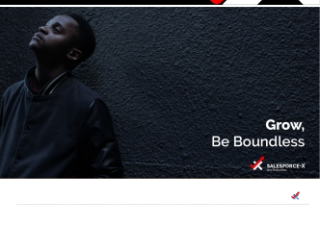
SALESFORCE-X
Grow, Be Boundless

Brand guidelines



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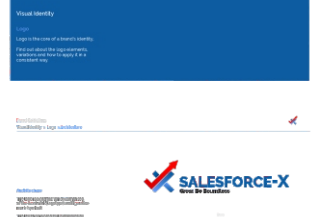


Brand Guidelines
Visual identity > Logo > Variations

Variations

The logo can be used in a variety of formats and in different colors to suit most needs.

Always use the original logo proportions and do not distort, rotate, or change the logo. Use partial versions sparingly.

Use the full version of the logo whenever possible. Use the simplified version only when the full version is too small to be legible.

The logo should be always used on a clear background.

Use the logo on a colored background only when necessary. Avoid using the logo on busy backgrounds.

Brand Guidelines
Visual identity > Logo > Alignment

Alignment

The horizontal logo is the official, preferred version for most applications.

Alternate versions of the logo are provided for use in cases where the horizontal logo does not fit well or is too small.

Use the full version of the logo whenever possible. Use the simplified version only when the full version is too small to be legible.

The logo should be always used with the proper clear space and minimum size specified in the following pages.

Brand Guidelines
Visual identity > Logo > Usability

Legibility

As a rule, the more geometrically dominant form constitutes a better legibility and recognition than a more organic form.

The difference of stroke thickness will, for a little, be less noticeable in a glass or similar. But in addition, 2010.

Brand Guidelines
Visual identity > Logo > Requirements

Profile-outline

The Salesforce-X logo is geometrically constructed. Its proportions are based on the Golden Section. Its shape is a combination of a circle and a square, with a slight tilt to the right. Its proportions are based on a grid of 100 units.

The Salesforce-X logo is monochromatic, black and white.

The logo is also available in a version with a slight drop shadow, for use in low contrast situations.

The proportions of the drop shadow are identical to the logo's shape, and are based on a grid of 100 units.

Drop shadow is optional and should be used only when necessary.

Drop shadow should always be used with the full version.

Profile-outline

Full version

Reversed version

Brand Guidelines
Visual identity > Logo > Variations

Drift

Logo elements are generally aligned, with a slight tilt to the right, to emphasize a dynamic, action oriented feelings.

Brand Guidelines
Visual identity > Logo > Background color

Background color

Use the logo only on the specified background colors.

Whenever possible, use the full version of the logo on a white background. Use the logo on other background colors only when necessary.

Avoid using the logo on yellow or light backgrounds. Use the simplified version of the logo instead. Avoid using the logo on other colors.

Brand Guidelines
Visual identity > Logo > Background imagery

Background images

Use the simplified version on busy backgrounds.

Use the simplified version on dark backgrounds. Use the full version on other backgrounds.

Place the logo at the bottom or top of the page, aligned with the grid. Use the logo on a colored background.

Use a soft opacity on colored backgrounds. Use logo. Photo above other option.

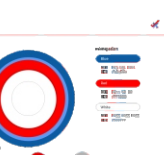
Brand Guidelines
Visual identity > Logo > Requirements

Requirements

The Salesforce-X logo is geometrically based, and requires a precisely defined shape and proportions. Its shape is a combination of a circle and a square, with a slight tilt to the right.

Some logo elements are generated by grids, and are based on a grid of 100 units.

Brand Guidelines
Visual identity > Visual identity



Brand Guidelines
Visual identity > Visual identity > Colors

Colors

Primary colors

The Salesforce-X color palette reflects the Boundless brand. Use the primary colors as your core brand.

The third and secondary colors are for data and illustrations only and not for the public brand identity and communication.

Use the full color palette only when necessary. Use primary colors in illustrations.

Use analogous colors.

The secondary colors are generally used for illustrations, charts and other data visualizations. Use primary colors in illustrations.

Use analogous colors for illustrations.

Brand Guidelines
Visual identity > Visual identity > Typography

Typography

The Salesforce-X Sans typeface family has been carefully selected for its clarity and legibility.

Use Salesforce-X Sans for all text, including headlines, subheads, and body copy. Use Salesforce-X Sans for all text, including headlines, subheads, and body copy.

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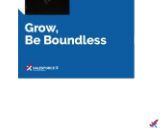
Salesforce-X Sans

Salesforce-X Graphic



Salesforce-X Extended

Brand Guidelines
Visual identity > Logo > Usage

Brand Guidelines