



PIMCORE®

Own the Digital World

Pimcore Brand Guidelines

Visual Guide 2024.1

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Define the Brand

Welcome to the World of Pimcore

Why is this guide important?

These guidelines outline the general rules when using Pimcore's brand assets, marketing materials, or showcasing Social Media content. The Pimcore brand retains a unique and recognizable identity. Together with our partners, we seek a strong position in the market for digital platforms and the foundation for how we present ourselves in a cohesive manner. It's a jumping-off point for all our communications and materials to convey who we are, what we do, and how we add value. Whether you're creating a chart or sending an email, it's important to present the best version of our brand in a streamlined way.

We're excited that you'll be a part of the Pimcore universe. Use this guide to make it the best, most intelligible brand it can possibly be.

Who is this guide for?

This guide is for anyone who wants to use Pimcore's brand assets in marketing or advertising.



The Brand's Vision, Mission, and Values

Brand Vision

Make data and experience management accessible for any one.

Pimcore is the global leader in data and experience management. Since its advent in 2009, Pimcore has been disrupting the industry, based on a strong open-source and community paradigm. It has been our clear vision to provide the best platform for managing data and experiences to our ecosystem of customers, partners, developers and the Pimcore community. Data management is at the core of digitalization and digital transformation. By providing Pimcore as an open-source and free of charge application, we are enabling digitalization for any company – free of licensing costs. That's what we call real social responsibility by default. That has been our purpose for the last decade.

Pimcore is a true game changer. Not only the solution itself, but also our vision. We want to change the world. And we have done this in the past and continue to do so now and in the future.

Brand Mission

Create an awesome solution and build a valuable and passionate company that fuels our vision and so changes the world.

Our vision is truly bold. It's finally about changing the world. Our mission is our daily reminder, what we have to do to continue on this exciting path. We have to continue to build the best software platform on this globe. We have to continue to enlarge our beloved ecosystem, gain relevancy and visibility and continue to build up a valuable and passionate company. To do so, a sustainable commercial business model, that complements our open-source philosophy, has to be our constant companion in this fast moving technology world. Pimcore is a solution company. That's what we are passionate about. Building the best platform on earth. Free for our community, providing commercial licensing options for enterprises. Best of both worlds. The so called Pimcore Triple Play. Powered by the original Pimcore Crew and a strong leadership team.

Brand Values

Passion. Trust. Respect. Think Different.

Pimcore stands for passion and love creating great software solutions. It is also the tangible passion that connects Pimcore and our ecosystem, our crew, our customers, our partners and the global Pimcore community. It's their trust in us. But it is also our trust in ourselves: For over a decade, we have maintained a proven track record in disrupting the data and experience management industry. All of this is only possible with respect. Respect for strengths. Respect for weaknesses. Respect as a core parameter of working together and taking care of our Pimcore organization and our ecosystem. But there is more magic in Pimcore. Think different to revolutionize data and experience management. Off the beaten path. With the needs and challenges of our ecosystem in mind.

Brand Logo

Pimcore Master Logo

Full Color

The default logo includes the claim „Own the Digital World“ and the registered trademark symbol (®). This version should be used in most cases.

The alternative logo without the claim and the logo without the registered trademark symbol (®) should be used only in exceptional cases.

Colors: RGB for web, CMYK for print

One Color Reverse (White)

Use the reverse variant (white logo) when a background is too dark to allow use of the Pimcore purple logo. Reverse lockups are used on dark backgrounds or imagery when there's enough contrast.

[Download Media Kit](#)

logo safe area



logo + claim safe area



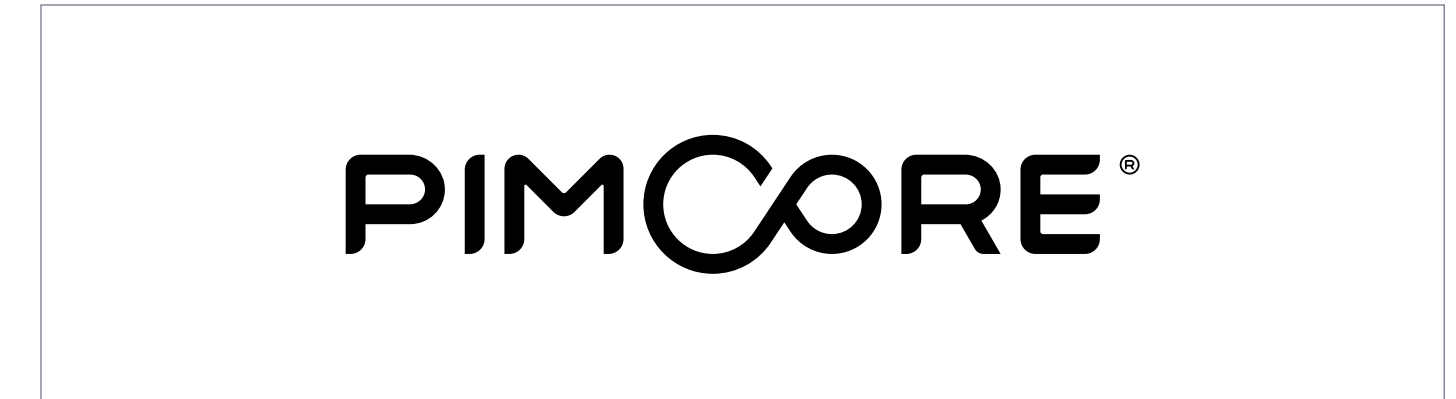
Logo Do's and Dont's

How to use Pimcore logo

- **Do** use only approved logo artwork and templates.
- **Do** use the preferred color variant whenever possible.
- **Don't** re-color logo elements.
- **Don't** change the logo's proportion (e.g., skew, stretch or rotate).
- **Don't** add drop shadows or other effects.
- **Don't** recreate the logotype or signature by typing it with a font.
- **Don't** add a subproduct name to a product lockup.
- **Don't** place the logo on a background that reduces its legibility.



Don't add any effects on the logo elements. (eg. shadows)



Don't change the color of the logo.



Don't recreate the logo by typing it with a font.



Don't change the proportion of the logo.



Don't place the logo on a dark background that reduces its legibility.




Don't place white logo on a bright background either.

Sub-brand Logos

Pimcore Platform
Pimcore Academy
Pimcore Usergroup

Please use these sub-brand logos where appropriate.
If you need these logos or have any inquiry related to,
please request via [Pimcore marketing team](#).

PIMCORE PLATFORM™

PIMCORE  **ACADEMY**

 **PIMCORE** | USER GROUP

Brand Color

Color Overview

Color is an instantly recognizable and important element of the Pimcore Brand. Applying Pimcore's primary colors will help create a strong visual communication.

If you do need additional colors for your project, you can use the color gradients and full color palettes on the **next pages**.

Primary Colors **Secondary Colors** **Generic Colors**

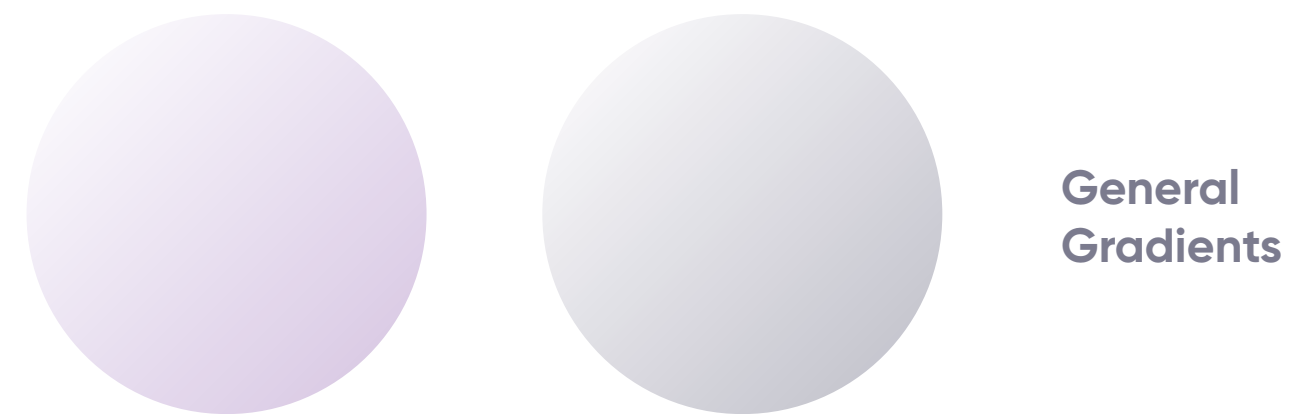
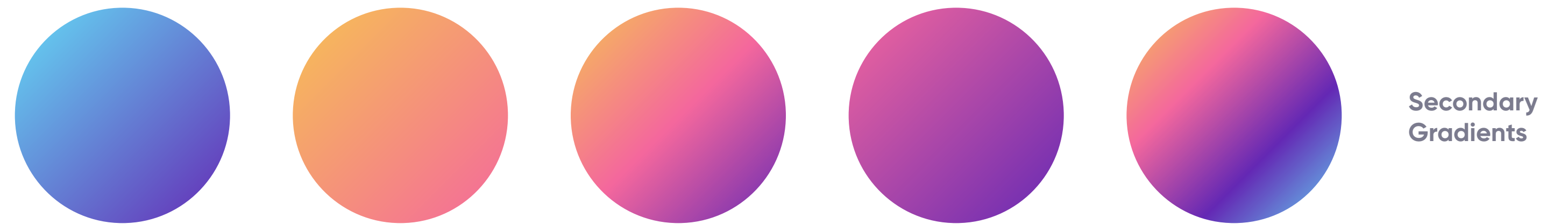
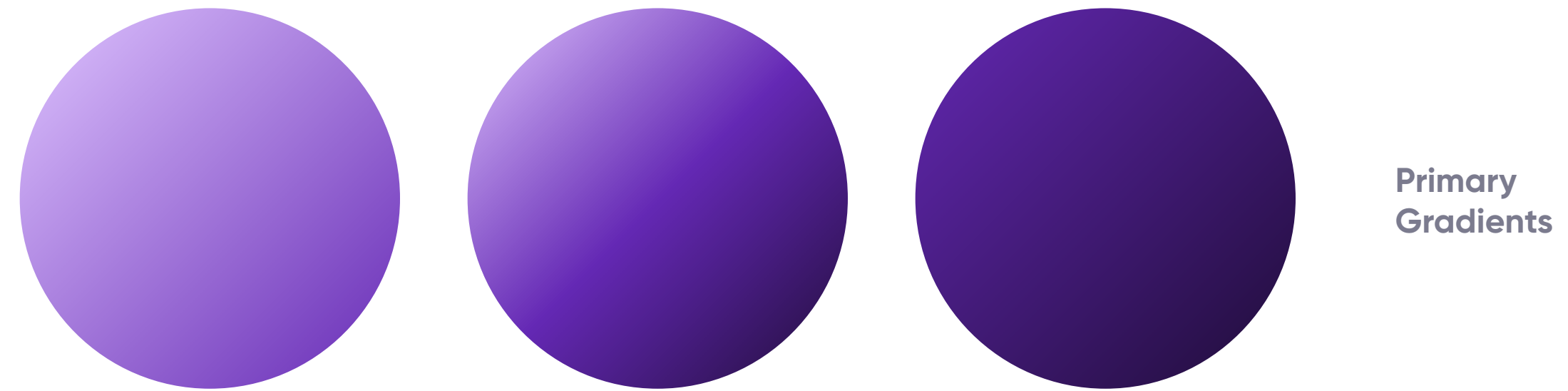
#1E0C36	#6428B4	#DFC4FF	#64DAF5	#F6C154	#F4679D	#BDBDC7	#FFFFFF	#000000
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Dark Purple HEX #1E0C36 RGB 30, 12, 54 CMYK 44, 78, 0, 79	Pimcore Purple HEX #6428B4 RGB 100, 40, 180 CMYK 85, 92, 0, 0	Light Purple HEX #DFC4FF RGB 223, 196, 255 CMYK 13, 23, 0, 0	Pimcore Blue HEX #64DAF5 RGB 100, 218, 245 CMYK 59, 11, 0, 4	Pimcore Orange HEX #F6C154 RGB 246, 193, 84 CMYK 0, 22, 66, 4	Pimcore Pink HEX #F4679D RGB 244, 103, 157 CMYK 0, 58, 36, 4	Pimcore Grey HEX #BDBDC7 RGB 189, 189, 199 CMYK 5, 5, 0, 22
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Color Gradients

Pimcore color gradients will give some variety on the look of marketing materials such as background color of a banner or CTA buttons.

Full color palettes are on the [next page](#).



Color Palettes

Applying Pimcore's full color palette will help create a strong visual communication in everything from product UI to illustration and iconography.

#DFC4FF	#E4F8FD	#DF3DE	#FBE2ED	#F3F3F5
#C08AFF	#C9F2FC	#FBE8BF	#F8C5DB	#E6E6EA
#AB72F3	#AFEBFA	#F9DDA1	#F4AACA	#DADAE0
#975BE7	#97E5F8	#F6D183	#F18FB9	#CECED6
#7D41CD	#72DAF5	#F3BF56	#EC659D	#BBBBC5
#6428B4	#64DAF5	#F6C154	#F4679D	#BDBDC7
#502090	#3FD2F3	#F5B83D	#F35391	#B2B2BD
#3C186C	#19C9F0	#F3A916	#F24084	#A7A7B4
#2D1450	#0FBFE6	#E99F0C	#EF1A6C	#9191A1
#1E0C36	#0DAFD3	#D5920B	#E51062	#7B7B8E

Typography

Primary Typography

Overview

Good typography can help build a visual hierarchy, make text easier to read, and communicate a brand's personality.

Pimcore uses the font called 'Gilroy' to bring character and context to our products and communications.

Black, Bold, Medium, Regular, and Light are used for proprietary means.

Contact us for fonts

Letter spacing 0
Line height 1

DON'T BE AFRAID. BETTER BE A PIMCONAUT.

Gilroy Black for Titles 36pt or larger

Uppercase is used to highlight slogans or stand-alone texts.

Letter spacing 0
Line height 1

"Flexibility will always make a difference."

Gilroy Bold for Headlines 18 - 35pt

Letter spacing 0
Line height 1

Dietmar Rietsch
CEO Pimcore

Gilroy Medium for Highlight text 18pt or larger

Letter spacing 0
Line height 1.3

Lorem ipsum dolor sit amet, consectetur adipis elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Gilroy Regular for Body copy and smaller text 18pt - 14pt

Letter spacing 20
Line height 1.2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Gilroy Light for Body copy and smaller text 12pt or smaller

Playful Typography

Overview

Kindly note that the "Springfield" font should be used sparingly, as it functions as a sub font meant to enhance action calls.

Avoid utilizing it for crucial text elements like titles or headlines. Moreover, please keep in mind that the text set in the "Springfield" font should be limited to max 3-5 syllables.

Contact us for fonts



Letter spacing 0
Line height 0.5

Welcome

Springfield for Titles 120pt or larger

Uppercase is used to highlight slogans or stand-alone texts.

Photography

General Photography

Innovative, Abstract, Minimal, and Simple

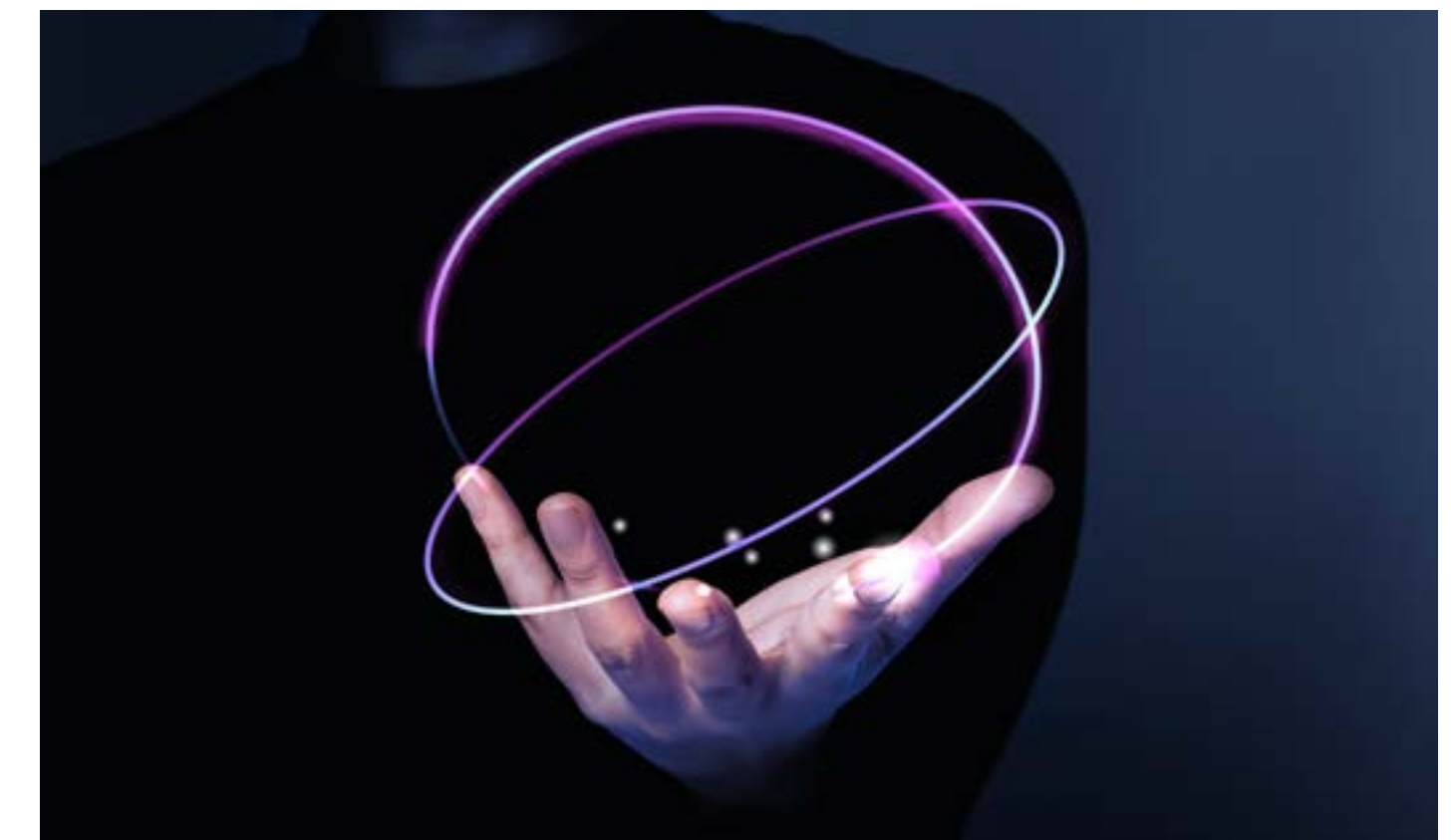
A very expressive image (bold of colour, motive, studio shot) or a series of the same motive are preferred and can help to communicate.

Other images or sets of different motives in an article or publication should harmonize with each other. Therefore, this guideline should help you to find the right images.

The camera should be a friendly observer of the situation, not a direct interaction partner. Avoid people directly watching and smiling into the camera.

Photos should have a professional but harmonic and natural lightning. Slightly over-lighted is okay - preferably in a series or combination of motives. The motive has to look natural in every situation.

Pictures of people need to look natural, and the target audience should be able to identify with the persons shown. The diversity needs to reflect a natural view of the main target regions in Europe and North America. For global collaborations, this aspect can be disregarded.



AI Generated Photography

Realistic, Imaginative, Futuristic, and Adventurous

Pimcore provides a collection of AI generated imagery for the partners and customers.

[Download Media Kit](#)

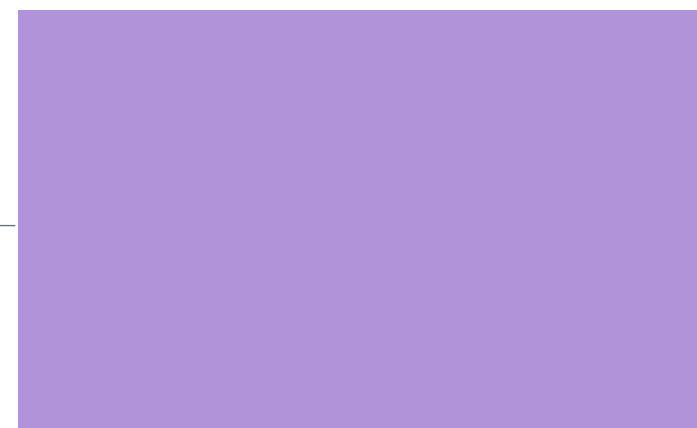


Branding Photography

Color Layer Effects

When you want to use the image for the presentation background or change the image which is not in the right tone, you can adjust the color filters or coloring effects with purple.

1. Place the original image first.
2. Add a Pimcore purple (#6428b4) color layer on top.
3. And give this color layer in 50% transparent.



Photography Do's and Don'ts

Image Style Guide

Incorporating the right photography is a way to help connect the Pimcore universe to a worldwide audience.

- Focus on the user
- Display competency and diversity
- Feature a single topic with minimal background

Image Usage Guide

When you select photography assets, choose an image that tells a story in a simple way, though not too narratively. It can be an object, a scene of the moment. Make sure the image retains high quality and professionalism.

- Resolution 72 dpi and more (at least 300 dpi for printing)
- Right framing, focus on the scene
- Avoid brand references on products or background
EXCEPTION: when the brand is from actual customers or partners for promotional marketing usage.



Do focus on the user.



Don't feature complex scenes with too many people.



Do keep the resolution minimum 72 dpi.



Don't use pixelated or blurred images.



Do display competency and diversity.



Don't limit to similar individuals.



Do zoom and focus right on the scene.



Don't let other objects intervene with the scene.



Do feature and focus on a single topic.



Don't feature busy environments.



Do feature generic objects without certain brand logo.



Don't include any product logos in the image.

Iconography

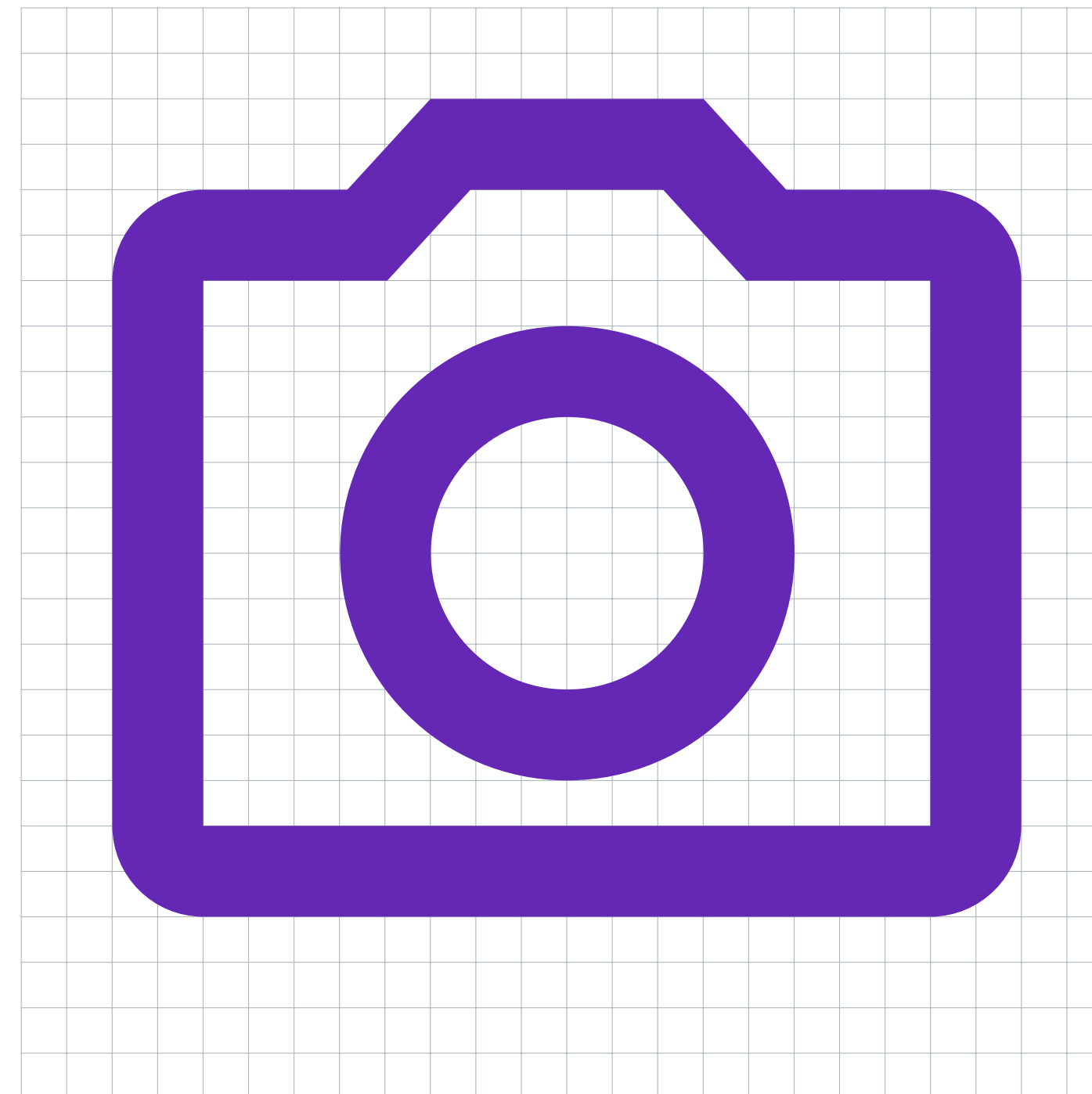
General & Platform Icons

The style is simple, mainly outlined style icons with round joint 3pt (4px) stroke width. There are some filled color style icons as well but within the light fills.















It's flexible to choose your own icons via stock sites or create your own following the Pimcore Iconography. Please keep in mind that you are responsible for any copyright issues.

Use icons for highlighting simple information with clarity.

[Download Media Kit](#)



Line width 3pt / 4px storke

-  Pimcore Platform
-  Pimcore PIM
-  Pimcore MDM
-  Pimcore DAM
-  Pimcore CDP
-  Pimcore DXP
-  Pimcore Commerce
-  PaaS Edition
-  Enterprise Edition
-  Community Edition
-  Pimcore Copilot
-  Core API
-  Datahub
-  Syndication

Partner Marketing Elements

Partner Badges

Partner Level

The Pimcore Solution Partner Program is a network of systems integrators, digital agencies, business and technology consultants. They help enterprises create solutions with the Pimcore Platform.

Becoming a Pimcore Solution Partner establishes an ongoing strategic relationship with your company and Pimcore. Pimcore Solution Partners receive valuable benefits, all with the goal of connecting partners to our community and helping them succeed.



Partnership Announcement

5 Partner Levels
(Silver / Gold / Platinum / Strategic / Global)

Medium: Social media post and Website content

Channel: LinkedIn and Pimcore Blog page

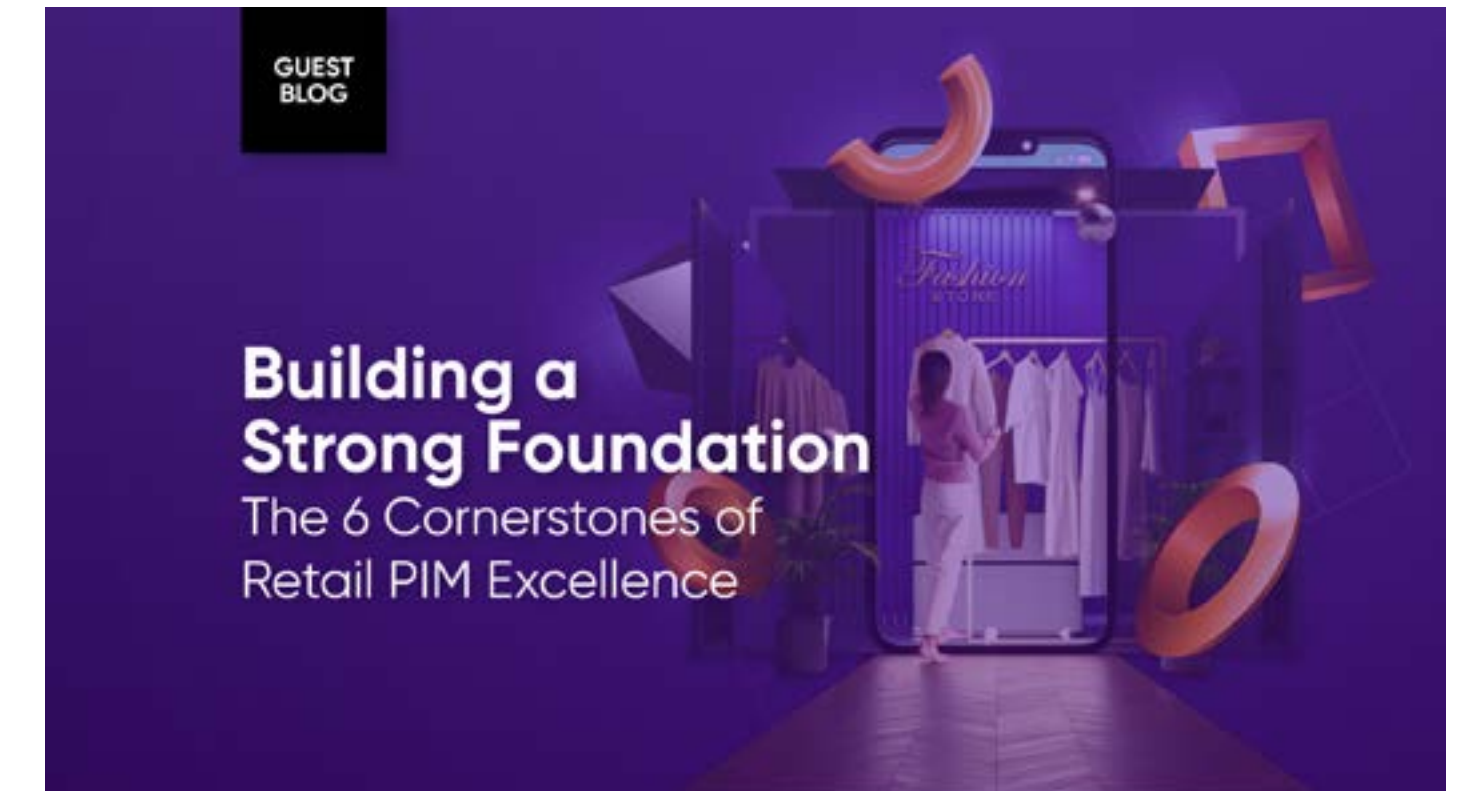
* Medium and Channel are different based on the partner levels.



Guest Blog Article

Medium: Social media post and Website content

Channel: LinkedIn and Pimcore Blog page

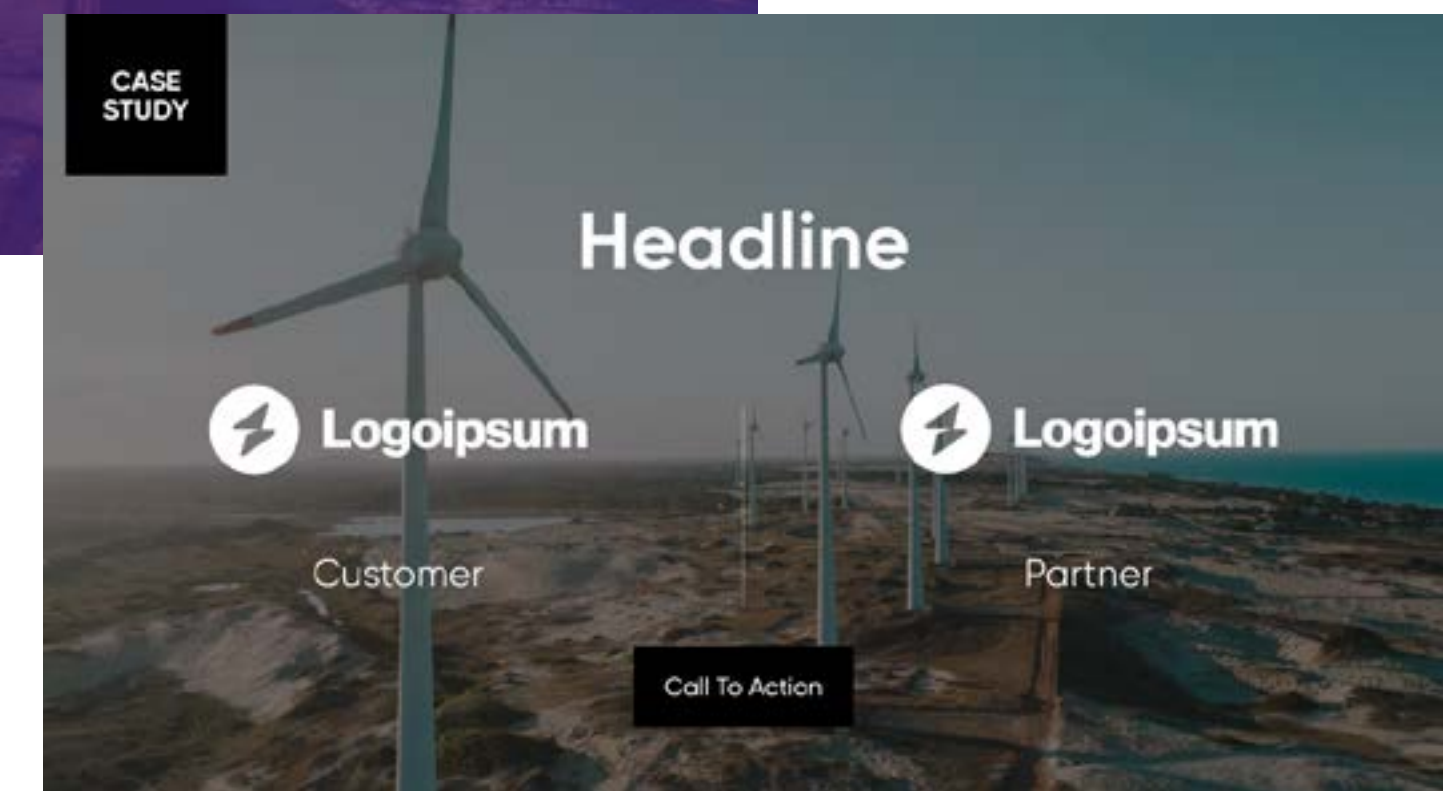
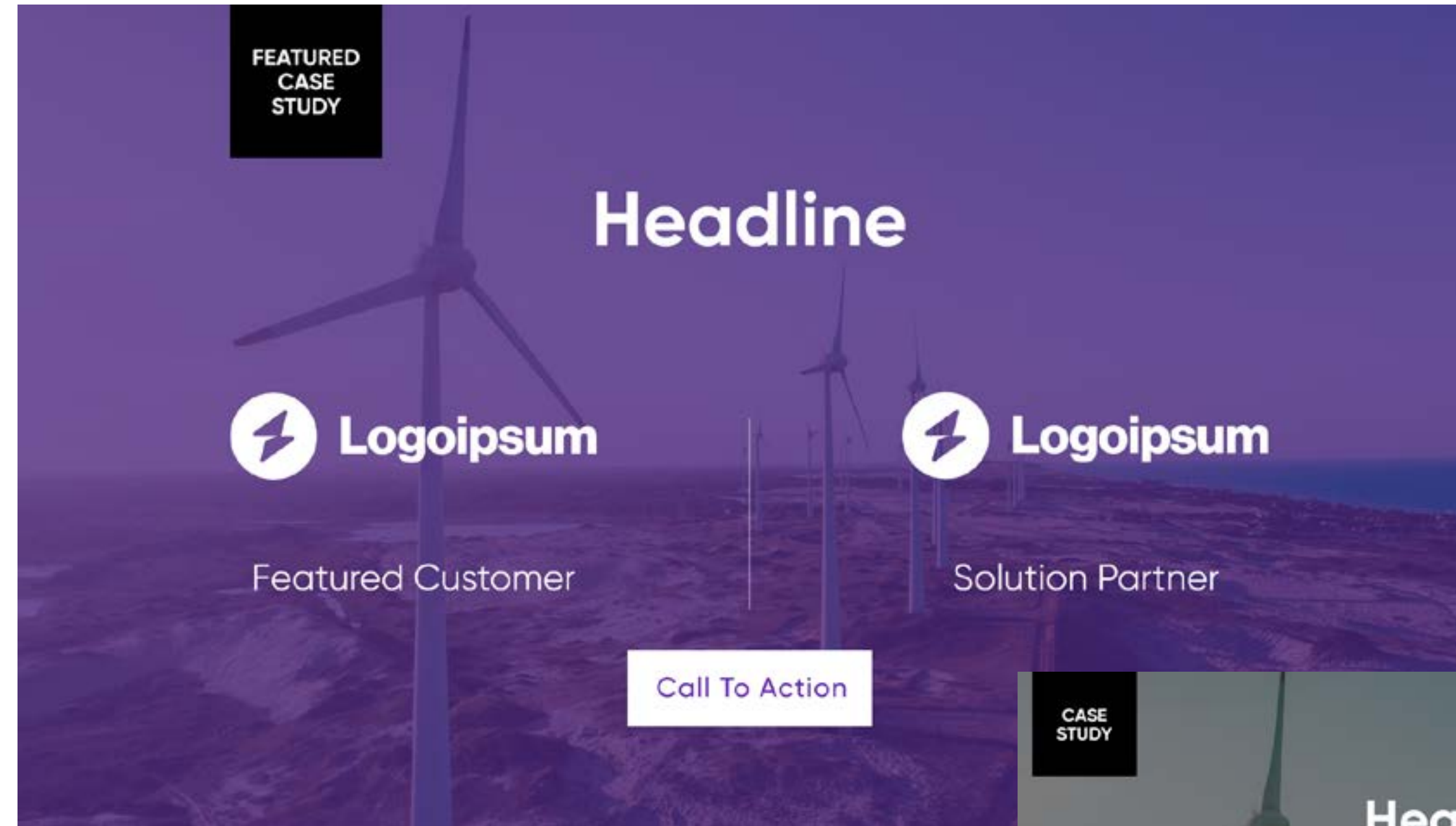


Case Study

Medium: Static Banner

Channel: LinkedIn and Other website platforms

Details: Featured Case Study/Case Study label with Customer and Partner Logos on it with CTA button (optional)



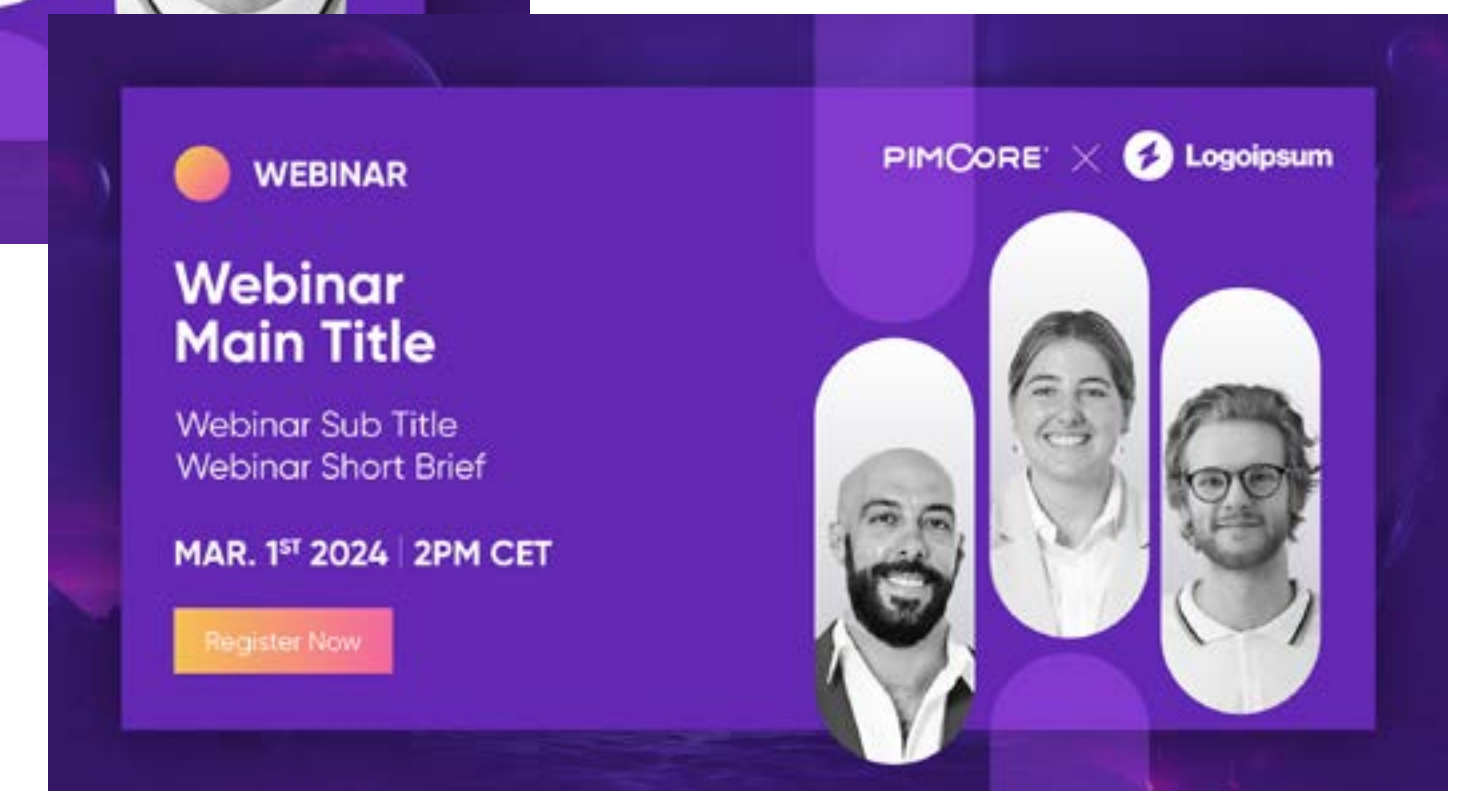
Webinar

General Webinar Joint Webinar

Medium: Social media post, Website and Livestorm

Channel: LinkedIn, LinkedIn Event, Pimcore Website Event page and Livestorm page

Details: Webinar label, Main title, Sub title (optional), Speakers Info, Date and Time, CTA button, 1-3 Speakers' Portraits



Certificate Badges

Pimcore Academy

The Pimcore Academy is the perfect training and education platform for all software developers and sales staff. The extensive course offer including a total of 55 lessons, 200 chapters and more than 40 hours of on-demand video material is bound to impress and inspire you. Deepen your know-how with practical code examples, tutorials and links to further information – and become an expert for Pimcore!

