



Brand Architecture & Product Logo Recommendations

May 2019

invaluable

1. **Confusion and lack of product structure**
 - Everyone has a different story for INV/AZ and how the two correlate which is transferred to users
2. **Products getting overpowered by others**
 - Losing focus on the main products we should be highlighting
 - Maybe part of the reason why AZ has been left behind for so long
3. **Not readily prepared for acquisitions and partnerships**
 - No consistent structure for how to handle new partnerships and how they into our service line

Goals

1. Create a cohesive, intuitive, easily visualized ecosystem of products
 - Define our core services and how they relate to each other
2. Improve the infrastructure of our services, and how we communicate their value externally
 - Unify how sellers, bidders and staff alike understand our services
3. Build brand equity
 - Reinforce the parent brands

Brand Architecture

Brand Architecture

How products and sub-brands relate to and support each other; and how the sub-brands reflect or reinforce the core purpose of the corporate brand to which they belong.

Benefits of a Consistent Brand Architecture

- Gain clarity in the marketplace
 - Solves confusion and can increase the confidence of your board of directors, VCs, and other stakeholders
- Grab attention with a bold story
 - Can help us tell why we've built INV/AZ — what unites us, what unique capabilities we've developed, and why we came together the way we did.
- Grow revenue through cross-selling
 - Express the full value of your combined solutions — how they complement each other. That makes it easier to cross-sell across business units.
- Create a more inclusive culture
 - Plan the internal launch when you're working on a new brand: to create an authentic buzz before the external launch.

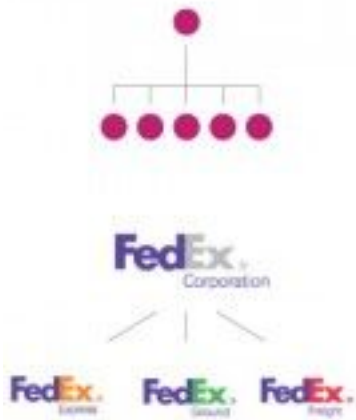
Types of Brand Architecture

Monolithic

Masterbrand | Branded House

The firm is the brand. Any sub-brands do not detract from the main brand. This builds a very strong brand; both easily recognizable and memorable.

MONOLITHIC



Endorsed

Here the product names play the key role. The parent brand neither takes the center stage nor does it stay in the background. Create your own "halo effect."

ENDORSED



Free-Standing

House of Brands

Sub-brands are featured or promoted, rather than the company or corporate brand.

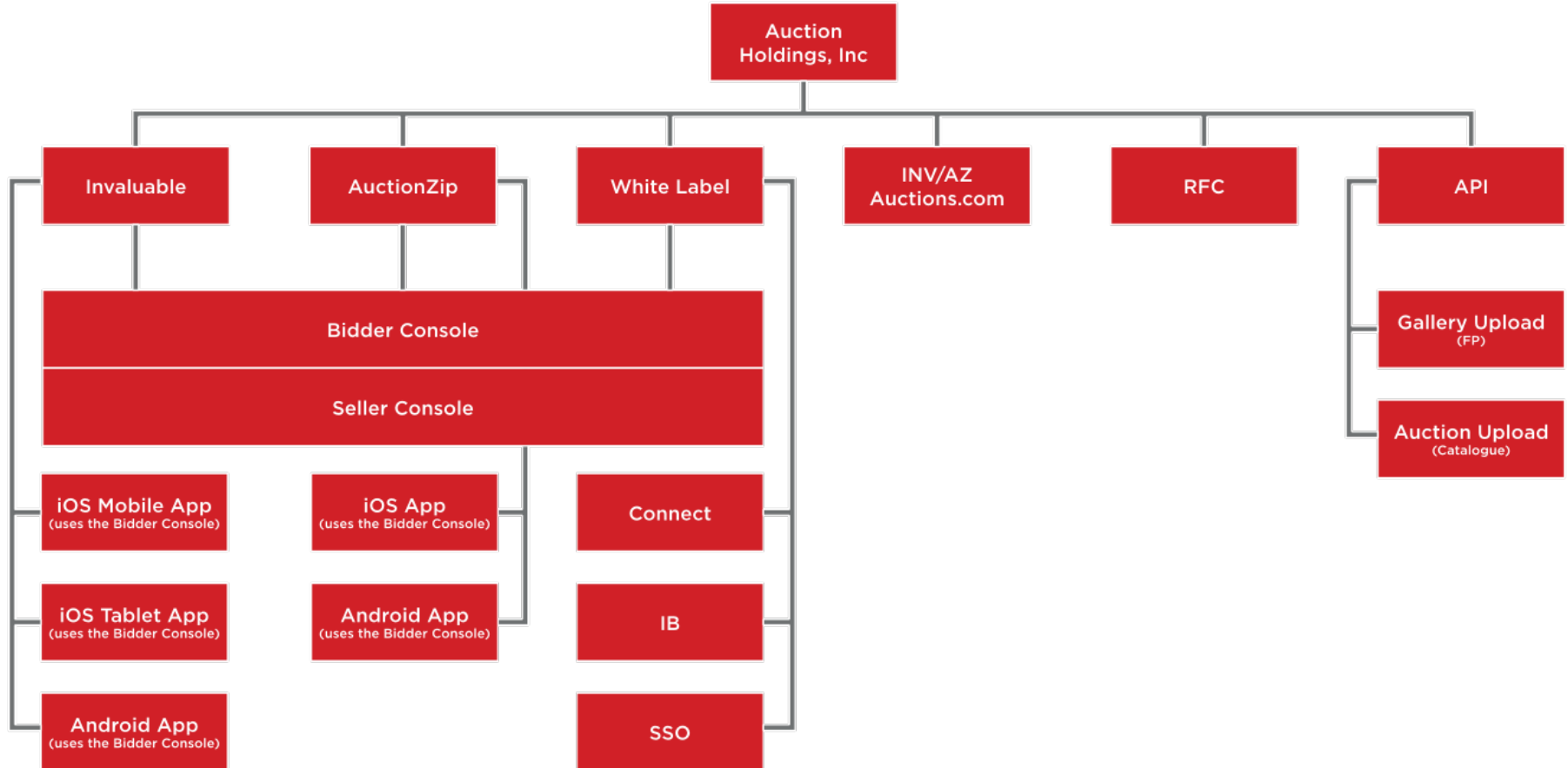
FREE-STANDING



HYBRID



Current Brand Architecture: Free-Standing



Monolithic: Our New Approach

Two Brands; One Product

Since we need our users to still heavily identify our products with either Invaluable or AuctionZip, this approach gives us the the most emphasis back onto the parent brand.

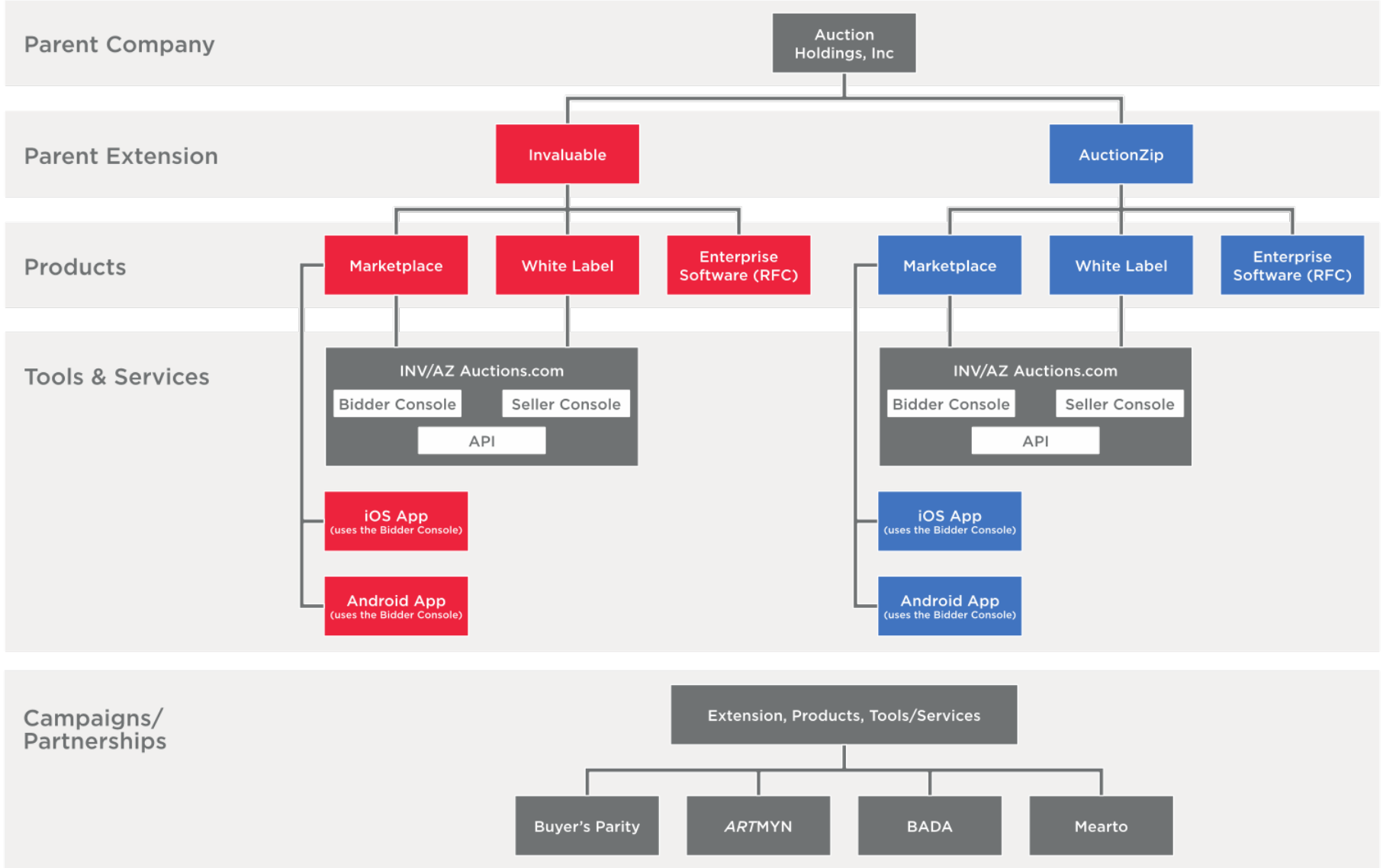
Pros

- Increase exposure for the parent brand
- Help establish brand loyalty and trust
- Consumers more likely to try a new product under the main brand
- Capitalizes on the halo effect of parent brand

Cons (things to watch out for)

- Failure can negatively impact the parent brand and affect loyalty, trust and business
- Dilution of the main brand's power and identity

Proposed Brand Architecture



Product Logos

Recommended Product Names

All get straight to the point on what the product is in the least amount of words

- White Label
 - Formerly IB/Connect
- Software
 - Formerly RFC
 - Strips all excessive words
 - “Software” can live on it’s own and still define the product
- Appraisals
- Consignments

AZ Product Logos

AuctionZip
White Label

AuctionZip
Consignments

AuctionZip White Label

AuctionZip Consignments

Zip White Label

Zip Consignments

AuctionZip
White Label

AuctionZip
Consignments

AuctionZip White Label

AuctionZip Consignments

Zip White Label

Zip Consignments

AuctionZip
White Label

AuctionZip
Appraisals

AuctionZip
Software

AuctionZip
Consignments

AZ Product Logo Notes

- The font that is used for the logo (Meta OT) is used for the product name
 - Arial (body copy font) isn't used since in this close of a lock up, the slight differences will become offputting
 - At a lower weight to give the AZ logo the main emphasis
- The font weight varies from lockup to lockup in order to balance the name with the thicker Zip mark
- The “p” in the circle mark and the product name are an “en” space apart
 - Spaced slightly larger than when naturally typed, to not look to close together

INV Product Logos

invaluable
White Label

invaluable
Consignments

invaluable White Label

invaluable Consignments

Ⓢ White Label

Ⓢ Consignments

invaluable
White Label

invaluable
Consignments

invaluable White Label

invaluable Consignments

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Ⓢ Consignments

invaluable
Software

invaluable
White Label

invaluable
Consignments

invaluable
Appraisals

INV Product Logo Notes

- INV's main body font (Gotham) is used for the product name to create a clear separation whether on a light or dark background
- The product name's font size changes depending on relationship to logo
 - Done to keep the emphasis on the INV logo and still have the product name as large as it can be
- INV logo and product name are spaced apart by the “n” of the INV logo

Product Branding Guidelines

1. Only product-level to receive a branded logo
 - Make distinction between products and services/tools
2. Product names should be as concise as possible
 - One-word format preferable
 - Helps keep emphasis on parent brand
3. Red is used for the product name to easily distinguish it from the parent logo

A **product** is the package that a user is paying for and is made up of a variety of services.

A **service** can't stand on it's own and can be the source for the a variety of products.

Product Branding Guidelines (cont'd)

4. Marketplace to remain branded as it currently stands
 - Maintain consistent user experience
 - Our most prominent product

5. No separation between buyer vs. seller facing products
 - Leaves the opportunity to use same name for both
 - Is only something that only needs to be focused on internally, not externally

Product Branding Guidelines (cont'd)

6. Circle mark to be used on mobile and small spaces
 - Assumes existing familiarity with the brand
 - Not to be used as main logo on “first touch”/ introductory materials

7. When available, the parent logo will be placed the in footer/contact us section
 - Strengthen connection to the parent brand

Lockup Use Cases

AuctionZip
White Label

invaluable
White Label

- In areas with a short width but full parent logo is needed
- Interchangeable with side-by-side lockup depending on space requirements

AuctionZip White Label

invaluable White Label

- In areas with short height (ex. headers)
- Interchangeable with stacked lockup depending on space requirements

Zip White Label

in White Label

- On mobile
- When full product logo is already used in space

invaluable

AuctionZip
White Label

invaluable
White Label

AuctionZip White Label

AuctionZip Consignments

Zip White Label

Zip Consignments

Product Tiers Guidelines

1. Tiers of service will be named the same over all products
 - Silver, Gold, Platinum
2. Tier name or coloring will not be added to the product logo
 - Causes confusion with the logo trying to denote too many things

Examples

Example: INV White Label Marketing Site

invaluable White Label

Benefits

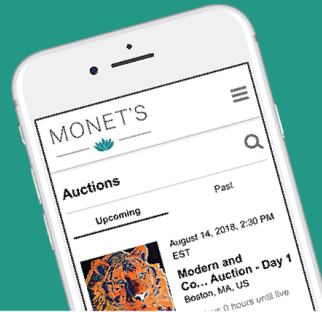
Plans

Pricing

FAQ

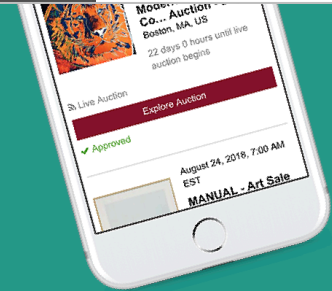
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No Commissions



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LAUNCH YOUR SITE



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Example: INV Appraisals Marketing Site



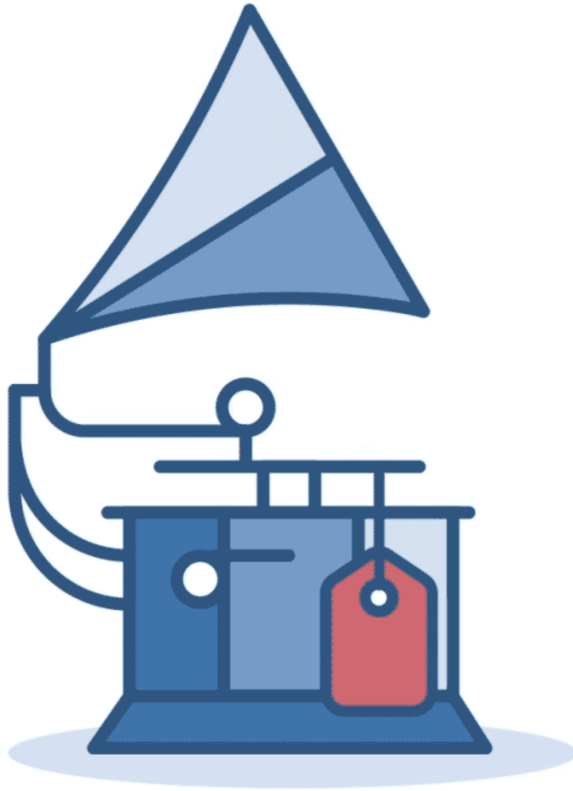
invaluable Appraisals

GET AN APPRAISAL
WITHIN 48 HOURS

Invaluable and Mearto have partnered to bring you valuations of fine and decorative art, antiques, collectibles and more. Simply create an account with Mearto to be connected with global specialists across dozens of categories.

[START AN APPRAISAL](#)

Example: AZ Appraisals Marketing Site



AuctionZip Appraisals

What's it worth?

That painting you found in your parents' attic. The phonograph you picked up at an antique store last summer. Find out what they're worth. AuctionZip and Mearto have partnered to bring you easy, fast valuations of art, antiques and collectibles. Simply create an account with Mearto to be connected with specialists across dozens of categories.

[Start an appraisal](#)



Sign up



Describe your item & upload photos



Receive a response within 48 hours

Example: AZ Consignment Marketing Site

AuctionZip
Consignments

Sell works from your collection
through top auction houses & galleries

Start consigning



Submit

Select

Sell

Example: INV Enterprise (RFC) Site

The screenshot shows a web browser window with the address bar displaying 'apple.com' and the page URL 'http://web.rfcsystems.com'. The browser tabs include 'Apple', 'Google', and 'Dribbble'. The website header features the 'invaluable Software' logo and navigation links for 'Auctions', 'Receipts', 'Customers', 'Inventory', 'Catalog', and 'Account'. The main content area is titled 'Auctions - Sale Schedule' and includes a 'New Auction' button. A table lists several auction entries with columns for Sale No., Sale, Stats, Bids/Result, and Action.

Sale No.	Sale	Stats	Bids/Result	Action
RF2019	Rod's Test Sale 06/15/19 10:00 AM	13 lots 4 sellers	Not Yet 1 bidders	Inventory Profile Sale day
SM2016	Art & Spirit 2016 12/31/16 07:00 PM	67 sold (71%) 26 buyers	\$12,015 sold 26 buyers	Inventory Profile Sale day
SM2017	Art & Spirit Auction 2017 07/15/17 07:00 PM	49 sold (59%) 10 buyers	\$24,705 sold 10 buyers	Inventory Profile Sale day
SM2018	Art & Spirit Auction 2018 07/06/18 12:00 AM	45 sold (0%) 0 buyers	\$0 sold 0 buyers	Inventory Profile Sale day
SM2017	Art & Spirit Auction 2017 07/15/17 07:00 PM	49 sold (59%) 10 buyers	\$24,705 sold 10 buyers	Inventory Profile

in thanks.