

## **BRANDING GUIDELINES**

Our visual identity system has been specifically designed to represent our organization. It is a reflection of our operations, our people, our values, our ambitions, and our personality as a brand.

This document provides guidance for successful implementation and use of the visual identity to ensure consistent application across all aspects of our business.

The following pages will guide you through the core visual identity elements. They will assist you in designing and producing compelling communication with a degree of creative flexibility.

## **LOGOS**

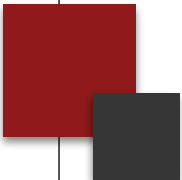
Logos are the touchstone of the brand and one of the most valuable assets. We must ensure proper usage of the logo.

**MINIMUM SIZE:** The minimum size of the logo must be no smaller than 100 px wide or 2.65 cm on printed materials.

**CLEAR ZONE:** The minimum required clear space around the logo must be equal to the x-height

For all permitted uses of our trademarks, you may not:

- Alter our logos in any way. Do not redesign or redraw the logo by any means.
- Place a logo in such close proximity to other content that is indistinguishable.
- Make our logo the most distinctive or prominent feature on your website, printed material, or other content.
- Use our logo in a way that is harmful, deceptive, obscene, or otherwise objectionable to the average person.



- Use our logo on websites or other places containing content associated with hate speech, pornography, gambling, or illegal activities.
- Use our logos to, or in connection with, content that disparages us or sullies our reputation.

## COLOR GUIDELINES

Colors are one of the most important representations of a brand, as they make an instant impact on the viewer. Specific colors have been selected to represent identities and to help establish immediate brand recognition. In order to maintain the integrity of the brand, these colors must be used consistently across printing processes and digital display. In addition to the colors below, black and white may also be used.

- CMYK: This 4-color system is used for full color printing, also known as Process printing.
- RGB: The (Red, Green, Blue) color system is meant specifically for screen display.
- LAB: Lab color space is used when graphics for print have been converted from RGB to CMYK.
- HSB: The hue, saturation, and brightness system is the representation of points in an RGB color model used by color pickers.
- HEX: The web color system is meant specifically for online use.



CMYK: 0 83 81 44  
RGB: 144 25 27  
HEX: #90191B



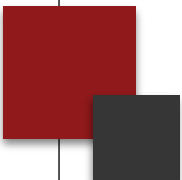
CMYK: 24 10 12 0  
RGB: 193 209 214  
HEX: #C1D1D6



CMYK: 0 0 0 20  
RGB: 209 211 212  
HEX: #D1D3D4



CMYK: 0 0 0 90  
RGB: 62 62 63  
HEX: #414042



## FONT GUIDELINES

Although fonts do not have as much of an impact on brand recognition, it does help and so does being consistent in our work. These fonts have been chosen and should be used as the primary fonts for most projects. They can be downloaded for free by visiting [www.fontsquirrel.com](http://www.fontsquirrel.com).

Poppins

*Italianno* (accents only)

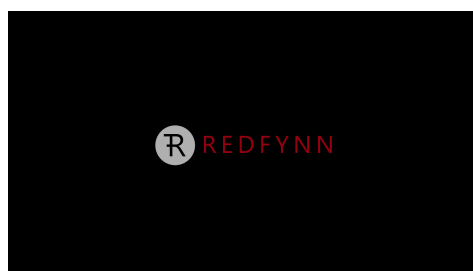
## STATIONARY

### BUSINESS CARDS

Business cards will be made in standard size format (3.5in x 2in) and will conform to one of the two below designs. The first front side option is a white background with black text, and the second is a black background with light gray text. The font used is Poppins, and the RedFynn solo red logo is used. Information included will be employee name, position, phone, and e-mail, along with the support line phone number and extension. Examples are shown here:



The back side of the cards is the same for both - black with the red RedFynn logo. Example is shown here:



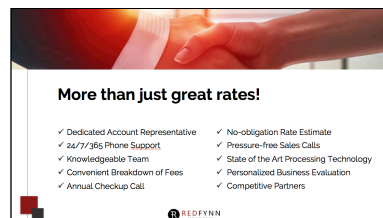
## E-MAIL SIGNATURE

The e-mail signature should follow the format/coloring outlined here. Font used should be Verdana, with all weights being normal aside from the employee name which should be bold. The employee name should be in the company red color and be set to "Normal" size, with all other text being gray at "Normal" size. All social media icons should be red with links to the sites they refer to. All image files can be found on the company share drive. An e-mail signature sample is shown here:



## POWERPOINT TEMPLATES

Use the PowerPoint templates provided that offer varying slide layouts. Several of these are shown below:



## VOICE AND TONE

One way to empower our content to go with our culture is by being aware of our voice and tone in our writing. This section explains the difference between our voice and tone, and lays out the elements of each as they apply to RedFynn.

Before you begin writing anything for RedFynn, it's important to think about our clients and who will be reading what you are writing. Though our voice doesn't change much, our tone adapts to our clients' feelings.

### VOICE

RedFynn's voice is a human. It's familiar, friendly, and straightforward. Our priority is explaining our products and services in a way which is easy to understand in an industry which is not. We want to educate our clients without patronizing or confusing them.

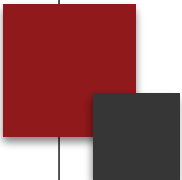
### TONE

RedFynn's tone is usually pretty informal, but it is always more important for us to be clear than entertaining. When you are writing, consider the client's state of mind and what their thoughts might be on a particular product or subject.

RedFynn has a sense of humor, so feel free to be funny when is appropriate and when it comes naturally to you. Yes, we even use a few made up words throughout our documents, but it just adds to the culture of RedFynn and who we are. If you are unsure about when to be funny, keeping a straight face and providing strictly information or education is probably best.

A couple key elements to keep in mind are:

- **Active Voice.** Use active voice. Avoid passive voice at all costs.
- **Write positively.** Use positive language rather than negative language.



## **PHONE NUMBERS**

All phone numbers should be written/listed using the following format:

- Without extension: (877) 928-0305
- With extension: (877) 928-0305 x 2

## **GENERAL CONSIDERATIONS**

### **A**

- Abbreviations: Unless a term and its abbreviations are so ubiquitously well-known and interchangeable (for example, JPEG), spell out the complete term for the first time it is used and include the abbreviation in parentheses; for example, pay-per-click (PPC).
  - ACH Processing: ACH is always capitalized.
  - Automated Teller Machine (ATM): Capitalize ATM always.

### **B**

- B2B: Use all caps, do not use “b-to-b” or “B-to-B.”
- BROADBAND: one word; no capitals.

### **C**

- CELLPHONE: all one word, but mobile phone is two words
- CLICK-THROUGH: one word, hyphenated.
- COMPANY NAMES: While we try to respect all companies’ rights to control the spelling and punctuation of their names, our main responsibility is to retain readability. For this reason, please follow standard grammar rules for spelling company names (capitalize the first letter, but all other letters are lower-cased).
  - Companies are an entity and should be referred to as an “it” and not a “they”.

- **COMMAS:** Put commas between the last two items in a list. Example: RedFynn users are wealthier, better educated, and younger.

## **D**

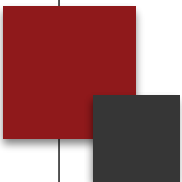
- **DATES:**
  - Avoid using “th” or “st” after numerals in dates. For example: April 8, not: April 8<sup>th</sup>.
  - Write all month names in full.
  - Remember to include a comma after the year if a full date is given. For example: On October 11, 2007, RedFynn became awesome. No comma is needed when only the month and the year are used. For Example: The Company was started in April 2002.
- **DEGREES:** Spell out (for example: 10 degrees, not: 10°. Exception: When talking about the 360° Analyzer, you can use the degree symbol.
- **DEJAVOO:** Terminal name, written as one word.
- **DIAL-UP:** two words, hyphenated.

## **E**

- **EMAIL:** never e-mail, hyphenate. Not: eMail.
- **ETC.:** always abbreviate and use at period at the end.

## **F**

- **FILE FORMATS AND SOFTWARE ABBREVIATIONS:** As a general rule, use all-capital-letter abbreviations for formats that are acronyms (there is no need to write these out on first use):
  - GIF
  - JPEG
  - MP3
  - PDF



- Capitalize only the first letter of proprietary program names:

- Flash
- Java

## H

- **HYPHENS:** Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. As a general rule, compound nouns do not need a hyphen; compound adjectives do.
  - Real-time processing
  - She played the game in real time.
  - Hyphenate multi-dimensional, multi-channel, multi-cultural.  
Exception: multimedia.
  - Do not use a hyphen between adverbs ending in -ly and adjectives they modify. For example:
    - an easily remembered rule
    - a badly damaged island
    - a fully informed woman

## I

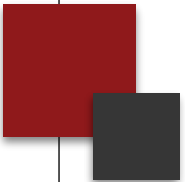
- **ICT:** Terminal name. Lowercase i with a capital CT.
- **IPAYMENT:** Company name. Lowercase i with capital P for payment.

## J

- **JPEGS:** Capitalized, with no period at the end.

## L

- **LIKE:** Capitalize the first letter. (As in the social media activity)
- **LIGHTSPEED:** Company name and is all one word with the L capitalized.





**M****N**

- NONPROFIT: one word
- NFC TECHNOLOGY: Capitalize the NFC always.
- NUMERALS
  - Spell out all whole numerals less than 10. For example, “one” instead of “1”. All numbers greater than nine are in numeric form; form example: 12, 33, 10,000
    - Exception: If it’s not a whole number (for example: 5.2, 3.6), use the numbers.
    - Exception: At the start of a sentence, always spell out numbers.
    - Exception: Numbers less than 9 which are accompanied by a dollar sign or percent sign should use numerical spellings (for example: \$9 million; 4 percent raise)
    - Exception: Use numbers in headlines.
  - For ages, follow general number rules. For percentages, always use numbers.
    - Example: She was only eight years old when the earthquake struck.
    - Example: Only a two-year-old child would know how to do that.
    - Example: GM’s earnings rose 4 percent over last year’s 10 percent drop.
  - When referring to quantities of millions and billions, numbers should be used, and not just in reference to money.
    - Example: His new salary was \$12.5 billion.
    - Example: There were 256 million starving children.
    - Example: The nation has 1 million citizens.
  - Spell out numbers that start a sentence; if the result is awkward, recast the sentence.
    - Example: Twenty-seven detainees were released yesterday.

- Example: Yesterday, 933 freshman entered college.
- The one exception to this rule is in a sentence that begins with a calendar year.
  - Example: 1938 was a turbulent year for Leon.
- Use Roman numerals for wars, monarchs, and popes.
  - Example: World War II
  - Example: King George VI
- For large numbers: use a hyphen to connect a word ending in y to another word
  - Example: twenty-one, one hundred forty-three, seven-six thousand five hundred eighty-seven
- Spell out casual expressions
  - Example: A thousand times no!
  - Example: Thanks a million!

## **O**

- OFFLINE: one word
- ONLINE: one word
- OPT-IN: two words, hyphenated

## **P**

- PAX: Company name and all capital letters.
- PAY-PER-CLICK (PPC): hyphenated
- PAY-FOR-PERFORMANCE (PFP): hyphenated
- PDF: all capitals, no period
- PERCENT: Spell the word percent out. Only use the symbol (%) in headlines to save space.
- PIN PAD: Capitalize the word PIN and capitalize the first word of Pad
- POINT OF SALE (POS): Abbreviation always capitalized.

- PROPER NAMES: Use words or numerals according to an organization's practice.

- Example: 3M, Twentieth Century Fund, Big Ten

## Q

- QUOTES:

- Use scare quotes (quotes for emphasis) very sparingly.
- Always use double quotation marks unless there is a quote within a quote.

## R

- REDFYNN: Always capitalize the F, no punctuations or hyphens.
- REGIONS AND DIRECTIONS:
  - When referring to regions, these should be capitalized and one word.
    - Examples: East, West, Northeast, Southeast, Midwest
  - When referring to general directions, these should be lowercase and one word.
    - Example: He traveled east to St. Louis.
- REV PROGRAM: Capitalized REV always.
- RINGCENTRAL: Company name, no space, C should be capitalized.

## S

- SPACING BETWEEN SENTENCES: Use a single space.
- SECONDS
  - Do not use hyphen when describing increments of time less than one minute.
    - Example: 55 seconds, 30 seconds
  - Hyphenate when time is used as an adjective: 30-second spot

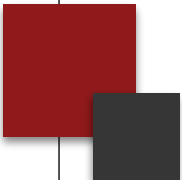
- Avoid using color constructs (Example: :30, :55)
- SPAM: lowercased
- STATES: Use Ap abbreviations (for example, Calif., N.J., Fla.) rather than postal abbreviations (NJ, CA, FL.) Also, there should be a comma after all city/state constructs (for example, “We left the San Francisco, Calif., conference on Tuesday.”)

## T

- THAT, WHICH, & WHO
  - Who refers to people, and that and which refer to groups or things.
    - Example: Consumers who responded to surveys are likely to be more deeply engaged.
    - Example: Companies which issue surveys are likely to deliver better consumer engagement.
  - That introduces essential clauses, and which introduces nonessential clauses.
    - Example: I do not trust editorials that claim racial differences in intelligence.
    - Example: The editorial claiming racial differences in intelligence, which appeared in the Sunday newspaper, upset me.
  - Note: essential clauses do not have commas surrounding them, but nonessential clauses do contain commas.
- TIME: hour, minute, no periods and lowercase p.m. and a.m. (for example: 7:00 p.m.)
- TITLES: Capitalize all job titles.

## U

- URL: All capitals.
- USERNAME: all lowercase



**V**

- VERIFONE: Company name. Only the first letter is capitalized.
- VERSUS: Either versus or the abbreviation vs. is acceptable, use best judgement but remain consistent within a body of work.
- VOIP: Lowercase the o.
- VX520: This is a terminal from Verifone. Always capitalize the V and lowercase the x for all model types.

**W**

- WEB: lowercased
- WEB-BASED: hyphenated
- WEB PAGE: two words
- WEBSITE: one word, lowercased
- WIFI: Capitalize both the w and the f, no hyphen.