WHY IS BRAND SO IMPORTANT?

This brand guidelines and standards book is a tool designed to project the image, values, and aspirations behind the EMS brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality. Every participating person (employee, contractor, consultant, etc.), department (IT, product development, sales, etc.), and organization (company, agencies, firms, etc.) is responsible for presenting the brand according to these standards.
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Messaging

Messaging consistency, clarity, and repetition are key brand factors that must be followed.
MESSAGING

Brand Characteristics

Copy tone and voice should reflect our brand personality:

- Direct
- Smart
- Experienced
- Professional

Use active voice. Passive voice may be used sparingly.

Be repetitive with the messaging.

Boilerplate

About EMS Software
EMS Software™ helps millions of people create great meetings. AIG, Yale University, Accenture, and thousands of others rely on EMS to increase productivity, attract and retain people, reduce costs, and differentiate their brand. EMS offers the greatest depth and breadth of functionality, the fastest and easiest way to schedule a meeting, and an exceptional customer experience. For more information, please visit emssoftware.com.

Cutline

The leading provider of meeting and room scheduling software.
MESSAGING

General Writing Guidelines

These standards are created to ensure consistency and to standardize layout and design.

Apply the following general writing standards to all of the content you are producing.

Writing Style Guide

Writing standards are available in the EMS Software Styleguide. If guidelines are not provided for certain cases, please use the Chicago Manual of Style as the default.

https://www.dropbox.com/l/s/olwSUj7fWajS9Bxzl2vnJt

Company Name References

First reference within body copy.
EMS Software™

Second reference.
EMS

For all legal references, including copyright statements, it should read:
© 2016 EMS Software, LLC. All Rights Reserved.
Logo

The logo symbol is a powerful image reinforcing EMS as the leading meeting and room scheduling software provider.
CORPORATE LOGO

The logo comprises two elements, the logo symbol and the logo type.

The logo symbol is a powerful image reinforcing EMS as the fastest and easiest way to schedule a meeting.

The logo type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the approachable nature of lower case letters.

Primary Logo

Our corporate logo is the most visible expression of our brand. It is the constant that represents EMS in every communication and is a badge of honor for everything we place it upon.

Whenever possible, the primary logo should be used.
LOGO VARIATIONS

Variations of the logo can be used based on background color or printing requirement. However, when the logo is placed on white / light colored background, it must always use used in the primary format.

Reversed Logo

Used in one-color printing. Or when the logo is placed on a dark colored background or dark colored photographic image.

1-color Logo

Used in one-color printing only.

Product Icon

Used by product exclusively or as an app icon or favicon. Any other use must be authorized by Marketing.
LOGO CLEARSPACE

The clearspace (the minimum amount of space between the EMS logo and any other objects such as type and other logos) should be at least the height of the EMS logo.

The logo must always fit into the clearspace area and cannot be intervened by other graphical elements which could hinder the legibility of the mark.

The EMS logo must also be at least 1” from all borders and edges.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logo even if you keep the isolation area blank.

The minimum size for the logo is 3/4 of an inch. Reproductions at a size less than the minimum are not allowed.
LOGO MISUSES

Note: The logo cannot be changed. Do not alter the logo in any way.

DO NOT rotate

DO NOT add drop shadows or glows

DO NOT scale disproportionately

DO NOT alter the colors

DO NOT alter the typography

DO NOT add / remove elements
Typography

Typography plays an important role in communicating an overall tone and quality. We have selected Helvetica Neue, Open Sans, and Arial.
TYPOGRAPHY

Helvetica Neue

This typeface should be used for all core, foundational branding and printed material including stationery and large format tradeshow graphics. It will not be licensed for the everyday user. If you have a special need, please contact Marketing.

The lowercase EMS logotype has been typeset using Helvetica Neue.

Print Typeface

Helvetica Neue

ABCDEFGH
IJKL
MNOTUVWXZ
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Link For Download / Licensing

https://www.myfonts.com/fonts/linotype/neue-helvetica/
TYPOGRAPHY

Open Sans

The typeface is intended for all screen applications including websites, apps, collateral, and Word docs. It is part of the Google font library and available for download free of charge.

Open Sans

Primary Screen Typeface

Light
ABCDEFGHJKLM NOPQRSTUWXZ 0123456789

Regular
ABCDEFGHJKLM NOPQRSTUWXZ 0123456789

Bold
ABCDEFGHJKLM NOPQRSTUWXZ 0123456789

Link For Download
https://www.dropbox.com/s/8k3qgc8pe6ijm26/Open_Sans.zip?dl=0
TYPOGRAPHY

Arial

This typeface should be used when Open Sans is not a viable option.

Please note: PowerPoint presentations should be built using Arial, which is a standard system font on all OS platforms. This will eliminate unwanted font replacement issues when sharing docs.
**Guidelines**

1. When pairing headlines, subheadlines, and paragraph copy, make sure there is visual contrast in the font size, case, weight, and color.

2. When placing text over an image, be sure to select a font weight, size, and case that commands attention and doesn’t compete with the image below.

**Example Usage**

**WE HELP PEOPLE CREATE GREAT MEETINGS**

EMS Software is the leading provider of meeting and room scheduling software used by millions every day.

**Vast capabilities. One simple solution.**

EMS Software offers the greatest depth and breadth of functionality and the fastest and easiest way to schedule a meeting.
Colors

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.
PRIMARY COLOR SYSTEM

Colors:
EMS Software has three official colors: blue, green, and gray. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

BLUE - COLOR CODES
CMYK : C100 M080 Y025 K009
Pantone : 534C
RGB : R000 G070 B127
WEB : #00467F

GREEN - COLOR CODES
CMYK : C037 M012 Y100 K000
Pantone : 583C
RGB : R175 G189 B033
WEB : #AFBD21

GRAY - COLOR CODES
CMYK : C060 M051 Y051 K020
Pantone : 7540C
RGB : R102 G102 B102
WEB : #666666
## Secondary Color System

Colors:

The secondary colors are complementary to our official colors, but are not recognizable identifiers for EMS Software. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

<table>
<thead>
<tr>
<th>COLOR CODES</th>
<th>CMYK</th>
<th>RGB</th>
<th>Pantone</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>C001 M048 Y096 K000</td>
<td>R274 G151 B038</td>
<td>151C</td>
<td>#F79726</td>
</tr>
<tr>
<td>2nd</td>
<td>C000 M095 Y100 K000</td>
<td>R238 G050 B036</td>
<td>485C</td>
<td>#EE3224</td>
</tr>
<tr>
<td>3rd</td>
<td>C052 M006 Y003 K000</td>
<td>R111 G195 B231</td>
<td>292C</td>
<td>#6FC3E7</td>
</tr>
<tr>
<td>4th</td>
<td>C062 M070 Y000 K000</td>
<td>R117 G97 B176</td>
<td>272C</td>
<td>#7561B0</td>
</tr>
<tr>
<td>5th</td>
<td>C002 M001 Y001 K000</td>
<td>R248 G248 B248</td>
<td>7540C (3%)</td>
<td>#F8F8F8</td>
</tr>
</tbody>
</table>
WE HELP PEOPLE CREATE GREAT MEETINGS