BRAND GUIDELINES

Your guide to working with the simPRO Software corporate brand.
The simPRO Software company logo and screw device reflect the control and precision with which our software allows users to lock down their business processes.

**01 Standard logo**
Whenever possible, this logo is to appear on all print and screen-based collateral such as print ads, corporate stationery, websites, banner ads etc. The standard logo should always be used on a white or very light-coloured background.

**02, 03 Reversed logo**
In situations where the standard logo on a white background is unsuitable, the reversed version can be used. It is preferable to use the reversed logo on a simPRO Blue or simPRO Dark Grey background whenever possible.

*NOTE: Use of the reversed company logo on colours outside of the simPRO palette is acceptable in co-branding scenarios only.*
PRODUCT & ADD-ON LOGOS

01 Product logos
Any collateral advertising simPRO products should include the relevant product logo/s. Collateral containing product logos should also include the company logo and tagline whenever possible. It is preferable to use the reversed product logos on their respective product colours as outlined below:

- **simPRO Cyan**
- **simPRO Blue**
- **simPRO Navy**

02 Add-on logos
Any collateral advertising simPRO add-on products should include the relevant add-on logo/s. Collateral containing add-on logos should also include the company logo and tagline whenever possible. It is preferable to use the reversed add-on logos on a simPRO Blue or simPRO Dark Grey background.

NOTE: Use of the reversed product/add-on logos on colours outside of the simPRO palette is acceptable in co-branding scenarios only.
LOGO CLEAR SPACE

Company logo
Use the screw device as a guide to allow adequate clear space around the company logo.

Product & add-on logos
Use the screw device and add-on logo icon as a guide to allow adequate clear space around the product/add-on logos.
LOGO USAGE

01, 02, 03 Correct usage
Standard & reversed logos used with the correct background colours and adequate clear space.

04 Incorrect background colour
Do not use logos on background colours outside of the simPRO palette (exceptions may be made in co-branding scenarios).

05 Irregular shapes
Never contain the logo inside any shape other than a box or the simPRO footer device. It is also acceptable for the logo to be placed on an open background with no container.

06 Non-reversed logo on coloured background
Do not use a non-reversed logo on a coloured background, even if the background colour is from the simPRO colour palette.

07 Stretching
Never stretch, warp or distort the logo in any way.

08 Rotation
Do not rotate, skew or reflect the logo.

09 Effects
Never use any effects on the logo. This includes drop-shadows, outer-glow, strokes, bevels, embossing etc.

NOTE: The above also applies to product and add-on logos.
COMPANY TAGLINE

**Serious Job Management**

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**01 Standard tagline**
The standard tagline used in conjunction with the standard company logo.

**02 Extended tagline**
In situations where vertical space is limited, a truncated version of the company logo (with the word ‘SOFTWARE’ removed) may be used. This should always be accompanied by the extended tagline that has the word ‘Software’ added to the end.

**03 Software double-up**
Never use the full company logo with the extended tagline. The word ‘Software’ in the extended tagline becomes redundant in this scenario.

**04 No mention of software**
Never use the truncated company logo with the standard tagline. With no mention of software, it becomes unclear what we do as a company.

**05, 06 Condensed version**
When horizontal space is limited the condensed tagline may be used. Use only with the full company logo.

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**NOTE:** Always use the preformatted company tagline images from the Adobe CC library. Do not recreate the taglines with the text tool.
COLOUR PALETTE

Core colours
simPRO Blue and simPRO Dark Grey (in conjunction with paper white) form the colour foundation of most of our artwork.

simPRO Blue
- PMS: 7686
- CMYK: 100 67 0 23
- RGB: 0 75 141
- HEX: #004B8D

simPRO Dark Grey
- PMS: 433
- CMYK: 77 67 58 63
- RGB: 37 42 48
- HEX: #242A30

Secondary colours
These are used more sparingly in highlights, shadows, icons, watermarks, and headings etc to complement the core colours.

simPRO Cyan
- PMS: 297
- CMYK: 65 0 0 0
- RGB: 32 196 244
- HEX: #20C3F3

simPRO Green
- PMS: 346
- CMYK: 69 0 64 0
- RGB: 70 187 134
- HEX: #46BA86

simPRO Blue Grey
- PMS: 5405
- CMYK: 69 52 33 8
- RGB: 93 111 135
- HEX: #5D6F87

simPRO Navy
- PMS: 534
- CMYK: 100 85 33 18
- RGB: 28 59 106
- HEX: #1B3B69

simPRO Pale Blue Grey
- PMS: 7443
- CMYK: 8 4 4 0
- RGB: 231 234 236
- HEX: #E7EAEC

Tints & shades
Tints & shades are derived from the core and secondary simPRO colours. Contact the Marketing Department for a custom Adobe Swatch Exchange (ASE) file of this colour palette.
TYPEFACE

Open Sans is our official typeface for both print and web-based applications. The Light and Semibold variants should be used primarily but other variants from the Open Sans font family may also be used as required.

Open Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%&*;:?{})

NOTE: The Aller font family is no longer used in any form of copy. Aller is now reserved for use in logos and taglines only.

Open Sans Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%&*;:?{})

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam hendrerit nisl sed eros interdum, eu mollis elit vulputate. Suspendisse pharetra elit eget mauris lobortis, vel commodo magna commodo.

NOTE: When referring to the company or products in copy, always use lowercase ‘sim’ and uppercase ‘PRO’ - i.e. simPRO. Same applies to simTRAC - lowercase ‘sim’, uppercase ‘TRAC’.
The footer device provides a useful means of grouping the company logo and tagline (or other key information).

The content variations shown are intended as a basic guide. Stick to these examples wherever possible but in a pinch, it may be adapted provided that footer content is kept to a minimum.

**Intended usage**

- ✔ Cover pages
- ✔ Ads
- ✔ Promo pieces (flyers, postcards etc)
- ✔ Single page documents
- ✗ Internal pages of multi-page documents

**Box angle and content clear space**

**Colour variations**

- simPRO Dark Grey
- simPRO Blue

**Content variations**

- simprogroup.com
- simPRO Group company.