

PIVOTAL TRACKER STYLE GUIDE

JANUARY 1, 2017

PIVOTAL TRACKER
LOGO

CONFIGURATIONS

The primary configuration should always be considered first. The alternates can be used when a touchpoint is constrained (e.g. a t-shirt or button).

PRIMARY



ALTERNATIVES



PIVOTAL TRACKER
LOGO

CLEARSPACE

The primary logo safety area measures 1/2 the cap height of the wordmark.

The alternate logo safety area is equal to the cap height of the wordmark.

SAFETY AREA



PIVOTAL TRACKER LOGO

SYMBOL AND WORDMARK

The logo is made up of two components: the symbol and the wordmark. The spacing, size relationship and anatomy of these components should never be altered or modified.

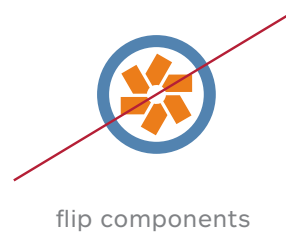
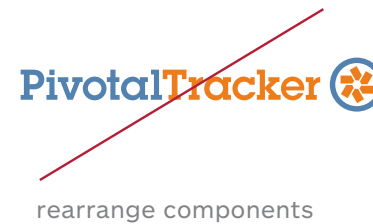
ANATOMY



DO NOT...

Resize, flip, rearrange, or isolate the logo components.

MISUSE



PIVOTAL TRACKER
COLOR



BLUE
CMYK: 72 / 42 / 13 / 0
RGB: 82 / 131 / 176
PANTONE 646 C
5282b0



ORANGE
RGB: 236 / 125 / 26
CMYK: 4 / 62 / 100 / 0
PANTONE 158 C
ed7d1a