WHAT'S INSIDE

Main Concepts
Guiding Principles
Our Story
Brand Name

Visual Style
Language
Voice & Tone
Quick Facts
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.
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.
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.

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.

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 marketeers. 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!
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.

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!

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!

OnePageCRM Brand Guidelines 2020
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.
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.

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.
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

OnePageCRM Brand Guidelines 2020
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.
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
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/
For all media, brand, and PR-related queries, as well as requests for brand materials please contact Nadia Reckmann: nadia@onepagecrm.com