

# **PIVOTAL TRACKER STYLE GUIDE**

**JANUARY 1, 2014**

**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.

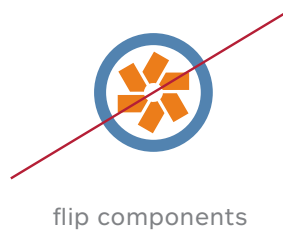
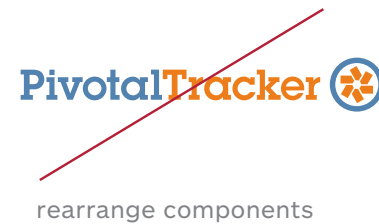
### ANATOMY



### 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