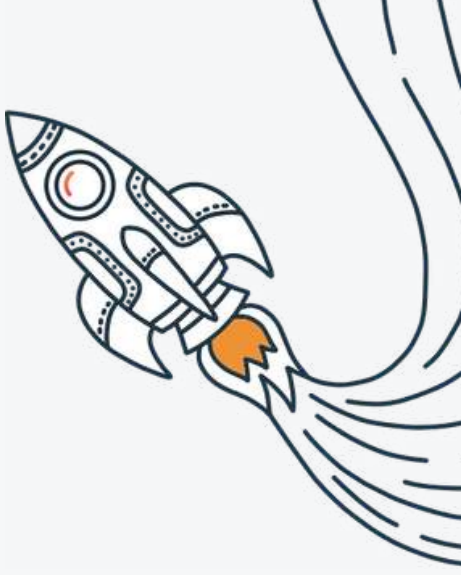




ONEPAGECRM

BRAND GUIDELINES

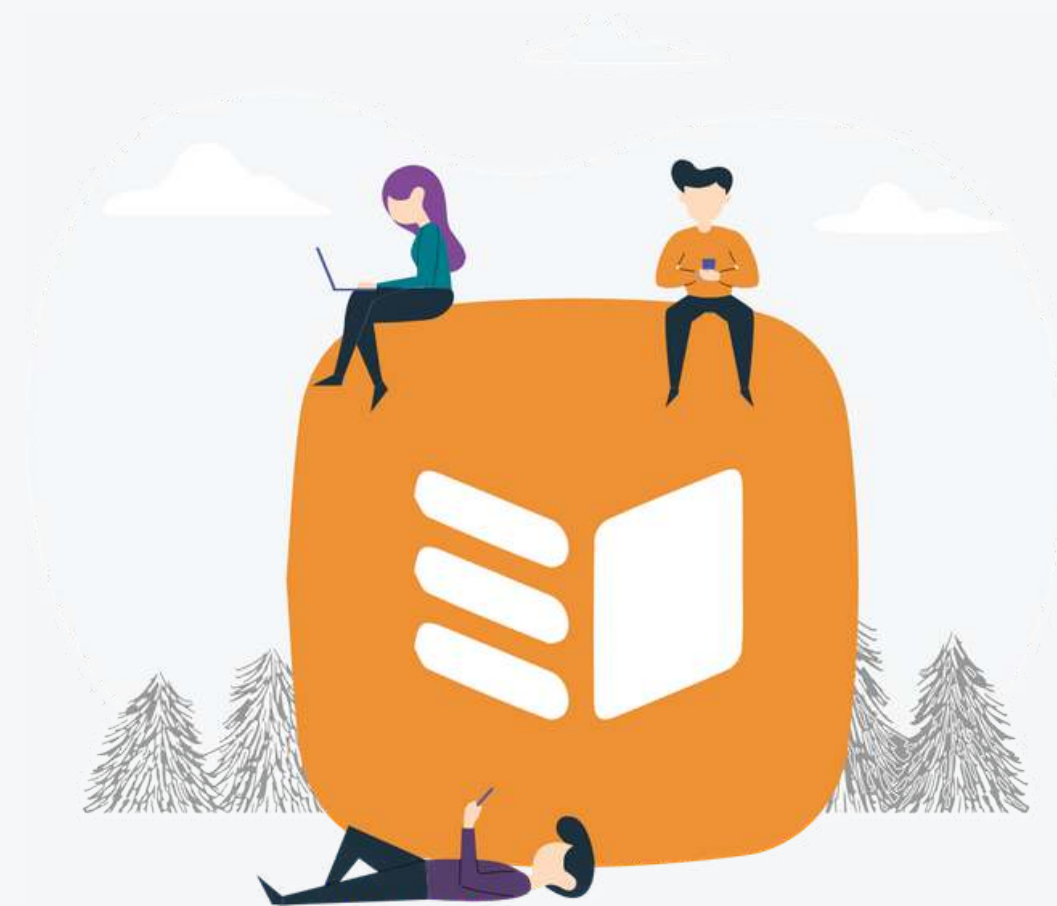


WHAT'S INSIDE

Main Concepts
Guiding Principles
Our Story
Brand Name

Visual Style
Language
Voice & Tone
Quick Facts

MAIN CONCEPTS



WHAT IS ONEPAGECRM?

OnePageCRM is the **world's first action-based CRM**. We built it to **free** salespeople from bloated software, help them **focus** on sales actions, and empower them to **take control** of their sales.

OUR MISSION

To bring **action and focus** to the **chaotic world of sales**.

MAIN CONCEPTS

(pt. 2)



OUR BASE PRINCIPLE

OnePageCRM is built on the Getting Things Done productivity principle, with a unique Next Action sales method at its core.

OUR EXPERTISE

We know the needs and pains of SMBs. We're agile, efficient, and have zero tolerance for clutter in our app. That, together with our action-focused mindset, makes us an expert choice for sales teams in small and medium-sized businesses.

Our Guiding Principles (pt.1)

We're Caring

It's more than a job to us. We care. Your success is our success. And we'll do our damndest to see you on top.

We're Strong

We believe in doing the right thing and doing things right. We will reach our vision and conquer the world. Because we simply can't imagine that we won't.

We're Sound

That's Irish for being down to Earth, good fun and someone you can count on. And you know what, if you've joined our tribe, you're sound too!

We're Open

We come from all over the world and are stronger for that. Every opinion matters, no idea is stupid. We treasure our differences; they give us a unique perspective.

Our Guiding Principles (pt.2)

We're Focused

We're passionate about what we're doing and our product. We want to make it the best there is and we know that together we will.

We'll Succeed

We know our strengths, we know our customers, we believe in each other.

We are building the most effective sales app in the world. We are here to bring the change and refuse to settle for anything else than the best.



OUR STORY



Before OnePageCRM was even a napkin sketch, Michael was looking for a CRM to help him grow his website development business. As it happens, all CRMs he looked at were pretty much sophisticated, “dead” databases. He thought, ‘Excel can do that, Excel doesn’t make you **get up in the morning and go at sales**’.

So one sunny December afternoon, he went out for lunch and returned with a bucket of ice cream for his team and a plan for a new, actionable CRM sketched on the back of a napkin. The CRM was to be **based on the GTD (Getting Things Done)** productivity principle that encouraged a person to remove the clutter and focus on a task at hand.

While his team was happily consuming the creamy treat, Michael announced that they were going to **ship this new product... in three months time**.

TIMELINE (pt.1)

2010

READY OR NOT, HERE WE COME

The strict deadline was a result of a hard lesson learned from a previous venture that never reached the customers' hands due to continuous "improvements". This time, Michael was guided by two principles. One was Seth Godin's 'Build in shipping as a feature', which came down to the question: if shipping on a date was a key objective, what features could you leave out in order to ensure that was honored? The second was a quote from LinkedIn founder Reid Hoffman: "If you are not embarrassed by the first version of your product, you've launched too late." So on March 22nd, with the Activity Stream and the Next Action as its heart and body, OnePageCRM went live.

2011-2012

ALL IN

We got our first paying customers and, most importantly, the first feedback. We were building the app with the clients, but with a strong conviction that the Next Action is the ultimate way to go for efficient sales. We believed (and still do) in our app and used it ourselves. All other distractions (including a profitable business) were set aside and OnePageCRM became our main and only focus.

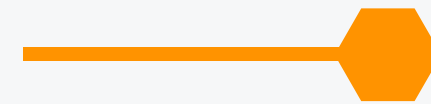
2013-2014

INVESTMENT IN TALENT

We were fortunate to have secured funding from Enterprise Ireland and private investors. That gave us the needed financial boost to grow the business and invest in hiring the best talent, including engineers and marketers. That is also when we started building our customer success team. Today, we pride ourselves on providing world-class customer support. We believe in building long-term relationships with our customers. That's why we go above and beyond to answer any questions, queries, or jump on a one-to-one screenshare or a call whenever it's needed. We were probably doing something right, as we marked 2014 with 6,000 paying customers from across the world!

TIMELINE (pt.2)

2016



TOP CLASS SALES ON-THE-GO

We know that field sales can get hectic. That's why we decided to make sure you can access your CRM at any point in time, even when on the road. In 2016, we launched native iOS and Android mobile apps, ensuring our customers always keep the ball rolling and have all the updates safely logged.

2017



AUTOMATION IS KEY

We always believed that the only thing salespeople should spend their time on is... sales. It might sound trivial, but we have seen too many salespeople wasting their time on unnecessary admin tasks rather than investing in building relationships with their prospects. In 2017, we decided to make this task easier. We have introduced Deal Items to build deals with a click, Saved Actions to accelerate the Next Action process, Email Templates and Bulk Send to avoid repetition of the same emails over and over, and Quick Quotes to assemble and send sales quotes in seconds. That was also the year when we hit the 10,000 paying customers mark!

2018



WALKING IN OUR CUSTOMERS' SHOES

In 2018, Michael set out on a 30-day trip around the UK, in a motorhome the likes of Jamiroquai's, with a crucial message to deliver — for SMBs around the world it's time to think global. During this trip, Michael had a unique opportunity to spend time with OnePageCRM customers, get to know them, their companies and needs, sit by their side, and see our product through their eyes. He got invaluable insights into the way they use our system — some things you'll never get from an email, a phone call or a web form. Thanks to the wealth of knowledge and action points that Michael brought back, we got a direction on how to make OnePageCRM the best version of itself!

TIMELINE (pt.3)

2019-...

TO INFINITY AND BEYOND!

In 2019, we are proud to have over 11,000 paying customers, ranging from small startups to international giants like Ryanair, Hewlett Packard, and the UPS Store. Our team is beautifully eclectic, we value our differences and the unique perspective they give us. We're passionate about what we're doing and our product. We are building the most effective sales app in the world. And our story is just getting started!

<https://www.onepagecrm.com/our-crm-software-story/>



OUR BRAND NAME

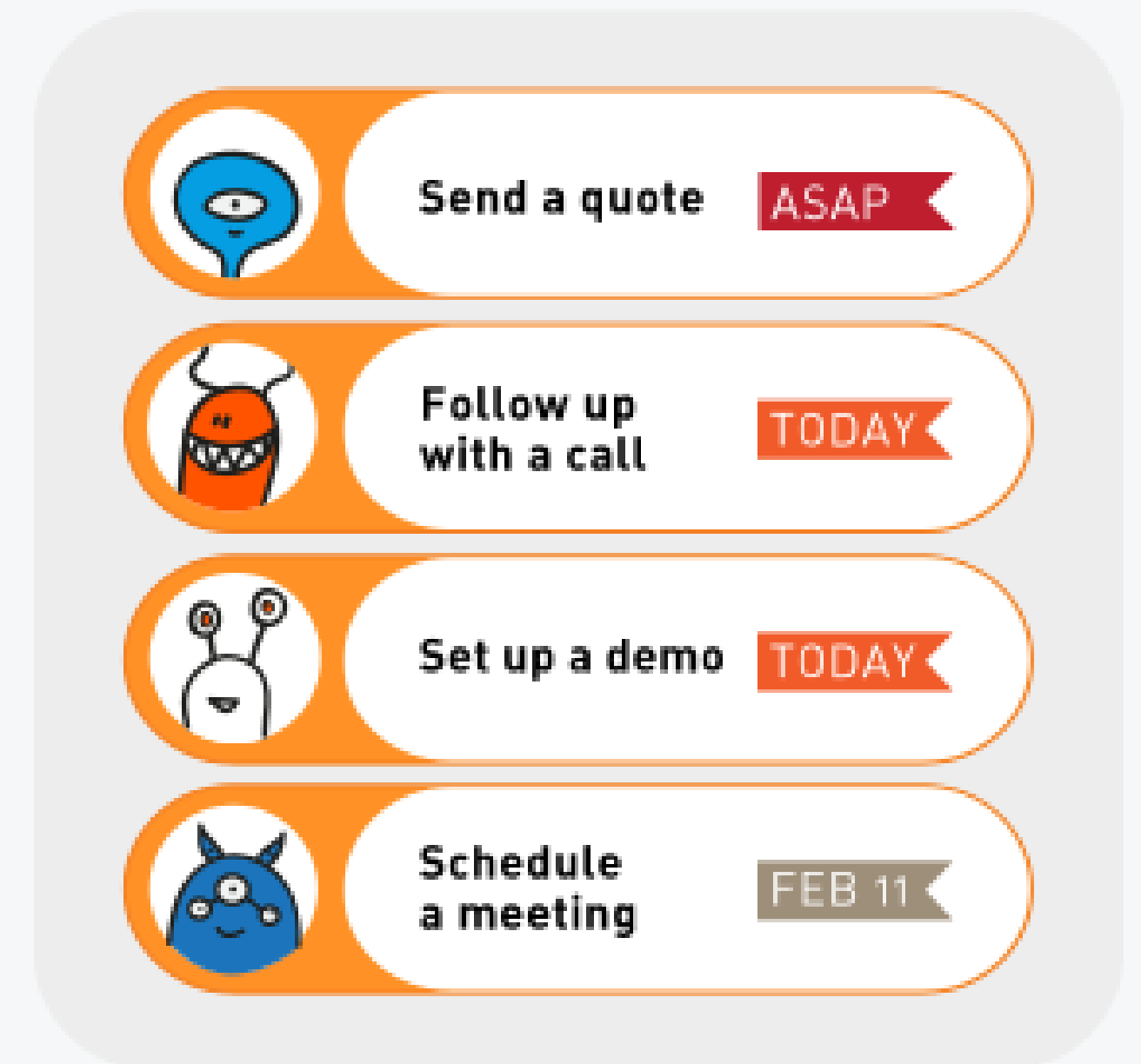
"OnePageCRM" is our brand name.

It reflects the minimalistic nature of our app, as well as its clear focus.

- ✓ **Always spell OnePageCRM together**, with a big "O" and "P", and capitalize "CRM."
- ✗ **Never refer to it as just "OnePage", "OP", "OPCRM",** or any other alteration.
- ✗ **Don't use an article** ("a" or "the") before OnePageCRM, unless it's succeeded by a noun, e.g. "the OnePageCRM brand."

VISUAL STYLE

Our visual style is clean and modern, mirroring the uncluttered nature of our app and interface.



OUR LOGO

OnePageCRM logo represents the **powerful simplicity** of the app and mirrors its **interface in the split-mode**, with the list of contacts on the left and the contact page on the right.

Download: <https://bit.ly/OnePageCRMlogos>



OnePageCRM



OnePageCRM



OnePageCRM

LOGO GUIDELINES

- ✓ Always use the **full logo** (the icon is not to be used without the text)
- ✓ Use **white logo on dark** background and **black logo on light** ones.



Logo on light background



Logo on dark background

BRAND COLORS

MAIN



Middle Saturated Orange

HEX: #ff9300

RGB: 255, 147, 0

RGB Percent: 100%, 58%, 0%

CMYK: 0.00, 0.42, 1.00, 0.00

Decimal: 16749312



Dark Charcoal

HEX: #333333

RGB: 51, 51, 51

RGB Percent: 20%, 20%, 20%

CMYK: 0.00, 0.00, 0.00, 0.80

Decimal: 3355443

SUPPORTING



Light Grey

HEX: #F6F7F8

RGB: 246, 247, 248

RGB Percent: 96%, 97%, 97%

CMYK: 0.01, 0.00, 0.00, 0.03

Decimal: 16185336

BRAND FONTS

LOGO: Concord

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

WEBSITE: DIN

The spirit is willing but the flesh is weak
SCHADENFREUDE
3964 Elm Street and 1370 Rt. 21

COMMUNICATIONS:

Fonts used for documents, presentations, captions, etc.

Lato

The spirit is willing but the flesh is weak
SCHADENFREUDE
3964 Elm Street and 1370 Rt. 21

Open Sans Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WEBSITE VISUALS

Do's and Don'ts (pt.1)

✓ Custom illustrations

They support our brand and showcase our personality.
Where possible, follow the website's space theme.



✗ Stock imagery

It makes us look impersonal.

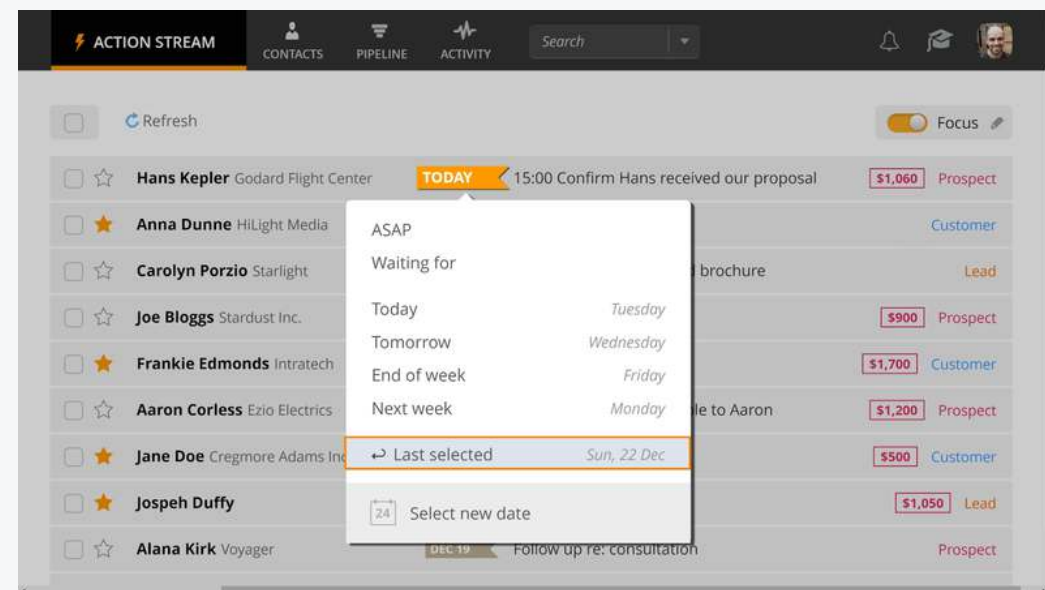


WEBSITE VISUALS

Do's and Don'ts (pt.2)

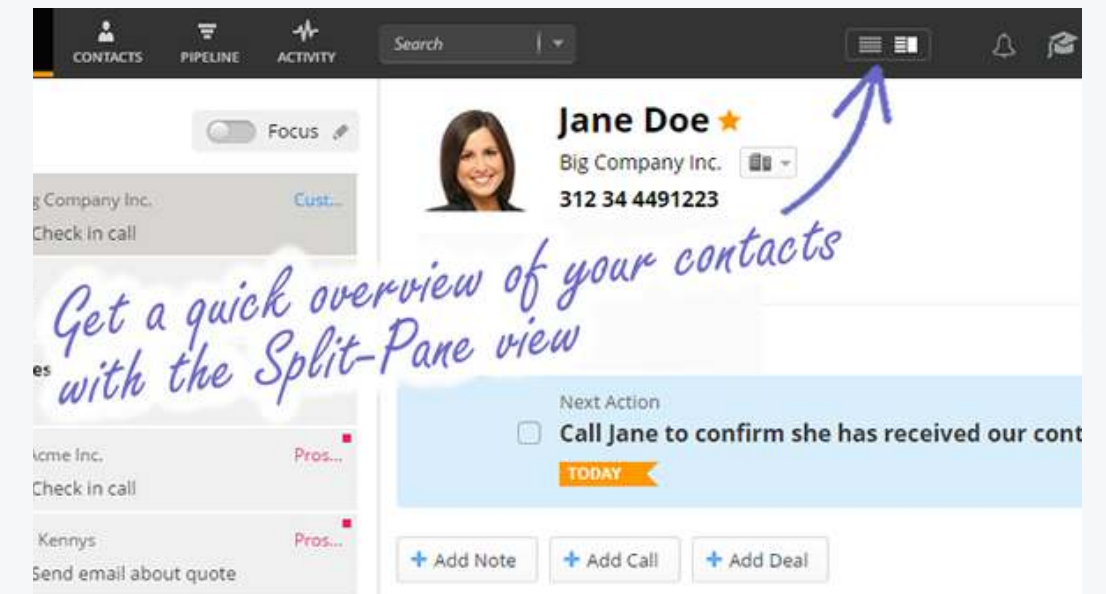
✓ On-brand highlights for feature screenshots

They look clean and simple, with no noise. Always use high resolution images.



✗ Explanatory text on the image

It takes the attention away from the visual focus and doesn't always look clean.



BRAND LANGUAGE

COMMUNICATIONS LANGUAGE: English (US)

We always use **American spelling**.

For example, color (not colour), realize (not realise), gray (not grey), etc.

See more examples here: <https://www.lexico.com/grammar/british-and-spelling>

PREFERRED WRITING STYLE: Chicago Manual of Style

"Yes" to: Oxford (serial) comma, italics for book/movie titles, spelling out the numbers.

"No" to: Spaces before and after an Em dash.

Full manual: <https://www.chicagomanualofstyle.org/home.html>

Examples: <https://www.prnewsonline.com/chicago-versus-AP-style>



BRAND VOICE & TONE

WHAT'S THE DIFFERENCE?

Voice is **what we say.**

It reflects our personality and remains consistent across all our content.

Tone is **how we say it.**

Tone should change based on your audience and the situation.

OUR VOICE IS...

- ✓ **Genuine, friendly, straightforward, empathetic, and a tiny bit cheeky.**

We want to connect with our users/readers, show that we understand their troubles, educate them on the new, better way to do sales without patronising or confusing them.

- ✓ We value a **good bit of humor as it humanizes the brand** and eases tension, but we never force it and always consider the situation.

Our humor is offbeat, and we often play with language, but we're subtle. However, we're never condescending or exclusive—it's more of an "ah, I see what you did there!" moment.

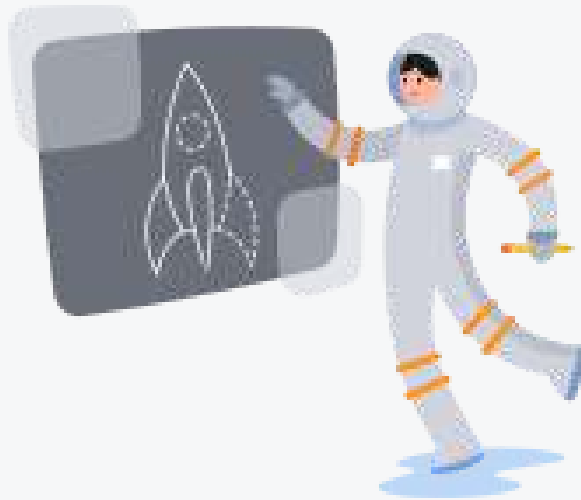
- ✓ We're **positive and supportive** of our users' successes.

- ✓ We're **curious** and love good stories.

- ✓ We're **smart but never pretentious** or boastful.

OUR TONE IS...

- ✓ **Concise** but not abrupt.
- ✓ **Conversational** but not chattering.
- ✓ **Informal** but not unceremonious.
- ✓ **Direct** but not plain.
- ✓ **Friendly** but not intrusive.
- ✓ **Knowledgeable** but not condescending.
- ✓ **Sincere** but not blunt.
- ✓ **Clever** but not snobbish.



QUICK FACTS

PRODUCT

Action-focused **sales CRM** for small and medium-sized business.

FOUNDED

March 22, 2010 by **Michael FitzGerald**, current CEO.

HEADQUARTERS

Galway, Ireland.

USER BASE

11,000+ paying customers worldwide.

TEAM

Strong and eclectic, with members from over **13 countries**.

CUSTOMER SUPPORT

World-class. See testimonials here:

<https://www.onepagecrm.com/testimonials/>

MEDIA CONTACT

For all media, brand, and PR-related queries, as well as requests for brand materials please contact Nadia Reckmann: nadia@onepagecrm.com

