TheDmLab

Brand Guidelines

Dm

Making Brilliant Marketing Simple

Contents

Brand Character

Vision

Our aim is to bring complex cross channel digital marketing strategies that deliver results, above & beyond the expectations of our clients. We achieve this by combining up to date methods and techniques, challenging the very boundaries of the marketing industry. We believe in Making Brilliant Marketing Simple.

Mission

Deliver

Timely

Manage Expectations

Brand Essence

Making Brilliant Marketing Simple

Our Values

Embrace diversity & creativity

Challenge the boundaries of our industry

To do our best

Measurably demonstrate what we do

Believe in success

Share in each others' success

The Colours

Our logo & brand consist of a 3 colour palette, black, white & green.

If a fourth colour is needed, we use a light grey.

The palette is minimal but sharp and to the point. Green has many good connotations: getting the green light, moving to greener pastures & earning some green (cash). Go & grow with green! With both a warming & cooling effect, the colour green denotes balance, harmony & stability. Green is also linked with science, a play on words with The Digital Marketing Laboratory.

Black - #000000

White - #FFFFFF

Green - #62BA95

Grey - #D0D0D0

The Typeface

One of the main elements of The DM Lab is its typeface. We use Century Gothic, a geometric sans-serif typeface because of its smooth, neat & crisp look. It was also selected as a homage to McTip IT's logo which used Geo Sans Light. The typeface is clear, concise & clean but also works well as a text & a headline font. It communicates the personality of The DM Lab brand.

Headlines in this system are set in all caps with subheads & body copy in upper & lower case letters. The preferred weights are Century Gothic Regular for headlines & body copy & Century Gothic Bold for sub headings & captions

Generally, headlines, sub headings & captions are left aligned, printed in The DM Lab green on white background or against light colours. Body copy should be printed in plain black.

Century Gothic Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(.,;:?!£&-*)

Century Gothic Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(.,;:?!£&-*)**

The DM Lab's visual style is simple, crisp & sharp.

It represents The DM Lab, uncomplicated, to the point & results driven.

We make brilliant marketing simple.

What it is:

Simple

Sophisticated

Minimal

What it is not:

Boring

Cheap

Ordinary

The DM Lab brand utilises a range of specific imagery to convey messages across all marketing collateral. Illustrative styles are used to convey specific messages in all cases. Photographic imagery may be used as specified for more forward facing, public materials such as banners & flyers at exhibitions.

Illustrative

Simple

Clean

Branded

Photographic

Forward facing

Black & white

Branded

The Logo

The DM Lab's visual identity is the primary identification for The DM Lab brand.

It should appear on all The DM Lab's communications & documentations.

The DM Lab standard logo.

The DM Lab white Logo.

The DM Lab's visual identity should always be surrounded by clear space. The

clear space may be white but if the background is dark for example black, use

the white logo. The logo may only be cropped in the manner as illustrated.

This is the icon created specifically for the brand.

A variation with a gradient is included also.

Mason

Our mascot, Mason, is also used for marketing & brand awareness.

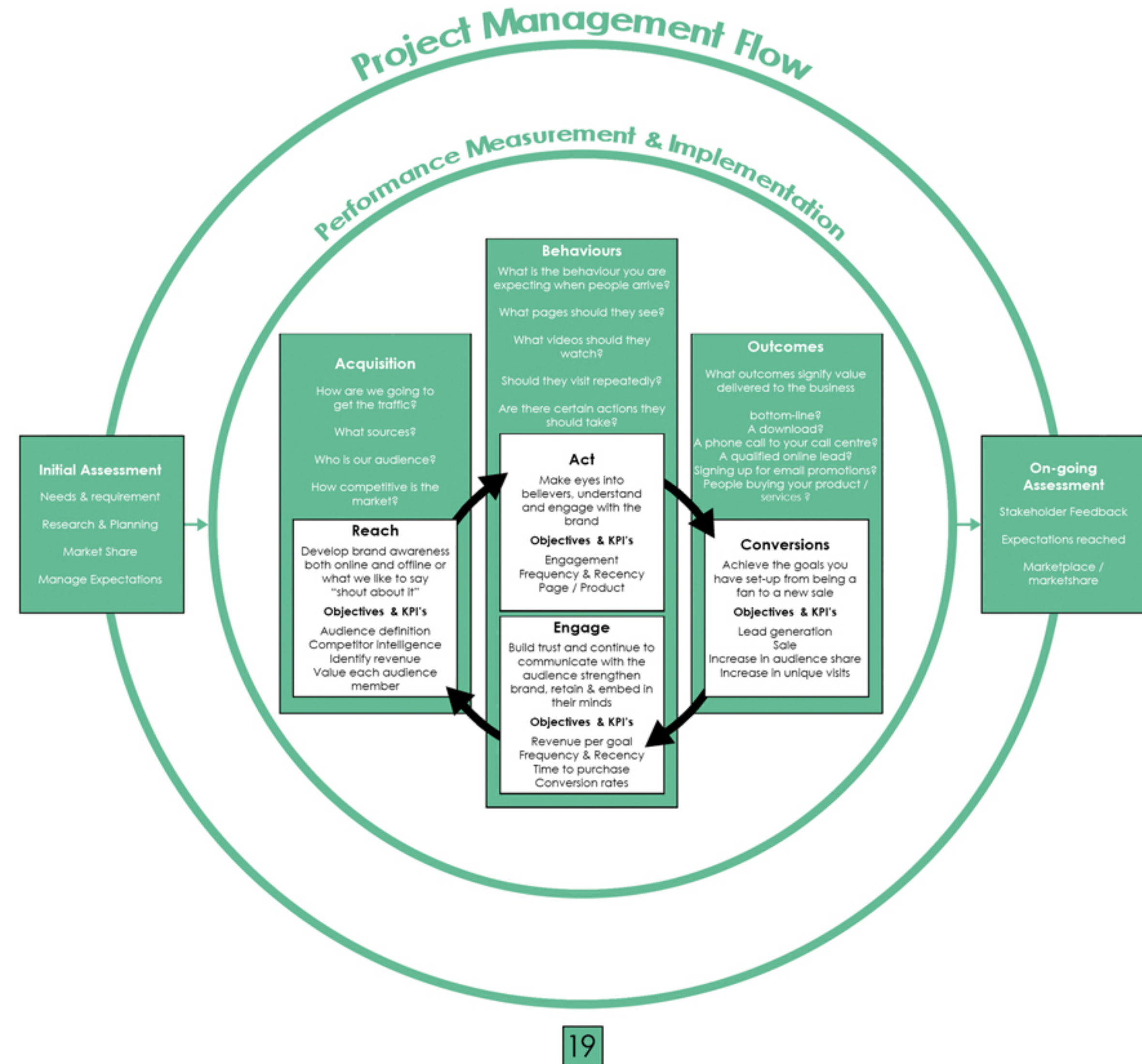He can be designed to suit any criteria / situation.

The Tagline

The DM Lab's tagline also has an important identification for The DM Lab's brand.

Making Brilliant Marketing Simple.

It should appear on all The DM Lab's communications & Documentation.

ABO Model

Project Management Flow

Performance Measurement & Implementation

Behaviours

What is the behaviour you are expecting when people arrive?

What pages should they see?

What videos should they watch?

Should they visit repeatedly?

Are there certain actions they should take?

Acquisition

How are we going to get the traffic?

What sources?

Who is our audience?

How competitive is the market?

Outcomes

What outcomes signify value delivered to the business

bottom-line?
A download?
A phone call to your call centre?
A qualified online lead?
Signing up for email promotions?
People buying your product / services?

Initial Assessment

Needs & requirement

Research & Planning

Market Share

Manage Expectations

On-going Assessment

Stakeholder Feedback

Expectations reached

Marketplace / marketshare

Act

Make eyes into believers, understand and engage with the brand

Objectives & KPI's

Engagement
Frequency & Recency
Page / Product

Reach

Develop brand awareness both online and offline or what we like to say "shout about it"

Objectives & KPI's

Audience definition
Competitor intelligence
Identify revenue
Value each audience member

Conversions

Achieve the goals you have set-up from being a fan to a new sale

Objectives & KPI's

Lead generation
Sale
Increase in audience share
Increase in unique visits

Engage

Build trust and continue to communicate with the audience strengthen brand, retain & embed in their minds

Objectives & KPI's

Revenue per goal
Frequency & Recency
Time to purchase
Conversion rates

Any Questions?

Contact us!

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Find us on:

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