



Decide with Confidence

# Brand Identity Standards

*August 2007*

# Introduction

D&B considers the brand to be a critical competitive advantage to win in the marketplace, and one of the five components of our *Blueprint for Growth* strategy.

Our brand is a promise that sets expectations and delivers on them through a consistent experience over time, in our products, behavior, and communications. Responsibility for the brand does not belong to outside creative agencies—D&B’s leadership expects all team members to understand and support the brand.

These brand standards provide you with the information you need to keep D&B’s world-class brand communications strong and vital. By implementing the basic elements of our brand identity consistently and with clarity—to every audience, in every medium, every time—you help all D&B stakeholders better understand who D&B is and reinforce their trust in us.

It’s up to you to make our brand successful. Read these brand standards carefully and make sure that your team and your outside partners are familiar with them, too. Keep these standards close at hand and refer to them every time you develop or review any D&B communications.

**Jim Burke**

Chief Marketing Officer and Senior Vice President,  
Global Solutions, D&B

# Index

The D&B Brand Identity .....	1.1
D&B Logos	
Overview .....	1.2
Corporate Logo.....	1.3
Competency Logos .....	1.4
Color Variations .....	1.5
Placement .....	1.6
D&B Worldwide Network Logo .....	1.7
Color .....	1.9
Fonts & Typefaces.....	1.10
Imagery .....	1.11
Format & Layout.....	1.13
Messaging	
Verbal Identity .....	1.14
The D&B Voice .....	1.15
Legal Compliance .....	1.16
Communications Checklist .....	1.17
Appendix.....	1.18
Electronic Artwork Files.....	1.19
Color Specifications .....	1.20
Production Quality .....	1.21
20x20 Grid.....	1.22
Messaging Platforms .....	1.23
Writing Style .....	1.25
Writing Mechanics.....	1.27

## For more information:

A complete library of standards, tools, and templates is available at the D&B Brand Center at <http://intranet.dnb.com/brand>, or D&B Link at <http://intranet.eu.dnb.com/dblink>.

You can also contact the Brand Team at Ask Brand on the D&B Brand Center.

Kristina Ziobro  
Director Brand Management  
+1.973.921.5854 (U.S.A.)  
[ziobrok@dnb.com](mailto:ziobrok@dnb.com)

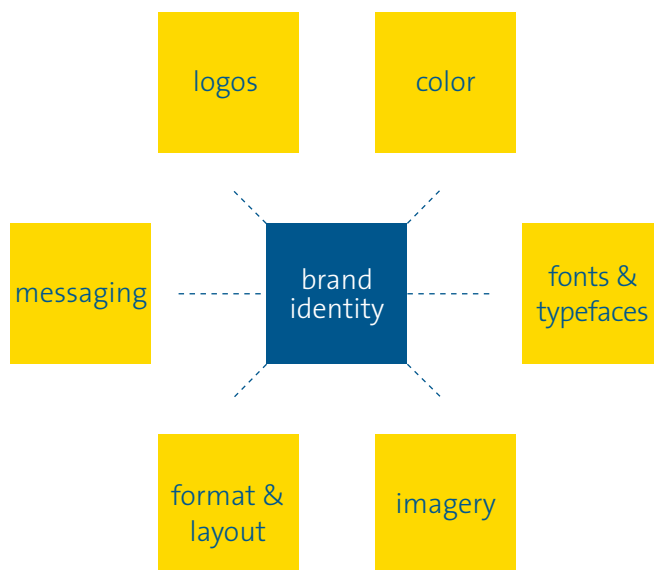
© 2007 Dun & Bradstreet, Inc.

A brand identity is how a company looks and sounds—the way it uses logos, colors, images, and words to deliver a consistent and recognizable visual and verbal experience at every touch-point, on a global scale.

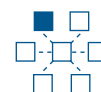
D&B has built a differentiating brand identity that helps communicate our unique brand promise and attributes to all our audiences: customers, partners, and team members. The boldness and clarity of our brand identity symbolizes confidence and sets us apart from our competitors.

## **Working together to build a brand identity**

The D&B brand identity system combines six components that work together to create a unique look and feel for D&B. The standards for using the logos, colors, fonts, imagery, format, and messaging contained in this document offer maximum flexibility and creativity while maintaining visual and verbal unity.



# D&B Logos—Overview



There are six logos in the D&B brand identity:

- The corporate logo
- Four competency logos
- The D&B Worldwide Network logo

## Corporate logo

The D&B corporate logo includes the tagline and represents the entire D&B organization—all our businesses, solutions, and services in every country. The corporate logo must be used on all communications when a competency logo is not used.



**Decide with Confidence**

## Competency logos

The four competency logos represent D&B's core areas of expertise. A competency logo is used only on communications that promote or discuss solutions or products exclusive to that competency.



**Risk Management  
Solutions**



**Supply Management  
Solutions**



**Sales & Marketing  
Solutions**



**E-Business  
Solutions**

## D&B Worldwide Network logo

The D&B Worldwide Network logo represents participation in the world's premier commercial information alliance. The Worldwide Network logo is used as an endorsement mark in a position that is secondary to the D&B corporate or competency logo.



**Decide with Confidence**

## Do's and don'ts

Don't develop new logos or logotypes to promote products, services, programs, or campaigns

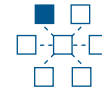
**Product** XYZ



Don't use the corporate and competency logos together on the same page



# D&B Logos—Corporate Logo



The D&B corporate logo represents the entire D&B organization—all our businesses, solutions, and services in every country. The corporate logo must be used on all communications when a competency logo is not used.



## Decide with Confidence

### The tagline

The D&B corporate logo incorporates the *Decide with Confidence* tagline because it clearly communicates our core message and focuses on our customer value instead of our products and services. The tagline should always be used as part of the corporate logo, centered beneath the square logo.

**Note:** There are very few communications where the logo has been used alone without the tagline: signs, internal Microsoft® PowerPoint® presentations, and business forms, premiums, and envelopes where space is limited. These are the only approved exceptions. The tagline is an important part of our brand identity and should be used whenever possible.



(Lobby signage: Approved exception without tagline)

### Do's and don'ts

Always use the official electronic artwork for the D&B corporate logo. Artwork is available in the most-used file formats for a range of media. (see page 1.14)

Don't change the size or position of the tagline



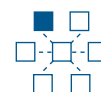
Don't change the color or typeface of the tagline



Don't translate the tagline into another language



# D&B Logos—Competency Logos



The four competency logos were created to highlight D&B's core areas of expertise. Use a competency logo as the primary logo only on communications that promote or discuss solutions or products exclusive to that competency. If there is any question about which logo to use, use the corporate logo.



## Competency descriptors

Competency logos incorporate competency descriptors that have been carefully typeset, sized, and positioned to the right of the square logo. There are only four authorized competency descriptors—do not create a new descriptor and logo to represent a new solution set.

## Do's and don'ts

Always use the official electronic artwork for the D&B competency logos. Artwork is available in the most-used file formats for a range of media. (see page 1.14)

Don't create a new competency descriptor or logo



Don't change the size or position of the competency descriptor



Don't change the color or typeface of the competency descriptor



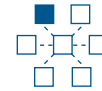
Don't translate the competency descriptor into another language



Don't use more than one competency logo on any communication



# D&B Logos—Color Variations



There are four different color variations for the D&B logos. The different variations make sure that they always look their best no matter where they are used or how they are reproduced.

Four-Color



**Decide with Confidence**

Two-Color (Preferred)



**Decide with Confidence**

One-Color



**Decide with Confidence**

Black & White



**Decide with Confidence**

## The two-color logo is preferred

Choose the two-color logo whenever you can, because of its rich, vibrant color. Only use the black & white logo when the whole document is printing in black & white. You can use any of the color variations based on your production or budget requirements, but make sure the logo always looks sharp, clean, and legible.

## Use the reverse logo on a dark background

Always use a special reverse version of the D&B logo when placing it on a black or dark-colored background. The "D&B" letterforms and the rays of the sun must always be white—not black—and a thin white rule should separate the square logo from the background color.

Positive



**Decide with Confidence**

Reverse



**Decide with Confidence**

## Do's and don'ts

Don't create a "black sun" on a dark background color; always use the reverse version of the logo



Don't let the background color show through the logo; the "D&B" letterforms and sun should always be white

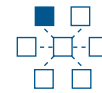


Don't change the color of the logos





# D&B Logos—Placement

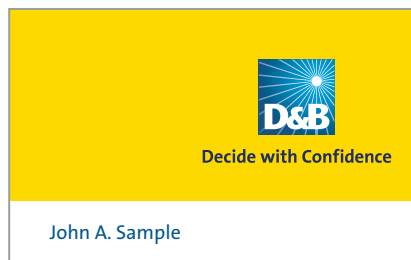


Always place the D&B corporate or competency logo in the top right corner to give it maximum impact and visibility and reinforce a sense of unity in all our communications.

**Note:** Print advertising uses the D&B logo at the bottom of the page, allowing the headline to take center stage, and D&B Web pages use the logo in the top left corner. (See the *Web Application Standards* for more details.) These are the only approved exceptions to the standards, and the top right position is correct for all other materials.

## Use a Golden Yellow background

Always use the D&B logos on a background of D&B Golden Yellow, to make the logo more distinctive and reinforce the energy in our brand. Be careful not to create a Golden Yellow box around the logo—the Golden Yellow should bleed naturally to the edge of the page or space.



## Keep a clear area around the logo

The D&B corporate and competency logos look best and have greater impact when there aren't other graphics, type, or photographs right next to them competing for attention. There should always be as much clear space around the logo as possible, but the minimum clear area is a space equal to the height of the D&B letterforms within the square logo.



## Do's and don'ts

Don't box the logo in with confining blocks of Golden Yellow



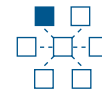
Don't crowd the logo with competing graphic elements; keep a minimum clear space around the logo



Don't reproduce the logo so that it is smaller than 0.375"/12.7mm or 45 px.



# D&B Logos—D&B Worldwide Network Logo (1 of 2)



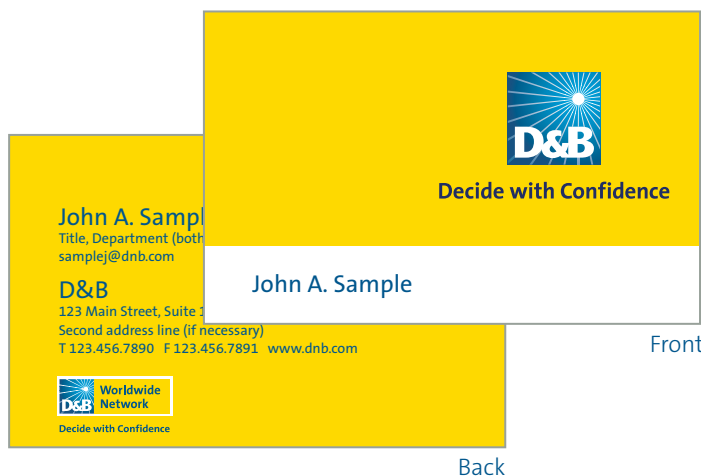
The D&B Worldwide Network logo was designed as an endorsement mark and must be used in a secondary position. Don't use the Worldwide Network logo as the primary logo on any communication—it must always be used in addition to the D&B corporate or competency logo. For more details, refer to the D&B Worldwide Network Branding Standards.



**Decide with Confidence**

## Treat the Worldwide Network logo as an endorsement

Because the D&B logos share the same visual elements, they should never be placed close together. Size the Worldwide Network logo so it is smaller than the corporate or competency logo and place it in a secondary position, lower on the page or on the back cover.



## Do's and don'ts

Always use the official electronic artwork for the Worldwide Network logo. Artwork is available in the most-used file formats for a range of media. (see page 1.14)

Don't change the Worldwide Network logo



Don't change or translate the Worldwide Network descriptor



Don't change or translate the tagline



Don't remove the tagline



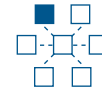
Don't reproduce the logo so that it is smaller than 0.75"/19mm or 64 px



Don't use the Worldwide Network logo as the primary logo



# D&B Logos—D&B Worldwide Network Logo (2 of 2)



There are four different color variations for the D&B Worldwide Network logo, as well as reverse versions for black backgrounds, just like the D&B corporate and competency logos. The four color variations make sure the logo always looks its best no matter where it is used or how it is reproduced.

The color of the Worldwide Network logo should always match the color of the D&B corporate or competency logo being used.

## Do's and don'ts

Don't create a "black sun" on a dark background color; always use the reverse version of the logo



Four-Color



**Decide with Confidence**

Two-Color (Preferred)



**Decide with Confidence**

Don't change the color of the Worldwide Network descriptor



One-Color



**Decide with Confidence**

Black & White



**Decide with Confidence**

Don't use the reverse version of the logo on a Golden Yellow background.



Positive



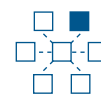
**Decide with Confidence**

Reverse



**Decide with Confidence**

# Color



D&B has a focused palette of three colors: D&B Golden Yellow, D&B Blue, and D&B Gray. How we use these colors together builds recognition and unity, and makes our communications truly distinctive.

## D&B Golden Yellow is our dominant brand color

D&B Golden Yellow is the dominant color in our palette, and should be used in greater quantities than D&B Blue or Gray.

D&B ‘owns’ Golden Yellow in the same way that Tiffany ‘owns’ blue and Coke ‘owns’ red. Any D&B communication stands out clearly from the competition because of the Golden Yellow color. The boldness and energy of Golden Yellow challenges customers’ perceptions of D&B as institutional and old-fashioned.



Use Golden Yellow for large areas of color, as a background for the D&B logos or type, and for duotone images. (See page 1.11 for information on duotones.) Always use D&B Golden Yellow as a solid color, never as a tint or gradation.

D&B Golden Yellow should always look clean and bright in print or on screen, not pale or dark. It should never look too green, too lemon, or too pumpkin. For more details on color accuracy, see page 1.20.

## D&B Blue is our secondary brand color

D&B Blue is the secondary color in our palette, used to balance the brightness of our Golden Yellow. Use D&B Blue in smaller amounts than the Golden Yellow, for text and headlines, small color blocks, and duotone images. Always use D&B Blue as a solid color, never as a tint or gradation.

## D&B Gray is an accent brand color

D&B Gray is the third color in our palette, used as an accent color or ‘connecting rule’ that links the color blocks of D&B Golden Yellow and Blue in our distinctive modular layout (see page 1.13).

**Note:** Web, publications, and promotions standards include other colors for links, backgrounds, charts, and other unique needs. These are the only approved exceptions. For more details, refer to those specific communications standards documents.

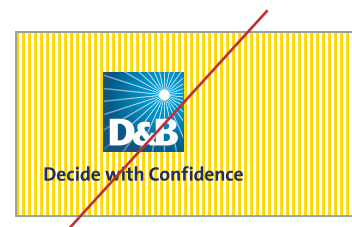
## Do's and don'ts

Always reproduce the colors accurately and consistently, using the correct color specifications and swatches.

Don't use the colors as tints or gradations; always use solid colors



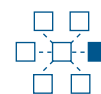
Don't introduce rules or other patterns into colored backgrounds; always use solid colors



Don't use any new colors into the D&B brand identity.



# Fonts & Typefaces



D&B uses two fonts for all print and electronic communications: The Sans Basic and The Serif Basic.

## The Sans Basic is our primary brand font

The Sans Basic is our primary typeface because its clean, simple shapes match the D&B letterforms in our logo. The Sans comes in a range of weights and styles, providing a great deal of design flexibility.

DdBb

AaBbCcEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 12345 & @!?,.

## The Serif Basic is our secondary brand font

The Serif Basic is our secondary typeface. It is a more traditional serif font that matches the proportion and balance of The Sans Basic. The Serif also comes in a range of weights and styles.

DdBb

AaCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 12345 & @!?,.

## Arial and Georgia are approved exceptions

Arial and Georgia are two alternate typefaces that may be used for applications when The Sans and The Serif are not always available, like Microsoft® Word, Microsoft® PowerPoint, or the Web. Arial and Georgia are standard system fonts that are usually installed on all computers.

Arial AaCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 12345 & @!?,.

Georgia AaCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 12345 & @!?,.

## Do's and don'ts

Don't use any fonts other than the corporate fonts



Don't condense, extend, or distort the fonts

~~DUNSRight~~

~~DUNSRight~~

Don't use drop shadows, highlights, or other computer effects

~~DUNSRight~~

Don't use fonts that sound similar to the D&B fonts.

~~The Sans Mono  
Gill Sans  
ITC Stone Serif~~

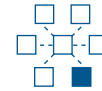
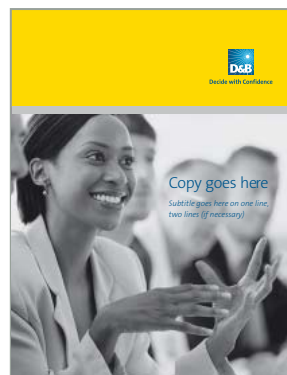
# Imagery (1 of 2)

D&B uses black and white photographs because they elevate the look and feel of our communications and set us apart from the same stock images used by everyone else. The rich range of tones in these images also complement and balance our bold color palette.



## Duotone images are allowed

You can also reproduce D&B photographs as Golden Yellow, Blue, or Gray duotones to give the images added depth and increased impact. Always use the colors at 100%, and don't deliberately lighten or tint the photographs.

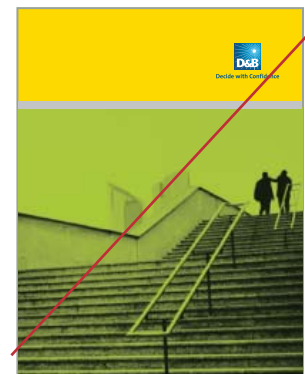


## Do's and don'ts

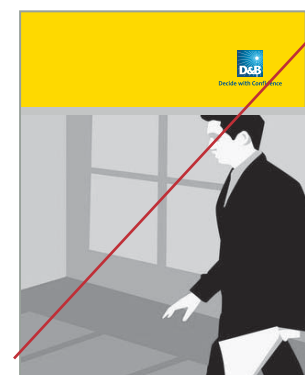
Don't use color photographs



Don't not use any colors in duotones other than D&B Golden Yellow, Blue, or Gray.

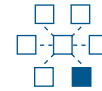


Don't use illustrations or clip art





## Imagery (2 of 2)



Because our business is sometimes thought of as institutional and transactional, we use images of people to communicate a personality that is human, friendly, and personal. Images of people allow us to connect with our audiences, show the rich, global diversity of our experience, and signal our innovative and insightful character.

### Stay away from posed portraits or static groups shots

- D&B photographs should always look active, candid, and unposed instead of staged, contrived, or artificial.
- People should appear natural, engaged, and confident, in real environments, not photo studios.



### Do's and don'ts

Don't use posed or staged images



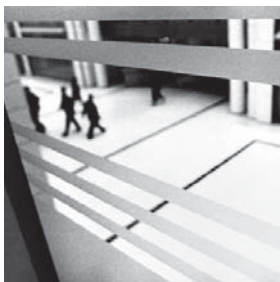
Don't use cute or humorous consumer-targeted images



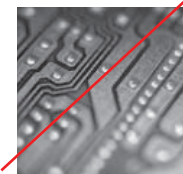
Don't use clichéd stock photos



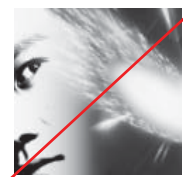
- Every photograph doesn't have to show a person's face; a figure in the distance or a detail of a hand can be enough to connect with the viewer.
- Brochures or Web sites that feature multiple images don't have to include a person in every image—as long as there is an engaging, human personality communicated throughout the piece.



Don't use cold, technology-based images



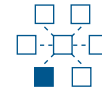
Don't use images that are computer-generated or heavily retouched



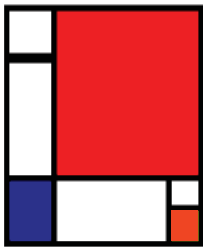
### Choose images that reflect a confident and professional personality

- Subject matter should always reinforce our expertise, innovative, insightful, and global character.
- Images should be approachable and engaging, but they must always be serious and professional, never cute or funny.

# Format & Layout



The most unique feature of D&B's communications is how we use colored squares and connecting rules to organize and balance the other visual elements. We sometimes refer to this modular squares format as the "Insightful Connections" or "Mondrian" design (because it resembles the paintings of Piet Mondrian).



(Mondrian painting)

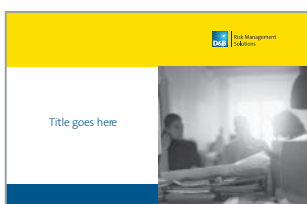
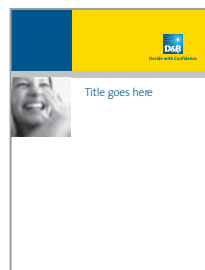
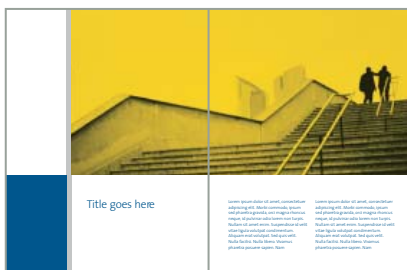
## Use squares and right angles

Inspired by the square shape of the D&B logo, the modular squares format uses squares and horizontal or vertical rules to break the page up into blocks of color or images. The modular squares format features right angles only—no diagonals, rounded corners, circles, or other shapes. Always crop photos in a squarish shape.

The modular squares format can be easily adapted to any size communication, from a banner ad to a billboard. Always use the modular squares so there is a contrast in scale, proportion, and position; modular squares that are centered or symmetrical will look static and lifeless.

## The connecting rule

Use a thin "connecting" rule horizontally or vertically to tie together the colored squares. The connecting rule is not a required element, but is always D&B Gray when it is used. Do not use more than one connecting rule.



## Do's and don'ts

Don't use circles or rounded corners



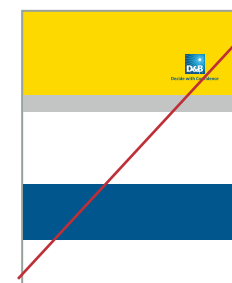
Don't use diagonals



Don't center the modular layout; play with scale and proportion



Don't make the connecting rule too thick or create horizontal bands





# Messaging—Verbal Identity



From marketing and advertising to one-on-one conversations, everything we say about D&B must be consistent and clear. Speaking with a unified voice globally will enable our audiences to better understand who we are, how we help our customers, and why we are unique in the marketplace.

## Use the D&B name

Don't use Dun & Bradstreet instead of D&B as the name of our company. Because not all our audiences immediately recognize the D&B name, you can use Dun & Bradstreet the first time you talk about the organization in text or conversation; but all later references must be D&B alone.

*"I work at Dun & Bradstreet. D&B helps customers make smart decisions about who to do business with."*

*Dun & Bradstreet is the world's leading source of business information and insight, enabling companies to Decide with Confidence for 165 years. D&B's global commercial database contains more than 100 million business records.*

Don't use the Dun & Bradstreet name anywhere on signs, trade show or event graphics, premiums, or apparel.

## Don't create new taglines

We have one global, unifying tagline that clearly communicates the core promise behind all our products and services: *Decide with Confidence*.

You may develop marketing or campaign themes as special promotions for D&B products and services, but don't use the theme as a tagline. Use the campaign theme or slogan as a headline or within body text. Don't create a unique graphic or logo, and don't combine the theme with a product name in a fixed lock-up.



## Do's and Don'ts

Don't put spaces in the D&B name or spell out "and."

~~D & B~~

~~D and B~~

Don't use "dnb" or "DnB" as the brand name in text.

~~dnb~~

~~DnB~~

Don't use all capital letters for the Dun & Bradstreet name.

~~Dun and Bradstreet~~

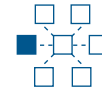
Don't use all capital letters for the Dun & Bradstreet name.

~~DUN & BRADSTREET~~

Don't create a unique logo or graphic for a marketing theme or slogan.

~~PLAY TO WIN!~~

# Messaging—The D&B Voice



How we sound and how D&B communications feel to our audiences is driven by the “voice” of our messaging. The voice we project when we write or talk about D&B establishes the personality that we want our audiences to associate with our company.

The D&B voice is:

- Clear and straightforward
- Confident and professional
- Consultative and customer-centric.

## Be clear and straightforward

Be direct, uncomplicated, and accessible. Use short sentences and paragraphs and words your audience will understand.

**Incorrect:** *There are numerous methods for ascertaining whether credit managers attempt to utilize linkage when evaluating new applicants.*

**Correct:** *There are many ways to find out whether credit managers try to uncover related corporate entities when evaluating credit applicants.*

## Sound confident and professional

Always use descriptive language that highlights D&B’s experience and expertise—without sounding arrogant, promotional, or “cheap.”

**Incorrect:** *Check out our cool new software—you and your whole organization will love it!*

**Correct:** *Put our new software to work and begin realizing the benefits for your whole organization.*

## Sound consultative and customer-centric

Always think about the subject from the readers’ perspective, avoiding confusing jargon and “D&B-speak.”

**Incorrect:** *We have developed new software that’s a must-have for every company. We have many great new features that will help you generate revenue.*

**Correct:** *Growing revenue is challenging in today’s environment. Companies have found that it pays to understand who their best customers are. Our capabilities and software will help you profile your best customers and locate more like them.*

## Do’s and don’ts

### Be concise

Limit sentences to about 15 words, and limit paragraphs to 3 to 5 sentences each. Learn to say a lot with a few words. Regardless of their reading level, people are most comfortable with fairly simple writing.

### Be complete

Include everything your reader needs to know to get the whole picture. Think about the subject from the readers’ perspective—in most cases, they know less about the subject than you do.

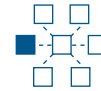
### Be clear

Follow the rules of good writing to avoid mistakes in spelling, grammar, syntax, punctuation, and meaning.

### Be constructive

Give people practical information they can use. Don’t dwell on the negative aspects of a problem; tell people what they can do to solve it.

# Messaging—Legal Compliance



To ensure that we earn our customers' trust and minimize legal risk, all D&B communications must describe our products, services, and offers accurately and clearly.

## Don't mislead or over-promise

There is a distinction between marketing "puffery" (defined as "the exaggerations reasonably expected of a seller as to the degree of quality of his product, the truth or falsity of which cannot be precisely determined") and deliberate misrepresentation. D&B's Values demand that we conduct ourselves with the highest level of integrity and business ethics, and we must place the needs of our customers ahead of everything else. If our customers don't get what they feel they have been promised by our marketing, we risk losing their trust and their business.

When you are developing and evaluating marketing copy, ask yourself:

- Would the average customer consider the claim to be reasonable?
- Is the statement general, or specific?
- Can the claim be measured or quantified?
- Is the statement presented as opinion or fact?

**Incorrect:** *D&B verifies every piece of information in its global database.*

This is not legally compliant because it is a very specific statement. It can be objectively measured and it is presented as a (false) statement of fact.

**Correct:** *D&B gives customers access to the world's best business information.*

This is legally compliant because "world's best" is a general statement, the truth or falsity of which can't be precisely determined and is presented as an opinion rather than fact.

## Get the appropriate approvals

**Specific product descriptions** must be reviewed and approved by the product manager.

**References to D&B customers** (by name or inference) require the written permission of the customer.

**Competitor statements** must be reviewed and approved by the marketing leader and the legal team.

**Factual statements concerning D&B data** must be reviewed and approved by DUNSRight Operations or taken directly from a current published DUNSRight source.

## Do's and don'ts

Don't guarantee accuracy, since our contracts explicitly disclaim it

Don't make absolute promises or unequivocal statements using words like "always" and "never"

Don't say "D&B ensures"—say "D&B enhances, enables, or provides"

Don't say "comprehensive"—say "powerful, dynamic, or quality"

Don't say "verify or confirm"—say "check"

Don't say "facts"—say "information"

Don't say "reliable"—say "actionable"

Don't say "rely on"—say "use"

Don't include information that has a limited shelf life in communications intended to have a long life span

# Communications Checklist



Use this checklist to review each and every communication you are developing to make sure it complies with D&B brand identity standards. You must answer “yes” to each question.

## Logos

- Is the corporate logo or a competency logo used as the primary logo?☒
- If the corporate logo is used, is the tagline included?☒
- If a competency logo is used, is it one of the four authorized descriptors?☒
- Is the logo color correct? No “black sun”?☒
- Is the logo placed in the top right corner? On a Golden Yellow background?☒
- Is there a sufficient clear area around the logo?☒
- Is the Worldwide Network logo used in a secondary, endorsement position?☒
- Does the Worldwide Network logo include the tagline?☒

## Color

- Are the three brand colors used—D&B Golden Yellow, Blue, and Gray?☒
- Is Golden Yellow the dominant color in the layout?☒
- Is the color matching accurate and consistent?☒
- Are the colors used without tints or gradations?☒

## Fonts and typefaces

- Are the brand fonts used—and only the brand fonts?☒
- Are the fonts used without special effects or distortions?☒

## Imagery

- Are all the photos black and white (or duotones)?☒
- Are people—or a clear human element—included in all the images?☒
- Is the subject matter appropriate for D&B—professional rather than cute or funny?☒

## Format

- Is the modular squares format used?☒
- Are there squares and right angles instead of circles and rounded corners?☒

## Messaging

- Is the D&B brand name used correctly and consistently?☒
- Is *Decide with Confidence* the only tagline used?☒
- Is the tone straightforward, professional and customer-centric—no “D&B-speak”?☒
- Are marketing claims and language legally compliant?☒

## Production quality

- Are the materials and paper stock good quality and practical?☒
- Are the colors reproduced accurately and consistently?☒
- Are all photos and type sharp and crisp?☒

This appendix provides more detailed technical information for implementing the D&B brand identity elements.

Detailed specifications and guidelines for applying the brand identity elements to a number of specific communication types are available on the D&B Brand Center at <http://intranet.dnb.com/brand>, or D&B Link at <http://intranet.eu.dnb.com/dblink>.

**The library of D&B Communications Standards includes:**

- Stationery (U.S. and metric)
- Collateral
- Web Applications
- Forms & Packaging
- Signs & Facilities
- Premiums
- D&B Worldwide Network Branding
- D&B Messaging Platforms
- Legal Guiding Principles for Production of Marketing Materials

**Index**

Electronic Artwork Files	1.19
Color Specifications	1.20
Production Quality	1.21
20x20 Grid	1.22
Messaging Platforms	1.23
Writing Style	1.25
Writing Mechanics	1.27

Logo artwork is provided in several file formats. The file format you choose should depend on the media and production method you will be using. Talk to your vendor about specific production requirements, but use this overview of the D&B logo file formats as a guide.

## For professional printing

- *EPS* is the only file format that should be used for professional commercial printing (traditional offset, digital, and on-demand), silk-screening, embroidery, or sign fabrication. These are vector-based files that can be enlarged or reduced without any change in resolution or quality.

EPS files can only be opened and viewed in certain applications, like Illustrator or Photoshop.

## For Microsoft Word

- *WMF files* are preferred for Windows-compatible computers, but are only available in one-color and black and white.
- *JPEG files* should be used for four-color and two-color logo artwork because they preserve the gradation. JPEG artwork can be reduced in size without losing image quality, but cannot be enlarged.

## For PowerPoint

- *PNG files* are optimized for office printing and presentations. PNG files have a transparent background, and can be placed on any color. PNG artwork can be reduced in size without losing image quality, but cannot be enlarged.
- *GIF files* are optimized for on-screen display, but look a little rough when printed out. GIF files always incorporate a white or colored background, and cannot be enlarged without compromising image quality. GIFs are similar to JPEGs, but are preferred for logo artwork because they preserve the D&B brand colors more accurately.

## For Web use

- *GIF files* are the recommended format for Web sites. GIFs are optimized for on-screen display at specific sizes. They cannot be enlarged without sacrificing image quality and always incorporate a white or colored background. GIFs are similar to JPEGs, but are preferred for logo artwork because they preserve the D&B brand colors more accurately.
- *PNG files* may also be used for Web sites, but not all web browsers display PNG files correctly.
- Designers may use the *RGB EPS files* to create GIF or PNG artwork at a specific size or with a specific background color.

## Do's and don'ts

Always reduce the size of the logo files proportionally by holding down the “shift” key while dragging a corner of the artwork

Don't enlarge PNG, GIF, or WMF files; you will reduce the resolution of the artwork



Don't use screen grabs or PDFs as logo artwork; the resolution will always be too low for quality reproduction

Consistent color accuracy is crucial to the success of our communications system, and a bad color match reflects poorly on the D&B brand. Use these specifications when communicating about our brand colors.

## **PANTONE is the standard**

There are many ways to specify a color, but the PANTONE color matching system is the standard for identifying specific color formulations. PANTONE colors are available in swatch books and have been translated into spot color and four-color (process/CMYK) ink formulations as well as computer graphics programs to allow consistent duplication of colors in a variety of media.

The chart on this page shows the recommended color specifications for D&B's brand colors. The kind of paper you choose or the calibration of a computer screen will have an effect on how a color looks. You may need to adjust the color formulations to better match the brand colors, but always start with these specifications.

## **D&B Golden Yellow**

Pantone: 7406  
Process/CMYK: 0/15/100/0  
RGB: 255/204/000  
Hexadecimal: FFCC00

## **D&B Blue**

Pantone: 2955  
Process/CMYK: 100/60/0/34  
RGB: 000/000/102  
Hexadecimal: 000066

## **D&B Gray**

Pantone: 428  
Process/CMYK: 2/0/0/22  
RGB: 204/204/204  
Hexadecimal: CCCCCC

## **Do's and don'ts**

Always provide creative partners and vendors with color specs or swatches; don't try to match the color of an existing printed piece

The quality of our materials, printing, finishing, and color reproduction must reinforce D&B's reputation as a global leader. Follow-through and attention to detail tell our audiences that we are trusted, insightful, expert, and connected.

## **Match the D&B colors carefully and correctly**

- Provide your vendors and creative partners with accurate color specifications (See page 1.15.)
- Use a PANTONE swatch as the benchmark for color matching.
- Always ask to see color proofs or tests before final production or release.
- When you are matching a D&B color from a fixed set of stock colors, you won't always get a perfect match, but you should come close. Consider changing your design before choosing an incorrect color.

## **Use materials that are good quality, but practical**

- Don't save money on light-weight paper stock and end up with a brochure that is torn and battered when it reaches the customer.
- Glossy cover stock and gold-stamping can seem over the top and wasteful.
- Choose 100% cotton instead of polyester, and glass or ceramic instead of plastic.
- Specify materials and finishes for signs and trade shows that look good and wear well over time.

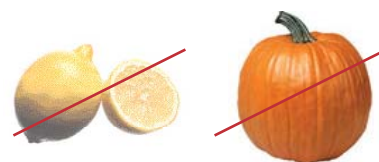
## **Superior craftsmanship should be apparent in all our offline materials, from printing to sign fabrication**

- Ink or paint coverage should be uniform, not streaky or blotchy.
- Type and photographs should be sharp and clean, not blurry, muddy, or low-resolution.
- Trimming and folding should be crisp and accurate.

## **Do's and don'ts**

Page 1.15 provides accurate color specifications for our brand colors for a complete range of print and electronic media that you can provide to vendors and creative partners.

Don't approve a yellow color that is too pale, too orange, or too pumpkin.



Don't approve a blue color that is too purple, too green, or too dark.





# 20x20 Grid

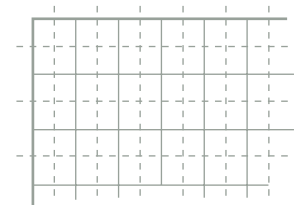
Grids are helpful design tools used to arrange and align all the elements on a page. Establishing a common grid across all our materials provides a consistent organizing structure, simplifies the development of communications, and contributes to a unifying D&B look and feel.

We have developed a simple 20x20 grid for D&B materials. The grid provides a consistent but flexible framework for aligning logos, type, images, color squares, and connecting rules horizontally and vertically in any size or format.



## Do's and don'ts

For some materials with large quantities of information you may subdivide the 20x20 grid into half-units



Create the 20x20 grid by dividing any format (brochures, Web pages, etc.) into 20 equal units wide by 20 equal units high, resulting in a grid of 400 equal units. The size of the grid units will vary according to the size of the format. For example, an 8.5x11" page divided this way will result in grid units that measure 0.425x0.55"; a 30x30 carton will have grid units that measure 1.5x1.5".

Messaging platforms are brief documents—generally one page—comprising specific components that together serve as a foundation for all external communications, including direct marketing, advertising, press releases, and presentations.

In addition to the corporate messaging platform shown on the next page, messaging platforms have been developed for communicating with specific customer audiences (Enterprise, Mid-Market, Small Business, and Hoover's), and about specific products (DNBi). You will find the complete library of messaging platforms on the D&B Brand Center, at <http://intranet.dnb.com/brand>, or D&B Link at <http://intranet.eu.dnb.com/dblink>.

## How to use the messaging platforms

D&B messaging platforms were created to serve as guidelines and reference tools for all communications initiatives. Refer to the platforms to ensure that you are matching the appropriate message with the intended audience.

- The wording of the Positioning Statements and the Unique Selling Propositions of the platforms was chosen carefully and should be used verbatim.
- The wording of the Challenges, Needs, Value Propositions (benefits), and descriptions of decision-ready insight are guidelines and do not need to be used verbatim.
- For maximum effectiveness when referring to the platforms, determine the messages that are appropriate for the communication you are working on—keeping in mind that not all messages need to be communicated all the time—then prioritize these messages, e.g., lead message, support points, closing message.

### Positioning statement:

Who is D&B? How do we want to be perceived?

### Needs and challenges:

What challenges do our customers face? What do they need to address these challenges?

### Value proposition statement:

What benefit do we bring our customers?

### Unique selling proposition:

How is D&B different from our competitors? Why choose D&B?

### Commitment:

What is our brand promise? What drives our success?

### Tone:

How should our communications sound and feel?

### Support points:

How do we rationalize our positioning and value proposition?

MESSAGING TONE		> Trusted	> Expert	> Innovative	> Global
ABOUT D&B (Positioning Statement)		D&B: The world’s leading source of commercial information and decision-ready insight on the companies that are important to your business			
HIGH-LEVEL BENEFIT (Value Proposition)		With decision-ready insight from D&B, you will establish and build significantly more profitable business relationships with your customers, prospects, and suppliers—globally.			
WHY D&B? (Unique Selling Propositions)		<div>Only D&amp;B has:</div> <ul style="list-style-type: none"><li>• The D&amp;B Worldwide Network™ – Unmatched global reach and market-leading local expertise in more than 190 countries, enabling deeper insights and a world of confidence</li><li>• DUNSRight® Quality Process – Innovative, patent-pending process that transforms business data—yours and ours—into decision-ready insight, the descriptive, contextual, and predictive information you need to make confident decisions</li><li>• The D&amp;B Global Database – The largest single source of local and global business information on more than 115 million businesses worldwide</li></ul>			
SUPPORT POINTS					
D&B Worldwide Network™		DUNSRight® Quality Process		D&B Global Database	
<ul style="list-style-type: none"><li>• The world’s largest business information network</li><li>• Comprises market-leading companies with local expertise and market-specific solutions</li><li>• Information collected from thousands of sources in more than 190 countries</li></ul>		<ul style="list-style-type: none"><li>• Patent-pending process that transforms business information into decision-ready insight</li><li>• More than 2,000 automated and manual Quality Assurance checks</li><li>• Built on the universally accepted and recognized D-U-N-S® Number</li><li>• More than \$250 million invested annually (excludes partner investment)</li></ul>		<ul style="list-style-type: none"><li>• Insights on more than 115 million business records</li><li>• Global coverage with local breadth and depth</li><li>• Single source</li><li>• Updated more than 1.5 million times per day</li></ul>	
Decision-Ready Insight to Decide with Confidence					

Follow these rules for writing style that is concise, complete, and clear—strong writing that makes sure that your message comes through loud and clear.

## Be specific

Concrete words and examples form images in the reader's mind. When language gets general and abstract, it grows vague and dull.

**Incorrect:** *The annual convention was well attended.*

**Correct:** *Eighty-five people came to the convention.*

**Incorrect:** *Customers will have an opportunity to give feedback.*

**Correct:** *Say what you think by contacting your relationship manager before Friday.*

## Use simple words

Use words everyone understands and avoid jargon. Why write “assist” when you mean “help”? Why write “obtain” when you mean “get”?

<b><i>Complicated</i></b>	<b><i>Simple</i></b>
ascertain	discover, find out
attempt	try
facilitate	help, ease
implement	do
insufficient	not enough
numerous	many
personnel	people, workers, staff
terminate	end
utilize	use

## Use strong verbs

Strong verbs are short, direct, and personal. Weak verbs seem abstract and impersonal, and tend to be long and unwieldy.

<b><i>Weak verb</i></b>	<b><i>Strong verb</i></b>
inform	tell, say
reduce	cut
indicate	show
modify	change
endeavor	try
desire	want

## Use contractions—in moderation

Everyone uses contractions in conversation, but most people turn a spoken “won’t” into a written “will not.” The two-word version sounds distant and cold. You don’t have to pepper your prose with contractions, but you shouldn’t avoid one where it sounds right.

## Terminology conventions

### D&B

Use “D&B.” Not “DNB,” “DnB,” or “Dun & Bradstreet.”

### Dun & Bradstreet

In text, use in parentheses with the first mention of D&B in text: “D&B (Dun & Bradstreet).” Not “Dun and Bradstreet.”

The full legal name of our company is “Dun & Bradstreet, Inc.” Use on contracts and other documents where legal name is required, and as copyright: “© 2007 Dun & Bradstreet, Inc.”

### D&B Worldwide Network™

Uppercase “W” and “N.” “Worldwide” as one word, not “World Wide” or “World-wide”.

The trademark symbol (“™”) must appear on first use in a document. No “™” required for later use in the same document.

“Worldwide Network” may be used on second and later references in the same document.

### DUNSRight® Quality Process

Uppercase “DUNSR” (not “DUNSRight” or “DunsRight”). Uppercase “Q” and “P.”

Use the entire phrase for first use in any document. After first mention, you may use DUNSRight alone, (without “Quality Process”).

The registered trademark symbol (“®”) must appear after DUNSRight on first use in a document. No “®” required for later use in the same document.

## Use the active voice

“Active voice” means that the subject of the sentence does the action of the verb. The opposite of active voice is “passive voice,” which means that the subject doesn’t do any action; instead, it is acted on by someone else. Using the active voice will make your documents more interesting.

**Incorrect:** *The decision was made by the president.*

**Correct:** *The president made the decision.*

**Incorrect:** *Corporate programs are determined by Steering Committee input.*

**Correct:** *The Steering Committee decides which programs are most important for our company.*

## Use pronouns

Pronouns help keep your writing brief and clear. Little words like “he,” “she,” and “they” relieve readers from two- or three-word phrases repeated again and again. After naming people and places, use pronouns for later references. Don’t hesitate to use the first-person pronouns “I” and “we.”

**Incorrect:** *The sales manager met with the audit task force. The sales manager informed the audit task force that projections were encouraging a reduction in personnel.*

**Correct:** *The sales manager met with the audit task force. She told the members that some people would be fired because of falling profits.*

## Use parallel constructions

When you are writing about things or ideas that are logically parallel, use parallel grammatical forms. Parallelism is important at the sentence level, at the paragraph level, and at the document level. Using parallel structures involves a kind of repetition that helps readers understand the logical relationships more readily.

**Incorrect:** *This could be a problem for both the winners and those who lose.*

**Correct:** *This could be a problem for both the winners and the losers.*

## Be concise

Being concise just means leaving out anything that you don’t need. Cluttered writing promotes confusion; when writing isn’t clear, readers can easily misunderstand what you are trying to say.

**Incorrect:** *All aspects of the situation should be taken into careful consideration prior to the implementation of corrective action.*

**Correct:** *Don’t change anything until you’ve checked it thoroughly.*

## Terminology conventions

### D-U-N-S® Number

Uppercase and hyphenated “D-U-N-S” and uppercase “N” on “Number.” Not “DUNS Number”, not “D-U-N-S number.”

The registered trademark symbol (“®”) must appear on first use in a document after “D-U-N-S.” Not “D-U-N-S Number®.” No “®” required for later use in the same document.

### D&B Global Database

Uppercase “G” and “D.” “Global Database” may be used on second and later references in the same document.

### Decision-ready insight

With a hyphen between “decision” and “ready.” No capitals required in sentence use (use “decision-ready insight”).

Use title case when used in a title or heading (use “Decision-Ready Insight”).

### Hoover’s, Inc.

Possessive construction (not “Hoovers” or “Hoovers”).

If using the full name, insert a comma between “Hoover’s” and “Inc.” However, the “Inc.” is not necessary for most uses, and “Hoover’s” is sufficient.

### Risk Management Solutions™

Uppercase “R,” “M,” and “S.” The trademark symbol (“™”) must appear on first use in a document. No “™” required for later use in the same document.

“RMS” may be used on second and later references in the same document. To do so, include the acronym in parentheses with the first full use: “Risk Management Solutions™ (RMS).”

Grammar, spelling, and punctuation make a big difference in how your writing is received. Mechanical mistakes damage the credibility of your information. Since D&B is in the business of delivering trusted, quality information, it's especially critical that our writing reflects an attention to quality.

## Time

Use numerals (figures, not words) except for noon and midnight. Use a colon to separate hours from minutes, such as *10 a.m.*, *3 p.m.*, *4:30 p.m.* Use periods and lower-case letters with a.m. and p.m., not AM or P.M.

## Months and years

Capitalize the names of months. When a month is used with a specific date, you can abbreviate it: *Jan. 11*, *Feb 24*, but spell the month out when using it alone: *The conference is set for March.*

When a phrase lists only a month and a year, don't separate the year with commas: *January 1998 was the slowest month on record.* But if there is a month, a day, and a year, use the commas: *May 15, 1999, is the deadline for applications.* Note that when you have a comma before a year, you must also have one following the year, as in the second example.

## Capitalization

In general, avoid unnecessary capitals. Always capitalize proper nouns and proper names, and capitalize formal titles when used immediately before a name: *President Mary Smith attended the national board meeting.* A title should be in lowercase when it is used alone or is set off from a name by commas: *Mary Smith, president, attended the national board meeting.*

## Acronyms

Don't overuse acronyms. Spell out a proper name the first time you use it, with the acronym in parentheses next to it. On second and later references you can use the acronym alone if you like: *Introducing the Small Business Risk Account Score (SBRAS).* *The SBRAS was developed from a sample of consumers who are also small business owners.*

If it won't create confusion in meaning, you can also use a shortened version of the name in second and later references: *Introducing the Small Business Risk Account Score.* *The Score was developed from a sample of consumers who are also small business owners.*

## Terminology conventions

### Sales & Marketing Solutions™

Uppercase "S," "M," and "S," and ampersand ("&"). The trademark symbol ("™") must appear on first use in a document. No "™" required for later use in the same document.

"S&MS" may be used on second and later references in the same document. To do so, include the acronym in parentheses with the first full use: "Sales & Marketing Solutions™ (S&MS)." Do not use "SMS."

### Supply Management Solutions™

Uppercase "S," "M," and "S." The trademark symbol ("™") must appear on first use in a document. No "™" required for later use in the same document.

"SMS" may be used on second and later references in the same document. To do so, include the acronym in parentheses with the first full use: "Supply Management Solutions™ (SMS)."

### E-Business Solutions™

With a hyphen, not "EBusiness." Uppercase "E," "B," and "S." The trademark symbol ("™") must appear on first use in a document. No "™" required for later use in the same document.

### D&B products and solutions

Prefix product and solution names with "D&B" on at least the first use in a document: "D&B Market Insight." "D&B" is not required for later reference in the same document. ("DNBi" can be referred to simply as "DNBi.")

## Numbers

Spell out whole numbers below 10. Use numerals for 10 and above: *You have three days to file your application. He manages two divisions and 25 employees.*

Spell out “first” through “ninth” when they indicate sequence in time or location: *first grade, third place.*

As a general rule, a number beginning a sentence is written out: *Five hundred people attended the conference.*

Use periods to separate sections of telephone numbers, and do not include “1” at the beginning: *800.435.6666*, not *1-800-435-6666*.

## Dollars

Don’t capitalize “dollars” unless it occurs at the beginning of a sentence. Use numerals and the \$ sign: *The entry fee is \$5.* The form for dollar amounts less than \$1 million is: *\$2; \$25; \$750; \$1,000; \$870,000.*

## Apostrophes

Personal pronouns have separate forms for the possessive that don’t require an apostrophe: *mine, our, your, yours, his, hers, its, theirs, whose.*

If you are using an apostrophe with a pronoun, double-check to be sure that the meaning calls for a contraction: *you’re = you are, it’s = it is, there’s = there is, who’s = who is.*

Apostrophes are also correctly used to make verb contractions. Remember that the apostrophe replaces the letters that are left out. For example, “do not” becomes “don’t,” not “do’nt.”

## Punctuation

Use serial commas before the conjunction in a series: *Red, white, and blue. One, two, or three.*

Do not include spaces before or after an em dash: *Many of our customers—including new prospects—appreciate regular updates.*

Do not include periods at the end of each element of a bulleted list unless the elements are full sentences, with a subject and verb.

## Spelling

Almost isn’t good enough when it comes to spelling. Always have a good dictionary handy, and use it. The spell-check feature of your word-processing program is a useful preliminary tool, but it cannot substitute for careful proofreading and using the dictionary.

## Terminology conventions

### e-mail

Spell with a lowercase “e” and a hyphen, not “E-mail” or “email.”

### Internet

Spell with an uppercase “I,” not “inter-net.”

### online

Spell as one word, without a hyphen. Not “on-line” or “on line.”

### Sarbanes-Oxley

Use hyphen, and uppercase “S” and “O.”

“SOX” may be used on second and later references in the same document. To do so, include the acronym in parentheses with the first full use: “Sarbanes-Oxley (SOX).”

### USA PATRIOT Act

Use full uppercase for “USA PATRIOT” and uppercase “A” in Act. Not “USA Patriot Act.”

### Web

Spell with an uppercase “W,” not “web.”

### Web site

Spell with an uppercase “W,” as two words. Not “Website,” “website” or “web-site.”