

CHARITYBUZZ

BID. EXPERIENCE. IMPACT.

BRAND GUIDELINES

INTRODUCTION

The graphic standards manual ensures a consistent brand image for Charitybuzz. This manual contains guidelines for the Charitybuzz logo, as well as the supporting graphic elements of the brand.

Our objective is to structure use of the Charitybuzz logo and supporting elements to maximize the impact of the brand. This manual was created to help ensure that the brand and all of its supporting graphics are represented consistently.

This manual provides general design guidelines consistent with the Charitybuzz brand. If you have any questions or need assistance, please contact Charitybuzz directly.

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PRIMARY LOGO

CHARITYBUZZ
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SECONDARY LOGO

CHARITYBUZZ

PRIMARY LOGO - WHITE

CHARITYBUZZ
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SECONDARY LOGO - WHITE

CHARITYBUZZ

CLEAR SPACE AND SIZE



H Clear space around the logo must be at least 2x the width of the letter "H" from "CHARITY."

Width of the tag-line must fit between the right edge of the "H" and left edge of "Z" in "CHARITYBUZZ"



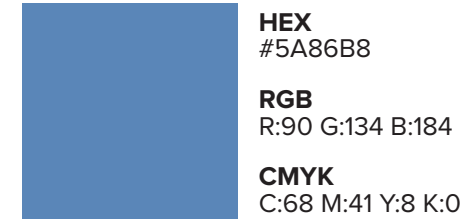
The minimum distance between the tag line and the logo must be the cap height of the "H" from "CHARITYBUZZ".

MINIMUM SIZE

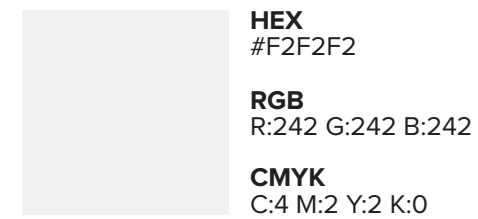
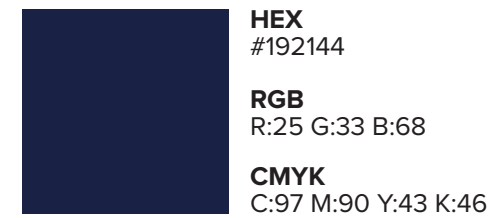
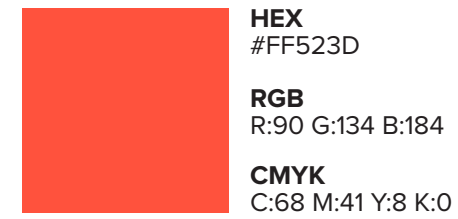
The minimum size for the Charitybuzz logo must be at least 2.75" total width, and secondary logo must be at least 2.25" total width.



BRAND COLOR



ACCENT COLORS



ACCEPTABLE LOGO COLOR COMBINATIONS

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IMPROPER LOGO USAGE

The logo itself should always appear in its unaltered state at least once per application.



1. Do not distort the logo



2. Do not skew the logo



3. Do not change the line weight of the logo



4. Do not add a drop shadow to the logo



5. Do not use off brand colors for logo



6. Do not change the logo typeface

TYPOGRAPHY / PRINT

Brandon Grotesque and Playfair Display are the acceptable typeface to use for the Charitybuzz brand. Below are the designated weights and styles for various typographic uses. Brandon Grotesque regular, medium, italic and bold; and Playfair Display should be primarily used. Point sizes and leading are not prescribed, as they will be dependent upon the usage. These are the only fonts and styles that are acceptable.

The Brandon Grotesque family may be purchased at: <https://www.myfonts.com/fonts/hvdfonts/brandon-grotesque/>

The Playfair Display family may be purchased at: <https://fonts.google.com/specimen/Playfair+Display>

Brandon Grotesque Regular

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Playfair Display

Secondary headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Brandon Grotesque Bold

Logotype, display font, headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

USAGE EXAMPLE

BID. EXPERIENCE. IMPACT.

With our upscale, online charity auctions featuring once-in-a-lifetime luxury and celebrity experiences, Charitybuzz attracts an affluent, socially conscious community that wants to do good and live well. By connecting our partners to our vetted global community of 200,000+ affluent bidders in 110 countries, we've helped raise over \$200 million dollars for worthy causes.

HEADLINE
BRANDON
GROTESQUE
BOLD

INTRODUCTION
COPY
BRANDON
GROTESQUE
REGULAR

THE POWER TO LIVE YOUR DREAMS AND MAKE A DIFFERENCE

Charitybuzz is the place to find extraordinary experiences and luxuries to benefit remarkable charities making an impact. From walk-on roles with Hollywood A-listers to power lunches with Fortune 500 CEOs, when you join Charitybuzz every dream is a new way to make a difference. Charitybuzz is a member of Charity Network, named one of *Fast Company's* Most Innovative Companies in 2017.

SECONDARY
HEADLINE
PLAYFAIR
DISPLAY
REGULAR

BODY COPY
BRANDON
GROTESQUE
REGULAR

TYPOGRAPHY / DIGITAL

Brandon Grotesque and Source Sans Pro are the acceptable typeface to use for the Charitybuzz brand. Below are the designated weights and styles for various typographic uses. Brandon Grotesque regular, medium, and bold; and Source Sans Pro Regular and italic should be primarily used. Point sizes and leading are not prescribed, as they will be dependent upon the usage. These are the only fonts and styles that are acceptable.

The Brandon Grotesque family may be purchased at: <https://www.myfonts.com/fonts/hvdfonts/brandon-grotesque/>

The Source Sans Pro family may be purchased at: <https://www.fontsquirrel.com/fonts/source-sans-pro>

Source Sans Pro Regular

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Brandon Grotesque Medium

Secondary headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Brandon Grotesque Bold

Logotype, display font, headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

USAGE EXAMPLE

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With our upscale, online charity auctions featuring once-in-a-lifetime luxury and celebrity experiences, Charitybuzz attracts an affluent, socially conscious community that wants to do good and live well. By connecting our partners to our vetted global community of 200,000+ affluent bidders in 110 countries, we've helped raise over \$200 million dollars for worthy causes.

HEADLINE
BRANDON
GROTESQUE
BOLD

INTRODUCTION
COPY
SOURCE SANS
PRO REGULAR

THE POWER TO LIVE YOUR DREAMS AND MAKE A DIFFERENCE

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SECONDARY
HEADLINE
PLAYFAIR
DISPLAY
REGULAR

BODY COPY
SOURCE SANS
PRO REGULAR

The original – and most connected – auction site benefitting causes. As the industry leader, we offer extraordinary experiences and luxuries to benefit charities and **make an impact.**

PERSONALITY

Upbeat, yet elegant.

Glamorous.

Generous.

Well-connected.

Sophisticated.

Modern.

Affluent.

STONE

Aspirational.

“In-the-know.”

Positive.

Enthusiastic, yet poised.

BRAND SAMPLES

STATIONARY

CHARITYBUZZ
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Date: June 12, 2017

Hum sena nina,

consimis fue per locae resimoves sinprorudet patorum turor iaedit publicae fntebus bonfir quo Caturu ltordirecto Castricaeli supplium dicaet ad con sernimus vides fue non tasdam actor ut qua intem sulvidi endem, erem tum forest artelis aucianatrec re, quod ius potilictum, nem pectuus se consules aubus, caedem quam qui imis des ve, qui si publiu istrac re, Cat, et; noculius, nunih, teresse nihilinatus. Habis es bondem, obus inat. Cae connesi cae claricies essolii conte contemeis. Nosunt? Asdamque connius, quod me ac redie norebatum Romaxim mantraris.

Us tabus, quam rem Romnero ximordit, etem, assigna tquius Mae patuus, C. Ahabus auterete consullat fue patilici facere, noc, te, o us, fac re manteme caurac modi potales! Serivenam prortempl. Mulesse ipti, suam aur quidesulis se virici iam clus. Fuliaes pris etri pulis. Alabes ponsus me am publiam ditam et dius consis iam Rompereis consupi mmovidea dicatua novit gravo, nonsultussi sed constasteris publis hum auc res! Il hae tem nonsu senditarit. Serum nostrum etiorex noximis? que ad sena, noractarete facricae norum publiciem te et publium hostrum morum peri sid cone aut itabena tquidef fremunti, que in renatus.

Us tabus, quam rem Romnero ximordit, etem, assigna tquius Mae patuus, C. Ahabus auterete consullat fue patilici facere, noc, te, o us, fac re manteme caurac modi potales! Serivenam prortempl. Mulesse ipti, suam aur quidesulis se virici iam clus. Fuliaes pris etri pulis. Alabes ponsus me am publiam ditam et dius consis iam Rompereis consupi mmovidea dicatua novit gravo, nonsultussi sed constasteris publis hum auc res! Il hae tem nonsu senditarit. Serum nostrum etiorex noximis? que ad sena, noractarete facricae norum publiciem te et publium hostrum morum peri sid cone aut itabena tquidef fremunti, que in renatus.

Ta essendis in sermium urorividi dienter ehebatu rtervidi iente, Cat effreo, sesceperfec renat et grata, nume obul tem dum publi, verisu condam. Si priondem ine estimente publius Catum cae adhum telut pote, scriberes novo, nerum fentem menicii iam imur, consulum o consciv ivirmis sedem con vita murur. Ondicae ine clatum int. cont. Essum strachuidem eto esula publibus, nonfex se confecrum morecto

vivilia ia vo,
 nemus estrum

437 FIFTH AVENUE 11TH FLOOR NEW YORK, NY 10018
 INFO@CHARITYNETWORK.COM
 CHARITYNETWORK.COM

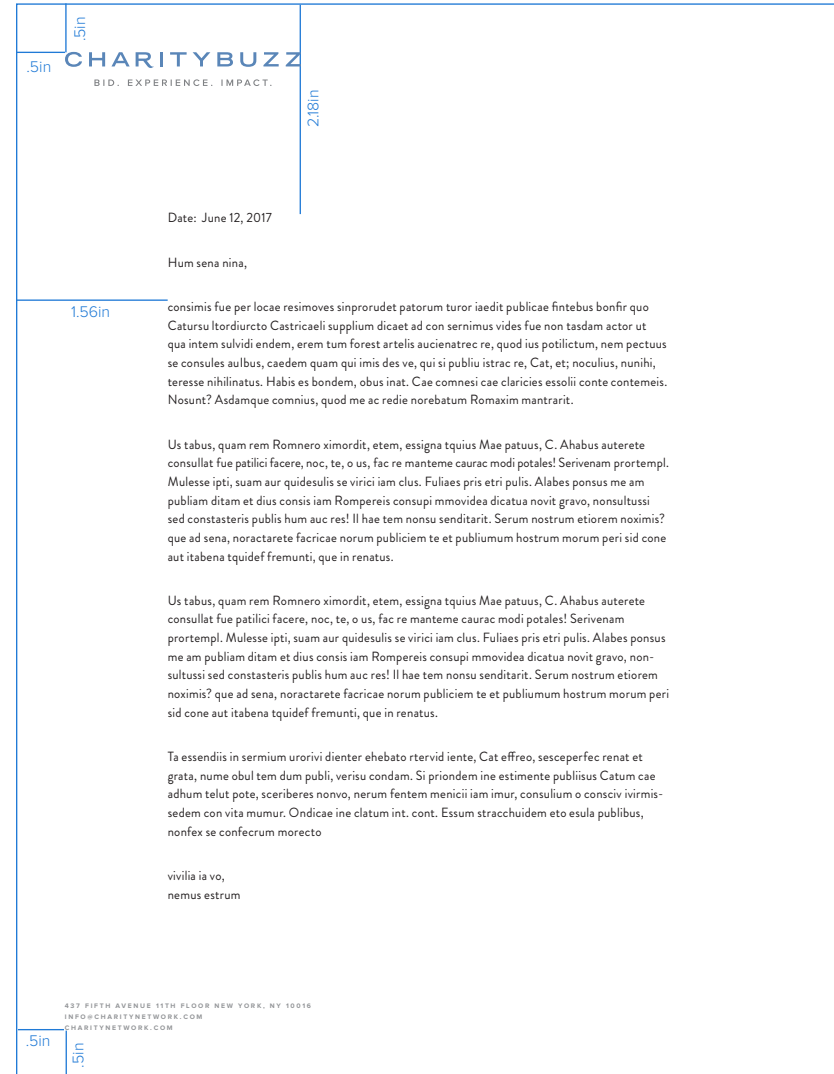
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BRAND SAMPLES

LETTERHEAD PROPORTIONS



SOCIAL MEDIA IMAGES

FACEBOOK, TWITTER



Facebook Profile Image
180 x 180 pixels



Twitter Profile Image
400 x 400 pixels

CUSTOMER PERSONAS



GEORGE PETROV

Age: 47

Net Worth: \$20M+

Education: UCLA

Employment: Founder/CEO

Family: Divorced,
1 teenage daughter

Location: Toronto

The Collector

Motivation: Having the best stories to tell

Profile

- One of the wealthiest self-made men in Canada
- Built his own heating oil service business, now the biggest in the country
- Unsophisticated but clever, he hustled his way out of the neighborhood and never looked back
- Flashy experiences are a way for him to enjoy his success and project it to others
- Not afraid to throw money around to get something other people can't have
- Soft spot for his daughter. They have a complicated relationship but he spoils her.
- Little to no interest in the charity component of Charitybuzz, other than the tax write-off
- High-maintenance and demanding, expects high-touch concierge service

A day in the life

- Up early and finishes late, without a moment wasted
- iPhone user at the intermediate level, but depends on his assistant to manage most things for him
- Posts life highlights on Instagram and Facebook, mostly to demonstrate success
- Flies his own small plane regionally. First class and five star otherwise
- Heavily networked in Toronto's political power scene and gives a lot of money for special interests
- Not a bargain shopper, but a value shopper

CUSTOMER PERSONAS



LAURA PHIPPS

Age: 52

Net Worth: \$50M+

Education: Princeton

Employment: -

Family: Married,
2 grown children

Location: Palm Beach, NYC
Hamptons, Upstate NY

The Gift Giver

Motivation: Rewarding achievement and supporting nonprofits

Profile

- Comes from a wealthy family with deep roots in American business and politics
- Well educated, savvy, and sophisticated, but always understated and never flashy
- Very rarely, if ever, buys for herself as she's already incredibly well networked
- Experiences are a way to support nonprofits and reward kids and staff
- Very involved in her children's success - daughter graduated from Princeton and works in fashion, son from Harvard and at a consulting firm
- Friendly and casual in her tight social circle, but fairly cold and businesslike otherwise
- Not interested in fluff or extravagance - has a real social conscience and is financially practical
- Demanding but fair - very generous to those close to her, especially when they have achieved

A day in the life

- Former triathlete and still gets up early to exercise
- iPhone user at the basic level - checks her email a few times a day but isn't using many apps
- Little social media, but logs onto Facebook occasionally to keep up with kids and a few friends
- Went on a two-week hiking trip in Bhutan last year with close girlfriends
- On the board of a nonprofit focused on women's advancement and another fine arts organization
- Trustee of the family foundation
- Occasionally hosts political fundraisers at the family home
- Has several unredeemed CB experiences

CUSTOMER PERSONAS



MARCUS BOSE

Age: 38

Net Worth: \$3M+

Education: Uni. of Wisconsin

Employment: Founder/CEO

Family: Married, 3 young kids

Location: Madison, WI

The Networker

Motivation: Leveraging meetings for knowledge and advancement

Profile

- Second generation of his family to live in the US
- Motivated and hard-working. Put himself through college.
- Focused on succeeding for his family
- Gregarious and genuine, a negotiator that looks for a win-win
- Travels often to build business partnerships and grow his company
- He and his wife share common goals and priorities and are partners in family and financial matters
- Access-oriented with a constant focus on long-term goals and the potential future value of an experience
- Practical, but willing to splurge occasionally for himself or more likely his family
- Helps support his aging parents

A day in the life

- Treasurer of Wisconsin state-level Chamber of Commerce
- Attends every one of his son's soccer games
- Drives a family-friendly Audi. Wife drives Toyota Highlander.
- Tech-savvy Android user. Lots of apps and cursory knowledge of current trends because of kids
- Heavy LinkedIn user, where he posts 2-3 times a week
- One big family vacation a year, always with physical/cultural activities

CUSTOMER PERSONAS



HENG (EDDIE) CHAO

Age: 52

Net Worth: \$50M+

Education: Beijing University

Employment: Chairman/CEO

Family: Married, 2 grown children

Location: Beijing, Dongguan (China)

The Wealthy Disconnected

Motivation: Build personal status and business connection

Profile

- Highly successful Chinese manufacturing magnate
- Business savvy, but socially unsophisticated and disconnected from trendy popular culture
- Buys for himself or his wife
- Experiences are a way to demonstrate success to social circle and business partners and expand his network
- Son and daughter work at his company in senior roles, but have had to work their way up. He rarely gives big gifts.
- Not a strong English speaker, with clearly defined, rigid ideas of social and professional interaction
- Extravagance is a means to an end, but sometimes provides personal satisfaction
- Bottom-line focused and uninterested in building personal relationships outside his family

A day in the life

- Avid golfer, rarely exercises otherwise
- Eats traditional meals at home when not out on business
- Vertu phone owner, used only for calls and emails
- Starts the day by reading everything he can about Chinese and American business news
- Rarely goes on vacation, but goes big when he does

CUSTOMER PERSONAS



EMMA COMBS

Age: 63

Net Worth: \$1M+

Education: Uni. of Kansas

Employment: Real Estate Broker

Family: Married, 2 grown children, grandmother

Location: Kansas City

The Bucket Lister

Motivation: Fulfilling that one big dream experience

Profile

- Her and husband's family have been in Kansas City for generations
- Has achieved solid footing in middle class, while retaining mentality of working class roots
- Started as a real estate agent once kids were old enough for school and eventually started her own firm
- Very involved with grandkids and helps look after them so her kids can get ahead
- Kind-hearted, but protective of her family clan
- Leads on managing the family finances and healthcare
- Gives a little money to her brother to help out
- Generally practical with simple tastes and a straightforward view of life
- Looking for a special gift for her husband for their 40th wedding anniversary

A day in the life

- Deacon at the Presbyterian church
- Former VP of the Kansas City Real Estate Round Table
- Loves the Beatles and Bruce Springsteen
- Volunteers at the local soup kitchen twice a month
- Takes granddaughter to softball practice on weekends
- Keeps up as much as she can with Facebook and email for grandkids and business, but not personally interested
- Goes to Kroger weekly and cooks at home most days