

brand guidelines

2021



about us



We believe that experience is everything. Amazing experiences create customers for life, and poor ones destroy brands and businesses. That's why Experience.com has built the world's most impactful Experience Management Platform (XMP) with features to drive operational and behavioral change, in real-time, during the moments that matter. XMP delivers impactful business outcomes including increased customer satisfaction, brand loyalty, online reputation and visibility, as well as improved employee engagement, and compliance - making every experience matter more. Founded in 2015 as SocialSurvey, Experience.com is headquartered in San Ramon, Calif. and backed by SavantGrowth (fka Kennet Partners), Silicon Valley Data Capital, Tri-Valley Ventures, and Wilson Sonsini Goodrich & Rosati. For more information, visit www.experience.com or call +1 (888) 701 4512.



contents

how we look pg. 4

- 6 logo
- 7 logo variations
- 8 additional logos
- 9 clear space
- 10 minimum size
- 11 usage with background
- 12 logo lockups
- 13 primary color palette
- 14 supporting color palette
- 15 primary typography
- 16 secondary typography
- 17 partner email signature

how we look



brand guidelines

Guidelines are vital to a brand. They ensure consistency and in how it acts, looks and speaks. Above all, guidelines make a brand consistent and that makes it easier for the outside world to recognise, understand and respond to, as well as the people who work for it.

experience.com



logo

The logo is the primary identifier of the Experience.com brand and should be applied consistently and properly across all communications.

experience.com

Note:

The following logo and icon shows the proper colors for use of Experience.com.
Please download assets [here](#).

Dark Blue

C-100, M-89, Y-37, K-31
R-26, G-44, B-87
HEX #1A2C57



Medium Blue

C-92, M-60, Y-13, K-1
R-19, G-102, B-160
HEX #055da9



logo variations

Additional color variations that are approved to use.

Note:

Please download assets [here](#).

experience.com

Dark Blue

C-100, M-89, Y-37, K-31

R-26, G-44, B-87

HEX #1A2C57



experience.com

White

C-0, M-0, Y-0, K-0

R-255, G-255, B-255

HEX #ffffff



experience.com

Brand gray

C-43, M-35, Y-34, K-13

R-148, G-146, B-147

HEX #949293



experience.com

Brand dark gray

C-76, M-66, Y-61, K-82

R-27, G-27, B-27

HEX #1b1b1b





additional logos

Additional color variations that are approved to use on client pages.

Note:

Please download assets [here](#).



full color



dark blue



gray



dark gray



white

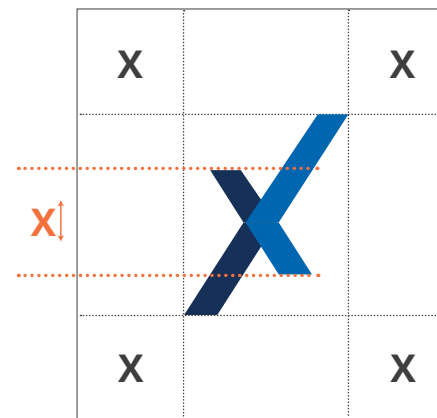


black



clear space

To maximize our brand's presence and visual standout a minimum clear space around the logo and icon has been defined. This clear space isolates the logo and icon from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Experience.com logo is defined as the height of the X icon in the logo. The minimum clear space for the icon is defined as the height of the top of the left top hand and the bottom right hand of the icon.



Note:
The minimum space should be maintained as the logo is proportionally enlarged or reduced in size.





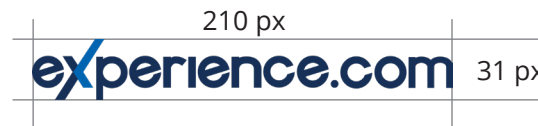
minimum size

For ease of recognition, a minimum size has been set for our logo and icon in order to assure successful reproduction.

print



digital





usage with background

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo. The examples below demonstrate the preferred and acceptable use of the logo on various backgrounds. The preferred option is to show the logo against a white background. On image backgrounds or patterns, please contact marketing@Experience.com.



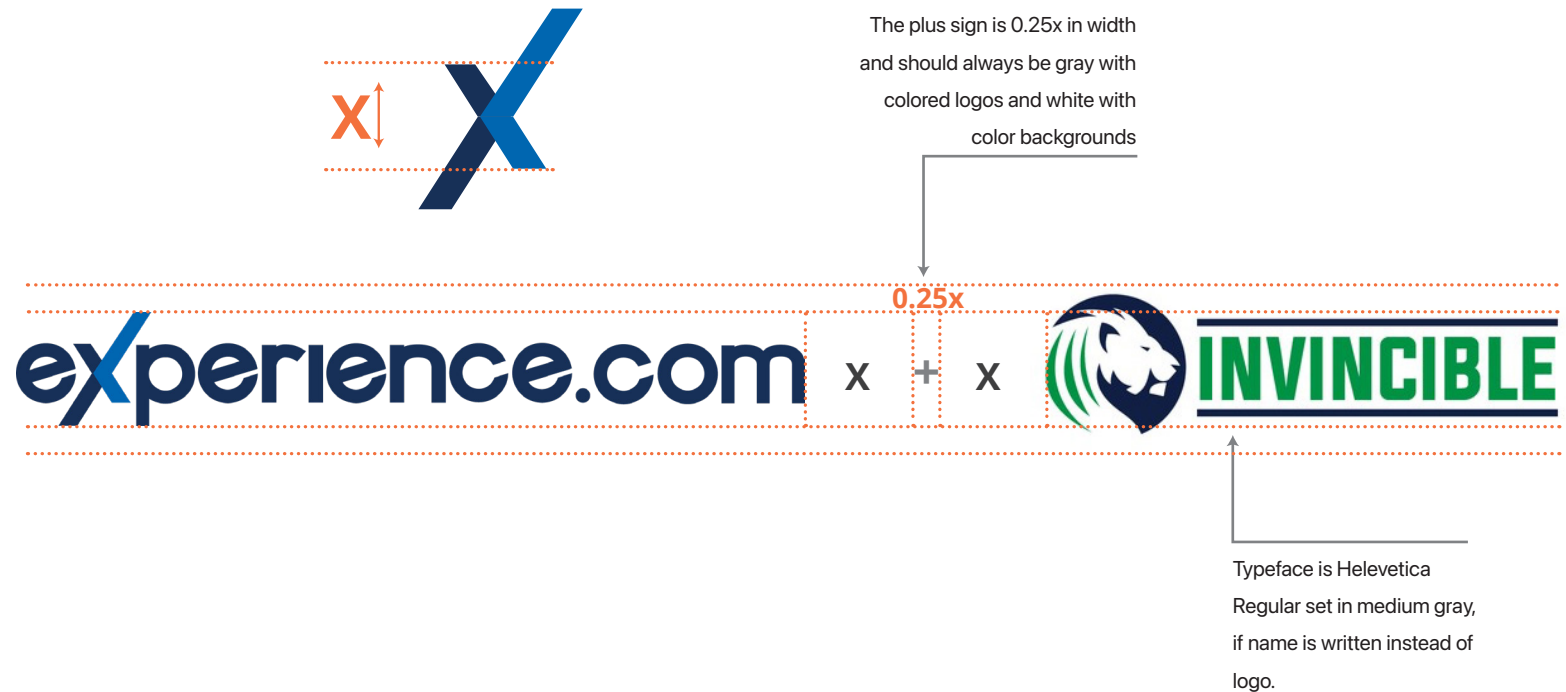


logo lockups

There will be moments when logos need to appear in a lockup. The Experience.com logo is designed to play well with others but should maintain its sense of self next to other identities.

In general, try to align the logos to feel balanced in size. In this case, ensure that the text for the other brand's logo is the same height as the Experience.com logo. In some cases, the icon will be sized up. The other brand's logo should never be larger than 0.25x height above and below Experience.com logo.

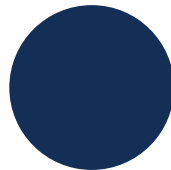
Maintain x-height between plus sign and logos when creating a lockup.



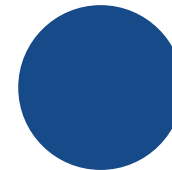


primary color palette

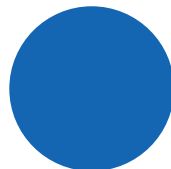
This primary palette should be used on all branded materials. These colors are the foundation of our brand and must be used to build brand consistency. Use these colors in combination with the supporting color palette.



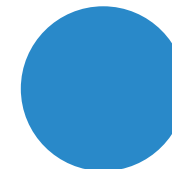
primary blue
HEX #192c57
C-100, M-89, Y-37, K-31
R-25, G-44, B-87



dark blue
HEX #214182
C-100, M-86, Y-19, K-5
R-33, G-65, B-130



medium blue
HEX #055da9
C-92, M-60, Y-13, K-1
R-19, G-102, B-160







light blue
HEX #238ad2
C-77, M-36, Y-0, K-0
R-35, G-138, B-210



supporting color palette

If you have already used the 'primary palette' and need additional colors, you can choose from these secondary colors.

	Color name	HEX	CMYK	RGB
	accent orange	HEX #ee6a30	C-2, M-73, Y-91, K-0	R-238, G-106, B-48
	pale blue	HEX #bde2f6	C-0, M-30, Y-100, K-0	R-242, G-175, B-0
	medium gray	HEX #939193	C-0, M-48, Y-95, K-0	R-255, G-119, B-0
	dark gray	HEX #1b1b1b	C-0, M-80, Y-80, K-0	R-220, G-80, B-52

secondary typography

Our primary (on the previous page) and secondary typefaces are not standard on most computers. In order to ensure that our messages are presented properly in all situations, please download and install the fonts. In cases where the font cannot be applied, we ask to use default types (Helvetica and Arial) as a substitute.

HEAVITAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] , . ; : ' " ~

Note:

This font should only be used as a header title, accent or graphic element. NOT for use as full text communications.

GREAT FIGHTER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1234567890!@#\$%&'()*+,-./:;

Note:

To be used sparingly as a highlight, accent, texture or graphic element. NOT for use as text or full headers.



partner email signature

The following banner is for you, our partners
to use to promote your customer reviews
with Experience.com.

Download email signature [here](#):

Hear what our customers
have to say about us.

CLICK HERE

POWERED BY
experience.com

experience.com

For any questions, please contact marketing@Experience.com