



**tradable
bits**

Tradable Bits Press Kit

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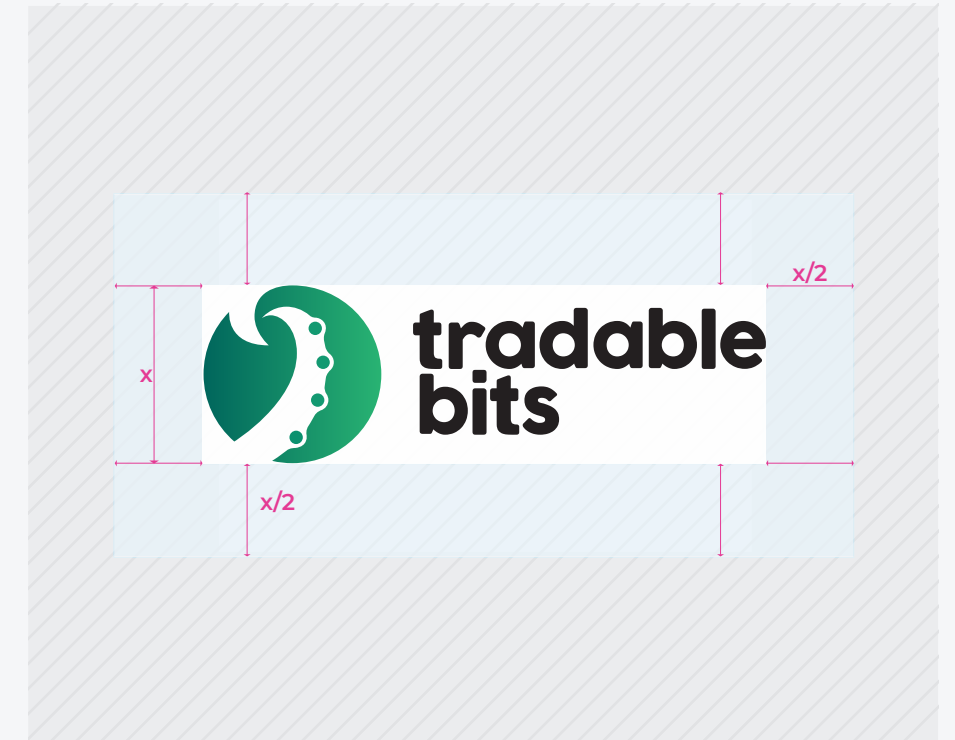
0.1 Logo Specifics

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



0.2 Typeface Details

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.

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.*

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.*

Cocogoose Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

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

Montserrat (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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

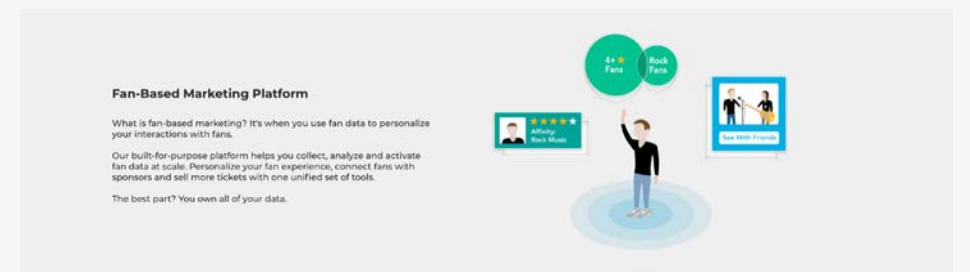


**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@E\$%^&*()**

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!@E\$^&*()**

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

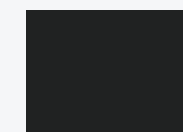


Pantone
1235C

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.



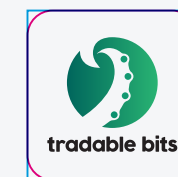
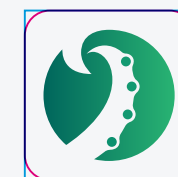
Solid Black

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 misuse 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 official 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

Tradable Bits

Corporate name: TradableBits Media Inc.

Know Your Fans, Market Smarter

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.

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.

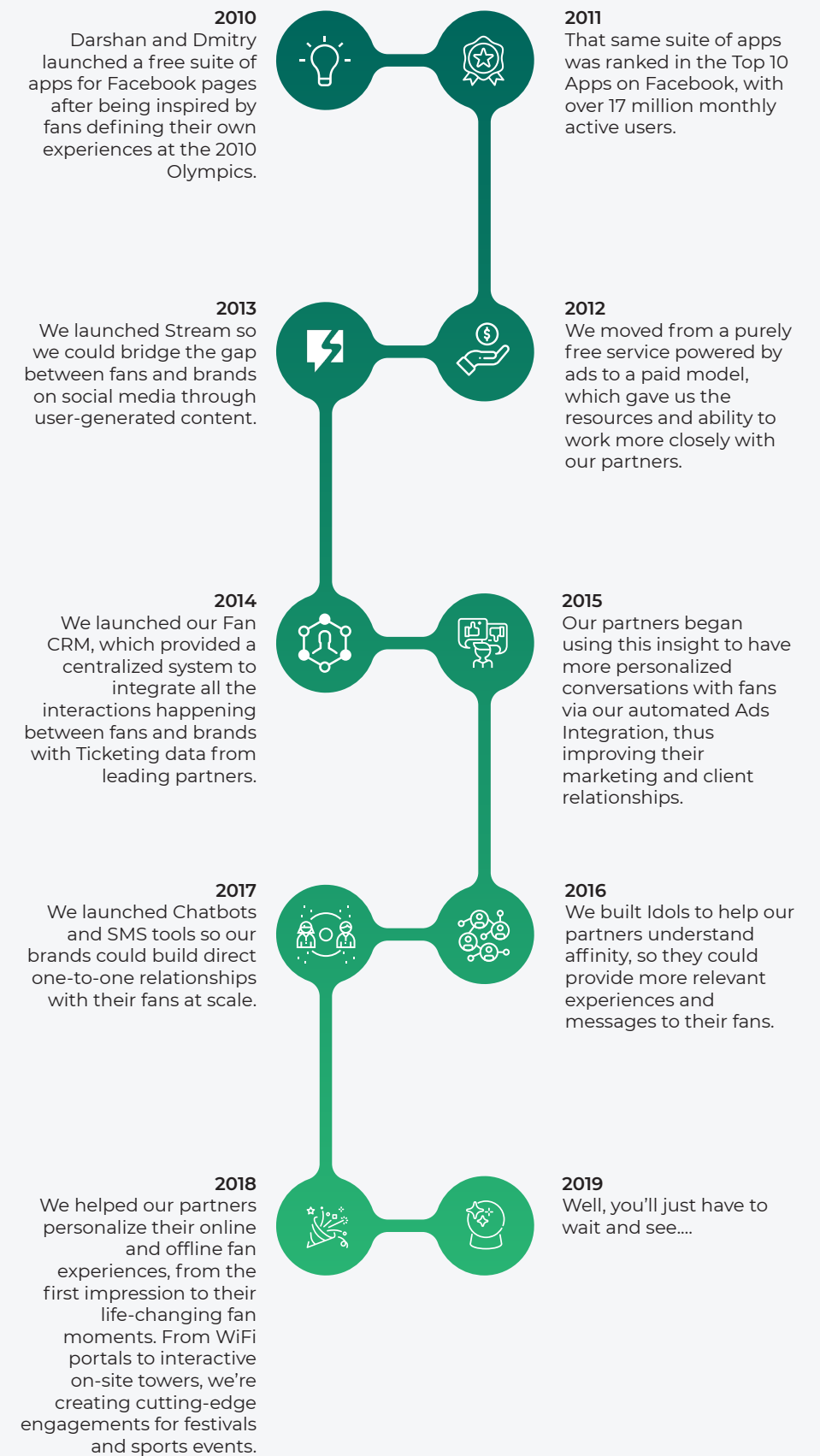
Teamwork

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.



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 25 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

1.4 Executive Team

Darshan Kaler

CEO + Co-founder
[linkedin.com/in/darshankaler](https://www.linkedin.com/in/darshankaler)

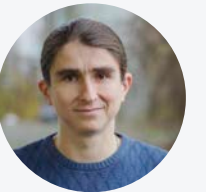
Creating shared moments is Darshan's lifelong vision. Whether it was building communications infrastructure at Bell, or uniting billions worldwide to watch the 2010 Olympics, he is driven by connecting people around collective experiences. Tradable Bits is the pinnacle of the past 25 years he's spent 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 digital marketing industry.



Dmitry Khrisanov

CTO + Co-founder
[linkedin.com/in/dkhrisanov](https://www.linkedin.com/in/dkhrisanov)

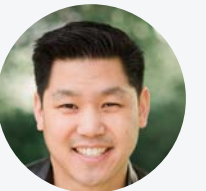
Dmitry is a database architect with a masters in mathematics, legendary developer and crazy cyclist with a serious disdain for gravity. In his spare time he codes and designs back-end systems, while still managing to be an attentive father and husband. His past is a trail of high tech enterprise companies 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

Director of Business
 Development
[linkedin.com/in/lennygoh/](https://www.linkedin.com/in/lennygoh/)

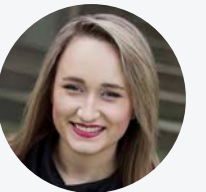
Lenny loves creating genuine relationships. During his decade in social media and eCommerce, he helped teams and brands improve their marketing by building quality relationships with their fans. His role as Director of Business Development at Tradable Bits is the pinnacle of this path - where he's helping 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.



Emily Taylor

Director of Marketing
[linkedin.com/in/emilysarataylor/](https://www.linkedin.com/in/emilysarataylor/)

Emily Taylor is the Director of Marketing for award-winning fan data platform, Tradable Bits. She leads a team that helps the biggest music and sports companies in North America implement fan-based marketing strategies and sell more tickets with personalized ads. She's the author of ebooks, white papers and expert op-eds, as well as a ghostwriter for several creative geniuses in the Vancouver tech scene. She's spoken at dozens of conferences and has taught marketing workshops at every major university and industry school in Vancouver. Emily has experimented with social media since before you could "Like" something on the internet, and continues to research and imagine where social tech will be in 10 minutes, 10 months and 10 years from now.



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



"Knowing our fans and showing we care by always working towards better audiences and more relevant ads not only set us apart from the competition - it resulted in digital ads that performed better than we could've ever expected."

Emily Harenza
Digital Marketing Director, AC Entertainment (Bonnaroo)



"Our cost per lead was less than 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



1.6

Contact

Contact Details

Phone Number:

+1 (604) 620-7911

Address:

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Hours of operation:

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For interview requests or more information, contact:
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