BRAND GUIDELINES

COMPANY LOGO, COLOR, TYPOGRAPHY, ICONS AND STATIONARY

POWER OBJECTS

An HCL Technologies Company

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INTRODUCTION

THE GUIDELINES

Welcome to PowerObjects' brand guidelines. This document provides the elements that represent our company identity, including our name, logo, colors, fonts, and graphics.

It is vitally important to adhere to the elements and assets in this document so that PowerObjects can continue to present a strong, consistent, and professional image of our company.

As an ambassador of our brand, we entrust you to strictly follow these brand guidelines. We ask that you help us uphold our brand integrity by using the brand elements and assets without alteration, as well as preventing unauthorized use.

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01 COMPANY LOGO AND PROPER USE

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation

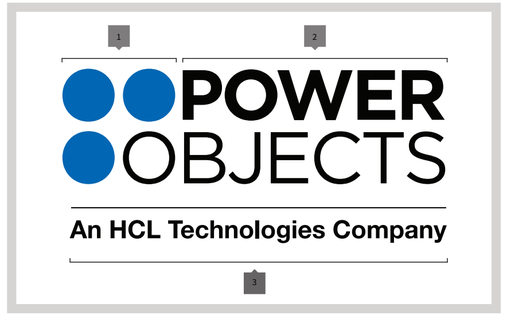
THE POWEROBJECTS LOGO INTRODUCTION

THE FULL LOGOTYPE

The PowerObjects Masterbrand or Company Logo is an industry-recognized visual that evokes a reputation of authority, expertise, and leadership for CRM customers and prospects, Microsoft, and the CRM ecosystem as a whole. The logo is rich with history, including elements reminiscent of the original PowerObjects logo as well as newer elements that reflect PowerObjects' acquisition by HCL Technologies.

Each element of the logo has been carefully crafted to convey a professional, reliable, positive, and memorable image of our company.

The company logo is comprised of three elements: the **logo symbol**, the **logo title**, and the **logo footer**.



1) The Logo Symbol
The logo symbol evokes the four pillars of PowerObjects and our dedication to Microsoft Dynamics CRM through offerings of service, support, education and add-ons.

2) The Logo Title
The logo type has been carefully chosen for its modern yet refined and legible style. The design has been further enhanced by the use of upper case letters in a rich black tone. The typeface is a combination of Gotham Bold and Gotham Book.

3) The Logo Footer
The logo footer was added in November 2015 to reflect PowerObjects' acquisition by HCL Technologies. While our logo as a whole retains the PowerObjects cachet, the footer gives us additional prestige as a Global System Integrator (GSI).

LOGO DARK VERSION

LOGO LIGHT VERSION

4) The Logo Dark Version
will be used when the backround color is light.

5) The Logo Light Version
will be used when the backround color is dark.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or previous versions of the PowerObjects logo is not permitted. This undermines the logo system and brand consistency. Please consult with PowerObjects Marketing Department if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Definition
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

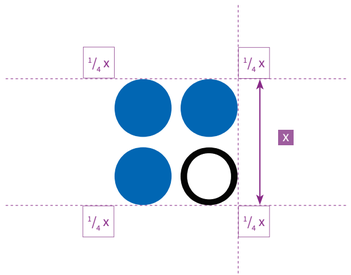
Computation
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height of X / 2).

CLEARSPACE

Full Logo (Clearspace = Height of X / 2)

CLEARSPACE

Logo Symbol (Clearspace = Height of X / 4)



APPLICATION ON A BACKGROUND

LOGO A
Color on black

LOGO B
Color on white

LOGO C
White on Blue

LOGO D
White on 75% Black

LOGO E
Black on 33% Black

MINIMUM LOGO SIZES

Full Logo
1in x .5in
25.4mm x 12.046mm
72px x 34px (72dpi)

Logo Symbol
.3in x .3in
7.7mm x 7.7mm
22px x 22px (72 dpi)

02 FONTS AND TYPOGRAPHY

Primary Font
Secondary Font
Website Primary Font

POWEROBJECTS FONTS AND TYPOGRAPHY

THE FONT

Novecento is an uppercase-only font family inspired on european typographic tendencies of the first half of 20th Century. Its name means nine hundred in Italian, but also twentieth century. It looks rational, geometric and blocky.

However, it is based on optical — not geometrical — proportions. This font face is designed to be used for headlines, visual identities or short sentences. Lighter faces provide a more contemporary and design look&feel, while the bolder ones look definitely retro.

PRIMARY FONT :
NOVECENTO WIDE

DESIGNER :
SYNTHVIEW TYPE DESIGN

-

TYPE EXAMPLES
NOVECENTO WIDE

NOVECENTO WIDE

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

Bold

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

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

Special Characters

POWEROBJECTS FONTS AND TYPOGRAPHY

THE FONT

Between the two World Wars, a style of sans serif lettering emerged from outside of the typographic tradition. These straightforward, highly legible, no-nonsense letters were especially popular in architecture (perhaps because they satisfied the engineer's idea of "basic building lettering.") Nowhere were these letters more popular than in New York, which was undergoing a period of explosive growth, and giving rise to the modern skyscraper. Learn More >

SECONDARY FONT :
GOTHAM

DESIGNER :
HOEFLER & CO.

-

TYPE EXAMPLES
GOTHAM

G O T H A M

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

Bold

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

Book

Figures

0 1 2 3 4 5 6 7 8 9 0

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ ® † ff ¨ / ø Ⓟ • 3 ' æ œ @ Δ º ª © ƒ ∂ , å ¥ ffi ç

Special Characters

POWEROBJECTS FONTS AND TYPOGRAPHY

THE FONT

Source Sans Pro was designed by Paul D. Hunt under the guidance of Robert Slimbach. It was Adobe's first open source typeface family, conceived primarily as a typeface for user interfaces. Source Sans Pro draws inspiration from the clarity and legibility of twentieth-century American gothic typeface designs. Distilling the best archetypical qualities of these models, Paul followed a rational design approach by simplifying glyph shapes by paring them to their essential form. Learn More >

SOURCE SANS PRO

SECONDARY FONT : SOURCE SANS PRO

DESIGNER : HOEFLER & CO.

-

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

Bold

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

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES GOTHAM

! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ / ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

Special Characters

POWEROBJECTS FONTS AND TYPOGRAPHY

THE FONT

Neue Helvetica is a reworking of the typeface with a more structurally unified set of heights and widths. It was developed at D. Stempel AG, Linotype's daughter company. The studio manager was Wolfgang Schimpf, and his assistant was Reinhard Haus; the manager of the project was René Kerfante. Erik Spiekermann was the design consultant and designed the literature for the launch in 1983. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers. Learn More >

SECONDARY FONT : HELVETICA NEUE

DESIGNER : MAX MIEDINGER

-

HELVETTICA NEUE

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

Bold

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

Regular

TYPE EXAMPLES HELVETICA NEUE

0 1 2 3 4 5 6 7 8 9 0

Figures

! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ / ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

Special Characters

POWEROBJECTS FONTS AND TYPOGRAPHY

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License. As urban development changes this place, it will never return to its original form and loses forever the designs that are so special and unique. Learn More >

MONTSERRAT

WEBSITE FONT :
MONTSERRAT

DESIGNER :
JULIETA ULANOVSKY
-

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

Bold

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

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
MONTSERRAT

! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ ⁄ ø π • ± ‘ æ œ @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç

Special Characters

03 TEXT HIERARCHY

Caption Text, Copy Text and Inner Headlines for Print
Large Headlines for Print

CAPTION TEXT, COPY TEXT AND INNER HEADLINES FOR PRINT

Caption Text

PowerObjects Caption Text
-
Source Sans Pro Regular
8 pt Type / 10 pt Leading

Copy Text

PowerObjects Copy Text
-
Source Sans Pro Regular
10 pt Type / 12 pt Leading

Headlines Copytext

POWEROBJECTS COPY HEADLINE
-
Gotham Regular - Capital Letters
12pt Type / 18pt Leading

LARGE HEADLINES FOR PRINT

Sublines Sections

POWEROBJECTS SUB-LINE
-
Gotham Bold - Capital Letters
16pt Type / 16pt Leading

Headlines and Title

100% DEDICATED TO
-
Gotham Bold - Capital Letters
34pt Type / 30 pt Leading / .050em Tracking

Extra Large Title

DYNAMICS CRM
-
Gotham Bold - Capital Letters
48pt Type / 48 pt Leading / .075em Tracking

04 COMPANY COLORS

Primary Color System
Secondary Color System

PRIMARY COLOR SYSTEM

-

Explanation:
PowerObjects has two official colors: Royal Blue and a Rich Black. They are the recognizable identifiers for our company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

PRIMARY COLOR BLUE

-

COLOR CODES

CMYK : C100 M060 Y000 K000
Pantone : 285C
HKS : 44K
RGB : R000 G102 B179
Web : #0066b3

COLOR TONES

100 % 80 % 60 % 40 % 20 %

THE GRADIENT

Blue Gradient

PRIMARY COLOR RICH BLACK

-

COLOR CODES

CMYK : C075 M067 Y067 K090
Pantone : Black 6C
HKS : 88K
RGB : R001 G001 B001
Web : #010101

COLOR TONES

100 % 80 % 60 % 40 % 20 %

THE GRADIENT

Black Gradient

SECONDARY COLOR SYSTEM

-

Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 15 % of the palette in one piece).

Usage:
Use them to accent and support the primary color palette.

COLOR CODES

CMYK : C000 M060 Y100 K000
Pantone : 716C
HKS : 72K
RGB : R245 G130 B032
Web : #f58220

COLOR CODES

CMYK : C055 M099 Y007 K001
Pantone : 2612C
HKS : 29K
RGB : R137 G042 B136
Web : #892a88

COLOR CODES

CMYK : C070 M016 Y000 K000
Pantone : 298C
HKS : 50K
RGB : R044 G169 B224
Web : #2ca9e0

COLOR CODES

CMYK : C000 M080 Y096 K000
Pantone : 1655C
HKS : 10K
RGB : R241 G090 B039
Web : #f15a27

COLOR CODES

CMYK : C051 M001 Y099 K000
Pantone : 368C
HKS : 66K
RGB : R139 G195 B065
Web : #8bc341

05 COMPANY STATIONERY

Letterhead
Business Cards

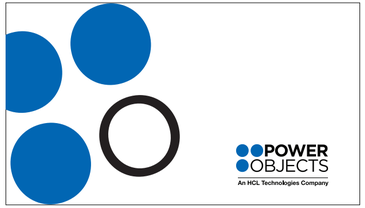
BUSINESS CARD

PARAMETER

Dimensions
3.5in x 2in
88.9 mm x 50.8 mm

Weight
100 lb Recycled
White Smooth
Matte Cardstock

Print
4 Color (CMYK)



LETTERHEAD

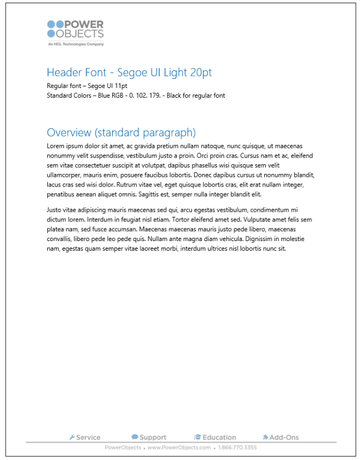
PARAMETER

Dimensions
8.5in x 11in
215.9 mm x 279.4 mm

Weight
20 lb Bond
White

Print
4 Color (CMYK)

Click here to download .doc file (MS Word) >>



06 POWEROBJECTS ICONOGRAPHY

Primary Icons
PowerPack Icons

PRIMARY ICONS - THE FOUR PILLARS

We have two icon systems. Our Primary Icons are Service, Support, Education, and Add-Ons. The 4 icons should never be any closer than 0.15" to each other. All four icons should be the same distance away from each other. They should appear in order:

Service - Red
Support - Green
Education - Blue
Add-Ons - Purple

They can only be represented inside circles and cannot stand alone.

PRIMARY ICON COLOR EXAMPLE

-

Colored Version:
- rich black background (PowerObjects Primary Color)
- 4pt color stroke when size is at 78px (width and height)
- proportional upscaling only
- colored icon
- white text (Source Sans Pro Regular)

SECONDARY ICONS - POWERPACKS

The secondary icons include our powerpack add-ons and follow the same rules as our Primary Icons. They may also be featured in white with a white stroke around the icon. Keep an ample amount of clear space.

POWERPACK ICON COLOR EXAMPLE

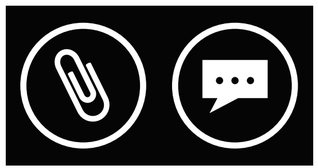
-

Color Version:
- rich black background (PowerObjects Primary Color)
- 4pt color stroke when size is at 78px (width and height)
- proportional upscaling only

POWERPACK ICON WHITE EXAMPLE

-

White Version:
- white stroke, white icon and transparent background
- 4pt color stroke when size is at 78px (width and height)



07 HCL IMAGERY

Text Emphasis
Featured Images

REVERSE ORANGE - FOR EMPHASIS

Orange signifies energy, enthusiam, passion and creativity. Using a dash of orange in a headline that is primariliy in blue connotes vigor and the desire to innovate that lies beneath the surface of our commitments.

HIGHLIGHTING EXAMPLE

-

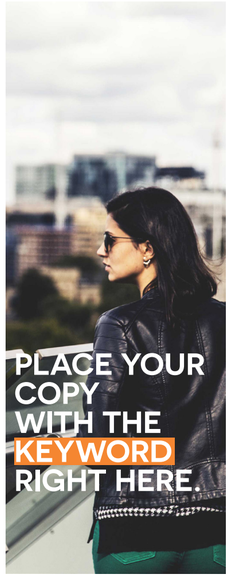
PLACE YOUR COPY WITH THE KEYWORD RIGHT HERE.

REVERSE ORANGE - FOR WEB USE

HORIZONTAL EXAMPLE

-

REVERSE ORANGE - FOR WEB USE

VERTICAL EXAMPLE

-