



Brand Guidelines



Persysent® Software Brand Guidelines: Logo

Format

The logo mark and type should not be altered or redrawn in any way. Alteration of the “Persysent®” or “Software” letterforms, or white space between letterforms, is unacceptable. The logo is approved only in the format shown (Exhibit 1.1). It is mandated that the size proportions between the logo and brand promise line do not change. NO ALTERATION, such as orientation, skew or change in the horizontal or vertical proportions is acceptable.

Exhibit 1.1



Logo Colors

Black and white:

The logo can be reproduced in black and white as 100% black and a 70% screen of black (Exhibit 1.2).

2-color:

The name “Persysent® Software” is to be reproduced in a match of Pantone Matching System (PMS) #431 (grey). The “P” icon can only be produced in a match of Pantone Matching System (PMS) #159 (orange) (Exhibit 1.3).

For the CMYK, RGB and Hexidecimal (HTML) equivalents of the Persysent® Software logo colors, please see Exhibit 1.15.

Exhibit 1.2



Exhibit 1.3



Persysent[®] Software Brand Guidelines: Logo

Placement

Backgrounds:

It is ideal for the logo to be printed on a solid white background (Exhibit 1.3).

Reverse placement:

The Persysent[®] Software logo is intended to be reversed out (white) of black and PMS #431 (grey) only (Exhibit 1.4).

Under necessary circumstances the logo may be completely reversed out of the approved colors including black, or PMS #431 (grey) (Exhibit 1.5).

Size

The logo and brand promise as a unit should not be reproduced smaller than 1.25" w x .4" h. The logo without the brand promise should not be reproduced smaller than 1" w x .25" h (Exhibit 1.6).

Area of Isolation

The area around the logo should follow this equation:

Y = The length from the top to the bottom of the "p" icon.

The area of isolation = .50 x Y or (1/2 of Y) (Exhibit 1.7).

Exhibit 1.3



Exhibit 1.4

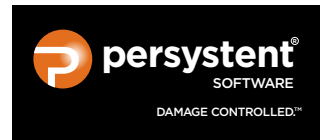


Exhibit 1.5

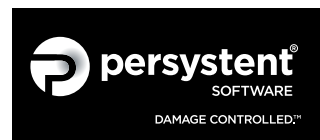


Exhibit 1.6

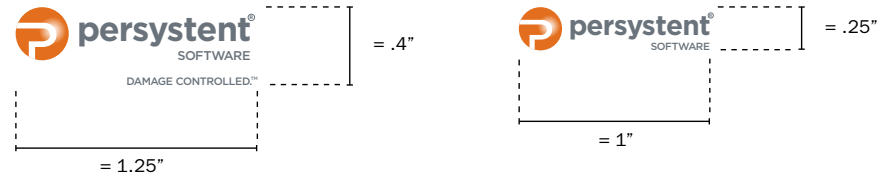


Exhibit 1.9



Persysent® Software Brand Guidelines: Type

Type Faces

The primary Persysent® Software brand typeface is Franklin Gothic.

Headlines and subheads use the font Franklin Gothic Demi in lowercase letters (Exhibit 1.8). The standard body copy font for Persysent® Software is Franklin Gothic Book (Exhibit 1.9).

When the typeface Franklin Gothic is not available, and the primary viewing medium is on a screen (ie: on a Web site), it is acceptable to use the typeface Tahoma (Exhibit 1.10).

Exhibit 1.8

Franklin Gothic Demi
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z
1234567890.,;:&!?\$%

Exhibit 1.9

Franklin Gothic Book
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z
1234567890.,;:&!?\$%

Exhibit 1.10

Tahoma
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy z
1234567890.,;:&!?\$%

Trademark and Legal

When using the full corporate name “Persysent® Software” in text, the superscript “®” symbol should be used (Exhibit 1.11).

The following statements must be incorporated into any reseller produced material when the Persysent® Software logo appears:

©2009 Persysent® Software, Inc. All rights reserved. “Persysent®” is a registered trademark of Persysent® Software Inc. The Persysent® Software logo and brand promise, “Damage Controlled™,” are trademarks of Persysent® Software, Inc.

Exhibit 1.11

Persysent®

PersyStent® Software Brand Guidelines: Violations

Do not make alterations, such as change in orientation or skew, change in the horizontal or vertical proportions, remove a portion of the logo, move an element within the logo or produce the logo in colors other than those stated as acceptable in this document (Exhibit 1.12).

Do not place logo on complicated backgrounds such as photography or any other patterned background. Do not place a box or rule around the logo (Exhibits 1.13 and 1.14).

Exhibit 1.12



Exhibit 1.13



Exhibit 1.14



Persystent® Software Brand Guidelines: Color Palette

Color is a critical component of the Persystent® Software brand. When reproducing colors in print, it is preferable to use the Pantone Matching System (PMS) spot color. When a PMS spot color is not available or is not economical, colors may also be printed in 4-color process match. When reproducing colors for on-screen viewing, such as on an email blast, the RGB color equivalent is to be used. When specifying colors for Web site use, such as an online style sheet, the hexadecimal equivalent is to be used.

Key Color Palette

To be used when working with the Persystent® Software logo (Exhibit 1.15).

Full Palette

To be used when working with the Persystent® Software family of products and when creating communications for the Persystent® Software brand (Exhibits 1.15 and 1.16).

For More Information:

Any questions regarding proper use of the logo should be directed to a member of the Persystent® Software Marketing Department by calling 813-600-4162 or emailing marketing@persystent.com.

Exhibit 1.15








	
Orange	Grey
Pantone	Pantone
PMS 159 C	PMS 431 C
Process	Process
Cyan 1%	Cyan 45%
Magenta 74%	Magenta 27%
Yellow 100%	Yellow 17%
Black 7%	Black 51%
RGB	RGB
Red 199	Red 94
Green 91	Green 106
Blue 18	Blue 113
HEX c75b12	HEX 5e6a71

Exhibit 1.16

				
Red	Brown	Light Blue	Dark Blue	Purple
Pantone	Pantone	Pantone	Pantone	Pantone
PMS 1807 C	PMS 1817 C	PMS 2925 C	PMS 2935 C	PMS 2587 C
Process	Process	Process	Process	Process
Cyan 7%	Cyan 23%	Cyan 84%	Cyan 100%	Cyan 66%
Magenta 94%	Magenta 84%	Magenta 21%	Magenta 52%	Magenta 76%
Yellow 65%	Yellow 54%	Yellow 0%	Yellow 0%	Yellow 0%
Black 31%	Black 68%	Black 0%	Black 0%	Black 0%
RGB	RGB	RGB	RGB	RGB
Red 158	Red 94	Red 0	Red 0	Red 130
Green 48	Green 48	Green 152	Green 91	Green 75
Blue 57	Blue 50	Blue 219	Blue 187	Blue 176
HEX 9e3039	HEX 5e3032	HEX 098db	HEX 005bbb	HEX 824bb0

The Persysent[®] Software Family of Products

The logo marks and type should not be altered or redrawn in any way. Alteration of the "Persysent[®]" or product letterforms or white space between letterforms, is unacceptable. The logo is approved only in the format shown (Exhibit 1.17). It is mandated that the size proportions between the logo and product name do not change. NO ALTERATION, such as orientation, skew or change in the horizontal or vertical proportions is acceptable.

The Persysent[®] Software logo color and placement standards also apply to the Persysent[®] family of product logos.

Exhibit 1.17



Persysent® Software Brand Guidelines: Partners

Usage Approval

The Persysent® Software logo may be used for marketing purposes in conjunction with the reseller logo identity, providing any such activity has received prior written approval from Persysent® Software and that the Persysent® Software logo guidelines are followed as herein specified.

Size and Prominence

The Persysent® Software logo may be sized and positioned to meet reseller marketing needs providing:

- It meets the minimum sizing as defined in Exhibit 1.6.
- It is at least equal in size relative to example reseller logo (Exhibit 1.18).
- Usage exactly meets all other logo guidelines defined in this document.

Exhibit 1.18

