



Brand Guidelines

Discover more about our brand!

Media Kit

September 2023

We give customers the power to make the digital world more human.

With Contentsquare, anyone within business now has the power to act with certainty, optimizing digital experiences for customers and ultimately enabling:

More human
experiences

More human
technology

More human
business

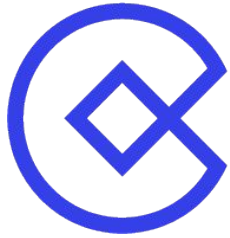
More human
understanding

This document serves as an introduction to the elements that make up our brand. These elements must all work together to reflect this:

We are human first, data-driven, and here to build what's next.

Our logo





Contentsquare

Brandmark

Wordmark

The ContentSquare logo

The ContentSquare logo is clean, graphic, contemporary, accessible, and approachable mark.

It is the most immediate representation of our brand and a valuable asset in telling our story.

The logo consists of two elements: the brandmark and the wordmark.

The brandmark hints at a coming together—of people, ideas and information—of the human and digital.

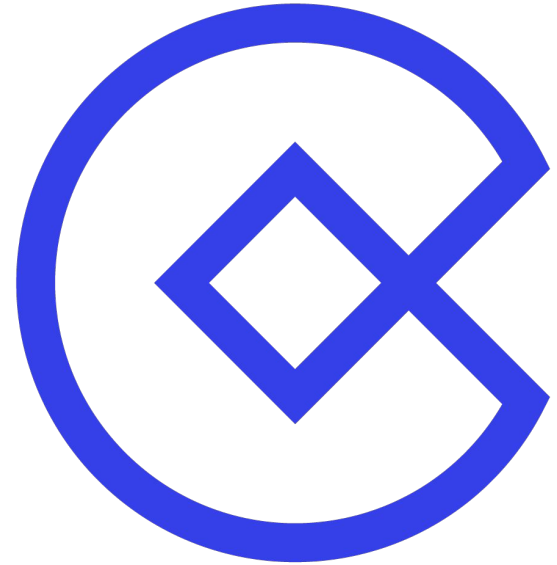
A more modern, visually friendly wordmark accompanies the brandmark—using upper and lower case to achieve a personal, conversational tone.

The brandmark

Aside from the obvious reflection of the brand name, the synthesis of rounded and angular geometry hints at the coming together of the human and digital. It can be seen to imply both a gathering place in the center of a public square as well as a pixel, the building block of all things digital, contained within the heart of the letter C.

Although most use cases should involve the complete logo lockup, this Contentsquare brandmark can at times be used on its own to tell the brand story.

The mark also lends itself to many graphic applications, including patterns and watermarks—resulting in a high-end, contemporary feel for the brand.



Logo lockups

There are two main lockups of the Contentsquare logo: a horizontal lockup and a vertical lockup.

The horizontal lockup is the preferred version. The vertical lockup is to be used in predominantly vertical oriented layouts—a phone splash screen, for example.

These versions are available in various colorways. Specific use cases are shown on the following page.



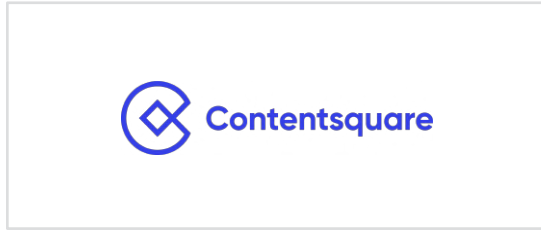
Horizontal



Vertical



Logo lockups



Vivid Blue

The vivid blue logo may be used in applications that require an added focus on the logo, such as a presentation title card. It should not be used against busy areas of photography or clashing colors.



Midnight

The midnight logo should be used most often against light colors and light, calm areas of photography, provided there is adequate contrast and legibility.



Reversed

Use the reversed version of the logo when working with darker backgrounds or colors that clash or do not provide enough contrast with the standard logo.

Clear space

To protect the clarity and visual integrity of the logo, always maintain a clear space around it.

The cap-height of the wordmark functions as a guide to the minimum clear space allowed.

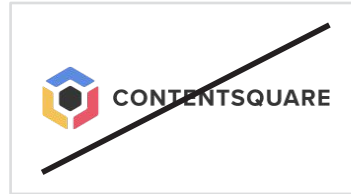
The cap-height is equivalent to the height of the “C” in the wordmark.



Logo misuse

To maintain the integrity of the Contentsquare logo and promote brand consistency, it is important to use only the official logo files as described in these guidelines.

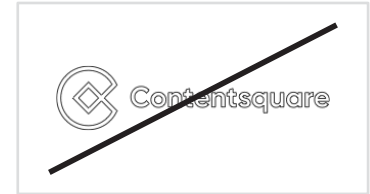
Here are examples of improper logo use that are damaging to the brand.



Don't use the old Contentsquare logo on any materials going forward.



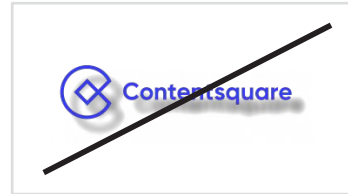
Don't use the logo in non-approved colors.



Don't outline the logo.



Don't stretch or alter the logo's proportions.



Don't use drop shadows, reflections or glow effects with the logo.



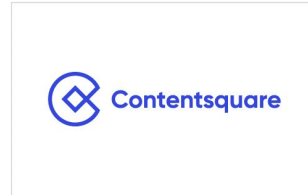
Don't recreate or alter the logo artwork in any way.

Logo usage + color

When using the logo against photos and graphic backgrounds, care must be taken to give the logo proper space and focus.

Light, uncluttered areas of photography provide contrast and legibility for the logo. The reversed logo may be used against simple, dark areas of photography.

When using the logo in tandem with a pattern or busy graphic, be sure to create enough negative space to let the logo breathe. In most cases, using the logo over busy graphics is not recommended.



Co-branding | Clients & partners

When pairing the Contentsquare logo with a brand partner logo, use a cross to connect the two (not the letter X)

The cross echoes the shape of the Contentsquare brandmark and suggests a combining of the two partner brands.

- x is the height of the C
- y is the height of the brandmark

The cross is suppose to fit into an “ x size” square.

Horizontal lockups: The cross is placed between 2 “ x size” squares.

Vertical lockups: The cross is placed between 1 “ x size” square above and 2 “ x size” squares below



For reference, cross stroke weight is 2pt when CS logo is 260px long.

Co-branding | Horizontal logos

Horizontal lockups

Align text of the partner logo with the cross height.



- This will work with logo with text & brand marks or elements bigger than the text

Note: Center the partner logo if the text is not in the middle (ex : GoPro)



Contentsquare × 

Contentsquare × 



Contentsquare × 

Contentsquare × 



Contentsquare ×  BNP PARIBAS

- Or with 'text only' logos but with long text



Contentsquare × EVERLANE



Contentsquare × verizon[✓]

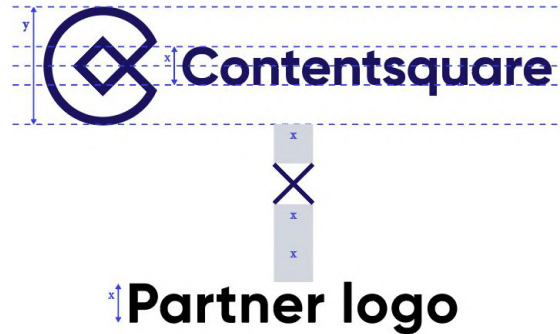
Co-branding | Horizontal logos

Vertical lockups

Align text of the partner logo with the cross height.

If the logo is blocky (like Decathlon), align the top of the logo to the x grey square.

If the logo is with a brand mark (like BNP), align the text to the x grey square



BNP PARIBAS

Co-branding | Short 'text only' logos

Horizontal lockups

When the partners logos are 'text only', they may look too small next to ours if we use the cross size as reference.

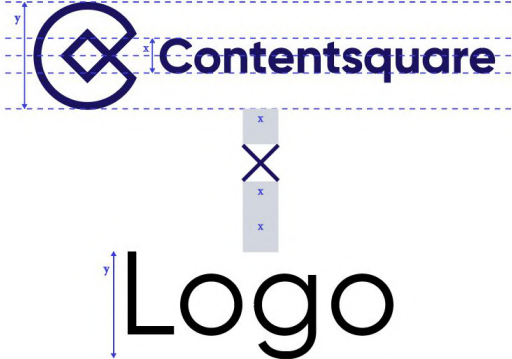
For logos like this, use the Y height as reference to fit.



Co-branding | Short 'text only' logos

Vertical lockups

Align text of the partner logo with the Y height.



Co-branding | Block logos

Horizontal lockups

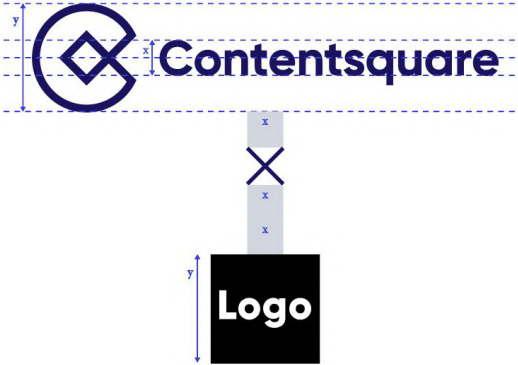
When the partners logos are square/circle/blocky use the Y height as reference to fit.



Co-branding | Block logos

Vertical lockups

Align logo of the partner with the Y height.



Co-branding | Events & sub-brands

When pairing the Contentsquare logo with an event partner, use a rule to connect the two or three logos.



The rules are the same as explained previously, depending on the logo height and width.



For reference, rule stroke weight is 2pt when CS logo is 260px long.

Use of partner and client logos

When displaying partners, clients logos on a same deliverable, prefer using full black/white version to keep the emphasis on our own brand.

Some partner brands may have specific guidelines in their contract; this rule can be updated depending of these brands' requirements.



How to use Contentsquare logo as a partner?

Please use the lockup the more appropriate for your need: horizontal and vertical ones are available.

The horizontal lockup is the preferred version. The vertical lockup is to be used in predominantly vertical oriented layouts—a phone splash screen, for example.

Prefer midnight version for light backgrounds and white version for dark backgrounds.



Horizontal



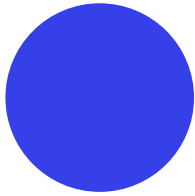
Vertical



Color palettes



Core palette

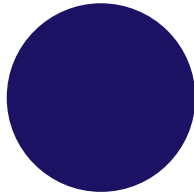


VIVID BLUE

RGB: 54, 64, 232

HEX: #3640E8

Pantone 2728 C

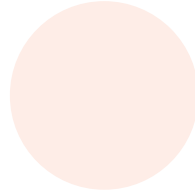


MIDNIGHT

RGB: 28, 18, 99

HEX: #1C1263

Pantone 2755 C



SHELL

RGB: 254, 237, 231

HEX: #FEEDE7



CREAM

RGB: 255, 247, 215

HEX: #FFFCEF



CLOUD

RGB: 235, 236, 253

HEX: #EBECFD

We've evolved the core Contentsquare brand colors to create a palette that is both vibrant and human, without sacrificing stability.

The blue is still a core color with a more vivid tone and a midnight evolution.

The shell, cream and cloud are lighter shades of our previous logo colors to bring the evolution of our core identity as a human and approachable brand.

Use Vivid and Midnight as main titles/background colors and Shell/Cream/Cloud as complementary backgrounds and Titles colors on darker backgrounds.

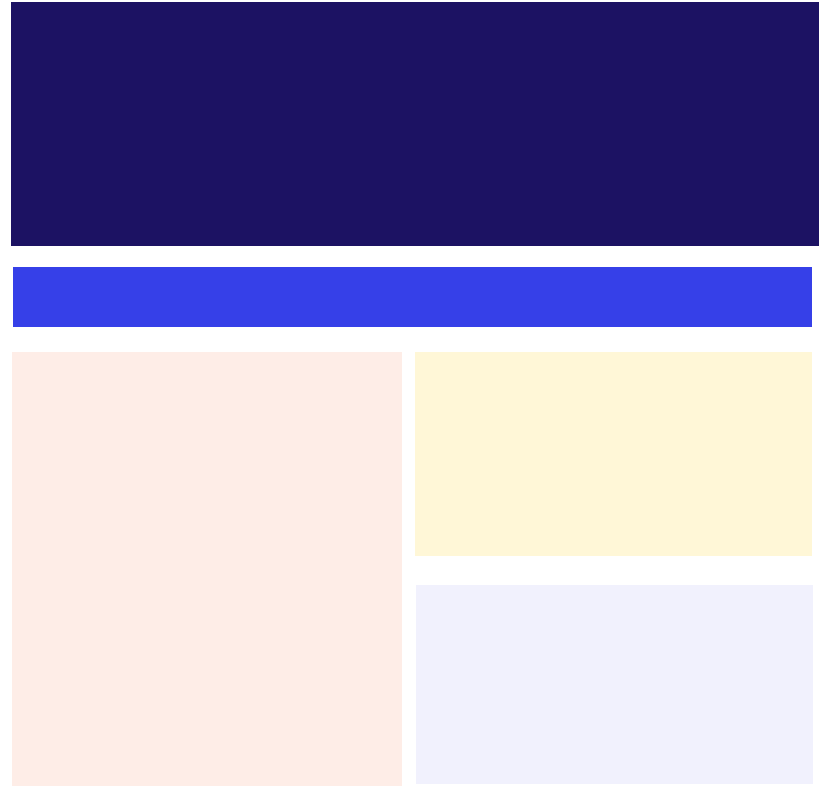
Color balance

Color must be used thoughtfully to ensure balance, legibility and accessibility. The image to the right represents an abstract color hierarchy—the more saturated colors speak louder and can therefore be used in smaller amounts, while the less saturated colors can be used to offset and balance them.

Vivid blue should generally be used as an accent color, for CTAs and for providing areas of pop rather than dominating the layout.

Midnight should be used for most text and to anchor the design. Large fields of very light brand tones in shell, cream and cloud bring subtlety and warmth without overwhelming the layout and provide contrast for legibility.

In general, don't use more than three brand colors together in one layout. Using tonal variations of one color can be a way to bring dimension to a layout without overwhelming the design.



Core palette in use

CORE TYPE PALETTE

ContentSquare

The results

- ▲ 14% Increase in progression from product page to basket
- ▲ 13% Increase in conversion
- ▲ 13% Increase in revenue

"ContentSquare drives benefits straight to the bottom line. It's widely adopted across our entire digital team, from UX to digital acquisition to optimization and merchandising, allowing them to easily identify and eliminate points of friction. It allows us to be nimble and drive changes onto our site which are directly benefiting our customers."

Matt Henton, Head of Ecommerce at Moss Bros. Group


ContentSquare's rich set of behavioral data gave the team at Moss Bros the insights they needed to guide testing and deliver an experience that delighted their customers.

ContentSquare

The results

- 8% of users interacted with the additional pop-up
- 2% increase in conversion rate

This is just one example of how ContentSquare's advanced engagement analytics can help you optimize performance on your product listing pages to drive more revenue and create more intuitive and helpful experiences for your customers.



ContentSquare

42%

On average, 42% of potential travel customers bounce after viewing just one page. With almost half of users bouncing straight away, it appears there's still plenty of work to be done to create seamless experiences in the travel space.

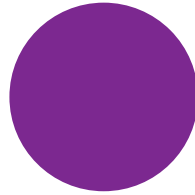
Next question →

Extended palette

With contrast, legibility and accessibility in mind, this extended palette offers an expanded selection of saturated tones that work as backgrounds, title styles and CTA's. The stronger colors should be used in small amounts against the softer tones, which can be used in large fields as background colors.

The evolved palette is both vibrant and human. It has to be used when the Core Palette introduced above can't be used (co-branding reasons, specific requirements)

The orchid and ocean bring alternatives to the blue keeping our corporate and human identity.

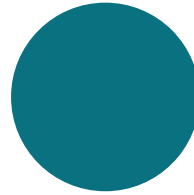


ORCHID

RGB: 124, 40, 144

HEX: #7C2890

Pantone 2593C



OCEAN

RGB: 10, 113, 128

HEX: #0A7180

Pantone 322C



STONE

RGB: 236, 237, 241

HEX: #ECEDF1



MINT

RGB: 234, 245, 239

HEX: #EAF5EF

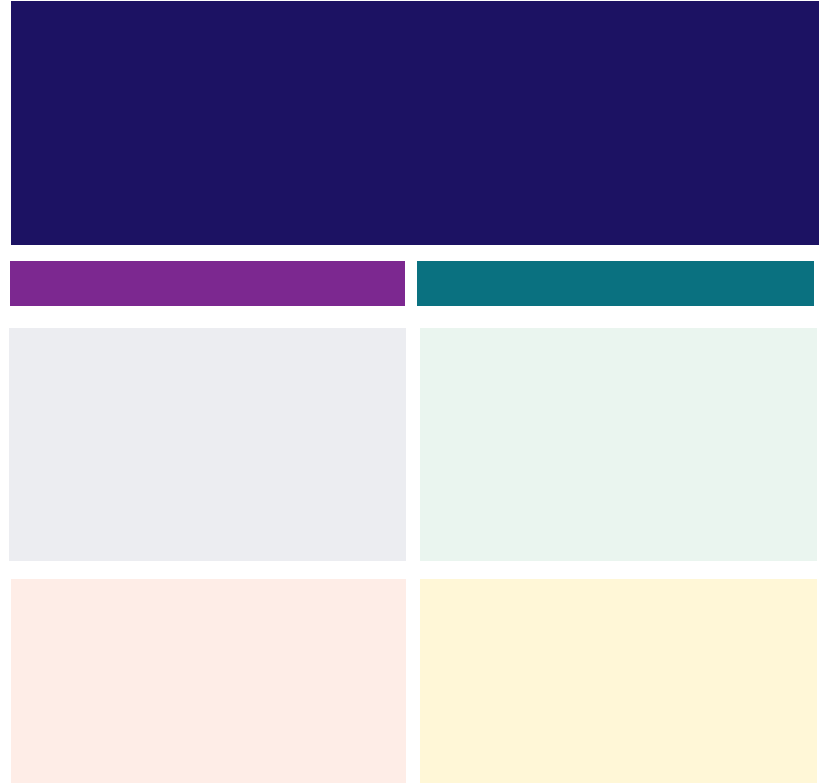
Color balance

Color must be used thoughtfully to ensure balance, legibility and accessibility. The image to the right represents an abstract color hierarchy—the more saturated colors speak louder and can therefore be used in smaller amounts, while the less saturated colors can be used to offset and balance them.

Orchid and Ocean should generally be used as an accent color, for CTAs and for providing areas of pop rather than dominating the layout.

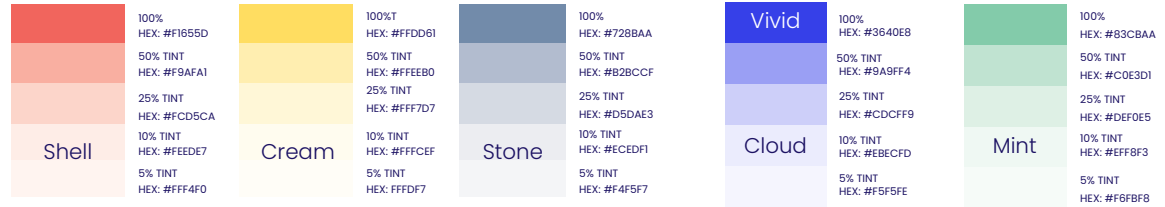
Midnight should be used for most text and to anchor the design. Large fields of very light brand tones in stone, mint and cream bring subtlety and warmth without overwhelming the layout and provide contrast for legibility.

In general, don't use more than three brand colors together in one layout. Using tonal variations of one color can be a way to bring dimension to a layout without overwhelming the design.



Secondary palette

These supplemental colors provide additional values for specific applications where more color variation is needed. Some examples include charts and graphs, color accent on a complex layout or specific color requirement.



They're designed to harmonize with and extend the range of the core palette. They should be used only when necessary, leaving the core palette to lead the way visually.

These light tones in particular are an important tool and crucial to the execution of a more human and approachable brand. These representative samples provide a starting point but don't indicate the only tones that can be used. In general, it is recommended to use a very light tint along with one of the full saturation brand colors.

Typography



Primary typeface

The Contentsquare brand typeface is Gilroy, an open, approachable, modern sans serif font with a classic geometric touch and a full range of weights and italics.

Gilroy should be used in all design materials, marketing communications, external advertising and on the web.

Never italicize the font.

Gilroy

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$\$%^&*)=+,-" <?;

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$\$%^&*)=+,-" <?;

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$\$%^&*)=+,-" <?;

Primary typeface

Poppins is a Google font available in all Google Workspace applications and as a free download. It should be used only in instances where Gilroy is not available.

Poppins is the preferred font for Google Slides presentations, for example.

To initially access Poppins in a Google Workspace application, like Slides or Docs, go to the font dropdown and click more fonts at the top of the menu. Type Poppins in the search bar and click to select it. It is not necessary to download or install the font for use in a Google Workspace application.

Never italicize the font.

Poppins

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$\$%^&*)=+,-"‘<?;

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$\$%^&*)=+,-"‘<?;

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$\$%^&*)=+,-"‘<?;

Alternate typeface for Japanese language

Noto Sans JP is a Google font available as a free download. It should be used only in Japanese language applications.

For applications where Noto Sans JP is not available, such as Google Slides, Murecho is the preferred font. It is a Google font available in all Google Workspace applications and as a free download. It should be used only in Japanese language applications where Noto Sans JP is not available.

Noto Sans JP

REGULAR

あいうえおかきくけこがぎぐげごさしす
せそざじずぜそたちつてとだちづでどな
にぬねのはひふへほばびぶべぼばびぶべ
ぼまみむめもやゆよりりるれろわをん

MEDIUM

あいうえおかきくけこがぎぐげごさしす
せそざじずぜそたちつてとだちづでどな
にぬねのはひふへほばびぶべぼばびぶべ
ぼまみむめもやゆよりりるれろわをん

BOLD

あいうえおかきくけこがぎぐげごさしす
せそざじずぜそたちつてとだちづでどな
にぬねのはひふへほばびぶべぼばびぶべ
ぼまみむめもやゆよりりるれろわをん

Murecho

REGULAR

あいうえおかきくけこがぎぐげごさしす
せそざじずぜそたちつてとだちづでどな
にぬねのはひふへほばびぶべぼばびぶべ
ぼまみむめもやゆよりりるれろわをん

MEDIUM

あいうえおかきくけこがぎぐげごさしす
せそざじずぜそたちつてとだちづでどな
にぬねのはひふへほばびぶべぼばびぶべ
ぼまみむめもやゆよりりるれろわをん

BOLD

あいうえおかきくけこがぎぐげごさしす
せそざじずぜそたちつてとだちづでどな
にぬねのはひふへほばびぶべぼばびぶべ
ぼまみむめもやゆよりりるれろわをん

Alternate typeface for Korean language

Noto Sans KR is a Google font available as a free download. It should be used only in Korean language applications.

For headline text in long form collateral (reports), you can use IBM Plex Sans KR to give differentiation

For applications where Noto Sans KR is not available, such as Google Slides, Gothic A1 is the preferred font. It is a Google font available in all Google Workspace applications and as a free download. It should be used only in Korean language applications where Noto Sans KR is not available.

Noto Sans KR

REGULAR

가 나 다 라 마 바 사 아 오 자 차 카
크 투 흥
타 허 자 허 거 게 커 케 그 과 새 시 쓰 터 제
계 귀 뽕 - 기 |

MEDIUM

가 나 다 라 마 바 사 아 오 자 차 카
크 투 흥
타 허 자 허 거 게 커 케 그 과 새 시 쓰 터 제
계 귀 뽕 - 기 |

BOLD

가 나 다 라 마 바 사 아 오 자 차 카
크 투 흥
타 허 자 허 거 게 커 케 그 과 새 시 쓰 터 제
계 귀 뽕 - 기 |

Gothic A1

REGULAR

가 나 다 라 마 바 사 아 오 자 차 카
크 투 흥
타 허 자 허 거 게 커 케 그 과 새 시 쓰 터 제
계 귀 뽕 - 기 |

SEMI-BOLD

가 나 다 라 마 바 사 아 오 자 차 카
크 투 흥
타 허 자 허 거 게 커 케 그 과 새 시 쓰 터 제
계 귀 뽕 - 기 |

BOLD

가 나 다 라 마 바 사 아 오 자 차 카
크 투 흥
타 허 자 허 거 게 커 케 그 과 새 시 쓰 터 제
계 귀 뽕 - 기 |

Type hierarchy

Good typography organizes information so it can be quickly and easily taken in at a glance. The following are some general guidelines for using type.

Headlines

Gilroy Bold or Extra Bold, sentence case

Subheads

Gilroy Bold, Semibold or Regular, sentence case

Type contrast

Minimum of two weights difference between headline and body copy

Body copy

Gilroy Regular, Medium - Text should be left-aligned

CTA

Gilroy bold, sentence case - Text should be centered within a pill container

Color

It may be used where appropriate to call out important information. Generally, two colors per layout is ideal.

Headline

Lorem ipsum dolor sit amet, adipiscing elit.

Subhead

Sed sit amet facilisis turpis, sed egestas ligula. Donec fringilla tellus et sagittis elementum leo in tincidunt .

Type contrast

Etiam sit amet ante vel nulla fermentum placerat. Donec sit amet libero sed nunc iaculis facilisis. Nunc fringilla libero id lacus cursus, vel euismod ipsum tempus. Nam ultricies lacus eu sem vestibulum suscipit. Praesent accumsan, leo in tincidunt rhoncus, urna felis placerat sem, eget venenatis ipsum risus non nisl.

Body copy

CTA

Learn more

Type and color - Core palette











The following are some specific guidelines for application of color on type. Not every layout is exactly the same but these guidelines apply to most instances. In general, midnight is our main text color for headlines and body copy. Vivid blue is the preferred choice for CTAs and call-outs. Any of the core palette colors may be used in 5-20% tints as background colors behind text in both Midnight and Vivid Blue. Of course, any of these selections will also work when reversed.

Headlines: Midnight

Body Text: Midnight

CTAs and text call-outs: Vivid Blue

Backgrounds: 5-20% tints of any core brand color

	
Headlines and body copy	Reversed
	
CTAs and call outs	Reversed
	
10% Coral background	Reversed
	
10% Yellow background	Reversed
	
10% Vivid Blue background	Reversed

Type in use

These examples illustrate a few of the ways the recommendations on the previous pages could come to life.

For an accessibility and voice & tone purposes, to highlight our core messages and accents, leave clear space in the body copy.

Overwhelming your reader will never support your goal, let the copy breathe to maximize its impact.

ContentSquare Lorem ipsum dolor

Sed do eiusmod tempor incididunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1 Excepteur sint occaecat


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

2 Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

“Sed do eiusmod tempor incididunt. Sit amet, consectetur adipiscing elit, sed do eiusmod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.”
— Name, Company




ContentSquare


Sed do eiusmod tempor incididunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



36%



54%

ContentSquare

The results

€166k

in projected loss recovered within hours

ContentSquare's frustration scoring and error analysis gives you the confidence you need to prioritize your task list and focus on the issues that matter most. Surface issues within minutes and recover millions in lost revenue.




ContentSquare

The results

8% of users interacted with the additional pop-up

2% increase in conversion rate

This is just one example of how ContentSquare's advanced engagement analytics can help you optimize performance on your product listing pages to drive more revenue and create more intuitive and helpful experiences for your customers.



Photography



Brand Photography

Portrait style

Contentsquare brand photography features portraits of diverse subjects that help keep the focus on the human experience. Close crops emphasize nuances of expression within the portraits and colorful backgrounds help unify the look and feel.



Brand Photography

Employee first

To keep the approachable DNA of our brand, we are using more and more employees, partners, clients headshots we are shooting in our studios in Paris, London and NYC.

We kept a focus on diversity, as this is key promoting good digital human experience.

We use close crops to emphasize nuances of expression within the portraits and colorful backgrounds.



Brand Photography

People with devices

The same style applies to brand portraits of people interacting with devices, illustrating the customer experience.



Stock Photography

Human-part pictures

When selecting stock photography, look for imagery that reflects the existing brand photography in style and subject.

Prefer a picture with a solid color background. Keep it simple: one subject and one background color with one human part.

If using a background for very special occasion (ex: with scenery), do not use images with any sort of filter or applied effect (blur, glow/sunburst, lens flare etc)



Stock Photography

Non Human pictures

When selecting stock photography, look for imagery that reflects the existing brand photography in style and subject.

Prefer a “packshot style” picture with a solid color background.

Keep it simple: one subject and one background color with a front or sky view.

If using a background for very special occasion (ex: with scenery), do not use images with any sort of filter or applied effect (blur, glow/sunburst, lens flare etc)



Photography & color

Using lighter tints of the brand colors as borders around photography can create contrast and bring more color to a composition. These examples illustrate a few of the ways the photography can be paired with brand colors.



Photography & logo

Use the Contentsquare brand mark or logo pattern as a subtle watermark behind photography.



Photography & logo

Use an over-sized crop of the Contentsquare brandmark to create dynamic compositions with portrait photography.



Photography & pattern

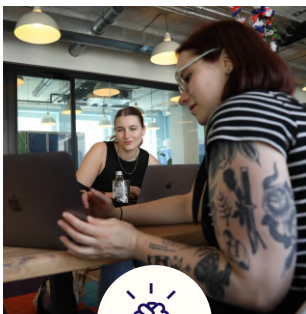
These examples illustrate a few of the ways the photography can be paired with brand patterns.



Contentsquare Life photos

When taking pictures of day-to-day CS Life, we want to ensure that photos convey the CS Values in a visual manner

In it together



Go beyond



Love the journey



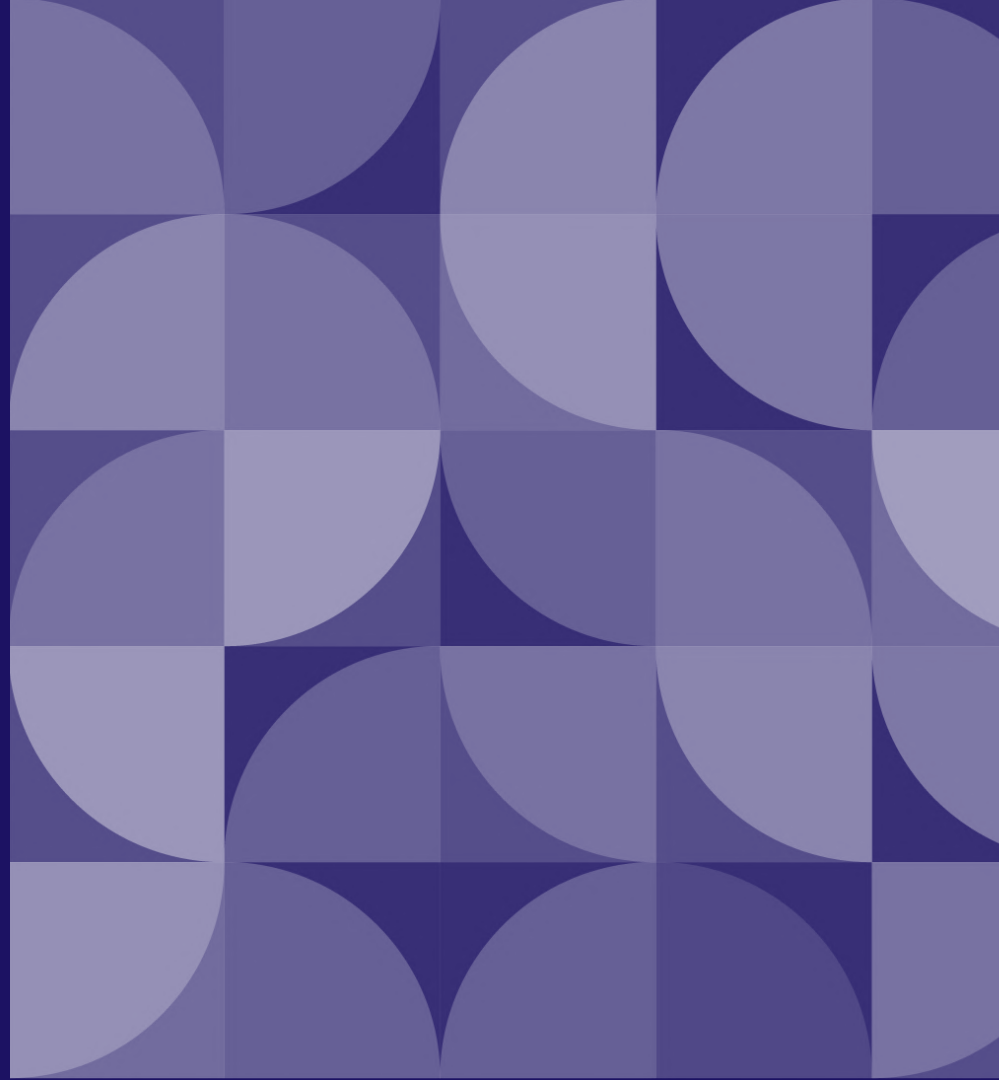
Be yourself



Try, learn, grow



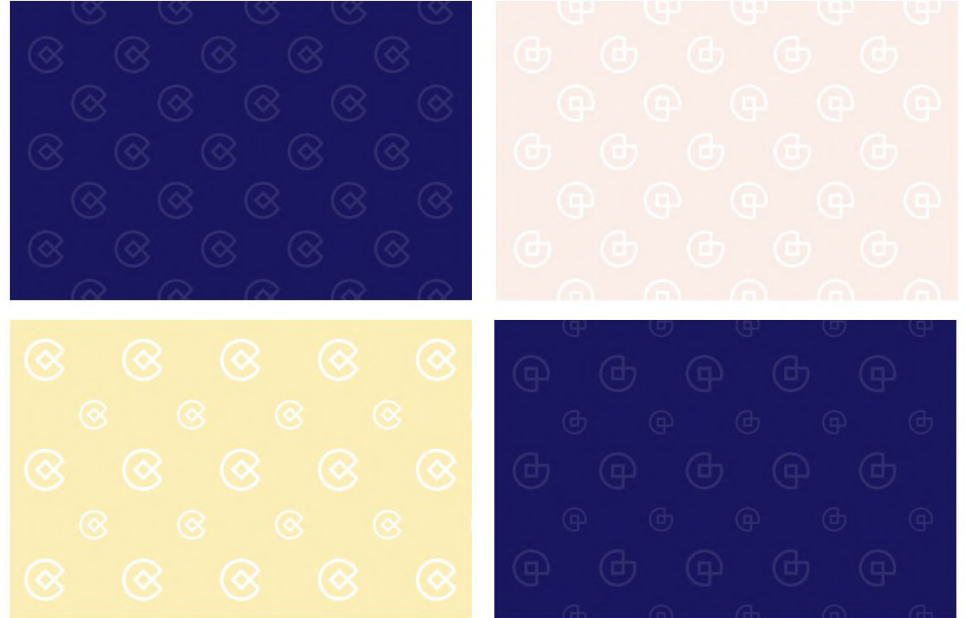
Patterns & Core Shapes



Brandmark patterns

A number of patterns have been created using the Contentsquare brandmark. When using these patterns, care must be taken to avoid overwhelming the eye. Low-contrast, tone-on-tone combinations are best—white on light shades, dark on dark shades or using very low opacity creates a watermark effect with an elegant look.

These patterns should be used sparingly, to facilitate a refined, high end feel. They should not be used multiple times on an individual webpage, on multiple consecutive pages of a presentation or combined together in one layout.

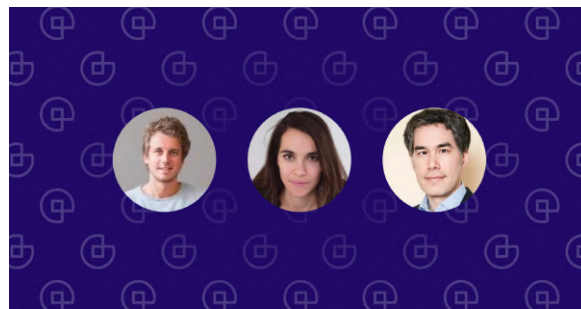
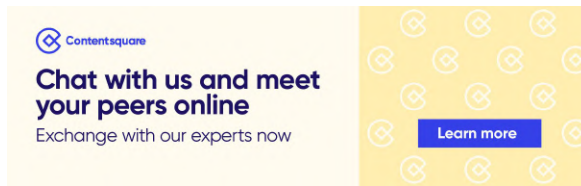
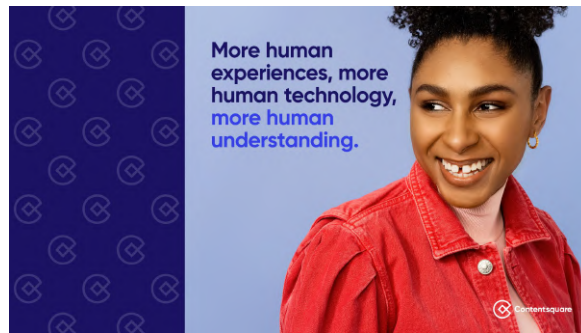


Brandmark patterns in use

These patterns should be used sparingly, to facilitate a refined, high-end feel. They should function as a background element or be given space of their own apart from the other elements of a layout.

In general, they should not be combined with busy type or be made to clash with the logo. They should not be used multiple times on an individual webpage, on multiple consecutive pages of a presentation or combined together in one layout. The images to the right provide a few representative examples in use.

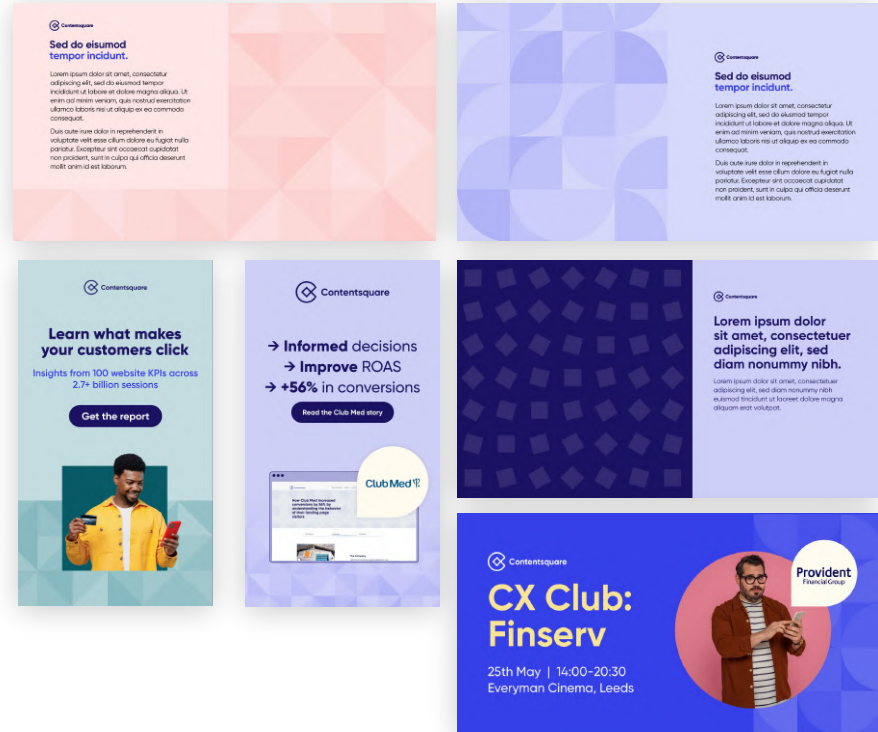
Simplicity is key.



Graphic patterns

A number of graphic patterns have been created for use as background elements in layouts which require additional visual interest without being obtrusive. Much like the landmark patterns, light tone-on-tone variations work best to provide texture without overwhelming the design.

Generally, only larger, high contrast headlines should be laid over graphics. For the most part, smaller text and headlines should be separated to create a more open, sophisticated feel.



Shapes usage for portraits

Our brand is human-first, so portraits are key pillars of our identity.

Using circle or squircle masks give us consistency and playfulness keeping our modernity and a more mature approach.

In some special instances, where headshots have to be created for a specific platform (ex: Hopin, used for virtual events) headshots can be displayed with the logo mark and additional design motifs for easy identification purposes. This is not allowed in any other instance.



Standard headshot treatments



Product



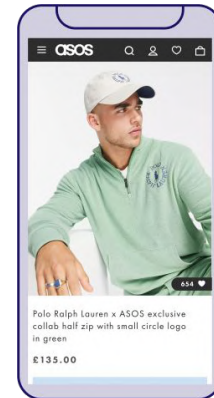
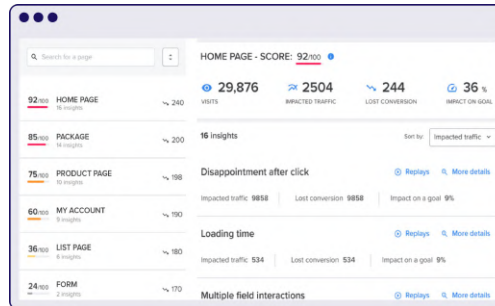
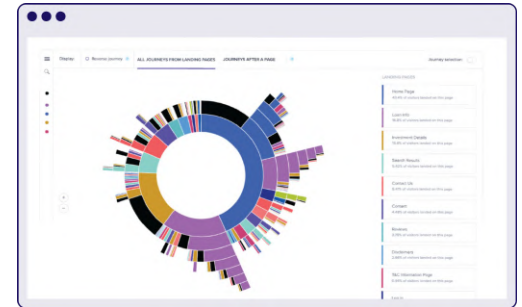
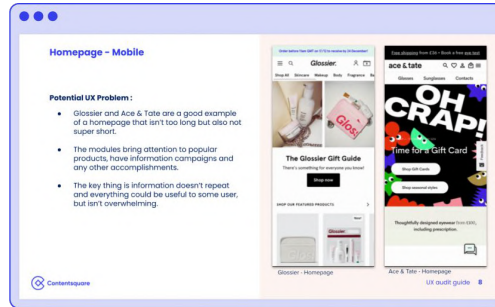
Simple browser mockups

The mockup devices are perfect for showcasing screenshots of browsers and interfaces, or more simplified and illustrative interfaces.

The device should consist of the core cs colour as outline plus any details, and the 20% tint as the background fill.

They can also be used for footage from events or spotlights on speakers.

[Get the mockups here >](#)

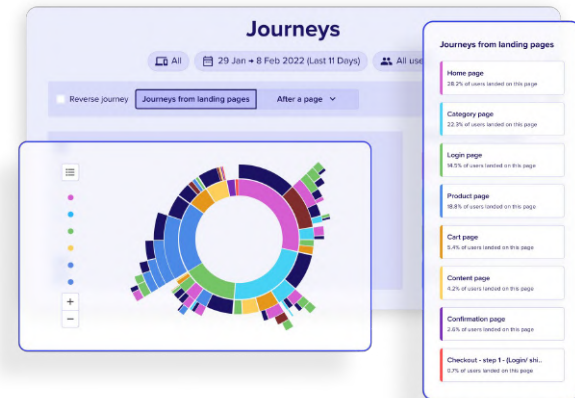
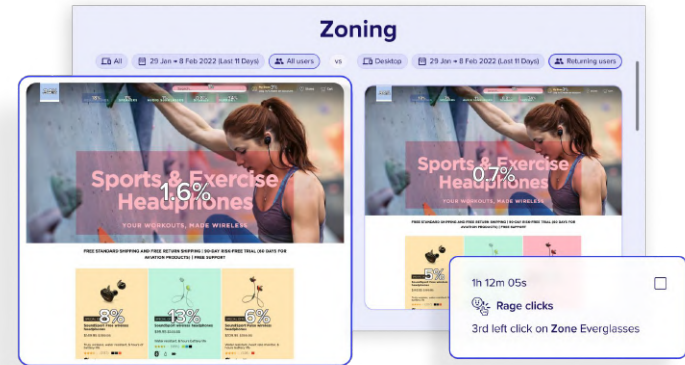


Stylised product interfaces

When showcasing the product on the website or for marketing purposes, these simplified and stylised versions of the product are ideal.

The details have been stripped back to allow the viewer to understand the product with greater ease, while showcased in a much more dynamic way.

[Library here >](#)



Product names in content

We always capitalize and bold product names to ensure our product features and platform terminology stands out from the surrounding text. We also include a 'tooltip' about the product feature on the same page – also bolded.

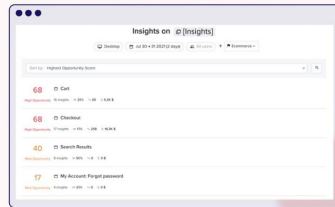
Digging a bit into details of the different Contentsquare capabilities:

In the **Impact Quantification** capability, you are free to determine population A and population B the way you want.

In **Error Analysis**, it is more predefined. Population A will be customers that experienced a given error on a given analyzed context (e.g.: checkout page). Population B will automatically be equal to the population that has not experienced the same error for the same analyzed context. Of course, beyond this predefined setup, you can zoom on people using mobile phones, people giving good NPS scores, people reaching a certain page, etc.

In **CS Insights**, the logic is similar but has two differences. Comparisons are at the page level for insights about the page such as slow load times. They will be at zone level for insights specific to zones such as rage click.

Second difference: there is an estimation of the percentage of the problematic sessions that could be saved by solving the problem spotted, thanks to an industry benchmark. This is called "Conversions Adjustment Threshold".



CS Find & Fix

Optimize operational efficiency while reducing revenue loss with digital experience monitoring

Site speed issues and technical errors put a strain on your customer relationships. To meet the demand and expectations of the modern digital customer, you need to immediately detect issues in the customers' experience (CX), understand the root cause and provide timely resolutions.



88% of site errors are only detected after a user complains ([Tech Republic](#)).

Contentsquare **Find & Fix** allows you to create seamless digital experiences for all your users while working faster across the organization. No website is perfect which means technical errors that harm the digital experience of your brand are often commonplace.



50% of engineering time is spent debugging ([University of Cambridge](#)).

Find & Fix helps minimize frustration by alerting you to site issues and prioritizing the most conversion-impacting concerns. This helps you minimize the impact on your bottom line and create seamless digital experiences for your customers—fast and at scale.

Speeding up your response time to site issues improves your CX and SEO, plus ensures that your engineers and dev teams can focus on innovation and bringing products to market faster—not just debugging issues.

CS Apps is just one of the products of Contentsquare Digital Experience Analytics Cloud. Visit [contentsquare.com](https://www.contentsquare.com) or speak to your CSM for more information.



Icons & Illustrative Styles

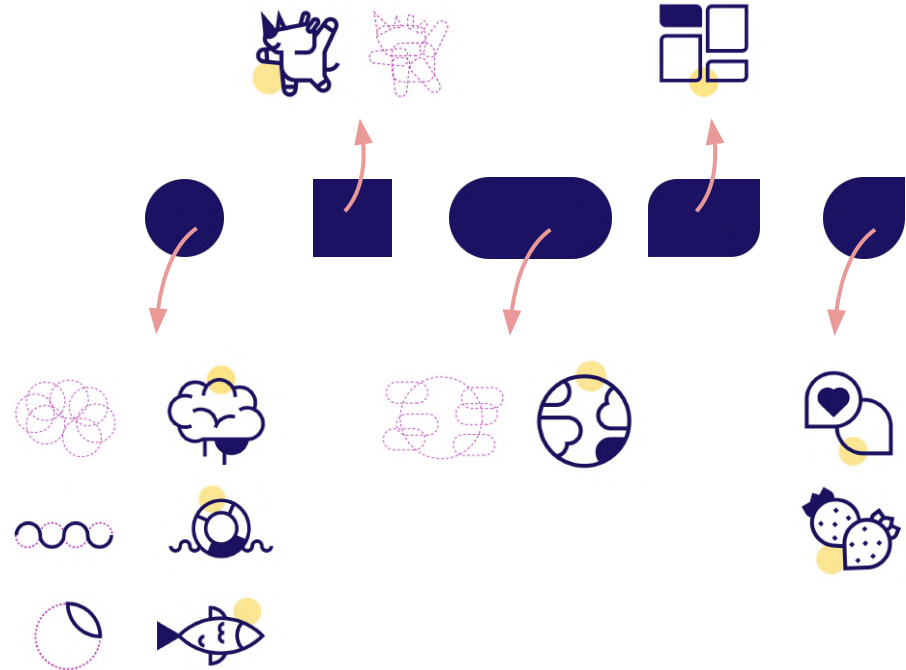


How do we use shapes on icons?

Keep shapes simple without many details. They should be easy to see when small, fully accessible and bold.

Use sharp stroke-ends to fit with our logo style, and use five core shapes to make icons.

Use always one plain color circle shape in the background to mimic our logo.



Do and don't

Sharp stroke-ends (not rounded) to mimic logo style.



Only one element filled with stroke color.



One plain colored circle 40x40px shape in the background of the transparent parts.

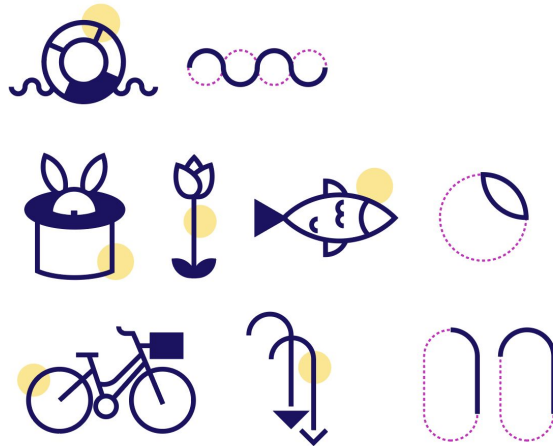


Do and don't

Avoid unnecessary empty spaces.



Use the pill shape and the circle for the curved elements.

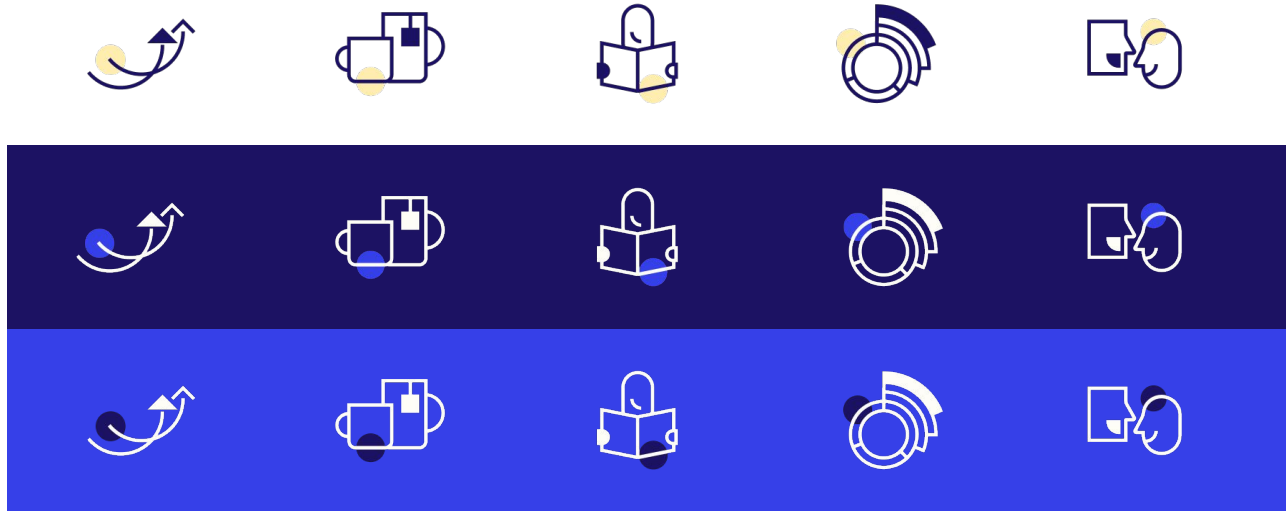


Avoid perspective effects.



This is a waffle

How do we use icons?



We worked on **color and white versions** to guarantee accessibility available for everyone.

[Library here >](#)

Should I use an icon or an illustration?

Between 30px and 40px
> the mini icon

Never make an icon that is
less than 30px



30x30px

Between 40px & 120px
> the regular icon



90x90px

Above 120px
> go for an illustration



200x200px

How do we make illustrations unique?

Core shapes are integrated as line art elements inside the illustration for supportive elements that recalls our branding, or as linear elements (VS color filled ones) of the illustration.



Colorful minimalism: not too many details are needed to understand the vibe!

Illustrations made out of organic & geometric shapes > our core shapes



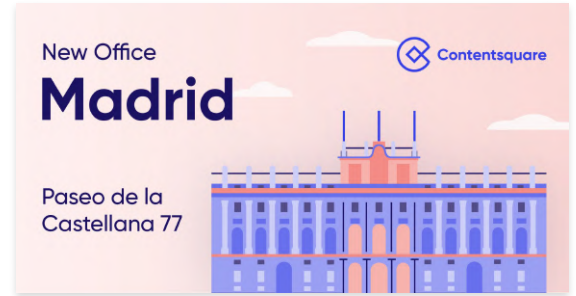
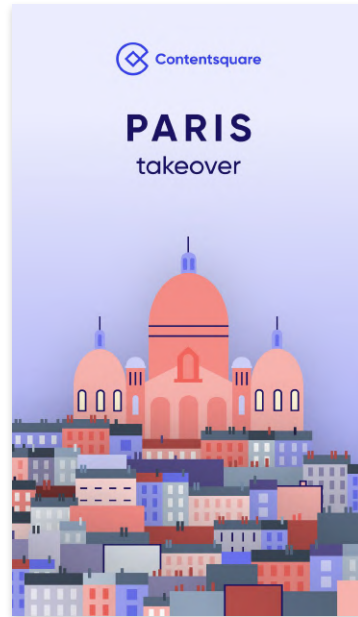
Thin line art that recall our shapes and that link to icons and pics.

Thick line art that recalls our logo (weight and color)



How do we make illustrations unique?

Used as an alternative to photography for specific cases, these illustrations are simple to use, create, keep consistency from.

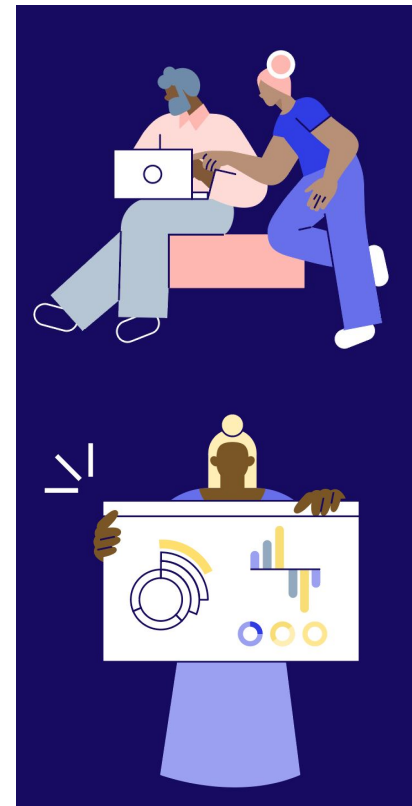


How to create the illustrations – Dark background

Illustrations can also be adapted for dark backgrounds, just keep contrast in mind and adapt colors if needed (especially skin colors).

Stroke color should remain Midnight expect for elements that are on the background.

Stroke color that matches the logo should be white.



How to create the illustrations – Styling human beings

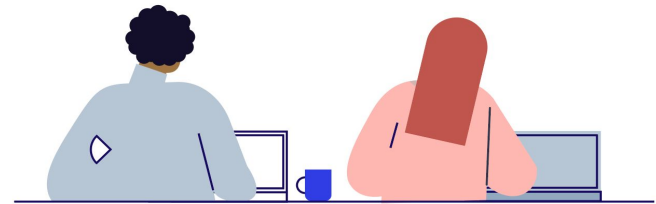
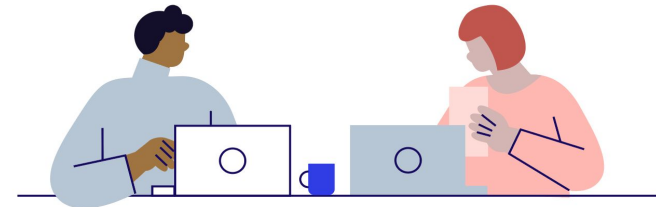
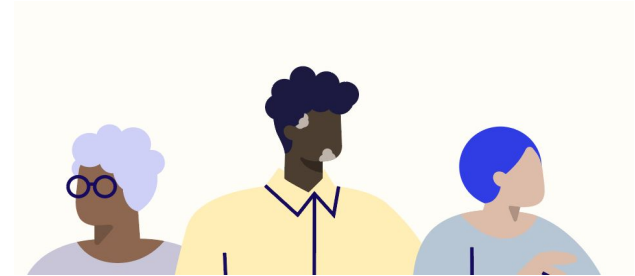
Unrealistic proportions: big hands, big arms, quite small heads, gender fluid aspect. Don't forget the triangle shadow below their chin.

Adapt existing ones: with minor tweaks you can create a different view.

Reuse elements: Mix and match elements. Try playing lego with heads, legs, arms etc to make a totally different person or scene.

Play with details: adding or deleting anchor points can also help (ex: pants can become a skirt, a shirt can become a tshirt, a boy can become a girl, make people less or more tall, etc).

[Library here >](#)



**Let's discuss
accessibility**



Logo color options

Accessibility Requirements

- The contentsquare logo version should be chosen depending on the background colour by making sure that the contrast ratio between the colours of the logo and its background colour(s) is above 3:1.

Note: use [Colour Contrast Analyser](#) or [Pika](#) to test the contrast ratio

- Always apply a textual alternative (Alt text) to the Contentsquare logo image. (unless the adjacent text already mentions "Contentsquare.")



How do you ensure that the colours are contrasted enough in your documents?

DO NOT use just any colour combination:

- Our document templates will have predefined colours for texts and titles that are contrasted enough with their background.
- If you wish to add another colour to your text, pick a colour within [colour matrix](#) (psw ally2022) to ensure the contrast ratio meets at least:
 - the AA criteria for text below 24 px/18 pt
 - The AA criteria for titles above 24 px/18 pt
- You can use this comprehensive [Contentsquare Accessibility Style guide](#) to check what colours of the palette are valid against specific backgrounds and have an idea of what it will look like.

Font size

Google Slides: Use **Poppins** with **font size: 11** as the smallest size for text block content

When designing for the web: Use a minimum of **14px** but always aim for **16px** (see CS website)

For print: Use a minimum of **14px / 10.5pt**

Primary Typeface: Poppins

For regular text, use **light** (for short texts) and **normal** typeface (for several paragraphs) with **font size: 11**.

DO NOT use fonts below **light**, as the lighter typefaces are **too thin**.

- This is an example of a sentence using the thin typeface
- This is an example of a sentence using the extra light typeface
- This is an example of a sentence using the light typeface
- This is an example of a sentence using the normal typeface
- This is an example of a sentence using the medium typeface

Content formatting

Content formatting: give it space!

- Line spacing: 1.5 x the font size
- Paragraph spacing: 1.5 x the line spacing
- Optimal length: 80 characters per line
- DO NOT justify the text! (even in print documents!)
- DO NOT write sentences and titles in full capital letters
- Avoid underlining text as it will be mistaken for a link
- Ensure links (and buttons on web documents) can be identified as such and are distinguished from the rest of the text using both color and form (e.g. underlining)

Content writing:

- Avoid jargon and abbreviations (unless you explain it)
- Keep it simple and easy to read

You can find more comprehensive tips here: [Accessibility for Marketing 101](#)

Voice & Tone guidelines



What is voice and tone and why does it matter?

Our brand voice and tone is more than what we say—it's how we say it. It builds recognition and trust. It defines our brand personality (who we are) and our brand values (what we stand for). Our voice ultimately determines how we want to be perceived; by our customers, partners, colleagues and competitors. It's critical to have a consistent voice and tone across all content to differentiate us from our competitors and validate our market positioning.

Inconsistencies in tone can fragment the picture of our brand, leading to mistrust from our prospects and customers. Inconsistent tone = bad for our brand.

Brand voice and tone

Our brand voice captures our personality.

At Contentsquare, we are human. That's our personality and who we are, which never changes. Our voice is what we say. It can consist of syntax (sentence structure), diction (word choice), expressions, and other writing techniques so the market knows it's coming from us. We write in a style that proves we are human; we don't sound like a robot. We're real. We're inclusive. We're informative. We're empathetic, engaged, and positive. We're data-driven and building for the future.

Our tone is how we say things.

It's the attitude our writing conveys and gives more context beyond the words used. It can convey the positive, negative, neutral and everything in between. If the voice is our personality, the tone is the mood of our writing.

Brand voice and tone

At Contentsquare our tone is...

Clear

We use simple, everyday language that everyone can understand. We break down complex topics in a way that's easy to understand.

Conversational

We're open and curious. We're interested in others and approachable. We're always happy to help.

Engaging

The stuff we write is useful, sharp and interesting. We know time is valuable, and we get to the point fast.

Brand voice and tone

To learn more about our voice and tone

View our comprehensive guidelines [here](#).



Thanks!
More resources available on
brand.contentsquare.com