



BRANDING GUIDELINES DOCUMENT

January 2016

ABOUT 360pi

About 360pi

To retailers, and brand manufacturers compete and win with shoppers. 360pi's customer base accounts for over \$US200 billion in annual product sales and includes Ace Hardware, Build.com, and Overstock.com, along with several Fortune 500 consumer products companies. With the majority of in-store purchases being influenced online, 360pi helps retailers and brands successfully navigate the multi-channel landscape with real-time insight into who is selling what, where, when, and for how much. Ultimately, 360pi customers make smarter decisions faster to drive increased revenues and margins across all channels.

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360PI VALUES

Mission Statement

To help our customers increase their success through profitable and actionable insights derived from the highest-quality data.

We are driven to:

- Deliver exceptional value and service
- Be the benchmark for excellence in every aspect of our business
- Promote personal and professional growth
- Foster teamwork and mutual trust, and demand the highest ethical standards from ourselves
- Be a company with whom others want to work and do business

Vision

The world's trusted source for profitable insights for price and product intelligence.

360PI VALUES

Value Proposition

360pi is a technology-driven company, and our core values are:

Customer Success

We seek to help our customers and partners dramatically exceed their objectives, enabling us to build our success together.

Innovation

We constantly strive to better our technology, our business and ourselves to increase our service to our customers and partners.

Transparency

We are open, transparent and honest in all of our dealings with our customers, partners, team members and stakeholders.

Mutual Respect

We believe that mutual respect and trust are the foundations for all enduring relationships.

Humility

We are confident in the quality of what we deliver, and yet we know we are not perfect and that we always have room for learning and improvement.

PURPOSE

Branding Guidelines

The purpose of these branding guidelines is to provide to you an accurate and insightful guide on how to use 360pi content in your own content, in both web and print formats.

1.1 Variations

The logo itself comes in two versions: black and white. The black version should be used when placing the logo on a light background, and the white version should be used over a dark background.

When using the 360pi logo, make sure to always use the 'profitable insights' tagline.

The pi in the logo is always shown in red.



Black logo with tagline



White logo with tagline

1.2 Safety Space

When using the 360pi logo, maintain a clear area around the logo as shown below. The space around the sides of the logo should be the same size as the P letter in the logo. Above there should be enough space to fit half of the letter P.



1.3 Size

When using the 360pi logo, it is important to make sure the design is constantly legible. The logo should never be used smaller than 28pt, in both print and web formats.



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profitable insights



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Logo is too small

1.4 Colours

The 360pi colour palette is as follows.



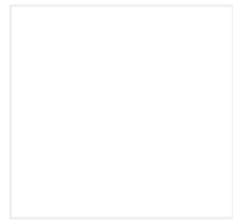
Primary Colour (Red)

CMYK: 44/99/96/0
RGB: 228/34/41
PANTONE: 1795 C
#E42229



Primary Colour (Black)

CMYK: 75/68/67/90
RGB: 0/0/0
PANTONE: 419 C
#000000



Primary Colour (White)

CMYK: 0/0/0/0
RGB: 255/255/255
#FFFFFF



Primary Colour (Blue)

CMYK: 64/0/16/0
RGB: 63/193/213
PANTONE: 3105 C
#3FC1D5

1.5 Usage Guidelines

It is expected that by using the 360pi logo you will not modify or alter the text or use the graphic in any way that may deem the brand confusing. This includes using outdated versions of the logo. In addition, the logo should always be used with the tagline.



2.1 Icons

To familiarize yourself with 360pi's product suite, see the icons below.

[360price](#)



[360assortment](#)



[360live](#)



[360comparables](#)



[360insights](#)



[360brands](#)



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