



DEMANDBASE

Brand Book

Introduction

This document contains the rules for Demandbase's visual and verbal identity system.

Follow these rules strictly to maintain consistency and build brand equity.

We invite you to absorb this information and reference it often to become an informed steward of the brand.

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Brand Messaging

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Our Story

In 2013, Demandbase created an entirely new way for B2B teams to go to market. Our technology revolutionized what's possible and, in the process, created an innovative new category: Account-Based Marketing (ABM).

Since then, we've acquired new technologies that have enhanced our capabilities and expanded ABM across the GTM universe: sales, marketing, rev ops, and customer success.

Now, with the most powerful account-based GTM technology in the market, we're instilling confidence in our customers to make every touch count.

Mission

To transform the way
B2B companies go to market.

Manifesto

In a world characterized by constant change and unpredictability, opportunities can open and close in the blink of an eye. The difference between crushing the quarter or falling short often hinges on your ability to execute with precision and confidence. When you have a chance to win, it's crucial to make it count.

But you can't make it count if you don't see the signals. You can't make it count if your data is in a black box and every potential buyer looks the same. You can't make it count if your revenue teams—especially sales and marketing—are not in absolute lock-step. Without alignment, a hard job gets harder.

At Demandbase, we work to instill confidence across your organization with every touchpoint. Confidence that you're doing the right thing at the right time for the right reasons for the right potential customers. Confidence in your data and in your teams. Confidence to make the right decisions when it matters.

Value Propositions

1 Confidence-building clarity at every step of the journey

When the stakes are high, your ability to execute with precision and confidence is critical. At Demandbase, we've built a powerful, customizable account-based GTM platform so that you can clearly see and understand the who, what, when, and why along your customer journeys.

2 One platform, your way.

At Demandbase, we know that there's no such thing as 'one-size-fits-all' ABM. That's why we built our platform to be flexible, easily handling dynamic GTM motions, nuanced business rules, and diverse integrations that others struggle with.

3 Designed to help you win, together.

The Demandbase account-based GTM platform exists to get revenue teams on the same page and into a state of GTM flow. At the core of this flow is our data transparency; generating trust across sales and marketing teams and giving them the insights they need to execute effectively.

4 Committed to our customers from implementation to impact.

This isn't about closing a deal for us. It's about helping our customers succeed.

5 Right message. Right customer. Right time.

No one likes spam—not your customers and definitely not your bottom line. In fact, at Demandbase we think everyone is happier when the right message gets to the right customers at the right time. That's why our platform is designed to make it easy for you to decipher early buying signals, extract invaluable intel, and execute with precision.

We Believe

We believe that Clarity = Confidence

In our hyper-competitive environment, we believe that our customers deserve to know—truly know—what they’re basing make or break decisions on. The stakes are just too high not to be sure.

We believe that sales and marketing alignment expands what’s possible.

We exist to ensure teams are working towards shared goals.

That’s why we’re constantly innovating to deliver more ways for teams to work efficiently, together.

Because when teams work together, anything’s possible.

We believe: All in or not at all.

We are fighting to help our customers succeed because we know that the work they’re doing is mission critical.

Writing Goals and Principles

Think about the user's journey.

Where are they coming from—do they know Demandbase and the topic well, or is this new to them? And where do you want them to go next? Make sure your message fits into that flow.

Answer WIIFM "what's in it for me?"

Why should the reader care? Show how it impacts their day-to-day, solves a problem, or helps them reach their business goals. Make it clear why this matters to them.

Highlight the big idea.

Is what you're saying fresh or insightful, or is it something they might already know? Both approaches have value, but make sure to know whether you're introducing a new perspective or reinforcing a familiar one.

Be real and relatable.

Write like you're a real person. Don't be stiff—let your writing be warm, friendly, and human.

Write to one person.

Even if you're speaking to a whole company, remember that only one person reads your message at a time. Make it personal, addressing their needs and emotions directly.

Show how Demandbase helps.

Aim to make it easy for people to understand what Demandbase does, how it works, how it solves their problems, and—most importantly—what results they can expect from it.

Voice and Tone

Voice

Our voice feels like a conversation among peers—people who truly understand our customers' world because we've lived it. We want our audience to feel like they've arrived among like-minded professionals who share their passions, challenges, and perspectives.

We speak with confidence, authority, and clarity because our experience has earned it. We're not afraid to call out what's wrong with the status quo, lean into our differentiators, and articulate why our approach stands out. No fluff, no frills—our customers are here to be efficient, and we respect that.

We're decisive, just like our platform empowers our customers to be. We're empathetic, speaking from a place of shared experience and understanding. And we're enthusiastic, ready to share our energy and commitment to helping them succeed.

Above all, we're clear. Our customers can trust that we speak directly, insightfully, and are committed to helping them get where they need to go. That's what enterprise-level support feels like from a partner who truly gets it—and isn't afraid to say it.

Tone

Tone is how we adjust our voice depending on the context—who we're talking to, what we're talking about, and how the audience might be feeling. It's the mood and style we bring to the conversation.

Think about the emotions our audience is experiencing at a given time—are they excited, confused, or maybe just looking for answers? And how well do they know us? Are we speaking to customers, new prospects, or partners we work with often? While our voice remains consistent, our tone can shift from serious to playful, or from formal to casual, depending on the situation and our audience's needs. Tone adapts; voice stays steady.

Decisive. Just as our platform allows our customers to act decisively and with confidence, we speak assertively and with confidence. We speak in real words, not fluffy marketing language.

Empathetic. We speak from our customer's perspective with a savvy understanding of how hard is to win right now. We aren't selling to you, we are you.

Enthusiastic. We LOVE helping our customers succeed and we aren't afraid to share that energy.

Confident. We're humble with some swagger. We aren't afraid to call out what's wrong with the status quo, to lean into our differentiators, or to clearly articulate why our approach is better than the competition.

Press Kit

Boilerplate

Demandbase is the leading account-based GTM platform for B2B enterprise sales and marketing teams, designed to make every moment and every dollar count. When the stakes are high, aligning revenue teams to act with precision and confidence is the difference between crushing the quarter or falling short. Since creating the category in 2013, Demandbase continues to revolutionize the way B2B companies go to market with AI-powered insights and industry-leading impact.

Press Release Opener

Demandbase, the leading account-based GTM platform for B2B enterprises, today announces...

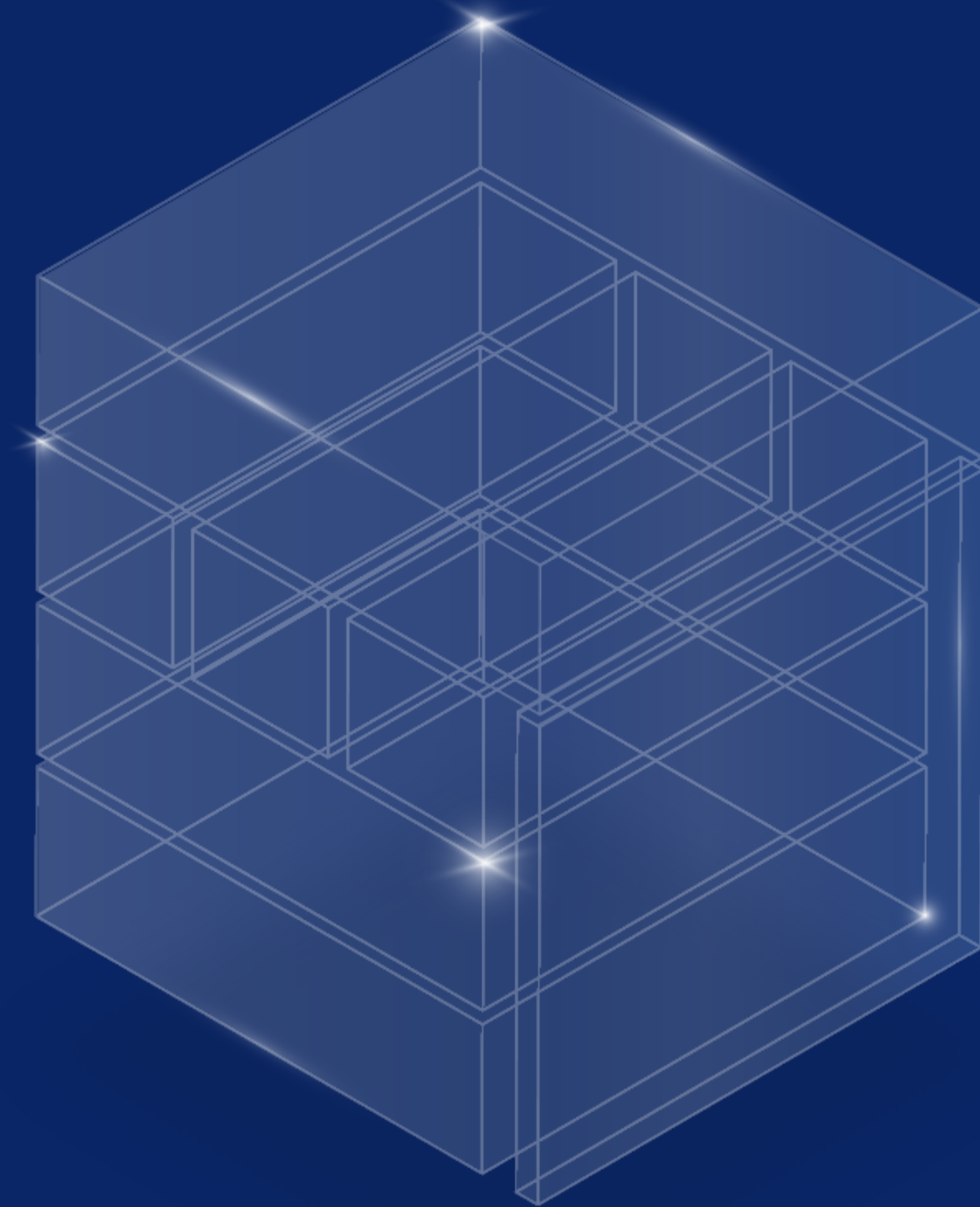
Positioning Statement

Make it count. We understand how essential it is to empower every member of the team with the information they need to succeed. Our platform gives sales and marketing teams the tools and the confidence they need to act decisively when it matters most.

Your goals are our goals. Your targets are our targets. Our tunable, enterprise grade platform easily scales to meet you where you are.

We know that the work our customers are doing is mission critical. There is no room for guessing. No room for failure. When pipeline is on the line, Demandbase is who you trust.

Inside Demandbase One™



Inside Demandbase One

We know that there's no such thing as 'one-size-fits-all' account-based marketing and sales.

That's why we built our platform to be flexible, easily handling dynamic GTM motions, nuanced business rules, and diverse integrations that others struggle with.

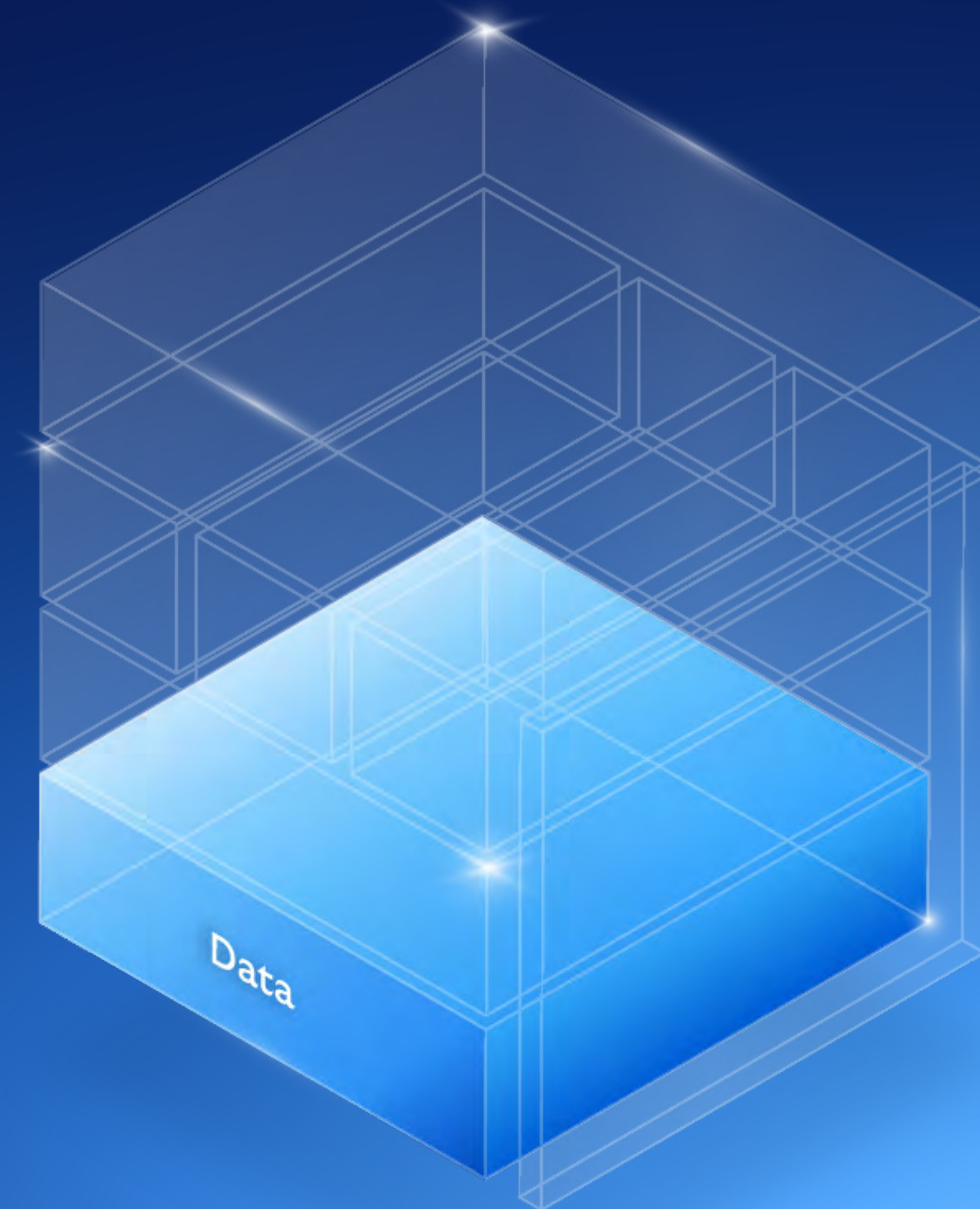


Inside Demandbase One

Data From Everywhere.
Data You Can Trust.

We combine your 1st party data and our 3rd party data to get a full view of who is in your market and what buying behaviors they are signaling.

- 1st Party: CRM, MAP, web activity, chat, email & calendar, and more.
- 3rd Party: Account ID, contact & buying group ID, firmographic, technographic, action and intent signals.



Inside Demandbase One

AI-Powered Insights That You Can See

Harness transparent and tunable go-to-market intelligence generated through advanced AI and machine learning.

Know who, how, when, and where to target with confidence. Most importantly, we'll tell you why (it's not a black box).

Why our AI Insights are best in class:

- Transparent
- Tunable
- Two score fidelity



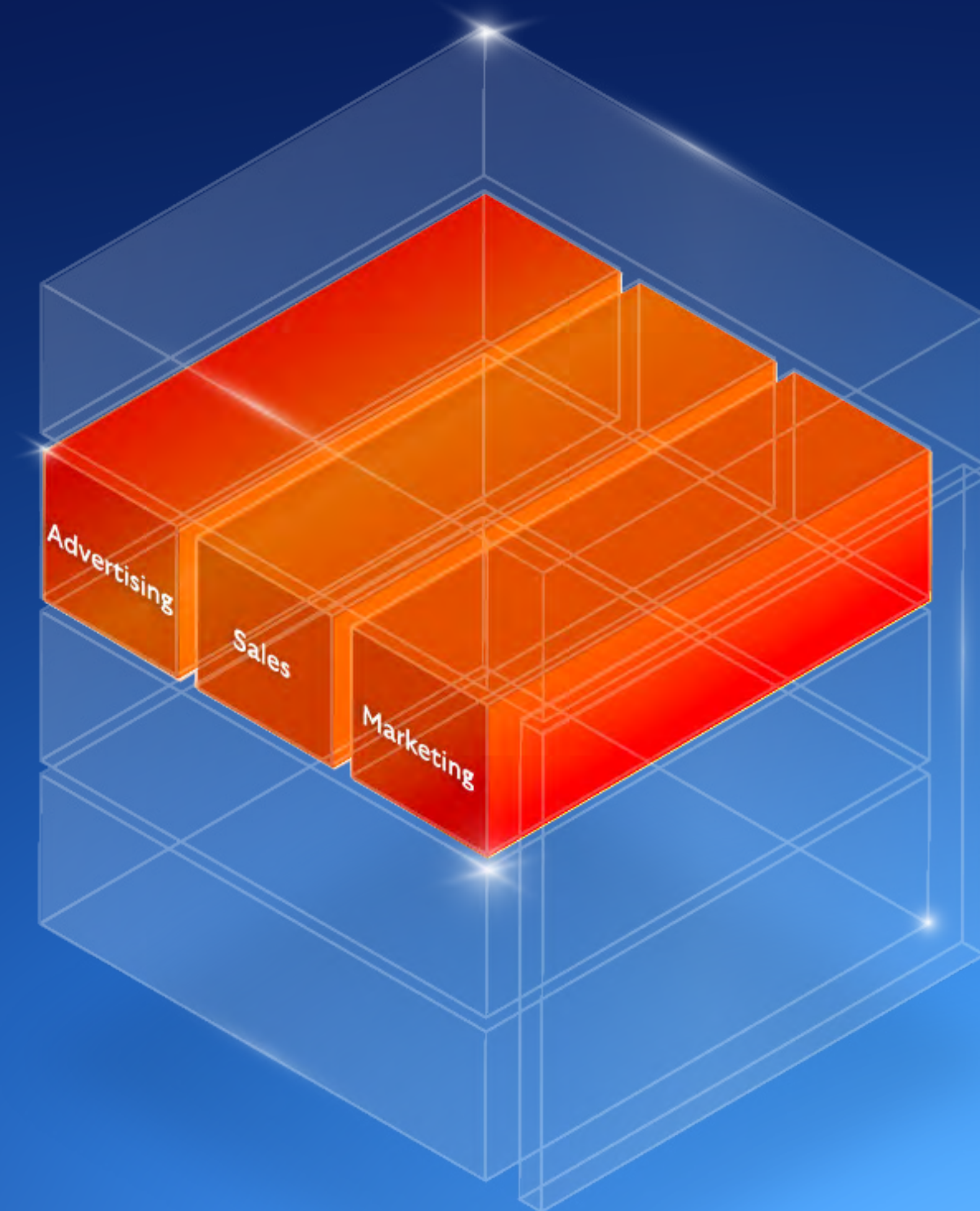
Inside Demandbase One

Act with Confidence

Know your next best actions across advertising, marketing, and sales.

All the data and insights in the world are not worth anything if you don't act on them.

Activate with clarity across all your go-to-market channels with the right automation, controls, measurement, and reporting.



Inside Demandbase One

Purpose-Built to Drive Revenue Growth

Create more pipeline, increase velocity and close more deals by identifying and targeting the right accounts with the right message at the right time.



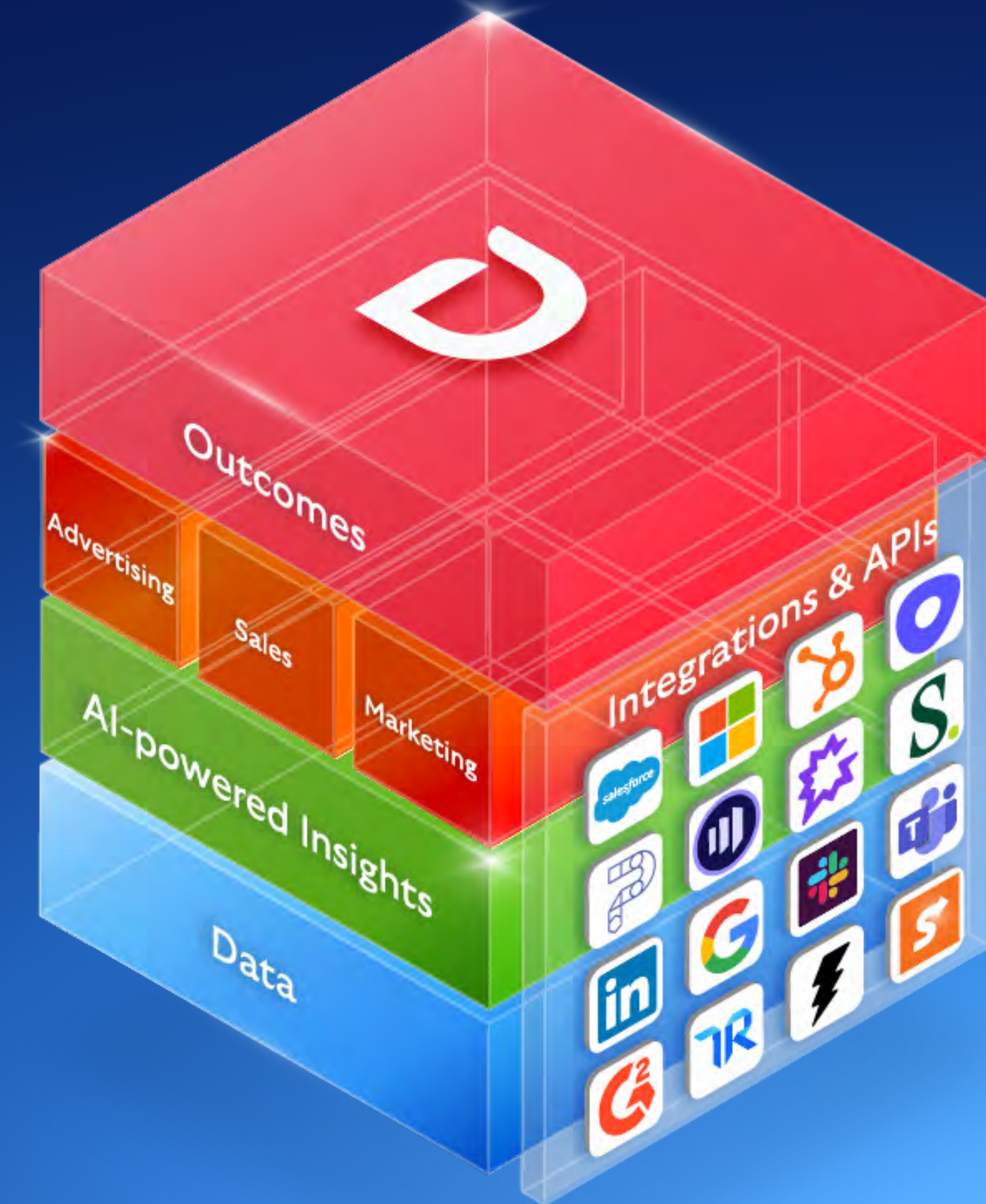
Inside Demandbase One

Orchestrate Your Entire Revenue Tech Stack with Integrations & APIs

Enable seamless data flow for action anywhere.

We'll meet you where you are across your sales and marketing tech stack. Allow the data and insights to flow where you want them to.

- Advertising Networks
- CRM
- Marketing Automation Platforms
- Content Marketing Platforms
- Web Personalization
- Sales Engagement Platforms
- Data Warehouses & CDPs
- and many more...



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Logo

Logotype

Our primary logotype should be used in most cases. It consists of the Demandbase name with customized typography.

DEMANDBASE

Logo

Color Combinations

These are the primary colorways for using the Demandbase logotype. The full-color logo should primarily be used on Navy, Cloud, and Sky backgrounds.



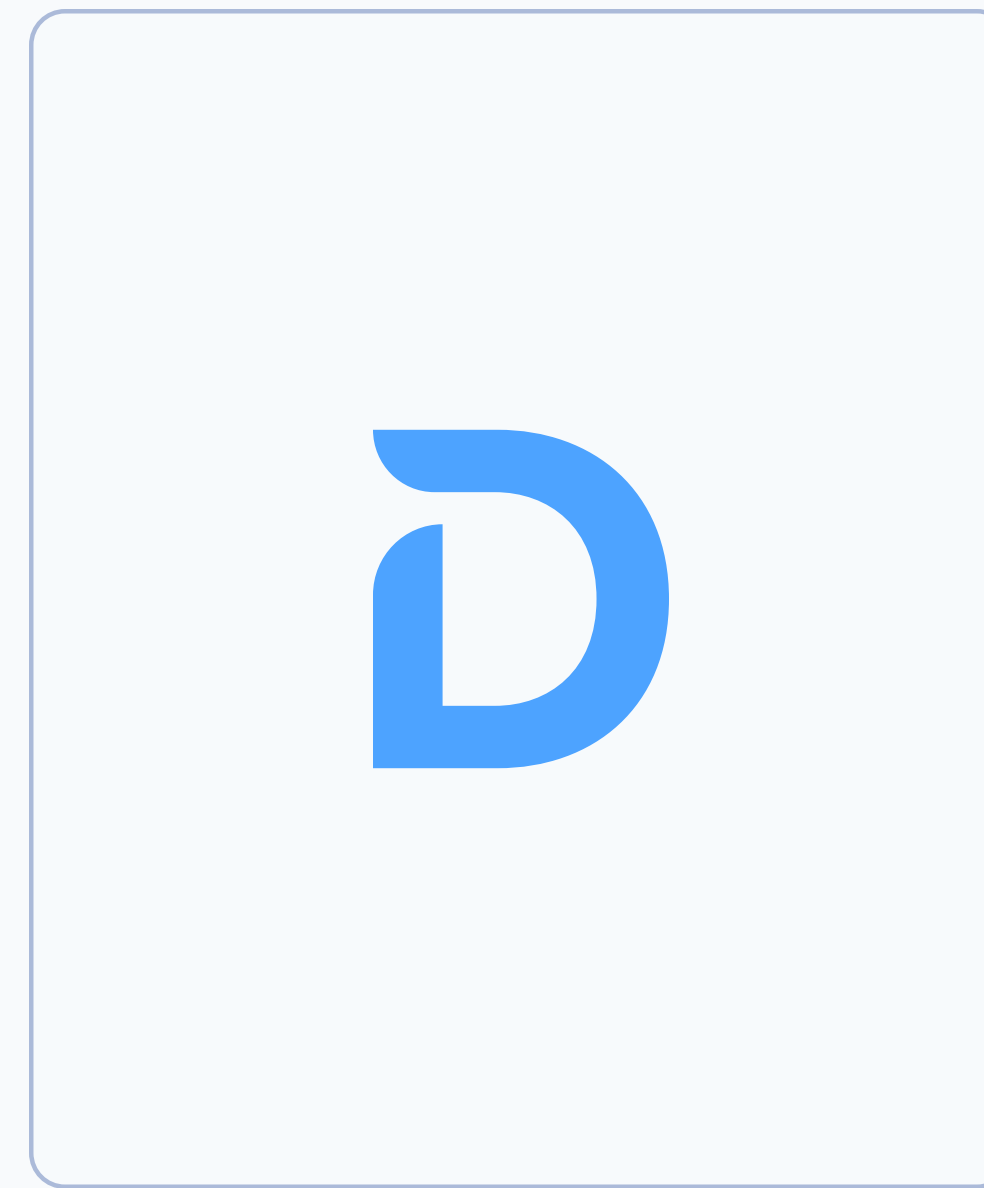
Logo

Monogram

Our monogram stands as an open invitation to explore and engage with what truly matters. This emblem is more than a mere symbol: it's a gateway, inviting you to look inside, examine, and understand its intricate workings.

Color Combinations

The Demandbase monogram must always be associated with the primary brand blue in order to establish consistency going forward. As such, the Sky version of the monogram may be used on Navy and Cloud backgrounds, and the Cloud version of the monogram may be used on Sky backgrounds.



Logo

Minimum Sizes

Establishing a minimum size ensures the impact and legibility of the logo remains uncompromised. For most instances, do not scale the logo below these recommended sizes.

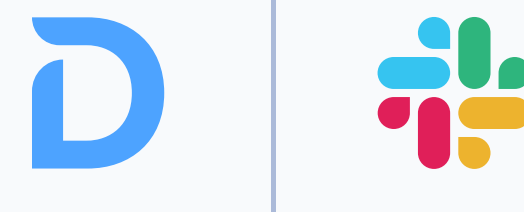
Co-Branding

Intentional co-branding is important to ensure consistency of the Demandbase brand. We use our primary lockup for most co-branding use cases.

In some cases, we use our monogram for mark-only co-branding instances. Unless otherwise noted by partner brands, each logo is optically equal, as a collection of shapes.



DEMANDBASE



Logo

Misuse

A strong brand identity succeeds when it's used consistently. To make sure the Demandbase brand appears as consistently as possible, don't misuse our logo in these ways.

Visual Tension

The importance of clear space around brand elements cannot be overstated. Each application is unique; use your best judgment when applying the logo, and its system, to physical and digital brand materials.

Although we cannot prescribe every scenario, consider the context of the design and allow appropriate breathing room for the logo. When in doubt, refer to the samples in our brand style guide — they are brand-approved.

**DEMAND
BASE**

✗ Don't use alternative lockups of the logo.

DEMANDBASE

✗ Don't use unapproved colors for the logo.

DEMANDBASE

✗ Don't outline any part of the logo.

DEMANDBASE

✗ Don't apply any special effects to the logo.

DEMANDBASE

✗ Don't rotate the logo.

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✗ Don't stretch the logo to fill space.



✗ Don't crop the mark too close to the edge in avatars.

DEMANDBASE

✗ Avoid visual tension created by placing the lockup too close to the edge of a composition or next to other elements.

Colors

Primary Palette

These colors comprise the official Demandbase palette. They should be the foundation for any visual communication and will cover most of your color needs.

Navy

Cloud

Sky

PMS C 2756 C
PMS U 2756 U
CMYK 100 / 98 / 0 / 0
HEX #0B2666

N/A
N/A
2 / 0 / 0 / 0 (or just white)
#F8FAFC



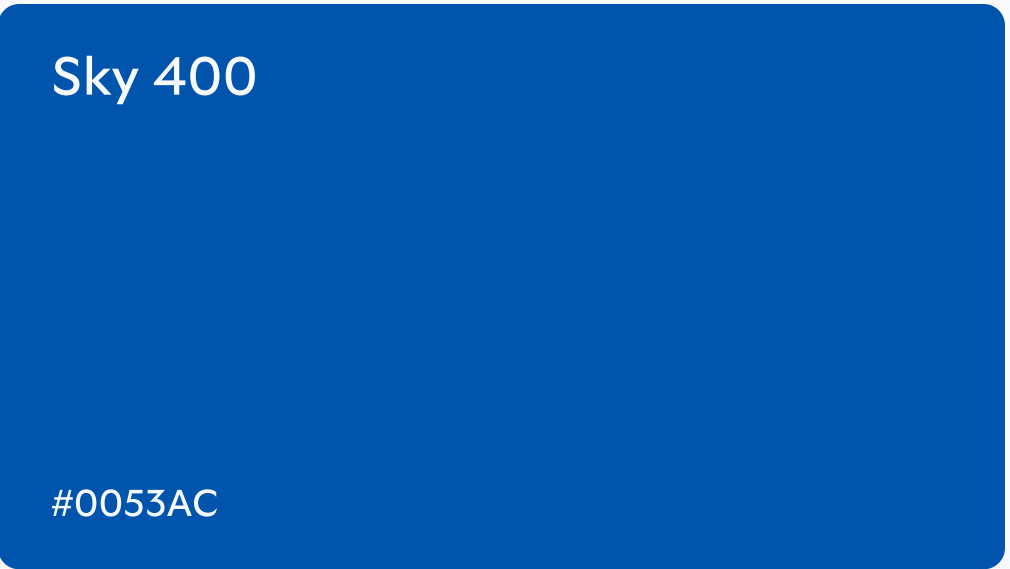
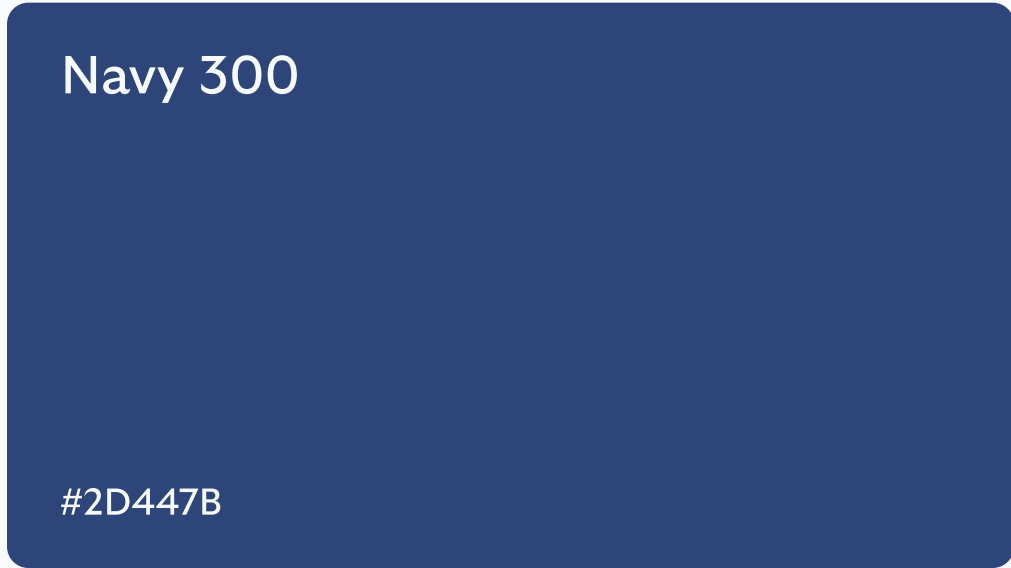

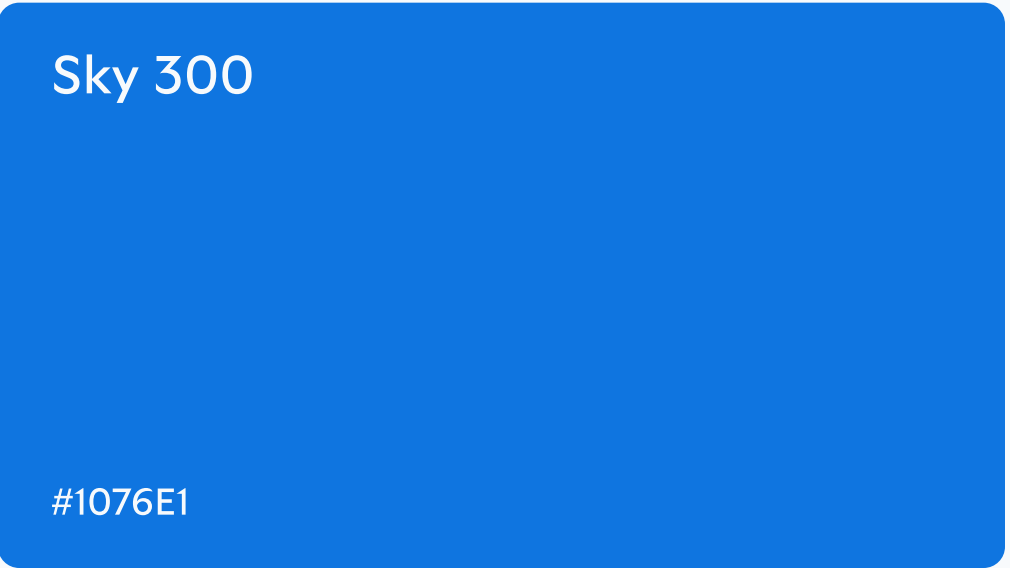



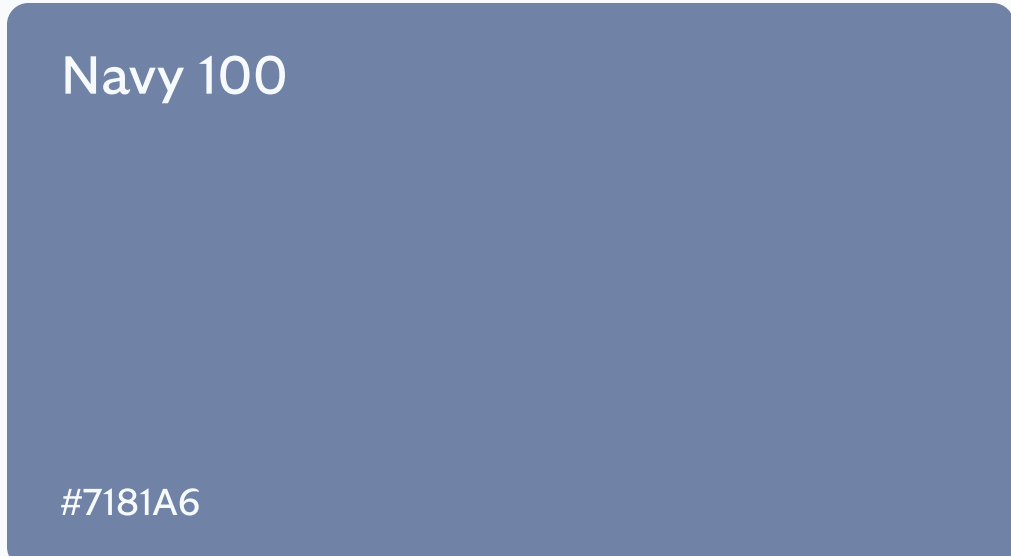
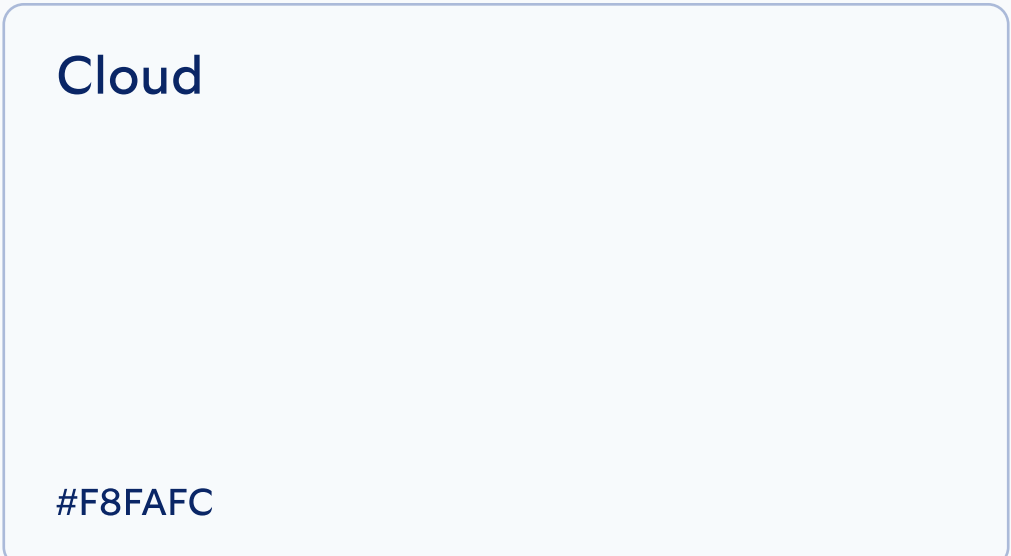
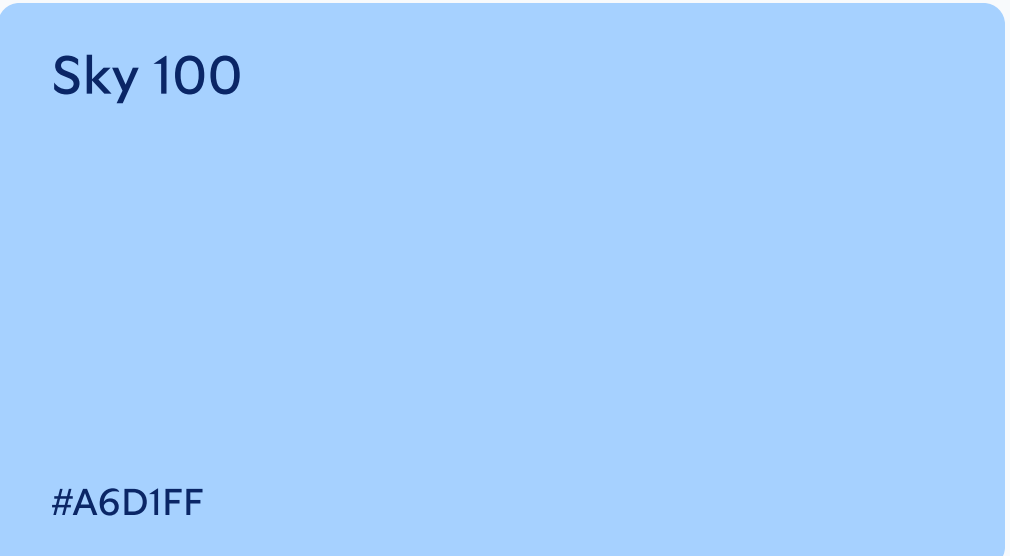
2718 C
2718 U
65 / 45 / 0 / 0
#4CA3FF

Colors

Primary Palette

Tints and Shades

Primary tints and shades may be used for various use cases where subtle contrast adjustments are needed.

HEX	 <p>Navy #0B2666</p>	 <p>Cloud 400 #ABBD8</p>	 <p>Sky 400 #0053AC</p>
HEX	 <p>Navy 300 #2D447B</p>	 <p>Cloud 300 #C7D2E5</p>	 <p>Sky 300 #1076E1</p>
HEX	 <p>Navy 200 #4F6391</p>	 <p>Cloud 200 #E2E9F2</p>	 <p>Sky #4CA3FF</p>
HEX	 <p>Navy 100 #7181A6</p>	 <p>Cloud #F8FAFC</p>	 <p>Sky 100 #A6D1FF</p>

Colors

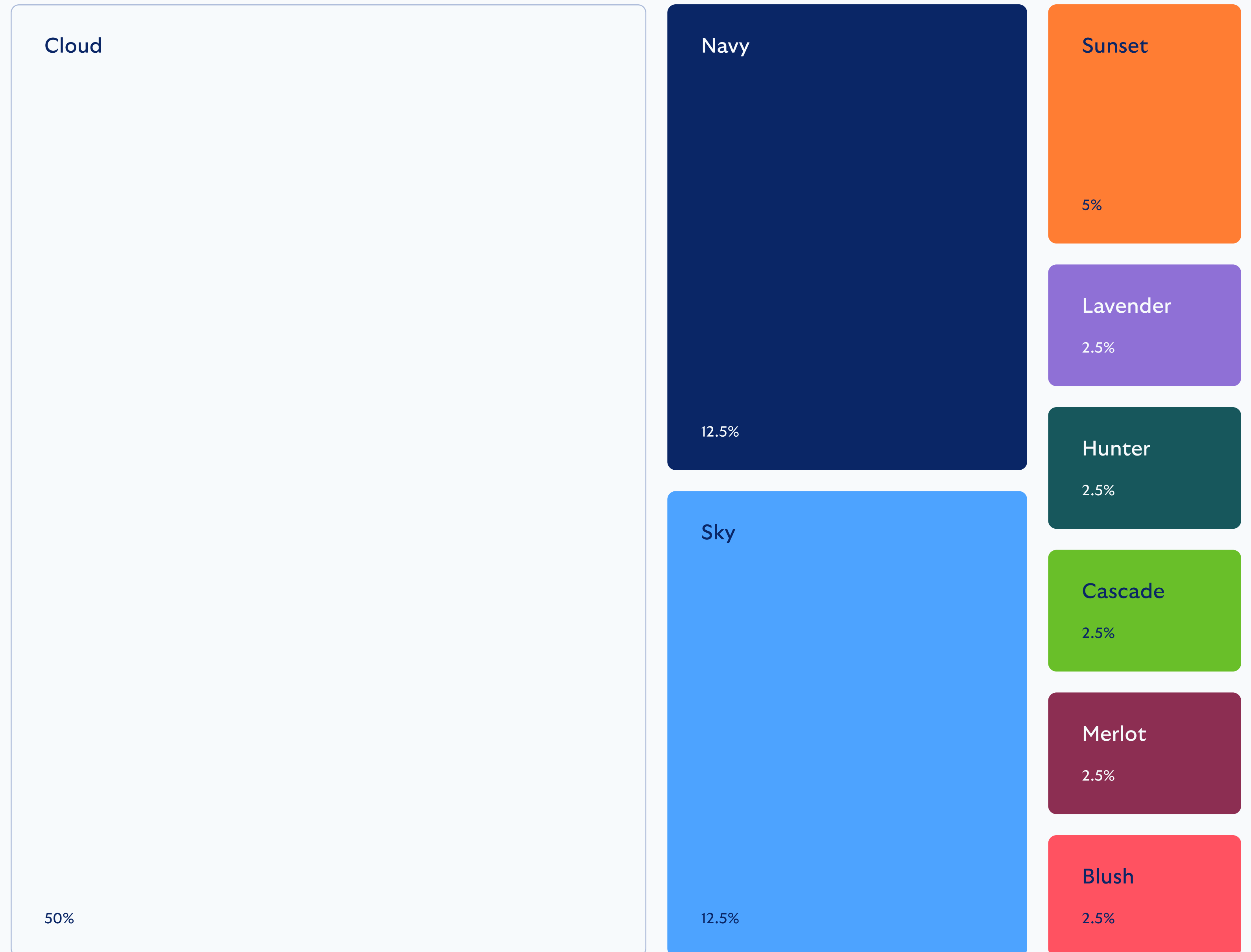
Secondary Palette

Our secondary color palette should be used to complement our primary palette and create hierarchy throughout the brand experience.

	Sunset	Lavender	Hunter	Cascade	Merlot	Blush
PMS C	1575 C	2101 C	7476 C	368 C	2049 C	178 C
PMS U	1575 U	2101 U	7476 U	368 U	2049 U	178 U
CMYK	0 / 51 / 77 / 0	54 / 52 / 0 / 0	89 / 22 / 34 / 65	65 / 0 / 100 / 0	19 / 90 / 36 / 47	0 / 70 / 58 / 0
HEX	#FF7C33	#8E6FD6	#17575D	#69BE28	#8B2E52	#FF5162

Color Ratio

The color ratio per brand application should reflect these percentages to the best of your ability.



Colors

Accessibility | Primary

When used correctly, these approved color combinations, at a minimum, meet WCAG's AA requirements for normal text, large text, and UI components.

Cloud on Navy

AAA / 13.53

Navy on Cloud

AAA / 13.53

Cloud 200 on Navy

AAA / 11.57

Navy 200 on Cloud

AA / 5.69

Cloud 300 on Navy

AAA / 9.28

Navy 300 on Cloud

AAA / 9.02

Cloud on Navy 300

AAA / 9.02

Navy on Cloud 300

AAA / 11.57

Cloud on Navy 200

AA / 5.69

Navy on Cloud 200

AAA / 9.28

Cloud on Navy 100

AA / Large Text / 3.72

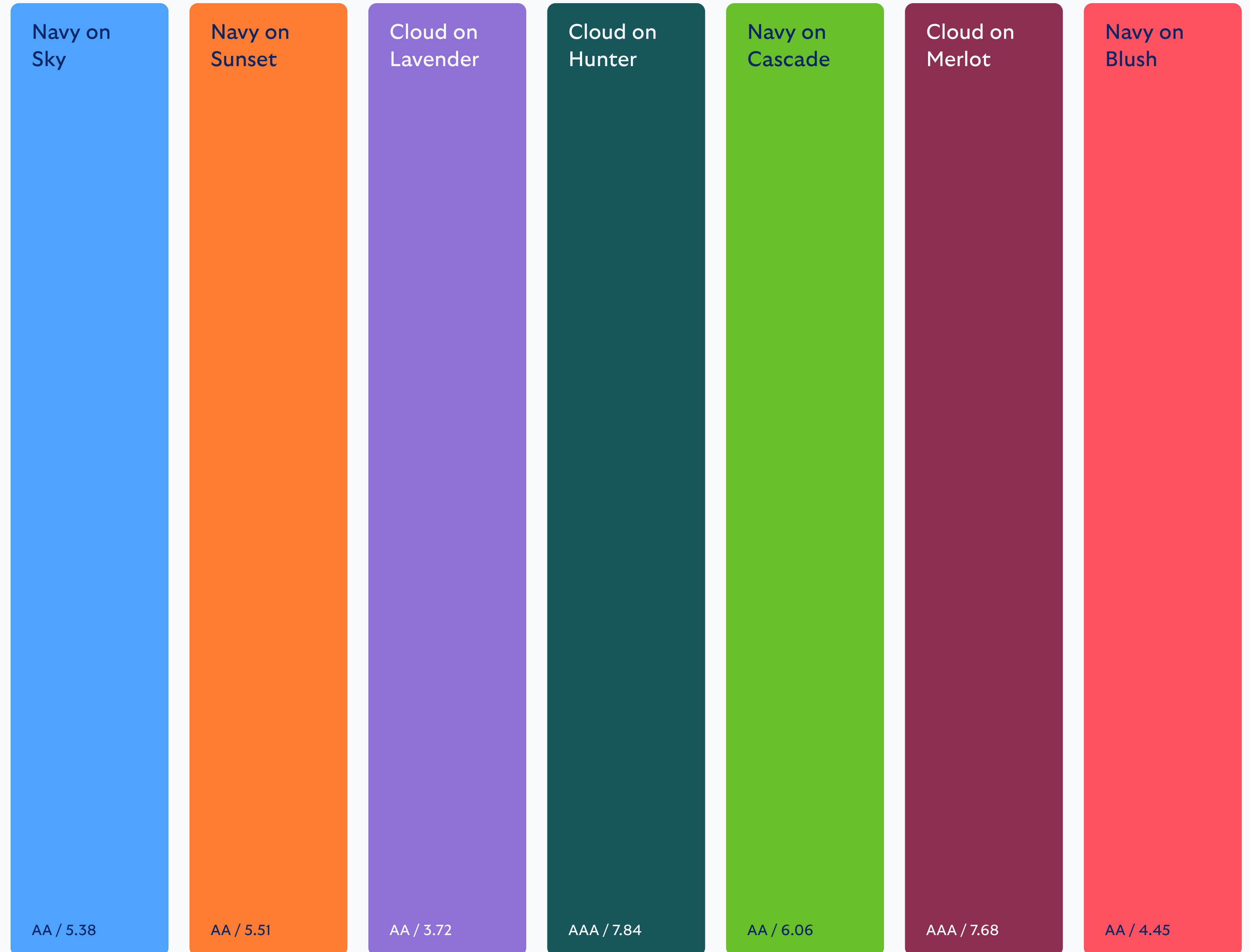
Navy on Cloud 100

AAA / 7.3

Colors

Accessibility | Secondary

When used correctly, these approved color combinations, at a minimum, meet WCAG's AA requirements for normal text, large text, and UI components.



Typography

Primary Typeface

HW Cigars by Heavyweight Type Foundry is Demandbase's primary brand typeface.

It is used for primary headlines, large numerals, and some secondary headlines.

HW Cigars

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Typography

Secondary Typeface

GT Ultra by Grilli Type is Demandbase's secondary typeface. It is used for secondary and tertiary headlines, as well as labels and general body copy.

GT Ultra

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Typography

Font Alternatives

When determining which typeface to use based on your access to the brand typeface, consider this structure outlined below.

- If you do not have access to primary brand typefaces, default to Google Fonts.
- If neither option is available, use a universal, web-safe backup.

Aa

HW Cigars

This is the primary brand typeface.



Aa

Inria Serif

This is our Google Fonts replacement.



Aa

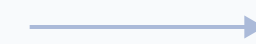
Times New Roman

This is our web-safe replacement

Aa

GT Ultra

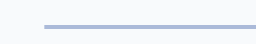
This is the secondary brand typeface.



Aa

Work Sans

This is our Google Fonts replacement.



Aa

Verdana

This is our web-safe replacement

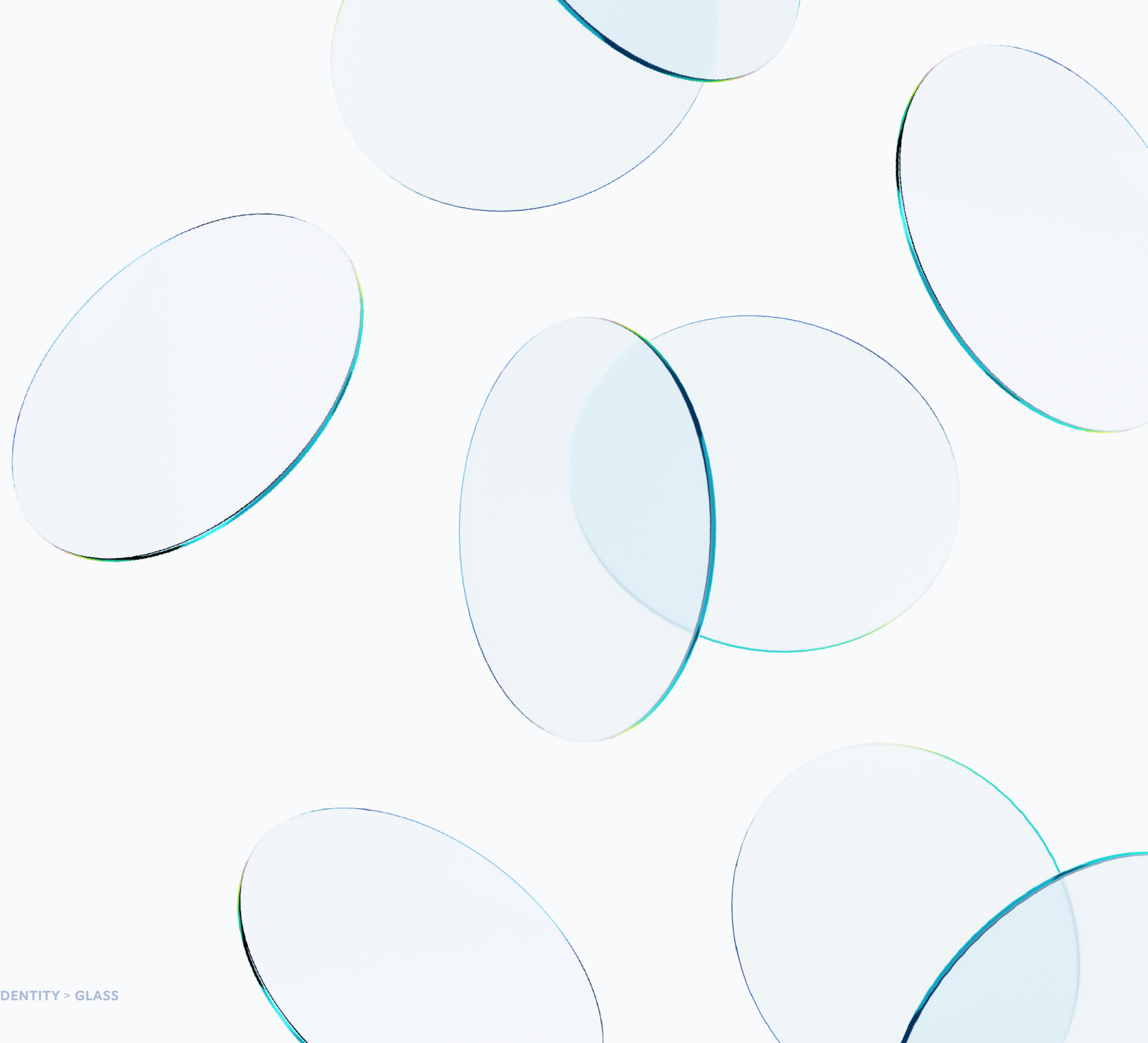
Glass

Panes

Individual glass panes represent individual contributions to a greater goal. They may be used singularly or in overlapping pairs.

Direction

1. Use primarily as background graphics as a means to introduce texture or emphasize certain content.
2. **Do not** combine panes with the Arc within the same composition.



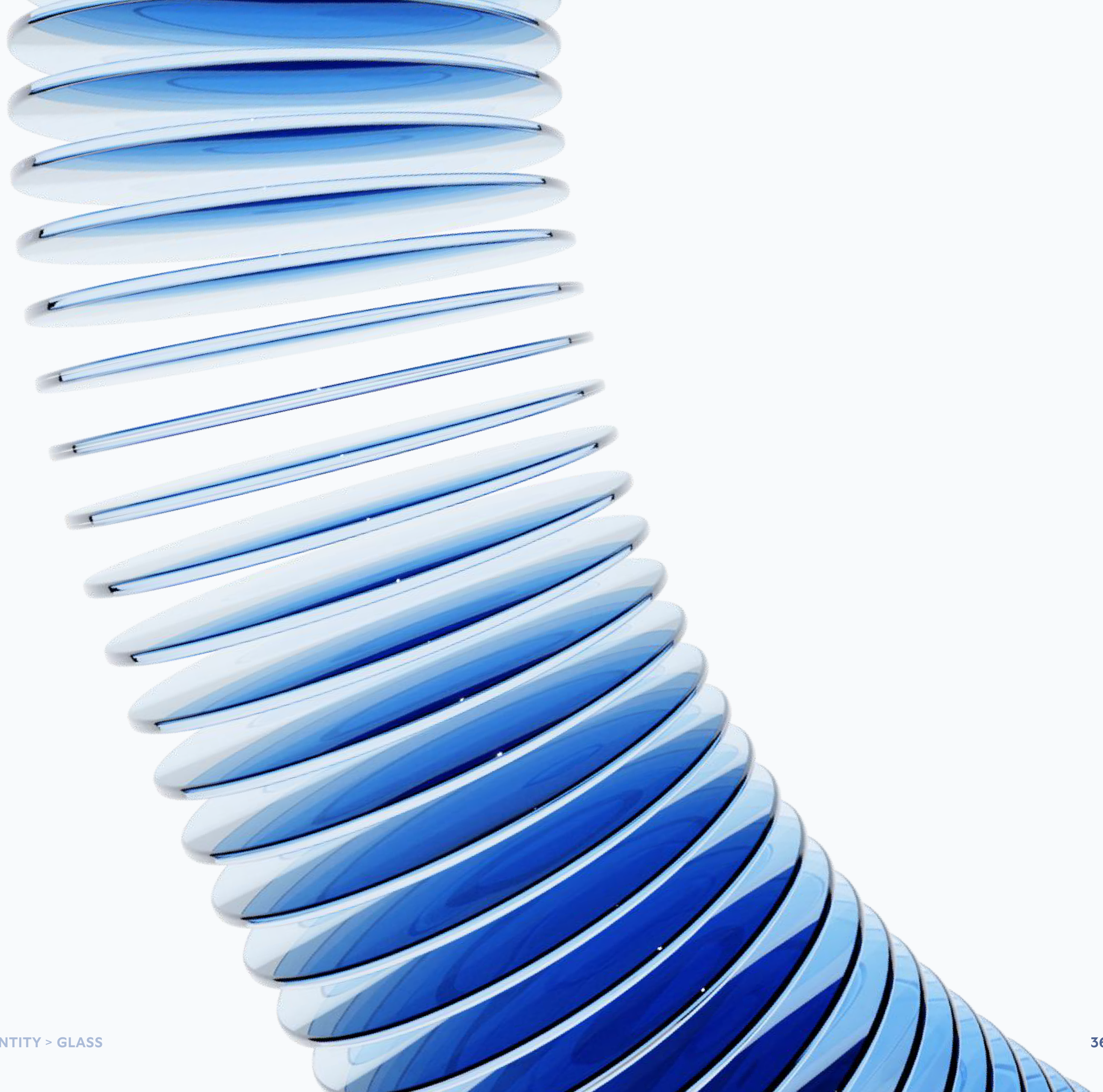
Glass

Arc

The glass Arc is our primary visual language element. It communicates the ultimate result of success and empowerment. This element should be the first and primary way to represent the Demandbase brand.

Direction

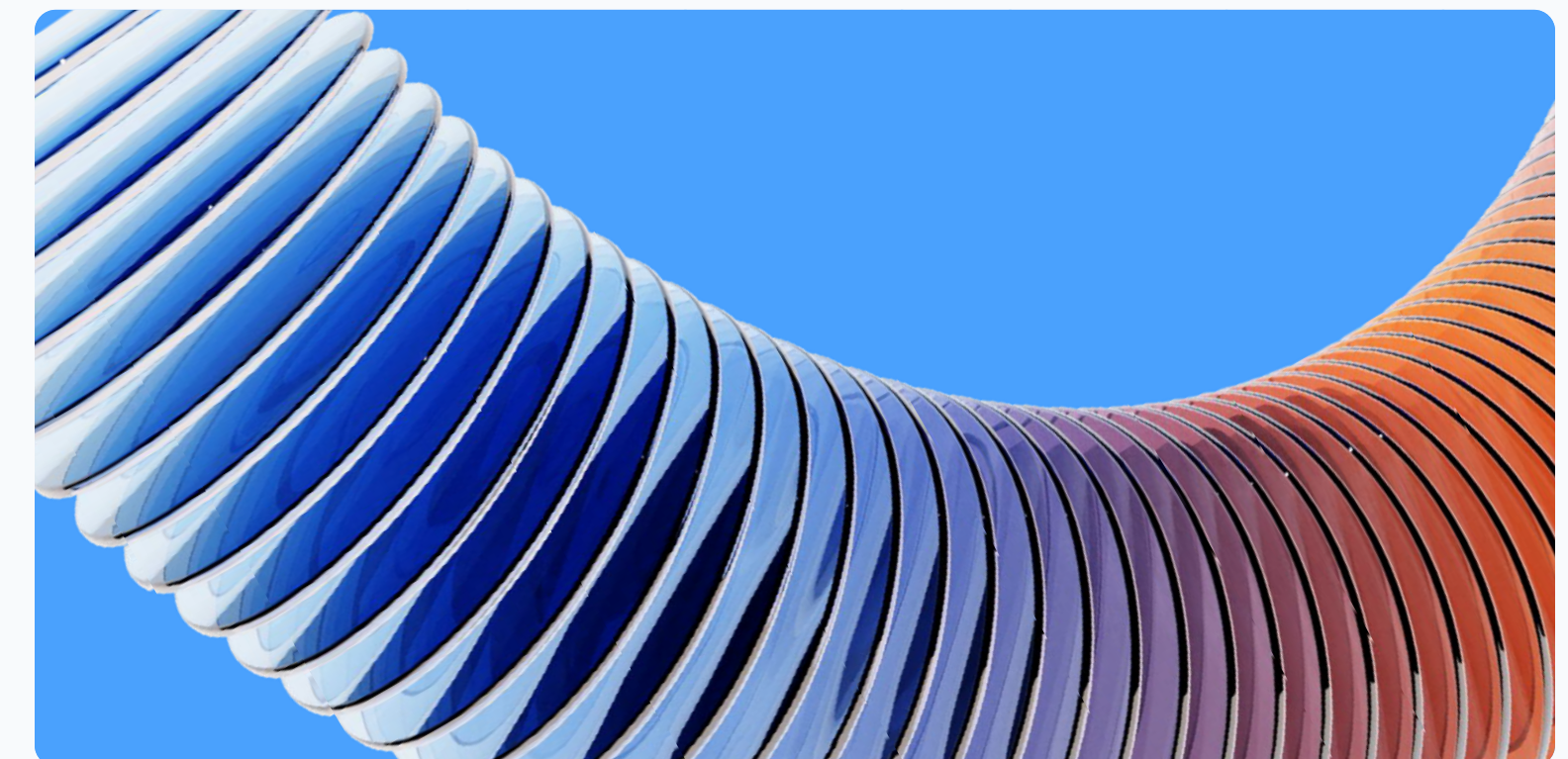
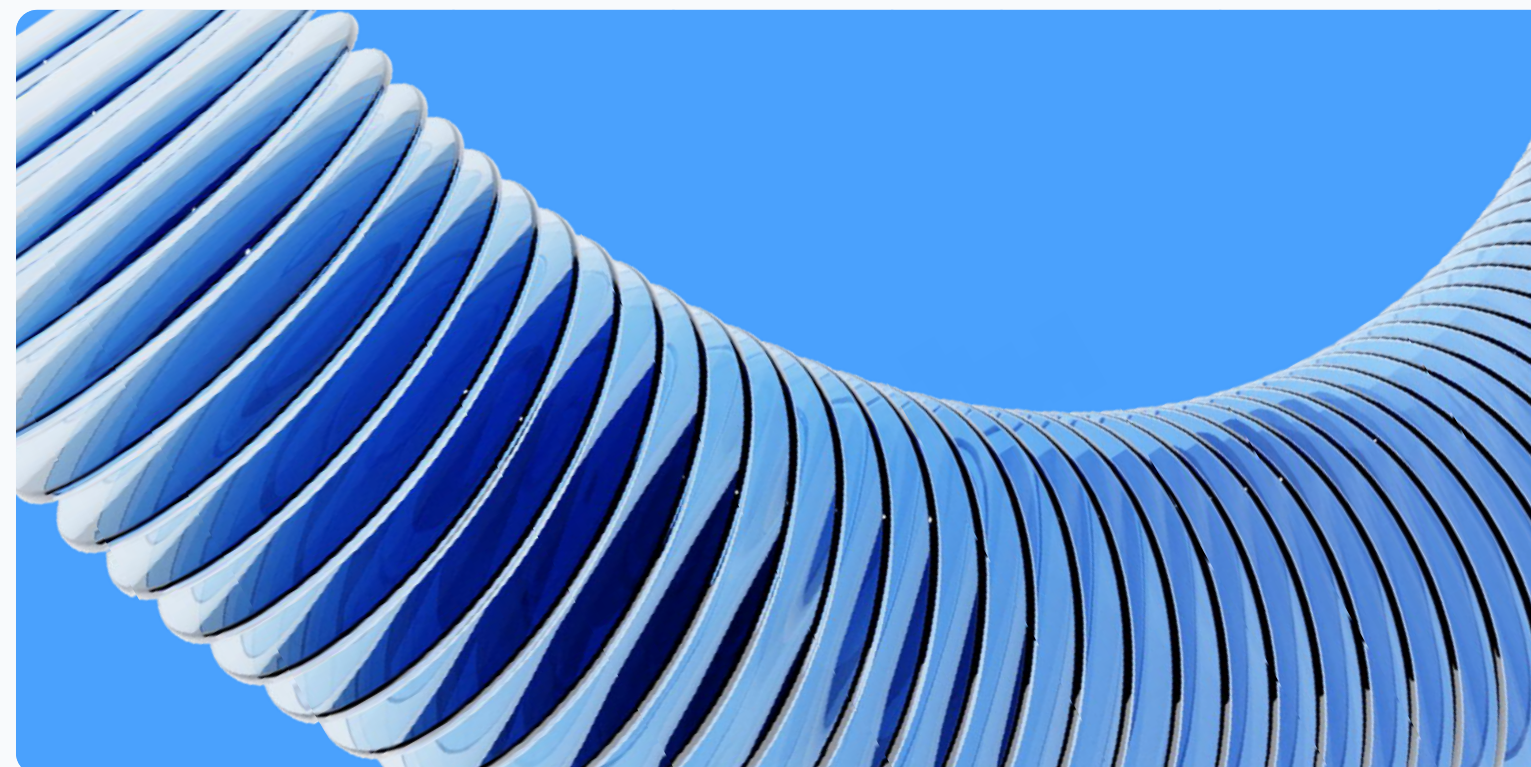
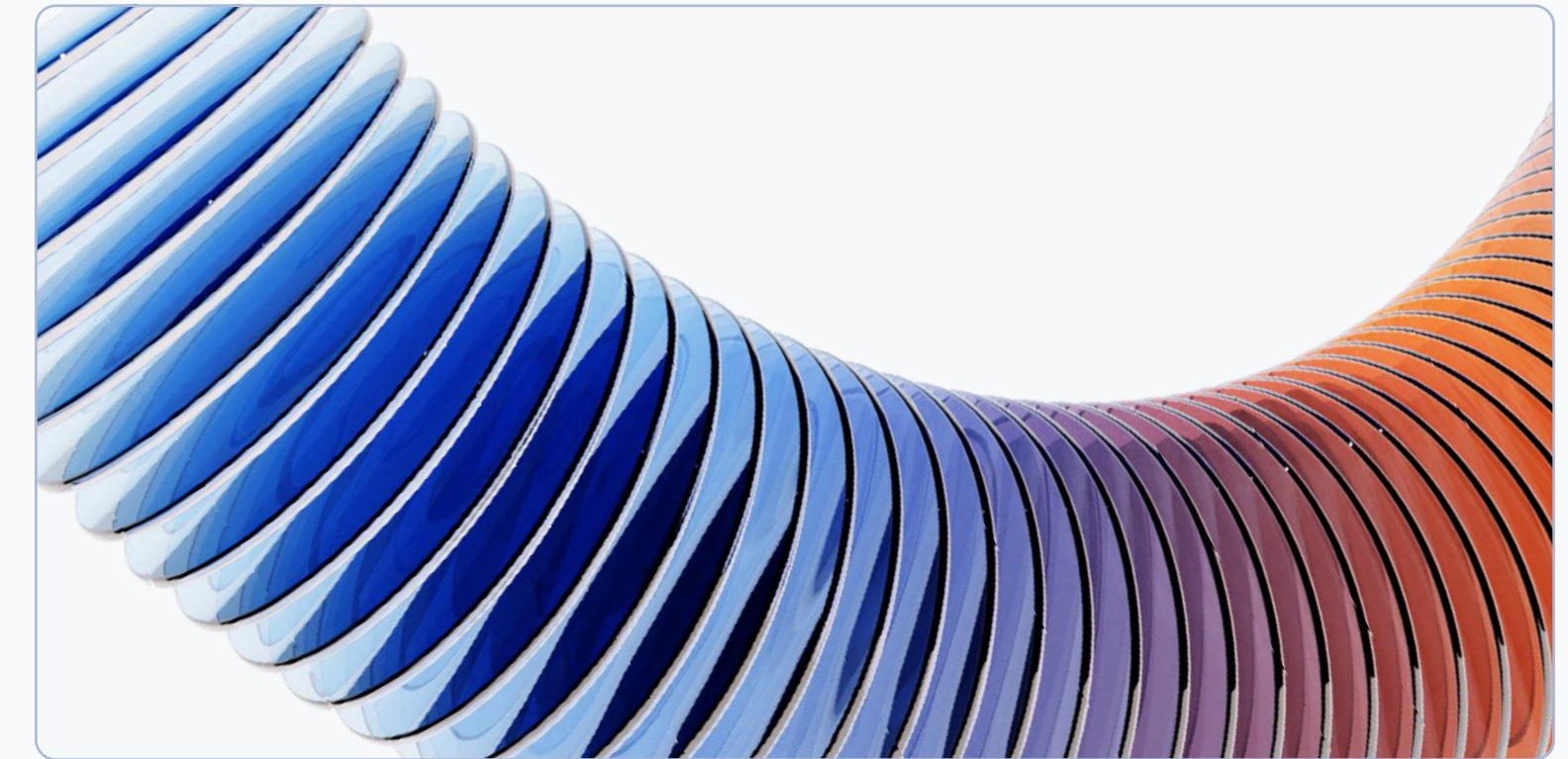
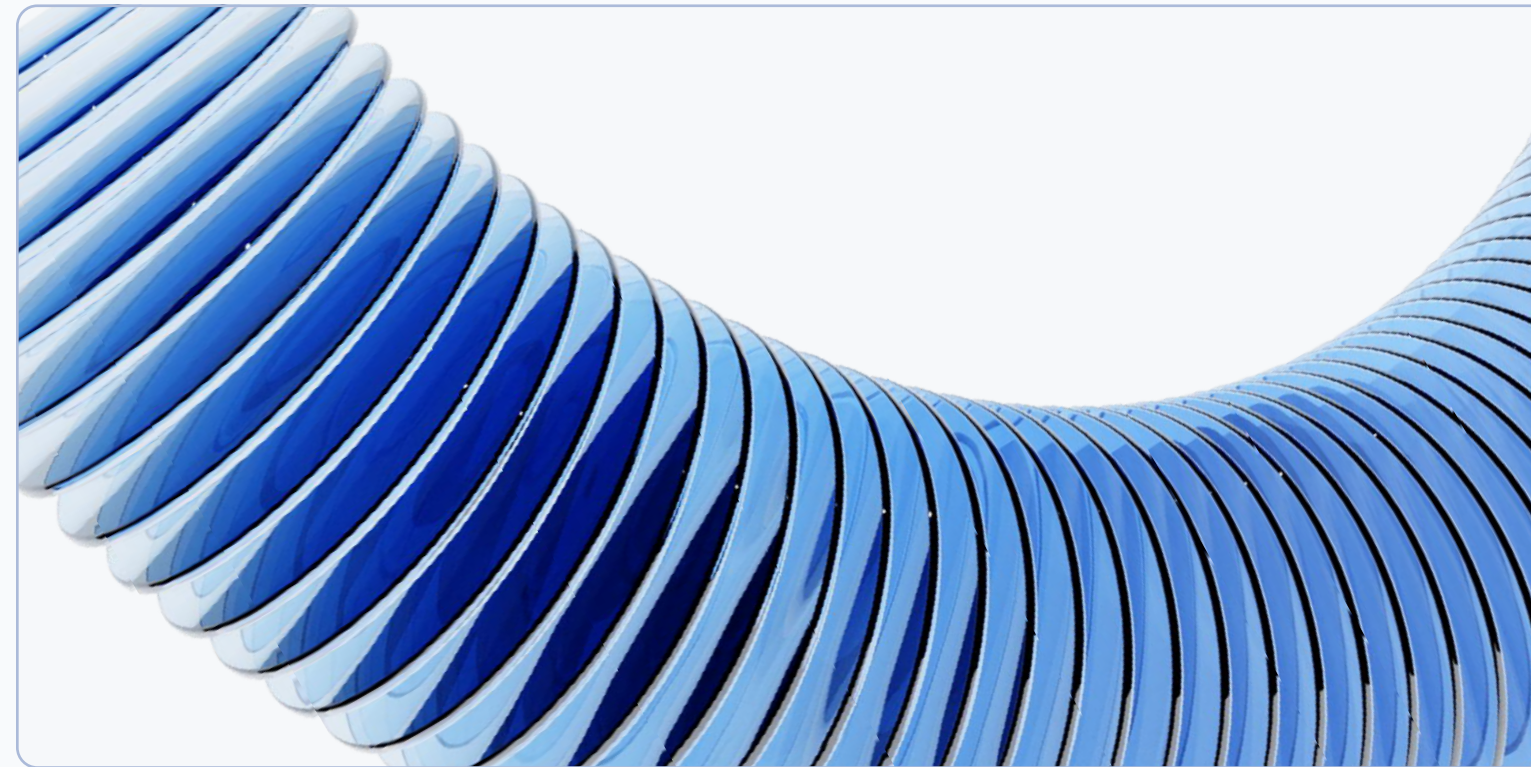
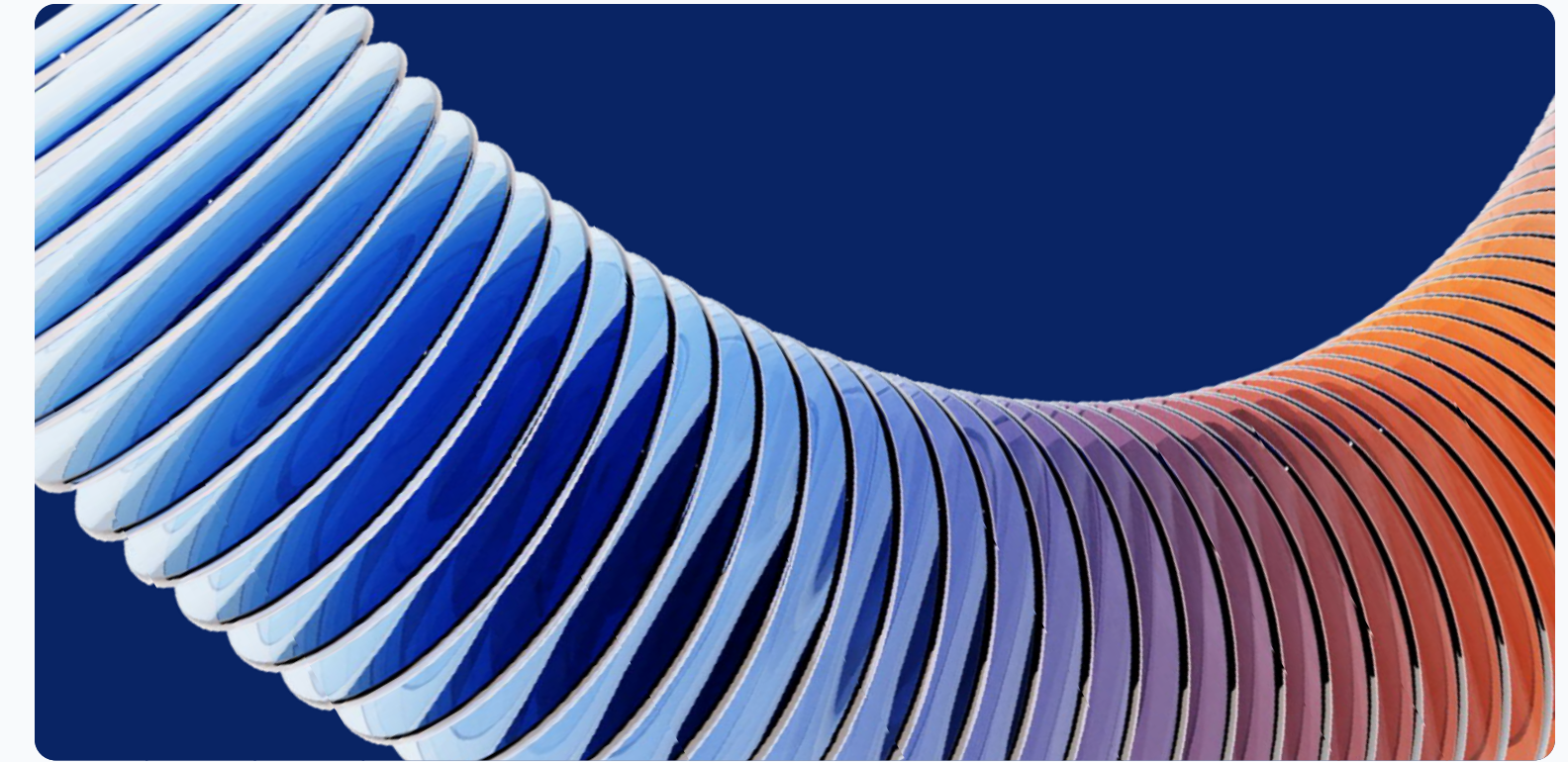
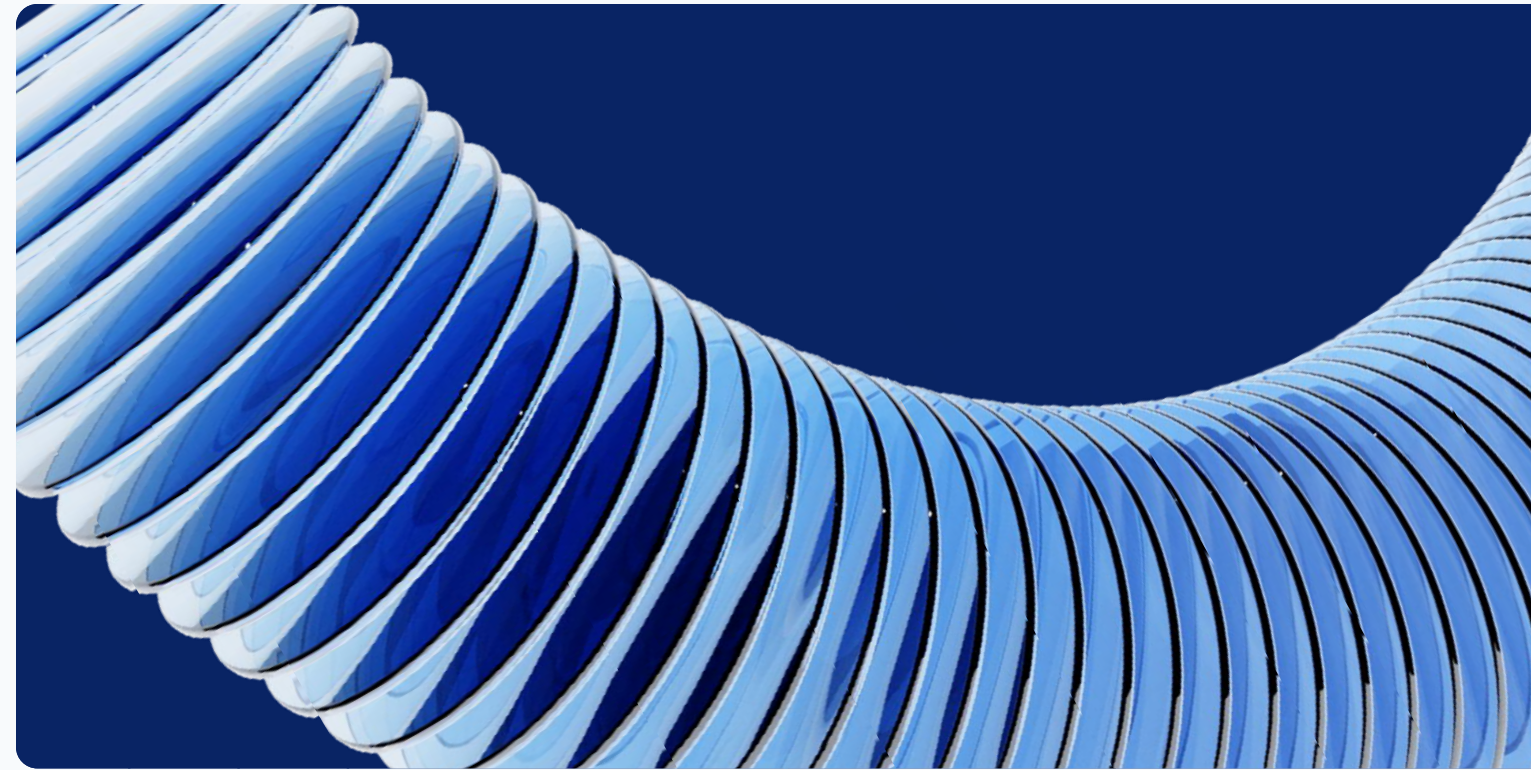
1. Use the glass Arc primarily for key brand graphics such as the website homepage and high-level marketing efforts.
2. The Arc must always span from one edge to another and never stop short.
3. **Do not** combine panes with the Arc within the same composition.



Glass

Primary Color Combinations

Use these color combinations most often when implementing the glass Arc language.



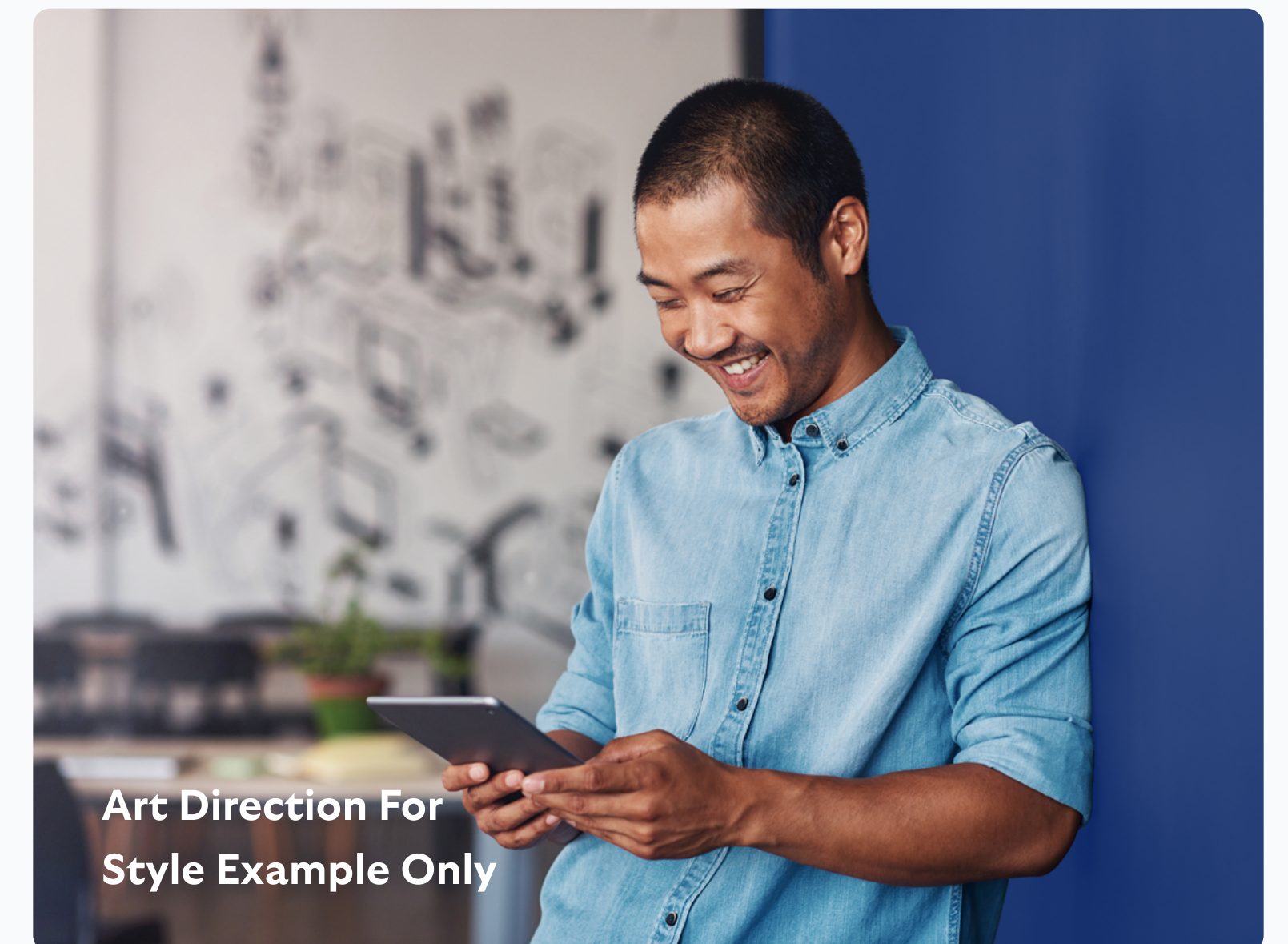
Photography

Teams

Demandbase's photography style reflects a modern work environment and emphasizes teamwork and collaboration.

Direction

1. Modern office and third space environments,
2. Warm, natural lighting
3. High-contrast shadows
4. Subjects may be camera-aware or camera-unaware
5. Business casual clothing, branded colors are preferred



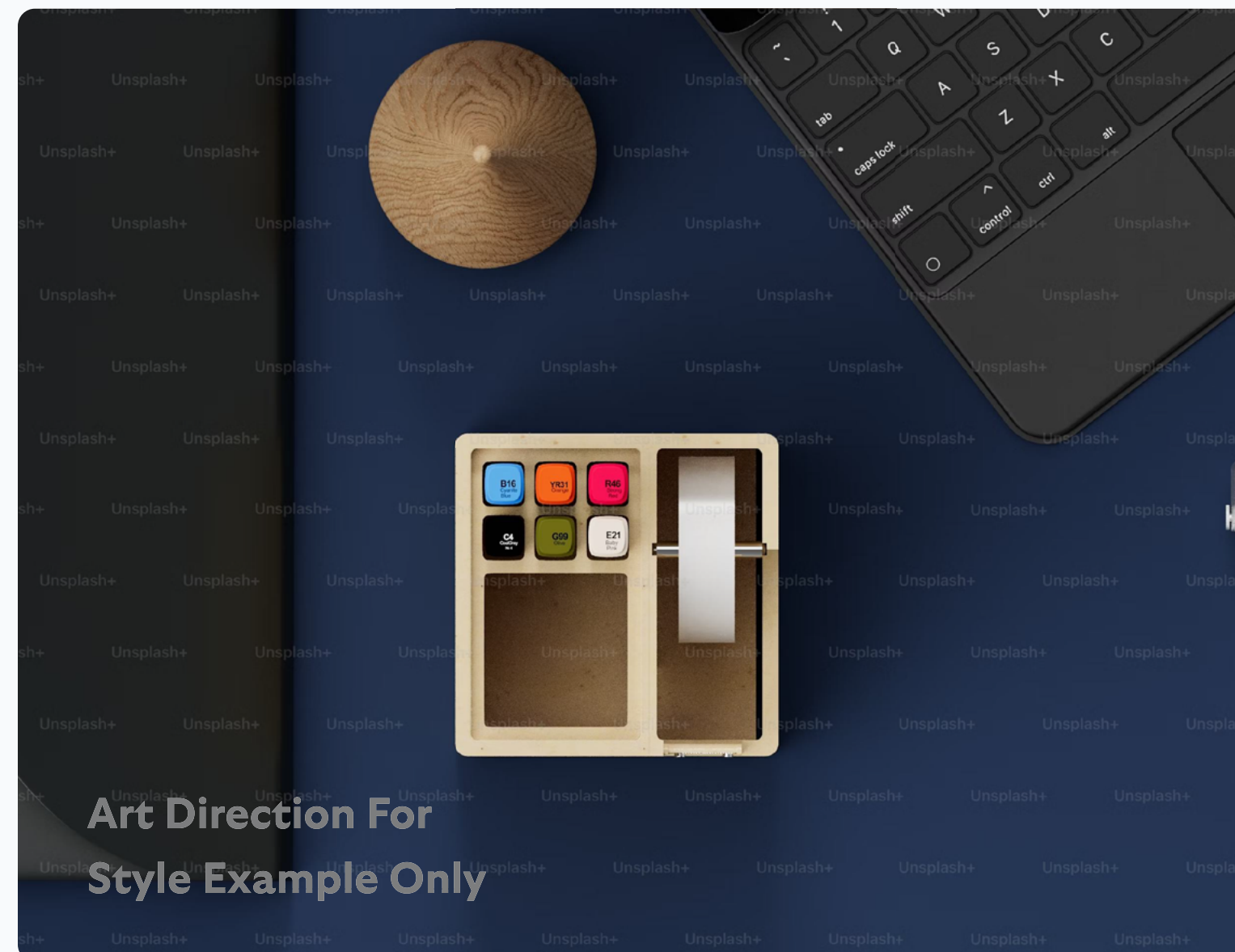
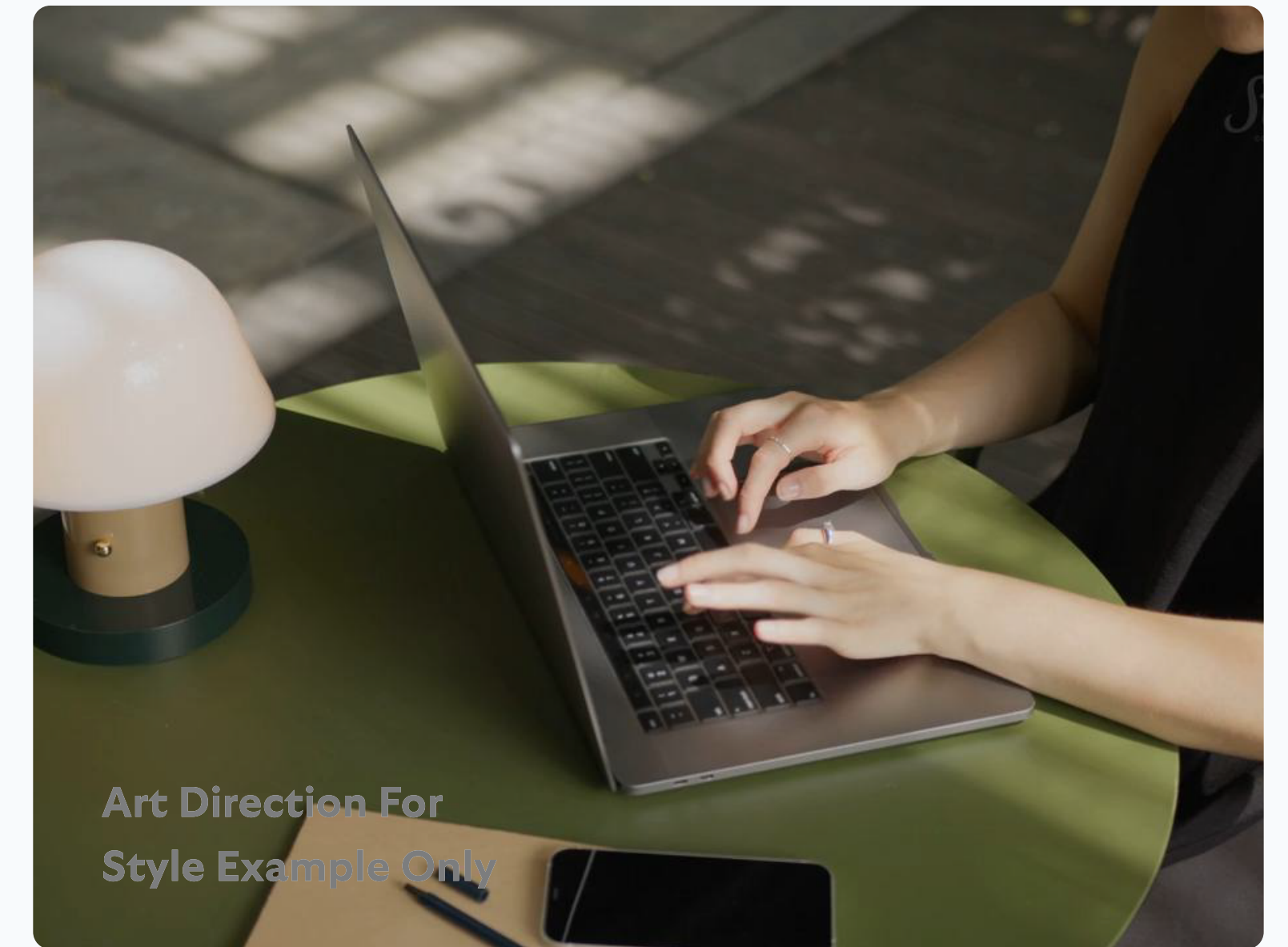
Photography

Environments

Environmental photography follows the same direction as teams photography, but excludes faces.

Direction

1. Modern office environments
2. Warm, natural lighting
3. High-contrast shadows



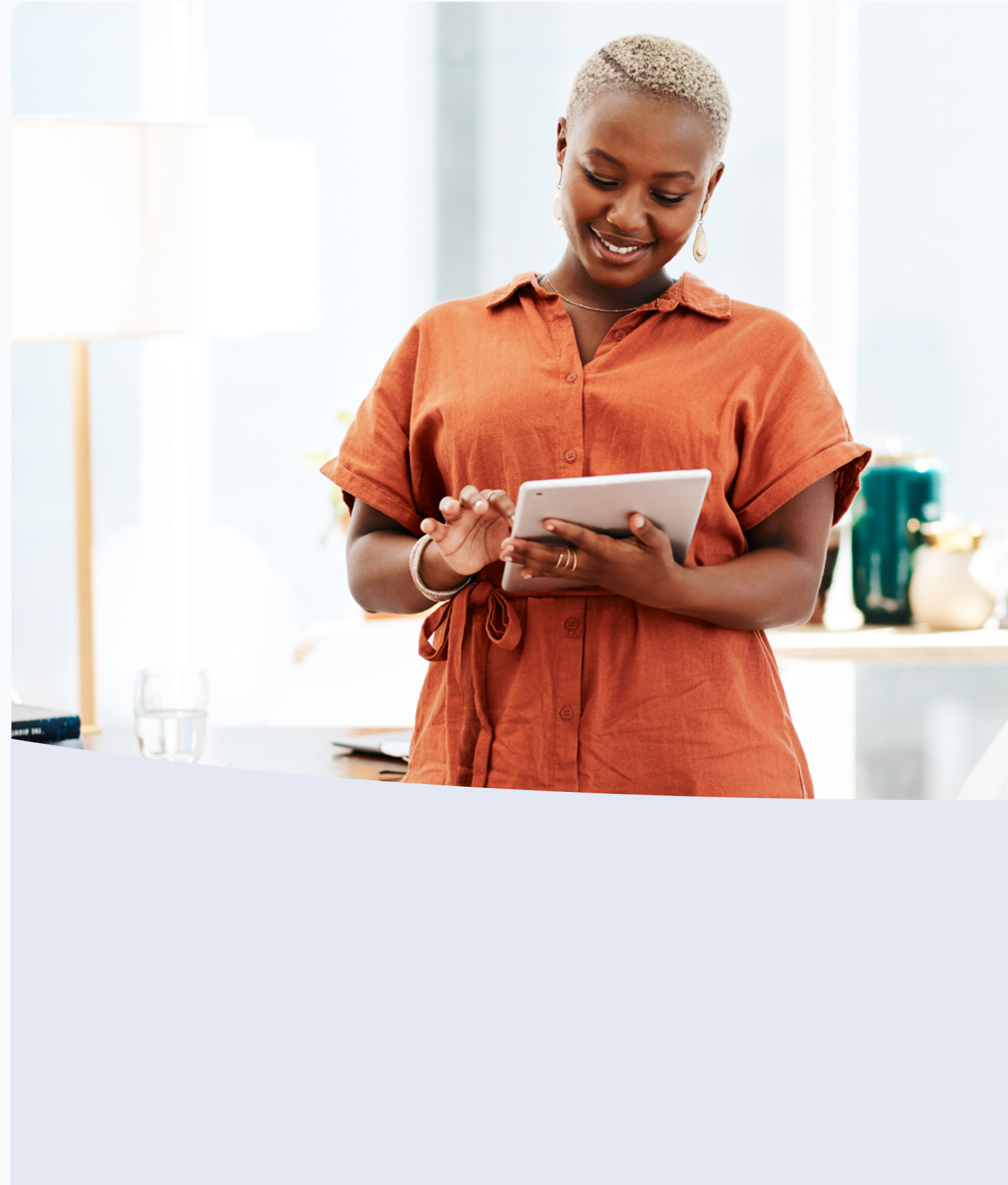
Photography

Cropping

Our cropping language may be used to frame photography or simply add interest between two intersecting blocks of color.

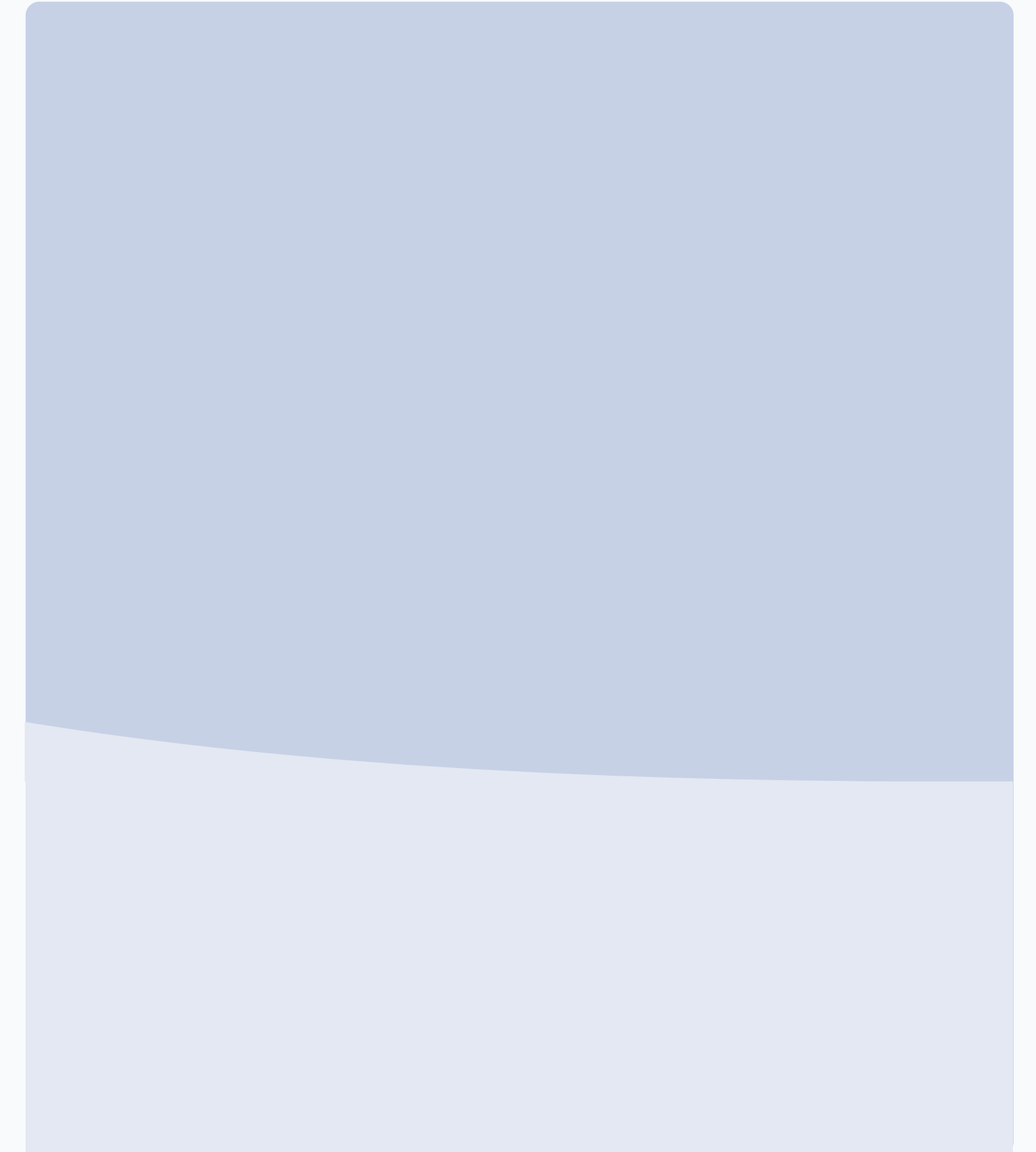
Direction

1. Crops may be vertical or horizontal
2. Crops must extend to the edges of their container
3. Crops may be used on a single edge, or two opposite edges of their container.



Photo

The curved crop provides a quick way to create an ownable photography frame.



Color

Simple color separations can be used to section off type or other flat elements.

Iconography

Demandbase uses [Google's Material Symbols](#) as its primary iconography system.












































Direction

1. Icons should primarily be used to describe, navigate, or orient users in a branded experience.
2. Avoid using icons in a strictly marketing context.

Style Definition

[Material Symbols icons](#) have various settings that may be applied that alter their appearance. These are the approved settings:

1. Style: Rounded
2. Weight: 400
3. Fill: Off
4. Grade: Normal

Marketing 	Blog 	Podcast 	Customer Portal 
Sales 	Customer Story 	Press Release 	Professional Services 
Customer Success 	Content Hub 	Product Tour 	Demandbase Academy 
Operations 	eBook 	Report 	Community 
Business Services 	Event 	Solution Sheet 	About Us 
Enterprise 	FAQ 	User Group 	Careers 
Financial Services 	News 	Video 	Partners 
Manufacturing 	Target Accounts 	Webinar 	Newsroom 
Technology 	Close Opportunities 	Workbook 	Reviews & Rankings 
Build a B2B GTM Foundation 	Expand & Retain 	ABX Certification 	Contact 
Find and Prioritize Accounts 	Measure Engagement 	GTM Assessment 	

Product Illustration

Product illustration allows for succinct visual communication of key product features.

Direction

1. Use product illustrations to highlight key product features.
2. Product illustrations feature a singular, primary product panel with up to three smaller, supplemental panels.
3. **Do not** overload with information. Always strive for as few elements as possible in order to communicate a single key point.
4. **Do not** use more than one primary panel and three supplemental panels.



These guidelines are for the use of the Demandbase team and associated agencies. If ever in doubt about applying this brand identity, please refer back to this document.

If you have any questions, please contact the Demandbase design team.

