

BRAND GUIDELINES



PIPELINE

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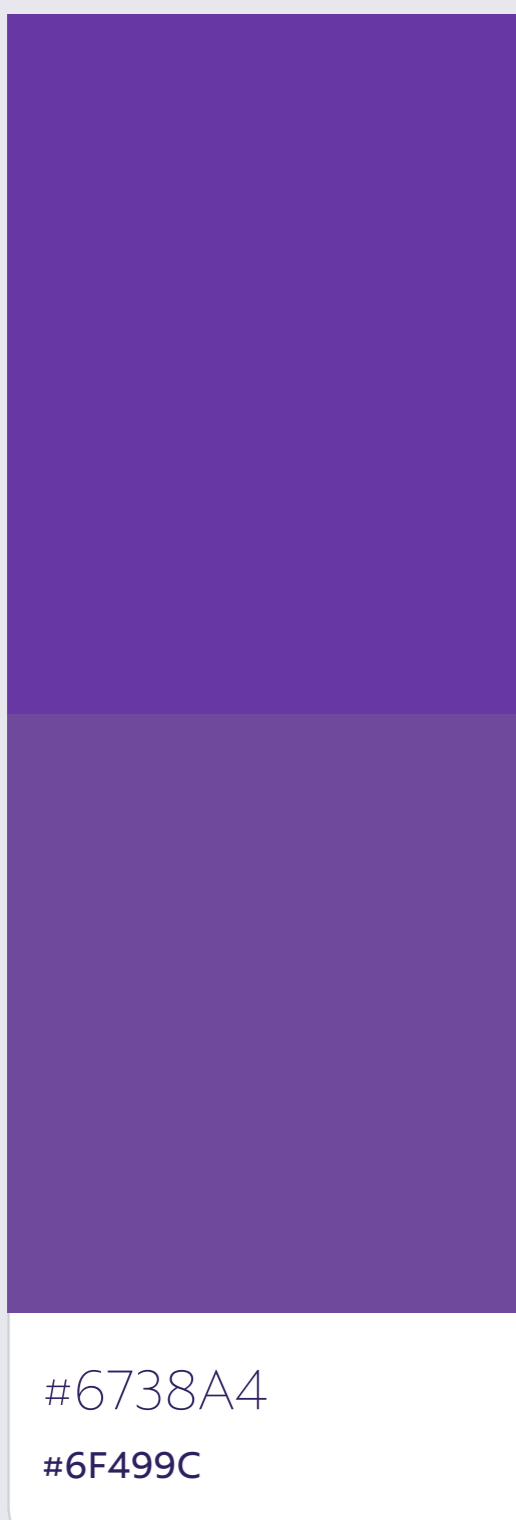


THE THEORY

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



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

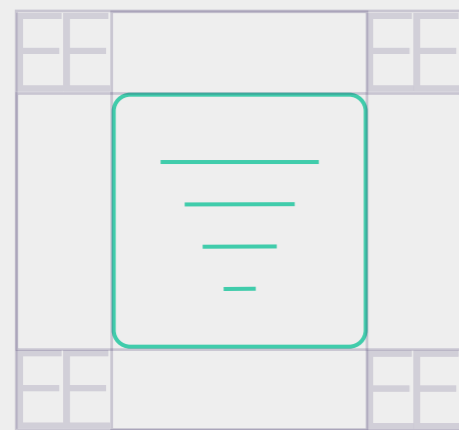


P I P E L I N E

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.