



BRAND GUIDE | UPDATED 2019





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Introduction

Overview

SalesLoft is a positive, solutions-focused brand. We aim to inspire, encourage, and solve big problems for our customers and their customers. The following guidelines are not an exhaustive list but will provide examples and guidance on how we speak about the brand. This helps us share a consistent message and move in the same direction, with the same goals.

About us

Engage with integrity.

SalesLoft is the leader in sales engagement. We help brands deliver value and create trust by connecting authentically and meaningfully with their customers. We provide industry-defining technology, a consultative partnership approach, and community-building resources to organizations working to adapt to changing buyer expectations.

What we do

Emotionally intelligent sales.

SalesLoft offers a deeper understanding of customer needs and behaviors, helping businesses deliver meaningful engagement across the customer lifecycle. Insightful data, paired with useful resources and invaluable thought leadership, helps organizations anticipate customer needs, design better journeys, and build more agile, proactive customer strategies.



Messaging

What we say

Tone: Confident, not conceited

We're proud of our strong employee culture and our track record of innovation. We'd rather invest our energy in making life better for our prospects and customers than flex our egos.

SAMPLE COPY

The rules of engagement have changed.

Tear up your playbooks.

It's time to improve your sales process. Connect with customers, understand their problems, and offer the solutions they need. Our sales engagement platform can help your team shift their mindset and transform the way you do business.

We make promises—and keep them

We hold ourselves to a high standard, and we don't cut corners. Our messages should reflect this. We speak with sincerity and engage with authenticity. Everything we do—and every message we write—should work to serve our prospects and customers.

SAMPLE COPY

SalesLoft helps the world's best sales organizations deliver value and create trust by connecting authentically with their customers. Our platform helps you build unified, proactive, and emotionally intelligent customer experiences, from the first contact and throughout the customer lifecycle.

Word choice

Engaging

We're a technology company, but that doesn't mean we speak like robots. We avoid complex tech-speak and communicate with our audience using active, positive words they understand. SalesLoft customers are smart, so we don't need to over-explain. Our messages are clear, concise, and written with a warm, inviting tone.

Tense

We, us, ours: SalesLoft is for the people

We speak to our audience directly and in the first-person. And we speak to our customers like they are human beings—"you" and "your" are totally appropriate.

Messages

Engagement beyond expectations. Results beyond belief.

SalesLoft's mission is to empower our customers to engage authentically, solve problems, and deliver exceptional customer experiences. Our industry-leading platform is reliable, easy to use, and delivers results beyond expectations.

Unifying vision

SalesLoft is the committed industry leader providing transformational technology, consultation, and community for organizations who are working to adapt to changing buyer expectations.

- Teams need more than technology. They need to deliver relevant value through authentic engagement.
- We believe engagement is a tangible connection that, at its core, helps people feel understood.
- It's an approach to doing business that seeks to understand people and their problems and deliver the best possible solutions together.
- We believe engagement isn't just the responsibility of sales.
- It's a set of actions that extends across all teams and through every stage of the customer journey.
- We believe engagement is more than a way to generate revenue.
- It's a philosophical shift in how businesses function, helping every customer-facing team deliver relevant value faster.
- This is an internal statement to focus teams on delivering the right value and crafting the right messages.



Value propositions

Facilitate sales teams

SalesLoft empowers sales teams to become problem-solvers for their customers. Industry-leading technology allows for quality tracking, performance metrics, and coaching—offering a system that helps salespeople hit their numbers while also solving significant customer problems.

Equip sales leaders

SalesLoft aggregates qualitative customer data, providing an optimized view of what works and what doesn't. Those in sales and operations are able to lead better, coaching and supporting their teams to provide a more customer-centric experience. Strategic decision-makers have a clearer view of sales operations and a deeper understanding of customers.

Inform strategic decisions

SalesLoft unlocks the power of sales data—and helps companies better utilize their sales organizations—by offering a deeper understanding of customer needs and behaviors. Insightful data, paired with useful resources and invaluable thought leadership, helps organizations anticipate customer needs, design better journeys, and build proactive strategies that deliver results.

Empower community change

SalesLoft provides a best-in-class platform, services, and thought leadership. The result is a consultative approach that builds true sales community and casts a loftier vision for the entire sales industry. By partnering with other innovators, SalesLoft can redefine the potential of sales organizations, establishing a bolder, more unified vision for the future.

The evolution of SalesLoft

Moving beyond "Modern Sales Teams"

The key component in the evolution of SalesLoft requires positioning our solution as a full-featured platform for engagement. While it remains a powerful sales tool, SalesLoft must tell a value story that goes beyond sales. It's less one-sided: we're not just selling, we're engaging. We're not just enabling our customers to make quota, we're empowering them to build lasting relationships.

<i>Pitching</i>	→	<i>Solving</i>
<i>Hero model</i>	→	<i>Team model</i>
<i>Sales funnel</i>	→	<i>Complete customer lifecycle</i>
<i>Revenue</i>	→	<i>Revenue + insight</i>
<i>Threat</i>	→	<i>Resource</i>

Different audiences, different needs

A one-size-fits-all message doesn't fit us anymore. SalesLoft solves different problems for different audiences, and we speak to each of those audiences with clarity and confidence.

Business-wide value

SalesLoft allows businesses to move from a linear structure to one that is more cohesive and relational. The sales operations role serves as the liaison between sales teams and business leaders.

SalesLoft leads the sales industry.

SalesLoft promises engagement.

SalesLoft offers perspective.

SalesLoft delivers a more efficient business.

SalesLoft seeks to redefine the market.

SalesLoft wants to build a community.

SalesLoft looks to solve first.

SalesLoft acts like servants.

Brand-Level messages

Engage with intention.

We believe deeply in the work we do and the people we do it for. We are driven by enthusiasm and dedicated to continuous improvement for ourselves, for our customers, and for our customers' customers.

Engage with alignment.

We believe the old "hero model" of sales is dead—we're more interested in supporters than superstars. Working together, as a SalesLoft team as well as with other organizations, unlocks the potential of our best ideas.

Engage with intelligence.

We believe the future of sales is about more than just increasing revenue. It's about engaging in new ways and empowering organizations to become more productive and proactive. Through industry-defining technology and a commitment to innovation, we are shaping this future with integrity.

Engage with support.

We believe any technology is only as powerful as the support that sustains it. We offer more than a product—with our partners, we provide a consultative approach that empowers you with valuable thought leadership and services that help guarantee your success.

Role-level brand messages

Generate pipeline

Solve. Sell. Exceed expectations.

Help me connect with people and solve problems for customers.

SalesLoft empowers customer-facing teams to engage authentically, ensuring meaningful interactions when they matter most.

Scale and balance quality with quantity to meet - and exceed - your customers' expectations. Generate more pipeline and surpass your sales goals by engaging with the right message at the right time.

Manage deals

Measure. Motivate. Drive engagement.

Help me manage an efficient and engaging sales team, and design meaningful, measurable strategies for success.

SalesLoft empowers you to lead your team with confidence while offering you a direct view into what works and what doesn't. Gain valuable insight from customizable metrics and coach your team in real time without pulling focus.



Improve processes

Strengthen. Structure. Ensure progress.

Help me provide structure and optimization for engagement teams and business leadership.

SalesLoft delivers technology, information, and insights to provide helpful process and structure for your team and empower strategic decision-making. Understand what your team needs to perform at its best, and build a bridge between execution and leadership.

Build relationships

Interpret. Innovate. Evolve efficiently.

Help me shape the strategic vision for the business while ensuring we're on track for success.

SalesLoft helps business leaders innovate more efficiently by unlocking the power of sales insights to deliver value across the organization. Understand the difference between customers' wants and needs, measure sales effectiveness, and gain deep insight into rapidly changing customer priorities.

Offering-level messages

Platform

From first contact through the entire customer lifecycle, SalesLoft helps you build consistent, proactive, and more relevant customer interactions. It's more than a sales tool; SalesLoft is an engagement platform that allows your sales team and business leaders to learn from customer engagements. We provide the insights you need to engage beyond expectations, create trust, and deliver value to your customers.

Integrations & partnerships

SalesLoft changes the way you engage with customers. And your integrations and partnerships change the way SalesLoft works for you.

Our Partners enrich your sales engagement platform with valuable tools and services. These are organizations that share our philosophy, serve our customer base, and help make SalesLoft the leading sales engagement platform.

Services

SalesLoft is more than a product; we're here to serve you and exceed your expectations. We provide professional services to strengthen, streamline, and accelerate your success. We offer a variety of services that range from assistance as you ramp onto SalesLoft, to fully customized onboarding, outsourced platform administration, and other helpful options. We are committed to your success.

Campaign

An engagement revolution

The rules of engagement have changed. Tear up your playbooks.

There's been a fundamental shift in customer expectations. Understand your customers' needs and respond in meaningful ways, or they'll happily go elsewhere. Sales isn't about pushing products or hitting a number—it's about connecting with customers to understand their problems and offering the solutions they need, not just what they want. Reestablish the value sales contributes to the customer lifecycle.

Embrace a new mindset, and transform your sales process to deliver more than a number. Support the revolution, or risk being left behind.





Logomark

The wave (bug)

The personality of the SalesLoft brand is captured as *The Wave*, an abstract shape with an S-shaped negative path cutting through the middle. The bug represents the shift in traditional sales to new-age methodologies, that when optimally utilized with forward-thinking teams, activates the authentic seller in all of us.



Logomark

The full mark spells out the company name next to *The Wave*, splitting the font weights of Avenir Bold and Light, between 'Sales' and 'Loft' respectively.



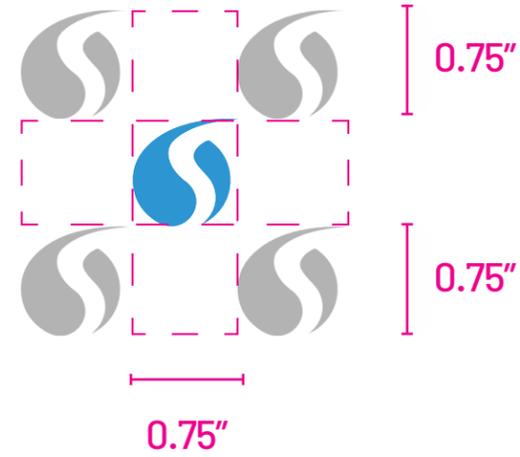
Program logos

Program logos are created and used exclusively by the Marketing team. The program name is positioned a third of the height of the logomark below it in Barlow Semibold.



Safe area

The safe area around the bug and logomark is equivalent to the height and width of *The Wave*, above, below and to the left and right of the marks. If the height of the logo being used is 0.75", the minimum safe area, or margins, around all sides of the mark, should be at least 0.75".

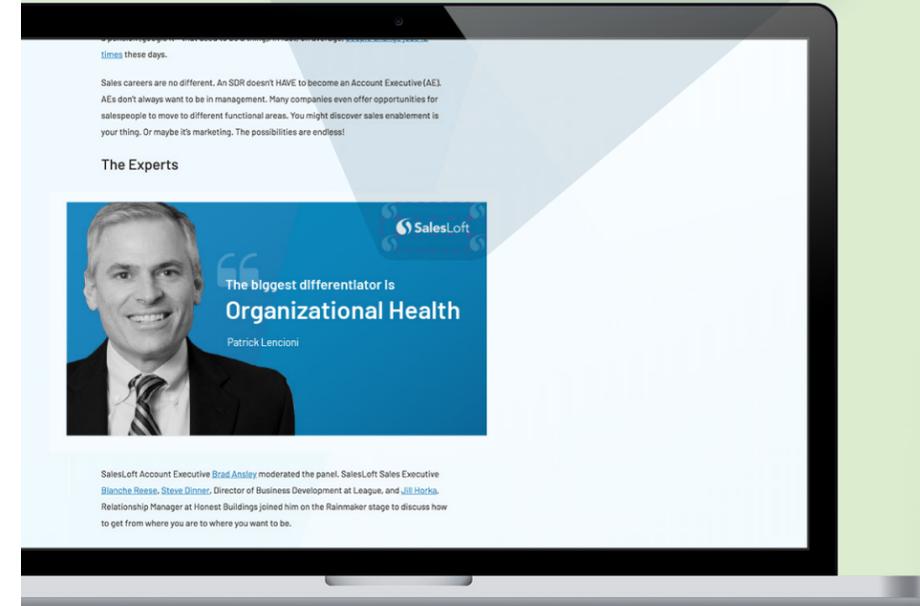


Tagline spacing & lockups

When creating a lockup, whether it is with the tagline or other approved use case (consult marketing team), the space between the text and the logomark must be at least one-third of the height of the logomark, and not more than two-thirds the height.

Safe area in action

When using the logomark in a document or other branded asset, all text, and graphical elements must lie outside of the safe area, as displayed in the example to the right.



Design Principles

Every visual communication created for the SalesLoft brand should be aligned and prioritized with the following principles.

01 Bold

Each communication should take a daring, yet practical approach to deliver a message. Visual elements should pop and move toward the audience.

02 Transparent

Content should be open, honest and relevant. It should ingrain value and instill trust in users and prospects.

03 Human

Transparency can seem cold and impersonal, thus a human element must always be present that is relateable, vulnerable, and genuine.

04 Simple

The message should not be overcomplicated with technical and industry jargon. Communication should be comprised of concise and simple statements.



Approved use cases

When placing the logo on various backgrounds, the mark must have enough contrast to be legible. The reversed version may be placed over dark images, images with dark overlays with an opacity of no less than **40%**, and dark valued colors. The full color, all blue and black versions of the mark must be placed over lighter hues or lighter portions of imagery that support comfortable legibility.



Unapproved use cases

Several use cases should be avoided when applying the logomark. Under no circumstances should the mark be altered, distorted, or changed to a color outside of the approved white, black, full blue, and full-color marks. Improperly placed over clashing backgrounds or colors with too close a value to the version used should also be avoided.

- Imagery with low contrast or no overlay
- Clashing colors and lack of contrast
- Gradients with more than two or three complementary colors
- Distorting and changing the color of the logo





Colors

Primary colors

The principal color palette is comprised of the SalesLoft blue, orange, and gray.

Deep sea

RGB	HEX	CMYK
27 114 177	1C71B1	87 53 05 00

Closest PMS: 307 C

Tangerine

RGB	HEX	CMYK
230 145 36	E69124	08 49 100 00

Closest PMS: 144 C

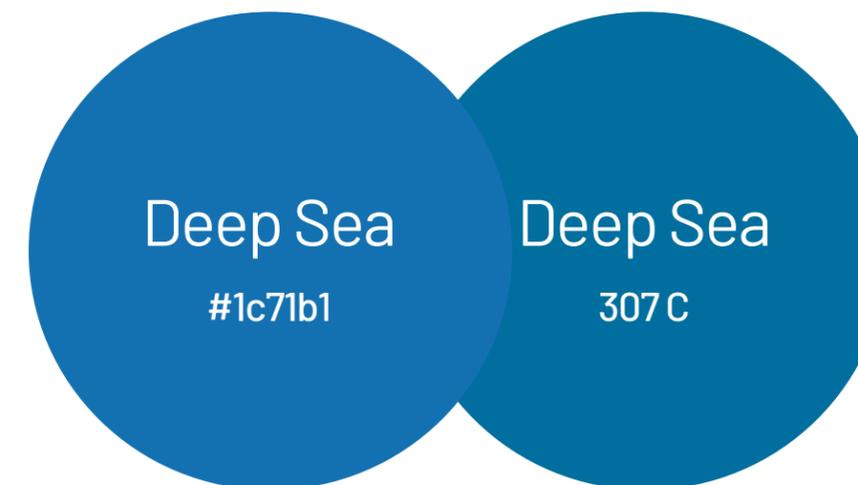
Asphalt

RGB	HEX	CMYK
66 89 103	425967	77 56 45 24

Closest PMS: 144 C

A note about Pantones

Pantone colors will not be a perfect match and should only be used when requested by a vendor or CMYK values cannot be used.



Secondary colors

The most common secondary colors, used for callouts, buttons, stats, quotes, and other elements are listed below.

Fog			Sky			Eggplant		
RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK
225 231 233	E1E7E9	10 05 05 00	66 173 220	42ADD C	66 14 03 00	117 81 161	7551A1	64 80 00 00
Closest PMS: 7541 C			Closest PMS: 298 C			Closest PMS: 2665 C		
Aqua			Rosebud			Cheese		
RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK
19 187 182	13BBB6	72 00 35 00	240 115 106	F0736A	01 69 52 00	255 199 75	FFC74B	00 23 81 00
Closest PMS: 3262 C			Closest PMS: 7416 C			Closest PMS: 136 C		

Full cool palette

The full cool palette includes the completed range of blues, greens, and purples, often used for backgrounds, headlines, and other high-level content.

Charcoal			GR1			Asphalt			GR4			Deep sea			B3		
RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK
51 51 51	333333	69 63 62 58				66 89 103	425967	77 56 45 24				27 114 177	1C71B1	87 53 05 00			
Closest PMS: Black C						Closest PMS: 7545 C						Closest PMS: 307 C					
Overcast			GR2			Midnight			B1			Sky			B4		
RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK
121 122 123	797A7B	54 45 45 10				16 57 94	10395E	100 80 38 28				66 173 220	42ADD C	66 14 03 00			
Closest PMS: Cool Gray 9 C						Closest PMS: 302 C						Closest PMS: 298 C					
Fog			GR3			5AM			B2			Celeste			B5		
RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK
225 231 233	E1E7E9	10 05 05 00				30 90 135	1E5A87	93 66 25 07				199 233 244	C7E9F4	20 00 03 00			
Closest PMS: 7541 C						Closest PMS: 7692 C						Closest PMS: 635 C					

Cool palette (continued)

Camo *G1*

RGB	HEX	CMYK
49 114 57	2E7239	83 32 100 21

Closest PMS: 7732 C

Mint *G4*

RGB	HEX	CMYK
221 237 208	DDEDD0	13 00 22 00

Closest PMS: 7485 C

Orchid *P3*

RGB	HEX	CMYK
138 104 173	8A68AD	51 67 00 00

Closest PMS: 2577 C

Foliage *G2*

RGB	HEX	CMYK
55 159 174	379F4A	79 13 97 01

Closest PMS: 7739 C

Violet *P1*

RGB	HEX	CMYK
59 35 95	3B235F	90 100 31 23

Closest PMS: 669 C

Lilac *P4*

RGB	HEX	CMYK
188 161 205	BCA1CD	25 38 00 00

Closest PMS: Violet 0631 C

Green apple *G3*

RGB	HEX	CMYK
142 200 99	8EC863	48 00 81 00

Closest PMS: 7487 C

Eggplant *P2*

RGB	HEX	CMYK
117 81 161	7551A1	64 80 00 00

Closest PMS: 2665 C

Lace *P5*

RGB	HEX	CMYK
243 235 244	F3EBF4	03 07 00 00

Closest PMS: 7436 C

Aqua *G0*

RGB	HEX	CMYK
19 187 182	13BBB6	72 00 35 00

Closest PMS: 3262 C

Full warm palette

The warm palette includes the less often used reds, oranges, and yellows, typically applied as a supportive color for stats, callouts, contrast, and other secondary elements.

Wine *R1*

RGB	HEX	CMYK
112 21 17	701511	32 98 100 45

Closest PMS: 1815 C

Gum *R4*

RGB	HEX	CMYK
250 196 184	FAC4B8	00 27 21 00

Closest PMS: 169 C

Tangerine *O3*

RGB	HEX	CMYK
230 145 36	E69124	08 49 100 00

Closest PMS: 138 C

Cherry *R2*

RGB	HEX	CMYK
189 53 45	BD352D	18 93 93 08

Closest PMS: 7620 C

Chocolate *O1*

RGB	HEX	CMYK
162 92 38	A25C26	27 68 100 17

Closest PMS: 153 C

Cheese *O4*

RGB	HEX	CMYK
255 199 75	FFC74B	00 23 81 00

Closest PMS: 136 C

Rosebud *R3*

RGB	HEX	CMYK
240 115 106	F0736A	01 69 52 00

Closest PMS: 7416 C

Autumn *O2*

RGB	HEX	CMYK
210 117 40	D27528	14 63 100 02

Closest PMS: 138 C

Dandelion *O5*

RGB	HEX	CMYK
255 241 146	FFF192	01 01 53 00

Closest PMS: 393 C

Gradients

Standard gradients

The three official gradients must **only** be used when another form of contrast or visual interest is needed and must only be created by a marketing creative or when already included in an approved template. Each gradient should house two colors at **50% spacing** (not opacity) each, but should never surpass three, also evenly spaced. The angle should be set **235°** by default, but may be adjusted to support contrast or other creative needs.

SalesLoft standard gradient



Rainmaker standard gradient



Aqua gradient



Custom gradients

Custom gradients should only be used in approved one-off campaigns or advertisements, and may only be created by marketing creative.

[See Advertising & campaigns →](#)

Examples

Below are examples of custom gradients that may be uniquely used for specific strategic company initiatives. They should be created using approved brand colors, have a smooth middle transition, and be bright and vibrant enough to support copy.



Tones & shades

In many instances, there may be a need for a darker or lighter value hue than what is provided in the existing palette. In this case, tones, and shades may be used up to 80% lighter or 20% darker than the lightest or darkest brand shade in a color group. This includes: Gum, Dandelion, Celeste, Fog, Mint, Lace, Violet, Midnight, Chocolate, and Wine.

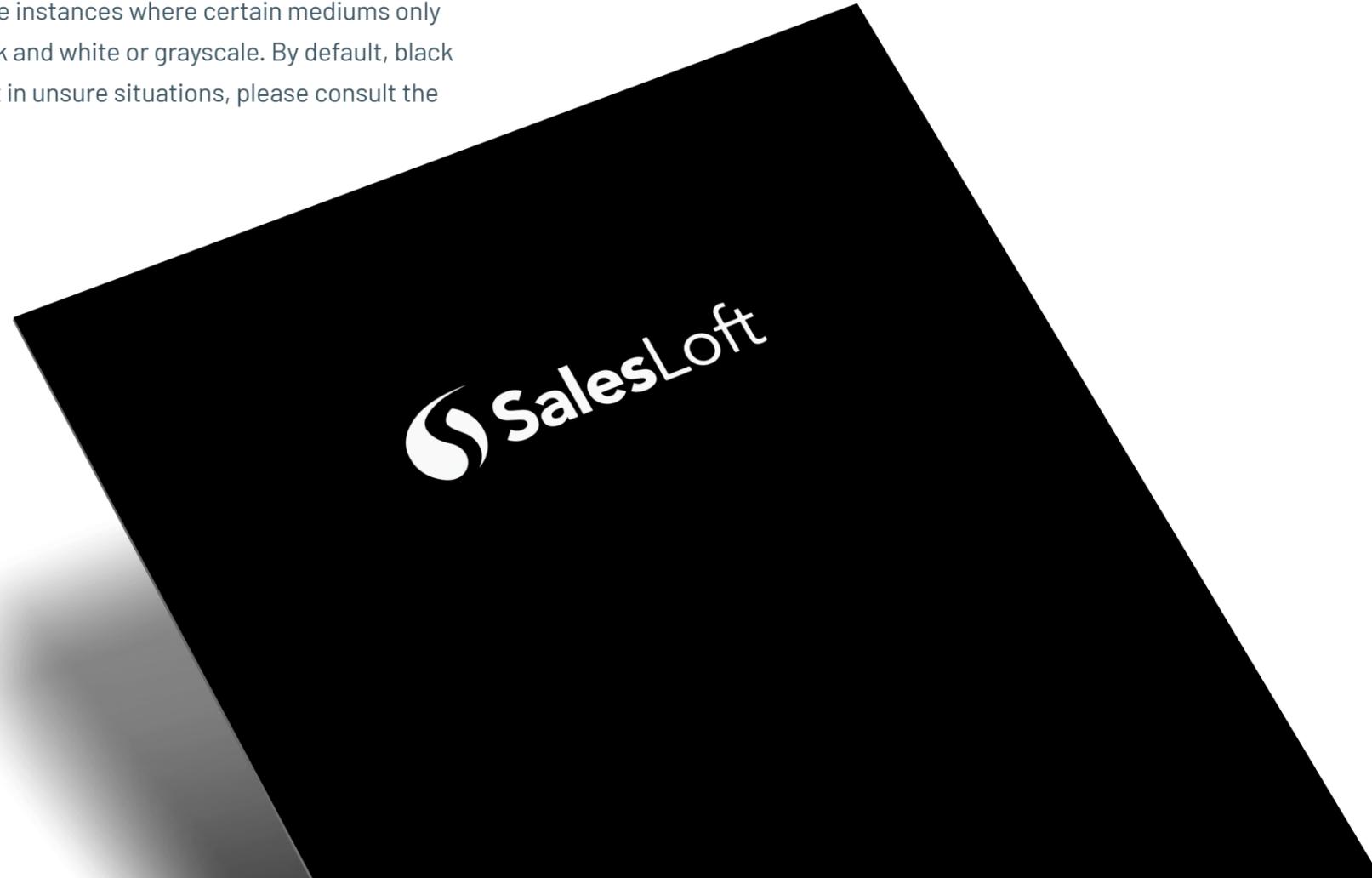
These tones and shades are applied by opening the Color Guide in an Adobe or other visual editing program that allows color selection. Increase the darkness or lightness of the hue by the specified percentage, or adding white or black to the hue to darken and lighten it.



Black and white

Though not official brand colors, black and white are still used based on creative needs. White is the most commonly used blank palette for any kind of composition and may be used in any use case that requires a light color or text over a dark color or image.

Black is typically avoided and replaced with [Charcoal or Asphalt](#) but may be used in rare instances where certain mediums only display or print in black and white or grayscale. By default, black should be avoided, but in unsure situations, please consult the marketing team.

A large, tilted black rectangle containing the SalesLoft logo in white. The logo consists of a stylized 'S' icon followed by the text 'SalesLoft' in a sans-serif font.

Color application

The colors and gradients may be used in a range of ways, including within the brand elements and as a background for images and portraits. Below are some best practices are listed when creating a composition that uses color.

- Combine only colors that create contrast
- Create [complimentary color](#) schemes
- Maintain consistent use of colors through the composition
- Avoid using more than 2-3 colors in one composition for templated elements such as headlines, text, footers, backgrounds, callouts, quotes, etc.
- There is more flexibility with custom graphics, but this is should be left to the discussion of the creative team.



Butler Raines

VP of Product



Typography

PRIMARY TYPEFACE

Barlow

Barlow is the official typeface of SalesLoft. Barlow is a slightly rounded, low-contrast, Grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with nine weights in Roman and Italic. The personality of the typeface aligns perfectly with SalesLoft's professional, tech-centered, yet quirky and casual personality.

[Download free Google Font, Barlow →](#)

Regular
Medium
Semibold
Bold
Extrabold

The Quick Brown Fox Jumps
Over the Lazy Dog

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

WEB SAFE TYPEFACE

Calibri

The official web safe typeface is Calibri. This should be used whenever Barlow is unable to be applied. Calibri is one of many web safe fonts that are available on most computer operating systems. This font is most often used in documents, presentations, and spreadsheets.

Email fonts

Most email clients only support web safe typefaces, so Calibri is the best alternative. If Calibri is not available, Arial or the email client's default sans-serif typeface is acceptable.

Light Regular Bold

The Quick Brown Fox
Jumps Over the Lazy Dog

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

SECONDARY TYPEFACE

Barlow Condensed

ONLY in one-off campaign use cases, may Barlow Condensed be used. The skinnier typeface usually adds a level of boldness and lifestyle brand personality to the concepts and provide more impact when scaled to large format like billboards and digital panels.

This typeface should only be used and applied by the creative team.

[Download free Google Font, Barlow Condensed →](#)

Regular Bold

The Quick Brown Fox Jumps Over
the Lazy Dog

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Treatments

Cover title settings

- **26 pt** size, regular
- **31.2 pt** line height
- **Asphalt** gray or **Deep Sea** blue
- **-30** letter spacing
- 0.125" space above, 0" space below

Main headline settings

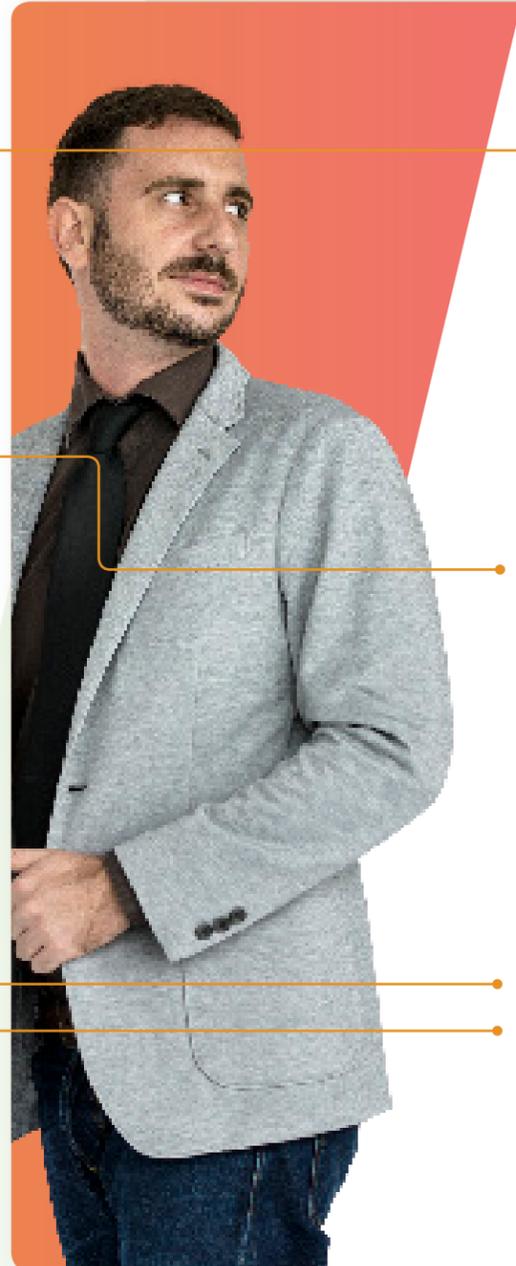
- **26 pt** size, regular
- **31.2 pt** line height
- **Deep sea** blue
- **-30** letter spacing
- 0.125" space above, 0" space below

Subheading

- **16 pt** size, medium
- **19.2 pt** line height
- **Asphalt** gray
- **-30** letter spacing
- **0.15"** space above, **0"** space below

Secondary subheading

- **13 pt** size, medium italic
- **14.4 pt** line height
- **Asphalt** gray
- **-10** letter spacing
- **0.0625"** space above, 0" space below



Sales Cadences

Creating your first step

Day 1: Email touchbase

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut.

- This is a bullet
- This is a bullet
- This is a bullet\

Create your second step

Day 2: Phone call follow up

Gotta love that hierarchy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut.

PERSONALIZE IT

Customized video

Using Vidyard

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut.

- This is a bullet
- This is a bullet
- This is a bullet

Using Wistia

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis nisi orci, ut scelerisque risus ultricies ut.



Nunc iaculis, sapien eu efficitur volutpat, justo augue bibendum orci, at mollis mauris erat et sem. Suspendisse semper scelerisque est, nec maximus est eleifend vitae. Proin fermentum nunc ante.

“The best thing one can do when it's raining is to let it rain.”

— Henry Wadsworth Longfellow

Eyebrow settings

- **8 pt** size, regular
- **9.6 pt** line height
- **Asphalt** gray
- **110** letter spacing
- **0"** space above, **0"** space below

Body copy settings

- **11 pt** size, regular
- **16 pt** line height
- **Asphalt** gray
- **0** letter spacing
- **0.12"** space above, **0.125"** space below

Bullet settings

- **16 pt** size, medium
- **19.2 pt** line height
- **Asphalt** gray
- **-30** letter spacing
- **0.3125"** left indent, **-0.1875"** first line left indent
- **0.0625"** space before, **0"** space below

Hyperlink settings

- **11 pt** size, regular
- **16 pt** line height
- **Tangerine** orange
- **0** letter spacing
- **0.12"** space above, **0.125"** space below
- 'Underline On' character style with **1 pt** rule offset by **4 pt**

Call-outs

Call-outs may be displayed as rectangles, squares, circles, or the angled brand shapes. Text may live within these shapes but must be inset by at least a quarter inch. Call-outs should be used sparingly within multi-paged documents and agree with the overall composition—adding to the page versus taking away by robbing unnecessary real estate or being distracting.

This is an example callout. The point size is flexible as long as all of the callout information fits within the space or shape. Do not increase the size of the shape or type to fill an area. The text should not compete with any other important headlines on the page.

Pull quotes

Pull quotes are 3 to 4 points smaller than the main heading, are normally a secondary color, italic, and regular weight. They should live as large stand-alone text and the top left corner of the text box should sit on top of a [Fog](#) colored Barlow or Font Awesome open quote. The quote should be **45 pt** if Font Awesome, **92 pt** if Barlow, or **20%** of the height of the text box. The line-height, proportionally, should be similar to the main headline. The credit name may be styled as the secondary subheading.

The best thing one can do when it's raining is to let it rain.

— Henry Wadsworth Longfellow

Layout

Approved templates include preset gridlines to help keep the alignment of elements consistent.

Grid system & alignment

Columns in template grids can vary from only two columns up to eight. The number of columns are intended to provide flexibility in creating layouts. Any number of columns based on the range may be used, as long as all content within the composition remains within the set margins.

No one should create their own grid. Please use the existing grid within approved brand templates.

Spacing

Graphics, call-outs and pull quotes may occasionally poke outside of the set gridlines and margins based on creative or spacing needs. This should be done very minimally if there are no other viable options to fit content or the creative team should be consulted for alternatives.



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This is an example callout. The point size is flexible as long as all of the callout information fits within the space or shape. Do not increase the size of the shape or type to fill an area. The text should not complete with any other important headlines on the page.

Ecce soloren dandit lam quodios nos

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- Idipsaniendi dit aborpor ehendebit laccus este
- Nihitist volupiciatem sitium quasiti onest, sitam

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—John Smith, VP Sales

Is there a balance between effort and reward?

If the goal of personalization is to increase response and appointment rates, then the answer is an unequivocal YES.

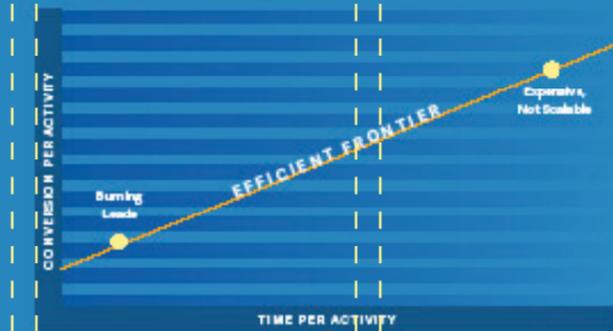
Repeatable, high-performance tactics for personalization will reliably increase response rates by up to 493%, as compared to the same messaging without any form of personalization.

This differential holds up when you look at the ability of personalization to increase appointment generation. The same types of personalizations can generate appointments at a rate of 453% over the same emails without personalization.

When is personalization appropriate?

It is easy to assume that the more effort and time one invests in quality sales activities, the higher the percentage of successful interactions you will achieve. However, more is not always more when it comes to personalization.

Top-of-funnel performance of personalization is an equation, demonstrated by the graph below.



As one might expect, when very little time is spent personalizing an email, conversions are low. When the message isn't targeted, you are at risk of burning leads. However, there is a point of diminishing returns. If sales reps are spending inordinate amounts of time personalizing every email they send, the effort required exceeds the reward. You want to find the sweet spot where effort and reward are in harmony.

6

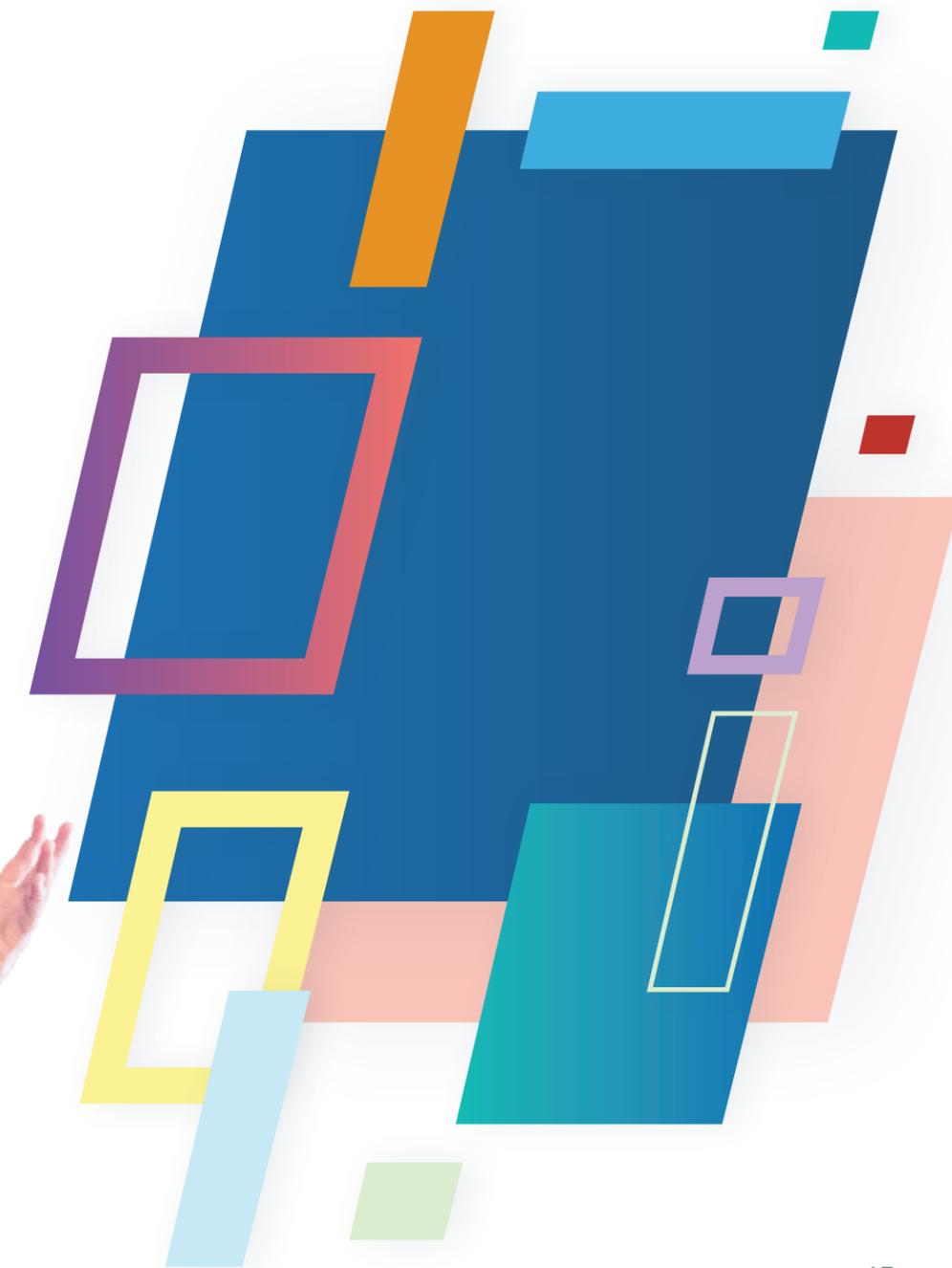


Brand elements

Lellograms

The SalesLoft brand shape, the **Lellograms**, is an angled parallelogram—representing forward progression and thinking. It is a flexible shape used to create a wide variation of compositions and graphics.

- Cropping
- Weaving
- Split layout
- Subtle split background



Cropping

Cropping is the most common treatment of the Lellograms, combining cut out photography with a colorful background. A portion of the subject of the image typically extends outside no more than two sides of the perimeter of the shape.



Weaving

The weaving effect is created when the stroke weaves from in front and behind one or more objects within an image. It is used to create depth and help frame the main subject. There should be **no more than two points** each where the stroke goes behind and in front of the subject.



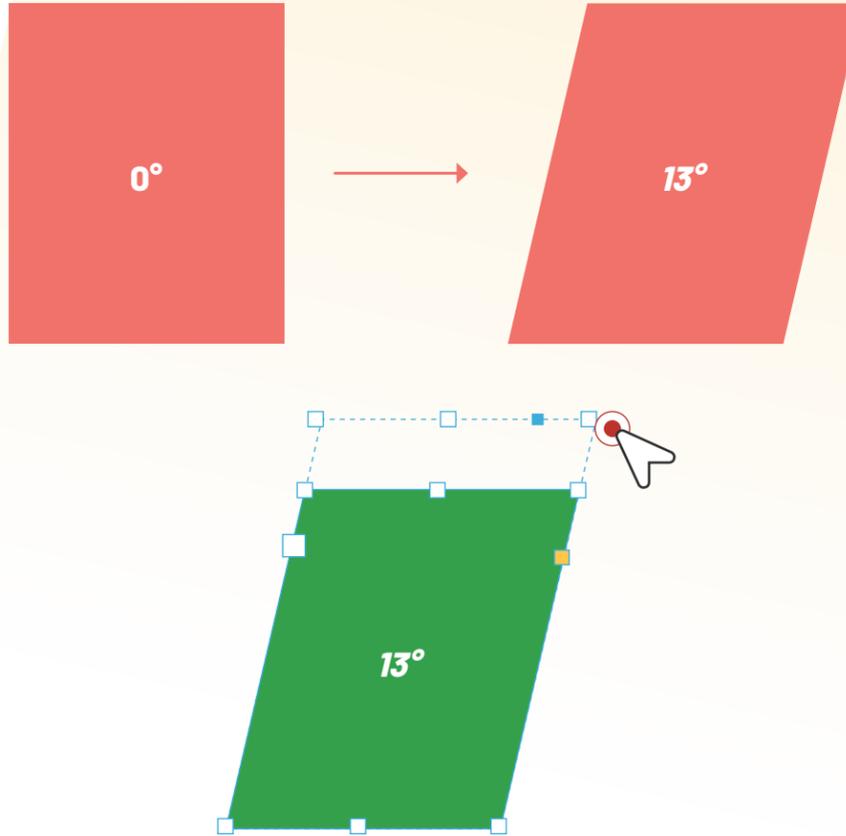
Maintaining the angle

The Lellogram is skewed at **13 degrees**. When creating shapes, always start with a rectangle, square, or other parallelograms. Then using the **Transform** tool, set the skew angle to **13 degrees**.



Maintaining proportions

In order to keep the angle consistent when resizing, hold **SHIFT** while scaling the shape, or select the anchor points at the top or bottom of the shape, and extend the shape along the same line and angle.



Split layout

The default layout for print materials and web graphics is the split layout, where the page splits diagonally at a **13 degree** angle, matching the Lellogram slant.



Subtle split background

The secondary default layout is a simple background that is split by a subtle gradient shape with the same coloration as the background. The lighter color of the top shape fades to transparent and the angle is swapped to create a clear angled divide.



Illustrations

The application of illustrations should be limited to cases where it is beneficial to illustrate an idea, versus showing something exactly 1:1.

The SalesLoft brand uses them in two main ways:

- Conceptual & high-level ideas
- Product



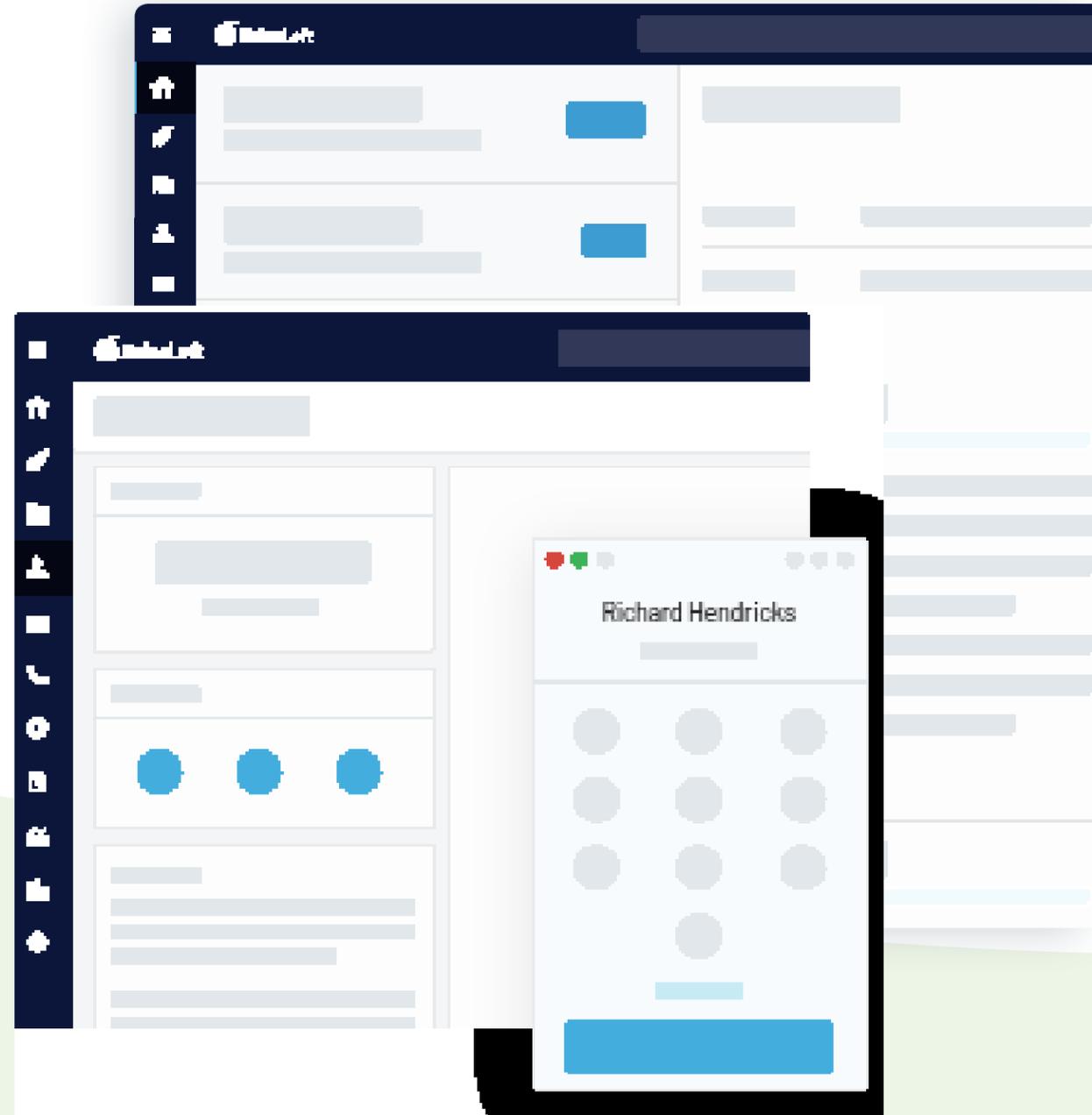
Conceptual example

This is the cover of an eBook. The topic being personalization in a sales email is very conceptual, making it a perfect application of illustration. Not using real humans helps connect the reader with the idea, rather than weighing down the concept with email screenshots.



Product example

This is a representation of a sync integration within our product. The example graphic is not a 1:1 representation of the product, but it illustrates the high-level concept that sync is successful with this integration. It eliminates the clutter of showing each button, copy element, and button that may convolute a complex product otherwise.



Please note that illustrations should be created or sourced exclusively by the Creative team, not outsourced or sourced through stock libraries.

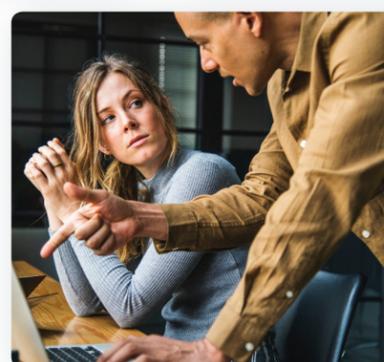




Imagery

Stock photos

The SalesLoft brand is represented through carefully hand-picked, high-quality stock photos. Certain criteria must be met before an image may be used or added to the approved library of images.





Candid

Candid images generally feel more genuine than posed photos and should be the go-to style of imagery.



Professional

All images should maintain an air of professionalism with an environment related to work, business, or sales.



Customer-focused

People working and speaking to prospects reflect SalesLoft's customer-first mentality.



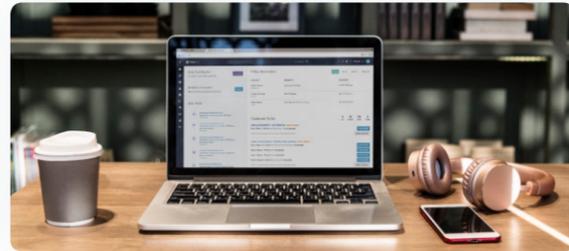
Positive

The energy should always be positive. Images with people smiling and looking content are preferred.



In the moment

Photos with teams that are collaborative and engaged should be targeted and show people caught in the moment.



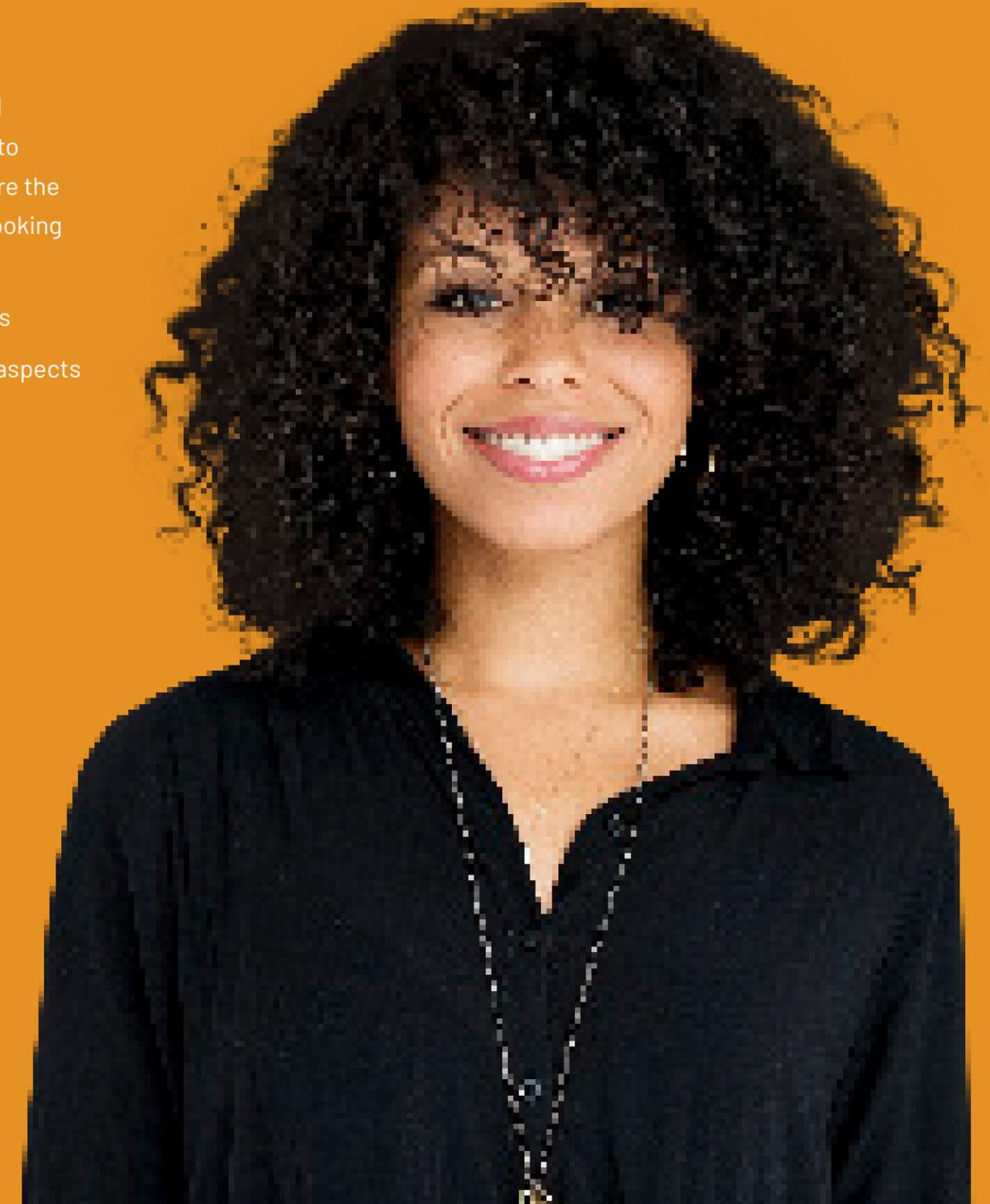
Screenshots

Real life mockups of screenshots help balance the depiction of ideas by showcasing the product.

Portrait-style

For high-impact, one-off, and persona-based content, the following criteria should be met to require the use of portrait-style images, where the subject represents a target segment and is looking head on toward the camera.

- Personifying the customer's direct needs
- Adding a face and human element to all aspects of the sales cycle
- Hyper-focused on results



No Background Images

Cut out images of individuals are the second most common use of imagery next to stock photos.

Color

Color photos are the default style used as a supporting element within the **details** of a single or multi-page composition.



Black & White

Black and white cut out images should support **high-level topics** of a multi-page composition, like this brand guide, or **one-offs** and **social graphics** as determined by the creative team.



Creating depth

Visuals—excluding illustrations—should strive to create depth. Depth is achieved by applying a subtle drop shadow to color block elements and cut out images. They should be **Asphalt** color, no more than **25%** opacity, **0.1241"** distance from the center, and have **0.264"** blur size.

The background is used solely to showcase depth. Multi-color backgrounds should not be used in any brand material.





Tradeshows & events

SPONSORED EVENTS

TOPO Summit

Proprietary events, like **TOPO Summit**, depict the default SalesLoft branding and typically promote the company and its products/services as a whole.

SalesLoft

The #1 Sales Engagement Platform

- Generate Pipeline
- Manage Deals
- Improve Process
- Build Relationships

PROPRIETARY EVENTS

Annual Conference

The annual conference is a sponsored event with its own branding, derived from the SalesLoft identity. It utilizes a specific color palette and treatment (pulled from the SalesLoft palette) and labels event collateral and swag with an official event wordmark.

Wordmark

The wordmark mimics the fluctuation of the logo font weights, bolding the event name and leaving the event year light weight. The default color is [Sky](#) but may be displayed in any official annual event color (as long as the background provides enough contrast).

Rainmaker 2019

Colors

The annual conference colors include: Eggplant, Rosebud, Aqua, Sky, Deep sea, Dandelion, Cheese, White, the Rainmaker Standard Gradient, and the Aqua Standard Gradient.



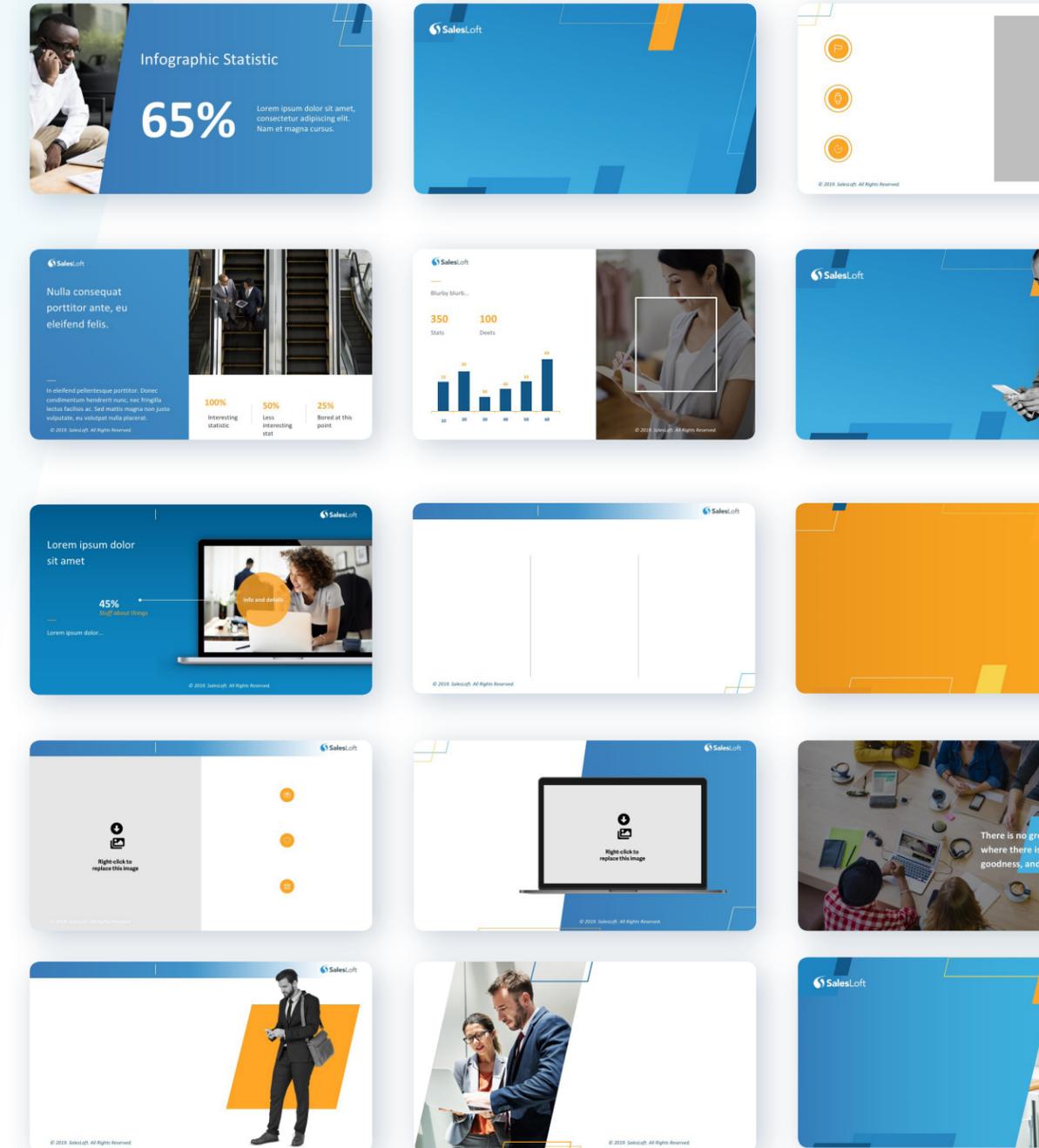


Templates

Presentations

The **Master Deck** is built in Google Slides and contains **over 50** customizable slides to create consistently branded and versatile presentations for company-wide use cases.

[Download the Master Deck template →](#)



Documents

The SalesLoft branded document is a generic Google Doc template with various uses, but is primarily applied to quotes and contracts.

[Download the Google Doc template →](#)



10X GENOMICS
Pro-Serv Users, Pardot Scoring & Lead Process Optimization

10X Genomics
Pro-Serv Users, Pardot Scoring & Lead Process Optimization

Details

Summary

10X Genomics contracts SalesLoft to re-configure their Pardot Scoring model and processes, optimize lead routing for Marketing Qualified leads from Pardot into Salesforce and SalesLoft cadences, and create a process so custom fields from the 'Instrument' object are available in SalesLoft.

Effective Date of SOW Sept 7, 2018

Customer Full Legal Name:

Customer Billing Address

Billing Contact Name

Billing Email:

Billing Phone:

Is a Purchase Order (PO) Required for the Products on this SOW?

10X Genomics
Pro-Serv Users, Pardot Scoring & Lead Process Optimization

Services Summary

Scope of Work

This project will be completed in two phases.

Phase 1 (20 Hours)
Pardot Scoring & SalesLoft Lead Process Optimization

Phase 2 (30 Hours)
Pardot Re-configuration & Optimization (Data Management, Segmentation, & Salesforce Sync)

Total Hours Allocated = 50 Hours

Phase 1

10X Genomics contracts SalesLoft to re-configure their Pardot Scoring model and processes, optimize lead routing for Marketing Qualified leads from Pardot into Salesforce and SalesLoft cadences, and create a process so custom fields from the 'Instrument' object are available in SalesLoft. Additional details included below.

Phase 1 Project Start Date	Friday, September 7th
Proposed Project End Date	Thursday, September 24th
Hours Allocated	20 hours (Used from 9/7/2018 - 9/24/2018)
Process	Audit, Review, Configure, QA Testing, UAT Testing, Completion

SalesLoft





Web & digital

Website

The website is a clean and minimal digital presence, built by customizable blocks and tailored to varied customer and prospect journeys. Though limited individuals have admin control over the Wordpress backend, a handful of registrants may edit or create content based on set parameters.

[Visit the SalesLoft.com website](https://www.salesloft.com) →



Calls to action

The SalesLoft theme comes with pre-built call-to-actions, buttons, and other web elements to help build pages.

Text & pill links

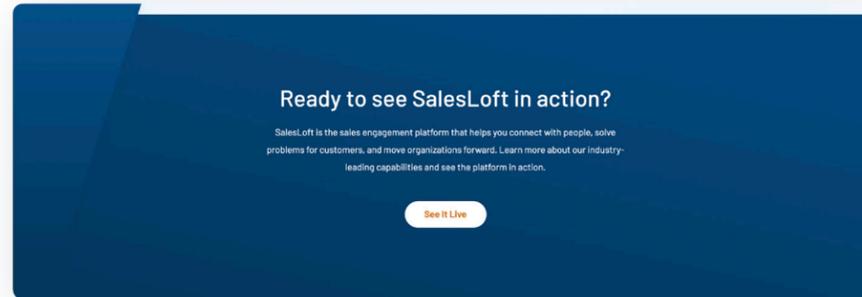
The two types of links include bold, underlined, Title Case text, and a pill-shaped button. Usage of the links provides flexibility for background colors and banners.

Banners

Pre-built banners may be customized via content, background color, and spacing. These elements are styled by default to align with SalesLoft's branding.

Text Link

Pill Link



Imagery

Below are the dimensions of various images used on the website.

Featured blog images ([download template](#))

560 pixels x **412** pixels

In-post graphics

At least **840** pixels wide by no more than **450** pixels tall

eBooks

- [Mockup template for featured image](#)
- [Mockup template for end-of-post call-to-action](#)
- [Mockup template for autoresponder](#)

Headers

Images should be no more than **1** MB, ideally less than **500** KB.

Images work best with a ratio of roughly **3.5:1**.

560 PIXELS X 412 PIXELS

840 PIXELS X 450 PIXELS

3.5 : 1 RATIO

Social media

Social media graphics are built with the template shown below and include the following elements:

- SalesLoft logo
- Main headline & copy
- Brand elements
- Call-to-action
- Imagery

LOGO

Must be present on all graphics unless specified by requestor and approved by creative

CALL-TO-ACTION

Direct action for the user to complete based on messaging



EYEBROW PRE-HEADER

Used as a pre-introduction to the main heading

MAIN HEADING

Title or purpose of the piece with the largest point size

BRAND ELEMENTS

For framing and visual appeal

IMAGERY

Visual to support messaging

Digital assets

Digital assets follow a similar template as social media but may be customized based on one-off needs. These are created only by and at the discretion of the Creative team.

- Eventbrite
- Login graphics
- Celebratory one-offs
- Best Place to Work LinkedIn Header





Summary

Summary

If something is not specified, unclear, or seems contradictory, please consult the Marketing team.

The **risk of taking liberties** when applying the official SalesLoft branding includes but is not limited to:

- Inconsistency
- Appearing amateur and unprofessional
- Delivering the wrong message
- Miscommunication

The **benefit of a polished brand** include but are not limited to:

- Building and instilling trust
- Standing out against the competition
- Delivering a unified message
- Being our best self

**LEARN MORE.
DO MORE.
BECOME MORE.**

Thank you.

