

Digital Style Guide

For Retail Partners



January 2020

The **SellPro** Logo.



There are three main variations of the SellPro logo: the SellPro Circle, the full horizontal lockup and full vertical lockup. Never alter shape, color, configuration, proportions or transparency of any of the logos.



SELLPRO CIRCLE



HORIZONTAL LOCKUP,
WITH & WITHOUT TAGLINE



VERTICAL LOCKUP,
WITH & WITHOUT TAGLINE

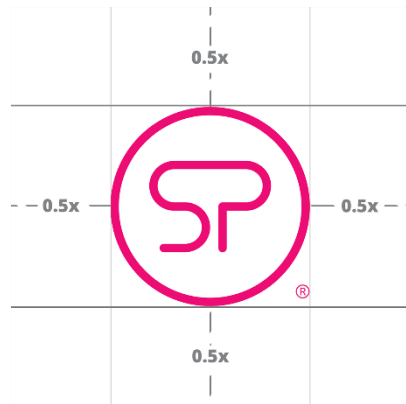


SECONDARY COLOR USE

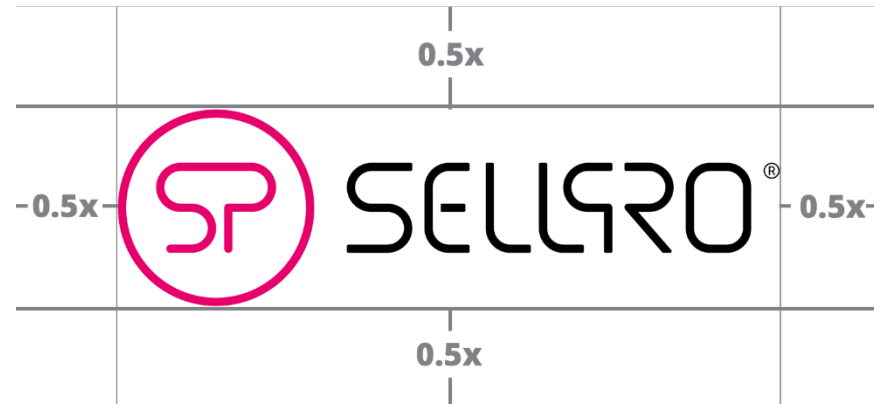
Logo Clearance.



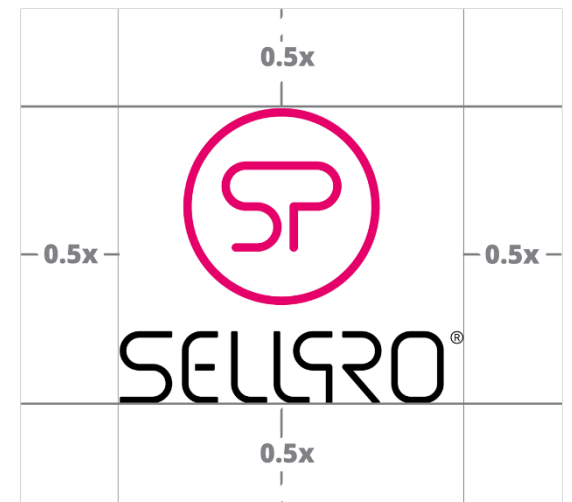
Always allow a minimum clearance of half the width ("0.5x") of the SellPro circle all around the logo.



INSIGNIA



HORIZONTAL



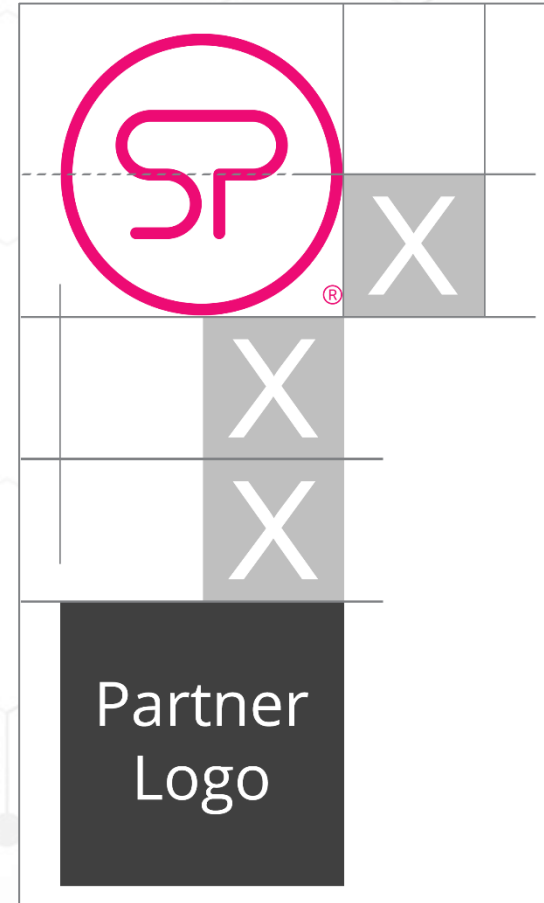
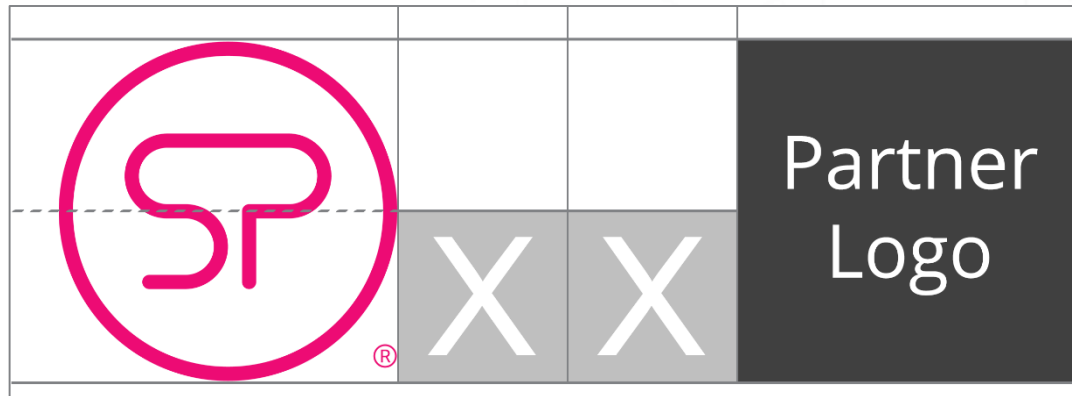
VERTICAL

Logo Co-Branding.



When partnering with the SellPro logo, please allow double the required space around the SellPro logo ("X" = half the height of the SellPro Circle).

Partner logos must be the same height as the SellPro logo when placed side-by-side, and the same width when stacked top-to-bottom.



Logo Colors.



SellPro's primary **magenta** color should be used in all cases except where one of the other acceptable color variations are more appropriate. The SellPro logo must be displayed over black, white, or solid colors that do not impact the visibility of the logo.

SELLPRO PRIMARY COLORS



RGB: 229 / 0 / 106
HEX: E5006A
CMYK: 0 / 100 / 24 / 0
PANTONE: PANTONE 213C



RGB: 128 / 130 / 133
HEX: 808285
CMYK: 0 / 0 / 0 / 60
PANTONE: PANTONE 877C



RGB: 35 / 31 / 32
HEX: 231F20
CMYK: 0 / 0 / 0 / 100
PANTONE: HEXACHROME BLACK C



Logo Do's & Don'ts.



DO NOT
display over busy
backgrounds.



DO NOT
alter the color of the
logo.



DO NOT
Use the logo at low
resolution.



DO NOT
Rotate the logo.



DO NOT
display in low
contrast color
environments.



DO NOT
skew, bend, or distort
the logo.



DO NOT
add any effects to
the logo.



DO NOT
alter or use the
logo as part of
another design.



DO NOT
alter transparency
of the logo.



DO NOT
mirror or reverse
the logo.



DO NOT
separate the logo
components.



DO NOT
Outline the logo.

Digital **Typography.**



AKTIV GROTESK is the primary font used in SellPro marketing and collateral. The various font weights are to be used as follows:

- **Headers and Subheaders** – Aktiv Grotesk Bold
- **Body copy** – Aktiv Grotesk
- **Subtext, captions, disclaimers** – Aktiv Grotesk Light

Aktiv Grotesk Bold

Aa Bb cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()

Aktiv Grotesk

Aa Bb cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()

Aktiv Grotesk Light

Aa Bb cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()

SellPro Iconography.



The icons below are used throughout the SellPro app to identify specific features, and can be used when referring to these features. To download icons in secondary colors, visit the [Icon Database](#).

