



**nucleus**

*Build. Scale. Believe*

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**MEDIA KIT**

# about the company

## **Campaign Nucleus: The Command Center**

Founded in 2021, Campaign Nucleus is a revolutionary SaaS platform designed to manage campaigns, agencies, nonprofits, and organizations. Built on a foundation of innovation that began in 2015, Nucleus leverages years of expertise to serve as the command center for running effective and scalable political operations.

With a vast ecosystem of tech partners, Nucleus provides cutting-edge solutions that empower organizations to achieve their goals. Operating in multiple countries, we bring a global perspective to the challenges faced by our clients, ensuring adaptability and success across diverse markets. Our commitment to technological excellence continues to shape the future of campaign management and organizational operations worldwide.

# media fact sheet

**Campaign Nucleus is a SaaS platform for managing political campaigns and organizations. It acts as the control center, removes silos and unifies data and technology to impact change.**

## CRM

- AI-driven platform connecting contacts with voters.
- Enhances voter engagement.

## CDP

- Leads in integrating with third-party data platforms.
- Improves voter engagement and campaign effectiveness.

## App Store

- Curated tools for campaign management.
- Integrates with top apps for analytics, social media, and CRM.
- Enhances campaign management capabilities.

## Emails

- Superior performance in driving fundraising success.

## Press

- Intelligent Press System with the largest political press list.
- Expands campaign reach and influence.

## Website Builder

- Simplifies website creation with AI-driven imagery and graphics.
- Integrates with CRM and CDP systems.
- Streamlines web development for news and distribution networks.

## Events

- Manages thousands of rallies and events with AI.
- Validates signups and verifies attendees against voter files.

## Automate

- Streamlines ground operations and resource management.
- Enhances team coordination and stakeholder communication.

## Monitor

- War Room feature provides real-time analytics and audience sentiment analysis.
- Offers actionable insights for campaign success.

3.8K active profiles

29.6B emails sent

50 apps available for integrating

\$2.21B donations raised via platform

83M press releases sent

68.3M event signups and registrations

6.2K events managed

223.8M active profiles managed

# logos

## Primary Logo



## Approved Alternatives



## Alternative Logo



## Approved Alternatives



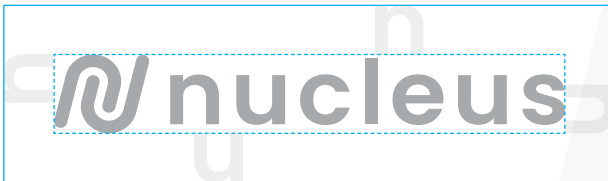
## Icon



# logo treatment

## Approved Treatments

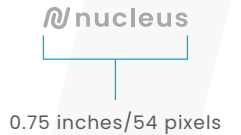
- ✓ **CLEAR SPACE**  
In order to maintain appropriate white space around the logo, do not allow any elements to come closer to the logo than a space of at least the height of the "n" in the logo around all four edges.



- ✓ **WATERMARK**  
The icon is the only logo element approved for watermark usage. Watermark must be black or white, depending on usage/placement. Watermark must be 3% opacity or greater, depending on usage/placement.



- ✓ **MINIMUM SIZE**  
To maintain maximum legibility, do not use the logo smaller than 0.75 inch wide in print materials or 54 pixels wide in screen materials.



- ✓ **ALTERNATIVE PLACEMENT**  
In special cases, the logo may be altered to a stacked version. This is for branding items ONLY, such as business card/merchandise/in-house usage. DO NOT use this on promotional pieces or social graphics. DO NOT use this placement unless specifically asked to/approved.



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- ✗ **DO NOT** distort, condense, expand or skew the Logos in any way.
- ✗ **DO NOT** apply inappropriate filters or treatments to the Logos. Use only the versions provided.
- ✗ **DO NOT** alter or isolate elements of the Logos in any way, other than by methods specified in these guidelines.
- ✗ **DO NOT** create alternate versions of Logos or use Logo elements in any way not specified in these guidelines.

## Do NOT Example



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## THANK YOU

For press inquiries, please contact us at [press@nucl.co](mailto:press@nucl.co)