



2021 Media Kit





About

Our humble beginnings as a digital agency opened our eyes to a problem faced by many growing businesses: most marketing tools are designed for large corporations and come with an enterprise-sized price tag.

Serving small medium-sized businesses has been in our DNA from the beginning. Everything from our features, support, and pricing is designed with this in mind. Our all-in-one marketing platform is made to help SMBs manage customer relationships across all digital channels, all while staying on-budget and receiving support in *their* language. That's why we created SendinBlue.

**We help
businesses meet
their customers:**

**this mission is in
our DNA & it's
the driving force
behind
everything we
do**

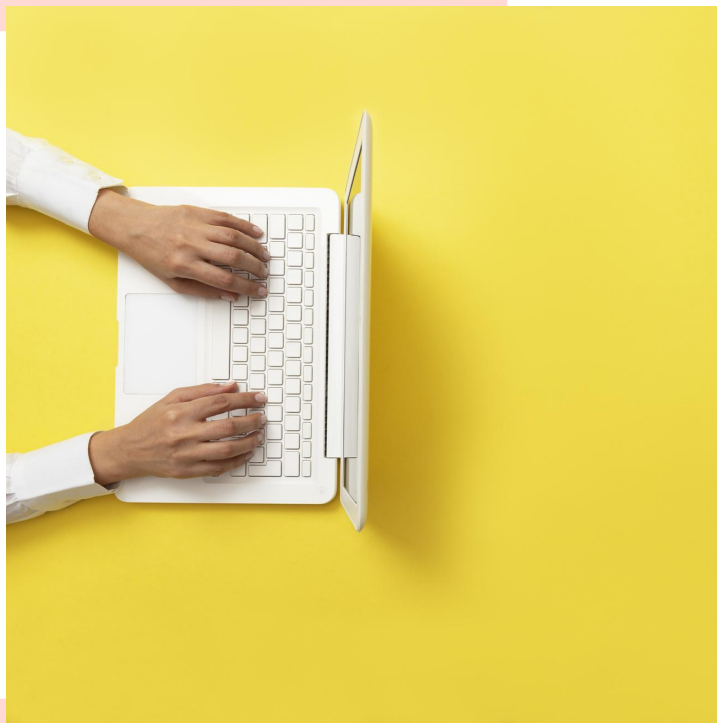




The global digitalization of SMBs

2020 has been a challenging year for SMBs across the world: lockdown, new regulations, evolving consumer behavior... Small businesses are struggling to survive but they have two advantages over the bigger players. One is that they're local - you can walk to them. The other is that they have more opportunities to interact with customers and create more personal connections. As a result, their closure impacts on people's daily lives. That's why more than ever before, customers have realized the importance of supporting local businesses.

We are contributing to a major shift. Small businesses have begun their path towards digitalization, but making this transition will be the biggest challenge they'll face in the coming years. Sendinblue's mission is to help them build their dream business and grow online, from the start of their journey to forming long-lasting relationships with their customers





What we offer



Value proposition

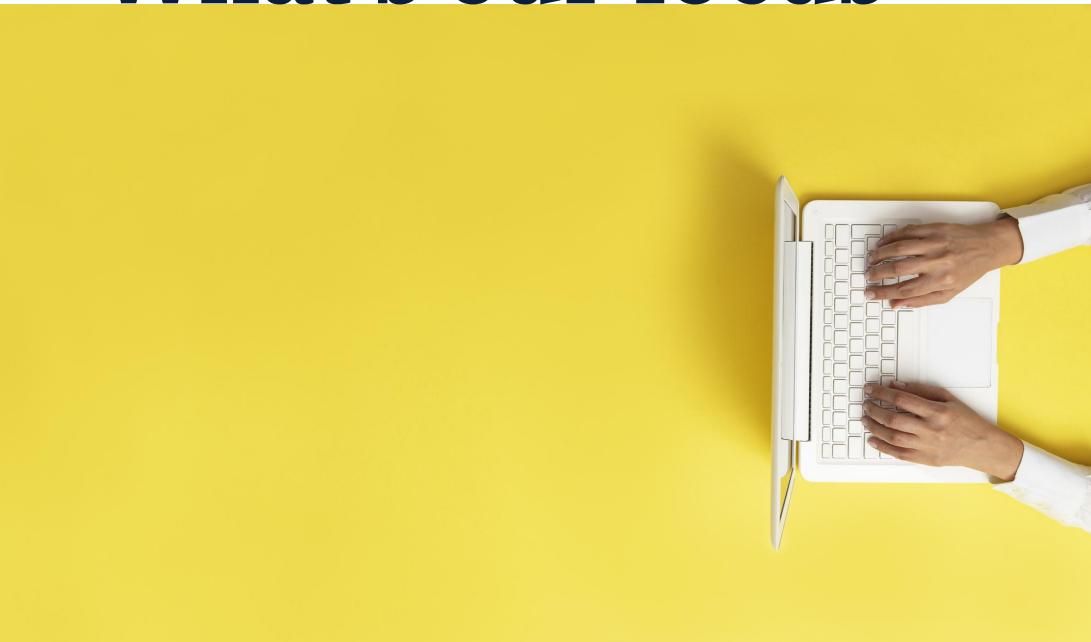
The most reliable and accessible digital marketing platform for growing businesses. Including everything from email to more advanced, multi-channel marketing functionality; our platform grows alongside our users' businesses.

Positioning

Our modularity enables every company to build the marketing engine with all the tools they need, at a cost that makes sense.



What's our focus



Vision

We dream of a world where small businesses and big brands are on equal footing.

Mission

We are here to help businesses grow. This mission is in our DNA, and it's the driving force behind everything we do. We empower all businesses to build and grow relationships with their customers across all digital channels. By taking a modular approach, we enable companies to build the marketing engine they need with less effort, and at a cost that makes sense.



Organization



Seattle, United States

Located in the heart of Seattle's historic Pioneer Square neighborhood, our friendly team supports clients in English, Spanish, and French. Our US-based marketing team is always growing too!



Noida, India

Located in bustling Noida, our engineering and design team continually enhance and expand Sendinblue's core services. Our growing customer care team also offers support to English-speaking clients.



Paris, France

Sendinblue's headquarters are in the center of Paris, providing a vibrant home for our diverse team. We also work hard to support clients in French, Spanish, Italian, German, Portuguese, and English.



Berlin, Germany

Located in the dynamic and trendy district of Kreuzberg, our friendly team supports our German-speaking clients. Our engineering and design teams work to enhance our drag and drop editor as well.



Bengaluru, India

Our expert team in web push marketing, is headquartered in Bangalore. The small team of 17 helps ecommerce brands across the globe sell better, providing support around the clock and helping them drive more revenue through web push.



Sofia, Bulgaria

In up-and-coming Sofia with a stunning mountain view, our ecommerce team works on Sendinblue's solutions for online sellers



Toronto, Canada

Located in the heart of Toronto, our marketing, CSM, CC, HR and sales team is accelerating our traction in the North American market (US and Canada)!



Noteworthy Stats

300k+

Businesses

160

Countries served

+120M

Emails/SMS per day

200\$M

Fundraising

7

Offices worldwide

6

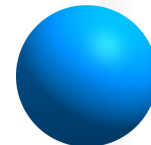
Languages

67

Nationalities

500+

Employees





The all-in-one marketing platform



Email Campaign & Transactional



Drag & Drop Editor



A/B Testing



SMS Marketing & Transactional



Inbox



Marketing Automation



Send Time Optimization



Chat



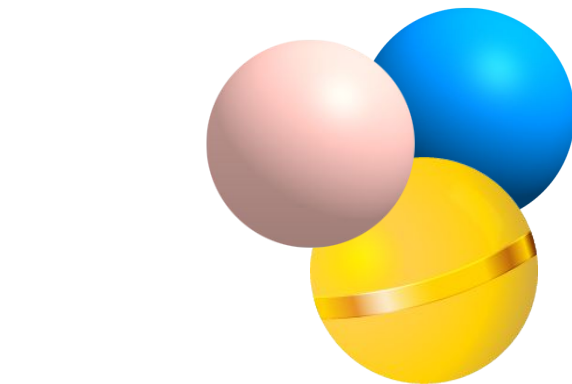
CRM



Landing Pages



Internal Values



1. Empower the customer

We succeed when our customers succeed. This idea goes into everything we do: from developing the product to communicating with prospective and existing users.

2. Build up together

We're always stronger together. We all bring value to Sendinblue, constantly collaborating to achieve our shared goals and help each other develop our own skills.

4. Humbly open

We are an open company with an emphasis on humility. Everyone is accessible and open to listening to, challenging, and being challenged by others in their work.

5. People company

People are our biggest strength. With more than 25 different nationalities, our diversity gives us a wide variety of perspectives to help us grow, learn, and improve together.

3. Impact first

We always look for improvement. We think big and stay agile to find the most impact, continuously improving and building on what we've done.



Our customers love us! 🥰

“In today’s net-savvy world it has become common for any business to have a website which they use mostly”

EDWART
CHOCOLATIER
— PARIS —

Edwin Yansané
Founder of Edward Chocolatier





Our customers love us! 🥰

"I love creating campaigns with the drag & drop builder! I just choose a template, then customize the design how I want."



Benjamin Latour

Marketer @ CrossFit Calmeta





Our customers love us! 🥰

"We recommend Sendinblue to all the startups we advise. It adapts perfectly to their needs, even at rapid growth!"



Bénédicte Sanson

General Manager @ Moovjee





Our clients

LOUIS VUITTON



Europcar



Our identity is defined by
3 components:

- Brand Personality
- ◇ Graphic Style
- △ Tone of Voice





Our Personality



How have we defined our personality?

Translating our product attributes into brand values

Support



Caring

Technical



Reliable

Easy to use



Accessible

Modular



Playful

Affordable



Humble

Caring

People are our biggest strength,
a diversity of perspectives that
gives us a whole variety to help
businesses to grow.



Reliable

Collaborating constantly
to achieve our shared goals
and helping each other with
our individual skills.



Playful

**Planning digital marketing
can now be fun.**

Let's make together
small businesses compete
like the big ones.



Accessible

**We think big and stay agile
to find the most impact.**

Continuously improving to create
a clear and intuitive tool.



Humble

We are a company
open to listen to everyone
while we keep
challenging each other.



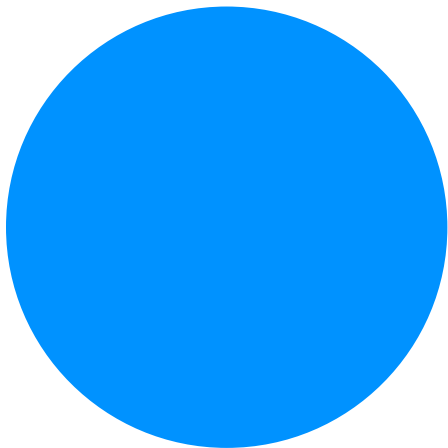


Our graphic style



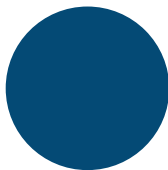


Our Colors



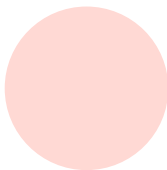
Azure Radiance

#0092FF
R:0 G:146 B:255



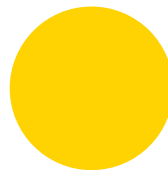
Regal Blue

#044A75
R:4 G:74 B:117



Peach Schnapps

#FFD9D4
R:255 G:217 B:212



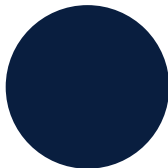
Gold

#FFD201
R:255 G:210 B:1



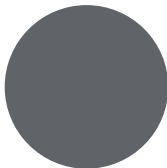
Blue Ribbon

#0161E5
R:1 G:97 B:229



Downriver

#091E3F
R:9 G:30 B:63



Shuttle Gray

#606469
R:96 G:100 B:105



Ebb

#EEEECB
R:238 G:236 B:235



Typography

Publico

Headline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<>?{}|\

Open Sans

Regular & Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<>?{}|\

Every visual aspect of our brand embodies our five brand values and the experience we aim to deliver.

Color palette



Regal Blue



Peach Schnapps



Gold



Blue Ribbon



Downriver

Fonts



Publico Heading Bold



Open Sans Regular





Logo



Logo over light background



Logo over dark background



Logo Usage

It's important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone has been added around the logo.

This exclusion zone defines the amount of spacing required between the logo and any other graphic element. It is a fixed relationship that is not to be changed for any reason.





The Symbol



Starting with the 'S' from Sendinblue, the shape multiplies and fans out to form a "rolling wheel." This is a reference to the ensemble of features we offer in our platform to help you construct the vehicle that will take you where you want to go with your business.

Next to this symbol, we've added our name in all lowercase to remind us of the humility we need to maintain in order to accomplish our mission of helping businesses form stronger customer relationships.



Illustrations



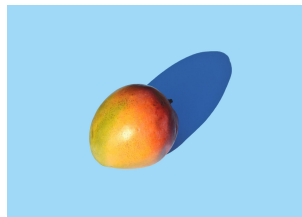
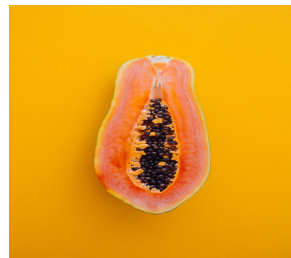
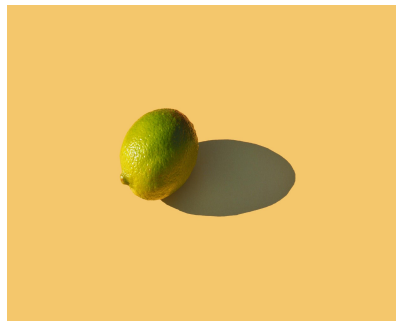


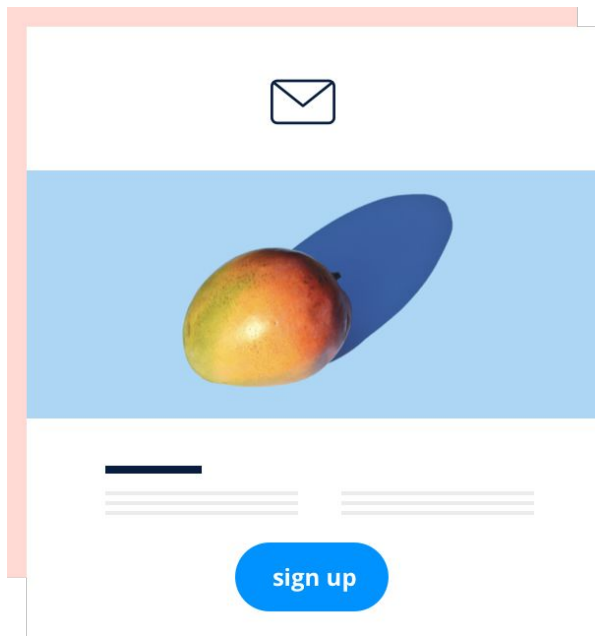
Photography

To contrast with the abstract nature of the illustrations, we wanted photos of real people to add a more human aspect to our identity. This fit perfectly with a "customer testimonials" section.

To inject some fun into the process, we took a rather "unconventional" approach to these photos, asking subjects to "play" with an object related to their business or organization as a nod to the human side of our customers. We used movement and props to create a more quirky final product. Finally, we superimposed the images over plain color backgrounds to create more cohesion with the color palette of the website.







Screenshots

With the launch of our new look, we've touched up the design and feel of our platform to be consistent with the new colors and design. These screenshots show the updated style.



Our tone of voice





**To create a whole
branding experience that
embodies our values and
missions, we need to be
consistent with our
personality, tone of voice
and messaging.**



Our language & tone

- 1 We are **Casual and kind**, but not overly familiar, and always professional.
- 2 We always **encourage clients to empower themselves** without pulling them too far out of their comfort zone.
- 3 We are **pragmatic and clear**, but never overly blunt, and we always maintain a certain level of refinement.
- 4 We are **subtly playful and charming, without being goofy** or immature, and while always staying down-to-earth.
- 5 We are **approachable and welcoming**, but not patronizing, and never discriminative nor exclusionary.
- 6 We are **technical, yet accessible and understandable**, but never at the expense of clarity nor practicality.





Language and Tone

We are efficient, caring, and honest, so our copy needs to be straightforward, yet trustworthy. It should be written with a smile and a hint of charm.

We always try to put ourselves in our customers' shoes and focus our communication on customer benefits rather than features. Whether they're a specialist or beginner, we always share our expertise with empathy, clarity, and simplicity.

- Casual, but not overly familiar
- Motivational and empowering, but not demanding
- Always charming, without trying to be hilarious
- Reassuring and welcoming, but never confined
- Efficient, but not purely functional or overly pragmatic



Contact

contact@sendinblue.com
press@sendinblue.com





Thanks