

# **PIVOTAL TRACKER STYLE GUIDE**

**JANUARY 1, 2014**

## **PIVOTAL TRACKER**

### **DEVELOPER BRANDING GUIDELINES**

We're thrilled that you're interested in using the Pivotal Tracker API. We want to stay out of your way, so we've kept our branding guidelines as simple as possible.

#### **NAMING YOUR APPLICATION**

Whatever you name your app or integration, it should be clear to anyone that this something special, created by you, and not something from Pivotal Labs or Pivotal Tracker.

Don't use "Pivotal" as the first word in your application name  
You may use Pivotal in the naming of an app if it's "foo for Pivotal Tracker", or "foo's Pivotal Tracker Integration", or something to that effect

#### **GET LISTED IN OUR DIRECTORY**

We'd love to share your app with our users. To get listed in our directory is simple - just send an email to [tracker@pivotallabs.com](mailto:tracker@pivotallabs.com) with the following information:

- + The name of your app
- + An image or screenshot from your app, cropped please so no browser or phone is showing
- + A logo, if it doesn't include or look similar to the Pivotal Tracker logo
- + App description - approximately 200 characters or less
- + Your name, company name (if there is one), and your Tracker account ID  
(under username -> Accounts -> Manage Account -> Settings)

#### **USING THE PIVOTAL TRACKER NAME AND LOGO**

You're welcome to use the Pivotal Tracker name and logo in your marketing materials, but we ask that you follow two basic principles - don't mislead our users, and don't alter our branding:

- + Spell Pivotal Tracker as two words with a capital P and T
- + Use our approved logos, and do not to alter them in any way

Please send an email to [tracker@pivotallabs.com](mailto:tracker@pivotallabs.com) if you have any questions.

**PIVOTAL TRACKER**  
**LOGO**

**CONFIGURATIONS**

The primary configuration should always be considered first. The alternates can be used when a touchpoint is constrained (e.g. a t-shirt or button).

**PRIMARY**



**ALTERNATIVES**



**PIVOTAL TRACKER**  
**LOGO**

**CLEARSPACE**

The primary logo safety area measures 1/2 the cap height of the wordmark.

The alternate logo safety area is equal to the cap height of the wordmark.

**SAFETY AREA**



## PIVOTAL TRACKER LOGO

### SYMBOL AND WORDMARK

The logo is made up of two components: the symbol and the wordmark. The spacing, size relationship and anatomy of these components should never be altered or modified.

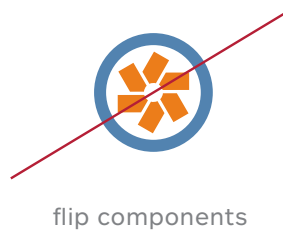
### ANATOMY



### DO NOT...

Resize, flip, rearrange, or isolate the logo components.

### MISUSE



PIVOTAL TRACKER  
COLOR



**BLUE**  
CMYK: 72 / 42 / 13 / 0  
RGB: 82 / 131 / 176  
PANTONE 646 C  
# 5282b0



**ORANGE**  
RGB: 236 / 125 / 26  
CMYK: 4 / 62 / 100 / 0  
PANTONE 158 C  
# ed7d1a