



Aginity Brand Guidelines

Marketing Asset Guidance



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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.

The Brand Experience

A corporate brand is not just graphic elements or a certain message. Branding is about the entire experience; from events and sales calls to demand generation and digital channels. This document gives detail in regard to the Aginity logo, brand elements, typefaces and template specifications to enable brand consistency in all aspects of the business and market.

Marketing assets are used to communicate the Aginity message with customers, employees and the world at large. These guidelines have been created to assist in the development of marketing materials and ensure consistency in all materials.

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 TM 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 TM + 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 Brand Guidelines — Naming, Trademarks, Copyright and Boilerplate

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

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 it 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!  



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.



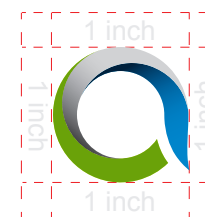
Aginity Brand Mark Secondary Lockup

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.



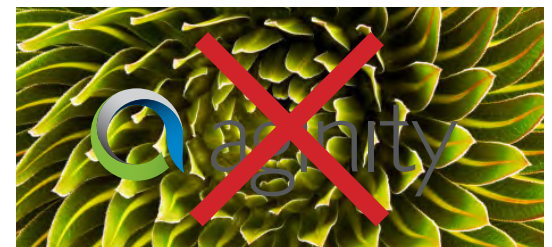
Do not place the logo vertically. Use the Aginity vertical version.



Do not place the logo on an angle.



Do not display the logo at less than 100% opacity.





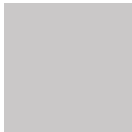

Do not place the full color logo on multicolor or complex patterns.

Aginity Brand Guidelines — Color Palette

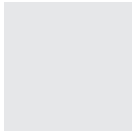






Color Usage

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

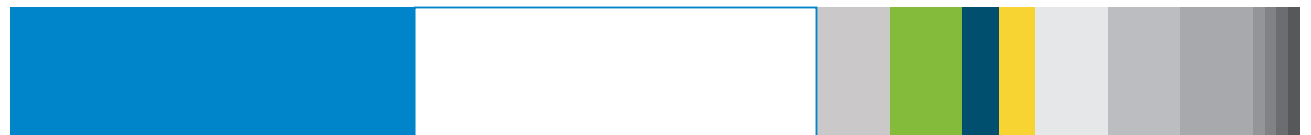
	AGINITY BLUE PMS Process Blue CMYK 100/34/0/0 RGB 0/132/203 HEX #0084CB		AGINITY GREEN PMS CMYK 50/0/100/6 RGB 132/187/59 HEX #84BB3B		AGINITY GRAY PMS Cool Gray 3 CMYK 0/0/0/20 RGB 199/199/199 HEX #C7C7C7		AGINITY DEEP GRAY PMS CMYK 65/56/51/28 RGB 86/87/91 HEX #55575B
---	--	--	---	---	---	---	--

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 sans 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 sans 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 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Arial Bold

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 overlaid 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.

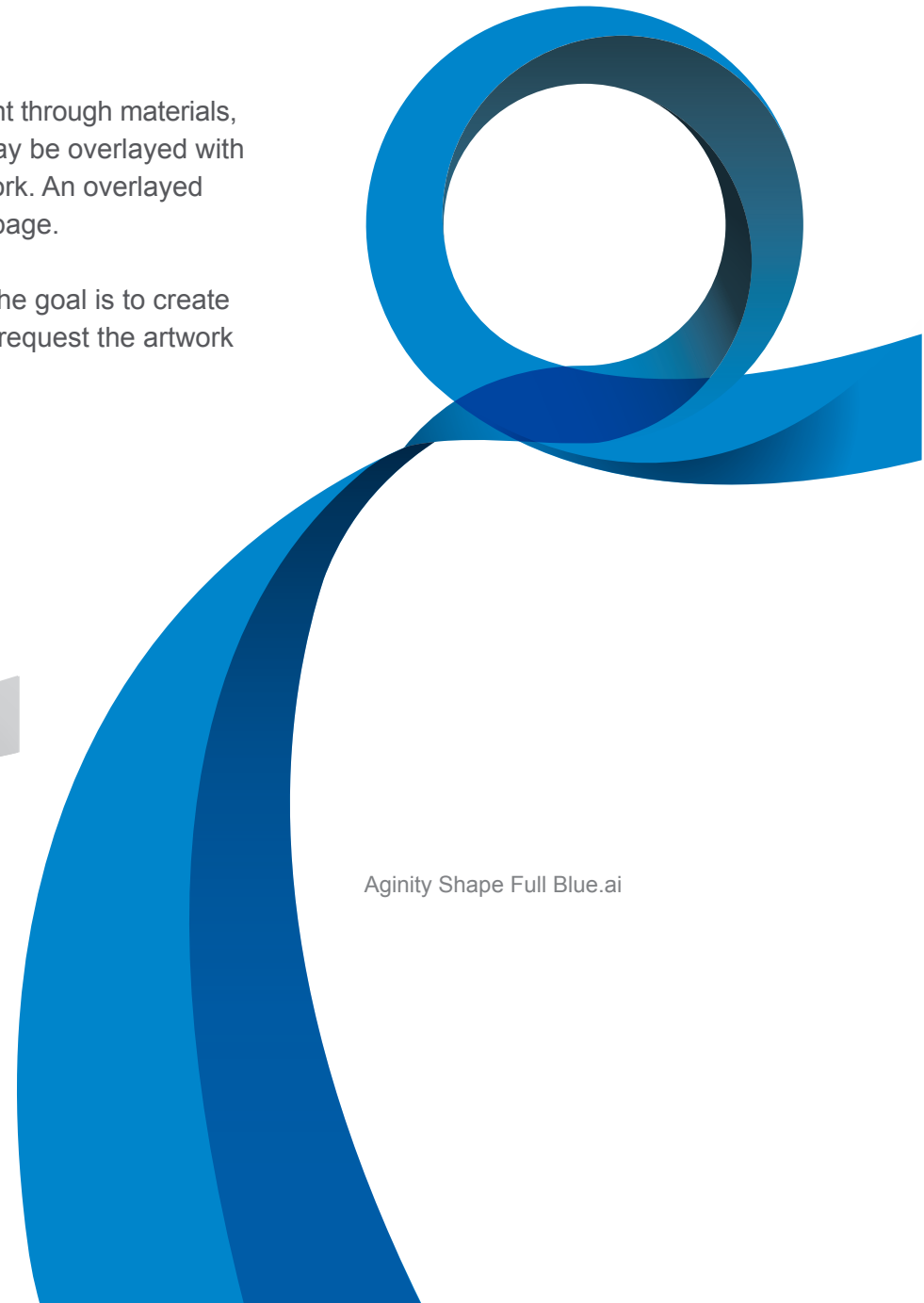
When creating artwork from these shapes, always keep in mind the goal is to create a feeling of movement. Do not recreate the core artwork. Please request the artwork from the Aginity marketing department.



Aginity Shape Gray.ai



Aginity Shape Dark Gray.ai



Aginity Shape Full Blue.ai

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.



Company Overview

Placeholder Subhead
Aginity transforms the way organizations compete on analytics. Aginity Amp™ software enables companies to create, catalog and manage analytics as assets that can then be reused consistently everywhere in the enterprise. Every system. Every application. Every person.

While many analytic efforts are costly and time-consuming, Aginity Amp enables companies to create, test and deploy analytics 10x to 100x faster and at less than half the cost, compared to existing processes. Amp makes it easy to add data from new sources and add or combine descriptive or predictive attributes to a dataset.

Amp enables the creation of a catalog of analytic assets, which can be shared with any individual and deployed to any application. Changes are reflected throughout all systems, bringing consistency to reporting and confidence to analytics-driven decision-making. Amp customers have seen exponential increases in the business value of analytics.

An IBM Premier Business Partner, Aginity won an IBM® Beacon Award in 2013 for an analytics deployment with a global eyewear leader.

Customers
Customers include leading companies in retail, consumer goods, media, transportation, financial services and other industries. In concert with products from the IBM Commerce, IBM Analytics and IBM Cognitive software portfolios, Amp has powered deployments at numerous global brands.

Partners
Aginity partners globally with IBM, Hadoop® and Cloudera®.

Headquarters
1001 Church Street
Suite 710
Evanston, Illinois 60201 USA
Phone: +1.224.307.2656

Website
www.aginity.com

Founded
2005

Employees
80 worldwide

Leadership team
• Glen Kuhl, CEO/CTO
• Tzanes Christou, President
• Brad Schweitzer, Chief Sales Officer
• Mike Prezza, Chief Financial Officer
• Wayne Levy, Chief Data Scientist

Privacy Policy

Request an Amp demo today at www.aginity.com/request-a-demo, calling Aginity at 224.307.2656 or emailing solutions@aginity.com

Follow us! [Twitter](#) [LinkedIn](#)

www.aginity.com
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Freeing Customer Insights from the "Black Box"
Insourcing from your Marketing Service Provider (MSP) changes how your company does business. You gain control of data and processes that were formerly hidden from view, enabling you to discover the insights needed to build greater customer intimacy and loyalty.

This transition is an ideal time to transform your customer data into a set of data and analytic assets that are accessible, governed and usable across the enterprise. Aginity can be your partner in this transition. Our Aginity Amp™ software brings together data and math, empowering you to apply consistent analytics at scale.

By insourcing from your MSP with Amp, your organization can achieve greater:

- **Speed to market:** You can quickly build your analytic warehouse, then launch, analyze and modify campaigns.
- **Control:** Your organization now owns the customer analytics process and can better take advantage of all insights gained.
- **Flexibility:** Marketers can easily test if data from additional sources might provide additional campaign lift.

www.aginity.com



Aginity Brand Guidelines — Collateral

Aginity Brand Guidelines — Collateral

Aginity Marketing Materials

Collateral plays a very important part of a company's marketing and sales initiatives. Our marketing assets are used to communicate important details and examples about Aginity's products and services; as well as about the company itself. These materials are used to support and expand on web site information and tradeshow conversations and presentations. Collateral is typically used to provide various levels of detail during the sales cycle, and is intended to be both informational and educational and ultimately, encourage the customer to take action.

Aginity has a comprehensive collateral system of materials which includes:

- » Case Studies
- » General Brochures
- » Product Brochures
- » Sell Sheets
- » Technical Briefs
- » White Papers



Aginity Brand Guidelines — Brochures

About Brochures

A brochure is promotional in nature and can be used to introduce people to your company; as well as to advertise products and services. A brochure typically promotes a high-level message or concept and is designed to be supported by sell sheets, technical briefs and white papers.

Aginity has two brochure templates for development. The general brochure has been created to communicate corporate and strategic messaging. The product brochure is intended to promote products and services at a higher level with minimal technical details.

Brochure Details: General

- » Brochures may be 2-12 pages in length. If printed, please keep in mind that a page count of 6 must be printed in a tri-fold format which can increase printing costs.
- » The URL in the footer of each page should be hyperlinked
- » Page numbers should be used when there are more than 2 pages – Arial Bold 10/12 point, Aginity Green. Page count begins on page 2.
- » LinkedIn and Twitter icons are linked to the Aginity social media channels in the template files. Do not adjust the location of the link unless authorized by the Aginity Marketing department.
- » General brochures incorporate strong vibrant visuals to reinforce the content. Photographs are highly recommended to be used wherever appropriate. [Please see page 20 for specific details.](#)
- » Product shots may be used sparingly, although it is recommended they be showcased inside of a monitor graphic for a more stylized aesthetic where applicable.

There are multiple ways to put together the spread pages. Page designs may be mixed and matched based on content.



Aginity Brand Guidelines — General Brochure



Aginity Brand Guidelines — General Brochure Cover

Aginity logo is always placed in the top left corner on the cover



3 lines maximum for the headline and 2 lines for the subhead are recommended.

- » Headline: Avenir Roman, 40/42 pt, Aginity Green
- » Character count: 54
- » Subhead: Arial Regular, 15/17 pt, Aginity Dark Blue
- » Character count: 100

Lorem ipsum dolor
sit amet per in libeut
elit mi vel

Lorem ipsum dolor sit amet blandit tristique tellus aute.
Ipsum dolor sit amet

Aginity swoosh graphic should be used on here in its entirety. Other pages may use various portions of the full brand graphic.

Aginity Brand Guidelines — General Brochure Spread

The headline should be used on the first page of the spreads. If there is no headline in following spreads it may be eliminated.

- » Headline: Avenir Roman, 37/36 pt, Aginity Green
- » Character count: 50

This section should be quick stats for executive review rather than a quote or standard callout. Lines should be used above and below the callout box.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 10/14 pt, Aginity Blue
- » Bullets: Arial Regular, 10/14 pt, Aginity Blue
- » Character count: 425

Screenshots can be displayed in monitors or as a standalone screenshot. A stylized version is preferred for the general brochure.

Headline to go here. Headline to go here. Headline to here.

Lorem ipsum dolor sit amet sit

» Lorem ipsum dolor sit amet sit. Nulla aliquam auctor. Lorem nullam curabitur ipsum vesti.

» Lorem ipsum dolor sit amet sit. Nulla aliquam auctor. Lorem nullam curabitur ipsum vesti.

Lorem ipsum dolor sit amet sit. Nulla aliquam auctor. Lorem nullam curabitur ipsum vesti. Lorem ipsum dolor sit amet sit.

Lorem ipsum dolor sit amet sit

Lorem ipsum dolor sit amet sit. Nulla aliquam auctor.

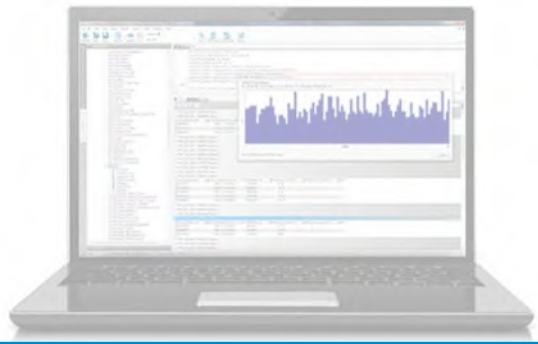
» Lorem ipsum dolor sit amet sit. Nulla aliquam auctor. Lorem nullam curabitur ipsum vesti.

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

Arcu blandit tellus. Dui ipsum nullam. A vestibulum tristique. Praesent nisi vestibulum. Tincidunt malesuada ipsum. Ipsum velit feugiat. Nisi nec class. Vestibulum eleifend mollis proin con amet ligula elit tristique arcu nec dui. Ante elit id. Augue est porttitor non nec proin. Nulla id elit. Ut vel wisi.

Lorem ipsum dolor sit amet eu. Amet eleifend phasellus con suspendisse vivamus. Elit risus dui. Facilisi ligula dolor. Sodales mauris eget curabitur justo ipsum convallis nullam in tempus lorem congue.

Vestibulum imperdiet diam pede pede justo. Quis massa integer. Vitae praesent dictum neque faucibus velit odio iaculis ac praesent amet laoreet posuere condimentum semper at donec orci erat tristique curabitur nec nunc in amet quam lacinia. Lectus vel consectetur sit suspendisse pellentesque libero turpis viverra. Elementum sagittis ipsum. Et posuere dolor.



2

www.aginity.com

www.aginity.com

3

Content can be broken up using stock photography. Please see the image treatment information on page 20 for guidance.

Aginity swoosh graphic may be used on here. Other pages may use various portions of the brand graphic.

Dolor sed est tellus elit per

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

» Id condimentum ipsum. Mattis pretium ornare orci in vel. Et ac tincidunt rutrum donec est.

» Duis litora neque condimentum porttitor ultricies. Aliquam lorem wisi. Diam dui dictum pretium vulputate donec id consequat pharetra metus adipiscing platea. Netus placerat luctus. Mauris lacinia vitae. Justo dui mauris.

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

Lorem ipsum dolor sit amet eu. Amet eleifend phasellus con suspendisse vivamus. Elit risus dui. Facilisi ligula dolor. Sodales mauris eget curabitur justo ipsum convallis nullam in tempus lorem congue.

Vestibulum imperdiet diam pede pede justo. Quis massa integer. Vitae praesent dictum neque faucibus velit odio iaculis ac praesent amet laoreet posuere condimentum semper at donec orci erat tristique curabitur nec nunc in amet quam lacinia. Lectus vel consectetur sit suspendisse pellentesque libero turpis viverra. Elementum sagittis ipsum. Et posuere dolor.



Arial Bold, 10/12 pt, Aginity Green

Arial Bold, 10/12 pt, Aginity Green

Arial Bold, 10/12 pt, Aginity Green

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count left: 1,100
- » Character count right: 1,200 with the image, 2,000 without the image

Aginity Brand Guidelines — General Brochure Spread

The headline should be used on the first page of the spreads. If there is no headline in following spreads it may be eliminated.

- » Headline: Avenir Roman, 37/36 pt, Aginity Green
- » Character count: 50

Headline to go here. Headline to go here. Headline to here.

The second spread callout box may be used for content or quote.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 10/14 pt, Aginity Blue
- » Bullets: Arial Regular, 10/14 pt, Aginity Blue
- » Character count: 450

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Arial Bold, 10/12 pt, Aginity Green

4

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black » Character count: 1,100 with the image, 1,640 without the image » Content can be broken up using stock photography. Please see the image treatment document for guidance and inspiration.

www.aginity.com

www.aginity.com

5

Arial Bold, 10/12 pt, Aginity Green over a white background and white over a color background.

Arial Bold, 10/12 pt, Aginity Green

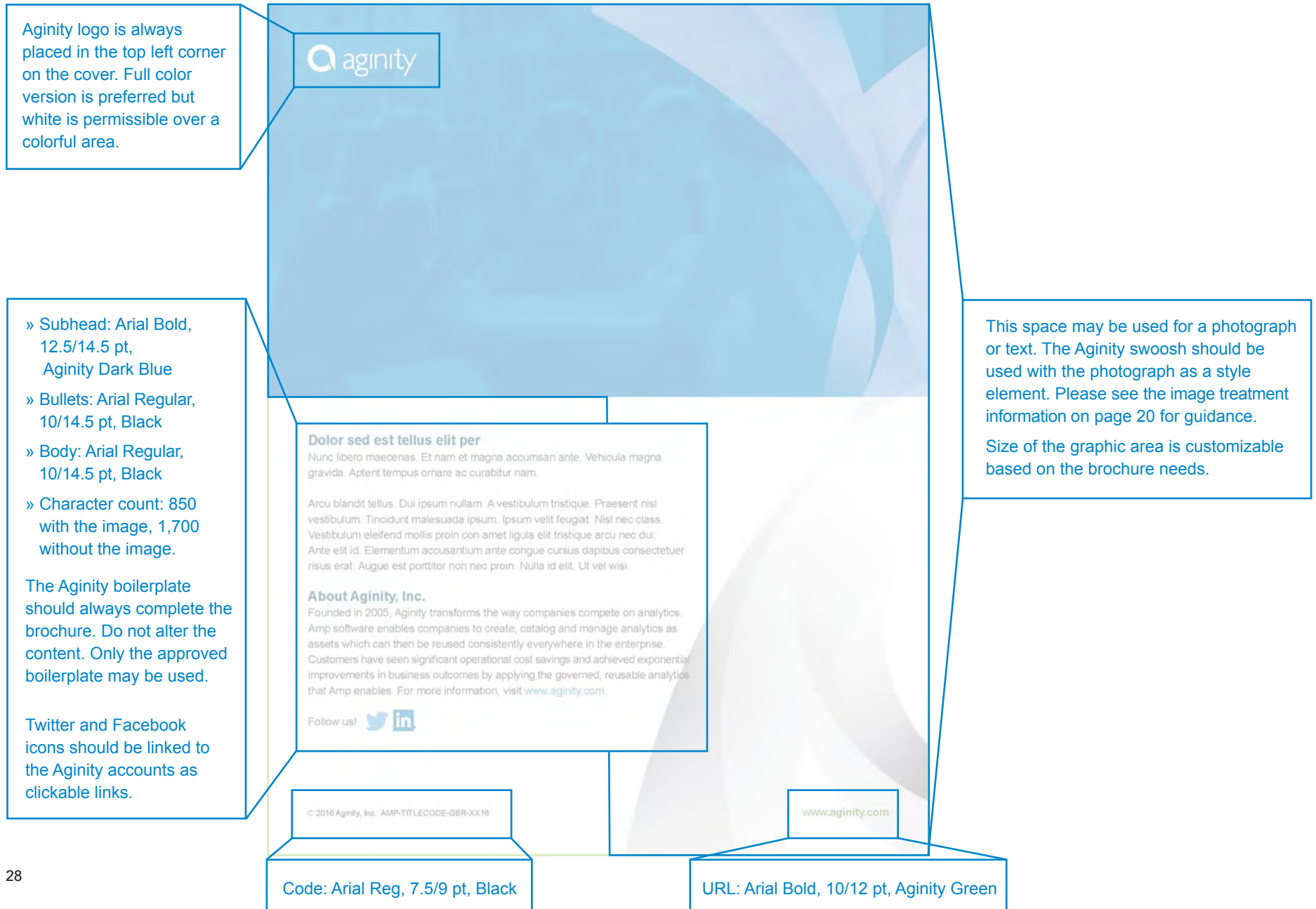
This space may be used for a photograph or text. The Aginity swoosh should be used with the photograph as a style element. Please see the image treatment information on page 20 for guidance.

Size of the graphic area is customizable based on the brochure needs.

“After building an analytic warehouse with Aginity Amp, we can finally see customer preferences and behavior across brand and geographies. We can build greater customer loyalty as well as manage campaigns more efficiently.”

– Michael Braine, SVP and CI
Retail and Optical Services
Luxottica Group

Aginity Brand Guidelines — General Brochure Back Cover



Aginity Brand Guidelines — Product Brochure

Brochure Details: Product

- » Brochures may be 2-12 pages in length. If printed, please keep in mind that a page count of 6 must be printed in a tri-fold format which can increase printing costs.
- » The URL in the footer of each page should be hyperlinked
- » Page numbers should be used when there are more than 2 pages – Arial Bold 10/12 point, Aginity Green. Page count begins on page 2.
- » LinkedIn and Twitter icons should be linked to the Aginity social media channels
- » Graphics should be primarily screen shots. Screenshots may be shown alone or incorporated into a monitor for a more stylized aesthetic. Photography may be used where applicable although it is preferred they are used sparingly. The focus of this marketing asset is product focused rather than general marketing.

There are multiple ways to put together the spread pages. Page designs can be mixed and matched based on content.

Headline goes here jfdajj
Headline goes here

Subhead goes here. Subhead goes here. Subhead goes here. Subhead goes here. Subhead



Aginity Brand Guidelines — Product Brochure Cover

2 lines maximum for the headline and subhead are recommended.

- » Headline: Avenir Roman, 38/41 pt, Aginity Green
- » Character count: 60
- » Subhead: Arial Regular, 18/21 pt, Aginity Dark Blue
- » Character count: 85

Headline goes here jfdajj
Headline goes here

Subhead goes here. Subhead goes here. Subhead goes here. Subhead goes here. Subhead



The Aginity swoosh graphic and stylized monitor with screen shot should be used on the cover.

Please note, Aginity software is not available for iOS. Please make sure monitors are for PCs and not Apple products.

Screenshots can be displayed in monitors or as a standalone screenshot inside the brochure.

Aginity logo is always placed in the bottom left corner on the cover



Aginity Brand Guidelines — Product Brochure Spread

The headline should be used on the first page of the spreads. If there is no headline in following spreads it may be eliminated.

- » Headline: Avenir Roman, 33/37 pt, Aginity Green
- » Character count: 60

Headline to go here. Headline to go here. Headline to go here. Headline

Content can be broken up using screenshots. They can be shown simply with a 1 point Aginity Green keyline or in a PC monitor. Captions: Arial Bold, 9/11 pt, Aginity Green

Aginity swoosh graphic may be used on here. Other pages may use various portions of the brand graphic.

The callout box may be used for content or quote.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 10/14 pt, Aginity Blue
- » Bullets: Arial Regular, 10/14 pt, Aginity Blue
- » Character count: 425

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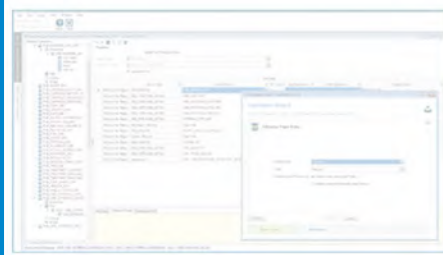
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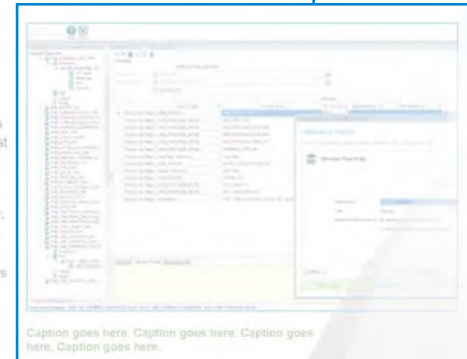
Arcu blandit tellus. Dui ipsum nullam. A vestibulum tristique. Praesent nisi vestibulum. Tincidunt malesuada ipsum. Ipsum velit feugiat. Nisi nec class. Vestibulum eleifend mollis proin con amet ligula elit tristique arcu nec dui. Ante elit id. Elementum accumsantium ante congue cursus dapibus consectetur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

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Caption goes here. Caption goes here. Caption goes here. Caption goes here.

Arial Bold, 10/12 pt, Aginity Green

Arial Bold, 10/12 pt, Aginity Green

Arial Bold, 10/12 pt, Aginity Green

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue » Bullets: Arial Regular, 10/14.5 pt, Black » Body: Arial Regular, 10/14.5 pt, Black
- » Character count left: 990, 1,650 without the image » Character count right: 1,320 with the image, 2,000 without the image

Aginity Brand Guidelines — Product Brochure Spread

The headline should be used on the first page of the spreads. If there is no headline in following spreads it may be eliminated.

- » **Headline:** Avenir Roman, 37/36 pt, Aginity Green
- » **Character count:** 60

The callout box may be used for content or quote.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 10/14 pt, Aginity Blue
- » Bullets: Arial Regular, 10/14 pt, Aginity Blue
- » Character count: 425

Headline to go here. Headline to go here. Headline to go here. Headline

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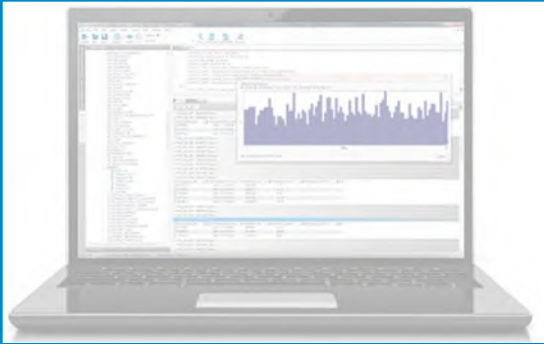
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Arial Bold, 10/12 pt,
Aginity Green

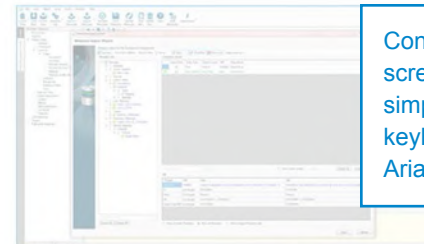
4

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black » Character count: 900
- » Content can be broken up using graphics.

www.goinfinity.com

Arial Bold, 10/12 pt, Aginity Green

The screenshot shows the Microsoft Excel application window. The title bar reads "C:\Program Files\Microsoft Office\Office12\Excel". The menu bar includes File, Edit, Format, Tools, Window, and Help. The toolbar contains icons for saving, opening, printing, and other standard functions. The spreadsheet area displays a table with a blue header row. The first column contains text labels, and the subsequent columns contain numerical data. The status bar at the bottom indicates "Page: 1 of 1" and "Total: 1 of 1".



www.aginity.com

This space may be used for a graphics or text. The Aginity swoosh may be used as a style element. Size of the graphic area is customizable based on the brochure needs.

Size of the graphic area is customizable based on the brochure needs.

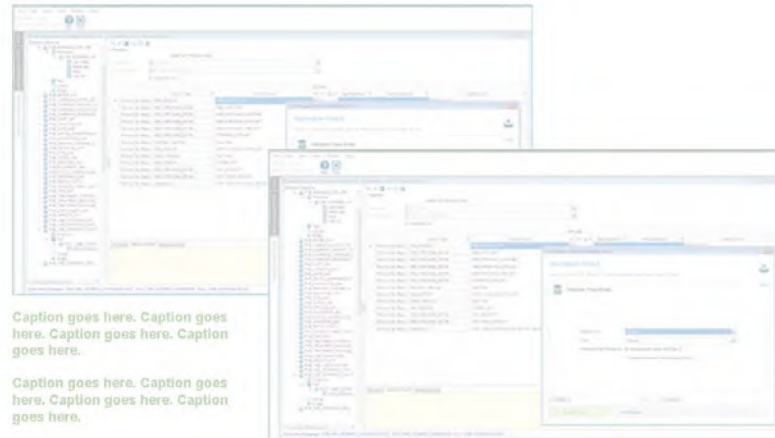
Content can be broken up using screenshots. They can be shown simply with a 1 point Aginity Green keyline or in a PC monitor. Captions: Arial Bold, 9/11 pt, Aginity Green

5

Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Product Brochure Back Cover

Aginity logo is always placed in the top left corner on the back cover. Full color version is preferred but white is permissible over a colorful area.



Caption goes here. Caption goes here. Caption goes here.

Caption goes here. Caption goes here. Caption goes here.

» Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue

» Bullets: Arial Regular, 10/14.5 pt, Black

» Body: Arial Regular, 10/14.5 pt, Black

» Character count: 900 with the screenshots, 2,000 without images.

The Aginity boilerplate should always complete the brochure. Do not alter the content. Only the approved boilerplate may be used.

Twitter and Facebook icons should be linked to the Aginity accounts as clickable links.

Dolor sed est tellus elit per

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

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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!



© 2015 Aginity, Inc. AMP-TITLECODE-PBR-X018

Code: Arial Reg, 7.5/9 pt, Black

This space may be used for a graphics or text. The Aginity swoosh may be used as a style element. Size of the graphic area is customizable based on the brochure needs.

Size of the graphic area is customizable based on the brochure needs.

www.aginity.com

URL: Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Case Study

About a Case Study

Case studies and customer testimonials can be the most powerful tools in marketing. Not only do they tell a story, but it is a way for customers to better understand and identify with a concept and how it may relate to their business.

This case study template is used to show how a customer applied Aginity's software and/or services. A brief business challenge, successful solution and results should be highlighted for quick executive review in the sidebar. Proper approvals from the customer must be obtained before their story and name are referenced. If a customer does not want their name used, a "blind case study" may be developed using this template.

Case Study Details


- » Illustration may be used to represent statistics or photography (see photograph guidance on [page 20](#)) may be used when applicable
- » Stories may be 2-4 pages in length
- » The URL in the footer of each page should be hyperlinked
- » Page numbers should be used when there are more than 2 pages – Arial Bold 10/12 point, Aginity Green. Page count begins on page 2.
- » LinkedIn and Twitter icons should be linked to the Aginity social media channels



Aginity Brand Guidelines — Case Study

Customer industry goes here.

INDUSTRY



Aginity logo is always placed in the top right corner on the cover

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» **Headline:** Avenir Roman, 28/27 pt, Aginity Green

» **Character count:** 60

» **Subhead:** Arial Regular, 14/19 pt, Aginity Dark Blue

» **Character count:** 140

Section should be quick stats for executive review rather than a quote or standard callout. Lines should be used above and below the callout box.

» **Line weight** .75, Aginity Blue, Offset .3125 above, .25 below

» **Subhead:** Arial Bold, 9.5/14 pt, Aginity Blue

» **Bullets:** Arial Regular, 9.5/14 pt, Aginity Blue

» **Character count:** 480

Challenges

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- » Lorem ipsum dolor sit amet sit. Nulla aliquam auctor. Lorem nullam curabitur ipsum vesti.

Solution

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- » Lorem ipsum dolor sit amet sit. Nulla aliquam auctor. Lorem nullam curabitur ipsum vesti.

Results

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» **Subhead:** Arial Bold, 12.5/14.5 pt, Aginity Dark Blue

» **Bullets:** Arial Regular, 10/14.5 pt, Black

» **Body:** Arial Regular, 10/14.5 pt, Black

» **Character count:** 1,630

Cropped swoosh graphic should be used on here. Other pages may use various portions of the full brand graphic.

www.aginity.com

Aginity URL. Hyperlink to aginity.com. Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Case Study

This space may be used for a callout or a quotation.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 9.5/14 pt, Aginity Blue
- » Bullets: Arial Regular, 9.5/14 pt, Aginity Blue
- » Character count: 360

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Illustrative image or
photography may be used
where applicable.



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Cropped swoosh graphic should be used on here. Other pages may use various portions of the full brand graphic.

Arial Bold, 10/12 pt, Aginity Green

Arial Bold, 10/12 pt, Aginity Green

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count: 1,450 with the image, 2,115 without.

Aginity Brand Guidelines — Case Study

This space may be used for a callout or a quotation.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 9.5/14 pt, Aginity Blue
- » Bullets: Arial Regular, 9.5/14 pt, Aginity Blue
- » Character count: 480

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- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count: 1,830

Cropped swoosh graphic should be used on here. Other pages may use various portions of the full brand graphic.

www.agility.com

Aginity URL. Hyperlink to aginity.com. Arial Bold, 10/12 pt, Aginity Green

Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Case Study

This space may be used for a photograph or story text.

Size of the graphic area is customizable based on the story needs.

This space may be used for a callout or a quotation.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 9.5/14 pt, Aginity Blue
- » Bullets: Arial Regular, 9.5/14 pt, Aginity Blue
- » Character count: 360

Cropped swoosh graphic should be used on here. Other pages may use various portions of the full brand graphic.



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Customer boilerplate and info

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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!



- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count: 1,200 with the image and 2,100 without the image.

This area may be used to promote the customer company boilerplate or mission content. If the case study is a blind case study, please delete this paragraph.

The Aginity boilerplate should always complete the story. Do not alter the content. Only the approved boilerplate may be used.

Twitter and Facebook icons should be linked to the Aginity accounts as clickable links.

[www.aginity.com](#)

© 2016 Aginity, Inc. / AMP: COMPANY NAME CS-XX16



URL: Arial Bold, 10/12 pt, Aginity Green / Code: Arial Reg, 7.5/9 pt, Black

Aginity logo is always placed in the bottom right corner on the back

Aginity Brand Guidelines — Sell Sheet

About a Sell Sheet

A sell sheet is a one to two-page marketing asset commonly used to promote a product or service. A sell sheet should highlight the benefits of your product at a high level and typically compliments other marketing materials to encourage a customer to make a purchase or take the next step in the sales cycle.

Sell Sheet Details

- » Illustrative diagrams may be used to represent product relationships, statistics or pertinent information.
- » Typically 1-2 pages in length
- » The URL in the footer of each page should be hyperlinked
- » Page numbers should be used when there are more than 2 pages – Arial Bold 10/12 point, Aginity Green. Page count begins on page 2.
- » LinkedIn and Twitter icons should be linked to the Aginity social media channels



Aginity Brand Guidelines — Sell Sheet

This cropped swoosh graphic should be used on p. 1. Other pages may use various portions of the full graphic. If asset is only 1 page you can add a cropped portion of the graphic at the bottom to anchor the page.

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- » Headline: Avenir Roman, 31/34 pt, Aginity Green
- » Character count: 55

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Callout space can be used in a variety of ways. Bullets, quote, graphic are all acceptable options.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 10/14 pt, Aginity Blue
- » Bullets: Arial Regular, 10/14 pt, Aginity Blue
- » Character count: 550

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count: 1,555

www.aginity.com



Aginity logo is always placed in the bottom right corner

Aginity URL. Hyperlink to aginity.com. Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Sell Sheet

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count: 1830

Cropped swoosh graphic should be used on here. Other pages may use various portions of the full brand graphic.

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About Aginity, Inc.
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Follow us!



Callout space can be used in a variety of ways. On the back of this template this space is reserved for the Aginity boilerplate.

The Aginity boilerplate should always complete the brochure. Do not alter the content. Only the approved boilerplate may be used.

Twitter and Facebook icons should be linked to the Aginity accounts as clickable links.

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
- » Subhead: Arial Bold, 10/14 pt, Aginity Blue
- » Bullets: Arial Regular, 10/14 pt, Aginity Blue
- » Character count: 405

Aginity logo is always placed in the bottom right corner

www.aginity.com
© 2016 Aginity, Inc. AMP-TITLECODE-SS-XXX16



URL: Arial Bold, 10/12 pt, Aginity Green / Code: Arial Reg, 7.5/9 pt, Black

Aginity Brand Guidelines — Technical Brief

About a Technical Brief

A technical brief is a one to two-page marketing asset which is written for an audience with an understanding of a specific technology. Briefs focus on key features and specifications of a product and provide supplementary details to be used with other marketing materials in the sales cycle.

Technical Brief Details

- » Illustrative diagrams may be used to represent product relationships, statistics or pertinent information.
- » Typically 1-2 pages in length
- » The URL in the footer of each page should be hyperlinked
- » Page numbers should be used when there are more than 2 pages – Arial Bold 10/12 point, Aginity Green. Page count begins on page 2.
- » LinkedIn and Twitter icons should be linked to the Aginity social media channels

The image displays a technical brief template for Aginity Amp. It features a central diagram titled "Aginity Amp Usage Approach" which is a circular flowchart. The flow starts with "Data Ingestion" (Data Managed Service), moves to "Analytic Development" (Analytic Development Managed Service), then to "Analytic Consumption" (Premium Support Service), and finally to "Knowledge Base" (E-Learning). The diagram is flanked by "Aginity Services and Adoption Cycle" on both sides. Below the diagram is a "Learning and Support" section with links to Classroom, Training, Forums, Documentation, and E-Learning. The main body of the brief contains placeholder text in various sizes and weights, including a header section with a title "Amet eleifend phasellus con suspendisse vivamus. Elit risus dui." and a sub-header "Vestibulum imperdiet diam pede pede justo. Quis massa integer." The footer includes the Aginity logo, the URL "www.aginity.com", and a code "CODE-TB-XX17".

Aginity Brand Guidelines — Technical Brief

Aginity logo is always placed in the top right corner

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» Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
» Bullets: Arial Regular, 10/14.5 pt, Black
» Body: Arial Regular, 10/14.5 pt, Black
» Character count: 1,110

» Headline: Avenir Roman, 29/30 pt, Aginity Green
» Character count: 70
» Subhead: Arial Regular, 16/25 pt, Aginity Dark Blue
» Character count: 60

Chart content is a treated similarly to a callout block but should be part of the text box space rather than set apart. If you do not have content for a chart this area should be treated like standard body text.
» Line weight .75, Aginity Blue, Offset .3125 above, .25 below
» Subhead: Arial Bold, 9.5/14 pt, Black
» Bullets: Arial Regular, 9.5/14 pt, Black
» Character count: 530

This Aginity swoosh graphic should be used on p. 1. to anchor the page. Other pages may use various portions of the full graphic.

www.aginity.com

Aginity URL. Hyperlink to aginity.com. Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Technical Brief

Aginity logo is always placed in the top right corner

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This template flows text in 2 columns. It is recommended that content is kept brief so that a reader has less area to scroll up and down through when reading on screen.

» Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue

» Bullets: Arial Regular, 10/14.5 pt, Black

» Body: Arial Regular, 10/14.5 pt, Black

» Character count: 1,845

This space may be used for a callout or a quotation.

» Line weight .75, Aginity Blue, Offset .3125 above, .25 below

» Subhead: Arial Bold, 9.5/14 pt, Aginity Blue

» Bullets: Arial Regular, 9.5/14 pt, Aginity Blue

» Character count: 480

This Aginity swoosh graphic should be used on p. 1. to anchor the page. Other pages may use various portions of the full graphic.

www.aginity.com

Aginity URL. Hyperlink to aginity.com. Arial Bold, 10/12 pt, Aginity Green

Aginity Brand Guidelines — Technical Brief

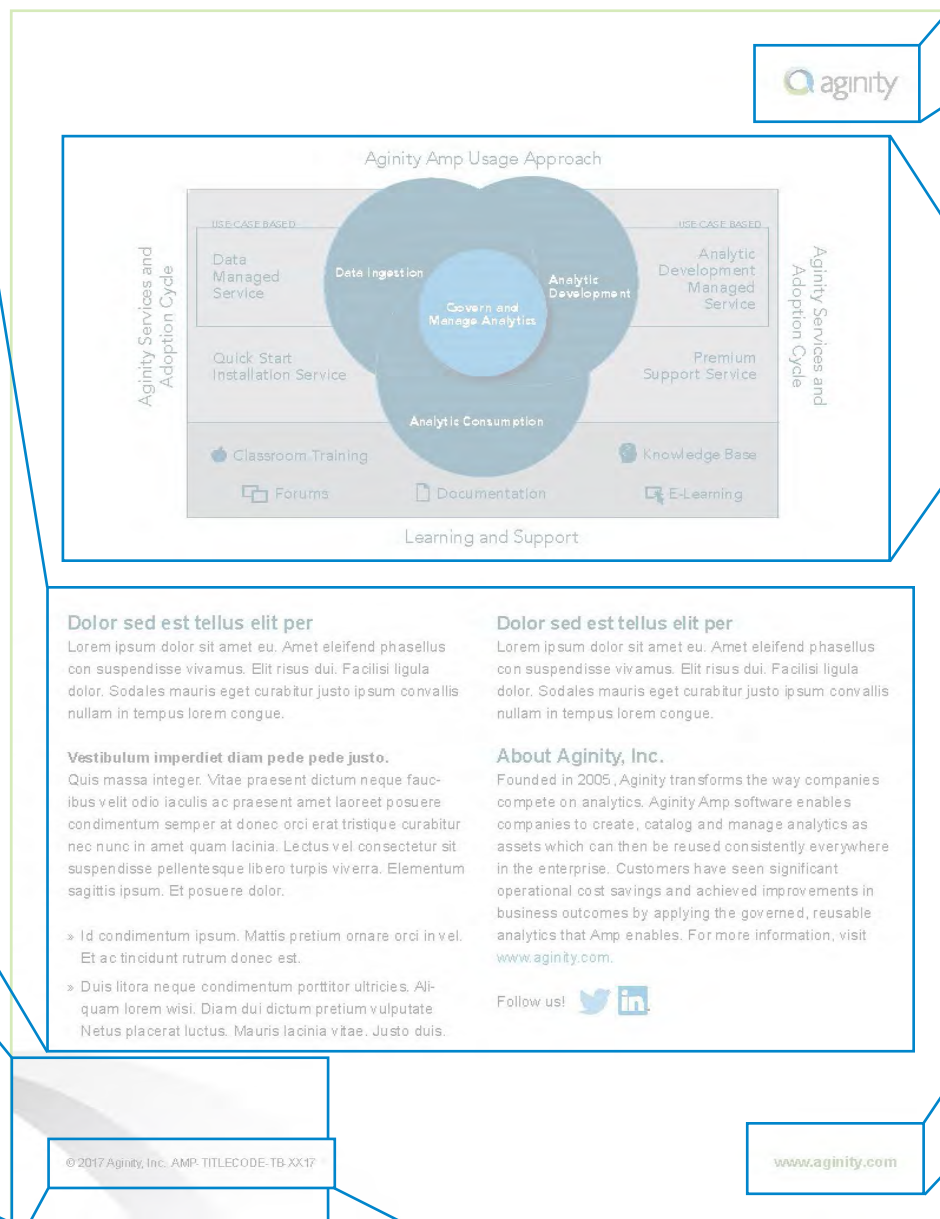
This template flows text in 2 columns. It is recommended that content is kept brief so that a reader has less area to scroll up and down through when reading on screen.

The Aginity boilerplate should always complete the brochure. Do not alter the content. Only the approved boilerplate may be used.

Twitter and Facebook icons should be linked to the Aginity accounts as clickable links.

- » Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue
- » Bullets: Arial Regular, 10/14.5 pt, Black
- » Body: Arial Regular, 10/14.5 pt, Black
- » Character count: 1,330 with the image and 2,565 without an image.

Cropped swoosh graphic should be used on here. Other pages may use various portions of the full brand graphic.



Aginity logo is shown in the top right corner

This space may be used for a diagram or text.

Aginity URL. Hyperlink to aginity.com
 Arial Bold, 10/12 pt, Aginity Green

www.aginity.com

Code: Arial Reg, 7.5/9 pt, Black

Aginity Brand Guidelines — White Paper

About a White Paper

A white paper is a persuasive, authoritative, in-depth report on a specific topic that presents a problem and provides a solution. White papers are used as part of the sales cycle before the sale is made. White papers do not communicate opinions. They provide facts and are not a sales pitch. A white paper aids the reader in understanding an issue, promoting a particular methodology, or providing information to solve a problem or make a decision. Business to business white papers may be used to generate leads, communicate thought leadership, and/or educate and entice prospective customers.

White Paper Details

- » Illustrative diagrams may be used to represent product relationships, statistics or pertinent information.
- » Typically 6 or more pages in length. White papers with a page count of 4 pages or more should use a table of contents for navigation
- » The URL in the footer of each page should be hyperlinked
- » Page numbers should be used when there are more than 2 pages – Arial Bold 10/12 point, Aginity Green. Page count begins on page 2.
- » LinkedIn and Twitter icons should be linked to the Aginity social media channels



Aginity Brand Guidelines — White Paper



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Lower quantities of water at fully stressed levels (lower rainfall) are also given with lower thresholds of water at 75% of the maximum of the previous year.

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Nel dicembre 2004, la rivista *la Repubblica* pubblicò una intervista a un'attrice di successo, in cui questa affermava di aver fatto un'operazione di lifting. La notizia fu accolta con interesse da tutti i lettori, ma non suscitò particolari polemiche. Tuttavia, quando la stessa attrice, in un'intervista successiva, affermò di aver fatto un'operazione di lifting, la notizia fu accolta con maggiore interesse e suscitò una polemica più accesa. La polemica si sviluppò perché la notizia era stata pubblicata su un giornale di grande diffusione e perché l'attrice era una delle più famose del mondo.

[illegible]

About Aginity, Inc.

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

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Aginity Brand Guidelines — White Paper Cover



Aginity Brand Guidelines — White Paper

Aginity logo is always placed in the top left corner on the left page of the spread.



Callout space

- » Line weight .75, Aginity Blue, Offset .3125 above, .25 below
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Arial Bold, 10/12 pt, Aginity Green

Aginity swoosh graphic may be used on here. Other pages may use various portions of the brand graphic.

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Aginity Brand Guidelines — White Paper Back Cover/Back Page

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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!



» Subhead: Arial Bold, 12.5/14.5 pt, Aginity Dark Blue

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» Character count: 1,550

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Twitter and Facebook icons should be linked to the Aginity accounts as clickable links.

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www.aginity.com

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Aginity Brand Guidelines — Brand Application Examples

Aginity Brand Guidelines — Case Study PowerPoint Slides

Catalina Case Study

One of the world's leading personalized digital media companies, with 1 billion in annual revenue, used Aginity Amp™ to increase the scope and scale of marketing services it offered global CPG brands, retailers and agencies

» Challenges

- » Analytic development was costly, since analytics were re-coded in each application
- » Adding new data sources took months with legacy system
- » Inconsistencies in analytic results slowed decision-making
- » Could not develop combined view of online and offline customer behavior

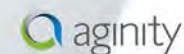


» Solution

- » Aginity Amp software to catalog data and analytic logic for reuse
- » Predictive models developed in SAS® and deployed to IBM® Campaign

» Results

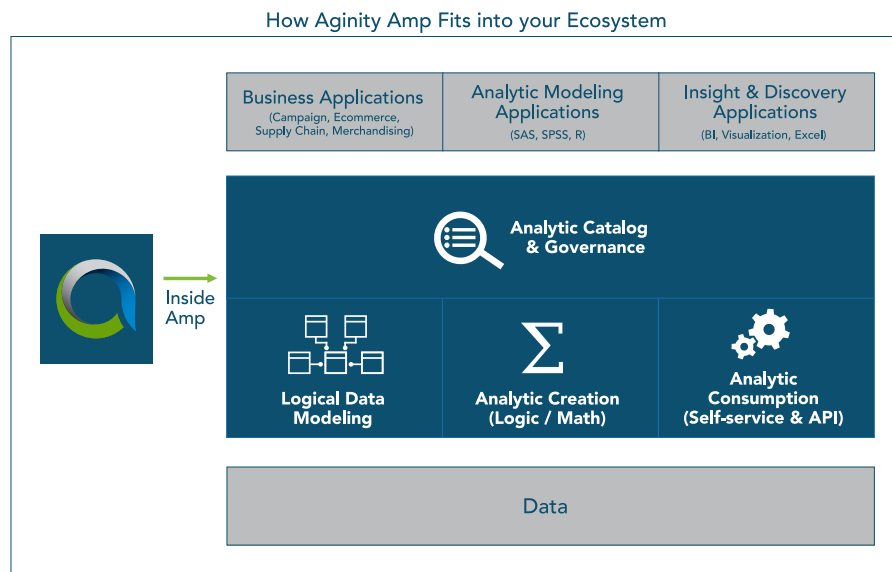
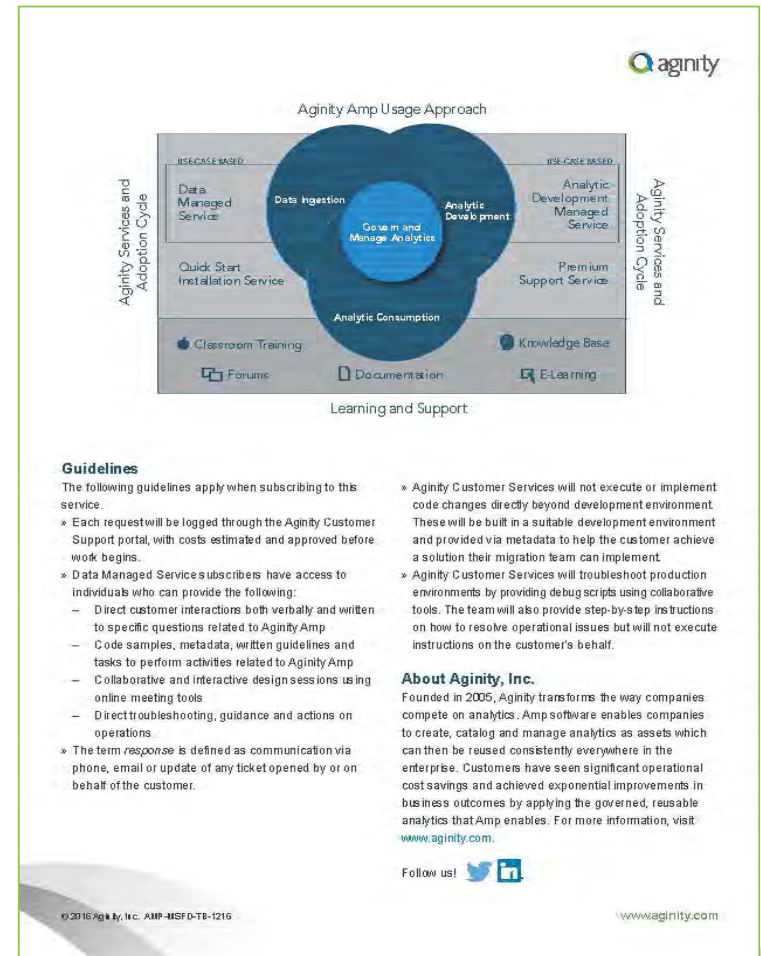
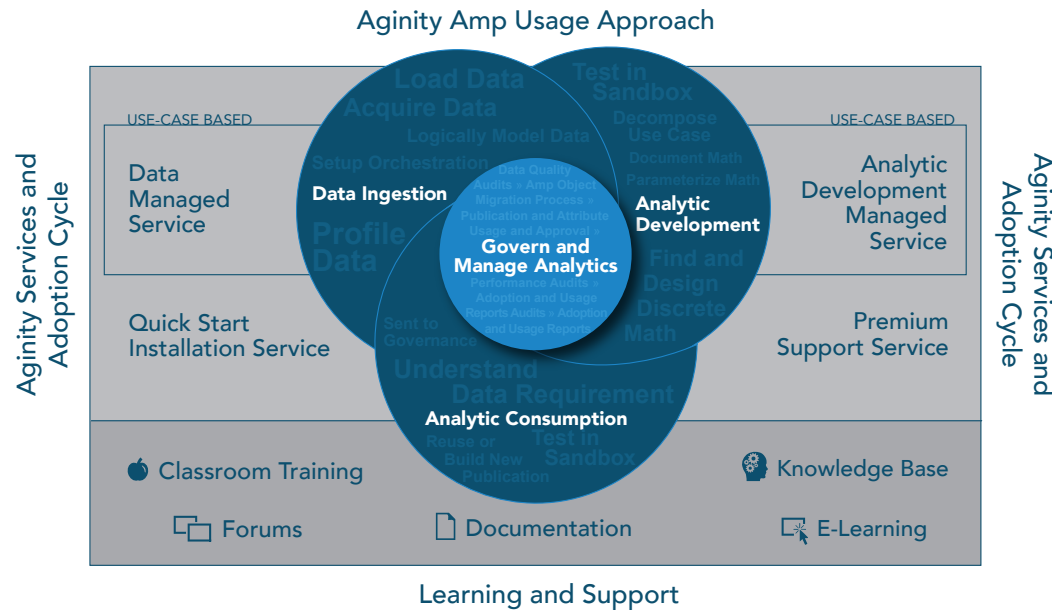
- » Added new data sources and 3,000+ consumer characteristics in weeks, not months
- » Consistent analytic results across applications, organizations and geographies
- » First omnichannel campaign saw 8-10% coupon redemption rate, compared to average rate of 0.5%



Aginity Brand Guidelines — Case Study PowerPoint Slides



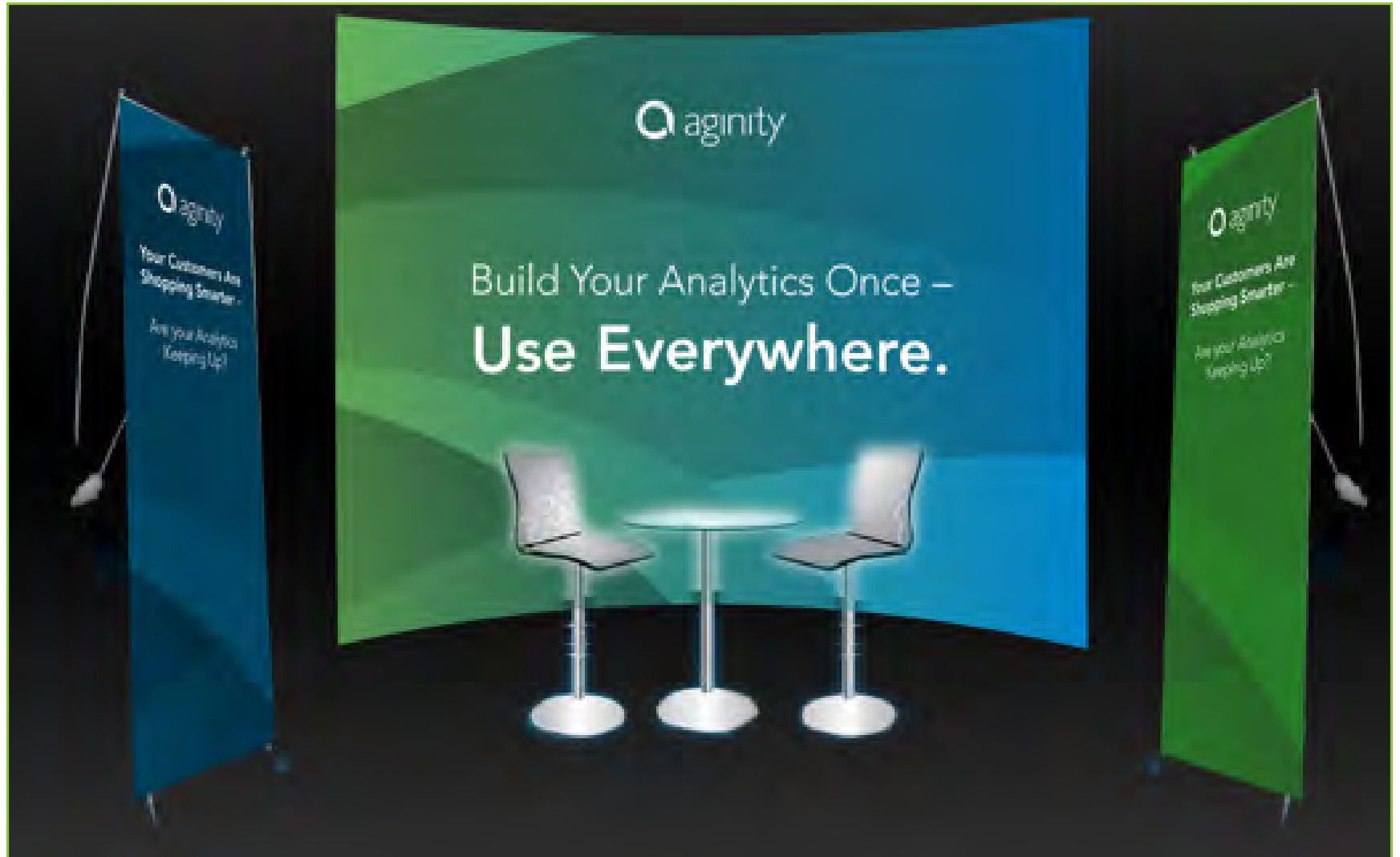
Aginity Brand Guidelines — Diagrams



Aginity Brand Guidelines — Event Signage



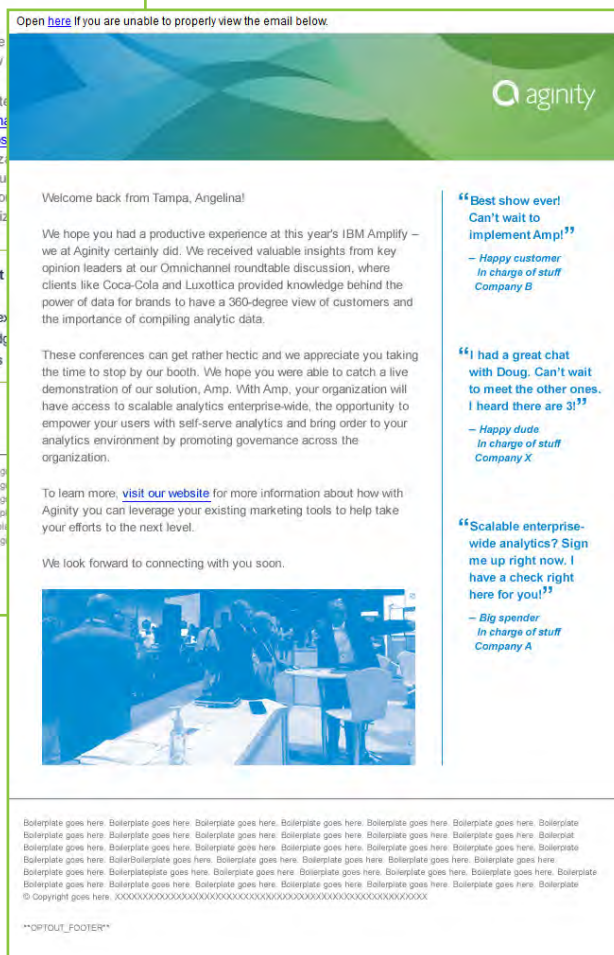
Aginity Brand Guidelines — Event Signage



Aginity Brand Guidelines — HTML Email



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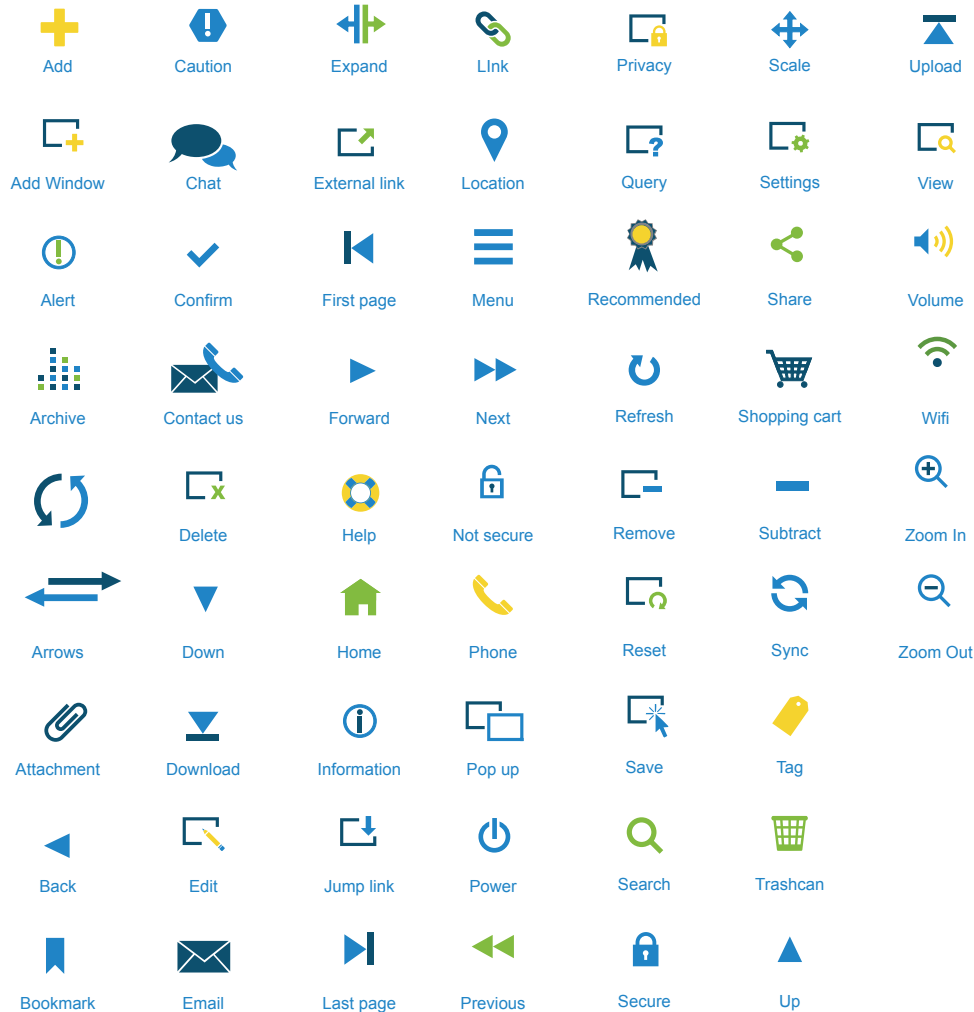
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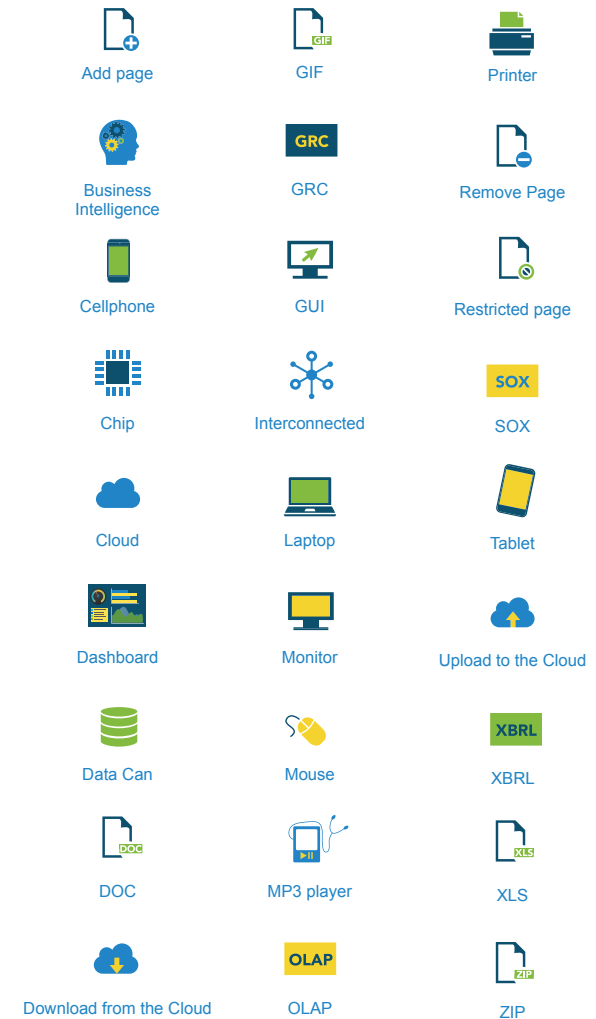
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Aginity Brand Guidelines — Icons

Actions, arrows and controls



Aginity and Software

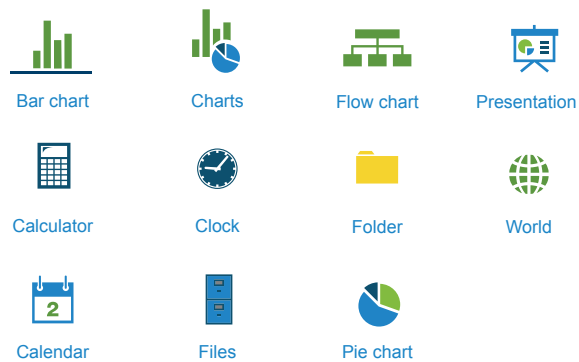


Aginity Brand Guidelines — Icons

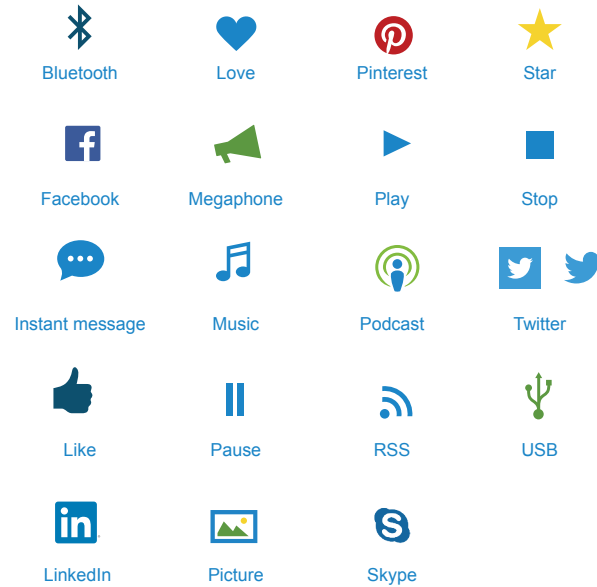
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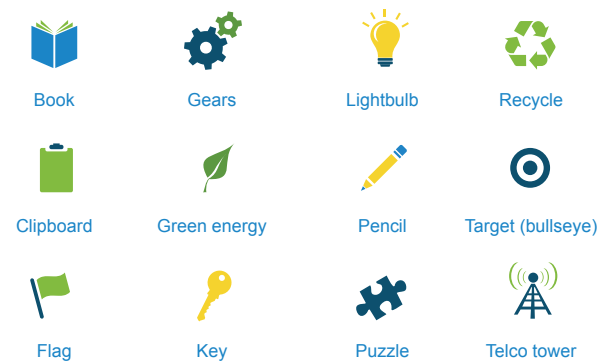
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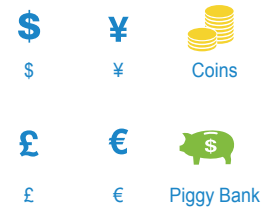
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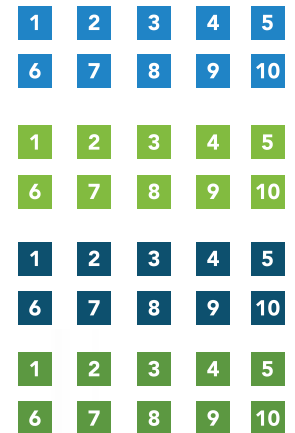
Misc. Objects



Money



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Aginity Brand Guidelines — Infographics

MSP Clouding Your Vision

A global leader in eyewear wanted to see customers more **clearly**

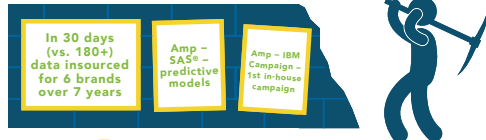
But key data was **walled off**

...in systems managed by MSPs

72 million customers
40+ brands across
130 countries

Aginity Amp™

tore down the walls



...revealed buying behavior



...provided speed, cost savings



3 months (vs 12+) transition
7X number of weekly campaigns
50% = operating costs saved



Aginity Amp...

Provides the analytic agility organizations need



The **analytical development environment** enables data scientists to **leverage a rich set of data and mathematical building blocks...** without the need for SQL or other programming skills

Analytic governance is provided through a **central catalog of reusable assets** that are well documented, versioned and subject to review

Supports analytic memory



Locates and **builds** on previously created analytics

Analytic self-service allows users to and use the resulting output with other reporting or analytic tools independently of IT – delivering both **analytic inheritance** and **analytic agility**

Provides **analytic inheritance**

The **enterprise analytic catalog** centralizes analytic assets and tracks ownership, creation date, version and other metadata



Allows access to analytics

across the enterprise



Analytics services capabilities enable analytic consistency



Aginity Amp™
...revealed buying behavior

#AginityAMP

Aginity Amp™ helped a leader in eyewear see customers more



#AginityAMP



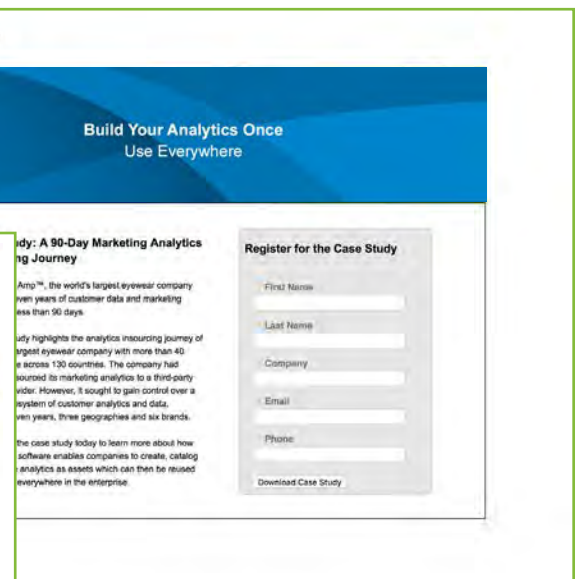
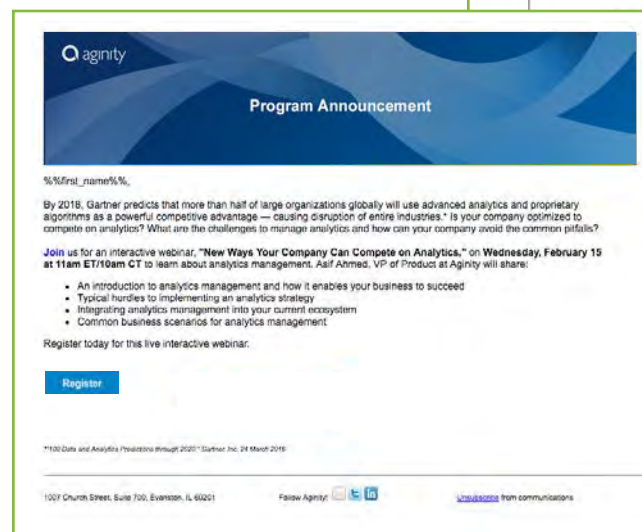
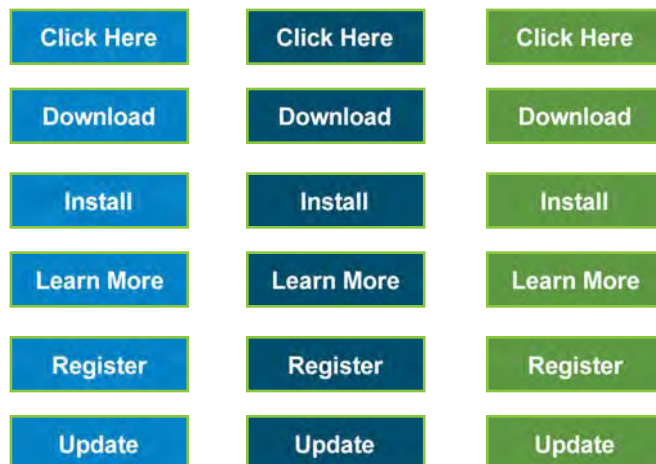
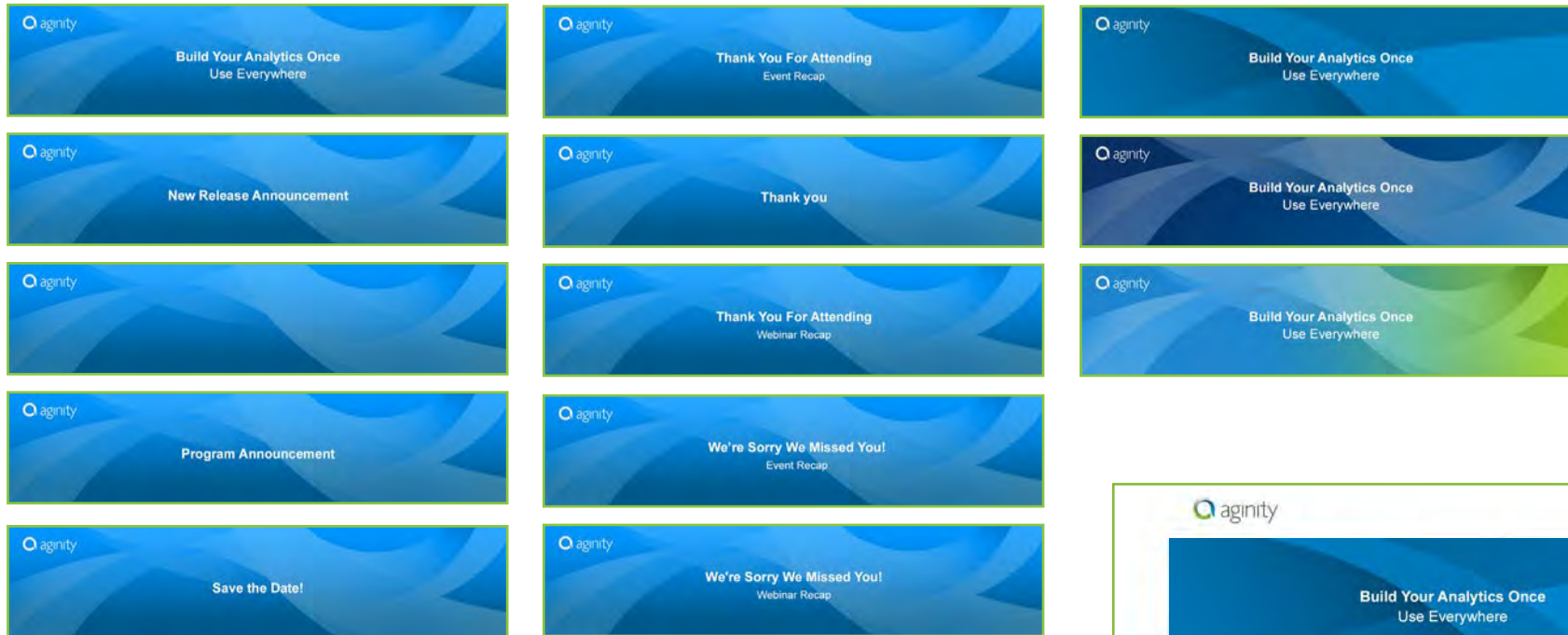
Aginity Amp™

Tore down the walls, revealed buying behavior and provided speed and cost savings for a leader in eyewear.

#AginityAMP



Aginity Brand Guidelines — Pardot Banners Styles and Buttons



Aginity Brand Guidelines — Pardot Emails and Banners



Build Your Analytics Once Use Everywhere

Webinar: New Ways Your Company Can Compete on Analytics

Date: Wednesday, February 15, 2017

Time: 11am ET/10am CT/8am PT

Duration: 30 minutes

Companies waste millions of dollars and thousands of hours on analytics projects that fail each year because analytics must be recorded within multiple applications. It takes weeks to months to build and deploy analytic models and analytic calculations that should be consistent year-over-year inconsistent results. But what if your company could optimize to manage analytics?

Join us for this interactive webinar to learn about analytics management. Asif Ahmed, VP of Product at Aginity will share:

- Introduction to analytics management and how it enables your company to succeed
- Typical hurdles to implementing an analytics strategy
- Integrating analytics management into your current ecosystem
- Common business scenarios for analytics management

Asif Ahmed, VP of Product, Aginity
Asif Ahmed is the VP of Product at Aginity. He has over 15 years of experience leading the development of software for data warehousing, digital marketing and analytics management, with a focus on designing solutions to improve analytics initiatives at Fortune 500 companies. Currently, Asif guides product direction for Aginity Amp, including Aginity's integration with solutions of Aginity business partners IBM, Cloudware and Hironomics. His previous experience includes entrepreneurial success as a co-founder of SaaS- and Cloud-based software companies.

Register

First Name *
Last Name *
Company *
Job Title *
Email *
Phone Number *

SCHEDULE AMP DEMO




Build Your Analytics Once Use Everywhere

Sign up for a demo of Aginity Amp™ 2.5. Complete the form and an Aginity product expert will be in touch shortly to schedule a demo with you and your team.

First Name *
Last Name *
Company *
Job Title *
Email *
Phone Number *

SCHEDULE AMP DEMO



Build Your Analytics Once Use Everywhere

%%first_name%%,

By 2018, Gartner predicts that more than half of large organizations globally will use advanced analytics and proprietary algorithms as a powerful competitive advantage — causing disruption of entire industries. Is your company optimized to compete on analytics? What are the challenges to manage analytics and how can your company avoid the common pitfalls?

Join us for an interactive webinar, "New Ways Your Company Can Compete on Analytics," on **Wednesday, February 15 at 11am ET/10am CT** to learn about analytics management. Asif Ahmed, VP of Product at Aginity will share:

- An introduction to analytics management and how it enables your business to succeed
- Typical hurdles to implementing an analytics strategy
- Integrating analytics management into your current ecosystem
- Common business scenarios for analytics management

Register today for this live interactive webinar.

Register

*100 Data and Analytics Professionals through 2021 | Gartner, Inc. 24 March 2016

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Build Your Analytics Once Use Everywhere

Case Study: A 90-Day Marketing Analytics Insourcing Journey

With Aginity Amp™, the world's largest eyewear company insourced seven years of customer data and marketing analytics in less than 90 days.


This case study highlights the analytics insourcing journey of the world's largest eyewear company with more than 40 brands active across 130 countries. The company had formerly outsourced its marketing analytics to a third-party services provider. However, it sought to gain control over a complex ecosystem of customer analytics and data, spanning seven years, three geographies and six brands.

Register for the case study today to learn more about how Aginity Amp software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise.

Register for the Case Study

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[Download Case Study](#)

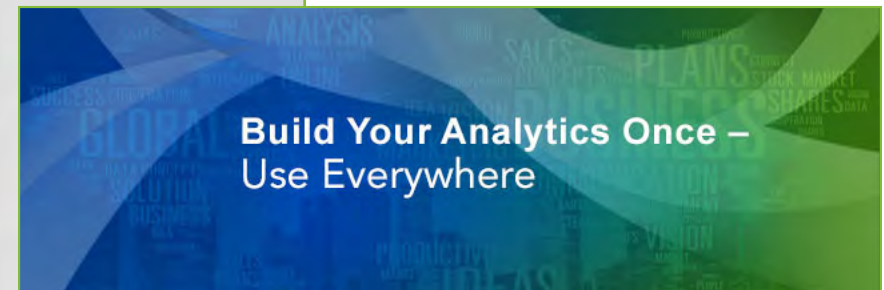
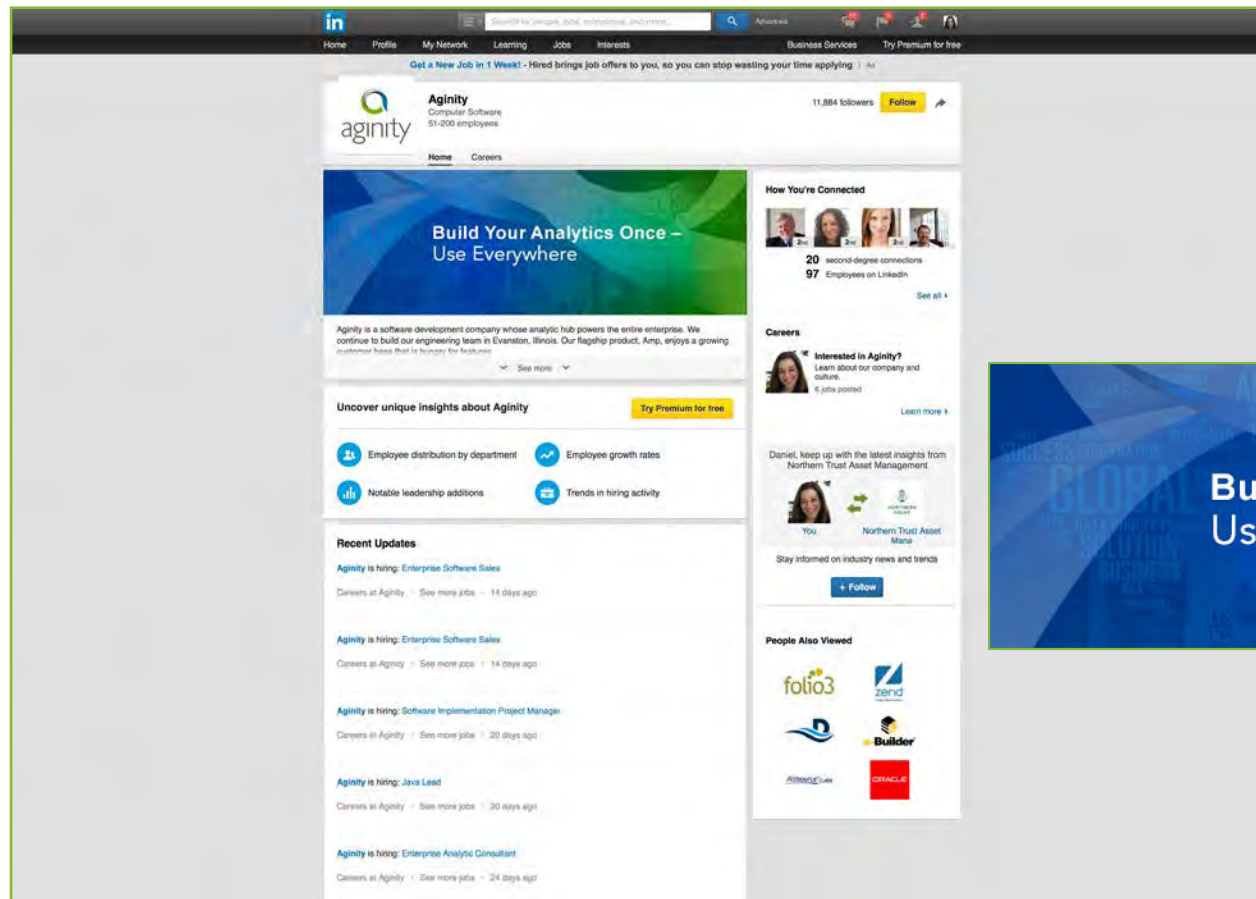


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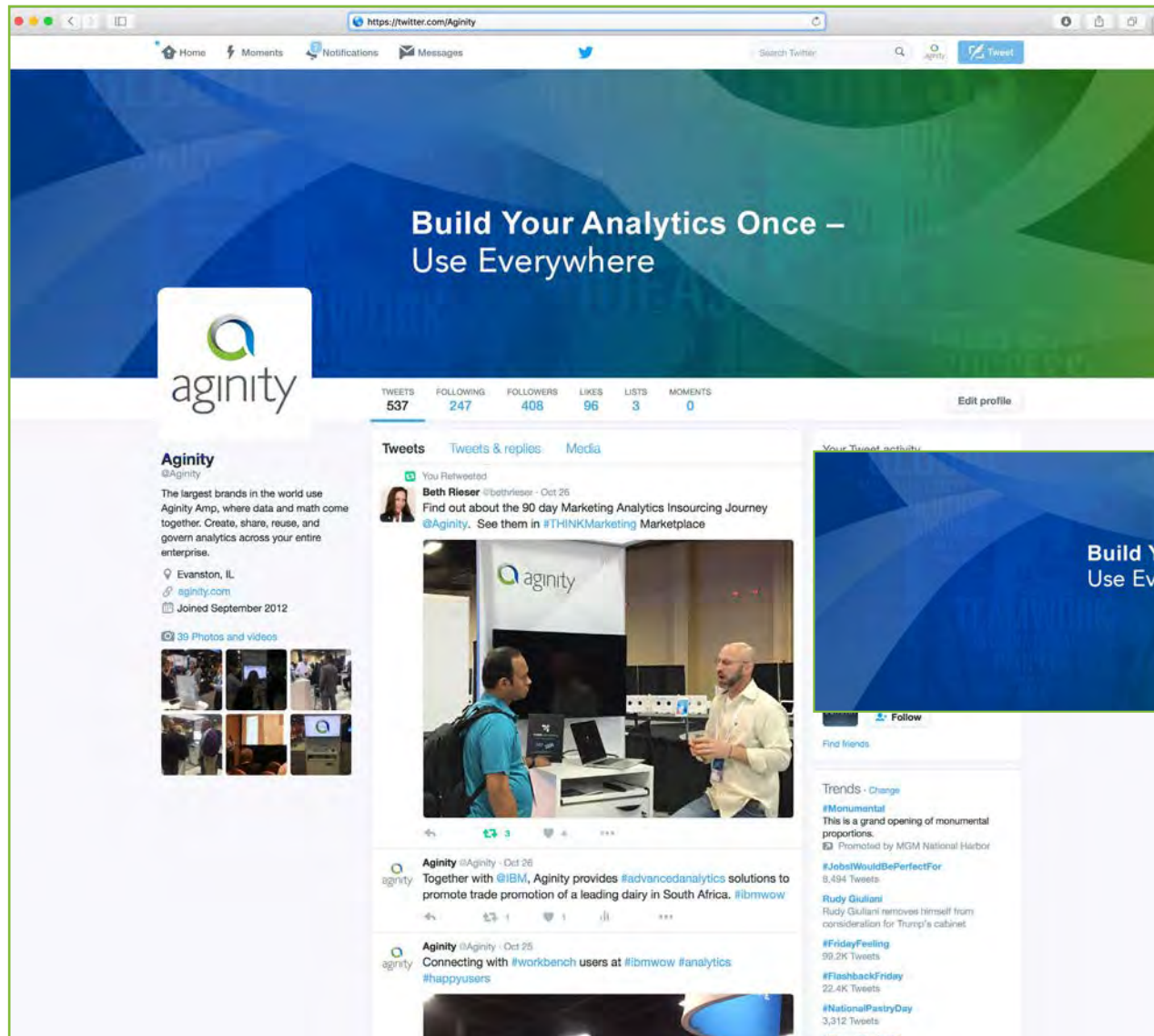
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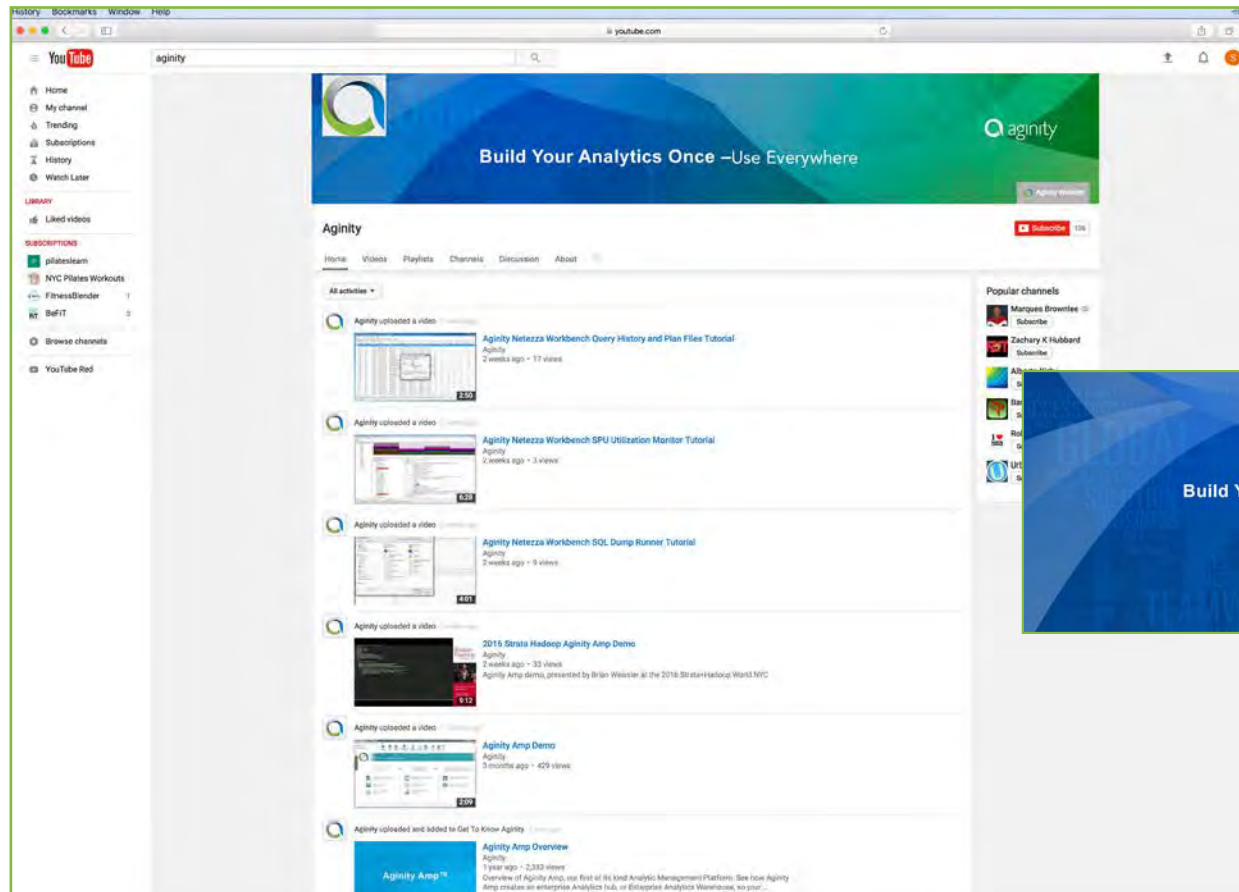
Aginity Brand Guidelines — Social Media: LinkedIn



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Aginity Brand Guidelines — Web Site

