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Global Payments Introduces New Brand Identity

Brand refresh signals transition from family of brands to unified global identity

ATLANTA--(BUSINESS WIRE)-- Global Payments Inc. (NYSE: GPN), a leading worldwide provider of payment technology and software solutions, introduced an updated visual identity and logo that features a bolder and brighter look.

This brand evolution marks a new era at Global Payments in which its businesses and solutions will go to market under a common brand, reflecting the company's more focused and streamlined strategy that promotes clarity in the market about who the company is and what it does: Provide innovative commerce enablement solutions to businesses worldwide.

Global Payments is also introducing a new rally cry –*Already on it.* – that embodies its focus on anticipating customer needs as it delivers market leading commerce enablement solutions to merchants worldwide.

“Our new look reflects the essence of our business transformation, having unified our operating model globally so that we can go to market as a single business under a common brand,” said Cameron Bready, CEO of Global Payments. “We are incredibly proud of the work we have done to position our company for ongoing success, pivoting to a more focused, nimble business delivering innovative solutions and exceptional service as we live out our *Already on it* rally cry.”

The new brand was unveiled in connection with the release of Genius, the company's new POS platform that unifies Global Payments' POS products into an all-in-one, intuitive and highly configurable solution.

The new logo features an arc and ping above the “g,” symbolizing Global Payments' forward momentum and precision. It builds on the equity of the preceding version while introducing an evolved, unified aesthetic that reflects the company's transformation.

To experience the refreshed brand look, view [this video](#).

About Global Payments

Global Payments (NYSE: GPN) helps businesses around the world enable commerce and provide exceptional experiences to their customers. Our payment technology and software solutions enable merchants, issuers and developers to deliver seamless customer experiences, run smarter operations and adapt quickly to change. Because if it has anything to do with commerce, we are already on it.

With 27,000 team members across 38 countries, we have the scale and expertise to help businesses grow with confidence. Headquartered in Georgia, Global Payments is a Fortune 500® company and a member of the S&P 500.

Learn more at company.globalpayments.com and follow us on [X](#), [LinkedIn](#) and [Facebook](#).

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