pmg

How to Tell Tech's Best Stories

A Book of Brand, Language, and Visual Guidelines

Table of Contents

Where We've Been

Born from Wireless

PMG's heritage in tech dates back to the days of the bag phone. In fact, they were all the rage in the early 1990's when PMG's founders, Kim Charlton and Brian Linver, joined AT&T's handset marketing division, becoming early pioneers in an emerging landscape of mobile technologies and services.

Over the next ten years, the ecosystem experienced explosive growth, and dozens of manufacturers entered the market, each vying to secure a prime spot in the carriers' retail and channel lineup of phones and accessories. Kim and Brian knew the opportunity was ripe to branch out of their own, leveraging their inside knowledge of the wireless business model to help equipment manufacturers sell their products in (and through) operators' channels.

They hit the ground running, founding PMG (Pinnacle Marketing Group) in 2003 and, as the market shifted, so did the company. With the introduction of the smartphone, PMG's knowledge and client base expanded to include computing, content, and cloud service providers.

As competition intensified, PMG evolved additional competencies, expanding its services to find new ways for clients to engage with consumers and influence their purchasing decisions.

Where We're Going

Steeped in Tech

For more than fifteen years, we've lived and breathed tech, touching virtually every aspect of the ecosystem—from smart things and devices, to the infrastructure and technology that supports them, to the software, cloud services and content that give them purpose, and the user services and experiences they enable. We know where the market has been, and we know where it's going.

Our subject matter experts help technology leaders own the conversation in their industries, with strategic messaging and executive-level content for both technical and business audiences. Our B2B marketing strategists leverage the latest tools and techniques to assist SaaS innovators in breaking through the clutter, building interest and capturing leads with targeted content and demand generation services.

PMG helps companies of all sizes, from SaaS startups to Fortune 50 technology leaders, communicate the value of their groundbreaking products and services. We know from experience that it's an "evolve or die" market, which drives us, every day, to explore new ways to gain and retain market share for the clients who rely on us to tell to their tech stories better than anyone else.

Clients

TECHNOLOGY	FINTECH	TRANSPORTATION	TELECOM	XaaS	WIRELESS MANUFACTURERS
Qualcomm	CS CROWDSTREET	I-90 AEROSPACE CORRIDOR	COSPhones	rackspace	SAMSUNG
intel	KUBRA	moovel	gtt	gotransverse	HTC
	CDS Global	Spokane International Airport	AT&T	LITTLE BIRD	ZTE
			Integra	GoodData	motorola

SERVICES

RGP

01

## Brand Platform

Mission

Vision

Values

Brand Lens

The PMG brand should be expressed in everything we communicate.

Every detail of our communications is important in developing strong, sustainable company growth. From conversations with prospective clients and email newsletters, to our digital ads and even error 404 messages, everything we say, show and do is crucial in building and maintaining the PMG brand.

This requires everyone working on behalf of PMG to be cognizant of how and what is communicated about PMG at every touchpoint.

Mission
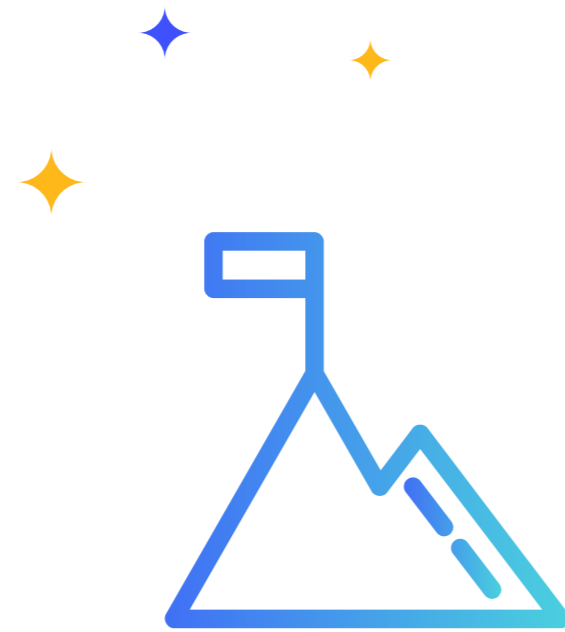
Our mission is to help tech titans and SaaS innovators gain market share, with compelling content and creative campaigns designed to build brand and drive demand for their groundbreaking technologies.

Vision

Our vision is to be the go-to marketing agency for the biggest names in high-tech and SaaS, known for the depth of our subject matter expertise in our clients' verticals, and the breadth of our experience in B2B content marketing and demand generation.

Values

We live by the principles of
People, Integrity and Excellence (PIE.)

PEOPLE

- We believe in and appreciate the unique contributions of people.
- We invest in our talent with resources, mentorship, and opportunities to grow.
- We work as one team, and eschew hierarchy in favor of collaboration.
- We raise our hands proactively, taking ownership and helping others.

INTEGRITY

- We're honest and respectful; we do the right thing by one another.
- We foster a culture of healthy debate, where new ideas can flourish.
- We take risks, fail fast, and strive for continuous improvement.
- We take responsibility and follow through on our commitments.

EXCELLENCE

- We deliver our best work, every time, on time. No matter what.
- We stay abreast of market trends, continuously developing our skills.
- We treat each client interaction like the first, for an exceptional experience.
- We seek opportunities to add value, serving as strategic advisors, not order takers.

Our company culture is a direct reflection of PIE. Serving as both a guiding light and a point of aspiration, our values should shine through our words, actions, and work.

Brand Lens

PMG's brand lens guides all of the choices we make for the brand. For every design and messaging decision we make, **there are two questions to consider:**

1 **Does this communicate the image we want for the PMG brand?**

2 **Does this reflect the promise of the PMG brand, while reinforcing the experience and values we deliver?**

These terms should be used as validation points for all communication decisions:

Reliable — Does this feel enduring and like it's of **high-quality**?

Trusted — Does this feel **authentic and straightforward**?

Strategic — Does this feel **forward-thinking** and purposeful?

Creative — Does this feel like it embodies a **unique perspective**?

Bold — Does this feel **confident and empowered**?

Energetic — Does this feel **energized and positive**?

Reliable
Enduring & High Quality

Trusted
Authentic & Straightforward

Strategic
Forward Thinking & Purposeful

Creative
Unique Perspective

Bold
Confident & Empowered

Energetic
Energized & Positive

02

Messaging

Voice and Tone

Elevator Pitch

Boilerplate

Tagline

CTA

Our company tagline, elevator pitch and boilerplate have been designed to communicate PMG's unique value proposition in a crowded market. Word-for-word.

Whether we're writing a blog post, answering a client's question or talking with a new prospect, it's important that we're all using the exact same words in the exact same order, every time.

Voice & Tone

Reliable & Trusted

We have a long history serving some of the world's leading tech companies as a trusted partner, and what we say matters. We speak in a straightforward way and communicate proactively, earning our seat at the table. We avoid jargon, and use clear language, ensuring our message resonates with a broad business audience.

Strategic & Creative

We offer a strategic and creative product to an audience that is inundated with industry buzzwords and overly technical explanations. To cut through the clutter, we speak as true leaders tend to speak—directly. We use simple terms that are punctuated with descriptive phrases.

Bold & Energetic

We are confident in our depth of knowledge. We are inspired by the technologies our clients bring into the world. Our subject matter expertise and extensive industry experience empowers us to make bold statements that speak to our ability to deliver the highest quality products for our clients.

Tech Expertise

|	SAAS AUDIENCE	TECH AUDIENCE
NARRATIVE	Our passion lies at the intersection of technology and people. We are forward-thinking with an innate drive to **help impactful technology reach the right audience.** We take gratification in **partnering with our clients, lending our deep technical expertise to problem-solve and create sound, measurable strategies.**	Our passion lies at the intersection of technology and people. We are forward-thinking with an innate drive to **understand transformative technology and the people it serves.** We take gratification in **helping our clients to usher in the next era of connectivity**.
PROOF POINTS	15 years of experience working with tech titans **Digital natives able to hit the ground running and adapt** **Hyper-focused and specialized** **Solid track record**	15 years of experience working with tech titans **In-house tech subject matter expertise** **Partner closely with clients as technology is being invented** **Expertise focused on clients that use technology to connect** **Client roster**

B2B Know-How

Agency Creativity

	SAAS AUDIENCE	TECH AUDIENCE
NARRATIVE	We craft powerful narratives that help you build your brand and effortlessly express your story in your buyer's language. We can do this because we **understand the dynamic of your sales funnel and know the tools needed to get the job done.**	We craft powerful narratives that help you build your brand and effortlessly express your story in your buyer's language. We can do this because we **make your business our own.**
PROOF POINTS	Our seasoned team brings real industry experience Strategies tailored to the unique needs of your industry and buyers **Sophisticated, cutting-edge skills** **Sales funnel experts** **Access to MarTech and tools**	Our seasoned team brings real industry experience Strategies tailored to the unique needs of your industry and buyers. **Process enables us to apply B2B best practices at scale** **Integrate seamlessly to become an extension of your team**

	SAAS AUDIENCE	TECH AUDIENCE
NARRATIVE	We combine creativity and subject matter expertise to communicate the value of your groundbreaking technologies. We add the spark that brings **your offering to life with vivid color, to inspire and drive action.**	We combine creativity and subject matter expertise to communicate the value of your groundbreaking technologies. We add the spark that brings **intricate concepts to life, to inspire and drive action.** **We take care to ensure we maintain balance between right and left brain thinking.**
PROOF POINTS	Creative process rooted in strategy and best practices Rapid scaling of marketing programs **Innovative design, content and campaigns**	Creative process rooted in strategy and best practices Rapid scaling of marketing programs **Sophisticated design and storytelling**

Elevator
# Pitch
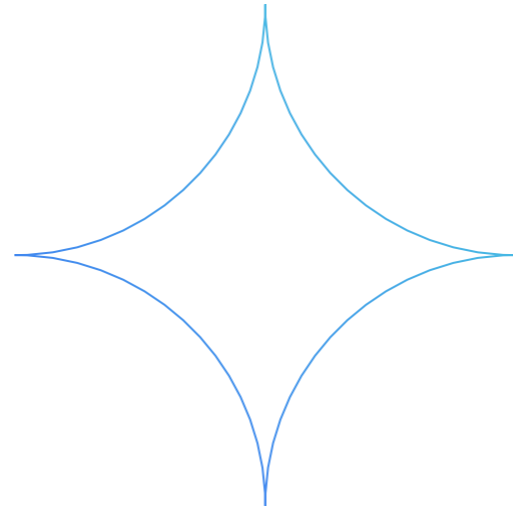
Memorize this.

Use it when networking when someone asks, "What does PMG do?", for a quick, approachable explanation.

PMG is a B2B content marketing and demand generation agency completely verticalized in tech (or SaaS). We leverage deep subject matter expertise, experience gained on the B2B enterprise side, and top-tier agency creative chops to help tech (or SaaS) companies gain and retain market share.
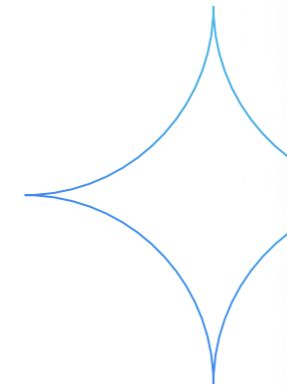
PMG is a B2B content marketing and

Boilerplate

Use for social media profile bios.
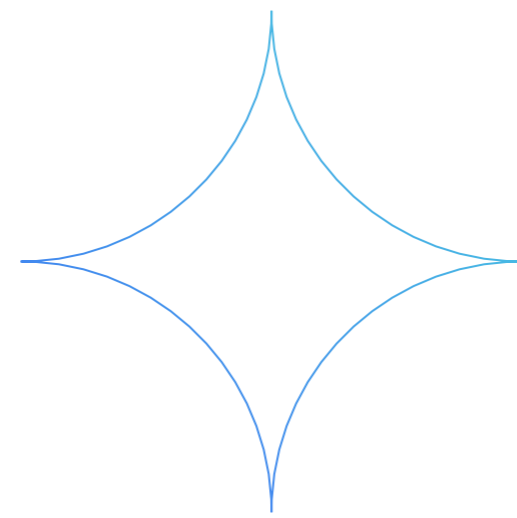
PMG is a content marketing and demand generation agency that builds brand and drives demand for tech titans and SaaS innovators.

Use at the bottom of press releases or when asked for additional detail about PMG.

Founded in 2003, the PMG team is comprised of tech subject matter experts and senior marketing strategists with deep experience in high tech and software. Clients include Fortune 10 and other tech behemoths, such as Samsung, and Qualcomm, as well as leading SaaS companies including Rackspace, CrowdStreet, and GoodData to name a few.

Tweets 3,363   **Following** 1,190   **Followers** 872

Tweets   **Tweets & replies**

PMG
@thePMGco

PMG is a #B2B #contentmarketing and #demandgeneration agency for #tech titans and #SaaS innovators.

Portland, OR, USA

thePMGco.com

Joined December 2013

700 Photos and videos

Pinned Tweet
PMG @thePMGco · Feb 21
What happens when you stop s
Something quite amazing --> th

#b2b #digitalmarketing #video

Founded in 2003, the PMG

Tagline

Telling Tech's Best Stories.

Use as a sign-off at the end or back of a document. Can be used next to, but do not create a lock-up with the PMG logo. Another option is to use as a graphic headline.

Telling Tech's Best Stories.

Click here to view this in your browser.

Telling Tech's Best Stories.

Tech Titans and SaaS Disruptors across the ecosystem choose PMG to tell their best stories.

A successful ABM program requires a strategic approach and serious investment, but companies across all industries are witnessing that resource allocation to ABM can have tremendous ROI.

We've got a guide for that.
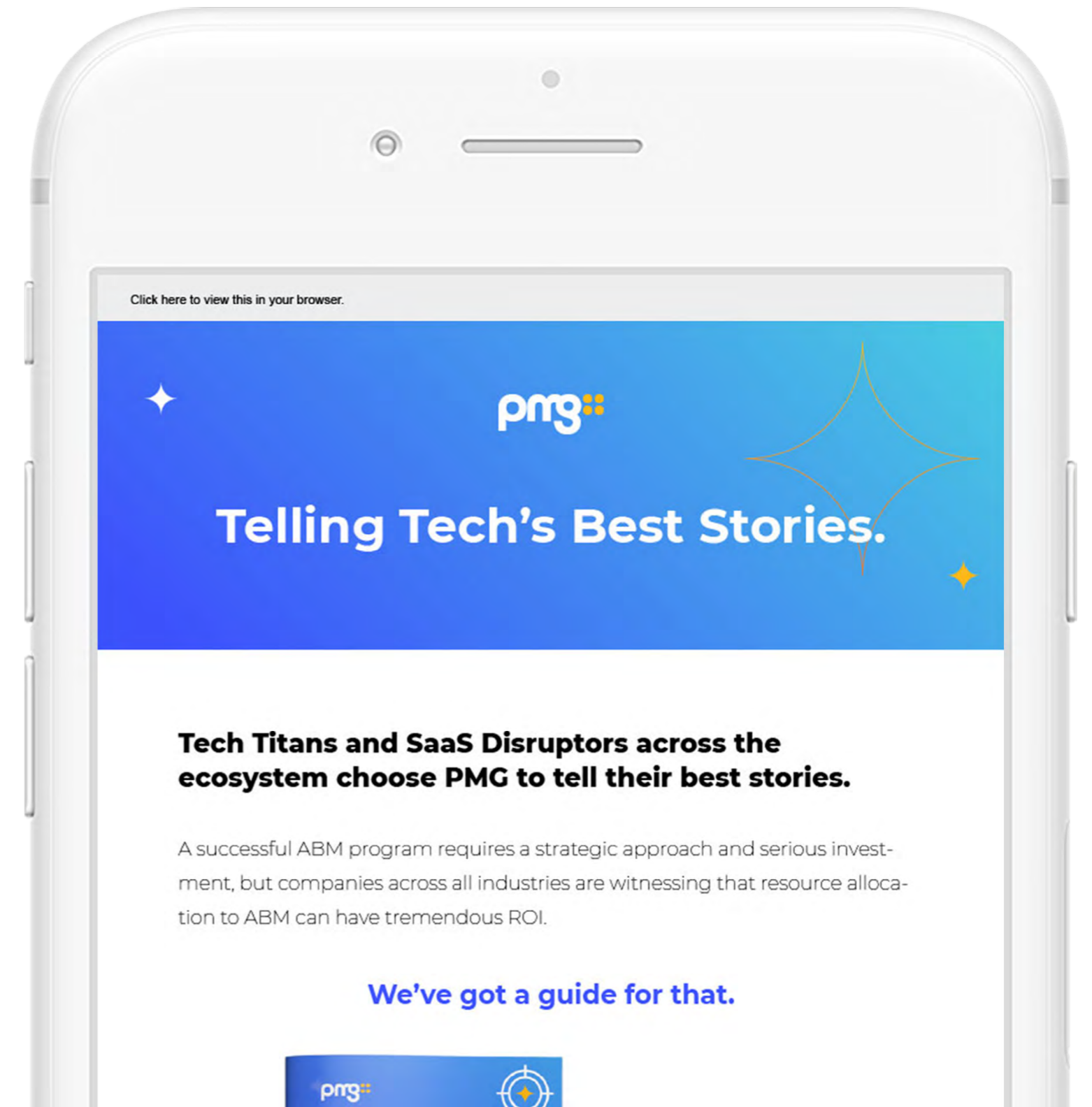
CTA

We Tell Tech's Best Stories.
We'd Love To Tell Yours.

Use at the end of a document in a prominent location to encourage the viewer to continue on the buyer's journey.

We Tell Tech Best Stories. We'd Love to
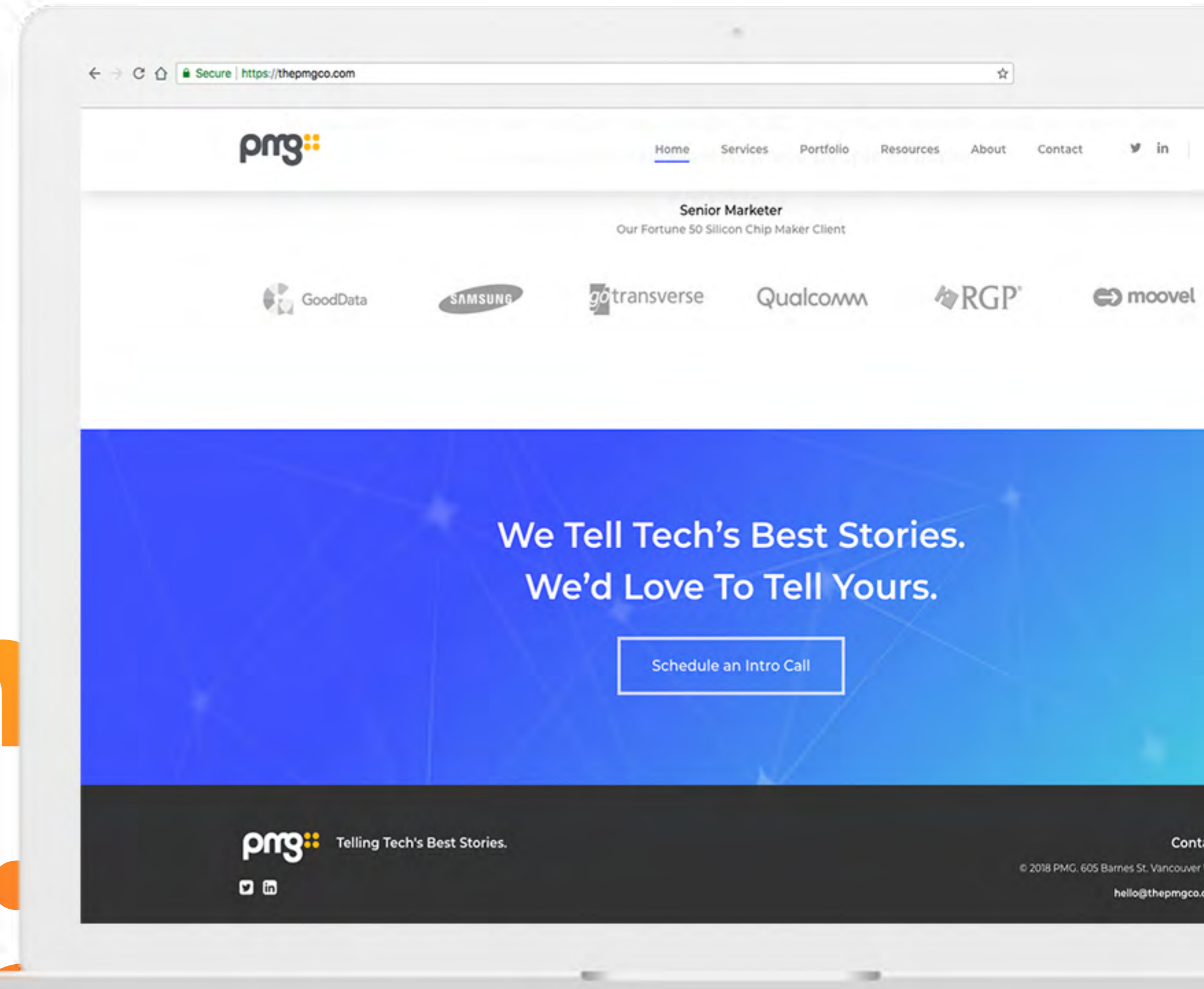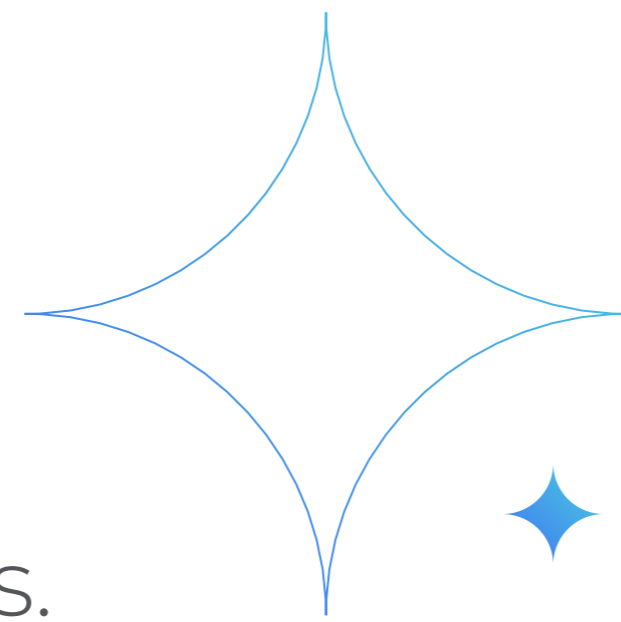
03

Visual Identity

Logo

Color

Gradients

Typography

Sparks

Angle

Icons

Photography

We've created building blocks for communicating PMG's brand identity in a unified visual system.

Comprised of core elements including logo, color, type, icons and gradients, this wide range of tools is designed to be flexible and expandable—so you can use your creativity to innovate across all media. To effectively define the PMG brand experience, these core elements must be aligned across every touchpoint, from consumer to shareholder, from partner to employee.

PRIMARY LOGO

This is our primary logo and should be used whenever possible.

The letters are 78% tint of our Gray and the 4 dots are 100% Gold.

LOGO VARIATIONS

Reversed Logo
Use this logo on colored backgrounds.

White Logo
Use this logo on yellow backgrounds, yellow gradient backgrounds or backgrounds with insufficient contrast to the primary logo's elements.

Black Logo
Use this logo when color is not available.

MINIMUM SIZE

The smallest the logo should be
represented is 30px or .375" tall.

30px

CLEAR SPACE

The clear space surrounds the
logo and should be kept free
of any competing graphics,
images, or type.

The clear space is equal to the
height and width of the four
circles in the PMG logo.

DO NOT
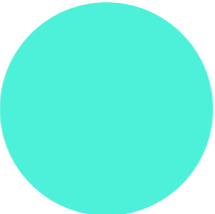
Stretch or condense.

Use 3D effects or shadows.

Rotate the logo.

Change the colors.

Use a gradient.
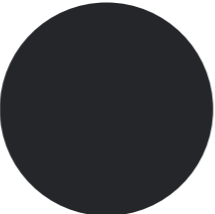
PRIMARY CORE COLORS

SaaS-y Blue

#3e51fc
RGB 62 / 81 / 252
CMYK 79 / 66 / 0 / 0
PMS 2726C

Gold Standard

#ffb819
RGB 255 / 184 / 25
CMYK 0 / 32 / 95 / 0
PMS 1235C

SECONDARY CORE COLORS

Oceans of Thought

#4df0d8
RGB 77 / 240 / 216
CMYK 52 / 0 / 27 / 0
PMS 3242 C

Bright Idea

#fb2A3e
RGB 251 / 42 / 62
CMYK 0 / 93 / 76 / 0
PMS 032C

NEUTRAL CORE COLOR

Little Inkling

#242629
RGB 36 / 38 / 41
CMYK 74 / 65 / 62 / 67
PMS 426C

COLOR PALETTE

Our brand colors are a direct reflection of our personality.

We use four colors for the foundation of our core palette. Used correctly, they communicate the traits defined in our brand lens.
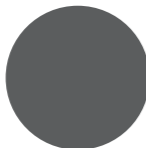

PRIMARY COLORS

SECONDARY COLORS
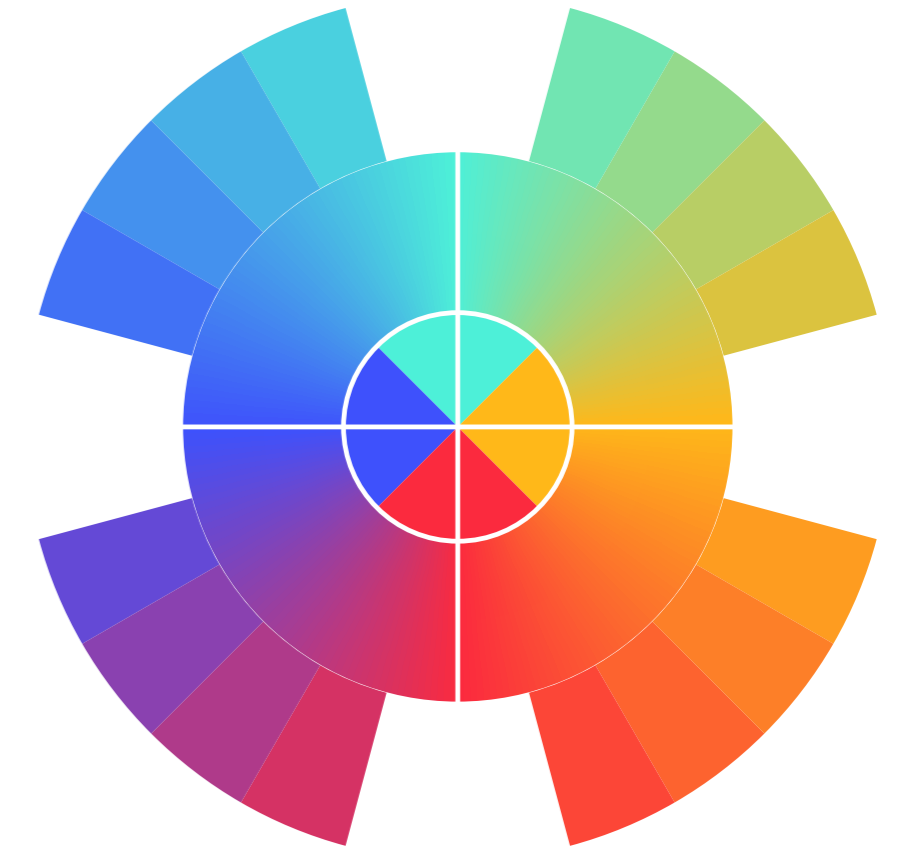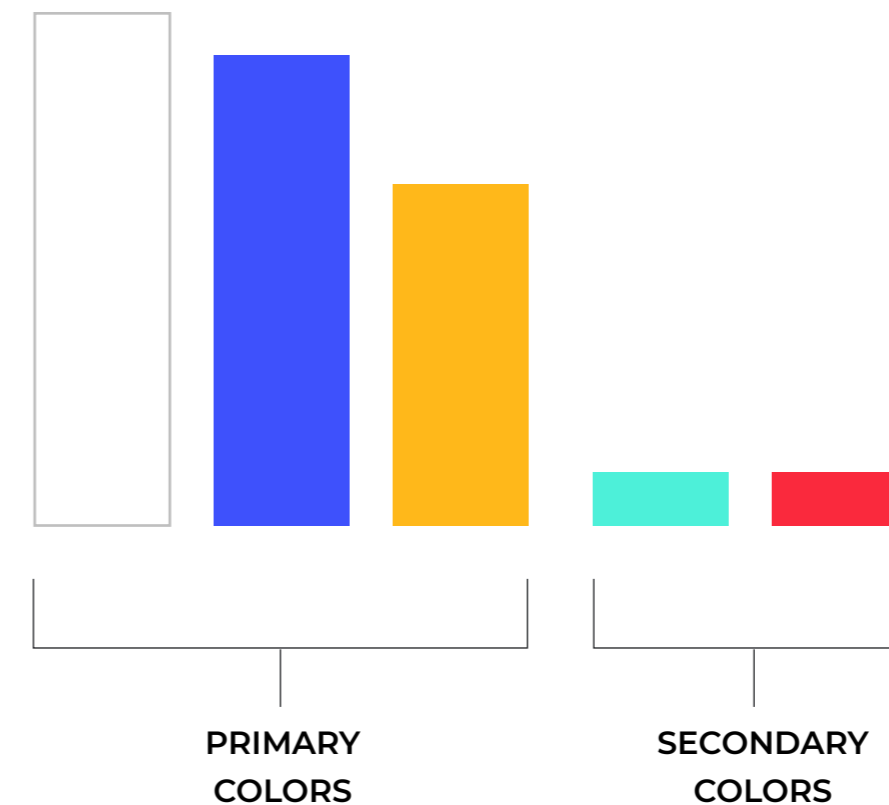
COLOR PROPORTION

The graphic to the left is to give an idea of how to use the balance of colors in the PMG core color palette..

SUPPLEMENTAL COLORS

#4171f5
RGB 65 / 113 / 245
CMYK 75 / 89 / 0 / 0
PMS 2727 C

#4491ee
RGB 68 / 145 / 238
CMYK 67 / 38 / 0 / 0
PMS 279 C

#47b0e6
RGB 71 / 176 / 230
CMYK 64 / 17 / 0 / 0
PMS 298 C

#4ad0df
RGB 74 / 208 / 223
CMYK 58 / 0 15 / 0
PMS 305 C

#6449d6
RGB 100 / 73 / 214
CMYK 75 / 75 / 0 / 0
PMS 2725 C

#8a41b0
RGB 138 / 65 / 176
CMYK 57 / 84 / 0 / 0
PMS 2587 C

#af3a8a
RGB 175 / 58 / 138
CMYK 33 / 91 / 9 / 0
PMS 7647 C

#d53264
RGB 213 / 50 / 100
CMYK 12 / 94 / 44 / 0
PMS 7635 C

#fc4637
RGB 252 / 70 / 55
CMYK 0 / 87 / 82 / 0
PMS Warm Red C

#fd632f
RGB 253 / 99 / 47
CMYK 0 / 76 / 88 / 0
PMS 171 C

#fd7f28
RGB 253 / 127 / 40
CMYK 0 / 62 / 94 / 0
PMS 1575 C

#fe9c20
RGB 254 / 156 / 32
CMYK 0 / 46 / 96 / 0
PMS 1375 C

#71e5b2
RGB 113 / 229 / 178
CMYK 49 / 0 / 43 / 0
PMS 3375 C

#94da8c
RGB 148 / 218 / 140
CMYK 43 / 0 / 60 / 0
PMS 359 C

#b8ce65
RGB 180 / 206 / 101
CMYK 32 / 4 / 77 / 0
PMS 367 C

#dbc92c
RGB 219 / 201 / 44
CMYK 17 / 14 / 98 / 0
PMS 611 C

NEUTRAL TINTS

#242629
RGB 36 / 38 / 41
CMYK 0 / 0 / 0 / 85
PMS 426 C

#5B5D5E
RGB 91 / 93 / 94
CMYK 66 / 56 / 53 / 29
PMS 425 C

#919394
RGB 145 / 147 / 148
CMYK 45 / 32 / 42 / 2
PMS 7538 C

#E9E9EA
RGB 233 / 233 / 234
CMYK 7 / 5 / 5 / 0
PMS 663 C

DO

Use the core colors in graphics, Sparks, icons, and subheads.

Accent a core color with a supplemental color adjacent to, or directly across from, the color wheel.
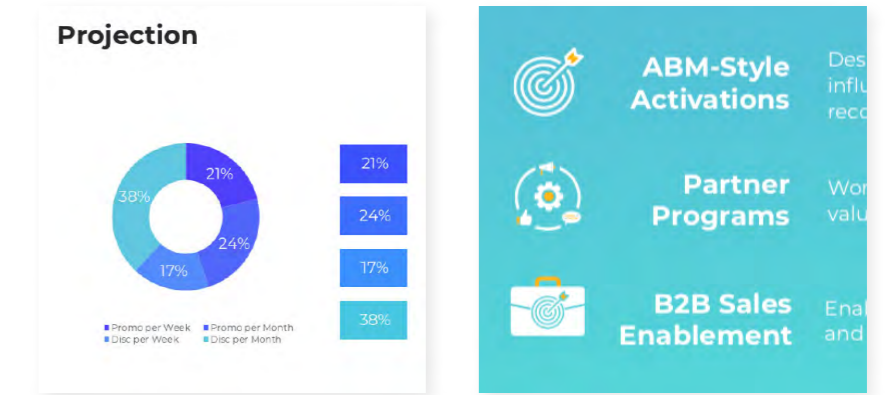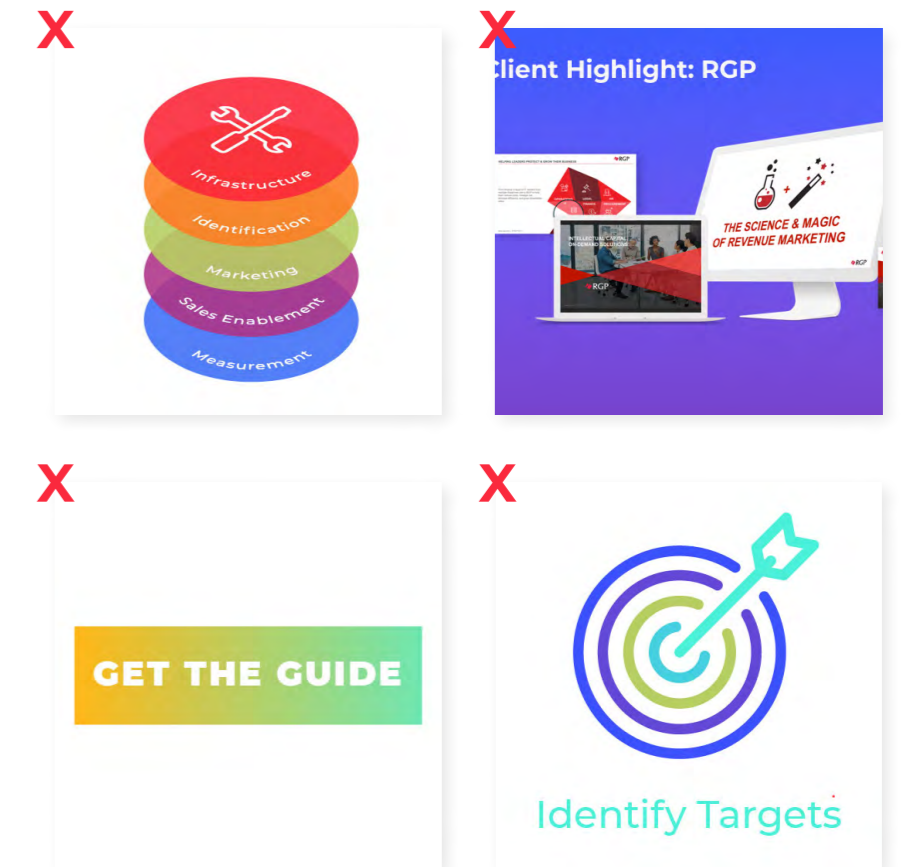
DO NOT

Go overboard with color.

Create gradients that are not adjacent on a color wheel.

Only use the supplemental colors in a design.

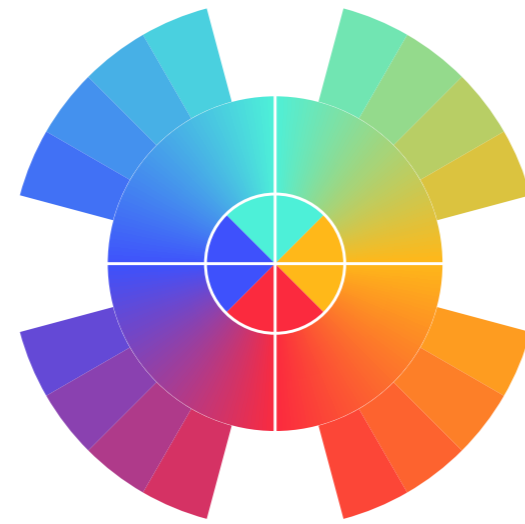Put client work on our brand color background.

The gradients we use come from our brand colors that are next to each other on the color wheel.

The graphic below shows the color stops between two core colors. These supplemental colors comprise the gradients we use to express our brand.

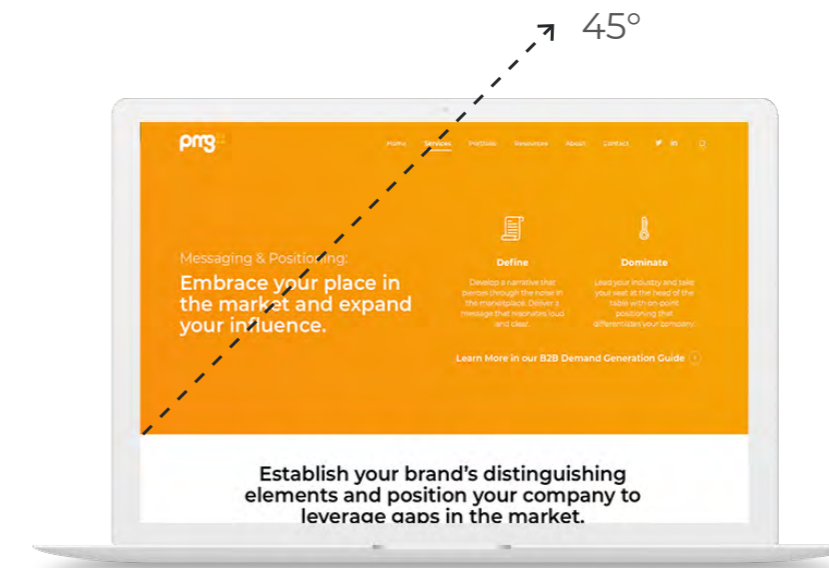Notice the true brand colors are not a part of the gradients.

COLOR GRADIENTS

PRIMARY

SECONDARY

PROPER USE

IMPROPER USE

45°

90°

We use gradients to color icons, type, lines and backgrounds.

Gradients are generally diagonal (45 degrees) or vertical (90 degrees).

The only acceptable uses for a horizontal gradient (0 degrees) are on single-line headings or strokes.

Slip Past the Velvet Rope with

ACCOUNT-BASED MARKETING

Gain Access to Your VIP Accounts.

Account-Based Marketing

0°

MONTSERRAT

Typography is an essential part of the PMG visual system. Montserrat has been selected to extend the brand identity into all PMG communications.

The black weight is only to be used for numerals.

Be sure to always use typographer's quotes. Words in all caps should be tracked out slightly (space between letters).

Montserrat is a Google font and can be downloaded **here**. When Montserrat is not available, use Arial.

Aa LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

01 BLACK

0123456789

01

NUMERALS
Montserrat Black

Metrics That Matter

TITLE
Montserrat Bold

Track and optimize with program health and impact metrics.

INTRO
Montserrat Bold

ACCOUNT-BASED MARKETING KPIs

HEADLINE
Montserrat Bold

In order to have a solid understanding of performance, it's essential to have tracking in place that measures the right KPIs. ABM metrics will look familiar to other KPIs used by Sales and Marketing, but there are some important differences..

BODY
Montserrat Regular

Engagement

SUBHEAD
Montserrat Bold

• Product usage
• Social shares, follows, likes, and comments
• Email open and reply rates

BULLETS
Montserrat Regular

"

Curly Quotes

Coordinate Sales and Marketing activities to ensure the buying process is seamless from start to end.

QUOTE
Montserrat Bold

- Andrew Mahr, VP Client Success, Triblio

BYLINE
Montserrat Regular

SPARKS

The Spark comes from the negative space created between the four circles in our logo. We use it in two ways: to illustrate a brand interaction that PMG created, and to add texture and balance when needed.

CONNECTED SPARKS

The Connected Sparks are used to embellish large gradients or photos and to illustrate an interaction with a subject and a PMG-created collateral piece.
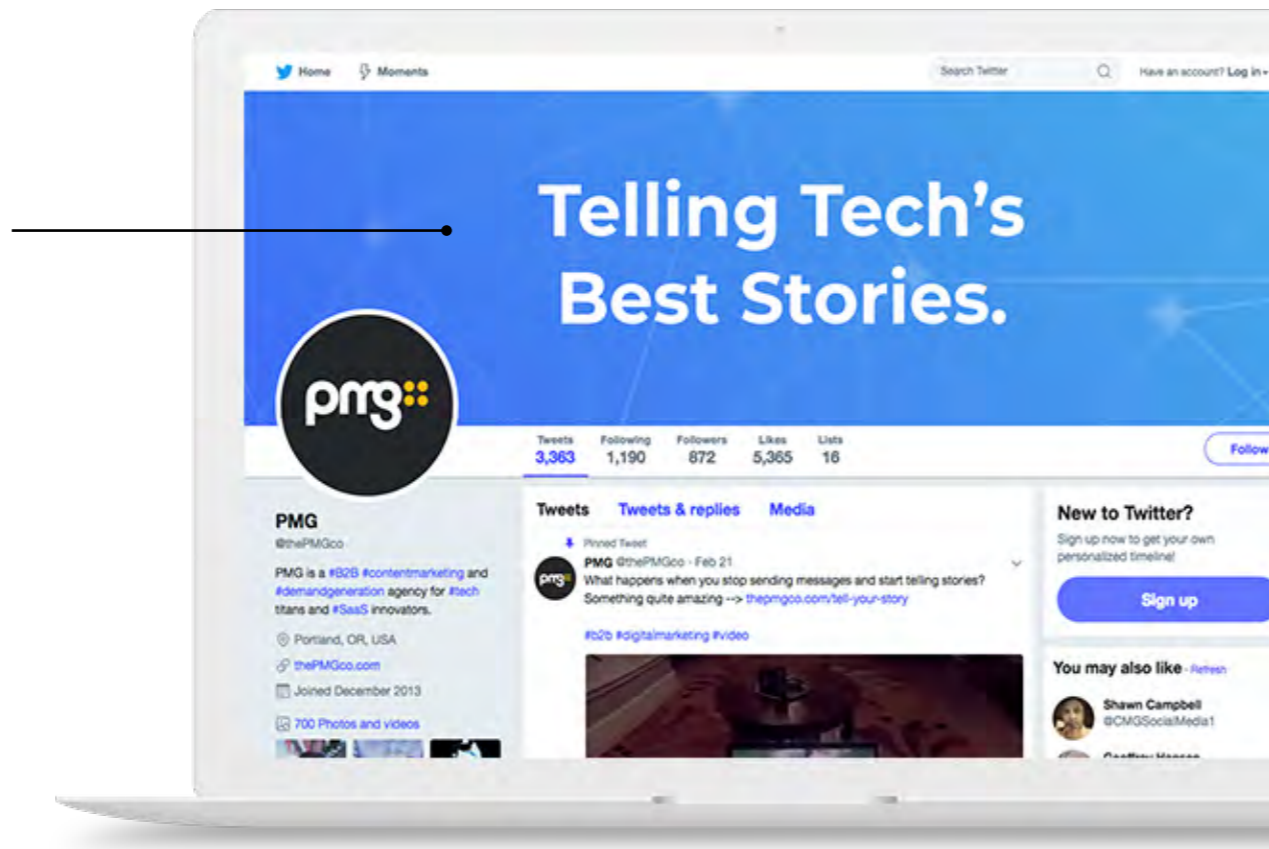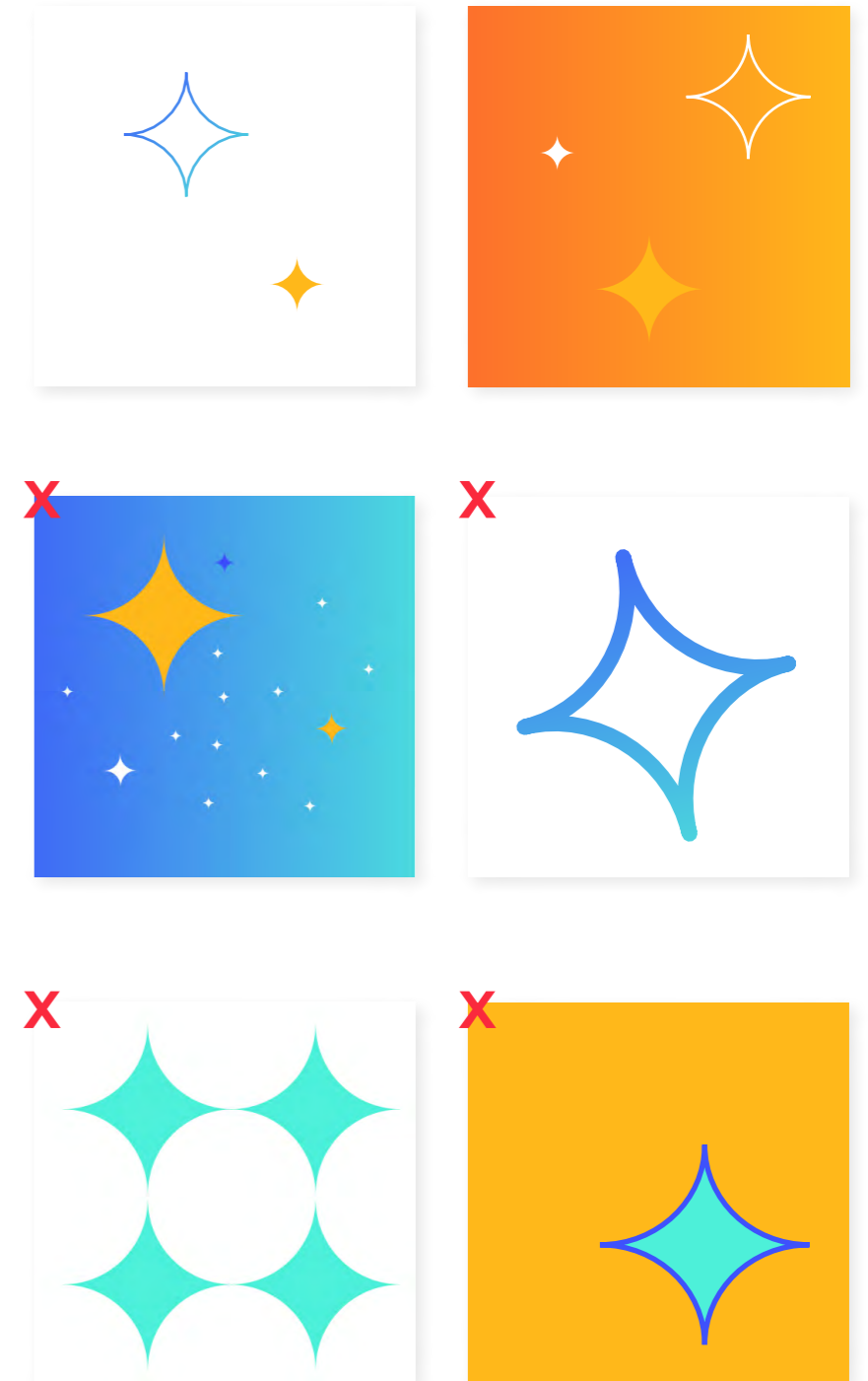
DO

Use sparingly.

Use a fill or thin stroke.

Use with a brand color.

Follow color rules.

DO NOT

Overuse Sparks.

Use a thick stroke.

Make a pattern.

Use a fill and a stroke together.

Break our color rules.

ANGLE

We use an angular design element in various ways—between 2 and 10 degrees—depending on the width of the area.

For larger, wider elements like a web page or PowerPoint slide, the angle is closer to 2 degrees.

For small call-out elements, the angle of the line will be closer to 10 degrees.

When bleeding off a page, the angle does not come to a point. The thin end is 1/4 the width of the wide end.

The angular element can be applied either horizontally or vertically oriented.
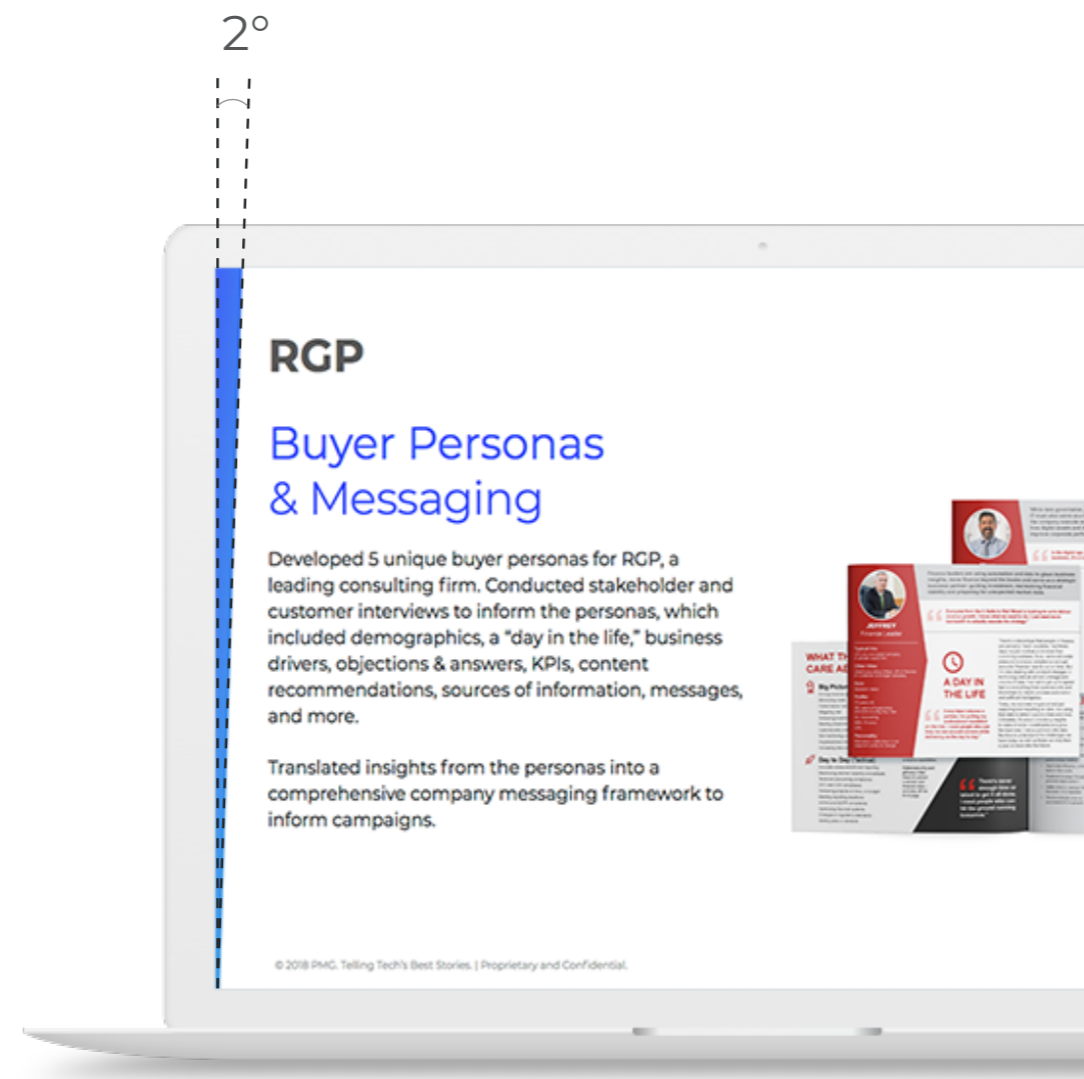
ICONS

Our icons are simple, flat and should maintain equal line weight. They are used to support an idea, rather than to fill a space.

Use icons sparingly, not as a primary design element. They can be filled with a brand color or a gradient.

Our icons can be used to build more complex illustrations.

Do not simply enlarge icons to fill space, use them to build something new.
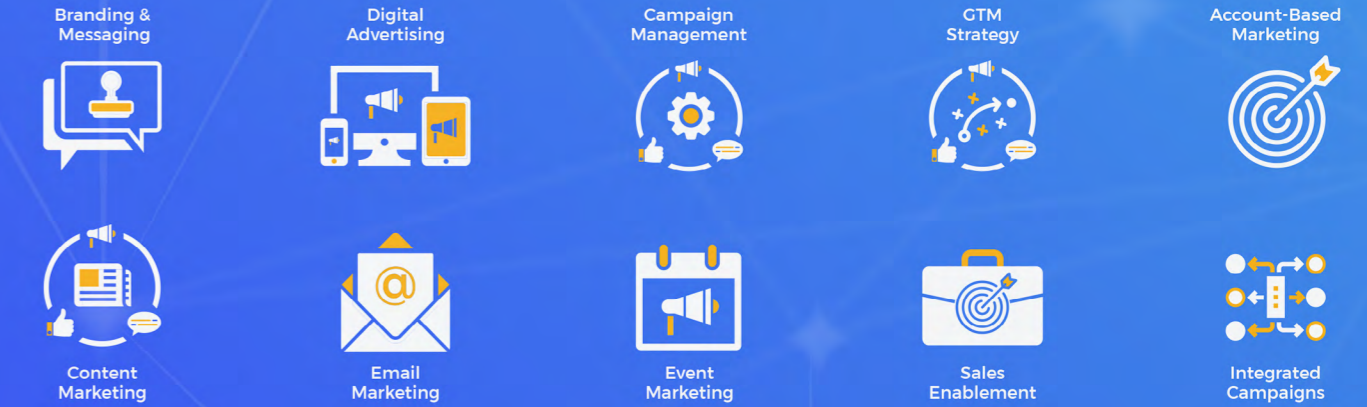

About PMG

Tech Titans and SaaS Disruptors across the ecosystem choose PMG to tell their best stories.

We craft powerful narratives that help you build brand. Expressing your story in your buyer's language.

We create captivated audiences that drive demand across diverse marketing mediums and channels.

We combine creativity and subject matter expertise to communicate the value of your groundbreaking technologies.

Branding & Messaging

Digital Advertising

Campaign Management

GTM Strategy

Account-Based Marketing

Content Marketing

Email Marketing

Event Marketing

Sales Enablement

Integrated Campaigns

HOW WE CHOOSE PHOTOGRAPHY

Our photography should show a connection between people and technology, in business, commuting, or office environments.

Photos should focus on a person consuming and interacting with marketing collateral, in either digital or print format.

The point of view is generally from over the shoulder, maintaining focus on the digital or print marketing collateral.

Use of depth of field, subtle color grading, as well as ensuring the person is not looking at the camera are all attributes of the premium images we use for our brand.

HOW WE USE PHOTOGRAPHY

Our photos demonstrate the touchpoints created by PMG on behalf of our clients.

We combine a gradient with our photos to make room for copy or to extend the dimensions of the original photo for wider format needs. The gradient should not cover the interaction or marketing collateral. The focus should be on the marketing collateral created by PMG.

Sparks are added to bring attention.

Rule the Market
Like a Fortune 50

Unify Sales & Marketing
With Account-Based Marketing

5G TRIALS: INTEROPERABILITY

GRADIENT PHOTO PROCESS

1. Create new document in desired dimensions

2. Place image in document to the side where the subject bleeds off the edge, then add PMG-created collateral

3. Fill a new layer with the gradient

4. Place a gradient mask over the color gradient so the gradient goes from completely opaque (covering the edge of the photo) to nearly transparent over the focal point.

5. Place these layers in a group and add a layer mask to the group — mask out the device and person holding the device

6. Add sparks for visual connection
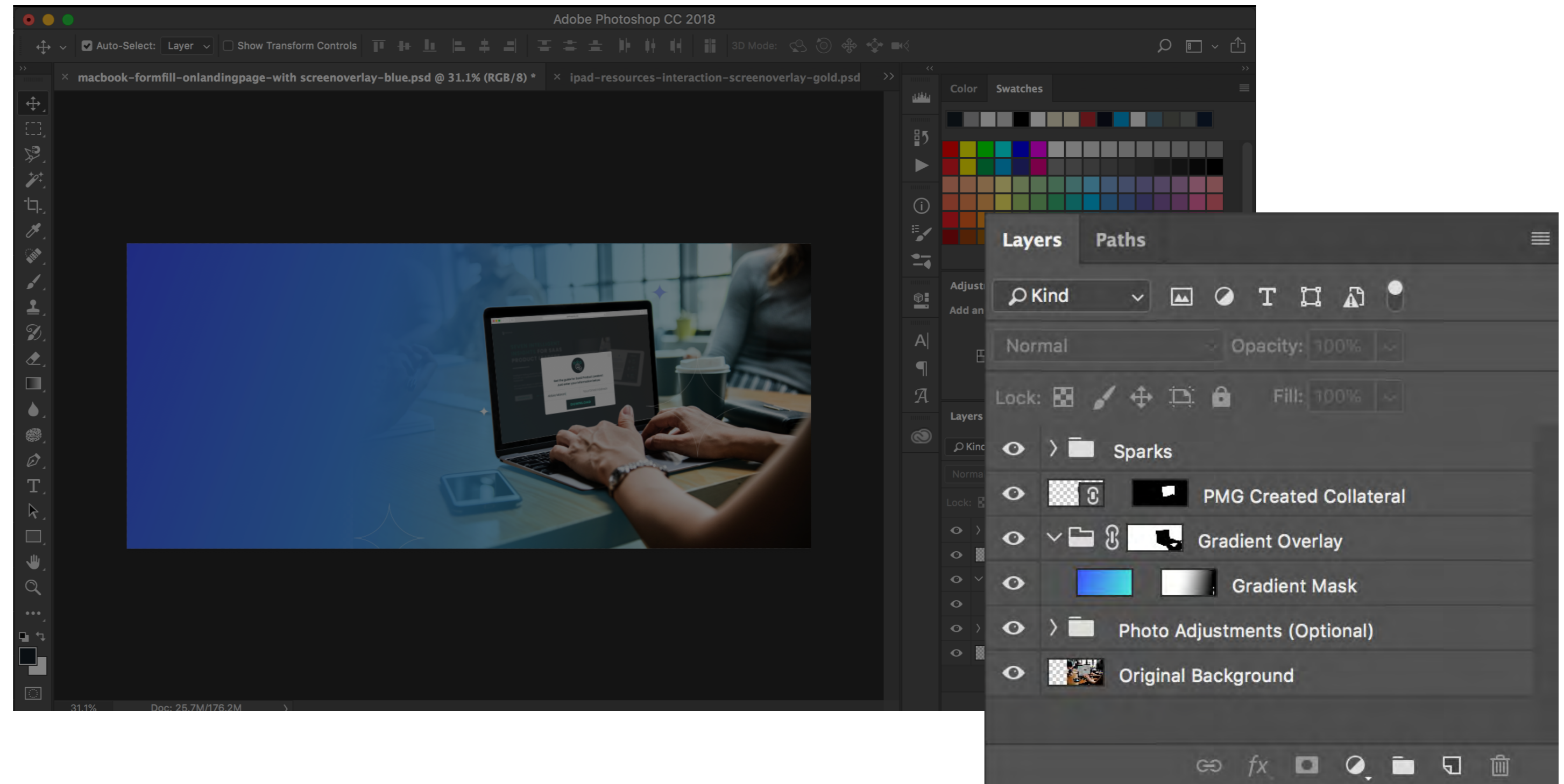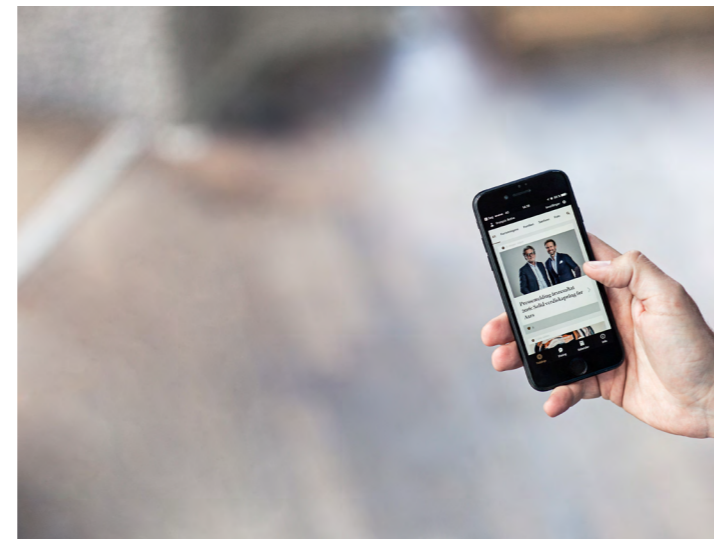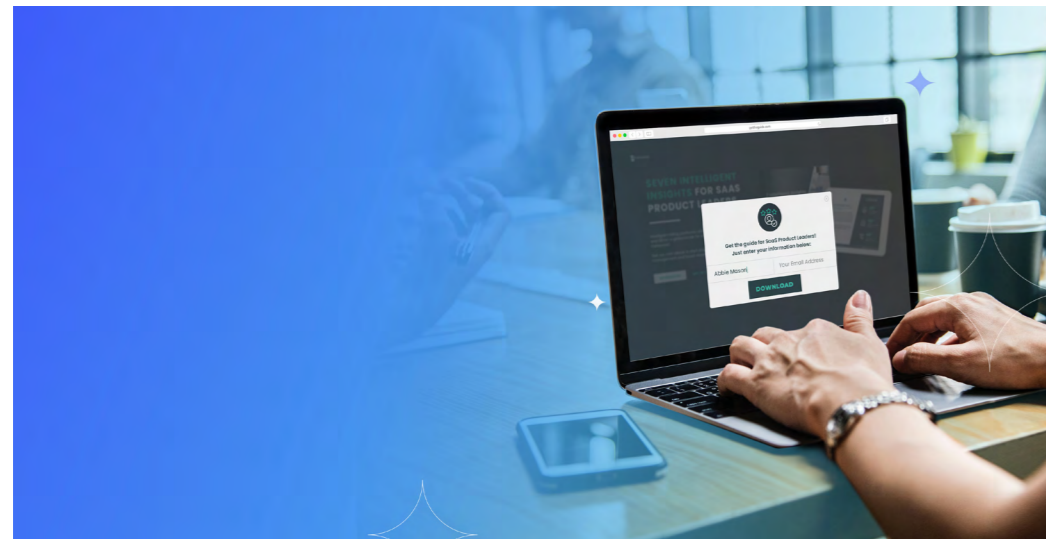
DO

Use high-quality images with a premium aesthetic.

Illustrate the touchpoint of a person interacting with a marketing piece created by PMG.

Show a subject that is commuting, collaborating, or in an office or other work-related environment.

DO NOT

Use photos that feel staged, outdated, heavily corporate or too casual.

Use photos with people looking directly at the camera.

Use photos with clearly outdated technology.

Cover the person or the interaction with a gradient.

If you have any questions, please contact:

Jessica Legg
VP, Marketing
jessica@thepmgco.com

Telling Tech's Best Stories.

thepmgco.com