



# Brand Guidelines

## **STYLE GUIDE**

[ Brandbook ]

## [ Introduction ]

### About **Global LegalTech Hub**

The Global LegalTech Hub logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity. The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.



Global  
LegalTech  
Hub



Global  
LegalTech  
Hub

## [ The Logo ]

### Non-transparent

There are 5 colour options of the corporate logo.

- White square + blue typography
- White square + black typography
- Grey square + white typography
- Black square + white typography
- Blue square + white typography



Global  
LegalTech  
Hub



Global  
LegalTech  
Hub



Global  
LegalTech  
Hub



Global  
LegalTech  
Hub



Global  
LegalTech  
Hub

## [ The Logo ]

### Transparent

There are 4 color options of the corporate logo, with transparent typography.

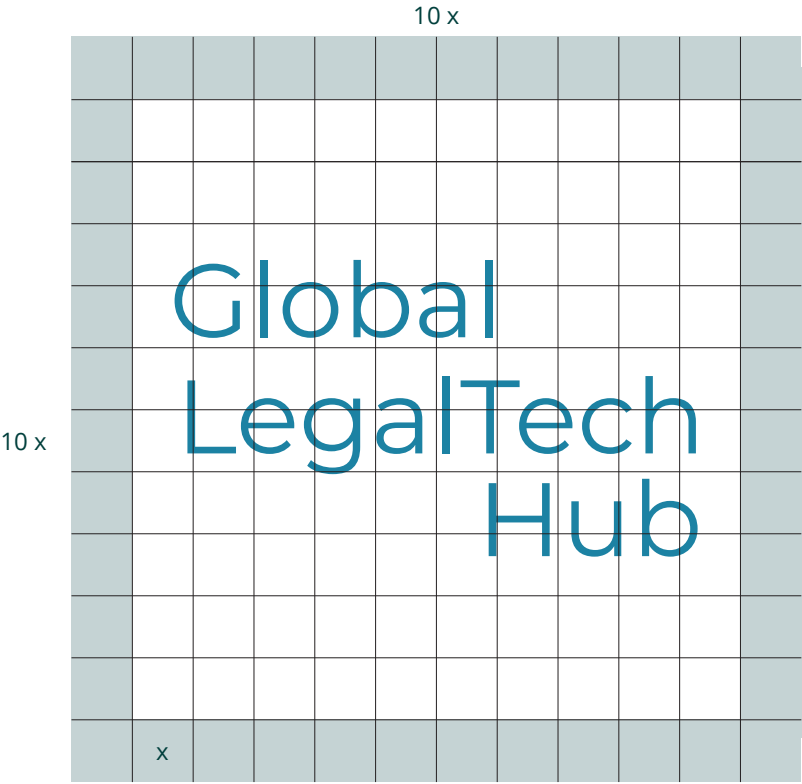
- Blue square
- Black square
- White square
- Grey square



[ Save Area ]

Clear space

The logo must maintain a clear 10 X space of “x”, in proportion with the size of the logo. (10”X”)



[ Correct applications ]

On corporate colours

The following examples are the only options for the **correct** applications of the corporate logo.

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

OK

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

OK

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

OK

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

OK

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

Global  
LegalTech  
Hub

OK

[ Correct applications ]

On non-corporate colours

The following examples are the only options for the **correct** applications of the corporate logo.

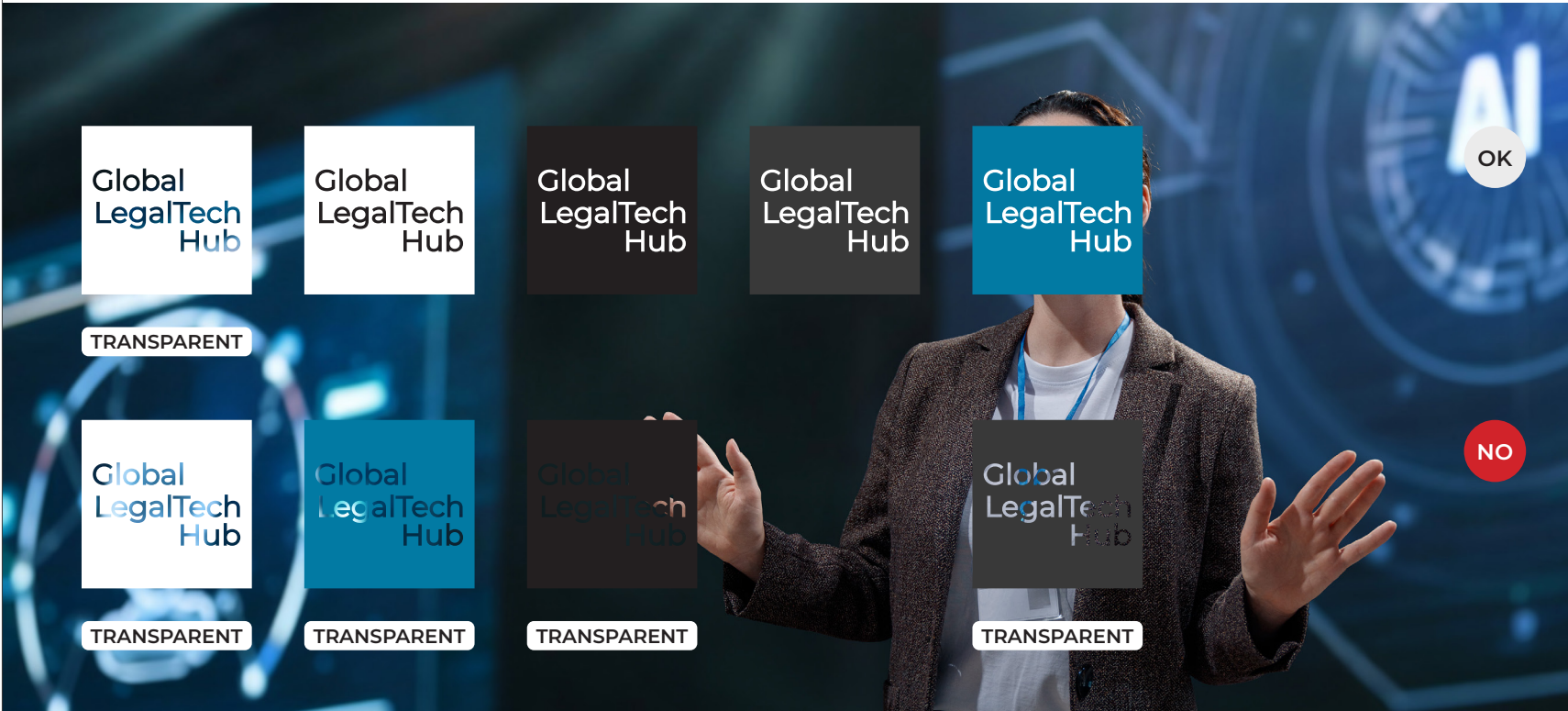
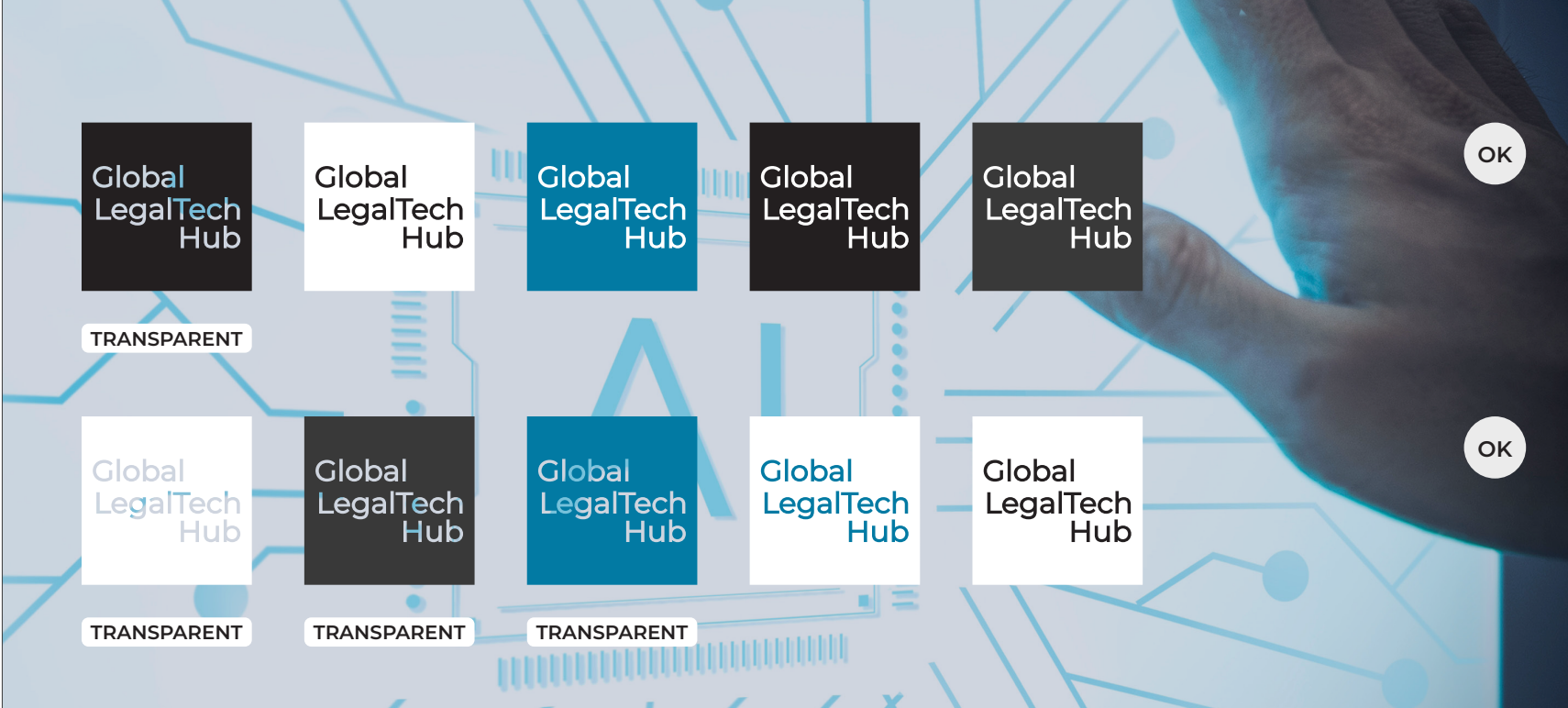
*Note: The square and the typography must be clearly identified.*



[ Applications on fotos ]

Or video

The following examples show the **correct** and **incorrect** applications of the corporate logo, on images or video.





[ Incorrect applications ]

Never to be applied

The following examples are applications that are not permitted to be applied under any circumstances.



DO NOT **TURN**



DO NOT **CHANGE THE POSITION OF THE ELEMENTS**



DO NOT **CHANGE THE SPACES BETWEEN THE ELEMENTS**



DO NOT **DEFORM**



DO NOT **APPLY ANY EFFECTS**



DO NOT **CHANGE THE COLOURS**



DO NOT **CHANGE THE FONTS**



DO NOT **APPLY AT AN ANGLE**



DO NOT **CHANGE THE SIZE OF THE ELEMENTS**

[ Color Palette ]

Solid  
Colours

- Use Pantone values for offset printing or for a vendor to reference for optimal color output.
- Use RGB values for digital outputs.
- Use HEX values for web outputs.
- Use CMYK values for printed outputs.

PANTONE - 114-6 C  
CMYK - 75 / 13 / 00 / 35  
GRB - 28 / 130 / 163  
HEX - #1D82A3

Corporate  
Blue

PANTONE - 294 C  
CMYK - 94 / 68 / 21 / 43  
GRB - 17 / 48 / 99  
HEX - #113063

Dark  
Blue

PANTONE - Process Black C  
CMYK - 00 / 00 / 00 / 100  
GRB - 0 / 0 / 0  
HEX - #1D82A3

Black

PANTONE - 447 C  
CMYK - 62 / 50 / 94 / 61  
GRB - 57 / 57 / 57  
HEX - #000000

Grey

PANTONE - 114-6 C  
CMYK - 75 / 13 / 00 / 35  
GRB - 255 / 255 / 255  
HEX - #000000

White

## [ Color Palette ]

### Gradient

- Use Pantone values for offset printing or for a vendor to reference for optimal color output.
- Use RGB values for digital outputs.
- Use HEX values for web outputs.
- Use CMYK values for printed outputs.

Corporate  
**Blue**



Dark  
**Blue**

## [ Typography ]

### Brand elements

This phonts are the used on the  
corporate elements of the brand.

- Logo
- Other brand logos

# Montserrat Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
.,:;!¿?"@#%&/()=[ ]{}+~\_<>

# Montserrat Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
.,:;!¿?"@#%&/()=[ ]{}+~\_<>

# Montserrat SemiBold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
.,:;!¿?"@#%&/()=[ ]{}+~\_<>

## [ Graphic Elements ]

### Primary icons

Use icons that have a design created with an outline and a transparent filling.

When applying different icons, the thickness of the lines must be the same.



[ OUR **BRANDS** ]

[ 5 year anniversary ]

Special logo  
The 5 year anniversary logo

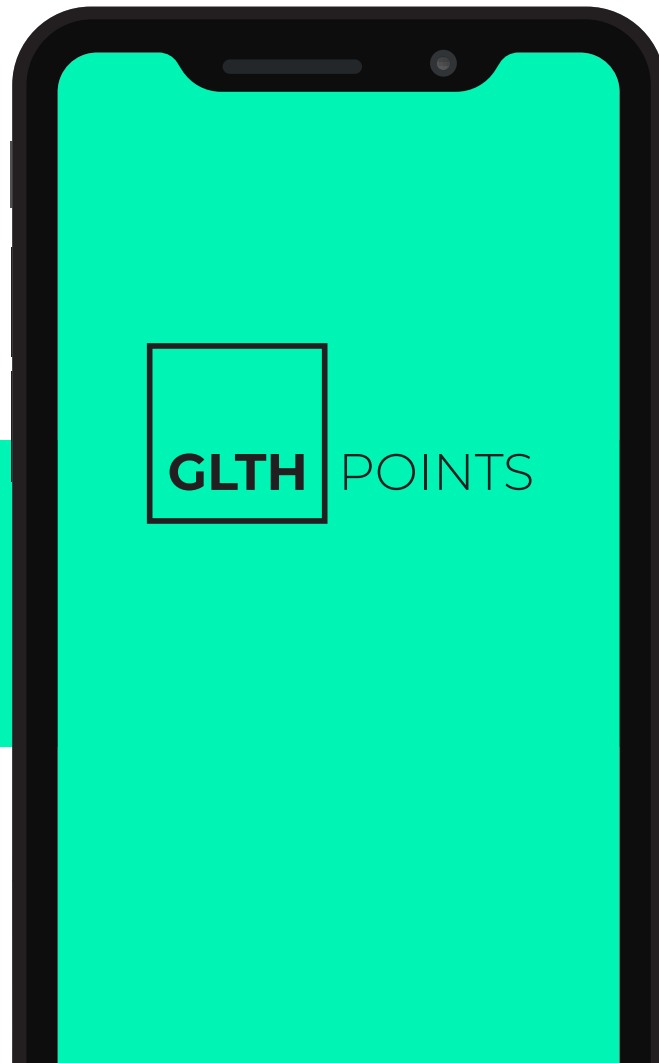
This logo i to use during  
th e5th year anniversary  
of the Hub. (2025)



## [ GLTH Points ]

GLTH is actively creating the world's largest legaltech hub, starting with two dynamic cities: Madrid and Barcelona. These cities stand at the forefront of the intersection of law and technology, representing Europe's gateway and serving as a natural bridge to America and Asia.

- **Colour:** Fluo Green
- **Typography:** Fluo Green & Black
- **Logos:** Fluo Green & Black



Main colour  
**Fluo Green**  
GRB - 0 / 246 / 180  
HEX - #00f5b5



## [ Spanish Space ]

Spanish space is the space dedicated to the Spanish-speaking legaltech ecosystem in Latin America and Spain. All the content that is included under the SS carries the yellow color as a distinctive.

- **Colour:** Yellow + Dark Blue
- **Typography:** Yellow & white
- **Logos:** White or Yellow

Global  
LegalTech  
Hub

SPANISH

Global  
LegalTech  
Hub

SPANISH

Main colour

**Yellow**

GRB - 255 / 207 / 0

HEX - #FFCF00

Secondary colour

**Dark Blue**

GRB - 255 / 207 / 0

HEX - #FFCF00

## [ GLTH Latam Chapter ]

The Latam Chapter is the first chapter of the GLTH in Latin America.

- **Colour:** Dark Yellow
- **Typography:** Yellow & white
- **Logos:** White or Blue + Yellow

Global  
LegalTech  
Hub

LATAM

Global  
LegalTech  
Hub

LATAM

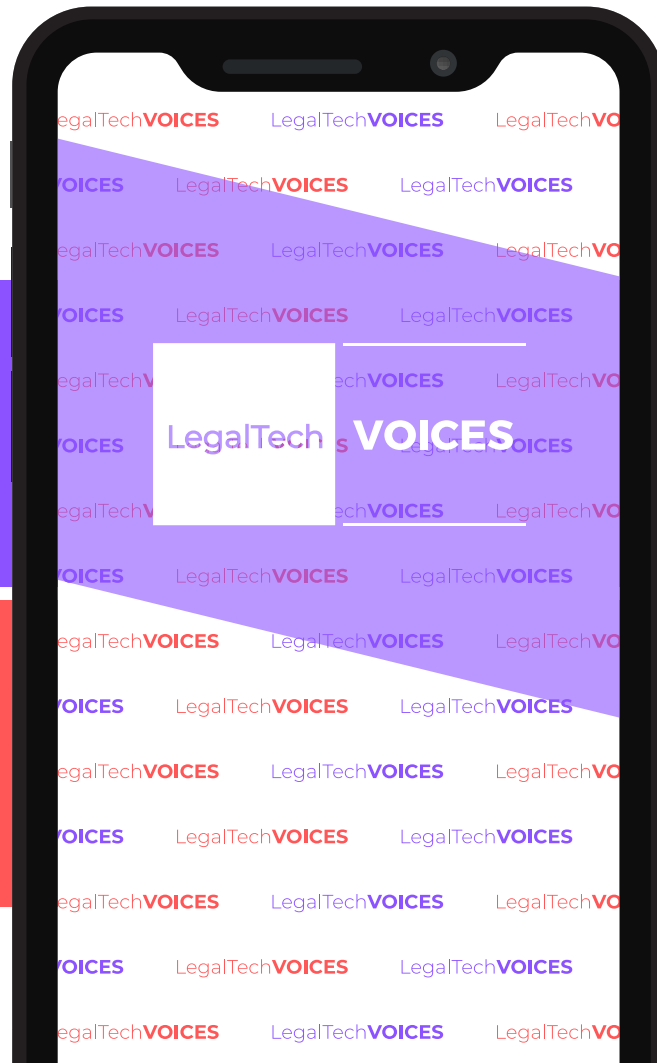
Main colour  
**Dark Yellow**  
GRB - 255 / 160 / 0  
HEX - #FFA000

Secondary colour  
**Corporate Blue**  
GRB - 28 / 130 / 163  
HEX - #1D82A3

## [ Legaltech Voices ]

Legaltech Voices is a campaign of visibility and dissemination of legaltech profiles that is carried out online through the GLTH social networks.

- **Colour: Purple + Pink**
- **Typography: Colours & white**
- **Logos: Colours + White**



LegalTech VOICES

LegalTech VOICES

Main colour  
**Purple**  
GRB - 140 / 82 / 255  
HEX - #8B52FF

Secondary colour  
**Pink**  
GRB - 255 / 87 / 87  
HEX - #FF5656



# Brand Guidelines

## **STYLE GUIDE**

[ Brandbook ]