

Leanplum Media Kit

Leanplum Boilerplate

Leanplum is a mobile engagement platform that helps forward-looking brands like Grab, Tinder, and Tesco meet the real-time needs of their customers. By transforming data into an understanding of users’ needs and wants, our platform delivers unified experiences that are timely, tested, and relevant — building the customer loyalty that fuels business growth. Founded in San Francisco, Leanplum has offices across North America, Europe, and Asia, and has received more than \$98 million in funding from leading Silicon Valley venture capital firms. Leanplum has also been recognized as Fortune’s Best Companies to Work For and Entrepreneur’s Best Entrepreneurial Companies in America.

Media Contact

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Logotype Guidelines

For brand consistency, do not alter or manipulate the logotype and display the logotype in only black or white.

The logotype is designed to reproduce well at a small size without losing quality. Please review the following section for clear space and minimum size requirements for print and digital applications.

LEANPLUM

Leanplum Wordmark in Black

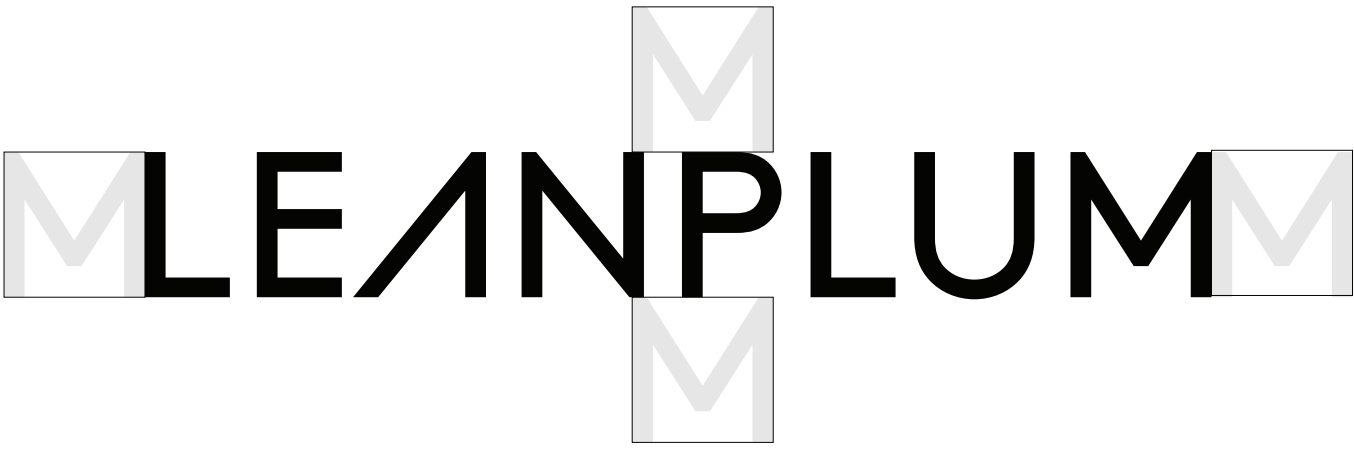
LEANPLUM

Leanplum Wordmark in White
*black background for reference

Clear Space

In order to gain maximum visibility, the Leanplum logo should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic elements.

The minimum clear space for the Leanplum logo is based on the height and width of the letterform “M”.



Minimum Sizes

The Leanplum logo should never appear smaller than the minimum sizes shown here for print and digital applications, in order to ensure legibility and visual presence.

The minimum size at which the logo may appear in print applications is .75" in height and 75 pixels for digital application.

Print

LEANPLUM

.75"
minimum size for
print application

Digital

LEANPLUM

.75px
minimum size for
digital application