



# GOLDEN GLOBES

**BRAND STANDARDS  
NOVEMBER 26, 2025**



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.

A large, three-dimensional rendering of the Golden Globes logo. The words "GOLDEN" and "GLOBES" are stacked vertically in a tall, condensed, serif typeface. The letters are a bright yellow-gold color with a metallic sheen and a 3D effect, featuring shadows and highlights that give them depth. The letter "O" in "GLOBES" is replaced by a solid, three-dimensional golden sphere.A two-dimensional version of the Golden Globes logo. The words "GOLDEN" and "GLOBES" are stacked vertically in a black, tall, condensed, serif typeface. The letter "O" in "GLOBES" is replaced by a solid, flat golden sphere.



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.





## LOGOMARK

### SECONDARY - WHITE BG

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.

The image shows the Golden Globes logo in a large, gold-colored serif font. The word "GOLDEN" is followed by "GLOBES", where the "O" is replaced by a gold-colored globe icon with a subtle gradient and shadow.The image shows the Golden Globes logo in a medium size. The word "GOLDEN" is in black, followed by "GLOBES", where the "O" is replaced by a gold-colored globe icon.



**LOGOMARK**  
SUMMARY

GOLDEN  
GLOBES

GOLDEN  
GLOBES

GOLDEN GLOBES

GOLDEN GLOBES



# 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](#)