tradable bits

Tradable Bits Press Kit

Contents

0.1   Logo Specifics

Logo Clear Space

Grey striped area indicates Safe Zone. *Other graphical and visual elements can be safely positioned up to the adjoining Blue area.*

Blue indicates Clear Space. *The blue area must be kept free of all other graphical and visual elements.*

The minimum required Clear Space is defined by the measurement 'X' (equal to the diameter of the icon.)
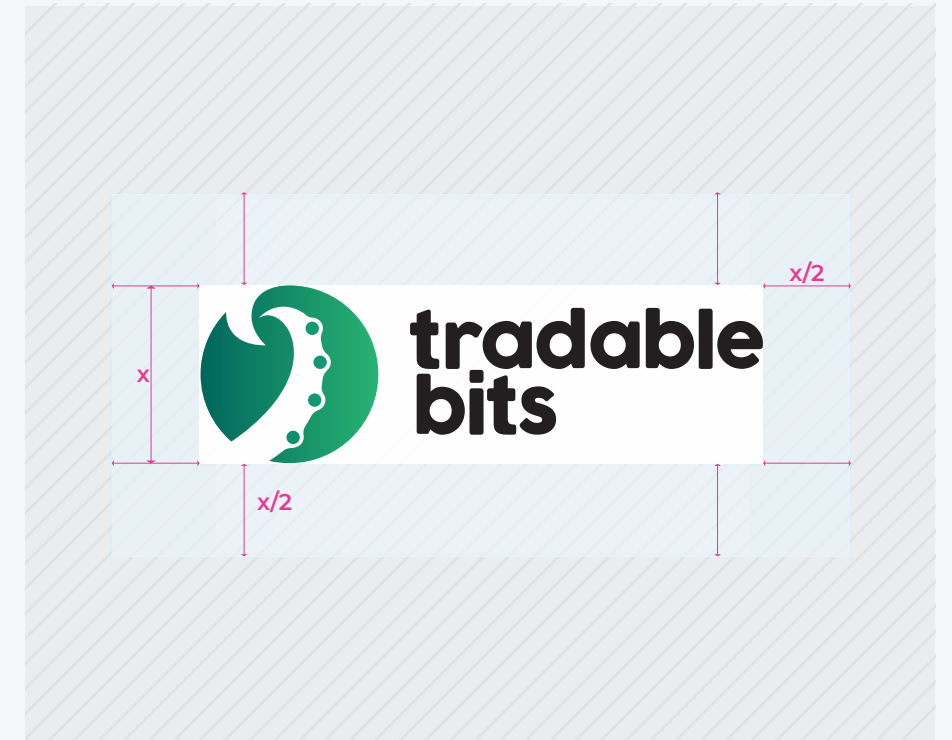
Logo Construction

Blue shows the construction and proportions for the icon. *A collection of perfect circles were used to construct the arcs of the icon*

Red indicates the external dimensions of the logomark. *This is dictated by the furthest points in the x and y axes*

Orange indicates the defining constraints based on overall text height. *The maximum distance between the topmost and bottommost letters is defined as 'x'. Relative distances are defined as a fraction of this measurement*

Green shows the distance between the wordmark and icon. *It is defined as the overall text height (x) divided by 4*

The Typeface Family

Only two font styles are used for the brand: Cocogoose Pro and Montserrat

Cocogoose Pro is a bold and striking display font creating a strong and memorable brand image.

Montserrat is a large and versatile font family which is easy to read promotes the modern and clean aesthetic of the brand.

0.2   Typeface Details

When to Use:

Cocogoose Pro is the primary brand font used for the logotype/logo wording. It is also used to draw for large headers on the public facing website and other marketing collateral.

It can also be used as the standard when stronger emphasis is needed, such as in: *stationery, website design, brochures and all forms of general correspondance.*

Cocogoose Pro (Regular)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRTUVXYZ
abcdefghijklmnopqrtuvxyz
1234567890!@$%^&*()

When to Use:

Montserrat is to be used for all other forms of standard body text, ranging from: *stationery data tables & reports, website design, brochures and all forms of general correspondance.*

Montserrat (Regular)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRTUVXYZ
abcdefghijklmnopqrtuvxyz
1234567890!@$%^&*()

0.2.1   Typography in Use

When to Use:

Cocogoose Pro (Regular) is used for: Tradable bits, and is also used as a display font on imagery and other marketing assets.
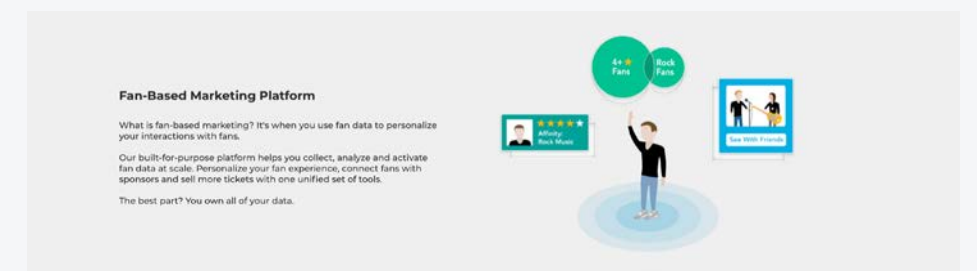
Cocogoose Pro (Regular)

tradable bits

Know Your Fans, Market Smarter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

When to Use:

Montserrat is used for: All headings, sub-headings, body text and numeric instances outside of the defined uses above.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$^&*()

0.3   Colour Specifications

TBits Dark Green
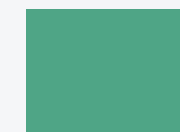
CMYK	85 23 69 6
RGB	3 139 109
HTML	#038B6D

Pantone
3288C

TBits Bright Green

CMYK	66 0 57 0
RGB	80 189 145
HTML	#50BD91

Pantone
7723C

Tbits Bright Orange

CMYK	4 28 100 0
RGB	244 185 19
HTML	O

Pantone
1235C

TBits Dark Grey

CMYK	71 65 64 69
RGB	38 38 38
HTML	#262626
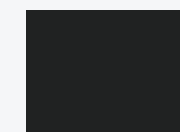
Pantone
419C

TBits Gradient

#00665C   #29B473

0.4   Logo Styles

Full Tone Colour

This is the primary logo to use, and includes a subtle gradient across the icon. This is your main go-to version of the logo, except for limited exceptions below.

Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.

Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.
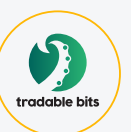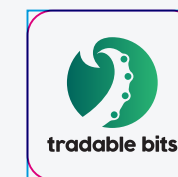

Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.

Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds. Note the amount of white space required in each case.
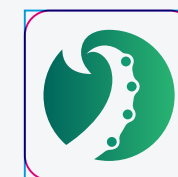
The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is the preferred icon for social media profiles

The 2nd one is for destinations where the brand name is not displayed beside the logo and thus we need to display the name inside the profile picture. Note that the icon is not centralised in circular instances

0.5   Logo Best Practices

Do: Logomark

Use the logo as outlined previously in this guide.

A discretionary decision should be made regarding which logotype should be used and whether to use the light or dark versions.

To ensure the brand logo is not incorrectly presented, the general rule to abide by is: do not change, alter, modify any part of the logo. Some examples of logo missuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to the correct text.

Do Not: Sizing

Do not disproportionately resize the logo. Any resizing must be in proportion to prevent a stretched or squashed look.

Do Not: Colour

For offical representation of the company, do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

1.1   Company Description

Company Name

The company name is Tradable Bits, stylised as two words with a capital *T* and *B*. This is how the name should appear in any body of text outside of the official logo.

Company Tagline

This tagline can be used in conjunction with the logo to add depth to the brand image in marketing scenarios

About

Company descriptions offered in both short form and an expanded long form.

Our Values

A summary of the values we hold at the heart of our company.

Tradable Bits

Corporate name: TradableBits Media Inc.

Know Your Fans, Market Smarter

Short

Tradable Bits is the leading fan-based marketing platform for music and sports. Visit tradablebits.com to learn more.

Expanded

Tradable Bits is the leading fan-based marketing platform for music and sports. They're charting the path to personalized fan experiences for live events. From online to offline, their platform tracks and optimizes every step of the fan journey. Want cutting-edge fan activations, hyper-targeted marketing automation and seamless fan data integrations? Contact Tradable Bits.

Trust

Integrity is at the heart of everything we do. Our enterprise partners trust us to manage and protect their fan data, especially at scale. Results are transparent, honest, and easy to understand.

Flexibility

We believe in open, flexible and honest systems that help our partners improve their fan experiences. We love new challenges and will quickly and happily solve any problem we face.

Education

We're here to help our partners understand and optimize because we're all learning together. We're forging the path in fan-based marketing - constantly experimenting & improving as we go.

Innovation

Although it may seem like we have a crystal ball of fan-based marketing - the truth is, together with our partners, we're deciding where the industry is going & building the necessary tech.

Teamwork

We're always collaborating. Our deliberately diverse team brings multiple perspectives and skillsets to our partners' internal teams, helping with everything from strategy to execution.

1.2   Company Timeline

Timeline

A timeline of the key events and achievements in our history.

2010
Darshan and Dmitry launched a free suite of apps for Facebook pages after being inspired by fans defining their own experiences at the 2010 Olympics.

2011
That same suite of apps was ranked in the Top 10 Apps on Facebook, with over 17 million monthly active users.

2013
We launched Stream so we could bridge the gap between fans and brands on social media through user-generated content.

2012
We moved from a purely free service powered by ads to a paid model, which gave us the resources and ability to work more closely with our partners.

2014
We launched our Fan CRM, which provided a centralized system to integrate all the interactions happening between fans and brands with Ticketing data from leading partners.

2015
Our partners began using this insight to have more personalized conversations with fans via our automated Ads Integration, thus improving their marketing and client relationships.

2017
We launched Chatbots and SMS tools so our brands could build direct one-to-one relationships with their fans at scale.

2016
We built Idols to help our partners understand affinity, so they could provide more relevant experiences and messages to their fans.

2018
We helped our partners personalize their online and offline fan experiences, from the first impression to their life-changing fan moments. From WiFi portals to interactive on-site towers, we're creating cutting-edge engagements for festivals and sports events.

2019
We signed an exclusive Spotify partnership. We also added more capabilities to our ads technology, and welcomed more than 30 new partners.

2020
We're celebrating our 10-year anniversary. We kicked off the new decade with an expansion into Australia. We can't wait to see what this next decade has in store for fan marketing.

1.3   History & Awards

Company History

A short history of the company and the progress made in the industry

Founded in 2010 by technical genius Dmitry Khrisanov and visionary Darshan Kaler, Tradable Bits is the pinnacle of their past 27 years spent bringing people together with communication technology. They learned the power of social media early - generating over 17 million monthly active users with a simple suite of Facebook Apps for Pages in 2011. Next came the need to unify content across platforms - in 2013, they launched their Stream social media aggregator to connect brands with their fans on social media. Rapidly expanding into fan data, they developed Fan CRM with its innovative five-star fan algorithm for identifying top fans and influencers. This groundbreaking CRM inspired partnerships with some of the largest fan data companies in the world - Facebook, Twitter, Instagram, Spotify and Ticketmaster. With a complete platform for fan-based marketing, Tradable Bits attracted massive enterprise clients in sports, entertainment and music from 2014 onwards. Ever-growing, Tradable Bits is now working on building the best possible fan experiences across online and offline worlds alongside entertainment giants Ticketmaster, Live Nation, C3 Presents and teams in the NBA, NFL and NHL. In over eight years of business, the rapidly growing Tradable Bits team has never accepted private funding, allowing them to maintain their autonomy and flexibility while organically growing a profitable and sustainable business.

Company Awards

A summary of the prestigious awards won in recent years

NextBC 2015 Most Innovative Digital Media Company in BC

DigiBC 2015 Top 25 BC Tech Companies

Techvibes 2012 Top 10 Canadian Facebook Developers

Techvibes 2012 Top 100 Canadian Startups

Ready to Rocket ICT List 2017-2020

1.4   Executive Team

Darshan Kaler

CEO + Co-founder
linkedin.com/in/darshankaler

Creating shared moments is Darshan's lifelong vision. Whether it was building communications infrastructure at Bell, or uniting billions worldwide to watch the 2010 Olympics, he is driven by connecting people around collective experiences. Tradable Bits is the pinnacle of the past 27 years he's spent bringing people together with communication technology. Everything his team builds on their all-in-one platform brings fans closer to the artists, teams and brands they love. He's grateful to come into our gorgeous office every day, excited to work with the smartest people he knows, partner with brands he genuinely admires and build the best cutting-edge products in the digital marketing industry.

Dmitry Khrisanov

CTO + Co-founder
linkedin.com/in/dkhrisanov

Dmitry is a database architect with a master's in mathematics, legendary developer and crazy cyclist with a serious disdain for gravity. In his spare time, he codes and designs back-end systems, while still managing to be an attentive father and husband. His past is a trail of high tech enterprise companies working as the Technical Architect with Accenture, BC Hydro and Fortis. He even built the database structure for ThinkorSwim, one of the most complex applications you'll ever see. He's in charge of Tradable Bits platform architecture and performance, and yet still maintains a good sense of humour. An excellent leader, his love for problem solving inspires a sense of curiosity and excitement in his team of talented developers.

Lenny Goh

Vice President of
Business Development
linkedin.com/in/lennygoh

Lenny loves creating genuine relationships. During his decade in social media and eCommerce, he helped teams and brands improve their marketing by building quality relationships with their fans. His role as Vice President of Business Development at Tradable Bits is the pinnacle of this path - where he's helping leaders in sports and entertainment know their fans and market smarter. By communicating the value of the all-inclusive Tradable Bits platform, Lenny's bringing fans closer to the teams and brands they love. He's grateful to work with professionals he genuinely admires, and be on the cutting-edge of his home-field of digital marketing.

Alicia Taggio

Senior Customer
Success Manager
linkedin.com/in/ataggio

With over a decade of experience in the digital marketing space, Alicia is passionate about helping brands connect and engage with fans while working collaboratively to innovate and guinea pig new projects together. Working closely with many of the world's largest music, sports & entertainment brands, Alicia oversees all client accounts, custom projects and partner team members to ensure clients are generating industry-leading results with their fan marketing strategies.

1.5   Clients

Client Quotes

Some testimonials from our clients.

"Finding premium ticket buyers requires a delicate balance of demographic, affinity and psychographic targeting. Tradable Bits helps us find, reach and convert the right fans - all in real time."

Eric Klein
Director of Digital Strategy, C3 Presents (Lollapalooza)

"Personalizing the customer experience has become a central tenet of our marketing platform and Tradable Bits is a great partner at helping us deliver on this promise."

Dewayne Hankins
Chief Marketing Officer, Portland Trail Blazers

"Our cost per lead was less that 25 cents which was just unbelievable. We've gained a ton of new insight into who our fans are, so we can now give them content they really want."

James Slagle
Director of Marketing, Florida Gators

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1.6   Contact

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