

BRAND GUIDELINES

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01

BRAND STORY

A more meaningful CONNECTION

*INTERNAL ONLY

Think what it takes. To make connections between unique individuals and the brands they love more meaningful. People seeking out experiences that fit their lives. Conversations that meet them where they are. Deep connections that satisfy, surprise, and inspire. All in a fragmented world where attention spans are getting shorter, and the list of expectations grows longer.

It takes better tech for bolder talk. Compelling creative powered by ever-smarter artificial intelligence, machine learning, and augmented reality. Richer, more dynamic, immersive experiences, with native formats. It takes respecting the privacy of individuals, while scaling to many. Technologies that create new efficiencies, yet transport people to places they never imagined possible. Meeting them on their terms, in person or virtually. It takes making people feel something.

All of this, with Emodo as practitioner, builder, and innovator. A team united, working hard to share a unique, insightful vision of AdTech's future. Committed to bringing together consumers, advertisers, and publishers as never before. Delivering ever-more meaningful connections as we evolve the technology, and more human experiences, where lasting relationships are established, and imaginations sparked.

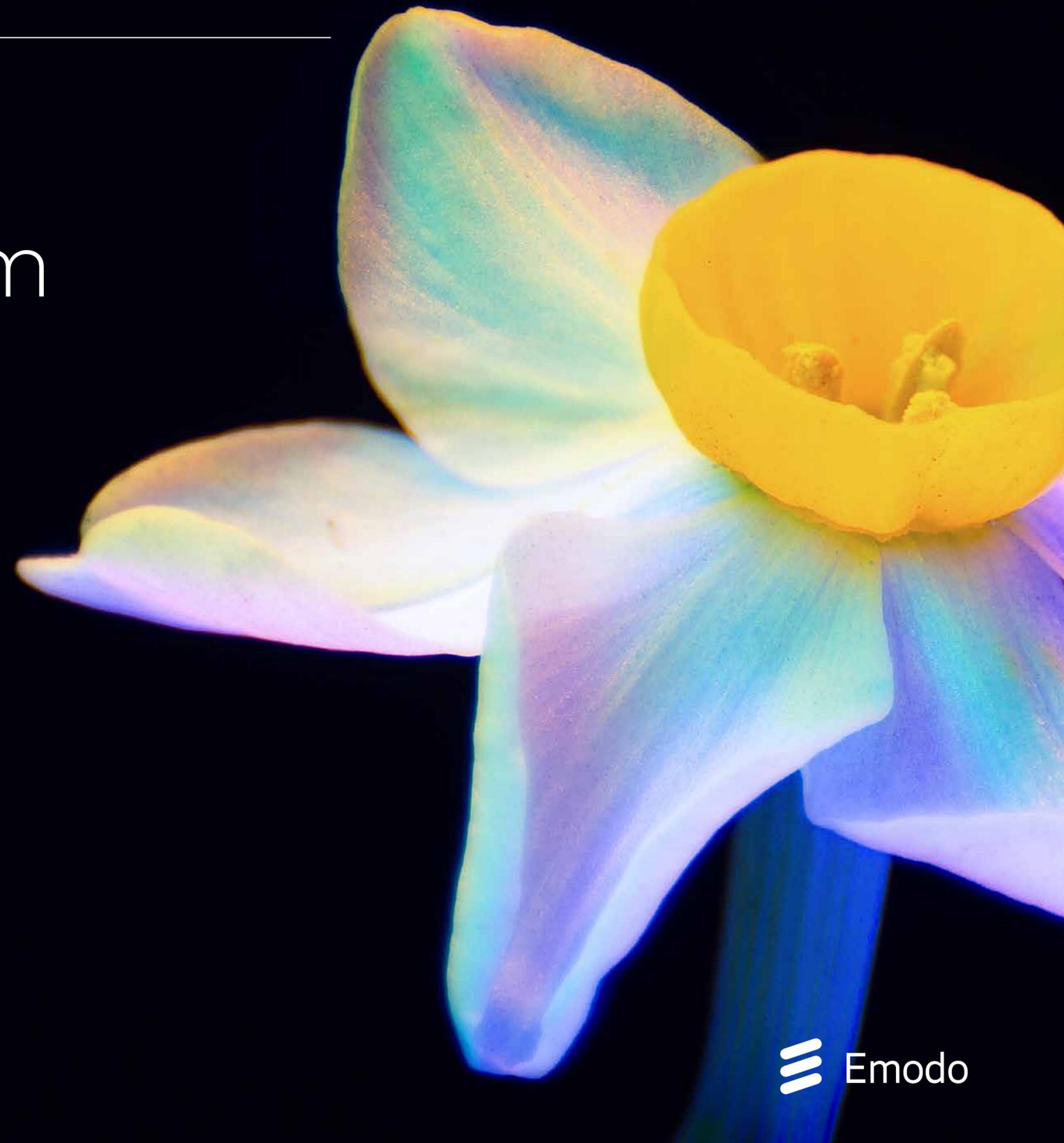
WHAT IS AN INTEGRATED STORY SYSTEM?

Integrated Story System

A well thought out and articulated Integrated Story System makes it easy and straightforward for brand leaders to connect with the brand at all altitudes.

An Integrated Story System clearly states:

- + **Our ‘why’ and ‘why now’**
- + **Key differentiators and value propositions**
- + **Primary points of concern for our audiences**



MAJOR STORY 1

Elevating the Exchange

*INTERNAL ONLY

People in AdTech assume that an ad exchange will simply work. With no great expectations or hopes for what it could be at its best. It's something accepted, taken for granted. But we see an ad exchange that can be and do so much more. One that leverages emerging technologies, like artificial intelligence and machine learning, for rich, dynamic, immersive creative at scale. That integrates Axonix SSP to create a more robust, verifiable, and transparent environment that leads to trust based on truth. Moving further every day to providing native formats, so publishers maximize opportunity while maintaining the integrity of their content, and advertisers feel they have control over where and how they meet their customers. Dedicated to delivering profound benefits for both buyers and sellers. Along the way, innovating to actively remove risk and waste from the process, optimizing the supply chain, and ensuring that every dollar goes directly into building more meaningful connections with customers. Never settling, never stopping. An exchange that elevates the experience and the value for advertisers, publishers, and most of all, the consumers we are all working together to serve.

MAJOR STORY 2

Creative You Can Feel

*INTERNAL ONLY

We believe in the power of creative to open eyes, raise pulses, and bring unexpected laughter and joy. Helping create that kind of response is the foundation of all we do. Moving people further into an experience that is highly personal, relevant, augmented. Immersing them in a new kind of reality. It's a simple recipe that requires complex technology and transformative thinking. Artificial intelligence, machine learning, and augmented reality that make the experience more dynamic than ever before. Taking place in the customer's personal journey through a native environment that meets them where they are, where interest and intrigue compel them into experiences that feel truly authentic. Never distracting or jarring to their progress. Emodo's Creative Lab, there to guide and inspire with creative that connects people, has the power to bring a sense of joy, and compels positive actions through rich media, audio, and video. And native creative that is dynamically optimized for individuals. All while helping brands and agencies thrive by removing fragmentation, building engagement, and driving measurable results. And offering publishers a differentiated experience they can monetize. Doing advertising better, doing native better. Giving people experiences they can feel.

MAJOR STORY 3

Teamodo

*INTERNAL ONLY

This is a time of stars aligning. Industry veterans and area experts coming together, united by the vision of building a better advertising ecosystem. It's a team of unique individuals, bringing their expertise, their perspective, to fight against complacency, taking customers for granted, and a "set it-and-forget it" ad mentality that has lost touch with humanity. To fight for a more personal, relevant, and rewarding experience for customers. Creating more meaningful connections that are brought to life through emerging technologies. Elevating standard native formats through AI and machine learning for creative optimization, making them more dynamic and relevant to the context in which they appear. Increasing engagement and awareness. It's a team dedicated to always learning, evolving, improving. With innovation as a daily practice. Building visibility as leaders, and momentum with each new success. A team that simply loves working together because we are on a shared mission. Each using our hearts and minds to do what it takes to help fix what's been broken.

BRAND STORY

Our Mission

Make advertising more meaningful to consumers, impactful for brands, and profitable for publishers.

Our Vision

To be the most innovative, AI-driven, customer-focused advertising marketplace that delivers quality and impact for the world's largest buyers and publishers, reaching \$100M in revenue by 2024.

01.2

PERSONALITY & VOICE

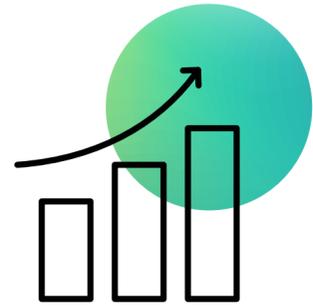
A thriving brand has ownable language. By “ownable,” we mean language that, through repetition, becomes strongly associated with the brand. In essence, a brand creates its own vocabulary that can be leveraged against competitors and added to selling stories. Brand stakeholders should gain an understanding of each phrase and integrate them into language and communications. The more you use ownable language, the more ownable and effective it becomes.

+ Persona

+ Values

The **MEANINGFUL MAKER**

As a Meaningful Maker, Emodo fearlessly leans into exploring what's possible outside the status quo. It balances that pioneering spirit with a desire to constructively work together to constantly innovate and build meaningful, authentic, lasting connections between consumers, publishers, and brands.



SEEK GROWTH

We keep moving forward. We apply creativity and innovation to turn the improbable into the possible for ourselves, those around us, and the business.



DRIVE IMPACT

We make hard decisions to solve the most meaningful problems. We measure our success by its impact.



BE BOLD

We take risks to build fast. We act with urgency, together.



LEAD WITH INTEGRITY

We follow through on our commitments to customers and colleagues. Trust is earned in every situation, no matter who's watching.



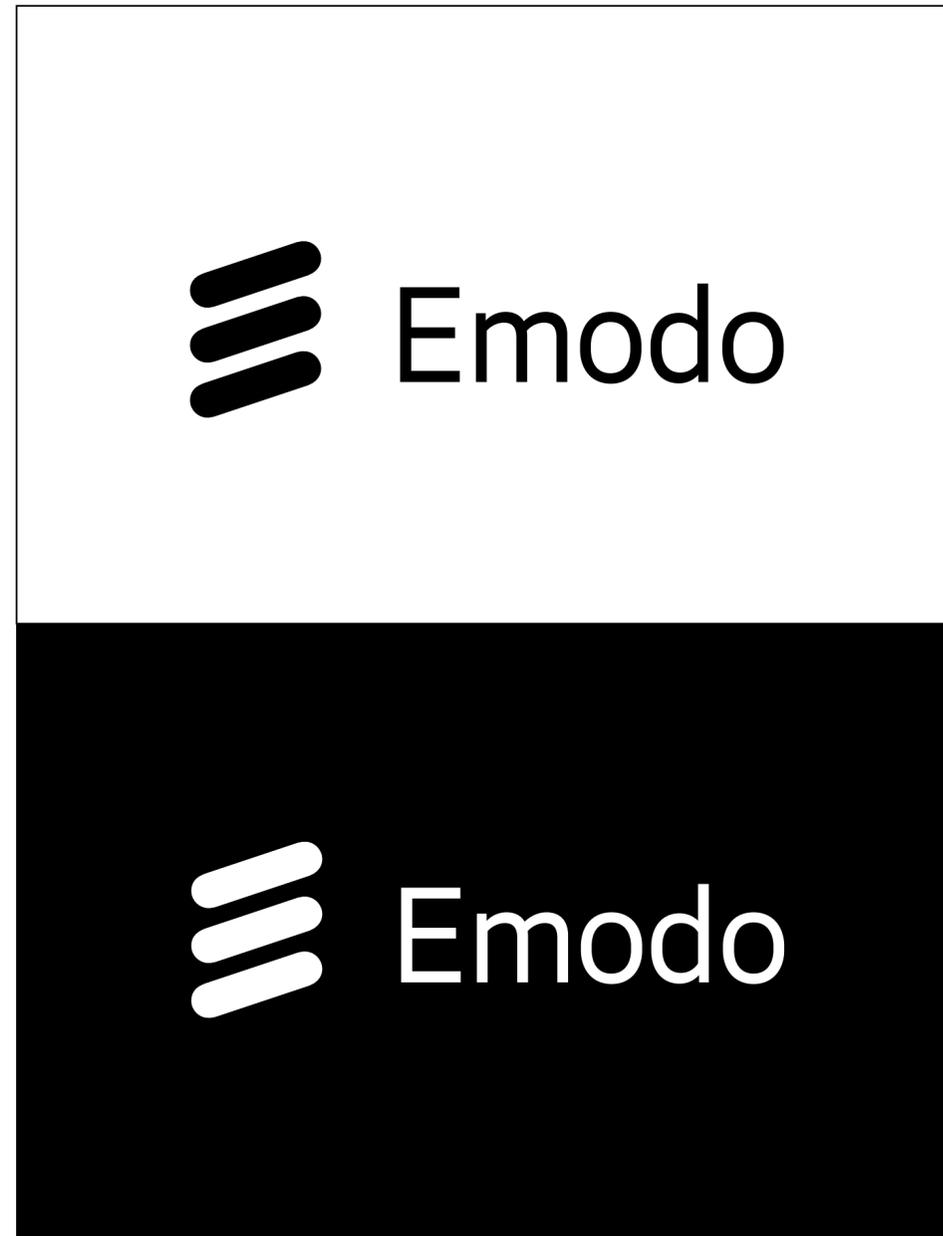
TEAMODO

We are defined by our strong, lasting relationships. With teamwork and partnership, our success knows no limits.

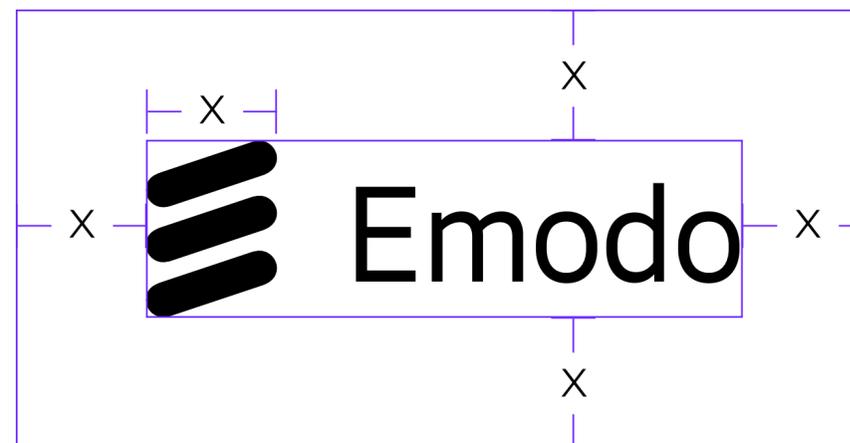
02

VISUAL SYSTEM

Logo



Clear Space



Our logo is a combination of our logotype and symbol from our Ericsson heritage. Our logotype and symbol should always be used together, unless used as shorthand, noted in our symbol guidance.

Our symbol, the 'Econ' is the simplest expression of our brand and it should be used whenever the Emodo context is clear, it has been previously established by the formal lock-up.

Use cases We only use our logo in full one-color black, or reversed out in white. With our vibrant color palette and imagery, please be mindful of legibility and reference the next page to see which logo works best when.

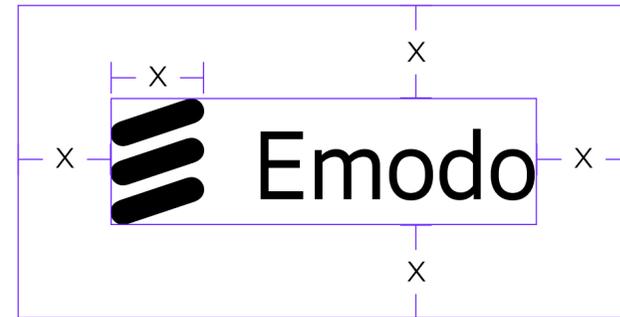
Clear space must be maintained around the logo with a minimum of 'X'. 'X' is defined as the width of the Emodo logo symbol.

Use these best practices to keep our identity strong, clear and powerful.

Logo Rules

The **Emodo logo** is shown in a way to promote brand recognition. Misuse of the logo dilutes this, and should only be used in the ways outlined throughout the master brand book.

DO



DO NOT



Do not alter the size of the word "Emodo"



Do not add effects to the logo



Do not distort the logo



Do not add elements to the logo



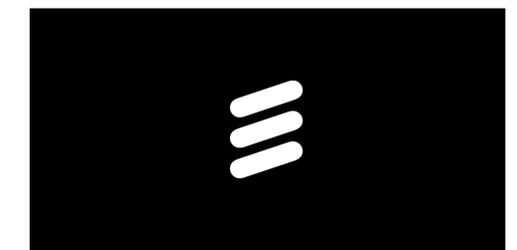
Do not use pieces of the logo



Do not change the scale of the elements in the logo

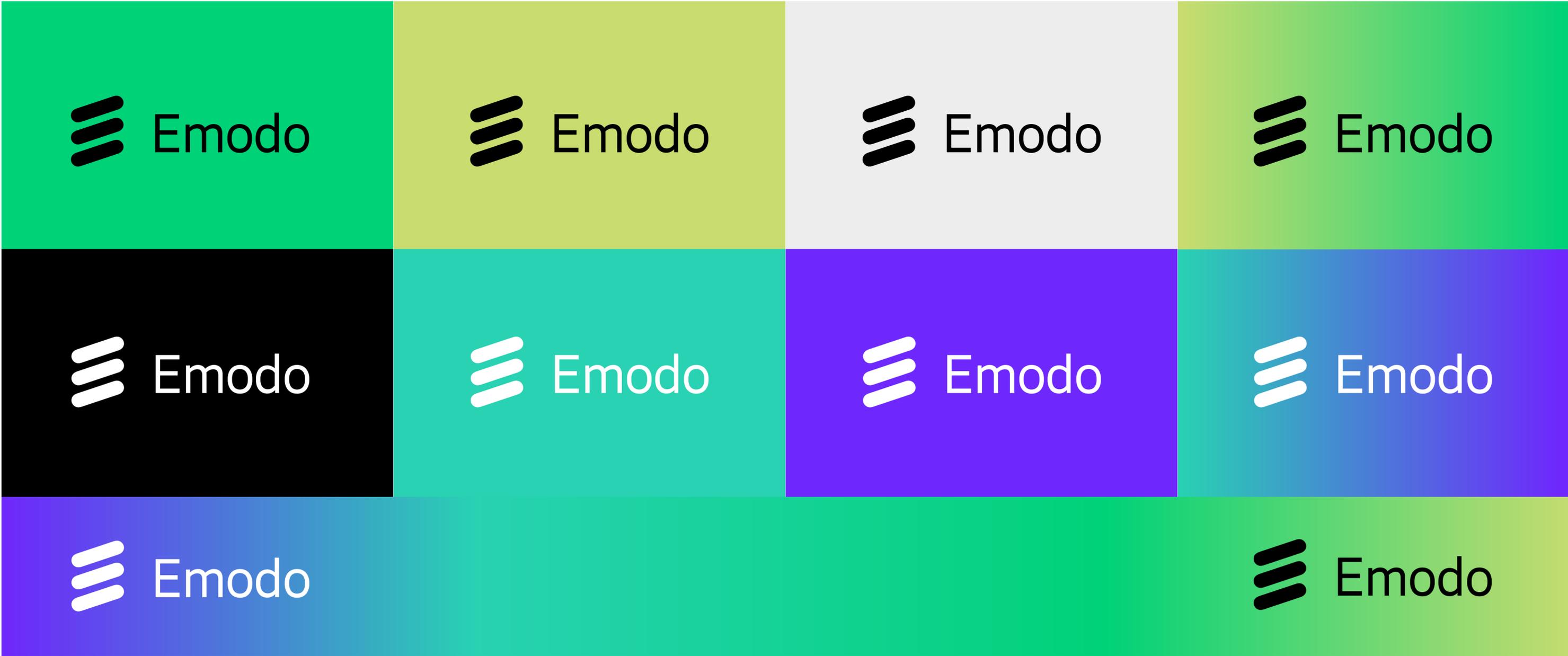


Do not use any non-horizontal version of the logo



Do not use the Emodo symbol without the word "Emodo"

Logo and Color Usage Suggestions



Primary Headline Font

MONUMENT EXTENDED MEDIUM

Monument Extended is a powerful, quality extended typeface with great versatility. This extended font is bold, striking and meant to make a big impact.

Our primary use case is as a large headline font, smaller short section markers, and numbers, always in all-caps and very succinct. Being an extended typeface, this font can take up a large amount of room in layouts and because of that, is meant to stand on its own, or pair and contrast nicely with a smaller Work Sans Light.

[Font Download ↗](#)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Secondary Font

Work Sans Light
Regular
Semibold
Bold

Work Sans is a techy, friendly typeface family based loosely on early Grotesques. It's Light and Regular weights were specifically optimized for on-screen text usage.

Our primary use case is for medium-sized headlines, body copy, charts, tables, infographic, descriptors and is optimized for web and digital uses. It's grotesque quality allows it to be clean and legible and is meant to be a stark contrast to our Monument Extended, and should be used for headlines exclusively in Title Case.

[Font Download](#) ↗

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Work Sans Bold in Category Leaders

SUCCINCT HEADLINES

Work Sans Light 60pt+/-
is used for longer sentence
headlines and intros.

Work Sans Semibold for Subheads

Work Sans Light 20pt or less for Body Copy.

Lorem ipsum dolor ut ius que sed et quidigent que odionse cupta omni tem
voloratur lciur animus repedipid quiati ad qui od quissec tusdam reium assed
quo veratusdae vitatis quidigent que odionse cuptate mporumqui cusam es
ut pelest, optat.

02

Work Sans Regular
balances the expansiveness
of Monument Extended

**MONUMENT
MEDIUM
ALL-CAPS
SHORT FORM
CALL-OUTS**

02.3

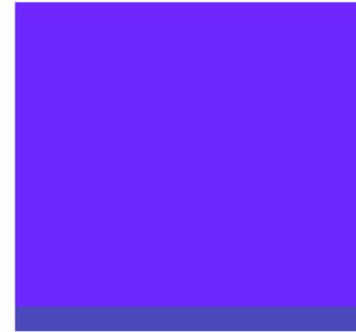
COLOR PALETTE

Our palette is a fluid system that is meant to fluctuate from page to page and experience to experience.

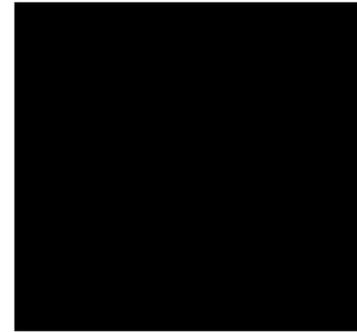
Primary Colors



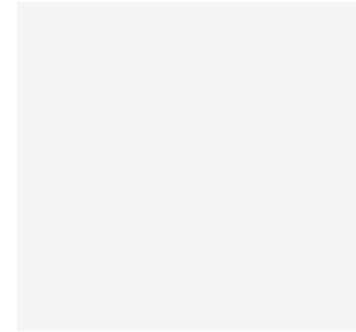
Teal
PMS 3385
C81 M0 Y15 K18
R40 G210 B178
#28d2b2



Purple
PMS 2368
C56 M84 Y0 K1
R110 G40 B252
#6e28fc

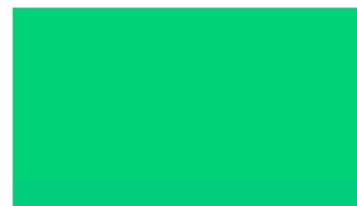


Black
PMS Black
C0 M0 Y0 K100
R0 G0 B0
#000000



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

Secondary Colors



Green
PMS 7479
C100 M0 Y42 K82
R0 G210 B120
#00d278



Chartreuse
PMS 2288
C9 M0 Y50 K14
R200 G220 B111
#c8dc6f

Tertiary Colors



Pink
PMS 246
C4 M73 Y0 K11
R219 G62 B227
#db3ee3



Orange
PMS 1655
C0 M62 Y100 K0
R255 G96 B0
#ff6000

Color Guidance

Primary Colors are teal, purple, black and white. These should be used in first instances of the brand and as our major signature colors.

Our system however is very cool and fluid and involves more than just a few primary colors.

Secondary Colors are green and chartreuse. These colors should be added to the mix when opportunity for more than our primary palette allows.

These cases can be in **longer-form documents** that have multiple pages and sections where color can help show variation, or across multiple touchpoints.

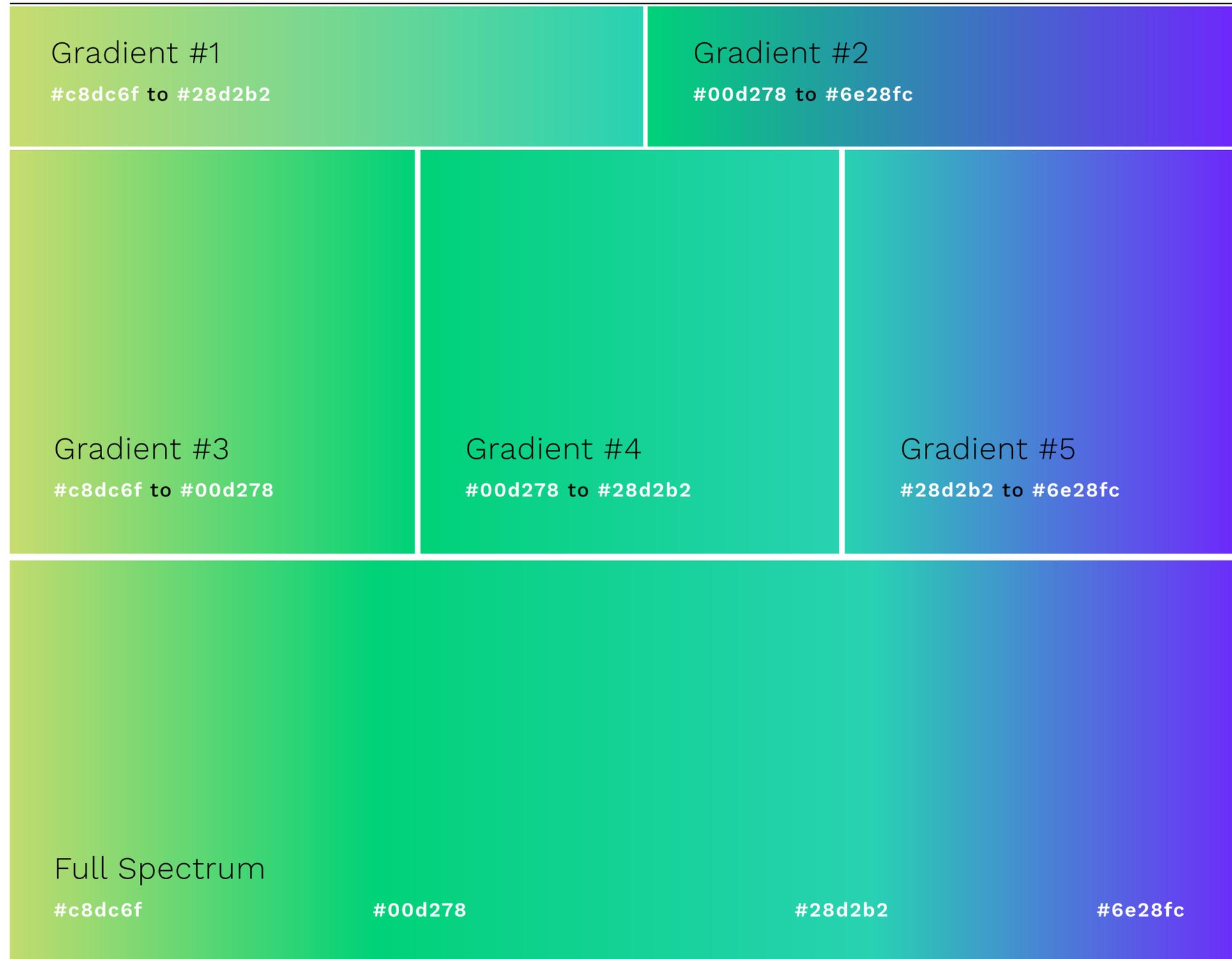
All primary and secondary colors should **NOT** be shown altogether at the same time unless using one of our gradient swatches or backgrounds.

Tertiary Colors are pink and orange and should only be used in very small amounts and when additional colors are needed for things like charts and tables.

See additional use cases in our Branded Assets.

Branded Assets [↗](#)

02.3 VISUAL IDENTITY: GRADIENT SWATCHES



Gradient Swatches

Our fluid system is also shown through a range of gradients. These gradients help to represent our ongoing evolution, momentum and adaptability to innovate.

There are 5 main swatches that blend up to two of our core colors together, and a full spectrum swatch that includes our entire cool color range.

Our primary use case for gradients are as dynamic backgrounds where the content overlaid is minimal or simple, concise text or headlines.

See further examples in our sales assets.

Sales Assets ↗

02.4

VISUAL EXPRESSION

Our visual expression is a combination of elements that help bring our brand to life. Through a balance of bold typography, authentic imagery and fluid color, our system helps to create deeper, more meaningful connections to our content, just like we do for our clients.

+ Gradient Shapes

+ Gradient Backgrounds

+ Imagery

+ Iconography

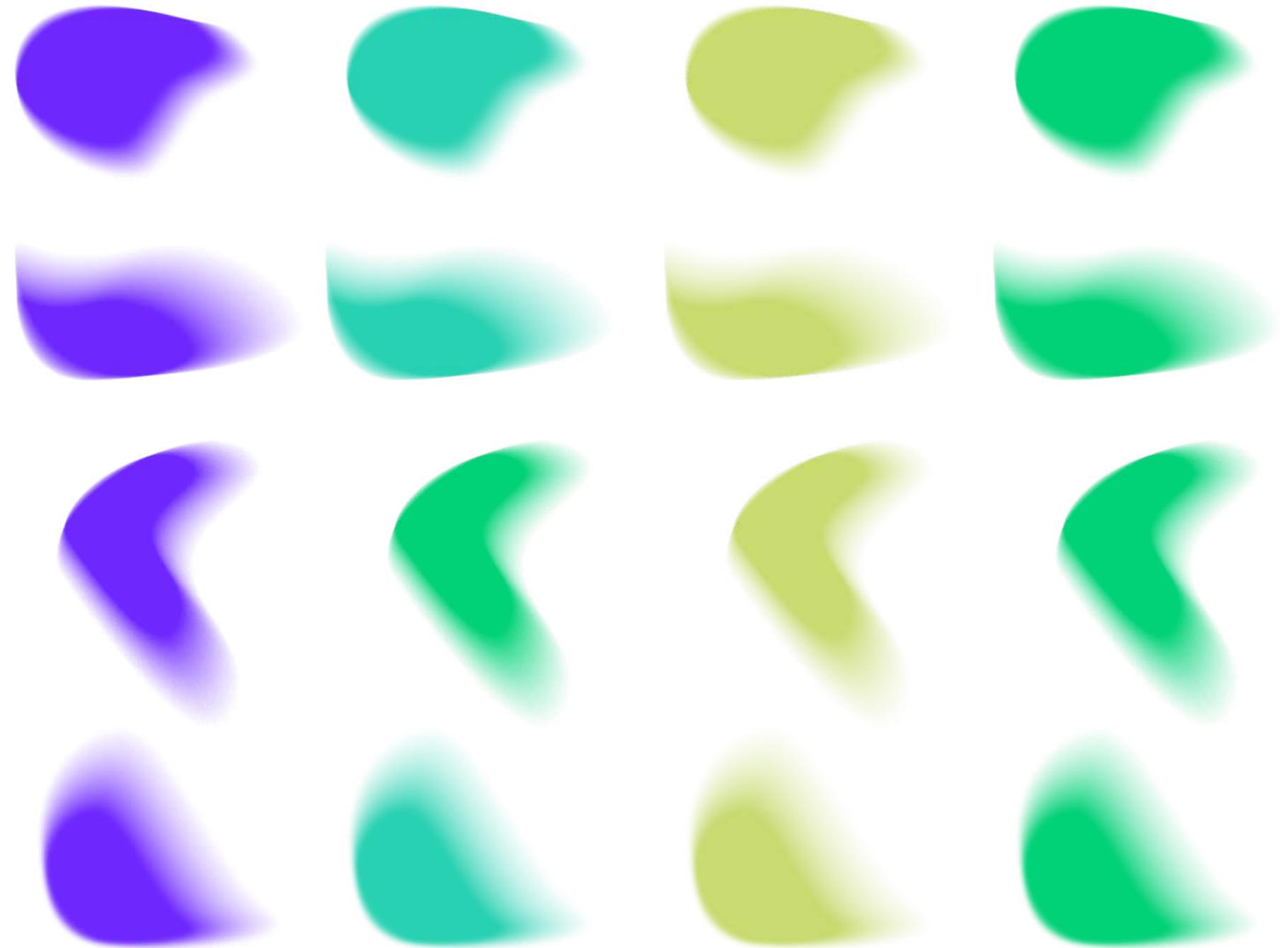
Grainy Gradients

We have a full library of grainy gradient shapes. These shapes represent our fluid, dynamic movement into the future. They are a symbol of change and perspective.

These shapes are used to slightly overlay photos, add small pops of color to backgrounds or to expand and become a large colored background. When laid overtop of a photo, they can help to create more seamlessness amongst layouts.

See further examples in our sales assets.

Sales Assets [↗](#)



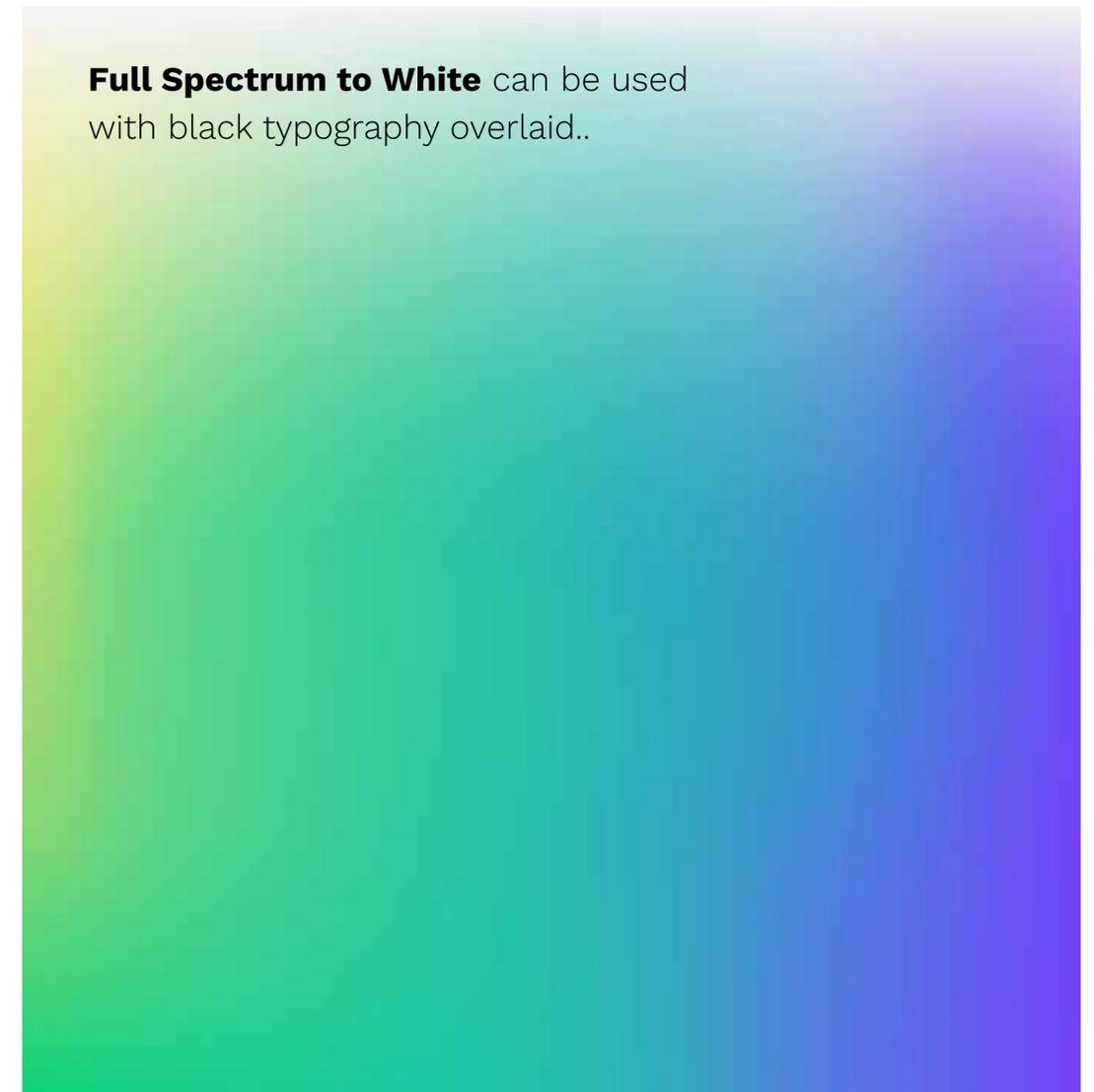
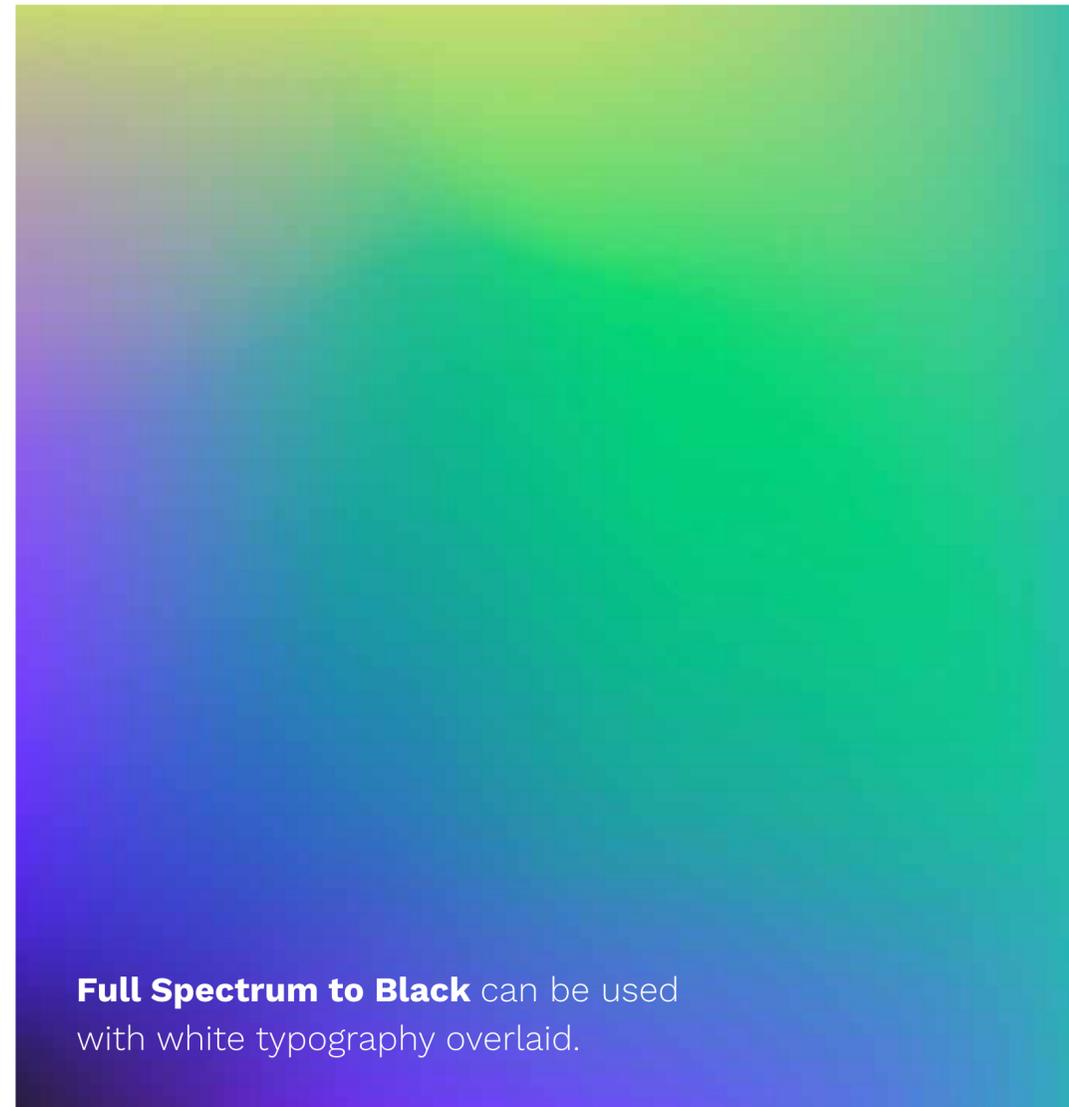
Gradient Backgrounds

Two predetermined mesh gradients have been developed for use.

These assets can be used as dynamic backgrounds in many cases where the content overlaid is minimal or simple, concise text or headlines.

See further examples in our sales assets.

Sales Assets [↗](#)



Macro Imagery

Bold, micro to macro imagery is meant to be arresting and focus on our immersive, rich, dynamic qualities. We choose images based in nature or natural elements that represent a few of our core traits such as:

- + **Evolution**
- + **Seismic expansion**
- + **Transformation**
- + **Immersiveness**
- + **Captivation (eye-opening)**

These images should be used with a large amount of clear, black space to maintain their engaging quality and can be overlaid with large, simple headlines.



Consumer Imagery

Meet them where they are.

Our consumer photography shows fully engaged, meaningful moments that feel true to everyday life. We wish to capture the true delight and captivating experiences that are had when native advertising meets consumers where they are.

To keep this authentic feel, we focus on imagery with a depth of field that allows some blur in front of the camera, as if we are getting a sincere glimpse into each meaningful moment.



03

BRAND APPLICATIONS

Powerpoint Template

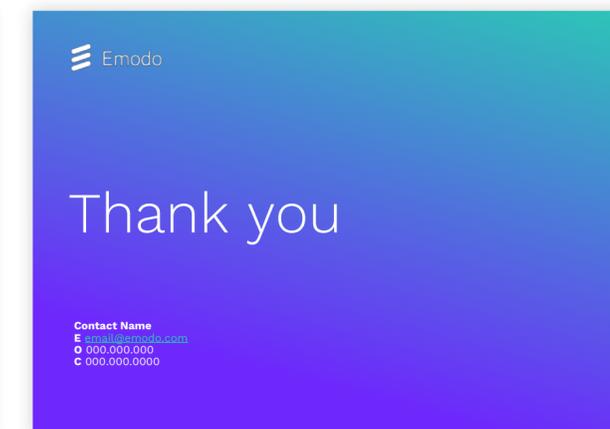
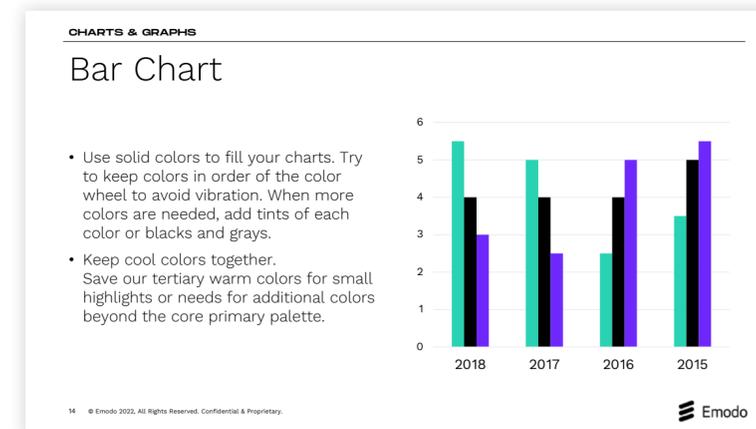
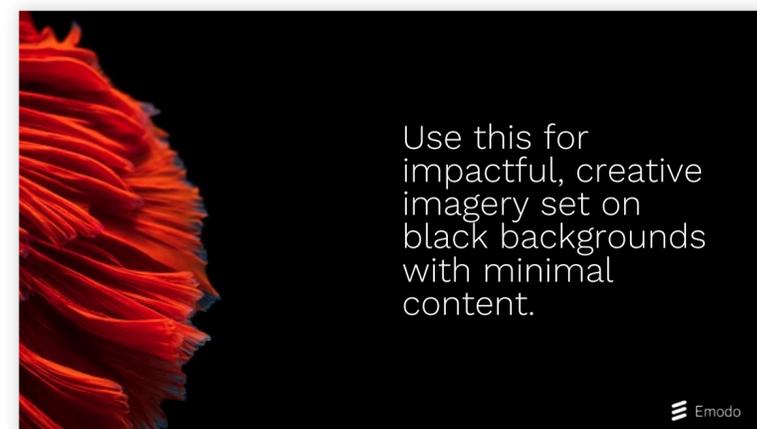
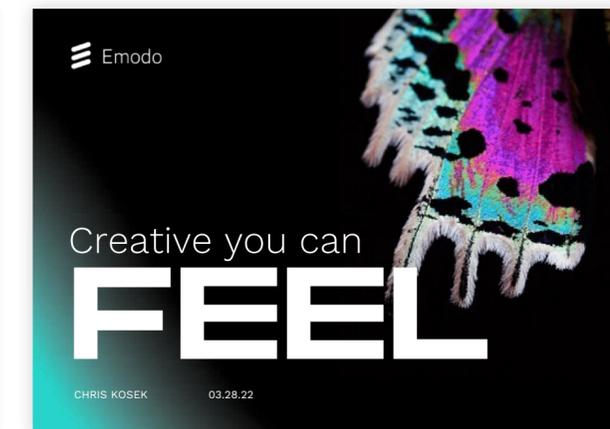
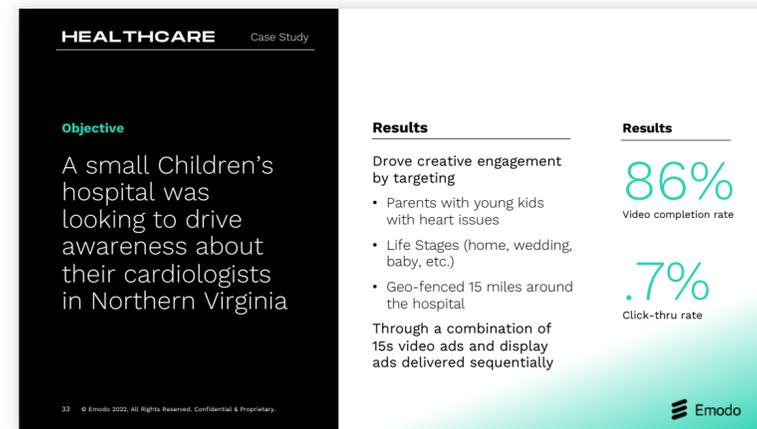
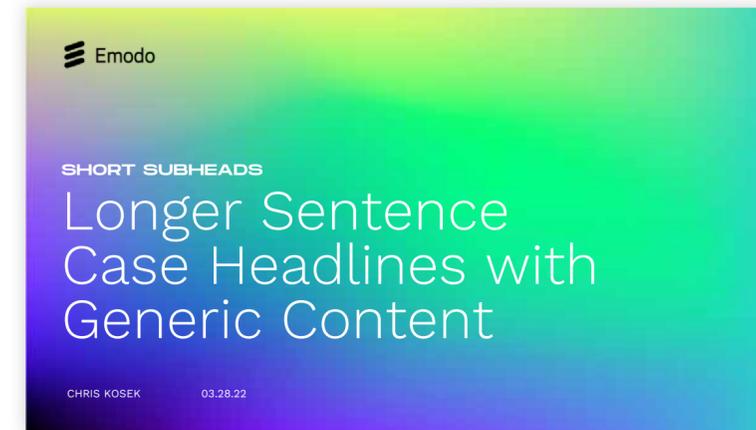
Use our core PowerPoint template for any deck building needs. The template has many sample slides available for use from case studies to creative ad galleries to quote sections and more.

Use imagery from our asset library or suggested stock websites such as:

- + [stocksy.com](https://www.stocksy.com)
- + unsplash.com
- + [gettyimages.com](https://www.gettyimages.com)

Use the fonts embedded in the deck (Monument Extended and Work Sans).

Download here [↗](#)



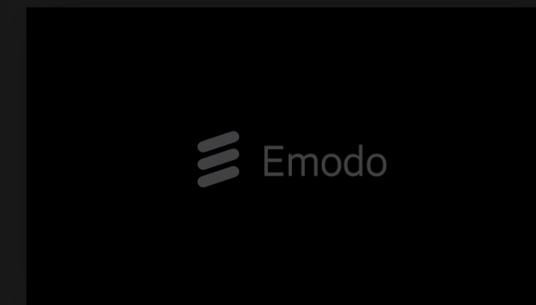
Branded Stationery

Business cards are available and should be obtained through your marketing contact.

Letterhead is also available and styled within a Word document for your use.

Envelopes are available and should be obtained through your marketing contact.

[Download here ↗](#)

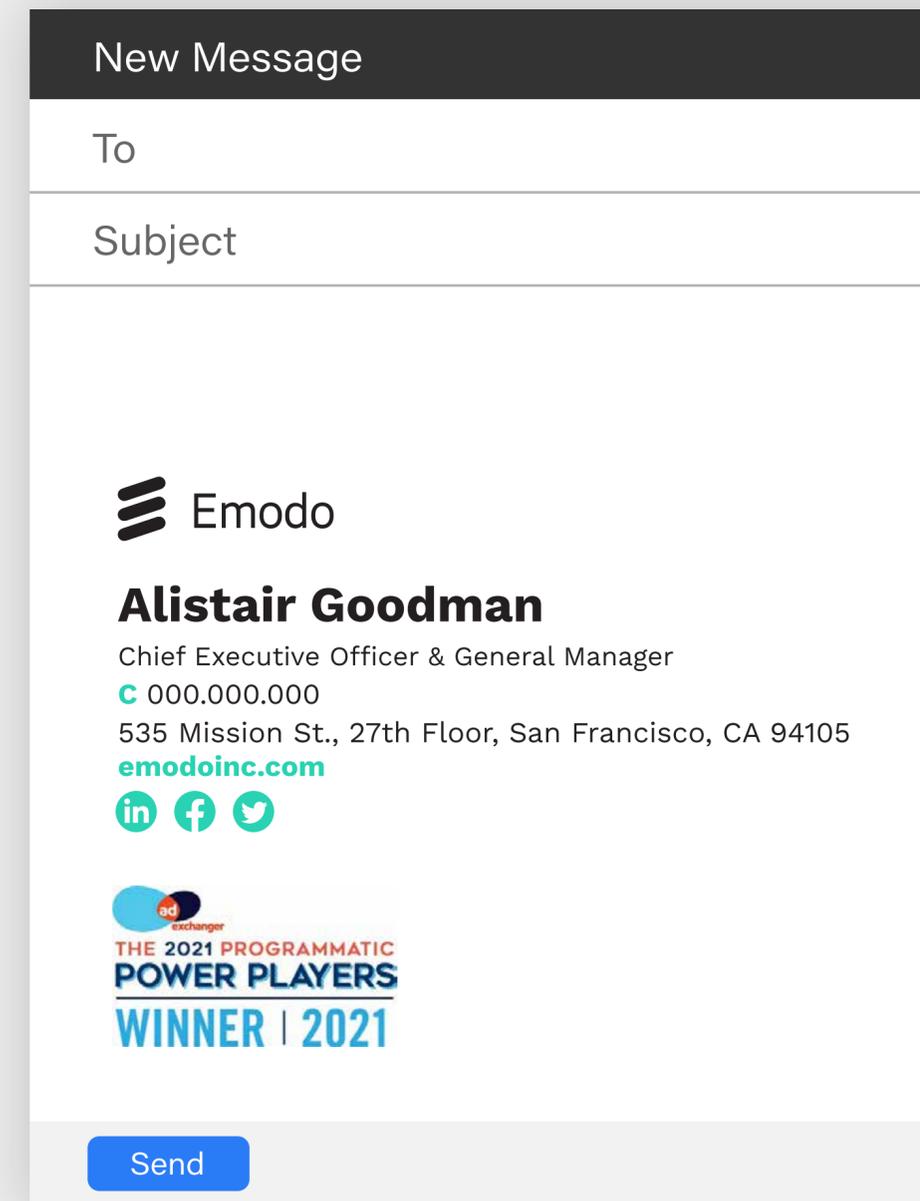
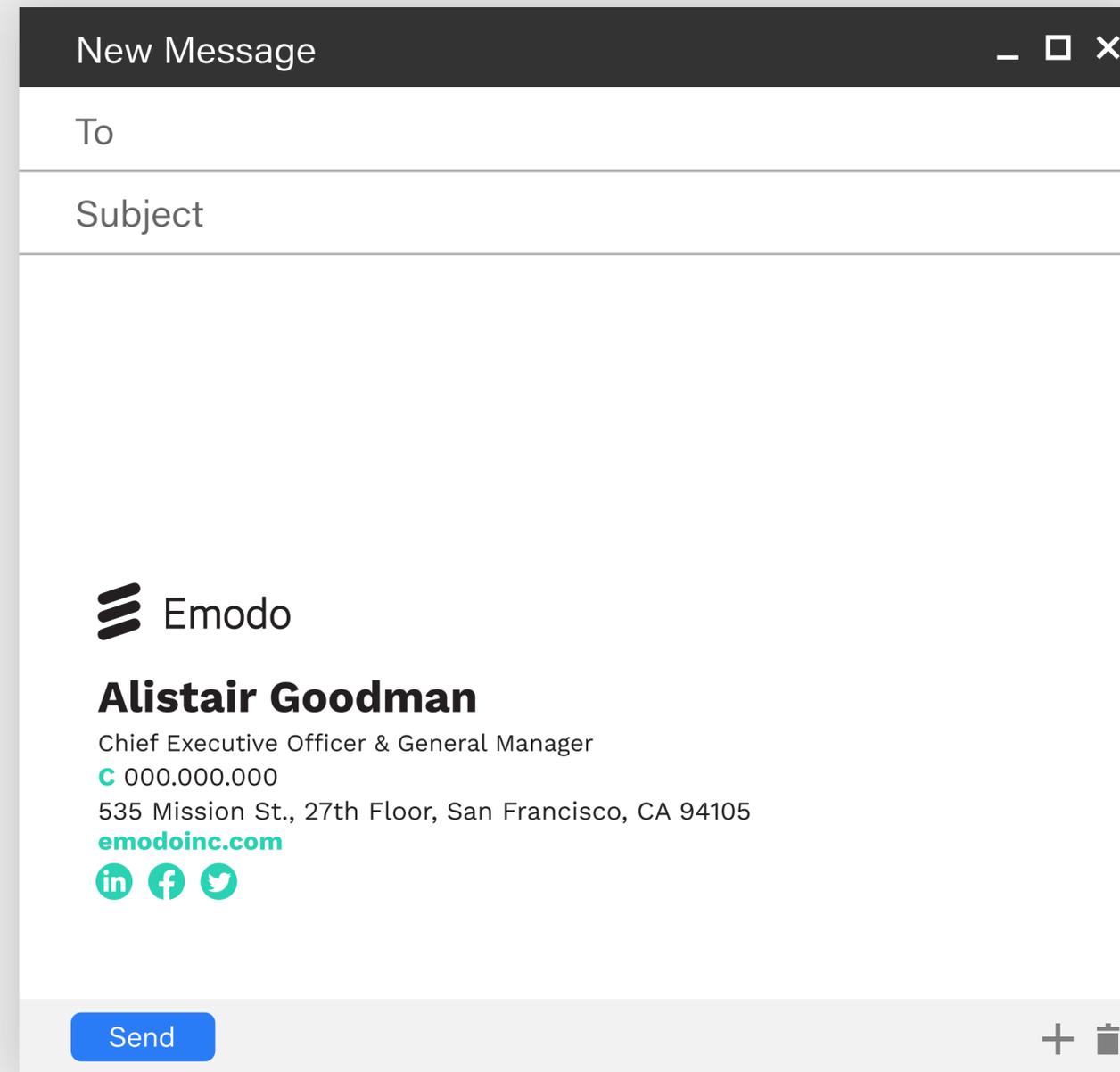


Email Signature

A fully styled email signature is available and should be downloaded, edited for your information and used consistently across your correspondence.

If using promotional badges, place directly under our social links with a full space in between.

[Download here ↗](#)



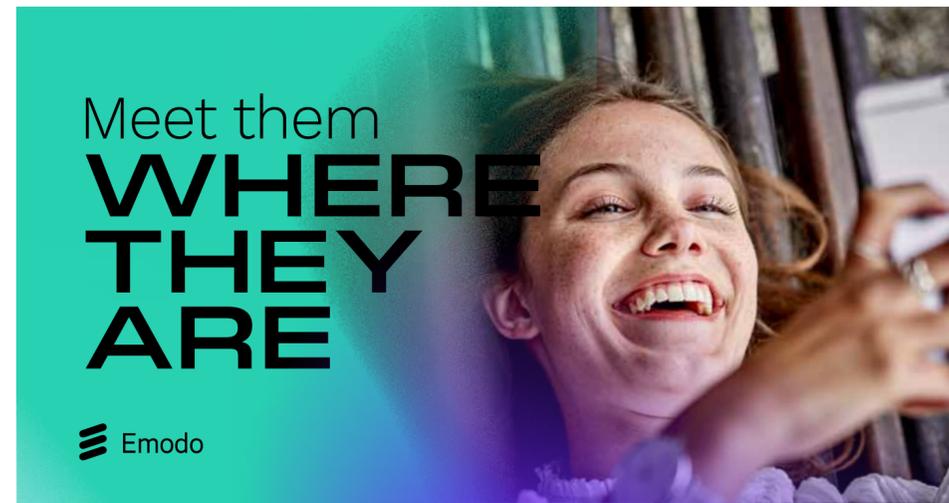
Social Media Examples

Our brand's tone and visual direction should extend to our social platforms.

Use concise, bold headlines with imagery that telegraphs the concept and promotes our innovative, creative spirit.

Reference our brand voice and imagery sections for additional direction.

[**Asset Library** ↗](#)



Video

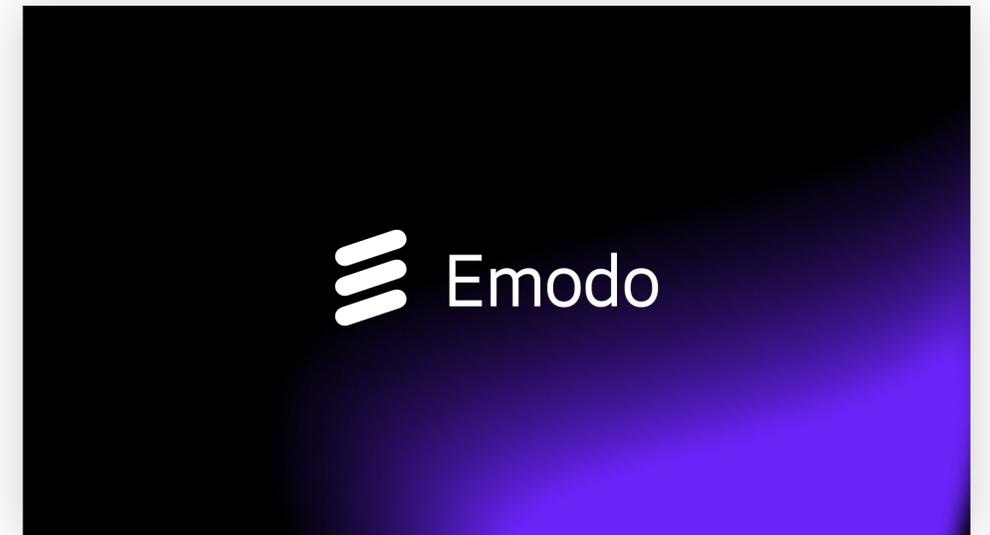
Our corporate video style should build upon our photography direction and should show individuals in fully engaged, meaningful moments. The lighting and setting should feel natural and authentic, with a strong depth of field.

When applicable, **lower-thirds** should animate on with fluidly moving gradient shapes and can vary in brand colors across the length of the video.

Gradient shapes provide a splash of color and should be placed in **bottom left** corner to highlight names, titles, and other descriptive information.

The logo sign-off should always be on black, our primary application of the logo, and can be locked up with our tagline and subtly moving gradient shapes.

[**Download here** ↗](#)



Questions?

For any assistance, needs, questions or help with assets, please reach out to our marketing leads.

marketing@emodoinc.com ↗