hostanalytics

Brand Guidelines

V1.0 / 10.14.16

Welcome

As someone who creates communications about Host Analytics and our products, you play an important role. You are our brand's ambassador. You shape how people see us, how they understand what we do, how they connect with every aspect of the Host Analytics experience. Making sure you accurately and consistently express our brand is a big responsibility.

These guidelines are here to help you with this. From understanding our brand platform and expression attributes to knowing how to best apply our logo and visual style, this is your source for the guiding principles and specific rules we live by. Our hope is that it makes creating Host Analytics communications easier and more efficient, while giving you a framework for focusing your creativity.

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Our Brand

BRAND PLATFORM

Our brand is a living, breathing thing. It is powerful. It is important. It is at the heart of everything we do. Our brand platform is the most fundamental expression of who we are, what we do and why we do it. These elements are the foundation for our messaging and a unifying force across all of our communications worldwide.

Think of our brand platform as our shared vision. It clearly defines our brand, aligns us internally, and guides how we express ourselves externally. Think of it as the foundation for your work.

BRAND ASPIRATION

A motivating statement about what the brand aspires to achieve.

BRAND POSITION

The differentiating concept we want our brand to stand for in the minds of our customers.

BRAND PROMISE

The benefit customers expect from our brand.

ASPIRATION

We power peak-performance.

POSITION

Your partner in taking on complexity.

PROMISE

Go from counting to considering.

BRAND PLATFORM

BRAND EXPRESSION ATTRIBUTES

Filters expressing how our brand looks, sounds, and feels.

EXPRESSION ATTRIBUTES

Passionate

Unlike other vendors out there, we don't just speak finance. We live it. We love it. And it's this love that fuels the enthusiasm and expertise we bring to every customer and challenge we meet. Our brand uses a vibrant and emotional color palette—characterized by a strong intensity of color. Photography is active and energetic.

Transformative

We are transforming the EPM space so you get the agility, efficiency and innovation you need to realize peak performance. Our design aesthetic is dynamic and forward moving. Elements of style change the meaning of the visual—they are ownable and unique.

Brave

We serve as a brave partner—one with an unflinching belief in our ability to help you take on everything complexity throws in your path. Graphic devices are made up of strong, powerful shapes with big planes of solid color. Typography is heavier in scale and weight—with significant presence.

Sophisticated

Our solutions are purpose built with just the right combination of simplicity and sophistication so you can overcome the silos, confusion and inefficiencies present across your enterprise. Iconography incorporates simple shapes and clean lines. Graphic devices feel highly engineered—messaging tone sounds sharp and focused. We subscribe to the old adage that less is more.

BRAND STORY

Think of our brand story as the internal rallying cry for Host Analytics. This is the synthesis of our brand. The brand story uses the elements of the brand platform to tell our story. It is the essence of our vision and what we do as a company.

LET'S TAKE IT ON: THE HOST ANALYTICS BRAND STORY

Business complexity. It comes at you, constantly, from all fronts.

There are the external complexities you can't control. But there are internal complexities you can—provided, of course, you choose the right partner. Host Analytics is that partner. Why?

Because we understand that breaking the silos, confusion and inefficiencies present across your enterprise isn't easy. But we take immense pride in delivering a purpose-built suite of scalable, flexible solutions that makes it look that way—not just to you, but to everyone in your organization.

And, unlike other costly vendors out there, we don't just speak finance. We live it. We love it. And it's this love that fuels the enthusiasm and expertise we bring to every customer and challenge we meet.

So let's take on finance complexity together. Let's take on silos and replace them with insight. Let's take on problems and replace them with performance.

Let's create a new kind of finance world. One where you are not just a "numbers guy," you're an architect of peak performance across your entire enterprise.

You're the progressive leader who empowers colleagues across finance, sales, marketing and operations to slice and dice data quickly. To derive trustworthy, accurate insight that drives your business forward. To propel the agility, efficiency and innovation that peak performance in all its forms.

It's your business. It's your vision. It's your definition of success. But that doesn't mean you have to wage the war against business complexity all by yourself.

HOST ANALYTICS—LET'S TAKE IT ON.

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Logo

Logo

ASSETS

The Host Analytics logo is a custom-designed representation of our company and brand, and the success of our brand efforts depends on the consistent application of its use. The Host Analytics logo is distinctive and proprietary, and should be used on all of our communications and products.

The Host Analytics logo is available with or without a tagline, in color or grayscale, positive or reversed, and in different color formats for print or on-screen use. Print applications will use 4-color CMYK, Pantone® (PMS), or grayscale formats. On-screen/digital applications will use RGB formats.

TIP

Positive and reverse logos are specified with different color mixes for legibility. Always make sure you use the correct asset.

GRAYSCALE LOGO

Use the grayscale logo when colors are not an option, such as a black and white print ad or embossing.

LOGO WITH TAGLINE

Use the logo with tagline in specific situations:

- Beginning/ends (PowerPoint Templates, video, etc.)

CLEAR SPACE & MINIMUM SIZE

Clear space is the area surrounding the Host Analytics logo that must be kept free of other graphic elements to ensure the legibility of the logo on all communications. The clear space around the logo allows it to stand out clearly and distinctly in any environment.

X = the height of the “h” in the logo.

Logo minimum sizes for print and digital applications have been established to ensure legibility at the smallest allowable size. In rare circumstances, the logo may need to appear smaller than the minimum size.

CLEAR SPACE

MINIMUM SIZE

Print: .75 inch
Digital: 90 pixels

Print: 1.35 inch
Digital: 165 pixels

Logo

The logo can be used on the background colors shown here and always with sufficient contrast to ensure the integrity of our logo. The same rules apply to the logo with tagline.

BACKGROUND CONTROL

DO

Use a background color and logo option with sufficient contrast.

Use a photo background and logo option with sufficient contrast.

DON'T

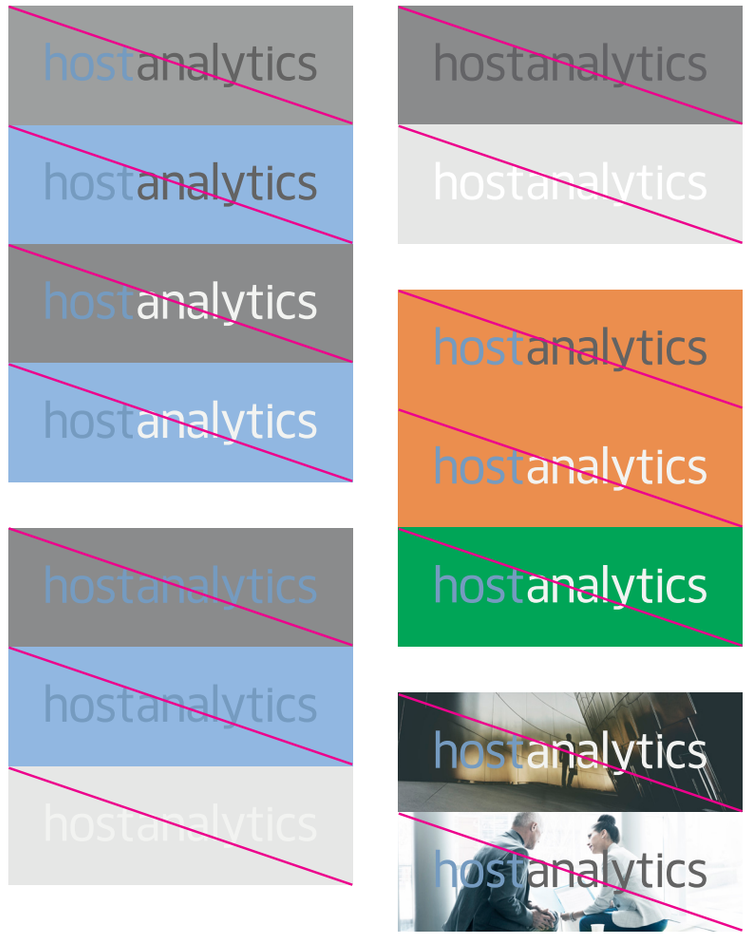
Don't use a background color and logo option with insufficient contrast.

Don't use a photo background and logo option with insufficient contrast.

Don't use unauthorized background colors.

DO

DON'T



Logo

MISUSES

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. There are some occasions where the logo may be modified, such as favicons, social media, mobile applications, and promotions.

You must get approval prior to any unique implementation. While these examples don't represent every possible logo infraction, they do cover common-use cases when protecting the integrity of the brand.

DON'T

DON'T

Don't outline the logo.

Don't alternate the colors.

Don't change the colors.

Don't change the proportions of the logo.

Don't add drop shadows or other effects to the logo.

Don't rotate, distort, or skew the logo.

Elements of Style

Elements of Style

COLOR PALETTE

Color is a very important communication tool. Color can connect us with our audiences and work to make our communications more noticeable and memorable.

When used correctly, color unifies the Host Analytics brand, creates continuity, and sets the right tone and proper mood for a brochure, website, or any other communication piece.

Pantone® 7454 U must always be considered our corporate color. Our primary color palette can be used on fields of color, typography, graphic devices, icons, charts, graphics, and diagrams.

PRIMARY COLOR PALETTE

Blue B1
PMS 7454 U
CMYK C=43 M=18 Y=0 K=18
RGB R=120 G=156 B=192
HEX 789cc0

Blue B2
PMS 659 U
CMYK C=41 M=18 Y=0 K=0
RGB R=146 G=184 B=226
HEX 92b8e2

Blue B3
PMS 658 U
CMYK C=28 M=8 Y=0 K=0
RGB R=178 G=211 B=239
HEX b2d3ef

Blue B4
PMS 642 U
CMYK C=15 M=1 Y=0 K=0
RGB R=212 G=236 B=250
HEX d4ecfa

Gray G1
PMS Neutral Black U
CMYK C=0 M=0 Y=3 K=85
RGB R=77 G=77 B=76
HEX 4d4d4c

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 G3
PMS Cool Gray 9 U
CMYK C=0 M=0 Y=3 K=65
RGB R=119 G=120 B=119
HEX 777877

Gray G4
PMS Cool Gray 7 U
CMYK C=0 M=0 Y=2 K=55
RGB R=138 G=139 B=139
HEX 8a8b8b

Gray G5
PMS Cool Gray 5 U
CMYK C=0 M=0 Y=2 K=45
RGB R=157 G=159 B=158
HEX 9d9f9e

Gray G6
PMS Cool Gray 3 U
CMYK C=0 M=0 Y=2 K=30
RGB R=188 G=190 B=187
HEX bcbebb

Gray G7
PMS Cool Gray 2 U
CMYK C=0 M=0 Y=2 K=20
RGB R=210 G=210 B=207
HEX d2d2cf

Gray G8
PMS Cool Gray 1 U
CMYK C=0 M=0 Y=1 K=10
RGB R=231 G=231 B=229
HEX e7e7e5

Gray G9
PMS Not Available
CMYK C=0 M=0 Y=1 K=5
RGB R=241 G=241 B=239
HEX f1f1ef

Elements of Style

COLOR PALETTE

The secondary color palette is designed with color families to complement our primary color palette. The secondary colors can be used in fields of color, typography, icons, charts, graphics, and diagrams.

SECONDARY COLOR PALETTE

Orange O1
PMS 7569 U
CMYK C=14 M=52 Y=77 K=0
RGB R=235 G=143 B=79
HEX eb8f4f

Orange O2
PMS 7411 U
CMYK C=0 M=42 Y=64 K=0
RGB R=249 G=164 B=105
HEX f9a469

Orange O3
PMS 156 U
CMYK C=0 M=32 Y=49 K=0
RGB R=251 G=184 B=135
HEX fbb887

Orange O4
PMS 719 U
CMYK C=0 M=22 Y=35 K=0
RGB R=253 G=205 B=166
HEX fdcda6

Yellow Y1
PMS 7752 U
CMYK C=10 M=22 Y=72 K=0
RGB R=231 G=193 B=100
HEX e7c164

Yellow Y2
PMS 127 U
CMYK C=0 M=13 Y=59 K=0
RGB R=255 G=219 B=128
HEX ffdb80

Yellow Y3
PMS 600 U
CMYK C=0 M=4 Y=44 K=0
RGB R=255 G=238 B=162
HEX ffeea2

Yellow Y4
PMS 607 U
CMYK C=0 M=0 Y=32 K=0
RGB R=255 G=250 B=190
HEX fffabe

Mint M1
PMS 557 U
CMYK C=47 M=12 Y=34 K=0
RGB R=139 G=186 B=174
HEX 8bbaae

Mint M2
PMS 566 U
CMYK C=35 M=2 Y=24 K=0
RGB R=166 G=212 B=200
HEX a6d4c8

Mint M3
PMS 621 U
CMYK C=22 M=0 Y=14 K=0
RGB R=197 G=230 B=222
HEX c5e6de

Mint M4
PMS 7541 U
CMYK C=9 M=0 Y=4 K=0
RGB R=229 G=244 B=243
HEX e5f4f3

Teal T1
PMS 7715 U
CMYK C=77 M=41 Y=44 K=12
RGB R=65 G=117 B=124
HEX 41757c

Teal T2
PMS 2236 U
CMYK C=68 M=32 Y=37 K=3
RGB R=90 G=141 B=149
HEX 5a8d95

Teal T3
PMS 2232 U
CMYK C=56 M=21 Y=28 K=0
RGB R=118 G=168 B=176
HEX 76a8b0

Teal T4
PMS 629 U
CMYK C=43 M=8 Y=18 K=0
RGB R=144 G=197 B=204
HEX 90c5cc

Purple P1
PMS 7715 U
CMYK C=63 M=68 Y=46 K=30
RGB R=90 G=74 B=89
HEX 5a4a59

Purple P2
PMS 7659 U
CMYK C=57 M=61 Y=41 K=16
RGB R=113 G=96 B=112
HEX 716070

Purple P3
PMS 5205 U
CMYK C=49 M=52 Y=34 K=5
RGB R=137 G=120 B=137
HEX 897889

Purple P4
PMS 5215 U
CMYK C=38 M=42 Y=25 K=0
RGB R=165 G=146 B=163
HEX a592a3

SPECIAL USE (SPOT COLOR ONLY)

Bronze
PMS 8385 U

Elements of Style

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.

For examples, see the Putting It All Together section on page 22.

GOTHAM

Light
Light Italic
Medium
Medium Italic
Bold
Bold Italic

RALEWAY

Light
Light Italic
Medium
Medium Italic
Bold
Bold Italic

ARIAL

Regular
Regular Italic
Bold
Bold Italic

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

ARIAL

Headlines and titles in Arial Regular.

SECTION TITLES AND SMALL CALLOUTS IN ARIAL BOLD

Second-level titles should be set in Arial Bold.

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

"Quotes should be set in Arial Italic, and leading quotation marks should hang outside the margin."

Quote Reference should be Name, Title | Company set in Arial Bold

Elements of Style

THE PRISM

The prism is a graphic representation of moving from complexity to insight, with the intersection being the solution that Host Analytics provides. It should be used strategically and with purpose. Overuse can dilute its meaning and importance.

The prism is made up of two rays and a horizon line that intersect. It can be used with or without imagery. When used with imagery, two segments on the right side use transparency to allow the background image to show through.

The Ray can be used as a way to break up space, as a utility for placing text over an image, or to add visual interest. It can be a solid color or use opacity over an image. The Ray does not need to be used on all communications.

COLOR OPTIONS

The Prism is available in three color family options: blue, dark gray, and light gray.

TRANSPARENCY WITH IMAGERY

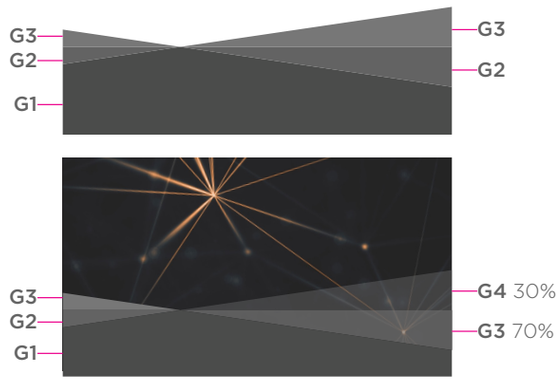
Default values for the segments are shown to the right. Every image will interact differently when implemented, and in some cases the default opacities may need to be adjusted. Use the examples to the right as a visual guide and keep in mind the goal is a transition from color to image while ensuring the Prism is visible.

PRISM ASSETS

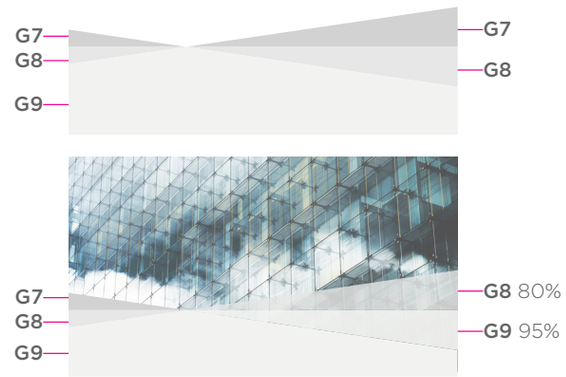
An Adobe Illustrator file is available to create new communications.

BLUE PRISM

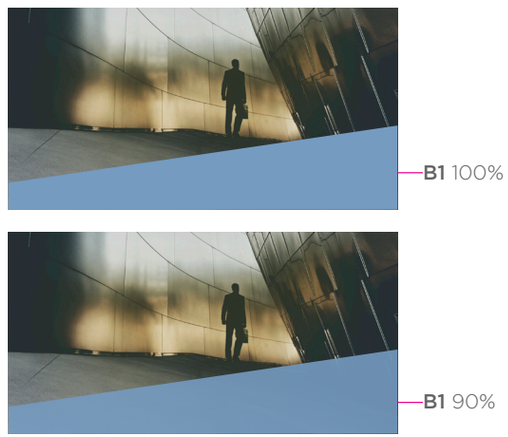
DARK GRAY PRISM



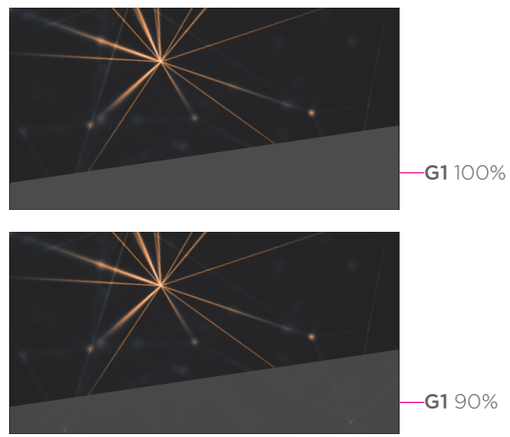
LIGHT GRAY PRISM



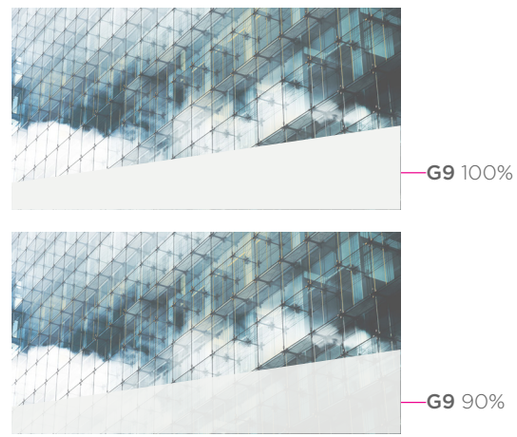
BLUE RAY

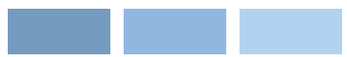


DARK GRAY RAY



LIGHT GRAY RAY





Elements of Style

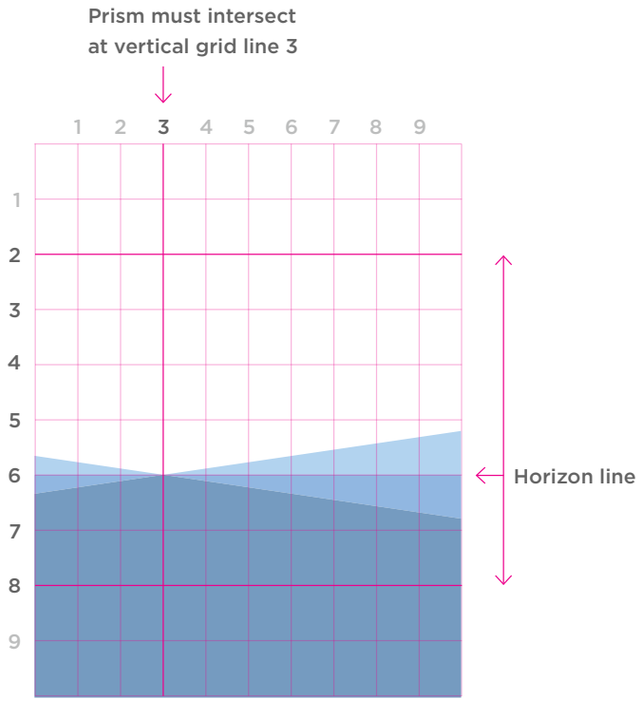
THE PRISM

Correct use of the Prism and the Ray is extremely important and requires a simple 10x10 grid system. This should be applied to every communication. The guide below shows how to use this system and should not be altered.

GRID TEMPLATE

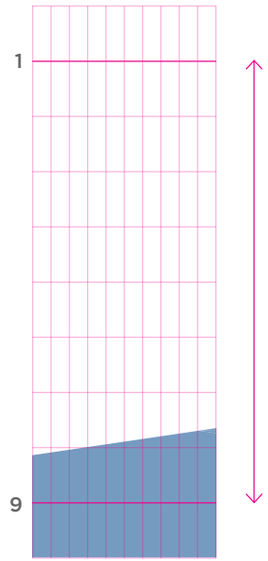
A universal grid template is available that can be used for all your layouts. Contact the brand manager for access.

VERTICAL LAYOUTS



THE PRISM

In vertical layouts, the horizon line must align to the horizontal grid between lines 2 and 8. The example above aligns on grid line 6.



THE HORIZONTAL RAY

When a vertical canvas reaches a 1:3 ratio, (eg. 3 inch wide by 9 inch tall) then the horizontal Ray or a solid color background must be used.

The horizontal Ray must divide the canvas between lines 1 and 9 on the horizontal axis.

Elements of Style

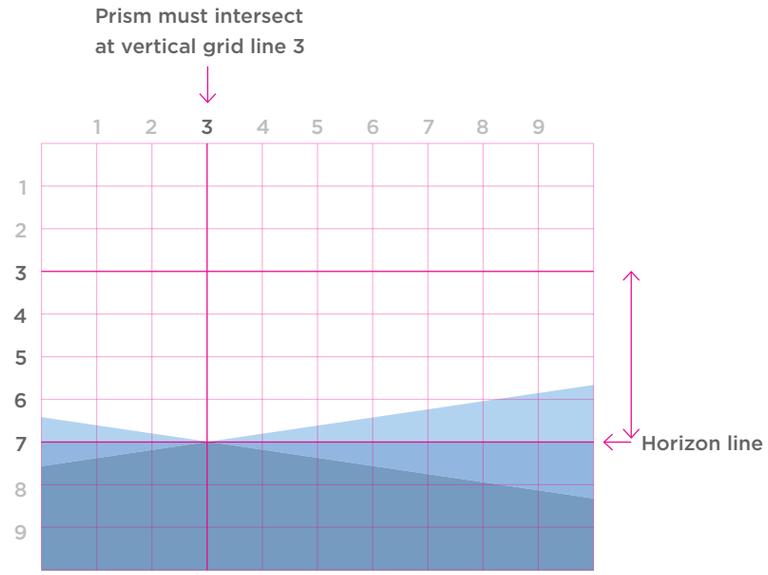
THE PRISM

Correct use of the Prism and the Ray is extremely important and requires a simple 10x10 grid system. This should be applied to every communication. The guide below shows how to use this system and should not be altered.

HORIZONTAL & SQUARE LAYOUTS

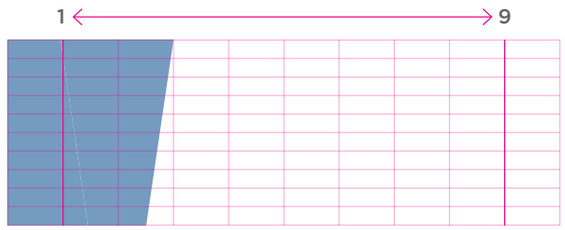
GRID TEMPLATE

A universal grid template is available that can be used for all your layouts. Contact the brand manager for access.



THE PRISM

In horizontal and square layouts, the horizon line must align to the horizontal grid between lines 3 and 7. The example above aligns on grid line 7.



THE VERTICAL RAY

When a horizontal canvas reaches a 3:1 ratio, (eg. 9 inch wide by 3 inch tall) then the Prism will intersect the lower right corner. At this point the vertical Ray or a solid color background must be used.

The vertical Ray must divide the canvas between lines 1 and 9 on the vertical axis.

Elements of Style

PHOTOGRAPHY

Photography is a powerful way to reflect our brand identity and personality in our communications. Our goal is to create compelling and proprietary imagery. Being consistent with the way we treat our images creates visual impressions that help recognition of our brand.

When searching for stock photos or shooting custom photography, it is important that it reflects our brand attributes (creative, empathetic, uncomplicated, fearless), our brand story, and in the style we have shown in this document.

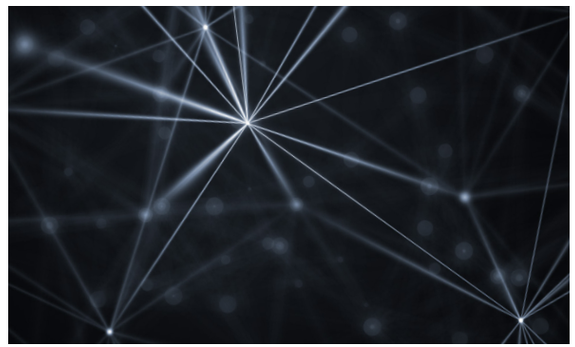
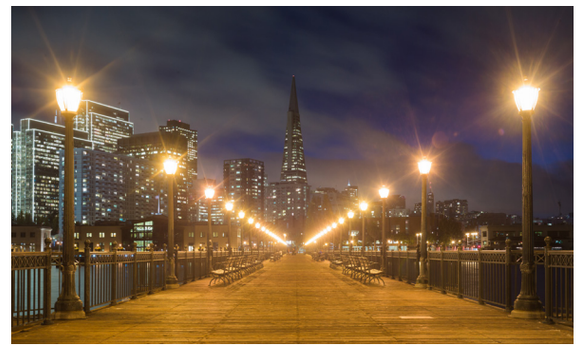
Our photography should always be in color. It is desaturated, avoiding pure black and pure white, with color shifting toward cool tones. Whenever possible, warm highlights should be emphasized. This is important to our visual system. See the examples below.

PHOTOGRAPHY EXAMPLES

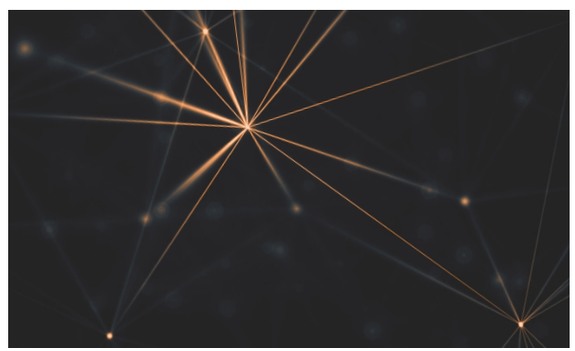
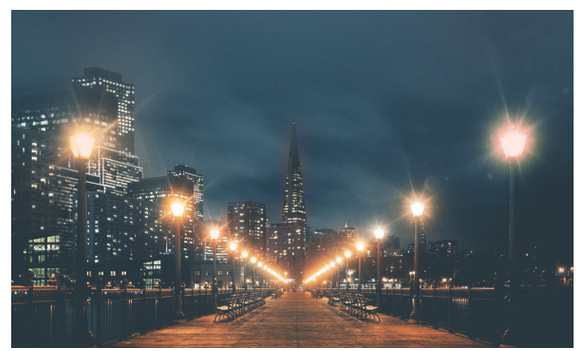
STOCK PHOTOGRAPHY

Avoid overly filtered photography, clip art, cartoons, and any images that look staged or recognizable as stock.

ORIGINAL STOCK IMAGE

AFTER RETOUCHING

Visual Style

Visual Style

PUTTING IT ALL TOGETHER

With the principles and ideas outlined in this document, these examples will serve as a guide when creating communications that represent the Host Analytics brand.

The consistent use of our Elements of Style helps to establish a unified visual style across all communications.

Visual Style

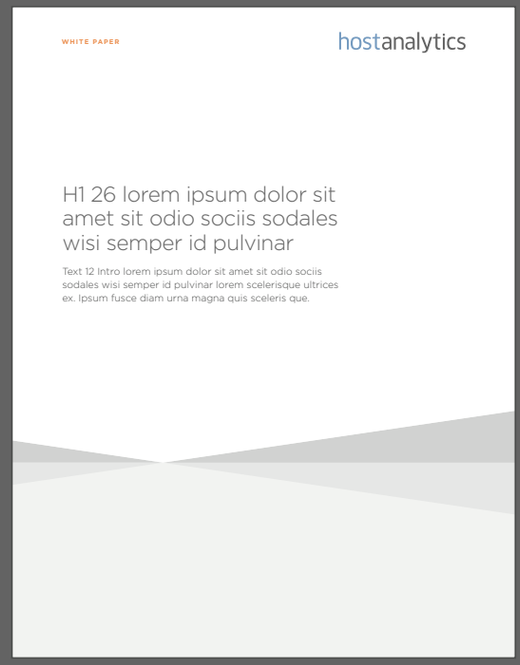
POSTER EXAMPLE

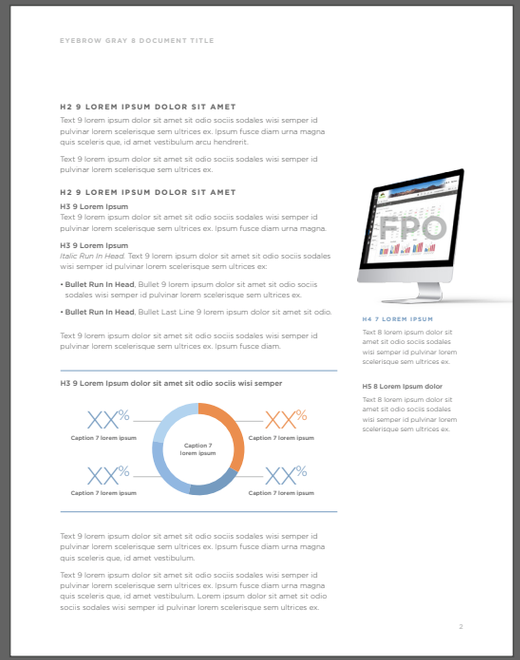
Visual Style

COLLATERAL EXAMPLE

These examples are from the Collateral Templates:

- Case Study Template
- Datasheet Template
- White Paper Template





Visual Style

POWERPOINT EXAMPLE

These examples are from the PowerPoint Template.

Contacts

Thank you for helping make the Host Analytics brand stronger and more impactful.

By following these guidelines, you can help ensure that our communications express our point of differentiation. Your attention to the visual details of our brand helps strengthen our brand's presence. Consistency and clarity convey our focused approach.

If you have any questions about our brand or these guidelines, please contact the Host Analytics brand manager at alafayette@hostanalytics.com

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hostanalytics