



BRAND GUIDELINES

What Is Apparatus?

ap·pa·rat·us [ap-uh-rat-uhs]

—noun, plural

1. a group or combination of instruments, machinery, tools, materials, etc., having a particular function or intended for a specific use
2. any complex instrument or mechanism for a particular purpose
3. any system or systematic organization of activities, functions, processes, etc., directed toward a specific goal

That's a pretty good starting point for understanding Apparatus.

This style guide has been created to define a set of rules that will ensure consistency in Apparatus communications. From the visual to the conversational, the following document will help users understand and reinforce the Apparatus brand.

Apparatus Logo




Logotype


Symbol

The Apparatus logo is used to represent the organization in all its activities. The logo is the foundation of our identity and exists on a wide variety of media and marketing materials. The logo has been designed to reinforce the movement of technology and information from a central core to the fringes of a network.

The logo consists of two elements: the logotype and symbol.

The logo is a registered trademark. If using the logo, the relationship between these elements should never be altered. This ensures legal security, builds recognition and reinforces our positioning.

Apparatus Logo - Acceptable Use

The following are acceptable versions of the corporate logo:



3 Color Logo on Light Background
(PMS 165, PMS 137, PMS 877)
PMS 877 may be substituted by PMS 422, 423 or 424
depending on visibility



3 Color Logo on Dark Background
(PMS 165, PMS 137, WHITE)



1 Color Logo
(use of approved colors is suggested)

The symbol may also be used as a stand alone design element.



3 Color Symbol on Light Background
(PMS 165, PMS 137, PMS 877)
PMS 877 may be substituted by PMS 422, 423 or 424
depending on visibility



3 Color Symbol on Dark Background
(PMS 165, PMS 137, WHITE)



1 Color Logo
(use of approved colors is suggested)

Apparatus Logo - Unacceptable Use

The following versions of the corporate logo are **NOT APPROVED** for use:



NO Stacking or rearranging the symbol and the logotype
(this has been used in the past, but must be approved in special cases for use)



NO Changing the color relationships within the logo



NO Distorting by skewing, stretching or squishing the logo



NO Thickening the letters or rings of the logo

Kore Managed IT Solutions - Brand Logo



PMS 424, PMS 165, PMS 284

The Kore Managed IT Solutions logo is used to represent the Managed Services offerings of Apparatus.

The following are acceptable alternative versions of the Kore logo:



PMS 422, PMS 165
(use on dark background field)



1 color - WHITE with 70% halftone
(use on dark background field)



PMS 424, PMS 422
(use on light background field)

Kore Managed IT Solutions - Suite Logos

In addition to the Kore Managed IT Solutions logo, each offering has it's own logo that may be used to extend the brand.

Client Portal

koreconnect

Virtual Appliance

onkore

Configuration

koreconfig

Managed Service Offerings

korecommunication

korecollaboration

koredata

koremobile

The following are acceptable alternative versions of the Kore Suite coloring:

The logo 'koreconnect' is displayed on a dark gray background. 'kore' is in orange and 'connect' is in white.

PMS 422, PMS 165
(use on dark background field)

The logo 'koreconnect' is displayed on a solid orange background. Both 'kore' and 'connect' are in white.

1 color - WHITE with 80% halftone
(use on dark background field)

The logo 'koreconnect' is displayed on a light gray background. Both 'kore' and 'connect' are in a dark gray color.

PMS 424, PMS 422
(use on light background field)

Kore Managed IT Solutions – Text Versions

In cases where the **Kore** brand is used in context where the logo is absent, use an uppercase letter for the “**K**” and lowercase letters for “**ore**.”

When using Kore offerings and devices in a context where the logo is absent, use CamelCase formatting; where the first letter of an identifier is uppercase and the first letter of each subsequent concatenated word is capitalized.

For example: **KoreConnect**

Acceptable Use

Kore Managed IT Solutions

Kore

KoreConnect

OnKore

KoreConfig

KoreCollaboration

KoreCommunication

KoreData

KoreMobile

Unacceptable Use

kore managed IT solutions

kore

koreconnect

onkore

koreconfig

korecollaboration

korecommunication

koredata

koremobile

Kore Connect

On Kore

Kore Config

Kore Collaboration

Kore Communication

Kore Data

Kore Mobile

kore connect

on kore

kore config

kore collaboration

kore communication

kore data

kore mobile

NO Use of all lowercase letters

NO Additional spacing

NO Combination of lowercase letters or additional spacing

Kore Managed IT Solutions - Unacceptable Use

The following versions of the Kore brand are **NOT APPROVED** for use:

NO Rearranging elements or changing the size relationships of the Kore brand



NO Changing the acceptable color relationships of the Kore brand



NO Distorting by skewing, stretching or squishing the Kore brand



NO Thickening the Kore brand



simplify IT®

“simplify IT®” is a registered trademark used by Apparatus as a tag line. Using the trademark properly is necessary in order to demonstrate that a mark is used in commerce, which is a fundamental requirement for trademark ownership. The following logos are approved uses of “simplify IT®.”

The logo consists of the word "simplify" in a lowercase, rounded sans-serif font, followed by "IT" in a larger, uppercase, rounded sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the "IT". The entire logo is rendered in a solid orange color.

PMS 165
(use on light or white background field)

The logo consists of the word "simplify" in a lowercase, rounded sans-serif font, followed by "IT" in a larger, uppercase, rounded sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the "IT". The entire logo is rendered in white, set against a solid dark gray rectangular background.

WHITE
(use on dark background field)

If the tag line is used in context where the logo is absent, please use lowercase letters for “simplify” and uppercase letters for “IT” followed immediately by a registered trademark icon. Coloring is not specific, but should be one of the approved Apparatus colors. An example of formatting follows:

simplify IT®

ATC - Apparatus Tech Center

The Apparatus Technology Center provides a state-of-the-art collaborative environment, allowing our associates; clients and partners to experience real-life applications of advanced IT, delivering concepts and custom solutions to common business challenges. The following logos are approved uses for the “ATC.”



PMS 424, PMS 165

The following are acceptable alternative versions of the ATC logo coloring:



PMS 422, PMS 165
(use on dark background field)





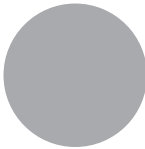

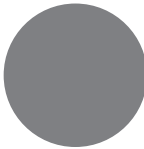
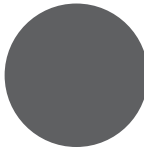
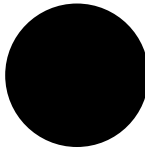



1 color




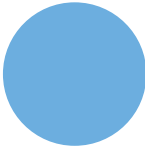
PMS 424, PMS 422
(can be used on light background field)

Colors

The consistent representation of colors help reinforce the distinctiveness of the Apparatus brand. Use of color may vary widely based on the application. The following colors are acceptable:

							
PANTONE	PMS 165	PMS 137	PMS 877	PMS 422	PMS 424	PMS 425	BLACK
CMYK	0, 94, 100, 0	0, 56, 100, 0	0, 0, 0, 40	0, 0, 0, 33	0, 0, 0, 61	0, 0, 0, 77	0, 0, 0, 100
RGB	255, 74, 0	251, 139, 0	166, 168, 170	181, 182, 184	126, 127, 130	95, 96, 98	0, 0, 0
WEB	FF4500	FB8B00	A6A8AA	B5B6B8	7E7F82	666666	000000
							
			Light Silver Ink			Suggested colors for body copy	

The following colors may be used only as accent colors:

		
PANTONE	PMS 325	PMS 284
CMYK	56, 0, 26, 0	55, 19, 0, 0
RGB	139, 198, 196	130, 172, 220
WEB	8BC6C4	82ACDC

Typography

Usage of typography face, weight, case and color may vary widely based on the application. However, where possible limit the usage of body type and display type to the following fonts:

Helvetica (Bold and oblique versions also acceptable)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Suggested body copy font)

Trade Gothic (All versions used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Used in the “Apparatus” and “simplify IT” logos, on the website and as headline text in some documents)

Gotham Book (All versions used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Used in collateral marketing materials)

Email Signature

Signatures are useful for providing important contact information for the people Apparatus communicates with electronically. Use them wisely. Every email sent represents Apparatus. The following are the approved formats for an Apparatus branded email "signature."

It is recommended that NO job title is used, however the layout for use with a job title has been included.

Recommended Signature


Name (All Caps)  J O H N D O E


Phone Extension  **PHONE** 317.254.8488 x000
FAX 317.254.8240

1401 North Meridian Street
Indianapolis, IN 46202

apparatus® | simplify IT®

Signature with Job Title

Name Job Title(All Caps)  J O H N D O E
JOB TITLE

Phone Extension  **PHONE** 317.254.8488 x000
FAX 317.254.8240

1401 North Meridian Street
Indianapolis, IN 46202

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Letterhead

To maintain consistent style and brand standards, it is important to practice the guidelines shown below. The modified block letter is recommended for use on all internal and external correspondence.

Margins:

- Top: 1"
- Left & Right: 0.5"
- Bottom: .75"

Font(s):

- Helvetica
(Regular, Oblique, Bold, Bold Oblique)

Colors:

- Black
- Grey(s)
 - PMS 425
 - 0, 0, 0, 77 (CMYK)
 - 95, 96, 98 (RBG)
 - 666666 (web)

0.5"	1401 NORTH MERIDIAN STREET • INDIANAPOLIS, INDIANA 46202 • PH: 317.254.8488 • FX: 317.254.8240	0.5"
1.0"	<div></div> <p>January 1, 2013</p> <p>Ms. Jane Doe Title Of Recipient ACME Business Name 1234 Name of Street City, IN 46201</p> <p>Dear Ms. Doe,</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p> <p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.</p> <p>Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.</p> <p>Sincerely,</p> <p>John Doe</p> <p>Enclosure</p>	
.75"	<div></div> <div></div>	