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BRAND GUIDELINES | AUGUST 2018

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CEO's Letter

Welcome,

We have reached an important moment in our company's journey. Now is the time for all of us to focus our efforts on our most important task: building a strong LeanData brand. The work of brand-building belongs to all of us; it is something we will create together or not at all. We all have a role to play, because our brand is not communicated by any one person, or any single action. In other words, in building a brand, everything matters. Everyone counts. We all must be committed to work towards this goal, because the LeanData brand is who we are inside and out.

I ask you to join me in working to create a powerful, and ultimately, well-recognized, LeanData brand.

Best,



Evan

Part 1: Who We Are

The Situation

Every business that uses CRM knows the lead, routing, and attribution process is misaligned and disjointed. Data shouldn't be an obstacle to generating revenue. It should accelerate it.

That's where LeanData comes in. We don't create, change, or transform data. We give existing data context. We're the conduit between data and humans. We orchestrate and connect it to the right people, in the right place, at the right time, and provide the visibility business needs. We help sales and marketing coordinate and align.

We make the buying experience efficient and seamless. We help your data work smarter. And we do it all to help you get to revenue faster.

Our Vision

“To facilitate meaningful connections between data and people in order to connect business to revenue faster.”

Our Mission

“To relentlessly improve the buying experience, create meaningful connections between marketing and selling, and accelerate revenue growth.”

Our Brand Promise

“ We will always innovate around the sales and marketing operations processes, so you get to revenue faster.”

Our Brand Attributes

PERCEPTIVE

We constantly anticipate and solve problems you don't know you have.

INTUITIVE

With our accurate and effortless technology, your sales and marketing teams will work faster and more efficiently.

LIMITLESS

We create products and services so your data is a revenue accelerator and not a revenue inhibitor.

DRIVEN

Our dedication to creating quality products ensures you will deliver a better buying experience to your customers.

INTELLIGENT

Our people and technology guarantee you find the right connections to your data no matter the obstacles presented to you.

INDISPENSABLE

Our solutions to critical data problems make us an essential resource to your success.

Our Brand Attributes (continued)

To align with these brand attributes, we should write content that:

EMPOWERS

Help people understand LeanData's products and how the technology can help make everyday problems easier.

CLARIFIES

Tell readers what they need to know, without relying on buzzwords or unrealistic claims. Give readers the exact information they need, along with opportunities to learn more. Don't be afraid to discuss fundamentals, as not every reader is an expert.

Our Brand Attributes (continued)

RESPECTS

Don't patronize readers, and give them the respect they deserve. Remember that they are giving us their valuable time. Be compassionate and inclusive. Don't market at people, or write strictly for SEO; communicate with readers.

GUIDES

Think of yourself as a tour guide for our readers. Whether you're leading them through our marketing website, press releases or educational materials, communicate in a friendly, helpful way.

Our Brand Attributes (continued)

To make sure your content aligns with our Brand Attributes and meets our content goals, ask yourself:

AM I CLEAR?

Are you using simple words and sentences? Are you addressing a problem clearly and concisely?

AM I PURPOSEFUL?

Does this piece of content serve a purpose? What audience am I aiming for? Does my content answer their concerns?

AM I FRIENDLY?

Do I sound like a person? Do I sound like a friend giving a recommendation, or do I sound like a →

Our Brand Attributes (continued)

skill? Do I sound relatable, even if this content is an e-mail warning?

AM I APPROPRIATE?

Am I writing toward the proper audience? Are members of this audience likely to trust me? Am I adapting my tone toward this particular reader?

Voice & Tone

To write content that aligns with our Brand Attributes and content goals, we should be aware of our voice and tone. This section will explain the difference between voice and tone, laying out the elements of each as they apply to LeanData.

What's the difference between voice and tone?

LeanData's voice is like your personality. You have the same personality all the time, but your tone changes in different contexts. You might use one tone when you're out to dinner with your closest friends, and a different tone when you're in a meeting with your boss. Your tone also changes depending on the emotional state of the person you're addressing. You wouldn't want to use the same tone of voice with someone who's scared or upset as you would with someone who's laughing. →

Voice & Tone (continued)

The same is true for LeanData. Our voice – our personality – doesn't change much from day to day, but our tone changes all the time.

VOICE

LeanData's voice is human – it's your smart friend who knows how to get things done. Think of it as familiar, simple, and straightforward.

We prioritize helping our users get the mundane work out of the way, so they can focus on what matters to them. We want to educate people without patronizing or confusing them. We empower our readers, without necessarily promoting specific products to assist them. One way to think of our voice is to compare what it is to what it isn't. →

Voice & Tone (continued)

LeanData's voice is:

- Smart but not presumptuous
- Fun but not coarse
- Helpful but not promotional
- Expert but not patronizing
- Technical but not arcane
- Thorough but not boring
- Informal but not sloppy

Remember, you are human and so are your readers.
Write like you're talking to someone one-on-one.
Not sure if you sound natural? Read your content out loud.

Voice & Tone (continued)

TONE

LeanData's tone is usually informal, but it's always more important to be clear than entertaining.

When you're writing, consider the reader's state of mind. Are they confused about a new product? Are they angry about a poorly run campaign? Are they curious about a post on our blog? Once you have an idea of their emotional state, you can adjust your tone accordingly.

LeanData has a sense of humor, so feel free to be funny when it's appropriate and when it comes naturally to you. But don't go out of your way to make a joke – forced humor can be worse than none at all. If you're unsure, keep a straight face.

Voice & Tone (continued)

STYLE TIPS

Here are a few key elements for writing in LeanData's voice:

- **Avoid buzzwords, slang, and jargon.** Write in plain English.
- **Write positively.** Use positive language rather than negative language.
- **Use an active voice.** Avoid a passive voice.

Our Brand Narrative

Every growing business feels the pain. Your CRM stores data but doesn't easily connect you to it. Which slows down the revenue process. Frustrates sales reps. Mystifies marketing. And annoys customers and prospects.

Data should accelerate revenue. Not inhibit it. The whole revenue process is inefficient. We hate inefficiency.

LeanData brings order to the chaos. We connect the right data to the right person at the right place at the right time. We stand in the middle of your CRM, directing traffic around sales, marketing, and your customer journey.

So, sales reps only get the leads, contacts, →

Our Brand Narrative (continued)

accounts, and opportunities they need to work on, no more – no less, allowing them to close more deals and drive more revenue. And Marketing is confident they know the touchpoints that really mattered, so they can optimize, replicate, and deliver ROI. All of which delivers a better buying experience for your customers plus a better sales and marketing experience for you.

With LeanData, sales and marketing align around the customer journey with data they can trust. Your sellers are happier. Your customers are happy. You capture revenue faster. And your CRM consistently delivers success, not headaches.

Our Product Narrative

LeanData turns your CRM into the efficient, seamless, and revenue-accelerating machine of your dreams.

We orchestrate connections where the right data always reaches the right people at the right time. We align marketing and sales with attribution and funnel analytics that they can trust. And we relentlessly innovate to make the sales and marketing operations processes better.

Because when your data works smarter, you capture revenue faster.

Descriptor & Boilerplate

DESCRIPTOR:

LeanData is the leader in Lead-to-Account Matching, Routing, and Marketing Attribution solutions.

BOILERPLATE:

LeanData is the leader in Lead-to-Account Matching, Routing, and Marketing Attribution solutions.

We stand at the center of your CRM, connecting data to the right people. By aligning marketing and sales with accurate matching, routing, and trustworthy attribution, sales reps only get the leads, contacts, accounts, and opportunities they need to work on, so they can close more deals and drive more revenue, faster.

LeanData is helping over 350 customers, including Marketo, Adobe, and Glassdoor, reduce complexity and frustration while accelerating revenue.

Part 2: How We Communicate

Our Logo | Master Logo



Logo clearspace

Our Logo | Alternate Versions

The full-color reverse logo should be used when the background is too dark for the gray color in the logo (specifically, the word “Lean”) to be easily legible.

The grayscale and black and white logos should only be used if a full-color logo can not be reproduced due to design or printing restrictions.



Full-color reverse logo



Grayscale logo



Black & white logo



Grayscale reverse logo

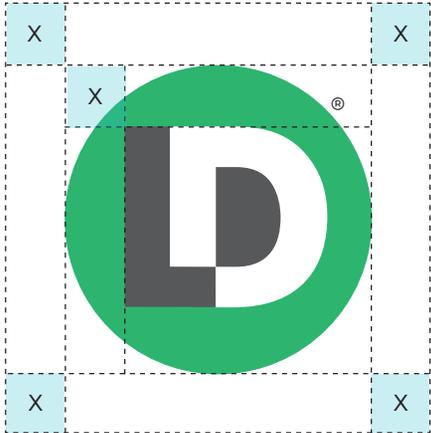


Black & white reverse logo

Our Logo | The Mark



Master mark



Mark clearspace



Grayscale mark



Black & white mark

Our Logo | Improper Usage



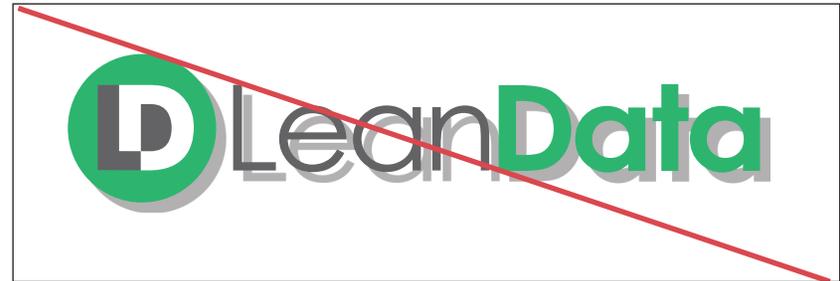
Do not distort



Do not rotate



Do not alter the space between the mark and the type



Do not add a drop shadow or 3D effects

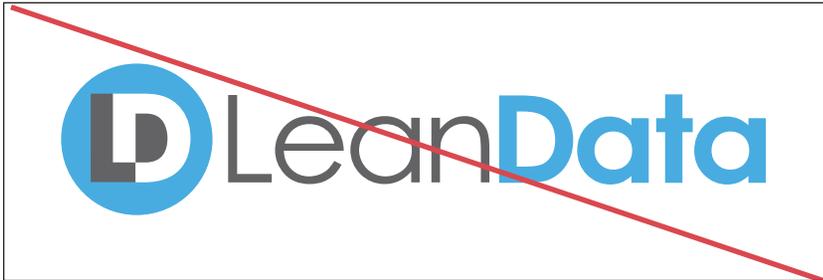


Do not alter the size relationship between the mark and the type



Do not use the type without the mark

Our Logo | Improper Usage



Do not change the colors



Do not place on a low-contrast background

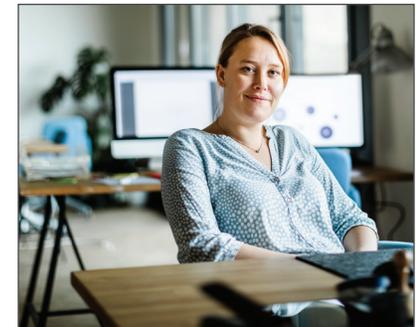


Do not place on a complex background

Photography Style

Our photography, whether it be stock or commissioned, should always have an authentic and contemporary feel. When representing people at work, show them in a work environment that is aspirational, but attainable. Their expressions should not be overly “smiley,” fake or modelish.

If showing visuals of a more symbolic nature, or imagery that does not include people, the imagery should still have an authentic and contemporary feel.



Photography Style | Techniques

Sometimes there is a need to apply a technique to allow type or graphics to be more legible when positioned on top of a photograph, or to simply make a photo more cohesive within the context of an overall design.



Color-tinted (duotone)



Color-tinted (duotone)



Darkened & blurred



Over-exposed



Blurred

Photography Style | Don'ts

There is a vast selection of stock photography to be had. Unfortunately, much of it is low quality and/or makes use of imagery and techniques that are not appropriate for LeanData.



Inauthentic, staged imagery



Out-of-date technology

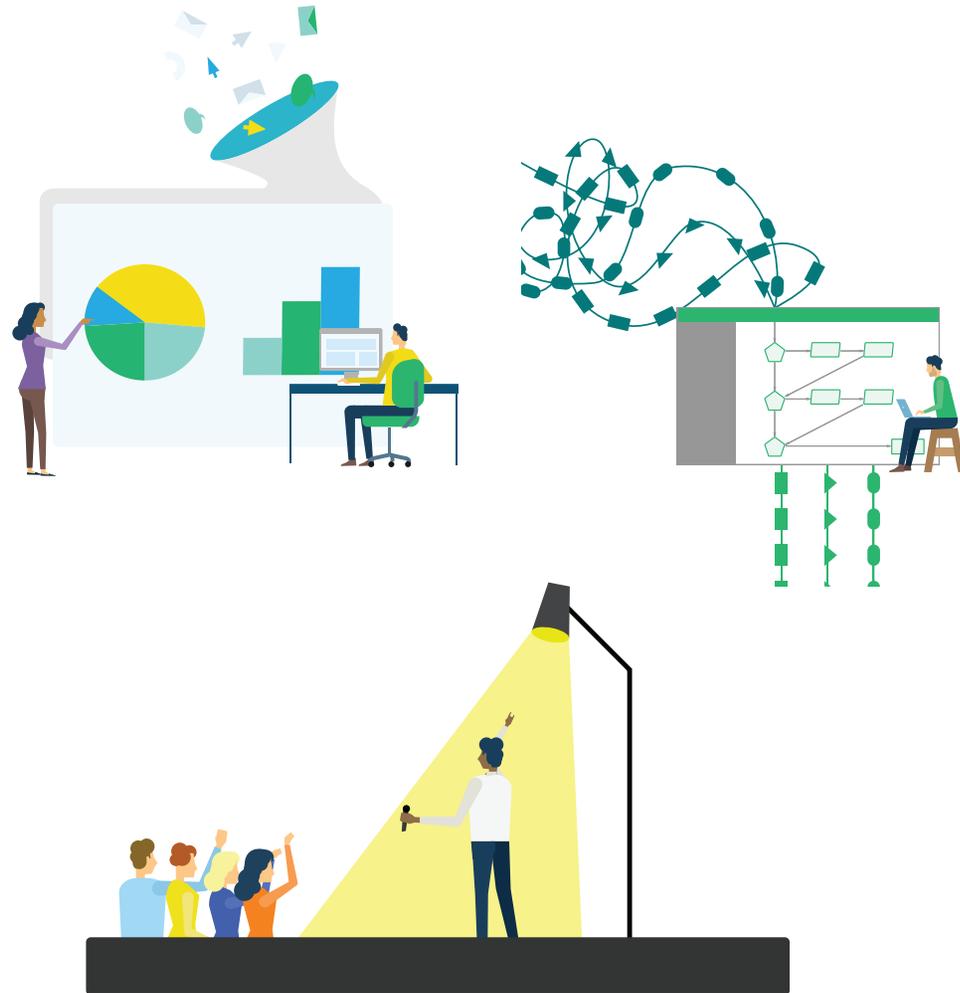


Modeish, posed people

Illustration Style

The illustrations that are used on our website (leandatainc.com) show an excellent example of the style to use when illustration is appropriate for your communication materials.

The illustrations are simple yet sophisticated, using only flat colors (no gradients) which define the shapes. They are never cute or cartoonish.



Color Palette

Color palette details:

- Blue-Teal:** HEX: #006c9f, RGB: 1/108/159, CMYK: 91/54/17/2
- Dark Blue:** HEX: #42529e, RGB: 66/82/158, CMYK: 86/77/4/0
- Green:** HEX: #2db670, RGB: 45/182/112, CMYK: 75/0/76/0
- Light Teal:** HEX: #27e8be, RGB: 39/232/190, CMYK: 59/0/40/0
- Light Blue:** HEX: #00aed8, RGB: 0/174/216, CMYK: 73/10/7/0
- Dark Gray:** HEX: #58595b, RGB: 88/89/91, CMYK: 0/0/0/80
- Yellow-Green:** HEX: #c2e320, RGB: 194/227/32, CMYK: 29/0/99/0

Grayscale section:

- Black**
- Gray 60%**
- Gray 40%**
- Gray 20%**
- White**

Fonts

There are two font families in our arsenal: Arial and Montserrat.

They both were chosen with an eye towards legibility, modernity, and flexibility.

Since it's integrated into both Google Docs and Microsoft Office, the Arial font family is perfect for “desktop publishing” – email signatures, memos, proposals, and PowerPoint Decks.

Montserrat, with its broad range of weights, and finely balanced letterforms, is meant for more design-critical usages, such as our website, banners, signage or posters. (As well as this book!)

Fonts | Arial

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*;"

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*;"

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*;"

Fonts | Montserrat

MONTERRAT EXTRA-BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*;"

MONTERRAT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*;"

MONTERRAT SEMI-BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*;"

MONTERRAT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*;"

MONTERRAT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*;"

MONTERRAT EXTRA-LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*;"

