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BRAND GUIDELINES

We want to make a difference

Our mission is to help small businesses grow and their local communities glow. We are energized every day by knowing that doing that one thing well makes a massively positive impact on this world. Local businesses create jobs, support families, fund charities, help their communities thrive and so much more. **This inspires us.**

In one word, the Marketing 360® brand is **"helpful"**. Every interaction is purposeful and prioritizes delivering value to its audience over aggrandizing itself. Marketing 360 seeks to help people understand and successfully navigate the SMB landscape by making it easy, approachable, and relatable to run and grow a business.

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Our Values

At Marketing 360®, we not only believe we have the best platform, but we also believe we have the best people. We enjoy being a part of building a championship team that pursues championship performance and makes a difference every day.

To help shape our mindset, we adhere to these values:

- **MISSION DRIVEN**
- **ATTITUDE** and **EFFORT**
- **DELIGHTFUL** and **DIVERSE**
- **WINNER'S MINDSET**
- **INNOVATIVE** and **CREATIVE**
- **RESILIENT** and **RELENTLESS**
- **EXECUTION EXCELLENCE**
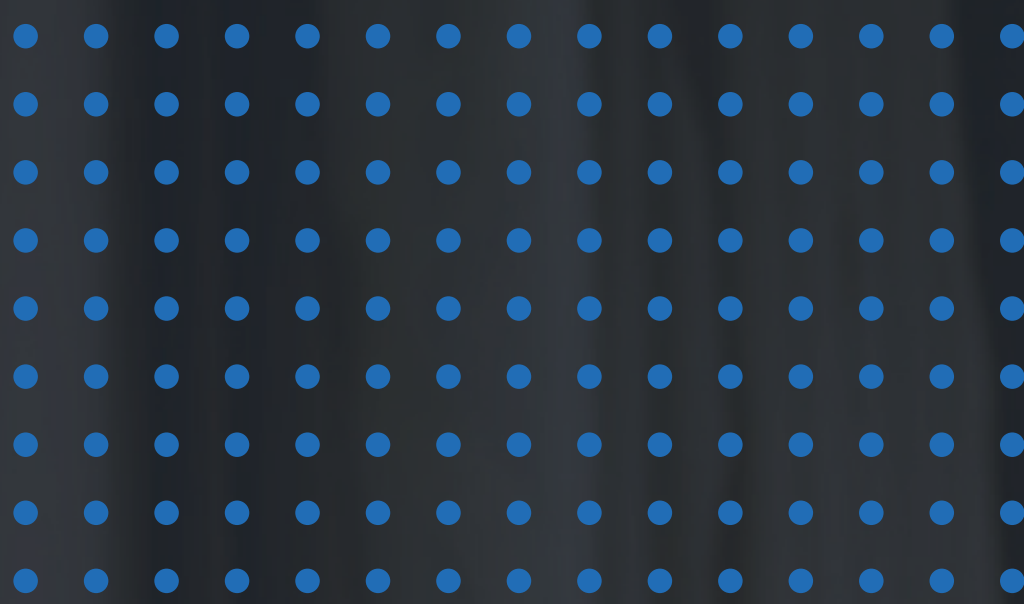
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VISUAL IDENTITY

The Logo and Icon

We are very proud of our logo and trademark. Be sure to follow these guidelines to ensure it looks its best.

Usage

The full Marketing 360® logo should be used in most applications. The icon should only be used when using the full logo is impractical. Depending on the background in which the logo is overlaid, use the logo color variation that provides the most contrast. A single color logo *(only black or white)* is allowed only when the gradient on the "360" icon will be washed out.

Usage

In order to preserve the integrity of the primary logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to be around the logotype is equivalent to ½ of the height of the logotype.

½ Height

Height

Minimum Digital Size - 100px width | Minimum Print Size - 0.8" width

Partnerships

Our partners are incredibly important to us, and as such, we strive to respectively represent our partnerships when displaying logo lockups. Partner lockups should be scaled to the aproximate same size and center aligned. The minimum clearspace to be around the logotype is equivalent to 1/2 of the height of the logotype. The correct space between partner logo lockups is equivalent to the height of the logotype, with an added divider.

Logo Misuse

It is imperative to keep the appearance and orientation of our brand consistent. Our logo should not be modified, skewed, or altered in any way outside of what is indicated in this guide in order to maintain brand integrity - **no exceptions.**

Do not distort the logo in any way

Do not add additional effects

Do not outline the logo

Do not use unapproved colors

Do not stack the logo

Do not rotate the logo

Do not change the size of individual logo elements in relation to each other

Do not change the typeface

Do not stack partner logos
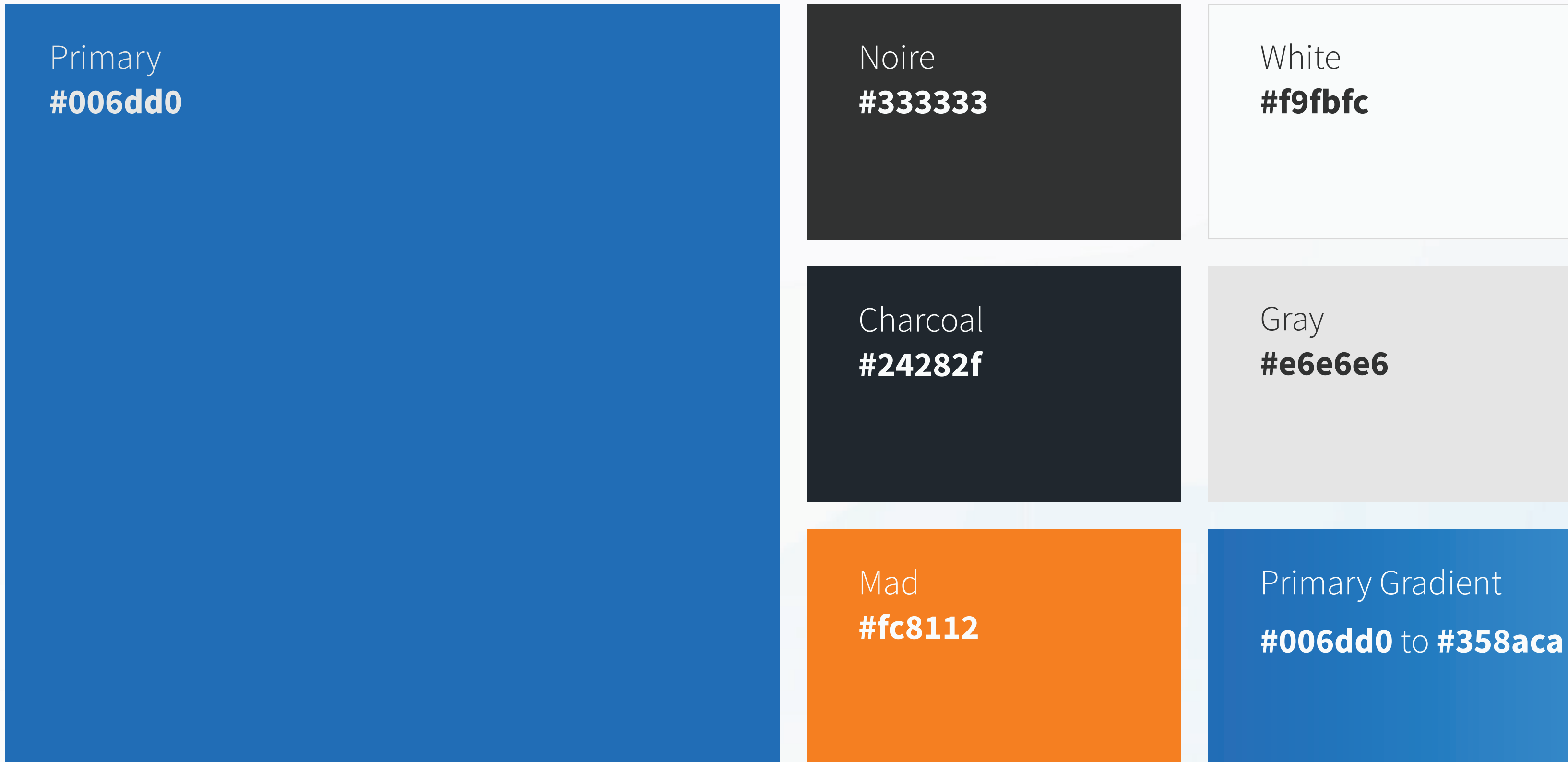
Do not space logos too closely together

Do not mix and match logos and icons

Do not place partner logo before our logo

Brand Colors

All marketing materials produced for the Marketing 360® brand should adhere to this color palette. Use of flat, single colors should be favored over gradients.

Primary **#006dd0**	

Noire **#333333**	**White** **#f9fbfc**
Charcoal **#24282f**	**Gray** **#e6e6e6**
Mad **#fc8112**	**Primary Gradient** **#006dd0** to **#358aca**

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Apps

Each of our apps has a unique icon and set of data visualization colors. Only these color variations should be used both in and out of the Marketing 360® platform.

App	Icon	Data Visualization Colors
Listings		#650029, #9d0053, #d61181, #fa52ac, #ff94e7
Social		#5f008a, #9816c0, #c44aeb, #f27cfc, #ffbeff
Nurture		#00009c, #5922d4, #8f51fe, #ca85ff, #ffb8ff
Websites		#0003ad, #3f37e5, #8265ff, #be97ff, #f6c8ff
Shop		#0003ad, #3f37e5, #8265ff, #be97ff, #f6c8ff
Content		#001579, #053eb2, #2d68e4, #7194ff, #aac4ff
Reputation		#003266, #025e99, #2c8dcc, #6abbfd, #a5f1ff

App	Icon	Data Visualization Colors
Ads		#002e42, #005a70, #018ba1, #28bed4, #6ff1ff
CRM		#680000, #a10025, #d8194c, #fb5677, #ff96ae
Scheduling		#4e0000, #880602, #be2b0f, #ed5532, #ff9167
Payments		#500000, #812a00, #b45400, #e87f1e, #ffba59
Creative		#003a00, #006800, #009a00, #3acd3a, #7cff71
Intelligence		#192200, #264f00, #4f7e00, #83ae00, #b8e00e
Forms		#3b0600, #603700, #916200, #c78f01, #ffbf10

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Typography

Source Sans Pro

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Email Signatures

In order to keep our outgoing emails consistent and on-brand, employees must create signatures using the **Marketing 360® Signature Generator.** Only information generated by this tool should be used in your email signature. Use only the Madwire® and Marketing 360® logos to avoid clutter. Small customizations (quotes, verses, CTAs) are allowed only before or after the standard signature. **Signatures should follow this format:**

Make a difference (m.a.d.),
--

Joe Smith
Marketing Success Manager

madwire®   marketing 360®

Direct: 970-541-1234
Main: 855-773-8171
Web: madwire.com / marketing360.com
Social: Facebook / Twitter / Instagram / YouTube / LinkedIn

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Email Signature Misuse

Our signatures should not be modified or altered in any way outside of what is indicated in this guide in order to maintain brand integrity. Below is an example of additions or changes to the email signature that are not permitted *(this list is not meant to be all-inclusive.)*

Joe Smith
Marketing Executive
"Hard work beats talent when talent doesn't work hard" - Tim Notke

Get A Free $750 with our New Referral Program - Click Here

Direct: 9705411234
Web: madwire.com / marketing360.com
Social: Facebook / Twitter / Instagram / YouTube / LinkedIn

Issues:

- Job title is incorrect/outdated
- Additional text is added inside the standard signature
- Additional logo is used
- Additional link is added
- Phone number is missing dashes
- Main office line is omitted
- Outdated award badges are used

Backgrounds

Utilize **these backgrounds** when creating assets to help add some subtle depth to your designs.
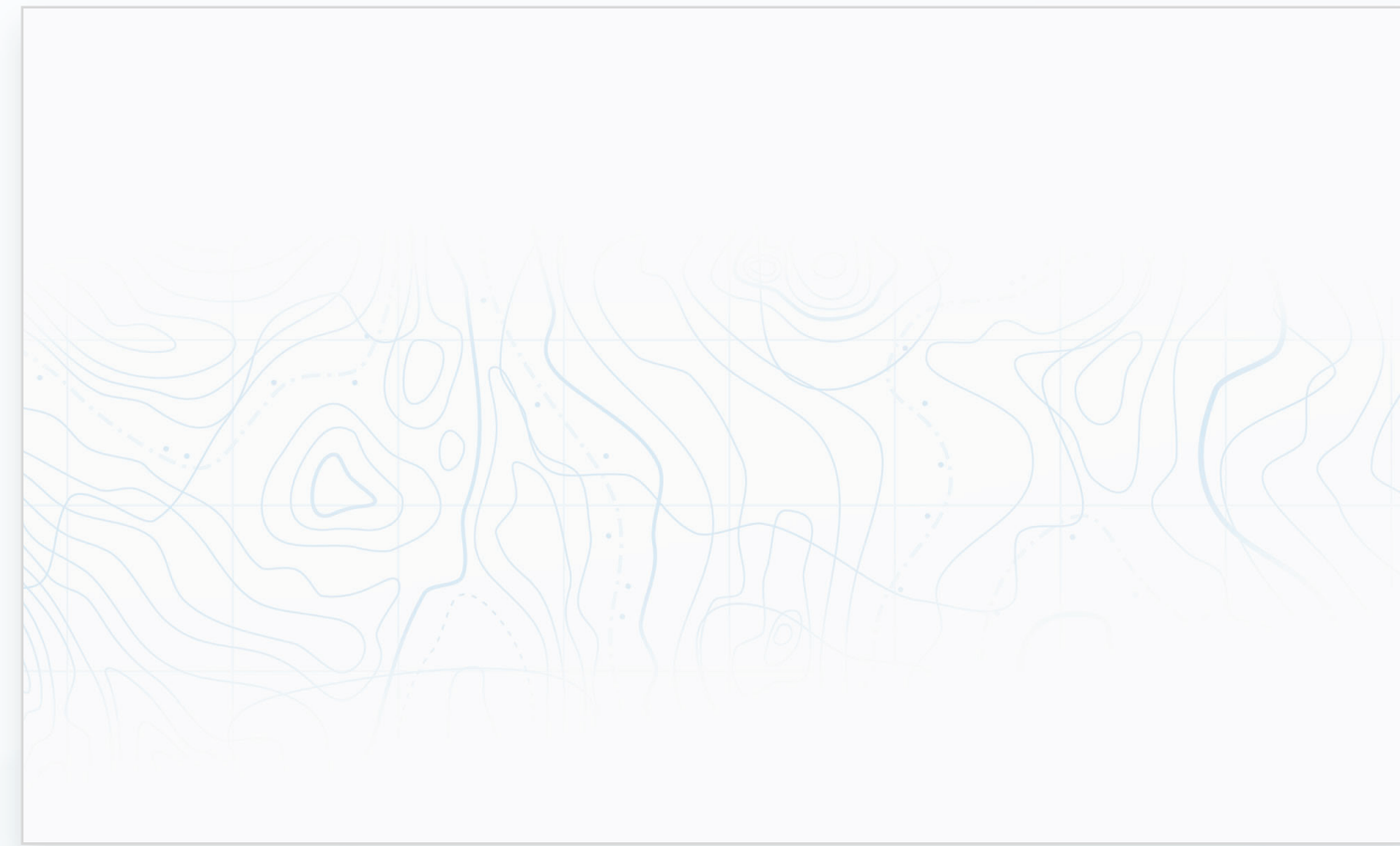
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Moodboard

Marketing 360® combines the tools businesses need to scale and the marketing programs and talent they need to grow — all from a singular platform. Our visual presentation should reflect this through the use of clean graphical highlights, insightful posts that add context to our operations, and inspirational, relatable and informative social media and nurture content.

Acceptable Graphical Elements to Use:

Rounded corners, soft shadows, images combining photos and software popouts, dotted patterns, illustrated images using brand color palette, "charcoal" brand color overlay at 90% opacity.
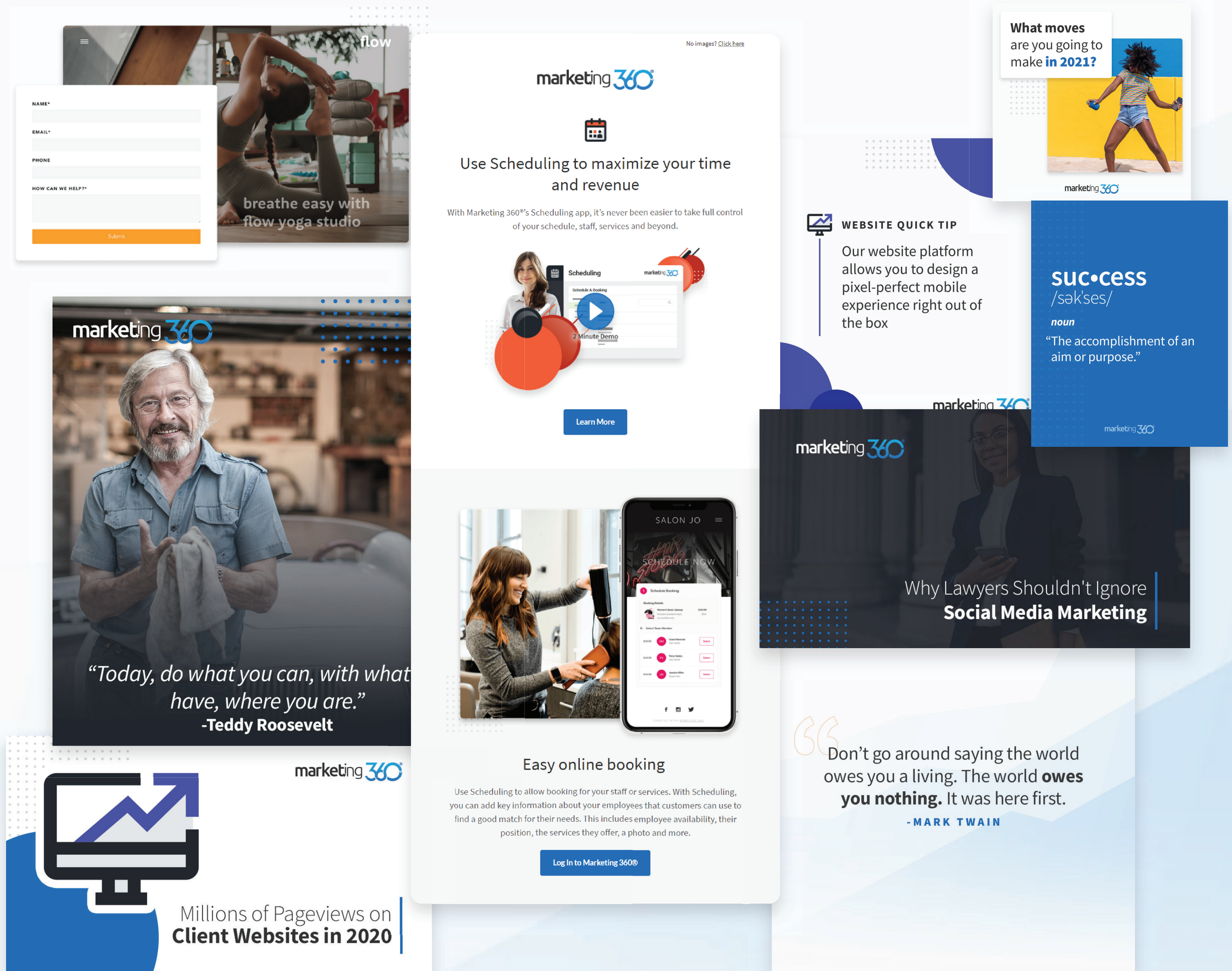
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Brand Voice

Having a consistent brand voice across all mediums is crucial. Using language and style your audience understands is key to building a connection and converting them into customers. Establishing brand voice guidelines also ensures consistency and reinforces who we are no matter where customers find us. Failure to speak clearly to audiences results in poor performance, or worse, completely turning customers away. Following these guidelines will ensure all audience communication is on brand.

" *Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.* — **ASHLEY FRIEDLEIN**

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Content Values

By utilizing a cohesive brand voice, we are able to reinforce our content values:

- **BUILD TRUST IN THE TECHNOLOGY AND TEAM**

- **CREATE INFORMED CUSTOMERS**

- **CULTIVATE FRIENDLY AND TASTEFULLY HUMOROUS CONVERSATIONS**

- **BELIEVE IN THE SMB ENTREPRENEUR DREAM**

- **USE ONE VOICE ACROSS ALL MEDIUMS AND BRANDS**

Our content should be:

- **AUTHENTIC**

- **EDUCATIONAL**

- **RELATABLE**

- **INSPIRATIONAL**

- **CONSISTENT**

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Content Values

1. Authentic - Build trust in the technology and team

2. Educational - Create informed customers

3. Relatable - Cultivate friendly and tastefully humorous conversations

4. Inspirational - Believe in the SMB entrepreneur dream

5. Consistent - Use one voice across all mediums and brands

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Defining Our Tone

Our tone may also change depending on which type of content we are creating. For example, our how-to content may be more authoritative or helpful in tone than advertising copy, which may be more conversion-focused. The following adjectives describe appropriate tones of voice for each given application.

How-To Content

- EDUCATIONAL
- RELEVANT
- HUMAN-TYPE

Storytelling Content

- RELATABLE
- INSPIRING
- HUMOROUS

Advertising Content

- RELEVANT
- HELPFUL
- AUTHENTIC

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How to Use Branded Terms

When using our branded terms in copy, they must be displayed exactly as shown below - **no exceptions.**

Do use:

- "Platform," "Singular Platform," "Software" or "All-In-One"
- ® or ™ in ALL instances on the main pages of the website, especially the home page. In other types of content (blogs, emails, press releases, etc), use the relevant ® or ™ only on the first instance (except titles).
- Madwire®
- Marketing 360®
- #1 Marketing Platform®
- Websites 360®, Websites app, or Websites
- Top Rated Local® or TRL
- In Marketing 360®, use "app" or "apps" as the common noun phrase when referring to CRM, Nurture, Websites, etc.

Do NOT use:

- ® or ™ in repeat instances on pieces of content such as blogs, emails or press releases
- Madwire, Madwire Media, MadWire, Mad Wire
- Marketing360, Marketing 360
- Number 1 Platform, #1 Platform
- Websites360, Websites 360
- Top Rated

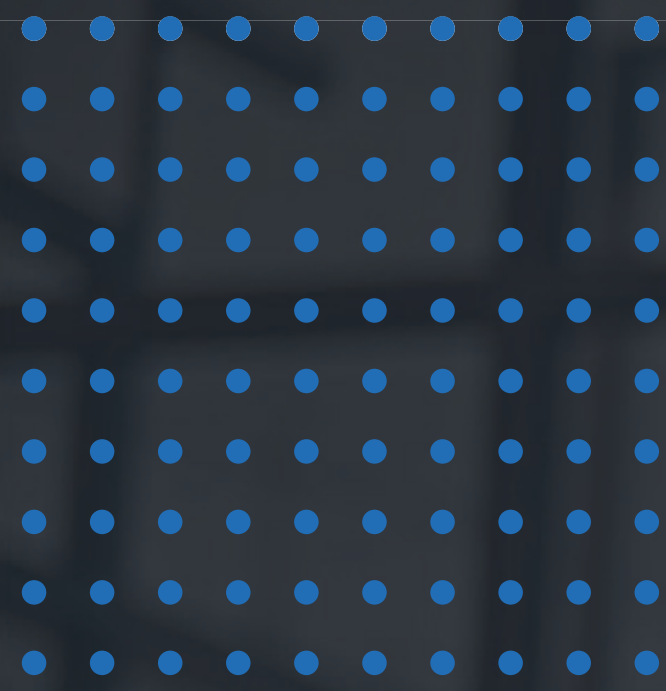marketing360®

Additional Terms

Do use:

- App
  - Product, Tool
- 3.0 App Names
- Dashboard
- Technology Company
- E-Commerce (when proper/in a header)
  - e-commerce, e-com

Do NOT use:

- 2.0 App Names
- Back end
- Agency, Firm
- E-commerce (when proper/in a header)
  - ecommerce, ecom, eCommerce

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Grammatical Conventions

- Headings, sub-headings and bullet points follow sentence case (capitalize proper nouns)

- Do not add ending punctuation to headings, sub-headings or bullet points

- Do not use the oxford comma

- Spell out words like "and" and "plus" instead of using the symbols "&" or "+" except in proper nouns or abbreviations

- Reference the **Google style guide** for numbers conventions

- Default to AP style when in doubt

- Some conversational content can lend itself to breaking grammatical conventions. Know the rules to break the rules

- Emoji use is allowed when following other editorial guidelines 👏 💯 🔥

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