



GLOBANT
EMERALD

Our logo is a valuable element of our visual identity. The following examples are intended to demonstrate how to use the logo across a variety of situations to ensure it is always presented in the best light.

Primary Logo

The GET logo is bold and playful, symbolic of our attitude that is inspired by our brand strategy. The isotype represents the letters G and E and at the same time try to evocate the morphology of the emeralds and with certain adjustments that adapt to the environment in which he is going to live, esports.



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ISOLOGOTYPE VERTICAL

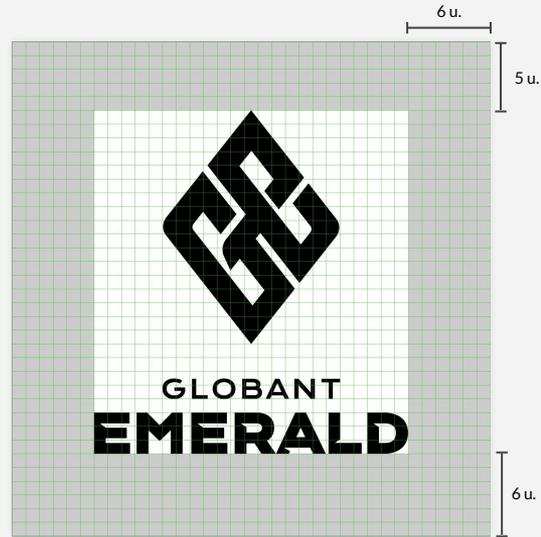


ISOLOGOTYPE HORIZONTAL

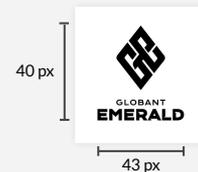
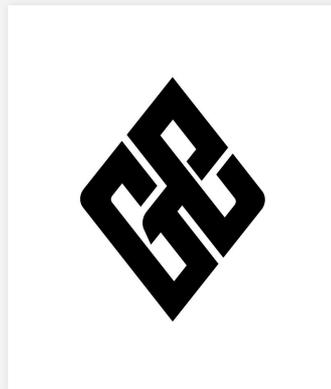


The grid it's important to build the logo and to get the correct balance of each element that compound it.

A minimum area of clear space must always surround the logo. This area of isolation allows the logo to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logo.



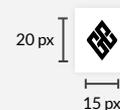
Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.



The GET logo (vertical) should never be smaller than 43 x 40px in digital.



The GET logo (horizontal) should never be smaller than 62 x 20px in digital.



The GET icon should never be smaller than 15 x 20px in digital.

POSITIVE VERTICAL



NEGATIVE VERTICAL

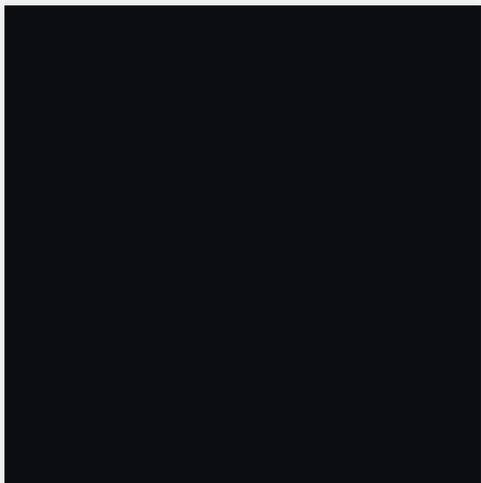


POSITIVE HORIZONTAL



NEGATIVE HORIZONTAL



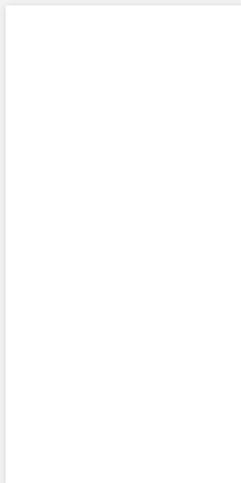


BLACK

CMYK: 76% 68% 64% 83%

RGB: 11 13 16

HEX: #0B0D10



WHITE

CMYK: 0% 0% 0% 0%

RGB: 255 255 255

HEX: #FFF



GREEN

CMYK: 40% 0% 100% 0%

RGB: 191 215 50

HEX: #BFD732

SOLID BACKGROUND

Use positive or negative isologotype in solid backgrounds. Be careful with the option you choose to ensure the correct contrast for the logo legibility



IMAGE BACKGROUND

In case the background image represent a risk to the logo legibility, use the option with border.



PATTERN BACKGROUND

Always try to place the logo in solid background, but if this is not a possibility or it's impossible to guarantee that happen, choose the logo option with border but without the text part.

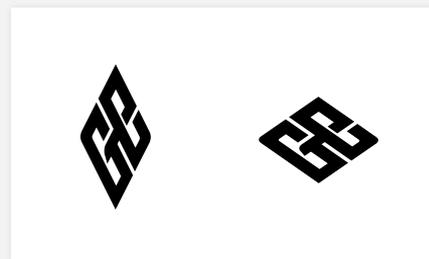


It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.

The following examples illustrate how it should not be used.



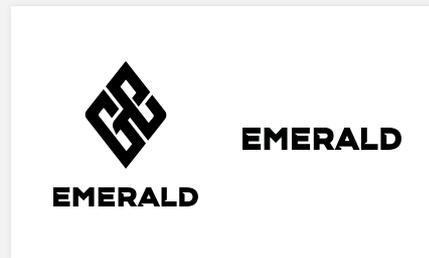
DO NOT ROTATE



DO NOT COLLAPSE OR STRETCH



DO NOT ADD COLOR



DO NOT USE THE LOGOS WITHOUT THE WORD GLOBANT



DO NOT CHANGE THE STRUCTURE



DO NOT ROTATE

GET SOCIAL MEDIA



THANKS!

LAST UPDATED DECEMBER 09, 2021