



Brand Guidelines

V.02 04/26/22

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The following brand guidelines describe the fundamental elements of Heap's identity and brand, and provide guidance on how to use these elements to maintain consistency and maximize the brand's impact.

If you have any questions about these guidelines please contact Heap Corporate Communications corpcomms@heap.io.



How We Act

How We Act

01

Brand
Strategy

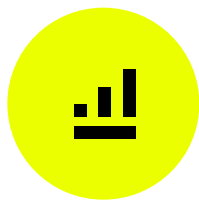
Heap is **the** challenger brand in our category.

We challenge the status quo with compelling visual language and written communications that showcase our success and powerfully differentiate Heap from the competition.

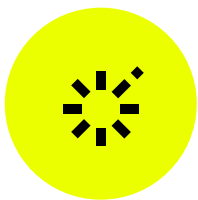
Our brand guidelines are designed to extend our brand personality and attributes into our visual and written language.

Our brand reinforces our differentiators.

Compared to other solutions, Heap:



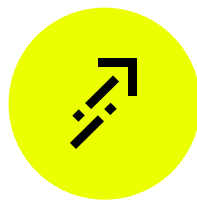
Provides the **most** trusted, **complete** dataset



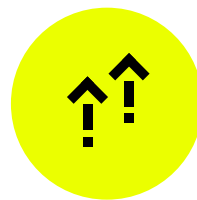
Illuminates hidden insights other tools can't see



Combines quantitative and qualitative insights so teams can understand not only what happened but how and why



Delivers the **fastest time to insight**



Empowers **speed to impact**

Together, these differentiators help fast-moving teams make decisions with confidence to create the best possible digital experiences.

Brand Pillars

Our brand pillars describe our primary differentiators. They capture what we offer to the market, and ensure our brand identity is tied to our product offerings.

	<div>A Complete, Trustworthy Data Foundation</div>	<div>Illuminates Hidden Insights</div>	<div>Speed to Impact</div>	
	<div>Heap automatically captures and governs all the data you need for complete visibility into user's behavior.</div>	<div>Heap analyzes every path that every user has ever taken (including paths you haven't been following) to surface behavioral insights you'd otherwise miss.</div>	<div>Heap pinpoints key opportunities to impact the business, then automatically triggers next steps, turning data into insight and then immediate action.</div>	



How We Look

How We Look

04

Brand
Attributes

Heap's brand attributes are central to how we look in the market. They are the set of fundamental characteristics that shape how we appear across all our visual elements and provide the foundation to our visual language. When prospects and customers encounter Heap, our attributes should be their primary impressions of our brand.

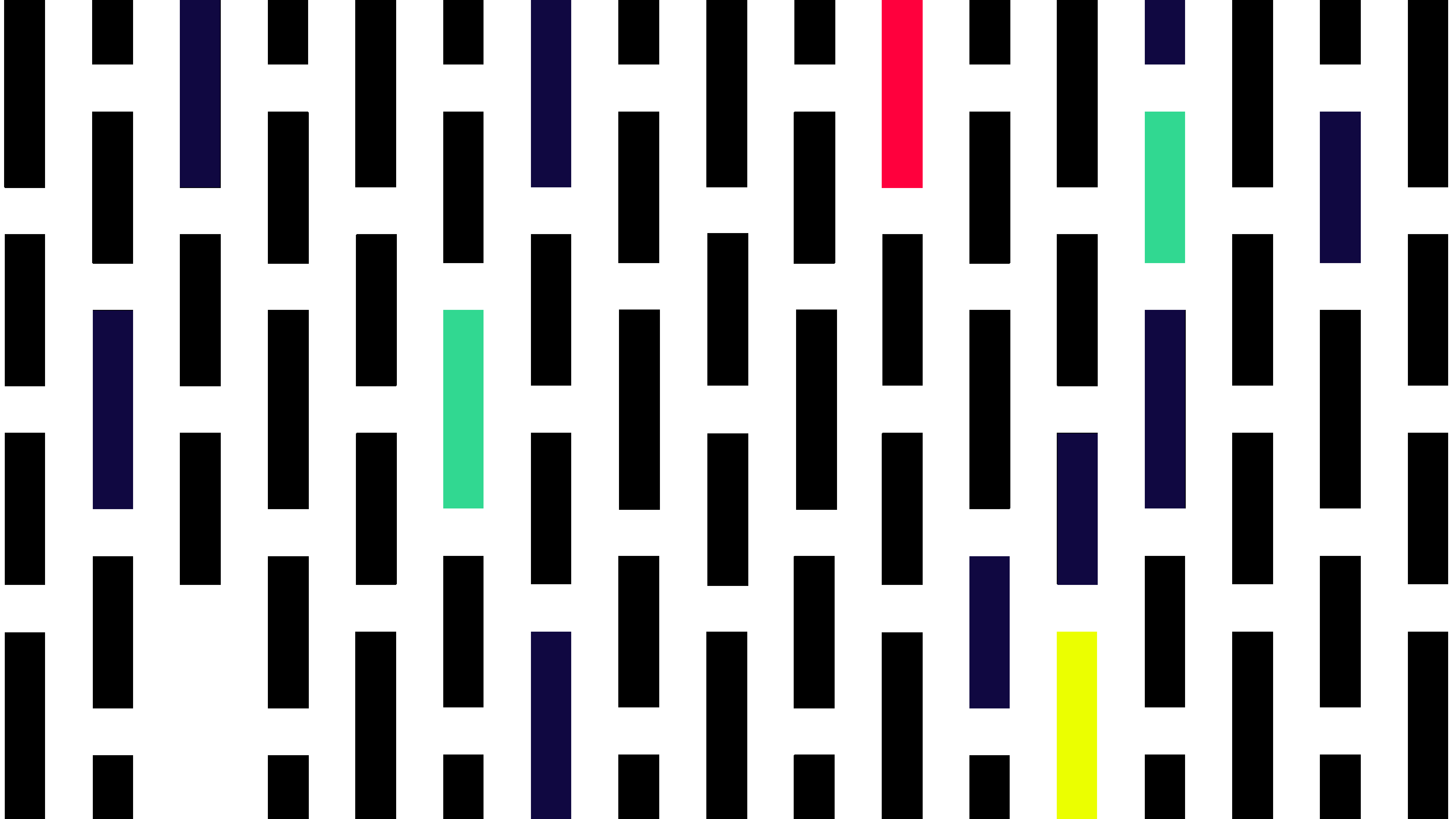
Brand Attributes:

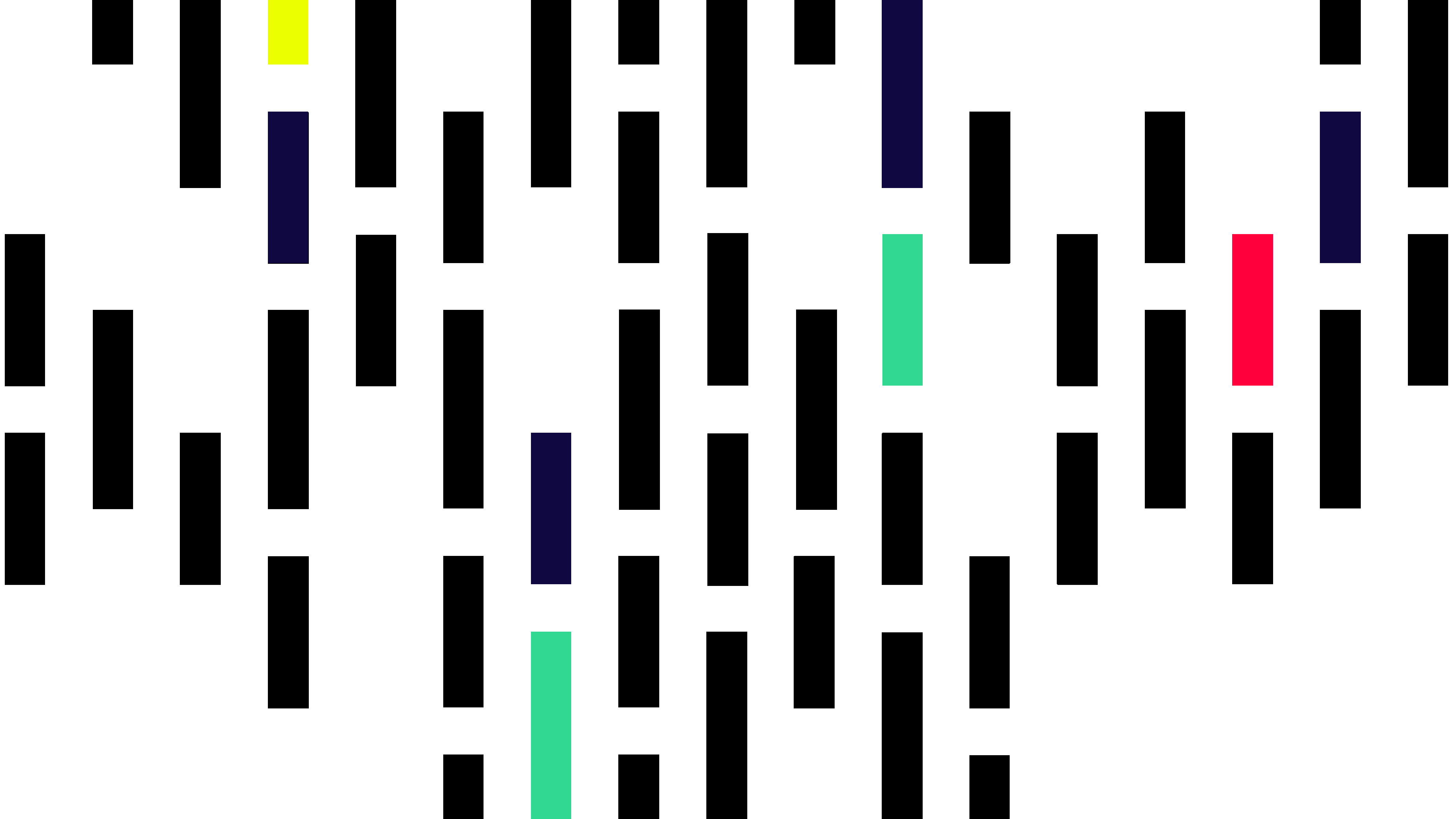
	Inspired by: A complete, trustworthy dataset	Inspired by: Illuminates hidden insights	Inspired by: Speed to impact	
	Substantive	Illuminating	Dynamic	
	Credible, comprehensive, trustworthy, confident	Enlightening, clarifying, inspiring	Fast-moving, empowered, agile, unified	

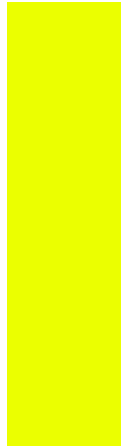
How We Look

05

Logo







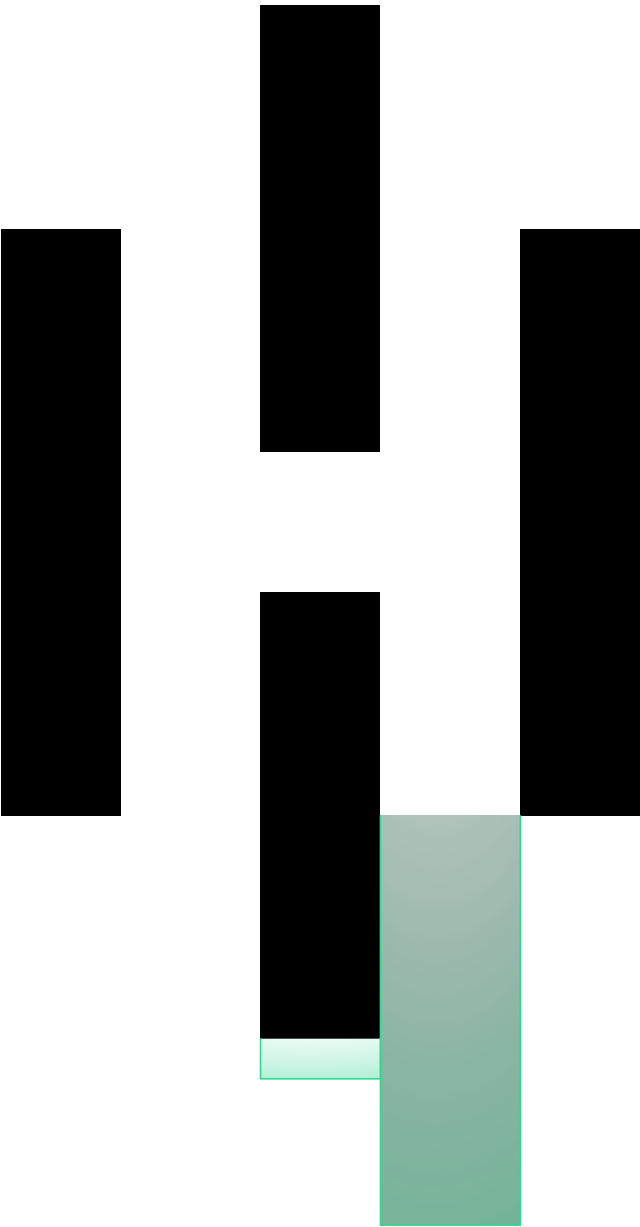


Heap Logo

The Heap mark is substantive with its use of strong vertial bars. The mark is illuminating by reinforcing the "H" in the negative space. The use of green in the logomark is dynamic reinforcing to how companies can grow with Heap insights.

How We Look





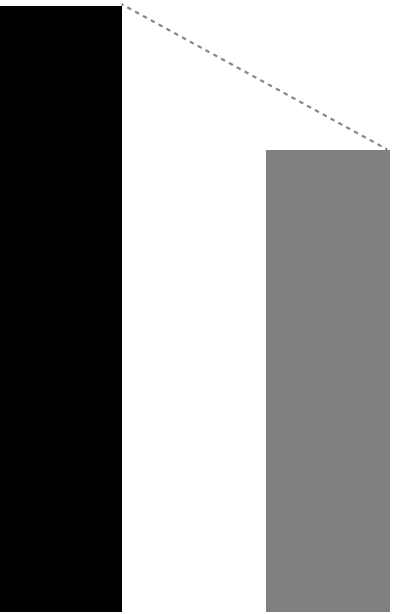
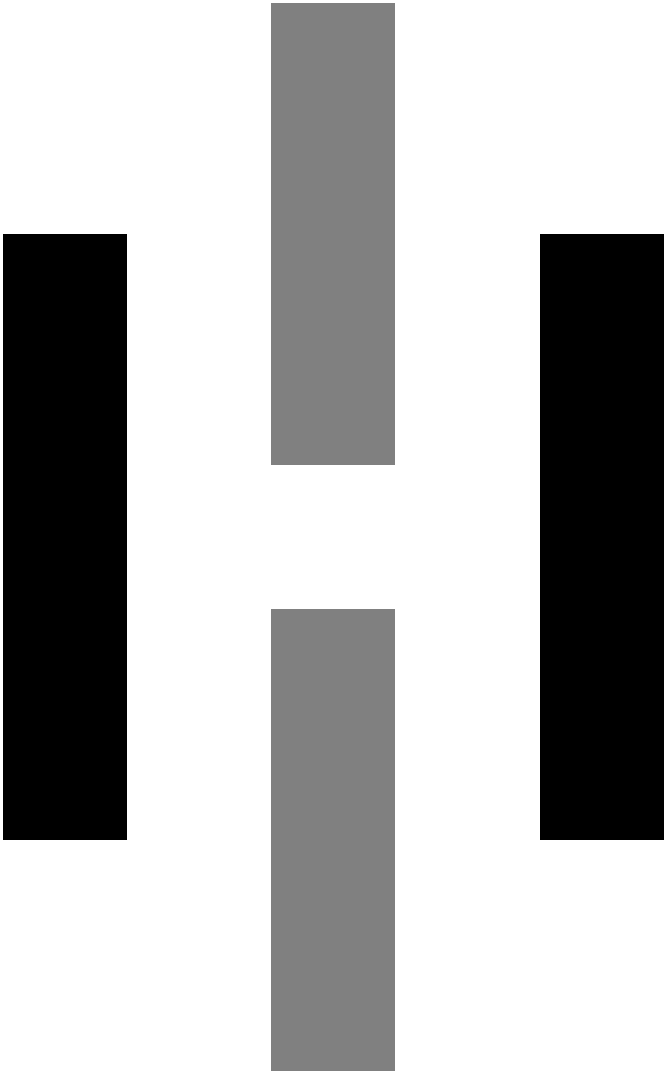
115%

—

Gaps are 15% wider than rectangles.

Logomark Proportions—Height

How We Look



75%

—
Top & Bottom rectangles are 25% shorter than outside ones.

Logo Color Treatment



On dark backgrounds, use the white version.

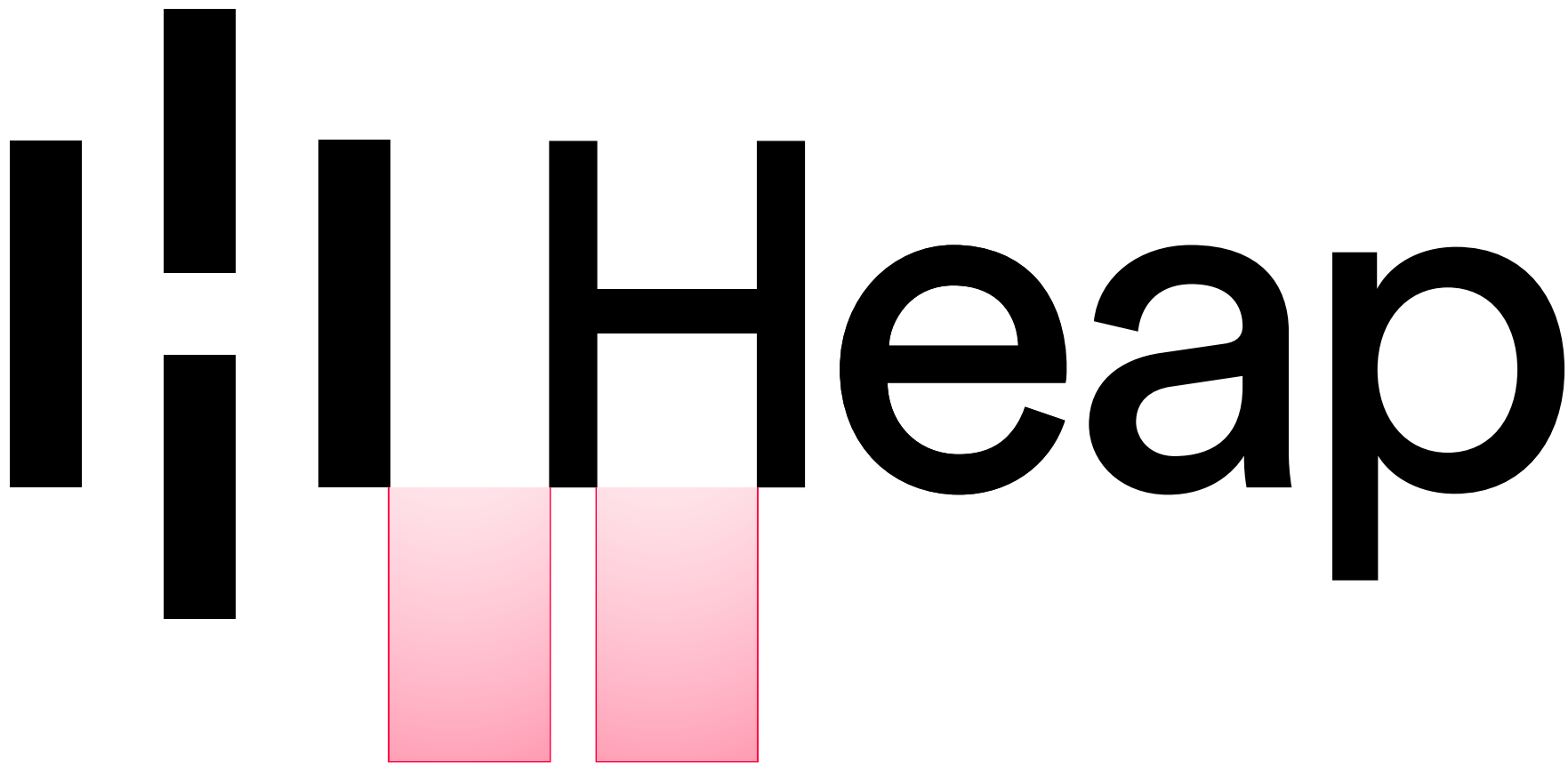


This version may be used on our brand’s navy color.



This version may also be used on black.

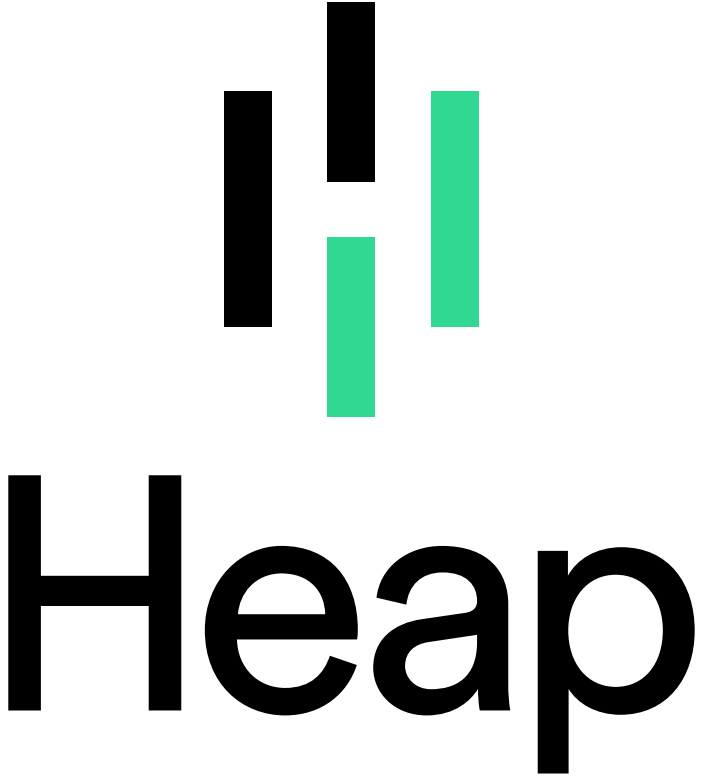


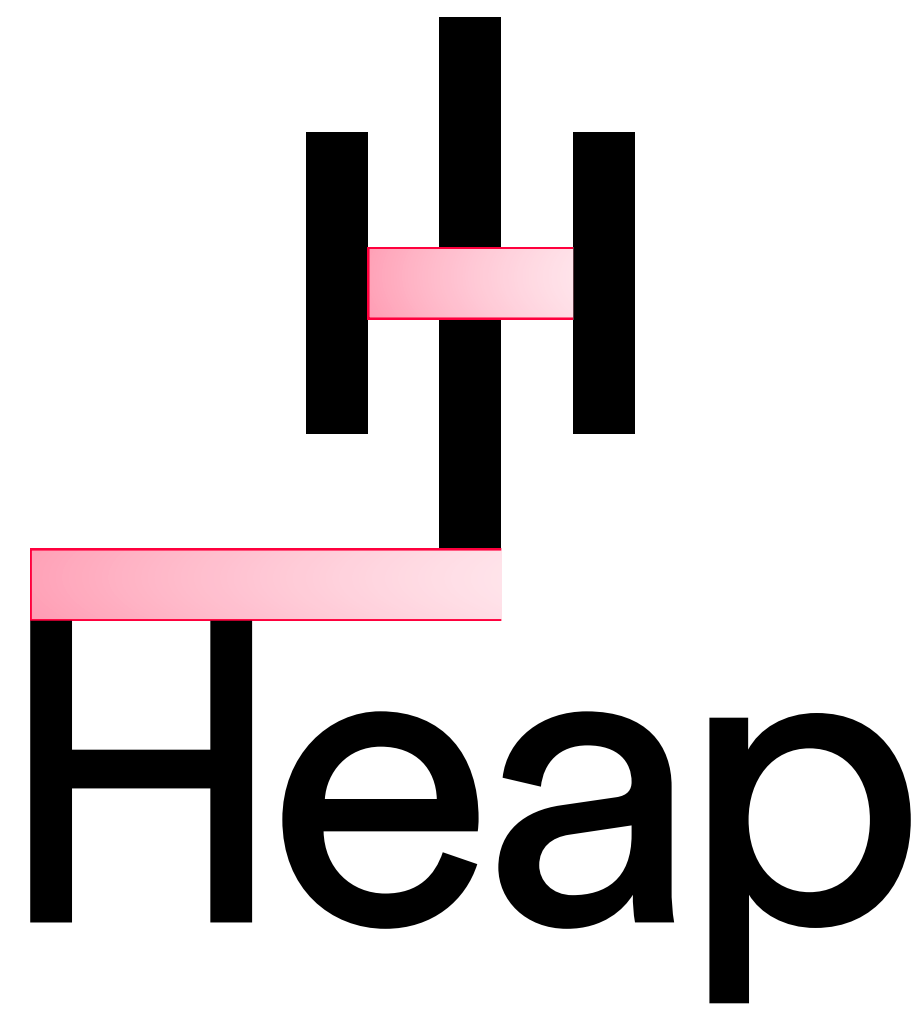


—
Space between the Mark and Logo Type
should be equal to the space in the H

Alternate Lockup

For certain applications like mobile, a vertical lockup may be necessary.



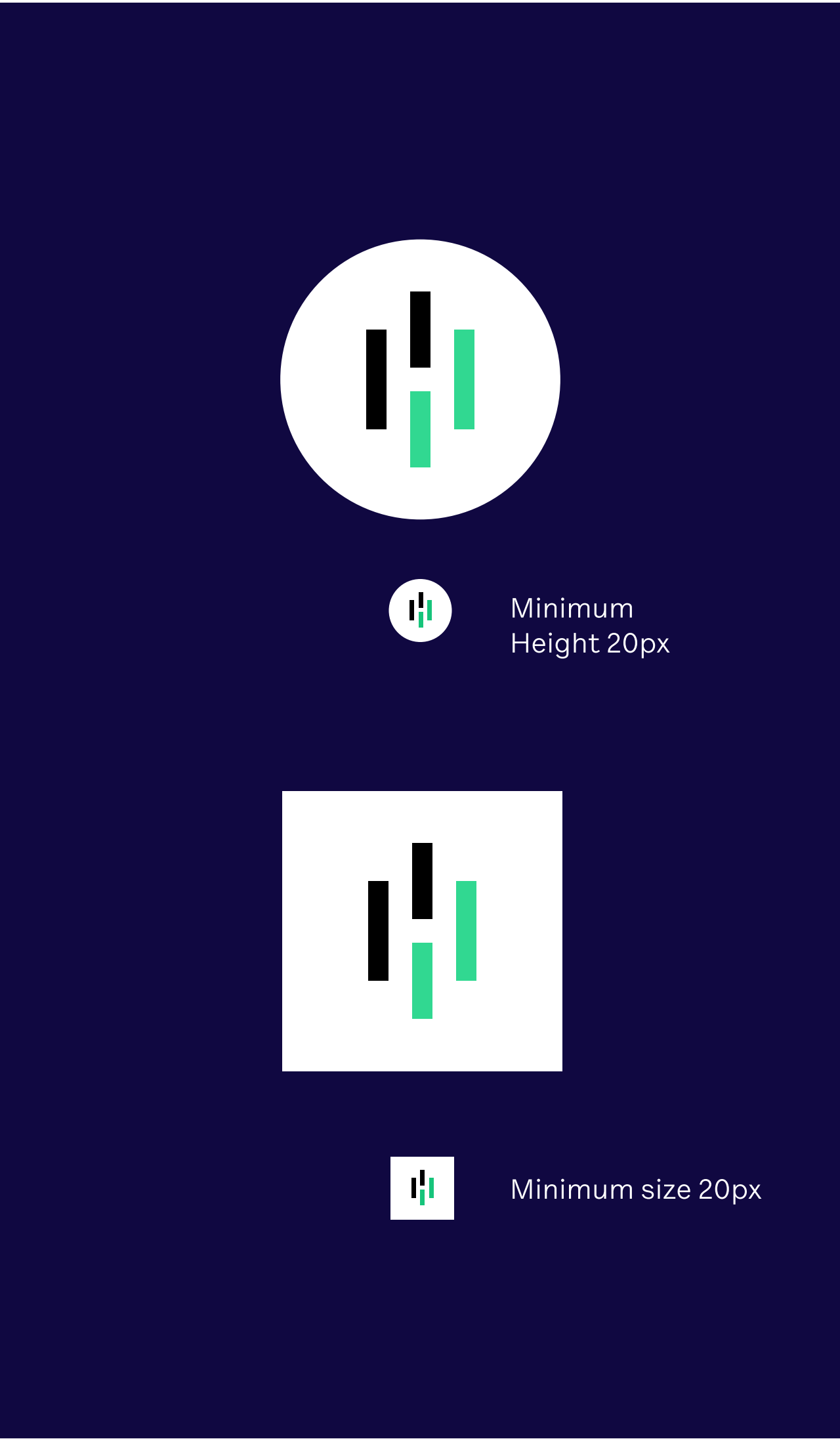


—
Space between the Mark and Logo Type
should be the same gap space from the
bars in the Mark

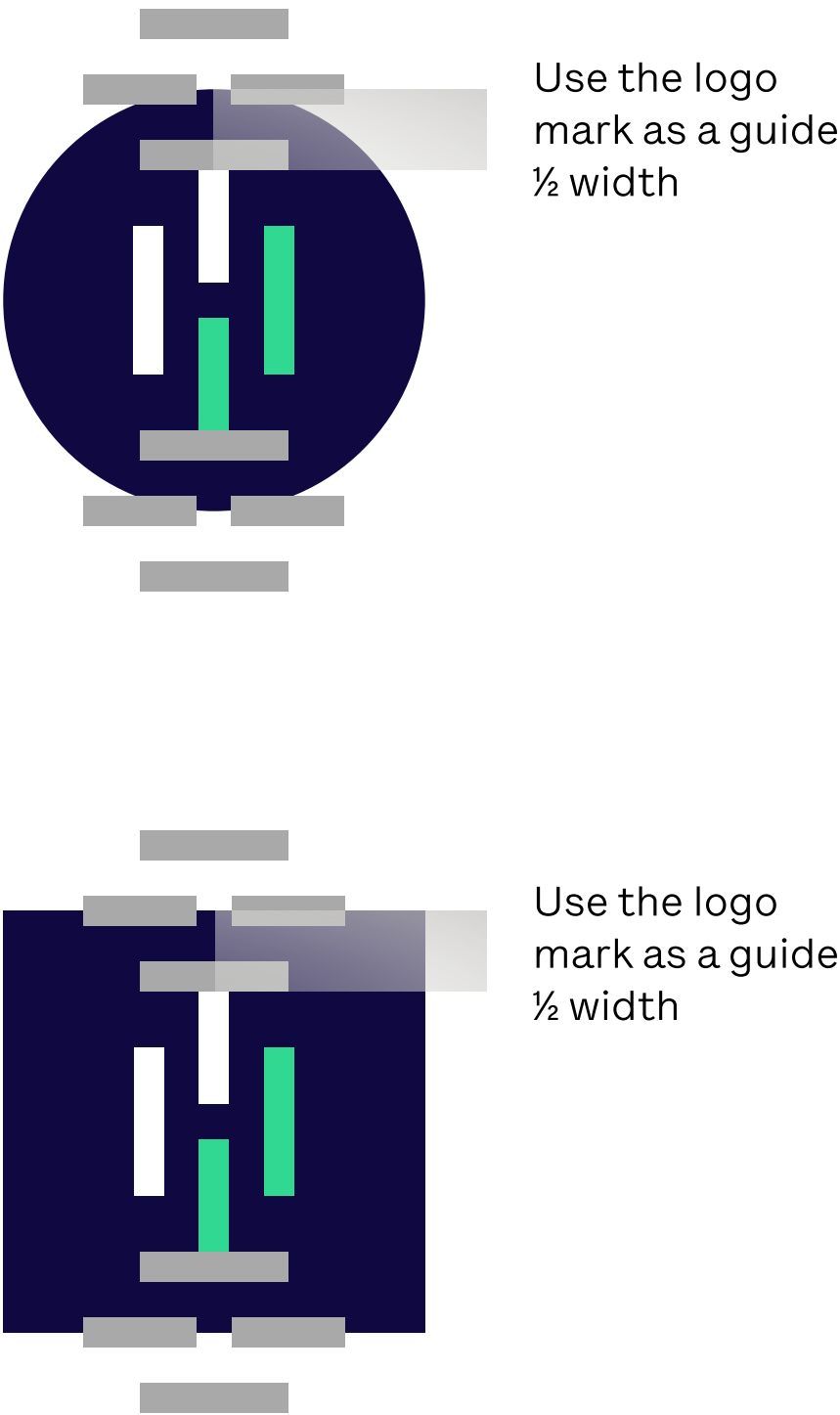
Icons and Profile Pictures

Our logomark should be used when working with smaller placements like app icons and social media profile pictures.

Both round and square crops should use 1/2 width of the logomark to measure top and bottom spacing.



How We Look

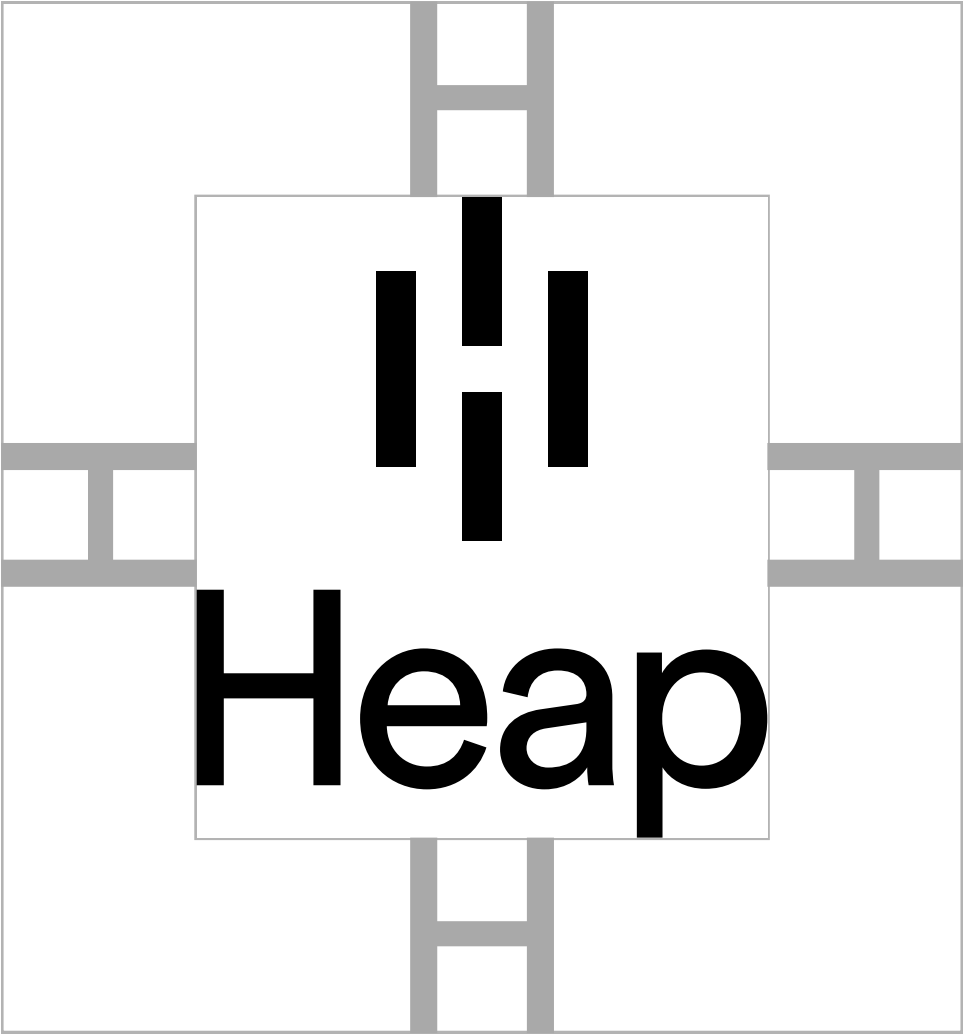
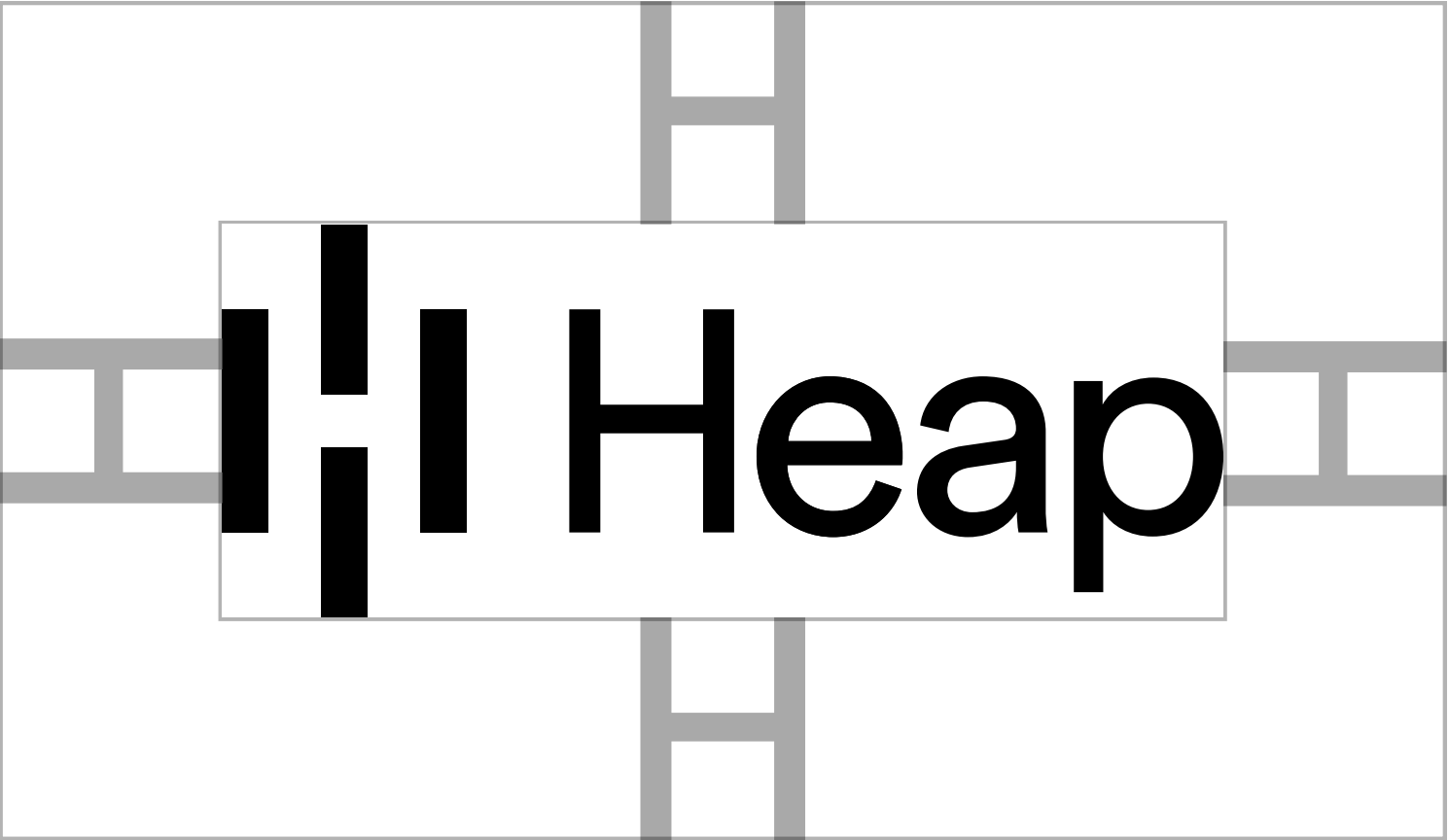


Logo Clearspace

Clearspace defines the distance allowed between the logo and any other graphic element on a surface. It helps ensure the legibility and impact of logo by isolating it from competing visual elements. The defined clearspace should be considered the minimum distance that can be used.

For both lockups, we use the height of our capital “H” as clearspace all-around.

How We Look



Logo Sizing

To maintain our logo’s integrity, there are minimum sizes it can be used. Digital and printed applications have their own minimum size, with the horizontal lockup’s minimum width being twice that of the vertical lockup.



Web minimum width:



Horizontal: 72px wide

Print minimum width:



Veritcal: 36px wide



Horizontal: 0.5in wide



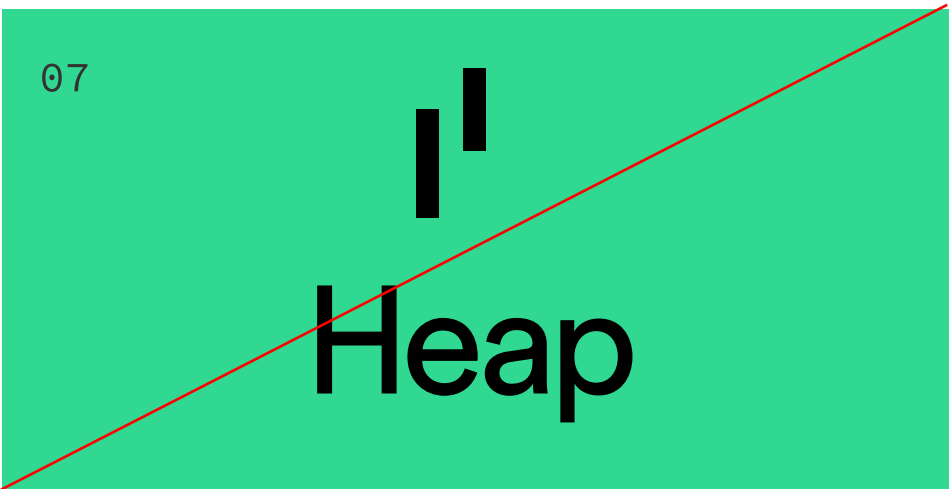
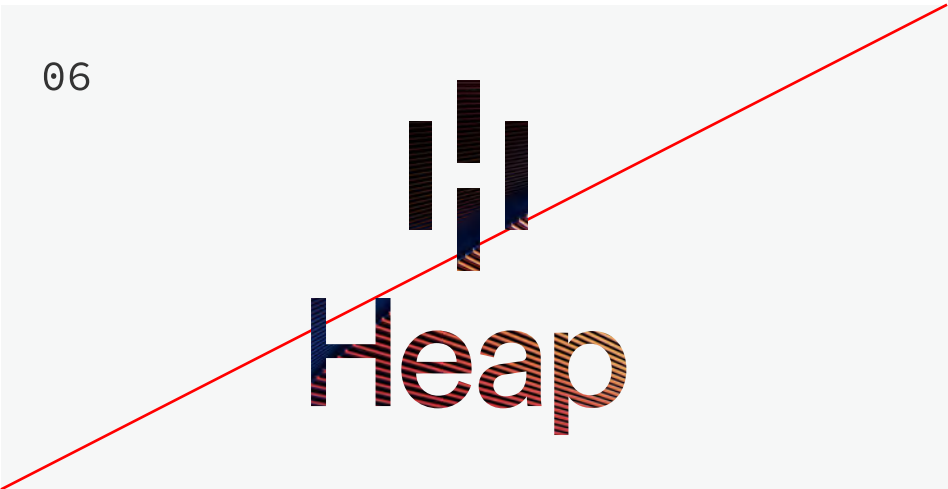
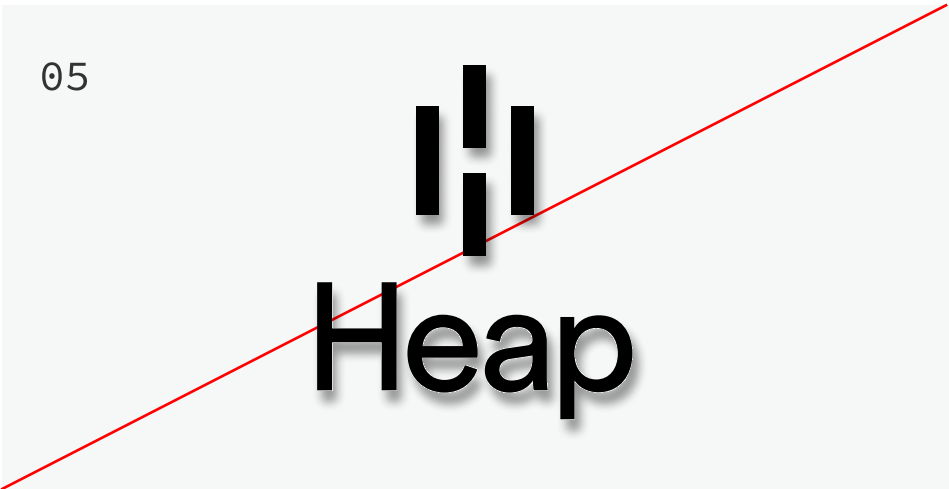
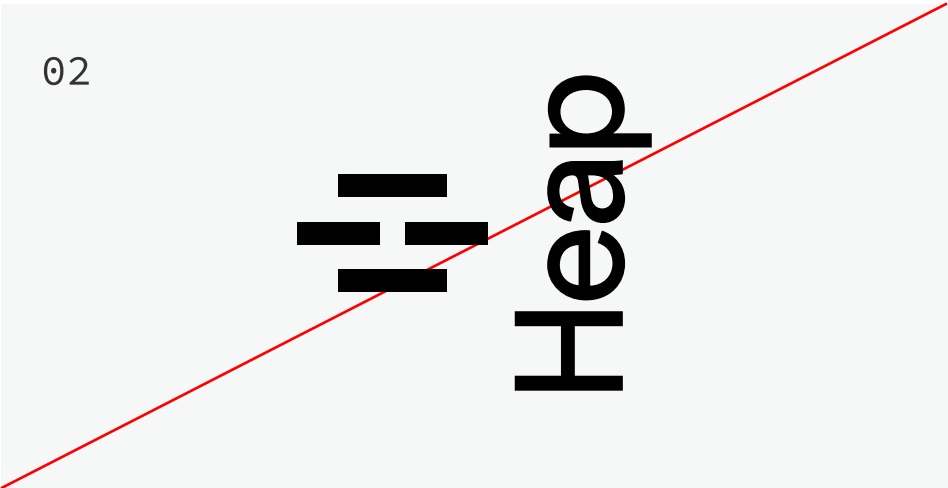
Vertical: 0.25in wide

Improper Use

The logo should never be changed, altered or recreated. The following is a list of things to never do:

- 1. Don't warp or distort
- 2. Don't use at an angle
- 3. Don't apply strokes or outline
- 4. Don't change colors
- 5. Don't add special effects
- 6. Don't place content inside
- 7. Don't use logo with teal bars on solid color
- 8. Don't use logo on busy photos

Any further questions on the logo and it's usage can be directed to corpcomms@heap.io



How We Look

06

Color
Palette

Our Colors

The Heap brand colors are bright and fresh.

Our color palette is designed to reinforce and extend our status as the challenger brand in our category. These colors should be balanced to showcase our innovative challenger approach and convey the stability desired by established enterprises.

Heap’s core colors should be used when the brand must be its purest: think logo, website landing page, or sign-off moments. Additional colors are provided to supplement materials and work with the brand colors.



Teal

Teal
#31D891

R 125
G 187
B 158

C 54
M 0
Y 48
K 0

PMS
345 U

Primary Challenger Color

Navy

Navy
#100841

R 87
G 86
B 124

C 89
M 82
Y 3
K 26

PMS
2119 U

Reinforces stability
and trust

Neon Yellow

Neon Yellow
#EBFF00

R 228
G 238
B 89

C 7
M 0
Y 84
K 0

PMS
380 U

Highlights our primary
illumination capabilities

Orange

Orange
#FFBA35

R 241
G 185
B 42

C 0
M 16
Y 100
K 1

PMS
7405 U

Showcases deeper illumination
and how to build and create

Moss

Moss
#31715F

R 79
G 134
B 126

C 79
M 12
Y 49
K 23

PMS
2244 U

Secondary color used to
reinforce enterprises readiness
and stability

Laser Red

Laser Red
#FF003D

R 237
G 95
B 103

C 0
M 86
Y 78
K 0

PMS
2034 U

Used sparingly to add
pops of focus



White

White
#FFFFFF

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

We use whitespace to ensure that other elements stand out and are easily accessible by the reader of review.

Black

Black should also be considered
a part of our palette.

Black
#000000

R 0
G 0
B 0

C 75
M 68
Y 67
K 90

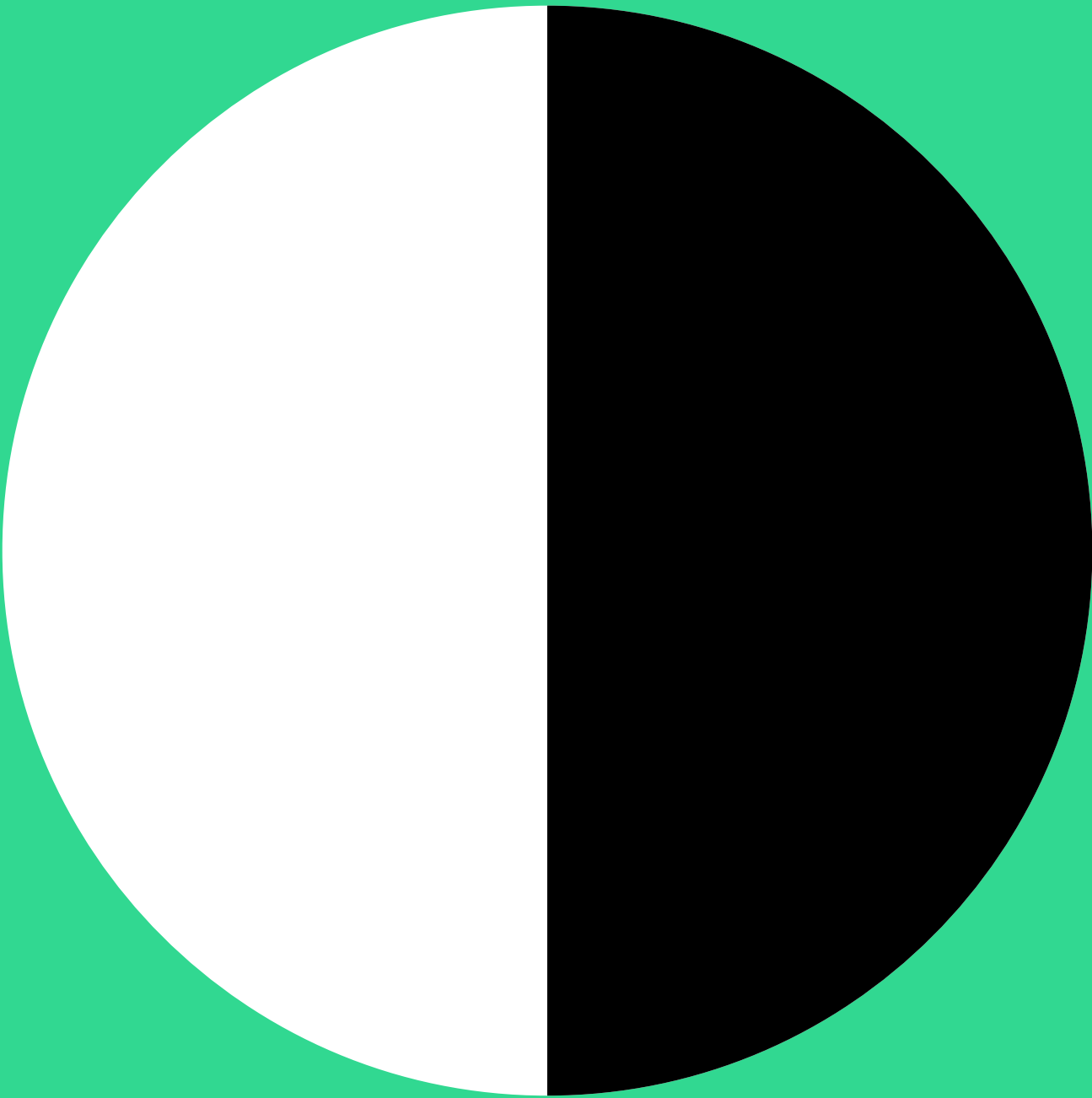
PMS
BLACK 6

Black should also be considered
a part of our palette.

Color Distribution

This is a rough breakdown of how frequently to use each color, keeping things fresh but also maintaining a level of brand consistency.

White and black are used in context of a given application. They do not follow the color-proportion ratios.



Color Scales

Color scales have also been created to serve as a pool of on-brand color possibilities across marketing and product.

The selected colors are sorted by level, and perceptually uniform using the contrast between levels is consistent, no matter what hue.

This makes systematizing color applications easy. For instance, Green 700 text on a Green 200 background will have the same contrast as Navy 700 text on an Orange 200 background.

LEVEL	TEAL	NAVY	NEON YELLOW	ORANGE	LASER RED	COOL GREYSCALE
10%	#ECFFF3	#F4FAFD	#F7FFCB	#FFF9F4	#FFF9F9	#F6F6F7
20%	#C8F8E0	#DFEDFA	+ #EBFF00	#FFE8D0	#FFE6E7	#DFE3E8
30%	#62E2AB	#B0C7F3	#BFD000	+ #FFBA35	#FFB1B5	#C4C9CE
40%	+ #31D891	#88ACED	#9DAB00	#D49800	#FF7883	#A7ABB3
50%	#25AC73	#678EE6	#879300	#B78200	+ #FF003D	#868C95
60%	+ #31715F	#4068DB	#6C7600	#936800	#DF0134	#6B707A
70%	#275B4C	#394EB1	#505700	#6E4C00	#A80125	#4F525D
80%	#1B4438	#2B3E7E	#3B4100	#523800	#8B011D	#40424C
90%	#102E26	#1E2567	#272B00	#382500	#690114	#2E3038
100%	#061A15	+ #100841	#161900	#211400	#380006	#22232B

How We Look

07

Typography

Headline Typeface

Our headline typeface is Circular Book, a geometric sans serif designed by Laurenz Brunner, released by Lineto, Switzerland, in 2013.

Additional licenses may be purchased [here](#).

<https://lineto.com/typefaces/circular/pricing>

How We Look

Our Headings are set in Circular Book

A large, bold, yellow lowercase letter 'a' is displayed, showcasing the Circular Book typeface. The letter is thick and has a clean, geometric design with a slight curve at the top and a straight vertical stem.

Headline Circular Book

AaBbCc

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Body Text & UI Typeface

Lettera Text was designed by Kobi Benezri and Lineto, first released by Lineto in 2011, but later improved and reissued in 2019.

Additional licenses may be purchased [here](#).

<https://lineto.com/typefaces/lettera-text/pricing>

How We Look

For all body copy
and UI, we use
Lettera Text Regular

a

Body & UI Lettera Text Regular

AaBbCc

AaBbCcDdEeFfGgHhIiJjKkL
lMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Fallback Fonts

While we aim is to always use our brand typefaces, there might be instances when an alternate typeface is needed. Sometimes platforms restrict text to their own font systems.

Google/GSuite

For headlines:
Replace Circular Book with Poppins Medium

For body and UI:
Replace Lettera Text Regular with Inter Regular

System Fonts/Pre-Intalled Fonts

For headlines:
Replace Circular Book with Avenir.

For body and UI:
Replace Lettera Text Regular with Arial.

Google Fonts

Quick fox

Circular



Quick fox

Poppins

Quick fox

Lettera Text



Quick fox

Inter

System Fonts

Quick fox

Circular



Quick fox

Avenir

Quick fox

Lettera Text



Quick fox

Arial

How We Look

Headline Letter-Spacng

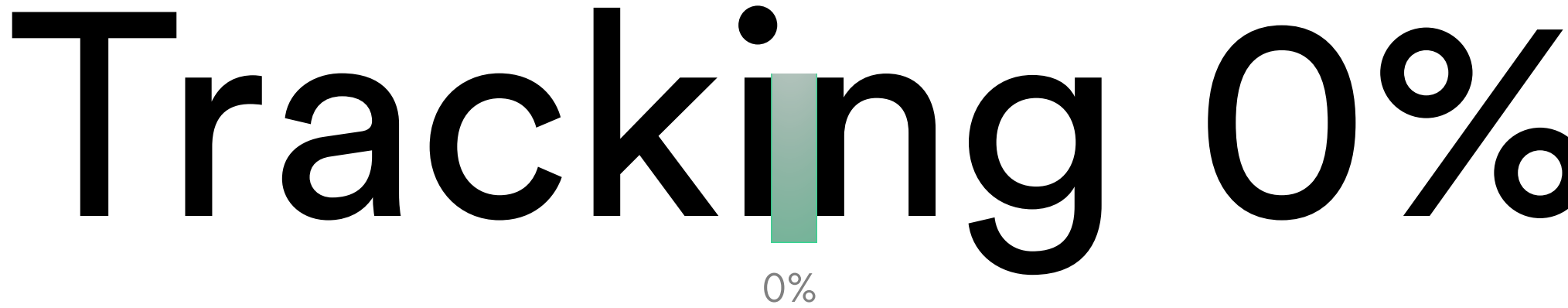
How We Look

We use tighter letter-spacing (Tracking) on headlines that are over 40px in size.

Headlines over 40px



Headlines under 40px



Headline Line-Height

How We Look

Larger headlines need less line height. Smaller text needs more space to maintain legibility.

font-size: 32px line-height: 40px	font-size: 40px line-height: 44px	font-size: 60px line-height: 60px	font-size: 72px line-height: 70px	font-size: 96px line-height: 90px	font-size: 128px line-height: 120px
125%	110%	100%	~97%	~94%	~94%

Better Insights.
Faster.

Better Insights.
Faster.

Better Insights.
Faster.

Body & Eyebrow Letter-Spacing

How We Look

Body copy uses the default letter-spacing (0%). Eyebrows should be spaced out at 10%. Eyebrow type styles are used above titles to indicate the start of a new section of copy.

Body

font-size: 14px
letter-spacing: 0%

0%

Heap surfaces the hidden friction and opportunities in the customer journey, so you can build a better experience.

Body

font-size: 16px
letter-spacing: 0%

0%

Heap surfaces the hidden friction and opportunities in the customer journey, so you can build a better experience.

Eyebrow

font-size: 12px
letter-spacing: 10%

10%

ENTERTAINMENT

Eyebrow

font-size: 16px
letter-spacing: 10%

10%

ENTERTAINMENT

Body & Subhead Line-Height

How We Look

Body copy has a line-height of 150%.

Body

font-size: 14px
line-height: 21px

150%

Heap surfaces the hidden friction and opportunities in the customer journey, so you can build a better experience.

Body

font-size: 16px
line-height: 24px

150%

Heap surfaces the hidden friction and opportunities in the customer journey, so you can build a better experience.

Subhead

font-size: 32px
line-height: 42px

150%

Heap surfaces the hidden friction and opportunities in the customer journey, so you can build a better experience.

Keep Paragraph Widths Small

How We Look

Very wide columns of text are hard to read. Approximately 8 words per line is a good rule of thumb. If needed, multiple columns are better than very wide paragraphs.

Don’t use long lines of text

Eget pharetra, elit, egestas adipiscing enim orci, congue non ornare. Etiam arcu ut cras leo. Pulvinar neque in quis egestas arcu nisl. Faucibus neque tortor neque consectetur netus sit eu urna. Eleifend erat nisl risus, arcu, in integer nulla feugiat. Donec suspendisse lorem egestas diam. In nibh quam sit sit ac arcu. Ut feugiat integer eu tincidunt sit. Suspendisse a tempus scelerisque venenatis. Ultrices pharetra etiam ipsum aliquam pellentesque.

Approximately 8 words per line is perfect

Eget pharetra, elit, egestas adipiscing enim orci, congue non ornare. Etiam arcu ut cras leo. Pulvinar neque in quis egestas arcu nisl. Faucibus neque tortor neque consectetur netus sit eu urna. Eleifend erat nisl risus, arcu, in integer nulla feugiat.

Donec suspendisse lorem egestas diam. In nibh quam sit sit ac arcu. Ut feugiat integer eu tincidunt sit. Suspendisse a tempus scelerisque venenatis. Ultrices pharetra etiam ipsum aliquam pellentesque.

Align to the Baseline

How We Look

Text should always align to the baseline.
The baseline is where the bottoms of
each flat-bottomed character aligns in a
sentence. For example, the bottom of the
letter ‘i’ aligns perfectly with the bottom
of the ‘n’.

baseline

Limit Number of Type Styles

Too many type-sizes and styles in one design looks messy and unprofessional. Try and limit to three type-sizes. Start with a headline size, then add a body copy size, then a third style which can be used for specific needs, like labels or subheads

How We Look

EYEBROW

Headline

Body copy — Donec amet nunc viverra volutpat arcu, sed dui. Donec dolor in eget donec massa in egestas nunc, magna. Scelerisque viverra a, adipiscing ut. Nulla lorem ipsum ipsum sed. In massa lectus faucibus dolor et. Integer eget vitae gravida ut pellentesque morbi est mi.

How We Look

08

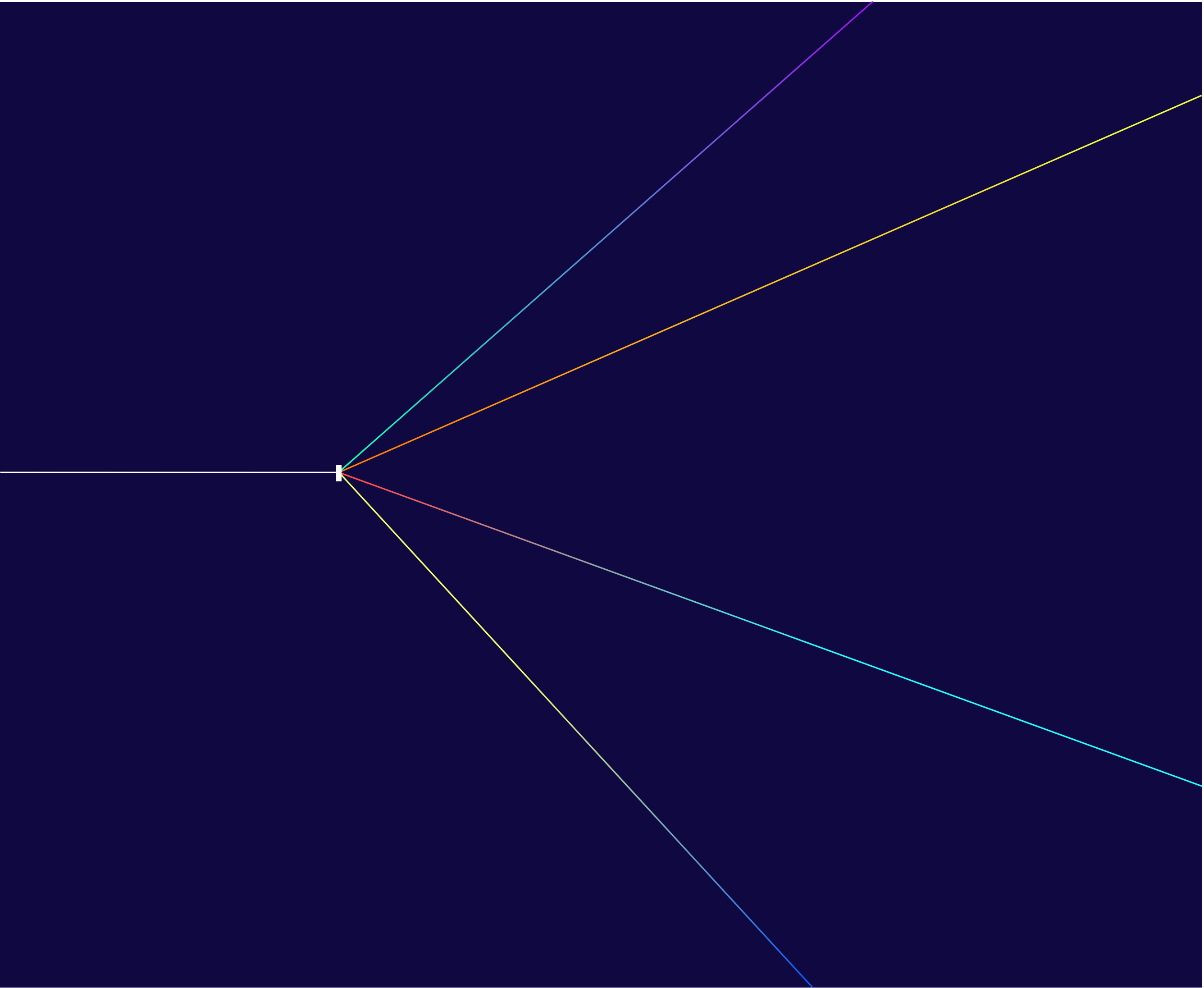
Visual
Elements

Prism

The prism captures the idea that Heap delivers a full spectrum of insights, and demonstrates the transformative nature of Heap's impact on business and analytics.

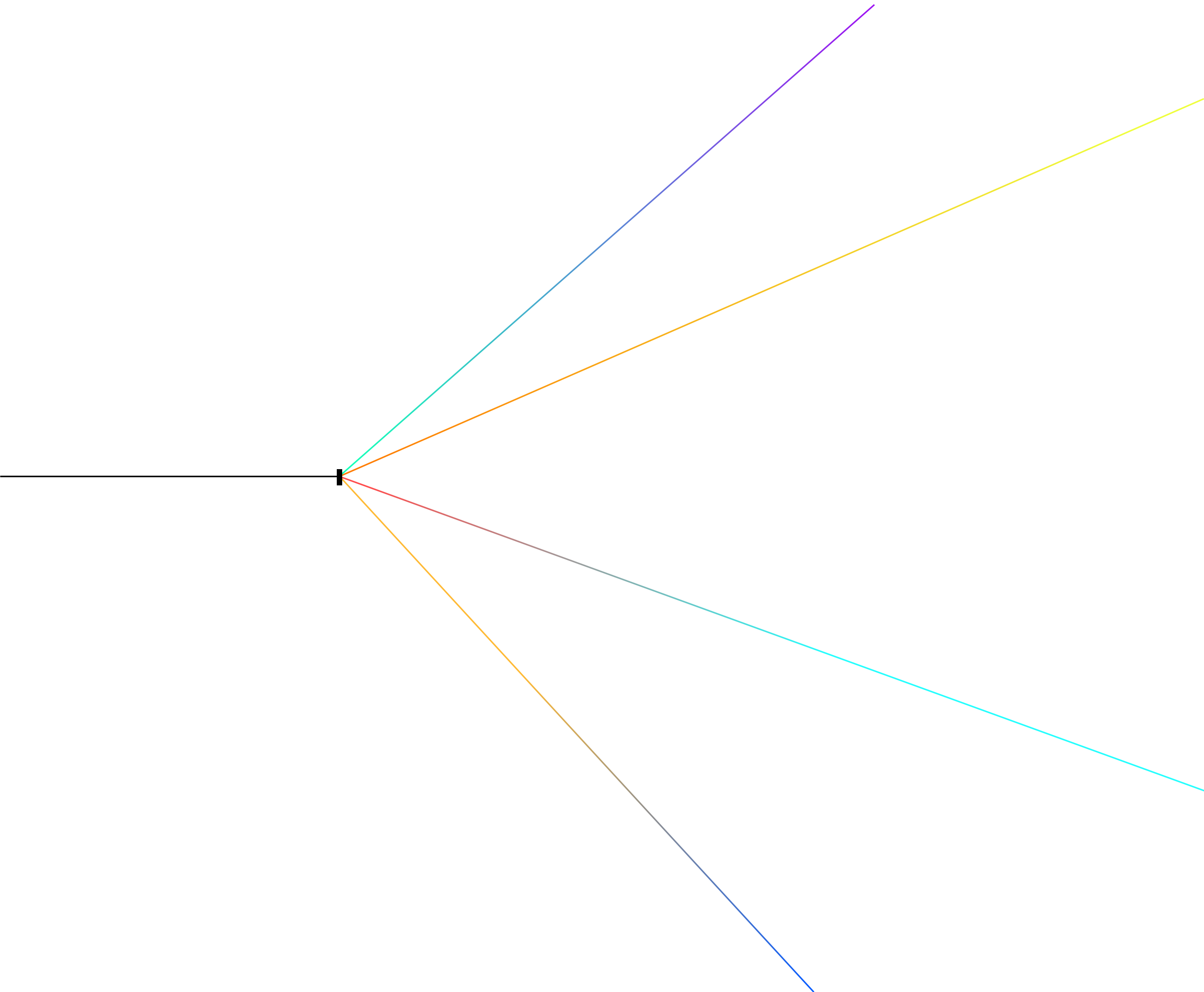
The prism should be 1.25pt for Web usage

2-3pt for Print usage



Prism

The prism can be used on Navy and White.



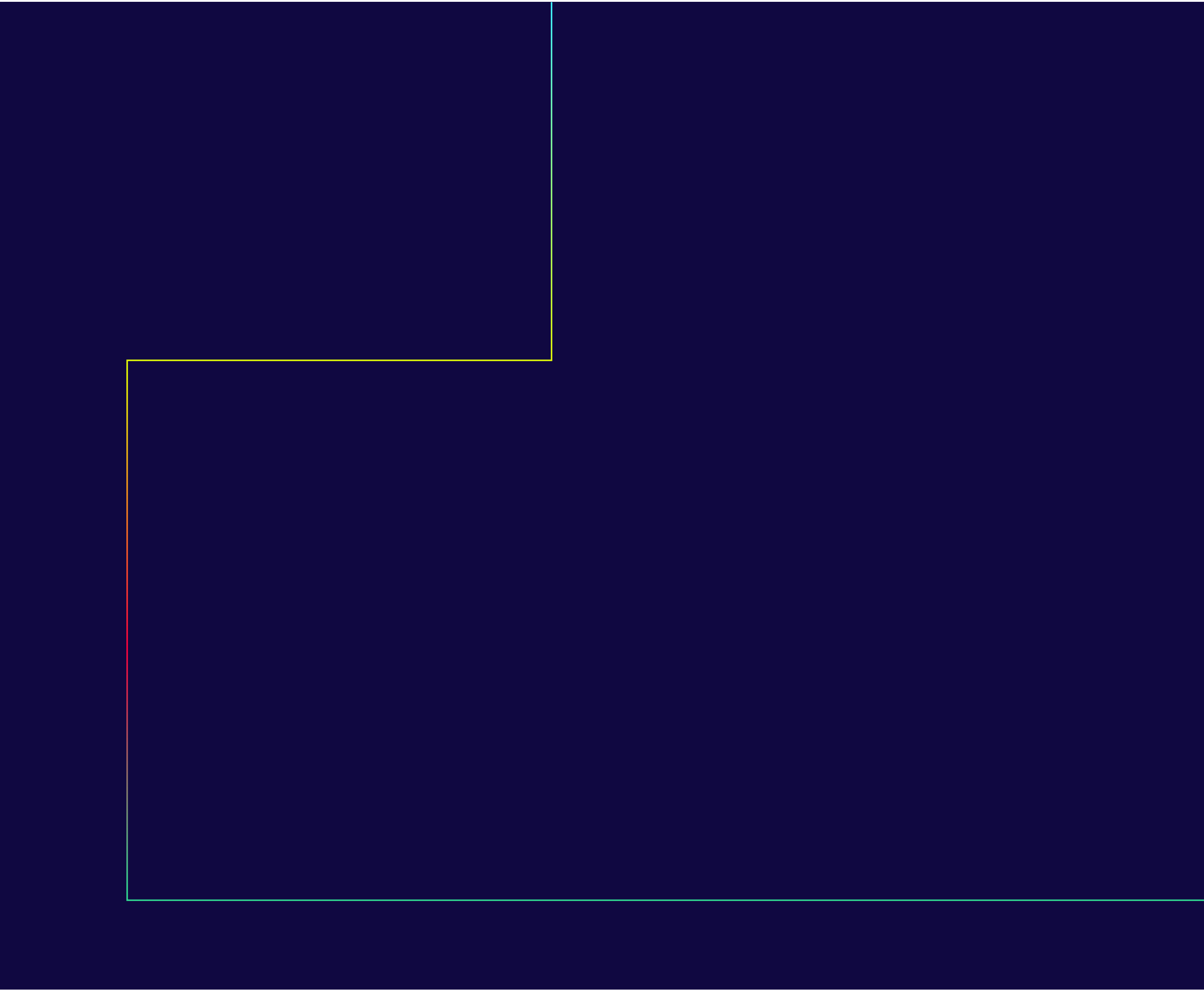
Lightbeam

The light beam pulls the "full spectrum" idea through our assets. The way it guides the eye around the page mirrors the way Heap leads teams to insights and directs them through the important events in the user journey. Visually, we use it to guide the reader and create visual clarity.

The lightbeam should only use straight lines and not curved lines.

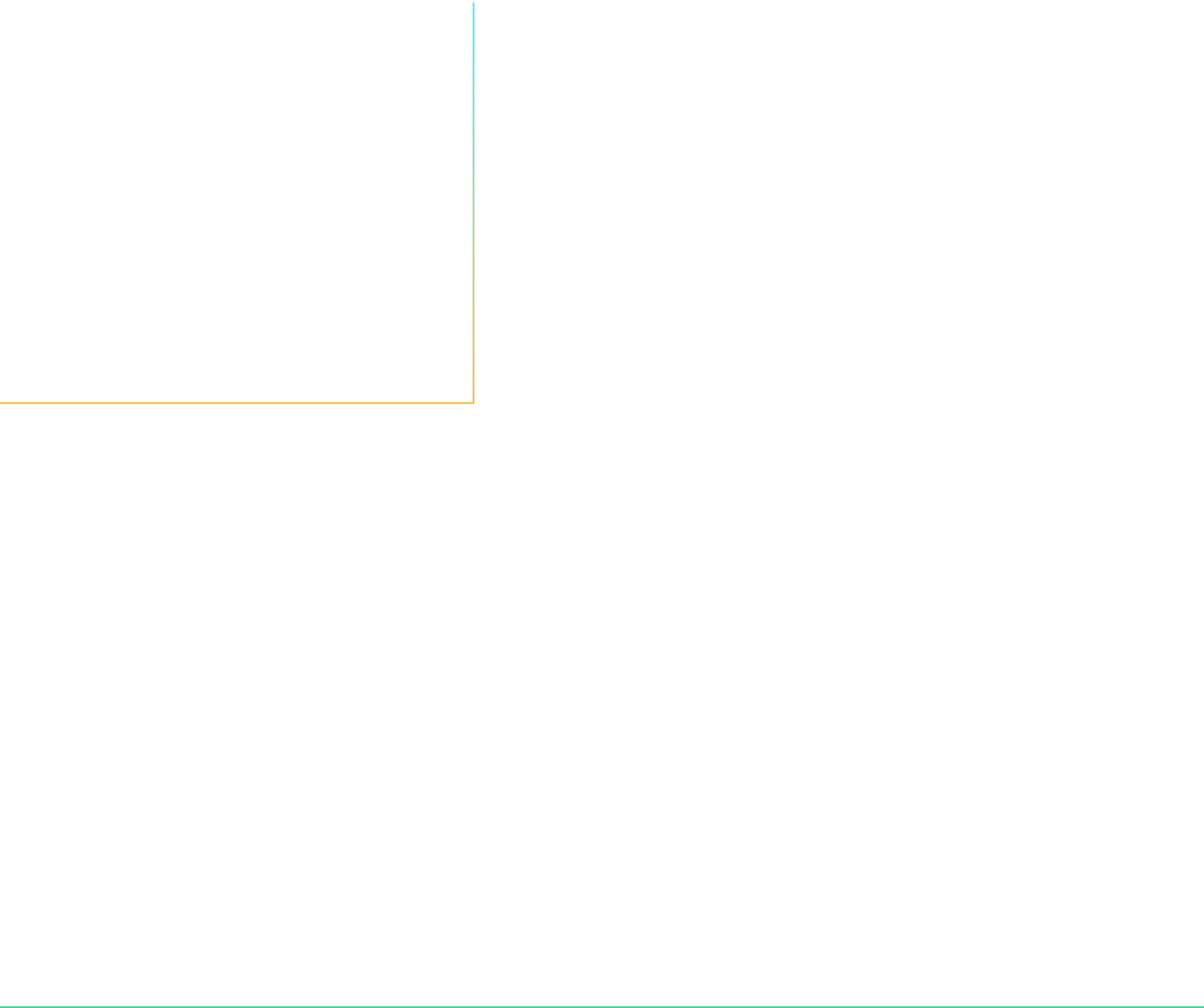
The prism should be 1.25pt for Web usage

2-3pt for Print usage



Lightbeam

The lightbeam can be used on Navy and White.

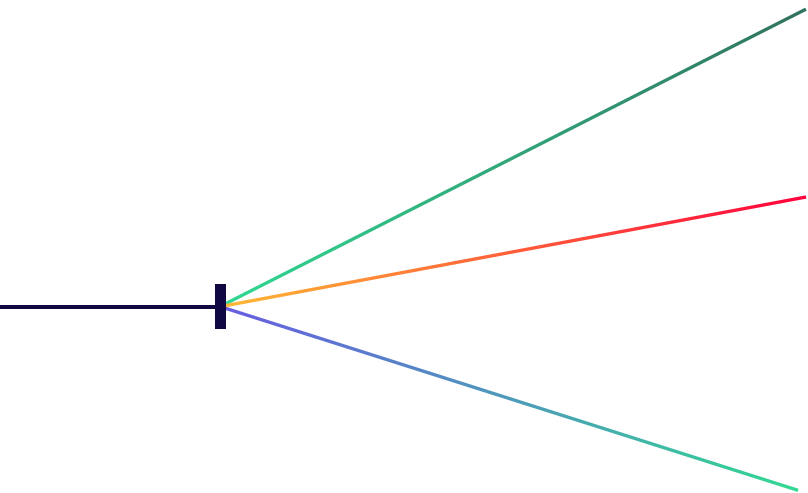


How We Look

09

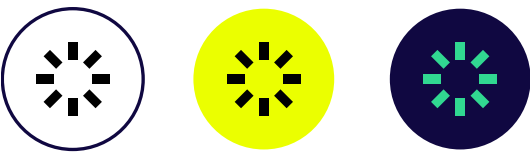
Illustration

Illustration Elements



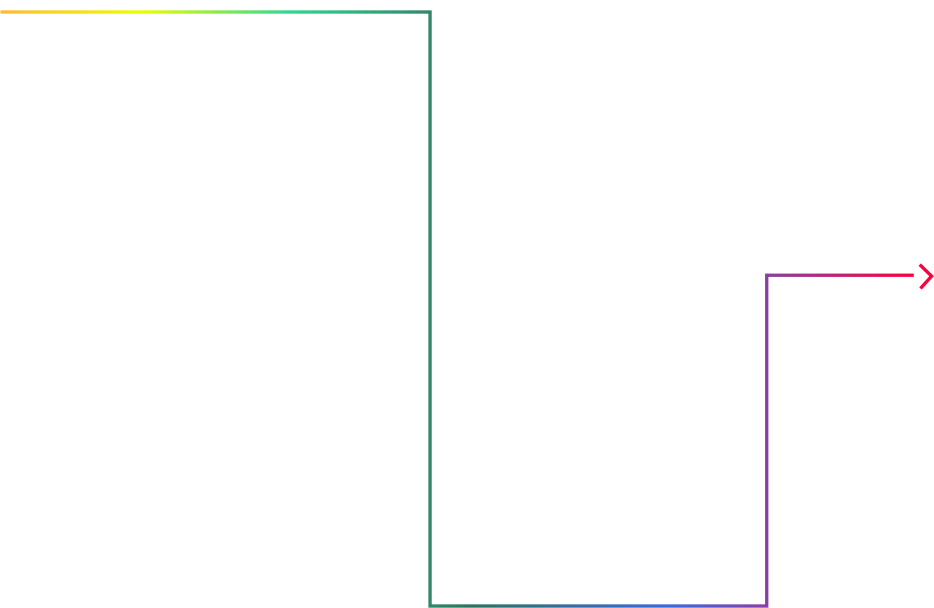
Prism

The prism should be used to highlight illuminating moments, clarifying, enlightening information and insipiring visuals. LINE WEIGHT: 1.25 pt.



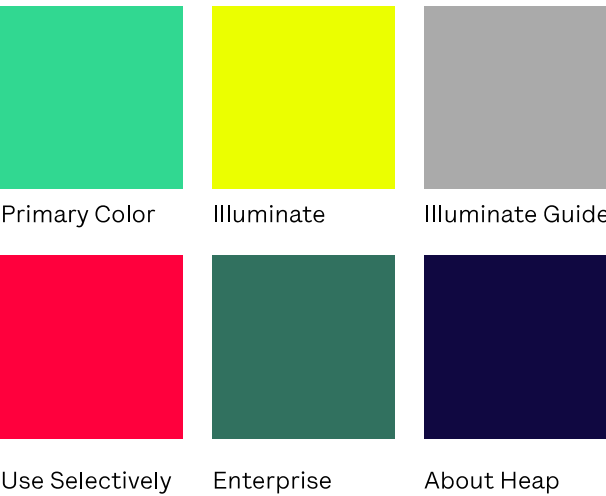
Icons

Icons should be used to add more context to the illustrations. They should always be in black or teal depending on the background and holding shape. Do not always need to be in a circle.



Lightbeam

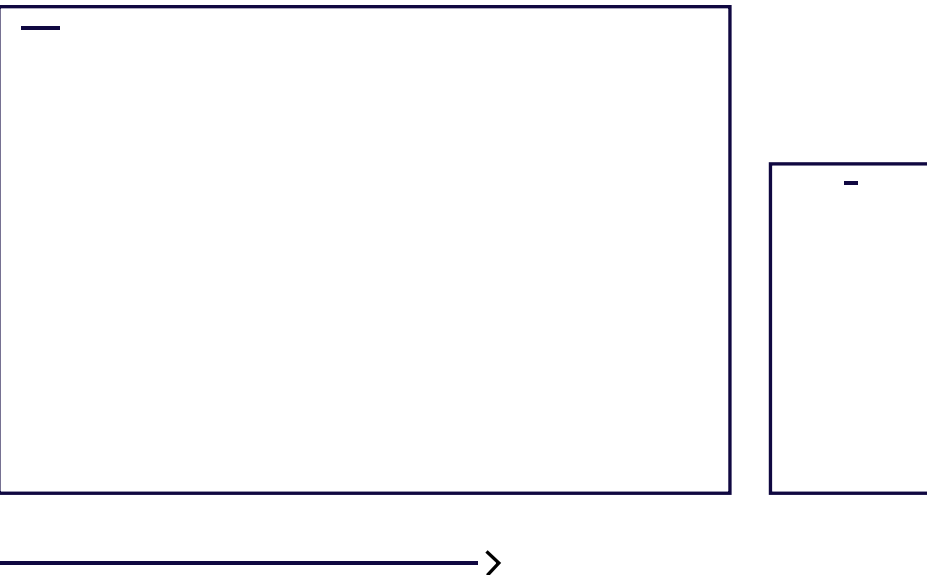
The lightbeam connects clarifying information to the illuminating data or inspiring result. It also illustrates fast movement and agility. Lines should be straight and not curved. LINE WEIGHT: 1.25 pt.



Color Blocks

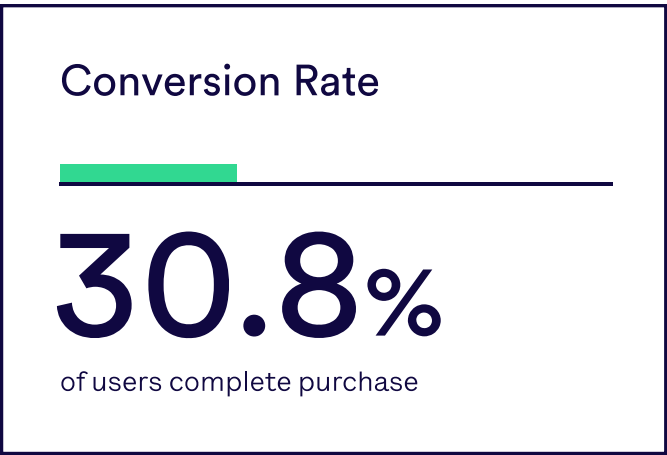
Color blocks should be used to highlight the illuminated information or inspiring data. Used in charts or as blocks of colors for detail information.

How We Look



Blackline

The blackline is used for foundational information and holding shapes for devices and platform shots. The blackline arrow should lead to the illuminating moments. LINE WEIGHT: 1.25 pt.



Type

Type should be used to add more detail to the illustrations. This gives context to the simplified platform shots, the client device shots and adds to the flow of information. Should use Heap approved brand fonts.

Illustration Elements In Use

How We Look

- 1. Illustrations should always use straight lines vs curved lines
- 2. No dropshadows or transparency
- 3. Red color should be used for a pop and not a flood of color
- 4. Black should be used to create the visuals main visual. Avoid shades of gray for lines or fills
- 5. The prism or lightbeam should be brought in for the highlighted or illuminated moment
- 6. The fill color should be used for the main takeaway of the illustration to highlight or expand on a section.

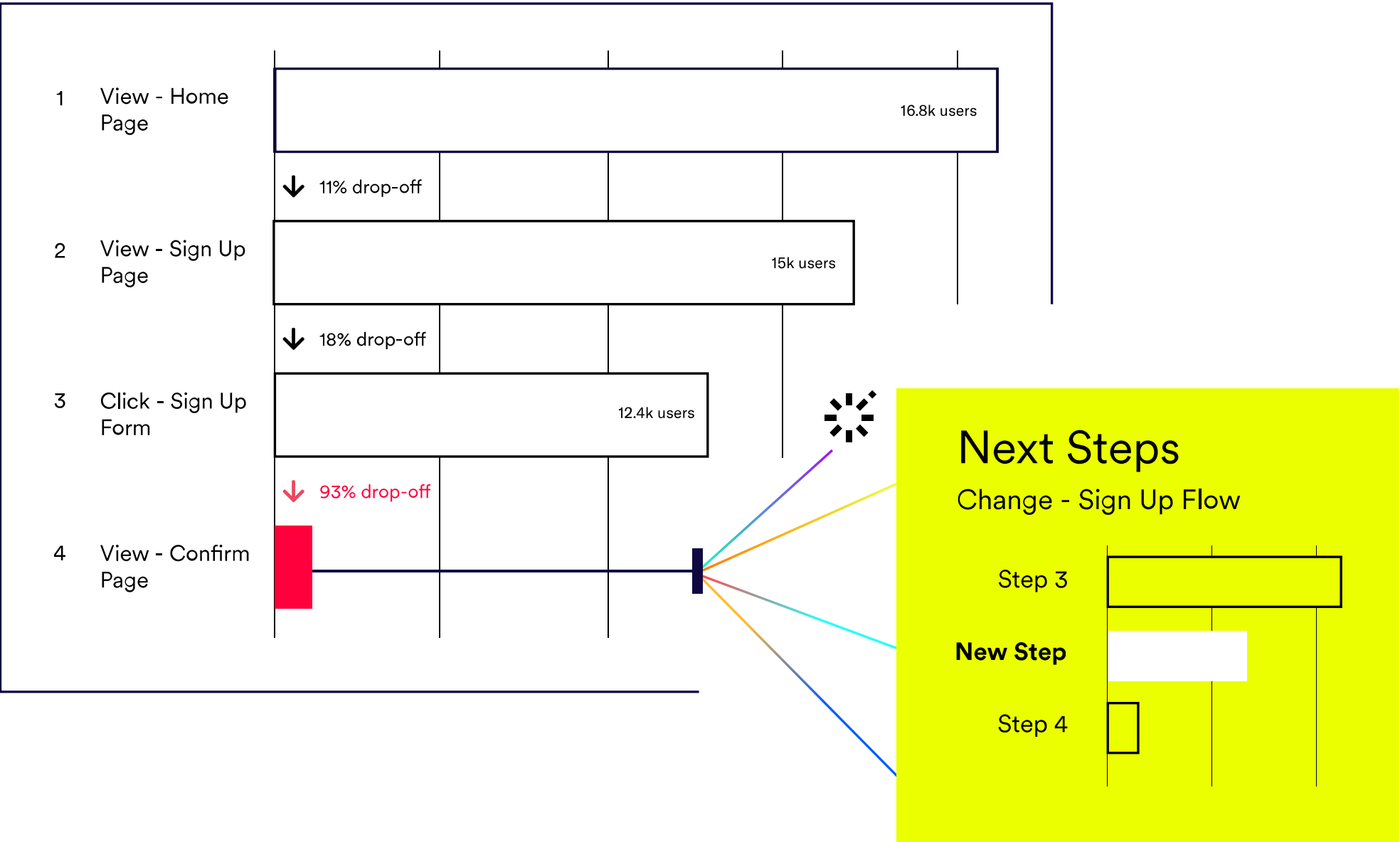
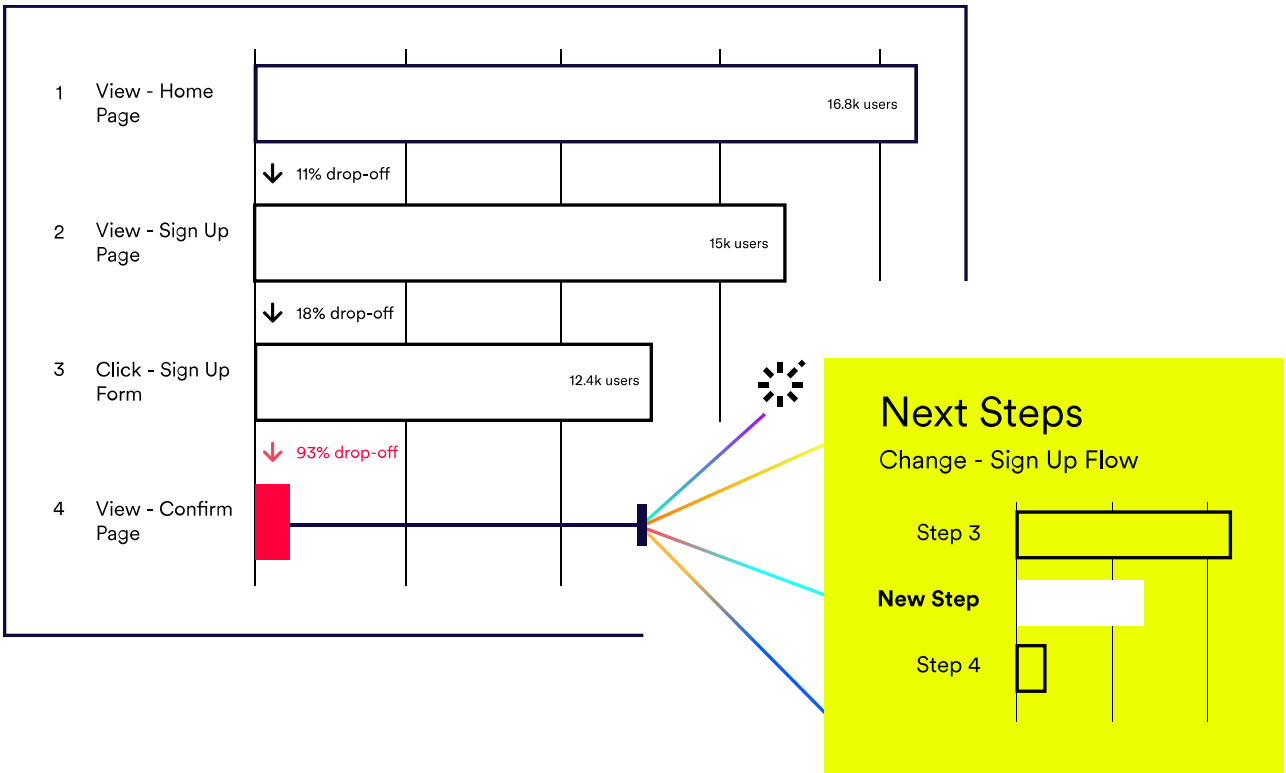


Illustration Elements In Use

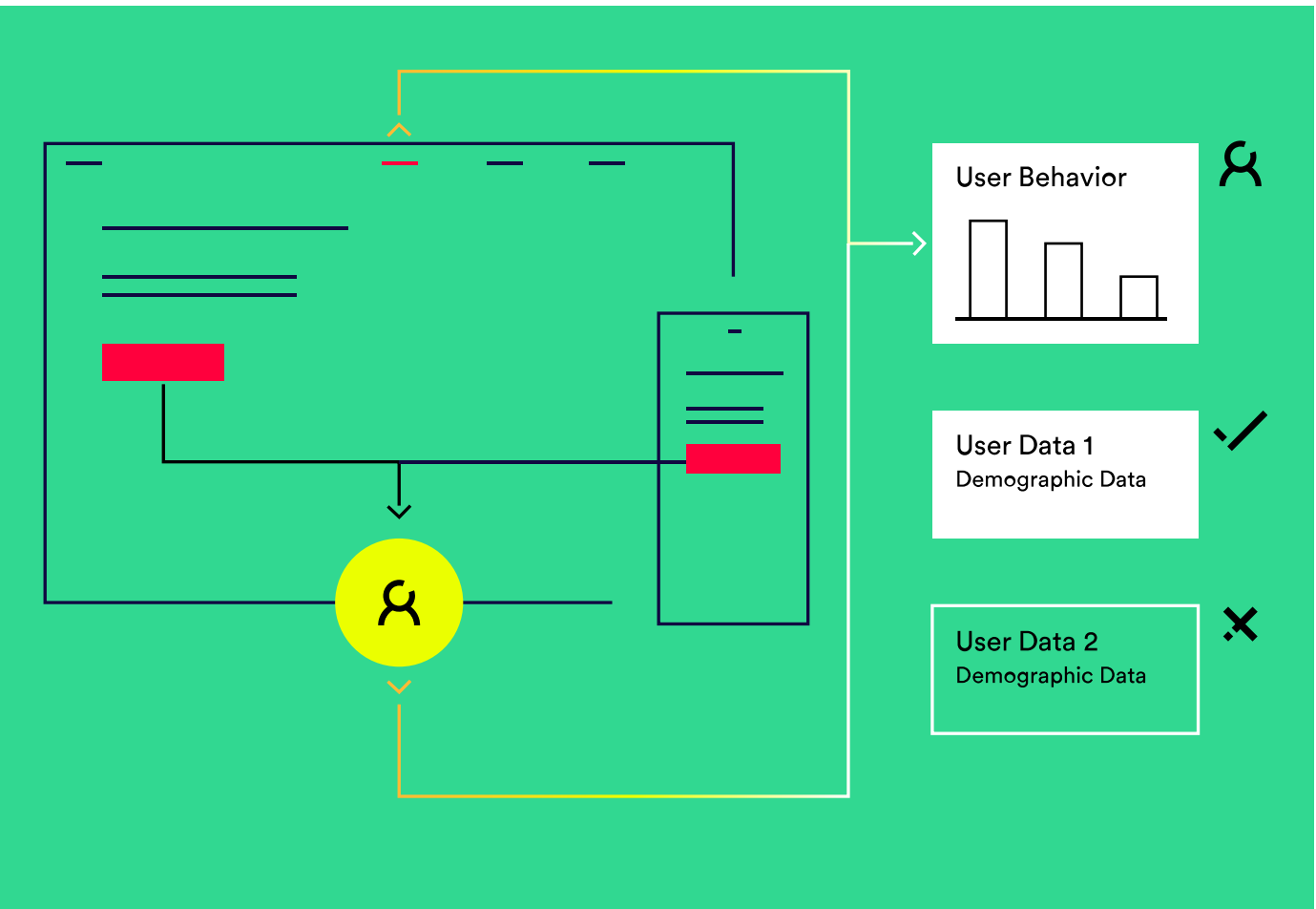
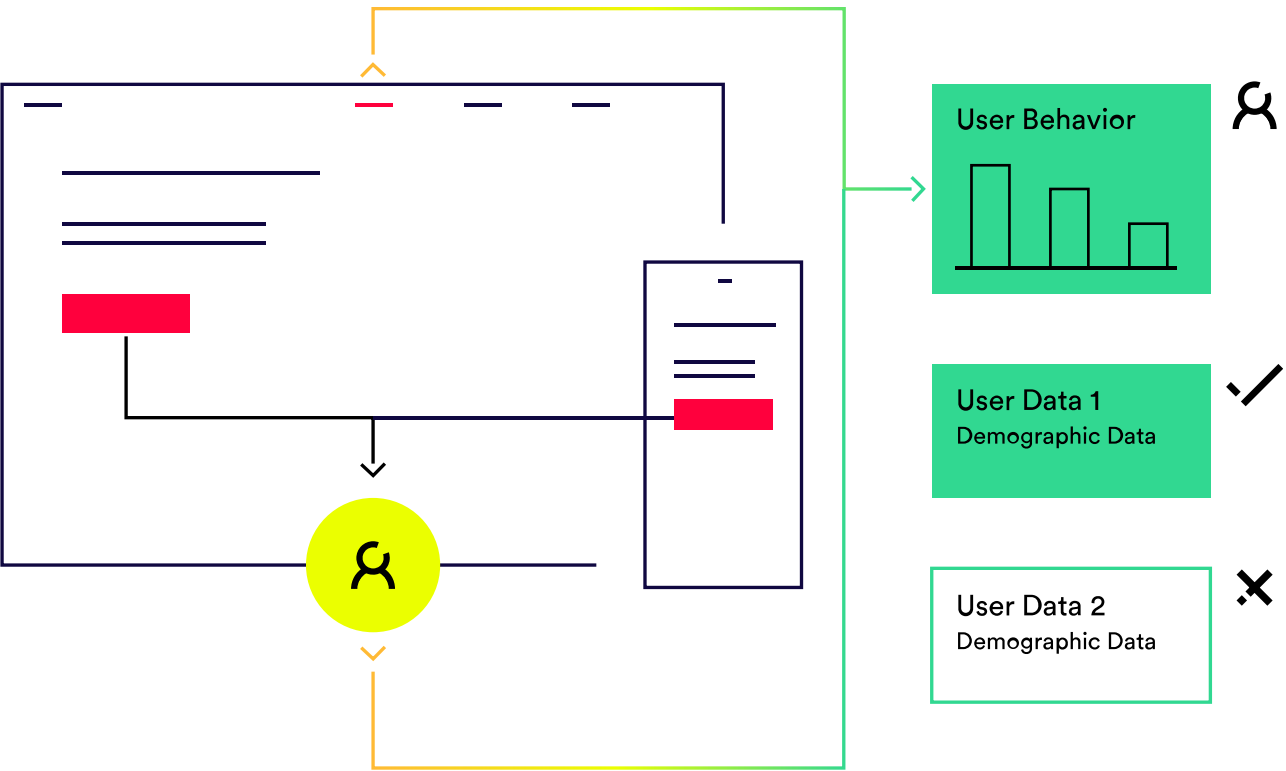
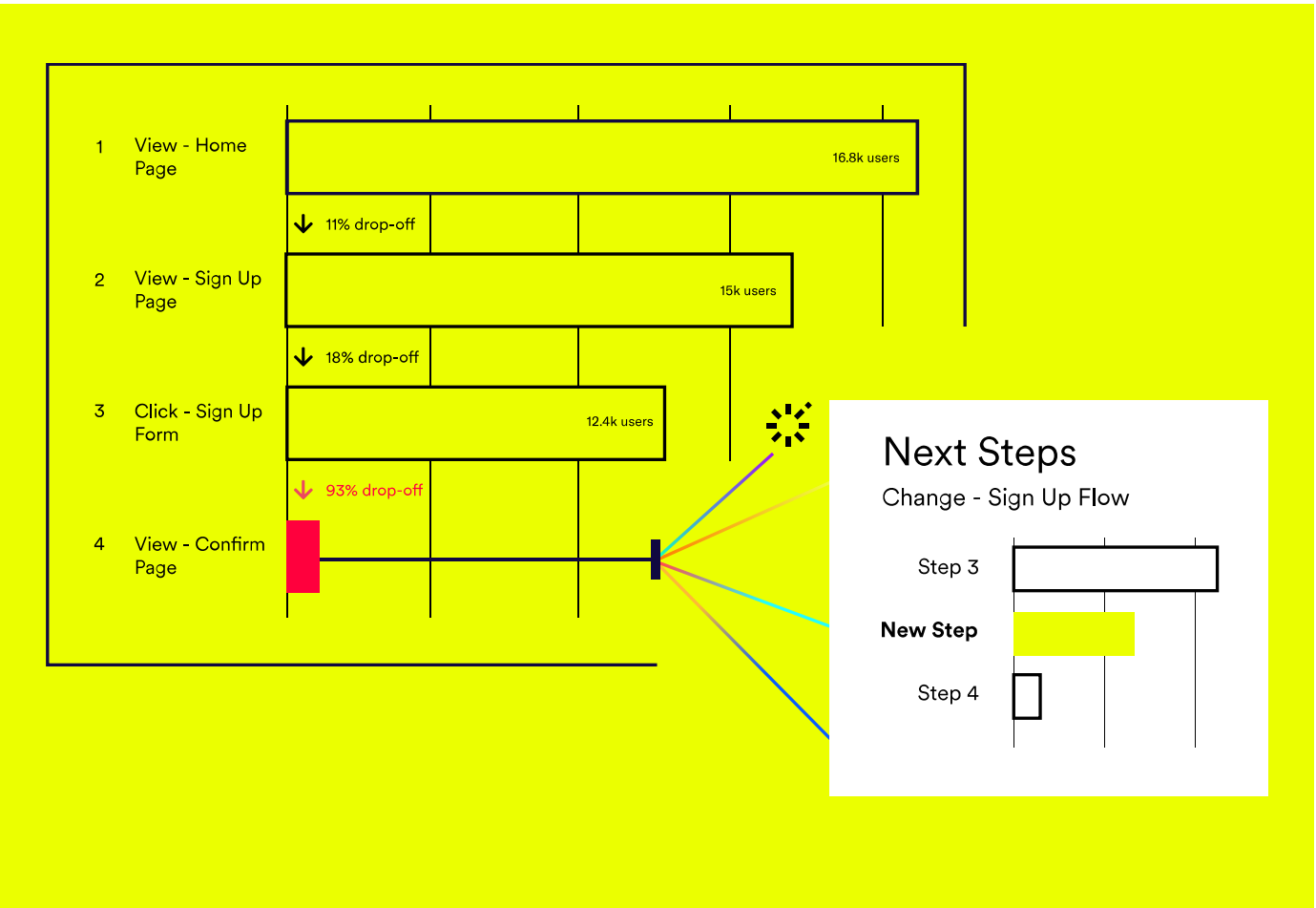
On White background

Using the prism to lead to the yellow block of color to highlight or expand on a section.



On Color Background

Reversing the highlighted element to white in this case and switching the prism to a bright shade of the yellow.



How We Look

10

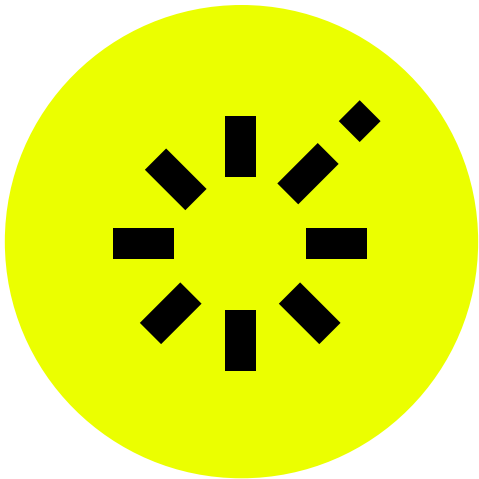
Iconography

Iconography Style

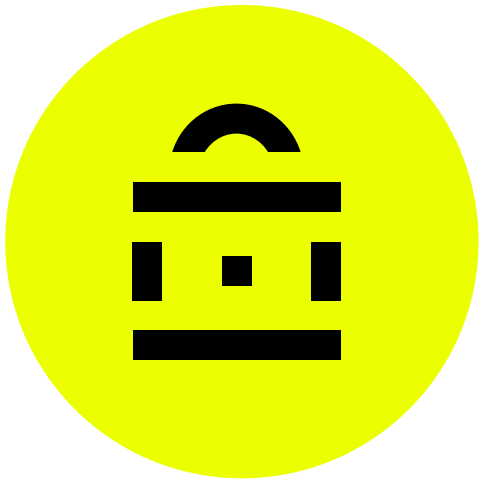
Our icons are simple and clear, with a unique style that is recognizable. These 9 icons serve as style guidance for future iterations.

The icons should be in black but can be in teal on navy or black backgrounds. Circle outlines are optional.

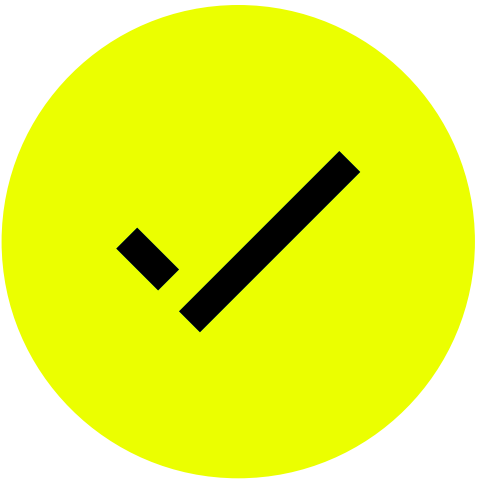
How We Look



Insight



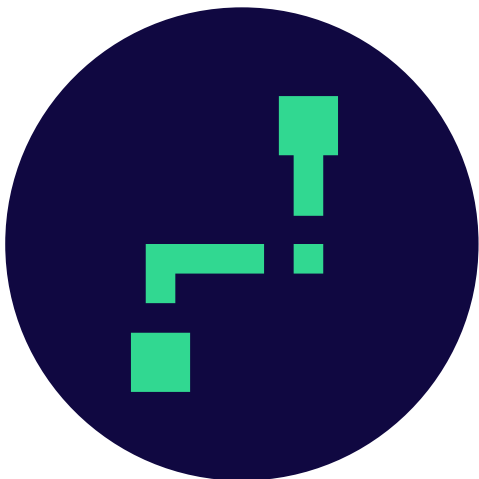
Data Security



Heap Capabilities



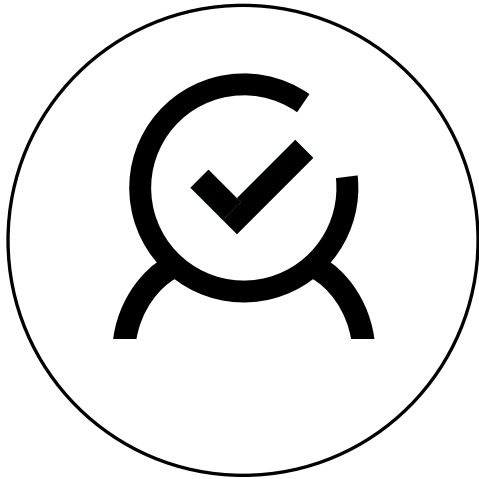
Analytics Report



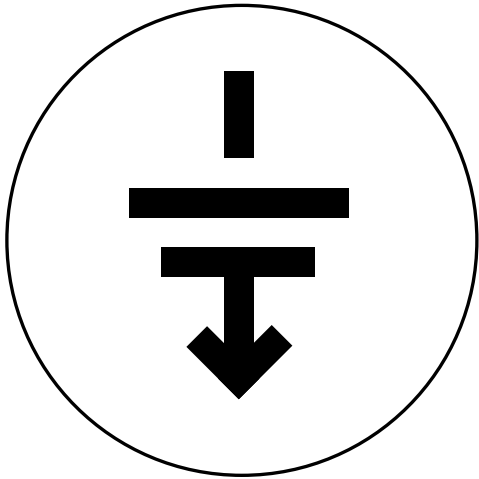
Process



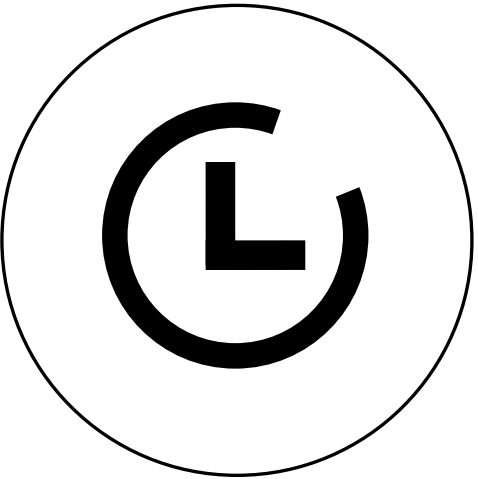
Speed



User Tracking



Demand Funnel

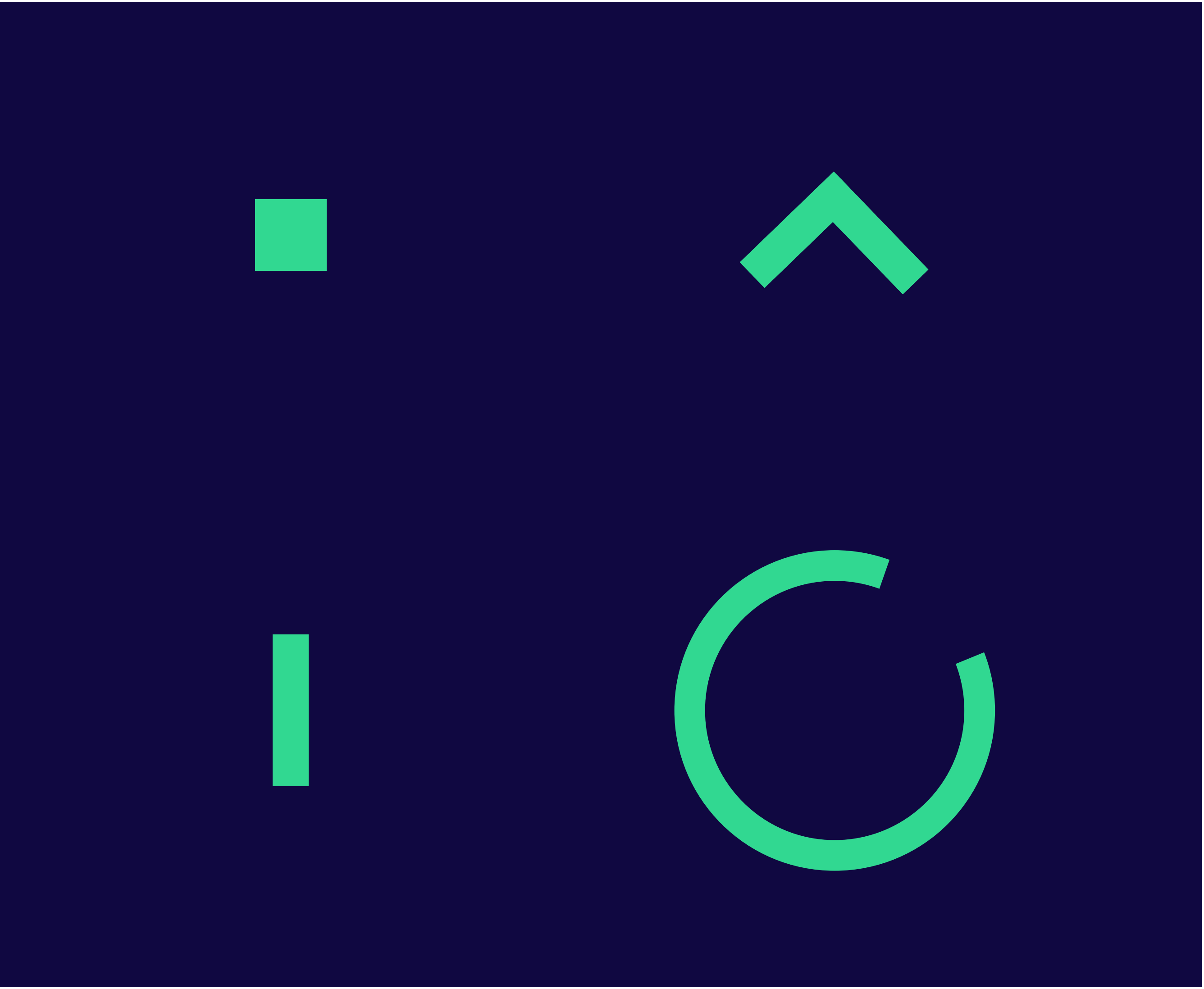


Timeliness

Iconography Design Elements

Guidelines

- Use a 48px bt 48px canvas
- Keep a 3px thick trim area
- Use a 3px centered stroke
- Use square end caps
- Primary form is the rectangle
- Gaps between in-line strokes 3px




Iconography Usage

Icons should be set at equal sizes to each other. They may be placed in a container shape as shown here.

Our Platform


Heap is the only solution that shows you every action by every user on your product or site, then provides direction on improvements that will most impact your business.

Learn More



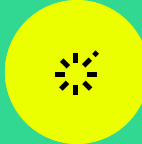
Understand your users

Heap helps you quickly identify patterns in user behavior so you can group users accordingly and engage them based on their actual experience.



Capture user behavior automatically

With just a single snippet of code, Heap automatically captures every view, click, swipe, and form fill. No more missing data or missed opportunities.



Pinpoint hidden opportunities

Our platform's powerful data science layer scours your dataset to automatically uncover the insights that lead to the biggest business results

How We Look

11

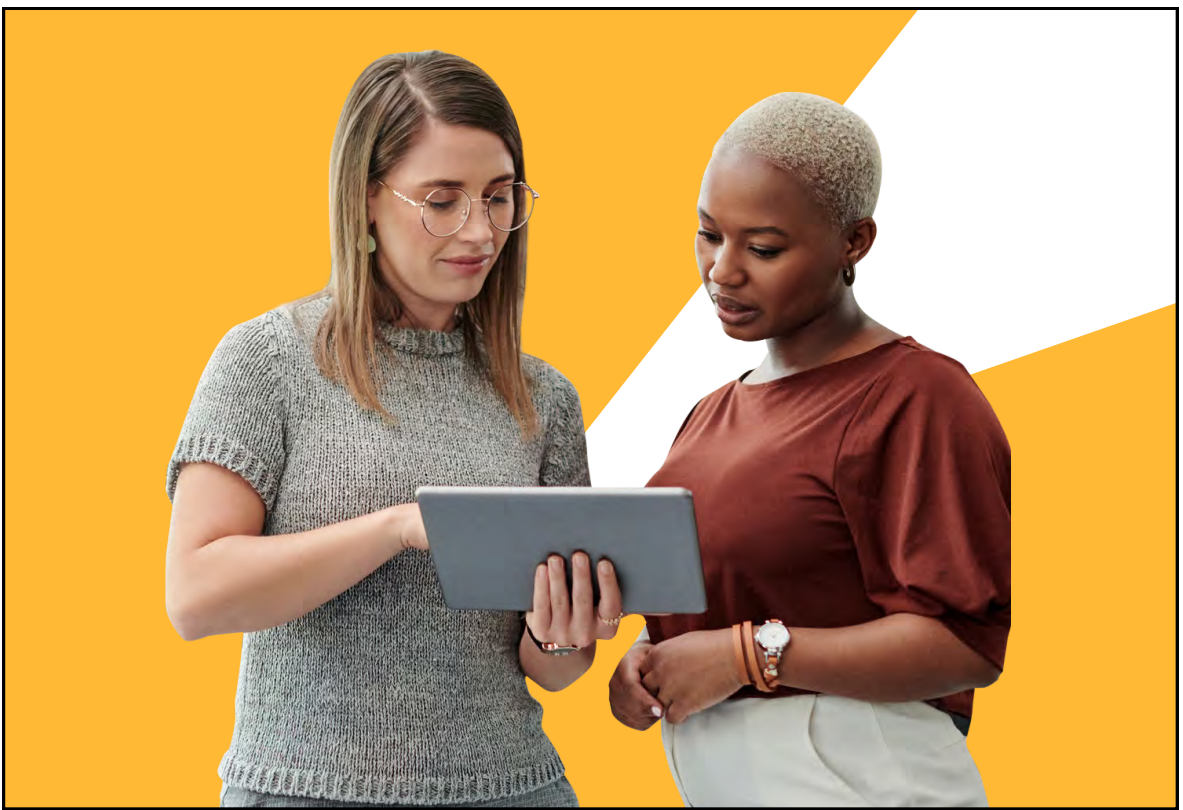
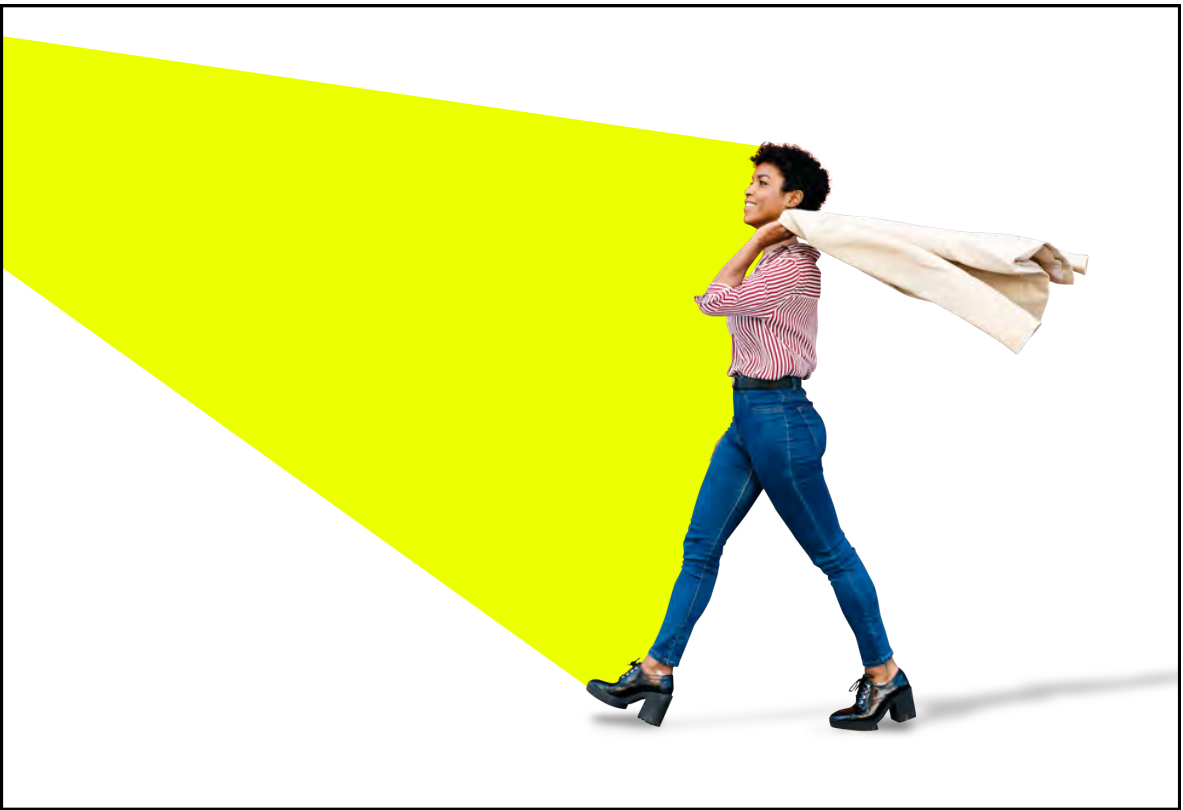
Photography

Photography Overview

How We Look

Our photography style uses the angular spectrum shape to highlight dynamic portraits of our customers. Full body photography isolated on a white background can be used with the Teal, Neon Yellow, and Orange colors in our main brand color palette. Cropped photos can be isolated with the spectrum shape reversed in white.

Our brand also used photos that show more intimate portraits of customers contextualized within workspaces with motion incorporated.



Full Body Header Treatments

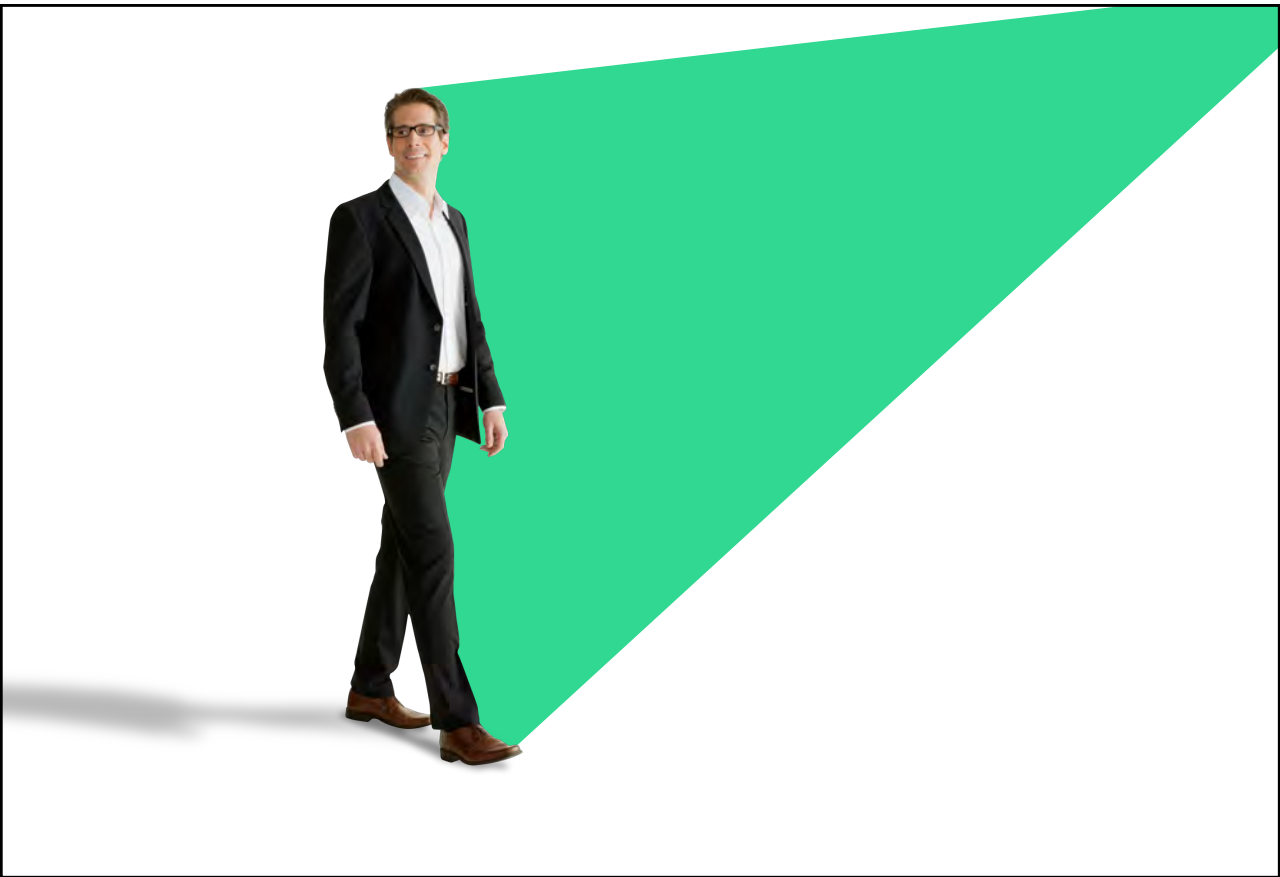
How We Look

Guidelines

- Use photos showing diversity that accurately reflect customers
- The color should always flow from the direction of the light source in the photo
- Color treatment should be restricted to the Neon Yellow, Orange, and Teal in the brand guide

Use Case

- The isolated portraits of customers with the sprectrum shape should be reserved for website headers, splash pages, impact slides in decks, and designated high visibility assets outlined with descretion from the marketing department.



Cropped Header Treatments

How We Look

Guidelines

- Closer cropped headshots and portraits can be used with the spectrum shape as a background element. A solid color background should be used with the spectrum shape reversed in white.

Use Case

- This bold style can be used in social promotions, splash pages, impact slides in decks, and designated high visibility assets outlined with descretion from the marketing department.



Secondary Photography Treatments

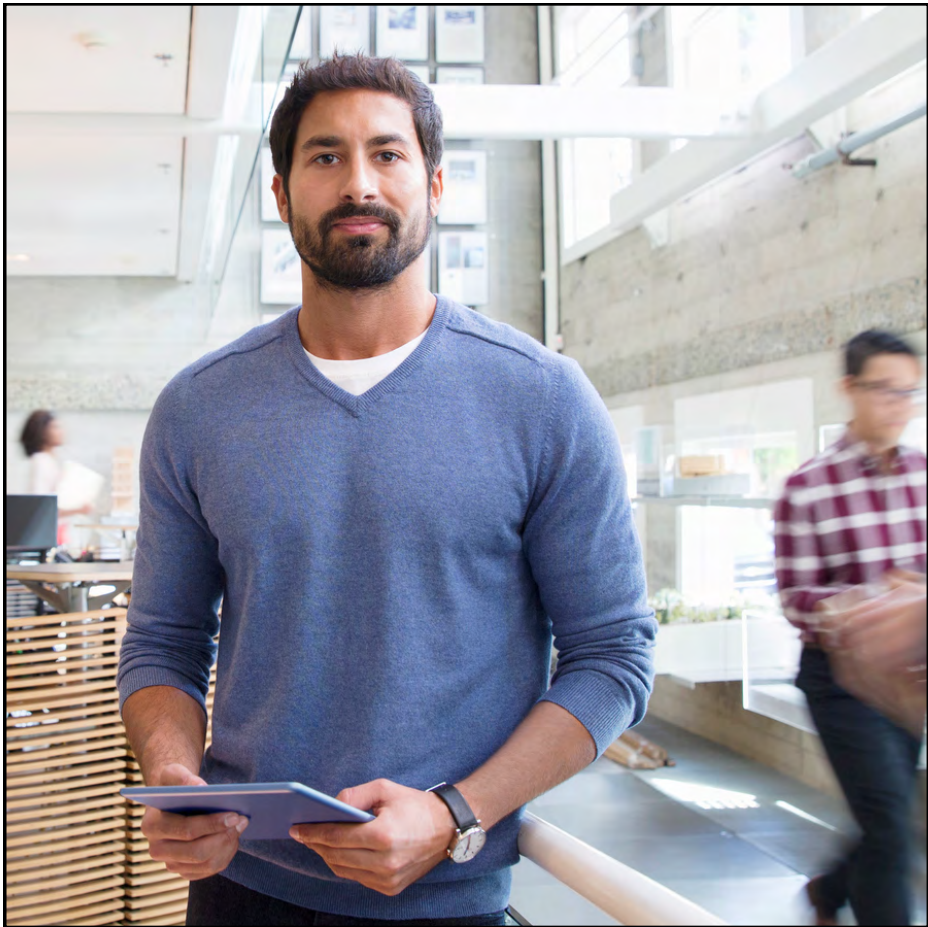
How We Look

Guidelines

- The secondary photography treatment shows dynamic scenes of customers using the product within the workplace.
- Scenes should strive to show movement and motion in order to communicate a fast-paced, dynamic environment.

Use Case

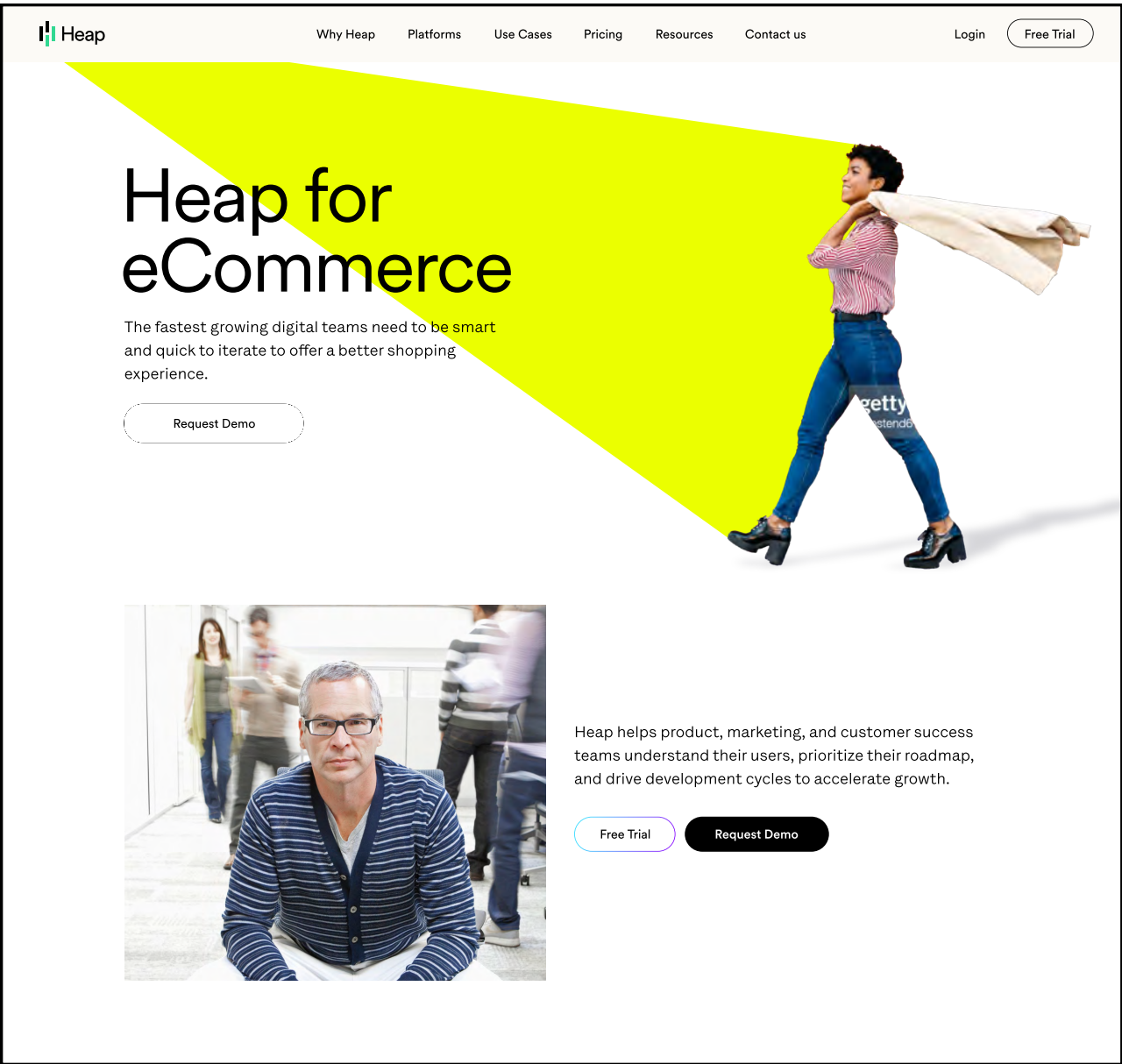
- This photography treatment should be used mid page on website, careers and customer pages and slides on decks.



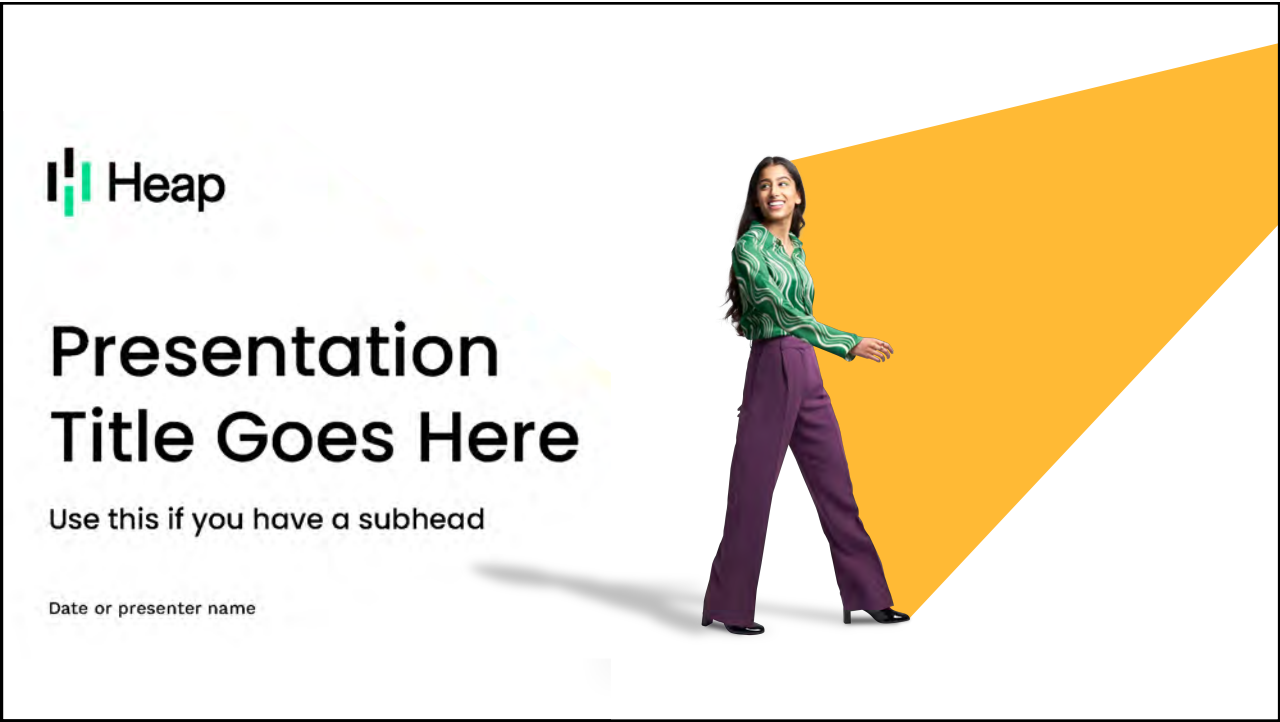
Photography Examples

How We Look

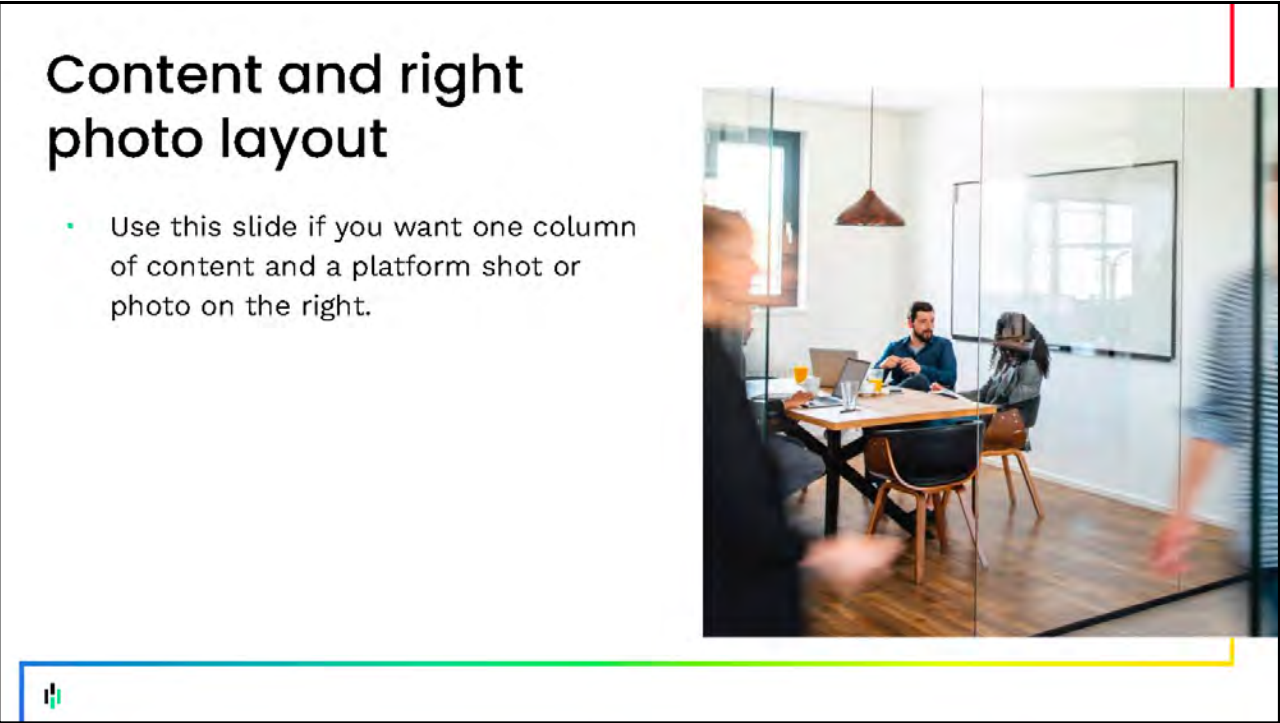
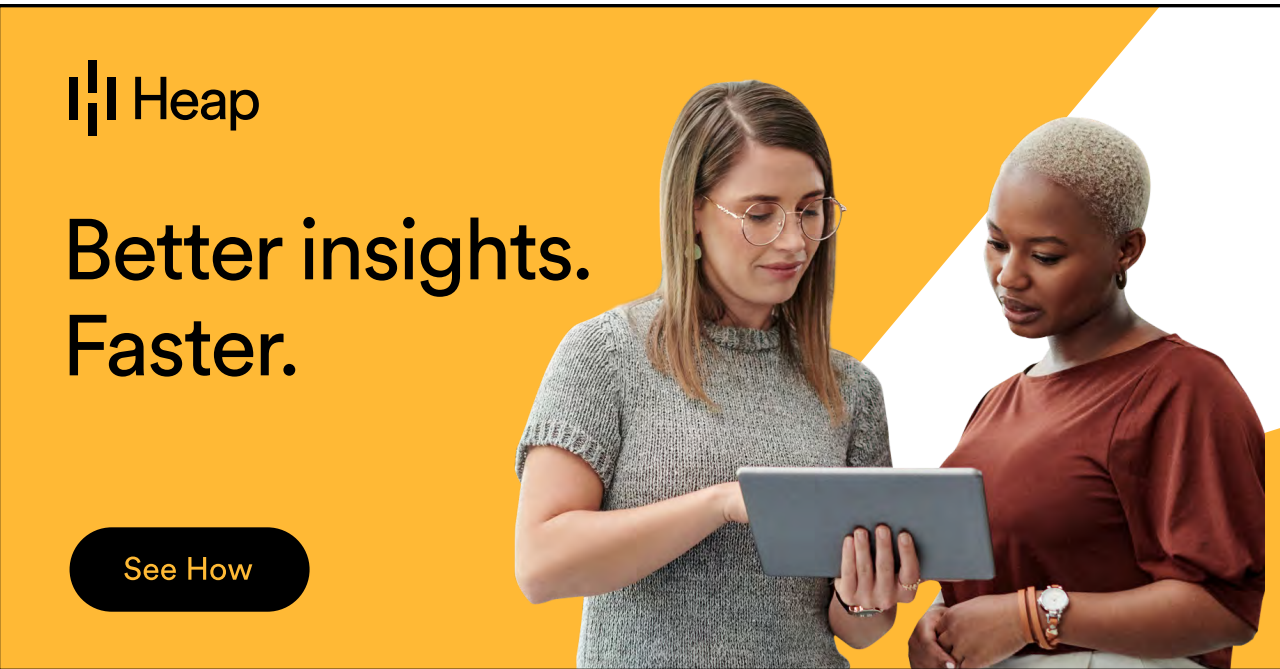
Website Page Example



Slide Example



Promo Asset Example



How We Look

12

Marketing
Assets

Use Of Heap Assets

How We Look

The definitions below provide additional guidance on what templates should be used for marketing collateral.

Data Sheets

Datasheets are technical lists, features lists, pricing lists, features and capabilities.

Whitepapers

Whitepapers are thought leadership, POV, or research-based longer form content on a subject, survey, or opinion.

One Pagers

One Pagers are promotional, competitive, descriptive briefs about our products, our company, and our technology.

eBooks

E-books are how-to-guides, competitive overviews, promotional-based content, listicles, etc.

Case Studies

Case Studies are customer success stories that highlight a problem, solution, benefit from using Heap Solution.

Banner Ads

Banner ads are any display ad in digital format.

Heap Collateral

Business System and Pop-Up banners are used for business communications and internal and external events.

Pitch Deck

Pitch decks and PPTs support Heap internal initiatives, GTM activities, fundraising and external speaking opportunities.

Template Elements

Consistent typography styles are important for template creation. These style guides are built into the templates and should not be changed.

How We Look

Headline - 800	Font: Circular Standard Weight: Book	Font-size: 60px Line-height: 80px Letterspacing: -1%
Headline - 700	Font: Circular Standard Weight: Book	Font-size: 50px Line-height: 60px Letterspacing: -2%
Headline - 600	Font: Circular Standard Weight: Book	Font-size: 32px Line-height: 40px Letterspacing: -3%
Headline - 500	Font: Circular Standard Weight: Book	Font-size: 28px Line-height: 36px Letterspacing: -3%
Headline - 400	Font: Circular Standard Weight: Book	Font-size: 24px Line-height: 32px Letterspacing: -3%
Headline - 300	Font: Circular Standard Weight: Book	Font-size: 18px Line-height: 28px Letterspacing: -3%
Headline - 200	Font: Circular Standard Weight: Book	Font-size: 14px Line-height: 20px Letterspacing: -3%
Headline - 100	Font: Circular Standard Weight: Book	Font-size: 10px Line-height: 18px Letterspacing: -3%

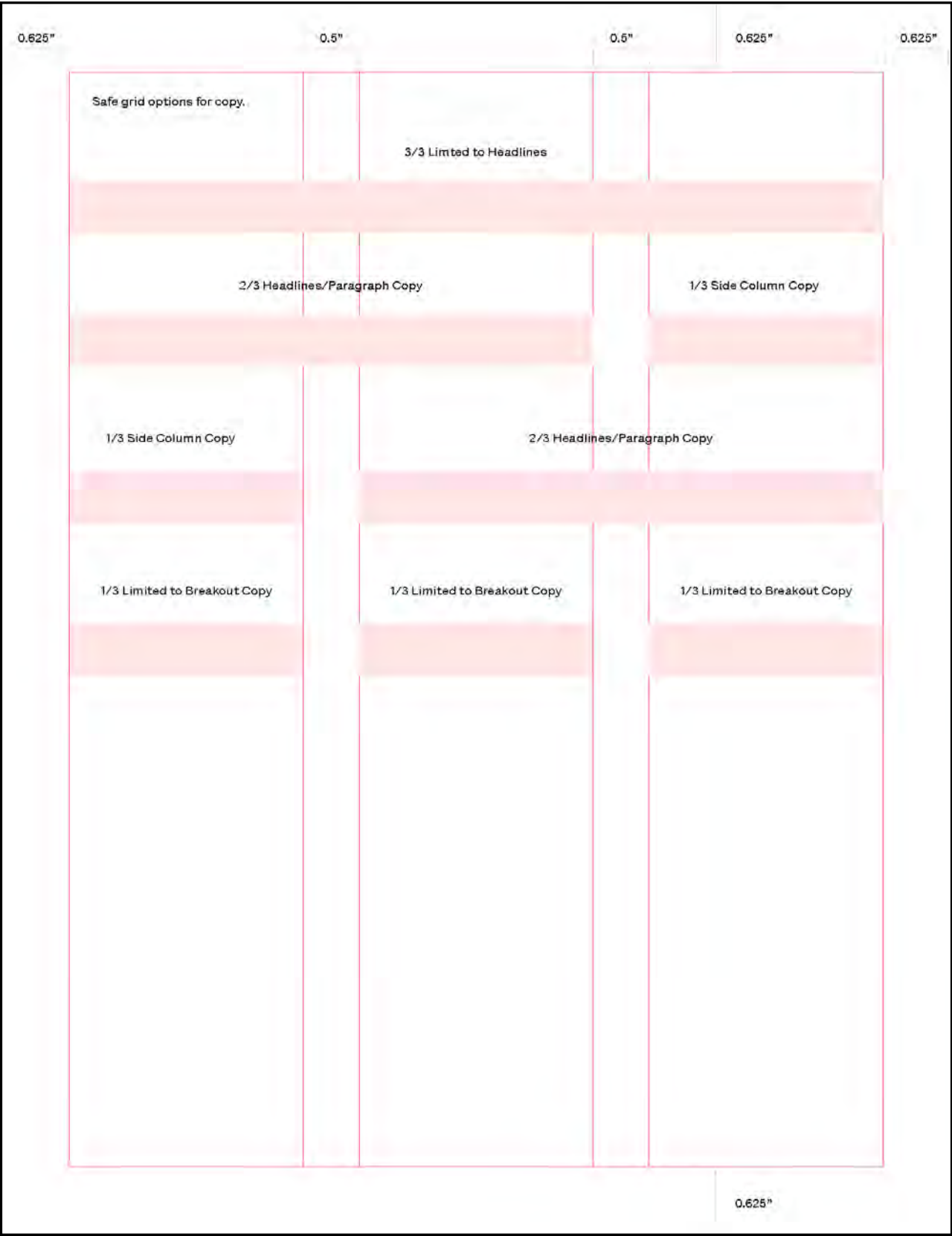
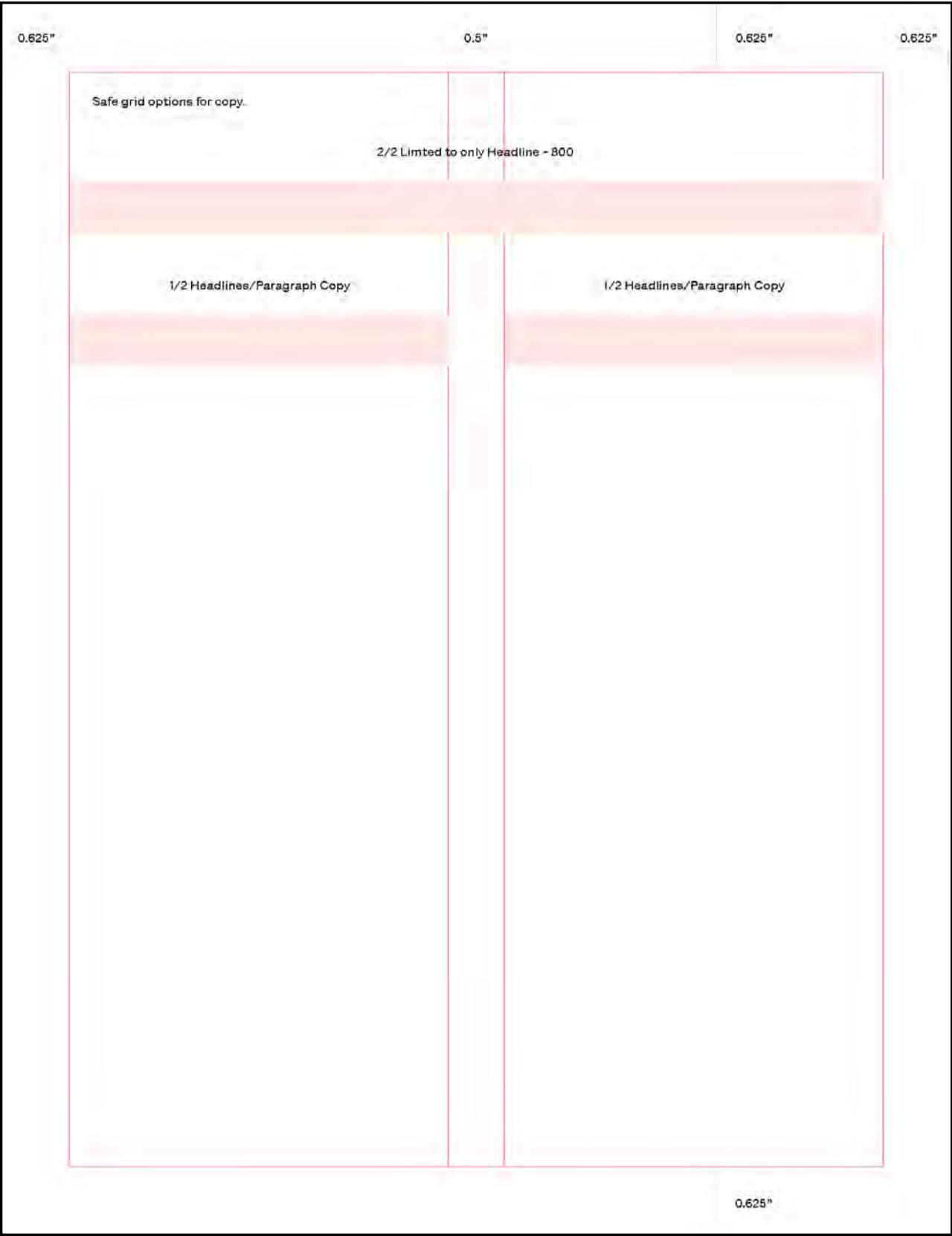
Subhead - 300	Font: Lettara Text Weight: Regular Font-size: 20px Line-height: 28px Letterspacing: 0%
Subhead - 200	Font: Lettara Text Weight: Regular Font-size: 18px Line-height: 26px Letterspacing: 0%
Subhead - 100	Font: Lettara Text Weight: Regular Font-size: 14px Line-height: 20px Letterspacing: 0%

Body - 300	Font: Lettara Text Weight: Regular Font-size: 12px Line-height: 18px Letterspacing: 0%
Body - 200	Font: Lettara Text Weight: Regular Font-size: 10px Line-height: 16px Letterspacing: 0%
Body - 100	Font: Lettara Text Weight: Regular Font-size: 8px Line-height: 14px Letterspacing: 0%
EYEBROW - 200	Font: Lettara Text Weight: Regular Font-size: 10px Line-height: 14px Letterspacing: 0%
EYEBROW - 100	Font: Lettara Text Weight: Regular Font-size: 8px Line-height: 12px Letterspacing: 0%
Caption - 200	Font: Lettara Text Weight: Regular Font-size: 8px Line-height: 12px Letterspacing: 0%
Caption - 100	Font: Lettara Text Weight: Regular Font-size: 6px Line-height: 10px Letterspacing: 0%

Template Elements

The grid system for these templates is set for a 2/2 column and a 3/3 column set up. Use of 2/3 + 1/3 content can be created from the 3/3 column set up.

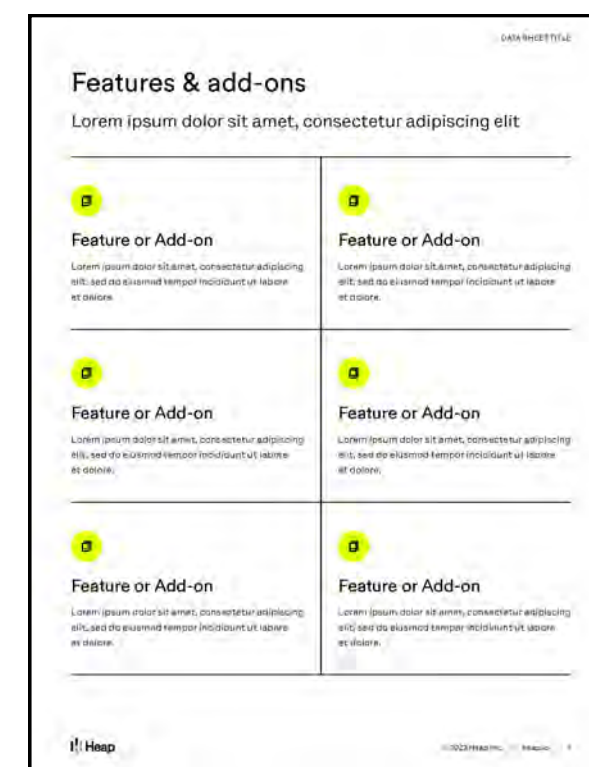
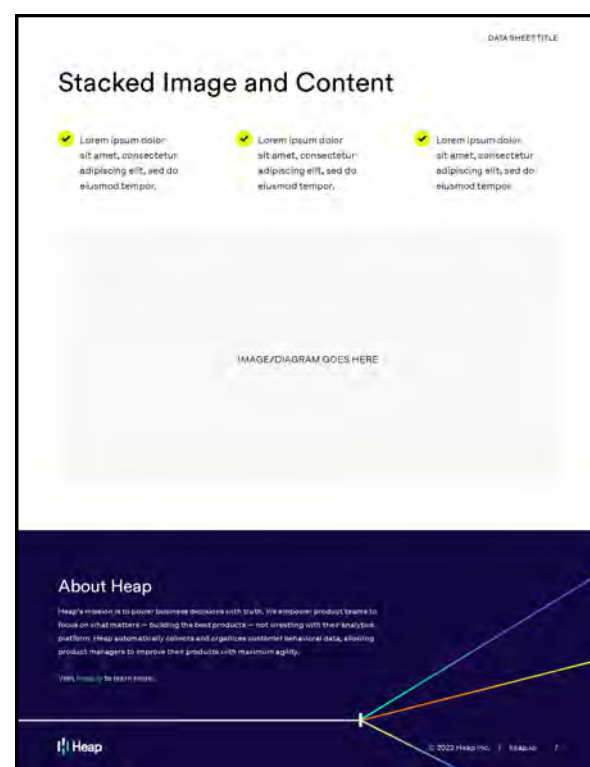
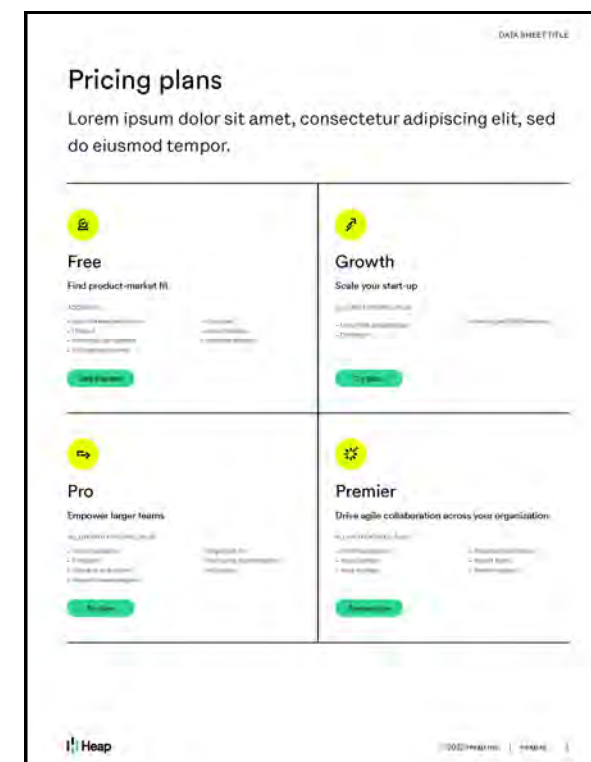
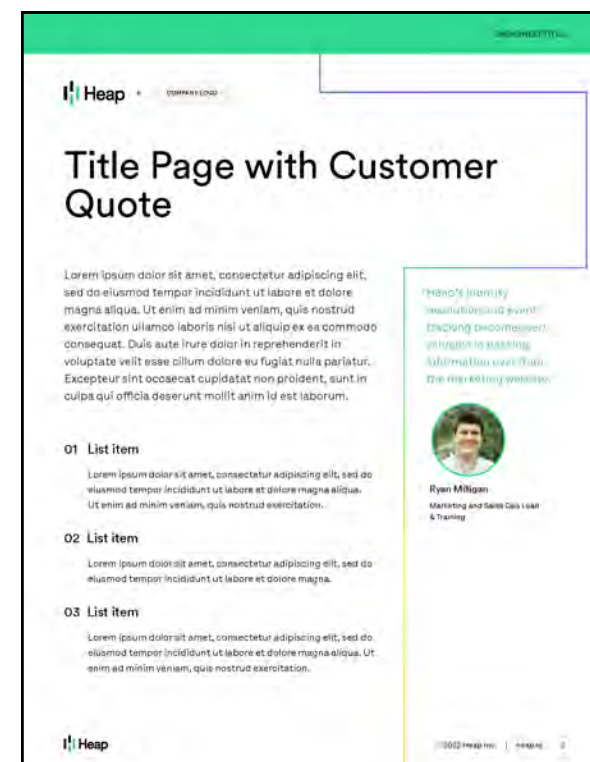
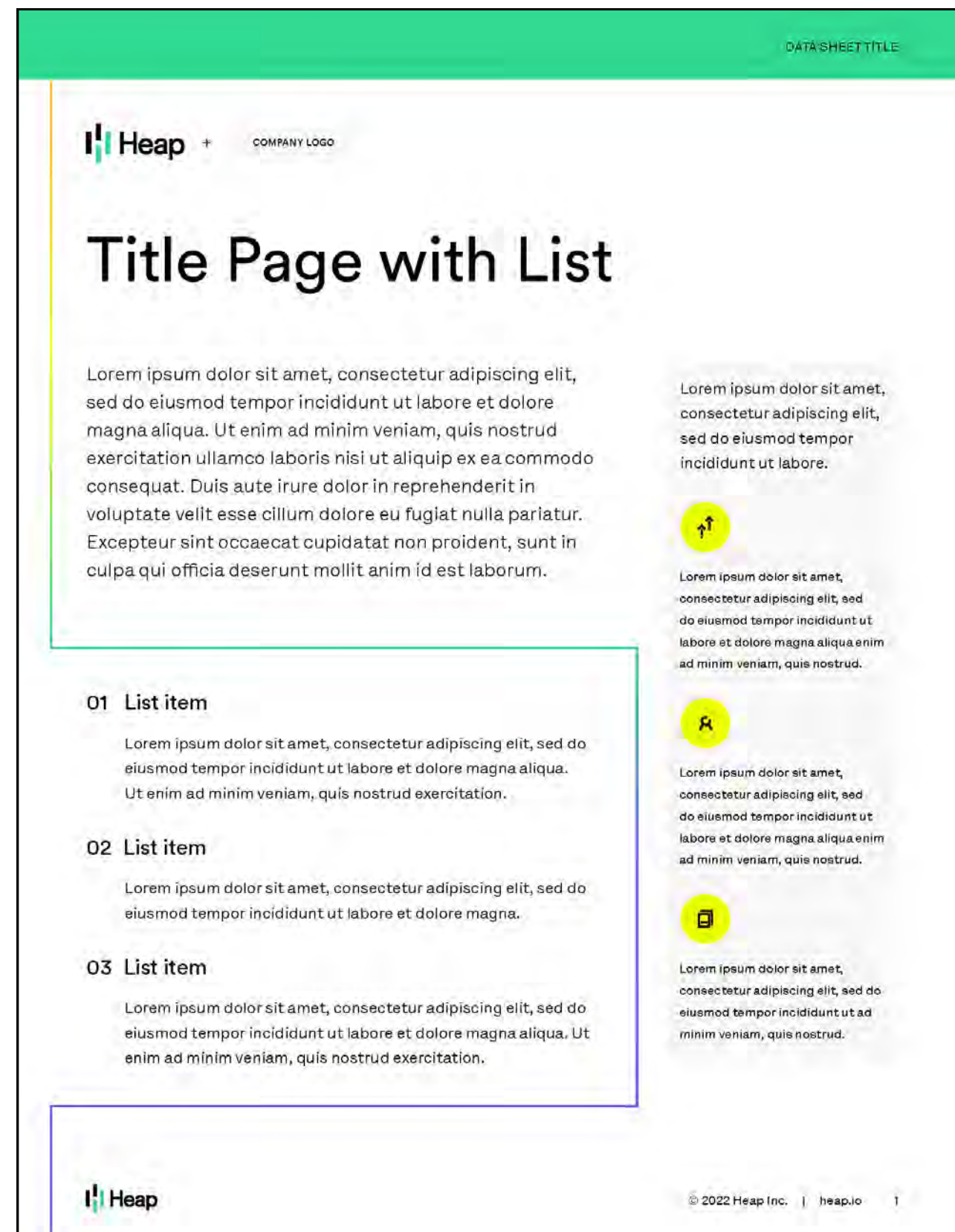
How We Look



Data Sheet + One Pagers

These are templates and should be used as a starting guide for the layouts. The first page should always have a teal banner at top unless its a one page list of prices and capabilities.

How We Look



Whitepaper

These are templates and should be used as a starting guide for the layouts. The first page should always have a teal banner at top. Elements like the lightbeam and prism can be adjusted for layouts and removed for illustration elements

How We Look

WHITE PAPER TITLE



H1 of Whitepaper

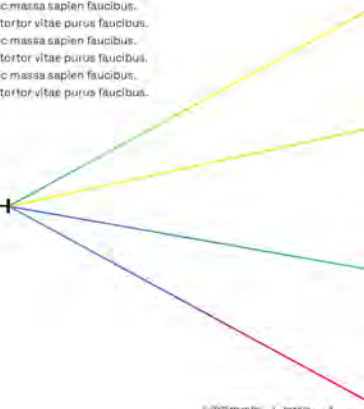
H2 of Whitepaper


WHITE PAPER TITLE

Introduction

Intro Page Lead In: Ultricies mi quis hendrerit dolor magna eget. Commodu quis imperdiet massa tincidunt nunc pulvinar sapien et. Nunc scelerisque viverra mauris in.

Large Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.





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WHITE PAPER TITLE

2/3 Copy + 1/3 Template

SubHead Copy: Ultricies mi quis hendrerit dolor

Et ligula ullamcorper malesuada proin libero nunc

Large Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.


Tellus pellentesque eu tincidunt tortor

Normal Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.

PRO TIP

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

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



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WHITE PAPER TITLE

Title to this page goes here at the top

Large Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.


Tellus pellentesque eu tincidunt tortor

Normal Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.

Tellus pellentesque


Normal Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.

Normal Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.



Ryan Millan
Marketing and Sales Ops Lead & Training

"Heap's identity, consistency, and clarity in messaging are information over form, the marketing solution."



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WHITE PAPER TITLE

Title to this page goes here at the top

Large Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.

Tellus pellentesque eu tincidunt tortor

Normal Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.



IMAGE/DIAGRAM GOES HERE

Table to side bar copy

Small text to the right of the table, providing additional context or details.




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WHITE PAPER TITLE


Title for this page goes here

Subhead goes here sit amet, consetetur adipiscing elit




List item

Small text block for list item 1




List item

Small text block for list item 2




IMAGE/DIAGRAM GOES HERE




List item

Small text block for list item 3




List item

Small text block for list item 4




List item

Small text block for list item 5



List item

Small text block for list item 6



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WHITE PAPER TITLE


2/3 Copy + 1/3 Template

SubHead Copy: Ultricies mi quis hendrerit dolor

Tellus pellentesque eu tincidunt tortor


Normal Body: Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.

Et ligula ullamcorper malesuada proin libero nunc. Ipsum faucibus vitae aliquet nec ullamcorper elit. Duis at consetetur lorem donec massa sapien faucibus. Suspendisse potenti nullam ac tortor vitae purus faucibus.




IMAGE/DIAGRAM GOES HERE

Tellus pellentesque eu tincidunt tortor



Neque ornare aenean euismod

Small text block for list item 1




Neque ornare aenean euismod

Small text block for list item 2



Neque ornare aenean euismod

Small text block for list item 3



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WHITE PAPER TITLE

Table Layout

SubHead Copy: Ultricies mi quis hendrerit dolor

	ITEM 1	ITEM 2
Commodo quis imperdiet	Explain text	Explain text
Commodo quis imperdiet	Explain text	Explain text
Commodo quis imperdiet	Explain text	Explain text
Commodo quis imperdiet	Explain text	Explain text
Commodo quis imperdiet	Explain text	Explain text
Commodo quis imperdiet	Explain text	Explain text
Commodo quis imperdiet	Explain text	Explain text



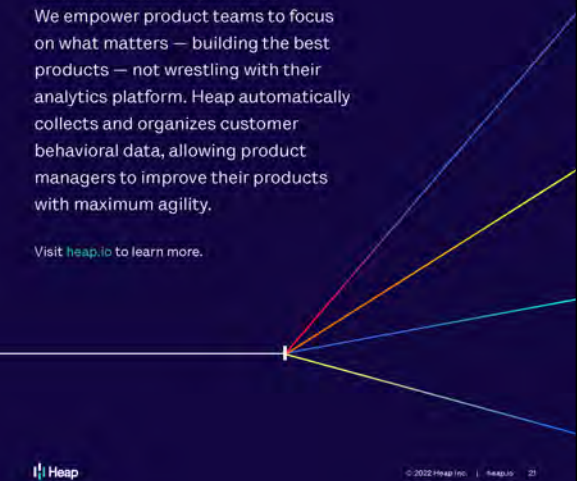
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About Heap

Heap's mission is to power business decisions with truth. We empower product teams to focus on what matters — building the best products — not wrestling with their analytics platform. Heap automatically collects and organizes customer behavioral data, allowing product managers to improve their products with maximum agility.


Visit [heap.io](#) to learn more.





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These are templates and should be used as a starting guide for the layouts. The first page should use a Navy block at the top to hold introduction copy. Below is an example of the template in use.



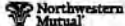





Heap is the only digital analytics solution that helps teams eliminate blind spots and surface hidden insights so you can quickly take action and build a powerful customer experience.


Heap shows you every action by every user on your product or digital experience, then provides direction on the improvements that most accelerate your business.

- Who is using your product, and how
- Which features they use... and don't use
- Where do users experience friction
- Where are there critical opportunities for improvement
- How to personalize your interactions with each of your customers

Helping over 8,000 companies deliver unparalleled digital experiences




With Heap teams get:




A complete data foundation

Heap automatically captures nearly all behavioral data from your product with a single javascript snippet, then lets you augment this data with manually-tracked events and data from across your business. The result? The most complete data foundation on the market.




Integrate data science

Heap Illuminate, our data science layer, is built to sift through all data (including events you haven't been looking at) to reveal hidden paths, steps users skip, and behaviors that most correlate with conversion and retention. We do all of this automatically.



Real business impact

Heap is built to show you which investments and interventions will most impact the business. Heap helps take the worry about prioritizing the wrong features or fixes.



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1


ONE PAGER TITLE

The Fastest Time to Insight


Other tools force you to wait to get data, borrow engineering resources, and sift through information manually, hoping you'll find something important. Not Heap.


Today's digital landscape is evolving too rapidly to rely on rigid tracking models or anecdotal evidence. The ability to act quickly on data you can trust is an invaluable competitive advantage. Heap makes it easy to build an outstanding digital experience.

“With Heap, you get peace of mind and power at the same time.”




Nick Smith
Senior Product Manager






Eliminate blind spots

See the real customer journey. Because Heap offers a complete data set, we can surface those user interactions you'd never notice, especially the ones that move the business forward.




Get insights at scale

Heap is built to handle billions of events, and to keep everything organized and useful at any scale, from startup to enterprise.



Empower daily practitioners


Heap is intuitive and easy to use. Individuals can define events and run complicated analyses without engineers, analysts, or knowledge of SQL.




Stay agile

In a world of rapidly-changing customer expectations, Heap alone gives you the data and insights that enable you to move fast, keeping you ahead of competitors and the market.

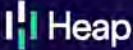
“Heap is the first place I go to start answering questions.”



Davis Godbout
Senior Project Manager



To learn more visit [heap.io](#)



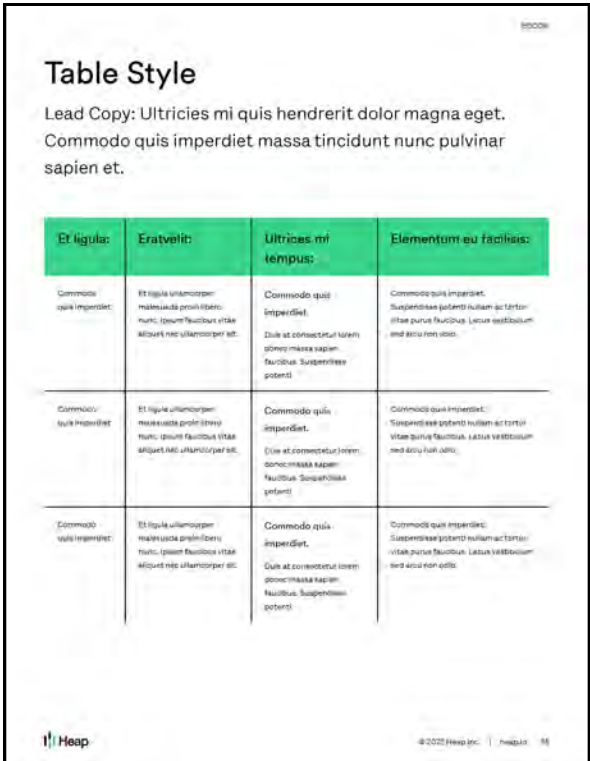
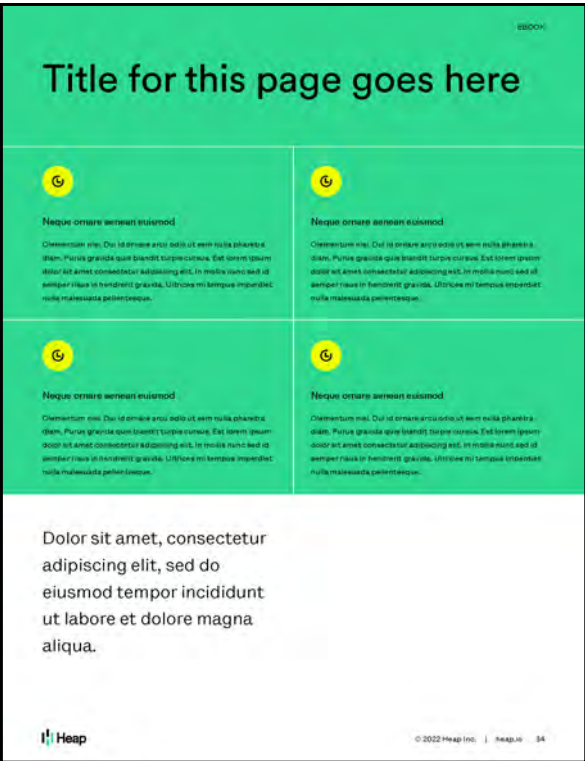
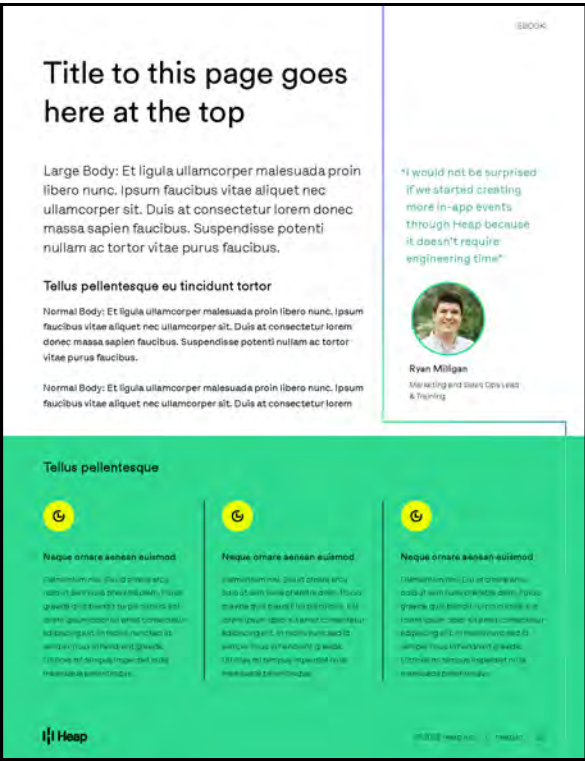
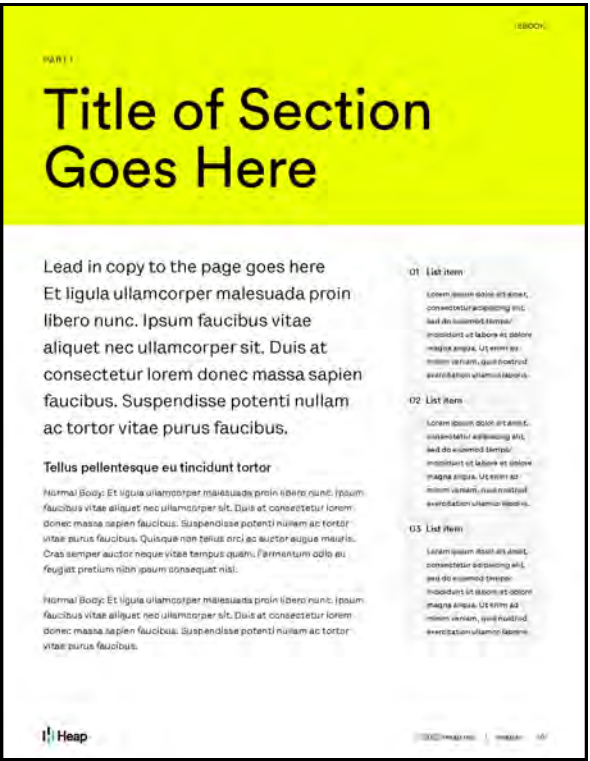
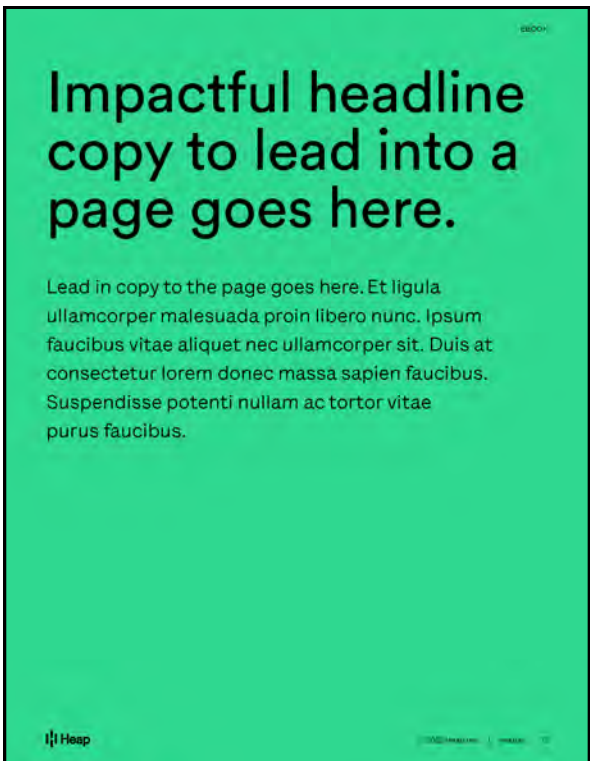
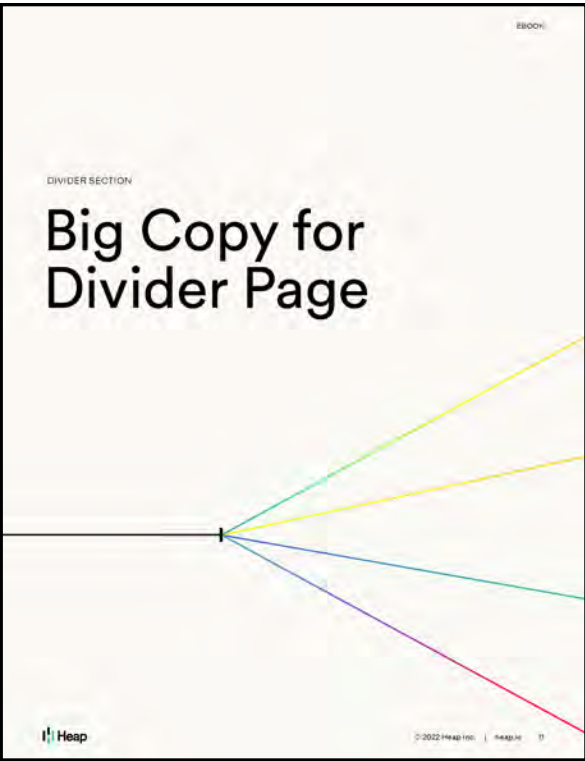
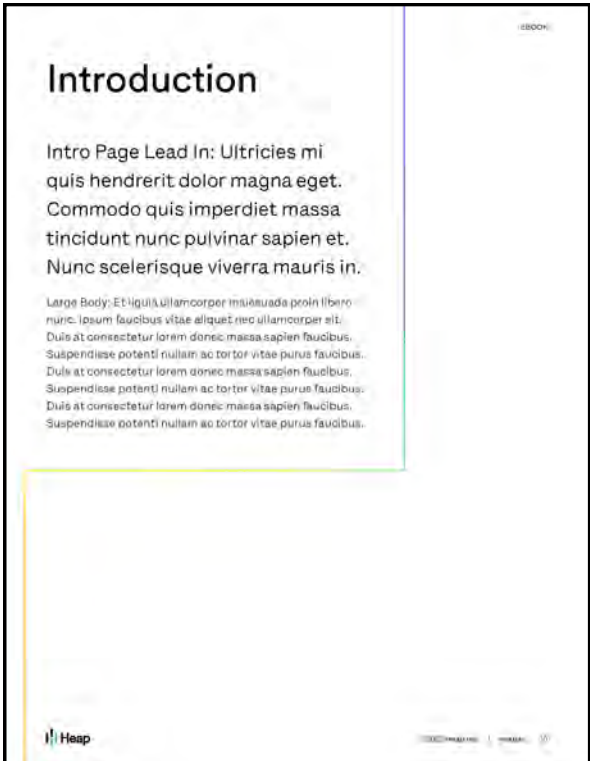
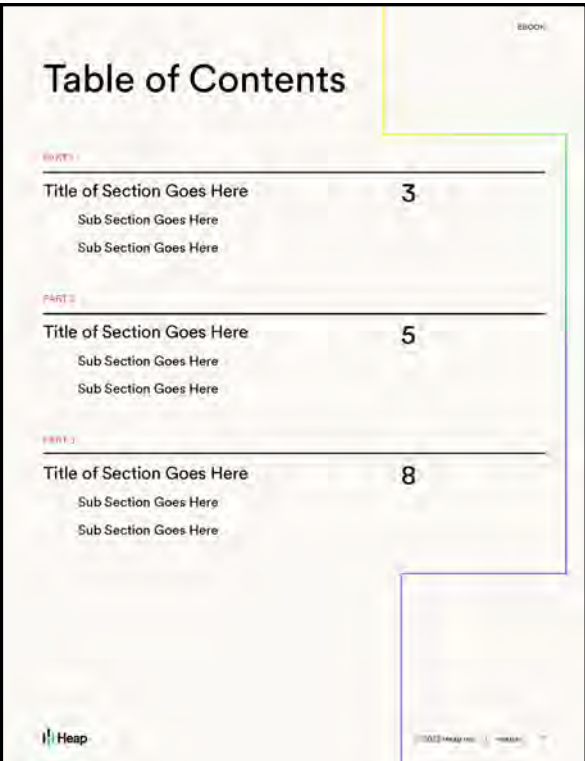
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EBook

These are templates and should be used as a starting guide for the layouts. The ebook template has several cover directions, which allow for further illustrations.

How We Look

The ebook template offers several layout templates to accommodate a variety of content and copy.



Case Studies

The first page should always have a teal banner at top. The teal can be used also for quotes in the template. Red is used sparingly to call out specific elements or sections.

How We Look

The lightbeam is a continues element in the case studies and carries you from one page to the next. It can be used to highlight larger quotes in the body copy. Quotes in the body should use the black color.

CUSTOMER STORY

homebase

INDUSTRY:
SaaS

USE CASES:
Marketing, campaign
personalization, integrations.

RESULTS:

2x

Increased open rates from
targeted campaigns



Ryan Milligan
Marketing and Sales Ops Lead
& Training

How Homebase
harnesses intent with
Iterable + Heap

For a subscription-based business service like Homebase, monthly recurring revenue (MRR) is the big number to hit. Acquiring new customers is one obvious way to grow MRR, but so is retaining those customers by helping them discover and use all the features the company offers.

With the right data and integrations, a company can respond in the moment with the information its users need – making it a must-have member of the team instead of another add-on expense.

About Homebase

For Homebase (motto: “HR for people who don’t do HR”), this means detecting the signals its users send when they search the company website for help with specific challenges like new-hire onboarding or labor-law compliance. But that’s just the first step. Homebase also responds to those signals with personalized follow-up messages that direct users to the help they need.

Homebase helps small businesses manage everything from the daily grunt work of scheduling and timeclocks to hiring and onboarding new employees, HR management, payroll, taxes, and labor-law compliance. Its subscription model runs the gamut from basic free services to its top-level “All In One” package.




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CUSTOMER STORY

homebase

“I would not be surprised if we started creating more in-app events through Heap because it doesn’t require engineering time,” he adds. “That’s one of the major values – we don’t have to use an engineer to format a custom event. There’s a lot of value for us being able to use in-app events as triggers, such as a manager’s log, document storage, or reviewing reports.”



Ryan Milligan
Marketing and Sales Ops Lead
& Training

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All of those activities then become intent triggers the company can use to persuade customers to upgrade their plans.


RESULT

Homebase hits home with
personalized messages

Nobody at Homebase needed to be sold on personalization. Messages triggered by user activity drive generally twice the open and click-to-open rates as the already-respectable rates other emails generate. They also help to boost traffic to pages within the app – another key point that can help Homebase achieve its goal to increase feature discovery, boost retention, and lead to robust monthly recurring revenue.

Being able to build custom segments quickly to respond to user activity has been a major benefit, he says. But beyond that, the marketing team is also aiming to use Heap and Iterable together to find the “sweet spot” for abandonment messaging that capitalizes on user interest at the right moment without overwhelming them with messages.

With the right tools and strategy in place, Homebase is empowered to focus on scaling and building more sophisticated campaigns that deliver a tailored experience. The end result? Homebase saves time for both its customers and team alike—and that’s a home run.




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CUSTOMER STORY

homebase

“We were never able to tie this web activity to our automated marketing messages. For Homebase, these messages aim to help customers discover more solutions to their problems.”



Ryan Milligan
Marketing and Sales Ops Lead
& Training

THE CHALLENGE


Improve ‘feature discovery’ with
automated messages

“People come to Homebase primarily for scheduling and time-tracking help. They aren’t always looking at the bevy of other features we offer, such as HR support and advice, or onboarding new employees,” says Ryan Milligan, Marketing and Sales Ops Lead for Homebase.

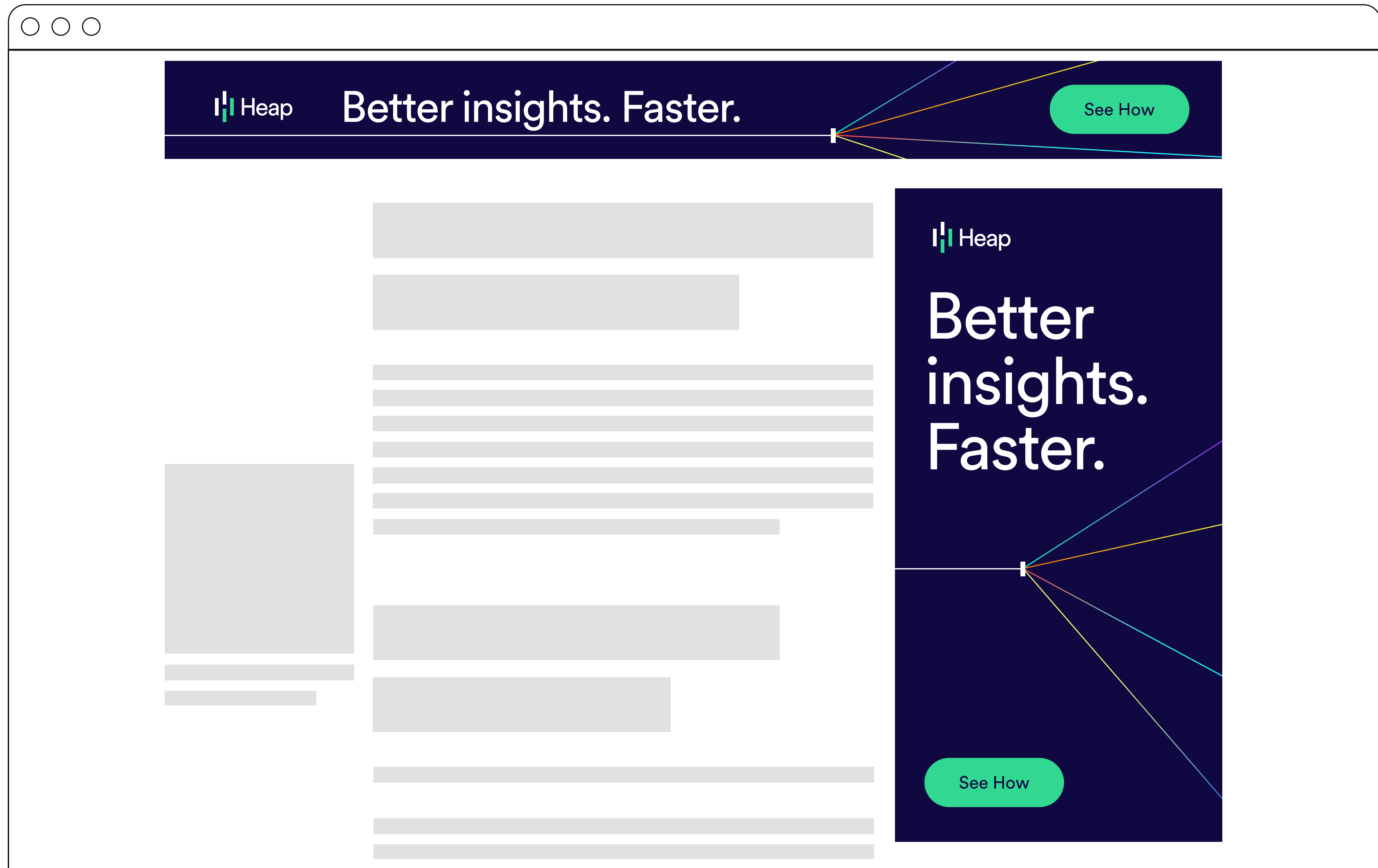
“We’re looking for intent triggers that we can use to upsell our users to more services that would really benefit them. We want to identify people who are signaling a need for solutions in our non-core areas, such as hiring, HR compliance, and document support and storage.”

Another strong intent signal comes from customers who investigate the features offered in a higher-level service plan but leave the page without upgrading.

Homebase needed a way to reach out to these inquisitive users with relevant messages that would speak to their queries. Solutions-seekers, for example, would often search the knowledge base on the company’s marketing website, looking for help with common issues, such as complying with state labor laws. Something was missing, however.



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Yours sincerely,



Trevor Buckley

Business Cards

How We Look

Shorter names should use 115 pt
with 100pt line height

Longer names should use 80 pt
with 70pt line height

David
Smith

Office Manager
davidsmith@heap.io
888.888.8888

Jennifer
Sanders-Adreon

Product Designer
jennifersandersadreon@heap.io
888.888.8888

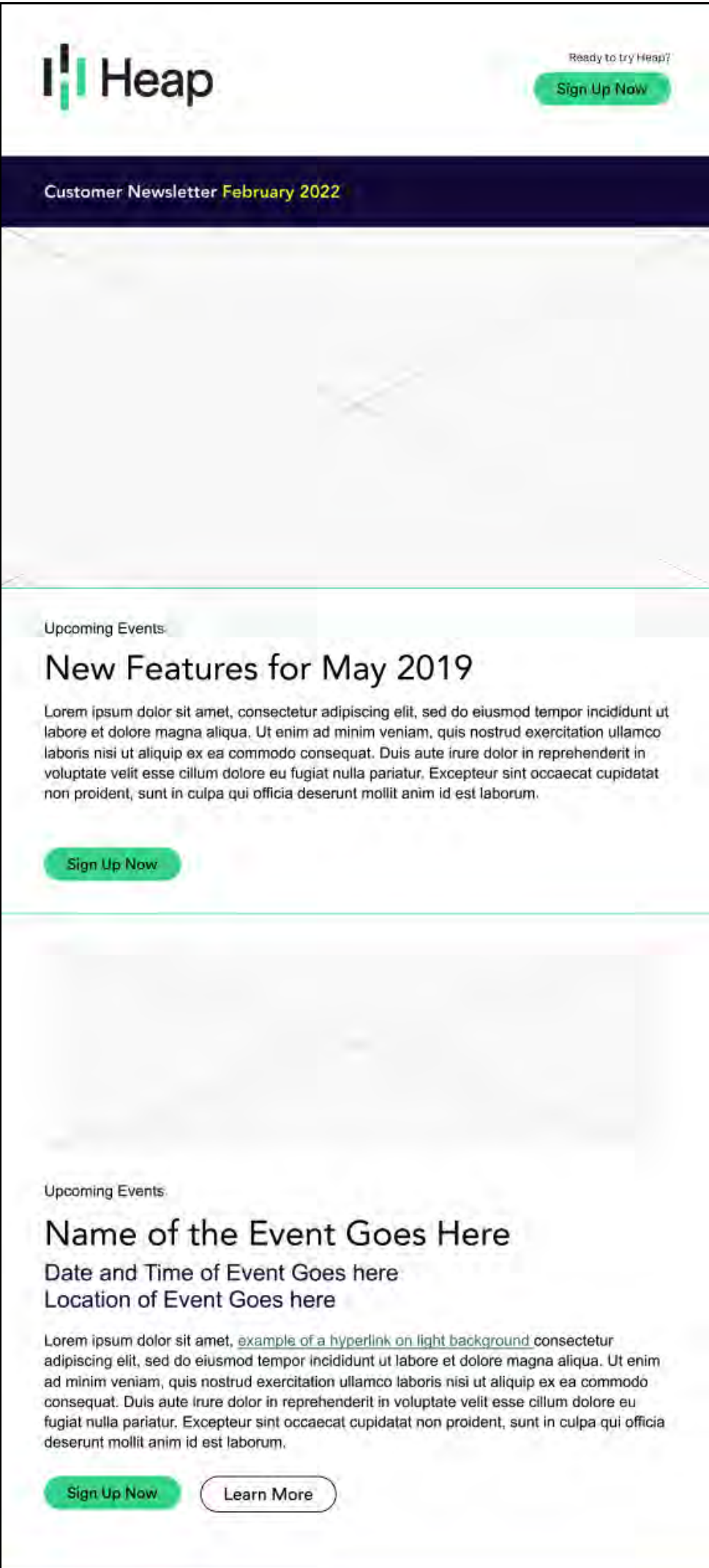


Email

System fonts should be used for emails

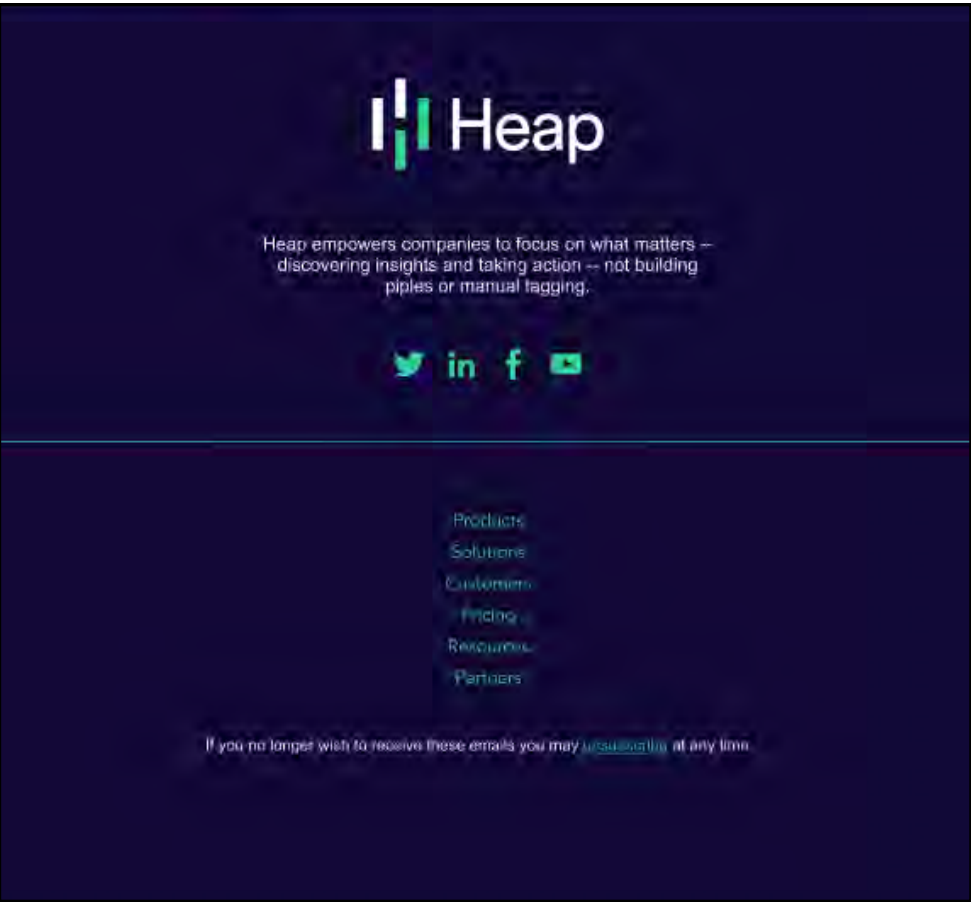
Avenir - Headlines, Buttons

Arial - Body, everything else



How We Look

Footer Style

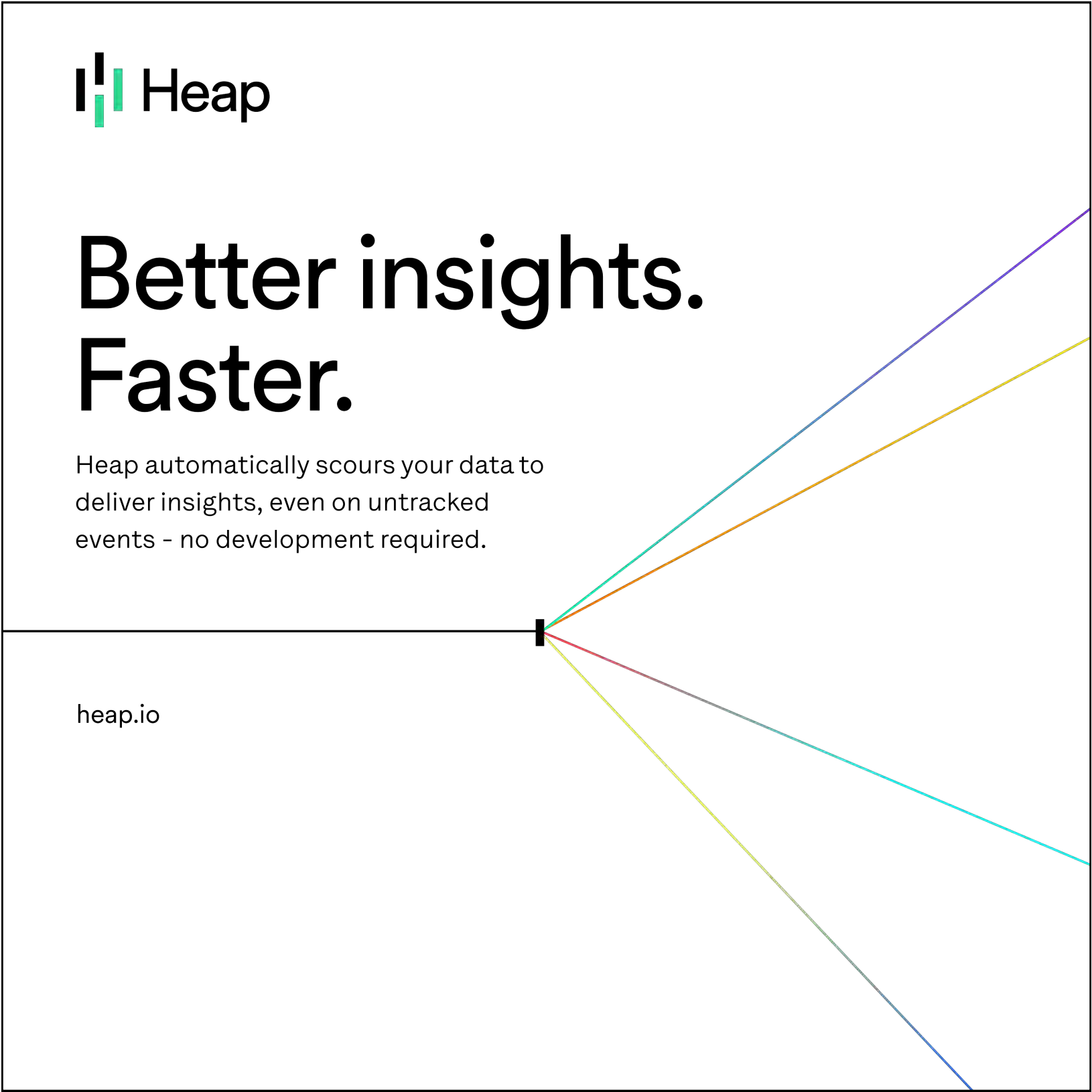


Large Pop-Up Event Signage


Large backdrop banners can utilize the prism as a main element, along with key messaging.

How We Look

Keep prism on navy or white backgrounds.



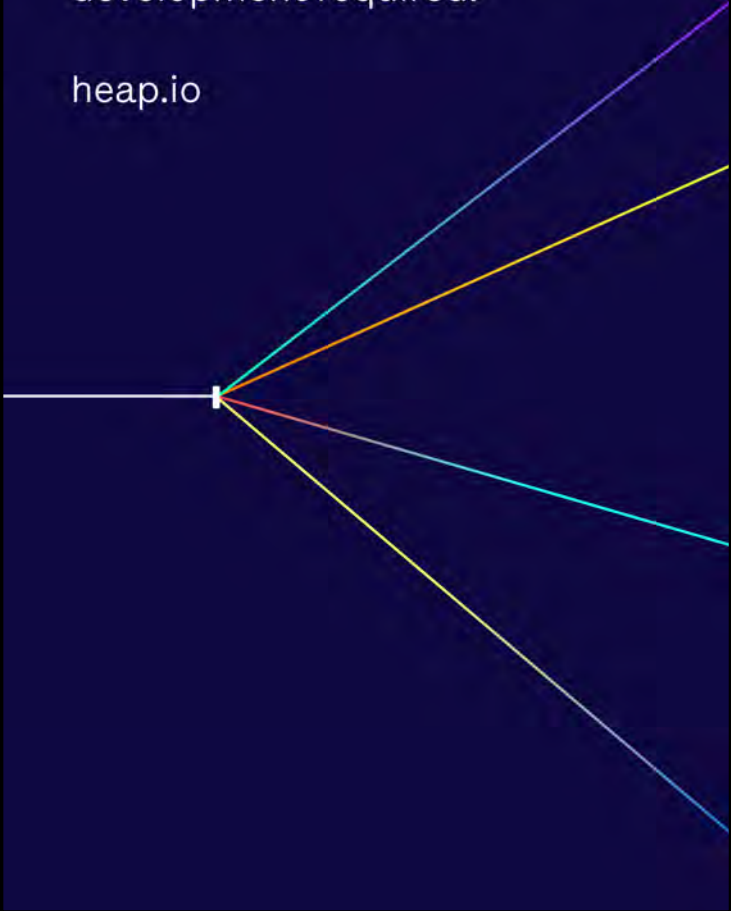
Main Brand Messaging




Better insights. Faster.

Heap automatically scours your data to deliver insights, even on untracked events - no development required.

heap.io



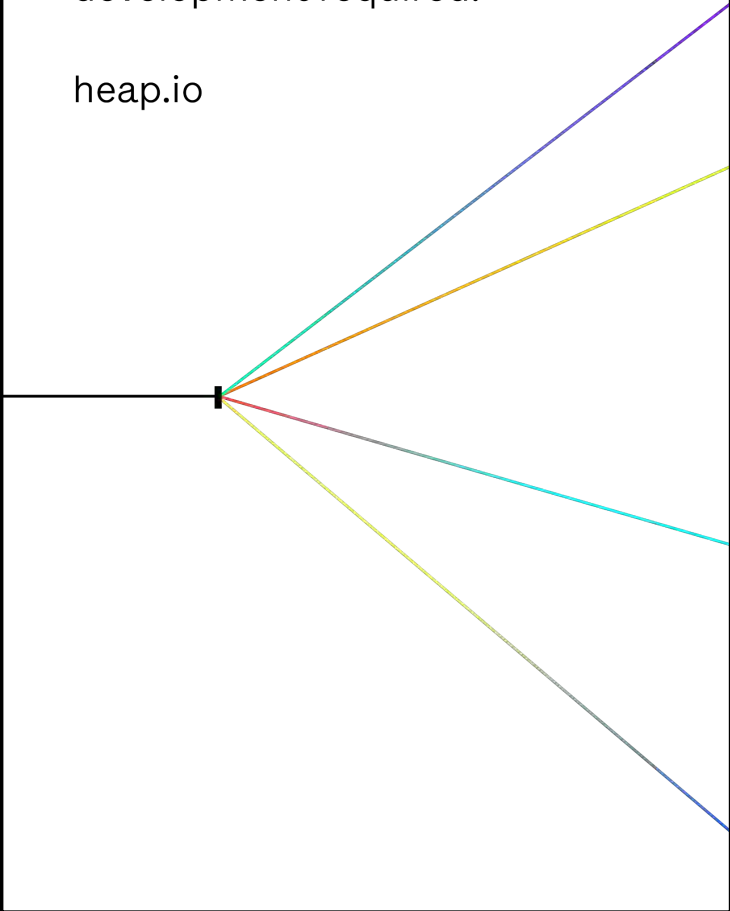
Key Platform or Use Case




Better insights. Faster.

Heap automatically scours your data to deliver insights, even on untracked events - no development required.


heap.io



Key Platform or Use Case




Our Platform




Understand your users

Heap helps you quickly identify patterns in user behavior so you can group users accordingly and engage them based on their actual experience.



Capture user behavior automatically


With just a single snippet of code, Heap automatically captures every view, click, swipe, and form fill. No more missing data or missed opportunities.



Pinpoint hidden opportunities

Our platform's powerful data science layer scours your dataset to automatically uncover the insights that lead to the biggest business results


Quotes



updater.

"Effort Analysis showed us where users were confused between steps, helping us increase our overall conversion rate by 2%."

Large Message



Learn how you can tap into your SaaS

How to use the slide deck is included in the master template. Here are a few key slides from the the how to use.

How to get started using this template

1

Make a copy of this file.
(File > make a copy)

2

Delete or hide guideline slides when you're ready.
(Highlight slides 1-16 > skip slides)

3

Add slides via the master template.
(Use the plus sign button in the top left)

There are different color variations of certain slides in the master template. Slides that don't have color variations can be changed manually by clicking on the "background" button and selecting a new color from the dropdown.

Guidelines

Type

1

Use sentence case or Title Case for all text. Do not use ALL CAPS.

2

Do not use block or right justified text unless working in Japanese or Chinese languages.

Guidelines

Slide title goes here

← What is the topic on this slide? Make sure it's clear.

•

Presentation aid: Designed for presentation not to read as a doc

•

Keep your slides clean and consistent

—

Bullets do not wrap

—

Do not decrease fonts, move margins, titles

•

Simple & succinct: Simple words and as few as possible

•

Apply information architecture (i.e., title, purple summary box)

Punchline goes here (primary takeaway)

Fonts

1

Use Poppins Medium for slide titles and subheads.

2

Use Work Sans Normal for body copy.
(Poppins Medium can be used within body copy when smaller headline styles are necessary, like it is on this slide)

Guidelines

Slide title goes here

•

Presentation aid: Designed for presentation not to read as a doc

•

Keep your slides clean and consistent

—

Bullets do not wrap

—

Do not decrease fonts, move margins, titles

•

Simple & succinct: Simple words and as few as possible

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Apply information architecture (i.e., title, purple summary box)

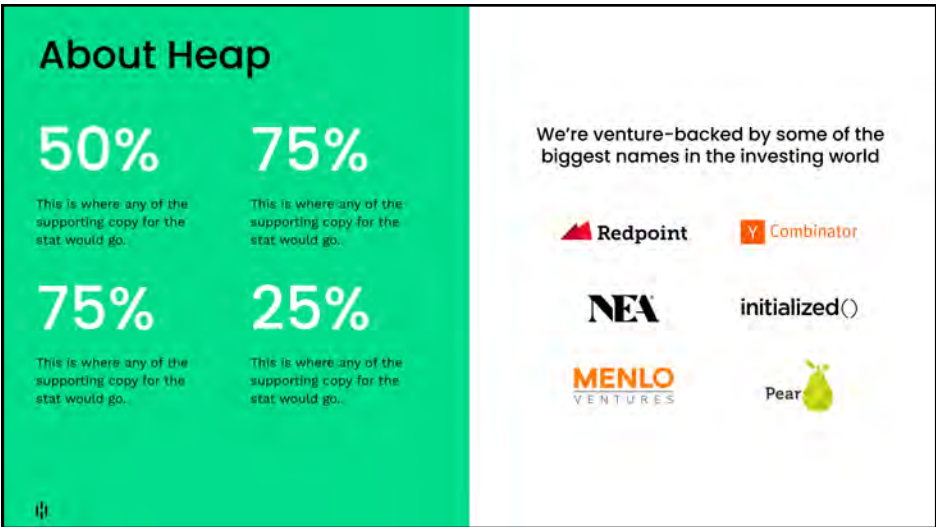
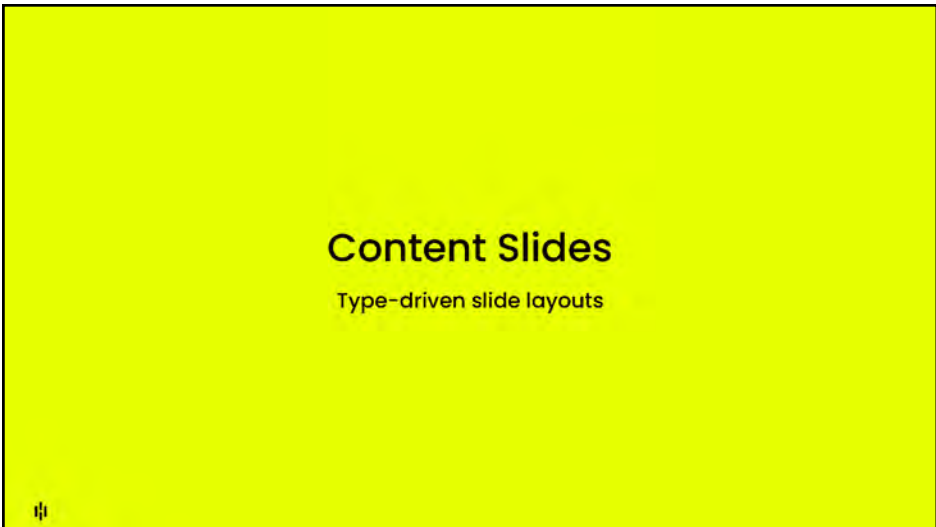
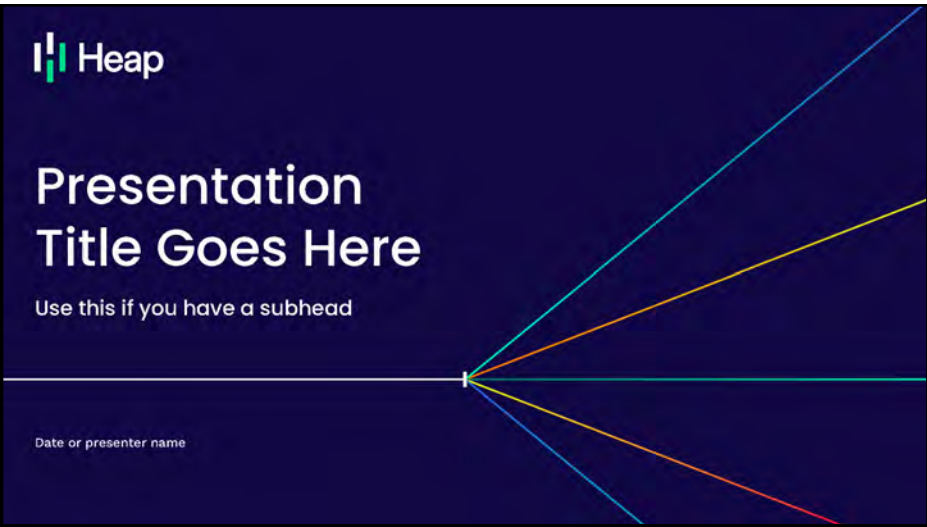
Synthesize the main point(s) of the slide.

Punchline goes here (primary takeaway)

Pitch Deck

How We Look

Slide Examples are below.



We're venture-backed by some of the biggest names in the investing world

Redpoint

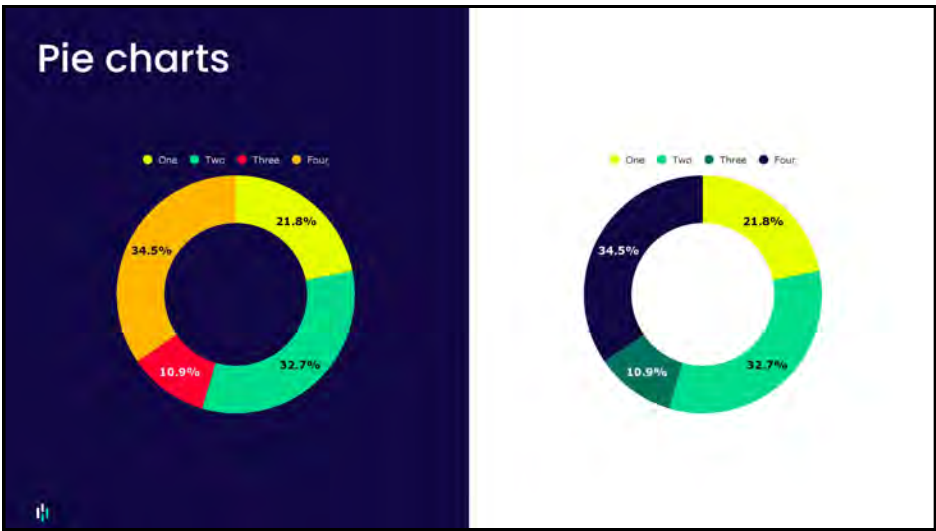
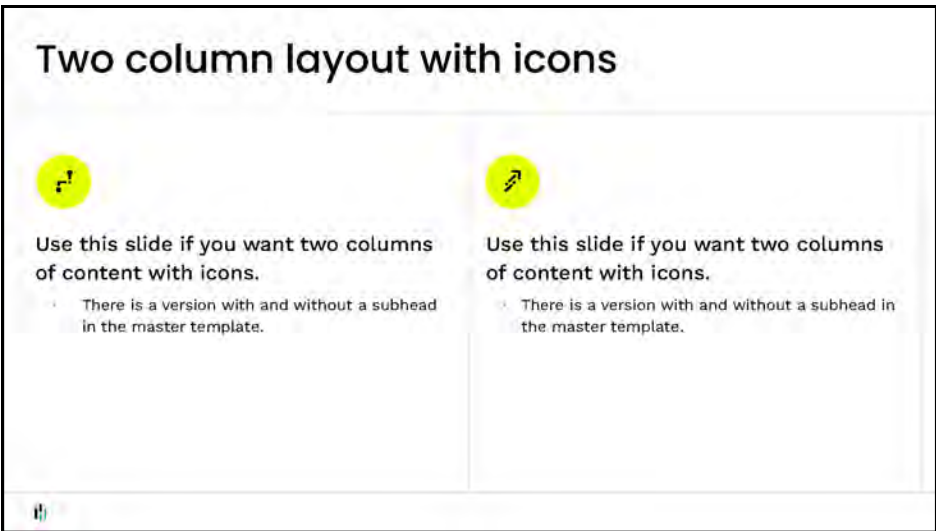
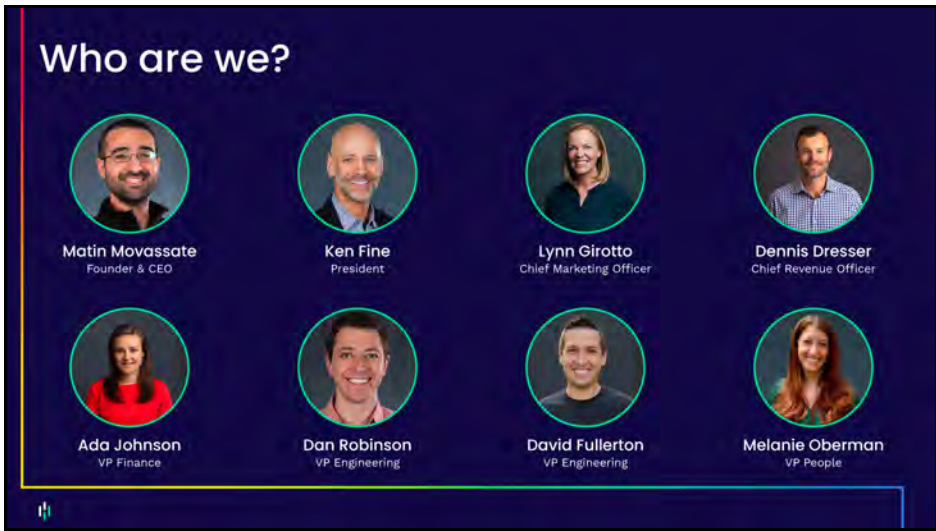
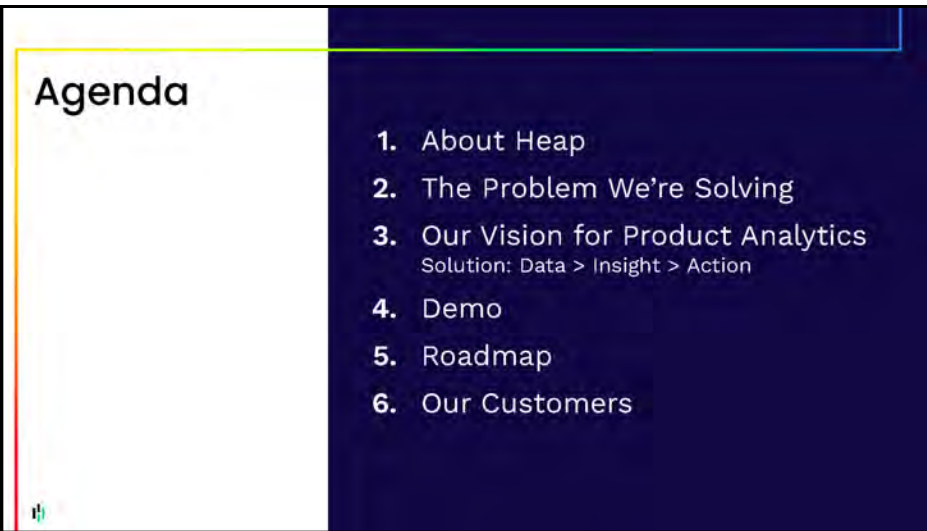
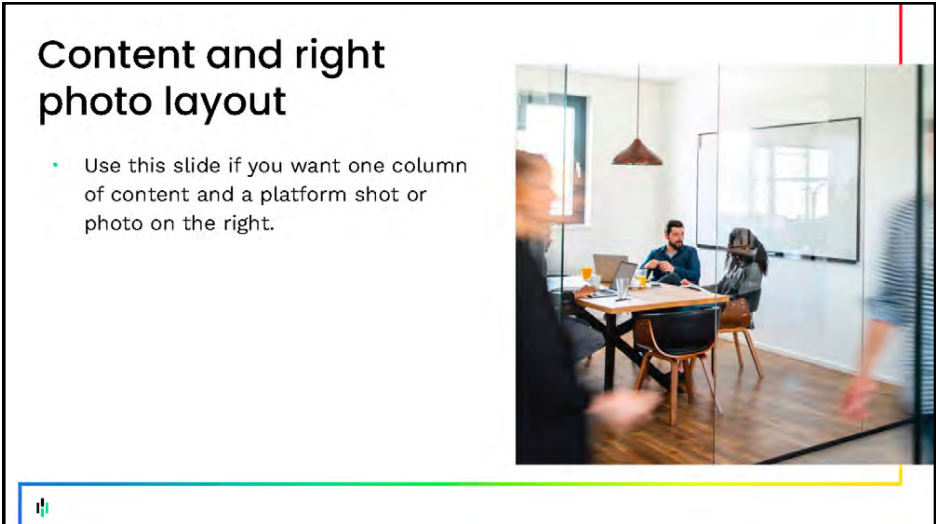
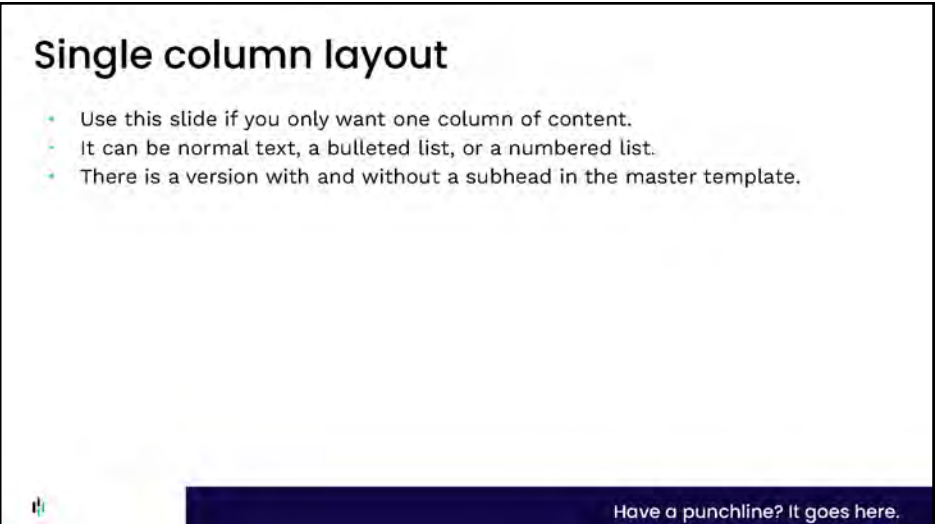
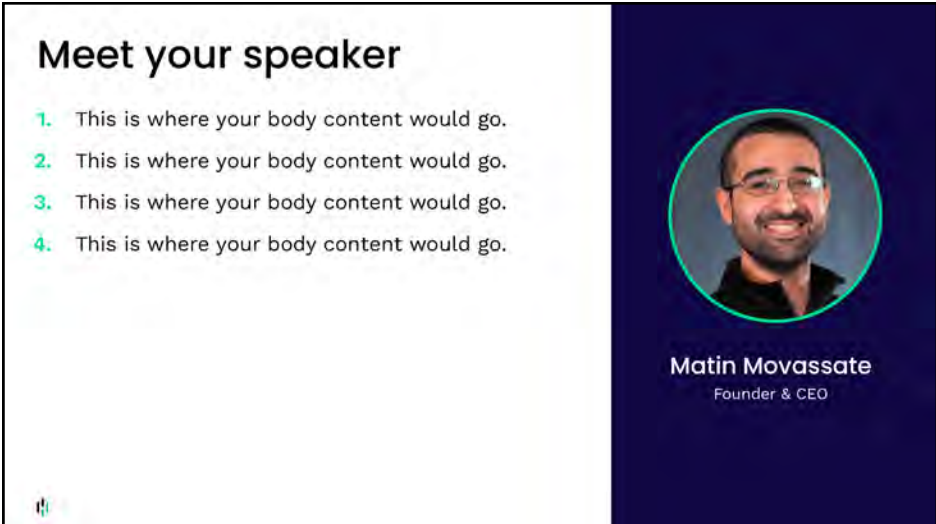
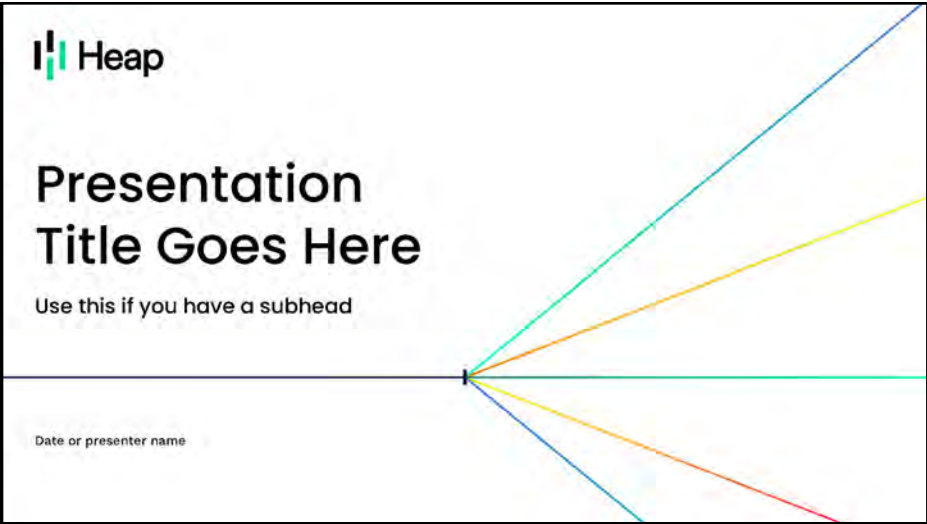
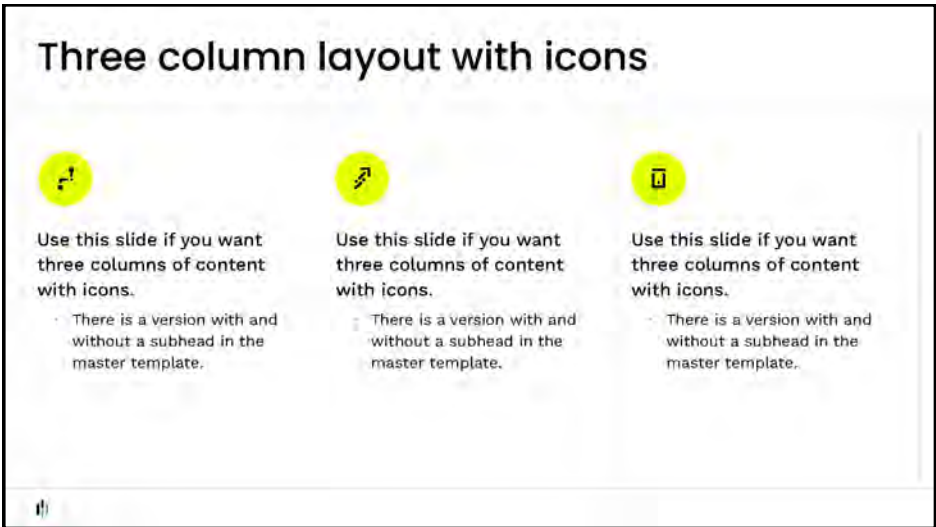
Combinator

NEA

initialized()

MENLO VENTURES

Pear





How We Talk

How We Talk

13

Brand
Voice

Our brand voice establishes how we talk to the world. It governs our written personality, and guides our use of language in all written communications, including social media, website copy, blog posts, emails, advertisements, and more.

Brand Voice:

	Inspired by: Substantive	Inspired by: Illuminating	Inspired by: Dynamic	
	Conversational	Provocative	Active	
	Human, Approachable, Helpful	New, Real, Detailed	Crisp, Fresh	

How We Talk

14

Brand
Message

Our brand message articulates who we are as a company, what we do, and how we deliver value to our customers. It is the external manifestation of our company positioning, and serves as the foundation for our external communications.

Brand message:

Heap is the future of digital insights. Heap's low-code, easy-to-use digital analytics software provides the quickest time to insight, backed by the most complete dataset, combining quantitative and qualitative analytics so teams can understand not only what users do, but why. With Heap, fast-moving teams illuminate hidden insights and get the answers they need to act with confidence, creating the best possible digital experiences to accelerate their business.