



*The*  
**C R M**  
*Boutique*

**The CRM Boutique**  
*Brand Guide*



The CRM Boutique logo embodies the optimism and energy of the Mid-Century era while leaning into a distinctly feminine charm. The intersecting elements represent strategic integration and harmony, which signify strong CRM principles.

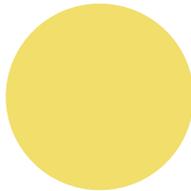
## Color Palette

The Primary (logo) colors for the CRM brand and logo are Pantone 127 C, 563 C, and 425 C. A secondary palette provides accent colors for all channels.

### Primary

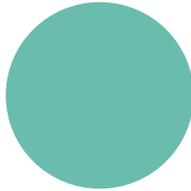
#### Yellow

Pantone 127 C  
 CMYK 0/3/63/0  
 HEX F3DD6D  
 RGB 243, 221, 109



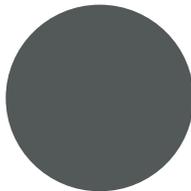
#### Aqua

Pantone 563 C  
 CMYK 58/0/31/0  
 HEX 6BBBAE  
 RGB 107, 187, 174



#### Dark Gray

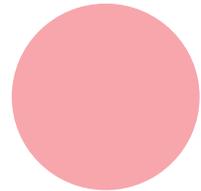
Pantone 425 C  
 CMYK 63/51/45/33  
 HEX 545859  
 RGB 84, 88, 89



### Secondary

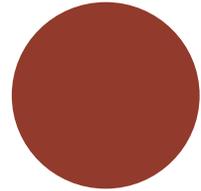
#### Salmon

Pantone 176 C  
 CMYK 0/34/9/0  
 HEX F9A7AC  
 RGB 249, 167, 172



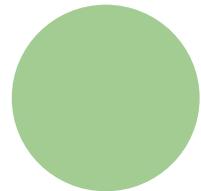
#### Brown

Pantone 7600 C  
 CMYK 5/78/82/41  
 HEX 923A2C  
 RGB 146, 58, 44



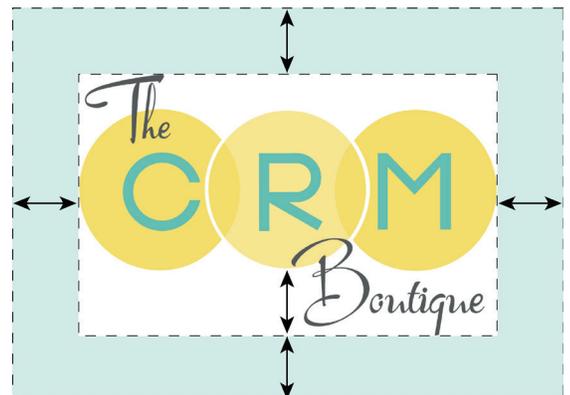
#### Green

Pantone 358 C  
 CMYK 32/0/51/0  
 HEX A4CB93  
 RGB 164, 203, 147



## Logo Use

When placing the CRM Boutique logo, please provide minimum space equal to the space between the circle's bottom in "CRM" and the bottom of the "Q" in "Boutique" for all sides. This space will allow enough room to preserve the brand's visibility.



## Logo Colors

The color logo is the primary logo for The CRM Boutique and should be used in the appropriate color format for the chosen medium. Other color formats have been created to meet specific demands:



The standard color logo, which is formatted for printing and digital use.



A greyscale logo can be used when the appropriate color reproduction is unavailable.



A "reversed" greyscale logo should be used when the background is too dark for the standard color or standard greyscale logo to be visible.

## Improper Use

There are common mistakes when applying a logo that should always be avoided. While this isn't a complete list of "don'ts," this represents some of the most common:



**NEVER** skew or distort the logo.



**NEVER** make the logo transparent or adjust its color density.



**NEVER** apply a non-branded color to the logo, other than the color designated in this guide.



**NEVER** place the logo inside a shape or box.



**NEVER** alter the position, size, or color of any of the logo elements.



**NEVER** apply drop-shadows or other effects to the logo.

## Fonts

The primary font to be used in any CRM Boutique material is Poppins. It is available in Light and Medium formats:

### Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

The secondary font is Clicker Script. This font can be used for headlines and titles, adding contrast and variety. It should never be used for body copy.

### Clicker Script Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

This booklet offers documented guidelines for the application of The CRM Boutique's logo, brand colors, and fonts. If you have any questions about proper application and use of these brand elements, please contact Diana Cuevas at [diana@thecrmboutique.com](mailto:diana@thecrmboutique.com), or her agency NerdBrand at [hello@nerdbrandagency.com](mailto:hello@nerdbrandagency.com).

