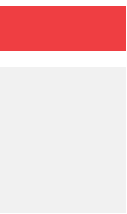SAUCE LABS
Brand book

About this book

We produced this book to define our place in the world with a commitment to lead for the long term.

It articulates the key components important to the Sauce Labs brand, and comes complete with guidelines to rally around and use to communicate consistently with others about our brand and global reputation. This is a living document, which means it will continue to evolve as the Sauce brand matures. The brand book serves as a snapshot of where we are at the moment, with some suggestions on how best to work with the current toolkit.

What is a brand?

A brand is more than a logo and typography. It's mood, story, and tone. It's a system of elements that work together to express the brand's personality and way of being.

Contents

SECTION 1

Brand story and guidelines

Sauce story

Sauce Labs was founded in response to changes in the software development ecosystem.

More frequent release cycles and the accelerated fragmentation of browser and OS platforms created a need for agile testing. Inspired by the vision that there was a better way to do automated testing, our founders, John Dunham, Jason Huggins, and Steve Hazel, connected the dots to put Selenium, a popular open source framework developed by Jason in late 2004, in the cloud so developers wouldn't have to set up or maintain a costly and troublesome testing grid. Instead, they could fire up secure virtual machines (VMs) in the cloud, and automate their tests across dozens of browsers and OS platforms in minutes. Imagine that.

The result is easier cross-browser testing, faster debugging, quicker release cycles and better quality mobile and web apps. Pretty saucesome.

Sauce Labs provides the world's largest automation cloud for testing web and native/hybrid mobile applications, and helps companies accelerate software development cycles, improve application quality, and deploy with confidence across 350+ browser / OS platforms, including Windows, Linux, iOS, Android and Mac OS X.

Sauce's highly scalable cloud is built to handle the most secure data from our customers, who range from Fortune 500 companies to small businesses, located across the globe. To date, more than 120 million tests have run on the Sauce Labs cloud.

Vision

To make continuous integration and delivery effective and achievable for software teams.

Mission

Sauce Labs believes continuous integration and delivery should be simple and painless for software teams across the globe. By providing a robust and reliable cloud testing platform, we enable modern organizations to bring quality applications to market faster and easier than ever before.

Brand essence

The core of our brand is confidence, innovation, intelligence, respect, and humor, and it is a reflection of who we are. We're dedicated to making testing and continuous delivery an awesome experience.

5 key values

Our branding stems from
our five key values:

Respect

Integrity

Excellence and
personal growth

Truth and
transparency

It's okay to be
wrong; but not
to stay wrong

Respect

Our focus on truth and transparency carries with it the responsibility to treat everyone with respect, and we celebrate human beings and their potential to grow and create. We strive to incorporate respect and value into the work we do, the products we build, and how we operate as a company.

Integrity

At Sauce, integrity means truthfulness and straightforwardness in our actions and words. We follow through on our commitments and our actions are aligned with our beliefs.

Truth and transparency

We believe in the power of truth and honesty to expose opportunity and build trust. Our high standard for mutual transparency within the company, as well as with customers and partners, gives us the freedom to share openly, and the willingness to listen deeply without defense.

It's okay to be wrong; but not okay to stay wrong

Mistakes are normal. They are opportunities for growth and we recognize the value in this process. On the flip side, we know there is always a solution just around the corner, and we're committed to discovering it.

Excellence and personal growth

We're a crucial element in our customer's fight to stay ahead of the competition. Our commitment to continuous learning, improving, and pushing the envelope—as individuals and as an organization—has set the bar high for the quality products we release. We are craftspeople and take pride in providing innovative solutions that are designed to make a difference in our customer's lives.

Personas

Our target audience is comprised of developers and QA engineers who feel the pain of cross-browser testing.

They are searching for a tool to help them improve their current workflow, so they can release quality software into the marketplace faster and painlessly. Our users do not want to set up and maintain their own testing infrastructure.

For the developer in a small or medium size organization, having to deal with Windows VMs is a nightmare; for the enterprise customer, procuring anything *other* than a Windows VM is nearly impossible. Our cloud gives both audiences something they can't get on their own and eliminates a loss of time, effort and headaches searching for it. Once our users find Sauce, they never go back to the "old" way of doing things.

Small startups and large enterprises alike value our robust, reliable, and secure cloud infrastructure. They also love that we keep up with all the latest browser and OS platforms—so they don't have to— and that we provide video and screenshots for easy debugging. Sauce just makes sense.
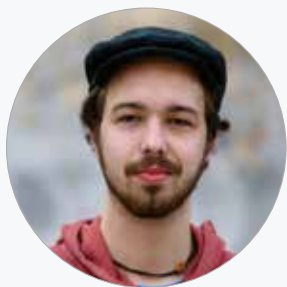
Sean

Software engineer – Self Serve

27 years old

"Boy genius"
Hipster
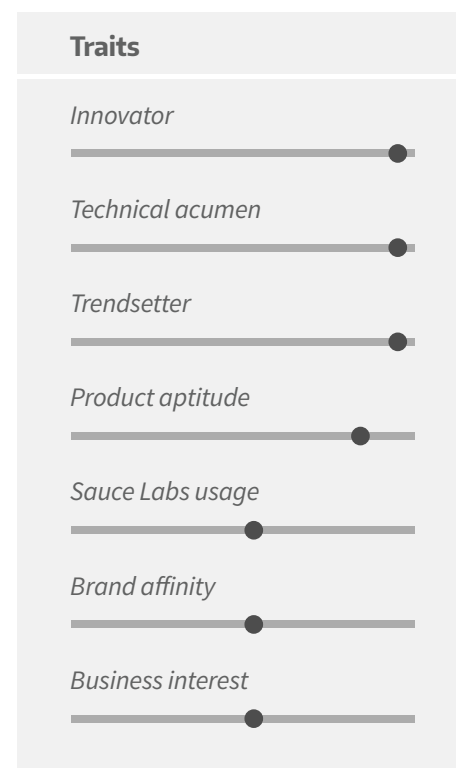Lives in the Mission
Studied CS in college
Hardcore dev

Behaviors
• Biking, concerts, guitar, party
• Twitter
• Mac and iOS User
• Loves Javascript, Node, Angular
• Open source developer
• Goes to meetups

Goals & objectives

· Freedom to work on things he cares about
· Doesn't know what he wants yet
· To get paid for open source work

Traits

Innovator

Technical acumen

Trendsetter

Product aptitude

Sauce Labs usage

Brand affinity

Business interest

What he thinks of Sauce:
Sauce is innovative, fast, and reliable.

What he gets back from using Sauce:
He gets back to straight up coding, seeing more live shows, and taking more bike rides after work.

Jacob

QA Engineer – SMB
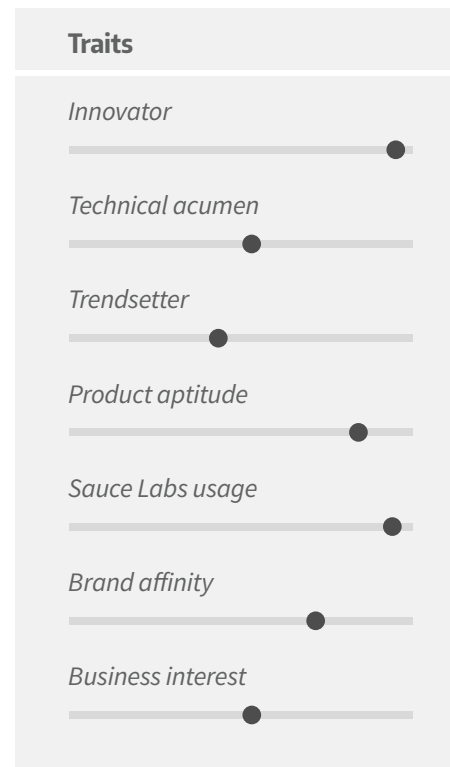27 years old

Lives in Mission
Hipster
Current obsession: robots

Behaviors
• Owns too many tech t-shirts
• Super active on Tumblr and Twitter
• Eats out at Valencia Street
• Uses Ruby
• Reads Hacker News
• Hates NSA

Goals & objectives

· Automation for the benefit of the process and bettering his team
· Bump out of test into software engineering
· Work his way up to VP level

Traits

Innovator

Technical acumen

Trendsetter

Product aptitude

Sauce Labs usage

Brand affinity

Business interest

What he thinks of Sauce:
Sauce is fast and reliable and automation is king.

What he gets back from using Sauce:
He feels confident about his team's process, and gets more time on Valencia Street after work.

Proshanti

**Quality Assurance Lead –
Enterprise**
35 years old

QA lifer
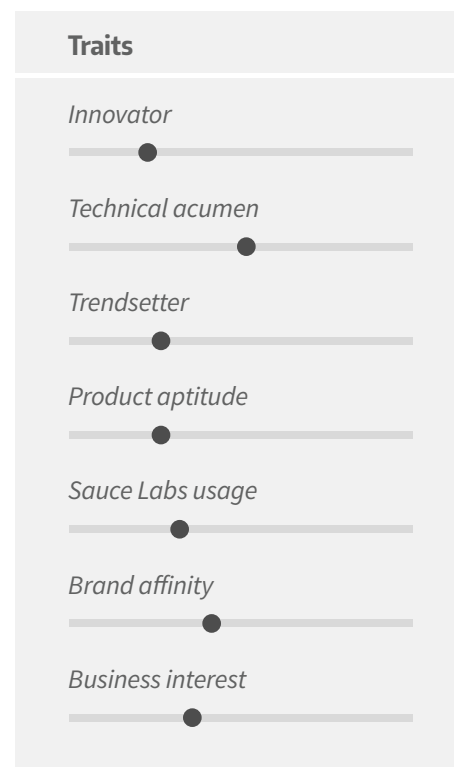Married with kids
Indian descent
Lives in Fremont
Works in South Bay

Behaviors
• PC user at work
• Family-focused
• Degree from India/Asia in Computer
  Science or Engineering

Goals & objectives
· Raising a family
· Finding test automation software to use at her company
· Management position

Traits

Innovator

Technical acumen

Trendsetter

Product aptitude

Sauce Labs usage

Brand affinity

Business interest

What she thinks of Sauce:
Sauce is fast, reliable, and easy.

What she gets back from using Sauce:
She gets more time with the family
and a promotion.

Kate

Director of Quality Engineering — SMB

34 years old

Married with no kids
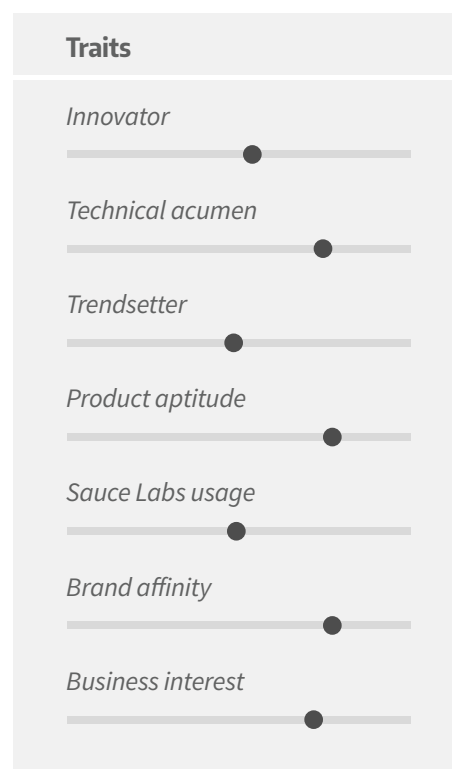$160K salary
Lives in San Mateo Hills
MBA in Business Management

Behaviors
• PC and iPhone User
• Happy to stay at job as long as she's challenged
• Runner
• Social Media: Facebook (for personal) and LinkedIn
• Loves wine, cooking and international travel

Goals & objectives

· Reliable services her team can depend on
· To lead super-efficient teams
· More insight into how team's apps are performing
· Save time when solving problems (bugs, etc.)

Traits

Innovator

Technical acumen

Trendsetter

Product aptitude

Sauce Labs usage

Brand affinity

Business interest

What she thinks of Sauce:
Sauce is reliable.

What she gets back from using Sauce:
She gets job satisfaction from running a tight ship, and time to run after work.

Steve

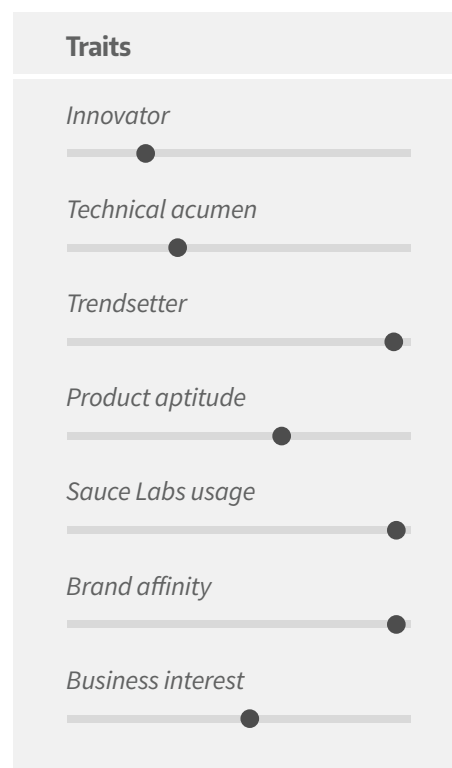**QA Manager – Enterprise**
43 years old

30lb cat
Lives in Walnut Creek
Married with 2 kids

Behaviors
• PC and Android user
• XBox lover
• Likes football
• Loves Iron Man movies
• Plays with kids

Goals & objectives

· Promotion to Director but comfortable where he is
· Make life easier
· Spend more time with family and kids...and the cat

Traits

Innovator

Technical acumen

Trendsetter

Product aptitude

Sauce Labs usage

Brand affinity

Business interest

What he thinks of Sauce:
Sauce is reliable and scalable.

What he gets back from using Sauce:
He gets more time with the kids, Xbox, and a promotion.

David

VP of Product

34 years old

Works for Sony
Lives in LA
Married with one kid
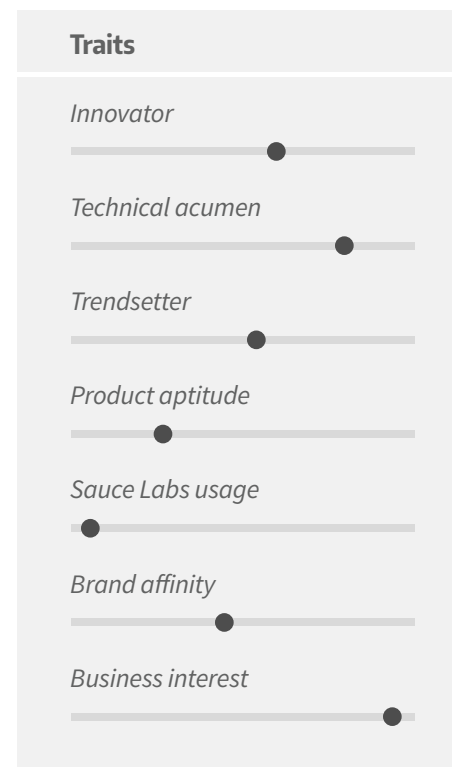Passionate
Stanford undergrad in CS
Harvard Law degree

Behaviors
• Drives motorcycle to work
• Eating out at fine dining establishments
• Travels and goes to shows
• Goes to Burning Man
• Busy keeping up with product
• Forward thinking/hip

Goals & objectives

· Bottom line PnL/Getting product to market faster
· Own his own company
· Ambitious in all facets of life
· Efficiency

Traits

Innovator

Technical acumen

Trendsetter

Product aptitude

Sauce Labs usage

Brand affinity

Business interest

What he thinks of Sauce:
Sauce is fast and reliable..

What he gets back from using Sauce:
He gets more time with family and other activities.

How we sound

We are friendly but serious, authoritative without being pushy.

Our tone is confident and professional with a touch of wit. Our content and presence gives our audience a peek into our lives, be it at the office or out and about at our community events. We want to show people who we are and what we care about.

For more details on voice and tone, grammar, formatting, and other Saucy tidbits, check out our editorial guidelines (page 37).

SECTION 2
Style guidelines

Contents

Logo

Our logo is the heart of our brand. Please keep its look consistent across all media, and hold back any urge to change its colors or add new features like dropshadows or wings. We know you mean well, but please don't.

We have three variations of our full-colored logo: one-line horizontal, stacked horizontal, and vertical.

Logo variations
Our one-line horizontal logo is the most widely recognizable version used across all media, print and web, and it is the preferred one to use. Select the stacked and vertical logos when the horizontal version will not look its best. For example, narrow space constraints might make it so the vertical or stacked horizontal version is the way to go for maximum visibility and legibility.

Horizontal { preferred version }

Stacked horizontal

Vertical

Yes, we can!

All the Saucy ways to use our logo:

1. Please use the logo in full color in CMYK or PMS for print and RGB for web.

2. Clear space protects the clarity and visual integrity of the logo, ensuring that it always appears legibly. Always apply padding around logo of at least x-height on all sides.

3. If the color logo will be placed on a black or dark background, remove the black logo box.

①

②

③

Yes, we can!

4. If the black background of the full-color logo is making your design challenging, or the colors are not working with your design, use a monochromatic black logo on light backgrounds, or white logo on dark or high-contrast color. It makes the logo modular and portable, and that makes us happy.

For black & white and grayscale media, use the version of the logo that will create the maximum contrast and legibility.

5. If you must separate the Sauce icon from the type, make sure that the name "Sauce Labs" is in view on the layout.

④

S sauce LABS

S sauce LABS

⑤

S

Yes, we can!

6. **Logo size**
   Web: minimum size 150px wide.
   Print: minimum size 1.25" across.

7. **Logo & photography**
   When applying our logo over a photograph, make sure to apply it over a semi-transparent color filter to maximize legibility and visibility.

8. **Rendering & resolution**
   Always use a vector file format for your source files before exporting the logo. For print media, place the vector file, like an EPS, into the document. If the logo has to be rendered as a bitmap, always render at the native DPI or PPI for the particular media. For example: 72dpi for older monitors or 300dpi for print.
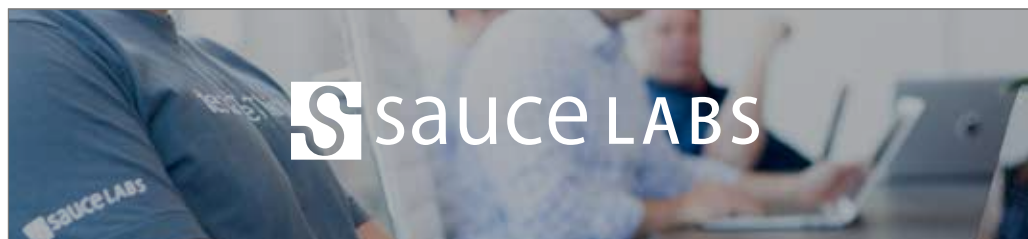
6   **Web**   **Print**

150px min.   *1.25" min.*

7

8   **Vector file**   **300 dpi**   **72 dpi**

Not so much.

Resist the urge!

1. Rotating our logo = no bueno.

2. Embellishing our logo by adding effects like dropshadow, embossing, etc., doesn't work either.

3. Placing the logo over cluttered photography is confusing and compromises legibility.

4. Changing the colors of our logo is a no-no.

5. Please use only approved files provided by Sauce Labs and don't attempt to recreate the logo outlines.

6. Distorting the logo and its proportions, changing the typeface or altering the logo's shape and spatial relationship definitely isn't awesome.

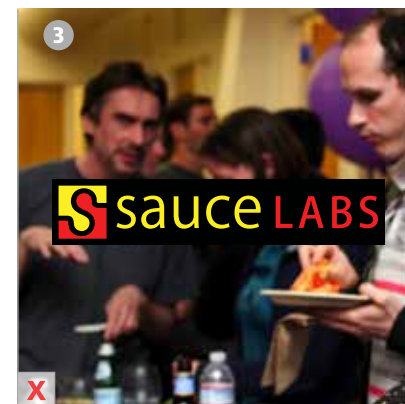7. Our logo and busy patterns don't mix and one logo per page works great.

Color

Our colors are bold. Use the best combination to communicate our Saucesomeness.

1. **Primary colors**
   Sauce red is our primary color, and should be well-represented in our media. Temper it with grays and ample white space. For type, it's best to use the red shade.

2. **Secondary colors**
   Teal, black, and yellow are our secondary colors. Teal plays a supporting role by cooling the palette. Black is used in small doses, usually where the logo appears on a layout. Yellow is also used sparingly.

* Always allow ample space between the Sauce red and teal. Red and teal are contrasting hues, and using them in close proximity creates a visual vibration that is very hard on the eyes.

1 primary

2 secondary

secondary

Sauce Red
PMS 185C

| HEX | #EB0029 |
| RGB | 235 0 41 |

C	0.91
M	100
Y	92.14
K	0.02

Sauce Yellow
PMS Yellow C

| HEX | #FFDD00 |
| RGB | 255 221 0 |

C	4.69
M	9.77
Y	100
K	0

Sauce Teal
PMS 326C

| HEX | #00AFAA |
| RGB | 0 175 170 |

C	85.56
M	48.83
Y	46.48
K	14.45

Tint
PMS 171C

HEX
#FF5B35

RGB
241 93 463

C	0
M	78.74
Y	81.05
K	0

Shade
PMS 711C

HEX
#D1292E

RGB
209 42 47

C	0.91
M	97.53
Y	92.03
K	2.37

Tint
PMS 106 C

HEX
#FBE444

RGB
252 228 68

C	3.11
M	4.97
Y	84.52
K	0

Shade
PMS 611 C 90%

HEX
#DDCB3D

RGB
222 204 64

C	15.49
M	12.63
Y	89.15
K	0.02

Tint
326C 75%

HEX
#49C4BE

RGB
77 194 189

C	62
M	0
Y	31.16
K	0

Tone
7716C 90%

HEX
#209F9A

RGB
30 160 155

C	78.3
M	16.5
Y	43.4
K	0.53

Shade
7716C

HEX
#009490

RGB
0 48 144

C	86.66
M	20.12
Y	47.8
K	1.68

Color

Grays

Along with our primary and secondary colors, the use of whites and grays is essential. It softens the intensity of the other colors, and becomes the fabric that holds our visual identity together.
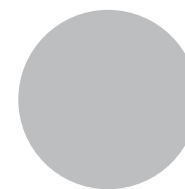
Gray 1

HEX	*#F4F4F4*
RGB	*244 244 244*
C	*0*
M	*0*
Y	*0*
K	*4*

Gray 2

HEX	*#E5E5E5*
RGB	*229 229 229*
C	*0*
M	*0*
Y	*0*
K	*10*

Gray 3

HEX	*#B2B2B2*
RGB	*229 229 229*
C	*0*
M	*0*
Y	*0*
K	*30*
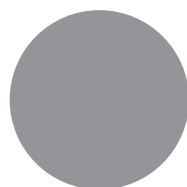
Gray 4

HEX	*#7F7F7F*
RGB	*127 127 127*
C	*0*
M	*0*
Y	*0*
K	*50*
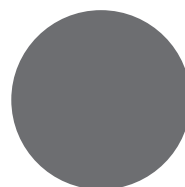
Gray 5 {body copy}

HEX	*#4C4C4C*
RGB	*76 76 76*
C	*0*
M	*0*
Y	*0*
K	*70*
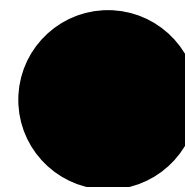
Sauce Black

|	
HEX	*#000000*
RGB	*0 0 0*
C	*75*
M	*68*
Y	*76*
K	*90*

Color usage

All visual space will be made up of 40% color. The other 60% is composed of background and copy elements with whites and grays.
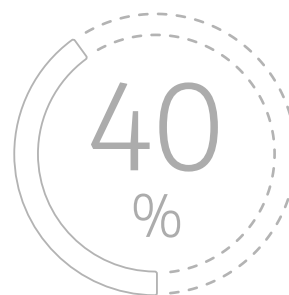
The ratio or color to white and gray looks like this: 40% (color), 40% white (background), and 20% gray (copy).

We encourage the use of white space. It allows the eye to rest as it absorbs all of the fascinating information Sauce is sharing with the world.
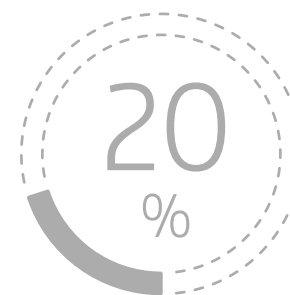
Page ratio breakdown

40
%

Brand colors

40
%

White space

20
%
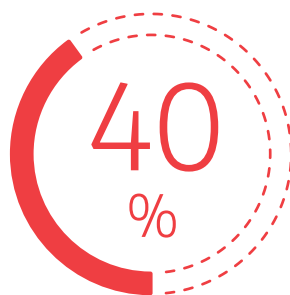
Grays

Typography

Our friendly, clear, and accessible messaging pairs well with our company fonts: Encode Sans and Source Sans Pro.

Use Encode Sans for headers and intro copy. Use Source Sans Pro for body copy. These fonts are used for both print and web applications.

Headers & body proportions
As a general rule, headers use Encode Sans at a size 30% larger than the body copy it accompanies. Tighten kerning on Encode Sans with larger type.

Line spacing and Kerning
Line spacing should be 30% larger than the font size. For example, when using a 10pt font size, set the line spacing to 13pt. If you increase the size of Encode Sans, tighten the kerning to keep it looking tidy.

Aa

Encode Sans Narrow
was chosen for headers because of its strong presence, legibility, & playful nature.

Aa

Source Sans Regular
Source Sans Pro offers clarity in short text strings and reads well in extended settings.

Headers Web
Encode Sans Narrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

Headers Print
Encode Sans Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

Body copy web
Source Sans Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

Body copy print
Source Sans Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

Type Alternatives

When brand fonts are unavailable for use because of system file or OS limitations, replace them with these approved alternatives.

1. **Mac**
   When creating PowerPoint and Keynote presentations, use Helvetica Roman Regular for both headers and body copy.

   Headers in Sauce Teal, and body copy in dark gray.

2. **PC**
   Use Arial Regular for both headers and body copy.

   Headers in Sauce Teal, and body copy in dark gray.

① **On the Mac**

Headers — Helvetica Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *

Body copy — Helvetica Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *

② **On the PC**

Headers — Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *

Body copy — Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *

Type styles
for web

These are guidelines for type
on the web.

Web styles
Use the CSS styles provided on this
page to style the fonts properly
on the web.

Headers

H1
*Encode Narrow/Reg
48px/58px
Globally: #7f7f7f
Hero H1: #fff*

Hero text
*Source Sans 300
24px/36px*

H2
*Encode Narrow/Reg
36px/46px
#7f7f7f*

H3
*Encode Narrow/Reg
24px/34px
#00afaa*

Body

P
*Source Sans Pro 300
18px/26px
#4c4c4c*

Quotes
*Encode Narrow/Reg
39px/48px
#7f7f7f*

Links

Links
#d2232a;

Visited links
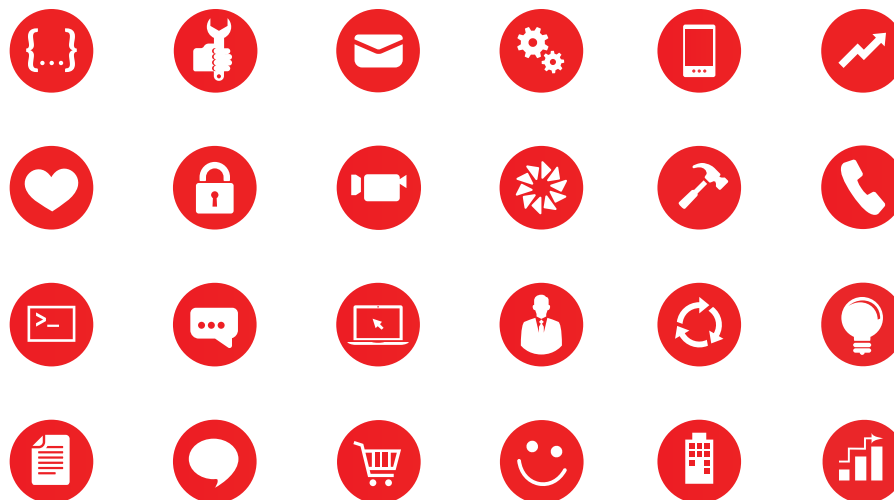*#a31c20;*

Icons & other assets

1. Icons

Another visual asset of the Sauce brand is our icons. There are over 80 icons created for various uses.
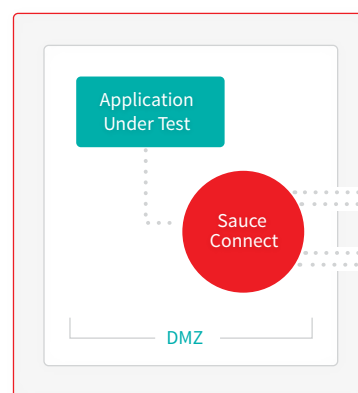
2. Tech diagrams

Another commonly used asset is the tech diagram that explains various aspects of the Sauce platform and architecture.
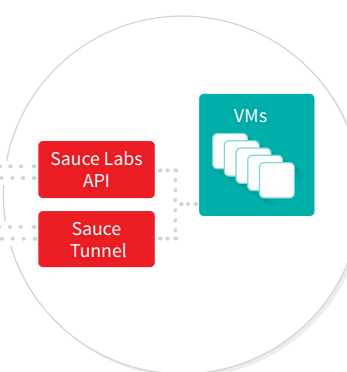
1   Sauce icons

2   Tech diagrams

Customer's Environment

Sauce Labs

Application Under Test

Sauce Connect

DMZ

Corporate Firewall

1 (HTTPS) saucelabs.com

2 (TLS) saucelabs.com

Sauce Labs API

Sauce Tunnel

VMs

Current web buttons

1. **Red CTA buttons**
   Our red Call to Action buttons (or CTA buttons) inform our users on how to take action on our site in response to an ad or graphic posted on our website.

2. **White CTA buttons**
   Use white CTA buttons if the action is secondary to the main red CTA buttons. The white CTA button is for use on darker backgrounds only.

   The width of the buttons may vary depending on the text length. Ideally, the width would be 160px, or 180px for longer text length. It is best not to have the button width exceed 220px.
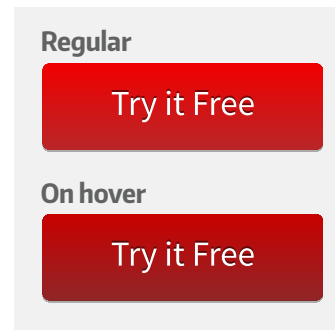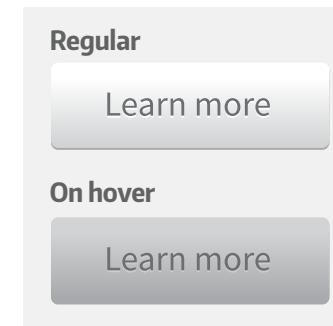
❶ Red CTA Button

Regular

Try it Free

On hover

Try it Free

CSS Styles
54px height {the width varies based on text length}
Drop—shadow: y —1 offset, 0 blur, #000000 50% alpha
Font: Source Sans Pro, 24px, #FFFFFF,
Font Drop—shadow: y—1 offset, 0 blur, #000000 50% alpha

❷ White CTA Button

Regular

Learn more

On hover

Learn more

CSS Styles
54px height {the width varies based on text length}
Drop—shadow: y 1 offset, 0 blur, #FFFFFF 100% alpha
Font: Source Sans Pro, 24px, #4C4C4C RGB 76 76 76
Font Drop—shadow: y 1 offset, 0 blur, #cccccc 100% alpha

***For use on darker backgrounds only.**

Current desktop grid

The current Sauce Labs website is built on the responsive Bootstrap 3 platform. The grid is a 960px and has 12 columns.

In Bootstrap 3, we can define multiple grid classes on a block-level element, so that the grid can be different column-widths at different resolutions. While this is an implementation detail of BS3, we mention it here as not all CSS frameworks support this approach. Some frameworks approach that in different ways (e.g. single class with media queries).

For more information visit
getbootstrap.com

Desktop grid

942px content width

62px

382px

622px

462px

222px

960px fullwidth
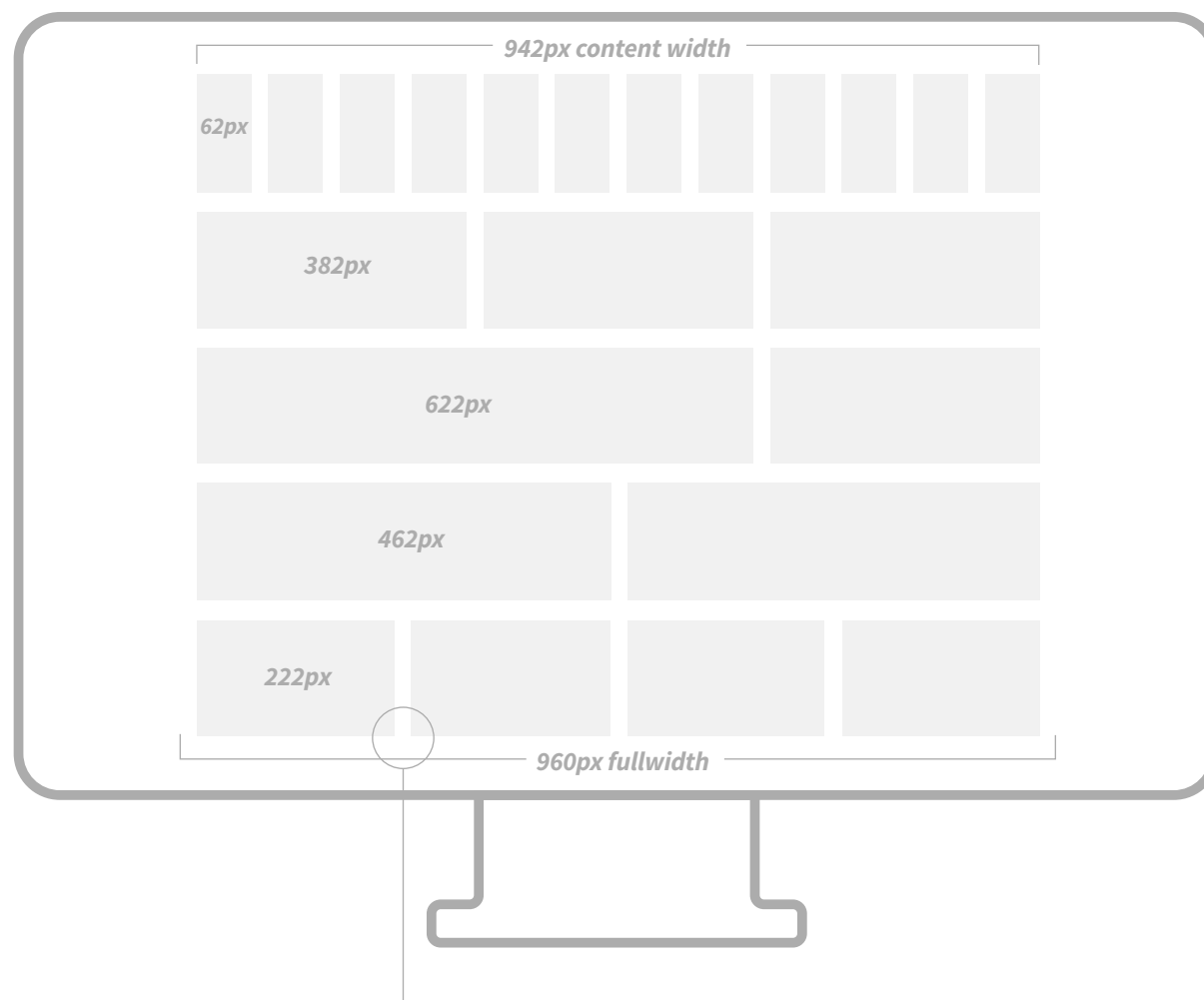
Gutters
The gutter between each column is formed by a 30px margin on both the left and right sides of each column.

Proposed desktop grid

A 1200px 12-column grid is a very flexible system for a variety of content on the web and can be easily scaled for both phone and tablet browsers.

Desktop grid

1182px content width

82px

382px

782px

582px

282px

1200px fullwidth
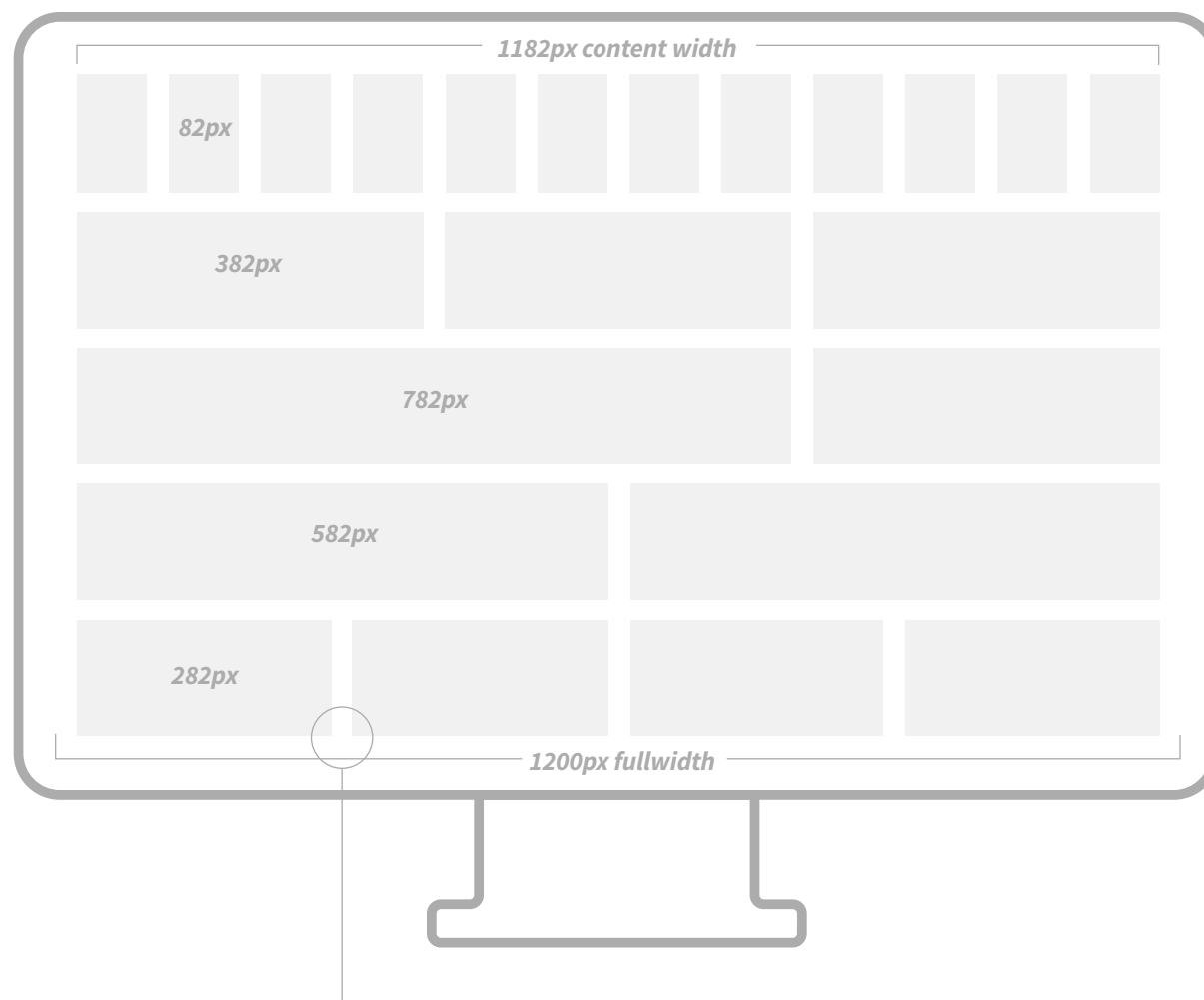
Gutters
The gutter between each of the columns is formed by a 30px margin on both left and right of each column.

Grid system for mobile

When designing for mobile devices, please use the appropriate grid system for the device size.

1. **Phone Grid**
   In a mobile phone setting, the grid is 480px wide and has 12 columns.

2. **Tablet Grid**
   In a tablet environment, the grid will act responsively and simply shrink down the content to accomodate the screen. The grid is 960px wide and has 12 columns.
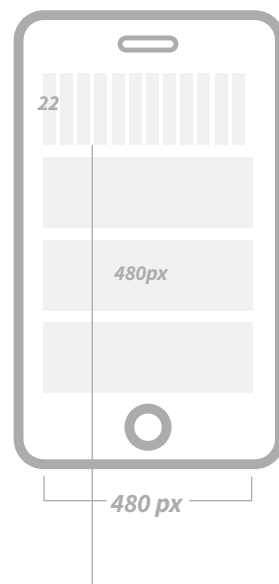
❶ Phone Grid

22

480px

480 px

20px gutters

*Double all values for Retina, or hight DPI screens

❷ Tablet Grid

62

382px

622px

462px

222px

960px

20px gutters

*Double all values for Retina, or hight DPI screens

Video

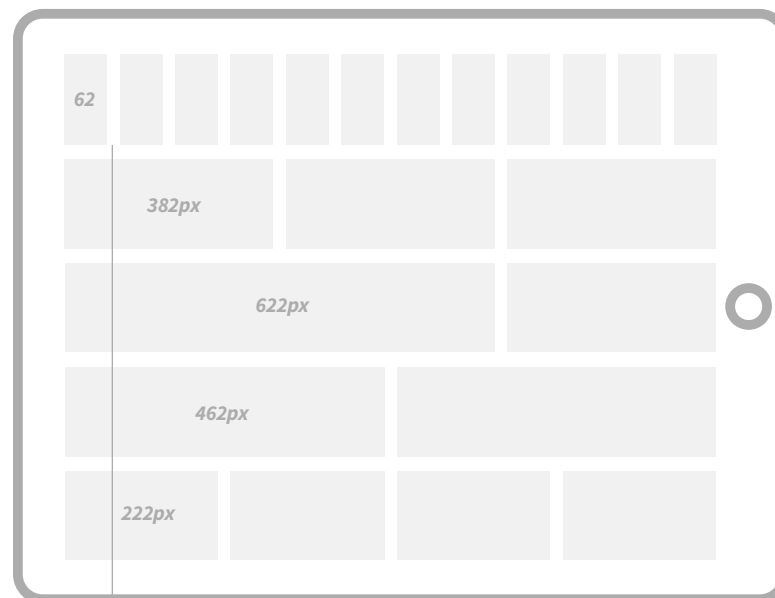Our tone is confident and knowledgeable. We know our stuff, but we're never arrogant or showy. Our videos are friendly, accessible, and humorous.

Production standards
All footage should be high quality HD with a glossy aesthetic. For questions about video style and format, contact Amber Kaplan at 831.227.7938, or email her at: amber.kaplan@saucelabs.com.

2. Video Bumper
We use a video bumper without music to identify the company.
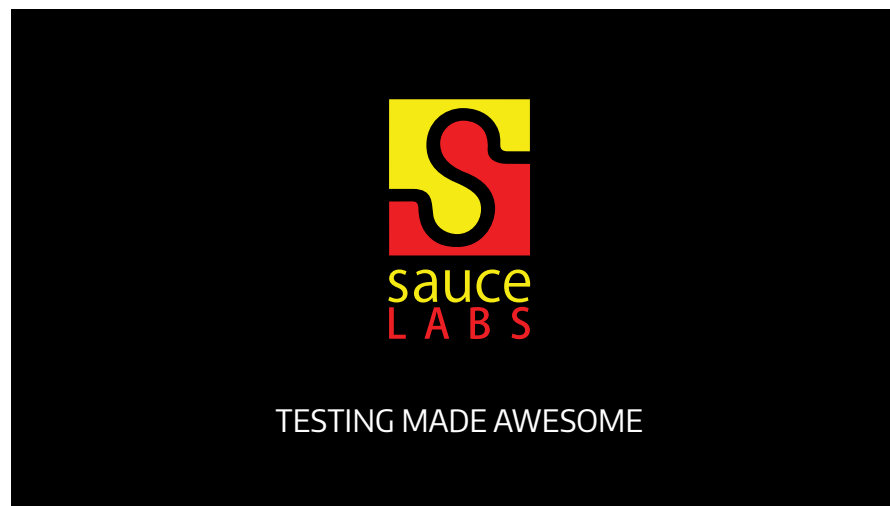
The bumper is composed of a full color, vertical Sauce Labs logo that has been animated.

• The animated bumper opens and closes the video and a hard-cut takes us out.
• Opening titles and all content appear after opening bumper.
• Use Source Sans Pro black or white font for text in lower thirds.
There is no set font size or position. Make sure to choose the white for dark backgrounds and black for white backgrounds.

SECTION 3
Editorial guidelines

SAUCE LABS

Content

Style & tone

We are friendly but serious, authoritative without being pushy.

Our tone is confident and professional, and our content and presence gives our audience a peek into our lives, be it at the office or out and about at our community events. We want to show people who we are and what we care about.

When writing please keep the following things in mind:

Any writer representing Sauce Labs should use the "we" pronoun to refer collectively to Sauce Labs, however, guest bloggers or Saucers writing about his or her personal experience can use the first person. Industry jargon is permissible in some cases, especially when Sauce is making a statement about news going on the industry, but should be avoided on social media and in general speech within the community.

Our users recognize us as thought leaders in the community and they respect us because we are accessible and engaged. The content we circulate evokes conversation with authority and wit. We have a diverse community of users, and we are committed to including everyone in our messaging. We strike a balance between having a personality that is fun and engaging, while also being innovative and serious about what we create.

Addressing personas

When talking to our target audience*, whether a developer or a QA engineer, we highlight the same benefits—a robust, scalable cloud that lets you release your software to the market faster and easier.

Differences in voice and tone between personas:
Since our target audience is comprised of a mix of developers and QA Engineers, when describing specific features of Sauce, it's important to highlight the various offerings for the needs of each persona.

For example:
When speaking to a developer, we talk about how customizable Sauce is and how easily it fits into an existing, open source tool kit and workflow. Also, the developers are not going to want us to be overly formal with our messaging.

When speaking to our business audience, we highlight security, scalability, cost, and also mention the large enterprise customers that are using Sauce, such as Visa or Bank of America. People in business and management roles wants us to be professional and straightforward.

*For a refresher on our users, please refer to the Personas section in our brand guidelines (page 10).

Grammar & formatting

Sauce Labs uses the AP style with a few exceptions.

AP style copy is infused with "internet speak" for personality when appropriate or relevant, which is almost always exclusively seen on social media, the most casual of our Marcomm channels.

Our style guide covers the special cases that tend to come up in the types of communication we publish. Rely on AP style to answer most of your questions, and turn to the Sauce Labs style guide for exceptions not covered in the AP Stylebook.

The online Merriam Webster Dictionary is our dictionary of choice.

Sauce refers to some things in a slightly different way than the rest of the world. Please write the following as such:

Internet jargon (acceptable in some social media contexts):
"Moar" instead of "more"
"Ohai" instead of "hello"
"FTW" instead of "win"

Don't use periods for the following acronyms:
RSVP
PM (private message)
DM (direct message)
ASAP
DIY
ETA

Hyphenated Words:
cross-platform
cross-browser

Capitalize the following product names, frameworks and languages:
Selenium
Appium
JavaScript
Jenkins
Open Sauce
Sauce Connect

Abbreviations:
devops (Developer-Operations)
VMs (Virtual Machines)
etc. (et cetera)
CI (continuous integration)
OS (operating system)
QA (quality assurance)
QTP (Quick Test Pro)
AKA (also known as)
OSS (open source software)
FLOSS (free open source software)

Industry jargon defined:

Build:
The process of assembling and compiling source code into a working copy of an application. It's typically performed by specialized build automation servers.

Continuous Integration:
A software development practice where all code changes are regularly committed to a shared repository and automatically built and tested throughout the day.

Continuous Testing:
A software development practice that highlights the importance of testing at every significant stage of the software lifecycle.

The practice includes testing at the following stages:

Unit testing
Integration testing
Functional and regression testing
Performance and load testing
Testing in production

Continuous Deployment:
A software development methodology where code that has successfully passed all required tests is immediately deployed into production.

Parallelization:
The practice of running individual functional and regression test cases concurrently in as many supported system environments as required to achieve the velocity necessary for efficient continuous integration.

Other Saucy practices:

General:
Yes to serial commas

One space after periods
and semi colons

One exclamation mark only!

The second word—and any other
words—following a final greeting
(e.g. Warm regards) should begin
with a lowered case

No ALL CAPs for emphasis.
Use italics instead

Write the following as such:
Ebook
Website
Username: no caps, one word
50K (for 50,000; K is capitalized)
off-line

Dates as such:
1920s and early '70s

Home page:
Two words, no caps

Dates:
August 16 not August 16th

**For titles, hyphenated words
are capped:**
Cross-Browser
Cross-Platform

Time:
10 PM central time
(written out, no caps)

Numbers:
1,000 not 1000
Write #s one through ten out,
any thing after ten use the #
equivalent

**Set text to wrap around
images as follows:**
hspace=10 and vspace=0 or 5
(depending on layout)

Font:
Encode Sans for headers and
intro text. Source Sans Pro
Regular for body text.

Font Size for Print:
Keep both families in their defined
roles. Headers must be at least
10pt minimum and body text
at 10pt minimum.

Font Size for Web:
For headers, use Encode Sans Narrow.
For body text, use Source Sans Pro
Light. (See CSS on page 30)

**The hex codes for headers and
body text are:**
For headers: #7f7f7f
For body text: #4c4c4c

Bullets:
Use round, medium-sized bullets
and be sure to test bullets in content.
For example:
• Email
• Internet
• Website

Numbered Lists:
1.
2.

Approved & unapproved content

In general, our content tends to be highly technical in nature. We tend to steer clear of fluff pieces. Here is a list of topics featured in our content and approved industry resources and/or topics:

Sauce content types:
How-To Guides / Tips
Top Lists
Debates Over Controversial Topics
Serialized Content
Data
News
Interviews
Infographics
Product, Service, or Content
Reviews
Pro/Con lists
Video Content
Audio Content

Approved industry resources:
Gartner Research
Forrester Research

Please do not mention:
No reference should be made to devices until we offer them.

Please mention:
Include agile development
Best practices
Continuous testing
Continuous deployment
Continuous integration
Front-end ops
Mobile continuous testing
Mobile continuous deployment
Mobile continuous integration
Appium
Customer how-to's with code are of particular interest to other developers

Social media & blog

Sauce Labs' social media channels and blog help our users see that we are welcoming and working to help them do brilliant things in the world.

It also helps communicate the often-overlooked fact that Sauce Labs is run by real, "Sauce-y" humans with fun, informative, and humorous things to say about a variety of topics. With each and every post, we want to show people what we care about. The Marcomm Manager is the person behind all our posts, but in case your find yourself in the driver's seat, please keep the following guidelines in mind and when in doubt check out editorial style guide.

General technical notes:

Links:
When using our social media channels to post links to anything, please build the link using Hootsuite, which saves the link as "owl.ly."

For login information:
Amber Kaplan
831.227.7938
amber.kaplan@saucelabs.com.

Twitter

@saucelabs

The @saucelabs account is used to provide updates to followers about news and events about Sauce. We post info inspired by innovation and ingenuity. We are humorous, informative, friendly and use internet speak when it makes sense.

Do:

Release useful information to followers.

Be humorous when possible and appropriate.

Syndicate blog posts.

Share news, events, product launches, etc.

Be visually interesting when possible (video and photos are encouraged).

Share contests when they occur. Praise thought leaders.

Refer questions to support or ask people to follow @sauceops for updates.

Don't:

RT @sauceops

Answer complicated helpdesk questions or offer customer support.

Directly mention competitors, even in RT's.

@sauceops

The @sauceops account is used solely to inform followers of site issues and updates. The tone is straightforward and informative.

Do:

Provide updates to followers about technical issues related to the site.

Don't:

Use for news, social media marketing, or blog post syndication.

Happy Tweeting

Need inspiration? Here's a list of the types of things we Tweet about:
Conferences
Sponsorship love
Events
Products
Blog post syndication
Contests
News from other sources
Love from customers

Here's a list of the types of things we re-Tweet:
Industry related news
Info about CI
Info about continuous deployment
Love from customers
Love from sponsors

Write the following as such:
MT = modified tweet
RT = retweet
+ instead of &
w/ instead of with if short on space
w/o instead of without

Anatomy of A Good Tweet
1. Humor or great delivery based on the appropriate tone.
2. Good information.
3. Trackable link and/or hashtag if there's space.
4. Timing.
5. Rinse, repeat.

Twitter penalizes us if we Tweet the exact same message over and over. This was most likely implemented because newsfeeds are impacted with tons of other Tweets, so people have a tendency to want to repost to make sure people are seeing it.

The solution is to send out a few different versions of the same Tweet and to space them out.

Here are some examples of well-formatted Tweets that fit within the 140 character limit:
Get sauced on #jQuery + hear @ jlipps speak re: #HTML5 + #Appium, then wash it down with a brewski @ jBeery Fest: http://bit.ly/jQueryUK

Join @jlipps while he speaks at the intersection of #HTML5 + #Appium, craft beer, + (hot) Sauce at @jquk UK 2014: http://bit.ly/jQueryUK

Join @jlipps while he speaks re: #HTML5 + #Appium at @jquk UK 2014: http://bit.ly/jQueryUK Bonus: beer, (hot) Sauce + chips @ jBeery Fest!

Facebook

Sauce's Facebook account is used to disperse information, ask for feedback in comments, or direct people to Tweet at us. Our Facebook posts are informative, friendly, and if we're on a roll, humorous. Use internet speak when it fits the topic.

Here's a list of the types of things we post to our Facebook page:
Conferences
Sponsorship love
Events
Products
Blog post syndication
Contests
News from other sources
Love from customers

Do:
Provide useful info to readers. Be humorous when possible.

Syndicate blog posts.

Share news, events, product launches, etc.

Be visually interesting when possible (video and photos are encouraged).

Share contests when they occur.

Praise thought leaders to create content for the site.

Refer most questions to support or ask people to follow @sauceops for updates.

Don't:
Answer complicated helpdesk questions or offer customer support.

Never directly mention competitors.

Here's a list of the types of things we link to when we post:
News
Info about CI
Continuous deployment
Related info
Love from customers
Love from sponsors

LinkedIn

Our LinkedIn account is used to reach our Enterprise audience. When posting, use full sentences and not as much internet speak. We use our LinkedIn account to disperse information, ask for feedback in comments, or direct people to Tweet at us. Our posts are newsie, friendly, and informative.

Do:
Provide useful info to readers.

Syndicate blog posts.

Share news, events, product launches, etc.

Be visually interesting when possible (video and photos are encouraged).

Don't:
Answer complicated helpdesk questions or offer customer support.

Never directly mention competitors.

Here's a list of the types of things we post to our LinkedIn channel:
Conferences
Events
Products
Blog post syndication

Here's a list of the types of things we link to when we post:
News
Info about CI
Continuous deployment
Related info

Google+

Sauce's Google Plus page is used to follow thought leaders in the testing space, +1'ing or sharing relevant posts, and to reach out to a wide audience including software developers, development and QA managers, and other relevant business decision-makers. When posting, use full sentences and internet speak sparsely. Primary use of the account is to disperse information, ask for feedback in comments, or direct people to Tweet at us. Our posts are newsie, friendly, and informative.

Do:
Provide useful info to readers.

Syndicate blog posts.

Share news, events, product launches, etc.

Be visually interesting when possible (video and photos are encouraged).

Don't
Answer complicated helpdesk questions or offer customer support.

Never directly mention competitors.

Here's a list of the types of things we post to our Google Plus page:
Conferences
Events
Products
Blog post syndication

Here's a list of the types of things we link to when we post:
News
Info about CI
Continuous deployment
Related info

Sauce blog

When posting to the blog, we should use full words and correct spelling, unless it's internet speak, which works on the blog. Humor works too, when appropriate. Our voice is friendly, informative, and approachable. We use our blog to curate and share guest posts from thought leaders in the testing space, release product information, and inform followers of related news, events, and updates.

Sauce staff and the following community members post on the blog:
Marcomm Manager
Product Manager
Technical Team Members
Guest Bloggers
Journalists
Thought Leaders

The Sauce Labs blog should:
Provide useful info to readers.

Be humorous when possible.

Share news, events, product launches, etc.

Be visually interesting when possible (video and photos are encouraged).

Share contests when they occur. Ask for engagement at the end of blog posts when necessary.

Recurring features:
Best Practices
Continuous Integration
Continuous Delivery
Continuous Deployment
Agile Development
News & Product Info
Infographics
Mobile Testing & Development
Events
Thought Leadership (Internal)
Thought Leadership (External)
Videos
Webinar Links

Sauce blog

Blog post titles:
Titles should fit the topic of the post. For example, be specific and punchy when possible, or straightforward when necessary.

Always use title case.
For example: DevNetwork Recognizes Sauce Labs as a Leader in App Testing and Automation Technology

Format the following as such:
When re-blogging, format the title with the following opening before the rest of the title starts: Re-Blog:

For example: Re-Blog: DevNetwork Recognizes Sauce Labs as a Leader in App Testing and Automation Technology [INFOGRAPHIC]

When posting a Guest Post, format the title like this:
Guest Post: Open Sauce Enables Plone To Focus on Robot Framework
 [INFOGRAPHIC]

Include [VIDEO] and/or [WEBINAR] at the end of title when applicable.
 For example: Re-Blog: Appium 1.0 [Orion] and Appium Inspector on OSX Mavericks Demo [VIDEO]

Blog entry
Each blog entry should be at least one paragraph.

Text size
Use the auto-settings currently selected in the CMS portal.

Photos:
All photos should be sized at approximately 500px to 600px wide (the height is variable). Please resize your photo if it doesn't fit the specs.

Our photo aesthetic is the same as our copy aesthetic. The images on the blog should be interesting, intriguing, and fun. Use original photos as much as possible. This may not be possible for all posts, especially if we're writing about an event or product that we can't photograph ourselves. Pay close attention to copyrighted material. The owner will probably just ask you to give credit or remove it. But don't use an image if you know you aren't supposed to, and remember to give credit in the description to the photographer.

Last tidbits...

Social media channels

All blog posts are shared across all social media channels, including Google+ and LinkedIn. There will be a "Share This" and "Like This" button automatically built into every post, for easy sharing/liking on Facebook and Twitter, etc.

Re-blogging links

Re-blogging and linking to other sites is an AWESOME thing to do! We want to link to great content and share other blogs as much as possible. We tend to re-blog stories related to the testing space, CI, best practices, agile development, mobile, etc.

Tags:

Each post should be tagged effectively, so readers can easily find others like it. Tags should be worded exactly as below, or they will not be properly categorized.

Appium
Contests
Events
Guest Blog Posts
JavaScript
Mobile Development & Testing
News & Product Updates
Open Sauce
Ruby
Sauce Product Info
Selenium Resources
Software Development & Testing
Videos
Webinars

The reason for this is threefold:

1. As thought leaders in the community, we want to recommend things that we truly think are worth looking at because our opinion matters to our readers.
2. We want to support companies and products we believe in.
3. We want to get the love back. People will re-blog our stuff and link to us if we do it to them.

Please build the link using Hootsuite, which saves the link as "owl.ly." Just holler at Amber (amber.kaplan@ saucelabs.com) if you need the login. Make sure to use UTM codes prior to distributing to each channel to better track, measure, and understand where traffic is coming from.

If possible, all links should open in a new window (target="_blank").

Items to come

The Sauce Labs brand book is a living document.

What do we mean by living? The brand book is a dynamic document that will continue to evolve as the Sauce brand matures. This is a snapshot of where we are at the moment, with some suggestions on how best to work with the current toolkit. We will *always* be Saucy.

We look forward to:
A brand refresh
A new style guide
Trademark guidelines