

cazarin
INTERACTIVE

Reach. Connect. *Engage.*

BRAND GUIDELINES

BRAND PROMISE

To be a genuine agency that specializes in building relationships not only between ourselves and the client—but between the client and their customers.

BRAND POSITIONING STATEMENT

For marketing executives seeking a full-service digital agency with attention to long-lasting, profitable business relationships.

MISSION STATEMENT

To help our clients understand and solve their marketing challenges with customized solutions, achieving client-specified goals.

VISION STATEMENT

To be a premier digital marketing agency where both employees and clients enjoy working together in a creative environment filled with happy people.

CUSTOMER VALUE PROPOSITION

Cazarin Interactive offers a unique blend of design, creative, and technological solutions that catapult brands both large and small toward specified goals.

BRAND ESSENCE

Collaborative marketing success

BRAND PERSONALITY

We enjoy finding new, clever ways to solve problems.

We're good at approaching things from a different direction and giving our customers a solution that fits their needs—*not a solution they need to fit.*

We love learning—and teaching.

We take complex concepts and can boil them down to simple explanations that make sense to our customers. At the same time, we're always expanding our own knowledge.

We truly care about our customer's business and their success.

Our customers always feel comfortable approaching us, and we meet them wherever they are on the marketing spectrum.

We get a little geeky about what we do.

We get excited about dorky things like Eblast open rates, CSS tricks, and Google Spreadsheets.

We don't accept "just ok."

We believe in constant improvement, both for ourselves and for Cazarin as a company.

We're earnest, and we don't brag.

We let our work speak for us and we're honest about our capabilities.

We're a little dorky sometimes, and we fully embrace that.

We're not too full of ourselves. We like clever wordplay, board games, and potlucks.

BRAND VALUES

We Operate with Vision and Purpose

We Value Relationships

We Have Integrity

We are Committed to Quality

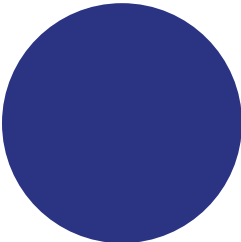
We Value Collaboration

**We Create a Great Atmosphere
for our Employees**

BRAND COLORS

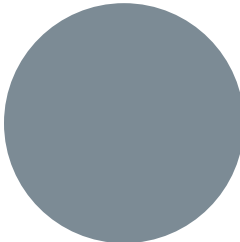
The new brand color palette is built around the classic Cazarin Blue. The secondary colors should be used sparingly to provide a subtle, yet impactful accent.

PRIMARY



CAZARIN BLUE

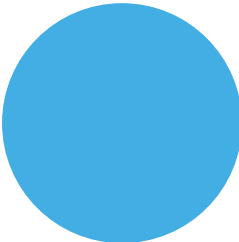
Pantone 2738 CVC
CMYK 100/95/16/4
RGB 43/51/130
HEX #2B3382



DARK GRAY

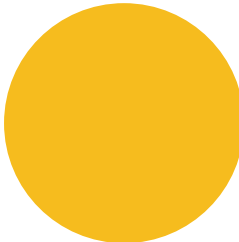
CMYK 55/38/34/3
RGB 124/140/149
HEX #7C8C95

SECONDARY / ACCENT



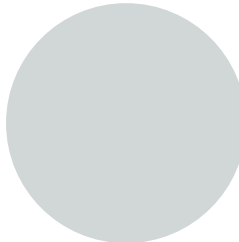
ACCENT BLUE

CMYK 65/14/0/0
RGB 45/177/241
HEX #2BD1F1



ACCENT GOLD

CMYK 3/27/98/0
RGB 245/188/30
HEX #F5BC1E



LIGHT GRAY

CMYK 17/10/12/0
RGB 209/214/215
HEX #D1D6D7

MONTSERRAT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

No Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 & ? !

HEADLINE TYPEFACE

Montserrat Bold is our primary typeface for headline type. The typeface is available from Google Fonts.

LATO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm No

Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 & ? !

BODY TYPEFACE

Lato is our primary typeface for print and digital uses. The typeface is available from Google Fonts.

MAGISTRALC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

No Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 & ? !

MARKETING FUSION TYPEFACE

MagistralC is the typeface used in the Marketing Fusion logomark.



BLACK AND WHITE

For black and white applications, the logo can be displayed in black.



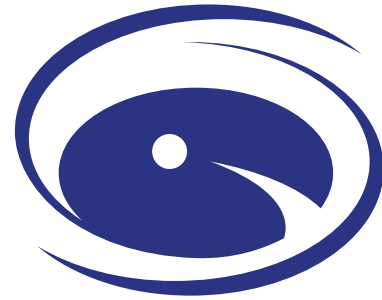
REVERSED

The logo should be displayed in white for reverse applications.



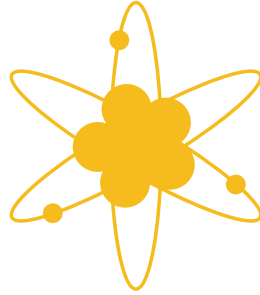
CLEAR SPACE

The minimum clear space should be equal to the height of two letter "C"s of the logo.



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Reach. Connect. *Engage.*



MarketingFusion



BLACK AND WHITE

For black and white applications, the logo can be displayed in black.



REVERSED

The logo should be displayed in white and gold for reverse applications.



CLEAR SPACE

The minimum clear space should be equal to the height of the letter "M" of the logo.

X



cazarin
INTERACTIVE

Do not use unapproved colors.

X



cazarin
web group

Do not use the Cazarin Web Group logo under any circumstance.

X



cazarin
INTERACTIVE

Do not represent the logo in any combination of blue and black.

X



cazarin
INTERACTIVE

Do not rotate or skew the logo disproportionately.

X



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Do not add embellishments to the logo such as drop shadows, embossing, etc.

X



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Do not alter the relationship or size of the logomark and logotype.

ICONOGRAPHY

We utilize icons that are simple and have a strong silhouette. The icons are designed to display well at a large or small size. The icons shown below are just a sample of the icons we use.



PHOTOGRAPHY

Photography can be used to convey the atmosphere at Cazarin. We should avoid using stock photography, especially generic office photography and smiling people with headsets.



A photograph of two people in a meeting. A man in a light blue shirt is sitting at a table, writing in a notebook. A woman in a dark jacket is sitting across from him, holding a tablet. The text "Where Art *meets* Analytics" is overlaid on the image. The word "meets" is in a yellow, italicized font, while the rest of the text is in white. The background is a blurred office setting with a bookshelf and a desk.

Where Art *meets* Analytics

Make sure there is **sufficient contrast** when running type over photographs.

This photo is darkened and has a Gaussian blur effect applied to allow the text to separate from the photo's details.



CLIENT EVENT INVITE

CAZARINADVISOR

FOURTH QUARTER 2014

INSIDE:

[Why Responsive Design is Crucial: Keeping Up With the Phoneses >](#)

[6 Search Engine Optimization Tactics to Leave Behind >](#)

[8 Ways To Keep Your Brand Consistent On Social Media >](#)

Welcome to the First Cazarin Advisor!

From the beginning, my team has focused on building relationships with customers above everything else. We want to be your trusted guide to the wide world of digital marketing, helping you reach your goals online and off.

That's why I'm excited to introduce the Cazarin Advisor Print Edition. It features the best content from our blogs, newsletters, and social media, all based on the marketing topics that impact our customers the most.

This edition focuses on Responsive Design and SEO, some of our most frequently asked about services. Both are crucial to developing a sturdy online presence. Enjoy the read!



Ricardo Ortizcazarín
President & Founder

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Why Responsive Design is Crucial: Keeping Up With the Phoneses



ERIN BOBRON
Project Manager,
SEO Strategist

In 2007, the first iPhone brought in the smartphone era. It was cutting edge technology, featuring an exorbitant price tag and no app store. Since then, mobile technology has only continued to explode. From the recent introduction of the iPhone 6 and iPhone 6 Plus, to the surge of tablets, phablets, and wearables, computers are quickly losing their Internet monopoly.

Behind the surge of smaller, more powerful devices is an equally evolving Internet.

In the timespan between iPhone 1 and 6, the Internet has become more robust, more dependable, and more integral to everyday life. Separate mobile sites are gradually fading away in favor of the all-in-one solution: responsive design.

The obvious ramifications? Websites must be designed with mobile users in mind. Even if they're not a site's primary audience, your customers expect to be able to access basic functionality and information from wherever they are and wherever they connect. If your phone feels sluggish and outdated by year 3 of ownership, chances are your website does too.

[Read the full article at: www.cazarin.com/blog](http://www.cazarin.com/blog)



Look at your phone.
Now look at your website.
Which do you upgrade regularly?

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6 Search Engine Optimization Tactics to Leave Behind



BRAD HEAGLE
Project Manager,
SEO Strategist

Ten years ago, if you called a website design company and asked, "I think my website needs Search Engine Optimization (SEO), what can you do for me?" many of the recommendations you'd receive would be practically useless for today's Internet. In addition to being useless, some of them could now actually *hurt* your website's chances of ranking well on Google. To help bring some clarity to the matter, here are 6 of the once common SEO tactics from the past decade that should finally be put to bed.

1) Submitting your website to "hundreds" of search engines

Automated submission to search engines is a much older tactic from the earlier years of the Internet and has been dead for several years. Google is smart enough to find your site, but to ensure your website is fully indexed, Google offers advanced options through Webmaster Tools. However, anyone promising a magic pill solution through submitting your website all over the place should be avoided.

SEO is a completely different ballgame than 10 years ago. There are a lot of misconceptions about what still works in 2014.

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2) Using keyword meta tags

Once upon a time, a big part of SEO included filling out the keyword meta tags for each page of a site as completely as possible. The once useful keyword meta tags are now irrelevant to search rankings.

3) Keyword stuffing

In the earlier days of search, one could make sure a certain keyword was used lots of times throughout a page, and this could be enough to become a top-ranked page. Not only will this tactic not bring you the glory of top search rankings, but it can actually lead to a penalty against your site.

4) Bad links

Be careful—if the method of getting a link feels unnatural, there's a good chance Google will feel the same way. Focus on creating natural links, or ideally, creating quality content that others will naturally want to link to and share.

5) Over-optimization at the expense of user experience

It's an empty victory if your website works its way to the top of search results only to have potential customers click the link, grimace, and hit the back button two seconds later (otherwise known as "bounce"). A bad user experience isn't good for getting new customers, it certainly isn't good for your brand, and now, more than ever, it isn't good for ranking well on search engines.

6) Complete dependence on search engines

With the arrival of social media, search engines aren't everything, and website traffic doesn't just come from search queries. It pays to spend time enhancing your social media presence to attract visitors in new ways.

[Read the full article at: www.cazarin.com/blog](http://www.cazarin.com/blog)

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Google's New Mobile SEO Standards

On April 21st, a new update to Google's Search Algorithm is rolling out. If you're searching from a mobile device, you'll no longer see non-mobile friendly sites ranking well in search results. Learn about the warnings Google's been sending, and what this means for your site.

[Read More](#)



JUST FOR FUN Become A LinkedIn Power User

LinkedIn is an incredibly useful way to network with your peers, showcase your achievements, and keep in touch with contacts. Wanting a little more from the platform? [Read Our Handy Guide.](#)

FEATURED SERVICE Content Marketing

Content drives traffic, plain and simple. We have an entire team to help you craft, tweak, and perfect your site's content, as well as generate ongoing buzz.

[Learn More](#)

SAVE THE DATE Spring Client Event

Keep an eye out for your invite to our spring event!

When:
Wednesday, April 22
3:00-6:00 PM

Where:
[CRAVE West End](#)

CONNECT WITH US



www.cazarin.com



Why Does Hosting Matter?

You put a lot of thought into your website's content, design, and functionality. By comparison, hosting can seem like a no-brainer.

When you host with Cazarin, we provide ongoing support, regular maintenance, daily backups and more to ensure your website is robust, secure, and ready to greet your customers.

[Learn More About Your Hosting](#)



JUST FOR FUN Leadership, Passion, and Dancing

How do you build a good team? It takes respect, trust, the ability to align individual goals with organizational ones - and a healthy dose of passion, with a little bit of silliness. [Leadership from a Dancing Guy.](#)

FEATURED SERVICE Web Application Development

From integration with your existing CRM or ERP systems to custom eCommerce solutions, we have the programming power to make it work.

[Learn More](#)

ONE LAST THING Save The Date

We love a good party. And we love our customers. We extra love the combination. Mark your calendars for April 22nd, when we'll be having our annual spring client event!

Keep an eye on your inbox - you'll hear more soon.

CONNECT WITH US



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