Brand Guidelines

Color

HEX: #116BF2
CMYK: 82, 59, 0, 0
RGB: 58, 108, 180
PANTONE: 285 U

HEX: #70B5FF
CMYK: 49, 20, 3, 0
RGB: 128, 175, 216
PANTONE: 284 U

HEX: #E3EFFD
CMYK: 9, 2, 0, 0
RGB: 228, 238, 249

HEX: #CAFAE5
CMYK: 19, 0, 14, 0
RGB: 205, 233, 223
PANTONE: 573 U

HEX: #151525
CMYK: 83, 78, 54, 71
RGB: 23, 23, 38

HEX: #003F9C
CMYK: 100, 84, 8, 1
RGB: 25, 72, 148
PANTONE: 286 U

Typography

Source Sans Pro Semibold

H1 - All Caps, Optical Tracking @ 5

SOURCE SANS PRO

H2 - All Caps, Optical Tracking @ 30

Source Sans Pro Semibold

H3 - All Caps, Optical Tracking @ 5

SOURCE SANS PRO BOLD

H4 - All Caps, Optical Tracking @ 30

Source Sans Pro

H5 - Title Case, Optical Tracking @ 5

Source Sans Pro Regular
Source Sans Pro Bold
Source Sans Pro Italic

Body Copy - Regular, Bold + Italic, Optical Tracking @ 10

Source Sans Pro Light

Number Statistcs - Optical Tracking @ 50

SOURCE SANS PRO BOLD

Caption + Labels - All Caps, Optical Tracking @ 100

Source Sans Pro Regu- | Take the tour | | Take the tour |

Buttons - Sentance Case, Optical Tracking

Brand Use Cases

Diana
Senior Director of Demand Generation
Enterprise (~1,000 employees)

When it comes to marketing-sourced revenue, I don't just want a large quantity of leads; I want quality leads that convert.

Frustrations
- Lack of brand engagement
- Under performing marketing channel
- Leads that don't convert

TrustRadius Solution:
Downstream intent data

Benefits:
- Deep insights of in-market buyers
- Increased conversion rates
- Improved CPAs for paid programs
- Integration with Salesforce, LinkedIn, and other ABM platforms

Felix
Director of Customer Marketing
Enterprise (~1,000 employees)

Because customer advocacy is one of the best ways to drive loyalty, I need high-value tactics for capturing customer voice.

Frustrations
- Lack of quality customer proof-points, e.g testimonials, quotes, case studies
- Lack of review platform presence
- Not enough customer advocates

TrustRadius Solution:
Reference identification and review management program

Benefits:
- Identify renewal/expansion opportunities
- Identify use cases/business challenges
- Build a pipeline of customer advocates

Stephen
Product Marketing Director
Enterprise (~1,000 employees)

I believe that customer buy-in relies on clear messaging, explaining how our products solve pain points and drive value.

Frustrations
- Lack of customer insights
- Differentiation in a competitive market
- Lack of customer stories

TrustRadius Solution:
Premium content assets, chrome extension, and custom review questions

Benefits:
- Scalable social proof
- Customer stories
- Comparison between what customers and product marketing are saying

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MARKETING

The Cookieless Future: Separating Truth from Fiction

Your Tech Should Actually Stack
It isn't just a buzzword.

TrustRadius makes it easy to find and win in-market buyers without having to stitch multiple solutions together. When we take on new partners, our engineering team works diligently to ensure the integration is seamless and intuitive, so you can achieve your goals faster. We partner with solutions we know will drive the biggest ROI for our customers.

Browse our directory