



# Salesloft Brand Guidelines for Partners

 [@Salesloft](https://twitter.com/Salesloft)

Updated 2021

This document provides a brief summary of guidelines and best practices for using the Salesloft branding along with rules of engagement when making external announcements or producing co-branded content.

**Please use the following guidelines when:**

- Creating integration mockups and accompanying product descriptions
- Developing messaging to describe your Salesloft integration
- Announcing your inclusion in the Salesloft Partner Ecosystem
- Creating or designing co-marketing content and materials

**Please note these guidelines:**

- Apply to any content produced by Salesloft or Partner organization that includes the Salesloft name or logo.
- Are subject to change by Salesloft at any time.

Here is what you can expect to find in this document:

[Logo Usage](#)

[Messaging](#)

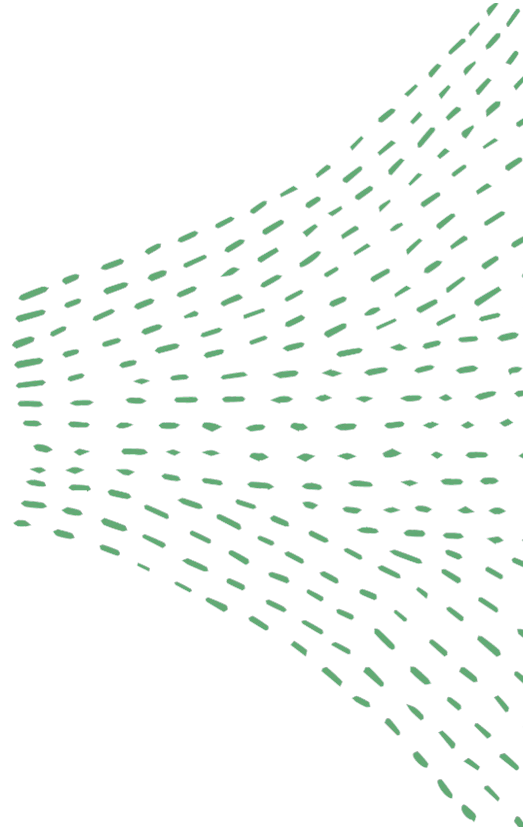
[Messaging Do's & Don'ts](#)

[Product Screenshots](#)

[Directory Listing Categorization](#)

[Promotions of Partnership & Announcements](#)

[Useful Resources](#)



# Logo Usage

Salesloft uses three different types of logos. Here is an overview of the purpose they serve and how they can be used:

## Company Wordmark Logo:

The primary logo representation of Salesloft. Use when you are referring to our company, our brand, our product, our customers, and our partner ecosystem.

The Salesloft wordmark logo, featuring the word "Salesloft." in a dark green serif font, with a small yellow dot at the end of the period.

## Monogram Logo:

The abbreviated version should be used sparingly and the wordmark absolutely cannot be used due to limited space.

The Salesloft monogram logo, consisting of a large, dark green capital letter "S" followed by a small yellow dot.

## Certified Partner Logo:

Please use when referencing your status as a Salesloft partner. You are encouraged to use the certified partner logo on external marketing materials or communications of your choice (landing pages, blog posts, etc.).

The Salesloft Certified Partner logo, featuring the word "Salesloft." in a dark green serif font, with "CERTIFIED PARTNER" in a smaller, dark green sans-serif font below it.

You are required to use an up-to-date version of the Salesloft logo on any externally available marketing materials ( data sheets, 1-sheet summaries, etc.).

Here are a few other instances where our brand should be represented accordingly:

| Type                   | Landing Pages | Linking into a Directory Listing | Directory Listings | Blogs | Graphics           | Assets (data sheets, 1-pagers) |
|------------------------|---------------|----------------------------------|--------------------|-------|--------------------|--------------------------------|
| Company Logo           | ✓             | ✓                                | ✓                  | ✓     | ✓                  | ✓                              |
| Monogram               |               | ✓                                |                    |       | ✓<br>(limited use) |                                |
| Certified Partner Logo | ✓             |                                  |                    | ✓     | ✓                  | ✓                              |

# Messaging

When referring to Salesloft in your directory, please feel free to copy and paste the language below.

**Here's how to represent Salesloft on your directory in 100 words or less:**

Salesloft is the provider of the leading sales engagement platform that helps sellers and sales teams drive more revenue. The Modern Revenue Workspace™ by Salesloft is the one place for sellers to execute all of their digital selling tasks, communicate with buyers, understand what to do next, and get the coaching and insights they need to win. Thousands of the world's most successful sales teams, like those at IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information visit [salesloft.com](https://salesloft.com).

**Here's how to represent Salesloft on your directory in 50 words or less:**

Salesloft is the leading sales engagement platform, helping sales teams drive more revenue. The Modern Revenue Workspace™ by Salesloft is the one place where sellers can execute all their digital selling tasks, communicate with buyers, understand what to do next, and get the coaching and insights they need to win.

**Here's how to represent Salesloft on app directory in 25 words or less:**

Salesloft helps thousands of the world's most successful selling teams drive more revenue with the Modern Revenue Workspace™.

# Messaging Do's and Don'ts

| Topic                             | What to say...   | What not to say...   |
|-----------------------------------|--|--|
| <b>Naming</b>                     | <p>Salesloft (S capitalized, l lowercase)</p> <p>Capitalize names in Salesloft's product lines</p> <p>(EX: Salesloft Dialer, Salesloft Deals, etc.)</p>  | <p>"Salesloft product"</p> <p>"Salesloft app directory"</p>  |
| <b>Functionality and Services</b> | <p>Use the actual feature name when referring to Salesloft functionality such as "People," "Accounts," and "Tasks."</p>  | <p>Do not use generic names for the functionality such as "Contacts" or "company."</p> <p>Do not use competitor names to refer to Salesloft functionality such as "outreach" or "sequence." <b>Opt for "communication," "engagement," or "cadence" instead.</b></p>  |
| <b>Partnership</b>                | <p>When providing a link to learn more about the Salesloft platform, please reference your inclusion in our broader ecosystem of partners.</p> <p><b>EX:</b> <i>We have partnered with Salesloft to integrate [your product] with their sales engagement platform.</i></p> <p><b>OR</b></p> <p><i>We are officially part of the Salesloft Partner Ecosystem as a [partner type].</i></p> | <p>Exclusive, unique, or any term that indicates an exclusive relationship with Salesloft.</p> <p><b>EX:</b> <i>We are the only partnership with Salesloft.</i></p> <p>Language that suggests your company, application, or service's superiority over others unless these claims can be externally validated.</p> <p><b>EX:</b> <i>Gartner's #1 business intelligence tool.</i></p> <p><b>OR</b></p> <p><i>The best video tool for Salesloft customers.</i></p> |

# Messaging Do's and Don'ts

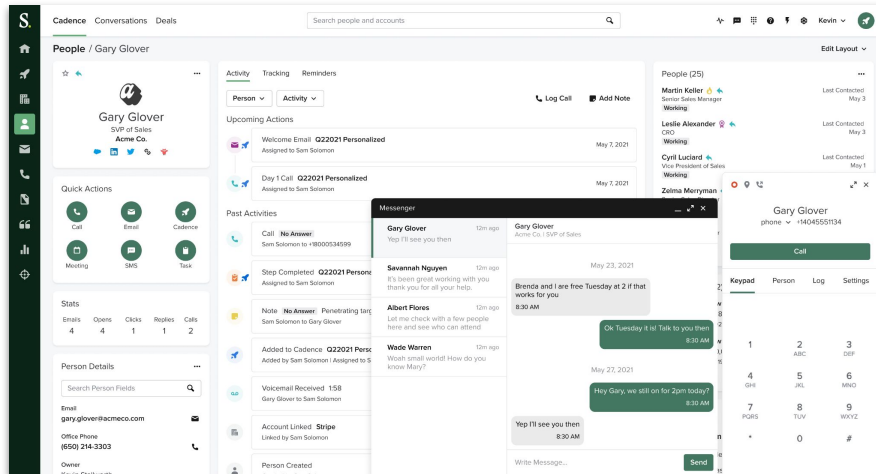
| Topic               | What to say...  | What not to say...                                       |
|---------------------|---|--|
| <b>Integrations</b> | <p>When referring to the integration, specify the specific surface where it's visible</p> <p><b>EX:</b> "Salesloft Dialer" vs. just "Salesloft."</p> <p>When referring to integration availability, state that the integration requires a Salesloft license.</p> <p><i>View//access [your product feature/data] within.</i></p> | <p><i>We have an integration with Salesloft APIs</i></p> |



# Product Screenshots

Below you'll find a good and bad example of product screenshots. Please look this over and incorporate the best practices into any Salesloft product screenshot you use.

## Good product screenshot example

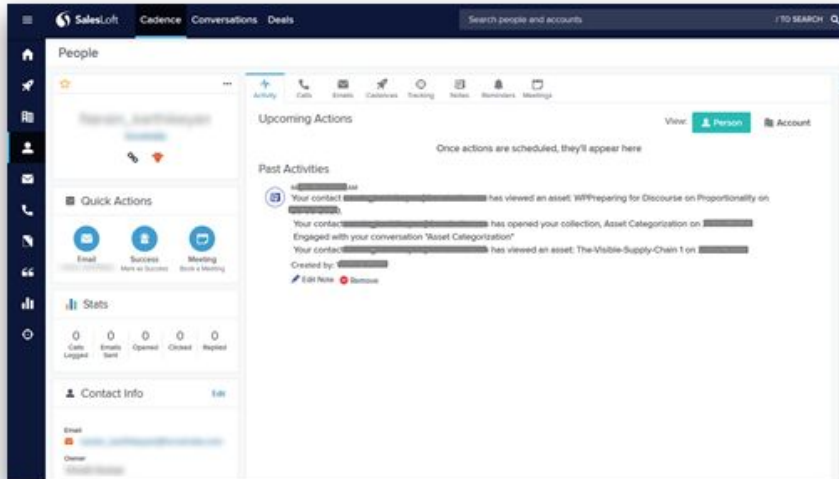


## Best Practices

- Clear image/Not pixelated
- Shows complete view of product
- Displays most recent product version and branding
- Highlights to specific areas of the screen are done with appropriate use of Salesloft color palette

# Product Screenshots

## Bad product screenshot example



## Poor Practices

- Poor resolution and pixelation that makes words or icons illegible
- Old product design and color palette
- Blurring out or striking through entire modules of the product screen
- Displaying actual customer or prospect data

# Directory Listing Categorization

When categorizing Salesloft in your directory listing, **please use the following guidelines.**

## Primary Categories

If you have only one opportunity to tag Salesloft in a category, please choose one of these four options:

- Sales
- Sales Engagement
- Productivity
- Sales Productivity / Sales Acceleration

Please **do not** label Salesloft as a CRM, Marketing Automation, or Email Tool.

# Directory Listing Categorization

When categorizing Salesloft in your directory listing, **please use the following guidelines.**

## Secondary Categories

If you can tag Salesloft to several categories in your directory listing, please use the following:

- Calendaring
- Conferencing
- Dialer
- Forecast Management
- Playbooks/Guided Selling
- Coaching
- Conversation Intelligence
- Email
- Opportunity Management
- Texting

If you'd like to deviate from the template above, please contact [partners@Salesloft.com](mailto:partners@Salesloft.com).

# Promotion of Partnership & Announcements

Partners are permitted to make an external announcement indicating their inclusion in the Salesloft Partner Ecosystem, provided they comply with the restrictions and the process provided herein.

- Ensure that you accurately describe any Salesloft product or service and comply with the Salesloft branding guidelines.
- Prior to making external announcements, partners must first send a draft version of their press releases/blog posts via this [request form](#) for review and approval.
- Partners should expect a reply from the Salesloft Partner team with feedback within five (5) business days of submitting the draft communications and Partner may not make any external announcements unless they have received written approval of such draft version from Salesloft.
- Partners MAY NOT announce the availability of any Salesloft proprietary feature within the Salesloft platform or any updates to integrations prior to Salesloft externally announcing the general availability of the same feature. Partners should work through their primary Salesloft partner contacts for guidance on the timing of Salesloft general availability announcements.

# Promotion of Partnership & Announcements, cont.

Prior to external publication, the following external marketing materials require review by the Salesloft Marketing and Legal teams. Please request a review via this [request form](#).

- Blog posts, bylines and/or press releases mentioning inclusion in the Salesloft Partner Ecosystem.
- Any white papers or infographics that highlight Salesloft data the partner has access due to the relationship with Salesloft.
- Any e-books, guides, or thought leadership content including Salesloft messaging, name, or logo.

# Useful Resources

Visit our brand page for Salesloft approved:

- Boilerplate company description
- Salesloft Logo and guidance
- Salesloft color palette

Here is a list of helpful documents and templates:

- [Logo kit](#)
- Sales Enablement content templates:
  - [External 1-pager](#)
  - [External Drop-In Slide](#)
  - [Internal Sales Enablement 1-pager](#)
- [New Partner Announcement Social Media Kit](#)

For other documents pertaining to the Partner Brand Guidelines, please navigate to the [Partner Portal](#). There, you'll find the essential documents and templates.

If you have any questions regarding the Salesloft Partner Program, please send inquiries to [partners@Salesloft.com](mailto:partners@Salesloft.com)

Please visit the Partner Portal for additional partner  
resources.

[www.partners.salesloft.com](http://www.partners.salesloft.com)