



GLOBAL365

# Brand Guidelines



Defining a Unified Brand Identity

V-1.0

# About

Global365 is more than a name — it’s a complete ecosystem of smart, intuitive, and integrated financial tools. Our identity reflects innovation, reliability, and global reach.

This document consolidates our core branding elements and serves as a reference for maintaining consistency across public-facing touchpoints such as our website, media, and partner communications.

Inside, you’ll find the essential guidelines that define our brand, including:



Brand Logo	03
Product Logos	06
Color Palettes	07
Color Usage	11
Typography	12
Partner & Media Guidelines	15

# 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



Brand Name

# Variations & Usage

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



## Primary

The standard logo combines 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 minimalist 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.



Use the official  
logo files



Maintain clear space  
around the logo



Ensure the logo is  
always legible



Keep the proportions  
consistent



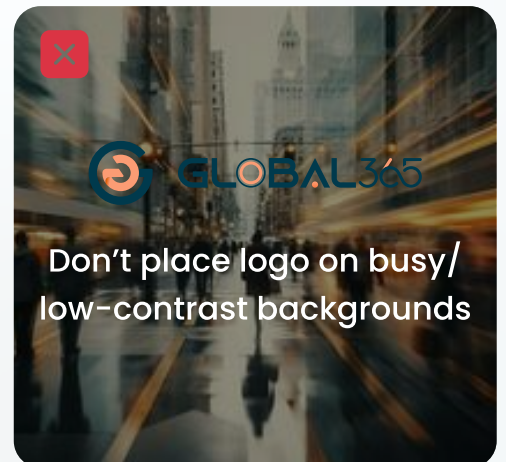
Don't modify the  
logo's colors



Don't stretch, squish, or  
distort the logo



Don't add shadows,  
gradients, or other effects



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

# 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.



[www.global365.com/accounting](http://www.global365.com/accounting)



[www.global365.com/payroll](http://www.global365.com/payroll)



[www.global365.com/firm](http://www.global365.com/firm)



[www.global365.com/merchant](http://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 – 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.

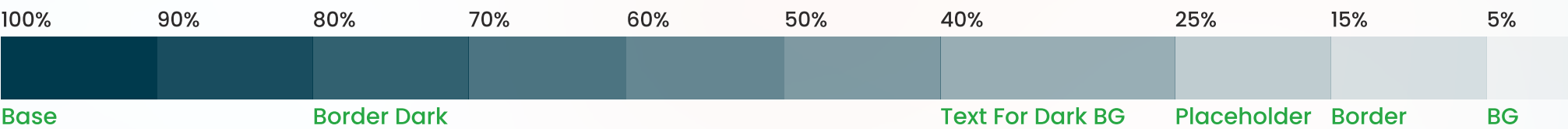
## Nero Black – Supporting color

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.*

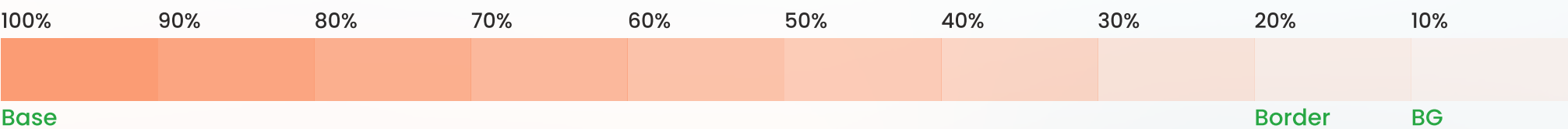
# Signature Color

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



## Use Color Codes

HEX: 003A4D	HEX: 336171	HEX: 99B0B8	HEX: BFCED2	HEX: D9E2E4	HEX: F2F5F6
RGB: 0 58 77	RGB: 51 97 113	RGB: 153 176 184	RGB: 191 206 210	RGB: 217 226 228	RGB: 242 245 246
CMYK: 97 69 49 41	CMYK: 83 52 43 18	CMYK: 41 22 23 0	CMYK: 25 12 14 0	CMYK: 14 6 7 0	CMYK: 4 1 2 0



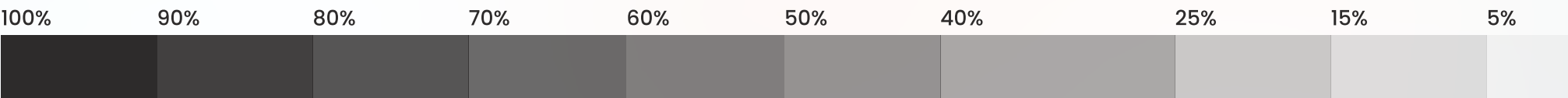
## Use Color Codes

HEX: 003A4D	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 Names:  Sherpa Blue  Light Salmon

# Supporting Color

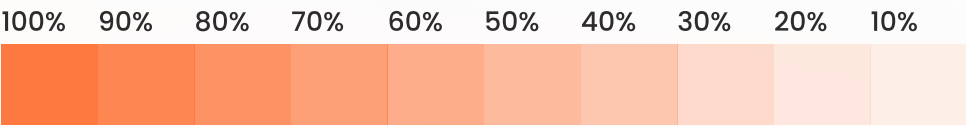
Used for UI elements, backgrounds, and enhancing the brand’s overall aesthetic.



Base

## Use Color Codes

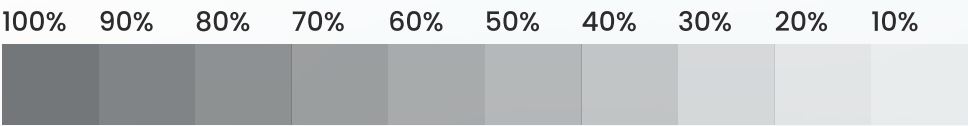
HEX: 2D2C2C  
RGB: 45 44 44  
CMYK: 70 64 63 64



Base

## Use Color Codes

HEX: FE7940  
RGB: 254 121 64  
CMYK: 0 66 79 0



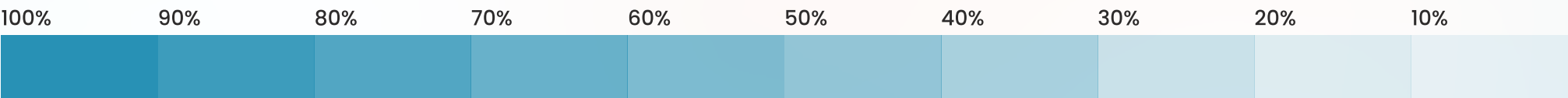
Base

## Use Color Codes

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

# Accent Colors

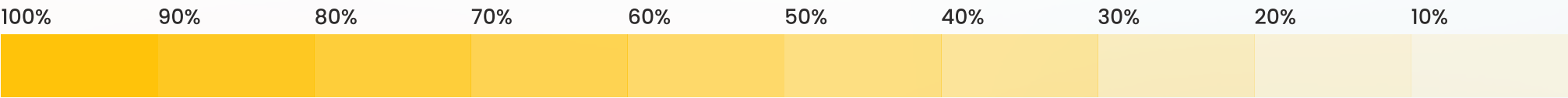
Used sparingly for highlights, buttons, and call-to-action elements.



Base

## Use Color Codes

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



Base

## Use Color Codes

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

Color Names:  Pelorous  Honey Gold

# Color Usage

This is an amazing title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien, sit amet fringilla velit sagittis sed. Quisque laoreet, elit id auctor sagittis, quam metus scelerisque risus.

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eleifend nunc sapien.

Primary Button

Secondary Button

Transparent Button



For Title



For Paragraph



For Dark Paragraph



For Dark Background



For Paragraph Text on Dark Background



For Light BG (Primary)



For Border (Primary)



For Light BG (Secondary)



For Border (Secondary)



Call to Action



Border for Primary Background



Placeholder Text



# 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.

## Primary Typeface

Our brand is anchored in a modern sans-serif typeface, chosen for its clarity, legibility, and contemporary feel.

houtwithoutwithout  
withoutwithoutwithout  
outwithoutwithout  
ithoutwithoutwithout



# Primary Font

Poppins is Global365’s primary font family. Its geometric shapes and clean design make it highly legible across digital and print environments. It is versatile enough for headings, body copy, UI text, and functional elements, ensuring a unified visual language.

Poppins

Family: Poppins

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

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

# Supporting Typeface & Font

Playfair Display is our supporting serif font family, adding a layer of sophistication that balances the simplicity of Poppins. It is applied selectively to highlight important content and create visual distinction for key brand elements.

Family: Playfair Display

Playfair  
Display

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&\*?><

Regular 400	abcdefghijklmnopqrstuvwxyz
<i>Regular 400 Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i>
Medium 500	abcdefghijklmnopqrstuvwxyz
<i>Medium 500 Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i>
Semibold 600	abcdefghijklmnopqrstuvwxyz
<i>Semibold 600 Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i>
Bold 700	abcdefghijklmnopqrstuvwxyz
<i>Bold 700 Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i>
ExtraBold 800	abcdefghijklmnopqrstuvwxyz
<i>ExtraBold 800 Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i>

# 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, ,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.



*Thank  
you*

For reviewing the comprehensive Global365 Brand Guidelines. Together, we ensure consistency and clarity across every touchpoint.