



futureforce

LOGO GUIDELINES | Vendor Specifications 2018

Logo Guidelines

These guidelines were created to provide clarity when using the Futureforce logo variations and master brand. They are specifically applicable to the creation of swag and are intended for vendor use.

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Salesforce and Futureforce Identity Hierarchy

Level 1 – Master brand

The primary visual identification element is the Corporate Logo.



Usage

Following the recommended size guidelines is highly recommended. Do not alter this logo.

Level 2 – Futureforce Logotype

The primary visual identification for Futureforce is the logotype.

For light backgrounds

futureforce

For dark backgrounds - option 1

futureforce

For dark backgrounds - option 2

futureforce

Usage

The Futureforce Logotype should appear with the Salesforce master brand when possible and is mandatory on items with high-visibility in a public setting, such as apparel, bags, etc. Do not alter this logotype.

Level 3 – Futureforce Logo Lockup

The secondary visual identification for the Futureforce is the Logo Lockup.

Horizontal version



Vertical version



Usage

The Futureforce Logo Lockup should be used secondary to the master brand and logotype, when space is limited. There are two options for dark backgrounds, use the variation that is most readable within context. Do not alter this artwork or create a custom lockup.

Corporate Logo Clear Space and Size Specifications

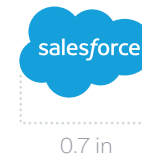
Logo Clear Space

The acceptable clear space (x) is equal to the height of the “s” in the Salesforce logotype.



Logo Size Specifications

When printing, the minimum size is 1 inch wide, and recommended maximum size is 2 inches wide. These recommendations are also applicable to the Futureforce Logo Lockup.



The required minimum print size for any application is 0.7 inches wide.



For large swag items such as apparel, bags, mugs, etc. the recommended maximum print size of the corporate logo is 2.0 inches wide.

Logo exceptions

If the logo needs to be printed smaller than 0.7 inches wide, Salesforce can be typeset at Salesforce Sans Regular, optical, -10 kerning, in Salesforce blue or grey.

Salesforce

Futureforce Logotype and Lockup Clear Space and Sizing

Logo Clear Space

The clear space of the corporate logo is equal to the clear space of any logo variation within the Futureforce suite.



Logo Size Requirements

The minimum and maximum sizes for the logo are determined by the corporate logo sizing.



The minimum print size of the horizontal logotype is .75 inches wide.



The minimum print size of the horizontal lockup is 2.1875 inches wide.



The minimum print size of the vertical lockup is 1.3125 inches wide.

The recommended maximum print size of the horizontal Futureforce Lockup is 6.0 inches wide, recommended for large swag items such as apparel, bags, mugs, etc.

The recommended maximum print size of the vertical Futureforce Lockup is 3.875 in inches wide, recommended for large swag items such as apparel, bags, mugs, etc.

These maximum sizes are based off of the corporate logo printed at 2.0 inches wide within the lockups.

Logo Colors (Print Only)

Corporate Logo

The Corporate Logo is limited to one version, as Salesforce blue with a white logotype.



Color Formula



PMS 299 C
C85 M0 Y19 K0

Futureforce Logotype

This variation of the Futureforce Logotype is applicable when used on a light background color or white.



Color Formulas



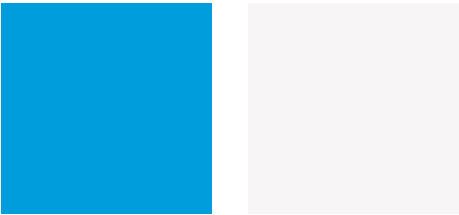
PMS 299 C PMS 661 C
C85 M0 Y19 K0 C100 M75 Y0 K6

Futureforce Logotype

This variation of the Futureforce Logotype is applicable when used on a dark background color.



Color Formulas

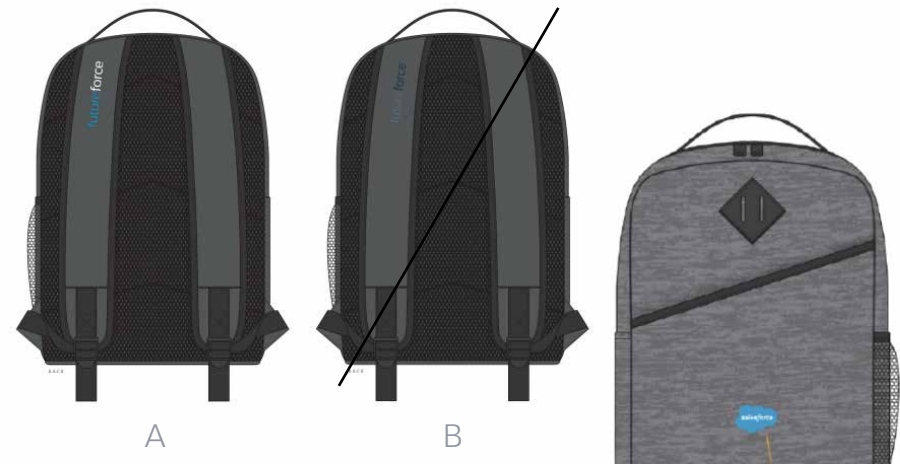


PMS 299 C PMS white
C85 M0 Y19 K0 C2 M2 Y2 K0

Usage examples



Example 1: Version A is more readable than version B.



Example 2: Version A is more readable than version B.



Example 3: Salesforce logo should be 1.5-2" wide.
Solution: Futureforce logotype on back, Salesforce logo on sleeve.



Example 4: Salesforce logo cannot be less than 0.7" wide.
Solution: Futureforce Logotype vs. Lockup.

Thank You.

