



BRAND GUIDELINES

The GDA Group mark, and how to use it.

For journalists, partners, counsel, event organisers and anyone else who reproduces the firm's mark. Every rule here is the rule the firm applies to itself.

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What is in this document.

The mark, its colourways and its limits; the palette with every contrast ratio computed; the typefaces; the language the firm uses about itself; and the terms on which the mark may be reproduced.

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ONE RULE ABOVE THE OTHERS

The mark is delivered as outline data. It is never re-drawn, never re-traced, and the name beside it is never re-set in live type — the lockup ships with the type already converted to outlines for exactly that reason. If the geometry is not the delivered geometry, it is not the mark.

A cube in a hexagon, and the firm's name beside it.

Two colourways and no third. The mark in #3355D8 on light grounds, and drawn in paper on the firm's navy. There is no monochrome variant and no greyscale variant; if the reproduction cannot carry the colour, use the reversed lockup on a solid dark field.

LOCKUP · PRIMARY



The primary asset. Use wherever there is a line's width for it — letterheads, signatures, delegate listings, navigation.

LOCKUP · REVERSED



The same drawing in paper, for the firm's navy and other dark grounds.

MARK · ON LIGHT



The mark alone, where the name is already present or will not fit: avatars, app icons, stamps.

MARK · ON INK



The mark alone, reversed.

Clear space is one mark-width, on every side.

Nothing enters it — not a rule, not a page edge, not another logo, not a line of type. Locked up with another organisation's mark, leave two mark-widths between them.



The dashed rule is drawn at exactly one mark-width — 16.8mm for the 46mm lockup shown, computed from the mark's own geometry rather than set to a fixed distance. Scale the lockup and the clear space scales with it.

MINIMUM SIZES

LOCKUP	34 px on screen · 12 mm wide in print
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MARK ALONE	24 px on screen · 8 mm in print
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BETWEEN TWO MARKS	Two mark-widths, minimum, in any co-branded lockup
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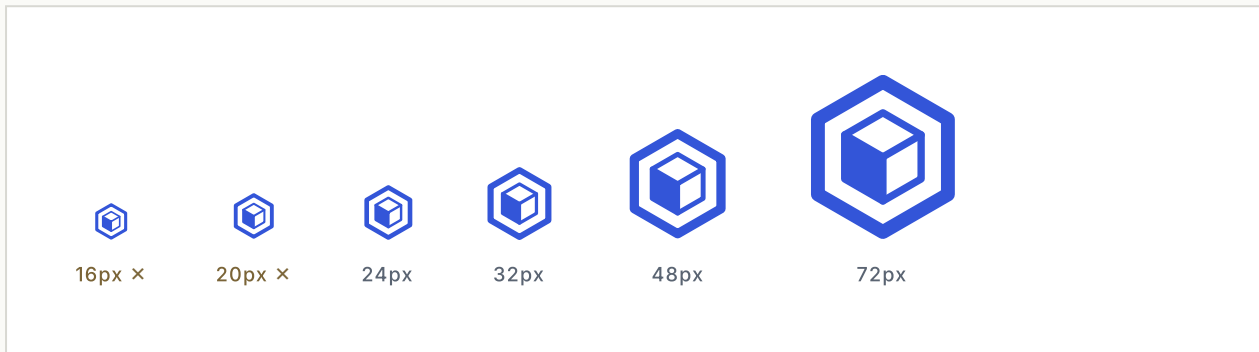
CO-BRANDING

Set the two marks on a shared optical centre line at matched *visual* weight rather than matched height — a wordmark and a symbol of the same pixel height rarely read as equals. Separate them by two mark-widths, or by a hairline rule at the same distance. Neither sits inside the other's clear space.

Order follows the relationship, not the alphabet: the host organisation's mark leads.

Below 24 pixels the mark closes up.

The mark carries three concentric outlines and an internal join. Those are what let it read at a letterhead's size, and they are what fill in at an icon's. The ladder below is measured, not estimated.



Shown at true relative scale. At 16 and 20 pixels the inner geometry is no longer legible and the mark reads as a solid shape.

STATED PLAINLY

Measured rather than estimated: below about 24px the inner strokes fill in and the mark reads as a solid shape. The favicon is this drawing at 16px, which is under that bar. A brand document that shows only the sizes that work is a brochure; this one shows where its own mark fails, because the reader needs to know which reproductions to refuse.

WHERE COLOUR IS NOT AVAILABLE

SINGLE COLOUR

Use the reversed mark on a solid dark field, or the mark in #3355D8 on white. Do not convert it to black, and do not screen it back to a grey.

ETCHING, EMBOSSING, EMBROIDERY

Use the mark alone at no less than 15 mm. Below that the internal join must be opened up by the fabricator, which is a change to the geometry and needs approval.

VERY SMALL SCREEN SIZES

Below 24 px, use the firm's initials set in Inter Bold rather than a mark nobody can resolve.

Seven things never to do to the mark.

01 Re-draw or re-trace it. It is outline data; if the geometry is not the delivered geometry, it is not the mark.

02 Re-set the name in live type beside it. The lockup is delivered with the type already outlined, for exactly this reason.

03 Stretch, condense, rotate or skew it.

04 Recolour it outside the two colourways delivered here, or apply a gradient, shadow, outline or bevel.

05 Place it on a photograph without a solid field behind it.

06 Use it below the minimum sizes on page 4.

07 Imply endorsement, partnership or a commercial relationship the firm has not confirmed in writing.

IF YOU ARE UNSURE

Ask before publishing. The pressroom answers the same day and will supply a file in whatever format the reproduction needs, including formats not in this document.

9 tokens, the mark's blue, and every ratio computed.

Gold is a scalpel, not a paint bucket: hairline rules, large numerals, active states, the seal. It is never a background fill and never appears in a gradient — there are no gradients.

TOKEN	HEX	RGB	ROLE	ON PAPER	ON INK
 ink	#0B1220	11, 18, 32	Primary text, and the formal ground	17.90	1.00
 paper	#FAFAF7	250, 250, 247	The page	1.00	17.90
 white	#FFFFFF	255, 255, 255	Raised cards	1.05	18.72
 mist	#EFEFEA	239, 239, 234	Sunk bands	1.10	16.23
 rule	#D8D8D2	216, 216, 210	Hairlines and dividers	1.37	13.08
 slate	#5A6472	90, 100, 114	Secondary text on light grounds	5.74	3.12
 slate-reversed	#8A94A6	138, 148, 166	Secondary text on ink	2.92	6.12
 gold	#A8894E	168, 137, 78	Rules, large numerals, active states, the seal	3.16	5.66
 gold-text	#7A6437	122, 100, 55	Gold as small text on a light ground	5.42	3.30
 mark blue	#3355D8	51, 85, 216	The mark, and the mark only	5.85	3.06

Ratios are WCAG 2.2 contrast, computed from the values in this table. Body text needs 4.5; large text and non-text need 3.0. A pair not listed has not been measured and is not approved.

NO CMYK OR PANTONE IS GIVEN HERE

A process or spot conversion depends on stock, ink and press, and a value typed into a brand document without a colour-managed proof is a number that will be wrong on somebody's press. Ask the pressroom and it will be converted against the actual print condition.

A display serif for what the firm says. A grotesque for how the page works.

DISPLAY Newsreader — Regular

INTERFACE Inter — Light, Regular, Medium, Bold

Newsreader carries an optical-size axis, so a caption and a headline are drawn for their size rather than scaled to it. It is used at Regular only: headings, pull quotes and large numerals. Inter carries everything the page does — body, navigation, labels, tables and buttons. Numerals are tabular wherever figures align in a column.

SUBSTITUTES

Where neither face is available — a partner's template, a regulatory filing, a system that permits no embedding — set the display face in **Georgia** and the interface face in **Helvetica** or **Arial**. Do not substitute a display serif of a different character, and do not set body copy in the display face.

SPECIMEN

Global capital for disruptive technology

GDA Group operates across private equity, public equity, debt capital and innovation — advising, investing and building the technology businesses that reprice established companies.

Concrete nouns, verifiable claims, and no adjectives doing a number's job.

THE REGISTER

Third person for the firm — *GDA advises*.
Sentence case headlines. No exclamation marks, no emoji. Every figure comes from the firm and carries an as-at date.

PREFERRED

Disciplined · institutional · long-term ·
principal · mandate · execution · stewardship ·
across the capital structure.

NEVER

Revolutionary · cutting-edge · moonshot ·
game-changing · rockstar · ninja · passionate.
And never *crypto* — the register is *digital asset capital markets, tokenization, market infrastructure*.

IMAGERY — THREE REGISTERS

Architecture and skylines. The financial capitals the firm operates in, low-angle or aerial, in ink-navy duotone.

Engraved precision. Guilloché, the security linework of share certificates and bank notes; topographic contours; ledger grids.

People, formally. One studio treatment, neutral backdrop, natural light, matched desaturation, the same crop ratio for every person.

NEVER

Stock photography of people pointing at charts, hologram interfaces, glowing globes, circuit-board brains, coins, rockets, starfields, neon glow, glassmorphism, floating 3D objects — and astronauts.

What you may do with the mark.

Granted without asking: factual reference to GDA Group — news coverage, a delegate or sponsor listing, a transaction announcement, a partner page, a conference programme.

Ask first: any use that implies endorsement, partnership, investment or a commercial relationship; any merchandise; any modification of the mark; any use in advertising.

FILES

VECTOR	SVG — the originals. gda.group/brand
RASTER	Transparent PNG, to 4096px. On request, or from the page above.
OTHER FORMATS	EPS, PDF, or a raster at a specific size — from the pressroom

SVG throughout, because the mark is outline data and a raster copy of it is a copy of one size. The lockups carry the name already converted to outlines, so they reproduce correctly without the typeface installed.

CONTACT

Pressroom — gda.group/pressroom

The current version of this document is always at gda.group/brand. If you have been sent a different GDA mark, that page is the one that is current.