About

Our humble beginnings as a digital agency opened our eyes to a problem faced by many growing businesses: most marketing tools are designed for large corporations and come with an enterprise-sized price tag.

Serving small medium-sized businesses has been in our DNA from the beginning. Everything from our features, support, and pricing is designed with this in mind. Our all-in-one marketing platform is made to help SMBs manage customer relationships across all digital channels, all while staying on-budget and receiving support in their language. That’s why we created SendinBlue.
The global digitalization of SMBs

2020 has been a challenging year for SMBs across the world: lockdown, new regulations, evolving consumer behavior... Small businesses are struggling to survive but they have two advantages over the bigger players. One is that they're local - you can walk to them. The other is that they have more opportunities to interact with customers and create more personal connections. As a result, their closure impacts on people’s daily lives. That's why more than ever before, customers have realized the importance of supporting local businesses.

We are contributing to a major shift. Small businesses have begun their path towards digitalization, but making this transition will be the biggest challenge they'll face in the coming years. Sendinblue’s mission is to help them build their dream business and grow online, from the start of their journey to forming long-lasting relationships with their customers.
What we offer

Value proposition

The most reliable and accessible digital marketing platform for growing businesses. Including everything from email to more advanced, multi-channel marketing functionality; our platform grows alongside our users’ businesses.

Positioning

Our modularity enables every company to build the marketing engine with all the tools they need, at a cost that makes sense.
What’s our focus

Vision
We dream of a world where small businesses and big brands are on equal footing.

Mission
We are here to help businesses grow. This mission is in our DNA, and it’s the driving force behind everything we do. We empower all businesses to build and grow relationships with their customers across all digital channels. By taking a modular approach, we enable companies to build the marketing engine they need with less effort, and at a cost that makes sense.
Organization

Seattle, United States
Located in the heart of Seattle's historic Pioneer Square neighborhood, our friendly team supports clients in English, Spanish, and French. Our US-based marketing team is always growing too!

Paris, France
Sendinblue's headquarters are in the center of Paris, providing a vibrant home for our diverse team. We also work hard to support clients in French, Spanish, Italian, German, Portuguese, and English.

Noida, India
Located in bustling Noida, our engineering and design team continually enhance and expand Sendinblue's core services. Our growing customer care team also offers support to English-speaking clients.

Berlin, Germany
Located in the dynamic and trendy district of Kreuzberg, our friendly team supports our German-speaking clients. Our engineering and design teams work to enhance our drag and drop editor as well.

Bengaluru, India
Our expert team in web push marketing, is headquartered in Bangalore. The small team of 17 helps ecommerce brands across the globe sell better, providing support around the clock and helping them drive more revenue through web push.

Sofia, Bulgaria
In up-and-coming Sofia with a stunning mountain view, our ecommerce team works on Sendinblue's solutions for online sellers.

Toronto, Canada
Located in the heart of Toronto, our marketing, CSM, CC, HR and sales team is accelerating our traction in the North American market (US and Canada).
Noteworthy Stats

300k+ Businesses
160 Countries served
+120M Emails/SMS per day
200$M Fundraising

7 Offices worldwide
6 Languages
67 Nationalities
500+ Employees

Sendinblue Marketing • marketing@sendinblue.com
The all-in-one marketing platform

- Email Campaign & Transactional
- Drag & Drop Editor
- A/B Testing
- SMS Marketing & Transactional
- Marketing Automation
- Send Time Optimization
- Chat
- CRM
- Inbox
- Landing Pages
Internal Values

1. Empower the customer

We succeed when our customers succeed. This idea goes into everything we do: from developing the product to communicating with prospective and existing users.

4. Humbly open

We are an open company with an emphasis on humility. Everyone is accessible and open to listening to, challenging, and being challenged by others in their work.

2. Build up together

We’re always stronger together. We all bring value to Sendinblue, constantly collaborating to achieve our shared goals and help each other develop our own skills.

5. People company

People are our biggest strength. With more than 25 different nationalities, our diversity gives us a wide variety of perspectives to help us grow, learn, and improve together.

3. Impact first

We always look for improvement. We think big and stay agile to find the most impact, continuously improving and building on what we’ve done.
Our customers love us! 😍

“In today’s net-savvy world it has become common for any business to have a website which they use mostly”

**Edwin Yansané**
Founder of Edward Chocolatier
Our customers love us! 😍

“I love creating campaigns with the drag & drop builder! I just choose a template, then customize the design how I want.”

Benjamin Latour
Marketer @ CrossFit Calmeta
Our customers love us! 😍

“We recommend Sendinblue to all the startups we advise. It adapts perfectly to their needs, even at rapid growth!”

Bénédicte Sanson
General Manager @ Moovjee
Our clients
Our identity is defined by **3 components:**

- Brand Personality
- Graphic Style
- Tone of Voice
Our Personality
How have we defined our personality?
Translating our product attributes into brand values

- Support: Caring
- Technical: Reliable
- Easy to use: Accessible
- Modular: Playful
- Affordable: Humble
Caring

People are our biggest strength, a diversity of perspectives that gives us a whole variety to help businesses to grow.
Reliable

Collaborating constantly to achieve our shared goals and helping each other with our individual skills.
Playful

Planning digital marketing can now be fun.
Let’s make together small businesses compete like the big ones.
Accessible

We think big and stay agile to find the most impact. Continuously improving to create a clear and intuitive tool.
Humble

We are a company open to listen to everyone while we keep challenging each other.
Our graphic style
Our Colors

**Azure Radiance**
- Hex Code: #0092FF
- RGB: R:0 G:146 B:255

**Regal Blue**
- Hex Code: #044A75
- RGB: R:4 G:74 B:117

**Peach Schnapps**
- Hex Code: #FFD9D4
- RGB: R:255 G:217 B:212

**Gold**
- Hex Code: #FFD201
- RGB: R:255 G:210 B:1

**Downriver**
- Hex Code: #091E3F
- RGB: R:9 G:30 B:63

**Shuttle Gray**
- Hex Code: #606469
- RGB: R:96 G:100 B:105

**Ebb**
- Hex Code: #EEECEB
- RGB: R:238 G:236 B:235

**Blue Ribbon**
- Hex Code: #0161E5
- RGB: R:1 G:97 B:229

Sendinblue Marketing • marketing@sendinblue.com
Typography

Publico
Headline Bold

Open Sans
Regular & Bold
Every visual aspect of our brand embodies our five brand values and the experience we aim to deliver.

**Color palette**
- Regal Blue
- Peach Schnapps
- Gold
- Blue Ribbon
- Dowriver

**Fonts**
- Publico Heading Bold
- Open Sans Regular
- Publico font: Reliability
- Open Sans font: Humility

**Colors**
- Blue: Reliability
- Peach: Caring
- Yellow: Playful
Logo Usage

It's important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone has been added around the logo.

This exclusion zone defines the amount of spacing required between the logo and any other graphic element. It is a fixed relationship that is not to be changed for any reason.
The Symbol

Starting with the ‘S’ from Sendinblue, the shape multiplies and fans out to form a “rolling wheel.” This is a reference to the ensemble of features we offer in our platform to help you construct the vehicle that will take you where you want to go with your business.

Next to this symbol, we’ve added our name in all lowercase to remind us of the humility we need to maintain in order to accomplish our mission of helping businesses form stronger customer relationships.
Photography

To contrast with the abstract nature of the illustrations, we wanted photos of real people to add a more human aspect to our identity. This fit perfectly with a "customer testimonials" section.

To inject some fun into the process, we took a rather "unconventional" approach to these photos, asking subjects to "play" with an object related to their business or organization as a nod to the human side of our customers. We used movement and props to create a more quirky final product. Finally, we superimposed the images over plain color backgrounds to create more cohesion with the color palette of the website.
With the launch of our new look, we’ve touched up the design and feel of our platform to be consistent with the new colors and design. These screenshots show the updated style.
Our tone of voice
To create a whole branding experience that embodies our values and missions, we need to be consistent with our personality, tone of voice and messaging.
Our language & tone

1. We are **Casual and kind**, but not overly familiar, and always professional.

2. We always **encourage clients to empower themselves** without pulling them too far out of their comfort zone.

3. We are **pragmatic and clear**, but never overly blunt, and we always maintain a certain level of refinement.

4. We are **subtly playful and charming, without being goofy** or immature, and while always staying down-to-earth.

5. We are **approachable and welcoming**, but not patronizing, and never discriminative nor exclusionary.

6. We are **technical, yet accessible and understandable**, but never at the expense of clarity nor practicality.
Language and Tone

We are efficient, caring, and honest, so our copy needs to be straightforward, yet trustworthy. It should be written with a smile and a hint of charm.

We always try to put ourselves in our customers' shoes and focus our communication on customer benefits rather than features. Whether they're a specialist or beginner, we always share our expertise with empathy, clarity, and simplicity.

- Casual, but not overly familiar
- Motivational and empowering, but not demanding
- Always charming, without trying to be hilarious
- Reassuring and welcoming, but never confined
- Efficient, but not purely functional or overly pragmatic
Contact

contact@sendinblue.com
press@sendinblue.com