LakeB2B
ENABLING GROWTH

BRAND BOOK

In this Guide

Lake B2B
Story

ENABLING GROWTH

The Name "LakeB2B": Reflecting Depth and Collaborative Partnerships.

The name LakeB2B symbolizes our core values and mission. "Lake" represents a source of tranquility, abundance, and life, reflecting the deep reservoirs of data-driven insights we provide. The "b2b" signifies the collaborative nature of our partnerships, connecting businesses and facilitating growth through our specialized solutions. LakeB2B embodies the harmony of calm strength and dynamic business-to-business interactions, epitomizing our commitment to empowering growth across industries globally.

With LakeB2B as your trusted partner, you gain access to specialized data, cutting-edge technology, and a team dedicated to your success.

In a dynamic business landscape driven by data and technology, LakeB2B emerges as a guiding force, offering a comprehensive range of products, services, and solutions that drive growth across industries. Our commitment lies in positioning our offerings under four distinct pockets, namely SalesTech, MarTech, RecruitTech, and GrowthTech, catering to the unique needs of sales professionals, MarTech experts, recruitment teams, and CXOs seeking bespoke growth solutions.

SalesTech
Unleashing Data-Driven Lead Generation

At LakeB2B, we recognize that generating leads is crucial for sales professionals across industries. Our SalesTech offerings equip them with a powerful product that provides access to data via SaaS and a native Salesforce app. By leveraging our specialized healthcare and industry-specific data sets, businesses can effectively identify and engage their target audience, generating high-quality leads that fuel sales growth.

MarTech
Elevating Marketing Strategies with Data-Driven Insights

Our MarTech pocket empowers marketing professionals with a range of solutions to enhance their campaigns. LakeB2B's MarTech offerings include access to data that fuels targeted marketing campaigns, enabling businesses to make informed decisions and drive impactful customer engagements. Additionally, we provide email campaigns, multi-channel campaigns, creative services, and marketing services, all supported by our extensive healthcare and industry-focused data sets.

GrowthTech
Bespoke Solutions for CXOs

At LakeB2B, we understand that CXOs require tailored growth solutions to address their strategic objectives. Our GrowthTech offerings encompass a range of services, including bespoke data solutions, offsite growth teams, a white-label Data-as-a-Service (DAAS) platform, IT support, and web and mobile app development. By leveraging our expertise and technological prowess, we help CXOs navigate complex challenges, drive innovation, and achieve sustainable growth.

RecruitTech
Revolutionizing Recruitment Processes

In the competitive world of talent acquisition, our RecruitTech solutions redefine recruitment processes and boost efficiency. LakeB2B offers a cutting-edge Applicant Tracking System (ATS) built on Salesforce, seamlessly integrating with other systems. With multi-channel outreach capabilities via SMS, WhatsApp, email, and call features, recruiters can effortlessly connect with candidates. We also provide data products that enable recruiters to access potential candidates and innovative parsers that simplify the parsing of candidate profiles from various sources directly into Salesforce.

Welcome to the world of endless possibilities, welcome to LakeB2B.

Our Logo

Lake B2B started with a small dedicated team of data experts, with the commitment to provide latest and relevant contacts for businesses to reach out to their marketing and sales prospects effectively.

Over the years, the Lake B2B family has grown and diversified into large forays of the data-driven marketing spectrum, yet keeping our core values intact.

This core team of data experts, marketers, and analysts are the real strength behind Lake B2B's as the leading data service provider.
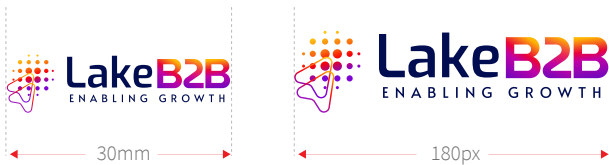
Logo Usage and Sizes

When you place our logo in a design, please make sure you give it space to breathe; we call this "clears pace."

Always leave a clear space area equal to the width of letter 'B'.

Logo clears pace: Equal to the width of letter 'B'.

Minimum Size

Print: Minimum 30mm   Digital: Minimum 180px

30mm   180px

Recommended Size for Basic Documents

30mm   40mm   55mm

A5: Minimum 30mm   A4: Minimum 40mm   A3: Minimum 55mm

Logo Usage: Don'ts

Our logo is the identity of our brand, so please take care when you use it. Here you'll find some things to avoid.

Altered color

Altered font face

Skew or manipulate the structure

Dont rearrange the wordmark and icon

Special effect to the logo

Merge with any other brand

Don't use any inappropriate colors as a background

On a busy background

Guidelines for Solutions Names

SalesTech

Unleashing Data-Driven Lead Generation

MarTech

Elevating Marketing Strategies with Data-Driven Insights

RecruitTech

Revolutionizing Recruitment Processes

GrowthTech

Bespoke Solutions for CXOs

When you are using small caps, there would be no space in between.

SALES TECH

Unleashing Data-Driven Lead Generation

MAR TECH

Elevating Marketing Strategies with Data-Driven Insights

RECRUIT TECH

Revolutionizing Recruitment Processes

GROWTH TECH

Bespoke Solutions for CXOs

When you are using the Capital letters, there would be a single space in between.

Logo Usage: on Images

✅ Do's

❌ Don'ts
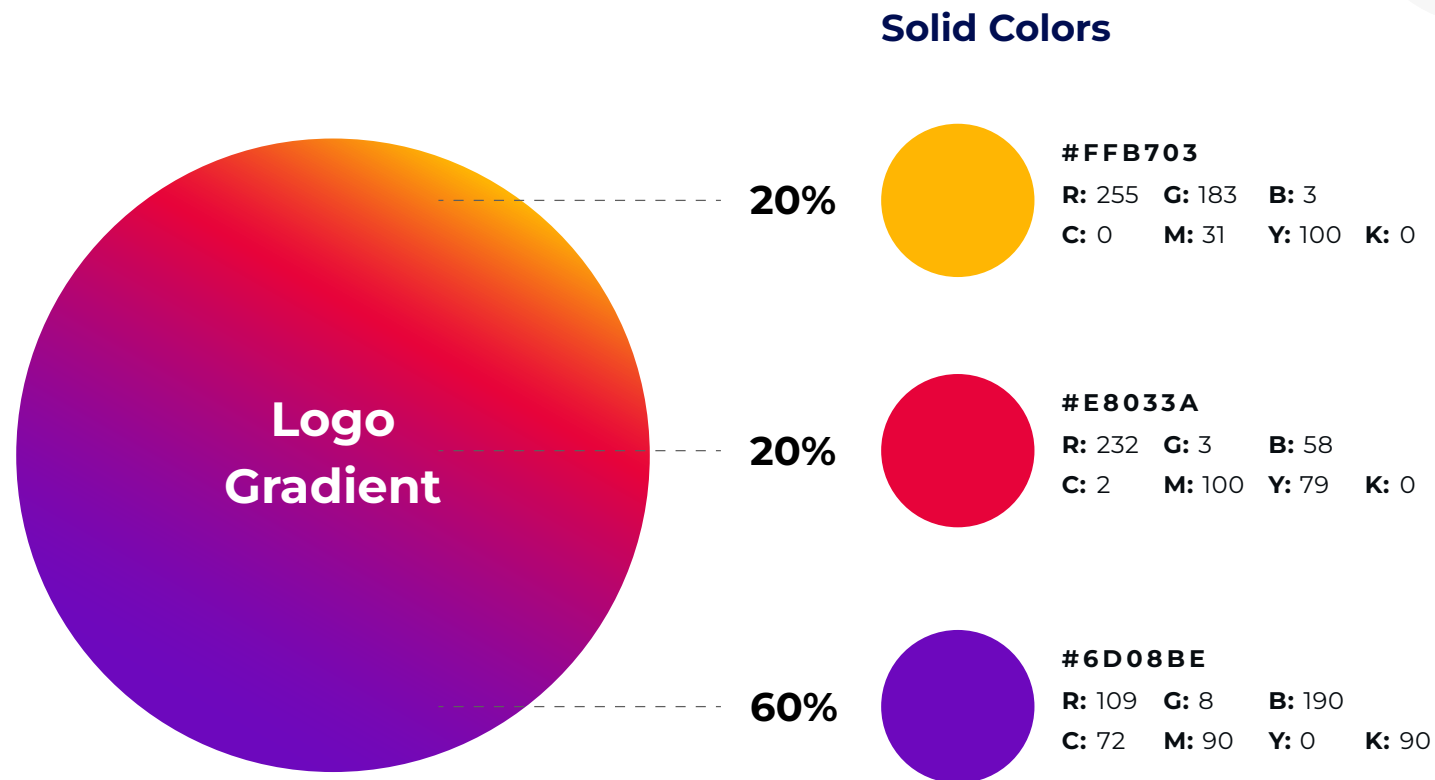
Brand
Colors

Our color palette is made up of three primary colors.

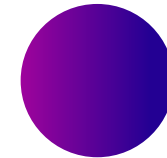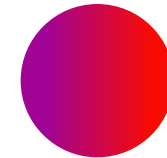They make us stand out and play a critical part in what makes us look and feel different.

Primary Colors

These are the primary colors to be used with our logo, graphics elements, text and headers. Our logo gradient is made of these three primary colors. It is recommended to use RGB for digital and CMYK format for print arts.

Solid Colors

Gradients

Logo Gradient

20%

#FFB703
R: 255   **G:** 183   **B:** 3
C: 0   **M:** 31   **Y:** 100   **K:** 0

20%

#E8033A
R: 232   **G:** 3   **B:** 58
C: 2   **M:** 100   **Y:** 79   **K:** 0

60%

#6D08BE
R: 109   **G:** 8   **B:** 190
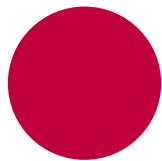**C:** 72   **M:** 90   **Y:** 0   **K:** 90

Secondary Colors

These are the secondary colors for backgrounds, supporting graphics and for digital platforms. Always give priority for primary colors and use secondary colors only if required.
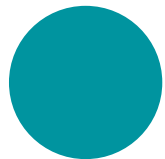
#DD1286

R: 221   **G:** 18   **B:** 134
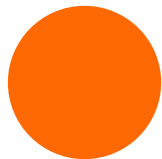**C:** 8   **M:** 99   **Y:** 5   **K:** 0

#C1003C

R: 193   **G:** 0   **B:** 60
C: 17   **M:** 100   **Y:** 75   **K:** 6

#0095A0

R: 0   **G:** 149   **B:** 160
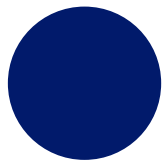**C:** 82   **M:** 23   **Y:** 36   **K:** 1

#FF6903

R: 255   **G:** 105   **B:** 3
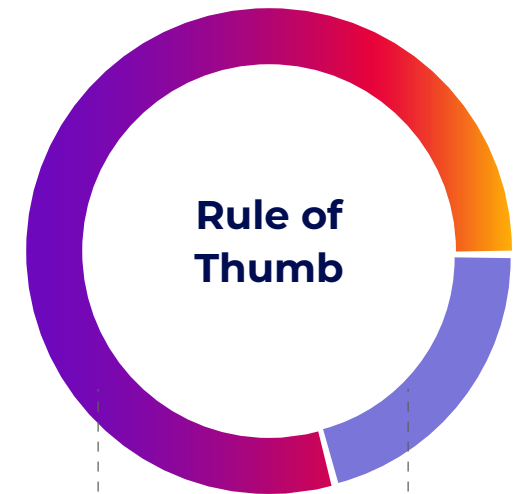**C:** 0   **M:** 73   **Y:** 100   **K:** 0

#7A76DA

R: 122   **G:** 118   **B:** 218
C: 59   **M:** 57   **Y:** 0   **K:** 0

#011A6B

R: 1   **G:** 26   **B:** 107
C: 100   **M:** 96   **Y:** 26   **K:** 23

Rule of Thumb

80%
PRIMARY
COLORS

20%
SECONDARY
COLORS

Brand
Typography

Montserrat is the primary typeface.
It is recommended to use the same
typeface for all communications,
digital and print.

Lake B2B

Primary Font

Montserrat

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Secondary Fonts

Alata

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Main heading style

This is sub-heading style

There are many variations of passages of Lorem available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

Brand
Collateral

Always use approved master artwork. Never alter or recreate the Brand Identity. Thease are some sample Brand Collaterals.
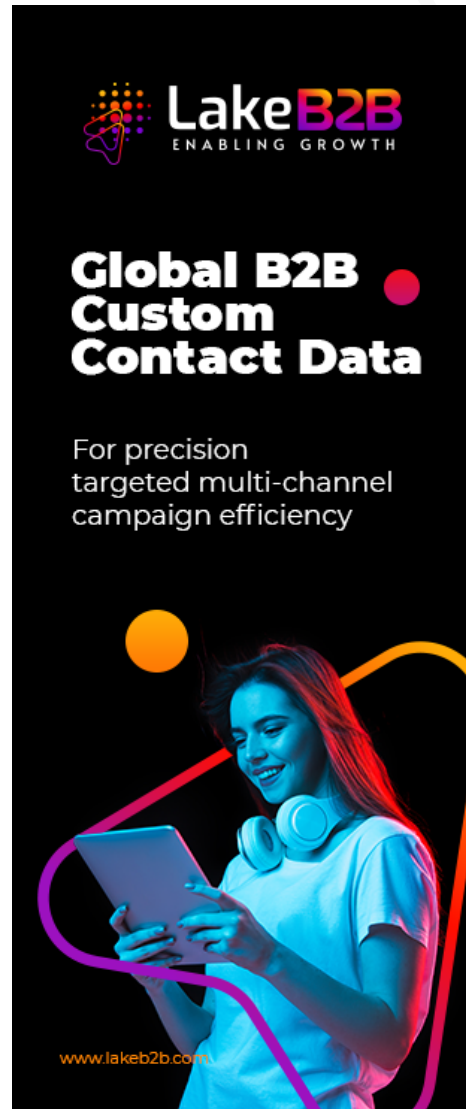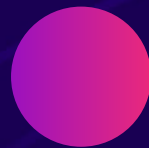
Business Cards

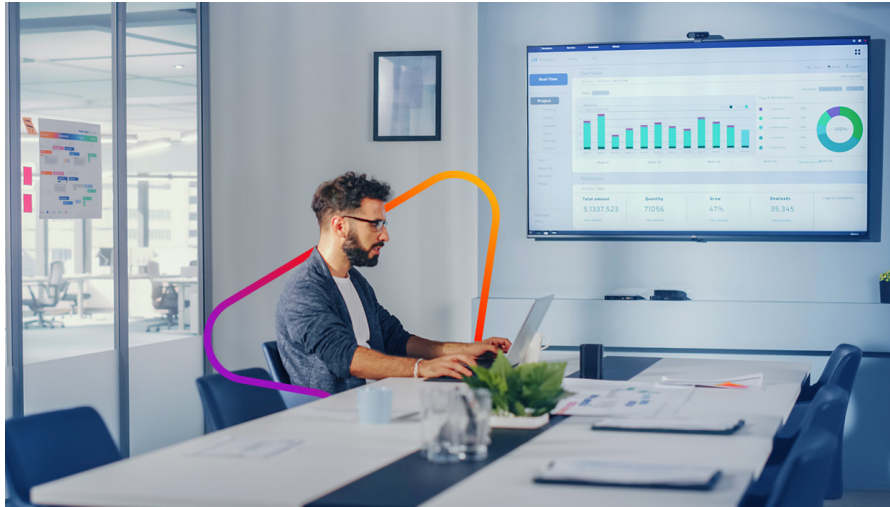# Corporate Goodies

Social Banners and Posts

Use of
Images

Must use imagery that implies
Human and Technology, Innovation,
Data, and/or Digital Platforms.

Use of Images

People images with a tint of brand colors or graphics elements

Abstract or vector images with Technology / Data / Innovation elements

THANK YOU

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