Brand guidelines

apryse

OCT 2022
VERSION 1

If you have questions, contact the Apryse marketing department.

The Apryse brand is one of our most vital assets. It is the key to advancing our business and building strong bonds with employees, partners, investors, customers, and prospects. A strong brand requires that we align to a sense of who we are and how that distinguishes us from competitors.

One important way to demonstrate that alignment is in how we communicate and market ourselves. In this document we explain how to best use our brand and its core components, which serve as building blocks for our identity and success.

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1.0 Brand strategy

1.1 Mission

Successful companies get that way by standing for something—and then by relentlessly pursuing that goal. This is often called a “mission.”

Our mission defines our reason for being. It speaks to what we do and the benefits of our products.

Our mission states why we exist and reminds both employees and customers of what drives us forward. It is not a tagline, and it is not our vision—our mission explains what we are, whereas our promise defines who we are in the marketplace.

Mission

Brand values

Brand promise

Brand voice

If you have questions, contact the Apryse marketing department.

To deliver superior document processing technology.

1.2
Brand values

Values are the core beliefs that guide our behaviors.

While we all have personal values that define us as individuals, at Apryse, we have values that define us as a company.

They represent basic principles we must all live by to deliver our brand promise.

Mission

Brand values

Brand promise

Brand voice

If you have questions, contact the Apryse marketing department.

Win Together

How we operate

We collaborate to problem solve, push further, and act as one, inspiring each other and understanding that we get to our goals faster when we show up for each other.

Always Learning

How we behave

We are ambitious and adaptive, investing in ourselves and always innovating, so we can stay ahead of change and anticipate what's next.

Quality First

How we work

We prioritize high-caliber outcomes and focus on results to give ourselves and our clients every advantage.

Strength in our Differences

How we engage

We value diverse backgrounds, ideas and perspectives that inspire us to build better solutions.

1.3
Brand promise

Our brand promise articulates who we are and how we want to be perceived in the competitive landscape. It is the foundation for all our messaging and communications.

Our brand promise "Made Better" focuses on our ability to deliver inventive and comprehensive solutions for all types of document proessing, making life simpler and work better.

Mission

Brand values

Brand promise

Brand voice

If you have questions, contact the Apryse marketing department.

Made Better

Apryse, a leader in document processing, delivers inventive solutions enabling the creation, editing, merging, extracting and smart classification of documents, all dedicated to making life simpler and work better.

Industry innovators, we provide feature-rich products, expertly engineered solutions and comprehensive support that makes fast and easy, faster and easier.

Apryse’s focus on delivering better products means we leverage new ideas and new thinking that gives our clients an edge, keeping them one step ahead.

Smarter, easier, faster. Made better.

1.4
Brand voice

This guide details our brand personality, which captures the tone of voice and manner of communication that we adopt across all materials. These tenets should be reflected in all our touchpoints, and serve as a guide for copywriting.

Apryse leads with confidence and ingenuity. We push boundaries, identify new opportunities and focus on results to help our customers achieve more.

This comes to life through the way we speak and our associations of being collaborative, confident, energetic, and forward-thinking. We inspire ourselves and customers to continually advance, leveraging new ideas and keeping us all one step ahead.

Mission

Brand values

Brand promise

Brand voice

If you have questions, contact the Apryse marketing department.

The Optimist

- Collaborative
- Confident
- Energetic
- Forward Thinking

2.0 Corporate messaging

2.1 Company description

Our company description is used for a variety of customer facing marketing communications including trade shows, events and campaigns. It is meant to provide a concise, inspiring explanation of Apyrse. We have two sizes to meet all business needs.

If you have questions, contact the Apryse marketing department.

Short:

With a comprehensive collection of document processing products, Apryse offers superior document solutions for faster, better results.

Medium:

Apryse, formerly PDFTron, is reimagining the world of documents. With optimized technology and a comprehensive suite of tools, Apryse simplifies even the most complex projects, taking you further, faster. Committed to feature-rich products that are made better, Apryse offers superior document solutions across all applications and enterprise workflows.

2.2 Company boilerplate

The company boilerplate describes who we are, what we do and what motivates us. We use the boilerplate primarily for public relations, investor communications, technology, media and industry analysts.

If you have questions, contact the Apryse marketing department.

Apryse, previously known as PDFTron, takes document solutions to the next level, making work better and life simpler.

As a global leader in document processing technology, Apryse gives developers, enterprise customers and small businesses the tools they need to reach their document goals faster and easier.

Our product portfolio includes Apryse SDK, Fluent, iText and XODO. Apryse technology works with all major platforms and a wide variety of unique file types.

For more information, visit apryse.com.

3.0
Our logo

3.1
Primary logo

Our primary logo is a wordmark consisting of the name "Apryse" on the right side of a symbol that consists of a movement of layers coming together, representing Apryse and its comprehensive selection of product offerings. The open space in the center of the symbol illustrates a blank canvas where customers can create solutions specific to their needs. The square in the center of the logo is also indicative of a document.

The primary logo is the preferred format and should be used wherever possible. The wordmark should never be used on its own. The symbol can be used on its own without the wordmark attached to it.

Always use approved logo artwork to ensure the integrity of the brand.

If you have questions, contact the Apryse marketing department.

3.1.1
Logo suite

The primary logo is the preferred format and should be used wherever possible. The wordmark should never be used on its own. It is recommended that the primary logo be used in small spaces for legibility purposes.

The alternative logo is recommended for use in larger expressions or where layouts are limited. It is not recommended for use in smaller spaces.

The shorthand symbol can be used on its own without the wordmark attached to it. It should only be used when the brand name and logo have already been displayed on a specific touchpoint like a website, social media post, fabicon, or letterhead.

Always use approved logo artwork to ensure the integrity of the brand.

If you have questions, contact the Apryse marketing department.

Primary logo

Alternative logo

Shorthand

3.2
Logo color variations

The logo may be used in the colors presented on this page.

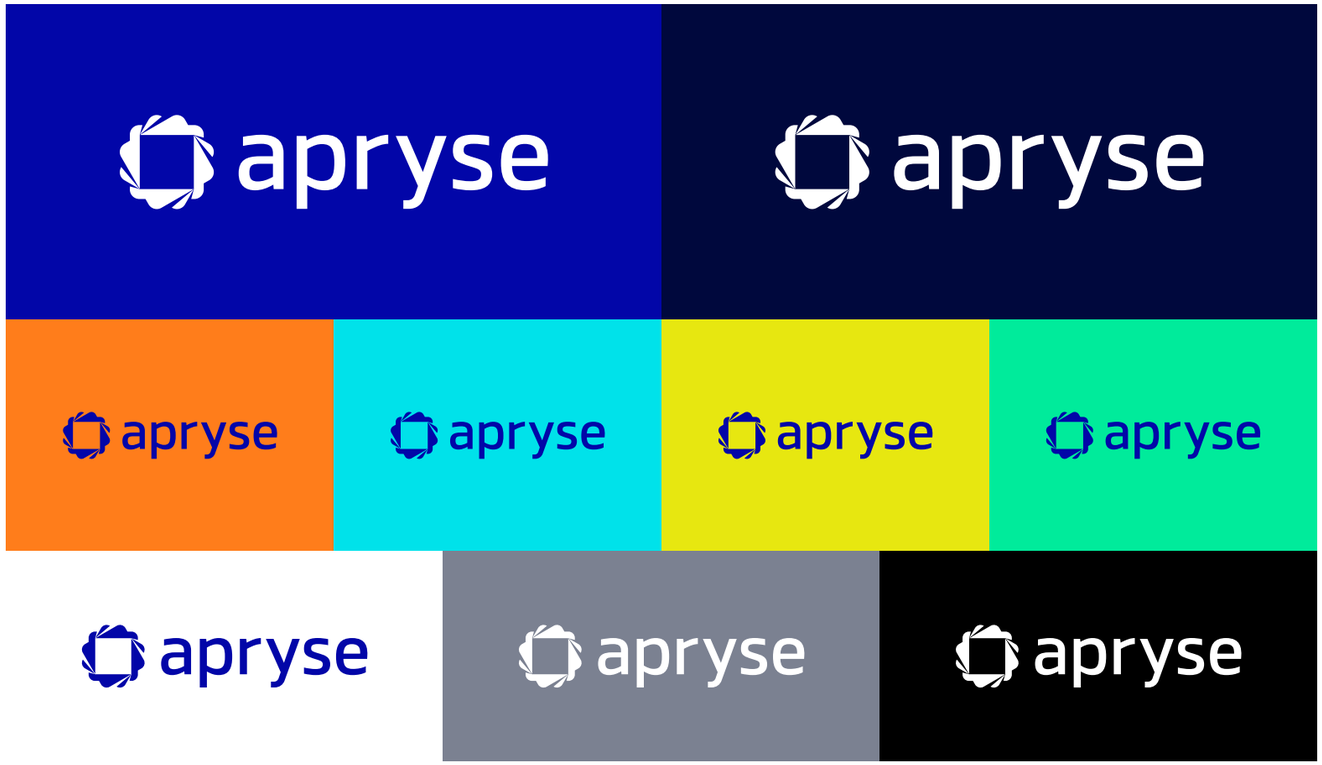
The primary color variation in indigo is preferred when placed over white, orange, light blue, yellow, or teal backgrounds.

For situations where the logo will be placed over indigo, navy, or gray backgrounds, the variation in white is preferred.

In scenarios where color is unavailable, the logo must be used as black on white or as white on black.

The logo artwork provided contains files in different color systems: Pantone and CMYK for print use and RGB for digital applications.

If you have questions, contact the Apryse marketing department.



3.3 Spacing and sizing

CLEAR SPACE

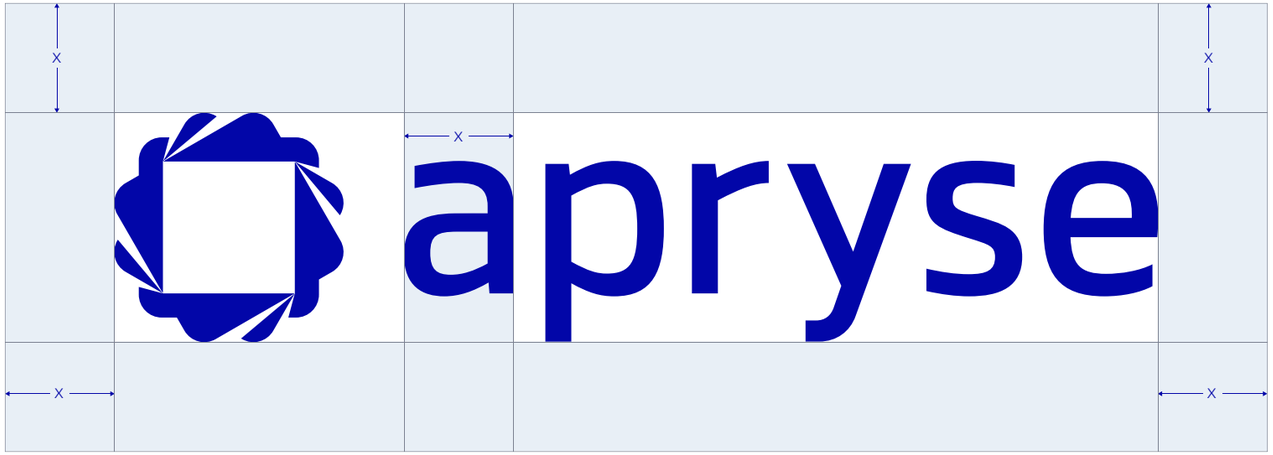
To protect the logo from the interference of other elements and make it prominent, always maintain a protective area around the artwork as illustrated to the right.

MINIMUM SIZE

The minimum size of the logo has a height of 0.25 inches in print and 15 pixels in digital applications. To avoid improper reproduction and illegibility, never use the logo smaller than this scale.

If you have questions, contact the Apryse marketing department.

Logo spacing and sizing



Minimum size, print

0.25" apryse

Minimum size, digital

15px apryse

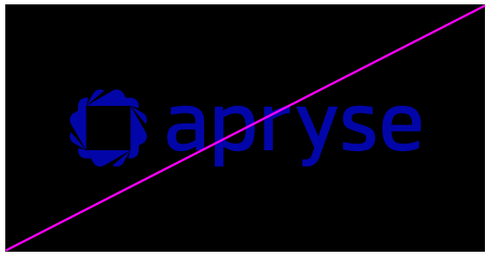
3.4
Improper usage

Correct and consistent use of the Apryse logo is an essential part of building brand equity.

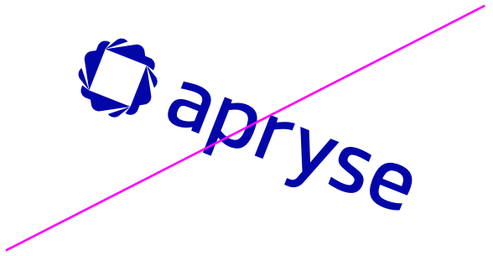
We have carefully designed each element of the logo and positioned it in specific, fixed proportions. Do not alter or redraw the logo in any way. Do not add drop shadows; change the typeface; or create any unauthorized lockups with other words, slogans, graphic elements, or backgrounds.

If you have questions, contact the Apryse marketing department.

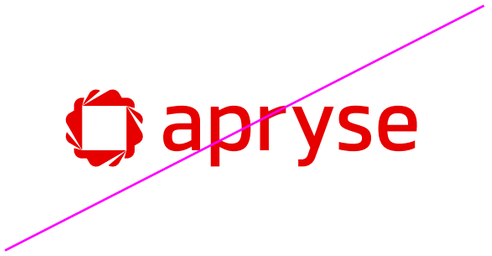
Samples



Don’t place the logo on a background color with poor contrast.

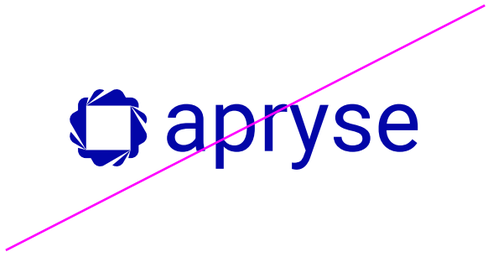


Don’t rotate the logo.



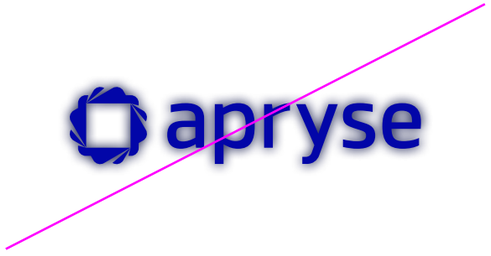
Don’t change the colors of the logo.

Don’t place the logo on an image that doesn’t provide adequate contrast.

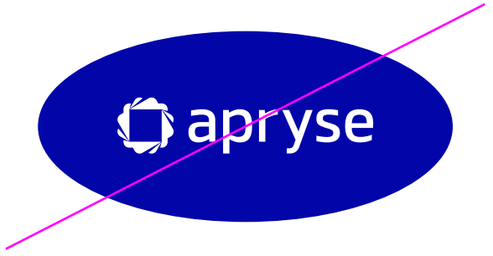


Don’t change the typeface used in the logo.

Don’t distort or warp the logo.



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



Don’t place a container around the logo.

Don’t add extra graphic elements to the logo.

4.0 Design system

4.1
System elements

The Apryse design system consists of brand elements that form the building blocks of all visual communication expressions and experiences.

Over time, elements may evolve or become further detailed and dimensioned. However, it is important that the brand maintains consistency by adhering to the overall guidelines and usage rules shown herein.

USAGE

- Think of these elements as ways to accelerate on-brand executions with a distinctive Apryse look and feel.
- If you find you are using elements that are not included here or derived logically from these guidelines, contact the Apryse marketing department to align your efforts or needs.

If you have questions, contact the Apryse marketing department.

Visual design elements

Logo

apryse

Typography

Aa

Facto Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

Facto Regular

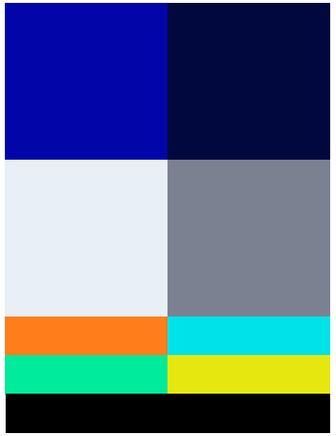
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

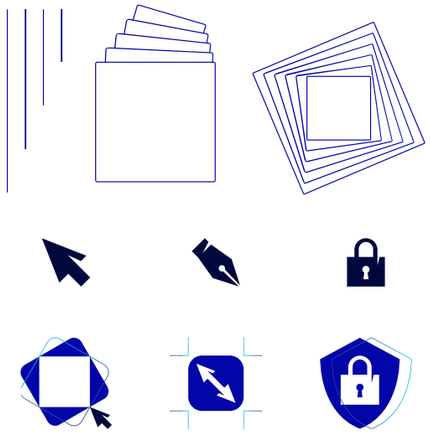
Facto Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Colors



Graphic motifs



Photography

4.2 Typography

PRIMARY TYPEFACE

Our primary typeface is Facto. We chose it for a distinct look that pairs well with our identity, its ability to create expressive designs in large sizes, and for its easy readability.

Facto is available from Adobe Fonts for commercial use.

SYSTEM TYPEFACE

Our system typeface is Tahoma. This font is used whenever our primary typeface cannot be used because of technical limitations (such as in email signatures, marketing email templates, and in PowerPoints).

If you have questions, contact the Apryse marketing department.

Primary typeface

Aa

Facto Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

Facto Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

Facto Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

Facto Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

System typeface

Aa

Tahoma Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

Tahoma Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

4.2.1 Typeface hierarchy

PRIMARY TYPEFACE

This guide shows how our primary typeface can be typeset in complementary weights and sizes to create a harmonious layout.

The sizes and weights used here were chosen for the relationship to each other and the scale of this page. They do not need to be followed exactly, but serve as a guide to the overall proportions and relationships between various levels of type hierarchy. For larger or smaller format layouts, sizes should be increased or decreased proportionally, within reason, to maintain clarity and legibility.

If you have questions, contact the Apryse marketing department.

Heading
Facto light

Heading Lorem ipsum dolor sit amet

Sub heading
Facto regular

SUBHEADING CONSECTETUER CONSEQUAT ELIT

Copy
Facto Regular

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in molestie consequat, vel illum dolore eu

Callout
Facto Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut amet.

For correct color usage of typography, refer to page 23

4.3 Colors

The Apryse color palette is an integral part of our brand identity. The identity relies primarily on the color indigo, with four secondary colors that add contrast and visual interest.

The primary indigo and navy play a prominent role in headlines and in creating dark backgrounds for lighter text to stand out on. The primary indigo also plays an important role in areas that draw attention or are highlighted, such as calls to action and callouts. The navy and indigo should be used as background colors for lighter text to stand out on. The light gray should be used as a background color for darker text to stand out on.

The secondary colors can be used in limited amounts throughout layouts as needed to add interest or variation, or to colorize the graphic elements.

If you have questions, contact the Apryse marketing department.

Primary colors

Apryse Light Gray

Digital:
#E8EFF6
R232 G239 B246
Print:
656c
C12 M7 Y3 K0

Apryse Indigo

Digital:
#0206A8
R2 G6 B186
Print:
Blue 072c
C100 M97 Y3 K3

Apryse Navy

Digital:
#00083D
R0 G8 B61
Print:
282c
C100 M87 Y42 K52

Secondary colors

Apryse Teal

Digital:
#00EB9B
R0 G235 B155
Print:
2239c
C73 M0 Y40 K0

Apryse Yellow

Digital:
#E7E710
R231 G231 B16
Print:
395c
C11 M0 Y98 K0

Apryse Gray

Digital:
#7B8191
R123 G129 B145
Print:
7544c
C59 M41 Y34 K4

Apryse Light Blue

Digital:
#00E2EA
R0 G226 B234
Print:
311c
C70 M0 Y11 K0

Apryse Orange

Digital:
#FF7D1B
R255 G125 B27
Print:
151c
C0 M60 Y100 K0

Apryse Black

Digital:
#000000
R0 G0 B0
Print:
6c
C60 M40 Y40 K100

4.3.1 Text color variations

Care must be taken to pair backgrounds with specific colors of text to provide contrast ratios that comply with ADA guidelines.

White backgrounds may use headlines in navy or indigo, and body copy's suggested usage is in gray.

Navy and indigo backgrounds may use headlines in white or any of the secondary colors. Body copy must be in white.

Gray and orange backgrounds must use headlines and body copy in white.

Backgrounds in any of our other support colors must use headlines and body copy in navy.

Our support colors should not be used for body copy, but can be used for callouts and decorative expressions like the graphic elements.

If you have questions, contact the Apryse marketing department.

Acceptable color combinations for text

4.4
Graphic motifs

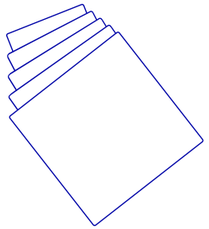
A series of motifs have been designed to add visual interest to the Apryse brand. The categories of graphic motifs include rotating, fan, and drawer motifs.

The rotating motif represents movement in a single plain to symbolize the depth that Apryse brings to its products.

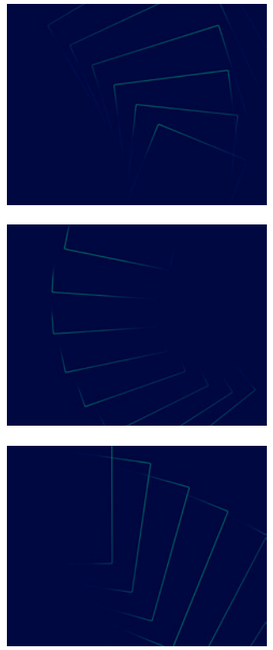
The fan motif demonstrates the multiple perspectives that the Apryse brand offers users.

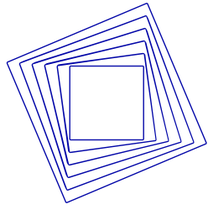
The drawer motif symbolizes the stacking of layers, highlighting Apryse's comprehensive suite of tools.

If you have questions, contact the Apryse marketing department.

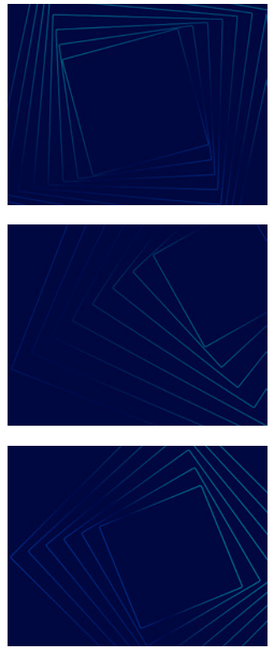


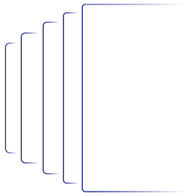
Rotating



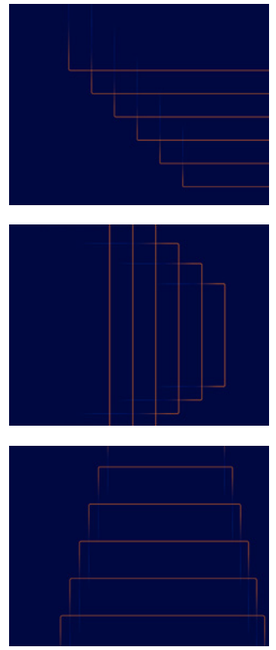


Fan





Drawer



4.4.1 Graphic motifs: icons

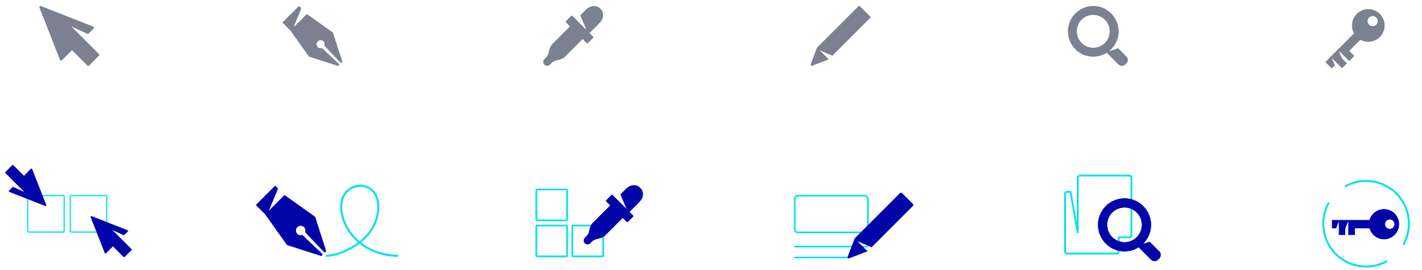
These are the two types of graphic motifs that can be used throughout marketing materials to add visual interest.

The icons should be used when describing functions or specific services that Apryse offers its customers.

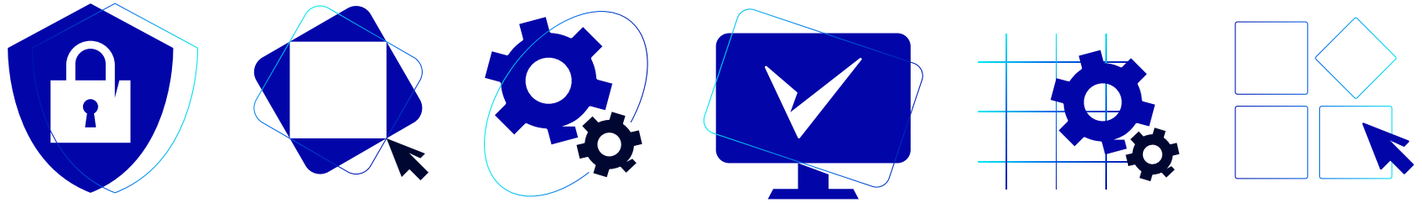
The illustrations should be used when showcasing the key benefits that Apryse provides its users, like support, security, and best-in-class products.

If you have questions, contact the Apryse marketing department.

Icons (Symbols that describes functions)



Illustrations (Suggestive illustration of benefits)



4.4.2 Proper usage: gradients

To blend graphic motifs with photography and text, two types of gradients can be used.

The first type of gradient is color fading lines. The line can fade from one color to another, or fade from color to transparency.

The second type of gradient is intended to create a glossy effect over layouts or imagery. This gradient can be used to fill shapes and give them a shiny, polished look and feel.

If you have questions, contact the Apryse marketing department.

Gradients: color fading lines

Gradients: glassy material

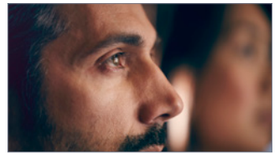
4.5 Photography

Images are always focused on people, and the subjects should look like they are in natural, unstaged situations.

These people should be expressing positive emotions. Images should typically have a few people or isolated subjects and should feature lots of negative space, depth of field and clean, simple backgrounds that allow the subject to shine as the focal point.

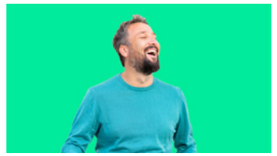
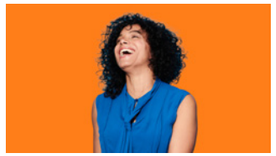
For photography that showcases multiple people, the images should contain groups of people sharing ideas and working in a collaborative setting.

Single person - Focused on work



Group of people - Sharing/working

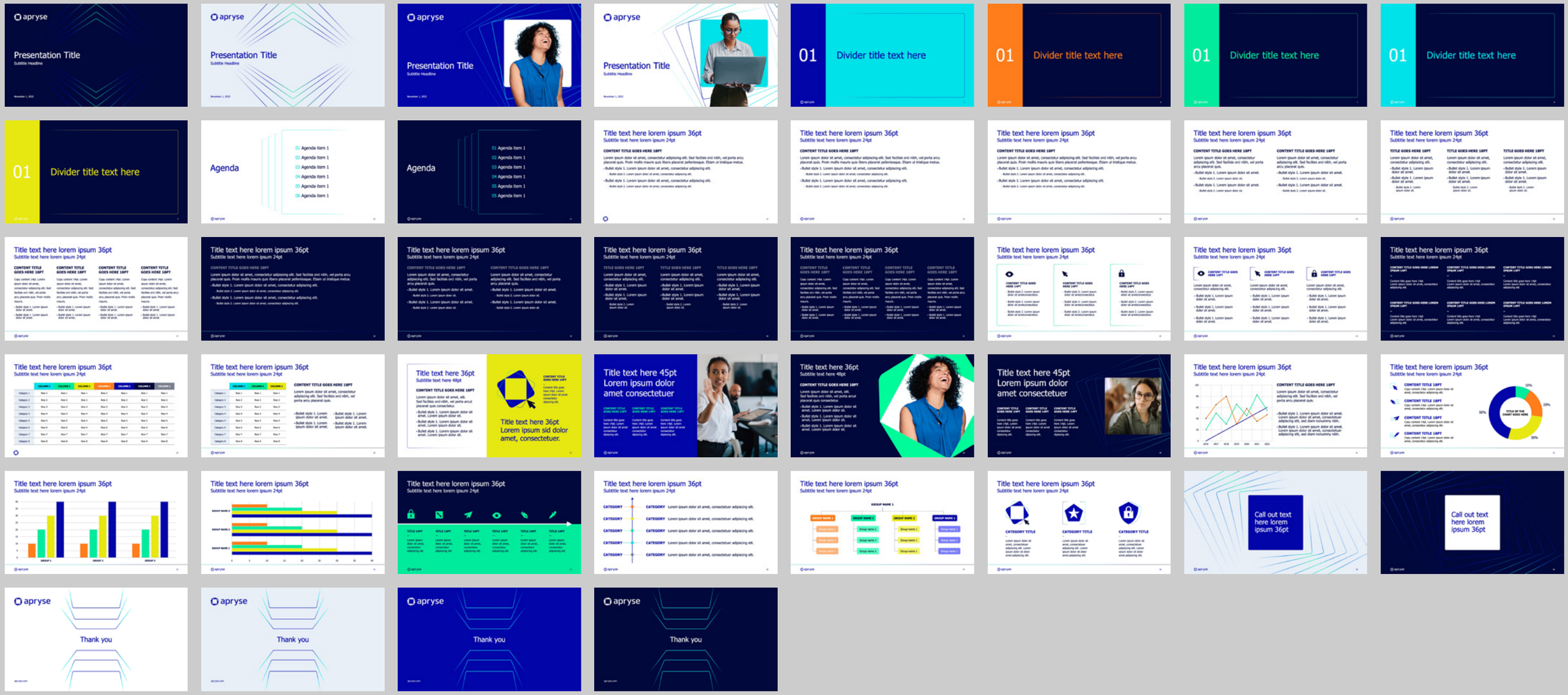
Isolated figure

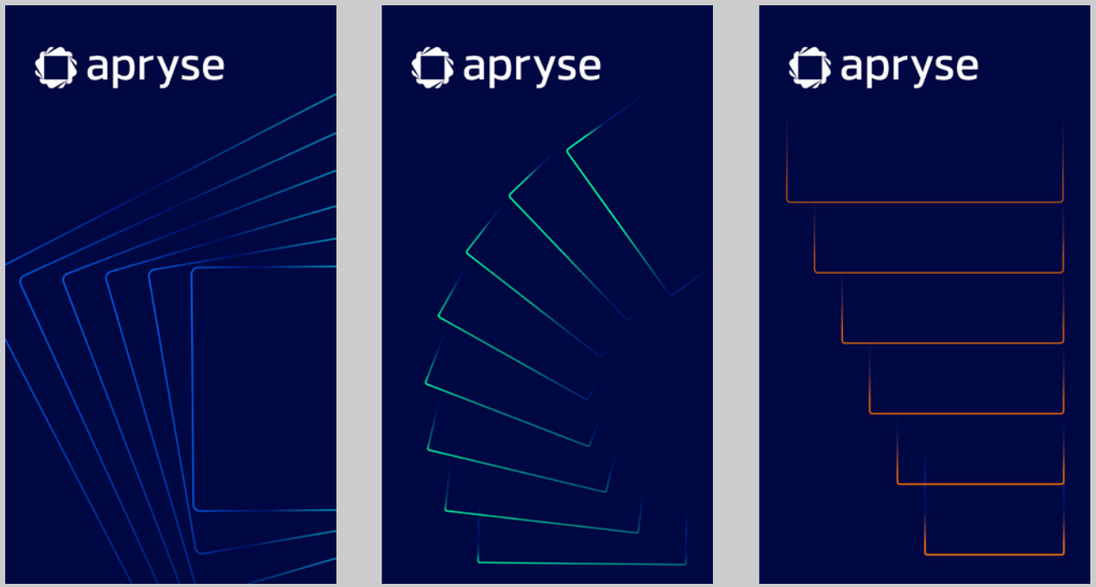
If you have questions, contact the Apryse marketing department.

5.0 Illustrative applications and templates

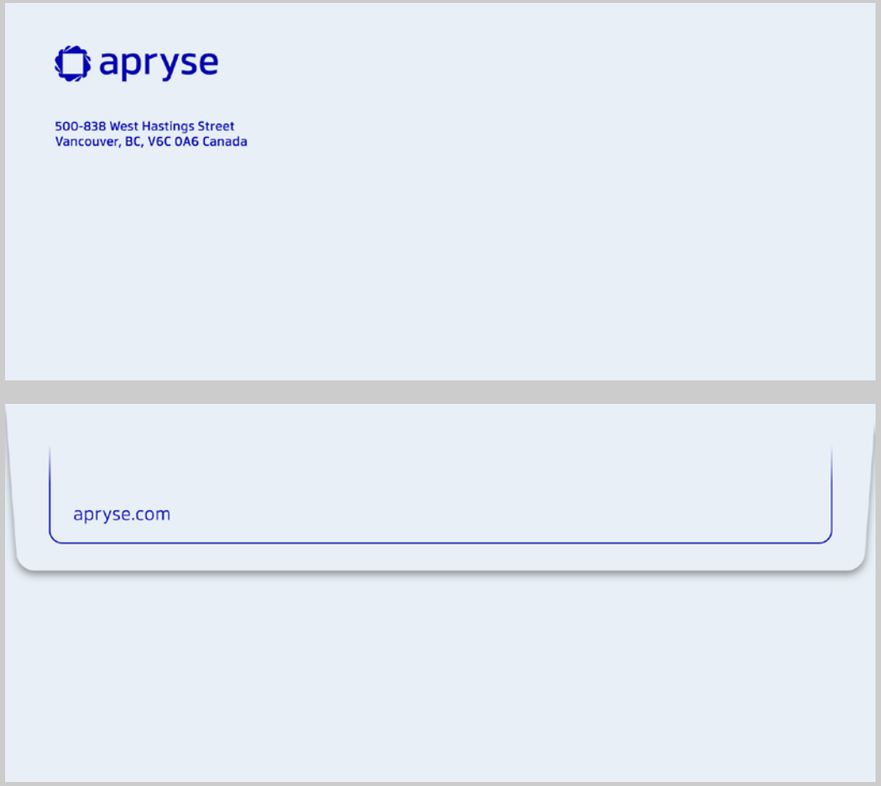
Powerpoint template:



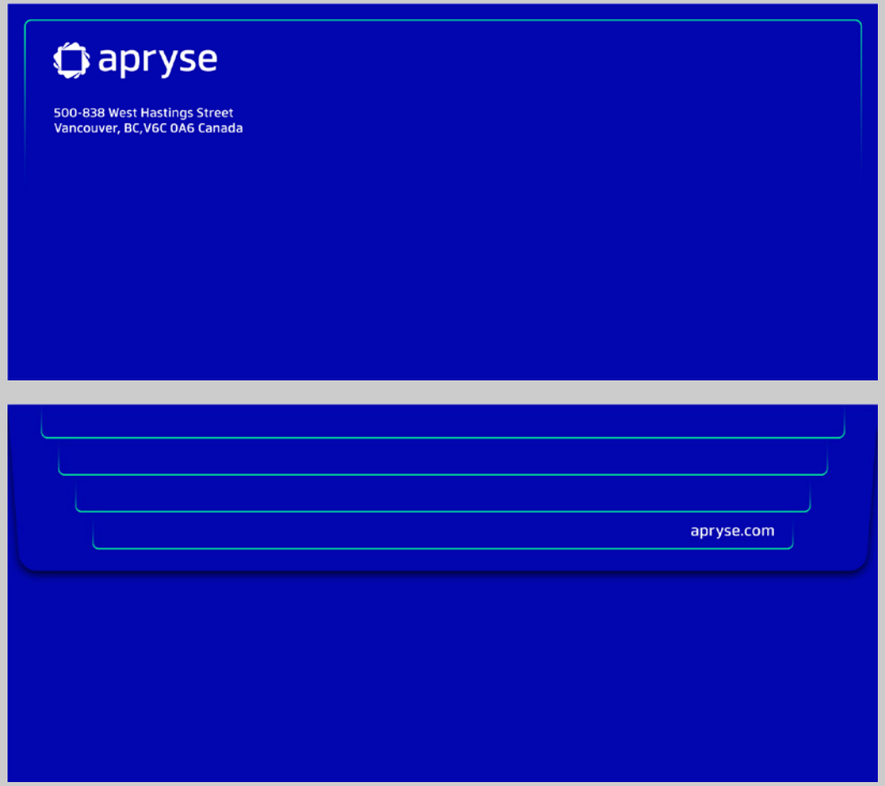
Front



Back as series (multiple back options)



Option 1



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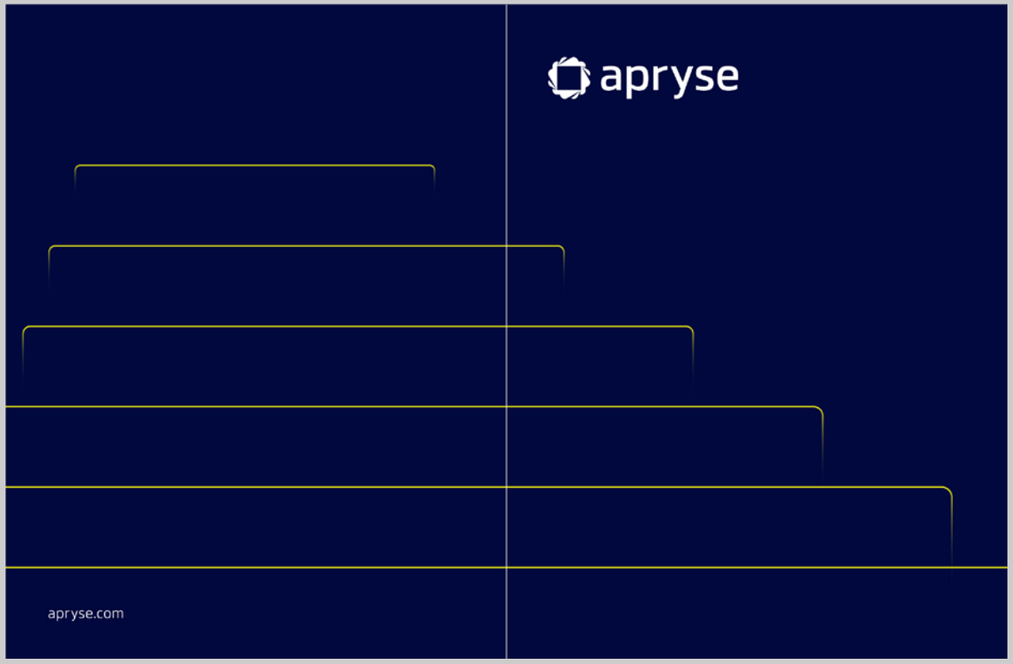
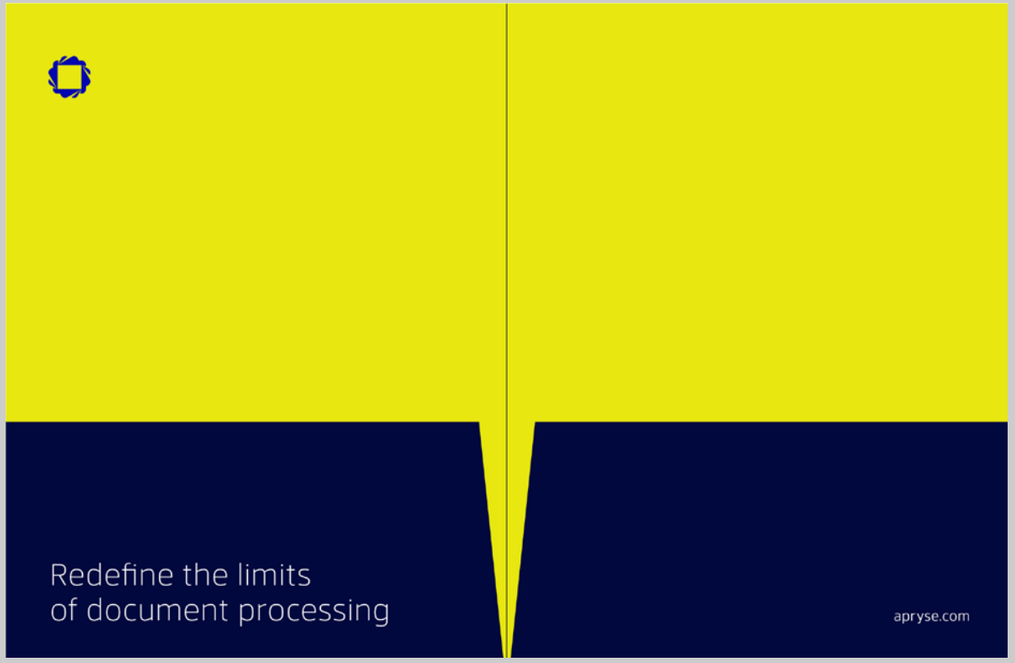


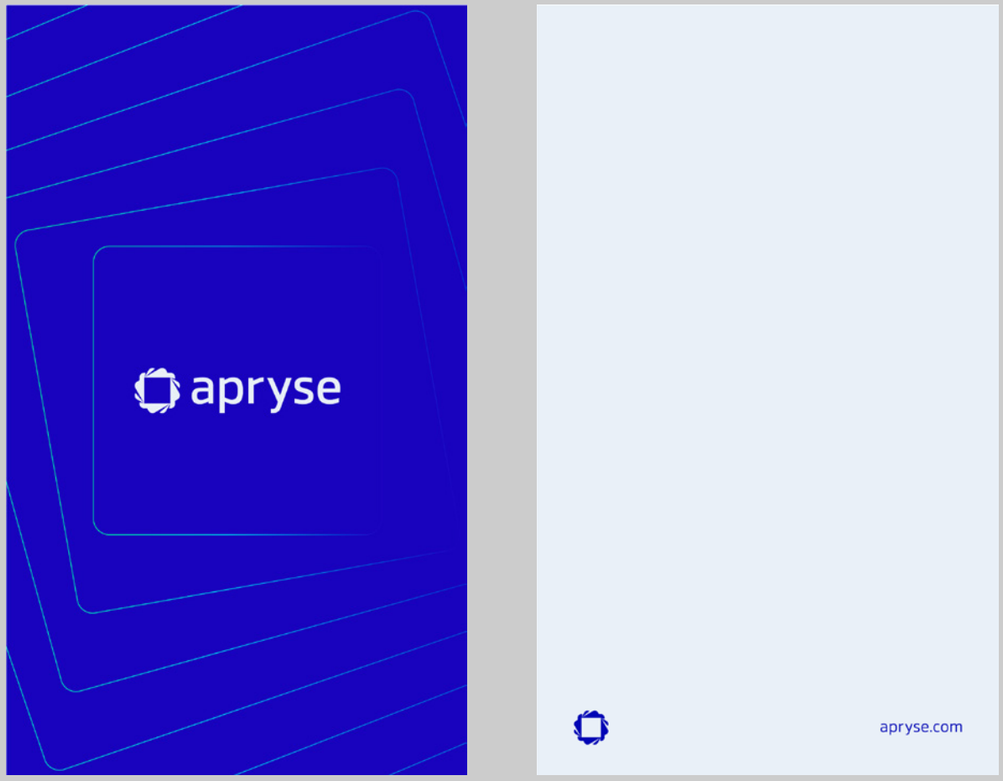
Exterior



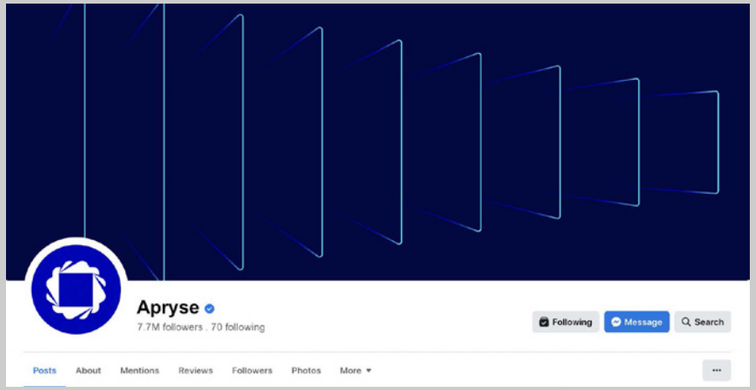
Interior

Stationary templates - Letterhead and Memo pad

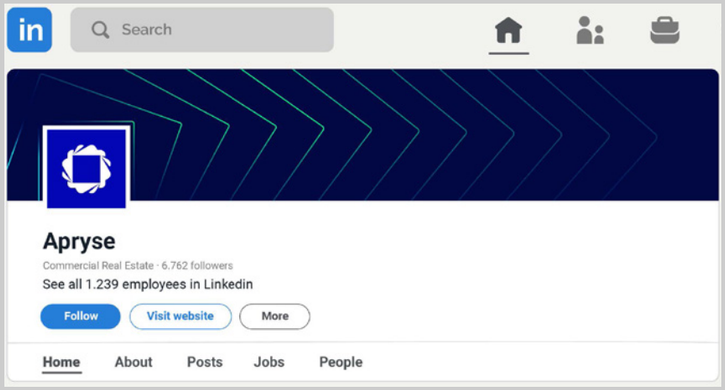
Letterhead



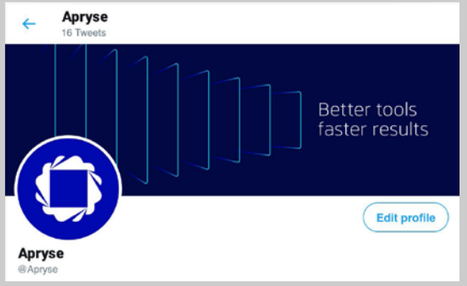
Memo pad



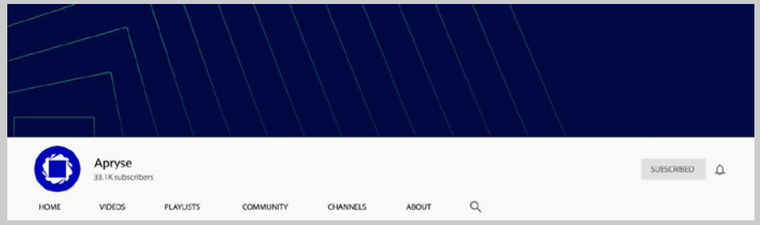
Facebook



LinkedIn



Twitter



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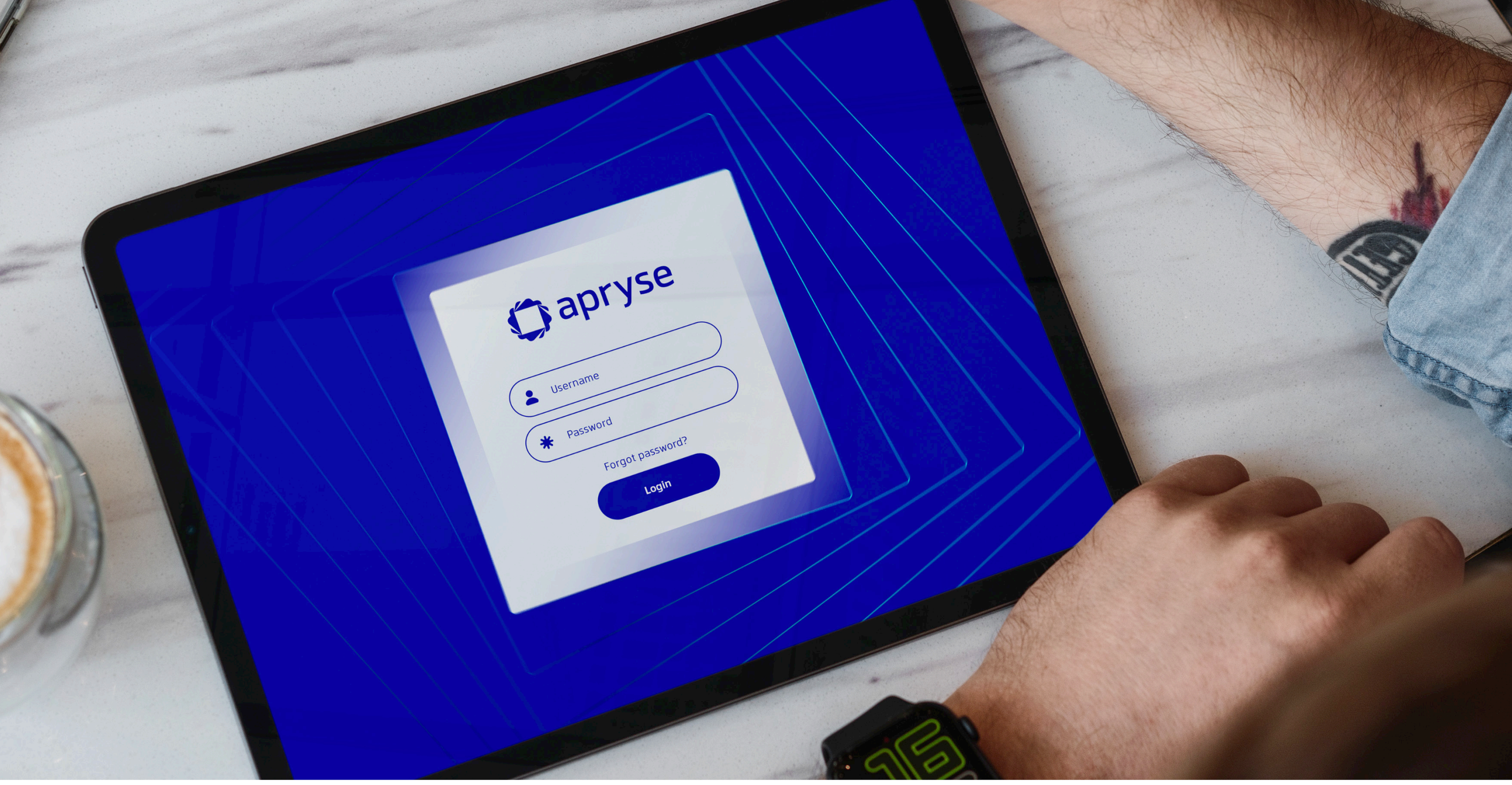
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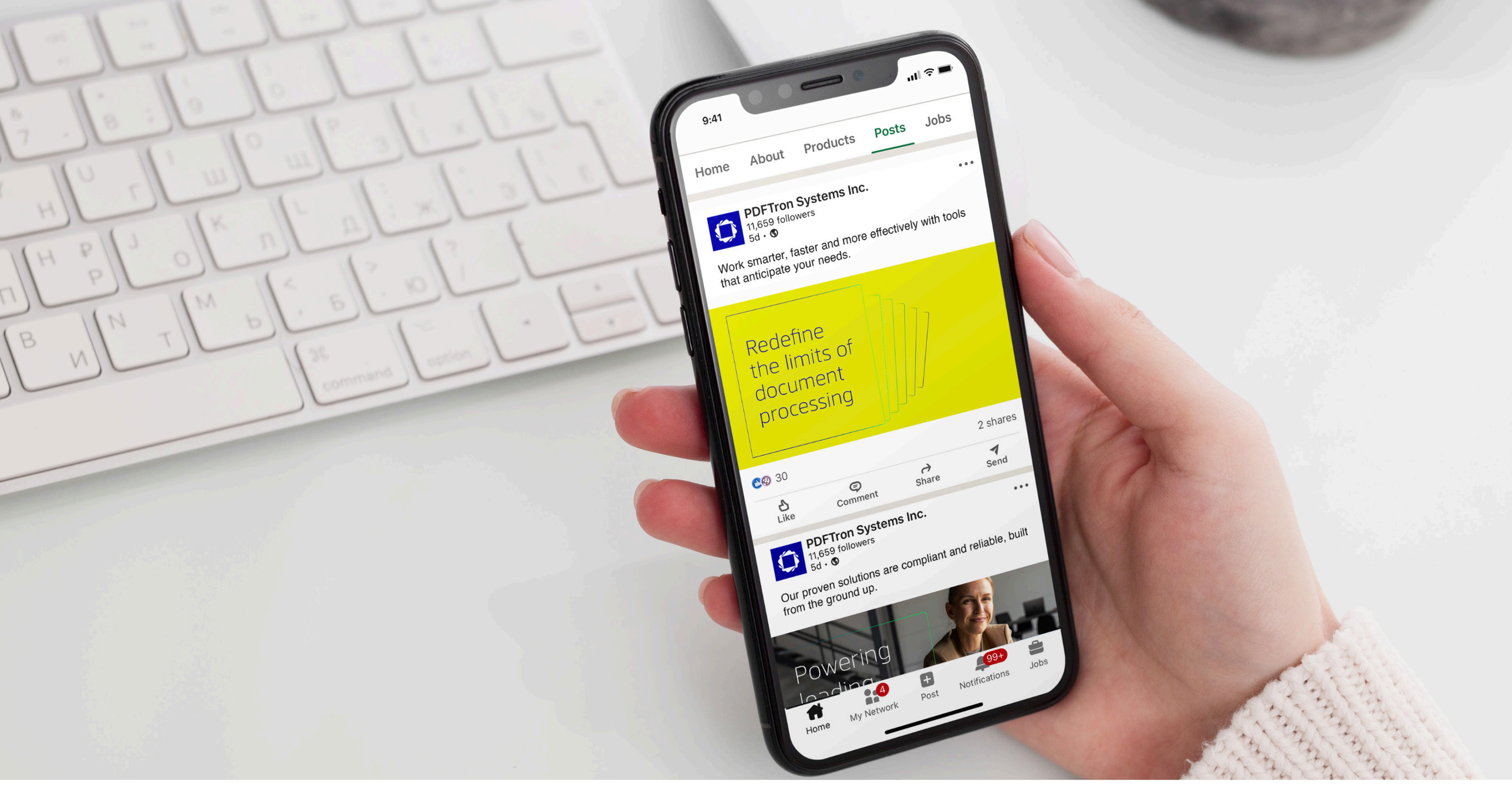
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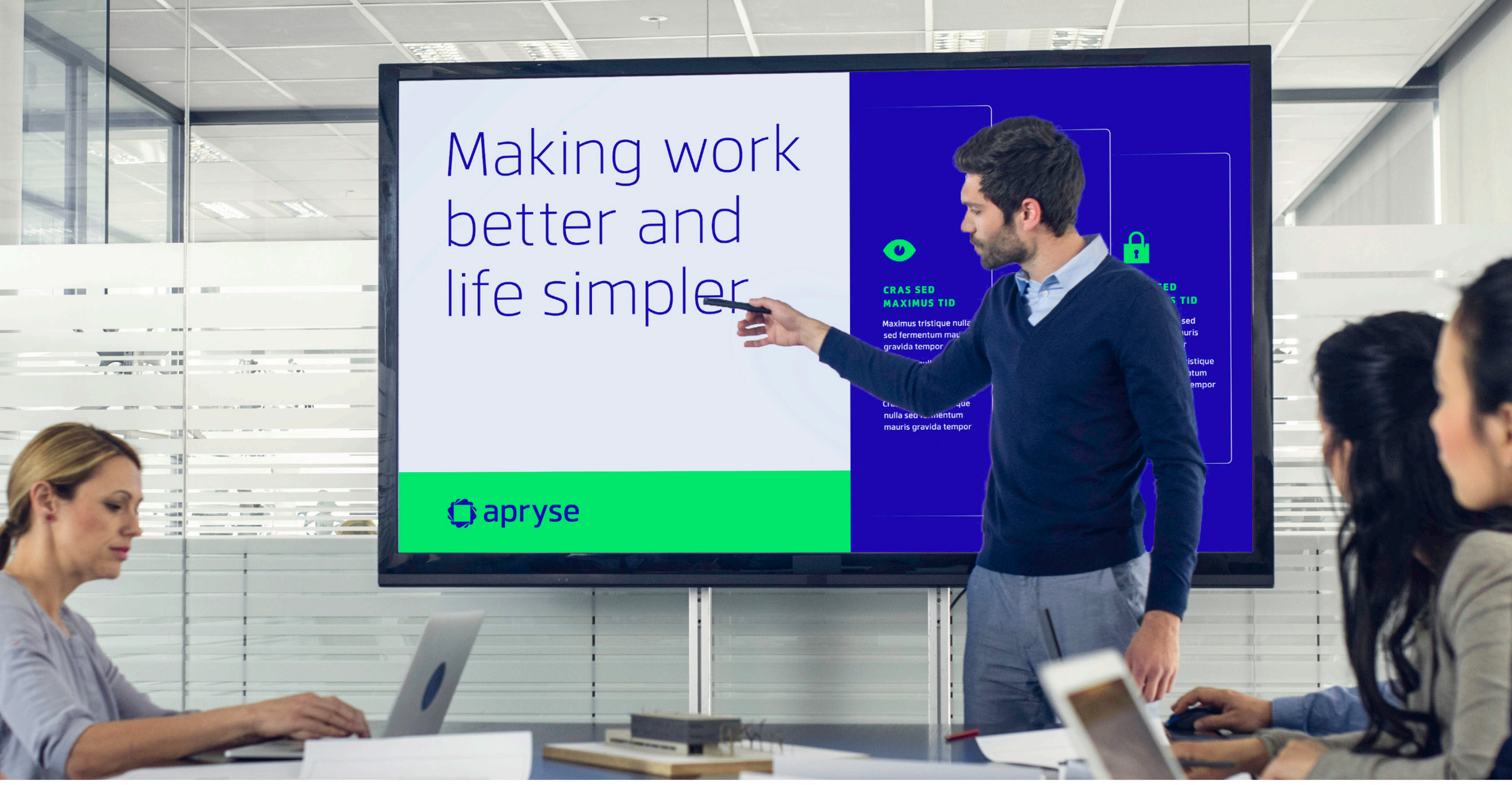
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Thank you!

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If you have questions regarding these guidelines or require assistance creating branded materials, contact the Apryse marketing department.