



COMMON THREAD  
COLLECTIVE

# LOGOS

**COMMON DESIGN LANGUAGE**

1.1

## Primary Logo



**Primary Logo**  
Standard Colors



**Primary Logo**  
Inverse Colors




**Primary Logo**  
1-Color Black




**Primary Logo**  
1-Color White

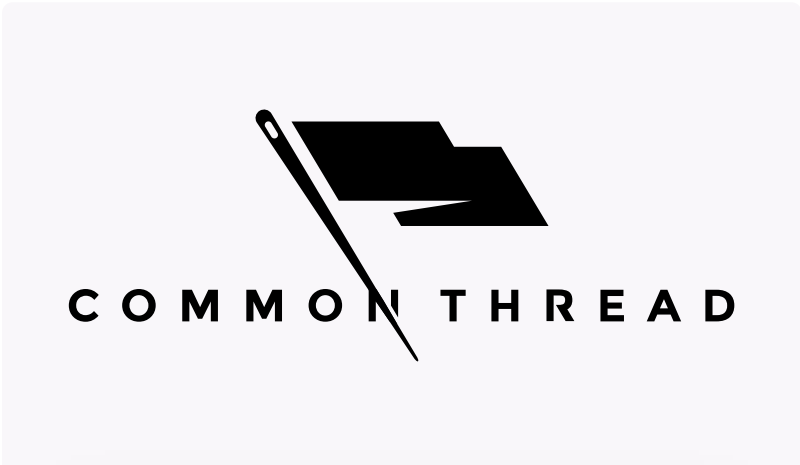
## Secondary Logo




**Secondary Logo**  
Standard Colors



**Secondary Logo**  
Inverse Colors




**Secondary Logo**  
1-Color Black




**Secondary Logo**  
1-Color White


## Abbreviated Logo




**Abbreviated Logo**  
Standard Colors



**Abbreviated Logo**  
Inverse Colors




**Abbreviated Logo**  
1-Color Black

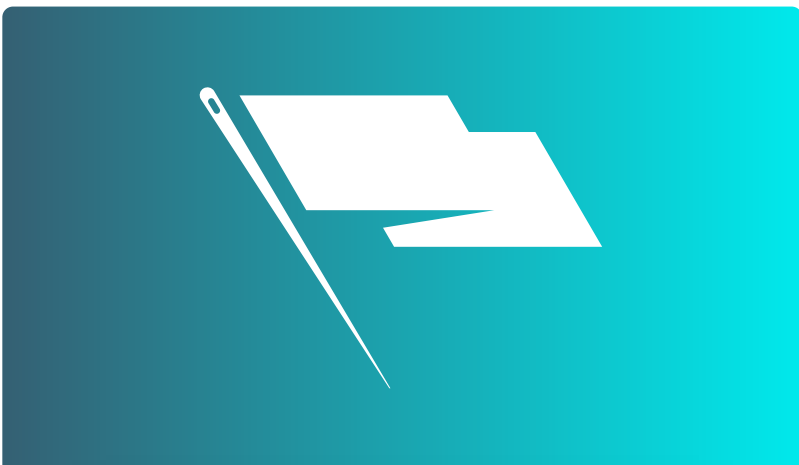


**Abbreviated Logo**  
1-Color White

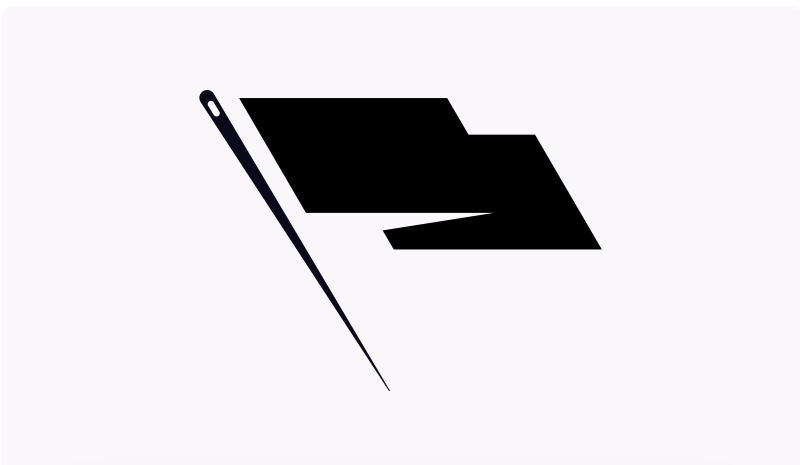
## Icon Only




**Logo Icon Only**  
Standard Colors



**Logo Icon Only**  
1-Color White




**Logo Icon Only**  
1-Color Black




**Logo Icon Only**  
1-Color White

# Vertical Logo




ADMISSION

**Vertical Logo**  
Standard Colors




ADMISSION

**Vertical Logo**  
Inverse Colors



ADMISSION


**Vertical Logo**  
1-Color Black



ADMISSION


**Vertical Logo**  
1-Color White

# Horizontal Logo




ADMISSION

**Horizontal Logo**  
Standard Colors




ADMISSION

**Horizontal Logo**  
Inverse Colors



ADMISSION


**Horizontal Logo**  
1-Color Black




ADMISSION

**Horizontal Logo**  
1-Color White

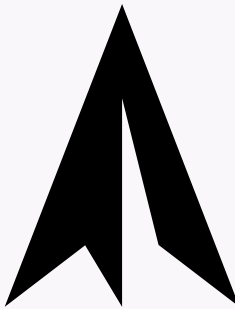
# Icon Only




**Logo Icon Only**  
Standard Colors



**Logo Icon Only**  
1-Color White



**Logo Icon Only**  
1-Color Black



**Logo Icon Only**  
1-Color White



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# FILL STYLES

**COMMON DESIGN LANGUAGE**

1.1

Colors

Primary

Secondary

Tertiary

Quarternary

Accent

Neutral

White

Black

Tints

Primary Tints: 80%; 65%; 40%; 30%; 10%

Secondary Tints: 80%; 65%; 40%; 30%; 10%

Tertiary Tints: 80%; 65%; 40%; 30%; 10%

Quarternary Tints: 80%; 65%; 40%; 30%; 10%

Accent Tints: 80%; 65%; 40%; 30%; 10%

Neutral Tints: 80%; 65%; 40%; 30%; 10%

Gradients

Gradient / Bright

Gradient / Dull

Gradient / Dark

Borders

Primary Borders: 0.25pt; 0.5pt; 1pt; 2pt; 3pt; 4pt

Secondary Borders: 0.25pt; 0.5pt; 1pt; 2pt; 3pt; 4pt

Tertiary Borders: 0.25pt; 0.5pt; 1pt; 2pt; 3pt; 4pt

Quarternary Borders: 0.25pt; 0.5pt; 1pt; 2pt; 3pt; 4pt

Accent Borders: 0.25pt; 0.5pt; 1pt; 2pt; 3pt; 4pt

Neutral Borders: 0.25pt; 0.5pt; 1pt; 2pt; 3pt; 4pt



COMMON THREAD  
COLLECTIVE

# TYPOGRAPHY

**COMMON DESIGN LANGUAGE**

1.1

## Heading 1 Styles

HEADING 1  
/ LEFT

HEADING 1  
/ CENTER

HEADING 1  
/ RIGHT

## Heading 2 Styles

Heading 2  
/ Left

Heading 2  
/ Center

Heading 2  
/ Right

## Heading 3 Styles

Heading 3  
/ Left

Heading 3  
/ Center

Heading 3  
/ Right

## Heading 4 Styles

Heading 4  
/ Left

Heading 4  
/ Center

Heading 4  
/ Right

## Heading 5 Styles

HEADING 5 – ALL CAPS  
/ LEFT

HEADING 5 – ALL CAPS  
/ CENTER

HEADING 5 – ALL CAPS  
/ RIGHT

## Heading 6 Styles

Heading 6  
/ Left

Heading 6  
/ Center

Heading 6  
/ Right

## Paragraph Styles

This is paragraph body copy aligned left.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**This is paragraph body copy, bold and aligned left.**

*This is paragraph body copy, italic and aligned left.*

***This is paragraph body copy, bold, italic and aligned left.***

This is paragraph body copy aligned center.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**This is paragraph body copy, bold and aligned center.**

*This is paragraph body copy, italic and aligned center.*

***This is paragraph body copy, bold, italic and aligned center.***

This is paragraph body copy aligned right.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**This is paragraph body copy, bold and aligned right.**

*This is paragraph body copy, italic and aligned right.*

***This is paragraph body copy, bold, italic, and aligned right.***

## Small Text

This is small text aligned left.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**This is small text, bold and aligned left.**

*This is small text, italic and aligned left.*

***This is small text, bold, italic and aligned left.***

This is small text aligned center.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**This is small text, bold and aligned center.**

*This is small text, italic and aligned center.*

***This is small text, bold, italic and aligned center.***

This is small text aligned right.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**This is small text, bold and aligned right.**

*This is small text, italic and aligned right.*

***This is small text, bold, italic, and aligned right.***

## List Styles

1. This is an ordered list list-item. Lists are always aligned to the left.

2. This is an ordered list list-item. Lists are always aligned to the left.

3. This is an ordered list list-item. Lists are always aligned to the left.

4. This is an ordered list list-item. Lists are always aligned to the left.

1. **This is an ordered list list-item. Lists are always aligned to the left.**

2. **This is an ordered list list-item. Lists are always aligned to the left.**

1. *This is an ordered list list-item. Lists are always aligned to the left.*

2. *This is an ordered list list-item. Lists are always aligned to the left.*

1. ***This is an ordered list list-item. Lists are always aligned to the left.***

2. ***This is an ordered list list-item. Lists are always aligned to the left.***
- This is an ordered list list-item. Lists are always aligned to the left.

• This is an ordered list list-item. Lists are always aligned to the left.

• This is an ordered list list-item. Lists are always aligned to the left.

• This is an ordered list list-item. Lists are always aligned to the left.

• **This is an ordered list list-item. Lists are always aligned to the left.**

• **This is an ordered list list-item. Lists are always aligned to the left.**

• *This is an ordered list list-item. Lists are always aligned to the left.*

• *This is an ordered list list-item. Lists are always aligned to the left.*

• ***This is an ordered list list-item. Lists are always aligned to the left.***

• ***This is an ordered list list-item. Lists are always aligned to the left.***
- ✓ This is a check-list list-item.

✓ This is a check-list list-item.

✓ This is a check-list list-item.

✓ This is a check-list list-item.

✓ This is a check-list list-item.

✓ This is a check-list list-item.

✓ **This is a check-list list-item.**

✓ **This is a check-list list-item.**

✓ **This is a check-list list-item.**

✓ **This is a check-list list-item.**

✓ *This is a check-list list-item.*

✓ *This is a check-list list-item.*

✓ *This is a check-list list-item.*

✓ *This is a check-list list-item.*

✓ ***This is a check-list list-item.***

✓ ***This is a check-list list-item.***

✓ ***This is a check-list list-item.***

✓ ***This is a check-list list-item.***

## Blockquote Styles

This is a left-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.

This is a center-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.

This is a right-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.

## Link Styles

This is a link. The underline resizes based on the length of the text

This is also a link. See the underline resize.

This is a :hovered link style.

Heading 1 Styles

HEADING 1 / LEFT	HEADING 1 / CENTER	HEADING 1 / RIGHT
HEADING 1 / LEFT	HEADING 1 / CENTER	HEADING 1 / RIGHT
HEADING 1 / LEFT	HEADING 1 / CENTER	HEADING 1 / RIGHT

Heading 2 Styles

Heading 2 / Left	Heading 2 / Center	Heading 2 / Right
---------------------	-----------------------	----------------------

Heading 3 Styles

Heading 3 / Left	Heading 3 / Center	Heading 3 / Right
---------------------	-----------------------	----------------------

Heading 4 Styles

Heading 4 / Left	Heading 4 / Center	Heading 4 / Right
---------------------	-----------------------	----------------------

Heading 5 Styles

HEADING 5 – ALL CAPS / LEFT	HEADING 5 – ALL CAPS / CENTER	HEADING 5 – ALL CAPS / RIGHT
--------------------------------	----------------------------------	---------------------------------

Heading 6 Styles

Heading 6 / Left	Heading 6 / Center	Heading 6 / Right
---------------------	-----------------------	----------------------

Paragraph Styles

This is paragraph body copy aligned left.	This is paragraph body copy aligned center.	This is paragraph body copy aligned right.
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.
<b>This is paragraph body copy, bold and aligned left.</b>	<b>This is paragraph body copy, bold and aligned center.</b>	<b>This is paragraph body copy, bold and aligned right.</b>
<i>This is paragraph body copy, italic and aligned left.</i>	<i>This is paragraph body copy, italic and aligned center.</i>	<i>This is paragraph body copy, italic and aligned right.</i>
<b><i>This is paragraph body copy, bold, italic and aligned left.</i></b>	<b><i>This is paragraph body copy, bold, italic and aligned center.</i></b>	<b><i>This is paragraph body copy, bold, italic, and aligned right.</i></b>

Small Text

This is small text aligned left.	This is small text aligned center.	This is small text aligned right.
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.
<b>This is small text, bold and aligned left.</b>	<b>This is small text, bold and aligned center.</b>	<b>This is small text, bold and aligned right.</b>
<i>This is small text, italic and aligned left.</i>	<i>This is small text, italic and aligned center.</i>	<i>This is small text, italic and aligned right.</i>
<b><i>This is small text, bold, italic and aligned left.</i></b>	<b><i>This is small text, bold, italic and aligned center.</i></b>	<b><i>This is small text, bold, italic, and aligned right.</i></b>

List Styles

<div>1. This is an ordered list list-item. Lists are always aligned to the left.</div> <div>2. This is an ordered list list-item. Lists are always aligned to the left.</div> <div>3. This is an ordered list list-item. Lists are always aligned to the left.</div> <div>4. This is an ordered list list-item. Lists are always aligned to the left.</div>	<div>• This is an ordered list list-item. Lists are always aligned to the left.</div> <div>• This is an ordered list list-item. Lists are always aligned to the left.</div> <div>• This is an ordered list list-item. Lists are always aligned to the left.</div> <div>• This is an ordered list list-item. Lists are always aligned to the left.</div>	<div>✓ This is a check-list list-item.</div> <div>✓ This is a check-list list-item.</div> <div>✓ This is a check-list list-item.</div> <div>✓ This is a check-list list-item.</div> <div>✓ This is a check-list list-item.</div> <div>✓ This is a check-list list-item.</div>
<div>1. <b>This is an ordered list list-item. Lists are always aligned to the left.</b></div> <div>2. <b>This is an ordered list list-item. Lists are always aligned to the left.</b></div>	<div>• <b>This is an ordered list list-item. Lists are always aligned to the left.</b></div> <div>• <b>This is an ordered list list-item. Lists are always aligned to the left.</b></div>	<div>✓ <b>This is a check-list list-item.</b></div> <div>✓ <b>This is a check-list list-item.</b></div> <div>✓ <b>This is a check-list list-item.</b></div> <div>✓ <b>This is a check-list list-item.</b></div>
<div>1. <i>This is an ordered list list-item. Lists are always aligned to the left.</i></div> <div>2. <i>This is an ordered list list-item. Lists are always aligned to the left.</i></div>	<div>• <i>This is an ordered list list-item. Lists are always aligned to the left.</i></div> <div>• <i>This is an ordered list list-item. Lists are always aligned to the left.</i></div>	<div>✓ <i>This is a check-list list-item.</i></div> <div>✓ <i>This is a check-list list-item.</i></div> <div>✓ <i>This is a check-list list-item.</i></div> <div>✓ <i>This is a check-list list-item.</i></div>
<div>1. <b><i>This is an ordered list list-item. Lists are always aligned to the left.</i></b></div> <div>2. <b><i>This is an ordered list list-item. Lists are always aligned to the left.</i></b></div>	<div>• <b><i>This is an ordered list list-item. Lists are always aligned to the left.</i></b></div> <div>• <b><i>This is an ordered list list-item. Lists are always aligned to the left.</i></b></div>	<div>✓ <b><i>This is a check-list list-item.</i></b></div> <div>✓ <b><i>This is a check-list list-item.</i></b></div> <div>✓ <b><i>This is a check-list list-item.</i></b></div> <div>✓ <b><i>This is a check-list list-item.</i></b></div>

Blockquote Styles

<div>This is a left-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.</div>	<div>This is a center-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.</div>	<div>This is a right-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.</div>
--	--	---

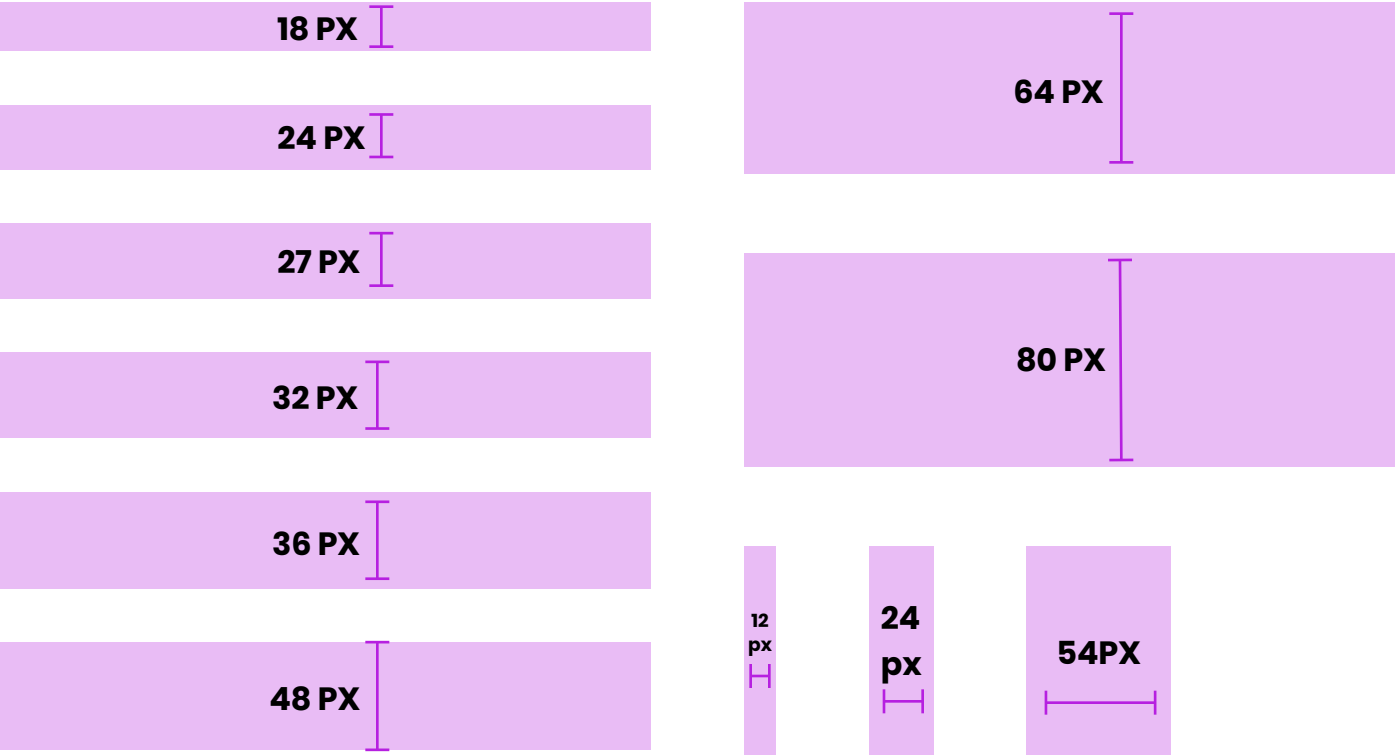


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# MARGINS

**COMMON DESIGN LANGUAGE**

1.1



Use spacers to indicate margins and padding to developers. Include these in symbols and turn them off when not in use, turn on for easliy created red lines.



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# FORMS

**COMMON DESIGN LANGUAGE**

1.1

# Text Inputs

Form Label

Placeholder

Form Label

Entered Text

Form Label

Entered Text

Form Label

Entered Text

Error message

Search

# Select Inputs

Form Label

Entered Text

Date

01/01/2020

# Checkbox

☒ Form Label

☐ Form Label

☐ Form Label

# Radio

☒ Form Label

☐ Form Label

☐ Form Label

# Toggle

☐ Form Label

☐ Form Label

☒ Form Label

☒ Form Label

# Text Inputs

Form Label

Placeholder

Form Label

Entered Text

Form Label

Entered Text

Form Label

Entered Text

Error message

Search

# Select Inputs

Form Label

Entered Text

Date

01/01/2020

# Checkbox

☒ Form Label

☐ Form Label

☐ Form Label

# Radio

☒ Form Label

☐ Form Label

☐ Form Label

# Toggle

☐ ☐

☒ ☒



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# BUTTONS

**COMMON DESIGN LANGUAGE**

1.1

# Buttons

## COMMON DESIGN LANGUAGE



**THIS IS A BUTTON**

**THIS IS A SMALL BUTTON**

**THIS IS A BUTTON**

**THIS IS A SMALL BUTTON**

There are 2 basic CTC buttons: the standard button, and a smaller button. These buttons use the CTC Accent color. Alongside each button is that button's hover state.

**BUTTONS RESIZE BASED ON TEXT-LENGTH**



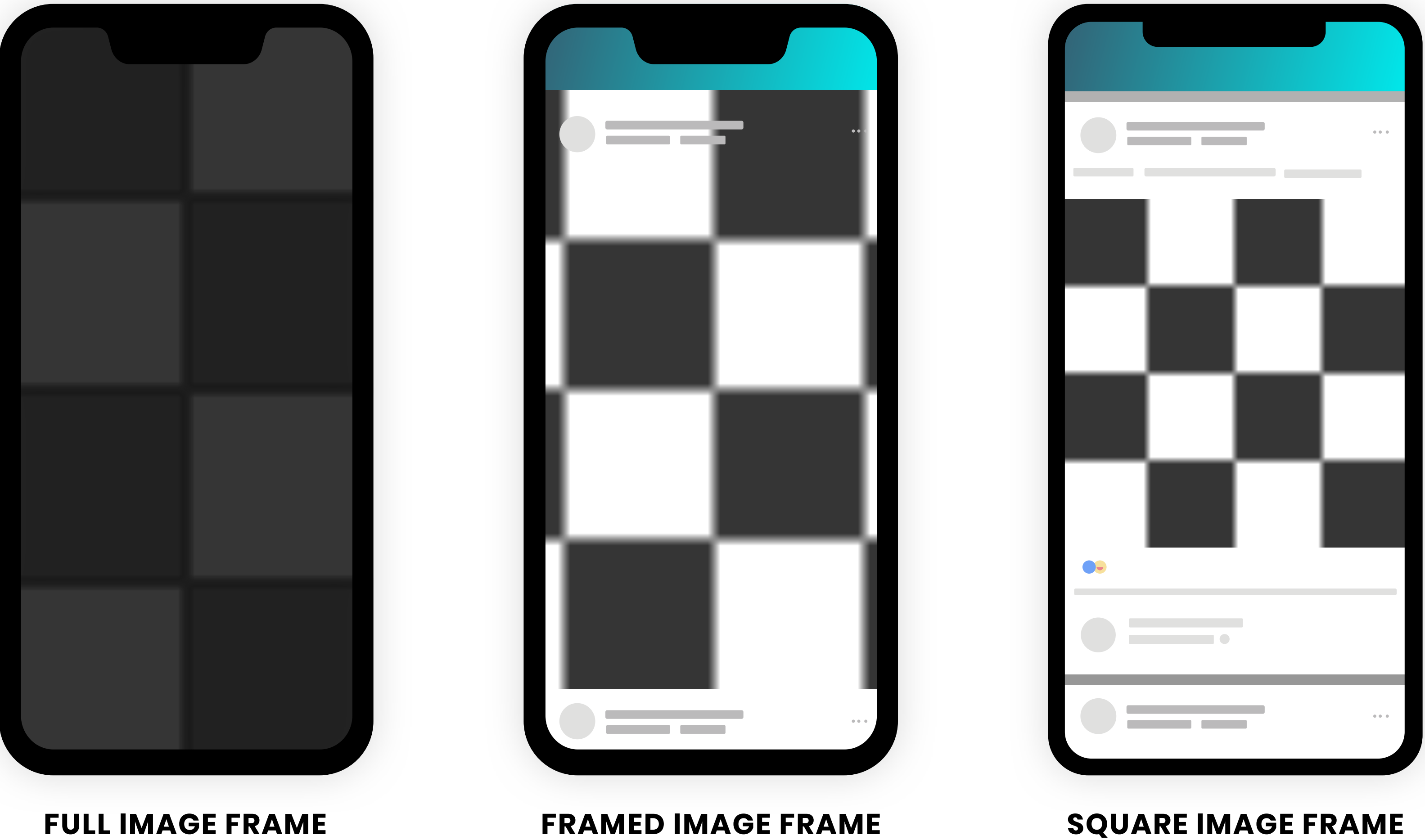
COMMON THREAD  
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# DEVICE FRAMES

**COMMON DESIGN LANGUAGE**

1.1

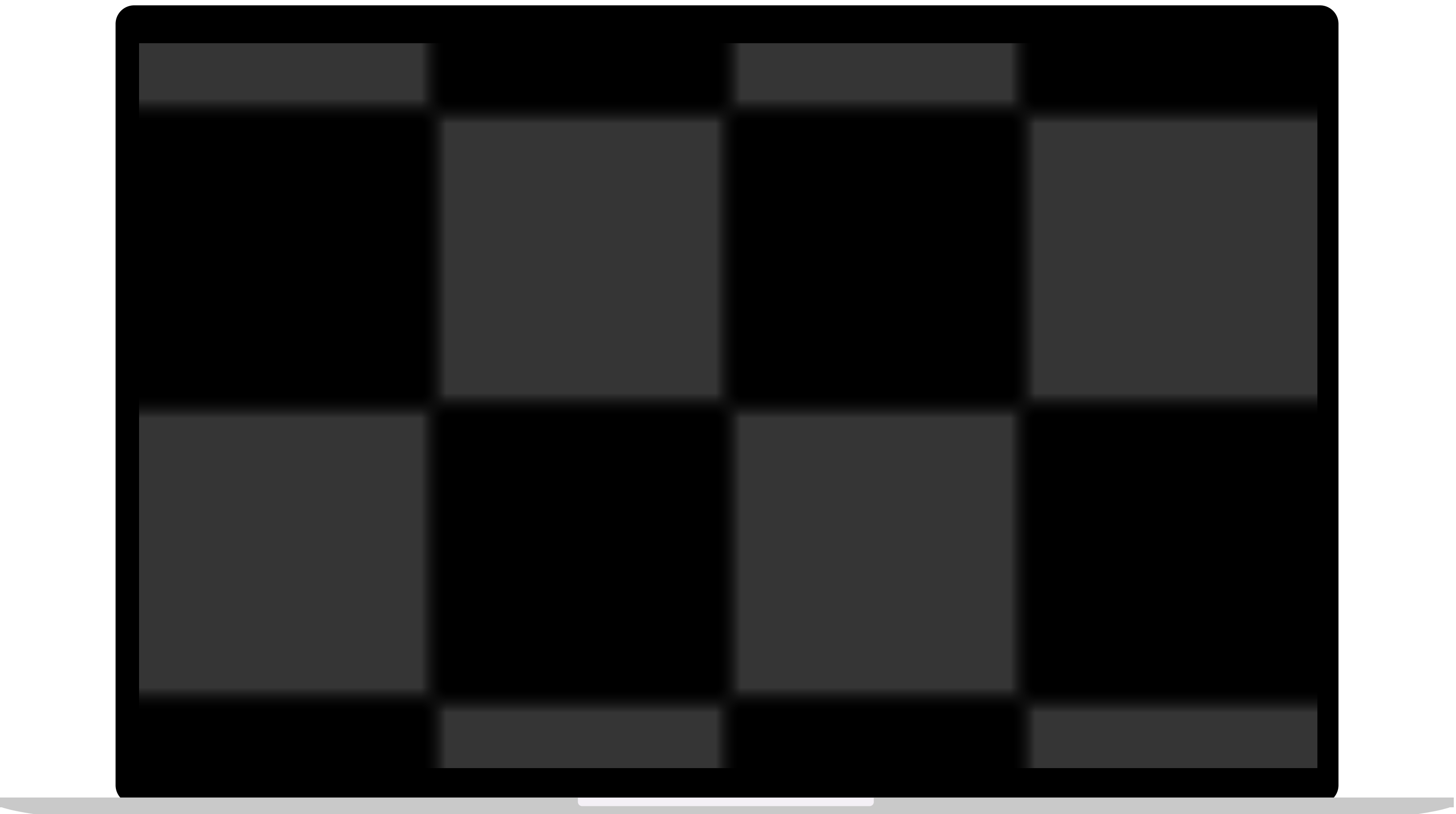
Mobile Phone Frames



Use device frames to showcase examples of CTC’s work. Simply select the element to add an image inside the component frame. Displayed are common device frame sizes for desktop with various layout options to display a single example, 3 examples, 4 examples, or 6 examples in a row. Three kinds of frames exist for these mobile device mockups, with a full image option, a ‘framed’ image option, and square image option. These options are interchangeable on the multi-device layouts and can be applied to individual mobile phone frames within each.



Laptop Frames





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# GRAPHICS

**COMMON DESIGN LANGUAGE**

1.1

Ecommerce Growth Formula

ECOMMERCE GROWTH FORMULA

$(V \times CR \times LTV) - VC = \$$

VisitorsConversion ratesLifetime valueVariable costsProfit

$(V \times CR \times LTV) - VC = \$$

VisitorsConversion ratesLifetime valueVariable costsProfit

$(V \times CR \times LTV) - VC = \$$

VisitorsConversion ratesLifetime valueVariable costsProfit

Crossed-Out Text



Some graphic HI's use crossed out text to provide SEO benefits while matching CTC's brand voice. The crossed out text is created with a custom svg vector file over the HI Outlined text style. New sizes of this Crossed-Out Symbol are created as they are needed. See an example of this graphic element below.



Logo Groups

Common groupings of logos have been created as symbols for easy reuse. These grouping are available in white, black, and dark navy (quarternary.) In some instances, 2-color variations are also available.

CLIENTS LOGO GROUP



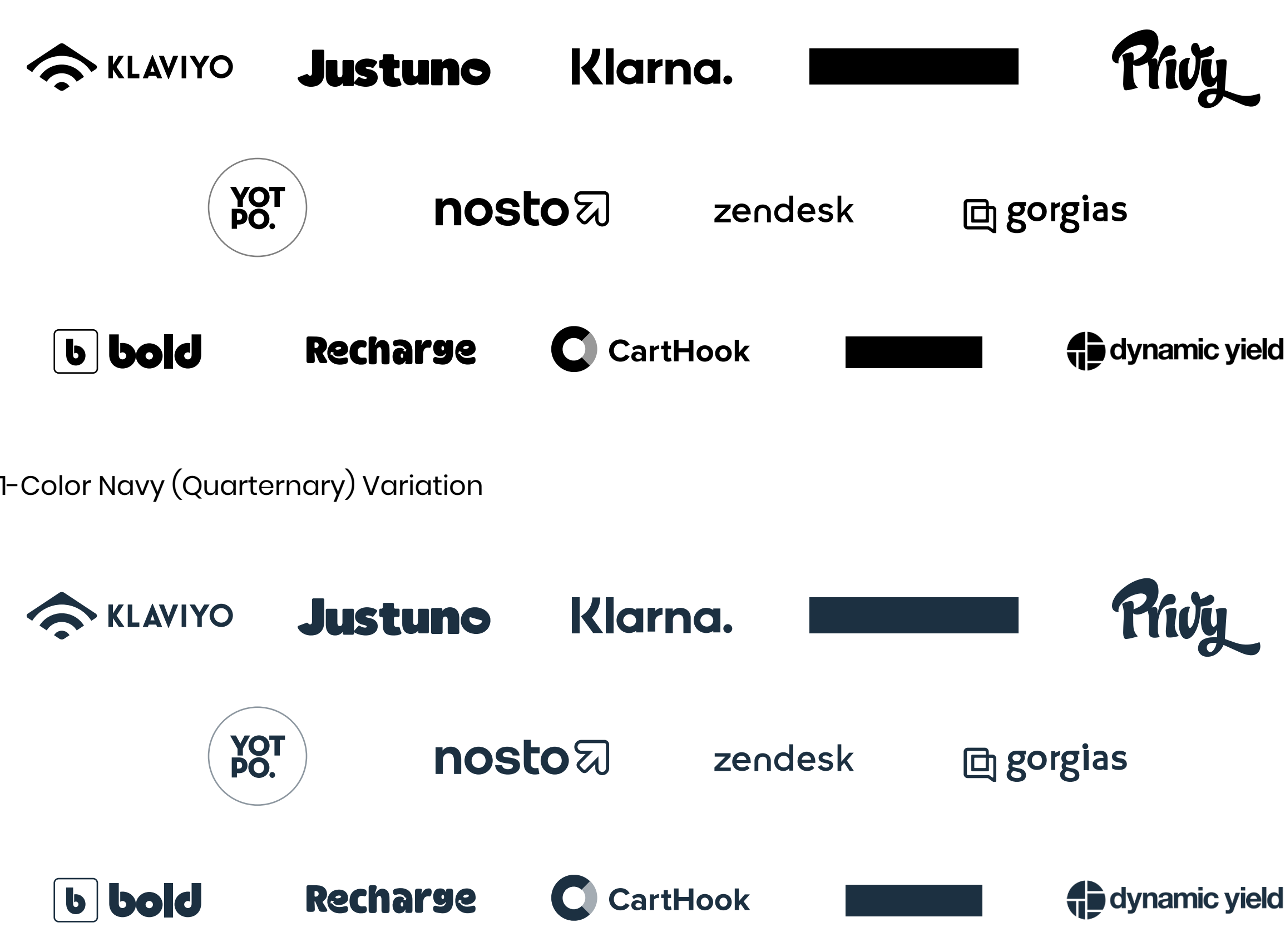
CHANNELS LOGO GROUP

1-Color Navy (Quarternary) Variation (Standard Dark Variant)

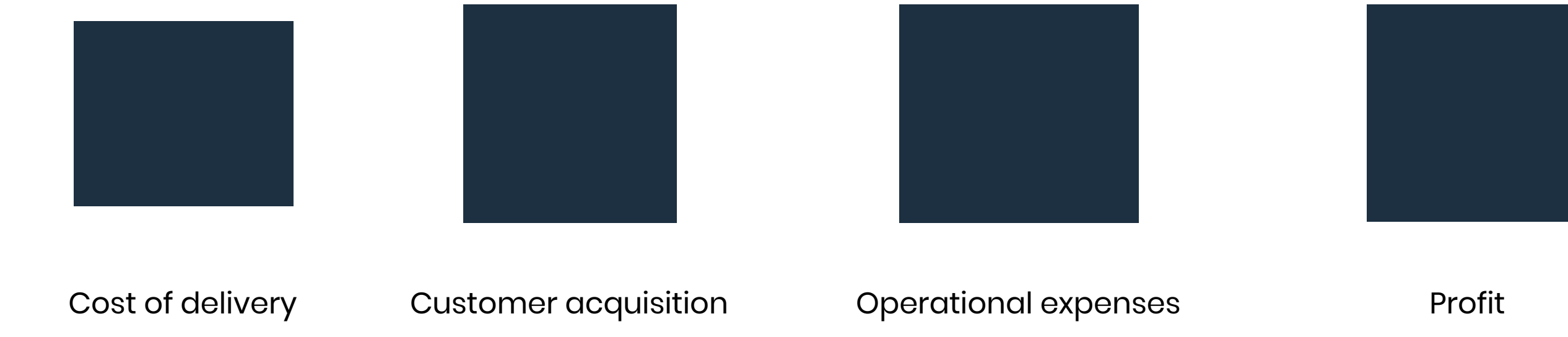


PARTNERS LOGO GROUP

1-Color Black Variation



Icons



Videos



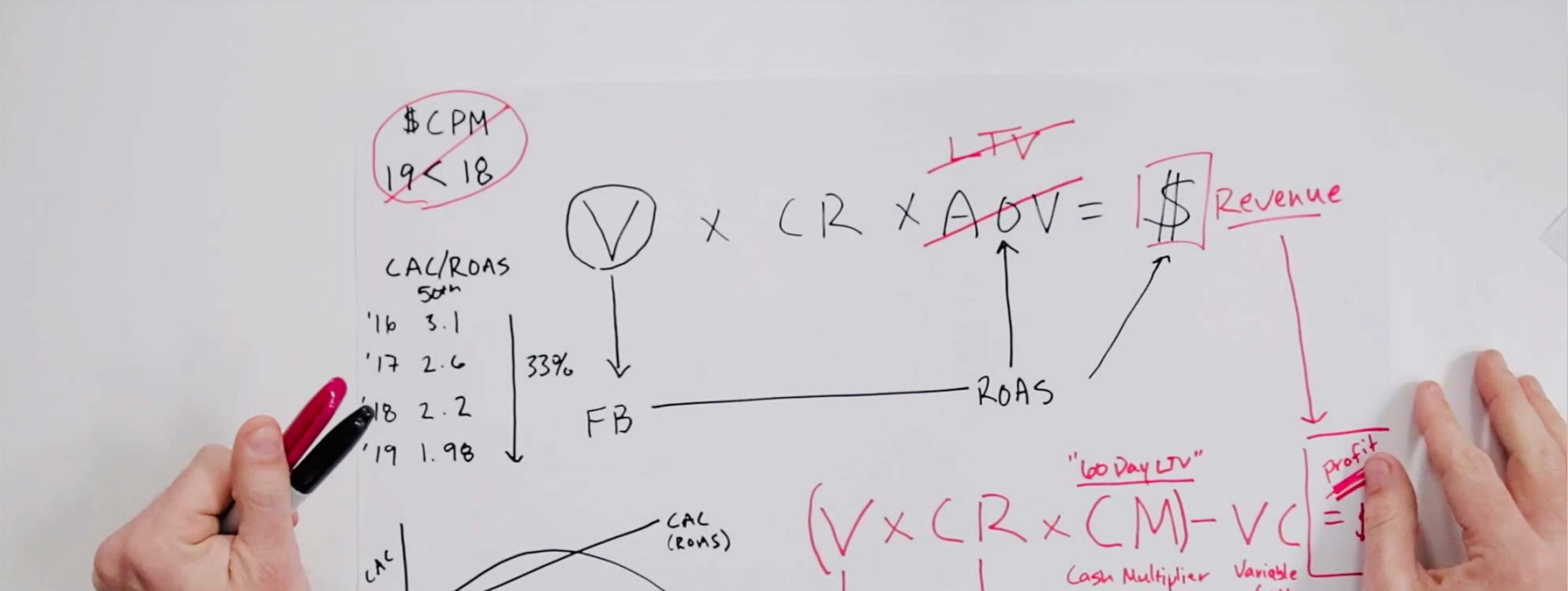
Images

5-Image Square Layout

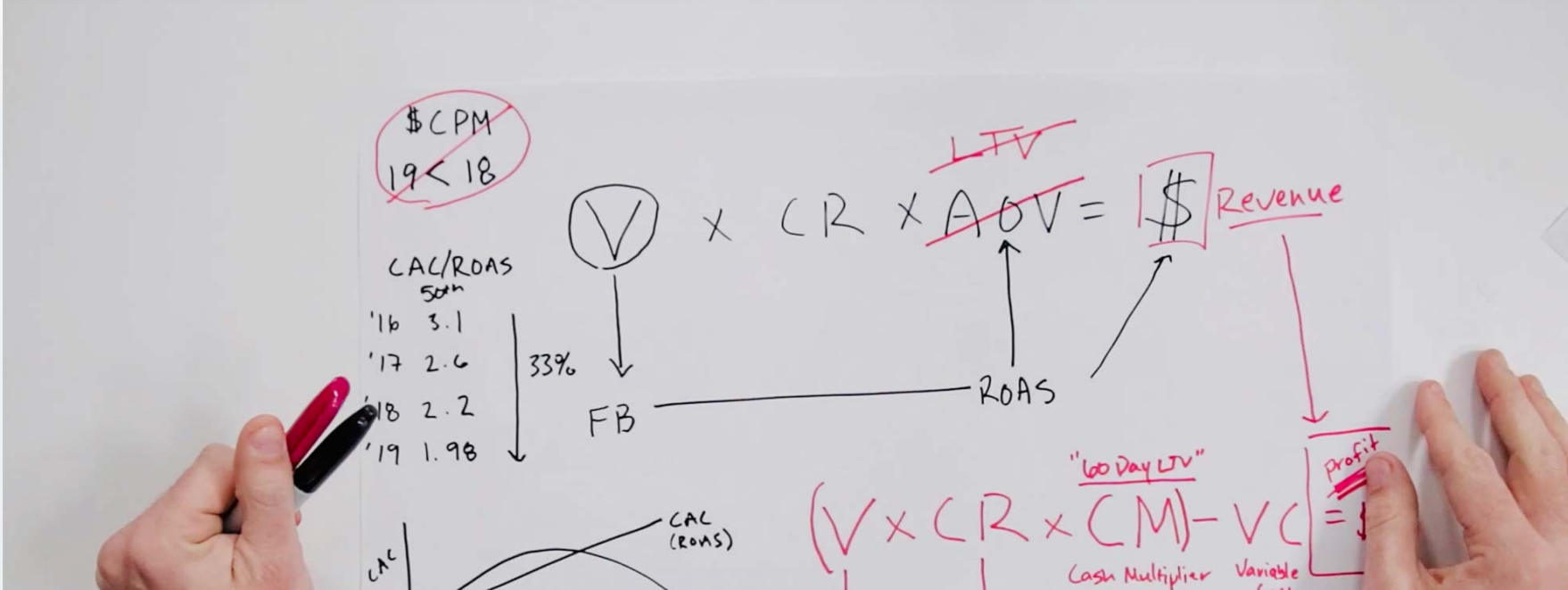


Image Box-Shadows

Standard Image Box Shadow



Subtle Image Box Shadow



## Ecommerce Growth Formula

1-Color White Variations

ECOMMERCE GROWTH FORMULA

$$(V \times CR \times LTV) - VC = \$$$

VisitorsConversion ratesLifetime valueVariable costsProfit

$$(V \times CR \times LTV) - VC = \$$$

VisitorsConversion ratesLifetime valueVariable costsProfit

$$(V \times CR \times LTV) - VC = \$$$

2-Color White Variations

ECOMMERCE GROWTH FORMULA

$$(V \times CR \times LTV) - VC = \$$$

VisitorsConversion ratesLifetime valueVariable costsProfit

$$(V \times CR \times LTV) - VC = \$$$

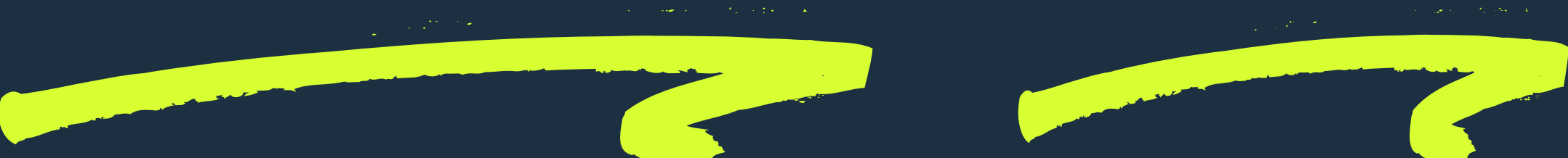
VisitorsConversion ratesLifetime valueVariable costsProfit

$$(V \times CR \times LTV) - VC = \$$$

VisitorsConversion ratesLifetime value (Cash multiplier)Variable costsProfit

$$(V \times CR \times LTV) - VC = \$$$

## Crossed-Out Text



Some graphic HI’s use crossed out text to provide SEO benefits while matching CTC’s brand voice. The crossed out text is created with a custom svg vector file over the HI Outlined text style. New sizes of this Crossed-Out Symbol are created as they are needed. See an example of this graphic element below.



## Logo Groups

Common groupings of logos have been created as symbols for easy reuse. These grouping are available in white, black, and dark navy (quarternary.) In some instances, 2-color variations are also available.

### CLIENTS LOGO GROUP



### CHANNELS LOGO GROUP

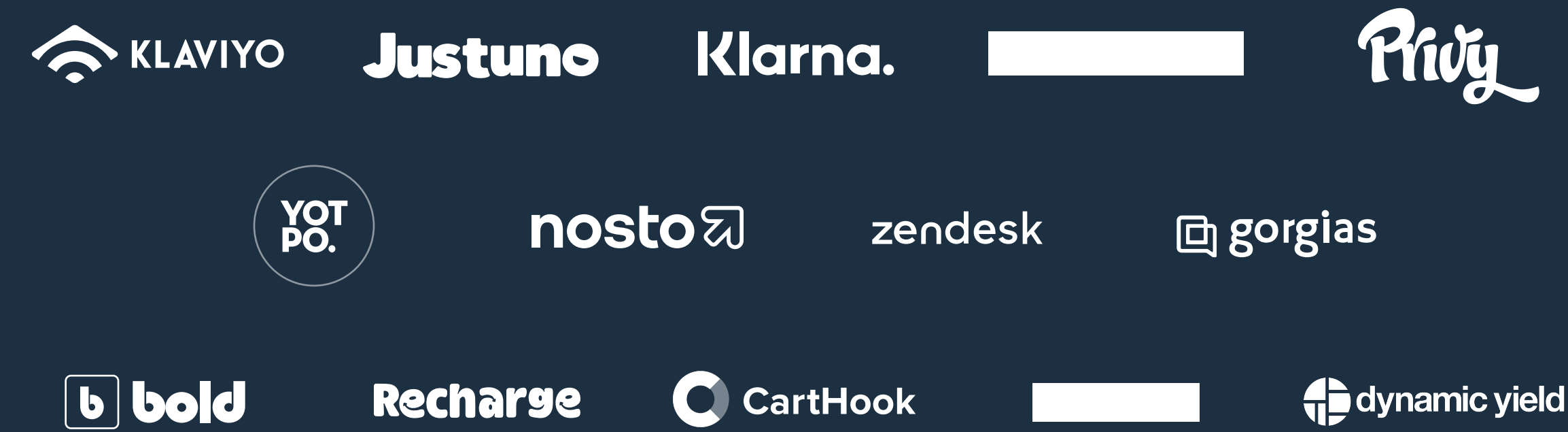
2-Color White Variations (Standard)



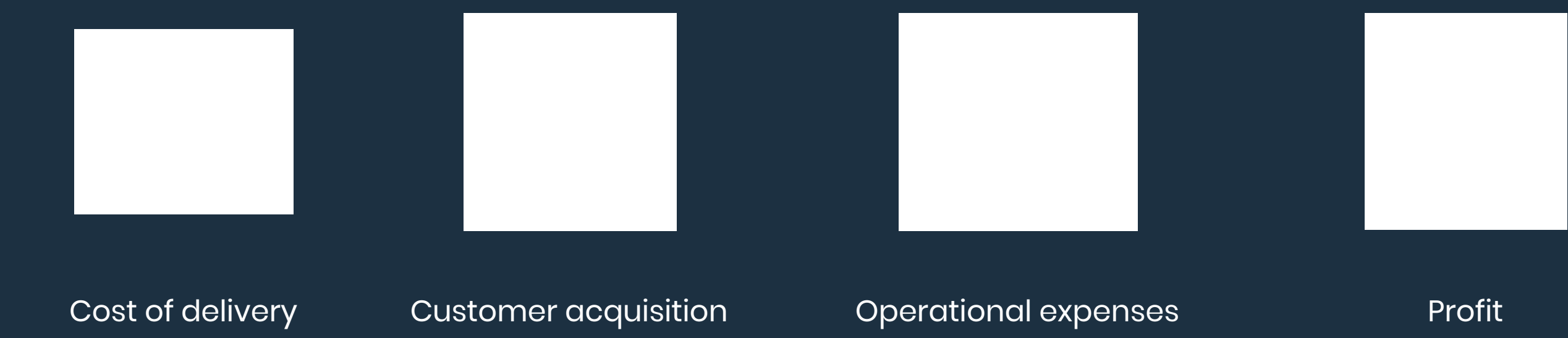
1-Color White Variation



### PARTNERS LOGO GROUP



## Icons





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# ASIDES

**COMMON DESIGN LANGUAGE**

1.1

36 PX

54PX

This is a Table of Contents aside. Use this aside at the top of long blogs and articles.

24 PX

1. Ordered List Item

2. Ordered List Item

3. Ordered List Item

18 PX

27 PX

54PX

36 PX

54PX

“This is an example of a longform quote or testimonial placed within an aside. Since the standard display format of blockquotes are limited to three lines or fewer, a larger quote can be used within an aside to tell a bigger story.”

A bigger story sometimes includes a bulleted list as well:

This is an undordered list item


This is also a list item

We can add as many list items as we want

18 PX

27 PX

54PX



36 PX

54PX

708PX

18 PX

27 PX

54PX

Nearly any content can be placed inside an ‘aside’ element. Asides are composed of a Neutral tinted box, preset with standard paddings. Use asides to call out specific information, or present content in a different context (ie: a table of contents.)



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# TESTIMONIALS

**COMMON DESIGN LANGUAGE**

1.1

Testimonial styles come with dark and light presets. Within these presets you can hide and show standard margins, change the fill of the quote icons, and edit the quote body and attribution text. Simply select an image within the image fill options, to fill in the large round testimonial image area.



24 PX

“

32 PX

“This is a sample client testimonial, a place for our clients to brag about growing faster than ever before. Tell their story with this testimonial element, and talk about CTC’s great work. Share specific client numbers and focus on the ROI for our clients’ brands.

CTC is creative and fast. CTC generates results for our clients to help them continue to grow.”

24 PX

CLIENT NAME, CLIENT COMPANY

24 PX

32 px

Testimonial styles come with dark and light presets. Within these presets you can hide and show standard margins, change the fill of the quote icons, and edit the quote body and attribution text. Simply select an image within the image fill options, to fill in the large round testimonial image area.



24 PX

“

32 PX

“This is a sample client testimonial, a place for our clients to brag about growing faster than ever before. Tell their story with this testimonial element, and talk about CTC’s great work. Share specific client numbers and focus on the ROI for our clients’ brands.

CTC is creative and fast. CTC generates results for our clients to help them continue to grow.”

24 PX

CLIENT NAME, CLIENT COMPANY

24 PX

32 px



COMMON THREAD  
COLLECTIVE

# LAYOUT

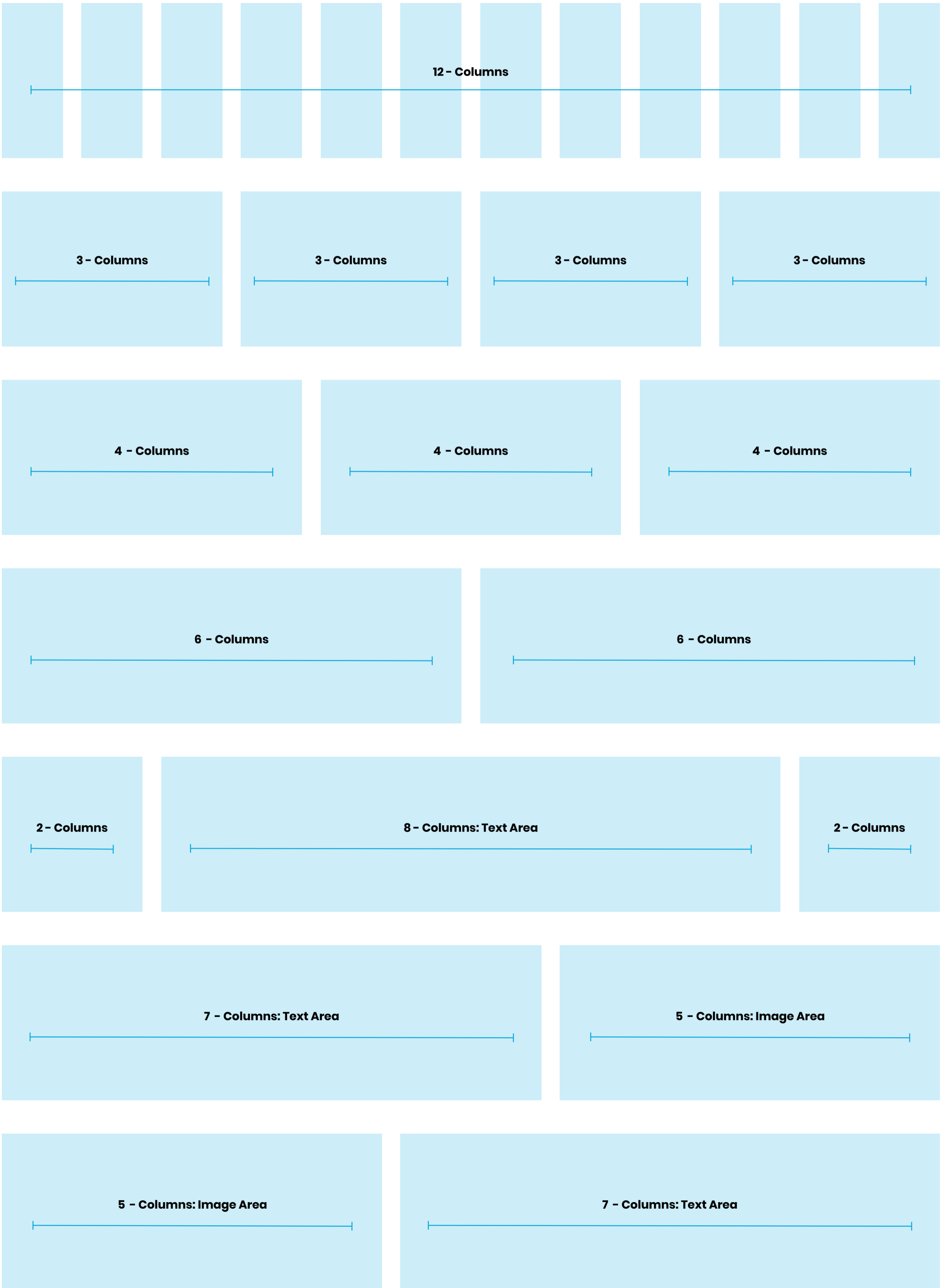
**COMMON DESIGN LANGUAGE**

1.1

# Desktop Grid

The standard desktop grid layout for CTC’s website operates off of a 12-column grid. The default max width for the site is set to 1440px, with the full inner-grid width at 990px (1050px with 30px of padding on the left and right.) Standard gutter width is set to 20px. While 12 columns are present, CTC does not create sections smaller than 3-column widths across (column of 4) and that breakup is used sparingly.

Use default image and device layout sizes as created within this CDL, centering the items on this grid. The following will display standard desktop layout grid and content widths.





COMMON THREAD  
COLLECTIVE

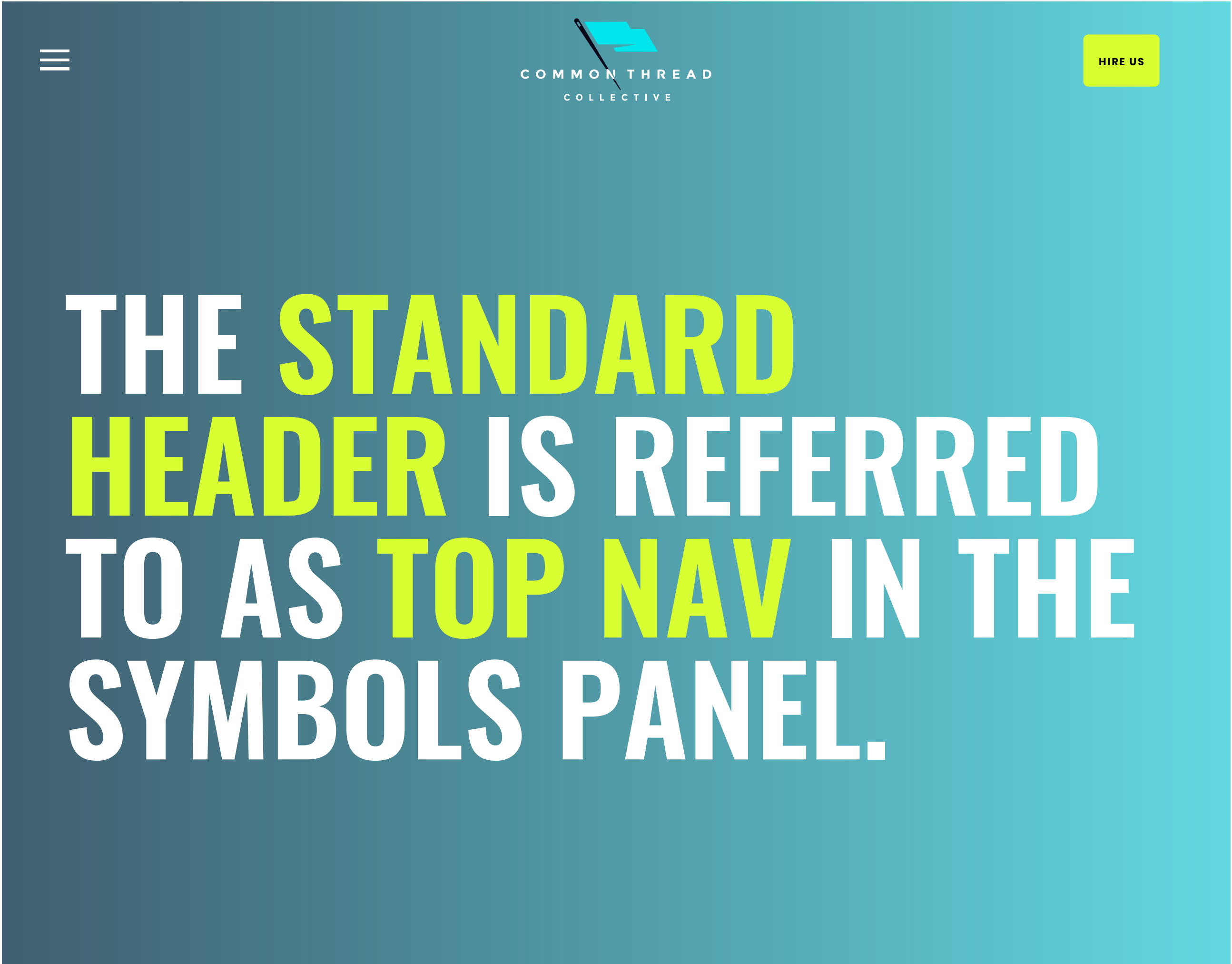
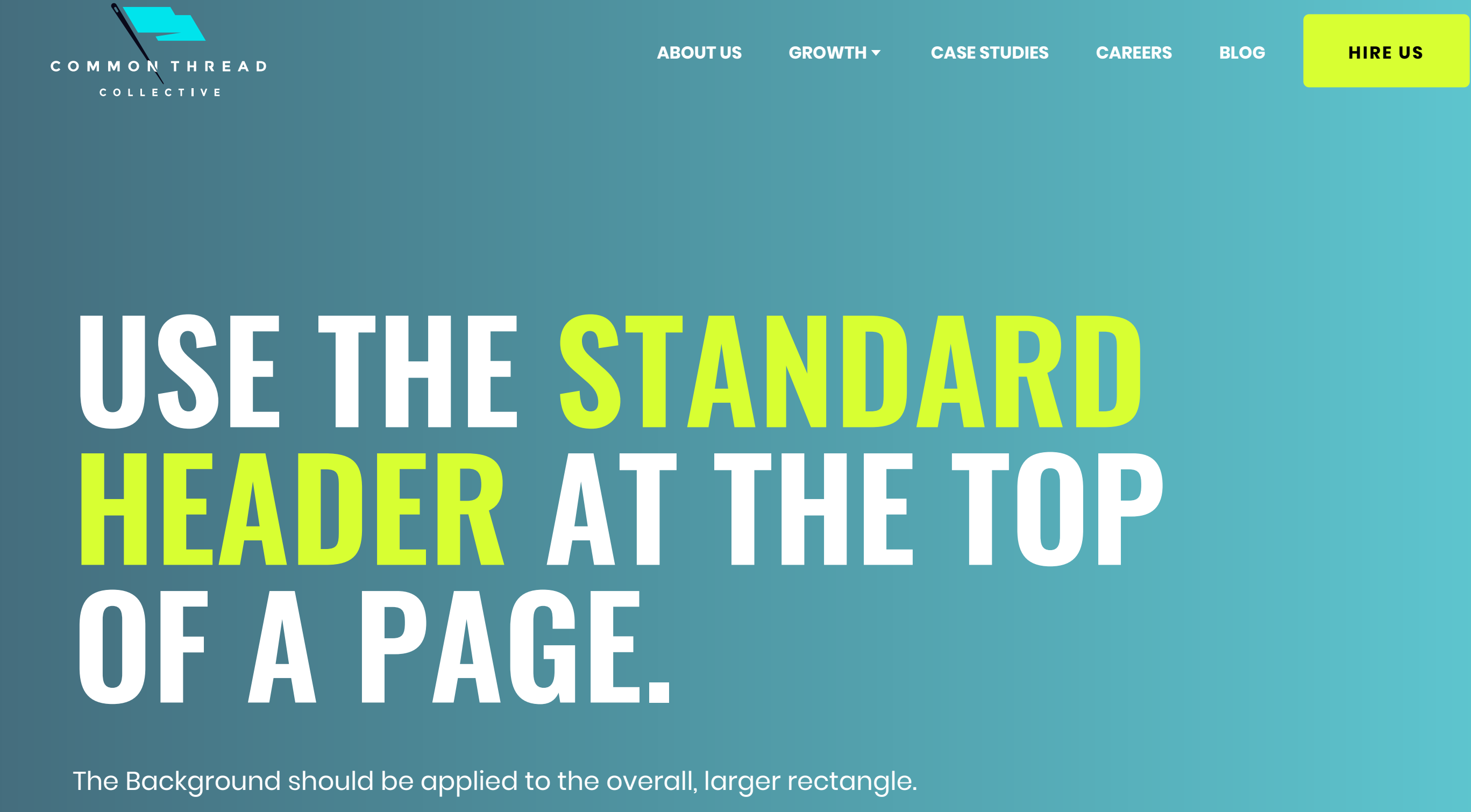
# HEADER

**COMMON DESIGN LANGUAGE**

1.1

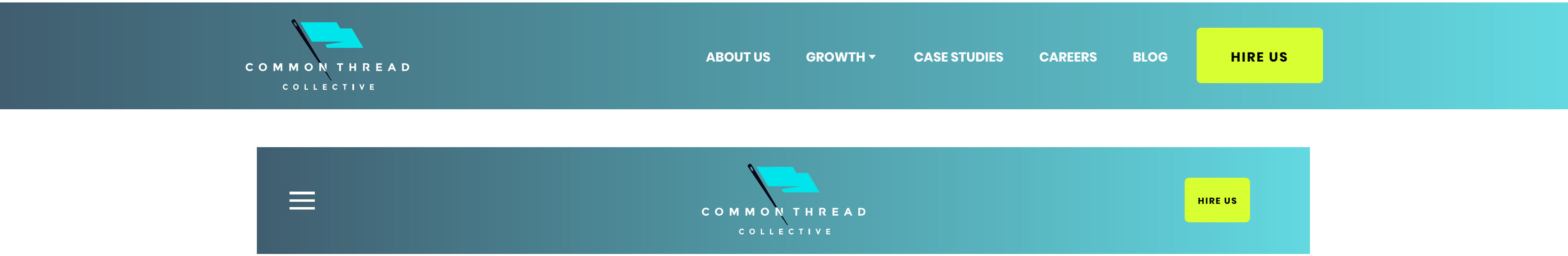
Standard Navigation

There are 4 variations of the CTC header symbols. Two of these are created for desktop displays, the standard desktop header (which has no background) and the sticky version of the desktop header (with the dull gradient background). Two are created for mobile displays. (Again, these include the standard mobile header with no background, and the stick mobile header with the dull gradient background.)

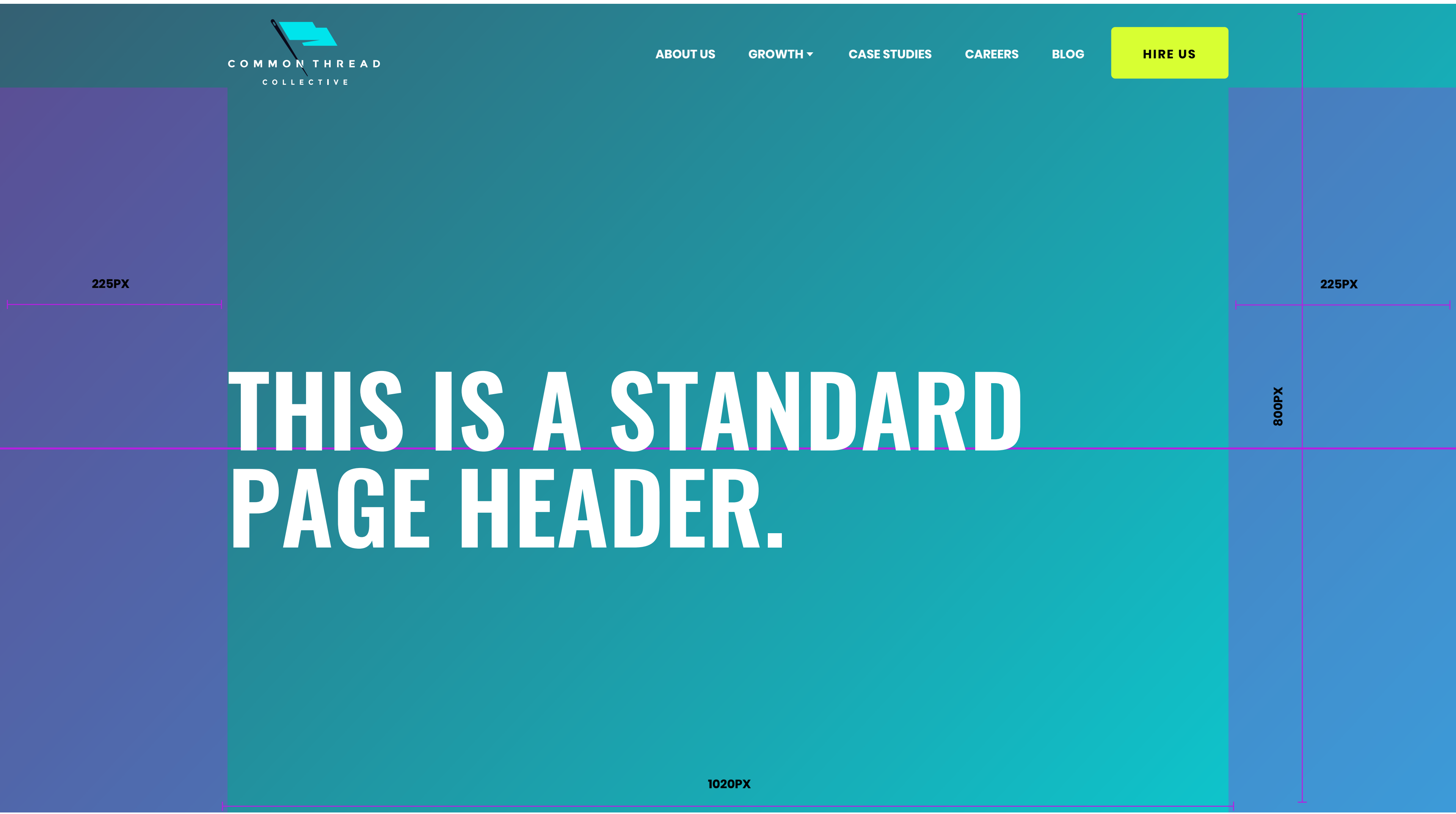


Sticky Navigation

Desktop and mobile versions of the sticky header can be used elsewhere for mockups. These headers accurately represent the standard header on our basic “dull gradient” background with an added 15px bottom margin.



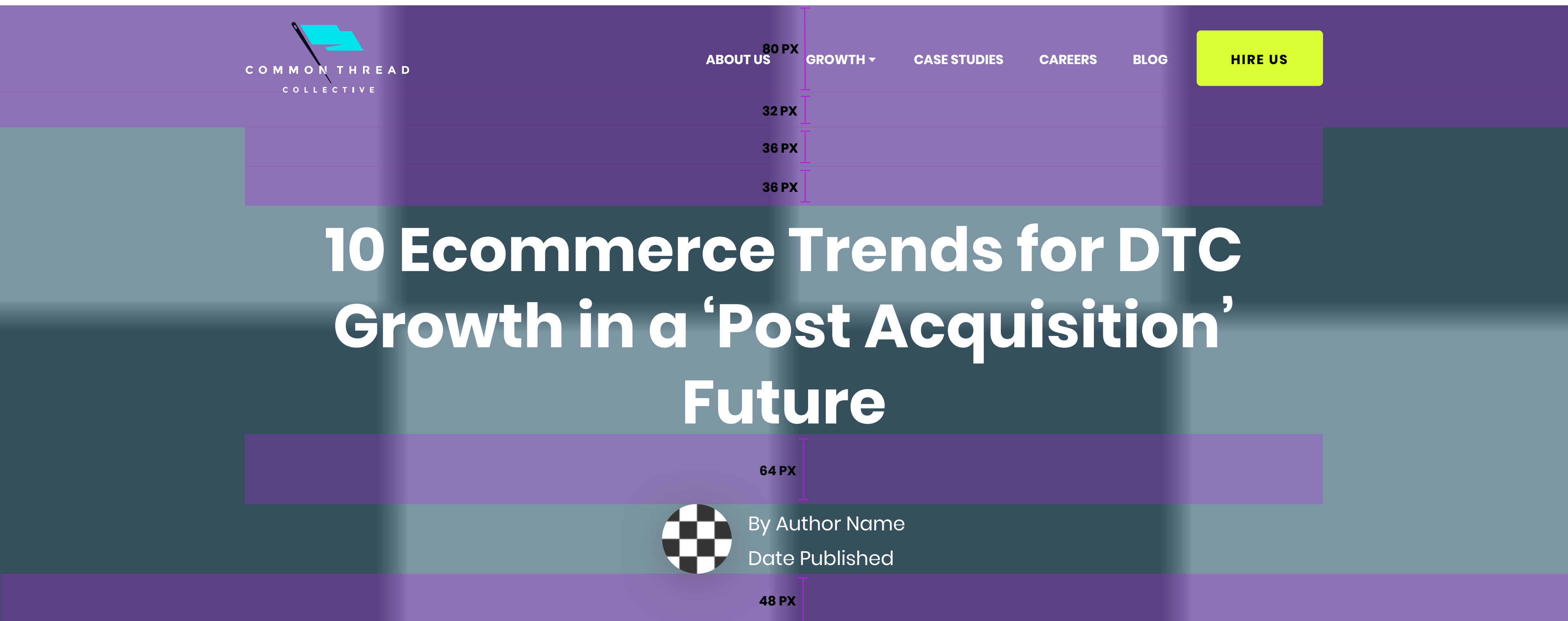
Page Headings



Use this symbol to get started with standard page headers. Page headers have a minimum height of 800px. H1 content is **always** 1020px wide, horizontally centered in the window. Headings are vertically centered at 55% of the height of the overall hero (the frame as a whole.) For complex H1 styling, write a spacebar in the editable text field, and create your own custom H1 in its place. When creating a custom H1, use the centerline as a reference for the 55% vertical centering. You can also hide the margins and centerline within the overrides panel.

This symbol is intended to serve as a starting point, with the basic rules for CTC page headings.

Blog Headings



Use this symbol to get started with standard blog headers. Blog headers have no minimum height, and instead rely on preset paddings and H1 content to determine height. H1 content is **always** 990px wide, and when editing inside this symbol will automatically resize the height of this header. You can also hide the margins and centerline within the overrides panel.



COMMON THREAD  
COLLECTIVE





# FOOTER

**COMMON DESIGN LANGUAGE**

1.1

CONTACT

hello@commonthreadco.com



Sitemap | Privacy Policy

SERVICES

Media Buying

Content

Web Development

Branding

WEST COAST

3011 S Croddy Way

Santa Ana, CA 92704

CASE STUDIES

GoPupSocks

Diff Eyewear


Theragun

'47 Brand

EAST COAST



511 W 25th St

New York, NY 10001



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COMMON THREAD  
COLLECTIVE

# BASIC STATS

**COMMON DESIGN LANGUAGE**

1.1

Callout /  
Left

Callout /  
Center

Callout /  
Right

Callout /  
Left

Callout /  
Center

Callout /  
Right

Small Callout /  
Left

Small Callout /  
Center

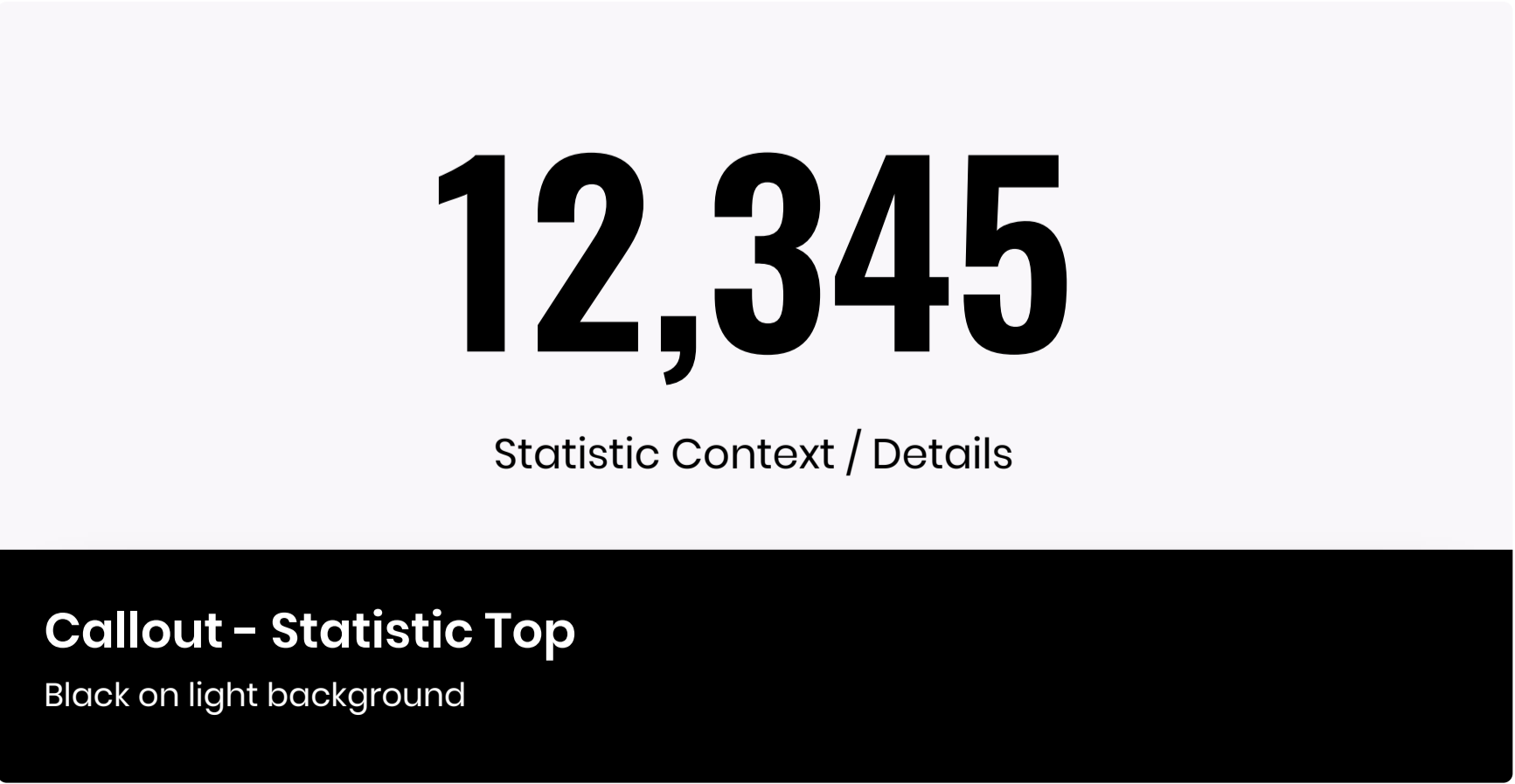
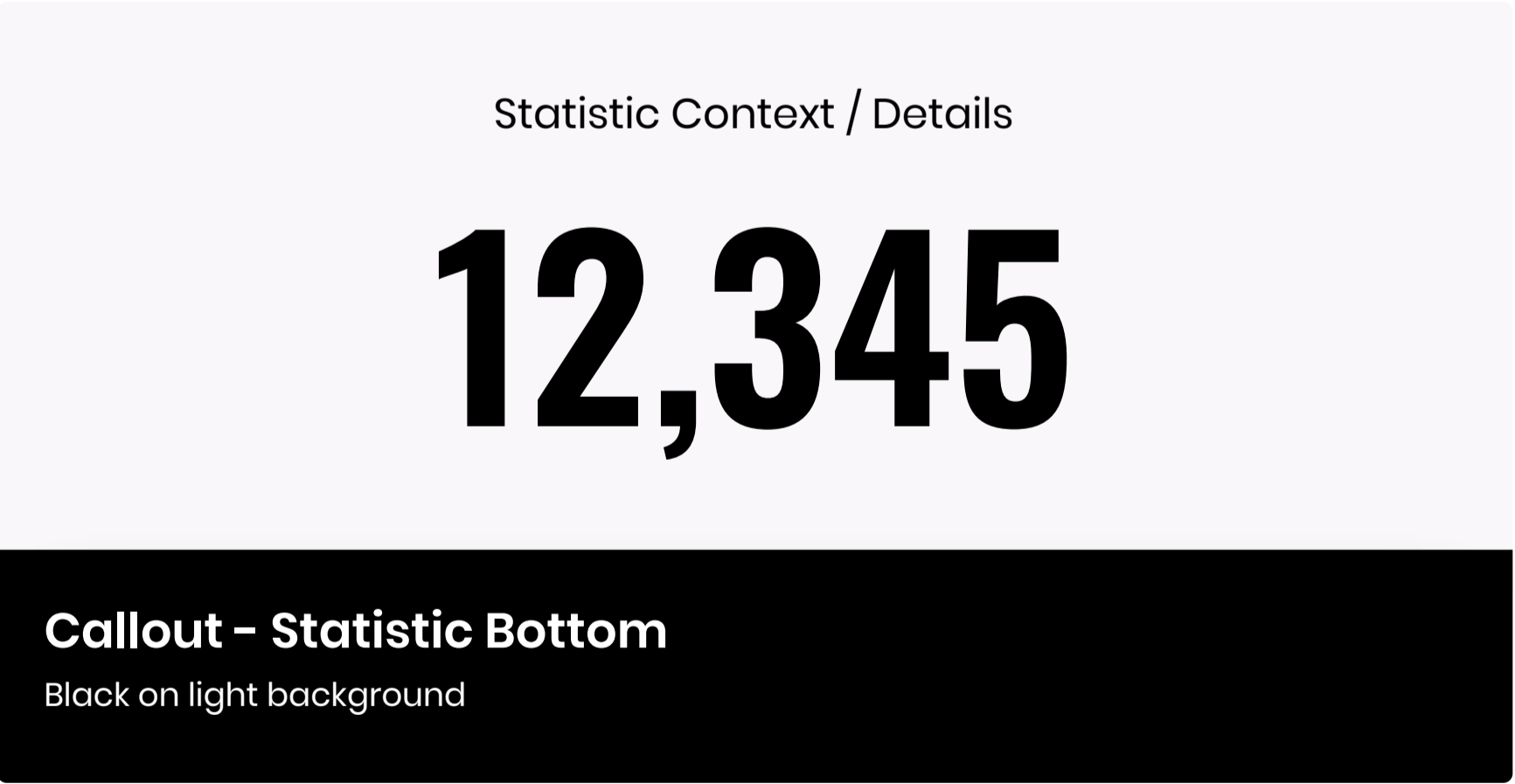
Small Callout /  
Right

Small Callout /  
Left

Small Callout /  
Center

Small Callout /  
Right

DATA VISUALIZATION: CALLLOUT ELEMENT



**Callout /**  
**Left**

**Callout /**  
**Center**

**Callout /**  
**Right**

**Small Callout /**  
**Left**

**Small Callout /**  
**Center**

**Small Callout /**  
**Right**



COMMON THREAD  
COLLECTIVE

# CHARTS

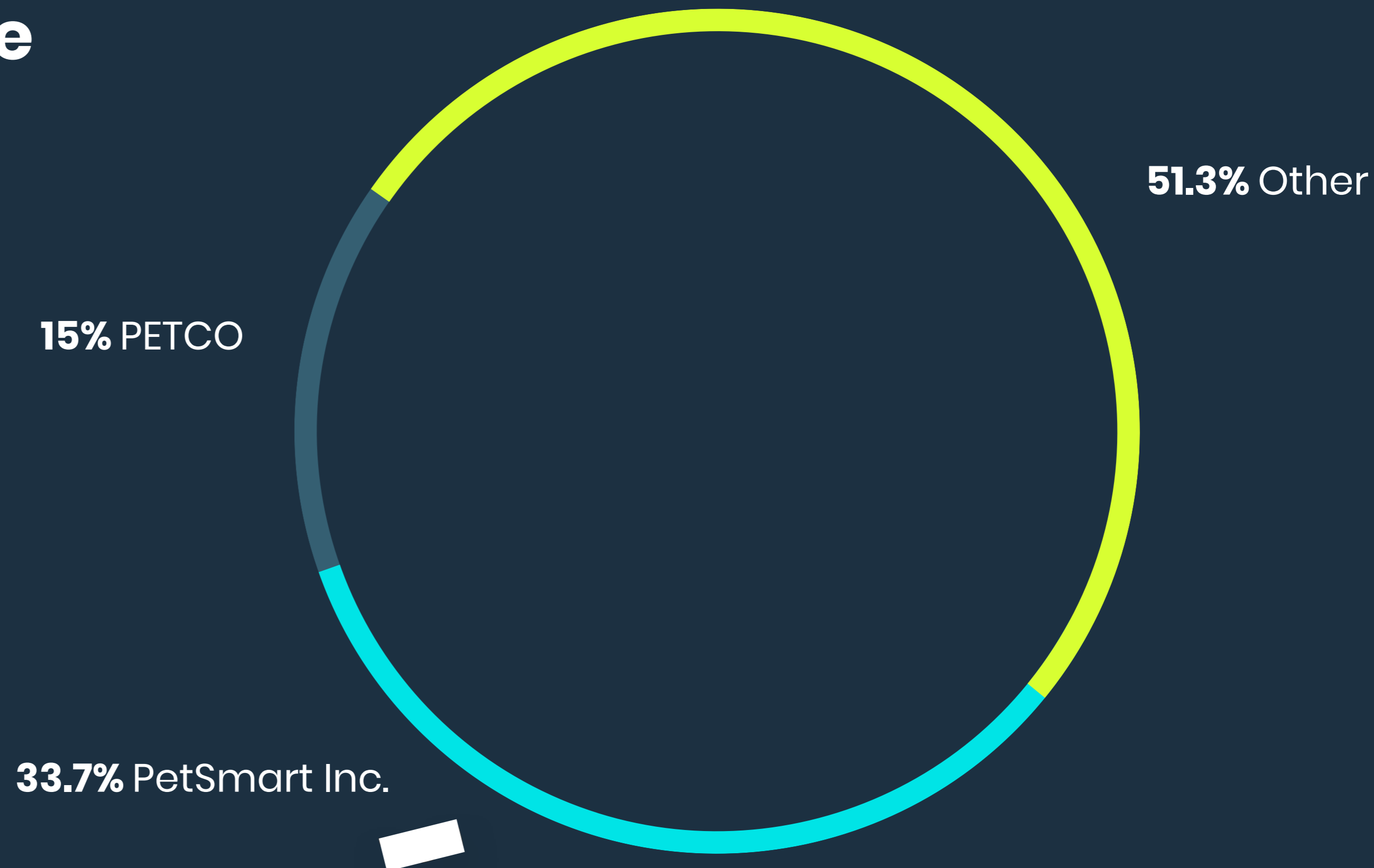
**COMMON DESIGN LANGUAGE**

1.1

# Leading US Ecommerce CPG Categories



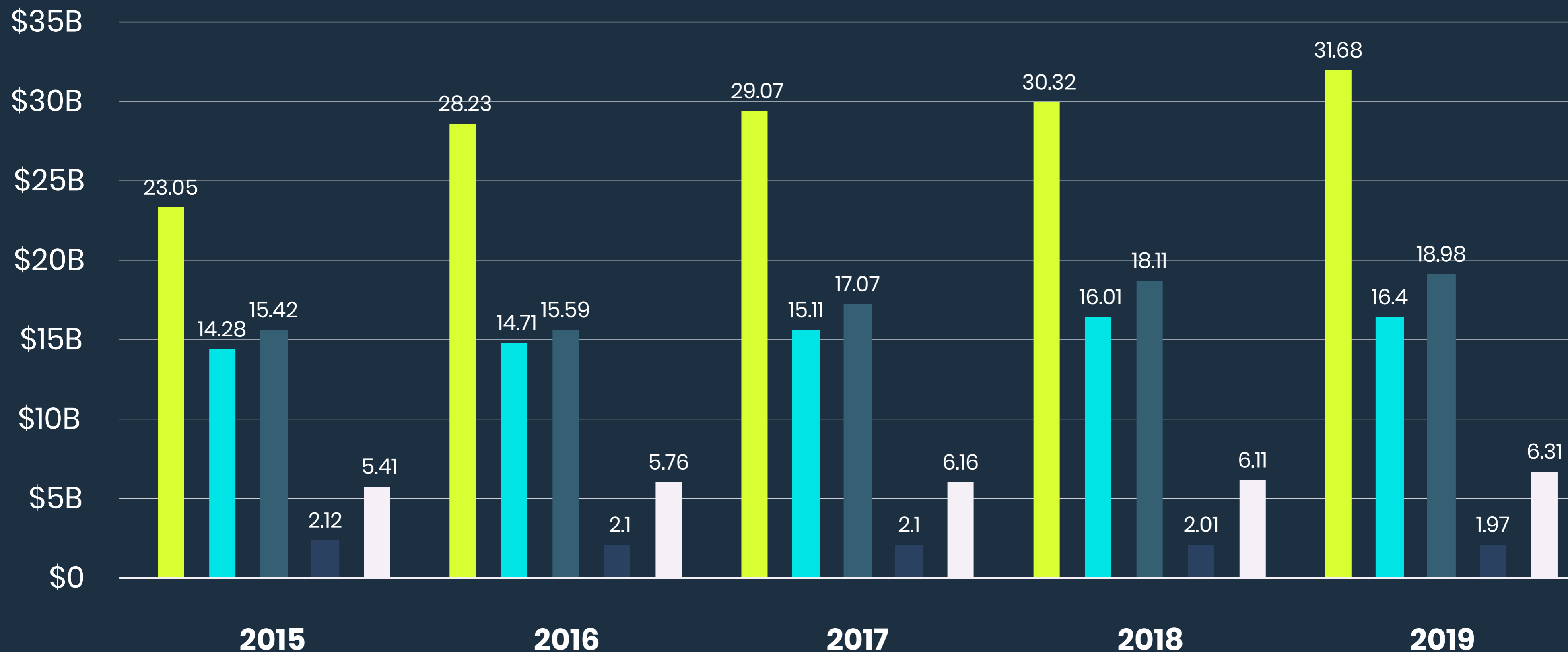
# US Pet Stores Market Share by 2019 Revenue



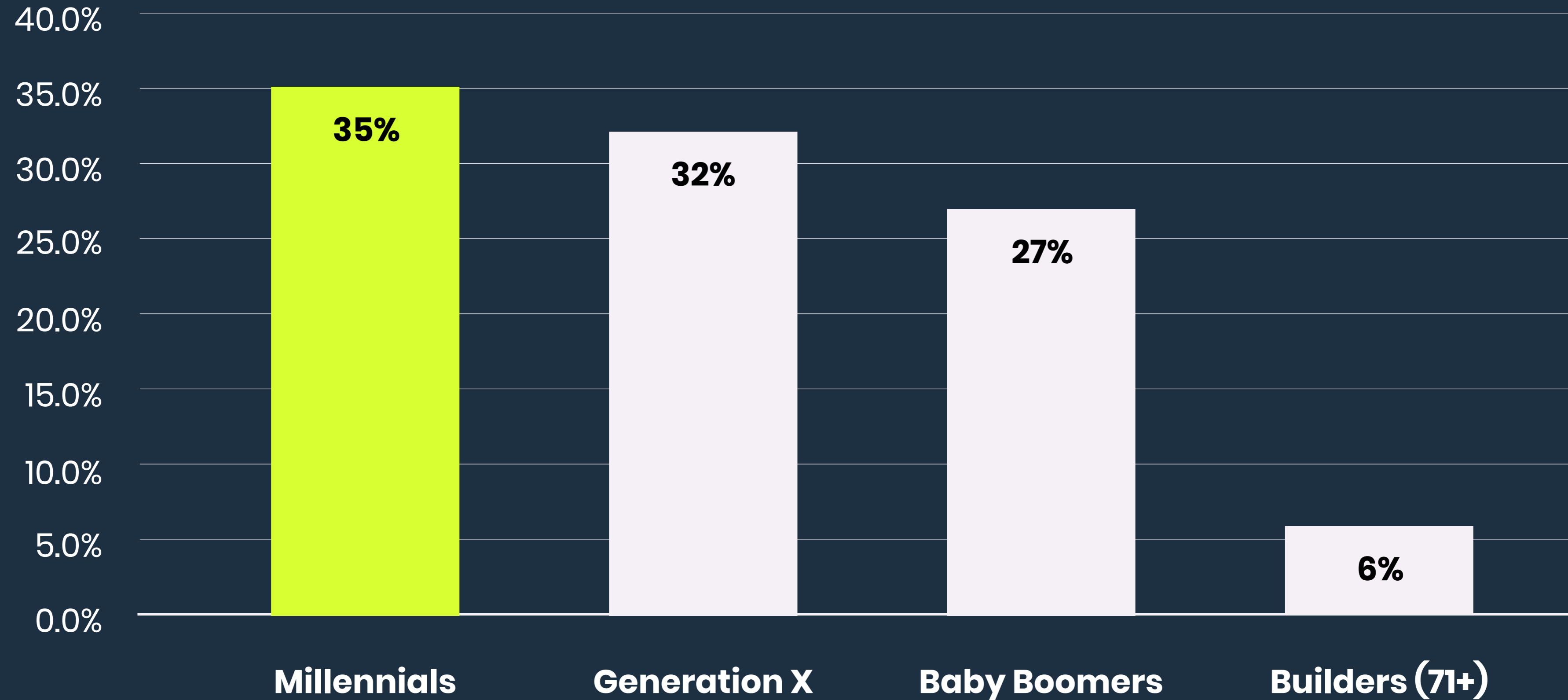
Source IBISWorld

# US Pet Industry Sales 2015–2019

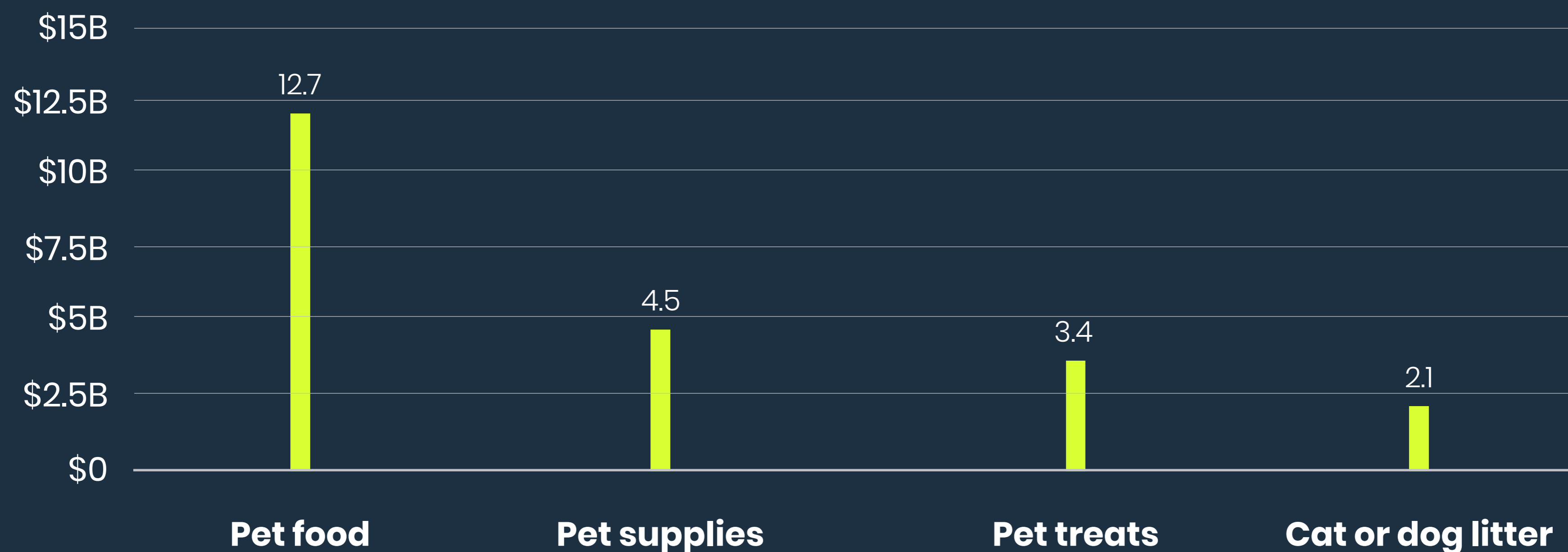
Food Supplies Veterinary Animals Other



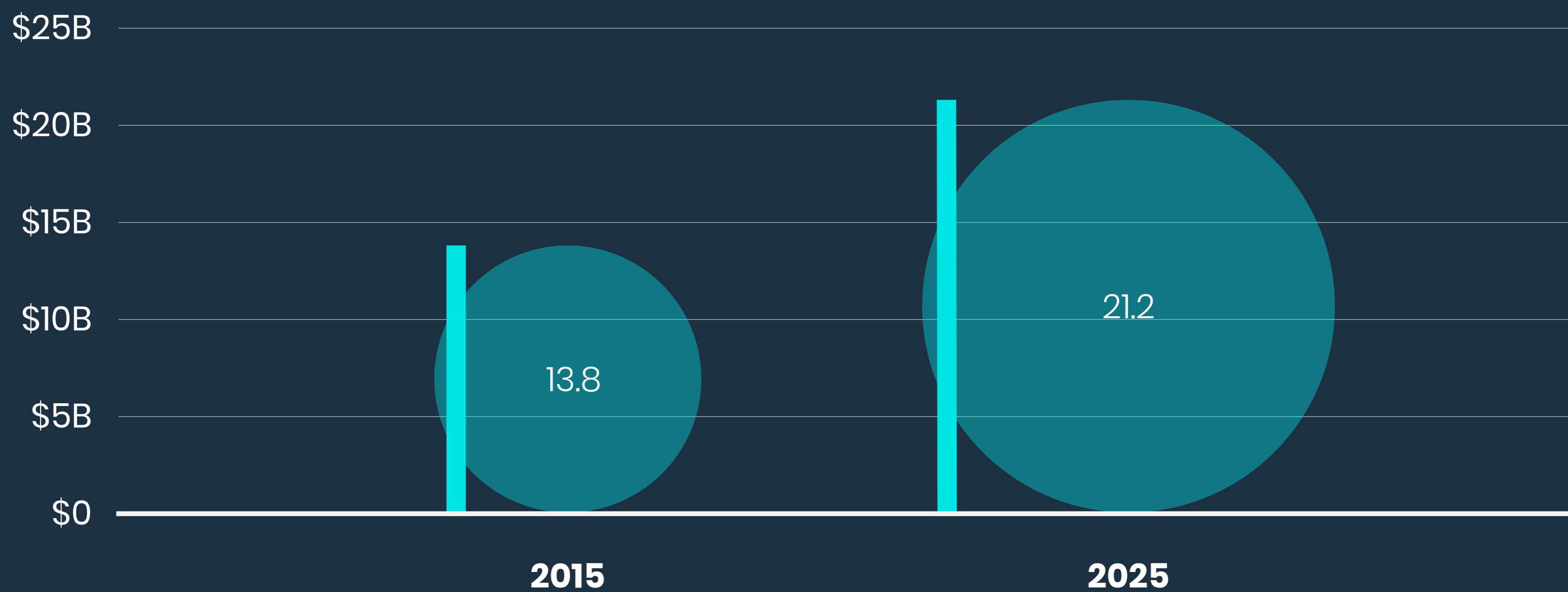
# US Share of Pet Owners



# US Pet Product Categories by Sales



## Value of Pet Care Market for Over-the-Counter Supplies



## In-Store vs Ecommerce Share of Global Retail (2023)

22%

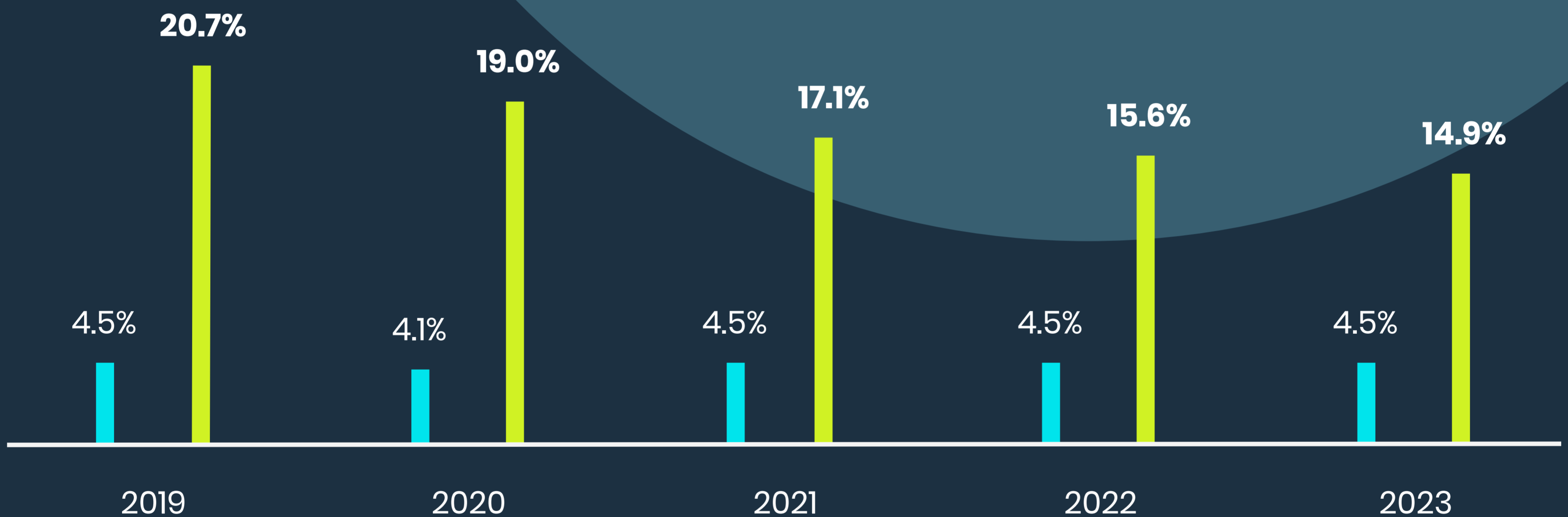
\$6.54 trillion ecommerce

78%

\$29.76 trillion in-store retail

## In-Store vs Ecommerce Global Sales Growth

In-store Ecommerce



\$23.2T

Delta between in-store vs ecommerce (2023)

84%

North American's in-store share of retail (2023)

60%

US top-ten retailers share of ecommerce (2019)

38%

Amazon's share of US ecommerce (2019)

# Motivation for Purchasing Pet Products Online in US

Convenience: I can shop anytime, any place



Good value due to free shipping



Product selection



Can more easily price compare



Shop a lot online generally



Easier to get extra product information and reviews



Can more easily find sales and promotions



Easier to find new products I might want to try



Good value due to tax savings



Online is convenient for "refill" purchases



Use automatic or scheduled delivery option



Competitive pricing



# B2C Content Marketing

## Best of Times, Worst of Times

86%

Use content marketing



59%

Plan to increase budget



33%

Have a documented strategy

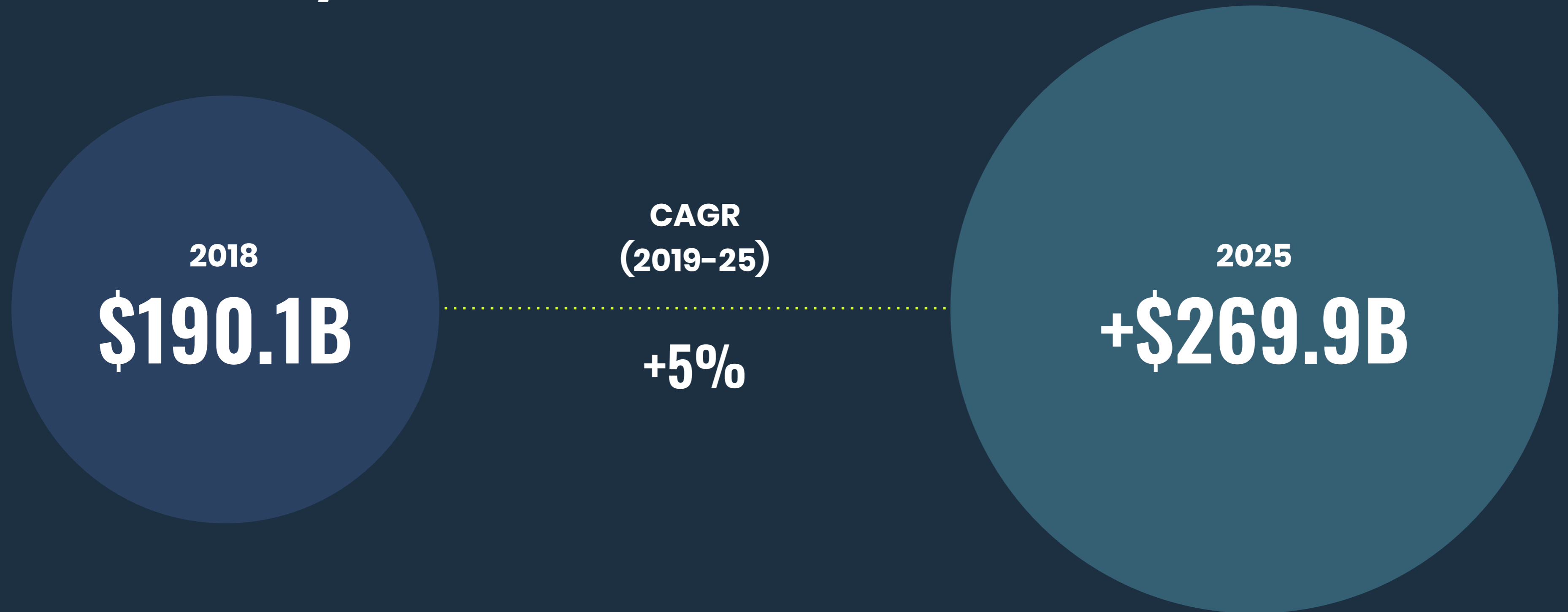


49%

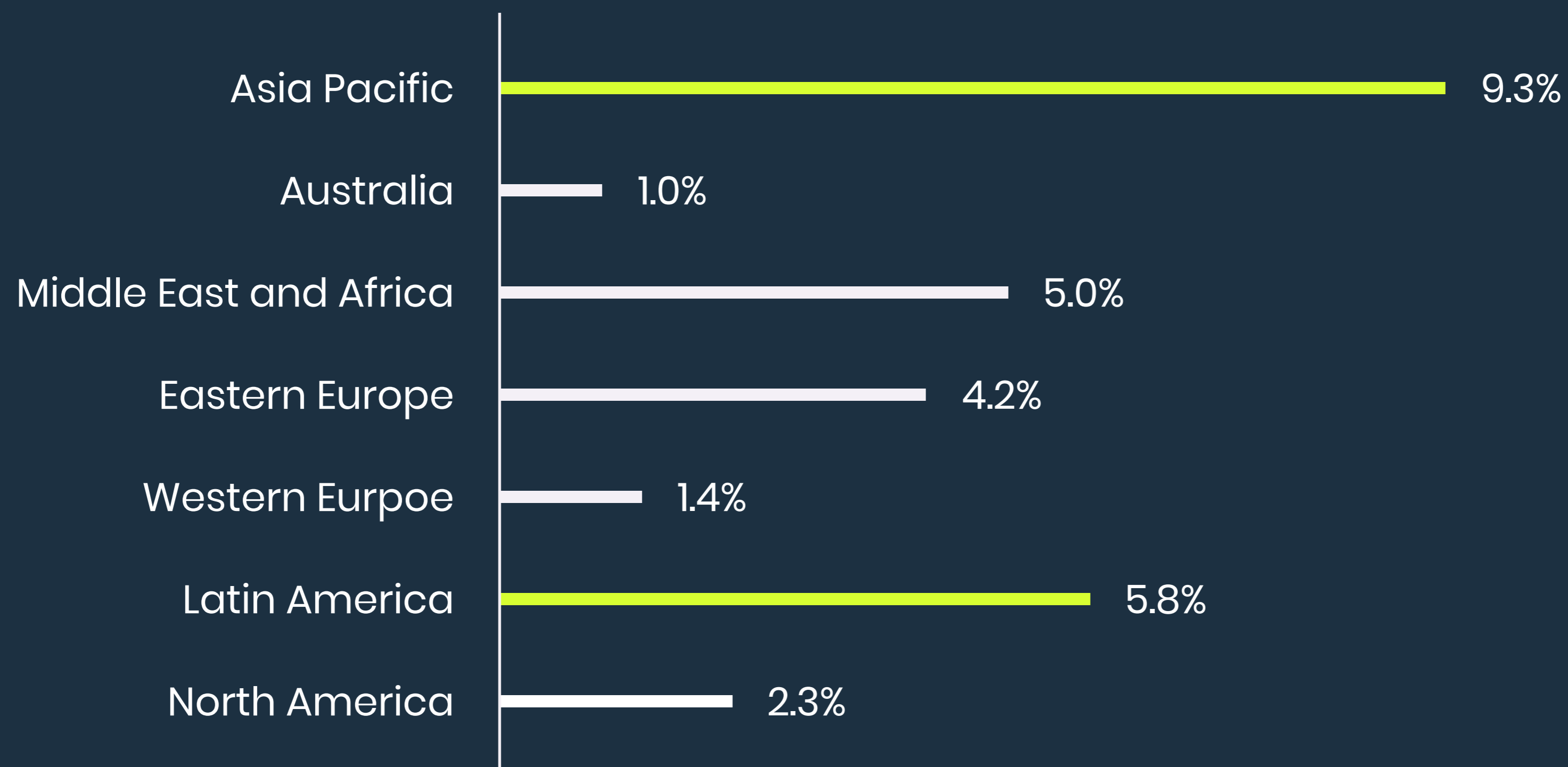
Do not measure the ROI of content\*



# Pet Industry Global Growth

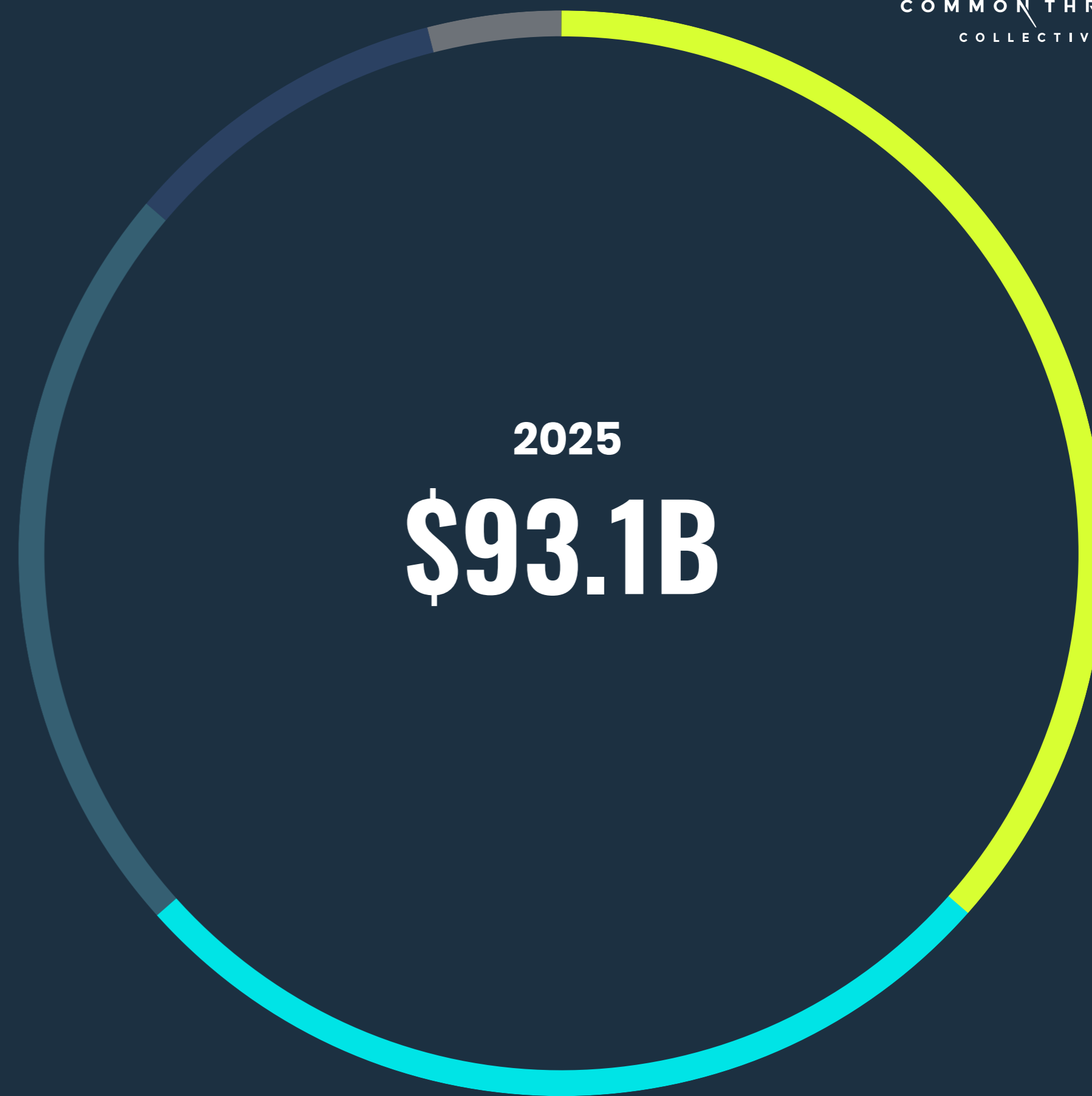
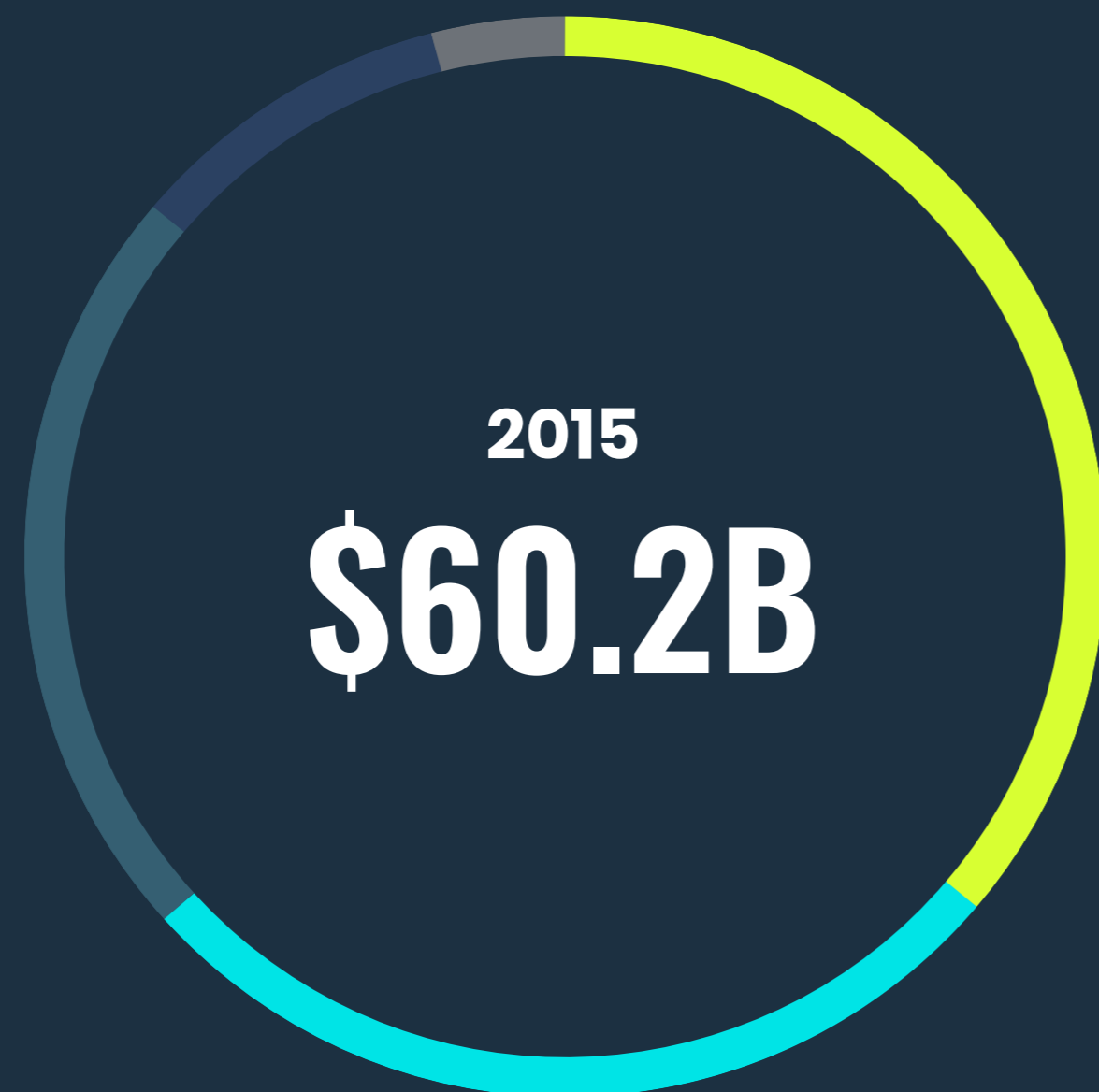


## Pet Industry 2022 Growth by Region



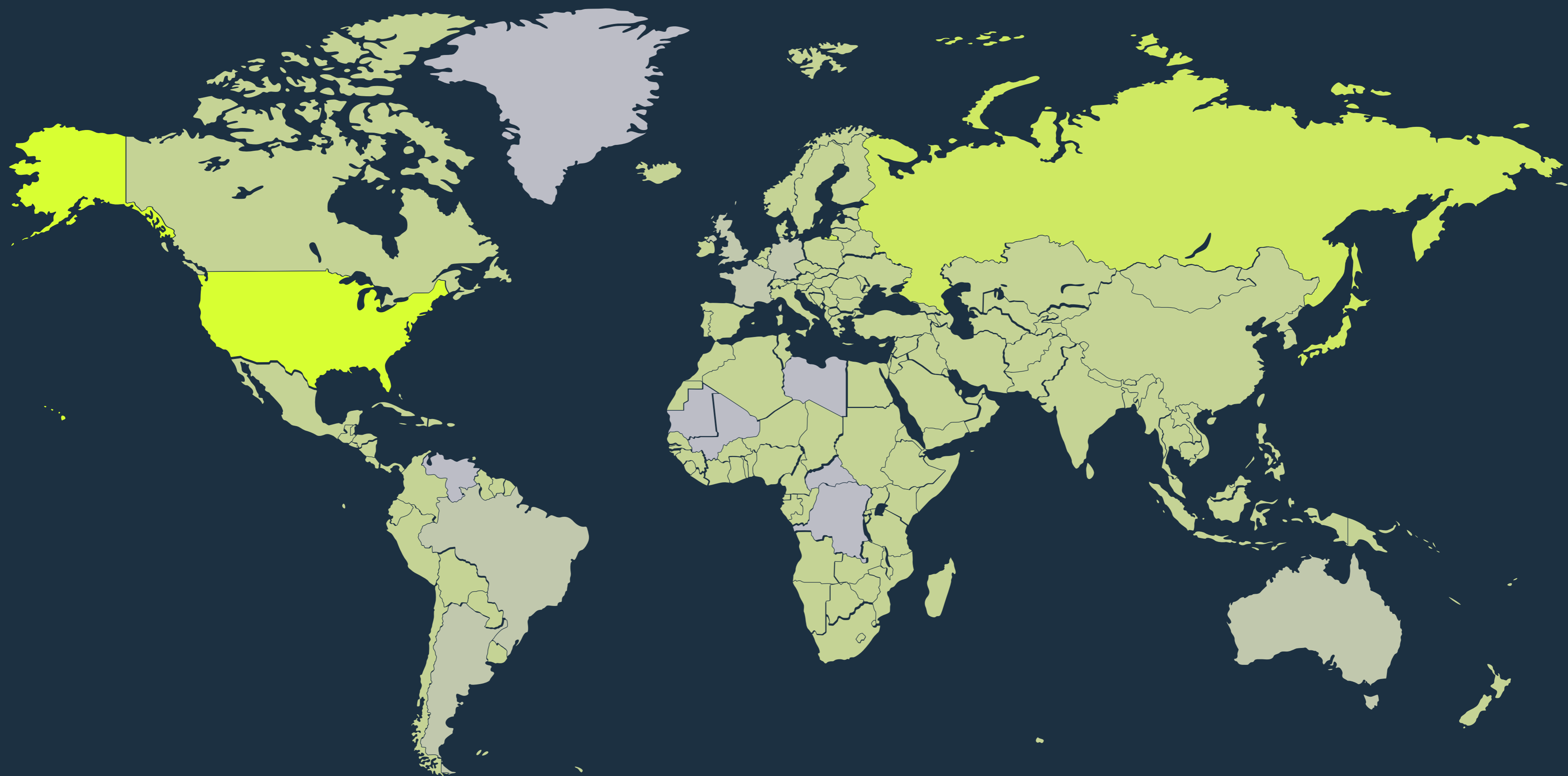


# US Pet Market by Product



- 36% Food
- 27% Vet care
- 23% Supplies
- 10% Groom and board
- 4% Animal purchases

# Global Revenue in the Pet Food Market



In Millions of USD



# Social Media Advertising By the Numbers

**+38.76%**

North America's increase in social media ad spend (2019-2023)

\$36.7B in 2019

\$50.9B in 2023

**+39.57%**

Worldwide increase in social media ad spend (2019-2023)

\$89.9B in 2019

\$125.4B in 2023

**34%**

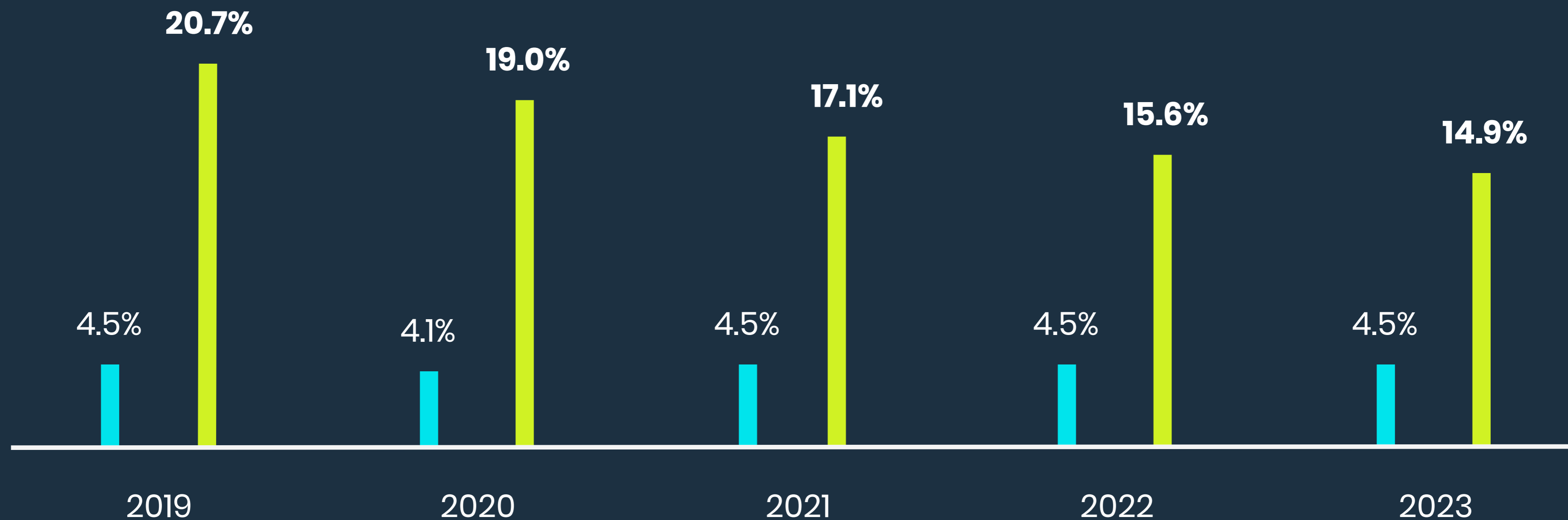
Increase in Facebook monthly active users (2016-2019)

**75%**

Increase in active advertisers on Facebook (2016-2019)

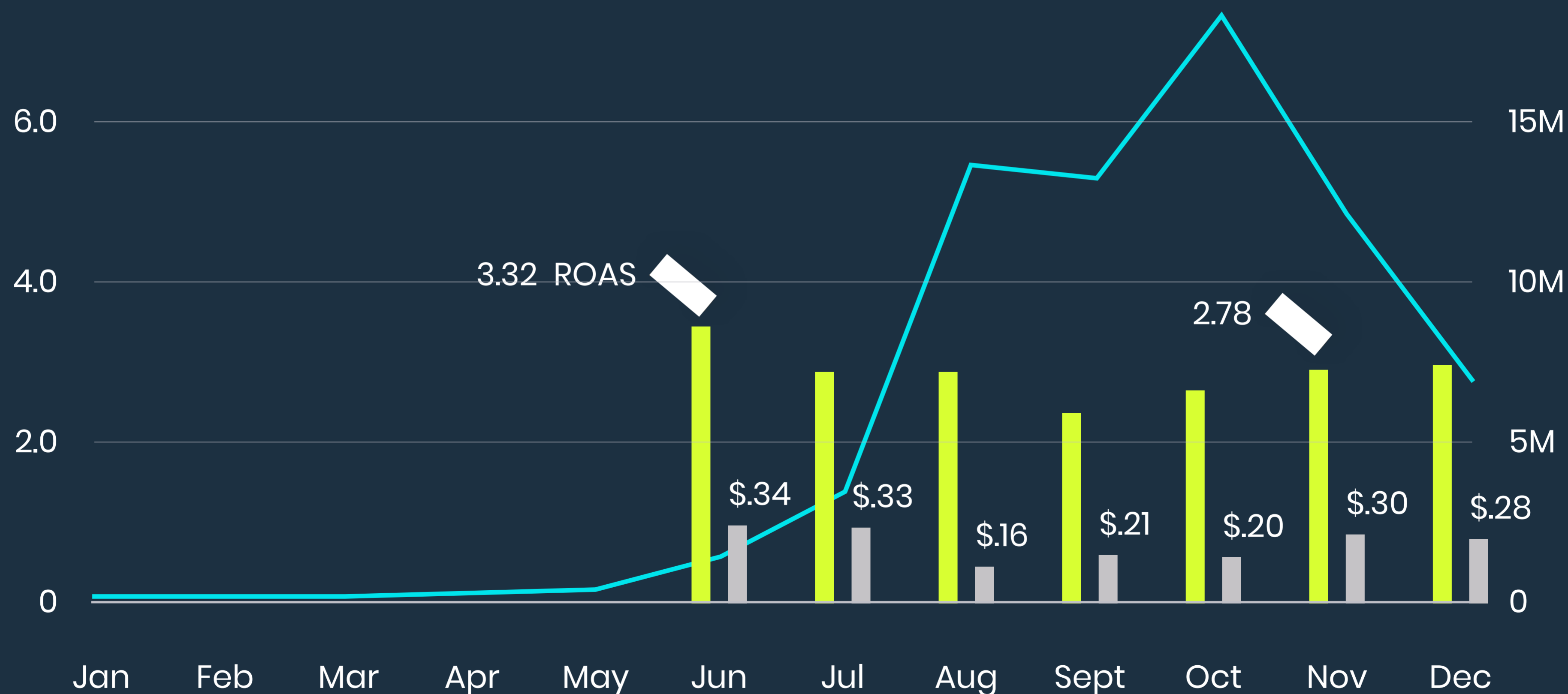
# Retail vs Ecommerce Global Sales Growth

— Retail — Ecommerce

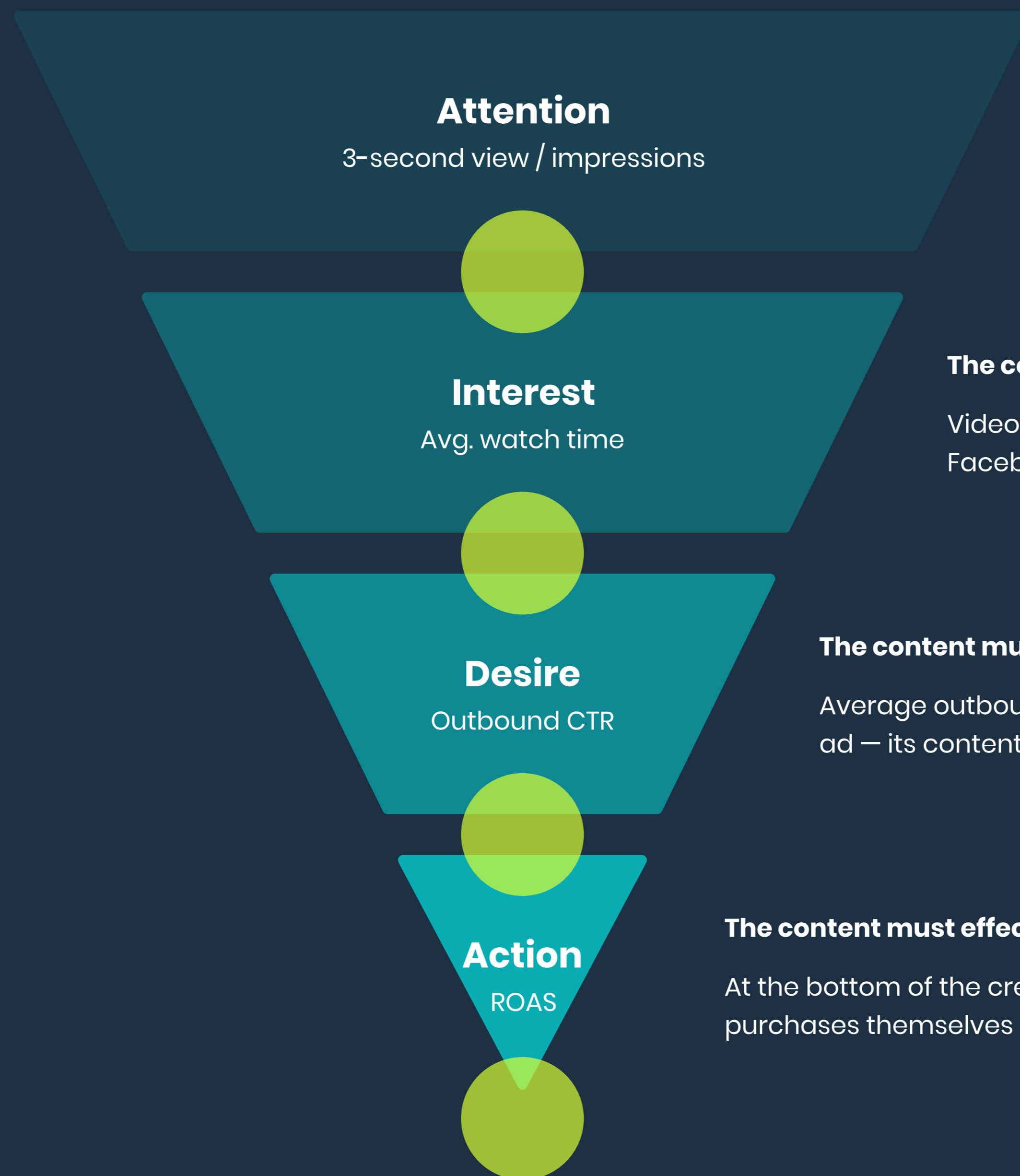


# International Facebook ROAS, Impressions & Cost

— ROAS — Impressions — CPC



# AIDA as a Model for Measuring 'Content and Commerce'



## **The content must stop the prospect**

Three-second video views divided by impressions equals the percentage of people that engage; +25-30% is a solid benchmark

## **The content must hold the prospect**

Video average watchtimes above three seconds on Facebook and Instagram or above 30 seconds on YouTube

## **The content must make the prospect explore further**

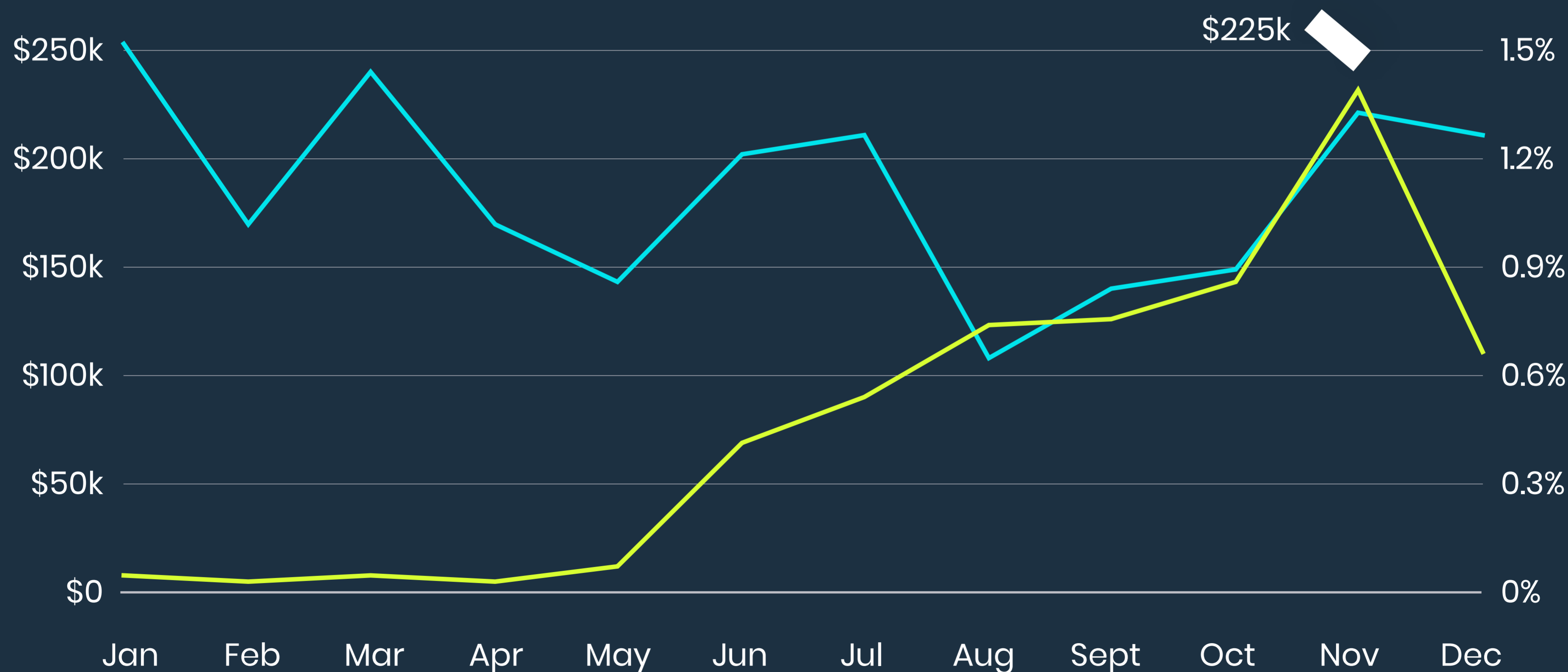
Average outbound click-through rates (CTRs) above 1% mean the ad — its content plus its call-to-action (CTA) — was compelling

## **The content must effectively set up the final desired result**

At the bottom of the creative funnel, cost per purchase and purchases themselves — return on ad spend (ROAS)

# International Revenue & Ecommerce Conversion Rate

Revenue CRV



# Paid Traffic: CPM (left) vs CPC (right)

