1. LOGO
Overview

Primary Logo
The preferred logo and should be used whenever possible.

Stacked Logo
This should be used where there is not enough horizontal space for the primary.

Marque and Bug Logo
These can be used when it requires a small logo like social profiles. They are two different logos.

Secondary Wordmark
This can be used where there isn’t enough space for the primary due to the marque.
1. LOGO
Spacing & Sizing

1.2” or 100px

0.8” or 70px

Note:
Make sure there is white space equal to the width of the wordmark “D” (or 2x for the marque and bug) around the logos at all times. Refrain from using any of the logos at smaller than any of the “ measurements for print and pixel sizes for web.
1. LOGO
Color Variations

Note:
All logos have the same color variations. No new color combos may be used without approval from the Creative Studio.

**Demandbase**
Primary color variation, use whenever possible.

**Demandbase**
For use on low contrast backgrounds.

**Demandbase**
Reverse, colored logo for dark backgrounds.

**Demandbase**
For use when color is not an option, ie: embossing, etc.

**Demandbase**
For use when color is not an option, on dark backgrounds.
1. LOGO

DBTV

Note:
All DBTV Logos come in reversed coloring options.
2. COLOR

Overview

- WHITE
  - HEX: CDC1DF
  - RGB: 205/193/223
  - CMYK: 22/26/1/0
  - PMS: 263 C

- GRAPE
  - HEX: C2D5D7
  - RGB: 194/213/215
  - CMYK: 32/9/15/0
  - PMS: 552 C

- FUSCHIA
  - HEX: D4E0D1
  - RGB: 212/224/209
  - CMYK: 21/6/21/0
  - PMS: 621 C

- DUSK
  - HEX: BFD737
  - RGB: 191/218/51
  - CMYK: 35/0/100/0
  - PMS: 2299 C

- LIME
  - HEX: 353944
  - RGB: 53/57/68
  - CMYK: 85/65/45/50
  - PMS: 432 C

- RICE
  - HEX: D425A3
  - RGB: 212/37/163
  - CMYK: 10/100/0
  - PMS: 240 C

- CELERY
  - HEX: 5100FF
  - RGB: 80/0/255
  - CMYK: 85/80/0/0
  - PMS: 7670 C

- SKY
  - HEX: E4E0D9
  - RGB: 228/224/217
  - CMYK: 50/1/100/20
  - PMS: Cool Gray 1 C
3. TYPOGRAPHY

Overview

Headline font: DB Deca Curves

Small titles & Subheading font: Lexend Bold

Body font: Inter regular

CTA font: Inter Regular

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
4. Visual Language

Shapes

Note:
The shapes can be made any of the colors in the brand.
4. Visual Language

Shapes in use

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**Budget Allocated vs Revenue Delivered by Company Size**

- Marketing Budget
- ABM

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**Focus of Account Based Programs**

- Both new and existing customer expansion: 55%
- Existing customer expansion only: 9%
- New customer expansion only: 35%
4. Visual Language

Icons:

- Values Innovate w/ Intention
- Values We Make Customers Successful
- Predictive Analytics
- Segmentation Alternate
- Segmentation
- B2B DSP
- Account ID
- Find Accounts
- Intent
- Values We Do What We Say We'll do
- Too Big to Fail
- DSP for B2B
- Medal
- Chip
- Savings Calculator
- Engage Targets
- Chart
- TimeClock
- Checks
- Granular Intent Data
- Black Cellphone
- Journey Stages
- Sales Activity Tracker
- Post Sales Launch Rocket
- Org Chart
- Stonks
- GTM Ecosystem 1 solution
- Expand and Retain
- Calculator
- Calendar
- Close Deals
4. Visual Language
Icons Cont.

AI-ML  Cookieless 2  Understand  GTM Ecosystem Integrations  Expertise Large  Accurate Complete Relevant Trusted 2  Money

B2B DSP Spend Optimization  Hand Click  Neutral Person  Unhappy Surprises Hate Surprises  Measure Large  B2B DSP Transparency  White Cell Phone


Contacts  Quote  Data Stream  Complete Relevant Trusted  Attribution  Company Information  Privacy
4. Visual Language
Icons Cont.

Data Integrity  Orchestration  Security  Personalization Horizontal  DSP Spend Optimization 2  Account Intelligence Right  Account Intelligence Left

Firmographics  Account Identification  Personalization  GTM Ecosystem  Technographics  Cry Happy Tears  Sales Teams Love

Solutions for Industry Large  Reach the Right People  For Sales  For Marketers  Cookieless  Solutions for Industry  Atom 1

Atom 2  Measure  Work and Scale  Accelerate  Build B2B  Values We Win Together  Values We are Real
4. Visual Language
Deebee
5. Applications

Sales Reps practicing ABX are armed with more data and insight than ever before — they know which target accounts to reach out to and when. If multiple prospects at a salesperson’s top account suddenly visit the website, both the sales rep and the Marketing team get one consolidated account-level alert and can both coordinate their messages seamlessly. And with intent data, you can get alerts if prospects are researching on other companies’ websites, including your competitors, too. Sales teams who practice ABX spend their time focusing on qualified target accounts instead of qualifying bad leads who, for example, filled out a form once, just to read an asset, but have zero ability to buy.

Proof that ABX works:

ABX drives Sales and Marketing together:
Tighter alignment between marketing and sales is the primary value demonstrated from ABM today — Forrester

ABX savvy Sales teams have higher win rates.
Organizations report, on average, a 48% higher win rate from their account-based efforts, and create opportunities in 23% of target accounts — Forrester

Companies that practice ABM for sales are 67% better at closing deals — Marketo

ABX salespeople close bigger deals.
91% of ABM teams among larger deals close to ABM, with 23% saying deal size has increased by 50% — SiriusDecisions
5. Applications

Web
5. Applications

Infographics

5 Reasons Why Account-Based Experience (ABX) Matters

But first, what is ABX?

Account-Based Experience (ABX) is a go-to-market strategy that uses data and insights to orchestrate relevant, trusted Marketing and Sales actions throughout the B2B customer lifecycle.

GTM strategy
A fundamental strategy that spans all your go-to-market efforts, not a simple campaign or tactic.

Marketing and sales
An orchestrated process includes Marketing, Sales and all customer-facing teams.

B2B customer lifecycle
Touches all aspects of the full customer journey, from brand to post-sale expansion.

Data and insights
Uses research and AI to identify when and how to engage and what to buy.

Relevant and trusted
Engages business buyers in a trusted way, on their own terms.

It’s a customer-centric rethinking of an account-based go-to-market — one that combines the engageability of inbound marketing with the precision and targeting of Account-Based Marketing.

The experience your accounts have with your brand as they move through the buyer’s journey is the key driver of revenue, retention, and satisfaction.

Customer Experience (CX) is all the rage. And for good reason. Businesses that invest in creating great experiences have better revenue, retention, and satisfaction than businesses that don’t.

6 Types of Technographic Data Insights and 13 Key Ways Businesses Can Use Them

What is Technographic Data?

Technographic data, or technographics, provides a detailed understanding of the hardware and software used by target accounts.

With this insight, data-driven B2B sales and marketing teams can plan more effective campaigns and outreach strategies — leading to more valuable wins.

6 Types of Technographic Data Insights

1. Installed base
The technologies used by your target accounts and the customers of a particular technology service or product.

2. ISV/SI intelligence
The Independent software vendors and system integrators that can be your most influential partners, defined by revenue, spend, and technology category specialization.

3. IT spend
Insights into each target account’s current spend on technology infrastructure and competing tech.

4. Skillsets
The technology skill sets that are in high demand at your target accounts.
5. Applications
Merchandise
5. Applications
Merchandise Cont.

Primary logo for merchandise

Secondary logo for merchandise

Bug logo for merchandise

Outlier logo for merchandise

Lime 2299 C
CMYK color
(22%,0%,100%,16%)

Dusk 432 C
CMYK color
(22%,16%,0%,73%)
Questions?

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Slackovic@demandbase.com

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