Using our brand
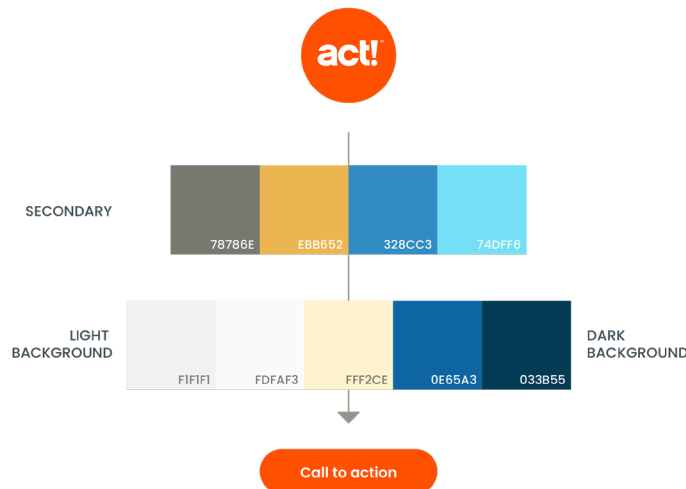
/ **February** 2023 /

Partner branding kit

Partner branding kit

INTERNAL ONLY - Not for distribution.

Color palette

Primary

FE5000	033B55	0E65A3	FFF2CE	FDFAF3	F1F1F1
C 0 M 88 Y 100 K 0	C 99 M 73 Y 44 K 35	C 92 M 61 Y 10 K 1	C 0 M 3 Y 21 K 0	C 1 M 1 Y 4 K 0	C 4 M 3 Y 3 K 0
R 254 G 80 B 0	R 3 G 59 B 85	R 14 G 101 B 163	R 255 G 242 B 206	R 253 G 250 B 243	R 241 G 241 B 241

Secondary

78786E	EBB652	328CC3	74DFF6
C 53 M 44 Y 54 K 13	C 8 M 29 Y 80 K 0	C 76 M 34 Y 5 K 0	C 45 M 0 Y 5 K 0
R 120 G 120 B 110	R 235 G 182 B 82	R 50 G 140 B 195	R 116 G 223 B 246

The conversation opens and closes with orange

SECONDARY

| 78786E | EBB652 | 328CC3 | 74DFF6 |

LIGHT BACKGROUND

| F1F1F1 | FDFAF3 | FFF2CE | 0E65A3 | 033B55 |

DARK BACKGROUND

Call to action

Printing tip!

To accurately reproduce the Act! orange on any printed material other than paper, Pantone PMS 021 C must be used.

If you use a 4-color build process (digital printing) the orange will always be a muddy pumpkin orange because the color is built using CMYK – Cyan/Magenta/Yellow/Black (K). Meaning, you will need to be sure that the printer uses the Pantone spot colors when printing.

Typography

Headlines

Poppins SemiBold

Aa

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890

Paragraph

Poppins Light

Aa

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890

Note: Arial may be used as an alternate font for materials developed in Microsoft®, like PPT and Word.
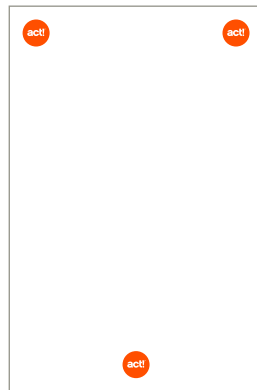
Using the logo
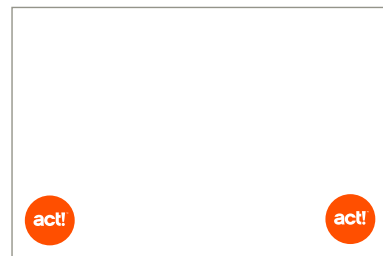
Centered placement

If possible, the Act! dot loves to be the center of attention. Use this placement on coversheets or applications with minimal content to reinforce the idea that Act! puts relationships at the heart of everything.

Standard logo placement within a page layout can be top-left / top-right or bottom-center.

Avoid placing the logo in lower corners

Examples of misuse

Act! letters off center, x and y axis.

Act! circle and letters should always be orange or white.

Never use past color variations of the Act! logo. Full orange or full white (dark background) should always be used.

Ensure Act! logo is crisp and clear, never pixelated.

Please reach out to us if you need updated and/or high quality logo files.

Partner branding kit

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Using the logo (continued)

Your logo with the Act! logo

When using the Act! circle logo with your company logo, it should never be larger than 1.5x the height of your company logo.
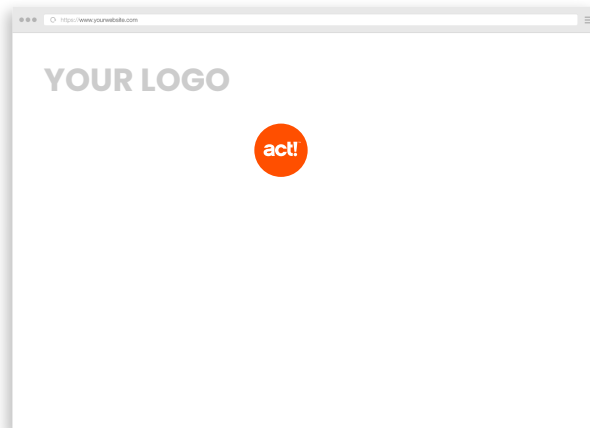
YOUR LOGO act!

When using the Act! circle logo with your company logo, it should never be larger than 1.5x the height of your company logo.
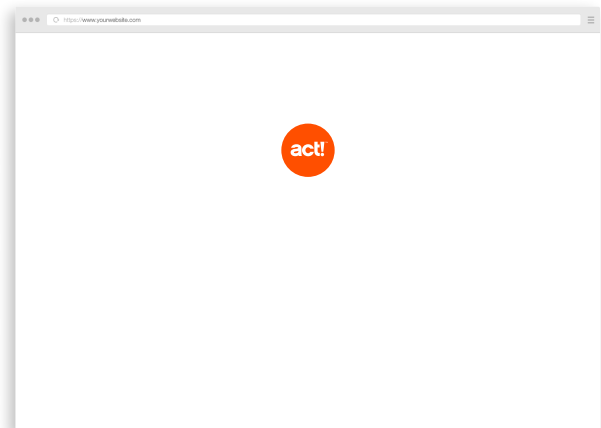
YOUR LOGO act!

Using the Act! logo on your website or a digital asset

Ensure your company logo is on the page/asset and is the primary logo.

CORRECT   **INCORRECT**

Product logos

The Act! logo(s) and Act! product logo(s) defines who we are and what we offer. The Act! logo lockup treatment(s) should be used as a product logo only, not as a program or event logo.

Color use follows the Act! logo general guidelines.

BRAND
Who We Are

PRODUCTS
What We Offer

TIERS
Editions

Act! Premium Desktop	Act! Premium Cloud

EXTRAS
Branded Features & Services

Act! Connect	Act! Insight	Act! Contact Link
Act!Companion	Custom Tables	Enhanced Support
Act! Marketing Automation	Desktop Sync (Act! Premium Cloud only)	

VERSIONS
Release Naming

Act! Premium Desktop will use the traditional release numbering system - e.g. Act! Premium Desktop v23.x, v24.x, v25.x, etc.

Act! Premium Cloud will begin a new release naming system, which will include the month, year, and release number (within that month)
–e.g. Act! Premium Cloud March 23 R1/R2/R3.

Partner branding kit

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Using color - CTAs

Preferred number of CTAs: 1, over a light background

> Call to action

Maximum number of CTAs: 2, over a light background

> Call to action   Call to action

Text links over light backgrounds, use:

#0E65A3 set in SemiBold
#EBB652 set in SemiBold
#FE5000 set in SemiBold

Alternate primary and secondary

CTAs over a dark background

> Call to action   Call to action

Text links over dark backgrounds, use:

#74DFF6 set in SemiBold
#EBB652 set in SemiBold
#FFF2CE set in SemiBold

Using the Act! name in text

✓ The Act! name should always begin with a capital A followed by a lowercase c and t, ending with an exclamation mark. (i.e. Act! Never: ACT, ACT!, Act, act!, act - "ACT!" may **only** be used in conjunction with an Act! legacy version. Sage ACT! 2013 and earlier.)

✓ Lowercase "act!" should never appear in text. "act!" is only used in the Act! logo.

✓ The Act! name is not complete without the exclamation mark at the end. Always include the exclamation mark after the t.

✓ When using Act! at the beginning or in the middle of a sentence, always ensure the word that follows Act! is not capitalized unless it's meant to be. (i.e. We think Act! is the best.)

✓ When using Act! in a sentence, avoid ending the sentence with Act! to avoid unnecessary double punctuation. (i.e. Act!. Act!?, Act!!)

✓ Never treat Act! as a contraction. (i.e. Never: Act!'s)

✓ When referencing an Act! product name, ensure the correct name is being used. For example, being mindful that Act! CRM is a product name - if you are referring to Act! in general, please use "Act!" or "Act! CRM and marketing automation".

Website branding rules

Find an Act! Certified Consultant web listing on act.com

Updates to the Find an Act! Certified Consultant web listing on act.com should be submitted through the Partner web listings on act.com form, here.

From act.com, customers will be directed to the selected partner landing page. You must follow these website branding rules, when linking from act.com. Use the following resources to direct the customer to an Act! focused page.

Brand positioning

Your Act! product webpage should convey graphics, brand sentiments, resources, and language as appropriate.

Areas that may need updating

Naming and language
As mentioned under this section, when using the Act! name in text:
- ACT! should be treated as Act!
- act! is reserved for the logo only.
- Swiftpage – and any mentions to it should be removed.

Act! product(s)
Always display current Act! product(s). At all times, refer to the latest product version added here.
- Although prior versions can be included, Act! Premium should be promoted on your website.
- Any mentions to Act! Growth Suite, Act! Premium Plus, or any other product name Act! no longer promotes should be removed.

Box shots
- Box shots are dated and should not be used.

Act! mark/logos and tier badges
Remove and replace all logos and ACC badges that do not follow our approved uses and/or depictions of the Act! brand.

Act! mark/logos
Remove any outdated Act! logos from your Act! webpage. Access the latest Act! logo, here, to replace older versions.

ACC tier badges
Current period badges for website use should be a representation of your tier and the current year.

No mention of a competitor
Remove all mentions of any Act! competitors (CRM and/or marketing automation) from any of your webpages that are linked to your ACC listing and accessed via act.com.