Every year, the Golden Globe Awards recognize excellence in film and television, both domestic and foreign. To celebrate the event, we have created brand design standards that are as elegant as the ceremony.

These standards are intended for use as a toolkit to ensure that brand and partner communications and assets maintain consistency and elegance, even when used in different environments.

By retaining the integrity of the brand, we will in hand strengthen the brand.

As the work evolves, these standards will be updated periodically.
CONTENTS

LOGOTYPE 4
TYPOGRAPHY 21
COLORS 29
APPLICATIONS 32
SOCIAL 33
EVENTS 37
BROADCAST 40
LOGOTYPE
PRIMARY LARGE

This is the primary logotype.

The Golden Globe Awards logo should not be altered in any way.
LOGOTYPE
PRIMARY LARGE

This is the primary logotype.

The Golden Globe Awards logo should not be altered in any way.
LOGOTYPE
PRIMARY SMALL

This is the small-scaled version of the primary logotype.

It is used when the logotype is less prominent within the application, when the Golden Globe Awards name appears in type nearby (i.e., social page profile images and avatars).

The Golden Globe Awards logo should not be altered in any way.
LOGOTYPE
PRIMARY
Placement Summary
LOGOTYPE

PRIMARY

The margin is always equal to the width of the globe.

Vertically and horizontally align the primary logo to the margin.

PLACEMENT
LOGOTYPE

SECONDARY

Use the secondary logotype in instances where the format does not permit primary logotype use.

The secondary logotype is not recommended to be used in small scale.

The Golden Globe Awards logo should not be altered in any way.
Vertically and horizontally align the secondary logotype to the frame. Occupy the logo first in horizontal space. Left and right margin should be always equal to the width of the globe.
LOGOTYPE
STAND-ALONE

Use the stand-alone when the logotype is less prominent within the application, when the Golden Globe Awards name appears in type nearby. (i.e. social page profile images, avatars)

The stand-alone logomark is consistent in its application regardless of the background color it appears on. The standalone logotype is the only instance in which the TM is shown in gold rather than black.”
LOGOTYPE
COLORS

Recommended logo color lock-ups are dependent upon the background color or image.

The globe graphic remains in gold gradient regardless of the background color or image.

The logo lock-up should not be used on top of a square of background color—it should always go directly on top of the image, so the transparency of the lock-up shows the background. If the logo lock-up is not visible, adjust the image, not the logo.
LOGOTYPE
CO-BRANDING

With HFPA logo
LOGOTYPE
CO-BRANDING
PLACEMENT
With Image
LOGOTYPE

CO-BRANDING

Margin is twice the width of the globe from GGA logo.

The height of the HFPA logo is determined by the height of the GGA logo and the height of the globe.

When GGA logo is placed only with HFPA logo, it aligns to the top left corner of the margin.

The HFPA logo align top right corner of the margin.

PLACEMENT
LOGOTYPE
CO-BRANDING

It's recommended to color in all partner logos with a solid black or white to avoid distraction, but it's fine to use colored logos if necessary.

The height of the partner logos and the height of the divider line are determined by the height of the GGA logo.

The divider line color is #000000, and the stroke width is 1px.

The space between the divider line logos are equal to the width of the GGA globe graphic.
LOGOTYPE CO-BRANDING

It’s recommended to color in all partner logos with a solid black or white to avoid distraction, but it’s fine to use colored logos if necessary.

The height of the partner logos and the height of the divider line are determined by the height of the GGA logo.

The divider line color is #000000, and the stroke weight is 1px.

The space between the divider line logos are equal to the width of the GGA globe graphic.
TYPOGRAPHY

PRIMARY
SECONDARY
TYPOGRAPHY
DIN PRO BOLD

Din Pro Bold is used for headlines.

Leading is 1.1.

Tracking for large text is -25, and for small text is 0.
TYPOGRAPHY
DIN PRO REGULAR

Din Pro regular is used for the body copy.

Leading is 1:1.

Tracking for large text is -25, and for small text is 0.
THE 76TH GOLDEN GLOBE AWARD

A GOLDEN NIGHT TO CELEBRATE.

The 76th Annual Golden Globe Award
Jan 8, 2019
Sunday 8ET/5PT

The 76th Annual Golden Globe Awards
Live Jan 8, 2019
Sunday 8ET/5PT

TYPOGRAPHY
DIN PRO

PLACEMENT
With Image
TYPOGRAPHY
DIN PRO

PLACEMENT
Headline and body texts heights are determined by the globe height of the GGA logotype.

Large headlines are recommended to be all upper case.

Small headline and body text are sentence case.
Typography

DIN PRO CONDENSED BOLD

Din Pro Condensed Bold is used for names, titles and ordinal indicators.

Tracking is 75.

Colored in #D89E33 and displayed in all upper cases.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890
TYPOGRAPHY
DIN PRO CONDENSED BOLD
PLACEMENT

LEONARDO DICAPRIO

GOLDEN GLOBE AWARDS
BRAND STANDARDS
08.15 2018

PROPRIETARY & CONFIDENTIAL
COLORS

PRIMARY

GRADIENT
COLORS

PRIMARY

WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFF

BLACK
CMYK 40/40/40/100
RGB 0/0/0
HEX 000000
UNCOATED BLACK U
COATED BLACK C

GOLD: SOLID
CMYK 15/39/94/0
RGB 216/158/51
HEX D89E33
UNCOATED 7550 U
COATED 7563 C
COLORS
GOLD: GRADIENT

LIGHT
CMYK 6/13/47/0
RGB 240/215/151
HEX F0D797

DARK
CMYK 15/94/0
RGB 216/158/51
HEX D89E33
APPLICATIONS

SOCIAL
EVENT
BROADCAST
SOCIAL
# Golden Globe Awards Brand Standards

**Social Instagram**

**goldenglobes**

- **Follow**

1,325 posts | 764k followers | 111 following

Golden Globes The Official Instagram account of the Hollywood Foreign Press Association (HFPA) and the Golden Globe® Awards. [www.goldenglobes.com](http://www.goldenglobes.com)
EVENTS
EVENT
STEP AND REPEAT
EVENT
STEP AND REPEAT
CO-BRANDING
BROADCAST
When broadcasting please use the 4:3 grid as an overlay to the 16:9 grid to ensure that the branding is not cut off in any countries where the show is streaming.

Placement of broadcaster logo should be equidistant to that of the Golden Globe Awards logo.

Broadcast logo should be treated with transparency if permitted."
BROADCAST TITLE
Nominees and Winners
Using two lines of type.
TOM HIDDLESTON
BEST ACTOR IN A MINI-SERIES
#GOLDENGLOBES
Nominees and Winners
Using two lines of type.
BROADCAST
TITLE

Nominee and winners

Use three lines of type when it is necessary to display category, nominee name and a network.
BROADCAST

Categories

Use one line of type for this kind of headline.
### Broadcast Placement

When there are two lines of text, title and subtitle, it should be the same X height as the GGA logo.

Hashtag in the top right corner should be the same height as the globe height in the GGA logo.
BROADCAST PLACEMENT

Three lines of type

Hashtag in the top right corner should be the same height as the globe height in the GGA logo.
BROADCAST
PLACE
MENT

One line of type. Equal to half the X height of the GGA logo.

Hashtag in the top right corner should be the same height as the globe height in the GGA logo.
THANK YOU.
R/GA GOLDEN GLOBE AWARDS
BRAND STANDARDS
08.15 2018

PROPRIETARY & CONFIDENTIAL

SOCIAL
INSTAGRAM

OPTION A

Instagram

goldenglobes

Follow

1,325 posts  764k followers  111 following

Golden Globes The Official Instagram account of the Hollywood Foreign Press Association (HFPA) and the Golden Globe® Awards. www.goldenglobes.com
Nominees and Winners