Brand Guidelines

A Unified Brand Identity

V-1.0

About

Global365 is more than just a name—it's a complete ecosystem of smart, intuitive, and integrated financial tools. Our brand identity reflects innovation, reliability, and global reach. Below, you'll find our official brand assets, designed to maintain consistency and integrity across all platforms.

🔗 www.global365.com   Continue...

Brand Logo

The Global365 logo is the cornerstone of our identity, combining our brand icon and brand name in a harmonious design. Proper usage ensures a strong, consistent visual presence.

Brand Icon

GLOBAL365

Brand Name

Variations & Usage

To ensure flexibility across different mediums, we provide multiple logo variations:

Primary	Inverted Primary	Wordmark	Monochrome
GLOBAL365	GLOBAL365	GLOBAL365	GLOBAL365

Primary

The standard logo combining the brand icon and wordmark, designed for use on light backgrounds.

Inverted Primary

A reversed version of the primary logo, optimized for dark background while maintaining brand consistency.

Wordmark

A compact version that features only the brand name, ideal for minimalistic designs and space-constrained applications.

Monochrome

A single-color adaptation of the logo, designed for versatile use in black-and-white or high-contrast applications.

Do's & Don'ts

To maintain brand integrity, follow these best practices and avoid common mistakes.

✅

GLOBAL365

Use the official logo files

✅

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Maintain clear space around the logo

✅

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Ensure the logo is always legible

✅

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Keep the proportions consistent

❌

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Don't modify the logo's colors

❌

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Don't stretch, squish, or distort the logo

❌

GLOBAL365

Don't add shadows, gradients, or other effects

❌

GLOBAL365

Don't place logo on busy/ low-contrast backgrounds

🔗 www.global365.com

Product Logos

Our brand identity extends beyond a single logo—it unites our flagship company with powerful financial tools. Each product has its own distinct logo while maintaining the Global365 visual language.

ACCOUNTING

🔗 www.global365.com/accounting

PAYROLL

🔗 www.global365.com/payroll

FIRM

🔗 www.global365.com/firm

MERCHANT

🔗 www.global365.com/merchant

Color Palette

Color is a fundamental component of Global365's brand identity. At the heart of our visual system lies our Core Color Palette, which sets the tone for all brand expression.

Sharpa Blue

HEX : 003A4D
RGB : 0, 58, 77
CMYK : 97, 69, 49, 41

Light Salmon

HEX : FC9D74
RGB : 252, 157, 116
CMYK : 0, 47, 55, 0

Nero Black

HEX : 2D2C2C
RGB : 45, 44, 44
CMYK : 70, 64, 63, 64
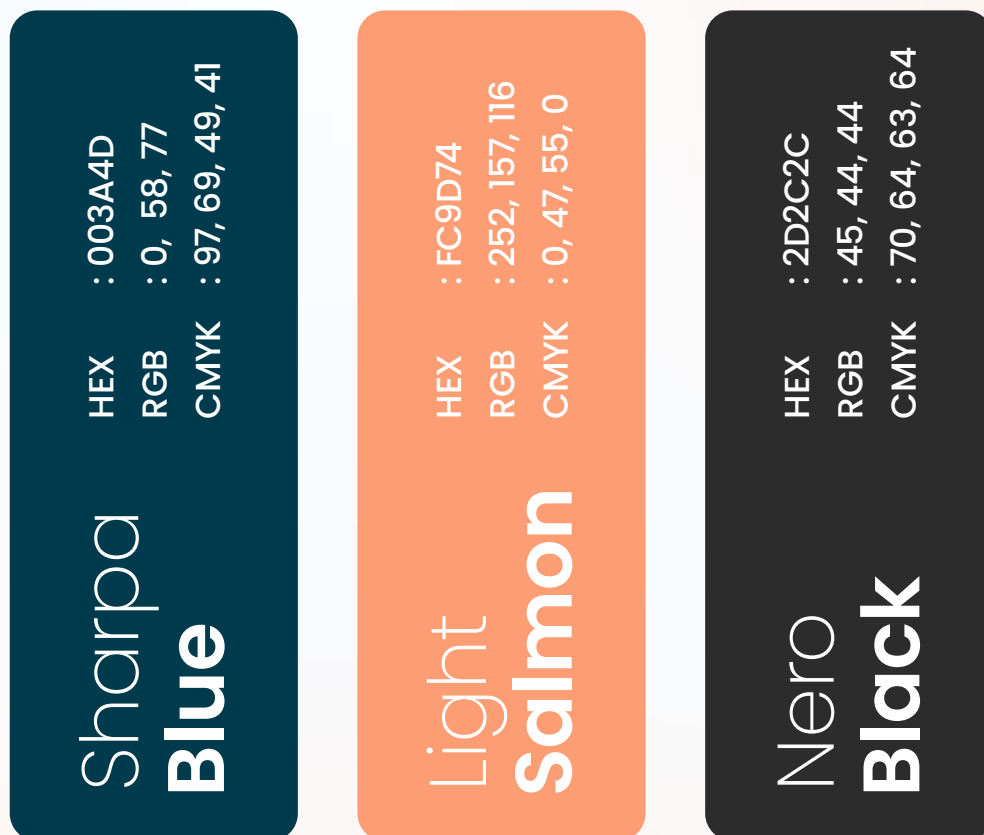
Sharpa Blue - Primary Signature Color

A bold and confident tone, Sharpa Blue represents trust, depth, and trustworthiness. It is the anchor of our visual identity and appears prominently in our logo and key brand assets.

Light Salmon - Secondary Signature Color

Warm and approachable, Light Salmon complements Sharpa Blue to create a modern, balanced brand image. It reinforces our identity in a distinctive and memorable way.

Nero Black - Supporting color

Nero Black is used as a tertiary color throughout brand communications. Its neutral tone provides contrast and supports the brand without overpowering the signature colors

These core colors form the foundation of our brand's personality and are distributed into three categories—Signature, Supporting, and Accent.

Signature Color

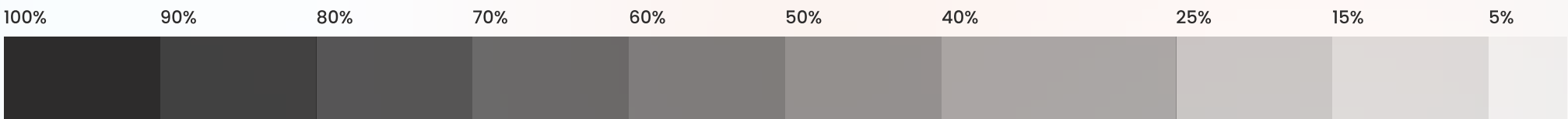Our primary brand colors, found in the logo and key brand elements.

100%	90%	80%	70%	60%	50%	40%	25%	15%	5%
Base						Text For Dark BG	Placeholder	Border	BG
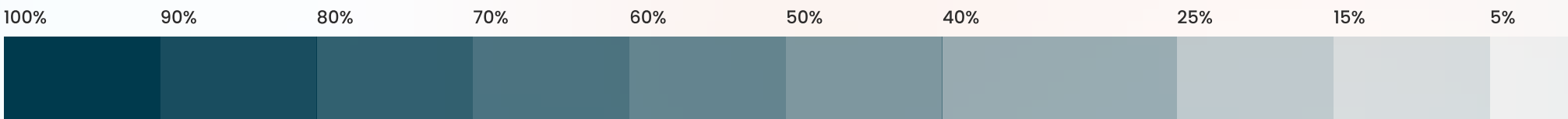
HEX: 003A4D	HEX: 99B0B8	HEX: BFCED2	HEX: D9E2E4	HEX: F2F5F6
RGB: 0 58 77	RGB: 153 176 184	RGB: 191 206 210	RGB: 217 226 228	RGB: 242 245 246
CMYK: 97 69 49 41	CMYK: 41 22 23 0	CMYK: 25 12 14 0	CMYK: 14 6 7 0	CMYK: 4 1 2 0

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
Base								Border	BG
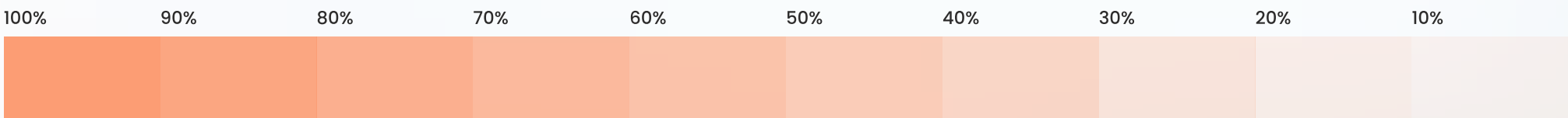
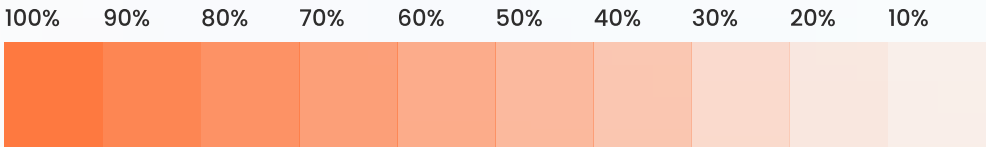|		
HEX: FC9D74	HEX: FEEBE3	HEX: FFF5F1
RGB: 252 157 116	RGB: 254 235 227	RGB: 255 245 241
CMYK: 0 47 55 0	CMYK: 0 8 8 0	CMYK: 0 4 3 0

Color Palette: 🟦 Sherpa Blue 🟧 Light Salmon

P-08

Supporting Color

Used for UI elements, backgrounds, and enhancing the brand's overall aesthetic.

100%	90%	80%	70%	60%	50%	40%	25%	15%	5%

Base

HEX: 2D2C2C
RGB: 45 44 44
CMYK: 70 64 63 64

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

Base

HEX: FC9D74
RGB: 254 121 64
CMYK: 0 66 79 0

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
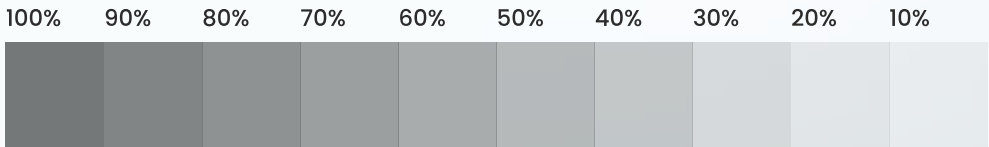
Base

HEX: 747879
RGB: 116 120 121
CMYK: 56 45 45 11

Color Palette: Dark Salmon   Nero Black   Trout Grey   P–09

Accent Colors

Used sparingly for highlights, buttons, and call-to-action elements.

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
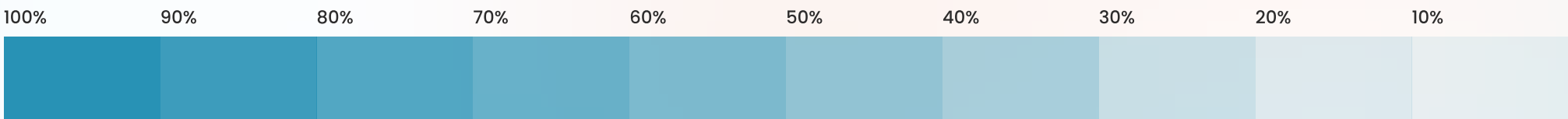
Base

HEX: 2892B5
RGB: 40   146   181
CMYK: 78   29   19   0

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
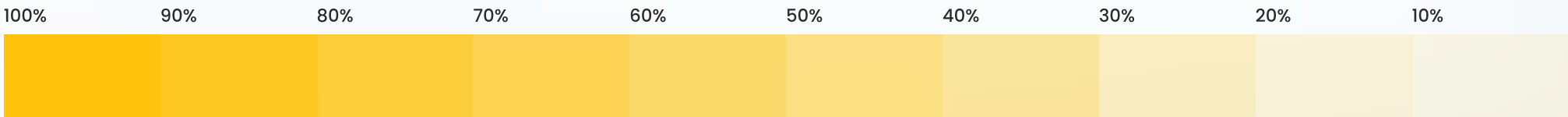
Base

HEX: FFC30B
RGB: 255   195   11
CMYK: 0   24   98   0

Color Palette: 🔷 Pelorous 🟨 Honey Gold   P-10

Color Uses

For Title

This is an amazing title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien, sit amet — For Paragraph
fringilla velit sagittis sed. Quisque laoreet, elit id auctor sagittis, quam metus scelerisque risus,
eget porttitor nunc nisi in dolor. Maecenas eget quam eu leo aliquam suscipit cursus eu massa.

Lorem ipsum dolor si t amet, consectetur adipiscing elit. Fusce eleifend nunc sapien, sit amet. — For Dark Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien. — For Dark Background

For Paragraph Text on Dark Background

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien. — For Light BG (Primary)

For Border (Primary)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien. — For Light BG (Secondary)

For Border (Secondary)

Primary Button   Secondary Button   Transparent Button — Call to Action

Typography

Typography reflects our brand's tone—modern, clear, and professional. We use a structured type system to ensure clarity, hierarchy, and a seamless user experience across all platforms.

Poppins

Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
1234567890
!@#$%^&*?><

Light 300	abcdefghijklmnopqrstuvwxyz
Regular 400	abcdefghijklmnopqrstuvwxyz
Medium 500	abcdefghijklmnopqrstuvwxyz
Semibold 600	**abcdefghijklmnopqrstuvwxyz**
Bold 700	**abcdefghijklmnopqrstuvwxyz**

Primary Typeface

Our brand uses a modern sans-serif typeface that ensures high readability across all platforms. It is used consistently in body text, descriptions, and CTAs to maintain a unified look.

hout without **without**

without **without** without

hout **without** without

ithout without **without**

Headings & Titles

Global365 differentiates its heading styles between company pages and product pages for a distinct yet cohesive identity.

Company Pages Headings

Simple, clean, and professional heading style is used for all company specific pages.

Font	Font Size	Line Height
Poppins / Regular 400	40px	54px

"Typography Transforms the Way We See Words"

Product Pages Headings

A more creative and dynamic heading style is used to add personality to product-specific pages.

Font	Font Size	Line Height
Poppins / Regular 400 Playfair Display / Bold 700 Italic	40px	54px

"Typography *Transforms* the Way We See Words"

Typography Styles & Specifications

To maintain clarity and consistency, our typography follows a structured hierarchy. Below is a breakdown of text styles and weights used across our brand ecosystem.

Font	Font Size	Line Height
Poppins/Regular 400	40px	54px

Heading 1

Font	Font Size	Line Height
Poppins/SemiBold 600	30px	40px

Heading 2

Font	Font Size	Line Height
Poppins/SemiBold 600	22px	30px

Heading 3

Font	Font Size	Line Height
Poppins/SemiBold 600	20px	28px

Heading 4

Font	Font Size	Line Height
Poppins/Regular 400	18px	28px

Paragraph: the quick brown fox jumps over the lazy dog

Font	Font Size	Line Height
Poppins/Medium 500	18px	28px

Paragraph: the quick brown fox jumps over the lazy dog

Font	Font Size	Line Height
Poppins/Medium 500	15px	24px

Paragraph: the quick brown fox jumps over the lazy dog

Partner & Media Guidelines

To maintain the integrity of Global365's brand, we provide clear guidelines for partners, media, and collaborators.

Referring to Global365

Our brand name should always be presented correctly in all communications.

✅ **Correct Usage:**

Global365 (Always one word, capital "G" and "365")

❌ **Incorrect Usage:**

Global 365, Global-365, global365, G365

Logo Usage for Partners & Media

When using the Global365 logo in partner collaborations, marketing materials, or press coverage:

✅ Always use the official logo provided in our brand assets.

✅ Maintain proper spacing and proportions.

✅ Ensure visibility against backgrounds—use approved logo variations.

❌ Do not stretch, rotate, modify colors, or alter the logo in any way.

Co-Branding Guidelines

For collaborations where the Global365 logo appears alongside a partner logo:

✅ Logos must be equal in prominence—no resizing or overshadowing.

✅ Maintain a balanced margin between logos.

✅ Use the approved monochrome or full-color versions for clarity.

Media & Press Usage

For public relations, press releases, and media coverage:

✅ Use official brand messaging and tagline.

✅ Feature only approved brand assets from our media kit.

✅ Any alterations or contextual placements must receive prior approval.

GLOBAL365

Thank you

Your trust is our biggest strength.