

BRAND GUIDELINES

Version 4.0

11.0 Contact

1.0 Introduction

Welcome to the new PubMatic Brand Guidelines.

These guidelines explain how to bring the PubMatic Brand to life across all communications: on screen, in print, and in person. They exist to maintain consistency in every application and ensure that the emotive story behind the brand is told at every touch-point.

2.0 Brand Overview

- 2.1 Brand Promise & Tagline
- 2.2 Emotional Impact
- 2.3 Brand Voice Guide
- 2.4 PubMatic Corporate Narrative

BRAND OVERVIEW

2.1 Brand Promise & Tagline

**PubMatic's Brand
Promise is:**

**RESULTS.
DELIVERED.**

**PubMatic's
Tagline is:**

**FUELING
ADVERTISING
INNOVATION**

2.2 Emotional Impact

PubMatic's Emotional Impact is:

Publishers feel

LIBERATED

Advertisers feel

CONFIDENT

The digital media industry feels

INSPIRED

2.3 Brand Voice Guide

Overview

The PubMatic voice speaks across all communications including website, social media, advertising, sales material, marketing, and internally to employees.

These guidelines have been established to help you write more consistently, creatively, and strategically in day-to-day communications on behalf of the PubMatic Brand. The PubMatic voice connects language and tone to the Promise of “On Your Side.”

Use these guidelines as a starting point — less as a rulebook and more of a framework to bring the PubMatic Brand to life through language and tone.

If used correctly, the brand voice will reinforce the brand shifts and differentiate PubMatic from our competitors.

PubMatic Brand Voice is:

ENERGETIC
COMMANDING
GENUINE
CLEAR

2.3 Brand Voice Guide

ENERGETIC

We are passionate about our commitment to publishing and are eager to bring all the industry players on board. We are empathetic toward our audiences — we strive to understand what they need and support their challenges. We pursue our promise to create more meaningful connections with a palpable drive that shows our hunger for success.

So Our Voice is:

Energetic, positive, empathetic, ambitious

It is Not:

Overeager, saccharine, vivacious, adrenaline-fueled

How Does Energetic Sound?

We are emotive by nature and our energetic voice highlights our positive spirit. Our communication shows our ambition with a tinge of urgency in its tone. We like to keep things moving and are comfortable speaking with a little fervor. Our voice inspires others by speaking in a way that relates to the speed and dynamism of the industry. We talk about challenges in a positive way with a bias to action — honing in on the solution, not the problem.

2.3 Brand Voice Guide

COMMANDING

We are paving the way for publishing in a rapidly changing media and advertising world. We stand strong behind our position to lead marketing automation software for publishers. Being a leader means that we need to be assertive in order to challenge the status quo and create alignment. We are unwavering in our dedication to create a more prosperous future for the entire publishing eco-system.

So Our Voice is:

Commanding, full of conviction, confident, proud, decisive

It is Not:

Arrogant, aggressive, smug, pretentious

How Does Commanding Sound?

We capture attention by speaking with a distinctly human voice in a technology world. We assert our position as seasoned leaders by being thoughtful, yet firm. We are not reactive or short-tempered — we make strong and confident statements that are validated and consistent. Our commanding voice is bold, but not aggressive. We are empathetic to our audience and speak to their needs in a convincing way.

2.3 Brand Voice Guide

GENUINE

We stand out from the crowded pack because we genuinely care about the publishing industry's interest in high-quality content and high-quality experiences with consumers. We believe in this mission because publishers create and distribute the content we love to read, hear, and watch. So we work toward building a stronger, more prosperous future without getting hampered down by the challenges in our path. We stay true to our mission and focus on our success to stay motivated.

So Our Voice is:

Genuine, supportive, approachable, sincere

It is Not:

Self-righteous, naïve, grand, unsophisticated

How Does Genuine Sound?

Our genuine voice is natural and consistent. We frame our communication in a light that emphasizes success and realistic potential. We say what we mean and can stand behind our message. We don't make lofty promises that can't be delivered. Our tone is authentic — it leaves no room for second guessing or hidden meanings.

2.3 Brand Voice Guide

CLEAR

We are cutting through the noise and clutter of the ad-tech world by being transparent and direct in our communications. We are clear and concise so as not to bog down our audience with unnecessary jargon or diluted promises. We inspire the entire industry by making it easier for everyone to understand the ever-changing technology and by creating widespread alignment of what truly matters to the industry.

So Our Voice is:

Clear, direct, straightforward, transparent, distinct

It is Not:

Simple, elementary, obvious, pedantic

How Does Clear Sound?

We avoid technology jargon as much as possible in order to communicate in a way that is easy to understand. We are comfortable speaking directly to our audiences — real people with real needs — and we keep our language void of code. Our clear voice gets right to the point: we are succinct, honest, and straightforward, always.

2.4

PubMatic Corporate Narrative

OUR MISSION

PubMatic delivers superior revenue to publishers by being the sell-side platform of choice for agencies and advertisers.

WHO WE ARE

PubMatic is a digital advertising technology company for premium content creators. The PubMatic platform empowers independent app developers and publishers to control and maximize their digital advertising businesses. PubMatic's publisher-centric approach enables advertisers to maximize ROI by reaching and engaging their target audiences in brand-safe, premium environments across ad formats and devices.

Since 2006, PubMatic has created an efficient, global infrastructure and remains at the forefront of programmatic innovation. Headquartered in Redwood City, California, PubMatic operates 13 offices and nine data centers worldwide.

WHAT MAKES US DIFFERENT

Results-Centric Approach

By delivering results—monetization for publishers and ROI for buyers—we help our clients realize the full potential of their digital advertising strategies.

Omnichannel Monetization

We provide market-leading technology, algorithms and insights that enable top-tier monetization across devices, channels and ad formats.

Transparent Innovation

A dual focus on transparency and building solutions that solve the most pressing industry problems has helped us remain at the forefront of sell-side innovation since 2006.

Growth & Financial Stability

With many years of positive profitability and cash flow positive execution, PubMatic can serve the needs of our constituents in a manner that only a stable, independent company can.

World Class Team

Our purposeful emphasis on company culture results in committed employees whose focus is on innovation, success and fun. By combining in-market and off-shore resources, we hire and nurture talent around the world in order to deliver fantastic customer outcomes and employee growth.

3.0 Logo

- 3.1 Logo Components
- 3.2 Logo Placement
- 3.3 Logo Construction
- 3.4 Clear Space
- 3.5 Logo Color Variations

LOGO

3.1 Logo Components

Overview

This is PubMatic's primary logo. It consists of the PubMatic Platform symbol and the Logotype. The PubMatic logo is the single most important asset of the brand system. It represents the company and everything that it stands for. Because the logo is a highly visible brand asset, it is vital to apply it consistently. The logo should never be distorted or redrawn in any application. Only use logo artwork as provided.

Tagline Logo

"Fueling Advertising Innovation"—our tagline is an expression of our brand: a short, memorable phrase that is the essence of what we do, representing our complete dedication to empower publishers and media buyers by providing customizable powerful solutions across channel, screen and format to meet their unique needs.

The tagline logo is a combination of the PubMatic logo and our tagline. This is the primary expression of our tagline and should be used as much as possible to amplify the PubMatic brand, particularly in outward communications such as print advertising. The only exception to using the tagline logo is when the tagline appears as the headline on the same page/screen.

Do not manually type the Tagline Signature. Always use the artwork files that are provided.

[DOWNLOAD LOGO \(ZIP\)](#)

Logo Without Tagline



Platform Symbol

PubMatic logotype

Tagline Logo



PubMatic Tagline

3.2 Logo Placement

Overview

Shown to the right are two placement variations for the PubMatic logo. For the preferred placement, the logo should always lockup to the left-hand edge of the page. The preferred logo is the standard and should be used wherever possible. However, in the rare instances where you are unable to lockup or bleed the logo on the lefthand side, defer to alternate placement.

Please see addendum section on pages 68-70 for alternate logo demonstrations. Note: Seek approval from brand management when using alternate logo placement.



Preferred logo placement



Preferred tagline logo placement

3.3 Logo Construction

Overview

To the right is a diagram on how the primary logo is constructed. The diagram informs and emphasizes the importance of the exact spacing and alignment within the logo.

Always use the provided logo artwork, and never change the spacing, alignment, scale, or shapes within the logo.



3.4 Clear Space

Overview

Clear space is the space maintained around the logo. This space should be kept free of graphics, text, and other logos.

Using the proper amount of clear space around the logo ensures that it has enough breathing room, giving maximum recognition to the PubMatic Brand. The logo should always be visible and free from clutter.

The clear space around the PubMatic logo is defined by the top and bottom of the PubMatic One Platform representation. This is demonstrated by the blue borders around the logos. Generally, the more space around the logos, the better.

Preferred Logo Clear Space

The preferred logo should always lockup to the left-hand edge of every application. For this reason, the preferred logo doesn't require clear space on the left-hand side. On the other hand, the tagline logo should always lockup to the center and will require clear space on both left- and right-hand sides.

Logo Minimum Size

In order for the logo to be recognizable, a minimum size for both print and on-screen applications has been established. In order to ensure legibility, the logo should never appear smaller than the minimum size.

Logo without tagline:

Print: 1 inch
Screen: 96 px

Tagline logo:

Print: 1.6 inch
Screen: 160 px

Preferred logo
clear space



Preferred logo
clear space



Logo minimum size



Print: 1 inch
Screen: 96 px



Print: 1.6 inch
Screen: 160 px

3.5 Logo Color Variations

Primary Logo Color

The PubMatic primary logo color treatment should be used whenever possible. It is comprised of PubMatic Blue and PubMatic Black. Please note that the platform (square) and 'Pub' in PubMatic should always be colored and should never appear in black. Please see pages 26 and 27 for all PubMatic color breakdowns.



Secondary Logo Colors

The secondary logo color treatment has been created to allow for variety in the presentation of the logo. The secondary versions are intended for use in instances where the primary logo does not stand out against the background. It can also be used when the repeated use of the primary logo makes a communication too monotonous. In these instances, the secondary logo supports the primary by adding variety and energy to a communication. Please note that 'Pub' in PubMatic should always be colored to achieve emphasis in the name and it should never appear in black. Please note that the platform (square) and 'Pub' in PubMatic should always be colored and should never appear in black.



Black & White Logo

The black/white logo treatments should be used as a third option when color printing is not available. On dark backgrounds, the PubMatic logo should be in white. On light backgrounds, the PubMatic logo should be completely black. Careful attention should always be made to ensure the logo is clearly visible across all pieces of communication.



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4.0 Color

4.1 Primary Color Palette

4.2 Secondary Color Palette

COLOR

4.1 Primary Color Palette

Overview

The PubMatic primary color palette consists of two colors: PubMatic Blue and PubMatic Black. These should be used predominantly to ensure a consistent and recognizable look and feel across branded applications.

Color breakdowns for Pantone, RGB, CMYK, and HEX have been specified and should never be altered. For print applications, Pantone colors are preferred over their CMYK equivalents. For on-screen applications, use RGB and HEX colors.

[DOWNLOAD COLORS \(PDF\)](#)

PubMatic Blue

PANTONE 305
RGB 80 201 237
CMYK 54 00 06 00
HEX #4FC8ED



PubMatic Black

PMS Process Black
RGB 00 00 00
CMYK 00 00 00 100
HEX #000000



4.2 Secondary Color Palette

Overview

PubMatic's secondary color palette consists of eight colors: PubMatic Blue Text, PubMatic Teal, PubMatic Dark Blue, PubMatic Medium Blue, PubMatic Red, PubMatic Orange, PubMatic Purple and PubMatic Grey. Their roles are to contrast the primary colors and give the PubMatic Brand variety.

PubMatic Yellow
PMS 122
RGB 255 209 B64
CMYK 00 08 86 00
HEX #FFD13F



PubMatic Red
PMS 178
RGB 255 91 89
CMYK 00 79 60 00
HEX #FF5B59



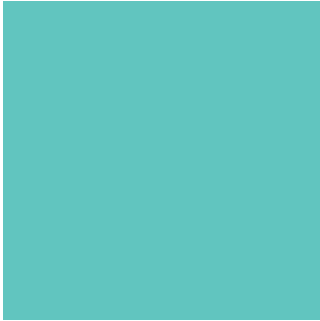
PubMatic Purple
PMS 267
RGB 109 47 158
CMYK 71 94 00 00
HEX #6D2F9E



PubMatic Blue Text
PMS 298
RGB 57 186 221
CMYK 63 04 05 00
HEX #39BADD



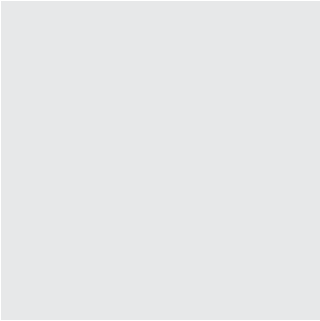
PubMatic Teal
PMS 333
RGB 72 218 203
CMYK 44 00 20 00
HEX #48DACB



PubMatic Orange
PMS 164
RGB 255 112 69
CMYK 00 66 78 00
HEX #FF7A45



PubMatic Grey
PMS Cool Grey 1 C
RGB 230 231 232
CMYK 00 00 00 10
HEX #E6E7E8



PubMatic Medium Blue
PMS 7689
RGB 37 129 174
CMYK 82 40 15 00
HEX #2581AE



PubMatic Dark Blue
PMS 302
RGB 0 59 92
CMYK 100 32 0 68
HEX #003B5C



5.0 Typography

5.1 Typeface

5.2 Typesetting

TYPOGRAPHY

5.1 Typeface

Overview

The personality and individuality of the PubMatic Brand is found in the form of our words. Typography is the element that gives the brand's words a distinctive look and feel, even before someone reads the text. The typeface is clean, bold, and legible. The typeface is available in a variety of weights to express both modern and classic qualities.

The chosen typeface is TV Nord.

The typography usage examples on the following pages should be adhered to ensure all of PubMatic's communications appear consistent.

Primary Typeface

The primary typeface is TV Nord. TV Nord Black Condensed, Black, and Regular are the primary weights for the PubMatic Brand.

Replacement Typeface

For instances where we anticipate that not all viewers/users will have TV NORD installed in their computer, Arial should be used. These instances are most common in shared documents like Microsoft Word and PowerPoint files, as well as online experiences such as email.

Note: For ANY external document that will require editing by an outside party such as a sales presentation, use Arial.

REQUEST TV NORD TYPEFACE

Sourcing TV Nord

Purchase licenses for the TV Nord font at www.myfonts.com/search/tv+nord/fonts/

Aa

TV NORD Black Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()_+

Aa

TV NORD Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()_+

Aa

TV NORD Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()_+

5.2
Typesetting

Overview

When typesetting headlines, the leading should be 12% less than the type size. To calculate this, multiply the type size by 0.88. All type should be set to 0 tracking.

When typesetting intro copy, the leading should be 20% larger than the type size. To calculate this, multiply the type size by 1.2. All type should be set to 0 tracking.

When typesetting sub-heads and body copy, the leading should be 40% larger than the type size. To calculate this, multiply the type size by 1.4. All type should be set to 0 tracking.

Alignment

Headlines, Intro Copy, Sub-Heads, Body Copy, and other small copy should always be left-aligned. For layouts that have quite a few graphic elements and/or photos, headlines should be left-aligned, too. This ensures that the communication piece is clean, easy to read, and professional looking.

Headlines

Weight: Black Condensed
Case: Uppercase

FUELING
ADVERTISING
INNOVATION 55/48.4

Intro Copy

Weight: Regular
Case: Sentence Case

Intro Copy
Em int voloratiat volorum quid evel imus
doluptae samus eserferis volorrovid modignam. 15/18

Sub-Head

Weight: Black
Case: Sentence Case

Sub-Head 10/14

Body Copy em int voloratiat volorum quid evel imus doluptae
samus eserferis volorrovid modignam, sim aut minctur accaborum
quam sandereped quia id estesci issitio offictatia cullabo. 10/14

Body Copy

Weight: Regular
Case: Sentence Case

FUELING
ADVERTISING
INNOVATION

Intro Copy

Em int voloratiat volorum quid evel imus
doluptae samus eserferis volorrovid
modignam, sim aut minctur accaborum
esteci issitio offictatia cullabo.

Sub-Head

Body Copy em int voloratiat volorum
quid evel imus doluptae samus eserferis
volorrovid modignam, sim aut minctur
accaborum quam sandereped quia id
estesci issitio offictatia cullabo.

6.0 Photography

- 6.1 Photography Overview
- 6.2 Color Overlays
- 6.3 Photography Don'ts

PHOTOGRAPHY

6.1 Photography Overview

Overview

Photography can bring a brand to life. Imagery connects directly with the viewer in a way that goes beyond words. Photography is key to the PubMatic Brand and should express true authenticity.

Photography Diversity and Inclusion

Be thoughtful when representing humans. PubMatic provides products and services globally and it's important for every ethnicity, gender, and identity type to feel represented. Use as many subjects, settings and geographies as possible that reflect the diverse array of PubMatic's users and customers as well as offices.

Use of vivid backgrounds in photography is important to give variety and energy to the PubMatic Brand. Both neutral and richly saturated backgrounds are appropriate, as long as they help communicate the idea behind the message very simply.

Portraits should be authentic, optimistic, and approachable. They should look natural and relaxed — not posed or artificial or looking into the camera.

Lighting should feel natural, even when the subject is lit artificially. Each image should be composed with the intent of capturing the essence of the subject, whether it's a person, an activity, or an event.

Use styled employee photographs whenever possible, especially on web pages, in corporate presentations and Diversity & Inclusion Reports. Stock photography subjects should be in the appropriate age range for the industry — no teenagers or college-age or seniors. Single or two-person photographs are best. Use work-friendly environment and clothing with start-up feel.

Devices should be newer model smartphones, Mac/silver laptops, keyboards and monitors (unless portraying developers/programmers which use of dark keyboards and monitors are allowed).



6.2 Photography Don'ts

Overview

PubMatic photography style is authentic, optimistic, and approachable. Here is a selection of photography that does not express those qualities in content or style.

A. Don't use strong graphic backgrounds. They will distract from the portraits' authenticity.

B. Don't use photography that feels too corporate. This style of photography feels less approachable and less publishing like.

C. Don't use depressing photography. The PubMatic Brand photography should always evoke feelings of energy, passion, and optimism.

D. Don't use photography that feels staged, artificial, with subject looking into the camera. The PubMatic Brand photography should be candid and engaging.

E. Don't use settings that are inappropriate workplace or a completely different industry altogether.

F. Don't use subjects with tattoos, unkempt appearance, unnatural makeup or inappropriate clothing. Avoid too many or distracting patterns.

G. Don't show subjects talking on the phone. Don't show subjects using iPads/tablets while in office environment or work settings; iPads/tablets can only be shown when watching television or video at home.

H. Don't use more than 4 people in the frame, unless it is conference room meeting.



6.3 Color Overlay

Overview

This section explains another one of the more universal graphic moves you can use to bring our brand to life: **The Color Overlay**.

Overlay styles are used to bring added attention to selected images. This system utilizes the PubMatic Overlay Blue with blue-to-black gradient at the bottom to add a rich layer of color to our communications. This treatment is useful for many reasons. In addition to being a convenient way to activate our brand messaging with our brand colors, photography affected by a brand color overlay become a vibrant bed for copy to rest on or reverse out of.

Color Photography Only

The Color Overlay should only be applied to color images. Color overlays on top of color photographs create the intended deeper color values. The contrast of the photo might need to be adjusted to enhance the impact of the color overlay. Here are the steps in Adobe Photoshop:

Step 1: Color Overlay
Color: PubMatic Overlay Blue
Opacity: 70% - 80% (Designer's choice)
Blending Mode: Multiply

Step 2: Gradient Overlay
Blending Mode: Normal
Color: Black
Gradient: 70% opacity at 0% point
 0% opacity at 100% point
Angle: 90 degrees



PubMatic Overlay Blue

PMS 2389 C
RGB 76 159 200
CMYK 67 16 2 1
HEX #4C9FC8



PubMatic Black Gradient

RGB 0 0 0
CMYK 0 0 0 100
HEX #000000



0% Opacity

70% Opacity

7.0 Graphic Language

- 7.1 Graphic Language Components
- 7.2 Graphic Language Library
- 7.3 Messaging Projection Do's & Don'ts

GRAPHIC LANGUAGE

7.1

Graphic Language Components

Overview

The PubMatic graphic language extends to much more than just the logo. The graphic language is made up of a series of core elements and guiding principles that create a distinctive look and feel for the PubMatic Brand.

The graphic language is composed of three graphic elements:

A. Platform

The PubMatic Platform is represented through a strong and stable vertical bar. The vertical bar is derived from the PubMatic logo and is the fundamental graphic element from which the PubMatic graphic language is built.

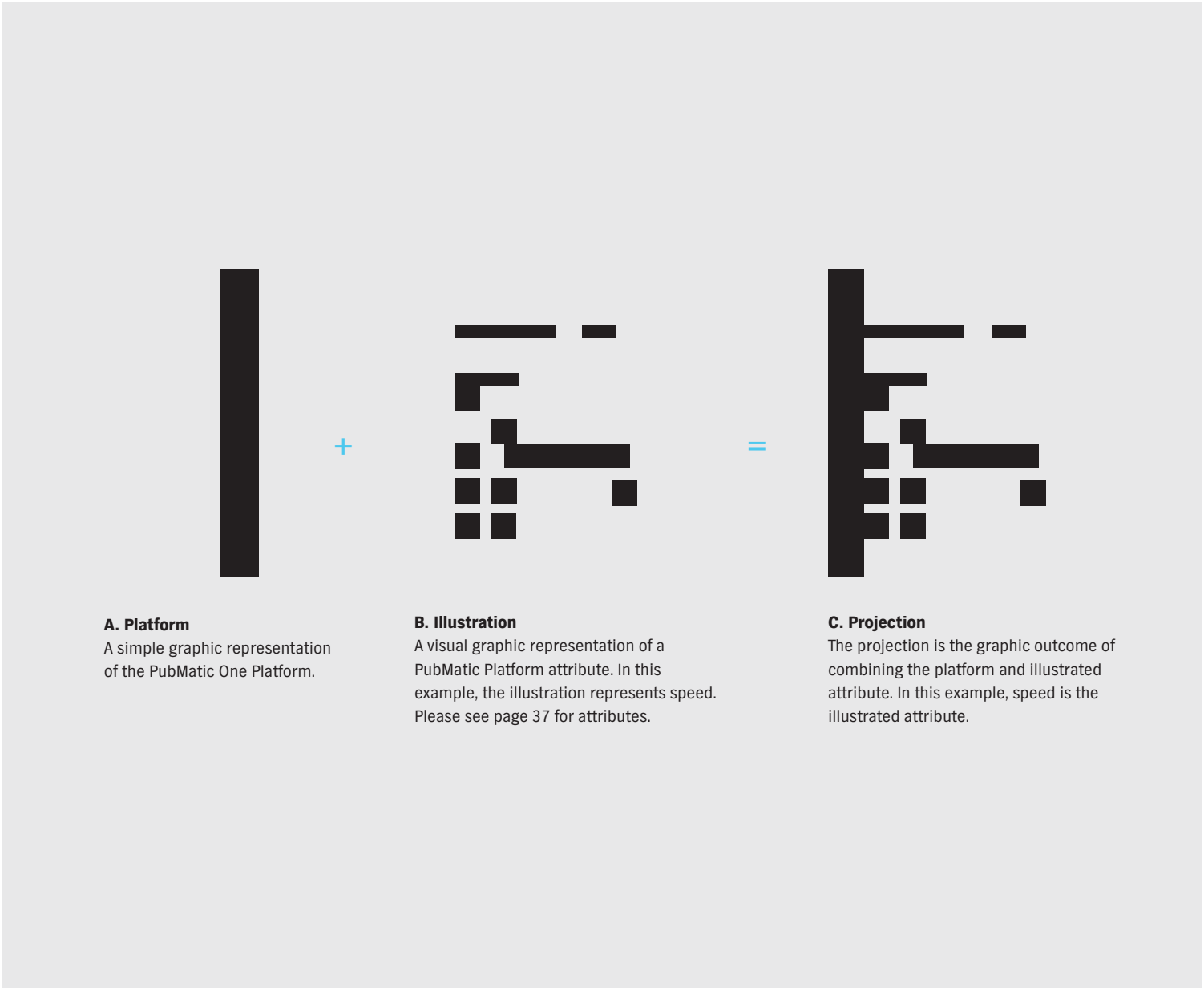
B. Illustration

The platform then gets combined with an array of graphic language to showcase the PubMatic Platform's unique ability to evolve and adapt over time as technology changes. Please see page 38 for attributes.

C. Projection

The final outcome is a projection of the One Platform's attributes.

The following pages in this section will explain how to construct, create, and use this graphic language across all PubMatic communications. It is important not to overuse or misuse the graphics as specified in this section. Applying the graphic language consistently will ensure that the PubMatic Brand is cohesive and recognizable.



7.2

Graphic Language Library

Overview

This page highlights the library of illustrations that should be used in order to bring the PubMatic One Platform attributes to life. This is not meant to be a fixed library of illustrations, but rather a library that has the ability to adapt and expand over time based on the latest technology.

The illustrations on this page are organized into three distinct categories:

A. Generic Messaging

This category illustrates how messaging projects out of the platform element. No more than three lines of messaging is recommended. When using messaging with the platform, please see pages 40 and 41 for construction details.

B. Delivered Messaging

This category illustrates how the messaging is encased in the Delivered window element. No more than three lines of messaging is recommended.

C. Structured

Illustrations in this category have a sense of order and grid-like quality. Structured illustration should always follow the horizontal projection. Refer to page 37 for construction details.

D. Organic

Illustrations in this category have a free form pattern quality.

A. Generic Messaging



Title Treatment



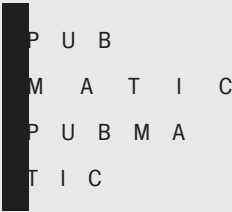
Window Treatment

B. Delivered Messaging

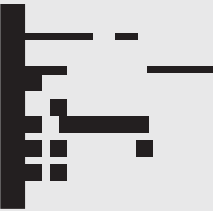


Window Style

C. Structured

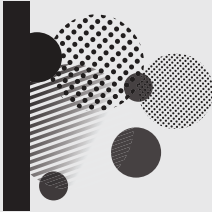


Content / Maximize / Target

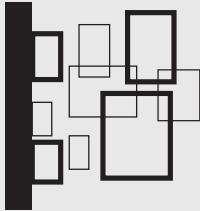


Automation

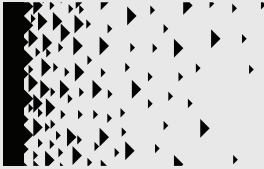
D. Organic



Connect / Scale



Screens



Reach

7.3

Messaging Projection

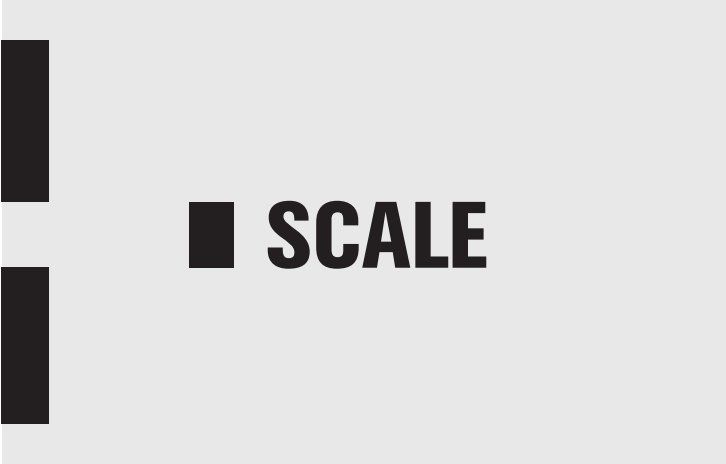
Do's & Don'ts

Overview

Here are a few simple Do's and Don'ts when using the messaging projection:

- A. Do** align the platform to the left-hand edge of the page. Please see page 50, Figure 5 for a specific example.
- B. Do** use more than one line if needed when using messaging. No more than three lines is recommended.
- C. Don't** align the platform to the right-hand edge.
- D. Don't** allow the PubMatic messaging projection to extend beyond the cap-height and baseline of messaging.

Do's



A

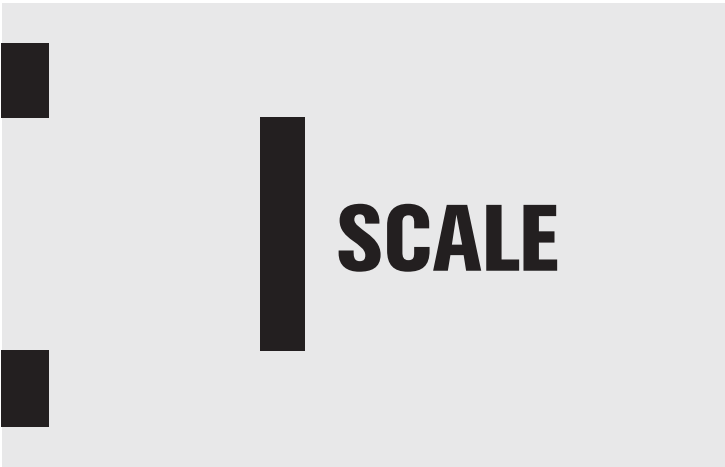
Don'ts



C



B



D

8.0 Layout

- 8.1 Grid Structure
- 8.2 Logo Positioning
- 8.3 Layout Construction
- 8.4 Graphic Language & Layout
- 8.5 Layout Don'ts
- 8.6 Layout & Typography

LAYOUT

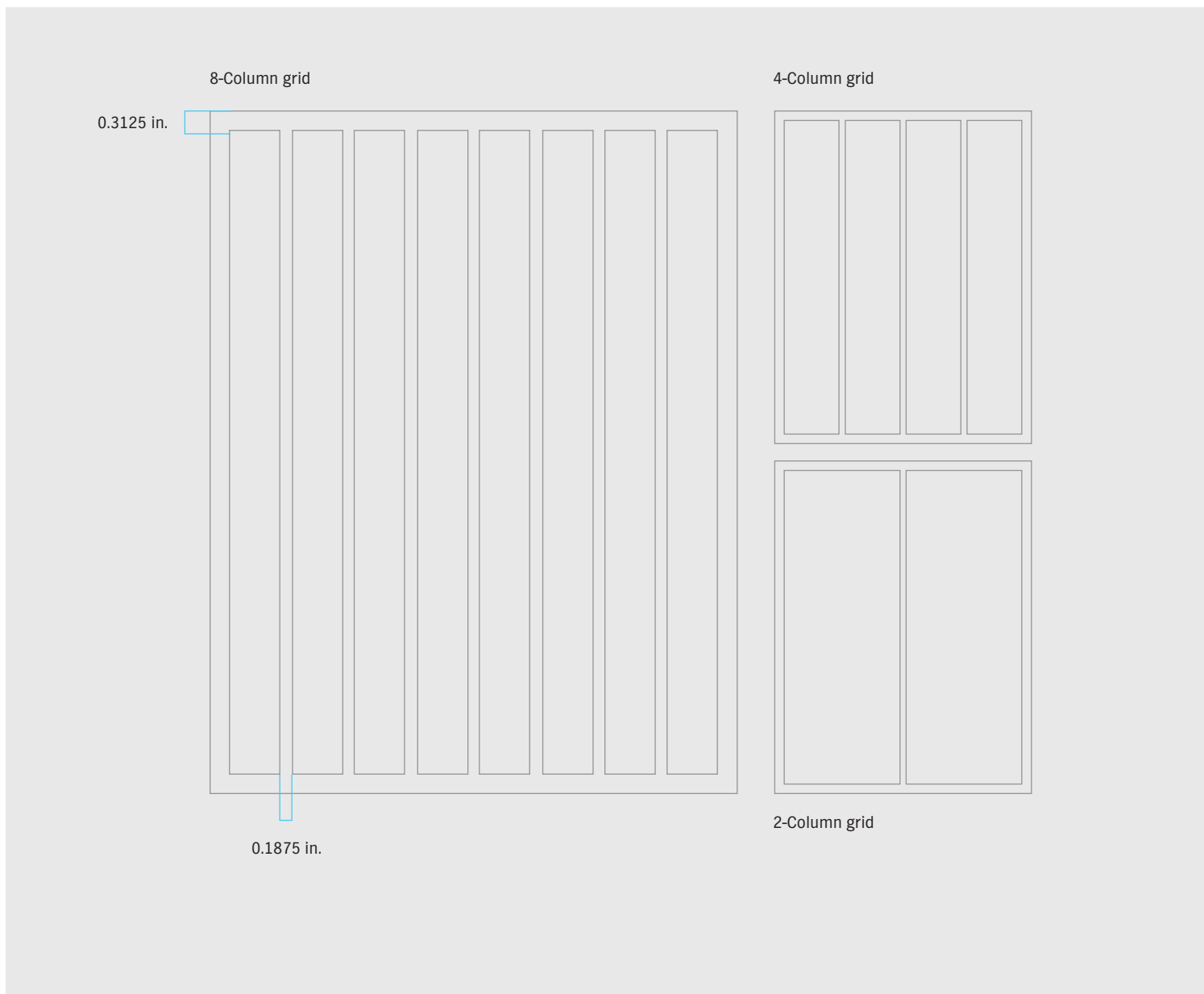
8.1 Grid Structure

Overview

The grid is an underlying structure that ties all the layout elements together. The grid provides flexibility, while ensuring consistent placement of logo, graphics, type, and photography.

PubMatic primarily uses an 8-column grid. This 8-column grid is flexible and can be used as a 4-column grid or a 2-column grid, if needed.

Apply the grids to all applications, unless a specific size application requires a different grid. Use the grids for both covers and interior pages of print applications. The measurements shown are suggested margins and gutter spacing of an 8.5"x11" portrait layout.

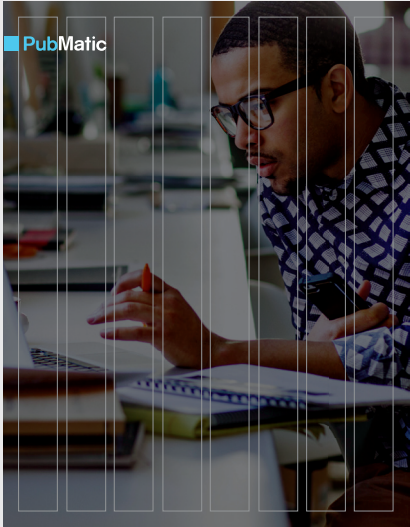


8.2 Logo Positioning

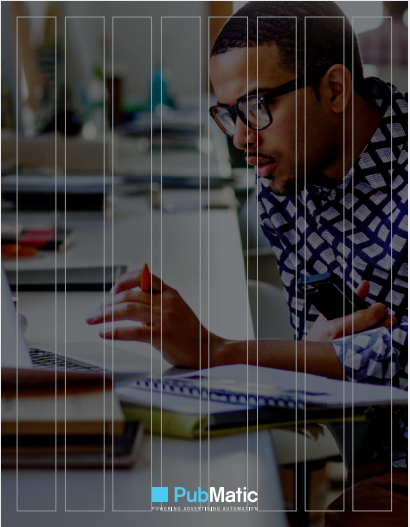
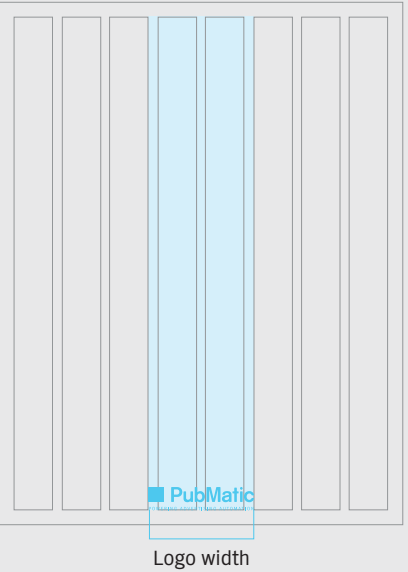
Overview

The primary position for the PubMatic logo is top align left [A]. The secondary logo position is bottom align left [B]. The PubMatic logo should always align to the left-hand edge and extend the length of two columns within the layout. If aligning the logo to the left-hand edge is not possible, use the secondary logo placement. This option can be found on pages 21 and 22.

A. Primary: Top Left



B. Secondary: Bottom Center



8.3 Layout Construction

Overview

These are six steps that should be followed in order to construct an appropriate layout using the PubMatic graphic language.

1. Create an 8-column grid. For instructions on how to construct a grid, please see page 47.
2. Place the logo on the top left hand margin.
For positioning of logo, please see pages 48 and 49.
3. Use 12x to create the height of the platform element. Depending on the number of lines in the messaging, this can increase or decrease in height.
4. Apply the desired brand language illustrations and save a 2x portion in the middle for messaging. Depending on messaging, this can increase or decrease.
5. Add the desired attribute or message. Next, extrude the platform and message so that it feels like the message is being projected out.
6. Finally, add the desired copy to the layout.
Please note that the copy should have the same left-hand alignment as the messaging.



8.3 Layout Construction



Graphic language layout with messaging and structure illustration



Graphic language layout with messaging and organic illustration

8.4

Layout & Graphic Language

Overview

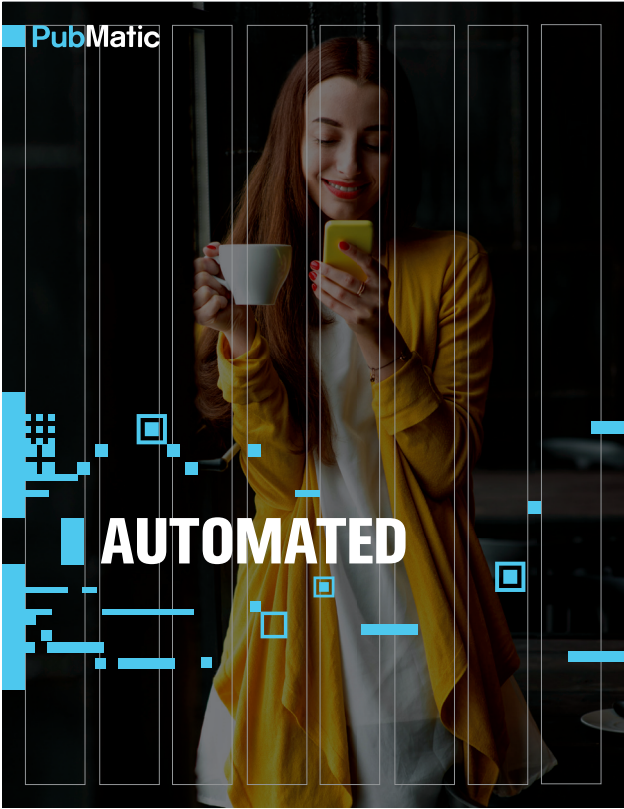
Below is a range of the acceptable amounts of graphic language usage.



Minimal



Medium



Maximum

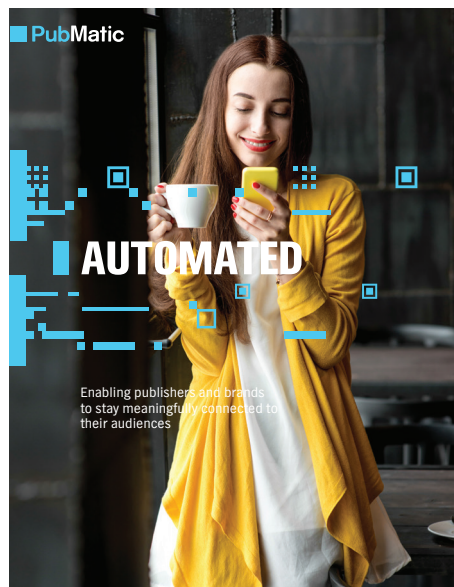
Please note that the photograph has been screened back for demonstration purposes only.

8.5 Layout Don'ts

Overview

- A. Don't** allow the graphic language and messaging to cover the portrait. Overlay of the graphic language and messaging should be kept to a bare minimum.
- B. Don't** use multiple PubMatic brand colors within the PubMatic graphic language. This can cause the layout to become busy and distracting.
- C. Don't** separate the messaging from the graphic language. Messaging should feel like it's projecting out of the PubMatic One Platform.
- D. Don't** combine multiple illustration styles within a single layout. This can become confusing and convoluted.
- E. Don't** use a message that is not associated graphically with the illustration you're using.
- F. Don't** align the graphic language to the left- and right-hand margins. This can cause the layout to feel disconnected.

A



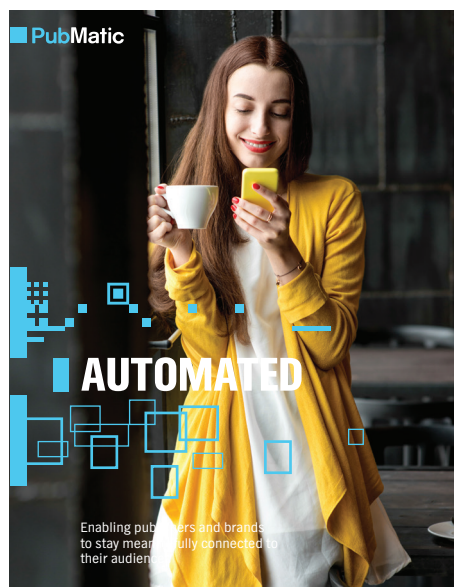
B



C



D



E



F



8.6 Layout & Typography

Overview

Below is a range of the acceptable amounts of typography usage within a layout.



Minimal



Medium



Maximum

9.0 Applications

- 9.1 Web & Mobile
- 9.2 Advertising
- 9.3 Banner Ad
- 9.4 Data Sheet
- 9.5 Case Study
- 9.6 Reports
- 9.7 Report: Diversity & Inclusion
- 9.8 White Paper
- 9.9 Business Card
- 9.10 PowerPoint

APPLICATIONS

9.1
Web & Mobile



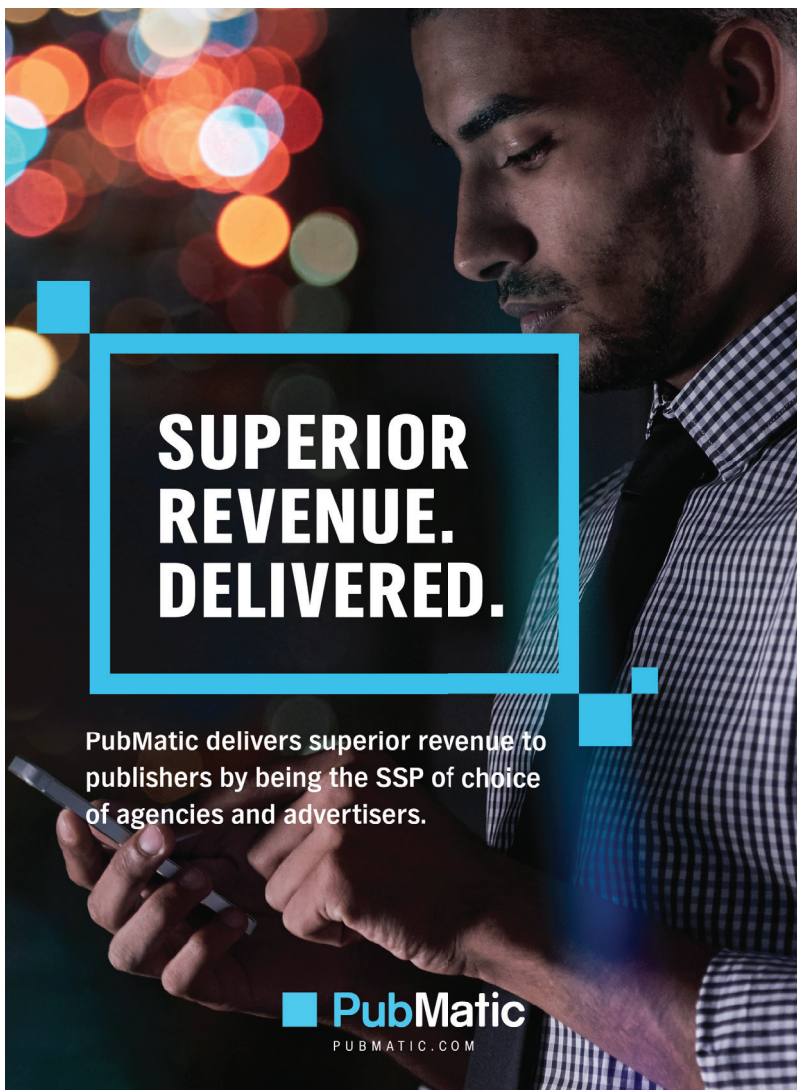
9.2 Advertising

Overview

Preferred logo placement in print advertising is bottom of page and centered.

Use maximum graphic language.

Always use Tagline Logo unless the tagline “Fueling Advertising Innovation” appears as a headline.



**SUPERIOR
REVENUE.
DELIVERED.**

PubMatic delivers superior revenue to publishers by being the SSP of choice of agencies and advertisers.

 **PubMatic**
PUBMATIC.COM



**THE FUTURE OF
MONETIZATION.
DELIVERED.**

YOUR SSP SHOULD FUEL YOUR BUSINESS POTENTIAL

- ✓ Choose a partner with a publisher-first approach
- ✓ Prioritize quality and transparency, including visibility into auction dynamics
- ✓ Opt for a flexible solution that can support your future needs
- ✓ Seek a true partner that can help grow your business

 **PubMatic**
PUBMATIC.COM

9.3
Banner Ad



9.4 Data Sheet



PubMatic

FUELING ADVERTISING INNOVATION

PubMatic is a publisher-focused sell-side platform for an open digital media future.

Featuring leading omni-channel revenue automation technology for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. PubMatic's focus on data and technology innovation has fueled the rise of the programmatic industry as a whole.

EFFECTIVE MONETIZATION
Maximize your yield with PubMatic's comprehensive approach to monetization.

GLOBAL DEMAND PARTNERS
Access over 200 global demand partners with deep integrations into leading agencies and demand side platforms.

PLATFORM EFFICIENCY
Leverage our focus on platform efficiency to improve cookie syncs, drive bid density and increase fill rate.

AUDIENCE DATA
Maximize the value of your audience data with our robust data onboarding platform, DMP integrations, and partnerships with cross-device data providers to improve match rates and increase CPMs.

UNIQUE DEMAND ACCESS
Drive revenue with access to unique demand from:

- Supply Path Optimization (SPO):** partnerships with buy-side platforms such as Adelphi which include PubMatic in their network of preferred publisher platforms
- Programmatic Direct Demand:** access PMP and PMP-Guaranteed budgets from buyers using PubMatic as their preferred programmatic direct platform

INCREASE FILL WITH DATA-DRIVEN MONETIZATION
Leveraging PubMatic's proprietary machine learning-enabled yield management capabilities, demand partners receive additional impression opportunities likely to be monetized. A suite of enterprise grade analytics and reporting provide actionable insights empowering you with the information you need to drive programmatic strategies.

Contact Information:
Marina Gu
marina.gu@pubmatic.com
(908) 930-5199

Headquarters: Redwood City, CA
Worldwide: 13 offices, 6 data centers
Founded: 2006, Private Ownership
Employees: 400+

SCALE


800M+ Monthly Unique Users	55B Daily Ad Impressions
12T+ Advertiser Bids Per Month	700TB+ Uncompressed New Data Generated Daily

FORMATS AVAILABLE

Desktop Mobile Web Video Mobile App

SAMPLE VERTICALS

News Weather Technology Shopping Entertainment Men's & Women's Lifestyle Finance Automotive



PubMatic

PMP FOR ADVERTISERS

IMPROVE YOUR CAMPAIGN PERFORMANCE & SCALE— REMOVE PMP HEADACHES & ACCESS PREMIUM INVENTORY

Advertisers (brands, agencies, DSPs) are utilizing Private Marketplaces (PMPs) to access unique, brand-safe, and transparent inventory—and this variety of programmatic is expected to continue to grow.

CHALLENGES
So, what more can you do to continue to improve? We hear from our advertiser clients that they are experiencing incremental performance gains and scale through PMPs and plan to increase the number of deals they engage in. However, how can you scale your deals and create more PMP relationships when PMPs are notoriously difficult to forecast, create, activate, and optimize? Buyers are ending up frustrated as you don't want to set up something (time and effort) if it is not going to perform.

- Forecasting
- Quick Setup
- Easy Troubleshooting (without Technical Resources)
- Optimization

SOLUTION
PubMatic offers the best-in-class platform that supports all your PMP needs, from forecasting tools, quick and intuitive setups, deal troubleshooting, and optimization to full media support including video, display, rich media, and robust targeting through PMP, PMP guaranteed (PMP-G), and targeted PMP (T-PMP).

KEY FEATURES

Audience Discovery: Utilize forecasting tools, audience data, and log-level data to accurately plan, target, bid, and ensure inventory quality

Troubleshoot and Optimize: Alleviate frustration caused by not knowing where a deal is broken and make adjustments to quickly scale. Use our 8-stage funnel analysis report to identify likely issues and quickly fix your deals—without IT resources.

Easy-To-Use: The PubMatic UI makes PMP setup a breeze, while still providing support for the more complex deals stream

TRENDS

\$59.5B Programmatic Spend in 2019*

\$15.97B PMP Spend by 2021*

Source: eMarketer *Forecasted

“Buying privately increases the chances of being in a brand-safe environment and serving to human traffic. Buying programmatically provides the opportunity to do that in a data-driven way, ensuring that you are reaching as many of your best customers as possible.”

— Julia Welch, VP, MediaMath

Contact your Customer Success representative or info@pubmatic.com to get started.

9.5 Case Study



Scores App provides live scores, stats, schedules, and standings for professional and collegiate sports. Over the last year, Scores App has organically grown their user base by 20% across their seven sports apps engaging 200k sports fans daily on their mobile devices.

THE CHALLENGE

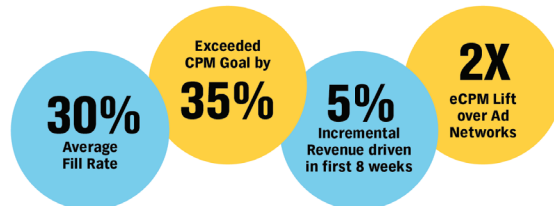
With growth comes opportunity: following the rise in daily active users, Scores App was ready to move away from a traditional mobile ad network model in favor of a programmatic ad monetization partner that could maximize revenue streams with high quality, high yield ads and deliver diversified demand.

THE SOLUTION: OPENWRAP SDK

The combination of a lightweight SDK and cloud-based demand partner management allowed Scores App to easily add new programmatic demand sources without changes to the SDK or app store approval.

Enterprise-grade reporting delivered actionable insights to optimize floor pricing and fill rates, while improved ad quality from PubMatic's quality product suite and premium demand partners bolstered user experience and engagement.

SUCCESS BY THE NUMBERS



"Through OpenWrap SDK, we have been able to seamlessly integrate two new demand partners, resulting in increased revenue and very competitive CPMs. Service and consultation has also been outstanding. Together, the PubMatic team and platform have allowed us to spend less time managing our ad monetization and focus more on creating and delivering quality apps".

—Jim DeFalco, CEO, ScoresApp

ABOUT PUBMATIC

PubMatic delivers superior revenue to publishers by being the sell-side platform of choice for agencies and advertisers. The PubMatic platform empowers independent app developers and publishers to maximize their digital advertising monetization while enabling advertisers to increase ROI by reaching and engaging their target audiences in brand-safe, premium environments across ad formats

and devices. Since 2006, PubMatic has created an efficient, global infrastructure and remains at the forefront of programmatic innovation. Headquartered in Redwood City, California, PubMatic operates 14 offices and nine data centers worldwide.

For more information, please contact us at info@pubmatic.com

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JP Politikens Hus is Denmark's leading media company with over 380 million page views each month. The company owns and operates publishing houses, weekly newspapers and several niche media outlets.

JP POLITIKENS CHALLENGE

With ad budgets frequently going unspent and inventory unmonetised, JP Politikens Hus was not realising the full potential of their ad campaigns. After attempts to optimise, JP Politikens Hus sought a new partner who could help them unlock actionable performance insights and seamlessly manage private market-place deals.

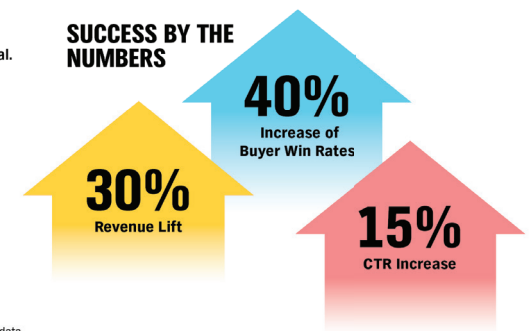
THE SOLUTION: PUBMATIC PMP

PubMatic's first step was to conduct a deep dive into existing SSP integrations to identify underperforming partners and better optimise bid requests and win rates. Through a consultative approach, together the teams identified custom KPIs specific to JP Politikens Hus revenue, viewability & click-through rate goals. Focusing on PMP deal set up and optimisation towards reach and viewability enabled JP Politikens Hus to deliver a 4X increase in bid requests and 10% lift in viewability.

"Private marketplaces are key to JP Politikens Hus programmatic strategy as these deals yield benefits for both the buy and sell-sides of the deal. We are really happy with our partnership with PubMatic. PubMatic provided excellent support and an easy to use platform; PubMatic has an accessible UI for setting up and troubleshooting deals, as well as the self-service functionality is brilliant. We performed significantly better with PubMatic vs the other SSPs we tested particular for match rate to DSP's, which helped us to exceed our goals."

—Sebastian Schelde, Team Lead, Digital Sales, JP Politikens

SUCCESS BY THE NUMBERS



Source: JP Politikens/Danske Spil Internal data, PubMatic Internal data

ABOUT PUBMATIC

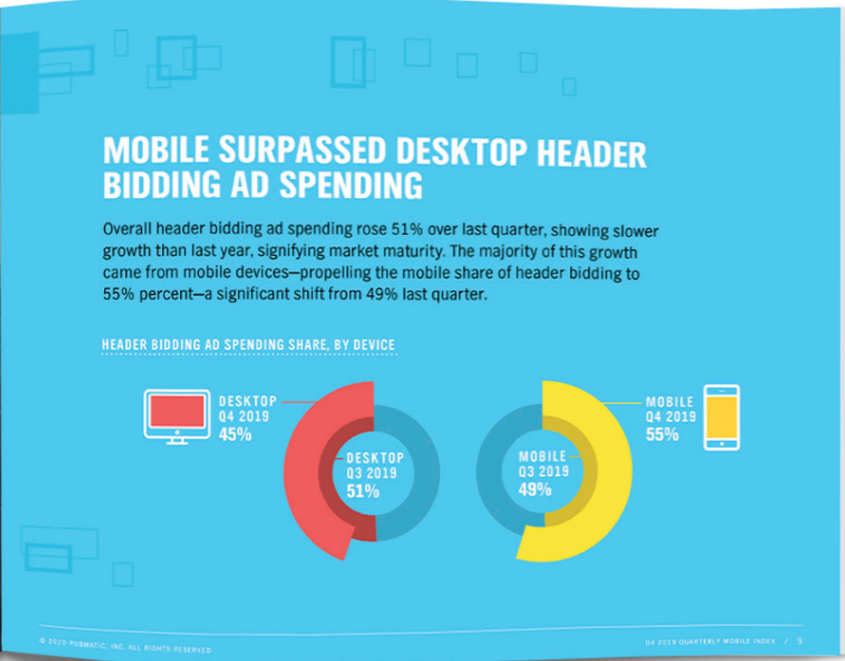
PubMatic is a digital advertising technology company for premium content creators. The PubMatic platform empowers independent app developers and publishers to control and maximize their digital advertising businesses. PubMatic's publisher centric approach enables advertisers to maximize ROI by reaching and engaging their target audiences in brand-safe, premium environments across ad

formats and devices. Since 2006, PubMatic has created an efficient, global infrastructure and remains at the forefront of programmatic innovation. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide.

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9.6
QMI Reports

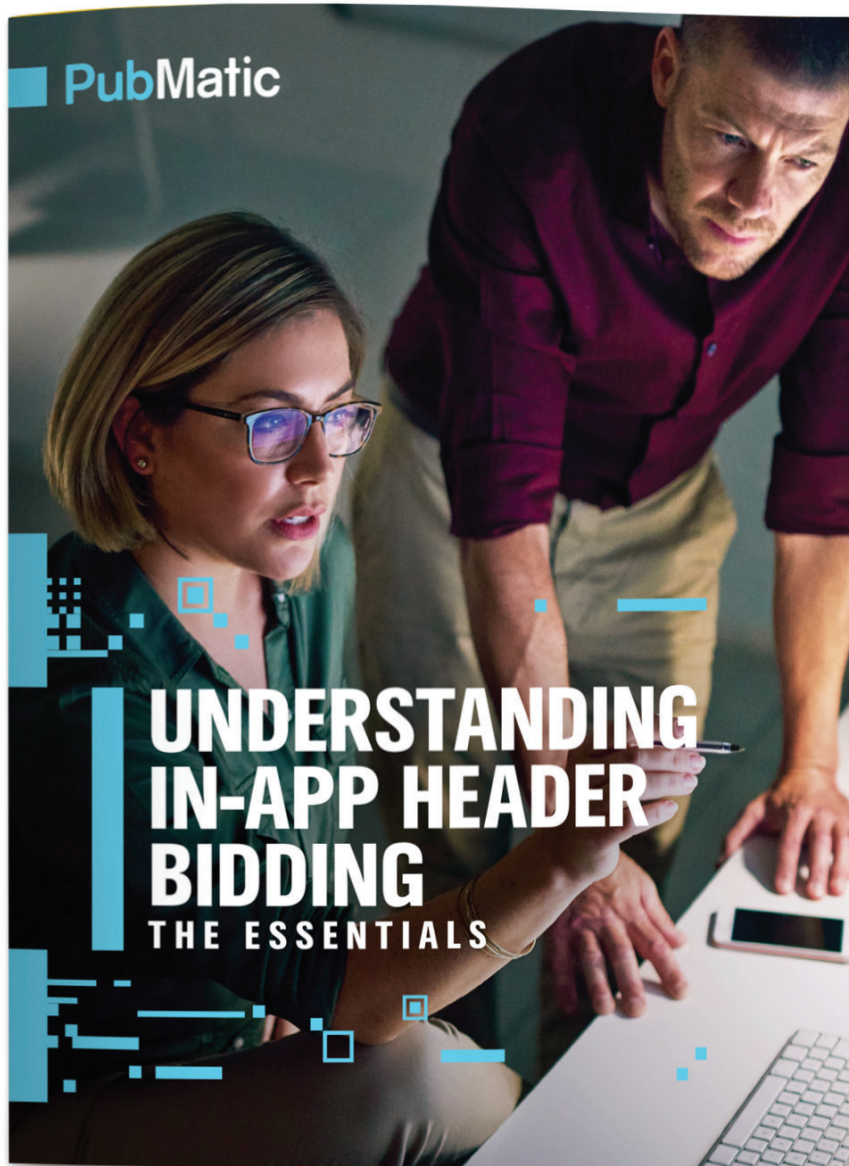


9.7

Reports: Diversity & Inclusion



9.8 WhitePaper



9.9 Business Cards

RAJEEV GOEL
Co-Founder and CEO

rajeev.goel@pubmatic.com
D: (650) 305-1234
M: (650) 305-1234

305 Market Street
Redwood City, CA 94063

**FUELING
ADVERTISING
INNOVATION**

 **PubMatic**

9.10
PowerPoint

PubMatic

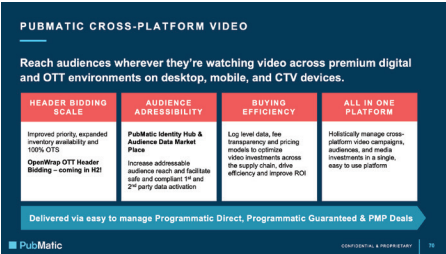
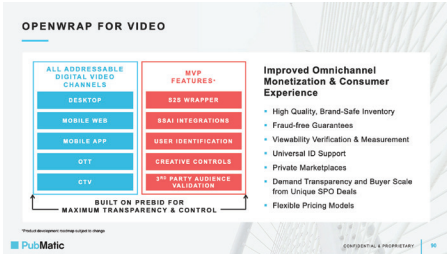
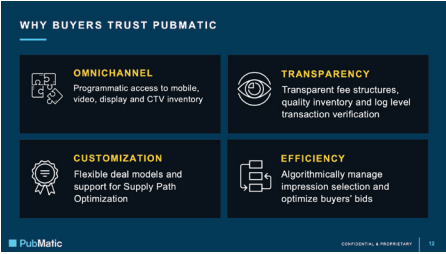
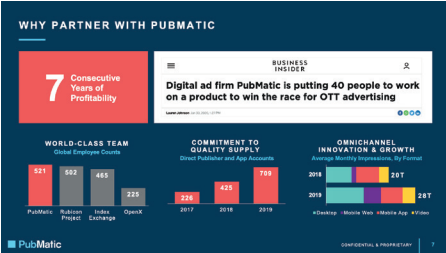
REDWOOD CITY PUNE STOCKHOLM
NEW YORK MUNICH AMSTERDAM SYDNEY
LONDON SINGAPORE HAMBURG

COMPANY
OVERVIEW

TOKYO MILAN NEW DELHI LOS ANGELES
FUELING ADVERTISING INNOVATION

MAY 2020

CONFIDENTIAL & PROPRIETARY



10.0 Addendum: Bleed Safety Left

10.1 Bleed Safety Left

ADDENDUM: ALTERNATE LOGO PLACEMENT

10.1
Bleed Safety Left

Overview

For use in print applications where graphic language components may be lost in gutter, such as a magazine, use bleed safety left.



Gutter

Layout With Bleed



Magazine Ad

11.0 Contact

All inquiries regarding the PubMatic Brand should be made to:

Imelda Suriato

Creative Services Director

Imelda.Suriato@pubmatic.com

299 West 43rd, 7th Floor

New York, NY 10036

USA