The InsideView Brand Book
InsideView powers the world’s business conversations, helping more than 20,000 companies redefine their go-to-market strategies from a volume-based to a more targeted approach.

Our branding is essential to the InsideView experience. It’s our black mock turtleneck and jeans, our style and stature, and what customers, partners, new insiders and competitors use to base their first, and every subsequent, impression. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it’s seen, or in what format, or on what device. This requires strict dedication to standards from us all so that there’s never an occasion when an outdated look or message might confuse, distract from, or undermine our message.

This guide is provided to keep our brand focused and unique, reflect our latest products and messaging, and to ensure that all of us present InsideView in exactly the same manner.
INSIDEVIEW BRAND GUIDELINES

LOGO
COLOR
TYPOGRAPHY
PHOTOGRAPHY
PRODUCT IMAGERY
ICONOGRAPHY
PRODUCT ICONS/LOGOS
COPY & TONE OF VOICE
Our logo is the touchstone of our brand and one of our most valuable assets. Please use it with care.

Whenever possible, the InsideView logo should appear with the tagline, “Work, informed.” Never recreate the tagline in another font.

While we prefer red, the logo can also be used in black or white for one-color applications. Pick the one that best suits the usage.

Please observe the clear space around the logo to maximize visual impact. Nothing should intrude into this specified clear space.

The approved logos can be found here.
INCORRECT LOGO USAGE

DON’T:
1. Change the logo’s orientation.
2. Add effects to the logo.
3. Change the logo colors.
4. Attempt to recreate the logo.
COLOR

Our colors, like our logo, are synonymous with our identity. We’re direct and energetic.

1. Logo colors
These are our logo colors. Use these sparingly so as not to outshine our logo.

2. Supporting color palette
These make up our core color palette.

3. Percentages
Use the supporting color palette in the outlined percentages in all marketing materials.
Typography (i.e. font) is a key element to communicate a unified and consistent personality for InsideView.

Gotham is our corporate typeface because it’s strong, but not overbearing, direct, but not loud.

Use Gotham Bold for writing headlines, and Gotham book for body copy. Mixing weights in headlines is okay too.

Gotham can be downloaded here.
TYPOGRAPHY ONLINE

Proxima Nova is our online typeface.

When writing headlines use Proxima Nova Bold.

When using Proxima Nova for body copy, use sentence case.

Proxima Nova Regular can be downloaded here.

AaBbCcDdEeFfGgHhIiJjKkLmMnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLmMnOoPpQqRrSsTtUuVvWwXxYyZz
TYPOGRAPHY IN PRESENTATIONS

Use Arial in corporate presentations.
When writing headlines use Arial Bold.
When using Arial for body copy, use sentence case.
PHOTOGRAPHY

We have three categories of photography in our communications:

1. **In-situation product photography**
   Best for solution specific webpages and presentations.
   Use a variety of devices, and make our product the star of a diverse and professional scene.

2. **Collaboration at work**
   Best for communicating the end-value of our product. Again, be diverse and professional, and avoid cheesy or obviously-stock imagery.

3. **Aspirational city scenes**
   Best for establishing our point of view on the market, and vision for the company.
PRODUCT IMAGERY

Showing our product in current, modern and popular devices helps to show the power and flexibility of InsideView.

• When possible, use a mix of Apple, Google and Microsoft devices.
• Use callout bubbles to crisply zoom in on key features.
• Screenshots should communicate as much meaning as possible.
ICONOGRAPHY

We use a variety of iconography in the InsideView brand. From navigational elements, category definers to badges. Do not use stock Microsoft Office clipart or random, unmatched icons.

When creating icons please keep the following in mind:

- Imagery should be simple and iconic
- Detail in elements should be minimal
- Use a single-stroke width throughout the illustration
- Use red to create meaning or importance
- Use circle-based imagery whenever possible
- Use straight on perspective to cut down on complexity

A collection of usable icons can be found [here](#).
InsideView implemented a Product Portfolio Graphic that consists of six products in a wheel formation.

Each of these six products have a specific style icon associated with them.

Vector (scaleable) versions of these icons can be found [here](#).
COPY & TONE OF VOICE

How we articulate our message—whether in person, during a presentation, in print, on the Web, or anywhere else—is as important as the message itself. In general, we’re confident, not cocky. We say more with less, and always have a point of view. We’re respectful. And we never use any jargon.

Our customers are diverse, as are we. Everyone has a different role, and each is important. Our mission is to inform the entire enterprise, and we do so clearly, confidently, and respectfully. When anyone reads a piece of InsideView content, they should know that it comes from a professional, knowledgeable company that respects not only them personally, but also respects their time.

Our audience, whether customers or prospects, partners or competitors, journalists or influencers, should walk away from something we’ve written or said knowing that InsideView has deep expertise in our field of creating an informed enterprise, but also that we have integrity. We’re confident, but we don’t embellish. We’re direct, but we do it to save time, avoid jargon, and prove our value. If we don’t know an answer, we don’t lie or sidestep, we politely say that we’ll get back to them—and we do, and we stand behind what we say.

Finally, we recognize that we’re a leader in the world of technology, but we realize that not everyone camps out for the latest smartphone, is a wizard on every piece of software, or reads VentureBeat every day. Not everyone relies on technology in every aspect of their day, so we show how InsideView makes them more productive and more successful. And, although we’re smart, we don’t use technical language to make them feel inferior.

Overall, remember that you’re speaking to another person with their own job to do. Have empathy for their role, their goals, and their resources. Be engaging, honest, and confident, and don’t just tell them how great of a company InsideView is, prove it to them.