

2021



Design

Brand Guidelines

pricefx

Using the Pricefx Brand

THE DESIGN GUIDELINES

We've created this guide to help you use some of our core brand elements and our identity, which can be described with three F-words: **Fast, Flexible, Friendly.**

These guidelines include our name, logo and other elements, such as color, type and graphics. Sending a consistent and controlled message of who we are is essential when you want to be seen as a strong company, as we do.

These guidelines reflect Pricefx's commitment to quality, consistency and style. The Pricefx brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Pricefx name and marks.



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1.0 About Us

Passion. That's Who We Are. Pricing. That's What We Do.

When the three founders of Pricefx came together to re-imagine pricing software, there were two things they committed to – being a people-centric organization and using passion to create the best pricing software in the world.

The result is a pricing platform born of the synergy of these values. A software that is fast to implement, flexible as you grow and friendly to use, so you can focus on the things you are truly passionate about.

Marcin Cichon
CEO and co-founder, Pricefx

Pricefx Brands

Today, Pricefx has grown into an global company with multiple brands. Our solutions are tailored-made for companies all over the world in various industries. And each solution has its strong logo.

pricefx

Meet all of them in this brand book.


accelerate


advantage

 Plan

 Price

 Profit


plasma

pricefx

PRICEFX



PRICEFX'S SOLUTION: PLAN. PRICE. PROFIT.

The Pricefx Plan package provides you with advanced analytics to consolidate your data and gain customer insights, identify more opportunities, and increase your margins and profits.

The Pricefx Price package provides you with a comprehensive set of price management tools and an AI-powered price optimization solution that enables you to optimize multiple price elements in real-time and reflects on real customer purchasing behavior.

The Pricefx Profit package empowers your sales-force to autonomously and efficiently handle sales inquiries at a granular level while reaching the best deal outputs to let your profit grow.

ADVANTAGE



THE ADVANTAGE PARTNER PROGRAM.

Better serve your customers, differentiate yourself and grow additional revenue streams by leveraging the industry's leading pricing platform. The Advantage Program will give you exclusive access to the tools and the network of like-minded professionals you need to grow your business further.

OUR BRANDS



Accelerate and Plasma are Pricefx's brands. Each one stands for itself and provides indispensable tools. Please be respectful towards them by using proper logo marks.



pricefx 2.0

Logo Guidelines

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THE CORPORATE LOGO SIGNAGE

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Our logo is our asset and the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way. That's why we are protective of it and ask you to follow the rules when you use it.

- 2.1.1. LOGOTYPE
- 2.1.2. CLEAR SPACE
- 2.1.3. APPLICATION ON A BACKGROUND
- 2.1.4. MINIMUM LOGO SIZES
- 2.1.5. INNOCORECT LOGO USAGE

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LOGOS TO
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LOGOTYPE

The Pricefx Logo consists of two elements and it comes in two versions: light and dark.

The Logo Symbol is a powerful image of pricing business associated to the mathematical function. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters. The typeface is Neo Sans and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colors are black and blue. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless. The colors have been selected according to international standards as shown below and are easily implemented.

The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.



Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters.

Logo Symbol

Logo Symbol is a powerful image of pricing business, associated to the mathematical function.

LOGO DARK VERSION



1) The Logo dark version will be used when the background color is light colored.

LOGO LIGHT VERSION



2) The Logo light version will be used when the background color is dark colored.

Recommended formats are:
.pdf | .ai | .png | .tiff

Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.

2.1.2.

CLEAR SPACE

The clear space around the logotype allows it to stand out from surrounding elements. Clear space is proportional to the height of the logotype.

Whenever possible, allow more clear space around the logotype than the minimum specified.



Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

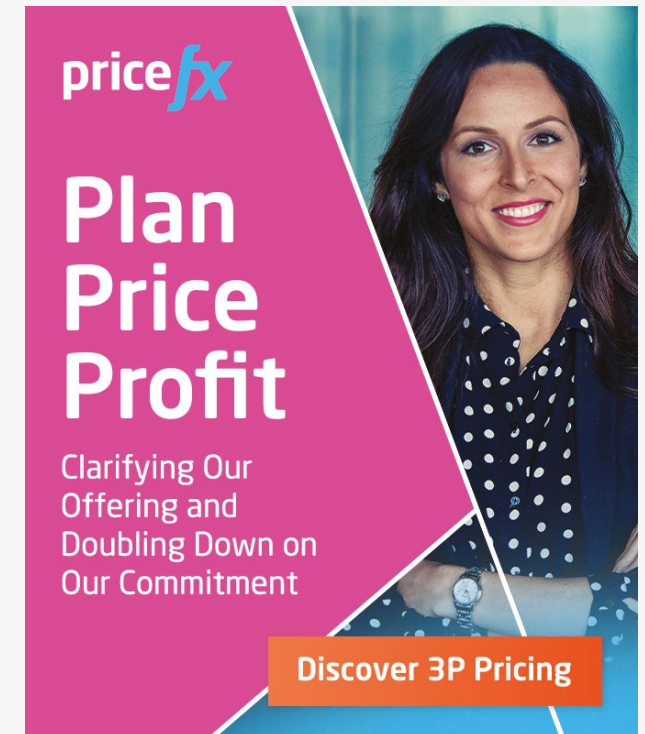
2.1.3.

APPLICATION ON A BACKGROUND



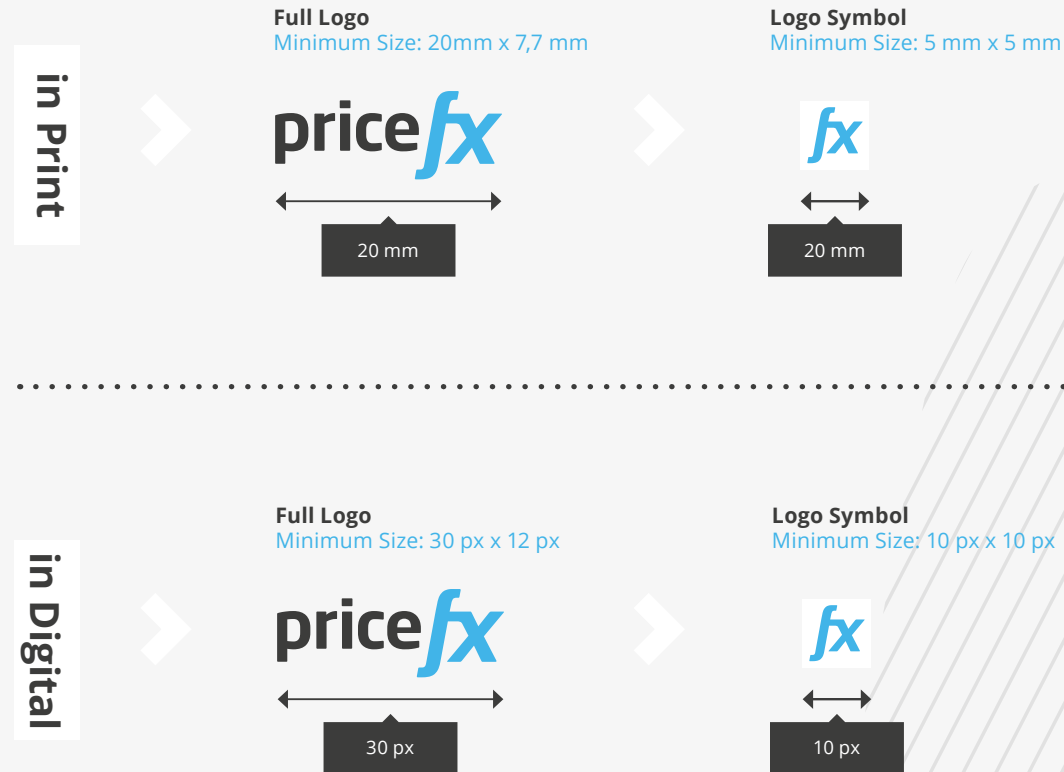
OTHER WAYS TO USE THE LOGO ON BACKGROUNDS

.....



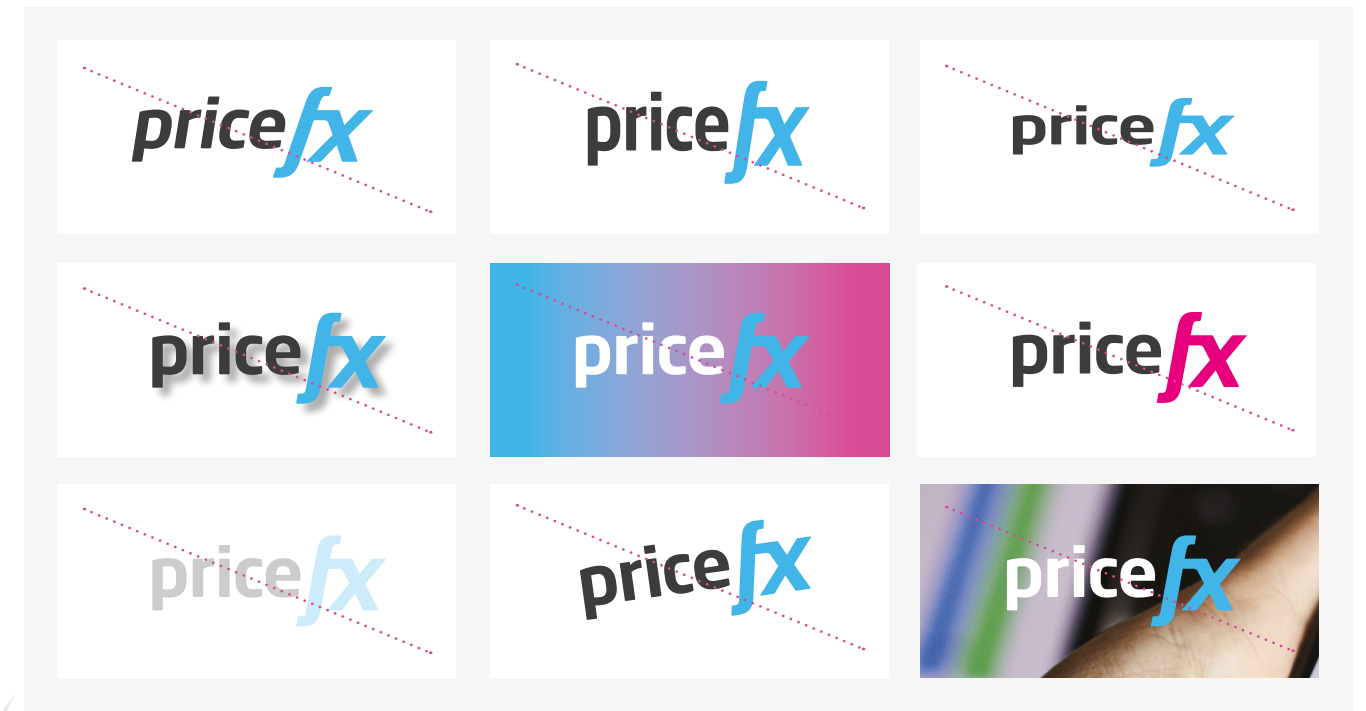
2.1.5.

MINIMUM LOGO SIZES



2.1.6.

INCORRECT LOGO USAGE



Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any

usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided to maintain the integrity of our brand.



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CORPORATE FONTS

Corporate fonts have been chosen for our logo and corporate documents. Fonts should be simple and modern, easy to read and characteristic enough to remember.



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2.2.1. THE CORPORATE FONTS AND TYPOGRAPHY

2.2.2. TYPOGRAPHY AND TEXT HIERARCHY

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The typography for Pricefx accepts two fonts. The primary font is Neo Sans, the secondary font is Open Sans. Both fonts are modern and simple, because in simplicity we trust.

Aa

NEO SANS

PRIMARY FONT
NEO SANS

Medium

Regular

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

OPEN SANS

SECONDARY FONT OPEN SANS



IT

Bold

Regular

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

Aa

NEO SANS

PRIMARY FONT
NEO SANS

Aa

OPEN SANS

SECONDARY FONT
OPEN SANS

2.2.2.

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy.

The most important words are displayed with the biggest impact. With this users can scan text for key information. Typographic hierarchy creates contrast between elements. There is a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Pricefx layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

Pricefx Typo

Open Sans Pro Regular
6 pt Type / 9 pt Leading

Copy Text

Pricefx Typo

Open Sans Pro Regular
8 pt Type / 11 pt Leading

Headlines Copytext

PRICEFX TYPO

Neo Sans Regular - Capital Letters
10 pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines Sections

PRICEFX TYPO

Neo Sans Medium - Capital Letters
16 pt Type / 16 pt Leading

Big Headlines and Title

PRICEFX TYPO

Neo Sans Bold - Capital Letters
26 pt Type / 30 pt Leading

Sequencer and Title for Marketing

THE HEADER

Neo Sans Bold - Capital Letters
48 pt Type / 48 pt Leading



COLOR SYSTEM

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Color plays an important role in the Pricefx's corporate identity program. The colors below are our recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Pricefx brand identity across all relevant media. Check with your designer or printing house when using the corporate colors, so that they will always be consistent.

- 2.3.1. CORPORATE COLOR PALETTE
- 2.3.2. SECONDARY COLOR SYSTEM
- 2.3.3. COMBINE COLORS INTO A GRADIENT
- 2.3.4. APPLICATION ON A GRADIENT



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2.3.1.

CORPORATE COLOR PALETTE

Explanation: The Pricefx company has two official colors: black and blue. These colors have become a recognizable identifier for the company.

Usage: Use them as the dominant color palette for all internal and external visual presentations of the company.

GRAY
COLOR CODES

C=0 M=0 Y=0 K=90
PANTONE P 179-14 C
R=60 G=60 B=60
#3c3c3b

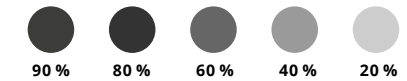
DARK BLUE
COLOR CODES

C=92 M=75 Y=2 K=0
PANTONE 286 U
R=41 G=85 B=163
#2955a3

LIGHT BLUE
COLOR CODES

C=67 M=10 Y=0 K=0
PANTONE 298 C
R=65 G=182 B=230
#41b6e6

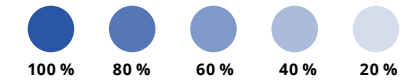
COLOR TONES



THE GRADIENT



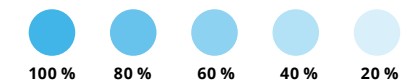
COLOR TONES



THE GRADIENT



COLOR TONES



THE GRADIENT



SECONDARY COLOR PALETTE

Explanation: The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly.

Usage: Use them to accent and support the primary color palette.

fx

GREEN

C=38 M=0 Y=58 K=0
PANTONE P 154-5 U
R=171 G=235 B=141
#a3d28d

fx

ORANGE

C=0 M=78 Y=97 K=0
PANTONE P 37-8 U
R=233 G=83 B=22
#e95316

fx

PINK

C=10 M=82 Y=0 K=0
PANTONE P 76-6 C
R=236 G=102 B=146
#df549d

fx

TURQUOISE

C=67 M=0 Y=20 K=0
PANTONE 319 C
R=42 G=214 B=214
#00c9d4

COLOR TONES

100 %

80 %

60 %

40 %

20 %

THE GRADIENT

COLOR TONES

100 %

80 %

60 %

40 %

20 %

THE GRADIENT

COLOR TONES

100 %

80 %

60 %

40 %

20 %

THE GRADIENT

COLOR TONES

100 %

80 %

60 %

40 %

20 %

THE GRADIENT

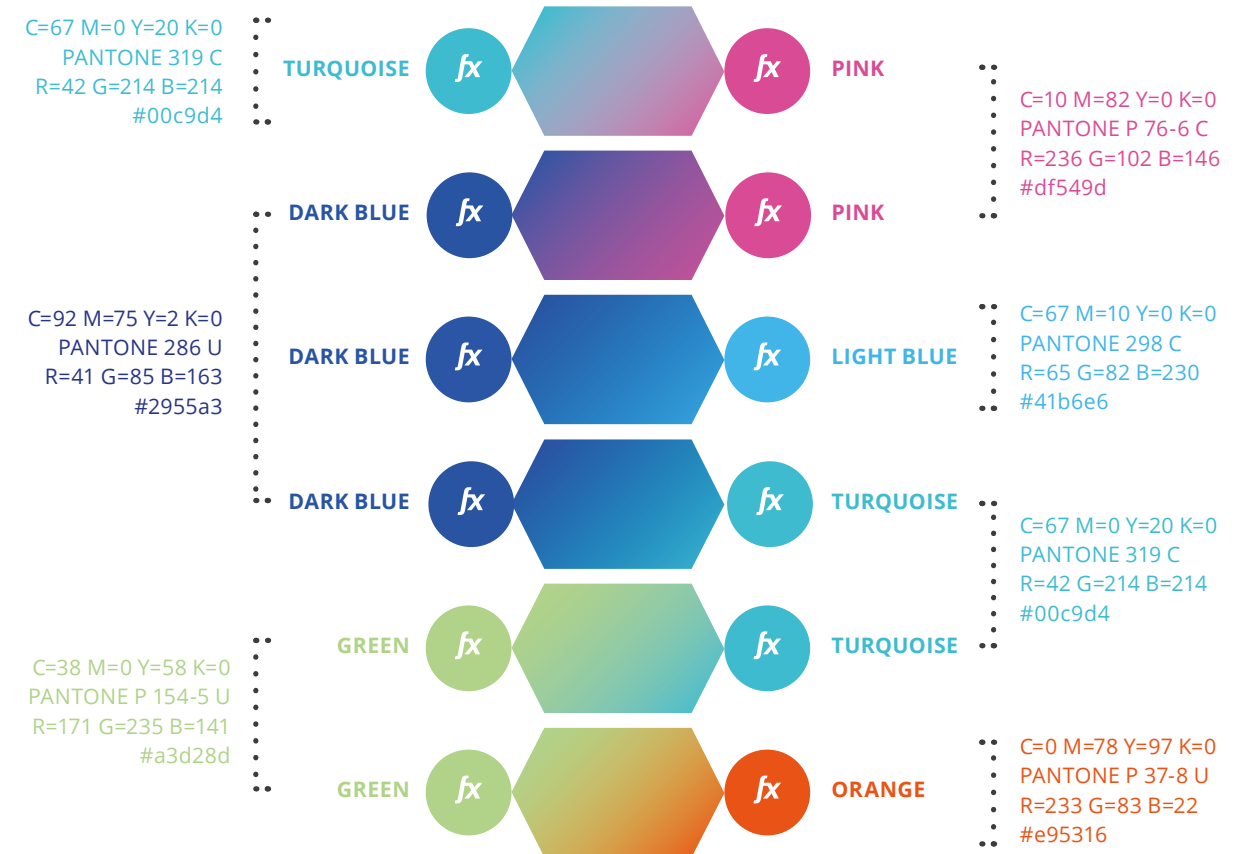




2.3.3.

COMBINE COLORS INTO A GRADIENT

Explanation: You may also combine our corporate color palette into a gradient. Please check the guidelines below.



APPLICATION ON A GRADIENT

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pricefx

CORPORATE STATIONERY

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Stationery is one of the primary means of communication and it should be a consistent reflection of our corporate identity.

There is only one approved design format for all Pricefx corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard business stationery. It includes specifications for typography, color, printing method, paper stock and word processing.

Please note: stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

- 2.4.1. THE LETTERHEAD
- 2.4.2. COMPANY BUSINESS CARDS
- 2.4.3. THE ENVELOPE
- 2.4.4. LOGO PLACEMENT

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A PACK OF
STATIONERY TO
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2.4.1.

THE LETTERHEAD

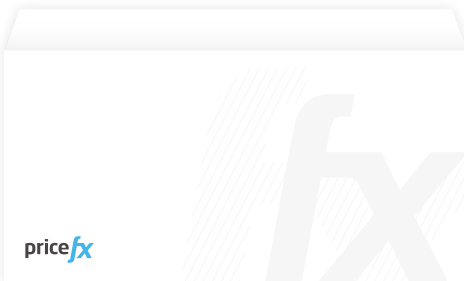
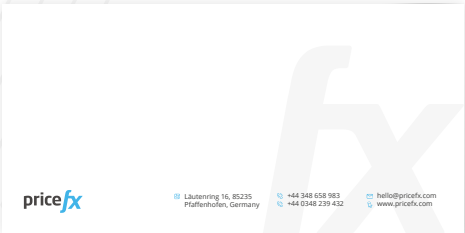
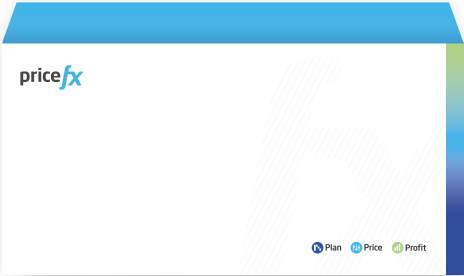
Explanation: This shows the approved layouts with the primary elements of the Pricefx stationery system for the front- and backside of the letterheads.

Usage: The letterhead will be used for all official communication that is going out of Pricefx company.

2.4.2.

THE ENVELOPE

Explanation: This shows the approved layout with the primary elements of the Pricefx stationery system for envelopes.



PARAMETER Dimensions 297 x 210mm DIN A4
Print Offset CMYK
Weight 120g/m Uncoated white

PARAMETER Dimensions 220 x110mm DL
Print Offset CMYK
Weight 120g/m Uncoated white

2.4.3

THE COMPANY BUSINESS CARDS

Explanation: This shows the approved layouts with the primary elements of the Pricefx stationery system for business cards.

Usage: The business cards will be used for all official contact and communication of Pricefx company. Insert the Pricefx letterhead and send your documents throughout the world.



PARAMETER Dimensions 90 x 50mm
Print Offset CMYK
Weight 350g/m Uncoated white

2.4.4

THE FOLDER

Usage: The folder will be used for all official communication that is going out of Pricefx company.



PARAMETER Dimensions 237 x 310mm DIN A4
Print Offset CMYK
Weight 350g/m Uncoated white

2.4.5.

THE PAPER BAGS



PARAMETER **Dimensions** 320 x 250mm
Print Offset CMYK
Weight 350g/m Uncoated white

2.4.6.

THE COMPANY LANYARD & BADGES



PARAMETER **Dimensions** 50 x 90mm
Print Offset CMYK
Weight 500g/m Uncoated white

2.4.7.

COMPANY STICKER

Explanation: Pricefx has a great opportunity to become a Unicorn, one of the \$1 billion valued startup companies. Here is how we see us.



2.4.8.

COMPANY MUG & PEN

Explanation: What would be an office without a company mug? Our looks like this.

Explanation: Giving our pens away is a simplest way to become useful on a daily basis.



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LOGO PLACEMENT

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2.5.1. CORRECT LOGO PLACEMENT

2.5.2. INCORRECT LOGO PLACEMENT

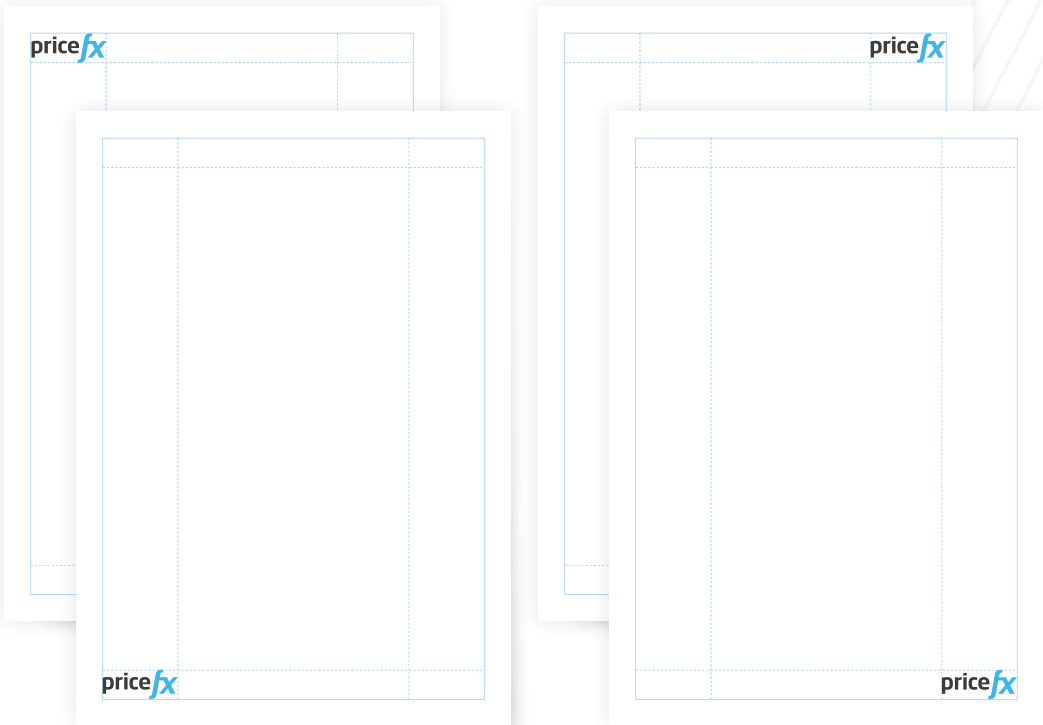
51



2.5.1.

CORRECT LOGO PLACEMENT

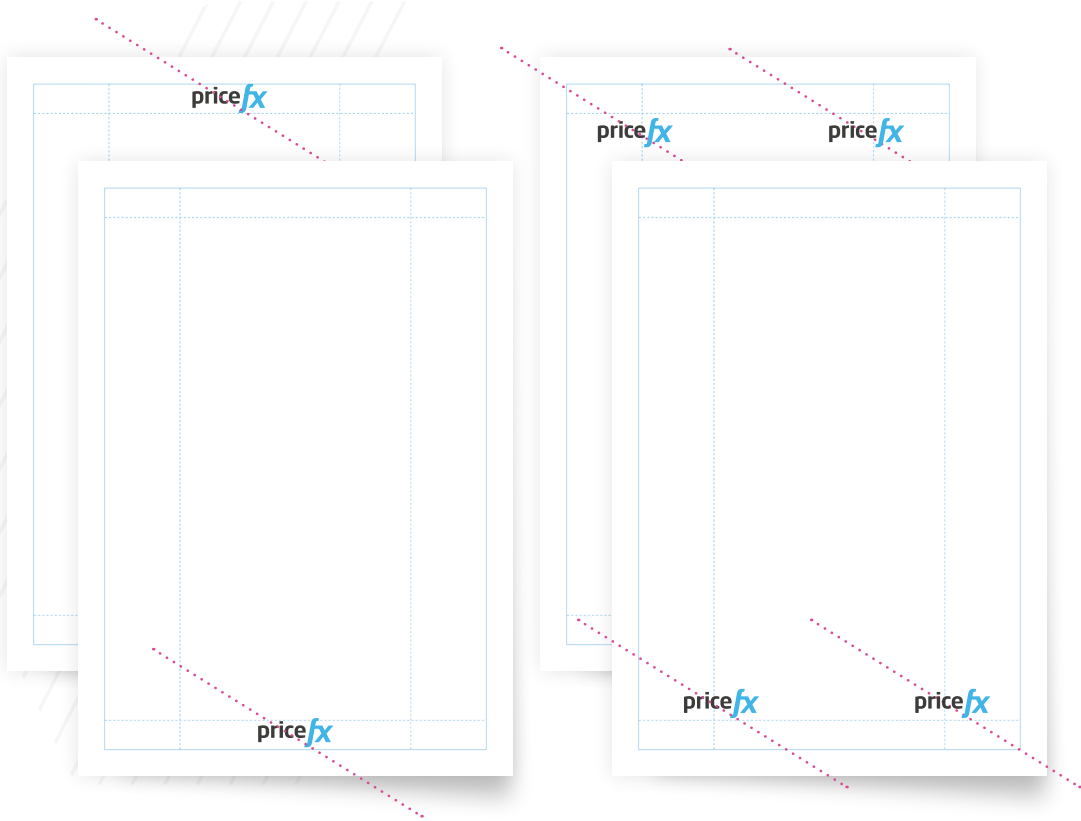
Explanation: To place the Pricefx logo in the correct way please use one of the approved styles that are shown on the left. To place the Pricefx logo in other ways is not allowed.



2.5.2.

INCORRECT LOGO PLACEMENT

Explanation: To place the Pricefx logo in the correct way please use one of the approved styles that are shown on the left. Placing the Pricefx logo in other ways is not allowed.



PARAMETER	Dimensions 297 x 210mm DIN A4
	Print Offset CMYK
	Weight 120g/m Uncoated white

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IMAGES AND BLENDING MODES

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- 2.6.1. CORPORATE IMAGE
- 2.6.2. BLENDING MODES FOR IMAGES
- 2.6.3. BACKGROUND TREATMENTS

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IMAGES,
BLENDING
MODES
TO DOWNLOAD

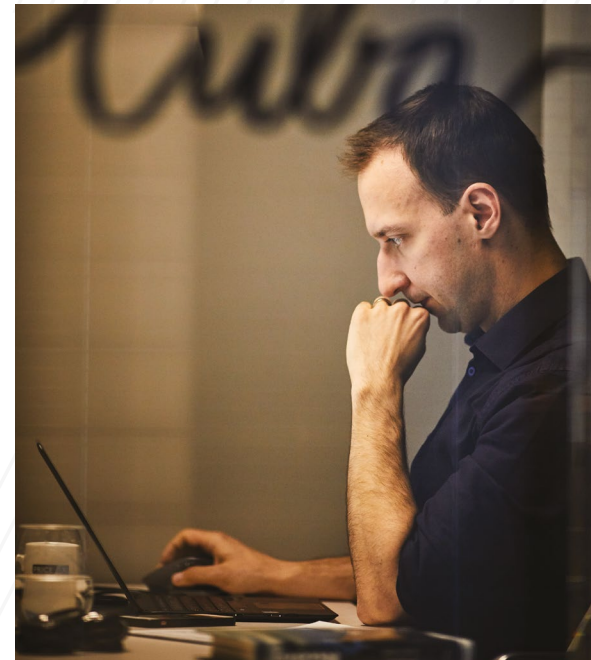
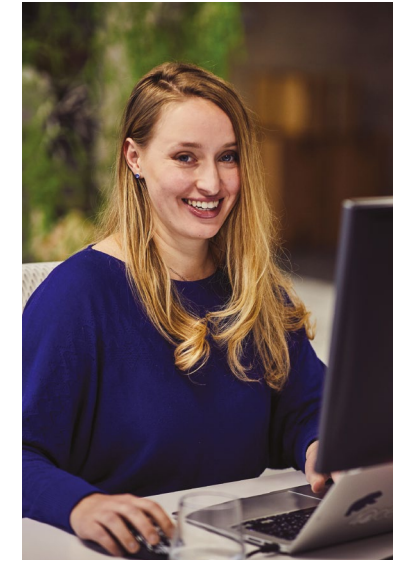


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2.6.1.

CORPORATE IMAGE

Explanation: Corporate Images are responsible for delivering the values of Pricefx to our current and potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage, performance, pronouncements, etc. Pricefx uses various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner.



EXAMPLES FOR PRICEFX CORPORATE IMAGE SYSTEM

Requirements:
 desaturate colours
 high contrast
 sharp images
 minimalistic look
 modern and businesslike

BLENDING MODES FOR IMAGES

Explanation: Image effects and blending modes raise the cohesion and the recognizability of a brand. They can also divide content and other graphical elements that are used in layouts. In the same way they support statement of the used images and raise application possibilities.



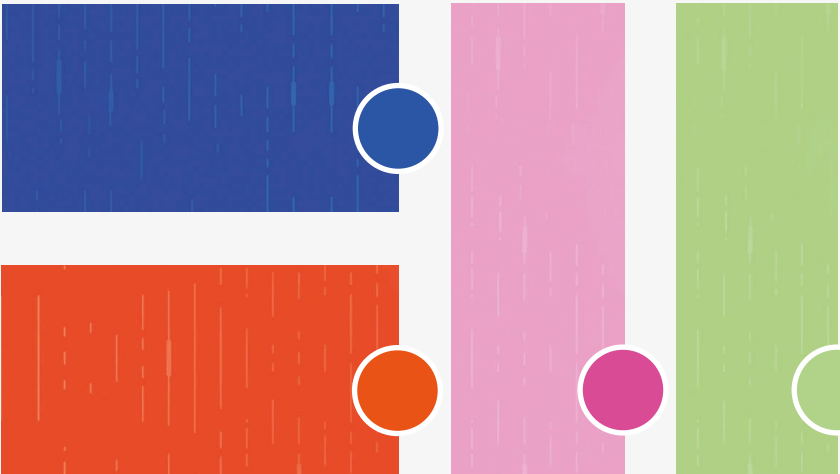
- C=92 M=75 Y=2 K=0
R=41 G=85 B=163
- C=67 M=10 Y=0 K=0
R=65 G=82 B=230
- C=67 M=0 Y=20 K=0
R=42 G=214 B=214
- C=0 M=78 Y=97 K=0
R=233 G=83 B=22
- C=38 M=0 Y=58 K=0
R=171 G=235 B=141
- C=10 M=82 Y=0 K=0
R=236 G=102 B=146
- C=100 M=100 Y=30 K=40
R=40 G=53 B=131



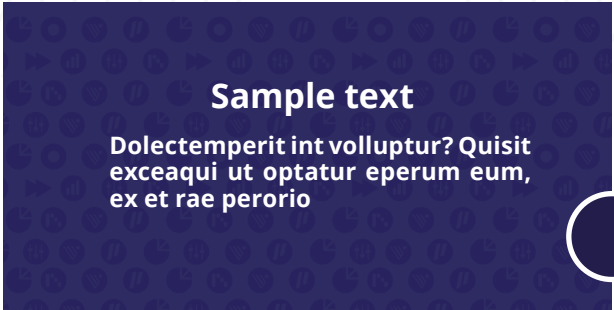
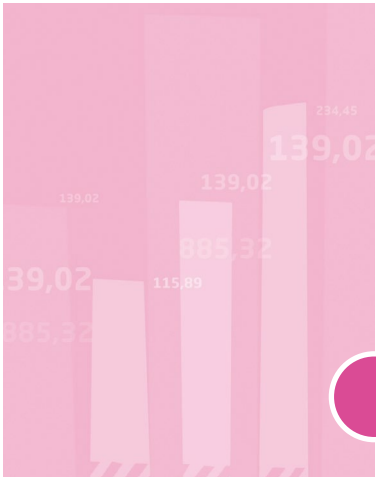
2.6.3.

BACKGROUND TREATMENTS

Explanation: You can also use our trademarks on color backgrounds. Please remember to always proceed with the detailed examples from this section.



- C=92 M=75 Y=2 K=0
R=41 G=85 B=163
- C=67 M=10 Y=0 K=0
R=65 G=82 B=230
- C=67 M=0 Y=20 K=0
R=42 G=214 B=214
- C=0 M=78 Y=97 K=0
R=233 G=83 B=22
- C=38 M=0 Y=58 K=0
R=171 G=235 B=141
- C=10 M=82 Y=0 K=0
R=236 G=102 B=146
- C=100 M=100 Y=30 K=40
R=40 G=53 B=131



pricefx

SOCIAL MEDIA

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- 2.7.1. LINKEDIN
- 2.7.2. FACEBOOK
- 2.7.3. TWITTER
- 2.7.4. YOUTUBE
- 2.7.5. VIMEO

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SOCIAL MEDIA
PACKAGE
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2.7.1.

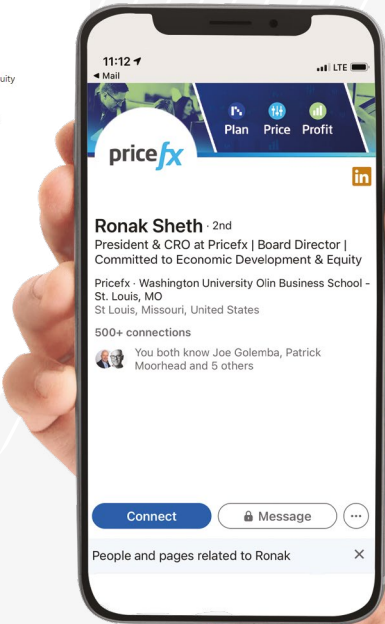
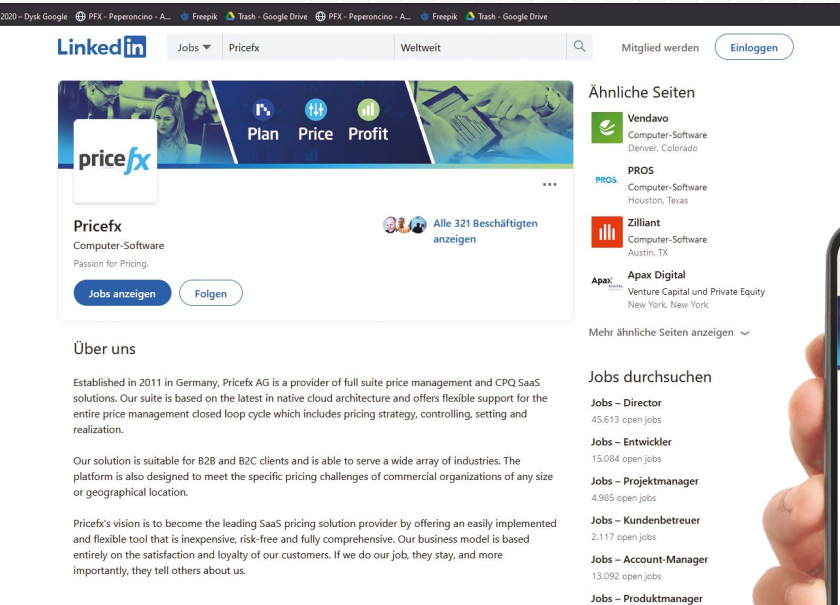
LINKEDIN



THE CORRECT LOGO AND TEXT PLACEMENT

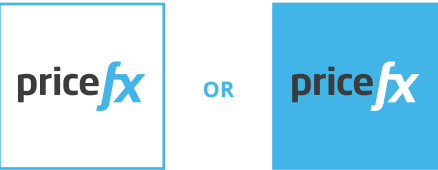
While designing any graphics, it is important to save the space for our logo and text. The key information and Pricefx logo can't be cut or overshadowed by LinkedIn's icons or texts.

PC/MAC



PROFILE PICTURE

Dimensions: 300 x 300 px.



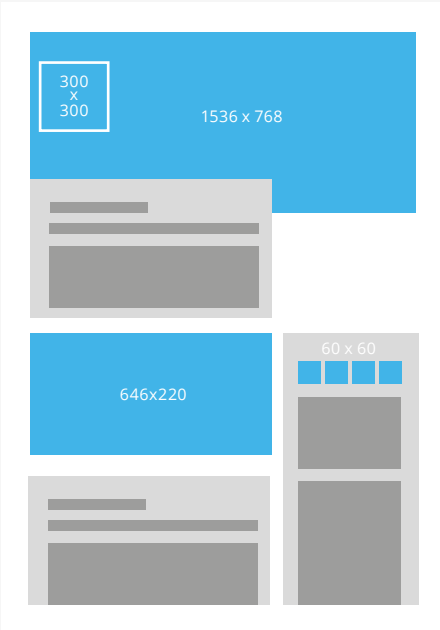
PROFILE COVER PHOTO Dimensions: 1584 wide by 768 high.



LINKEDIN POSTS: Dimensions: 1200 x 627 px, 646 x 220 px.



LinkedIn Dimensions:



Max file size 8MB
File type must be PNG

2.7.2.

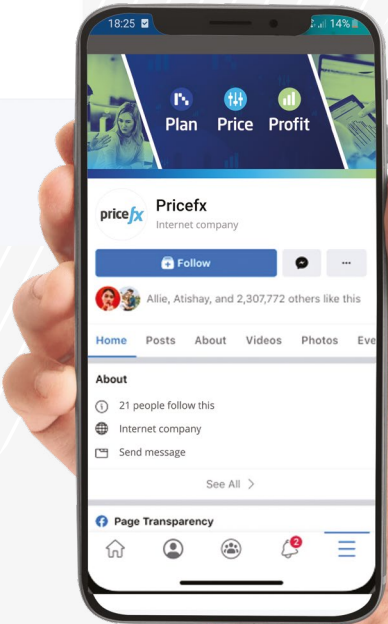
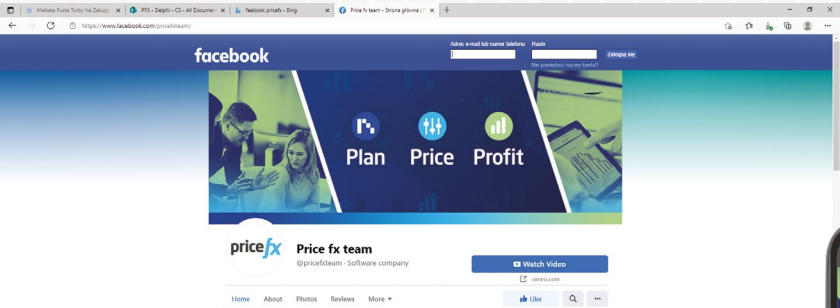
FACEBOOK



THE CORRECT LOGO AND TEXT PLACEMENT

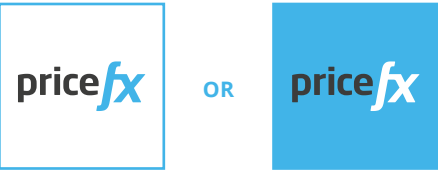
While designing any graphics, it is important to save the space for our logo and text. The key information and Pricefx logo can't be cut or overshadowed by Facebook's icons or texts.

PC/MAC



PROFILE PICTURE

Dimensions: 340x340 px.



PROFILE COVER PHOTO

Dimensions: 820 x 312 px (mobile 640 x 360).

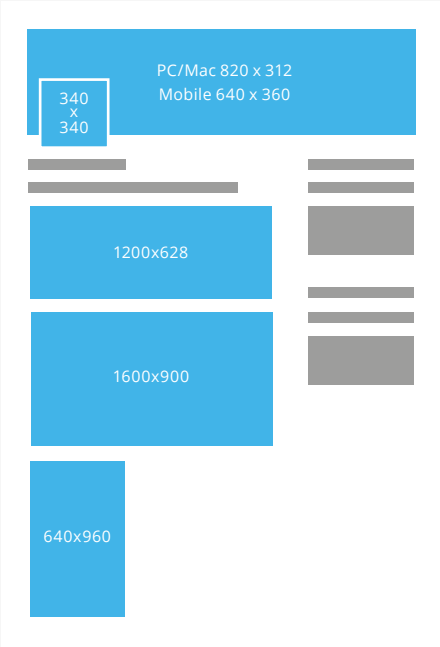


FACEBOOK POSTS: EXAMPLES

Dimensions: vertical - 640x960 px, horizontal - 1200x900 px, 1200x628 px, Facebook Stories - 1080x1920 px.



Facebook Dimensions:



File type must be PNG

2.7.3.

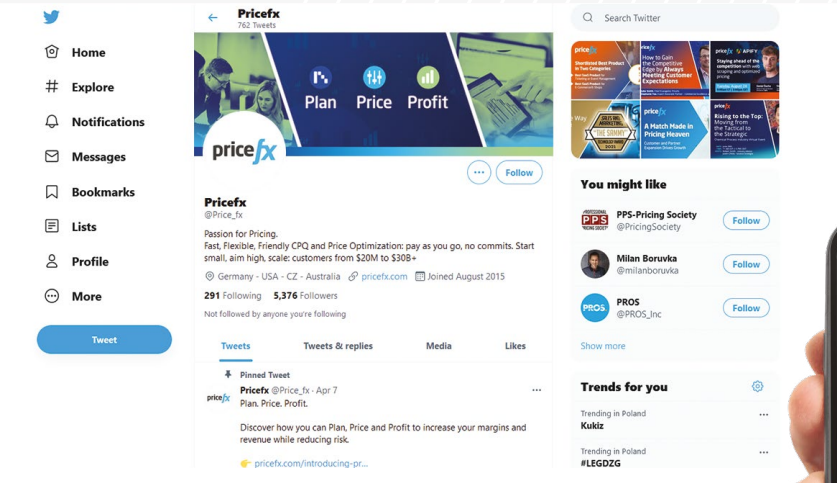
TWITTER



THE CORRECT LOGO AND TEXT PLACEMENT

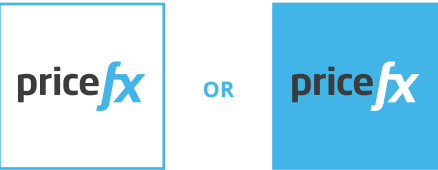
While designing any graphics, it is important to save the space for our logo and text. The key information and Pricefx logo can't be cut or overshadowed by Twitter's icons or texts.

PC/MAC



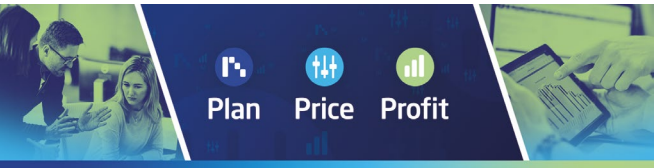
PROFILE PICTURE

Dimensions: 400 x 400 px.



PROFILE COVER PHOTO

Dimensions: 1500 wide by 500 high.

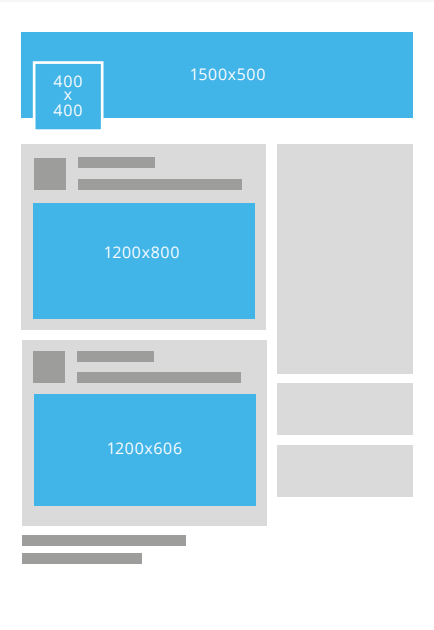


TWITTER POSTS: EXAMPLES

Dimensions: 1200 x 606 px, 1200 x 800 px.



Twitter Dimensions:



Max file size 5MB
File type must be PNG

2.7.4.

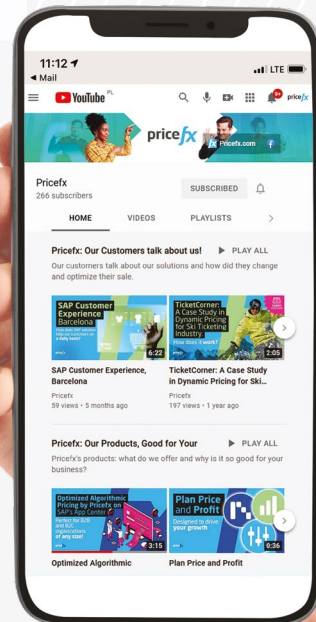
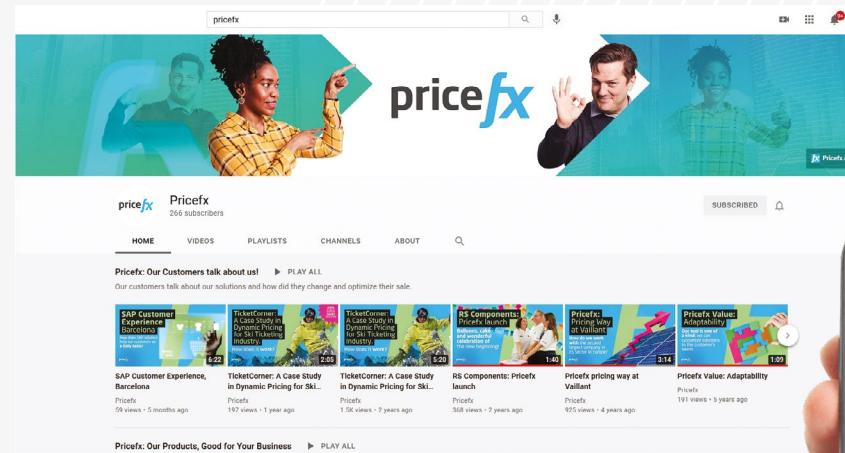
YOUTUBE



THE CORRECT LOGO AND TEXT PLACEMENT

While designing any graphics, it is important to save the space for our logo and text. The key information and Pricefx logo can't be cut or overshadowed by YouTube's icons or texts.

PC/MAC



PLAYLIST THUMBNAILS

Dimensions: 1920 x 1080 px.

Category: Our Customers talk about us!



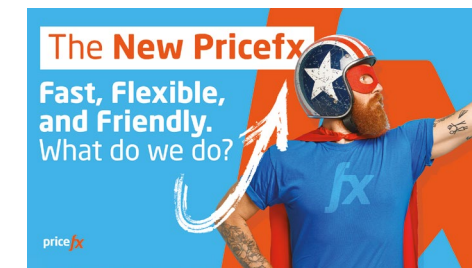
Colours:

Category: Our Products, Good for Your Business



Colours:

Category: About Us, the Pricefx Family



Colours:

Category: Enjoy our Podcasts!



Colours:

Category: Our Spectacular Events



Colours:

Category: Our Pricefx Accelerate Conferences



Colours:

2.7.5.

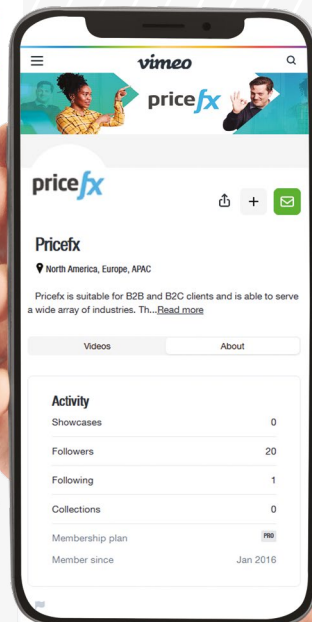
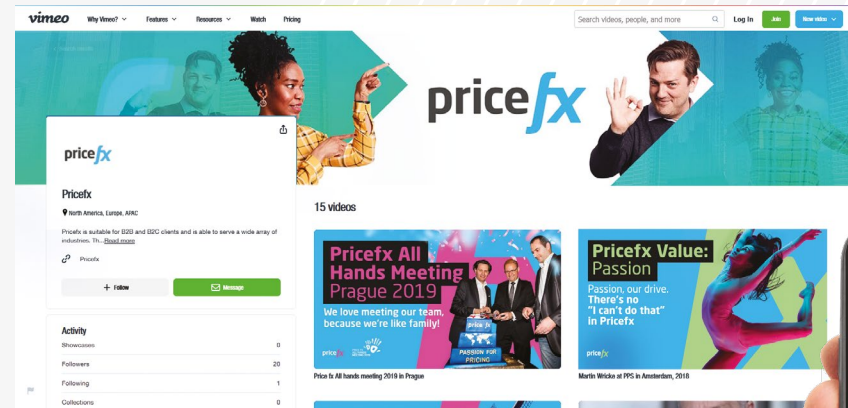
VIMEO



THE CORRECT LOGO AND TEXT PLACEMENT

While designing any graphics, it is important to save the space for our logo and text. The key information and Pricefx logo can't be cut or overshadowed by Vimeo's icons or texts.

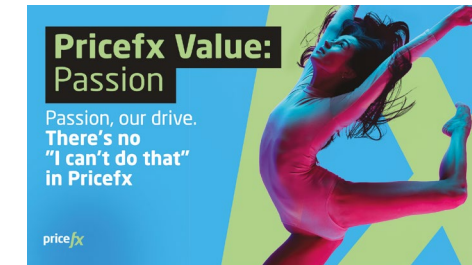
PC/MAC



PLAYLIST THUMBNAILS

Dimensions: 1920 x 1080 px.

Category: Our Customers talk about us!



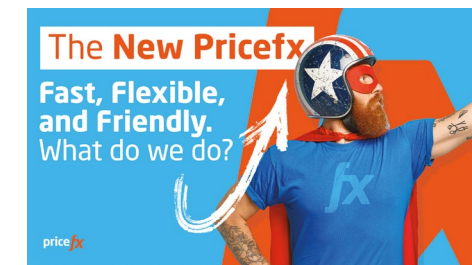
Colours:

Category: Our Products, Good for Your Business



Colours:

Category: About Us, the Pricefx Family



Colours:

Category: Enjoy our Podcasts!



Colours:

Category: Our Spectacular Events



Colours:

Category: Our Pricefx Accelerate Conferences



Colours:

2.8

pricefx

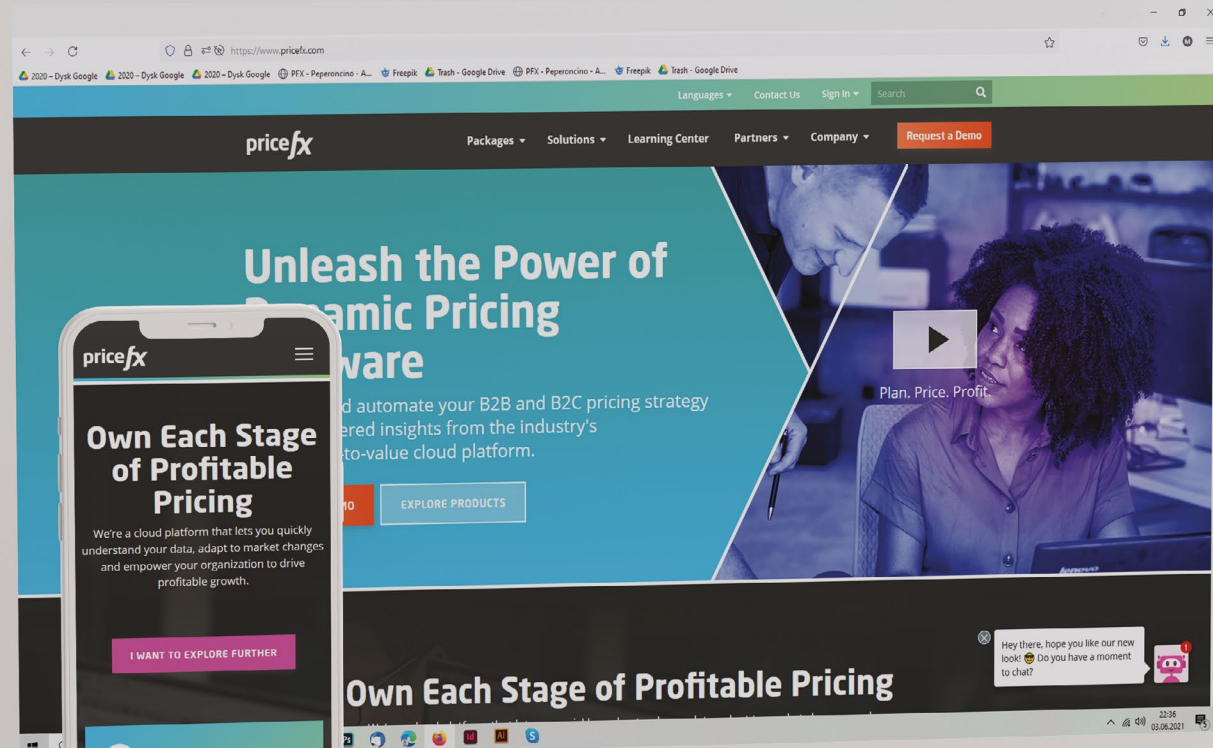
WEB PAGE

74

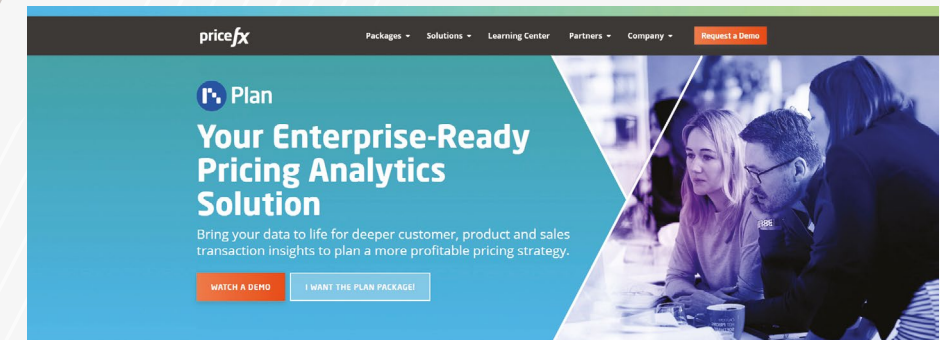
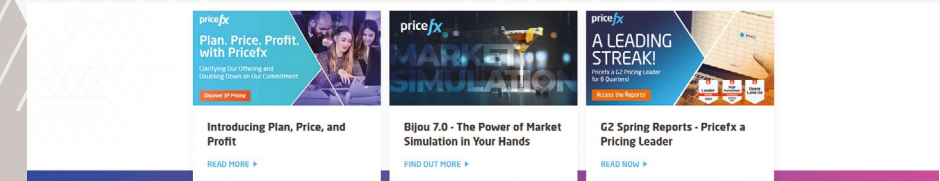
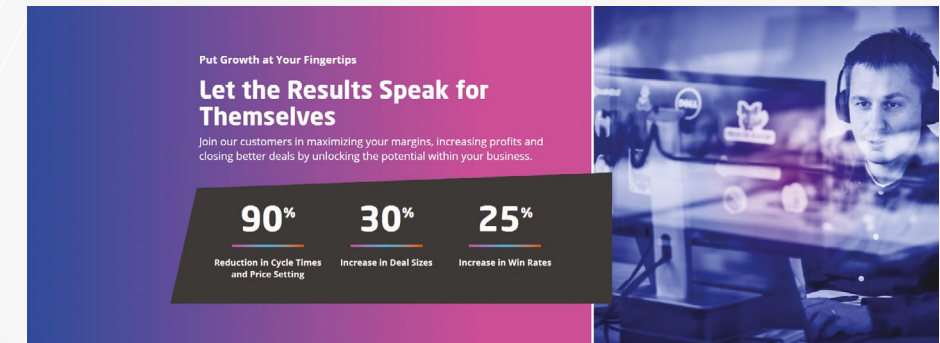


75

WEB PAGE



WEBSITE DESIGN - HOME PAGE LAYOUT



pricefx

CORPORATE ICONOGRAPHY

78

2.9.1. PRICEFX CORPORATE ICONOGRAPHY

2.9.2. EXAMPLES FOR PRICEFX CORPORATE ICONOGRAPHY SYSTEM

pricefx

79



ICONOGRAPHY
TO DOWNLOAD



Scan for download

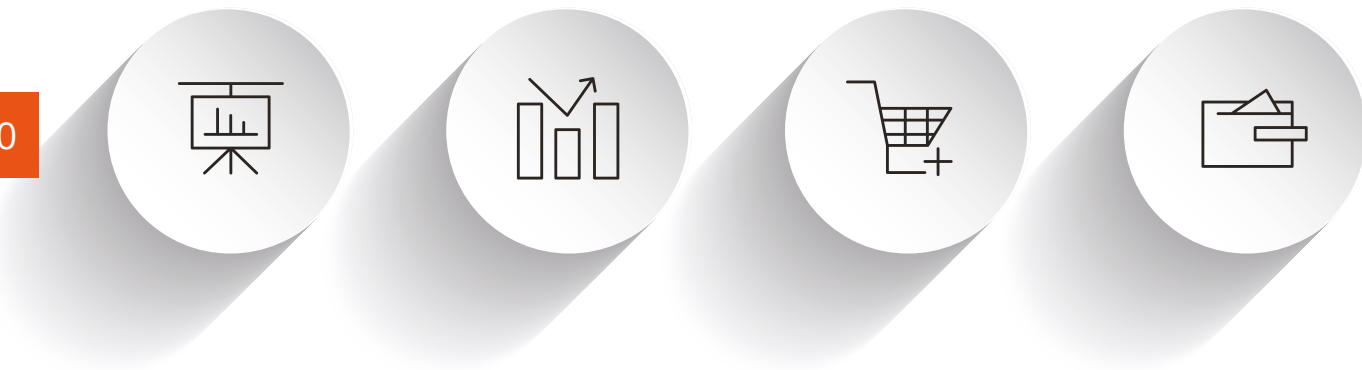


2.9.1.

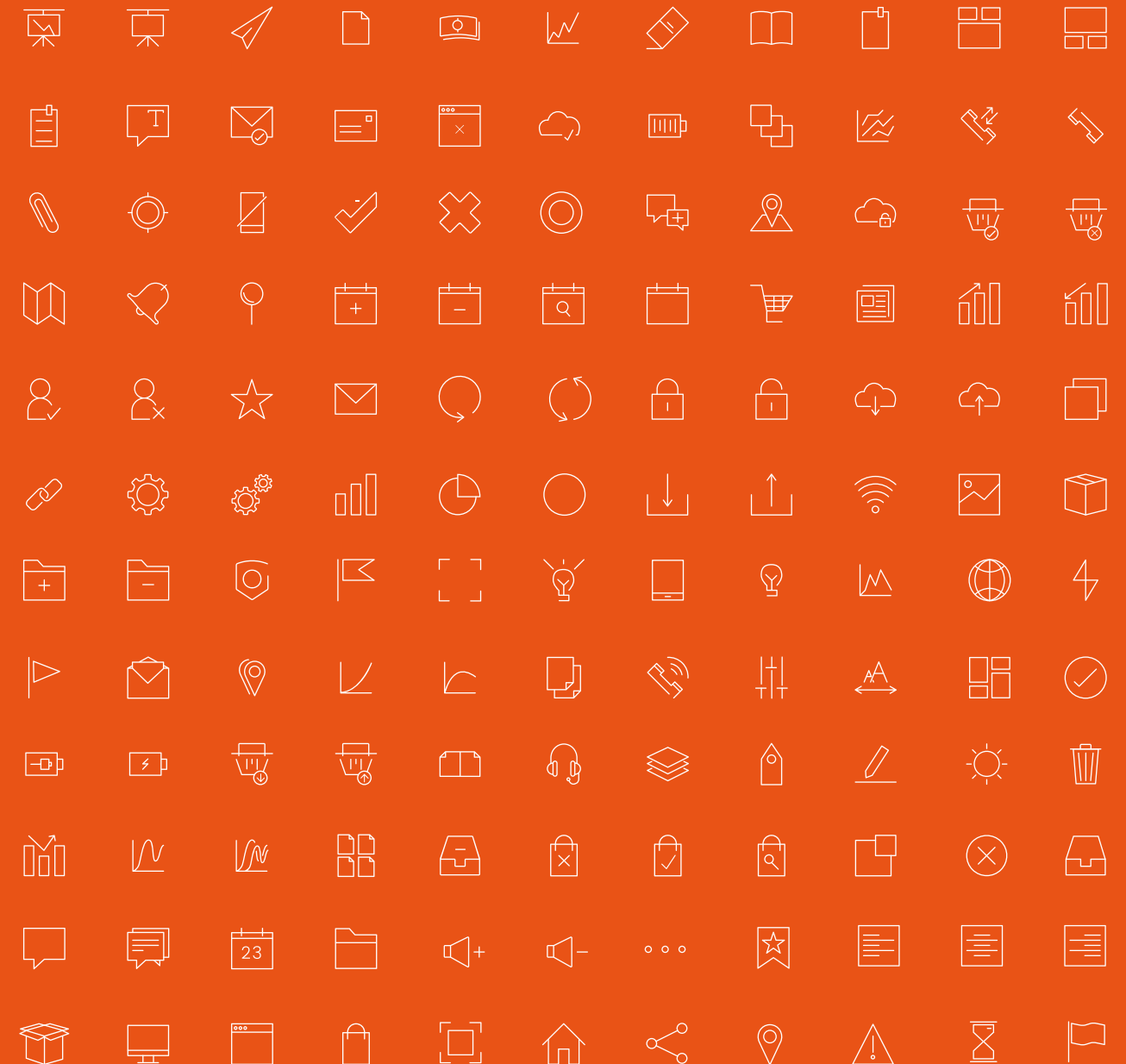
PRICEFX CORPORATE ICONOGRAPHY

Explanation: Pricefx Corporate Brand Guidelines icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in an easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

80

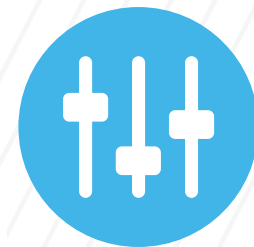


81





Plan



Price



Profit

Logo
Guidelines

.....



 Plan  Price  Profit

THE CORPORATE LOGO SIGNAGE

84

Our logo is our asset and the primary visual element that identifies us. Plan, Price, Profit are our packages prepared to optimize our clients' Pricefx experience. Each of them has its own logo.

3.1.1. THE CORPORATE LOGO

3.1.2. CLEAR SPACE

3.1.3. APPLICATION ON A BACKGROUND

3.1.4. MINIMUM LOGO SIZES

3.1.5. INCORRECT LOGO USAGE

85



PACK OF
LOGOS TO
DOWNLOAD



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THE CORPORATE LOGO

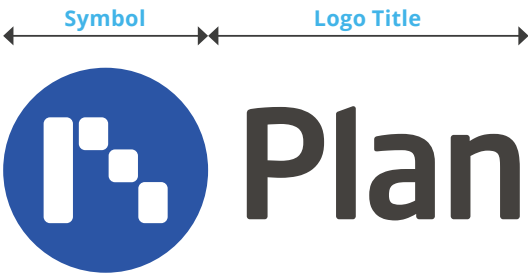
Explanation: The Plan, Price and Profit logos are simple and legible. Each consists of two elements: a graphic symbol and a title. They can be used in two versions: light and dark.

The typeface is Neo Sans and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless. The Colors have been selected according to international standards as shown below and are easily implemented.

The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.



Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters.

Logo Symbol

Logo Symbol is a powerful image leading to a successful outcome.

LOGO DARK VERSION



1

LOGO LIGHT VERSION



2

1) The Logo dark version

will be used when the background color is light colored.

2) The Logo light version

will be used when the background color is dark colored.

.....
Recommended formats are:
.pdf | .ai | .png | .tiff
.....
Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.
.....
Attention: A similar situation applies to logotypes



3.1.2.

CLEAR SPACE

The clear space around the logotype allows it to stand out from surrounding elements. Clear space is proportional to the height of the logotype. Whenever possible, allow more clear space around the logotype than the minimum specified.



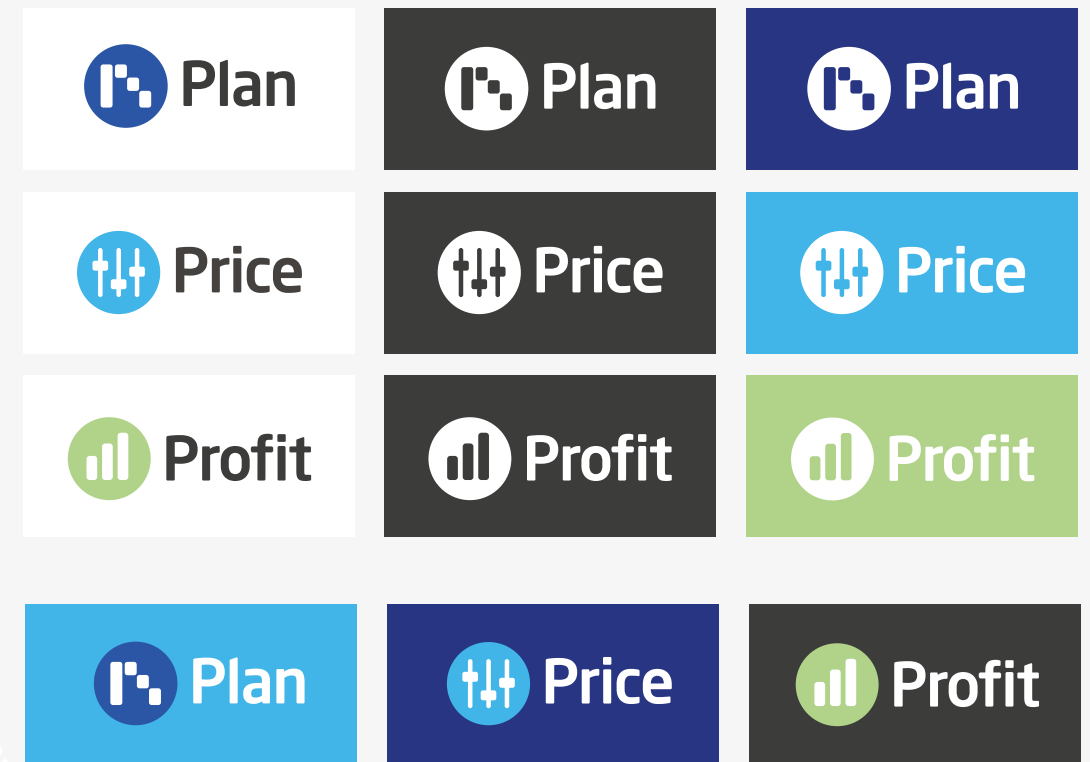
Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Attention: A similar situation applies to logotypes



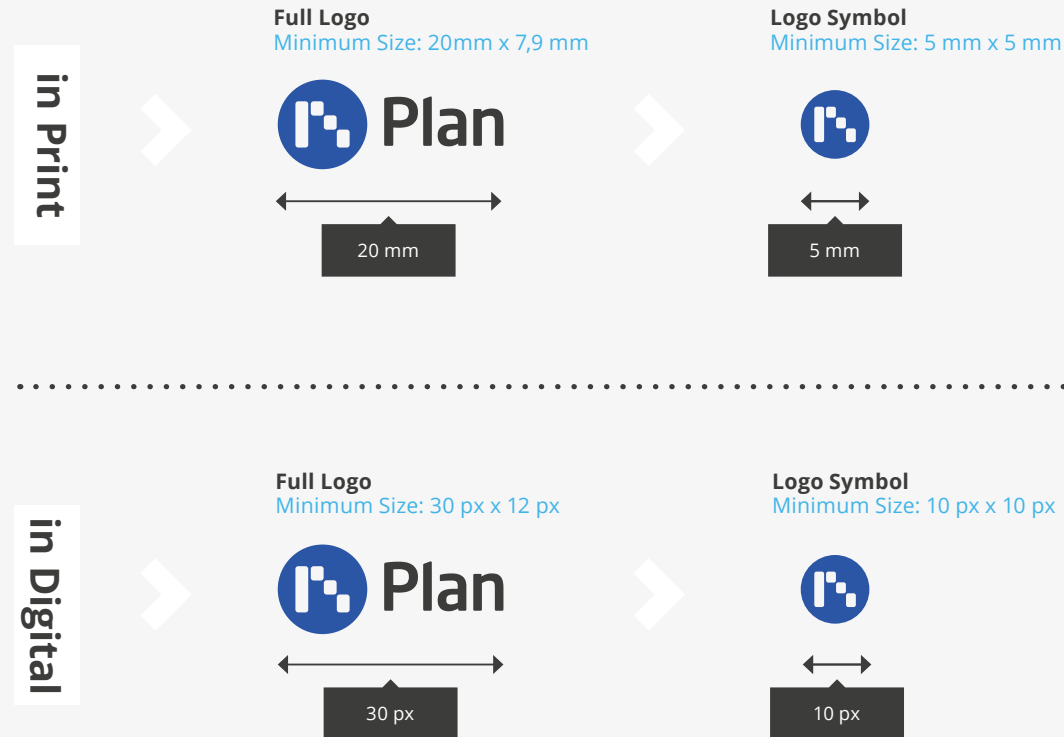
3.1.3.

APPLICATION ON A BACKGROUND



3.1.4.

MINIMUM LOGO SIZES

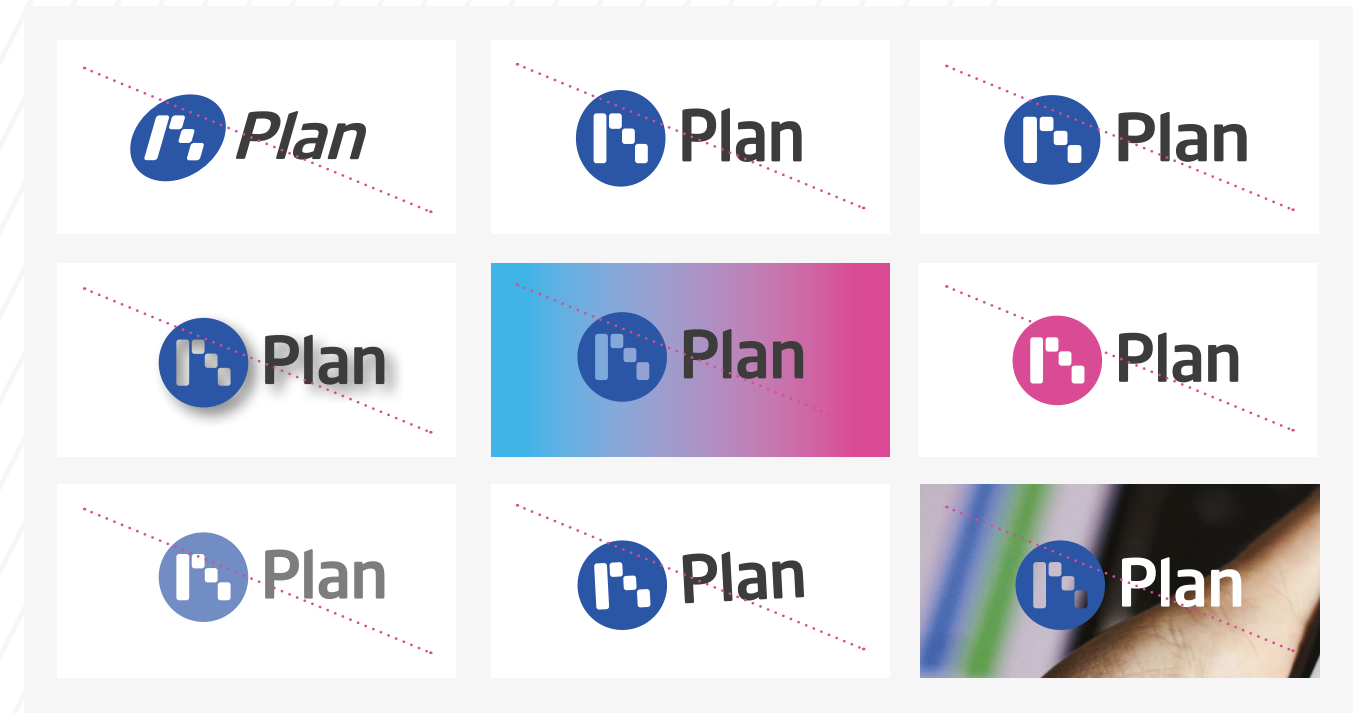


Attention: A similar situation applies to logotypes



3.1.5.

INCORRECT LOGO USAGE



Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided to maintain the integrity of our brand.

Attention: A similar situation applies to logotypes



 Plan  Price  Profit

CORPORATE COLOR PALETTE

Color plays an important role in the Pricefx's corporate identity program. The colors below are our recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Pricefx brand identity across all relevant media. Check with your designer or printer when using the corporate colors, so that they will always be consistent.





3.2.1.

CORPORATE COLOR PALETTE

Explanation: The Plan, Price, Profit packages have four official colors. These colors have become a recognizable identifier for the brands.

Usage: Use them as the dominant color palette for all internal and external visual presentations of the company.





4.0

accelerate

Logo
Guidelines
.....





accelerate

THE CORPORATE LOGO SIGNAGE

98

Our logo is our asset and the primary visual element that identifies us. Accelerate, as Pricefx's Pricing Conference for professionals, has its own brand and logo.

- 4.1.1. LOGOTYPE
- 4.1.2. CLEAR SPACE
- 4.1.3. APPLICATION ON A BACKGROUND
- 4.1.4. MINIMUM LOGO SIZES
- 4.1.5. INCORRECT LOGO USAGE

99



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LOGOS TO
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LOGOTYPE

THE FULL LOGOTYPE

The Accelerate Logo comes in two versions: light and dark. The typeface is Open Sans and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form.

It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The colors have been selected according to international standards as shown below and are easily implemented.

The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.



Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters.

Logo Symbol

Logo Symbol is a powerful image of acceleration in pricing business.

LOGO DARK VERSION



1) The Logo dark version will be used when the background color is light colored.

LOGO LIGHT VERSION



2) The Logo light version will be used when the background color is dark colored.

.....

Recommended formats are:

.pdf | .ai | .png | .tiff

.....

Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.

CLEAR SPACE

The clear space around the logotype allows it to stand out from surrounding elements. Clear space is proportional to the height of the logotype. Whenever possible, allow more clear space around the logotype than the minimum specified.



Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.





4.1.3.

APPLICATION ON A BACKGROUND

 accelerate

 accelerate

 accelerate

 accelerate

 accelerate

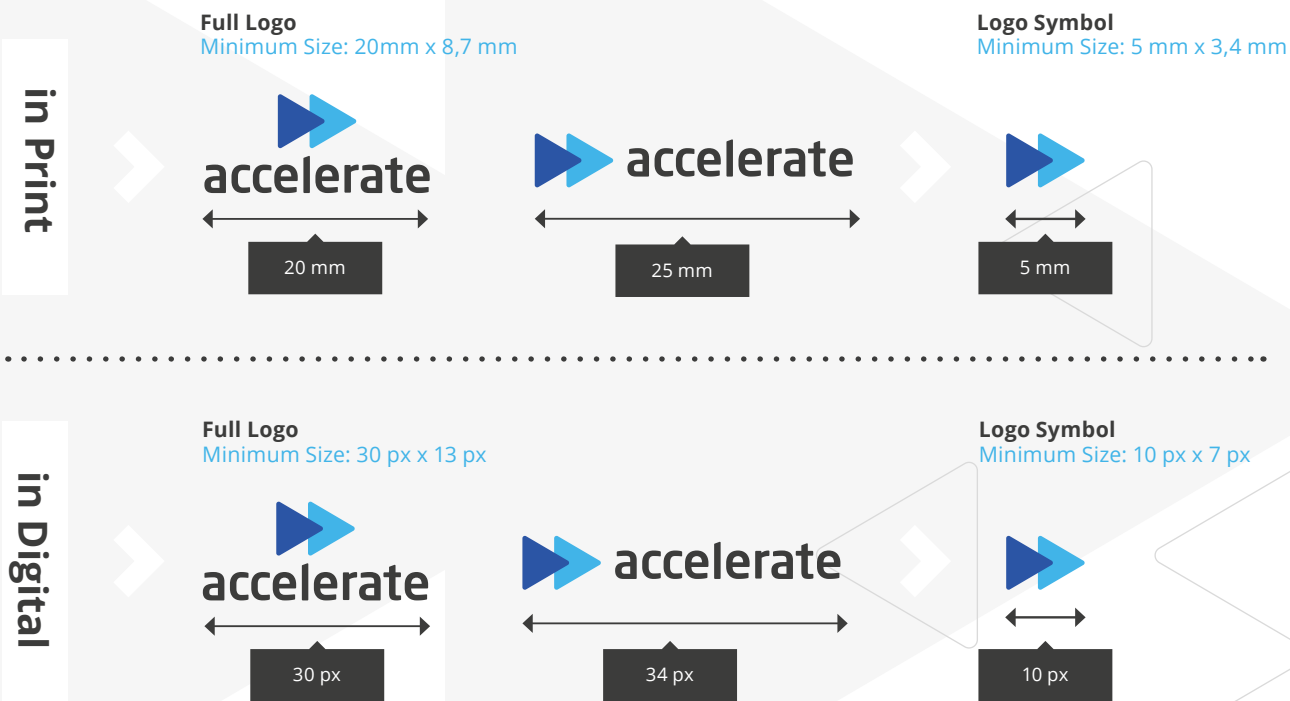
 accelerate

 accelerate

 accelerate

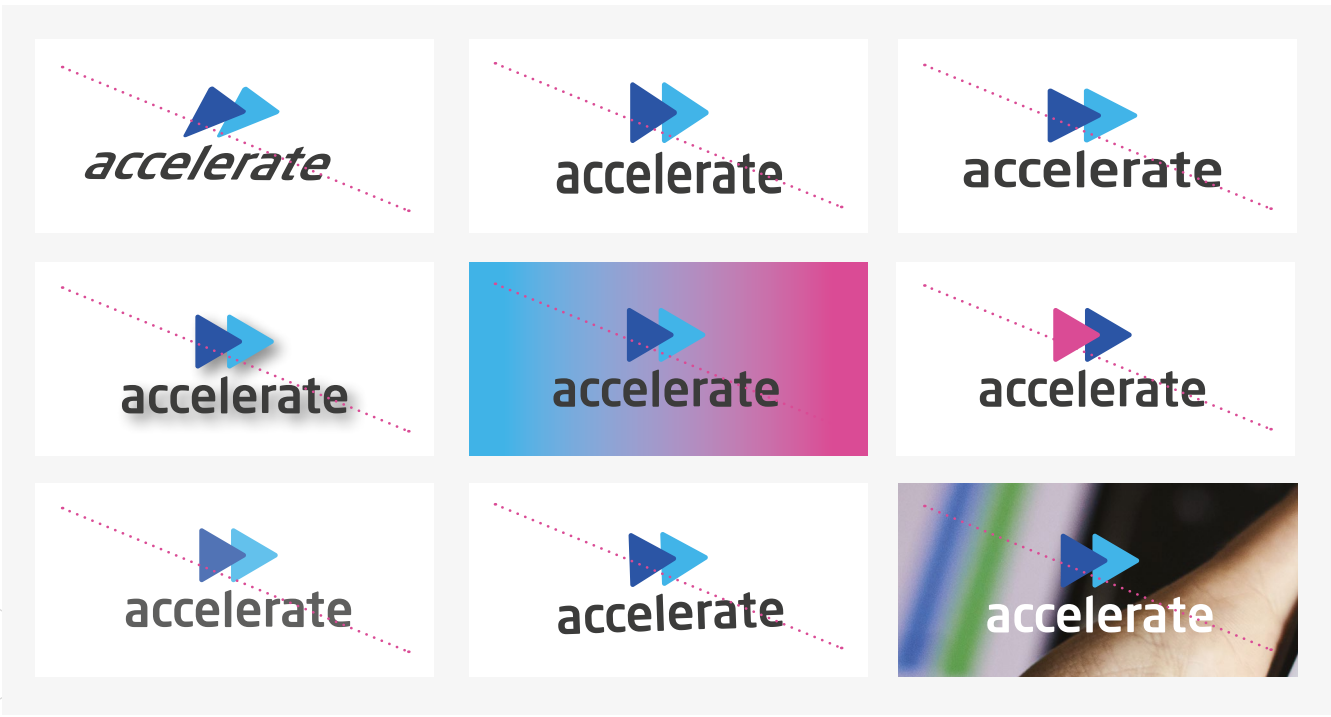
4.1.4.

MINIMUM LOGO SIZES



4.1.5.

INCORRECT LOGO USAGE



Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided to maintain the integrity of our brand.



4.1.6.

CORPORATE COLOR PALETTE

Explanation: The Accelerate events have four official colors. These colors have become a recognizable identifier for the brand.

Usage: Use them as the dominant color palette for all internal and external visual presentations of the company.

GRAY COLOR CODES

a

C=0 M=0 Y=0 K=90
PANTONE BLACK 6 C
R=35 G=31 B=32
#231f20

GRAY GRADIENT

DARK BLUE COLOR CODES

▶

C=91 M=68 Y=0 K=0
PANTONE 286 U
R=41 G=85 B=163
#2955a3

DARK BLUE GRADIENT

LIGHT BLUE COLOR CODES

▶

C=67 M=10 Y=0 K=0
PANTONE 298 C
R=65 G=182 B=230
#41b6e6

LIGHT BLUE GRADIENT

LIGHT GRAY COLOR CODES

▶

C=0 M=0 Y=0 K=50
PANTONE P 178 C
R=157 G=157 B=157
#9d9c9c

LIGHT GRAY GRADIENT



5.0

advantage

Logo Guidelines





THE CORPORATE LOGO SIGNAGE

112

Our logo is our asset and the primary visual element that identifies us. Advantage Partner Program gives exclusive access to the tools and the network of like-minded professionals you need to further grow your business further. It has its own logo.

- 5.1.1. LOGOTYPE
- 5.1.2. CLEAR SPACE
- 5.1.3. APPLICATION ON A BACKGROUND
- 5.1.4. MINIMUM LOGO SIZES
- 5.1.5. INCORRECT LOGO USAGE
- 5.1.6. CORPORATE COLOR PALETTE
- 5.1.7. AFFILIATE PROGRAMS' LOGOS



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LOGOTYPE

THE FULL LOGOTYPE

The Advantage Logo comprises two elements and it comes in two versions: light and dark.

The Logo was designed to match the Advantage Pricefx identity. The typeface is NeoSans and has also been chosen to compliment and balance perfectly with the logo symbol as well as with the company communication.

The corporate logo is presented through the use of color as well as shape and form.

It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The Colors have been selected according to international standards as shown below and are easily implemented.

The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.



Symbol

Logo Title

Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters.

Logo Symbol

Logo Symbol is a powerful image of constant business improvement.

LOGO DARK VERSION



1

1) The Logo dark version will be used when the background color is light colored.

LOGO LIGHT VERSION



2

2) The Logo light version will be used when the background color is dark colored.

Recommended formats are:
.pdf | .ai | .png | .tiff

Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.

5.1.2.

CLEAR SPACE

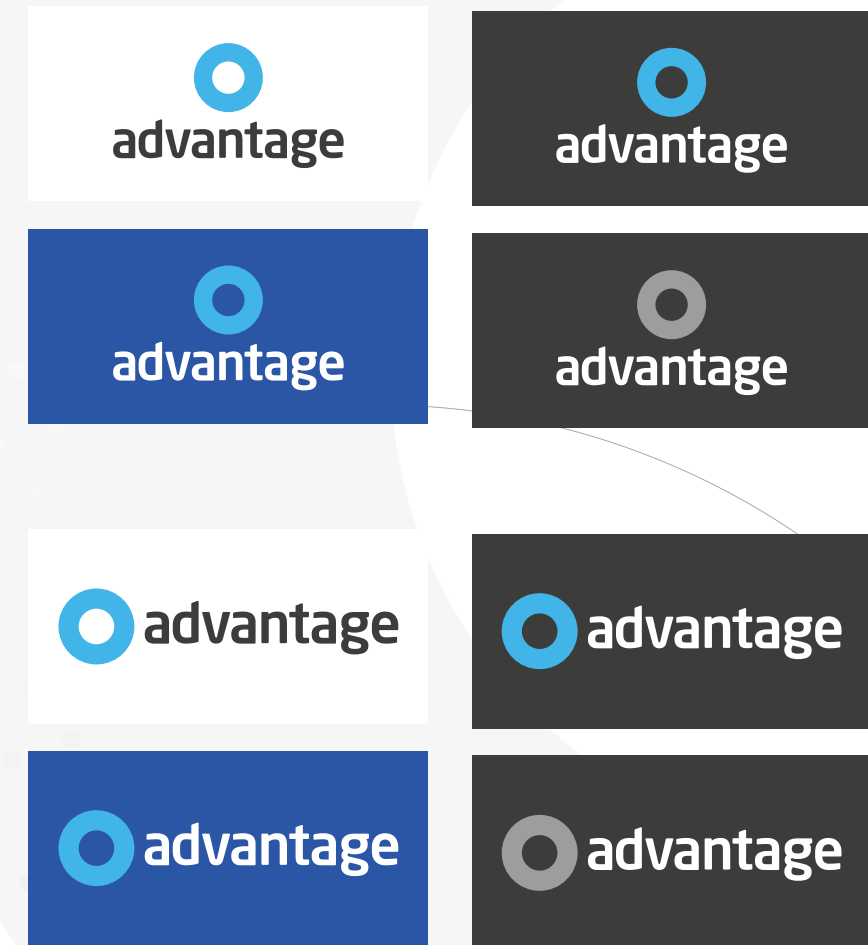
The clear space around the logotype allows it to stand out from surrounding elements. Clear space is proportional to the height of the logotype. Whenever possible, allow more clear space around the logotype than the minimum specified.



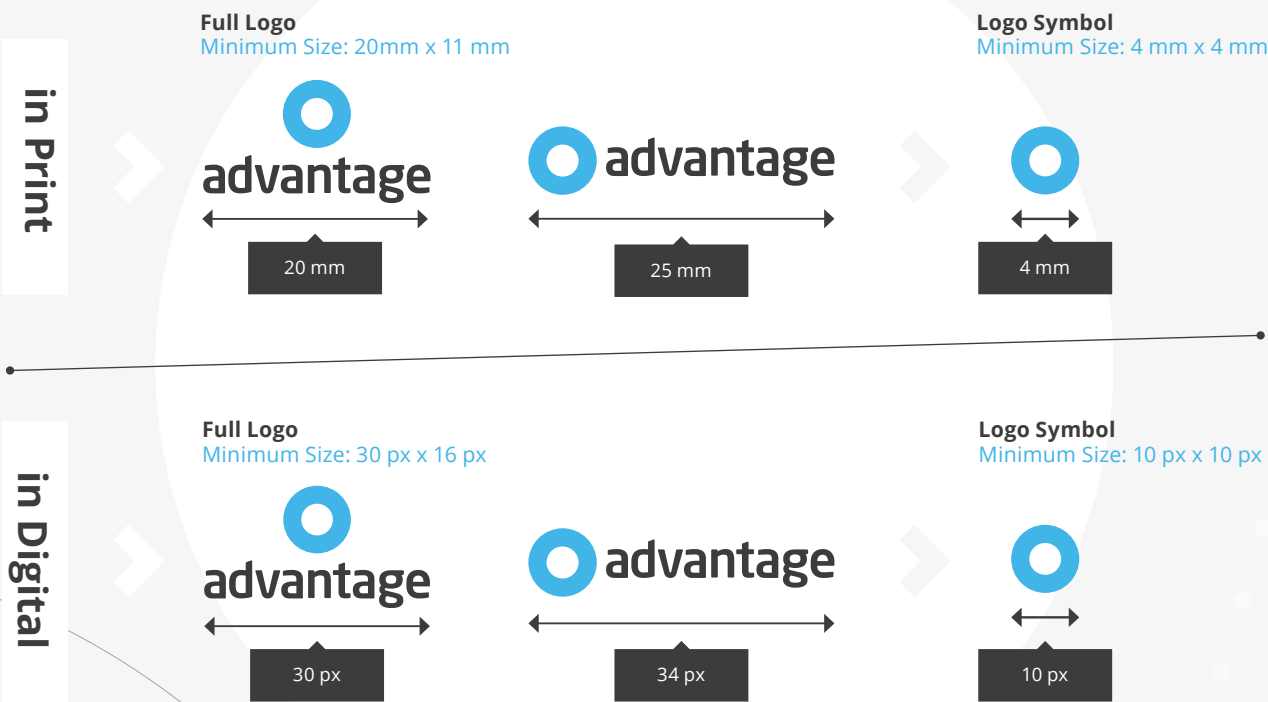
Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

5.1.3.

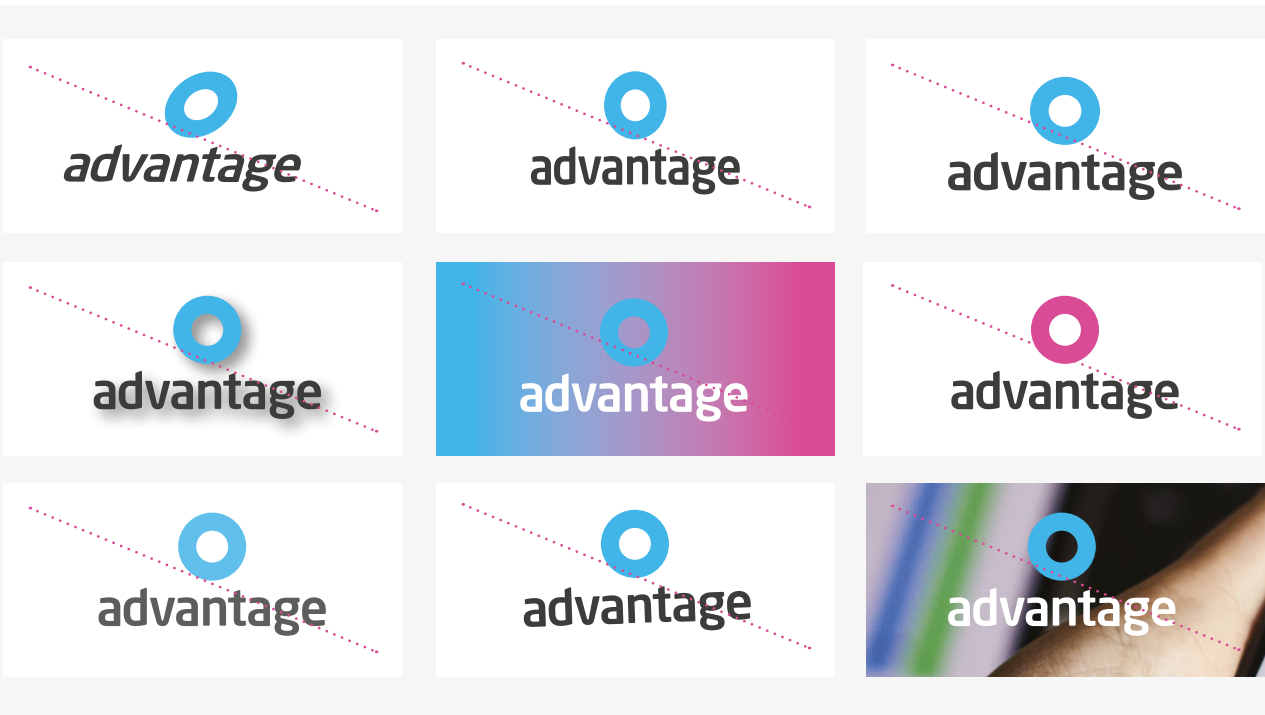
APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES



INCORRECT LOGO USAGE



Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided to maintain the integrity of our brand.

5.1.6.

CORPORATE COLOR PALETTE

Explanation: The Advantage program has two official colors. These colors have become a recognizable identifier for the brand.

Usage: Use them as the dominant color palette for all internal and external visual presentations of the company.

GRAY GRADIENT

GRAY
COLOR CODES

C=0 M=0 Y=0 K=90
PANTONE P 179-14 C
R=60 G=60 B=60
#3c3c3b

a

MONOCHROME VERSION



LIGHT GRAY

C=0 M=0 Y=0 K=50
PANTONE P 178 C
R=157 G=157 B=157
#9d9c9c

LIGHT BLUE GRADIENT

LIGHT BLUE
COLOR CODES

C=67 M=10 Y=0 K=0
PANTONE 298 C
R=65 G=182 B=230
#41b6e6

AFFILIATE PROGRAMS' LOGOS



LOGOTYPE

The Advantage Logo is used in our affiliate programs in various options, described below in detail.

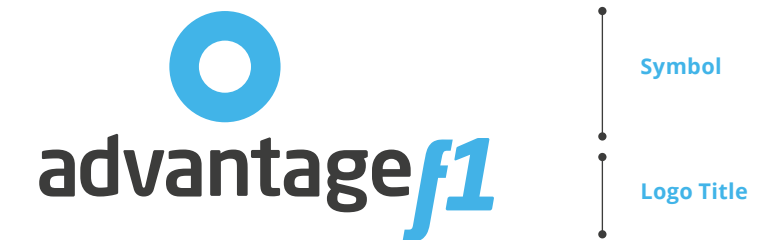
The Logo was designed to match the Advantage Pricefx identity. The typeface is NeoSans and has also been chosen to compliment and balance perfectly with the logo symbol as well as with the company communication.

The corporate logo is presented through the use of color as well as shape and form.



The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.



Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters.

Logo Symbol

Logo Symbol is a powerful image of constant business improvement.

LOGO DARK VERSION



1) The Logo dark version will be used when the background color is light colored.

LOGO LIGHT VERSION

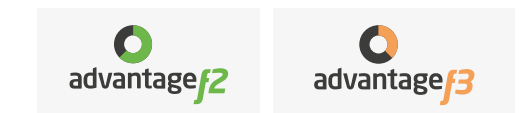


2) The Logo light version will be used when the background color is dark colored.

Recommended formats are:
.pdf | .ai | .png | .tiff

Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.

Attention: A similar situation applies to logotypes



5.1.8.

CLEAR SPACE

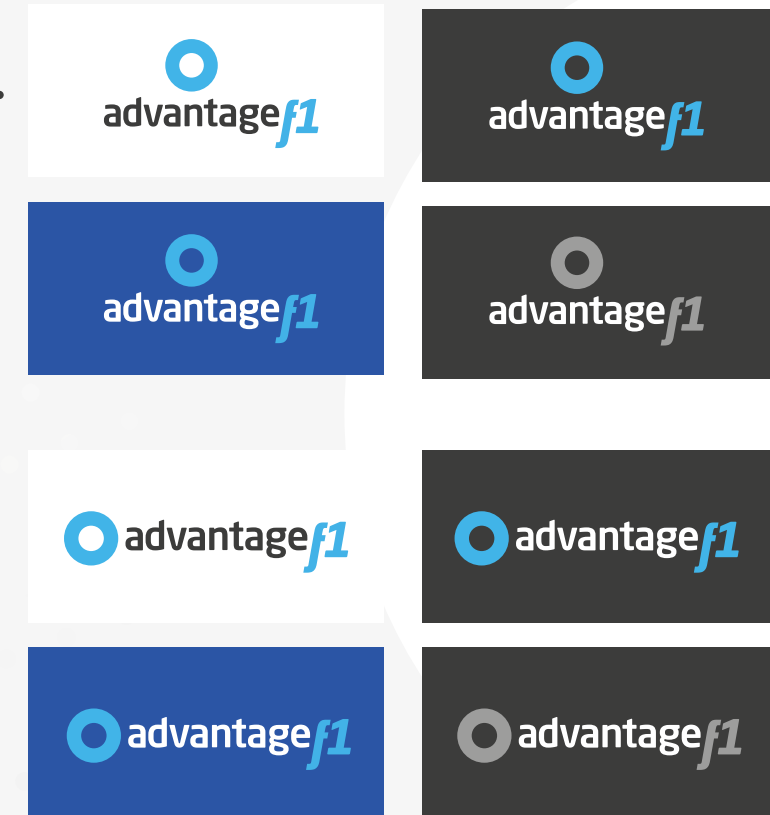
The clear space around the logotype allows it to stand out from surrounding elements. Clear space is proportional to the height of the logotype. Whenever possible, allow more clear space around the logotype than the minimum specified.



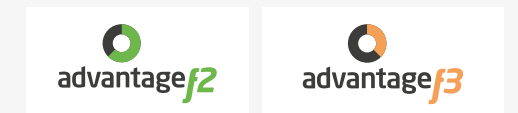
Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

5.1.9.

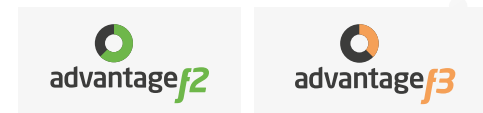
APPLICATION ON A BACKGROUND



Attention: A similar situation applies to logotypes

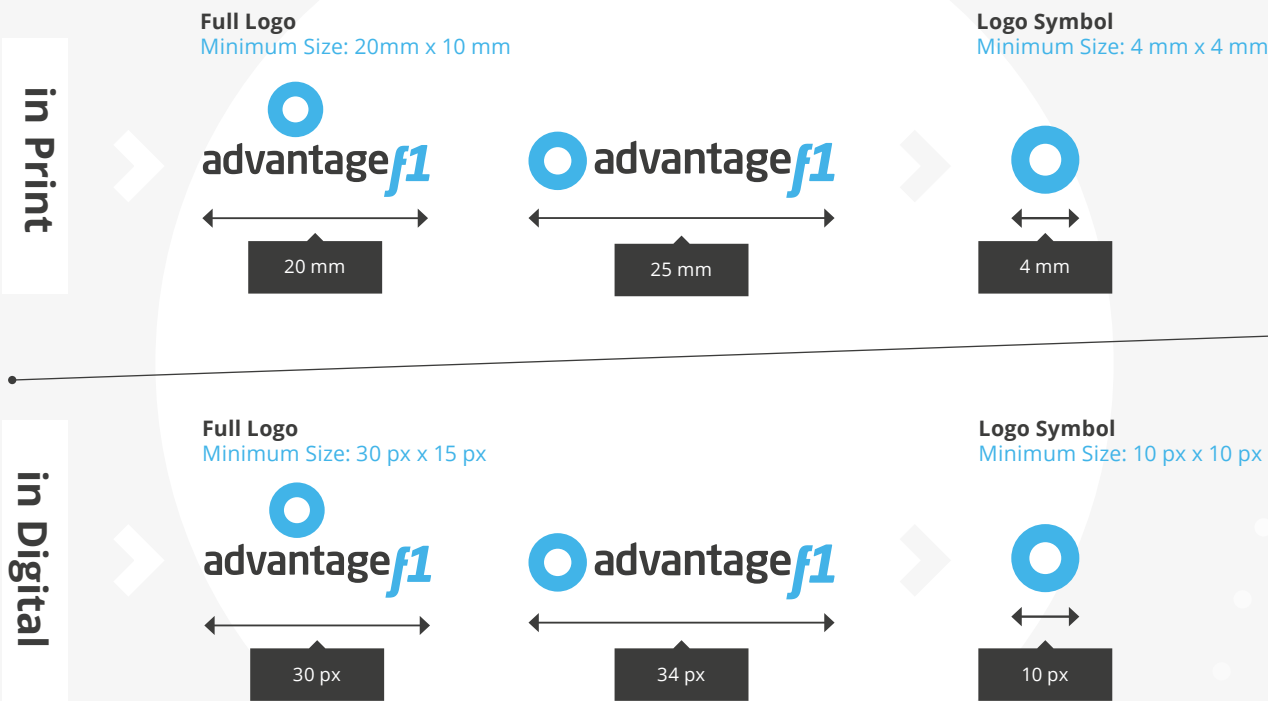


Attention: A similar situation applies to logotypes

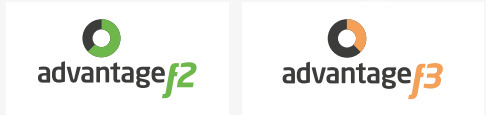


5.1.10.

MINIMUM LOGO SIZES

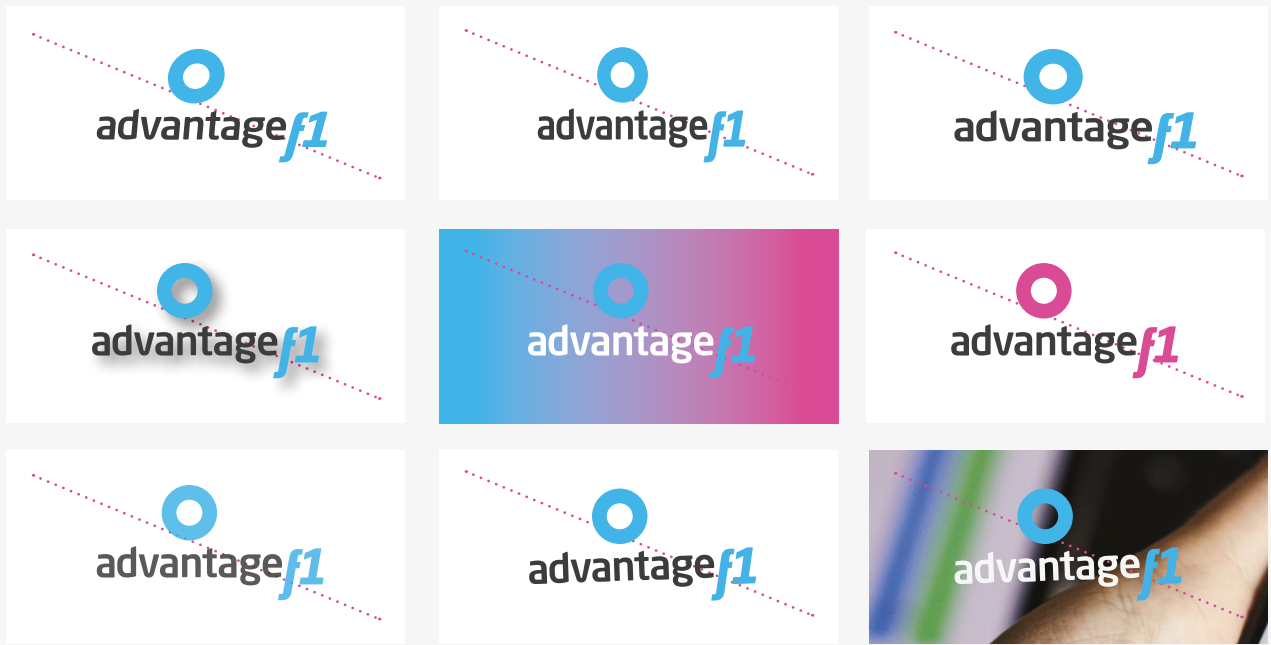


Attention: A similar situation applies to logotypes



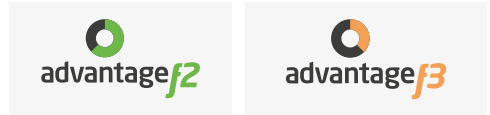
5.1.11.

INCORRECT LOGO USAGE



Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided to maintain the integrity of our brand.

Attention: A similar situation applies to logotypes




5.1.12.

CORPORATE COLOR PALETTE

Explanation: The Advantage affiliate programs logos have three official colors. These colors have become a recognizable identifier for the brand.

Usage: Use them as the dominant color palette for all internal and external visual presentations of the company.




advantagef1

BLUE GRADIENT

LIGHT BLUE
COLOR CODES

C=67 M=10 Y=0 K=0
PANTONE 298 C
R=65 G=182 B=230
#41b6e6




advantagef2

ORANGE GRADIENT

ORANGE
COLOR CODES

C=0 M=45 Y=70 K=0
PANTONE P 17-7 C
R=245 G=160 B=87
#f5a057




advantagef3


GREEN GRADIENT

GREEN
COLOR CODES

C=62 M=0 Y=87 K=0
PANTONE P 154-15 C
R=110 G=183 B=74
#6eb64a



GRAY
C=0 M=0 Y=0 K=90
PANTONE P 179-14 C
R=60 G=60 B=60
#3c3c3b



LIGHT GRAY
C=0 M=0 Y=0 K=50
PANTONE P 178 C
R=157 G=157 B=157
#9d9c9c

MONOCHROME VERSION


USE ON MEDIA


An example of a combination of the company's logotype with the Advantage partner logotype.



Recommended formats are:
.pdf | .ai | .png | .tiff

Attention: A similar situation applies to logotypes





The ideas of using our logo on media have been planned thoroughly and with great care. Please always check if you are using a proper version of our trademark.





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Logo
Guidelines





plasma

THE CORPORATE LOGO SIGNAGE

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Our logo is our asset and the primary visual element that identifies us. Pricefx Plasma is our latest solution, powered by global management consulting from Bain & Company. It provides industry-level benchmarking to B2B enterprise companies that need to develop strategic insights on their pricing processes and performance compared to similar companies.

- 6.1.1. LOGOTYPE
- 6.1.2. CLEAR SPACE
- 6.1.3. APPLICATION ON A BACKGROUND
- 6.1.4. MINIMUM LOGO SIZES
- 6.1.5. INCORRECT LOGO USAGE
- 6.1.6. CORPORATE COLOR PALETTE



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LOGOTYPE

THE FULL LOGOTYPE

The Plasma Logo consists of two elements: a symbol and a title.

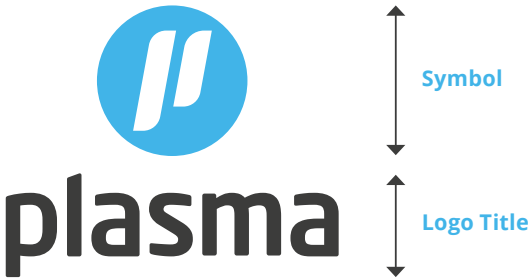
The typeface is NeoSans and has also been chosen to compliment and balance perfectly with the logo symbol as well as with the company communication.

The corporate logo is presented through the use of color as well as shape and form.

It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.



The general Logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.



Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of italic letters.

Logo Symbol
Logo Symbol is a powerful image of modern approach to the pricing business.

LOGO DARK VERSION



1

1) The Logo dark version
will be used when the background color is light colored.

LOGO LIGHT VERSION



2

2) The Logo light version
will be used when the background color is dark colored.

.....
Recommended formats are:
.pdf | .ai | .png | .tiff
.....
Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.

6.1.2.

CLEAR SPACE

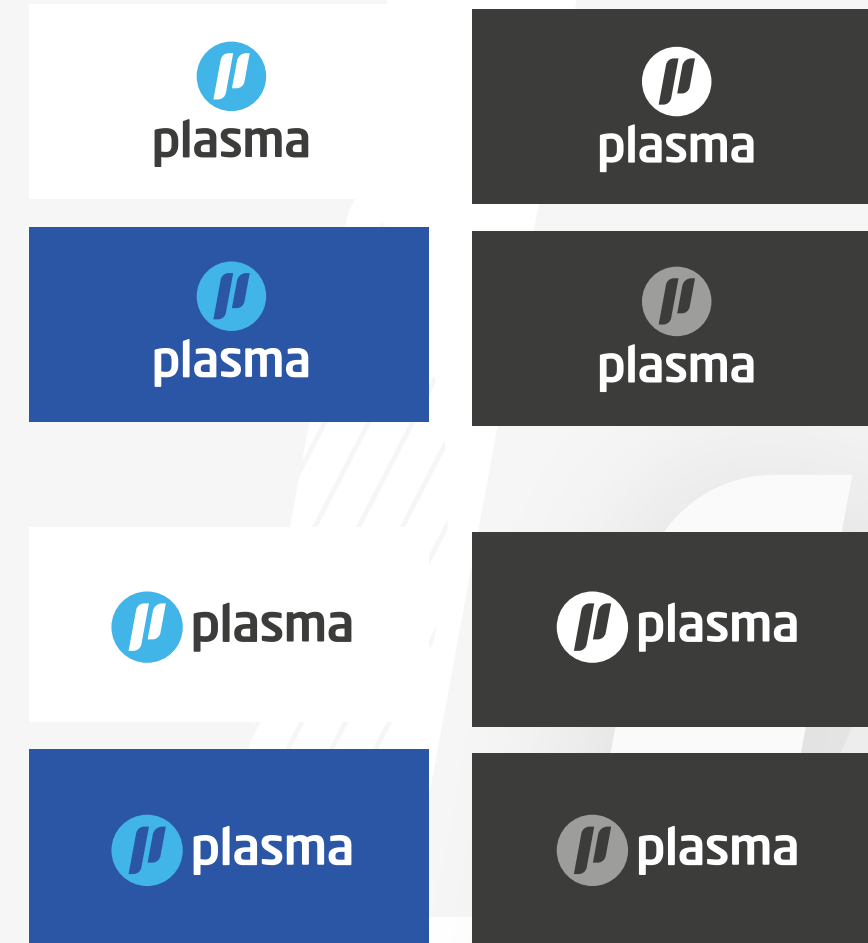
The clear space around the logotype allows it to stand out from surrounding elements. Clear space is proportional to the height of the logotype. Whenever possible, allow more clear space around the logotype than the minimum specified.



Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

6.1.3.

APPLICATION ON A BACKGROUND

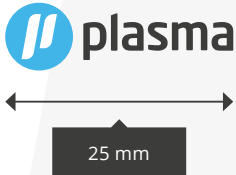
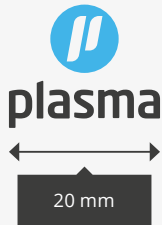


6.1.4.

MINIMUM LOGO SIZES

in Print

Full Logo
Minimum Size: 20mm x 16 mm



Logo Symbol
Minimum Size: 4 mm x 4 mm



in Digital

Full Logo
Minimum Size: 30 px x 24 px



Logo Symbol
Minimum Size: 10 px x 10 px



6.1.5.

INCORRECT LOGO USAGE



Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided to maintain the integrity of our brand.



6.1.6.

CORPORATE COLOR PALETTE

Explanation: The Plasma logo has two official colors. These colors have become a recognizable identifier for the brand.

Usage: Use them as the dominant color palette for all internal and external visual presentations of the company.



LIGHT BLUE COLOR CODES

C=67 M=10 Y=0 K=0
PANTONE 298 C
R=65 G=182 B=230
#41b6e6

BLUE GRADIENT



GRAY COLOR CODES

C=0 M=0 Y=0 K=90
PANTONE P 179-14 C
R=60 G=60 B=60
#3c3c3b

GRAY GRADIENT



LIGHT GRAY
C=0 M=0 Y=0 K=50
PANTONE P 178 C
R=157 G=157 B=157
#9d9c9c

SUMMARY AND CONTACT

In Pricefx we like using our F-words and our goal is to keep building a worldwide, recognizable brand. This brandbook is essential to keep things professional.

The F-words we value are Fast, Flexible and Friendly, and we go to work every day to reflect them in the culture of our company. They are the core principles of our product design strategy, centered on speed, configurability and ease of use.

At the same time, we do know how important the company's profile is. By sticking to the points of this brandbook you will help us in maintaining the Pricefx's world even more consistent.

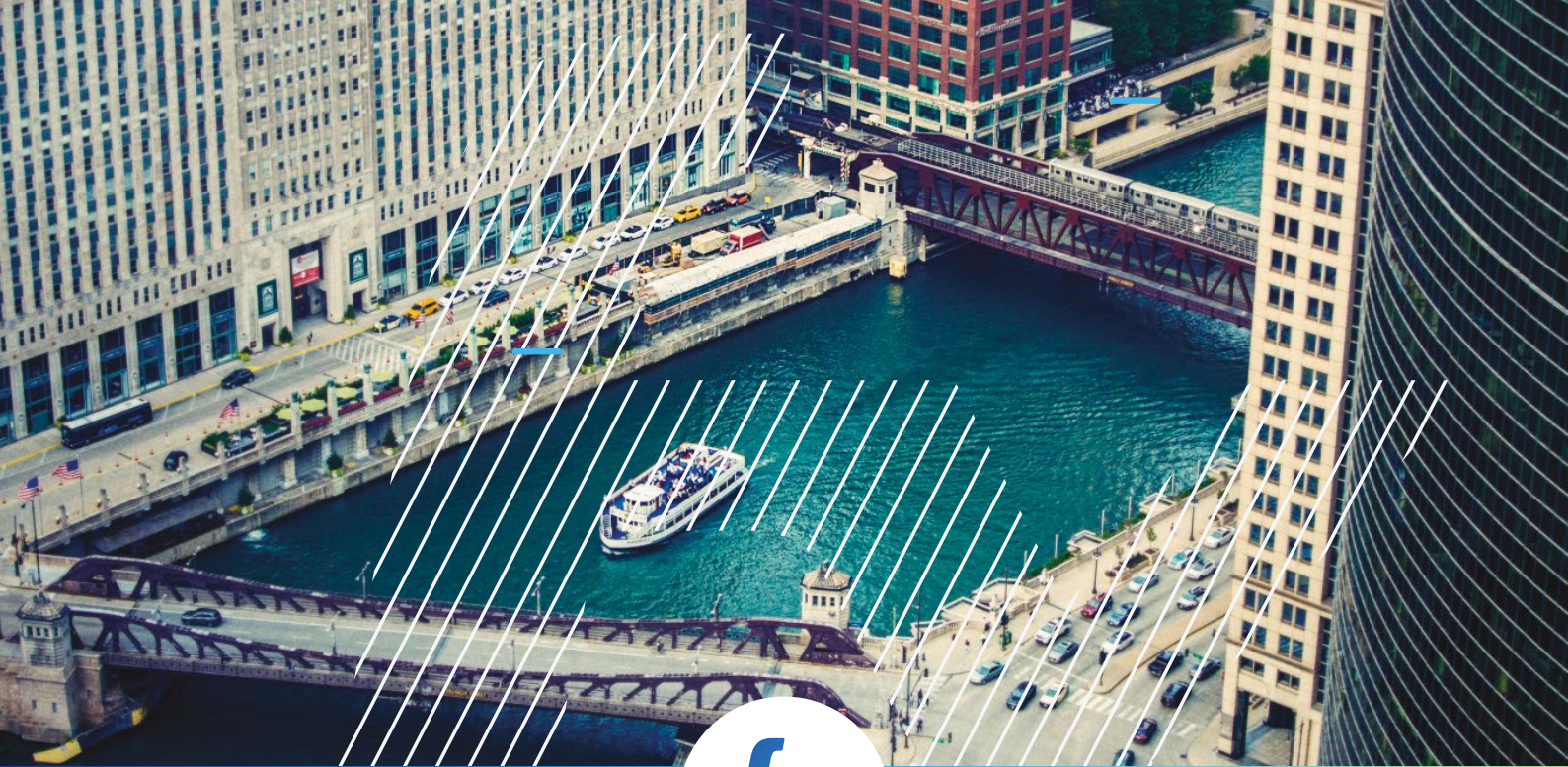
Thank you!

If you have any questions about these Guidelines, please contact marketing@pricefx.com



Peperoncino Agency is created by people who understand that multitasking is the key to success. If you need event marketing and production, brand creation and design or content strategy and video development and production, this is the right place. www.peperoncinoagency.com





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