



PERFORMANCE FUNNEL
BRAND GUIDE

LOGO



**PERFORMANCE
FUNNEL** 



**PERFORMANCE
FUNNEL** 

**PERFORMANCE
FUNNEL**



LOGO
ONE COLOR



**PERFORMANCE
FUNNEL** —————



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FUNNEL** —————



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FUNNEL** —————

LOGO CLEAR SPACE AND SIZE REQUIREMENTS

It's important to maintain consistent clear space around your logo so that it stands out from other content. We recommend using the height of the text as an easy reference to see if there is enough clear space included around the logo in any given design. This is the minimum amount of clear space recommended.



SIZE REQUIREMENTS

The sizes below are the smallest recommended for legibility.

Print Use

No smaller than
0.75" or 19mm



Digital Use

No smaller than
54px



**✘ Don't**

use unapproved colors, including secondary palette colors, in the logo

**✘ Don't**

squish or stretch the logo

**✘ Don't**

skew or angle the logo

**✘ Don't**

change the size or location of logo elements

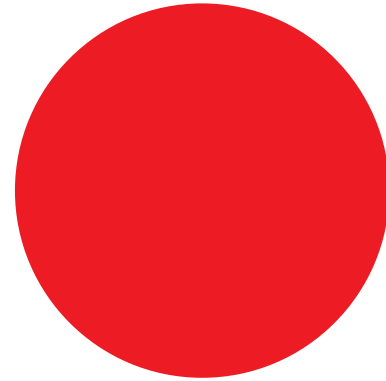
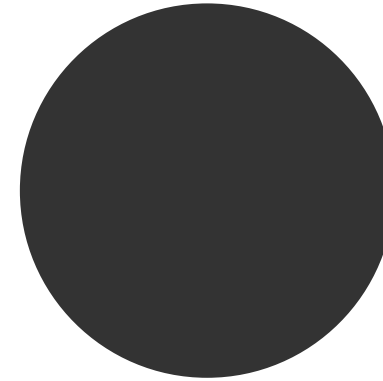
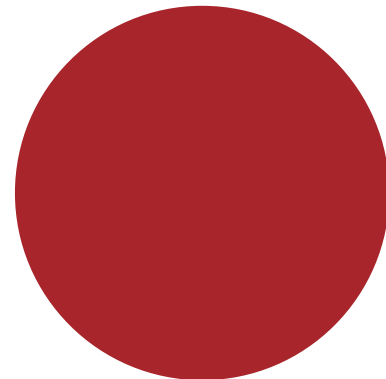
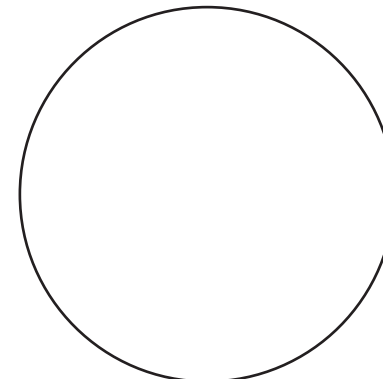
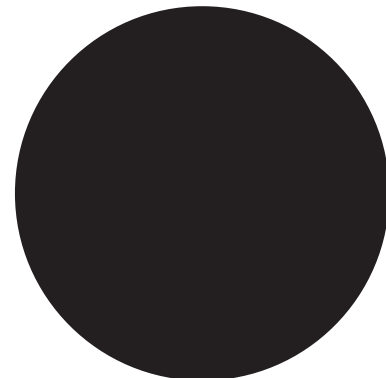
**✘ Don't**

remove elements of the logo

**✘ Don't**

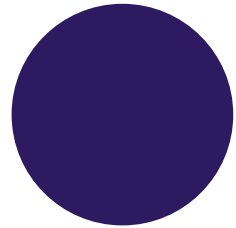
place the logo on a color block or image with low contrast

***BRAND
COLORS***

**Red****RGB** 237 • 28 • 36**HEX** #ED1C24**CMYK** 0 • 96 • 87 • 0**Grey****RGB** 51 • 51 • 51**HEX** #333333**CMYK** 70 • 62 • 60 • 63**Dark Red****RGB** 170 • 38 • 44**HEX** #AA262C**CMYK** 21 • 98 • 83 • 15**White****RGB** 225 • 225 • 225**HEX** #FFFFFF**CMYK** 0 • 0 • 0 • 0**Black****RGB** 0 • 0 • 0**HEX** #000000**CMYK** 30 • 30 • 30 • 100

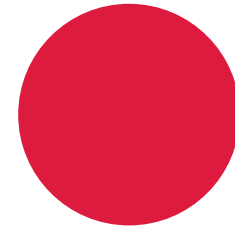


BRAND COLORS
SECONDARY PALETTE



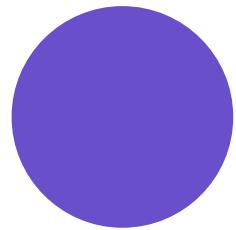
Dark Purple

RGB 45 • 26 • 96
HEX #2D1A60
CMYK 97 • 100 • 29 • 23



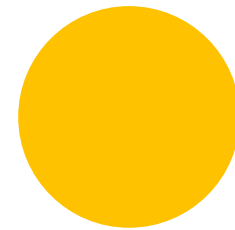
Pink

RGB 221 • 27 • 63
HEX #DD1B3F
CMYK 7 • 100 • 76 • 1



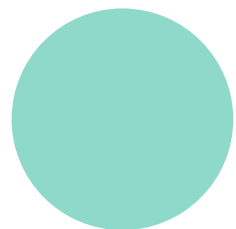
Light Purple

RGB 98 • 75 • 177
HEX #6A4FCA
CMYK 70 • 75 • 0 • 0



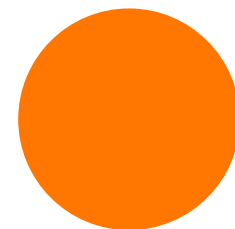
Yellow

RGB 255 • 194 • 0
HEX #FFC200
CMYK 0 • 25 • 100 • 0



Teal

RGB 142 • 217 • 201
HEX #8ED9C9
CMYK 42 • 0 • 27 • 0



Orange

RGB 255 • 118 • 0
HEX #FF7600
CMYK 0 • 67 • 100 • 0

***BRAND
FONTS***



Montserrat

Uses

Headlines
Subheadings
Calls-to-Action

Styles

Light
Regular
Semibold
ExtraBold
Black

Characters

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890!@#%
&*()

Work Sans

Uses

Body Copy

Styles

Regular
Semibold
ExtraBold

Characters:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890!@#\$
%^&*()

Performance Funnel Pro

Headline

Montserrat • Black

Introduction

Work Sans • Light

At ut harundi ssimus anisi omnite plique sunt lat id erovid qui culparum re sant aut as aborionseque plique cone eum.

Subhead

Montserrat • Black Italic

TRACK PEAK PERFORMANCE

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At ut harundi ssimus anisi omnite plique sunt lat id erovid qui culparum re sant aut as aborionseque plique cone eum.

Body

Work Sans • Light

Call to Action

Montserrat • Black Italic



Gotham

Uses

Headlines
Subheadlines
Calls-to-Action

Styles

Book
Medium
Bold

Characters

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890!@#\$\$%
^&*()

Work Sans

Uses

Body Copy

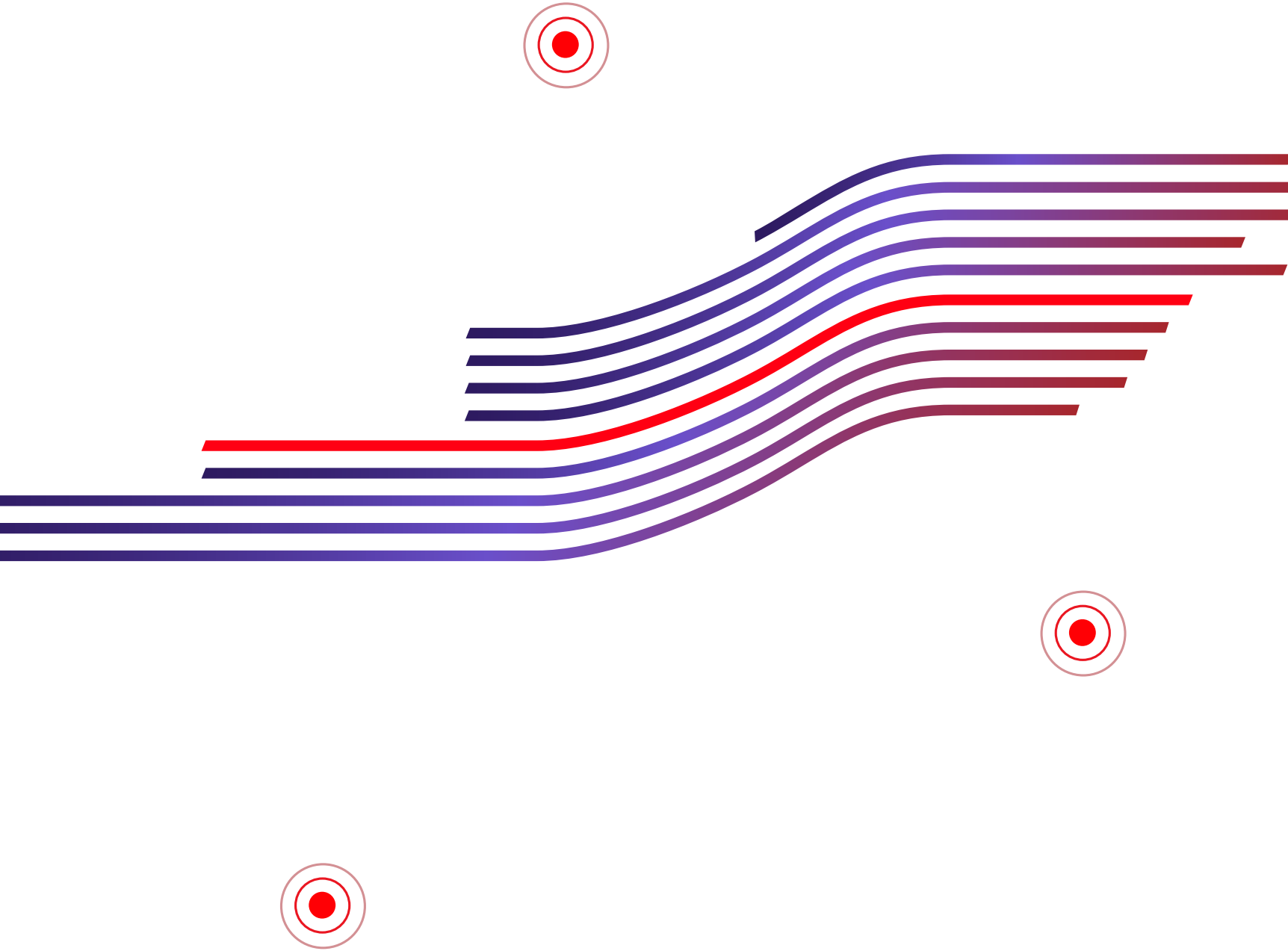
Styles

Regular
Semibold
ExtraBold

Characters:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890!@#\$
%^&*()

***BRAND
GRAPHICS***



***BRAND
APPLICATION***

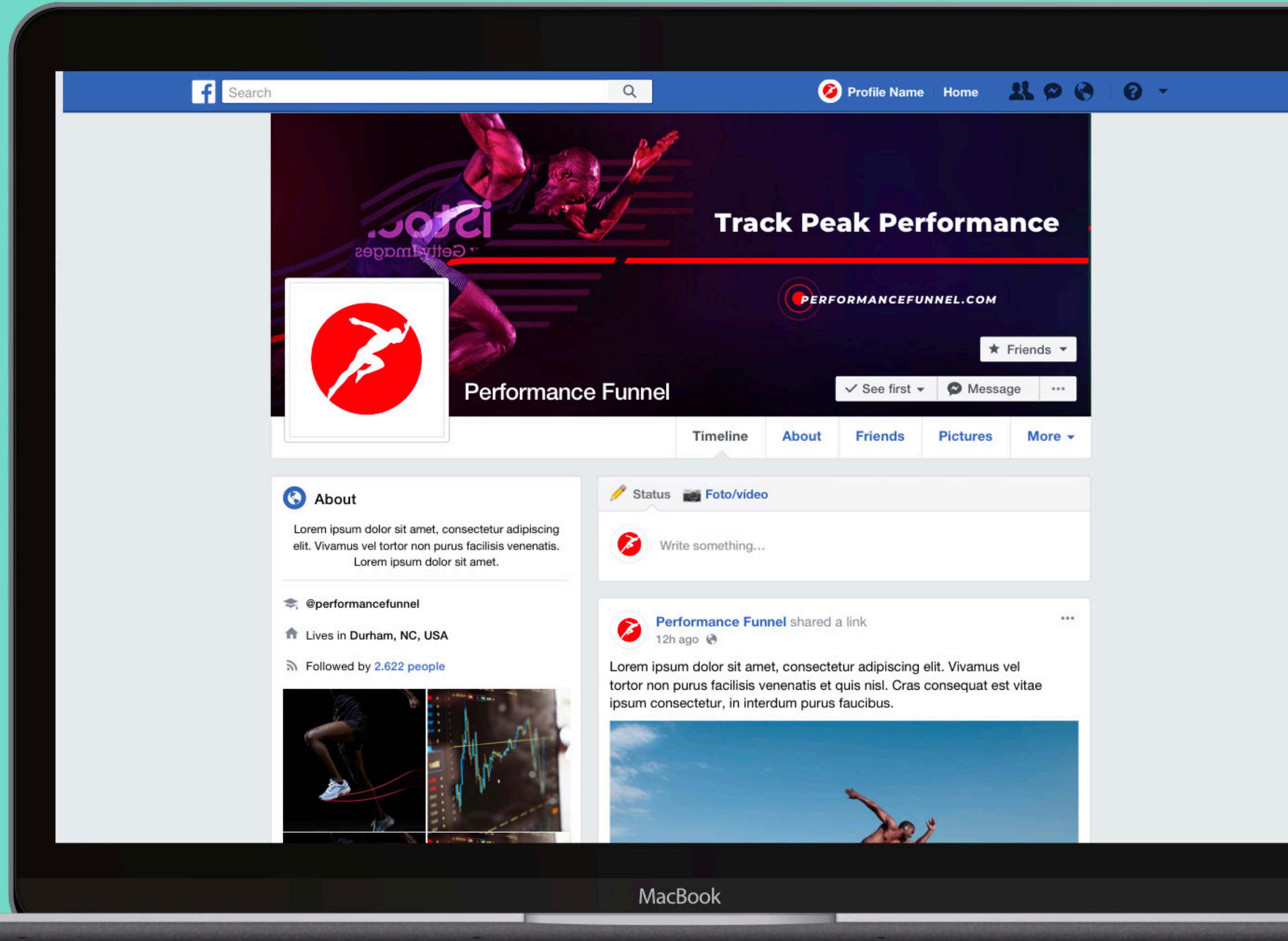


Performance Funnel Pro

TRACK PEAK PERFORMANCE

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[FIND OUT HOW](#)





12345 Lorem Ipsum Road
Raleigh, North Carolina, 27511

919-321-4567

jsmith@performancefunnel.com
performancefunnel.com



12345 Lorem Ipsum Road
Raleigh, North Carolina, 27511

919-321-4567

jsmith@performancefunnel.com
performancefunnel.com



12345 Lorem Ipsum Road
Raleigh, North Carolina, 27511

919-321-4567

jsmith@performancefunnel.com
performancefunnel.com



Jonathan Smith

LOREM IPSUM DOLOR SIT

12345 Lorem Ipsum Road
Raleigh, North Carolina, 27511

919-321-4567

jsmith@performancefunnel.com
performancefunnel.com

