

A new company face

Salesforce Sans  
June 2015

Hello, my name is Salesforce Sans.

Very nice to meet you. We'll be spending a lot of time together, so let's get acquainted.

I'm unique and I've been designed entirely for you, and Salesforce. You won't see me associate with any other company.

And I'm perfectly fine with that.

Yes, I'm one of a kind. Okay, four of a kind.  
And no, I haven't been on a yo-yo diet,  
though my weight can go from **Bold** to  
Thin. *I also have an italic side to my  
personality to emphasize copy, but use  
it sparingly.*

Salesforce Sans

Salesforce Sans Thin

Salesforce Sans

Salesforce Sans Light

Salesforce Sans

Salesforce Sans Regular

Salesforce Sans

Salesforce Sans Bold

Let's begin with THIN. I've been called friendly, professional, approachable, and charming. But fair warning: I get a little miffed when I'm shown smaller than 30 points. I also get miffed when I'm used in body copy below 24 points. The reason: People can't see or read me very well. So please, keep me big and beautiful, or I'll have to call the Brand Cops. And I don't want to call the Brand Cops.

Please keep me  
big and beautiful.

No, no, no, please don't set me  
in body copy too thin to read.  
You want to be kind to the  
reader don't you?

No, no, no, please don't set  
me in body copy too thin to  
read. You want to be kind to  
the reader don't you?

No, no, no, please don't set  
me in body copy too thin to  
read. You want to be kind to  
the reader don't you?

That's better. I'm looking pretty good, if I say  
so myself. So yes, please, please set me in body  
copy 24 points or above.

Salesforce Sans Thin

LIGHT feels right. It's where I'm most comfortable, especially in body copy. A little favor though: I feel a bit squeezed when I'm set tighter than -20 tracking, so please don't set me tighter. I bunch up and I don't look my best.

I mean, who doesn't want to look their best? So remember, when I look good, you look good. Oh yeah, feel free to use the Light in headlines too.

Please don't set me tighter. -30 tracking

Please don't set me tighter. -50 tracking

Please don't set me tighter. -80 tracking

Please don't set me tighter. -20 tracking

Please don't set me tighter. -10 tracking

Now, if you want to look really good, and looking good is what it's about, add a couple of points or more of leading when you set me in body copy. Just like you see here. I'm easier to read this way.

Salesforce Sans Light

## Salesforce Healthcare. Solutions for a new era of connected, confident personalized medicine.

As the #1 enterprise cloud computing vendor, Salesforce offers the only customer platform that connects everything across your customer's business – apps, devices, and customer data – securely and at scale.

“Leveraging Salesforce1 has improved sales channel visibility of pipeline by product line and geography.”

Don Lamping  
Associate Director, Sales Operations  
Zimmer

REGULAR, but not boring.  
This is the workhorse version of me. I'm comfortable in body copy. I'm comfortable in headlines. Use **Regular** me – big or small – or both.

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### The Premier Success Plan

Adoption best practices, business coaching, and around-the-clock customer support with rapid response times. Plus, over 100 interactive, roles-based online training courses.

Salesforce users  
see an average of **40%** increase in sales  
productivity

# THE BOLD THE YOUNG AND THE BRAVE

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Let me be **BOLD**: I look amazing in all caps. Not bad in subheads or CTAs either. You can also set those subheads and CTAs in upper- and lowercase too. When you want to be bold, use me **Bold**. Use me but don't abuse me: please don't set me in body copy. There's just too much of me. I don't want to wear out my welcome.

**Salesforce Sans Bold**



# Oh, I'm sorry. I'm sure you have a bunch of questions, so let's see if I can answer them before we move on.

## How do I use Salesforce Sans?

The brand innovation team has developed a method to show yours truly, (Salesforce Sans) in the best possible ways. You can see how in our [Brand Guidelines](#).

## When should I use Salesforce Sans?

Anytime and anywhere. You will see me used across all of our major functions – products, websites, marketing, and even real estate – so it's important that I'm consistent across the board.

## How can I access Salesforce Sans?

Salesforce Sans has been pushed to all Salesforce computers around the world. This means that today, when you start your device, it will be there – Salesforce Sans in all its glory. No effort necessary. Brand Central on Chatter will also have a link in the left nav, just in case.

An important note: There will be an effort to make me your default font in different programs. Check out these links for [Microsoft Word](#) and [Microsoft Excel](#).

For Microsoft PowerPoint, choose a new PowerPoint from the template gallery. In the Preview box, you can select me as the default text font for your template of choice.

## What if I am sending out documents externally?

Trust and security should always be at the forefront of all that we do, so everything that leaves our secure environment into the outside world should stay that way – Secure with a capital “S.” Only Salesforce employees should have the ability to edit documents that are created in-house, especially if said docs are going to prospects or customers. Otherwise, you're bound to have some trouble on your hands. And who wants that?

If in doubt, send the doc as a PDF. Sending documents as a PDF means that end users won't get that bothersome error message saying, “font missing.”

## What if I am working on a collaborative document outside of Salesforce?

I get it. Sometimes there is a need to collaborate externally. In this case, it's best to use Arial as your default font.

## Can I share Salesforce Sans externally?

Yes, of course. Share me. But only with partners or vendors/agencies that are working specifically on Salesforce projects. Remember, I'm a custom font licensed just for Salesforce, and I wouldn't like to fall into the hands of any other company. So please only share me when necessary.

It's also a good idea to make sure that you are sharing me in the safest and most on-brand way possible. Make sure that you know whom you are sharing me with, and that they have the proper usage guidelines so I look my best.

## If I am creating content or responsible for updating content, what am I expected to retrofit?

Anything new should be created using me, Salesforce Sans. Any document used on a frequent basis should be changed, too. Think of this as a spring-cleaning opportunity. So please, clean archived documents that are no longer relevant or no longer in use out of your closet. Don't worry – no Brand Cops are involved to enforce a timeline. Whew.

# That's it for now. Oh yeah. Where was I?

Yours truly by the NUMBERS. Line up your data. Line up your balance sheets. Get your digits in a row. All your numbers will be set in the same cap height.

1234567890

007

Agent 99

2015

OMG! I just won \$1,732,568.94

But if you want to get stylish and increase legibility, go old school. Set me in non-lining numbers.

1234567890

007

Agent 99

2015

OMG! I just won \$1,732,568.94

I live by a simple philosophy: kerning. Kerning? Yes, it's a typographic craft lost in the digital age. Simply put, it's the practice of even spacing between letters for maximum legibility. So, please don't just copy and paste me into a layout and expect me to look my best. Think of your computer as a GPS system for your fonts. It flies you in the general location, but doesn't land you on the precise spot. Maximum legibility is up to you. So, kern away.

Before

What happened to the lost art of kerning?

After

What happened to the lost art of kerning?

Did I mention that I speak many languages? Whether I'm set in English, French, German, or Spanish, you'll find the foreign characters that communicate best in the country you work and live in. And for non-Roman fonts, please refer to the links below.

#### Chinese

[Simplified Chinese: M Hei PRC](#)  
[Traditional Chinese: M Hei HK](#)

#### Japanese

[Axis](#)

#### Korean

[Core Sans](#)

#### Thai

[Neue Frutiger Thai](#)  
(please select 'Traditional')

#### Arabic and Urdu

[Frutiger Arabic](#)

#### Hebrew

[Linotype Ergo](#)

#### Bengali

[Shree Banagali 0560](#)

#### Hindi

[Saral Devanagari](#)

#### Tamil

[Shree Tamil 0802](#)

Well, it's been a pleasure. The more we work together, the more we'll get to know each other. I'm looking forward to that. Promise.

Thanks,  
Salesforce Sans

# Appendix

Salesforce Sans Usage

Primary typeface

Salesforce Sans

Salesforce Sans is Salesforce’s primary typeface and plays a large part in the company’s personality. It is used in larger sizes in advertising, titles, headers, subheads, and other big picture statements. Depending on the importance and placement of the content, Salesforce Sans can be used in all caps or in sentence case.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Usage

Salesforce Sans is provided in four weights designed to cover most text instances. The lighter weights Salesforce Sans Thin and Light are the primary preferred use for headlines, hero statements, and body copy, with the heavier weights Salesforce Sans Regular and Bold used in subheads and calls to action.

Salesforce Sans Thin

- Headlines
- Hero statements

Salesforce Sans Light

- Large body copy
- Headlines
- Hero statements

Salesforce Sans Regular

- Subheads
- Small body copy
- Headlines

Salesforce Sans Bold

- Calls to action
- Subheads
- Headlines

## Primary typeface

### Primary usage: Salesforce Sans Thin

Salesforce Sans Thin looks optimal when used in large headlines and hero statements with ample amounts of space. The typeface weight is elegant and simplistic and lets the syntax breathe.

Shown here is a gallery of headline and hero statements that illustrate the flexibility of Salesforce Sans Thin.

IT'S ABOUT YOUR CUSTOMERS.  
DOES YOUR BUSINESS KNOW THAT?

INTRODUCING SALESFORCE ANALYTICS.  
Now bring the power of the cloud to any data.

### Maintain comfortable tracking

Always maintain a comfortable but not loose space between your letters and words. Please use no more than -20 units tracking (-10 is preferred) when using Salesforce Sans Thin within most large headline and hero statement executions.

Lightning-fast apps and insights at your fingertips.

RUN YOUR BUSINESS  
FROM YOUR PHONE.

Customers have changed for good. It's time for your business to change with them.

We help make your customers love you.

We know small business.  
Not long ago, we were one.

SUCCESS COMES  
IN ALL SIZES.



Primary typeface

Primary usage:  
Salesforce Sans Light

Salesforce Sans Light looks ideal when used in headlines and when added emphasis is needed. Its light weight is also quite versatile in body copy.

Shown here is a collection of headline and several body copy compositions demonstrating the versatility of the middle-weight typeface. Salesforce Sans Light can be used in a variety of sizes for body copy and reproduces well in small sizes such as smaller footer copy blocks.

Salesforce Sans Light Italic is suitable for the occasional emphasis in copy, and for book titles.

CONTACT MANAGEMENT

Have a complete view of your customers, including activity history, key contacts, customer communications, and internal account discussions. Gain insights from popular social media sites such as Facebook, Twitter, LinkedIn, and YouTube – right within Salesforce.

Grow sales faster.

With Sales Cloud, you can grow your accounts faster, find new customers faster, and close deals faster – from anywhere.

Salesforce users see an average of

40%

increase in sales productivity

Assort upper- and lowercase

Consider the combination of uppercase for subheads and augment the size from the body copy for transitions of hierarchy within layouts.

Punctuation

Use ending punctuation in body copy. Don’t use in lists of headlines unless you’re writing a serial statement. (e.g., Customers have changed for good. It’s a good time for your business to change with them.)

On customer quotes, hang the quote marks off the left side of the paragraph alignment.

Transform your business with Salesforce Industries.

“Salesforce is helping us become a customer-centric company.”

Jeroen Tas  
CEO, Informatics Solutions and Services  
Philips Healthcare

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Contact your account executive to learn how we can help you accelerate your CRM success.

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Asia / Pacific	+65-6302-5700
EMEA	+4121-6953700

Primary typeface

Primary usage:  
Salesforce Sans  
Regular

Salesforce Sans Regular looks best when used in subheads and for short body copy. The regular weight creates a sophisticated visual convention when in combination with Salesforce Sans Light.

Shown here are attention-getting subheads and body copy executions where in small sizes, Salesforce Sans Regular holds up brilliantly.

You can also use it for headlines as well and create added emphasis within tables and charts.

Its added weight is perfectly suited for legal copy also.

Find the perfect app for  
your business.

Extend your success in the cloud with the AppExchange, a marketplace of business applications and consulting partners and developers.

“Leveraging Salesforce1 has improved sales channel visibility of pipeline by product line and geography.”

Don Lamping  
Associate Director, Sales Operations  
Zimmer

As the #1 enterprise cloud computing vendor, Salesforce offers the only customer platform that connects everything across your customer’s business – apps, devices, and customer data – securely – and at scale.

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Salesforce users see an average of **40%** increase in sales productivity

Salesforce healthcare. Solutions for a new era of connected, confident, personalized medicine.

Primary usage:  
Salesforce Sans Bold

Salesforce Sans Bold is used primarily in call-to-action devices, large hero statements, and short body copy as well.

SUCCESS  
COMES IN  
ALL SIZES

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The Premier Success Plan

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#DF15

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