



CAKEMAIL BRAND GUIDELINES

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OVERVIEW

Up-to-date logos, messaging and product imagery should be used whenever CakeMail and/or CakeMail products are represented, in online and print marketing and sales materials.

CakeMail requires all partners, vendors and others who advertise, produce or represent the CakeMail brand or products to adhere to these guidelines to help ensure a consistent position in the marketplace for our products, solutions and services.

These brand guidelines explain proper usage of:

- Company logos
- Company & product descriptions
- Company colours and fonts

The latest version of the CakeMail logo, product images (where applicable) and these brand guidelines can be found online at <https://cakemail.com/brand-guidelines>

If you have any questions, please contact your CakeMail account manager or email mireille@cakemail.com.

USING THE CAKEMAIL BRAND

There are two main categories of use for the CakeMail brand

1. Identifying CakeMail as a company you do business with
2. Identification of CakeMail as a specific product delivered to the end customer

Usage Scenarios

1. CakeMail As A Company

Scenarios for use

- In your Partner list
- Featuring CakeMail as a company you do business with
- General descriptions

Assets to utilize

- CakeMail's corporate registered trademark: CakeMail®
- CakeMail logo (ideally linked to <http://cakemail.com>)
- Corporate messages (long (preferred) or short)

2. CakeMail as a Product

Scenarios for use

- Featuring CakeMail as a product you offer to end customers
- Marketing or communications activities that are solution-focused
- Options in product purchase menus
- Inclusion of CakeMail in bundles or promotional offers

Assets to utilize

- CakeMail's corporate registered trademark: CakeMail®
- CakeMail logo (ideally linked to <http://cakemail.com>)
- Product messaging (long (preferred) or short)
- Selected official product imagery

CAKEMAIL MESSAGING

The following are the approved ways to describe CakeMail.

Long Corporate Description

We believe a successful small business can change its community and the world for the better. So we work hard to create tools that help small businesses engage and build relationships with their community. Which is why we provide an elegant and simple-to-use email marketing app.

Long Product Description (for Reseller Markets)

CakeMail is an easy-to-use email marketing application for small businesses. Customers can build & send professional-looking newsletters in minutes and track their results...

Short Description (for Reseller Markets)

CakeMail is an easy-to-use email marketing application for small businesses. Customers can build & send professional-looking newsletters in minutes.

Long Product Description (for End Customers)

CakeMail is an easy-to-use email marketing application for small businesses that lets you build & send professional-looking newsletters in minutes and track their results...

Short Description (for End Customers)

Email marketing for small businesses made easy.

Tagline

Simple email marketing

or

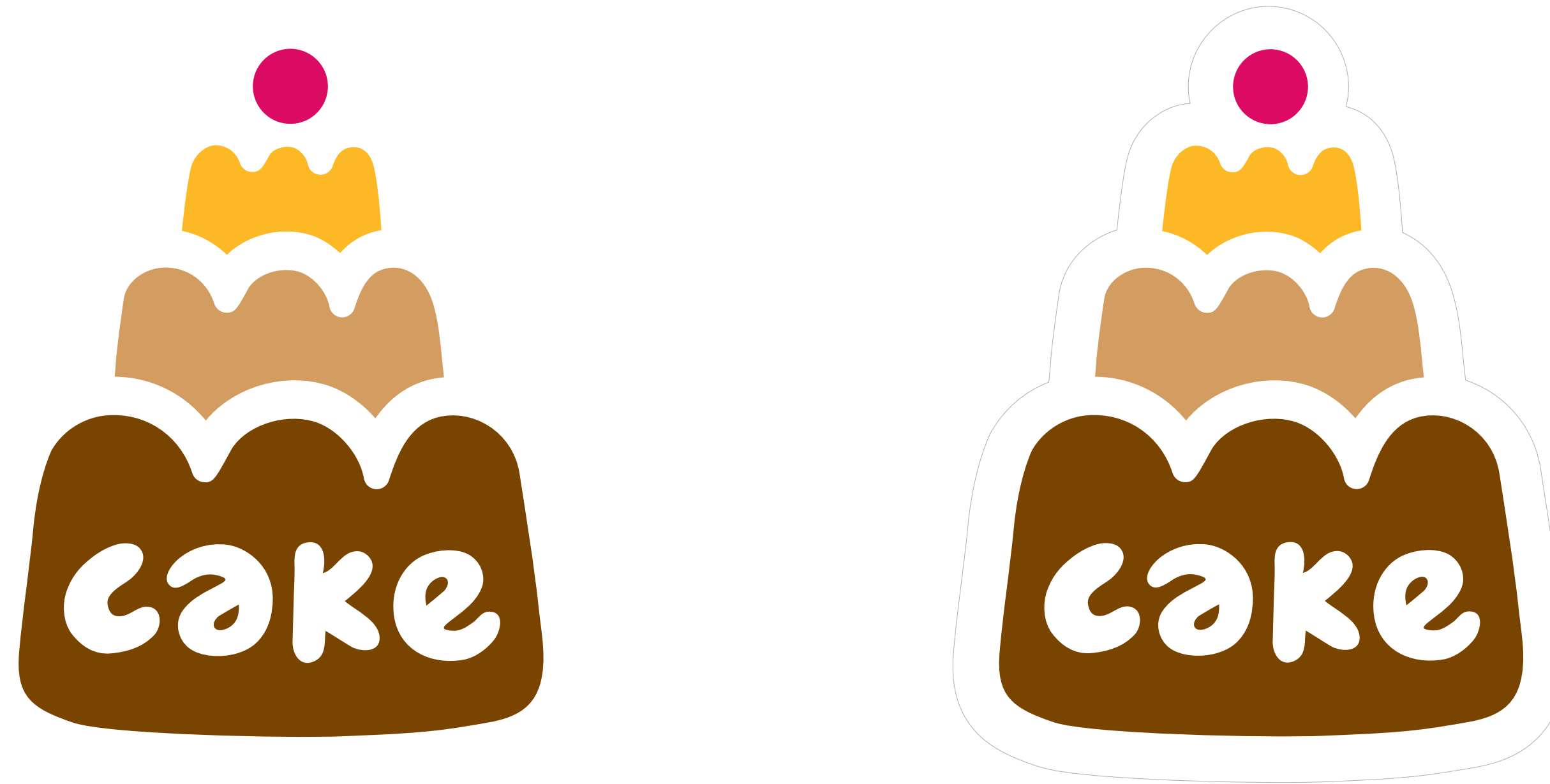
Email marketing for small businesses

Registered Marks & Usage

- The company should always be referred to as “CakeMail” or “CakeMail, Inc.”
- The M in CakeMail must always appear in uppercase.
- On first mention, CakeMail should include the federal registration mark “®” in super-script immediately following the “l” as indicated: CakeMail®
- Subsequent mentions do not require this designation.

CAKEMAIL LOGO

The following are approved versions of the CakeMail logo for official use:



The logo without a white border must be used only on true white backgrounds (including CMYK 0/0/0/0, RGB 255/255/255, HEX #FFFFFF).

The logo with a solid white border should be used on any non-white backgrounds or in cases where die-cuts, knockouts or other effects are required.

The word “cake” in the CakeMail logo must always remain opaque and white in colour.

Examples of proper usage:

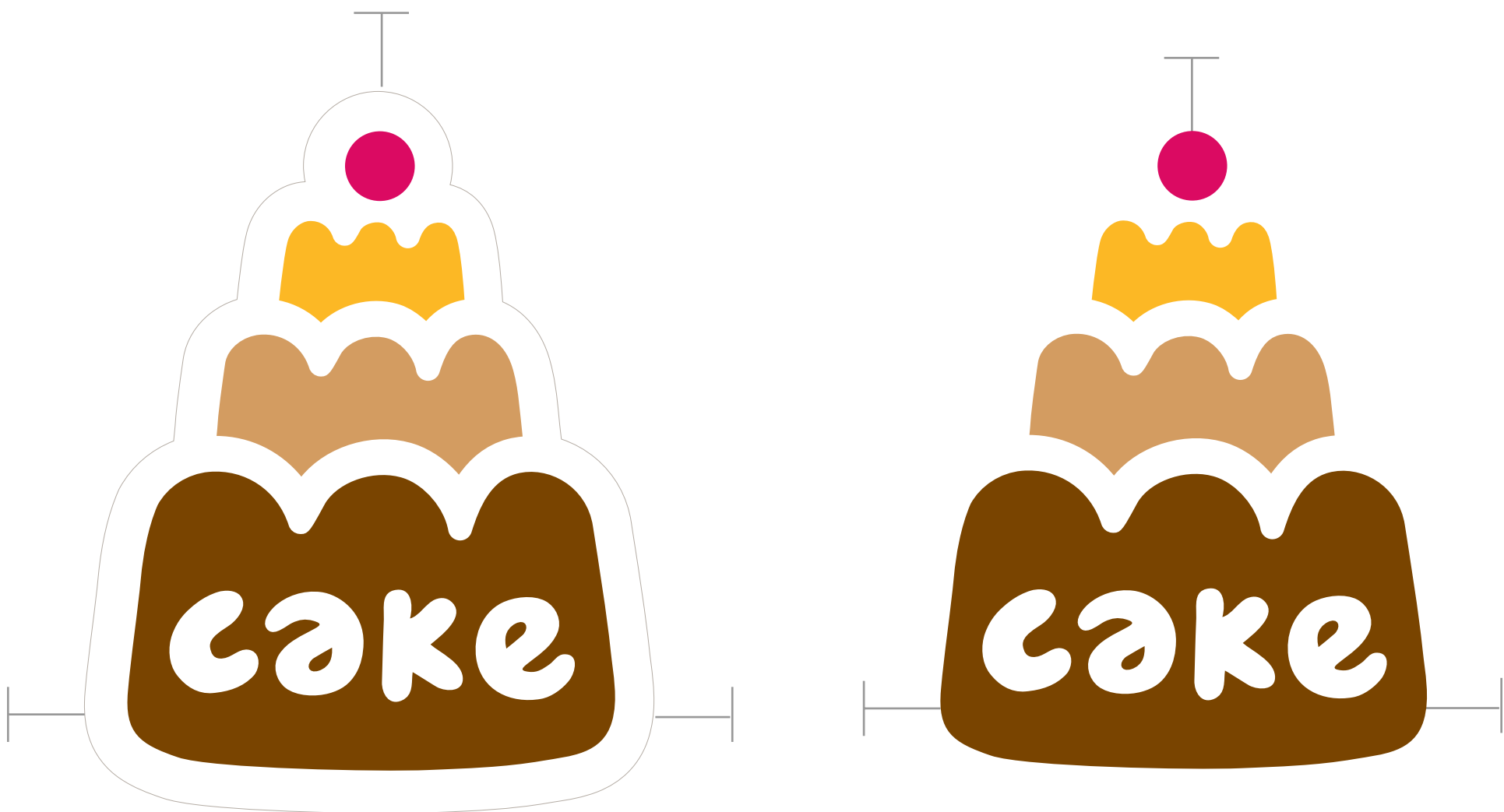


Examples of improper usage:



White Space & Breathing Room

In order to maintain the integrity of the CakeMail logo when used in application along with other graphical elements, there is a minimum whitespace requirement. This dimension is space equal or greater to the diameter of the circular “cherry” at the top of the cake.

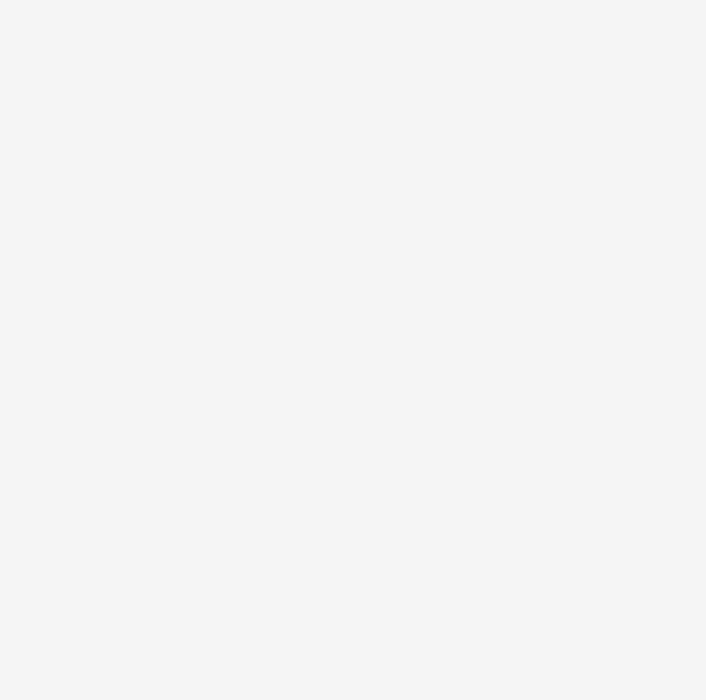


COLOURS AND FONTS

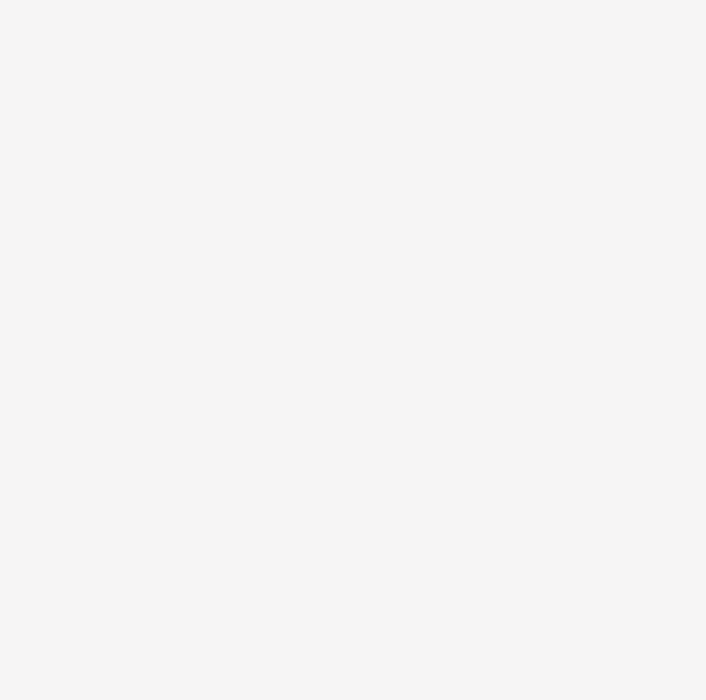
Where possible, official CakeMail colours and fonts should be used.



Pink
 Pantone 213 C
 RGB 210/25/112
 CMYK 13/100/29/0
 HEX #D3186F



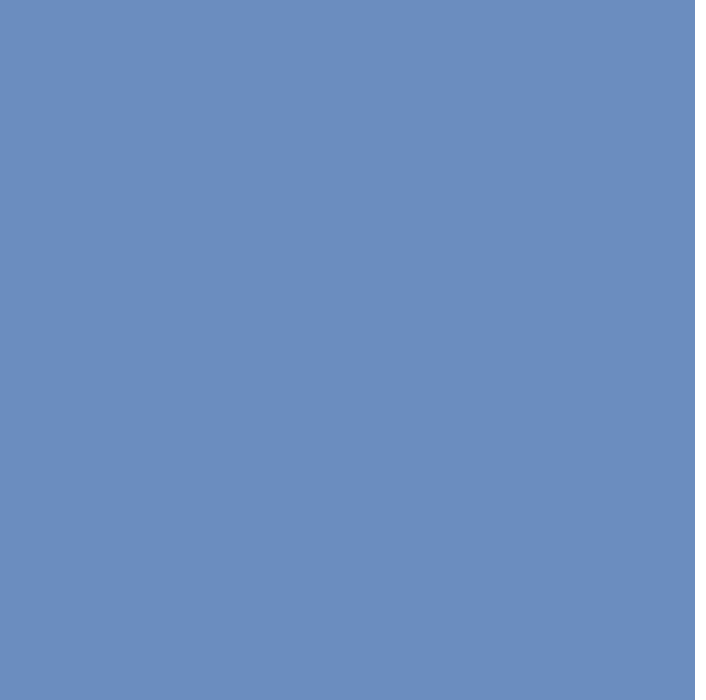
White
 RGB 255/255/255
 CMYK 0/0/0/0
 HEX #FFFFFF



Pale Gray
 Pantone Cool Gray 1 C
 RGB 246/243/241
 CMYK 2/2/3/0
 HEX #F7F4F2



Pale Yellow
 Pantone 1555 C
 RGB 239/219/196
 CMYK 5/12/22/0
 HEX #EFDCC4



Pale Blue
 Pantone 7682 C
 RGB 106/143/192
 CMYK 61/37/6/0
 HEX #6A8FC0

The official CakeMail corporate font is DIN, and can be used in its full variety of font weights. DIN is available for purchase in Mac OS X, Windows and OpenType formats. Merriweather can also be used, particularly for paragraphs of text. See <http://www.google.com/fonts/specimen/Merriweather> for more information about the font.

H1	H2	p	a	quote	Bullets/Lists	Buttons
DIN - Medium	DIN - Medium	Merriweather	Merriweather #6A90C1 or #D3186F	<i>Merriweather Italics</i>	DIN	DIN #D3186F

ONE-COLOUR ARTWORK

In addition to the full-colour logo, the CakeMail logo may be used as one-colour artwork using a knockout version of our logo (without the white border, if it is to be used on a white background).

Single-colour representations of the CakeMail logo may appear on any colour, but where possible we prefer usage in tandem with black, white, grey, or any official CakeMail colour.

Examples:



Greyscale



Black



White



Official CakeMail Colour

QUESTIONS & CONTACT INFORMATION

In addition to the usage outlined in this document, from time to time you may be required to use the CakeMail brand in other, more unique circumstances. Should you have questions about usage of any of the CakeMail brand elements, or a unique brand requirements, please contact us:

Mireille Tessier

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To download the latest versions of CakeMail logos in .EPS or web-friendly PNG files, please visit <https://cakemail.com/brand-guidelines>