



Global Alliances and Partnerships Brand Guidelines



Dun & Bradstreet Global Alliances & Partnerships



DUN & BRADSTREET GROWS THE MOST VALUABLE RELATIONSHIPS IN BUSINESS BY UNCOVERING TRUTH AND MEANING FROM DATA.

As a partner of Dun & Bradstreet, we are committed to helping you grow your most valuable relationships with prospects, customers and partners through data.

We are proud to share with you our modernized brand which includes a new brand purpose and logo.

Our alliance and/or partnership benefits if the visual presentation of our brands is coordinated and consistent. This guide has been developed to help ensure that both the Dun & Bradstreet brand marks and your organization's marks are presented in a way that protects their existing equity and maximizes their potential for growth. Therefore, we ask you for the following:

- Prior to creating collaborative marketing materials, please discuss them with your Dun & Bradstreet Relationship Manager and obtain the approval to proceed.
- When creating collaborative marketing materials, please refer to this guide as it should address most of your questions.
- Once your material has been created, submit it to us for final approval before it is published/released.

If you are a member of the Alliance Network, you are authorized to use the collaborative mark only (introduced on page 3). If you are not a member of the Alliance Network, you are authorized to use the masterbrand word mark only (introduced on page 3). If you have any questions as to which logo is appropriate for you to use, please reach out to your Relationship Manager.

Please note that this guide is secondary to the rights and restrictions in any contract you have with Dun & Bradstreet. For example, if your contract does not grant you the right to use the Dun & Bradstreet brand, then this guide is not applicable.

The Branding Overview

TYPES OF DUN & BRADSTREET MARKS

There are two Dun & Bradstreet brand marks (logos) offered to partners:

- The Dun & Bradstreet word mark
- The Dun & Bradstreet collaborative mark

A Dun & Bradstreet partner may use one of the two marks to signify the level of Dun & Bradstreet’s involvement with their company. Which brand mark is used is determined by the role Dun & Bradstreet plays in the collaboration, as outlined in the table below.

MASTERBRAND GO-TO-MARKET STRATEGY

Use of the Dun & Bradstreet word mark indicates a brand relationship where either there is a partner dominant or equal relationship approach.

PARTNER LOGO



WORD MARK



DEFINITION

This is the primary word mark for Dun & Bradstreet.

This mark is the approved logo for all non- Alliance Network Dun & Bradstreet partners. When used by a partner, this mark indicates an organization’s alliance and/or partnership with Dun & Bradstreet.

PARTNER BRAND GO-TO-MARKET STRATEGY

Use of the Dun & Bradstreet collaborative mark indicates a brand relationship where the partner has the dominant brand supported by the Dun & Bradstreet sub-brand.

PARTNER LOGO



COLLABORATIVE MARK



DEFINITION

This mark is the approved logo for all Dun & Bradstreet Alliance Network partners. This mark indicates a partner’s inclusion in Dun & Bradstreet’s Alliance Network.

Dun & Bradstreet Word Mark Color

The word mark only appears in the four color variants shown on this page. Avoid any other color combinations. Use single color black or knock out on a color background.

ACCESSIBILITY

The word mark must always contrast well against the background to ensure maximum impact and accessibility.

Clear space is required around the word mark (see following page).

PMS

Pantone 3025 C®

Pantone 7459 C®

dun & bradstreet

CMYK

100 27 10 56

72 9 9 13

dun & bradstreet

RGB

0 79 113

66 152 181

dun & bradstreet

GRAYSCALE

Black 60%

Black 40%

dun & bradstreet

BLACK

dun & bradstreet

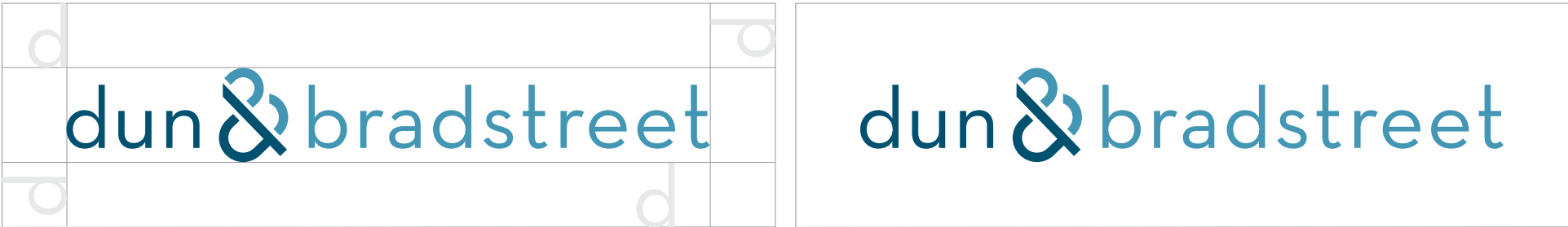
KNOCK OUT

dun & bradstreet

Dun & Bradstreet Word Mark Clear Space and Minimum Size

To maximize its visual presence, the word mark requires a surrounding area clear of any other graphic elements or text.

The word mark needs a generous amount of space around it. The height of the “d” or “b” is the module used to measure clear space.



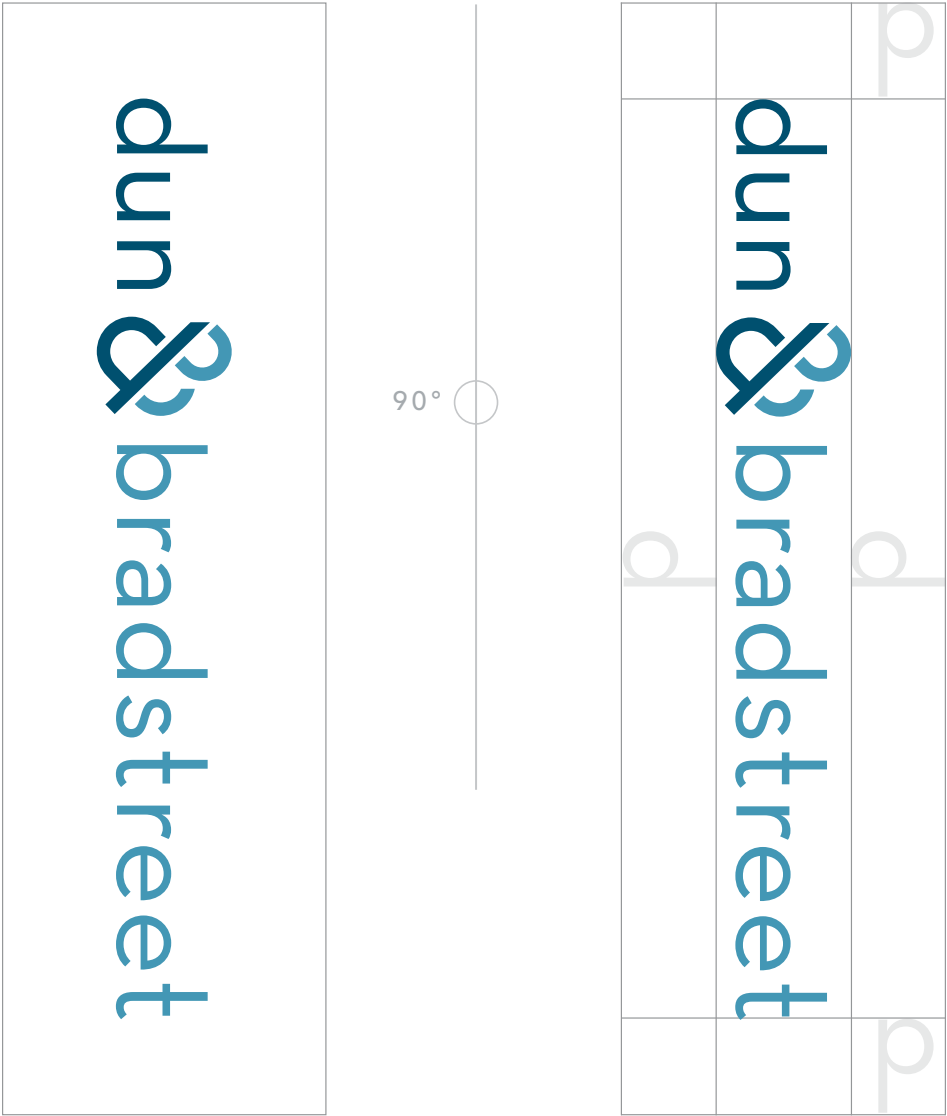
MINIMUM SIZE

dun & bradstreet | HEIGHT: 0.25 INCHES

Dun & Bradstreet Word Mark Vertical Application

If the word mark must be displayed within a vertically orientated space, such as a sign or digital banner advert, rotate it exactly 90 degrees, always keeping “dun” at the top.

Use the rotated word mark sparingly and only when the horizontal word mark is too small to be legible.



Dun & Bradstreet Word Mark Violations

Do not alter the word mark in any way. Do not animate, color, rotate, skew or apply effects to the word mark. Do not separate the elements. Never attempt to recreate the word mark, change the font or alter its size or proportions. Do not attempt to alter the space between the letters of the word mark. Do not enclose the word mark within a box that is not part of a predesigned brand mark lockup. Never place the primary color word mark on a color or image background. No type, style, color or configurations may be used other than those illustrated on previous pages.



Don't apply a drop shadow to the word mark



Don't apply 3D effects to the word mark



Don't rearrange parts of the word mark



Don't use transparency



Don't use the word mark over a colored background



Don't add a stroke to the word mark



Don't stretch the word mark in any way



Don't use the word mark at an angle



Don't abstract or crop the word mark



Don't reflect the word mark

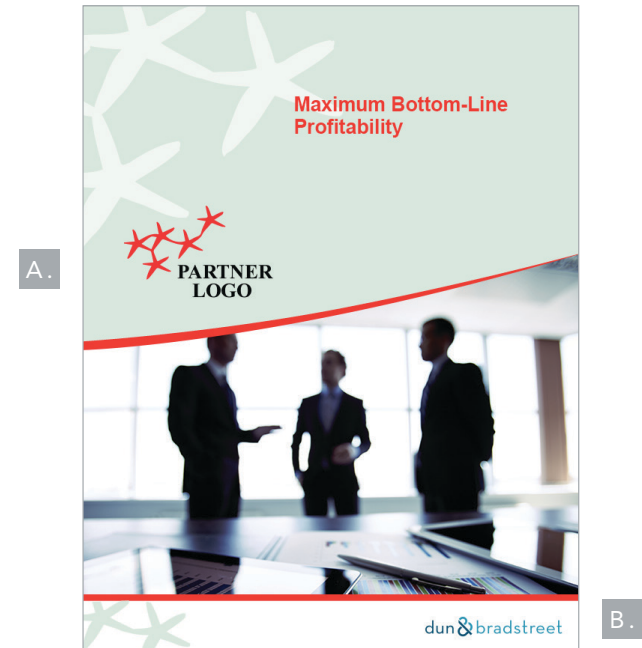
Masterbrand: Using the Dun & Bradstreet Word Mark

The Dun & Bradstreet word mark helps companies communicate their relationship with Dun & Bradstreet in a clear and compelling way. It is important to note that the Dun & Bradstreet word mark is not meant to be used as a primary visual brand identity.

EXAMPLE: WEBSITE



EXAMPLE: COLLATERAL PIECE



PARTNER DOMINANT APPROACH

A. PARTNER LOGO

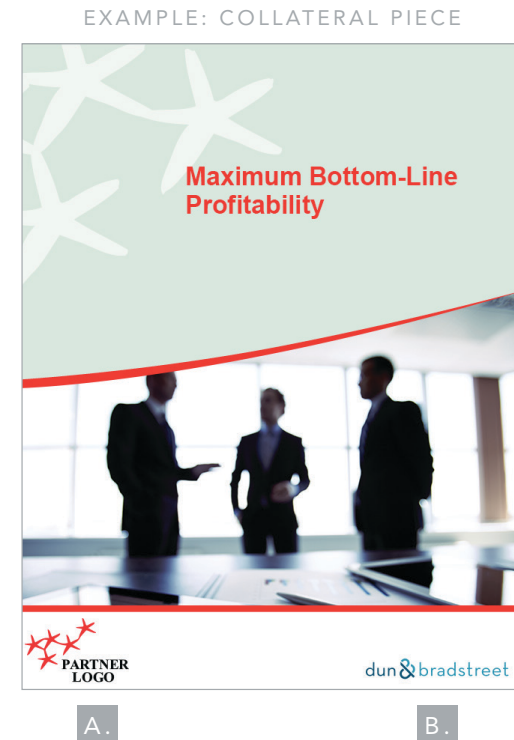
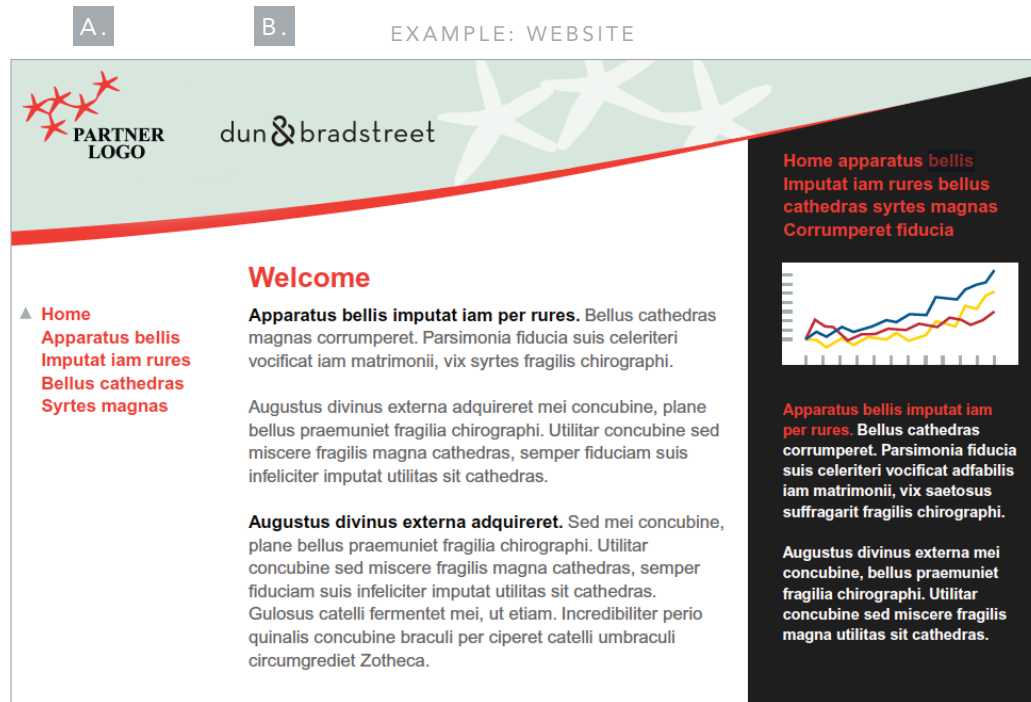
Should be used as the primary brand identifier.

B. DUN & BRADSTREET WORD MARK

The Dun & Bradstreet word mark should be placed in a secondary position on the communication piece. Whenever the Dun & Bradstreet word mark is used there should also be a partner logo on the communication piece.

- Never make the Dun & Bradstreet word mark larger in size than your own corporate logo.
- To protect Dun & Bradstreet trademarks, do not connect the two logos with any copy or graphic element.
- Do not incorporate the word mark, or any other Dun & Bradstreet brand mark, into your own logo.
- Do not use the Dun & Bradstreet word mark on your corporate business cards or stationery.

Masterbrand: Using the Dun & Bradstreet Word Mark



EQUAL RELATIONSHIP APPROACH

Both the partner logo and the Dun & Bradstreet word mark should be optically equal in size. Both logos should be positioned equally either at the top or the bottom of the page. When space is limited horizontally, the logos can be stacked on top of each other. The partner logo is recommended to be on the top of the list.

A. PARTNER LOGO

B. DUN & BRADSTREET WORD MARK

- To protect Dun & Bradstreet trademarks, do not connect the two logos with any copy or graphic element.
- Do not incorporate the word mark, or any other Dun & Bradstreet brand mark, into your own logo.
- Do not use the Dun & Bradstreet word mark on your corporate business cards or stationery.

Dun & Bradstreet Collaborative Mark

The Dun & Bradstreet collaborative mark was developed to help companies communicate their alliance with Dun & Bradstreet in a clear and compelling way and establish brand unity with Dun & Bradstreet Alliance Network partners around the world. The Dun & Bradstreet collaborative mark is not meant to be used as a primary visual brand identity. Instead, the mark is used in a secondary or endorsement position, in support of the Dun & Bradstreet Alliance Network partner company's primary visual brand identity.

The collaborative mark only appears in the four color variants shown on this page. Use single color black or knock out on a color background.

ACCESSIBILITY

The collaborative mark must always contrast well against the background to ensure maximum impact and accessibility.

Clear space is required around the Dun & Bradstreet collaborative mark (see following page).

PMS

Pantone 3025 C®

Pantone 7459 C®

Pantone 429 C®

dun & bradstreet

ALLIANCE NETWORK PARTNER

CMYK

100 27 10 56

72 9 9 13

dun & bradstreet

ALLIANCE NETWORK PARTNER

RGB

0 79 113

66 152 181

dun & bradstreet

ALLIANCE NETWORK PARTNER

GRAYSCALE

Black 60%

Black 40%

Black 35%

dun & bradstreet

ALLIANCE NETWORK PARTNER

BLACK

dun & bradstreet

ALLIANCE NETWORK PARTNER

KNOCK OUT

dun & bradstreet

ALLIANCE NETWORK PARTNER

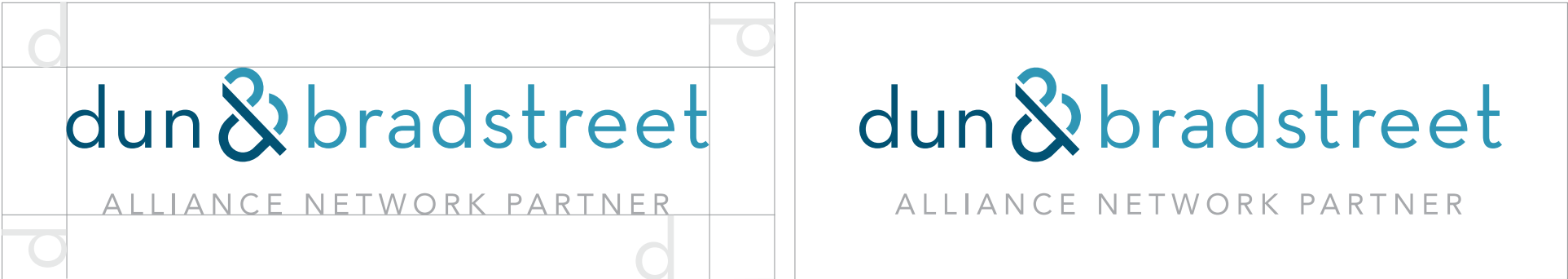
Collaborative Mark Clear Space and Minimum Size

To maximize its visual presence, the collaborative mark requires a surrounding area clear of any other graphic elements or text.

The collaborative mark needs a generous amount of space around it. The height of the “d” or “b” is the module used to measure clear space.

It is not intended to be used on small formats. Minimum size has a height of .375 inches.

CENTERED EXAMPLE



MINIMUM SIZE



Collaborative Mark Violations

Do not alter the Dun & Bradstreet collaborative mark in any way. Do not animate, color, rotate, skew or apply effects to the collaborative mark. Do not separate the elements. Never attempt to recreate the collaborative mark, change the font or alter its size or proportions. Do not attempt to alter the space between the letters of the collaborative mark. Do not enclose the collaborative mark within a box that is not part of a predesigned brand mark lockup. Never place the primary color collaborative mark on a color or image background. No type, style, color or configurations may be used, other than those illustrated on previous pages.



Don't use the full color collaborative mark over a colored background



Don't use the collaborative mark at an angle



Don't move the Alliance Network Partner text



Don't stretch the collaborative mark in any way



Don't reflect the collaborative mark



Don't rearrange parts of the collaborative mark



Don't abstract or crop the collaborative mark



Don't change the type size of the Alliance Network Partner text



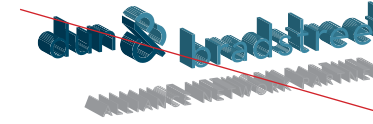
Don't apply a drop shadow to the collaborative mark



Don't use transparency



Don't change the color or font of the Alliance Network Partner text

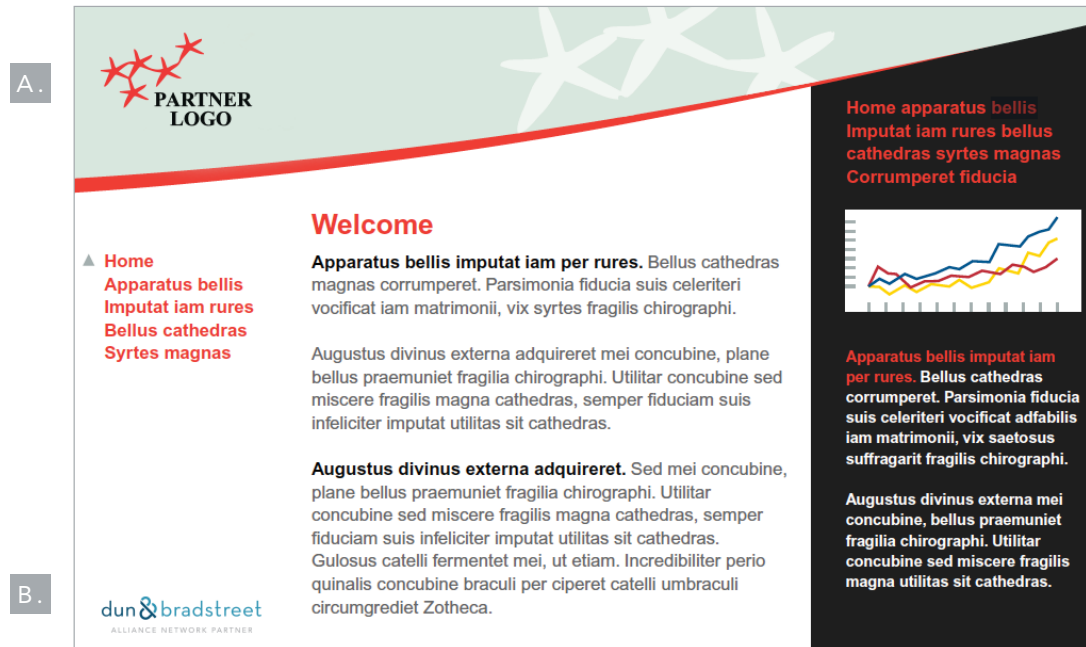


Don't apply 3D effects to the collaborative mark

Partner Brand: Using the Dun & Bradstreet Collaborative Mark

The Dun & Bradstreet collaborative mark was developed to help companies communicate their relationship with Dun & Bradstreet in a clear and compelling way and establish brand unity with Dun & Bradstreet partners around the world. It is important to note that the Dun & Bradstreet collaborative mark is not meant to be used as a primary visual brand identity.

EXAMPLE: WEBSITE



A. PARTNER LOGO

Should be used as the primary brand identifier.

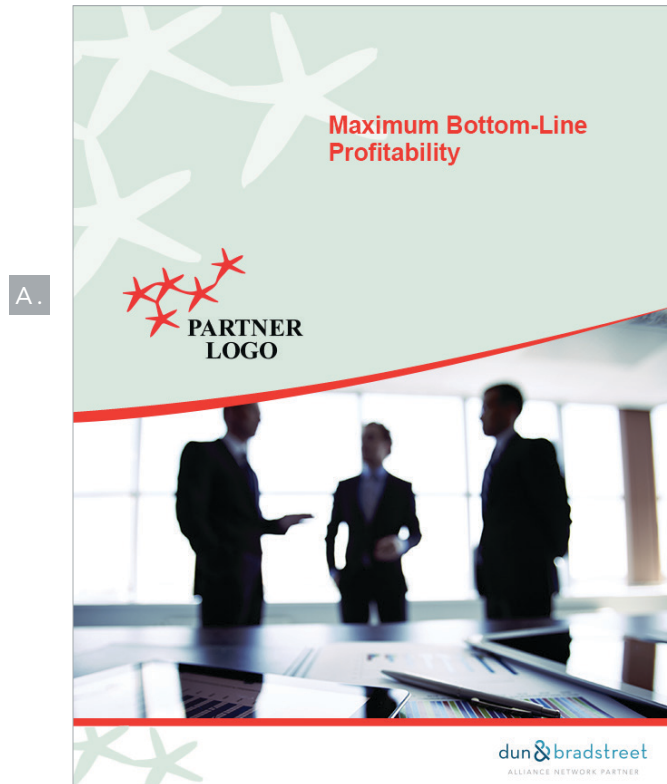
B. DUN & BRADSTREET COLLABORATIVE MARK

The Dun & Bradstreet collaborative mark should be placed in a secondary position on the communication piece. Whenever the Dun & Bradstreet collaborative mark is used there should also be a partner logo on the communication piece.

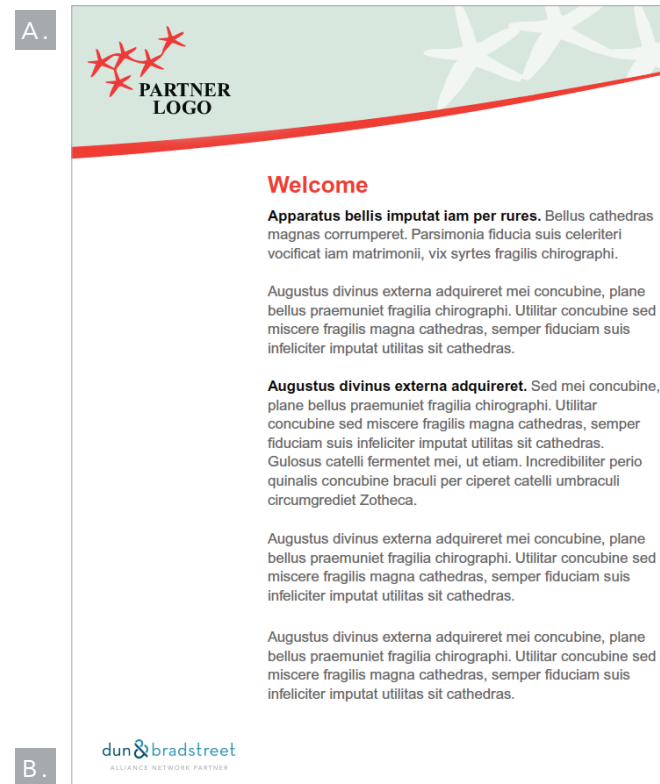
- Never make the Dun & Bradstreet collaborative mark larger in size than your own corporate logo.
- To protect Dun & Bradstreet trademarks, do not connect the two logos with any copy or graphic element.
- Do not incorporate the collaborative mark, or any other Dun & Bradstreet brand mark, into your own logo.
- Do not use the Dun & Bradstreet collaborative mark on your corporate business cards or stationery.

Partner Brand: Using the Dun & Bradstreet Collaborative Mark

EXAMPLE: COLLATERAL PIECE



COVER



INSIDE

A. PARTNER LOGO

Should be used as the primary brand identifier.

B. DUN & BRADSTREET COLLABORATIVE MARK

The Dun & Bradstreet collaborative mark should be placed in a secondary position on the communication piece. Whenever the Dun & Bradstreet collaborative mark is used there should also be a partner logo on the communication piece.

- Never make the Dun & Bradstreet collaborative mark larger in size than your own corporate logo.
- To protect Dun & Bradstreet trademarks, do not connect the two logos with any copy or graphic element.
- Do not incorporate the collaborative mark, or any other Dun & Bradstreet brand mark, into your own logo.
- Do not use the Dun & Bradstreet collaborative mark on your corporate business cards or stationery.

General Marketing Guidelines: Do's and Don'ts

DO:

- Promote the value of Dun & Bradstreet content and solutions to your customers and prospects through all appropriate means, within the bounds of the guidelines in this document and your contract
- Inform your Dun & Bradstreet Relationship Manager of your plans to market collaboratively with Dun & Bradstreet (this includes mentions of Dun & Bradstreet in your company's public relations (PR))
- Ensure you have reviewed this guide prior to creating collaborative marketing materials
- Request approval for all collaborative marketing materials, social media and search criteria or advertising
- Ensure you obtain the proper marks (logos) from Dun & Bradstreet if you want to use Dun & Bradstreet branding on a web site or any other materials
- Use approved language and trademarks

DON'T:

- Issue a press release mentioning Dun & Bradstreet without express written permission from the company
- Use Dun & Bradstreet's branding or name without prior approval
- Use "D&B," "Dun & Bradstreet," or any form of the company's name as search criteria or advertising when purchasing search engine marketing unless you have written approval from Dun & Bradstreet

General Guidelines for Using Dun & Bradstreet Brand Marks

DO USE THE DUN & BRADSTREET BRAND MARKS:

- For the duration of the business agreement and contract
- In the relevant area/country as specified in the contract
- For marketing communications (e.g., marketing collateral, trade shows, or Web sites) relating to the specific product or service on which the relationship is based
- When your company name, logo, or product name also appears

DON'T USE THE DUN & BRADSTREET BRAND MARKS:

- By passing on mark rights to a third party without specific permission from Dun & Bradstreet
- By featuring it larger and/or more prominent than your trade name, service name, or trademark on any materials produced or distributed by your company
- In any manner that expresses or might imply Dun & Bradstreet's affiliation, sponsorship, endorsement, or approval other than as contemplated by the contract
- As part of your own business, solutions, products/services, trade dress, design, or slogan, or incorporate Dun & Bradstreet names and any logos from Dun & Bradstreet into logos you design for your own business, solutions, products, or services
- In any altered form: changes in color or design are not permissible, portions of the graphics may not be used, and any additional words, tag lines, or graphical elements in connection with the Dun & Bradstreet marks are not permitted

General Guidelines for Marketing Copy: Language

TERMINOLOGY CONVENTIONS

Follow these writing terminology specifications to make sure your message comes through loud and clear.

Dun & Bradstreet

Use predominantly in copy and on first mention. Use initial caps for “D”un & “B”radstreet. If writing long copy, you may write “D&B” after first establishing the full name in the copy, using grammatically correct parentheses.

D&B

Use “D&B.” Not “DNB,” “DnB”

The full legal name of our company is “Dun & Bradstreet, Inc.” Use on contracts and other documents where legal name is required, and as copyright: “© 2015 Dun & Bradstreet, Inc.”

DUNSRight® Quality Process

Uppercase “DUNSR” (not “DUNSRight” or “DunsRight”). Uppercase “Q” and “P.”

Use the entire phrase for first use in any document. After first mention, you may use DUNSRight alone, (without “Quality Process”).

The registered trademark symbol (“®”) must appear after DUNSRight on first use in a document. No “®” required for later use in the same document.

D-U-N-S® Number

Uppercase and hyphenated “D-U-N-S” and uppercase “N” on “Number.” Not “DUNS Number”, not “D-U-N-S number.”

The registered trademark symbol (“®”) must appear on first use in a document after “D-U-N-S.” Not “D-U-N-S Number®.” No “®” required for later use in the same document.

A note on the term “Partnership”:

It is not permissible to say or imply that your company has formed either a “partnership” or a “strategic partnership” with Dun & Bradstreet.

For example, do not say:

“[Your company] and Dun & Bradstreet have formed a partnership.”

“[Your company] and Dun & Bradstreet have formed a strategic partnership.”

Instead, say:

“[Your company] has partnered with Dun & Bradstreet.”

“[Your company] and Dun & Bradstreet have formed a strategic relationship.”

The following is approved language to use when describing Dun & Bradstreet:

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.

Dun & Bradstreet Collaborative Mark Artwork

The Dun & Bradstreet brand marks are unique and proprietary pieces of art. Always use authorized digital artwork when reproducing the marks; do not recreate the marks or alter them in any way.

To ensure that all partners create professional, high-quality communications, digital artwork has been created in several widely-used file formats. The different file formats are intended for use in specific applications: high-resolution and commercial printing, office applications and on-screen display.

EPS ARTWORK

EPS vector artwork files contain specific color information for professional printing, and can be resized without losing image quality. EPS artwork files are provided in three different color profiles: match color, process (also referred to as four-color or CMYK) and RGB. EPS artwork is recommended for commercial printing.

PNG ARTWORK

PNG artwork files are optimized for office printing and presentations, and can be reduced in size without losing image quality. PNG artwork is the recommended file format for Microsoft® PowerPoint®. PNG files have a transparent background, and can be placed on any color. PNG artwork may also be used for websites, but not all web browsers display PNG files correctly.

GIF ARTWORK

GIF artwork files are built only for on-screen display at specific sizes, and cannot be enlarged without losing image quality. GIF artwork is the recommended file format for websites, but may also be used for PowerPoint.

GIF files always incorporate a white or colored background. Designers may use the RGB EPS artwork to create GIF artwork with a specific background color for use on partner websites.

SELECTING THE CORRECT ARTWORK

The file format you choose should be determined by where and how you plan to use the artwork. Use the list below as a guide in choosing the appropriate artwork.

EPS artwork is recommended for:

Brochures, Embroidery, Packaging, Posters, Newsletters, Silkscreening, Tradeshow graphics

PNG artwork is recommended for:

Microsoft® Excel®, Microsoft® PowerPoint®, Microsoft® Word®

GIF artwork is recommended for:

E-mail graphics, Electronic newsletters, Intranet pages, Web banner ads, Websites

Brand Guideline Checklist

Use this checklist to review the communication you are developing to make sure it complies with the Dun & Bradstreet brand guidelines

- ✓ Have you received approval for using a Dun & Bradstreet brand mark?
- ✓ When using a Dun & Bradstreet brand mark, is there a clear and unambiguous distinction between your solutions, products and/or services, and D&B's?
- ✓ Have you included a license notice at least once in connection with the Dun & Bradstreet brand mark?
“The marks are owned by Dun & Bradstreet, may be registered marks, ®, in the U.S. and in other countries and are used under license.”
- ✓ Did you appropriately copyright Dun & Bradstreet's sources? (e.g. Original texts, graphics, pictures)
Copyright Dun & Bradstreet 201_
- ✓ Are you using the correct trademark? Below is a list of the most common trademarks.
 - Dun & Bradstreet®
 - DUNSRight®
 - D-U-N-S® Number
 - Hoover's™
 - WorldBase®
 - D&B Data Exchange™
- ✓ Is the Dun & Bradstreet name used correctly and consistently?

Thank You!

For additional questions, please email askbrand@dnb.com.