



triplelift

Brand Guide

/// 2018



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COMPANY CORE

TripleLift makes native programmatic simple, scalable, and effective. Leveraging pioneering computer vision technology, TripleLift seamlessly transforms content like images and video into engaging in-feed native ads that match the unique look and feel of a publisher's website. Accessible via the industry's first and largest real-time, native programmatic exchange, TripleLift helps marketers reach millions of consumers across any device, at scale.

A strong visual identity serves to position TripleLift as the industry's leader in Native Programmatic. Consistent use of the identity enhances recognition of who we are and reinforces our reputation for quality.

Our updated brand approach comes with a complete design guideline. This guideline is intended to ensure consistency throughout the company. Every department at TripleLift needs to communicate our brand clearly and consistently. The core design elements are essential and all of our communications must reflect them.

Our 2018 brand refresh includes new colors, graphic elements, and a custom icon set.

PRIMARY LOGO

This primary version of the logo should be used in all cases possible.

FAVICON

This is an abbreviated version of the logo. It should be used very sparingly, only for special use cases and in conjunction with the primary logo.

TRIPLELIFT IN WRITING

When spelling “TripleLift”, always capitalize the T and L for ease of reading.

Never use the abbreviated “TL” in external materials.

LOGO COLORS

Use the version that has best visibility on any given background. Only use one color logo when absolutely necessary.

PRIMARY LOGO

triplelift

FAVICON

tl

COLORS

triplelift

triplelift

triplelift

triplelift

triplelift

triplelift



triplelift

triplelift

triplelift



CLEAR SPACE

The logo must at all times be perfectly legible and without obstructions. The TripleLift logo and all variations must have a clear space around it at all times. The preferred amount of clear space around the logo is equal to the height of the initial “t”.

NOT ALLOWED

Do not alter the logo artwork.



triplelift

Do not use unapproved colors



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Do not distort the logo



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Do not outline the logo



triplelift.com

Do not use the logo as part of a sentence



triplelift

Do not place a drop shadow behind the logo






triplelift

Do not tilt the logo



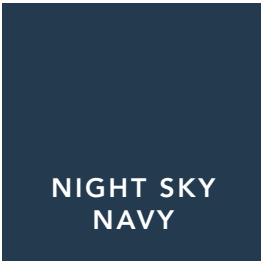


PRIMARY PALETTE

These colors dominate all TripleLift collateral.

PRIMARY		
		
DAYBREAK ORANGE	PEBBLE GREY	LIGHT PEBBLE
#F26839 RGB 242,106,114	#727272 RGB 114,114,114	#EDEEF0 RGB 237,238,239

SECONDARY PALETTE

These colors are to be used sparingly in combination with our primary colors. Do not use these colors on their own, without the primary palette colors.

SECONDARY		
		
NIGHT SKY NAVY	MOUNTAIN MIST GREEN	GOLDENROD YELLOW
#1D3E51 RGB 29,61,81	#70A6A6 RGB 112,166,165	#FFB72F RGB 255,183,48



COLOR RATIO

6

25%

F26839

25%

727272

25%

EDEEF0

10%

1D3E51

10%

70A6A6

5%

FFB72F



LIFT LINES

The energetic Lift Lines are three 45 degree angle lines. They come together to create a minimalist representation of our brand that illustrate upward movement and growth.

The Lift Lines create a subtle, yet recognizable mark that fosters brand recognition across all media from web, to presentations and icons.

SLIDE TAG

Positioned in bottom right corner, the TripleLift slide tag was created specifically for PowerPoint presentations in lieu of our primary logo.



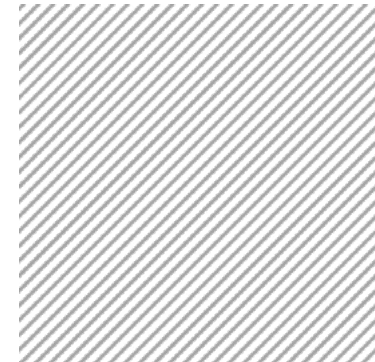
MARK



BACKGROUND TEXTURE



SLIDE TAG



PATTERN



OUT OF THE BOX

Open boxes are used as a design element meant to symbolize how TripleLift is breaking out of the boundaries and restricted boxes of traditional digital advertising.

This concept can be seen on borders for text, objects, and our icon set.

triplelift

Title Here

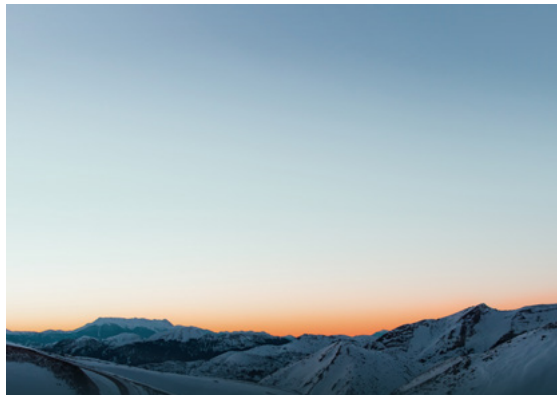
A brilliant Quote would
go right here

”

PHOTOGRAPHY

TripleLift photography is edited to create a cohesive feel between different imagery. Our primary photography type is used to enhance content and instill a feeling of awe and vast possibilities.

We use vast, awe inspiring landscapes with large, open areas to evoke a feeling of endless possibilities, free from boundaries.





SCREENS & DEVICES

TripleLift uses a standard illustrated version of each device to display mocks in their contextual setting. These are designed to be minimalistic in style and color to allow the creative to shine. These generic, brandless devices ensure we are inclusive of all clients.

PLACEMENT HIGHLIGHT

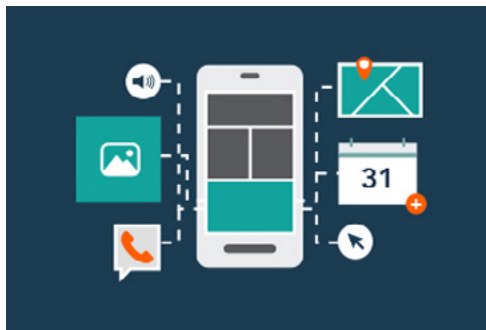
Mocks are usually highlighted using a 40% transparent black layer behind our placement.





ILLUSTRATIONS

Our graphic style is most often used for creating illustrations for online media: our blog, emails, and infographics. They are designed in a flat style, using (almost exclusively) colors from the TripleLift color palette.





CUSTOM ICON SET

Even the smallest elements in our custom icon set help tell our brand's story.

All of our unique icons include:

- Consistent line weight
- Open line concept
- Lift Lines





Our primary typeface is Avenir. Avenir should be used in all communication materials. Use type size and weight to establish hierarchy.

HEADERS

- Avenir Medium
- Title Caps (each word is capitalized)

BODY COPY

- Avenir Book
- Sentence caps (only the first word is capitalized)

LABELS

- Avenir Medium
- All caps or sentence caps (depending on the importance of the label)

Headers

The Five Boxing Wizards Jump Quickly

Body Copy

The five boxing wizards jump quickly.

Labels

PUBLISHERS

ADVERTISERS

Minor Detail 1

Minor Detail 2



TONE

TripleLift's voice brings our company values to life. It's approachable, familiar, and friendly. It allows us to connect with our clients and engage our audience in the most authentic way possible.

STYLE TIPS:

- Use active voice
- No Jargon or Slang
- Lead with the positive

Our tone is usually informal and should convey a good-humored sensibility.

OUR VOICE IS:

Familiar

not aloof

Confident

not arrogant

Thoughtful

not rash

Fun

not silly

Concise

not trite



The following section includes examples of some of the most common types of collateral we produce and their general style.

- **PowerPoint Presentations**
- **Sell Sheets**
- **Email Signatures/Promotional Signatures**
- **HTML Emails**



PRESENTATIONS

Our custom Powerpoint template include:
brand fonts, colors, images,
and graphic elements.

The master slides of our PowerPoint template can be used to select a variety of layouts for a presentation.

Native Image Case Study

CAMPAIGN OVERVIEW
A major automotive brand was looking to amplify their brand's content and drive awareness of their compact cars.

TACTICS
Native Instant Play Video is perfect for scaling and driving efficient cost per play.

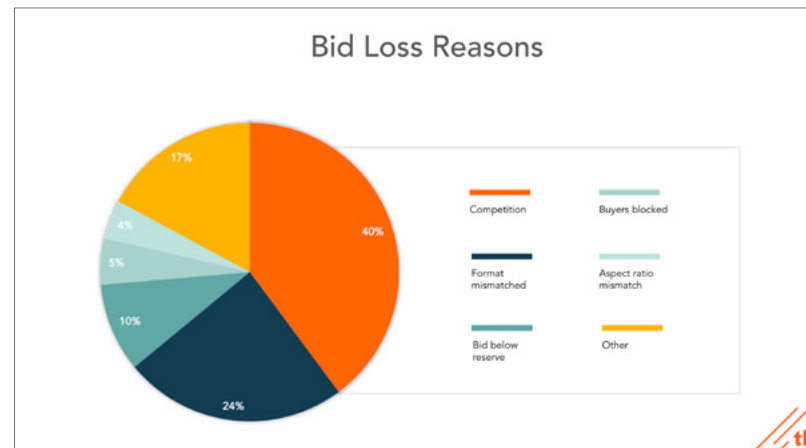
THE LIFT

266%
Higher CTR vs. industry average*

50%
More efficient than pre-roll*

Ad doesn't have real content what campaign
©2019 Amazon Web Services, Inc. All rights reserved.
Amazon is a registered trademark of Amazon.com, Inc. or its affiliates.

Consumer Sentiment



*this is a small sample of the layouts available in our template.



SELL SHEETS

Sell sheets can consist of either one or two page documents, depending on the quantity of information needed.

The header contains both the TripleLift logo and the document type.

The footer contains any necessary contact info.

*this is one example of the style of sell sheets we produce.

triplelift**NATIVE PRIVATE MARKETPLACE**



Yummly

Yummly “gets” foodies, because they understand food, recipes and products – not just because they are foodies, but thanks to their ability to mine and analyze their viewers’ data. Yummly combines their sophisticated food targeting with your brand content to deliver relevant recipes and messages to your target consumer. Thanks to their growing user base, your brand can reach millions of the right consumers with the right messaging, right now.

PMP OPPORTUNITIES

- Geo: United States
- Formats: Native Image
- Packages: Premium Viewability
Desktop Package
Mobile ROS
Desktop ROS



AUDIENCE INSIGHTS

10.5MM	\$91,371	30% / 70%	87%
Monthly Uniques	Median HHI	Male/Female	Mobile Audience

TripleLift • RTB@triplelift.com

Bernice Fu, Ad Ops Manager • Bernice@yummly.com

*this is one example of the type of sell sheets we produce.



EMAIL SIGNATURES

Personal signatures contain the name, title, and phone number for each person as well as the TripleLift logo and website. These are automated by our third party provide, Sigstr, to ensure consistent branding.

SPECIAL PROMOTION EMAIL SIGNATURES


These can be used to promote events, webinars, and other marketing campaigns. We can push these special banners to specific teams and regions. This is located below the TripleLifter's email signature. These can be either static or gif format.

PROMO


New Message

To | Cc Bcc From





Subject

 **Johnny McLifter**
Director of Lifting

triplelift.com (m) 333-333-3333



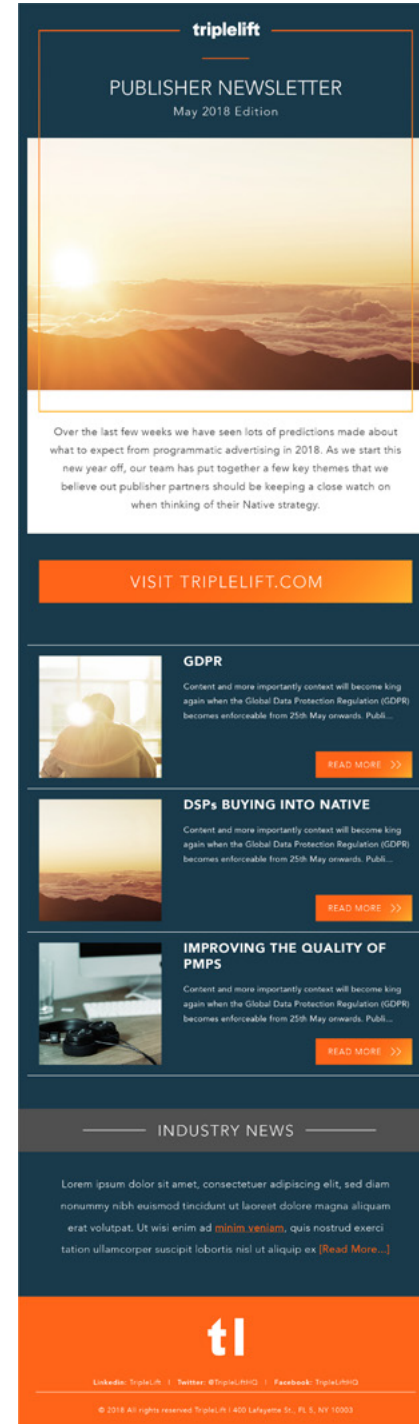
Send

 |  +  | 



HTML EMAILS

This includes company news, updates, and event emails. We will use responsive web design to create eye-catching emails across all devices. Emails will be kept concise and lengthy pieces of content will be hosted on separate web pages.



**this is a mock of potential newsletter design, actual email may vary.*



LINKS TO ASSETS

TripleLift logo files
Image library
Screen/device images
Icon library
PowerPoint template
Partner logos

WIKI DESIGN RESOURCES

How to find them:

Go to the TL wiki page

↳ _Knowledge

↳ Design Resources

[Link to page](#)

Submit collateral requests on Trello:

<https://trello.com/b/J8jxsra8/marketing-requests>

FOR ADDITIONAL SUPPORT

Please contact the Marketing Team
via slack channel: [#team-marketing](#)