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Introduction

This style guide documents the visual design direction for all branding elements. The guide is meant to aid designers and developers in maintaining consistency throughout their work. It is critical that they understand the style and apply the rules.

Note: Some of the images and thumbnails in this guide were reduced in size in order to fit the dimensions of this guide’s layout.
Bizrate Insights Logo

The corporate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

In Copy

When referencing in copy, capitalize B and I to ensure the best legibility and interpretation of the brand.

Primary Use

This is the preferred version of the logo that should be used whenever possible when introducing the brand.
Stacked Version

These versions can be used in any scenario in which a stacked treatment is more aesthetically pleasing than the horizontal treatment. When using more than one logo on the same page, keep the font size consistent.
Minimum Reproduction Size

To preserve the legibility and recognition of logos, none of them should be reduced any smaller than the dimensions stated. Pixels refer to web and inches refer to print.
Fonts

As with our logo, consistent use of our corporate typefaces—Gotham—reinforces brand identity.

Gotham Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The Color System

The color system uses a wide variety of rich, multi-dimensional colors to help embody overall brand aesthetic. Medium & dark blue are our primary brand colors and other shades of blue are used to compliment these corporate colors. A variety of other specific colors in the spectrum are also used to help drive brand integrity. Please follow the guidelines over this chapter for use.

**Brand colors**

Brand colors, when carefully applied, will impart a consistent look and feel to the brand. Never substitute different colors for the brand colors. Do not use this reproduction for color matching. Refer to the Pantone and CMYK when specifying ink colors.

- **Medium Blue**
  - HEX: #2485D2
  - R: 36 G: 133 B: 210
  - C: 78 M: 41 Y: 0 K: 0
  - Pantone 7689 C

- **Dark Blue**
  - HEX: #183965
  - R: 25 G: 57 B: 101
  - C: 100 M: 84 Y: 34 K: 22
  - Pantone 2955 C
Color: Complimentary

Complimentary colors are used as accents to assist in punctuating brand colors. Complimentary colors are best used in small doses but can be used in a larger scale depending on the context.

Uses

Complimentary colors can be used for buttons, links, call outs and as background. The dark blue (hex:#0a1e31) is good for background applications especially when the logo needs to be applied because it allows the blue in the “o” to pop.

- HEX: #4EC2F8
  - R: 78 G: 194 B: 248
  - C: 57 M: 5 Y: 0 K: 0

- HEX: #061936
  - R: 6 G: 25 B: 54
  - C: 97 M: 85 Y: 47 K: 60

- HEX: #F6AE1A
  - R: 246 G: 175 B: 27
  - C: 2 M: 34 Y: 100 K: 0
Color: Web

The secondary color palette is mainly used for background elements that aren’t meant to stand out on their own. They can also be used for text color and backgrounds to web pages and print collateral.

- **HEX: #2485D2**
  - R:36 G:133 B:210
- **HEX: #F2F2F2**
  - R:242 G:242 B:242
- **HEX: #E6E6E6**
  - R:230 G:230 B:230
- **HEX: #686868**
  - R:104 G:104 B:104
- **HEX: #033766**
  - R:3 G:55 B:102
- **HEX: #2485D2**
  - R:36 G:133 B:210
- **HEX: #447EB9**
  - R:68 G:126 B:185
- **HEX: #F8AF01**
  - R:248 G:175 B:1
- **HEX: #033766**
  - R:3 G:55 B:102
- **HEX: #34468D**
  - R:52 G:70 B:141
- **HEX: #5EC0EC**
  - R:78 G:194 B:248
- **HEX: #447EB9**
  - R:68 G:126 B:185
- **HEX: #FFFFFF**
  - R:255 G:255 B:255
- **HEX: #686868**
  - R:104 G:104 B:104
- **HEX: #000000**
  - R:0 G:0 B:0
Usage Examples: Brand & Complimentary Colors

Uses
This is a trifold that uses complimentary colors to help accentuate brand colors. The dark blue background helps allow the medium blue brand color to stand out from the page.
Usage Examples: Web Color

Uses

In this example, the Programmatic Overview page is using a variety of blues and white to light grey as background colors to help push contrast. The more saturated colors like orange and light blue are used for buttons and call to actions.
Geometry

*Bizrate* uses a geometric motif comprised of sharp edges, horizontal, vertical and diagonal planes overlapping and intersecting to create a dynamic visual look. These planes use a combination of brand and complimentary colors to help push brand aesthetic.

**Uses**

In these examples of a webpage, an ebook and a trade show banner, you can see an array of 90 degree geometric angles and planes being intersected and overlayed with diagonals to give these pieces a more dynamic look and feel.
Web

Bizrate Insights uses an array of color, fonts, stock imagery, fields, buttons, and navigation to help push brand aesthetic. Please look to these next pages in this chapter when designing new pages or revising old ones.

The www.bizrateinsights.com homepage
Web: Responsive

As with our logo, consistent use of our corporate typefaces—Gotham—reinforces brand identity.

Desktop

Layouts
Bizrateinsights.com is a responsive website with three major states: desktop, tablet, and mobile.

Navigation
• Desktop has a fly-out navigation with a subnav on many pages
• Tablet and mobile have a "basement" style navigation

Grid
• The desktop uses the full width of the page
• For tablet and mobile displays, columns begin to stack on top of each other when the screen becomes too crowded

Mobile
Web: Sub-Navigation

As with our logo, consistent use of our corporate typefaces—Gotham—reinforces brand identity.

1. Gotham Bold 12pt #fff
2. Gotham Med 12pt #061936

Your Customers Know You Best

Is your service good?
What do people think about your site?
Why didn’t shoppers buy?

Get answers fast.
Collect customer feedback with our surveys.

208px
Web: Buttons

Button consistency helps users know where to click, navigate through our site, and understand the call-to-actions that we’re asking of them.

### Button Styles

**CTAs**
- The colors are always #f8af01 and #4ec2f8 with white type
- Type is always 16pt
- Type is always centered
- Type takes on the color when hovering

**Play Buttons**
- Slight shadow under the triangle
- Colors invert on hover
- Size may vary but always a circle proportionally

**UP**

![UP Button](image)

**HOVER**

![Hover Button](image)
Web: Contact Forms

As with our logo, consistent use of our corporate typefaces—Gotham—reinforces brand identity.

Field Styles
• Color is white
• 44% transparency
• Type is always 12pt
• Type is grey
• Type is always left aligned

![Contact Form Screenshot](image_url)
Web: Footer

As with our logo, consistent use of our corporate typefaces—Gotham—reinforces brand identity.
Icons

Icons help us illustrate some of the terms we commonly use. They are meant as a visual aid, to help the user visualize the point we are trying to get across.

**Normal - Large Uses**

When used in a medium to larger context, icons should employ a thin, single lined modern look.

**Small Uses**

In cases where a single-lined icon would be illegible, full color icons with no lines should be used.
Stock Imagery

Our stock imagery strives for a high-fi, sophisticated yet casual aesthetic. We try to select photos that have a professional feel, without feeling contrived and forced.

Correct Uses

Incorrect Uses
Infographics

Our infographics help to illustrate the trends that we’re spotting with our unique data. The infographics should have a degree of hierarchy, emphasizing the most important information with large numbers, copy and rich colors.
Illustrations

Our illustrations take on a sophisticated, yet playful aesthetic using colors from the color palette and using a flat, 2-D style.