



# COEVERA LOGO GUIDELINES

# Contents

Intro	3
About Us	4
Our Logo	5
Logo Clear Space	7
Transitional Lockup	8
Symbol	9
Minimum Logo & Symbol Size	10
Color Logo	11
Negative Logo	11
Monochrome Logo	12
Logo Suffixes	13
Please Don't...	16
Our Typeface	17
Corporate Colors	18
Monochrome Logo Colors	19
Thank You	20

# INTRO

## Welcome to the Coevera Logo Guidelines.

We created this document for anyone associated with Coevera — Partners, Customers, Press, Community, Analysts, Employees — to properly use our brand assets in a clear and meaningful way.

### **Why this exists**

Our brand identity is a vital strategic resource and must be used carefully within the parameters established by our Design Team. Consistent application ensures that people perceive our brand in alignment with our business strategy and the co-evolutionary philosophy at the heart of everything we do.

### **Follow the guidelines**

Please read these guidelines and take care to use the logo and other brand elements as described, placed as indicated, without exception.

Quick Usage Advice: When in doubt, review this document and/or contact us at [marketing@coevera.com](mailto:marketing@coevera.com)

# ABOUT US

Coevera is the evolution of nearly two decades of innovation in sales technology. What began in 2007 as a better way to manage sales pipelines grew into a complete AI-powered CRM platform — intuitive pipeline management, no-code automations, AI assistance through Voyager, and integrations that transform how sales teams work.

Our name carries our philosophy. CO stands for collaboration and co-ordination. EV stands for evolution — constant improvement, always adapting. ERA represents this moment — the age of AI, a turning point in history. Hidden within: Coe (together) + Vera (truth). Together toward the truth.

We are the first CRM built to address both sides of the coin: the technology and the mindset. Our platform and our thought leadership engine, The SalesPOP! Strategist, co-evolve — because the best tools in the world don't matter if people lack the skills, strategy, and thinking to use them effectively.

Our logo reflects this forward momentum and the principle at the heart of everything we do: Win Together. The dynamic design embodies collaboration, evolution, and the bright, clean focus that runs throughout our product and our brand.

## OUR LOGO

The logo represents the core ideas behind Coevera — collaboration, evolution, and truth — melded elegantly into a single whole. It captures the spirit of co-evolution: technology and human insight working together toward a shared goal. The design reflects forward momentum and the clarity that defines our platform and our brand.

We use the same version in print, on screen, and for any other promotional products. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must treat it with care. The following pages cover the correct usage to ensure the logo always looks its best.

### Horizontal Logo

The horizontal logo is the preferred version of the Coevera logo; use it wherever possible.

### Horizontal Logo • Preferred



# OUR LOGO

## Vertical Logo

The vertical version may be used in circumstances where it is impractical to use the preferred horizontal version.

### USE IN THE FOLLOWING SITUATIONS:

- Limited size formats where the horizontal version would fall below the minimum size.
- Square spaces that require high visibility and would be affected by the horizontal version.

## Vertical Logo



# LOGO CLEAR SPACE

## Give the Logo Room to Breathe

To ensure that our logo versions remain clearly visible across all applications, surround them with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize recognition and impact.

The area directly surrounding the logo lock-ups must always be protected to preserve integrity and legibility.

When the logo is used, a clear space of **2X** should be maintained on all sides.

In constrained layouts where a **2X** clear zone isn't achievable, the minimum fallback is **X** clear space.

**X** is defined as the distance between the symbol and the logotype. Use this measurement, at any scale, to determine proper clear space.

These requirements apply to all variants of the Coevera logo, including horizontal, vertical, and suffix versions.

## Horizontal Logo • Preferred



## Vertical Logo



# TRANSITIONAL LOCKUP

## Bridging Heritage and Evolution

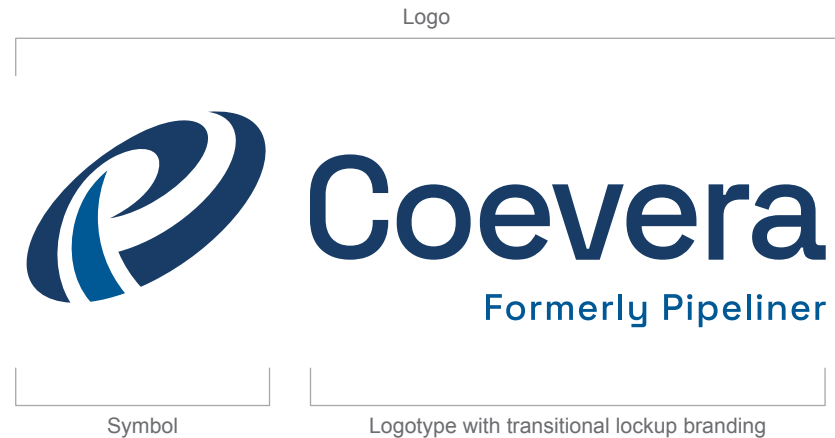
During the transition period from Pipeliner to Coevera, a transitional lockup is available for use. This version pairs the new Coevera logo with the descriptor “**Formerly Pipeliner**” to maintain brand recognition with existing customers, partners, and audiences who know us by our previous name.

The transitional lockup should be used in contexts where brand continuity is critical — such as customer-facing communications, partner materials, and account portals during the migration period.

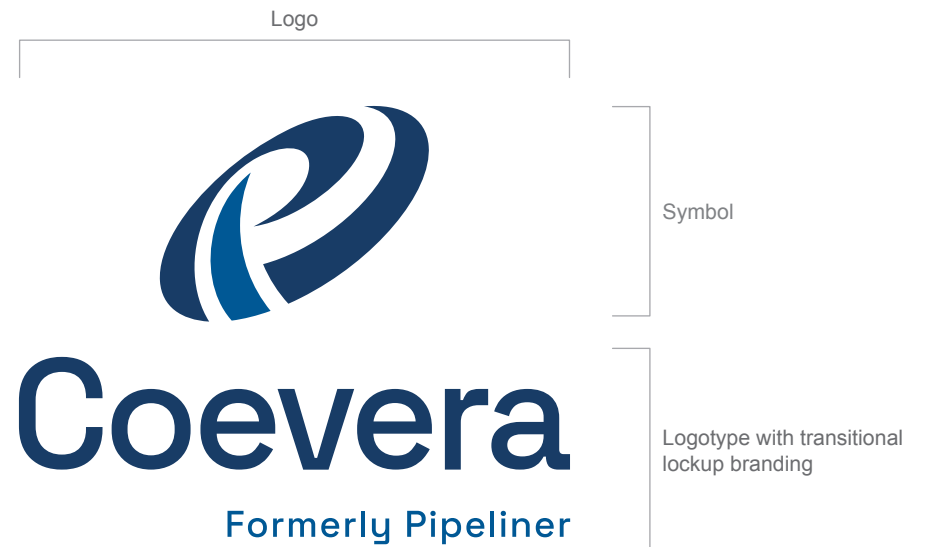
This is a temporary asset. Once the transition period concludes, all materials must be updated to the standard Coevera logo.

*Do not create your own transitional variations — use only the approved lockup files provided by the Design Team.*

## Horizontal Logo • Transitional Lockup



## Vertical Logo • Transitional Lockup





# SYMBOL

Our symbol captures the essence of Coevera — forward momentum, co-evolution, and the dynamic energy of collaboration. The design conveys upward movement and progress, reflecting the continuous evolution at the core of our brand.

## Symbol Clear Space

To ensure that the symbol remains clearly visible across all applications, surround it with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize recognition and impact.

The area directly surrounding the symbol must always be protected to preserve its integrity and legibility.

When the symbol is used independently, a minimum clear space of 20% of the symbol's width should be maintained on all sides.

Symbol




Negative Symbol



Clear Space

+ 20% symbol width

20%	100% width	20%
		
20%		20%

# MINIMUM LOGO & SYMBOL SIZE

## Clarity at Every Scale

There are no predetermined sizes for the Coevera logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility.

There is no preset maximum size for the logo.

In print, the minimum width for the horizontal logo is 15 mm, and for the vertical logo is 10 mm.

For digital uses, the minimum width for the horizontal logo is 75 pixels and for the vertical logo is 54 pixels. These are the smallest sizes apart from when using only the symbol or a favicon.

The minimum symbol width is 24 pixels. For favicons, use the dedicated 16px file.

### Horizontal Logo



Minimum size  
15 mm / 75 px

### Vertical Logo



Minimum size  
10 mm / 54 px

### Symbol



Minimum size  
24 px

### Favicon • ICO file



Minimum size  
16 px

## COLOR LOGO

The color logo is the primary version and should be used in most instances — across corporate materials, digital platforms, advertisements, and signage.

Contrast is essential — always use the color logo on a white or light background to ensure maximum legibility.

Color Logo • Preferred



## NEGATIVE LOGO

When placing the logo on a dark background, the standard color logo does not provide sufficient contrast. In these cases, use the negative (reversed) logo to ensure clear visibility and brand consistency.

Negative Logo



## MONOCHROME LOGO

In certain contexts, the full-color logo may not be appropriate — for example, when it could clash with surrounding colors or when a more neutral treatment is needed. In these cases, monochrome logo versions (gray, black, or white) should be used.

For print applications where color reproduction is limited, use the gray logos (available in 75% and 40% tints of black) or the solid black or white versions as appropriate.

Dark Gray Logo • 75% Black



Light Gray Logo • 40% Black



Black Logo



White Logo



## LOGO SUFFIXES

### Coevera CRM

Logo suffixes identify specific divisions or functions within the Coevera brand. The suffix is separated from the main logo by a vertical rule, clearly linking it to the parent identity while distinguishing its purpose. For example, the CRM suffix denotes our core sales platform — the technology side of the Coevera ecosystem.

Headline H3 • light



Headline H3 • light



## LOGO SUFFIXES

### Coevera Support

The Support suffix identifies our customer success and technical assistance division. It signals our commitment to the Win Together philosophy — ensuring that every customer has the guidance and resources they need to get the most from the platform.

Headline H3 • light



Headline H3 • light



## LOGO SUFFIXES

### Coevera Partner

The Partner suffix identifies our partner ecosystem — integrators, resellers, and strategic allies who extend the reach and value of the Coevera platform. It reflects the CO in our name: collaboration as a foundation, not an afterthought.

Headline H3 • light



Headline H3 • light

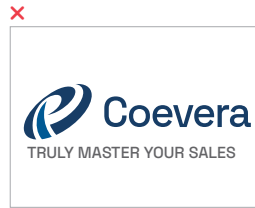


## PLEASE DON'T...

To maintain the integrity of the Coevera logo and to ensure brand consistency across all touchpoints, it is important to use the logo exactly as described in these guidelines.

The examples shown here illustrate common misuses that should be avoided.

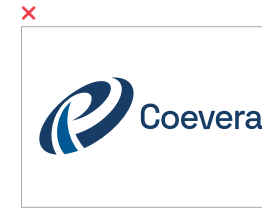
The logo and its components should never be tweaked, modified, recolored, or altered in any way.



DON'T create a logo lockup with additional text



DON'T rearrange the logo elements



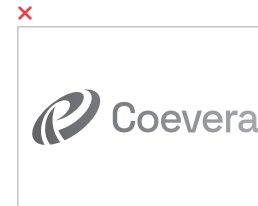
DON'T change the proportions between the symbol and logotype



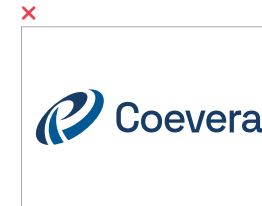
DON'T rotate the logo



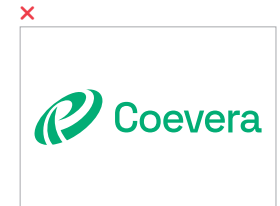
DON'T slant, stretch, or otherwise distort the logo



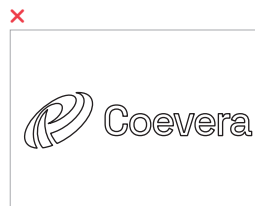
DON'T apply a gradient to the logo



DON'T use non-approved color combinations



DON'T use non-approved colors



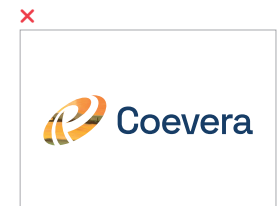
DON'T outline the logo



DON'T add a drop shadow to the logo



DON'T add reflections or any other graphic effects



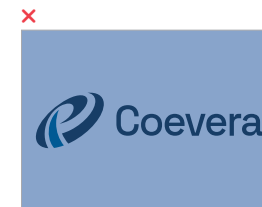
DON'T use the symbol as a container for imagery or graphics



DON'T crop the logo in any way



DON'T create a pattern using the logo



DON'T place the logo on backgrounds with insufficient contrast



DON'T place the logo over a busy image



# OUR TYPEFACE

For headlines we use “Space Grotesk” — a modern, sans-serif typeface family available through Google Fonts. Space Grotesk can be downloaded directly [here](#).

Arial Regular is used for all standard body copy. Arial Bold is used for emphasizing key information within text.

## SECONDARY TYPEFACE: Standard System Font

In cases where a custom font is not supported — such as presentation decks, email templates, or system-generated documents — Arial Regular and Bold should be used as the fallback.

### Space Grotesk Typeface Family

#### Space Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+ (.,:;)

#### Used Typeface Widths

Space Grotesk Light | Space Grotesk Regular | Space Grotesk Medium | **Space Grotesk Bold**

### Arial Typeface Family

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+ (.,:;)

#### Used Typeface Widths

Arial Regular | **Arial Bold**

# CORPORATE COLORS

Our core colors define our brand identity.

Coevera Dark Blue is the primary color. It is used in the symbol, logotype, and the vertical separator between the logo and its suffixes (CRM, Support, and Partner).

Coevera Light Blue is a secondary color used for accents within the symbol and for suffix text (CRM, Support, and Partner).

## Coevera Dark Blue



Coated Paper  
PANTONE 288 C  
  
Uncoated Paper  
PANTONE 288 U

R 024  
G 060  
B 102  
  
HEX #183c66  
  
C 100  
M 082  
Y 035  
K 021

## Coevera Light Blue



Coated Paper  
PANTONE 2945 C  
  
Uncoated Paper  
PANTONE 2945 U

R 000  
G 088  
B 149  
  
HEX #005895  
  
C 100  
M 052  
Y 000  
K 025

# MONOCHROME LOGO COLORS

Neutral tones for versatile applications.

The monochrome palette provides flexibility when the full-color logo cannot be used. Each variant serves a specific purpose depending on the background and production context.

**Dark Gray** is used when a strong, high-contrast monochrome treatment is needed on light backgrounds. It provides presence without the weight of solid black.

**Light Gray** is suited for subtle, understated applications — such as watermarks, embossed treatments, or backgrounds where a softer presence is preferred.

**Black** is used for single-color print applications and any context where maximum contrast is required.

**White** is used on dark backgrounds where the reversed logo is needed in a single-color format.

## Dark Gray



R 098  
G 098  
B 098  
  
HEX #626262  
  
C 000  
M 000  
Y 000  
K 075

## Light Gray



Coated Paper  
PANTONE Cool Gray 5 C  
  
Uncoated Paper  
PANTONE Cool Gray 5 U  
  
R 181  
G 181  
B 181  
  
HEX #B5B5B5  
  
C 000  
M 000  
Y 000  
K 040

## Black



R 000  
G 000  
B 000  
  
HEX #000000  
  
C 000  
M 000  
Y 000  
K 100

## White



R 255  
G 255  
B 255  
  
HEX #FFFFFF  
  
C 000  
M 000  
Y 000  
K 000

# THANK YOU

Thank you for taking the time to review these guidelines and for your commitment to presenting the Coevera brand with care and consistency. Every touchpoint matters, and your attention to these standards helps us maintain the trust and recognition we've built together.

If you have any questions about our visual identity or need guidance on a specific application, please reach out to [marketing@pipelinersales.com](mailto:marketing@pipelinersales.com).

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