February 2017

DESIGN AND BRAND GUIDELINES

affinitysolutions

affinitysolutions

THE GUIDE

affinitysolutions

DESIGN AND BRAND GUIDELINES
TABLE OF CONTENTS

affinitysolutions

WELCOME & INTRODUCTION

THE COMPANY AND CORPORATE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Affinity Solutions´** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Affinity Solutions´** commitment to quality, consistency and style.

The **Affinity Solutions** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Affinity Solutions** name and marks.

SECTION 1
CORPORATE LOGO

LOGO INTRODUCTION

01

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Affinity Solutions Logo is a powerful image evoking the culture of technology and marketing services and solutions - the connection between the strength of marketing and technology and the different points that influence.

The structure of the logo a particular relationship with the Affinity Solutions name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is Century Gothic Bold.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colors are Blue and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE

affinitysolutions

**affinity
solutions**

1) The Logo Type - One Line
The main logo is the two-color logo used on white or light backgrounds. For darker backgrounds you will find an alternative below.

2) The Logo Type - Stacked
Created for alternate situations where horizontal space is at a premium, the stacked logo offers versatility.

Logo Color Dark Blue
CMYK   : C 99 M 87 Y 35 K 26
Pantone   : PMS 534C
RGB   : R 30 G 51 B 25
Web   : #1e335f

Logo Color Light Blue
CMYK   :   C 61 M 31 Y 3 K 0
Pantone   :   PMS 549C
RGB   :   R 102 G 153 B 204
Web   :   #6699cc

LOGO WHITE VERSION

affinitysolutions

LOGO BLACK VERSION

affinitysolutions

3) The Logo White Version
will be used when the background color is dark colored.

4) The Logo Black Version
will be used for black & white applications.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Affinity Solutions Trademark Licensing if you have any questions or need further help.

SECTION 1
CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation

LOGO CONSTRUCTION, CLEARSPACE COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or

message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
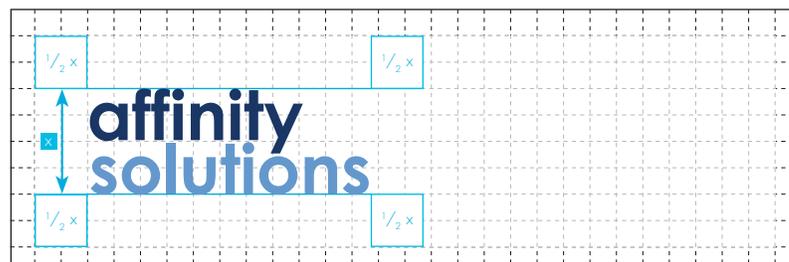
1 Line Logo Computation

To work out the clearspace take the height of the 1 line logo and divide it in half. (Clearspace = x height / 2).
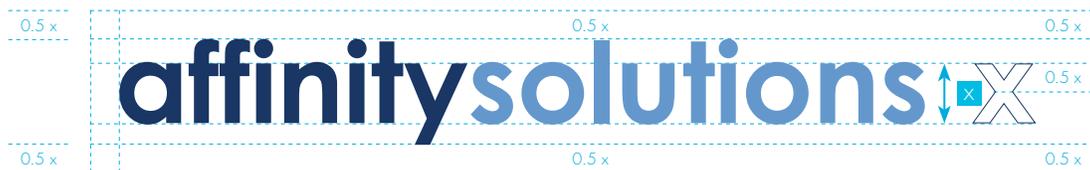
Stacked Logo Computation

To work out the clearspace take the height of the Stacked logo and divide it in half. (Clearspace = Height / 2).

CLEARSPACE

1 Line Logo and Stacked Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

APPLICATION
ON A BACKGROUND

LOGO A
Colored Version
White Background

affinitysolutions

LOGO B
Colored Version
20% Light Background

affinitysolutions

LOGO C
White Version
Dark Color Background

affinitysolutions

LOGO D
Black Version
White Background

affinitysolutions

MINIMUM LOGO SIZES

1 Line Logo
Minimum Size: 20mm

affinitysolutions

40 mm

affinitysolutions

30 mm

affinitysolutions

20 mm

Stacked Logo
Minimum Size: 10 mm

affinity
solutions

20 mm

affinity
solutions

15 mm

affinity
solutions

10 mm

SECTION 2
CORPORATE TYPOGRAPHY

02

THE CORPORATE FONTS AND TYPOGRAPHY

THE CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Affinity Solutions communications. We have selected Century Gothic and Futura, which helps inject energy and enthusiasm into the entire Affinity Solutions communications, as the primary and secondary corporate typefaces.

CENTURY GOTHIC FOR OUTBOUND COMMUNICATIONS

Century Gothic is the font of choice when sending outbound PowerPoints and Word documents so that clients see the same formatting that you do.

PRIMARY CORPORATE FONT

**PRIMARY FONT
CENTURY GOTHIC**

**DESIGNER:
SOL HESS**

THE FONT
Century Gothic is a design based on 20th Century, and was drawn between 1936 and 1947.

Century Gothic sustains the basic design of Futura, but has an enlarged 'x' height and has been modified to ensure suitable output from modern digital systems.

**TYPE EXAMPLES
CENTURY GOTHIC**

CENTURY GOTHIC

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø ϖ • ± '
œ œ @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ �’ › ‹ ◊

SECTION 2
CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy

PRIMARY CORPORATE FONT

**PRIMARY FONT
FUTURA**

**DESIGNER:
PAUL RENNER**

-

THE FONT
It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes that became representative of visual elements of the Bauhaus design style of 1919–33.

**TYPE EXAMPLES
FUTURA**

FUTURA

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø ϖ • ± '
œ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Affinity Solutions layouts.

**CONTEXT TEXT
AND INNER HEADLINES**

Caption Text

Wouldn't it be great to know who your next best prospects are at any moment?

Futura Light
6 pt Type / 9 pt Leading

Copy Text

Wouldn't it be great to know who your next best prospects are at any moment?
Futura Light
8 pt Type / 11 pt Leading

Headlines
Copytext

WOULDN'T IT BE GREAT TO KNOW WHO YOUR NEXT BEST PROSPECTS ARE AT ANY MOMENT?
Futura Light - Capital Letters
10pt Type / 10pt Leading

SUBHEADS AND HEADLINES

Subhead
Sections

AFFINITY SOLUTIONS
Century Gothic Bold - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Titles

AFFINITY SOLUTIONS
Century Gothic Bold or Century Gothic Light - Capital Letters
34pt Type / 30 pt Leading

SECTION 3
CORPORATE COLOR SYSTEM

03

THE PRIMARY COLOR SYSTEM
AND COLOR CODES

THE COLOR SYSTEM

Color plays an important role in the Affinity Solutions corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Affinity Solutions brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.
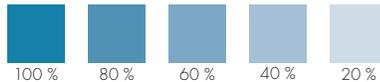
PRIMARY COLOR SYSTEM

-
Explanation:
The Affinity Solutions Company has three official colors: Dark Blue, Light Blue and Gray. These colors have become a recognizable identifier for the company.

Usage:
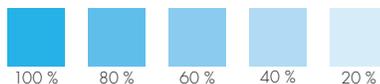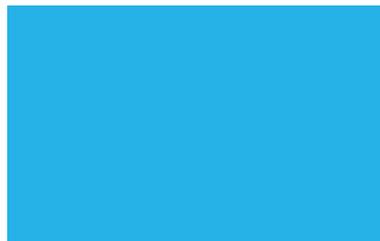Use them as the dominant color palette for all internal and external visual presentations of the company.

PRIMARY COLOR - DARK BLUE

COLOR CODES
CMYK	:	C93 M58 Y18 K2
Pantone	:	641C
RGB	:	R0 G102 B153
Web	:	#006699

100 %   80 %   60 %   40 %   20 %

COLOR TONES

PRIMARY COLOR - LIGHT BLUE
COLOR CODES
CMYK	:	C69 M10 Y0 K0
Pantone	:	306C
RGB	:	R51 G176 B230
Web	:	#33b0e6

100 %   80 %   60 %   40 %   20 %
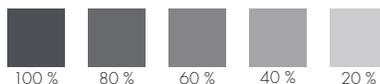
COLOR TONES

PRIMARY COLOR - DARK GREY

COLOR CODES
CMYK	:	C62 M52 Y46 K40
Pantone	:	Cool Grey 11C
RGB	:	R85 G86 B90
Web	:	#55565a

100 %   80 %   60 %   40 %   20 %

COLOR TONES

SECTION 3
CORPORATE COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

## THE SECONDARY COLOR SYSTEM
AND COLOR CODES

SECONDARY COLOR SYSTEM

-

Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Affinity Solutions company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.
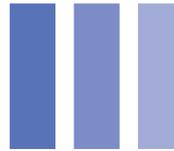
Usage:
Use them to accent and support the primary color palette.
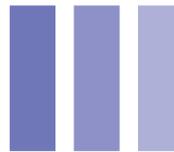
Tones

COLOR CODES
CMYK   :   C76 M67 Y0 K0
Pantone :   7683C
RGB   :   R86 G90 B165
Web   :   #565aa5

Tones

COLOR CODES
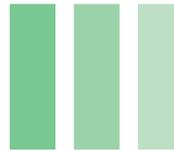CMYK   :   C89 M68 Y0 K0
Pantone :   7455C
RGB   :   R43 G94 B171
Web   :   #2b5eab
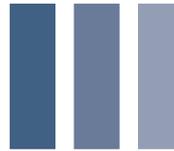
Tones

COLOR CODES
CMYK   :   C98 M71 Y32 K19
Pantone :   3025C
RGB   :   R8 G74 B13
Web   :   #084a71

Tones

COLOR CODES
CMYK   :   C66 M0 Y71 K0
Pantone :   7723C
RGB   :   R85 G188 B122
Web   :   #55bc7a

affinitysolutions

BETTER VISIBILITY YIELDS HIGH IMPACT DECISIONS

SECTION 4
CORPORATE STATIONERY

THE AFFINITY SOLUTIONS STATIONERY

04

THE AFFINITY SOLUTIONS STATIONERY SYSTEM

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity.

There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery. It includes specifications for typography, color, printing method, paper stock and word processing.

Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

THE COMPANY LETTERHEAD

THE COMPANY LETTERHEAD

-

Explanation:
This shows the approved layouts with the primary elements of the Affinity Solutions stationery system for the front- and backside of the letterheads.

Usage:
The letterhead will be used for all official communication that is going out of Affinity Solutions company.

PARAMETER

Dimensions
8.5 x 11

Weight
120g/m Uncoated white

affinitysolutions

Day, Month, Year

Address Block Header

123 Main Street

Anytown USA

Placeholder text.

Quis qui alis quatur? Lorestios volo dolorum ipsum repro voloreium liasiti ureptate nus, cone optatia num adis eos si od molorum ate viduntet quo od ex exceperis ma velesti dolliquias a aborrum fugitia et illaborita susant millit lam ex explia solorer spella conse vent facepta dolupti quam et ullupta epratquibus.

Imet, idelent incturi ssinvent aut molutatqui corae nullaccus volendae re eristo cusdaerspe rem que audaerovid que nonserc hillati istisquam, nonsequas natem ipit lacit odit omnihicil inullorepta cullacest post modi int fuga. Nam aut fugia parciam faccabo. Sint prem verercillat.

Nobitis de verovit atempe volore pa nobisqui blam velenti sum essi vendand ioribus, sincto omnis et volo maximincte nobitatur acearum endit voluptatur aboreicipis acidele nderspe rspedio in rest, non rendess imentota dolupta temporum estibusam reperecti qui sendae. Borum et lia cone estecus dipidunt.

Regards,

Bob Smith

1180 AVENUE OF THE AMERICAS, 3RD FLOOR
NEW YORK, NY 10036
C 214.123.4567
affinity.solutions | rsmith@affinitysolutions.com

SECTION 4
CORPORATE STATIONERY

The Company Letterhead
The Company Business Cards
The Envelope

THE COMPANY
BUSINESS CARD

THE COMPANY
BUSINESS CARDS

-

Explanation:
This shows the approved layouts with the primary elements of the Affinity Solutions stationery system for business cards.

Usage:
The business cards will be used for all official contact and communication of Affinity Solutions company. Insert the Affinity Solutions letterhead and send your documents throughout the world.

PARAMETER

Dimensions
3.5 in x 2 in

Weight
400g/m Uncoated white

Weight
120g/m
Uncoated white

Print
CMYK

Frontside

affinitysolutions

Robert Smith
Vice President of Sales

1180 AVENUE OF THE AMERICAS, 3RD FLOOR
NEW YORK, NY 10036
C 214.123.4567
affinity.solutions | rsmith@affinitysolutions.com

Backside

affinity.solutions

THE COMPANY ENVELOPE

THE COMPANY ENVELOPE

-

Explanation:
This shows the approved layout with the primary elements of the Affinity Solutions stationery system for envelopes.

PARAMETER

Dimensions
No. 11 Business Envelope
4.5 x 10.375 in
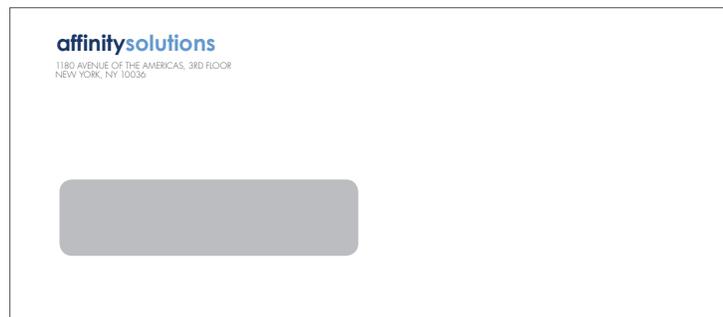
No. 10 Window Envelope
4.125 x 9.5 in

Weight
400g/m
Uncoated white

Print
CMYK

No.11 Business envelope

No. 10 Window Envelope

SECTION 5
LOGO PLACEMENT

The correct Logo Placement

THE CORRECT
LOGO PLACEMENT

05

WHY THIS IS IMPORTANT?

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate.

Clear area around the Affinity Solutions logo: When using the Affinity Solutions logo on its own or with "Affinity Solutions" leave at least 4 stroke widths on either side and at least 2 stroke widths above or below so that it does not appear connected to other elements. In some cases, you may need to adjust the space for visual balance.
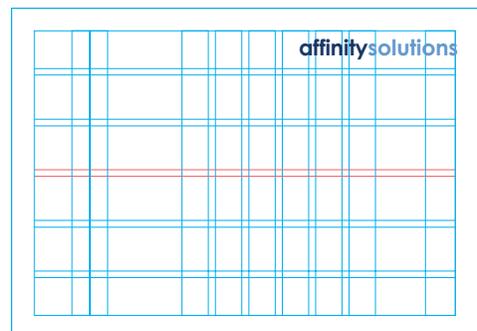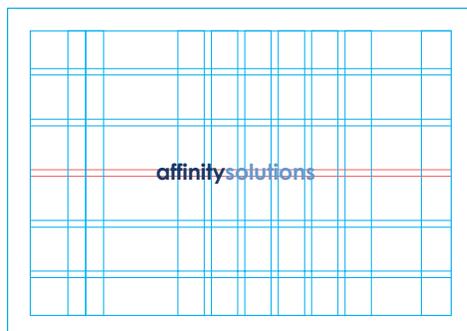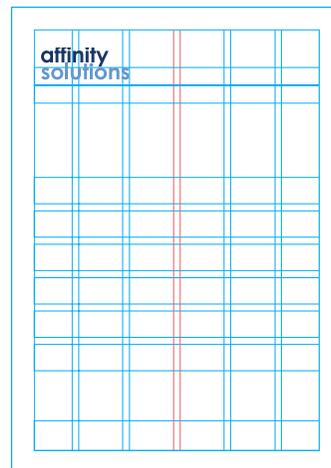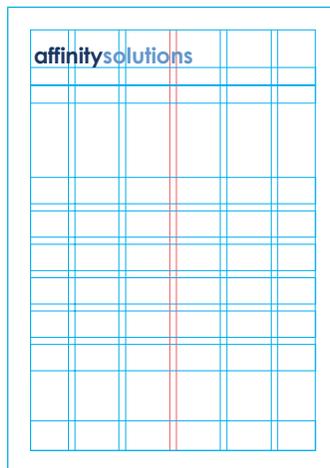
CORRECT
LOGO PLACEMENT

PARAMETER

THE LOGO
PLACEMENT

Explanation:
To place the Affinity Solutions logo in the correct way please use one of the approved styles that are shown on the right. To place the Affinity Solutions logo in other ways is not allowed.

SECTION 6
IMAGES AND BLENDING MODES

06

THE AFFINITY SOLUTIONS
CORPORATE IMAGE: COLORED IMAGES

THE CORPORATE IMAGE SYSTEM

Corporate Images are responsible to transfer the values of Affinity Solutions to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Affinity Solutions use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

EXAMPLES FOR
AFFINITY SOLUTIONS
CORPORATE IMAGE SYSTEM

-

Requirements:
- bright, upbeat colors
- high contrast
- sharp images
- minimalistic look
- modern and businesslike
- genuine smiles
- avoid unrealistic smiles and images

SECTION 6
IMAGES AND BLENDING MODES

Corporate Image
Corporate Image Color
Corporate Image Monotone
Blending Modes and Options

THE AFFINITY SOLUTIONS
CORPORATE IMAGE : MONOTONE

EXAMPLES FOR
AFFINITY SOLUTIONS
CORPORATE IMAGE SYSTEM

-

Requirements:
- black and white base photo
- high contrast
- sharp images
- minimalistic look
- modern and businesslike
- add tint layer from corporate color
  palette on top using "multiply" effect

THE AFFINITY SOLUTIONS
BLENDING MODES FOR IMAGES

affinitysolutions

MORE
PROFITABLE
OUTCOMES

AFFINITY SOLUTIONS
BLENDING MODES

-

Explanation
Image effects and blending modes raise
the concision and the recognizability of
a brand. Also they are able to divide
content and other graphical elements that
are used in layouts. In the same way the
support statement of the used images
and raise application possibilities.

How to:
1) use it in black and white images colors

2) use a placeholder with a blue or back

3) adjust the layer style to "multiply"

affinitysolutions

BETTER
MARKETING

07

THE AFFINITY SOLUTIONS
CORPORATE ICONOGRAPHY

THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

Spend Insights   Buyer Graph   Precision Marketing Campaign   Closed Loop Measurement

EXAMPLES FOR AFFINITY SOLUTIONS CORPORATE ICONOGRAPHY SYSTEM

Product Icons:
- use icon associated with product name
- only use icon with circle background
- upscale only proportional

Target Icon:
- use icon to emphasize moment of choice when purchasing
- only use approved circle target
- target is displayed in light blue color 2 with a transparent tint setting of 60%

Connector Background Icon:
- use icon to embellish text backgrounds
- only use approved connector image
- add tint layer from corporate color palette on top using "multiply" effect

Summary
Contact

SUMMARY & CONTACT INFORMATION

affinitysolutions

SUPPORT INFORMATION

Our brand is reflected by the look, feel and tone of voice of all of our internal and external touchpoints including Affinity Solutions' website and marketing collateral. It is also reflected in the way we communicate and deal with customers.

As a vibrant business like ours, it's key that our message is consistent at every point that our customers come in to contact with us.

CONTACT

For further information and to obtain brand assets please contact:

Kim Rose
Marketing, Affinity Solutions

E: krose@affinitysolutions.com
P: 650 - 759 - 6385

affinitysolutions

DESIGN
AND BRAND
GUIDELINES

WWW.AFFFFINITY.SOLUTIONS

CONTACT

Address

Affinity Solutions
1180 Avenue of the Americas, 3rd floor
New York, NY 10036
United States

For further information and to obtain brand assets please contact:

Kim Rose
Marketing, Affinity Solutions
E: krose@affinitysolutions.com
P: 650 - 759 - 6385