

TOP 100 GLOBAL

Brand Guidelines

VISUAL IDENTITY / 2026



International Community of Leaders

TOP 100 GLOBAL is an international platform bringing together professionals, entrepreneurs, opinion leaders and brands from different countries. The brand is built around professional recognition, international connections, collaboration and new opportunities.

The visual language combines prestige, modernity and global scale while maintaining the brand's recognizable connection with gold, awards and international events.

RECOGNITION

LEADERSHIP

CONNECTIONS

SCALE

Logo

01 / PRIMARY VERSION



02 / ON LIGHT BACKGROUND



03 / MONOCHROME VERSION



Colour Palette

01

TOP 100 GOLD

#B8945A
RGB: 184 / 148 / 90

Primary accent

02

WARM IVORY

#F3EEE4
RGB: 243 / 238 / 228

Primary light

03

OBSIDIAN

#0B0B0C
RGB: 11 / 11 / 12

Primary dark

04

GRAPHITE

#232224
RGB: 35 / 34 / 36

Secondary dark

05

WARM STONE

#9C9891
RGB: 156 / 152 / 145

Secondary text

Typography

01 / HEADINGS

Prata
Regular / 400

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

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abcdefghijklmnopqrstuvwxyz

0123456789

02 / BODY TEXT

Commissioner
Regular / 400

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
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03 / UI & LABELS

Lato
Regular / 400

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