Let's discuss the following topics...

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Overview

We are bold. We are inspiring. We’re friendly.... But most of all, we are real. We are marketing and sales leaders who practice what we preach and push our platform to be the most powerful solution available. **We are bold, not boastful.**

We're in a unique and enviable situation. We market to marketers, which gives us a special understanding of the realities of their day-to-day; we talk to them as peers. They know good marketing when they see it. **We are helpful... not underfoot.**

While we always deliver value, we use our personality to make our mark. We are passionate, funny, provocative, helpful. We’re honest about what we know, and what we don’t. **We're authentic, not disingenuous.**

We are respected. We pioneered the Account-Based Marketing category. We have the most robust, most successful ABM platform. Companies from early stage start-ups to Fortune 500 organizations depend on Demandbase to drive their B2B marketing. **We're inspiring, not unrealistic.**

We love what we do. And we love our platform. **But it's our love for the industry and for our customers that motivates us.**

Repeat after me:

**We are bold, not boastful**
**We are clever, but not foolish**
**We are direct, but not aggressive**
**We are distinctive, but not outrageous**
**We are helpful, not underfoot**
**We’re authentic, not disingenuous**
**We are informative, not trivial**
**We are inspiring, not unrealistic**
**We are relaxed, not careless**
**We are thought-provoking, not unsettling**
**We’re friendly (and we mean it!)**
Making a statement

Our logo is the cornerstone of the entire brand experience. Its distinction of type and color defines who we are as an organization and identity. These guidelines for logo usage should always be followed.

Ideally the logo should be represented in full colors whenever possible. It can also be reproduced in all black or reversed out in white on a dark background.

“D” is for Demandbase

Our Icon version of the "D" for demandbase should be used for smaller formats, if the full width logo can’t be used clearly.

- Blue on Lt. grey
- Reversed White on DB Blue
Give me some room to grow...

CLEAR SPACE
The height of the word “Demandbase,” represented by “A” in the example, is the basis for the amount of space surrounding the logo that needs to remain free of any other graphic element. The logo can sit over photography, but no other logo, type, or graphic should enter the clear space.

MINIMUM SIZE
The Demandbase logo may not be re-sized to the point where the length of “B” is less than 1” for print or 72 pixels for web. The examples are shown at the minimum size. The maximum size is as big as your project allows. Remember—bigger is not always necessarily better.
Rules are good, sometimes

Relative sizing
The height of the logo represented by “A” in the example, should not exceed the height of the accompanying headline. Approximately sized 50% of the headline is good rule of thumb.

Don’t overpower messaging with logo

Don’t compromise the legibility or value of the logo
No... nada... nein... nope!

Don’t change the color combination

Don’t use one color other than black or white

Don’t modify or delete any part of the logo

Don’t stretch the logo

Don’t add a stroke or outline the logo

Don’t stack the logo

Avoid any forms of modification beyond what we recommend for use of the Demandbase logo. By altering our logo, it dilutes the brand equity of its unique identity.

The logo should not be used in a sentence or as part of a phrase (ie, it should always stand on its own with the proper amount of clear space).
**Building the brand further**

When there's a need for internal logo usage, for teams, initiatives or executive decisions. We have a system to work with.

**Logo lockup for internal teams**

When there's a need for internal logo usage, for teams, initiatives or executive decisions. (You know what that’s like). We have a system to work with. Use the logo mark and separate the team name with " | " Pipe. As displayed above.

**Use the logo mark as part of a brand lockup**

Make sure there's enough clear space around the logo and weave it into the total creative. The above example is a good example of this.

**Don’t modify or change the logo mark**

It can get too confusing when changing the log mark. This is off brand and should be considered as a no-no, like explained previously.
Let’s be bold

Demandbase uses color in a bold yet refined way. We have a new fresh look that is clean, inviting, and unique. It's an approachable new direction that honors our brand legacy and our bright future.

**Primary Brand Colors**

Colors we use for large color blocks, text, and these are the colors that set the tone for the page.

- **Night Blue**
  - #004E88
  - RGB: 0 / 78 / 136
  - CMYK: 100 / 76 / 20 / 5
  - Pantone 7686C

- **Teal**
  - #08809f
  - RGB: 0 / 128 / 159
  - CMYK: 95 / 19 / 0 / 0
  - Pantone 314C

- **Slate**
  - #4b4a58
  - RGB: 75 / 74 / 88
  - CMYK: 15 / 16 / 0 / 65
  - Pantone 4131C

- **Denim**
  - #1f79ac
  - RGB: 31 / 121 / 172
  - CMYK: 82 / 30 / 33
  - Pantone 2383C

- **Turquoise**
  - #00a7bf
  - RGB: 0 / 167 / 191
  - CMYK: 100 / 13 / 0 / 25
  - Pantone 2228C

- **Pewter**
  - #969c9e
  - RGB: 150 / 156 / 158
  - CMYK: 5 / 0 / 38
  - Pantone: Cool Gray 7 C

- **White**
  - #FFF

- **Fog Gray (Karl)**
  - #EAEED
  - RGB: 234 / 237 / 237
  - CMYK: 7 / 4 / 5 / 0
  - Pantone 663C

**Secondary Brand Colors**

The primary accent colors that are associated with the brand and used for headlines, annotations, callouts, accents, etc.

- **Deep purple**
  - #051e56
  - RGB: 5 / 30 / 86
  - CMYK: 94 / 65 / 0 / 66
  - Pantone 281C

- **Orange**
  - #FF8526
  - RGB: 255 / 132 / 38
  - CMYK: 0 / 59 / 132 / 0
  - Pantone 1575C

**Specialty Brand Colors**

Extending the brand with more colors to make it friendly and used in illustrations, charts/graphs, icons. These should be used sparingly and should not overpower the primary or secondary brand colors.

- **Butterscotch**
  - #ffba4e
  - RGB: 255 / 186 / 78
  - CMYK: 7 / 45 / 0 / 24
  - Pantone 2067C

- **Sky Blue**
  - #5dbae9
  - RGB: 93 / 186 / 233
  - CMYK: 69 / 0 / 13 / 15
  - Pantone 2915C

- **Lilac**
  - #b46ac1
  - RGB: 180 / 106 / 193
  - CMYK: 27 / 69 / 0 / 24
  - Pantone 2067C

- **Aqua marine**
  - #42d8bc
  - RGB: 66 / 216 / 188
  - CMYK: 69 / 0 / 13 / 15
  - Pantone 333C
Embrace the blue

Primary colors are used to flood backgrounds with bright powerful color and a subtle gradient to add depth.

Our preferred background that has a radial gradient at lower corner with 45° angle.
Typography: Headlines

Source Sans Pro Semibold & Light make a strong statement

Source Sans Pro Light and Semibold is used for headlines, and should have leading of 0 pt and "auto" line spacing.

All headlines will be in Dark Purple (#051e56) on light backgrounds or White on our blue or dark backgrounds. Additionally, DON'T USE ALL CAPS. We're not shouting here! The message should be organic and natural.

Example:

Adobe Experiences a 3X Increase in Visitor-to-Lead Conversion Rates

Source Sans Pro Light and Semibold is used for headlines, make an emphasis in semi-bold to the main point as shown above.
Source Sans Pro Light is an elegant and clean body font.

Source Sans Pro Light is used for body copy, and should have leading of 0 pt and "auto" line spacing.

All body copy will be white on dark blue backgrounds.

Body copy will be Slate Grey (#4b4a58) for white & light backgrounds.

Do not use italics in most cases. Use font size & weight styles rather than italics in general.
**Caveat Bold** adds the personal character in our message

Caveat Bold is our handwritten annotation that is used to enhance our message. All content in caveat should be "conversational", as if Demandbase is speaking directly to you or writing notes in the margins. Think of it as an accent. It's that handwritten note your would pass to your best friend in grade school. This font give us character and approachability in our communications.

This copy should never be bigger than the main headline or message. Be aware of the Caveat font size. See example.

This handwritten copy will have leading of 0 pt and "auto" line spacing. Adjust accordingly along with the headlines.

Caveat should only be in **Orange (#FF8526)** and **Butterscotch (#FFBA4E)** on light and dark backgrounds.

Caveat is never to be used for CTA, headlines or main messaging--It's an accent. Use it sparingly.

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**Hey now!**

Adobe Experiences a **3X Increase in Visitor-to-Lead Conversion Rates**

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Example usage

**Caveat**

Source Sans Pro **Source Sans Pro Semi bold.**
Get the scoop on
Account Based-Marketing

Lorem ipsum dolor sit amet, consectetur adipiscing. Integer in pharetra odio, in congue metus est. Aliquam non felis at lectus ultrices ac sit amet lacus.

Learn more
Handwritten Text = *Caveat Bold* (small)
Headline = *Source Sans Pro Light & Semi-bold* (large)
Body copy = *Source Sans Pro Light* (small)

You can use **white headlines** combined with **orange handwritten text** to add visual interest and hierarchy. This handwritten text should be an enhancement that you can treat as a subhead that sits on top of the headline. As a general rule, white and orange should never be on the same line and should be able to stand alone on their respective lines. **The handwritten text should never be bigger than white Headline text**, nor should it be longer than one line. The headline message is the main focus and should be in white or in Deep Purple on a light background.

Example:

- Handwritten text: Caveat Bold in Orange
- Headline: Source Sans Pro "Semi-bold" & "Light" in white
- Smaller white text for additional subhead, supporting copy, and event info/date subhead
- CTA: White Source Sans Pro Semi-bold on Orange button with appropriate padding
Get your good side


Our brand is about guiding your marketing path and how Demandbase will not just make your every day job better but boost your career and make you a marketing hero.

Our imagery should have personality and interesting. It cannot be the stock B2B photos everyone uses. It is authentic and real-world imagery of our customers working hard at their craft or expressing their emotions.
Confidence. Who doesn't like some confidence?

Use imagery of confident B2B Marketers that love what they do. Embrace experience, diversity, collaboration, and a smile goes a long way.

Be real because "We Are Real."

This is one of Demandbase's company values. So, our photos should reflect that. Use those real photos in a real office, or capture the personality. Don’t use imagery with fake environments, faked User Interface, or Robotic A.I. 3D renderings. (You know what we’re talking about.)

Stay away from:

- Overly posed and just lousy stock photography.
- Basic technology and bad teamwork stock photography
- Dark, foreboding, or menacing imagery
- Stock photo illustrations or renderings
It's pretty simple. Use modern-looking images that feel authentic—real people in real business situations.

Assets that may not require photography:

- White papers
- Case studies
- Data sheets
- Instructional or Technical manuals
**Wardrobe change!**

Find those photos that enhance our brand palette.

Or adjust photos as necessary. Like our friend here, we gave him a pop of color in this shirt to match the doodle’s color. It’s supposed to be fun and approachable and highlights our brand than just a plain old stock photo.
**Doodles are that fun final touch!**

Our "doodle" Illustrations should be reserved for high-level creatives well as advertisements/campaigns.

Limit the number of doodles to 2-3 per webpage and 1 per campaign ad.

Doodles should always relate to the content it appears next to. If it's a about a tip, maybe use a light bulb. If it's a mobile topic, use the mobile phone. We will update these illustrations in our library as we move forward with the brand.

When appearing on white background, the outline of the doodles should be deep purple #041E56. The shapes inside of the doodles can be any color from the secondary or specialty palettes.

Our doodles have "tails" which can be used as is or modified to fit your needs. The tail provides additional character and energy to the design. It should be used to draw the eye to something important like a call to action or an important call out. These often work well when they "break the borders" of sections, pages, etc. You can shorten them but never remove them. When the line of an illustration overlaps a colored background, it should be white.

Have fun with it, it's a whimsical way to enhance our projects and messaging.
Nailed it!

So, how's it look? Be sure to evaluate copy and break lines for the best readability and appearance. Avoid setting type over people's faces and text widows. That last bit? Use a fog "Karl' Grey #EADDEE "shadow box" spaced asymmetrically behind the blue gradient box to add some visual interest and break out of the borders with photography. This gives it a nice stacked layout. Looking good, right?

It's all Greek to me!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a metus ultricies, consequat leo nec, sempera velit lorem. In egestas est elementum lorem tempor.

Learn more
Demandbase is simply the best Account-Based Experience (ABX) solution that expands paths to revenue for B2B companies. The company offers the industry’s leading account-based platform that enables B2B revenue teams to find, engage, and close the accounts that matter most. The biggest and fastest-growing global companies, such as Accenture, Adobe, DocuSign, Facebook, GE, and, Salesforce rely on Demandbase to drive their ABX strategy and maximize their marketing performance. The company has received numerous honors, including Inc. 5000, San Francisco Business Times Best Places to Work, JMP Securities list “The Hot 100: The Best Privately Held Software Companies,” the Deloitte Fast 500, and Gartner Cool Vendor for Tech Go-To-Market.

For more information, please visit https://www.demandbase.com or follow the company on Twitter @Demandbase.
Questions?

Please reach out to the Brand & Creative team and let's make our projects shine.

Thank You!

DEMANDBASE