



Updated 01.16.2025

BRAND GUIDELINES



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HELLO

WELCOME TO OUR BRAND GUIDELINES

CreatorIQ is the next-generation platform empowering enterprises to thrive in the creator economy. With cutting-edge intelligence, streamlined workflows, and top-tier security, we equip our clients to lead, innovate, and stay ahead in an ever-evolving landscape.

As we pioneer the content-first, creator-led future, it's more important than ever for CreatorIQ to communicate with a brand identity that is not only clear and consistent, but also compelling, inspiring, and memorable.

These guidelines are your blueprint to create content that resonates, ensuring every touchpoint reflects our bold vision and unique brand identity. Use them to make sure all your work is **unmistakably on-brand**, propelling both CreatorIQ and our customers forward into the content-first, creator-led future.





OUR
LOGO



OUR LOGO

CreatorIQ exists to remove the barriers between brands and consumers, sitting at the center of an ever-expanding content universe. Our logo mark reflects what we do best – to pull together, to push out, to connect and evolve.

The brand mark is rooted in the foundation of our brand name, C, I, Q. The mark is an expression of how these elements come together as a focal point, a hub for connection between creator and corporate.

What we call the “tab” represents our commitment to evolution. The tab is change, turning over a new page. The tab is possibility, opening to what’s new and next. The tab is energy, implying the motion and action behind a dynamic brand.

The logo is grounded with a clean typographic treatment, an evolution of our past brand type style that’s both sophisticated and approachable.



CreatorIQ

OUR LOGO LOCKUPS

Our logo is available in different lockups. Choose the lockup most suited to the needs of the project. Always refer to approved logo files for color direction.

Use our brand icon only when our brand name is represented elsewhere in the layout to ensure brand credit, or when size limitations make it impossible to include the full word mark.

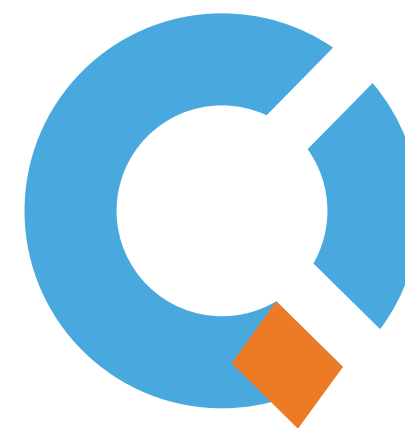
VERTICAL



HORIZONTAL



ICON



OUR LOGO ONE COLOR

When a brand opportunity is limited to one color, such as within a corporate sponsorship, choose one of the options at right.

Even though brand blue is the CIQ signature hue, it is not recommended for use in the wordmark for maximum contrast and legibility.

This logo is not as recognizable as the full-color options and should only be used when the full color options are not available.

VERTICAL



HORIZONTAL



ICON



OUR LOGO
CLEAR SPACE

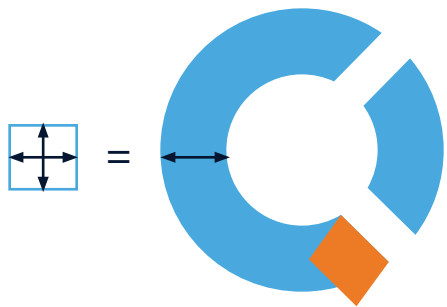
Keep an area of clear space around the logo at all times. Use the width of the icon to determine the heigth and width of the margin needed.

Ignore the subtle visual break that the tab creates beyond the edge of the circular icon. It’s small enough to be inconsequential when measuring for clear space.

VERTICAL



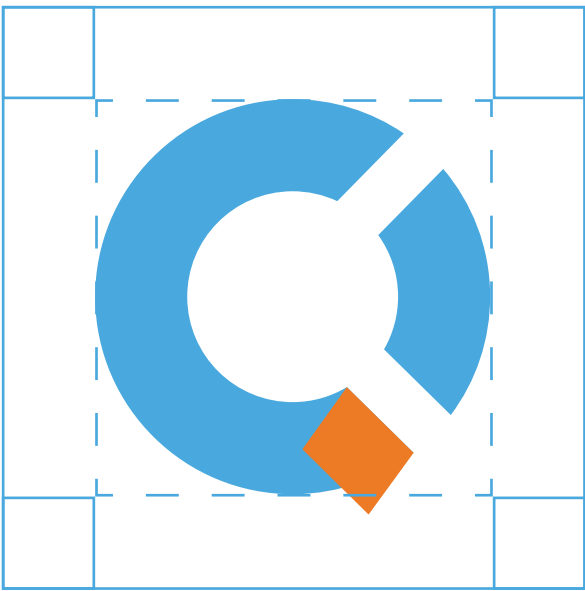
 = width of the brand icon



HORIZONTAL

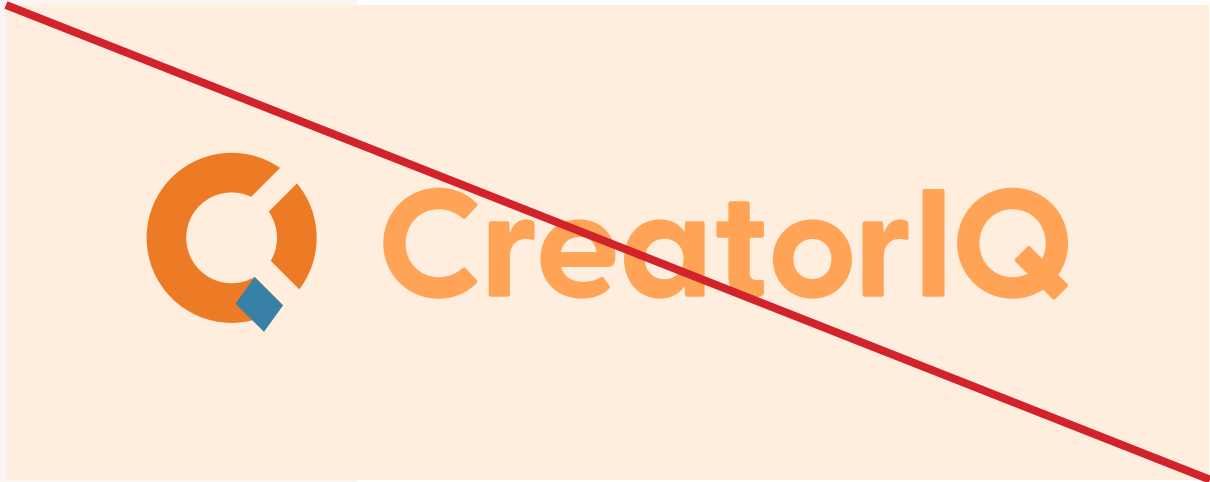


ICON

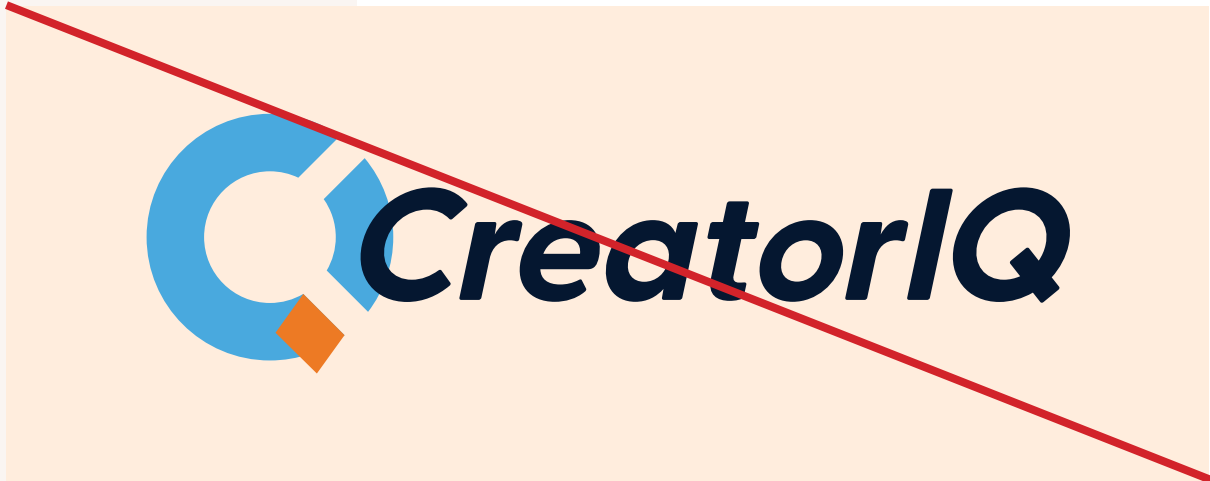


OUR LOGO
DO'S & DON'T'S

DON'T use logo colors that aren't approved – even if they are other brand colors.



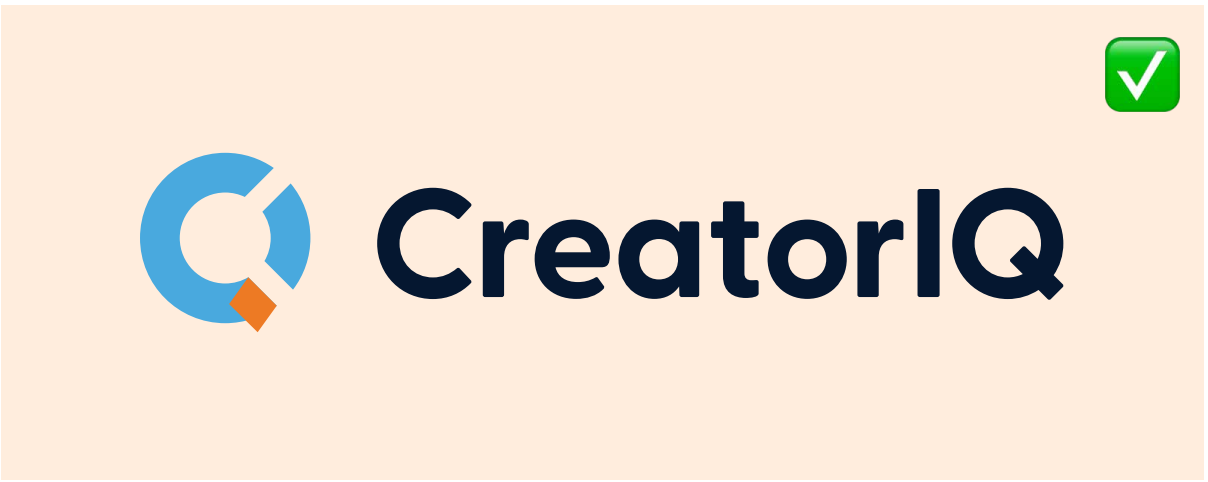
DON'T alter the lockup or stretch or otherwise manipulate the logo.



DON'T layer the logo over complicated backgrounds that make it hard to read.



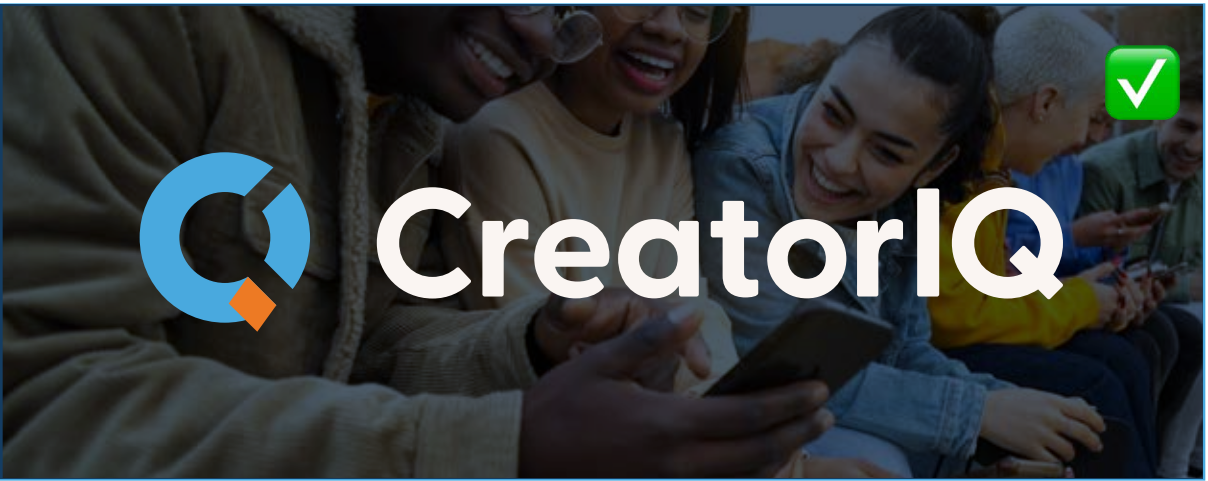
DO use approved logo colors.



DO honor the design of the logo lockups, using them consistently without making changes.



DO layer the logo over imagery in a way that maintains legibility.



OUR LOGO

OUR ICON

Our brand icon is a custom design inspired by combining the C, I and Q of the brand name to create a unique + ownable shape. This icon is a distinctive brand asset that should be used consistently and creatively across brand materials to echo the full logomark and reinforce a brand identity that is unmistakably CreatorIQ.

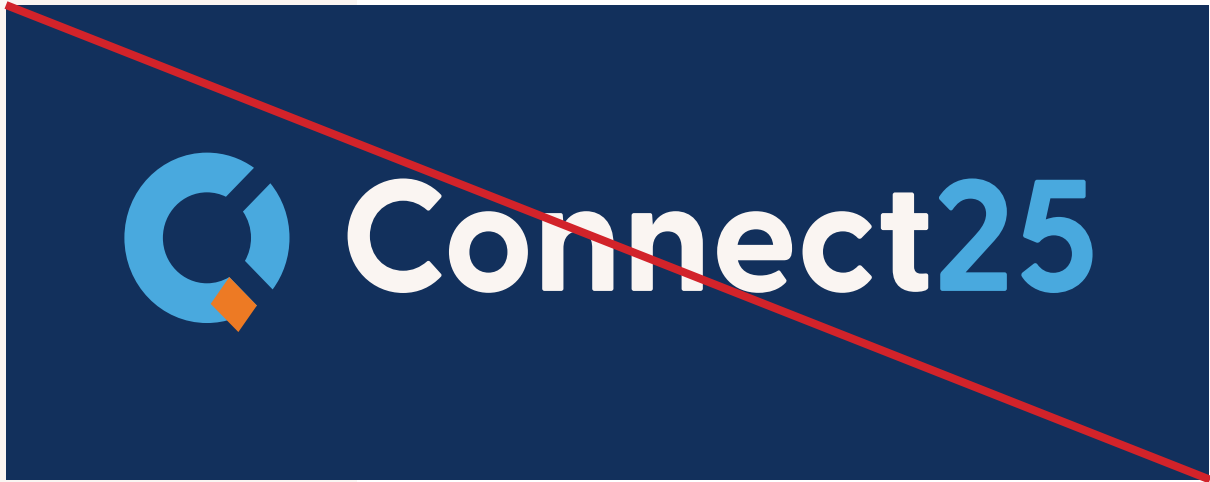
Use the distinctive shape of the icon to create cropping for photography. Leverage colors from the secondary palette to create visual emphasis.

When flexing the icon as a design element, be sure to use the complete logo or icon elsewhere in the design in the hero brand colors to ensure brand credit.

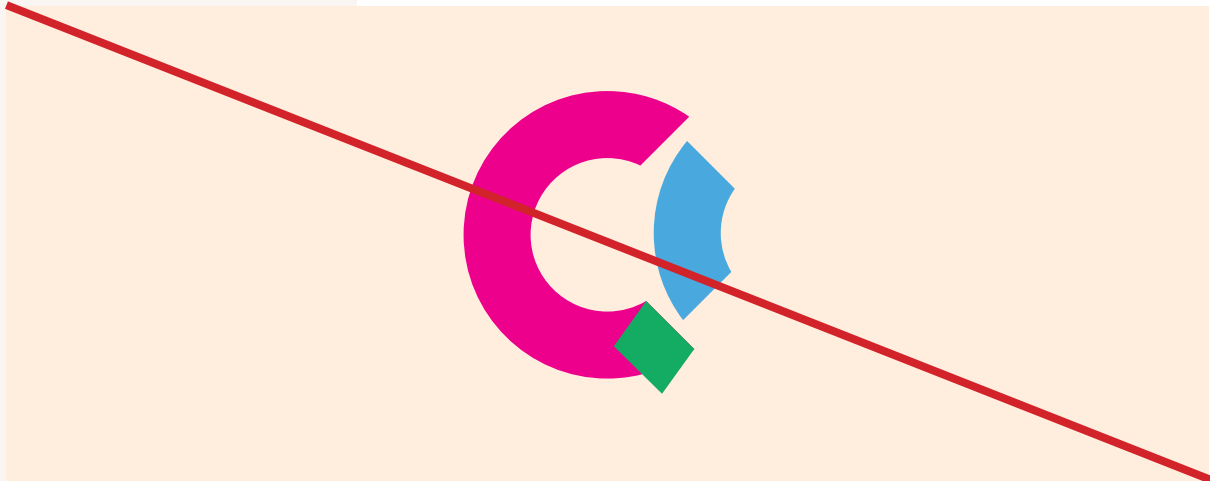


OUR LOGO
ICON DO'S & DON'T'S

DON'T pair the icon with any word other than the brand name.



DON'T use off-brand colors when leveraging the icon as a distinctive brand asset. **DON'T** alter the icon shapes in any way.



DON'T layer the icon over complicated backgrounds that make it hard to read.



DO leverage the icon as a graphic design element to enhance branding. (Always make sure the logo or icon is included in its entirety elsewhere in the layout to ensure brand credit.)



DO explore the core components of the icon to crop or frame photography.

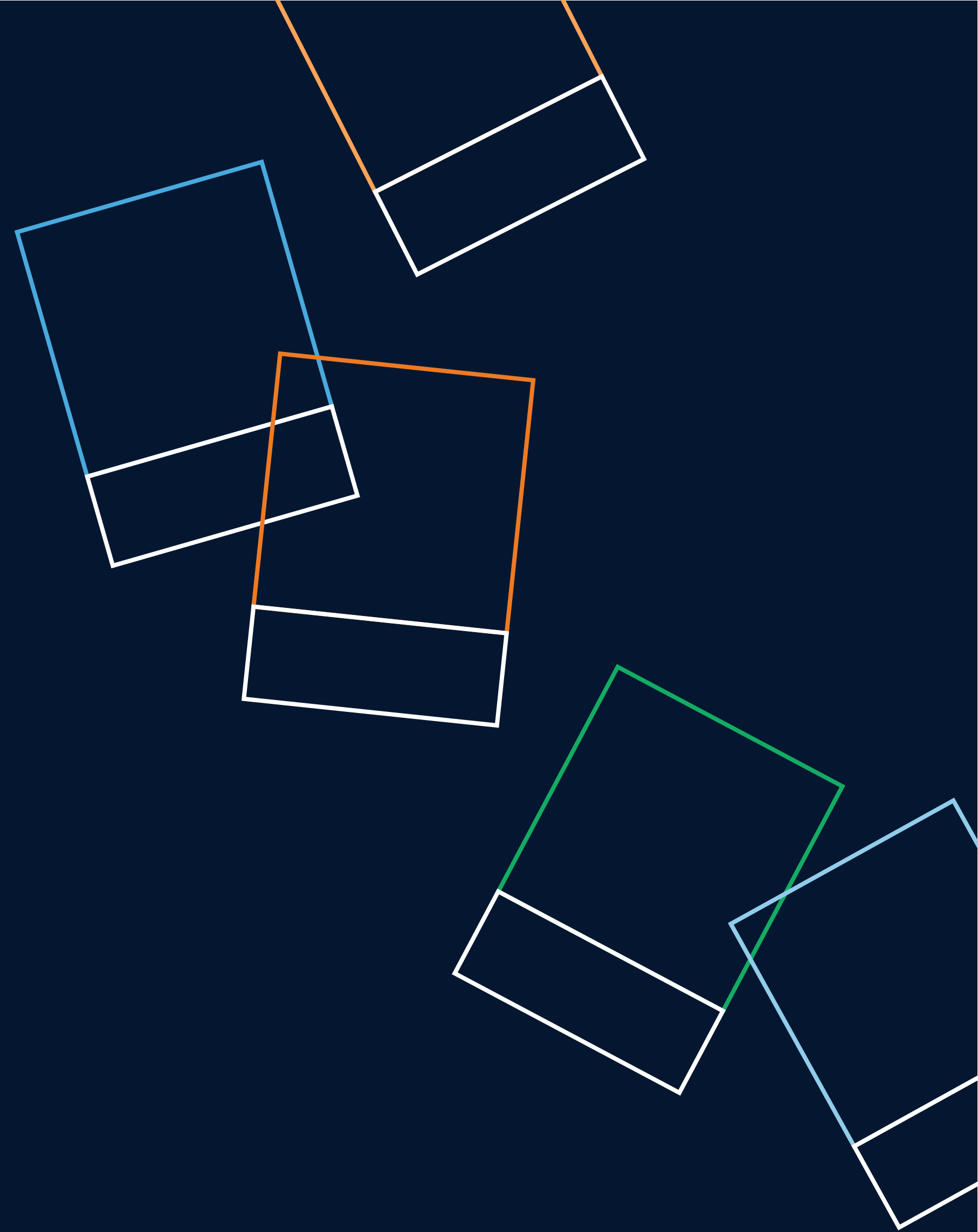


DO lean on the full brand palette to create visual distinction and hierarchy.





OUR COLORS



OUR COLORS

Our brand colors are made up of strong, confident blues paired with warm white and bright pops of rusty orange. The overall effect is clean and confident, but approachable.

Thoughtful, vetted color pairings maximize legibility through contrast.

Use our colors consistently and with discipline to communicate clearly while building brand equity and distinctiveness.



OUR COLORS

CORE BRAND COLORS

Our brand palette is made of core brand colors as well as secondary colors used to round out product and marketing designs.

Use the core brand colors first, and more often, to build brand distinctiveness and personality through color.

CIQ BLUE is our signature brand color; it should always have a clear role in design. It can be a bold hue leading the design, or it may be reserved for a bold pop in the logo, creating visual emphasis.

CIQ ORANGE adds a warm accent to our signature brand blue. Use WHITE, WARM WHITE and INK BLUE to create crisp, clean layouts with high contrast and strong legibility.



CIQ BLUE

Pantone **298 C**

CMYK **65/18/0/0**

RGB **73/169/222**

Hex Code **49a9de**



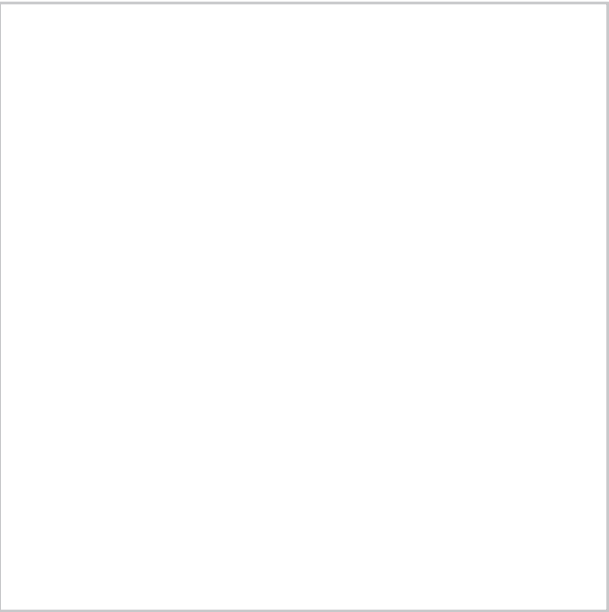
CIQ ORANGE

Pantone **158 C**

CMYK **3/64/99/0**

RGB **237/122/36**

Hex Code **ed7a24**



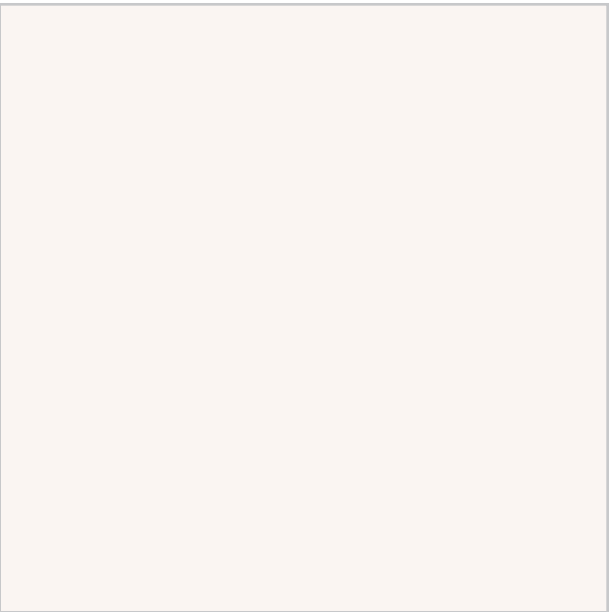
WHITE

Pantone **NEED**

CMYK **0/0/0/0**

RGB **255/255/255**

Hex Code **ffffff**



WARM WHITE

Pantone **Warm Gray 1 C**

CMYK **1/2/3/0**

RGB **250/245/242**

Hex Code **faf5f2**



INK BLUE

Pantone **5395 C**

CMYK **95/83/50/64**

RGB **5/23/48**

Hex Code **051730**

OUR COLORS
SECONDARY COLORS

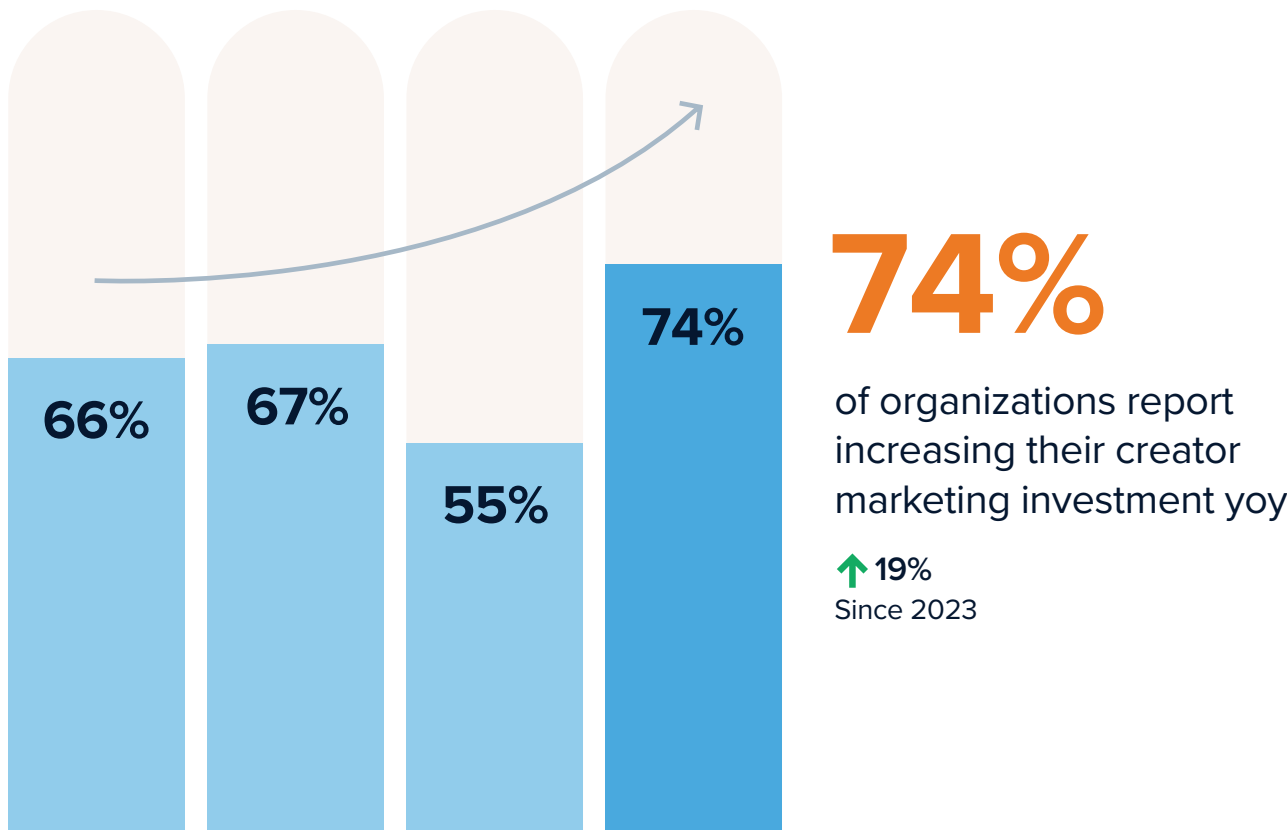
Use the secondary color palette with discretion to create visual variety and hierarchy across graphic layouts. Work to lead with the core colors, using additional palette options to support the former.

| | | | | |
|--------------|-------------|----------------|-----------------|-----------------|
| | | | | |
| | | | | |
| 5395 C | 303 C | 2955 C | 541 C | 653 C |
| 95/83/50/64 | 97/83/46/54 | 100/87/36/28 | 100/86/23/8 | 81/60/19/2 |
| 5/23/48 | 10/33/61 | 18/48/92 | 23/64/125 | 69/102/150 |
| 051730 | 0a213d | 12305c | 17407d | 456696 |
| | | | | |
| 160 C | 158 C | 6016 C | 6015 C | 6015 C 50% Tint |
| 23/71/100/11 | 3/64/99/0 | 0/43/72/0 | 0/32/52/0 | 0/20/32/0 |
| 178/92/28 | 237/122/36 | 255/163/87 | 255/186/130 | 255/209/171 |
| b25c1c | ed7a24 | ffa357 | ffba82 | ffd1ab |
| | | | | |
| 3435 C | 2250 C | 2248 C | 2248 C 75% Tint | 2248 C 50% Tint |
| 89/39/91/38 | 80/4/84/0 | 69/0/66/0 | 54/0/48/0 | 36/0/30/0 |
| 10/87/51 | 20/171/99 | 69/189/130 | 115/204/161 | 161/222/194 |
| 0a5733 | 14ab63 | 45bd82 | 73cca1 | a1dec2 |
| | | | | |
| 2392 C | 298 C | 298 C 75% Tint | 298 C 50% Tint | 298 C 25% Tint |
| 79/41/20/1 | 65/18/0/0 | 53/11/1/0 | 40/6/2/0 | 27/2/2/0 |
| 56/128/166 | 73/169/222 | 110/186/229 | 145/204/235 | 181/222/242 |
| 3880a6 | 49a9de | 6ebae5 | 91cceeb | b5def2 |

OUR COLORS
PREFERRED PAIRINGS

Though there is a wide range of tints and shades within our brand palette, marketing efforts should lead with the core brand colors, favoring brand blue and specific color pairings to create a body of brand work that is consistent and distinctive.

At a glance, there should always be a clear role for CIQ Blue in all marketing work, and a general dominance for the core brand colors. Our brand is blue-forward, so design accordingly.



Marketing
Trends
Report
2025

Key findings from CreatorIQ's annual influencer marketing surveys and trends to expect in 2024



34%

of organizations report increasing their creator marketing investment YoY

Content-first.
Creator-led.

OUR COLORS
ACCESSIBILITY

Not all color pairings are created equal. Strong contrast in hue and value produces the most legible design outcomes.

Color pairings with stars are the best options for leading with and supporting the core brand palette.

Color pairings with checkmarks pass the most accessibility checks for regular and headline text. **These are the strongest color pairings for legible text** such as charts, body copy, etc. Keep this in mind when striking the balance between brand-forward colors and readability, in order to keep CIQ brand work clear and accessible.

When in doubt, use a color contrast checker to vet color pairing legibility, like this one:
<https://webaim.org/resources/contrastchecker/>

| | | | | | | |
|--|--|--|--|--|--|--|
| <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>★</div></div> | <div><div>Aa</div></div> |
| <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div></div> | <div><div>Aa</div><div>✓</div></div> |
| <div><div>Aa</div></div> | <div><div>Aa</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>★</div></div> | <div><div>Aa</div></div> |
| <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>✓</div></div> | <div><div>Aa</div><div>★ ✓</div></div> | <div><div>Aa</div><div>★ ✓</div></div> |

Aa

OUR
TYPOGRAPHY

OUR TYPOGRAPHY

Our brand typeface is Proxima Nova, a modern sans serif that’s clean and geometric while still approachable.

Proxima Nova has a wide range of weights available for varying use cases across the brand. At right are the preferred brand weights that should cover most use cases with clear, accessible type treatments.

Proxima Nova

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OUR TYPOGRAPHY

Brand typography should be carefully gridded with a clear visual hierarchy. Use sentence case for headlines and body copy to remain professional but conversational.

Grow with creatorIQ Scale with CreatorIQ

CreatorIQ is the engine powering impactful creator marketing for the world's most innovative and iconic brands. Together, we raise the bar for what creators can deliver for your business.

OUR TYPOGRAPHY

Use all caps for short headline treatments or eyebrows, indicating categories or sections.

Never use all caps for more than five words, maximum. Longer headers require sentence case for better legibility.

WORLD CLASS PARTNERSHIPS

Creator marketing technology that you'll never outgrow or outpace

AGENDA

The state of our brand today



OUR DATA



OUR DATA

The numbers behind the creator economy boom will always be critical to telling the CreatorIQ story.

Use these visual guidelines to convey data points that are bold and eye-catching, clear and compelling, and above all, on brand.



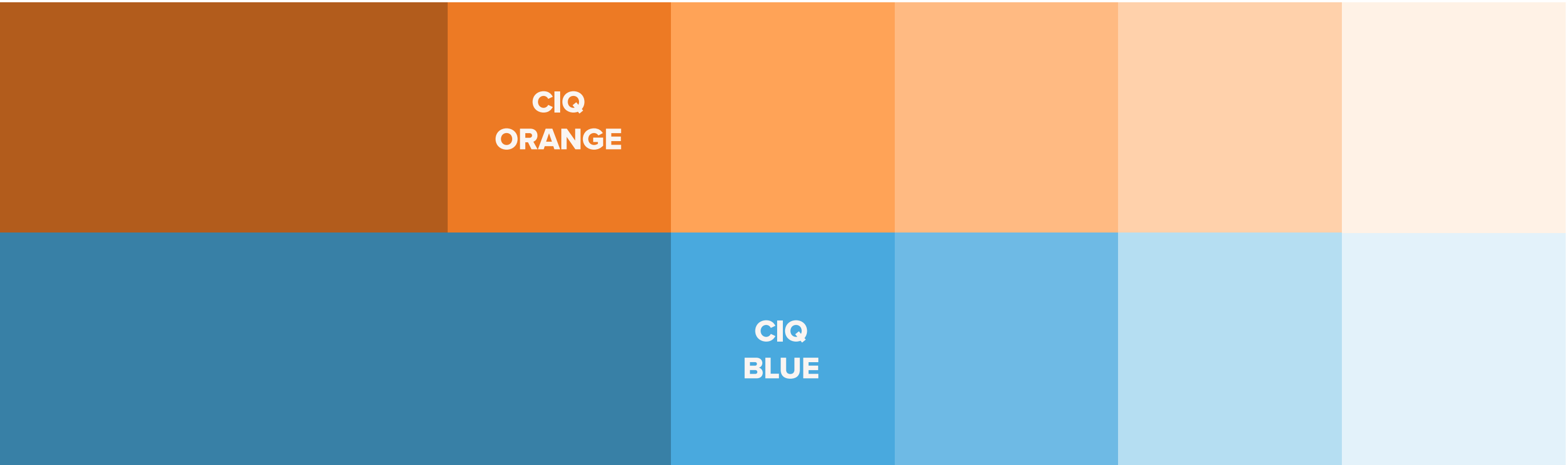
DATA VISUALIZATION
COLOR RANGES

Our brand palette is the basis for data visualization, with the addition of lighter tints and darker shades to support variation within data sets.

Use darker tints of the navy for chart labels that need to stand out.

Use grey tints for graph backgrounds, axis lines, etc.

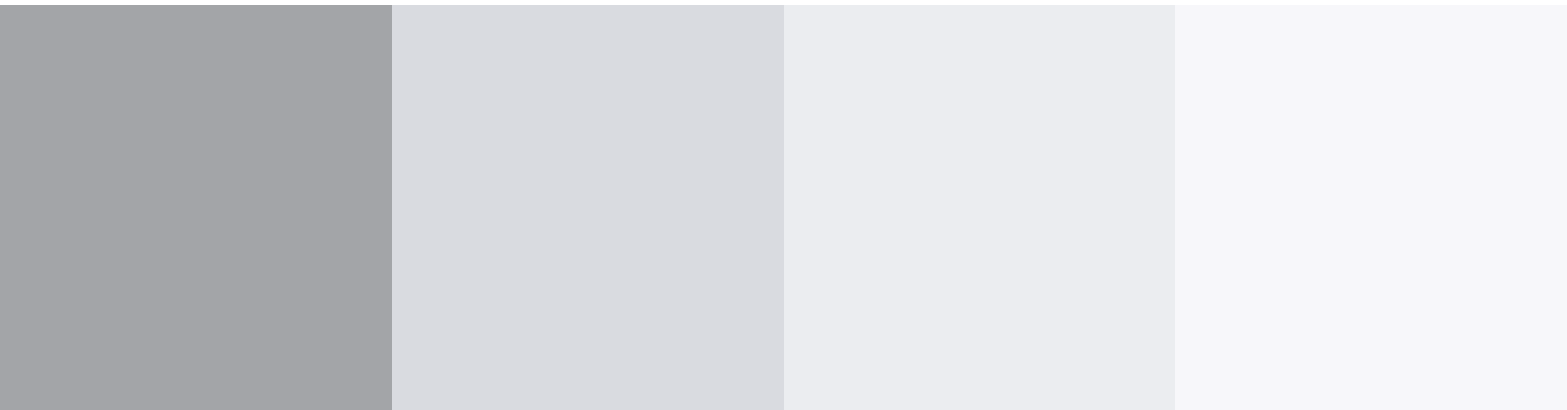
PRIMARY PALETTE



SECONDARY PALETTE



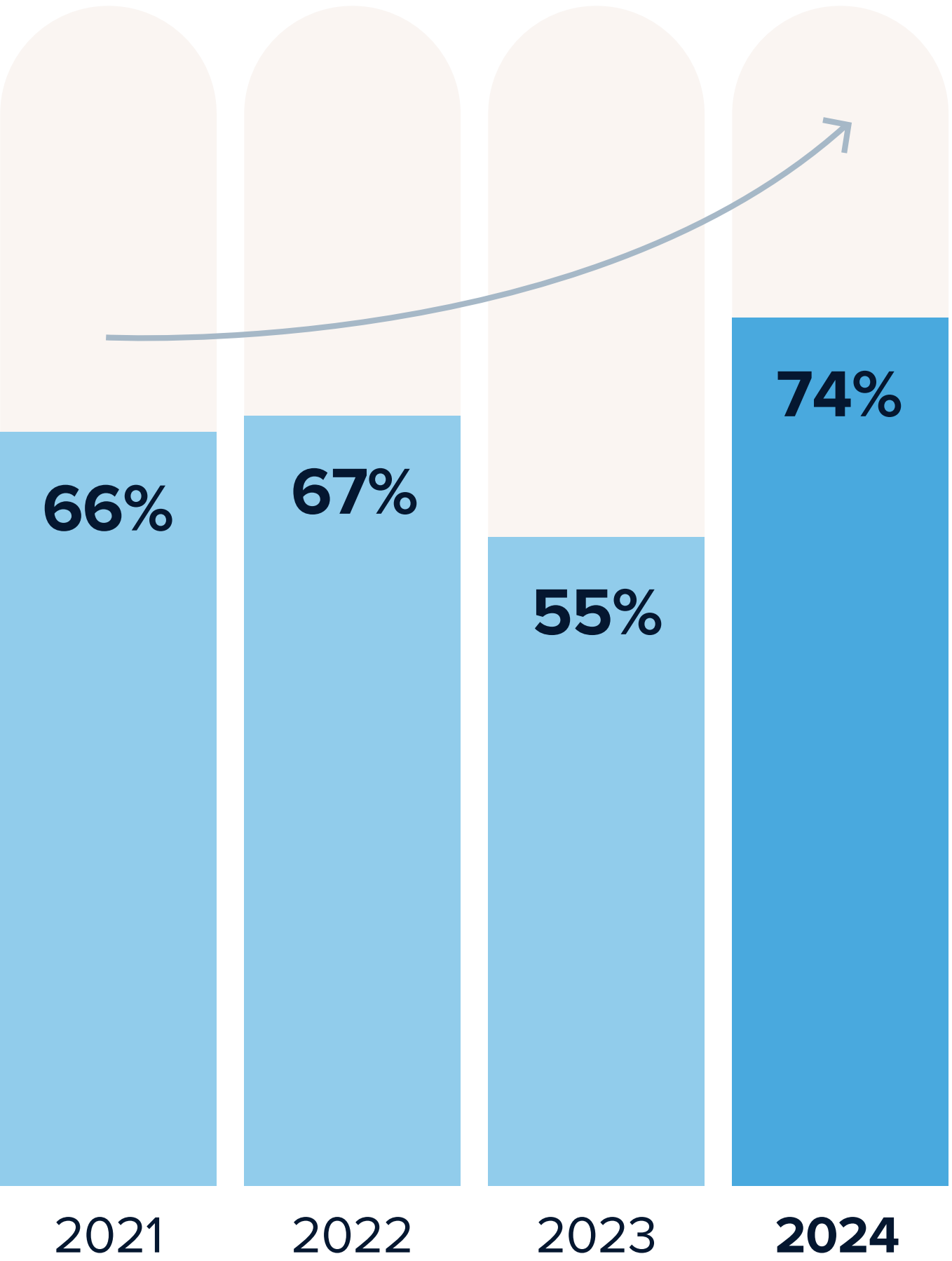
GRAY SUPPORT PALETTE



DATA VISUALIZATION
CHARTS & GRAPHS

Graphs and charts are available in Illustrator for customization. Use the source file linked here to make copies and build new assets.

Data graphics can be exported as high quality transparent PNGs for use in presentation decks, or placed as vectors in working files for reports, etc.



74%

of organizations report increasing their creator marketing investment yoy

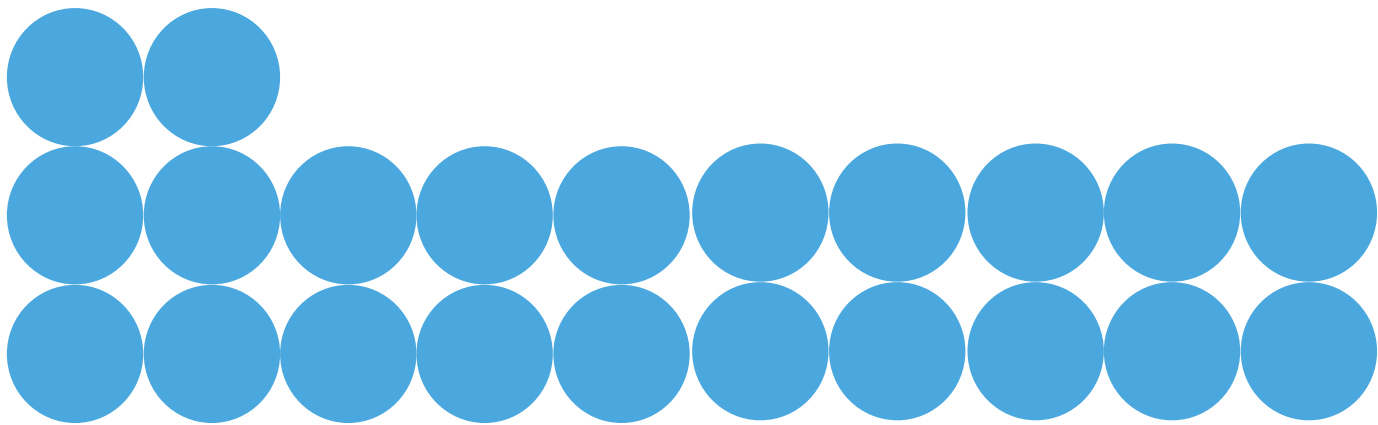
↑ 19%
Since 2023

DATA VISUALIZATION
CHARTS & GRAPHS

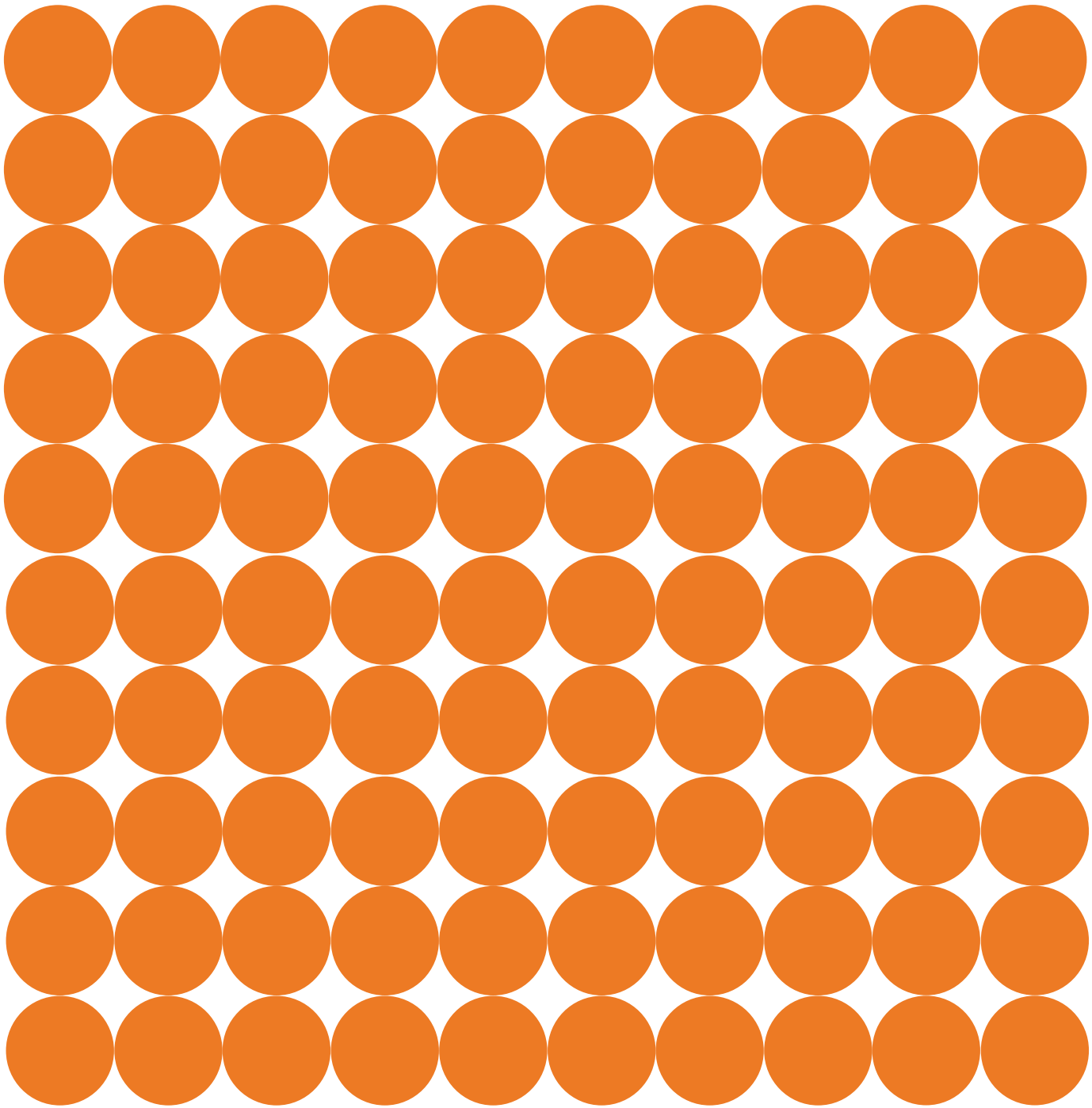
These are examples of the brand’s signature approach to data visualiation. Chart types are chosen to best represent each set of data, using color variety to highlight key points, growth, change, etc.

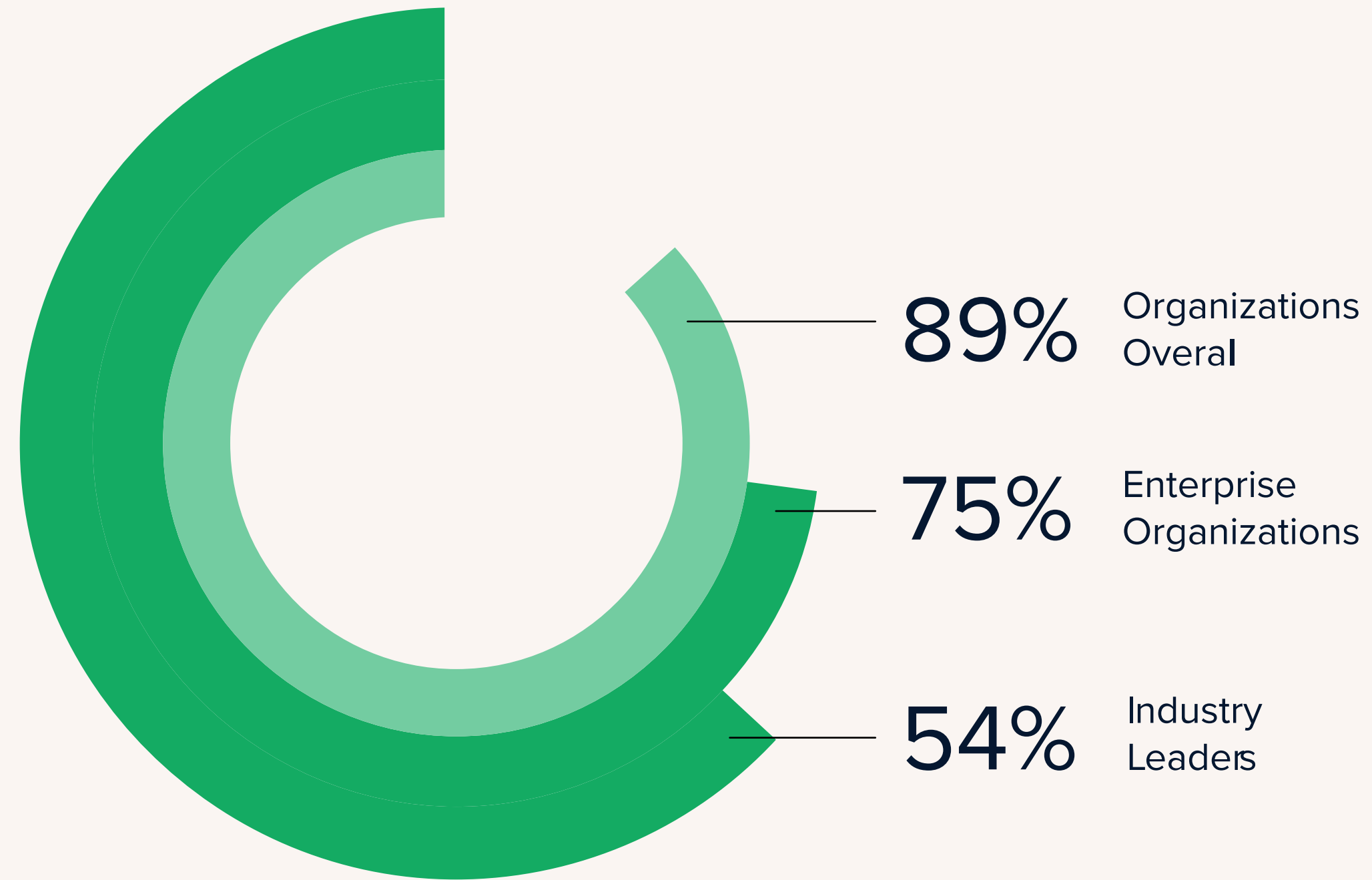
Owned vs. creator
content on TikTok
and Instagram
Jan–Aug 2024

9.9B
Owned
Content

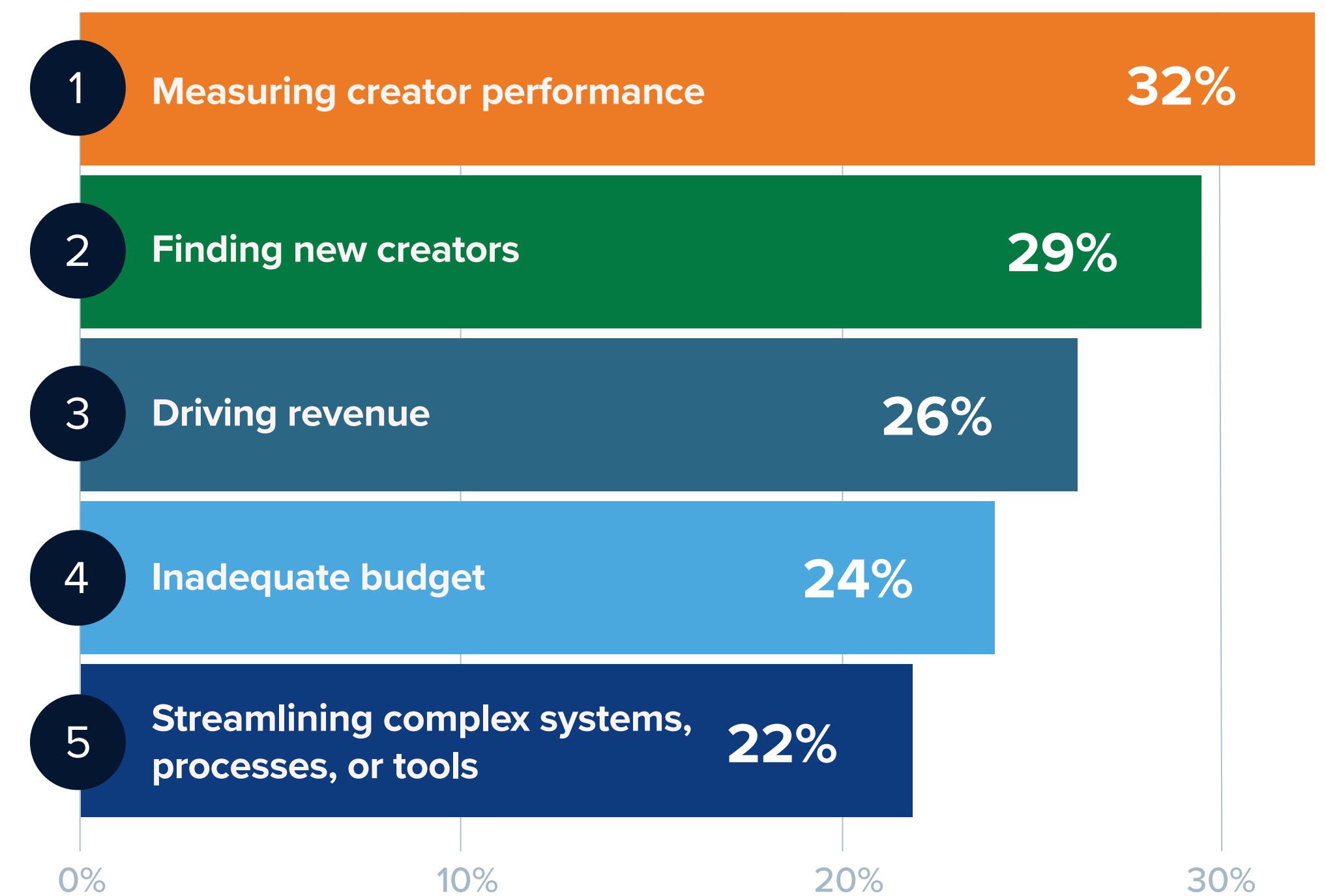


45.0B
Creator
Content





Roadblocks to program success for brands in 2024



DATA VISUALIZATION

BIG FAT STATS

Scale is a powerful tool to create eye catching graphics that highlight dramatic data points. Use these visual examples to inform treatments of data points in branded content, such as presentations.

A large, bold, blue graphic of the number '62' followed by a percentage symbol '%'. The numbers are very thick and the percentage symbol is also large and stylized.

**of organizations report
increasing their creator
marketing investment YoY**

Industry leaders spend

57%

**of their total marketing
budget on creator
marketing**

74%

**of organizations report increasing their
creator marketing investment YoY**

34%

**of organizations
report increasing
their creator
marketing
investment YoY**

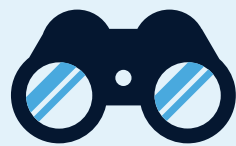
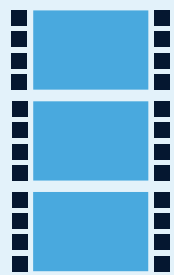
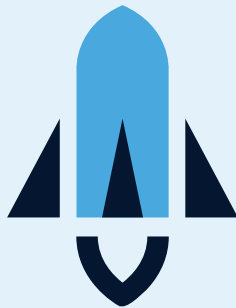
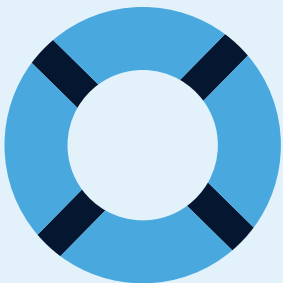
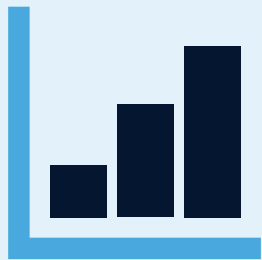
OUR ICONOGRAPHY

OUR ICONOGRAPHY

We use branded visual icons to help communicate big ideas. Our icon system enhances copy points, directs the eye to key takeaways and creates visual interest in copy-heavy reports and one-sheeters.

Our icon system is ownable and distinctive, leveraging a combination of geometric shapes inspired by our logo.

Unique to marketing, these branded icons complement functional icons within our product design.

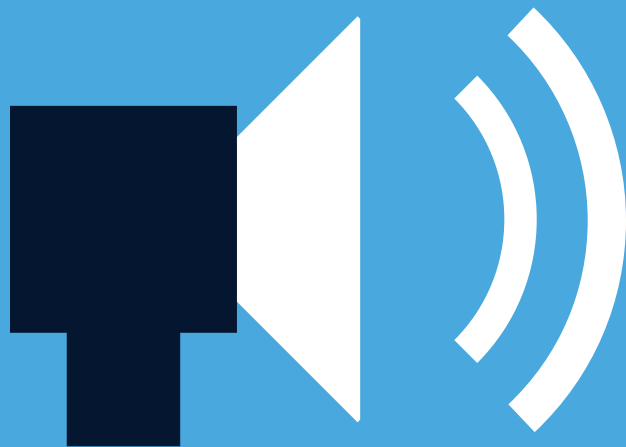


OUR ICONOGRAPHY

Use icons within marketing designs to call out important information or add visual interest and storytelling to copy points.

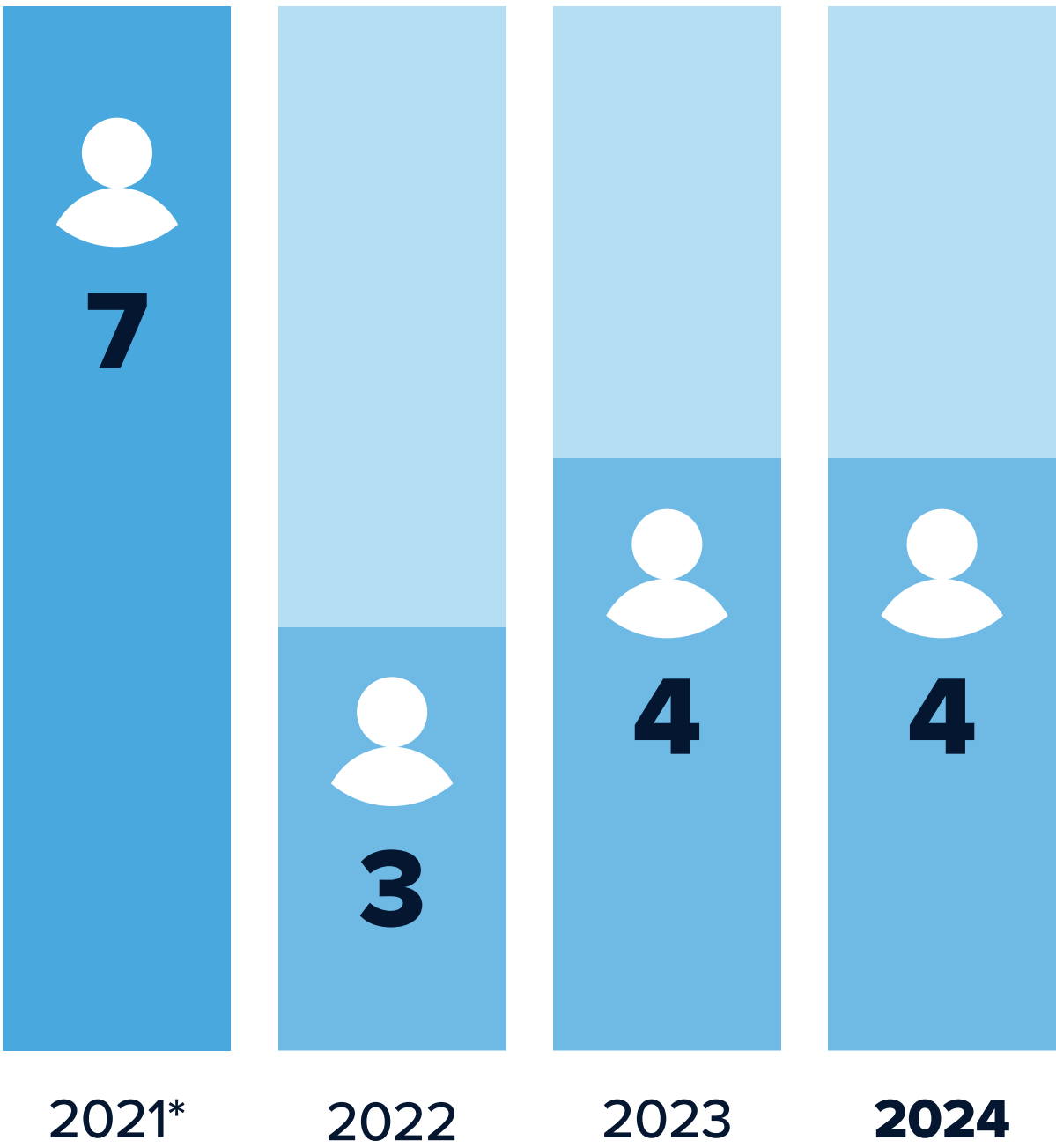
Our icons are available in one-color and two-color iterations, rooted in the core brand colors.

New color combinations may be added to the brand icon library, working in partnership with the marketing team.



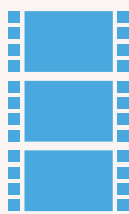
Announcement

Historical average influencer marketers at companies



*In 2021 respondents were asked to give the number of people who work in influencer marketing at their brand. In 2022-2024, respondents were asked about the number of dedicated influencer marketing personnel at

Meanwhile, the following industries averaged the **lowest amount** per post:



Art, media & entertainment
\$10.5k



Retail
\$10.1k



Home & garden
\$8.6k



Food & drink
53% more posting YOY



Health & wellness
53% more posting YOY

OUR ICONOGRAPHY
DO'S & DON'T'S

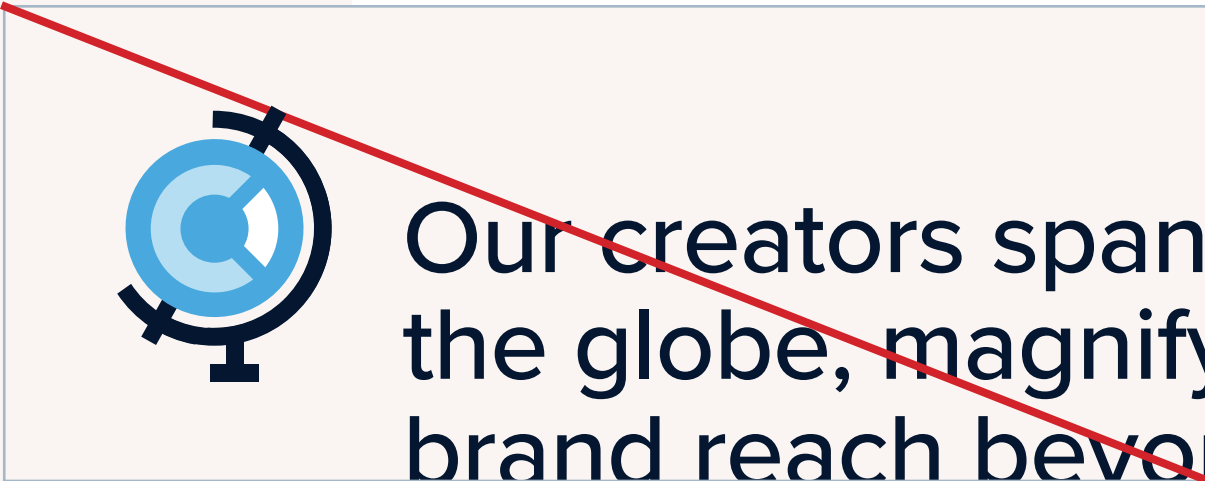
DON'T use icon colors that are off-brand, or have not been approved by the marketing team.



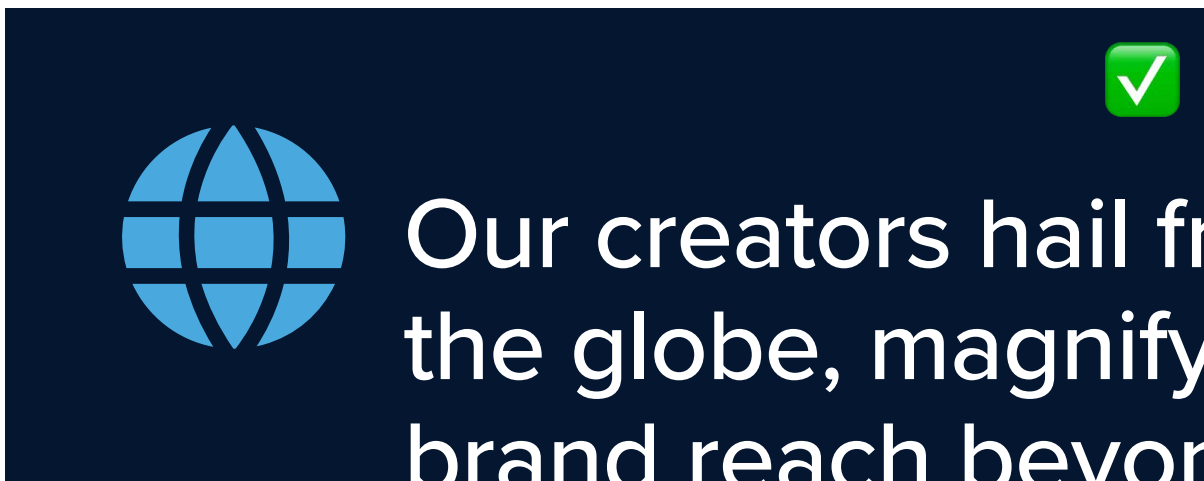
DO use approved, on-brand icon colors. Pair them with backgrounds that maximize contrast and legibility.



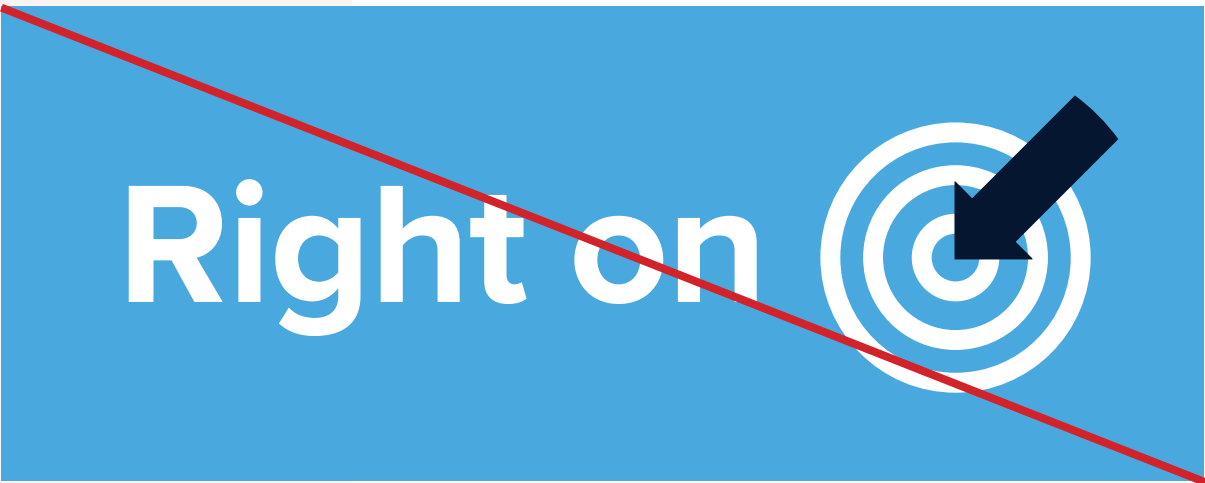
DON'T use off-brand icons or create new brand icons without support and approval from the marketing team.



DO leverage the full brand icon library to choose the right symbol. Work the marketing team to request new icons when necessary,



DON'T use icons in lines of copy, and/or to replace words in headlines.



DO pair icons with clear, conversational copy to enhance brand messaging.



CREATING NEW ICONS

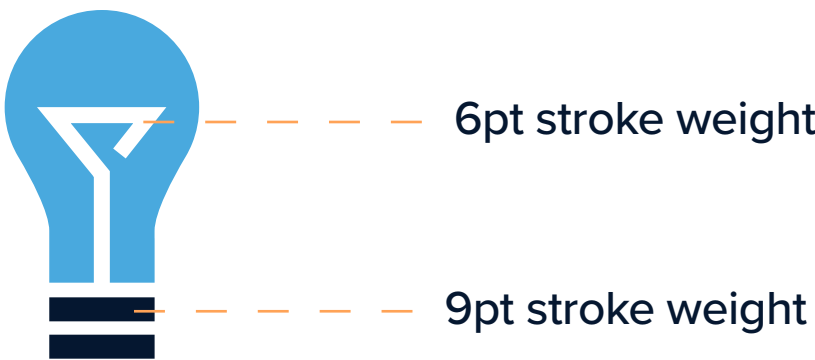
When crafting new icons to expand the brand icon library, stick to these simple principles to guide your designs. Icons should be simple geometric designs rooted in flat shapes.

Brand icons must both fit within an established design system and clearly communicate a concept or entity. Use good design judgment to craft icons that honor the system while expressing meaning simply and legibly.

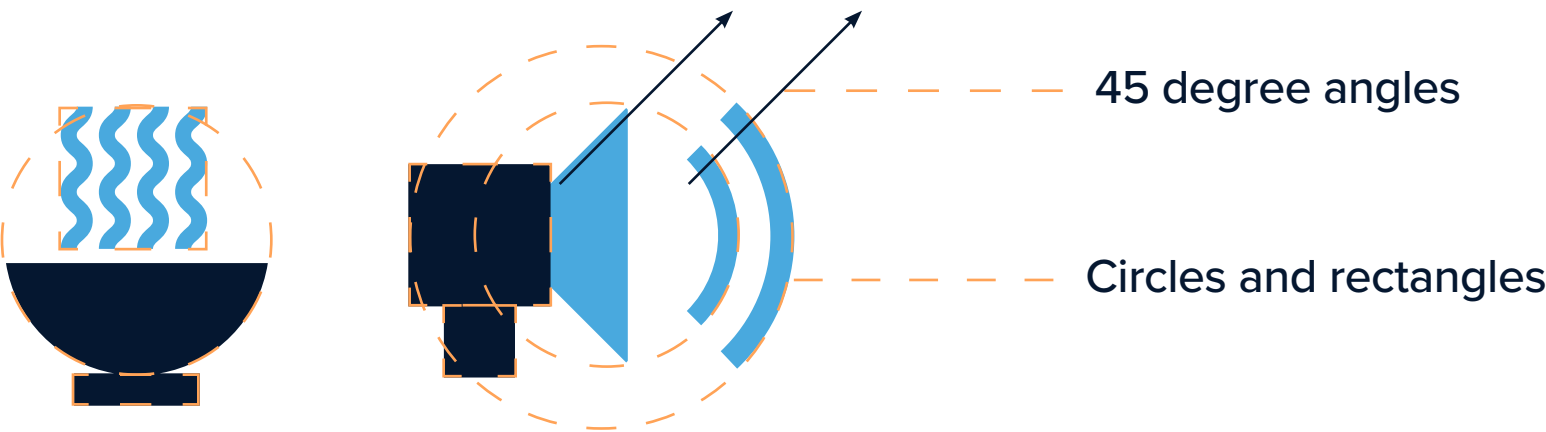
SIZE CONSIDERATIONS
At full size, icons must fit within a 145px square.



CREATING SHAPES
At this size, prioritize a 9pt stroke weight for large strokes, and 6pt for smaller strokes. Make subtle adjustments as needed to maximize legibility.



Combine and/or deconstruct circles and rectangles, mixing round and hard corners to mimic the soft and hard edges in the CIQ logo. Prioritize 90 and 45 degree angles where possible.



COLOR
Icons must work in both one- and two-color expressions.



**PUTTING IT
ALL TOGETHER**

PUTTING IT ALL TOGETHER

This and the following slides showcase examples of our brand at its best, bringing all of our signature brand elements together in finished designs.

Use these pages to inspire and gut check brand work before shipping final deliverables. Always remember to ask yourself, *how does CreatorIQ get credit in this design? Is this work uniquely CreatorIQ?*









