

Salesforce Sans

Frequently Asked Questions

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

Q. How do I use Salesforce Sans?

A. 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, located [here](#).

Q. When should I use Salesforce Sans?

A. 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.

Q. How can I access Salesforce Sans?

A. Big question. I will be pushed to all Salesforce computers by the end of March. This means that one day you will wake up and I'll be there, downloaded straight onto your device—easy-peasy. 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.

Q. What if I am sending out documents externally?

A. 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.”



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

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

Q. Can I share Salesforce Sans externally?

A. 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.

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

A. 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. Good thing that.

That's it for now.

Oh yeah. Where was I?