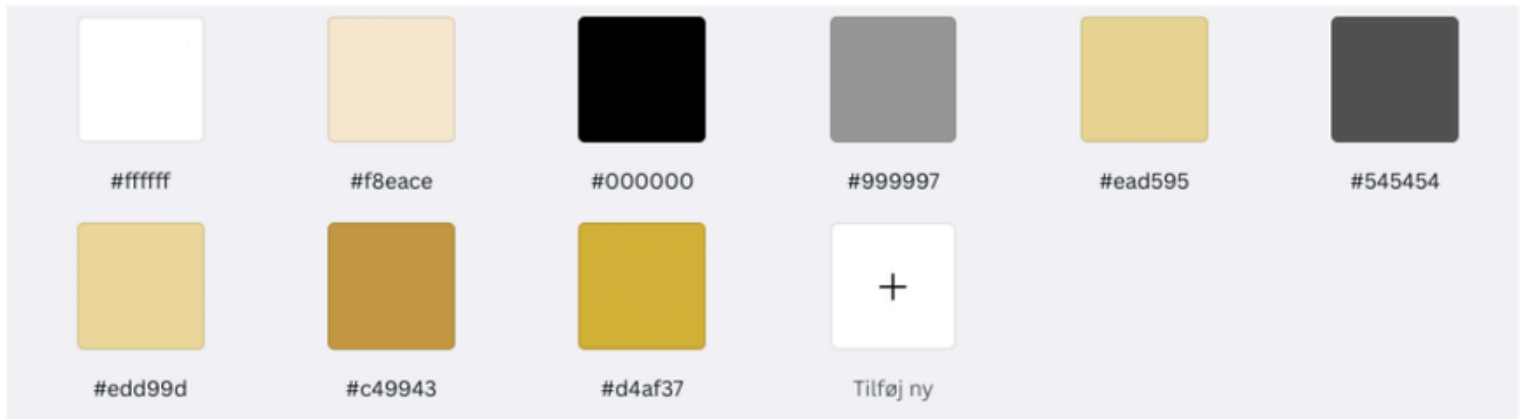
From Brief to Activation

COLOUR
PALETTE

FONTS
PARING

LOGO
TAGLINE

Colour Palette



YELLOW ACCENT

#edd99d

- Backgrounds
- Marking and highlights

TEXT

#545454

- Text
- Backgrounds

BACKGROUND

#ffffff

- Text
- Backgrounds

About IDfree.ai - Boilerplate

About IDfree - Boilerplate, LONG

IDfree.ai is Global Data Resources' (GDR) AI-powered audience activation platform built for a privacy-first marketing ecosystem.

The platform lets users simply describe the audience they want to reach in plain language. IDfree.ai instantly transforms the brief into activation-ready audiences using advanced audience intelligence and proprietary geo-demographic modelling. *Without cookies, mobile IDs, or technical complexity.*

For marketers, it means moving smarter, cheaper, and faster from strategy to campaign activation - without worrying about scale, consistency, and privacy compliance. It's all done in one workflow.

IDfree is part of GDR's global coverage spanning 37 markets and nearly 2.8 billion people. The platform is initially available across the Nordics: Denmark, Norway, Sweden, and Finland, with further expansion planned.

IDfree • From Brief to DSP Deal ID in 60 Seconds
See much more: idfree.com

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

From Brief to Activation



IDfree

From Brief to Activation



IDfree GO!

Activate In Minutes



IDfree GO!

Activate In Minutes

Logo

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idfree
insider

Newsletter

