

The background is a dark blue gradient. It features a large, faint, light blue circle centered on the page. Inside this circle is a smaller, darker blue circle, and at the very center is a small, solid dark blue dot. The text 'STYLE GUIDE' is centered horizontally and vertically within the large circle.

# STYLE GUIDE

# Outbase overview

Outbase is an engagement SaaS that automates and supports your sales process from collating over 230 million contacts to sending emails and ultimately, helping you to convert sales. Outbase makes B2B sales prospecting easy.

## Key features

- Supports you at every stage of your sales pipeline.
- Allows you to define new markets, easily.
- Connects you to +230M contacts.
- Build your email flow in 3 easy steps.
- Seamlessly delivers your messaging.
- Access to expert copywriters who can write personalised email templates for your clientele.
- Gives you the data you need to refine and optimize your campaigns.
- Provides real-time campaign management.
- Built-in compliance support centre with resources, templates and Q&As
- On-going support from the in-house Customer Success team.

Outbase – your sales pipeline all in one place accessible to your whole team so you can focus on converting sales. See what Outbase has to offer.



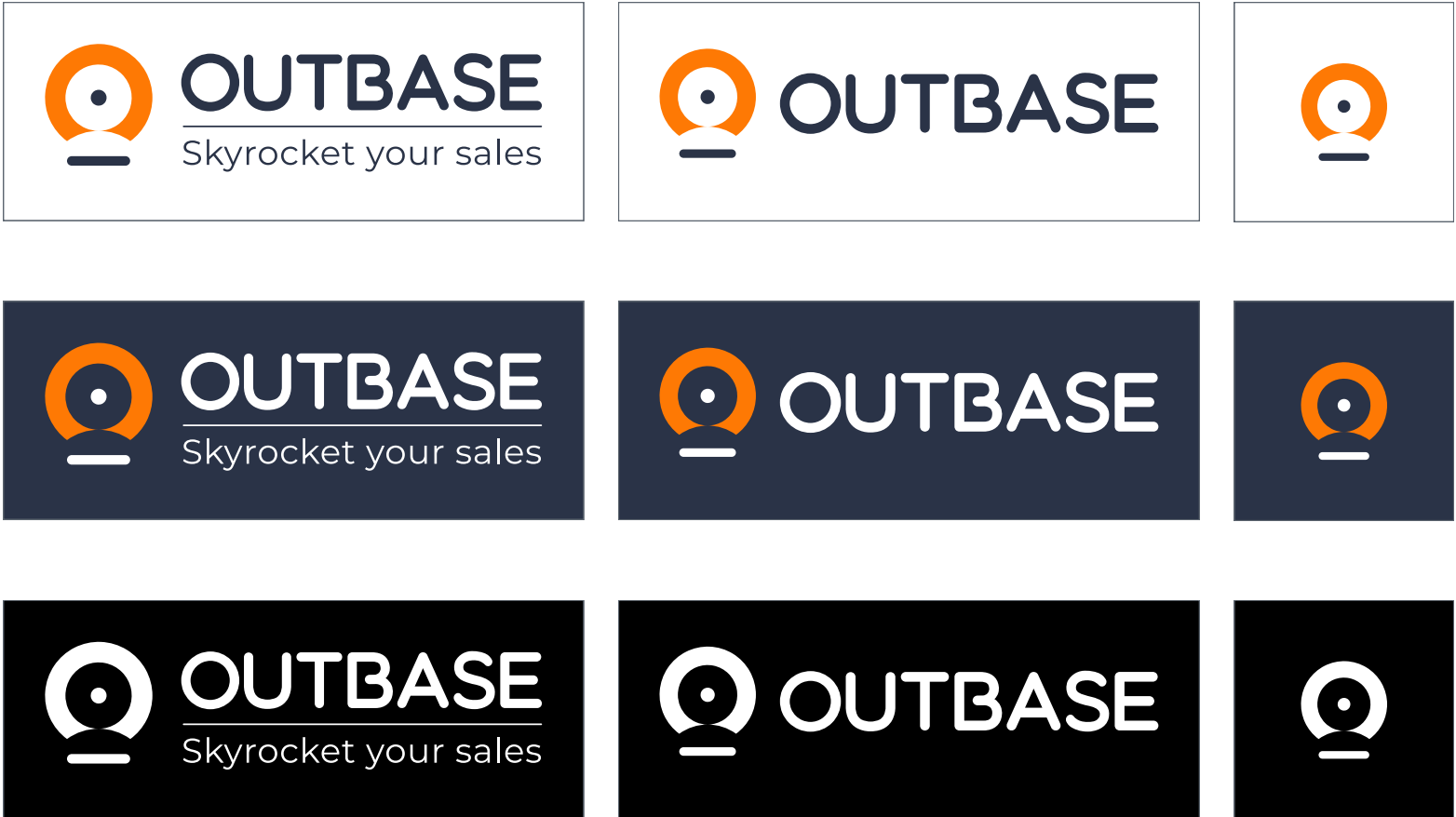


**LOGO & ICON**

# USING OUR LOGO

## Outbase logo and icon

Our logo is a combination of a wordmark, icon and our strapline “Skyrocket your sales”. Our icon is a shorter version of our logo. Only use it if you do not have enough room for the full logos.



Follow these guidelines to ensure it always looks its best:

### Using the logo

The Outbase logo, pictured above in the first row, is our primary logo colorway, and it should only be used with white or light background

### Using the icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



### Which color logo to use

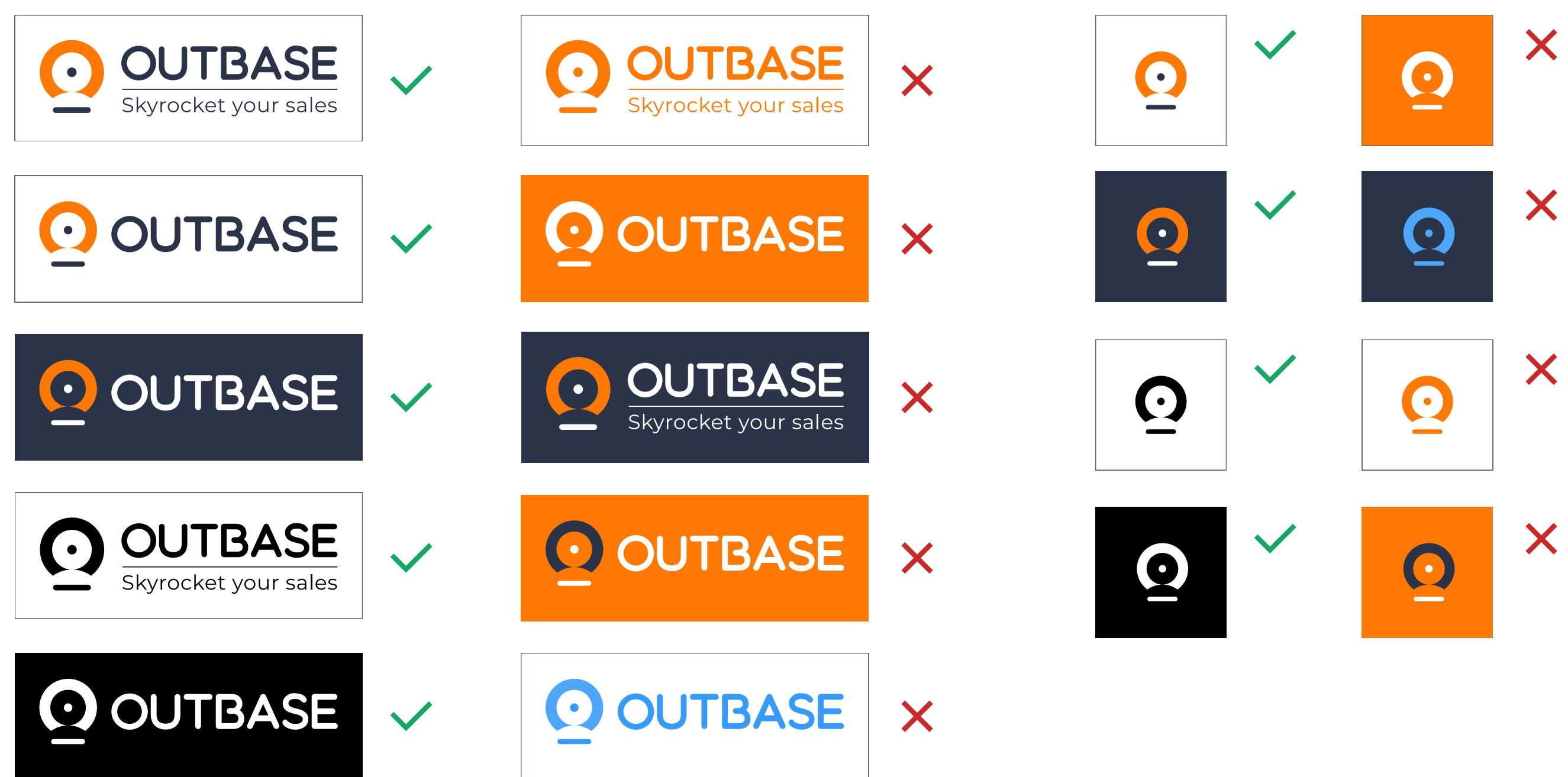
The Outbase primary logos should only be used on a white or light color background which provides sufficient contrast, for any other background you should use a monochrome or the dark background dual colored versions of the logo.

The black logo should be used on light colored backgrounds. The white logo should be used on dark colored backgrounds.

Logo do's and dont's

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document – there are no exceptions.

- Do not apply a gradient to the icon or wordmark.
- Do not rotate the logo.
- Do not change the logo colour or tone outside of the what's indicated in this document.
- Do not distort or warp the logo in any way.
- Do not use the wordmark without the icon.
- Do not outline or create a keyline around the logo.
- Do not change the typeface nor recreate or manipulate the wordmark and the icon.







# **FONT & COLOR**

# FONTS

## What font to use?

Generally any sanserif font will work but ideally if you want to follow our branding style you would use: Montserrat and Lato  
 Always try to use font colors that would provide a good contrast against the background color. Never use Outbase orange as a font color.

## General guidelines

<div data-bbox="185 814 553 1046">  </div> <div data-bbox="298 1060 464 1125">                     Heading                 </div>	<div data-bbox="553 814 1061 890"> <b>MONTSERRAT</b> </div> <div data-bbox="553 919 1061 1162">                     Montserrat is used for headers, titles and anytime you want to accent or point attention. Line height and paragraph spacing for heading is 1.1 x font size                 </div>	<div data-bbox="1061 814 1548 1046">  </div> <div data-bbox="1227 1046 1338 1102">                     Body                 </div>	<div data-bbox="1548 814 2026 890"> <b>LATO</b> </div> <div data-bbox="1548 904 2026 1162">                     Lato is used for every other type of copy: longer bodies of text, paragraphs, sentences, buttons, links etc. Line height and paragraph spacing for body text is : 1.4 x font size                 </div>
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## Download links:

### MONTSERRAT

<https://fonts.google.com/specimen/Montserrat?query=montserrat>

### LATO

<https://fonts.google.com/specimen/Lato?query=Lato>

# COLORS

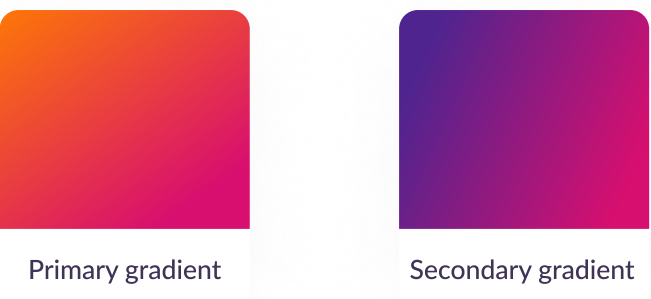
## PRIMARY COLORS



## ACCENT COLORS



## ACCENT GRADIENTS



## How to use our colors

While embracing a much more colorful language in our brand communications, Outbase orange is only used for certain accent elements such as different graphical shapes, and never used as a background for text or font color.

## General guidelines

Outbase orange should mostly sit on white, dark gray or black background. Don't use Outbase orange for any typography or bodies of text.

The accent colors can be used in combination with our primary colors to achieve a more colorful and upbeat look.

## Examples:

