

Design

The Constant Contact 2020 Rebrand

This year, Constant Contact gave its brand identity a makeover for the first time in 10+ years. After months of strategy, brand positioning, and design exploratory working in partnership with Deutsch New York, we landed on a strategic direction as well as the beginnings of a brand identity, starting with a fresh direction for our new and improved logo mark.



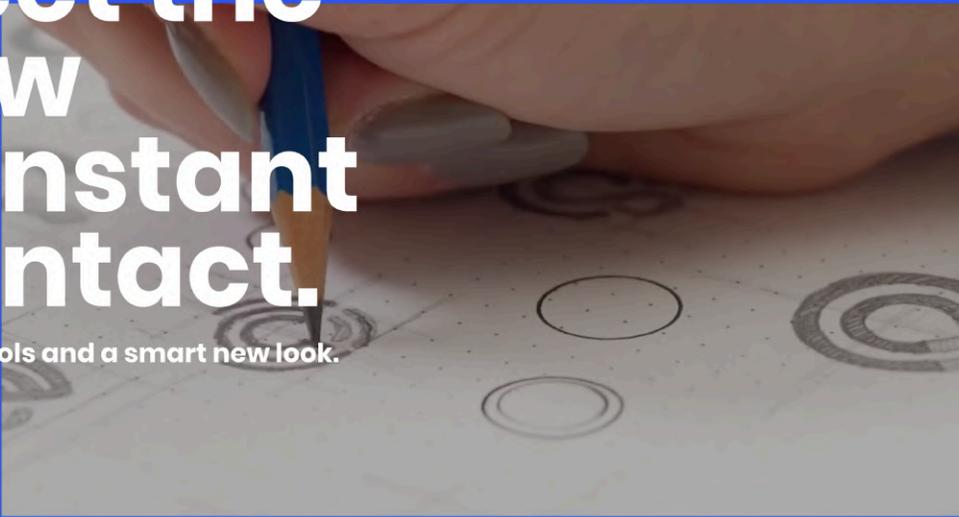
Our Creative Team further developed and refined that logo mark, developed an illustration style, created visual components we dubbed “DNA”, a new font, new colors, a new tone of voice, and a refined brand positioning—all brought to life in a 57-page brand guide and an interactive landing page explaining the “why” behind the rebrand. That’s when things really heated up. Through an all-hands-on-deck effort by Constant Contact’s small-but-mighty internal Creative Team, we rebranded thousands of brand assets throughout the course of late 2019–summer 2020, and created new work that reflected our new brand. And with a soft launch on July 20, 2020, we revealed our new identity to the world.



Constant Contact

Meet the new Constant Contact.

Smarter tools and a smart new look.



We're more than email. We're an online marketing platform: **email, ecommerce, websites and more.** Our new brand identity brings that evolution to life.

Rebrand Landing Page

With new brand positioning and a new brand look, we wanted to reenter the digital world in a modernized, bold, and more colorful way than ever before. While we planned to “get louder” with our new brand with the launch of our Fall Mass Media, we still wanted to showcase the new brand in a way that felt special and exciting. So we launched with social ads and emails leading to a landing page all about the rebrand, and the philosophy behind our new brand look and feel.

We outlined the thinking behind our new brand identity with an eye-catching and interactive landing page all about our rebrand. We took the user through the journey from the old logo to new with a fun video, then went into the details of our color, font, style, and new brand voice.

That landing page led to our new Constant Contact front of site experience.

Our Logo

A positive sign.

Constant Contact's logo is the most important visual element of our brand. And ours was well overdue for a refresh. Now that we've added new tools and features to help our customers improve their online marketing, like online stores, social posting, Google ads, and more—and improved the award-winning guidance that we offer every step of the way—our new logo is the icing on the cake.

The Double-C represents the Constant Contact brand name. And the two forms nested together reflect our team's support of our customers. Because no matter what, you've got us—and we're always stronger together.

The Ripple symbolizes effective, efficient communication and the power of sharing your ideas with the world. Our new logo has an inherent energy that reflects the positive spirit behind the growth of our customers and our brand.





Work smarter, not harder.

Create branded emails, build a website, sell products, and make it easy for people to find you—all from a single platform.

Enter your email address

Sign up free

No risk. No credit card required.

Buy now



The New Constant Contact Website

Finally, the new Constant Contact website brings our new brand identity to life. Bold, effortless, uncomplicated, adaptable and fun, our new website is faster, more visually pleasing, and easier-to-use than ever before.

Why Constant Contact? It's just smart business.

Whether you're launching an email marketing campaign to engage customers, building an awesome website in minutes, uploading products to your online store, generating awareness on social media, or boosting sales with Google Ads, we have all the tools and guidance you need to achieve the results you want, all in one place.



Email marketing

Grow your brand by reaching people where they go every day: their inbox.



Websites

Create a site with built-in marketing tools to help your business get found.



Ecommerce

Set up an online store in no time and start selling your digital or physical goods fast.



Social marketing

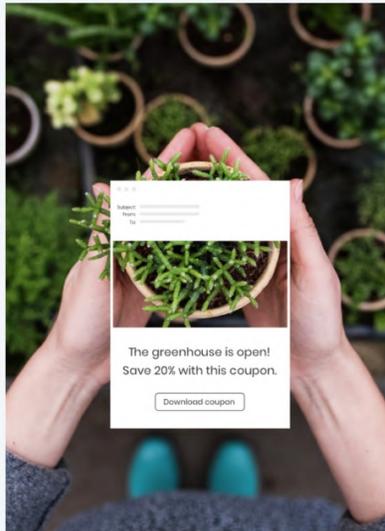
Use Facebook and Instagram ads to bring new leads to your website.

Email Marketing

Communicate smarter.

Have something to say or sell? Constant Contact's email marketing tools make it easy to stand out while you get the word out. Use our free Email Template Builder or browse hundreds of mobile-optimized templates for every purpose—from promoting a sale to launching a new product. Customize as much as you want with our easy-to-use editing tools. Then track your success with real-time reporting and robust analytics.

Learn more





Home > Email Marketing

Email Marketing

Get the word out.

Create email marketing campaigns like a pro with our easy-to-use features.

Enter your email address [Sign up free](#)
No risk. No credit card required.



The New Constant Contact Website

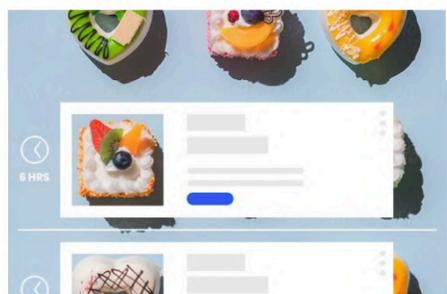
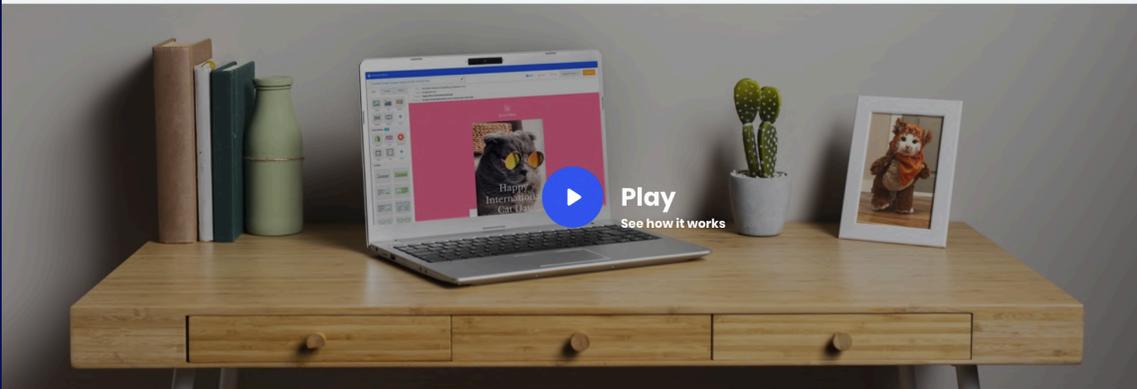
With a reengineered interface and user experience, Constant Contact shows a deeper understanding of our customers and what they want and need from an online marketing brand.

Online Marketing Platform

Drag. Drop. Done.

Our smart email editor makes it easy to customize and design great-looking emails that stand out on every device.

[View templates](#)



Email Marketing Automation

Send smarter, not harder.

Email Marketing Automation helps you drive sales by keeping your audience engaged and building relationships.

- ✓ Welcome email for new subscribers
- ✓ Triggered email series
- ✓ Contact segmentation
- ✓ Resend emails to non-openers



Brand Guidelines

These guidelines serve as the North Star
for how we present ourselves to the world.



The goal of our new look is to convey the **innovation** that is inherent within our brand and our products, in a **friendly, inviting, engaging way.**

Our visual style is **modern, fresh,** and **distinctive,** and is achieved through a combination of layout, font, color palette and iconography.



Constant Contact's logo is the most important visual element of our brand.

The logo's ripple marks symbolize the power of effective communication; a trait we place great value on. These guidelines ensure our logo will always look its best.



The Constant Contact logo includes the icon and the wordmark. It took years to get these elements just right. Please do not adjust them.

The icon is the graphic element of "ripples" to the left of the wordmark. The wordmark is a typeface named Filson Soft Bold, which has been adjusted to uniquely suit our brand.

Have a need for the icon or logo?

[Download our logo here >](#)

For best results, follow these guidelines:

Online: SVG, EPS

Email: SVG, EPS

TV & Film: SVG, EPS

Print: EPS, PNG



(a) horizontal



(b) stacked

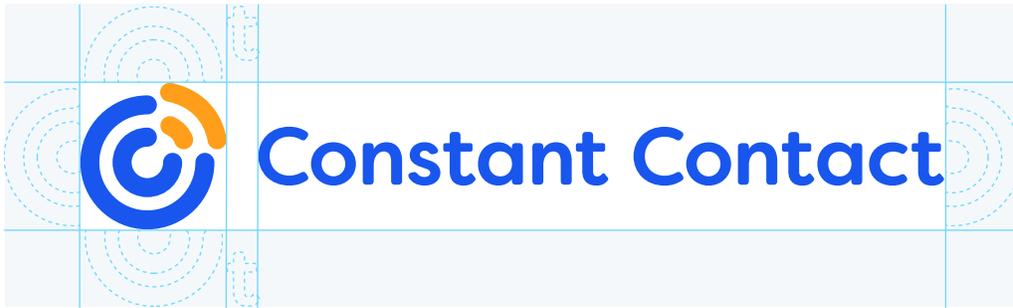


(c) icon

Orientations

Our horizontal logo (a) is the main orientation that should be used. When space is limited, the stacked version (b) may be used.

In cases when the Constant Contact brand has already been established, you may simply use the icon (c) on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



(a) (b)

Clear Space

Clear space around the logo (a) is equal to half the height of the icon. The space between the icon and the wordmark is measured by the width of the bar—not the terminal—of the 't' in the wordmark. When using the logo with other graphic elements, make sure the logo has room to breathe.

There are exceptions. Logo placement depends on the type of communication and use.



(a) (b)



(a)



28px
logo minimum height



28px
logo minimum height



28px
logo minimum height

Sizing

To ensure its impact and legibility, the Constant Contact logo must maintain a minimize size.

The horizontal and stacked logos, as well as the icon, should never be smaller than 28 pixels in height.



logo



Constant Blue - logo



Charcoal - logo



Snow - logo



Apricot & Snow - logo



Apricot & Snow - logo on 20% image



logo



Constant Blue - logo



Charcoal - logo



Snow - logo



Apricot & Snow - logo



Apricot & Snow - logo on 20% image



icon



Constant Blue - icon



Charcoal - icon



Snow - icon



Apricot & Snow - icon



Apricot & Snow - icon on 20% image

Color



The Constant Contact logo uses Constant Blue and Apricot for its main colors. Sometimes, they may be substituted for Snow and Charcoal. Your first choice when deciding which logo to use, should always be the Constant Blue/Apricot. If this does not work, your next choice should be Snow/Apricot.

For maximum legibility, the background should provide enough contrast with the logo. If the logo appears on a photo, use the Snow/Apricot version. If the Apricot color is getting lost in the photo, the Snow logo should be used.

For lighter background images, apply a 10- to 20-percent black tint to the entire image to maintain legibility of the logo.

Same rules apply if the icon is used on its own.



Do not rearrange any piece of the logo.



Do not add a drop shadow. If one is ever considered, please go home.



Do not change the color on any part of the logo.

Logo Misuse

It is important that the appearance of our logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document—there are no exceptions.



Do not distort or warp the logo in any way.



Do not use the wordmark by itself.



Do not outline any part of the logo.



Do not move any piece of the logo.



Do not change the orientation.



Do not rotate the logo.



Do not make the mark larger.



Do not use the logo on busy backgrounds.



Do not use the logo against non contrasting colors.



Do not use the old logo.



A smarter palette.

Drawing from the positive characteristics of our brand, our colors have taken on a brighter, bolder range of primary and secondary colors—allowing us to stand out, while remaining authentic and accessible.

Primary

Constant Blue

HEX: #1856ED
RGB: 24 | 86 | 237
CMYK: 83 | 68 | 0 | 0

Apricot

HEX: #FF9E1A
RGB: 255 | 158 | 26
CMYK: 0 | 45 | 97 | 0

Secondary

Space

HEX: #0B1450
RGB: 11 | 20 | 80
CMYK: 100 | 98 | 32 | 41

Retro Green

HEX: #33C99C
RGB: 51 | 201 | 156
CMYK: 67 | 0 | 53 | 0

Charcoal

HEX: #333333
RGB: 51 | 51 | 51
CMYK: 69 | 63 | 62 | 58

Background

Harbor

HEX: #DEDDDD
RGB: 222 | 221 | 215
CMYK: 12 | 9 | 13 | 0

Pearl

HEX: #F3F6F9
RGB: 243 | 246 | 249
CMYK: 3 | 1 | 1 | 0

Snow

HEX: #FFFFFF
RGB: 255 | 255 | 255
CMYK: 0 | 0 | 0 | 0

Neutrals

Medium Charcoal

HEX: #757677
helper text

Light Charcoal

HEX: #DEE1E3
divider lines

We always ensure a presence of brand blue—either within the composition or through the presence of our logo.

Constant Blue and Apricot are our two main brand colors and should be used in whatever you create. We anchor mostly on Constant Blue to drive consistency across all properties.

Our secondary palette gives us more freedom. In the majority of uses, we want strong contrast between all of our colors.

We recommend using Constant Blue and White as the main background colors. Apricot is a high-contrast, attention-grabbing color that works well for buttons.

Retro Green is a secondary support color. It can be used as a title color, for special features or promos. Retro green should be used sparingly as an accent to our core colors. While it can be used for text, it should not be used for critical messaging.

If text is being placed on top of Apricot or Retro Green, the text color should only be Space.



Poppins

Our typeface is Poppins and should be used to reinforce our brand story. Poppins is a serif font with geometric shapes. It has a strong, recognizable appearance and can work across many applications.

400 Regular AaBbCcDd
EeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWw
XxYyZz123456789070
0 Semibold AaBbCcDd
EeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv
WwXxYyZz123456789
0700 Bold AaBbCcDdE
eFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv
WwXxYyZz123456789

400 regular
600 semi-bold
700 bold

Poppins is available in three weights: Regular, Semi-Bold, and Bold.

We utilize Poppins for headlines, subheads, and body copy; all of which should be written in sentence case.

For CTA button copy only, we use Poppins semi-bold. This weight should not be used anywhere else.

Always use #333333 or #FFFFFF unless it's for a section title, (use #33C99C) or the headline in the hero section (use #1856ED).

Our icons and what they represent—both real objects and metaphors—should be **instantly recognizable**. They should be **simplified** down to their essence, **adding just enough detail** to give some **personality and friendliness**.



Goal



Support Line



Guidance



Design Services



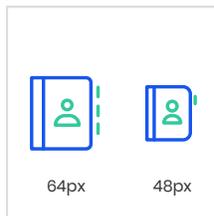
Click-Through



Images



Connect



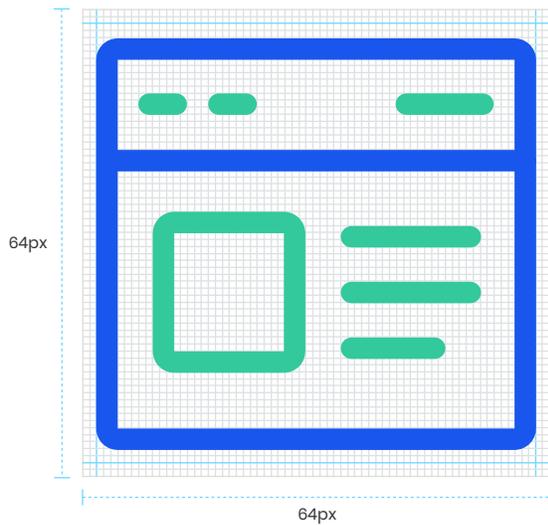
Contacts

Responsive

We use responsive icons—which means that they respond to changes in screen size by adding or removing detail from the icon as it changes sizes.

Our icons are two different sizes. 48x48 is used mainly for email and social designs. 64x64 is always used on the website.

Even though they're small, icons should still follow contextual principles. This helps us create flexible, future-proof solutions that enhance user experience.



Sizing

All icons should be drawn on a 64x64px grid frame, with a 3px stroke width for outlines, and rounded corners. Each frame includes keylines and a 2px padding on all sides for guidance.

Shape

Icons are drawn in a flat, 2D style and should always be front-facing. No three-quarter views.

Icons should be constructed using simple geometric shapes.

We do not add any other surrounding elements, shapes, or blobs to the icon to make it "pop".

Color

We use four different color combinations. Do not mix colors in layouts.

Constant Blue and Retro Green

These colors are used when a prominent visual is present, or to call attention to something.

Constant Blue

Use this color for lists, such as those appearing in marketing materials (like a guide), an email asset, or website callouts.

Charcoal

Use this color for lists, such as those appearing in marketing materials (like a guide) or an email asset. Do not use Charcoal on the website.

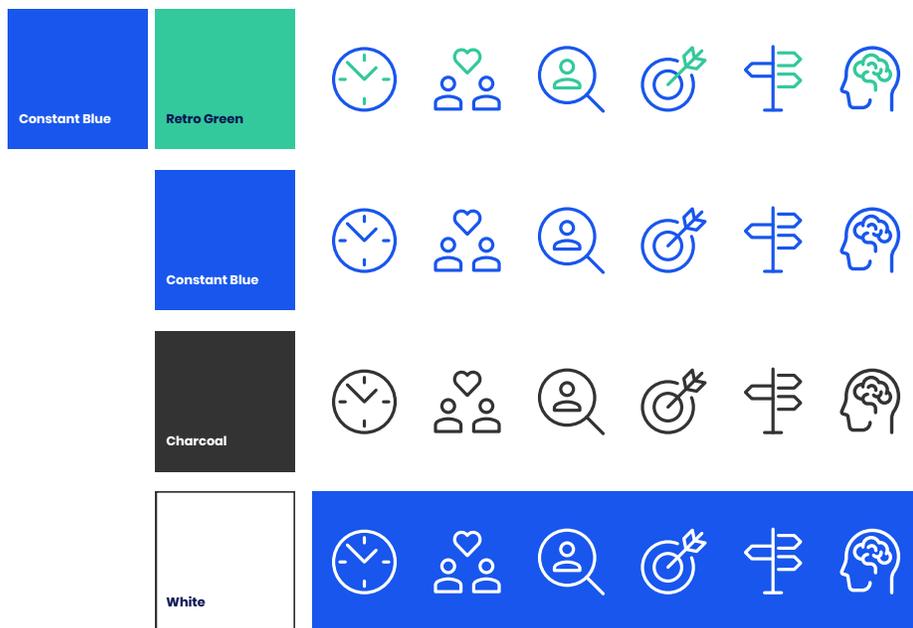
White

This color works best over Constant Blue and may be used for Pro-Tips, or to represent a specific topic.

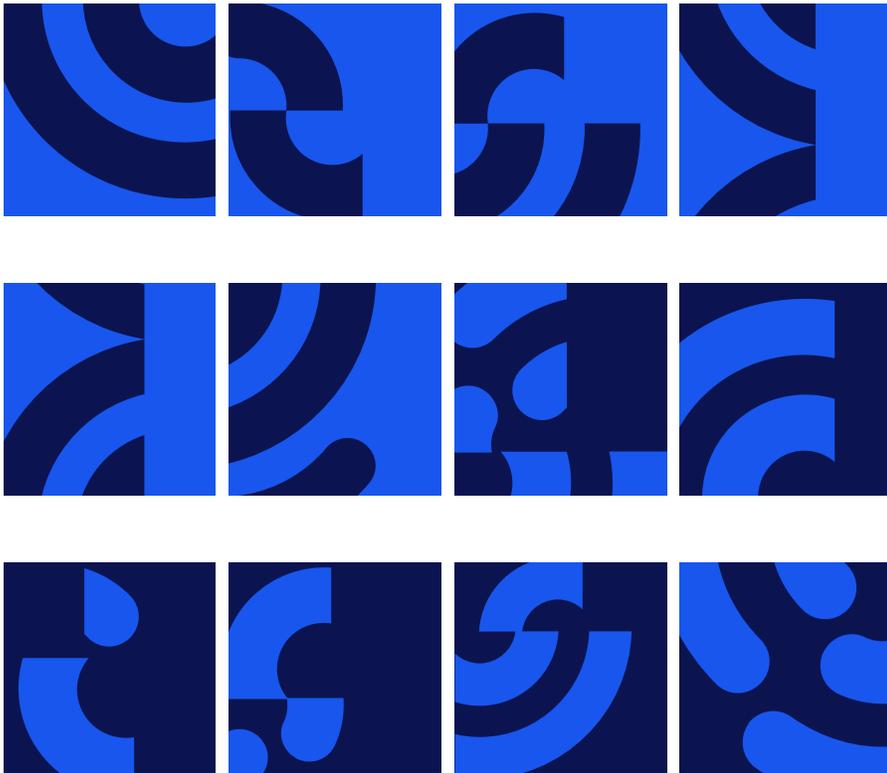
Note: we never use the color Apricot in any icons.

Please do not adjust individual colors in the pieces that make up the icon. They are each colored in a specific way to maintain consistency.

When working in video, any of the previously mentioned color combinations are acceptable. However, due to motion and background colors, you may change the icons to any tasteful branded color combination, except orange.



To reinforce the Constant Contact logo ripple icon, we've split the icon into different quadrants **known as DNA.**



DNA pieces

DNA pieces are not meant to be recognizable at first glance. Each DNA piece holds an abstract quality. When enlarged and combined with other page elements, they add personality, contrast, motion, and brand recognition.

Choosing a DNA piece that works with your design is a crucial step. DNA must not take away from the overall flow of the layout, add clutter, or feel "plopped" on the page. The choice to use DNA must be intentional. DNA pieces are not a must in every layout, but if you use them, using a piece that's been used before is a great place to start.

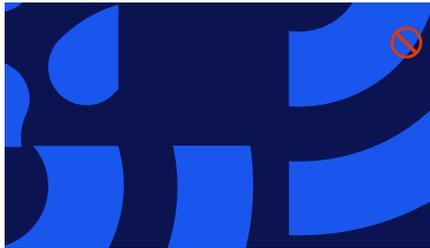
You can also take a piece of DNA and make it your own by following the rules below.



(a)



(b)



(c)



(d)



(e)



(f)



(g)

DNA Placement

DNA should not be used as a watermark (a). The pieces are meant to enhance and work with your layouts.

When using DNA, it's important to use all of the piece or none. Using a small portion or corner of a piece (b) will only add clutter and confusion.

Do not use more than one piece of DNA in the same area (c). This holds true for the entire layout—using a minimal amount of DNA pieces is best practice.

DNA Sizing

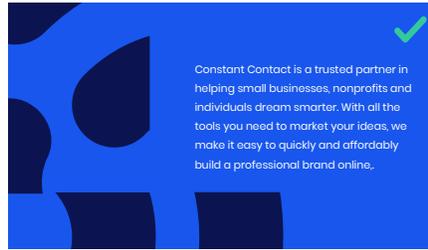
DNA should be enlarged (d) so that the origin is unrecognizable at first glance.

Each DNA piece is made up of individual shapes. Do not adjust or scale these individual shapes (e). Each DNA piece must be used as a whole and scaled proportionately.

If rotating DNA is necessary, each whole piece of DNA or the smaller pieces that make up the DNA must be rotated in 90-degree increments (f). Do not adjust pieces of DNA on various angles (g).



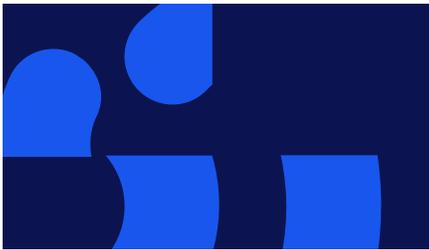
(a)



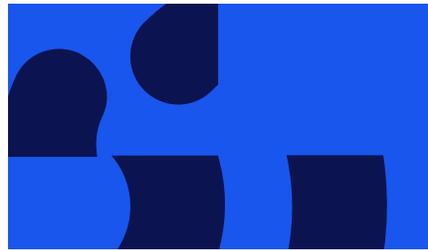
(b)



(c)



(a)



(b)

DNA Shapes

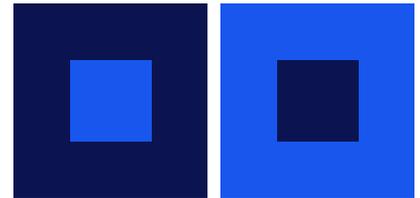
Each DNA shape is different. Choosing a piece should enhance the design and help the user's eye flow throughout the layout.

Some DNA pieces have curves (a). Try using these pieces to guide the user to the next object or piece of content you want the user to see.

The negative shapes of the DNA pieces (b) can be used to frame elements such as text blocks or images.

Note: the DNA pieces with rounded ends can appear phallic in nature (c) depending on the way they are placed. When choosing or creating your own DNA piece, be careful to avoid these types of placements.

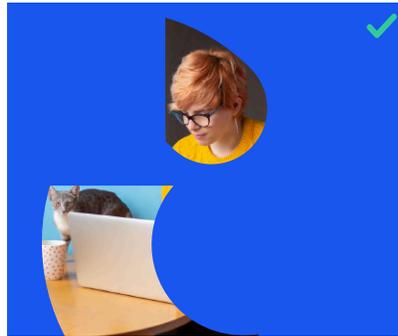
Color



DNA pieces can use either Constant Blue #1856ED on Space #0B1450 background (a). Or the reversed, Space #0B1450 DNA pieces on a Constant Blue #1856ED background (b).



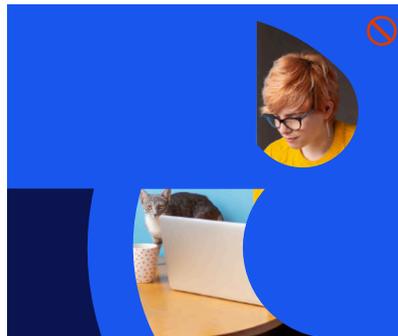
(a)



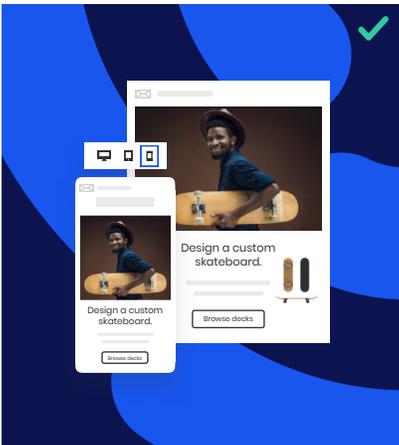
(a)



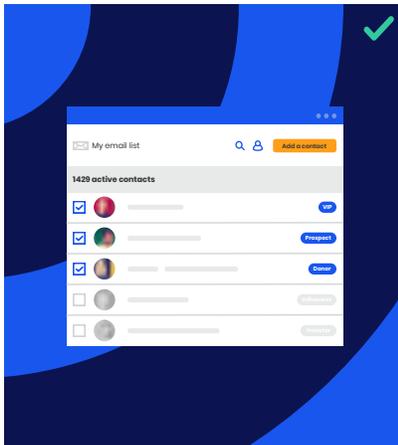
(b)



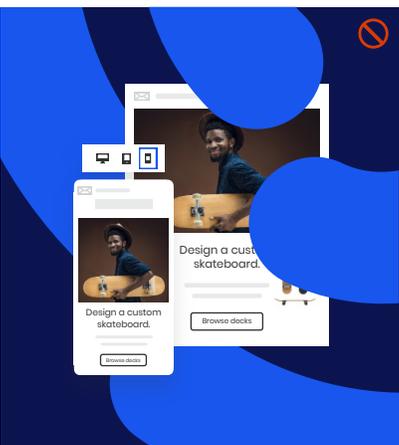
(c)



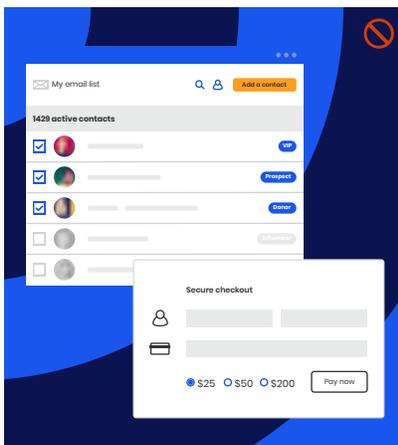
(d)



(d)



(e)



(f)

Masked images

Choosing an image that works in the DNA piece can be a challenge. The image must be recognizable within the shapes (a). Do not include parts of the image in shapes that don't add value (b) to the DNA piece or layout. Each DNA piece must be completely filled with the image or nothing at all (c).

UI Illustrations and Images

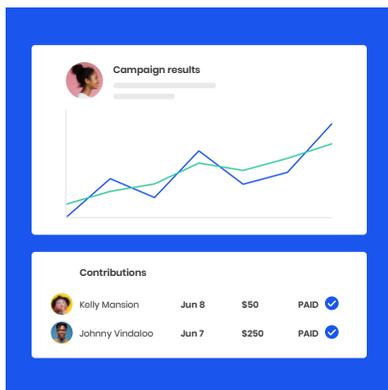
Adding an image or UI illustration over DNA (d) is a great way to add visual appeal and brand consistency.

DNA and UI illustrations or images must not compete with each other. Do not layer DNA and the item on top of it (e). It is not meant to be intertwined or become a part of the illustration.

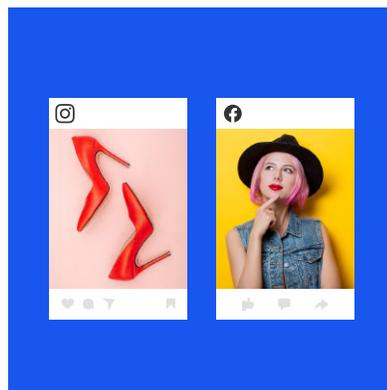
Do not clutter the DNA (f) with too much laid on top of it. DNA is meant to add visual appeal, and too much clutter will detract from the visual.

When possible, create pared-down, aesthetically pleasing versions of product screens that represent the user experience vs. an exact replica of the in-product experience.

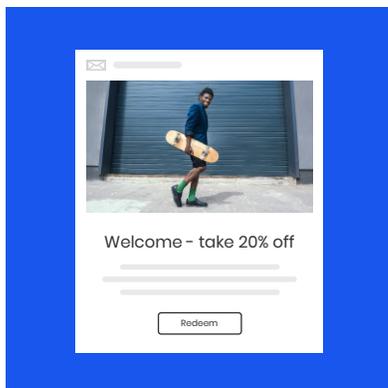
Isolated product screen shots should always be framed within a graphic representation of a hardware device or a browser window.



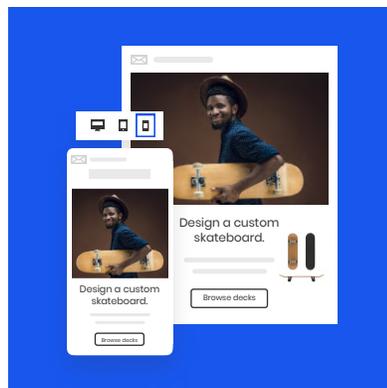
(a)



(a)



(b)



(c)

UI Illustrations

Images speak louder than words—and make for a better experience.

Simple UI (user interface) illustrations strengthen the visual appeal of the user interface and get the point across faster. They should be kept simple, but with enough detail to convey the benefits or features we're highlighting.

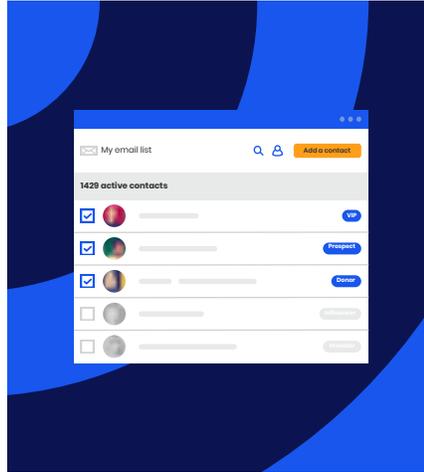
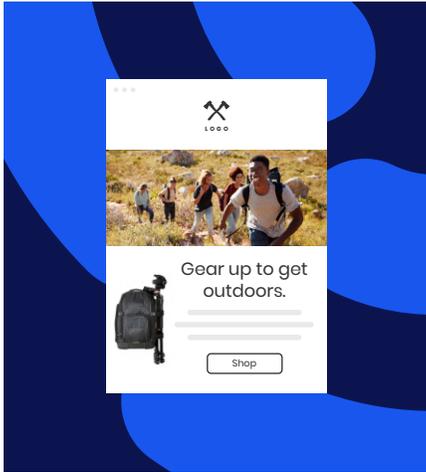
Use Constant Blue #1856ED to highlight important features (a). Grays like #333333, #DID3D4 @50% provide consistency across all illustrations.

Incorporating vivid photography adds contrast and appeal to the UI illustrations.

Text on UI illustrations (b) should be legible and used to reinforce the illustration.

Ghost buttons (c) are used to simply represent CTAs (call to action). The CTA must be legible.

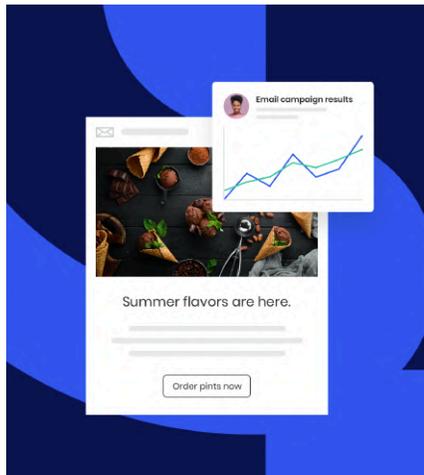
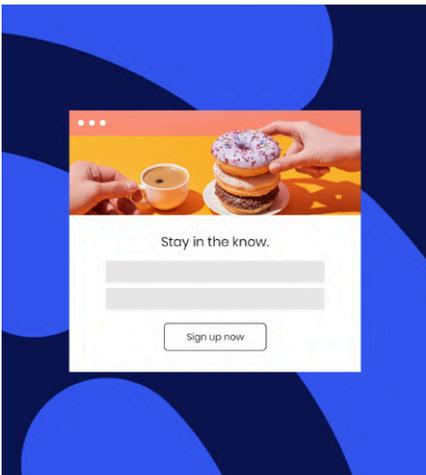
Pulling out certain elements (c) is a great way to convey the benefit that the UI illustrations represents.

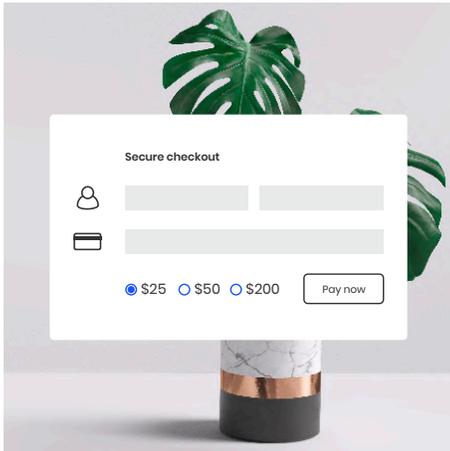


Hero UI Illustrations

Incorporating DNA from the logo will add movement and visual interest. It's important to choose a DNA piece that does not interfere with the illustration laid on top of it. Do not intertwine the DNA piece with the UI illustration.

Drop shadows should only be used if absolutely necessary. Shadows should be used as a way to separate content, not relied on to add a three-dimensional look. A white device on a white background is a great example of the correct instance to use a drop shadow.

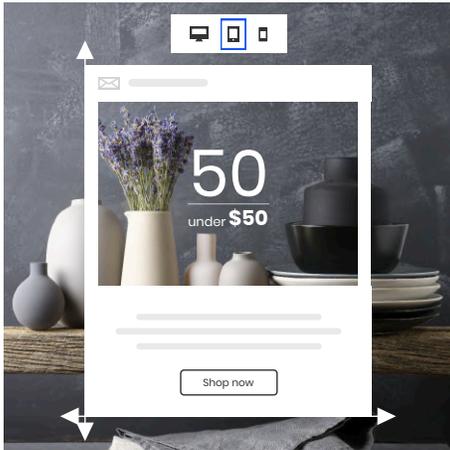




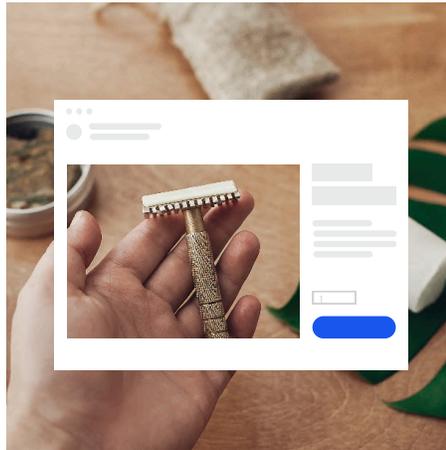
(a)



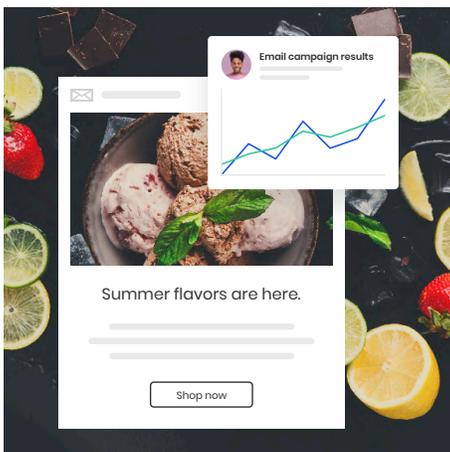
(b)



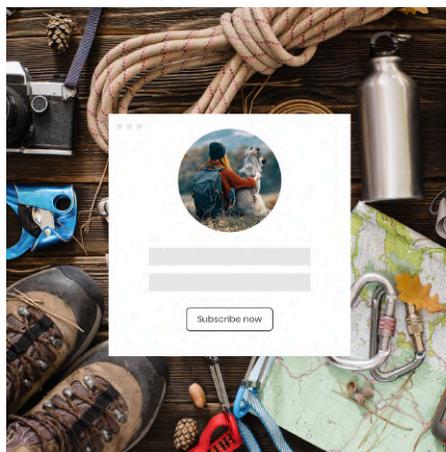
(c)



(d)



(d)



(e)

UI illustration over photography

Adding UI illustration over photography layouts helps to tell a larger story. The UI illustration overlay should be simple, and should always be the star of the design. Background photos should be a textural complement to reinforce the UI illustration.

Avoid using complex UI illustrations over complex photography (a).

Contrast (b) plays an important role in distinguishing the design and telling the story.

Crop important photo elements (c) that should be reinforcing the UI illustration.

Peek-through layouts (d) are an engaging way to draw the user into the situation you're depicting. When using these types of designs, the background image must be recognizable in the peek-through UI illustration as well as the area that surrounds it.

Pairing a background image with an image in the UI illustration depicting the same event (e) helps to continue the story.



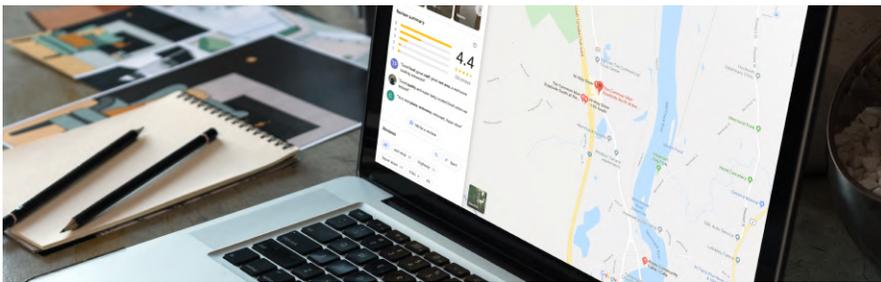
(a)



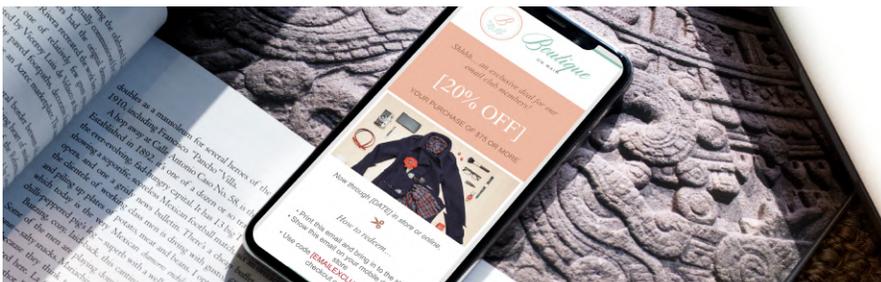
(b)



(c)



(d)



(e)

Mockup photography with devices

Mockup photography with devices

When showcasing a specific feature (i.e. A/B testing), sticking to the UI illustration rules above will deliver the best results. Showcasing a granular feature of the product within a device is likely to get lost.

Mockup images are more about the overall visual appeal of the photo (a) and not meant to be hyper-focused on one specific feature. But there are cases when a mockup with a device will be needed. Please follow these rules when choosing an image:

Choose a device that is relevant and relatable (b). Outdated devices like an older iPhone model or outdated laptop will hurt our modern image.

Do not make it look fake. Adding a glare or reflection (c) will help to tie the device and surrounding elements together.

The elements surrounding the device should add to the visual appeal (d) and not distract. It helps if the surrounding content is relatable to the screenshot in the device.

Though the screen may be smaller and text may not be completely in focus (e), it's important to make sure nothing is "lorem ipsum" and that the copy is relevant to the image. Dates, times, names, passwords, and all other copy should correspond to the image.

Our New Social Presence



Our social presence also underwent a much-needed refresh, starting with new social ads and posts to further drive excitement and curiosity about our new and improved brand.

The image shows a screenshot of the Constant Contact Instagram profile. At the top, the Instagram logo and search bar are visible. The profile header includes the Constant Contact logo, the name 'constantcontact', a verified badge, a 'Message' button, and a dropdown menu. Below this, it shows '22 posts', '13k followers', and '4,310 following'. The bio reads: 'Constant Contact A leader in online marketing with a mission to provide people with a smarter way to market their idea, small business, or cause online. tap.bio/@constantcontact'. It also lists 'Followed by mattkiley, weldoncreative, the.john.grillo +8 more'. The bottom navigation bar shows icons for Home, Search, Post, Activity, and Profile.

The main content area shows a post from 'constantcontact' with a blue background and white text: 'Know what this is?'. A red heart icon indicates 187,632 likes. The caption reads: 'constantcontact We've made changes that are bigger, better, and smarter so that you keep powering on.' Below the caption are icons for Home, Search, Post, Activity, and Profile.

Other posts are partially visible in the background, including one with a floral wreath and another with a quote: 'We want to create a website overnight'.