

# Brand guide

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# 1. About the brand

## Brand mission

Our marketing technology connects brands to people. In the same way, we want people to make authentic connections with our own brand.

We believe that these sorts of connections are made possible, in part, through good design. But what is “good” design?

For us, there are three pillars upon which we believe good design rests: empowering, proven, and human. We use these to make all of our design decisions, no matter how big or small.

**Connect** with people through designs that are **empowering**, **proven**, and **human**.

# Brand pillars

## Empowering

Just as our tech is built to empower the customer, our designs are crafted to empower the user. This requires identifying user needs before designing a solution. By taking a user-first approach, we're able to create functional, intuitive designs that solve problems and make people's lives easier.

## Proven

As a company, we only offer our customers products that have been proven to provide value. Similarly, we should be able to support our design decisions with research and performance data to prove success. In the end, proven facts should outweigh opinion when making design decisions.

## Human

Our platform is only as powerful as the people who build it and use it. Our teams and customers are the driving forces behind our technology, so our designs should feel just as friendly, honest, and genuine as they are. At every opportunity, we aim to humanize our designs.

About the brand

# It's not just a design thing

Hear what LiveIntenterers from all corners of the company have to say about how these pillars apply in their day-to-day work.

[Watch the video](#)

“...ultimately, it grew the relationship with our client.”

**Nate Greene**

Director, Campaign Success at LiveIntent



# 2. Logo

# Logomark

From the beginning, LiveIntent has (literally) been focused on people, and our logomark proves it.

The logomark was designed as a snapshot of a person – a window revealing a targeted glimpse of them at a specific point in time. Whether we’re looking through this window from an email or website, we’re able to learn something about them. At a high level, this brings to life what LiveIntent’s technology is all about.

## 💡 LiveIntent trivia

The person in our logo is better known internally as “Nelson”. As our brand pillars suggest, we never miss an opportunity to humanize our designs.



# Logo versions

There are three versions of the LiveIntent logo, each with different use cases.

By default, you should use the primary logo. When a square or vertical orientation is necessary, use the secondary logo. The logomark should be reserved for instances where our brand is already apparent or has been established.

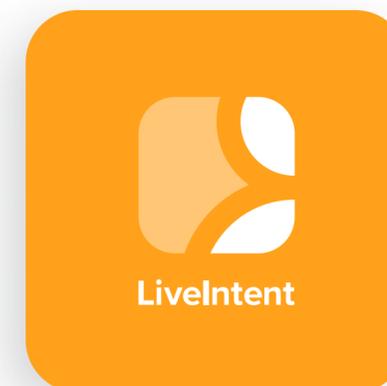
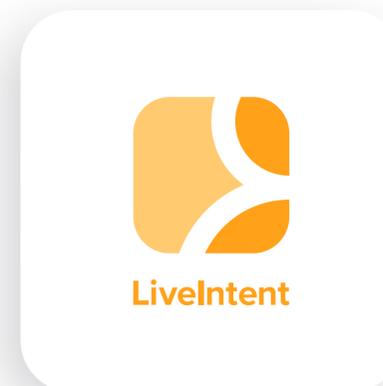
All logo versions are available to download on our Brand Assets webpage.

[Download the logos](#)

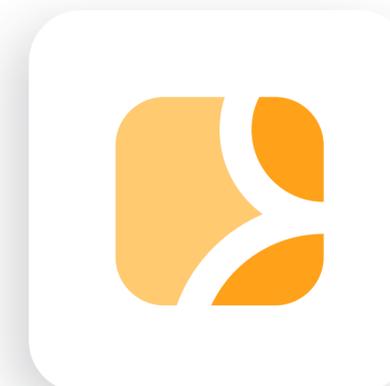
**Logo – Primary**



**Logo – Secondary**

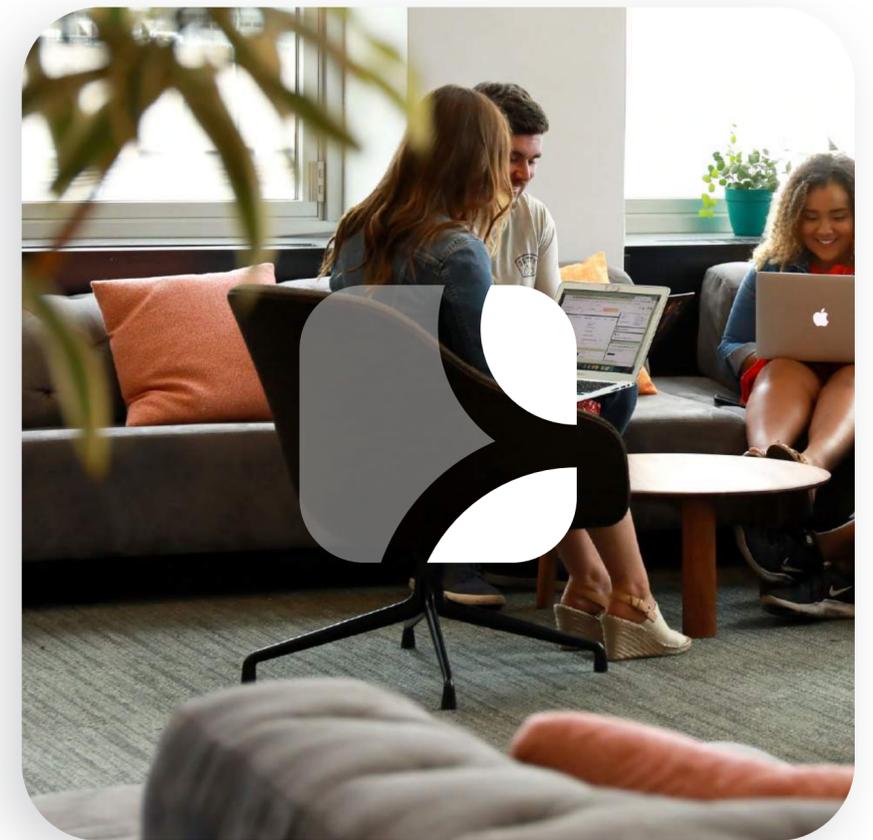
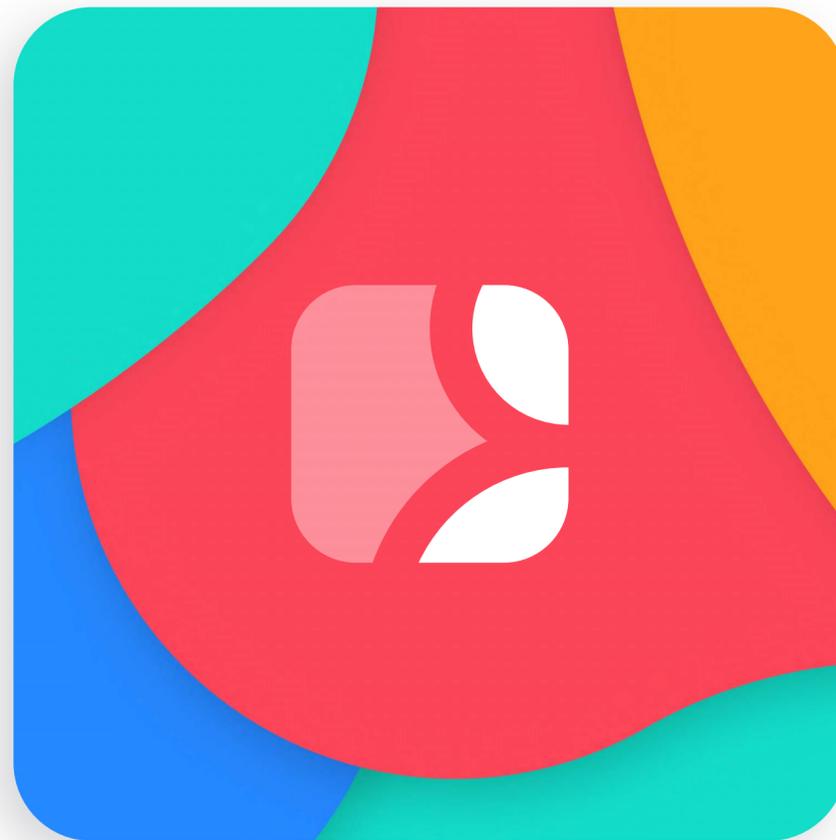


**Logomark**



# Logo usage

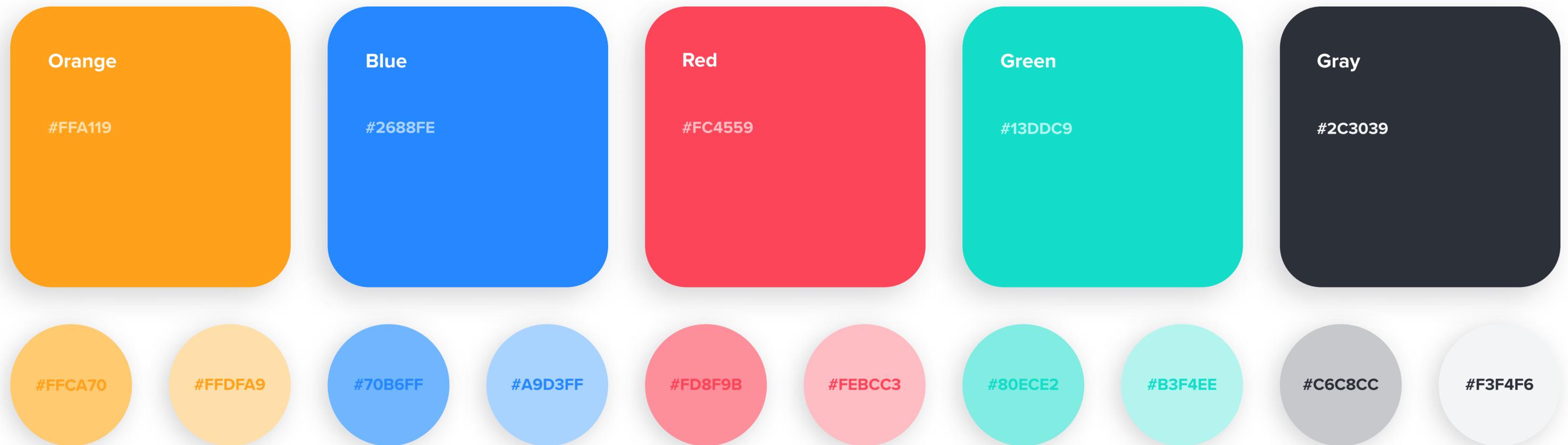
The LiveIntent logo can be used in three ways: on white, on color, and on photography. On white, always use the orange version. On color or photography, always use the white version. When placing on photography, be sure that the photo provides enough contrast for optimal logo visibility.



# 3. Color

# Color palette

LiveIntent's color palette is bright and cheerful. Always lead with orange and use blue, red, and green to accompany as-needed. The medium and light shades for each color can be used to provide depth and contrast in imagery and typography. The dark and medium grays should only be used for text, while the light gray should be reserved as a background color alternative to white.



# 4. Imagery

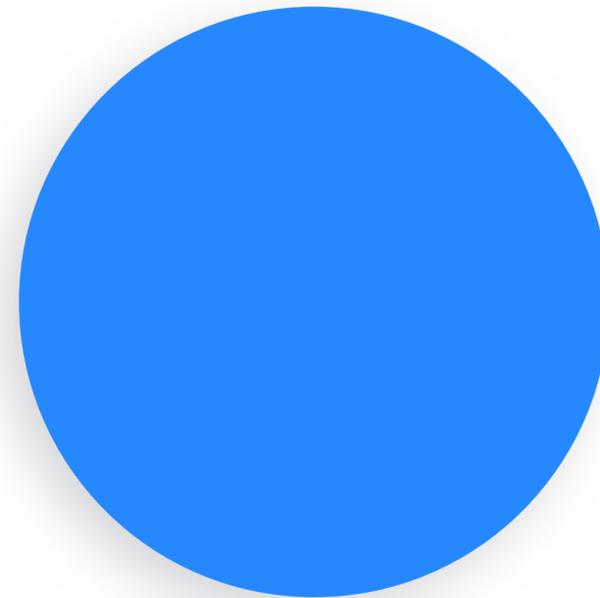
# Shapes

These three shapes are the building blocks of LiveIntent's imagery. All shapes should use a drop shadow similar to the following specifications: #2C3039, X -10, Y 10, blur 30, opacity 20%. Squares should have rounded corners with a radius of either 15, 30, or 45, depending on the size of the shape and effect desired.



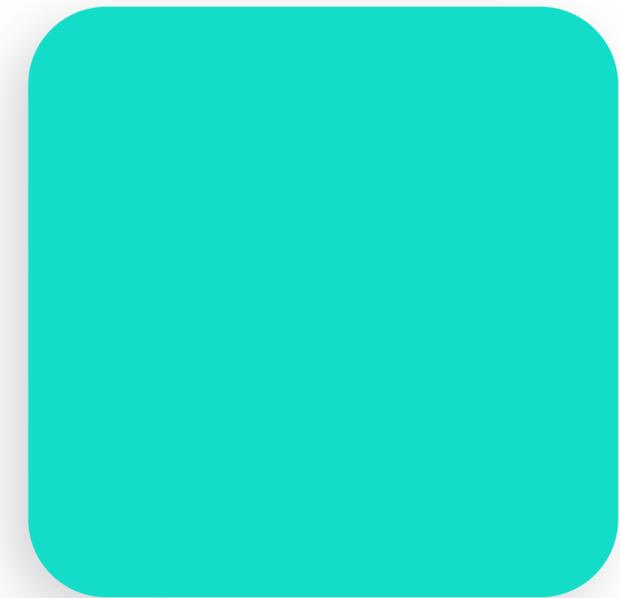
## Ring

The ring mimics the whitespace that surrounds Nelson in our logo and is our most frequently used shape.



## Circle

The circle is what makes up Nelson's figure in our logo and is often used to call out information in designs, such as metrics.



## Square

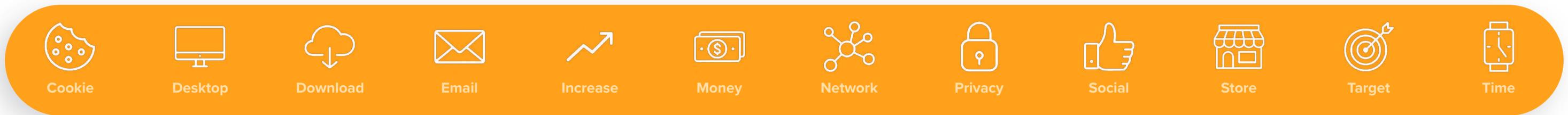
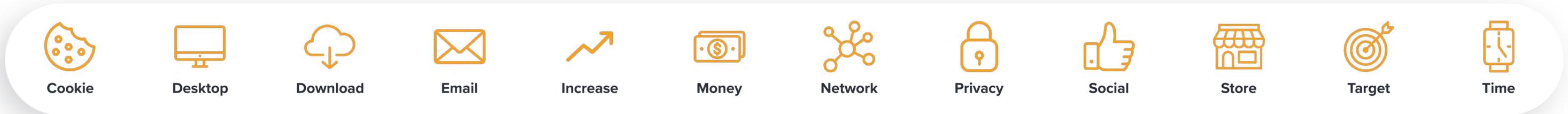
The square is most frequently used as a content tile in sales collateral and web elements.

# Patterns

Our patterns, unlike our geometric shapes, are fluid in nature. They are comprised of large, swooping layers that can incorporate each of our primary colors or a single color. Apply a drop shadow (specifications on the previous page) to create depth and movement.

# Icons

Our iconography is made up of simple illustrations that share two distinct qualities: outlines and rounded edges. For example, an icon with any solid, filled-in elements would not be brand-approved. Use orange or gray icons on white backgrounds and white icons on colored backgrounds.



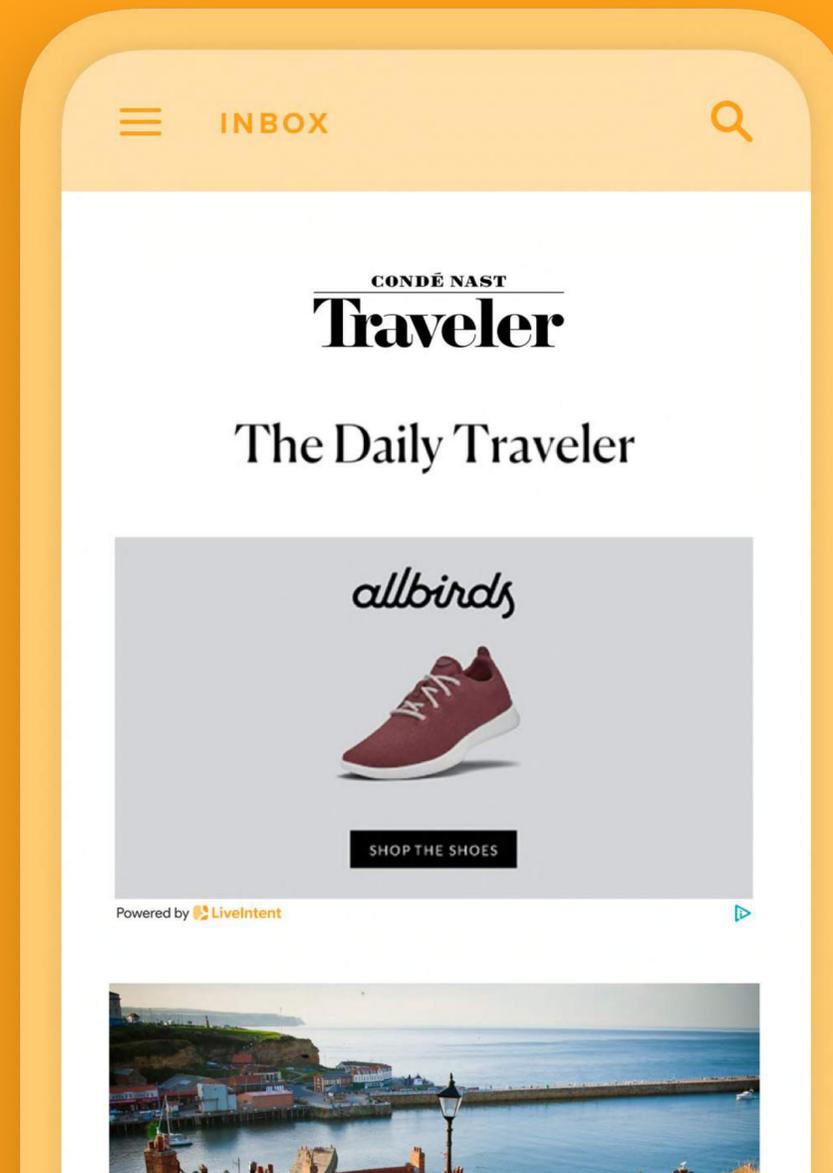
Imagery

# Newsletter mock-ups

There are few simpler ways to demonstrate our technology in action than through email newsletter mock-ups.

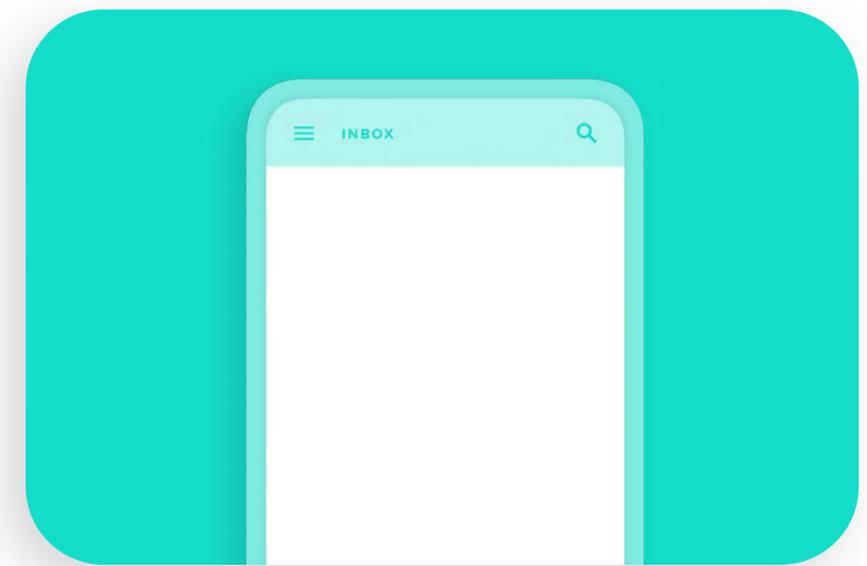
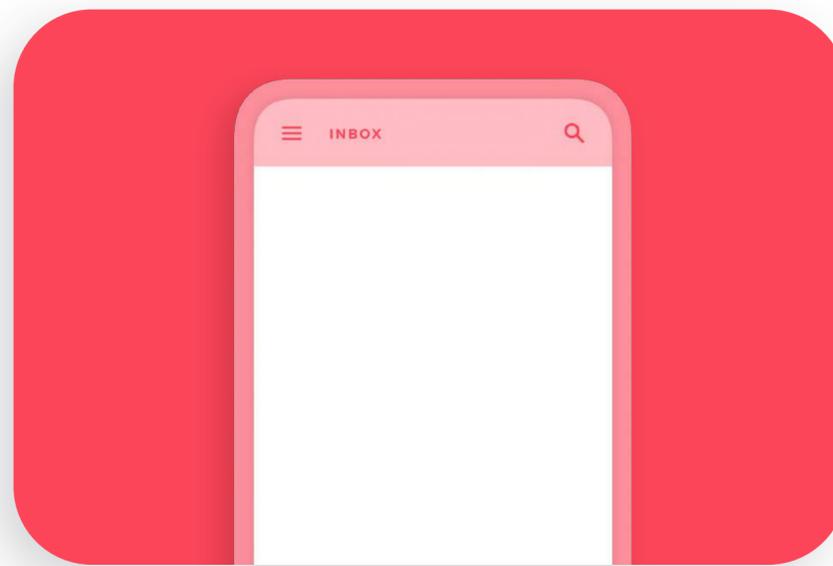
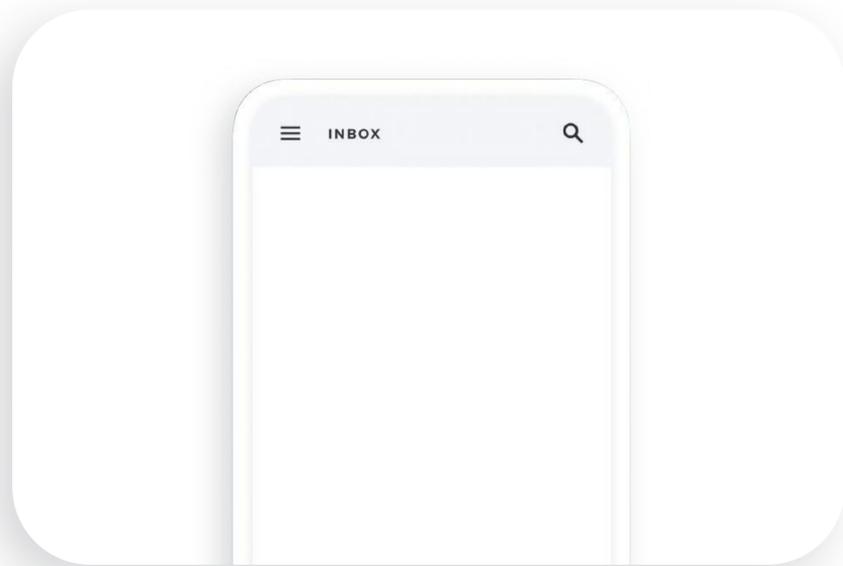
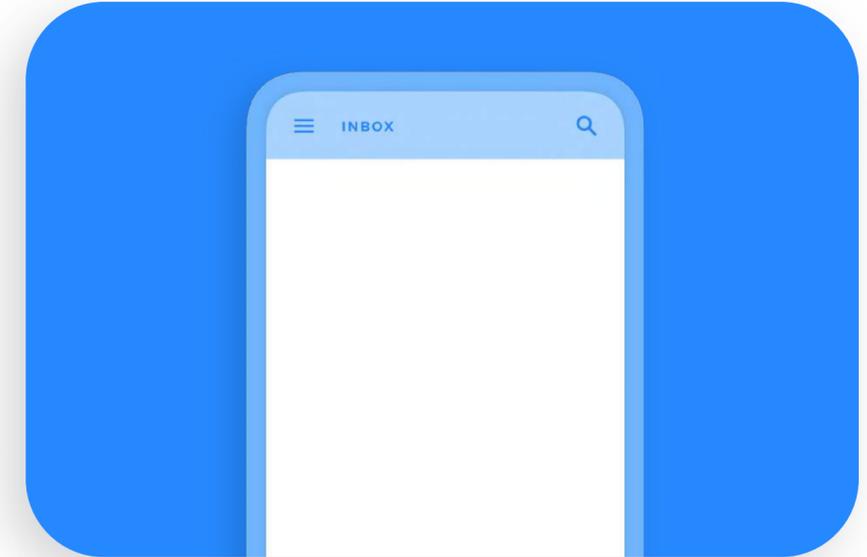
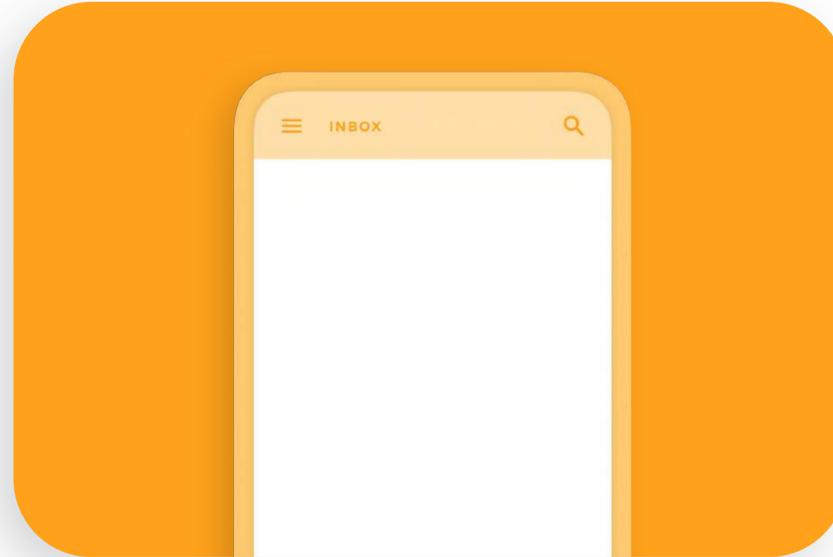
When designing mock-ups, ensure that both the publisher and the advertiser used are current LiveIntent customers unless otherwise directed.

Each ad, regardless of ad size, should feature the Powered By and Ad Choices logos beneath it.



# Device colors

Devices should blend into the background to bring the content on the screen into focus. To accomplish this, ensure that the device and background colors always match.

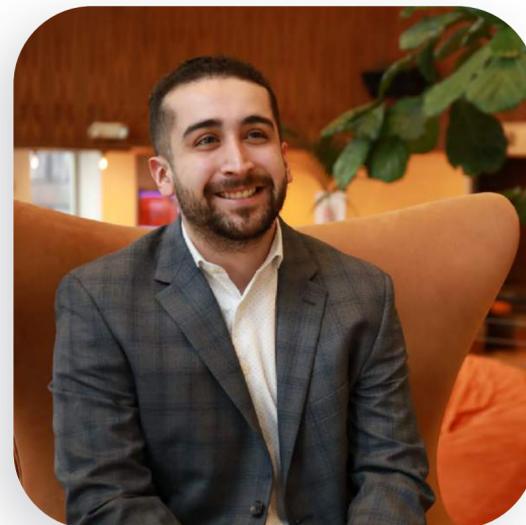
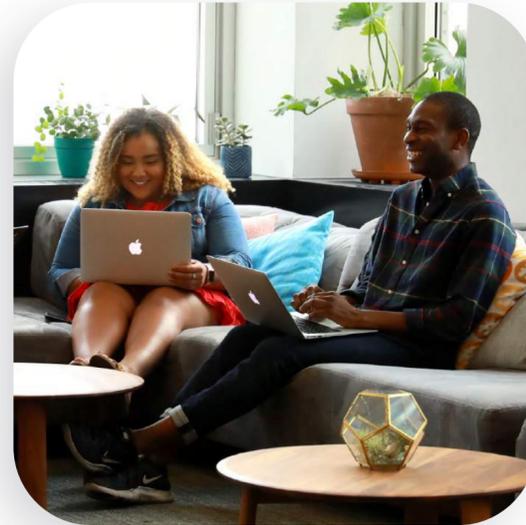


Imagery

# Photography

Our photography style is largely guided by our “human” brand pillar. In an industry abundant in stock photography, we want our brand to stand out with photos that are genuine. And what better way than by photographing real people?

When possible, we aim to use original photography that features our teams and the brands we serve. Whether by taking candid photos around our offices, directing quirky team headshots, or capturing our customers as they share their LiveIntent success stories, we want to share authentic moments that are exclusive to LiveIntent.



# 5. Typography

# Proxima Nova typeface

Proxima Nova is a modern sans serif typeface. It is the LiveIntent brand's sole typeface, used everywhere from its sales collateral to its website.

 **Take note**

The only brand-approved font weights are bold and regular, as shown. All other weights, such as light and semi-bold, should not be used.

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

**Regular**

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

# Typographic hierarchy

When using Proxima Nova, the weight, size, and line height of the type will differ depending on the context of the copy you're writing. Refer to these guidelines when styling your written content.

H1 | header | bold | size 60 | line height 74

# Think outside the inbox with email

H2 | subheader | bold | size 40 | line height 54

## Think outside the inbox with email

H3 | callout | bold | size 32 | line height 46

### Think outside the inbox with email

H4 | body | regular | size 20 | line height 34

Think outside the inbox with email

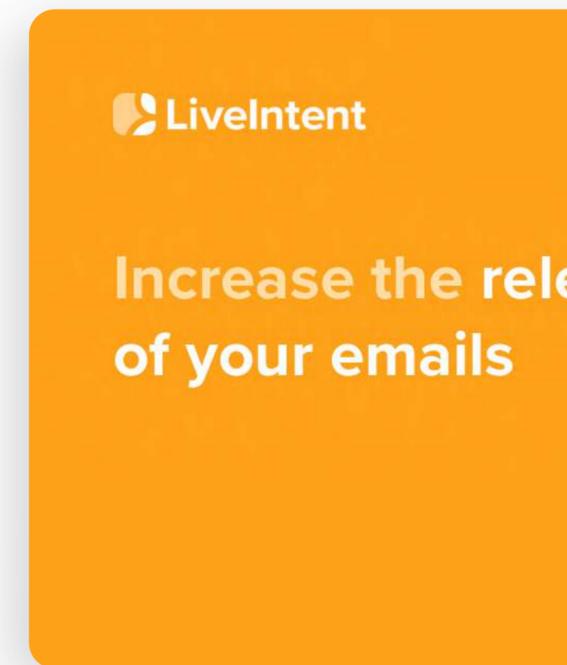
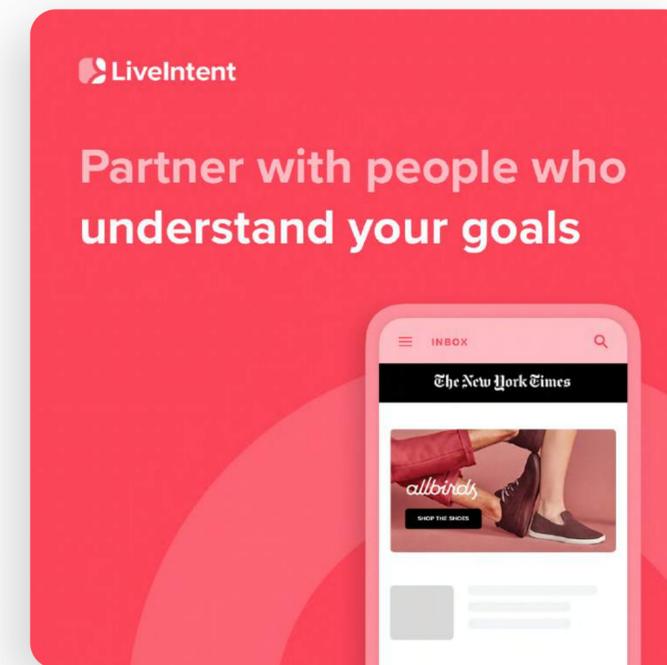
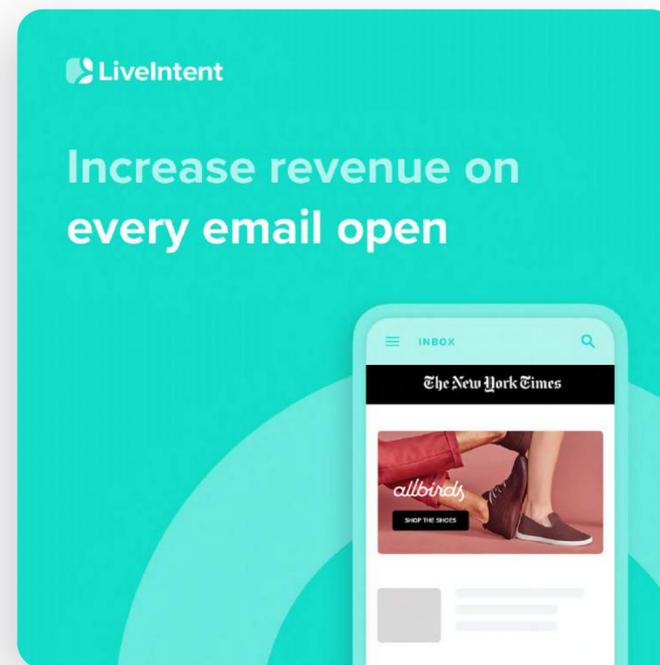
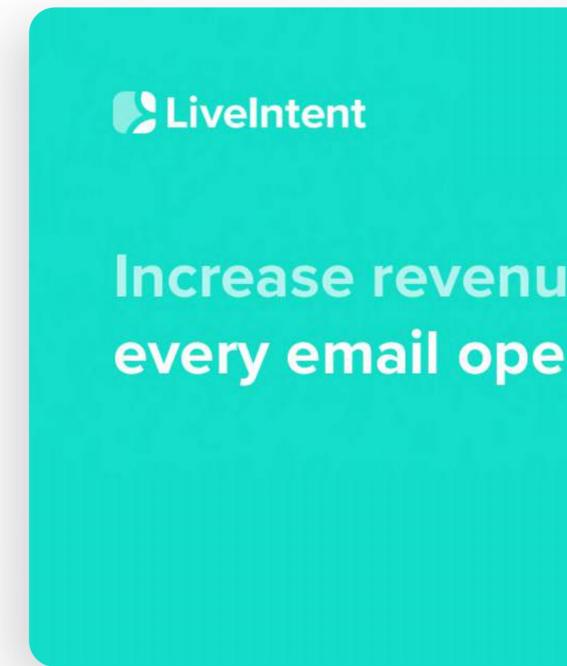
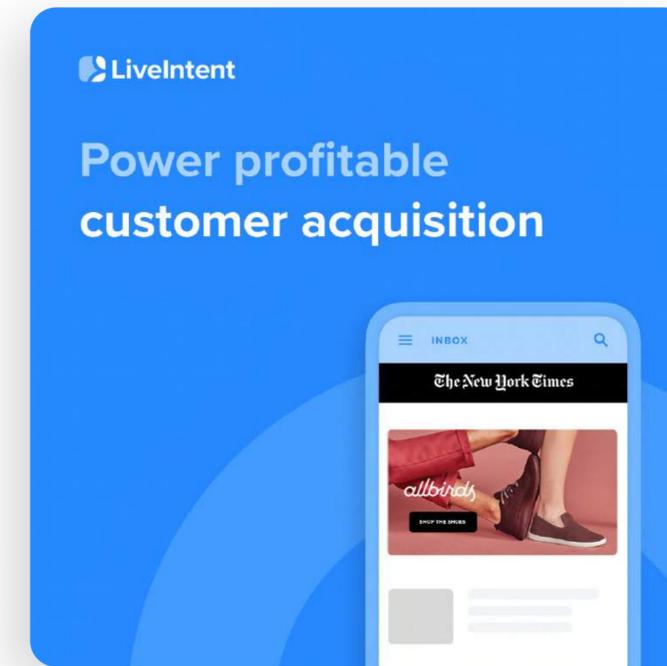
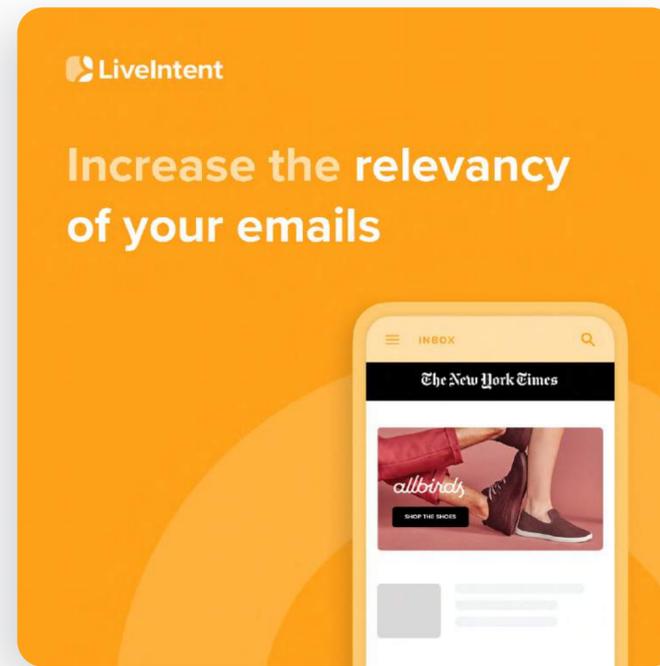
H5 | tag | bold | size 16 | line height 30

Think outside the inbox with email

# Combining type and color

When placing copy onto a white background, all headers and body copy should use dark gray. Add a splash of orange for sub-headers as-needed to help visually break up longer copy. When subtle copy is needed, use medium gray.

When placing copy onto a colored background, you will almost always keep all copy white. The only exception is when you want certain parts of the copy to stand out. To do this, pair white with the lightest shade of the background color to create a contrasting effect. The most important copy should be white. These paid social ads are a great example of this treatment.



# 6. Writing

# Tone of voice

As the old adage goes, it's not just what you say, but how you say it. Whether we're writing pithy email newsletter copy or technical product descriptions, our tone of voice should consistently emulate these qualities.

## Peer-to-peer

Our written content should feel conversational. Rather than using a scholastic tone to talk at our readers, we want to use a friendly, informal approach to talk with our readers.

## Confident

We want our readers to see us as thought leaders and experts in our industry. Our writing should exude confidence that builds trust and emphasizes our technical competencies.

## Simple

As a brand operating in the tech space, it's all-too-easy to fall into industry jargon and acronym rabbit holes. Know your audience and simplify your language as much as possible.

## Fun

Our tone should be as fun and vibrant as our color palette. Use interjections of wit and humor to add personality to copy. But, as with bright colors, a little goes a long way. Use this approach sparingly and only when appropriate.

# Writing rules

So you've written your content and nailed the tone of voice. Great!

Now it's time to format and embellish your content by following these simple writing rules.

## Capitalization

Use sentence case when writing headlines, as this supports our casual, "peer-to-peer" tone of voice. Also refrain from using all caps.

## Emoji use 🎉

What better way to add a dash of "fun" to your copy than with an occasional emoji? While the use of emoji are permitted, they're best reserved for digital communications, such as email newsletters or social posts.

## Text alignment

While there are occasional cases in which center-alignment is required, the vast majority of written content should be left-aligned.

# Writing samples

Below are examples of written content spanning thought-leadership, product, and webinar topics. As you can see, while the topics vary, the tone of voice across headlines, copy, and CTAs remains consistent.

## Thought-leadership

### Three ways to prepare for the cookie apocalypse

In the beginning, a third-party cookie was a humble tracking code with an adorable name. Marketers loved its potential and it grew to become the currency of digital advertising – but, today, it's crumbling.

With Google recently revealing plans to "render third-party cookies obsolete" by 2022, it's time to start preparing for the cookie apocalypse.

[\[Start preparing\]](#)

## Product

### Say goodbye to spreadsheets with an all-new customizable dashboard

The LiveIntent team has been hard at work on a sleek new dashboard for monitoring campaign performance. To make all that number-crunching less drab and more fab, we've focused on surfacing insights for you with clear visuals and easy-to-use filters. We're excited for you to try it out.

[\[Learn more\]](#)

## Webinar

### This Friday: The current state of programmatic with Stephanie Layser

We're excited to kick off May with another episode of "Real-Time Banter"! This Friday, hear from Stephanie Layser, VP, Advertising Technology and Operations at Newscorp on the current state of programmatic and brand safety.

Join us for this upbeat and candid conversation.

[\[Register now\]](#)

# 7. Web

# Web design

When designing for the web, we utilize the 12-column Bootstrap grid layout. Using Sketch, we customize our column layout settings with the following specifications:

**Total width: 1920px**

**Offset: 0px**

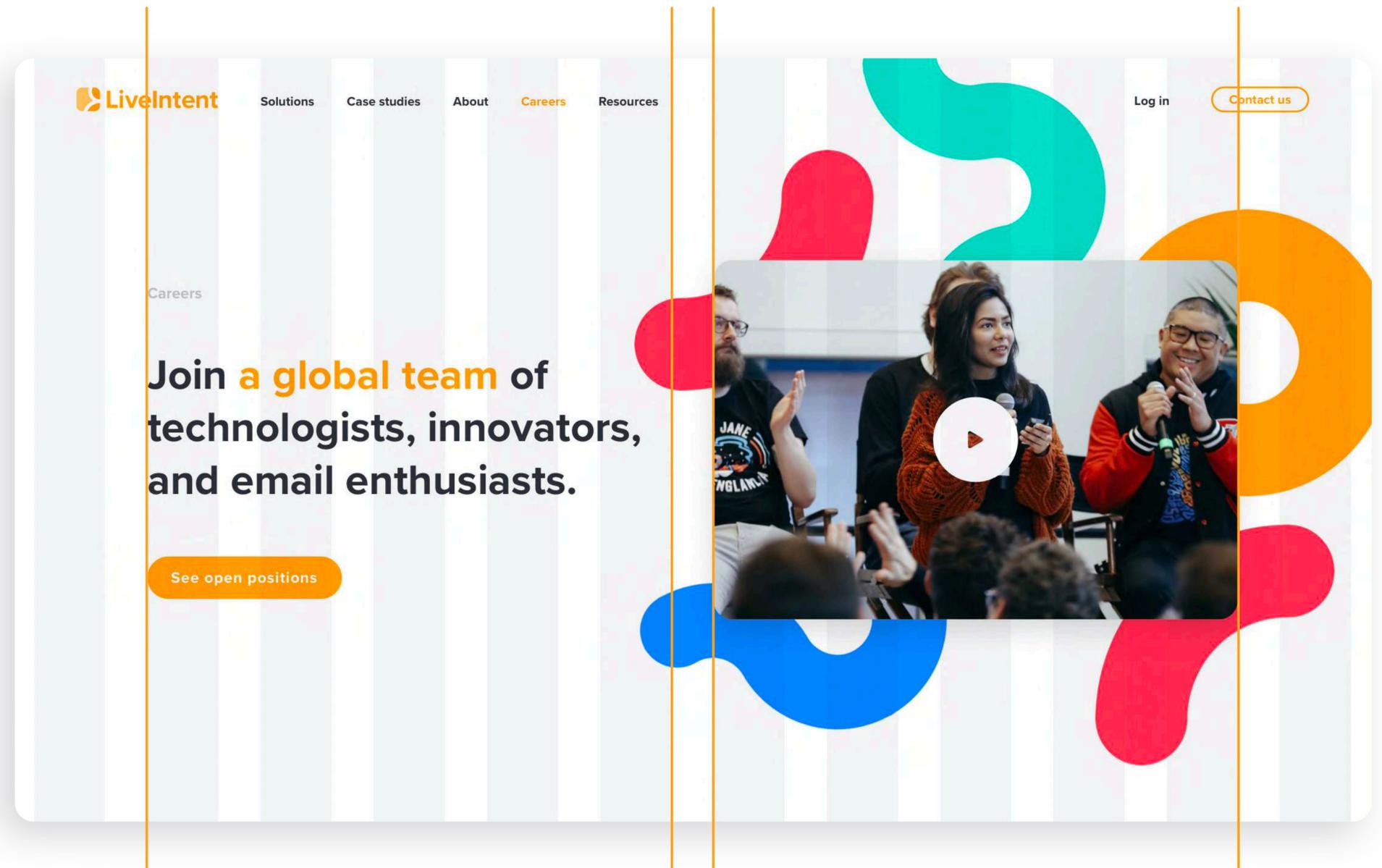
**Number of columns: 12**

**Gutter on outside: yes**

**Gutter width: 60px**

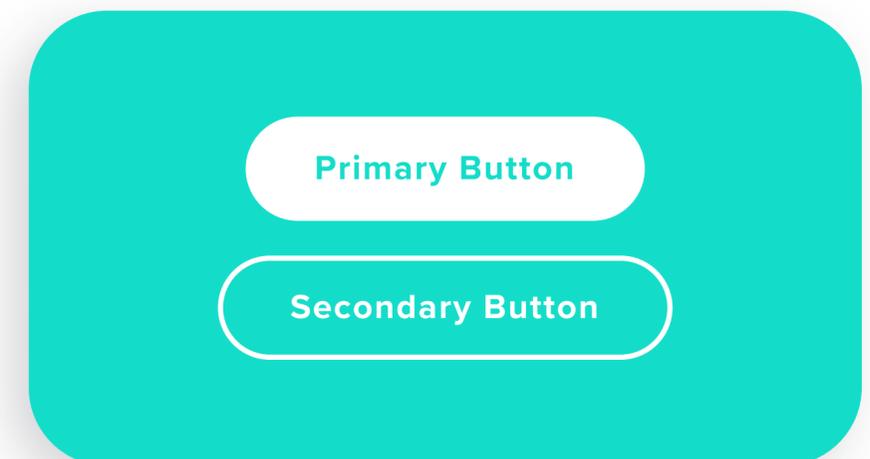
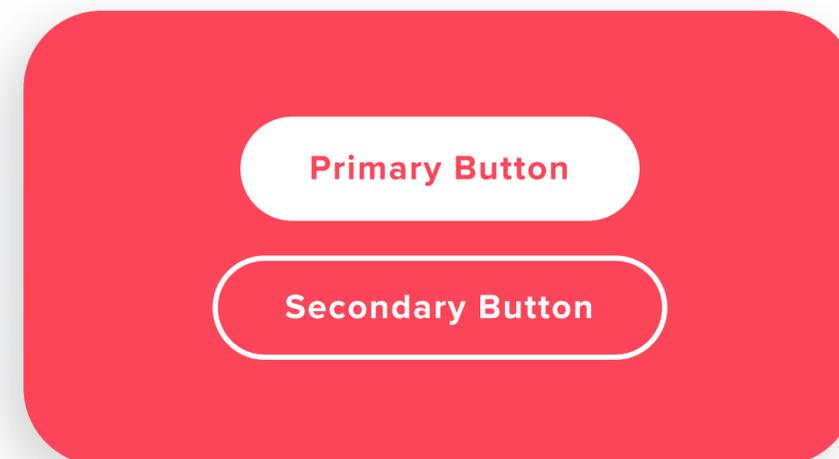
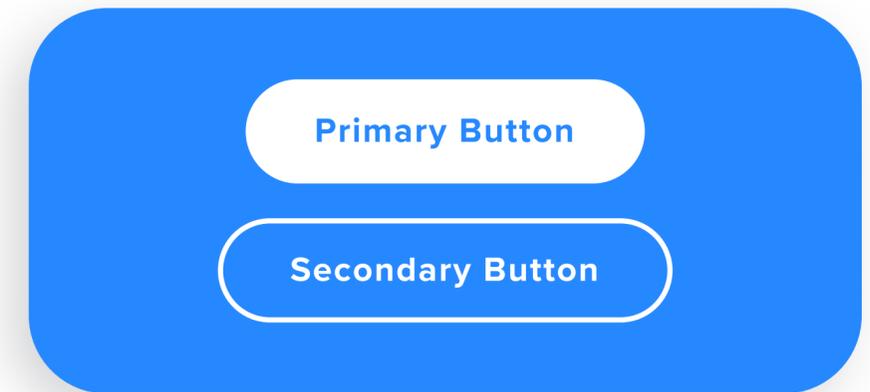
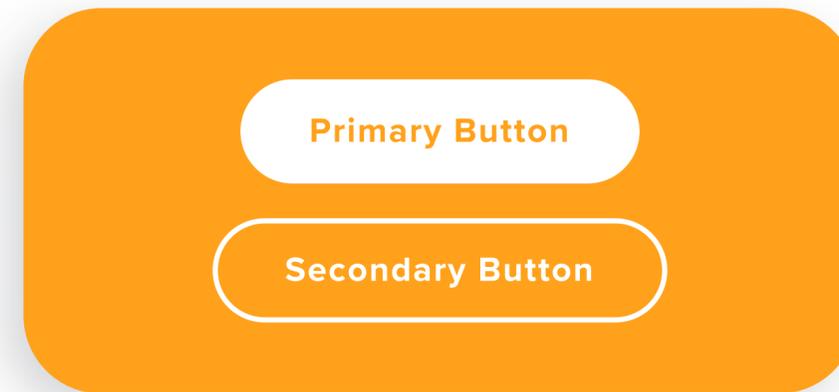
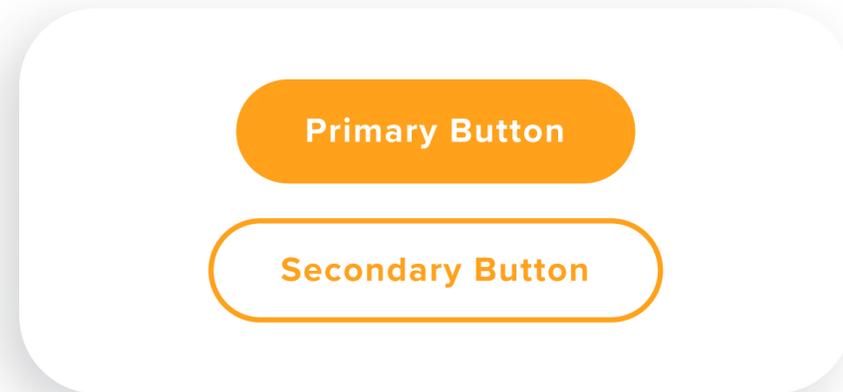
**Column width: 100px**

Using columns 1 and 12 as margins, arrange your content in columns 2-11. The 2-column layout shown here is commonly used on our website.



# Button styles

The color used in a button depends on the background onto which it's placed. However, the principles remain consistent: primary buttons are solid with text that matches the background color and secondary buttons are hollow outlines. All buttons should be pill-shaped.

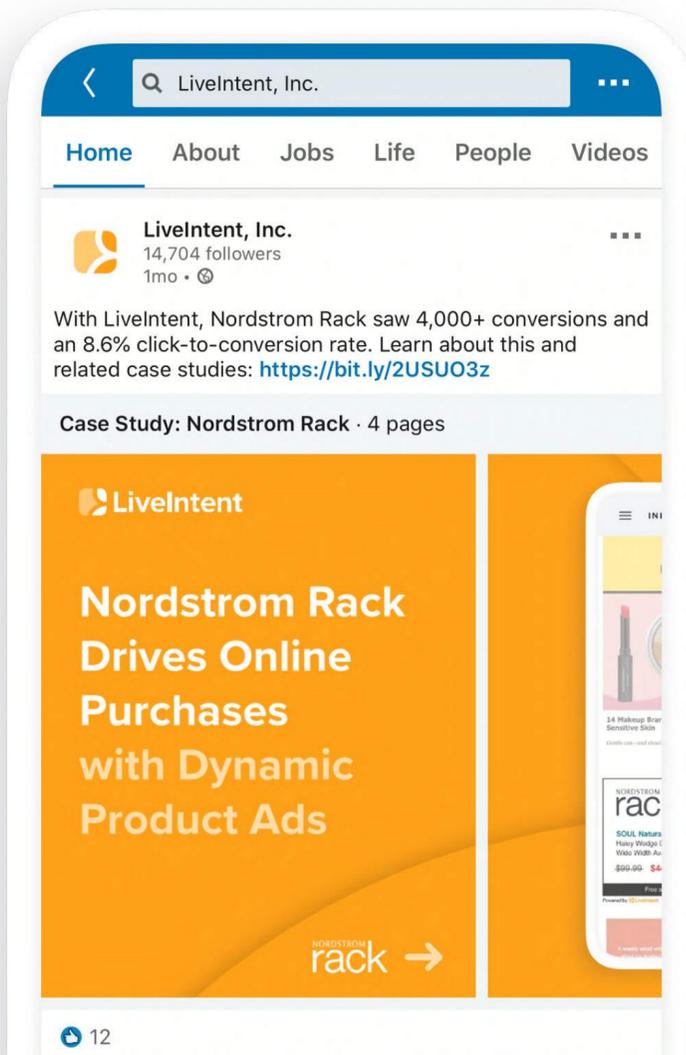


# 8. Branding in the wild

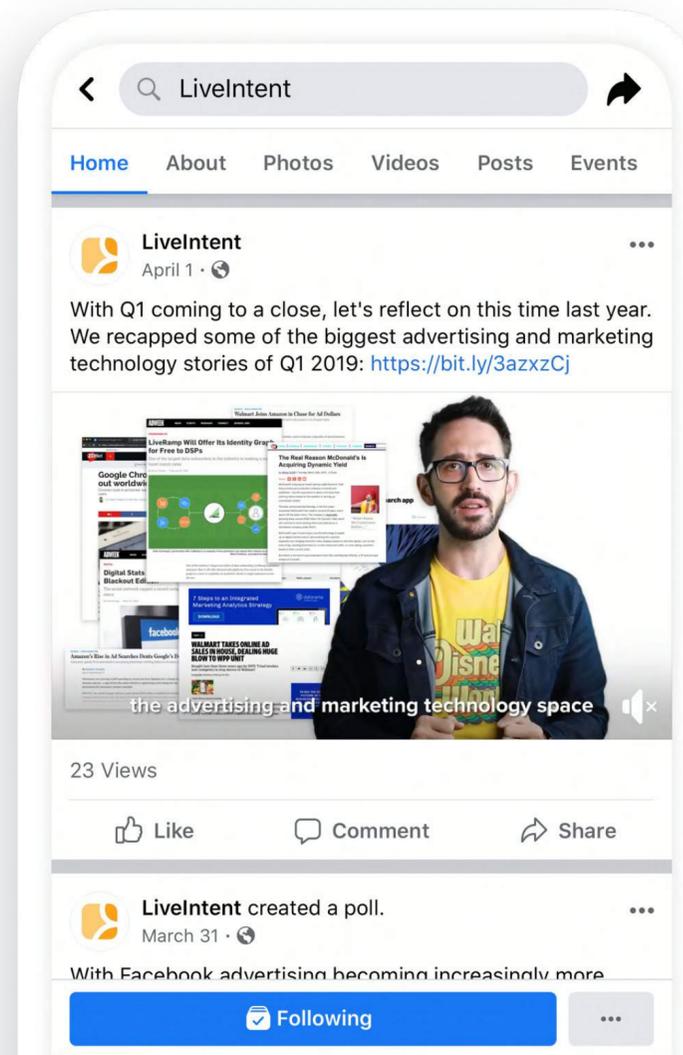
# Social

Our three most prominent social media channels are LinkedIn, Facebook, and Instagram. Where our LinkedIn and Facebook accounts share a mix of thought-leadership and LiveIntent culture content, our Instagram account focuses purely on culture.

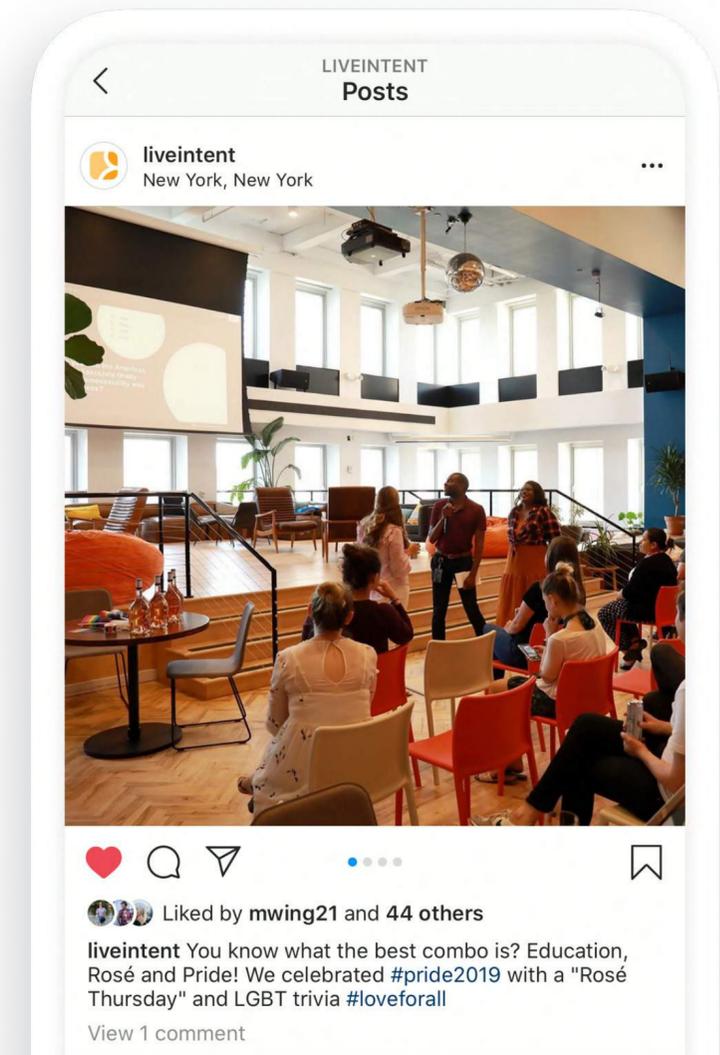
## LinkedIn



## Facebook



## Instagram

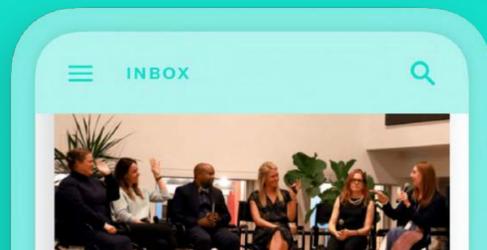


Branding in the wild

# Email newsletters

As a company built on the power of the email address, it's safe to say we put a lot of love into our newsletters. By marrying relevant content with clean, eye-catching visuals, we want to set the standard for a quality inbox experience.

Our email newsletters cover a range of topics, from industry news to product updates to webinars. Each have their own distinct templates, but utilize many of the same core brand elements and layouts.



## Monetize your email inventory

Watch this quick video to learn how Patch Media was able to effectively monetize their email inventory and increase revenue YoY +40% by adding our updated Livetag to their newsletter templates.

Watch the video



## General Mills' approach to scaling ad revenue

Hear how General Mills found the right balance between email newsletter monetization and reader experience - all while increasing revenue.

Read more

## The after-Facebook era: How Quip diversifies channels and scales growth

we found 85% of marketers spending over \$100K on Facebook are concerned about that cost, while 47% fear they might get priced out of the

Watch the video

ROTHY'S

Enjoy Free Shipping

SHOP ROTHY'S

Powered by LiveIntent

Follow us for more awesome content.

Facebook, Twitter, LinkedIn, Instagram icons

INBOX

Pittson, to hear about how Quip diversifies and scales growth in the after-Facebook era.

Watch the Video

A custom superbottle for your acne — and no one else's

START FREE TRIAL

Shipping & handling

I was made for you.

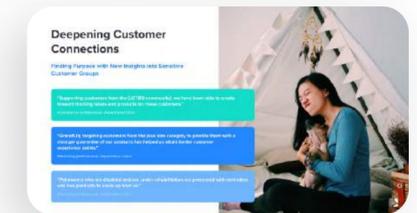
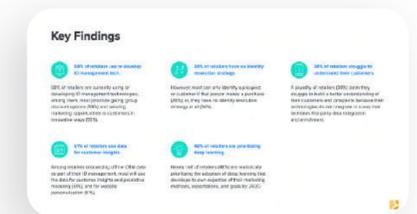
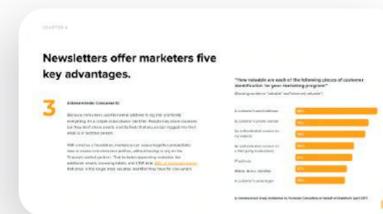
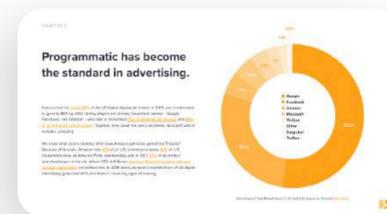
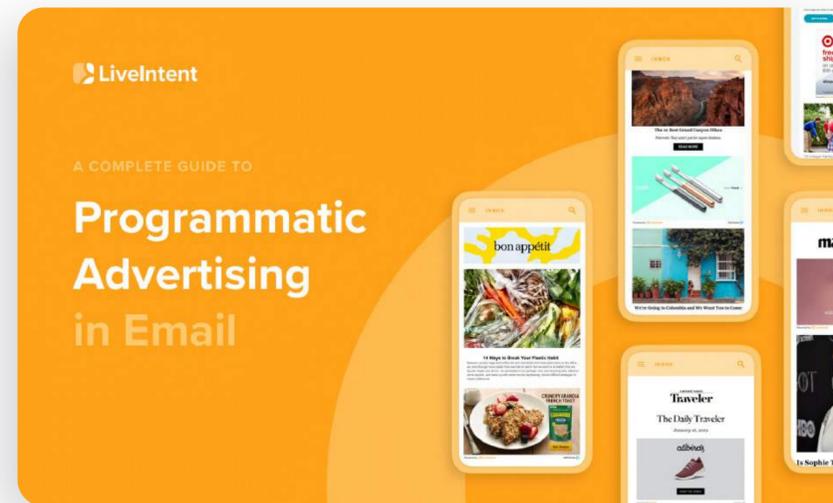
Curology

Powered by LiveIntent

# eBooks

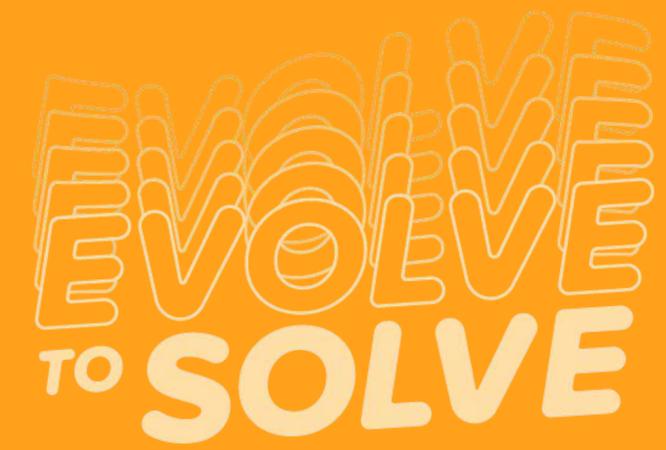
LivIntent writes, designs, and promotes eBook content often. While each eBook is expected to follow LivIntent’s brand guidelines, we design each with their own distinct concept and look-and-feel. This is to create contrast and easier recognition between pieces of content, as our audience may be targeted with multiple eBooks that we’ve produced.

For example, when comparing our “Programmatic Advertising in Email” and “Campaign Intelligence” eBooks, you can see that we’ve leaned on our color palette in different ways: one using orange, the other using cooler tones. And, although adhering to the same basic layout, each cover makes unique use of our brand shapes.



# Company values

Regardless of team, department, or project, LivelIntent strives to live out these five company values every day. We've brought these values to life with playful typography, using them internally on posters, swag, and more.

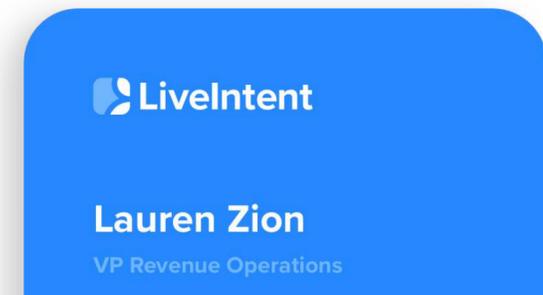
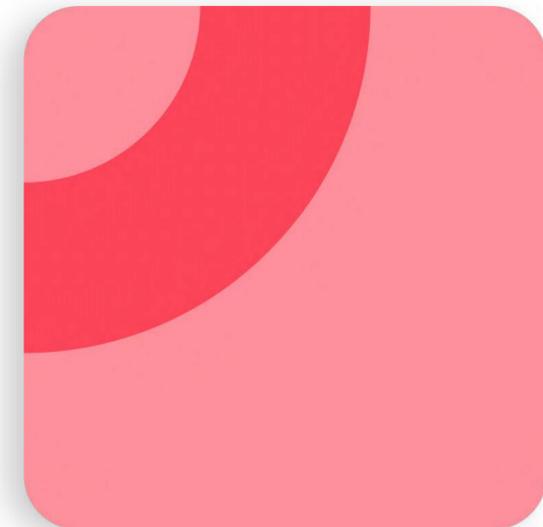
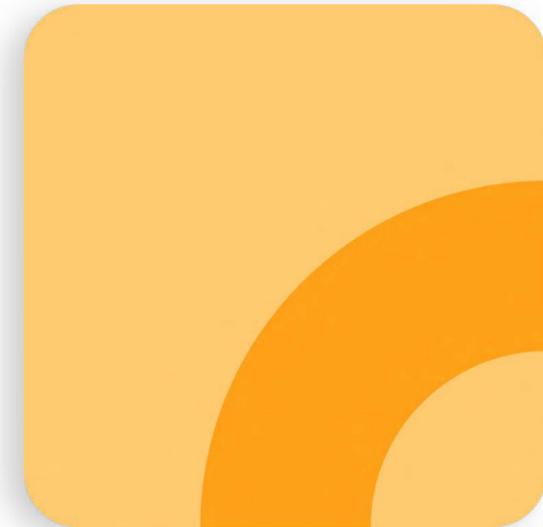


Branding in the wild

# Business cards

Our business cards have been designed to mimic our logo. We've chosen a square shape with rounded edges to match our logomark, while including a quarter-ring on the back to reflect the mark's whitespace.

There are four versions, each sporting a different primary brand color. When displayed side-by-side, the quarter-rings form different shapes, from full circles to wavy lines. This is a fun visualization of "making connections" – which these business cards are ultimately designed to do.



# 9. Contact

Don't be a stranger! Reach out to the **LiveIntent Creative Team** with any questions, or just to say "hi".

[Get in touch](#)