



Visual Brand Guidelines

July 26th 2023

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1. LOGO

Overview



Primary Logo

The preferred logo and should be used whenever possible.



Marque and Bug Logo

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



Stacked Logo

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



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



0.8" or 70px

Note:

Make sure there is white space equal to the width of the wordmark "D" (or 2x for the marquee 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.



0.6" or 50px

1. LOGO

Non Device Variations

Used when combined for logo lockups

*see next page for examples

The logo features the word "Demandbase" in a dark blue, sans-serif font. The letter "D" is stylized with a green and yellow gradient on its left side. A small "TM" trademark symbol is located at the bottom right of the word.

Primary color variation, use whenever possible.

The logo features the word "Demandbase" in a dark blue, sans-serif font. The letter "D" is stylized with a green and yellow gradient on its left side. A small "TM" trademark symbol is located at the bottom right of the word.

For use on low contrast backgrounds.

The logo features the word "Demandbase" in a solid black, sans-serif font. The letter "D" is stylized with a notch on its left side. A small "TM" trademark symbol is located at the bottom right of the word.

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

Note:

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

The logo features the word "Demandbase" in a white, sans-serif font. The letter "D" is stylized with a green and yellow gradient on its left side. A small "TM" trademark symbol is located at the bottom right of the word.

Reverse, colored logo for dark backgrounds.

The logo features the word "Demandbase" in a solid black, sans-serif font. The letter "D" is stylized with a notch on its left side. A small "TM" trademark symbol is located at the bottom right of the word.

For use when color is not an option, on dark backgrounds.

1. LOGO

DBTV

Note:

All DBTV Logos come in reversed coloring options.

Demandbase TV™



Demandbase TV™



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

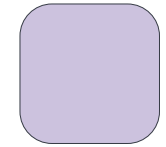
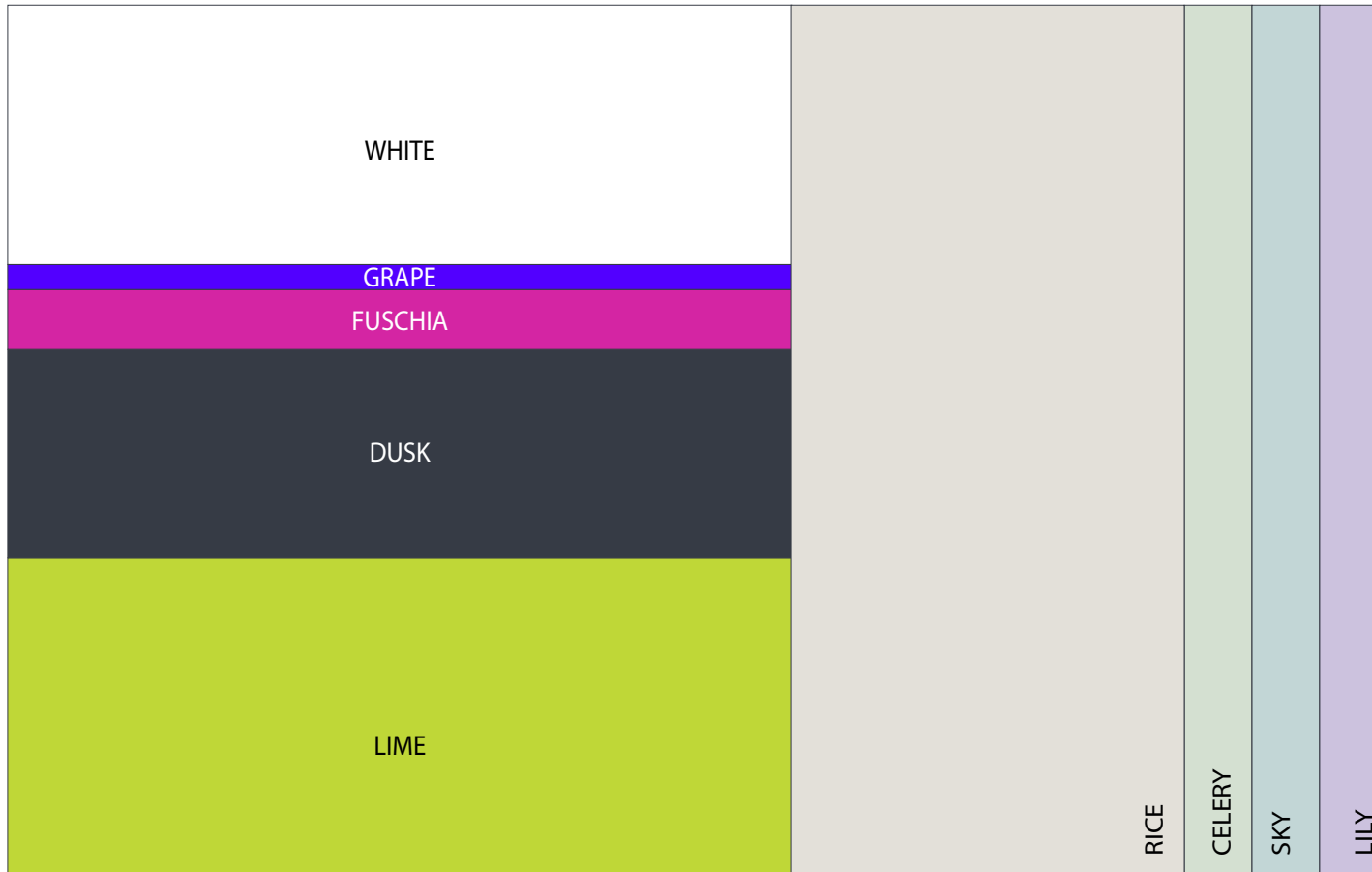
DBTV
5 Questions 4...

DBTV
The **ABX**perience

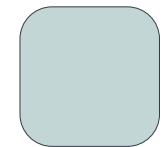
DBTV
Sunny Side Up

2. COLOR

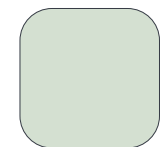
Overview



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



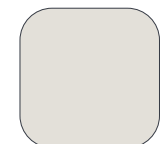
HEX: 353944
RGB: 53/57/68
CMYK: 85/65/45/50
PMS: 432 C



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

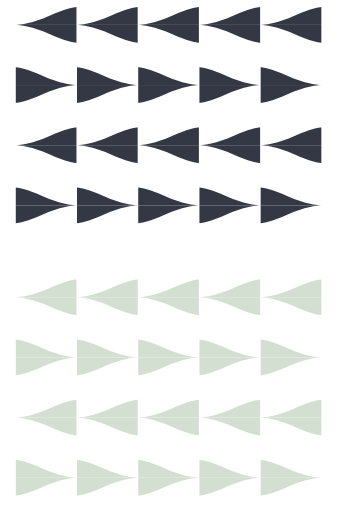
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CTA font: Inter Regular

[Read now](#)

4. Visual Language

Shapes



Note:

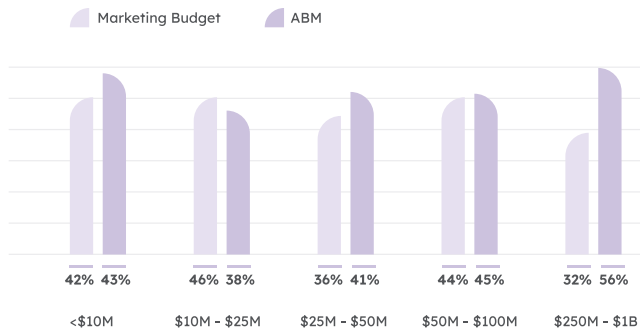
The shapes can be made any of the colors in the brand.

4. Visual Language

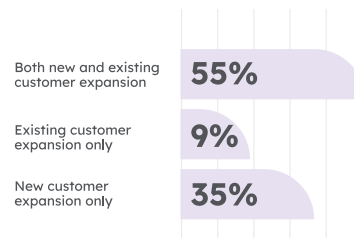
Shapes in use



Budget Allocated vs Revenue Delivered by Company Size



Focus of Account Based Programs



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.



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



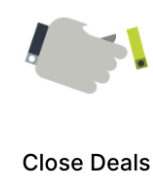
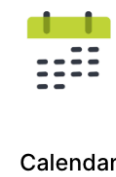
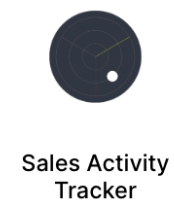
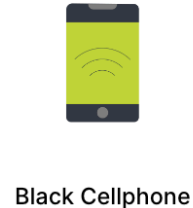
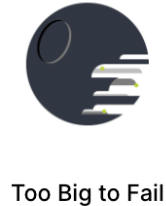
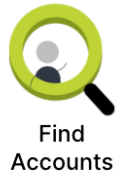
Values We Win
Together



Values We are Real

4. Visual Language

Icons Cont.



4. Visual Language

DeeBee

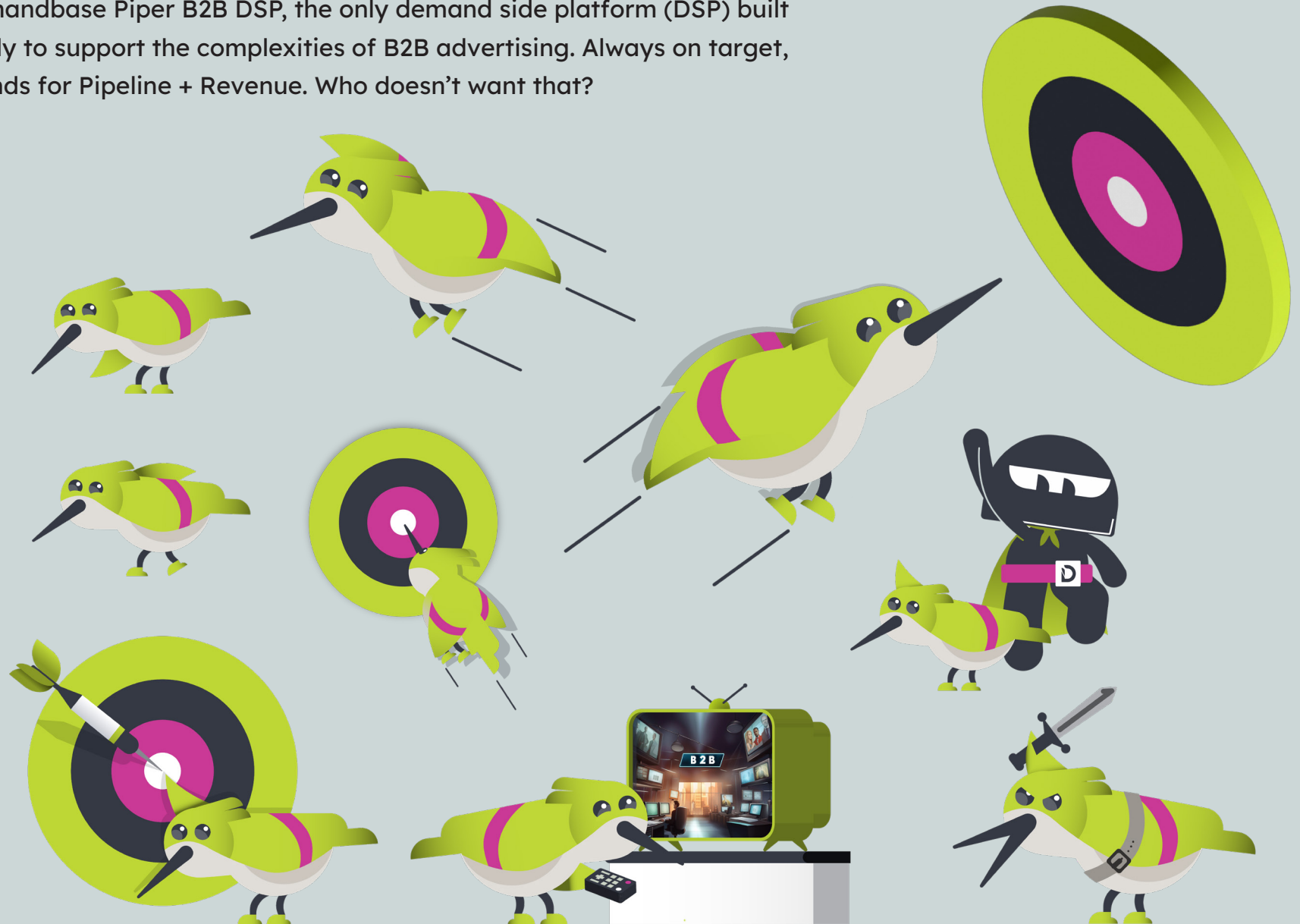
Meet DeeBee, the brand mascot who helps introduce concepts in a friendly and approachable manner. DeeBee goes by they/them.



4. Visual Language

Piper

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?

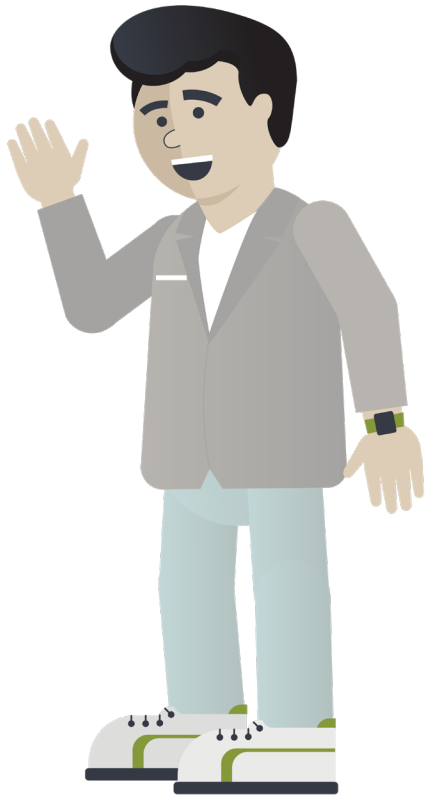


* In addition to Piper's standard form, Piper (like DeeBee) can be enhanced with additional elements to suit the needs of messaging and purpose.

4. Visual Language

Characters

Visual representation of our customers



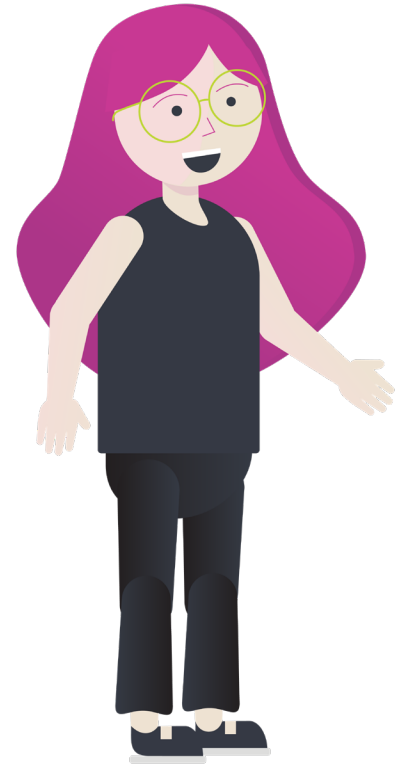
Jordan



Alex



Julian



Hannah

5. Applications

Ebook

D Demandbase

eBook

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.

Gartner and **Forrester** have both gone on the record about the size of buying groups and the participation of purchase influencers in committee buying scenarios, respectively.

The research has spoken, 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 in HOT.

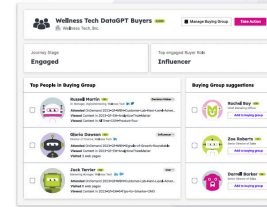
The new hotness.

Say hello to Demandbase Buying Group AI — a new revolutionary functionality and THE foundation for all modern GTM platforms across industries.

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 aligned to the buying journey for specific offerings. This will lead users to:

- Identify potential opportunities.
- Optimize campaigns.
- Personalize touches.



And track the progress of discrete buying decisions throughout the customer lifecycle.

The result?

Unleashing the power of AI to generate the entire buying group and unlocking a competitive advantage that will result in more revenue.

That's the TL;DR. Now let's get into some details

D Demandbase

Smarter GTM™ is Account-Based

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

In every complex B2B deal, there are many buyers involved: the decision maker, the end user, the influencer, the CFO, the procurement department, and so on. LinkedIn research found an average of 8.8 people in the B2B buying committee and a Cart Study found that deals over \$100K require 19 meetings with 14 different stakeholders.

Put simply, while in B2C, individuals or leads make the purchases, in B2B, companies or accounts do.

However, traditional go-to-market (GTM) processes — and technologies — are built around the lead, the individual buyer who progresses along your funnel until becoming a marketing qualified lead (MQL) and is then passed like a baton from marketing to sales.

That's why so many B2B companies have hit a wall with traditional MQL-based demand generation efforts.

It's time to recognize that we're not marketing and selling to a lead. We're marketing and selling to an account.

Lead-centric go-to-market isn't designed to handle accounts:

- It wastes time, budget, and effort filling the funnel with prospects that aren't associated with any target account.
- It can't map the relationships between the decision makers and influencers within the account.
- It can't track the level of engagement of the entire account at any given time — so it misses important buying signals.
- It can't orchestrate interactions to deliver consistent messages to the entire account buying team.

It's called business-to-business, not business-to-lead. And that's why so many companies adopted an account-based marketing (ABM) approach.



Part 1: Why Smarter GTM™

UNSPAM YOUR BRAND

The Definitive Guide to Smarter GTM™ with Account Intelligence and ABM/ABX

D Demandbase

D Demandbase

eBook

Hard Times? Double Down!

Top Women in Sales Reveal Their Secrets to Navigating a Downturn

D Demandbase

The Goldilocks approach

B2B marketers have realized leads and accounts are no longer the true north.

Of course, lead-based marketing and account-based marketing were important advancements in B2B marketing practice — but they are outdated and insufficient for today's B2B marketer.

Why? B2B buyers nearly always buy in groups rather than as individuals and B2B purchases now include an average of 6 to 10 decision makers, or more.

Leads are too narrow. Accounts are too broad. So what can we do?

To help explain this more simply, we'll use Goldilocks as an example (with a modern twist).

Let's say Goldilocks — now an adult — is looking to add some spice into her life. She wants to leave her boring porridge days in the past. How? By adding some hot sauce to it.

The typical range of hot sauces includes:



D Demandbase

As she's testing her tolerance levels, she might find that the 'Mild' is still too simple and not enough of a change from her usual porridge taste.

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

After having some milk to calm down her burning taste buds, she decides to give the 'Medium' bottle of hot sauce a chance. And wouldn't you know? This was exactly what she was hoping for.

Now how does Goldilocks help us understand our new hotness?



5. Applications

Web

Search Pricing Contact Us Login [Watch a Demo](#) [Book a Meeting](#)

Demandbase Products [Problems We Solve](#) [Why Demandbase?](#) [Resources](#) [About Us](#)

Demandbase One™ | Go-to-Market Platform

ABM Is Where It Started. Go-to-Market Is Where It's Going.

We've been innovating account-based marketing for over 15 years (seriously). Now, we've gone beyond ABM with a Go-to-Market platform. We align sales and marketing and provide industry-leading data and tools that *inform* and *accelerate* opportunities. This is more than an ABM platform. **This is Smarter Go-to-Market™.**

[Book a Meeting](#) [Take a Self-Guided Tour](#)

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

Focus on Accounts

- Give Sales Intelligence
- Discover Buying Intent
- Find In-Market Accounts
- Advertise Across Channels
- Personalize Web Experience
- Orchestrate at Scale
- Measure Account Analytics
- Get Smarter Data

FOCUS ON ACCOUNTS

Because B2B is all about accounts. Not leads.

Build a unified account data foundation.

The best sellers have been account-based for years — now it's time to get marketing on the same page. Connect your first-party data with our third-party data and AI and reach your revenue goal from a single account-based view.

[Unify Your Account Data](#)


GET BAIER INTELLIGENCE

Get insights on in-market buying groups and accounts.

Build a unified account data foundation.

The best sellers have been account-based for years — now it's time to get marketing on the same page. Connect your first-party data with our third-party data and AI and reach your revenue goal from a single account-based view.

[Unify Your Account Data](#)




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

[Watch demos now →](#)

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

[See all integrations →](#)




Our Go-to-Market Platform

Spot opportunities earlier and orchestrate smarter sales and marketing motions with Demandbase One™ — the Smarter Go-to-Market™ Platform.

ABM/ABX	B2B Advertising
Sales Intelligence	B2B Data

[Dive Into Demandbase One](#)

Our Data Foundation

Meet your new best friend — a combination of your data, our data, and artificial intelligence. It's what we call Account Intelligence — and it fuels our Smarter GTM™ Platform.

First-Party Data	Third-Party Data
------------------	------------------

[Explore Account Intelligence](#)


Here's why customers choose us.

Flexible & Transparent

“I can't build trust or buy-in with sales with a black box. I don't ever want sales to say, who picked these accounts?”

Never hear again, “who picked this account?” You'll know exactly why. You'll see all the attributes explaining why you should reach out to each account. Transparency builds trust. And you need trust to scale your business.

[Discover Just How Flexible & Transparent We Are](#)



Jodi Lebow
Director of Marketing
HEXAGON

Sellers

Create & close pipeline

- Find in-market accounts
- Prioritize accounts
- Engage with relevance

[Start here →](#)

Marketers

Grow higher quality pipe

- Drive brand awareness
- Move accounts through the buyer journey
- Measure what matters

[Start here →](#)

Customer Success

Retain & expand accounts

- Monitor customer engagement
- Identify competitive threats
- Expand customer lifetime value

[Start here →](#)

Like to win? Put us to work for you.

1000+
Smart Customers

[Read Case Studies](#)

10k
ABM/ABX Certified Professionals

[Get Started](#)

1000+
Active Community Members

[Join Today](#)

4.9 ★★★★★
Customer Support

[Read Reviews](#)

367%
Average Customer ROI

[Calculate Your ROI](#)

200+
DBTV Video Streams

[Watch On Demand](#)

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

[...and many more success stories](#)

m
Diebold Nixdorf

Case Study
Diebold Nixdorf Eclipses Campaign

Fivetran

Case Study
Fivetran Account Executive Calls

folloze

Case Study
Folloze's Bet on ABM Generates 75%

Flexible & Transparent Go-to-Market (GTM)


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



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

“Software shouldn't force me to change my sales or marketing processes or my funnel.”

Demandbase One™ works right out of the box, but we also adapt to how you do business, how you define your targets, and how you measure success. Your GTM strategy on day 1 will likely be very different than on day 200 or 500. We scale with you better than anyone else.



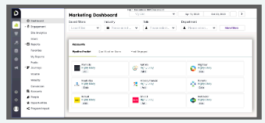
Scott Wright
Marketing Operations Leader
LEVELSET

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 tomorrow. Without an expensive custom modeling project.

- Build multiple models for each of your products or businesses. No extra charge.
- Define types of engagement and keywords that matter most to you.
- Let our models examine past opportunities and activities for you.


[Explore tailored predictive models →](#)



Understand exactly why every account is recommended

You can't light up a dark funnel with a 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 predictive score.
- See engagement minutes scores that show the amount of time spent with you, and customize the formula to weigh important activities higher.



5. Applications

Infographics

Our "Day in the Life" Persona Series

A "Day in the Life of Sales" with Alex



Meet Alex, sales rep extraordinaire

Demandbase One™ is a key tool for sellers to get insights on their prospects and to prioritize account outreach. It helps them understand what their accounts are researching on the web and how they're engaging with your organization. Let's see how Alex uses Demandbase One™ in her day-to-day.

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.



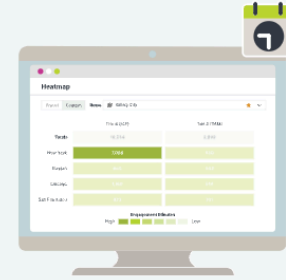
10am – Respond to emails

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

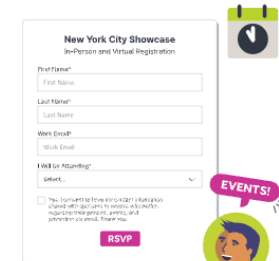
It's easy for Julian to review the levels of intent from traffic across different keywords. This allows him to determine the right messaging and get ideas for content that is relevant to his audience.



11am - Create a Personalization Experience to Increase Registration

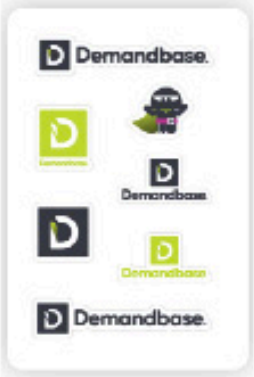
Julian wants to maximize engagement for his event registrations. He can easily create personalized experiences with tailored content to keep visitors engaged on site.

Learn more about [Demandbase Personalization](#).



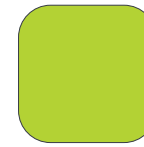
5. Applications

Merchandise



5. Applications

Merchandise Cont.



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



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

Primary logo for merchandise



Demandbase[™]



Demandbase[™]



Demandbase[™]

Secondary logo for merchandise



Demandbase[™]



Demandbase[™]



Demandbase[™]



Demandbase[™]



Demandbase[™]

Bug logo for merchandise



Demandbase[™]

Outlier logo for merchandise



Demandbase[™]



Demandbase[™]



Demandbase[™]

Questions?

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