Globexco

YOUR PARTNER FOR SUSTAINABLE TRADE

Brand Guidelines

08/07/2025

Clearance zone

Minimum space to be maintained around the logo

▸**Respect the height** of 1G all around the logo, to avoid too much proximity with other elements (text, borders, images...).



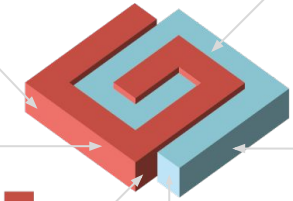
Logo colors

Palette of nuances used

Coral red
#EE726B
R: 238 | G: 114 | B: 107

Steel blue
#8AC4D1
R: 82 | G: 111 | B: 117

Brick red
#C34C43
R: 195 | G: 76 | B: 67



Misty blue
#526F75
R: 138 | G: 196 | B: 209

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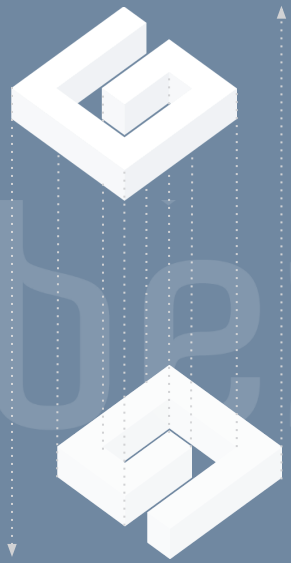
Sienna Red
#6A2D26
R: 106 | G: 45 | B: 38

Glacier blue
#BEE4F9
R: 190 | G: 228 | B: 249

Monogram structure

Symbolism

▸**The Globexco monogram** consists of two graphic elements reminiscent of steel profiles, nested within each other.



▸**“United hand in hand”** for more sustainable trading, the assembly of the two G-profiles symbolises the alliance between Globexco and its partners.

Non-compliant uses

To be avoided: all the following examples alter the integrity of the logo



▸**Distortion**
Respect the logo's proportions.



▸**Rotation**
Stay on a horizontal plane.



▸**Color modification**
Only authorized versions are allowed.

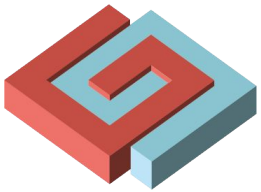


▸**Adding effects (shadow, glow, 3D...)**
Only authorized versions are allowed.

▸**Inappropriate version / background**
Use the version suited to the background.



▸**Modification**
Respect the structure of the logo.



For any questions regarding the Globexco Brand Guidelines :

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