

# DASH HUDSON

Media Kit

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## About Dash Hudson

In the fall of 2013, Dash Hudson started as a consumer retail app that connected fashion images on Instagram, to the items featured in those photos. This made them shoppable all in one place. Dash Hudson was marketing itself on Instagram to create brand awareness and acquire new users, but founders Thomas Rankin and Tomasz Niewiarowski ran into a problem: there weren't any solutions in the market to effectively track the ROI of what they were spending. So, Thomas asked Tomasz to build some analytics that helped him understand how they were doing. And he did.

This is how Dash Hudson's software was born. The team began showing the new tool to some of the smartest marketers out there (think: editors and social managers at big global brands), and their excitement turned into involvement in shaping the direction of the product.

In the late summer of 2015, Dash Hudson dropped the shopping app altogether and began selling its software to businesses. Before long, we were working with some of the top global brands in the world like REVOLVE, Condé Nast, and Estée Lauder.

Today, these companies use our visual marketing software daily to make every interaction on social meaningful. Brands are provided with a one-stop solution to predict performance, distribute, measure, and enhance engagement across organic and paid visual marketing channels.

As a company that works in the world of visuals alongside some of the most coveted brands in the world, it is also essential that the Dash Hudson brand be on-point when being featured in the press. This media kit will help inform you on how to communicate the unique Dash Hudson brand perspective and aesthetic.

## The Dash Hudson Brand

### **Mission**

To work with the world's most important companies to deepen engagement with their consumers through photos and videos.

### **Vision**

Our vision is that all meaningful interactions between brands and the people who care about them will happen through digital photos and videos.

### **Values**

We care about the alchemy of creativity and data, creating solutions that the wonderful people who think in terms of images and numbers will use to build the value of their brands.

We smother our customers in hugs. Delivering exceptional service and a beautiful product is everything.

### **Audience**

Our customers are modern, creative marketers who are driven by data to inform strategy. They are curious, resourceful, innovative, and they even sometimes stumble. They're passionate and hard-working like us, which is why we speak the same language.

### **Personality**

We're approachable thought leaders that want to spread the good word about the ins and outs of the ever-evolving social marketing landscape. We're the photo and video performance authority that doesn't take itself too seriously—a playful approach to important business.

## Interesting Facts

- Dash Hudson started as a men's fashion retail app back in 2013.
- We're Canadian and our head office is located in Halifax, Nova Scotia. We also have offices in New York, New York and London, England.
- We're a pet-obsessed bunch—so much so, that we encourage our team members to bring their furry friends into the office. Plus, all of our meeting rooms are named after these little bundles of joy.
- We are proud that women power more than 60% of the company and almost 80% of the executive team.

## Assets

If you'd like to use our logo or platform mockups, click [here](#). We ask that you review our Style Guide at the end of this media kit prior to the use of our assets.

## In the Press

- Dash Hudson is a visual marketing software solution. We also refer to our offering as a platform.
- We most often like to be referred to as Dash Hudson. If we're buds, you can call us DH—but never Dash.

## Logo

### Correct Use

The primary Dash Hudson logo is a clean, all caps, black and DH gold wordmark that captures the tone of the brand. It must be completely legible and have the appropriate amount of padding in all applications. The DH logo should never be smaller than 96px wide in digital or 1" in print.

Below are examples of the correct use of the logo.



DASH HUDSON

Primary Logo on White

DASH HUDSON

Secondary Logo on White

DASH HUDSON

Primary Logo on Black

DASH HUDSON

Secondary Logo on Black

## Logo

### Avatar

The Dash Hudson avatar is a shorthand of the wordmark. This variation is to be used only for social applications, such as an Instagram profile picture.

The image shows the Dash Hudson avatar on a white background. The avatar consists of the letters 'DH' in a bold, sans-serif font. The 'D' is yellow and the 'H' is black.

Avatar on White

The image shows the Dash Hudson avatar on a black background. The avatar consists of the letters 'DH' in a bold, sans-serif font. The 'D' is yellow and the 'H' is white.

Avatar on Black

## Logo

### Incorrect Use

Consistency is key. Here are a few examples of how the Dash Hudson logo should **never** be used:



Do not stack the logo.



Do not warp or distort the logo in any way.



Do not change the color of the logo.



Do not adjust spacing within the logo.



Do not rotate the logo.



Do not add a gradient to the logo.



Do not outline the logo.



Do not add a drop shadow or any other extraneous effects to the logo.



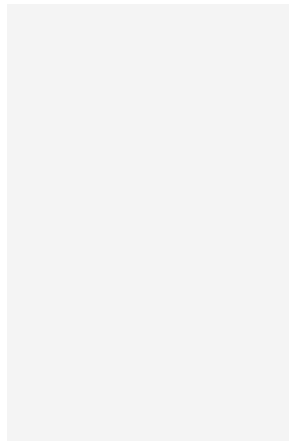
Do not change the typeface or attempt to recreate the logo.



## Brand Colors

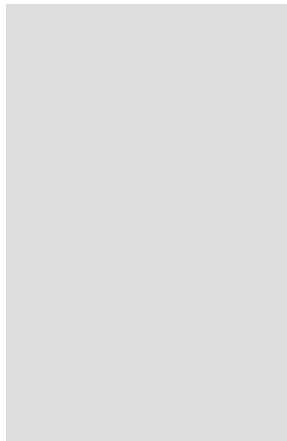
### Primary

The primary Dash Hudson colors include the following six examples. Dash Hudson Gold should only be used as an accent to the other primary colors. Copy should only be set in Main Grey, Secondary Grey, and occasionally Dash Hudson Gold for headings or captions—it is never used for body copy.



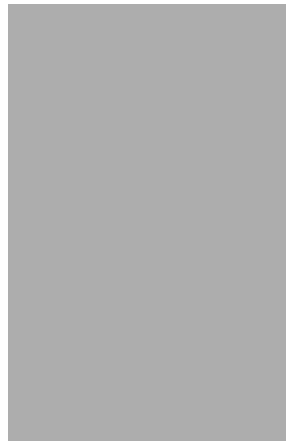
Background Grey

#F4F4F4  
C:3 M:2 Y:2 K:0  
R:245 G: 245 B:245



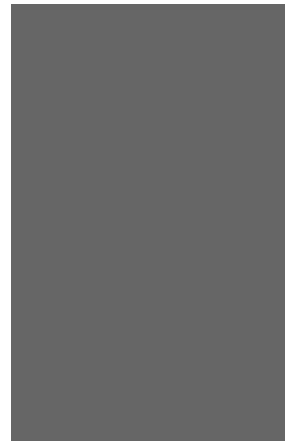
Border Grey

#DDDDDD  
C:12 M:9 Y:9 K:0  
R:221 G:221 B:221



Secondary Grey

#ADADAD  
C:33 M:27 Y:27 K:0  
R:173 G: 73 B:173



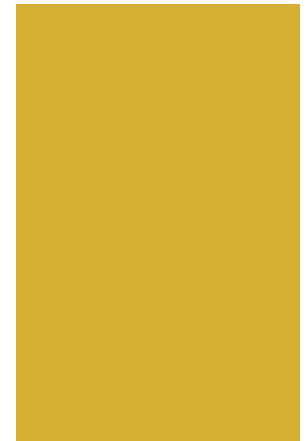
Main Grey

#666666  
C:60 M:51 Y:51 K:20  
R:102 G:102 B:102



Black

#000000  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0



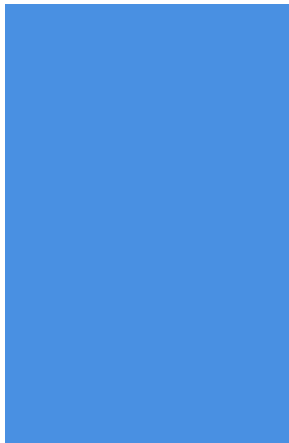
Dash Hudson Gold

#D6B034  
C:18 M:28 Y:96 K:0  
R:214 G:176 B:52

## Brand Colors

### Secondary

The following brand colors are only to be used for the purpose of data visualizations—typically only seen in our platform. However, blue is used in the case of representing data points or in-text hyperlinks.



Blue

#4990E2

C:68 M:37 Y:0 K:0

R: 73 G:144 B:226



Green

#27C449

C:71 M:0 Y:97 K:0

R:47 G:196 B:73



Red

#E36042

C:5 M:77 Y:81 K:0

R:227 G:96 B:66



Orange

#F5A623

C:2 M:39 Y:98 K:0

R:245 G:166 B:35

## Typography

Dash Hudson uses two primary typefaces: Mark OT and [Muli](#).

The first font, Mark OT, is used only in visualizations of the Dash Hudson platform and in print materials. This font is not to be used otherwise.

Muli is used across all other materials.

Each font family offers multiple weights to allow for flexibility in application, however, the primary weights used are extra-light and light. Extra-light should only be used for headers 24pts or larger.

Light is used for headings smaller than 24pts, body copy, and captions.

### Mark OT

Extra-Light, Light, **Book**, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:!?()

### Muli

Extra-Light, Light, Regular, **Semi-Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:!?()

## Imagery

As a visual marketing software, imagery is a vital element of the Dash Hudson aesthetic. We use photos to visually communicate and reinforce our brand, so any imagery used in tandem with DH should speak to the characteristics and tone outlined in the previous pages.



All press/media, third-party advertisers, and organizations interested in talking about Dash Hudson should only use the official company brand assets available for download at [dashhudson.com/media](https://dashhudson.com/media). In addition, we ask that our official style guide be thoroughly reviewed and consulted prior to the use of our brand assets.

For press inquiries, speaking opportunities, or general questions regarding the presentation of Dash Hudson in the media, please do not hesitate to contact [media@dashhudson.com](mailto:media@dashhudson.com).

To see who's been talking about us in the press, click [here](#).

**BOF**

**WWD**

**QUARTZ**

**marie claire**

**People**

**The  
Guardian**

**ADWEEK**

**WHO WHAT WEAR**