ebq

Brand Guidelines

Our people
are your people.

Table of Contents

EBQ Brand
Guidelines

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.
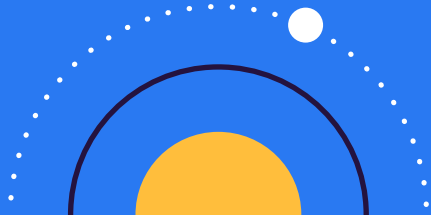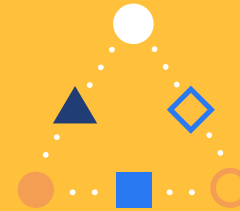
Core Values

Customer Driven

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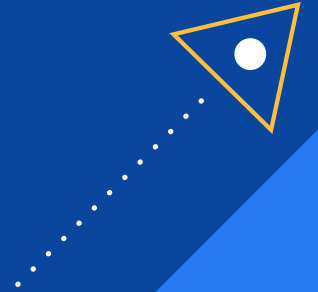
Employee Focused

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 businesses 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

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

EAF2FF

SOFT BLUE
RGB	234 242 255
CMYK	6 2 0 0
PMS	PANTONE 656C

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

32D0B0

LUCKY
RGB	50 211 179
CMYK	64 0 42 0
PMS	PANTONE 3385C

1FA98D

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

EDEDED
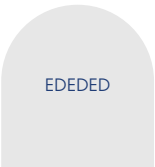
SOFT GREY
RGB	237 237 237
CMYK	6 4 4 0
PMS	PANTONE 656C

80808C

JUST GREY
RGB	38 43 90
CMYK	97 92 35 29
PMS	PANTONE
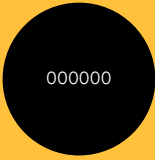
000000

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

Professionalism with a side of bright and cheerful.

Typography

HEADING

H1 Seravek Regular 50

H1 Highlight Seravek Medium 50

H2 Seravek Regular 38

H2 Highlight Seravek Medium 38

H3 Seravek Regular 28

H3 Highlight Seravek Medium 28

H4 Seravek Regular 20

H4 Highlight Seravek Medium 20

*Altetnative Font For Window Users: Noto Sans KR

BODY

Paragraph Open Sans Light 18

Seravek is a linear sans serif designed for identity, editorial and information design. Five weights spanning Bold to Extra Light with italics and small caps allow for a range of applications both typographic and utilitarian in nature.
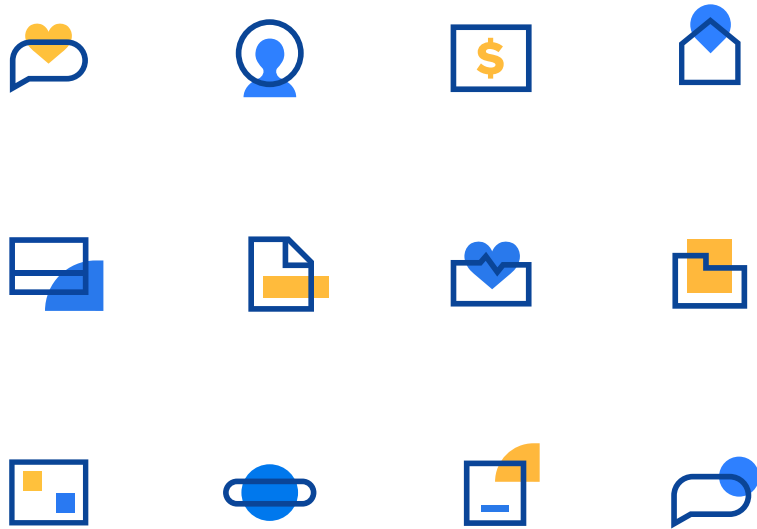
Paragraph Open Sans Regular 18

on colored background

Seravek is a linear sans serif designed for identity, editorial and information design. Five weights spanning Bold to Extra Light with italics and small caps allow for a range of applications both typographic and utilitarian in nature.
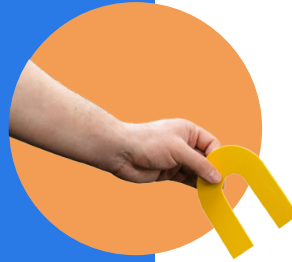
Iconography

A modern company with a contemporary appearance.

Primary Imagery

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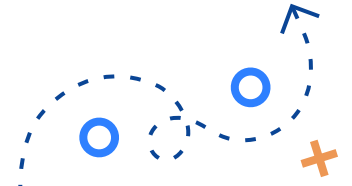Employees photos are shot with
various poses and expressions

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.
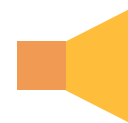
Graphic Elements

Omnichannel **inbound & outbound** support

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

Every detail matters.