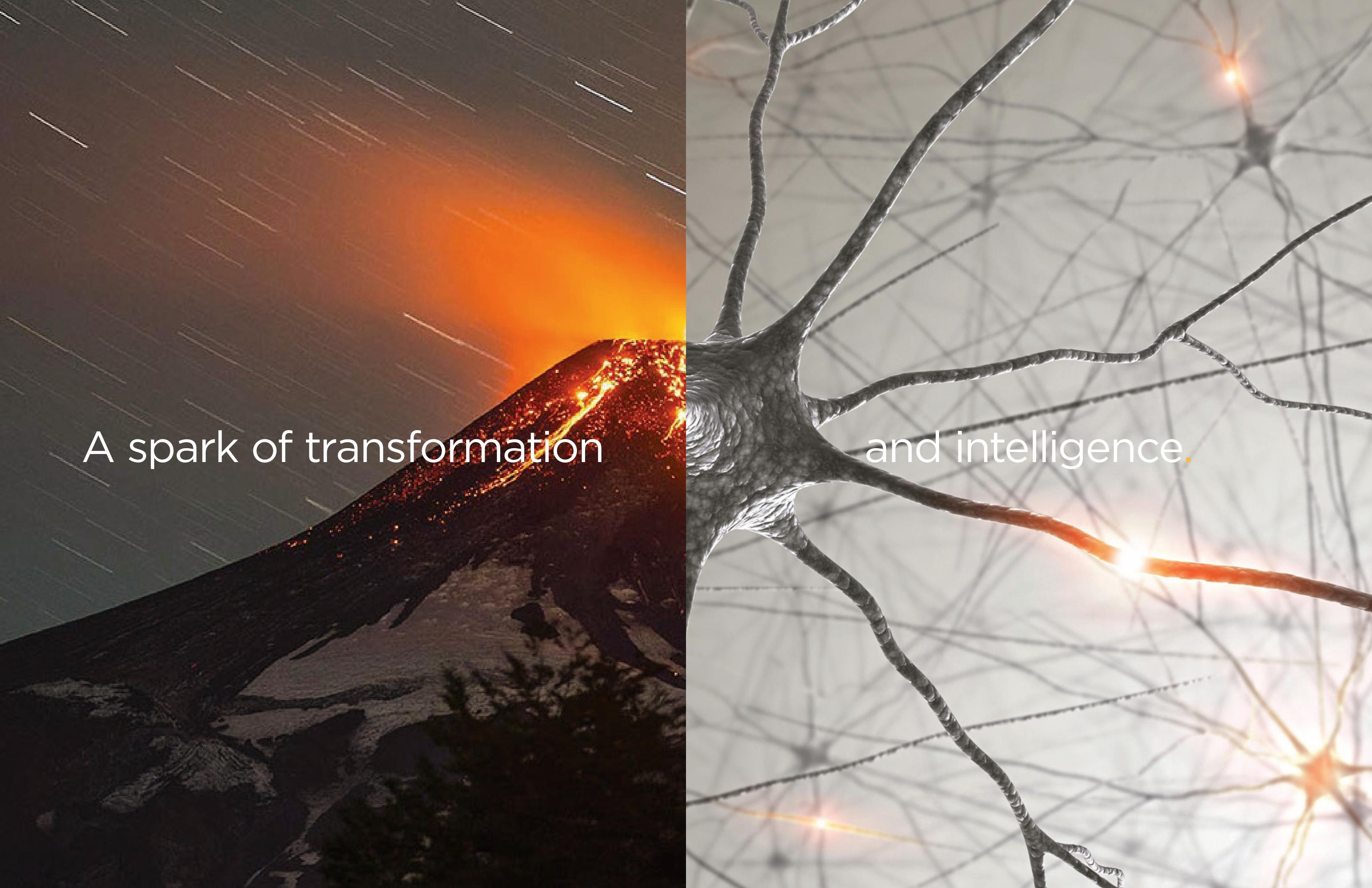




BRAND BOOK 2017

Great things start  
with a spark.

The image is a composite of two photographs. The left side shows a close-up of a solar panel with a bright orange glow at its center, symbolizing energy or transformation. The right side shows a detailed view of a neural network with many interconnected neurons, symbolizing intelligence.

A spark of transformation

and intelligence.



One of progress

and intuition.

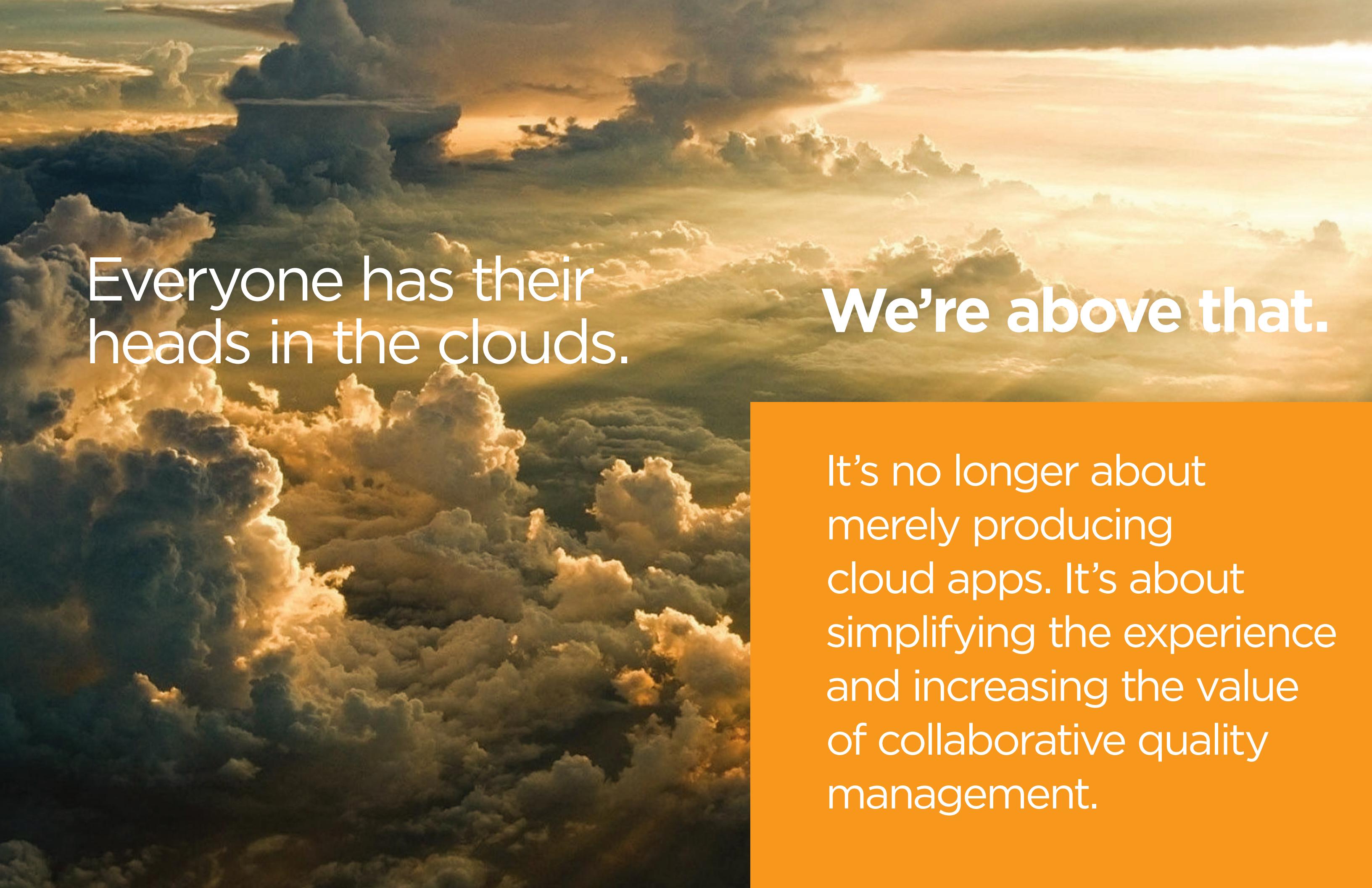
This  
is  
our  
spark.





## It's the spark of the **quiet hero**.

The agitative exemplar. Tackling issues with a newer and smarter methodology. Wise in their ways, yet quick on their feet. They've evolved as a result of their experiences and have become a vital force in what is *right*.

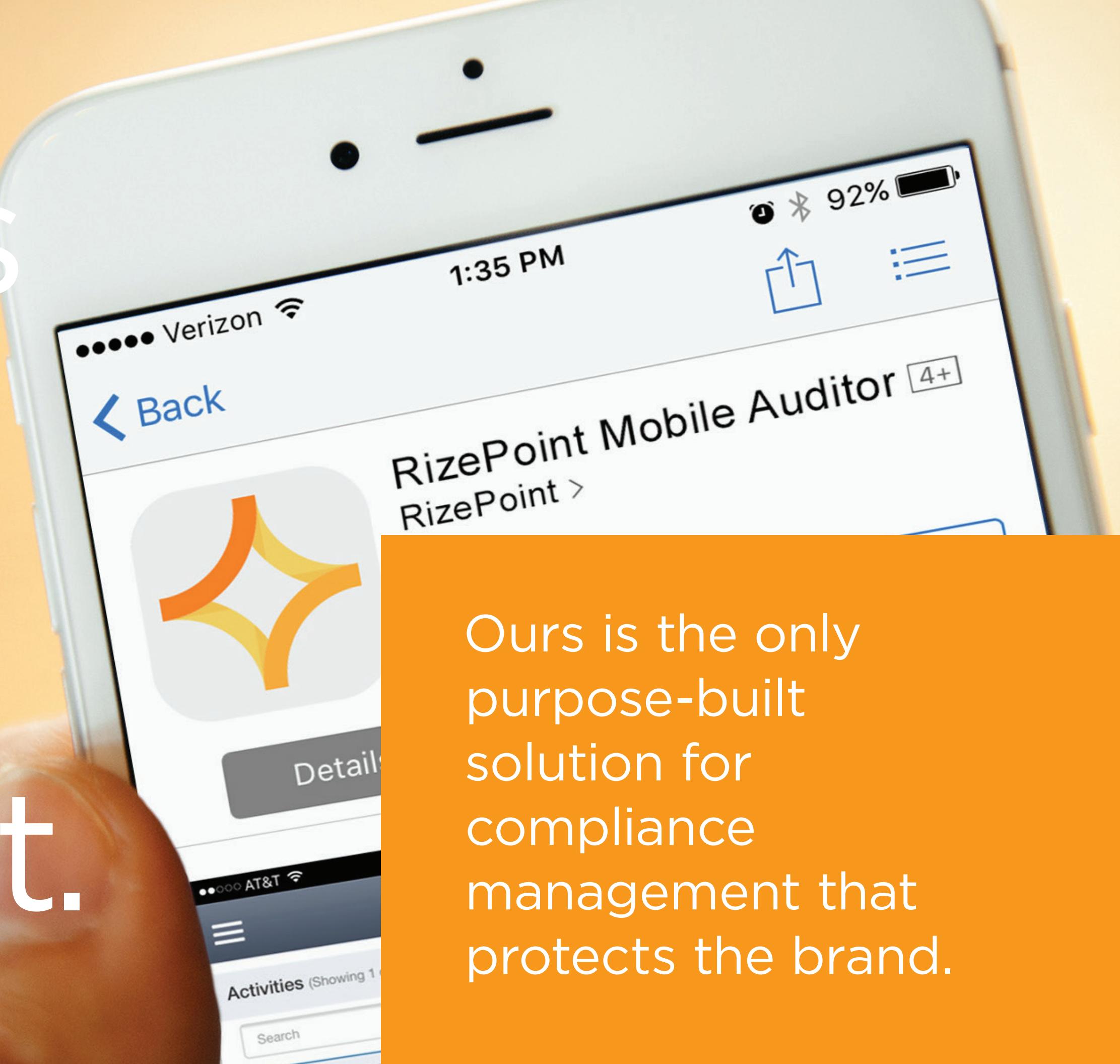


Everyone has their  
heads in the clouds.

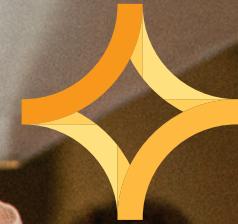
We're above that.

It's no longer about merely producing cloud apps. It's about simplifying the experience and increasing the value of collaborative quality management.

That's  
what  
we're  
all  
about.



Ours is the only  
purpose-built  
solution for  
compliance  
management that  
protects the brand.



We promise that we will make gathering data, understanding it, and acting on it easier and more effective than ever.



We are RizePoint.







The RizePoint logo is a sense of pride. We treat our spark like a badge of honor. At every touchpoint with our brand, our spark must be included.

The typography used in the RizePoint logo is custom, to add to its uniqueness in the competitive landscape. In the clear space recommendation below, the clear space unit (x) is determined by the height of the letters in “POINT.”

While the square nature of the logo makes it versatile, there are digital instances where the usage of the full logo isn’t feasible. The spark can represent the logo as a whole as long as it coincides with a written out “RizePoint.”

**Logo Clear Space****In-Line Usage**



Our logo wants to be bold. Is the soup too cold? Send it back.

**Preferred****Secondary****Tertiary (1-Color)**

The preferred usage of the logo is on white or on a dark gray or black. Light gray backgrounds lack the contrast needed for the typography and the symbol's mid-tone values make light gray a poor playmate.

When using colored backgrounds, there are secondary versions of the logo that provide enough contrast to pass a readability test. This serves as a good guide, though there are several other colors that would suffice. In rare cases, there may be a need to print a 1-color version of the logo on white. Proper logo variations are below.



If you play with fire, you get burned.  
Didn't your mother teach you anything?

While some of the usages here are ludicrous,  
you'd be surprised by what some companies  
do to their logos. Treat our logo right; it will  
treat you right.

Don't use an unauthorized  
color combination



Don't cover up any part of the logo



Don't skew the logo



Don't use the RizePoint type without  
its symbol unless in instances specified



Don't use unspecified colors in the logo



Don't add gradients, drop shadows, bevels,  
or any other superfluous effects



Don't make a pattern out of the logo



Don't rotate the logo



Don't reverse the orientation of the spark



Don't adjust logo proportions or format



Don't use unspecified color variants of  
the logo



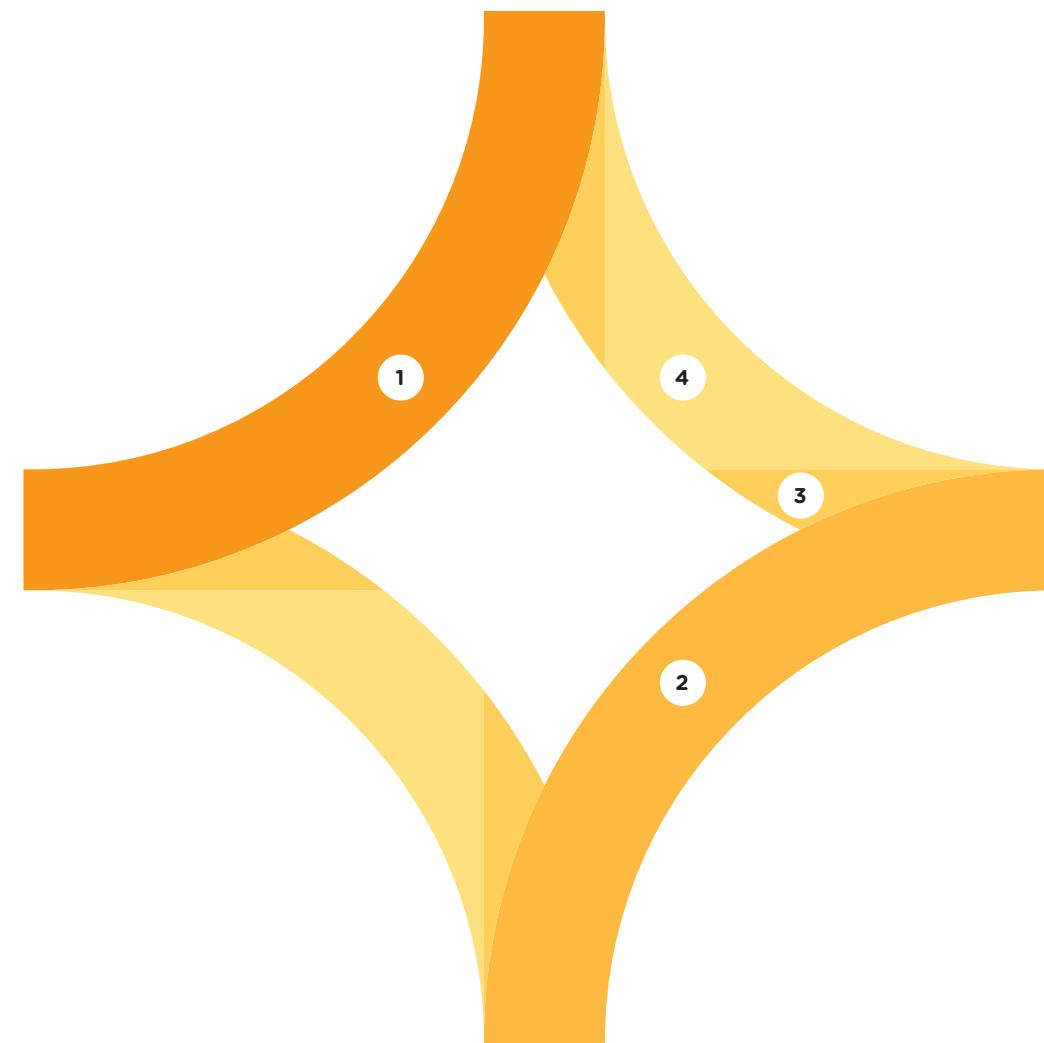
Don't apply any strokes to the logo







They call us mellow yellow (quite rightly).  
They'd also call us “\_\_\_\_\_ orange,” but  
nothing rhymes with “orange.”



There are a total of four oranges and yellows in our spark's color spectrum. It's just the right number of colors to give our symbol the dynamic quality it possesses.

1 PANTONE  
144C  
144U

HEX  
fc842a

CMYK  
0, 47, 100, 0

2 PANTONE  
143C  
129U

HEX  
fcb040

CMYK  
0, 30, 85, 0

3 PANTONE  
129C  
128U

HEX  
f4c540

CMYK  
0, 18, 75, 0

4 PANTONE  
75% screen 129C  
75% screen 128U

HEX  
f7d569

CMYK  
0, 10, 60, 0



These colors should be treated like makeup. Too much gray and you start to look like an Addams family member. Too many accents and you're a fruit salad.

With accent colors, less is more. When they become overused, they start obfuscating brand recognition. Moderate usage in iconography and user interface elements are perfectly acceptable.

**PANTONE**  
Black 7 C  
Neutral Black U

**HEX**  
2c2929

**CMYK**  
25, 25, 25, 90

**PANTONE**  
424C  
424U

**HEX**  
6b6b6b

**CMYK**  
0, 0, 0, 65

**PANTONE**  
Cool Gray 4 C  
420U

**HEX**  
bbbcbc

**CMYK**  
0, 0, 0, 28

**PANTONE**  
7655C  
513U

**HEX**  
a15a95

**CMYK**  
33, 72, 0, 0

**PANTONE**  
2227C  
2227U

**HEX**  
59bec9

**CMYK**  
60, 0, 25, 0

**PANTONE**  
7465C  
3258U

**HEX**  
28b29a

**CMYK**  
58, 0, 36, 0

**PANTONE**  
709C  
798U

**HEX**  
e76b7c

**CMYK**  
0, 69, 38, 0

Typography

AaBbCcDd  
EeFfGgHh



We love Gotham so much, our friends have started calling us Commissioner Gordon.

Gotham HTF Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\$%&(.,:#!?)

Gotham HTF Book *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\$%&(.,:#!?)

Gotham HTF Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789\$%&(.,:#!?)**

Gotham HTF Bold *Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789\$%&(.,:#!?)**

What makes a good set of fonts for typography? Versatility for differentiation. Gotham has several variants, making it the perfect candidate around which to base your typography.

The inclusion of Gotham Rounded creates even greater versatility and is more expressive than its cousin. Usage of gotham rounded should be limited.

Gotham Rounded HTF Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\$%&(.,:#!?)

Gotham Rounded HTF *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\$%&(.,:#!?)

Gotham Rounded HTF Bold

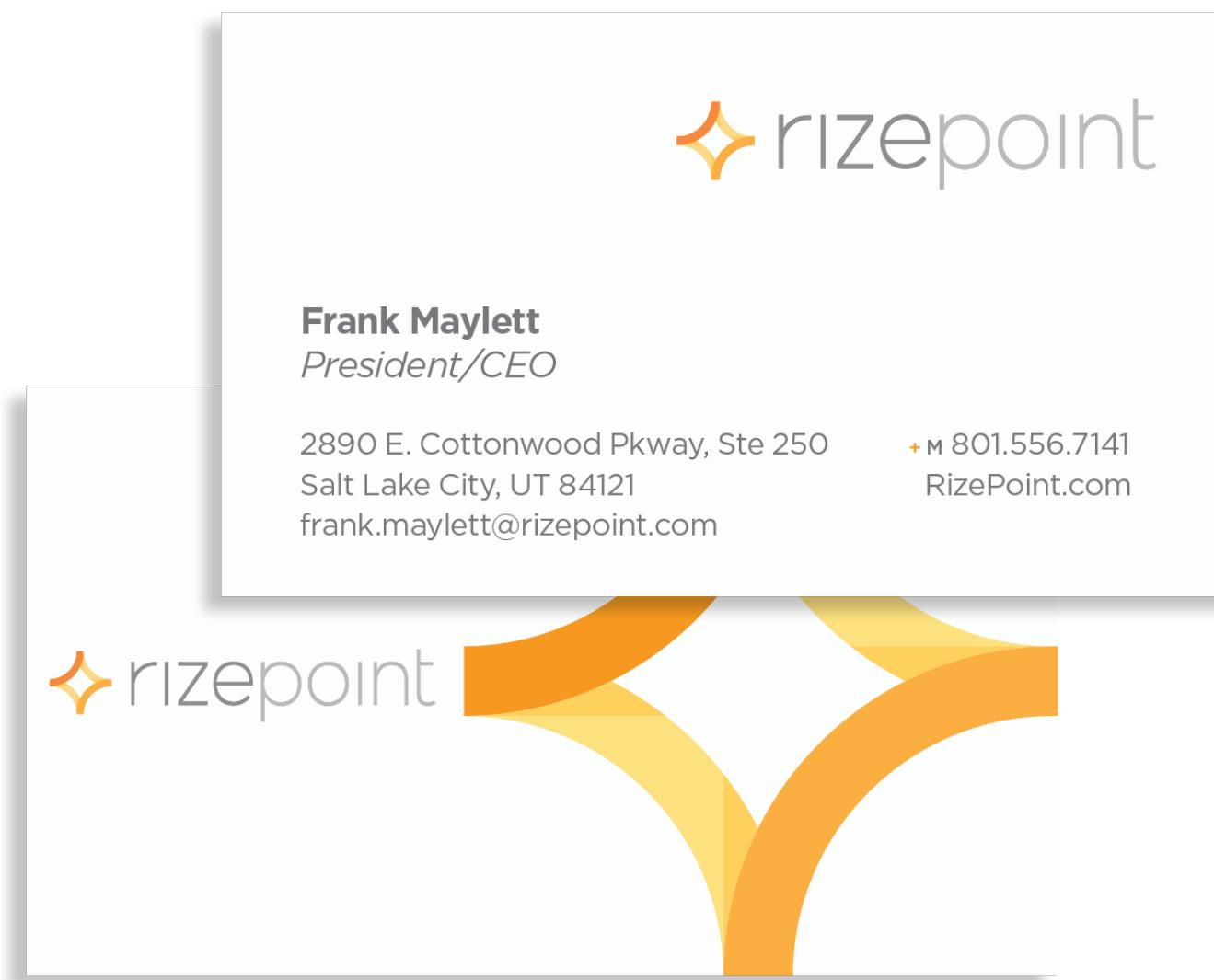
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789\$%&(.,:#!?)**

Gotham Rounded HTF Bold *Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789\$%&(.,:#!?)**

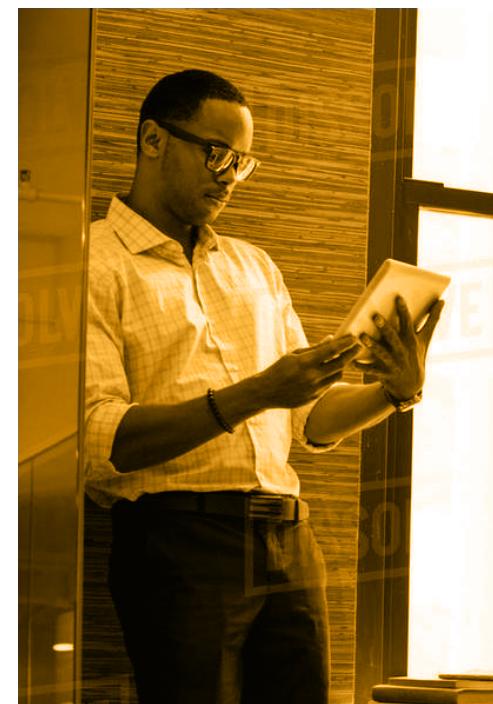


For typography to be effective, there must be a hierarchy. If every Beatle was Ringo, their best song would be “Octopus’s Garden.”



Gotham is the main type family used by RizePoint. This is the case for subheads, body copy, captions, and elements of page architecture. When in doubt, use Gotham.

Gotham Rounded has traditionally been used in headlines and section headers. A more important and noticeable typographic differentiator is color.



*Volo quam smnimus discimodi  
corem consequ iatur, tempore.*

## Reduce Auditing Fatigue in 5 Simple Steps

RizePoint | White Paper

When enias etus-  
daerciam volupta  
volorupta alibus et qui  
temqui int, sum dolore-  
rit, omnia sunt. Ihilis  
dolor aut audiscimus  
voluptatiunt volore liqui  
nihictur, et quia di dem  
qui omnimin nis et volo  
quam smnimus discim-  
di corem consequ iatur,  
tempore, quas es et ilit,  
**nonsequia entium** accab  
ipis none lant etum ven-  
ditatur rae non et aspis  
suntiis ciissunt aceaque  
eos volupta temqui do-  
lupis arcium, corera aut  
ese am iusciis apit undi  
dolupta teniet magnum

**Streamline antiquated data gathering methods**  
Nonem nonsed minullab  
aut audiscimus volupta-  
tiunt volore liqui nihic

**STEP 2**  
**Streamline antiquated data gathering methods**  
Nonem nonsed minullab  
aut audiscimus volupta-  
tiunt volore liqui nihic

**STEP 1**

swissphotography





One of the simplest ways to align a feature photograph with RizePoint branding is by applying a Color overlay effect.

To achieve this effect:

**Photoshop**  
Blending Mode > Color

**InDesign**  
Effects > Color

**Illustrator**  
Transparency > Color



COLOR OVERLAY



WITH THE LOGO





A slightly more difficult, yet more effective way to align a feature photograph with RizePoint branding is by inserting our spark or by finding a photograph that emotes what our spark stands for inherently.



The spark aligns a photograph to the RizePoint branding in a more conceptual way. Introducing the spark symbol to a photograph is the simpler of these two solutions.

Finding a photograph with an inherent spark (e.g., a match strike, a bolt of lightning, a firefly, etc.) can be tougher. Applying 15% orange Color overlay can help warm a photo up a bit.





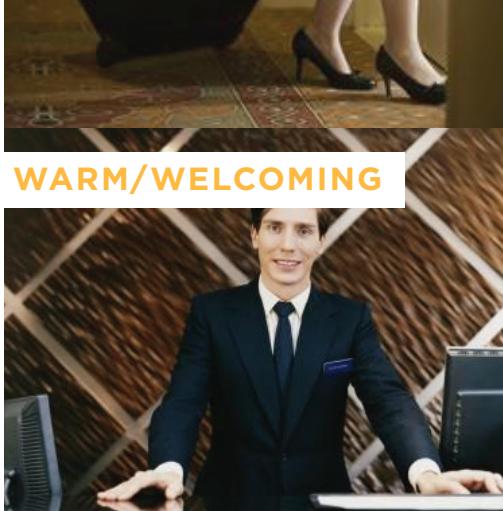
If a picture's worth a thousand words,  
then it seems like everyone else is saying  
the same thing.

## Identity Guidelines 2016

Use of imagery that includes people will not only diversify the brand visually from the competition, but help tell a richer story. Imagery that puts the technology in context and feature the people who use it is preferable.

RizePoint imagery is warmer and more compelling than the competition. Please...please...no more business people shaking hands.

RizePoint



NOT RizePoint





## Mock-up photographs of software user interfaces...so hot right now.

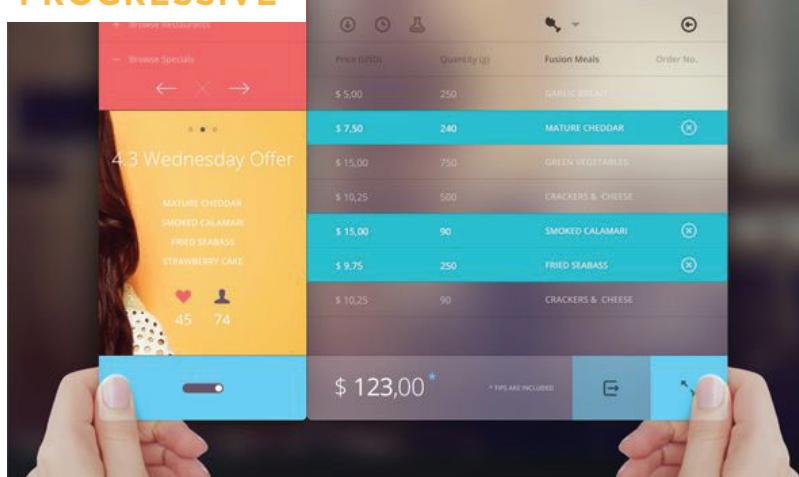
Most industry competitors rely on stock photos and images that only showcase technology and user interface. This is mandatory for a software technology company. That being said, there are rules that should be followed.

Colored backgrounds make for a branded experience, while authentic-looking, hand-held mobile devices brings life to an otherwise cold, digital world. Interesting photographic techniques should also be considered, though gimmicks aren't ideal.

RizePoint



PROGRESSIVE



CLEAN/AUTHENTIC



NOT RizePoint



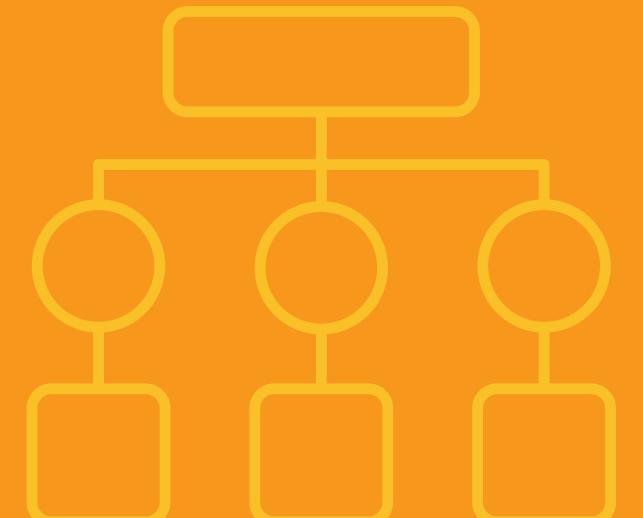
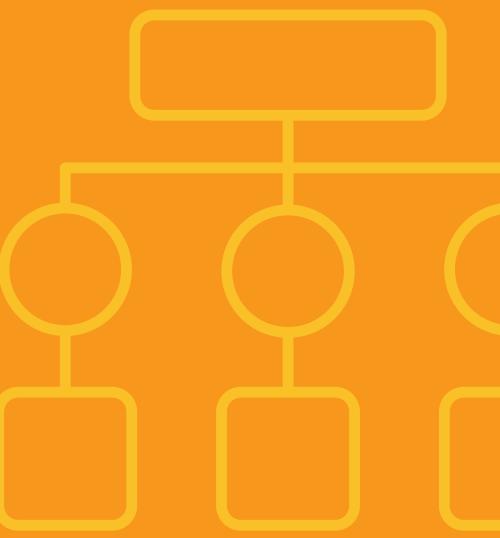
GIMMICKY/DISTRACTING



OUTDATED TECH



icons





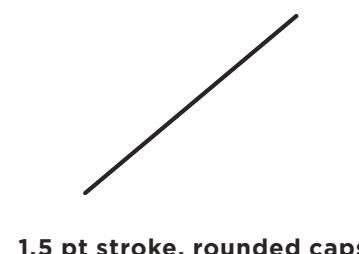
We've got an icon for every occasion.



For the creation of new icons...  
with square icon as a guide, scaled  
down to 1" wide, use a 1.5 pt stroke  
with rounded caps.



1"



1.5 pt stroke, rounded caps

Our icon system incorporates a simple monoline technique that makes wildly different shapes and symbols feel like they belong together. The regular style and reversed style (from any specified color) are available to use.

In the event that our system isn't entirely comprehensive, new icons can be created using the opposite page specifications as a guide.

#### Icon System Sample



#### Icon System Sample Reversed from Color Field





