DataSphere

2015
Visual Style Guide

Version 1.0
datasphere.com

Visual Style Guide

Brand Matters. It's a company's promise, personality, look, voice, service, attributes, memorability, and even patina. Presenting a company's brand in a consistent manner promotes trustworthiness and steadfastness, two things that are important to DataSphere.

This document was produced as a central resource for the DataSphere brand, providing guidelines for all the visual attributes and messages that define who we are.

Positioning 1

Graphic Elements

Logos 2
Fonts 3
Colors 4
Buttons / Calls to Action 5
Icons 6
DataSphere "The Look" 7

Resources & Downloads

Email Signatures 8
Business Cards 9
PowerPoint Template 10
Product One Sheets 11
Letterhead 12

Contact Information 13

Brand Inquiries 14

Positioning

Company Description for Directory Listings - 100 words

DataSphere is a leader in mobile marketing, focused on helping local businesses get the most from mobile advertising opportunities. The company has developed SmartLayer™, a finely-tuned mobile marketing automation platform that provides sophisticated targeting and campaign management capabilities for tens of thousands of individual locations and clients throughout the Unites States. DataSphere makes mobile marketing accessible, affordable and easy for customers ranging from small, local businesses to big brands with multiple locations. The company also runs LocalSaver™, a marketplace featuring the largest range of local coupons and other savings opportunities. DataSphere is headquartered in Bellevue, WA.

General Company Descriptions: Press Releases, Website & Collateral

100 words
DataSphere is a leader in mobile marketing, focused on helping local businesses get the most from mobile advertising. The company has developed SmartLayer™, a finely-tuned mobile marketing automation platform that provides sophisticated targeting and campaign management for tens of thousands of individual client locations throughout the U.S. DataSphere makes mobile marketing accessible, affordable and easy for customers ranging from small, local businesses to big brands with multiple locations. The company also runs LocalSaver™, a marketplace featuring the largest range of local coupons and other savings opportunities. DataSphere is headquartered in Bellevue, WA.

50 words
DataSphere is a leader in mobile marketing for local businesses. The company has developed SmartLayer™, a mobile marketing automation platform that provides sophisticated targeting and campaign management for tens of thousands of client locations throughout the U.S. The company also runs LocalSaver™, the largest digital coupon marketplace.

25 words
DataSphere is a leader in mobile marketing automation for local businesses with SmartLayer™, providing sophisticated targeting and campaign management, and LocalSaver™, the largest coupon marketplace.

11 words
DataSphere is a leader in mobile marketing automation for local businesses.

Product Statements

LocalSaver
LocalSaver is the largest local coupon marketplace on the web. Local businesses get massive exposure with coupons published on 14+ popular coupon sites and mobile apps and promoted through mobile advertising on 1,000s of additional sites and apps.

Mobile Marketing Package
DataSphere's Mobile Marketing Package reaches customers on their smartphones when they are near to a local business and most likely to buy. Local businesses get massive exposure with mobile advertising across 1,000s of websites and apps, and coupon promotions on LocalSaver.

Local Marketing Package
DataSphere's Local Marketing Package offers a complete advertising solution designed to reach and convert local customers with banner ads on local news sites, mobile advertising on 1,000s of mobile sites and apps, and coupon promotions on LocalSaver.

LandWatch
LandWatch is an online leader in rural properties and land for sale, including hunting land, timberland, farms, ranches, development sites and home sites for vacation, recreation, or investment purposes.

Graphic Elements:

Logo

The logo is the most important element to a visual system. It represents the brand in a single image and is the face of the company. It is the glue that holds all other visual elements together. Proper use of the logo represents the brand in a positive way, resulting in brand recognition and trust over time.





Proper Use

The preferred use of the logo is full color on a white background with proper clear space (see below), this placement ensures a clean and open logo that minimizes clutter. The full color logo can be placed on a dark background if needed, but use care when doing so to ensure readability and maintain all clear space guidelines. Black and white versions are also provided to be used as necessary for one color needs.

Download Logos

Logo files in gif, png, and eps can be downloaded at datasphere.com/resources

Clear Space

To maintain impact, the surrounding area should remain clear and uncluttered. Careful considerations should be used when placing the logo near graphic elements. The space surrounding the logo should be X wide, where X equals the height of the “D” in the DataSphere logo.



Misuse

The logo should not be displayed in any orientation different from what is provided in the artwork by DataSphere. Do not angle the logo or turn it on its side. The text should always read horizontally. Do not take the logo apart and recreate the parts in another form. Do not place the logo on top of an image without adequate contrast to be read properly. Do not add drop shadow, border, or stroke to the logo. Do not stretch the logo, if scaling is necessary it must be done proportionally.



Graphic Elements:

Fonts

Typography is an essential element to the DataSphere brand. Please do not use fonts on any communication materials not listed in this document. Delivering the desired message in the best light is very important for a brand system.

DataSphere utilizes two main typefaces: Lato and Arial.

Lato

Lato is DataSphere's primary font. It is friendly and bold while still maintaining professionism. It is used in a bold weight for page headers and headline tags.

Lato Typeface Download

Lato and Lato Bold are both available for you to download from Google Fonts: google.com/fonts/specimen/Lato

Speak with IT if you need assistance installing these fonts.

Arial

Arial is a web safe font that reads well and is universally adopted. It is used for body copy and is the fall back for titling when needed.

Lato Regular

The quick brown fox jumps over the lazy dog
abcdefgjhijklmnopqrstuvwxyz 1234567890

Lato Bold

The quick brown fox jumps over the lazy dog
abcdefghijklmnopqrstuvwxyz 1234567890

Sample Usage



Graphic Elements:

Colors

Color is a very important design element in a brand system. Color works to create an emotional connection between the brand and the viewer making products more effective and memorable. Used well, color sets the desired tone and mood for a flyer, web site, or any other communication piece.

Primary Color

#4b96d0 CMYK: 68,30,0,0

DataSphere blue is the primary color in the design palette. Use this blue in a dominant manner in design work. Used for visually prominent content blocks, links, buttons.

Secondary Colors

#2378ba CMYK: 84,48,2,0

#1061a0 CMYK: 93,64,10,1

#7cb90f CMYK: 57,4,100,0

Medium and dark shades of blue are used to organize and differentiate content when used on the primary blue content areas.

Green is used sparingly on calls to action and as a focal point helping to drive user conversions.

#e1e1e1 CMYK: 10,8,8,0

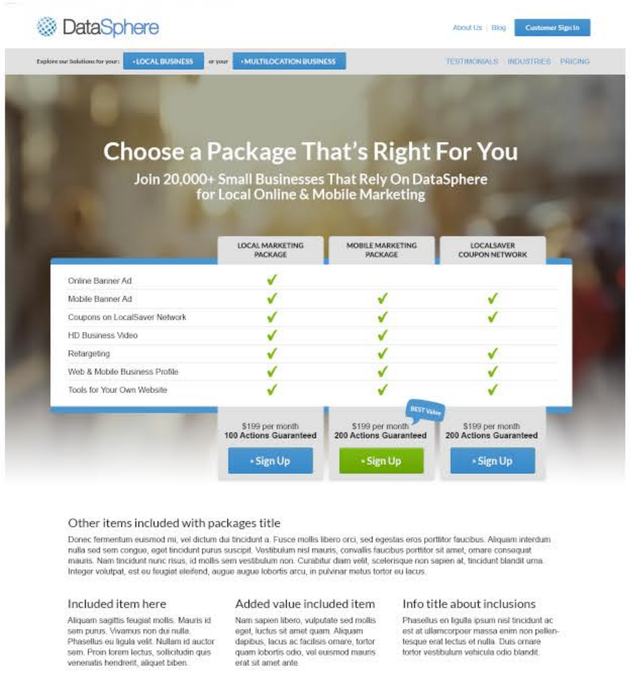
#cdcdcd CMYK: 19,15,15,0

Neutral grays used for lower priority content areas and as accompanying accent colors to primary blue.

Proper Use

The distinctive DataSphere blue plays a major role in establishing our identity and should be implemented consistently in all web and print communications such as business cards, letterhead, and presentations, as well as a broad range of marketing materials.





Graphic Elements:

Calls to Action / Buttons / Links

Calls to Action are just what they sound like… a highlighted area of an ad or webpage that tell a visitor what you want them to do next. In general, it's best to use buttons for primary Calls to Action, and links for secondary ones.

Call to Action

#7cb90f to #639805

▸ Find Out More

hover: #639805

▸ Find Out More

Buttons

#4b96d0 to #1061a0

Customer Sign In

hover: #1061a0

Customer Sign In

Links

textlink: #4b96d0 text-decoration:none;
hover: #1061a0 text-decoration:underline;

link

Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.

link hovered

Sample Usage

H3 Link

▸ Mobile Marketing Package

Get exposure on 1,000s of mobile websites and apps. Mobile advertising reaches the customers you want most, those who are near your business right now.

▸ Find Out More

Call to Action Link

Title of section

Body Copy Link

Suspendisse venenatis, feugiatget pretium lorem, eget aliquam ex. Duis commodo lectus tempor ex finibus tincidunt a nec quam. Aliquam consectettur sem sed justo pellentesque efficitur. Aliquam fermentum purus sed libero congue, at interdum metus eleifend. Aliquam vestibulum quam in imperdiet vulputate. Donec tempus molestie magna, sed faucibus elit imperdiet eget. Sed consectetur interdum ante, sed mollis nisi consequat id. Aenean viverra euismod lectus at eleifend.

Body Copy Link Hover

Customer Sign In

Button

Proper Use

- **Calls to Action** - Green Calls to Action should be used sparingly on a page. Designed for major user interactions such as a conversion, form submit, or more information link to a major page such as products. Designed to be large and noticeable to grab the user's attention in order to steer them towards taking a certain action. Title case (First Letter Each Word) or all caps are both acceptable use.
- **Buttons** - Blue buttons are for navigation, content of secondary importance to the call to action, or downloads.
- **Links** - Used within text content, on headlines or titles, or other information in headers/footers.

Misuse

- **Calls to Action** - Do not use arbitrary colors outside of the DataSphere palette. Consistent use strengthens our brand
- **Links** - Do not use default blue, do not use colors not on the DataSphere color palette.

Graphic Elements:

Icons

Icons establish a visual language for elements that are frequently repeated. Simple, bold, and friendly, they communicate the idea and intent of a service. Below is our collection of Customer Action Icons based on the collection at Font Awesome (fontawesome.com).

Customer Action Icons

1	ProfileView	Your business profile was viewed
2	CouponView CouponRedeem	Your coupon was viewed
3	Phone	Your phone number was found/clicked
4	WebsiteLink	Your website link was clicked
5	Directions	Directions to your business were found
6	Video	Your video was played
7	Print	Your coupon was printed
8	CouponSave	Your coupon was saved
9	CouponShare	Your coupon was shared
10	CouponRedeem	Your coupon as redeemed
11	EmailContact	Your email was clicked to contact you
12	CouponEmail	Your coupon was sent/emailed/SMSed
13	ProfileShare	Your profile was sent/shared/emailed/SMSed
14	FormSubmission	Form submission
15	Follow	Someone followed your business on the app
16	SocialFollow	Someone clicked through to your social media

Download Icon Package

The complete icon package can be downloaded at intranet.datasphere.com/resources

Proper Use

- Use icons via CSS and the Font Awesome font pack in most web use applications for consistency.
- Icons should be used in white with their proper customer action color in a circle behind the icon. Primary blue (profile actions), dark blue (coupon action), yellow (video).

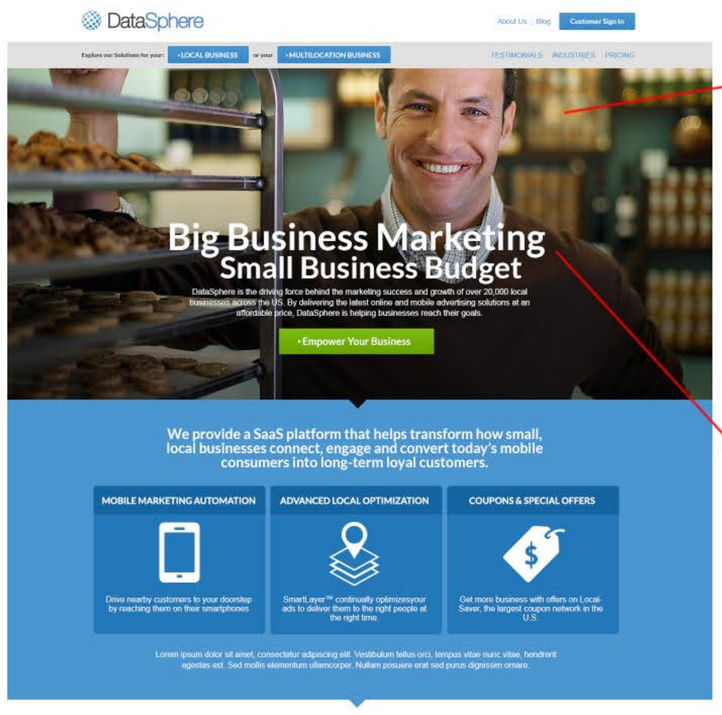
Misuse

- Do not apply drop shadows to icons.
- Leave icons in circle background with proper color associated with that customer action.
- Avoid rotating or distorting the icons.

Style Guide:

The DataSphere Look

The DataSphere brand "look" strives to be trustworthy, and at the same time appears bold and fresh. Pulling together all the information about proper use of the logo, fonts, colors, and calls to action, we can begin to combine those elements together in multiple designs that visually conform to DataSphere guidelines, yet still allow you to still have creative freedom. Here are a some examples:

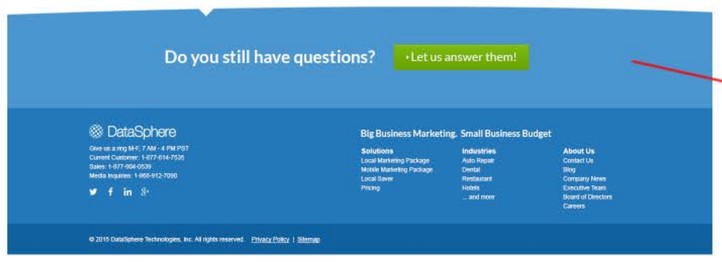


Lato font h1 easily readable white on dark





Buttons in blue do not distract from major calls to action



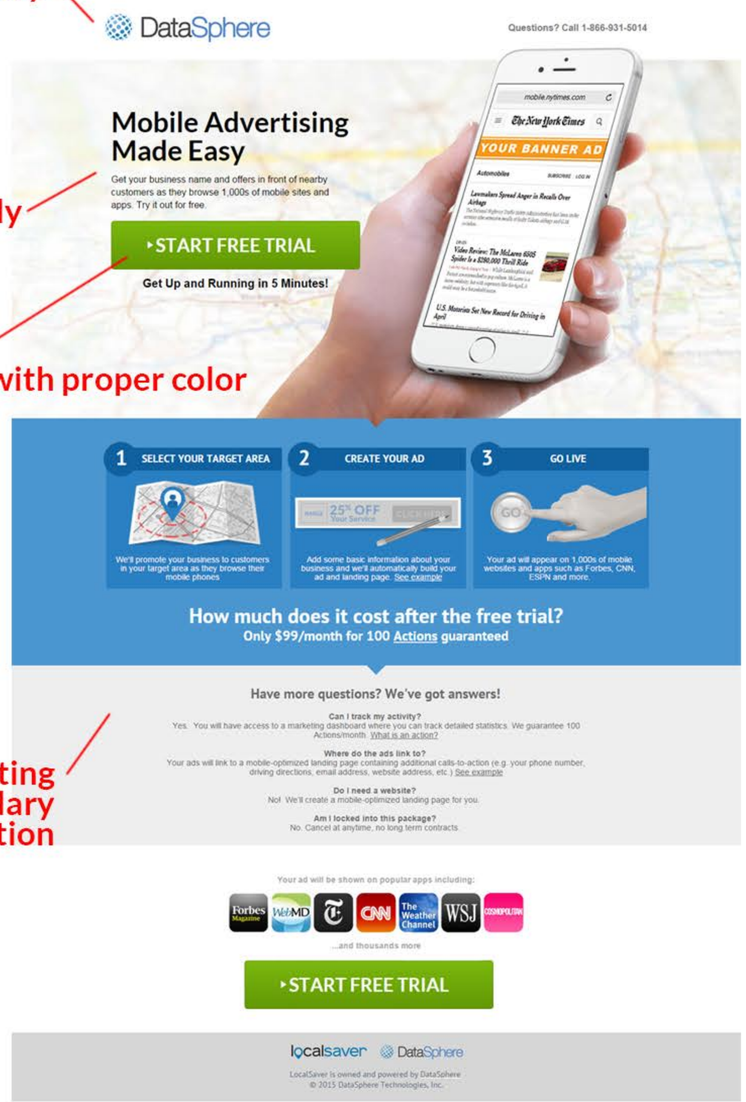
Footer using approved color palette

Logo spaced correctly

Bold / engaging photography on message (small business owner)

Lato title, Arial body

Call to Action with proper color



Good use of supporting color palette for secondary information

Recommendations

- **Open with related imagery**. If you're speaking to small business owners, show small business owners in their environment. If you're speaking to auto dealerships, use imagery that dealerships can relate to.
- **Highlight technology with imagery of its use**. As demonstrated by the phone in the hand landing page example: when possible, show the technology being discussed. In this example the background maps support the idea of "local area" and the imagery of the phone helps a user envision themselves or customers using the technology. A picture really is worth a thousand words.
- **Use the palette!** The provided color palette and font definitions give you a solid foundation to produce quality materials based on the DataSphere brand guidelines.

Resources & Downloads:

Email Signatures

Consistent email signatures deliver a visually coherent look across departments and to our clients. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card, and include the appropriate information.

Outlook 2007
Tools > Options > Tab:MailFormat > Signatures

Outlook Web App (OWA)
Options > See All Options > Settings
Logo: open template in browser, right click logo, copy. Paste into OWA

Proper Use

- Font: Arial, 10px, default black
- Link color: default link blue
- Logo left aligned. DataSphere first, station second if applicable.
- Full company address required

Guidelines

- No photos of yourself or your team.
- Do not add any quotes - NO quotes.
- No team logos or team names.

Download Signature Template
For a premade signature template, download from
intranet.datasphere.com/resources

Example: Account Executive

Name - Bold
Phone Number
Company Name

Tommy Johnson - Account Executive — Title
P: 555-555-5555 | Toll Free: 866-555-5555
Tommy.Johnson@datasphere.com
DataSphere Technologies, Inc.
3350 161st Ave SE | Bellevue, WA 98008 — Physical address of person (Bellevue or Tempe)

DataSphere — Logo

Example: Generic Corporate

Name - Bold
Phone Number
Company Name

Susan Freeman - HR Specialist — Title
P: 555-555-5555 | Toll Free: 866-555-5555
susan.freeman@datasphere.com
DataSphere Technologies, Inc.
3350 161st Ave SE | Bellevue, WA 98008

DataSphere — Logo

Example: Customer Success

Name - Bold
Phone Number
Company Name

Pat Smith - Customer Success — Title
P: 555-555-5555 | Toll Free: 866-555-5555
pat.smith@datasphere.com
DataSphere Technologies, Inc.
3350 161st Ave SE | Bellevue, WA 98008

DataSphere — Logo

Success help info, place on one line will wrap by default

Find tutorials, marketing best practices, FAQs, and more in the DataSphere Help Center

Resources & Downloads:

Business Cards

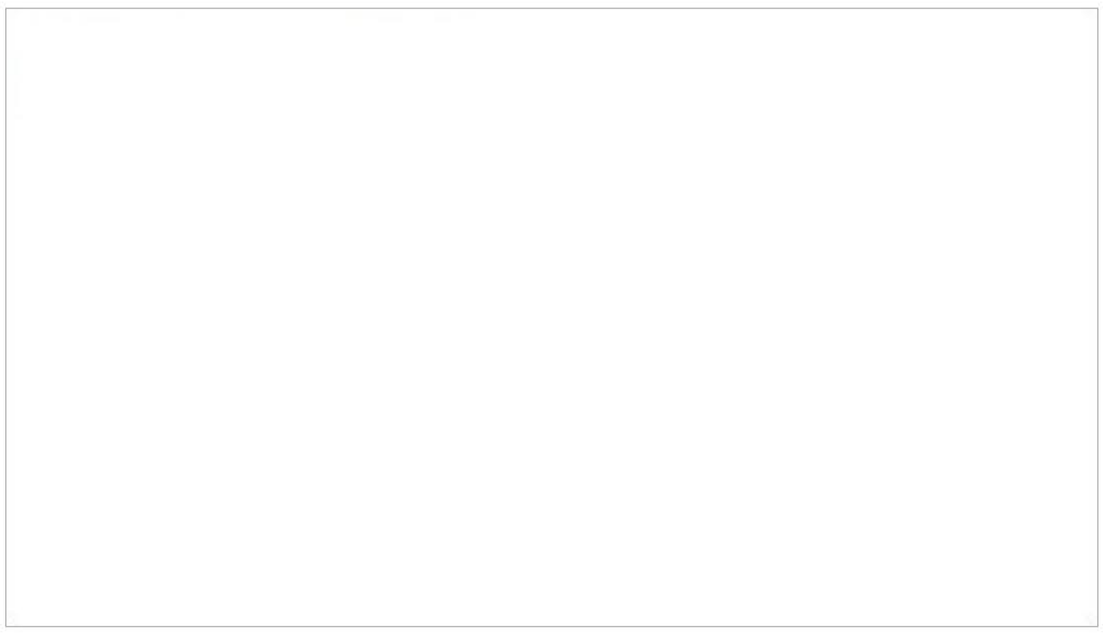
The DataSphere business card format approved for official use. Our standard business card accommodates room for company logo, name/title, 3 phone numbers, company address, and email address. The reverse side of the business card will be blank white.

Standard Business Card

Front



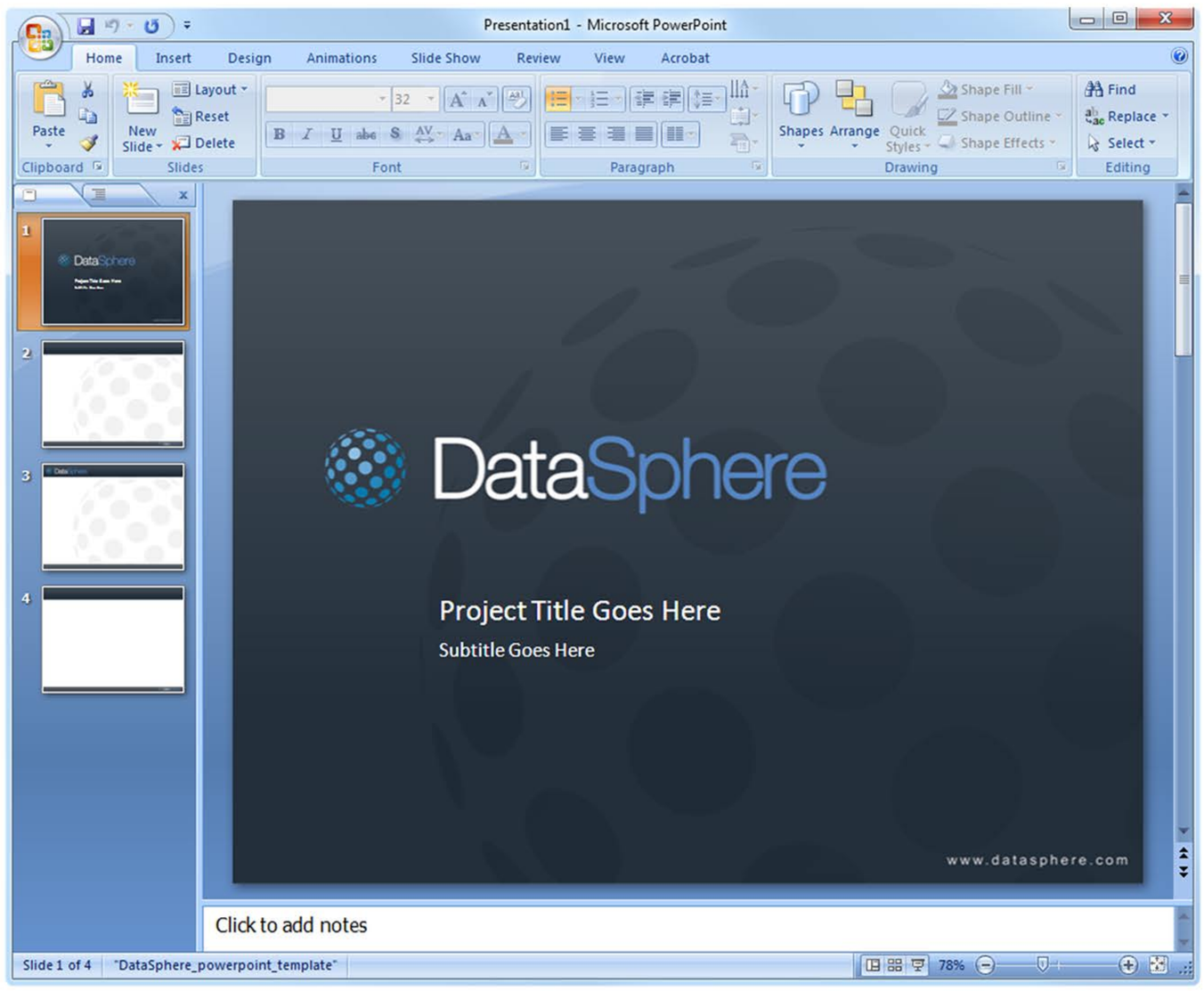
Back



Resources & Downloads:

PowerPoint

Microsoft PowerPoint presentations consist of a number of individual pages, or “slides,” that may contain text, graphics, sound and movies. The template provided here shows options for designing title, content and divider pages.



Download PowerPoint

The PowerPoint templates can be downloaded at:
intranet.datasphere.com/resources

Designing in PowerPoint: Tips

- **Font recommendations** - Lato font for titles, and Arial for body text in the presentation.
- **Put dark text on a light background** - This is easiest to read. If you must use a dark background, make sure your text is quite light (white) and maybe bump the font size up two or three points.
- **Avoid clutter** - A headline, a few bullet points, maybe an image – anything more than that and you risk losing your audience as they sort it all out.
- **One thing at a time** - The audience will almost instantly read every slide as soon as it’s displayed. Bullet points can be revealed one at a time as you reach them.
- **No paragraphs** - Most presentations fail when there are large amounts of content on each slide. Your slides are the illustrations for your presentation, not the presentation itself. They should underline and reinforce what you’re saying as you give your presentation. Use bullets or short sentences.
- **Use images sparingly** - Avoid using PowerPoint’s built-in clipart. If you need branding images, contact Marketing.
- **Over design** - Avoid the temptation to dress up your pages with effects and focus instead use the template provided by Marketing and Creative Services.

PowerPoint presentations prepared for external use need to go through design and content approval via marketing.

Resources & Downloads:

Product One Sheets

We've prepared a series of documents for internal use only that tell you how to talk about each of our DataSphere product features and answer common questions you may have about each one. These will be kept up to date by Marketing in order to keep all staff informed about product features and developments.



DataSphere

FOR INTERNAL USE ONLY
INFO SHEET | VIDEO MONTAGE

VIDEO MONTAGE

The Video Montage offers a way to tell a customer's story in an engaging format.

- Customers get a 30-45 second video in two weeks or less
- Video has become the media most prefered by consumers today
- Video gives a face and personality to a small business that might otherwise go unnoticed

85% Consumers who watch a video are 85% more likely to buy

50% People remember 50% more info when watching a video

50x Websites with a video are 50x more likely to appear on the first page of search results

60% 60% of people say they would rather watch a video explanation than read the text on a webpage

WHAT GOES INTO A VIDEO MONTAGE?

8-10 STILL IMAGES
Customers can submit their own images or select from our professional image library or a combination of the two.

SCRIPT WRITTEN BY MARKETERS
Our creative team will write a sample script about the customer's business. The customer will have the opportunity to modify it before approving.

PROFESSIONAL VOICEOVER & MUSIC
Customers can choose a male or female voice for their video and give voice direction such as; upbeat, sincere, or excited.

FREQUENTLY ASKED QUESTIONS

COST: How much does the video montage cost?
The video is included at no charge to customers who; pay in full, have a 12 month contract, or pay $199 or more per month. Customers also have the option of buying their video at the end of their contract for $99.

PERFORMANCE: Where will it be shown/hosted? Where will people be able to see the video?
We post the video on YouTube and the customer's profile page. Plus, we provide them with an embed code so they can add it to their website or share it/post it on social media. It is not shown on the news or the news station website.

EDIT: The customer already has a video, can they use that instead?
Yes, we can post the video on thier profile page, we just need the YouTube or Vimeo link, not the actual file. We can also still produce a video montage for them to give them additional video exposure. They may love ours even more.

EDIT: Can customers approve the script/video before it goes live?
Yes. Customers have the ability to approve or make changes to their script and/or video before it goes live. However, to ensure there is no delay in getting the customer's ad package live, we will assume approval if the customer does not respond within 5 days of us completing the video.

EDIT: Can customers send in their own video clips?
Yes. Just have them let their producer know that they have clips and they will work with them to get them incorporated into their video.

Download Product One Sheets

The entire set of Product One Sheets can be downloaded at:
intranet.datasphere.com/resources

Or download individually:
Short Form (8.5"x11")
- Coupon Network
- Video Montage
- Web Profile
- Mobile Banner Ad
- Retrargeting
- Mobile Website

Long Form (8.5"x14")
- Coupon Network
- Video Montage
- Web Profile
- Mobile Banner Ad
- Retrargeting
- Mobile Website

Resources & Downloads:

Letterhead

It's important to ensure that the DataSphere brand is preserved in all print materials, including letterhead. When using Microsoft Word, use the DataSphere logo at top left and your department information at the bottom.



Download Word Template

The Word letterhead template can be downloaded at:
intranet.datasphere.com/resources

Contact Information

Seattle/Bellevue
3350 161st Ave SE
Bellevue, WA 98008

Phoenix/Tempe
1560 W Fountainhead Pkwy
Suite 200
Tempe, AZ 85282

Phone Numbers

Main Customer Success
(866) 912-7090

Main DataSphere Sales (rings to Customer Success)
(877) 904-0539

Main LocalSaver Sales (rings to Marketing)
(866) 931-5014

LandWatch Sales
(855) 708-3845

LandWatch Support
(866) 905-8259

Inquiries

Should you have any questions about DataSphere or our brand, please contact:

Overall Communication Inquiries

Adam Cramer
Vice President Marketing
DataSphere Technologies
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(425) 691-1220

Marketing and Brand Inquiries

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