

# BRAND GUIDELINES

*Your guide to  
working with the  
simPRO Software  
corporate brand.*



# BRAND GUIDELINES

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# COMPANY LOGO

The simPRO Software company logo and screw device reflect the control and precision with which our software allows users to lock down their business processes.



## 01 Standard logo

Whenever possible, this logo is to appear on all print and screen-based collateral such as print ads, corporate stationery, websites, banner ads etc. The standard logo should always be used on a white or very light-colored background.

## 02, 03 Reversed logo

In situations where the standard logo on a white background is unsuitable, the reversed version can be used. It is preferable to use the reversed logo on a simPRO Blue or simPRO Dark Gray background whenever possible.

*NOTE: Use of the reversed company logo on colors outside of the simPRO palette is acceptable in co-branding scenarios only.*

01

**simPRO**  
SOFTWARE

02

**simPRO**  
SOFTWARE

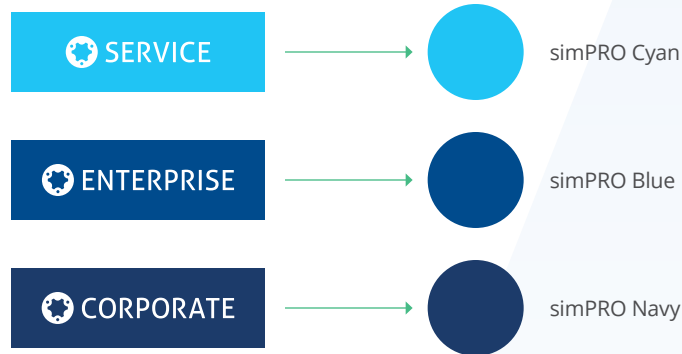
03

**simPRO**  
SOFTWARE

# PRODUCT & ADD-ON LOGOS

## 01 Product logos

Any collateral advertising simPRO products should include the relevant product logo/s. Collateral containing product logos should also include the company logo and tagline whenever possible. It is preferable to use the reversed product logos on their respective product colors as outlined below:



## 02 Add-on logos

Any collateral advertising simPRO add-on products should include the relevant add-on logo/s. Collateral containing add-on logos should also include the company logo and tagline whenever possible. It is preferable to use the reversed add-on logos on a simPRO Blue or simPRO Dark Gray background.

*NOTE: Use of the reversed product/add-on logos on colors outside of the simPRO palette is acceptable in co-branding scenarios only.*

01

 SERVICE

 SERVICE

 ENTERPRISE

 ENTERPRISE

 CORPORATE

 CORPORATE

02

 CONNECT

 CONNECT

 eFORMS

 eFORMS

 SIMTRAC

 SIMTRAC

# LOGO CLEAR SPACE



## Company logo

Use the screw device as a guide to allow adequate clear space around the company logo.

## Product & add-on logos

Use the screw device and add-on logo icon as a guide to allow adequate clear space around the product/add-on logos.



# LOGO USAGE

## 01, 02, 03 Correct usage

Standard & reversed logos used with the correct background colors and adequate clear space.

## 04 Incorrect background colour

Do not use logos on background colors outside of the simPRO palette (exceptions may be made in co-branding scenarios).

## 05 Irregular shapes

Never contain the logo inside any shape other than a box or the simPRO footer device. It is also acceptable for the logo to be placed on an open background with no container.

## 06 Non-reversed logo on coloured background

Do not use a non-reversed logo on a colored background, even if the background color is from the simPRO color palette.

## 07 Stretching

Never stretch, warp or distort the logo in any way.

## 08 Rotation

Do not rotate, skew or reflect the logo.

## 09 Effects

Never use any effects on the logo. This includes drop-shadows, outer-glows, strokes, bevels, embossing etc.

*NOTE: The above also applies to product and add-on logos.*

01



02



03



04



05



06



07



08



09



# COMPANY TAGLINE

## ***Trade Contractor Business Management***

Aller Bold Italic (-50pt tracking)

### 01 Standard tagline

The standard tagline used in conjunction with the standard company logo.

### 02 Extended tagline

In situations where vertical space is limited, a truncated version of the company logo (with the word 'SOFTWARE' removed) may be used. This should always be accompanied by the extended tagline that has the word 'Software' added to the end.

### 03 Software double-up

Never use the full company logo with the extended tagline. The word 'Software' in the extended tagline becomes redundant in this scenario.

### 04 No mention of software

Never use the truncated company logo with the standard tagline. With no mention of software, it becomes unclear what we do as a company.

### 05, 06 Condensed version

When horizontal space is limited the condensed tagline may be used. Use only with the full company logo.

*NOTE: Always use the preformatted company tagline images from the Adobe CC library. Do not recreate the taglines with the text tool.*

01



*Trade Contractor Business Management*

02



*Trade Contractor Business Management Software*

03



*Trade Contractor Business Management Software*

04



*Trade Contractor Business Management*

05



*Trade Contractor  
Business Management*

06



*Trade Contractor  
Business Management*

# COLOR PALETTE

## Core colors

simPRO Blue and simPRO Dark Gray (in conjunction with paper white) form the color foundation of most of our artwork.



**simPRO Blue**  
PMS 7686  
CMYK 100 67 0 23  
RGB 0 75 141  
HEX #004B8D



**simPRO Dark Gray**  
PMS 433  
CMYK 77 67 58 63  
RGB 37 42 48  
HEX #242A30

## Secondary colors

These are used more sparingly in highlights, shadows, icons, watermarks, and headings etc to complement the core colors.



**simPRO Cyan**  
PMS 297  
CMYK 65 0 0 0  
RGB 32 196 244  
HEX #20C3F3



**simPRO Green**  
PMS 346  
CMYK 69 0 64 0  
RGB 70 187 134  
HEX #46BA86



**simPRO Blue Gray**  
PMS 5405  
CMYK 69 52 33 8  
RGB 93 111 135  
HEX #5D6F87



**simPRO Navy**  
PMS 534  
CMYK 100 85 33 18  
RGB 28 59 106  
HEX #1B3B69



**simPRO Pale Blue Gray**  
PMS 7443  
CMYK 8 4 4 0  
RGB 231 234 236  
HEX #E7EAE C

## Tints & shades

Tints & shades are derived from the core and secondary simPRO colors. Contact the Marketing Department for a custom Adobe Swatch Exchange (ASE) file of this color palette.





# TYPEFACE

Open Sans is our official typeface for both print and web-based applications. The Light and Semibold variants should be used primarily but other variants from the Open Sans font family may also be used as required.

Open Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (!@#\$%&\*,:;?{} )

*NOTE: The Aller font family is no longer used in any form of copy.  
Aller is now reserved for use in logos and taglines only.*

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (!@#\$%&\*,:;?{} )

# TYPOGRAPHY

## Large uppercase title text

BIG TITLE TEXT

Open Sans Light / -50pt tracking



Check for overlap and  
adjust kerning as required

## Body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Aliquam hendrerit nisl sed eros interdum, eu mollis elit  
vulputate. Suspendisse pharetra elit eget mauris lobortis,  
vel commodo magna commodo.

Open Sans Light / -10pt tracking

● simPRO Text Gray (CMYK 0 0 0 85)

NOTE: When referring to the company or products in copy,  
always use lowercase '**sim**' and uppercase '**PRO**' - i.e. **simPRO**.  
Same applies to **simTRAC** - lowercase '**sim**', uppercase '**TRAC**'.

## Large heading text

Some large heading text 13pt+

Open Sans Light / -50pt tracking

## Small heading text

And here's some small heading text <13pt

Open Sans Light / -25pt tracking

## Footer text

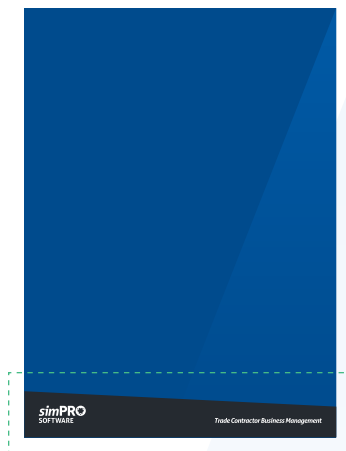
simprogroup.com

Open Sans Light / -25pt tracking

# FOOTER DEVICE

The footer device provides a useful means of grouping the company logo and tagline (or other key information).

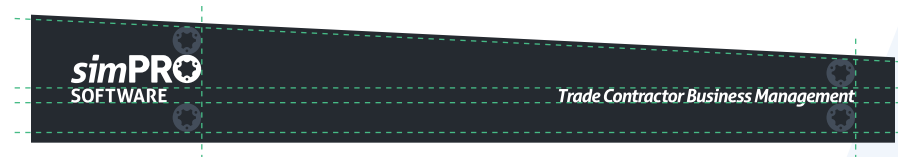
The content variations shown are intended as a basic guide. Stick to these examples wherever possible but in a pinch, it may be adapted provided that footer content is kept to a minimum.



## Intended usage

- ✓ Cover pages
- ✓ Ads
- ✓ Promo pieces (flyers, postcards etc)
- ✓ Single page documents
- ✗ Internal pages of multi-page documents

## Box angle and content clear space



## Color variations



## Content variations



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A **simPRO Group** company.

**simPRO**  
SOFTWARE