



Brand Guidelines

v1.0

We are Concur.

This brand guide is intended to give you an overview orientation of the building blocks we use to create things that look and sound Concur.

It is not a laundry list of requirements, rather a selection of already cleaned and pressed clothes that you can take off the shelf and use in your communications.

Used correctly, these elements will allow you to focus on what you are trying to communicate,

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Our brand voice.

How we **say** who we are.



What do we mean by “brand voice?”

Our brand voice consists of the words, tone, rhythm and style we use consistently in talking to our customer. Think of it as verbally “getting into character” or becoming a filter through which our overall mission and message runs through. By writing a certain way, we become the voice of the company.

Why does brand voice matter?

- It establishes our human-ness.
- It creates a relatable and reliable persona.
- It differentiates us from the competition.
- It draws new customers and retains current customers.
- It builds an emotional connection with the audience.

What makes the Concur Voice?

Concur solves real problems for real people. We have a track record of doing this and we are committed to keep on doing it. Paradoxically, as our offerings grow more complex, we must streamline how we communicate with our customers so that our commitment to solving their problems shines through, without us saying a thing.

To do this we must make sure that we come across in all our communications as: **Clear, Optimistic and Knowledgeable.**

What's key to the Concur brand voice?

Clear. We're going for a direct, honest, simple approach. We are NOT: complicated, boastful or professorial. We don't want our audience to have to wade through dense, jargon-filled paragraphs to uncover our point. Short, breezy sentences, simple words and active verbs fill our messages with momentum—we also don't sacrifice clarity for clever.

Clear:
Conversational,
Open,
Straightforward

Optimistic:
Enthusiastic, Realistic,
Forward-looking

Optimistic. We are enthusiastic, realistic, forward-looking. We are NOT excitable, starry eyed or trying too hard. We're not in the travel or expense business. We're in the path of least-resistance business. So, through us, people will see a bright future with far fewer hassles and far more time to focus on the things that matter most, even amid their busy lives.

Knowledgeable. We've got the smarts help our customers work smarter. We're NOT boastful, professorial or complicated. We've got years of experience behind our expertise and are willing and eager to share the latest and most useful information. Ultimately, we are here to make things easier for our customers so that they can get more out of life.

Knowledgeable:
Relevant, Empowering, Confident

Am I on brand?

How to write in a way that's clear, optimistic and knowledgeable:

- Avoid jargon, corporate-speak and clichés.
- Never forget that you're a human being talking to other human beings about human things.
- Before you go for brand voice, write it in non-brand-voice first.
- Do research.
- Write succinctly-don't repeat ideas or overload sentences with adjectives.
- Use active verbs, and avoid passive voice.

Remember:

Make your sentences DO something.

- Be creative, and think visually.
- Write clearly and succinctly.
- Keep things simple.
- Use active voice.
- Use brand voice.

Examples of our voice

The Year That Was: The Best Blogs of 2012

It's been a fun-filled, amazing year. Especially on the Concur blog. So, let's hit rewind and take a look at the posts from 2012 you liked most.

- **Focus on Expense Fraud**
Get expert tips to protect against expense fraud, download the free e-book.
- **Sky High Wi-Fi with GoGo**
See how productivity soars when GoGo and Concur join forces.
- **The Future of the Business Trip**
Hear what Concur CEO Steve Singh has to say about the future of business travel.

Clear, simple headline (with a little flair thrown in).

Upbeat lead, get right to it. Not trying too hard.

Tight, knowledgeable summary of post content.

Active word choices.

Concur Bets Big With Evature

Evature's natural-language search technology brings Concur closer to its "Perfect Trip" vision.

Today, Concur took another step toward completing its vision for "The Perfect Trip" with a \$2 million investment in Evature, a developer of natural language search for online travel. The investment is another Concur has made from its \$150 million Concur Perfect Trip™ Fund, which the leading provider of integrated travel and expense management solutions set aside to help and partner with emerging companies in the T&E Cloud.

Clear, more visionary headline and subhead.

Excitement and optimism for a brighter future.

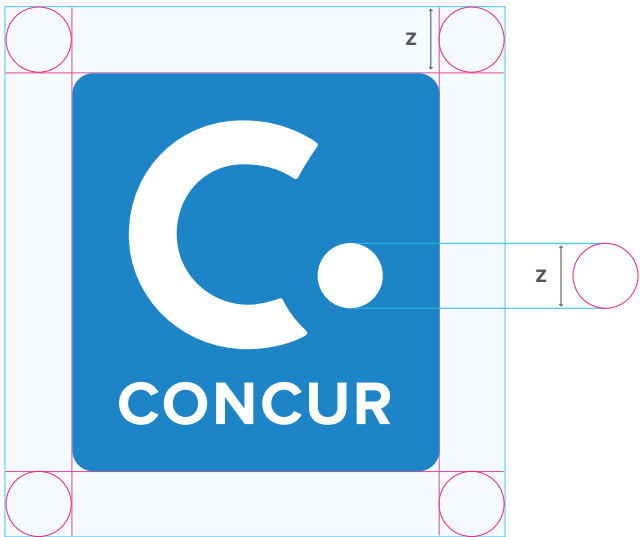
Clearer, cleaner description of what this is and why it matters.



Our logo.

How it works

Vertical Logo

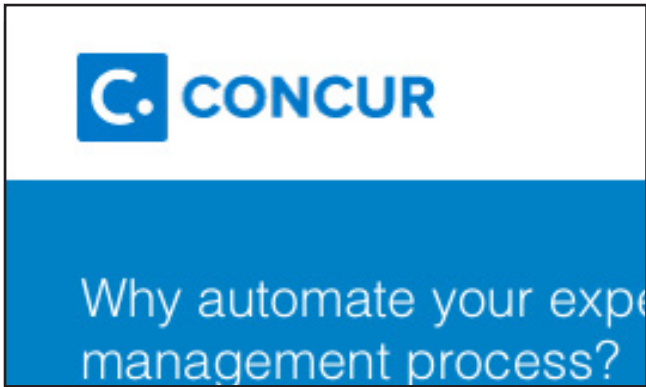


To protect the clarity and visual integrity of the Concur logo, a minimum amount of clear space is required around all sides of the logo. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot.



Example of a good minimum distance for text from logo, shown here.

Horizontal Logo



Example of a good minimum distance for text/graphics from logo, shown here.

Variations

Vertical Logo



Blue Logo - Primary



Gray Logo



Black Logo



White Logo

Scale limitations

The minimum vertical logo height is 40px.



Horizontal Logo



Blue Logo - Primary



Gray Logo



White Logo



Black Logo

Scale limitations

The minimum horizontal logo height is 20px.

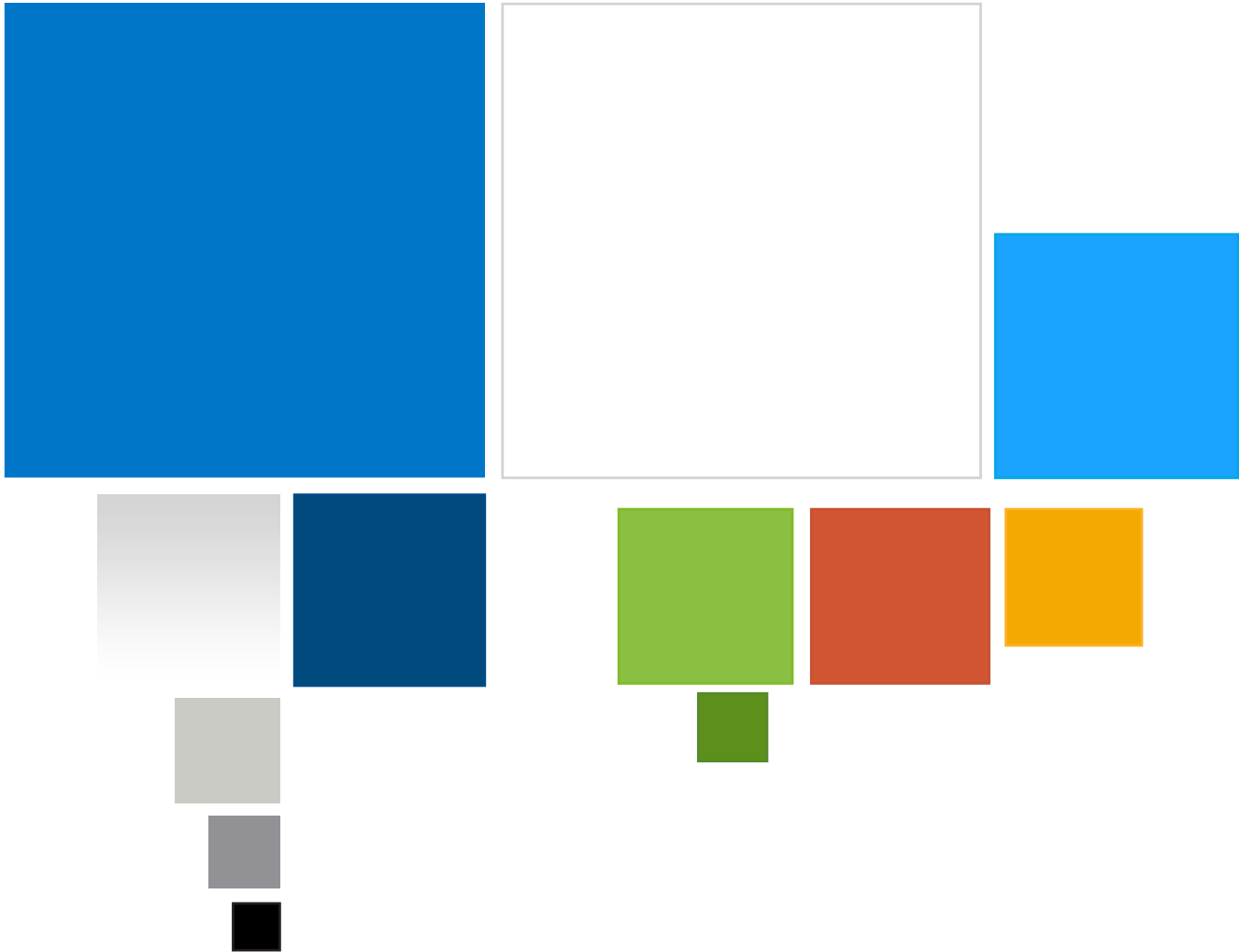


Color



Concur Color Palette

The following is a visual reference for gauging how dominant colors should appear compared to others. In the Concur palette, the blues are our dominant colors, while the other colors may be used in a supporting role as needed.



Concur Color Specifications

Print	PMS	CMYK	Online	RGB	Web
CONCUR BLUE	PMS 3005C	100 / 31 / 0 / 0	CONCUR BLUE	0 / 120 / 201	0078c9
BRIGHT BLUE	PMS 2995C	83 / 1 / 0 / 0	BRIGHT BLUE	0 / 169 / 242	00a9f2
DARK BLUE	PMS 301C	100 / 53 / 4 / 19	DARK BLUE	0 / 74 / 125	004a7d
BRIGHT GREEN	PMS 368C	65 / 0 / 100 / 0	BRIGHT GREEN	137 / 191 / 66	89bf42
DARK GREEN	PMS 363C	76 / 3 / 100 / 18	DARK GREEN	84 / 141 / 61	548d3d
ORANGE	PMS 7580C	0 / 77 / 97 / 15	ORANGE	210 / 85 / 51	d25533
YELLOW	PMS 144C	0 / 51 / 100 / 0	YELLOW	244 / 169 / 0	f4a900
LIGHT GRAY	PMS Cool Gray 3C	8 / 5 / 7 / 16	LIGHT GRAY	203 / 203 / 196	cbcbcb
DARK GRAY	PMS 423C	22 / 14 / 18 / 45	DARK GRAY	137 / 141 / 141	898d8d
WHITE	White	0 / 0 / 0 / 0	WHITE	255 / 255 / 255	ffffff
BLACK	Black 7C	38 / 35 / 33 / 92	BLACK	0 / 0 / 0	000000

Typography

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
ABCDEFGHIJKLM
LMNOPQRSTU
VWXYZ123456
7890*!#%

Proxima Nova is a large font family that allows for a lot of flexibility and expression through type alone when used on company communications. Consider scale, consider weight, consider how powerful just one word placed elegantly in the middle of page can be to help tell your story. Use it. Embrace it. Let it be your voice and self expression in each piece of media it graces. Here is just a sampling of the much larger family:

Proxima Nova - Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM
NOPQRSTUVWXYZ 1234567890

Proxima Nova - Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM
NOPQRSTUVWXYZ 1234567890

Proxima Nova - Extra Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM
NOPQRSTUVWXYZ 1234567890

Font Usage guidelines:

Online, print

We are standardizing
on Proxima Nova

Email campaigns

Helvetica, Arial

Powerpoint, other Office communications

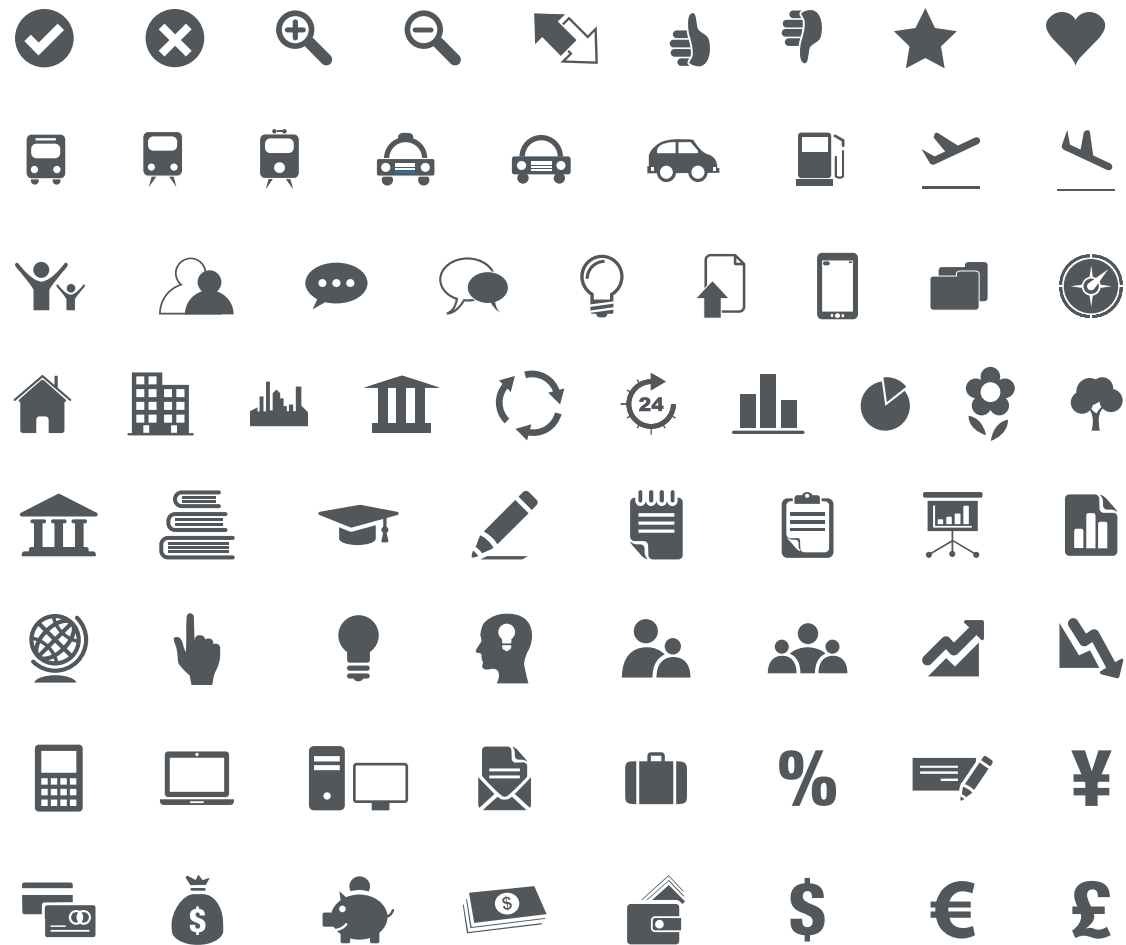
We are standardizing on Helvetica
If Helvetica is unavailable, we switch to Arial

Design Elements



Icons

We use simple internationally-recognizable icons for our communications.



And then we add the concur colors and simple shapes to bring them to life



Working with Concur

Approval Process

Do i need to check in with anyone? or can i just follow the rules and turn in my work at the deadline.

Please do check in. Brands are evolving things, and we want to make sure that you have the latest information possible, and that your ideas help us to grow the brand further.

If you don't see the answer to your question here:

Please follow up with an email to Creative@concur.com, or call us at 425.590.5000 and ask for Creative Services.

