



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.

The logo consists of the words "Global", "LegalTech", and "Hub" stacked vertically in a white, sans-serif font. "Global" is on the top line, "LegalTech" is on the second line, and "Hub" is on the third line. The text is centered within a solid blue square.

Global
LegalTech
Hub

The logo consists of the words "Global", "LegalTech", and "Hub" stacked vertically in a blue, sans-serif font. "Global" is on the top line, "LegalTech" is on the second line, and "Hub" is on the third line. The text is centered within a solid white square.

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.

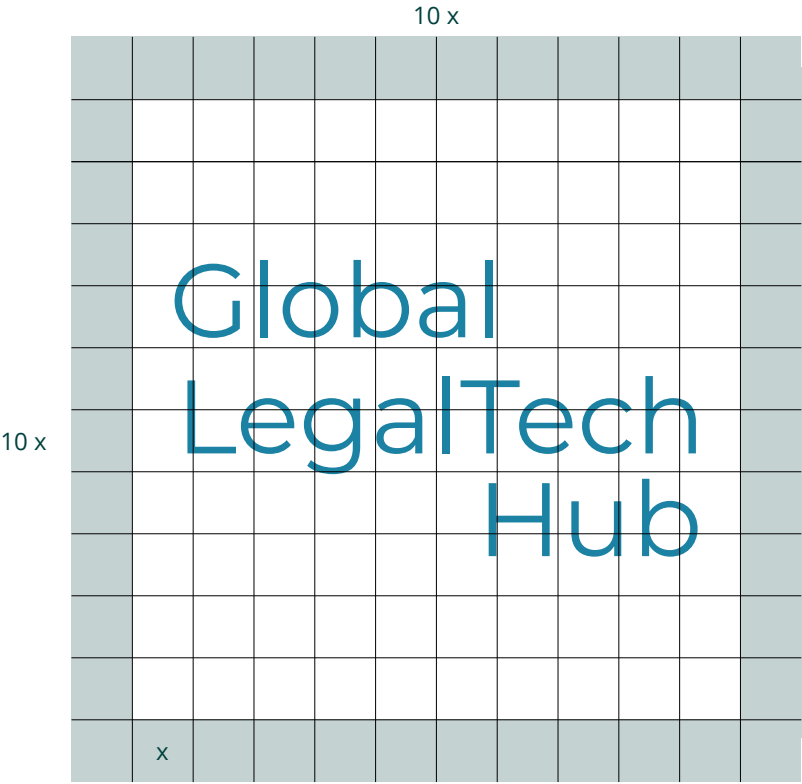
- Blue square
- Black square
- White square
- Grey square



[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.

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

OK

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

OK

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

OK

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

TRANSPARENT

OK

Global LegalTech Hub

TRANSPARENT

Global LegalTech Hub

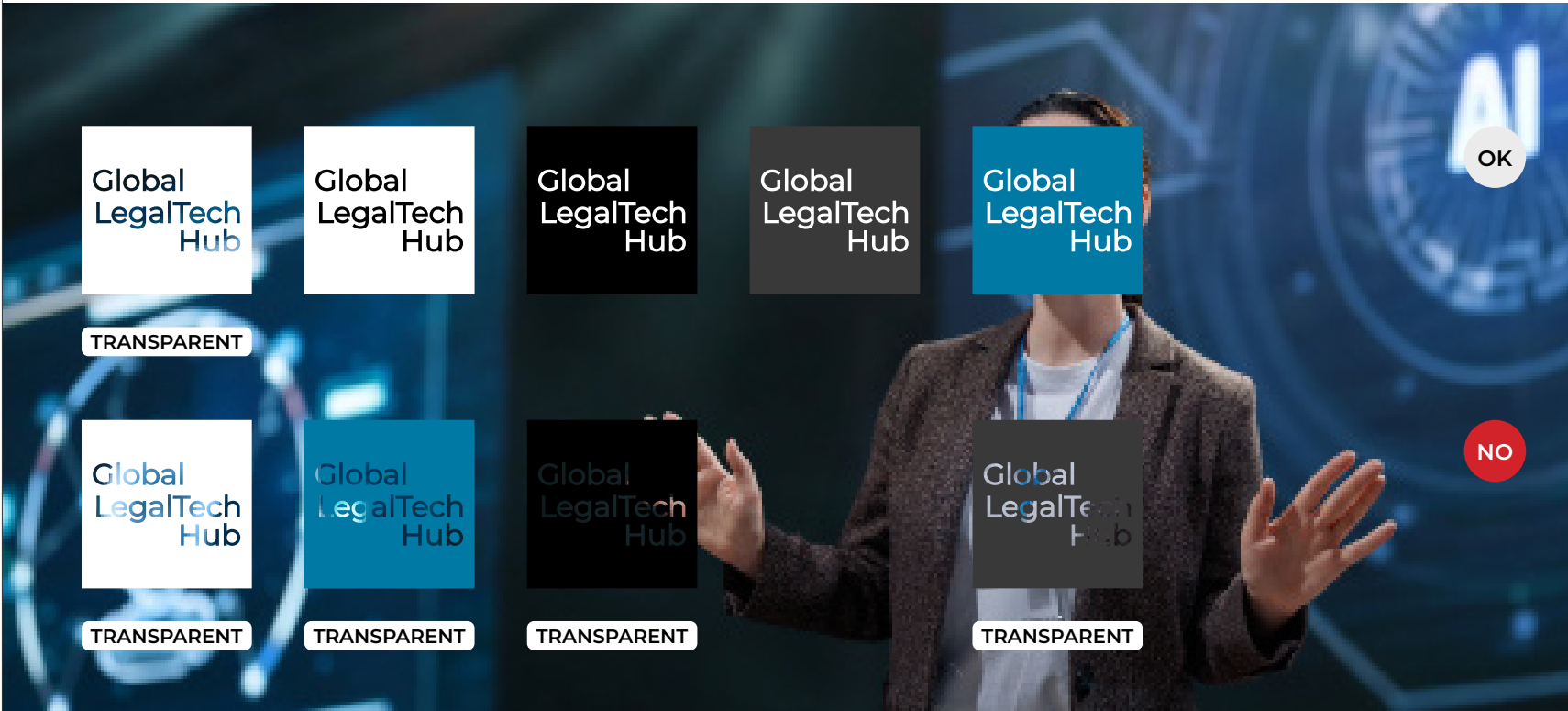
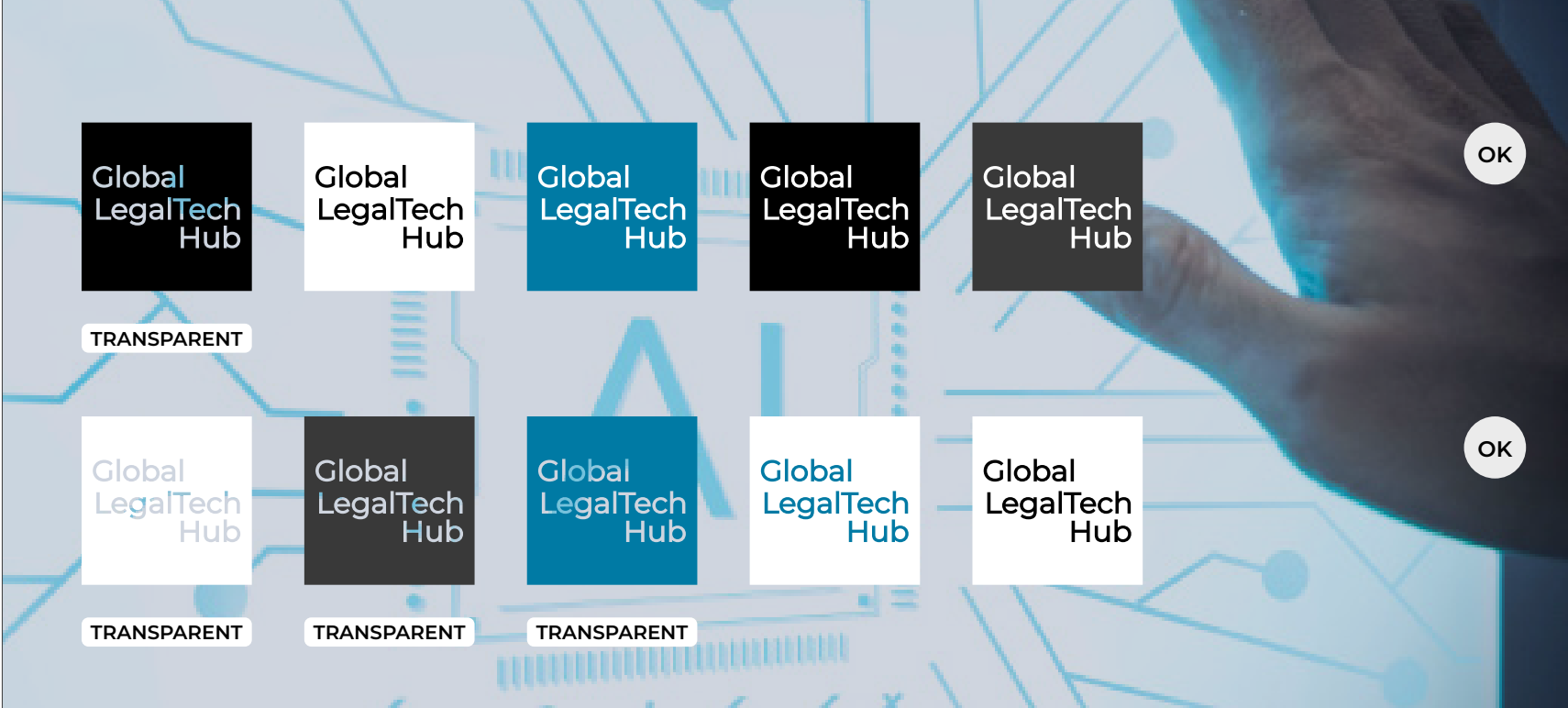
TRANSPARENT

OK

[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 aplying different icons, the thickness of the lines must be the same.



[OUR **BRANDS**]

[5 year anniversary]

Special logo
The 5 year anniversary logo

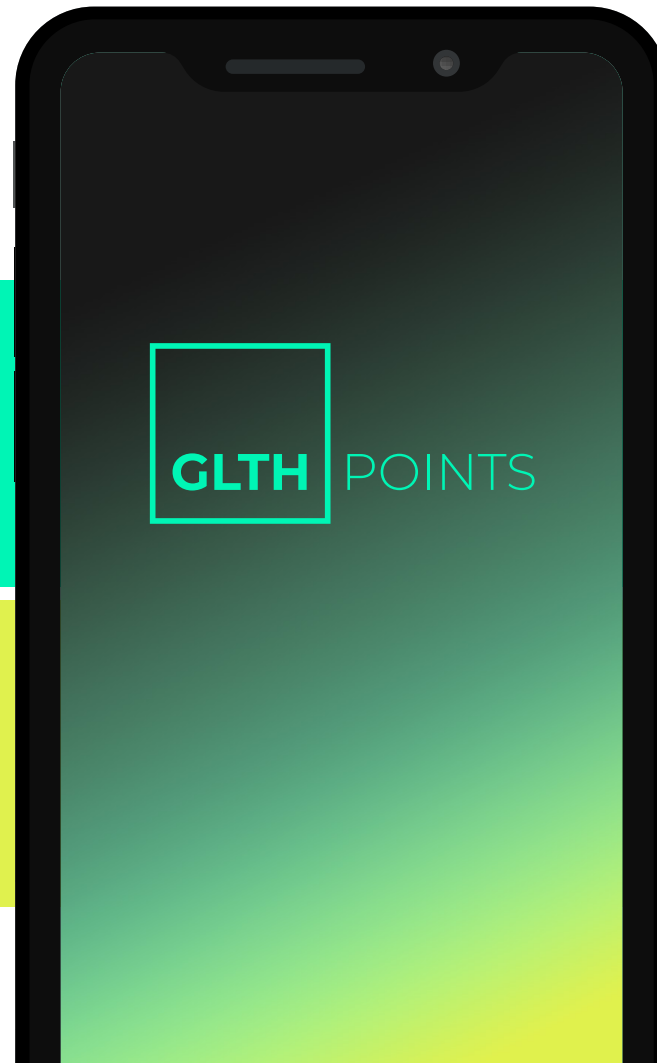
This logo i to use during
th e5th year anniversary
of the Hub. (2025)



[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, Lime Green & black
- **Typography:** Fluo Green & Black
- **Logos:** Fluo Green & Black



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

Secondary colour
Lime Green
GRB - 224 / 241 / 78
HEX - #E0F14E

[GLTHday]

GLTHday is the annual global GLTH event.

The colour combination changes every year.

- 2025 Colours: Combination of colours from previous years
- Typography: White
- Logos: White or Gradient



Corporate Blue

GRB - 0 / 122 / 164

HEX - #007aa3

Magenta: DAY 2024

GRB - 234 / 60 / 103

HEX - #eb3d66

Green: DAY 2023

GRB - 138 / 198 / 148

HEX - #8ac794

Purple: DAY 2022

GRB - 100 / 41 / 131

HEX - #632982

Darker Blue

GRB - 29 / 31 / 61

HEX - #1c1f3d

[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

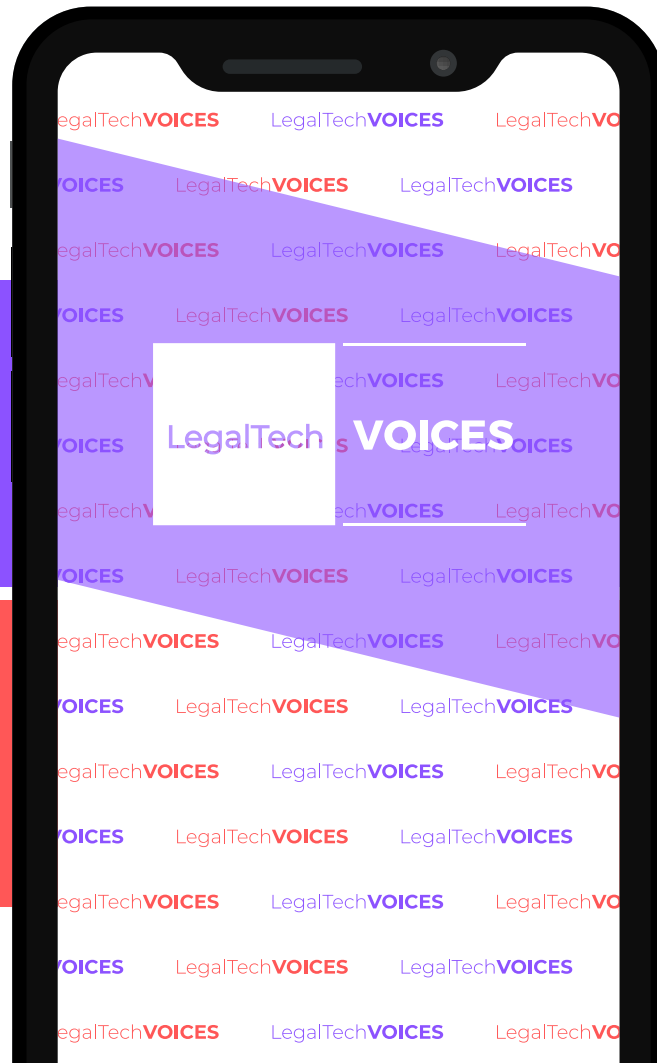
Main colour
Dark Yellow
GRB - 255 / 160 / 0
HEX - #FFA000

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]