



2019 Media Kit





About

Our humble beginnings as a digital agency opened our eyes to a problem faced by many growing businesses: most marketing tools are designed for large corporations and come with an enterprise-sized price tag.

Serving small medium-sized businesses has been in our DNA from the beginning. Everything from our features, support, and pricing is designed with this in mind. Our all-in-one marketing platform is made to help SMBs manage customer relationships across all digital channels, all while staying on-budget and receiving support in *their* language. That's why we created SendinBlue.

**We help
businesses
meet their
customers:**

**this mission is
in our DNA &
it's the driving
force behind
everything
we do**



Why Rebrand?

The needs of SMBs are evolving. Now more than ever, online visibility is essential to stay competitive and relevant.

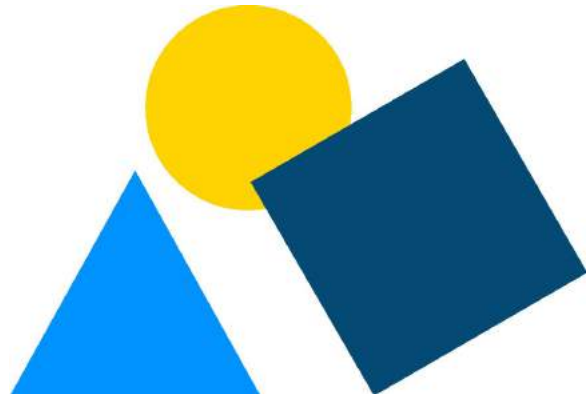
That's why we've added a ton of new features to make sure you've got all the tools you need to grow fast and beat out your competition -- all in a single platform. But, we didn't want to show up with the same old look. We took the opportunity to fully update our style to better fit with our new offerings.

So, without further ado... check out the new Sendinblue!





Organization



Seattle, United States

Located in the heart of Seattle's historic Pioneer Square neighborhood, our friendly team supports clients in English, Spanish, and French. Our US-based marketing team is always growing too!



Noida, India

Located in bustling Noida, our engineering and design team continually enhance and expand Sendinblue's core services. Our growing customer care team also offers support to English-speaking clients.



Paris, France

Sendinblue's headquarters are in the center of Paris, providing a vibrant home for our diverse team. We also work hard to support clients in French, Spanish, Italian, German, Portuguese, and English.



Berlin, Germany

Located in the dynamic and trendy district of Kreuzberg, our friendly team supports our German-speaking clients. Our engineering and design teams work to enhance our drag and drop editor as well.



The all-in-one marketing platform



Email Campaigns & Transactional Email



Drag & Drop Editor



A/B Testing



SMS Marketing



Retargeting



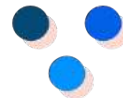
Marketing Automation



Send Time Optimization



Chat



CRM



Landing Pages



Noteworthy Stats



80k+

Businesses

160

Countries served

100M

Emails/SMS per day

99%

Deliverability rate

4

Offices worldwide

6

Languages

30M

Partech Ventures

250+

Employees



What's our focus



Mission

We are here to help businesses grow. This mission is in our DNA, and it's the driving force behind everything we do. We empower all businesses to build and grow relationships with their customers across all digital channels. By taking a modular approach, we enable companies to build the marketing engine they need with less effort, and at a cost that makes sense.



What we offer



Value proposition

The most reliable and accessible digital marketing platform for growing businesses. Including everything from email to more advanced, multi-channel marketing functionality; our platform grows alongside our users' businesses.

Positioning

Our modularity enables every company to build the marketing engine with all the tools they need, at a cost that makes sense.



Our Values

1. Empower the customer

We succeed when our customers succeed. This idea goes into everything we do: from developing the product to communicating with prospective and existing users.

4. Humbly open

We are an open company with an emphasis on humility. Everyone is accessible and open to listening to, challenging, and being challenged by others in their work.

2. Build up together

We're always stronger together. We all bring value to Sendinblue, constantly collaborating to achieve our shared goals and help each other develop our own skills.

5. People company

People are our biggest strength. With more than 25 different nationalities, our diversity gives us a wide variety of perspectives to help us grow, learn, and improve together.

3. Impact first

We always look for improvement. We think big and stay agile to find the most impact, continuously improving and building on what we've done.





Our clients

LOUIS VUITTON



Europcar





Our customers love us! 🥰

“In today’s net-savvy world it has become common for any business to have a website which they use mostly”

EDWART
CHOCOLATIER
— PARIS —

Edwin Yansané
Founder of Edward Chocolatier





Our customers love us! 🥰

"I love creating campaigns with the drag & drop builder! I just choose a template, then customize the design how I want."



Benjamin Latour

Marketer @ CrossFit Calmeta





Our customers love us! 📶💕

“We recommend Sendinblue to all the startups we advise. It adapts perfectly to their needs, even at rapid growth!”

Moovjee **Bénédicte Sanson**
General Manager @ Moovjee





Logo



Logo over light background



Logo over dark background



Logo Usage

It's important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone has been added around the logo.

This exclusion zone defines the amount of spacing required between the logo and any other graphic element. It is a fixed relationship that is not to be changed for any reason.





The Symbol

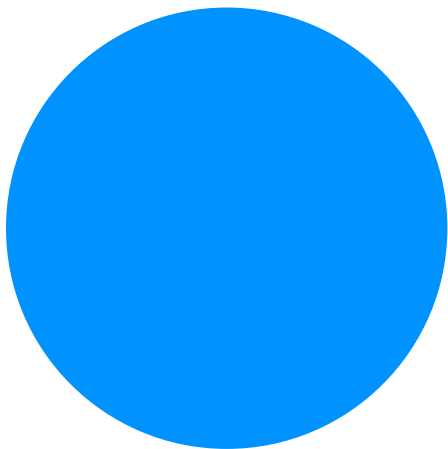


Starting with the 'S' from Sendinblue, the shape multiplies and fans out to form a "rolling wheel." This is a reference to the ensemble of features we offer in our platform to help you construct the vehicle that will take you where you want to go with your business.

Next to this symbol, we've added our name in all lowercase to remind us of the humility we need to maintain in order to accomplish our mission of helping businesses form stronger customer relationships.

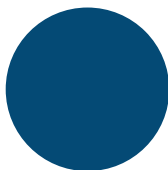


Our Colors



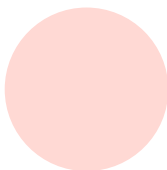
Azure Radiance

#0092FF
R:0 G:146 B:255



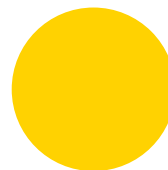
Regal Blue

#044A75
R:4 G:74 B:117



Peach Schnapps

#FFD9D4
R:255 G:217 B:12



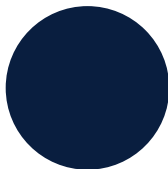
Gold

#FFD201
R:255 G:210 B:1



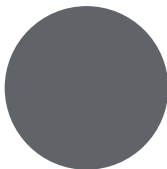
Blue Ribbon

#0161E5
R:1 G:97 B:229



Downriver

#091E3F
R:9 G:30 B:63



Shuttle Gray

#606469
R:96 G:100 B:105



Ebb

#EEEECEB
R:238 G:236 B:235



Typography

Publico

Headline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<>?{}|\

Open Sans

Regular & Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<>?{}|\



Illustrations





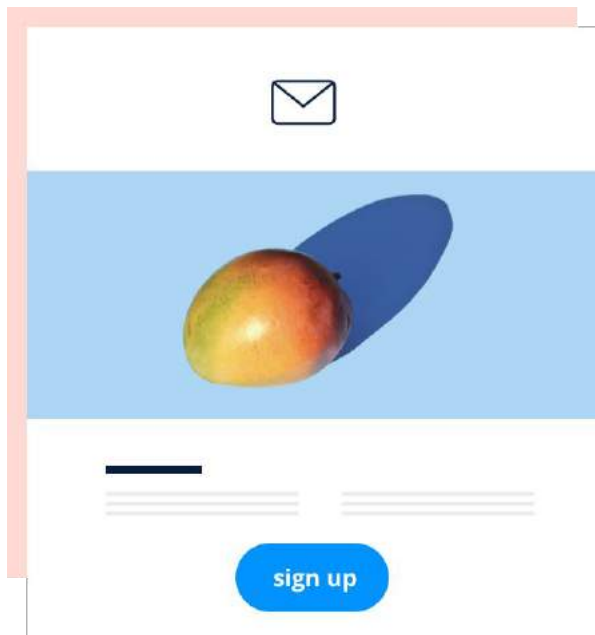
Photography

To contrast with the abstract nature of the illustrations, we wanted photos of real people to add a more human aspect to our identity. This fit perfectly with a "customer testimonials" section.

To inject some fun into the process, we took a rather "unconventional" approach to these photos, asking subjects to "play" with an object related to their business or organization as a nod to the human side of our customers. We used movement and props to create a more quirky final product. Finally, we superimposed the images over plain color backgrounds to create more cohesion with the color palette of the website.







Screenshots

With the launch of our new look, we've touched up the design and feel of our platform to be consistent with the new colors and design. These screenshots show the updated style.



Language and Tone

We are efficient, caring, and honest, so our copy needs to be straightforward, yet trustworthy. It should be written with a smile and a hint of charm.

We always try to put ourselves in our customers' shoes and focus our communication on customer benefits rather than features. Whether they're a specialist or beginner, we always share our expertise with empathy, clarity, and simplicity.

- Casual, but not overly familiar
- Motivational and empowering, but not demanding
- Always charming, without trying to be hilarious
- Reassuring and welcoming, but never confined
- Efficient, but not purely functional or overly pragmatic



Contact

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Thanks