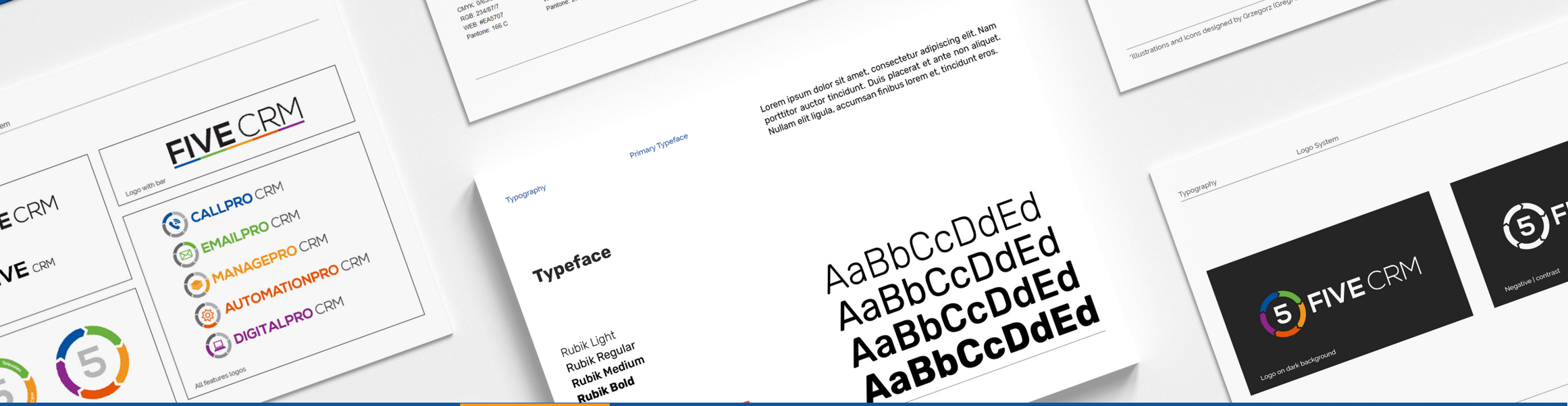


FIVE CRM

Rebranding project

Brand & Identity Guidelines

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam porttitor auctor tincidunt. Duis placerat et ante non aliquet. Nullam elit ligula, accumsan finibus lorem et, tincidunt eros.

Typeface

Rubik Light
Rubik Regular
Rubik Medium
Rubik Bold

Rubik

AaBbCcDdEd
AaBbCcDdEd
AaBbCcDdEd
AaBbCcDdEd

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam porttitor auctor tincidunt. Duis placerat et ante non aliquet. Nullam elit ligula, accumsan finibus lorem et, tincidunt eros.

Typeface

Avenir Roman
Avenir Heavy

Avenir

AaBbCcDdEd
AaBbCcDdEd

Logotype

FIVE CRM

FIVE CRM

Normal

FIVE CRM

Logo with bar

Telemarketing
Telesales
CRM
Lead management
Lead generation

Circle with names | Circle without names

CALLPRO CRM

EMAILPRO CRM

MANAGEPRO CRM

AUTOMATIONPRO CRM

DIGITALPRO CRM

All features logos

5 FIVE CRM
Logo on dark background

5 FIVE CRM
Negative | contrast

Corporate colors

CMYK: 100/49/0/36
RGB: 0/84/164
WEB: #0054A4
Pantone: 7685 C

CMYK: 41/0/65/29
RGB: 108/182/64
WEB: #6CB640
Pantone: 360 C

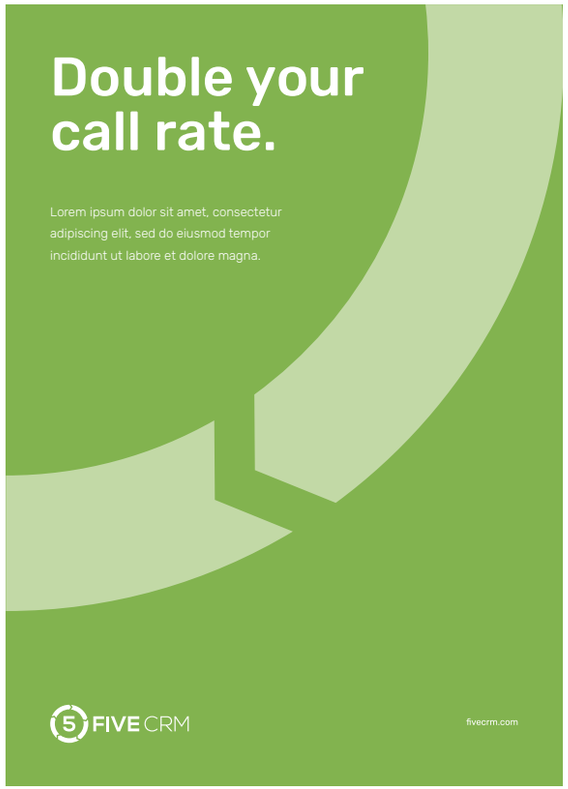
CMYK: 0/38/88/3
RGB: 248/154/29
WEB: #F89A1D
Pantone: 2012 C

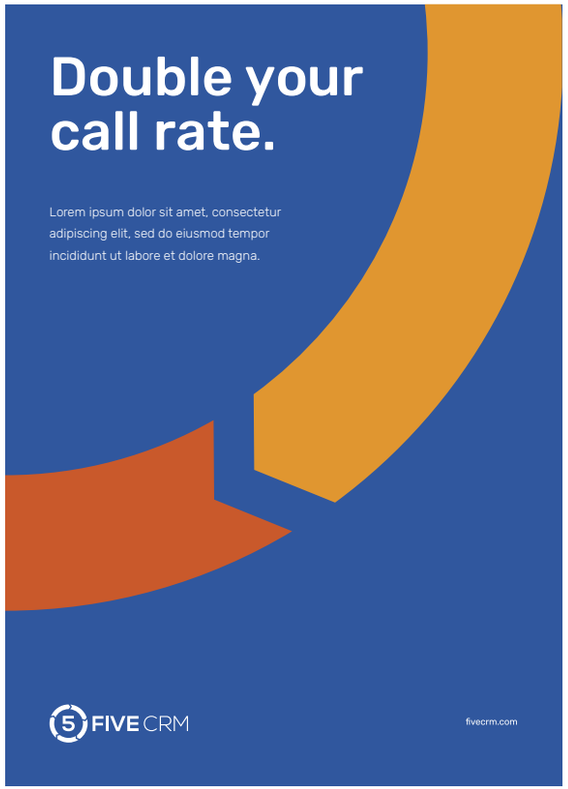
CMYK: 0/63/97/8
RGB: 234/87/7
WEB: #EA5707
Pantone: 166 C

CMYK: 0/73/2/43
RGB: 146/39/143
WEB: #92278F
Pantone: 2070 C

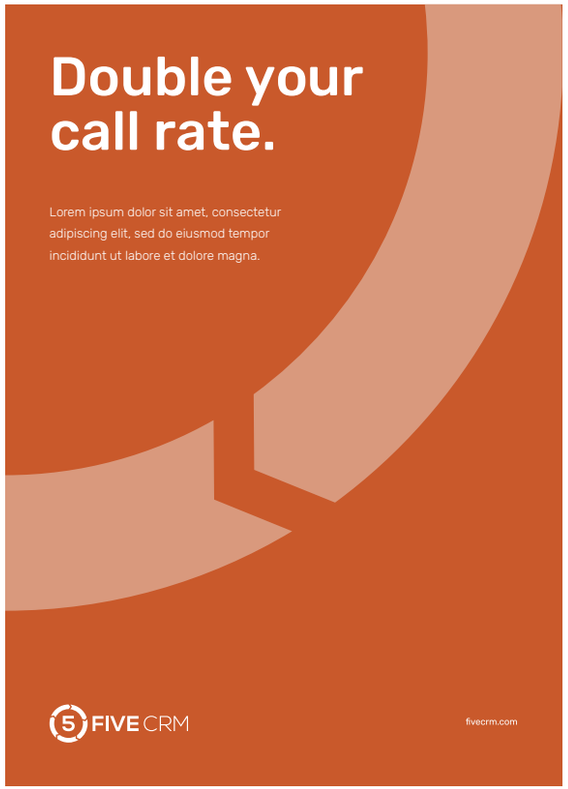
CMYK: 0/9/9/87
RGB: 34/31/31
WEB: #221F1F
Pantone: Black C

Color combinations

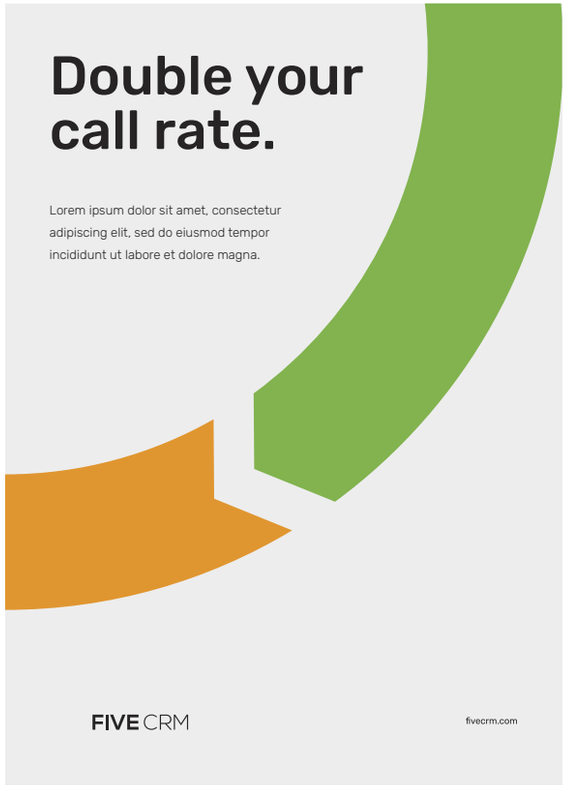




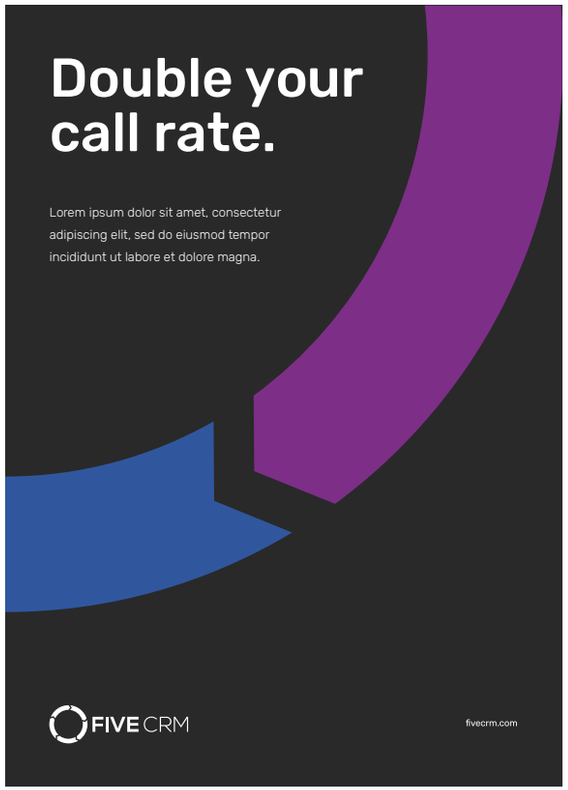
Color combinations



Color combinations

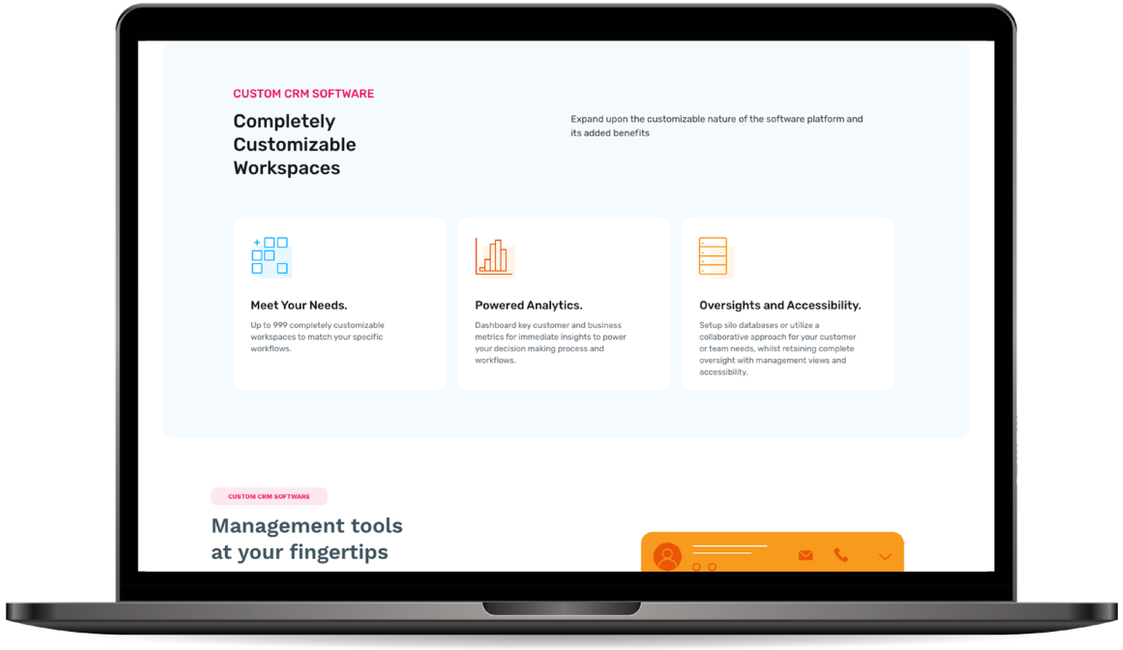


Color combinations



Color combinations

Double your call rate.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.
FIVE CRM
fivecrm.com



Website guidelines

Website colors

#CB225E

#0054A4

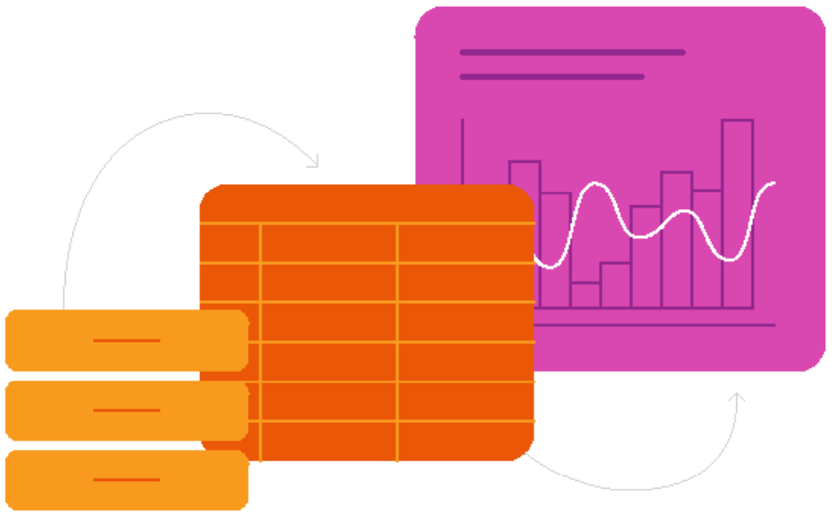
262626

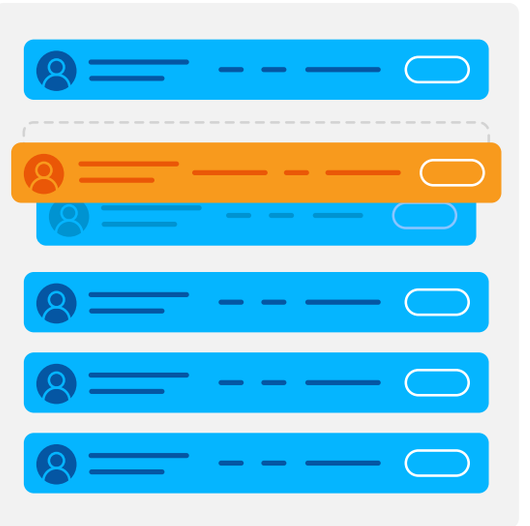
#2D4250

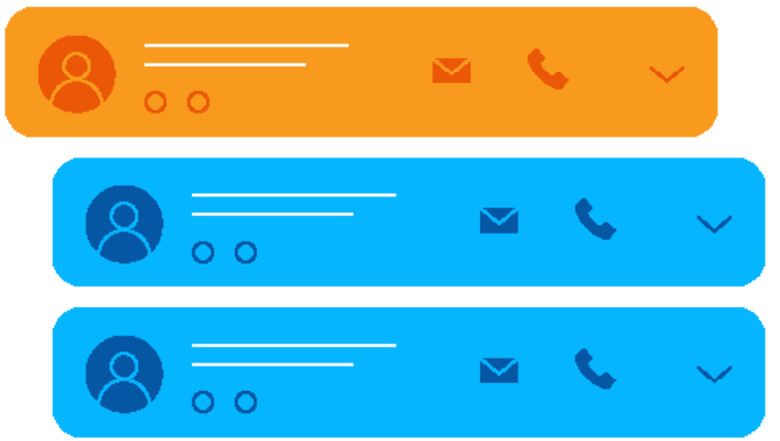
#D6D6D6

#F5FAFF

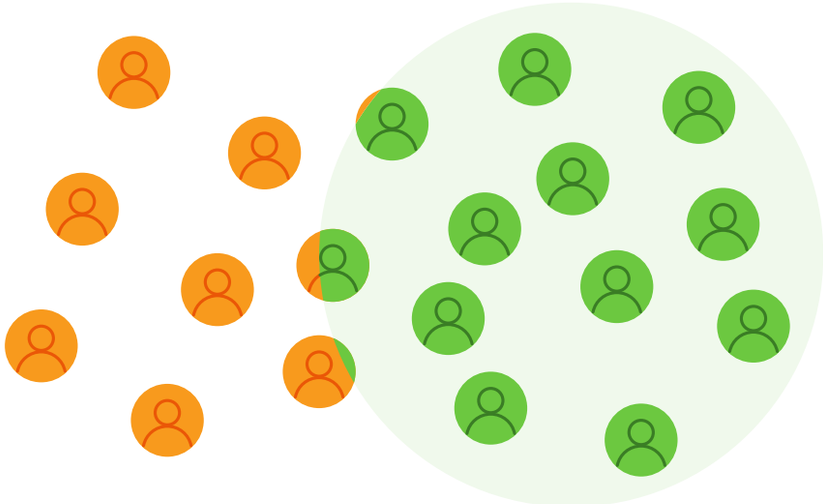
Illustration Set

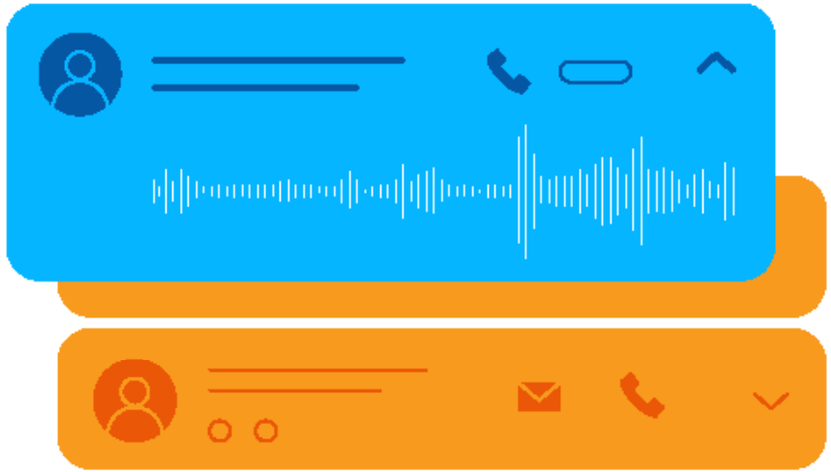


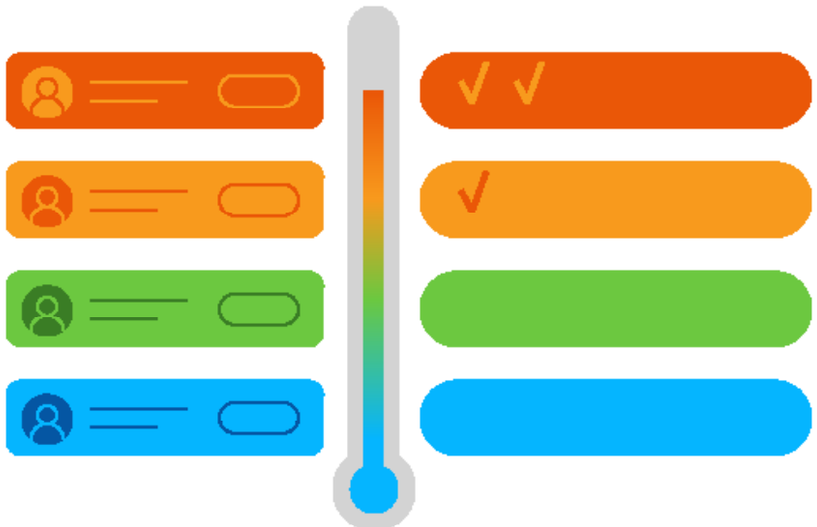


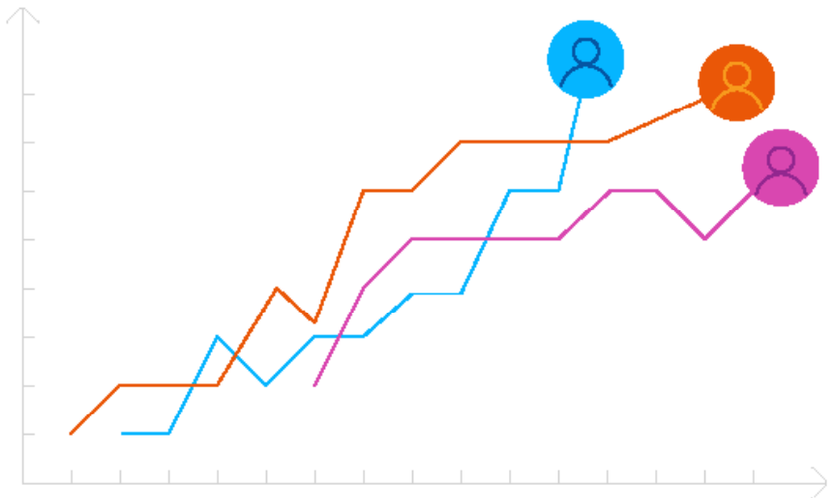


*Illustrations and icons designed by Grzegorz (Greg) Samson

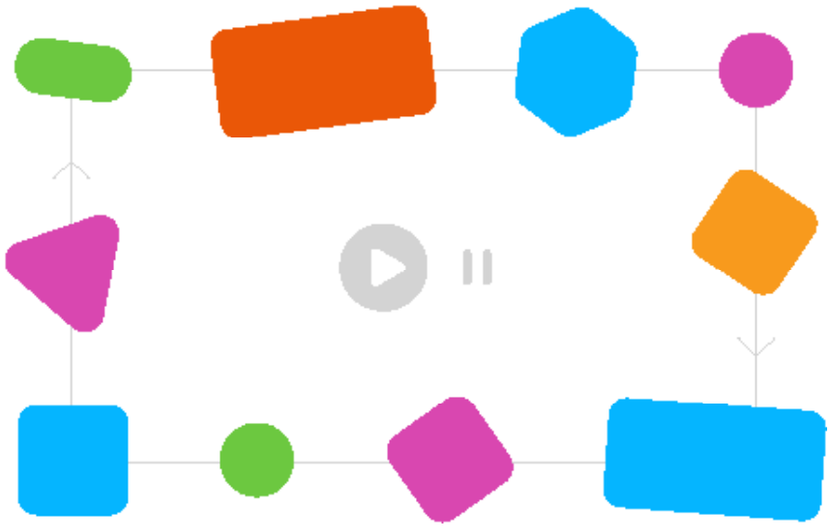


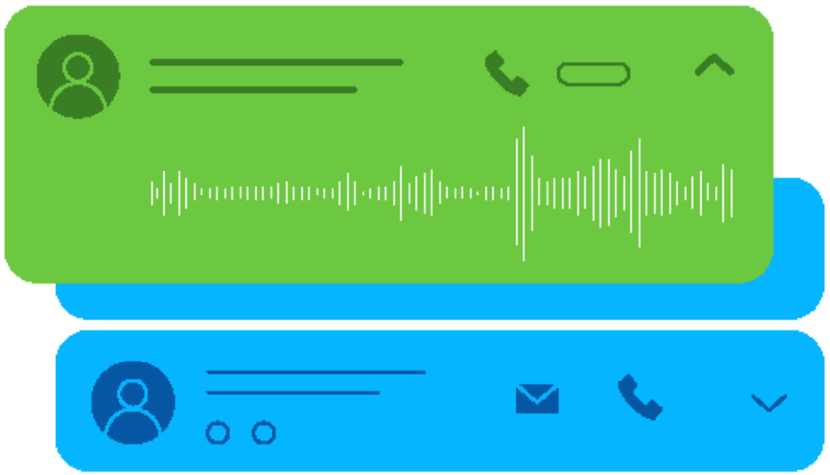


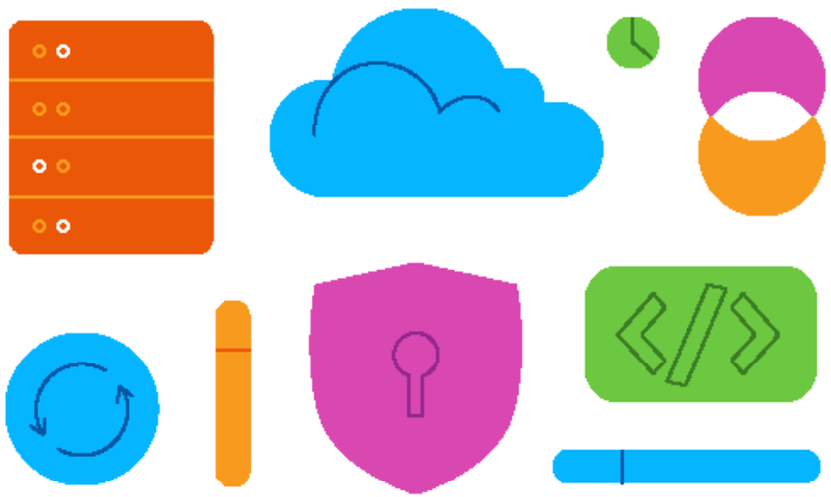




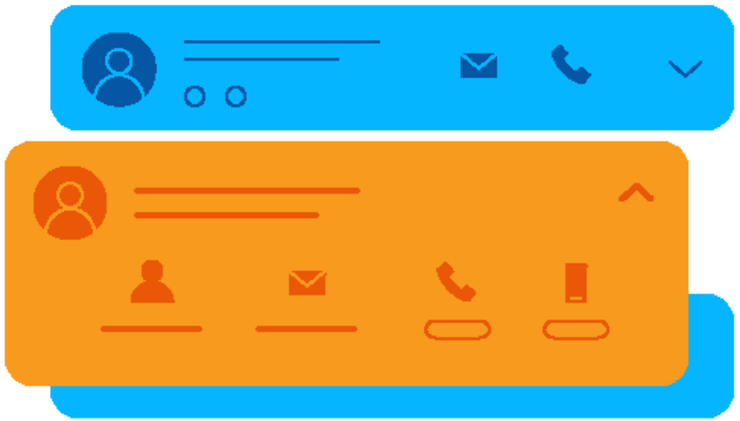
*Illustrations and icons designed by Grzegorz (Greg) Samson

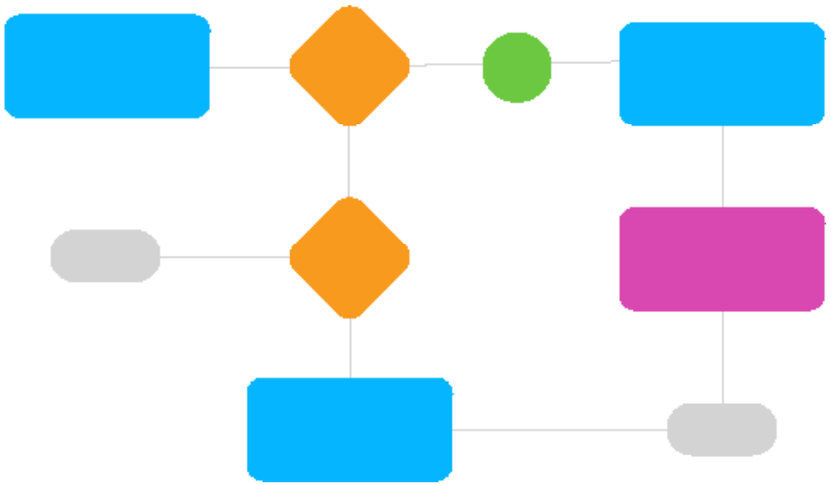


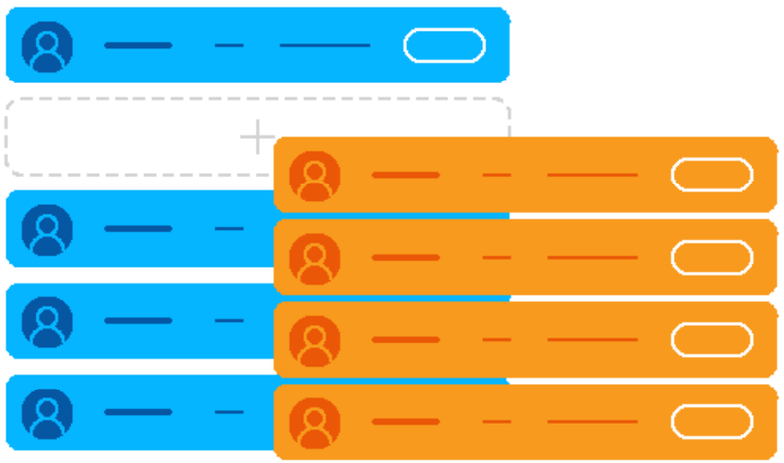




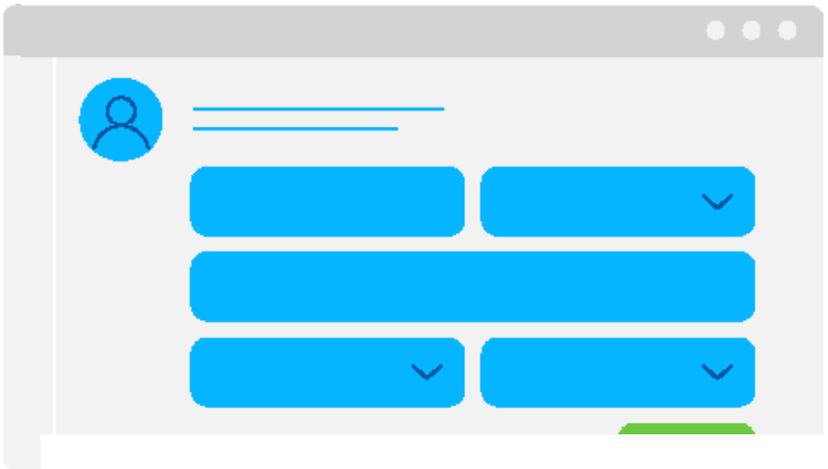
*Illustrations and icons designed by Grzegorz (Greg) Samson

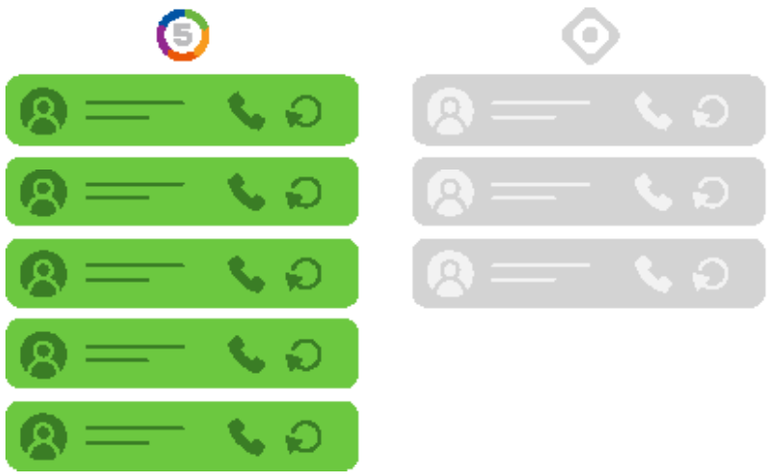




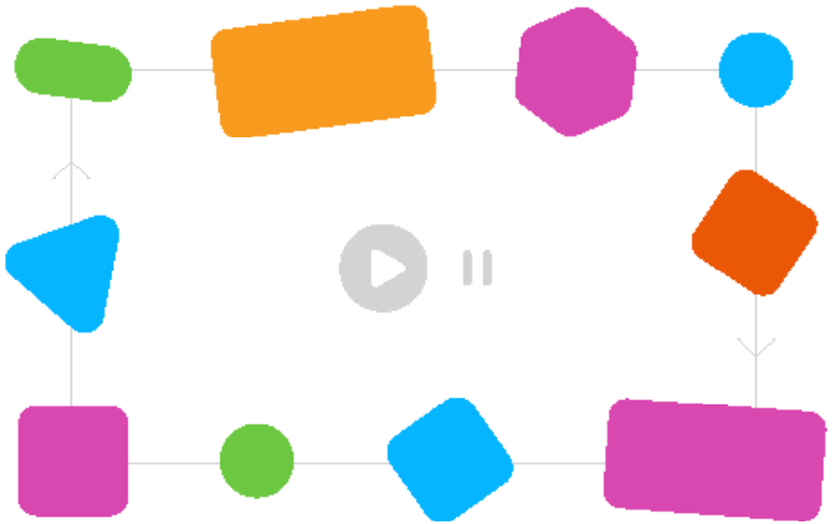


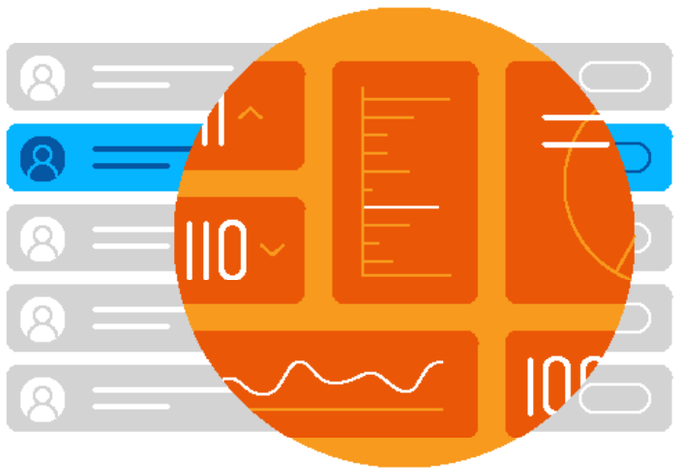
*Illustrations and icons designed by Grzegorz (Greg) Samson

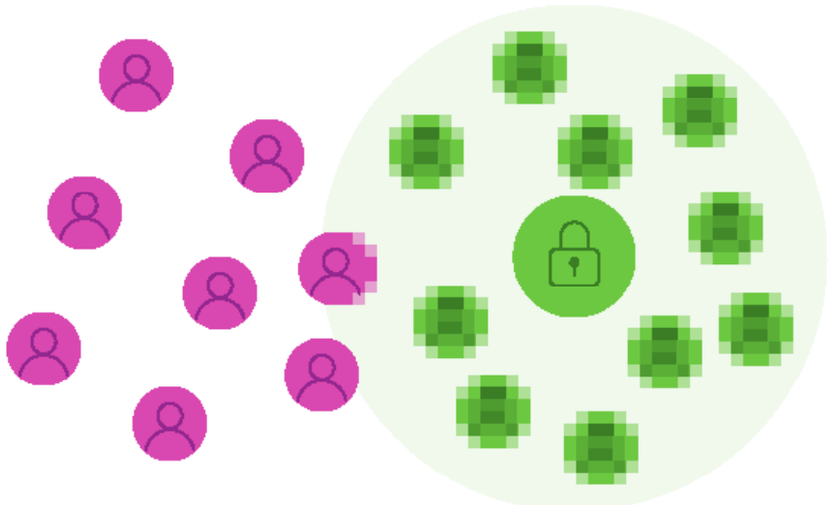




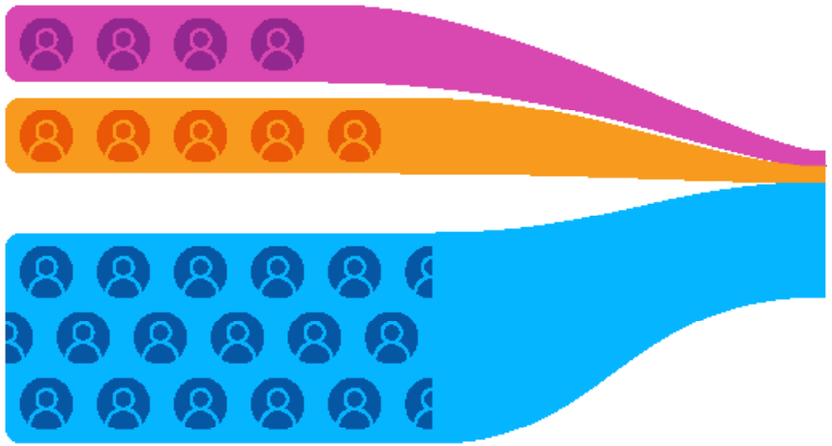
*Illustrations and icons designed by Grzegorz (Greg) Samson



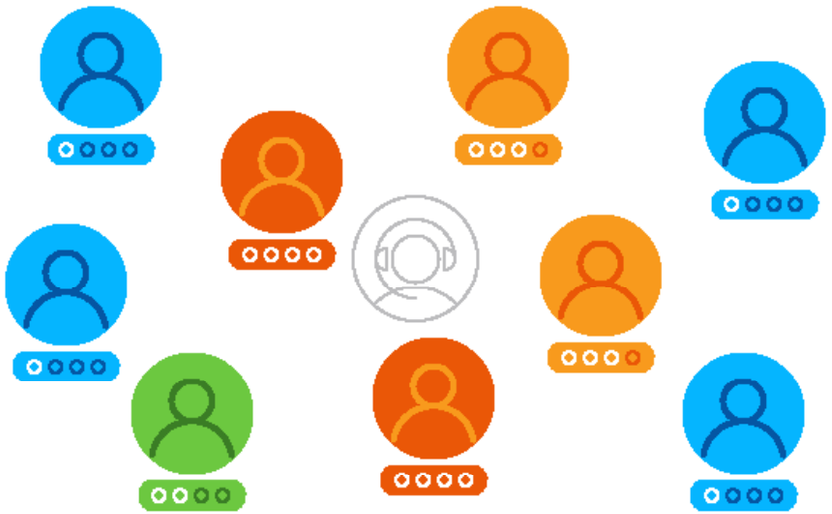


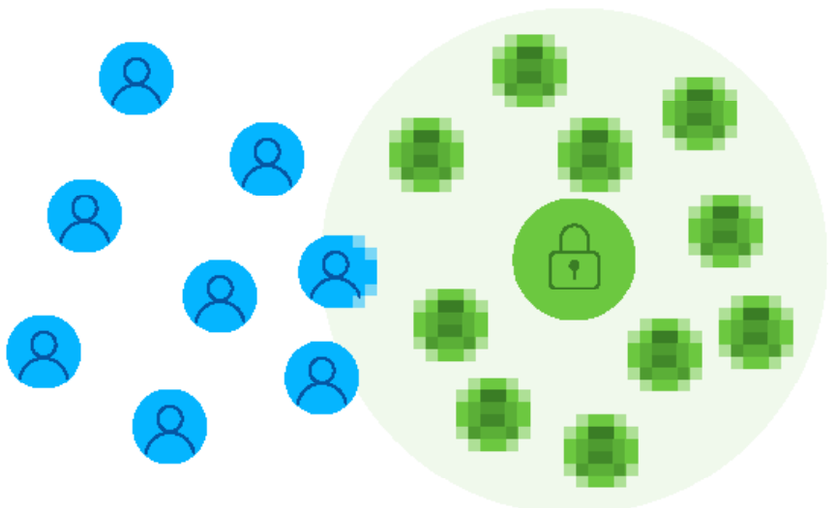


*Illustrations and icons designed by Grzegorz (Greg) Samson

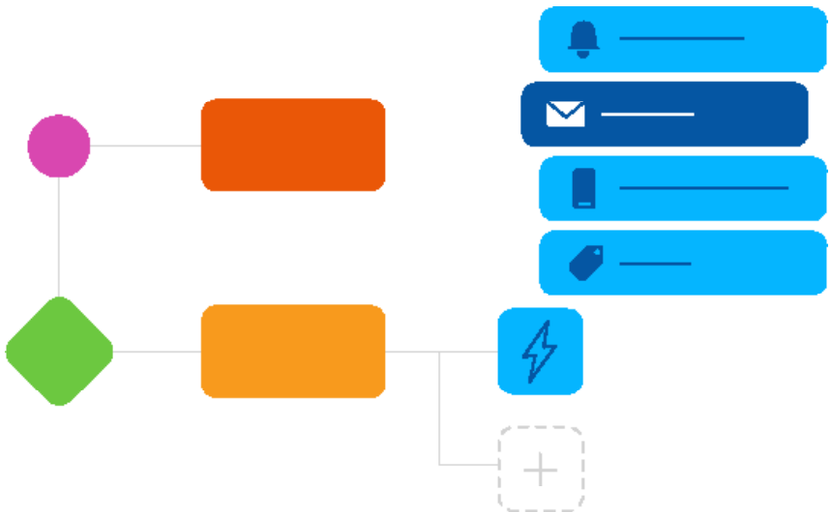


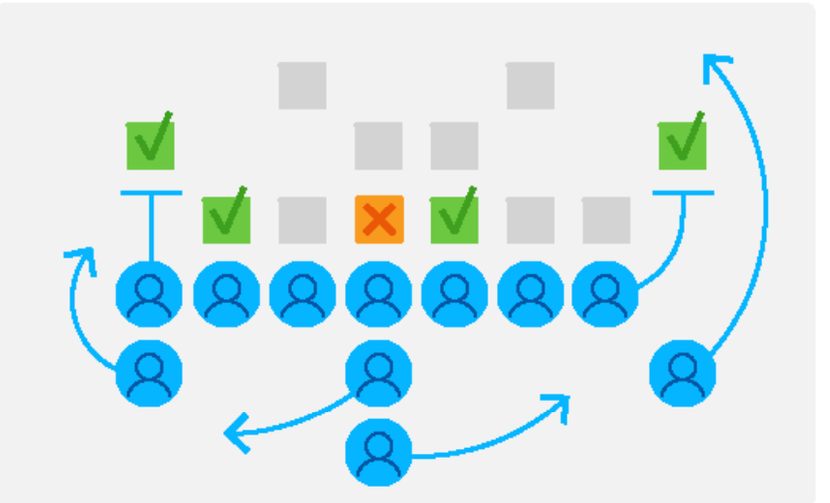
*Illustrations and icons designed by Grzegorz (Greg) Samson





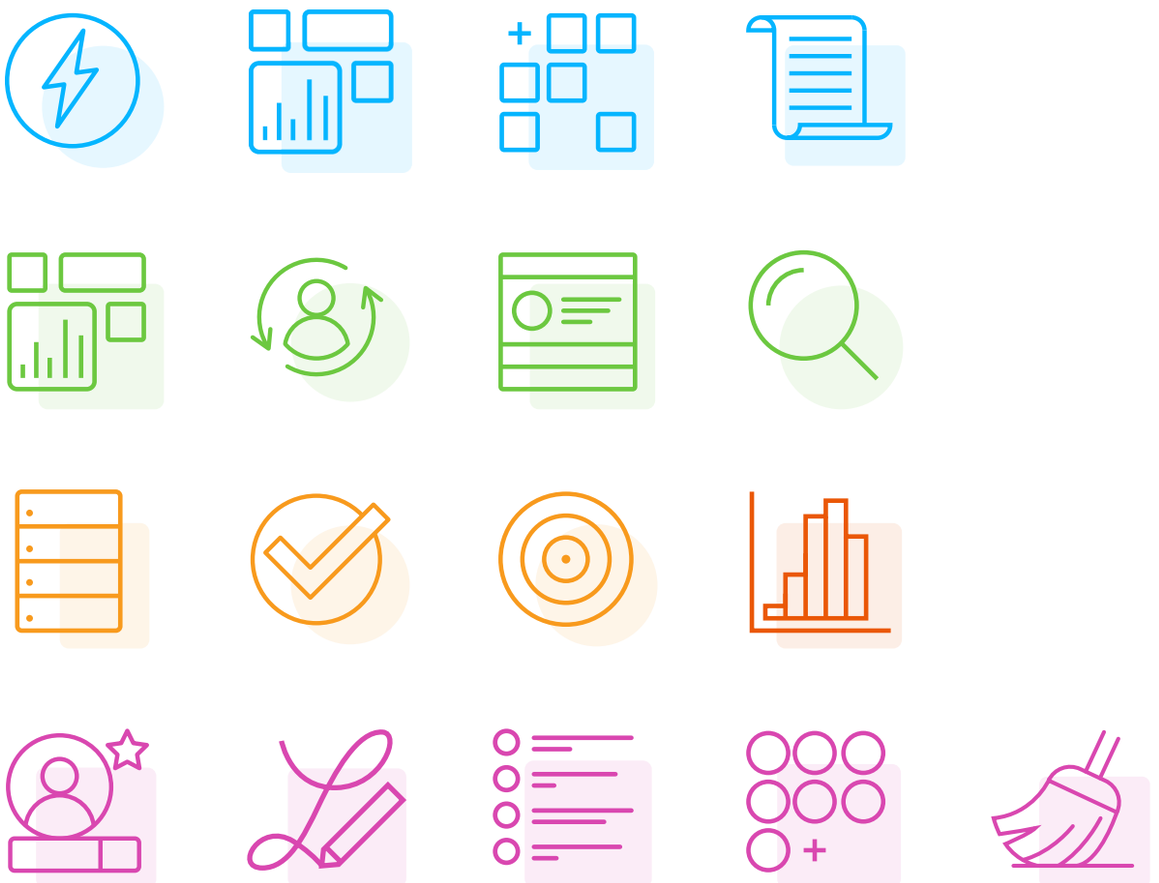
*Illustrations and icons designed by Grzegorz (Greg) Samson





*Illustrations and icons designed by Grzegorz (Greg) Samson

Iconography



*Illustrations and icons designed by Grzegorz (Greg) Samson

FIVE CRM