

NEW BREED +

Brand Guidelines | Version 3.1

Table of Contents

The following is a complete guide to New Breed's current brand and style. It includes examples of high-level visuals and strategy.

This guide is meant to inform the design process, not hinder it. It establishes the guidelines needed to ensure brand consistency and present a uniform brand and message.

3

ABOUT NEW BREED

5

LOGO

10

COLOR PALETTE

14

TYPOGRAPHY

19

PHOTOGRAPHY

22

ICONOGRAPHY

24

ILLUSTRATION

28

COPYWRITING



Our Mission

We are a revenue performance management firm for the world's fastest-growing B2B companies. We serve over 200 B2B clients in a range of verticals including SaaS, telecommunications, IT services, manufacturing and business services.

Through the alignment of people, process and platforms, we drive success for our customers. Backed by our technical expertise and partnerships with HubSpot, SaaSWorks, Salesforce, Drift and Vidyard, our services and solutions not only address every touchpoint a prospect has with your company, but they also lead to proven, measurable and predictable outcomes.



Brand Principles

We partner with B2B companies to revolutionize the way they grow. We want our clients and potential clients to see New Breed as an extension of their team.

In order to align our brand, product, and services, New Breed adheres to the following brand principles.

- **Intelligent**
We are experts that you can trust due to our experience.
- **Innovative**
We never settle and seek out new ideas to test the status quo.
- **Daring**
We are willing to take risks, fail and learn from our mistakes.
- **Data-Driven**
We build strategies that are measurable and predictable to prove our value.
- **Approachable**
We are relatable, friendly and easy to start a conversation with.



SECTION 1 | LOGO

Logo

The New Breed logo is an integral part of our brand and should be used thoughtfully and consistently. It is designed to be simple, bold and legible. To present the logo in the best format, there are three versions to choose from and use interchangeably.

The **full-color logo** is best suited for light backgrounds.

The **knockout logo** is best suited for dark backgrounds.

The **one-color logo** should be used on a limited basis and is best suited for bright or colorful backgrounds.

Full-Color



Knockout



One-Color



Sizing and Spacing

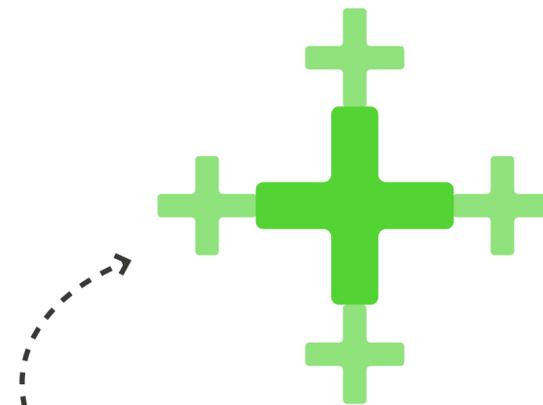
To ensure logo legibility and integrity, please adhere to the following spacing and minimum sizing guidelines at all times.

There is no default size for the logo, but exercise good judgement in your use.

NEW BREED +] Minimum size of **18 px** for web, **0.25"** for print.



No design element should be placed within the space that would be occupied by the letter "E" from the logo at its current size.



For the icon, no design elements should be placed within the space occupied by the icon at 50% of its current size.



Icon

The New Breed mark is taken from the logo and should be used sparingly when not married to the logo text or in similar brand assets.

The icon is best suited for areas where space is an issue, such as favicons and social media.

The icon is suited for both color and knockout use.



Improper Use

The following are examples of how the logo should NOT be used.

Always exercise good judgement when using the logo, especially in client-facing materials. When in doubt, air on the side of caution.



Do NOT stretch, skew or distort the logo.



Do NOT use the wordmark on its own. It should always accompany the icon.



Do NOT use the full-color logo on dark backgrounds. It is best utilized on light backgrounds.



Do NOT apply drop shadows, glows or strokes to the logo.



Do NOT use alternate colors in the logo beyond the three existing variations in this guide.



SECTION 2 | **COLOR PALETTE**

Primary Colors

Our primary color palette is made up of **Growth Green**, which can be found in our wordmark and icon and is used throughout our identity.

The remainder of the palette complements **Growth Green** and provides substantial contrast to its use. These colors are best used for headlines, body copy, and backgrounds for presentations, graphics and more.



Color

GROWTH GREEN

HEX: #3AD531
RGB: 58 / 214 / 49
CYMK: 67 / 0 / 100 / 0
PMS: 802C

CHARCOAL

HEX: #373A36
RGB: 55 / 58 / 54
CYMK: 68 / 69 / 64 / 54

SLATE

HEX: #4B6464
RGB: 75 / 100 / 100
CYMK: 24 / 0 / 0 / 60

PLATINUM

HEX: #E3E9EB
RGB: 227 / 233 / 235
CYMK: 3 / 0 / 0 / 7

POWDER

HEX: #FFFFFF
RGB: 255 / 255 / 255
CYMK: 0 / 0 / 0 / 0

Secondary Colors

Our secondary color palette is to be used as a supplement to the primary palette, never exceeding it. These colors provide complementary accent colors to **Growth Green**.

Use of these colors and their gradients are recommended for highlighting key takeaways and providing visual variety. While they are sorted on the right in order of their recommended use, these remain guidelines and not hard-and-fast rules.

SUNGLOW

HEX: #FCF447
RGB: 252 / 244 / 71
CYMK: 5 / 0 / 81 / 0

#FDF66C

#FDF891

ELECTRIC VIOLET

HEX: #733BF6
RGB: 115 / 59 / 246
CYMK: 71 / 75 / 0 / 0

#8F62F8

#AB89FA

SALSA

HEX: #FC3D4B
RGB: 252 / 71 / 65
CYMK: 0 / 90 / 67 / 0

#FD646F

#FD8B93

TURQUOISE

HEX: #4DE5F0
RGB: 77 / 229 / 240
CYMK: 52, 0, 12, 0

#71EAF3

#94EFF6

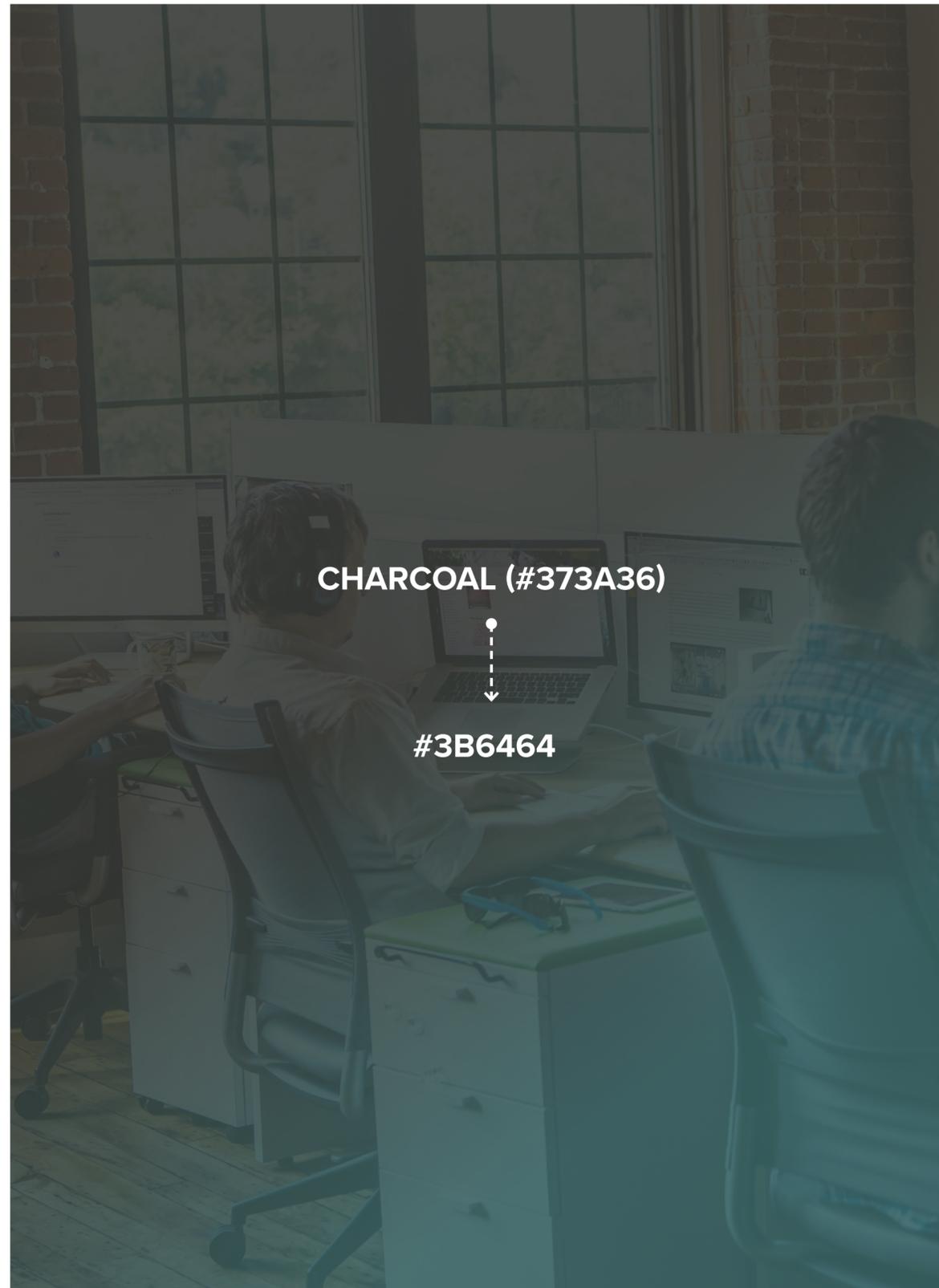


Gradients

In order to highlight our brand colors and provide visual variety to our content, we have several pre-set gradients that you can leverage.

While these are not the only options, they are recommended and ordered by preference.

When experimenting with different gradient options, it is advised that you stay within our existing color palette to retain brand identity and consistency. For maximum effect, consider desaturating photos by 50% when utilizing gradients.



SECTION 3 | **TYPOGRAPHY**

Typography

Like the rest of our brand identity, our typography symbolizes that we are approachable and experts in our field. In the marketplace, New Breed is a premier brand and our typography reflects that.

Our copy is presented with bold, attention-grabbing headlines and elegant, yet modern body text.

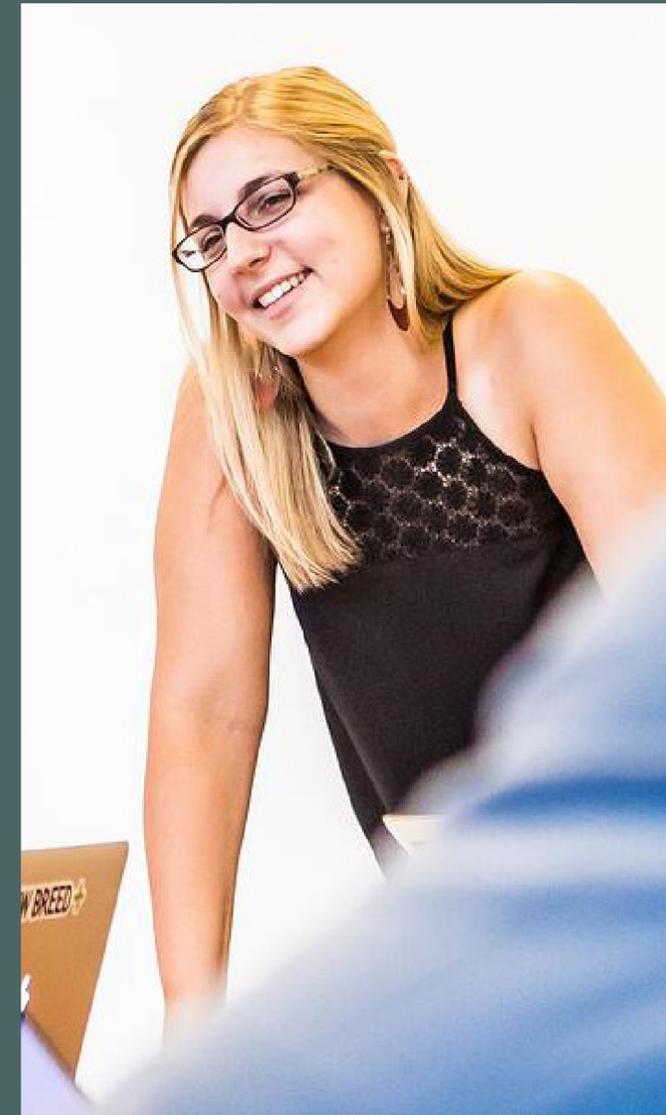
The content on the right is an example of our typography in action.

WE'RE NOT ALL THE SAME — WE SWEAR.

Unlike your typical agency or solutions vendor, we operate as a strategic partner and an extension of your team. We align people, processes and platforms in order to drive success.

As HubSpot's Top North American Partner, we leverage the inbound methodology to help our clients and our own company grow.

Inbound extends beyond the buyer's journey, and it doesn't stop when you close a deal. We challenge our clients to think beyond the buyer's journey and focus on the entire customer lifecycle and how it can contribute to their company's success.



Proxima Nova

Proxima Nova by Mark Simonson Studio is used for all headline copy at New Breed. While it is occasionally utilized for body copy, Proxima is a sleek, attention-grabbing font that conveys our message quickly and effectively.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**Qui sinihiciis eicipsae num vitaspiste nulligenda sam
qui nullend igent, num harionsed qui blaborerum, ut
unto ma non pro ommolorum et a exeribus simetur
rehent quis.**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Qui sinihiciis eicipsae num vitaspiste nulligenda sam
qui nullend igent, num harionsed qui blaborerum, ut
unto ma non pro ommolorum et a exeribus simetur
rehent quis.

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

*Qui sinihiciis eicipsae num vitaspiste nulligenda sam
qui nullend igent, num harionsed qui blaborerum, ut
unto ma non xpro ommolorum et a exeribus simetur
rehent quis.*



Lora

Lora is our main body copy in New Breed collateral. It is easily legible in a web-setting and conveys an air of expertise and premier quality. Its different formats contrast each other well and the overall style is complementary to Proxima.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Qui sinihiciis eicipsae num vitaspiste nulligenda sam qui nullend igent, num harionsed qui blaborerum, ut unto ma non pro ommolorrurum et a exeribus simetur rehent quis.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Qui sinihiciis eicipsae num vitaspiste nulligenda sam qui nullend igent, num harionsed qui blaborerum, ut unto ma non pro ommolorrurum et a exeribus simetur rehent quis.

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Qui sinihiciis eicipsae num vitaspiste nulligenda sam qui nullend igent, num harionsed qui blaborerum, ut unto ma non pro ommolorrurum et a exeribus simetur rehent quis.



Font Hierachy

This is our font hierarchy that should be presented in design and on the web.

The first number is the font size in px, the second is line height in px, the third is letterspacing (em x .001) and the last is the bottom margin in px.

H1 PROXIMA BOLD 30/42/0/30

H2 Proxima Regular 28/40/0/25

H3 PROXIMA BOLD 19/27/.5/25

H4 Proxima Bold 14/21/1/25

H5 Proxima Regular 14/21/1/25

H6 PROXIMA BOLD 12/18/1/25

Body Copy - Lora Regular 16/26/.2/15 - Con et as sam eic totatem nimagnitis doloreiunt accuptatus nis dolupie ndeliquis esto eius, temquae. Neque il maximene con reris quam abora atiusantem rerfero optas volores

Body Small - Proxima Regular - 14/23/.3/12 - Aquo id ut everfero dolorum aliqui berferatiis magnatus. Us etur re elliquam, es eaquam veni sed ulparuptatem voluptatur audis nis ratur maximus maio experecea nisquat ionsequi ullaboria qui doluptatur solore, comnis et voluptate pa si dolorro quatenditiis



SECTION 4 | **PHOTOGRAPHY**

Photography

While we are inherently a B2B brand, we are always marketing to people. As our people are the heart of everything we do, they should take center stage in our marketing.

New Breed photography should outnumber all other options when designing marketing collateral.

Our photography style is people-focused with an emphasis on rich colors and bold contrasts. People at work and the faces of our experts should be the primary focus of our photography.



Stock Photography

Our design efforts should lead with New Breed photography whenever possible. In cases when stock photography must be used, images should closely align with our own photography style.

Stock photography should never feature faces and should inherently focus on details. Included are examples of relevant and appropriate stock photography.

In the event that it is becoming difficult to source New Breed photography on a regular basis, please inform the marketing team so they can adjust resources accordingly.



SECTION 5 | **ICONOGRAPHY**

Streamline

Our default iconography pack is Streamline in its regular weight. There are over 10,000 icons in the pack covering a variety of subjects.

To maintain consistency and identity, icons are colored in Slate with Growth Green accents. On dark backgrounds, it is preferable to put the icons in light shapes than modifying the color of the icons.

A number of Streamline icons have been colored and sorted by subject matter. If you are struggling to find a relevant icon, please contact the marketing team.



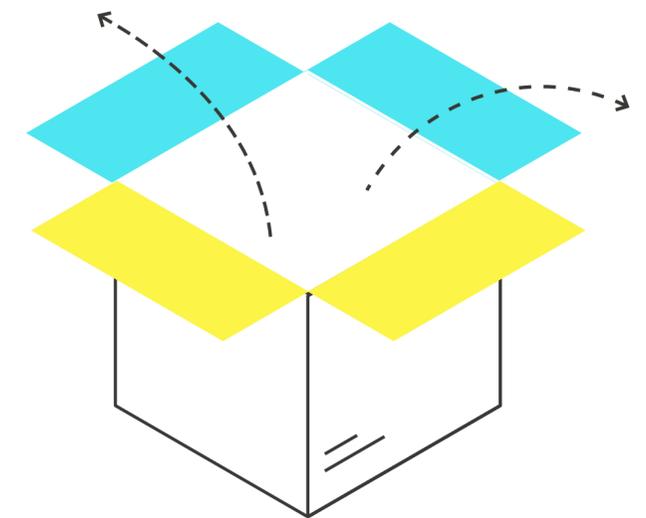
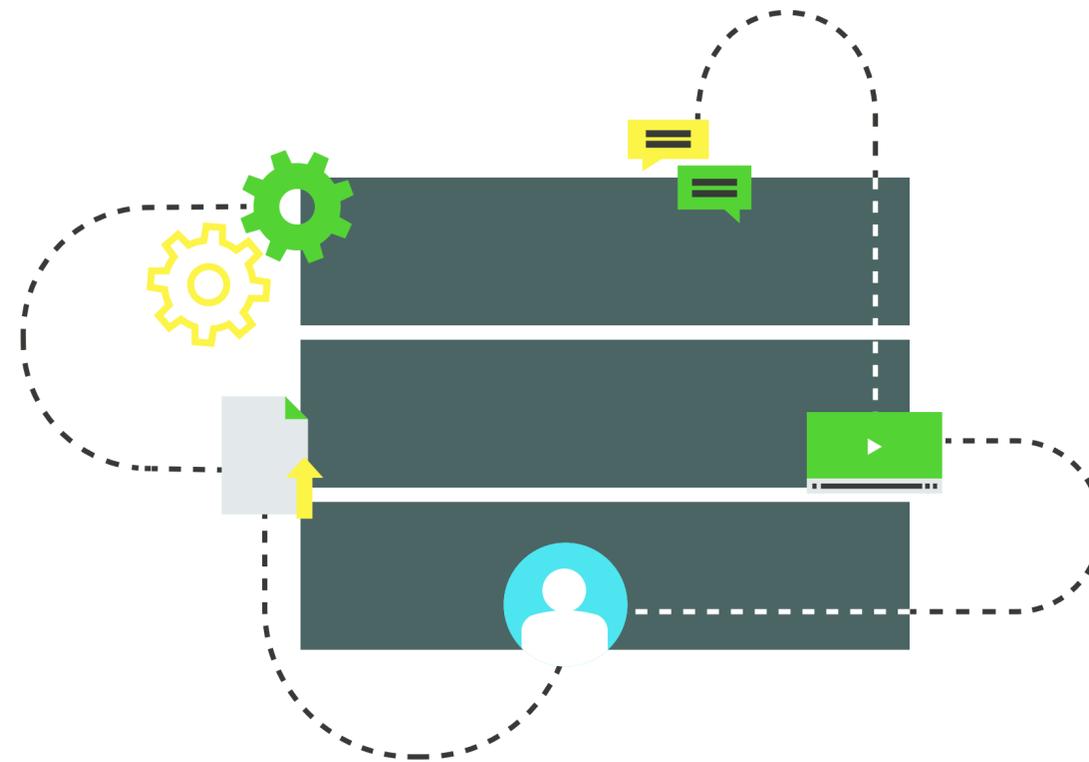
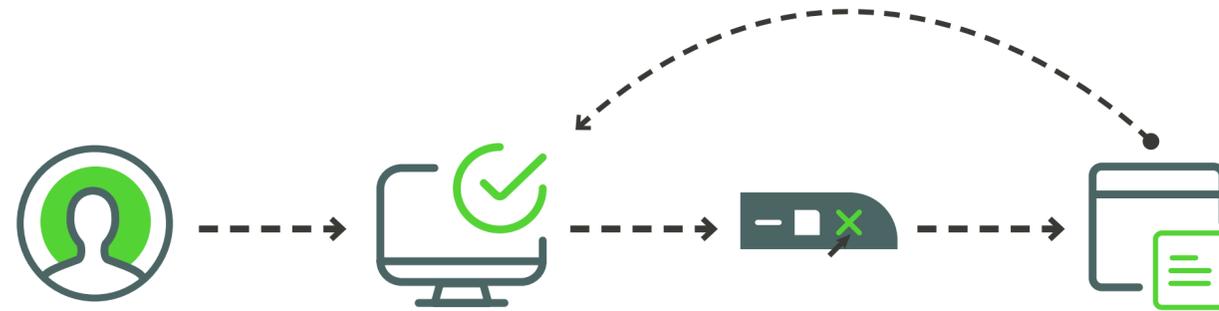
SECTION 6 | ILLUSTRATION

Style

While photography is at the heart of our brand, we deal with abstract concepts on a regular basis. These concepts are best presented through illustration.

New Breed's illustration style is largely flat, simplistic and technical. Our style favors line art and flat design without entirely sacrificing depth.

When using stock illustrations, they should be aligned with this style and modified to be presented in brand colors.

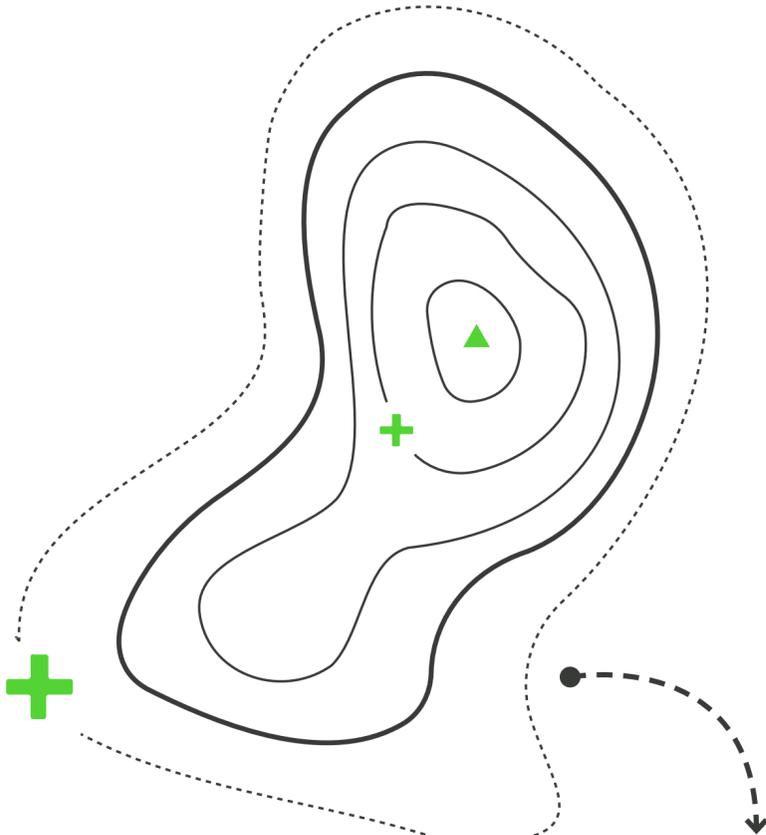


Brand Illustrations

There are several illustrations that are considered brand assets and whose use is defined in this guide.

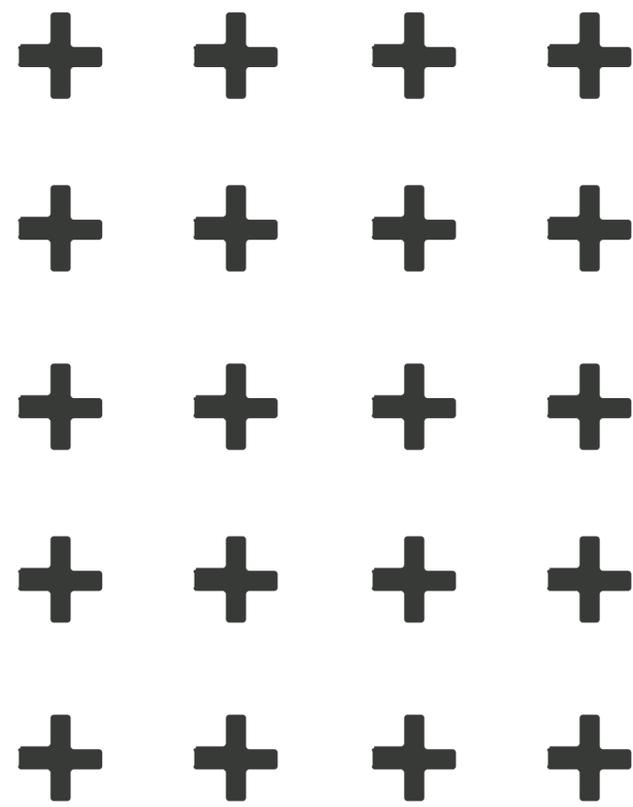
The plus texture, contour map and city outline are considered background elements that can fill negative space and offer an opportunity to incorporate our brand into a design beyond the logo or photography.

These pieces are rarely – if ever – used as the focal point of a design and over utilizing them is discouraged.



THE PLUS TEXTURE

Used for adding variety to backgrounds on a limited basis, the plus texture cements our brand identity in presentations and on social media.



THE CONTOUR MAP

The map serves as an homage to our home state of Vermont and signals to our clients that we can guide them toward higher growth.

THE CITY OUTLINE

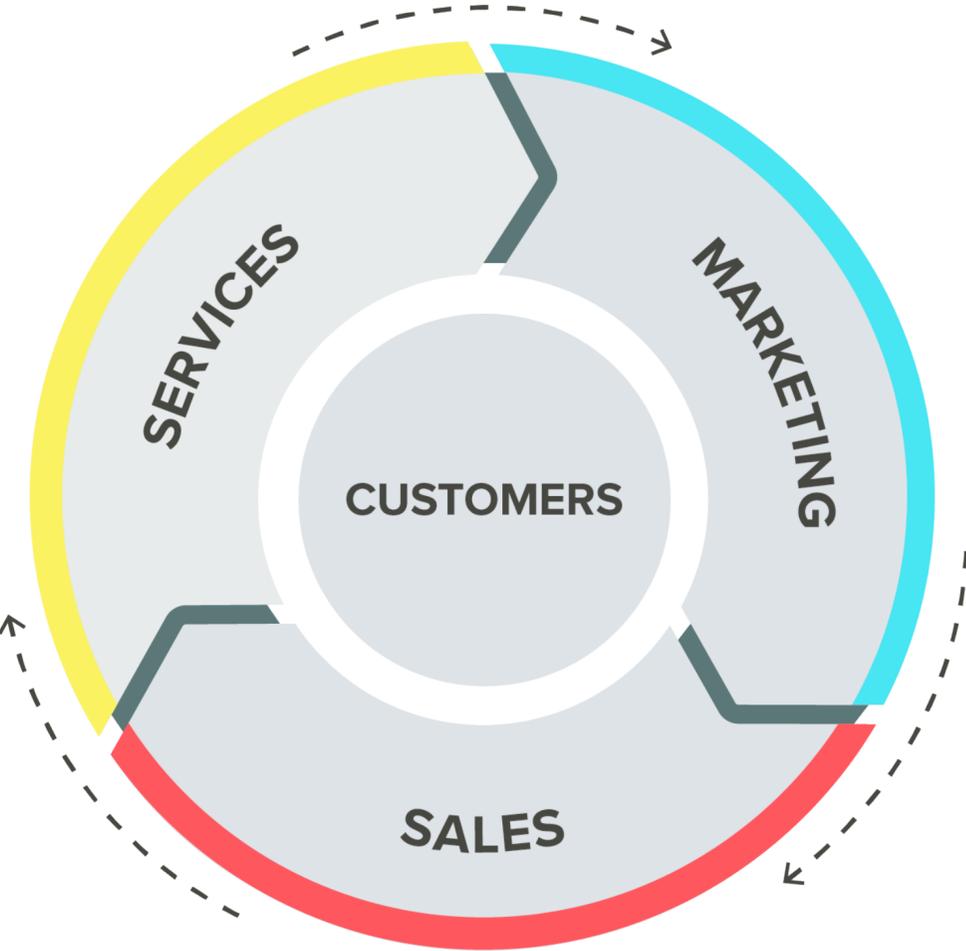
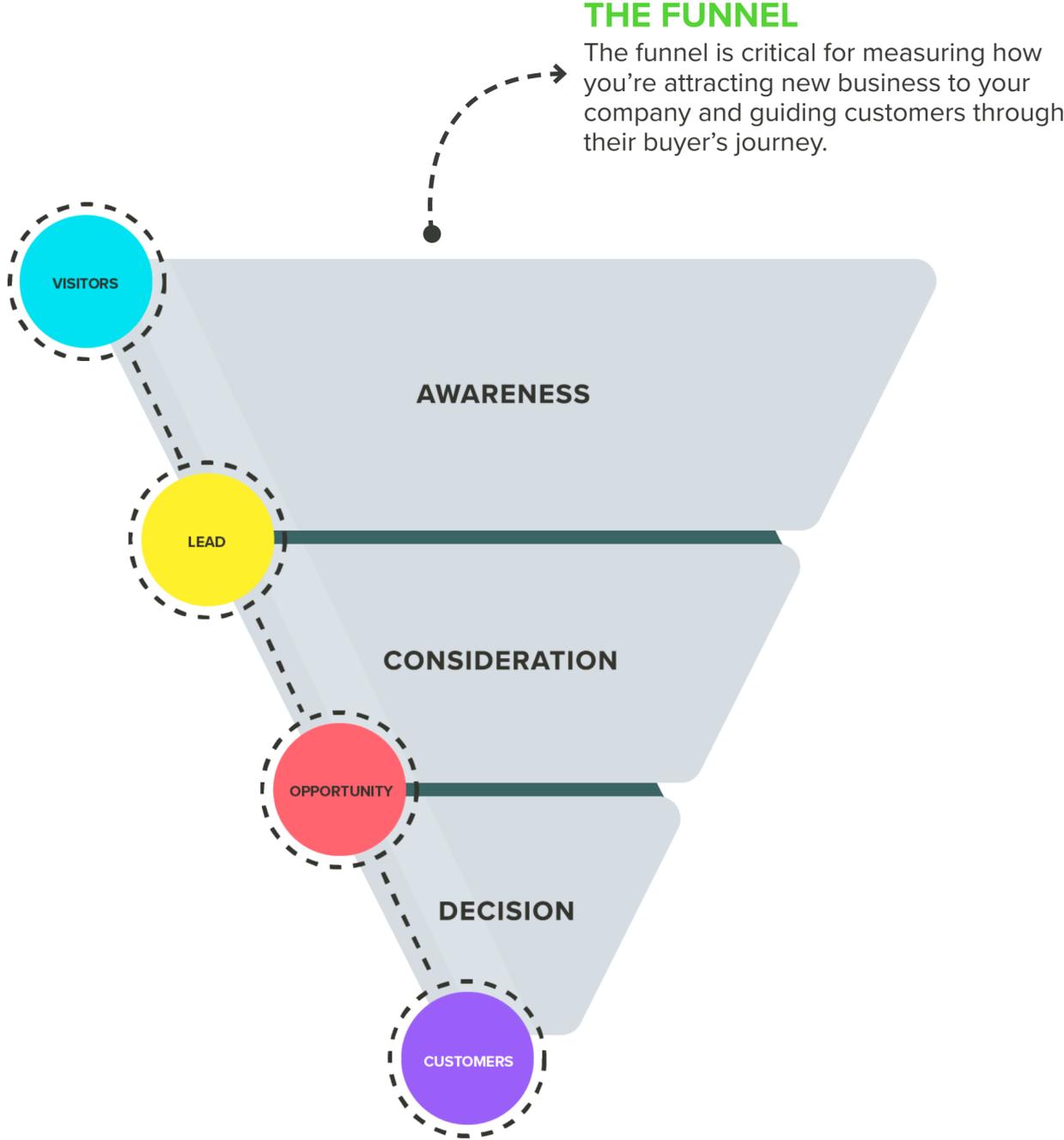
At New Breed, we revolutionize the way businesses grow. Much like a city, our team adapts and improves regardless of the circumstances.



Brand Illustrations

Alternatively, the **Funnel** and the **Flywheel** are high-level brand assets that portray marketing concepts in our brand identity.

These concepts are fundamental to our business and our partnerships, and the look and feel of these illustrations should remain consistent throughout their use.



SECTION 7 | **STYLE GUIDE**

Brand Voice

The internal brand voice of New Breed is **casual-professional**. While we do want to show our expertise in the inbound marketing and sales field, we want to do so in a way that makes it exciting and easy for prospective clients to understand. We think inbound marketing is fun, and that attitude should be conveyed in our voice.



The New Breed Brand Voice Is:

Enthusiastic

Modern

Relatable

Confident



The New Breed Brand Voice Is Not:

Arrogant

Technical

Formal

Snarky



General Guidelines

Good content writing is an essential part of a strong inbound marketing presence. The goal of all of our marketing content is to establish trust, authority and build relationships by positioning us as a thought leader. Great content should get people talking and sharing, which will ultimately create a demand for a product or service.

MAINTAIN CONSISTENCY

Regardless of who is creating the content, the brand voice should be consistent. However, there can be some differences in tone from post to post, depending on the target persona, author and subject matter.

WRITE DIRECTLY TO THE READER

The use of the word “you” is encouraged because it allows the reader to envision themselves or their organization in that position. It is considered the most powerful word in the English language.

KEEP PERSONAS IN MIND

Every post should be written with a buyer persona in mind. Don’t create content for the sake of it; think about how you’re helping educate your target persona.

QUOTE NEW BREEDERS

When quoting or referencing New Breeders, use first name only after the first introduction. Additionally, attribute all quotes in the present tense.

UTILIZE PRECISE LANGUAGE

Write with nouns and verbs and avoid using too many descriptors. Precise language convinces; flowery language distracts.

CHECK YOUR PROPER NOUNS

Always research proper nouns to ensure you are spelling and formatting them correctly. If you are unsure, keep a consistent spelling and format throughout the entire piece.



Preferences

New Breed copywriting follows AP Style and Merriam Webster. When house preferences aren't listed, you should defer to those resources.



Do:

Hyphenate cost-per-click and pay-per-click when used as an adjective or as shorthand.

Spell out an acronym's full term in parenthesis after the acronym the first time you use it EX: CTA (Call-to-action)

Refer to customers as such or clients

Hyphenate re-evaluate

Hyphenate e-book

Capitalize ToFu, MoFu and BoFu as such

Define SMART goals as specific, measurable, attainable, relevant and timely



Do Not:

Hyphenate sales qualified lead

Hyphenate marketing qualified lead

Hyphenate thank you page

Refer to customers as consumers



The Following Are One Word:

Touchpoint

Trustmark

Lifecycle

Homepage

Copyedit

Copyeditor



Copywriting

When copywriting for New Breed, refer to these guidelines on punctuation, numbers, dates and troublesome words.

PUNCTUATION

- Semicolons are used to link two independent clauses
- Colons are used to denote the beginning of a list within a sentence or before a list
- Be consistent with the capitalization of proper nouns or the use of hyphens
 - Hyphenation practices are per AP Style, with Merriam-Webster acting as a backup source
- When quoting text, place colons and semicolons on the outside of the quotes and all other punctuation within the quotes. Question marks that are not included in the quote go on the outside of the quotation marks
- Apostrophes are used for possessives and contractions only
- Do not use a comma between two items joined with an “and” or “or”. For more than two items, place a comma in between all items but not before “and” or “or” (AKA, don’t use the serial or Oxford comma). For example, “Blogging, social media and calls-to-action are inbound marketing tactics.”
- Title Case: for H1s and H2s, all words should be capitalized except*:
 - Articles (“a” “the”)
 - “To” when part of an infinitive phrase (“to optimize” “to sell”)
 - Conjunctions
 - “Is”
 - Prepositions that are four letters or shorter (“with” “for” “on”)
 - *unless these exceptions start the title: Initial word is always capped



Copywriting

When copywriting for New Breed, refer to these guidelines on punctuation, numbers, dates and troublesome words.

NUMBERS

- Never begin a sentence with an Arabic numeral. Instead, spell it out. For example, “One way you can tell...”
- Use numerals and symbols when referring to percentages, for example, 90%
 - Unless the percentage is within a quote. Then write out “percent”
- For other cases, follow AP Style. Spell out numbers less than 10 and then use numerals for numbers 10 and up

DATES AND TIMES

- Spell out months instead of abbreviating
- Format dates in this order: month day, year
- Never use apostrophes after decades, like 1900s
- For internal marketing purposes use AM/PM (Capitalized with no periods) and ET (for eastern standard time) instead of “p.m. EST” for graphics and content around dated events such as webinars
 - “Join New Breed and Partnerstack on Wednesday, February 27 from 1:00–3:00 PM ET to learn how to leverage a partner program”
- Use numerals when writing the day and year; spell out the month. For example, January 12, 2014



Copywriting

When copywriting for New Breed, refer to these guidelines on punctuation, numbers, dates and troublesome words.

LISTS

- For bulleted lists, capitalize the first letter, but don't include ending punctuation
 - Ending punctuation can be included where applicable if bullets denote sub-sections and not list items
- For numbered lists, capitalize the first letter. Use ending punctuation only when list items are complete sentences
- For numbered lists, use discretion when spacing between list items
- Do not leave spacing between the lines of a bulleted list
- Leave no line space between the last sentence of a paragraph and the start of a bulleted or numbered list

COMMONLY TROUBLESOME WORDS

- The word “internet” should not be capitalized
- Twitter is capitalized, a tweet is not
- Note the spelling of:
 - apps, not applications,
 - website, not web site
 - A/B testing (or split testing)
 - B2B (or business-to-business)
 - smarketing (it is a word!)
 - swag



NEW BREED +

www.newbreedmarketing.com

Phone: 802.655.0800

20 Winooski Falls Way,

Suite 306, The Champlain Mill,

Winooski, VT, 05404

