

MBO Sales & External Brand Guidelines

UPDATED: JUNE 2023

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1

MBO Sales & External Brand Guidelines

Introduction

1. Introduction

This document serves as a visual guide for creating, modifying, and using the presentation layouts found in the Sales & External Master PowerPoint Template.

While this is complementary to the Product Brand Guidelines, this document is designed to be independent and contains information and examples specific to the Sales template.

The Appendix provides samples of how the Sales & External Brand Guidelines have been expanded and applied to MBO Research publications.

MBO Sales & External Brand Guidelines

Color Palette

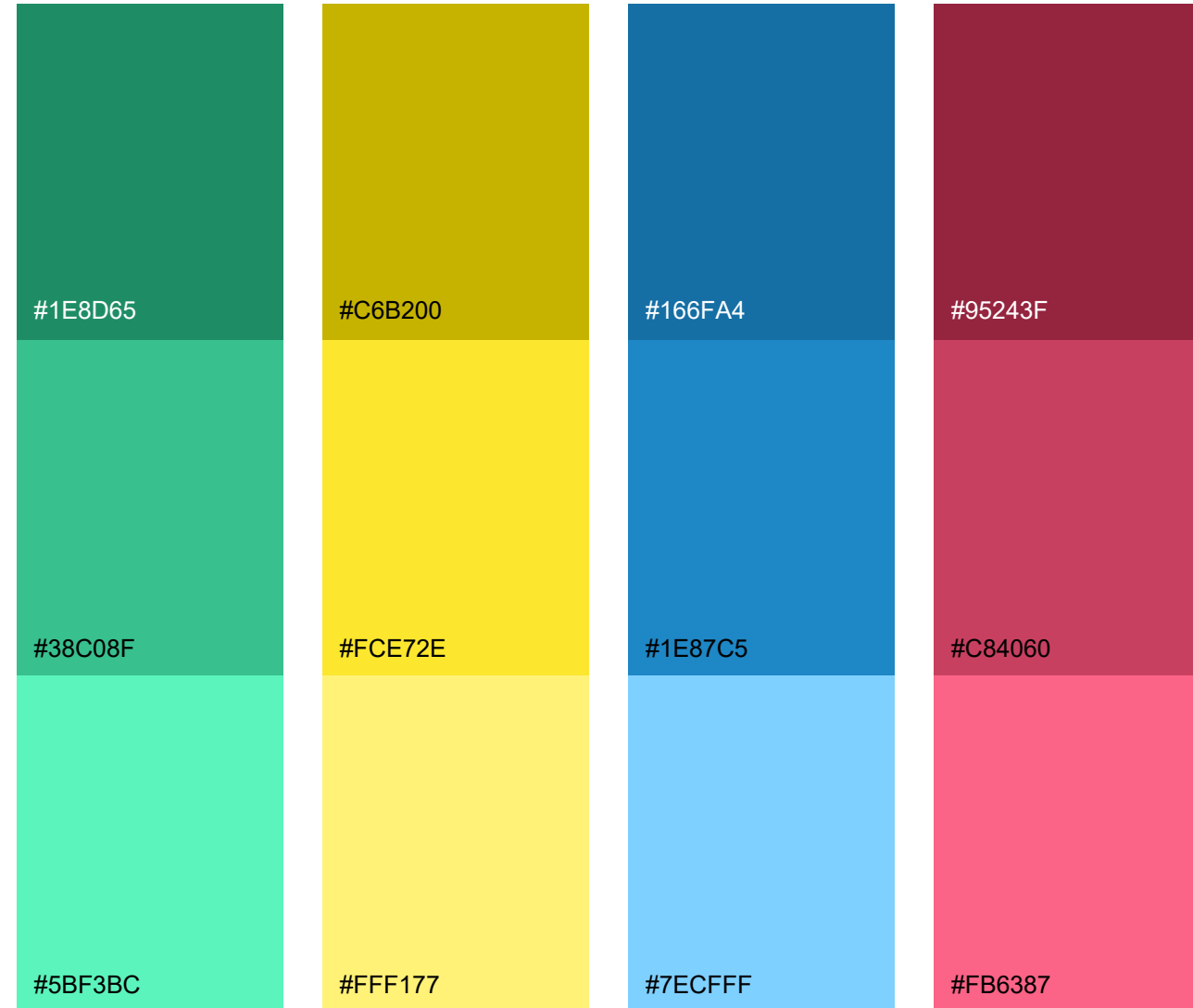


2. Color Palette

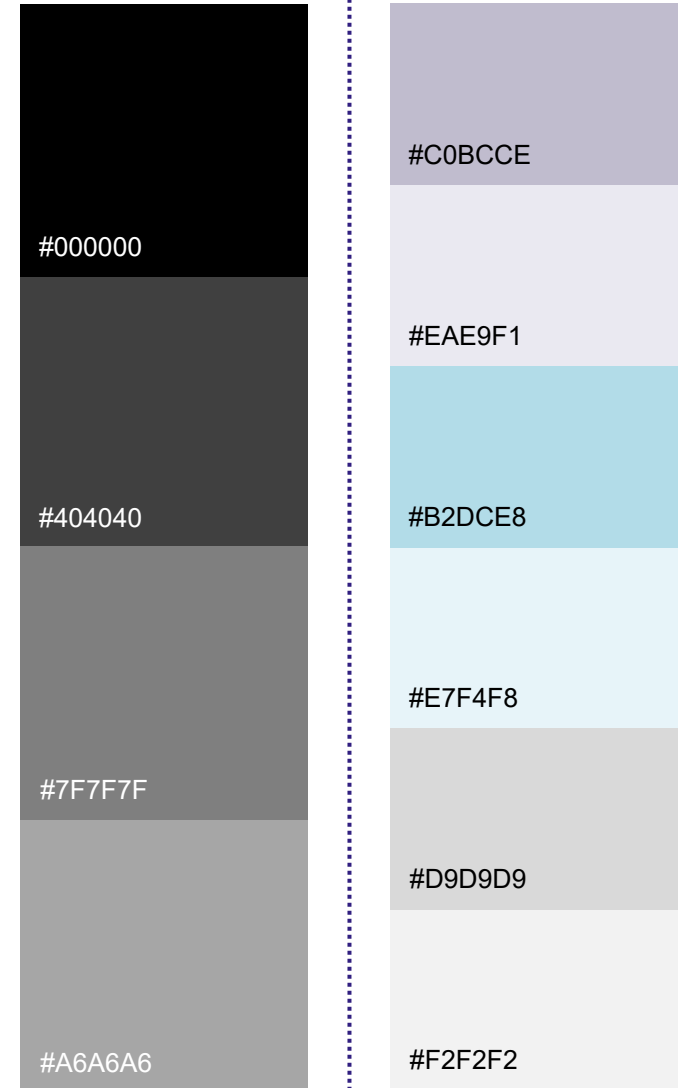
Primary



Secondary

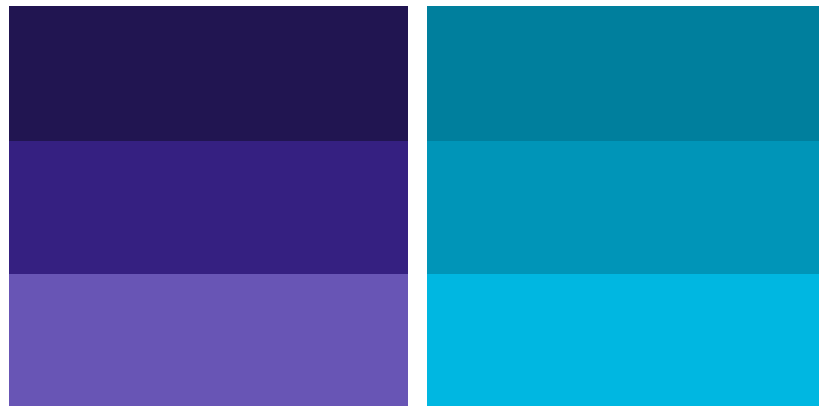


Backgrounds



2. Color Palette Usage

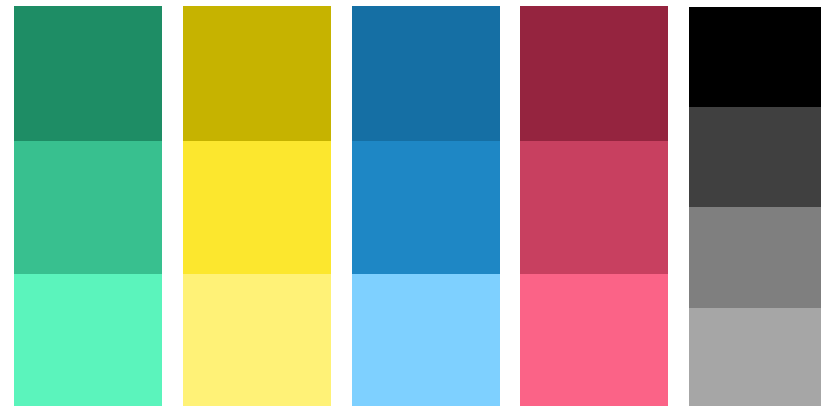
Primary color palette



Indigo and Teal serve as the primary colors for MBO Sales & External materials. These are used as the main colors for all designs and are often applied as color floods for title and dividers, primary colors in charts and diagrams, and as multiplied color floods over photography.

Various lighter shades are available and can be used to create contrast and depth.

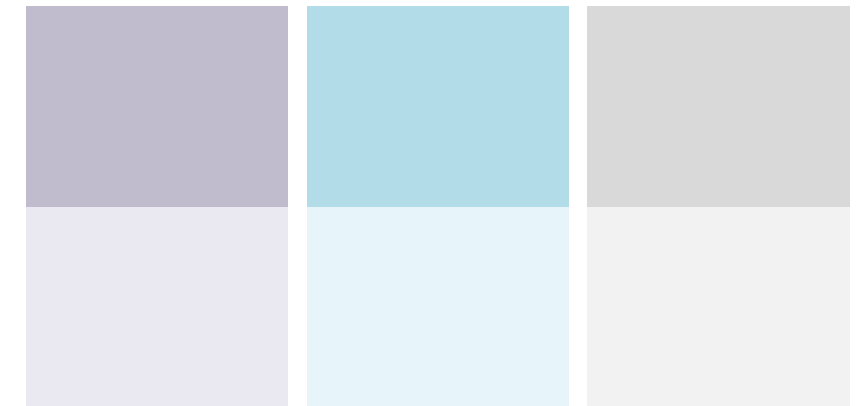
Secondary color palette



The secondary color palette should be used as accents to highlight content, support data visualization, and emphasize information.

Black and various shades of grey are to be used for body content. All other colors are permissible for use as text, granted they are legible. For instance, do not use yellow text against a white or light-colored background.

Background color palette



Various layouts within the PowerPoint template incorporate these lighter shades as background colors. They can visually divide a page and help to frame graphics.

In some instances, a combination of these colors are used on the same layout to create a layering effect behind diagrams and devices.

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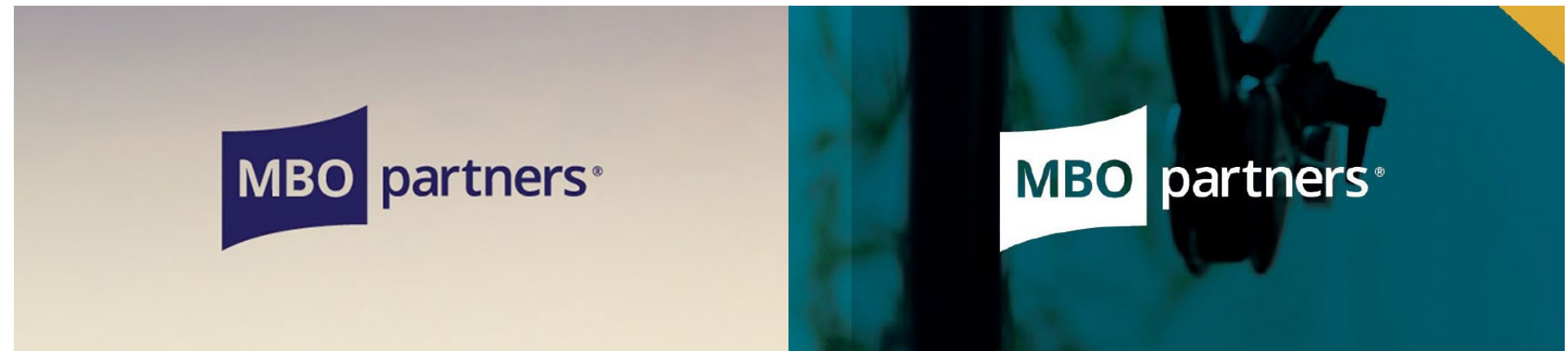
Brand Logo



3. Brand Logo – Colors & Backgrounds

The full MBO brand logo is designed to be displayed in colors of indigo, black or white.

The logo should always be placed against a solid color background or one that provides adequate contrast for maximum readability.



3. Brand Logo – Size, Clear Space & Placement

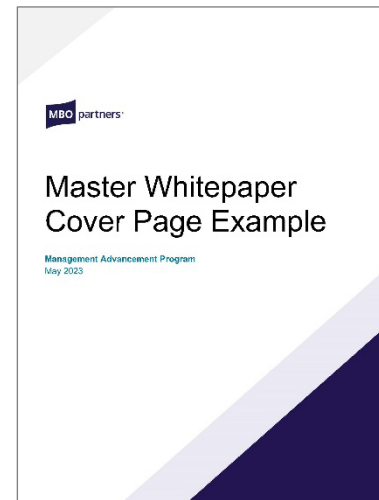
The logo should have sufficient clear space around the outer edges away from other content. The logos size should have a minimum width of (1) one inch wide for print or 96 pixels wide for digital with a proportionate height.

Please note illustration at far right is not physically drawn to scale.



Placement of the logo should always be above the title and can be in the upper-left or upper-right when used on the cover of documents in portrait format.

For PowerPoint templates which are in landscape format, the logo can be placed in the lower-right side of a document.



3. Brand Logo – Improper Usage

Always ensure proper proportions, colors and placement are applied when using the MBO brand logo.

Examples on this page illustrate improper usage of the logo from skewed proportions and color changes, to incorrect fonts and layouts.



Stretching proportions example 1



Stretching proportions example 2



Changing logo proportions



Placing the logo against textured backgrounds that reduce readability



Changing logo fonts



Recoloring logo



Rearranging logo elements



Placing logo on an angle

MBO Sales & External Brand Guidelines

Typography



4. Typography – Brand Fonts

Georgia and Arial are standard Mac & PC brand fonts when creating materials within PowerPoint and other Microsoft Office applications.

The following pages include sample layouts and provide guidelines for the proper use of fonts, sizes and colors.

The complete set of curated templates can be found in the Sales & External Master PowerPoint Template document.

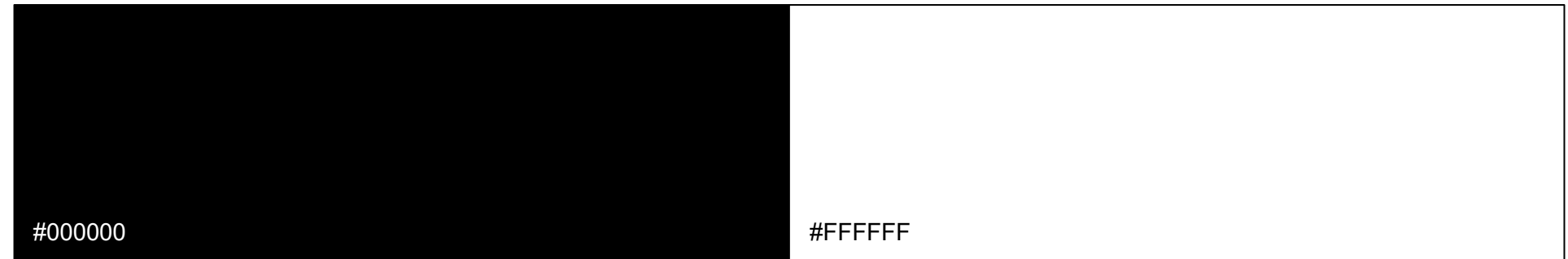
4. Typography – Fonts & Colors

Georgia is the main voice for MBO when working in Microsoft Office applications. It's a visually confident, direct and inviting serif font with soft curvatures. This is the main reason it's been chosen for use in titles and dividers.

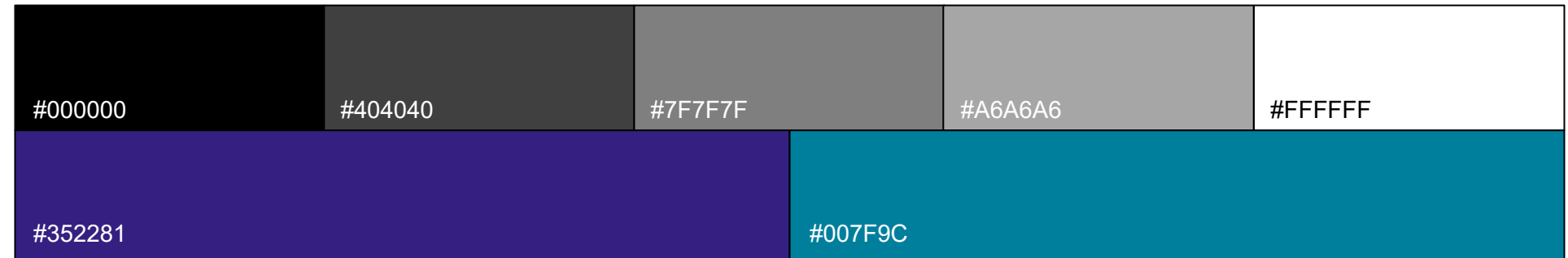
Of this font family, only Regular and Italics should be used.

Arial is a contemporary sans-serif font with accessible characteristics, making it well-suited for use in a variety of applications. The readability in both print and digital formats provides for great flexibility which is why it's dedicated to sub-titles and main body content.

Of this font family, only Regular, Bold, and Italics should be used.



Georgia Regular | *Georgia Italics*



Arial Regular | **Arial Bold** | *Arial Italics*

4. Typography – Fonts & Colors

Cover slide

Whether using the Indigo or Teal template, the font sizes should remain the same.

Title (100% white #FFFFFF)
Georgia Regular 60pt

Sub-Title (100% white #FFFFFF)
Arial Regular 20pt – all caps

Date (100% white #FFFFFF)
Arial Regular 14pt – all caps



4. Typography – Fonts & Colors

Table of Contents slide

Whether using the Indigo or Teal template, the font sizes should remain the same.

Title (100% white #FFFFFF)
Georgia Regular 40pt

Section titles (100% white #FFFFFF)
Arial Regular 18pt

Agenda in Indigo

- 01 Sample agenda title one
- 02 Sample agenda title two
- 03 Sample agenda title three
- 04 Sample agenda title four
- 05 Sample agenda title five
- 06 Sample agenda title six

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4. Typography – Fonts & Colors

Divider slides

Whether using the Indigo or Teal template, the font sizes should remain the same.

Large divider number (100% white #FFFFFF)

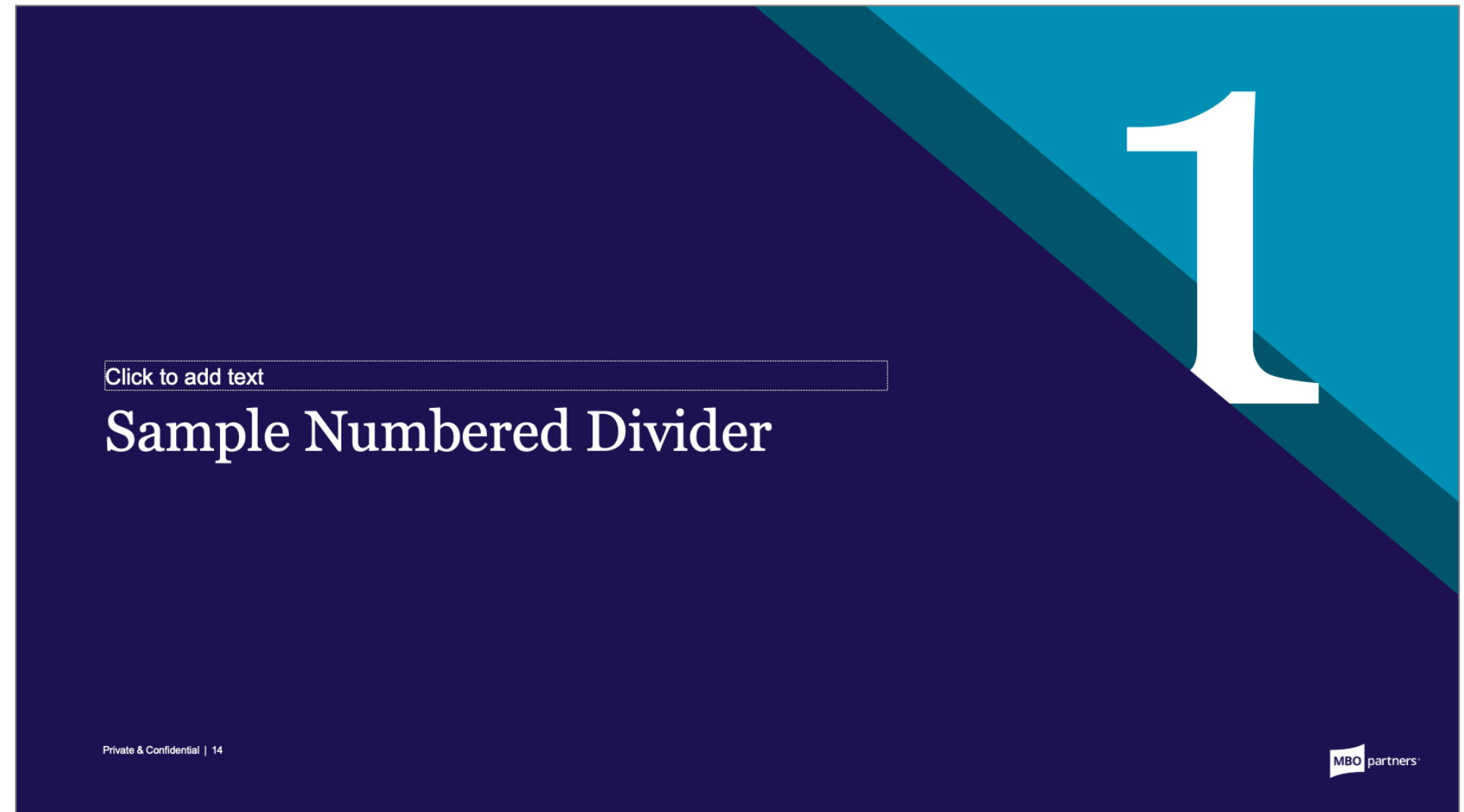
Georgia Regular 460pt

Small divider title (100% white #FFFFFF)

Arial Regular 18pt

Main divider titles (100% white #FFFFFF)

Georgia Regular 45pt



4. Typography – Fonts & Colors

Divider Quote Slide

Whether against an Indigo or Teal background, the font sizes should remain the same.

Main call-out content (100% white #FFFFFF)
Georgia Regular 40pt

Name and attribution
Arial Regular 16pt

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore dolore magna aliqua. Ut enim ad minim veniam, quis nostrud et.

First Last, Title / Company

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4. Typography – Fonts & Colors

Divider / Call-Out Slide

Whether against an Indigo or Teal multiplied background, the font sizes should remain the same.

Main call-out content (100% white #FFFFFF or value from secondary color palette)

Georgia Regular 40pt

If using pictograms, please ensure the color is 100% white #FFFFFF.



4. Typography – Fonts & Colors

Main content slides – example 1 of 4

All layouts have been created in the master slides panel with predesigned font colors and sizes for consistency.

The following pages illustrate various samples found within the template.

Small divider title (100% indigo #382281)

Arial Regular 16pt

Main titles (100% black #000000)

Georgia Regular 30pt

Sub-titles (100% black #000000)

Arial Bold 16pt

Main body (100% black #000000)

Arial Regular 16pt / 14pt

[Click to edit master title style](#)

Full width white background

This template will likely be used most and provides the greatest amount of content space

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

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4. Typography – Fonts & Colors

Main content slides – example 2 of 4

Small divider title (100% indigo #382281)
Arial Regular 16pt

Main titles (100% black #000000)
Georgia Regular 30pt

Column sub-titles (100% black #000000)
Arial Bold 16pt


Opening column paragraph (100% value from secondary color palette)
Arial Bold 16pt / 14pt
Arial Regular 16pt / 14pt

If using pictograms, please ensure their colors match the opening column paragraph.

Sample content column 3

Three-column white background


Sample content column 1



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Sample content column 2



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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.


Sample content column 3



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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4. Typography – Fonts & Colors

Main content slides – example 4 of 4

Small divider title (100% Indigo #382281)
Arial Regular 16pt

Main titles (100% black #000000)
Georgia Regular 30pt

Opening paragraph (100% black #000000)
Arial Regular 16pt

Main body (100% black #000000)
Arial Regular 14pt

[Click to edit master title style](#)

50/50 w/ laptop device

(Click photo icon to upload image)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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MBO Sales & External Brand Guidelines

Graphics



5. Graphics

Geometric shapes are used to create layouts that can direct a readers' attention, visually frame content, serve as a textural backdrop, and even be used as a graphical layer over photography.

The simplicity of MBO's shapes is powerful. They are part of the visual DNA. Shapes demonstrate the versatility and adaptability of MBO's talent and are a fundamental element of the visual system.

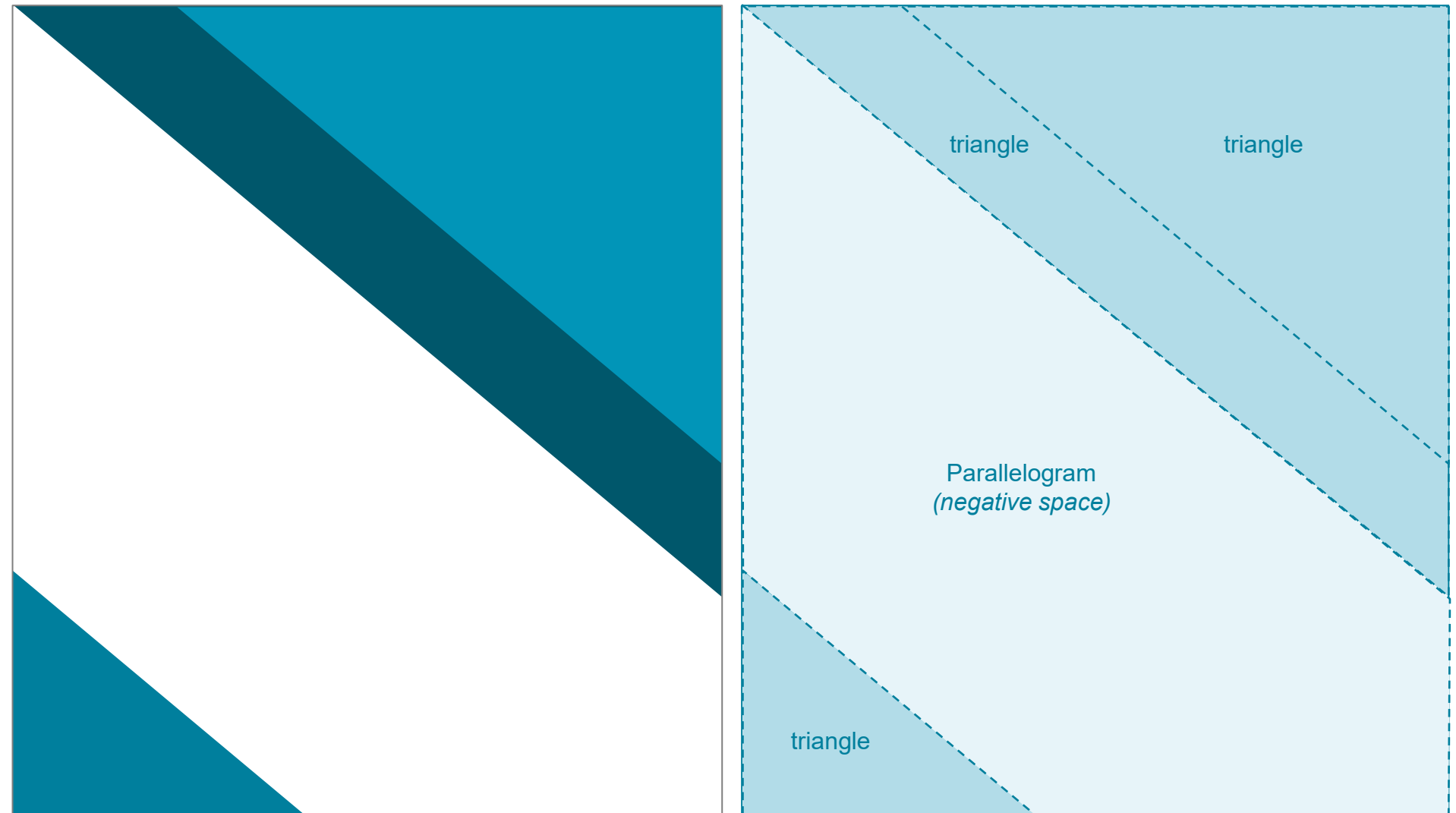
5. Graphics

Primary geometric shape

For Sales & External materials, the primary geometric shapes are **triangles and parallelograms**.

Triangles are always positioned at opposite corners when two or more triangular element are used on the same page.

Triangles and parallelograms can be placed over white or branded color backgrounds to visually frame content which can appear over or next to these shapes.



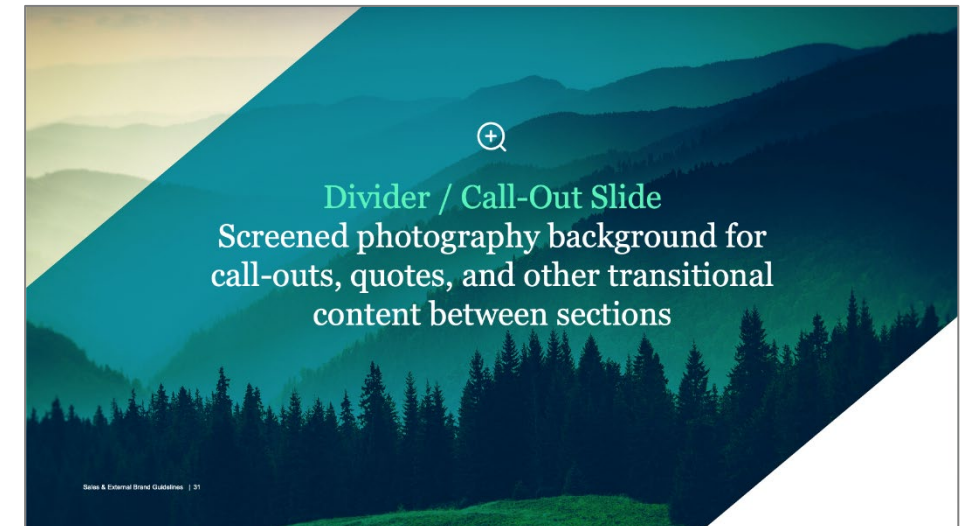
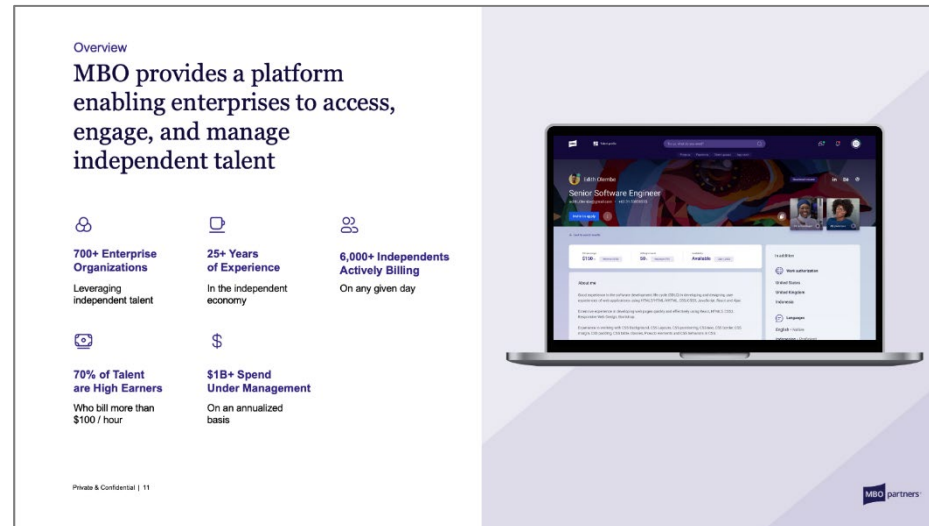
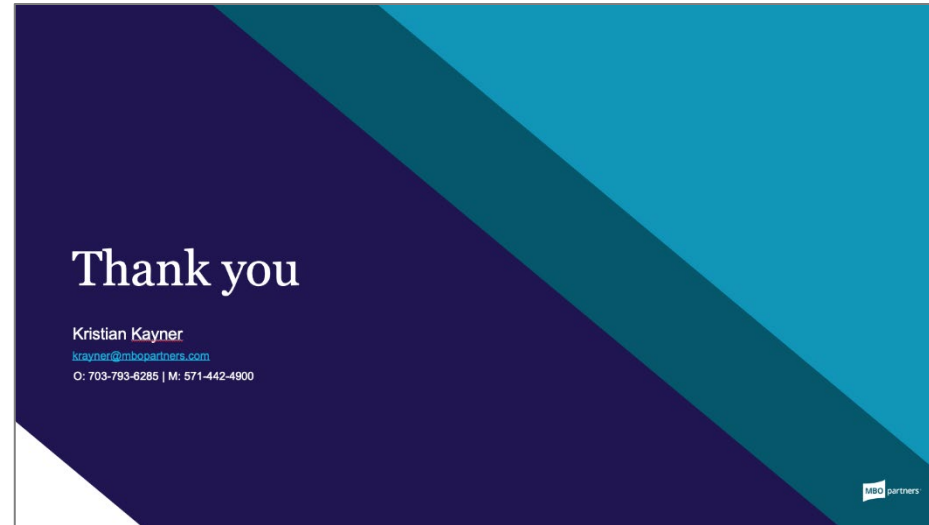
5. Graphics

Sample layouts

The triangular and parallelogram shapes follow the same slanted angle whether facing one direction or the other.

Layering of these shapes is another method used to create visual interest on pages that feature less content such as covers, dividers or behind devices (example top- and bottom-left).

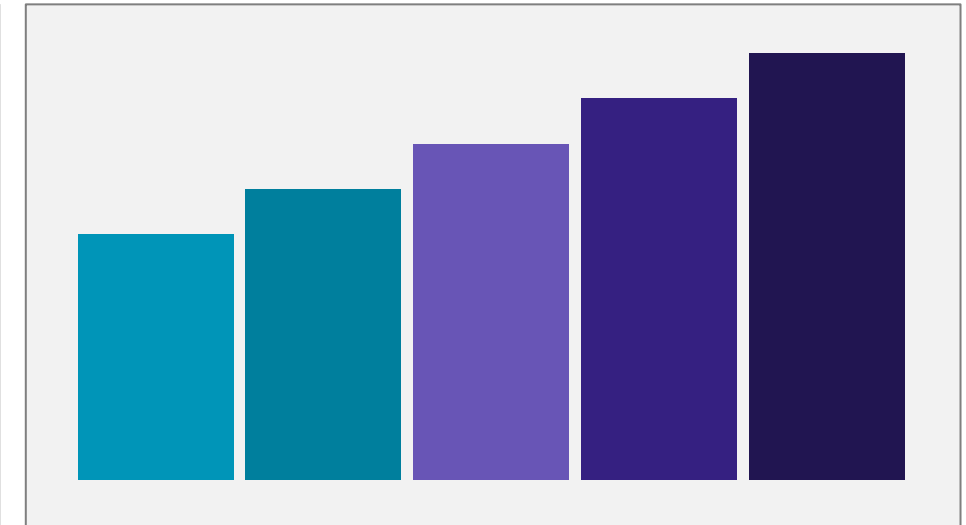
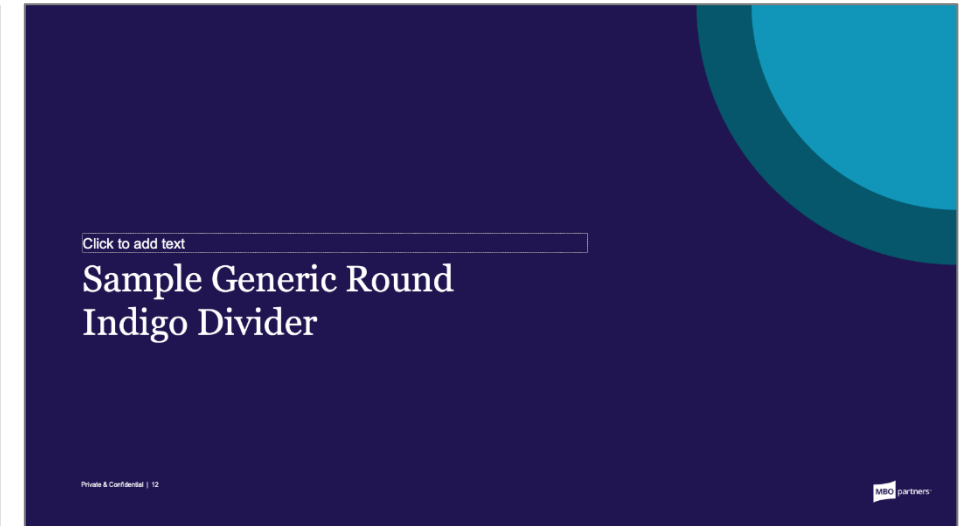
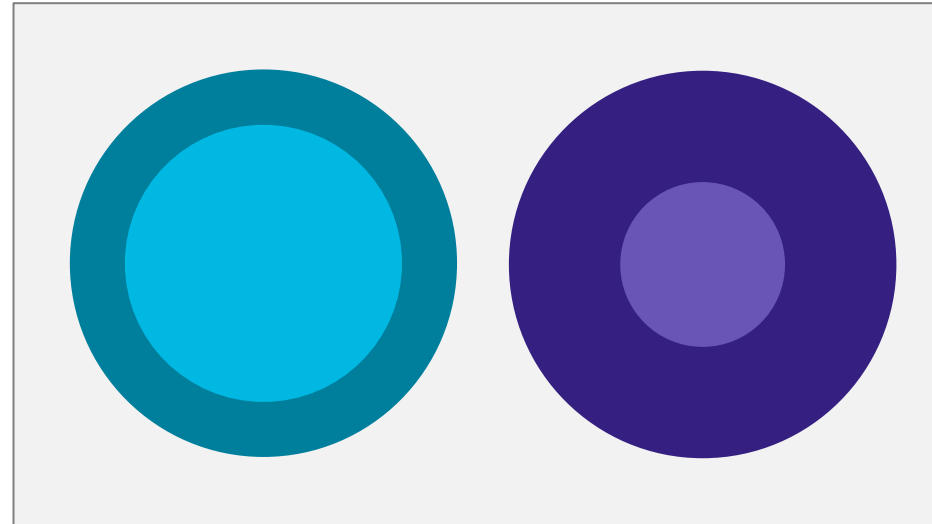
In some instances, the “negative space” created by a parallelogram can be colored with a multiplied effect over photography (example at bottom-right).



5. Graphics

Other shapes

While the triangular and parallelogram shapes serve as the primary graphical elements, other shapes such as circles and rectangles are available as part of the template. These serve a vital role in the creation of charts and tables.



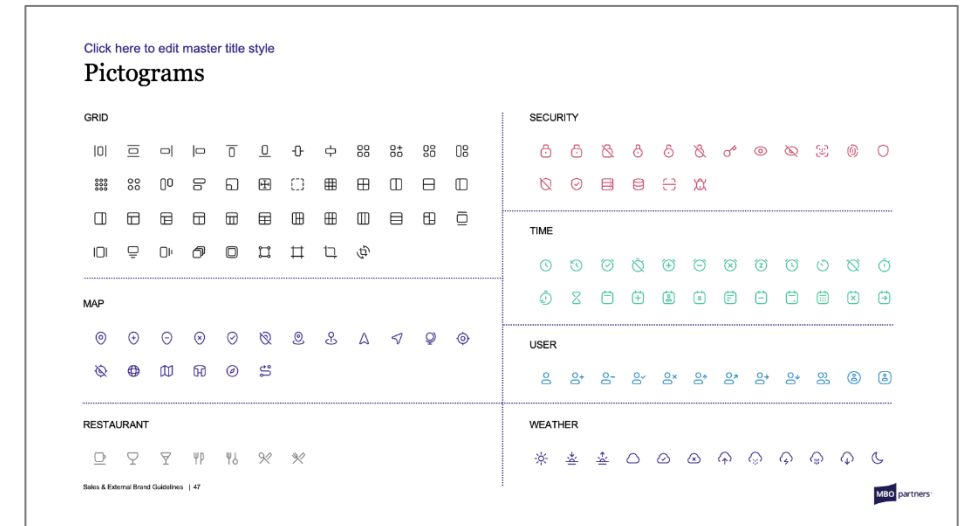
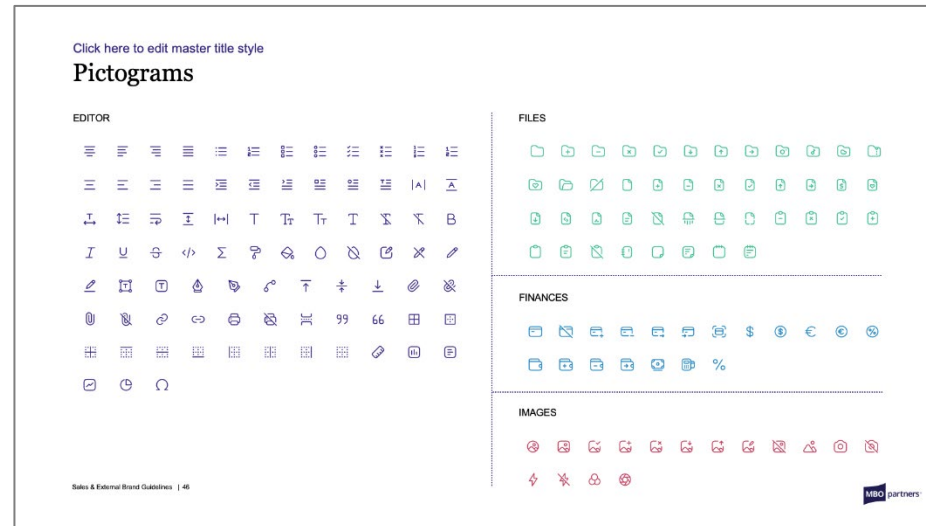
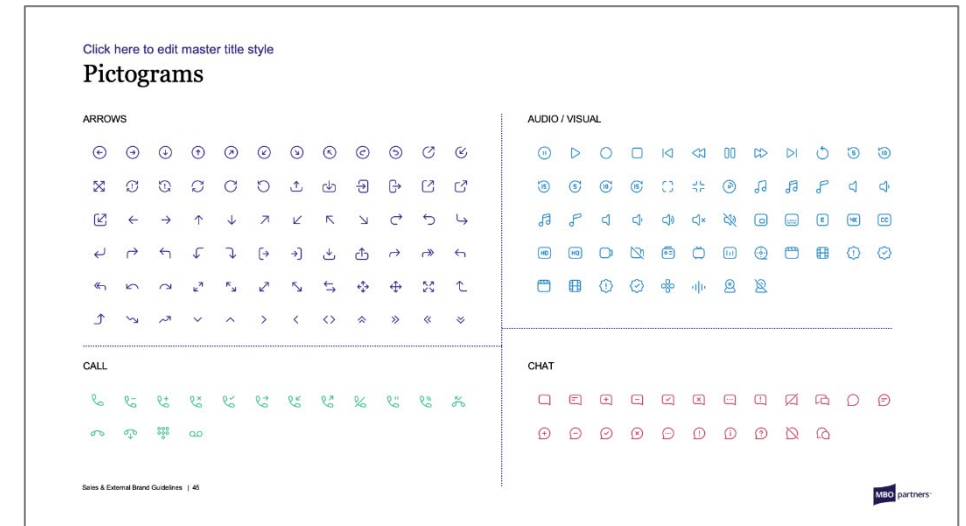
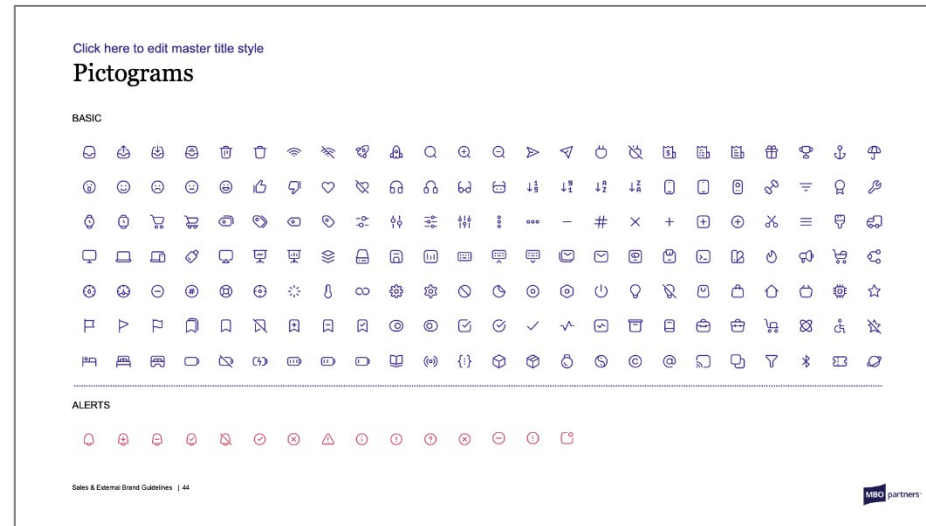
5. Graphics

Pictograms

A comprehensive collection of pictograms have been curated and made available within the Sales & External Master PowerPoint Template.

The colors of these graphics are fully editable within PowerPoint and offer opportunities to visually enhance content and data.

Please ensure readability and contrast when selecting colors for pictograms.



MBO Sales & External Brand Guidelines

Photography

6. Photography

Photography is used minimally and is limited to the pre-designed divider and callout slides found within the Sales & External Master PowerPoint Template.

The following pages illustrate samples of how photography is paired with brand colors, shapes and devices to create visuals that are distinctive to MBO.

Additional examples of how these same principles are applied to Research materials are found in the Appendix.

6. Photography

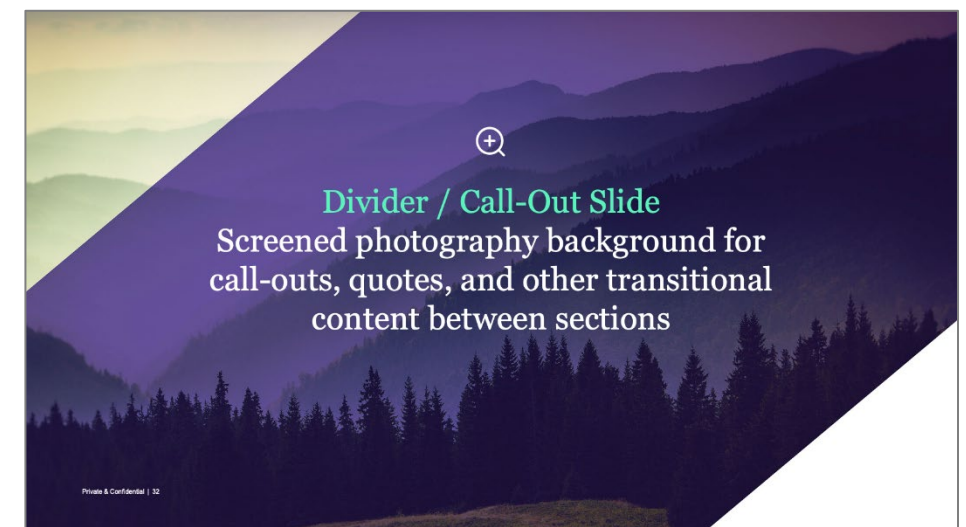
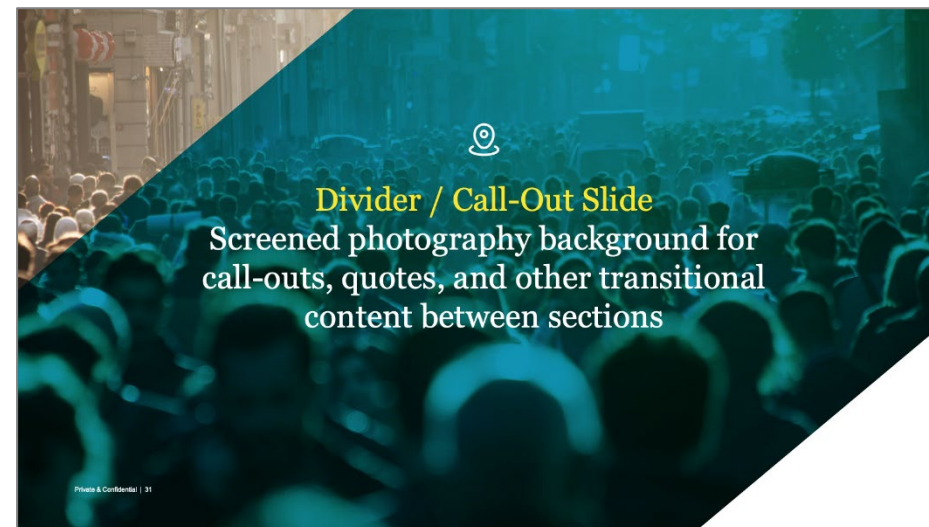
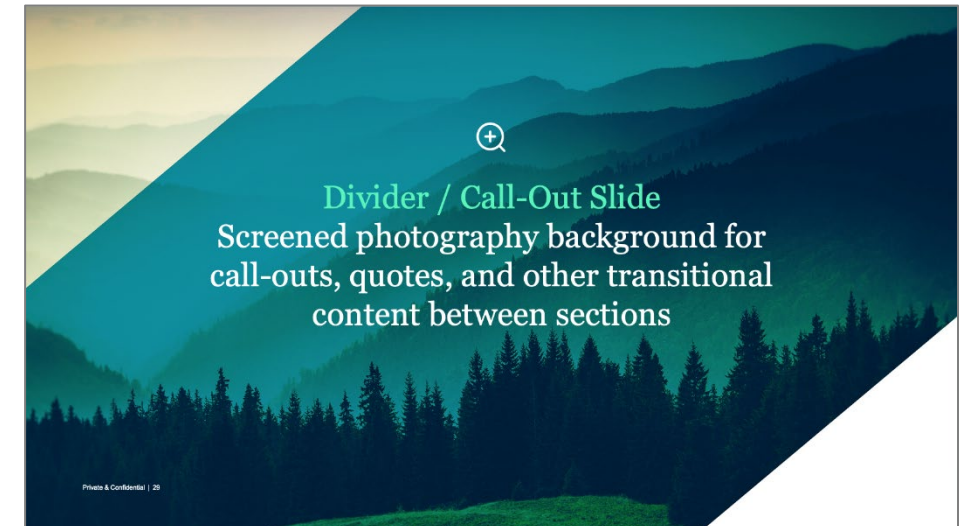
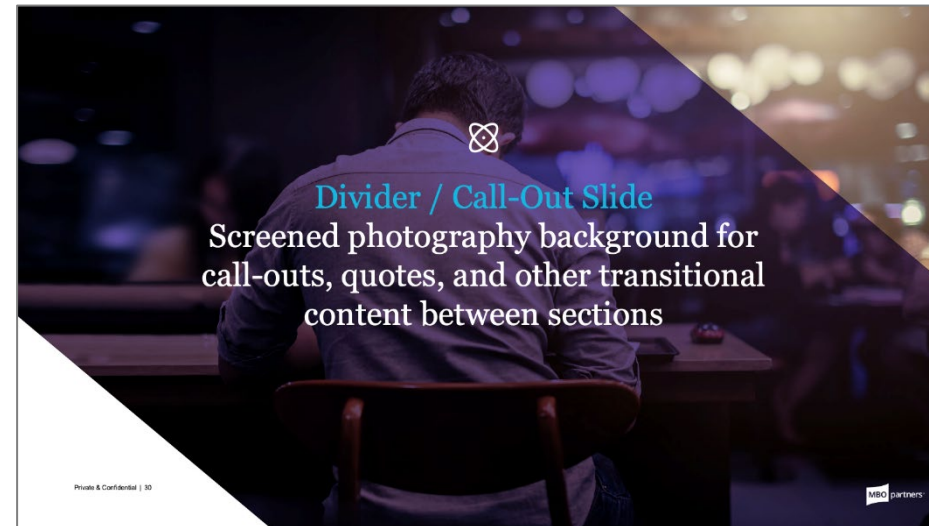
The “negative space” created by a parallelogram is colored with a multiplied effect, creating visual depth and a suitable backdrop for larger content.

Additional images can be created on an as-needed basis by engaging a designer and using the following guidelines:

- Images should strive to communicate a message to the viewer while also being supportive of the content.
- Portraits, work settings and environmental images should evoke an emotional connection and employ a journalistic photographic style.

Key words when searching for images:

- Human (diverse)
- Aspirational and inviting
- Use of technology
- Uncluttered environment
- Visually interesting
- Real (non-illustrated or augmented)

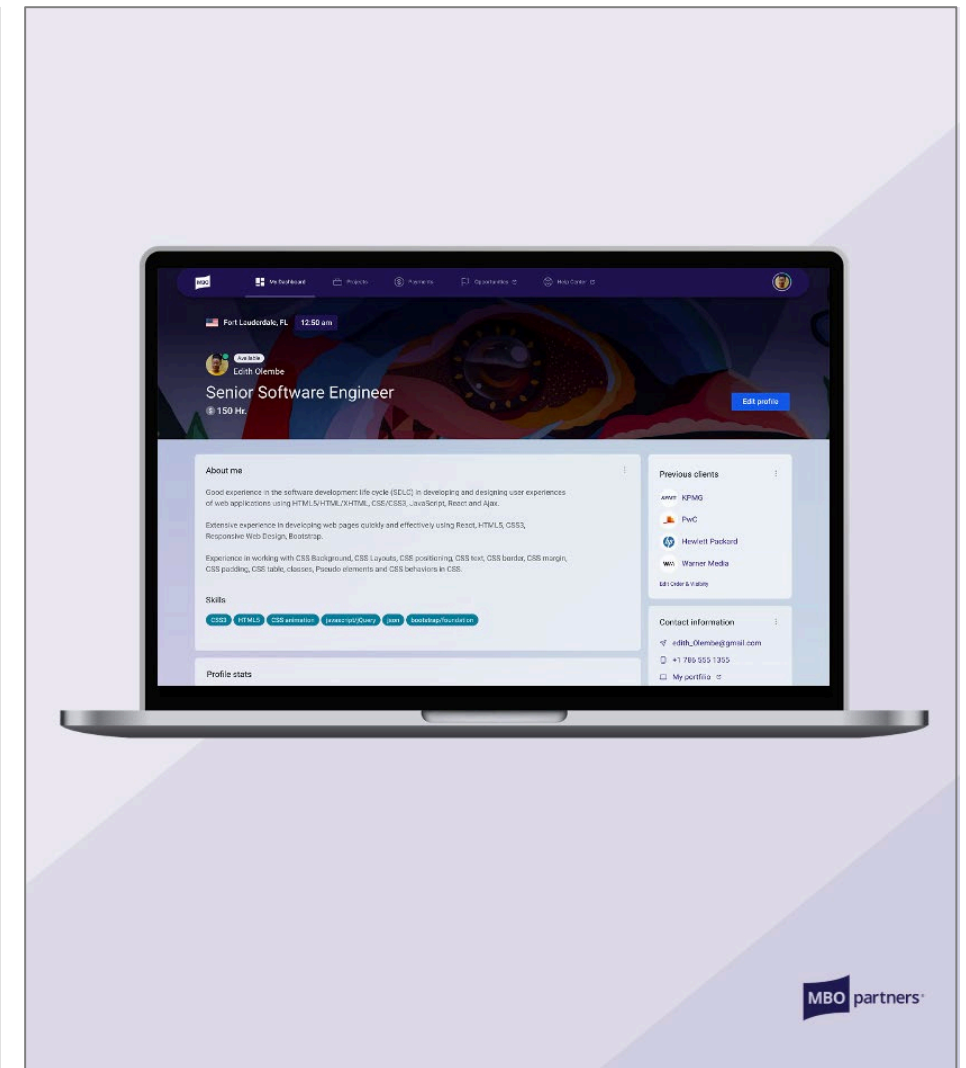
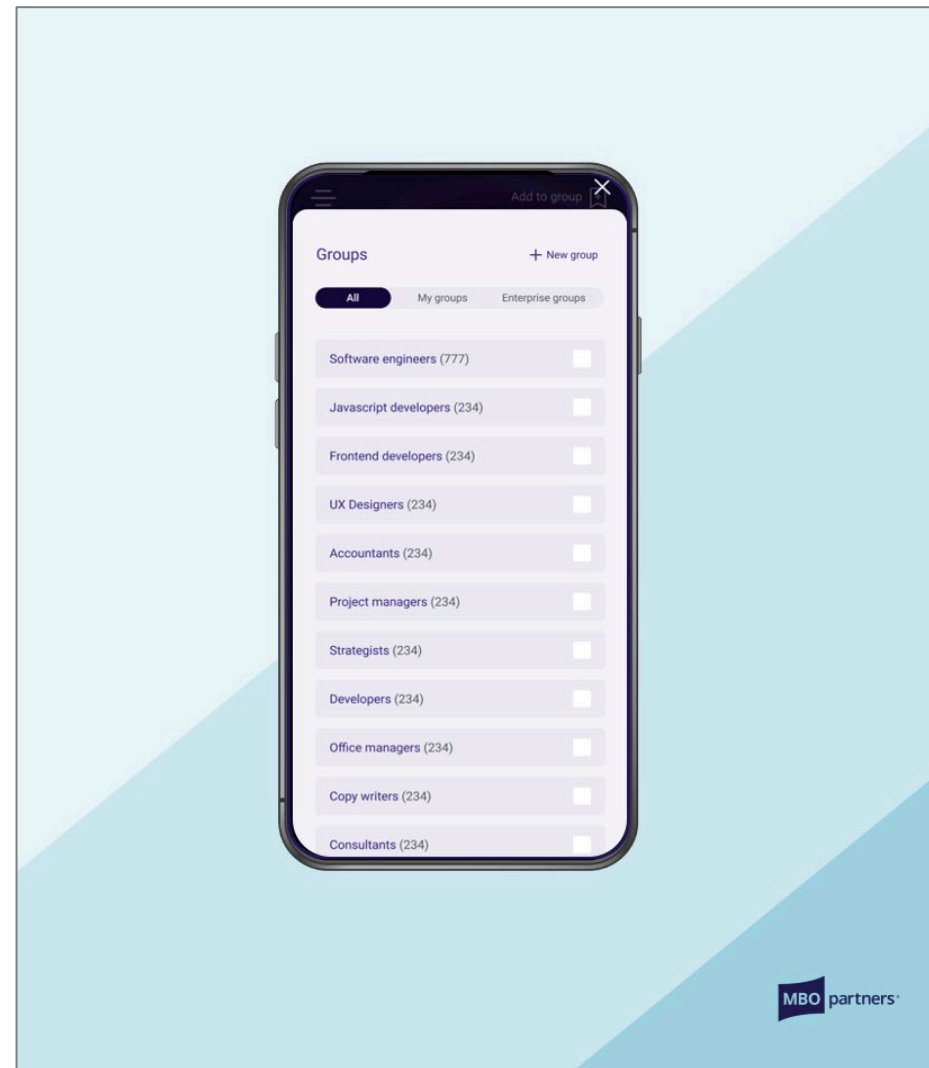


6. Photography – MBO Product Shots

MBO Product shots should always be mocked-up on the latest device(s) and placed over a white or lighter branded color background. In these examples, a lighter combination of colors are used to create a pattern to frame the devices.

For the purposes of the PowerPoint template, mobile and laptop devices are shown separately on different templates.

Please note that only Product- and Research-related materials use the Museo Slab and Roboto typefaces.



MBO Sales & External Brand Guidelines

Data Visualization



7. Data Visualization

Data visualization can provide a simplistic way of communicating complex information. Charts, tables and infographics can be paired with content or displayed as standalone graphics.

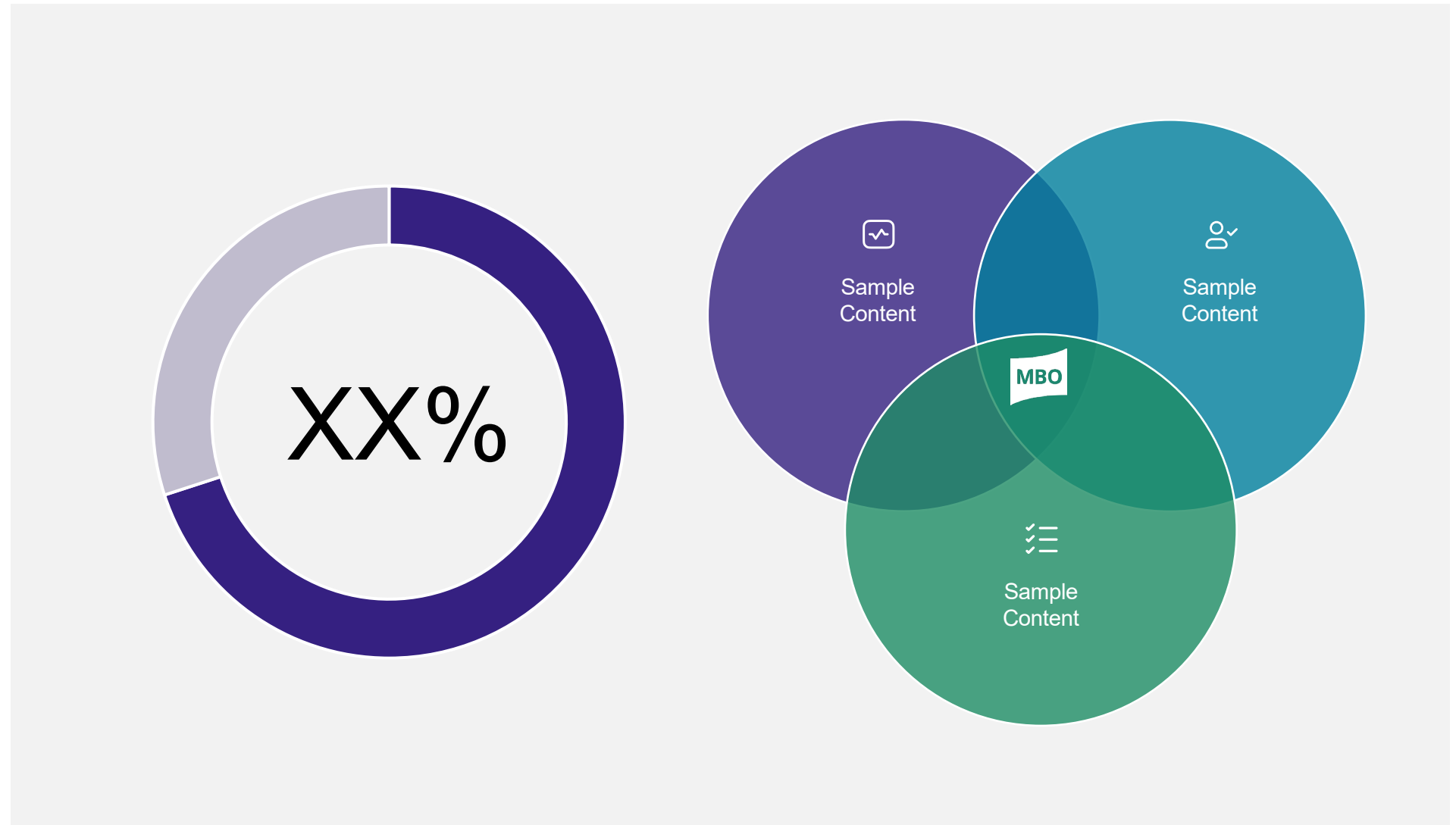
The following pages provide examples of various pre-built and editable charts that are available within the Sales & External Master PowerPoint template.

7. Data Visualization

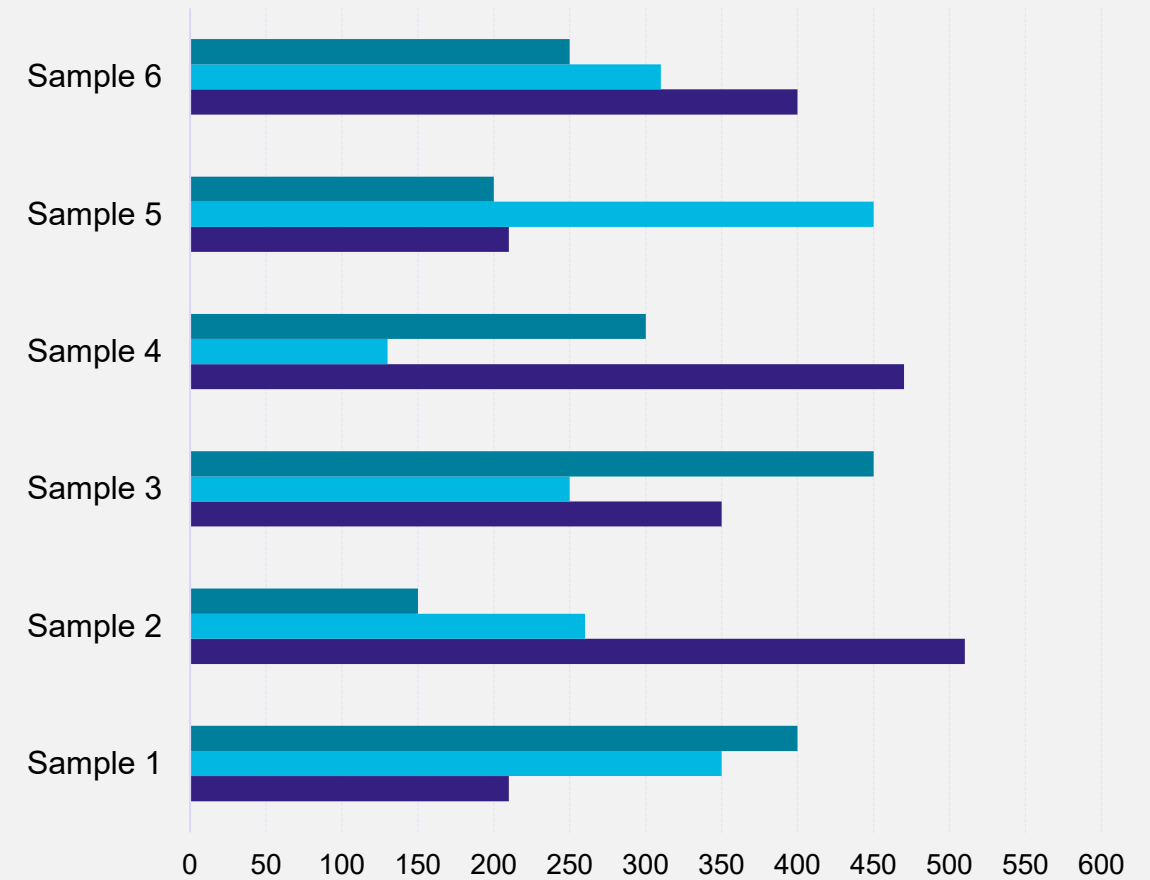
Data styles

Infographics, charts and data tables should be presented in a simple and concise manner, using geometric shapes to visually support the content.

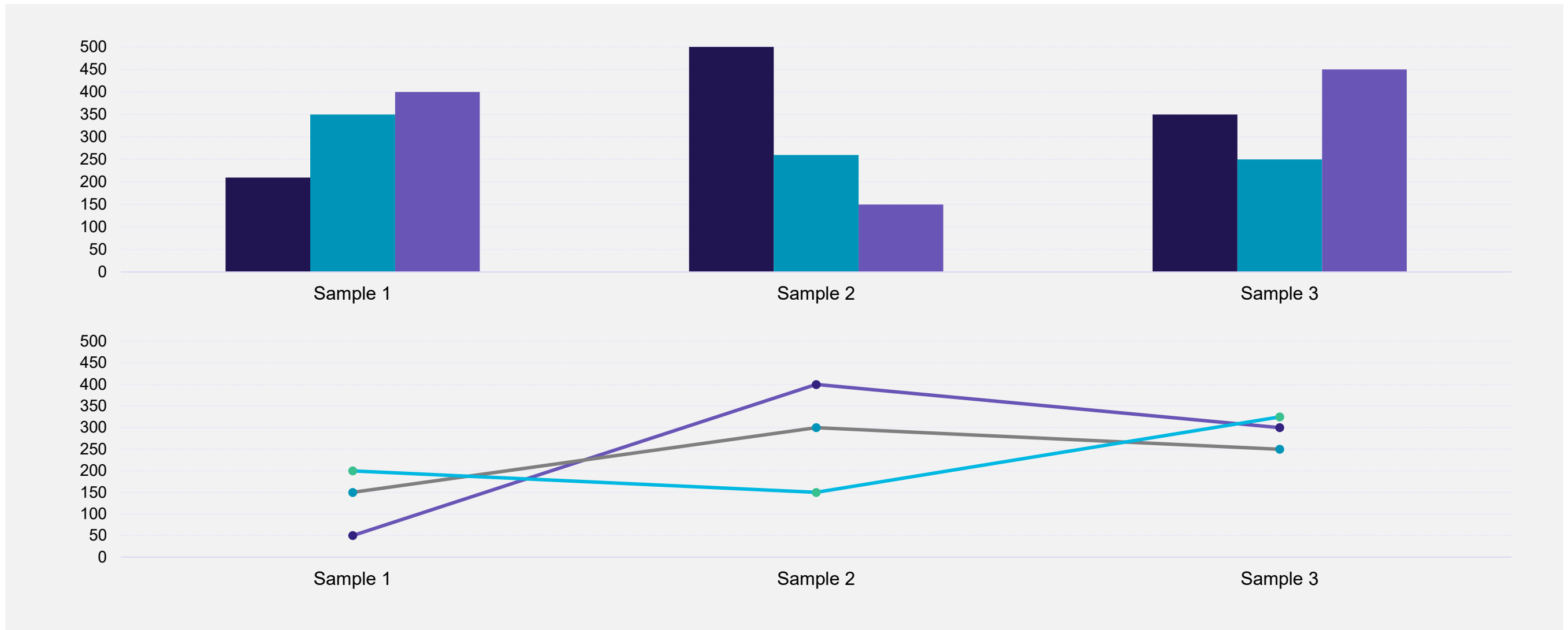
Please note that these pre-designed templates serve as a starting point. Custom infographics can be created when needed by engaging a team designer.



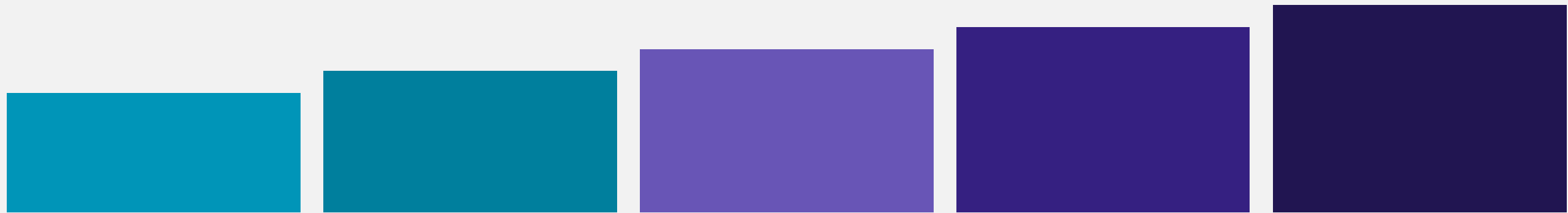
7. Data Visualization



7. Data Visualization

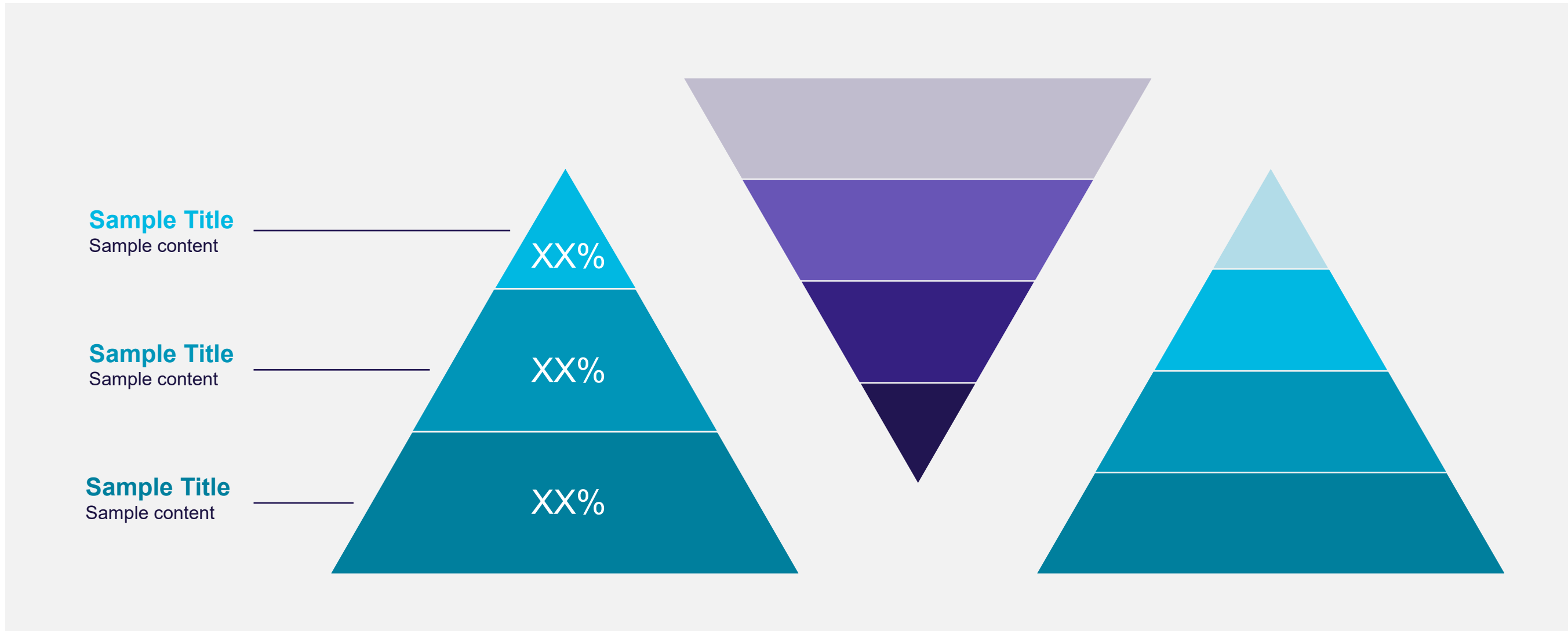


7. Data Visualization



	A	B	C	D	E	F	G	H
Sample Row Title 1	•		•	•		•		•
Sample Row Title 2		•			•	•		
Sample Row Title 3				•	•	•	•	•
Sample Row Title 4	•		•	•		•		•
Sample Row Title 5		•			•		•	

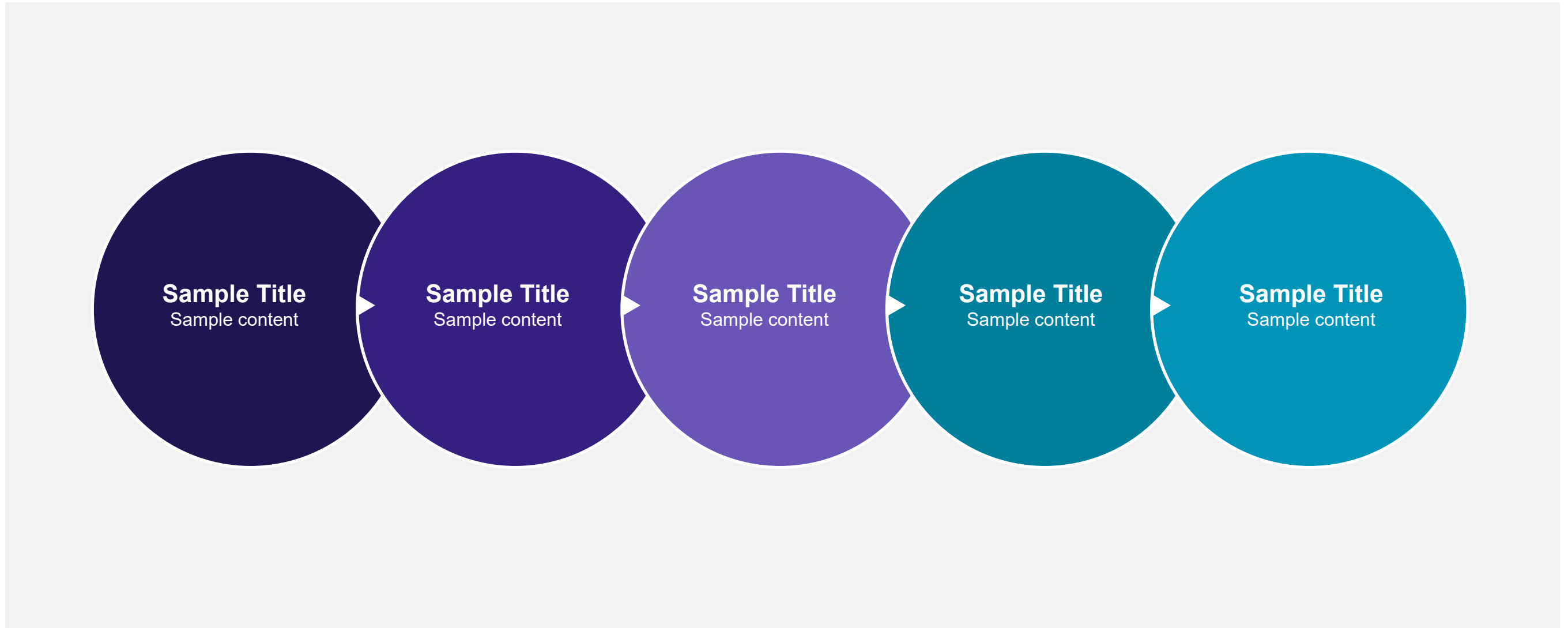
7. Data Visualization



7. Data Visualization



7. Data Visualization



MBO Sales & External Brand Guidelines

Layouts



8. Layouts

The Sales & External Master PowerPoint Template provides a variety of pre-designed layouts that maximize space for content and provide visual ways to organize information.

The following pages highlight some of those pre-designed layouts which incorporate fonts, content boxes and colors to ensure consistency across all presentations.

Also featured are templates for the Microsoft Word Master Whitepaper template and floor display banners.

8. Layouts – PowerPoint

The image displays six PowerPoint slide layouts arranged in a 2x3 grid. Each slide features a dark blue background with a teal diagonal stripe in the top right corner and the MBO partners logo in the bottom right corner.

- MBO Sales Cover 1:** Features the title "MBO Sales Cover 1" in white. Below it is a sub-title field "Add Sub-Title" and a date field "Click to add date".
- MBO Sales Cover 2:** Features the title "MBO Sales Cover 2" in white. Below it is a sub-title field "Add Sub-Title" and a date field "Click to add date".
- Sample Generic Indigo Divider:** Features a title field "Click to add text" and the text "Sample Generic Indigo Divider" in white.
- Agenda in Teal:** Features the title "Agenda in Teal" in white. To the right is a list of six agenda items: "01 Sample agenda title one" through "06 Sample agenda title six".

The middle two columns of the grid show additional slide layouts with various text and image placeholders, including "Click to add title", "Click to add text", and "Click icon to add picture".

8. Layouts – PowerPoint

Click to add text

Sample Generic Round Indigo Divider

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Click to add text

Sample Numbered Divider

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Click to edit master title style

Full width white background

This template will likely be used most and provides the greatest amount of content space

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

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Private & Confidential | 20

Click to add text

Sample Generic Round Teal Divider

Private & Confidential | 13

Click to edit master title style

Full width sample timeline template

ACTIVITY HIGHLIGHTS

- Conduct Stakeholder Interviews & Analysis
- Gather list of items to be included in Employee DNA. Clarify what is single sign on/distributed manual.
- Kickoff Workstreams
- Establish a project mtg and communication cadence
- Build plans
- Establish governance outline
- Further explore Active Directory and use of Zetfish
- Finalize technology
- Establish training
- Vel training program with HR and IT
- Pilot
- Collect Feedback/Metrics
- Modify
- Launch employee DNA record, training, and governance regarding on and offboarding activities
- Assess Phase 2
- Measure impact of project
- Conduct post launch interviews

DISCOVERY (Dec 22) → **PLAN** (Jan 23) → **BUILD** (Feb 23 - March 23) → **LAUNCH** (April 23) → **MEASURE** (May 23) → **ENHANCE**

DECISION POINTS

- TBD
- Propose Phase 1 Approach
- Identify Workstreams & SMEs
- Initiate Plan build based on feedback
- TBD
- Propose implementation approach and timing
- TBD
- Final pass at Governance and Training Plan
- TBD
- Launch Employee DNA record, governance and training

Private & Confidential | 24

Click to edit master title style

Full width white indented

Click to edit master title style

Position for call-outs, charts, or graphics

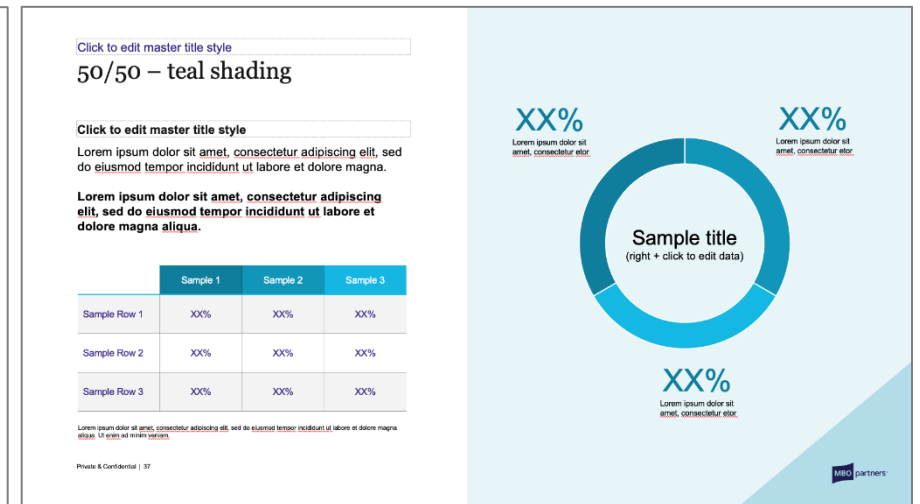
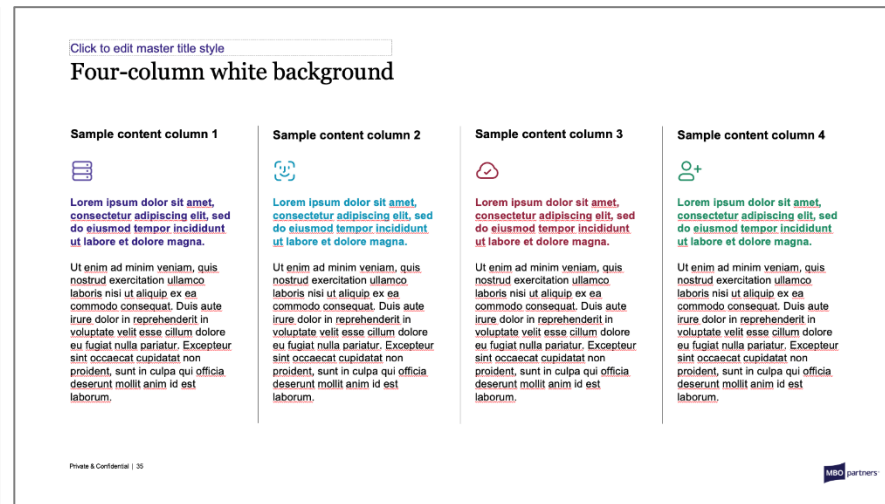
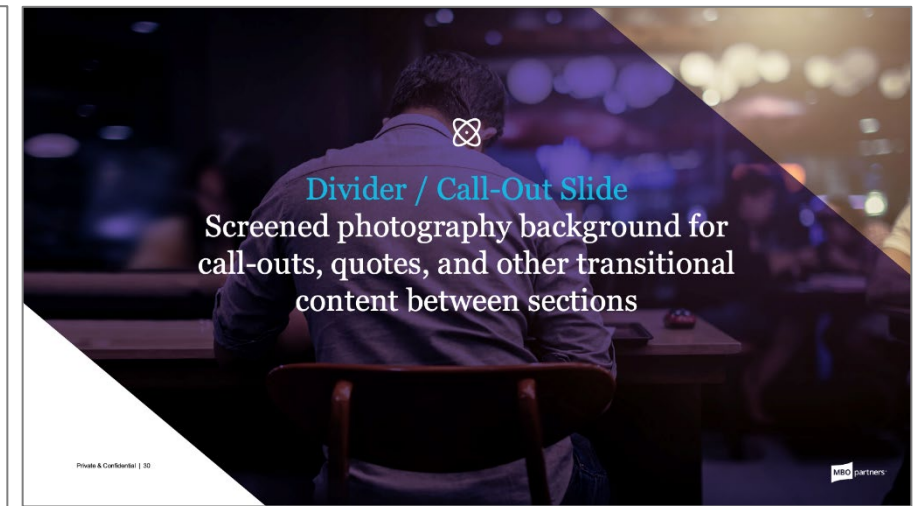
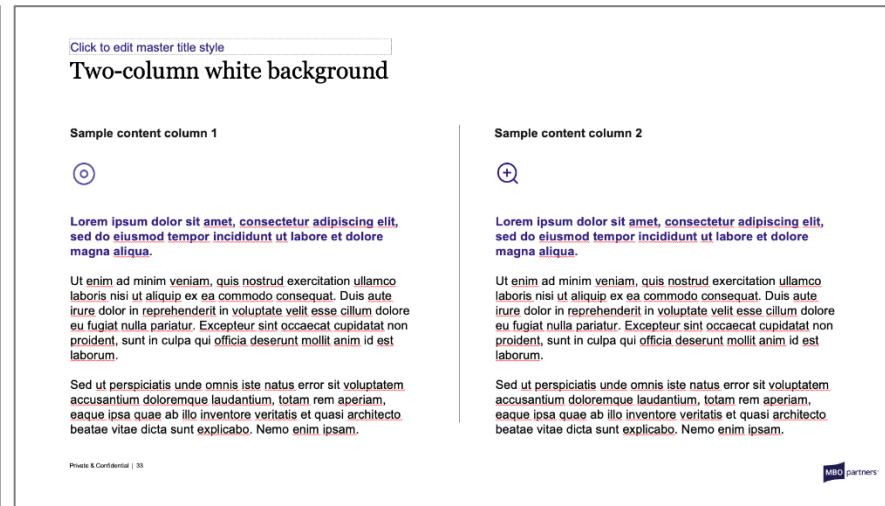
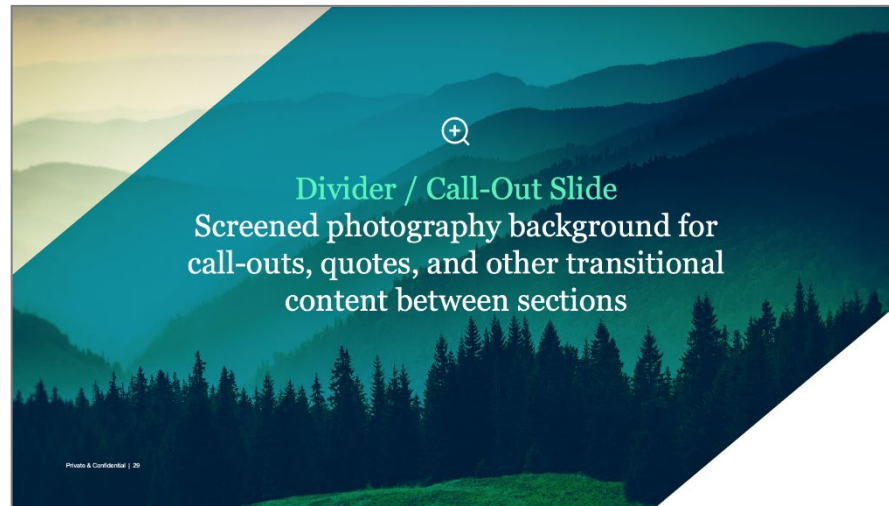
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Private & Confidential | 26

8. Layouts – PowerPoint



8. Layouts – PowerPoint

Click to edit master title style

Sample four-column diagram

Click to edit master title style

Sample title for this first section	Sample title for this second section	Sample title for this third section	Sample title for this fourth section
Click to add body copy	Click to add body copy	Click to add body copy	Click to add body copy
Click to add text	Click to add text	Click to add text	Click to add text

Private & Confidential | 52

Click to edit master title style

Sample three circle process diagram

Click to edit master title style

Private & Confidential | 58

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore dolore magna aliqua. Ut enim ad minim veniam, quis nostrud et.

First Last, Title / Company

Private & Confidential | 48

Click to edit master title style

Sample two-column indigo boxes

Click to add text

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Click to add text

Private & Confidential | 56

Click to edit master title style

Sample five circle process diagram

Click to edit master title style

Private & Confidential | 59

Thank you

Add Sub-Title

Private & Confidential | 49

8. Layouts – Word

Whitepaper Template

Implementing the Sales & External Brand Guidelines, a Microsoft Word template has also been developed where shapes, font styles, sizes and colors have been pre-designed for ease of use.

Pages have been designed to feature a single-column of text which maximizing space for content while also providing flexibility for use of images, tables and diagrams.

Within the template are instructions on how to use and modify the document.

Master Whitepaper
Cover Page Example

Management Advancement Program
May 2023

Table of Contents

- 1 Introduction
- 2 Chapter One
- 3 Summary
- 4 Conclusion

Heading 1 Example

HEADING 2 EXAMPLE

Lower ipsum is simply dummy text of the printing and typesetting industry. Lower ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only the centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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Sample Body Content presented within main content. These are designed with upper and lower horizontal lines to help them stand out visually.

Heading 3 Example (Bulleted List Below)

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading 3 Example (List Paragraph Below)

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
3. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
4. Itaque ea mollit in culpa, eu fugiat quere, lorem ipsum.

HEADING 2 EXAMPLE

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Sample Table / Diagram Title

	Q1	Q2	Q3	Q4
Row 1	3	2	4	1
Row 2	2	5	7	6
Row 3	2	3	2	4
Row 4	6	5	7	6
Row 5	3	1	8	5
Row 6	3	4	3	2

HEADING 2 EXAMPLE

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Above illustrates an image spanning the full width of the page and incorporating an individual white triangle in the lower right-hand corner. More information on the use of images in the "Instructions" section starting on page 8 below.

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Below illustrates a placed image that has been centered.

Sample image that has been centered. Sample image that has been centered.

HEADING 2 EXAMPLE

Lower ipsum is simply dummy text of the printing and typesetting industry. Lower ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only the centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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Instructions

Overview

The following information is meant to assist the MBO team in creating a range of documents. Using this document will help to ensure that all documents are consistent in terms of layout, content, and branding.

1. Main Headers (the overall content structure) cover pages, include site, sub-site, title of content, approval and multiple dates of content.
2. Short Form (sub-section of the layout) shorter versions (2-3 pages) that are used for internal use only.

Style Pane

This pane will facilitate the correct use of the styles included in the template. While the existing content is designed for ease of use, you may wish to modify the content to better suit your needs.

- **Content Pane:** This pane is used to edit the content of the document.
- **Heading 1:** Used for the main heading of the document.
- **Heading 2:** Used for sub-sections of the document.
- **Heading 3:** Used for further sub-sections of the document.
- **Normal:** Used for the main body text of the document.
- **Other Style Applications:** Used for other styles of text.

Fonts

TIP: From the Style Pane, selecting "Styles in Use" from the dropdown that displays all styles currently in use and developed for this document.

1. Add a new font to the list of fonts.
2. Select the font from the list of fonts.

Check the primary style of all text content, presented as follows or bold. Text is displayed like "bold" when bolded, and like "normal" when not bolded.

Page & Content Formatting

This pane will facilitate the correct use of the styles included in the template. While the existing content is designed for ease of use, you may wish to modify the content to better suit your needs.

- **Page Headers:** This pane is used to edit the content of the page headers.
- **Page Footers:** This pane is used to edit the content of the page footers.
- **Page Numbers:** This pane is used to edit the content of the page numbers.
- **Page Margins:** This pane is used to edit the content of the page margins.
- **Page Orientation:** This pane is used to edit the content of the page orientation.
- **Page Color:** This pane is used to edit the content of the page color.
- **Page Background:** This pane is used to edit the content of the page background.
- **Page Images:** This pane is used to edit the content of the page images.
- **Page Tables:** This pane is used to edit the content of the page tables.
- **Page Diagrams:** This pane is used to edit the content of the page diagrams.

Images

All images used need to be sourced from the MBO Image Library (found on Google Drive) or new images are needed. This pane will facilitate the correct use of the styles included in the template. While the existing content is designed for ease of use, you may wish to modify the content to better suit your needs.

Colors

The template includes a color palette that provides a consistent look and feel across all documents. This palette is designed to be used for all text, images, and other content.

Data Visualization

This pane will facilitate the correct use of the styles included in the template. While the existing content is designed for ease of use, you may wish to modify the content to better suit your needs.

- **Charts:** This pane is used to edit the content of the charts.
- **Tables:** This pane is used to edit the content of the tables.
- **Diagrams:** This pane is used to edit the content of the diagrams.

Graphic Elements

This pane will facilitate the correct use of the styles included in the template. While the existing content is designed for ease of use, you may wish to modify the content to better suit your needs.

- **Buttons:** This pane is used to edit the content of the buttons.
- **Form Fields:** This pane is used to edit the content of the form fields.
- **Input Fields:** This pane is used to edit the content of the input fields.
- **Text Fields:** This pane is used to edit the content of the text fields.
- **Form Elements:** This pane is used to edit the content of the form elements.



MBO Sales & External Brand Guidelines

Appendix



8. Appendix – Other Samples

The following pages illustrate applications of the Sales & External Brand Guidelines into various MBO Research publications and materials.

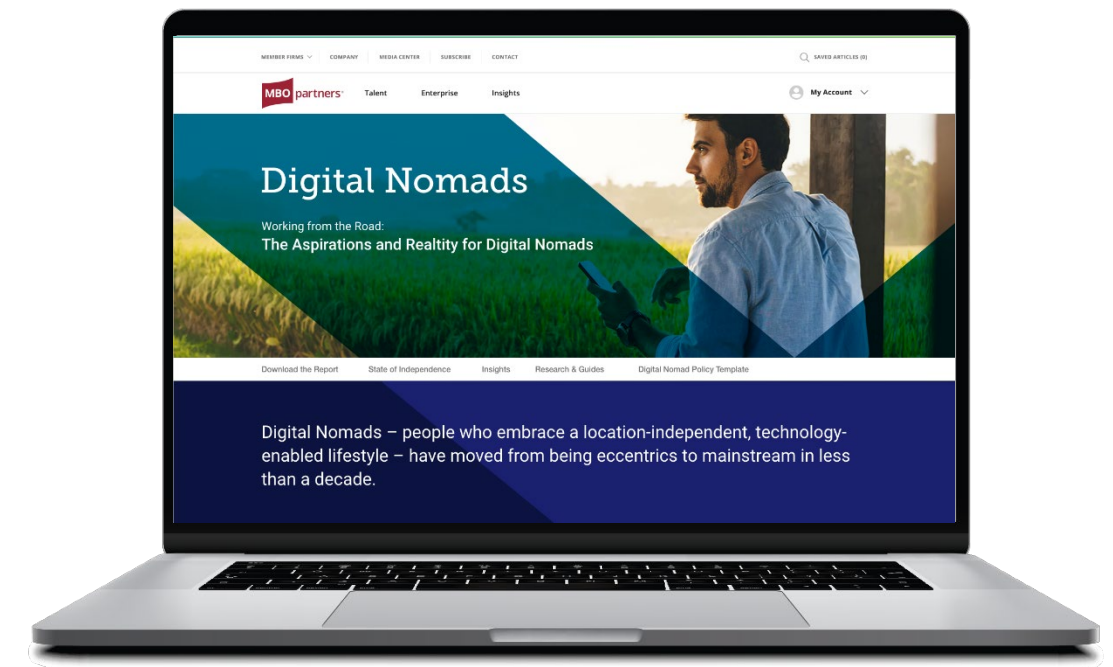
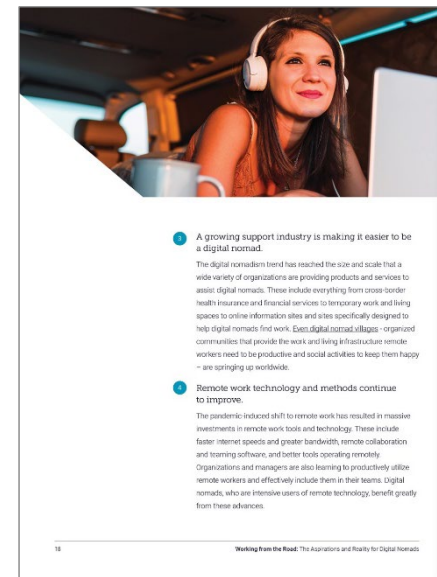
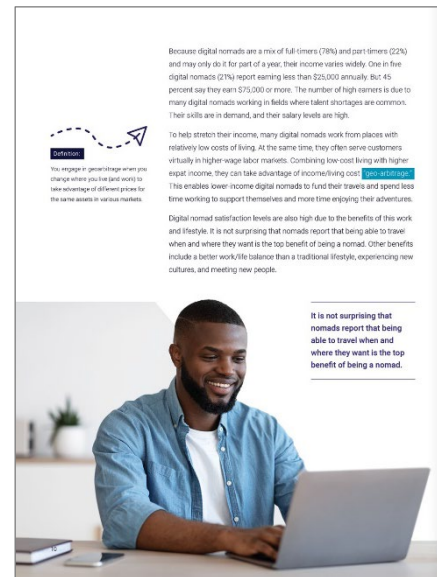
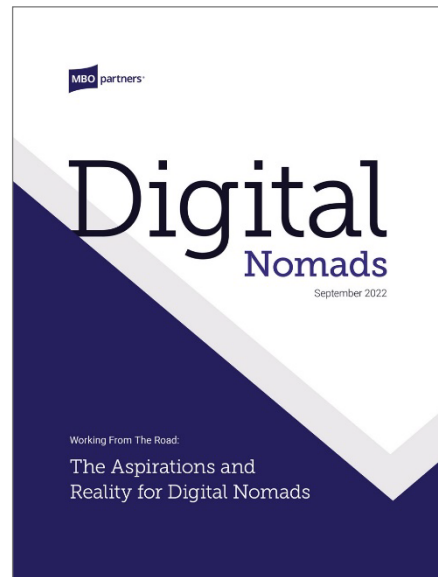
While the overall design approach is identical, key modifications were made to accommodate the needs of these materials for print and digital.

The triangular shapes were adjusted to visually guide readers from one section to another, journalistic photography is used more prominently and paired with brand colors in a graphically bold way, and secondary colors are applied more extensively to aide in the visual storytelling.

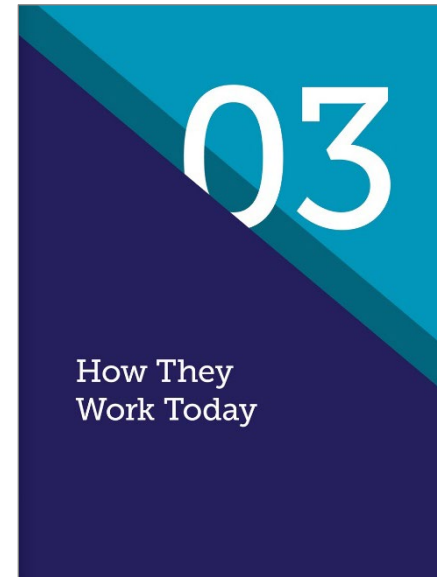
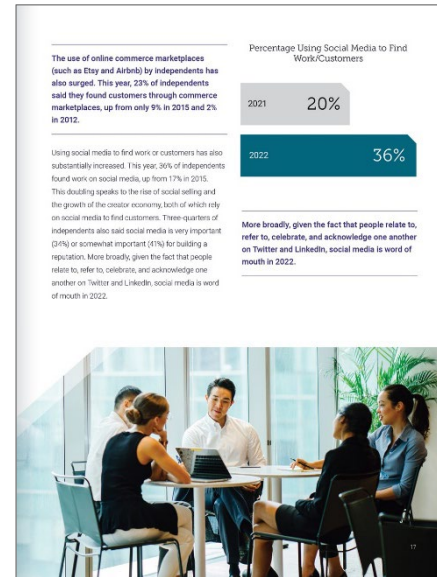
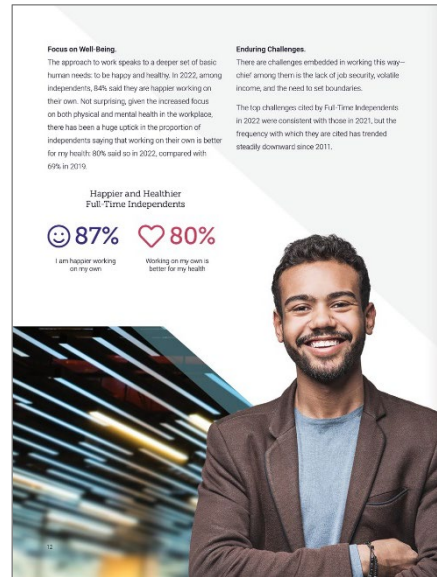
8. Research Samples – Shapes & Color Floods



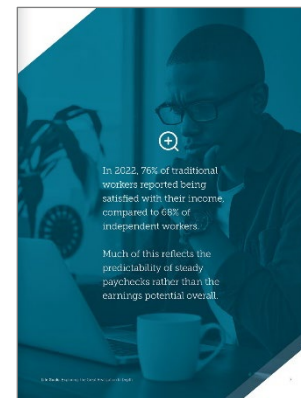
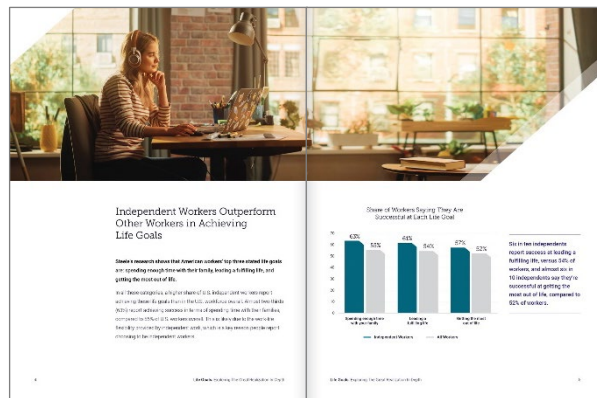
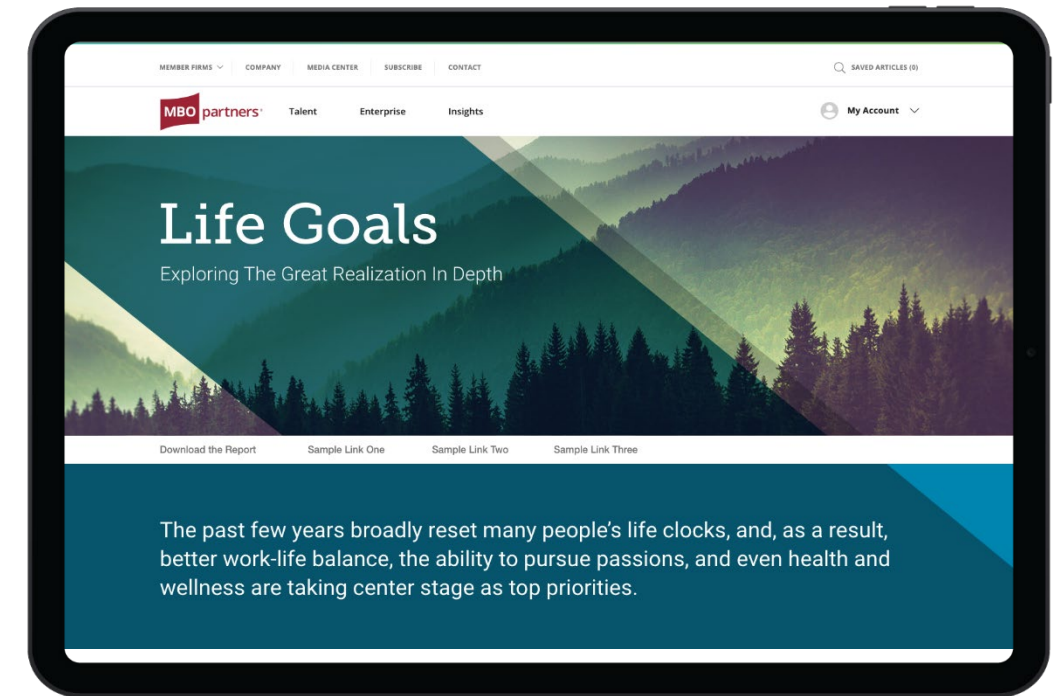
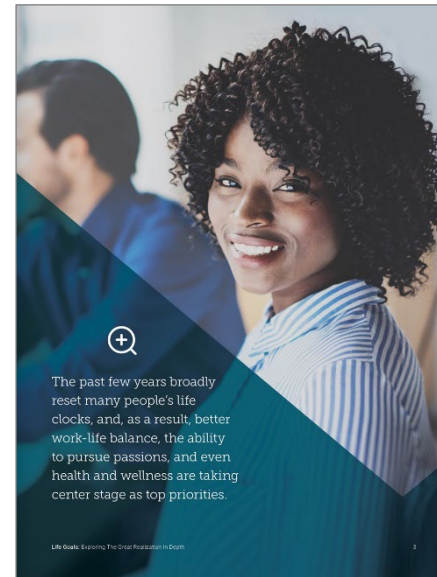
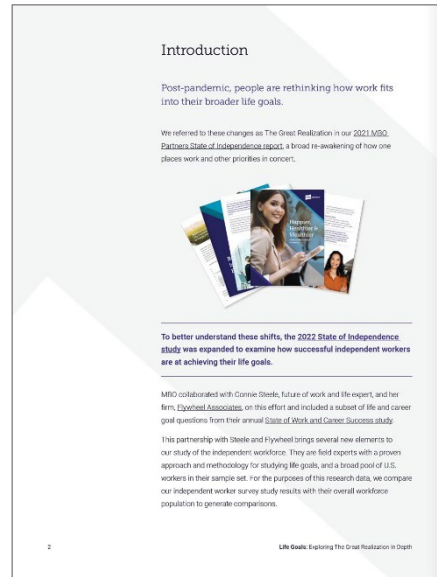
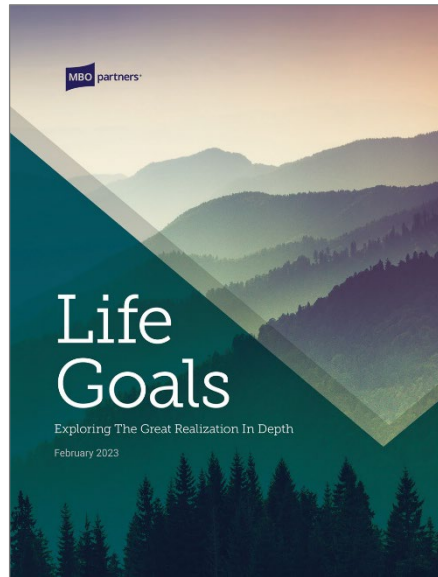
8. Research Samples – Digital Nomads



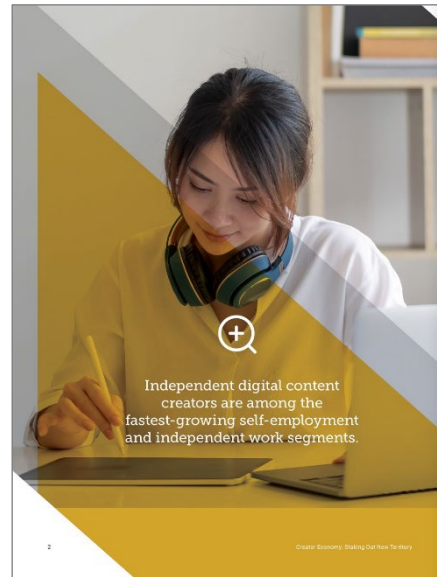
8. Research Samples – State of Independence



8. Research Samples – Life Goals



8. Research Samples – Creator Economy



They are a diverse group of full and part-time solopreneurs and micro-business owners who monetize their knowledge and skills by creating online digital content.

The 2023 MBO Partners State of Independence in America research study found that 6.1 million U.S. independent creators earned money in the creator economy in 2022, up a sizzling 14% compared to 2021.

The Number of Independent Creators Increased 14% in 2022
(in millions)

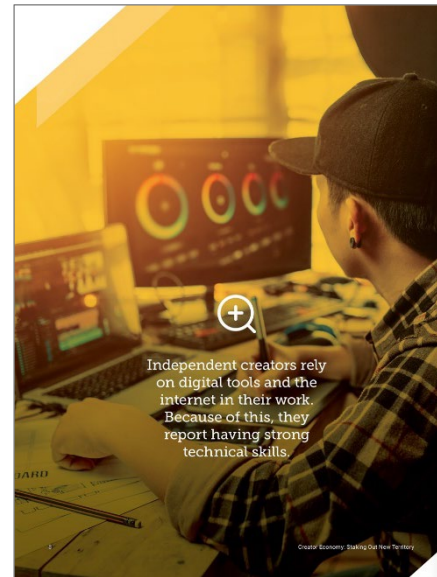
Year	Number of Independent Creators (in millions)
2021	6.9
2022	6.1

Defining Independent Creators

While there is no standard definition of the creator economy or creators, we defined independent creators as independent workers (self-employed, solopreneurs, freelancers, etc.) who earn money by creating and distributing digital content.

This includes writers, artists, entertainers, vloggers, influencers, educators, thought leaders, and others who monetize their knowledge or skills by creating online digital content. We identified creators through a series of survey questions about their independent work, digital content creation, and monetization activities.

In this MBO State of Independence Research Brief, we explore the rise and growth of the creator economy and the attitudes, motivations, and demographics of independent creators who earn income from making and distributing online digital content.



Tech Savvy

Eighty-seven percent report being early adopters of technology, and 84% say they are advanced technology users. This compares to only 34% of traditional employees and 37% of independent workers as early technology adopters. Also, just 23% of traditional employees and 32% of independent workers say they are advanced technology users, per the State of Independence.

Because social media is at the core of most content creators' businesses, they are active social media users. Ninety-seven percent of content creators say social media is very important (71%) or somewhat important (26%) for building their online reputation and brand. This compares to only 73% of independent workers saying social media is very important (33%) or important (38%) for building their online reputation and brand.

Independent creators also rely on online platforms for content distribution, audience access, and monetization.

This means they need strong technical skills to operate their businesses. The chart below shows the top online platforms independent creators use to build their audiences and generate revenue.

Online Platforms Used for Content Distribution by Independent Creators

Platform	Percentage
YouTube	68%
Instagram	56%
Facebook	43%
TikTok	41%
Twitter	18%
Spotify	17%
LinkedIn	13%
Pinterest	10%

The Creator Economy is a Team Sport

Independent creators are more likely to partner with other independent creators and freelancers than traditional workers.

Account of all independent creators (80%) report they have worked with other independent creators, compared to only 17% of traditional workers who are self-employed or working as independent workers.

Most independent creators (80%) report they have worked with other independent creators, compared to only 17% of traditional workers who are self-employed or working as independent workers.

The Challenges Independent Creators Face

Independent creators face a number of challenges, including:

- Lack of predictable income
- Lack of consistent business or client relationships
- Creating a unique and profitable business model
- Lack of benefits

Income in the Creator Economy

Over 60% of independent creators report they have earned income in the creator economy, with 30% reporting they have earned income in the past 12 months.

Our survey findings show that up to about 70,000 independent creators - almost 1% of independent creators - reported annual income over \$1 million.

Independent Creator Earnings (Chart courtesy of Fiverr Company, 2022)

Income Range	Percentage
\$0 - \$10,000	33%
\$10,000 - \$20,000	25%
\$20,000 - \$30,000	14%
\$30,000 - \$40,000	10%
\$40,000 - \$50,000	8%
\$50,000 - \$60,000	5%
\$60,000 - \$70,000	3%
\$70,000 - \$80,000	2%
\$80,000 - \$90,000	1%
\$90,000 - \$1,000,000	1%

Many Aspire to be Independent Creators

The creator economy has generated excitement and interest among many Americans, with 61% of respondents reporting they would like to become independent creators if they had the time and resources.

Most Americans who aspire to be independent creators are in the 18-34 age range, with 61% of respondents reporting they would like to become independent creators if they had the time and resources.

Our survey findings show that up to about 70,000 independent creators - almost 1% of independent creators - reported annual income over \$1 million.

Number of Participants by Independent Creator Type and Income

Creator Type	Number of Participants	Percentage
Full-Time	8.1M	51%
Part-Time	4.9M	43%
Aspiring	5.1M	51%

Meet the Independent Creators

Independent creators come from all ages and backgrounds, with 46% of respondents reporting they are 18-34 years old, 27% reporting they are 35-44 years old, and 17% reporting they are 45-54 years old.

Most independent creators are women, with 61% of respondents reporting they are women and 39% reporting they are men.

Independent creators are more likely to be self-employed than traditional workers, with 80% of respondents reporting they are self-employed and 20% reporting they are traditional employees.

Demographics of Independent Creators

Age Group	Percentage
18-34	46%
35-44	27%
45-54	17%

Most are Part-Time Independent Creators

Just over a third (36%) of independent creators report they are full-time independent creators, while 64% report they are part-time independent creators.

Most independent creators are women, with 61% of respondents reporting they are women and 39% reporting they are men.

Independent creators are more likely to be self-employed than traditional workers, with 80% of respondents reporting they are self-employed and 20% reporting they are traditional employees.

Percentage of Independent Creators by Classification Type

Classification	Percentage
Part-Time	64%
Full-Time	36%

Independent Creators: Entrepreneurial, Passionate, and Satisfied

Independent creators are more likely to be entrepreneurs than traditional workers, with 80% of respondents reporting they are entrepreneurs and 20% reporting they are traditional employees.

Most independent creators are women, with 61% of respondents reporting they are women and 39% reporting they are men.

Independent creators are more likely to be self-employed than traditional workers, with 80% of respondents reporting they are self-employed and 20% reporting they are traditional employees.

Independent Creators Value their Flexibility and Lifestyle

Independent creators highly value the flexibility and lifestyle associated with being independent creators.

83% of independent creators report they value their flexibility and lifestyle.

9% of independent creators report they value their flexibility and lifestyle.

4% of independent creators report they value their flexibility and lifestyle.



7. Layouts – Floor Displays

Physical Banners

Shown here are retractable floor displays used for in-person events.

Each banner measures 33.5" wide x 80" tall.

Please note that the Museo Slab font has been used in these executions as the audience and event were Product focused.



8. Research Samples – Photography

Journalistic Photography

Photography can elevate content, creating a unique and evocative visual tone. The following are examples of images used in the Research materials.

Images should strive to communicate a message to the viewer while also being supportive of the content.

Portraits, work settings and environmental images should evoke an emotional connection and use a journalistic photographic style.

Key words when searching for images:

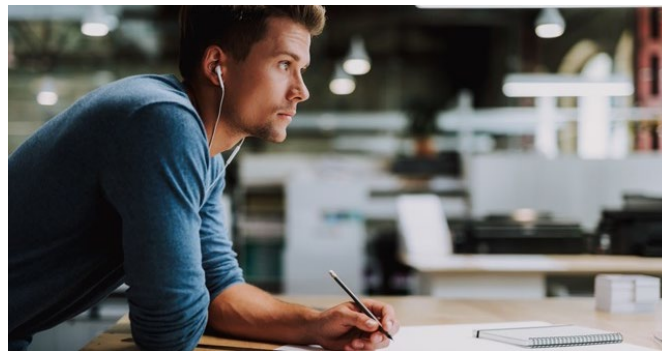
- Human (diverse)
- Aspirational and inviting
- Use of technology
- Uncluttered environment
- Visually interesting
- Real (non-illustrated or augmented)

Portrait and camera-facing



8. Research Samples – Photography

People and work settings



8. Research Samples – Photography

Environmental and backgrounds

