



# Introduction

## About Salestrics

Salestrics is an AI-native revenue workspace for startups that unifies CRM, customer support, collaboration, automation, and business operations into a single platform, helping teams replace fragmented tools with one intelligent workspace.

### Our Mission

Give revenue teams one place to run the full sales cycle – pipeline, collaboration, finance, and AI built together, not stitched from a dozen vendors.

### Our Vision

A world where sales teams spend their time closing deals and serving customers – not fighting their software.

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## Logo

Primary Logo



## Secondary Logo or Variations



We use this for

- Formal or official applications.



We use this for:

- Digital-first or space-limited contexts.



We use this for:

- Small-scale, casual, or established contexts.

## Logo Usage



Maintain 0.5x clear space for clarity.

# Color

Our colors balance tradition with innovation, ensuring readability, accessibility, and inclusivity.

|                                                                                                         |                                                                                     |                                                                                       |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <div>Our primary colors</div> <div>HEX: #fd112d<br/>RGB: 253, 17, 45<br/>CMYK: 0%, 93%, 82%, 1%</div>   | <div></div> <div>HEX: #182125<br/>RGB: 24, 33, 37<br/>CMYK: 35%, 11%, 0%, 85%</div> | <div></div> <div>HEX: #ffffff<br/>RGB: 255, 255, 255<br/>CMYK: 0%, 0%, 0%, 0%</div>   |
| <div>Our secondary colors</div> <div>HEX: #efefef<br/>RGB: 239, 239, 239<br/>CMYK: 0%, 0%, 0%, 6%</div> | <div></div> <div>HEX: #293c3c<br/>RGB: 41, 60, 60<br/>CMYK: 32%, 0%, 0%, 76%</div>  | <div></div> <div>HEX: #88b7b9<br/>RGB: 136, 183, 185<br/>CMYK: 26%, 1%, 0%, 27%</div> |

## Color Combinations

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# Typography

Primary Font

Heading

Red Hat Display

BOLD

Secondary Font

| Subheading                 | Body                       |
|----------------------------|----------------------------|
| Red Hat Display<br>Regular | Red Hat Display<br>Regular |

Typesetting and Hierarchy

|                 |                         |       |
|-----------------|-------------------------|-------|
| Red Hat Display | <h1>Title</h1>          | 60 pt |
| Red Hat Display | <h2>Subtitle</h2>       | 24 pt |
| Red Hat Display | <h3>Heading</h3>        | 24 pt |
| Red Hat Display | <h4>Subheading</h4>     | 18 pt |
| Red Hat Display | <h5>Section Header</h5> | 15 pt |
| Red Hat Display | Body                    | 12 pt |
| Red Hat Display | <b><i>Quote</i></b>     | 15 pt |
| Red Hat Display | Caption                 | 9 pt  |