



GTM Guide

Unify Go-To-Market Success,
Unlock Revenue Potential

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:

Terminus History and Culture	03
Messaging Pillars	08
Voice and Tone	12
Design Guide	14
Resources	24

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.



2014: Terminus Founded



2016: FlipMyFunnel introduced to build the ABM category



2017: Acquired Bright funnel to power full-funnel account based analytics

T.E.A.M.

2018: Introduced the TEAM platform for ABM

Sigstr

2019: Acquired Sigstr to provide email ads and relationship data

1000

2020: Surpassed 1,000 customers

Ramble

2020: Acquired Ramble Chat to power account-based chat capabilities

GrowFlare

2020: Acquired GrowFlare to power provide account intelligence

Zylotech

2021: Acquired Zylotech to add CDP capabilities

Terminus Values

Accountable

We do what we say we are going to do. We follow through on the commitments we make to our customers and each other.

Authentic

We are true to our individual differences and communicate transparently and respectfully.

Humble

We don't succeed unless everyone succeeds.
Team over self.

Resilient

We learn from our wins and failures to grow into the best versions of ourselves.

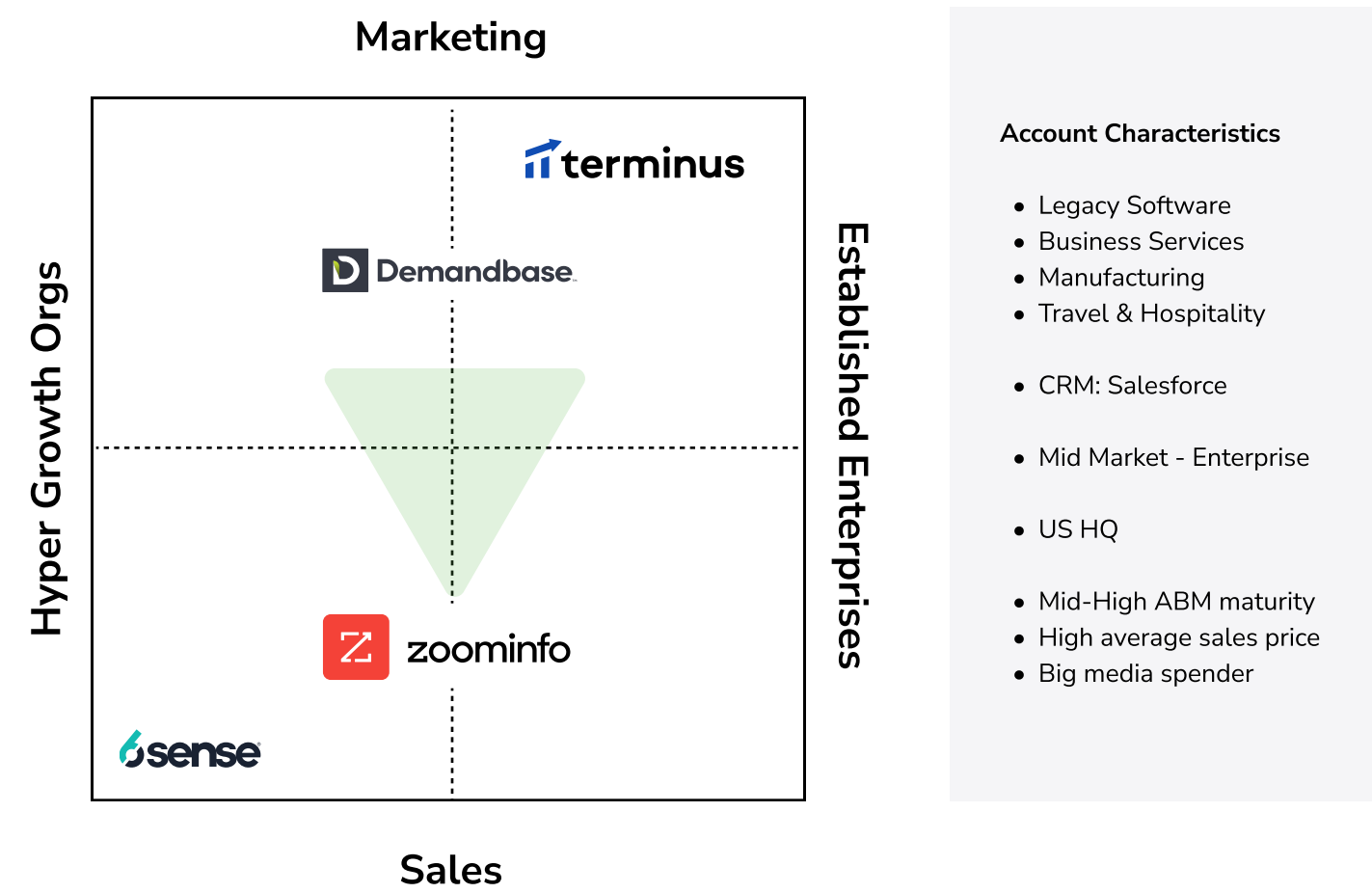


ICP

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

ICP Overview

Understanding the Players

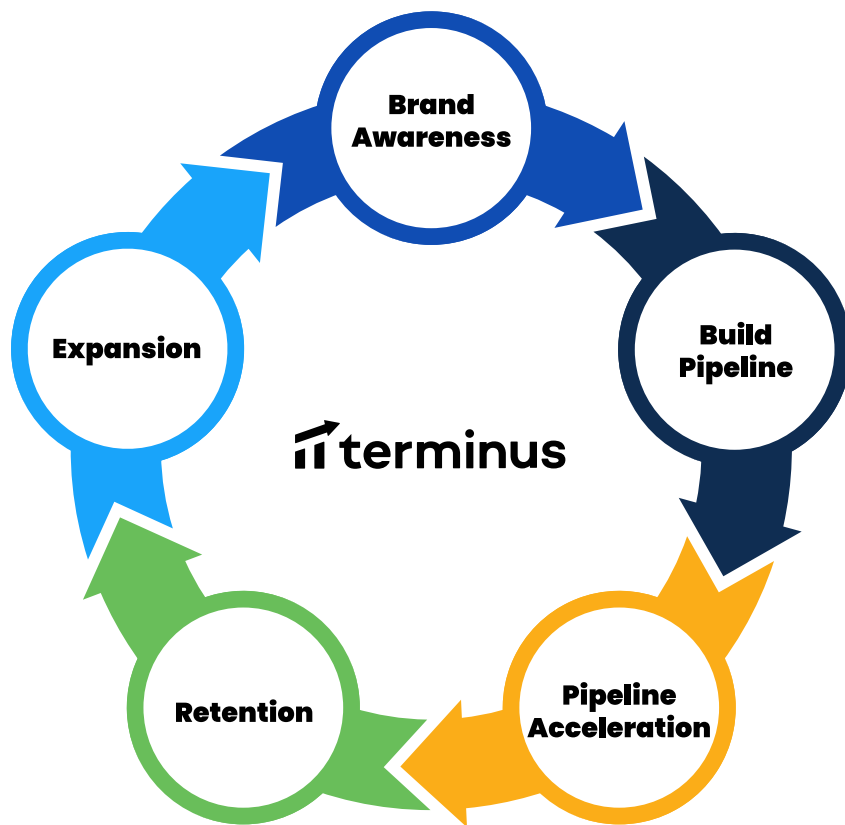


Messaging Pillars

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.



Brand Awareness

- New ICP or Market
- Accounts with Engagement
- Accounts Showing Intent

Build Pipeline

- Pre-Opportunity Nurture
- Retargeting (web, email)
- Closed Lost Deals

Pipeline Acceleration

- Deal Stage Nurture
- Buying Committee Reach
- 1:1 Account Campaigns

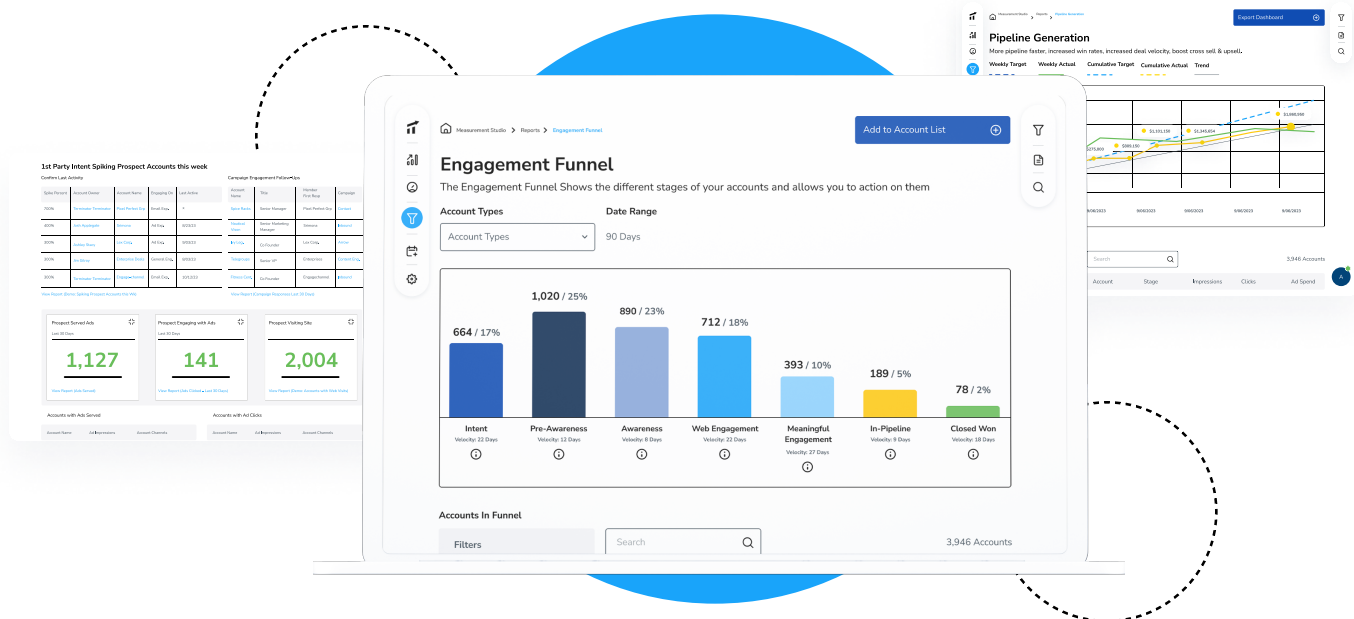
Retention

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

Expansion

- Competitive Intent Spike
- Product Updates
- Customer Events

The Requirements of a Strategic Account Platform



A Revenue Flywheel Strategy can only be operationalized by a TRUE 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

Multi-experiences, moment by moment

Surround your targets, wherever they show up, contextual human experiences, every touch point

Fueled by richer data

CDP, rich 1st party data, compounding value, universal identity, multi-sourced

Multiple buying signals

Go beyond intent, multi-channel engagement data, behavioral, predictive, events, and more

Self-enriching modern advertising

Precise digital ad power, retargeting, display ads, LinkedIn, differentiated inventory

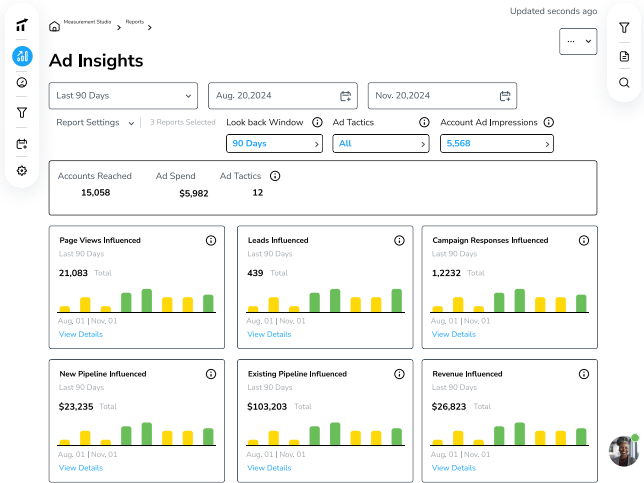
Platform you can grow with

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

Unify Go-To-Market Success

You can't afford to miss your pipeline targets, much less revenue goals. Identify and align on your next best customers, prioritize in-market accounts, and execute in the most native channels

A unified strategy across the entire revenue team will. Consolidate efforts across sales, marketing and operations to activate the right data, at the right time, with the strategic support you need to demonstrate success.



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).

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.

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.

Scale with True ABM Experts

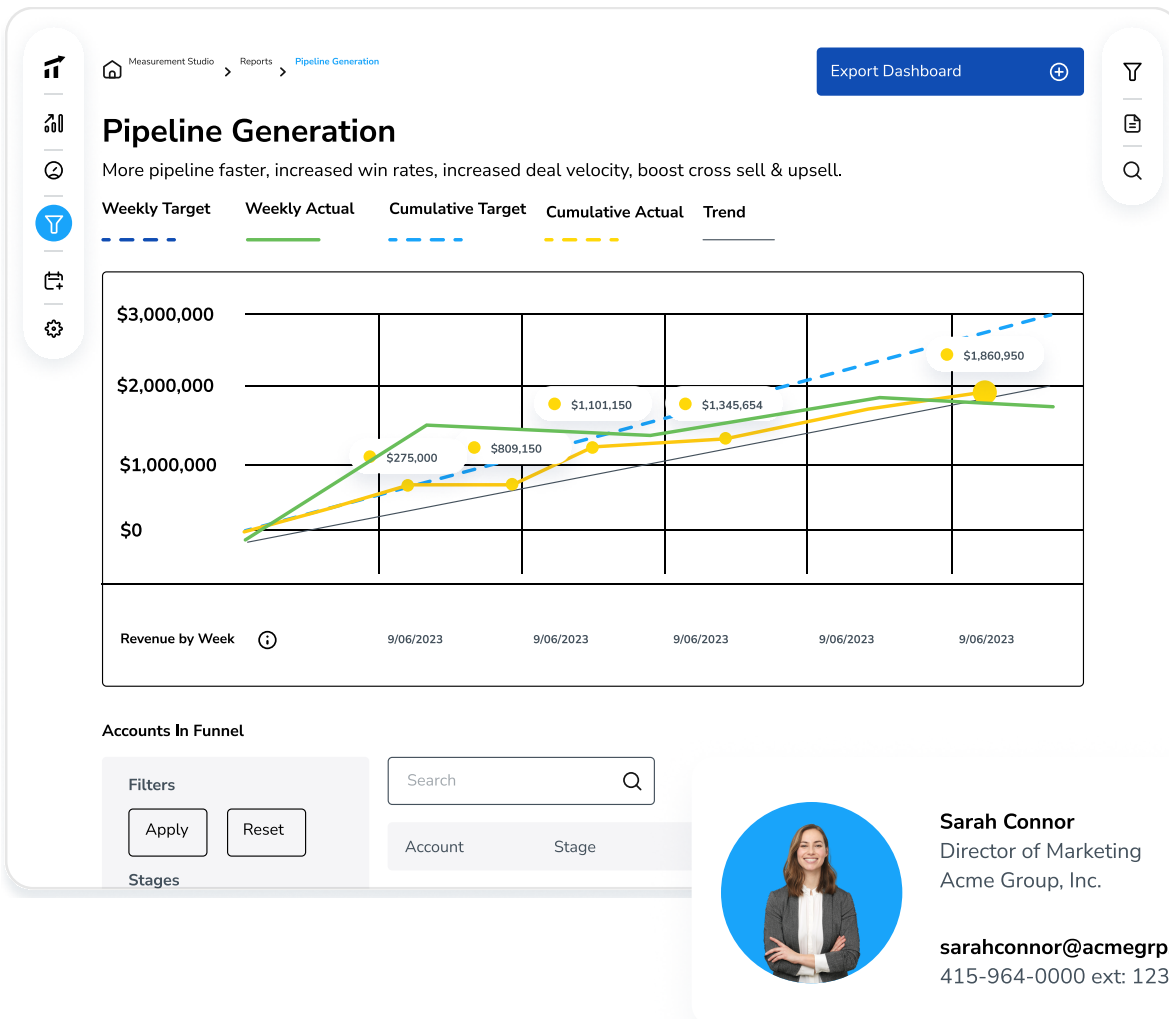
We created the ABM category. We have the GTM playbooks and strategy proven to help you win at every stage of your ABM strategy.

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

Generate pipeline and revenue by engaging ready to buy prospects and customers with precision. Integrate and enrich 1st and 3rd party data to make informed decisions and optimize GTM strategies for success.



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.

Product Colors and Illustration

The voice and tone of our product is more than just the text on a page or how we talk about our Product. Voice and tone extends to colors, illustrations, and the cumulative feel of the product. We want the product, website and promotional materials to all feel cohesive.

Illustrations for different states in the product, such as: “Loading” or “Empty” or “Error” should reflect the illustration style of the Website.

Likewise, the colors used in the product should reflect those of the website and marketing materials. This is an ongoing initiative in Product and UX.



Terminus Brandmark

Terminus Brandmark w/ proper balance (DO)



The Terminus Brandmark is shown in black on a white background, enclosed within a thin grey rectangular border. The icon and text are centered and have ample white space around them.

Proper White Space around logo

The Terminus Brandmark is shown in blue on a white background. The icon and text are centered and have ample white space around them.

The Terminus Brandmark is shown in dark blue on a white background. The icon and text are centered and have ample white space around them.

Improper use of Terminus Brandmark (Do not)

The Terminus Brandmark is shown in black on a white background. A red circle with a white 'x' is placed in the top right corner, indicating that the logo is too close to the corner and should not be used this way.

The Terminus Brandmark is shown in black on a white background. A red circle with a white 'x' is placed in the top right corner, indicating that the logo is too close to the corner and should not be used this way.

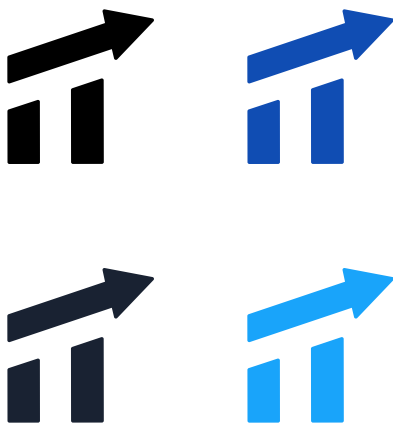
The Terminus Brandmark is shown in black on a white background. A red circle with a white 'x' is placed in the bottom right corner, indicating that the logo is too close to the corner and should not be used this way.

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” may be 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 palette.

Do not:

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

Primary Typography

Poppins

Geometric sans serif typefaces have been to 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.

ABCD

EFGH

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @ ® © ™
abcdefghijklmnopqrstu

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @ ® © ™
abcdefghijklmnopqrstu

Best used for all Headlines and Subheads for presentations, graphic's and advertising.

[Download Poppins](#) >

Secondary Typography

Nunito Sans

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. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

ABCD
EFGH

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 @ ® © ™
 abcdefghijklmnopqrstuvwxyz

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 @ ® © ™
 abcdefghijklmnopqrstuvwxyz

Best used for all body copy for presentations, graphic's and advertising.

[Download Nunito Sans](#)



Primary Colors

Prime Blues

All brand colors have been tested for accessibility. Please do not use your own colors. This ensures Terminus stay consistent. This is important because it ensures that all customers, including those who are visually impaired, can recognize the brand without any difficulty.



Terminus Blue

RGB	CMYK
R 16	C 93
G 77	M 77
B 179	Y 0
	K 0
HEX	
#104DB3	



Night

RGB	CMYK
R 15	C 100
G 45	M 71
B 82	Y 22
	K 5
HEX	
#0F2D52	



Monterey

RGB	CMYK
R 25	C 97
G 164	M 25
B 250	Y 0
	K 0
HEX	
#19A4FA	



Malibu

RGB	CMYK
R 107	C 49
G 191	M 50
B 255	Y 0
	K 0
HEX	
#6BBFFF	

Secondary Colors

Accent Oranges



Sunrise

RGB	CMYK
R 254	C 1
G 201	M 20
B 15	Y 100
	K 0
HEX	
#fec90f	



Sunset

RGB	CMYK
R 251	C 1
G 173	M 36
B 24	Y 99
	K 0
HEX	
#fbad18	

Error / Accepted



Tabasco (Error)

RGB	CMYK
R 224	C 6
G 1	M 100
B 22	Y 100
	K 1
HEX	
#e00116	

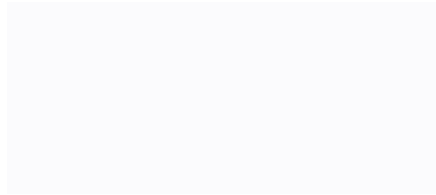


Emerald

RGB	CMYK
R 105	C 62
G 190	M 0
B 90	Y 87
	K 0
HEX	
#69be5a	

Tertiary Colors

Greys / Web - Platform Backgrounds / Text callouts



Smooth Grey

RGB

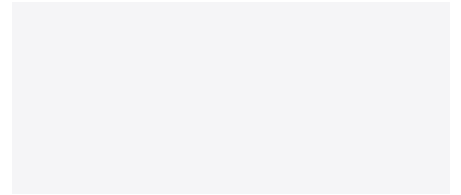
R 251

G 251

B 253

HEX

#fbfbfd



Overcast

RGB

R 251

G 173

B 24

HEX

#f5f5f7



Cool Grey

RGB

R 68

G 81

B 92

HEX

#44515c



Dark Grey

RGB

R 49

G 59

B 68

HEX

#313b44

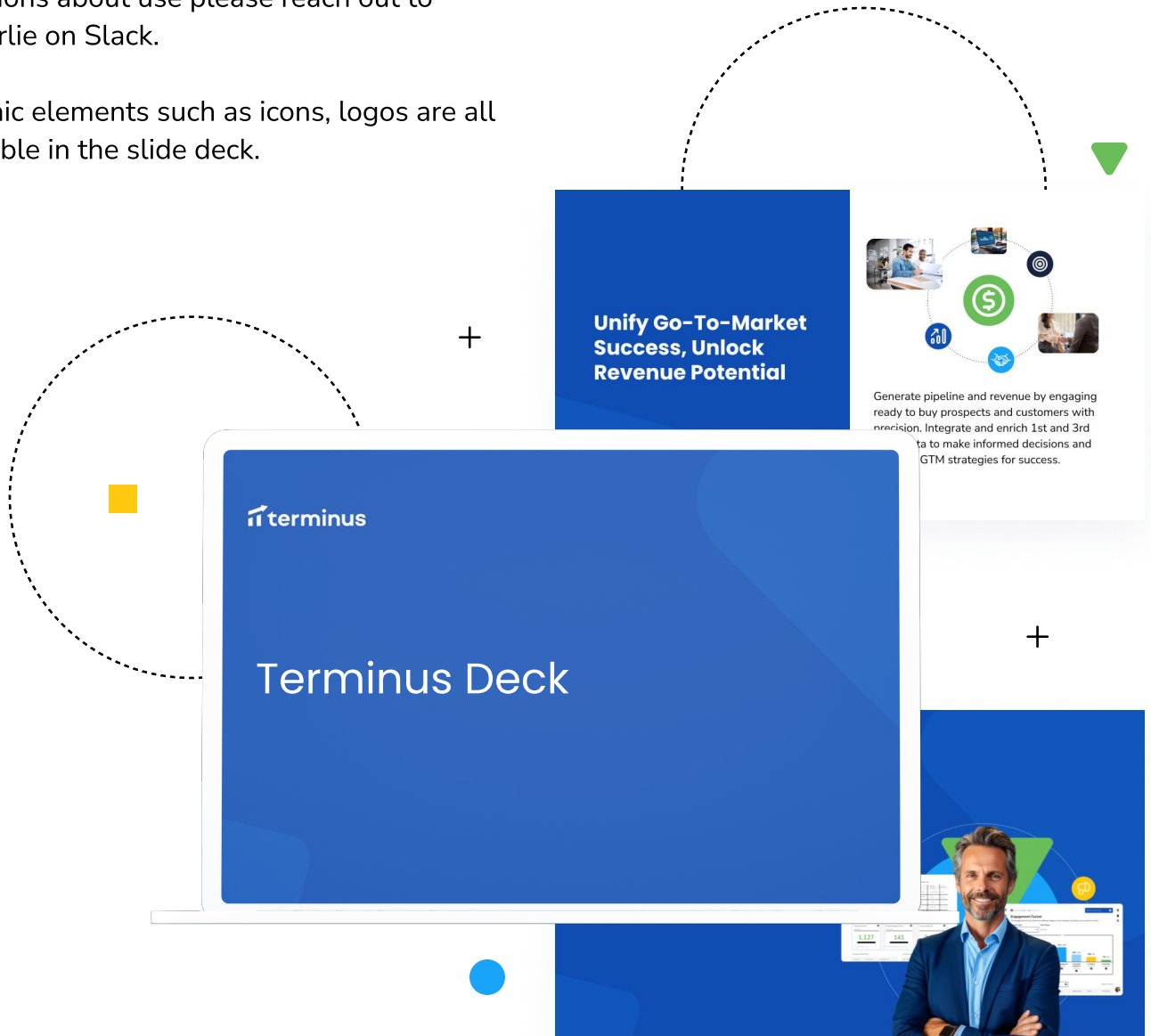
Resources

Master Terminus Deck

2023-2024 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.



 terminus