



ClientPoint[®]

Brand Style Guideline 6.2

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Our Mission Statement

Mission definition

Starting with the End in Mind

- Our compass heading
- The transcendent reason for our company's existence.
- Big Hairy Audacious thing we want to go get (BHAG)
- (noun) A formal summary of the aims and values of a company, organization, or individual.

Mission Statement

ClientPoint digitally super-empowers businesses by bringing the best tools, technology and practices into an unequalled platform for creating the world's most profitable relationships.

Why We Exist

To help companies organize and transform their most valuable business relationships.

Our Company Vision

Vision definition

- Our “BHAG” (Big Hairy Audacious Goal)
- An outcome statement that will focus and inspire our team, our shareholders, our partners & our clients.
- A one sentence statement describing our intended place in the world.

Our Vision

We will become the front office of the business world.

Core Values



GENUINENESS

We know our greatest talents come alive only when we're fully ourselves. We're free from masks, game playing and corporate politics. We're sincere, we value others, and we have fun.



INTEGRITY

We honor our word to ourselves and to others. We do what's right, every time. We deliver products and services that are sound in structure and performance.



FAST INNOVATION

We believe those who iterate fastest tend to win, so we're flexible and nimble. We like to try new things. We don't fail; we have learning moments. We test and measure, adjust quickly, and capitalize on what works. We maniacally focus on client needs and expectations.



TEAMWORK

It's more fun to play and succeed as a team. We do whatever it takes to win together. We give our best, stay positive, and set conflict aside when needed for the sake of the goal. We show up big with our own strengths while having each other's backs. We support and cheer each other on.



ENDURING WINNING SPIRIT

We expect to win every time. We show up ready to go, with determination, creativity, passion, and perseverance. No room for excuses or explanations: we do what it takes to figure it out and get it done.



DELIGHTED CUSTOMERS

We bring so much success to our clients that they can't stop raving about us. We constantly find ways to make their lives easier and their relationships more profitable. The main reason we grow is because our clients love us.

Core Values: The company core values are the beliefs that you hold true about your organization and its culture. The core values are what guide your company to stay true to who you are authentically. Core values should be utilized for hiring purposes. They are a useful way to screen candidates to find like minded individuals who will fit into the culture and support the company's aspirations. They should be utilized for employee reviews and to illustrate to investors or board members what embodies the company culture. Core values also assist in aligning separate corporations. Having clear core values assists in strategic partnerships and helps illustrate and communicate to all stakeholders what the company's ideals are.

Core Values

Brand Philosophy

ClientPoint digitally empowers business relationships for greater success.

The Brand Philosophy Statement: The Brand Philosophy will guide the business values and principles and inspire confidence in all stakeholders. Imprinting the company's philosophy into the brand core will ensure it remains authentic; It will keep the brand on track by ensuring the original purpose of the company's existence is instilled and honored. The Brand Philosophy will guide your graphic designers, marketers, and public relationships to ensure Engagement Points are aligned. It will also capture the essence of your brand's backend story.

Brand Core DNA

Brand Core Message

Tools, technologies and practices in a platform that enables profitable relationships.

Brand Promise

We are the platform for the world's most profitable relationships.

The Core Brand Message: This is the key message that your company will be communicating to all its targeted audiences. All other messages coming from your company will be offshoots of this core brand message. The more closely your core message reflects the authenticity of why your brand exists, the more effective your brand message will be both within your company culture and to the outside world.

The Brand Promise: This is a statement made by an your organization to your customers stating what customers can expect from your product and services. This is in terms of the benefits and experience- the tangible and the intangible, i.e., the value proposition. This is the most important aspect of your brand. It represents the uniqueness of the brand and this is what the customers remember.

Brand Voice

KEY POSITIONING STATEMENT



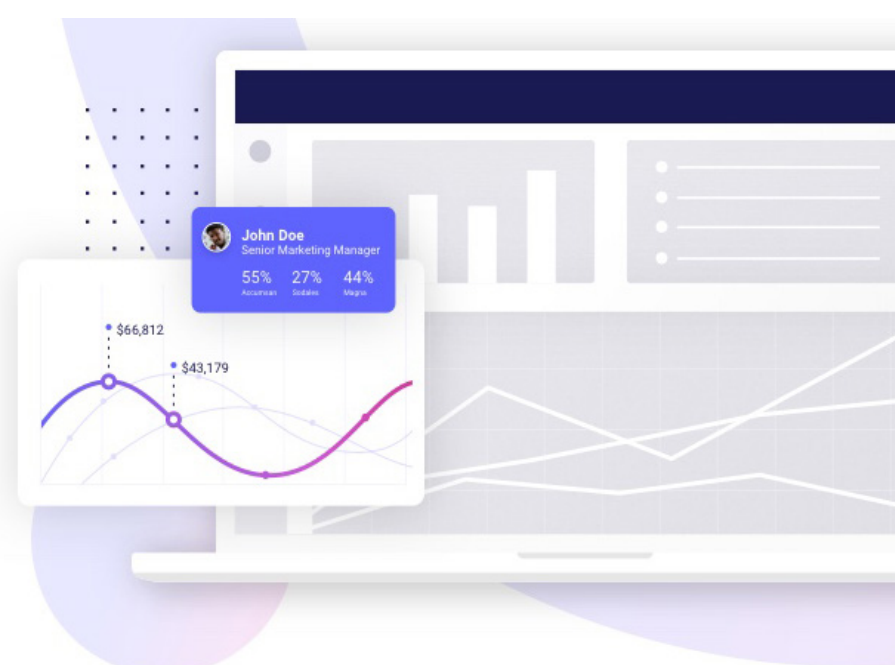
ClientPoint helps companies improve the proposal process, shorten the sales cycle, and close more deals. **It's a single point of intersection for client relationships.**



Style Tips

1. Avoid slang and jargon.
2. Keep it positive and active as much as possible.
3. Always keep scannability in mind.
4. Use inclusive language.

Voice Characteristic



Brand Voice

Authentic

Description

We're going to tell you the truth about what our tools can and can't do, and help you find solutions regardless.

Do

Be honest and direct. Say what you're going to do, and then do it.

Don't

Beat around the bush. Minimize mistakes or gloss over shortcomings within the solution. Overpromise and underdeliver.

Innovative

Description

The solutions we offer are always evolving to meet our clients' needs - ones they know about and the ones haven't anticipated.

Do

Speak positively about the future. Always keep an eye on what's ahead.

Don't

Be vague when discussing what's coming down the line from ClientPoint.

Supportive

Description

Your problems are our problems, and we're here to help you solve them.

Do

Talk about creative solutions. Stay optimistic.

Don't

Let the conversation end without a solution or a plan to find one.

Client-focused

Description

It's not about what our platform does, it's what you'll do with it that matters.

Do

Frame everything through the outcomes we enable.

Don't

Focus too heavily on product features in a vacuum.

Brand Core Icon

ClientPoint Core Icon

Say hello to the new ClientPoint icon. Simple, bold, friendly and unique, this icon has the flexibility to be used in a variety of mediums.



ClientPoint®

Primary Logo: The tall version of our logo should always be used. Any exceptions need to be approved by the head of product or head of marketing.

Trademark

The icon will be trademarked and will appear with the TM symbol as shown on lower right side of the letterform.

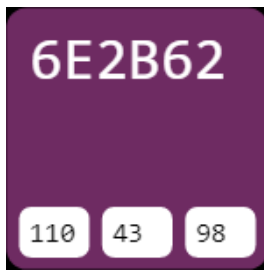


Secondary Logo: The wide version of our logo should never be used, except for in unique situations that require a wide logo. Each such exception needs to be approved by the head of product or head of marketing.

Ideally: The ClientPoint Brand Icon will be used on white background with a full four Color treatment for maximum impact and clarity. Extra care needs to be taken in web environments where devices may have dark mode enabled. The proliferation of dark mode means that the ClientPoint logo file used must have a white background that extends to full clear space. For complete ClientPoint Brand Icon guidelines view the upcoming pages in this section.

Color

Primary Palette



Clientpoint Plum
PMS 7657 C
CMYK 0, 61, 12, 56
RGB 113, 44, 99
HEX #712C63
80
60
40
20

Logo

Neon Blue
Pantone
CMYK 63, 61, 0, 0
RGB 95, 100, 254
HEX #5F64FE
80
60
40
20

Usage

Paua
Pantone
CMYK 68, 70, 0, 68
RGB 26, 25, 82
HEX #1A1952
80
60
40
20

Usage

White
Pantone
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

Usage

Secondary Colors

Crimson
Pantone
CMYK 0, 96, 66, 16
RGB 215, 9, 74
HEX #D7094A
80
60
40
20

Usage

Spring Green
Pantone
CMYK 89, 0, 22, 11
RGB 25, 227, 177
HEX #19E3B1
80
60
40
20

Usage

Iris Blue
Pantone
CMYK 100, 20, 0, 14
RGB 0, 176, 220
HEX #00B0DC
80
60
40
20

Icon Background

Selective Yellow
Pantone
CMYK 0, 24, 94, 3
RGB 247, 186, 15
HEX #F7BB0F
80
60
40
20

Icon Background

Color

Tertiary Colors

ClientPoint Charcoal Grey

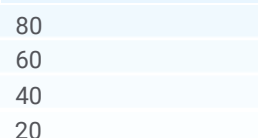
PMSCool Gray 11 C
 CMYK 6, 4, 0, 65
 RGB 85, 86, 90
 HEX #55565A



Icon Background

Alice Blue

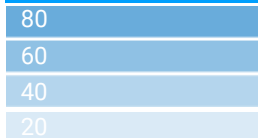
Pantone
 CMYK 9, 4, 0, 0
 RGB 233, 246, 255
 HEX #E9F6FF



Icon Background

Deep Sky Blue

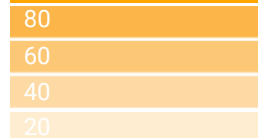
CMYK 100, 37, 0, 1
 RGB 0, 159, 253
 HEX #009FFD



Icon Background

Orange Yellow

CMYK 0, 36, 100, 0
 RGB 255, 164, 1
 HEX #FFA401

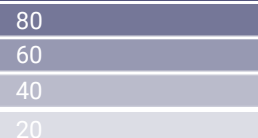


Icon Background

Neutrals

Slale Purple

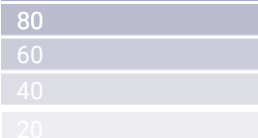
Pantone
 CMYK 34, 33, 0, 51
 RGB 82, 84, 125
 HEX #52547D



Body Text

Medium Cool Grey

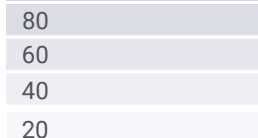
Pantone
 CMYK 12, 11, 0, 25 RGB
 168, 169, 190 HEX
 #A8A9BE



*Subtle Text,
 Demphasis overline,
 Captions*

Pale Cool Grey

Pantone
 CMYK 4, 5, 0, 13
 RGB 213, 212, 222
 HEX #D5D4DE



Disable Button

Light Cool Grey

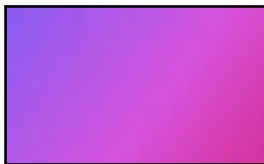
Pantone
 CMYK 2, 2, 0, 5 RGB
 239, 238, 243 HEX
 #EFEF1



Accent in Icon

Color

Gradients

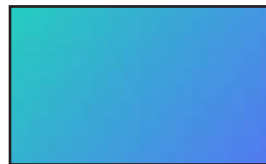


Crimson Blue

3 Color Stops

- #5B64F9
- #D04CD4
- #DFO64B

Buttons, Artwork



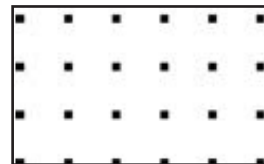
Neon Spring

2 Color Stops

- #1BDBAC
- #5B64F9

Buttons, Artwork

Patterns

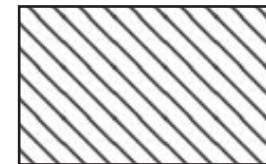


Square Grid

Pantone

CMYK 0, 25,94,3
 RGB 247,186,15
 HEX #F7BA0F

Buttons, Artwork



Striped Hash

Pantone

CMYK 0, 25,94,3
 RGB 247,186,15
 HEX #F7BA0F

Buttons, Artwork

Color model:

RGB

Red:

91

Green:

100

Blue:

249

Color model:

RGB

Red:

208

Green:

76

Blue:

212

Color model:

RGB

Red:

6

Green:

75

Blue:

223

Buttons

Hero Button



DROP SHADOW

box-shadow: 5px 20px 0
rgba(0,0,0.20);

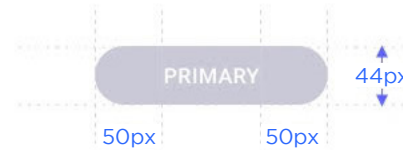
HOVER EFFECT

<http://ianlum.github.io/Hover/#effects>

Section: Background Transation

Effect: Rectangle Out

*Transition from gradient to solid Color
(#5F63FF)



BUTTON TEXT

font-family: Roboto-Medium
font-size: 18px
Color: #FFFFFF;
letter-spacing: 1px;
text-align: center;

BUTTON TEXT

font-family: Roboto-Medium
font-size: 16px
Color: #FFFFFF;
letter-spacing: 0.5px;
text-align: center;

Default



Link Example

Hover States



Link Example →

Disable



Link Example

Active



Link Example →

Brand Core Icon

Color Usage

Color

The Color version of the mark ideally is used on a white or light neutral backgrounds for greatest impact. A white background is always preferred. Always secure approval from the head of marketing when desiring to use any of the treatments on this page.

Gray-scale

For better legibility and clarity please use the mark in its true, two Colors.

Dark Background

For use on darker backgrounds please use the two Color, one Color or white versions of the mark.

Exception: In certain applications such as silk screening or embroidery, the Color version may be used on a black background. If using this version, you may increase the letter-spacing, please take care to ensure that the letterform (CP) is legible.



Limited Use 'CP' - 1 Color - Print PMS 7657C



Limited Use 'CP' - 1 Color - Print PMS 7657C

ClientPoint[®]

Limited Use 'CP' - 1 Color - Print PMS Cool Gray 11C

ClientPoint[®]

Limited Use 'CP' - 1 Color - Print Black



Limited Use 'CP' - 1 Color - Print PMS 7657C



Limited Use 'CP' - 1 Color - Print PMS 7657C

ClientPoint[®]

Limited Use 'CP' - 1 Color - Print PMS Cool Gray 11C

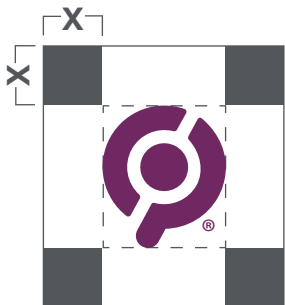
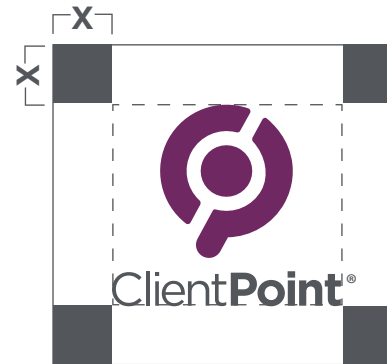
ClientPoint[®]

Limited Use 'CP' - 1 Color - Print Black

Brand Core DNA

Clear Space

In order to gain maximum visibility, the ClientPoint mark should always appear with the minimum area of clear space around the mark. This space is determined by “x”, illustrated in the diagram. This area should be free of any other elements. When executing online applications, where space is limited, the clear space may be reduced to 75% of “x”.



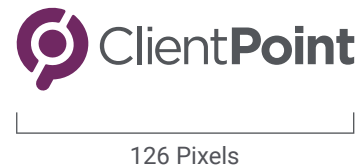
Brand Core DNA

Minimum Size

The following minimum size measurements are to maintain the mark's integrity across a variety of media. It is recommended to not go smaller than any of the sizes listed.

Primary Icon

1.



2.



3.



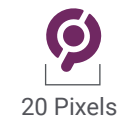
1. Primary Mark Broadcast
2. Primary Mark Web
3. Primary Mark Print

Limited Use 'CP' Mark

4.



5.



6.



4. Limited Use 'CP' Broadcast
5. Limited Use 'CP' Broadcast Web
6. Limited Use 'CP' Broadcast Print

Brand Core DNA

Minimum Size

The following minimum size measurements are to maintain the mark's integrity across a variety of media. It is recommended to not go smaller than any of the sizes listed.

Letterform

1.

ClientPoint®
└──────────────────┘
126 Pixels

2.

ClientPoint®
└──────────┘
90 Pixels

3.

ClientPoint®
└──────────┘
1 Inch

1. Letterform Broadcast
2. Letterform Web
3. Letterform Print

Brand Core DNA

Mark Violations

In order to maintain the integrity and consistency of the ClientPoint brand, the mark must not be altered or manipulated in anyway. These rules apply for all print and online applications.



Elements - There should not be any additional elements added to the mark.



Rotation - The marks should always maintain a level baseline.



Elements - There should not be any additional elements added to the mark.



Rotation - The marks should always maintain a level baseline.



Colors - Do not change the Colors on any of the marks.



Background Color - The marks should never be placed on a Color that match-es a Color within the mark itself. For use on darker Colors refer to page 14

Brand Core Icon

Mark Violations

In order to maintain the integrity and consistency of the ClientPoint brand, the mark must not be altered or manipulated in anyway. These rules apply for all print and online applications.



ClientPoint®

Elements - There should not be any additional elements added to the mark.



Rotation - The marks should always maintain a level baseline.



ClientPoint®

Scale - The proportions of the marks should never be altered in any way.



ClientPoint®

Shadows - Do not add a drop shadow.



ClientPoint®

Colors - Do not change the Colors on any of the marks.



Background Color - The marks should never be placed on a Color that match-es a Color within the mark itself. For use on darker Colors refer to page 14

Typography

Color model: RGB

Red:

Green:

Blue:



Droid Serif

Droid Serif is the main font for headline display type.

Regular abcdefghijklmnopqrstuvwxyz
Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 1234567890!@#%&

Roboto Sans

Roboto Sans is the main font for body text and product design. An additional brand font color (RGB 71,72,116) is the official color for our Roboto font.

Light abcdefghijklmnopqrstuvwxyz
 Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium **1234567890!@#%&**
Bold

HEADINGS

TYPE	PROPERTIES	TRANSFORM
H1 Headline	Droid Serif Bold -80px, 100 line height, -0.5 spacing	None

```
font-family:Droidserif-Bold;
font-size: 80px;
Letter-spacing: -0.5px
Line-height: 100px;
```

H1 Lorem Ipsum

Typography

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

H2 Headline

Droid Serif Bold - 60px, 72 line height, -0.5 spacing

None

font-family:Droidserif-Bold;
font-size: 60px;
Letter-spacing: -0.5px
Line-height: 72px;

H2 Lorem Ipsum

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

H3 Headline

Droid Serif Bold - 46px, 62 line height, -0.5 spacing

None

font-family:Droidserif-Bold;
font-size: 46px;
Letter-spacing: -0.5px
Line-height: 62px;

H3 Lorem Ipsum

Typography

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

H4 Headline

Droid Serif Bold - 34px, 46 line height, -0.25 spacing

None

font-family:Droidserif-Bold;
font-size: 34px;
Letter-spacing: -0.25px
Line-height: 46px;

H4 Lorem Ipsum

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

H5 Headline

Droid Serif Bold - 24px, 34 line height, -0.25 spacing

None

font-family:Droidserif-Bold;
font-size: 24px;
Letter-spacing: -0.25px
Line-height: 34px;

H5 Lorem Ipsum

Typography

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

H6 Headline

Roboto Bold - 20px, 24 line height, 0 spacing

None

font-family:Roboto Bold
font-size: 20px;
Letter-spacing: 0;
Line-height: 24px;

H6 Lorem Ipsum

BODY TEXT

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

Subheading 1

Roboto Regular - 22px, 34 line height, 0 spacing

None

font-family: Roboto Regular;
font-size: 22px;
Letter-spacing: 0;
Line-height: 34px;

Subheading 1 Lorem Ipsum

Typography

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

Subheading 2	Roboto Regular - 20px, 30 line height, 0 spacing	None
---------------------	--	------

font-family: Roboto Regular;
font-size: 20px;
Letter-spacing: 0;
Line-height: 30px;

Subheading 2 Lorem Ipsum

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

Body Text	Roboto Regular - 16px, 26 line height, 0 spacing	None
------------------	--	------

font-family: Roboto Regular;
font-size: 16px;
Letter-spacing: 0;
Line-height: 26px;

Body Text Lorem Ipsum

Typography

TYPE	PROPERTIES	TRANSFORM
Body Text 2	Roboto Regular - 14px, 20 line height, 0 spacing	None

font-family: Roboto Regular;
font-size: 16px;
Letter-spacing: 0;
Line-height: 26px;

Body Text 2 Lorem Ipsum

TYPE	PROPERTIES	TRANSFORM
Overline	Roboto Bold - 14px, 18 line height, 2pt spacing	All Caps

font-family: Roboto- Bold;
font-size: 14px;
Letter-spacing: 2px;
Line-height: 18px;

OVERLINE LOREM IPSUM

Typography

TYPE

PROPERTIES

TRANSFORM

Large Button

Roboto Medium - 18px, 21 line height, 1 spacing

All Caps

font-family: Roboto Medium;
font-size: 18px;
Letter-spacing: 1px;

LARGE BUTTON LOREM IPSUM

TYPE

PROPERTIES

TRANSFORM

Button Text

Roboto Medium - 16px, 19 line height, 0.5 spacing

All Caps

font-family: Roboto Medium;
font-size: 16px;
Letter-spacing: 0.5px;

LARGE BUTTON LOREM IPSUM

Typography

TYPE	PROPERTIES	TRANSFORM
------	------------	-----------

Caption

Roboto Medium - 12px, 16 line height, 0 spacing

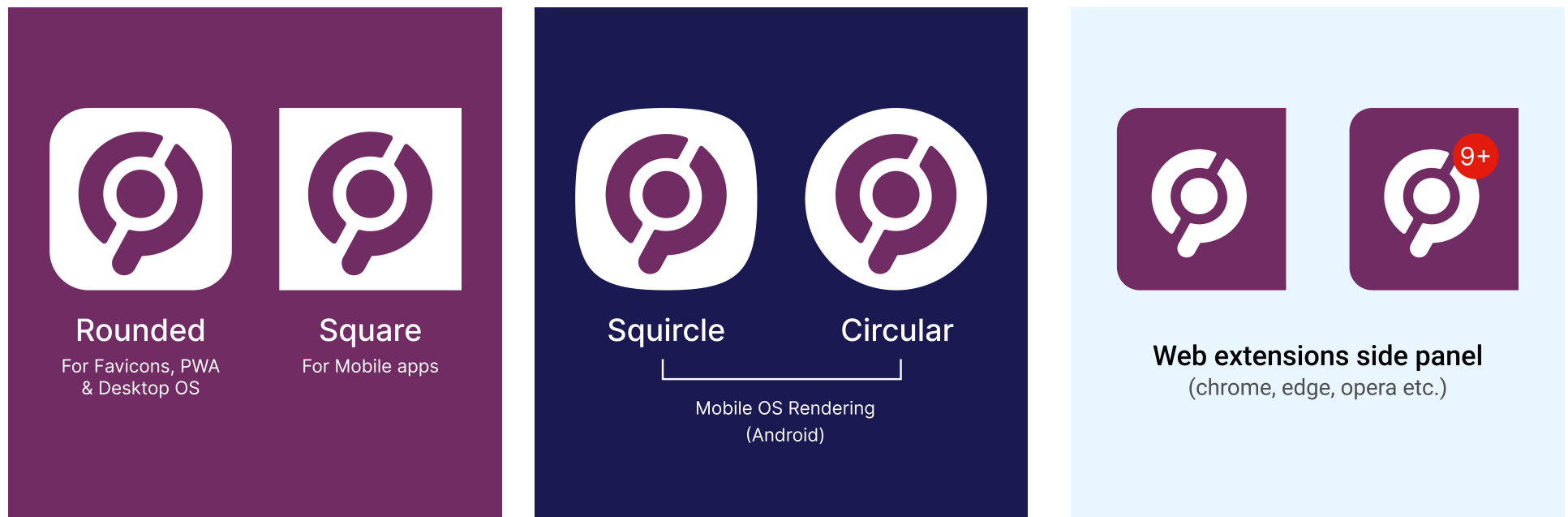
All Caps

font-family: Roboto Medium;
font-size: 16px;
Letter-spacing: 0.5px;

Caption Lorem Ipsum

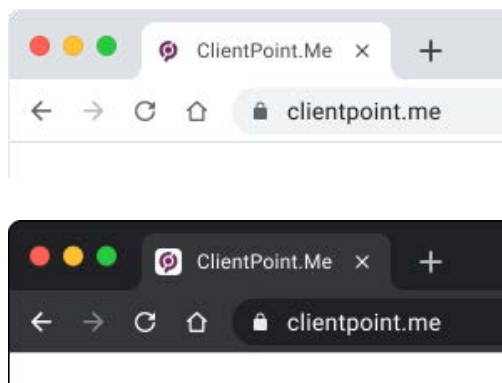
Iconography for favicons and similar treatments

TYPE	DESCRIPTION
<ul style="list-style-type: none"> • Square • Rounded • Circle • Squircle • Web extension pull tab 	<p>The following shows our brand rules for displaying our mark on icons across various platforms and operating systems. It includes the exact spacing and sizing, as well as links to certain assets that will help you execute our mark into icon and similar treatments.</p>

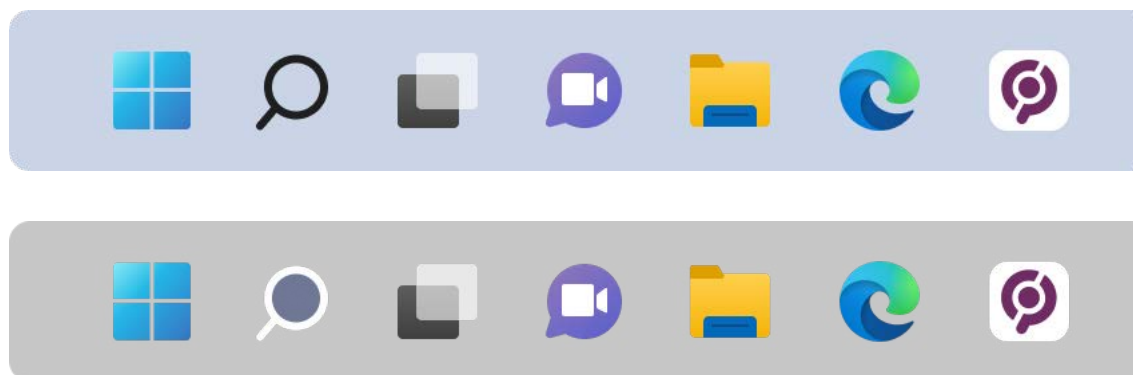


Rendering of ClientPoint Mark on Browser & Desktop OS

BROWSER TAB ICON



WINDOWS TASKBAR ICON



MAC OS TASKBAR ICON

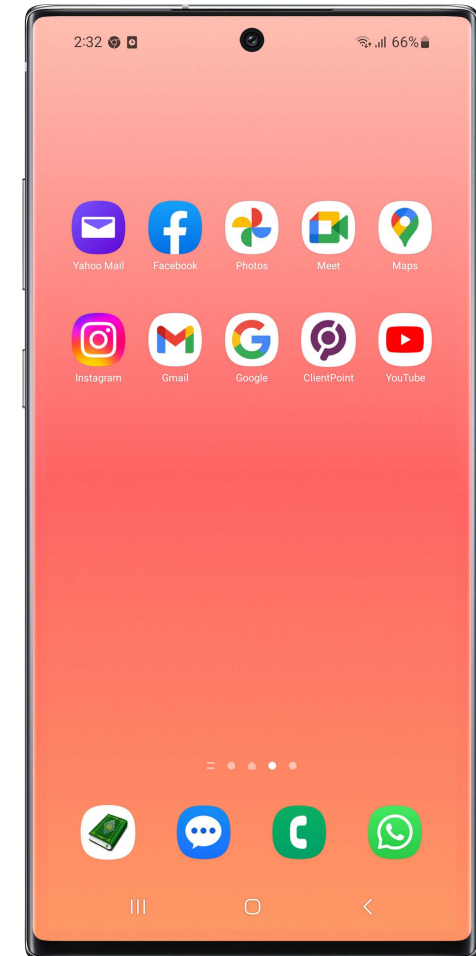
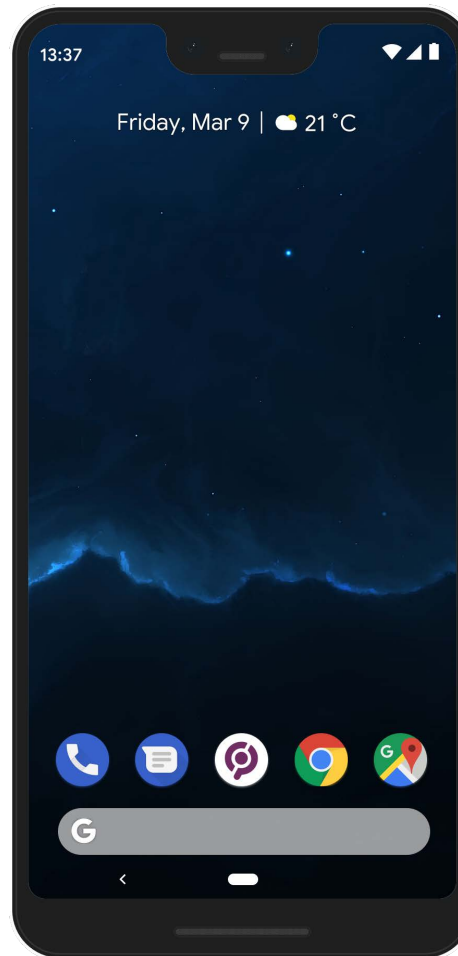


Rendering of ClientPoint icon on PWA and Mobile OS (Android/iOS)

iOS



ANDROID



EndPoint Solutions

