

# Brand Guide

DECEMBER 2020

invaluable

As the world's leading online marketplace for fine art, antiques and collectibles, Invaluable sits at the intersection of the art world — steeped in centuries of tradition and cultural heritage — and cutting-edge, 21st-century technology.

Our brand voice and visuals reflect this juxtaposition by offering a clean and modern aesthetic imbued with a nod to the tradition and heritage laid in the foundation of the art market.

This subtle mix is reinforced through the use of specific colors, typeface, and language. This brand style guide is a resource designed to help understand and navigate how brand assets come together to form our identity.

# Table of Contents

## Mission, Vision, Values

Page 4

## Tone of Voice

Page 7

## Logo

Page 11

## Brand Architecture

Page 17

## Color Palette

Page 21

## Typography

Page 24

## Imagery

Page 27

## Resources

Page 32

# Mission, Vision, Values

As a marketplace, our core purpose is to unite buyers and sellers easily and efficiently. These statements should be a guiding beacon to everyone in the company where every decision made, helps expand these objectives.

## Mission

We make discovering and acquiring exceptional art and objects accessible to anyone, anytime, anywhere. We partner with the world's premier auction houses so that collectors can search for the items they're most passionate about — all from one place.

In addition to helping collectors find their next treasure, we provide tools and solutions that auction houses need in order to succeed in a 21st-century, digitally-focused landscape, and to expand their reach among a global audience of engaged collectors. We scale our partners' businesses using industry-leading technology and constantly measure ourselves by our customers' own success.

## Vision

To revolutionize the way exceptional items are bought and sold; putting the world's treasures within anyone's reach.

## Values

### CONNECTION

We are committed to partnership, teamwork, unparalleled service, and believe that the experience should be enjoyable — and even a little fun — along the way. People are the heart of our business.

### CREATIVITY

We are guided by innovation, imagination, artistry and resourcefulness.

### GROWTH

We demand continuous improvement and are driven by initiative and curiosity.

### TRANSPARENCY

We value integrity and strive to develop long-lasting relationships through open dialogue and access to data.

# About Us

We have two sets of distinct users. Though our mission applies to both bidders (private collectors and members of the trade) and sellers, the way we summarize the Invaluable brand and its value should differ because of their interests.

## Messaging for Bidders

Invaluable is the world's leading online marketplace for fine art, antiques and collectibles. We partner with over 5,000 of the world's premier auction houses to make it easy for collectors from around the world to discover and acquire the items they are most passionate about all in one place. With over 27,000 items added daily, Invaluable makes discovering and acquiring exceptional art and objects from an array of sellers accessible to anyone, anytime, anywhere.

## Messaging for Auction Houses

Invaluable is the world's leading online marketplace for fine art, antiques and collectibles. We partner with over 5,000 of the world's premier auction houses including Sotheby's, Phillips, Bonhams and more. Invaluable enables collectors from around the world to discover and acquire the items they are most passionate about all in one place.

As the auction industry grows increasingly more global, mobile and transparent, Invaluable offers auction houses the tools they need to succeed in the ever-changing digital landscape. With best-in-class online bidding technology and a marketplace of over 3 million bidders, Invaluable provides sellers with e-commerce, marketing and leading auction management software solutions.

# Tone of Voice

Our brand voice skews more polite and formal, but offers a light, human touch that is witty, warm and approachable. Our copy for both UX and marketing purposes should air on the side of formal and courteous, with an occasional, light-handed application of friendliness and warmth; wit or (tasteful) humor.

# Personality

Humanizing the brand helps users connect to us on a level that they are used to by defining *who we are*.

## Approachable

We strive to make the art market accessible to everyone by offering intuitive, user-friendly technology that democratizes the process of acquiring new works of art.

We are a trusted resource in the marketplace that is approachable and human; warm and welcoming with light-handed humor and wit.

## Passionate

Our belief is that everyone is a collector of something — be it art, antiques, stamps or coins — and that passion and emotion drive collecting. We believe in the art of pursuing what you love; what you are most passionate about.

## Intelligent

Our own intelligence and knowledge base is reflected by the educated audience we serve. We further educate by expanding the reach of regional auction houses to an engaged audience of collectors around the world.



# Voice

Establishing the reasoning behind *what we say* will continue to build trust between our brand and our users.

## We Have a Distinct Point of View

**Own who we are and what we do as a premier marketplace.**

Use “My” whenever possible since this feels more owned/personal. Use “You” for everything coming from the Invaluable point of view.

**Avoid using “sorry.”**

Use active voice not passive voice and focus on the future solution.

## We Are Succinct

**Provide clear instructions.**

Auctions are fast-paced and our users don’t have time to read wordy messaging. Don’t say something in 10 words that can be said in 3.

## We Meet Users Where They Are

**Use emotion-driven words.**

Passion drives our collectors and we should match their intensity during their wins and tone it down to respect their losses.

**Most of our users are highly neurotic and in high-stress situations.**

Don’t scream at our users by using ALL CAPS for CTAs.

## We Are Inclusive

**We are agnostic of ability, location and gender.**

Address users with their first name when needed and avoid using pronouns (he/she/they).

**Do This:** My Invaluable, Recommended Items

**Not That:** Your Invaluable, My Recommendations for You

**Do This:** Your password is incorrect. Please try again.

**Not That:** Sorry, you’re not in our system.

**Do This:** Recommended Auctions

**Not That:** Auctions You May Like

**Do This:** Discover More, Curated Collections

**Not That:** See All, Recommendations from Invaluable

**Do This:** Follow This Keyword

**Not That:** FOLLOW THIS KEYWORD

**Do This:** Hello Alex

**Not That:** His Recommendations

# Tone

Especially when not being able to speak to a user in person, it is paramount to think about *how we say things* to avoid confusion.

## Polite and Formal

### **Avoid talking down to users.**

We are helpful, not snobby. Think dressy-casual attire; sophisticated without being stuffy.

### **Our users are educated, let's leverage it and speak intelligently.**

Use verbiage our users are used to without relying on jargon.

**Do This:** Invaluable will handle the rest and personalize your experience.

**Not That:** You're done! Refresh the page to see more!

**Do This:** Curate Your Collection

**Not That:** Set Preferences for Filtered Lots

## Warm and Welcoming

### **Be approachable without being too informal.**

Use natural language with a positive tone.

### **Use occasional wit where appropriate.**

Auctions are a very exciting and joyous time and building a positive, happy connection with our users will build trust.

**Do This:** Our goal is to connect you, to the items you love.

**Not That:** Invaluable sends you items you've filtered for.

**Do This:** Enjoy virtual window shopping by browsing upcoming auctions.

**Not That:** Browse upcoming auctions.

## Clear and Informative

### **Avoid slang/jargon/trendy words when not appropriate.**

Some words like RFA is useful for our discussions but could not be descriptive enough for users.

### **When appropriate, FOMO language resonates well with our users.**

This emphasizes the timeliness of auctions with their unique items.

**Do This:** Register for Auction, Items

**Not That:** RFA, Lots

**Do This:** Here Today, Gone Tomorrow

**Not That:** Auction happening everyday

# Logo

As the primary graphic elements of the Invaluable brand, the logo or circle icon should be represented on every material we release to show clear ownership.

# Official Logo

No part of the logo is to be altered or recreated in any way as consistency in how the Invaluable logo is used is critical to protecting the integrity of the brand.

The Invaluable logo is composed of our primary logotype (“invaluable”) with a highlight on the joined “i” and “n.” This combination emphasizes the inclusivity the company’s work brings to our collectors and auction houses as well as setting infinite possibilities for alliteration: intuitive, instant, inviting, interesting, intersect.

The logo is presented in Georgia, a serif typeface with a traditional and elegant look and feel. All letters in the logo are lowercase, which is intended to underscore Invaluable’s warm, accessible approach to the art world, traditionally seen as an exclusive landscape. This is the only place across the Invaluable branding where we write a word in all-lowercase letters.

The word "invaluable" is written in a serif font. The lowercase letters "i" and "n" are joined together and colored red, while the remaining letters "nvaluable" are in a dark grey color.

Full Color Logo

The word "invaluable" is written in white serif font on a solid black rectangular background. The lowercase letters "i" and "n" are joined together and colored red, while the remaining letters "nvaluable" are white.

White Logo with Red Highlight

The word "invaluable" is written in white serif font on a solid dark grey rectangular background. All letters are white, and the lowercase letters "i" and "n" are joined together.

One Color Logo in White

# Clear Space & Size

Clear space and size guidelines are designed to maintain the legibility, clarity and impact of the Invaluable logo.

## MINIMUM CLEAR SPACE

The logo must be surrounded on all sides by a space that is equal to the height of the Invaluable logo.



## MINIMUM SIZE AND HEIGHT

The preferred height for our logo is .5". When our logo must be used at a very small size, the minimum height is .2" or 60px.



Preferred Height



Minimum Height

# Incorrect Logo Use

The following examples demonstrate how not to use the Invaluable logo as it relates to a number of elements including color, scale, resolution, backgrounds and more. These rules were designed to maintain the consistency and integrity of the Invaluable brand.

Do not alter the colors



Do not distort or improperly scale



Do not use at a low resolution



Do not rotate or display at an angle



Do not apply any effects



Do not place on a colored background that is not approved



# Circle Icon

Consistency in how we use the Invaluable “in” circle icon is crucial to protecting the integrity of the Invaluable brand.

The Invaluable “in” circle icon is an important part of the Invaluable visual language. The joined “i” and “n” are always shown inside the circle. The “in” circle icon is a concise design element that is to be used conjointly with the logo wordmark as it assumes an existing familiarity with the brand.



Full Color Circle Icon



White Circle Icon with Red Highlight



One Color Circle Icon in White

# Incorrect Circle Icon Use

The following examples demonstrate how not to use the Invaluable logo as it relates to a number of elements including color, scale, resolution, backgrounds and more. These rules were designed to maintain the consistency and integrity of the Invaluable brand.

Do not alter the colors



Do not distort or improperly scale



Do not use at a low resolution



Do not rotate or display at an angle



Do not apply any effects



Do not place on a colored background that is not approved

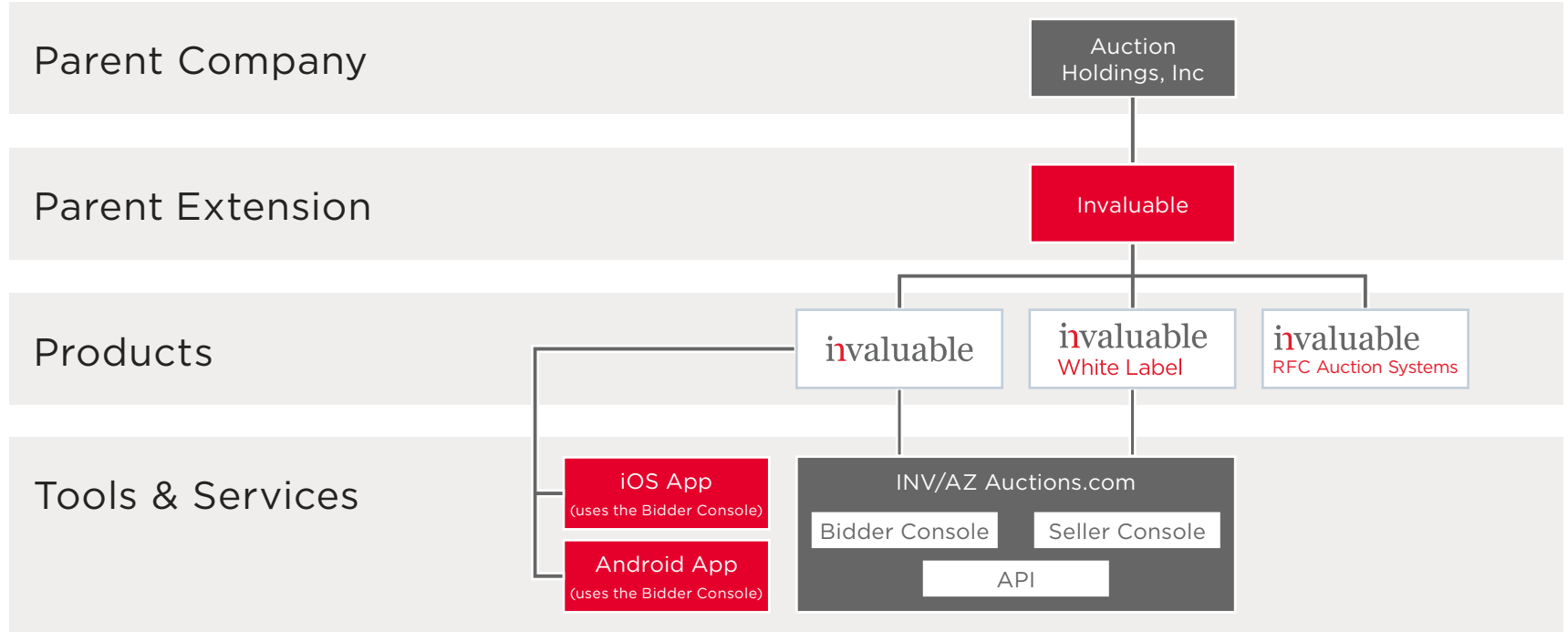




# Brand Architecture

Our growing suite of services and products are unified under a monolithic brand architecture model, where our sub-brands benefit from the brand recognition of the parent brand (i.e. Invaluable White Label, Invaluable RFC Auction Systems). This approach reinforces how our products and services are related to each other.

# Organizational Chart



Note: A “product” is defined as a package or tool that a customer pays for, which is comprised of a number of “services.” For our purposes, a “service” cannot stand on its own and always supports a larger “product.”

# Products and Services

Only product-level entities should receive a branded logo.

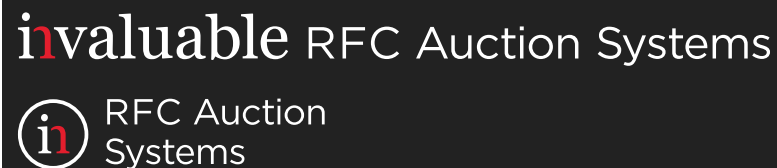
The Invaluable marketplace, as our most prominent product or service, should be referred to as the singular “Invaluable” (i.e. not “Invaluable Marketplace”) to maintain a consistent user experience.

Gotham is used for the product name to create a clear distinction next to the Invaluable logo, regardless of whether the logo is placed on a light or dark background. The font size of the product name can change, depending on the relationship to the logo so that the emphasis remains on the parent company, Invaluable.

As its use assumes existing familiarity with the brand, an abbreviated version of our product logos with the circle icon, should be used only in select instances. These include times where the full product logo has already been used or introduced to the user, or on mobile where space is limited.



Invaluable Logo and Circle Icon



White Invaluable RFC Auction Systems Full and Mobile Logo

invaluable White Label



Invaluable White Label Full and Mobile Logo

# Partnerships

Logo lockups should be assessed on a case-by-case basis and confirmed with the Marketing department prior to use publicly.

The main wordmark on the partner’s logo should be equal to, or slightly shorter than the Invaluable logo. The partner’s logo should never be larger than the Invaluable logo. Spacing between the logos and the plus sign should equal that of the “e” within the Invaluable logo.

Newly forged partnerships that are not yet considered a product or service in the Invaluable suite should follow the logo lockup format outlined below, using a “plus” sign to join the two disparate logos:

**invaluable** + **ARTMYN**  
(re)discover art

**invaluable**+**eARTMYN**  
(re)discover art

In instances where the 3rd party’s brand authority is considered stronger than Invaluable’s own brand authority, the 3rd-party logo may come first in the lockup:

**Sotheby’s** + **invaluable**

# Color Palette

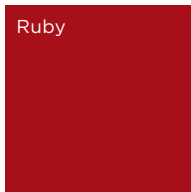
As a form of nonverbal communication, color is an extremely powerful way for a brand to communicate its strengths, values and personality. These colors were chosen to establish the tone of the Invaluable brand as well as be legible and accessible to all of our users, so accurately and consistency in usage is crucial.

# Primary Palette

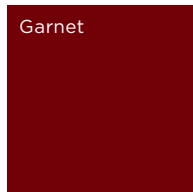
Our primary palette is an important recognition point for reinforcing our brand position.



INV Red  
PMS 185 C  
#E4002B



Ruby  
PMS 1805 C  
#A70F19



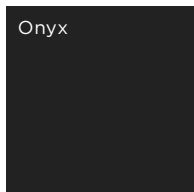
Garnet  
PMS 1815 C  
#720007

**Red** is a bold yet warm color with high visibility that communicates passion.

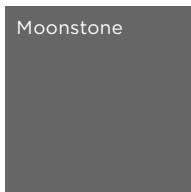


Gold  
PMS 874 C  
#A36B0D

**Gold** is a regal color that communicates luxury and success.



Onyx  
PMS 419 C  
#222



Moonstone  
PMS Cool Gray 10 C  
#666



Silver  
PMS 538 C  
#C5CFDA

**Gray** is a sophisticated color that alludes to technology and can double as a neutral color allowing other accent colors to pop.



White  
White Diamond  
#FFF

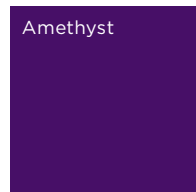
**White** should not be forgotten as a color on our primary palette as it establishes a clean canvas for lots to sit on.

## RATIO GUIDE



# Secondary Palette

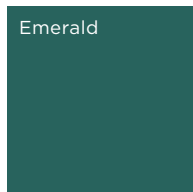
Our secondary color palette was designed to support our primary colors and to allow for flexibility in design — especially with charts and diagrams. Secondary colors should only be used as accent colors and should never be featured more prominently than the primary colors.



PMS 2617 C  
#470A68



PMS 2370 C  
#2F2A95



PMS 4167 C  
#32645C

The saturated jewel tones help support the communication of luxury and are strong enough to stand amongst our primary palette when applied together.

## NOTES

**Do** use the secondary palette when the primary palette is exhausted.

**Don't** use Emerald next to any of the red color shades.

# Typography

Typography supports our brand identity and reinforces our position as industry leaders, but only if it is used consistently and according to the established hierarchies.



# Typefaces

These typefaces are clean, professional fonts that speak to modern and traditional times and present Invaluable as a forward-thinking company while still acknowledging and celebrating the past.

Our primary typefaces are **Georgia** and **Gotham** (including Gotham Narrow).

## Georgia

AaBaCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

Georgia is our logotype and speaks toward the long-standing history of the auction industry. Georgia should be used in short consecutive phrases to enlist emphasis on the section it is highlighting.

## Gotham

AaBaCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

Gotham is a versatile, modern typeface that has a luxury feel when used in its thinner weight. Its geometric shape makes it extremely legible especially when viewed on digital mediums. Gotham licenses are from the type foundry Hoefler & Frere-Jones. Due to the professional application of this typeface, usage rights for this typeface are limited.

Our secondary typeface is **Arial**.

## Arial

AaBaCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

Whenever Gotham isn't available, Arial should be used in its place as it is cross-platform compatible, so it is safe to use on the web and in PowerPoint for both PCs and Macs. The Arial font family comes packaged with Microsoft software applications, which means every employee has access to it and the right to use it.

# Hierarchy

A clear hierarchy makes it so our content is scannable and easy to navigate. This allows our users to get to the information they want quicker.

## NOTES FOR GEORGIA

**Don't** put in all caps.

**Do** only use for headers and subheads.

**Don't** use for long sentences or phrases.

## NOTES FOR GOTHAM

**Do** use for all levels of type hierarchy.

**Don't** use the extra bold variation (font-weight: 600 or higher).

**Do** use all caps for single words or very short phrases.

**Don't** use in all caps for CTAs.

Header 1 | Georgia Regular | 34px | #222 or #EF3340 | Title Case

# Header One

Header 2 | Gotham Book | 28px | #222 | Title Case

## Header Two

Header 3 | Gotham Book | 24px | #666 | ALL CAPS

### HEADER THREE

Body Copy | Gotham Book | 16px | #222 | Sentence case

Lorem ipsum dolor sit amet,  
consectetur adipisicing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua.

# Imagery

With images of lots being a key highlight for our users, it's paramount that all of our imagery, no matter what it is servicing, is clear, detailed and beautiful in order to catch and keep the eye of its onlooker.

# Photography

The photos used across the Invaluable site and materials most often fall into one of three categories. All these types of images should help visually communicate our goals for our users. Whenever possible, photos for promotional purposes should complement the brand color palette.



## ANONYMOUS PERSON

Aerial view of hands at a keyboard, back of a visitor's head at a gallery, or a person sitting at a desktop computer, seen from behind. Allow the viewer to put themselves in the anonymous person's perspective.



## LIFESTYLE

Beautiful installation view of works of art, furnishings and antiques installed within a residential or commercial space. Demonstrate *how* objects may live with a collector after they are acquired. The room should not be overly-stylized, to not distract from the “purchased” items.



## SINGLE-PRODUCT IMAGE

Whenever possible, single-product images should be dropped on a white background (preferable) or neutrals such as black or gray. Images with references for size (e.g. person, soda can, wine bottle, coin, ruler, etc.) should not be used.

# Texture

Whenever there is no space or no need for photography, texture can be used to add depth and interest to a material. This form of imagery should be subtle and not distract from the content and can be broken down into two categories.



## DETAIL PHOTOS

Different from lifestyle photos, detail photos should be zoomed in to a point to show extreme detail on the material of an object while still giving a sense of what the object is.



## GRADIENTS & PATTERNS

The contrast between colors used should be minimal enough to place text over without any issue. Any pattern used should be simple, as to not distract.

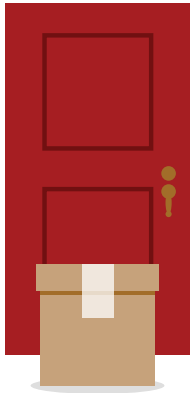
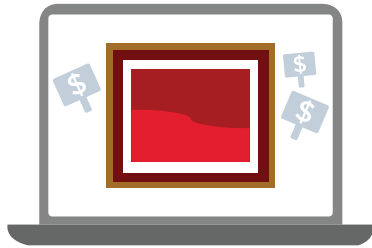
# Iconography

Icons used should be pulled from Font Awesome or be created in the style of Font Awesome. They can be any brand color as long as it's flat and complements the layout. A diluted background color may be added to the icon, but the icon must be a more saturated color and still have enough contrast to be accessible.



# Illustration

Similar to our iconography styling, illustrations should be mostly flat but can add depth and shadows to create a fuller space. These illustrations can be more complex with organic lines and shapes as long as the scene or item doesn't become overly crowded.



# Resources

There is an abundance of assets available to help with communication to clients and partners alike to help reinforce our brand while working together and to help speed up the process of creating collateral.



# Resources and Assets

Listed below is just a selection of resources and assets. If anything is missing that you or your team require, please contact Marketing.

## Links

### USER PERSONAS

<https://invaluable.atlassian.net/wiki/spaces/PD/pages/329842746/Invaluable+User+Personas>

### ACRONYMS AND INITIALISMS

<https://invaluable.atlassian.net/wiki/spaces/DEV/pages/115219329/Acronyms+and+Initialisms>

### FONT AWESOME ICONS

<https://fontawesome.com/icons?d=gallery>

## On the Share Server

### LOGO FILES

smb://invhqfs01/share/Corporate/Logos/Invaluable

### POWERPOINT TEMPLATES

smb://invhqfs01/share/Corporate/PowerPoint Templates

### EMAIL SIGNATURE

smb://invhqfs01/share/Corporate/Email Signature