



PIPELINER CRM LOGO GUIDELINES

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INTRO

Welcome to the Pipeliner Logo Guidelines.

We created this document in order for anyone associated with Pipeliner CRM—Partners, Customers, Press, Community, Analysts, Employees—to properly use our brand assets in a clear and meaningful way.

Why this exists

Our new logo is a precious identity resource and needs to be used carefully within parameters we set in concert with our Graphics Team. This insures that people perceive our brand in light of our business strategy, in context of our company's structure.

Follow the guidelines

Please read these guidelines and take care to use the logo and other brand elements as described, placed as indicated, without exception.

Quick Usage Advice: When in doubt, review this document and/or contact us marketing@pipelinersales.com

ABOUT US

Our brand identity is meant to demonstrate Pipeliner CRM as a meaningful worktool in the real lives of sales professionals. We have created a unique and visual sales platform – one based on the authentic needs and processes of sales professionals.

Our purpose is to nurture Salespreneurs within every company, free from the legacy systems of the past, to shape a new, positive definition of the sales profession.

Our logo represents a union of multiple companies coming together under a single corporate parent. The dynamic design reflects our vigorous forward movement and demonstrates the bright, clean focus throughout our product and our brand.

OUR LOGO

The logo represents several ideas melded elegantly into a single whole. We incorporate the idea of the target in sales as a unifying principle for all who use Pipeliner CRM software. The Pipeliner “P” with its strong upward accent, symbolizes our passion and belief in the primacy of CRM in business.

We use the same version in print, on screen, and for any other promotional products. It’s simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.

Horizontal Logo

The horizontal logo is the preferred version of the Pipeliner logo; use it wherever possible.

Horizontal Logo – Preferred



Vertical Logo

The vertical version may be used in circumstances where it is impractical to use the preferred horizontal version.

USE IN THE FOLLOWING SITUATIONS:

- Limited size formats where the horizontal version would fall below the minimum size.
- Square spaces that require high visibility and would be affected by the horizontal version.

Vertical Logo



LOGO CLEAR SPACE

Everyone Needs A Little Personal Space

To ensure that our logo versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

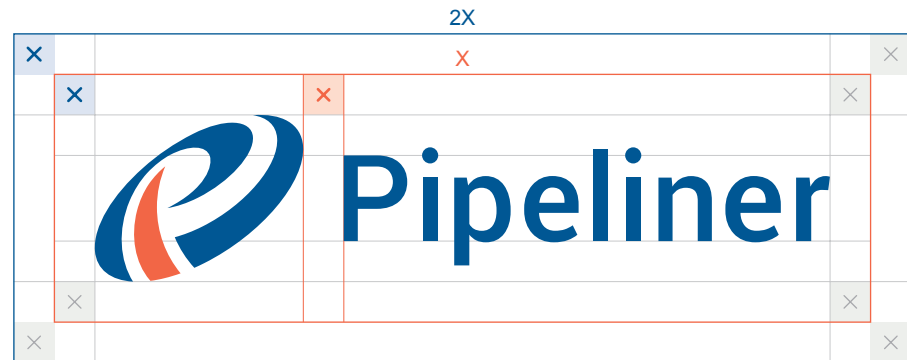
When the logo is used, a clear space of **2X** should be maintained.

In special circumstances when a **2X** clear zone isn't available or possible, use the second option of **X** clear space.

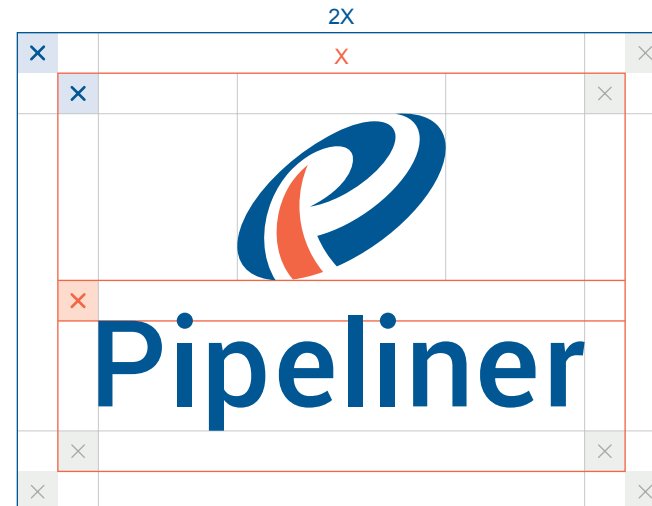
Use the dimensions of the space between symbol and letter P marked as **X**, at any scale, to identify proper clear space.

These requirements also apply to all the variants of Pipeliner logo.

Horizontal Logo – Preferred



Vertical Logo



SYMBOL

Our symbol is meant to show movement (up and to the right!), incorporate elements of a pipeline target, and tie together with the Pipeliner P in an elegant fashion.

Symbol Clear Space

To ensure that our symbol versions are clearly visible in all applications, surround them with sufficient clear space —free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the symbol lock-ups, the area directly surrounding them should be protected.

When the symbol is used, a minimum clear space of 20% symbol's width should be maintained.

Symbol




Negative Symbol



Clear Space

+ 20% symbol width

20%	100% width	20%
		
20%		20%

MINIMUM LOGO & SYMBOL SIZE

Good Things Come In Small Sizes

There are no predetermined sizes for the Pipeliner logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility.

There is no preset maximum size for the logo.

In print the minimum width for the horizontal logo is 15 mm, and for the vertical logo is 10 mm.

For digital uses the minimum width for the horizontal logo is 75 pixels and for the vertical logo is 54 pixels. These are the smallest sizes apart from when using only Symbol or an ICO.

The minimum Symbol width is 24 pixels and there is a specific file for ICO's which is a 16px wide file.

Horizontal Logo



Minimum size
15 mm / 75 px

Vertical Logo



Minimum size
10 mm / 54 px

Symbol



Minimum size
24 px

Favicon (ICO file)



Minimum size
16 px

COLOR LOGO

This is the logo that should be used in most instances such as on all corporate stationery, advertisements and signage.

Contrast is important—use the color logo on white background.

Color Logo – Preferred



NEGATIVE LOGO

When using a logo on a dark background the color logo is not appropriate due to the lack of contrast between logo and background.

In this case we recommend using the negative logo.

Negative Logo



MONOCHROME LOGO

In certain instances, a color logo may not be appropriate, and may potentially clash with other colors. In these instances, monochrome logos (gray, black or white) can be used.

In some cases, a color logo may not be practical or possible due to limitations in printing. For these instances gray logos (made as 75% and 40% tint of black) or a one-color black or white logo should be used.

Dark Gray Logo (75% Black)



Light Gray Logo (40% Black)



Black Logo



White Logo



LOGO SUFFIXES

Pipeliner CRM

Logo suffixes are meant to address strong associations to Pipeliner. For example, the branding of CRM, which indicates an elevated approach—CRM taken to a higher power (an exponential) or as the denominator.

Headline H3 - light



Headline H3 - light



Pipeliner Support

Logo suffixes are meant to address strong associations to Pipeliner. For example, the branding of Support, which indicates an elevated approach to helping customers—Support taken to a higher power (an exponential) or as the denominator.

Headline H3 - light



Headline H3 - light



Pipeliner Partner

Logo suffixes are meant to address strong associations to Pipeliner. For example, the branding of Partner, which indicates an elevated approach—Partnership taken to a higher power (an exponential) or as a denominator.

Headline H3 - light



Headline H3 - light

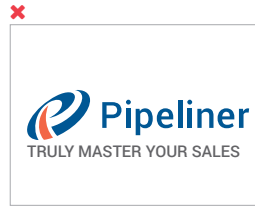


PLEASE DON'T...

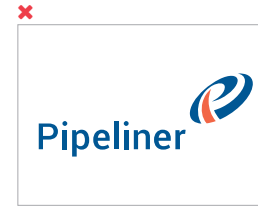
To maintain the integrity of the Pipeliner logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Pipeliner logo that should be avoided.

There is no need to tweak, modify, optimize, or alter the logo or any of its components in any way.



DON'T create a logo lockup with text



DON'T rearrange the logo elements



DON'T change the proportions between the symbol and logotype



DON'T rotate the logo



DON'T slant, stretch or otherwise distort the logo



DON'T create a gradient logo



DON'T use non-approved color combinations



DON'T use non-approved colors



DON'T outline the logo



DON'T add a drop shadow to the logo



DON'T add reflections or any other graphic filters to the logo



DON'T use the symbol as a holding shape for imagery or graphics



DON'T crop the logo in any way



DON'T create a pattern with the logo



DON'T place the logo colors without sufficient contrast



DON'T use over a busy image

OUR TYPEFACE

For headlines we use Roboto—a sans-serif typeface family developed by Google. Roboto can be downloaded directly [here](#).

Arial Regular is used for all standard body-copy. Arial Bold is used for highlighting important parts of text.

SECONDARY TYPEFACE: Standard System Font

In cases where a standard system font is required—such as sales presentation Powerpoint documents—Arial Regular and Bold should be used.

Roboto Typeface Family

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+ (.,:;)

Used Typeface Widths

Roboto Light | Roboto Regular | Roboto Medium | Roboto Bold | Roboto Black

Arial Typeface Family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+ (.,:;)

Used Typeface Widths

Arial Regular | Arial Bold

CORPORATE COLORS

Our core colors are what give us our personality.

Pipeliners Blue is the primary color. It is used in a symbol, logotype and separator between the logo and suffixes (CRM, Support and Partner).

Pipeliners Orange is a secondary color used in accents within the symbol. It is also used for suffixes (CRM, Support and Partner).

Pipeliners Blue



Coated Paper
PANTONE 2945 C

Uncoated Paper
PANTONE 2945 U

R 000
G 088
B 149

HEX #005895

C 100
M 052
Y 000
K 025

Pipeliners Orange



Coated Paper
PANTONE 172 C

Uncoated Paper
PANTONE 172 U

R 242
G 102
B 072

HEX #F26648

C 000
M 075
Y 076
K 000

MONOCHROME LOGO COLORS

Dark Gray



R 098
G 098
B 098

HEX #626262

C 000
M 000
Y 000
K 075

Light Gray



Coated Paper
PANTONE Cool Gray 5 C

Uncoated Paper
PANTONE Cool Gray 5 U

R 181
G 181
B 181

HEX #B5B5B5

C 000
M 000
Y 000
K 040

Black

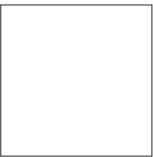


R 000
G 000
B 000

HEX #000000

C 000
M 000
Y 000
K 100

White



R 255
G 255
B 255

HEX #FFFFFF

C 000
M 000
Y 000
K 000

THANK YOU

Thank you for reading this document and taking our design guidelines into account when working with our corporate identity. We know it takes additional time and effort to match our criteria and we appreciate it greatly.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact marketing@pipelinersales.com