

JAN. 2021

BRAND GUIDELINES



BRAND GUIDELINES

SECTION 01: COLOR



Primary Color Palette

Used by **all team members** across all branding including marketing website, PPT/Excel templates, PixabilityOne interface, all Looker dashboards, etc.

This color palette is embedded in all PowerPoint, Google Slides, Excel, and Google Sheets templates.

Primary Colors



Dark Blue
#434C6D



Mid Blue
#808DB3



Yellow
#F3BF30



Medium Blue
#388BBE

Background & Neutral Colors



#6A6A6A



#272626a



#DCDDDD

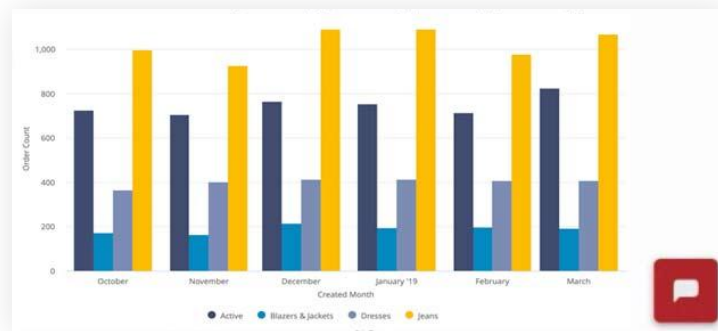
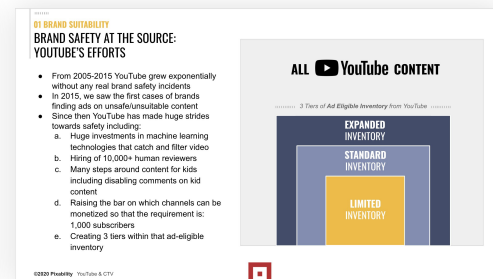
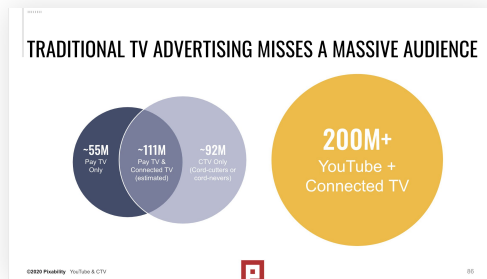


#F5F5F5



#292F48

Examples:



Supplementary Color Palette

Used by **Product and CSI only** on data visualizations like scatter plots and line charts that require more options than our 4 main colors for optimum data legibility. Supplementary colors should not be used in a visualization with less than 4 metrics/legends.

This color palette is not embedded in any PPT/Excel templates as it is not necessary for Marketing or Sales to use this color palette.

PRIMARY

 #434C6D

 #808DB3

 #F3BF30

 #388BBE

SUPPLEMENTARY

 #ABACAD

 #D69B39

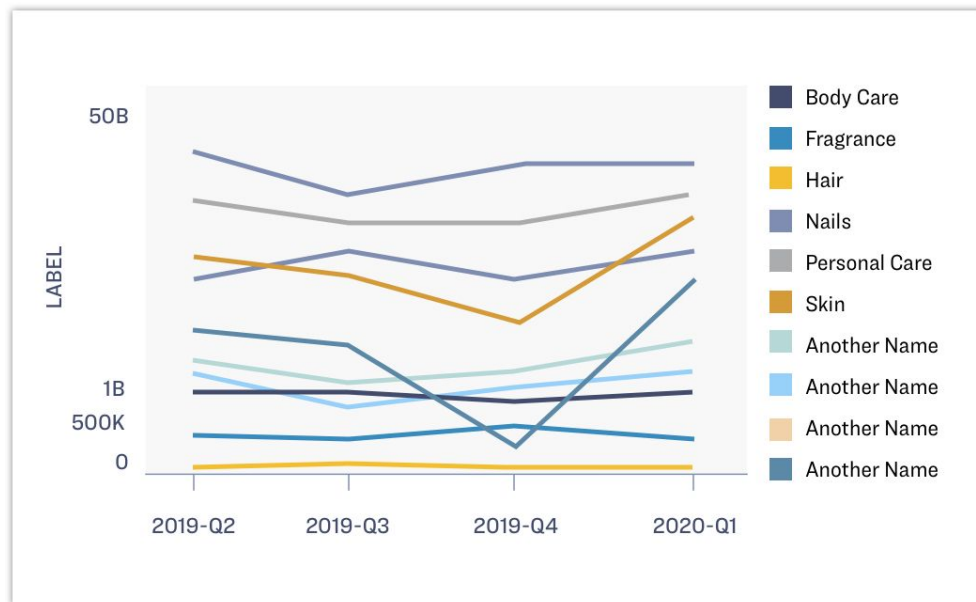
 #B6D9D8

 #97D0F8

 #F1D1A8

 #5C89A8

Examples:



Function & Alert Color Palette

Used by **Product and CSI** for user experience purposes, including alerts, warnings, confirmations, display backgrounds, etc.

This color palette is not embedded in any templates as it is not necessary for Marketing or Sales to use this color palette.

Alert/Warning/Confirmation Colors



#50AE4F #0091FF #B00020 #F39C12

Background & Neutral Colors



#6A6A6A #272626 #DCDDDD #F5F5F5 #292F48

Blue Tints For Gradient Use



434c6d 565e7c 69708a 7b8299 8e94a7 a1a6b6 b4b7c5 c7c9d3 d9dbe2



388bbe 4c97c5 60a2cb 74aed2 88b9d8 9cc5df afd1e5 c3dcec d7e8f2



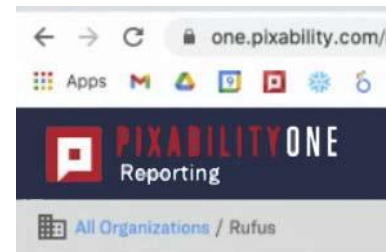
You successfully subscribe to Report!



Ooops, something went wrong!



Alert, Are you sure?



BRAND GUIDELINES

SECTION 02: FONTS



Primary Fonts

TUNGSTEN BOOK

TUNGSTEN MEDIUM

TUNGSTEN SEMIBOLD

Used by **Marketing** for the Pixability Website, social media graphics, one pagers, etc.

Used by **Product** for the PixabilityOne Dashboard headers.

Important specifications & info:

- Always in uppercase and tracked to 120
- Never used as body copy
- Font files only distributed to Product teams via Marketing

Ringside Narrow Light

Ringside Narrow Book

Ringside Narrow Medium

Used by **Marketing** for the Pixability Website, social media graphics, one pagers, etc.

Used by **Product** for as body copy in PixabilityOne..

Used by **CSI** as all text in Looker dashboards.

Important specifications & info:

- Can be used in any case (all caps, sentence case, etc.)
- Can be used for all body copy and any supporting headers/subheaders.
- Font files only distributed to Product & CSI teams via Marketing

Supplementary Fonts | Google Docs Substitutes

Tungsten and Ringside Narrow are not available across different machines, operating systems, and software applications. For this reason, we have designated substitute fonts to use instead.

OSWALD LIGHT OSWALD NORMAL OSWALD MEDIUM

Used by **Marketing & Sales** in Google docs as a replacement for Tungsten.

Important specifications & info:

- Always in uppercase
- Built into Google slides template
- Not to be used as body copy
- Font available in all Google docs (does not require downloading/installing a font file)

Arial Arial Bold

Used by **Marketing & Sales** in Google docs as a replacement for Ringside Narrow.

Important specifications & info:

- Can be used in any case (all caps, sentence case, etc.)
- Used for all body copy and any supporting headers/subheaders
- Built into Google slides template
- Font comes installed on all Macs and PCs (no font file to be distributed)

Supplementary Fonts | Microsoft Office Substitutes

Tungsten and Ringside Narrow are not available across different machines, operating systems, and software applications. For this reason, we have designated substitute fonts to use instead.

FRANKLIN GOTHIC MEDIUM

FRANKLIN GOTHIC COND MEDIUM

FRANKLIN GOTHIC COND DEMI

Used by **Marketing & Sales** in Microsoft Office applications as a replacement for Tungsten.

Important specifications & info:

- Medium weight may be used in any case (all caps, sentence case, etc.); Condensed weights must always be in uppercase
- Built into PPT template
- Font comes installed on all Macs and PCs (no font file to be distributed)

Arial

Arial Bold

Used by **Marketing & Sales** in Microsoft Office as a replacement for Ringside Narrow.

Important specifications & info:

- Can be used in any case (all caps, sentence case, etc.)
- Used for all body copy and any supporting headers/subheaders
- Built into PPT slides template
- Font comes installed on all Macs and PCs (no font file to be distributed)

BRAND GUIDELINES

SECTION 03: PIXABILITY LOGOS



Primary Logo

This is the default version of our logo and should always be the go-to when a logo file is needed. It should cover most use-case instances. If the specific use-case requires portrait proportions vs landscape proportions, use the Secondary Logo on the next slide.

Primary Logo 1



Used by **all employees** whenever a logo file is required.

This is the landscape variation of our logo that is meant for use on **light** backgrounds.

Download the Primary Logo and its color variations [here](#).



Note on Logo Colors



Dark Red
#D53538



Medium Red
#EAA0A0

Red palette is **only** for the Pixability logo and is never used elsewhere.

Primary Logo 2



Used by **all employees** whenever a logo file is required.

This is the landscape variation of our logo that is meant for use on **dark** backgrounds.

Primary Logo 3



*Use this color variation on a **dark** background **only** when it provides better legibility than Primary Logo 2.*

Secondary Logo

This version of our logo should be used when the specific use-case requires our primary logo but in portrait proportions vs landscape proportions.

Secondary Logo 1



PIXABILITY

Used by **all employees** whenever a logo file is required.

This is the portrait variation of our logo that is meant for use on **light** backgrounds.

Download Secondary Logo and its color variations [here](#).



Note on Logo Colors



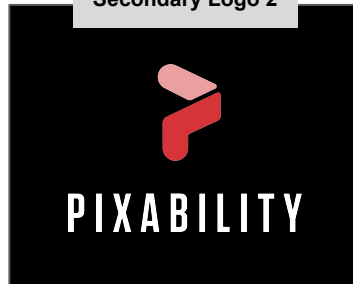
Dark Red
#D53538



Medium Red
#EAA0A0

Red palette is **only** for the Pixability logo and is never used elsewhere.

Secondary Logo 2



Used by **all employees** whenever a logo file is required.

This is the landscape variation of our logo that is meant for use on **dark** backgrounds.

Secondary Logo 3



Use this color variation on a **dark** background **only** when it provides better legibility than Secondary Logo 2.

Square “P” Logo

This version of our logo should be used only in specific circumstances where the use-case does not require the “Pixability” text, and only when the primary and secondary logos aren’t appropriate. This logo should rarely be used outside of marketing and/or product team projects. If you are not on either of these teams, please check with Marketing before using.



Used primarily by **Marketing** and **Product** when use-cases meet certain criteria. Non-marketing and/or product team members should check with Marketing before using.

This is the square variation of our logo that is meant for use on both **light** and **dark** backgrounds.

Download the Square “P” logo [here](#).



Note on Logo Colors



Dark Red
#D53538



Medium Red
#EAA0A0

Red palette is **only** for the Pixability logo and is never used elsewhere.

Unacceptable Logo Variations

DO NOT alter the logos in any way (color, proportion, layout, etc.). Use one of the approved iterations from the previous slides. When in doubt, check with the Marketing team on any and all logo questions.



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SECTION 04: PRODUCT LOGOS



Product Logo & Naming System

PixabilityOne™ and supporting products (BrandTrack™, BrandShield™, etc.) have specific logo images associated with each, and specific formatting for when the product name is written in plain text



PixabilityOne™

BRANDTRACK™

BrandTrack™

BRANDSHIELD™

BrandShield™

ADPLAN™

AdPlan™

Used by **all employees** whenever any product logo files are required.

This logo variation is meant for use on **light** backgrounds.



Note on the “™” Symbol

Use the “™” mark with the first mention of a product name on a page/slide/etc., however it is not necessary on subsequent mentions. *One exception to this rule is in PPT/Google Slides **titles**, where for aesthetic reasons you should not use “™”.*



PixabilityOne™

BRANDTRACK™

BrandTrack™

BRANDSHIELD™

BrandShield™

ADPLAN™

AdPlan™

This logo variation is meant for use on **light** backgrounds.

Download product logos and their color variations [here](#).

Product Logo System In Action

The screenshot displays the PixabilityOne™ dashboard. At the top, the PixabilityOne™ logo is visible. Below it, the 'BRAND SUITABILITY' section features the 'BrandShield™' logo and the text 'BrandShield™ Dashboard'. The dashboard includes a table with columns for Status, Total Spend, Video Views, Impressions, and Ex View. The table lists various campaigns, each with a 'BrandShield™' logo and a status of 'Active'. The 'REPORTING' section at the bottom includes 'Campaign Performance Reporting' and 'Custom Insight Dashboards'.

Status	Total Spend	Video Views	Impressions	Ex View
Active	\$764,455.05	26,597,802	186,333,345	
Active	\$729,348.06	22,162,781	164,895,828	
Active	\$750,000.35	19,474,110	37,403,354	
Active	\$123,000.03	6,221,891	20,128,770	
Active	\$470,999.97	8,359,150	8,888,950	
Active	\$90,008.38	2,948,640	32,078,377	
Active	\$31,999.97	591,880	7,690,575	
Active	\$19,016.55	749,383	1,335,161	
on Orders	\$3,021,076.82	87,144,074	460,554,651	

Example of logo system implemented in product's main navigation area

The screenshot displays the BrandShield™ marketing collateral. At the top, the 'OUR CAPABILITIES' section is visible. Below it, the 'BRANDSHIELD™' logo is prominently displayed. The text 'THE LEADING SOLUTION FOR BRAND SUITABILITY ON YOUTUBE' is shown. The 'BrandShield™' logo is also used as a product name written as plain text. The text describes the solution as the most trusted way to protect brands while also driving performance on YouTube for three main reasons:

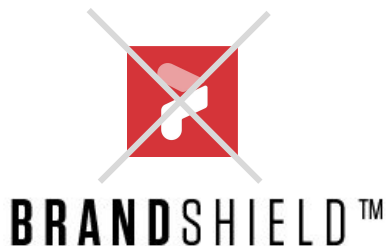
- DEEPER PROTECTION FOR BRANDS SINCE 2012**
Our brand suitability technology for YouTube was patented before anyone else knew it was a problem (2012) and has powered thousands of brand suitable campaigns without incident for our agency and brand partners.
- MILLIONS OF YOUTUBE VIDEOS HARVESTED**
We harvest from hundreds of millions of YouTube videos to train our machine learning to be the best.

Example of logo system implemented in marketing collateral

Unacceptable Product Logo Variations

DO NOT alter the product logos in any way (color, proportion, layout, etc.) and be sure to use the correct capitalization when referencing product names in plain text. Use one of the approved iterations from the previous slides. When in doubt, check with the Marketing team on any and all logo questions.

Do **not** try to build your own versions of the product logos or merge other branding elements to create new logos.



Do **not** use all caps or partial caps when writing out product names in plain text.



Do **not** recolor any existing assets



BrandShield Logo

Because of its prominence within the PixabilityOne™ product lineup, BrandShield™ has an additional logo variation that is used in **Sales** and **Marketing** materials. This version of the BrandShield™ logo is not used in the Product or elsewhere.

This logo variation is meant for use on **light** backgrounds.



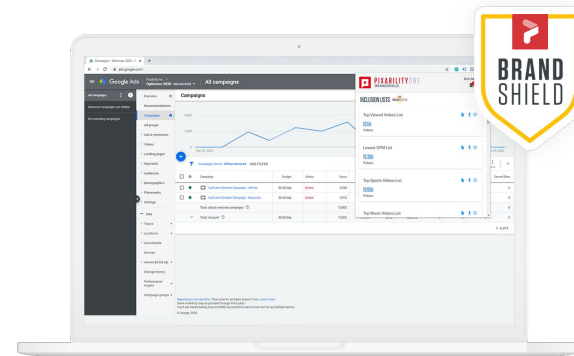
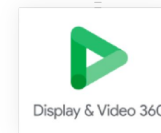
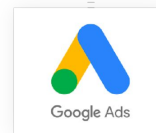
This logo variation is meant for use on **dark** backgrounds.



Download BrandShield Marketing Logos
and their color variations [here](#).



Brand Suitable Inclusions/Exclusions



*Examples of BrandShield™ logo
implemented in marketing collateral*

BRAND GUIDELINES

SECTION 05: DASHBOARD & PROD DESIGN OVERVIEW



Dashboard Layouts (Overview)

There are 3 main key areas to have consistent look & feel dashboards across different team and client, ensure that end-user receives a seamless experience and dashboards function and enhancements.

- Identity & Brands: Dashboards must reflect Pixability branding
- User Experience: Layouts optimization and flow around need of specific user
- Data & Visualizations: Using optimal visualizations to answer business and client questions (Story telling)

Read more here:

https://docs.google.com/presentation/d/1EOcrBLHArdD5d7QINtD5zWpnqIkJDADs89_Tb4mVj1k/edit?usp=sharing

Dashboard Layouts (Overview)

To create a user friendly dashboards, we will collect all the requirements to define the best layout. Here is a sample illustration of the layout logic to maximize insights for the users.

