dotdigital

Identity Guidelines

How to use our brand identity effectively

Identity guidelines

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Welcome to our identity guidelines.

We want you to use our visual identity with confidence and clarity.

The following pages are designed to guide you through our identity elements such as logo, typeface and color, as well as providing some general rules for applying these elements across all media types.

This is a comprehensive guide to ensure you have everything you need to produce consistent and coherent communications.

Please contact us if you have any questions.

Version 2 updated October 2021

Section 1

Our brand

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Our brand

A lot has changed since we were founded in 1999. The marketing landscape has been revolutionized by technological advances such as smartphones and social media. As a result, our offering has expanded far beyond that of a simple email provider.

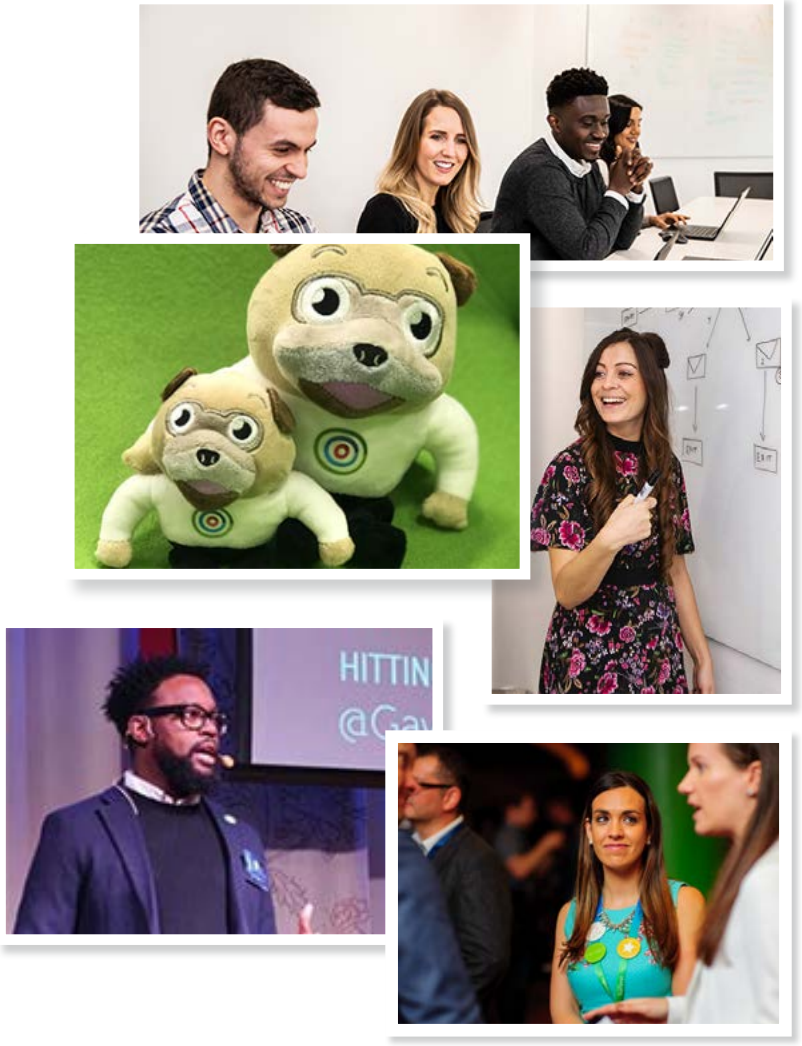
Today, we give brands the power to connect and engage audiences in ways that used to be unimaginable. Our mission is to make people's lives at work easier by giving them the tools and knowledge to work faster and smarter.

Our brand is more than a logo, more than a name. Our brand is our people.

We're united by our passion. We're inquisitive, future-oriented, energetic, fun-loving and always up for a challenge.

We are Dotdigital.

dotdigital



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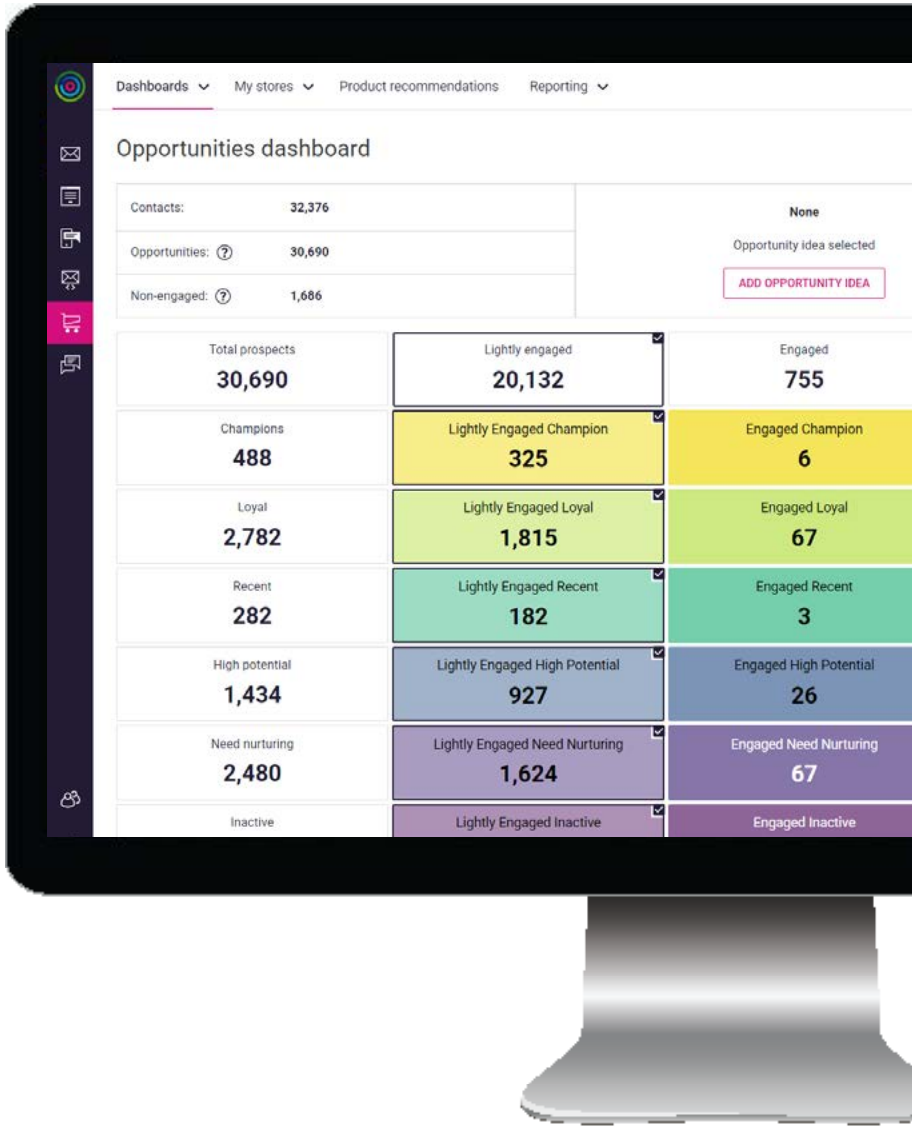
Our product

dotdigital

The leading customer engagement platform for marketers.

Born from an increased understanding of our customers' needs, we've expanded far beyond the email service provider we once were. As marketer's attention shifted from outputs to the outcomes of their actions, so did we. Dotdigital empowers marketers to connect and engage audiences with ease, using intuitive tools and across multiple channels.



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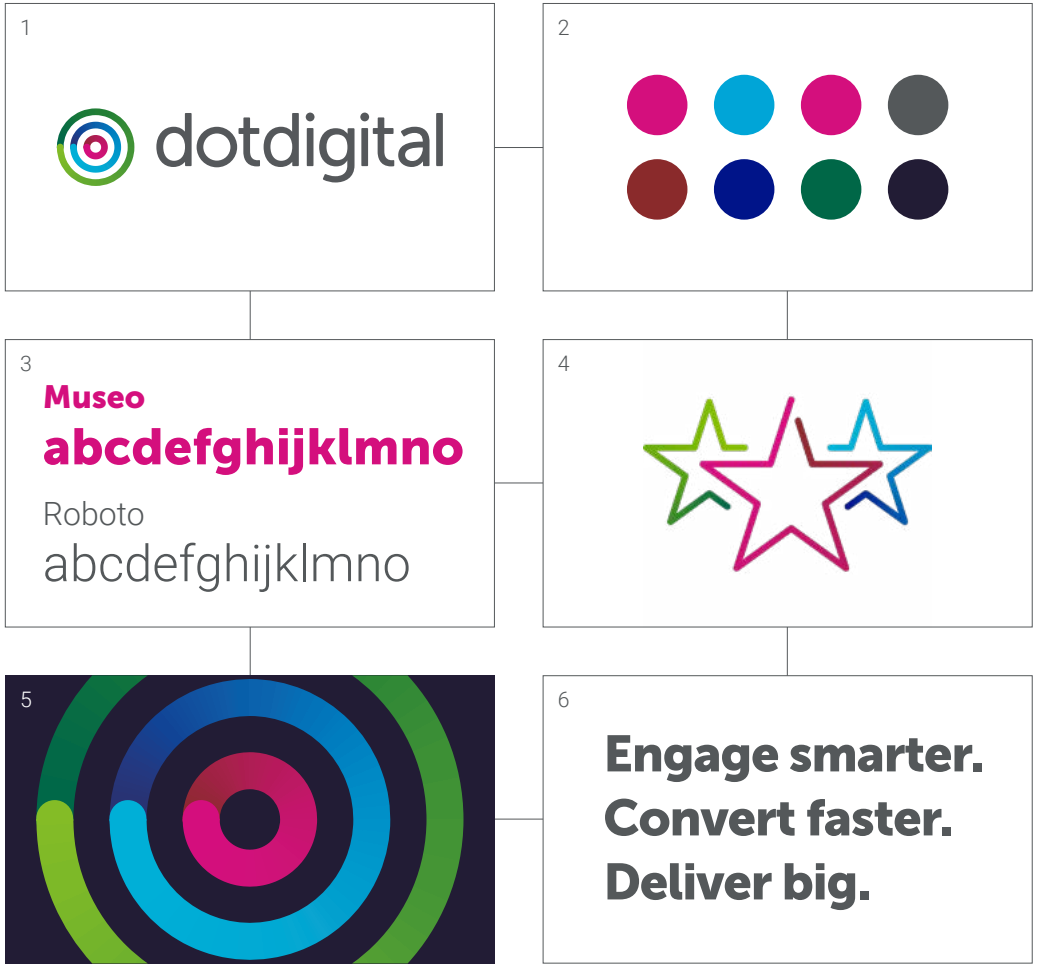
Our identity elements

This is a visual representation of who we are, and what we do.

Our brand identity is made up of the following six core elements:

1. Logo
2. Colors
3. Typography
4. Iconography
5. Styling
6. Messaging

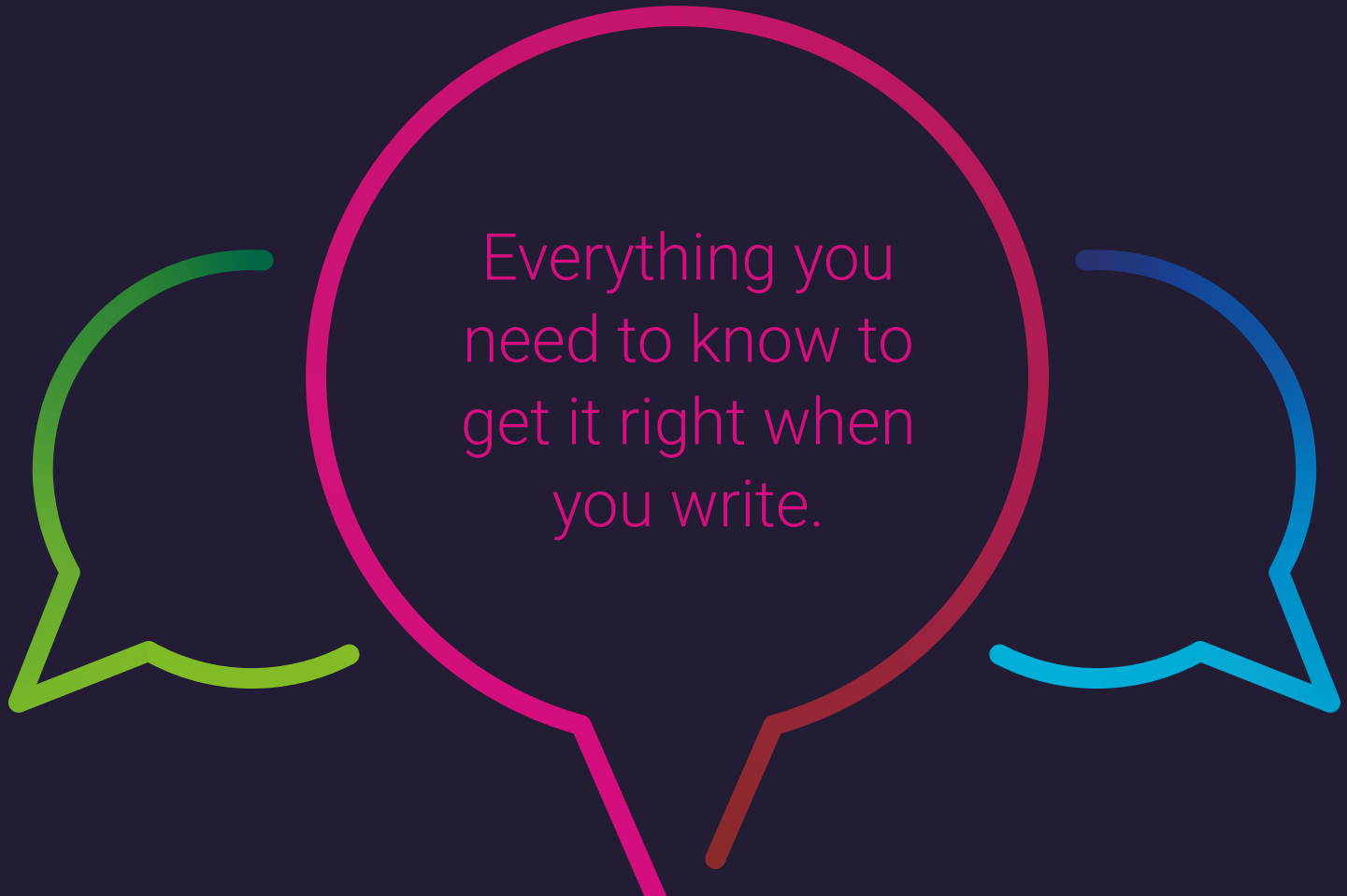
Our identity will only be effective when all these elements work together to create a coherent and consistent visual language.



= Dotdigital brand identity

Section 2

Our voice



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Tone

We're inclusive
When you're talking to customers use 'you'. When talking about them use 'our customers' (yes, not 'clients' or 'marketers'). When you're talking about Dotdigital it's 'us' and 'we'.

We're knowledgeable but informal
Talk like a person, not an English professor. Don't be stuffy, impersonal or reel off a load of jargon. But remember, we're still professionals, so bear that in mind.

We're straight-talking
No one likes a bore, so don't bore our customers with the technical details. Talk about what we can do for them. Focus on their pain points and benefits Dotdigital can offer. After all, that's what they really want to know.

We're consistent
By using specific language, phrases and words, we'll be talking in one, unified voice. One that our customers will instantly recognize as Dotdigital.

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Style

Dotdigital
Dotdigital is always spelt with a uppercase ‘D’. We always refer to ourselves as “Dotdigital” in print.

We use American English
Cart not trolley
Personalize not personalise
Inquiry not enquiry
Behavior not behaviour
While not Whilst, Industry not Sector

Write with purpose
Whether your purpose is to sell, inform, entertain or provoke thought, having a clear structure will help you achieve it.

1. Tell them what you’re going to say
2. Say it
3. Summarize and tell them what you’ve said

Write like you’re having a conversation
We want you to talk like a real person, not an English Professor. Mix a little bit of informality in with the information you’re trying to get across.

It’s fine to start sentences with ‘and’ or ‘but’ – after all, that’s how we talk, isn’t it? Plus, who really says ‘you are’ instead of ‘you’re’? No one, so there’s no need to write it.

Keep sentences and paragraphs short
They’re easier for the reader to digest. Bulleted lists are a great way of getting information across quickly, and with minimal effort to the reader.

Read it out loud
Run out of breath? Too embarrassed by what you’ve written? Go back and try again. Don’t worry about looking crazy. And keep it snappy!

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Grammar and punctuation

Full stops/periods (.)
- Use single spacing after full stops/periods
- Don't use full stops/periods at the end of titles, headers, or sub-headers.

Colons and semicolons (:;)
- Use a semicolon (;) when a comma isn't quite enough of a break between clauses
- Use a colon (:) when a full stop/period is too much of a break between clauses, or when starting a list

Exclamation points (!)
- Use sparingly
- If the copy isn't powerful enough without one, change the copy

Apostrophes (')
- Use apostrophes to indicate:
  - possession (e.g. Sam's jacket)
    - contractions/missing letters (e.g. it's his jacket)
- Don't use an apostrophe just because you're adding an 's' (e.g. the 1980s not the 1980's)

Inverted commas ('xx')
- Use for dramatic effect
- Use for unusual words to avoid confusion
- Use sparingly

Quotation marks ("xx")
- Use to indicate speech (e.g. for quotes)

Hyphen (-)
- Don't insert spaces around a hyphen
- Don't hyphenate words ending in 'y'
- 12-hour event not 12 hour event
- Hyphenate compound modifiers to avoid confusion (easy-to-use platform but not platform is easy to use)

Asterisks (*)
- Use to indicate a caveat (e.g. T&Cs) is linked to the copy and a can be found elsewhere on the page

Bullet points
- Best used to keep copy short and snappy
- They should make sense read in any order, or individually
- Don't use full stops/periods at the end of a bullet point
- Start bullet points with an uppercase first letter for each point if the clause leading to the list is complete
  (e.g. We bring you lots of extras:
  - More ways to save
  - Extra sightseeing)
- Start bullet points with a lowercase first letter for each point if the clause is part of the same sentence
  (e.g. Extras include:
    - more ways to save
  - extra sightseeing)

E.g. and i.e.
- e.g. = for example
- i.e. = in other words
- Always include periods after each letter

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Grammar and punctuation

Ampersands (&)

- Only use for names that include ampersands (e.g. Hayes & Jarvis)

Casing

- Use sentence case in headers and titles (e.g. Welcome to the future not Welcome To The Future)
- Use capitals for proper nouns (e.g. London, Buckingham Palace)
- Use sentence case style when writing about Dotdigital features (e.g. Program builder; Segment builder; Pages and forms)
- There are rare exceptions when a feature has a stylized name. (e.g. EasyEditor). But these should be used sparingly when speaking to clients and prospects.

Numbers

- Write one to ten in words except for:
  - in titles, headers and sub-headers
  - dates (e.g. January 1)
  - percentages (e.g. 5%)
- Write numbers larger than ten in figures (e.g. 11, 62, 197)
- Insert commas in thousands (e.g. 1,000)

Dates

- In marketing copy, write dates in full, but only include the year if necessary:
- January 1
- January 1, 2019
- If space doesn't permit, shorten the month to three letters but be consistent throughout the whole piece of communication
- Jan 1
- Jan 1, 2019

Multiple dates

- Use hyphens between dates when appropriate:
- To replace 'from' and 'to' (e.g. 'May 1 – June 2' not from 'May 1 to June 2')
- Don't use if 'between' precedes the dates (e.g. 'between May 1 and June 2')

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Boilerplate

This is our company boilerplate that can be used when describing Dotdigital in press, media, guest blogs, and similar usages.

Dotdigital is a customer engagement platform that helps digital marketers and developers deliver communications across the customer journey. We harness the power of customer data, powering engagement, conversion, and loyalty for brands as they grow and scale. Customers love our easy-to-use platform that connects first party data across the systems, surfacing powerful insights and automating predictive cross-channel messages.

Dotdigital's 350+ employees serve mid-market and enterprise companies around the world and across industries. We aspire to inspire responsible marketing and are committed to sustainability, privacy & security. Dotdigital is proud to be the world's first carbon neutral, ISO14001, ISO 27701 & ISO27001 certified marketing automation platform.

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How to talk about Dotdigital

What to use and when to use it.

Dotdigital	→	When we're talking about the company.
Dotdigital	→	When we're talking about the product
Dotdigital API	→	The Dotdigital API is the family name for our API methods that formerly went by 'Engagement Cloud API' and 'Engagement Cloud CPaaS API'. The developer hub will soon present categories based on the use cases that the API family supports, from Marketing, Automation to Communications (including transactional send methods) and more.

As of **October 2021** we have discontinued the use of "Engagement Cloud" and it is must no longer be used.

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Our logos

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Dotdigital logo

Our logo is our face to the public; the first face they'll see when they Google us.

As such, it's important that it is always used in the right way. Following these guidelines will ensure that we're recognizable at a glance, and in that glance, our vision and values are clear and unmissable.

The roundel

The logotype

The logo

The logo is comprised of the roundel and logotype set in a custom version of Museo.

Our company logo
Both the company and the product are represented by the Dotdigital logo seen here.

Our customers, partners and agencies frequently refer to us as "Dot". We find it quite endearing, but we want to guard against diluting the brand. To that end, we should always use the full "Dotdigital" in presentations or communications to set a good example. If our customers, partners or agencies are using us in a public facing document, ensure they have the correct logo graphic with our full name and refer in copy to us as Dotdigital.

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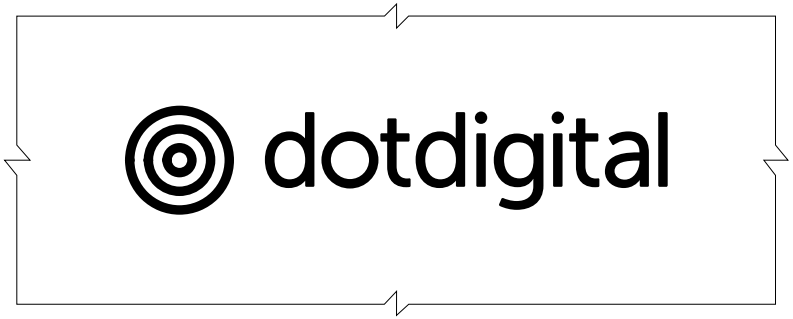
Dotdigital versions

There are four versions of the Dotdigital logo:

Primary version
This primary version is our first choice for use on white or light backgrounds.



Mono version
This version should be used on white or light backgrounds when only black and white printing is available.

Primary reverse version
To be used as a first choice for use on dark backgrounds such as our midnight blue.

Mono reverse version
This version should be used on black or dark backgrounds when only black and white printing is available.

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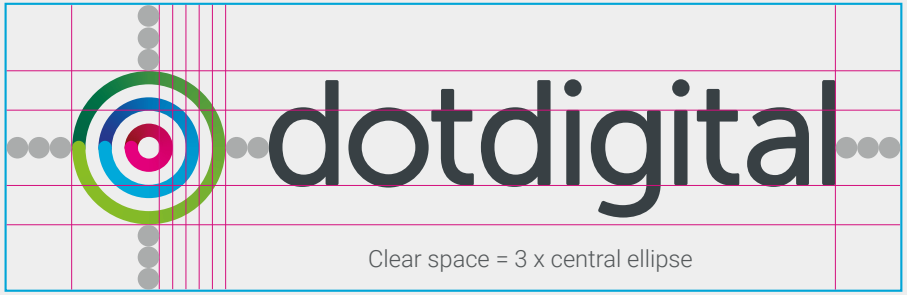
Clear space

To ensure legibility, it is important to keep a minimum clear space around the logo.

To give the logo enough breathing space and maximize its impact we have specified clearance zones.

Pink indicates type and element alignment and boundaries. The spacing between main icon and logotype is defined by the measurement 'X2' (equal to 2 x height of the central ellipse in icon).

Blue indicates Clear Space. The minimum required Clear Space is defined by the measurement 'X3' (equal to 3 x height of the central ellipse in icon). This exclusion area must be kept free of any other elements to retain legibility.



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Clear space

Make sure there is adequate space between the logo and surrounding elements. The clear space around it should always be greater than or equal to the size of the roundel.

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Sizing

It is important to keep a minimum clear space around the logo.

The recommended sizes are shown for a range of different document sizes and should be used as an approximate guide.

The minimum size is the smallest size the logo can appear whilst still being legible.

The minimum width size of the Dotdigital logo is 30mm.

Anything below the minimum size and the mono version should be considered for legibility.

Minimum size = 30mm width

Below Minimum size = 25mm width

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Misuse

It is of paramount importance that the appearance of our logos remain consistent.

Our logos should never be misinterpreted, modified or added to. They must never be redrawn, adjusted or modified in any way and should only be reproduced from the artwork provided. To illustrate this, some of the most common mistakes are shown using the Dotdigital logo.

✗ DO NOT change the Colors

✗ DO NOT alter the size of elements

✗ DO NOT change the typeface

✗ DO NOT rotate the logo

✗ DO NOT distort the logo

✗ DO NOT add any elements

✗ DO NOT change the position of elements

✗ DO NOT cut off any part of the logo

✗ DO NOT use the logotype on its own

✗ DO NOT stack logo

✗ DO NOT use the logotype 'Dot' instead of Dotdigital

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Freshrelevance by Dotdigital logo

The Fresh Relevance by Dotdigital lockup represents the powerful advanced cross-channel personalization product marketed by Dotdigital. The lockup echoes the legacy brand heritage of Fresh Relevance before it's acquisition by Dotdigital, but clearly indicates that the Fresh Relevance product is part of the family of solutions offered by Dotdigital.

The logotype

freshrelevance by dotdigital

The logo

When using the lockup, it is important to acknowledge that it does not represent a standalone company, but rather a product offering powered by the expertise and technology of Dotdigital.

Correct usage of the Fresh Relevance by Dotdigital lockup is vital for maintaining a cohesive central brand identity. It's important to adhere to the approved usage guidelines when using the lockup in any physical or digital communication materials.

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Sizing

It is important to keep a minimum clear space around the logo.

The recommended sizes are shown for a range of different document sizes and should be used as an approximate guide.

The minimum size is the smallest size the logo can appear whilst still being legible.

The minimum width size of the Dotdigital logo is 14mm.

Anything below the minimum size and the mono version should be considered for legibility.

Minimum size for Dotdigital logo = 14mm width

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✗ DO NOT distort the logo

✗ DO NOT add any elements

✗ DO NOT change the position of elements

✗ DO NOT cut off any part of the logo

✗ DO NOT use the logotype on its own

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Sub-brand logos

There are limited instances of public facing usages of the ‘dot’ prefix. For example: Dotlive; Dotconnected; and the Dotties. These usages are designed with intention.

We embrace the endearing use of dot by our employees and employee initiatives. But these usages are internal facing and should not be used in communications to customers or prospects. For example: Dotcommunity, Dotvoice, Dotfamily, and Dotgreen. When the initiatives have public facing activities, the communications and branding should always use the standard Dotdigital logo and guidelines.

Proposals for other public-facing usages of ‘Dot’ must be approved by the Brand committee.

Sub-brand logo usage:
Dotlive; Dotconnected; and the Dotties have dedicated logo lockups. These should not be modified and must follow the same sizing and spacing guidelines as the standard Dotdigial logo.

While the logos do not show a capitalized D, in line with core Dotdigital logo, they are capitalized in writing.

dotlive dotties dotconnect

Section 4

Our colors

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Our colors

Our color palette is one of the most important assets of our identity. It’s vibrant and varied and has been selected to create a sense of energy and dynamism.

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Color palette

Our color palette is one of the most important assets of our identity. It's vibrant and varied and has been selected to create a sense of energy and dynamism.

Midnight blue should be used as a background color.

Midnight blue background

Pantone
276

RGB
R34 G28 B53

CMYK
C100 M100 Y10 K79

HTML
221C35

Dotdigital bright pink should be used as the primary accent color.

Dotdigital bright pink

Pantone
Proc Magenta

RGB
R212 G15 B125

CMYK
C0 M100 Y0 K0

HTML
D40F7D

Dotdigital bright blue should be used a secondary accent color.

Dotdigital bright blue

Pantone
638

RGB
R0 G175 B215

CMYK
C86 M0 Y9 K0

HTML
00AFD7

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Color palette

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Pantone
276

RGB
R34 G28 B53

CMYK
C100 M100 Y10 K79

HTML
221C35

Dotdigital bright pink should be used as the primary accent color.

Dotdigital bright pink

Pantone
Proc Magenta

RGB
R212 G15 B125

CMYK
C0 M100 Y0 K0

HTML
D40F7D

Dotdigital bright blue should be used a secondary accent color.

Dotdigital bright blue

Pantone
638

RGB
R0 G175 B215

CMYK
C86 M0 Y9 K0

HTML
00AFD7

Dotdigital dark grey should be used for all printed copy only.

Dotdigital dark grey

Pantone
425

RGB
R84 G88 B90

CMYK
C48 M29 Y26 K76

HTML
54585A

White should be used for all printed copy when sitting on the Midnight blue.

White

Pantone
000C

RGB
R255 G255 B255

CMYK
C0 M0 Y0 K0

HTML
FFFFFF

NOTE: These colors to be used only for H1, or body copy.

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Secondary colours for gradients

Our color palette is one of the most important assets of our identity. It’s vibrant and varied and has been selected to create a sense of energy and dynamism.

Secondary colours for gradients.

Dark pink should be used as a gradient color alongside bright pink.

Dark blue should be used as a gradient color alongside bright blue.

Light midnight blue should be used as a gradient color alongside Midnight blue.

NOTE: These supporting colors are only to be used for the stated gradients and not stand alone colours

The following pages show the full use of core and secondary gradients. Please only use the gradients shown.

Dotdigital dark pink	Dotdigital dark blue	Light midnight blue
Pantone 7623	**Pantone** Reflex Blue	**Pantone** -
RGB R138 G42 B43	**RGB** R0 G20 B137	**RGB** R34 G29 B88
CMYK C0 M97 Y87 K53	**CMYK** C100 M89 Y0 K0	**CMYK** C100 M100 Y27 K32
HTML 8A2A2B	**HTML** 001489	**HTML** 221D58

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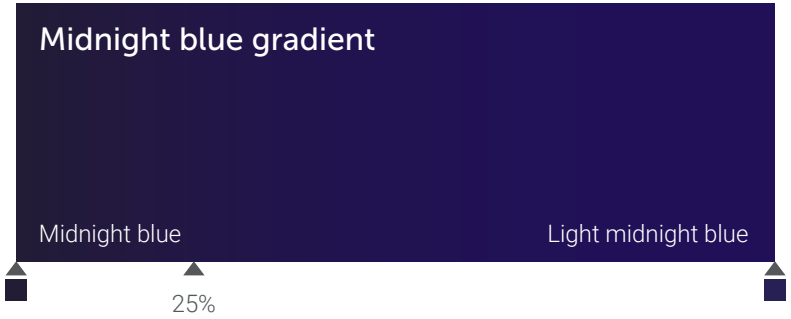
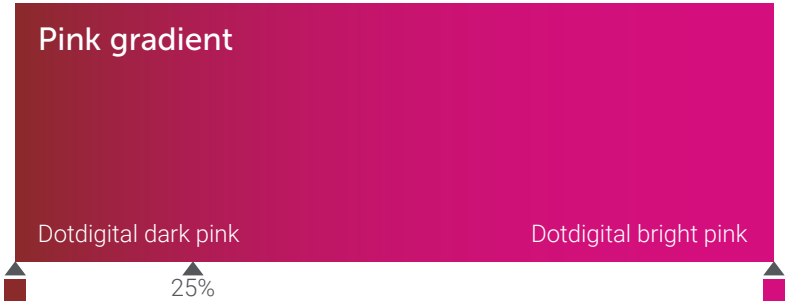
Core Gradients

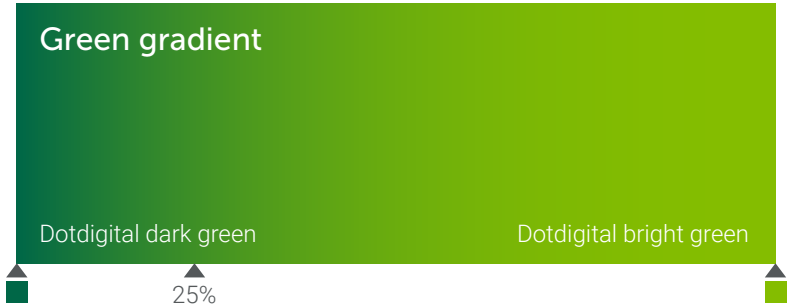
Gradients appear in our logo and can be used as backgrounds and image overlays.

Core background graidents





Secondary Graident



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Our typefaces

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Primary typeface

We use Museo Sans for headlines and hero copy:

Engage smarter.
Convert faster.
Deliver big.

Hero, H1, H3, H4

Museo 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

H2, H5

Museo 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Our brand
Our voice
Our logos
Our colors
Our typefaces
– Primary typeface
– Supporting typeface
– Secondary typeface
Winston the mascot
Contacts

Primary typeface

We use Museo Sans for headlines and hero copy:

Hero

Museo 900. 64pt. Line height 72pt
Usually used for as large headlines in hero area, no more than 7 words.

H1

Museo 900. 48pt. Line height 52pt
Usually used for headlines in section modules, try to keep within 2lines, 3-5 words each

H2

Museo 500. 36pt. Line height 48pt
When used for headlines in section modules, try to keep within 2 lines, 3-5 words each.

Also used as a secondary “H1”, for soical channels.

H3

Museo 900. 32pt. line-height: 36
Can be used for headlines in section modules, try to keep within 2 lines, 3-5 words each.

H4

Museo 900. 24pt. line-height: 28
Can be used for case study, articles, resources titles and Services/Features title

H5

Museo 500. 24pt. line-height: 36
Usually used for blog article introduction and FAQ questions. Also used as a secondary “H1”, individual Blog Article and Case Study titles, and Collection titles (in the accordion)

Our brand
Our voice
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Winston the mascot
Contacts

Supporting typeface

We use Roboto for body copy:

Exceed customer expectations and leave the competition behind.

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

For web
Roboto Light. 18pt. line-height: 150%. Used for large bodies of copy. Try to keep within 5-7 sentences.

Our brand
Our voice
Our logos
Our colors
Our typefaces
– Primary typeface
– Supporting typeface
– Secondary typeface
Winston the mascot
Contacts

Secondary typeface

We use Arial when Museo or Roboto are not available e.g.. email correspondence or PowerPoint presentations.

Email correspondence and PowerPoint presentations.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&()@*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!”#%<>?:+=£€$&*()@

Our brand
Our voice
Our logos
Our colors
Our typefaces
Our iconography
Contacts

Contacts

Thank you for taking the time to read these guidelines. For any questions or guidance about our brand identity please contact us.

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