



Partner Brand book

How to co-market with Pipedrive



pipedrive

Overview

This guide book has been developed for new and existing partners on best practices on how to the go-to-market with Pipedrive.

In this guide book partners will learn:

- Timeline expectations on how to go-to-market
- Corporate brand messaging and guidelines
- Co-marketing with Pipedrive
- Partner success stories



New partner marketing onboarding timeline



Corporate branding

Positioning

We help small businesses grow by making life easier

It's a simple truth: The better people perform, the better a company performs.

Pipedrive shines at helping small business owners unlock commercial potential. We're passionate about developing easy-to-use, practical tools that inspire teams and companies to succeed.

Our people-based approach propelled our company to grow from a start-up to a unicorn. Since the beginning, our customers and partners have embraced, loved and promoted our vision.

As our company grows, so does our product. We've evolved into a platform that connects all relevant commercial data, from marketing to lead gen, while helping sales teams easily nurture client relationships. We offer companies complete control over the commercial realm.

As a valued Pipedrive partner, you play a significant role in expanding our brand and voice by identifying new growth opportunities. You support our prospects and customers through training, customized solutions and complementary products and services. It's only right that we give you the best go-to-market tools.

Positioning prism



We want our partners and customers to grow with Pipedrive

We call the concept of visual identity “driving growth”, and our dynamic use of language reflects this idea. Driving growth is the main value driver for prospects and customers.

To become the brand of choice, we must be the most appealing and convincing. It’s not just about what we offer but how. Pipedrive boosts company performance and optimizes growth by empowering people to unlock their potential. We make closing deals as easy as possible.

Instead of “good for the company, pity for the people”, the drive is to assist people, to make their lives as easy

and productive as possible. Hence the positioning of “for real people and real results” and “easy and effective”. We merge these values uniquely and credibly, building on our heritage while looking toward the future. Our branding combines several elements: pleasant, accessible, friendly, sincere, personal and human, but also reliable, intelligent, trustworthy, to-the-point and modern.

Partners can take these foundational concepts and build their brand around Pipedrive. We want our partners and their customers to grow with Pipedrive, utilizing our ideas and messaging to bring their products and services to life.

Logo and color

Always use the most recent Pipedrive logo, which you can download [here](#). Do not alter, rotate, modify or animate the logo. If you aren't sure how to use it, please email susan.angelo@pipedrive.com.

The logo has three color variants: Pipedrive green, white and black. Use the green logo for light backgrounds, the white logo for dark backgrounds and the black logo only for black and white printing. Do not alter, rotate, modify or animate the logo.

Feel free to use the Pipedrive logo in conjunction with the partner badges and partner logos.

Logos in Pipedrive green and white



Logo in black





The 'P' is not a logo, it is used for Pipedrive's avatar only

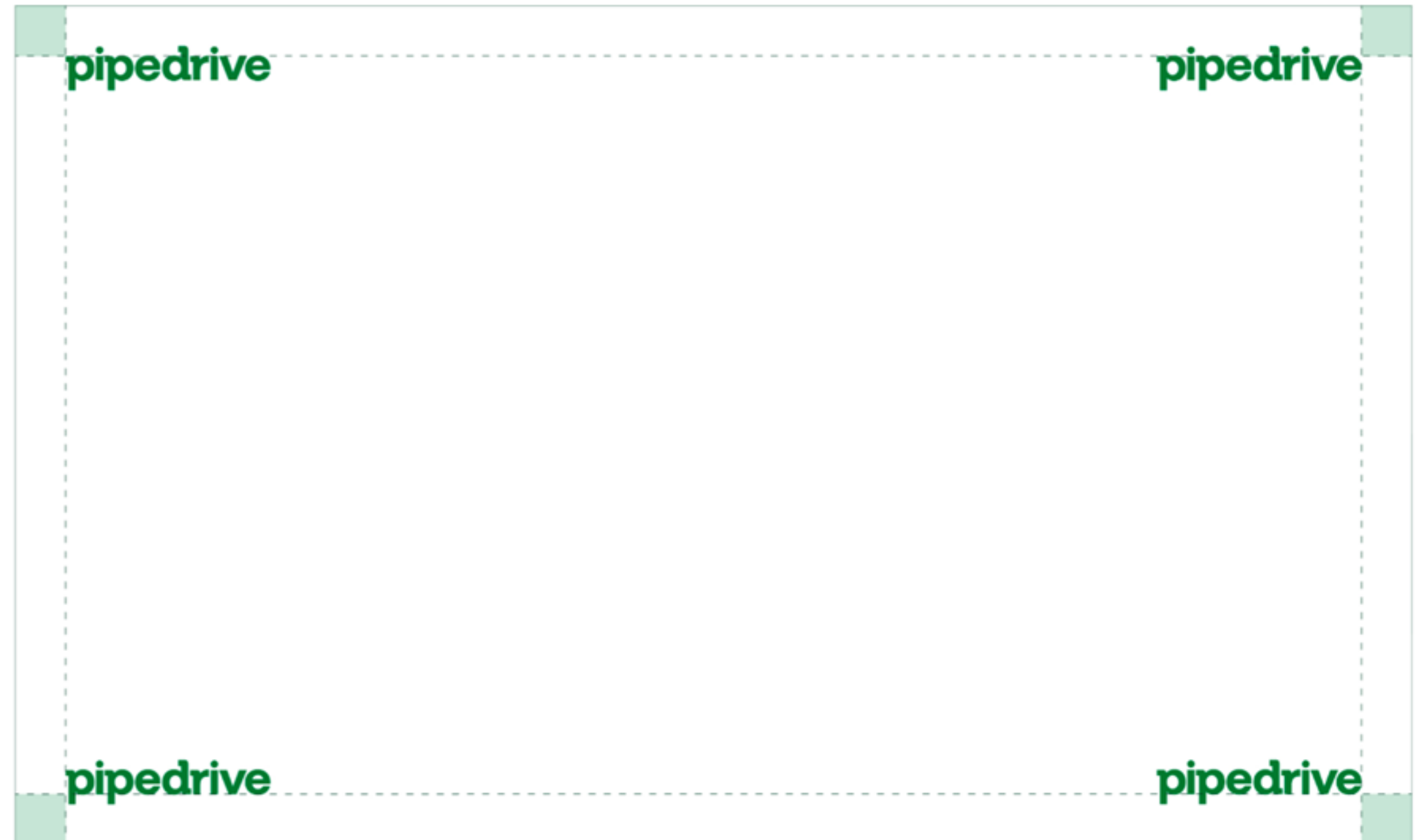
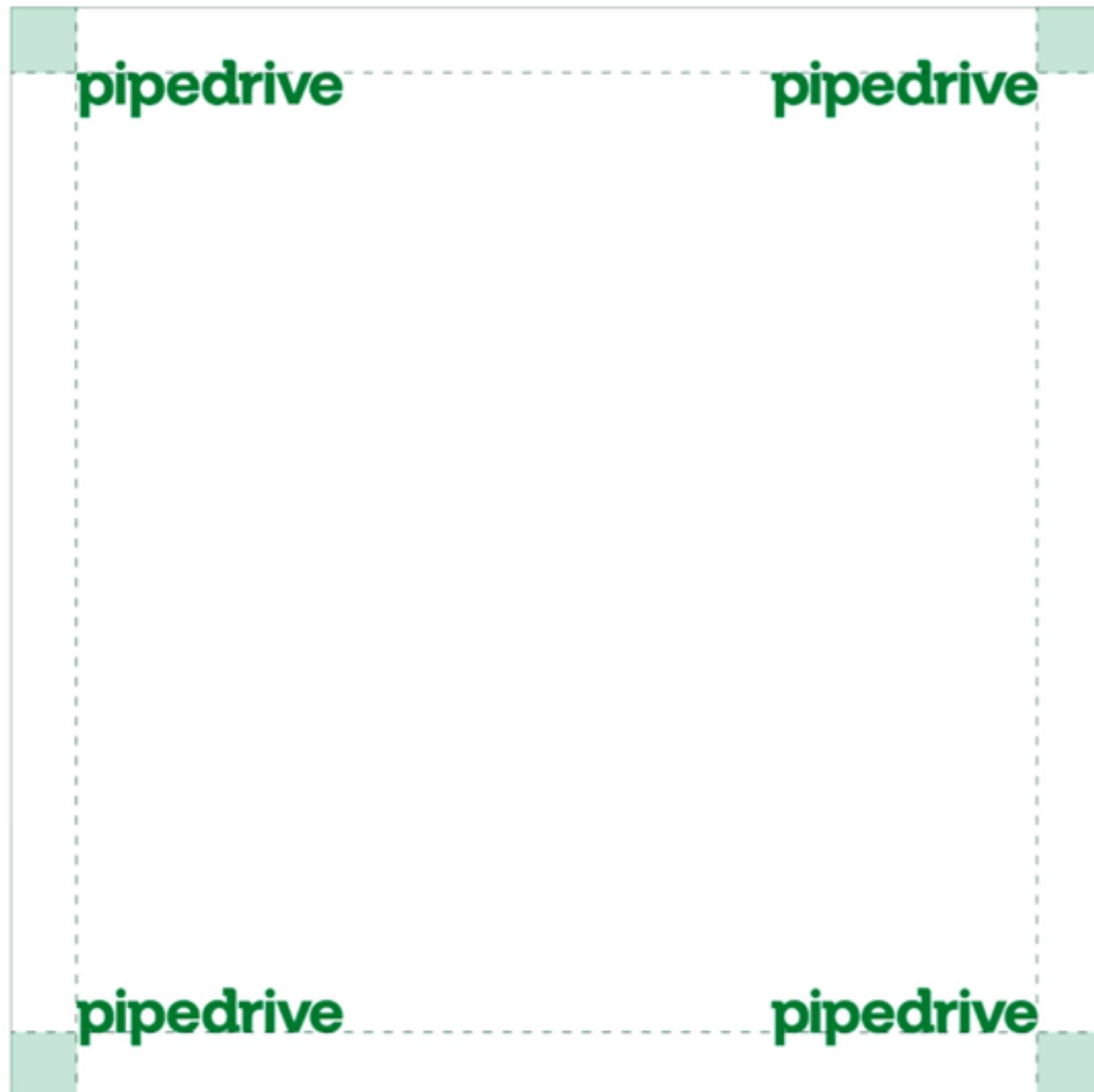
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The Pipedrive logo is a wordmark

Logo placement

The Pipedrive logo can be placed in every corner. Use a minimal margin of 6% of the shortest side of the page. Where possible, the partner logo should be visually equal to the Pipedrive logo.

Alternatively, use your partner badges and company logo for emails and other communications. You can use following layouts as guidelines for your communications.



Don'ts

Do not alter, rotate, modify or animate the logo in any way.



The 'P' is used for Pipedrive's avatar and swag only, it is not a logo.



The 'P' is used for Pipedrive's avatar and swag only, it is not a logo.



Do not use a photo background if the visibility of the logo suffers.



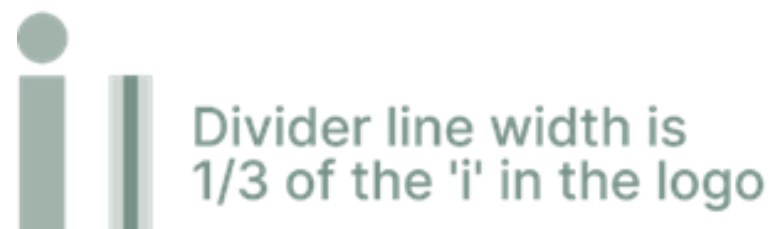
Do not use drop shadow or customize the logo in any way.



Don't use the logo as part of a sentence.

Co-branding

Make sure the Pipedrive logo and partner logo have the same visual weight so they look equal to each other. Use a divider line to combine the two logos together. The dot of the 'i' determines the minimum spacing between the logos and the divider. You can find our ready-made logos for co-branding [here](#).



Logo placement

The Pipedrive logo can be placed in every corner. To place the logo, we use a minimal margin of 6% of the shortest side of the page.



Logo placement examples

Minor Workshop

Pipedrive Consulting & Training


pipedrive |  PAUL MINORS





**The one platform to
grow your business**

zimple[®] | **pipedrive**
we love pipedrive


Partner badge placement examples





**We are now a certified
Pipedrive partner**



Platinum Partner



**We are now a certified
Pipedrive partner**



Authorized Partner

Primary and secondary colors

We use primary colors for the logo and secondary tones of green and purple for backgrounds, typographic elements, growth elements and illustrations. We also use Pipedrive green, purple and yellow for CTAs. For functional typography like body copy, we stick to black. Partners can use this color palette to complement their graphic creations when promoting Pipedrive.

Primary colors

Pipedrive green

#017737

R: 1 G: 119 B: 55

C: 80 M: 10 Y: 100 K: 5

Pantone 348 C / 355 U

Clear white

#FFFFFF

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

Secondary colors

Dark green

#014722

R: 1 G: 71 B: 34

C: 100 M: 20 Y: 80 K: 45

Pantone 7484 C / 7484 U

Pipedrive green

#017737

R: 1 G: 119 B: 55

C: 80 M: 10 Y: 100 K: 5

Pantone 348 C / 355 U

Light green

#D7F9D3

R: 215 G: 249 B: 211

C: 20 M: 0 Y: 25 K: 0

Pantone 2253 C / 2253 U

Dark purple

#3B3A97

R: 59 G: 58 B: 151

C: 75 M: 90 Y: 0 K: 0

Pantone 2370 C / 2126 U

Purple

#6861F2

R: 104 G: 97 B: 242

C: 60 M: 75 Y: 0 K: 0

Pantone 2725 C / 2368 U

Light purple

#CFD0F9

R: 207 G: 208 B: 249

C: 25 M: 30 Y: 0 K: 0

Pantone 2705 C / 2705 U

Supportive colors

Yellow

#FFDE00

R: 255 G: 222 B: 0

C: 0 M: 10 Y: 100 K: 0

Pantone 115 C / 113 U

Digital black

#192435

R: 25 G: 36 B: 53

C: 11 M: 7 Y: 0 K: 79

Print Black

#000000

R: 0 G: 0 B: 0

C: 0 M: 0 Y: 0 K: 100

Examples

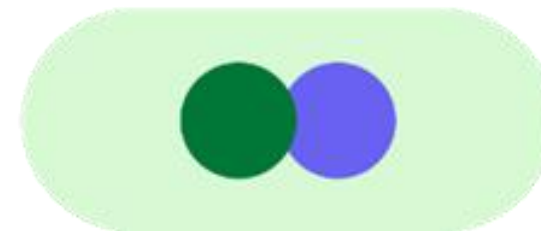


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[Continue today](#)

| Qualified | Contact Made | Demo Scheduled | Proposal Made | Negotiations Started |
|-------------------------------|--|---|----------------------------|-------------------------------------|
| Wilmette Co deal \$ 100K | Tim and sons logistics deal \$ 200K | Bringt media agency deal \$ 150K | Ho housing deal \$ 100K | Maria M. retail LTD deal \$ 100K |
| Park Place deal \$ 100K | Fantastic hotels LTD deal \$ 100K | We heart trees non-profit deal \$ 100K | | Trip abroad LTD deal \$ 100K |
| Dream college deal \$ 100K | JD manufacturing deal \$ 100K | Pitch meeting preparation \$ 100K | | |
| Pet insurance deal \$ 100K | | First pitch \$ 100K | | |

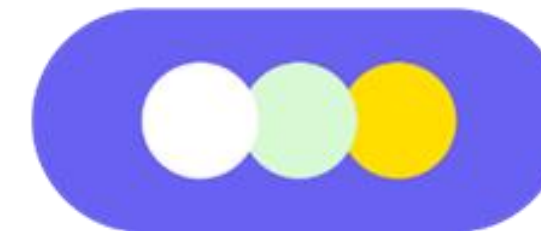


pipedrive | Webinar Jan 5 at 2 PM

Webinar title goes here, you can use maximum of three lines

speaker
Name Surname
Job title, you can use more lines

speaker
Name Surname
Job title, you can use more lines

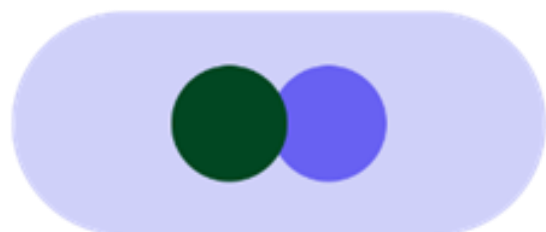
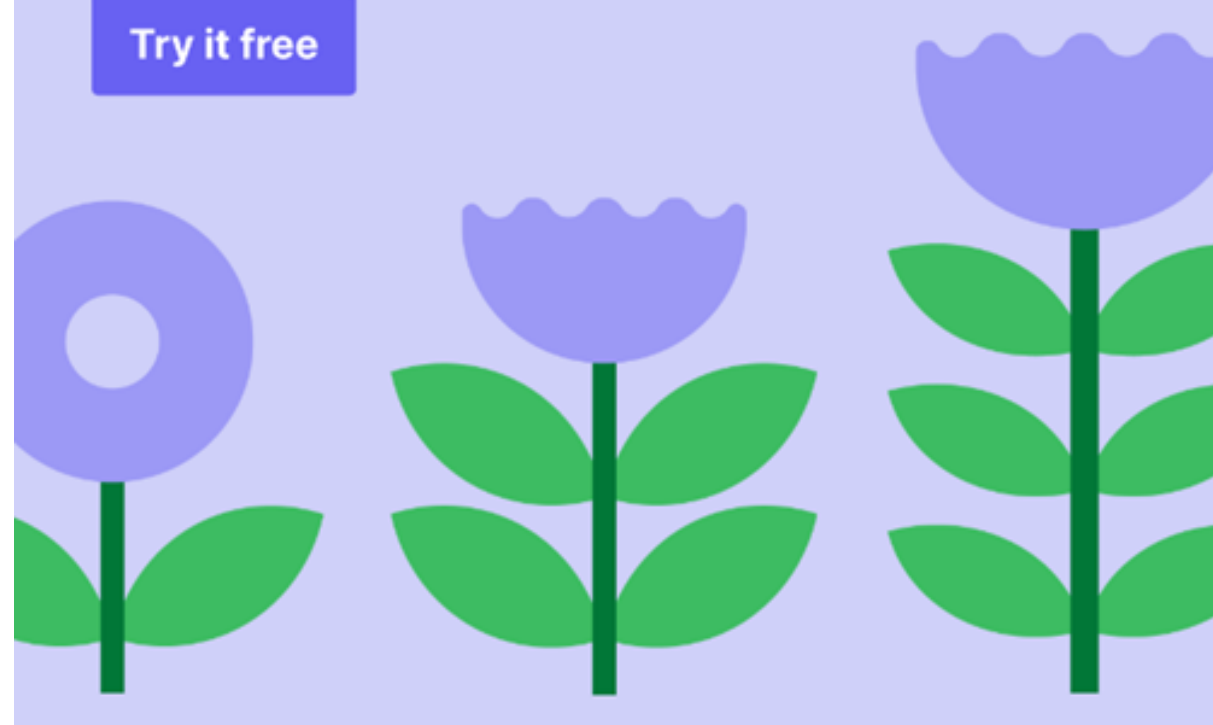


Examples

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Choose the right CRM for your business

Try it free



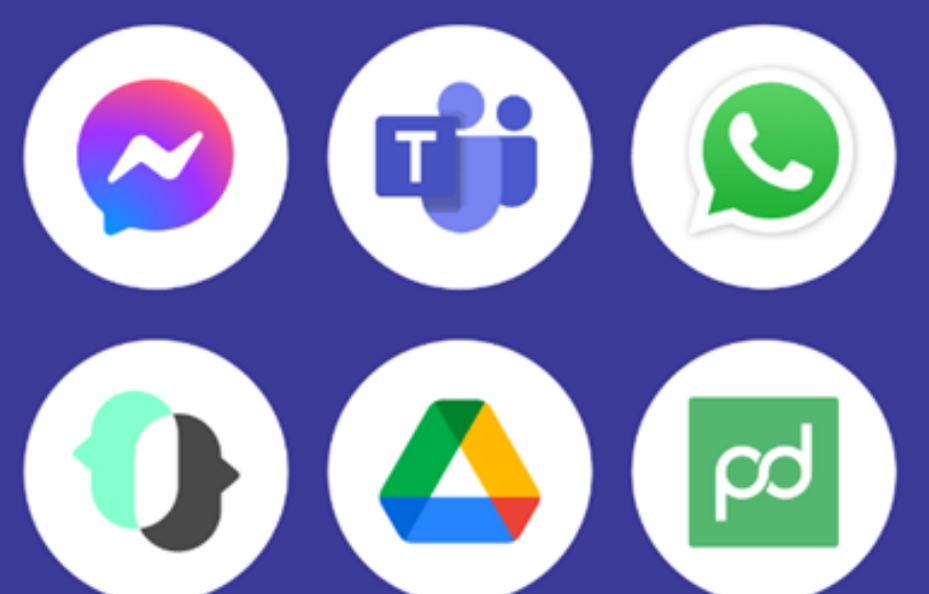
New advanced integrations with CloudTalk and JustCall

pipedrive | CLOUDTALK | JustCall
by SaaS Labs



pipedrive

Available with 400+ integrations



Photography

Partners should use their own photography. Take the chance to showcase your employees or customers or source stock photo sites such as Shutterstock, Pixel and Adobe.



1. People in focus



2. People in context (workplaces)

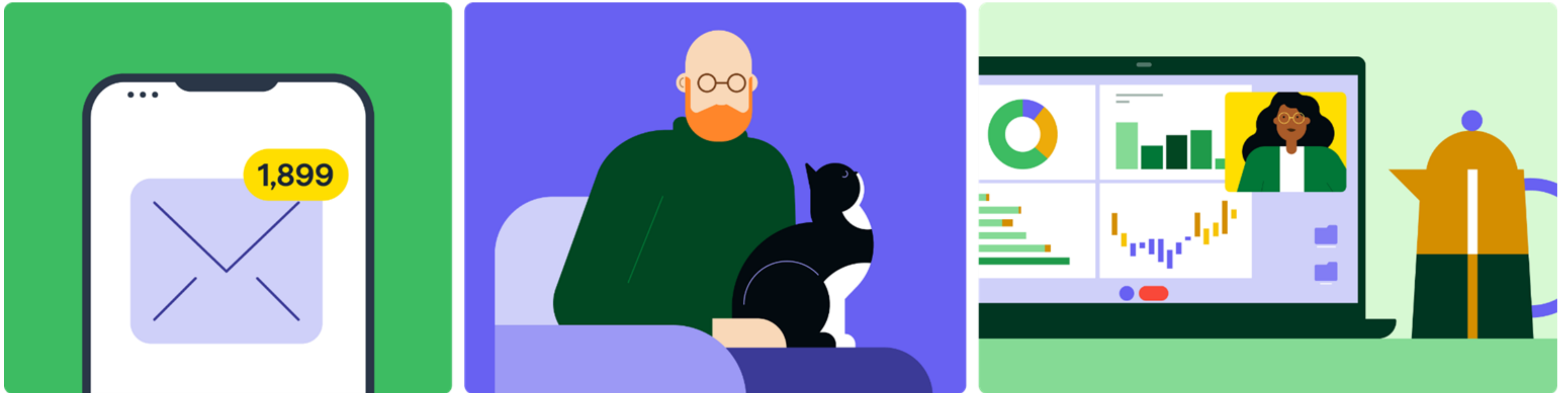


3. Businesses

Illustration

This overview gives an impression of Pipedrive's illustration style. This illustration style uses a set of tones based on primary and secondary colors, which makes them distinctly recognizable as Pipedrive.

Below are some examples of how to use colors. We include shades that pop and make Pipedrive seem energetic. We use illustrations when the subject matter is more abstract or when photography is unavailable.



Partner co-marketing

Co-marketing with Pipedrive

At Pipedrive, we believe in partnerships. Our partners help us bridge Pipedrive CRM with small business sales teams that could benefit from it.

We encourage partners to build integrations with our software and work closely to boost product development and marketing collaboration.



We offer solution providers co-marketing benefits, including:

- **Consultation** with the channel team regarding other co-marketing opportunities.
- **Access to the partner portal**, where we host go-to-market assets such as logos, graphics, brand guidance, sales and enablement training materials and much more.
- **Marketplace listing** for eligible partners after they complete at least two sales. Speak with your channel manager about your eligibility.

Other co-marketing opportunities

Pipedrive may participate in additional co-marketing opportunities that are subject to approval from our channel marketing team.



Joint webinars, podcasts and events

Pipedrive's experts can hold engaging talks and discussions about various topics, including sales, marketing and technologies that support small businesses. If you're interested in inviting a Pipedrive expert to speak at your event, webinar or podcast, email us at press@pipedrive.com or the channel marketing team at susan.angelo@pipedrive.com.

Sponsorships

Pipedrive hosts and attends numerous trade shows and industry events in various global markets. Occasionally, we're open to co-hosting or co-sponsoring an event with partners. To discuss a possible collaboration, please get in touch with our channel partner marketing team at susan.angelo@pipedrive.com.

Case studies

We take pride in our customers and partners and are always keen to share their success stories. If you want to tell your Pipedrive success story, send an overview of it to our content team. Solution providers can get in touch with their channel manager or the channel marketing team, susan.angelo@pipedrive.com.

Website

Partner website guidelines

In establishing Pipedrive brand presence on your website we ask all partners to follow the general logo guidelines when establishing Pipedrive's brand.

We encourage our partners to be flexible with their design as it relates to their business. Here are some best practices:

- Partners should develop a separate and dedicated Pipedrive-focused landing page with clear CTAs.
- Partners can't use Pipedrive in their main website URL, e.g., ABCcompanypipedrive.com.
- Partners should follow the design guidelines, including using the Pipedrive logo, partner badges, photography and illustrations. The design must clearly show a Pipedrive partnership and not duplicate or compete with Pipedrive.

- If you link back to Pipedrive on your site, add the tracking information below so we can track traffic. Make sure you hyperlink any references to Pipedrive and sales-first CRM to www.pipedrive.com.

Read [7 inspirational responsive website examples and best practices](#) for more tips.



Example of a new partner who used the brand assets and Pipedrive partner badge well

SEM guidelines

We welcome promotion via our partners – like us, you provide a valuable service to salespeople and help businesses grow. We want to collaborate with you on your search and paid advertising activities.

When cooperating on paid advertising campaigns, please keep in mind these guidelines:

- We both conduct well-targeted conversion campaigns.
- We don't drive up the cost of one another's investments.
- We promote Pipedrive in a complementary, non-competitive way.
- All ads should go to your dedicated Pipedrive landing page and not to Pipedrive's website.
- Pipedrive should be the only beneficiary of the advertising.
- Partners should identify themselves as a Pipedrive partner in their ads via text or by using their partner badge.

Things to avoid:

Any keywords with Pipedrive as a standalone term are prohibited unless reviewed and approved by our internal marketing team on a case-by-case basis. You can find the paid advertising form to submit in the portal.

Permitted keywords:

- Pipedrive partner
- Pipedrive consultant
- Pipedrive implementation
- Pipedrive Elite partner

Non-branded keywords have no limitations. Consider keyword themes and long-tail keywords that describe your business with Pipedrive.

Partners can leverage certain geographical areas that Pipedrive does not advertise in. You can find the area list in the partner portal.

Social media

Social media posts

When you post about Pipedrive on social media, don't forget to include our handle and the hashtags below so that we can re-share:

#Pipedrive

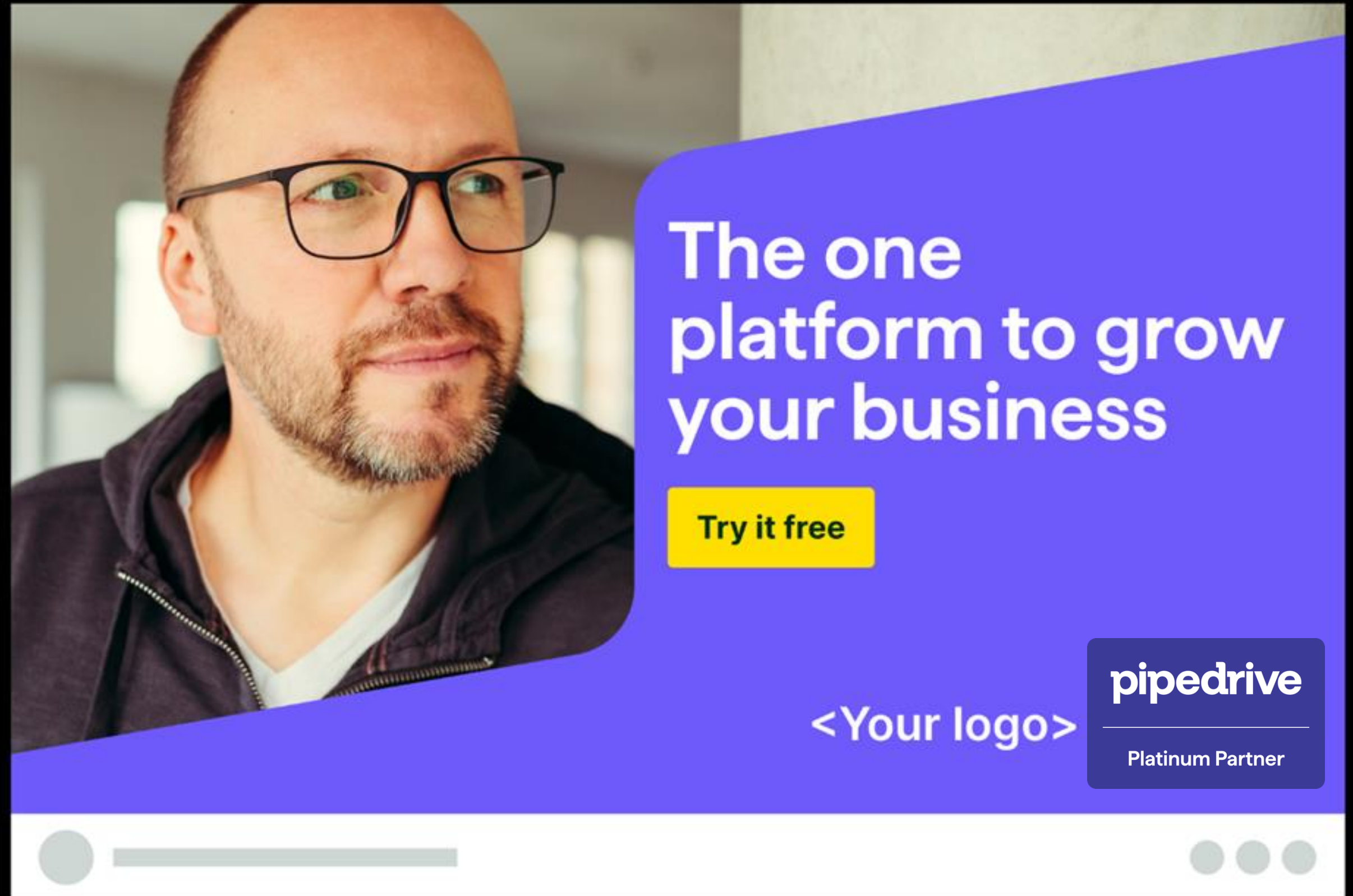
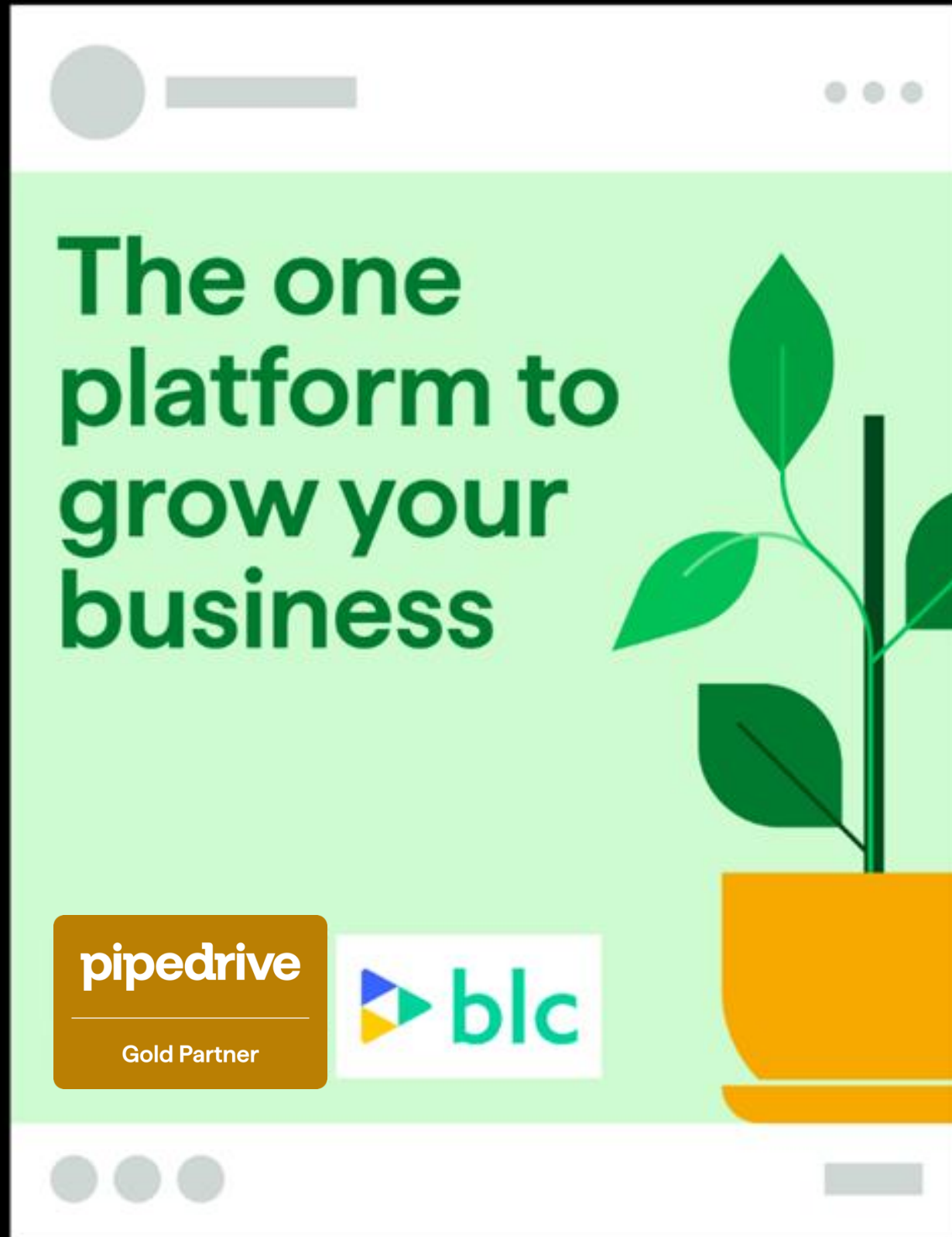
#PipedriveCRM

#PipedrivePartner

Make sure you follow us for the latest updates. On a case-by-case basis, Pipedrive might share news about new partnerships, solution provider events and other important partner-related information on its social media channels.



Partner badge placement examples



Events

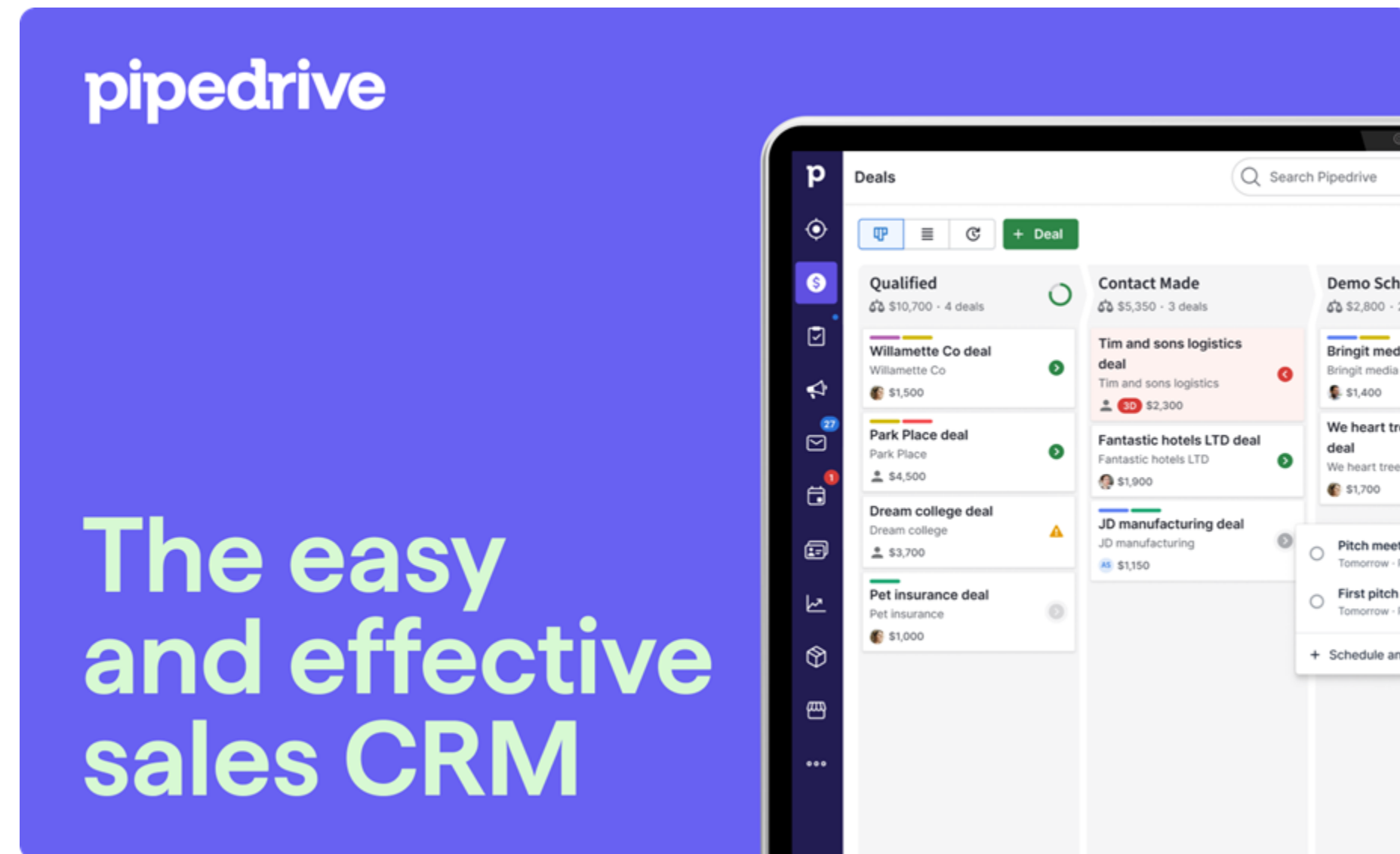
Written material

When representing Pipedrive at events, ensure you clearly land our brand purpose and key principles in any related written material (e.g., banners, flyers, videos).

Brand purpose: **We help small businesses grow.**

Key principles: **We're easy and effective.**

You can also explore using our tagline: **Driving business growth**



The banner features a purple background. In the top left corner, the Pipedrive logo is displayed in white. Below the logo, the text "The easy and effective sales CRM" is written in a large, white, sans-serif font. On the right side of the banner, there is a screenshot of the Pipedrive CRM interface. The interface shows a "Deals" view with a search bar at the top right. Below the search bar, there are three columns of deal cards. The first column is titled "Qualified" and shows four deals with values ranging from \$1,000 to \$4,500. The second column is titled "Contact Made" and shows three deals with values ranging from \$1,900 to \$2,300. The third column is titled "Demo Scheduling" and shows two deals with values of \$1,400 and \$1,700. A sidebar on the left of the interface contains various navigation icons.



The banner features a dark green background. In the center, the Pipedrive logo is displayed in a large, white, sans-serif font. Below the logo, the tagline "Driving business growth" is written in a smaller, white, sans-serif font. The background has a subtle white curved line graphic that frames the text.

Messaging

When designing written event materials, try to showcase Pipedrive's three product messaging pillars and their related features.

**The CRM
tailored to your
business**

Message pillar 1

Features: Visual sales pipeline, custom fields, Marketplace with 500+ integrations

**Unlock sales
success**

Message pillar 2

Features: Automations, email and calendar sync

**Let sales data
inform your next
best decision**

Message pillar 3

Features: Insights (reports and dashboards), goal-setting and tracking

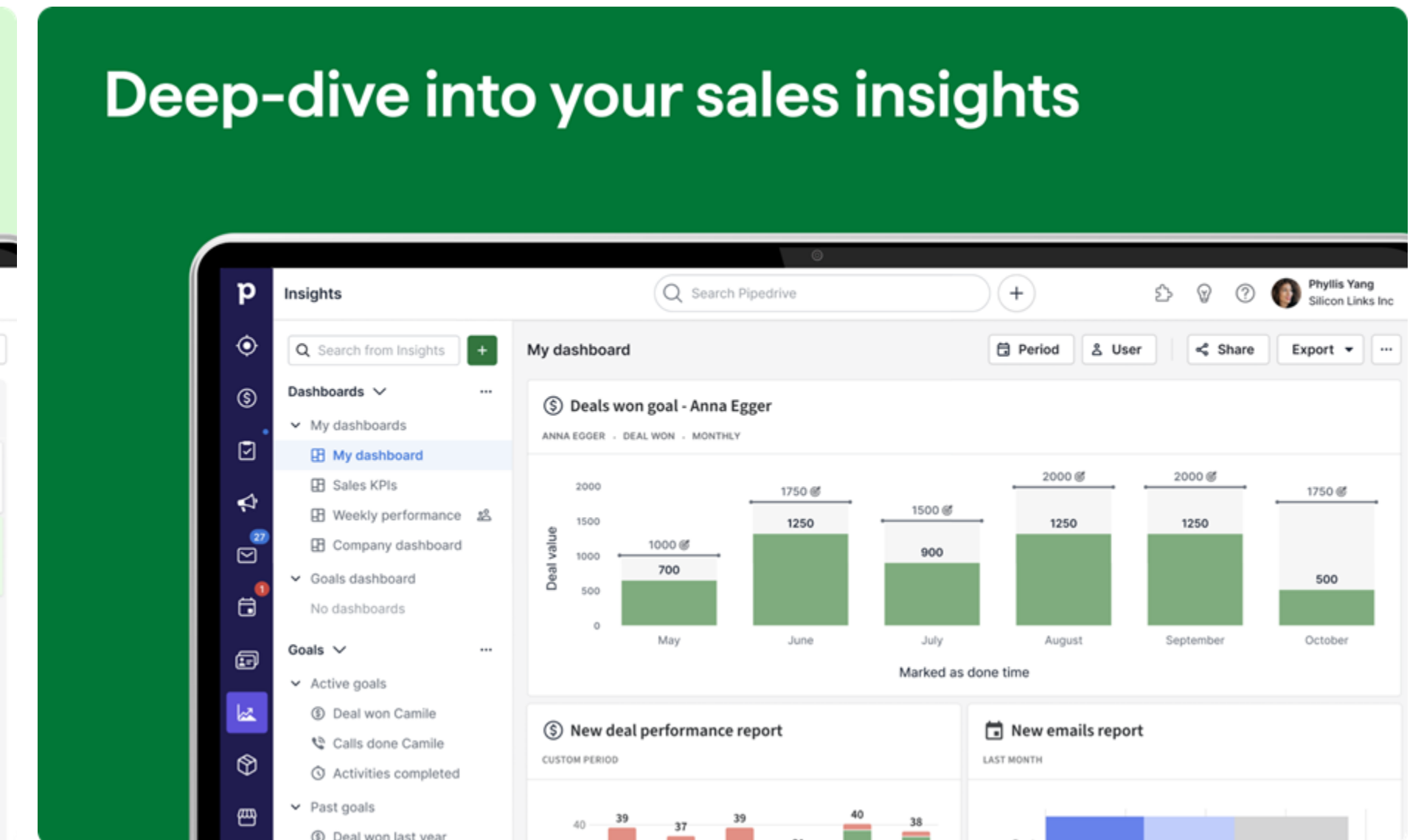
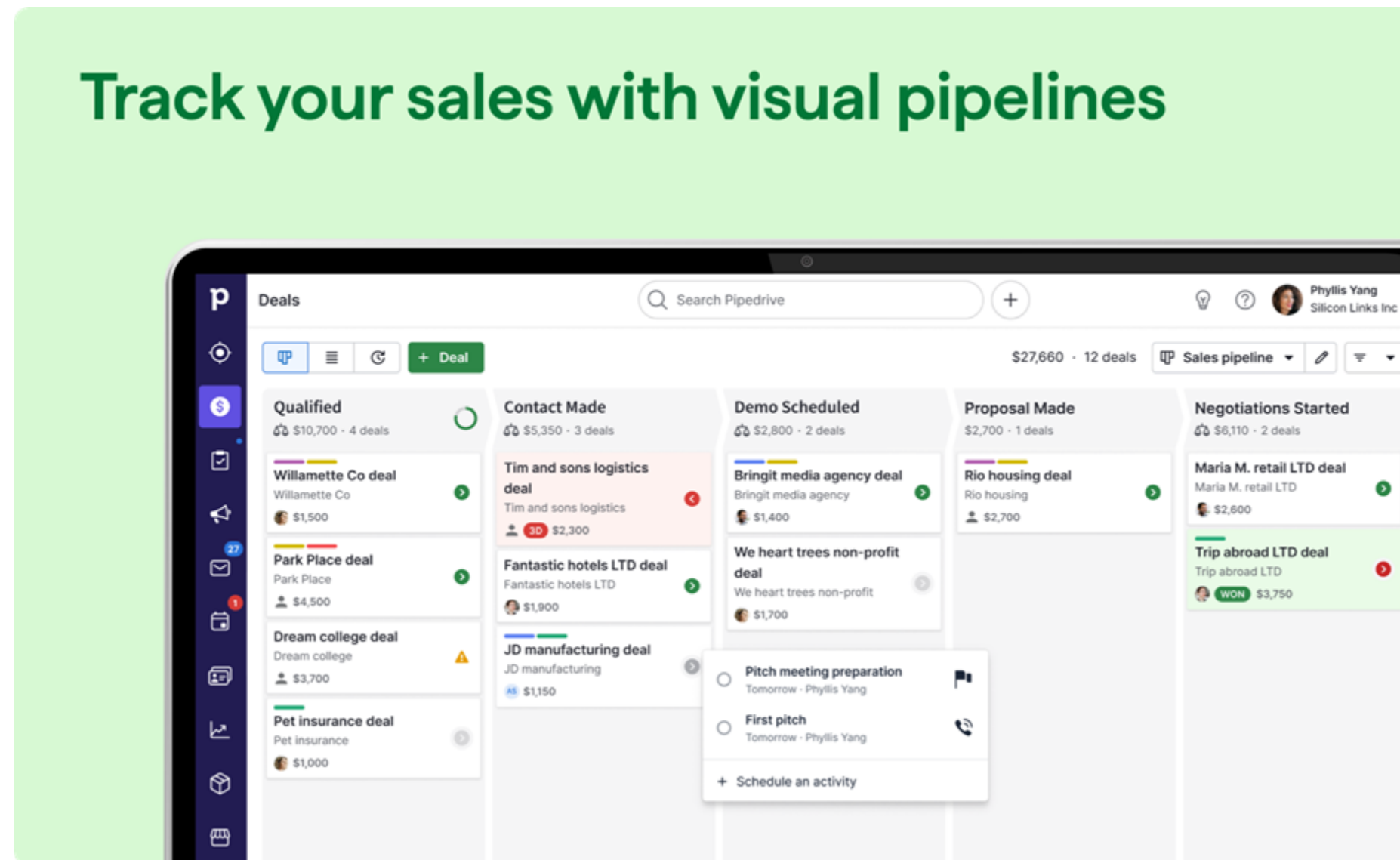
Case studies

Feel free to use our customer case studies when promoting Pipedrive at events (e.g., on event booth screens or in leaflets). You can find a collection of them on [our website](#).

If you plan to show customer case studies, aim to use ones that:

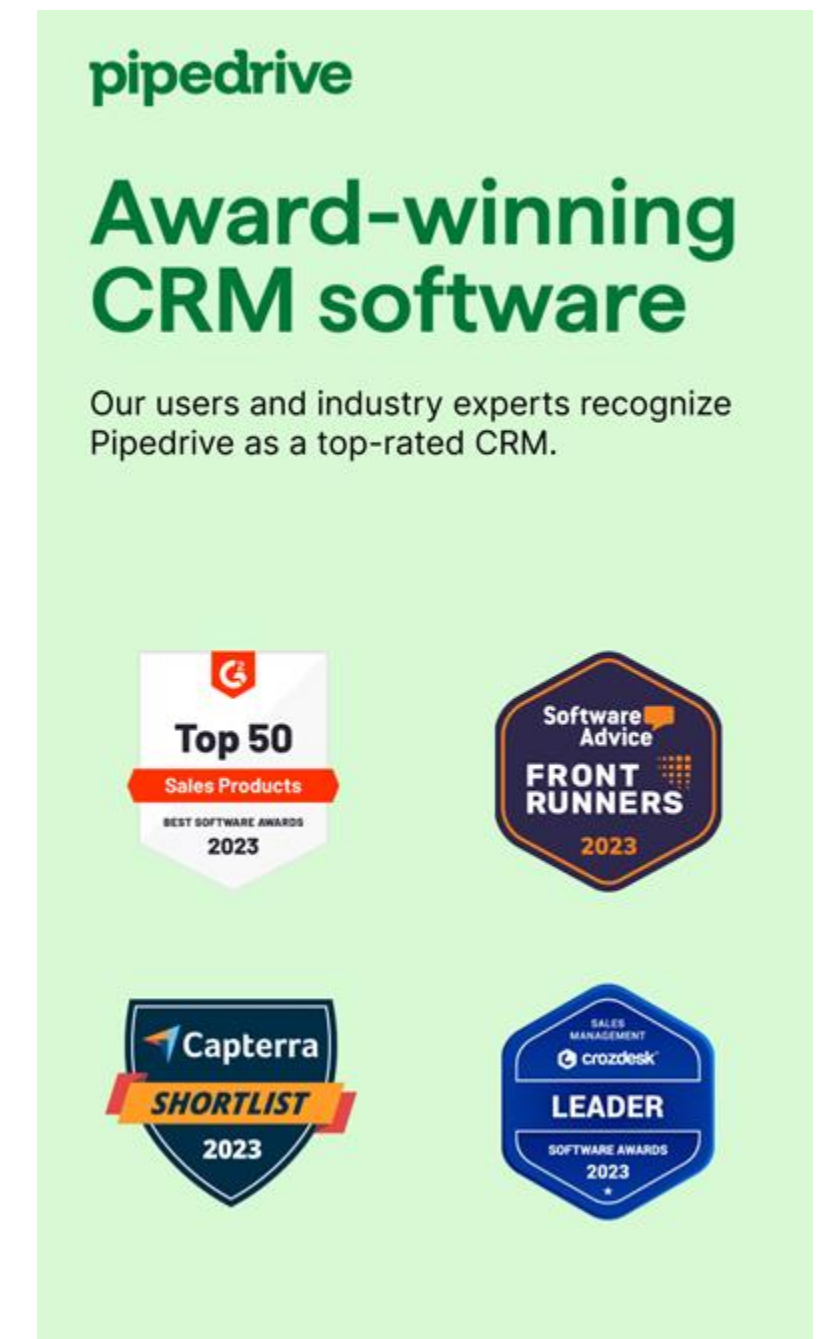
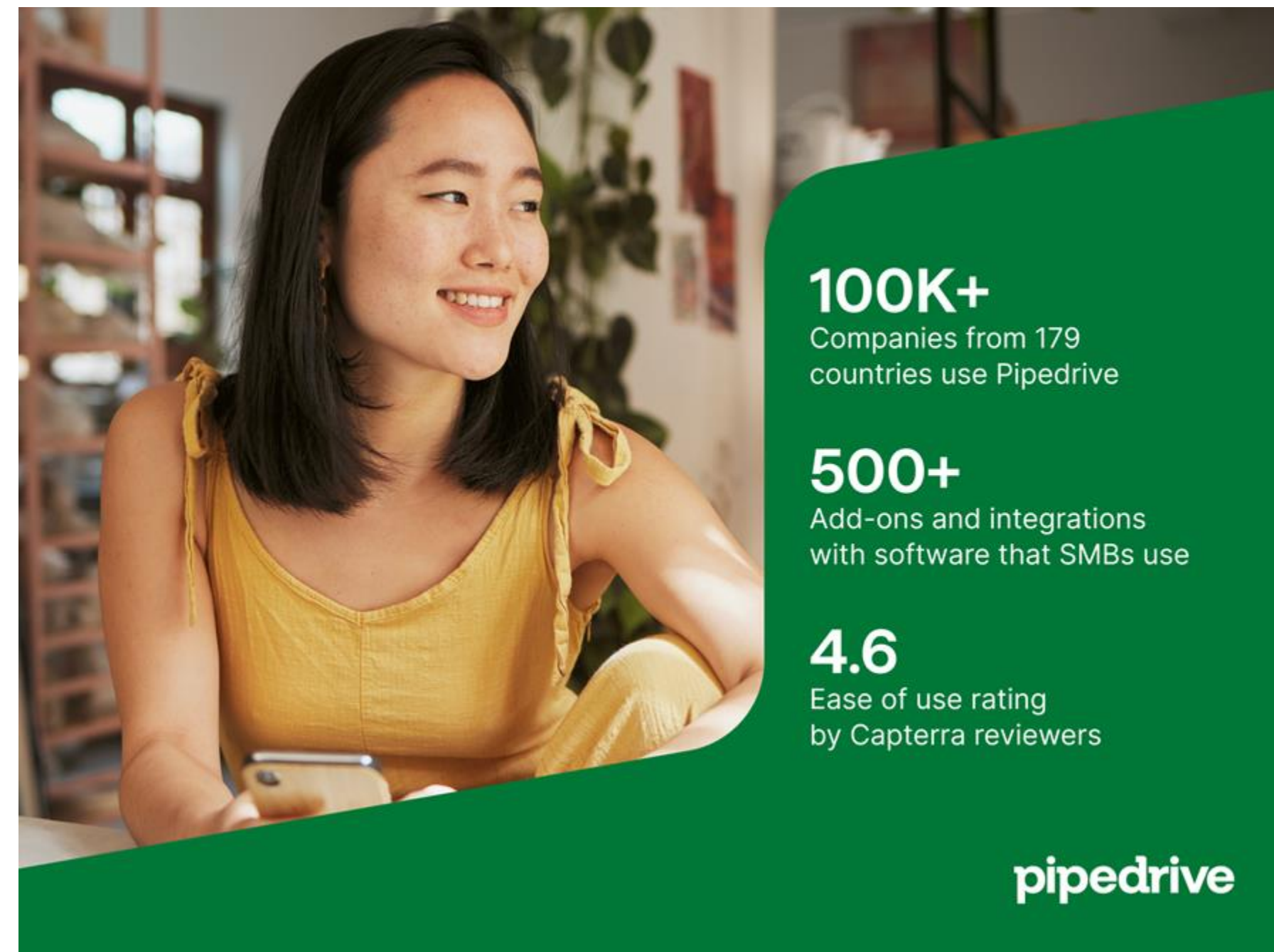
- Support our messaging pillars
- Relate to the industry you're targeting
- Relate to the location where you're promoting Pipedrive

Example designs for event booth screens



Proof points and awards

Support our product messaging with current data points and by highlighting our awards.



Logo

Please ensure your logo is included when using our brand assets. Make sure the Pipedrive logo and partner logo have the same visual weight (i.e., take up roughly the same amount of space). Ideally, the Pipedrive logo should be placed in the corner.

Use a divider line to combine the two logos together. You can find our ready-made logos for co-branding [here](#).



Color

Green is our primary color and should be present at all times. You can use it in combination with the secondary color, purple.

When choosing color combinations, we aim to ensure high contrast in our designs to achieve optimal readability.

In any design, Pipedrive green should make up at least 50% of the color palette to ensure strong brand recognition.

A co-branded color palette should result in a harmonious and visually appealing set of colors that effectively represent collaboration.



Example of banners used in combination. If you are going to use only one design, go with the green palette.

Examples



Press

Press releases

At Pipedrive, we encourage our partners to share press releases about our joint initiatives and are here to support you with the appropriate messaging and information. Please seek our PR team's approval when sharing public communications that include Pipedrive's name. They'll ensure that these materials align with our guidelines and principles.

Before sharing a press release that includes Pipedrive's name, follow the guidelines below and send a draft to press@pipedrive.com along with a proposed timeline. We'll do our best to turn around approvals within 2–3 business days.

Writing guidelines

Don't reference Pipedrive as an announcer for app, partnership or integration news.

Correct: [Your Company] launches Pipedrive integration to enhance customer communication

Incorrect: [Your Company] and Pipedrive launch new integration to enhance customer communication

When referencing Pipedrive, use expressions such as “in collaboration with,” “in cooperation with” or “working with” rather than “partners” or “alliance.”

The press release and other external communications materials should not include Pipedrive's contact information and boilerplate.

On a case-by-case basis and with your approval, Pipedrive might publish the press release on its [newsroom page](#).

Quotes by Pipedrive

If you believe a quote by one of Pipedrive's executives or team members might add value to your press release, please suggest a quote in your press release draft. Note that we only approve quotes after reviewing the final draft.

All quotes in press materials are provided at Pipedrive's discretion and on a case-by-case basis.



Tone of voice

Refer to Pipedrive as the sales-first CRM and intelligent revenue platform that supports the growth of small businesses with easy-to-use and effective tools.

For a longer description of Pipedrive use the following:

Founded in 2010, Pipedrive is the global sales-first CRM and intelligent revenue management platform for small businesses. Today, Pipedrive is used by revenue teams at more than 100,000 companies worldwide. Pipedrive is headquartered in New York and has offices across Europe and the US. The company is backed by a majority holder Vista Equity Partners, Bessemer Venture Partners, Insight Partners, Atomico, DTCP and Rembrandt Venture Partners. Learn more at www.pipedrive.com

When citing Pipedrive's research (e.g., State of Sales & Marketing), please reference Pipedrive.

When writing about Pipedrive, follow our guiding principles:

Be clear

Just like our products, our copy should be straightforward and accessible.

“The first CRM designed by salespeople, for salespeople. Do more to grow your business.”

“See how companies like yours have smashed their sales success goals.”

Be inclusive

Anybody can be a Pipedrive user. Everybody is welcome.

“Pipedrive is created for salespeople.”

“We believe it takes great people to make a great product.”

Be consistent

We follow the same rules across platforms and products.

“Measurable results from the #1-rated sales CRM.”

Be intelligent

Although we’re friendly and approachable, we’re still discerning.

“Automated reminders and follow-ups increase your productivity, eliminating repetitive, time-consuming tasks. Real-time reports show your sales reps and sales managers which business processes to prioritize.”

Be positive

We encourage positive thinking through positive language.

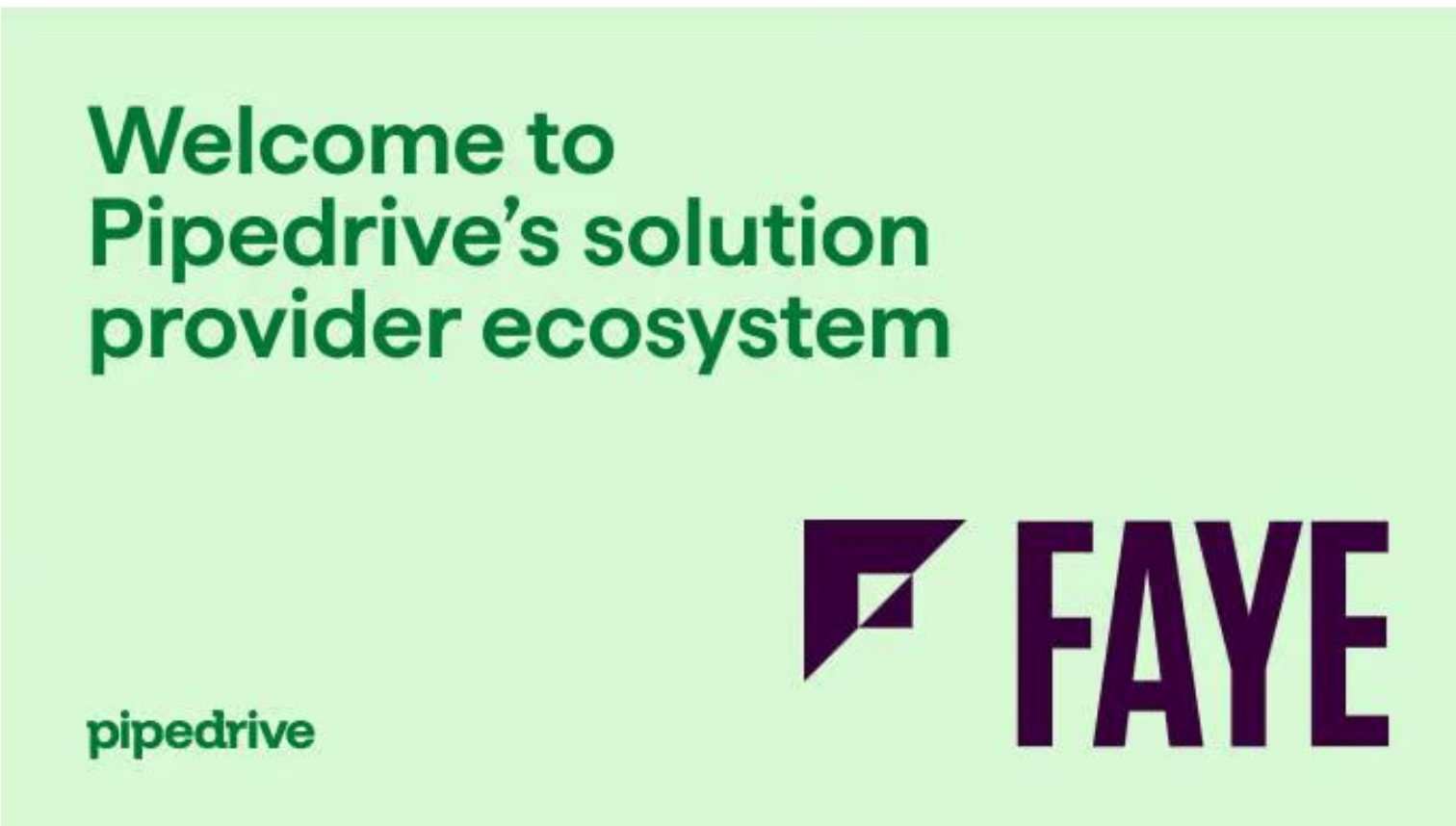
“Pipedrive is recognized as a top-rated CRM tool and has earned over six industry-leading awards this year alone.”

Joint announcement

Pipedrive promotion

When announcing our partnership, prepare a press release following [this template](#) and send it to our team for review before publishing.

Afterward, you can promote it on social media using these [templates](#).



Example of a partner promotion published to our newsroom

If the main language your business operates in isn't English, feel free to localize the press release into your own language. Again, we ask that you send the localized version to us for review.

/Company/ Becomes a Certified Pipedrive Partner

City, Month XX, 2023 - /Company/ is pleased to announce its recent partnership with [Pipedrive](#), the easy and effective sales CRM for small businesses. Pipedrive offers easy-to-use, smart and effective tools that convert business challenges into opportunities and help find and manage high-quality leads, close deals faster, and nurture customer relationships.

/A quote from the spokesperson of the Company/

"We are very fortunate to welcome **/Company/** to Pipedrive's solution provider ecosystem. Our partners play a fundamental role in facilitating and leveraging solutions tailored to the unique needs of small businesses. I'm looking forward to the next chapter of continued success alongside our partners," said Pipedrive's VP of Sales and Partners, Sean Evers.

Certified partner press release template

Partner success

Paul Minors - Minor Workshop

2022 Regional Partner of the Year – ANZ

2021 Global Partner of the Year

Consulting business Minor Workshop offers Pipedrive support, onboarding and automation services at its core. Founded by YouTuber Paul Minors, the company has grown to reach a global audience.

Minor Workshop has:

- Helped 400+ businesses master Pipedrive
- Grown 37% in 2021 while offering Pipedrive consulting and support
- Generated over \$1.7M in ARR to date



Elite Solution Provider - ANZ

Zimple Oy

2022 Global Partner of the Year

2022 Regional Partner of the Year – EMEA

Zimple is a Finland-based company that specializes in providing Pipedrive consultation services. Established in 2020, Zimple quickly became a leading Pipedrive license, consulting, and marketing services provider.

The company also offers supplementary services, such as developing integrations from Pipedrive to other business applications, including ERPs and financial and billing systems.

Zimple focuses on providing Pipedrive solutions to mid-size businesses with 10–30 seats or organizations with 25+ employees. This successful, targeted approach has spurred the company's impressive growth over the past two years.

Zimple has grown from 2 to 16 full-time employees in just over two years, with a monthly growth rate of 20–30%. It's also expanded into three additional markets: Sweden, Norway, and the UK. To date, Zimple has generated over \$1.3M in annual recurring revenue.



Elite Solution Provider - North EMEA

Why our partners love Pipedrive



"Pipedrive is a great partner. We really have been pleased with the cooperation and support that we have received from the company. All the plans that we hear Pipedrive has for the future have confirmed that we made the right decision when we chose Pipedrive to be in the core of our business."



"From day one, we chose to specialize in Pipedrive exclusively as it's the tool we use on a daily basis within our own business. Minor Workshop has continued to grow as the Pipedrive brand has become more and more well known globally, helping us take our business to the world stage."



"Pipedrive is the easiest CRM to use in the market, and the fast adoption by sales teams has given us an edge on implementing changes 4x faster than our competitors. That's how we've helped more than 100 projects in Latam get better sales results."

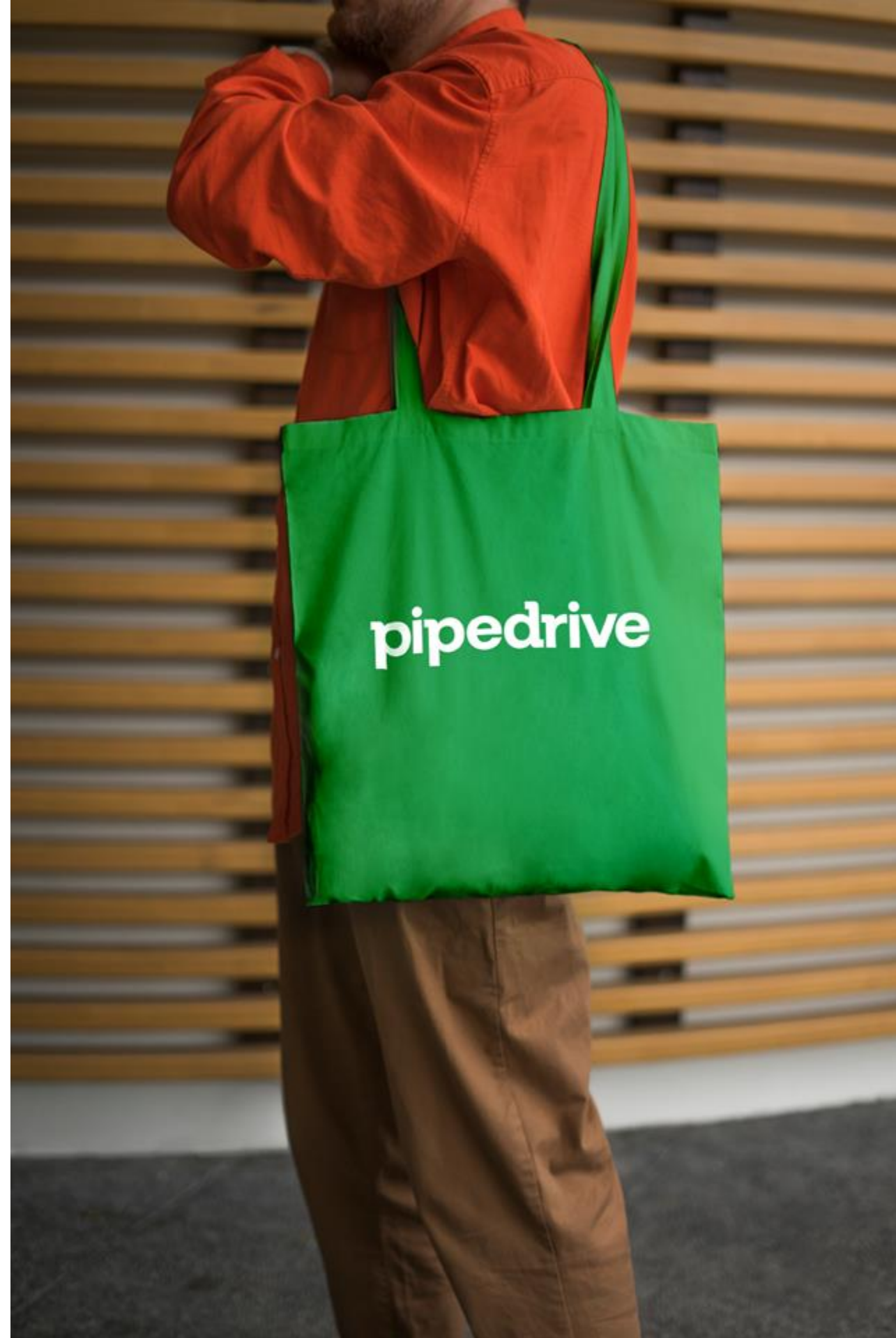


"Pipedrive is the technology in which we connect our Deal Studio clients' websites to their back office, set their custom pipelines and create automations for a more seamless transition from lead-capture to deal-closing. This allows clients to spend less time managing tasks in their back office and more time making and closing deals."

Other

pipedrive







Thank you

If you have any questions reach out to your channel manager or contact the marketing team directly:
susan.angelo@pipedrive.com or gaia.viggi@pipedrive.com