ClientPoint®

BRAND STYLE GUIDE

Where Business Relationships Come to Life

A shared language for stronger connections.

VERSION 7.1



Human.
Vibrant.
Connected.

FIND YOUR WAY

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**One brand.
Endless human
possibility.**



Business is human.

Every relationship starts with people. Our brand makes that connection visible, useful and full of possibility.

WHY WE EXIST

Relationships at the center.

Our mission

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



Why we exist

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

Our vision

01 ClientPoint will be the front office of the business world - the essential platform where all B2B relationships take place.

02 We will be the global standard and the place where business happens. For every successful company, being on ClientPoint will be a must, not a choice.

03 ClientPoint will be the non-negotiable tool at the center of B2B success, seamlessly powering deals, collaboration, and growth for businesses everywhere.



The place where business happens.

HOW WE SHOW UP

Our values. All of us.

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.

THE IDEA THAT HOLDS US TOGETHER

Our promise

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

What this means for your business

We make it easy for people to do business with you.

Our core message

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

Our philosophy

ClientPoint digitally empowers business relationships for greater success.

OUR VOICE

Clear. Confident. Human.

Four qualities guide how we speak, whatever the channel.

01 Authentic

Be honest, direct and clear about what ClientPoint can do. Follow through. Acknowledge mistakes and set realistic expectations.

02 Innovative

Speak positively about possibility. Make the future tangible with specific ideas and a practical next step.

03 Supportive

Treat a customer's problem as a shared problem. Offer useful answers, creative options and a plan to move forward.

04 Client-focused

Lead with what people can achieve through stronger relationships. Connect product capabilities to meaningful outcomes.

Make the next step clear.

Lead with people

Bring the right people into the conversation.

Useful, active language puts the relationship first.

Be specific

Share the proposal, gather feedback and agree on the next step.

Concrete verbs make the action easy to understand.

Stay supportive

Let’s work through this together. Here is the next step.

A calm, constructive tone creates confidence.



ClientPoint

02 / THE CLIENTPOINT BRAND

Distinctive. Together.

Our identity connects every expression of ClientPoint. Protect its shape, spacing and clarity.



PRIMARY IDENTITY

Start with the primary logo.

Always use the tall logo. Use the wide version only with approval.



TALL / DEFAULT



WIDE / APPROVAL REQUIRED

Place the full-color logo on a naturally white area of the composition. Keep the registered mark with the artwork.

WHITE IDENTITY

Clarity on dark backgrounds.

Use the supplied white artwork when the full-color logo would lose clarity.



Tall / default

Use on dark brand-color fields or a dark, quiet area of a photograph. Check contrast around every part of the logo.



Wide / approval required

Obtain approval before using a horizontal lockup. Limited space alone does not authorize the wide version.

Use the supplied transparent artwork. Keep the logo white, retain the registered mark and clear space, and scale proportionately. Avoid light, busy or low-contrast backgrounds.

SPACE & SCALE

Give the identity room.

Use equal clear space around the logo. Preserve the margin shown with the master artwork.





Keep all text, imagery and edges outside the clear-space area. In space-limited online applications, the illustrated X margin may reduce to 75%.

Minimum width	Broadcast	Web	Print
Wide lockup / letterform	126 px	90 px	1 in
Limited-use CP symbol	26 px	20 px	¼ in

LOGO INTEGRITY

Recognizable at every touchpoint.

Use the original artwork as a complete, proportionate unit.



Protect the shape

Scale proportionately. Keep the symbol, wordmark and registered mark together.

Protect the color

Use full-color art on white or supplied white art on dark. Other treatments require approval.

Protect the clarity

Keep logos away from busy photography. Do not rotate, add shadows, stretch or rebuild the letters.

One family. Many ways to connect.

Use the tall lockup by default. Preserve each endpoint’s name, color and proportions.



Chat



Schedule



Sign



Meet



Pay



Enterprise

Built for more relationships.

Use the tall lockup by default. Preserve each endpoint’s name, color and proportions.



Corporate



CustomerOS



Design



RelationshipAI



Project

The same identity. A wider fit.

Wide lockups require approval. Limited space alone does not authorize their use.



Chat



Schedule



Sign



Meet



Pay



Enterprise

Clarity in horizontal spaces.

Wide lockups require approval. Limited space alone does not authorize their use.



Corporate



CustomerOS



Design



RelationshipAI



Project



CustomerOS® / standalone / wide only

ENDPOINT DETAILS

Precision makes the family work.

Wide details shown for reference. Wide use requires approval; tall is the default.





ClientPoint Project

Project uses Iris Blue, #00B0DC, to create a distinct endpoint accent. Keep this accent with the Project icon and descriptor.

RelationshipAI marks

Retain ClientPoint® and use RelationshipAI™. The endpoint's trademark does not replace the parent brand's registered mark.

Color with a pulse.

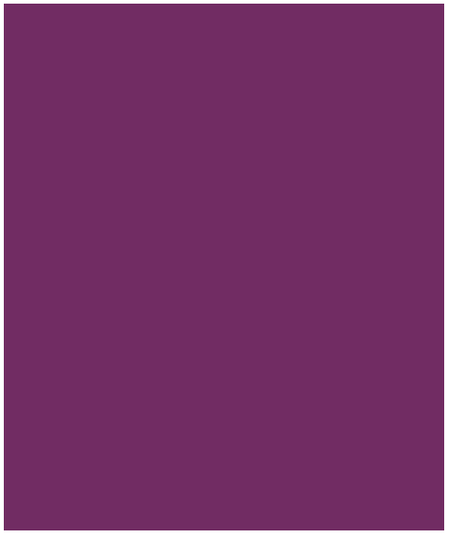
A vivid palette brings energy to our relationships. Use color with purpose, contrast and room to breathe.



PRIMARY PALETTE

The colors that anchor us.

A stable core keeps the brand recognizable as the expression becomes more vibrant.



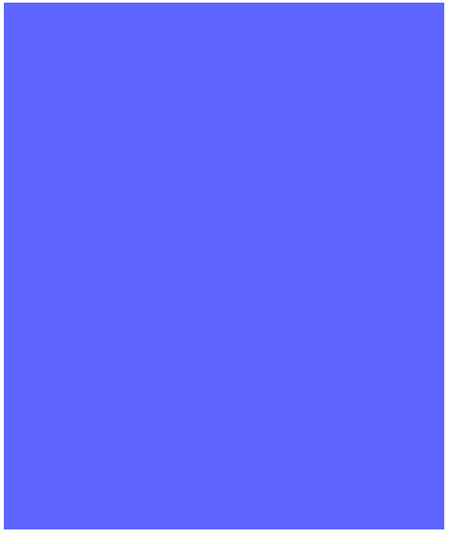
ClientPoint Plum

#712C63

RGB 113, 44, 99

CMYK 0 / 61 / 12 / 56

PMS 7657 C



Neon Blue

#5F64FE

RGB 95, 100, 254

CMYK 63 / 61 / 0 / 0



Paua

#1A1952

RGB 26, 25, 82

CMYK 68 / 70 / 0 / 68

White

#FFFFFF

RGB 255, 255, 255

CMYK 0 / 0 / 0 / 0

CMYK values are process starting references. Confirm the profile, stock and proof with your print supplier.

EXPRESSIVE PALETTE

Turn up the possibility.

Favor energetic greens, blues and warm accents. Color should create focus, not compete for it.

Crimson

#D7094A / RGB 215, 9, 74

CMYK 0 / 96 / 66 / 16

Spring Green

#19E3B1 / RGB 25, 227, 177

CMYK 89 / 0 / 22 / 11

Iris Blue

#00B0DC / RGB 0, 176, 220

CMYK 100 / 20 / 0 / 14

Selective Yellow

#F7BA0F / RGB 247, 186, 15

CMYK 0 / 25 / 94 / 3

Charcoal Grey

#55565A / RGB 85, 86, 90

CMYK 6 / 4 / 0 / 65

PMS Cool Gray 11 C

Alice Blue

#E9F6FF / RGB 233, 246, 255

CMYK 9 / 4 / 0 / 0

Deep Sky Blue

#009FFD / RGB 0, 159, 253

CMYK 100 / 37 / 0 / 1

Orange Yellow

#FFA401 / RGB 255, 164, 1

CMYK 0 / 36 / 100 / 0

EXTENDED PALETTE

Quiet support. Clear communication.

Neutrals bring structure. Relationship Indigo is the standard color for Roboto text.

Slate Purple

#52547D

RGB 82, 84, 125

CMYK 34 / 33 / 0 / 51

Medium Cool Grey

#A8A9BE

RGB 168, 169, 190

CMYK 12 / 11 / 0 / 25

Pale Cool Grey

#D5D4DE

RGB 213, 212, 222

CMYK 4 / 5 / 0 / 13

Light Cool Grey

#EFEEF3

RGB 239, 238, 243

CMYK 2 / 2 / 0 / 5

Relationship Indigo

#474874 / RGB 71, 72, 116

CMYK 39 / 38 / 0 / 55 (process approximation)

Use for Roboto text. The overline is the single color exception: Neon Blue, #5F64FE.

GRADIENTS & FRAME

Movement with a signature.

Use the supplied gradient assets and preserve their direction, stops and proportions.



Crimson Blue #5B64F9 / #D04CD4 / #DF064B



Neon Spring #1BDBAC / #5B64F9

Presentation rail

Indigo. Magenta. Electric blue. The navy separator completes the exact master treatment.

Use the presentation rail as a complete frame. Preserve its gradient and navy separator.

TINTS & COLOR STRENGTH

Full color. Softer possibilities.

Use 80%, 60%, 40% or 20% color strength over white. Keep typography at its specified color.

PRIMARY & SECONDARY

	100%	80%	60%	40%	20%
ClientPoint Plum #712C63					
Neon Blue #5F64FE					
Paua #1A1952					
Crimson #D7094A					
Spring Green #19E3B1					
Iris Blue #00B0DC					
Selective Yellow #F7BA0F					

TERTIARY & NEUTRALS

	100%	80%	60%	40%	20%
Charcoal Grey #55565A					
Alice Blue #E9F6FF					
Deep Sky Blue #009FFD					
Orange Yellow #FFA401					
Slate Purple #52547D					
Medium Cool Grey #A8A9BE					
Pale Cool Grey #D5D4DE					
Light Cool Grey #EFEEF3					

80% = 80% original color + 20% white. Tints soften one color; gradients blend different colors.

ClientPoint®

04 / THE CLIENTPOINT BRAND

A voice you can see.

Noto Serif Bold gives ideas presence. Roboto keeps the experience clear, approachable and easy to use.



THE TYPE PAIR

Character meets clarity.

Two families. Distinct roles. One unmistakable voice.

Noto Serif

Bold only / 700

Aa

Headlines and statements: always Bold in Paua #1A1952 (RGB 26, 25, 82). Condense spacing by 0.5 pt; keep natural letter widths.

Roboto

Regular · Medium · Bold

Aa

Body text, utility, labels and navigation. Use Relationship Indigo #474874. Overlines use Neon Blue #5F64FE.

TYPE HIERARCHY

Give every level a clear role.

Digital reference scale. Keep the hierarchy purposeful and the reader’s next step obvious.

H1	Noto Serif Bold	80 / 100 px
H2	Noto Serif Bold	60 / 72 px
H3	Noto Serif Bold	46 / 62 px
H4	Noto Serif Bold	34 / 46 px
H5	Noto Serif Bold	24 / 34 px
H6	Roboto Bold	20 / 24 px
Subheading 1	Roboto Regular	22 / 34 px
Subheading 2	Roboto Regular	20 / 30 px
Body 1	Roboto Regular	16 / 26 px
Body 2	Roboto Regular	14 / 20 px
Large button	Roboto Medium	18 / 21 px
Button	Roboto Medium	16 / 19 px
Caption	Roboto Medium	12 / 16 px

Overline: Roboto Regular, uppercase, 20 pt, #5F64FE, condensed 0.5 pt. Preserve a large, readable treatment; do not shrink it into low-contrast microcopy.

SPACE BETWEEN CHARACTERS

Close the gaps. Keep the shape.

Relationships

Bold / 700 **Condensed by 0.5 pt** **Scale 100%**

True tracking

Change the space between letters. Do not stretch or squeeze the letterforms.

One exact setting

Apply -0.5 pt to every Noto Serif run, including captions, diagrams and specimens.

Respect the medium

Point-based tools: -0.5 pt. CSS equivalent: approximately -0.667 px. Confirm the final rendering.

BUILD A CLEAR HIERARCHY

Let the idea breathe.

RELATIONSHIPS FIRST

Good things happen together.

Start with a clear idea. Support it with useful context. Give people an easy next step.

01 / OVERLINE

Short, uppercase orientation. Use the specified blue and large text size.

02 / HEADLINE

Noto Serif Bold. Give the line breaks intent and preserve real tracking.

03 / SUPPORT

Roboto in Relationship Indigo. Comfortable line length and generous leading.

People bring the brand to life.

Show the energy of relationships: sharing ideas, listening closely and enjoying progress together.



RELATIONSHIPS IN MOTION

Real energy. Human focus.





People before props

Choose natural expressions, contemporary settings and generous light. Show engaged people working, listening and creating together. Technology supports the story; connection gives it meaning.

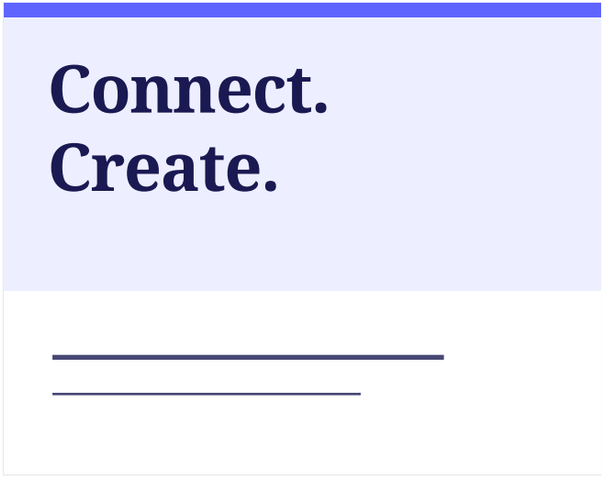
Keep skin tones natural. Crop with care.

LAYOUT & COMPOSITION

Variety with a common thread.

One clear focal point. Confident scale. Useful space. A rhythm that keeps people engaged.







Human focus

Statement first

Practical clarity

Alternate immersive photographs, bold color statements and calm instructional pages. Use the tall logo by default. Place full-color art on white and supplied white art on dark. Wide use requires approval. Use the exact presentation rail for a sidebar.

Make the next action obvious.

Electric blues create momentum. A clear hierarchy keeps every choice easy.

01 / PRIMARY

Lead with energy.

Let’s connect →

Neon Blue meets Iris Blue. White keeps the label clear; vivid color carries the action. Use one primary per view.

02 / SECONDARY

Explore the platform →

A fine blue edge. A lighter invitation.

03 / QUIET

See how it works →

An open, lighter path to more detail.

DEFAULT

Let’s connect →

HOVER

Let’s connect →

KEYBOARD FOCUS

Let’s connect →

Use Roboto Medium in #474874 on white. Keep targets at least 48 px tall; the whole pill is one button.
Focus: 2 px Paua outline + 3 px white gap. Keep hover subtle and honor reduced-motion settings.

ICONS & SMALL SPACES

Keep the signal clear.

Use the CP symbol only in appropriate limited-use applications. Preserve the original artwork.



Square container



Rounded container



Circle container

The symbol is useful where a full logo cannot remain readable, such as a favicon or app icon. Allow clear space inside the container. Inspect the actual small-size export on its intended light and dark surroundings.

ACCESSIBILITY

Vibrant can be readable.

Design for clarity, then verify the delivered text size and foreground/background pair.

Clear words. Strong connections.

8.58:1

Relationship Indigo on white

Clear words. Strong connections.

5.18:1

Relationship Indigo on Spring Green

Clear words. Strong connections.

4.90:1

Relationship Indigo on Selective Yellow

Target at least 4.5:1 for normal text and 3:1 for large text. The Neon Blue overline on white is 4.43:1: keep its specified 20 pt size. Do not reduce it to small blue text. Use labels and shape as well as color to explain meaning.

THE BRAND TOOLKIT

Start from the right assets.

Use the shared ClientPoint Brand Library for the guide, artwork and supporting resources.

Guidelines

The brand guide and font-installation companion.

Logos / Primary

Registered tall and wide lockups, plus the CP symbol.

Logos / Endpoints

Tall and wide endpoint families in scalable SVG.

Photography

Editorial image assets and their usage records.

Templates

Template references and the current presentation standard.

EVERYDAY BRAND QUALITY

Make every detail count.

- **Identity**
  Tall by default. Wide only with approval. Correct artwork and clear space.
- **Typography**
  Noto Serif Bold, real tracking and the right Roboto colors.
- **Color**
  Approved palette and readable combinations.
- **People**
  Natural expressions, relevant context and appropriate permissions.
- **Content**
  Clear language, accurate facts and a useful next step.
- **Delivery**
  Sharp exports, working links and a review at the intended size.



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