

# CONNXUS® Brand Update

**Project Goal:** To update logos/designs and reinforce brand cohesion within the scope of all product offerings. *ConnXus is a B2B SaaS company offering SRM (Supplier Relationship Management) and Supplier Diversity solutions for procurement teams.*

## Brand Assessment

To better understand the brand, I talked with different stakeholders and departments within the organization, as well as our supplier and buyer clients. I did some market research in the procurement space to identify competitors and opportunities and assessed gaps our brand or content might have.

I took an inventory of all brand **assets** and reviewed our current style guide. I found that our brand and products convey simplicity and innovation. However, our marketing assets were inconsistent with this message and outdated in many places. The photo grid below shows a few pages of the ConnXus style guide:

**THE CORPORATE LOGO**  
The corporate logo is the primary graphic for the identity of the company. It has been designed for application to various forms of media. This logo must not be altered, reduced or modified in any way. To ensure accuracy and consistency, please follow the guidelines listed in this document in every application of the brand.

**COLOR ON WHITE LOGO**  
**REVERSE TO WHITE LOGO**  
**MONO AND REVERSE**  
For certain applications, it may be necessary to use a reverse to white or black version of the logo. Only the approved alternate versions shown here may be used. Please ensure there is sufficient contrast between the logo and the background color. These logos are unique and can never be altered.

**REVERSE TO WHITE LOGO**  
A white logo is an acceptable alternative when placing the logo on dark-colored or photographic backgrounds.

**GRAYSCALE LOGO**  
A grayscale version of the logo is acceptable for use when reproducing the logo in one color. To ensure sufficient contrast, it is recommended that they grayscale version only be used against a white or "no color" background.

**Color Swatches:**

Pantone 1805 C	100% Black	Pantone Cool Gray 5 C
C: 5 M: 96 Y: 76 K: 21 R: 170 G: 39 B: 47	C: 50 M: 50 Y: 50 K: 100 R: 0 G: 0 B: 0	C: 15 M: 9 Y: 8 K: 22 R: 178 G: 180 B: 179
HTML: AA272F	HTML: 000000	HTML: B2B4B3

**KEY PRODUCT LINES**  
Each ConnXus product line has been assigned a specific accent color. When materials are created to communicate the offerings of a specific product, only the primary accent color outlined here and corporate colors (red, black and gray) may be used. For color breakdowns please reference page 4.

**TIERTRACKER BLUE**

**OPPORTUNITY GREEN**

**SCRUB GRAY**

**SUPPLIER SEARCH YELLOW**

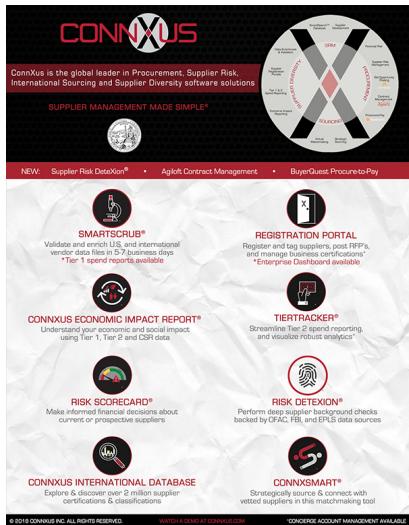
**SUPPLIER PORTAL PURPLE**

**CORPORATE TYPEFACE**  
With consistent use, the typeface will make communications distinctive and support the brand. Eurostile is the primary font for all communications.  
Headlines should always be Eurostile Bold, all caps. Body copy should always be Eurostile Regular, sentence case.

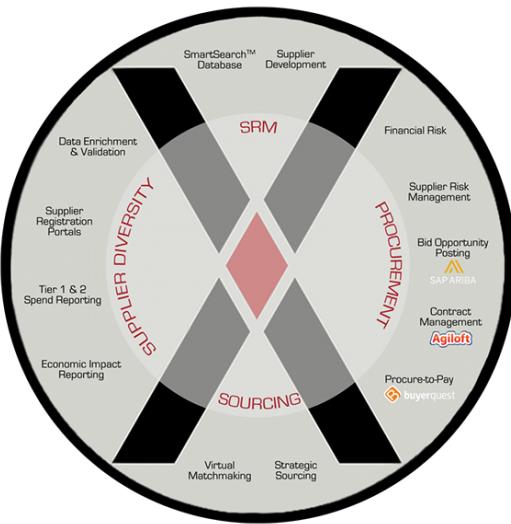
**EUROSTILE REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**OTHER STYLES AND WEIGHTS**  
**EUROSTILE BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

I found we weren't using the correct brand colors on our website (or even our logo!) and noticed the stylized body text (Eurostile font in all-caps) made our content very difficult to read. Many of our graphics also violated the style guide, as specific color and logo rules were not reinforced. The product flyer, product wheel, and individual product icons are shown as examples:



## 2017 Product Icons



The product flyer and wheel were both hard to read. The product icons didn't shrink well and were ill-adapted for mobile use. The designs were too complicated, and the trademark symbol (as well as the "X" motif) inside the icons were hard to discern. The use of red on black did not offer sufficient contrast and often strained the eyes. This is also seen in the product flyers we bring to industry trade shows and conferences.

You can view two below (they're a bit cramped and busy).

**CONNXUS  
REGISTRATION PORTAL**

The ConnXus Registration Portal makes it easy for potential or current suppliers to register with you. This supplier management tool is fully equipped with an automated supplier self-update process that collects diversity certificates and keeps files current.

Every ConnXus Registration Portal is equipped with a state-of-the-art supplier relationship management (SRM) system, called My Suppliers. We ensure a seamless transition of your existing supplier data with virtual trainings, videos, guided tutorials and interactive documents. For ongoing training and support, choose our concierge subscription plan which pairs your company with a dedicated account manager.

**USER-FRIENDLY CONFIGURATIONS**

As adult learners, we understand the daunting task of learning a new technology system, which is why we build every Registration Portal keeping that top of mind. Each portal is fully equipped with user-friendly configurations including custom registration fields, automatic certification expiration notifications, a robust tagging system and more.

**ADDITIONAL FEATURES**

- BUILT-IN MY SUPPLIERS VMS
- EASILY CONFIGURABLE USER PERMISSION ROLES
- SUPPLIER-FUNDED PORTAL CONFIGURATIONS AVAILABLE
- CUSTOM REGISTRATION FIELDS
- BRANDED TO YOUR COMPANY STYLE GUIDELINES TO MATCH THE LOOK AND FEEL YOUR SUPPLIER TRUST

**WHAT ARE THE CONNXUS DIFFERENTIATORS?**

Enterprise Dashboards are available for parent-child portals or multiple brands under the same brand umbrella.

For corporations with an international scope, global and localized Registration Portals are available.

These multilingual portals are translated with local dialects in mind, streamlining communication and reporting without the need for separate solutions.

We guarantee your data won't be lost in translation.

Concierge-level account management and self-service account management service levels are available

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**CONNXUS  
SMARTSCRUB®**

**DATA ENRICHMENT AND VALIDATION**  
ConnXus validates and classifies your vendor data files by matching your accounts payable data files or company tax identification numbers (TIN) against our robust database. SmartScrub holds the industry-leading turnaround time of 5-7 business days, allowing you to quickly get back to business.

**TIER 1 SPEND REPORTING**  
Enhance your data enrichment by adding on Tier 1 Spend Reporting, a rich report that displays the diversity and industry categories that your spend is currently allocated towards.

**WHY SMARTSCRUB?**

ConnXus offers SmartScrub, a software solution which simplifies and streamlines the tedious data enrichment and validation process. Our data is aggregated from over 250 federal, city, state and county business sources.

Deliverables include a comprehensive report and analysis of your company's annual diverse spend and percentages of spend by supplier, diversity category comparison, industry category, ethnicity, gender, geography and more.

Compare your spend across diversity categories, ethnicity, gender and more, by adding Tier 1 Spend Reporting to your SmartScrub subscription.

**GLOBALLY-AGGREGATED DATA PROVIDES YOU THE MOST ACCURATE AND UP-TO-DATE SUPPLIER INFORMATION**

International business validation includes, but is not limited to Canadian, United Kingdom and South African BBBEE certification

SmartScrub, the data enrichment and validation software solution from ConnXus, is the tool you need to validate, classify and easily visualize your diverse vendor data.

EMAIL [SALES@CONNXUS.COM](mailto:SALES@CONNXUS.COM) TO REQUEST A FREE SAMPLE SMARTSCRUB

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Having reviewed the most current brand assets, I set out to define the most basic components of the style guide - font, logo spacing, and corporate colors. I visualized different ways to update our color palette, fonts, text guidelines, and corporate logos. Below is a screenshot of my brainstorming document, which I shared with team members for feedback.

**ConnXus Color Palette**

Color: White	Red**	Gray**	Black*
Hex: FFFFFF	AA272F (Bf0830)	B2B4B3 (A9B5B7)	000000
RGB: 255, 255, 255	170,39,49	178,180,179	0,0,0
CMYK: 0,0,0	0,77,73,33	1,0,1,29	75, 68, 67, 90

**ConnXus Fonts**

*Cursive Savoye LET Plain: 1.0 50 pt*  
**Eurostile Title Bold 36 pt**  
 Eurostile Title Regular 28 pt  
 Verdana Body 14 pt

**Suggestions**

Text Text Text Text Text Text Avoid → Text Text

Style guidelines: clean, modern, & bold. Simple design to complement a flat user interface, flushed edges avoiding outlines, sans-serif text with high-contrast color combinations, readable & easy-to-navigate.

Margin Guidelines: **Avoid Glowing/Soft Drop Shadow Text Effect**  
 For web & print **Crisp Offset Drop Shadow Alternative(?)**

TEXT IN ALL CAPS: 1) TAKES UP 1/3 RD MORE SPACE, 2) LOWERS READING SPEED BY 10-14%, 3) IS READ WITH LESS COMPREHENSION, 4) IS INTERPRETED IN WESTERN CULTURES AS SHOUTING. For rapid continuous reading, combined upper- & lowercase English texts are preferred by readers. Suggestion: remove all caps as a style choice & limit it to titles, if that.

**Icons**

**ConnXus Logo**

**Variation 1**  
Rounded, flush edges. White space appears more open/airy, modern. Space around diamond center, clean

**Variation 2**  
Gray globe background, grids: latitude & longitude

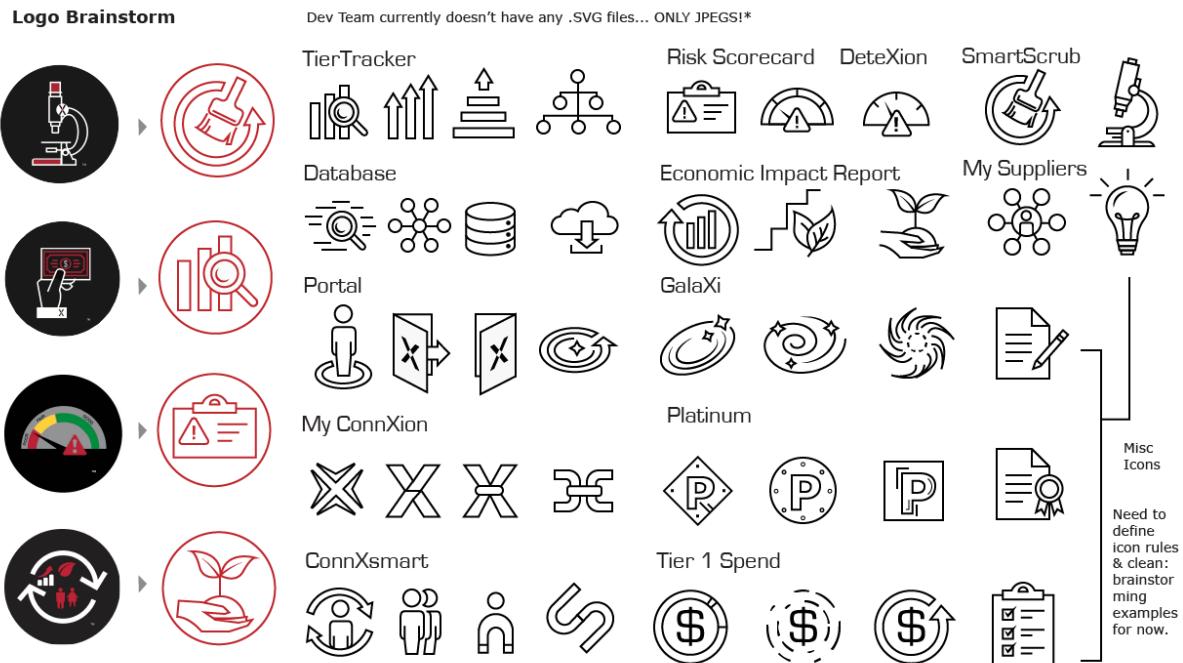
**Variation 3**  
Globe outline (centered, no particular continent)

**ConnXus Cares**

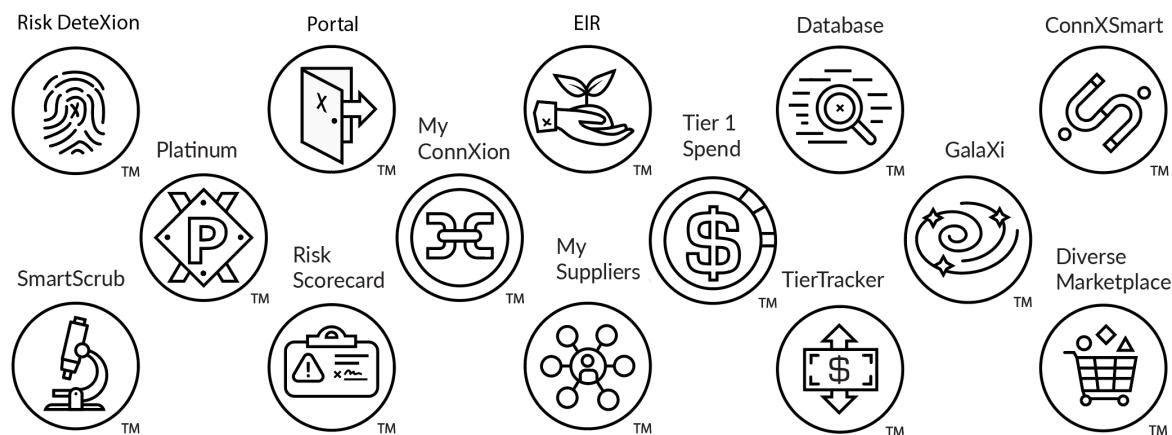
Rounded heart shape: less cramped at top of X, trademark symbol resized to match

## Product Icons Redesign

I made different variations of the product icons by playing around with the imagery and symbolism. For a few, I thought the icons could better represent the product with a complete redesign, and the "X" motif (which is part of the ConnXus logo) could be more naturally incorporated into each icon.

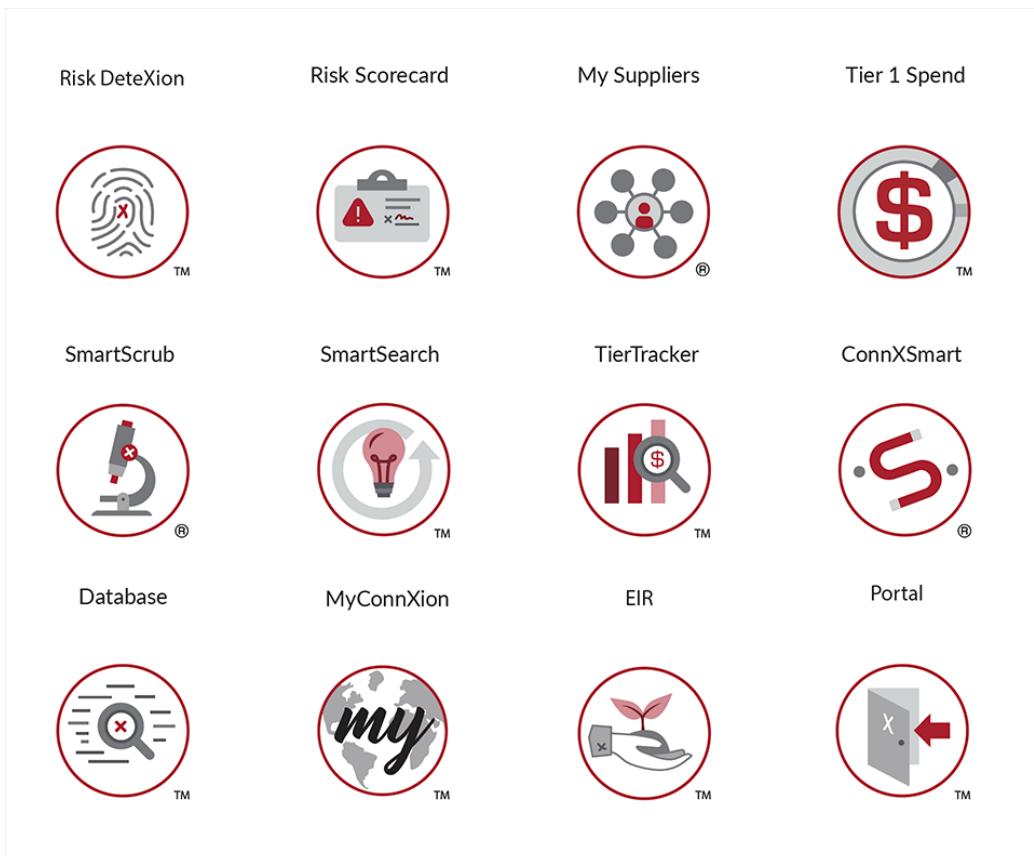
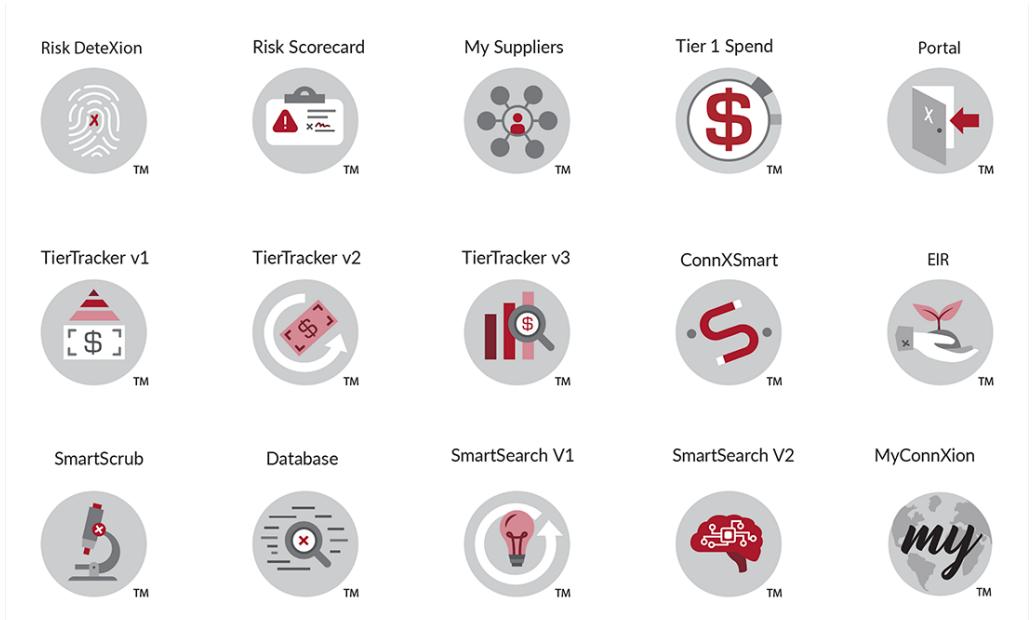


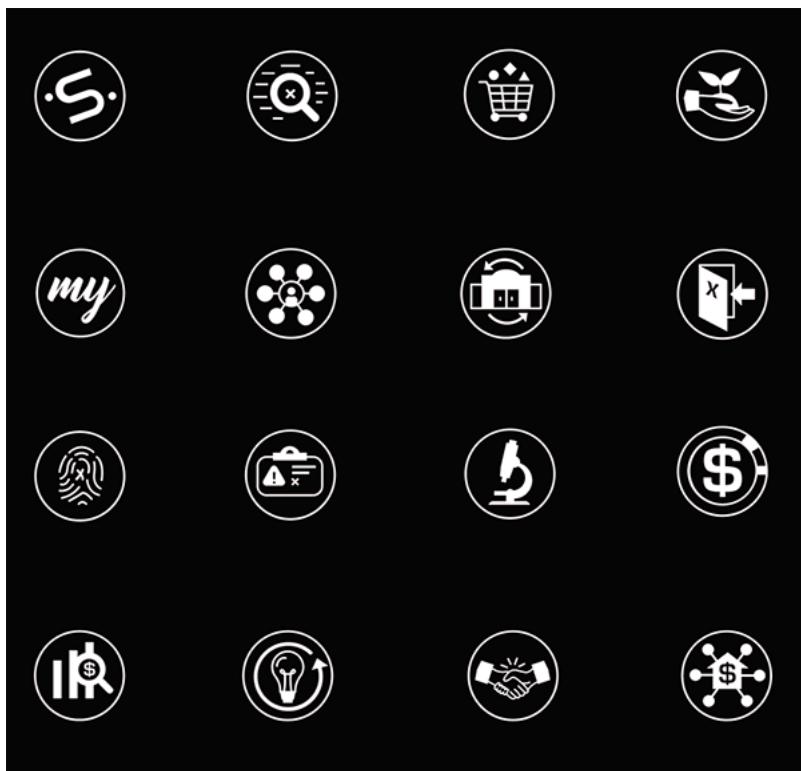
The team picked out concepts they wanted me to explore further, so I refined the designs and made drafts with cohesive line thickness for visual unity.



I then began to color the logos to fit the corporate color palette. A few icons were changed as new products were added and older ones removed. The first iteration (left) mimics the ConnXus mark (black X in the middle of a gray circle). However, my manager wanted the logos to be more like the fingerprint one with the red circle around

each icon, so I revised the color scheme and made all-white versions (for dark backgrounds), as well as scalable versions for in-app use.





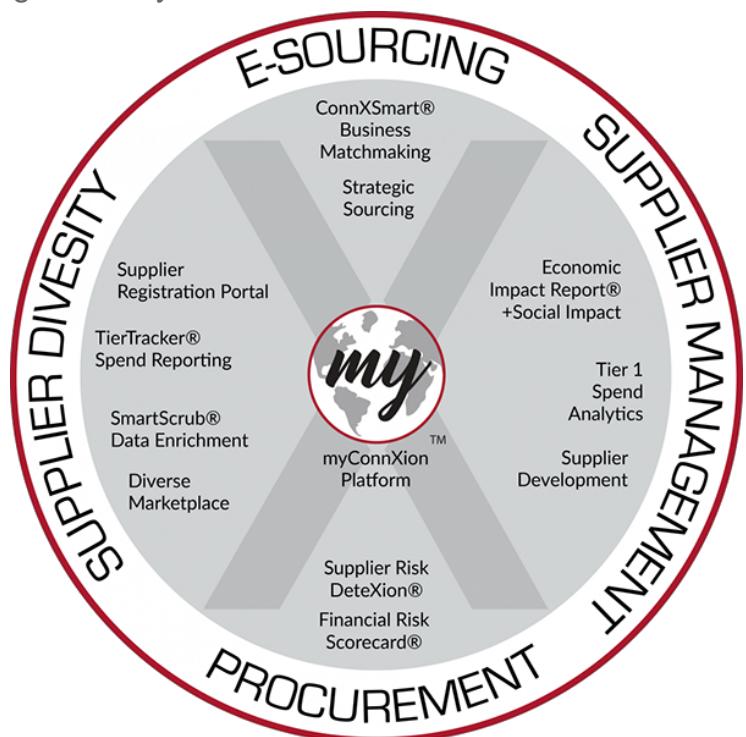
## Corporate Style Guide

After the product icons were done, I revisited the style guide, paying close attention to logo rules, color combination rules, and typeface (the style guide can be found at the end of this document)

## Pre-approved Assets

I updated a few marketing pieces by making sure they were in the correct file format and color space. The product wheel was updated with a new product launch that ties all procurement solutions together. The product flyer and all individual flyers were made from scratch in Adobe InDesign, an easier format to work with than Photoshop PDFs & JPG exports, which were previously used.

Putting the assets on the company intranet and organizing them into easy-to-use categories, my hope is that team members will more easily be able to find ConnXus imagery and send to media partners/use them as needed.





# Corporate Style Guide

## Introduction

The purpose of this document is to define and maintain the corporate style guide for **ConnXus, Inc.** and all its company-affiliated materials and assets. Our goal is to maintain brand integrity from all aspects of design in a way that aligns with the company's values. We proudly deliver software to our clients by providing clean, modern, and simple solutions. Our branding guideline follows these core concepts. We use flush-edged designs, modern typeface, and high-contrast color combinations to provide material that is both easy to read and navigate.

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# Logo Guidelines

The corporate logo is the primary graphic for the identity of the company. It has been designed for application to various forms of media. The logo must not be altered, redrawn or modified in any way.

## Mono And Reversed

For certain applications, it may be necessary to use a reverse to white or black version of the logo. Only the approved alternate versions shown here may be used. Please ensure there is sufficient contrast between the logo and the background. These logos are unique and can never be altered. In the black and white versions, the circle is set to 20% & 50% opacity respectively.

## Minimum Size

The logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. The word "ConnXus" and the registered trademark symbol (®) must be legible. The minimum size this logo may be reproduced is 2" (50.8mm) wide, or its DPI (Dots Per Inch) equivalent.

## Clear Area

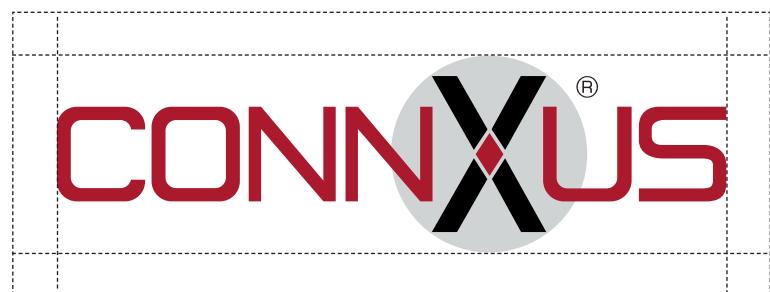
No graphic or text elements can appear within the clear area around the logo. This is to preserve the logo's integrity and maximize visual impact. The minimum clear area to be left around the logo is at least the height of the diamond in the X of the logo, as shown.

## Orientation & Text Position

The logo should always appear level and horizontally oriented. It should not be tilted or rotated in any way. The text "ConnXus" may not be removed, edited, or modified in any way. The letters must be present and in their original positions. The X must be expressed by the ConnXus Mark (the X inside the circle).



Minimum size 2" wide



◆ Diamond height: 0.23" to 3.5" logo (6.57%)



## Alternative Logo

In instances where the full corporate logo cannot be used, an alternative version, the ConnXus Mark, can be applied instead. The X and the registered trademark symbol (®) must be legible in all reproductions of the logo. The minimum size this logo may be reproduced is 0.5" (12.7mm) tall, or its DPI equivalent. Clear area rules remain the same (distance relative to height of center diamond). Reverse to white and black versions of the ConnXus Mark are available as needed.

A version of the ConnXus Mark without the registered trademark symbol (®) is reserved only for 1) favicon use, and 2) app development. Size restricted from 30px by 30px to 50px by 50px.



Minimum size 0.5" tall  
with clear area



Unavailable for general use



## ConnXus Cares

ConnXus Cares™ is the philanthropic arm of ConnXus, Inc. The logo is similar to the corporate logo, with a heart shape instead of a circle. The trademark symbol (™) and the registered trademark symbol (®) must be legible in all reproductions of the logo, with a minimum size of 2.5" (63.5 mm) wide, or its DPI equivalent. All other corporate logo rules apply. Mono and reverse versions available.



Minimum size 2.5" wide  
with clear area

## Incorrect Examples

Below are a few examples of incorrect logo use. This is a non-exhaustive list. Approved instances of new graphics with the ConnXus Mark and any logo changes will be updated in this style guide as necessary. All changes require formal approval.



# Color Guidelines

The main ConnXus corporate colors are black, white, red, and gray, used around 10%, 40%, 25%, and 25% of the time respectively. These colors should prominently appear in all printed and digital material, including those created specifically for ConnXus product lines. Proper use of the logo includes accurate and consistent use of color.

## Primary Colors

Color	White	Red	Gray	Black
Hex	#ffffff	#ab192d	#d0d3d4	#000000
RGB	255, 255, 255	171, 25, 45	208, 211, 212	0, 0, 0
CMYK	0, 0, 0, 0	22, 100, 87, 15	17, 12, 12, 0	75, 68, 67, 90
PMS	-	187 C	427 C	Black 6 C

## Supplementary Colors

In more complicated design pieces, a variety of colors may be needed. ConnXus follows a neutral scheme with a focus on simultaneous color contrast. Alternative reds are approved for accent color use.

Color	Light Red	Dark Red	Deep Gray	Medium Gray	Mid Gray
Hex	#d58b95	#79242f	#54575a	#76777b	#a8a8aa
RGB	213, 139, 149	121, 36, 47	84, 87, 90	118, 119, 123	168, 168, 170
CMYK	15, 53, 29, 0	33, 92, 73, 38	66, 56, 53, 29	56, 46, 44, 10	36, 29, 28, 0
PMS	500 C	188 C	425 C	Cool Gray 9 C	Cool Gray 6 C

## Gradients

Limited use of gradients (gray to white, red to white, red to gray) may be used to achieve a certain mood.



## Color Use

The official color values listed in this document should be used exclusively in the design and application of the brand. As colors can change between file conversions and color modes, only the color codes corresponding to a particular design project should be used. Colors should not be sampled between files. Hex and RGB codes should be used in all digital brand material (with RGB color space files). CMYK and PMS should be used in all commercial prints and custom products (with CMYK color space files).

Only high contrast color combinations should be used: white on black, red, and mid to dark gray.

Avoid: **black on red** **red on black** **Text/images with conflicting, non-transparent backgrounds**

# Typeface Guidelines

With consistent use, the typeface will support the brand and make distinctive communications. Eurostile and Lato are the primary fonts for all communications. Lato (headlines and paragraphc text) is used exclusively in all ConnXus applications. This font is used in combination with Eurostile for stylistic variation in ConnXus marketing material. A complimentary web font, Open Sans, has been identified for use on the ConnXus website. In the event of unavailable fonts, Verdana is a suitable replacement.

## Headlines/Callouts

### Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

### Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

## Paragraph Text

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

### Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

### Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*0

## Script Fonts

In ConnXus Cares branding, the chosen script font is Savoye LET Plain. The stylistic choice for this font is to connect the letters together after type. All promotional material with ConnXus Cares branding shall follow this style. Alternatively, SignPainter HouseScript may be used as needed for ConnXus material.

*Share Your Story*

Original text in Savoye LET Plan

*Share Your Story*

Stylized text connecting letters per word

## *Savoye LET Plain*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* 0*

## *SignPainter HouseScript*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* 0*

## *SignPainter HouseScript Semibold*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* 0*

## **Text Style**

Sentence case should be used in conjunction with the product capitalizations, for example:

ConnXus  
SmartScrub®  
TierTracker®  
ConnXSmart®  
Risk DeteXion™

In all application of branding, text should not be stylized in any way. Avoid all text effects, with the exception of a crisp offset drop shadow used minimally in designed material. Below is a non-exhaustive list of incorrect text styles. This style guide also applies to all ConnXus graphics and visual media.

## **Underline**

Glow Effects

Drop Shadow

Fade/Gradient

Bevel & Emboss

Boxed Elements

Background Box

Outlines

Reflections



## **Acceptable Style**

Flat, clean and crisp text style complements overall brand stance.

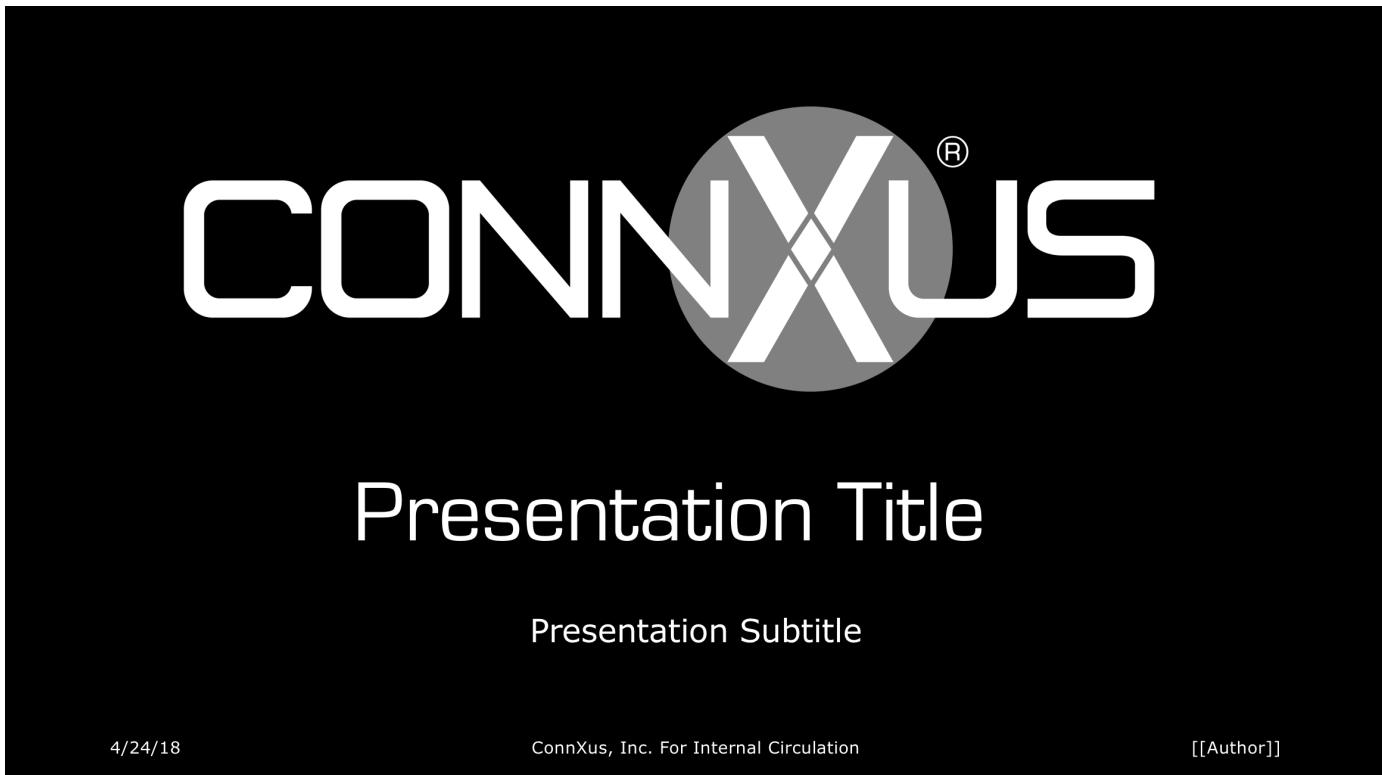
## **Acceptable Alternative**

Crisp offset text effect with enough contrast between letters and shadow.

# Brand Identity Suite

These examples show how the ConnXus identity lives within the brand identity suite. Common graphic elements are used to tie the pieces together - both with each other and with other ConnXus branded material. Assets will be revisited and revised as necessary to maintain consistency and brand integrity.

## Internal & External Presentation Templates





## 2018 Letterhead

Pre-loaded body text, headings and subheadings are available in the "Styles" section to help organize your document.

### Subheader

This is the body text.

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### *SubHeading 2*

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SUPPLIER MANAGEMENT MADE SIMPLE®

5155 FINANCIAL WAY MASON, OH 45040 P: 513.204.2873 F: 513.445.3738 W: CONNXUS.COM

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## Email Signature



[5155 Financial Way Suite 3](#)  
[Mason, OH 45040](#)

### News:

[ConnXus Announces Strategic Partnerships with Mark Labs and SynerTrade](#)  
[ConnXus Introduces Diverse Marketplace and eCommerce Beta](#)

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# Product Icons

Each ConnXus product line has been assigned a specific icon. The icon should be prominently displayed on all marketing pieces while still maintaining the integrity of the brand. This strategy leverages the ConnXus brand across all products while effectively conveying the benefit of each unique product line.

Product icons should appear equal to or larger than any other logos/icons, or as large as appropriate if appearing in isolation. The trademark or registered trademark symbol (™ or ®) must be legible in all reproductions of ConnXus product icons, with a minimum size of 1" (25.4mm) wide, or its DPI (Dots Per Inch) equivalent. The minimum clear area for product icons will be proportional to the icon size, 1/10th the width/height. For example, an icon 1"x1" will require clear space extending an additional 0.1" in all directions. Simplified versions of each icon will be reserved for limited use.

Tier 1 Spend



Database



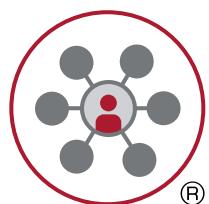
Risk Scorecard®



Risk DeteXion™



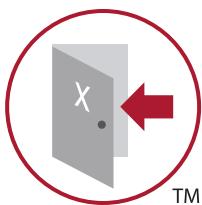
My Suppliers



TierTracker®



Portal



SmartScrub®



ConnXSmart®



My ConnXion™



SmartSearch



Economic Impact Report®



## Copyrights & Trademarks

The following should be references using copyrights and trademarks that ConnXus holds:

Registered Trademark Symbol (®):

ConnXus®  
ConnXus Cares®  
ConnXus Platinum®  
ConnXSmart®  
SmartScrub®  
TierTracker®  
Economic Impact Report®  
Risk Scorecard®  
Supplier Management Made Simple®

Trademark Symbol (™):

Risk DeteXion™  
MyConnXion™

## Trademark Symbol Usage

In business writing and press releases, trademark symbols should only be used on the first instance of the trademarked word/phrase, or with the most prominent use. Remaining instances of the mark throughout the rest of the communication piece should be without the symbol. (For example, in a press release about our philanthropy branch, the writing should reference **ConnXus Cares®** once and **ConnXus Cares** (without the ®) in all instances thereafter. The full trademarked name and proper capitalization should always be used. As a possible exception, if the first instance of the mark is in the title, the symbol may be used on the first instance in the text. When using logos, always include the ® or ™ in every instance.