

Medallia

Medallia Brand Guide

Welcome to the Medallia Brand Guide, your guide to creating on-brand content and assets. As a Medallia partner or employee, please refer to this guide for the consistent application of our identity when concepting, designing and executing communications for us. We appreciate your commitment to our vision.



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1. Logo Guide

This section introduces our logo system. Get familiar with its meaning and how it works to ensure our brand is recognizable wherever it appears. Please refer to it for all use cases.

Medallia

Medallia acts as a North Star, enabling employees to make smarter, more informed decisions and for companies to deliver better customer experiences.

Building off our heritage, our diamond now floats above Medallia, as a dot for the “i”, suggesting a North Star. The diamond as star reinforces our product’s role as a guide that companies look to for guidance.

Color logo

Medallia

One color logo

Medallia

Shorthand color



Shorthand one color



Which version do I use?

The wordmark logo for Medallia, featuring the word "Medallia" in a dark blue, sans-serif font. A small blue diamond is positioned above the letter 'i'.

The word mark logo is our primary logo.

The appearance of our name in the world is important as it creates awareness for our brand. Therefore, this logo should be **used in almost every circumstance.**



Shorthand okay only in specific uses:

Social app icon, Medallia product navigation, favicons, swag (only if full logo exists elsewhere on piece),
If the logo is **smaller than 90x24px please use the shorthand.**

Small logo usecase vs. standard

Note that there is an **adjusted** small version of both the logo & shorthand.

Please use the small version when the logo or the **shorthand** is **24px** in height or smaller.



DO

Medallia

Use color logo on white, sand or light gray
when possible.

DO

Medallia

Use one color logo on dark backgrounds—
use indigo when possible.

DO



Use one color shorthand on dark
backgrounds — use indigo when possible.

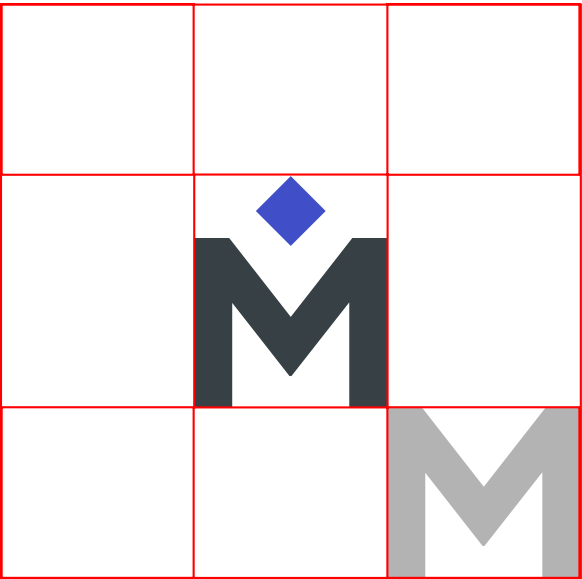
DO



Use color shorthand logo on white,
sand or light gray when possible.

DO

Allow logo to “breathe” preserving a minimum clearance, equal to the height of the letter M.



DON'T

Change the color of the diamond

DON'T

Use the color logo on a background that doesn't provide contrast. When using the color logo please use a light neutral background.

DON'T

Use color logo on a background where it becomes unreadable.



Medallia



Medallia



DON'T

Remove the diamond from either mark.

×

Medallia

M

DON'T

Add text or other logos to the logo or shorthand. You may consult brand team for exceptions.

×

Medallia

PLUS TEAM NAME

✗



M

MEDALLIA

✗



M

BRAND

DON'T

Stretch the logo or shorthand.

Medallia

DON'T

Print the logo smaller than 100px or smaller than an inch in width or height.



DON'T

Rotate the logo or shorthand.

Medallia

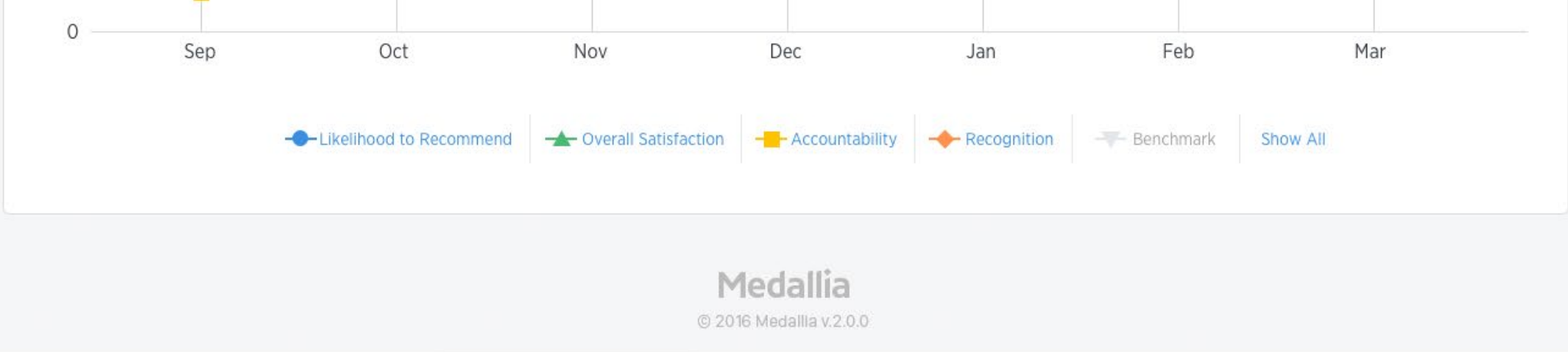
DON'T

Change the shape of the diamonds in the logos.



Logo examples

Examples
of logo in
the product



English ▼

Medallia

Username

Password

Log In

Done

q w e r t y u i o p

Medallia Dashboard Resolve Responses Text Analytics **Satisfaction** Profiler Ranker Invitations

Satisfaction

Overview Cross Tab Pivot Table Compare Snapshot

TIME PERIOD: Last 13 months FEEDBACK TYPE: All COLUMNS: Months BENCHMARK: Best 6 Months OWNER: Retail Store MORE: 7 more filters

CURRENT WORKSPACE: RETAIL STORE ▼

NAVIGATION BUILDER

Search by Tab name, Subtab name, Report name, or Role

[Collapse All](#) Role: All ▼

Tab Name	Subtab Name	Report in Subtab	Roles Assigned to Report
▼ Responses			
	Social Feedback	Social Feedback	Zone Field Leader, Regional Field Leader, Advanced Store, InternalAdmin, Simple Store, Text Analytics...
	Employees	Employees	Zone Field Leader, Regional Field Leader, Advanced Store, InternalAdmin, Simple Store, Text Analytics...
▼ Homepage			
		Regions	Zone Field Leader, Regional Field Leader, Advanced Store, InternalAdmin, Simple Store, Text Analytics...



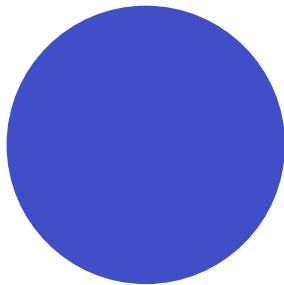


2. Color palette

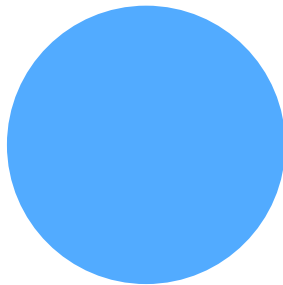
Beyond our logo, our use of color is foundational to our brand identity. Our brand colors mirror the unique product and services we deliver to our customers. Using our colors correctly is one of the best ways to create cohesive Medallia content. Our hero colors consist of indigo, sky blue, emerald and sand.

Brand colors

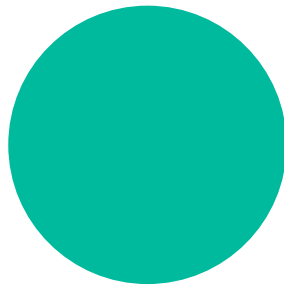
Primary



Indigo
#4050C6
RGB: 64, 80, 198
CMYK: 80, 72, 0, 0
Pantone: 2368 C



Sky blue
#52B1FF
RGB: 82, 171, 255
CMYK: 56, 17, 0, 0
Pantone: 2925 C

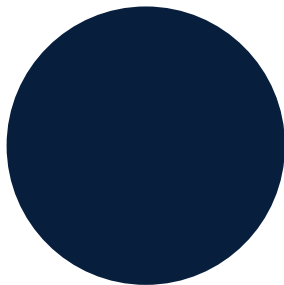


Emerald
#00BFA5
RGB: 0, 191, 165
CMYK: 73, 0, 46, 0
Pantone: 3268 C

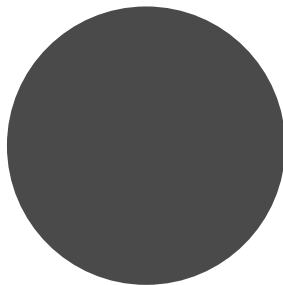


Sand
#F4F0ED
RGB: 244, 240, 237
CMYK: 3, 4, 4, 0
Pantone: 9225 C

Secondary



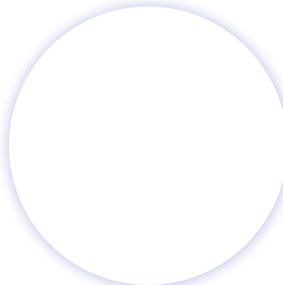
Midnight
#071E3C
RGB: 7, 30, 60
CMYK: 100, 86, 31, 32
Pantone: 648 C



Dark gray (text)
#4A4A4A
RGB: 74, 74, 74
CMYK: 72, 67, 57, 55
Pantone: 447 C

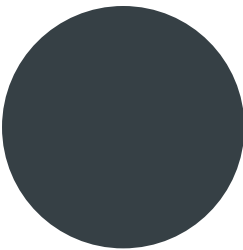


Light gray
#F5F5F5
RGB: 245, 245, 245
CMYK: 4, 2, 4, 2
Pantone: Cool gray 1 C



White
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Logo and shorthand colors



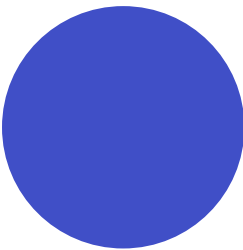
Logo Black

#364045

RGB: 54, 64, 69

CMYK: 75, 62, 56, 45

Pantone: 432 C



Indigo

#4050C6

RGB: 64, 80, 198

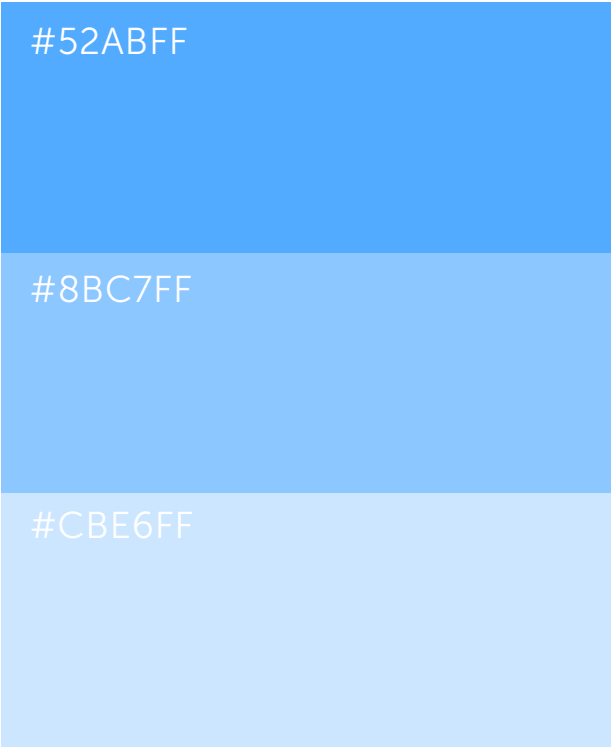
CMYK: 80, 72, 0, 0

Pantone: 2368 C

Color range



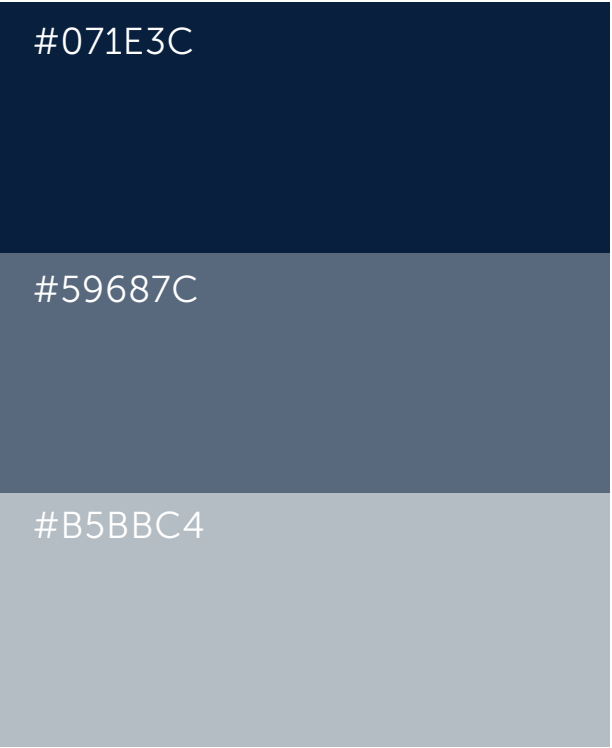
Indigo



Sky blue



Emerald



Midnight

3. Typography

Our brand typeface features Graphik light and Museo Sans at 300 and 700 weights. Graphik is our display type used in main headers and quotations. Subheadings and secondary lines appear in Museo Sans 700 and body copy primarily goes in Museo Sans 300.

Medallia's fonts

Header 1:
Graphik light
#4A4A4A

Header 1

Header 2:
Museo Sans 700
#4A4A4A

Header 2

Body
Museo Sans 300
#4A4A4A

Lorem Ipsum. Et ipsande
liquiatur? Quiamus. Omnist,
nonserferit, occum sunt a
veribust, ut haribusa dolore
plique sam earum imin rae
volorestota dunt quiam.

Graphik light
abcdefghijklmno
pqrstuvwxyz

Museo Sans 700
abcdefghijklmno
pqrstuvwxyz

Museo Sans 300
abcdefghijklmno
pqrstuvwxyz

Typography web

Desktop

H1

Graphik light

font-size: 44px; line-height: 70px; padding-bottom: 20px

H2

Graphik light

font-size: 36px; line-height: 48px; padding-bottom: 20px

H3

MUSEO SANS 700, ALL CAPS

font-size: 18px; line-height: 22px; padding-bottom: 10px

H4

Museo Sans 700

font-size: 20px; line-height: 24px; padding-bottom: 10px

body

Museo Sans 300

font-size: 18px; line-height: 30px

small
text

Museo Sans 300

font-size: 12px; line-height: 18px

Tablet

H1

Graphik light

font-size: 28px; line-height: 44px; padding-bottom: 20px

H2

Graphik light

font-size: 24px; line-height: 36px; padding-bottom: 20px

H3

MUSEO SANS 700 ALL CAPS

font-size: 16px; line-height: 19px; padding-bottom: 10px

H4

Museo Sans 700

font-size: 16px; line-height: 19px; padding-bottom: 20px

body

Museo Sans 300

font-size: 16px; line-height: 24px; padding-bottom: 20px

small
text

Museo Sans 300

font-size: 12px; line-height: 18px; padding-bottom: 20px

Mobile

H1

Graphik light

font-size: 24px; line-height: 32px; padding-bottom: 20px

H2

Graphik light

font-size: 24px; line-height: 36px; padding-bottom: 20px

H3

MUSEO SANS 700 ALL CAPS

font-size: 16px; line-height: 19px; padding-bottom: 10px

H4

Museo Sans 700

font-size: 16px; line-height: 19px; padding-bottom: 20px

body

Museo Sans 300

font-size: 16px; line-height: 19px; padding-bottom: 20px

small
text

Museo Sans 300

font-size: 12px; line-height: 18px; padding-bottom: 20px

Medallia Trademark & Brand Asset Usage Guidelines

Medallia brands, trademarks, styles, logos and slogans (together, “trademarks”) are among the company’s most valuable assets. Proper use of Medallia trademarks by following these trademark usage guidelines protects the value of Medallia trademarks and the Medallia brand. Following are the authorized legal policies and general guidelines for the proper use of Medallia trademarks by Medallia business partners, contractors, consultants, customers, advertising agencies, professional writers and editors, licensees and other third parties. Any use of or reference to Medallia trademarks that is inconsistent with these guidelines, or other unauthorized use of or reference to Medallia trademarks or marks that are confusingly similar to Medallia trademarks, is prohibited and may violate Medallia’s trademark rights.

If your company wishes to use a Medallia logo or other brand assets (such as executive bios or product images), then please contact press@medallia.com. For journalists and media, and those who have been granted permission to use Medallia logos, you may find high resolution version of logos and brand assets [here](#).

If we think that your use of our trademarks or brand assets is in violation with any of our legal terms or these guidelines, or if we feel that your use is not in Medallia’s best interest, we can revoke your permission to use them at any time. Medallia reserves the right to alter these guidelines at any time.

Permitted Uses

You may make fair use of Medallia word marks to make true factual statements about Medallia products or services bearing those marks, or to truthfully communicate that your use of or collaboration with Medallia products or services. Any assertions must, of course, be accurate. You never should use Medallia logos or stylizations of Medallia word marks unless you have explicit written permission to do so. You also never should in any way state or imply that Medallia produces, endorses, or supports your company, products, or services unless you have written permission to do so.

Any use of Medallia logos must comply with the Medallia Brand Guidelines.

When making fair use of a Medallia trademark, you should acknowledge that Medallia owns the trademark. The following language is appropriate: “Medallia®, the Medallia logo, and the names and marks associated with Medallia’s products are trademarks of Medallia and/or its affiliates.”

Prohibited Uses

Prohibited uses include any use that does not follow Medallia’s brand guidelines or other requirements conveyed to you, which may be updated from time to time.

In addition, in particular:

Do not combine or use Medallia trademarks with your company’s product or service name or any other term. Use of Medallia trademarks in such manner would not be a fair use.

Do not incorporate Medallia trademark into your company’s logos or designs.

Do not use Medallia trademarks as or in your domain names or social media handles.

Do not use Medallia trademarks in a manner that would disparage Medallia, its subsidiaries, its products, or its services (e.g., untruthful advertising, false/misleading promotional materials, etc.).

Do not use Medallia trademarks more prominently than your company, product or service name.

Do not use Medallia’s trademarks or brand assets without Medallia’s permission or permitted under fair use principles.