



PIPER | SANDLER

2022 Name and Logo Reference Guide

Logo

Our logo must be used in its entirety. Please refer to the examples below.

Standard Logo

Our standard logo displays the lettering in dark gray and the horizontal bar in blue. Please use this below version as often as possible.

PIPER | SANDLER

Reversed Logo

There may be times when the logo will be placed on a dark background. If this is the case, please use the standard logo with white lettering and a blue bar to ensure readability. This version is referred to as the reversed logo and is displayed below:

PIPER | SANDLER

Other Logo Colors

In the event that a black and white version is needed or a one-color option is required, please utilize either the gray, white or black logo. Please try to limit use of these versions to help maintain brand consistency.

PIPER | SANDLER

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PIPER | SANDLER

Logo

Logo and Tagline Lock-up

The standard version of the logo (without the tagline) is our primary logo. The logo and tagline lock-up can also be used.

When using the logo and tagline lock-up, the tagline must have the ® symbol immediately after the word “partnership.” Do not add punctuation between the word “partnership” and the ® symbol.

PIPER | SANDLER

Realize the power of partnership.®

Registered trademark

The registration symbol ® must appear on the first most prominent use of our trademarked tagline “Realize the Power of Partnership®”. Using the ® symbol with the tagline fulfills this requirement and protects our legal trademark rights. The ® symbol does not need to be used when only using our logo without the tagline.

Third parties may not use any Piper Sandler trademarks or logos without a trademark license from Piper Sandler. Please contact marketing for more information.

Logo

Area of Noninterference

To protect the integrity of our identity and ensure optimal readability, maintain an area of empty or clear space around the logo. The minimum unit of measurement of this space is the height of the “P” as shown in the diagram below. No type or graphic element is allowed in this space.



Minimum Size

Make sure the logo meets the minimum size requirements listed below to ensure it is readable when reproduced. When sizing the logo smaller than 1.5” wide, the tagline should be dropped. When scaling, use caution not to distort the logo in any way.

PIPER | SANDLER
1”

PIPER | SANDLER
Realize the power of partnership
1.5”
minimum width
with tagline

Nomenclature guidelines

Abbreviations

Our name must always be spelled out: Piper Sandler. Do not use informal versions of our brand name (e.g., Piper, Sandler, PS, etc.). Consistently using our full name helps build and strengthen our brand.

Possessive forms

The Piper Sandler brand name may not be used in possessive form, for example, use “Piper Sandler investment banking group,” not “Piper Sandler’s investment banking group,” which is not legally protected under U.S. trademark law.

Splitting our name

For consistency and impact, try not to split the Piper Sandler name from one line to the next in marketing or communications materials.

First use of our name

If you have the logo and the SIPC line on your document, you do not need to use our full legal name on the first reference in your body copy. However, if you do not have the logo in your document, you must use our full legal name, Piper Sandler & Co., on first reference.

SIPC line

The SIPC line must appear on all marketing, research and corporate communication materials:

Since 1895. Member SIPC and NYSE.

If for some reason the logo isn’t used in a document, Piper Sandler & Co. must appear in the SIPC line as follows:

Piper Sandler & Co. Since 1895. Member SIPC and NYSE.

Registered trademark

The registration symbol ® must appear on the first most prominent use of our trademarked tagline “Realize the Power of Partnership®”. Using the ® symbol with the tagline fulfills this requirement and protects our legal trademark rights. The ® symbol does not need to be used when only using our logo without the tagline.

Third parties may not use any Piper Sandler trademarks or logos without a trademark license from Piper Sandler. Please contact the marketing group for more information.

Nomenclature guidelines

Copyrights

Certain employees are permitted to create or to distribute in-house marketing materials, research reports and other works which bear the Piper Sandler brand and are subject to the firm's own copyright protections and usage restrictions.

Works created by other companies, people, or legal entities in any medium should generally be presumed to be protected by copyright law, regardless of whether the work displays a copyright notice, the symbol "©", or any other express reservation of rights. Software, periodicals and newsletters, market data, training materials, and similar works all typically have copyright protection and usage restrictions with onerous penalties for violations.

Employees must not copy, reproduce, forward, create, or distribute any such works or create derivative works, or otherwise circulate or compile materials either externally or internally without a written license or subscription agreement which expressly permits such activities.

There are certain exceptions to copyright restrictions such as materials in the public domain; however, these exceptions rarely apply at Piper Sandler.

All licenses and subscription agreements which involve copyright-protected works must be reviewed by the legal department in advance and may only be executed by a manager authorized to sign such licenses and subscription agreements.

If you are uncertain of your rights to use or to reproduce any materials, please contact Dean Nelson at 612 303-5530. For questions related to Piper Sandler marketing, please contact:

Ellen Fry

Vice President

Senior Marketing Manager

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Color Palette



PANTONE 7540
CMYK 0, 0, 0, 85
RGB 74, 79, 85
HEX 4a4f55



PANTONE 7459
CMYK 73, 27, 21, 0
RGB 63, 151, 181
HEX 3f97b5

Primary Brand Colors

Gray and **blue** are the primary brand colors and should be used throughout the majority of branded materials. The consistent use of these two colors in our materials and our standard logo differentiate and identify the Piper Sandler brand in the marketplace. While inaccurate use of colors may seem minor, repeated inaccurate use can significantly dilute our brand among the brands of our competitors.

Accent Colors

Gold and orange act as accent colors and are intended to be used sparingly when additional color is needed.

In most cases, our color palette should be used at 100% opacity and not tinted. In circumstances where a lighter color is needed, the palette may be tinted to 70%.



PANTONE 7752
CMYK 20, 27, 100, 1
RGB 209, 175, 34
HEX d1af22



PANTONE 166
CMYK 5, 81, 100, 1
RGB 230, 84, 0
HEX e65400

Tinted at 70%



PANTONE 7540 AT 70%
CMYK 53, 44, 42, 7
RGB 125, 127, 130
HEX 7d7f82



PANTONE 7459 AT 70%
CMYK 50, 15, 16, 0
RGB 127, 181, 200
HEX 7fb5c8



PANTONE 7752 AT 70%
CMYK 11, 19, 70, 0
RGB 228, 198, 107
HEX e4c66b



PANTONE 166 AT 70%
CMYK 0, 56, 71, 0
RGB 247, 138, 86
HEX f78a56

Typography

Helvetica Neue is our primary font and integral to the overall brand. Using it correctly and consistently builds brand equity.

Helvetica Neue Standard

Helvetica Neue Standard is our default font for body text.

Helvetica Neue Bold

Helvetica Neue Bold is our standard font for headlines and key information.

Helvetica Neue Light

Helvetica Neue Standard Light is used sparingly, in captions or disclaimers.

Unacceptable uses of typography

In order for us to project a credible and consistent appearance to our audiences:

- Do not distort type.
- Do not use special effects with type.
- Do not use unauthorized typefaces.

In cases where these fonts are not available, such as email, you may substitute Helvetica Neue for Arial.