

BRAND GUIDELINES
2017





BILL MAGNUSON
COFOUNDER + CEO

Bill Magnuson is the Co-founder and CEO of Appboy, global leader in lifecycle engagement technology. Appboy powers cross-channel marketing for the world's largest enterprise and digital-first brands in dozens of countries on six continents. Appboy seamlessly gathers and manages actionable customer data, allowing brands to reach their audience with targeted, personalized messaging experiences. Magnuson is continuously looking for ways to humanize the relationships between brands and customers to create stronger, more sustainable, and valuable relationships utilizing technology.

Magnuson's professional background in mobile began at Google working on App Inventor for Android. There he helped universities unlock new opportunities in education by simplifying the complicated app development process. He later joined Bridgewater Associates, the world's largest hedge fund. In 2011, he and fellow Appboy cofounder Jon Hyman won the *TechCrunch* Disrupt Hackathon, cementing a relationship that would lead to Appboy's creation later that summer. Magnuson was recently recognized by *Inc.*'s "[30 Under 30 Brilliant Young Entrepreneurs](#)" for 2017.

Bill holds a B.S. and Masters of Engineering in Computer Science from MIT.



JON HYMAN
COFOUNDER + CTO

Jon Hyman is the Co-founder and Chief Technology Officer of Appboy, global leader in CRM and lifecycle engagement technology. He leads the charge for building Appboy's technical systems and infrastructure as well as overseeing the company's technical operations and engineering team.

Prior to Appboy, Hyman served as lead engineer for the Core Technology group at Bridgewater Associates, the world's largest hedge fund. There, he managed a team that maintained 80+ software assets and was responsible for the security and stability of critical trading systems. Hyman met cofounder Bill Magnuson during his time at Bridgewater, and together they won the 2011 *TechCrunch* Disrupt Hackathon. Hyman is a recipient of the SmartCEO Executive Management Award in the CIO/CTO Category for New York.

Jon holds a B.A. from Harvard University in Computer Science



MYLES KLEEGER
PRESIDENT + CRO

Myles Kleeger is the president and chief revenue officer of Appboy, global leader in lifecycle engagement technology, bringing almost 20 years of experience in advertising, media, digital marketing, and is responsible for all customer-facing activities and functions at Appboy. He focuses on developing and executing the company's go-to-market strategy as well as managing and scaling a number of departments including sales, marketing, customer success, and strategic partnerships.

Kleeger joined Appboy in 2015 from Salesforce, where he was vice president of strategic sales for Salesforce Marketing Cloud and developed and managed many of the company's largest client relationships. Prior to joining Salesforce, via an acquisition of Buddy Media, early New York SaaS darling, Kleeger led the digital marketing practice at Publicis Kaplan Thaler Group. There he oversaw all digital advertising and social media efforts for a range of clients including Procter & Gamble, Wendy's Aflac and, Continental Airlines. Kleeger was also the SVP and GM of Alloy Media and Marketing, a full service promotional and digital marketing agency.

Myles holds a B.A. from Duke University and an MBA from the NYU Stern School of Business.



MARK GHERMEZIAN
COFOUNDER + EXECUTIVE CHAIRMAN

Mark Ghermezian is the cofounder and executive chairman of Appboy, global leader in lifecycle engagement technology. With Ghermezian and the executive team at the helm, Appboy has grown into one of the largest technology players for marketers that exists today. Mark has been instrumental in creating an entirely new category of CRM technology for marketers.

A seasoned entrepreneur, Ghermezian has launched three companies in the past 10 years. Prior to Appboy, he launched XE Mobile, a mobile service catering to the unbanked college student, which grew to be a market leader with over 300,000 subscribers. XE was Ghermezian's inception to the mobile technology world which he has come to love with a passion. He also founded Flush Media which scaled to become one of the largest out of home media companies of which he successfully sold.

Ghermezian is a General Partner at T5 Capital, an investment firm focused on early stage technologies across verticals, leading investments in over 35 companies including Nutanix, where he serves as a founding investor, as well as Rubrik, Thoughtspot, Outreach.io, and Wag. Ghermezian sits on the board of Zedge, which recently reached IPO and is one of the fastest growing mobile apps, with over 20MM monthly active users.

Mark holds a B.A. in Finance from Yeshivah University.



MARISSA AYDLETT
SVP, MARKETING

Marissa Aydlett is senior vice president of marketing at Appboy, global leader in lifecycle engagement technology. Aydlett brings expertise in growing exceptional marketing teams, driving results, and delivering tangible ROI for brands. She shapes the company's market position to further increase brand awareness and builds strategic initiatives that support the next phase of exceptional growth for Appboy.

Aydlett joined Appboy in 2015 and has since launched the first global brand campaign, developed a business intelligence initiative alongside a 20-person marketing team, and anchored roots in New York for the global SaaS conference, LTR. LTR attracts brands such as *AdWeek*, Casper, Lyft, and leaders by the likes of industry veteran, Bonin Bough, and co-chair of the Women's March on Washington, Tamika Mallory, on stage and in attendance.

Prior to Appboy, Aydlett was the VP of global marketing for *Quartz*, the global business news brand of Atlantic Media. She was crucial to *Quartz's* growth and under her leadership, the marketing team achieve record results and recognition for client work among *AdWeek*, *Digiday*, The Financial Communications Society, *The New York Times' The Media Equation* and, *Wall Street Journal's CMO Today*. She also led the marketing partnerships and promotions for global launches in India and Africa, in addition to evolving the brand's global mindshare in APAC and EMEA regions. Previously, Aydlett held posts at Buddy Media, Salesforce, and Condé Nast.

Marissa holds a B.A. from Michigan State University and was honored by AdAge as part of the "[25 Marketing Technology Trailblazers](#)" of 2017.

BOILER PLATE / LONG VERSION

Appboy is the leading lifecycle engagement platform for marketing, growth, and engagement teams. We empower brands to humanize connections with customers, resulting in better experiences and increased retention, lifetime value, and ROI.

Appboy's technology helps brands automate sophisticated marketing and growth strategies simply, in real time, on a global scale. With Appboy, brands can seamlessly gather and manage actionable customer data from across systems in comprehensive user profiles, then use that information to reach their audience with highly relevant, personalized cross-channel messaging experiences. By taking advantage of this intuitive, secure solution, brands can easily understand the impact of past marketing efforts and carry out fast, effective iteration supported by Appboy's intelligent optimization tools.

Each month, tens of billions of messages associated with nearly 1 billion active users are managed through the Appboy platform. Enterprise and digital-first brands rely on Appboy and our best-in-class strategic expertise and support to reach, engage, and retain their audiences and keep pace with a rapidly changing landscape. Appboy is a venture-backed company of more than 175 employees, with offices in New York City, San Francisco, and London. Appboy was named a Digiday Signal Award Finalist for Best Marketing Automation Platform, a VentureBeat Omnichannel MMA "Best Bet," and was selected by Forbes as a Cloud100 Rising Star.

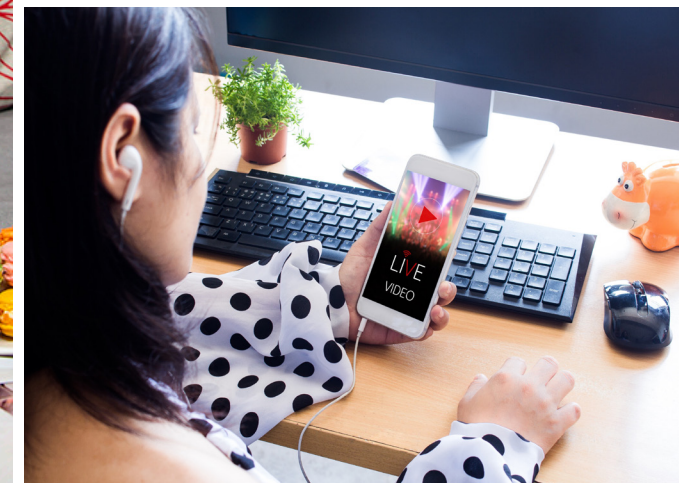
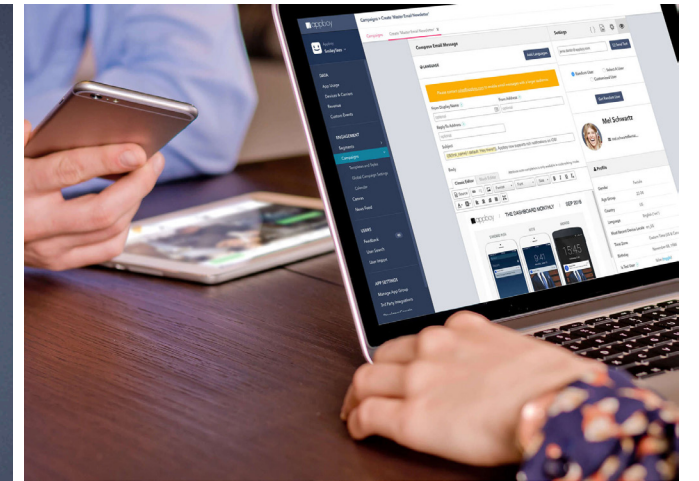
Learn more at [Appboy.com](https://appboy.com).



BOILER PLATE / SHORT VERSION

Appboy is the leading lifecycle engagement platform for marketing, growth, and engagement teams. We empower brands to humanize connections with customers, resulting in better experiences and increased retention, lifetime value, and ROI. With Appboy, brands seamlessly gather and manage actionable customer data, allowing them to reach their audience with targeted, personalized cross-channel messaging experiences. Appboy is a venture-backed company of more than 175 employees, with offices in New York City, San Francisco, and London. Appboy has been named a Digiday Signal Award Finalist for Best Marketing Automation Platform, a VentureBeat Omnichannel MMA "Best Bet," and was selected by Forbes as a Cloud100 Rising Star.

Learn more at [Appboy.com](https://appboy.com).



ICON



MAIN LOGO
/ BLACK



MAIN LOGO
/ WHITE



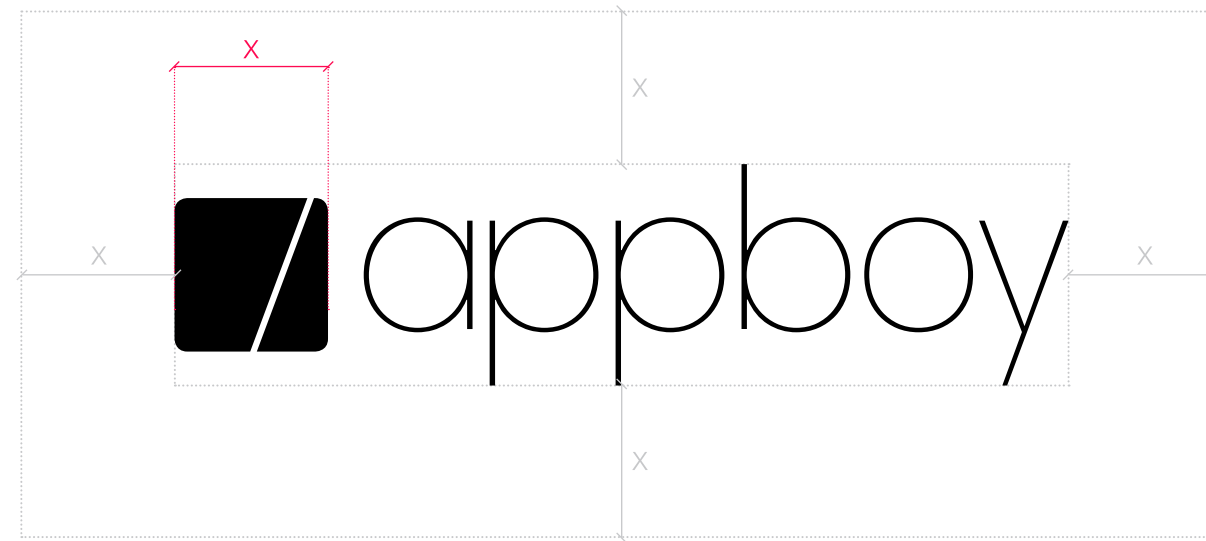
**MAIN LOGO
/ CORRECT USAGE**



The Appboy logo is made up of two elements:
The icon and the wordmark.

This is an example of the correct usage of the Appboy logo. The wordmark should always be presented with the icon as a single unit. The logo only appears in black or white. Variations of this symbol may only be employed as directed in this manual and only on specified applications.

MAIN LOGO / CLEAR SPACE



The proportions, spacing and relative positioning of the logo must remain consistent. The letter "x" on the diagram indicates the minimum clear space required around the logo. The size of "x" is determined by the width/height of the icon. Depending on the size of the logo, the clear space required for each usage will vary accordingly.

When placing the Appboy logo alongside other logos, the Appboy logo should be positioned to produce an equally balanced group of logos. Logos should be placed no less than relative icon dimensions. This applies to both print and online applications.

MAIN LOGO / SIZE REQUIREMENTS



MAIN LOGO XSMALL – 15PX / 0.25" TALL

MODIFIED ICON
WORDMARK STROKE – 0.25



MAIN LOGO SMALL – 355PX / 0.5" TALL

MODIFIED ICON
WORDMARK STROKE – 0.5



MAIN LOGO LARGE – 72PX / 1" TALL+

The Appboy logo must not be reduced in size to less than indicated as the wordmark legibility will deteriorate. This applies to both print and online applications.

MAIN LOGO / INCORRECT USAGE

LOGO SHOULD NEVER BE /

DISTORTED

Please ensure that you maintain the aspect ratio if/when resizing the logo.

ROTATED

Do not tilt or skew the symbol. Always present logo in perfect vertical alignment.

IN COLOR

Only the specified colors are permitted in any application of the main logo. Do not alter the colors of the icon or the wordmark.

REARRANGE OR REWORKED

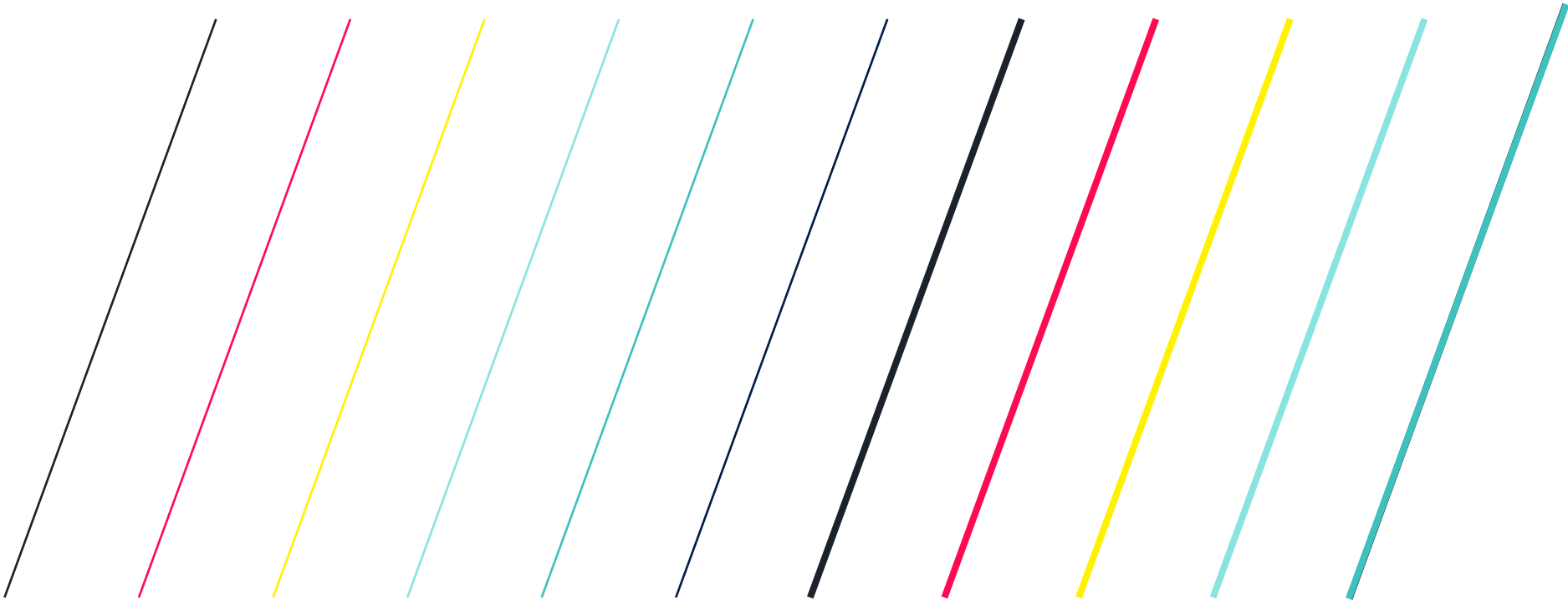
Elements of the logo. Do not rearrange or omit elements of the main logo. The wordmark should never appear without the icon.

INTERRUPTED

Please be mindful of logo placement on images or textures.

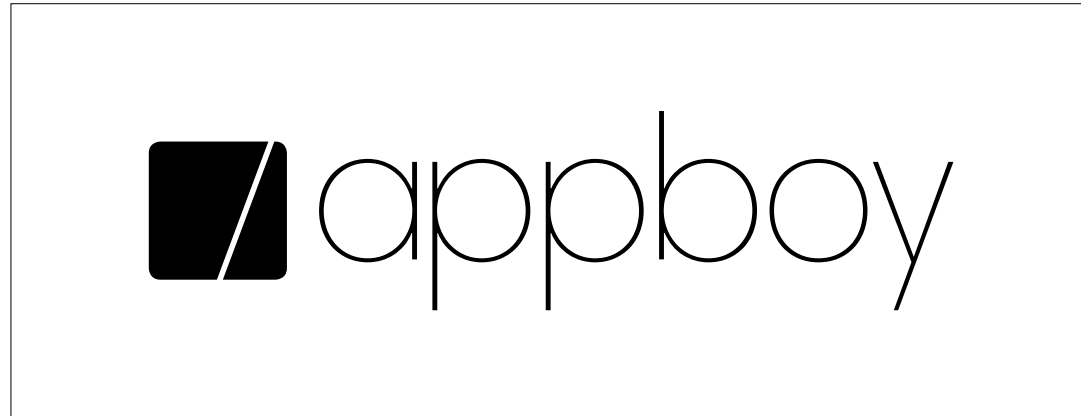


ANGLE

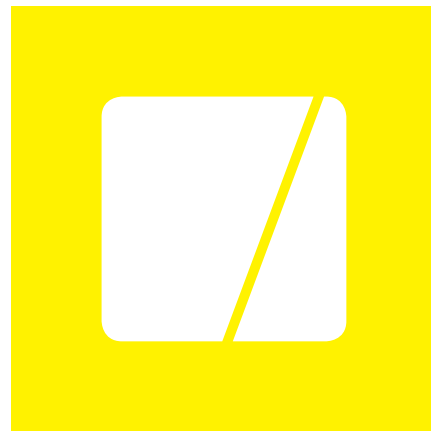
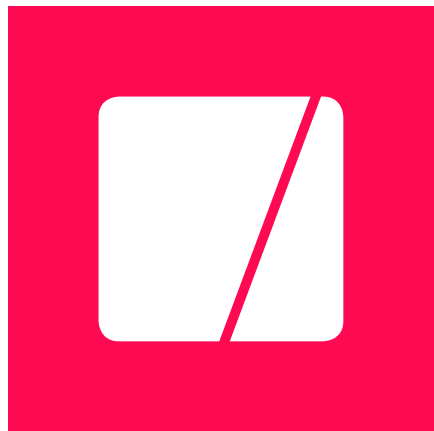


The angle line from the icon can be used as a design element

IDENTITY
/COLOR PALLETE



SECONDARY
COLOR PALLETE

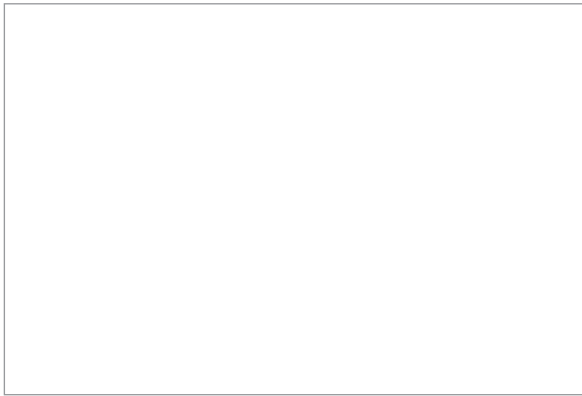


COLOR PALLETE



RICH BLACK

HEX // #1C222B
RGB // 28 / 34 / 43
CMYK* // 80 / 70 / 58 / 68



WHITE

HEX // #FFFFFF
RGB // 255 / 255 / 255
CMYK // 0 / 0 / 0 / 0



HOT PINK

HEX // #FE0A52
RGB // 254 / 10 / 82
CMYK* // 0 / 95 / 70 / 0



YELLOW

HEX // #FFF200
RGB // 255 / 242 / 0
CMYK // 0 / 0 / 95 / 0



TEAL 1

HEX // #3FC1BF
RGB // 63 / 193 / 191
CMYK // 66 / 0 / 30 / 0



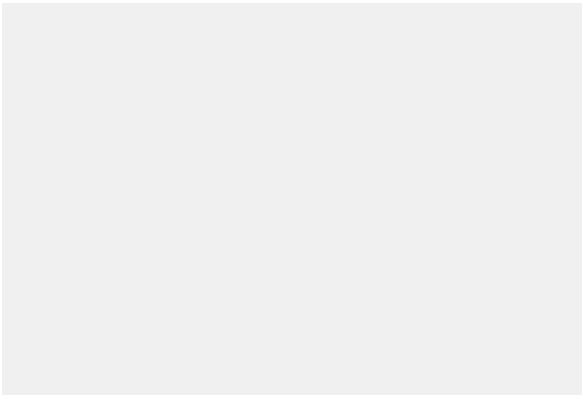
TEAL 2

HEX // #89E4DF
RGB // 137 / 228 / 223
CMYK // N/A



NAVY

HEX // #001E44
RGB // 0 / 30 / 68
CMYK // 100 / 88 / 40 / 50



LIGHT GREY

HEX // #F0F0F0
RGB // 240 / 240 / 240
CMYK // 4 / 3 / 3 / 0

*adjusted for print applications

Avenir Next LT Pro

The quick brown fox jumps over the lazy dog.

AVENIR NEXT LT PRO / THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy. Should not be used for any headlines or sub-head.

AVENIR NEXT LT PRO / REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy alternate. Can be used for sub-heads.

AVENIR NEXT LT PRO / DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy call out. Can be used for sub-heads.

AVENIR NEXT LT PRO / THIN CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines + accent copy.

AVENIR NEXT LT PRO / CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines + accent copy alternate

AVENIR NEXT LT PRO / CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headline + accent copy alternate

GRAPHIC STANDARDS / FAQ

WHY IS IT IMPORTANT TO FOLLOW THE GRAPHIC STANDARDS?

Our graphic standards enable Appboy to project a strong, effective identity as part of our branding effort. Any exceptions to the requirements of these graphic standards must be approved.

WHAT COLOR IS THE APPBOY LOGO?

Black or white.

HOW DO I CHANGE THE COLOR OF THE LOGO TO MATCH MY DOCUMENT?

You don't. Appboy's logo colors are set as black or white.

MAY I ADD MY COMPANY OR DEPARTMENT'S NAME UNDERNEATH THE LOGO?

No. The logo may not be altered.

WHY CAN'T I JUST "BUILD" THE LOGO?

"Building" the logo will not reproduce the logo accurately. Simply eyeballing and then reproducing logos will invariably create differences that while may seem minor to you—ultimately lead to the degradation of logo image quality and consistency. This, in turn, detracts from its branding capability.

HOW DO I REQUEST AN EXCEPTION TO ANY COMPONENT OF THE GRAPHIC STANDARDS MANUAL?

All exceptions to Appboy's graphic standards must be approved by Appboy's Design Department. Submit your request to media@appboy.com.

MAY BUSINESSES AND INDIVIDUALS OUTSIDE APPBOY USE THE LOGOS?

Yes. We support a number of organizations that request the use of the Appboy logo. However, these organizations are required to follow the company's graphic standards.

HOW CAN I DOWNLOAD THE LOGOS?

Appboy logos are available for download with our media kit found on our website at appboy.com/press. Please do not scan the logo from other reproductions or download from other websites.



Appboy is a fast growing company. Our graphic standards enable us to project a strong, effective identity and by following these brand guidelines we can present a unified voice. Questions? Contact media@appboy.com.