Title|Pipe ™

The Logo

The Title | Pipe logo includes two variations for use with light or dark backgrounds. In most cases, the logo should be placed on a white background for consistency of our brand.

02

Title | Pipe ™

Neutral Real Estate Collaboration Platform

The Logo & Slogan

The Title | Pipe™ logo & slogan includes two variations for use with light or dark backgrounds. In most cases, the logo should be placed on a white background for the consistency of our brand. The slogan should be used to inform when another description is unavailable.

Title | Pipe ™

Neutral Real Estate Collaboration Platform

03

The Logo & Tagline

The Title | Pipe™ logo & tagline includes two variations for use with light or dark backgrounds. In most cases, the logo should be placed on a white background for the consistency of our brand. Our tagline should be used when other content is present.

04

The Mark

The Title | Pipe™ mark can be used in cases where the brand name is implied or otherwise, includes descriptive text, i.e, Facebook or LinkedIn

05

Cornflower Blue
#4077e4

#D5E2FC

#8FADF2

#628DEE

#4077E4

#2354D1

Ebony Clay
#242642

#E2E2EE

#6C70AA

#525790

#404470

#2E3150

The Colors

Title | Pipe™ primarily uses three colors for marketing Cornflower Blue, Ebony Clay, and Snow. There are additional colors listed to the right that is used to create dimension or to be used with page elements such as buttons, dividers, or headers to show emphasis.

Accent Colors

Success
#2EBA6F

Error
#3EAF3F

Yellow
#FAC19C

Deluge
#6050B6

Snow
#E8EAEF

Smoke
#6687A
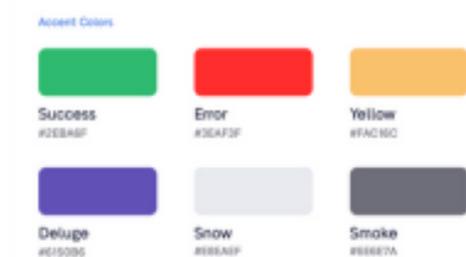
06

Headline Text (45/54) Neue Alte Grotesk Regular

Subheader text (16/40) Neue Alte Grotesk Bold

Body text (10/16) Neue Alte Grotesk Light
Nullam ipsum sem, ultricies mollis magna eu, vestibulum
molestie purus. Nunc rutrum, turpis posuere commodo feugiat,
metus sapien porta ligula, eget tempus leo elit at lectus. Duis
id leo rutrum, pulvinar dui aliquet, elementum orci Lorem
ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque
nec arcu elementum turpis molestie pharetra a id sapien.
Donec quam lectus, dignissim id massa in, tincidun.

07

Title | Pipe™

Title Pipe™

Title | Pipe

Title Pipe

The Name

The Title | Pipe® name should always have a capitalized T and P, and include | and a trademark logo. To add the trademark logo press Alt+0153 on HP or press Option+2. To add a | press shift backslash.

08

The Screenshots

To protect the privacy of our clients you should not use unaltered screenshots for instructional purposes. If screenshots or instructional documentation is needed please contact our support specialists who can provide altered screenshots or a detailed demonstration.
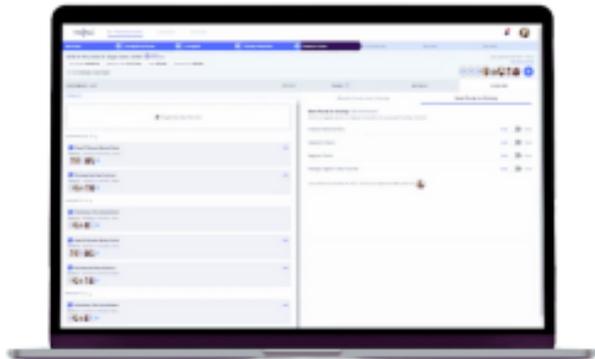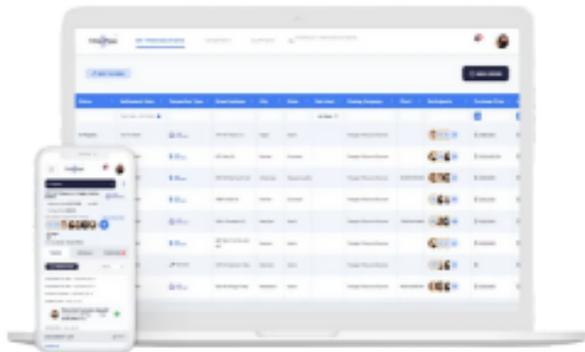
09

The Description

Title | Pipe™ is the only neutral collaboration platform for the real estate industry.

Title | Pipe™ creates a secured location for all members in the transaction to communicate and share documents. Alleviating up to 80% of transactional email while protecting your clients from wire fraud.

Title | Pipe

SECURITY PARTNER

Title|Pipe™

Neutral Real Estate Collaboration Platform