

Our visual identity



GroundTruth

Brand identity toolkit



Typography

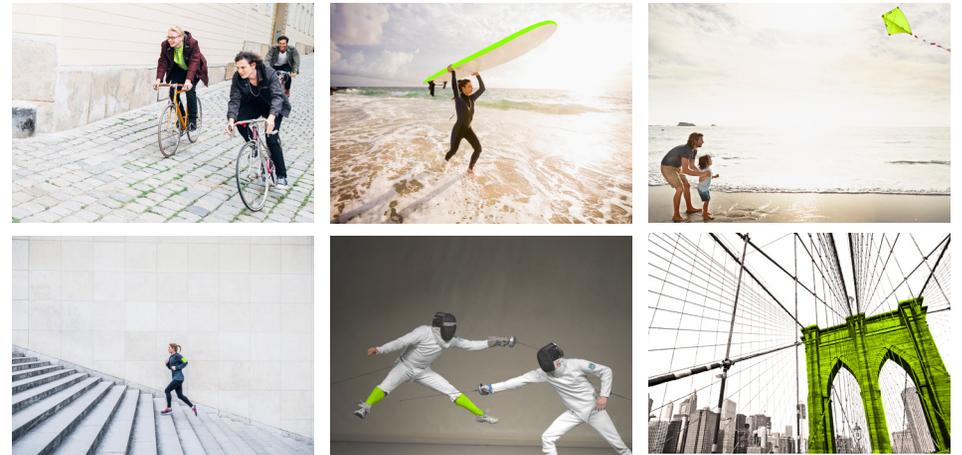
Lyon Display Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

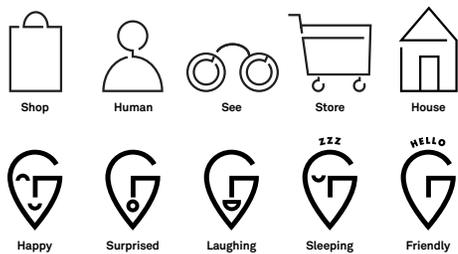
Akkurat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

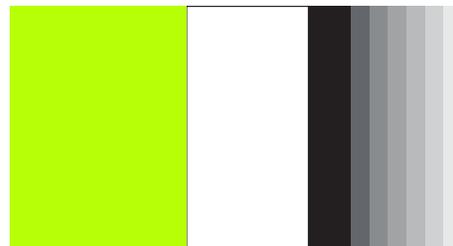
Photography



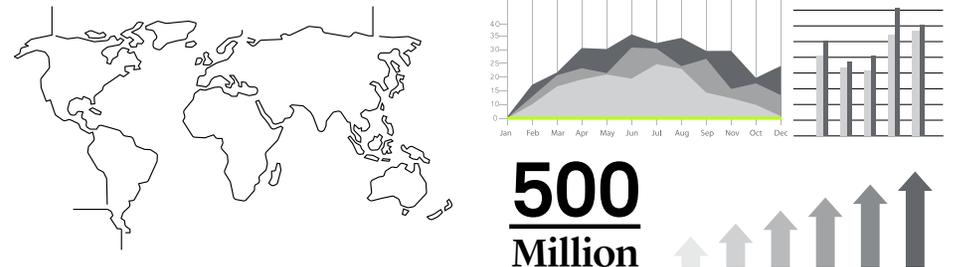
Iconography



Color



Infographics



Logo and symbol overview



GroundTruth®

GroundTruth logo



GroundTruth Pin Man (symbol)

This is our logo, the GroundTruth Pin Man. It is the most visible expression of our brand identity.

The Pin Man (commonly referred to as the “symbol”) simultaneously captures the core elements of our business, as human behavior, place and time converge to provide real insights.

The symbol highlights the human behaviors we reveal, accentuated with elements of a human face.

It is also a location pin, immediately drawing attention to our identity as a location company.

The symbol also evokes the hands of a clock, representing our ability to be relevant in the moments that matter most.

Finally, the symbol combines the “G” and “T” found in our brand name, reinforcing our identity even when the symbol stands alone.

Our brand logo occurs when the Pin Man is paired with the wordmark. When the Pin Man stands on its own, without the wordmark, it acts as our brand symbol. It is only used alone in a limited way (e.g., in web applications) or used at large scale on posters and billboard advertising.

Our wordmark should not appear without the logomark

Logo size versions



There are two versions of our logo, the standard-use version and the small-use version.

The standard-use version is used mainly in print applications. The small-use version is used mainly in digital applications, e.g., web and social media, and certain print applications where space is restricted with out register (R) mark.

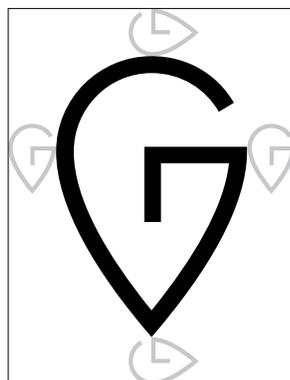
Shown at left are the proportional differences between the symbol and the wordmark in each version. In the standard-use version, the wordmark is twice the width of the symbol; in the small-use version, the wordmark is three times the width of the symbol.

Clear space and minimum sizes

Clear space



Standard-use logo clear space = 25% width of symbol



Standard-use symbol clear space = 25% width of symbol



Small-use logo clear space = 50% width of symbol



Small-use symbol clear space = 50% width of symbol

Logo clear space

To ensure prominence and legibility, the logo must always be surrounded by an area of clear space, free of any type or graphic elements.

The standard-use logo and symbol must be surrounded by a clear space that is equal to 25% of the width of the symbol on all sides.

The small-use logo and symbol must be surrounded by a clear space that is equal to 50% of the width of the symbol on all sides.

This clear space appears as a nonprinting area within the digital master artwork files.

Standard-use logo
for use at these minimum sizes:



Print: 1" (25.5mm)
Desktop: 72px
Mobile: 144px

Standard-use symbol
for use at these minimum sizes:



Print: 0.333" (8.5mm)
Desktop: 24px
Mobile: 48px

Small-use logo
for use at these minimum sizes:



Print: 0.5" (12.75mm)
Desktop: 36px
Mobile: 72px

Small-use symbol
for use at these minimum sizes:



Print: 0.1667" (4.25mm)
Desktop: 12px
Mobile: 24px

Minimum size

These are the recommended minimum sizes for the four versions of our logo and symbol.

Logo color variants—preferred use

For use on digital applications and print 1" wide (25.5mm) and above



Standard-use black logo on white



Standard-use black logo on GroundTruth Green



Standard-use white logo on black

The color guidelines on this page apply to both the GroundTruth logo and to the symbol when it is used alone without the wordmark.

In print and digital applications, the preferred use is black on white, or a light photographic background or black on GroundTruth Green.

The white version is generally for use on black backgrounds, when color printing is not practical, or on dark photographic backgrounds.

For use on digital applications and print below 1" wide (25.5mm)



Small-use black logo on white

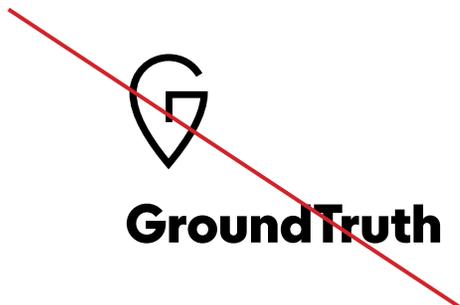


Small-use black logo on GroundTruth Green

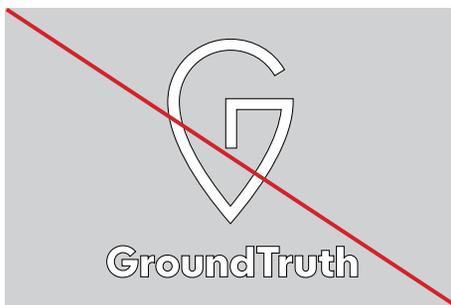


Small-use white logo on black

Logo don'ts



Don't change the relationship between the symbol and wordmark; do not alter it in any way—always use the supplied digital master artwork files.



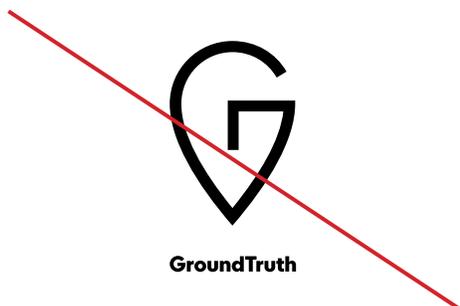
Don't outline the GroundTruth logo or symbol to make it more legible on light photographic backgrounds. The white logo and symbol are only used on black and dark photographic backgrounds, or in GroundTruth Green in exceptional digital and environmental applications (e.g., web and signage).



Don't change the color or tint the logo, symbol or background. Use only the approved color versions: black, white and, in exceptional digital and environmental applications, GroundTruth Green.



Don't use wordmark without the logomark



Don't change the proportion or resize any of the elements of the GroundTruth logo; do not alter it in any way—always use the supplied digital master artwork files.



Don't change the font in the GroundTruth logo or change it to all caps or all lowercase; do not alter it in any way—always use the supplied digital master artwork files.



Don't add or thicken the stroke in the GroundTruth logo; do not alter it in any way—always use the supplied digital master artwork files.



Don't angle/rotate the GroundTruth logo.

Primary colors

**GroundTruth Green**

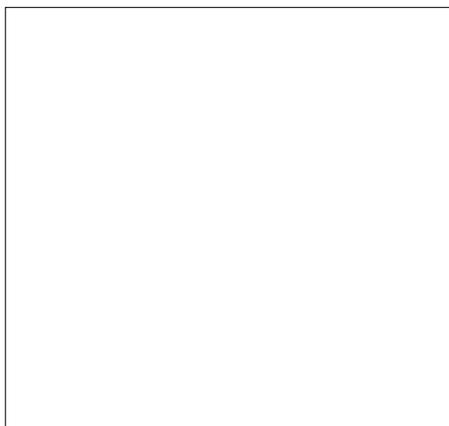
Pantone 2297 C (for coated stock)

Pantone 389 U (for uncoated stock)

CMYK: C36 M0 Y93 K0

RGB: R183 G255 B5

HEX: #b7ff05

**White**

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #ffffff

**Black**

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

We use a limited color palette in a confident way. Our primary palette consists of GroundTruth Green, white and black. A combination of these three colors should be used on all applications.

GroundTruth Green can be used for floods of color—e.g., on the primary face of applications, and for backgrounds and divider pages. It can also be used as a highlight color underline for headline and larger body copy.

Black is used for all of our copy; headings, subheadings, introductory copy, body copy, and caption, chart, graph and table copy.

White is an important part of our palette. It is not just for when we reverse copy out of black or a dark photographic background. White also creates space for our communications to breathe. It is a canvas on which our brand comes to life.

When printing on coated stock, Pantone 2297 C should be used. When printing on uncoated stock, use Pantone 389 U.

Note that within this document, “GroundTruth Green” is often referred to as GT Green.

Secondary colors



GroundTruth Gray

Pantone Cool Gray 10 C (for coated stock)
CMYK: C40 M30 Y20 K66

Pantone Cool Gray 11 U (for uncoated stock)
CMYK: C30 M17 Y8 K51

RGB: R99 G102 B106
HEX: #63666a

75%	RGB: R137 G140 B143 HEX: #898c8f
60%	RGB: R161 G163 B165 HEX: #a1a3a5
45%	RGB: R184 G186 B187 HEX: #b8babb
30%	RGB: R208 G209 B210 HEX: #d0d1d2
15%	RGB: R231 G232 B232 HEX: #e7e8e8

Our secondary color, GroundTruth Gray, and its associated tints, should be used in a limited way. The gray should be used only when absolutely necessary, when the primary colors have been exhausted and additional colors are needed, particularly for data visualization through charts, graphs, maps and other graphic elements.

GroundTruth Gray should not be used for floods of color on the primary face of applications; however, it can be used for divider pages. It should not be used for headline copy, subheadings, body copy or caption copy.

When printing on coated stock, Pantone Cool Gray 10 C should be used. When printing on uncoated stock, use Pantone Cool Gray 11 U.

Use the percentage tints when designing CMYK print applications. Use the RGB or HEX color breakdowns for digital applications such as web, social media and PowerPoint® presentations.

ADA compliance

GroundTruth digital ADA compliance level: AA			
	Background color		
	Green	Black	White
	Hex #b7ff05	Hex #000000	Hex #ffffff
Font color			
Green: Hex #b7ff05	—	✓	✗
Black: Hex #000000	✓	—	✓
White: Hex #ffffff	✗	✓	—

The Americans with Disabilities Act (ADA) requires a high visual contrast between typography and backgrounds. To help ensure text legibility, use only the approved text-color/background-color combinations detailed here. This applies to text in graphics, tables and charts, as well as slide body text.

GroundTruth Gray and the gray tints are used only for backgrounds in infographics and data visualizations, and then sparingly. Our system is predominantly green, white and black.