

# BRAND GUIDELINES



# PIPELINE

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# THE THEORY

This design went through several different iterations before landing on this one, the theory behind it is simple, it's a streamlined sales funnel within a container. This indicates that pipeline is a streamlined service and contains everything you need.



THE COLOURS



#6738A4  
#6F499C



#4CBEA0  
Primary



#2F1F5E  
Primary

THE TYPEFACE

# RawsonLight

The logo typeface chosen was Rawson Light in upper case with large tracking, this was used in particular to give the logo a sleek modern look and really drive home that pipeline is a high end SaaS product.

PIPELINE

PRIMARY LOGO



P I P E L I N E

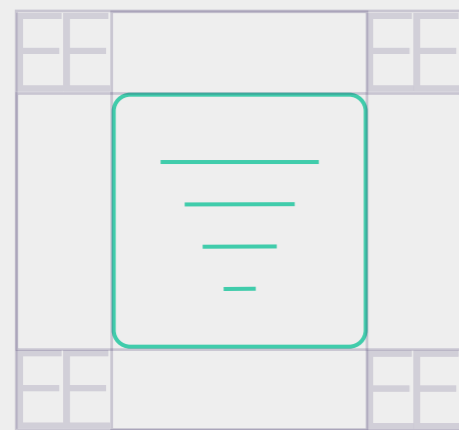


P I P E L I N E

## PRIMARY LOGO



At all times it is required that a double "E" (EE) sized gap is left on all sides of the pipeline logo, this allows the logo to breathe, at all times this logo should feel clean and modern.



# THE ICON



The minimalist funnel icon was created to display pipeline as a streamlined central hub for sales for any company, a simple and effective product.

This icon should be powerful enough to use on it's own it's simple and memorable, a similar icon can be used on mobile as a menu button.