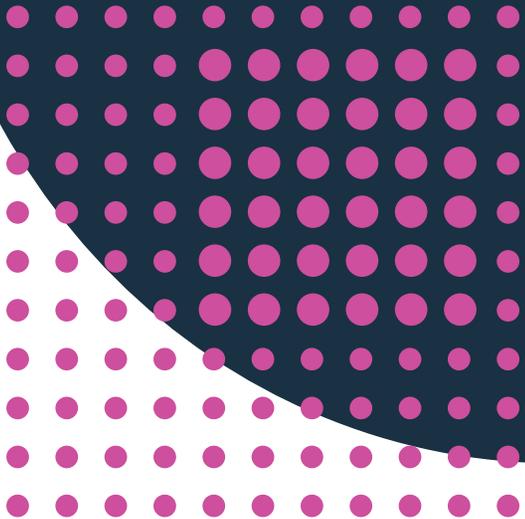


D4t4 and Celebrus

Media Branding Kit



Our brands

D4t4 Solutions plc

D4t4 Solutions plc is a UK-founded tech company quoted on the London Stock Exchange (D4t4) that owns the innovative suite of data-driven Celebrus brand products. With clients in 27 countries throughout the financial services and banking, retail, travel, healthcare, and telecom sectors, D4t4 Solutions leads data innovation globally.

Celebrus

Celebrus is a suite of data-driven solutions owned by D4t4 Solutions, including Celebrus, Celebrus for Fraud, Celebrus Cloud, Celebrus CX Vault, and Celebrus CDI for Salesforce.

Our products

This is how each product should be described and introduced.

Celebrus

Celebrus is a data platform that leverages first-party data capture and contextualization to inform comprehensive identity graphs that enable hyper-personalized experiences based on individual consumer engagement and interest.

Celebrus CX Vault

Celebrus CX Vault is a privacy-forward, no-party data solution that enables the contextualization of anonymous data in real-time to deliver relevant experiences.

Celebrus CDI for Salesforce

Celebrus CDI for Salesforce empowers marketers to close data and identity gaps by delivering over 200 signals directly into Salesforce Marketing Cloud and providing data-driven insight to power one-to-one personalization at scale.

Celebrus for Fraud

Celebrus for fraud leverages comprehensive digital identity profiles along with behavioral biometrics and advanced data capabilities to detect and prevent fraud in real-time.

Celebrus Cloud

Celebrus Cloud turns raw data into actionable insight, by automating the intake, integration, transformation, and delivery of customer data in real-time.

Correct use of product names and features

Celebrus solutions

How to represent Celebrus products and solutions:

We have streamlined and simplified the way we represent our products. We no longer have separate logos or colors for each product. Celebrus is a unified solution, and therefore a unified brand.

Always capitalize the initial capital of our company names: **Celebrus** and **D4t4 Solutions**.

Product vs feature

Solutions within the products are not to be capitalized, except if they have been branded with a name.

See exceptions below:

Celebrus brand products that are capitalized:

Celebrus
Celebrus Cloud
Celebrus CDI for Salesforce
CX Vault

Celebrus brand features that are capitalized:

Cross-domain Continuance
Trip Wire
Sense and Trace
Profile Builder

Celebrus brand features that are NOT capitalized

(examples only):
identity graph
ID graph
identity resolution
anomaly detection
API connector
behavioral biometrics

Celebrus logo

The Celebrus logo

The logo is comprised of the 'C' symbol, built using multiple part circles or 'C's, each ending a data dot, followed by the name.

Standard logo

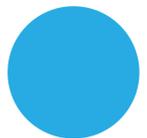


Exclusion zone

It's important to allow space around the logo. This is called the 'exclusion zone'. The minimum space to allow is equivalent to the size of the 'c' in the name: above, below, and at each end of the logo.

Colors

The Celebrus logo uses two primary colors:



Cyan

Hex: #009fe3
RGB: R0 G159 B227
CMYK: C100 M0 Y0 K0

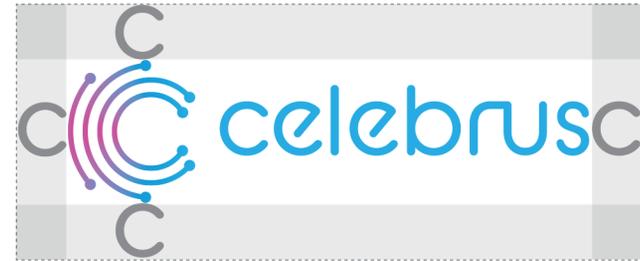


Pink

Hex: #d14893
RGB: R208 G72 B147
CMYK: C16 M83 Y0 K0

*A black and white logo is available when color isn't an option.

Exclusion zone



Stacked logo, for use only when horizontal space is limited



Reversed logo



Logo files for download

celebrus-logo.png - Download [here](#)

celebrus-logo.svg - Download [here](#)

celebrus-logo.eps (for printers) - Download [here](#)

celebrus-logo-white.png - Download [here](#)

celebrus-logo-stacked.png - Download [here](#)

celebrus-logo-stacked.svg - Download [here](#)

celebrus-logo-white-stacked.png - Download [here](#)

D4t4 logo

The D4t4 logo

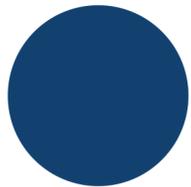
The logo is composed of a grid of 5 dots followed by the name.

Exclusion zone

It's important to allow space around the logo. This is called the 'exclusion zone'. The minimum space to allow is equivalent to the size of the 'o' in the name, above, below and at each end of the logo. A black and white logo is available where color is not an option.

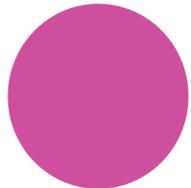
Colors

The D4t4 logo uses two primary colors



Navy

Hex: #1a3b6b
RGB: R26 G59 B107
CMYK: C100 M81 Y31 K15



Pink

Hex: #d14893
RGB: R208 G72 B147
CMYK: C16 M83 Y0 K0

Standard logo



Stacked logo, for use only when horizontal space is limited



Exclusion zone



Reversed logo



Logo files for download

d4t4-solutions-logo.png - Download [here](#)

d4t4-solutions-logo-stacked.png - Download [here](#)

d4t4-solutions-logo-white.png - Download [here](#)

d4t4-solutions-logo-stacked-white.png - Download [here](#)

d4t4-solutions-logo-RGB.svg - Download [here](#)

d4t4-solutions-logo-stacked-RGB.svg - Download [here](#)

d4t4-solutions.eps (for printers) - Download [here](#)

Unacceptable logo uses

Unacceptable use of the logos

It's important that the appearance of the logos remains consistent and of the highest standard.

The logos should not be misinterpreted, modified, or added to. Orientation, color and composition should not be changed - **there are no exceptions.**

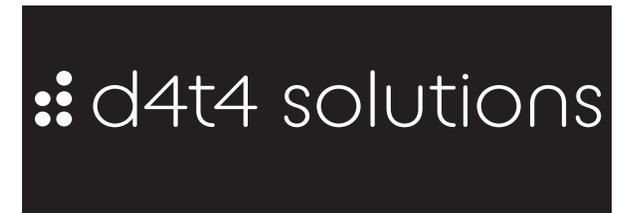
Don't compress or stretch



Don't add any effects like shadows



Don't cramp the logos - give the correct space



Don't redraw the logos



Don't place on a patterned background or image



Don't rotate the logos



We're here to help

If you have any questions about the information in this kit, need additional brand elements, or are unsure if your communication best represents the D4t4 and Celebrus brands, please contact us:

Laura Ballam, Head of Brand
laura.ballam@d4t4solutions.com

Ned Tadic, PR Specialist
ned.tadic@d4t4solutions.com

Thank you!