

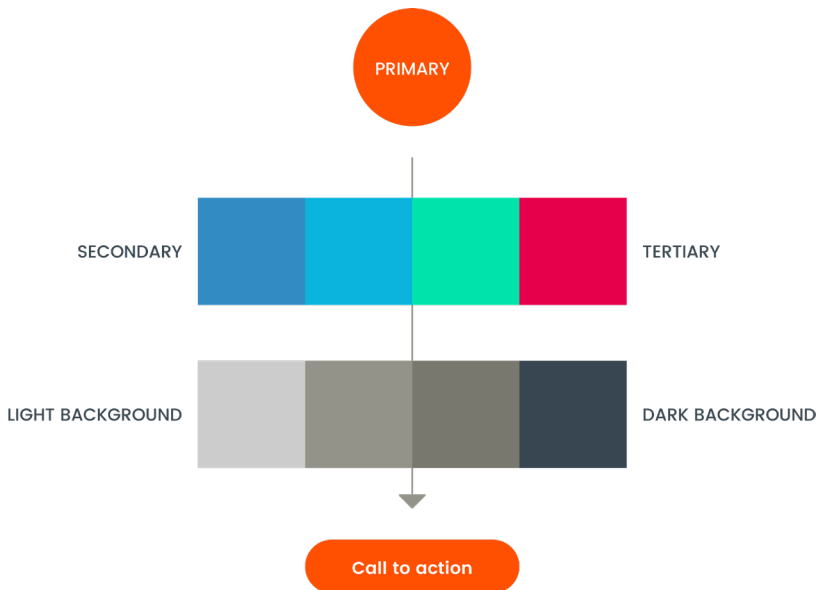


Partner branding kit

INTERNAL ONLY – Not for distribution.

Color palette

FE5000	374650	328CC3	0AB4DC	78786E	939389	CDCDC8	00E4AB	E6004B
C 0 R 254 M 69 G 80 Y 100 B 0 K 0	C 31 R 55 M 13 G 70 Y 0 B 80 K 69	C 74 R 50 M 28 G 140 Y 0 B 195 K 24	C 71 R 10 M 7 G 180 Y 7 B 220 K 0	C 0 R 120 M 0 G 120 Y 8 B 110 K 53	C 0 R 147 M 0 G 147 Y 7 B 137 K 42	C 0 R 205 M 0 G 205 Y 2 B 200 K 20	C 62 R 0 M 0 G 228 Y 50 B 171 K 0	C 0 R 230 M 100 G 0 Y 67 B 75 K 10



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/Yellow/Magenta/Black (K). Meaning, you will need to be sure that the printer uses the Pantone spot colors when printing.

Typography

Headlines

Poppins SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paragraph

Poppins Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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



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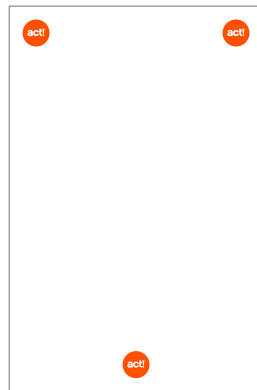
Using the logo

Centered placement

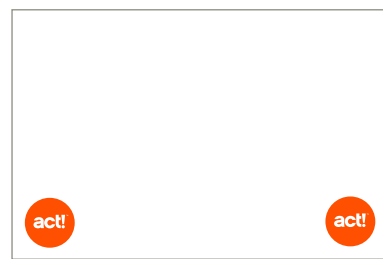
If possible, the Act! dot loves to be the center of attention. Use this placement on coversheets or applications with minimal content to reinforce the idea that Act! puts relationships at the heart of everything.



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



Examples of misuse

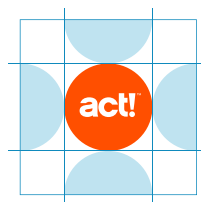


Avoid using encircled logo in lower corners.

Clear space and sizing

When not centering or cropping the Act! dot, be sure to adhere to the proper clear space when placing the logo.

Allow roughly half the width of the Act! dot for clear space. Use discretion if logo sizing becomes too small to be legible.



Examples of misuse



Logo is too large.



Avoid over-sizing the logo. When centering the logo it should never be larger than 1/5 of the shortest height or width of a layout.

Logo is too small.





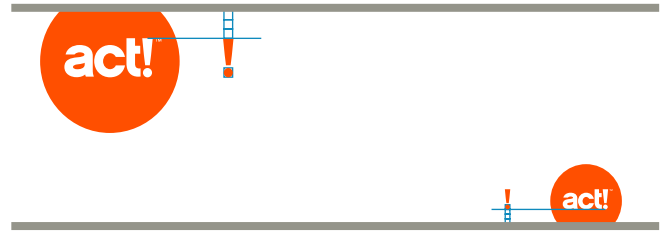
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Using the logo (continued)

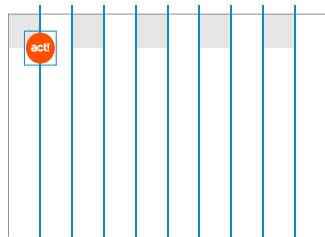
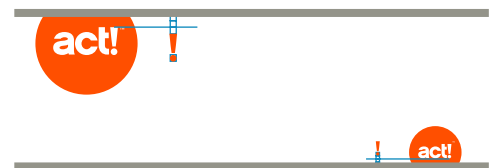
The logo crop (the clear space exception)

Act! header logo crop. When cropping the logo into a floating header or footer treatment use 3x the height of the exclamation dot.



Example of misuse

Avoid over cropping the logo.



Avoid over-sizing the logo. When centering the logo it should never be larger than 1/5 of the shortest height or width of a layout.

Using color – CTAs

Preferred number of CTAs: 1, over a light background



Maximum number of CTAs: 2, over a light background

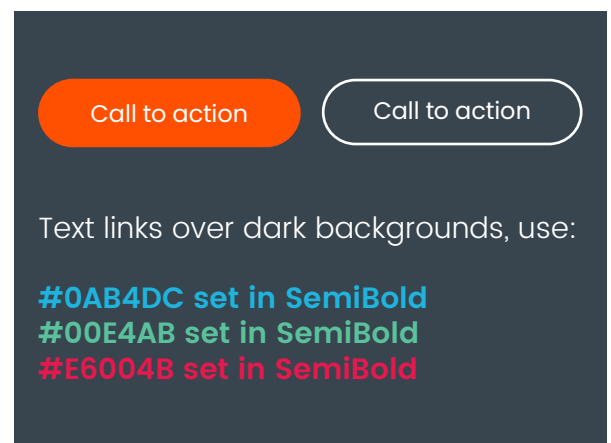


Text links over light backgrounds, use:

#0AB4DC set in SemiBold
#00E4AB set in SemiBold
#E6004B set in SemiBold

Alternate primary and secondary

CTAs over a dark background



Text links over dark backgrounds, use:

#0AB4DC set in SemiBold
#00E4AB set in SemiBold
#E6004B set in SemiBold



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Page 4 of 4

Using the Act! name in text

Follow these points when 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!” may **only** be used in conjunction with a legacy version of Act!. 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, always include proper punctuation as needed after the exclamation mark. (i.e. Act!, Act!. Act!?! Never: Act!!)
- ✓ Never treat Act! as a contraction. (i.e. Never: Act!’s)