



# Visual Brand Identity

Guidelines

# Guide

# Introduction

## Why we need brand guidelines

More than just a logo, our brand consists of a carefully designed arrangement of core elements that create the distinctive character immediately recognizable as Acumatica. To maintain the consistency and quality of the brand, we have developed the following guiding principles to help familiarize you with these core elements, enabling you to design powerful, dynamic communications that accurately depict and leverage the look and feel of the Acumatica brand.

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Summary

# Logo

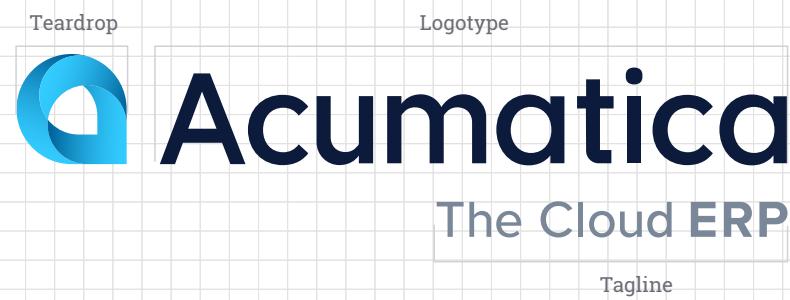
Our logo is the most visible element of our identity.

# Logo

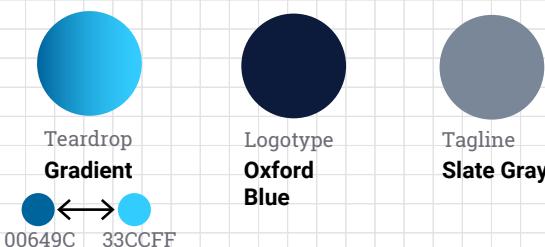
As the most visible element of our identity, our logo: a universal visual signature that identifies all Acumatica content. It elevates the quality that distinguishes and unites our products, partners, and marketing communications. The Acumatica logo consists of three elements: the teardrop, the logotype, and the tagline.

With rare exceptions, the logotype never appears without the mark and tagline. The following pages cover correct usage to ensure the visual and symbolic quality of the logo.

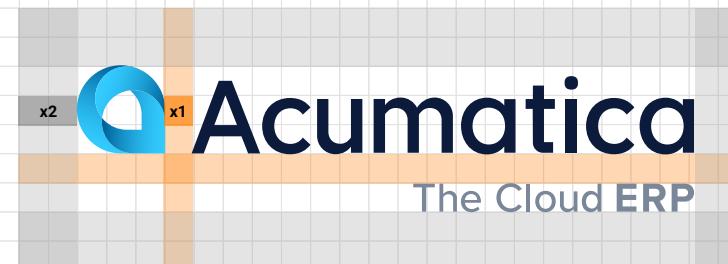
## Logo Anatomy



## Colors



## Logo Spacing



Margins surrounding the logo should be 2x the spacing between the teardrop and the logotype



# Logo Options



**Primary Logo - Light**



**Alternate Logo - Light**



**No tagline - light**

Only use when logo height is < 40px



**Primary Logo - Dark**



**Alternate Logo - Dark**



**No tagline - Dark**

Only use when logo height is < 40px

It is permissible to use the single-color logo to increase contrast or in production methods that are limited to one color.



**Single Color - White**



**Single Color - Oxford Blue**

# Logo Misuses

To maintain the integrity of the Acumatica logo, and to promote the consistency of the brand, please use the logo as directed in this guide. The following are examples of non-compliant uses of the Acumatica logo.



Don't change the position of the logo elements relative to one another



Don't change the proportions between the symbol and logotype



Don't distort the logo



Don't mix colors from the palette



Don't add effects to the logo



Don't rearrange logo elements



Don't rotate the logo



Don't use a gradient to fill the logo



Don't use colors that have not been approved



Don't use the logo on low-contrast backgrounds

# Typography

Our typography creates a consistent and recognizable brand experience across all channels.

# Typefaces

Designers

## Inter

### Primary Typeface

Use for all brand materials that will not need to be edited by Acumatica employees/non-designers

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  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !

## IBM Plex Serif

### Accent Serif

Use for quotations

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  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !

Employees

## Arial Nova

### Primary Typeface

Use in corporate Powerpoint decks, Word documents and spreadsheets.

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  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !

## Georgia

### Accent Serif

Use for quotations

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  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !

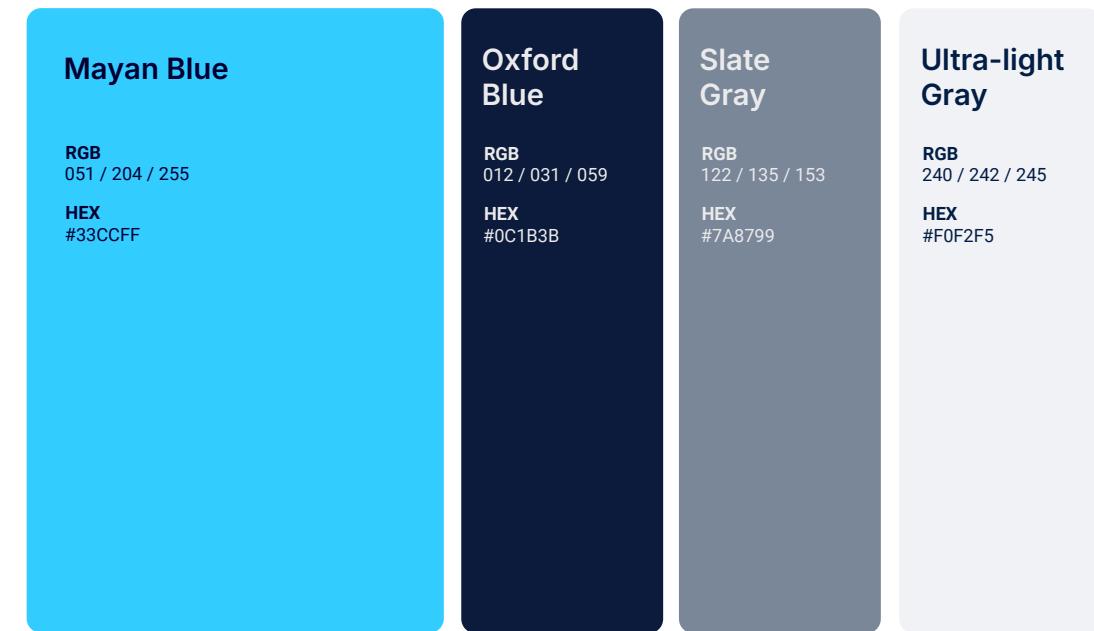
# Color Palette

Our brand colors  
convey our  
personality,  
and values.

# Color Palette

These core colors reflect our personality and reinforce our brand values. Sticking to these colors will help ensure the consistency of all materials.

## Primary Palette



These colors can be used to support the primary color palette and to create variety when necessary. Never use the secondary colors on their own. They should only be used to complement the core colors.

## Secondary Palette



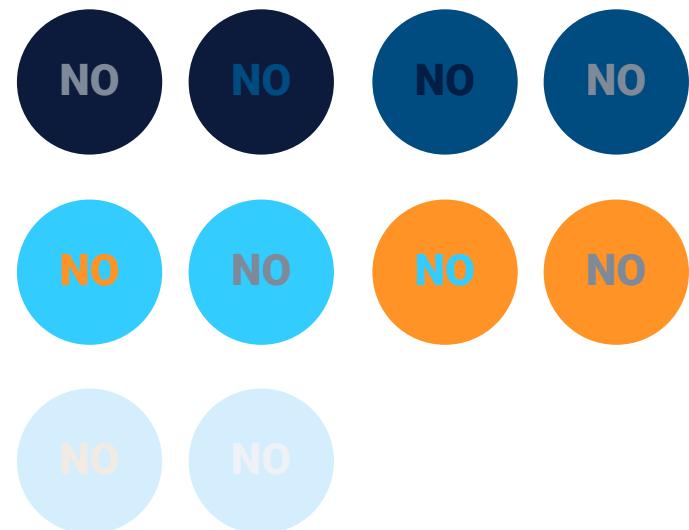
# Color Usage

When using brand colors together, be aware of visual contrast. Low-contrast is difficult to read, which causes people to move on rather than spending the time necessary to decipher the meaning of the content. However, high-contrast text and graphics are clear and allow users to quickly digest information.

Examples:



High-contrast



Low-contrast

# Imagery

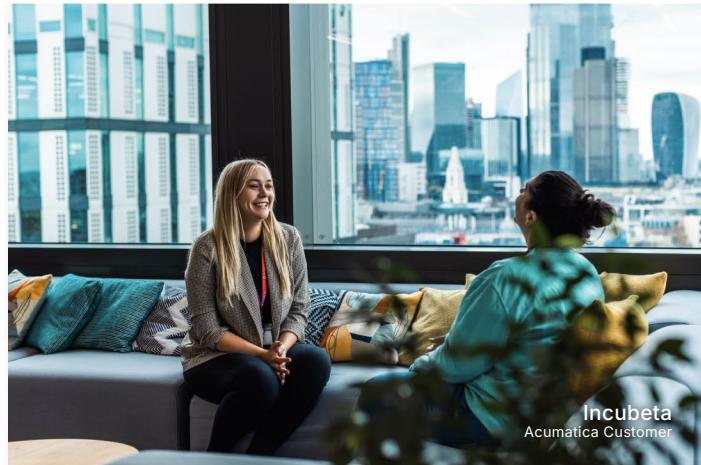
Our customers  
and our brand  
are inseparable.

# Photography

When using photography, choose pictures that illustrate technology, commerce, movement, and people interacting with our product. Make sure all photographs are vibrant and clear — never pixelated or stretched.

Photos of referenceable Acumatica customers should always be used. Do not use stock imagery to represent Acumatica customers. Unless space is limited, attribution is required. The format for attribution is “company name,” followed by “Acumatica Customer.”

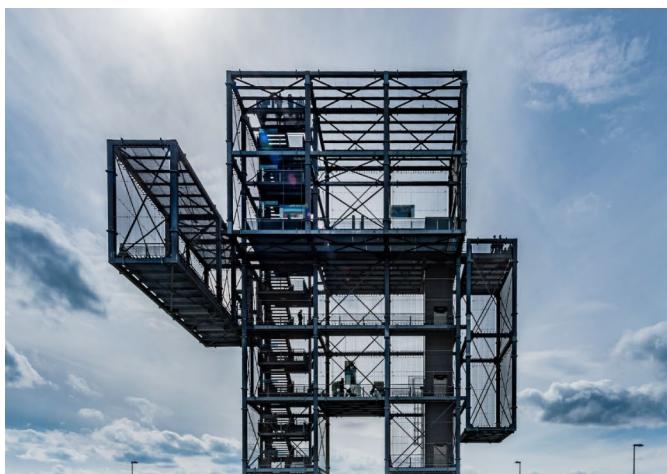
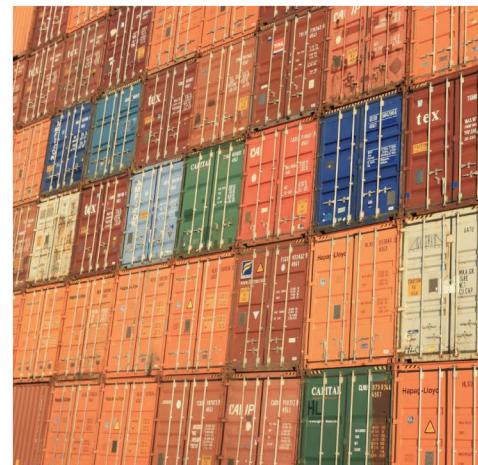
Acumatica’s brand photography is available to download at [acumatica.mediavalet.com](https://acumatica.mediavalet.com). See page 25 for details on how to sign up for an account.



# Stock Photography

While clear photos of individuals must be Acumatica customers, stock imagery is sometimes necessary to provide broader industry context.

When using stock imagery, select photos that have commonalities with the brand color palette, express movement, and represent common industry environments.



# Photography Misuses

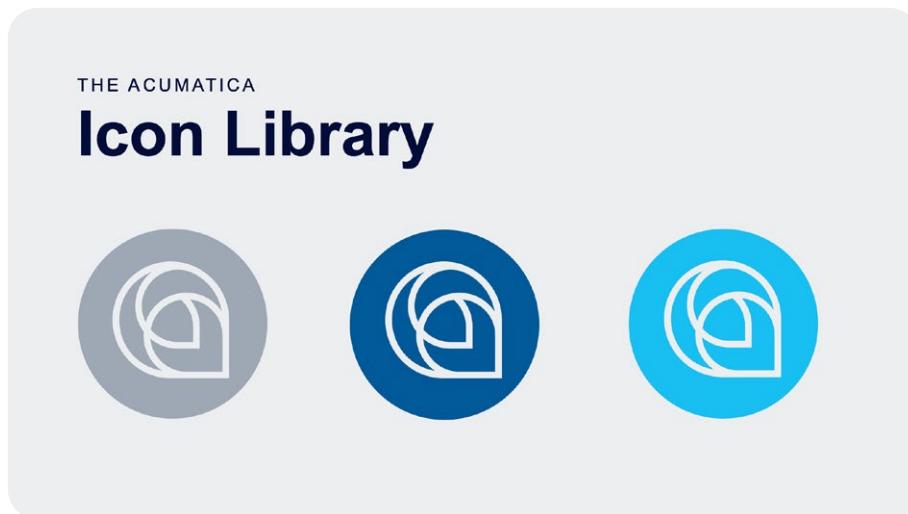
Authenticity matters. Don't use or create highly stylized photographs with overlayed illustrations and effects. The Acumatica brand should be aligned with real customers and real environments, and not with visuals that have artificial elements.

**Use of AI generated imagery is not permitted.**



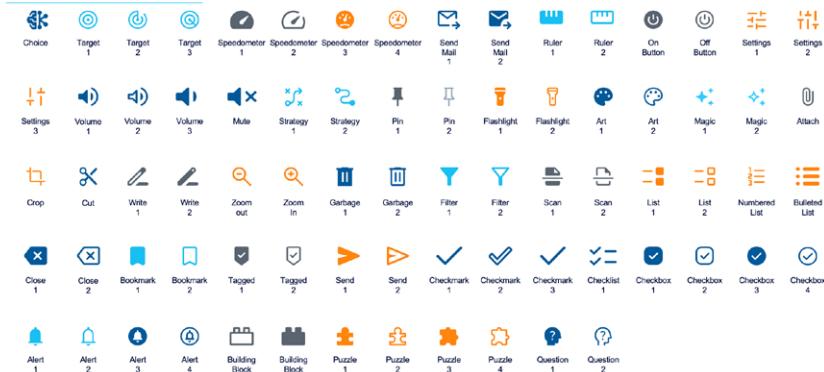
# Iconography

All icons should be sourced from the approved icon library. Depending on the pixel width, the icons can vary in color complexity based on the information below.



Acumatica's icon library is available for use at [acumatica.mediavalet.com](http://acumatica.mediavalet.com). See page 25 for details on how to sign up for an account.

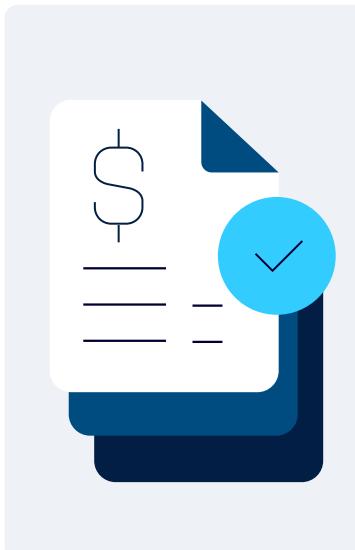
## General



# Illustrations and Infographics

The illustration style of the Acumatica brand is closely connected to the Acumatica icon library. Any approved icon can be utilized to create illustrations and infographics.

If it is essential to create new graphics, use the icon library at [acumatica.mediavalet.com](http://acumatica.mediavalet.com) as a starting point.



Example

All new graphics must:

- Communicate ideas effectively and quickly. Do not add too much detail to illustrations to the point where they are convoluted.
- Utilize colors from the approved color palette.

## Graphics to Avoid

Don't use graphics that are cartoonish or juvenile.

Avoid graphics that use gradients.



# Co-Branding

Co-branding gives  
Acumatica partners a  
competitive advantage.

# Co-branding Guide

Co-branding is the marketing of a product or service by Acumatica with one or more of its partners. The co-branding guidelines will help Acumatica and our partners jointly drive new business by creating marketing materials that provide:

## Value

A "brand" represents two things: its company and the financial value of that company's cumulative investments in people, products, marketing, and advertising. To customers, this value is the brand's "image." Joint marketing materials combine the value-laden images of both Acumatica and our partners. Together, we can magnify the influence of positive customer impressions and reap profitable market effects.

## Quality

Consistent co-branding gives customers a deeper impression of the care and quality behind the brand names. Quality marketing communications show who we are and how we do business—creating a joint identity and brand promise.

## Clarity

Clear, consistent co-branding prevents customer confusion. It is important to plainly express the nature of the co-branding relationship—a non-hierarchical partnership in which two individual companies join forces as peers. This way, no one can misunderstand the relationship and its many benefits. Such clear communication also raises market awareness of both parties, which is particularly beneficial for the lesser-known brand.

## Competitive Advantage

Co-branding gives Acumatica partners a competitive advantage. It signifies that they are in a close, cooperative relationship with Acumatica—a relationship that others may have not yet fully established. Acumatica is the world's fastest growing cloud ERP company, with the highest NPS scores in the industry, and the Acumatica brand carries with it a positive association that other ERP companies cannot equal.

When designing co-branded marketing content, please adhere to these guidelines and use the appropriate, standard Acumatica logo artwork, downloadable from the Acumatica Partner Portal. All designs must then be reviewed and approved by Acumatica's partner marketing contact.

# Logo Color

When utilizing the Acumatica logo, always use the standard version, downloadable from the Acumatica Partner Portal (MAP). The logo should be presented in Oxford/Mayan Blue on light backgrounds and White/Mayan Blue on dark backgrounds. See the main Brand Guidelines for the RGB, Hexadecimal, CMYK, and Pantone numbers for Oxford and Mayan Blue.

## Standard Logo



Oxford Blue and Mayan Blue Acumatica logo on white/light



White and Mayan Blue Acumatica logo on Oxford Blue/dark background

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## One Color Logo

In very rare instances, due to reproduction methods, the Acumatica logo may be presented as one color on a contrasting background: a white logo on a black background or a black logo on a white background.



## Partner Logos

Partners' logos should appear in their own brand colors. In those rare instances when the Acumatica logo must be presented in black or white, the partner logo should also appear in black or white.



Partner logo in its brand colors



Partner logo in black on a white background

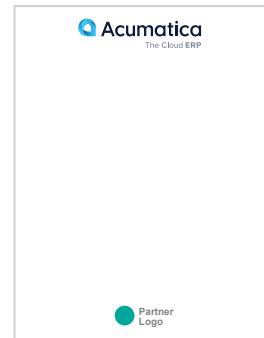
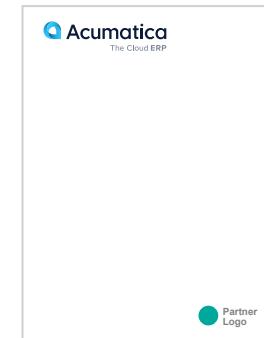
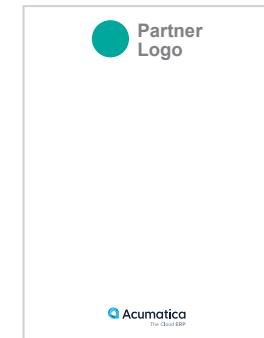
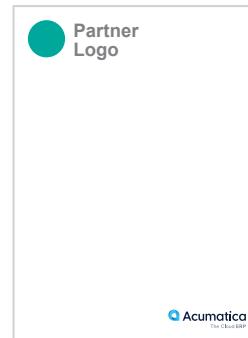


Partner logo in white on a black background

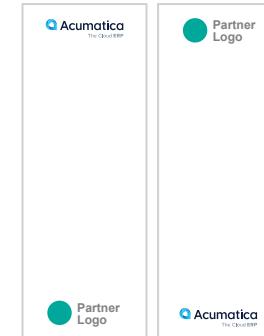
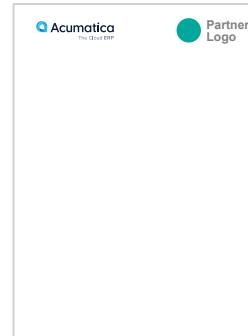
# Logo Positioning

In co-branded collateral, logos should be positioned as shown in the following arrangements.

## Portrait letter format: dominant branding



## Portrait letter format: equal branding



Narrow format:  
dominant branding



Narrow format:  
equal branding

# Logo Spacing

## Vertical Spacing

When the logos are positioned vertically, the x-height of the dominant brand logo should be 150% of the standard Acumatica logo's x-height.



## Horizontal Spacing

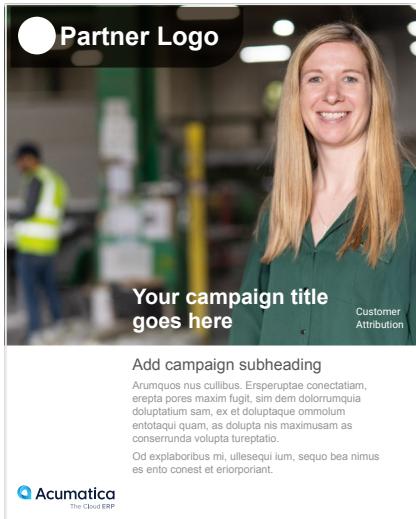
When the logos are positioned horizontally, the Acumatica logo should always be to the left of the partner logo. The x-height of the partner logo should not exceed the x-height of the Acumatica logo.



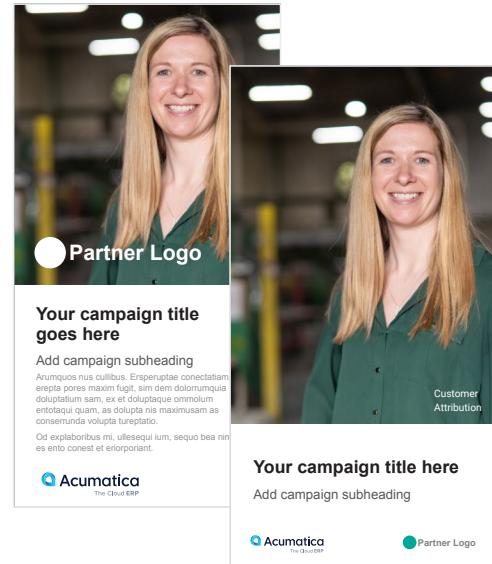
# Visual Examples

The samples on these pages are for demonstration purposes only and should not be used to create collateral.

## Portrait letter example



## Narrow format examples



## Web graphic examples



## Merchandise example



# Summary

**To ensure you are using Acumatica's brand assets appropriately please remember the following:**

- ✓ Never alter the brand logo from its approved colors, proportions, and axis.
- ✓ Employees must use Arial Nova and Georgia for all communications. Inter and IBM Plex Serif are only permitted for designers.
- ✓ Use colors only from the approved color palette for all communications.
- ✓ Never use stock images for photographs of people if they are in focus – only use photos of Acumatica customers. Attribution is required if space is available.
- ✓ Stock photography may only be used for industry environments – i.e. construction sites, factories, warehouses.
- ✓ Icons and graphics should be sourced from Acumatica's approved icon library. In rare instances icons can be created using images from the icon library as a guide.
- ✓ Use the co-branding guidelines to determine size, proximity, placement, and color of partner logos when used with the Acumatica logo.

# Asset Procurement

As needed and appropriate, partners, working with their Acumatica partner marketing contacts, may request access to our brand library — which contains Acumatica's extensive collection of images and is housed on a digital asset management (DAM) system. The purpose of the Acumatica DAM is to:

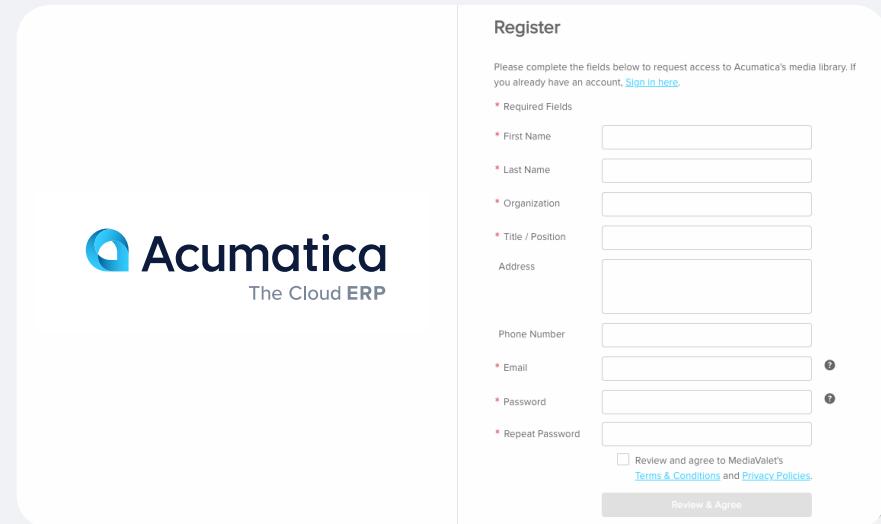
- Simplify the search process**

All images are tagged with keywords for efficient searching, saving time and making it easier to find the right asset for every project.

- Create brand consistency**

Each asset on the DAM has been approved for use. This is the best and only source when procuring brand assets — no other source is permitted. The DAM is the single source of truth for all Acumatica's brand assets.

Acumatica's brand assets are available at [acumatica.mediavalet.com](https://acumatica.mediavalet.com)



The image shows a registration form for Acumatica's media library. The form is titled 'Register' and includes fields for First Name, Last Name, Organization, Title / Position, Address, Phone Number, Email, Password, and Repeat Password. There is also a checkbox for accepting terms and conditions. The Acumatica logo and 'The Cloud ERP' tagline are visible at the top of the form.

To request access and to create an account navigate to <https://acumatica.mediavalet.com/register>, fill out the form and submit. After review, you will be given access to Acumatica's asset library.

