

**Brand Guidelines**  
November 2025

**appian**

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# The Appian Brand Voice

## Our brand voice

Above all, the Appian brand voice is:

- Simple
- Credible
- Innovative

Be clear. Avoid jargon. **Shorter is always better**—use fewer words to make a bigger impact.

## Our brand name

It's important to preserve the integrity of our brand name—it carries value. Follow these rules:

- Do not abbreviate Appian (pronounced [APP-EE-IN](#)), except when referring to our Nasdaq listing, APPN.
- Always capitalize Appian, except in URLs ([appian.com](#)).
- You may use Appian in the possessive: *Appian's*. But never use product or solution names in the possessive (e.g., do not write *the Appian Platform's*).

## Boilerplate

The [Appian corporate boilerplate](#) (also known as an “about us” statement) is a short, standardized paragraph with high-level background on the company. Our boilerplate reflects the key elements of our position and message.

## About Appian

Appian is The Process Company. We deliver a software platform that helps organizations run better processes that reduce costs, improve customer experiences, and gain a strategic edge. Committed to client success, we serve many of the world's largest companies across industries. For more information, visit [appian.com](#). [Nasdaq: APPN]

Follow Appian: [LinkedIn](#), [X \(Twitter\)](#)

# Our Logo

The Appian logotype uses letterforms that feel simple, technical, and human. The “i” letterform represents the individual, and the “i” dot is what we call a “node in action.” The angle conveys freedom from the letterform and empowers the individual with forward progress.

## Minimum size

To preserve legibility, especially because of the complex “a” letterform, the smallest size our logo can be shrunk down to is 0.5” wide.



Use the “a” as the unit for deriving a clear area.

appian



0.5”

36px

Minimum size should not be less than 0.5” in width.

## In Print

There are two main variations of the logo – Dark Blue, and in White. It is important that the logo is displayed clearly against the background and without obstruction.

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## In Digital

There are two main variations of the logo in Appian Blue, and in white. It is important that the logo is displayed clearly against the background and without obstruction.

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In instances when the logo has to be displayed or printed in black and white, making the logo black is allowed.

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[Download the Appian Logo](#)

# Our Colors

## Primary Palette

The primary palette uses blues to ground the design theme. Use these blues as the background color in Appian digital content.

### Dark Blue

C100 M98 Y29 K42  
#020A51  
R27 G10 B81  
PMS 2758C

### White

C0 M0 Y0 K0  
#FFFFFF  
R255 G255 B255

### Appian Blue

#2322f0  
R35 G34 B240

**Important:** Appian Blue must only be used in a digital environment. We replace this swatch with Dark Blue when in print.

## Secondary Palette

The secondary palette expands our design system's colors to create more depth, variety, and emphasis by providing complementary and contrasting colors that work with the primary palette.

### Pale Blue

C11 M3 Y0 K0  
#DEEBF8  
R222 G235 B248  
PMS 656C

### Dark Purple

C98 M100 Y0 K0  
#252182  
R51 G48 B146  
PMS 2746C

### Warm Gray

C62 M54 Y45 K18  
#64656D  
R100 G101 B109  
PMS 425

### Carbon

C71 M66 Y63 K68  
#282728  
R40 G39 B40  
PMS 426C

## Accent Colors

The accent colors add vibrancy, boldness, and character. Do not use more than one accent color, and always ground them with a primary color.

### Cyan

C74 M0 Y18 K0  
#00BCD2  
R0 G188 B210  
PMS 311C

### Turbo Purple

C53 M76 Y0 K0  
#8859A5  
R136 G89 B165  
PMS 2583C

### Cheddar

C0 M34 Y83 K0  
#FCB245  
R252 G178 B69  
PMS 1235

### Orange

C2 M67 Y93 K0  
#EE752E  
R238 G117 B46  
PMS 1575C

# Color Usage

You should typically use one accent color against a primary color, following the 60-30-10 rule to create a balanced and visually appealing design, or color scheme. The primary color is used most (60%), with a secondary color for 30%, and accent color for a minimal 10%.

## Applying the 60-30-10 Rule

- **Primary Color (60%):** This is the dominant color that sets the tone for the design.
- **Secondary Color (30%):** A supporting shade that adds depth and contrasts with the primary color.
- **Accent Color (10%):** This is the color to be used sparingly for small details and CTAs, providing vibrancy and interest.



## Considerations for Accent Colors

### Purpose

Use accent colors to draw attention to key elements, such as a CTA.

### Consistency

Once you choose your accent color(s), stick to them consistently throughout your design to maintain a unified and professional look.

### Legibility

Ensure accent colors are highly visible against the primary and secondary colors, so that important information is easy to read.

### Versatility

Having an accent color allows for more options and can expand our brand's visual palette without losing control.

### Balance

A good balance of accent color together with primary and secondary colors prevents a design from becoming overwhelming, creating a harmonious and comfortable experience for the viewer.

# Brand Typography

## Ubuntu

**Primary Typeface | Use for body copy and standard content across digital and print.** Optimized for screens and core to Appian's digital experience.

- Use for website copy, social media, video, and digital presentations
- Recommended weights: Bold, Medium, Regular, Light (plus italics)
- Avoid in long-form collateral where spacing may limit readability

[Download from Google Fonts](#) | [Download in Adobe Fonts](#)

## Poppins

**Accent Typeface | Use for headlines and emphasis only in presentations.** Use it sparingly to add bold, modern expression in headlines across decks.

- Use **Bold** for short headlines
- Not intended for body copy or long-form content
- Recommended weights: Regular, Medium, Semibold, Bold, ExtraBold
- Use case-by-case for visual impact

[Download from Google Fonts](#) | [Download in Adobe Fonts](#)

## Effra

**Print Typeface | Use for print headlines.** Provides structure and clear typographic hierarchy in longer-form layouts.

- Recommended for headlines in printed brochures, white papers, etc.
- Recommended weights: Bold, Regular, Italic
- Not used for digital design

[Download in Adobe Fonts](#)

## Mulish

**Print Typeface | Use for body copy and supporting text in print materials.** Offers clarity and legibility, making it ideal for print and long-form applications.

- Primary body typeface for collateral
- Recommended weights: Regular, Light, Italic
- Avoid using for primary headlines

[Download from Google Fonts](#) | [Download in Adobe Fonts](#)

# Graphic Elements

## Iconography

Icons are simple visual elements that quickly communicate something to a user.

We have limited our icons to represent the most important Appian content.

All approved iconography is in the [Brand Library](#) folder in Google Drive.

[Download Appian Iconography](#)



Artificial Intelligence  
& AI Agents



Simplicity



Structure



Data



Safety



Analytics



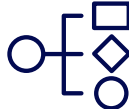
Scalability



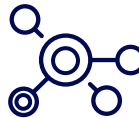
Process  
Intelligence



RPA



Orchestration  
& Automation



Data  
Fabric



API



BPM



Intelligent  
Automation



# Global Brand Photography

Our photography should feel real, candid, and natural—avoid staged scenes, direct eye contact, or artificial lighting. Capture authentic moments as if observed, not posed, using natural light and slice-of-life imagery.

Avoid heavily edited, HDR, or sci-fi visuals (e.g., glowing brains or overlays). When showing AI, focus on people empowered in action—using devices, collaborating, or making decisions.

Representation must reflect the region: embrace diversity in multicultural markets and align with local norms in more homogenous areas. Show people in authentic work settings with natural expressions and industry-appropriate attire.

- **Public Sector & DoD:** Highlight civic engagement and real-world impact; avoid political-style portraits.
- **Financial Services, Insurance, Retail:** Show genuine customer interactions, not generic banker stock photos.
- **Healthcare, Pharmaceuticals, Life Sciences:** Feature lab work and care settings; avoid dramatized patient scenes.
- **Media & Communications:** Capture dynamic behind-the-scenes collaboration.
- **Agriculture, Telecom, Energy, Water, Robotics, Automotive, Manufacturing, Transportation & Logistics:** Use real operational settings; avoid overly polished or staged visuals.

[Download Brand Photography](#) from the Library.



# Content Writing

## Appian content writing style guidelines

### The Appian brand voice

The Appian brand voice is *simple*, *credible*, and *innovative*.

### Acronyms and abbreviations

Spell out unfamiliar abbreviations on first use. Do not separate the letters in abbreviations with periods, except for in “a.m./p.m.” and “i.e./e.g.”

### Exclamation marks

Avoid exclamation marks. In email and social copy, you may use them sparingly.

### Numbers

Follow these guidelines for number and numeral usage:

- Spell out numbers one through nine and use numerals for 10 and greater.
- Always use numerals in titles, headlines, and display copy and when a number is paired with a symbol (e.g., 5%, \$2 million).
- Spell out *million* and *billion* when paired with a number. Do not use the abbreviations *M* and *B* to avoid confusion. The abbreviation *K* may be used for “thousand” in financial contexts.
- Always spell out a number when it starts a sentence.

### The serial comma

Appian uses the serial comma (also known as the Oxford comma) in all copy that follows US English conventions. Copy for UK audiences may omit the serial comma..

## Appian content writing resources

See [the Appian Brand Glossary](#) for usage and treatment of Appian product, solution, and industry terms.

Appian defers to [the Chicago Manual of Style](#) for all writing style decisions not covered by our brand guidelines.

We defer to the [Merriam-Webster online English dictionary](#) for usage and treatment of all terms not included in the Appian Brand Glossary.

# Content Writing Capitalization

## Capitalizing titles and other copy elements

**Use title case for titles and sentence case for most everything else.**

For title case, capitalize the first letter of every word (exceptions include short articles, conjunctions, and prepositions). For sentence case, capitalize the first letter of the first word and proper nouns. **Do not use periods in titles/headings unless the copy is more than one sentence.**

*Title Case Capitalization Looks Like This*

*Sentence case capitalization looks like this*

Use **title case** for:

- Titles of assets and slides
- CTAs
- Website nav
- Table headers

Use **sentence case** for:

- Website headlines
- Headings/subheadings/subtitles
- Display ads
- Body copy

## Capitalizing Appian terms

Most people tend to overuse capitalization. See the [Appian Brand Glossary](#) for a full list of terms and how to capitalize them.

### Do capitalize:

- The Appian Platform name
- Names of Appian solutions
- Some Appian Platform features and components (e.g., AI Copilot, Process HQ)
- Names of Appian programs, services, and certification levels

### Do not capitalize:

- Industry names (public sector, financial services, life sciences, insurance, etc.)
- Appian capabilities (process automation, data fabric, process mining, low-code, etc.)
- Spelled-out acronyms that are not proper nouns (robotic process automation [RPA], artificial intelligence [AI], etc.)

# Social Media Appian Corporate Accounts

## Social media copywriting guidelines

**If you plan to use emojis.** Use them sparingly, and keep them 'safe'.

**Post a variety of content.** Such as industry trends/news, customer stories (Appian Studio), how-to articles, and thought leadership.

**Keep LinkedIn posts between 40 and 80 words.** Have one idea per post.

**Write for mobile.** Most users consume social media on mobile apps.

**Ask questions.** Asking a question helps people feel like they're part of a conversation and can compel them to click through.

**Use keywords.** Focus on keywords that are relevant to our business.

**Follow hashtag rules.** Only used approved Appian hashtags; do not make them up. Limit the number of hashtags per Appian guidelines.

**Use the [Appian URL shortening tool](#).** Do not use an outside tool.

**Use a CTA.** Always have one call to action.

## Social media account handles

**LinkedIn**

[@Appian](#)

**X**

[@Appian](#)

**Facebook**

[facebook.com/appiancorporation](#)

**Instagram**

[@AppianCorp](#)

**Youtube**

[youtube.com/appian](#)

See the full [Appian Social Media Copywriting Guidelines](#) for more information.

## Social media image guidelines

Every event or campaign publicized via social media must include a social tile image or short video (max. 25 seconds).

**Use clear images.** Images should not be blurry or low quality.

**Do not post competitors.** Don't share images where competitors appear.

**Post a variety of event photos.** In general, try to include:

- Action/candid shots of speakers on stage and employees interacting with prospects at the booth
- Posed photos of speakers and employees with Appian-branded elements. (Only post photos of speakers if we have permission.)
- Close-up photos of speakers, booth design, and giveaways

**Follow image specifications.** Check for platform-specific image specs (1600 x 900 pixels is the default for LinkedIn and X).

# Contact

## Creative

For questions related to creative needs or execution, please contact [creative@appian.com](mailto:creative@appian.com).

## Content Writing

For questions about our content writing guidelines, please contact [content@appian.com](mailto:content@appian.com).

## Social Media

For questions about our social media guidelines, please contact [social@appian.com](mailto:social@appian.com).

