

ebq

Brand Guideline 2020



Our people
are your people.

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EBQ brand guideline 2020

EBQ's brand personality is carefully crafted and intentional.

The brand guidelines clearly outline our goals for visual designers and content creators who represent the EBQ brand.

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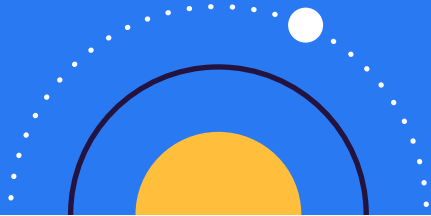
Core Values



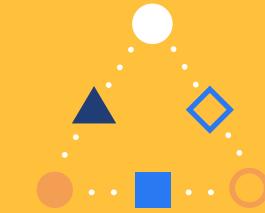
Customer Driven

Our customers deserve the very best of our efforts, so we strive to go above and beyond to exceed their expectations.

Employee Focused



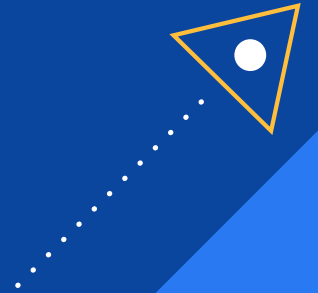
We take an aggressive approach to work-life balance, motivating our team to be better every day.



Real-Time Meritocracy

We're a true meritocracy where every individual has the opportunity for professional development and personal achievement.

Sustainable Growth



We focus on long-term growth strategies over short-term solutions, boldly adapting to any challenge we face.

Personality

Helping companies grow makes us happy.

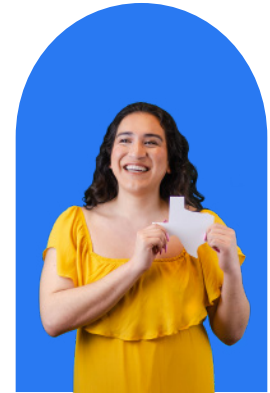


Helping companies grow makes us happy, and that's reflected through the EBQ brand. Through the warm, smiling faces of our people and through our bright and playful imagery.

The vibrant, contrasting complementary colors embody the boldness and collaborative spirit of our team.



And the overall clean and polished aura of the EBQ brand represents the professionalism and expertise that drives everything we do.



Our expertise speaks for itself.



Empathetic

EBQ speaks with our readers in mind.

We understand who reads what we publish, why they're reading it, and what challenges they need to solve.

Everything we write is meant to help them learn and grow.



Informative

We aim to teach everyone who interacts with our brand something that they don't know.

Our focus is using our expertise to help business succeed and showcasing how our services can assist.



Consistent

EBQ content is just one part of a seamless brand experience.

We mean what we say and maintain consistency in our messaging, only changing our stance when new information is introduced.



Innovative

Our goal is to provide a new perspective through thought leadership.

As experts in our industry, we offer strategic guidance and key takeaways that go beyond the outdated tactics published by competitors.

Colors



2979EC

EBQ BLUE

RGB 38 43 90
CMYK 97 92 35 29
PMS PANTONE 2758C



7DACFF

SEA SUITE

RGB 125 172 255
CMYK 46 26 0 0
PMS PANTONE 2121C



0A459E

COLD CALL BLUE

RGB 10 69 158
CMYK 100 84 3 0
PMS PANTONE 2945C



EBF4FF

SOFT BLUE

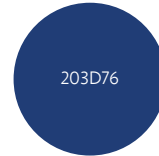
RGB 238 247 255
CMYK 5 0 0 0
PMS PANTONE



CBDFFF

ICE BLUE

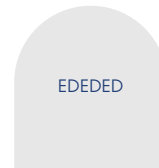
RGB 206 226 255
CMYK 16 6 0 0
PMS PANTONE 277C



203D76

DEEP BLUE

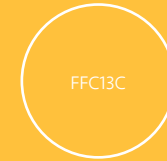
RGB 32 61 118
CMYK 100 86 26 11
PMS PANTONE 288C



EDEDED

SOFT GREY

RGB 237 237 237
CMYK 6 4 4 0
PMS PANTONE 656C



FFC13C

SUNSHINE

RGB 255 193 60
CMYK 0 26 87 0
PMS PANTONE 116C



F49E54

TANGERINE

RGB 244 158 84
CMYK 2 44 75 0
PMS PANTONE 144C



32D0B0

LUCKY

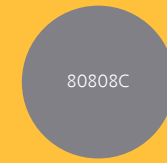
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CMYK 64 0 42 0
PMS PANTONE 3385C



1FA98D

EMERALD

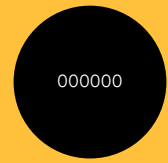
RGB 31 172 144
CMYK 77 7 55 0
PMS PANTONE 339C



80808C

JUST GREY

RGB 38 43 90
CMYK 97 92 35 29
PMS PANTONE



000000

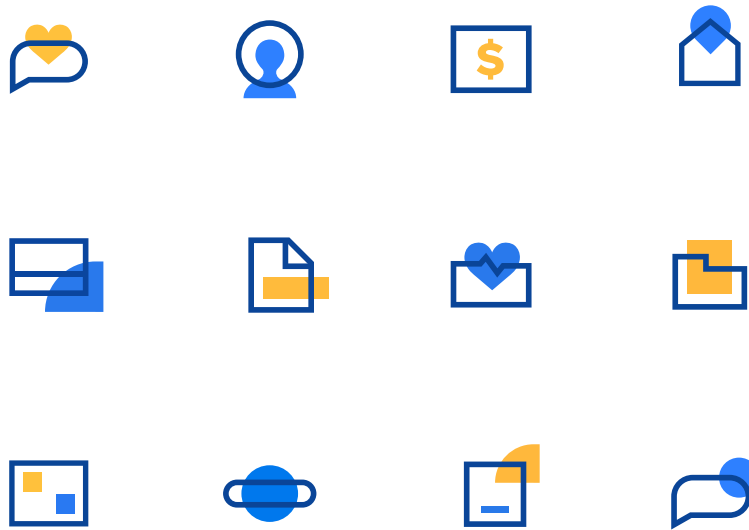
VERY BLACK

RGB 0 0 0 0
CMYK 75 68 67 90
PMS PANTONE

Professionalism
with a side of bright
and cheerful.

Iconography

**A modern
company with
a contemporary
appearance.**

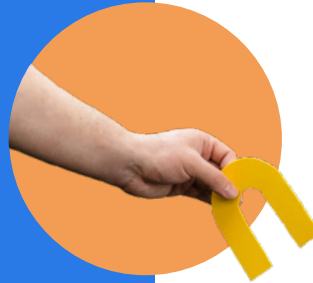


Primary Imagery

Photography with vibrant colors
Employees photos are shot with
various poses and expressions



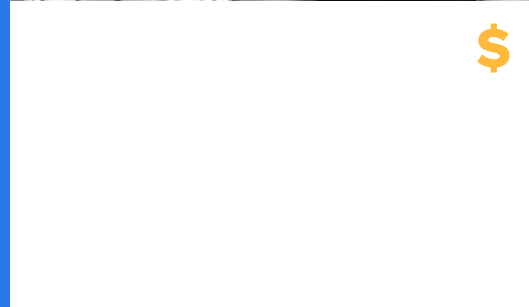
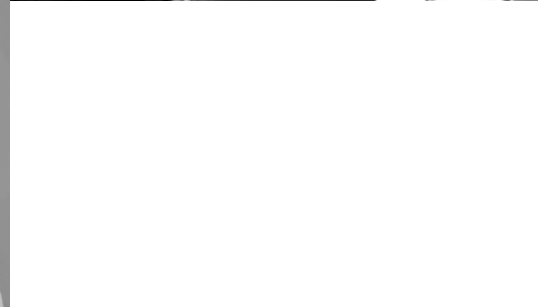
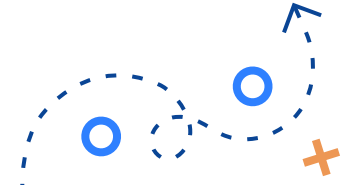
**Our people are
our greatest asset.**



Secondary Imagery

Black & White Photography with EBQ blue

**Collaboration
drives our growth.**



Web Components

START GROWING WITH EBQ TODAY

CONNECT WITH A SPECIALIST

[Learn more about our approach](#) >

[Read the Guide](#) >

[Learn More](#) →



Appointment Setting

We cold call target accounts and qualify marketing leads to provide your reps with sales-ready leads.

[Learn More](#)



Validate

Verify contact information, like phone numbers and email addresses, for your existing records



Augment

Fill gaps in your current data to improve segmentation capabilities



Build


Create net new records to bolster and grow your database

Integrating powerful tools, so **you don't have to!**

Sifting through noisy sales tech is one of our favorite things to do. We know which tool should be used based on your addressable market. Giving you the power of the tech without taking on lengthy and pricey contract terms.

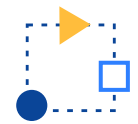
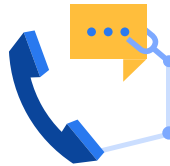


Graphic Elements



Omnichannel **inbound**
& **outbound** support

+ Phone + Email + Chat + SMS/Text + Social Media + In-App



Every
detail
matters.