

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.”

STANDARD VERSION ABOUT GDR

Global Data Resources (GDR) is a global leader in geo-demographic intelligence. Built for a privacy-first world, GDR enables ethical, insight-driven audience segmentation and activation at scale. With coverage spanning nearly 2.5 billion people across 37 markets, GDR converts real-world location into structured signals that drive smarter planning, targeting, and measurable performance. From display and video to social, DOOH, and CTV, GDR delivers compliant, transparent activation designed to maximise performance - without reliance on cookies or personal identifiers.

GDR - We See Patterns. Not People.

www.globaldataresources.io

SHORTER VERSION ABOUT GDR

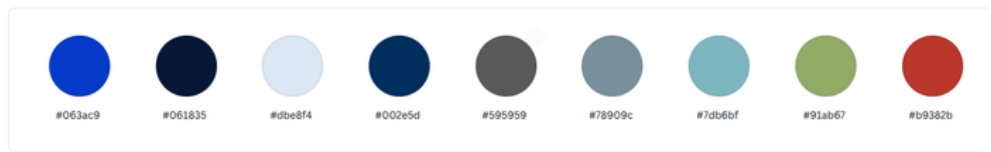
Global Data Resources (GDR) is a global leader in geo-demographic intelligence. Built for a privacy-first world, GDR transforms real-world location data into pattern-based signals for ethical audience segmentation and activation. Covering 37 markets and nearly 2.5 billion people globally, GDR enables compliant, transparent campaigns across display, video, social, DOOH, and CTV - driving measurable performance without cookies or personal identifiers.

GDR - We See Patterns. Not People.

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 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