



Brand Tone

The Sales Xceleration brand walks a balance of being both *approachable* and *professional*.

Approachable

Friendly
Servant-Minded
Energetic/Driving

Professional

Solid/Secure
Trustworthy and Credible
Expert



Brand Messaging

Tagline

"Sales Growth Experts"

This conveys who we are and what we deliver: trusted leaders helping businesses achieve measurable, sustainable sales growth.

Value Proposition

We help small to mid-size businesses accelerate revenue growth through our proven Certified Sales Operating Management System™.

3 Uniques

Certified Sales Operating Management System™

A comprehensive framework covering every aspect of sales development to build a top-performing sales organization.

Certified Sales Leaders

Experienced Fractional Sales Leaders who integrate into your team to drive strategy and execution.

A Proven System from Strategy to Execution

Time-tested tools and resources that deliver complete sales transformation, not just advice.

Elevator Pitch

Sales Xceleration provides small to mid-size businesses with proven sales leadership. We build strategy, processes, and teams that drive sustainable revenue growth.

Boilerplate Messaging

Our proven system, expertly implemented by our Outsourced VPs of Sales, is built from time-tested tools and resources designed to elevate sales performance by building the right sales strategy, processes, and team to drive results.

Our highly experienced Certified Sales Leaders integrate into your business to execute custom sales growth strategies tailored to your unique needs to cover every aspect of sales development:

- Sales Strategy
- Sales Management
- Sales Infrastructure
- Sales Team

Logos

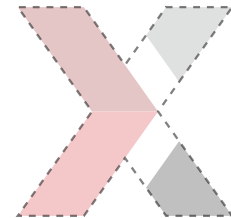
The Sales Xceleration logo is clean, straightforward, and professional while remaining approachable. It has a bold, stable visual presence.



Features a red arrow, implying acceleration and action while giving a nod to the previous logo.



An X is implied in the negative space (as in the previous logo) with the brick, bright red, black, and gray shapes providing dimensionality and implying lighting from above.



The shape of the entire logo implies an X as well.

Logo Variations



Primary/Horizontal



Primary/Stacked

**Sales
Xceleration®**

Text Only



Icon Only

Logo Colors



Primary



Bright Red



Brick



Black



White
(background for display purposes)

Non-Standard Logo Versions

Be careful not to overuse the slogan logo, so as to allow the primary logo to be the focal point of the brand.



Slogan, Horizontal



Slogan, Stacked

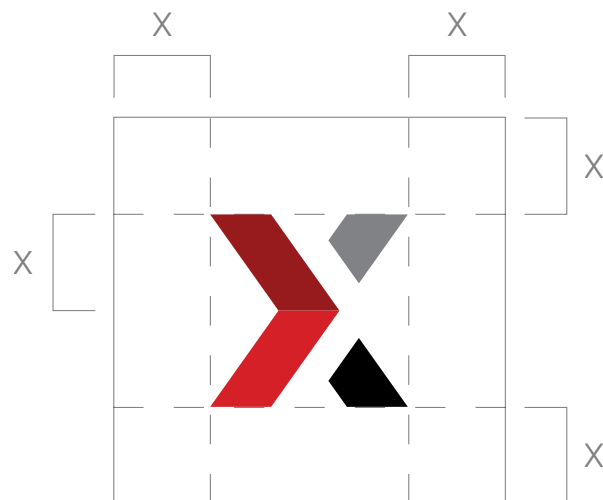
The “Powered by” logo is available for external companies working with Sales Xceleration.

Advisors using the “Powered By” logo should use it at roughly the same size as their company logo.



“Powered by”

Logo Rules / Clear Space



Please leave the width of the red arrow clear around all sides of the logo.
For the icon-only logo, please leave half the height of the logo clear around all sides.

Do not stretch or recolor the logo; only use versions of the logo included in this guide.
Please only use the logo against colors that provide adequate contrast for visibility.

Colors

PRIMARY



Bright Red

CMYK 10 / 100 / 100 / 2
RGB 213 / 32 / 39
PMS 186
HEX D52027



Brick

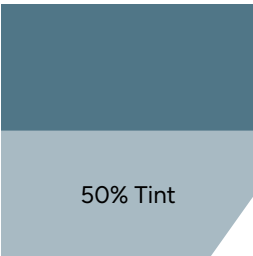
CMYK 24 / 100 / 100 / 26
RGB 151 / 26 / 29
PMS 201
HEX 971A1D

SECONDARY



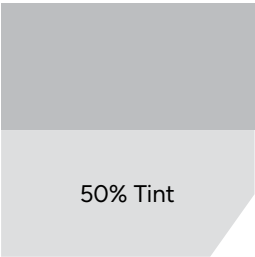
Cream

CMYK 2 / 4 / 8 / 0
RGB 248 / 240 / 229
HEX F8F0E5



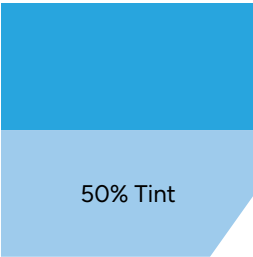
Dark Blue

CMYK 73 / 44 / 37 / 8
RGB 80 / 118 / 135
HEX 507687



Gray

CMYK 0 / 0 / 0 / 30
RGB 188 / 190 / 192
HEX BCBEC0



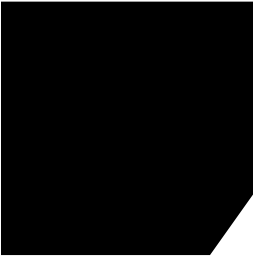
Light Blue

CMYK 71 / 18 / 0 / 0
RGB 43 / 166 / 222
HEX 2BA6DE

GRADIENTS



TEXT-ONLY

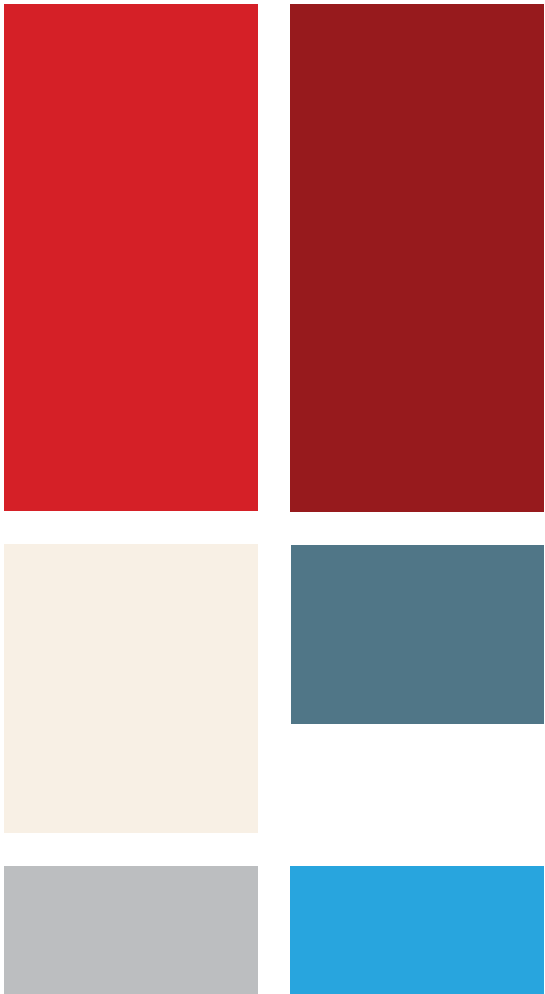


Black

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX 000000

Color Usage Ratios

(approximate, text omitted)



Brick and Bright Red, as well as their gradient, are the most-used within the brand, followed by Cream.

Dark Blue should be used more than the Light Blue and Gray. Light Blue & Gray, and their tints and gradients are used the most sparingly.

Type

Figtree

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

The primary brand typeface is Figtree and is used for all text.
It is straightforward, simple, accessible, and professional.

Figtree is available at [Google Fonts](https://fonts.google.com/specimen/figtree).

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica can be used as a backup typeface, for instances when
Figtree is not available. Helvetica is available on most machines.

Please only use Helvetica when absolutely necessary.

Type Usage Suggestion

The below is a recommended text hierarchy. When using text, please use all caps sparingly.

Figtree Bold

——— Lorem Sit Ipsum Dolor

Figtree Regular

——— This is body copy. Curabitur eu rhoncus mauris, at mattis tortor. Sed ipsum nulla, tempus at tellus ac, molestie blandit lorem. Pellentesque et facilisis ligula. Duis luctus lacinia arcu, non interdum mi fermentum eleifend. Sed tempus ipsum tellus.

Donec tincidunt ante vel efficitur hendrerit. Donec vehicula, ipsum et pharetra dapibus, orci tortor scelerisque lorem, finibus faucibus tortor ligula non dui. Molestie, tortor at elementum pretium, ipsum magna rutrum dolor.

Figtree Bold

——— **Nunc finibus iaculis massa a imperdiet**

Proin interdum imperdiet fermentum. Mauris cursus enim vitae pellentesque pretium. Phasellus vitae iaculis turpis. Mauris justo mi, dapibus non auctor id, rutrum id ante. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Figtree Semibold

——— **Curabitur aliquam velit**

Nec ligula pretium, et gravida lacus lacinia. Cras a ornare purus. Aenean pretium suscipit sem nec aliquet. Morbi finibus nibh a turpis imperdiet pretium. Proin et orci eu tortor aliquam fringilla. Sed id cursus purus. Quisque orci turpis, imperdiet sed dui at, fringilla posuere neque. Duis mi ipsum, pellentesque eu lacus at, bibendum varius ex. Vivamus dui ipsum, ultricies et rutrum sed, sodales id sapien.

Additional Elements

Patterns



Icon Style

Brand icons:

- are set on 50% brand gray (15% black) circles.
- include simple, geometric illustrations.
- use only white, brick, bright red, and gray.
- include shading (in brand gray) that fades at an angle taken from the X in the logo.

When creating other icons, please be sure to follow this style, and also keep line width consistent with this example.



Angles

Angles are based off the shape of the logo icon and can be used in layouts in various ways. These shapes, besides adding to the branded feel, are used to draw attention, create movement, and help lead a viewer's eyes around a piece. The below show examples of how to use these shapes.



Notched boxes

The notch of the box is on the bottom right of a rectangle or square, and is created using angles from the logo icon. Standard rectangles/squares can be used as well, but the notch can be used for an extra bit of style.



Photography

Photos should feel natural and positive, and usually will depict sales success.

- While stock photos can be used, be sure not to select photos that feel unnatural. Stick with candid photography or genuine-feeling portraits. Avoid AI-generated images.
- Images depicting sales success will focus on individuals or teams. They feel professional, confident, successful, cheerful.
- Choose photos that include diversity.
- Photos should feel bright and cheerful but naturally lit.



Layout Examples



Unlock Sales Success

WITH OUR CERTIFIED SALES OPERATING MANAGEMENT SYSTEM™

Do you find it difficult to navigate the complexities of managing a modern sales organization? You're not alone.
Stagnant sales, overwhelming stress, and balancing between management and growth are common challenges our clients face.

Maximize Efficiency and Sales Growth
Our mission is simple: to build a path to more sales for our clients through our Certified Sales Operating Management System™ and expert sales guidance. Let's discuss your needs and determine which components of our comprehensive approach are necessary to start building a successful sales organization.

Ready to achieve your sales and revenue goals?
Scan the QR Code to get started today!






This Here is a Headline



This Here is a Headline



Core Offerings




Sales Strategy
Through our proven Sales System, we guide sales teams in formulating key sales components to enhance focus, alignment, and overall performance.



Sales Infrastructure
We focus on building a solid sales foundation by implementing proven sales processes and equipping your team with the right tools.



Sales Management
Our seasoned Sales Leaders manage your team while supporting processes and tools are established and successfully adopted.



Sales Team
Our VPs conduct assessments to pinpoint skill or personnel gaps within your sales team, followed by a strategic action plan for enhancement.



This Here is a Headline

Copywriting Guidelines

1. Company Name

- Always write as: **Sales Xceleration**
- Use *two separate words*, each in Title Case.
- Do *not* abbreviate as “Sales X” or “SX” in any *public-facing materials* (acceptable internally only).
- Advisors may *not* add geographic locations directly after the Sales Xceleration® name.
 - Not Acceptable: Sales Xceleration Texas
 - Acceptable: Sales Xceleration Serving Houston

2. Website

- Always write the website as: **salesxceleration.com**
- Do not include “www.” unless technically required.
- Do not hyperlink to anything other than the official domain.

3. Trademarks

- **Certified Sales Operating Management System™** must always include the ™ symbol on first mention in a document, presentation, or webpage.
- **Sales Xceleration®** should include the ® symbol on first mention in each piece of collateral, but can appear without it in subsequent uses within the same piece.

4. Copyright Notice

- Standard format: © **Sales Xceleration. All Rights Reserved.**
- Use on official Sales Xceleration® marketing materials, presentations, website footers, and published documents where appropriate.

Sales Xceleration Recruiting



Value Proposition

Sales Xceleration Recruiting helps your organization hire exceptional sales and professional talent. Our certified recruiters leverage deep expertise and a proven process to identify top-tier candidates, backed by a 6-month guarantee.

Key Differentiators

- **Certified Sales Recruiting Experts**

Our team of certified recruiting experts have in-depth experience with sales and professional searches across various industries. They bring a refined understanding of role requirements, candidate behavior and market dynamics to each search. Leveraging our repeatable proven process, our team identifies top performers for your organization.

- **Proven, Reliable Process**

Our structured recruiting process is designed to consistently identify top-tier candidates who align with your goals, culture, and performance expectations. Built for both sales and professional roles, this proven approach ensures we're presenting well-matched, high-quality talent.

- **Transparent Pricing, Guaranteed Results**

Our transparent, flat-fee pricing provides premium recruiting quality at a fraction of traditional costs. Our 6-month guarantee protects your investment while giving you clarity, value, and confidence with every hire.

Boilerplate Messaging

We partner with organizations to build stronger sales and professional teams. Our certified recruiters bring deep sales expertise and a proven process that ensures every hire aligns with your goals, culture, and performance expectations. With transparent pricing and a 6-month guarantee, we give you clarity, value, and confidence from search to success.

Division Overview: Sales Xceleration Recruiting

Brand Description (for internal use and consistency):

Sales Xceleration Recruiting (SXR) is the recruiting division of Sales Xceleration, focused exclusively on helping organizations find exceptional sales and professional talent. SXR operates as a distinct division with its own service model, client engagement process, and brand presence.

All external communications should reference Sales Xceleration Recruiting as "a division of Sales Xceleration" on first mention. This reinforces the strength and credibility of the Sales Xceleration master brand while distinguishing the unique recruiting focus and client-direct business model of SXR.

Example language for first use in marketing materials:

Sales Xceleration Recruiting, a division of Sales Xceleration, specializes in leveraging our repeatable proven process, our team identifies top performers for your organization.

