



# Partner Brand Guidelines

September 9, 2023

## INTRODUCTION

Welcome to the Reseller Branding Guide, a comprehensive resource designed to amplify your role as a vital partner in our brand's story. As a reseller, you play a pivotal role in shaping our brand's presence in the market. Adhering to these guidelines will strengthen our partnership and amplify selling opportunities. We are eager to journey together, ensuring your success and our brand harmoniously thrive.

## VISUAL IDENTITY

Our brand's visual identity embodies our essence. As a reseller, it's vital to consistently use our logo, colors, typography, and imagery. This promotes a cohesive brand image, boosting customer recognition and trust. Please follow our visual identity guidelines closely and reach out if you need support.

Logo

## Logo

The icon and “M” were designed to represent the data transfer DataMotion helps facilitate. The squares can and should be used as a graphic element in DataMotion’s collateral. The randomness of size, color, and distribution of squares should be maintained wherever possible.



## Logo Variations

The full-color logo may only be used on a white background.

The black and white logo can be used on any color, though using it with one of the specified brand colors is recommended.

The white logo

Full Color Logo



Black Logo



White Logo



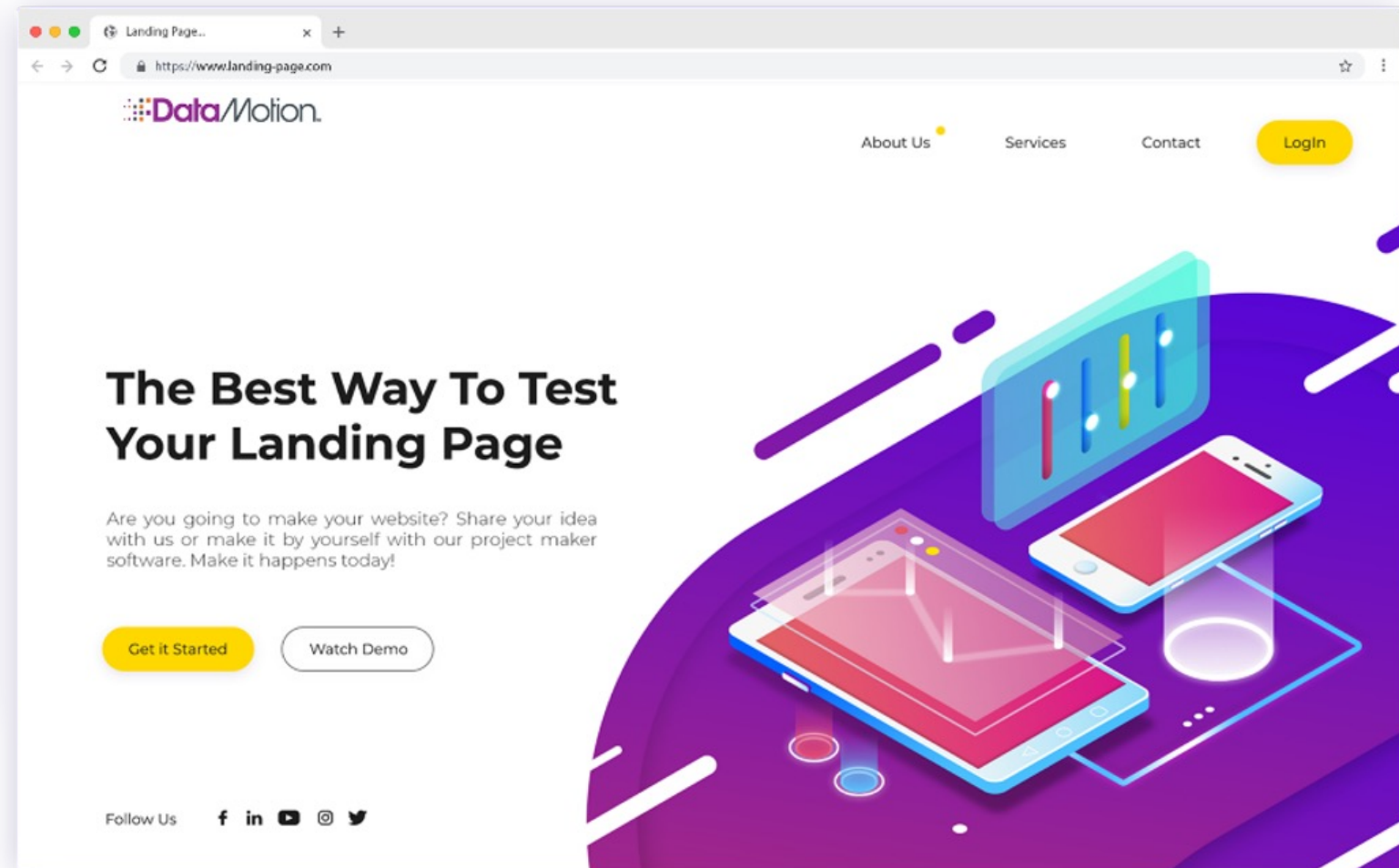
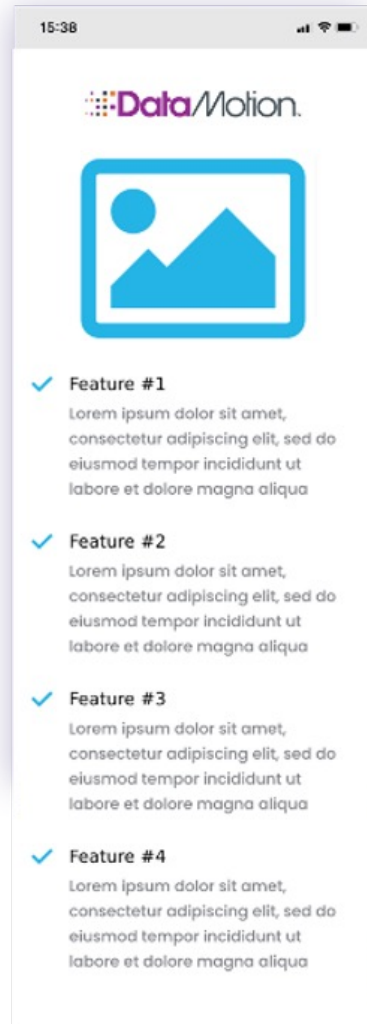
## Spacing Guide

The icon and “M” were designed to represent the data transfer DataMotion helps facilitate. The squares can and should be used as a graphic element in DataMotion’s collateral. The randomness of size, color, and distribution of squares should be maintained wherever possible.



  $x = \text{space defined by height of the "a"}$

# Logo Landing Page Placement



Logo Misuse





## Breakpoints

For the various breakpoints, predefined margins are recommended to keep the layouts consistent. 1920 pixels is the maximum width for content.

Breakpoints	Page Margin
XS 320 - 374	16 px
S 375 - 767	28 px
M 768 - 1023	40 px
L 1024 - 1339	60 px
XL 1440 -1919	96 px
XXL 1920	96 px

# Typography

## Typography

These primary and fallback fonts have been chosen to best reflect the DataMotion brand. They will work both for headlines and body copy.

### Overpass - Primary Font

Thin 100

The Quick Brown Fox, Jumps.

ExtraLight 200

The Quick Brown Fox, Jumps.

Light 300

The Quick Brown Fox, Jumps.

Regular 400

The Quick Brown Fox, Jumps.

Medium 500

The Quick Brown Fox, Jumps.

SemiBold 600

The Quick Brown Fox, Jumps.

Bold 700

The Quick Brown Fox, Jumps.

### Roboto - Fall-Back Font

Thin 100

The Quick Brown Fox, Jumps.

Light 300

The Quick Brown Fox, Jumps.

Regular 400

The Quick Brown Fox, Jumps.

Medium 500

The Quick Brown Fox, Jumps.

Bold 700

The Quick Brown Fox, Jumps.

Color

## Brand Colors

As a reseller, using our approved colors consistently fosters recognition and strengthens our partnership. Please use the colors in the correct ratios and proportions. If you need help, please get in touch with us. We are happy to assist you in creating the perfect look for your materials.

### DARK GRAY

Pantone / PMS / Spot: 432

C: 23 M: 2 Y: 0 K: 77

R: 77 G: 87 B: 93

HTML: 37424A

### ORANGE

Pantone / PMS / Spot

Color: 158

C: 0 M: 64 Y: 95 K: 0

R: 230 G: 114 B: 34

HTML: E37222

# Main

# Main

### PURPLE

Pantone/ PMS / Spot Color: 248

C: 45 M: 100 Y: 0 K: 0

R: 155 G: 24 B: 137

HTML: #9B1889

### LIGHT GRAY

Pantone / PMS / Spot:

423

C: 21 M: 14 Y: 14 K: 38

R: 142 G: 144 B: 143

HTML: 8E908F

# Using DataMotion Logos When Co-branding

## Additional Elements

When you pair a lockup with a partner logo, use the horizontal-orientated version where possible.

For partner logos with no horizontal version available, use approximately 2× the vertical height of the DataMotion logo and align center.

Use a thin vertical bar or, when appropriate, only empty space between the DataMotion logo and the partner branding.



## Additional Elements



Do  
Make sure logos are visually balanced and that both brands are equally prominent.



Don't  
Give one brand visual prominence over the other.



# Referencing DataMotion

## DATAMOTION BOILER PLATE

DataMotion enables organizations to leverage no-code and low-code experiences to quickly and efficiently integrate secure data exchange into their workflows, elevating productivity, compliance, and CX. Our platform includes a robust set of full lifecycle RESTful APIs and standards-based protocols that seamlessly enable and enhance disparate systems and applications, including Salesforce, Genesys, Microsoft 365, Microsoft Teams, and Okta, along with a wide range of customer-facing apps and portals, to securely exchange critical messages.

Our solutions promise significant cost reductions, increased productivity, rapid data delivery, and improved CX. We have over two decades of experience meeting the demanding needs of enterprise organizations, transparently integrating robust military-grade encryption that follows a trust no one, trust nothing approach, ensuring the highest compliance and data protection levels.

The logo consists of a grid of white squares of varying sizes, arranged in a pattern that tapers from left to right, resembling a stylized arrow or a data visualization element.

**DataMotion**