GODATAFEED

Style Guide

GIOVANNI MIRANDA, MARKETING MANAGER
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Contents

About 5

Why 7

Logo 9

Integrations 14

Users 16

Values 17

Voice 19

Copy 20

Type 21

Colors 22

Visuals 24

Online, your products are as good as the data that represents them.

PATTI BADILLO

OPERATIONS DIRECTOR, GODATAFEED

About

Since our beginning in 2007, we've had only one goal:

To simplify multichannel ecommerce.

GoDataFeed's cloud-based suite of tools unifies multiple product data sources, enhances product catalogs, and streamlines distribution to target channels.

Sellers, brands, and agencies use our app to expand and maintain their product catalogs across the web. Import your products from anywhere, optimize your catalog, then send your product data to your favorite marketing channels — all from one app.

Based out of sunny South Florida.

Go·Da·ta·Feed GDF

/ˈgoʊ-ˈdeɪtə-fiːd/ *noun*

Premier cloud-based product feed management app.

GoDataFeed centralizes your product catalog, enables easy optimization, and automates distribution to top ecommerce marketing channels.

GoDataFeed gets your products *where* they need to be, *how* they need to be.

Why

To sell products online, your products need to be everywhere your audience goes.

That means leveraging all the top channels of the now, which involves having good control over your product data, as well as creating and maintaining product feeds.

Product feeds fuel ecommerce marketing — good feeds drive successful campaigns.

GoDataFeed makes good feeds happen.

CENTRALIZE PRODUCT CATALOG; FULL CATALOG CONTROL; BULK-OPTIMIZE PRODUCT DATA; AUTOMATE WORKFLOWS; OVERCOME DATA CHALLENGES; EXPAND TO NEW CHANNELS; SCHEDULED FEED SYNDICATION; BOOST CAMPAIGN PERFORMANCE; SYNC INVENTORY & ORDERS; ACCESS TO EXPERT HELP; COST-EFFECTIVE; GO TO MARKET FASTER

We’re simply the best DIY product feed management platform.

Less time updating.

Less time fixing.

Less time researching.

Less time building.

Less time editing.

Less time optimizing.

Less time formatting. More time selling.

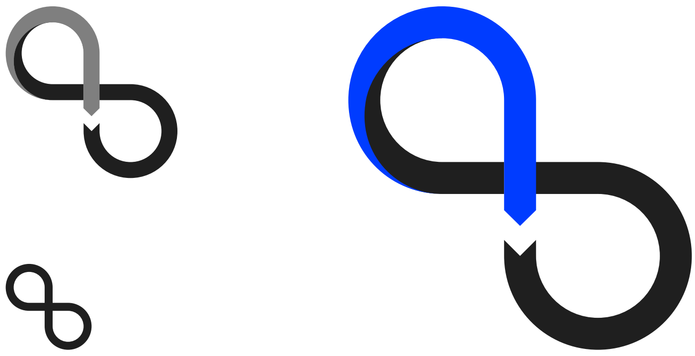
Less time diagnosing.

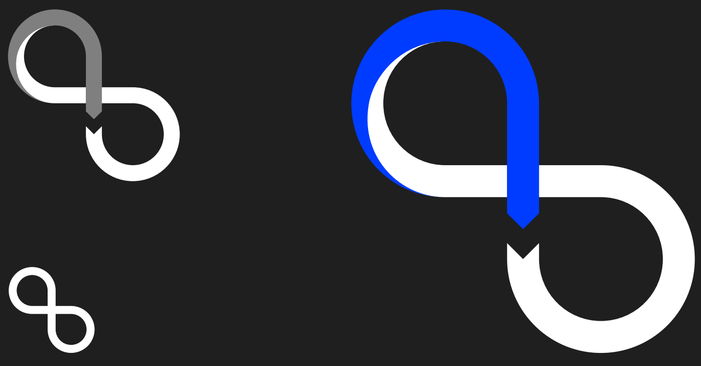
Less time inspecting

Less time testing

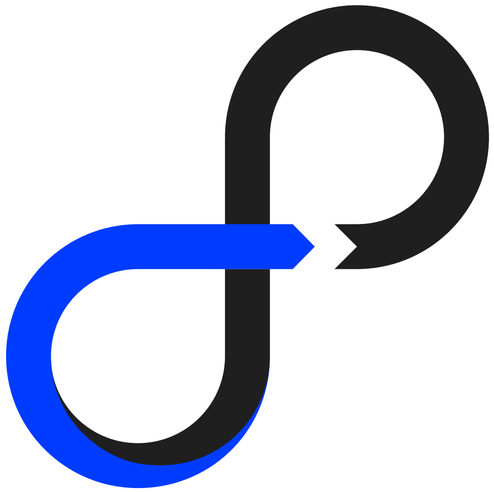
Logo

GODATAFEED





Optimized
product feeds
going where they
need to go.



Your
product data
as it is and as
it’s updated.

<id> <title> <description> <price>
<sale_price> <condition> <brand> <tax>

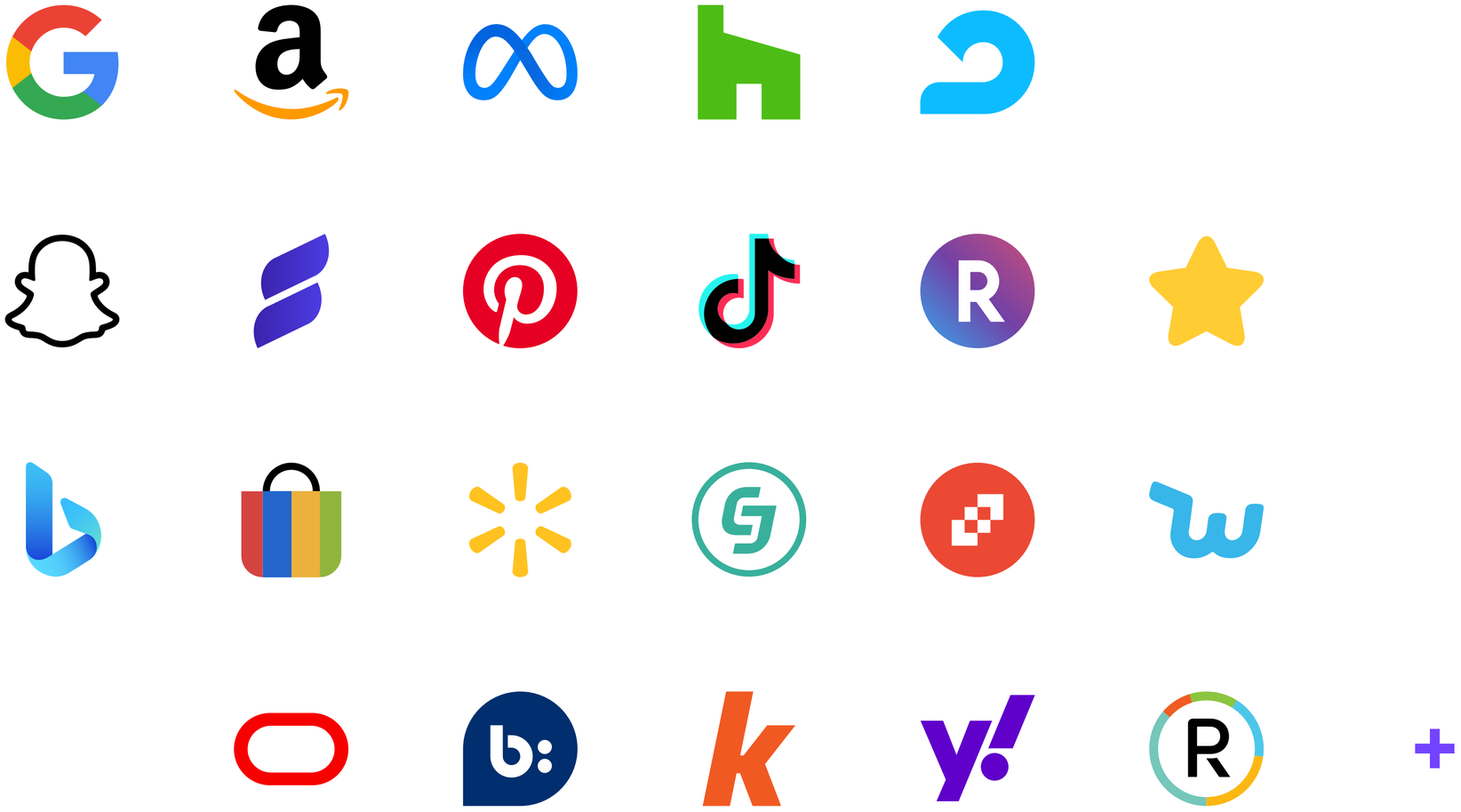
<link> <image_link> <gtin> <mpn> <shipping>
<weight> <category> <item_group_id>
<quantity> <keywords>

Integrations – Source

FTP

HTTP

Integrations – Channel



Users

Small & Medium Businesses

Mid-market Businesses

& Agencies

- outgrowing their current feed management system.
- manually managing feeds, looking to automate.
- seeking to centralize their product catalog and expand to new channels.
- using a competing feed management tool with high costs.

Values

Integrity

We prioritize accessibility and usability as we work to refine our platform and services to better suit our users.

Clarity

We believe in simplifying the abstract with clear, concise communication as a brand and on our app.

Empowerment

We strive to make effective multichannel marketing intuitive and accessible to businesses of all sizes.

Each marketing channel presents a unique range of data optimization opportunities.

STEVEN HOPE

SENIOR PROJECT MANAGER, GODATAFEED

Voice

BECAUSE WE VALUE	OUR VOICE IS	& OUR TONE IS	BUT NOT
INTEGRITY	WELCOMING	WARM CONFIDENT RELATABLE	DISMISSIVE SHALLOW
CLARITY	DIRECT	FOCUSED INFORMATIVE AUTHORITATIVE	ABSTRACTED PATRONIZING
EMPOWERMENT	ENCOURAGING	SUPPORTIVE MOTIOVATIONAL INSPIRATIONAL	COMPLEX DEMANDING

Copy

Tagline

Your products. Everywhere.

Slogans

Import. Optimize. Submit.

A smarter shopping feed platform.

One platform. 200+ integrations.

Get your feed on.

Type

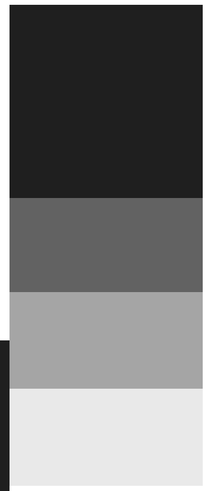
Display: Product Sans

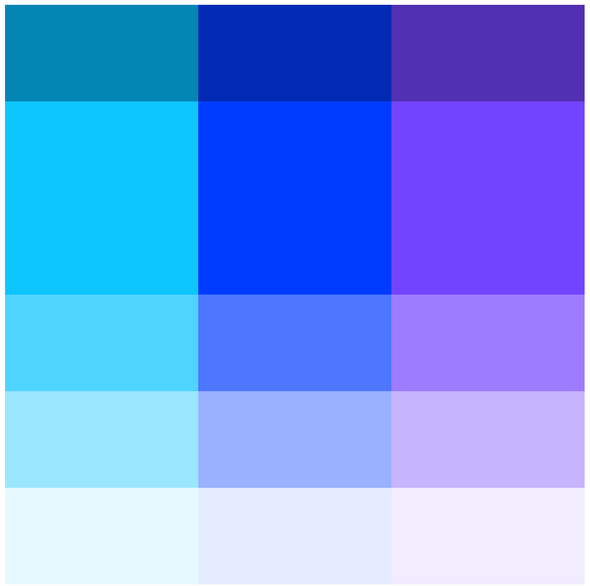
Body: Vollkorn

Accents: Space Mono

Soft UI: Nunito

Colors





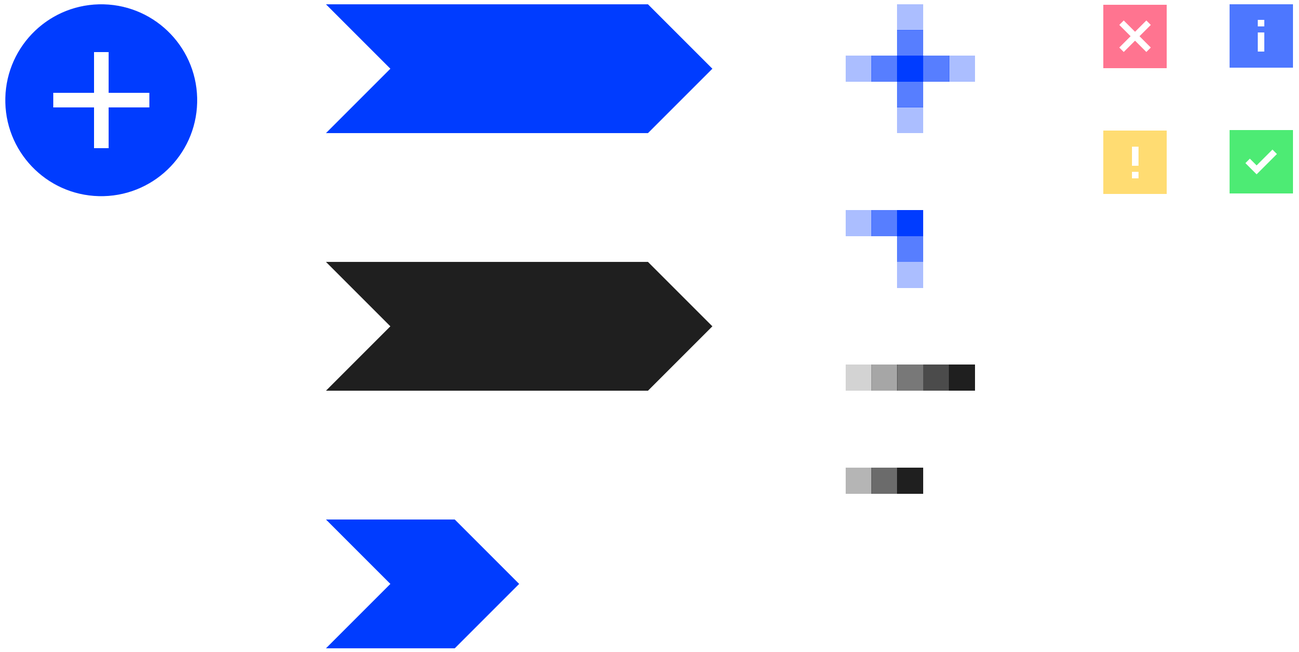
Anyone can sell products online. It’s attention to detail that pushes brands over the top.

LORRAINE CARCAMO

SENIOR ACCOUNT MANAGER, GODATAFEED

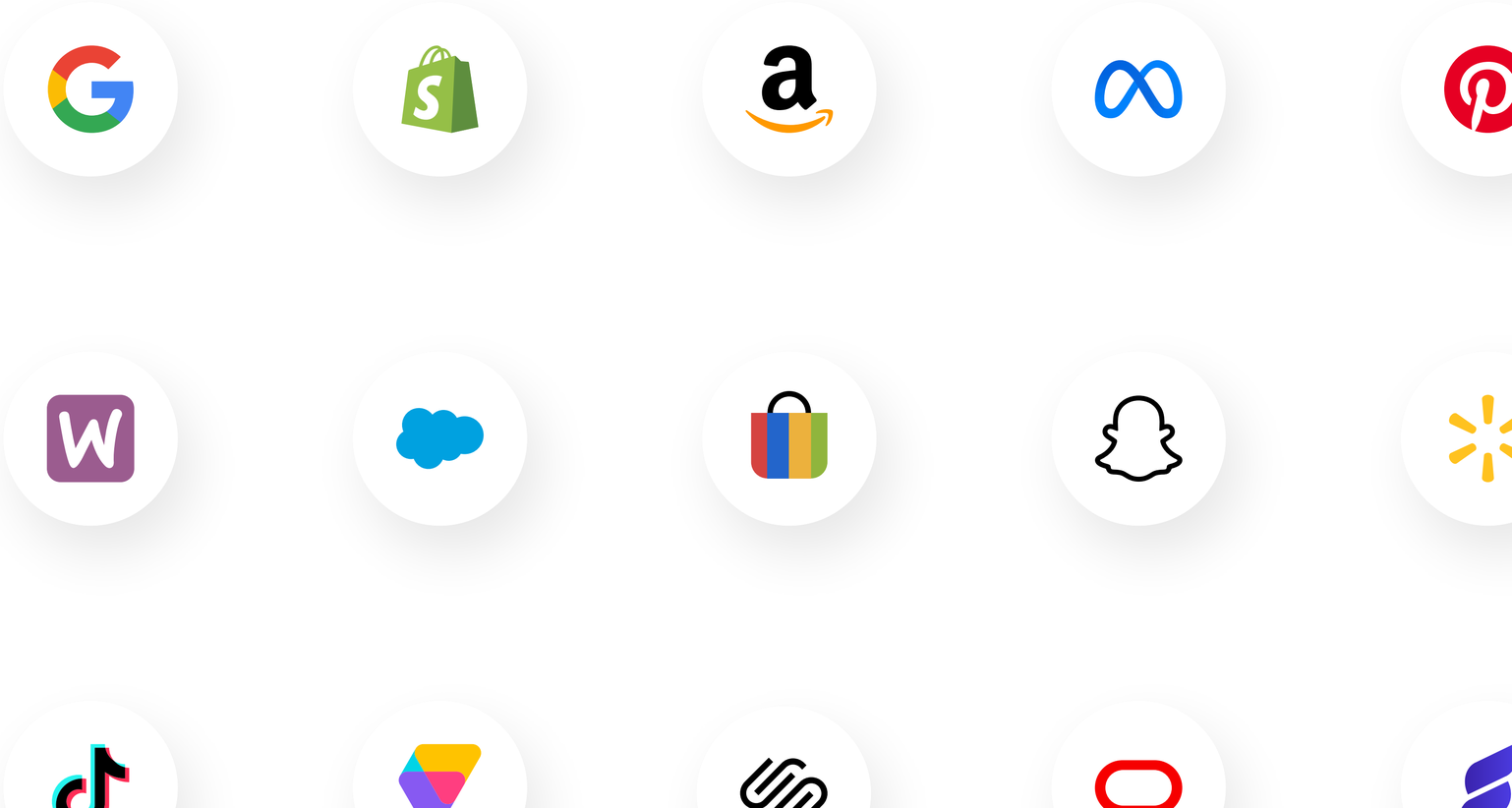
Visuals

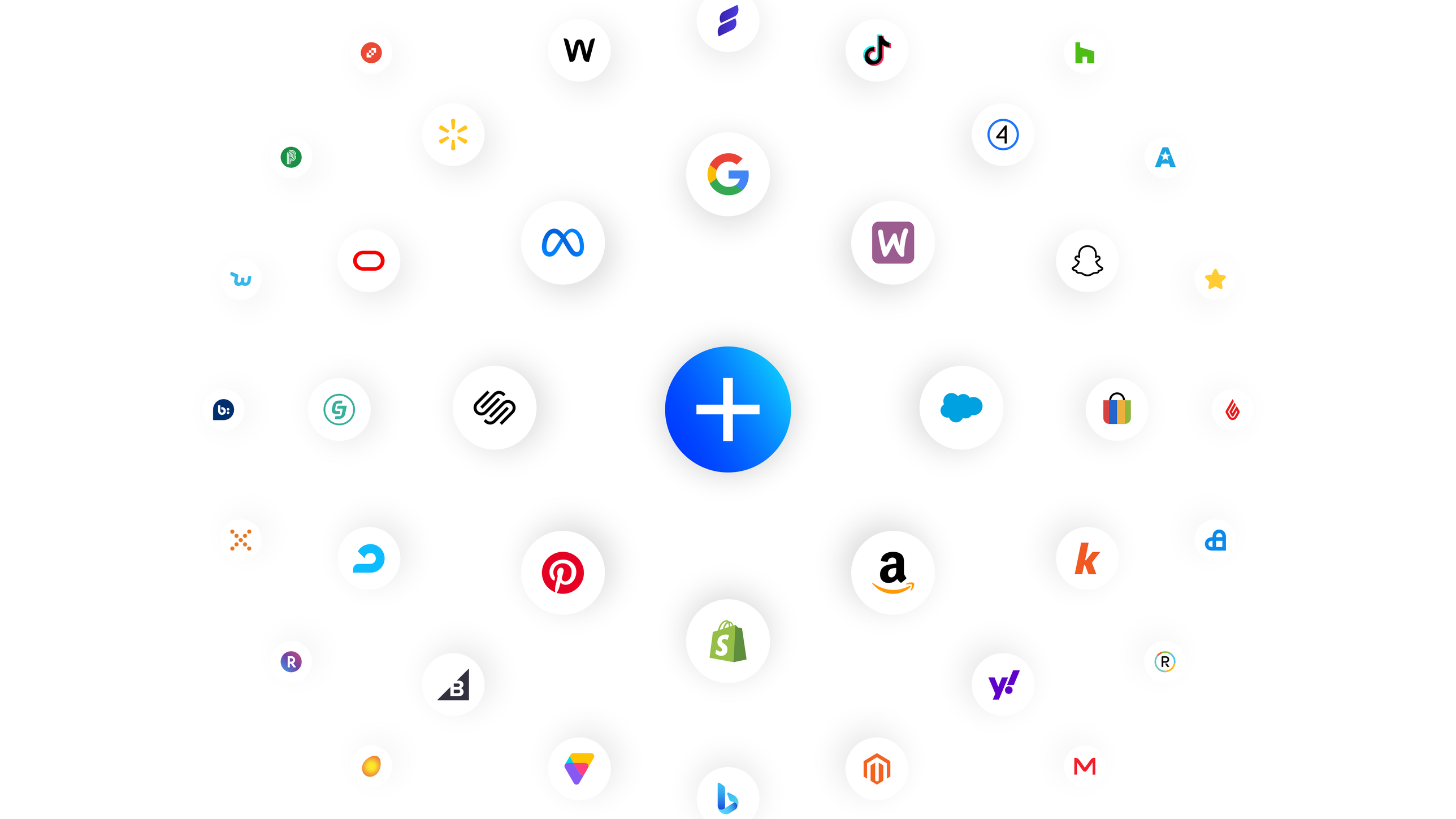
Motifs



Integration Icons

Our partners are particular about how they want their brands represented. Brand icons are to be displayed on white backgrounds `[ 1X margins ]`, or centered in a white circle or square `[ 2X icon size ]`.





Icons – Concepts [CORE]

There's a lot to product data and feeds. Our concept icons summarize big ideas with compact icons.

[= width/height; 5% line]

Import your products from anywhere.

Build channel-tailored product feed.

Optimize product feed for best performance.

Submit product feed to target channel.

Icons – Concepts [EXT]

Unify multiple data sources.

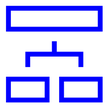
Standardize data from multiple sources.

Your **product catalog** contains all product data.

A **product feed** is built from your catalog for channel use.

Map catalog data attributes for use on any channel.

Filters control which products are included in a feed.

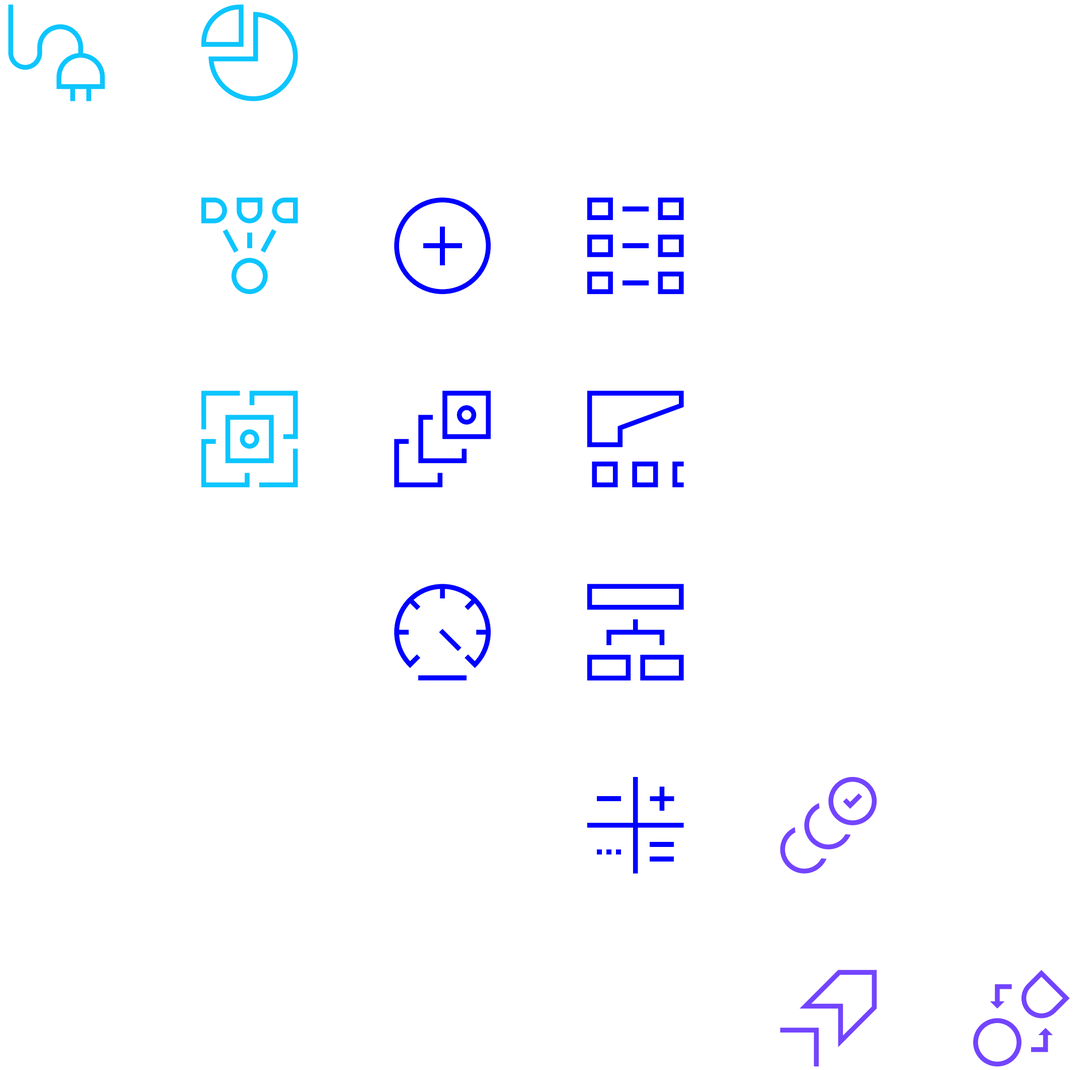


Categorize products for optimal presentation.

Rules enable logic-based bulk data optimizations.

Validate feeds to ensure they work before they're live.

Sync order updates with your inventory.



Icons – Status

Just as channels flag product data issues, our feed validation engine identifies issues and opportunities before products go live.

`[ = width/height; 10% line ]`

Error - product will not go live.

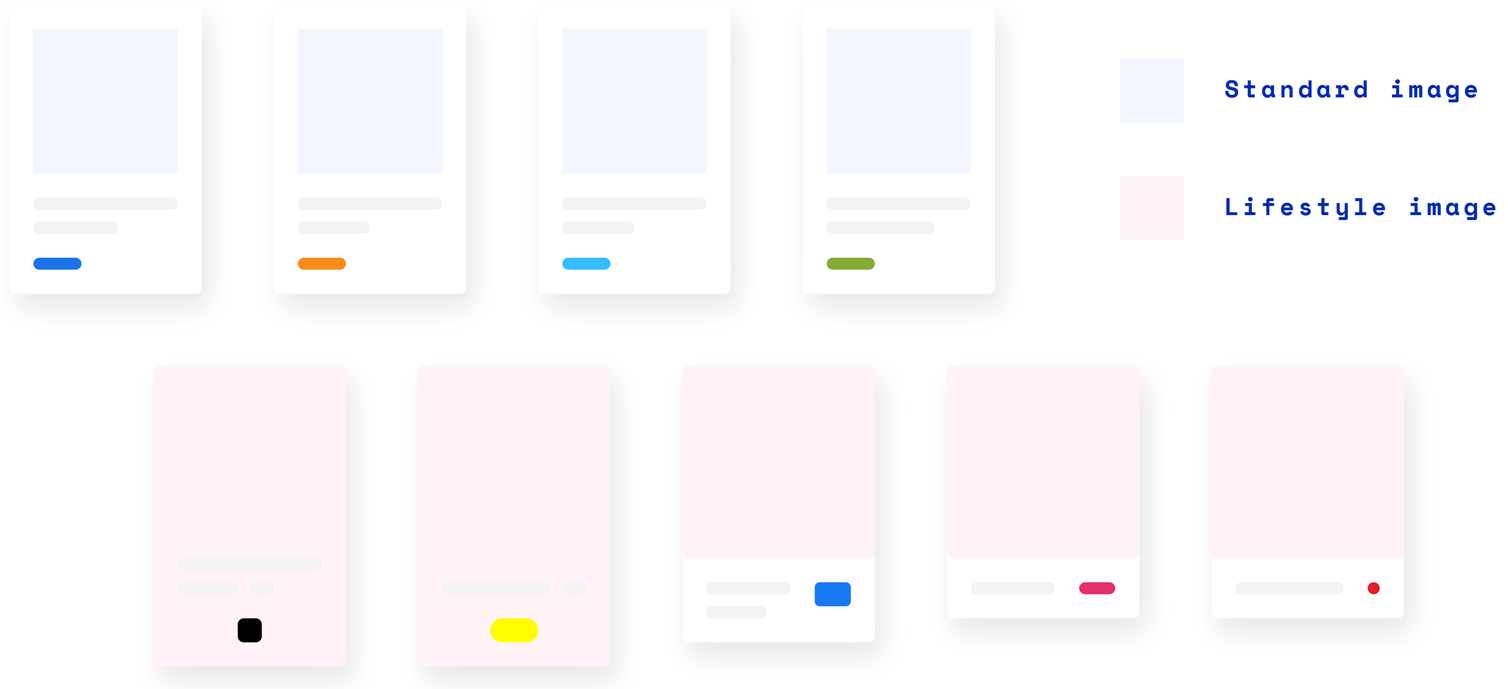
Warning - performance will suffer.

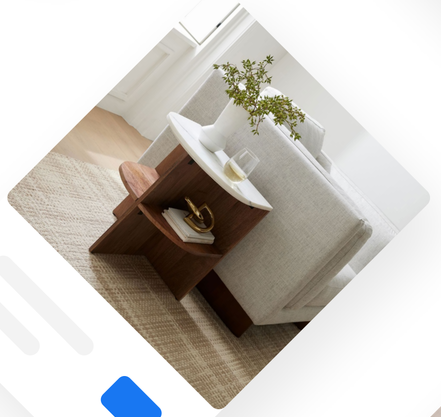
Optimizable - room for improvement.

Complete - set up for success.

Minimal Product Listing Ads

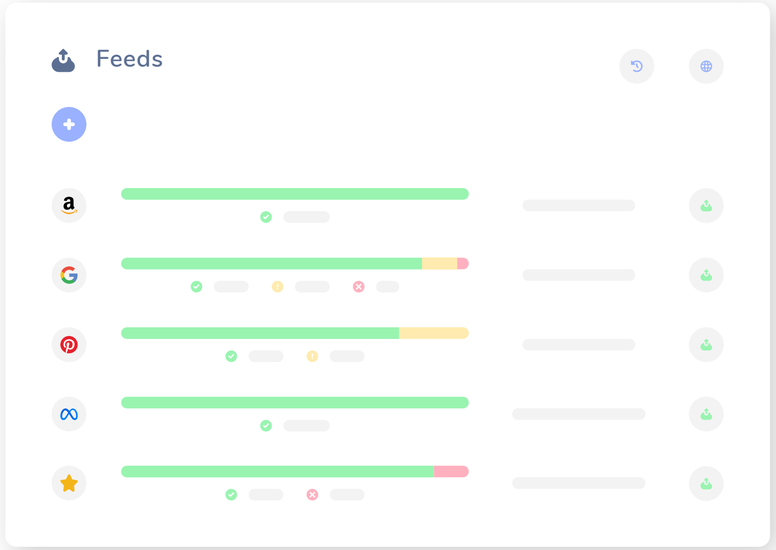
Our minimal product listing ad (PLA) design system ensures clean and consistent PLA visuals across our surfaces. Colors are inspired by top channels.



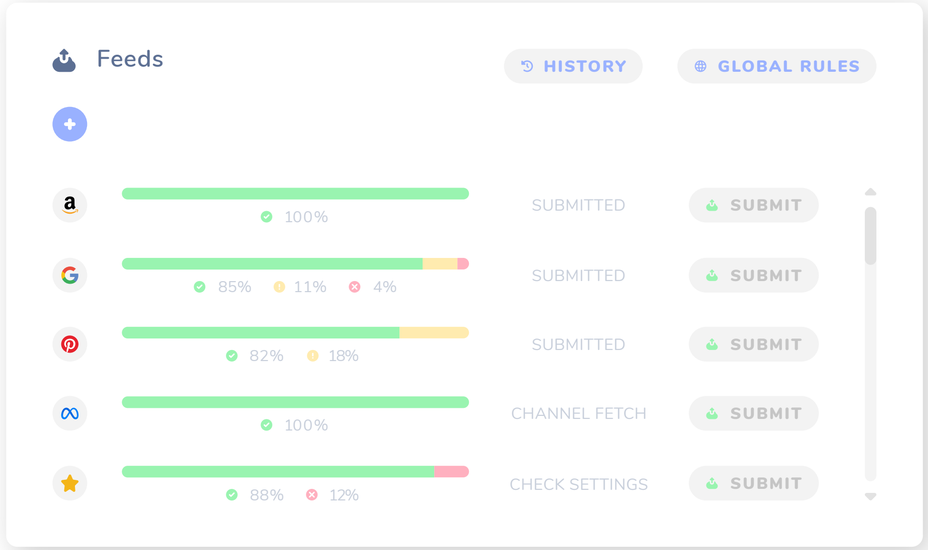


Soft UI Framework

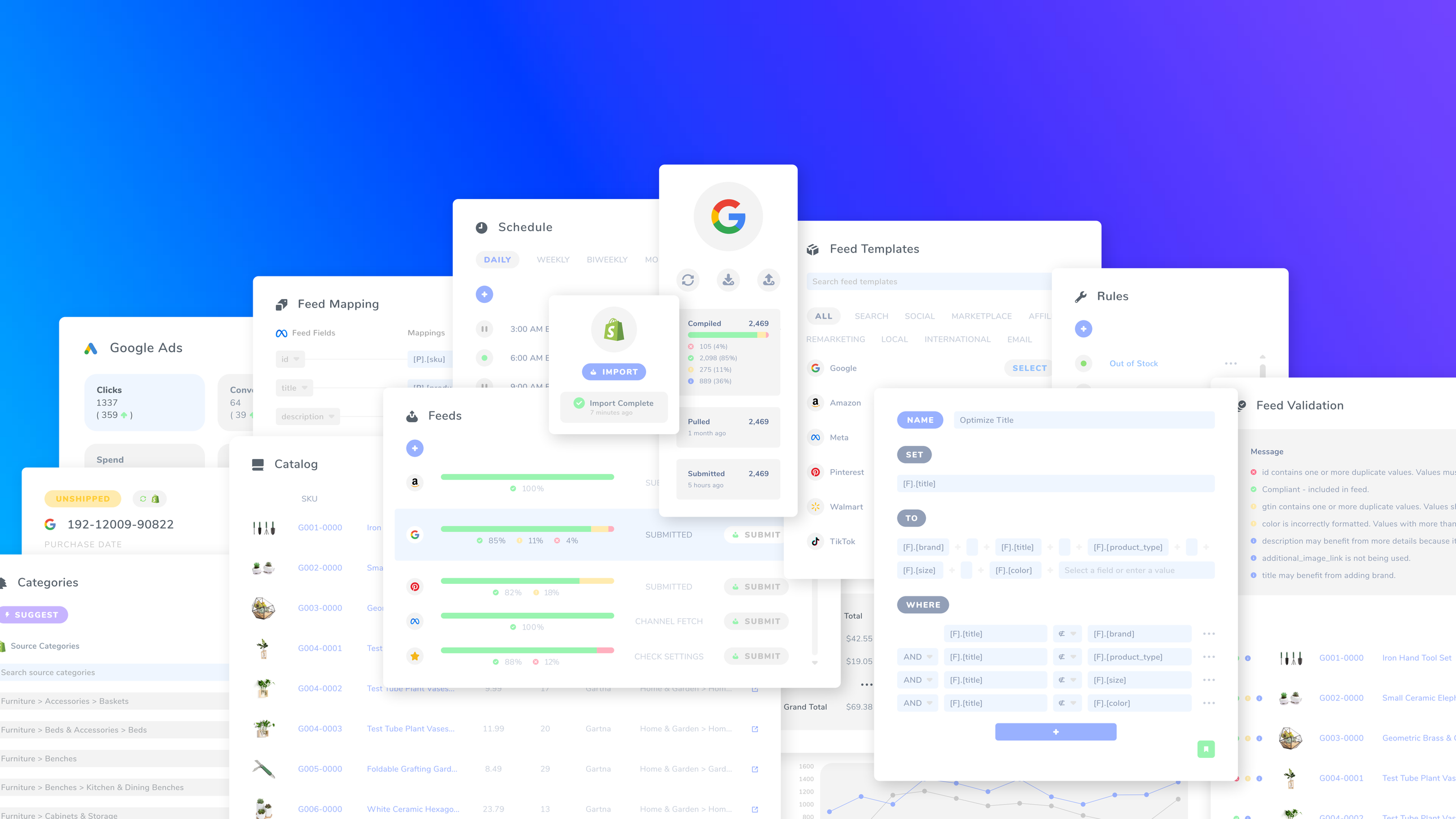
A full minimalist framework of GoDataFeed designed for in-app modals and mixed marketing applications. Mirrors all app modules – all app functions can be easily mocked-up with soft assets. Available in lite and rich forms.



LITE



RICH


Google Ads
Clicks
1337
(359)
Spend
Feed Mapping
Feed Fields
Mappings
id
[P].[sku]
title
description
Schedule
DAILY
WEEKLY
BIWEEKLY
3:00 AM E
6:00 AM E
IMPORT
Import Complete
7 minutes ago
Compiled 2,469
105 (4%)
2,098 (85%)
275 (11%)
889 (36%)
Pulled 2,469
1 month ago
Submitted 2,469
5 hours ago
Feed Templates
Search feed templates
ALL
SEARCH
SOCIAL
MARKETPLACE
REMARKETING
LOCAL
INTERNATIONAL
EMAIL
Google
SELECT
Amazon
Meta
Pinterest
Walmart
TikTok
Rules
Out of Stock
Feeds
100%
85% 11% 4%
SUBMITTED
SUBMIT
82% 18%
CHANNEL FETCH
88% 12%
CHECK SETTINGS
Catalog
SKU
G001-0000 Iron
G002-0000
G003-0000
G004-0001
G004-0002 Test Tube Plant Vases...
G004-0003 Test Tube Plant Vases... 11.99 20 Gartna Home & Garden > Hom...
G005-0000 Foldable Grafting Gard... 8.49 29 Gartna Home & Garden > Gard...
G006-0000 White Ceramic Hexago... 23.79 13 Gartna Home & Garden > Hom...
UNSHIPPED
192-12009-90822
PURCHASE DATE
Categories
SUGGEST
Source Categories
Search source categories
Furniture > Accessories > Baskets
Furniture > Beds & Accessories > Beds
Furniture > Benches
Furniture > Benches > Kitchen & Dining Benches
Furniture > Cabinets & Storage
Total
$42.55
$19.05
Grand Total $69.38
NAME
Optimize Title
SET
[F].[title]
TO
[F].[brand]
[F].[title]
[F].[product_type]
[F].[size]
[F].[color]
Select a field or enter a value
WHERE
[F].[title]
[F].[brand]
AND
[F].[product_type]
[F].[size]
[F].[color]
Feed Validation
Message
id contains one or more duplicate values. Values mus
Compliant - included in feed.
gtin contains one or more duplicate values. Values sh
color is incorrectly formatted. Values with more than
description may benefit from more details because it
additional_image_link is not being used.
title may benefit from adding brand.
G001-0000 Iron Hand Tool Set
G002-0000 Small Ceramic Eleph
G003-0000 Geometric Brass &
G004-0001 Test Tube Plant Vas
G004-0002 Test Tube Plant Vas
1600
1400
1200
1000
800

Social Media Design System

As a SAAS brand working to simplify product feed management, we want to use our authority to provide value to the greater ecommerce community. That's why we designed a modular social strategy that ensures consistent, organic value.

Your products. **Everywhere.**