# Whitepages™

## Get to know us.

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# Hi there. We're Whitepages.

This brand guide is your chance to get to know us.

Collected here is the stuff that makes us who we are. Tangible things, like our logo, color palette and typography. Intangible things, like our positioning and voice.

Our brand is the sum of these parts. Together they create a personality. An attitude. An experience that should be a carried through every single thing we do as a company.

We're a playful brand — but we take this stuff seriously. That's because it's the most important asset we have as a company. It's what drives everything we do. And more importantly, it's why we get out of bed every morning to do it.

So let's get started. This is going to be fun.

# Whitepages delivers services committed to authenticity, transparency and personal control of identities because we believe data should be used for good.

This statement answers three simple but profound questions that help express our beliefs, mission and vision.

**What we are:** An identity company.

**How we deliver it:** Through services committed to authenticity, transparency and personal control.

**And finally, the all-important why we do this:** Because we believe data should be used for good.

It isn't easy to sum up everything you stand for in a single statement. It took a lot of blood, sweat, tears, beer and whiskey for us to get here. It's our collective job to make sure everything we do lives up to this statement.

So yeah, get to know this. It's important stuff.

# "With great power comes great responsibility."

It's a quote attributed to Voltaire. But we remember it as words of wisdom passed on from Uncle Ben to Peter Parker.

We're a bunch of data geeks. We have big data. Accurate data. Powerful data.

It's what we do with that data that differentiates us as a company. And like Spidey, we're the good guys — because there's a lot of stuff we could do with our data. But our brand positioning is the guiding light to help decide what we should do with that data.

The services we provide. The products we develop. How we innovate against and evolve our existing portfolio. Every single decision we make as a company needs to ladder back up to this single mission statement.

That's why we're putting the stake in the ground as an identity company. We believe people need and want to be empowered with real online identities. We also believe we're the ones uniquely positioned to provide the context and

authentication to validate those identities are genuine. So our users can make connections with one another — and stand united against the scammers and the fraudulent.

To live up to this mission, we will always strive for the highest levels of accuracy. Because we're only as good as the results we deliver.

We will be committed to only using data for good. Because being the good guys is part of our DNA.

We will be vigilant about always letting people know how their data is being used. Because we have nothing to hide.

And most importantly – we will put control into the hands of the people who need it the most. Our users.

# A little background.

Alex Algard, our founder and CEO, was a college student back in 1997 when he had an idea: Make it easy for people to find, be found and connect.

At the same time, he smartly (did we mention that school was Stanford?) found a very interesting, very available URL: Whitepages.com.

Turns out the old phone book's name (the printed White Pages was a directory of people's addresses and numbers, for those of you too young to remember) was a generic term. The result is a business that is today a top 40 web property with multiple top-ranking mobile apps and more than 50 million unique users each month.

That's the past. We've gotten a lot of mileage out of that association with the old phone book. But our brand has evolved. We're developing new products. And rather than focus on our old association with the phone book, we're making the Whitepages™ name stand for something new — which is laid out in our brand positioning. As part of this effort (with more to follow in the ensuing pages), we've evolved our usage of the Whitepages name.

Whitepages should always be used as a single word with no space between "white" and "pages" in print or text. Only the "W" should be capitalized; never the "p."

The name of our brand and our company is Whitepages. Only use Whitepages.com when you are specifically referring to the Website — and the same capitalization rules apply for the site.

The Whitepages name is a trademarked term. For print, always include the trademark for the first usage of the Whitepages name in text; on the Web or mobile, include the trademark for the first usage of the Whitepages name in copy on each page.

# We all own this.

While the brand marketing and design teams are responsible for the tenet, tone, look and feel of our brand (and ultimately serve as our internal police to ensure consistency) — every single employee of Whitepages is a steward of the brand.

Our ability to live up to the principles laid out in this guide starts with you. This is a singular vision for the entire company. To bring this vision to life, every employee needs to understand the guidelines, rules and principles contained in this brand book, and apply them to their job. Every single day.

That's cool.
But how does it look?

# Our logo stands for validation, personal control, and authenticity.

The Whitepages logo is the visual representation of everything our brand stands for. The most prominent component of the logo is the check mark making up the final strokes of the W — it's a literal representation of the validation and authenticity Whitepages provides.

A thick, rounded custom typeface has been created to soften the effect of the logo, balancing approachability with authority.

We've also included our app icon. Please note that the logo is the only graphic that represents our company and brand; the app icon should only be used to represent our mobile app.

### 01  Primary logo



### 02  App icon

# Yes, white is a color. Especially to us.

Our primary brand color is white. All designs should consider its relationship to other elements first and foremost. Our secondary palette is made up of grays, green and burnt orange.

Gray provides a neutral palette for representing our logo on a white background; it also provides a neutral accent color to complement white. Green and burnt orange are our accent colors. The green brings a modern edge to the brand that is friendly and energetic, smart and approachable — with a more somber burnt orange to balance its levity.
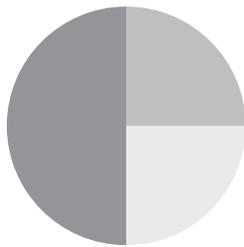
01  Grays
PMS: PANTONE 424U
CMYK: 0/0/50
RGB: 147/149/151
HEX: 939597

100%    60%    20%
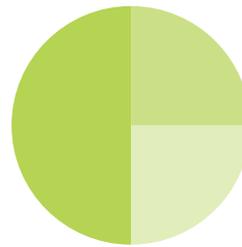
02  Greens
PMS: PANTONE 381U
CMYK: 33/0/85/0
RGB: 181/212/84
HEX: B5D454

100%    70%    40%
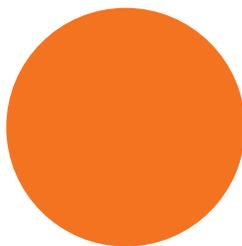
03  Burnt Orange
PMS: PANTONE 158U
CMYK: 0/68/100/0
RGB: 243/115/32
HEX: F37320

100%

# We're digital first.

The typefaces we've chosen for branded communications are Oxygen and Roboto. Both typefaces are Google Web fonts — making them ideal for web and mobile applications.

We've chosen Oxygen for headline and subheads because it is light and airy, with an excellent use of white space — the mix of curved tails with sharp edges create a typeface that is open and friendly, but still feels high tech.

For text and body copy, we have chosen Roboto for its easy legibility and modern look and feel.

01  Headline: Oxygen Bold 26pt

## Welcome to Whitepages

02  Subhead: Oxygen Light 20pt

## Welcome to Whitepages

03  Body text: Roboto Regular 12pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec venenatis at nibh id sagittis. In hac habitasse platea dictumst. Morbi lobortis lacus vitae luctus consequat. Aenean felis nisi, luctus non sollicitudin id, condimentum a neque.

# Let's lay down a few ground rules.

Our logo is the visual representation of our brand. So we have very specific thoughts on how it should and shouldn't be used. The following examples illustrate our POV. If you have any questions not covered here, please refer to the brand marketing and design teams for guidance.

✓ So perfect in every way

**whitepages**™

⊗ Do not call out the W

**whitepages**™

⊗ Do not stretch in any direction

**whitepages**™

⊗ Do not change letter sizes

**Whitepages**™

⊗ Logo must stay one primary color

**whitepages**™

⊗ Do not place in objects

**whitepages**™

⊗ Never, never, ever, add drop shadows

**whitepages**™

⊗ Use only the primary gray

**whitepages**™

# A few more things.

Same story here. The following rules apply to our app icon. Again, if you have any additional questions, don't hesitate to get in touch with the brand marketing and design teams.

⊘ So perfect in every way



⊗ Do not change the colors



⊗ Do not change the shape of the W



⊗ Do not mirror or rotate the icon



⊗ Icon should always be brand gray



⊗ Do not stretch the icon

# This might crop up.

A cropped W can be used as a design element for creative executions.
When doing so, keep the following rules in mind:

• Any crop should show at least 75% of the logo
• The final cropped piece should still read as a W
• The cropped graphic should not take up more than 30% of the page
• The W should be placed so that the crops occur at the corner of a page (one
   horizontal edge crop, one vertical edge crop)

⊘ So perfect in every way
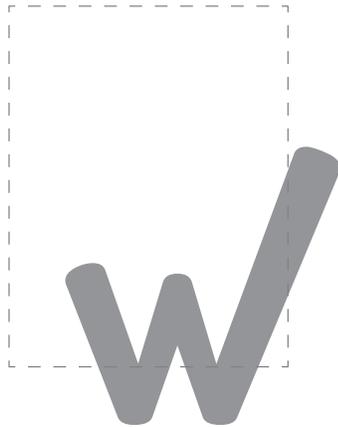
⊗ Incorrect crop
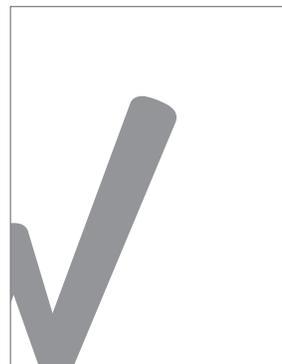
Great!
But what about
our sub-brands?

# So how do our sub-brands work?

For our sub-brands we've established a solid, infinitely expandable logo and naming convention. Attractive but not flashy, simple but not unsophisticated, the sub-brand quietly complements the master brand without ever overshadowing it.

It's pretty intuitive, really. Whitepages is our master brand, and the sub-brand follows it, its name a clear description of what the product actually does.

Even though the sub-brands appear in all caps within the logo, they are meant to be written just like the master brand, never in all caps. Whitepages Pro, not Whitepages PRO. Whitepages Caller ID, not Whitepages CALLER ID.

The logo convention itself is versatile. Its expert letterforms lend a professional air, its weight a trustworthy and reliable tone, and its rounded ends an approachable and friendly demeanor.

01  Primary logo

Whitepages™ PRO

Whitepages™ CALLER ID

# Behind every great primary logo is a great secondary logo.

Our sub-brand logos can be awfully long. We understand that sometimes there won't be enough horizontal space for them. In those instances (and only in those instances!) it's totally okay to use this secondary stacked treatment.

02  Secondary logo

**whitepages**™
**PRO**

**whitepages**™
**CALLER ID**

## So how does it look on backgrounds?

Just like our master brand logo, our sub-brand logos should be in all white when they're placed over darker backgrounds.

# Our sub-brands have a few color guidelines of their own.

The fresh blue below is Whitepages Pro's primary accent color. It's primary because it's used exclusively in our visual language to talk about Pro products. It's an accent because it should never overpower the core palette of whites and grays.

Other consumer products, like Caller ID, don't have specialized color palettes and just use the master brand scheme of white, grays, greens, and burnt orange.
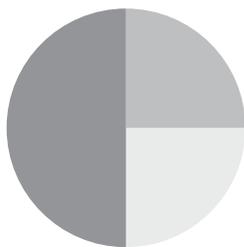
01  **Grays**
PMS: PANTONE 424U
CMYK: 0/0/50
RGB: 147/149/151
HEX: 939597

100%    60%    20%
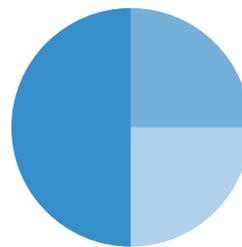
02  **Blues**
PMS: 299U
CMYK: 73/33/2/0
RGB: 60/143/201
HEX: 3C8FC9

100%    70%    40%
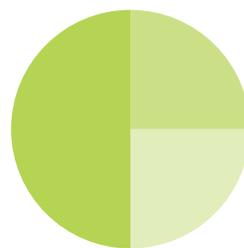
03  **Greens**
PMS: PANTONE 381U
CMYK: 33/0/85/0
RGB: 181/212/84
HEX: B5D454

100%    70%    40%
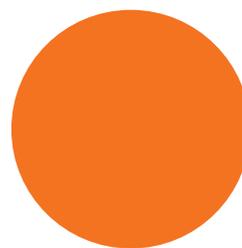
04  **Burnt Orange**
PMS: PANTONE 158U
CMYK: 0/68/100/0
RGB: 243/115/32
HEX: F37320

100%

# Just a couple more rules, we promise.

The relationship between our master brand and sub-brands is very specific, so there are just a few more guidelines on how they should and should not be used. As always, if you have any questions not covered here, please refer to the brand marketing and design teams for guidance.

⊘ So perfect in every way

**whitepages™ PRO**

⊗ Do not call out the sub-brand

**whitepages™ PRO**

⊗ Do not alter the size relationship

**whitepages™ PRO**

⊗ Do not rearrange the parts of the logo

**whitepages™**
**PRO**

⊗ Do not cut the master brand short

**W PRO**

# What we say and how we say it is a reflection of who we are.

**Our brand values**

### Authenticity

We're as good as the information we provide. We will strive to be the definitive authority on identity by having the most complete and most accurate data possible.

### Transparency

No secrets here. We will always let users know how their personal data is being used.

### Control

We bring power to the people. That's why we put control of personal data in the hands of the people who need it most. Our users.

### Integrity

We're the good guys. We will stand by our users to help them make their stand against anyone who would use their personal data for illegal, immoral or unsavory uses.

### Innovation

We're never satisfied with good or good enough. We're always exploring new ways to evolve our current offerings and finding new ones that support our brand positioning.

**Our brand personality**

### Approachable

We're talking about stuff people take seriously. Stuff that can be a little scary and uncomfortable at times. We have to focus on being open and friendly to make our audience at ease at all times.

### Playful

Just because it's serious stuff doesn't mean we have to be completely serious. There's a wink to what we say and do, without trying to be overtly silly or cute.

### Contemporary

We're modern and of-the-moment in an effortless way that's never trying too hard to be hip or cool.

### Trustworthy

Trust is the foundation of our relationship with our customers — so we always need to be sincere, earnest and straightforward in the way we communicate with them.

# And just in case you were wondering...

**Abbreviations**

Wherever possible, we want to refrain from using abbreviations in lieu of
the written brand Whitepages. If you need to shorten the word, use the
the letters WP, all in caps.

**URLS**

When you need to direct someone to the website or refer to the website
as a product, it's okay to use the URL.

When you're directing someone to the site, it's www.whitepages.com.

When you're referring to the site as a product, it's Whitepages.com, with
the first letter capped.

**Corporate Name**

Technically our corporate name is still WhitePages, Inc., which only
appears in legal documents. Please make sure that reference to
Whitepages only appears in this manner in legal documents where we
need to reference our location.

Let's go create
something amazing.

**Whitepages**™