

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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2021 Brand Guidelines price price X

AboutUs

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.



Meet all of them in this brand book.





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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 Al-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.









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.





price of the CORPORATE LOGO SIGNAGE

Our logo is our asset and the primary visual element that identifies us. The signature a combination of the symbol itself and our company name – they have a fixed relationship the 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. INNCORECT LOGO USAGE





Scan for download



2021 Brand Guidelines

2.1.1.

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.

price

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.



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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.



APPLICATION ON A BACKGROUND





2.1.4

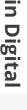
OTHER WAYS TO USE THE LOGO ON BACKGROUNDS











Minimum Size: 30 px x 12 px

Full Logo Minimum Size: 20mm x 7,7 mm



Logo Symbol Minimum Size: 5 mm x 5 mm



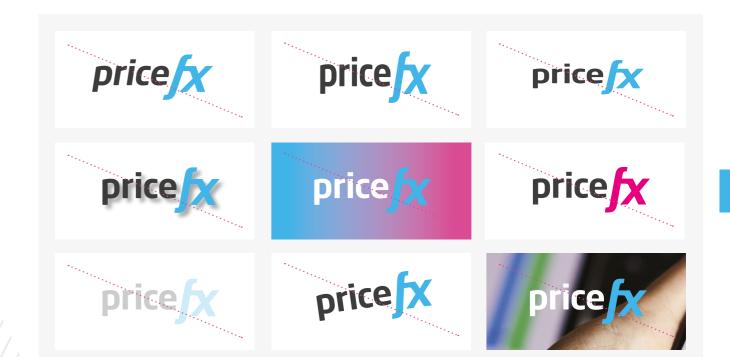
Logo Symbol

Minimum Size: 10 px x 10 px



2.1.6.

INCORRECT LOGO USAGE



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

in any way. The following list of incorrect usage must be avoided





pricefx CORPORATE

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.



PACK OF FONTS TO DOWNLOAD



Scan for download

2.2.1. THE CORPORATE FONTS AND TYPOGRAPHY

2.2.2. TYPOGRAPHY AND TEXT HIERARCHY

2.2.1.

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.

NEO SANS PRIMARY FONT NEO SANS

Bold

Regular

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

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

Figures 0 1 2 3 4 5 6 7 8 9 0

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PRIMARY FONT NEO SANS





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 Te

Pricefx Typo

Open Sans Pro Regular 6 pt Type / 9 pt Leading

.

Copy Tex

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 Headilnes 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

price X COLOR SYSTEM

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



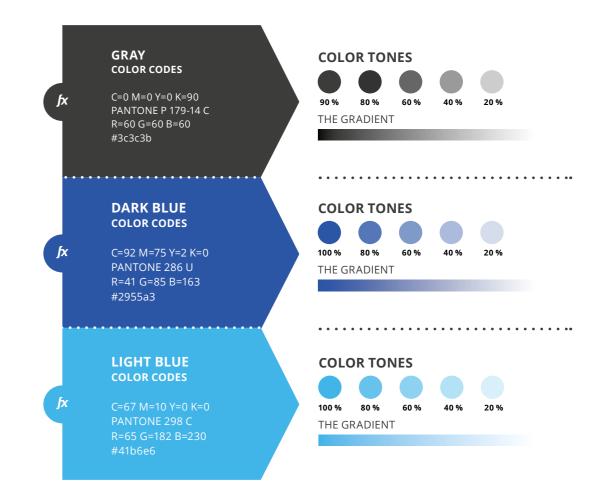


2.3.1.

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.

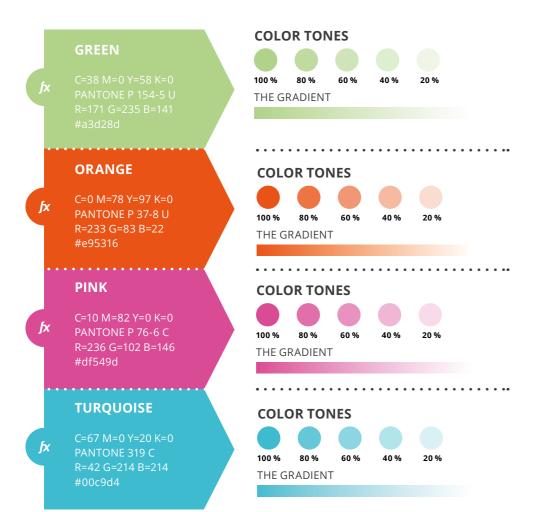


2.3.2

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.







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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

price fx

price fx

price fx

price fx

price fx

price fx

fx

fx

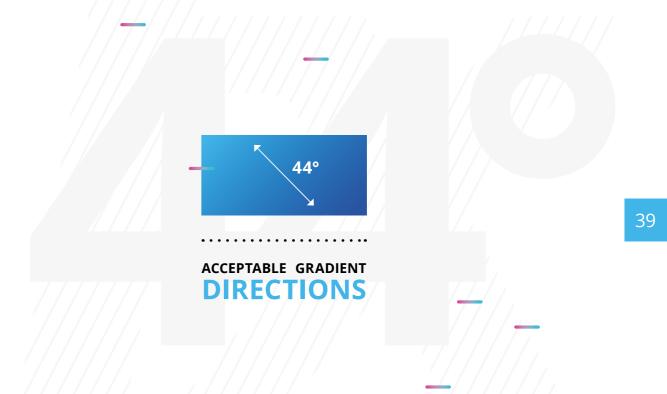
fx

fx

fx

fx

fx



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price X CORPORATE STATIONERY

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

.4.2. COMPANY BUSINESS CARDS

2.4.3. THE ENVELOPE

2.4.4. LOGO PLACEMENT





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



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

2.4.3.

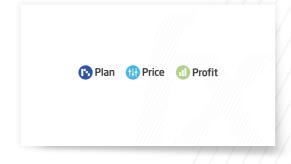
THE COMPANY BUSINESS CARDS

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



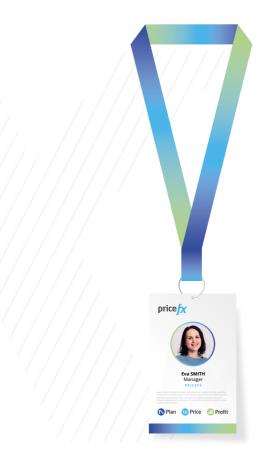
Δı

THE PAPER BAGS



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

THE COMPANY LANYARD & BADGES





ARAMETER 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.



















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.







price fx LOGO PLACEMENT

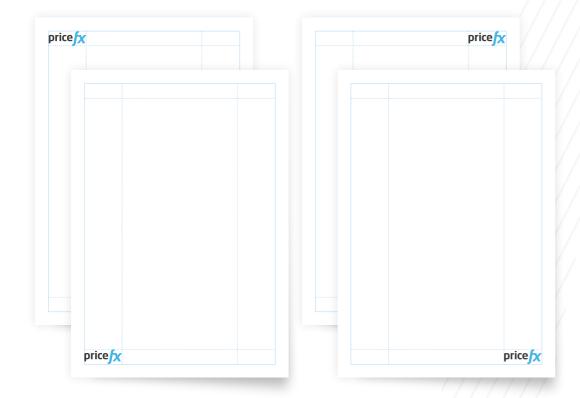
2.5.1. CORRECT LOGO PLACEMENT
2.5.2. INCORRECT LOGO PLACEMENT





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.

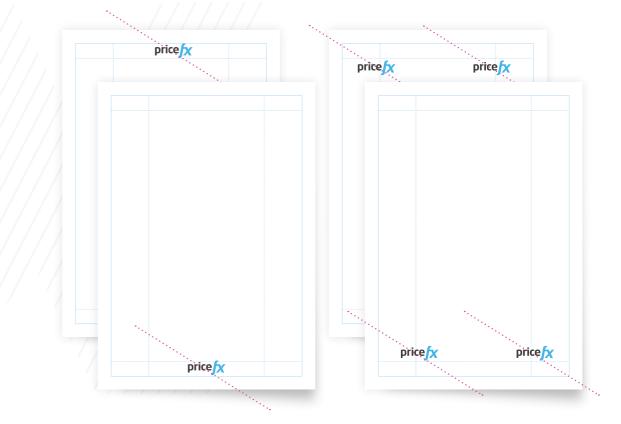


PARAMETER Dimensions 297 x 210mm DIN A4 Weight 120g/m Uncoated white

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.



2.6.2. BLENDING MODES FOR IMAGES

2.6.3. BACKGROUND TREATMENTS



IMAGES, BLENDING MODES TO DOWNLOAD



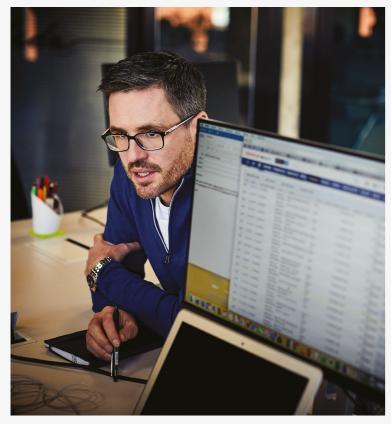
Scan for download





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



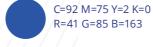
BLENDING MODES FOR IMAGES

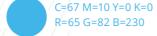
Explanation: Image effects and blending modes raise the cohesion and the recognizability of a brand. They can also divide content and other graphical elements that are used in layouts. In the same way they support statement of the used images and raise application possibilities.



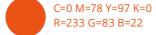








C=67 M=0 Y=20 K=0 R=42 G=214 B=214



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









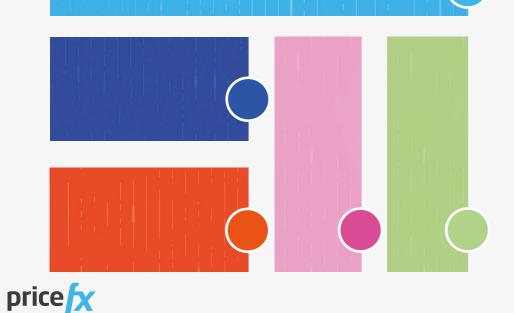


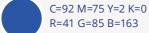
BACKGROUND TREATMENTS

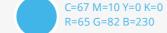
Explanation: You can also use our trademarks on color backgrounds. Please remember to always proceed with the detailed examples from this section.

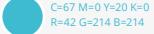
Sample text

Dolectemperit int volluptur? Quisit exceaqui ut optatur eperum eum, ex et rae perorio









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

Sample text

Dolectemperit int volluptur? Quisit exceaqui ut optatur eperum eum, ex et rae perorio optatur eperum eum, ex et rae perorio.



Sample text

Dolectemperit int volluptur? Quisit exceaqui ut optatur eperum eum, ex et rae perorio













price fx
SOCIAL
MEDIA







Brand Guidelines



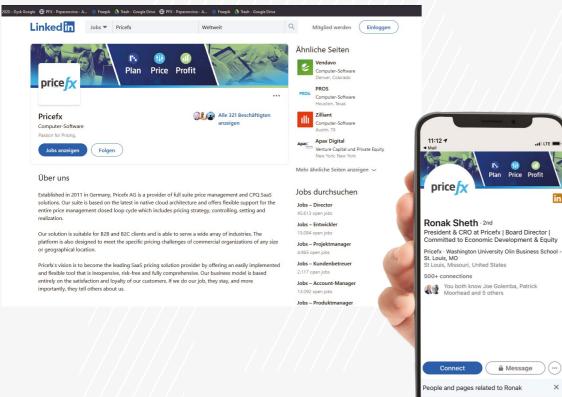
LINKEDIN



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.

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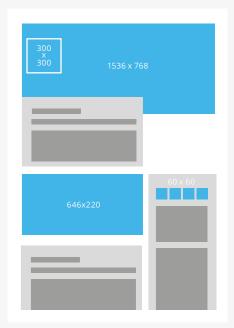


LINKEDIN POSTS: Dimensions: 1200 x 627 px, 646 x 220 px.





LinkedIn Dimensions:



Max file size 8MB File type must be PNG

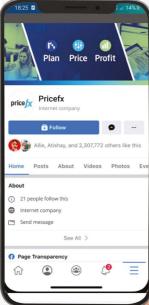


THE CORRECT LOGO AND TEXT PLACEMENT

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.





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PROFILE COVER PHOTO

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



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FACEBOOK POSTS: EXAMPLES

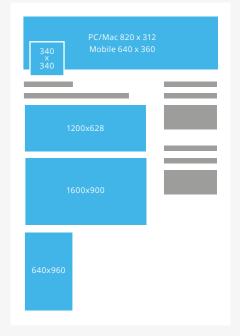
Dimensions: vertical - 640x960 px, horizontal - 1200x900 px, 1200x628 px, Facebook Stories - 1080x1920 px.







Facebook Dimensions:



File type must be PNG

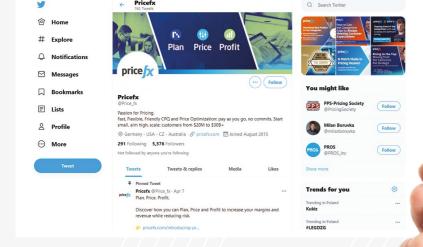
Twitter Dimensions:

TWITTER 5

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.





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PROFILE COVER PHOTO

Dimensions: 1500 wide by 500 high.

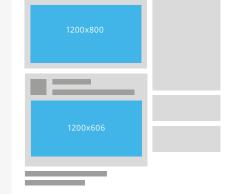


TWITTER POSTS: EXAMPLES

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







Max file size 5MB File type must be PNG



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



Pricefx: Our Products. Good for Your Business PLAY AU





PLAYLIST THUMBNAILS

Dimensions: 1920 x 1080 px.

Category: Our Customers talk about us!



Colours:

Colours:

Category: About Us, the Pricefx Family



Colours:



Category: Our Spectacular Events



Colours:

Category: Enjoy our Podcasts!



Category: Our Products, Good for Your Business

Pricefx SAP Customer

Experience

How Mabe Enhanced

Live 2020

its Customer Experience?

Live Chat! price fx

Colours:

Category: Our Pricefx Accelerate Conferences



PC/MAC



Produc

+ Islam

S memor

Activity

Forecome

5

Followers

20

Followers

1





price f X	Ф +
Pricefx	
North America, Europe, APAC	
Videos	About
Activity	About
	About
Activity	
Activity Showcases	
Activity Showcases Followers	2
Activity Showcases Followers	2



PLAYLIST THUMBNAILS

Dimensions: 1920 x 1080 px.

Category: Our Customers talk about us!



Colours:



Category: About Us, the Pricefx Family



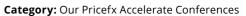
Colours:



Category: Our Spectacular Events



Colours:



Category: Our Products, Good for Your Business

Pricefx SAP Customer

Category: Enjoy our Podcasts!

Gabe Smith - Chief Evangeli: Marcin Cichon - CEO on Price

Colours:

Experience

How Mabe Enhanced

Live 2020

its Customer Experience?

price fx



Colours:

price fx WEB PAGE

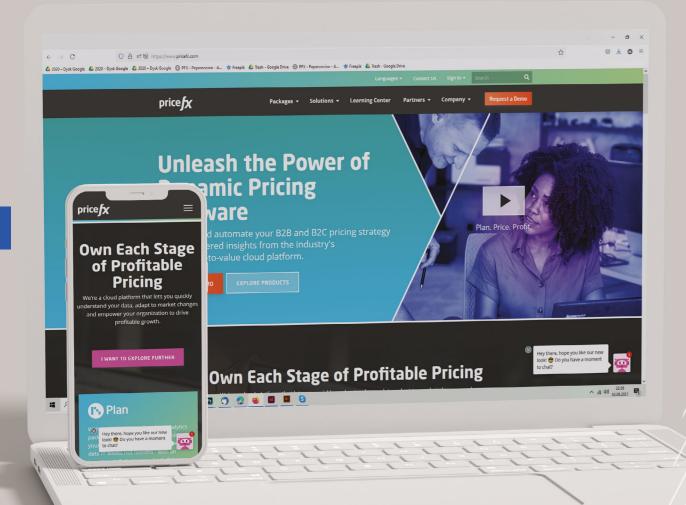


2021 Brand Guidelines

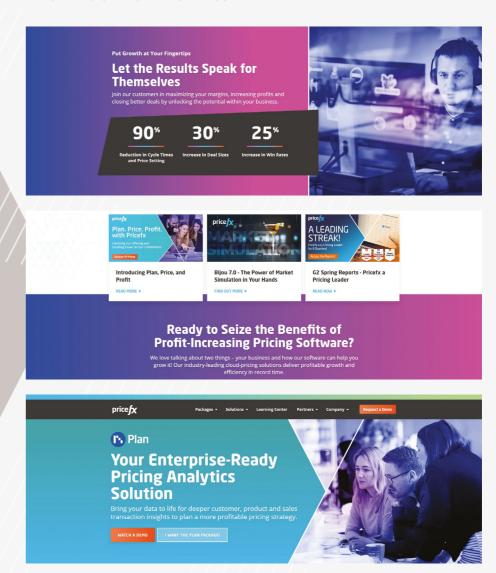
2.8.1.

WEB PAGE

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WEBSITE DESIGN - HOME PAGE LAYOUT





pricefx CORPORATE ICONOGRAPHY

2.9.1. PRICEFX CORPORATE ICONOGRAPHY
2.9.2. EXAMPLES FOR PRICEFX CORPORATE ICONOGRAPHY SYSTEM













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Brand Guidelines

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.











THE CORPORATE LOGO SIGNAGE

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





2021 Brand Guidelines

3.1.1.

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) The Logo dark version

will be used when the background color is light colored.

1

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

.

any questions or need further help.

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

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.



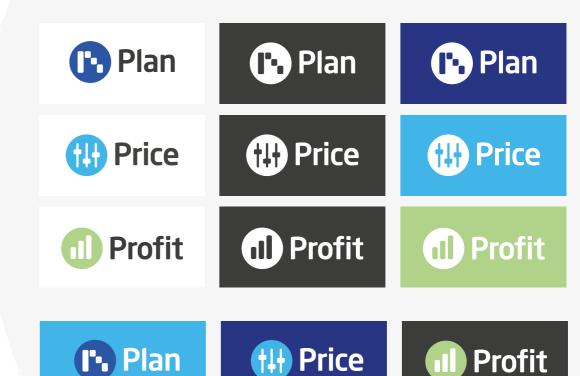
Attention: A similar situation applies to logotypes





3.1.3.

APPLICATION ON A BACKGROUND





Minimum Size: 30 px x 12 px

Price



Full Logo

Full Logo

Minimum Size: 20mm x 7,9 mm

Logo Symbol Minimum Size: 5 mm x 5 mm



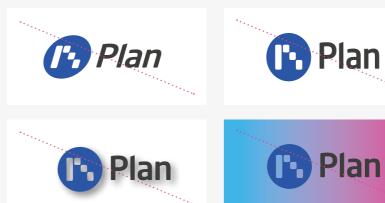
Logo Symbol

Minimum Size: 10 px x 10 px



Attention: A similar situation applies to logotypes









Plan

(I) Plan

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.

(II) Plan

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 contribut 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 the will always be consistent.





2021 Brand Guidelines price **f**X

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.



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 t#t

COLOR CODES

C=67 M=10 Y=0 K=0 PANTONE 298 C R=65 G=182 B=230 #41b6e6 /11

GREEN

PANTONE P 154-5 L R=171 G=235 B=14' #a3d28d



accelerate THE CORPORATE LOGO SIGNAGE

Our logo is our asset and the primary visual element that identifies us. Accelerat 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





Scan for downloa



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.



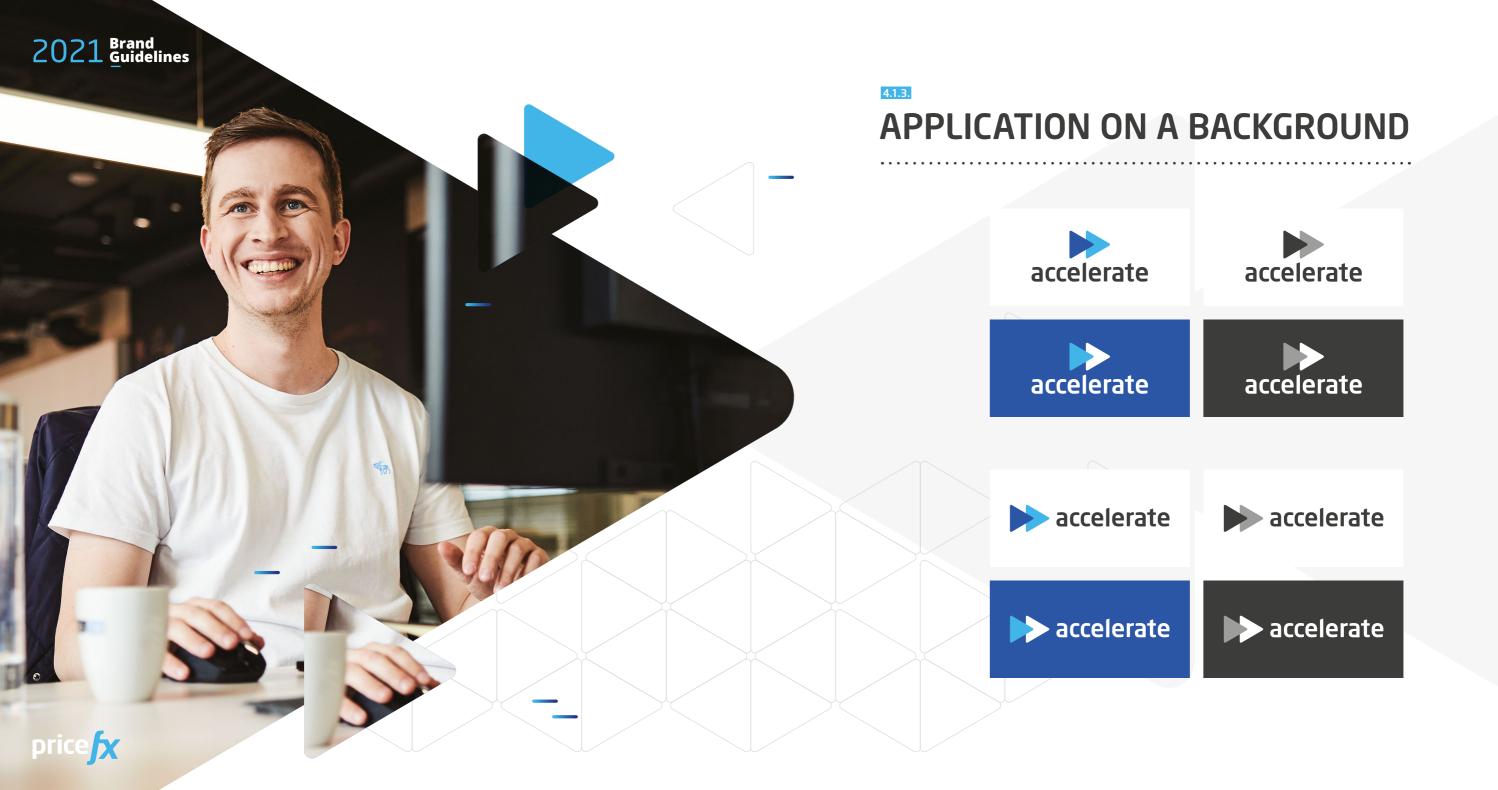


a :

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.







Minimum Size: 20mm x 8,7 mm

30 px

Full Logo

Logo Symbol Minimum Size: 5 mm x 3,4 mm

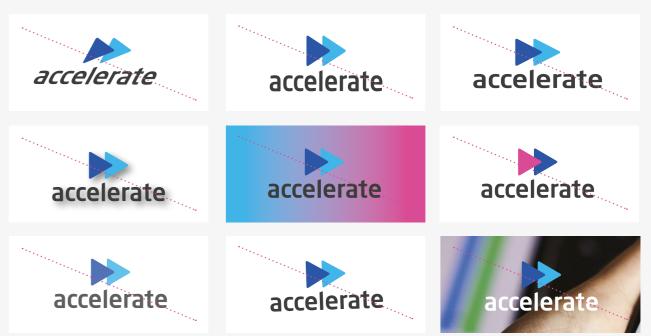


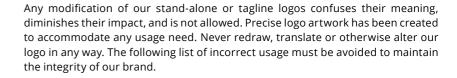


Minimum Size: 10 px x 7 px 10 px

Logo Symbol

INCORRECT LOGO USAGE











advantage THE CORPORATE LOGO SIGNAGE

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





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) 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

will be used when the background color is dark colored.

Recommended formats are:

.pdf | .ai | .png | .ti

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.

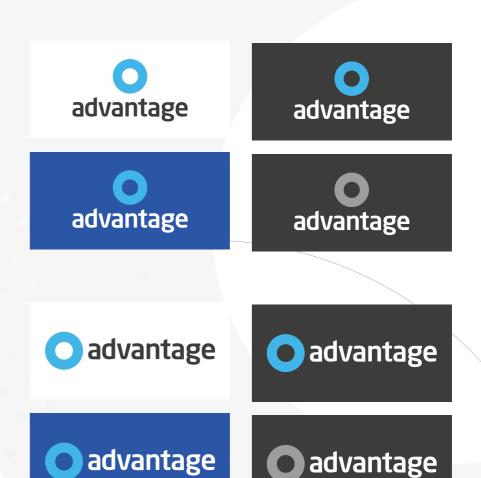


Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



5.1.3.

APPLICATION ON A BACKGROUND



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2021 Brand Guidelines

5.1.4.

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 11 mm

advantage

20 mm

25 mm

Logo Symbol
Minimum Size: 4 mm x 4 mm

4 mm

Logo Symbol
Minimum Size: 30 px x 16 px

A mm

A mm

Logo Symbol
Minimum Size: 10 px x 10 px

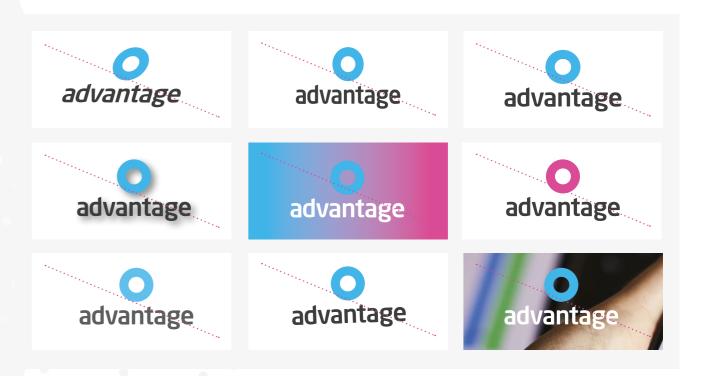
A mm

A



5.1.5.

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.



5.1.7

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.



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





124

125

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.

at advantage f1

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.

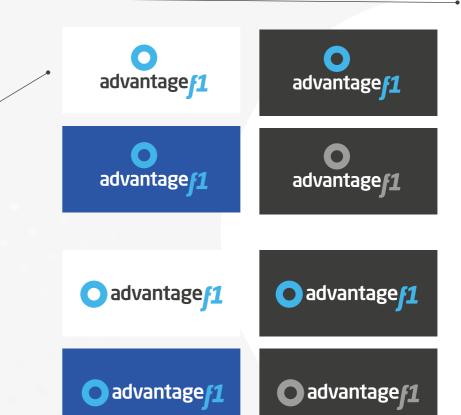
Attention: A similar situation applies to logotypes





5.1.9.

APPLICATION ON A BACKGROUND



Attention: A similar situation applies to logotypes



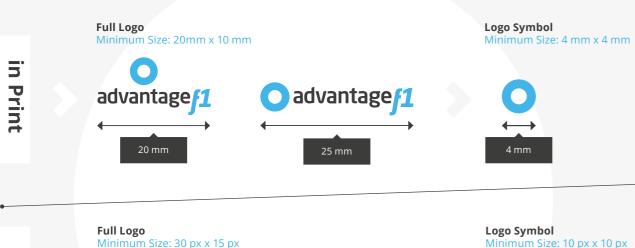


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price

12

MINIMUM LOGO SIZES





Attention: A similar situation applies to logotypes





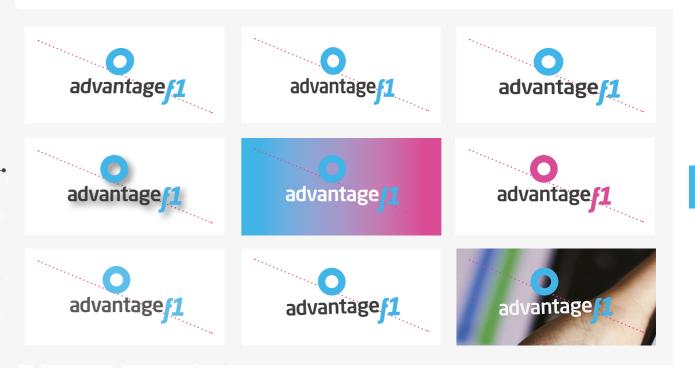


3

Digital

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

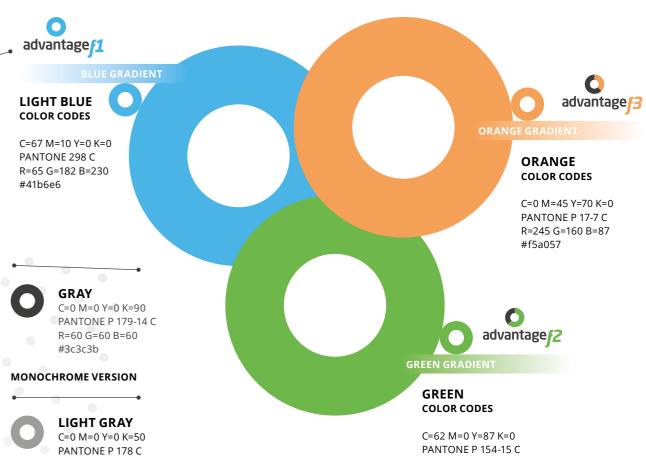
Explanation: The Advantage affiliate programs logos have three official colors. These colors have become a recognizable identifier for the brand.

R=157 G=157 B=157

#9d9c9c

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

R=110 G=183 B=74 #6eb64a



2021 Brand Guidelines

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.



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

Attention: A similar situation applies to logotypes











plasma



plasma THE CORPORATE LOGO SIGNAGE

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





Scan for download



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.



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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) 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

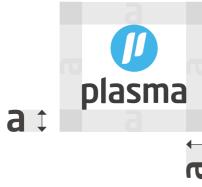
Attention: Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Pricefx Trademark Licensing if you have any questions or need further help.





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.

APPLICATION ON A BACKGROUND























MINIMUM LOGO SIZES

Minimum Size: 20mm x 16 mm

Minimum Size: 30 px x 24 px

in Print



Full Logo

Full Logo





Logo Symbol

0







Logo Symbol

Minimum Size: 10 px x 10 px

6.1.5.

INCORRECT LOGO USAGE

plasma

plasma

plasma

plasma

plasma

plasma

plasma

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.

price

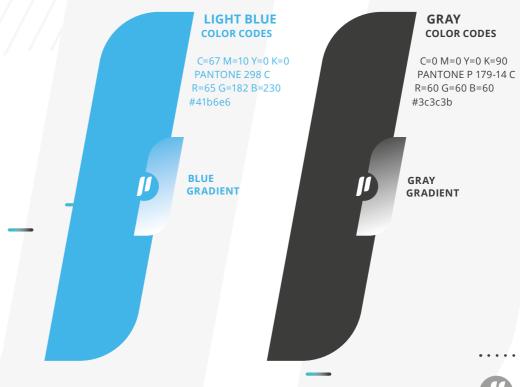
143



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

2021 Brand Guidelines

7.0.

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





#NoStopingUs



CONTACT

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