



P4 SOFTWARE

C L O U D S O L U T I O N S



Brand Guidelines



P4 SOFTWARE
CLOUD SOLUTIONS

these guidelines are for
the p4 software brand
including product
branding.





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There are two
logos: one
designed for dark
backgrounds and
the primary logo
for all other
backgrounds.



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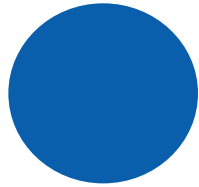


P4 SOFTWARE
CLOUD SOLUTIONS

guidelines

we have maintained the color palette within a spectrum of security and trust.

2935 C

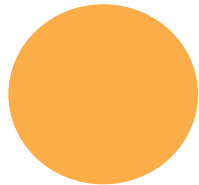


Web : 0A5FAD

RGB: 0A-5F-AD

CMKY: 92-67-0-0

136 C

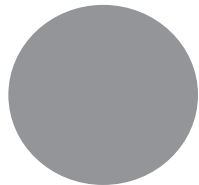


Web : FBAD48

RGB: FB-AD-48

CMKY: 0-37-82-0

COOL GREY7 C



Web : 939598

RGB: 93-95-98

CMKY: 44-36-35-1



The brand's logo is one of the most powerful elements representing us and must be treated with respect.

- Prohibited Uses:
- Do not rotate or tilt the logo.
- Do not use colors not specified in the brand guidelines.
- Do not distort the logo's proportions.
- Do not place the logo on unsuitable backgrounds.
- Do not alter the logo's composition.
- Do not apply the logo in illegible situations.





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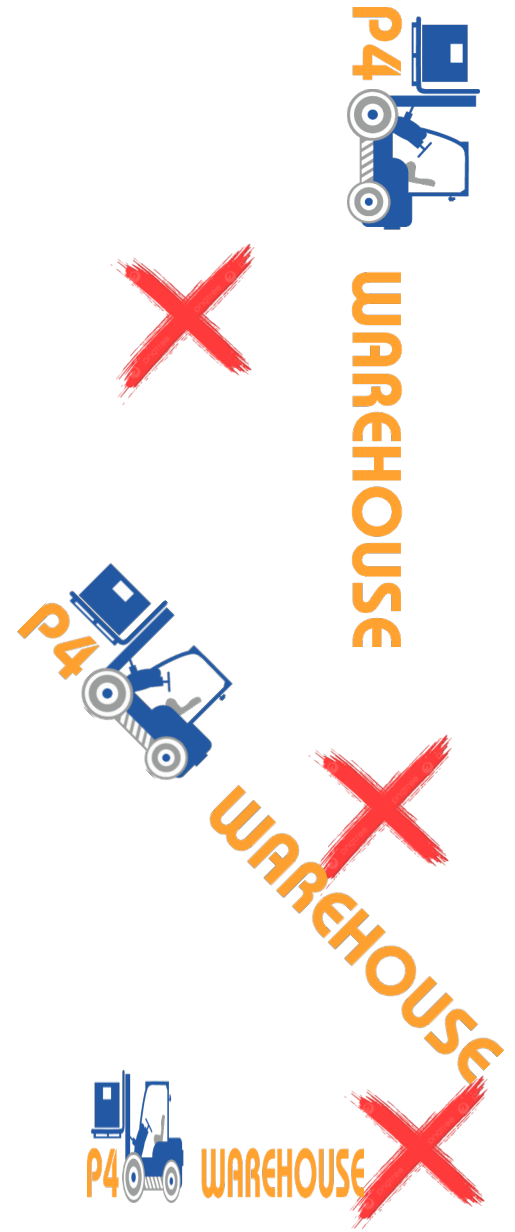
WAREHOUSE

guidelines



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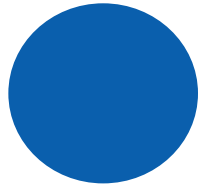
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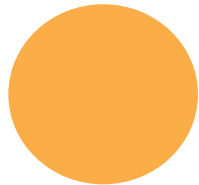


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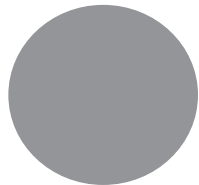


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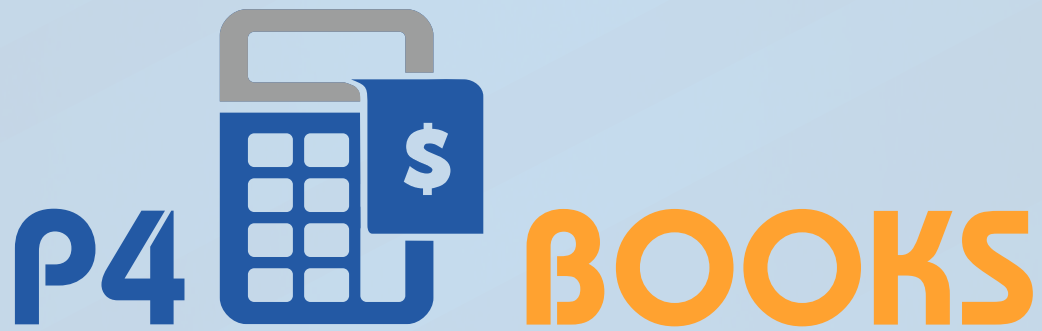
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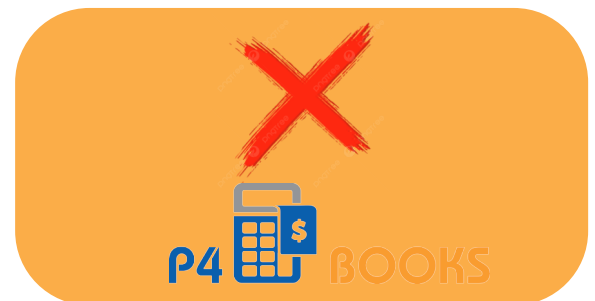
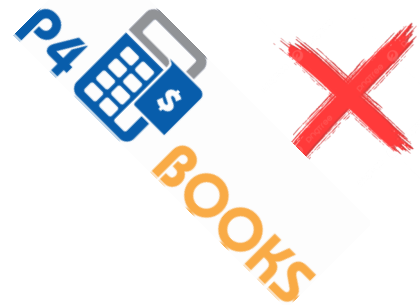


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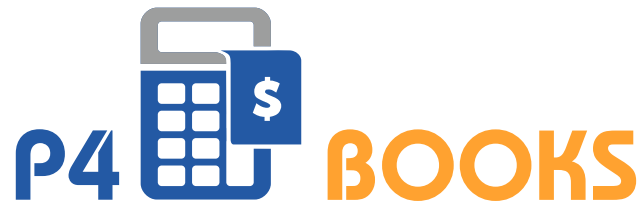




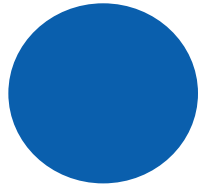
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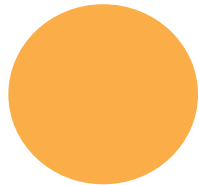


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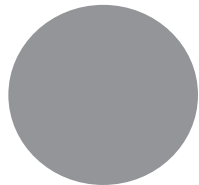


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P4 Software & Products Logo Usage Guidelines

Introduction

The P4 Software logo and associated product logos represent our brand identity and core values. To ensure consistent and effective representation across all communications, adherence to these guidelines is essential.

Clear Space

Maintain clear space around the logo equal to at least half the height of the logo itself to ensure visibility and prominence.

Minimum Size to preserve clarity, the logo must never be reproduced smaller than:

- Digital: 150 pixels in height
- Print: 1 inch (25mm) in width

Color Usage

- Always use official colors provided in brand assets.
- Do not alter or substitute colors unless explicitly stated in special brand initiatives.
- Logo Integrity
 - Do not modify, distort, stretch, or rotate the logos.
 - Avoid adding effects such as shadows, gradients, or outlines.
 - Never place the logo over complex patterns or visually distracting backgrounds.

Acceptable Backgrounds: Logos must appear clearly against backgrounds. Preferably, use the logo on white or neutral-colored backgrounds.

When used over images, ensure high contrast and clear visibility.

Unacceptable Usage

- Do not integrate the logo into text.
- Do not use outdated versions of logos.
- Do not combine the P4 Software or product logos with other brand logos without explicit permission.

Usage Approval

For any applications not explicitly covered by these guidelines, seek approval from the P4 Software Marketing Department by contacting marketing@p4.software.

Compliance

Non-compliance with these guidelines may result in corrective actions including requests to remove or amend improper logo usage.



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Thank you for respecting and upholding the integrity of our brand identity, which is essential to maintaining trust and recognition among our customers and partners. Your cooperation ensures our brand remains strong, consistent, and impactful.

