

STYLE GUIDE



perform2018
HOST ANALYTICS ANNUAL CONFERENCE

CONNECT + COLLABORATE

Overview

The look and feel for Host Analytics Perform 2018 has been developed using a lockup, tagline, graphic elements, selected fonts, corporate color palette and photography to support the theme “Connect + Collaborate” and to represent that Host Analytics is innovating again. We are showing that Host Analytics is a strategic partner to your businesses financial planning.

Lockup

Use the provided artwork only. The Perform 2018 lockup is provided in light and dark grays selected from the Host Analytics primary color palette. Use the light gray option on dark backgrounds and the dark gray option on light backgrounds. Adjust the background color/image to provide substantial contrast. Do not type the words or try to re-create the lockup. Do not change the color of provided lockup art. Do not break artwork apart.



Logo

Use the provided artwork only. Do not attempt to re-create or alter the logo or elements of the logo. Host Analytics has approved logo assets in various formats that should always be used. Please reference the Host Analytics Brand Guidelines for correct logo usage.

Primary (Preferred)

hostanalytics

hostanalytics

Secondary

hostanalytics

hostanalytics

hostanalytics

Typography

Typography is an important part of our identity system. When used correctly and consistently, it provides an immediate visual connection with our brand. Gotham is our corporate typeface for print applications. The Raleway family is our corporate typeface for web applications. Arial is our corporate typeface for PPT. Please reference the Host Analytics Brand Guidelines for correct font usage.

Gotham

Gotham Light is to be used for all headlines and titles with tracking set to -20.

SECTION TITLES AND SMALL CALLOUTS SHOULD BE SET IN GOTHAM BOLD WITH TRACKING SET TO 150

Second-level titles should be set in Gotham Medium.

Body copy should be set in Gotham Light. At Host Analytics, Inc., we help you execute critical financial processes faster, drive more accountability for results across the organization, and take advantage of new insights to enhance future results. Our cloud-based delivery model helps our customers around the globe increase their business agility and lower their costs, while deploying more quickly compared to legacy on-premises software.

“Quotes should be set in Gotham Light Italic, and leading quotation marks should hang outside the margin.”

Quote Reference should be Name, Title | Company set in Gotham Medium

Raleway

Headlines and titles in Raleway Light.

SECTION TITLES AND SMALL CALLOUTS IN RALEWAY BOLD

Second-level titles should be set in Raleway Medium.

Body copy should be set in Raleway Light. At Host Analytics, Inc., we help you execute critical financial processes faster and drive more accountability for results.

“Quotes should be set in Raleway Light Italic, and leading quotation marks should hang outside the margin.”

Quote Reference should be Name, Title | Company set in Raleway Medium

Color Palette

The primary color palette for Perform 2018 is selected from Host Analytics Corporate Color Palette. These colors are found in the logos, lockups, graphic elements and backgrounds. There are tints and shades provided within the corporate color palette and should use sparingly. Please reference the Host Analytics Brand Guidelines for correct color usage.

Primary (Preferred)



Blue B1

PMS 7454 U
CMYK C=43 M=18 Y=0 K=18
RGB R=120 G=156 B=192
HEX 789cc0



Gray G2

PMS Cool Gray 11 U
CMYK C=0 M=0 Y=3 K=75
RGB R=99 G=100 B=99
HEX 636463



Gray G9

PMS Not Available
CMYK C=0 M=0 Y=1 K=5
RGB R=241 G=241 B=239
HEX f1f1ef



Orange O1

PMS 7569 U
CMYK C=14 M=52 Y=77 K=0
RGB R=235 G=143 B=79
HEX eb8f4f



Teal T1

PMS 7715 U
CMYK C=77 M=41 Y=44 K=12
RGB R=65 G=117 B=124
HEX 41757c



Mint M1

PMS 557 U
CMYK C=47 M=12 Y=34 K=0
RGB R=139 G=186 B=174
HEX 8bbaae

Graphic Elements

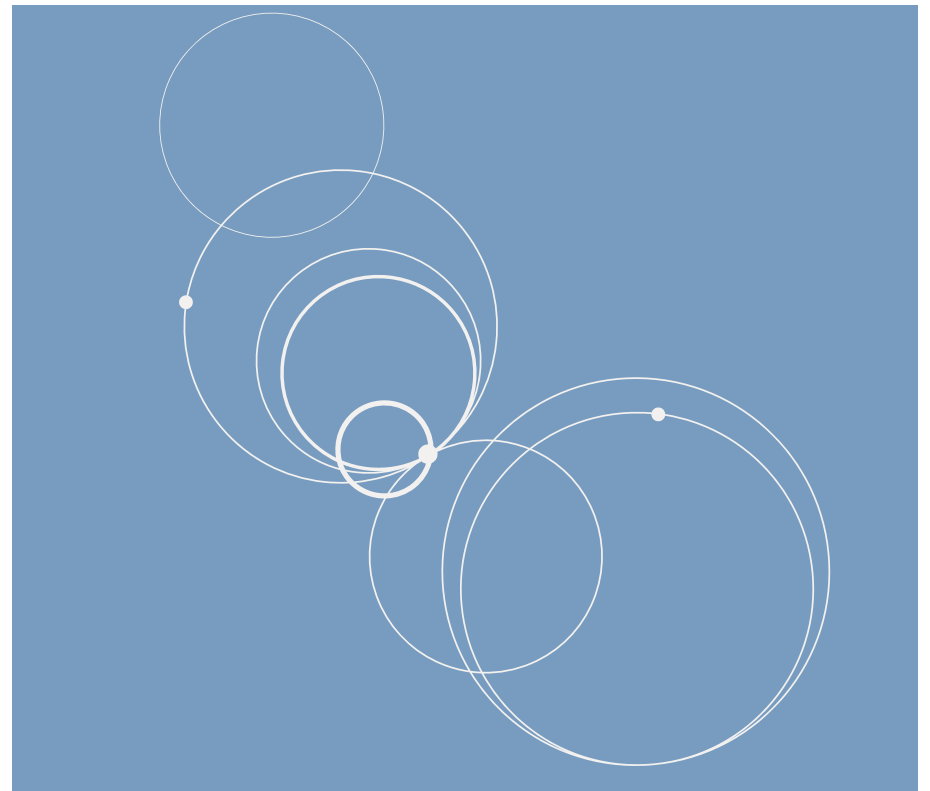
There are 2 graphic elements that make up the look of Perform 2018. The “Ray” which serves as the foundation to the design and the “Pattern” overlay which is made up of conjoining circles to supports the underlying theme “Connect + Collaborate”. Do not change the color of provided “Ray” or “Pattern” art. Do not break artwork apart.

Ray



Pattern

Always set the pattern overlay to 30% opacity. The pattern overlay is only to be used on top of solid colors with appropriate contrast. Overlay may be scaled (proportionately), cropped, rotated, or mirrored as need be. **Never place pattern overlay over a photograph.**



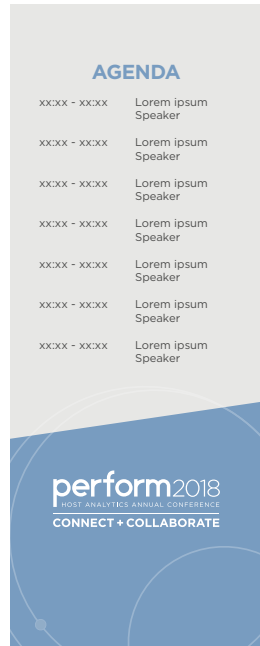
Photography

The photography supports the underlying theme “Connect + Collaborate” by showing groups of people working together. The selected photography is direct yet abstract, and features finance and financial people subject matter. Faces are never shown directly to maintain an abstract feel. The photographs have been treated in compliance with the Host Analytics Brand Guidelines.

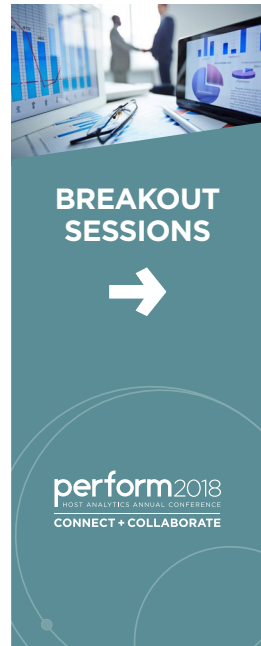
Examples - Using Graphic Elements

The graphic elements are meant to be used with thought given to context and keeping the negative space in mind. Be careful not to crowd or overuse them.

**Agenda
Meterboard**



**Directional
Meterboard**



Horizontal Banner



Easel signs



Microsite



eDM Template

