

# Brand Guidelines

version 1.0

# Contents

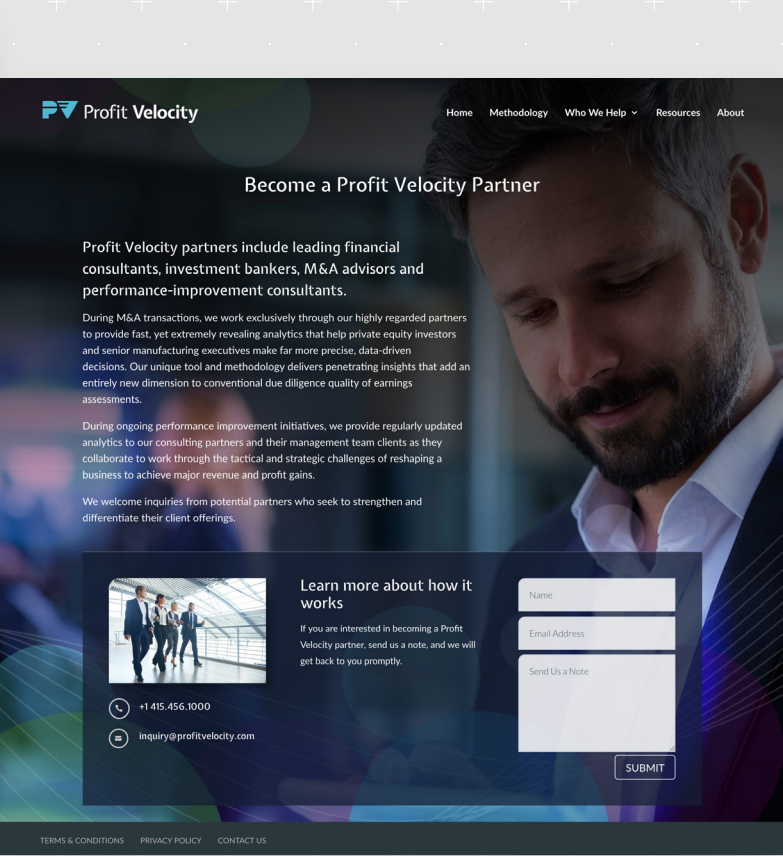
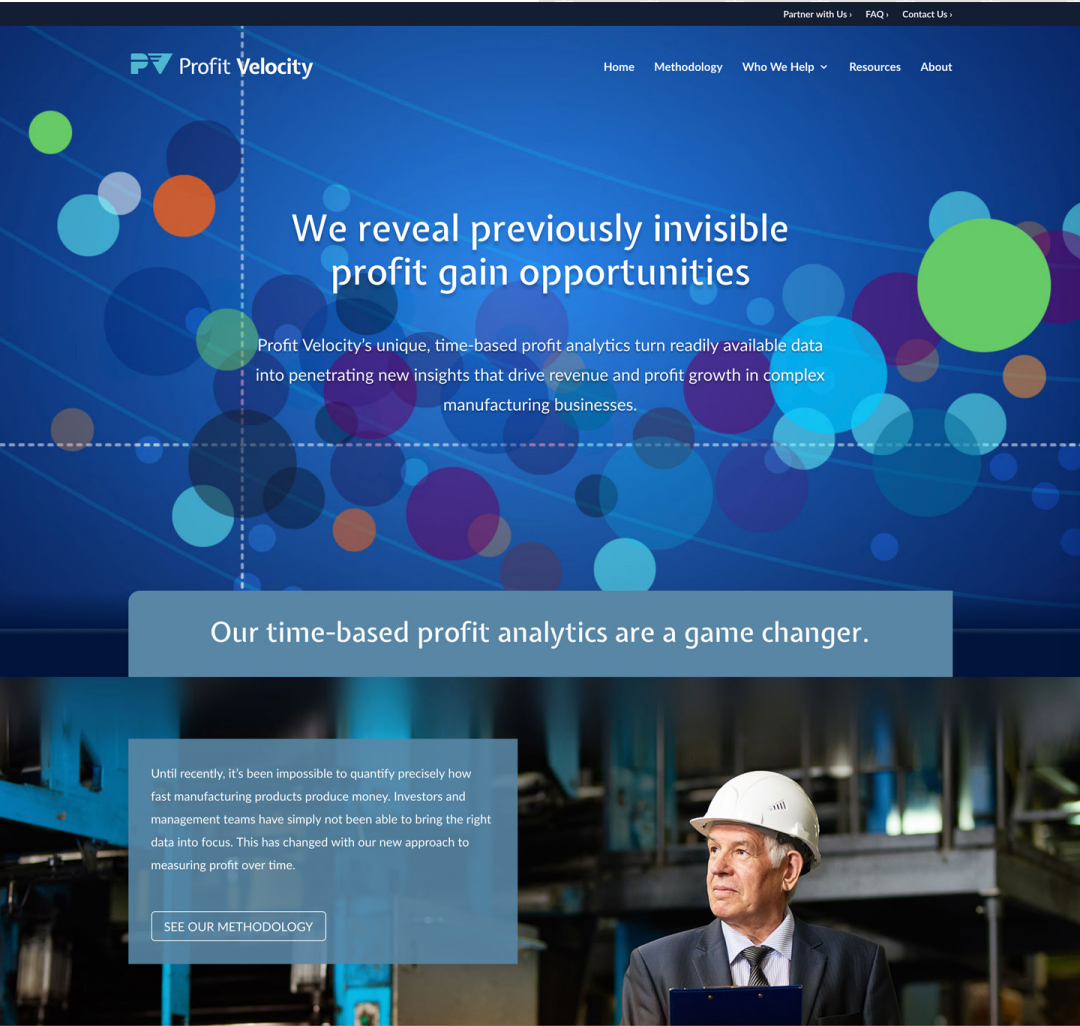
Overview	3
Master logo	4
Logo variations	5
Logo usage	6
Typography	7
Color palette	8
Brand application	9

# Overview

## Time-Based Profit Analytics

Profit Velocity’s unique, time-based profit analytics turn readily available data into penetrating new insights that drive revenue and profit growth in complex manufacturing businesses.

profitvelocity.com  
+1 415.456.1000  
inquiry@profitvelocity.com



# Master logo



**Main logo**

When possible, use this version of the logo.



**Icon**

For use in small spaces.



# Logo variations



Regular



Light



Black & White/One Color

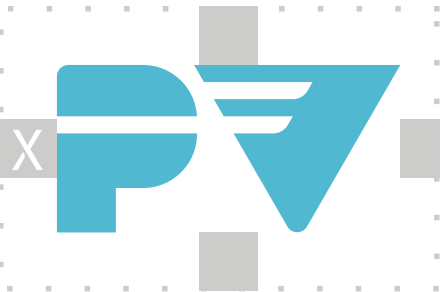
# Logo usage

## Exclusion zones

Always allow a minimum space around the logo.



X=width of P stem




The icon version of the logo needs more room on the left to create a visually balanced look. Therefore the X square is reduced by 1/3 on the right hand side.

The icon should only be used to supplement the brand when the Profit Velocity name is already mentioned or known.


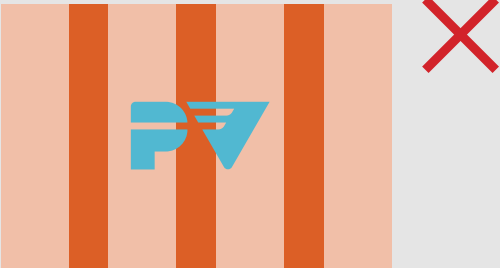
## Don'ts



*DON'T manipulate or stretch the logo*



*DON'T use with unapproved colors*



*DON'T use with distracting backgrounds or as a pattern.*

# Typography

## Headlines - Expletus Sans Type Family

### Expletus Sans

Expletus Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Expletus Sans Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Expletus Sans Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Callouts

We provide insights that  
empower your success.

## Body Content - Lato Sans Type Family

### Lato Sans

Lato Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Heavy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Heavy Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Buttons

View Mergers & Acquisitions

View Mergers & Acquisitions —

SEND MESSAGE

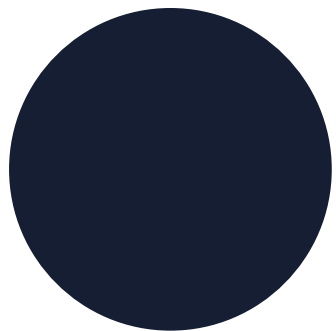
## Example Usage

Profit Velocity is a highly specialized  
provider of time-based profit analytics  
that help our clients make far more  
profitable investment and operational  
decisions.

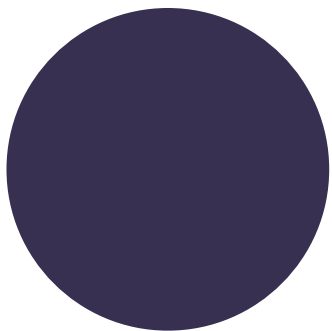
Our state-of-the-art analytics platform is designed to deliver  
invaluable insights to our partners and clients. We go well  
beyond the analysis of historical performance. Our unique  
enterprise-scale ‘what if’ planning capabilities allow you to  
instantly quantify the impact alternate scenarios will have on  
revenue and profit.

# Color palette

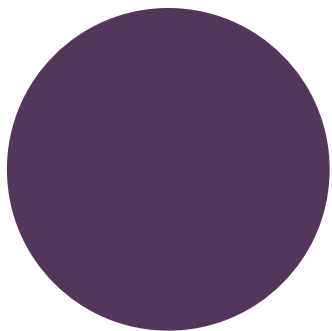
**Primary**



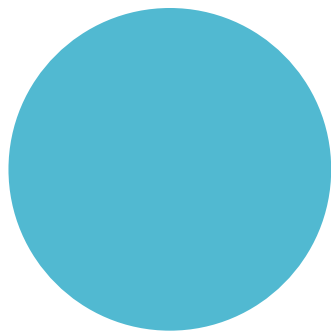
HEX: #151e33  
RGB: 21.30.51  
CMYK: 91.81.51.62



HEX: #373051  
RGB: 55.48.81  
CMYK: 83.84.41.36

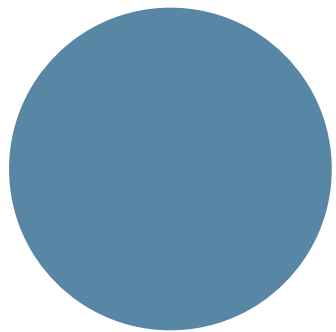


HEX: #533559  
RGB: 83.53.89  
CMYK: 70.84.39.29

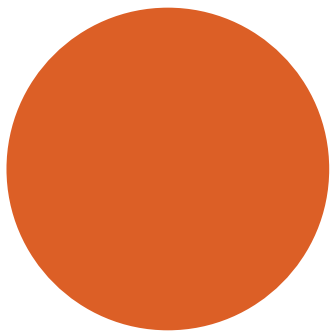


HEX: #51b9d1  
RGB: 81.85.209  
CMYK: 63.7.14.0

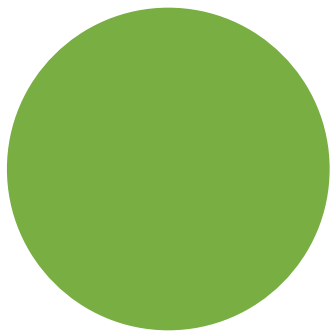
**Secondary**



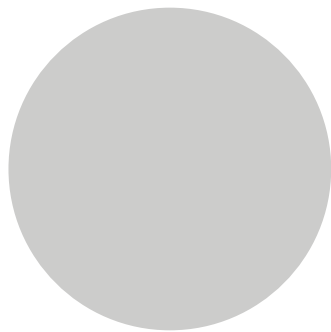
HEX: #5886a5  
RGB: 88.134.165  
CMYK: 70.39.23.1



HEX: #dc5f26  
RGB: 220.95.38  
CMYK: 9/76/100/1



HEX: #78ae42  
RGB: 120.174.66  
CMYK: 59.11.100.0



HEX: #cccccb  
RGB: 204.204.203  
CMYK: 19.15.16.0

**Usage Density**

Colors should be given this priority when in use.





# Brand application



**Brand Language**  
**WAVES:** Denote flow of data



**Brand Language**  
**THE GRID:** Denotes measurable value



## Our Methodology

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



**Brand Language**  
**BOKEH:** Overlay natural bokeh as well as circles to denote scatter plot data