



# 2024 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

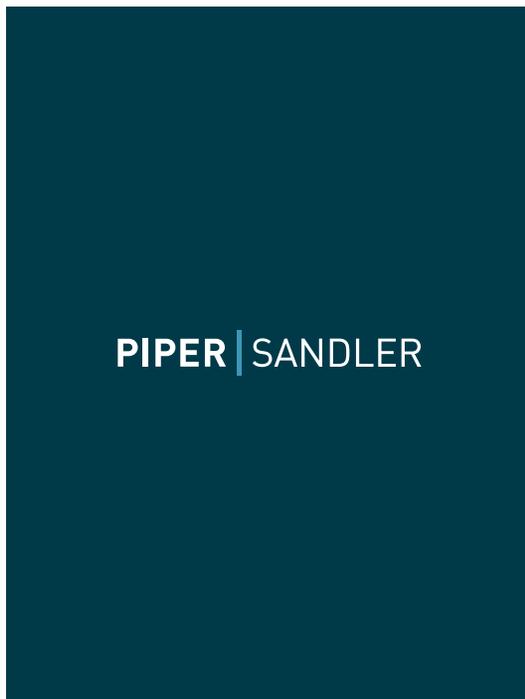
In the event that a black and white version is needed or a one-color option is required, please utilize either the gray, white or black logo. Please try to limit use of these versions to help maintain brand consistency.

**PIPER | SANDLER**

**PIPER | SANDLER**

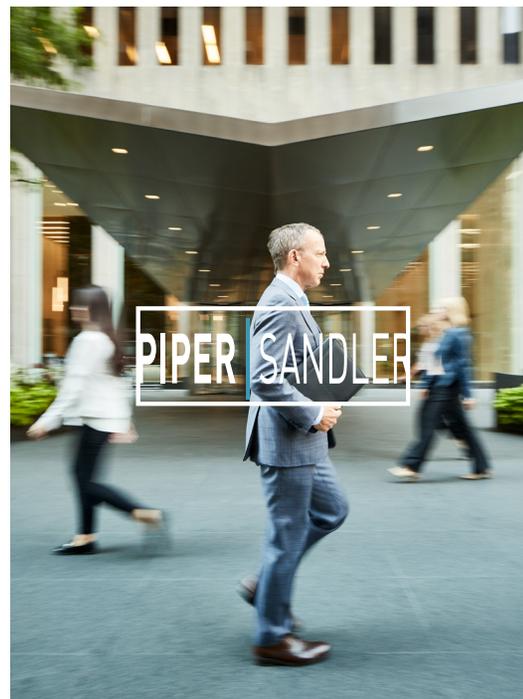
**PIPER | SANDLER**

## Logo



### Do

- Use the appropriate file format so logo appears crisp and clean
- Use logo in pre-approved colors of dark gray, black or white
- Use adequate legibility and contrast between logo and background



### Do not

- Distort proportions of logo
- Oversize the logo, it should be legible but not overpowering
- Use a drop shadow or special effects
- Use logo in a constricting box
- Layer the logo or position it on a busy background
- Use the logo within body text
- Display the logo and tagline lock-up without the ® symbol

# 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, PSC, Piper | Sandler, 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 Mckenzie Kintop at +1 612 463-9491. For questions related to Piper Sandler marketing, please contact:

### **Ellen Fry**

Director

Head of Marketing

+1 612 303-6311

# Color palette

**Gray, dark teal, blue, light blue and light gray** are the primary brand colors and should be used throughout the majority of branded materials. The consistent use of these colors in our materials, in addition to our standard logo, differentiates and identifies 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.



<b>PANTONE 7540</b> CMYK 0, 0, 0, 85 RGB 74, 79, 85 HEX 4a4f55	<b>PANTONE 309</b> CMYK 89, 58, 46, 27 RGB 30, 81, 98 HEX 1e5162	<b>PANTONE 7459</b> CMYK 73, 27, 21, 0 RGB 63, 151, 181 HEX 3f97b5	<b>PANTONE 7459 tinted at 70%</b> CMYK 50, 15, 16, 0 RGB 127, 181, 200 HEX 7fb5c8	<b>PANTONE 7540 tinted at 5%</b> CMYK 3, 2, 2, 0 RGB 244, 244, 244 HEX f4f4f4
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## Accent colors

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**Orange** is our accent color and should be used sparingly. Hyperlinks and checkmarks are suitable ways to incorporate orange.

**Gold** is our secondary accent color and should only be used in charts or graphs that require multiple colors.

If additional colors or tints are needed, please contact marketing for an expanded palette.



<b>PANTONE Bright Orange C</b> CMYK 0, 78, 100, 0 RGB 255, 93, 0 HEX ff5d00	<b>PANTONE 7752</b> CMYK 20, 27, 100, 1 RGB 209, 175, 34 HEX d1af22
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# Color palette - ADA compliance

Our color combinations shown here are compliant with the ADA guidelines, level AA or higher. **Large text** is defined as 14pt and bold or larger, or 18pt or larger.

**Background:** #ffffff  
**Foreground:** #4a4f55

**Background:** #ffffff  
**Foreground:** #1e5162

**LARGE TEXT ONLY**

**Background:** #ffffff  
**Foreground:** #3f97b5

**Background:** #ffffff  
**Foreground:** #ff5d00

**Background:** #f4f4f4  
**Foreground:** #4a4f55

**Background:** #f4f4f4  
**Foreground:** #1e5162

**LARGE TEXT ONLY**

**Background:** #f4f4f4  
**Foreground:** #3f97b5

**Background:** #4a4f55  
**Foreground:** #ffffff

**Background:** #4a4f55  
**Foreground:** #f4f4f4

**Background:** #1e5162  
**Foreground:** #ffffff

**Background:** #1e5162  
**Foreground:** #f4f4f4

**LARGE TEXT ONLY**

**Background:** #3f97b5  
**Foreground:** #ffffff

**Background:** #3f97b5  
**Foreground:** #f4f4f4

**LARGE TEXT ONLY**

**Background:** #ff5d00  
**Foreground:** #ffffff

# Typography

DM Serif Display and Cairo are our primary fonts and integral to the overall brand. Using them correctly and consistently builds brand equity.

In cases where these fonts are not available (e.g., email, PowerPoint, Word, etc.) you may substitute Cairo for Arial and DM Serif Display for Times New Roman Bold. **Most employees will use substitute fonts in place of our primary fonts.**

## Primary fonts (marketing collateral and pipersandler.com)

### DM Serif Display

DM Serif Display is our primary headline font

### Cairo Regular

Cairo Regular is our primary body text font

### Cairo Bold

Cairo Bold can be used for sub-headings and emphasis

## Substitute fonts (Microsoft PowerPoint, Word, Excel, etc.)

### Times New Roman Bold

Substitute for DM Serif Display

### Arial Regular

Substitute for Cairo Regular

### Arial Bold

Substitute for Cairo Bold

## 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 (e.g., drop shadows)
- Do not use unauthorized typefaces