



Corporate Style Guide

The purpose of this document is to define the corporate style guide for ConnXus, Inc. and its related assets. Our goal is to maintain brand integrity and design in a way that aligns with our values. We proudly deliver clean, modern, and simple solutions. Our branding guideline follows these core concepts. We use 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.**

Minimum Size

The logo should be equal in size to other logos in the same usage. The name and registered trademark symbol (®) must be legible.



Clear Area

No graphic or text elements can appear within the clear area around the logo. The minimum clear area is the height of the diamond found within the X of the logo, as shown.



Mono & Reversed

Sometimes it may be necessary to use a reverse to white or black version of the logo. Only the approved alternates shown here may be used. Please ensure sufficient contrast between the logo and the background.



Logo Alternatives

In instances where the full corporate logo cannot be used, an alternative version, the ConnXus Mark, can be used instead. Approved usage of the ConnXus Mark and the modified logo is listed below.

ConnXus Mark

The X and the registered trademark symbol must be legible in all logo reproductions. Clear area rules remain the same. Reverse to white and black versions of the ConnXus Mark are available as needed.



Min. size 0.5" (12.7mm)



Web Mark

A version of the ConnXus Mark without the trademark symbol is reserved only for fav icon and app development use (size limited to 30px or 50px wide).



Unavailable for general use

Single Color - 100% Opacity

In instances where shading cannot be differentiated and the corporate logo can only be expressed in one color (affordable custom embroidery, for example) the circle may be replaced by a circular outline.



Color Guidelines

Consistent, accurate colors should prominently appear in all printed and digital material, including product specific applications. Avoid color sampling between files and instead use the proper color codes for a project (hex/rgb for digital, CMYK/PMS for print).

Primary Colors



Porportional color usage

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 designs like gradiated pieces, a variety of colors may be needed. The brand follows a neutral scheme with simultaneous color contrast.



Sample gradients with supplementary colors

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

Typeface Guidelines

Typeface supports distinctive communications with consistent use. Other than minimal usage of crisp drop shadows, text effects should be avoided. Web text should meet color contrast accessibility standards.

Headlines & Callouts

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

Sample Drop Shadow Text

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

Paragraph Text

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

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

Script Font

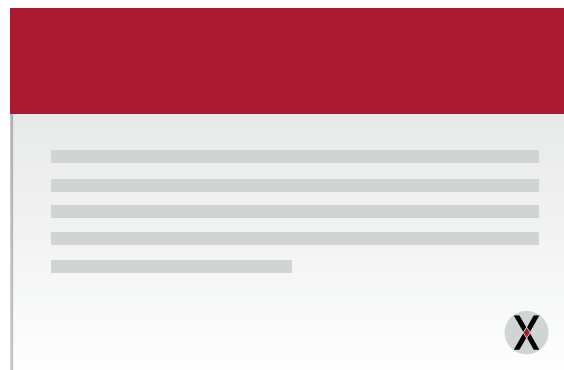
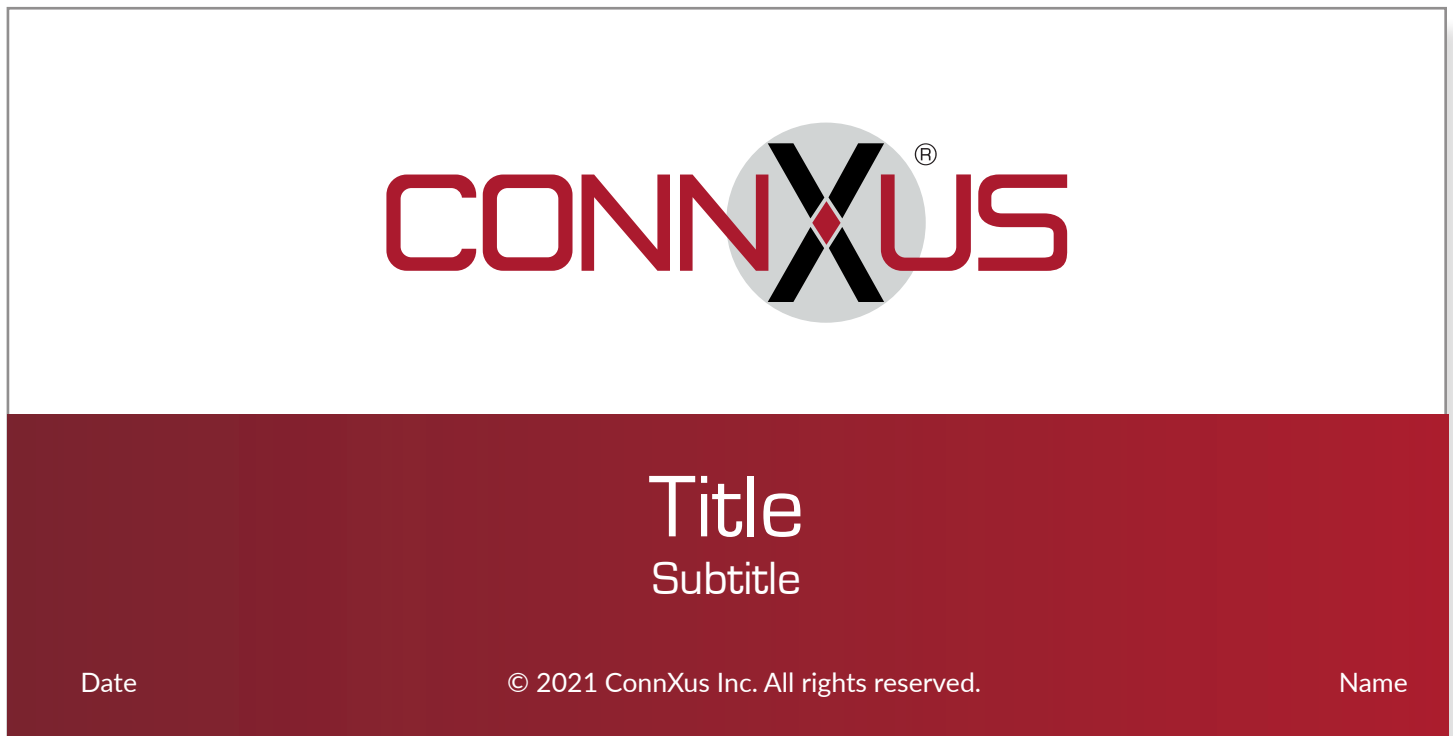
In certain instances, a script font is used to call out material. This applies to headlines related to ConnXus Cares (philanthropy) and supplier-side branding. The chosen script is SignPainter HouseScript and should be used sparingly.

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



Brand Identity Suite

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


Presentation Template



Letter Head

 <p>Title Subtitle</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing 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</p> <p>5155 Financial Way Mason, OH 45040</p> <p>© 2021 ConnXus Inc. All rights reserved.</p> <p>513-204-2873 ConnXus.com</p>	 <p>Title</p> <p>olor sit amet, consectetur adipiscing elit, d tempor incididunt ut labore et dolore Ut enim ad minim veniam, quis nostrud lamco laboris nisi ut aliquip ex ea commo-</p> <p>e dolor in reprehenderit in voluptate velit ore eu fugiat nulla pariatur. Excepteur cupidatat non proident, sunt in culpa qui t mollit anim id est laborum.</p> <p>iatis unde omnis iste natus error sit vo- santium doloremque laudantium, totam eaque ipsa quae ab illo inventore veritatis ecto beatae vitae dicta sunt explicabo</p>
<p>Supplier Management Made Simple®</p> <p>© 2021 ConnXus Inc.</p>	

Business Card

 <p>Supplier Management Made Simple® 5155 Financial Way, Mason, OH 45040</p>	<p>Name Title</p> <p>Phone Number Email</p>
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Product Icons

Product icons should be prominently displayed, leveraging the ConnXus brand across all products while effectively conveying the benefit of each unique product line. Icons should be appropriately sized with legible trademark symbols (™ or ®).

Primary

ConnXSmart



Database



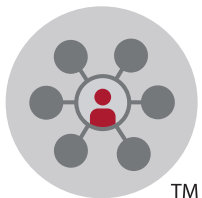
Economic Impact



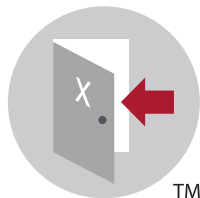
SmartScrub



My Suppliers



Portal



Risk DeteXion



TierTracker



Risk Scorecard



SmartSearch



MyConnXion



Tier 1 Spend



Min. size 1" (25.4mm) with 1/10th clear area

Alternative Icons

Alternate color versions of product icons are available for different colored backgrounds with the same minimum size and clear space rules. Simplified versions for interface/web application are available for use.



Simplified versions: min. size 30px by 30px

Trademarks

The following names should be capitalized and referenced using the proper trademark symbols (™ or ®). Consistent usage of registered trademarks protect the brand and reinforce intellectual property rights.

Trademark Usage

Trademark symbols should be used in the first instance of the trademarked word or phrase, or with the most prominent use. Remaining instances of the mark on the same piece should exclude the symbol (for example, a flyer referencing ConnXSmart three times should have the “®” included only on the first use of “ConnXSmart”). The full trademarked name and proper capitalization should always be used. If the first instance of the mark is in the title, the symbol may be used on the first instance in the body text.

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™