



GOLDEN GLOBES

**BRAND STANDARDS
OCTOBER 18, 2024**

Every year, the Golden Globes 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.

LOGOMARK

PRIMARY
SECONDARY

LOGOMARK

PRIMARY - BLACK BG

This is the primary logotype.

The Golden Globes logo should not be altered in any way.

GOLDEN
GLOBES

GOLDEN
GLOBES

LOGOMARK

PRIMARY - WHITE BG

This is the primary logotype.

The Golden Globes logo should not be altered in any way.

GOLDEN
GLOBES

GOLDEN
GLOBES

LOGOMARK

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 Globes logo should not be altered in any way.

GOLDEN GLOBES

GOLDEN GLOBES

LOGOMARK

SECONDARY - WHITE BG

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

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SUMMARY

GOLDEN
GLOBES

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LOGOMARK

COLORS

Recommended logo color lock-ups are dependent upon 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.

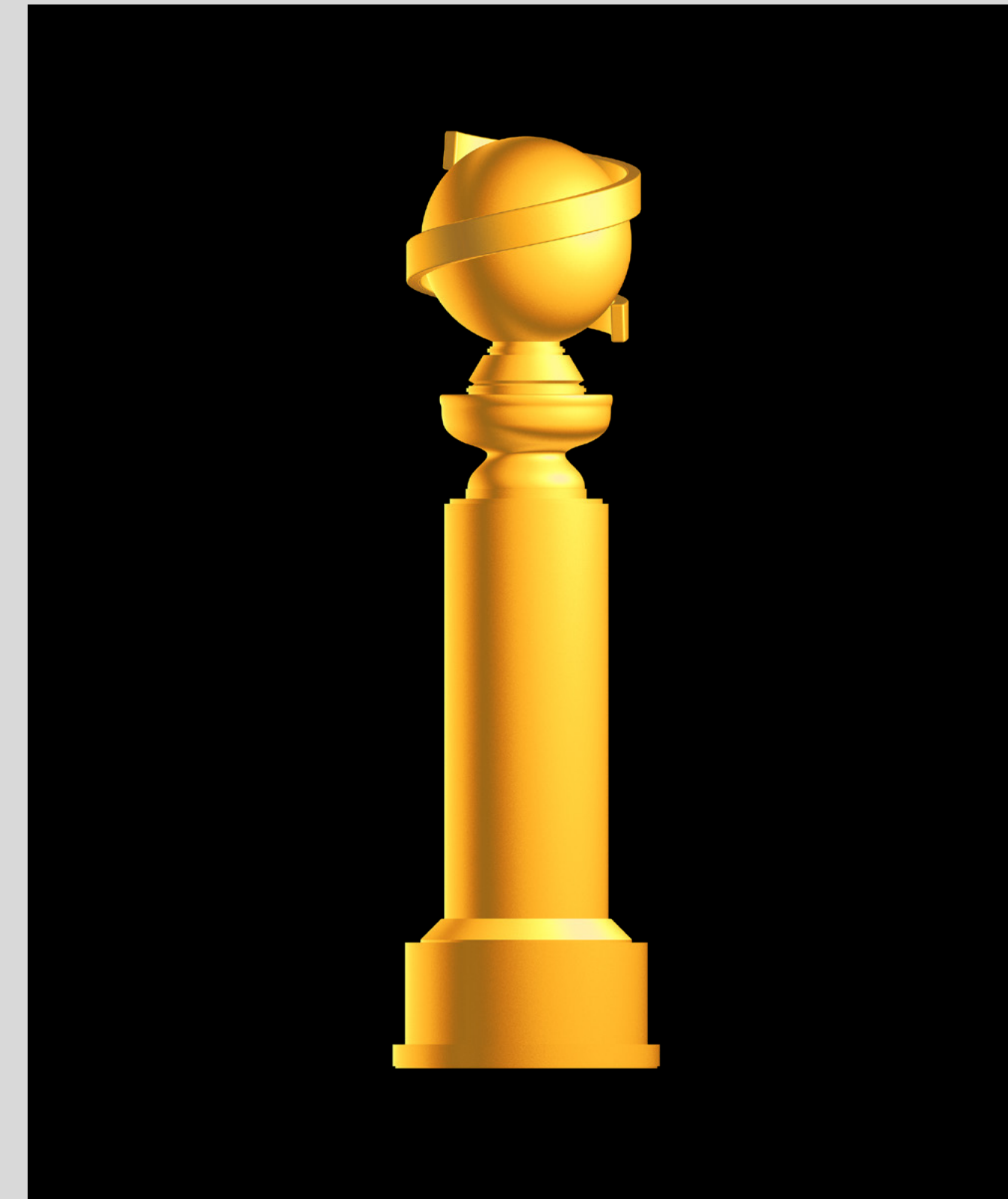


TROPHY MARK

TROPHY MARK

The trophy mark exists in two variations, one each for a black or white background.

Slight color toning differences exist between the files and these files should not be used interchangeably.



BRAND ASSETS

Logomarks can be downloaded at the link below.

[DOWNLOAD](#)