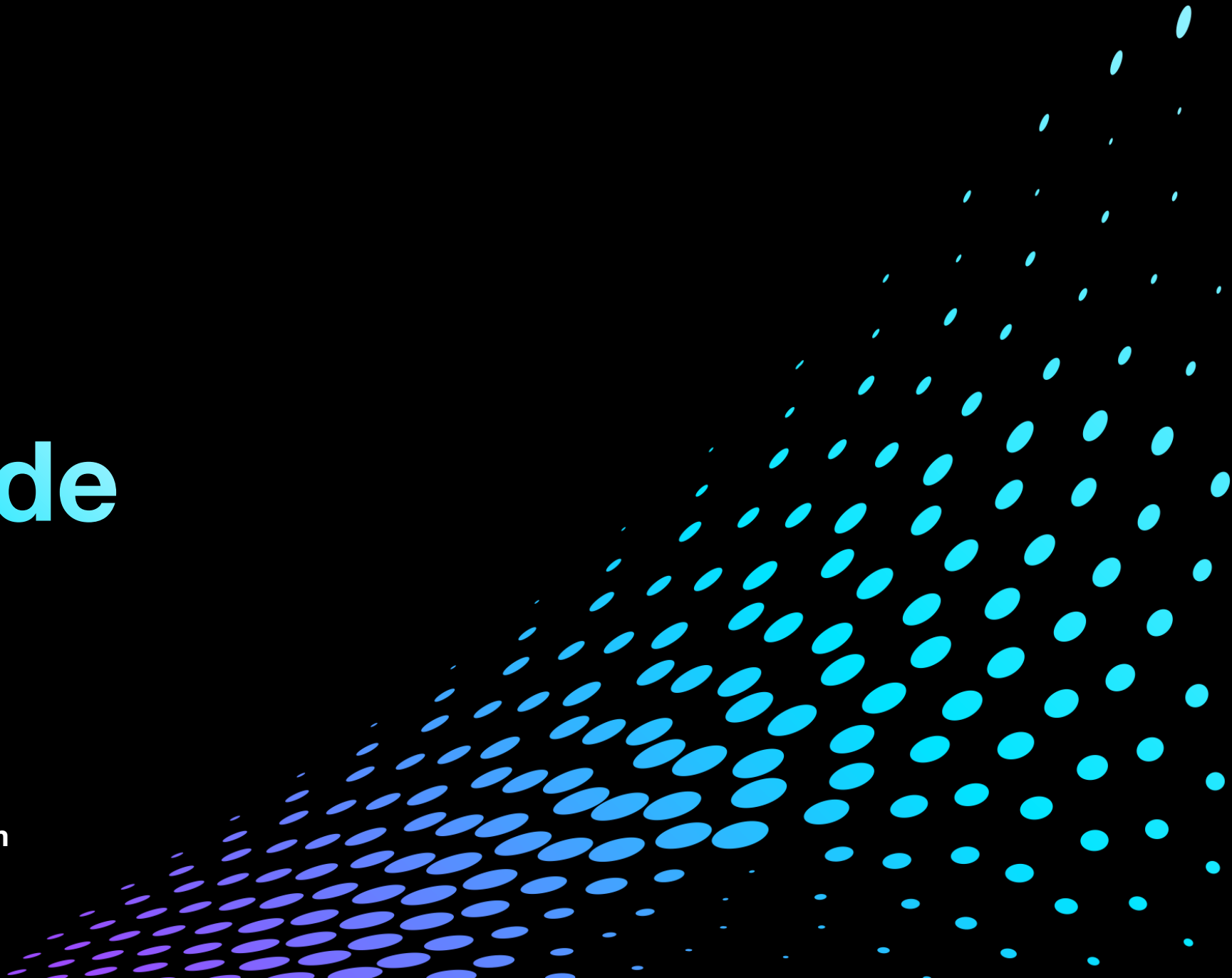




brand guide

version 1.1
external
january 2022

communications@choreograph.com



we are
choreograph.

We are a global data products and technology company, built from the legacy of WPP for a new era that demands a more purposeful approach to data.

By bringing together various products and experts, we orchestrate an end-to-end data enablement system that brings our clients' customer data to life, and powers them to move with intention.

We believe that it is incumbent upon marketers today to be responsible owners of their customer's data, and we are stewards of that shared vision.

purpose data with purpose.
fuel for growth.

mission

**we unlock data inside
brands to power deeper
customer connections
that fuel growth.**

vision

**to set a standard for how
brands build relationships
with customers through data.**

our logo

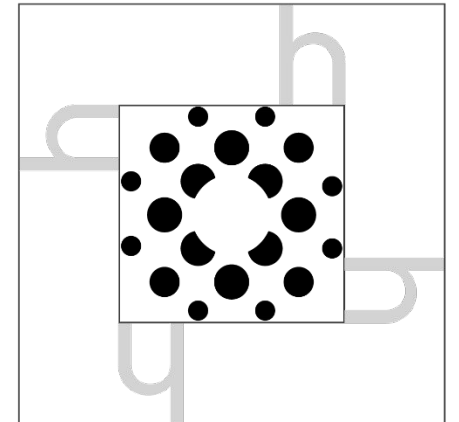
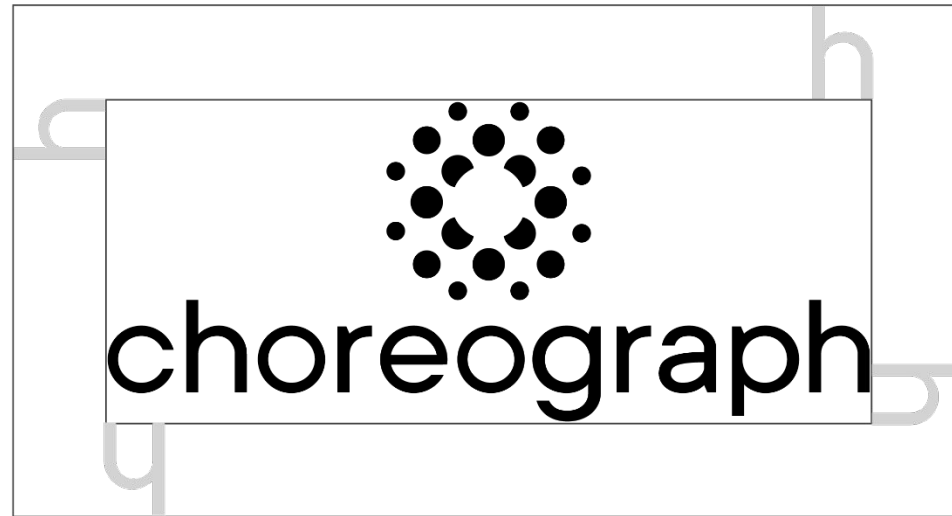
The logomark is what visually brings our name to life. It is built from dots, the universal symbol for a data point. These points form an octagonal matrix.

The circle in the center represents the power of insight, which is revealed only by the alignment of the data points surrounding it.



clearspace

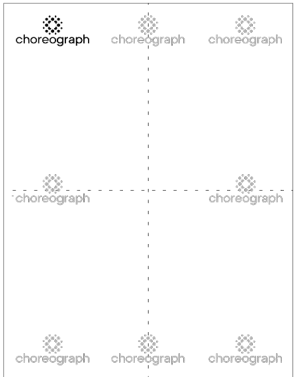
To protect the integrity and impact of the logo, use the specified clearspace to ensure that there is always an adequate buffer with the height of a letter from the wordmark (here, shown with the logomark 'h' from choreograph) between the logo and other elements.



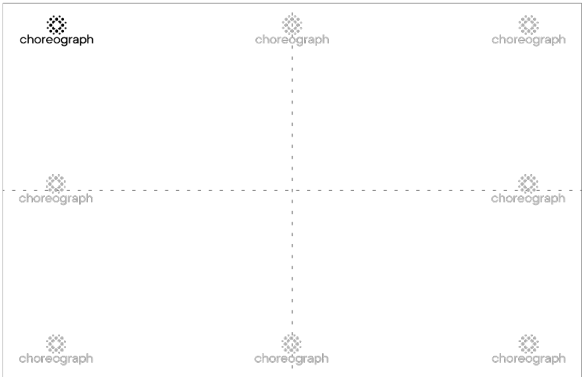
logo placement

The logo should appear in a corner of the design. Select the position that works best for the layout and medium. When needed, the logo may be placed at the top center or bottom center of the document.

physical

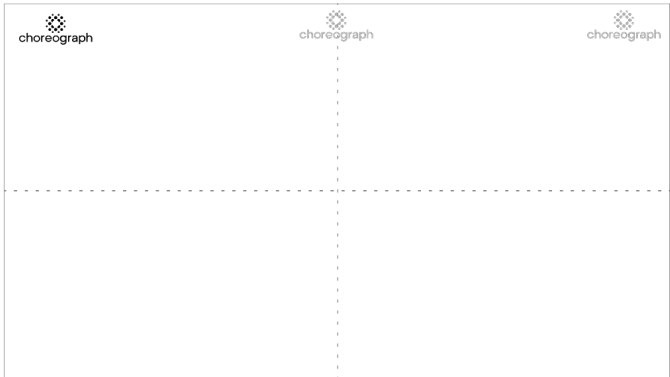


letter

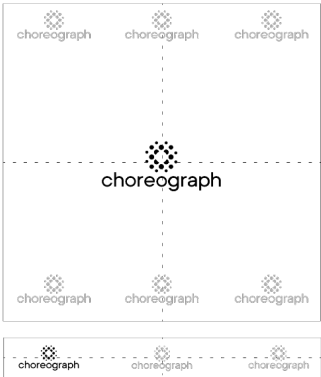


tabloid

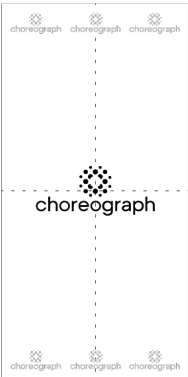
digital



web

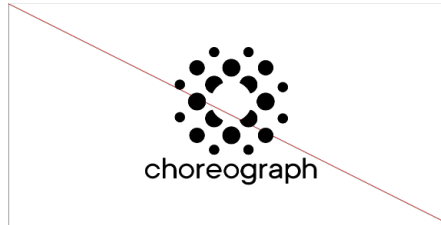


social media



banner ad

how not to use our logo



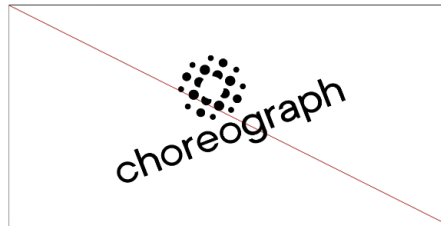
don't rescale elements of the logomark.



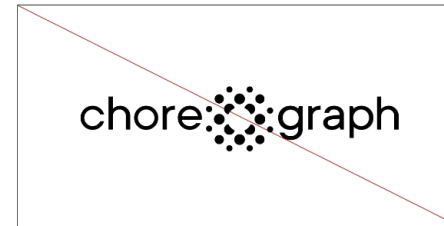
don't recolor elements of the logomark.



don't use wordmark on its own.



don't rotated the logomark.



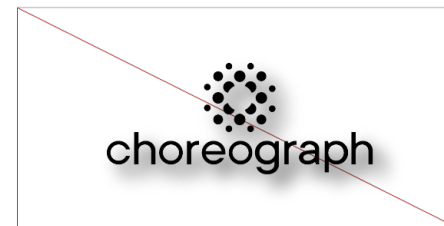
don't change the placement of the logomark.



don't use the logomark in a sentence.



don't use pixelated logomark.



don't use effects on the logomark.



don't risk the legibility of the logomark.



questions?

communications@choreograph.com

choreograph.com

