



# VISUAL STYLEGUIDE

JULY 2020 // V.028

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01

# Brand Elements

**LOGO**

# Primary Logo



The Planview master brand logo should be displayed in color against a white background. The light greyscale version can be used against dark backgrounds, and the dark greyscale version may be used on light backgrounds when the color version cannot be used.

## LOGO

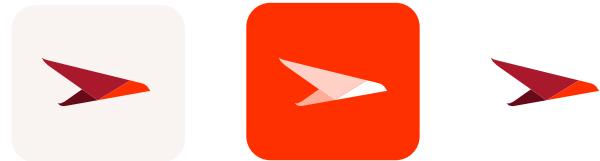
# Alternate Logos

When used on a dark background, use the grayscale-light logo.



## FAVICON/ICON/MARK

Only used in instances where a small mark is required.  
Not to be used as an alternative of the logo.



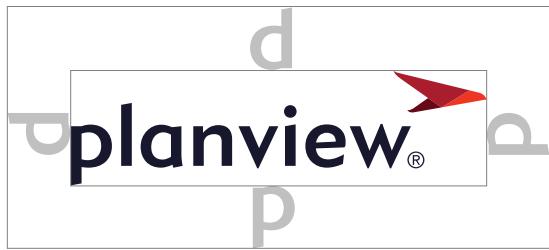
When color cannot be applied to the logo, use the grayscale-dark logo.



## LOGO

# Logo Usage

CLEAR SPACE



Clear space is determined by the height of the "p" in the word mark.

MINIMUM SIZE



The height of the logo should not be less than 0.15 inches tall (or 14 pixels), shown here in actual size, in any application. Use the horizontal logo when minimum size is required.

## LOGO

# Logo Usage (Cont.)

DO NOT:



**Do not** alter the logo colors.



**Do not** rotate the logo.



**Do not** alter the logo mark's position with the logo type.



**Do not** add drop shadows or other effects.



**Do not** disproportionately scale the logo.



**Do not** place the logo on distracting backgrounds.

## COLOR

# Color Palette

### PRIMARY COLORS

Brand colors; essential. Tints and shades may be used.



#### Dark Red\*

RGB: 104/11/24  
HEX: #680b18  
PMS: 7421 C  
CMYK: 33/99/84/50

#### Medium Red\*

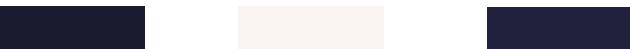
RGB: 170/24/44  
HEX: #aa182c  
PMS: 187 C  
CMYK: 23/100/88/15

#### Bright Red

RGB: 255/48/0  
HEX: #ff3000  
PMS: Bright Red C  
CMYK: 0/92/100/0

### SECONDARY COLORS

Tints and shades may be used.



#### Dark Blue\*

RGB: 26/27/47  
HEX: #1a1b2f  
PMS: 5255 C  
CMYK: 86/80/51/64

#### Cloud

RGB: 249/244/242  
HEX: #f9f4f2  
PMS: 7632 C (40%)  
CMYK: 1/3/3/0

#### Twilight\*

RGB: 33/33/61  
HEX: #21213d  
PMS: 5255 C (85%)  
CMYK: 89/85/46/53

### SECONDARY COLORS - USEFUL TINTS AND SHADES



#### Night Sky\*

RGB: 9/9/17  
HEX: #090911  
PMS: N/A  
CMYK: 76/70/62/83

#### Deep Sea\*

RGB: 18/18/33  
HEX: #121221  
PMS: N/A  
CMYK: 83/77/56/74



#### Sand

RGB: 226/216/213  
HEX: #e2d8d5  
PMS: 7632 C  
CMYK: 10/13/12/0

#### Plaster

RGB: 237/229/226  
HEX: # ede5e2  
PMS: 7632 C (65%)  
CMYK: 6/8/8/0

#### Not White

RGB: 253/252/251  
HEX: #fdxfc8  
PMS: 7632 C (10%)  
CMYK: 0/0/0/0



### TERTIARY COLORS

Data visualization and illustrations only. Use sparingly and in conjunction with primary and secondary brand colors.  
Tints and shades may be used.



#### Gold

RGB: 255/169/67  
HEX: #ffa943  
CMYK: 0/39/83/0



#### Blue

RGB: 66/151/252  
HEX: #4297fc  
CMYK: 65/36/0/0



#### Grass

RGB: 9/170/97  
HEX: #09aa61  
CMYK: 81/5/85/0



#### Sea

RGB: 18/214/224  
HEX: #12d6e0  
CMYK: 62/0/18/0



#### Violet

RGB: 171/51/221  
HEX: #ab33dd  
CMYK: 51/81/0/0



#### Ultra Violet

(illustrations and CTA only)  
RGB: 81/61/255  
HEX: #513dff  
CMYK: 77/73/0/0

\*Denotes an accessibility score of AA or higher when used on a white background. Appropriate for small text usage in UI applications.

## TYPOGRAPHY

# Brand Typefaces

### PRIMARY TYPEFACE

#### AVENIR LT STD

35 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

45 Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

65 Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

85 Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

95 Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### SYSTEM TYPEFACE

Only use Arial when Avenir is not available (e.g., Microsoft Word, Microsoft PowerPoint, and email templates).

#### ARIAL

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## PHOTOGRAPHY

# People Photography

**Photography should be used to enhance our story and bring a human element to our brand.**

What to look for:

- Fresh, confident models in action
- Natural expressions, authentic postures
- Diversity in age, race, gender, and industry
- Diversity in wardrobe and appearance
- Shot from unique points of view
- Mix of single individuals, small groups, and larger environmental shots with multiple people
- Mix of more intimate points of view and wider, pulled-back shots

What not to use:

- Posed, staged, or overly “stocky” images
- Static images with no sense of action
- Direct eye contact with the camera
- No need to Photoshop product shots on devices in photos unless the screen is explicitly shown



## PHOTOGRAPHY

# Aerial Photography

**Secondary to people photography,** we can use environmental shots to allude to our conceptual narrative and add texture to the brand.

What to look for:

- Unique textural images shot from above
- Can be shot from directly above or at an angle
- Mixture of cityscapes/man-made environments and natural subject matter
- Should be textural in appearance – almost abstracted to a point

What not to use:

- Images with any negative connotations
- Images that look overly stocky or manufactured



## PHOTOGRAPHY

# “Doing” Photography

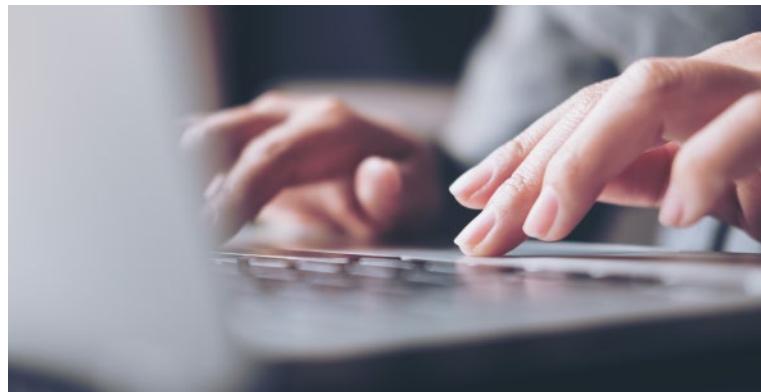
**Secondary to people photography,** we can use zoomed still shots that imply action and add dimension to the brand.

What to look for:

- Office or work-oriented subject matter
- Images that have a human presence, even if they do not feature an entire human
- A diverse mix of age, race, gender, and environments

What not to use:

- Images with any negative connotations
- Images that look overly stocky or manufactured
- Technology that could quickly be dated or out of use
- “Flat lay” style photography
- No need to Photoshop product shots on devices in photos unless the screen is explicitly shown





## BRAND ELEMENTS

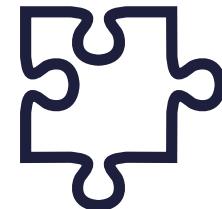
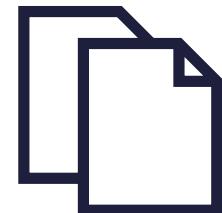
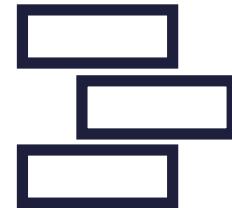
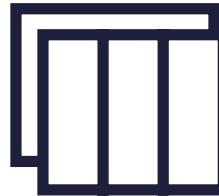
# Iconography

What to look for:

- Sturdy and consistent stroke weight
- Strong angles
- Simplified shapes

What not to use:

- Delicate or dainty stroke weights
- Faint colors
- Complicated or complex shapes



# Illustration Style

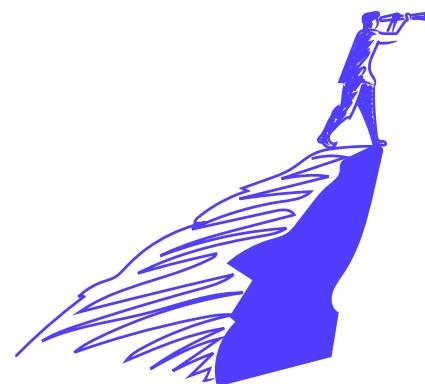
**Illustration can be used as an alternative to photography or in instances where the concept is more abstract than photography can deliver.**

What to look for:

- Subject matter than can be quickly rendered in a sketch style
- Hard edges and angles on shapes (vs. soft or curved)
- If possible, color should be restricted to one color per illustration, so they do not become too busy; tints and shades may be used as necessary
- If imagery contains people, use a diverse mix of gender, skin tone, hairstyles, and clothing

What not to use:

- Images with any negative connotations

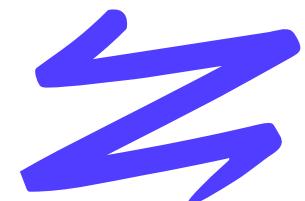
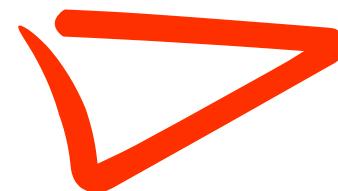
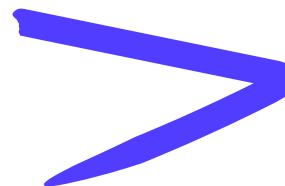


## BRAND ELEMENTS

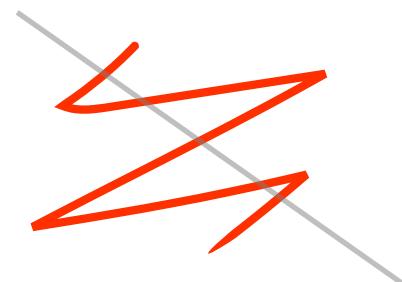
# Brushed Shapes

**Graphic elements can be used sparingly to bring action and direction to layouts and direct the user's eye.**

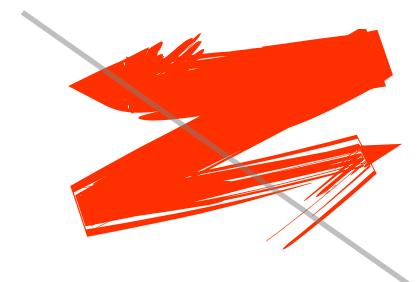
- Use sparingly as a central graphic cropped within a composition
- If using as a central graphic, only use one at a time



DO NOT:



**Do not** use lines that appear too thin or dainty.

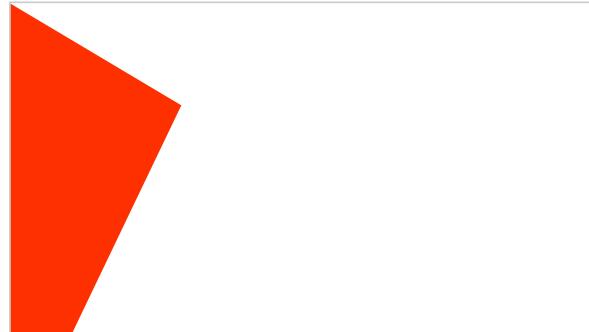


**Do not** use lines that are too thick or have texture.

# Triangles

**Based on the composition of the logo, triangle shapes can be used to add energy to layouts and direct the user's eye.**

- Ensure that the eye is moved upward when possible
- Triangle composition should always appear sturdy - never delicate or tipsy
- Avoid using more than three triangles in a single composition to avoid getting too busy
- Can be used as a single element or to cover a layout



## BRAND ELEMENTS

# Patterns

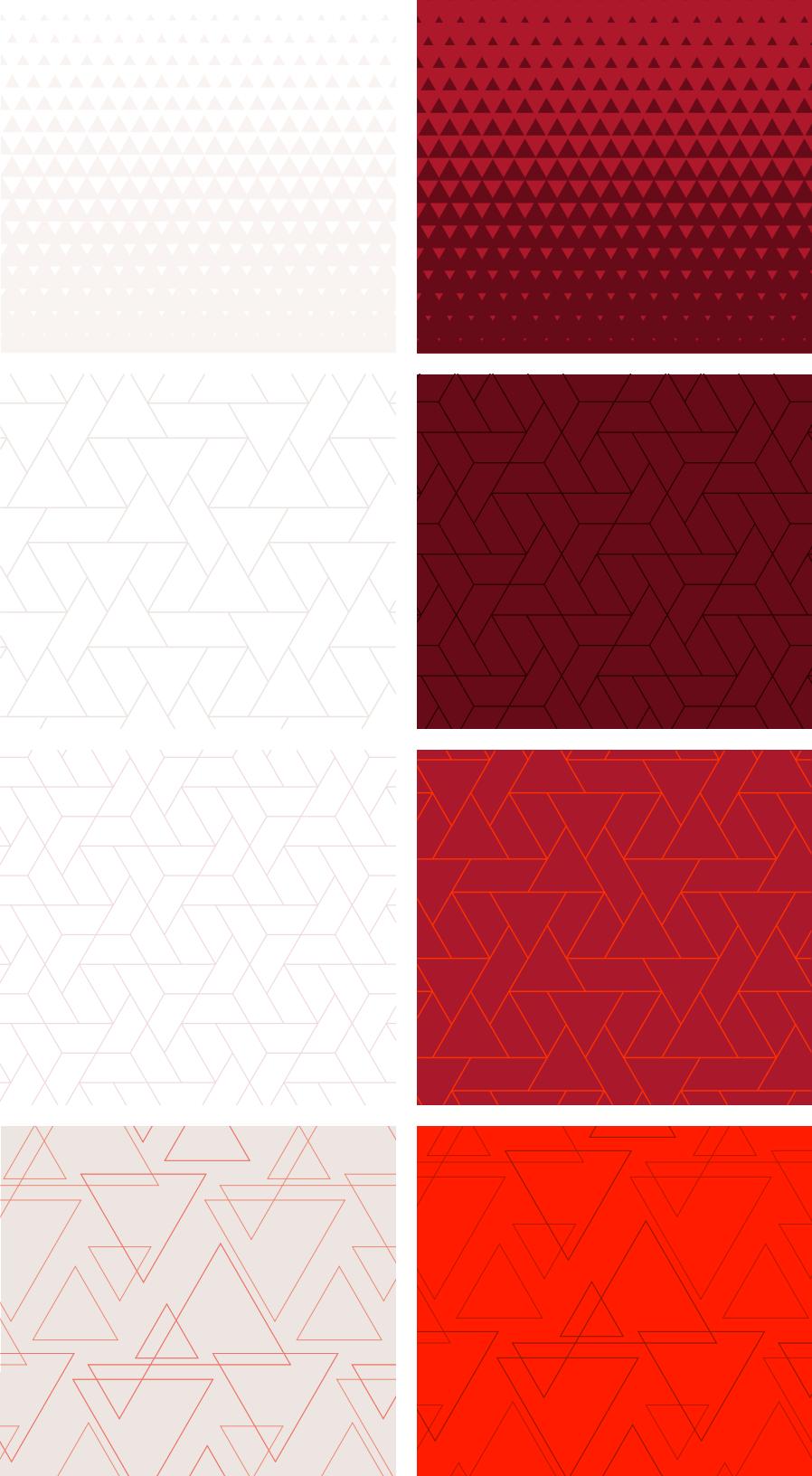
**Patterns can be used as background elements to add texture and dimension to layouts.**

What to look for:

- Patterns based on triangle shapes
- Patterns that have a strong underlying geometric structure

What not to use:

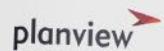
- Patterns that are disorganized or abstract
- Patterns that interfere with legibility



02

# Sample Usage





800 856 0600 Customer Care Log in

PRODUCTS AND SOLUTIONS

RESOURCES

DEMONSTRATIONS, TRIALS AND SURVEYS

ANALYST FINDINGS

CONTACT

LOREM IPSUM

# DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna.

CALL TO ACTION



