glooko®
BETTER TOGETHER

Quick Start Brand Guidelines

Updated May 2025

Logo

The Glooko logo is only available in blue, white, and black. The logo should be in blue whenever possible. The logo should always be surrounded by white space based on the height of the letter *o*. Do not apply shadows on the logo. All guidelines also apply to the Glooko XT logo.

Color Palette

Our primary color is blue and that should be the foundation of design with other brand colors as accent tones. The use of gradients, linear or radial, from a brand color to white as a background is a useful element to add dimension and depth.

Blue	**Green**	**Coral**	**Black**	**White**
CMYK 74 37 0 0 HEX 408ac9 RGB 65 137 201 PMS 285C	CMYK 62 13 42 0 HEX 69aea0 RGB 105 174 160	CMYK 1 48 51 0 HEX f39879 RGB 243 152 121	CMYK 79 67 64 74 HEX 202322 RGB 32 35 34	

Dark Blue
CMYK 100 80 22 6
HEX 004784
RGB 0 71 132

Light Green
CMYK 21 1 10 0
HEX c6e5e4
RGB 198 229 228

Gray
CMYK 36 28 24 0
HEX 73767d
RGB 168 170 177

Light Blue
CMYK 14 6 0 0
HEX d4e3ff
RGB 212 227 255

Light Gray
CMYK 9 6 4 0
HEX e5e6ea
RGB 229 230 235

Glooko XT Teal
CMYK 70 7 12 0
HEX 25b3d4
RGB 37 179 212

Typography

Our primary typographic expression is created using two different fonts: Gotham and Gotham Narrow. Additional fonts are available by platform.

Primary Headline
Gotham Bold

Subheadline and Body Copy Bold
Gotham Narrow Bold

Body Copy
Gotham Narrow Book

Google Workspace and PowerPoint Font
Manrope

Web Fonts
Manrope

Fallback Font for All Platforms
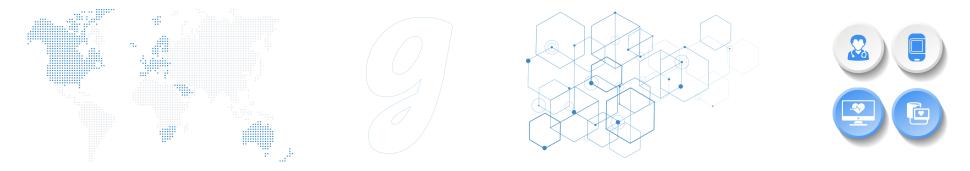Arial

Graphic Elements

A variety of brand elements, including the world map, outlined Glooko G, data stream, and icon library, are available to help our story and make our brand more identifiable. These elements are used mostly in the background of collateral.