



THE LAUNCHPAD

Brand Guide



BRAND ESSENCE

We're the crazy ones.

We're trail blazers, thought leaders, innovators, illuminators, and awakeners - catalysts for change and growth.

We are expressions of unapologetic possibility and prosperity.

We are inspired, inspiring, genius rebel leaders.



BRAND VALUES

Our core values are our foundation.

They are our organizational DNA. Our guidance system.

Our values are what we stand for, the ground we stand upon, how we stand apart,
and where we stand together.

INTEGRITY

INNOVATION

PROSPERITY

SKIN IN THE GAME

GREATER GOOD

GOT YOUR BACK



BRAND VALUES

INTEGRITY:

Transparency
Alignment
Honesty
Authenticity
Be real

INNOVATION:

Inspiration
Possibility
Expansion
Evolution
Forward thinking
Forward moving
Proactive
Solution-focused
Creativity
Rebel genius
Simplicity

PROSPERITY:

Dream big
Expansion
Freedom
Prosperity Consciousness
Abundance
High vibration
Responsibility for energy
Passion
Flow
Gratitude

SKIN IN THE GAME:

Take care of the business
Honor
Commitment
Personal ownership
Quality
Respect
Responsibility
Accountability
Do more with less

GREATER GOOD:

Connection
Service
Intention
Big picture thinking
Excellence
Deliver more in use value
Productivity
Flow
Client Delight

GOT YOUR BACK:

Belonging
Sense of tribe
Teamwork
Support
Empowerment
Commitment
Connections
Relationships



THE LAUNCHPAD



MISSION

Our mission is to fuel growth for technology companies and value-added resellers and the marketing agencies who support them.

We do this by providing:

- Exceptional, highly qualified ultra-closeable B2B sales leads
- Access to top quality, accurate, actionable market intelligence at affordable price points
- The strategy, skills, systems and structure to be able to take the right action on the leads and data so that it yields revenue-generating results

VISION

Our vision is to continually innovate the B2B marketing and lead generation space and deliver the highest quality, near-term sales opportunities. We're re-inventing how B2B marketers access top quality data, connect with qualified buyers and inspire their target market to act – and create exponential abundance in the process.

The Launchpad will create prosperity and act as catalysts for growth for ourselves and our clients. We are a source of inspiration and inspired action for our clients as thought leaders, and innovators.

This allows us to trail blaze a path to freedom for all involved.



DREAM CLIENT AVATAR

I've got revenue goals to hit. The pressure to hit them is on. To fill our funnel, I need leads. Not just any leads. I need leads that convert to closed business.

I'm losing faith in outsourced lead generation strategies because the leads just don't convert. First appointments go well. Then, the prospects go dark. They go nowhere. Getting leads is not a problem. Converting them to closed business is. I'm frustrated because lead generation feels like a commodified business. I feel stuck in the same old processes and paradigms that aren't working. There's no real innovation in the space. Keeping with the same old ways of lead generation and using the same vendors keeps us stuck and frustrated.

I'm frustrated with the false economy of the lead business. I don't care about cost per lead. The metric that is more meaningful to me is cost per conversion. Higher ROI is more important. My sales reps are tired of wasting time following up on low quality appointments. Poor leads are not only inefficient. They build distrust and resentment between marketing and sales.

The overwhelming problem with my demand generation campaigns is that they produce tons of garbage, which then flows downstream to sales. And sales doesn't trust the quality of the leads I'm sending. What I need is leads that convert to actual sales revenue.

I need a partnership with an innovative marketing partner who understands this dilemma and who will prioritize quality and closeable leads for us. I need a marketing partner who doesn't just generate appointments, but helps us navigate the journey from appointment to closed business. One who can help us with strategy and offer innovative ideas to help us meet our sales goals. I value authenticity and want a partner I can be real with. One who understands and helps me solve my pains.



Marketing Brand Language

Lift off
Fuel
Take off
Launch
Make it into orbit
Attain velocity
Accelerate
Thrust



Brand Promise

To deliver the highest quality, most closeable B2B sales leads to our clients with integrity and transparency.

To deliver the highest quality B2B data at fair and affordable price points, without a subscription.

Deep, rich marketing expertise and continuous innovation.

Our ultimate promise is our clients' success.



Creator/Innovator Brand Archetype Language

Innovator
Fired up
Catalyst
Passion
Visionary
Paradigm-Shifter
Genius
Out-of-the-box thinking
Forward-thinking
Change-maker



BRAND & BRANDING

Brand is the essence of who we are.

Brand is our promise to clients and reason for existing – perfectly packaged for the world to see and understand.

Brand is how we show up for clients.

Brand is the intangible sum of our attributes - a person's gut feeling about us and our service.

BrandING is something different.




BRANDING IS AN ACTION.

BRANDING IS THE ACT OF CREATING A BRAND.

We're branding all the time whether we're conscious of it or not. Branding happens whether you're an active participant in the process or not.

We - and our clients - are telling a story about our brand every moment - whether it's conscious or not. From our logo, web site and business collateral, to every interaction with our clients - both external and internal - all are part of creating our brand story.

Making a conscious decision to brand - the process of branding - helps ensure we're telling the story we want to tell in the way we want to tell it.



Storytelling is the best marketing.



THE LAUNCHPAD

BRANDING

**is consciously, intentionally and actively
creating a brand.**

ALIGNMENT

It's the art of aligning what you want people to think about your company with what people actually do think about your company.

STRATEGY

It's the process of defining, developing and implementing a brand strategy that will guide people in thinking about and reacting to your brand.

STORY-TELLING

It's about figuring out who you are, what your story is, how to tell it so it resonates with your audience – and then making sure it's consistent across all platforms.



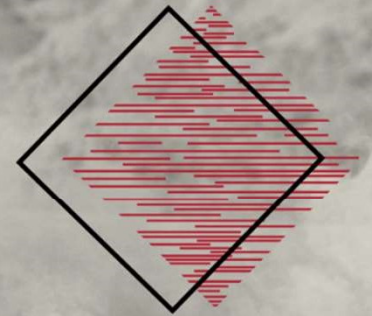
**BRANDING CAN BE A
GAME CHANGER.**



THE LAUNCHPAD

OUR DESIGN TOOLKIT

VISUAL ELEMENTS



THE LAUNCHPAD

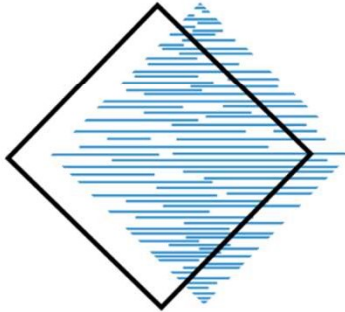
PRIMARY LOGO



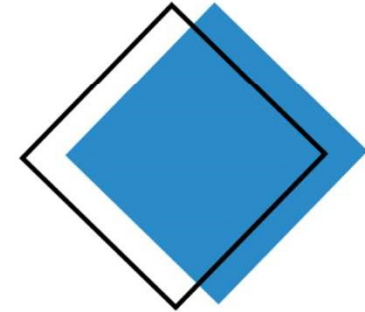
THE LAUNCHPAD



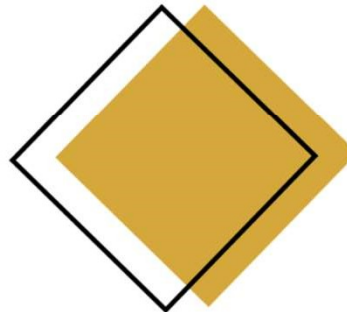
ALTERNATE LOGOS



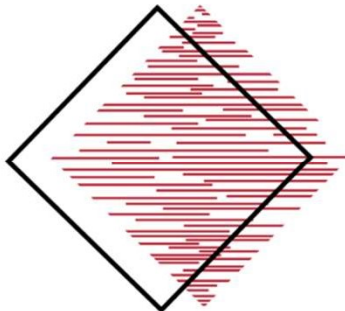
THE LAUNCHPAD



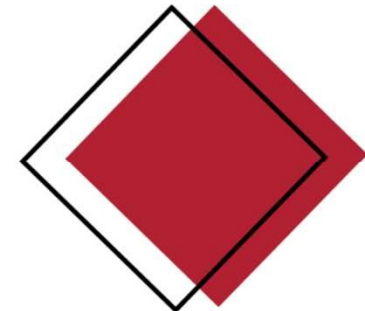
THE LAUNCHPAD



THE LAUNCHPAD



THE LAUNCHPAD



THE LAUNCHPAD

TYPOGRAPHY

PROZA LIBRE

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

Cormorant

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
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

Open Sans

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
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

HEADER

PROZA LIBRE

'Proza Libra' is the header font. This must be used sparingly, and in upper/lower format for websites, publications or other printed pieces.

SUBHEADER & PRIMARY BODY COPY

Cormorant

'Cormorant' will be the primary font used for all branding for The Launchpad.

SUBHEADS & CAPTIONS

Open Sans

Subheads, captions and optional body copy will be typed in 'Open Sans'.

COLOR PROFILE



THE LAUNCHPAD

DEEP WATERS

16123F

ROYALTY

184A9B

ICE

2B89C5

FIRE

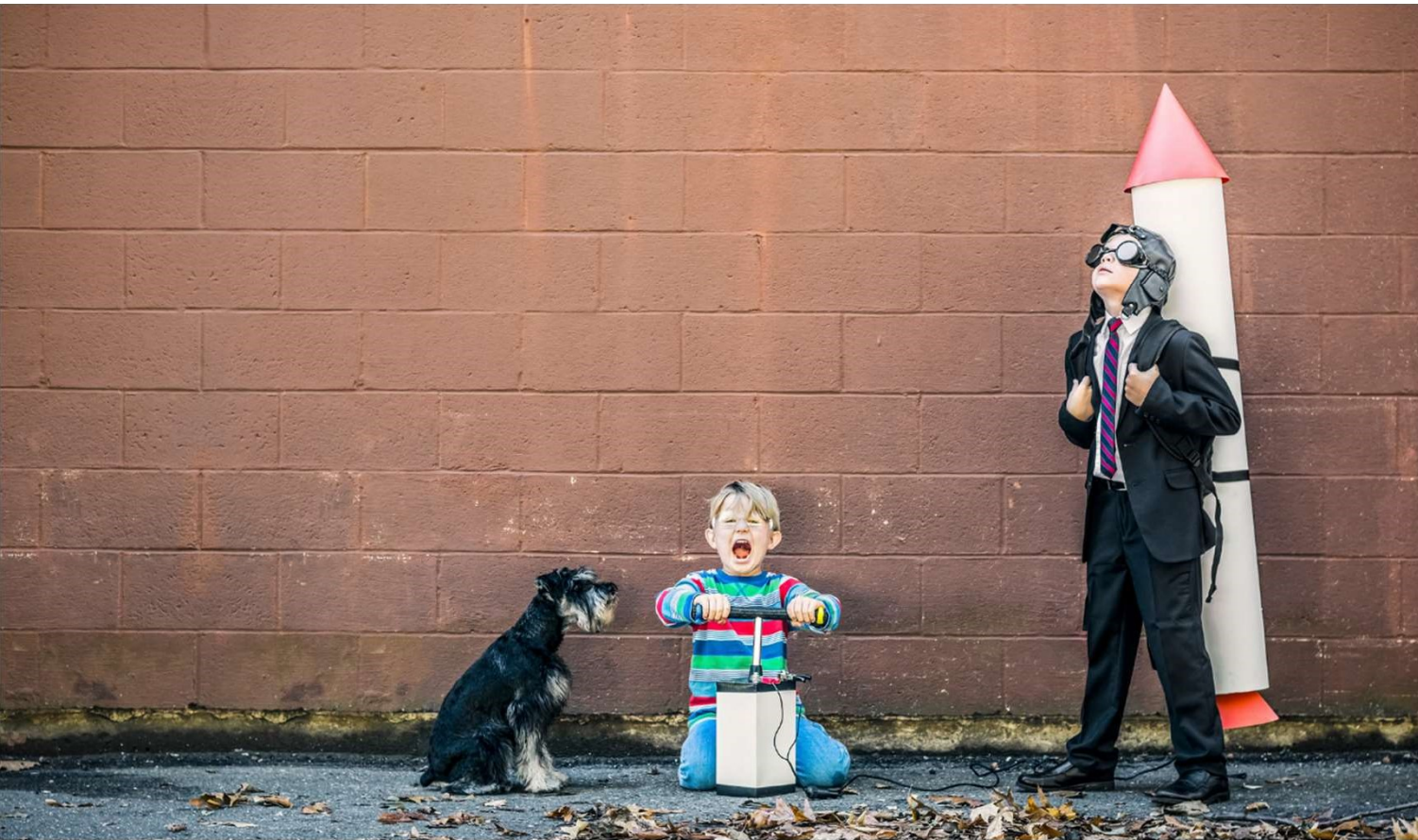
B12032

DAAL

D5A83C

SIMPLICITY

EFECEA

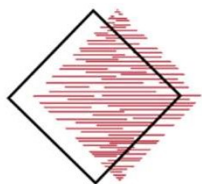


PHOTOGRAPHY INSPIRATION

Photography is the backbone to brand continuity and identity.

Aesthetically, it enhances websites and collateral, and ideally allows a client to more fully experience the brand.





THE LAUNCHPAD

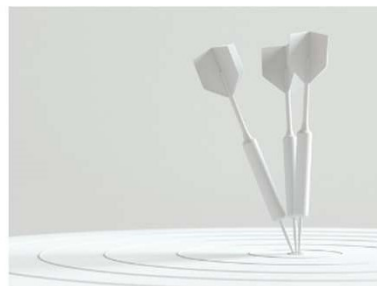
Our photos show
that we are
approachable,
creative, innovative,
out-of-the-box
thinkers.

We're a disruptor in
the B2B technology
data space. No other
company offers what
we offer.





Our brand aesthetic
is characterized by a
down to earth
accessibility & a
sense of humor
uncommon to B2B
brands, lots of white
space and pops of
color



BRAND ELEMENTS

Our brand elements have been customized to enhance the brand identity, creating a powerful experience for clients. They are characterized by geometric shapes, straight lines and clean boxes in keeping with the brand's streamlined feel.

Rectangles and squares can be layered behind texts to add interest.

Solid lines can be used to break up designs with a lot of text.

Multi-colored dividers can be used to break up designs with a lot of text; they can also be used to call out important paragraphs.

Use brand elements sparingly, as white space is the foundation of our visual identity.

big text on square
for important info



COLOR BLOCK BACKDROPS



HORIZONTAL LINES

SOCIAL MEDIA ICONOGRAPHY

