CORPORATE IDENTITY STANDARDS

July 2011

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INTRODUCTION

Identity Standards

These identity standards provide specific policies for the implementation of the KPI Partners' brand in all forms of organizational communication.

KPI Partners leadership has formally approved the identity standards as the next major step in the development of a comprehensive communications program that manages KPI Partners' reputation.

Since the power of a strong identity can only be recognized through consistent application over time, it is KPI Partners policy that the official logo and supporting visual elements described in these pages are the only sanctioned marks for use across the organization. No other logos or symbols may be used in conjunction with, or to replace, the official KPI Partners standards.

BRAND PROMISE

Through the skill, experience, and power of our team, we deliver enterprise technology solutions.

Our brand attributes represent an intersection between how KPI Partners sees itself and how our clients and partners view us. The accompanying illustration (at right) shows the five most defining attributes from this shared perspective – each attribute being scaled to depict the relative level of prominence that each attribute occupies in the KPI Partners brand identity. While they each can be viewed individually, each brand attribute is influenced by and interconnected with others in forming the overall perception of the KPI Partners brand.
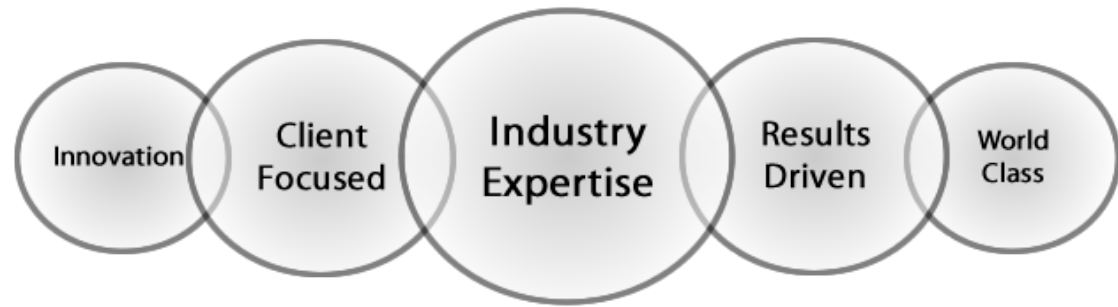
KPI Partners Brand Attributes

- Industry Expertise
- Results Driven
- Client Focused
- Innovation
- World Class

Brand Attributes

POSITIONING STATEMENTS

The brand attributes have positioning statements associated with them.

Industry Expertise
We deliver enterprise technology solutions through the skill, experience, and power of our team. Our company experience is rooted within the origin of business intelligence and enterprise decision support technology.

Results Driven
We are driven to make a difference. From fundamental concepts to application, we deliver methods, tools, and technologies to help drive enterprise reporting and insight.

Client Focused
We provide the vision, technology, and leadership our clients need for success.   We deliver results on time and on budget. Our clients rely on our expertise to help them define their future.

Innovation
We continue to drive the creation of new technology, best practices, and thought-leadership within the space.

World Class
We are recognized as leaders in enterprise-level business intelligence technology. With reputation comes responsibility, and KPI Partners strives to provide white glove, 5-star-level, service and support.

BRAND IDENTITY ELEMENTS

Brand identity elements are the key visual components that our clients, partners, staff members, and vendors recognize as our brand identity. It is important that these elements be used consistently in every application to build brand awareness.

There are several visual brand identity elements – including logo, layout grid, color, sub-graphic, pattern, type, endorsement and imagery – that can be used together or separately to build the desired KPI Partners look across our organization. To build a strong visual brand, every application will incorporate as many of the brand identity elements as possible in a consistent an purposeful way.   Each brand identity element has been created to ensure its consistent and correct use.

THE DESIGN SYSTEM

Logo Staging
Design Elements
Typography
Color
Shape
Imagery
Pattern

OUR NAME

Our official name is "KPI Partners" and is the preferred reference. When the name is first used in text or copy, it will be spelled out in its entirety, in the same type style, size and color as the body text in which it appears.

The preferred secondary reference is "KPI".

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OUR LOGO

Our logo is a text-based logo consisting of 3 elements: the word mark of "KPI", the descriptive word of "Partners", and the distinguishing checkmark that forms the upper portion of the letter "K".

The logo will be visible on every communication product. Whether it is on letterhead, a poster or presentation, the logo will be displayed prominently and consistently to promote the clear and immediate recognition by the intended audience.

The identity standards that follow will help ensure that every application of the logo will promote a consistent and accurate representation of the KPI brand.

LOGO FORMATS

Primary Logo

The KPP Partners logo is made up of a custom-rendered logotype and a symbol. Always use approved electronic artwork when reproducing the logo. Approved logo files may be downloaded from the KPI Marketing Intranet site or by making a request to marketing@kpipartners.com. Never attempt to typeset or redraw the logo.

Horizontal and Vertical Formats

The KPI Partners logo has been created in both horizontal and vertical formats. The vertical (boxed) format is the preferred format for use on all products. However, certain products (ex. pens) may require the use of a horizontally formatted logo because of limited vertical space.

Vertical Format (preferred)

Horizontal Format (alternate)

COLOR

Primary Logo

Color is a critical component of the KPI Partners visual identity standards.

Both colors will be used in all applications to promote a consistent appearance and immediate recognition.

The preferred logo is the color logo art on a solid white background. If cost or media prohibit using the color logo, other versions may be used.

The grayscale alternative will be used only when black and white reproduction is necessary.

For situations in which the design or media prevent the use of the color or grayscale versions, a one-color (all-black or all-white) version is preferred.

Officially Approved Logo Colors

Red

PANTONE 1807 U
HTML HEX # B40D1D
R 181 G 18 B 27
C 0 M 100 Y 96 K 28

Black

PANTONE Process Black U
HTML HEX # 000000
R 35 G 31 B 32
C 0 M 0 Y 0 K 100

Color Logo Art

Greyscale Logo Art

Black & White Logo Art

REVERSE COLOR

Select positive or reverse artwork to achieve the best contrast between the logo and the background on which it appears, regardless of the background color. The preferred background colors for reverse logos are red, sliver, and black. The use of other background colors requires prior approval from KPI Partners Marketing.

1-color red background

1-color silver background

1-color black background

SIZING

The use of a consistent logo size on related materials establishes a unified appearance on communications materials, and reproducing the logo below a minimum size jeopardizes its legibility.

Logo sizing is measured horizontally from the left-most edge of the logotype to the right-most edge of the word mark. The minimum size of the horizontal logo will be no smaller than 1.25 inches (1-1/4") wide in print and 90 pixels at 72 dpi for on-screen viewing; the minimum size of the vertical logo will be no smaller than 0.6875 inches (11/16") wide in print and 50 pixels at 72 dpi for on-screen viewing.

Any scaling must be done proportionally.

Larger minimum sizes may be required for embroidery, silkscreen, or other reproduction methods where detail integrity is difficult to maintain. Contact KPI Partners Marketing to review or obtain appropriately scaled files for your special requirements.

CLEAR ZONE

To avoid crowding and ensure clear visibility, a minimum amount of white space (known as a "clear zone") will always surround all versions of the logo. The minimum clear zone is equal to two times the height of the capital "S" in the logo (X-height). As the logo increases or decreases in size, the clear space requirements will be adjusted proportionally. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.
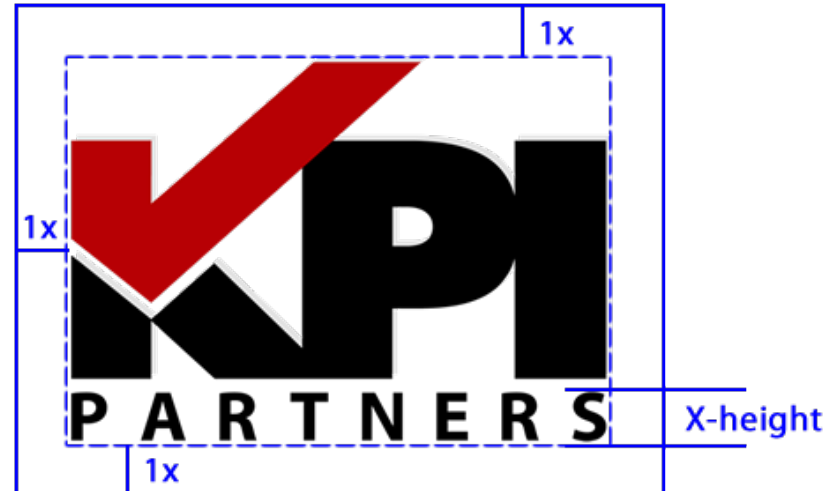
COMMON MISTAKES

To preserve the integrity and legal protection of KPI Partners, it is important to understand what is the correct and incorrect use of the logo.

While not an exhaustive list, the examples here are a good sample of common misuses that work against our brand-building efforts. Under no circumstances are any of these examples acceptable. If you have questions about the proper use of the

KPI Partners logo, please contact KPI Partners Marketing or the KPI Partners Director of Marketing.

Always treat the logo with care and use only authorized artwork.

DO NOT use the logotype or checkmark symbol separately.

DO NOT typeset or redraw the logotype or symbol.

DO NOT place the logo over photographs, illustrations, or other distracting backgrounds.

DO NOT horizontally or vertically scale the logo to fit an application area. Always scale the logo proportionally.

DO NOT alter the size relationship of any of the logo components.

DO NOT change the placement of any of the logo components

DO NOT frame the logo with a custom shape.

DO NOT scan the logo. The logo should also never be reproduced from a website or previously printed publication.

DO NOT add graphics, symbols, or other elements to the logo.

DO NOT embed the logo or logotype in body text.

DO NOT reproduce the logo in any colors other than red/black, black, or white.

DO NOT add drop shadows or embossing effects to the logo.

SUPPORTING COLOR PALETTE

In addition to red and black, secondary and accent color palettes have been developed to foster the consistent use of color in our communication materials. Repetitive use of the support color palette will build recognition of secondary colors as a brand identity element. The colors within the support palette complement the primary colors and are not meant to replace them. Red and black always appear as the dominant color signal.

The charts to the right provide color formula standards for a variety of reproduction techniques. Always use these formulas when producing communication products.

Spot color tints of the primary and secondary colors may be used to provide additional color variety, but such tints must be no lighter than 40 percent, or darker than 80 percent, of full color saturation.

Black
HTML HEX # 000000

Red
HTML HEX # B40D1D

White
HTML HEX # FFFFFF

Gray
HTML HEX # 5D5E63

Yellow/Orange
HTML HEX # F2921D

Green
HTML HEX # 789675

Brown
HTML HEX # 593B34

Pale
HTML HEX # F6E3A7
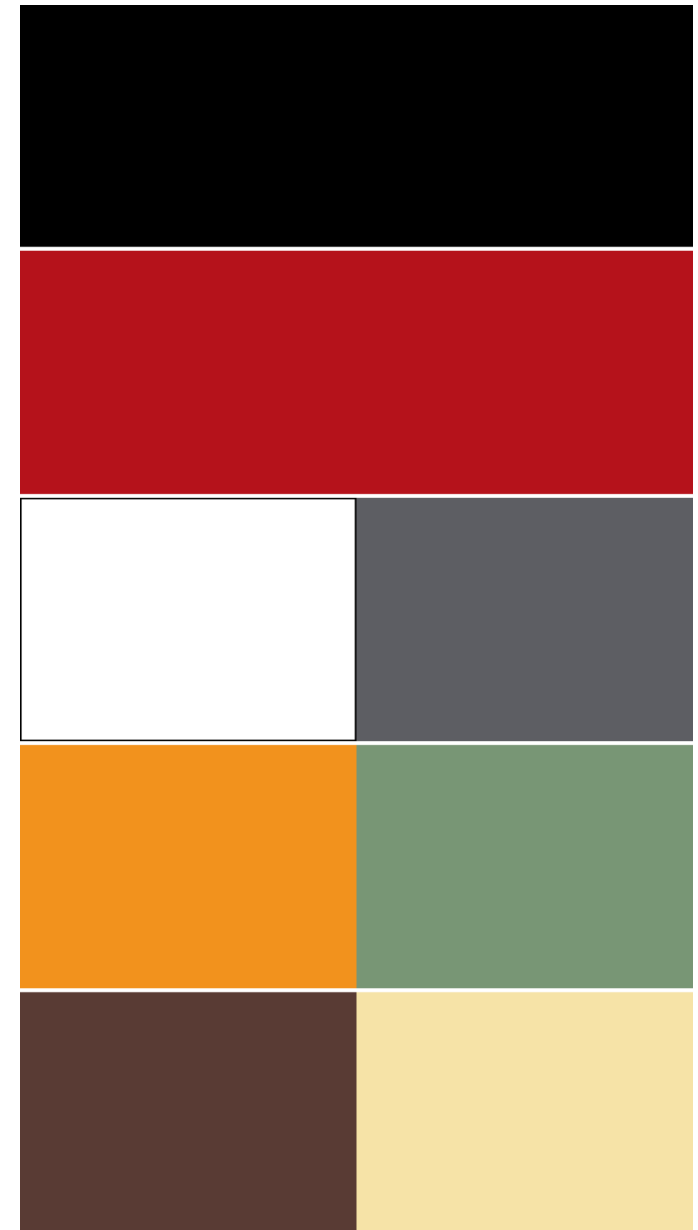
OUR TYPOGRAPHY

Myriad Pro is the approved font used as support typography on all communication products for KPI Partners. This font has been chosen for their compatibility with the logotype and their visual relationship to our brand attributes. Consistent use of these fonts promotes typography as a recognizable brand identity element. All weights and styles of the recommended and alternative font families may be used interchangeably in headlines and body copy on KPI communications. Other fonts may be used, when necessary, to create a certain theme or mood in a particular application. This will be done on a limited basis only and with prior approval from KPI Partners Marketing.

Calibri, Arial, or Helvetica may be used as substitute fonts when the recommended font is not available.

The recommended font families are available for purchase online at www.adobe.com/type and from other online type vendors.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

OUR IMAGERY

Imagery plays an important role in building a distinct and powerful visual identity for KPI Partners.

The images we select must reinforce our constant commitment to being recognized for our interdisciplinary expertise; being customer focused, results driven, and world leading; and our innovation in advancing enterprise decision support solutions.

To support these brand attributes, the imagery used in our communication materials should include elements of proud, confident people who interact with the viewer by looking directly into the camera lens or engaged in problem-solving situations. Whenever possible (or practical), two or more people should appear in each photograph to highlight the collaborative nature of our work.

The images strive to illustrate a unique vantage point and create a dramatic sense of depth and space through the use of strong perspectives and varying degrees of focus. The overall color of the images should complement the KPI color palette, rather than competing with, or distracting from it.

OUR SUB-GRAPHIC

In addition to the consistent use of our logo, a secondary graphic, called the "Partnership Handshake," has been designed to create a visual link among our communication materials. The design of the sub-graphic is based on the merging shapes found in the checkmark symbol element of our logo. The sub-graphic is composed of two parts: a two-tone angular strip known as the "Handshake" and a thin line running the full width of the handshake image to signify the organizational "Partnership."

Using this sub-graphic with the logo creates a distinctive and unified appearance across our organizational communication. To ensure that this element is used consistently, the following pages describe its application standards.

Never change the angles or orientation of the sub-graphic, and do not redraw or separate any of the sub-graphic components. Never place objects over the sub-graphic components.

APPLYING THE SUB-GRAPHIC

Page Orientation #1

When applying the sub-graphic to a page layout, the point where the "middle" of the Partnership Handshake must always anchor to a vertical axis approximately to 1/2 the total page width.

The sub-graphic must be sized proportionally. It can be proportionally scaled to any size—as long as the mid point of the handshake aligns with the vertical axis defined above.

The precise size and vertical positioning of the sub-graphic is left to the discretion of the graphic designer. The recommended placement is at the very peak or the base of the page. However, the ultimate goal is an interesting and aesthetically pleasing composition, so strive for visual balance.
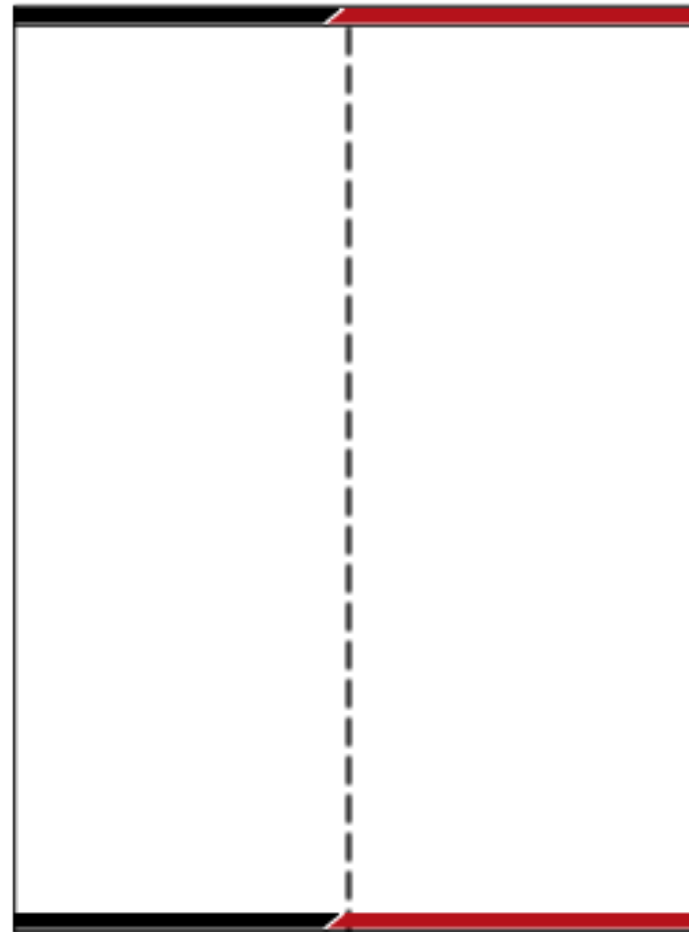
APPLYING THE SUB-GRAPHIC

Page Orientation #2

When applying the sub-graphic to a page layout where it must be aligned to be in-line the KPI Partners logo, the point where the vertical mid-point of sub-graphic should anchor to the vertical mid-point of the graphic and extend across the page. The spacing between the logo and sub-graphic must be equal to 1X the size of the 'S' in the logo.

The ultimate goal is an interesting and aesthetically pleasing composition, so strive for visual balance.

GRID

A layout grid is a set of rules and a "hidden architecture" for structuring space on a page. The use of a grid system allows for flexibility and creativity, and helps maintain a sense of organization. As with the consistent and proper use of color, type and secondary graphics, using a standardized grid system creates visual unity across a variety of materials.

Document content may span across multiple columns, so long as all items orient to the underlying grid foundation. The illustrations included here show some of the possible grid configurations.

Always allow for ample and consistent margins on a page, and include adequate white space when designing a document. Text-heavy or cluttered layouts can confuse readers. It is also important to create a hierarchy of graphic elements or messages. By weighting the importance of the graphic elements on a page, readers are able to navigate information in a logical way.
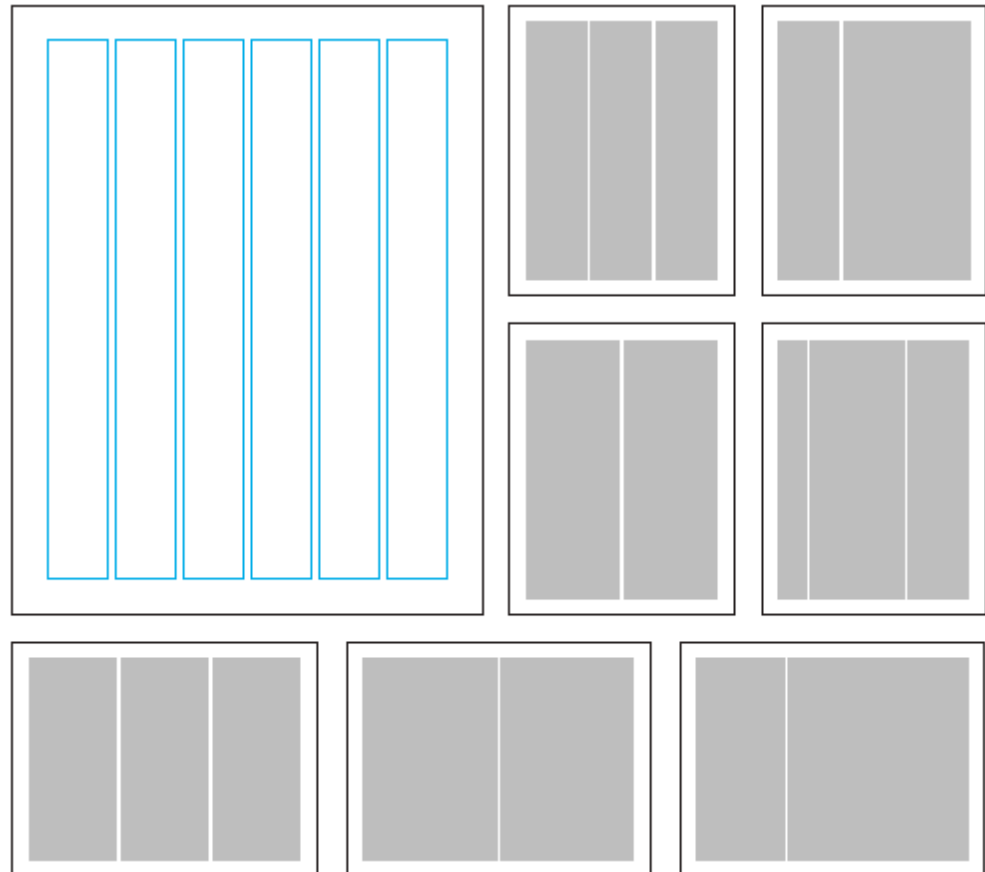
WORD PROCESSING DOCUMENTS

This document serves as the starting template for word processing documentation.

The document template has been constructed to use the "Styles" within Microsoft Word. Reference the Font section for specifications for leveraged styles. Each Heading 1 must be placed on a new page using the Page Break function

Using the pre-defined styles will help pre-populate your table of contents.

The general purpose of this document template is for larger documents where printing is done in black & white. Effort should be made to insert artwork in a black & white or gray scale format when feasible. Please reference the KPI Partners Identity Standard documentation for the more information regarding color and supporting color palette.
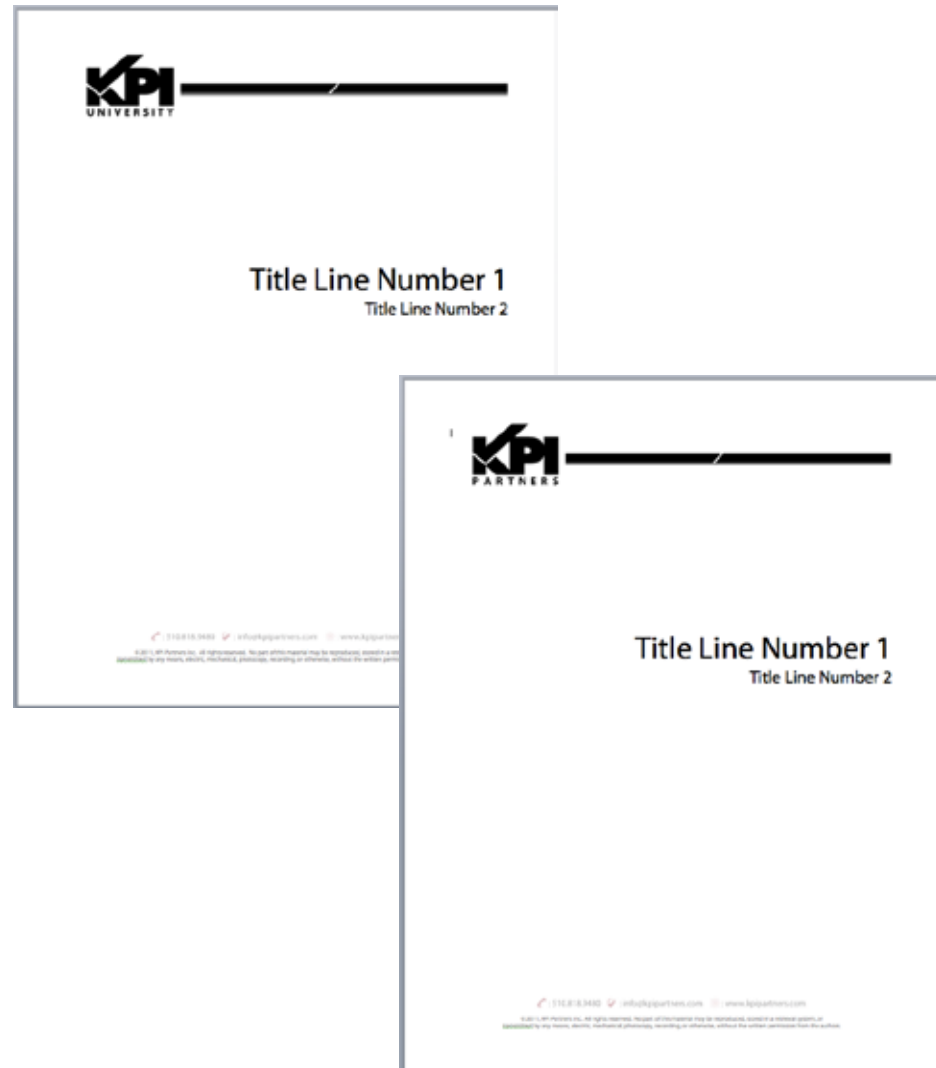
BROCHURES

A consistent use of image themes and treatments will start to become a recognizable brand identity element across different types of business collateral and marketing materials.

By using a template for certain applications, such as brochures, we ensure consistent placement of critical elements such as the logo, headlines, and imagery, while still providing design flexibility and room for variation.

BUSINESS CARDS

Business cards have a standardized design and consistent sequence for informational content, including: staff member's name and title, office telephone number, mob ile telephone number, fax number, e-mail address, and website URL.

The business card design incorporates the official KPI logo, primary color palette and recommended typography.

KPI Partners **Identity Standards**

LETTERHEAD

The official KPI Partners letterhead
includes the official logo, primary color
palette and typography.

KPIPartners_IdentityStandards.docx   26   Created on 4/25/11 2:54 PM

ENVELOPES

The official KPI Partners standard #10 envelope and is shown.

Each envelope design incorporates the official KPI logo, primary color palette, and recommended typography.

PRESENTATION FOLDERS

Four-color presentation folders inside pockets and business card slits.

The folder design includes the official KPI logo, primary color palette and typography.

ELECTRONIC PRESENTATIONS

Many staff members use PowerPoint® presentations when speaking to external and internal audiences. To ensure consistency of the brand in this medium, the KPi-branded PowerPoint templates must be used for all presentations. These templates are available from the KPI Partners intranet website. Using these templates helps to further increase recognition of our institution and contributes to the coherence of the brand.

A key point to consider when developing PowerPoint presentations is to feature concise points or "bulleted" messages in a visual format that supports their clarity. The PowerPoint file is an aid to your presentation and should not appear crowded or contain large amounts of information. This may entail distributing information (text, diagrams, etc.) across a larger number of slides (pages) than one would in a standard 8.5" x 11" paper presentation.

- PowerPoint Title Master
- Title Bar Slide Option
- Minimum Branding Slide Option
- Color Field (Black) Slide Option
- Color Field (Red) Slide Option

WEB

The World Wide Web is one of the key ways KPI Partners presents itself to the public. In many cases, our webpages form a reader's first impression about the company. It is crucial that all KPI webpages clearly establish their relationship with the organization by using the identity standards.

External and internal KPI websites must be built using the design and code templates created by the KPI Partners Marketing Department. Also, each new website (or major revision to existing websites) must pass a Website Review Committee evaluation prior to site launch.
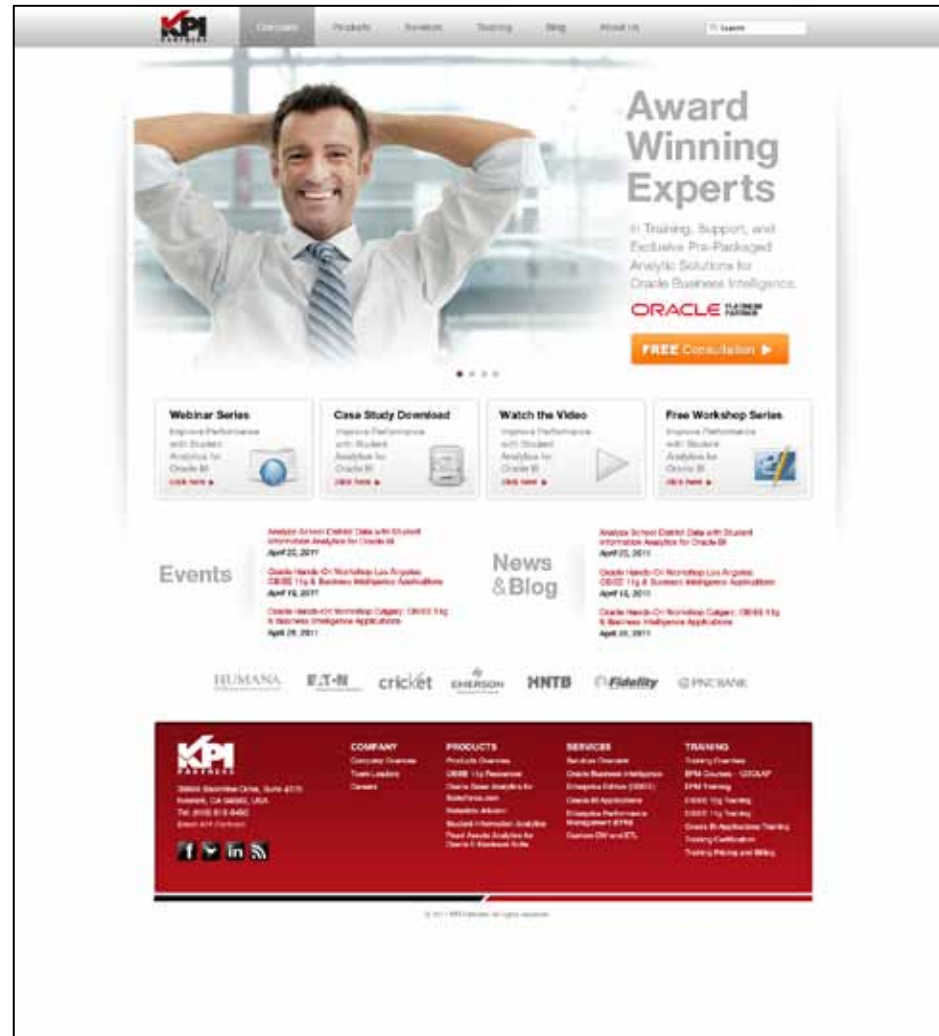
CASE STUDIES / SUCCESS STORIES

1-2 page document featuring a successful client story.

The design includes the official KPI logo, primary color palette and typography.

Sections include a client overview, technology overview, business drivers, challenges, solution, and results.

Information for case studies is gathered during the off-boarding process where the team completes project exit documentation.   This information is entered into CRM for archiving.

SELL SHEETS

1-2 page document featuring a KPI service or product line.

The design includes the official KPI logo, primary color palette and typography.

Design can be in the case study/success story format or the alternative sales sheet design.

VIDEO & ANIMATION

Film, video, animation and other digital formats should use only the official KPI logo, set on a white background, on title screens or opening frames.

The KPI logo video animation must be used on the opening and closing frames of all videos. The animation is available from the KPI Marketing Department and can be found on the KPI Intranet.

If you are using a video title frame, it should remain on the screen for a minimum of five 3.5 seconds for readability and follow corporate identity standards for font & color.

If you have questions or need additional guidance on your video presentation, contact the KPI Partners Director of Marketing.

EMAIL SIGNATURES

E-mail is perhaps even more widely used for daily correspondence than letters written on stationery. Therefore, KPI has developed an official format for the e-mail signatures of all staff members. This format includes a standard method for listing contact information. The e-mail signature must be text-only and will not include the KPI logo or other custom signatures, marks, images, quotes or taglines.

Shown is the preferred version with complete contact information. All staff will use this format, but can omit information displayed below as appropriate for the message recipient.

An acceptable abbreviated version for shared personal/work mobile devices may include full name and mobile phone number.

Simple rule made of underscores, repeated to match length of the longest line in the signature text and colored KPI Red (R 181 G 31 B 32)
(HEX # B40D1D)

↓

Staff Name	**Jonathan Doe**
Title	Director of Nothing	KPI Partners
Telephone (optional)	Phone: 555-555-5551
Cell	Mobile: 555-555-5552
Fax	Fax: 555-555-5553
Email Address	jonathan.doe@kpipartners.com
Web URL	http://www.kpipartners.com
Partnership Designation	Oracle Platinum Partner	Oracle Pillar Partner
Social Media Links	Facebook: http://www.facebook.com/kpipartners
	LinkedIn: http://www.linkedin.com/company/kpi-partners
	Twitter: http://www.twitter.com/kpipartners
	You Tube: http://www.youtube.com/user/kpipartners

12pt Arial Bold Black
11pt Arial Black

Preferred e-mail signature format and instructions

SIGNAGE

Signage is another important element of KPI Partners. Effectively branded signage provides an important opportunity to make a positive impression on both internal and external audiences. Consistent signage standards reinforce our identity and raise visibility for KPI. These standards also help identify, locate, direct and inform with a consistent look across our locations.

PREMIUM ITEMS

Premium items and non-traditional printing applications are unique opportunities to communicate our brand in a more fun and casual way. Because printing and reproduction techniques tend to be less sophisticated in this area, and because these items often have a high degree of exposure to our key audiences, extra care should be taken to ensure good branding practices are followed for these applications.

The following guidelines will help translate our brand identity to premium item applications:

- Items should be chosen based on their ability to support the brand identity.
- When using a vendor for the first time, stress the requirement to follow the brand standards.
- Use horizontal and vertical artwork formats as required.
- Select items that promote clean and clear logo reproduction.
- Always review reproduction proofs to check compliance with brand standards prior to full production.

- Use as many brand identity elements as the application will allow.
- Obtain approval by the KPI Partners Director of Marketing.

CO-BRANDING

KPI routinely collaborates with other technology partners. When entering into such relationships, it is our intent to have at least equal weight as the partner signature (identity) on communications. Whenever possible, KPI should have visual predominance (first position) in relation to partner logos. Subordination should be avoided as much as possible.

KPI UNIVERSITY

KPI University is branded as a legitimate educational entity rather than a consulting company who also offers training.

Where appropriate, KPI University branding should be utilized.   Separate material has been created to identify KPIU as it's own entity.

NEW LOGOS, SIGNATURES AND OTHER IDENTITIES

All requests for new logo artwork require justification and must be submitted to the KPI Partners Marketing Department for review. Generally, KPI projects, programs, initiatives, organizations, departments, functions or teams do not warrant departure from KPI's brand. Justification for creating a separate identity must demonstrate that the impact from an independent visual identity will be greater than the value achieved through the consistent application of the KPI brand.

A number of criteria will be considered in evaluating requests for any new logo or other visual identity. These reviews will begin with the KPI Partners Director of Marketing, and if appropriate, be elevated to a representative of the Executive Committee for final approval. Some of those criteria include

- potential for KPI-level impact (multiple missions, multiple key clients, etc.)
- multi-year scope (the identity will have longevity beyond 5 years)
- revenue potential (exceeding one-million dollars within two years)
- appropriate justification (a business plan with key measures and timing that can be analyzed)
- commitment to KPI's professional brand strategy.

If approved, all new logo artwork will maintain a standard of quality to ensure that they

- present a professional appearance
- appropriately represent KPI
- adequately complement KPI's brand
- can be effectively reproduced
- are managed to their approved brand strategy.

To ensure quality logo artwork is consistently created, all new logo designs must be created or directed by KPI Partners Marketing and approved by the KPI Partners Director of Marketing.

GLOSSARY

Baseline
In typography, the imaginary horizontal line upon which the main body of the letters sits. Rounded letters may actually dip slightly below the baseline to give optical balance.

Brand
The perceptions and emotions that are brought to mind about a company or organization.

Brand Identity
Common visual elements that graphically link a company or organization's touch points and visually translate the brand positioning.

Brand Position
A set of core values and attributes that differentiate one company from another.

Brand Promise
A commitment to meet certain brand expectations that audiences have.

Clear Zone
A specific zone surrounding the signature that is kept clear of any distracting imagery, typography or other elements that might hinder legibility.

Corporate Color
A color or colors used to predominantly represent a company.

Endorsement
A visual element included with a logo that represents the act of a company endorsing a product or another company.

Grid
A structural framework divided into vertical columns that is intended to organize a page layout and create fundamental consistency among printed collateral.

Logo
The graphic type, symbol or combination that communicates a company's name. Also referred to as a signature.

Negative Space
Areas of a layout that are deliberately left free of type, headlines, photos, shapes, etc. to create balance and visual relief.

PANTONE® (or PMS)
The registered trademark of PANTONE®, Inc., a color-matching system used internationally to accurately communicate specific colors.

Positive Signature
When the signature appears darker in value than its background.

Reverse Signature
When the signature appears white or lighter in value than its background.

Sans Serif
A typestyle with no serifs and little contrast between thick and thin strokes.

Serif
A crossline or variation appearing at the ends of the main strokes of a type character.

Sub-Graphic
A brand identity element that is added to layouts to reinforce the brand position and create a visual link among communication materials.

Typeface
The letters, numbers and symbols that make up a type design. A typeface is often part of a type family of coordinated designs. The individual typefaces are named after the family and are also specified with a designation, such as italic, bold or condensed.

Wordmark
The custom-rendered letters in a logo design.

ADDITIONAL INFORMATION

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