

Brand Communications Guidelines

V. 1.0



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Who we are

Supermetrics lets you get the exact marketing data that matters to you; when you need it, where you need it. It helps you make better, faster, data-backed decisions in order to grow your business with better marketing

Our mission is to enable every organization and every marketer to grow with data.

Our vision Our vision is a world where every marketing team has an effortless access to all the data they need to make smart & fast data-backed decisions



Persona

We are authentic, helpful, and caring; we are curious, resourceful, and humble; we are smart, collaborative and trustworthy. We are Supermetrics.

Our brand is a reflection of who we are as people, who our CEO is, and how that translates into a culture we embrace

How we want to come up in the world is as a reliable and trustworthy partner to our customers. We are authentic, caring, ambitious and goal-driven. We are curious, resourceful, and a little nerdy.

We are someone who, rather than accepting things how they are, we're always trying to find a better way. We get things done and we do them well.



Our values

Choosing quality over quantity or speed

We move fast, but we never sacrifice quality over speed or quantity. We'd rather build dozens of stable and thorough connectors than hundreds of unreliable or limited ones.



Our values

Doing everything we can
to help our customers
succeed

We understand that without our customers, we'd have no business. We listen to our customers and develop our products and services based on their feedback, ideas and needs. Supermetrics has a history of taking excellent care of its customers, and we intend to keep it that way as we grow.



Our values

Diversity

At Supermetrics, diversity is not an accident or an afterthought. We work hard to hire the best people regardless of their background, nationality, skin color, age, sexual orientation, and gender. We're committed to making Supermetrics a safe place for everyone to work in.



Our values

Being transparent, open,
and honest

We work hard to deliver on what we've promised. But if we still fail to keep our promises for whatever reason, we'll raise our hand up and accept responsibility. We're honest, direct, and clear in our communications, and always trying to find a solution rather than pass blame



Voice & tone

Clear & concise
(but never
condescending)

We try to get our message across in as few words as possible. We avoid using big words, meaningless adjectives, confusing terminology, and convoluted sentence structures.

Yes please ✓

“With Supermetrics, you can pull all the marketing metrics you need directly into your spreadsheet.”

No thanks ✗

“Leverage our best-in-class integrations to future-proof your business and become a data-driven pioneer.”




Voice & tone

Honest & direct
(but never offensive)

We get to the point fast and don't sugar coat things. We back any claims we make with proof and avoid making statements that we're unsure about.

Yes please 

“Roughly 10% of global online ad spend is reported through Supermetrics.”

No thanks 

“Supermetrics is the #1 marketing reporting automation tool for PPC, SEO, web analytics, and social media.”



Voice & tone

Friendly &
conversational (but not
chatty)

We do our best to seem approachable and friendly. Whenever possible, we avoid passive voice and address our audience directly as “you”.

Yes please ✓

“We’re still working on a few final tweaks to the Shopify connector. It could be a couple of weeks but we’ll let you know when it’s out!”

No thanks ✗

“Our Shopify connector is still under development and we’ll be releasing a new much improved version within a few weeks.”



A pocket-size style guide for on-brand writing

Use	Do this 	Don't do this 
American English	Matt focused on analyzing colored heatmaps.	Matt focussed on analysing coloured heatmaps.
Active voice	You can now pull data from Taboola.	Taboola has been added to the connector family.
Plain English	Start your free trial of Supermetrics for BigQuery.	Experience the unparalleled robustness of Supermetrics for BigQuery.
Sentence case headings	Free traffic sources for affiliate marketing	Free Traffic Sources for Affiliate Marketing
The Oxford comma	CTR, CPM, and CPC	CTR, CPM and CPC
Contractions	Whether you're using Supermetrics or not...	Whether you are using Supermetrics or not...
The correct spelling of our partner companies	HubSpot, Salesforce, Mailchimp	...
Common verbs	use, take advantage of, benefit from	utilize, leverage, harness
Common adjectives	great, awesome, good, bad, big, small	robust, best-in-class, state-of-the-art, top-notch, first-class, world-class, unparalleled,

Our logo

Our logo is the key building block of our identity, the primary visual element that identifies us.

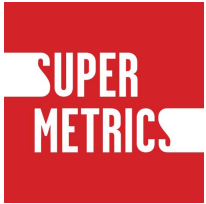
The signature is a combination of the Supermetrics custom logotype enclosed by bar graph – they have a fixed relationship that should never be changed in any way.



Supermetrics primary logo
(minimum width: 100px)



Avatar and icons



Supermetrics square logo/avatar

Use it only when horizontal space is limited, for example - as an avatar/profile picture on social media channels.



Supermetrics icons

Use either square or circle version when both vertical and horizontal space is restricted (especially below 50px)



Examples of use

Please use the corresponding logos on light or dark backgrounds.



Please use white logo on red and dark backgrounds



Please use red logo on light backgrounds



Our typography

Primary typography

Public Sans

Public Sans is a strong, neutral typeface for interfaces, text, and headings. Public Sans was developed to be solid, legible and neutral — suitable for UI and body text, used in font stack with system fonts from Apple or Google. It's built upon great classic features of Trade Gothic/Franklin Libre with multiple screen render improvements.

Download Public Sans here:

fonts.google.com/specimen/Public+Sans

Public Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$ % & / () = ? * { } : " < > ? \ [] ; , . /

Public Sans Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$ % & / () = ? * { } : " < > ? \ [] ; , . /

Public Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$ % & / () = ? * { } : " < > ? \ [] ; , . /



Our typography

Secondary typography

Bebas Neue

Bebas Neue is a display family suitable for headlines, captions, and packaging, designed by Ryoichi Tsunekawa. It's based on the original Bebas typeface. The family is suitable for pro users due to its extended character set and OpenType features.

Download Bebas Neue here:

fonts.google.com/specimen/Bebas+Neue

Bebas Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !"#\$%&/()=?*{}:"<>?\[];' ,./



Our typography

Blog typography

Supermetrics font

In order to support blog illustration style, we created a modern-retro 3D outlined typeface. It shares the same design principle as icons and line art illustrations used across all channels.

Supermetrics custom typeface for blog illustrations

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

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

1 2 3 4 5 6 7 8 9 0 \$ € £ ? < > / . : , " ' : | { } \ []

+ - = - * % # @ ! () & ×

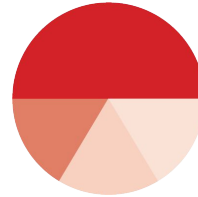


Our colors

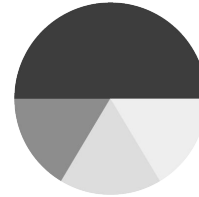
Color plays an important role in every corporate identity program.

The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Supermetrics brand identity across all relevant media.

Supermetrics primary colors



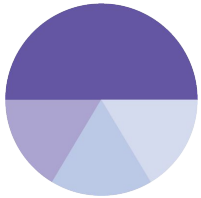
SuperRed
#d32329
PMS 1795c
C14 M100 Y100



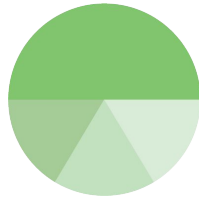
SuperShade
#3d3d3d
PMS BLACK 7C
K92



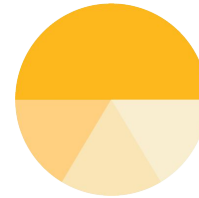
Secondary colors



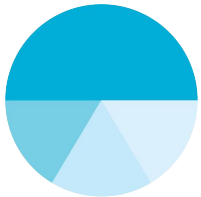
SuperElectric
#6556a4
PMS 7669c
C71 M76



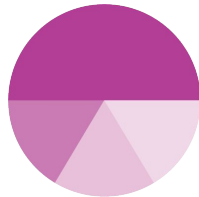
SuperGrass
#81c56f
PMS 7487c
C52 Y75



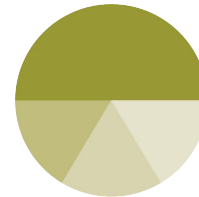
SuperStar
#fcb81c
PMS 1235c
M30 Y97



SuperSky
#00aed7
PMS 638c
C73 M10 Y8



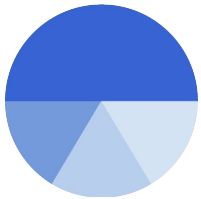
SuperOrchid
#b33e96
PMS 674c
C30 M90



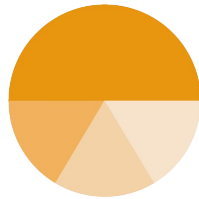
SuperOlive
#999834
PMS 7746c
C41 M27 Y100 K8



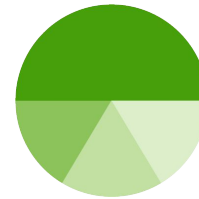
Additional UI colors



SuperBlueUI
#3864d3
PMS 2726c
C80 M64



SuperOrangeUI
#e89510
PMS 7564c
C7 M47 Y100



SuperGreenUI
#47a00b
PMS 369c
C75 M13 Y100



All colors

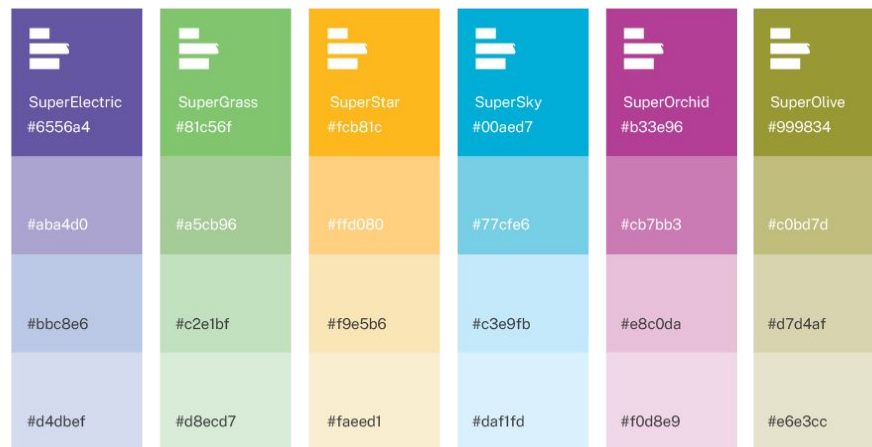
Primary colors



PMS 1795c
C14 M100 Y100

PMS BLACK 7C
K92

Secondary colors



PMS 7669c
C71 M76

PMS 7487c
C52 Y75

PMS 1235c
M30 Y97

PMS 638c
C73 M10 Y8

PMS 674c
C30 M90

PMS 7746c
C41 M27 Y100 K8

Additional UI colors



PMS 2726c
C80 M64

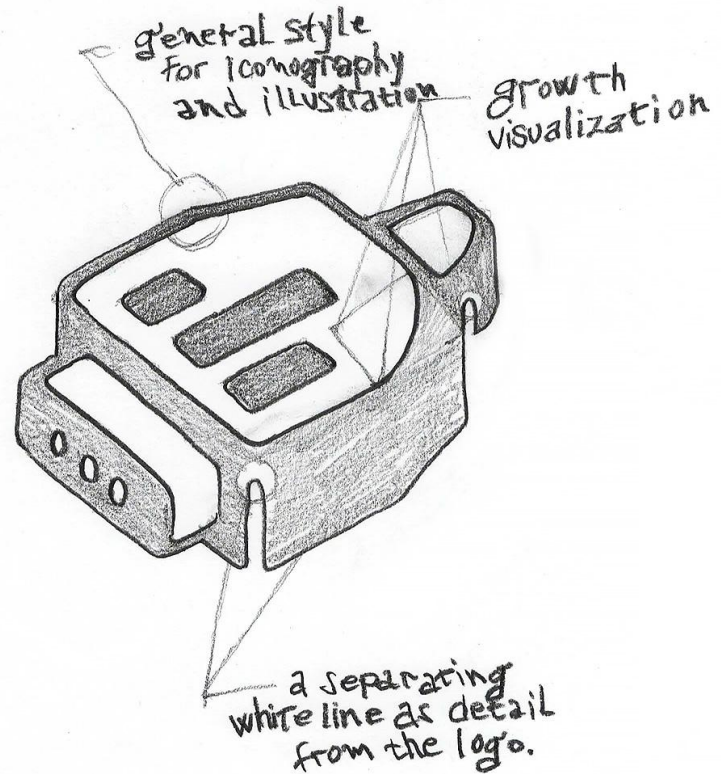
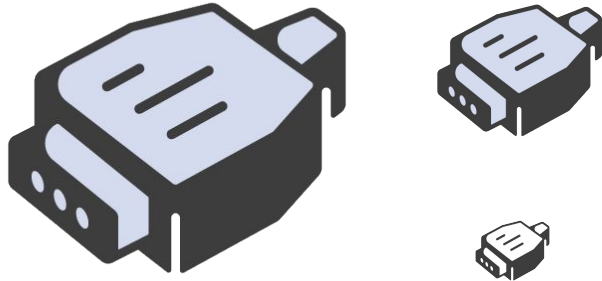
PMS 7564c
C7 M47 Y100

PMS 369c
C75 M13 Y100



Our icons

Our icons are unique combination of modern-retro 3D outline style.



Our icons

Outline only version



Our icons

Outline with white fill version
-use it against light colored
backgrounds



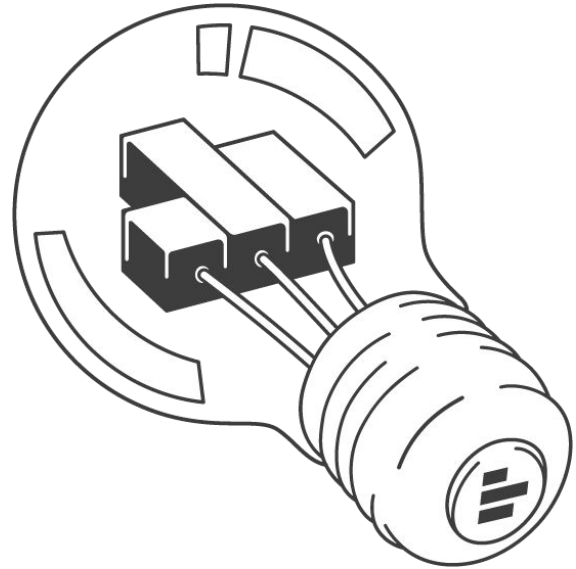
Our icons

Color icons

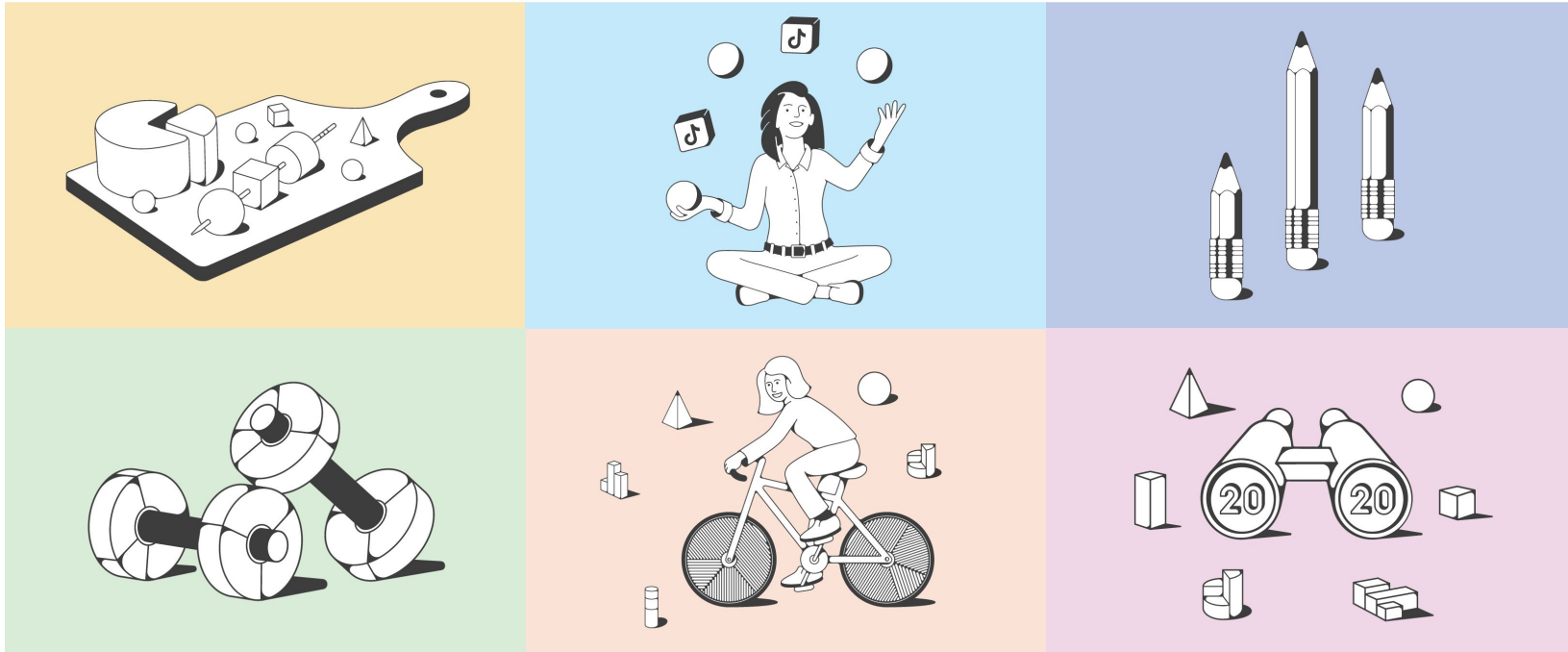


Low fidelity illustrations

For the purposes of blog illustrations and similar tasks where production time is limited, we use unique combination of modern-retro 3D outline style of illustrations. As our base library of illustrations is constantly growing, it will further help speed up the process by combining and rearranging existing illustrations and icons (since they share the same design principle).



Low fidelity illustrations



High fidelity 3D illustrations

When it comes to front page, header, explainer video and any other highly visible and important real estate we revert to our unique 3D illustrations.

It shares the same design principle of low fidelity illustrations with added oomph of carefully crafted 3D scenes that share key elements and brand messaging.



3D avatars



Mike



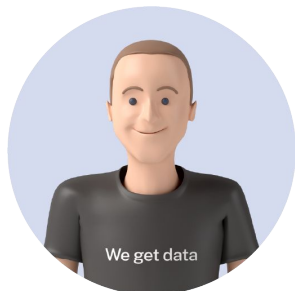
Anna



David



Victoria



Andy



Anni



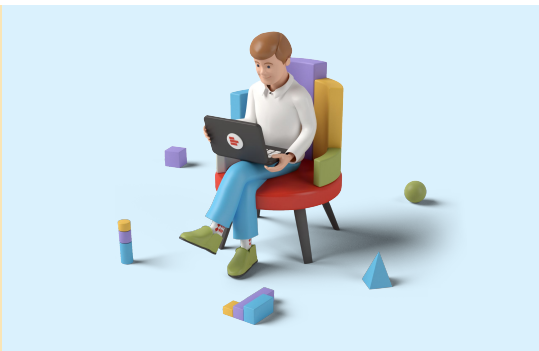
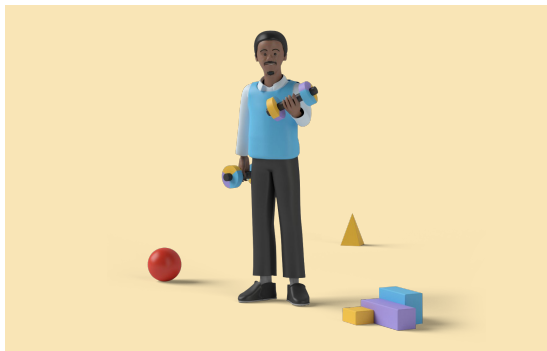
Pixel



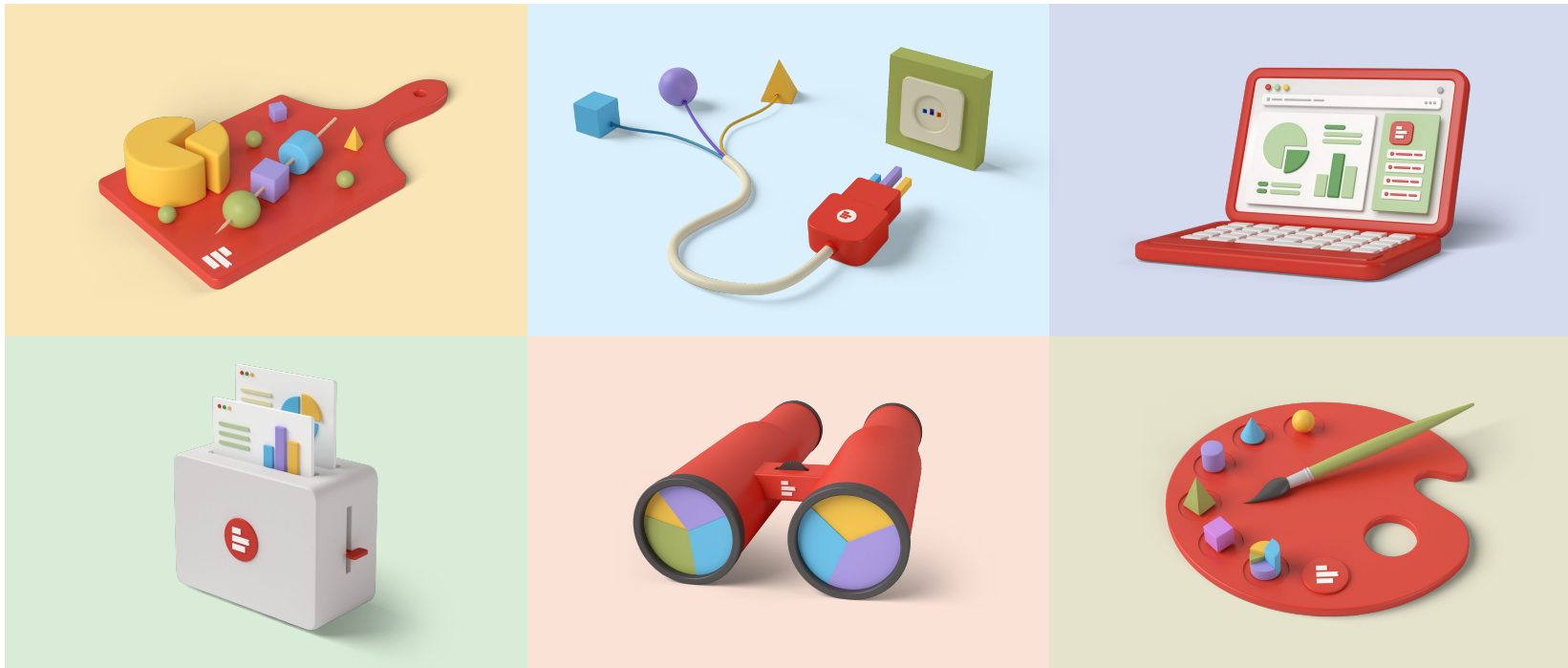
3D avatars



3D scenes

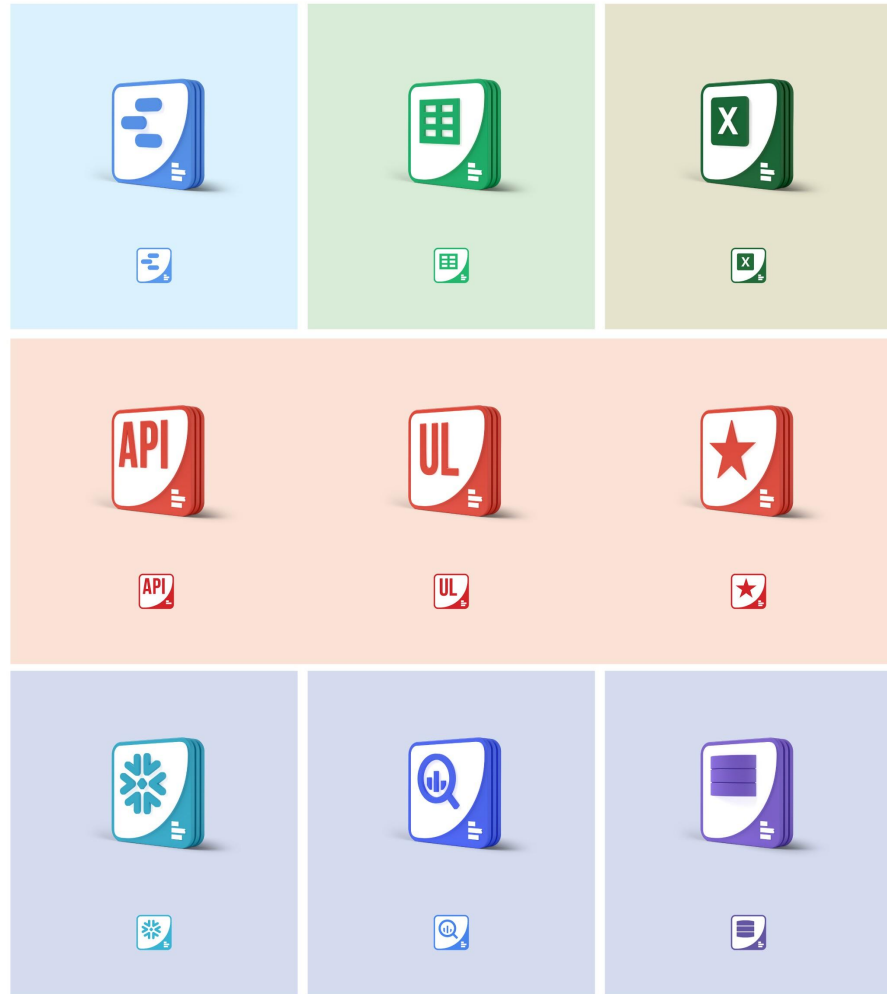


3D gadgets



Product logos

Supermetrics product logos share general design principles - High fidelity 3D style as a primary option + low fidelity outline style for small scale applications and blog graphics



Connector logos

