

pinpoint
CONSULTING



Brandmark

The logo for Pinpoint Consulting features the word "pinpoint" in a blue, lowercase, sans-serif font. The letter "p" is stylized with a red bullseye target symbol inside its upper loop. Below "pinpoint" is the word "CONSULTING" in a bold, black, uppercase, sans-serif font.

pinpoint
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Variations

LIGHT



MONO



DARK

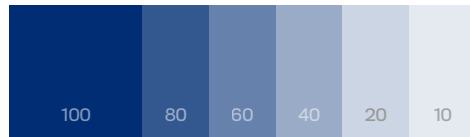


MONO DARK

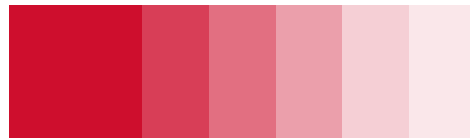


Color

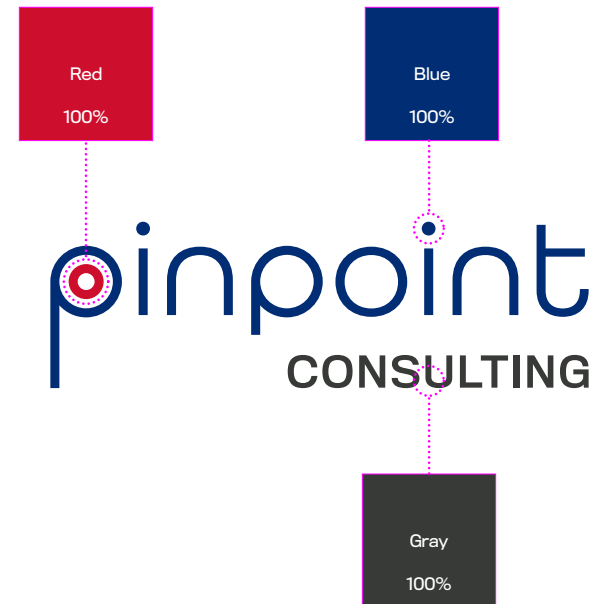
Pantone 288 Blue
R: 0 G: 45 B: 116
C: 100 M: 80 Y: 20 K: 20
L: 20 A: 11 B: -46
G: 85



Pantone 186 Red
R: 206 G: 14 B: 45
C: 9 M: 97 Y: 90 K: 2
L: 45 A: 67 B: 39
G: 71



Pantone 447 Gray
R: 55 G: 58 B: 54
C: 62 M: 48 Y: 52 K: 60
L: 24 A: -2 B: 2
G: 78



Usage

DO



DO NOT

Change Colors



Apply Gradients



Change Line Weight



Stretch



Rotate



Obfuscate



Typography

Titling Gothic Light

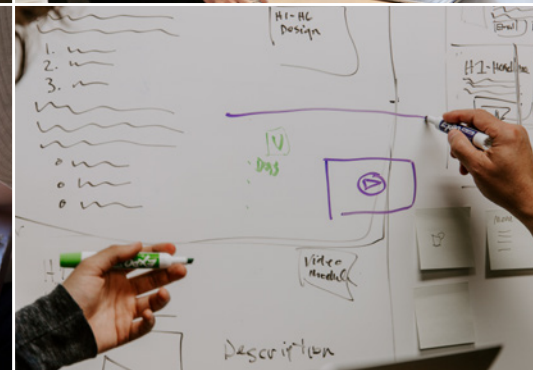
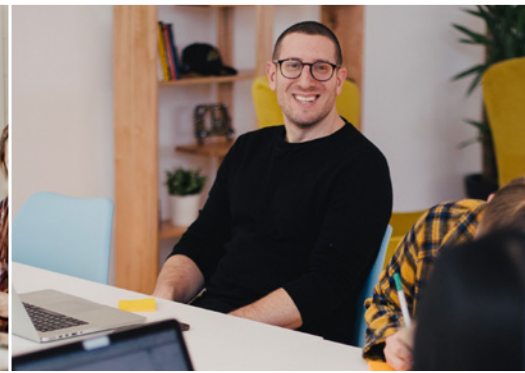
TITLING GOTHING MEDIUM ALL CAPS

Open Sans Light. Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Open Sans Italic, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Photography



KEYWORDS

Achievment Action Adapt Change Diversity Efficiency Focus Growth
Leadership Ownership Precision Pride Process Skilled Streamline Strength

Applications



pinpoint
CONSULTING

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Your change.
Your success.



Businesses change and evolve over the course of time just like we do as individuals in our lives. Every stage of growth of a business demands a focus on change management to successfully make the leap to new levels of achievement and revenue.

At PinPoint, we've seen time again that most companies struggle to skillfully identify and manage such change. Even with highly talented leadership at the helm, the nature of rapid growth inherently creates blind spots that can often only be identified by a skilled consulting team with a fresh, outside perspective. We are subject matter experts lead by Doctoral level leadership in the field of organizational change.

At PinPoint, we will help your business navigate key areas of change management:

- Align your internal resources effectively by finding new ways to highlight the talents already present in your or-

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John
SMITH



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Thank you.