

GTM Guide

GO-TO-MARKET // Revised for 2022-2023

 terminus

The **True ABM Platform**
for Revenue Growth

The purpose of the Terminus GTM Guide:

Use this resource to understand the Terminus story, who we help, how we help, ways to describe Terminus, and our brand guidelines. This resource includes everything go-to-market team members need to confidently represent Terminus.

Table of contents:

History of Terminus	03
Ideal customer profile.....	06
Personas	08
Messaging pillars	21
Messaging components	28
Design guide.....	31
Branded resources and templates	46

Terminus History and Culture

The Terminus Story

Terminus was founded in 2014 out of a need to help B2B marketers create, accelerate, and close more pipeline.

The premise was simple: account-based marketing at scale meant better marketing overall. Since the beginning, we have set out to help sales and marketing teams take action on their data to grow their pipeline, launch more personalized campaigns, and execute multi-channel ABM for better engagement.

Fun fact: The city of Atlanta was originally named Terminus because it was the ultimate destination for every train in America. In that spirit, we named our company Terminus to give our customers a single point of origin, no matter where they want to go.



Terminus Values

D.R.I.V.E

Dedicated

We show up every day ready to make an impact.

Risk-Taking

Category leaders do things only category leaders can do.

Be bold and take big risks.

Inventive

Our curiosity and creativity keeps us moving forward, always challenging the status quo.

Valued

We celebrate our individuality and cheer each other on. Together we are greater than the sum of our parts.

Energized

We bring joy and enthusiasm into everything we do.

We make everything we touch better.

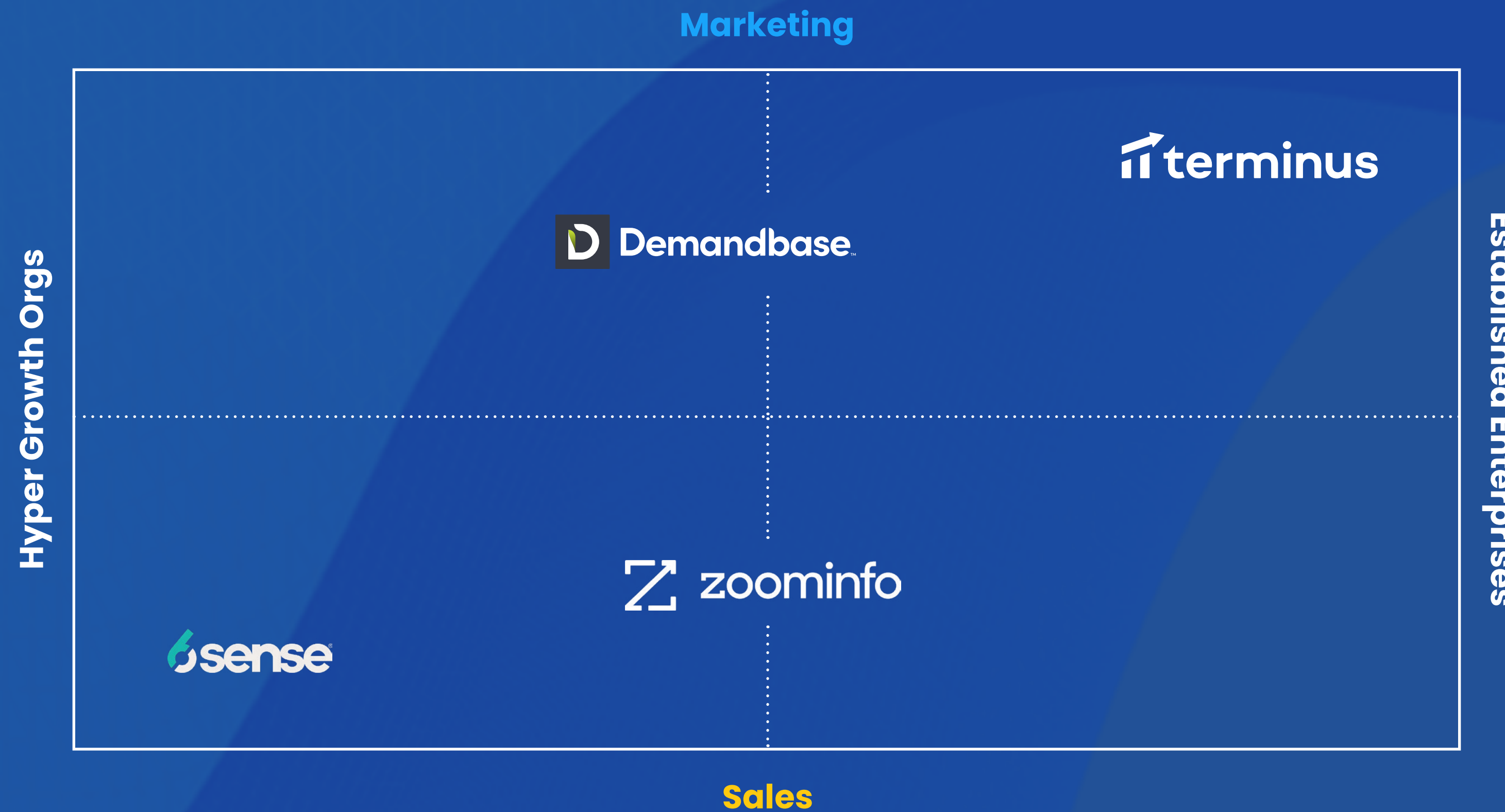


ICP

Characteristics of an account that is the **best fit** for Terminus.

ICP Overview

Understanding the Players



Account Characteristics

- Legacy Software
- Business Services
- Manufacturing
- Travel & Hospitality

-
- CRM: Salesforce

-
- Mid Market - Enterprise

-
- US HQ

-
- Mid-High ABM maturity
 - High average sales price
 - Big media spender

Personas

Target Persona Overview

Users

Who They Are:

ABM Manager
Demand Generation Manager
Customer Marketing Manager
Marketing Operations

Why Marketers Love Us:

- Ability to launch and iterates multi-channel campaigns at scale
- More control and precise targeting

Manager

Who They Are:

Director of Marketing
VP of Marketing
VP of Sales

Why Marketers Love Us:

- Improve channel budget allocation
- Clear attributable ROI and ability to generate / accelerate pipeline

Executive

Who They Are:

Chief Marketing Officer
Chief Revenue Officer

Why Marketers Love Us:

- Future proofed solution with first party data
- Ability to grow into a multi-channel ABM organization
- Attributable ROI

KEY

High Priority | Medium Priority | Low Priority

High Priority Personas

ABM Manager – User

Primary responsibilities

- Develop ABM strategy and programs that support strategic business initiatives
- Work hand-in-hand with sales team to ensure tight alignment
- May work cross-functionally with marketing content, design, and digital teams or may be responsible for creating those assets themselves

Top challenges

- Finding the right accounts and the right people at those accounts — data is a challenge and I'm not equipped to fix it
- Is sales acting on the insights I'm providing?
What insights do they even want?
How do I get more buy-in?
- Understanding what are the right metrics that show the impact of an ABM strategy and the success of my programs

How I measure success

- Sales and marketing alignment
- Account engagement
- New pipeline created
- Influenced pipeline
- Revenue won
- Channel-specific metrics like ad CTR and content performance

My story

As ABM Manager, my number one priority is supporting business goals for opportunity creation and revenue won by creating targeted ABM programs. I have strong ABM acumen but need help with how to execute, drive alignment, and level up my initiatives. Proving the value of ABM is still a challenge when compared to more traditional marketing motions that drive leads. The biggest way you can help me is by understanding the specific needs and goals of my business, and helping me be more strategic in how I'm selecting accounts, using a surround sound approach, and working with sales. I want to know that my programs are reaching the right people at the right accounts. Make it easy for me to show the impact of what I'm doing to marketing and sales leadership.

What else should you know about me?

- Age: 25-35
- Dunning-Kruger Effect or Imposter Syndrome - either I think I know more than I do or I'm feeling overwhelmed when in actuality I'm making progress
- I'm eager to learn from peers and leaders I respect via LinkedIn and other communities
- Teach me something new and I'll be more likely to engage

Demand Generation Manager – User

Primary responsibilities

- Create more at-bats for SDRs to help them book meetings and create opportunities
- Manage all demand programs across a variety of tactics and channels
- Get the right message in front of the right audience
Build top of funnel awareness

Top challenges

- Bandwidth - ABM is only part of my job
- Is our data quality reliable?
- Am I capturing the right contacts for sales?
- Orchestration across a variety of channels and initiatives
- Balance between the faster time to value of lead-based programs and the longer-term strategy of ABM

How I measure success

- Hit my lead numbers
- MQL conversions
- Prove that I made an impact through things like SQL acceptance rate and meetings books
- Program- and channel-level metrics that support optimization

My story

As the Demand Generation Manager, I support a variety of marketing initiatives with a primary focus on generating top of funnel interest. ABM is only part of my job, as I often manage a variety of digital channels, paid media placements, and even field events with the goal of generating leads for sales. With this digital expertise, advertising is an important channel for me and I want strong targeting and customizability options. I don't have a strong ABM background, so some prescriptive education is needed otherwise I'll likely default back to strategies and KPIs I'm more comfortable reporting to my leaders. I know that pipeline and revenue are the right metrics for marketing, but a more scaled approach is important to not overwhelm my sales team with too much new data and process — not to mention it's hard for me to focus on existing pipeline when I'm tasked primarily with top of funnel.

What else should you know about me?

- Age: 25-35
- I'm more of a marketing "generalist" and often earlier in my career
- I'm highly motivated to show value and advance my career
- I'm cool with some humor in how you market to me

Director/VP of Marketing – Manager

Primary responsibilities

- Leads, pipeline, and closed revenue
- Segmentation and optimization
- Channel resource allocation

Top challenges

- Finding the right accounts and the right people at those accounts — data is a challenge and I'm not equipped to fix it
- Is sales acting on the insights I'm providing?
What insights do they even want?
How do I get more buy-in?
- Understanding what are the right metrics that show the impact of an ABM strategy and the success of my programs

How I measure success

- Hit my numbers for lead creation, SQL acceptance rate, and opportunity creation

My story

As Director of Marketing, I oversee our demand generation efforts and report directly to the CMO. I'm looked at as the owner for revenue-oriented programs from top of funnel through to closed won. In addition to managing my team across a variety of disciplines including ABM, digital marketing, field marketing, and marketing operations, I work closely with sales leaders to ensure the right leads and accounts are coming to their teams with the right level of insight to drive the right kinds of conversations. While I don't own the marketing budget, I make budget decisions on where spend should be prioritized, so easy to understand ROI is paramount. You can help me by proving how a more intelligent strategy with better targeting can increase my spend efficiency, and by ensuring my team has the tools they need to be self-sufficient and successful because I know bandwidth is an issue.

What else should you know about me?

- Age: 35-45
- I am more likely to be an agent of change at my organization because I'm motivated to make that jump up in my career
Networking is important to me

Chief Marketing Officer – Executive

Primary responsibilities

- Pipeline and closed revenue
- Organizational alignment on value
- Market perception

Top challenges

- Keeping/getting my seat at the table
- Creating predictable success for the business
- Having the insight to make informed budget allocation decisions

How I measure success

- Hit my pipeline creation and revenue close rate numbers
- Pipeline creation for future quarters
- GRR and NRR

My story

As CMO, it's my job to create the overall marketing strategy for my organization. While building sustainable growth is my top priority, I'm also responsible for corporate branding, go-to-market partnerships, and supporting a huge variety of organizations across sales, customer success, support, professional services, and revenue operations. I aim to create a cohesive customer experience from first touch-point through to renewal and expansion. Perhaps more than any other leader at my company, I have to fight to grow or keep my budget by showing tangible results. If we miss our revenue number, I'm the first person my CEO and board look to for answers, so being tightly aligned with sales and customer success leadership is paramount. You can help me by building trust that an account-based approach is the best way to hit my numbers and ensure that my team has the support they need to do their jobs.

What else should you know about me?

- Age 40-55
- I've "been there done that" and can be set in the old way of doing things
- I heavily weigh the opinions of my peers when making buying decisions
- Networking is really important to me
- I'm more likely to engage with podcasts and analyst reports when researching or looking to learn

Medium Priority Personas

Customer Marketing Manager – User

Primary responsibilities

- Creating cohesive experiences across the entire customer lifecycle to support retention and expansion
- Feature adoption
- Building advocacy

Top challenges

- Showing the impact of my initiatives on retention
- Data cleanliness, especially for contacts
- Orchestrating the customer journey
- Customer marketing not a business priority
- Bandwidth to do everything
- Alignment with sales/cs on priority accounts

How I measure success

- Gross/net retention
- Expansion opp creation and expansion closed won revenue
- Account engagement
- Customer advocacy

What my job looks like without ABM

- Advocacy is the priority: case studies, references, etc
- Hard to prove the impact of what I do on business objectives aside from expansion opp creation
- Blanket, generalized customer campaigns
- CS isn't used to receiving targeted marketing support

How to talk to me

- A more targeted approach can help with all of my initiatives
- Customer marketers already have an ABM mindset — they think about at-risk accounts, top customers, etc
- A focus on revenue metrics (and ROI) helps get more budget to fund a better customer experience

What else should you know about me?

- Age: 25-35
- I'm used to getting the short end of the stick within marketing
- I may have an advocacy background, not a demand generation one
- I rely heavily on communities and peers to learn

Marketing Operations Manager – User

Primary responsibilities

- Owns marketing tech stack - CRM admin, marketing automation, etc
- Tech stack workflows - Does everything work together?
- Marketing analytics

Top challenges

- Lack of internal communication
- Data integrity. Can I trust what I'm seeing?
- Data synergy. Are my systems talking to one another?
- Unrealistic expectations on deliverable timelines

How I measure success

- Am I able to provide the right metrics to the rest of the marketing org? Can we trust those numbers?
- Does everything work? Does it work together?
- Not overspending on tech stack

What my job looks like without ABM

- Managing a complex tech stack with many disparate systems
- Data is all over the place, both in location and in accuracy

How to talk to me

- ABM sounds like more work for me. Does it fit within the frameworks that I've already built?
- Tech stack consolidation and easy system scalability
- More analytics insight that plugs into my MA and CRM tools

What else should you know about me?

- Age: 25-35
- I default to saying “no” because I understand the complexity of implementing new things
- I may not be as vocal as some of my marketing team members
- I'm considered “tech support” for marketers. It can be frustrating and overwhelming to admin so many system

Lower Priority Personas

Director/VP of Sales – Manager

Primary responsibilities

- Creating opportunities and hitting revenue target
- Supporting sales and SDR managers - creating efficiency
- Account prioritization

Top challenges

- Understanding where to invest my team's time
- Managing people - skill coaching, motivation, prioritization
- Understanding competitive landscape
- Accurately forecasting

How I measure success

- Revenue
- Hit my numbers - Opps, conversion rate, pipeline, opp acceleration and deal velocity
- My reps hit their individual quotas

What my job looks like without ABM

- We need to create a high volume of demos and calls because our conversion rate is low
- I don't have great insight into holistic deal progression
- Is marketing helping out with the accounts my team cares about most?

How to talk to me

- ABM is how I want to work. I already know a lot of our highest upside accounts and those are the ones I want my team to work
- I'm afraid of losing at-bats as lead volume decreases
- Marketing can create warmer, more personalized conversations for my team

What else should you know about me?

- Age: 30-40
- I'm a talker that likes to ask tough questions
- I'm motivated by making my team successful
- I look at new strategies and systems through a lens of if they can make my team more efficient and effective at closing revenue

Chief Revenue Officer – Executive

Primary responsibilities

- Predictable business with accurate forecasting
- Fund scalable organizational growth
- Hit my numbers across net new and expansion
- GTM alignment
- Competitive selling

Top challenges

- Accurate, predictable insight into pipeline and revenue forecasting
- Understand the market and competitive positioning
- Build a good team
- Get support from the rest of the GTM organization

How I measure success

- Top line revenue - ARR
- NRR
- Pipeline creation for future quarters
- Are my teams hitting quota

What my job looks like without ABM

- I'm not confident in what ABM actually means for my sales org - marketing-led sales scares me
- We're already running accounts lists - I'm not sure what's in it for me and my team
- I don't have good insight or alignment with marketing

How to talk to me

- Marketing alignment - focus resources on the same accounts
- More efficient sales cycles due to higher-fit, warmer opportunities
- More accountability and alignment from marketing

What else should you know about me?

- Age: 35-55
- I engage heavily within my network to make buying decisions
- I engage heavily through conferences, networking groups, and other events

Messaging Pillars

Messaging Pillars



B2B Marketing Is at an Inflection Point

With rapid macro economic changes and data privacy trends, marketers' strategies are outdated. Marketers are facing a revenue impact gap, and traditional marketing playbooks are not enough.



Marketing as a Revenue Engine

Lead and pipeline focused strategies are not enough anymore. Under increased scrutiny, marketers can't afford to stop at opportunities. Aligning success to revenue secures marketing's seat at the GTM table.



Engaging Executives

We are intentionally speaking to the CMO and demonstrating business value, not just features and functionality, knowing they are the ones driving change internally.



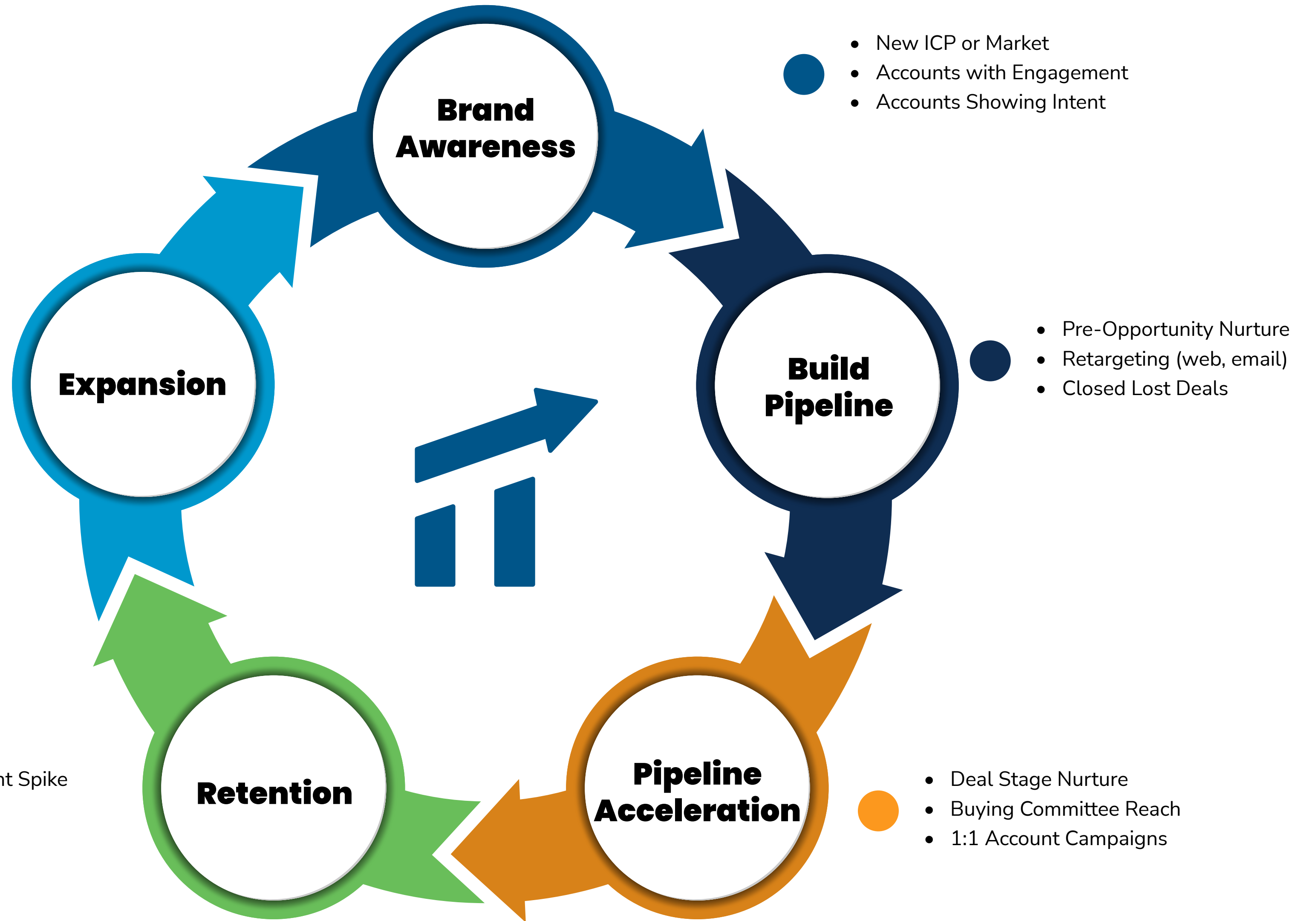
Messaging Pillars

Revenue Flywheel

Brand awareness and pipe gen is not enough. Closing the revenue impact gap can only be accomplished through a **revenue flywheel, engaging target accounts across the entire lifecycle**—from awareness to expansion and every stage in between.

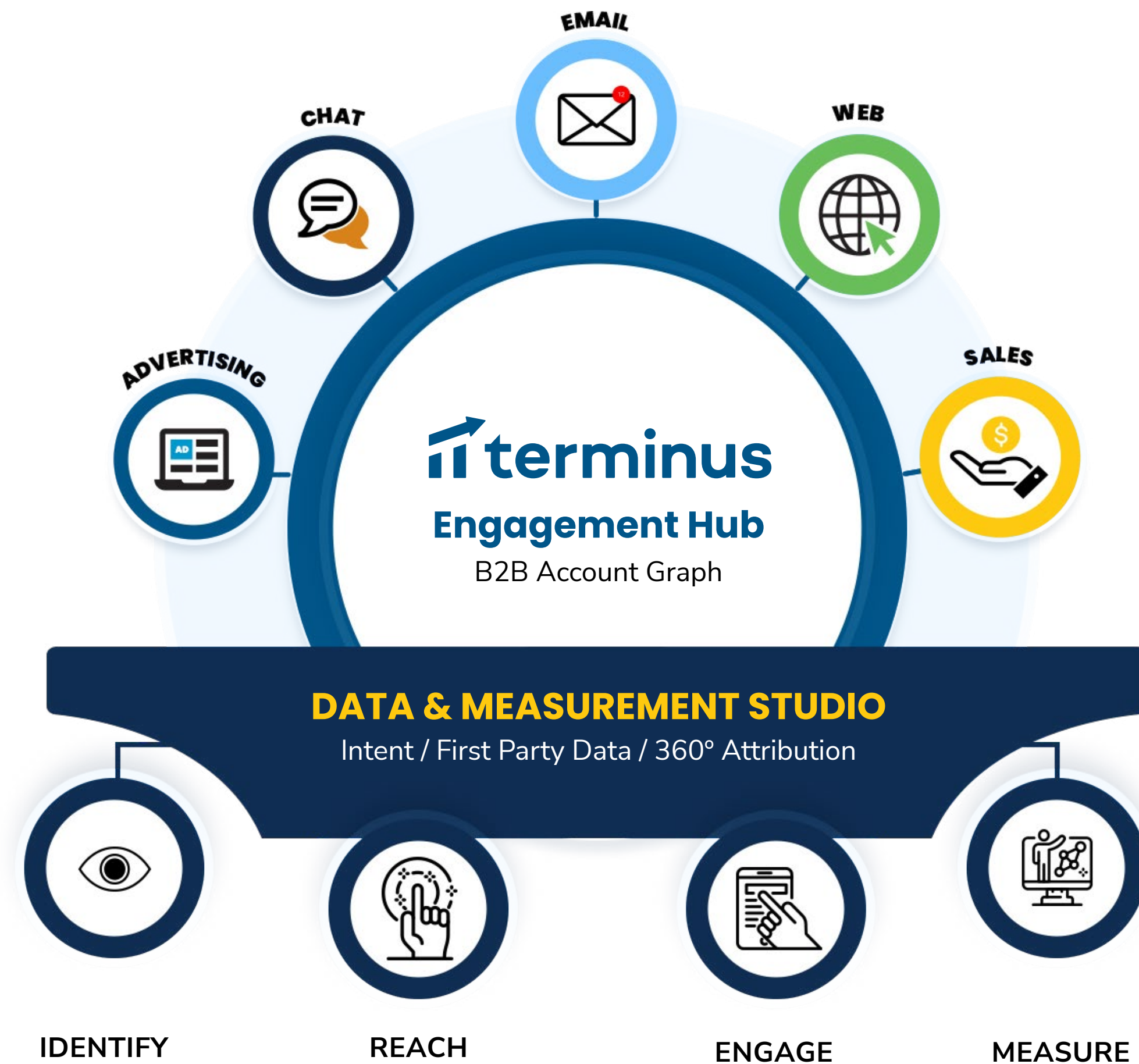
- Upsell / Cross Sell
- New BU / Division
- Utilization

- Competitive Intent Spike
- Product Updates
- Customer Events



Messaging Pillars

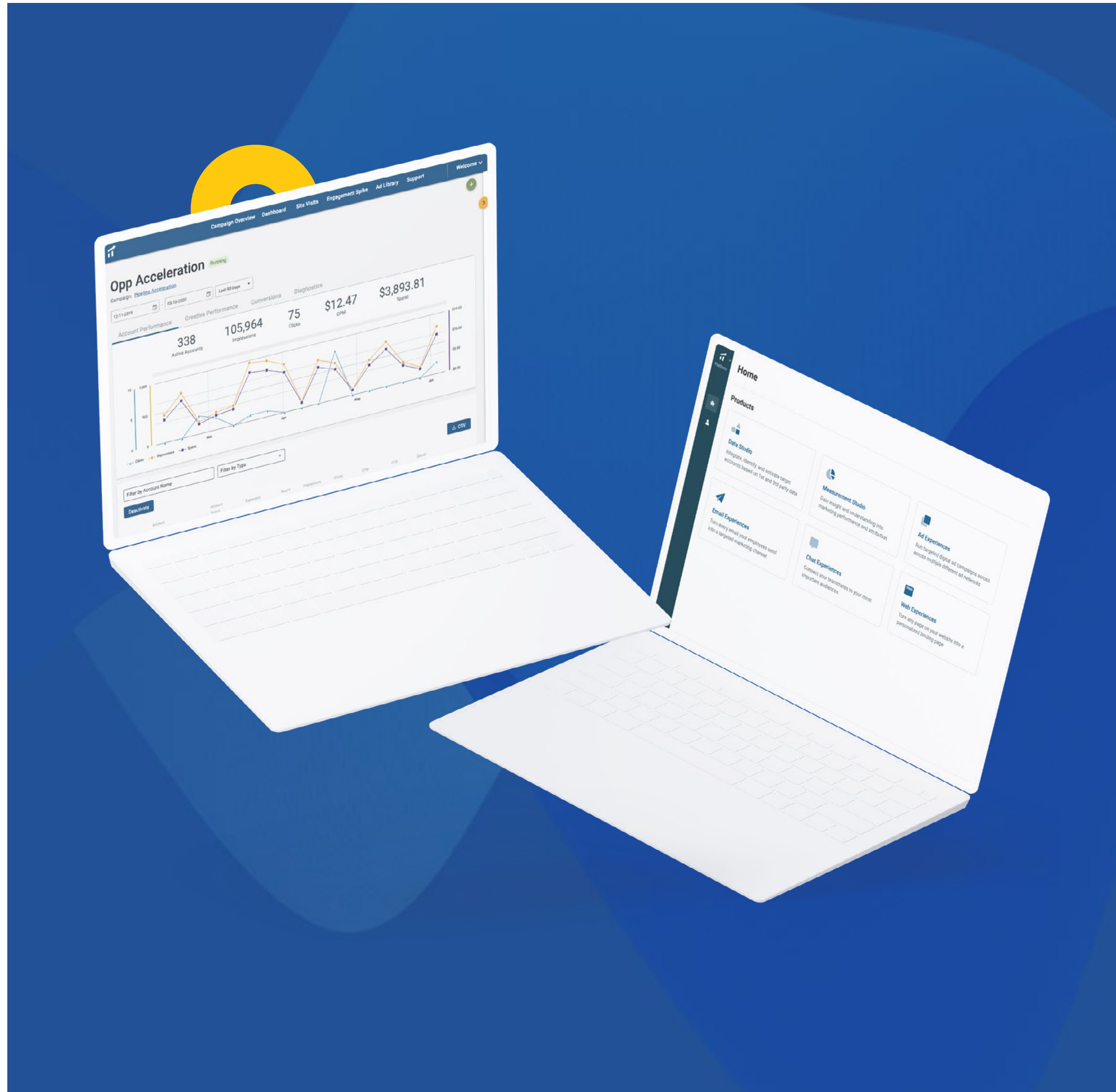
The **TRUE ABM Platform**



Terminus pioneered the ABM category.

While we know ABM is a cross-functional effort, we built our platform for the ones leading the charge—marketers. The True ABM Platform is rooted in first-party data, and has the native engagement channels needed to engage buyers with distinctive experiences.





The Requirements of a True ABM Platform

A Revenue Flywheel Strategy can only be operationalized by a **TRUE ABM Platform**, which is rooted in first party data, surrounds buyers with engaging digital experiences, and is a complete growth engine from acquisition, expansion, upsell, and renewal.

- **Account centric:** built around targeted accounts and relationships, acquisition/ expansion/ up-sell/ renewal, activate the entire GTM
- **Fueled by richer data:** CDP, rich 1st party data, compounding value, universal identity, multi-sourced
- **Self-enriching modern advertising:** precise digital ad power, retargeting, display ads, LinkedIn, differentiated inventory
- **Multi-experiences, moment by moment:** surround your targets, wherever they show up, contextual human experiences, every touch point
- **Multiple buying signals:** go beyond intent, multi-channel engagement data, behavioral, predictive, events, and more
- **Platform you can grow with:** grow at your own pace with trusted expertise at every step. We have the GTM playbooks and strategy proven to help you win at every stage.

This is only made possible by Terminus, The Industry's Only True ABM Platform for revenue growth.

The Industry's Only TRUE ABM Platform



Best-in-Class Advertising

Most robust spectrum of advanced advertising



Power Your Revenue Flywheel

Acquisition, renewal, expansion, up-sell



Engage Buyers with Distinctive Experiences

Multichannel experiences



Scale with True ABM Experts

Playbooks to help you Crawl, Walk, Run

Why Terminus?

The Industry's Only True ABM Platform for Revenue Growth

Best-in-Class Advertising

Is your ABM platform a B2B Advertising Solutions wave Leader? With Terminus, marketers get industry-leading returns on one of their largest investments—ad spend. Compared to other ABM platforms: + 60% lower CPMs + 50% less ad fraud + More targeting options + Higher return on ad spend (ROAS)

Power Your Revenue Flywheel

We activate your entire go to market engine by going beyond the top of funnel to be a complete growth engine from acquisition, expansion, up-sell, and renewal.

Engage Buyers with Distinctive Experiences

As the only native multi-channel ABM, we deliver engaging human experiences powered by first-party data across Ads, Chat, Web, and Email.

Scale with True ABM Experts

We created the ABM category. We have the GTM playbooks and strategy proven to help you win at every stage of your ABM strategy.



Voice and Tone

The Terminus Brand tone is centered on **wisdom, trust, being helpful, and confidence**. We keep things simple and digestible. We write like we talk – informative, but straightforward words.

Boilerplate

Terminus is The Industry's **Only True ABM Platform** for revenue growth. As the ABM category creators, our mission is to empower marketers to drive revenue impact for a sustainable growth advantage. With our true ABM Platform, 1000+ customers including Gainsight, Roche, and Dow Jones have turned marketing into a growth engine. Terminus is proud to be G2 leader in ABM for 17 consecutive quarters.





Elevator Statement

B2B marketers are facing a *revenue impact gap*.

Lead-focused strategies were built for another era and traditional marketing playbooks aren't working anymore. The only way to revitalize the role of **marketing as a revenue engine** is to engage target accounts across the entire customer lifecycle. Terminus empowers marketers to surround ideal customers with multi-channel experiences fueled by **first-party data**, **best-in-class advertising**, and a **scalable ABM** approach.

Top-performing marketing teams deliver a sustainable growth advantage with Terminus, the **True ABM platform**.

Design Guide

Terminus is an **innovative and modern brand** that has a design system that is simple and to the point. The Design Guide is in place to promote brand accuracy as well as brand awareness.

Terminus Brandmark

Terminus Brandmark w/ proper balance (DO)



Inproper use of Terminus Brandmark (Do not)



Do not stretch, skew, or distort the logo in any way. Do not use any color combination not specified in this document. Do not type out your own logo. *(Exceptions are made with Terminus Branded apparel + promotional items.)*



Terminus Brand Icon (T)

The Terminus T pays homage to the Original brand mark by alluding to the “T” within the white space.

Depending on your background color the Terminus “T” maybe placed on secondary colors. The goal is to always have the “T” icon stand out from any background in use.

Use:

The brandmark must be used in black or white or our prime colors.

Please reference the primary color pallate.

Do not:

Please do not color this logo in any other color or style. (Unless for specific holidays or events.)

Alignment:

Use the two pillars as a middle ground (center) when aligning the Terminus Icon.

Graphic Elements

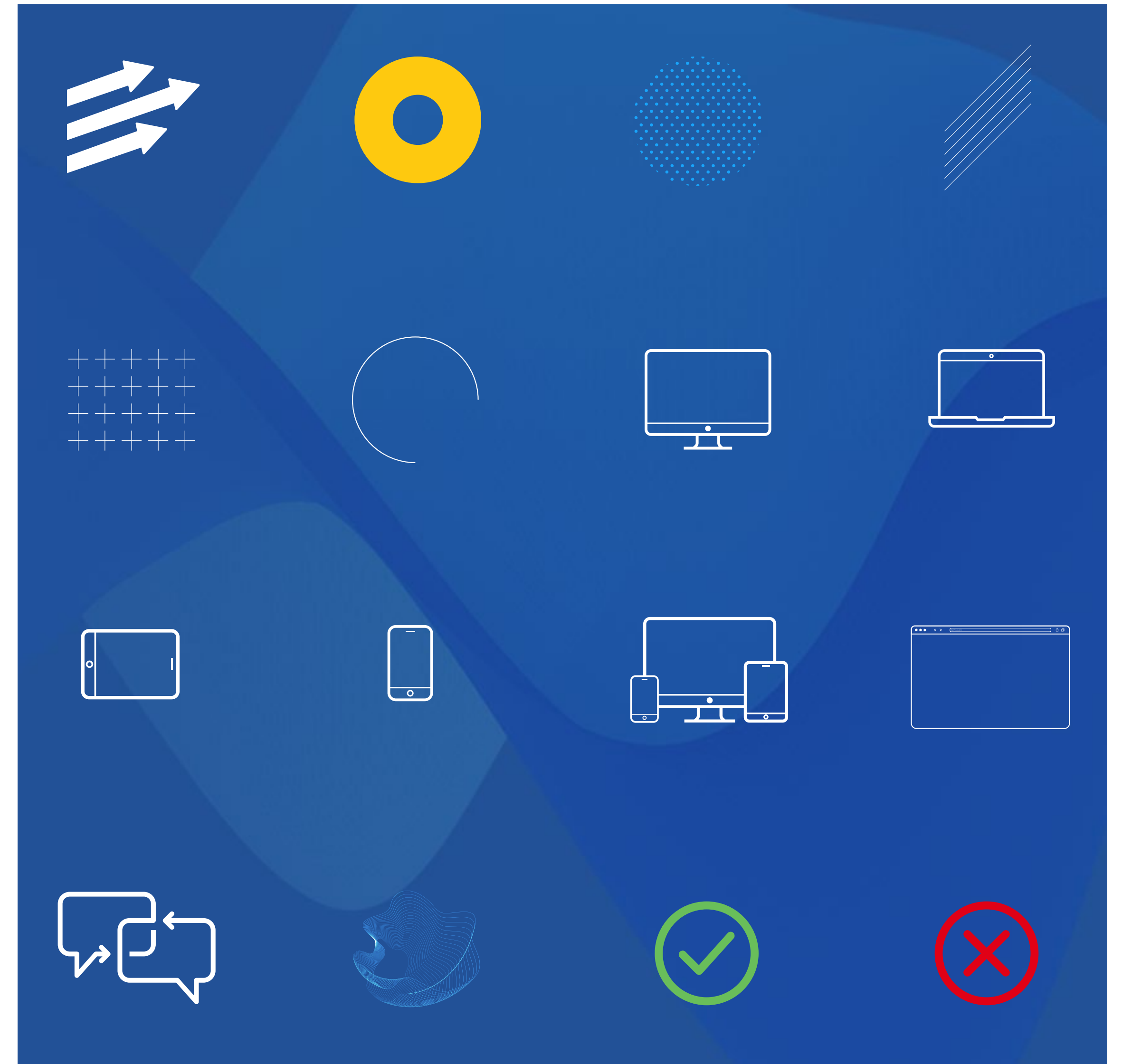
Graphic elements within the brand represent **quality growth, forward movement, collaboration, and boldness**. Use these elements to support the intended message of the design.

Use with discretion; do not combine too many graphical elements together as to distract from the message or focal point.

Be intentional and focused when using graphical elements.

Empty devices allow users to add additional features like website screens, chat screens, and email experience screens.

Add circles and or data driven patterns to images to give them a unique presence.



Example: Poppins use case

Black

Headline

Bold

Subheads

Regular

Paragraphs - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Amet luctus venenatis lectus magna fringilla urna. Lorem dolor sed viverra ipsum nunc aliquet bibendum enim facilisis.

Button Example

[Learn More](#)

Primary Typography

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @ ® © ™

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @ ® © ™

Geometric sans serif typefaces have beeto the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

[Download the font](#)

Example: Nunito Sans use case

Black

Headline

Bold

Subheads

Regular

Paragraphs - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Amet luctus venenatis lectus magna fringilla urna. Lorem dolor sed viverra ipsum nunc aliquet bibendum enim facilisis.

Button Example

Learn More

Secondary Typography

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @ ® © ™

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @ ® © ™

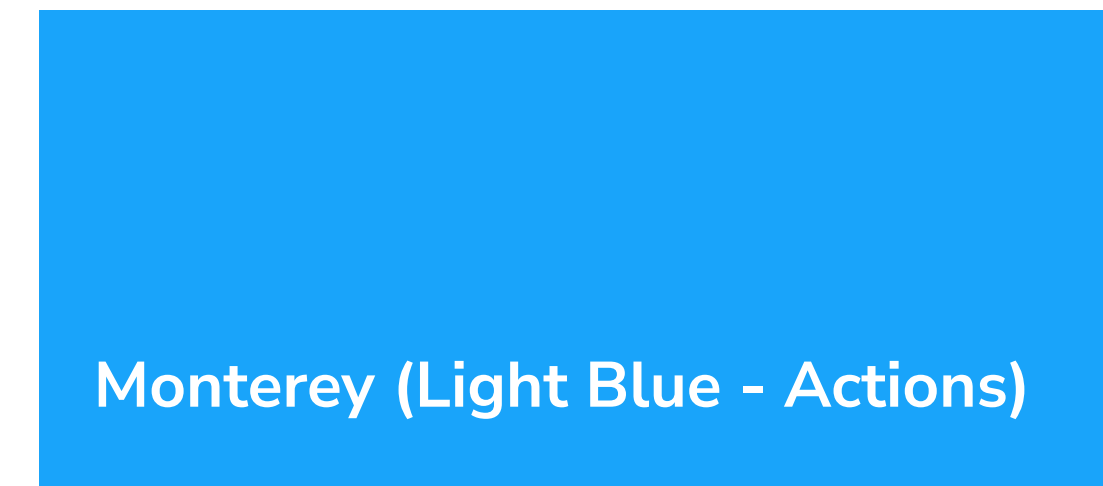
Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography.

[Download the font](#)

Primary Colors

All brand colors have been tested for accessibility. **Please do not make your own colors.** Stay consistent with brand standards. This is important because it ensures that all customers, including those who are visually impaired, can enjoy the brand without any difficulty. Making your own colors could disrupt this consistency and make the product less accessible for some customers.

Primary Blues



RGB	CMYK
R:.....0	C.....100
G:.....85	M.....71
B:.....137	Y.....22
	K.....5
HEX: #005589	PANTONE:
	7462c

RGB	CMYK
R:.....15	C.....100
G:.....45	M.....71
B:.....82	Y.....22
	K.....5
HEX: #0f2d52	PANTONE:
	648c

RGB	CMYK
R:.....25	C.....67
G:.....164	M.....25
B:.....250	Y.....0
	K.....0
HEX: #19A4FA	PANTONE:
	299c

RGB	CMYK
R:.....107	C.....49
G:.....191	M.....50
B:.....255	Y.....0
	K.....0
HEX: #6BBFFF	PANTONE:
	292c

Secondary Colors

All brand colors have been tested for accessibility. **Please do not make your own colors.** Stay consistent with brand standards. This is important because it ensures that all customers, including those who are visually impaired, can enjoy the brand without any difficulty. Making your own colors could disrupt this consistency and make the product less accessible for some customers.

Accent Oranges + Green (Positive)



RGB	CMYK
R:..... 254	C..... 1
G:..... 201	M..... 20
B:..... 15	Y..... 100
	K..... 0
HEX: #fec90f	PANTONE:
	123c

RGB	CMYK
R:..... 251	C..... 1
G:..... 173	M..... 36
B:..... 24	Y..... 99
	K..... 0
HEX: #fbad18	PANTONE:
	648c

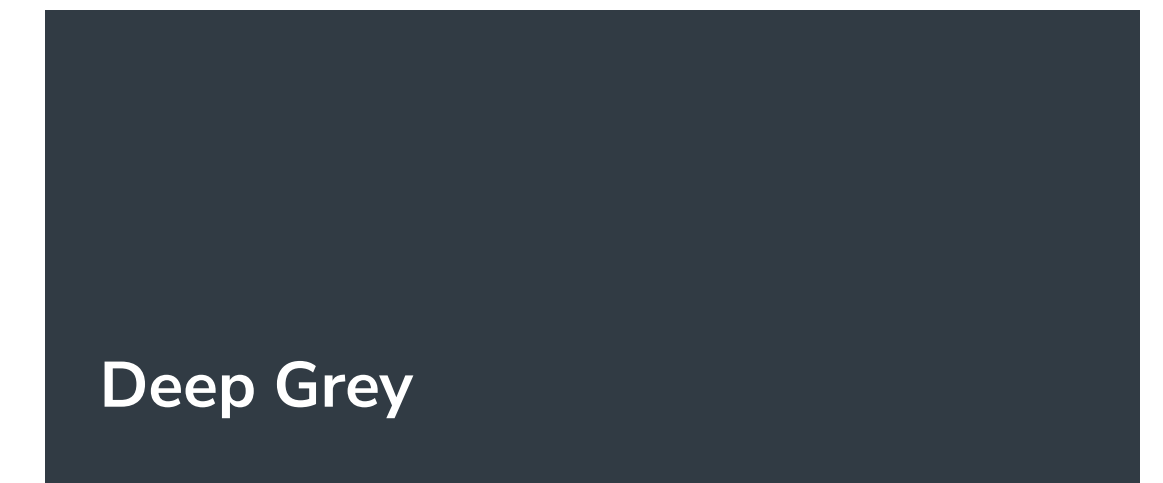
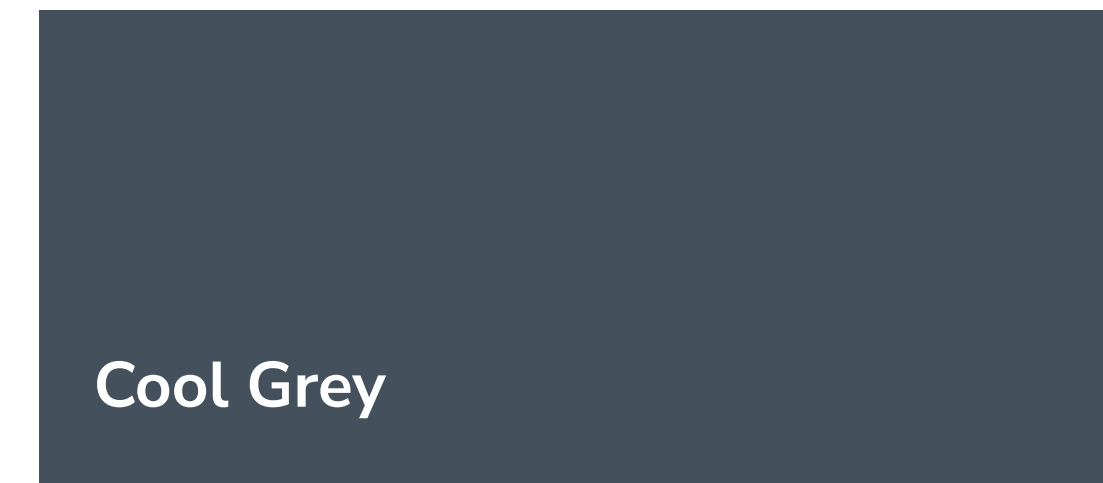
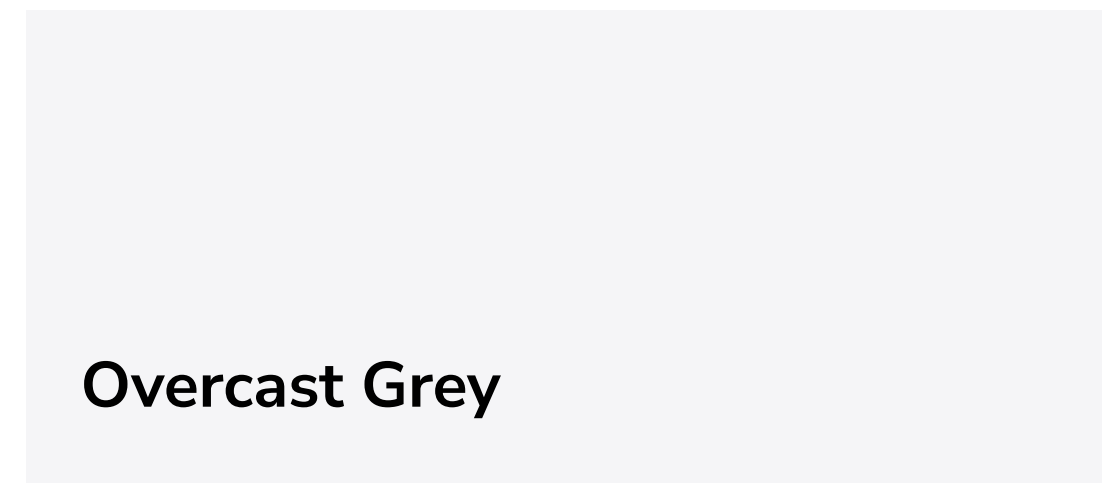
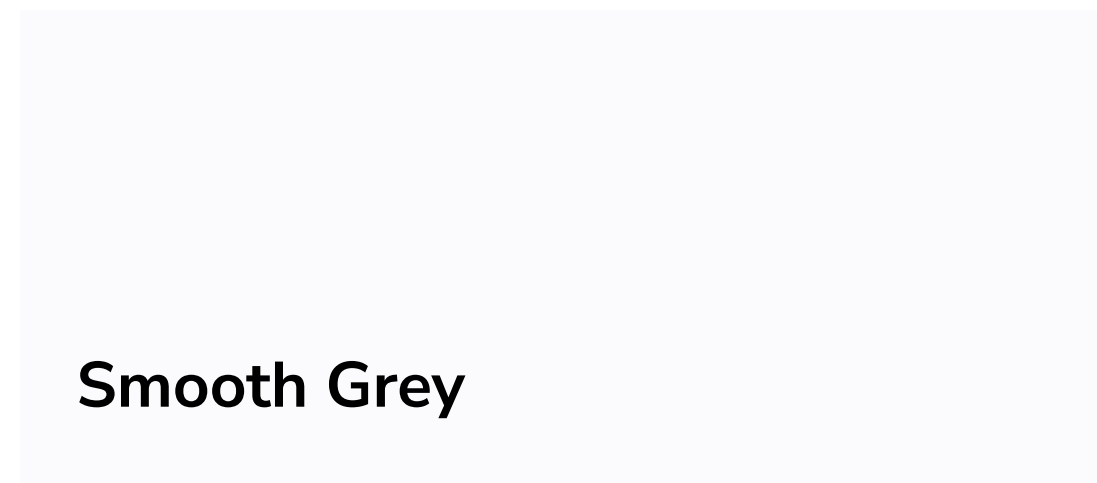
RGB	CMYK
R:..... 252	C..... 0
G:..... 152	M..... 48
B:..... 30	Y..... 97
	K..... 0
HEX: #fc981e	PANTONE:
	144c

Note: With the Sunrise - Sunset color please use black as an action or button function. Using white with Sunrise - Sunset becomes illegible.

Tertiary Colors

All brand colors have been tested for accessibility. **Please do not make your own colors.** Stay consistent with brand standards. This is important because it ensures that all customers, including those who are visually impaired, can enjoy the brand without any difficulty. Making your own colors could disrupt this consistency and make the product less accessible for some customers.

Greys / Web – Platform Backgrounds / Text callouts



RGB

R:..... 251
G:..... 251
B:..... 253

HEX: #fbfbfd

RGB

R:..... 251
G:..... 173
B:..... 24

HEX: #f5f5f7

RGB

R:..... 68
G:..... 81
B:..... 92

HEX: #44515c

CMYK

C..... 74
M..... 59
Y..... 48
K..... 30

PANTONE:

445c

RGB

R:..... 49
G:..... 59
B:..... 68

HEX: #313b44

CMYK

C..... 78
M..... 65
Y..... 54
K..... 46

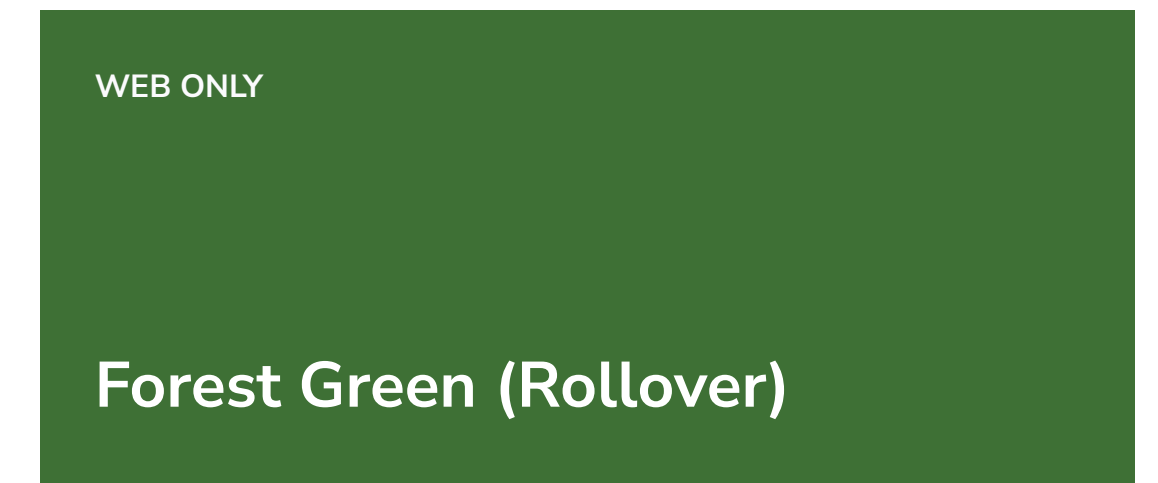
PANTONE:

419c

Action Colors

All brand colors have been tested for accessibility. **Please do not make your own colors.** Stay consistent with brand standards. This is important because it ensures that all customers, including those who are visually impaired, can enjoy the brand without any difficulty. Making your own colors could disrupt this consistency and make the product less accessible for some customers.

Error's and Accepted



RGB

R:..... 224
G: 1
B:..... 22

HEX: #e00116

RGB

R:..... 214
G: 0
B:..... 21

HEX: #d60015

RGB

R:..... 105
G: 190
B:..... 90

HEX: #69be5a

CMYK

C..... 62
M..... 0
Y..... 87
K..... 0

PANTONE:

360c

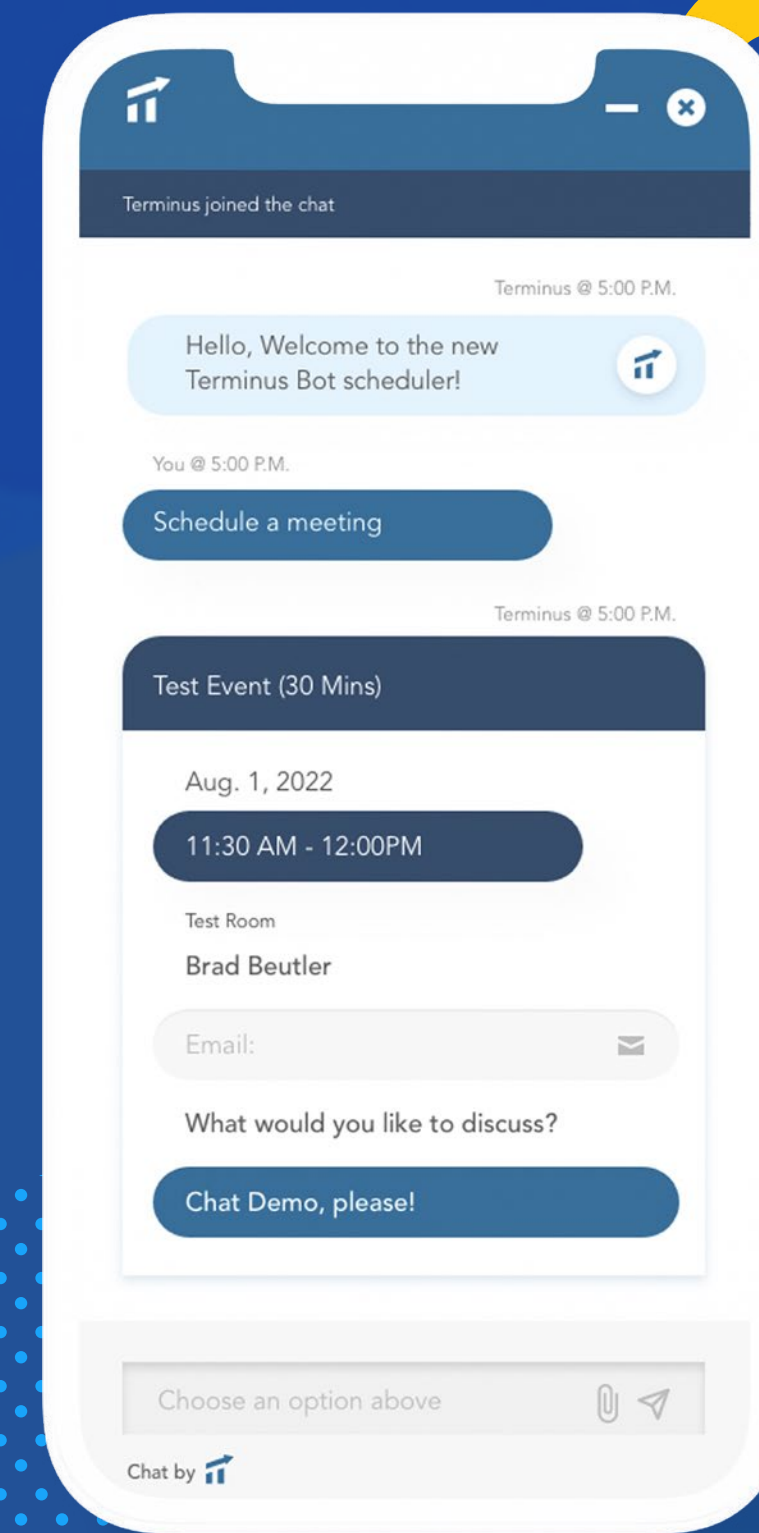
RGB

R:..... 62
G: 112
B:..... 53

HEX: #3e7035

Product + Illustrations + Photography

Product graphic elements should showcase the actual product on a physical object. We want to showcase the product as a real, tangible item vs. an illustration. **Use real product screenshots whenever possible.**



Products

2022 Product Graphic elements are clean and modern product displays. To add some flare, you can add other graphic elements in addition to the product screenshot.

Products should contain Terminus screenshots and or any element showcasing Terminus Product examples.

NOTE: Product images can be located in the [#brandimages](#) folder on Google Drive.



Photography

There is no question that photography is an incredibly powerful tool for communication. However, when using photography in marketing or communications materials, **it's important to ensure that the photograph's subject faces the direction of important messaging**. This ensures that the viewer gets the most impact from the photograph.

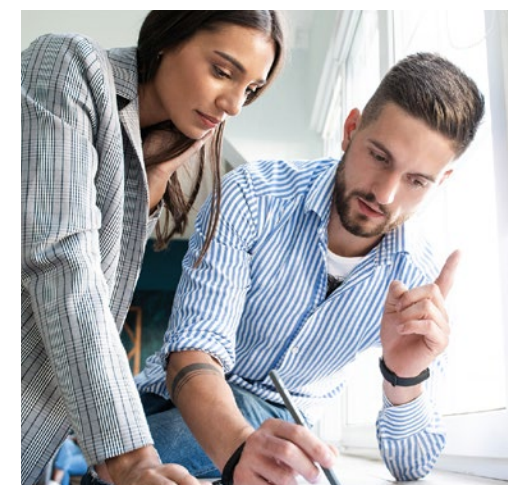
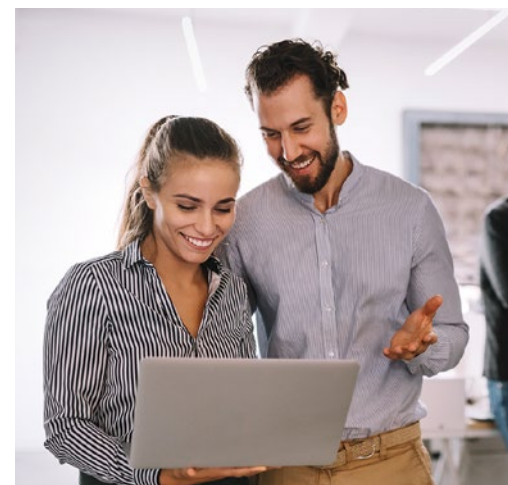
Consider a company's website home page. The most important message on this page is usually at the top, in either a headline or logo. If there is a photograph on this page, it should be oriented so that its main subject matter — such as a person or product — faces this key messaging element. This will help to ensure that viewers see and understand what you want them to see first and foremost on your website.

The same principle applies to other types of marketing and communications materials as well, such as print ads, web, and direct mail pieces. Whenever possible, try to place photographs so that their primary subjects are looking towards your key messages. Not only will this make your visuals more effective, but it will also help orient viewers properly so they can quickly understand what you're trying to say.



Visual Example: Subject in photo is facing the copy to the left.

Photography



Headline Example

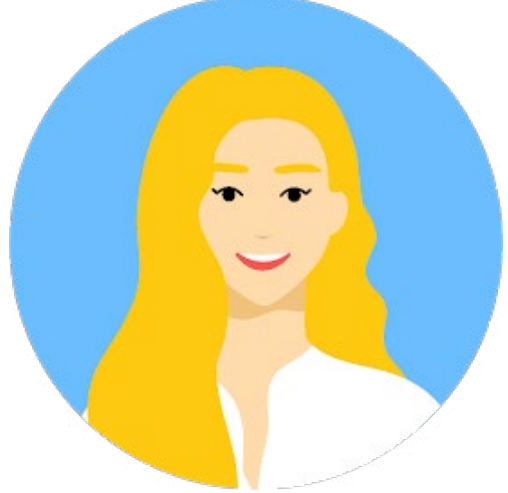
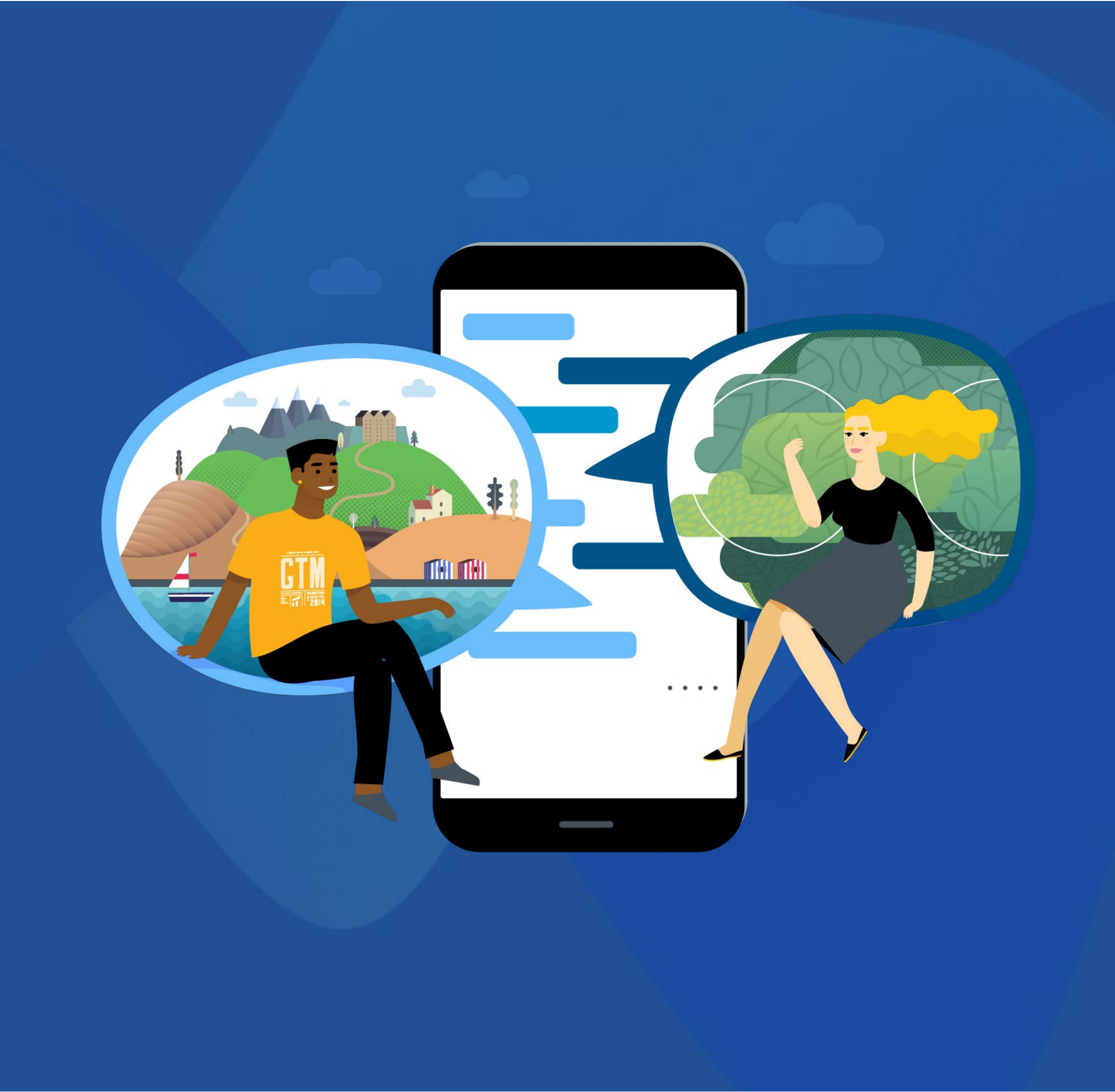
Example of copy: Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

Visual Example: Photograph with Primary Blue Overlay for text and/or headline

Illustrations

It's essential to be aware of the company's brand standards and follow them when creating any kind of visual material. This includes illustrations.

By adjusting all illustrations to match the brand standards, you can help create a unified and cohesive look for all company communications. This is not only professional, but it also helps customers and clients feel more confident about our brand.



Resources

Master Terminus **Slide Deck**

2022 Master Slide deck is available as a template in Google Slides. Please ensure when creating new slide decks to use this version.

The deck is accessible [here](#). For help or questions about use please reach out to [@charlie](#) on Slack.

Graphic elements such as icons, logos are all available in the slide deck.



Google Documents

[General Doc](#)
[Terminus Sheet](#)
[Slides](#)

Forms

[Event Feedback](#)

[RSVP](#)

[Terminus Basic Contact Form](#)

Other Resources

[Linkedin](#)

[Zoom Background](#)

GTM Guide

 terminus

The **True ABM Platform**
for Revenue Growth