# Table of Contents

**About Us**..............................4  
Company Values .......................5  
Tagline .....................................6  
Communication Style ....................7  
5 Keys Propositions .....................8  
Boilerplate ..................................9  
Products & Features .....................11  
Online Advertising - Key Terms .........14  

**Logos** ................................18  
Improve Digital Logo ..................19  
Swisscom Logo .............................21  
360 Polaris Logo ..........................22  

**Colours** ...............................23  
Improve Digital Colours .................24  

**Typography** ...........................25  
Improve Digital Typography .............26  

**Iconography** ..........................28  
Main Icons ...............................29  
Icons Gallery .............................30  
Other Graphic Element ..................36  

**Images** ...............................37  
Corporate Images .......................38
About Us
Company Values

Our DNA
Digital Natives
Publisher Focused
Passion for Technology
Transparent

Our Mission
Build efficient, smart & responsible digital businesses
For Transparency.
For Revenue.
For Content Providers.
Communication Style

James Bond: sharp, tech savvy, intelligent & sophisticated

Like James Bond we communicate in British English

Communication Writing Guidelines

- “&” should only be used in titles, never in running text
- Numerals over 1000 should be written with a dot example: 160,000
- Titles should be written with capital letters only on all the first letter, for instance: “Maximise in Publisher Demand”
- Date should be written this way Wednesday 30 December
- Bullet point sentence should not be ended with any punctuation
- Never write “the” in front of 360 Polaris.
- Never write 360 Polaris using all capital letters unless in a title
- Numerals before 10 are written in text form and 10 and up in numerals
5 Keys Propositions

Our key communication themes and key words consist of the following:

1. **Holistic Monetisation Platform**
   Full-stack platform integrates the capabilities of both a premium ad server and a supply-side platform (SSP), resulting in optimal return on inventory and audience monetisation, better control and less cost.

2. **Maximise Publisher Demand**
   All sources of demand integrated and connected from non-programmatic to programmatic and from direct to indirect.

3. **Any Format, Any Type of Inventory**
   No need for multiple platforms for different formats, resulting in better control, more revenue and less cost.

4. **Maximise Publisher Control and Transparency**
   No need for multiple platforms for different formats, resulting in better control, more revenue and less cost.

5. **Open interconnected platform**
   Seamless interconnectivity with leading 3rd party vendors such as DMPs, CRMs, RMV, viewability vendors.
Improve Digital is the All-in-One Video Advertising Platform for Publishers, Content Providers and Broadcasters.

Improve Digital’s mission is to build smart, efficient, and responsible digital businesses for its enterprise customers. It creates the technology that makes advertising marketplaces possible. Content providers, digital publishers and broadcasters use that technology to monetise their video, mobile and web advertising inventory.

The company works with over 250 of the world’s top media owners, an audience of more than 600 million unique visitors and, through them, supports the efforts of 112,000 advertisers each month. Improve Digital is a Swisscom company with offices located in London, Amsterdam, Munich, Antwerp, Milan, Barcelona and Paris.
2
Terminology
Products & Features

When communicating with clients, potential clients and partners, keep in mind that consistency in messaging is the key to creating strong brand awareness.

Products

360 Polaris

A revolutionary full-stack ad monetisation technology platform for video, web, and mobile content providers. 360 Polaris is an all-in-one publisher solution that integrates the capabilities of both a premium ad server and a supply-side platform (SSP). Built from the ground up and with a redesigned user interface, it offers content providers unparalleled transparency and control, no matter what their sales strategy.

Important Writing Guidelines:
1. Never with “the” in front of 360 Polaris.

360 Automated Guaranteed

Makes it possible for 360 Polaris to run guaranteed campaigns on a programmatic basis via Deal ID and on a classic, tag-based basis. Its smart algorithms allow for yield optimisation and replace any need for the warfall method.

360 API

360 API is an “Application Programming Interface” allowing content providers to manage 360 Polaris from their own dashboards.
Pricing Control Centre has been designed to enable smart pricing strategies and efficient programmatic sales processes, ensuring content providers benefit from the highest revenue possible for every impression served and sold.

Features

**Mobile SDK**

360 SDK allows content providers to connect their native apps to 360 Polaris for increased efficiency. 360 Mobile Live demonstrates the features and functions of 360 SDK.

**Mobile In-App**

Integrated with 360 Polaris, Mobile In-App offers content providers an easy way to optimise all of their smartphone and tablet inventory, whether users are within an app environment or surfing the mobile web. Allows content providers to leverage a single platform that helps them manage their advertising and audience assets, and maximise programmatic advertising sales and revenue.

**Native Advertising**

Improve Digital offers content providers broad support in serving and optimising their native advertising efforts. Building on our proven Image+Text ad format capabilities, we provide customisation and configuration for any web-publishing environment.

**Price Control Centre**

Pricing Control Centre has been designed to enable smart pricing strategies and efficient programmatic sales processes, ensuring content providers benefit from the highest revenue possible for every impression served and sold.
Our 360 Polaris platform gives content providers extended reach across all devices and ad formats, providing full access to the vibrant programmatic marketplace. Executing rich media campaigns has never been easier or faster. What’s more, there are low-to-no-set-up costs.

In-Stream Video

360 Polaris allows content providers to monetise their own video content across all devices, giving them full access to the thriving programmatic marketplace. Video in-stream ads are commercials that appear before, during and after online videos.

Out-Stream Video

Content providers can expand their video advertising inventory beyond pre-roll with our innovative In-Page product without the need to replace or redesign existing content and ad placements. In-Page allows video ads to be served outside of a video player, often between paragraphs of text, typically without sound.
Online Advertising - Key Terms

Key terms are an essential part of the Improve Digital brand. They can help to communicate an attribute, benefit, feature, product or service. The following terms are key to the Improve Digital brand:

**Advertiser**
A company, person, or organisation that advertises a product or service.

**Advertising ID**
Advertising IDs are ways mobile app developers can identify who is using their mobile apps.

**Ad serving**
Ad serving describes the technology and service that places advertisements on web sites. Ad serving technology companies provide software to websites and advertisers that serve ads, count them, choose the ads that will make the website or advertiser most money, and monitor the progress of advertising campaigns.

**Agency**
An advertising agency or media agency is a service business dedicated to creating, planning, and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client’s products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

**Agency Trading Desk**
A specialised unit within a larger media buying agency that uses either proprietary technology or a demand side platform (DSP) to buy and optimise media and audiences.

**Auction**
The process in 360 Polaris of collecting all RTB bids and offers from Classic campaigns and selecting the winning impression.
**Audience targeting**
The practice of targeting users through data collected from first or third-party sources.

**Bid**
Used in RTB. Buyers use a programmatic platform to return a value for a user impression, which is then placed in the auction.

**Buying Solutions**
Connected with many different inventory sources such as ad exchanges, ad networks and sell side platforms (SSPs). They offer benefits such as workflow simplification, integrated reporting, algorithmic media buying, creative optimisation, data management and Real-Time Bidding (RTB) capabilities.

**Data Providers & Solutions**
Data providers collect, compile and sell (anonymous) data on (online) consumers. Data management platforms manage, protect and collect data from different online and offline sources and turn it into actionable information that can be used by buyers and sellers.

**Deal ID**
A line item which will send bid requests to a specific BEO, only allowing bid responses from that BEO. Also known as a PMP. Can be either Premium, Preferred or Standard line item type.

**Delivery Systems, Tools, Analytics, Verification & Privacy**
Delivery systems, tools and analytics are the technologies that provide specific features to the advertising eco system. They ensure different types of ads are served, measured and validated; provide safety and privacy features to advertisers and publishers; offer unique targeting methods for advertising campaigns; provide simplified tag management or billing support.

**DMP (Data Management Platform)**
Tools that normalize disparate data sets so that marketers can better understand and utilize data from multiple sources.
DSP (Demand Side Platform)
A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

Media Owner
A person/organisation that controls a media enterprise.

MRAID (Mobile Rich Media Ad Interface Definitions)
MRAID is a protocol that enables communication between an ad and a mobile application in order to execute interactions such as geolocation, ad resizing, accelerometer functions and others.

Placements
This refers to the individual ad slots on a page. Placements are usually offered in a variety of standard sizes, such as 300x250, but can also be offered in 300x600, depending on the resize capabilities of the publisher site. Placements can also be served in specific formats, such as display (image ads), text (native), and video.

Premium inventory
Premium inventory refers to high-quality ad inventory. Quality is determined by context, format or targeting.

Programmatic
The automated sale of online advertisements. It is analysed and optimised through the use of demand-side interfaces and processes.

Publisher
An individual or a corporation responsible for the printing and distribution of digital or printed publications. Publishers also handle the marketing efforts for the publications and usually are not the creators of the content.

RTB (Real Time Bidding)
Real-time bidding refers to the practice of buying and selling display ad impressions through ad exchanges in real-time and one impression at a time. Buyers - agencies, advertisers and some networks - are usually connected to the ad exchange through demand-side platforms.
**Sales Houses & Ad Networks**
An external service provider that sells and buys media for advertisers, agencies and publishers. Sales Houses often work exclusively for a single publisher, selling both standard and customised advertising to advertisers and agencies. Ad networks may have a general approach or specialise in a certain area such as retargeting, audience targeting, mobile, video or affiliate marketing.

**Selling Solutions**
Enable media owners to automate the sale of online media in real-time and maximise their revenue. They offer an efficient, automated and secure way to tap into the different sources of demand that are available, manage yields and provide insight into revenue streams and audiences.

**SSP (Supply-Side Platform)**
Technology platform that enables web content providers to manage their advertising inventory, fill it with ads, and receive revenue.

**Trading Desk**
An external service provider specialised in efficiently buying and optimising media and audiences for advertisers and agencies, often in real-time. Trading desks work across a variety of inventory sources such as ad exchanges, ad networks, SSPs. They use either proprietary or licensed DSP technology.

**Trading Solutions & Exchanges**
Technology platforms and marketplaces that connect supply and demand and facilitate that connection.

**VAST**
Video Ad Serving Template - template from the IAB that sets a standard for communication requirements between ad servers and video players, enabling video ads to be served.

**VPAID**
The Video Player-Ad Interface Definition, a universal specification developed by the IAB for interaction between ad units and video players focused on “enabling a rich interactive in-stream ad experience”.
3 Logos
Improve Digital Logo

Logo Usage
Where possible the logo should always appear in Blue and White. Likewise, the logo’s simplicity reflects the feeling of order and control that Improve Digital gives to its customers.

Acceptable Logo Formats
The Improve Digital logo is available in two versions including:

Full Logotype
This is the main Improve Digital logo.

Stacked Logotype
This is the secondary Improve Digital logo. To be used when the full logotype cannot be placed.
Logo Versions
To be used when the background is in colour

Clearspace
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should be placed in this zone.

Logo Size
The Improve Digital logo has been designed to copy at a minimum size of 18mm. There is no maximum copy size.

Logo Dos & Don'ts
Do: Where possible the Improve Digital logo should always be placed at the top. The logo is placed here so that it can be instantly recognised.

Don't: Do not manipulate or remove the symbol without prior approval from the marketing department.

Don't: The typeface of the logo or word mark colour, rotation, outline or any other individual element should not be changed.

Don't: The word mark is an obvious display of text, though a less concise and memorable representation of the company. The word mark should not be used alone as a logo or mark.
Swisscom Logo

Logo Usage
Using the Swisscom logo with the Improve Digital logo is optional.

Acceptable Logo Formats

Partner Full Logotype

Partner Full Logotype added to Improve Digital

Logo Versions
To be used when the background is in colour
360 Polaris Logo

Logo Usage
Where possible the logo should always appear in Blue and White.

Acceptable Logo Formats

**360 Polaris Full Logotype**

Logo Versions
To be used when the background is in colour.
Colours
Improving Digital Colours

Colour Palette

The Improve Digital signature colour palette consists of 6 colours. Below are the RGB, HTML and CMYK codes that ensure each colour can be matched when creating materials.

Primary Colours

- **Medium Blue**
  - RGB: 0 | 109 | 182
  - HTML: #006db6
  - CMYK: 92 | 55 | 0 | 0
  - Pantone: 300 U

- **Dark Blue**
  - RGB: 0 | 28 | 74
  - HTML: #001c4a
  - CMYK: 100 | 91 | 36 | 45
  - Pantone 301

Secondary Colours

- **Light Blue**
  - RGB: 39 | 140 | 235
  - HTML: #278ceb
  - CMYK: 60 | 16 | 0 | 0

- **Yellow**
  - RGB: 255 | 203 | 57
  - HTML: #ffcb39
  - CMYK: 0 | 20 | 88 | 0

- **Orange**
  - RGB: 252 | 154 | 56
  - HTML: #fc9a38
  - CMYK: 47 | 87 | 0 | 0

- **Green**
  - RGB: 152 | 185 | 80
  - HTML: #98b950
  - CMYK: 45 | 11 | 89 | 0
5 Typography
### Fonts & Styles

The Improve Digital signature fonts and formats each consist of 12 different fonts. 3 primary, 3 secondary fonts and 6 specials fonts.

#### Primary Font & Styles

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
</table>
| **Century Gothic Bold** | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                  | abcdefghijklmnopqrstuvwxyz
|                  | 1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " |
| **Century Gothic Regular** | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                  | abcdefghijklmnopqrstuvwxyz
|                  | 1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " |

#### Secondary Fonts & Styles

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
</table>
| **Neutra Text Bold** | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                  | abcdefghijklmnopqrstuvwxyz
|                  | 1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " |
| **Neutra text Regular** | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                  | abcdefghijklmnopqrstuvwxyz
|                  | 1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " |
| **Cheddar Jack Regular** | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                  | abcdefghijklmnopqrstuvwxyz
|                  | 1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' ":
### Special Fonts & Styles

**Fonts only used for Improve Digital Newsletters**

**Verdana Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
</tr>
</tbody>
</table>

**Verdana Regular**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
</tr>
</tbody>
</table>

**Google fonts only used for Improve Digital Websites**

**Poppins Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
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</tbody>
</table>

**Poppins Semi Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
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<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
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</table>

**Poppins Medium**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
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<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
</tr>
</tbody>
</table>

**Poppins Regular**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
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<td>1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”</td>
</tr>
</tbody>
</table>
Iconography
Icons Gallery
Perspective

Premium

Staff blog

Target market

Software tool

Bad

Medium

Good
Annoyed visitor

Happy Visitor

Annoyed buyer

Happy buyer
Other Graphic Element

Graphic elements for content
7 Images
Corporate Images

It is important to use imagery according to the branding of the company. You can find a selection of images on sharepoint:

MARKETING → 02_Materials_Template → 1_Powerpoint Template → Shutterstock to use for presentations

Dark Images

Requirements

1. Bright Colours
2. High Contrast
3. Tech look
4. Modern
5. Diversity
6. International
Light Images

Requirements
1. Bright Colours
2. High Contrast
3. Tech look
4. Modern
5. Diversity
6. International
Images and Filter

Blue filter

We apply blue filter to images throughout the Improve Digital website or on other artwork. To apply blue filter to an image, add the image on transparency mode “soft light” over the colour RGB: 39 | 149 | 235.