



influitive

VISUAL BRAND GUIDELINES

INFLUITIVE.COM



*ADVOCATE
MARKETING
EXPERTS*



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THIS IS OUR LOGO

We usually use this version, without the tagline.



But, if you must, go ahead and use the version with the tagline.

If the logo appears smaller than 1" or 200 pixels wide, **do not use this version.**

GIVE IT SOME SPACE

Safety space around the logo is determined by the radius of the icon.



INFLUITIVE ICON

We usually use the icon alone as an accent piece. **It should never be used as the stand alone logo.** When the icon is used as an accent, the full logo must be present on the same page or screen as well.



SOME DOS AND DON'TS



Feel free to use a one color variant, using any one of our colors



Use the full white logo for dark backgrounds



Place it on a simple photo or backgrounds



Don't use strokes or outline it in anyway



Don't use bevel, emboss or gradient effects



Don't skew it in any way



Don't detach or reposition the icon from the wordmark



Don't place on busy photos or backgrounds



Don't fill it with any colors outside of our color palette



Don't use harsh drop shadows



Don't replace the wordmark with another font



Don't angle it

OTHER WAYS WE USE THE LOGO

We frequently sponsor or put on events, create case studies and create co-branded collateral. In any case, we make it clear how Influitive was involved by adding a tag to the logo. See examples.

POWERED BY  influitive

SPONSORED BY  influitive

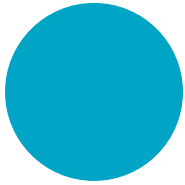
AN  influitive EVENT

 | AN INFLUITIVE CASE STUDY FEATURING  ACME CO.

 influitive +  ACME CO.

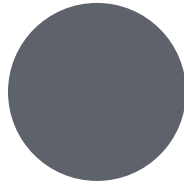
COLORS WE USE

Primary Colors



INFLUITIVE TEAL

CMYK 76 15 16 0
 RGB 08 165 197
 HEX #08a5c5
 PMS 3125C



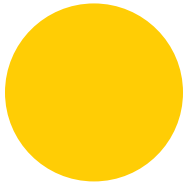
INFLUITIVE CHARCOAL

CMYK 65 55 45 20
 RGB 93 98 107
 HEX #5d626b
 PMS 431C

This is the main color palette we use across all of our materials. We use these colors for everything from type to overlaying and multiplying over photos and patterns. **Please don't use colors against each other if they appear too harsh.**

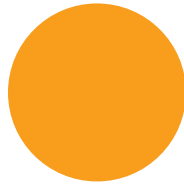


Secondary Colors



YELLOW

CMYK 0 19 100 0
 RGB 255 204 0
 HEX #ffcc00
 PMS 123C



ORANGE

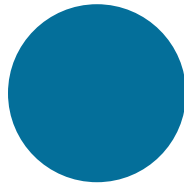
CMYK 0 45 100 0
 RGB 249 157 28
 HEX #f99d1c
 PMS 1375C

Reserved for Call to action buttons



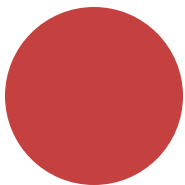
LIME

CMYK 51 0 99 0
 RGB 139 197 65
 HEX #8bc541
 PMS 2292C



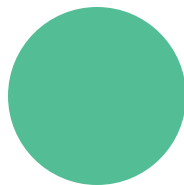
DARK BLUE

CMYK 90 51 23 3
 RGB 4 111 154
 HEX #046f99
 PMS 307C



RED

CMYK 16 89 78 5
 RGB 197 65 64
 HEX #c54040
 PMS 2033C



SEAFOAM

CMYK 65 0 55 0
 RGB 83 190 149
 HEX #53be95
 PMS 3385C

Greys



CMYK 67 60 59 44
 RGB 68 68 68
 HEX #444444



CMYK 60 51 51 20
 RGB 102 102 102
 HEX #666666



CMYK 44 36 36 1
 RGB 150 150 150
 HEX #969696



CMYK 17 12 13 0
 RGB 208 210 211
 HEX #d0d2d3



CMYK 5 4 4 0
 RGB 238 238 238
 HEX #ededed

TYPOGRAPHY

We use various fonts for different campaigns and purposes, but our main 3 fonts use are; **Proxima Nova**, **RBno2.1a** and **Helvetica**. Each is used as follows:

Proxima Nova

Regular Text,
-15 to +20pt Kerning,
Title Cased Titles,
Light, Regular, **Semibold**

CAPPED SMALL TITLES
+150 to +200PT. KERNING
BOLD

RBno2.1a

DISPLAY TITLES ONLY
CAPPED or uncapped
0 to +15pt. Kerning

Helvetica

Regular Text or Titles,
Mainly used in PowerPoint
-15 to +20pt Kerning,
Title Cased Titles

Proxima Nova

Aa

Weights

BCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Regular **Semibold** **Bold**

RBno2.1a

Aa

Weights

BCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Book Medium **Bold** **Black**

Helvetica

Aa

Weights

BCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Regular **Bold**

OUR BUTTONS AND CTAs

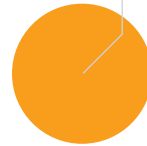
We use one main call to action. It should always appear in our brand orange unless it doesn't work with the background color. In such instances, we would use a more simple outlined version.

Proxima Nova
Title Cased, Light

Main CTA

15px

15px



ORANGE

CMYK 0 45 100 0

RGB 249 157 28

HEX #f99d1c



SHADOW ORANGE

CMYK 0 60 100 1

RGB 223 125 39

HEX #e07d27

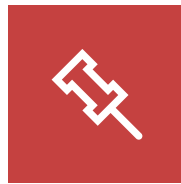
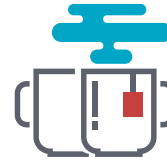
Simple CTAs, used mainly on pictures or dark backgrounds.

Simplified CTA



EXAMPLES OF ICONS

We use a lot of icons throughout everything from PDFs, PowerPoints to our website and product. Most of the icons we use are fairly simple line icons.



PHOTOGRAPHY

In terms of photography, we like using original, scenic images which we will then overlay with one of our brand colors. **We DO NOT use generic corporate shots with white backgrounds.** Instead, images with warm tones, smiling faces and natural poses are ones we look for.



Structure of our photos

1. Color images turned into greyscale. **Never overlay our brand colors onto a color photo.**

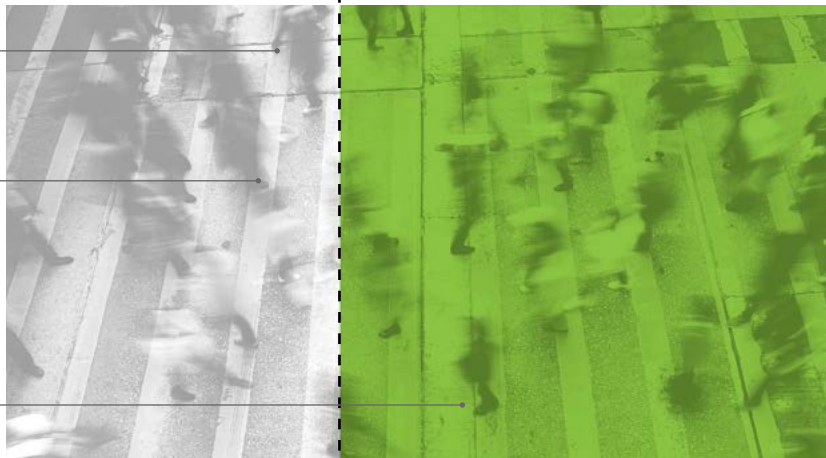
2. Adjustment Layer: *Exposure*

Exposure slider set to 0.00

Offset slider set to +0.26

Gamma Correction slider set to 1.30

3. Multiply 100%, #8bc541





PUTTING
IT ALL
TOGETHER

A person in a light-colored shirt is holding a large green sign. The sign features a repeating pattern of white icons related to marketing and business, such as gears, targets, coins, speech bubbles, and charts. The text 'Advocate Marketing' is written in a large, white, cursive font, and 'EXPERTS' is written below it in a smaller, white, sans-serif font. A small icon of a pair of glasses is positioned above the word 'EXPERTS'.

Advocate Marketing

EXPERTS

CREATE AMAZING EXPERIENCES FOR YOUR ADVOCATES

The world of marketing is constantly changing, and your marketing strategy needs to evolve with it. From generating leads to identifying new customers, an AdvocateHub Experience can help you reach your target audience, build trust, and drive sales.



AdvocateHub

MOBILIZE THOUSANDS OF ADVOCATES

A flexible, scalable marketing solution for B2B organizations, AdvocateHub allows you to capture the attention of your target market, and gain valuable insights into your business growth.

- Experimentally increase marketing ROI
- Accelerate revenue potential
- Deliver a superior buyer experience

AdvocateHub always delivers more to your organization, your customers, and your community. Challenge your current marketing strategy and see how AdvocateHub can help you reach your target market in a way that's never been possible before.

Discover

AdvocateHub will attract you, engage, help you, hold attention, convert leads, and improve your bottom line. You'll see the results in your marketing metrics, and you'll be able to track your progress in real-time.

- Build customer relationships that last
- Easily create a "lead" that you can use for sales
- Earned AdvocateHub program on your website, content, or email to gain attention to increase and engage with new subscribers
- Social sign-on makes it easy for future subscribers to join the AdvocateHub program using LinkedIn, Facebook or Twitter

inluitive VIP

AdvocateHub.com



Microsoft PowerPoint interface showing a presentation slide titled "ad·vo·cate". The slide content is as follows:

ad·vo·cate

1. One that pleads the cause of another.
2. One that defends or maintains a cause or proposal
3. One that supports or promotes the interests of others
- 4. One that makes a non-financial investment in your company**

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influitive

Slide 7 of 30 - English (Canada)



ADVOCATE MARKETING MONTHLY

EXTRA, EXTRA, READ ALL ABOUT IT!

It's April and the weather is FINALLY getting warmer (for us northern folk at least). Let's spring into it with your monthly does of Influidive **Advocate Marketing News!**



How We
Crowdsourced
Our New
'Top Tips'
eBook From

RESOURCES

Logo in EPS format - inluitive.box.com/logoEPS

Logo in Jpeg - inluitive.box.com/logoJPEG

Logo in PNG - inluitive.box.com/logoPNG

Influitive Icon - inluitive.box.com/iconPNG

Colors (ASE file) - inluitive.box.com/colorsASE

PowerPoint Template - inluitive.box.com/powerpointtemplate

Icons - inluitive.box.com/icons

