

Empathy by design.™

Brand Campaign Guidelines



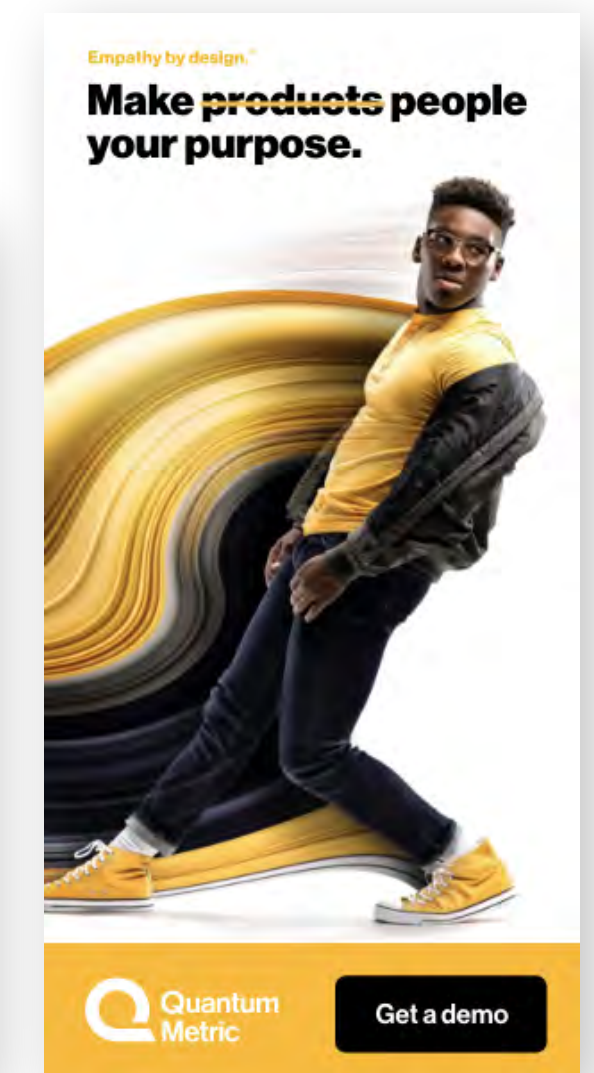
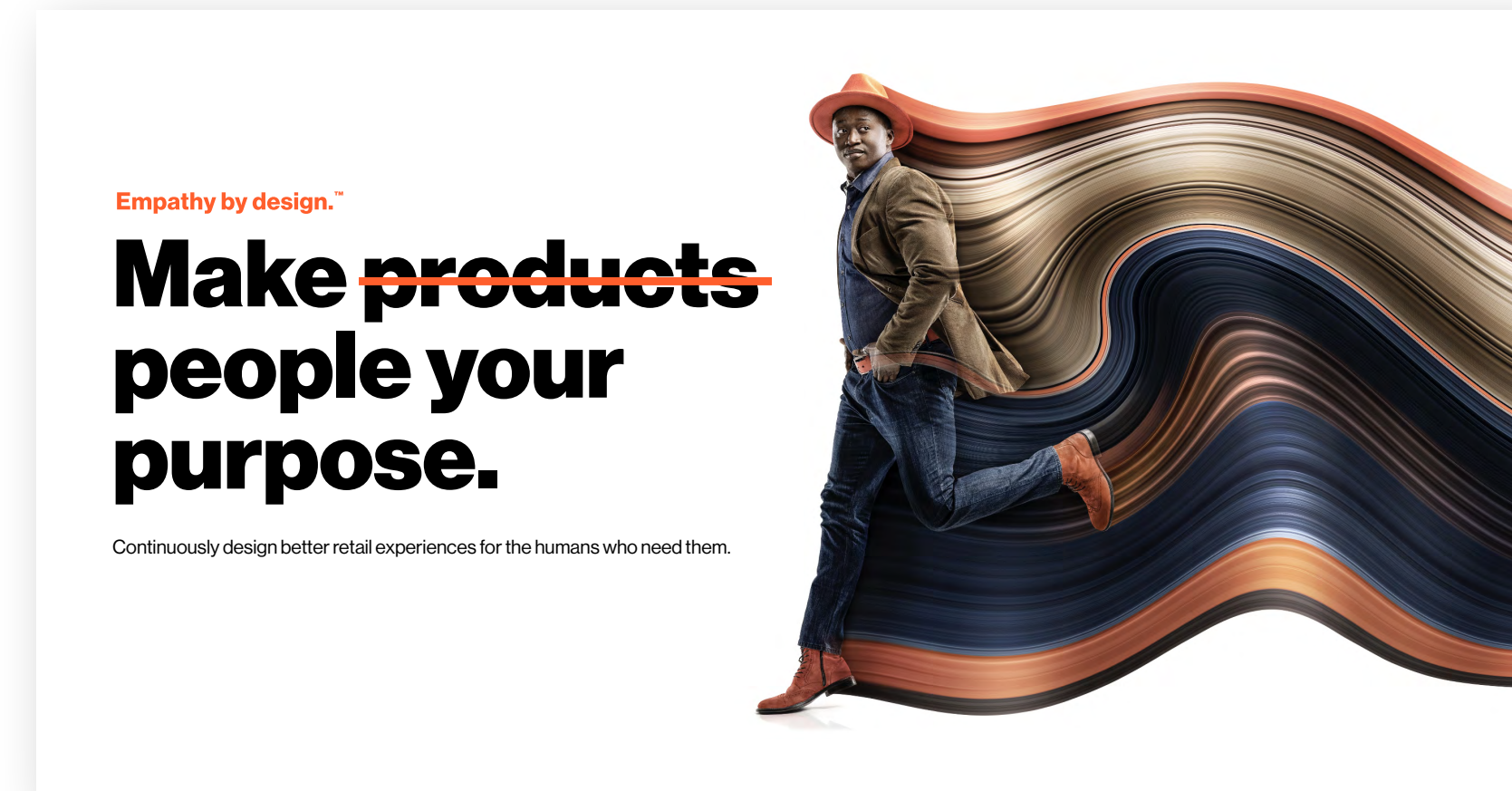
Introduction

What: Quantum Metric is launching its very first brand campaign! What the hell is a brand campaign, you ask? It's a story we're telling the market, in a particular visual and verbal way, about our platform.

Why: We need to increase marketplace awareness of Quantum Metric and inspire people to learn more about who we are and what we do.

When: We'll officially launch this campaign at LEAP, Feb 8, 2022, and run it 'til it's run its course.

How: Using the following guidelines, we'll create a collection of scroll-stopping creative assets to target audiences in four distinct verticals, across various channels. Buzz buzz.



Campaign Tagline

Empathy by design.™

This line tells the story that Quantum Metric is shaping a new approach to product design—one that champions empathy and quantifies that empathy through data.

Use the tagline wherever it makes sense (look for opportunities in headlines, headers, and body copy), but don't feel obligated to use it in every single asset. Instead, think of it as a refrain or a mantra. Campaign content that doesn't use the tagline should still express the themes and tones of the campaign story.

Key Themes

- Champion the human being
- Combine empathy with data
- Create a customer-obsessed company culture
- Continuously design better products

Key Tones

- Human
- Optimistic
- Innovative
- Empathetic
- Visionary

Empathy by design.™

Make ~~products~~ people your purpose.

Continuously design better travel experiences for the humans who need them.



Campaign Lock-up

Empathy by design.™ **H**000000

Empathy by design.™ **H**FF5E2C

Empathy by design.™ **H**07ADBA

Empathy by design.™ **H**3AC69C

Empathy by design.™ **H**FFB800

Empathy by design.™

Vertical-Specific Copy

These headlines and subheads will live in the vertical landing page marquees. Alternate subheads are provided (‘cause options are always nice). These can be used in other vertical-specific messaging.

Retail

H: Make products people your purpose.

SH: Because data may shape the retail world, but it’s humans who drive it.

Alt SH: Continuously design better retail experiences for the humans who need them.

Travel

H: Make products people your purpose.

SH: Continuously design better travel experiences for the humans who need them.

Alt SH: Because data may guide the travel world, but it’s human who drive it.

Finance

H: Make products people your purpose.

SH: Continuously design better financial experiences for the humans who need them.

Alt SH: Because data may inform the financial world, but it’s humans who drive it.

Telecom

H: Make products people your purpose.

SH: Continuously design better telecom experiences for the humans who need them.

Alt SH: Because data may power the telecom world, but it’s humans who drive it.



Vertical-Agnostic Ad Copy Examples

Static:

**Don’t just feel for customers.
Continuously build answers around them.**
CTA: See How

**The next step in customer empathy?
Empathy by design.**
CTA: Learn More

Animated:

**Frame 1: Want to win your customers’ hearts?
Frame 2: Put customers at the heart of your products.
Frame 3: It’s empathy by design.**
CTA: Learn More

**Frame 1: See where your users are coming from.
Frame 2: Help them get where they’re going.
Frame 3: It’s empathy by design.**
CTA: Learn More

Campaign Boilerplate

Need some quick verbiage about this campaign for press purposes, etc.? Here's some:

When it comes to winning customers' hearts, empathy is great place to start. But that empathy needs to translate into answers. It needs to be grounded in context and applied to solutions that will impact the most people in the most significant ways. It needs to be empathy by design.

Quantum Metric is the only platform to offer insights so broad and deep, you'll not only see exactly what your customer is experiencing, you'll see how they got there, who else is impacted, and solutions your teams can align on. And you'll transform your company into one that not only feels for customers, but continuously designs better products for them.



Color

Vertical-agnostic creative assets will feature the Quantum Metric brand colors. Vertical-specific assets will feature that vertical’s respective color.

[See the Quantum Metric Brand Guidelines](#)

Primary



Hex
#E6005C



Hex
#000000

Verticals

#079599	#149870	#FF3D00	#FF9900
Hex #07ADBA Pantone 3385 C	Hex #3AC69C Pantone 3385 C	Hex #FF5E2C Pantone 171 C	Hex #FFB800 Pantone 7549 C
#39BDC8	#3AC69C	#FF7B52	#FFCE51
#6ACED6	#61D1B0	#FF9877	#FFDE89
#9CDEE3	#89DDC4	#FFBAA4	#FFEBB8
Travel	Finance	Retail	TeleCom

Typography

The typeface for this campaign is Neue Haas Grotesk Display Pro.

- 1 Use the 95 Black weight for headlines and section headers.
- 2 Use the 55 Roman weight for subheadlines and body copy.
- 3 Strikethrough lines on headlines should be in the vertical color
- 4 Specific words from headlines can be isolated, outlined and placed behind the headlines on landing pages. Outline should match the vertical color and opacity can be adjusted depending on visual competition. Legibility is always priority.
- 5 Use the 65 Medium weight for button copy.

Neue Haas Grotesk Display Pro 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Neue Haas Grotesk Display Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

1

Make products

people your

purpose.

3

2

Because data may inform the financial world,
but it's humans who drive it.

5

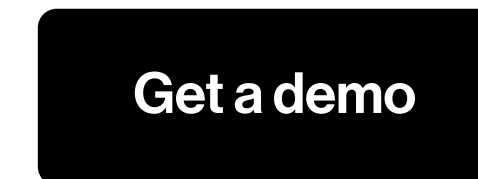
Get a demo

Buttons

Hover state for the buttons

- 1 Regular button state.
- 2 On hover, a circle in the vertical specific color will grow from the center.
- 3 The circle will grow until it fills the button.
- 4 When the cursor moves off a button, the circle will shrink and reverse back to regular, black button state.

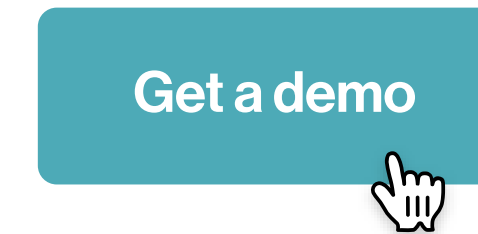
1



2



3



4



Photography

Twelve custom photographs are the heart and soul of this campaign. The color pops in the models' accessories and their corresponding pixel drags map to specific verticals. Check 'em out below.

Note: Other than cropping for size requirements, images should never be altered or manipulated in any way. See cropping guidelines on page 14.



Photography

Retail

Note: Other than cropping for size requirements, images should never be altered or manipulated in any way. See cropping guidelines on page 14.

Jade



Jean



Joy



Photography Travel

Note: Other than cropping for size requirements, images should never be altered or manipulated in any way. See cropping guidelines on page 14.

Chris



Cherish



Michael



Photography

Finance

Note: Other than cropping for size requirements, images should never be altered or manipulated in any way. See cropping guidelines on page 14.

Sarah



David



Theresa



Photography

Telecom

Note: Other than cropping for size requirements, images should never be altered or manipulated in any way. See cropping guidelines on page 14.

Mitchell



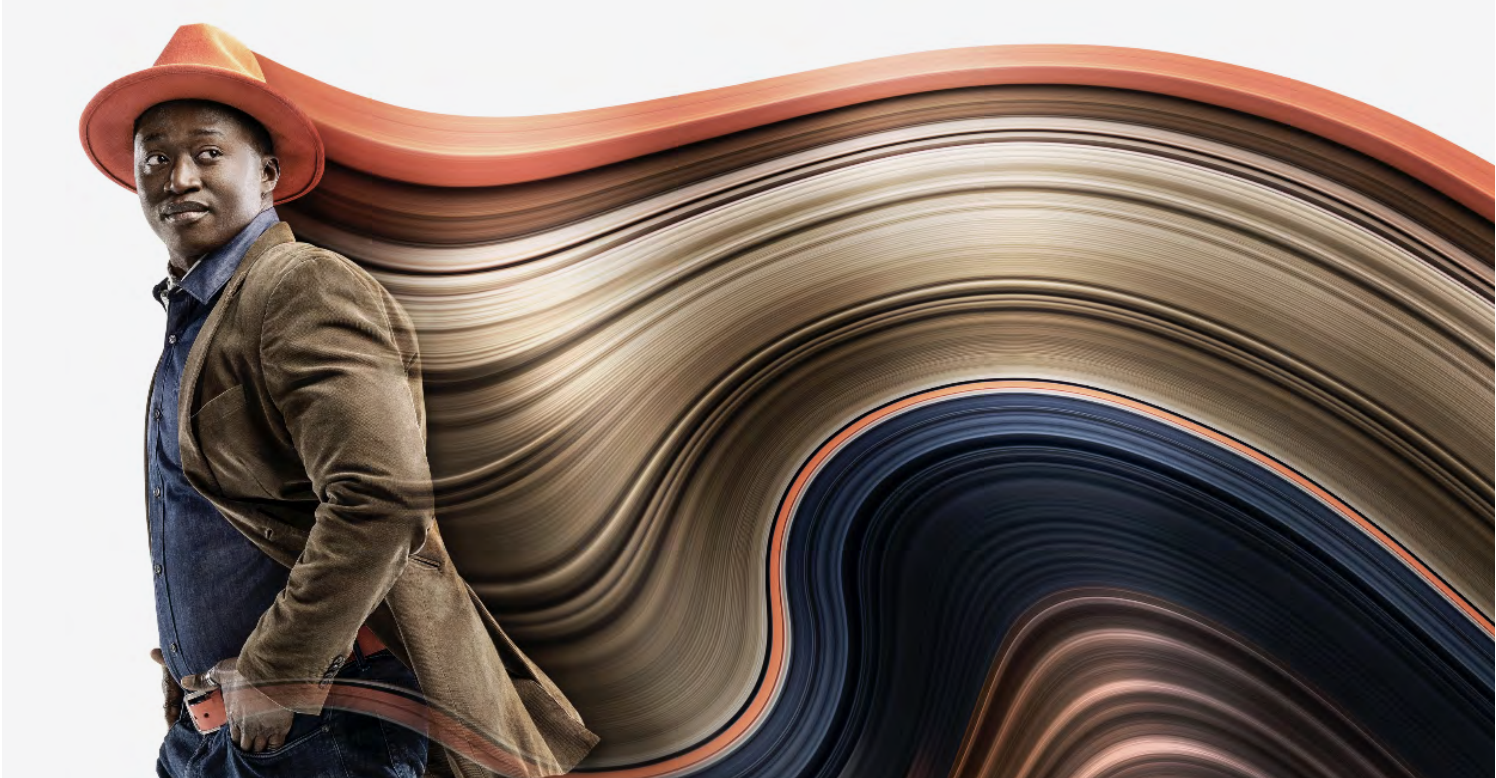
Jemesa



Ambyr



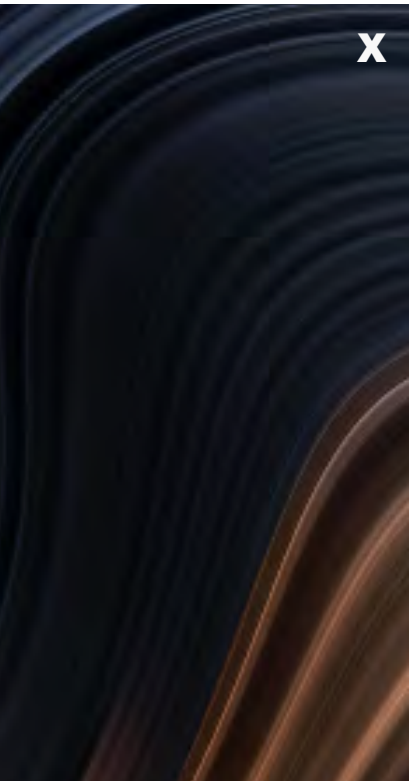
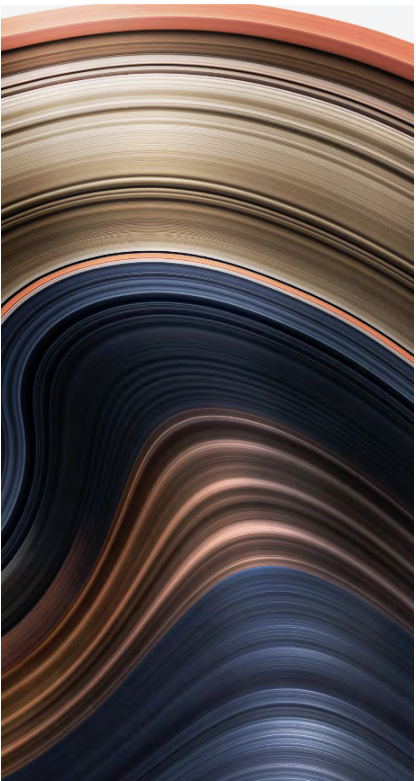
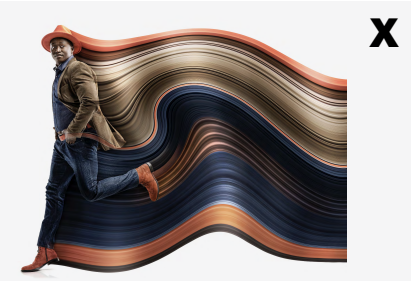
Photography Cropping



Cropping
Look for interesting shapes in the flow patterns.

Do not crop too tightly, isolating the model from the flow.

Flow should always bleed off the page. Never allow a hard line to stop in the middle of an asset.



Crops of the flow patterns can be used with the hi-resolution images. Crop the images in interesting shapes to give the sense of the customer journey.

Avoid cropping too tightly.

Never allow single, props or body parts to float on images.

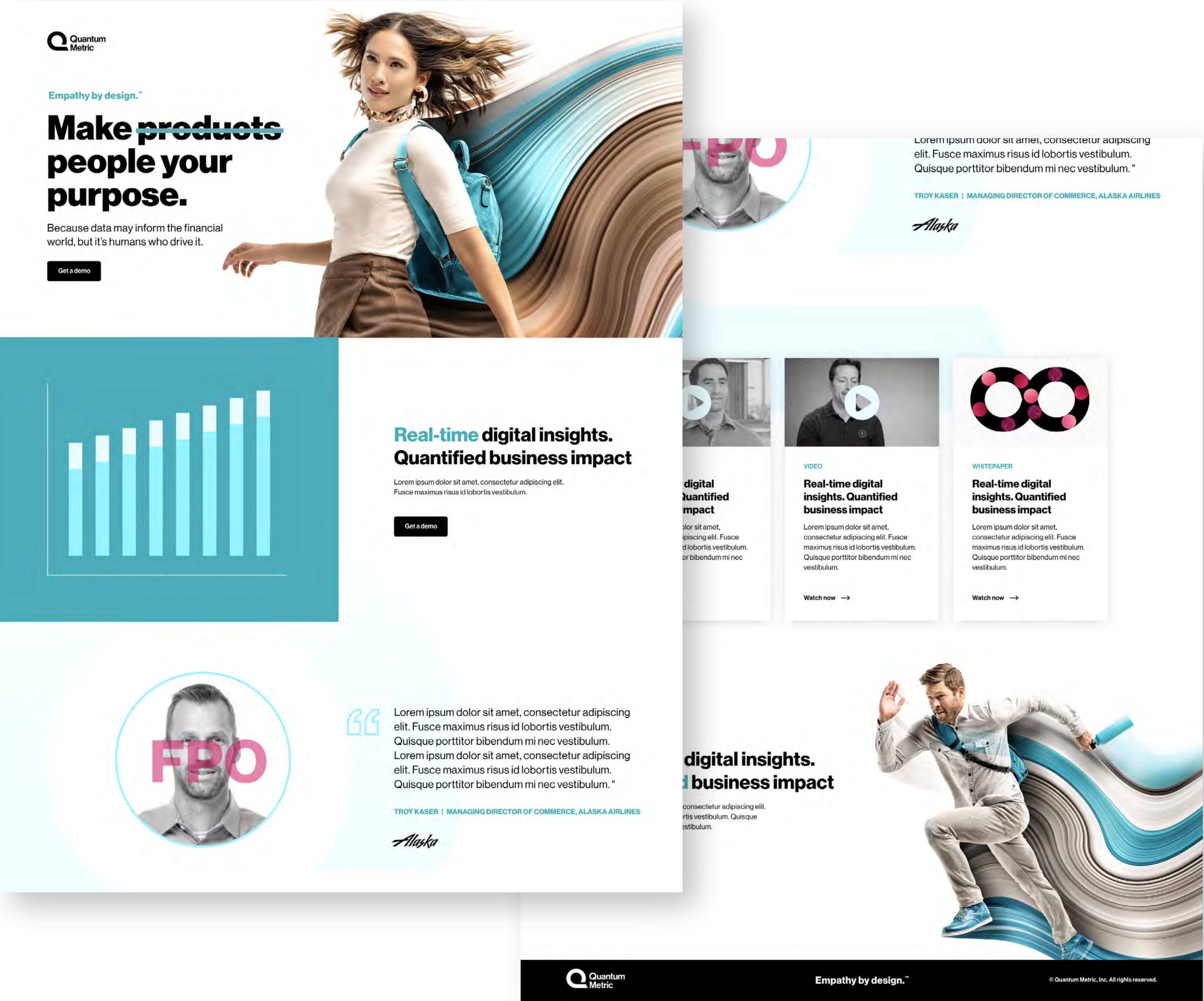




Empathy by design.™

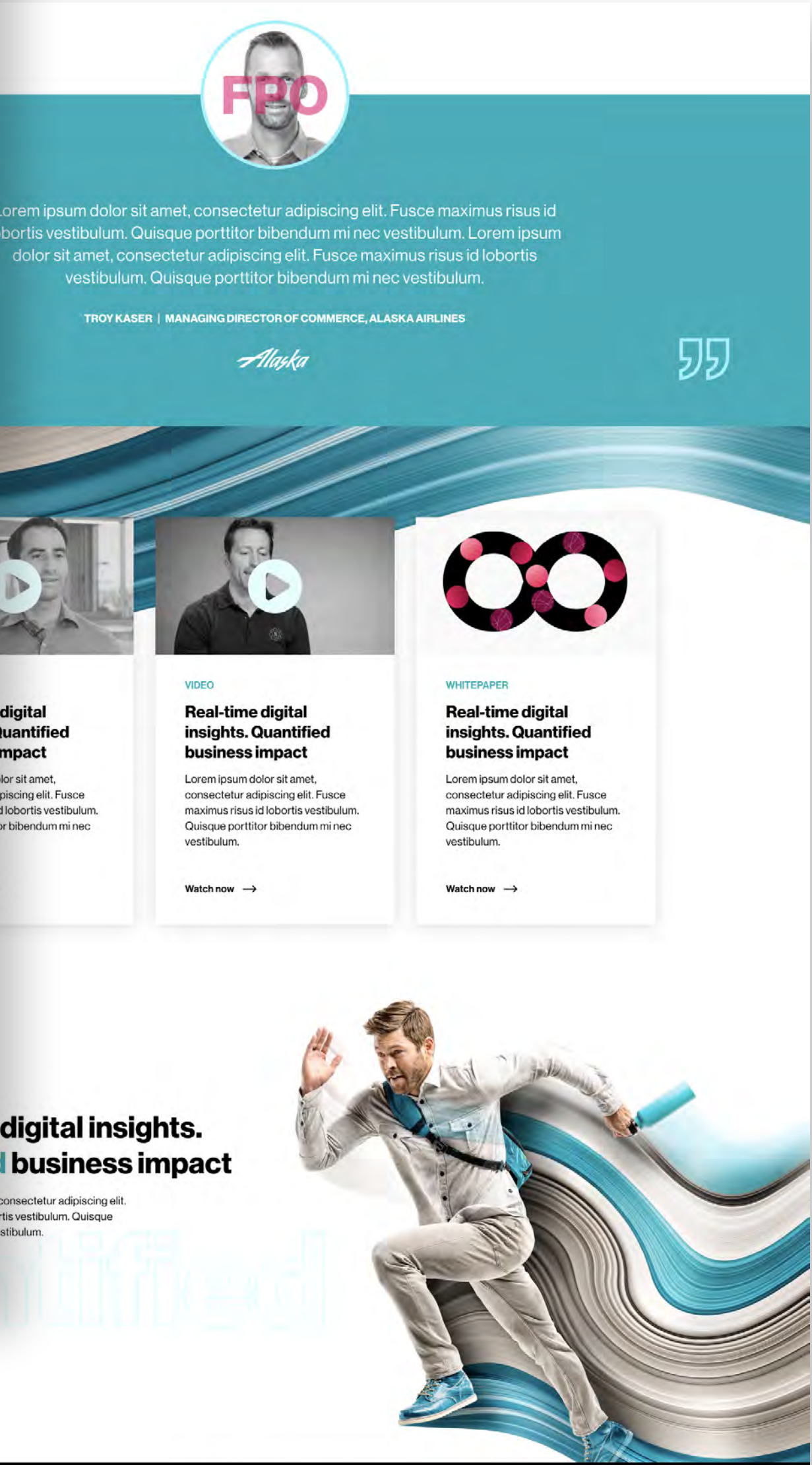
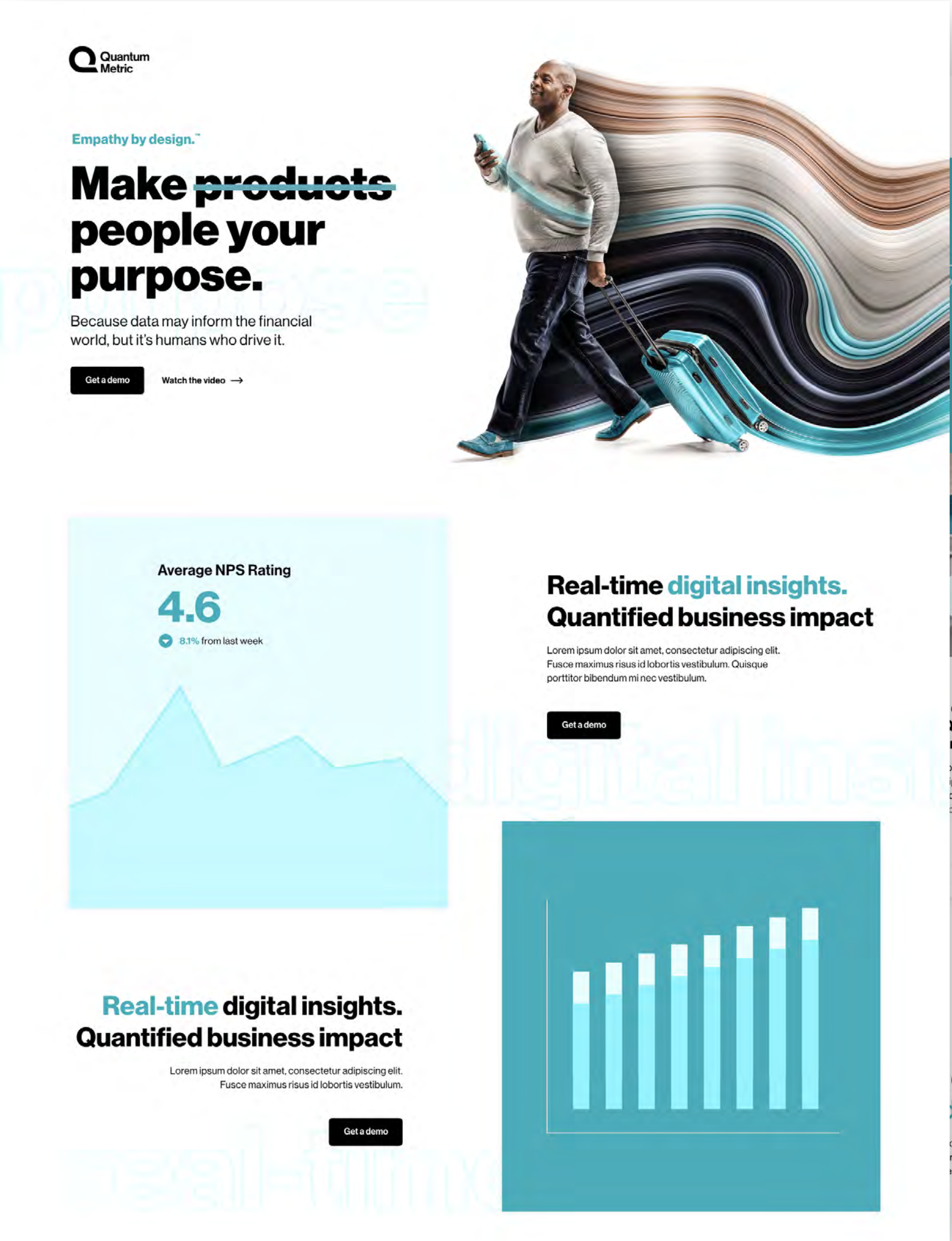
Landing Page Travel

Full landing page PDF can be viewed here >>



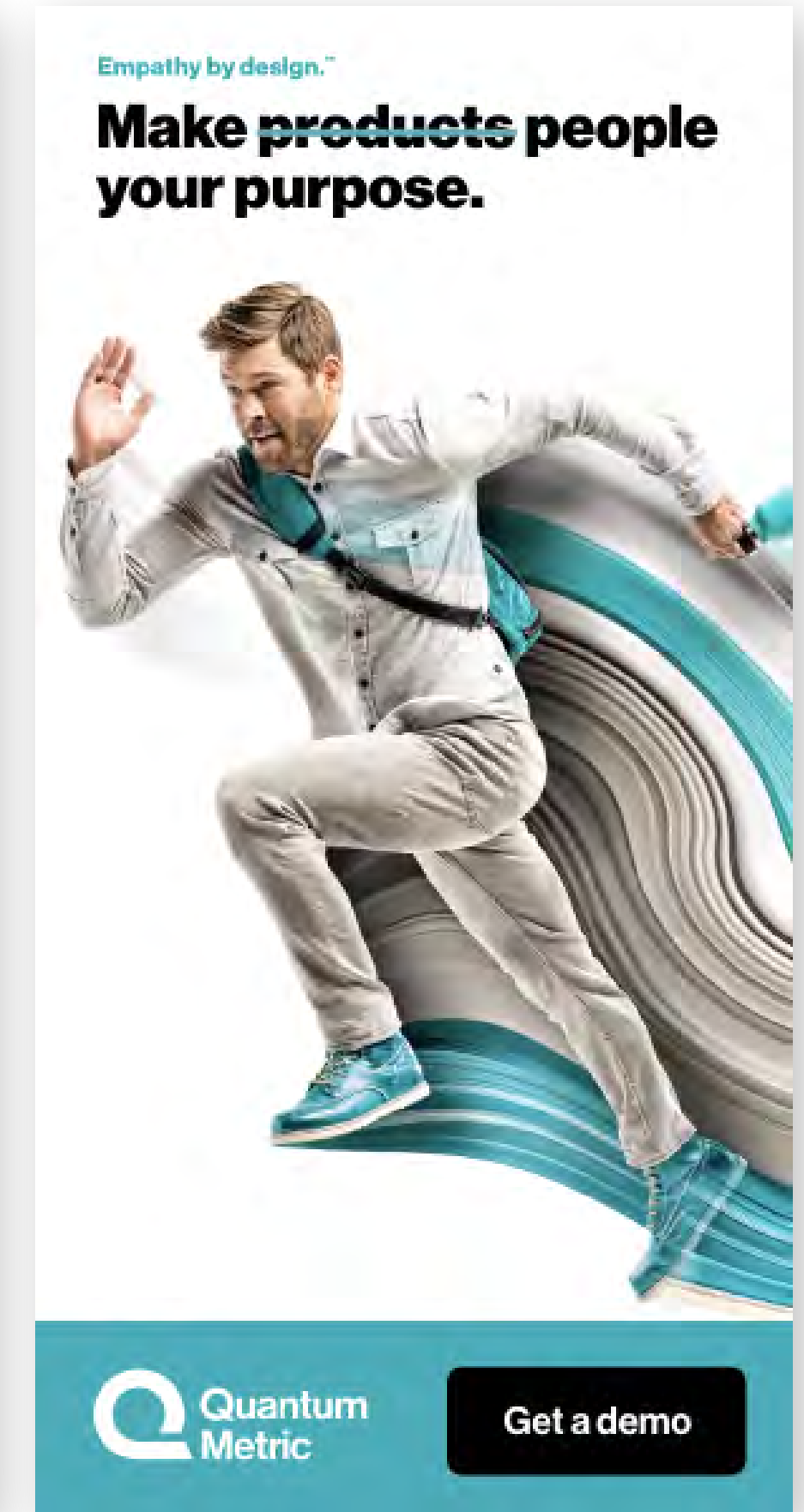
Landing Page Travel

Full landing page PDF can be viewed here >>



Banner Ads

Travel



Email + Social Travel

Empathy by design.™

Make products people your purpose.

Because data may inform the financial world, but it's humans who drive it.





Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)







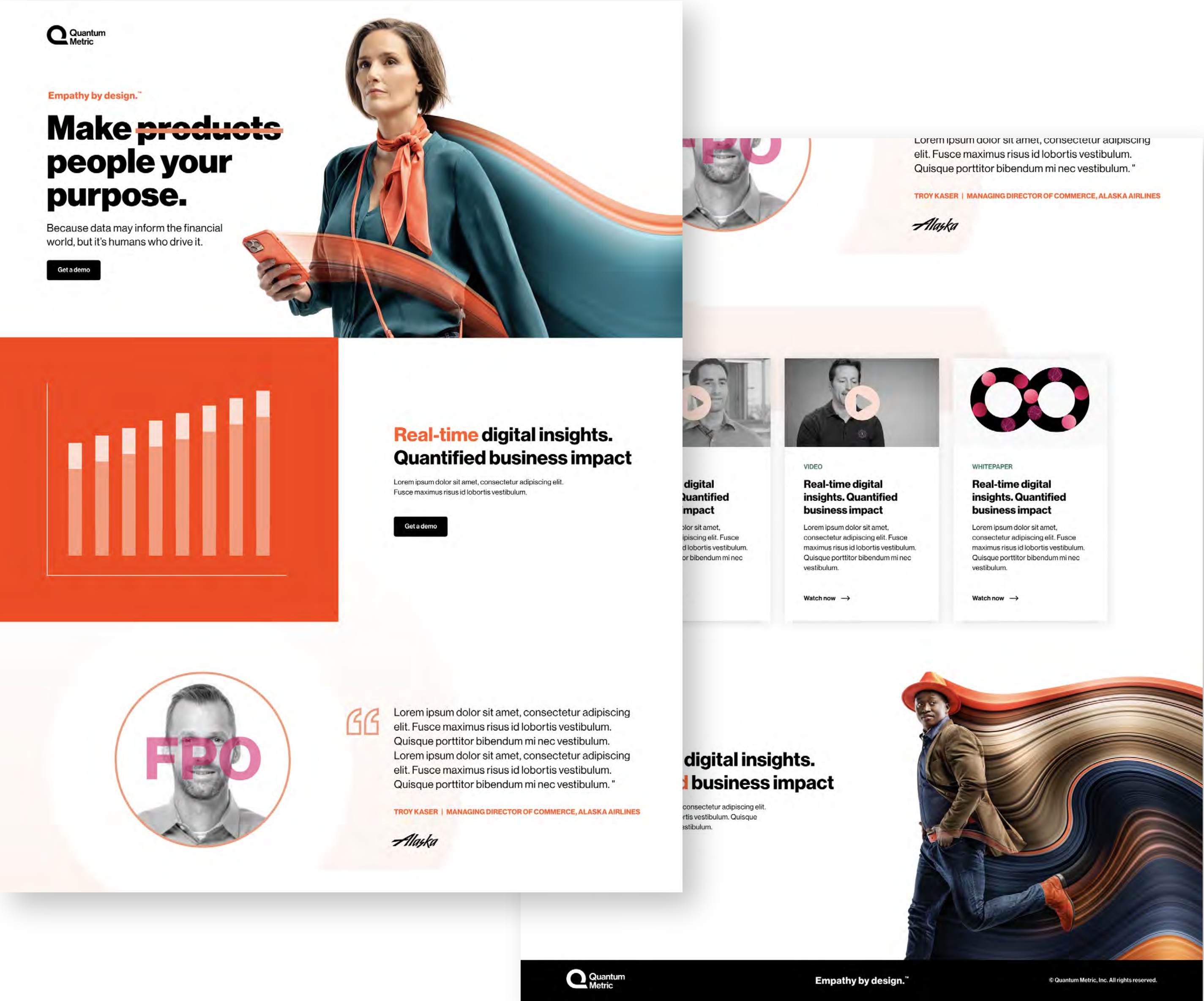
Real-time digital insights. Quantified business impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum.



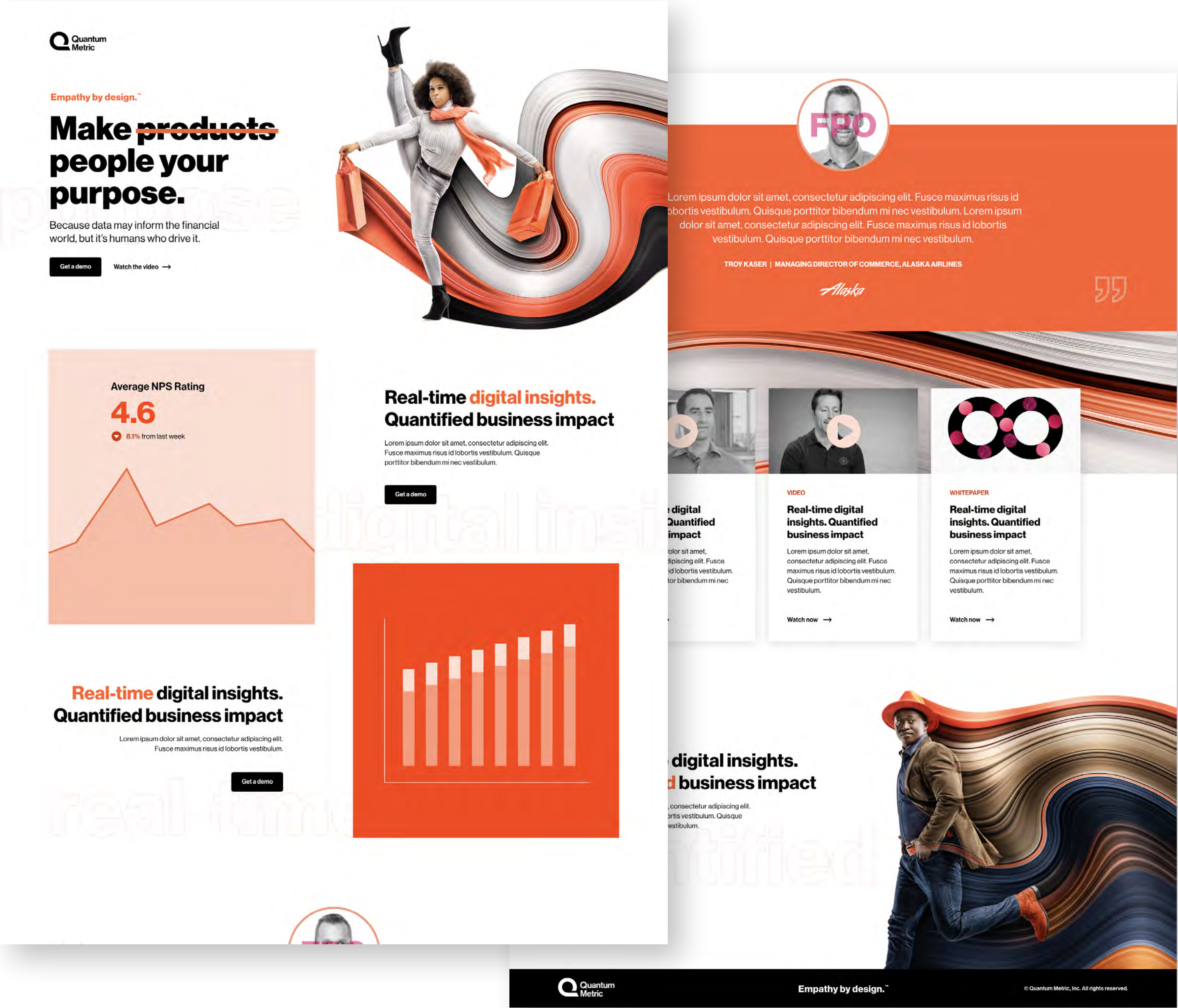
Landing Page Retail

Full landing page PDF can be viewed here >>



Landing Page Retail

Full landing page PDF can be viewed here >>



Banner Ads

Retail



Email + Social

Retail

Empathy by design.™

Make ~~products~~ people your purpose.

Because data may inform the financial world but it's humans who drive it.





Empathy by design.™

Make ~~products~~ people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make ~~products~~ people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make ~~products~~ people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

Make ~~products~~ people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)





Empathy by design.™

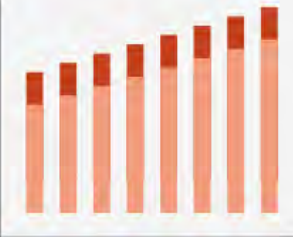
Make ~~products~~ people your purpose.

Because data may guide the travel world, but it's human who drive it.

[Get a demo](#)







Real-time digital insights. Quantified business impact

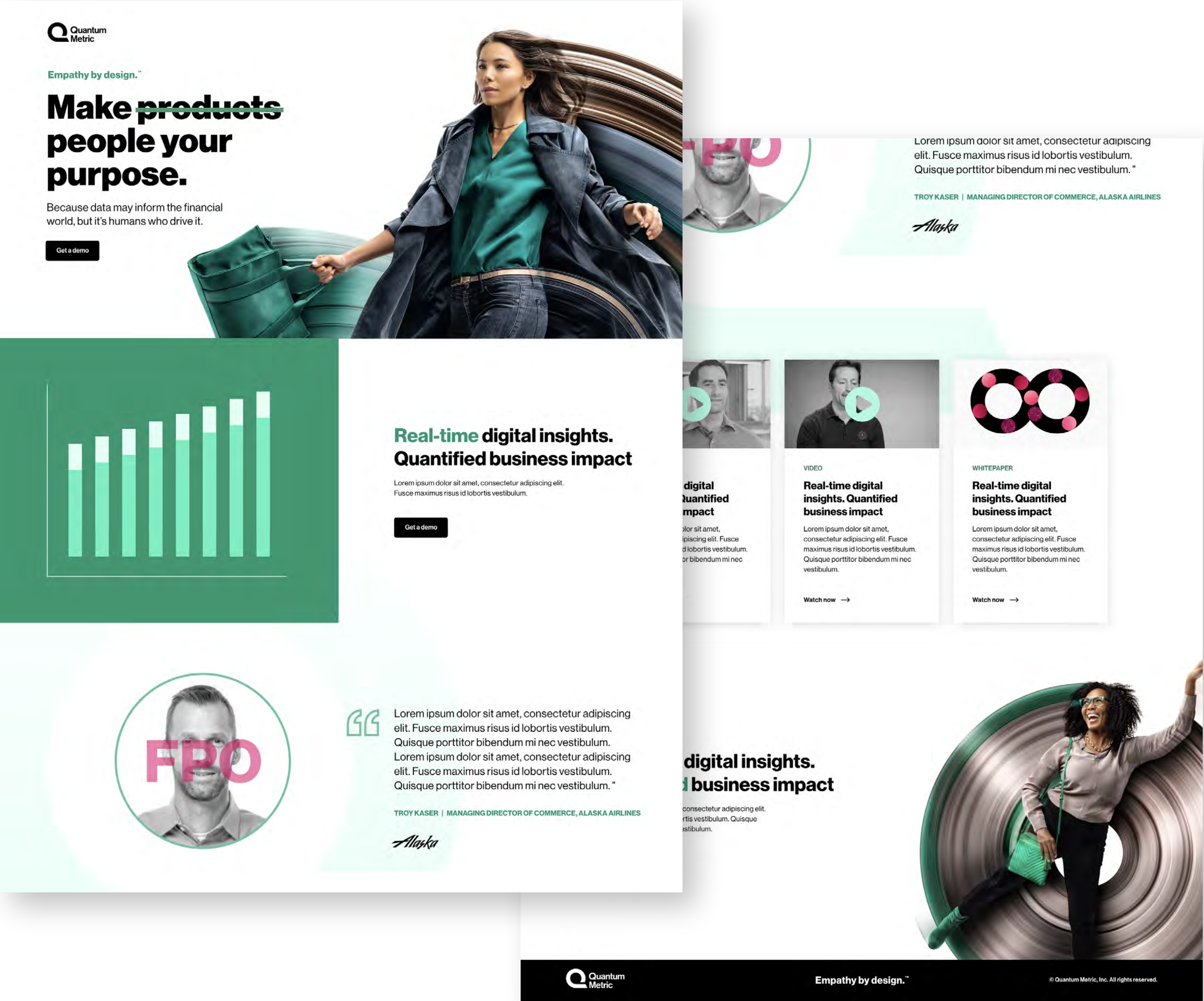
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum.



Landing Pages

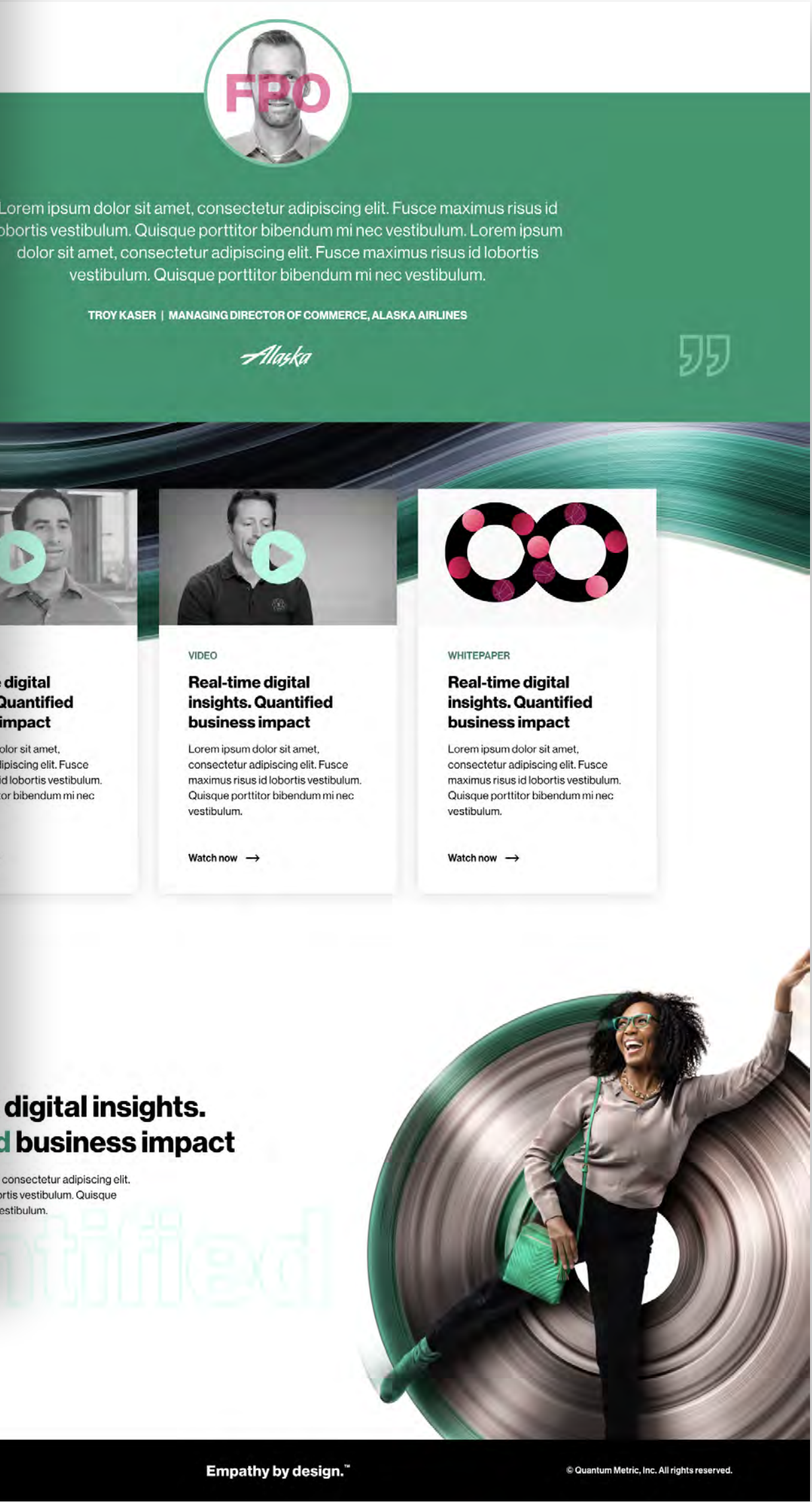
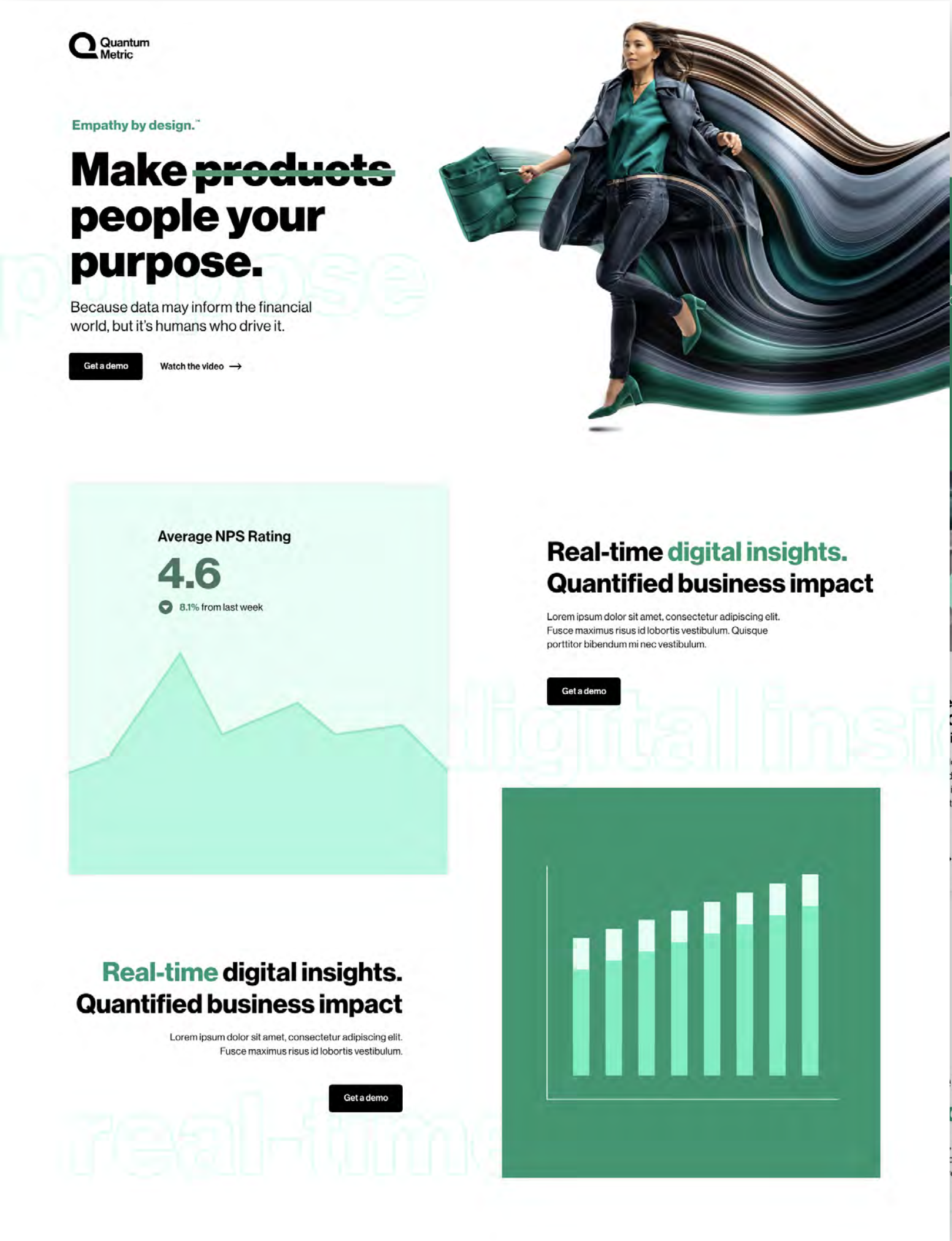
Finance

Full landing page PDF can be viewed here >>



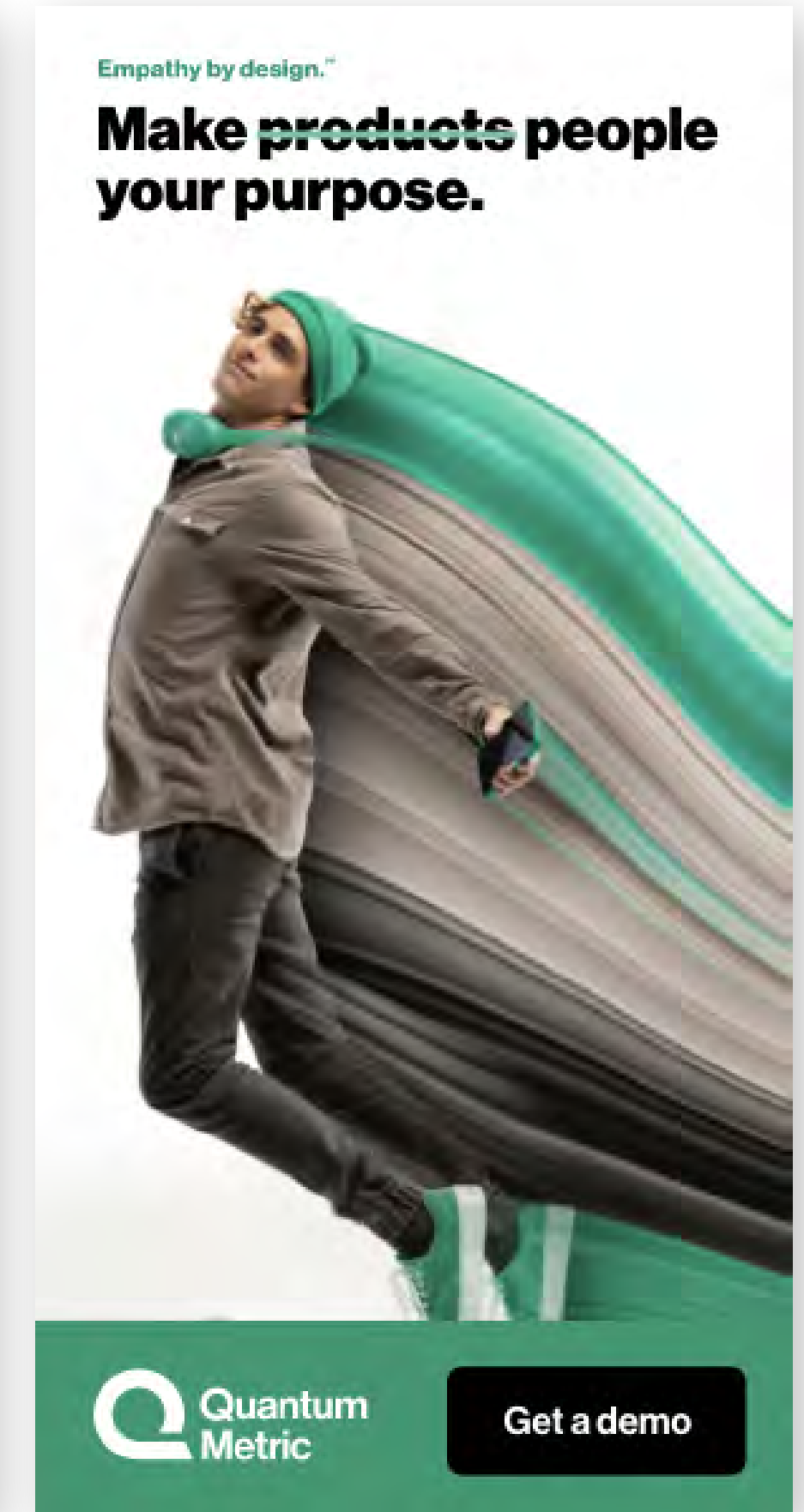
Landing Pages Finance

Full landing page PDF can be viewed here >>



Banner Ads

Finance



Email + Social

Finance

Empathy by design.™

Make products people your purpose.

Because data may inform the financial world, but it's humans who drive it.

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Real-time digital insights. Quantified business impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum.

Landing Page Telecom

Full landing page PDF can be viewed here >>



Empathy by design.™

Make products people your purpose.

Because data may inform the financial world, but it's humans who drive it.

[Get a demo](#)





Real-time digital insights. Quantified business impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum.

[Get a demo](#)



“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum. ”

TROY KASER | MANAGING DIRECTOR OF COMMERCE, ALASKA AIRLINES





Quisque porttitor bibendum mi nec vestibulum. "

TROY KASER | MANAGING DIRECTOR OF COMMERCE, ALASKA AIRLINES





digital uantified npact

or sit amet, jiscing elit. Fusce lobortis vestibulum, r bibendum mi nec



VIDEO

Real-time digital insights. Quantified business impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum.

Watch now →



WHITEPAPER

Real-time digital insights. Quantified business impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum.

Watch now →

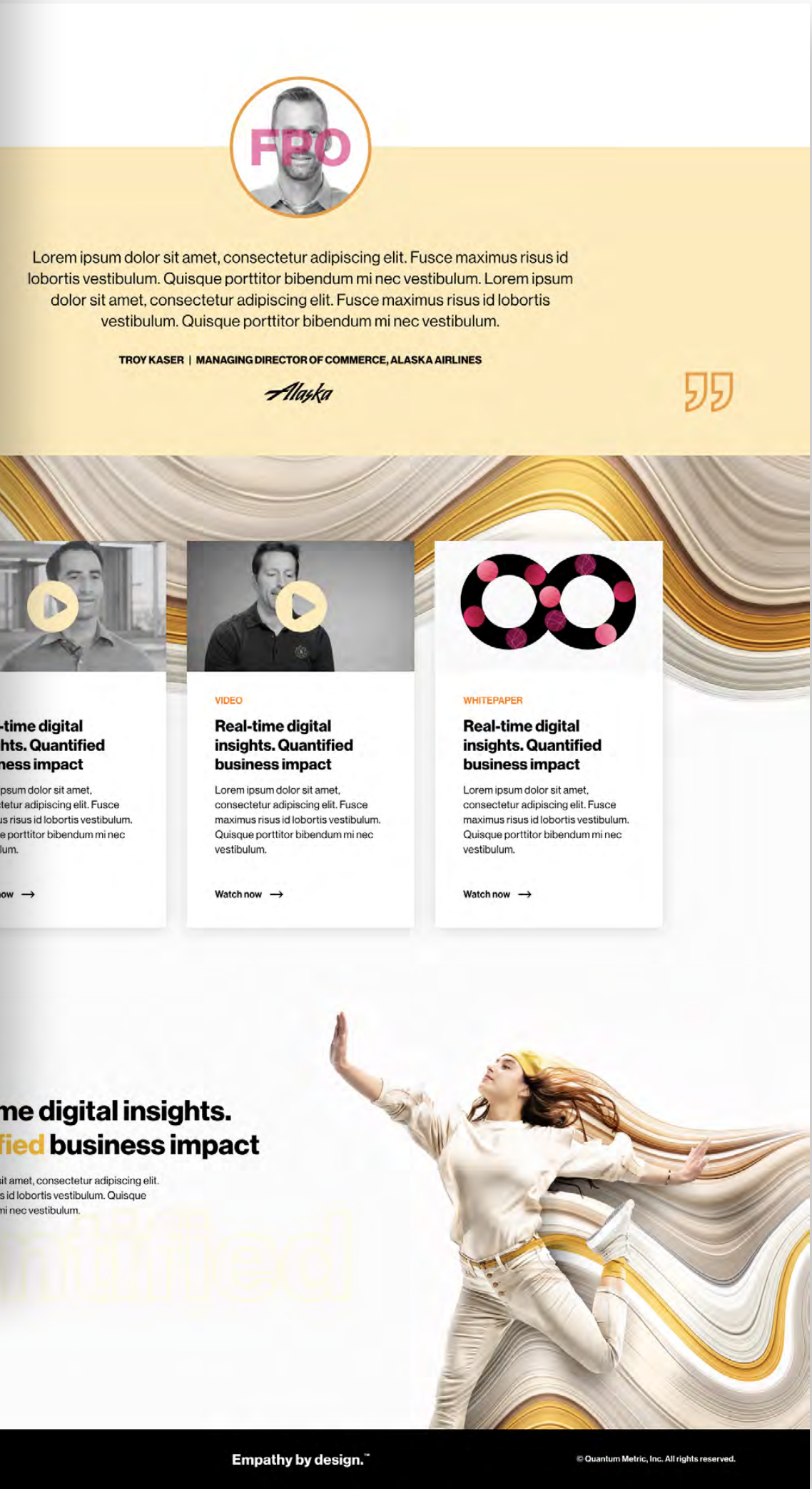
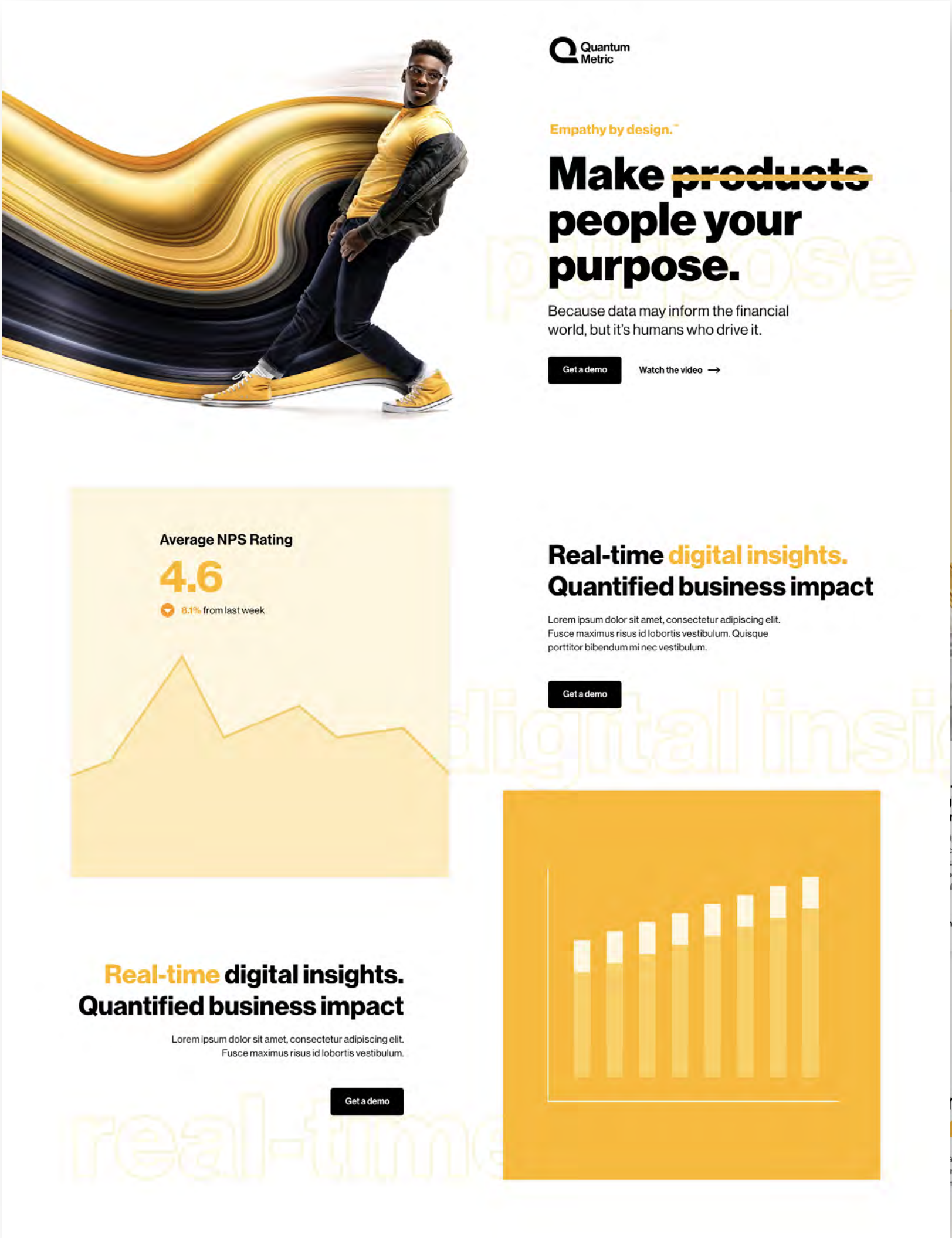
digital insights. business impact

onsectetur adipiscing elit. tis vestibulum. Quisque stibulum.



Landing Page Telecom

Full landing page PDF can be viewed here >>



Banner Ads

Telecom



Email + Social Telecom

Empathy by design.™

Make products people your purpose.

Because data may inform the financial world, but it's humans who drive it.

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Empathy by design.™

Make products people your purpose.

Because data may guide the travel world, but it's human who drive it.

Get a demo

Quantum Metric

Real-time digital insights. Quantified business impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus risus id lobortis vestibulum. Quisque porttitor bibendum mi nec vestibulum.