Aginity Brand Guidelines

Corporate Guidance

aginity

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Aginity Brand Guidelines

About Aginity

Founded in 2005, Aginity transforms the way companies compete on analytics. Aginity Amp™ software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise. Customers have seen significant operational cost savings and achieved improvements in business outcomes by applying the governed, reusable analytics that Amp enables. Amp software is deployed globally with the support of partners including IBM, Hortonworks and Cloudera. Aginity is a privately held company headquartered in the Chicago area.

Why We Created Aginity Amp™

We Believe:
A company's analytics are its most valuable asset and data scientists and analysts shouldn't spend most of their time preparing data.

Analytics should be:
» Created once, validated and reused across the enterprise

» Cataloged with relevant data

» Searchable and accessible

» Building blocks for other analytics

» Self-served and easily distributed to people and applications

Aginity Amp transforms the way companies compete on analytics by enabling companies to build analytics once and reuse them everywhere across the enterprise.

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

Company Name Usage

The preferred designation for our company is Aginity. Do not add LLC, Inc. or Software after the name.

In all materials, the Aginity logo should be placed in accordance with the guidelines in the *Logo and Icon* section of this style guide.

Product Names and Trademarks

The company currently offers two products, Aginity Amp and the Aginity Workbench. In any communication, the first or most prominent mention of either should include its full name and, for Amp, the ™ trademark symbol. Subsequently, the trademark designation should be omitted.

» Do place any punctuation after the trademark symbol when used

» Do not use the trademark symbol in headlines in marketing collateral (such as tech briefs, case studies or white papers)

» Do use the trademark symbol in signage and online in banner ads and landing pages, even when the logo is also used

» Do use the trademark symbol on first mention in PowerPoint presentations

Note: trademarked names are considered adjectives. This means that the structure of a sentence containing the full product name with trademark should follow the form: The Aginity Amp ™ + NOUN (e.g., solution, platform) + VERB (enables, supports, provides…) In practice, this may be difficult or lead to awkward sentence structures, but Marketing still requests that this convention be followed on first mention in each piece and on each web page.

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

Aginity Messaging Framework

Analytic Management Platform
We manage analytics across the enterprise to drastically reduce the time and cost of development and ensure consistency.

» Companies need to be analytically and predictively driven.

» It is difficult to become analytically driven and impossible to become predictive today because analytics are:

- Expensive and slow to create: Analytic logic needs to be coded and recoded for every instance an analytic asset exists.

- Inconsistent: Analytic results based on the same logic do not give the same answers across applications and business units.

» Aginity Amp™ is a software solution that creates, catalogs, and manages all analytics (analytic logic and data) as assets. These assets become reusable, accessible across the enterprise (systems and people), and easy for IT to govern.

» The benefits of using Aginity Amp:

- 10x to 100x analytics creation and deployment efficiency

- 90% reduction in analytics-related operational costs

- Analytic reports based on the same logic are consistent throughout the organization – across geographies, divisions, business functions, systems and applications.

» Aginity Amp runs on your existing compute and data infrastructure and allows businesses to add in ANY data from new sources quickly and easily.

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

» Other analytic logic can be created and named within Amp manually and then defined in simple business terms. This allows users to name, build and manage analytics without SQL and publish to any source. Before any analytic asset is promoted to production, IT validates the asset to ensure any analytics in production can be trusted.

Assets can be created and cataloged in Amp. When any asset is changed, the software administers the changes and dependencies so that the new modifications are reflected everywhere.

Analytic models created in SAS or R can also be imported into Amp to allow for easy implementation of sophisticated predictive models. Once imported, the models can then be leveraged across the enterprise by any system through Amp's API.

Applications can use an API to access any analytic asset registered in Amp.

» Customer Example:

The world's largest eyewear brand used Amp to deploy IBM Campaign (Unica) in 30 days instead of the nine months in would have taken to get Unica running if they had to rewrite logic. With Amp, they simply imported their data, defined their analytic assets and deployed them from Amp's analytic catalog into IBM Campaign.

This also allowed the company to deploy analytic logic to SAS and any BI tool, ensuring that all analytics are consistent across their entire analytic ecosystem.

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

» World-leading brands use Aginity Amp

- Deployed internationally
- IBM sells and deploys our software – manages our math in the ecosystem
- Our partners include Cloudera and Hortonworks

» Companies usually solve these problems with Aginity Amp:

- Drive marketing automation and campaign management systems
- Build omni-channel customer view and rapidly add new data sources
- Accelerate analytics processes across the analytics lifecycle (data preparation and building analytics)
- Insource analytics from service providers
- Create infrastructure to enable business users to self-serve analytics
- Create a real-time hub for product offers and content programs
- Connect customer data platforms to enterprise data

Tagline

The current tagline for Aginity Amp is:

Build Your Analytics Once – Use Everywhere

The secondary tagline for Amp is:

Reusable Analytics for Every Application Enterprise-wide

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

The Aginity boilerplate should be used in every piece of Marketing collateral. The social media icons should connect to the Aginity Twitter and LinkedIn accounts.

Boilerplate

The following paragraph should be used in all marketing materials. The paragraph should include both the Twitter and LinkedIn icons. The Aginity web URL should always be set apart in either color or bolded text.

About Aginity

Founded in 2005, Aginity transforms the way companies compete on analytics. Aginity Amp software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise. Customers have seen significant operational cost savings and achieved improvements in business outcomes by applying the governed, reusable analytics that Amp enables. For more information, visit www.aginity.com.

Follow us!

Dolor sed est tellus elit per

Nunc libero maecenas. Et nam et magna accumsan ante. Vehicula magna gravida. Aptent tempus ornare ac curabitur nam.

Arcu blandit tellus. Dui ipsum nullam. A vestibulum tristique. Praesent nisl vestibulum. Tincidunt malesuada ipsum. Ipsum velit feugiat. Nisl nec class. Vestibulum eleifend mollis proin con amet ligula elit tristique arcu nec dui. Ante elit id. Elementum accusantium ante congue cursus dapibus consectetuer risus erat. Augue est porttitor non nec proin. Nulla id elit. Ut vel wisi.

About Aginity, Inc.

Founded in 2005, Aginity transforms the way companies compete on analytics. Amp software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise. Customers have seen significant operational cost savings and achieved exponential improvements in business outcomes by applying the governed, reusable analytics that Amp enables. For more information, visit www.aginity.com.

Follow us!

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www.aginity.com

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

To protect Aginity-generated content, a copyright line should also be incorporated in collateral materials: *Exceptions include signage and primarily visual items such as infographics or social media tiles.*

© [YEAR], Aginity. All Rights Reserved. Confidential – Do Not Redistribute without Aginity's Express Permission.

Text Formatting

For fonts to be used in print media and on the web, see the *Typography* section of this style guide.

Headline and Subhead Treatment

Follow these guidelines when producing web content, presentations, blog posts and other types of marketing and sales materials.

» For main heads and subheads, use headline style, which means capitalizing the first and last words and all major words, rather than capitalizing only the first word

» Do not use a period at the end of a head or subhead, even if it is a complete sentence

» Do use question marks or exclamation points, if the head or subhead requires them

Aginity Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

List Formats

Lists make it easier for readers to remember related items or points, or follow certain steps. In general, use a numbered list to describe steps to be taken in sequence; otherwise, use a bulleted list.

» Capitalize the first word in each item of a list, unless it is a product name or technology that starts with a lowercase letter (e.g., iPhone)

» Using parallel grammatical construction in lists improves both the flow of the text and its appearance

» Phrases, clauses, or full sentences may be used, but it is best to avoid using a mix of grammatical structures in a single list

» Generally, *do not use* periods or any other punctuation after bulleted items, except if there is more than one sentence in a bullet-point. If possible, avoid using multi-sentence bullet points and single sentence bullet points in the same list. (This point shows how odd that can make a list look!)

Words vs. Numerals

Generally, spell out only single-digit numbers (one through nine). Use numerals for all others, but if there is a mix of both in a single sentence, bullet-point or paragraph, use numerals.

» Percentages should always be shown as numerals

» Use numerals also when making statements such as: *Client saw 7x increase in volume of marketing campaigns with Aginity Amp.*

Aginity Brand Guidelines — Logo and Icon

Aginity Brand Mark Primary Lockup

Use this mark on all internal and external communications. Where possible, always present the logo in full color. Do not recreate logo artwork. Please request artwork from the Aginity marketing department.

General usage

» Maintain a minimum clearance of one inch between the logo and other elements

» The logo may be applied over a simple background image or simple pattern with caution. Avoid strong patterns, low contrast or multiple colors as it will make the logo difficult to read.

» The full color logo should always appear on a white or light gray background (no more than 20% black)

Aginity Brand Mark Primary Lockup

Use this mark on all internal and external communications. Where possible, always present the logo in full color.

Aginity Brand Mark Secondary Lockup

The secondary mark should be used sparingly and only when the primary mark will not fit within a smaller horizontal space.

Aginity Brand Icon

The brand icon can be used by itself as a mark, but not as a design element. Specifically in the software interface and social media.
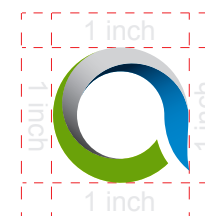
Aginity Brand Guidelines — Logo

Aginity Brand Mark Primary 1 Color Lockup

Although it is preferred that the full color version of the logo is used wherever possible; one-color options are available where applicable. Do not recreate logo artwork. Please request artwork from the Aginity marketing department.

General usage
» The logo may be applied over a simple one color or Aginity gradient background image or simple pattern with caution. Avoid strong patterns, low contrast or multiple colors as it will make the logo difficult to read.

Aginity Brand Mark Primary Lockup

The solid version of the logo should be used on limited color printing only.

Aginity Brand Mark Primary Lockup

Examples of one-color usage are shown above. Limit one-color printing to 100% black, Aginity Blue, or reverse white.

Aginity Brand Mark Secondary Lockup

The secondary mark should be used sparingly and only when the primary mark will not fit within a smaller horizontal space. The solid version of the logo should be used on limited color printing only.

Aginity Brand Guidelines — Logo

Proper Usage Full Color

Horizontal logo over white

Horizontal logo over Aginity 20% black

Horizontal logo over the Aginity swoosh

Proper Usage One Color

Horizontal logo over one color imagery

Horizontal logo over Aginity gradient background

Horizontal logo over Aginity gradient and photo imagery

Horizontal logo over one color imagery

Horizontal logo over Aginity gradient background

Horizontal logo over Aginity gradient and photo imagery

Aginity Brand Guidelines — Logo

Improper Usage

Do not disproportionately scale or alter
the shape of the logo in any way.

Do not change typeface in the logo.

Do not alter logo colors.

Do not place the logo vertically.
Use the Aginity vertical version.

Do not place the logo on an angle.

Do not display the logo at
less than 100% opacity.
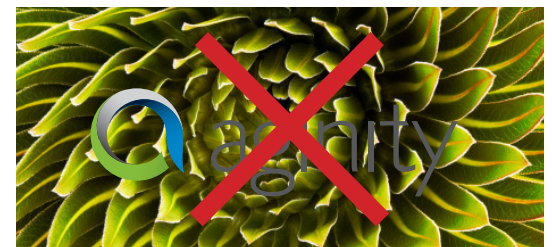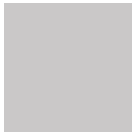
Do not place the full color logo on
multicolor or complex patterns.

Aginity Brand Guidelines — Color Palette
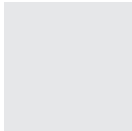
Color Usage

The following colors are to be used in all Aginity materials. Aginity Blue and white are the most-used colors, followed by Aginity Gray, Aginity Green, then the accent and secondary colors.

Aginity Primary Brand Colors

AGINITY BLUE PMS Process Blue CMYK 100/34/0/0 RGB 0/132/203 HEX #0084CB	**AGINITY GREEN** PMS CMYK 50/0/100/6 RGB 132/187/59 HEX #84BB3B	**AGINITY GRAY** PMS Cool Gray 3 CMYK 0/0/0/20 RGB 199/199/199 HEX #C7C7C7	**AGINITY DEEP GRAY** PMS CMYK 65/56/51/28 RGB 86/87/91 HEX #55575B

Aginity Secondary Brand Colors

CMYK 0/0/0/10	CMYK 0/0/0/30	CMYK 0/0/0/40	CMYK 0/0/0/50	CMYK 0/0/0/60	CMYK 0/0/0/70	CMYK 0/0/0/80

Aginity Accent Colors

AGINITY DEEP BLUE CMYK 100/65/37/21 RGB 0/79/110 HEX #142F5C	**AGINITY DEEP GREEN** CMYK 69/20/100/4 RGB 92/121/65 HEX #5d9840	**AGINITY YELLOW** CMYK 4/13/91/0 RGB 247/212/49 HEX #F6D330
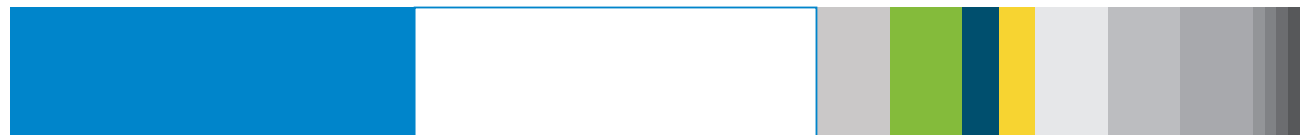
This spectrum chart shows the relative dominance of colors within the Aginity brand.

Aginity Brand Guidelines — Typography

Avenir

Designed by Adrian Frutiger, this san serif typeface is to be used to show emphasis in contrast to the standard Arial body copy. It is recommended that this typeface be used for light content, headlines or highlights.

» Avenir Roman should be used in cover or main headlines in collateral, but other variations may be used in materials such as digital graphics, event signage, social media, etc.

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Italic typefaces

Italic typefaces should be used sparingly, primarily for highlighting key words, phrases or quote attributes. Entire paragraphs using italic are hard to read and are strongly discouraged.

Aginity Brand Guidelines — Typography

Arial

This san serif typeface is the primary typeface for all Aginity materials. Designed by a team led by Robin Nicholas and Patricia Saunders, it was designed to be similar to Helvetica and is a system font which enables reproduction accurately in any medium. Arial is used in all marketing materials as well as the aginity.com web site.

» Subheads and captions should use Arial Bold

» Arial Regular should be used for all body and sidebar copy

» Italic typefaces should be used sparingly and only for highlighting key words, phrases or quote attributes. Entire paragraphs using italic are difficult to read and are discouraged.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

The Double Caret »

Use this shape for bullets and call-outs in text. This glyph is part of the Arial font.

Aginity Brand Guidelines — Brand Visuals

Aginity Brand Elements

Use these complete artwork elements to create dynamic movement through materials, or zoom in to create sophisticated transitional visuals. Shapes may be overlayed with each other or placed over top color fields to create branded artwork. An overlayed version is also available. Please see the details on the following page.

When creating artwork from these shapes, always keep in mind the goal is to create a feeling of movement. Do not recreate the core artwork. Please request the artwork from the Aginity marketing department.

Aginity Shape Gray.ai

Aginity Shape Dark Gray.ai
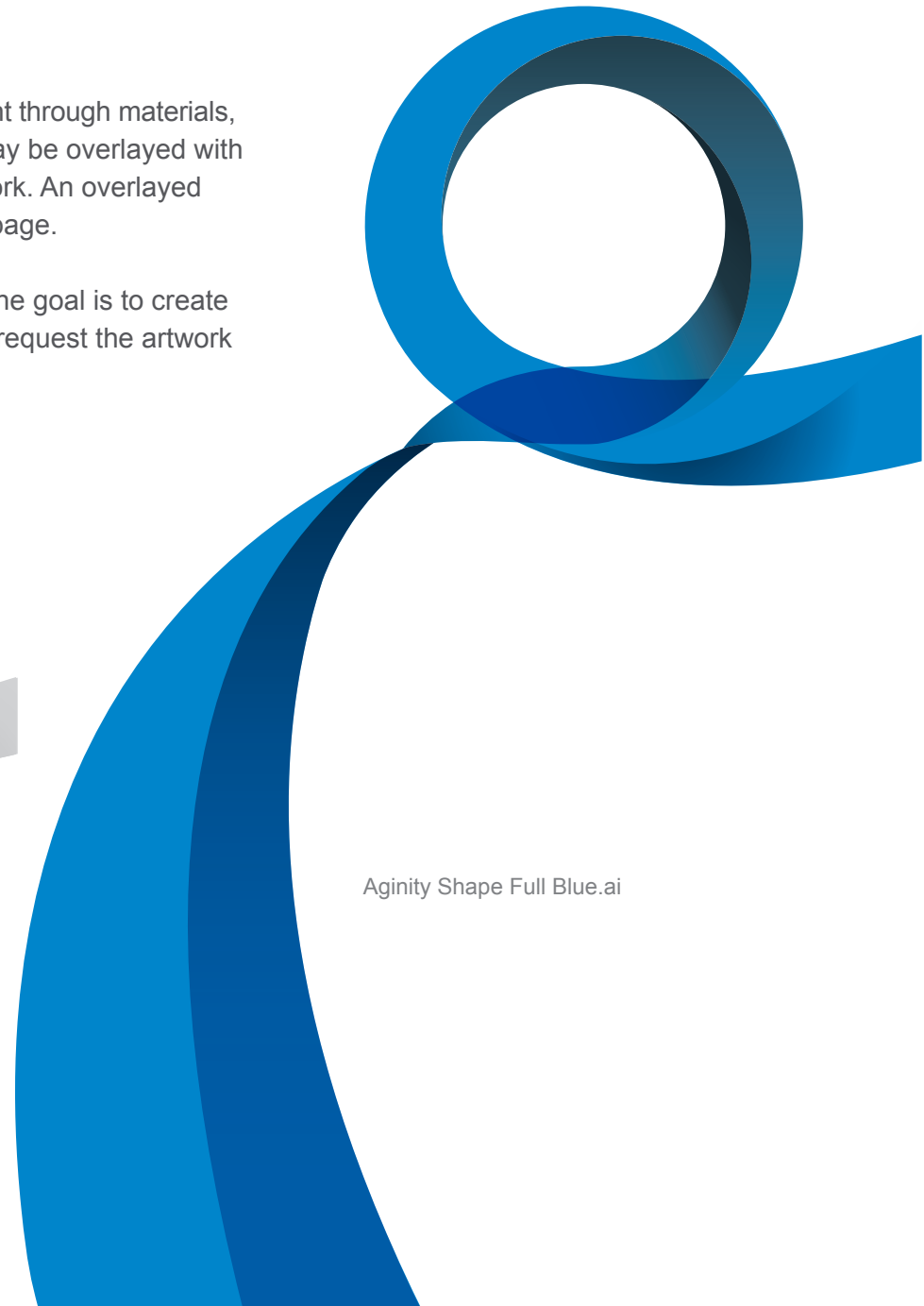
Aginity Shape Full Blue.ai

Aginity Brand Guidelines — Brand Visuals

Overlay Brand Element

The overlay image may be used wherever applicable in all materials over both white and color backgrounds. When applying to a colorful background, layers should be set to the Luminosity setting in the transparency menu in Adobe Photoshop. This setting allows the overlay to retain various levels of transparency but, incorporates with the color while retaining the integrity of the graphic.

Aginity Brand Guidelines — Brand Visuals

Photography

Photographic elements can be used in a variety of ways in marketing materials. Photographs should appear natural and unposed. Photos may be used in color with an Aginity color overlay. If using the image as a background, texture or watermark, you should create a duotone using the Aginity color palette in combination of an aginity color overlay.

The Aginity graphic may be used in combination as a design element with the photograph. When applying it to the photograph, layers should be set to the Luminosity setting in the transparency menu in Adobe Photoshop. This setting allows the overlay to retain various levels of transparency but, incorporates with the color while retaining the integrity of the graphic. The Aginity overlay may be applied fully over the image or over a portion and may also overlay white space around the image. Examples are shown here for reference.

Aginity Brand Mark Guidelines — Business Cards

Aginity Business Card

A business card details contact information and is intended to be shared with business associates, sales prospects and anyone who may need to reach the employee. Aginity's cards provide an employee's name, title, email address, business address, phone numbers and company Twitter feed. Business cards are created and printed by Aginity for its employees and should not be reproduced independently. Business cards do not provide marketing information or advertising.
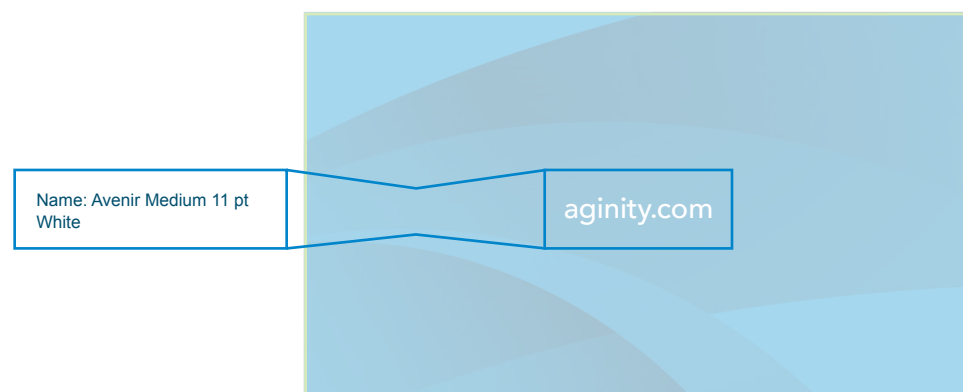
Aginity logo is always placed in the top right corner

aginity

John Smith
Manager

jsmith@aginity.com
1007 Church Street » Suite 700
Evanston, IL 60201
@aginity

224.307.2656
555.555.5555 m
555.555.5555 o

Business Card Front

aginity.com

Business Card Back

Name: Avenir Medium 11 pt Aginity Blue

Title: Avenir Roman 9/11 pt 80% Black

Email: Avenir Black 8/11 pt 80% Black

Address: Avenir Roman 8/11 pt 80% Black

Use the official Twitter icon listing the Aginity Twitter account rather than employee personal account.

John Smith
Manager

jsmith@aginity.com
1007 Church Street » Suite 700
Evanston, IL 60201
@aginity

224.307.2656
555.555.5555 m
555.555.5555 o

Reference official business card design file for placement information and guides.

Phone numbers: Avenir Roman 8/11 pt 80% Black

Abbreviations use Aginity Blue

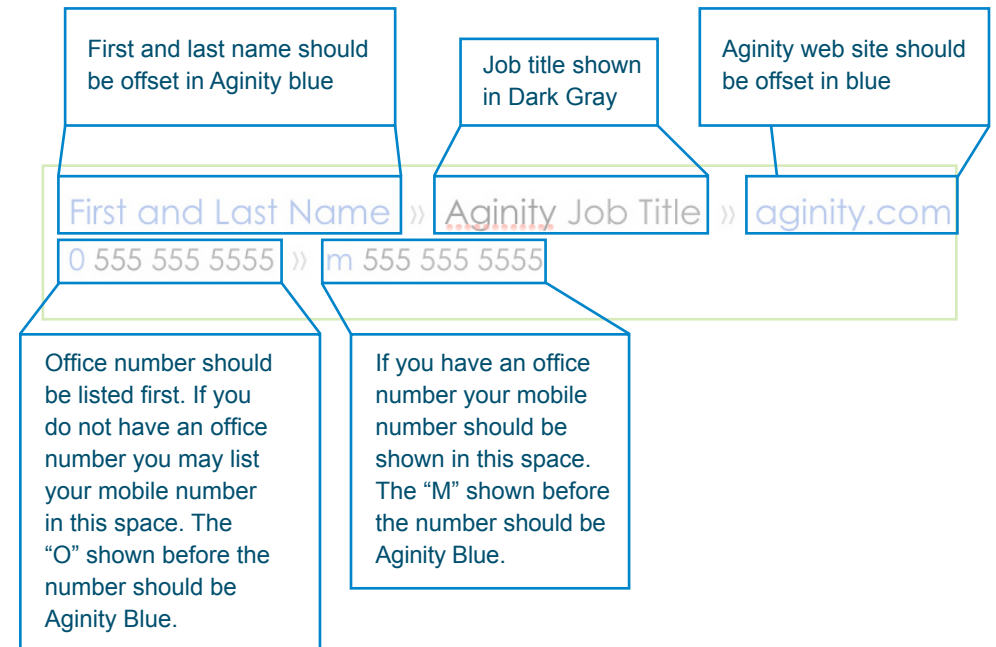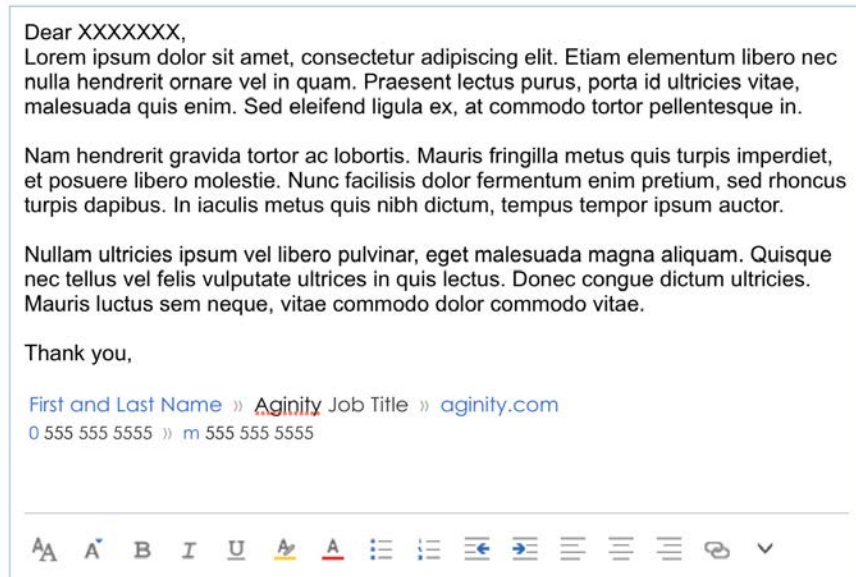Name: Avenir Medium 11 pt White

aginity.com

Aginity Brand Mark Guidelines — Email Signature

Email Signature

An email signature is in essence a digital business card. It is placed at the footer of an email message and also serves as a closing statement. Aginity's signatures provide an employee's name, title, aginity.com, mobile phone number, and office number if applicable. Business cards are created and printed by Aginity for its employees. Do not include marketing information or advertising content unless authorized by the marketing department.

» Aginity logo file is provided by the marketing department

» Typeface for signatures is Calibri system font

» Use Aginity Blue and Dark Gray for the type colors

» Double carets should be set in Light Gray and should be used to separate content elements

First and last name should be offset in Aginity blue

Job title shown in Dark Gray

Aginity web site should be offset in blue

Dear XXXXXXX,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam elementum libero nec nulla hendrerit ornare vel in quam. Praesent lectus purus, porta id ultricies vitae, malesuada quis enim. Sed eleifend ligula ex, at commodo tortor pellentesque in.

Nam hendrerit gravida tortor ac lobortis. Mauris fringilla metus quis turpis imperdiet, et posuere libero molestie. Nunc facilisis dolor fermentum enim pretium, sed rhoncus turpis dapibus. In iaculis metus quis nibh dictum, tempus tempor ipsum auctor.

Nullam ultricies ipsum vel libero pulvinar, eget malesuada magna aliquam. Quisque nec tellus vel felis vulputate ultrices in quis lectus. Donec congue dictum ultricies. Mauris luctus sem neque, vitae commodo dolor commodo vitae.

Thank you,

First and Last Name » Aginity Job Title » aginity.com
0 555 555 5555 » m 555 555 5555

First and Last Name » Aginity Job Title » aginity.com
0 555 555 5555 » m 555 555 5555

Office number should be listed first. If you do not have an office number you may list your mobile number in this space. The "O" shown before the number should be Aginity Blue.

If you have an office number your mobile number should be shown in this space. The "M" shown before the number should be Aginity Blue.

Send   Discard   Draft saved at 7:40 PM

Aginity Brand Guidelines — Letterhead

aginity

Return Address Line
Return Address Line

Date (Month Day, Year)

Mr./Mrs./Ms./Dr. Full name of recipient
Title/Position of Recipient
Company Name
Address Line 1
Address Line 2

Dear Ms./Mrs./Mr. Last Name

Ro omniend animint ionsequunt lis simus cus sapic te sim ut qui omnis aut enihilignis sus aut ut reperum haruptat quod estrum que que quiducient omnissequodi quissi net et aut lam coribea rumet, sunt que aligendit qui ut fugitatur, sit praerro id etur, am siminctem qui arcilistia vel is volesti onsequia delescil etur?

Us aut velendit et ut lat facerovit min plit alibus essitate conecto evenimet dolore sim id utemodi tiaspid quam repudam, nonsequatem natur, sit faccatese vit acerae et labores esectur, quatur, saperoviti dolorehenis et ut invelicias parum siminci modisci maionsequi tendita conesciat vollest, is eumque de eatium aut molupta ssecuptatat repellatem faccupt ioritecumqui quos dolenda am ut denis as audit dolut entis nobis volor saperis auda consed que mod minum adiatiantem este experch ilitian dandercium utem aut omnis audanisqui ilis moluptaes eos etur? Ga. Rit, eos elignatet et acererum eum doluptas ari num veliquatur?

Nis aut quatem faccupta et, occustr umendenisin con re, abori to ide nem rem etur, consequid quuntis il maiora vendam am que pratius ea sitasped eatem fuga. Igentia denimpore dio mi, omni abo. Ut el modicilleste perciam harum, quas sin conserior rerumqu iducim ere peritam faccull itateni mporum adias experovit porem verum fugitibus que nitias et officat ecest, conseque prorum quasincim rerehen ditemoditam, inctem aborum dolendi to is eos con re nobit experfe runtiis il imi, se vollupt ateturi onsequam qui assim sunt volupti untotat.

Apercienisin num et dest, et aliqui nos el illupta temolla borrovide de parum volum deni verem eum autem reptas sum harume consed mollacerrum rest quibus mostion eiciendis pe est, quis incilici odist aboribea que pos etur?ad que namuscit mi, tem rescilique doles expel eicilis estrum quatur repudist, culparum fexpel eicilis estrum qpos etur?ad que namuscit mi, tem rescilique doles expel eicilis estrum. onsequam qui assim sunt volupti untotat.

Sincerely,

lam coribea

224.307.2656 » 1007 Church Street » Evanston, IL 60201 » 224.307.2656 » aginity.com » @aginity

Aginity Brand Guidelines — PowerPoint

Cover slide
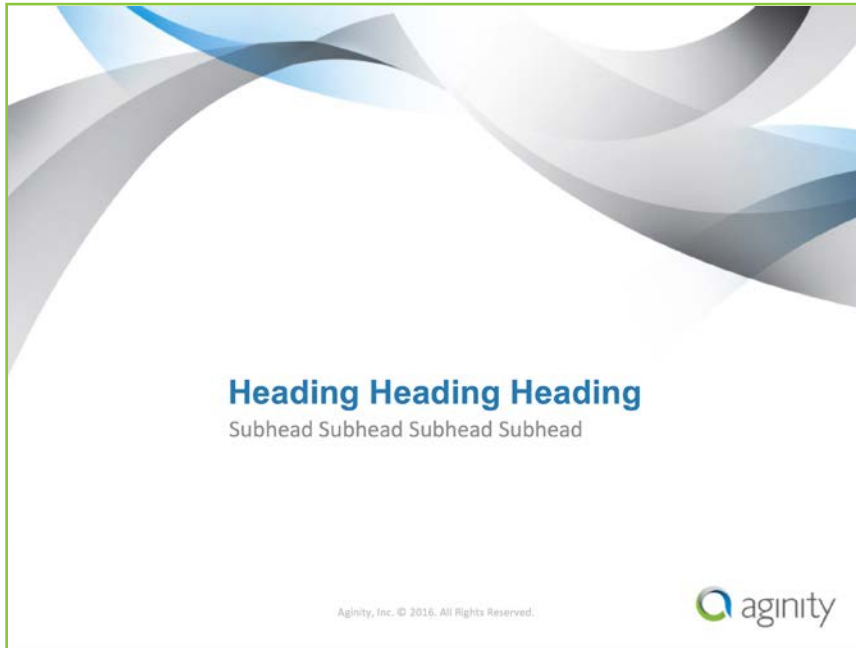
Standard slide

Transition slides

Aginity color palette
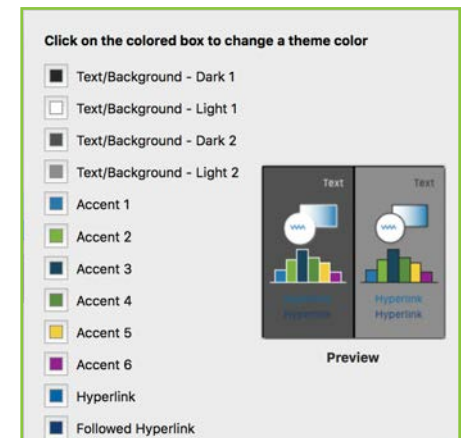
Aginity Brand Guidelines — Brand System*

* Please see the Marketing Assets guide for detailed information.