



CLICKBANK.

# Brand Guidelines

[www.clickbank.com](http://www.clickbank.com)

# Value Proposition

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The ClickBank e-commerce platform helps entrepreneurs and online brands who want to **start and grow their business** by reducing the complexity of selling and increasing customer reach.

**“THE HEART OF CLICKBANK HAS ALWAYS BEEN TO HELP OUR CUSTOMERS GROW THEIR ECOMMERCE PRESENCE, EXTEND THEIR REACH, AND ACHIEVE THEIR COMPANY GOALS. WE DO THIS BY LOWERING THE BARRIER-TO-ENTRY FOR ANYONE LOOKING TO START, GROW, AND EXPAND THEIR BUSINESS ONLINE.”**



- Kelly Householder, ClickBank CEO

## Our Mission

At ClickBank, we grow when you grow. We are your contractor, traffic partner, developer, account manager, business network, and coach. We're committed to providing the best tools, services, marketing, and education you need to confidently build and scale your business online.



# Company Core Values

## **WE'RE COMMITTED TO OUR CUSTOMERS.**

We know that ClickBank thrives when our customers thrive, so we go the extra mile to make a tangible impact on our customers' lives every day.

## **WE TAKE OWNERSHIP.**

We each have an important job to do, and we're masters of our own domain. We succeed with accountability to our customers, our coworkers, and ourselves.

## **WE NEVER STOP LEARNING.**

We have a passion for excellence and a relentless drive to learn, because inner growth leads to outer results – for our customers and for ourselves.

## **WE STRIVE TO BE BETTER.**

We strive to solve problems, innovate, and deliver our best results. We help each other to get better and be better every day.





## Company Overview

### WHO

ClickBank helps brands and entrepreneurs sell online.

### WHAT

ClickBank provides an e-commerce platform, affiliate marketplace, and expert support and education to enable online business growth.

### WHY

ClickBank is committed to the success of their customers, because we only grow when they grow. We enable them to do more, so they can focus on what they do best.

### HOW

ClickBank provides an all-in-one solution with e-commerce tools, affiliate management, integrated payments, analytics, and compliance to help businesses grow and scale.

# Company Benefits

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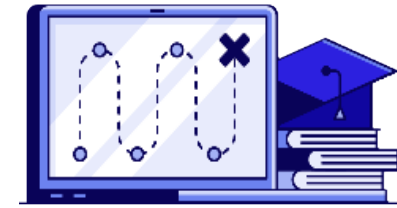
## **POWERFUL E-COMMERCE TOOLS**

Our automated tools and services reduce the barrier to entry and make it easier to scale your business online, from tracking to order forms.



## **VAST AFFILIATE MARKETPLACE**

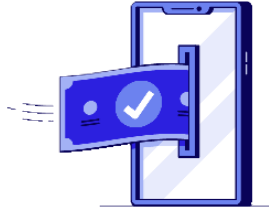
We connect more than 100,000 sellers and marketers to reach millions of customers around the world.



## **INDUSTRY LEADING SUPPORT & EDUCATION**

We enable growth with personalized account management, exclusive industry events with top sellers and partners, and the powerful Spark education platform.

# Affiliate Benefits



## RELIABLE FAST PAYMENTS

We have an impeccable reputation for reliable payments. ClickBank has never missed a payment since launching in 1999.



## TOP-PERFORMING OFFERS

We offer some of the highest commissions in the industry, including Revenue Share and CPA. Our customized order forms lead to higher conversions.



## HIGH-QUALITY PRODUCTS

Comprehensive product approval ensures all products are vetted for FDA/FTC compliance, and we monitor product quality rates based on refunds.



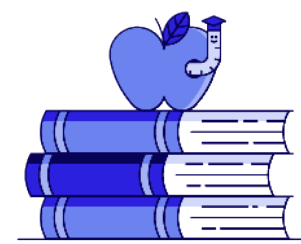
## ACCURATE TRACKING

Our device-level tracking ensures you get paid for every single sale. We rank products by top conversions so you know how they are performing.



## DEDICATED SUPPORT

Up-and-coming and premier businesses receive dedicated account management, plus access to exclusive networking events to make industry connections and build strategic partnerships.



## TRAINING & EDUCATION

ClickBank's Spark platform educates new and existing affiliates with in-depth online marketing training – created by our own team of experts.

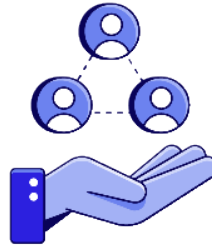
# Seller Benefits

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## **E-COMMERCE TOOLS & SERVICES**

Easily create direct response offers for your brand with robust digital and physical product support. Leverage ClickBank's top-converting order form and upsell technology to increase ROI.



## **AFFILIATE MANAGEMENT**

One place to attract, manage, and pay all of your affiliates. Use our proprietary device-level attribution tracking. Plus, set simple or sophisticated affiliate commissions with Revenue Sharing and Cost Per Action models.



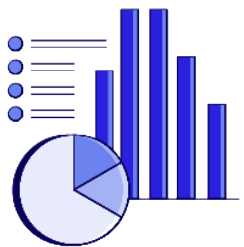
## **PROPRIETARY AFFILIATE NETWORK**

Sellers connect with nearly 100,000 affiliates around the world to grow sales. Our marketplace top offers grow exponentially with strategic partnerships and joint venture contracts. on refunds.



## **INTEGRATED PAYMENTS**

We handle payment processing and taxes with optional integrations like PayPal. Scale without limits - no approvals or processing caps.



## **RICH DATA & ANALYTICS**

Grow your business with data. Our reporting enables you to see quality, conversion and subscription rates, LTV, retention, fraud, and more.



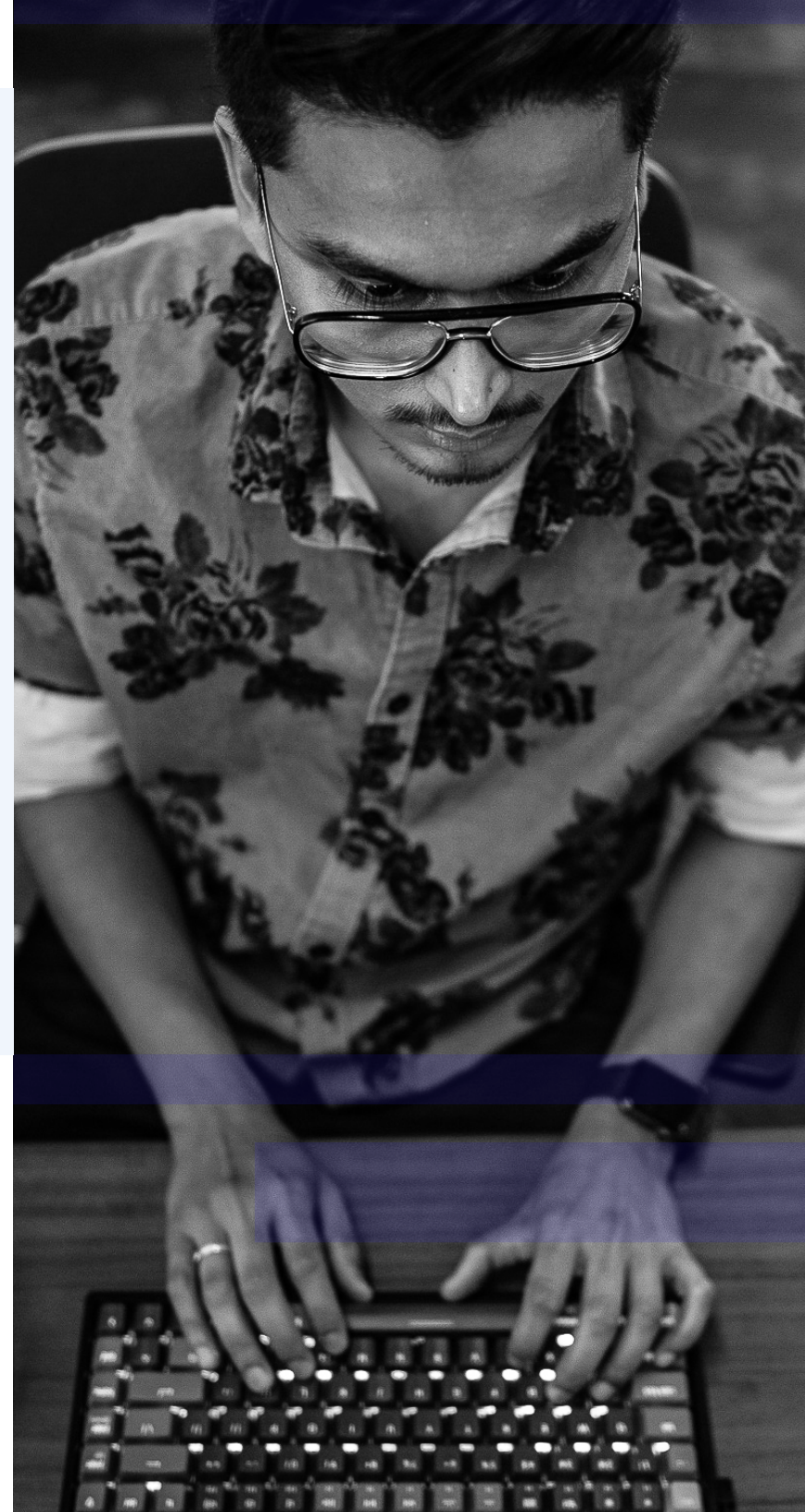
## **COMPLIANCE & RISK**

Our compliance experts review your products for FTC and FDA compliance. We monitor financial fraud and KYC.



# Terminology

- We are an **e-commerce platform** with an **affiliate marketplace**, we are not an affiliate network, affiliate marketplace or internet retailer.
- We have nearly 5,000 **sellers** and 100,000 **affiliates** on the marketplace, not vendors.
- We offer **integrated payments** which consist of payment processing, paying affiliates and taxes, fraud / chargeback management, joint venture payment management, we don't just offer payment processing as a standalone.
- Our customers are **entrepreneurs** and **online brands**.
- We **lower the barrier to entry** for aspiring entrepreneurs to **make money online**, we don't help them live life by design, make bank or get rich quick.
- Our **tracking links** allow for industry leading device level tracking, not hoplinks.
- We don't charge sellers a sales/stocking fee but a **platform fee** of 7%.



# Persona Overview

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We serve internet newbies like Tin Tom by helping them get started on platform with our Spark education program. We enable entrepreneurs like Golden Grace to automate key part of her e-commerce business. We help online brands like Diamond Dave and Platinum Pat grow by powering their affiliate program with our affiliate marketplace and account management.



# Target Personas



## Diamond Dave

### Online Brand, Seller

- 40 Year Old Male
- Revenue: 5M +
- Health & Self Help



## Platinum Pat

### Entrepreneur, Affiliate & Seller

- 38 Year Old Male
- Revenue: 250K - \$5M
- E-Marketing & E-Business



## Golden Grace

### Seller

- 32 Year Old Female
- Revenue: \$25K - \$250K
- Course Creator & Education



## Silver Sam

### Affiliate

- 24 Year Old Male
- Revenue: \$2K - \$25K
- Dating & Spirituality



## Tin Tom

### Aspiring Affiliate

- 47 Year Old Male
- Revenue: \$1 - \$2K
- Biz Opp & Internet Marketing

# Logo & Usage

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This is the primary logo. The primary ClickBank logo combines the regular bold wordmark with the “A” of “ClickBank” stylized as a carrot character. Whenever possible, we prefer the logo be used in its full color—however, there are monochromatic versions available. The ClickBank logo should be used in this form whenever possible.



The primary ClickBank logo is displayed within a white rectangular box. It features the word "CLICKBANK" in a bold, sans-serif font. The letters "C", "L", "I", "C", "K", and "B" are in blue, while the letters "A", "N", "K", and the registered trademark symbol "®" are in a light gray color.

We do have variations on the primary logo. They may be used for greater legibility contingent on web design circumstances.



CLICKBANK.



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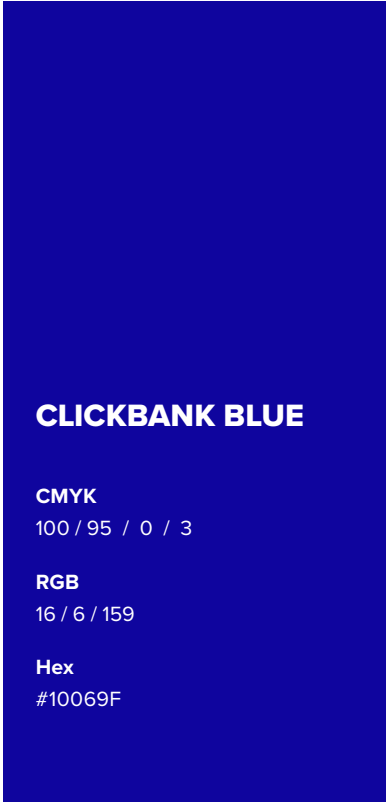

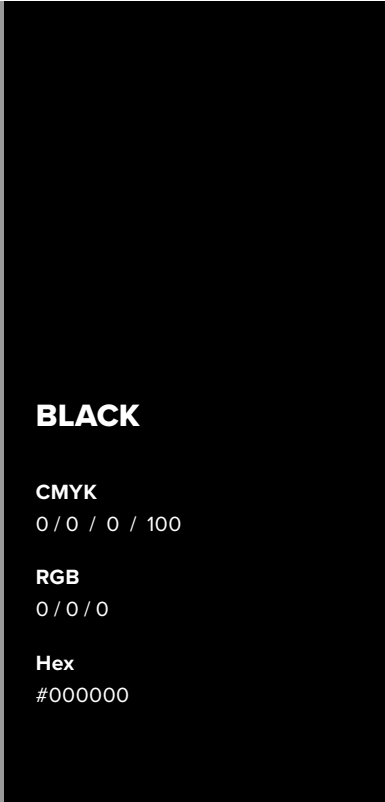

# Brand Colors

Primary colors help consumers to quickly identify a brand. These are the core colors of the brand.

When you are using any of the ClickBank brand assets, the primary color choice should be ClickBank Blue for immediate recognition and depth of interest.

The secondary accent color choice for web use is Light Grey. Tertiary accent color choices are Black and White.

Do not modify any of these brand colors from their original hex codes.

|  |  |   |   |
|--|--|---|---|
|  <p><b>CLICKBANK BLUE</b></p> <p><b>CMYK</b><br/>100 / 95 / 0 / 3</p> <p><b>RGB</b><br/>16 / 6 / 159</p> <p><b>Hex</b><br/>#10069F</p> |  <p><b>LIGHT GREY</b></p> <p><b>CMYK</b><br/>0 / 0 / 0 / 40</p> <p><b>RGB</b><br/>167 / 169 / 172</p> <p><b>Hex</b><br/>#999999</p> |  <p><b>BLACK</b></p> <p><b>CMYK</b><br/>0 / 0 / 0 / 100</p> <p><b>RGB</b><br/>0 / 0 / 0</p> <p><b>Hex</b><br/>#000000</p> |  <p><b>WHITE</b></p> <p><b>CMYK</b><br/>0 / 0 / 0 / 0</p> <p><b>RGB</b><br/>255 / 255 / 255</p> <p><b>Hex</b><br/>#FFFFFF</p> |
|--|--|---|---|

# Secondary Colors

Secondary colors highlight and compliment the primary color or colors. They help with brand recognition and consistency.

Use our secondary colors for buttons, calls to action, active/hover states, illustrations, icons and any of our other design elements throughout the brand.

Do not modify any of these brand colors from their original hex codes.



|                                   |                                |                                |                                 |                                |                               |                               |
|-----------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|-------------------------------|-------------------------------|
| <b>CMYK</b><br>100 / 95 / 35 / 37 | <b>CMYK</b><br>92 / 78 / 0 / 0 | <b>CMYK</b><br>66 / 51 / 0 / 0 | <b>CMYK</b><br>38 / 28 / 27 / 6 | <b>CMYK</b><br>20 / 14 / 0 / 0 | <b>CMYK</b><br>11 / 7 / 0 / 0 | <b>CMYK</b><br>2 / 2 / 1 / 0  |
| <b>RGB</b><br>9 / 3 / 88          | <b>RGB</b><br>44 / 32 / 223    | <b>RGB</b><br>108 / 130 / 239  | <b>RGB</b><br>166 / 177 / 245   | <b>RGB</b><br>209 / 216 / 250  | <b>RGB</b><br>232 / 235 / 252 | <b>RGB</b><br>249 / 249 / 251 |
| <b>Hex</b><br>#090358             | <b>Hex</b><br>#2C20DF          | <b>Hex</b><br>#6C82EF          | <b>Hex</b><br>#A3B1F5           | <b>Hex</b><br>#D1D8FA          | <b>Hex</b><br>#E8EBFC         | <b>Hex</b><br>#F9F9FB         |

# Primary Typeface

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## Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?+\*#

### FONT STYLES

*Light / Light Italic / Regular / Italic / Medium / Medium Italic / Semibold / Semibold Italic /*

**Bold / Bold Italic / Extrabold / Extrabold Italic**

Aa Bb Cc

# Photos

Photography is one visual story-telling component of our Brand Identity. In most cases, ClickBank brand photos should be black and white, with high contrast. Images should convey entrepreneurs, affiliates, students and our employees working, learning and celebrating the ClickBank lifestyle.







## CLICKBANK.

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