Visual Brand Guidelines
July 26th 2023

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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

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
Non Device Variations
Used when combined for logo lockups
*see next page for examples

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.

DBTV
What Customer Success Really Looks Like

DBTV
Why We Chose Demandbase

DBTV
I’m Thinking Of...

DBTV
DB on DB

DBTV
DB on Demand

DBTV
It’s All B2B 2 Me

DBTV
DB Live

DBTV
5 Questions 4...

DBTV
The ABXperience

DBTV
Sunny Side Up
2. COLOR

Overview

WHITE

GRAPE

FUSCHIA

DUSK

LIME

RICE

CELERY

SKY

LILY

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

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

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

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

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

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

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

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

Headline font: DB Deca Curves

Lorem ipsum dolor sit amet

Small titles & Subheading font: Lexend Bold

Lorem ipsum dolor sit amet

Body font: Inter regular

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.

CTA font: Inter Regular

Lorem ipsum dolor sit amet

Read now
4. Visual Language

Shapes

*Note:*

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

Shapes in use

Budget Allocated vs Revenue Delivered by Company Size

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

- AI-ML
- Cookieless 2
- Understand
- GTM Ecosystem Integrations
- Privacy
- 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
- B2B Never Stands Still
- Chat Bubble
- Look Sir Droids
- Man
- GTM Ecosystem Expertise
- Woman
- B2B DSP Pricing model
- Contacts
- Quote
- Data Stream
- Complete Relevant Trusted
- Attribution
- Company Information
4. Visual Language

Icons Cont.
4. Visual Language

Icons Cont.
4. Visual Language

DeeBee

Meet DeeBee, the brand mascot who helps introduce concepts in a friendly and approachable manner. DeeBee goes by they/them.
4. Visual Language

Meet Demandbase Piper B2B DSP, the only demand side platform (DSP) built specifically to support the complexities of B2B advertising. Always on target, Piper stands for Pipeline + Revenue. Who doesn’t want that?

* In addition to Piper’s standard form, Piper (like DeeBee) can be enhanced with additional elements to suit the needs of messaging and purpose.
4. Visual Language

Characters

Visual representation of our customers

Jordan  Alex  Julian  Hannah
5. Applications

Ebook

**Demandbase**

**A Short – but Hot! – Guide to How Demandbase Buying Group AI Will Change The Game** (We're looking at you, sales and marketing)

Leads are too narrow. Accounts are too broad. Buying groups are just right.

**Buying Groups are the next big thing in B2B and Demandbase is on top of it. That’s hot.**

**Sections and Demandbase have both gone on the record about the size of buying groups and the participation of purchase influencers as cornerstone buying behaviors, respectively.** The research has spiked, and numbers don’t lie: buying groups will have the greatest impact on go-to-market strategies since account-based marketing.

And so... we’re coming HOT.

The new format.

Say hello to Demandbase Buying Group AI — a new revolutionary functionality that focuses on all modern B2B accounts across industries. Its potential is staggering.

What will Demandbase Buying Group AI Enable?

Leveraging the power of AI, Demandbase will be able to generate Buying Groups based on personas and roles within the buying process for specific offerings. This will lead to:

- **Identify new opportunities.**
- **Optimize campaigns.**
- **Personalize touchpoints.**

**Smarter GTM™ is Account-Based**

B2B is fundamentally different from B2C in regard to the complexity of how companies buy.

In every company B2B there are many buying influencers that don’t directly relate to the buying process. These individuals may be involved with the sale or may not. Demandbase’s exclusive data can now distinguish these influencers from those that have already purchased.

**The Goldilocks approach**

B2B marketers have realized leads and accounts are no longer the train wreck.

Or, how famous marketing and account-based marketing were important advancements in B2B marketing practices — but they are insufficient and insufficient for today’s B2B marketers.

Why? B2B buyers are always buying. In groups rather than as individuals and B2B purchases now include an average of 6 to 12 decision makers, or more.

**The typical range of hot sauces includes:**

- MILD
- MEDIUM
- HOT

As they testing her tolerance levels, she might find that the ‘Mild’ is still too spicy and want a change from her usual dijon mustard.

Deciding to be bold, she grabs the ‘Hot’ bottle and quickly realizes she’s made a mistake. Reverting to such high heat made no sense.

After hearing some milk to calm down her burning taste buds, she decides to go the ‘Medium’ bottle of hot sauce a chance. And wouldn’t you know? This was exactly what she was looking for.

How does Demandbase help us understand our new hotness?
5. Applications

Web

See how the Demandbase One™ Go-to-Market Platform helps you hit your revenue goals with fewer resources.

5 account-based go-to-market challenges. 5 short videos on how Demandbase One™ can help.

Our go-to-market platform works with all your favorite tech.

How our go-to-market platform works in the real world...

Flexible & Transparent Go-to-Market (GTM)

Don’t Settle for a Black Box You Can’t Tailor or Explain

Here’s why customers choose us.

Get the go-to-market platform that adapts to you. Not the other way around.

Sellers
- Create a clear pipeline
- Close more deals faster
- Use data to personalize

Marketers
- Wow tighter quality pipe
- Acquire new customers
- Cross-sell & up-sell

Customer Success
- Manage everyone’s expectations
- Engage everyone across the organization

Like to win? Put us to work for you.

1000+
Lead Customers

10k
Active Professionals

1000+
Active Community Members

4.9
Customer Success

367%
Average Conversion Rate

200+
OMG! Zebra Citizens

Create custom predictive models overnight

Put our machine learning to work extracting patterns from your data, combined with ours, and you’ll get tailored recommendations that reflect your unique business, by segment, without an expensive custom modeling program.

Understand exactly why every account is recommended

You can’t light up a dark funnel with black box. That’s why Demandbase makes it easy to understand why accounts are highlighted. Don’t settle for scores you can’t explain.

Understand what activities contributed to each account’s predicted score.

See engagement metrics that show how much time spent with you, and customize the formulas to weigh important activities higher.
5. Applications

Infographics

Meet Alex, sales rep extraordinaire

9am – Attend meetings and calls with prospects
Alex starts her day attending meetings and demos with prospects. She actively listens to their pain points and demonstrates how her product can help address them.

10am – Respond to emails
After her scheduled calls, Alex reviews her to-do list for the day and spends some time responding to emails. She sets up additional appointments and ensures she stays on top of her target account list.

9:30 am – City Selection
Julian notices the tier 4 accounts in NYC have a lot of engagement and plans to see the breakdown of accounts to build his event.

10am - Utilize Intent
It’s easy for Julian to review the levels of intent from traffic across different keywords. This allows him to determine the right messaging and get ideas for content that is relevant to his audience.

11am - Create a Personalization Experience to Increase Registration
Julian wants to maximize engagement for his event registrations. He can easily create personalized experiences with tailored content to keep visitors engaged on-site.

Learn more about Demandbase Personalization.
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?

Reach out to

Sr. Design Manager, Don Engel
dengel@demandbase.com

Sr. Designer, Thomas Venhuizen
tvenhuizen@demandbase.com

Design Specialist, Stella Wei
swei@demandbase.com

VP, Corporate Marketing, Siri Lackovic
slackovic@demandbase.com