

Pivotal®

Logo & Brand Guidelines

LAST UPDATED APRIL 2016

Pivotal Logo

Pivotal®



Wordmark

The Pivotal wordmark is set in a custom font created for use only in the logo.



Registered Trademark Symbol

Registration mark should always accompany the Pivotal logo.

Pivotal Logo Colors & Backgrounds

The Pivotal logo should primarily appear in Pivotal Teal.

The logo can be placed on neutral color backgrounds, light or dark, and on Pivotal Teal backgrounds. On dark backgrounds, as shown below, the Pivotal logo can be reversed to white.

Photographic backgrounds are allowed. See “Photographic Backgrounds” on page 6 for additional guidelines.



Pivotal Teal
PMS 569
CMYK 98 / 0 / 57 / 26
HEX #008774

Pivotal
Black Version
The Pivotal logo in black should only be used in black and white print situations where color is not an option.

On light backgrounds



On dark backgrounds — Reverse logo to white



On Pivotal Teal background — Reverse logo to white



Pivotal Mark

The Pivotal Mark can be for supplemental branding, only after the full Pivotal logo is clearly displayed. Typically, it can only be used in secondary instances.

An exception is made for Pivotal UI and social media avatars, where size limitations force the Pivotal logo too small to be legible.

The Pivotal Mark should primarily appear in Pivotal Teal.

The mark can be placed on neutral color backgrounds, light or dark, and on Pivotal Teal. On dark backgrounds, as shown below, the Pivotal logo can be reversed to white.



Pivotal Teal

PMS 569
CMYK 98 / 0 / 57 / 26
HEX #008774



Black Version
The Pivotal Mark in black should only be used in black and white print situations where color is not an option.

On light backgrounds



On dark backgrounds —
Reverse logo to white



On Pivotal Teal background —
Reverse logo to white



Minimum Clear Space

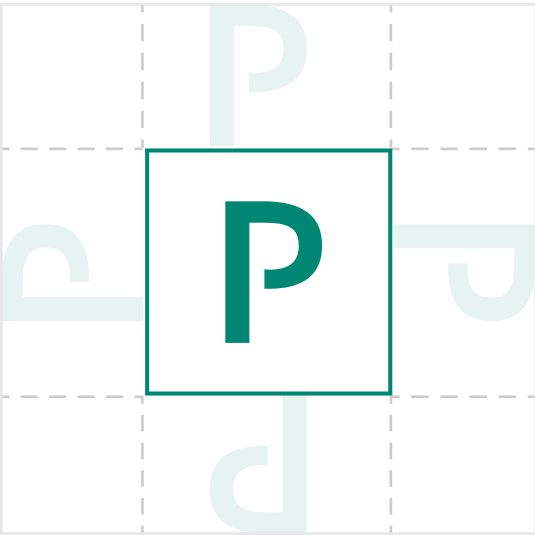
Clear space around the logo and mark can be measured using the height of the ‘P’ in the logo.



Minimum clear space around the entire Pivotal Logo or Pivotal Mark is at least one P height. Note that the circle-R does not factor in.

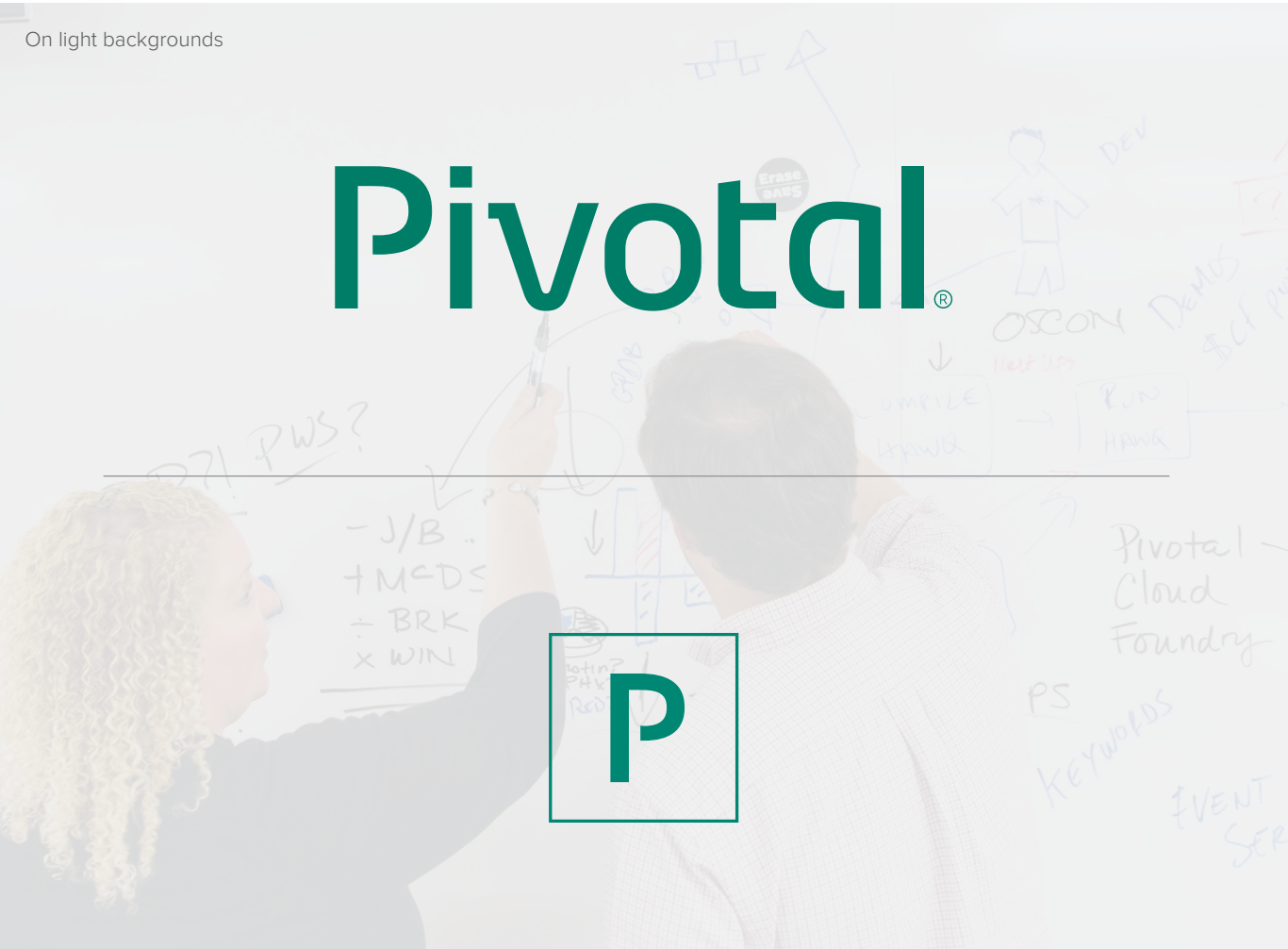


Note on Centering the Logo
When centering the Pivotal logo, center based on just the wordmark. Do not factor in the circle-R.



Photographic Backgrounds

The Pivotal logo or Pivotal Mark can be placed on a photographic background. When doing so, care should be taken to provide adequate contrast between logos and the photographic background. An overlay to screen or darken the photograph may be necessary to achieve this.



Tagline Lockup

The logo and can be locked-up with the Pivotal tagline in one, two and three line formats. The distance between the logo and tagline should be one P height.



Tagline Size

The size of the tagline should always be secondary to Pivotal. The tagline should never feel larger or more important. As a general rule, the cap-height of the “T” in “Transformation” should align with the bottom curve in the letter “P” in the Pivotal logo. It can scale larger or smaller to suit application and optimize legibility.



Tagline Color

The color of the tagline should either be Pivotal rich black or white. No other colors should be used for the tagline.

Pivotal®

Transforming How The World Builds Software

1 Line

For wide application sizes
Typeset in Proxima Nova Regular

Pivotal®

Transforming How The World
Builds Software

2 Lines

For balanced application sizes
Typeset in Proxima Nova Regular

Pivotal®

Transforming
How The World
Builds Software

3 Lines

For tall application sizes
Typeset in Proxima Nova Regular

Tagline Lockup on Color

The Pivotal logo & tagline lockup can be placed on neutral color backgrounds, light or dark, and on Pivotal Teal. On dark backgrounds, as shown below, the Pivotal logo & tagline can be reversed to white.

On light backgrounds

Pivotal®

Transforming How The World
Builds Software

On dark backgrounds —
Reverse logo to white

Pivotal®

Transforming How The World
Builds Software

On Pivotal Teal background —
Reverse logo to white

Pivotal®

Transforming How The World
Builds Software

Tagline Lockup on Photo

The Pivotal logo & tagline lockup can be placed on a photographic backgrounds. When doing so, care should be taken to provide adequate contrast between logos and the photographic background. An overlay to screen or darken the photograph may be necessary to achieve this.

On light backgrounds

The Pivotal logo is displayed in a bold, green, sans-serif font. It is centered on a light gray background that features a faint, hand-drawn diagram of a person with arrows pointing to various text elements like 'OSCON', 'DEV', 'PaaS', and 'Cloud Foundry'.

Pivotal®

Transforming How The World
Builds Software

On dark backgrounds

The Pivotal logo is displayed in a bold, white, sans-serif font. It is centered on a dark blue background that features a faint, dark image of two people working on computers in a dimly lit office.

Pivotal®

Transforming How The World
Builds Software

Brand Font — Proxima Nova

Aa

Proxima Nova Light

Aa, Bb, Cc, Dd, Ee, Ff

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

The quick brown fox jumps over a lazy dog.

Aa

Proxima Nova Regular

Aa, Bb, Cc, Dd, Ee, Ff

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

The quick brown fox jumps over a lazy dog.

Aa

Proxima Nova Semibold

Aa, Bb, Cc, Dd, Ee, Ff

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

The quick brown fox jumps over a lazy dog.

Aa

Proxima Nova Bold

Aa, Bb, Cc, Dd, Ee, Ff

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

The quick brown fox jumps over a lazy dog.

Pivotal Color Palette

Pivotal’s core brand color is Pivotal Teal. It should be the color most strongly associated with Pivotal. In order to achieve this, use Pivotal Teal with consistency, clarity and intent.

Additional primary and secondary brand colors help to support and enliven our look-and-feel.

Use the primary brand colors as a harmonious extension of Pivotal Teal.

Use the secondary brand colors to accent or contrast information.

Core Brand Color

PIVOTAL TEAL
C: 98% R: 0
M: 0% G: 135
Y: 57% B: 116
K: 26%

Hex:
008774

Pantone:
569

Primary Brand Colors

PIVOTAL MINT
C: 90% R: 0 Hex: Pantone:
M: 0% G: 174 00AE9E 3268
Y: 49% B: 158
K: 0%

GREEN
C: 50% R: 134 Hex:
M: 0% G: 199 86c775
Y: 72% B: 117
K: 0%

YELLOW
C: 4% R: 247 Hex:
M: 9% G: 220 f7dc5f
Y: 75% B: 95
K: 0%

SLATE
C: 96% R: 0 Hex:
M: 68% G: 46 002e3a
Y: 55% B: 58
K: 55%

RICH BLACK
C: 50% R: 0 Hex:
M: 30% G: 0 000000
Y: 30% B: 0
K: 100%

Secondary Brand Colors

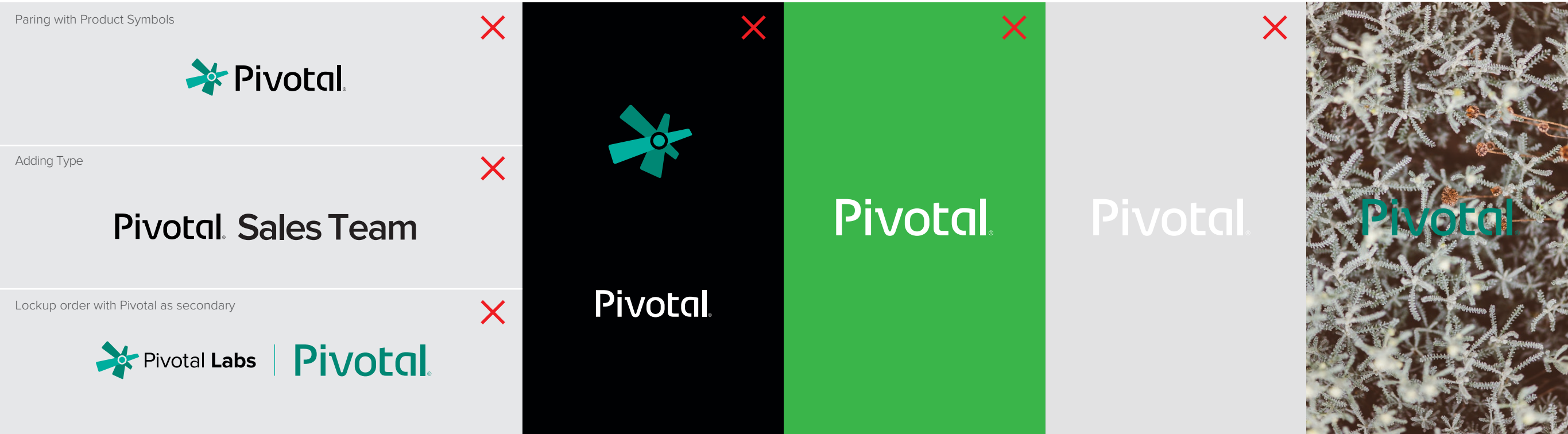
BLUE
C: 90% R: 0
M: 15% G: 159
Y: 0% B: 223
K: 0% Hex:
009fdf

NAVY
C: 100% R: 0
M: 52% G: 102
Y: 0% B: 172
K: 9% Hex:
0066ab

PURPLE
C: 100% R: 46
M: 100% G: 49
Y: 0% B: 146
K: 0% Hex:
2e3092

Pivotal Logo & Brand Guidelines

Incorrect Pivotal Logo Usage



Adjusting or Creating New Lockups
Do not add symbols or icons to the Pivotal logo.
Do not add other type to the Pivotal logo.
Do not switch the order of the Pivotal and Product lockups.

Products & Pivotal Logo
Do not use other logos
alone with the Pivotal logo.
This will cause confusion
for the Pivotal brand.

Off-Brand Colors
Do not place the logo on
a solid color that is not
part of the Pivotal color
palette.

Insufficient Contrast
Do not place the logo on
a background that doesn't
provide enough contrast.

Busy Photos
Do not place the logo on
a busy photographic
background.

Pivotal Logo & Brand Guidelines

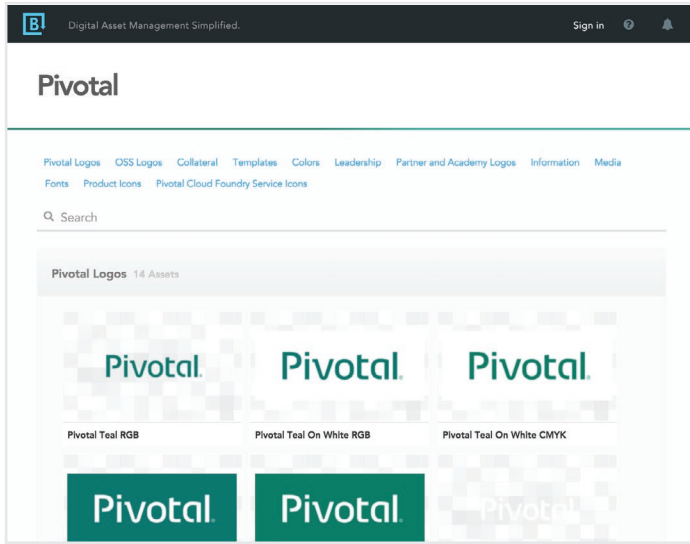
Brand Resources

Still have questions?

This brand guide serves to answer general questions about the Pivotal logo and brand. Although this guide was designed to anticipate many of the common scenarios where brand guidance is necessary, it is not an exhaustive resource. The brand team at Pivotal welcomes any additional questions or comments by sending an email to brand@pivotal.io.

Need Brand Assets?

Visit www.brandfolder.com/pivotal for access to our library of downloadable assets. Guest password is ‘keepitsimple’.



Pivotal Trademarks

The trademarks, service marks and logos (collectively “Trademarks”) are the property of Pivotal Software, Inc. and its subsidiaries and affiliates (collectively “Pivotal”).

The current list of Trademarks owned by Pivotal and their status in the United States can be viewed at www.pivotal.io/trademarks