Information Builders' Brand Book

GLOBAL MARKETING STANDARDS GUIDE

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Introduction

Information Builders helps its customers to operationalize and monetize data and analytics to capitalize on new opportunities in the connected world. Our brand identity communicates the corporate value, vision, and mission, and this book will help ensure visual consistency across all physical and digital properties. It is important that the guidelines be maintained. Proper usage contributes to a consistent and unified representation of the company, no matter where in the world it is seen.

Brand Positioning

THE INFORMATION BUILDERS BRAND

Our brand visuals represent the powerful
platforms we build, and the extracted
value and business outcomes we
help our customers achieve.

Brand Attributes

Confident

Between our advanced tools and key role in the evolution of business intelligence, our expertise runs deep. That confidence shows in our easy sophistication.

Insightful

We are never satisfied with surface-level thinking. We strive to uncover deeper connections that lead to useful insights.

Approachable

We may be sophisticated, but we are also friendly and inviting, encouraging anyone who is interested in data to engage with us.
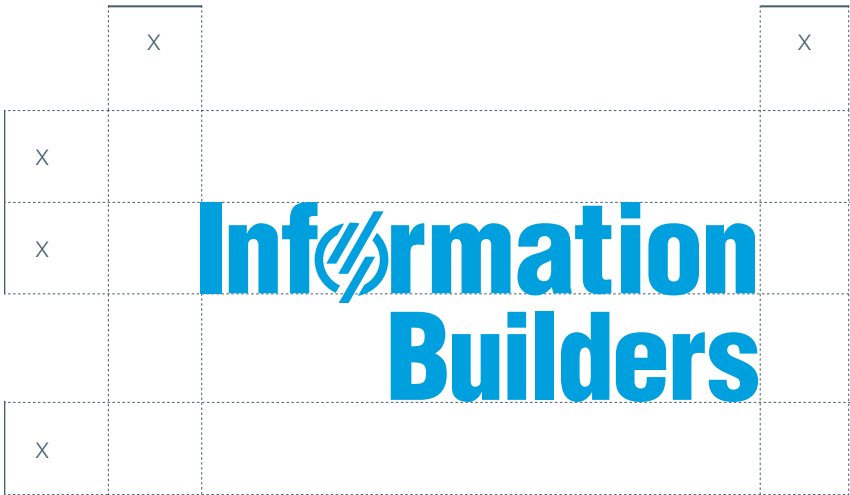
Empowering

We give you the technologies you need to take the future of your business into your own hands.

Dedicated

We are committed to helping our clients thrive, and we don't stop until you are successful.

Section 1: Our Logo

Company Logo

Clearance Space

The logo must always have a minimum amount of space around it to set it off from any accompanying copy, printed matter, or illustrative material. It must, in other words, have its own territory into which nothing else is allowed to encroach. Note the clearly defined spacing limits in the example above where "x" equals the height of the capital letter "I" in Information; this is used as a guide for determining how much space should be left around the logo. The dotted line indicates the minimum space into which no copy or illustrative material is to intrude.

Minimum Size

PRINT

When using the logo in print, it must never be used at a width less than any of the following measurements:

4p6 picas, 3/4", or 19 mm

DIGITAL

When using the logo digitally, it must never be used at a width less than any of the following measurements:

5p6 picas, 15/16", or 23.25 mm

Color

PMS 299

### PMS 7545

BLACK

WHITE

Color is an effective, powerful, and instantly recognizable medium for visual communications. Using a consistent color palette helps build awareness and recognition for Information Builders.

The Information Builders corporate color is PMS 299. The PANTONE Color Matching System (PMS) should be used when specifying colors so a printer can match a specific color exactly. When PANTONE colors cannot be specified, use the four-color process equivalents shown within the PANTONE color swatches below. The "CMYK" equivalents refer to the four primary colors used in printing: cyan (C), magenta (M), yellow (Y), and black (K). RGB values are given for digital use.

PMS 299
C82 M16 Y0 K0
R0 G160 B223
#00A0DF

PMS 7545
C33 K72
R65 G93 B107
#415D6B

Company Logo

Incorrect Logo Usage
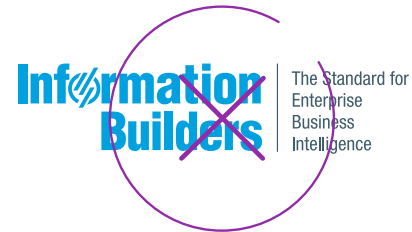
Do not use the logo with any tagline.

Do not print the logo as a tint of its actual color.

Do not use any other typefaces to create the logo.

Do not place the logo on any background that makes it difficult to read.

Do not place the logo on a photograph that makes it difficult to see.

Do not place the logo in text.

Do not combine logos on your own. Use only those on ESP.

Do not use the stylized part of the logo by itself.

Do not use old logos.

To avoid using the logos incorrectly, some possible errors are shown here. All the examples are unacceptable for any of the logos. Only the most common misuses are represented. If you are in any way unsure about using Information Builders' logo, please contact Diane Lopez-Velarde.

Product Logotypes

Clearance Space

The logotype must always have a minimum amount of space around it to set it off from any accompanying copy, printed matter, or illustrative material. It must, in other words, have its own territory into which nothing else is allowed to encroach. Note the clearly defined spacing limits in the example above where "x" equals the height of the capital letter "W" in WebFOCUS and iWay Software, or the "O" in Omni; this is used as a guide for determining how much space should be left around the logotype. The dotted line indicates the minimum space into which no copy or illustrative material is to intrude.

Follow the same guidelines given for WebFOCUS for the other two logotypes.

iWay Software

Omni

Color

PMS 7545

WebFOCUS

BLACK

WebFOCUS

WHITE

The WebFOCUS, iWay Software, and Omni logotypes corporate color is PMS 7545. To ensure consistent color standards, the PANTONE Color Matching System (PMS) should be used when specifying colors so a printer can match a specific color exactly. When PANTONE colors cannot be specified, use the four-color process equivalents shown within the PANTONE color swatches below. Note: These are also called "CMYK" equivalents, which refers to the four primary colors used in printing: cyan (C), magenta (M), yellow (Y), and black (K). RGB values are given for digital use.

Follow the same guidelines given for WebFOCUS for the other two logotypes:

PMS 7545
C33 K72
R65 G93 B107
#415D6B

iWay Software

Omni

Lockups and Others

Secondary Logo Lockups

Information Builders / **WebFOCUS**

Information Builders / **News**

Information Builders / **iWay Software**

Information Builders / **Finance**

Information Builders / **Omni**

There may be times when you need the Information Builders logo with specific text. If you find yourself in need of a special lockup, please contact Diane Lopez-Velarde. Do not put the logo and text together yourself.

There may be times when you do need to use the product logotype(s) with the Information Builders logo. These lockups will be distributed by Design on a case-by-case basis. Please contact Diane Lopez-Velarde for more assistance.

Others

POWERED BY **Information Builders**

POWERED BY INFORMATION BUILDERS

Available in black in the following formats: EPS, high-res JPG, and PNG.

Information Builders **Certified Business Partner**

CERTIFIED BUSINESS PARTNER

Available in color in the following formats: EPS, high-res JPG, and PNG. This logo should only be distributed to authorized partners.
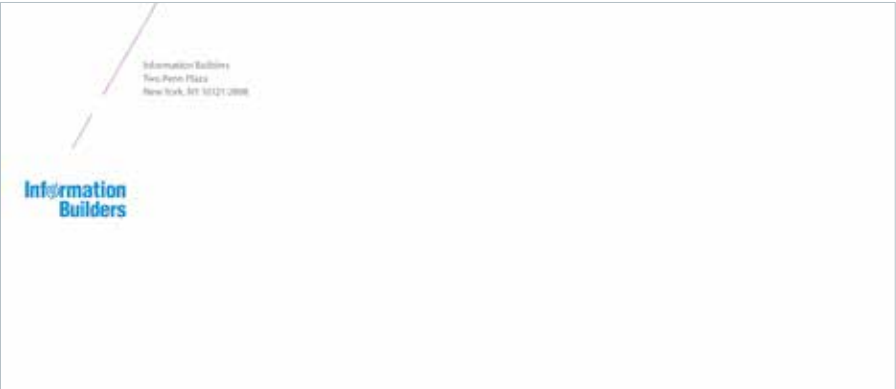
Samples

These examples show how we use our logo in digital and print.
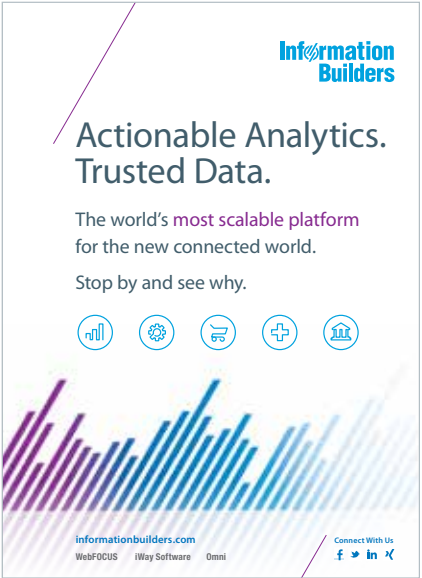
Section 2: Brand Elements

Typography

Typography

Primary Brand Font: Myriad Pro Family

A good typeface helps a reader concentrate on content. It facilitates communication without ever calling attention to itself. It should be readable and pleasing to the eye, but never distracting. This consistency of type is all part of maintaining a single look and feel for the brand.

Information Builders' primary brand font family is Myriad Pro. Myriad Pro is used in professional printing, online display advertising, and website images.

For example, you might use it for brochures, online banners, headlines in landing pages, and poster advertising.

Myriad Pro is a registered trademark of Adobe Incorporated. The fonts are part of the Adobe Type Library and can be purchased online at adobe.com.

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Information Builders' secondary brand font family is Adobe Garamond.

Adobe Garamond is a registered trademark of Adobe Incorporated. The font is a part of the Adobe Type Library and can be purchased online at adobe.com.

Secondary Brand Font: Adobe Garamond Family

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans, our digital brand font, functions as a complementary choice to our primary Myriad Pro font. Open Sas offers full web compatibility, making it a clear choice for the text on our site, as well as digital assets where Myriad Pro compatibility is not available.

Digital Brand Font: Open Sans Family

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

Color Palette

Blue
Blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, and intelligence.

Purple
Purple combines the stability of blue and the energy of red. Purple is associated with power, wisdom, dignity, independence, and creativity.

Grey
Grey is often associated with intellect, knowledge, and wisdom. It is perceived as long-lasting, classic, sleek, or refined.

Primary

BLUE	DARK BLUE	PURPLE	DARK PURPLE	WHITE	GREY
PMS 299	PMS 3005	PMS 2602	PMS 2597	C0 M0 Y0 K0	PMS 7545
C82 M16 Y0 K0	C98 M48 Y0 KO	C56 M99 Y0 K0	C83 M100 Y32 K35	R255 G255 B255	C33 K72
R0 G160 B223	R3 G109 B178	R145 G43 B167	R72 G12 B85	#FFFFFF	R65 G93 B107
#00A0DF	#036DB2	#912BA7	#480C55		#415D6B

Tints and Gradients

LIGHT GREY TINT	LIGHT BLUE TINT	ACTIVE PURPLE TINT	LIGHT BLUE GRADIENT	LIGHT PURPLE GRADIENT
10% OF PMS 7545	10% OF PMS 299	6% OF PMS 2602	10% LIGHT BLUE TO WHITE 90°	10% LIGHT BLUE TO WHITE -45°
#EBEBEB	#EAF7FD	#FDF4FF		

Photography

Photography

Everyday Moments

Our hero shots are in-action, 'everyday' images that reflect our customers' environments. Categorized into three sets, we can highlight the energetic, peaceful, or in-the-moment characteristics of the photographs to tell our story. These are broken down into: Groups, Individuals and Close-ups.

Groups
In-action shots with energy and life that capture a moment between colleagues.

Individuals
Captures the individual thinking, working, and doing in his or her environment.

Close-ups
Cropping and focusing in on parts of a shot to highlight and confirm a message we are communicating.

Download

Photography is available for download on ESP.

Photography

Places Around Us

We also use images from our natural and unnatural surroundings to quickly evoke understanding for the story we're telling.

In terms of composition, avoid trite metaphors, unrealistic settings, or images with complicated or cluttered backgrounds.

Download

Photography is available for download on ESP.

Photography

Graphical

Cropping an image a certain way can have an impact on how the viewer sees the image, and perceives the message. Graphic composition, like a close-up of the objects related to a specific story, can make it memorable and add to the sophistication of the brand.

Download

Photography is available for download on ESP.

Photography

Samples

Imagery should have a singular focal point with simple, uncluttered, graphic composition that conveys reality in context and situation.
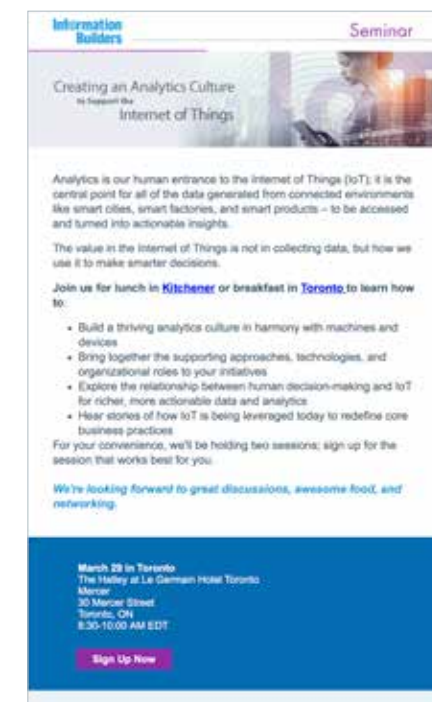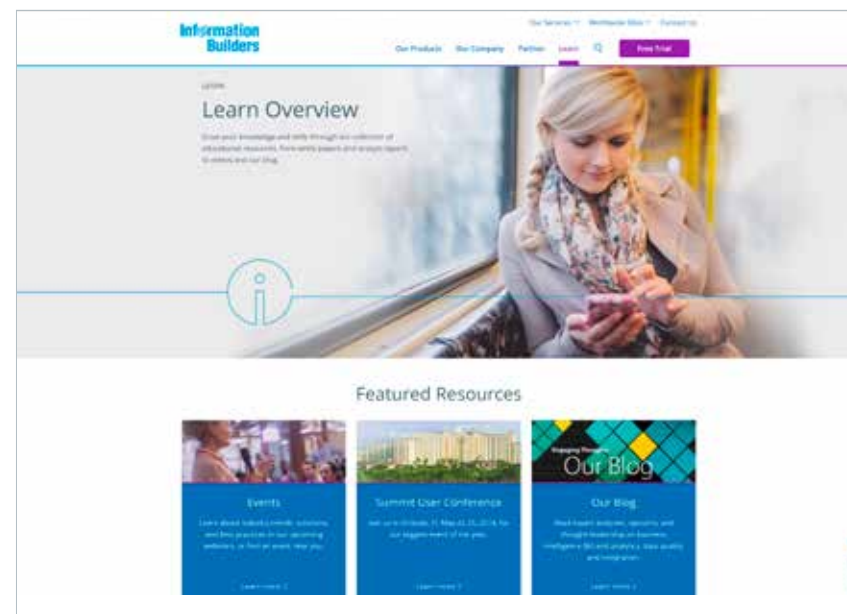
Icon Illustration

Icons

Style

Our Icons are designed as a continuous line, with an obvious start and end; round join and round cap applied.

Usage
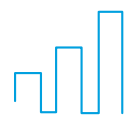
Icons may be used as standalone elements or with other imagery.

Download

Icons are all available for download on ESP.

INDUSTRIES

Manufacturing	Financial	Retail	Healthcare	Education	Travel, Hospitality, Entertainment	Government	Insurance	Pharmaceutical	Law Enforcement
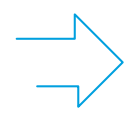
PRODUCTS & FEATURES

WebFOCUS 8	Core Analytical Capabilities	Advanced Analytical Capabilities / Accelerators	Superior User Experience	Logistic

OUTCOMES

Business Outcomes	Data Monetization	Customer Care	Operational Excellence	Line-of-Business Excellence

ADDITIONAL

Resource Library	Events	Product Demos	IBTV	Blog	Glossary	White Paper	Voice	Data Integration	Data Cleansing	Master Data Management

OFFERINGS

Front-End Analytics	Professional Services	Data Management

KEY UI

Search	Forward Arrow	Play

Icon Illustration

Samples
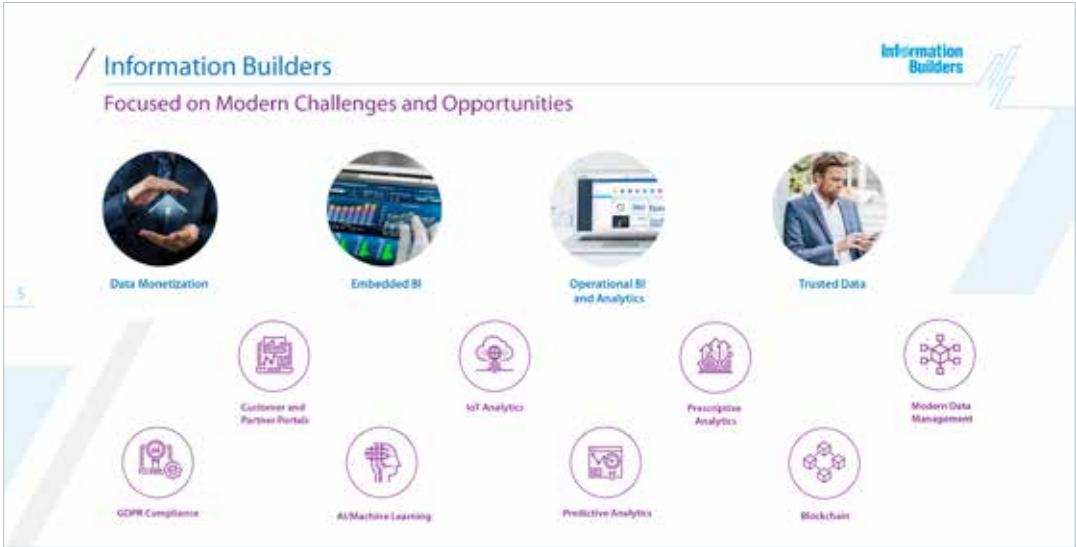
The expression of our brand is shown in the icon illustration composed with type and/or imagery in various communication vehicles.

Section 3: Brand Support

Links to Assets

Quick Link to ESP

Available for Download

ESP, our online resource center, provides access to all the assets you'll need to ensure you use our logo and other materials correctly.

Quick Links are available for specific types of assets in the list on the right.

Individual Asset Quick Links

LOGOS

POWERPOINT TEMPLATE

E-MAIL SIGNATURES

PHOTOGRAPHY

ICONS

STATIONERY AND OTHER WORD TEMPLATES

BUBBLE CHART (PPT AND PRINT)

Answers to Frequently Ask Questions

File Formats

EPS, PNG, and high-res JPEG are the three most common file types used at Information Builders.

1. What is an EPS file format?

EPS format (vector art produced in Adobe Illustrator) allows high-quality print reproduction. The EPS format can be scaled to any size without sacrificing image quality. PC users please note that this format cannot be opened on your machine unless you have Adobe Illustrator, but it can be passed to a vendor that accepts this file type.

2. What is a PNG file format?

The color and resolution of PNG format have been specifically formulated for on-screen or digital use. Do not use PNG files for high-resolution printing. Also, never scale the logotypes to make them larger than the size provided. If you do require a larger size, please contact Diane Lopez-Velarde.

3. What is a high-res JPEG file format?

This file type is good for most uses. Never scale to make larger than the size provided. If you do require a larger size, please contact Diane Lopez-Velarde.

Color Systems

The Pantone Matching System (PMS), RGB, and CMYK are the three most common color systems used at Information Builders.

1. What is a PMS color?

The Pantone Matching System (PMS) is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and with this numbering system manufactures of printers and other equipment can match colors without having to contact one another.

2. What is RGB color?

RGB (red, green, and blue) is used on your computer monitor and is what you view on screen. RGB is retained for projects that are designed to stay on screen (websites, pdfs, and other web graphics, for instance).

3. What is CMYK color?

CMYK (cyan, magenta, yellow, and black) is used in the printing process. It is used in your office inkjet and laser printers as well as the machines used by professional commercial printers. When the colors are combined on paper (they are actually printed as small dots), the human eye sees the final image. Magizines, for example, are printed in CMYK.
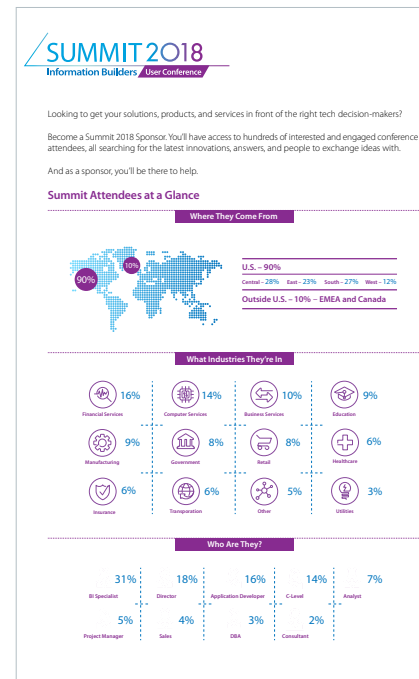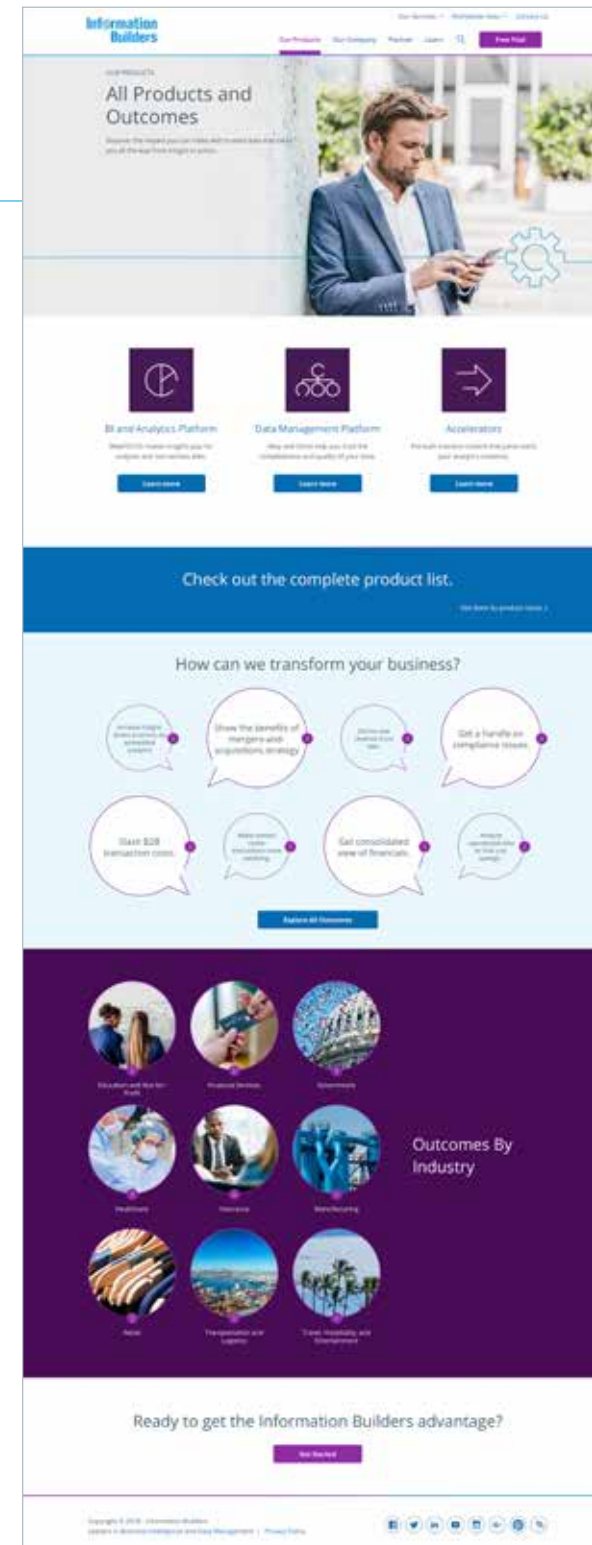
Section 4: Brand Unity

Brand Unity

These examples show
the strength of our brand
experience across all media
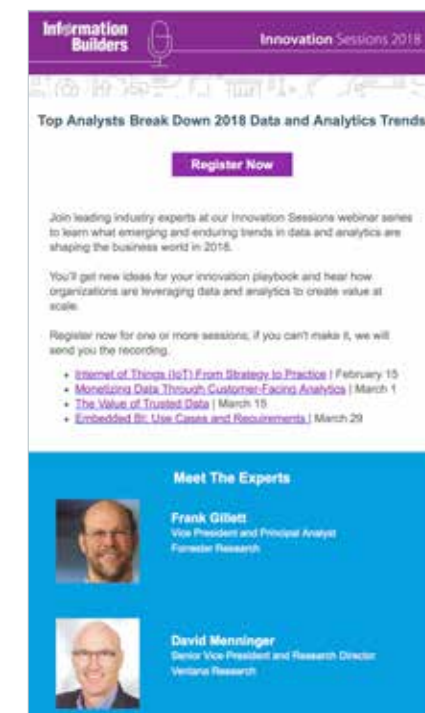as digital, print, and display.

POWERPOINT

INFOGRAPHIC

WEBSITE OVERVIEW PRODUCTS
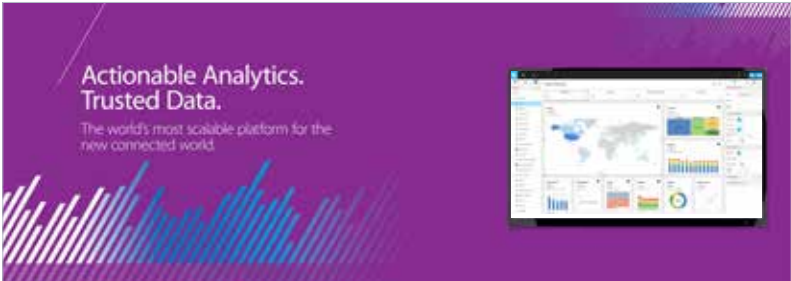

WEBSITE HOMEPAGE

TRADESHOW POP-UP BOOTH

E-MAIL

Brand Unity

These examples show the strength of our brand experience across all media as digital, print, and display.
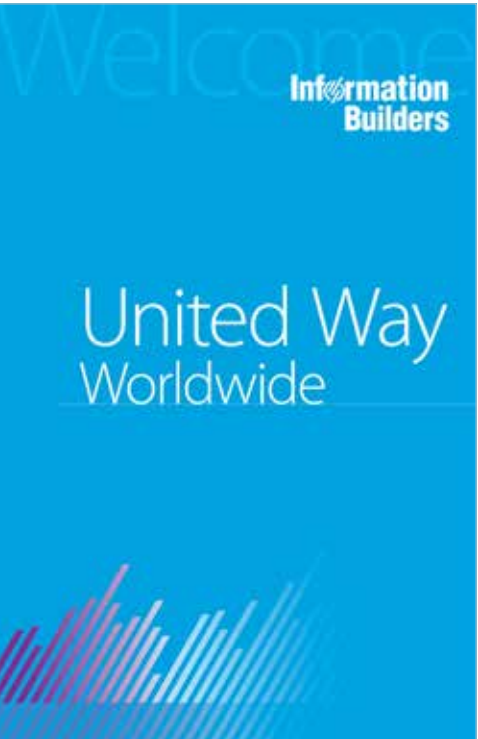
FACT SHEET

TRADESHOW BOOTH

WEBSITE SUBLEVEL

TRADESHOW BOOTH HEALTHCARE

GOOGLE AD

WELCOME SIGN

TRADESHOW BANNER

TRADESHOW BOOTH