



Brand Guidelines

June 2025

Welcome to Gladly

The following guidelines introduce the identity and explain the guiding principles and elements that express the Gladly brand.

The way we look and sound is a reflection of who we are. Our logotype, colors, typography, voice, tone, and photography are some of the basic elements of our brand. This document not only presents these elements, but also provides guidelines on how to use them.

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Why brand standards matter

Gladly is a radically personal customer experience platform—the only one designed around people, not tickets. We empower agents with a lifelong, seamless conversation across all channels, giving them the context they need to build lasting customer relationships. A strong, consistent brand reflects Gladly’s values, increases recognition, and reinforces our reputation for building customer loyalty through service.

Maintaining a strong Gladly brand starts with clear, consistent messaging across every market we serve. That means every visual and written communication should align with our distinctive identity — helping customers instantly recognize Gladly and understand our value.

These guidelines give you the tools to market Gladly effectively, helping us stand out and strengthen our brand in a competitive marketplace. You’ll find everything you need, including our logotype, color palette, typography, and written style guide.

Have questions? Slack **#team-marketing** — we’re here to help.

How to use these guidelines

For generalists

Gladly employees often are called upon to promote Gladly, whether it's creating a simple agenda, deck, or social media share. Some may have graphic design or marketing training, but others are generalists who need the right tools to get the job done in a professional manner. The following templates are provided to assist the generalist: corporate letterhead, google document, (i.e., letterhead without contact information), Gladly deck, and electronic email signature.

Familiarize yourself with the core brand elements and visual brand components in these guidelines. This will serve as a starting point for you to utilize brand components correctly.

For the design or marketing professional

Gladly calls on professional designers and marketing professionals to use their expertise to promote Gladly in a more complex, sophisticated way.

First, review these guidelines to acquaint yourself with our core brand elements. Then turn to the Branded Applications section to find a sample of tools and ideas that will prepare you for the creation of engaging materials at Gladly.

Terminology definitions

Brand strategy

A plan to connect with our customers over time, to support our business goals. It informs every aspect of every asset we create: visual design, content design, UI/UX design. Just as all our efforts should map to business goals, all our assets should support our belief, vision, and mission.

Belief

Core conviction we hold.

Vision

What the world would be if we brought the brand belief to life.

Mission

What we do to make the brand vision a reality.

Attributes

An element of brand strategy. The impression we want everything Gladly creates to make; brand characteristics. Used when evaluating assets and experiences to decide if they're on-brand.

Gladly and the word hero

At Gladly, we believe that a customer service agent can be a customer service hero. With Gladly, agents have everything they need to be their customers' service/support hero.

To be a hero means:

- Exceeding customer expectations
 - Resolving issues faster than expected
 - Doing something that was otherwise thought to be impossible
 - Providing added value for the customer

However, agents need the right tools to be customer service heroes.

To be a hero, agents need a single platform that:

- Centers around the customer, not tickets or cases
- Empowers agents to recognize, remember, and know customers with full context
- Allows for seamless switching between channels
- Makes it easier to help customers, without having to transfer to someone else

NOTE: Not all agents are heroes. Agents who use Gladly are not automatically heroes.

How and when to use hero

When do we use “hero”

We use hero when directly describing how Gladly turns agents into “customer service heroes.”

Do

Clearly communicate that using Gladly can turn agents into “customer service heroes”.

- “With Gladly, agents have everything they need to be customer serviceheroes.”
- “Learn how Gladly can transform customer service agents into customerserviceheroes.”
- “Empower your agents to be customer service heroes that can save customers from their frustrations and worries.”

When do we not use “hero”

When mentioning customer service agents or support agents generally.

Agents who use Gladly are not automatically heroes, rather Gladly is a unique solution that empowers agents to be “customer service heroes.”

Avoid

Hero is not synonymous with an agent. Do not use them interchangeably.

Hero is not capitalized. We are not treating “hero” as a proper noun.

Hero needs to be modified with “customer service” or “customer support,” and is used as a proper noun: “customer service hero” or “customer support hero”.

Brand strategy

2.1

Who we are

2.2

Mission

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Audience

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Brand promise

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Brand attributes

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Our point of view

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The Gladly difference

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Boilerplate

Who we are

At Gladly, we set out to reinvent customer service.

At Gladly, we set out to reinvent customer service by putting the customer at the center from day one, not tickets. We built a relationship platform because we anticipated that the future of CX would demand both intimacy and scale, efficiency and empathy. Our platform is uniquely powered by Customer AI, which allows us to deliver both radically efficient service and radically personal experiences. This means that every conversation drives down operational costs and boosts long-term customer loyalty, feeling uniquely tailored, instantly responsive, emotionally intelligent, operationally precise, deeply personal, and effortlessly scalable.

Mission

We're Gladly.

At Gladly, our mission is to make customer service radically personal in an AI-powered world. We've replaced outdated ticketing systems with a platform where every interaction becomes part of a seamless, lifelong conversation across all channels. By blending intelligent AI with human connection, we empower brands to deliver personalized service at scale, turning customer service from a cost center into a relationship engine that fuels growth and long-term loyalty.

Audience

An Ideal Customer Profile (ICP) is a set of identifiable traits that describe a customer who gains significant value from using our products and provides the most positive outcome for our business, in return.

At Gladly, we focus on:

- Retail commerce brands with digital shopping cart tech—think direct-to-consumer (DTC), and digital natives, as well as brick-and-mortar retailers who have an online shop.
- These brands have between 10 and 2000 agents.
- These brands are headquartered in North America.

Our brand promise

People won't forget how you make them feel.

We turn every customer service interaction into a meaningful relationship. By placing people at the heart of every conversation and leveraging AI to enhance—not replace—human connection, Gladly ensures customers feel valued as individuals, not just numbers, fostering lifelong loyalty.

Brand attributes

The Gladly brand should feel...

Empathetic

We seek to elevate the value of empathy in our space, and we should always express ourselves as warm, engaged, and encouraging.

Sophisticated

We are intentioned and strive for simplicity, but everything we do has a layer of refinement and polish.

Empowering

We put the agent at the center of our efforts, we speak to them with solidarity and understanding, and we are frank and honest to inspire their trust.

Optimistic

We don't need to patch on a layer of quirkiness, humor or cool—we believe we will win with our confident ease, forward-thinking approach, and powerful stories.

Our point of view

It's no secret that customer loyalty isn't exactly what it used to be. In fact, it's more elusive than ever. Here are proof points that speak to the need for Gladly and our point of view.

- 1 Customer acquisition is more expensive than ever. Customer acquisition cost (CAC) rose +200% in the past eight years. Retail/ecommerce needs to be focused on customer retention.
- 2 Consumer expectations are at an all-time high. It takes just two bad customer service experiences to lose a customer for life. Customer service is where loyalty is either lost or won. Source: Gladly customer expectations report.
- 3 There's more consumer choice than ever. 2.5M new Shopify stores in the last two years.¹

Customer experience is now the basis of brand differentiation—and customer service is where customer loyalty is either lost or won. Every year, businesses lose \$75 billion in revenue from customers who switch to another brand due to inadequate customer service.

¹ SOURCE: Genius Alreport

The Gladly difference

How does Gladly uniquely solve the challenge of customer loyalty?

Gladly re-imagines customer experience to empower companies of all sizes to deliver unparalleled personalization that drives customer loyalty.

- We enhance human connection with Sidekick, our AI engine that learns from every customer interaction, providing agents with smart recommendations while handling routing inquiries automatically—ensuring consistent personalization whether customers engage with AI or human agents
- We replace tickets and cases with detailed customer profiles, so agents have the context they need to resolve issues faster.
- We bring every channel into a single, lifelong conversation thread, so agents can seamlessly meet customers where they are from a single view.
- We make it quick and easy for agents to onboard, train, and perform at their best with an intuitive UI similar to the modern messaging apps you know and love.
- We scale personalization with built-in automated self-service that is purpose-built for ecommerce use cases.

Gladly differentiators

Our value propositions

AI built with customers at the center: Every decision, workflow, and conversation is centered around customers, not tickets. Gladly provides a full context of each customer, including their profile, purchase history, and past conversations, enabling companies to treat every customer as a known individual. This approach matters because repeat business and loyalty come from customers feeling known rather than processed.

AI that's genuinely intelligent: Gladly's AI agent, Sidekick, connects AI's power with deep customer understanding, allowing it to converse naturally, take meaningful action, and continuously learn. It's built on the full history and context of each customer, supports conversations across all channels, answers questions, takes action, and is tailored to the business's brand voice. This intelligence ensures effortless and inexpensive exceptional service.

AI that is simply powerful: Gladly delivers enterprise-grade intelligence with consumer-grade ease of use. It offers plain-language guides for CX professionals, customer-centered insights, and answers authored by the business's team. This simplicity unlocks speed and scales effectively.

Gladly differentiators

Our value propositions

AI that's fluent in every channel: Gladly is built for how people communicate, supporting voice, chat, SMS, email, and social media in one continuous conversation. This means customers never have to repeat themselves, and both human support and Gladly Sidekick always have the full context. This is important because customers use multiple channels, and support should too.

AI that supports self-service and support heroes: Gladly doesn't replace people but amplifies them. Sidekick can resolve many conversations automatically or seamlessly transfer to human agents with complete context and AI-powered tools. This approach ensures the perfect balance of human connection and intelligent automation, recognizing that the future is human and AI working together.

Boilerplate options

Short

Uniquely powered by Customer AI, Gladly is the only CX platform that puts the customer —not tickets—at the center of every conversation. Trusted by the world’s most customer-centric brands, including Crate & Barrel, Ulta Beauty, and Tumi, Gladly delivers radically efficient and radically personal experiences. Learn more at www.gladly.ai.

Medium

Uniquely powered by Customer AI, Gladly is the only CX platform that puts the customer —not tickets—at the center of every conversation. Trusted by the world’s most customer-centric brands, including Crate & Barrel, Ulta Beauty, and Tumi, Gladly delivers radically efficient and radically personal experiences.

Gladly was built for B2C leaders who refuse to compromise on operational efficiency or experience. With Gladly, every conversation feels uniquely tailored and instantly responsive, emotionally intelligent and operationally precise, deeply personal and effortlessly scalable. At the heart of our simply powerful platform is Gladly Customer AI —uniquely designed to maintain a single, continuous conversation across all channels while striking the perfect balance of technology and human connection. Learn more at www.gladly.ai.

Boilerplate options

Long

Uniquely powered by Customer AI, Gladly is the only CX platform that puts the customer —not tickets —at the center of every conversation. Trusted by the world’s most customer-centric brands, including Crate & Barrel, Ulta Beauty, and Tumi, Gladly delivers radically efficient and radically personal experiences.

Gladly was built for B2C leaders who refuse to compromise on operational efficiency or experience. With Gladly, every conversation feels uniquely tailored and instantly responsive, emotionally intelligent and operationally precise, deeply personal and effortlessly scalable. At the heart of our simply powerful platform is Gladly Customer AI —uniquely designed to maintain a single, continuous conversation across all channels while striking the perfect balance of technology and human connection.

Gladly is loved and trusted by hundreds of world-class brands to deliver award-winning experiences and drive serious results —240 million conversations powered by Gladly Customer AI, \$510M cumulative cost savings across brands using Gladly, and a 65% increase in CSAT scores. Learn more at www.gladly.ai.

For media relations

About Gladly

The world's most customer-centric brands use Gladly's CX platform to drive down costs, nurture relationships, and increase loyalty. Powered by proprietary Customer AI, Gladly is the only CX platform that puts the customer, not tickets, at the center of every conversation. Gladly is simply powerful, maintains a continuous conversation across channels, and balances human connection with intelligent and empathetic automation. For B2C leaders who refuse to compromise, Gladly delivers radically efficient service and radically personal experiences. Learn more at www.gladly.ai.

AI maturity

At Gladly, AI maturity is viewed as a clear progression through defined stages, each enhancing customer value and experience.

Here are the stages of AI maturity:

- **Static automation.** Scripted bots or basic automation with no understanding or flexibility. For example, a customer is presented with a pre-set series of buttons for things like "Where is my order?".
- **Conversational.** Engages in basic, natural language conversations. For example, a customer asks about store hours; the AI provides accurate timing information.
- **Agentic.** Can perform meaningful actions, not just communicate. For example, a customer requests to cancel an order; the AI processes the cancellation.
- **Contextual.** Integrates customer history and contextual awareness into conversations. For example, a returning customer inquires about order status; the AI proactively offers relevant shipment details without prompting.
- **Adaptive.** Responses and actions dynamically adjust to real-time insights. For example, an upset customer contacts support; the AI detects frustration, changes tone accordingly, and offers immediate solutions or escalation options.
- **Discerning.** Makes smart, intent-aligned exceptions. Knows when to bend rules to preserve loyalty or trust (like your best agent would). For example, a VIP customer misses a return window; AI assesses loyalty and purchase history to proactively offer a special return exception, preserving loyalty.

Usage of name and tagline

3.1
Usage of name

3.2
Tagline and
Messaging Pillar
Usage Guidelines

Corporate name

Gladly is the everyday word used to describe our company. It is the shortened version of “Gladly Software, Inc.” and is used in everyday operations, marketing, communications and public relations.

Gladly Software, Inc. is the legal corporate name for Gladly and is used in legal documents, contracts, and related items to refer to the company.

Use the full name to indicate copyright protection and copyrightable intellectual property (IP) such as written documents, software, or website content.

For example, as in the footer of each page on the gladly.com website: © 2025 Gladly Software, Inc. All Rights Reserved.

Tagline and messaging pillar usage guidelines

To ensure consistent and impactful brand communication across all assets (e.g., ads, emails), these guidelines define the appropriate usage of our key taglines and messaging pillars, aligning with our visual identity and brand direction.

Messaging pillars hierarchy (the why, what, and how)

To further guide our communication, we will use a tiered approach for our messaging pillars:

Level 1: Overarching brand philosophy

This level encompasses Gladly's core belief and its fundamental challenge to the status quo. It's about "why" Gladly exists. Gladly's philosophy centers on the conviction that brands should not have to choose between delivering exceptional customer experiences and achieving operational efficiency; this is a false choice.

Level 1: Overarching brand philosophy

Refuse to compromise (or the power of 'AND')

This is Gladly's anchoring narrative, capturing the brand's point of view that B2C leaders should not have to choose between operational efficiency and personalized customer experiences.

- **Purpose:** Anchors our narrative — "the why."
- **Focus:** Captures Gladly's point of view that brands shouldn't have to choose between efficiency and experience. This supports our positioning and vision.
- **Usage:** Best when discussing the market, Gladly's category stance, or the broader promise of Gladly 2.0. This phrase is considered the top-level hierarchy for our messaging.

Radically efficient. Radically personal.

This phrase describes the dual benefit Gladly delivers, emphasizing that both efficiency and personalization are achievable simultaneously. The order is intentional, with "efficiency" leading to highlight cost savings, and "personalization" as the payoff of a customer-centric approach.

- **Purpose:** Speaks to the outcome — "the why."
- **Focus:** Highlights that Gladly delivers both highly efficient service and deeply personalized experiences.
- **Usage:** Ideal when introducing Gladly's core value proposition or emphasizing the "power of and."

Level 2: Core differentiators

These pillars highlight the fundamental aspects of Gladly CX platform and its unique approach to customer experience with Customer AI. They elaborate on the "what" Gladly offers at a strategic level.

Customer at the center	Gladly was purpose-built to organize around the customer, not tickets, providing a lifelong, seamless conversation across all channels with full context.	Fluent on every channel	Gladly's platform is built for how real people connect, allowing seamless switching between voice, chat, SMS, email, and social, with every message in one continuous conversation.
Genuinely intelligent	This emphasizes that Gladly's AI (Customer AI and Sidekick) is designed to listen, learn, and act with care, going beyond basic automation to understand intent and sentiment.	A Sidekick for your customers	This specifically refers to Gladly Sidekick, the AI agent, which automates routine inquiries and assists human agents, acting as a supportive tool for both customers and agents.
Simply powerful	This tagline speaks to the strength and sophistication of Gladly, Gladly Customer AI, and Sidekick, delivered without complexity. It highlights enterprise-grade intelligence with consumer-grade ease of use.	Turns agents into support heroes	While not explicitly detailed as a Level 2 pillar in the provided document, the overarching narrative reinforces that Gladly empowers agents with tools and context to excel. This resonates with the idea of agents becoming "customer service heroes" by providing exceptional service.

Level 3: Specific product capabilities and benefits (illustrative)

These are deeper-level explanations that provide more granular detail about how Gladly delivers on its promises. They are generally used when more specific information is required, such as in detailed product descriptions or technical content.

Rich customer understanding	Provided through a unified view of customer data, order history, preferences, and behaviors.	Acts intelligently	Sidekick can perform meaningful, secure actions to resolve issues and recommend next steps.
A single, lifelong conversation	Every interaction becomes part of a seamless thread across all channels, eliminating repetition for customers.	Adapts in real time	Sidekick adjusts tone, decisions, and escalation pathways dynamically based on real-time context.
Understands naturally	Sidekick interprets intent, sentiment, and nuance across all channels.	Remembers relationships	Sidekick uses historical conversations, preferences, and purchases to personalize interactions.

Registered trademark and trademark use

4.1

Registered
trademark

4.2

Trademark use

Registered trademark

Corporate name

“Gladly” is a federally registered trademark. Gladly is trademarked as a cloud based software as a service (SAAS) for use in customer relationship management (9XRM); cloud based software as a service (SAAS) for use in customer service centers, and providing support for call centers, help desks, and customer service agents.

Product-specific trademarks

Using “Gladly” to precede a product trademark helps identify and protect our IP—as in “Gladly Insight Builder®.” Therefore, all Gladly product trademarks in print or digital assets are to be preceded with “Gladly” in first reference.

Example:

The following product is trademarked and referenced correctly.
Gladly Insight Builder®.

Trademark use

The circle R mark ® is used to indicate that a word, phrase or logo is federally registered with the U.S. Trademark Office to a specific owner for a specifically defined class of goods or services.

The R mark ® is to be placed in immediate conjunction with the registered mark.

Example:

The following product is trademarked and referenced correctly.

Gladly Insight Builder®

The Gladly logo

- 5.1
Primary logo
- 5.2
Alternative logo variations
- 5.3
Rules of logo use
- 5.4
Logotype

Primary logo

The Gladly logo represents the notion that every customer service experience can be made infinitely better by adding Gladly to the conversation.

It is a bold, straightforward, and valuable piece of our brand. It has been crafted with great consideration. It is a stylized version of the name Gladly.

The following pages are intended to demonstrate how to use the logo across a variety of situations to make sure that it is always presented in the best light.

Primary logo

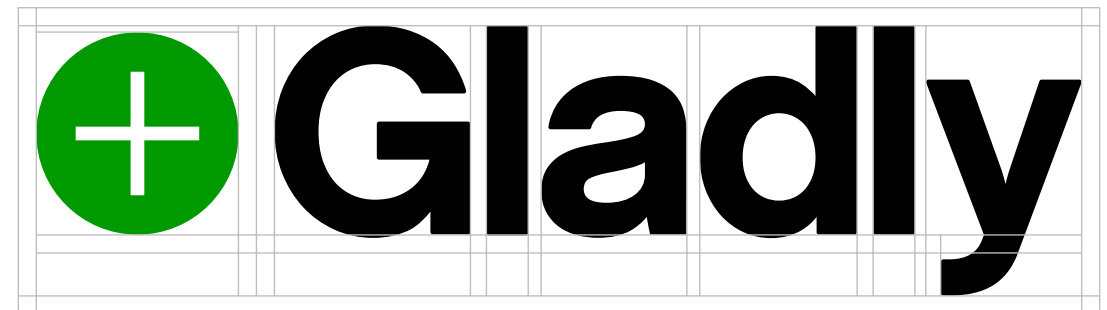


Primary logo lockup

The primary Gladly logo lockup includes the stylized Gladly name with the icon. The logo and lockup files are available in black, white, and full color.

The spacing, color, alignments, and alterations have all been designed with intent and should not be altered in any ways, beyond the examples on the following pages.

Correct primary logo lockup



Primary logo variations

While the primary lockup should be used whenever possible, in certain situations it may be necessary to use an alternate version of the Gladly mark. These examples demonstrate the correct marks to use in these specific cases.

Logo variation rules

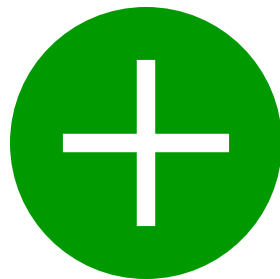
- 1 When the black logotype does not provide enough contrast against the background, the logotype may be used in white.
- 2 In cases when the background color is too close in value to the green mark, an all-white version may be used.
- 3 In the rare cases that the mark must be shown in 1-color a solid black or white version should be used (depending on the background).



Mark

The custom mark originates from the product serving as the emblem of the brand.

When using the mark on its own, please be sure that the word Gladly adjacent to the mark (such as an app screen icon).



Logotype

Our logotype is crafted to compliment the geometry of the logotype.

With roots in the Chalet font family, its timelessness and approachability must be retained by using only the version provided to you. At this time, the logotype should not appear on its own, but is included for future reference.

Gladly

5.2

Alternative logo variations

Gladly has one approved alternative logo. This logo may be used in specific circumstances and must adhere to primary logo rules.

The Gladly Pride logo may only be used in the following scenarios and must follow the logo variation rules listed below.

Logo variation application rules

- 1 The Gladly pride logo may replace the primary logo on the Gladly website, in email signatures, and on social media sites.

NOTE: The pride logo may be used on branded apparel and on DEIB-specific branded assets throughout the year, where appropriate.



Rules of logo use

To maintain a consistent look and feel and to increase the effectiveness of the visual brand, it is important to follow the logo and lockup usage rules defined in these guidelines. The integrity of the logo, as designed, must be kept intact so that all communications coming from Gladly can be immediately recognized as such.

Logo use must always adhere to the guidelines as stipulated on the following pages, in order to ensure a strong visual presence of our logo.

Third party requests for Gladly logo usage requiring review

Gladly is often approached by partners, customers, industry figures, influencers, and media about using our logo on their websites, marketing collateral, signage, etc. Whether or not to permit use of our logo depends on many factors and requires brand guidance.

Slack **#brand** to request guidance and permission for logo usage.

Logo rules and guidelines

6.1
Logo clear space

6.2
Minimum sizes

6.3
Incorrect usage

6.4
Logo placement

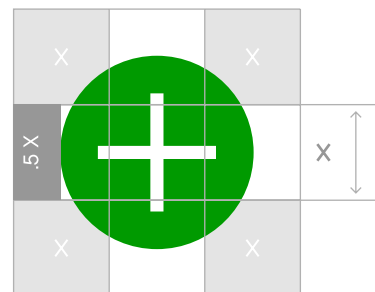
Logo clear space

To maintain the integrity of the logo and to prevent overcrowding in compositions, a minimum space around the logo should be kept clear from other graphics. This area of isolation allows the logo to stand out by ensuring that any copy, additional identities or other visual elements are kept clear from the Gladly logo. The clear space, defined as “x”, is illustrated on this page. The measurement is relative to the size and applies to all four sides around the logo.

Primary Lockup



Mark



Logotype



Minimum sizes

Our logo should always be recognizable and easy to read. Minimum sizes for printand digital are shown here to ensure legibility is retained in all communications.

Print



.18 inches tall

.15 inches tall

.18 inches tall

Digital



23 pixels tall

30 pixels tall

23 pixels tall

Incorrect primary logo usage

The spirit and message of the brand depends on the Gladly logo maintaining a consistent appearance in all cases. In order to preserve the integrity of the logo, the following examples illustrate some things you should not do.

- 1

Do not alter the color of the logo
- 2

Do not substitute the Gladly typeface for another
- 3

Do not warp, stretch, squash or tilt the logo
- 4

Do not place logo inside a container device
- 5

Do not change the logo lock up
- 6

Do not rearrange elements within the logo
- 7

Do not fill the logo, or elements of the logo
- 8

Do not add effects or treatments to the logo
- 9

Do not place the logo on a complicated background
- 10

Do not place the logo on a backdrop with low contrast



Incorrect product-specific logo usage

Product-specific logos are not permitted at this time.

Rules to follow

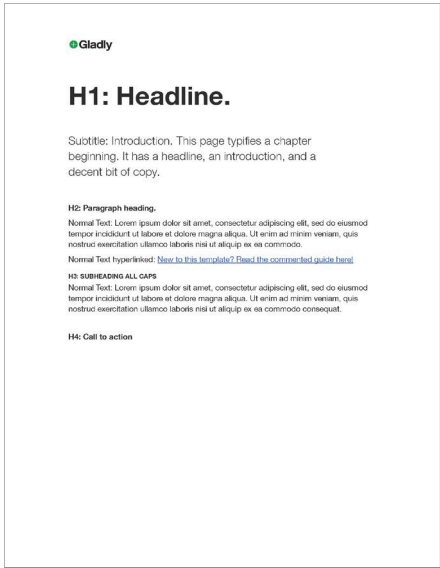
- 1 Gladly products and features do not have specialized treatment.



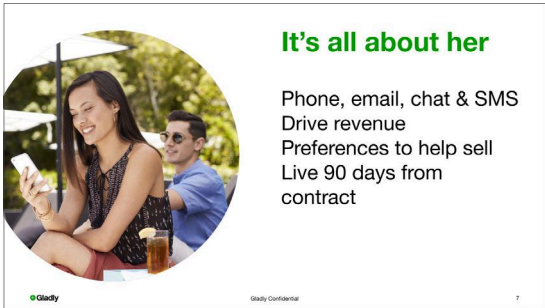
Logo placement

The Gladly logo should be placed on all created assets. Logo placement differs for each type of branded application, although the general guidance is to place the logo in the top or bottom left corner of the asset.

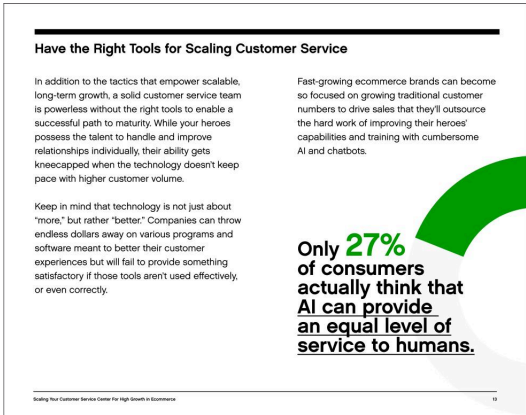
1 Sample Gladly document



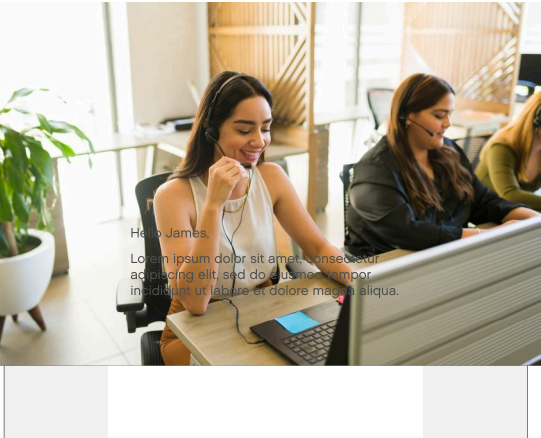
2 Sample Gladly deck slide



3 Sample Gladly report page



4 email



Color, typography, and icons

7.1
Color palette

7.2
Typography

7.3
Hierarchy

7.4
Icons

Primary color palette

Our primary color palette is vibrant, optimistic and heroic. Green is our primary shade, with complimentary colors of black, white, and grey.

Values



Gladly Green

CMYK 84 12 1002
RGB 0 155 0
PMS 368 U
HEX 009 B00



White

CMYK 61 100 36 38
RGB 90 0 75
PMS 255 U
HEX 5A004A



Black

CMYK 0 0 0 95
RGB 13 13 13
PMS Black 6 C
HEX 0D0D0D



Gray 2

CMYK 66 58 57 36
RGB 37 37 37
PMS Neutral Black C
HEX 252525



Gray 1

CMYK 0 0 0 5
RGB 243 243 243
PMS P 179-1 C
HEX F3F3F3



Secondary color palette

Our secondary color palette offers a vibrant purple as a premier accent as well as lighter tints of purple and green that can be used in supporting elements throughout the brand.

Values



Purple

CMYK 84 12 1002
RGB 140 105 240
PMS 368 U
HEX 8C69F0



Purple Tint 1

CMYK 21 28 0 3
RGB 197 179 248
PMS 942 U
HEX C5B3F8



Purple Tint 2

CMYK 10 14 0 8
RGB 211 202 235
PMS 9360 U
HEX D3CAEB



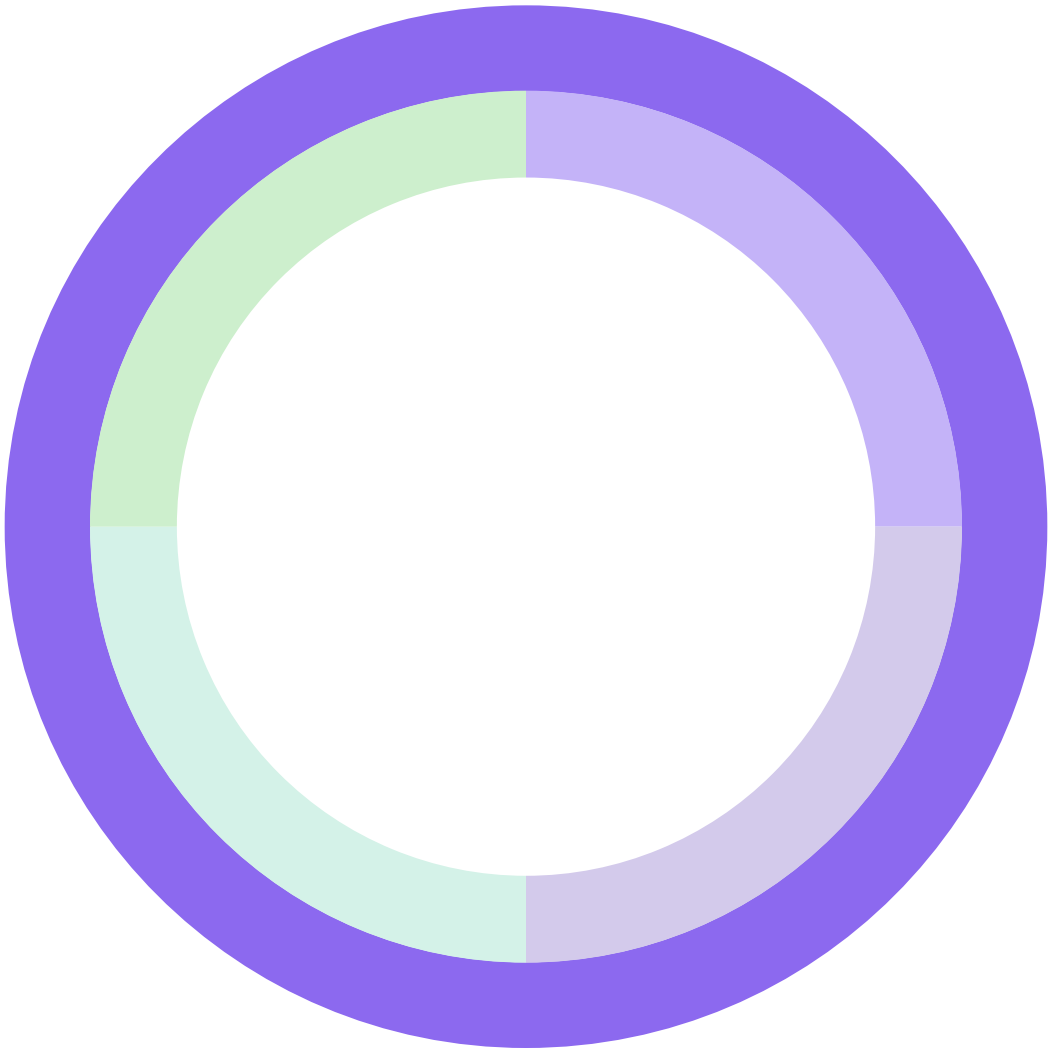
Green Tint 1

CMYK 14 0 14 6
RGB 205 239 205
PMS 9560 U
HEX CDEFCD



Green Tint 2

CMYK 12 0 4 5
RGB 243 243 243
PMS 9520 C
HEX D5F2E8



Primary typeface

The Chalet font family has been chosen as the Gladly brand typeface for its character and versatility. The face strikes a balance between a clean functional aesthetic and a friendly, optimistic feel.

To maintain a modern & heroic presence, the typeface should be negatively tracked slightly. It should always appear tight, not loose or open.

Rules to follow:

- 1 Use Chalet London Nineteen Sixty for headlines in print and digital applications.
- 2 Use Chalet London Nineteen Sixty for paragraph or sub-heading text in print and digital applications.
- 2 Use Chalet London Nineteen Sixty for paragraph or sub-heading text in print and digital applications.

NOTE: In order to use this typeface, appropriate font licenses must be purchased based on number of users and intended applications. Details can be found on the House Industries website.

CHALET FAMILY can be purchased at <http://www.houseind.com/fonts/chalet>

Headlines, Paragraphs or Subheads

Chalet London Nineteen Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*+-(

Specific instances where prominence is required

Chalet New York Nineteen Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*+-(

Alternate typefaces

Helvetica Neue has been chosen as the Gladly alternative brand typeface based on its parallels to Chalet. Helvetica Neue is only to be used in instances where Chalet is unavailable, such as in Keynote presentations or native apps.

As With Chalet, the typeface should be kerned between—20pt & 0pt, depending on the size of the the copy. It should always appear tight not loose or open.

Rules to follow:

- 1 Helvetica Neue Medium should be used for primary headlines in print and digital applications where Chalet is not accessible.
- 2 Helvetica Neue Medium should be used for sub-headlines in print and digital applications where Chalet is not accessible.
- 3 Helvetica Neue Medium should be used for paragraph text in print and digital applications where Chalet is not accessible.

Headlines, Paragraphs or Subheads

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*+-(*

Hierarchy

This is a reference for how to successfully create typeface scale hierarchies. This is a guide for how to maintain legibility when there are multiple levels of information.

- 1 Chalet New London Nineteen Sixty must be used for all major headings.
- 2 Chalet New London Nineteen Sixty is used for intro paragraphs and subheadings.
- 3 Chalet London Nineteen Sixty is used for body copy or where large amounts of long-form copy are needed.
- 4 Chalet London Nineteen Sixty is used for CTAs.

1 Headline

2 Intro Paragraph & Subheadings

3 Body copy

Gladly believes in a happier world where customers are back at the center of customer service. To make this vision a reality, we've set out to be the platform that brings together the best of people and AI to help customer-obsessed brands create irrational loyalty and deliver radically personal service.

4 Get a demo

Brand Photography

8.1

Overview

8.2

Customer tone

8.3

Customer scenes

8.4

Agent tone

8.5

Image cropping

8.6

Illustration

Overview

The following direction and examples are intended to help shape Gladly photography usage and future shoots. Gladly imagery focuses on both the customer and agent story in a way that is true to the Gladly narrative.



Customer tone

Honest / Authentic / Relatable / Positive

Customer shots should feel in-the-moment and honest, with high production value. Clean, natural lighting and slightly shallow depth of field will help create an uplifting and positive tone, while simple styling and propping will help keep the focus on the subject.

Actions should be focused on devices and the communication that is occurring. To keep things feeling relatable and authentic, models should be facing the camera, but not at a direct angle. Over the shoulder and captured moments are great too. Avoid imagery where the subject is looking directly at the camera.



Scenes

Our photos should always showcase customers interacting with premium brands in an authentic way, across a range of modern scenarios and locations. Scenes should vary across appropriate locations, devices, demographics, and ethnicities.

When possible, additional propping (such as a box to represent an order or luggage to represent travel) should be included as an alternate shot, to allow for flexibility in later applications/communications.



Agent tone

Empowered / Rewarding / Positive / Heroic

Agent photography should showcase representatives in a way that presents their job positively and heroically. This will help to elevate settings and poses that may otherwise appear “stock-like”.

Agents’ expressions should always convey pride, happiness, and satisfaction.

Special considerations should be made to the lighting and focus to align them with the consumer lifestyle photography. Combined with clean, simple propping, this will bring warmth to settings that are likely to have less natural light and can often feel cold.



Composition and cropping

To “crop” an image is to remove or adjust the outside edges of an image (typically a photo) to improve framing or composition, draw a viewer’s eye to the image subject.

Tips for cropping images:

- 1 Crop-in tighter on primary subjects to create closer connections.
- 2 Don’t always center your subject, use the rule of thirds when possible.
- 3 Utilize foreground elements to add depth and visual interest.



Illustration usage guidelines

Stick to the approved icon styles for illustrative needs. Avoid cartoon-like illustrations as they are not explicitly supported by the existing brand guidelines and may conflict with Gladly's sophisticated and professional visual identity.

Avoid animated figures: The brand aesthetic emphasizes a sophisticated and professional appearance through photography, a defined color palette, and specific typography. Animated figures, particularly those that might be perceived as cartoon-like or overly playful, conflict with this established brand identity and could undermine the desired impression of sophistication and professionalism.

Focus on photography for human connection: Gladly heavily features photography of customers and agents to convey human connection and positive interactions. The use of cartoon-like illustrations detracts from this emphasis on authentic human representation.

Prioritize clarity and simplicity: Gladly's communication aims to be "radically simple". While icons contribute to this by simplifying concepts, elaborate or cartoon-like illustrations might introduce unnecessary visual complexity that is not in line with the brand's clear and straightforward approach.

Written style

9.1
Writingfor Gladly

9.2
Voice

9.3
Tone

9.4
Go-to phrases

9.5
Words to use
carefully

9.6
Words to avoid

9.7
Written rules

9.8
Grammar FAQ

9.9
Examples

Writing for Gladly

The purpose of this written style guide is to ensure a continuous brand experience across multiple contributors and assets. By following the written style and guidance found in the following pages, we can be sure our written communication is cohesive and consistent across various formats.

Voice

Our voice is our identity. It's constant.

Gladly sounds like Gladly when we:

- 1 Help people get what they need as quickly as possible.
- 2 Make complicated things sound less complicated.
- 3 Communicate the why as well as the what.
- 4 Use simple, clear language that anyone can understand.
- 5 Don't take ourselves too seriously.

Our voice rarely changes. It is a manifestation of who we are and what we believe.

- 6 We are empowering. Use language that looks forward to what's possible by unpacking complexity and providing encouragement. A focal point of our language is making people feel like they have the information they need and they are in control. So, give them the exact information they need, along with opportunities to learn more so they can elevate their 'hero' status.
- 7 We are empathic. Customer service is hard, emotionally charged work, as an agent, manager, and on the customer side. Adapt your tone to the level of anxiety, excitement (or other emotion) regarding the situation, who you're writing to, and what you're writing about.
- 8 We are radically simple. Structure your communications so they are easy to read (structured). Easy to put into action (provide clear, next steps). Easy to comprehend (the reader's POV should frame the content).
- 9 We are uniquely believable. Avoid overly dramatic storytelling and grandiose claims. Focus on our differentiated strengths and track record. Let our customers and influencers talk for us.

Voice of the Hero

- 1 Optimistic, Positive
- 2 Humble, Credible, Helpful
- 3 Professional, Aspirational, Bold

Tone

Unlike voice, our tone is situational. It changes depending on the context.

- Our tone is professional yet relaxed, and playfully relatable.
- When appropriate, we inject levity while delivering value.
- We present ourselves as leaders and experts in everything related to customer experience.

Spectrum of tone

The tone of our writing typically falls between functional and expressive, depending on the medium we are writing for.

- ‘Functional’ writing is clear and straightforward. It organizes information to anticipate our audience’s needs and ensures they have a satisfying user experience.
- ‘Expressive’ writing is fresh and interesting. It’s writing that puts our personality on display in an unexpected and memorable way.

Go-to phrases

The following are common phrases used in Gladly communication.

Radically personal: this describes the differentiation Gladly offers.

Heroes: a term to describe how Gladly turns agents into “customer service heroes”.

People, not tickets: when we are looking to make a distinction between our product philosophy and our competitors we use this phrase.

A single, lifelong conversation: the implementation of our conversation thread may be the product’s primary differentiator. The two modifiers are important here, ‘single’ queues up the fact that we don’t have the need to merge threads from separate tickets since we are people-centered. The term ‘lifelong’ showcases the breadth of our conversation feed regarding historical context as well as channel availability.

Customer Service Platform: we purposefully define our product as a platform vs. software. This distinction is important as it indicates that we are an application that brands can build on top of (yet we manage the data layer). It also showcases that our product enables brands to increase features (and potential revenue) via other integrations through the shared power of the platform.

Digitally focused companies: we use this phrase when we are referencing current or prospective brands that value Radically Personal customer service.

People-centered, People at the center, People-centric: these describe our POV on the Gladly product and product development. Note that we do not use “person centered”

Words to use carefully

While we avoid industry jargon or buzzwords, some jargon-adjacent words are appropriate to use in educational contexts. Only use the following words (similar ones) if you're writing about marketing education and/or have room to briefly define them:

- buyer journey
- conversion
- customer lifecycle
- integrated marketing
- lead generation
- marketing funnel
- multichannel marketing
- omnichannel marketing
- product-market fit
- value proposition

Words to avoid

Avoid using the following words in our marketing collateral or communication:

- Internets, interwebs, or any other colloquial variation of the word “internet”
- Ninja, rockstar, wizard, or unicorn to describe a unique individual or company (unless referring to a literal ninja, rockstar, wizard, or unicorn)
- Young, old, or elderly in the context of someone’s age
- Crushing it, killing it, taking a stab at it, flush out, pow-wow, hustle or any other casual lingo
- Crazy, insane, or similar words
- Blacklist, whitelist, grandfathered, slave, master, deaf, blind, and any other subtle or blatant racist or ableist terms
- Enable or disable — use ‘activate’ or ‘deactivate’ instead where possible. You can also use ‘allow’ when describing the ability to do something. Other synonyms include ‘permit’ and ‘empower’.

Writing rules

Core AP Style Rules

- Use Oxford comma
- Spell out numbers 1-10
- American English spelling
- One space after periods

Gladly-specific rules

- Use the active voice
- Sentence case for headlines (no periods)
- Contractions encouraged for friendly tone
- Minimal exclamation points
- Gladly is never possessive—it's Gladly, not Gladly's
- Spell out acronyms first (CX, LTV)
- Trademark symbol (®) for People Match

Emoji usage guidelines

- **Design assets:** Emojis should not be used in formal design assets such as documents, reports, presentations, or website content.
- **Social / Chat / SMS:** Emojis may be used on social media, chat, or SMS channels to inject levity and personality. However, this should be done with care to maintain the overall brand tone.

Grammar FAQ

Do we always use an oxford comma?

Yes.

Do we use parentheses?

No.

Do we spell it E-commerce or e-Commerce?

Neither. Gladly spells this word as Ecommerce or ecommerce.

Is easiest-to-use hyphenated?

Yes. Easiest-to-use is an adjective. e.g., Gladly is the easiest-to-use customer service platform.

Do we use em dashes (—) or en dashes (–)? If so, what are the key commands to create them?

Yes, we use em dashes (—) in sentences and headlines. We use en dashes (–) for expressing range of numbers, dates, or time, e.g. 1–10. On Mac OS hold down Option while pressing the Minus key twice for “—” and once for “–”.

When do we use &?

In headlines and titles.

When do we write out numbers?

For numbers less than ten, it's one, two, three and first, second, third. For 10 or greater we write it numerically, 11, 12, 15th, 20th.

How do we write time zones?

Pacific Time Zone - PST, PDT

Mountain Time Zone - MST, MDT

Central Time Zone - CST, CDT

Eastern Time Zone - EST, ECT

How do we write the time of day?

10 - 10:30 am

Noon - 1 pm

6 - 6:30 pm

How do list timezones?

We list timezones from Pacific Time to Eastern Time.

11 am - pm PST / 2pm - 5 pm EST

Short and sweet

Short, concise sentences have better comprehension. Limit multiple coordinating conjunctions—for, and, nor, but, or, yet, and so—in one sentence.

Example

Gladly provides customer visibility across every channel to boost agent productivity.

Why?

This sentence clearly and succinctly states what Gladly offers with the resulting value prop.

Avoid

Boost productivity across every channel by providing your agents the tools and customer visibility needed to become more efficient.

Why?

This sentence uses multiple coordinating conjunctions—by, and—with a prepositional phrase—by providing—plus a past participle, “needed.” In other words, it’s hard to follow and clunky. And the value prop is lost, are we talking about boosting productivity or efficiency?

Cut the fluff

If a sentence, phrase, or paragraph, isn't adding context, remove it. Dense introductory paragraphs don't add much value or interest. Much better to make a quick subject introduction and move the reader on to what they are interested in.

Example

81% of consumers say customer service falls below their expectations.
So, what should B2C brands do to improve?

Gladly's third-annual report on customer expectations explores insights from +1,500 consumers.

Here's what you'll learn in this report.

- The 3 top leading trends in customer service
- How to use self-service to increase CSAT
- Which customer service channels do customers most prefer

Why?

This short, direct paragraph clearly presents what problem the report addresses and how the report will help to solve it by spelling out what someone will get from reading it. And the value prop is lost, are we talking about boosting productivity or efficiency?

Avoid

In times of chaos, consumers find comfort in personalized service—and the connection, speed, and ease it brings. Since ecommerce has seen 10 years of growth in the span of less than a year, our customer expectations report is even more important as it serves as the voice of consumers and what they expect when it comes to the online shopping experience, from the brand they love

From consumer expectations to current digital and ecommerce trends, discover new data to help you make customers feel more connected to your online brand

Inside this report, you'll explore insights like:

- 63% fall in love with brands because of great service
- 62% will recommend a brand to a friend because of great service
- 45% will never shop with a brand again after 2 bad service experiences

Why?

This paragraph goes into self-aggrandizement without salient proof points. Why should someone want to download this report? The bullet points don't articulate what the report includes.

Voice and tone

Voice

Our brand's personality, as described in an adjective. There is one voice for our brand.

Tone

A specific variety of the voice is informed by such factors as audience and channel. There are multiple tones to a voice.

Active vs. passive voice

In a sentence written in the active voice, the subject of a sentence performs the action.

In a sentence written in the passive voice, the subject receives the action. Sentences written in the passive voice are longer, clunkier sentences. The active voice reads more smoothly and keeps sentences shorter and easier to understand.

Example

Active: Gladly believes that customer service drives loyalty.

Passive: It is believed by Gladly that customer service drives loyalty.

Why?

A tip for converting sentences from the passive to the active voice is to look for a "by" phrase (e.g., "by Gladly" in the last example above). Rewrite the sentence to eliminate "by" so that the subject is closer to the beginning of the sentence.

Headlines

We use sentence case for headlines. Make them specific and memorable. Try not to go over two lines. State the main point without being too clever. Please note that we do not use periods for headlines.

Example

Agents love Gladly – learn why

Why?

This is a quick read and helps hint at what content will follow it.

Avoid

Gladly makes it fast and easy for agents to help customers.

Why?

This is too long for a headline and isn't very memorable.

Subheadings

Subheadings help summarize and clarify headlines. They should advance a reader's understanding and not exceed three lines.

Example

Automatically match your most valuable customers with the same service hero every time for a white-glove experience that inspires customer loyalty.

Why?

This specifies what Gladly enables and the benefit.

Avoid

Drive deeper relationships with high-value customers by routing them to dedicated agents who know everything about them—including what their preferences and past purchases—building brand loyalty and customers for life.

Why?

This is a long, run-on sentence that obscures the value prop of Gladly.

Brand voice

Confident, but not condescending

Example

Gladly is designed to empower your customer service agents.

Avoid

If you're struggling with customer service, let Gladly help.

Simple, but not vague

Example

Gladly is rated the #1 easiest-to-use help desk software.

Avoid

Gladly is loved by brands.

Positive, but not superficial

Example

Explore actionable strategies to re-imagine your customer service.

Avoid

Gladly is loved by brands.

Body

It's all about that first sentence. Avoid dense compound sentences with more than one idea. Try not to overwhelm the user with too many data points (80% of this, 23% of that)—think about the intended action and focus on one concept at a time.

Example

It makes a lot of cents—only pay for what you use. Gladly's flexible pricing means you can scale up and down, month-to-month.

Why?

This short, direct first sentence has one clear focus.

Avoid

Not only do we have one simple transparent price, with Gladly, you get all channels—including voice—built-in and integrated, along with all our other features.

Why?

This is cramming too many ideas into one, long sentence.

Copy for product

Our voice and tone should be consistent through all of our words, including those in the Gladly product.

How we talk about capabilities

When describing Gladly product names, we write them as “Gladly + Capability Name.” For the first mention of any trademarked capabilities, we use the trademark symbol for the first mention. Every mention of that capability after does not need the ® symbol.

Example

Gladly People Match® ensures customers reach the right agent every time.
Learn more about People Match.

Avoid

Gladly’s people match ensures customers reach the right agent every time.

Punctuation examples

If it's not on this list, defer to the AP Style Guide.

- add-on (noun, adjective), add on (verb)
- back end (noun), back-end (adjective)
- best seller (noun), best-selling (adjective)
- beta
- brick-and-mortar
- checkbox
- coworker
- double-click
- drop-down (noun, adjective), drop down (verb)
- ecommerce (the industry)
- ePub
- email (never hyphenate, never capitalize unless it begins a sentence)
- To name
- From name
- Reply-to name
- Subject line
- Cc, Bcc
- emoji (singular and plural)
- front end (noun), front-end (adjective)
- geolocation
- hashtag
- homepage
- integrate
- internet (never capitalize unless it begins a sentence)
- login (noun, adjective), log in (verb)
- multichannel
- nonprofit
- OK
- omnichannel (use sparingly)
- online (never capitalize unless it begins a sentence)
- opt-in (noun, adjective), opt in (verb)
- pop-up (noun, adjective), pop up (verb)
- pre-sale
- product-market fit
- self-service
- setup (noun), set up (verb)
- signup (noun, adjective), sign up (verb)
- sync
- third party (noun), third-party (adjective)
- tweet, retweet
- username
- URL
- website
- WiFi

Web styles

The marketing site is designed using the same brand guidelines. The following pages are intended to demonstrate how the same rule of typography, tone, and structure function specifically in the digital space.

10.1

Website type styles

10.2

Website grid structure

10.3

Grid examples

Website typography styles

This is a reference for how to create scale hierarchy for digital communications using the current Gladly Typescale. It is intended to ensure legibility and easy scanning when there are multiple levels of information.

The styles and sizes shown are simple representations of the responsive Typescale that is defined within the Gladly Design System. For accurate sizing tokens, please review the Design System file.

- 1 Hero Sentences
- 2 Section Headers
- 3 Subheads
- 4 Paragraphs (body copy)
- 5 Navigation
- 6 CTAs
- 7 Footer Elements

- 1 Large Header
- 2 Medium Header
- 3 Subheading
- 4 Customer service no longer seems to be about customers. Today, most solutions are oriented around tickets and systems that aim for deflection in the name of efficiency and cost savings. Enter, Gladly. We're doing things differently, and it's proven to work. But don't just take our word for it.
- 5 Why Gladly
- 6 Get a demo
- 7 Events & Webinars

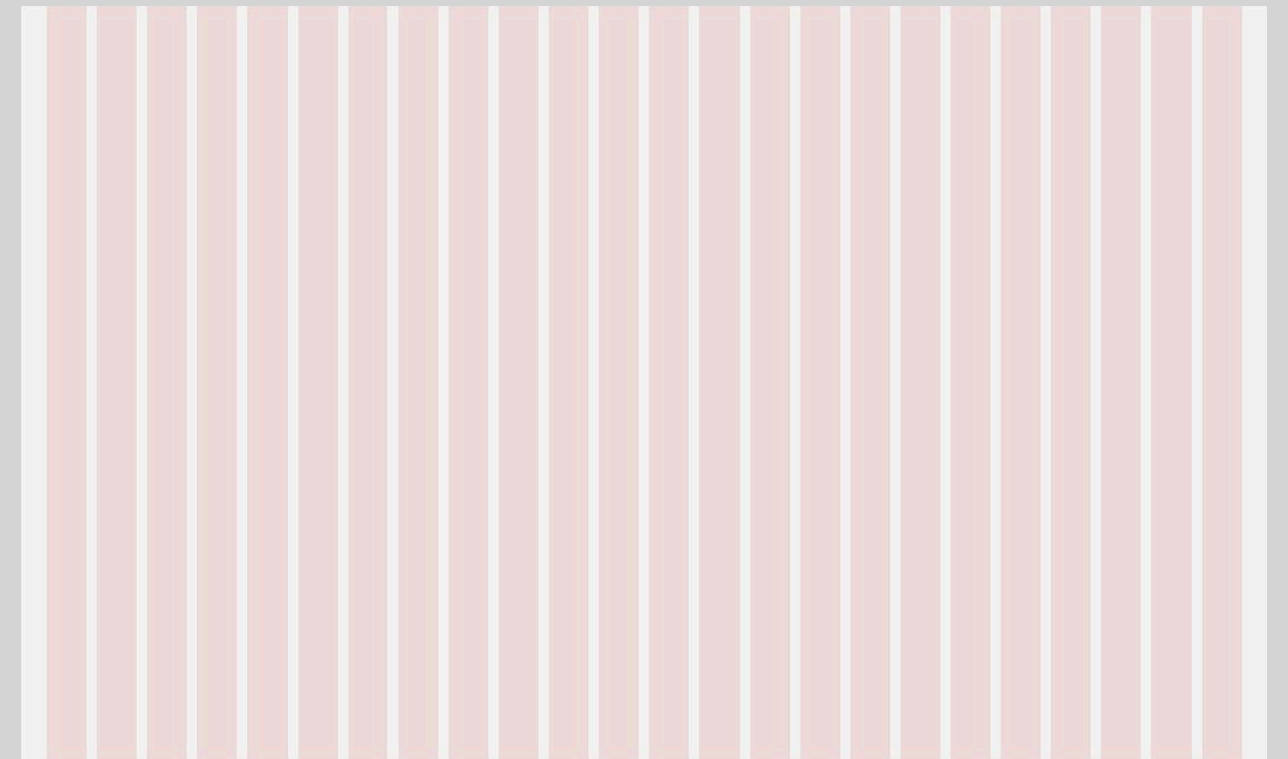
Website grid structure

The Gladly Design System uses a padding and spacing scale of 4px. Wherever possible, using increments of 4px when creating padding distances between elements and components.

The Gladly marketing site includes a 24 Column Grid, with a starting size of 1920px wide, which can be used as a starting point to establish a range of layouts and treatments based on the variety of content needs.

The site is built to be responsive across a number of breakpoints, but consideration should be given to how content is displayed, scales & reformats at mobile sizes.

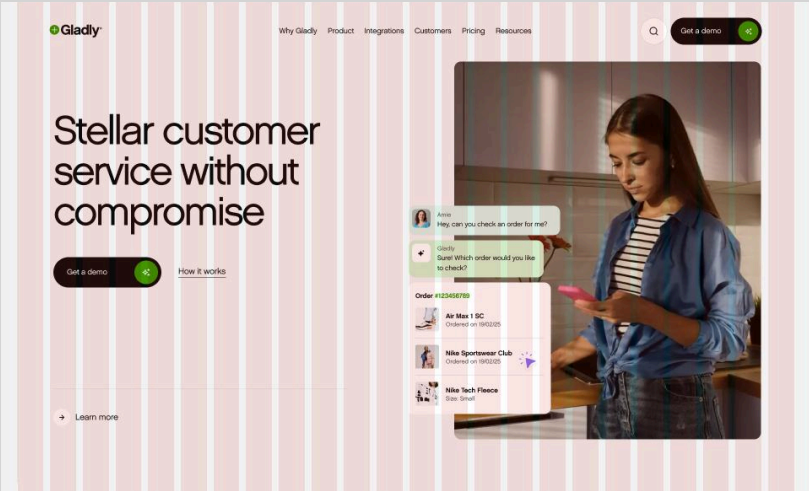
- 01 40px margin
- 02 20px gutter
- 03 24 columns



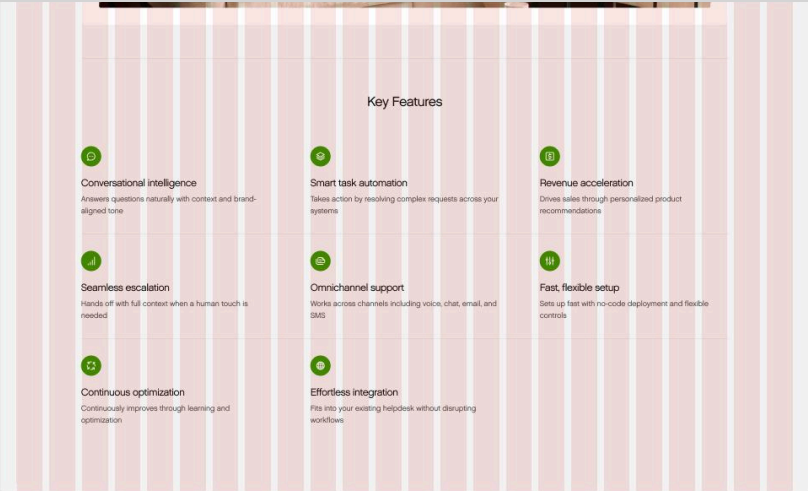
Website grid examples

Note:
The modules show here (and their variations) can be found in the site redesign Figma files.

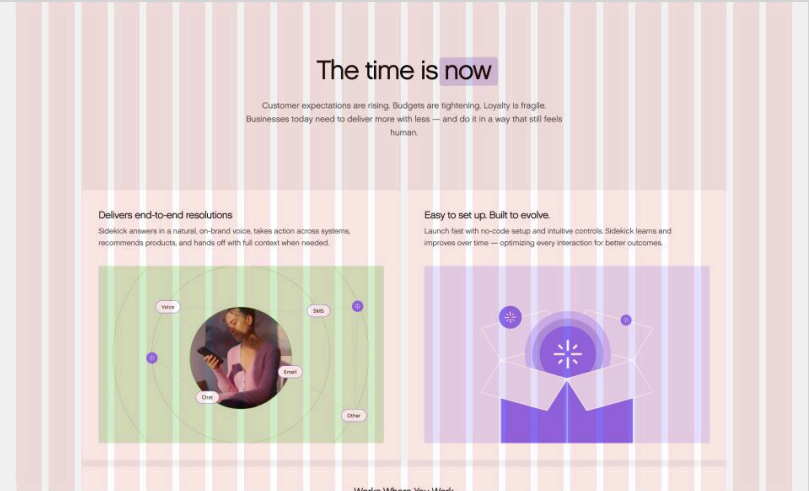
Hero



Feature Grid

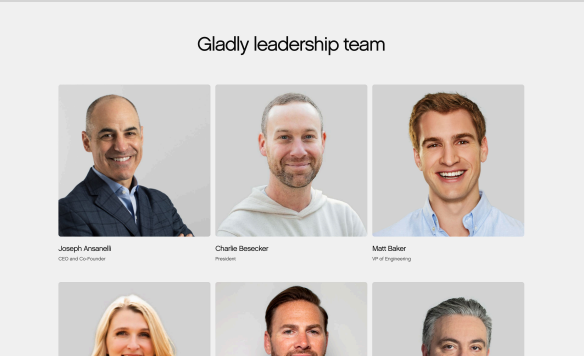
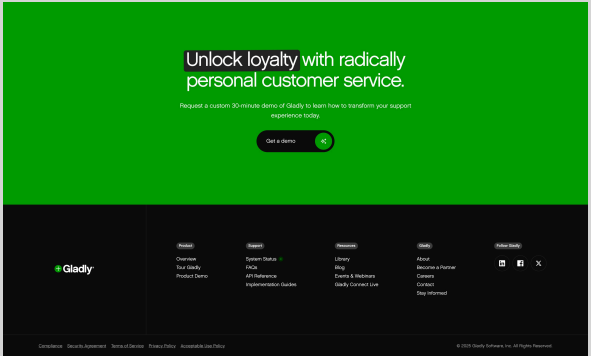
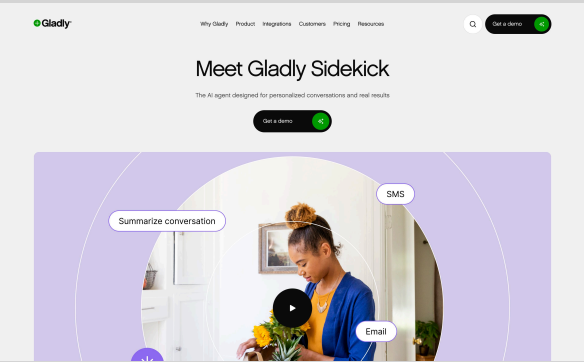
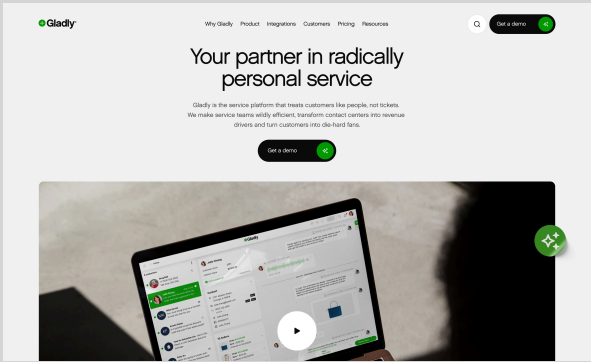
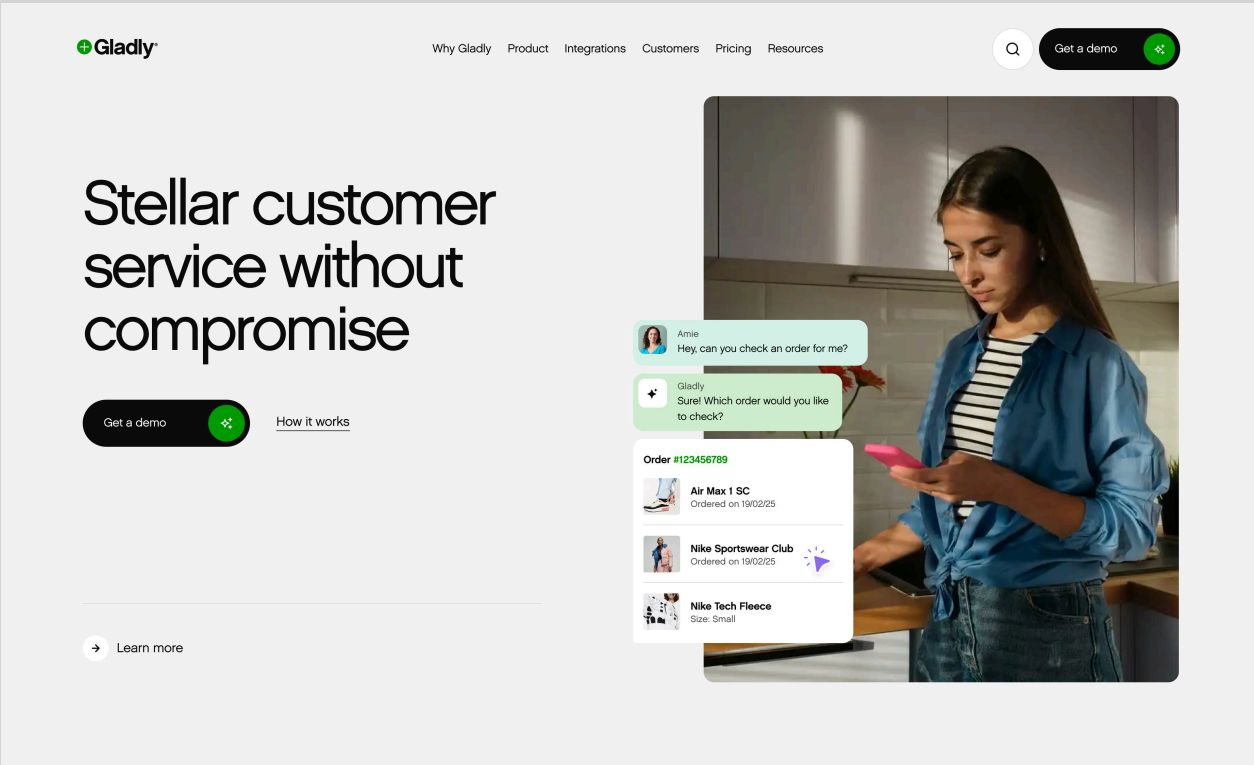


UI Cards



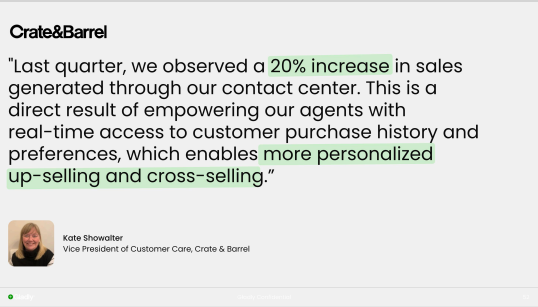
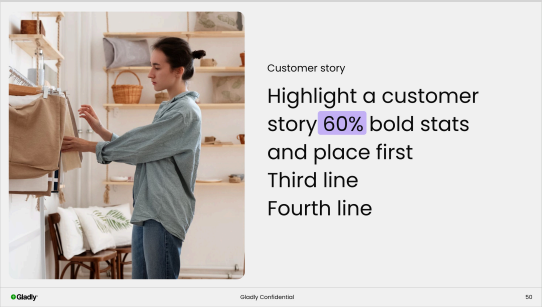
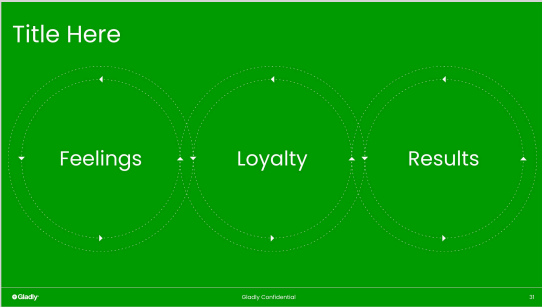
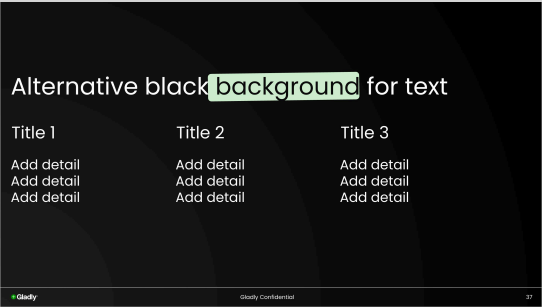
Website

Note:
The modules show here (and their variations) can be found in the site redesign Figma files.

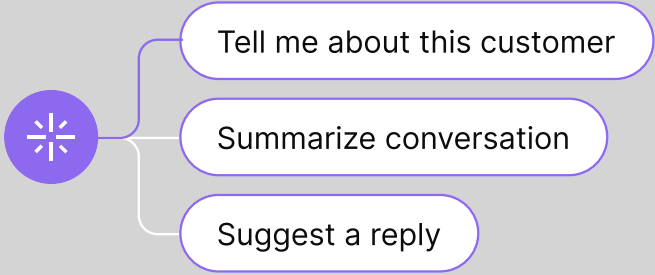
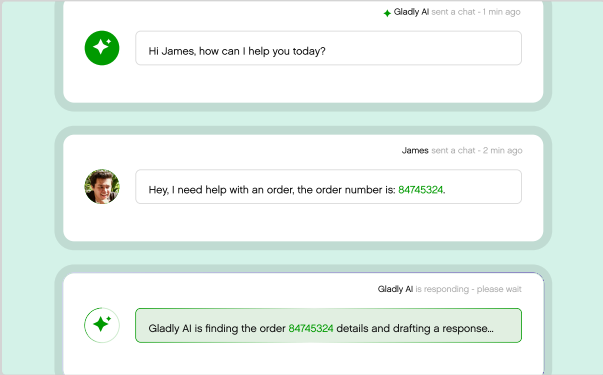
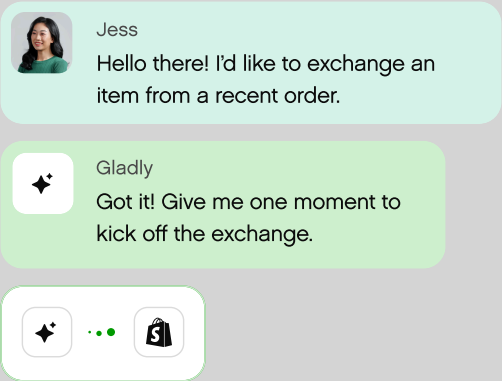
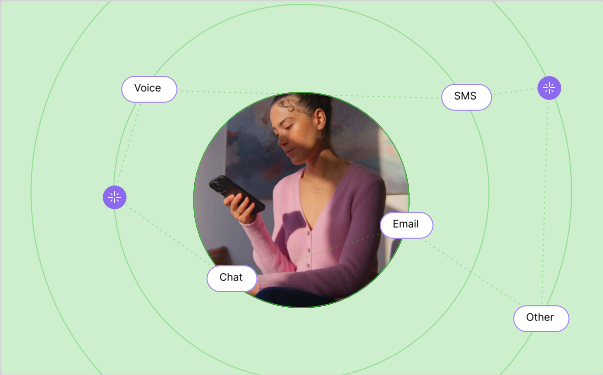


Deck

Note:
The examples slides shown here can be found in the updated Gladly deck template.



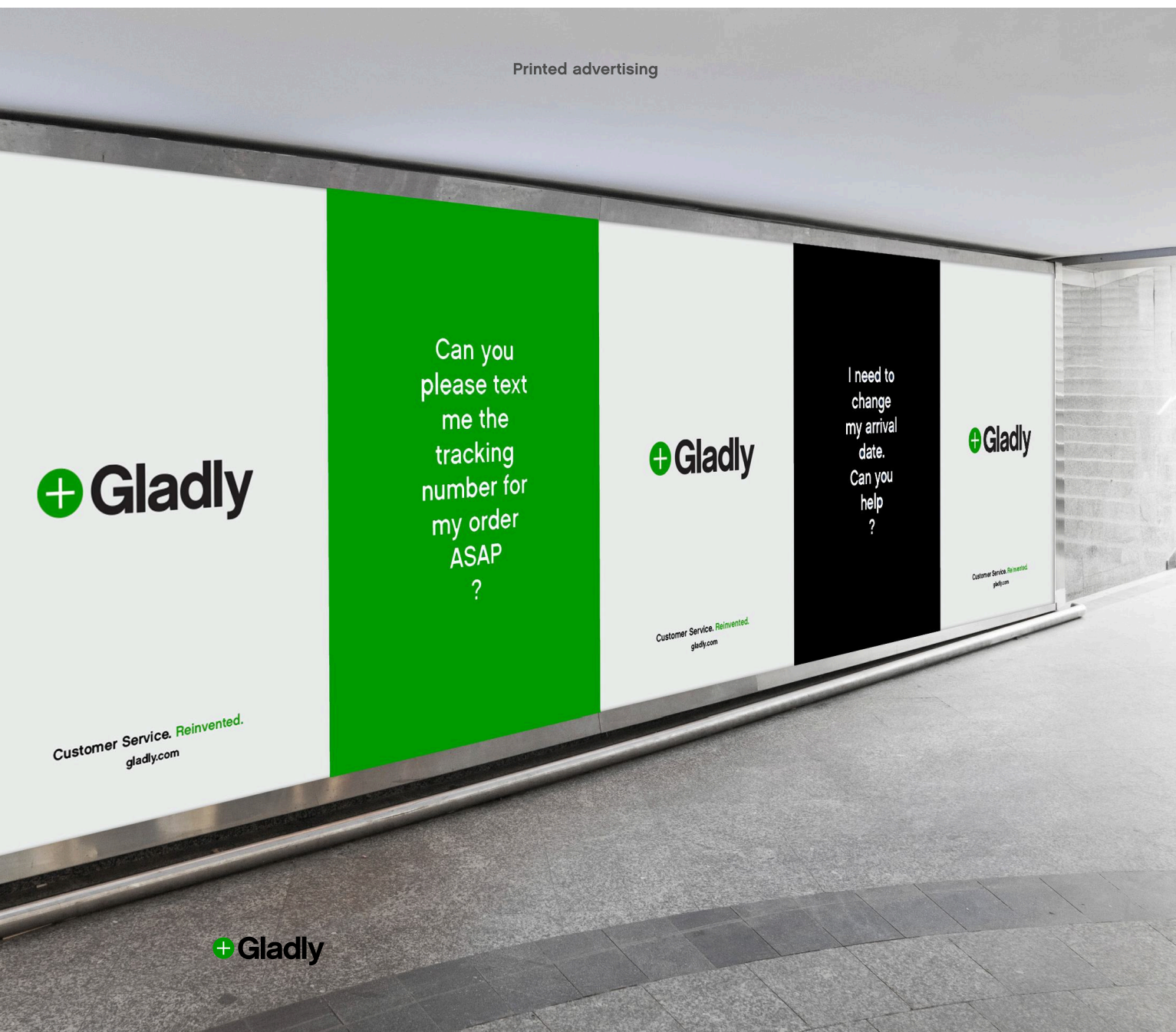
Product illustrations



Booth



Marketing examples



Thank you.

Questions?

Slack **#brand**