



Brand Guidelines

Defining our brand

Who we are

Description - No character limit

The Ibotta Performance Network (IPN) is the CPG industry's leading performance marketing network. Brands can reach platforms with more than 120M consumers across the country's top retailers, delivering digital offers at unprecedented scale with performance marketing efficiency. The IPN is a one-stop shop where advertisers can reach consumers during their shopping journey and improve performance across all of its marketing channels, with unparalleled precision and measurability.

Description - 250 characters

Reach platforms with more than 120 million shoppers through Ibotta's network of retailers, publishers, and owned digital properties. The Ibotta Performance Network delivers unprecedented scale with performance marketing efficiency - promotions will never be the same.

Description - 150 characters

Reach platforms with 120M+ shoppers through Ibotta's network of retailers and owned digital properties. The Ibotta Performance Network (IPN) delivers unprecedented scale with performance marketing efficiency.

Brand values

Bold

We are innovators and disruptors who don't accept the status quo. We're not afraid to suggest new ideas and push new ways of thinking. We were the first to deliver cash back rewards on item level products and now we're the first to deliver performance marketing at such unprecedented scale.

Trusted advisors

Our partners trust us to do what we say and deliver on our promises. They look to us for advice and expertise on digital offers and driving ROI on their marketing programs.

Leaders

We are rewards and performance marketing thought leaders. We understand the marketing landscape is changing, and we're in a unique position to drive that conversation forward with new approaches and ways of thinking. We incorporate into the IPN what we hear from marketers on what they need to be successful.

Results oriented

Our pay for performance model means we move units and drive ROI for our clients. We know digital offers are better than paper coupons, delivering more savings for the Shopper and efficiency for our partners.

Tone

Similar to the Ibotta brand, our tone is human. We use familiar, conversational words and active, concise sentence structures.

True to our brand values and who we are — the language we use when talking about the Ibotta Performance Network is strong and impactful. We communicate in a way that is provocative and also provides solutions. We make big claims because we can back them up — we're more than just big statements, but we make those too.

Unlike that of the consumer brand, our focus is within the business-to-business context, so across all communications we are less playful, silly and casual. We're communicating directly with industry-leading marketing professionals and must consistently maintain a refined, professional tone.

The B2B tone should also be:

- Action driven
- Attention grabbing
- Intriguing and provocative
- Strong and impactful
- Helpful - we provide solutions for marketers

The B2B tone is not:

- Overly casual
- Overly friendly
- Overly trendy
- Identical to the D2C tone

The B2B tone should adhere to current professional writing standards — as if you are writing an email to our CEO or another member of leadership.

Talking about Ibotta and the IPN

In all instances, Ibotta, as the partner, the company and employer should take center stage. Ibotta is the entity who partners with brands and retailers who are joining the Ibotta Performance Network. The IPN is the platform or mechanism brands use to drive sales, reach more consumers, take advantage of closed-loop digital offers, etc.

Brands cannot partner with the IPN only; Ibotta is a fundamental part of the Ibotta Performance Network.

Approved usage:

- “General Mills partners with Ibotta to drive sales”
- “General Mills leverages the Ibotta Performance Network for greater scale.”
- “As part of Dollar General’s strategic relationship with Ibotta, they will join the Ibotta Performance Network (IPN), a nationwide network that provides digital offers to millions of consumers nationwide.”

How to talk about Ibotta:

- Partner with Ibotta
- Run (offers) on Ibotta
- Ibotta Properties
- Powered by Ibotta
- Provided by Ibotta
- Work with Ibotta consumers nationwide

How to *not* talk about Ibotta:

- Ibotta Classic
- Ibotta Legacy
- Ibotta Owned

Talking about Ibotta and the IPN

Ibotta or the IPN can sponsor a conference, a paid media opportunity, an event or client gathering — and employees who attend, speak, etc., are always representatives of Ibotta.

Approved usage:

Bryan is participating in a paid event with Ad Age in September. He is speaking about the future of marketing and advertising, and is there in his capacity as CEO of Ibotta.

- Bryan Leach, CEO of Ibotta
- Ad Age Fireside chat brought to you by the Ibotta Performance Network

‘The IPN’ is only to be used after referencing the Ibotta Performance Network in full (and in later mentions in the same communication).

Approved usage:

“To help power the loyalty program, Dollar General has joined the Ibotta Performance Network (IPN). Dollar General is the largest retailer in the fast-growing dollar channel and the first from the channel to leverage the IPN.”

Ways to talk about the IPN

Approved uses:

First mention:

- The Ibotta Performance Network
- The Ibotta Performance Network (IPN)
- **Yes:** "Offers in the Walmart Rewards program are provided exclusively by the Ibotta Performance Network (IPN)."

Second mention:

- The IPN
- **Yes:** "Offers in the Walmart Rewards program are provided exclusively by the IPN."

Sample press headline:

Dollar General Joins the Ibotta Performance Network

Subheader: Value retailer partners with cash back rewards leader Ibotta to drive loyalty with digital offers on hundreds of brands

When talking about the Ibotta Performance Network, **do not** refer to it as

- "the Ibotta IPN"
- "the Performance Network"
- "the Network"
- Just "the IPN"
- **No:** "Offers in the Walmart Rewards program are provided exclusively by the Ibotta Performance Network (IPN), powered by Ibotta."
Why: In this instance there is redundancy in talking about Ibotta and the Ibotta Performance Network.
Try instead: "Offers in the Walmart Rewards program are provided exclusively by the Ibotta Performance Network (IPN)."

Naming conventions

Gray areas:

Using Ibotta in the name of our B2B business can cause redundancy in how we talk about the two sides of the business. Where possible, to avoid redundancy, say "The IPN powered by Ibotta". We recognize, in conversations with clients it may be necessary to step outside the guidelines and do's/ don'ts outlined here. If you must, you can say "Ibotta's Performance Network" but this should be a very limited use case and should not be used in copy and is not always an approved statement.

Helpful hints:

- Are you saying 'Ibotta'? 'Ibotta' should be said at least once in reference to the Ibotta Performance Network.
- Are you saying 'Ibotta' more than once? Avoid redundancy where possible.

Other important naming conventions:

- **Shoppers:** When we talk about consumers accessing digital offers through the IPN, we refer to them as shoppers.
 - Savers is how we refer to consumers using Ibotta Properties
- **Ibotta Properties:** The direct to consumer digital properties
 - Not to be referred to as Ibotta Classic, Ibotta Owned, or Ibotta Legacy
 - Ibotta properties are a part of the IPN AND the IPN is part of Ibotta - corporate identity/ company
- **Advertisers:** Brands (CPG, GM, retail, etc) that distribute digital offers across the IPN
 - Not to be referred to as clients or CPG brands.
- **Publishers:** Social networks, content publishers and recipes sites. Partners who offer IPN content on their properties. Part of the partners pillar.
- **Retailers:** Top retail stores, websites and apps where purchases and offer redemptions can occur. Part of the partners pillar.
- **Digital Offers:** Retailers will be able to use our offer content in a variety of ways including discounts, so we use digital offers to be more inclusive of use cases
 - Not to be referred to as cash back offers, digital rewards, digital cash back, or digital promotions
- **Partners:** Encompasses the advertisers, publishers, and retailers leveraging digital offer campaigns through the IPN

Best practices

Capitalization:

Title case capitalizes the first letter of every word except short conjunctions, articles, and prepositions.

Sentence case capitalizes the first letter of the first word.

Article titles:

For article titles we use title case.

Headlines:

For headlines we use sentence case but can be flexible depending on the context — use cases for the capitalization of specific words within a headline may include:

Adding emphasis

- e.g., 'Savings & Discounts matter most'

Signifying importance

- e.g., 'according to Marketing leaders, 'according to Retailers', 'according to Brands'

For use of numbers in headlines, capitalize only the first word of your headline, even if the headline begins with a number.

If the headline begins with a number, use numerals:

- 3 ways to write headlines (not "Three ways to write headlines" nor "3 Ways to write headlines")

Example article titles:

- 2023 Outlook: The Accelerated Rise of Private Label
- Back to School 2023 Guide: Seasonal Trends to Build Your Marketing Strategy
- 3 Ways to Write Headlines

Example headlines:

- What this means for advertisers
- Consumer sentiment: Deals & Cash Back matter most
- ("Deals & Cash Back" using capitalization for emphasis)
- 3 ways to write headlines

Best practices

Commonly used phrases, formalized usage, alphabetized:

E-commerce:

When used in a formal context (e.g., press release, article)

- E-commerce (Capitalize the 'E' only if the word is beginning a sentence.)

When used in an informal context (e.g., email)

- ecomm is OK

Industry leading:

When the phrase is used as an adjective (e.g., The partner is an industry-leading Retailer)

- The hyphen is required, as the two words become a compound modifier.

When the two words simply function as simply a noun and a verb, respectively (e.g., Across the retail industry, leading companies are joining the IPN).

- The hyphen is not required, as the two words do not form a compound modifier. (A comma may be a common 'requirement' in these instances, in a formal context e.g., press release.)

Decimals usage:

When used in a sentence (e.g., email, newsletter, article, etc.)

- Round to the nearest whole number.

Ex: 50% lift, 100% pay-per-sale.

When used in tables, graphics, sales collateral

- Round to no more than one decimal, the nearest tenth

Ex:

49.9%

Logo usage

Logo

The Ibotta Performance Network (IPN) logo is a uniquely crafted logomark that should never be manipulated. The logo is composed of the Network Spectrum (color bars) and a custom logo type.

Versions

The full color version of the IPN logo must be represented in a way where all aspects are easily visible, with the ideal representation being on a white background. When there is not adequate contrast for all colors in the Network Spectrum, use the secondary version with the lettering in reverse. The ideal representation of the secondary version is on a charcoal background.

Layout

The layout of the IPN logo should be determined based on legibility. When there are height restrictions, avoid using the stacked version as the second line of text can become illegible.

Primary logo



Secondary logo



Logo usage

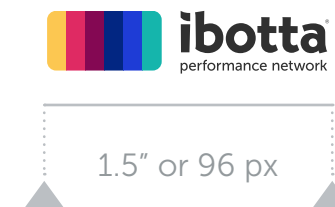
Exclusion zone

Clearspace around the logo is equal to the height of the “O”.



Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



The IPN logo should never be smaller than 96 px in digital or 1.5 inches in print.



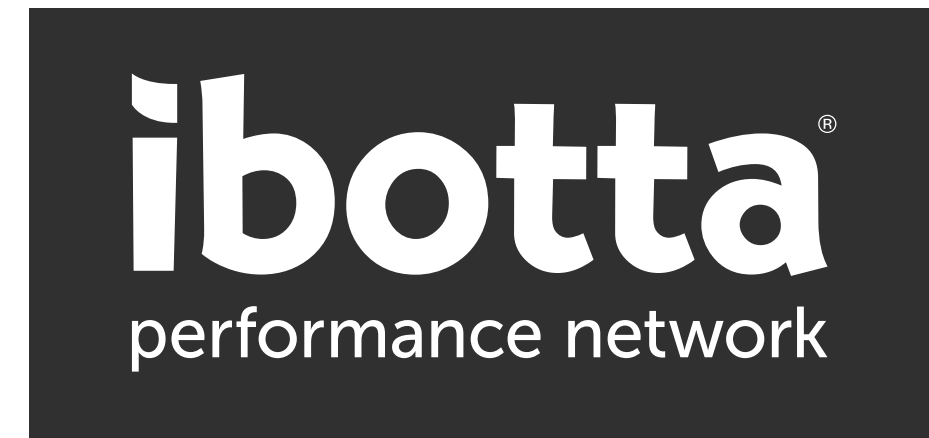
The IPN favicon is for digital application only, and should never be smaller than 16 x 16 px. The favicon should never be used as core brand representation, only as browser demarcation with full logo representation already established within the platform.

One color version

When a single color version of the IPN logo is necessary, using just the text lockup is allowed. This should only be implemented in such use cases as engraved materials, single color swag, or similar. In all other instances, the full color version incorporating the Network Spectrum must be used.

When this version is used on swag, the ideal representation is on a Charcoal background. When that option is not available, select the option closest to one of the brand colors.

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performance network



Partnerships

Lockup

This logo lockup should be used in all co-branded executions for the Ibotta Performance Network, using the “x” to signify to amplification across the IPN. For partnerships, the logo lockups should always lead with IPN at the forefront. This lockup can be used for advertisers, publishers, and retailers. Co-branded logo should always be represented according to the brand’s guidelines.

We kindly ask that you adhere to the following, unless you have explicit approval:

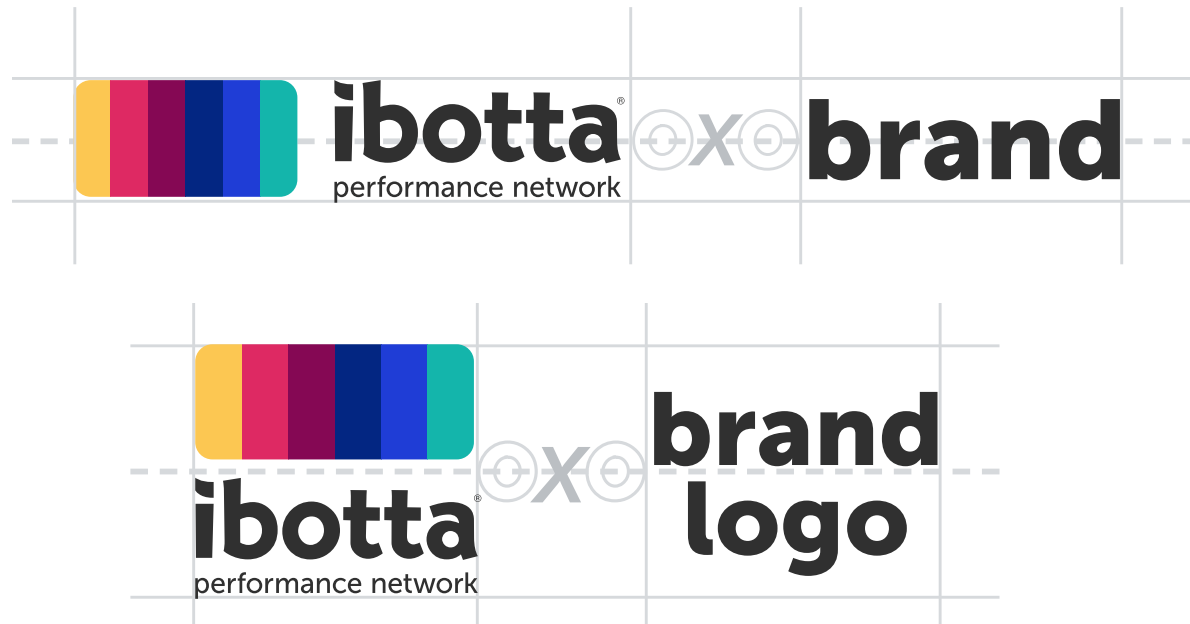
- Do not use the Ibotta name or marks as part of your own.
- Do not use Ibotta in any advertising without our explicit approval, including written out in copy or tagging Ibotta handles in partner social media posts.
- Do not use the Ibotta assets or similar words/marks on apparel or merchandise.



Partnerships

Exclusion zone

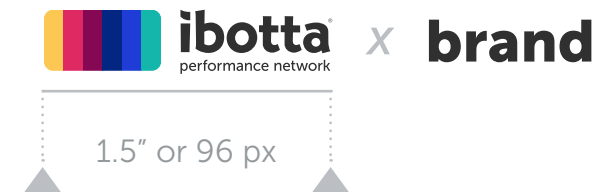
Use clear space between logos, with clear space being based on the height of the Ibotta logo letter "O." Partner logos and accompanying "x" should be aligned to the optical middle of the IPN logo. The X should always be lowercase Museo Sans 500 Italic, displayed in either branded neutrals or white.



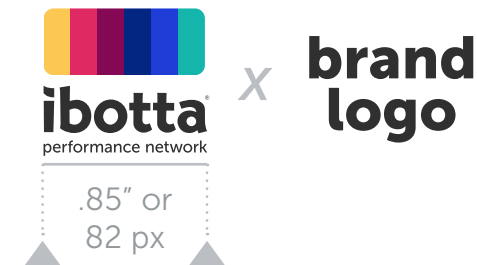
Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The IPN horizontal logo should never be smaller than 96 px in digital or 1.5 inches in print.



The IPN stacked logo should never be smaller than 82 px in digital or .85 inches in print.



Color guidelines

Primary colors

Charcoal

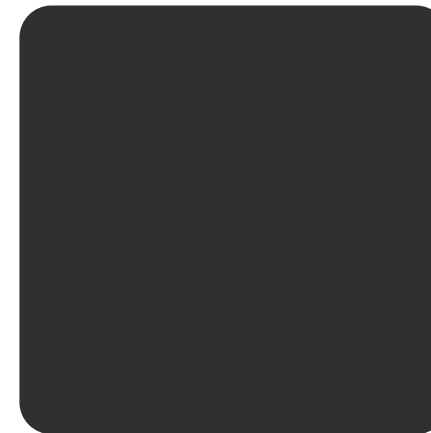
Our core brand color — it's what balances out the Network Spectrum. Copy should always be displayed in charcoal, unless emphasis is needed for callouts or if the text is reversed on a charcoal background. This helps to give the IPN branding a clean appearance while balancing out the supporting colors.

Charcoal is also the primary action color. This allows for a modern and clean aesthetic, while always meeting accessibility standards.

Ruby

Our corporate color. It's what makes our visual identity memorable and ties us back to our corporate branding. It's best used sparingly, like in our logo or as an emphasis.

Because it is a dark pink, at small sizes it can be confused with red. Be mindful of the context in which it is used — we don't want our brand color to be associated with negative charts, stats, or errors. Similarly, Ruby shouldn't be used for buttons, which can be interpreted as having destructive actions.



Charcoal - Core Brand 1

HEX: #303030
RGB: 48, 48, 48
CMYK: 61, 68, 64, 74
PMS: 426 C



Ruby - Core Brand 2

HEX: #DF2A63
RGB: 223, 42, 99
CMYK: 0, 100, 41, 0
PMS: 205 C

Color palette

Secondary colors

These colors help fill our brand with life, while making sure to set us apart from other brands. They're best used in things like illustrations, charts, and accents.



Lemon

HEX: #FCC751
RGB: 252, 199, 81
CMYK: 1, 23, 78, 0
PMS: 135 C



Rhubarb

HEX: #840853
RGB: 132, 8, 83
CMYK: 42, 100, 40, 22
PMS: 235 C



Denim

HEX: #022682
RGB: 2, 38, 130
CMYK: 100, 87, 0, 25
PMS: 3591 C



Cobalt

HEX: #1E3CD6
RGB: 30, 60, 214
CMYK: 100, 90, 0, 0
PMS: 2728 C



Dolphin's blowhole

HEX: #15B5AC
RGB: 21, 181, 172
CMYK: 81, 0, 39, 0
PMS: 326 C



Flamingo's dream

HEX: #F2828F
RGB: 242, 130, 143
CMYK: 0, 58, 29, 0
PMS: 177 C

Neutrals

The IPN logo inherently brings its own vibrance, which pairs well with neutral toned backgrounds and elements.



Neutral 100

HEX: #F8F9FC
RGB: 248, 249, 252
CMYK: 2, 1, 0, 0



Neutral 200

HEX: #F0F2F5
RGB: 240, 242, 245
CMYK: 4, 2, 2, 0



Neutral 3

HEX: #E3E6E9
RGB: 227, 230, 233
CMYK: 10, 6, 5, 0



Neutral 4

HEX: #D6D9DC
RGB: 214, 217, 220
CMYK: 15, 10, 9, 0



Neutral 5

HEX: #BBBFC3
RGB: 187, 191, 195
CMYK: 27, 19, 18, 0



Neutral 6

HEX: #93999C
RGB: 147, 153, 156
CMYK: 45, 34, 34, 1

Typography

Typography

Our primary font family is Museo Sans.

Like our brand persona, our font stack is strong and clear. The varied weights allow seamless transitions between contexts, while easily being able to direct attention to key stats and phrases.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789**

Museo Sans - 900

Museo Sans - 700

Museo Sans - 500

Museo Sans - 300

Museo Sans - 100

Universal font substitute

Use Century Gothic as the alternative only when our primary font cannot be used for shared document platforms.

For example, due to PowerPoint typography limitations, Museo Sans cannot be utilized in presentations without becoming unlinked. To ensure the file integrity across all devices, Century Gothic should be used in presentations.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789**

Century Gothic Bold

Century Gothic Regular

G suite font substitute

Use Arial as the alternative only when our primary font cannot be used for web applications.

For example, due to HTML typography limitations, our core brand font cannot be utilized as in-line text across email executions.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Arial Bold

Arial Regular

Paragraph styles

Like our brand positioning, the IPN paragraph style should be open and easy to follow along with. While headlines or advertising claims are usually depicted in Museo Sans 900, no more than 1-2 sentences should be bolded at a time. If everything is bold, nothing is bold.

The standard font color should always be Charcoal, or White on reverse backgrounds. Colored text should be used sparingly to add emphasis. When a stat or callout needs to be highlighted, use a brand color. Never use text in Ruby to demonstrate a negative value — our core brand color should only draw attention or be an accent.

The exact weights are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed.

H1
Museo Sans 900

Heading

H2
Museo Sans 500

Subheading

P
Museo Sans 300

Reach 120M+ shoppers with Ibotta's network of retailers and publishers. The Ibotta Performance Network delivers unprecedented scale with performance marketing efficiency.

Callouts
Museo Sans 900/300

123
Callout styling

CTA Text
Museo Sans 700

Learn more

Design elements

Highlight bar

Usage

Using a highlight bar to emphasize key messaging points is a core part of the IPN brand. Highlight bars should only be used with Museo Sans 900, and never emphasizing more than a few words. Highlight bars should not be used in small format deliverables where it could impede legibility.

The highlight bar dimensions will be based on the font size, with the stroke weight being the font size divided by 4. For example, a header in 40pt font would use a highlight bar with a 10pt stroke weight.

Placement

The highlight bar should be placed where it will rest just under the lowest letter bowl, never spreading into the actual bowl itself. The center line of the highlight bar stroke should always align to the baseline of text, with the bottom never crossing below the descender.

In order to not fully justify with the text and impact readability, the highlight bar should optically extend on either side. The extension should be no greater than the width of the text bar.

Highlight bar

Alignment to
text base

Hig

Beneath lowest
letter bowl

bar

Never crossing
the descender

ligh

Highlight bar

Color

The highlight bar can be used on white, charcoal or branded neutral backgrounds. The primary highlight bar color is Ruby, with Dolphin's Blowhole and Lemon being the secondary colors. Highlight bars should never be used on materials where it would impact readability or in web applications where the static styling would impact SEO performance.

Highlight bar

Highlight bar

Highlight bar

Highlight bar

Highlight bar

Highlight bar

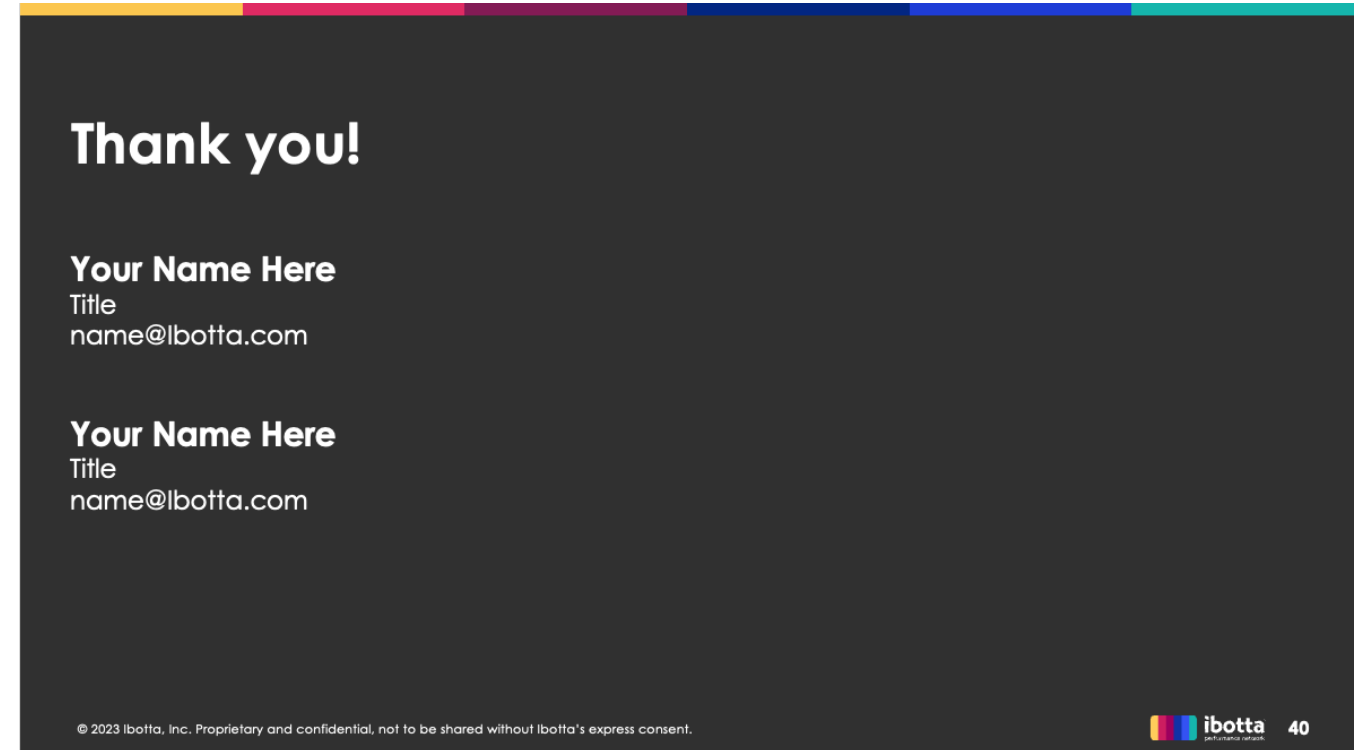
Network Spectrum

Usage

The Network Spectrum is the colored portion of the IPN logo, serving as a visual reminder of the scale of the Ibotta Performance Network. The color bars can be used as a stylistic element, helping to elevate materials with dynamic pops of color.

Colors should always stay in the same order as in the IPN logo: Lemon, Ruby, Rhubarb, Denim, Cobalt, Dolphin's Blowhole. The integrity of the color bars must stay intact, without changing the shape or apply additional patterning.

Text should never be placed on top of the Network Spectrum, with the spectrum always being used as an accent but never the main or largest graphical component of any visual.





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