We’d like to introduce to you a more ‘Strict’ approach to GLOBHE typography. We’ve settled for *Neue Haas Grotesk*

A typeface that communicates/prevades the brands seriousness and heritage coming from a humanitarian/action line of work.
Crowddroning by GLOBHE is a logo+wordmark to categorize our top-selling product. Logo+workmark must be used together. Do not break up. The GLOBHE logomark may be used with Crowddroning logo if by itself. Do not overlay logos on eachother.
Creating a Better Future With Drones

3800 drones collecting data on demand to detect and predict disasters.
Logomark is designed to represent an overhead view of a drone mixed with the circular shape of the globe. Padding around the logomark is important. Use a distance of at least the 1/2 the width or height of the logomark when next to other objects.
The green colour is strongly associated with nature, energy, growth, safety & environment. By adding a dash of yellow into the mix, we get the colour of ‘Electric Green’ — a colour that is meant to resemble the AutoFocus UI of drone apps, as well as convey the feeling of a humanitarian/eco-friendly yet ‘Techy’ company.
Choose a font size according to the medium
Align the logo height to the height of a “H” in the text
Set margins and gutter in the same number, or a multiple

Logo and margin sizes relate to the font size. The text height equals the full height of the logomark or the symbol. The margins define the clear space around the content areas. Depending on the format you can use one imagemark height of clear space all around the layout or a multiple. So 1x, 1.5 xor 2x the symbol height.

All content lives within the margins and sits one a baseline grid of 8px.
In addition to the Electric Green we of course have tone-in-tone colours of it, as well as complementary colors for UI, Branding & a Purple for when we need things to pop; for instance CTA’s on the web etc.

- **Silver White**
  - #F9F9F9
- **Dark Sea Black**
  - #101820
  - Black 3 C
- **Cool Grey 10 C**
- **Dusk Dark**
  - #3A3E43
  - 446 C
- **Pop Purple**
  - #4849D3
  - 2726 C
Approved logo color mix styles.
Neutral Combinations
Use with loud and contrasty typography and layouts

High Contrast Combinations
This works best in combination with simple and straight forward layouts
Thank you!