ANYTHING BUT STANDARD

BRAND STANDARDS \\ MAY 2018

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A brand is the most important asset of any company. Products can come and go. Strategies can change, and executives eventually turn over. But our brand is our reputation.

The companies that we all admire — think Apple, Google, Amazon — have built their brands through ruthless consistency and are a reflection of the core values of the company. This level of consistency is the responsibility of everyone in the organization. We all have a part to play in building and sustaining our best asset.

The Marketing team created these Branding Guidelines with that in mind — to help each one of us achieve that level of consistency, to enforce our brand in everything we do. To ensure we represent our great company in every customer interaction, every sales presentation, every document.

I am asking you to keep it handy, and internalize why we have them. And reach out to Marketing with any questions.

We can build a strong brand or admire one from a distance, we make that choice every single day.

Jim Ryan, CEO

Our brand can’t exist on its own.
It needs allies.

PARTNERS TO HELP PROTECT IT
STEWARDS TO STAND BEHIND IT
ROCK STARS TO RALLY AROUND IT

Our brand needs: **YOU**

HOW WE ROLL

What are our values?

This is our brand brought to life. Our essence as a company. It's the high bar we set for ourselves each and every day.

CANDOR
PASSION
PROFESSIONALISM
KEEP SCORE
CELEBRATE SUCCESS
GIVE BACK

CANDOR

THE TRUTH DOESN'T SHUT YOU DOWN, IT WAKES YOU UP. WE TELL IT LIKE IT IS AT ALL TIMES!

PASSION
WE CHOOSE TO BE HERE,
BECAUSE WE BELIEVE IT MATTERS.

PROFESSIONALISM

**AS PROFESSIONALS,
WE STRIVE TO BE BETTER
THAN THE PERSON
WE WERE YESTERDAY.**

KEEP
WE HOLD OURSELVES PUBLICLY
ACCOUNTABLE IN EVERYTHING WE DO.
SCORE

CELEBRATE SUCCESS

BUILD COMRADERY AND CELEBRATE SUCCESSES BOTH LARGE AND SMALL.

GIVE BACK

WE CARE ABOUT THE WORLD AROUND US. IT'S IN OUR DNA.

BRAND BASICS

HOW WE SPEAK

What's brand voice?

Brand voice is our brand put into words.
It's the verbal expression of our brand's personality.
To put it simply, it's how we sound.

SIMPLE

Forget long, rambling sentences. ***We get to the point quickly.***

APPROACHABLE

Forget the stuffy corporate speech. ***We are down-to-earth.***

ENERGETIC

Forget dry, lifeless content. ***We are passionate and inspired.***

AUTHENTIC

Forget pretending to be something we're not. ***We are the genuine article.***

AUTHORITATIVE

Forget sounding like experts. ***We show our expertise.***

Brand voice basics

Don’t think of these as rules. Think of them as suggestions on how to best craft our brand voice.

- Keep words, sentences and paragraphs short
- Think outside the box — avoid jargon and overused words
- Ask yourself, “Would someone I met on an elevator get my point?”
- When in doubt, make one sentence into two
- Remember these four words: **ALWAYS USE ACTIVE VOICE** (see page 17)
- Conversational = contractions (won’t vs. will not)
- If you have a good reason... break the rules

What's our writing style?

When it comes to content, details matter. Crafting the right messaging means paying attention to the little things.

Abbreviations and acronyms

Spell out an acronym the first time you use it unless it is very common (HTML, ROI). After that, feel free to use the short version.

Active voice

Avoid sentences when the subject has the action done to it. It's called **passive voice**.

Example: The man was bitten by the dog.

Instead, make sure the subject of your sentence does the action. That's **active voice**.

Example: The dog bit the man.

Capitalization

WE DON'T NEED TO SHOUT TO TELL OUR STORY. All caps is great **in moderation**.
Stick with sentence case (capitalizing the first letter of the first word) whenever possible.

Periods

In body copy, use periods at the end of sentences. In bullet copy, do not use periods.

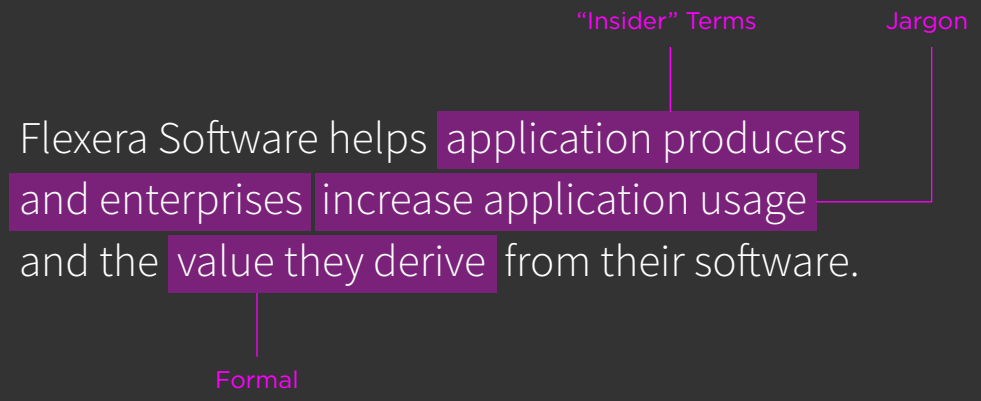
Pronouns

Avoid gender-specific pronouns unless appropriate. Use "we/us/our" pronouns when possible. Never use "one" as a pronoun.

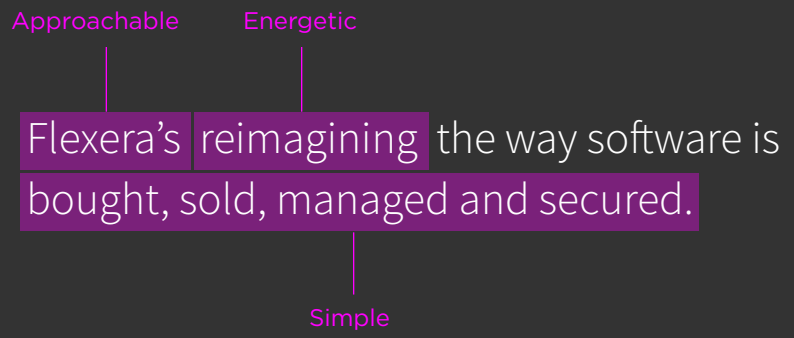
Em dashes

Use them sparingly to signify a break in sentence flow or in place of commas to set off lists.

FROM THIS



TO THIS



Too formal, not approachable

FROM THIS

Software Licensing for Creating New Revenue Streams

FlexNet Licensing empowers application producers to combat software piracy and increase revenues by easily enabling new pricing, packaging and software licensing and activation models.

It supports the full software licensing spectrum, from strict enforcement to usage-based trust but verify, and enables software protection, monetization and compliance of on-premises, SaaS, cloud, virtualized and embedded applications.

Long, heavy words and overly complicated

Too dense and not easy to read

Approachable

TO THIS

Simple and to the point

Profit While You Protect Your IP

You want to make the most money from your software while knowing that people paying for it are the ones actually using it. FlexNet Licensing makes that happen. Start with flexible monetization options or ramp up to subscription or usage-based models. You control how much or how little enforcement you want. Make money, protect your IP and keep customers happy. Take a punch at piracy with FlexNet Licensing.

Energetic and playful

HOW WE LOOK

The Flexera logo

The Flexera logo anchors our visual identity. Consistent usage across all communications strengthens market recognition.

The Flexera wordmark is our primary logo and should be used in all communications. Both positive and reversed versions of the logo are available.

POSITIVE
For use on white or light-colored backgrounds

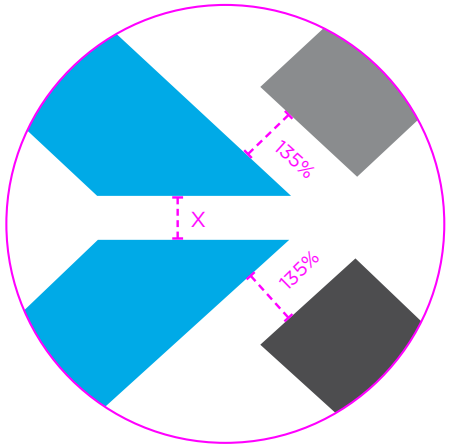
REVERSED
For use on black or dark-colored backgrounds

Always use the provided artwork for logos. Never attempt to scan, redraw or typeset them in any way.

Secondary logo

In addition to the primary logo, a vertical brandmark is available to add flexibility for displaying logos on varying communications. It can be used when a more vertical space is required (i.e., email signatures, promotional items). Our secondary logo is made up of two parts: the “X” symbol and the Flexera wordmark. Both positive and reversed versions of the brandmark are available.

Note: At this time, the “X” symbol may NOT be used as a separated element (see next page for more info).



To ensure you’re using the correct logo, the distance between the gray and blue segments is equal to 135% of the blue segment distance (X).

POSITIVE

REVERSED

Always use the provided artwork for logos. Never attempt to scan, redraw or typeset them in any way.

"X" SYMBOL

At this time, the "X" symbol may NOT be used as a separated element to represent Flexera. We need to build brand awareness in our identity before we can use it alone. Break this rule ONLY in rare situations when the space is severely limited such as an avatar, favicon or small promotional materials. In those cases, the primary logo, wordmark or company name MUST also be visible nearby.

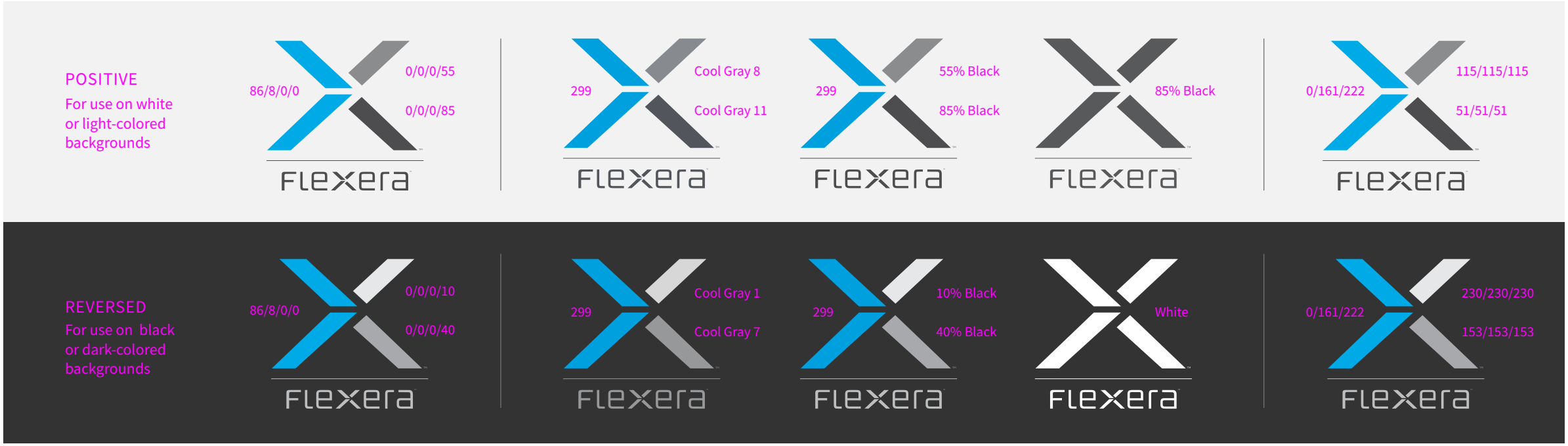
BACKGROUND SCREENS

The "X" symbol may be used as a graphic element to add visual interest to a background. This treatment is only permitted for use on Flexera stationery and PowerPoint presentations. The "X" must always appear subtle (6–10% opacity).

Logo color formats

All Flexera logos are available in a variety of colors for both print and digital environments.

- Use **4-color (process)** logos for the majority of Flexera's print communications. When in doubt, start here.
- Use **spot (3-, 2- and 1-color)** logos only for specialty screen printing, promotional items and stitched apparel
- Use **1-color** logos only when print production is limited to a single color — **do not use 1-color logos in digital communications**
- Use **RGB** logos on all digital communications (PowerPoint, email, website, etc.)

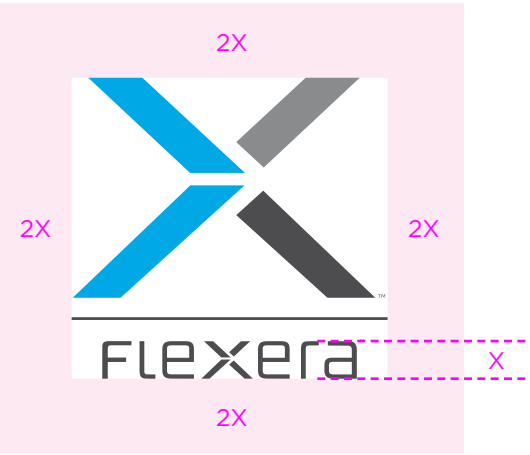


4-Color (Process) 3-Color (Spot) 2-Color (Spot) 1-Color (Spot) RGB (Digital)

CLEAR SPACE

To preserve the integrity of the Flexera logo, a minimum amount of space is required around all edges to separate it from other graphics and copy (with the exception of sub-branded names).

- Flexera wordmark: the height of the “A” defines the clear space
- Flexera primary logo: the clear space is defined as **2 times** the height of the “A” in the wordmark



MINIMUM SIZES

To ensure legibility, minimum sizes of logo reproduction have been established. Logos may not appear smaller than shown in the examples here. Logos should only appear at minimum size when absolutely necessary. Larger logos are preferable.

Note: Minimum sizes shown do not apply to **stitching** on apparel. In those cases, the minimum width of the wordmark is **1"**.

Minimum sizes:

Print: 1/2" (.5") width of wordmark

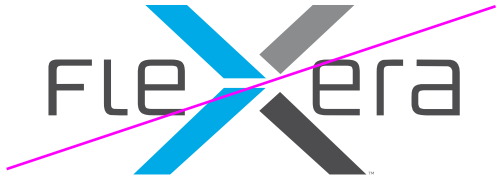
Digital: 36 pixels at 72 dpi width of wordmark

DON'T DO THIS!

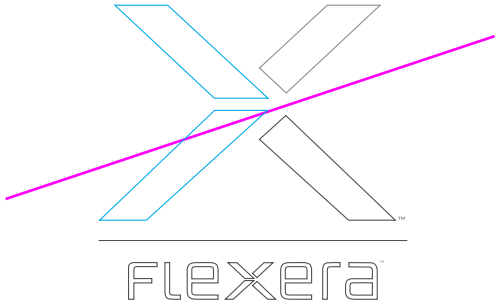
Do not change any colors

Do not stretch, skew or distort

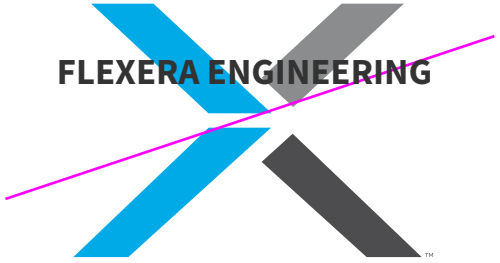
Do not rotate



Do not rearrange or modify the element proportions



Do not outline any part of the logo



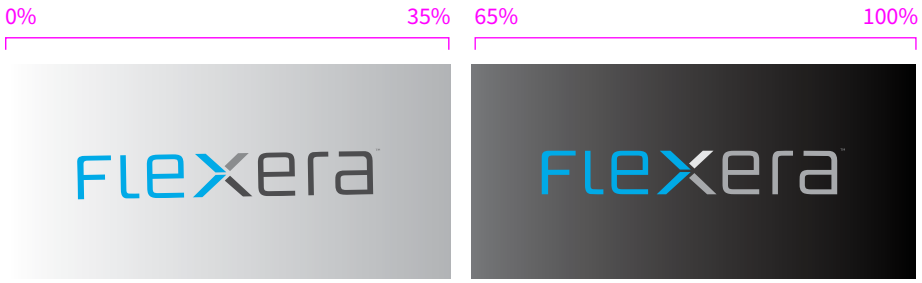
Do not place text or other graphic elements on top of any logos

Do not modify the wordmark colors.
The Flexera wordmark always appears gray when used with the "X" symbol.

Logo legibility

To make sure the Flexera logo remains legible, place it on solid color fields which provide clear visibility of all characters, or on photos with simple, uniform colors or textures. Avoid placing the logo on complex photos or patterns. If needed, place the logo within a solid, colored box over the background.

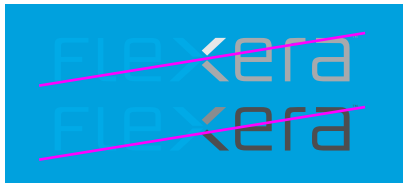
When deciding whether to use the positive or reversed version of the logo, use the tint values specified below as a guide.



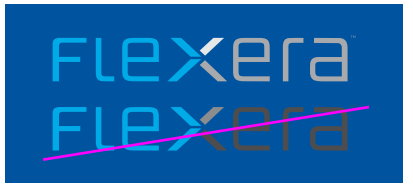
Positive logo

Reversed logo

ON SOLID COLOR FIELDS



PMS 299



PMS 2945

PMS Cool Gray 8

PMS 368

PMS 152

PMS 7405

ON PHOTOGRAPHY

Do not place the logo on high-contrasting backgrounds and NEVER place imagery on top of logos.

Trademarks

A trademark is how we ensure other companies or people aren't using our name, our products or our ideas. It protects us from competitors and strengthens our brand. A trademark is one of the few business assets that can last forever and gain value over time.

The wordmark should always have a "TM" at the top right.

The brandmark should always have a "TM" at the bottom right of the "X" symbol and at the top right of the wordmark.

VISUAL ELEMENTS

Color

Our primary brand colors are **blue** and **gray**. The formulas are shown in their various forms for print and digital display. In addition to the three primary colors, a secondary accent color palette introduces a bright, fresh set of options.

USAGE

- Blue and Gray are the foundation of our palette and should be used prominently throughout all communications
- 100% black should be used for printed body text and when 85% black is not dark enough or provide adequate contrast. In digital environments, RGB: 51/51/51 and HEX: 333 should be used at all times.
- **Secondary colors** should be used sparingly; they can act as pops of color to help create hierarchy and emphasis

PRIMARY

PMS 299
RGB 0/161/222
CMYK 86/8/0/0
HEX 00A1DE

PMS Cool Gray 11
RGB 51/51/51
CMYK 0/0/0/85
HEX 333

PMS Cool Gray 8
RGB 115/115/115
CMYK 0/0/0/55
HEX 737373

PMS Warm Gray 2
RGB 213/210/202
CMYK 4/5/7/10
HEX DFD2CA

SECONDARY

PMS 2945
RGB 0/84/159
CMYK 100/52/2/12
HEX 00549F

PMS 368
RGB 105/190/40
CMYK 63/0/97/0
HEX 69BE28

PMS 7405
RGB 236/194/0
CMYK 0/11/97/0
HEX ECC200

PMS 152
RGB 255/112/0
CMYK 0/62/100/0
HEX E17000

Primary typeface

Source Sans Pro is Flexera's primary typeface. It was created primarily for user interfaces and draws inspiration from 20th-century American gothic typeface designs. Source Sans is modern, flexible, easy to read and is suitable for most communications.

To download Source Sans Pro, go to **Rebrand Central**.

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # $ %

Source Sans Pro Extra Light *Italic*

Source Sans Pro Light *Italic*

Source Sans Pro Regular *Italic*

Source Sans Pro Semibold ***Italic***

Source Sans Pro Bold ***Italic***

Source Sans Pro Black ***Italic***

SECONDARY TYPEFACE

Calibri is Flexera's secondary typeface. Use Calibri in digital communications like emails and PowerPoint presentations, or when Source Sans Pro is not available.

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # $ %

To download Calibri, go to **Rebrand Central**.

Typography

Typography is an essential tool for bringing our brand voice to life. Consistent type treatments will help bring unity to all our varying touchpoints.

Outlined text

Outlined text should be used sparingly. It's a great way to add visual interest to pages that are primarily text-based with very little copy (i.e., page dividers).

Bleeding type off pages

Running large text off the edges of the page adds energy to your layout. Be sure the first letter is always partially cut off so it looks intentional.

Highlighting text in a color

Add emphasis to key text by utilizing an alternate color. Be sure to limit highlighted text to three instances per section/page. Any more and it loses its effectiveness.

All caps

All caps is a great way to add emphasis to headlines and callouts, but it only works in *moderation*. Stick with sentence case (capitalizing the first letter of the first word) most of the time.

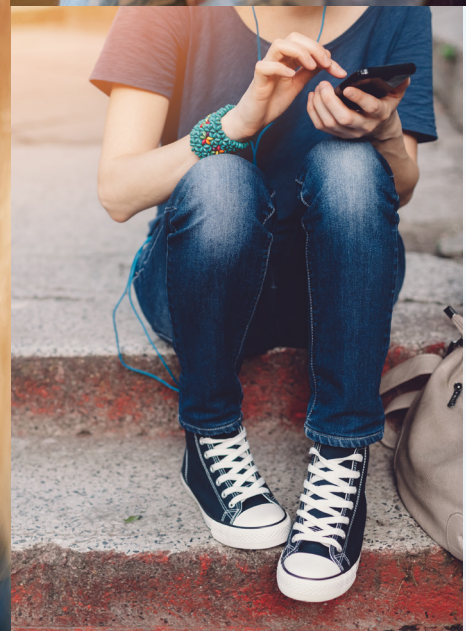
Photography

Imagery gives us a great opportunity to create an emotional connection in our communications. It allows us to engage with our audience and express Flexera's personality traits:

- **SIMPLE**
- **APPROACHABLE**
- **ENERGETIC**
- **AUTHENTIC**
- **AUTHORITATIVE**

IMAGE LIBRARY

An image library has been developed to express our unique voice and personality. To keep our brand consistent, use the images in our library, located at **Rebrand Central**.



NON-PORTRAIT PHOTOGRAPHY

Portrait imagery may not always be appropriate in all Flexera communications. In those cases, metaphoric imagery can be used which helps support the product narrative.

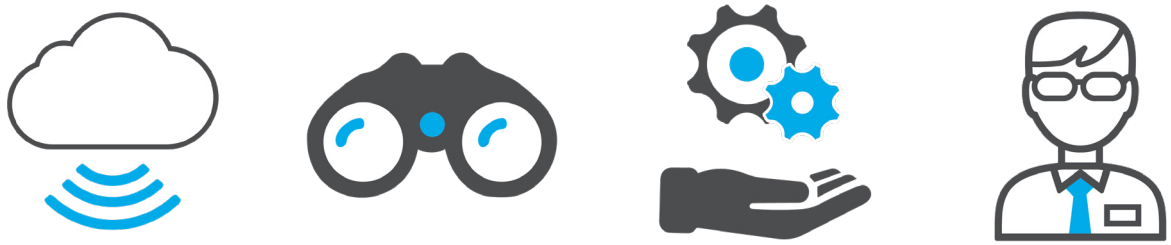
IMAGE LIBRARY

An image library has been developed to express our unique voice and personality. To keep our brand consistent, use the images in our library, located at **Rebrand Central**.

Iconography

Proprietary icons have been created with a fresh, modern feel to give us a consistent and ownable brand look.
The icons take into account smaller digital screens and responsive design that necessitate simpler icons.

- Use icons sparingly. A few icons will carry meaning. Too many icons have no meaning and just add clutter.
- To ensure proper legibility, icons have been created for display on light- and dark-colored backgrounds
- When multiple icons appear in the same area, they should appear at the same size and evenly spaced
- Icons can be accessed at **Rebrand Central**
- **Always use the artwork provided, do not attempt to redraw or modify the icons in any way**



TWO-COLOR POSITIVE: For use on white or light-colored backgrounds

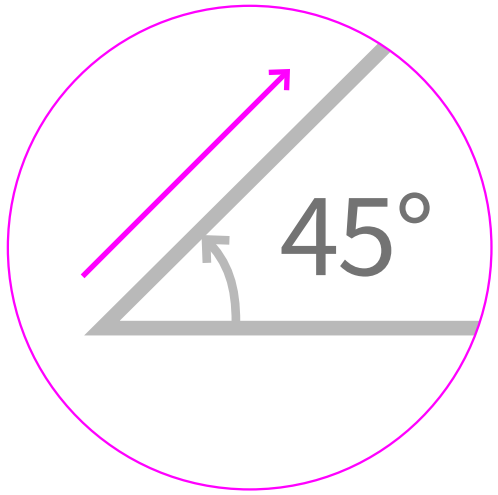
TWO-COLOR REVERSED: For use on black or dark-colored backgrounds

ONE-COLOR LINEAR: For use on PowerPoint presentations and tradeshow signage only

Graphic elements

The angled “X” of our brandmark informs our distinctive shape language. The angle is 45°. Use this angle to create graphic elements that not only enhance visual appeal, but layer a branded, ownable visual appearance into otherwise ordinary stock imagery. When possible, position diagonal to draw eye movement in a northeast direction.

To the right are examples of graphic elements which reflect the flexibility of our shape language.



1. GRADATED LINE PATTERNS

- Can act as a design element behind images or to create a background pattern over solid color fields
- Rules must aways appear BEHIND people
- All accent colors can be used, but opacity should always fade to 0% on one end

2. OVERLAPPING LINE PATTERNS

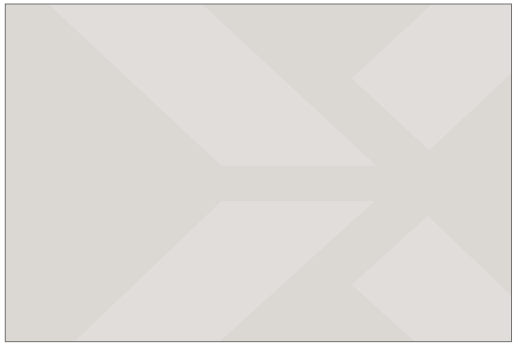
- Can be used to brand images or act as a graphic accent on solid color fields
- Rules must aways appear BEHIND people
- Rules must appear at 10% opacity

3. DIAGONAL SHAPE OVERLAYS

- Can act as a frame for highlighting imagery or creating background texture

4. DIAGONAL DIVIDER RULES

- Can be used to separate imagery from copy areas
- Use of diagonal rules helps create eye movement and energy within layouts
- All accent colors can be used for divider rules

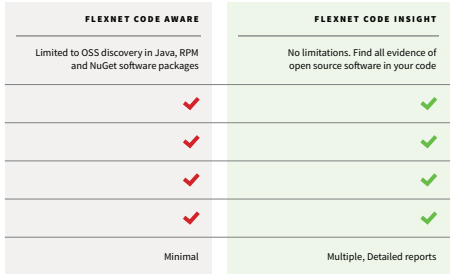


5. BRANDMARK (FOR USE ON POWERPOINT AND STATIONERY ONLY)

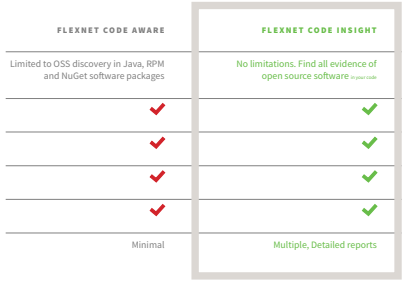
- The Flexera brandmark can be used as a subtle graphic element on solid color fields
- Screened brandmark may only appear at 6% opacity
- Ensure the arrow negative space is always visible

Charts and graphs

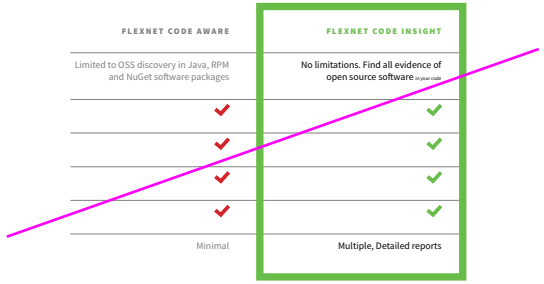
When creating charts and graphs, utilize screens of color to separate and/or highlight information. Light gray frames can also be used to call attention to areas of importance. Do not use accent colors for frames since they tend to overpower the information.



Color screens



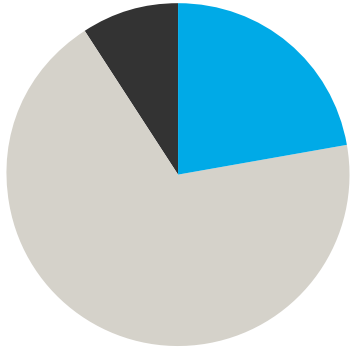
Color frame

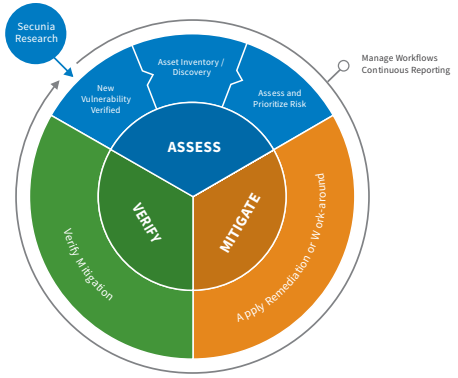


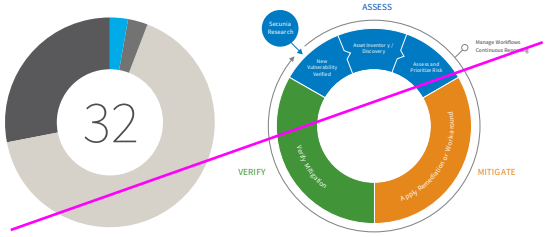
Do not use accent colors to frame charts.

PIE CHARTS

Always use complete circles when creating pie charts. See examples at right.







Do not use open circles or “donut” shapes in pie charts.

CO-BRANDING

PARTNER + ACQUISITION

Logo lock-ups

When looking to promote a merger or acquistion, a visual treatment has been established for linking logos in both vertical and horizontal orientations.

When creating logo lock-ups, the Flexera logo must always appear equal or slightly larger than the partner logo.

Vertical lock-up

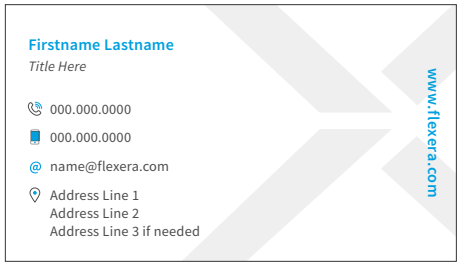
Horizontal lock-up

MARKETING TEMPLATES

Stationery

A full suite of branded stationery is available. Any mailed communications should use the Flexera stationery whenever possible.

International versions of our stationery are also available. Go to **Rebrand Central** to view all available options.



Business card front

Business card back

#10 envelope

Letterhead

Data sheets

These two-sided pieces offer a high-level overview of our product offerings, utilizing diagrams and more in-depth content.

Flexera

DATA SHEET

FlexNet Manager Platform

Comprehensive IT Asset Management and Desktop License Optimization Solution

BENEFITS TO YOUR ORGANIZATION:

- Know What You Have — discovery, inventory, application recognition across multiple platforms
- Maintain continuous software license compliance to minimize audit risk
- Reconcile license purchases with software installations and usage to have visibility and control
- Automate and optimize entitlement based desktop software license management to enable the reduction of license, maintenance and audit costs
- Proactively manage contracts and renewals to "buy only what you need"
- Automate license management to reduce manual effort and improveoperational efficiency

//CODiE// 2014 SIIA CODiE WINNER

servicenow BRONZE TECHNOLOGY PARTNER

Microsoft Partner

Software is one of the major items on IT expense budgets. Industry analysts estimate that software license and maintenance fees represent 20 to 35% of total enterprise IT spend.

Not only are desktop and server applications from major vendors—Adobe®, IBM®, Microsoft®, Oracle®, SAP®, Symantec™ and VMware—strategic to businesses, they also represent the vast majority of an enterprise's software spend.

"Our annual true-up with one of our key software vendors in 2011 was the proof point for our revamped ITAM program and investment in FlexNet Manager Suite. The zero dollar true-up cost, in sharp contrast to the millions of dollars paid each year previously, erased all doubts about the program."

LUIS PELUFFO JOHANSEN
—GLOBAL HEAD OF IT PURCHASES & ASSETS, A.P. MØLLER-MÆRSK

DATA SHEET

You can adjust the depth and breadth of scan and analysis based on your project. A quick scan gives helps you prioritize issues based on a high-level overview. Trigger deep scans where necessary to create a detailed and complete analysis.

Identify Open Source Security Vulnerabilities and Manage Risk

Identify known vulnerabilities associated with the open source in your applications and get alerts when new vulnerabilities affecting you are reported. Analyze security risks within projects with easy-to-understand dashboards and reports.

FlexNet Code Insight includes a robust framework supporting multiple data sources for vulnerability data, including NVD and advisories from Secunia Research at Flexera.

Comply with Open Source Licenses and Manage Obligations

Identify open source licenses and drill down into license details and risk.

FlexNet Code Insight automates the creation of an accurate Bill of Materials (BOM) to ship with your products.

This enables you to comply with license obligations that come with open source software and protect your IP.

Policies

Automate the review of commonly used components based on your company license policy. Developers can select components they intend to use, and submit for review. Developers also have access to usage guidance after a component is approved for use, or remediation notes if the component is rejected.

Seamlessly Integrated Into Your Development Lifecycle

Integrate open source scanning into your DevOps environment using FlexNet Code Insight's plugins for Jenkins, Docker, Gradle, Apache Ant, Apache Maven, Bamboo and GIT. This allows you to scan your code and identify dependencies from the build environment.

Integrate any external audit data into FlexNet Code Insight and develop your own plugins using the Scan Agent Framework.

Create custom dashboards and reports with automated findings, audit andvulnerability information using REST APIs.

Dashboards and Reporting for Common Queries

Create Third Party Notices and generate reports to stay on top of your open source code. Quickly answer questions like these and many more:

- Are we exposed to a specific vulnerability?
- Are we exposed to high priority license issues and/or high severity vulnerabilities?
- Where are our outdated components?
- Where should we focus our limited analysis resources? Where are the issues that need attention now?

SECURITY VULNERABILITY EXPOSURE

LICENSE EXPOSURE

INVENTORY PRIORITY

INVENTORY REVIEW STATUS

- **Comprehensive scan**
  Detailed code analysis to match to third-party components from multiple sources to easily identify copy-paste code

JAVA: .java, .jsl, .jsp, .groovy

JAVASCRIPT: .js, .as, .ts

LUA: .lua

FWDL: .vhd, .vhdl

VISUAL BASIC: .bas, .vb

NEXT STEPS

Visit FlexNet Producer Suite to learn more about these products.

Learn More

ABOUT FLEXERA

Flexera is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous compliance, optimized usage and maximized value toapplication producers and their customers.

flexera.com

Flexera

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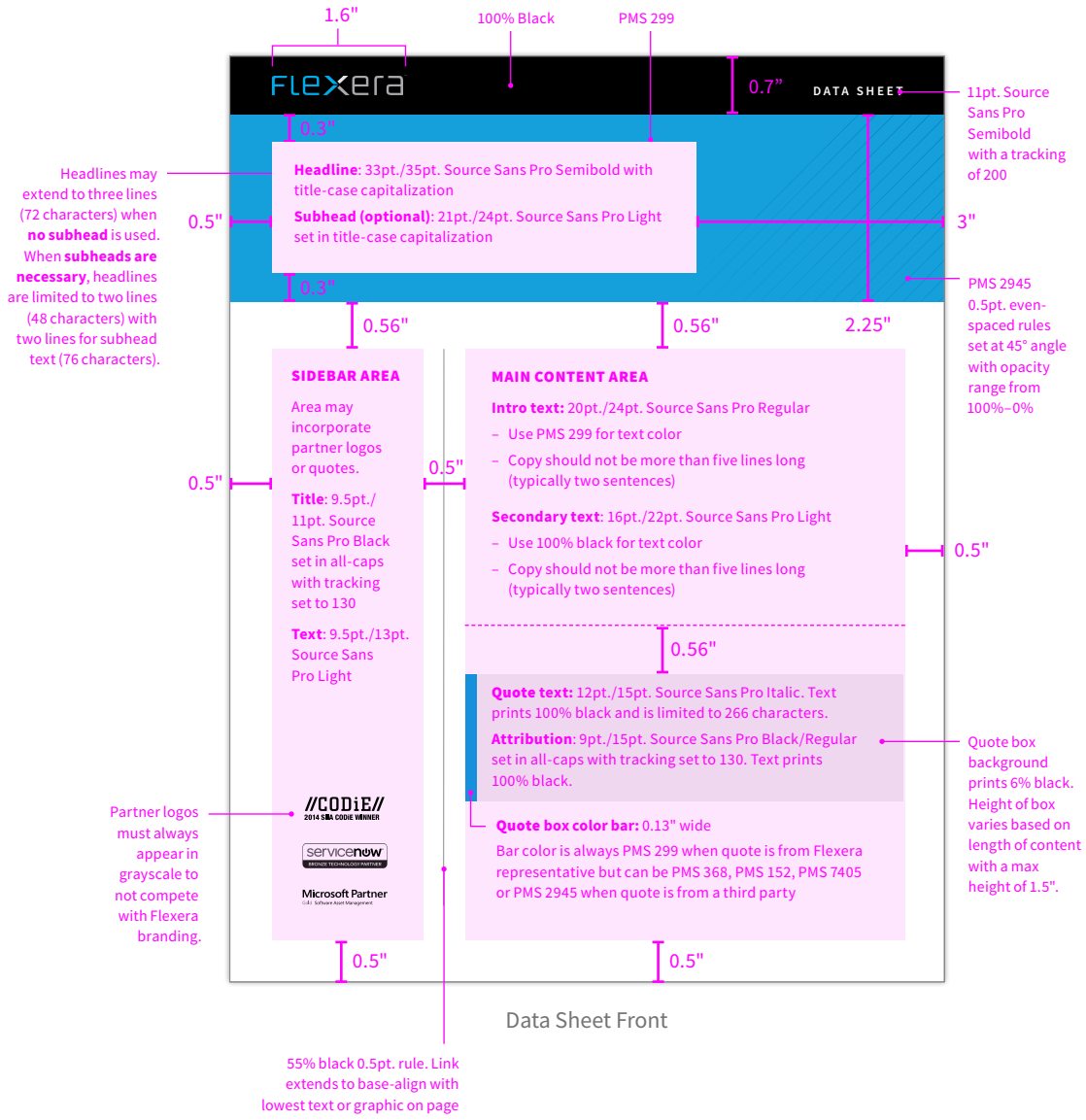
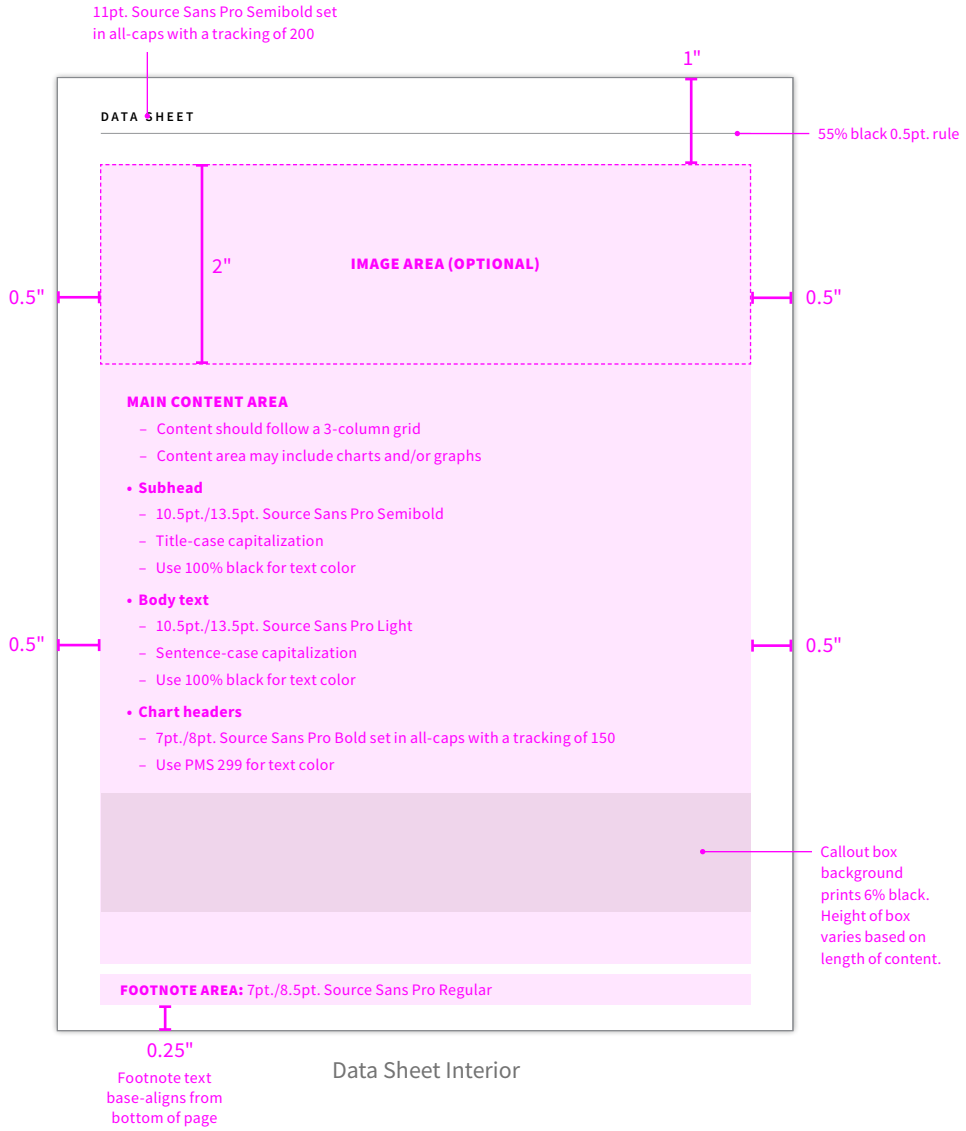
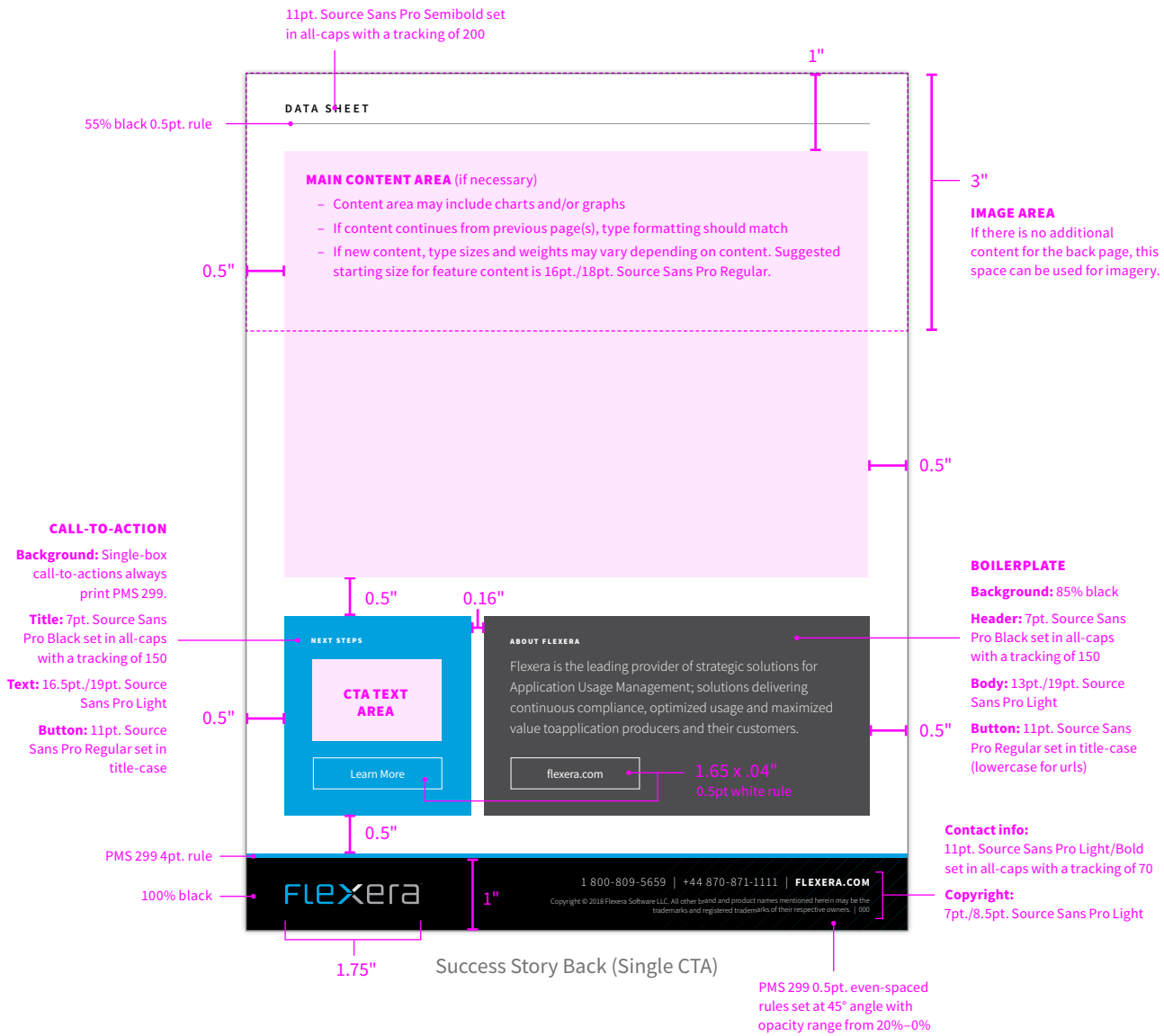


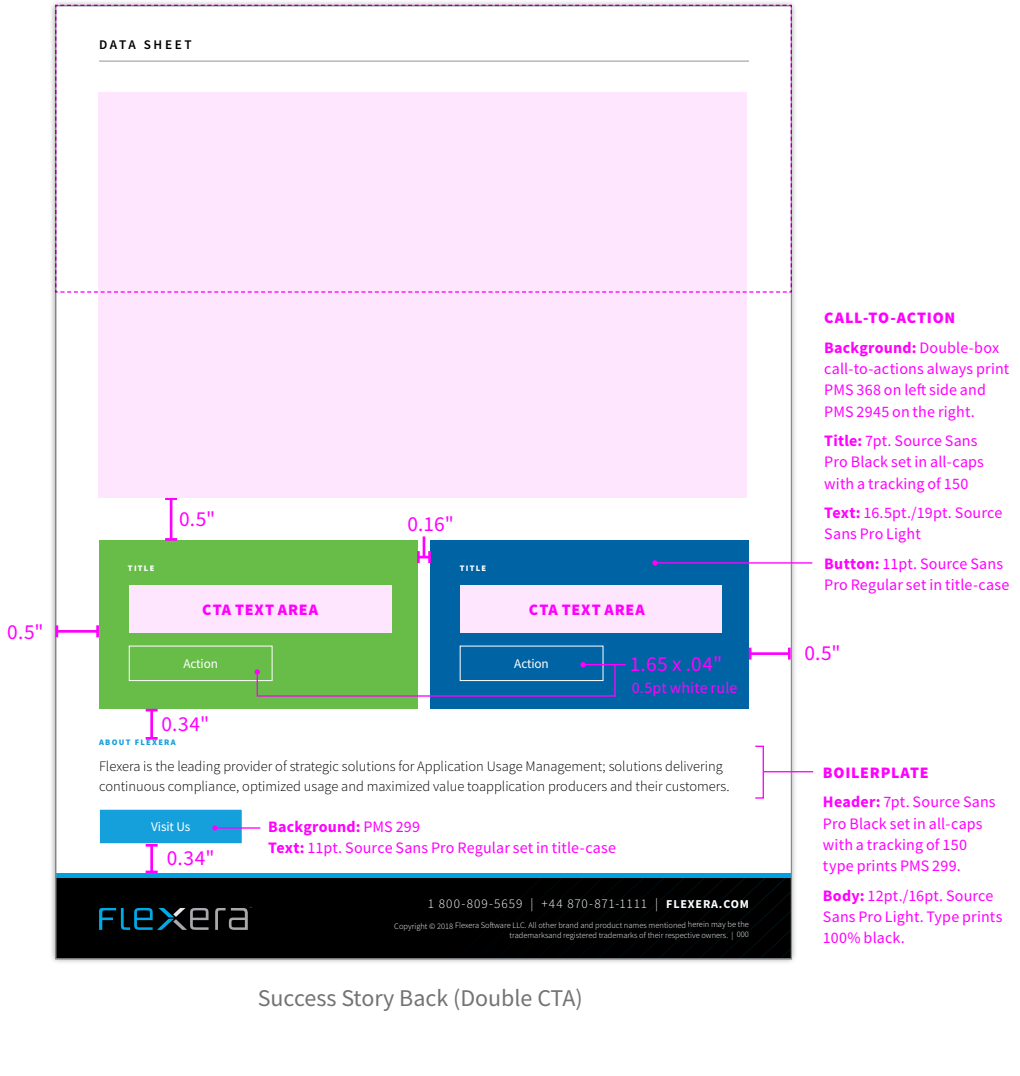
Data Sheet Front



Data Sheet Interior



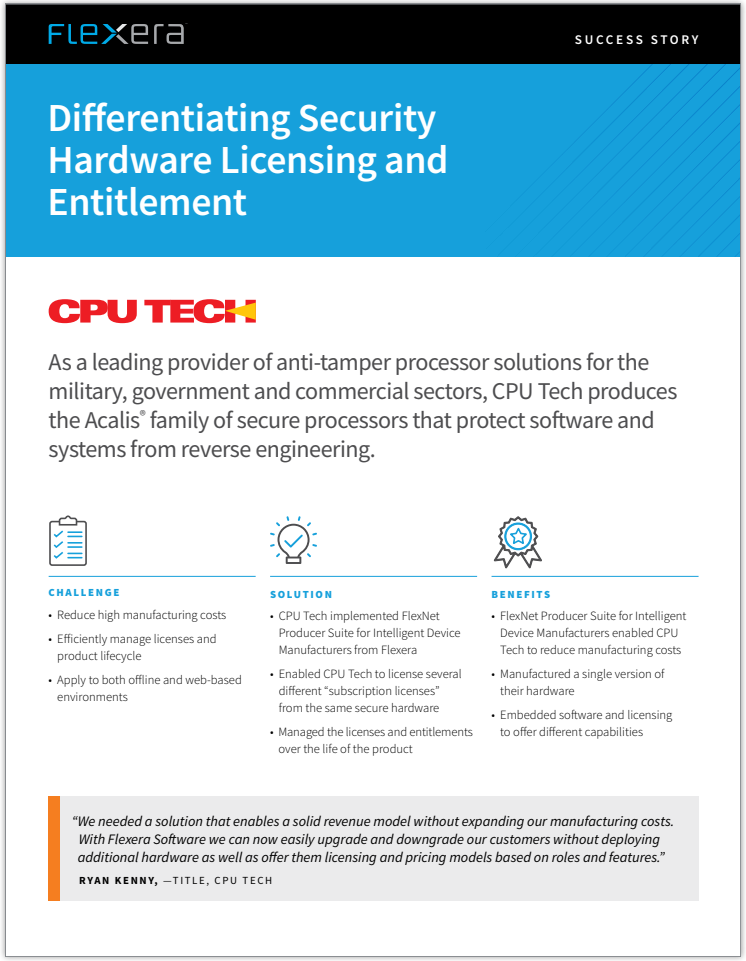
Success Story Back (Single CTA)



Success Story Back (Double CTA)

Success Story

Success stories allow us to highlight a customer's specific challenge and the solution provided by Flexera.



Flexera

SUCCESS STORY

Differentiating Security Hardware Licensing and Entitlement

CPU TECH

As a leading provider of anti-tamper processor solutions for the military, government and commercial sectors, CPU Tech produces the Acalis® family of secure processors that protect software and systems from reverse engineering.

CHALLENGE

- Reduce high manufacturing costs
- Efficiently manage licenses and product lifecycle
- Apply to both offline and web-based environments

SOLUTION

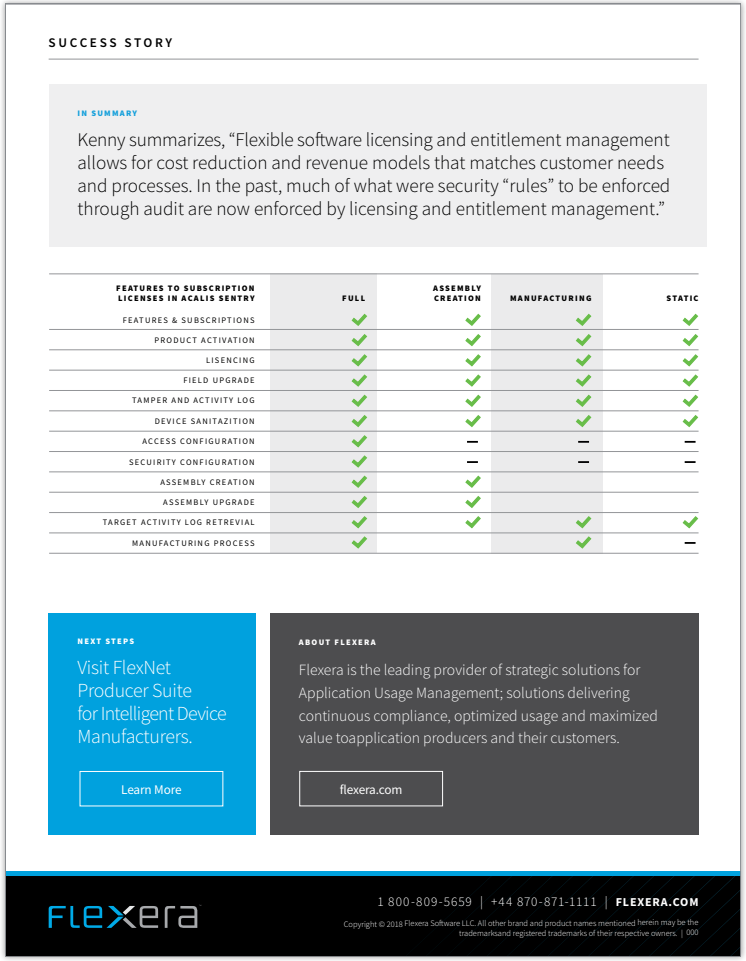
- CPU Tech implemented FlexNet Producer Suite for Intelligent Device Manufacturers from Flexera
- Enabled CPU Tech to license several different "subscription licenses" from the same secure hardware
- Managed the licenses and entitlements over the life of the product

BENEFITS

- FlexNet Producer Suite for Intelligent Device Manufacturers enabled CPU Tech to reduce manufacturing costs
- Manufactured a single version of their hardware
- Embedded software and licensing to offer different capabilities

"We needed a solution that enables a solid revenue model without expanding our manufacturing costs. With Flexera Software we can now easily upgrade and downgrade our customers without deploying additional hardware as well as offer them licensing and pricing models based on roles and features."

RYAN KENNY, —TITLE, CPU TECH



SUCCESS STORY

IN SUMMARY

Kenny summarizes, "Flexible software licensing and entitlement management allows for cost reduction and revenue models that matches customer needs and processes. In the past, much of what were security "rules" to be enforced through audit are now enforced by licensing and entitlement management."

FEATURES TO SUBSCRIPTION LICENSES IN ACALIS SENTRY	FULL	ASSEMBLY CREATION	MANUFACTURING	STATIC
FEATURES & SUBSCRIPTIONS	✓	✓	✓	✓
PRODUCT ACTIVATION	✓	✓	✓	✓
LISENCING	✓	✓	✓	✓
FIELD UPGRADE	✓	✓	✓	✓
TAMPER AND ACTIVITY LOG	✓	✓	✓	✓
DEVICE SANITAZITION	✓	✓	✓	✓
ACCESS CONFIGURATION	✓	–	–	–
SECUIRITY CONFIGURATION	✓	–	–	–
ASSEMBLY CREATION	✓	✓		
ASSEMBLY UPGRADE	✓	✓		
TARGET ACTIVITY LOG RETREVIAL	✓	✓	✓	✓
MANUFACTURING PROCESS	✓		✓	–

NEXT STEPS

Visit FlexNet Producer Suite for Intelligent Device Manufacturers.

Learn More

ABOUT FLEXERA

Flexera is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous compliance, optimized usage and maximized value toapplication producers and their customers.

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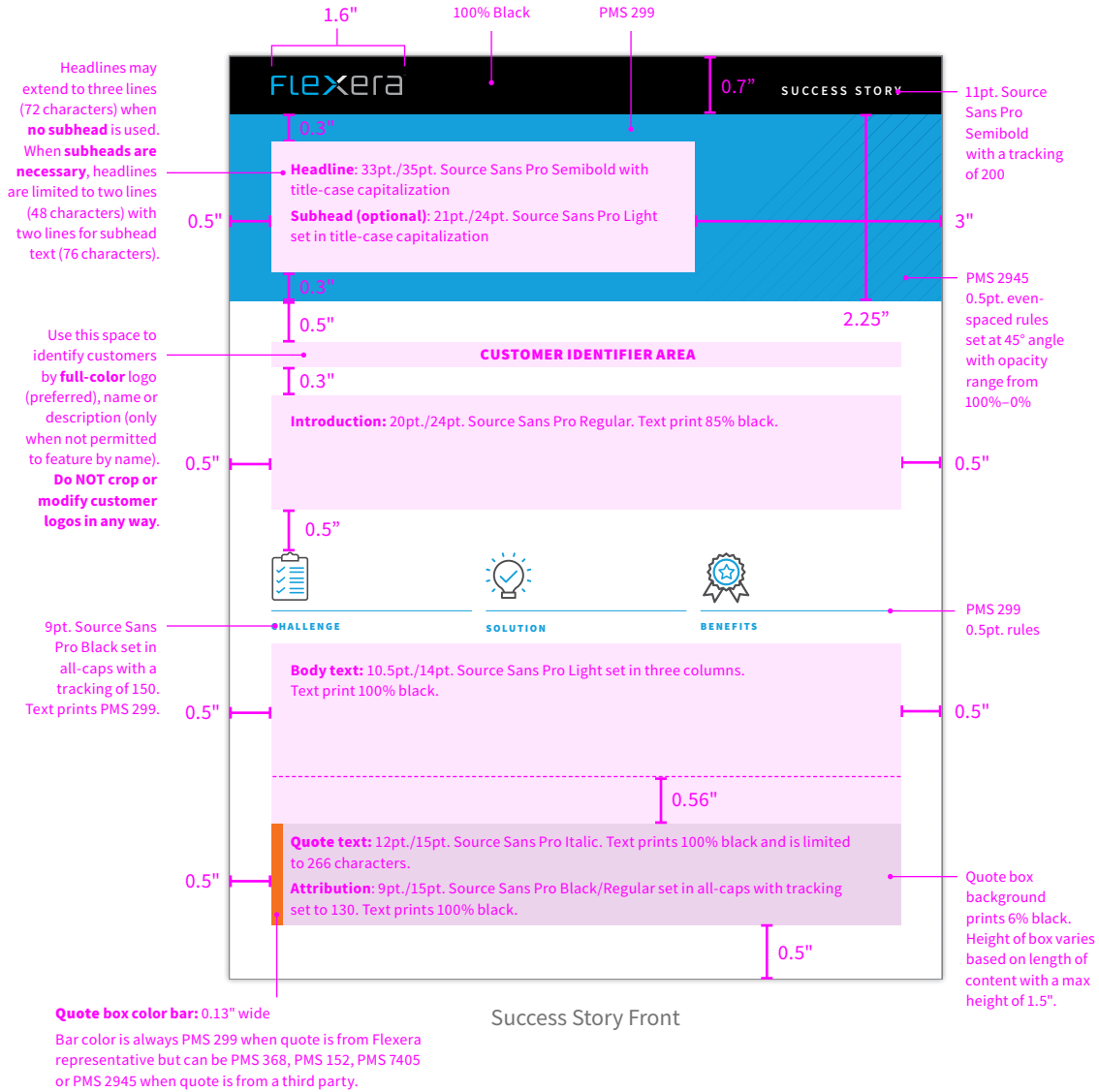
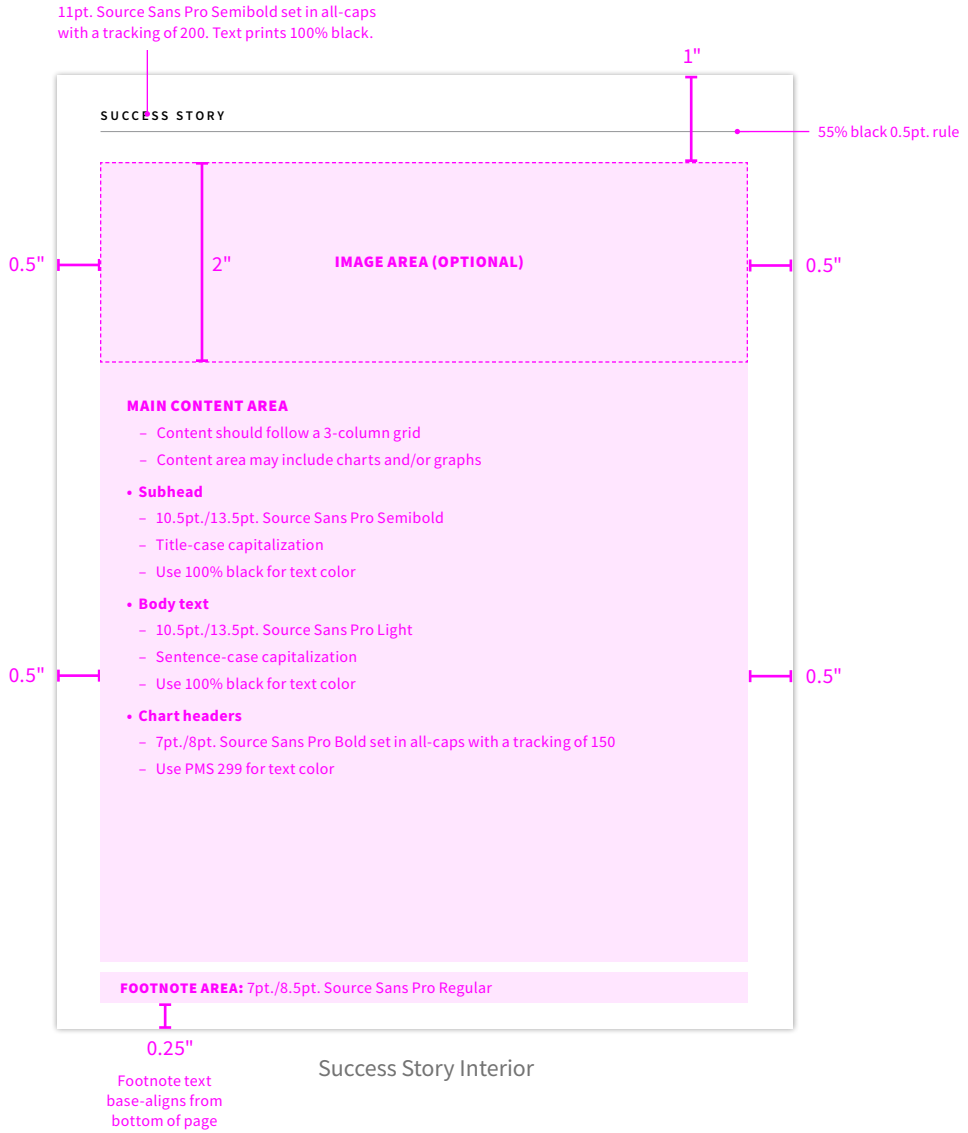
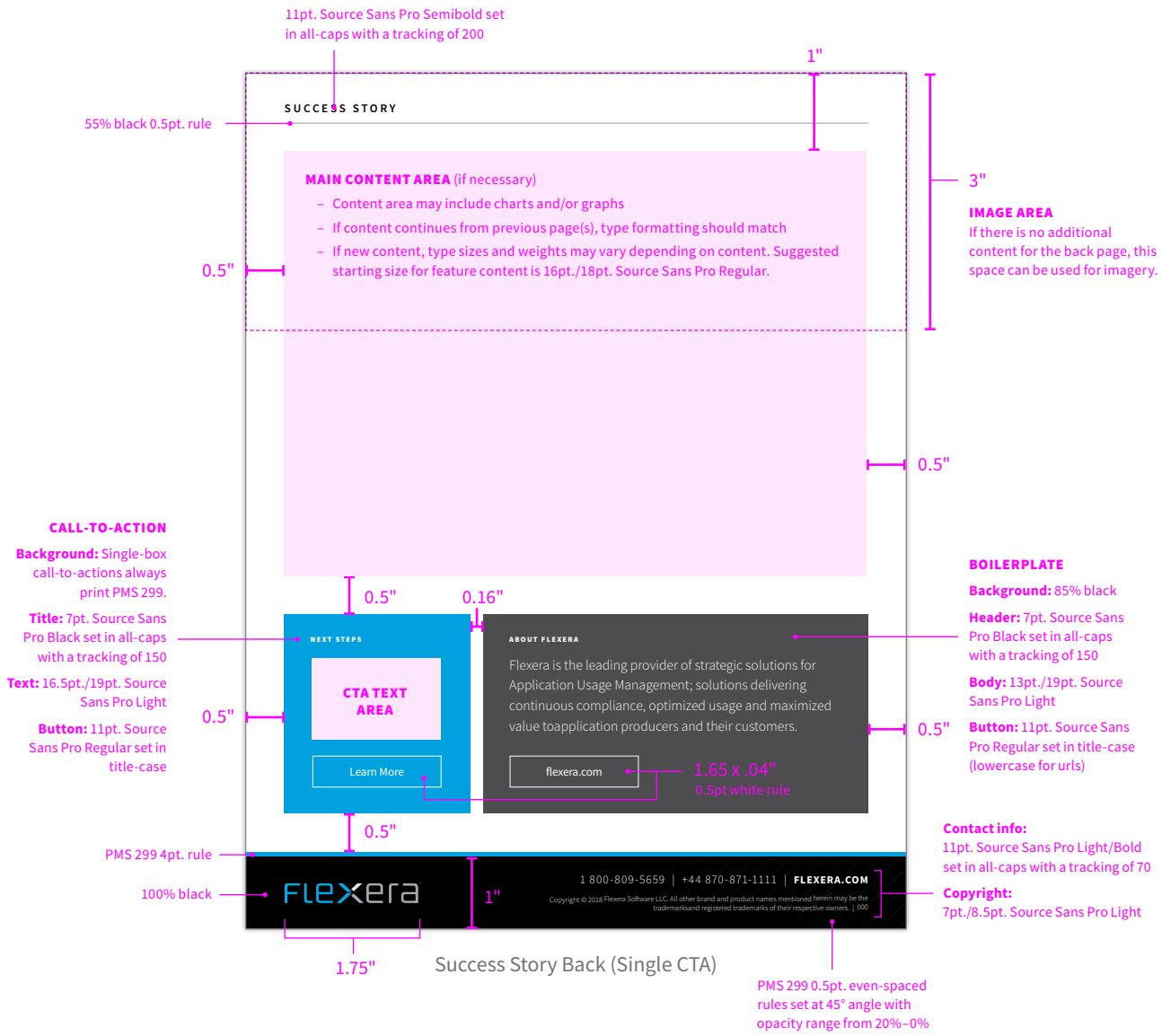


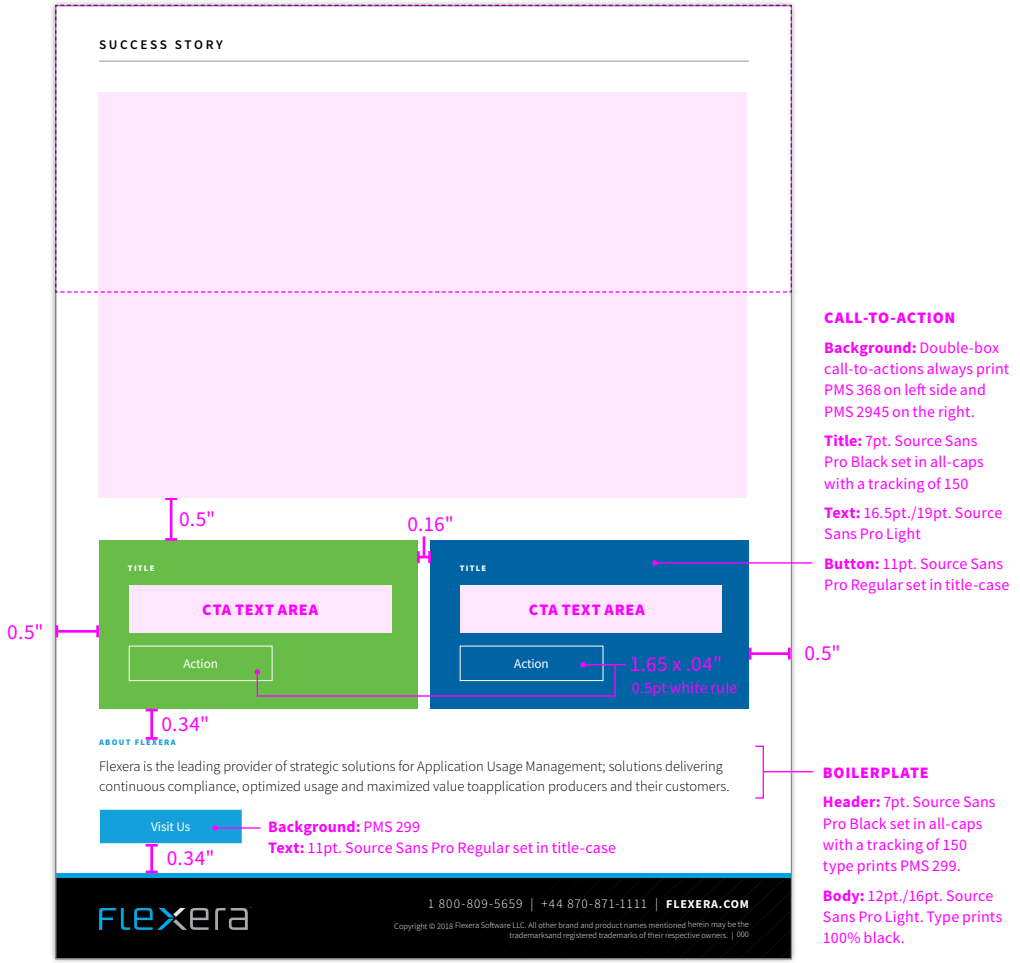
Success Story Front



Success Story Interior



Success Story Back (Single CTA)



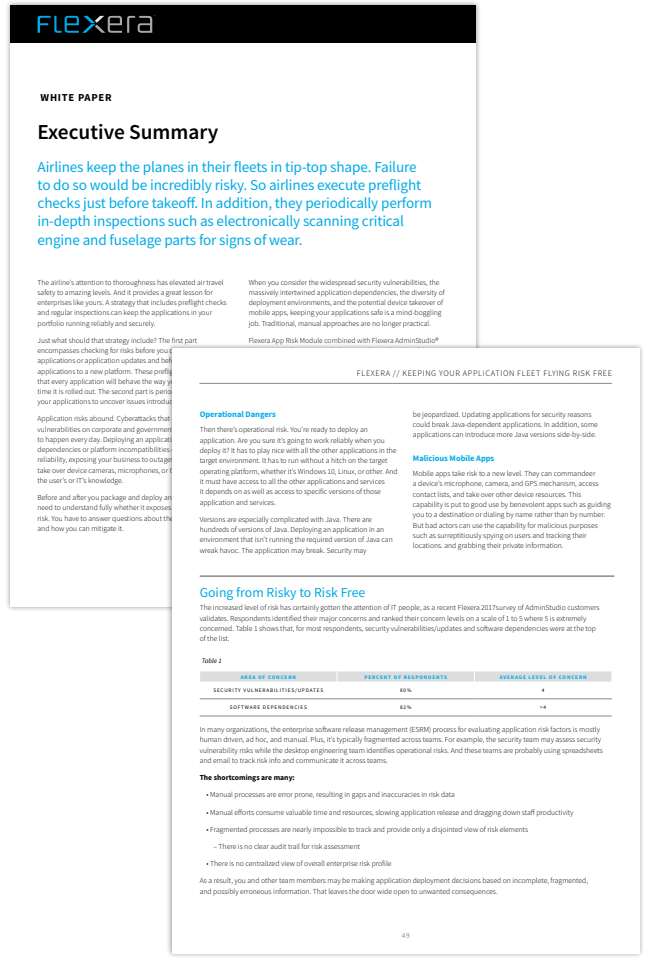
Success Story Back (Double CTA)

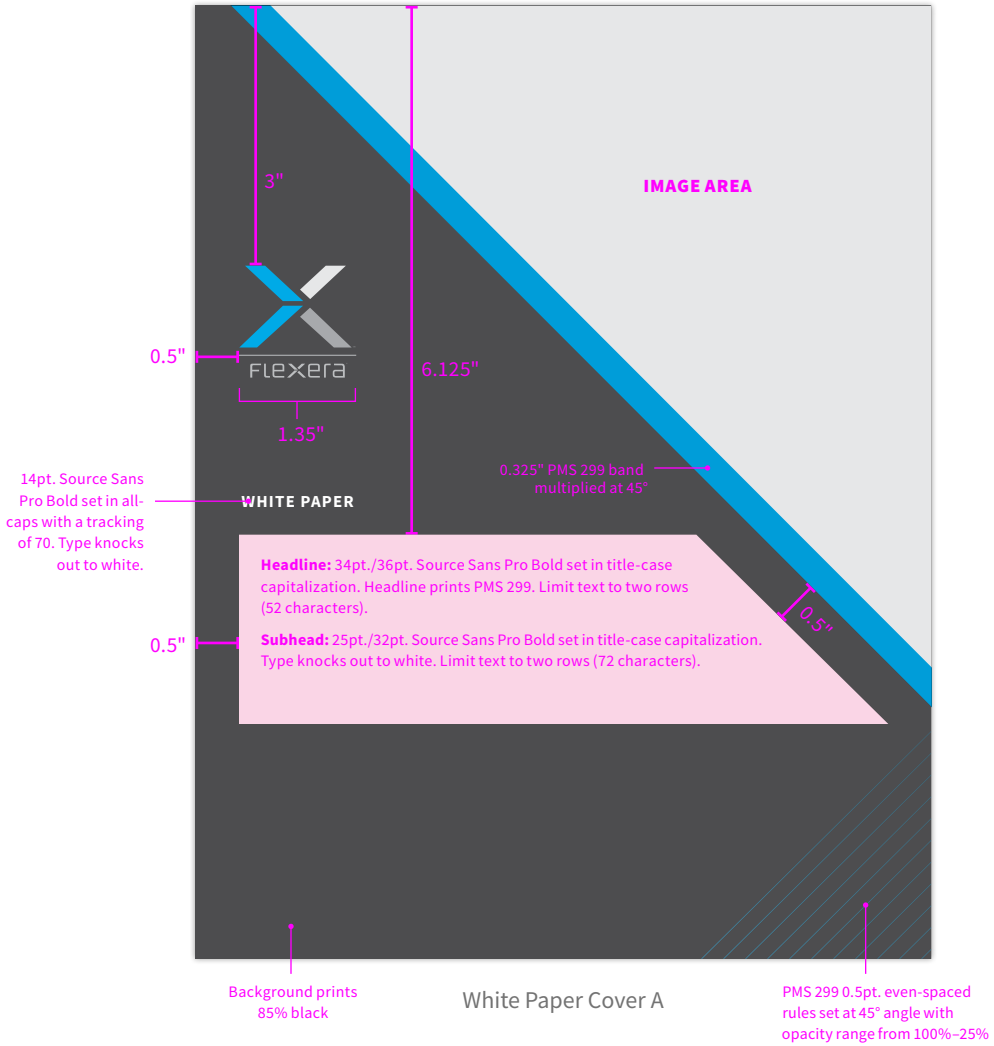
White Papers

These in-depth, longer-form marketing pieces detail a specific problem and solution. Two cover templates are available (see below).

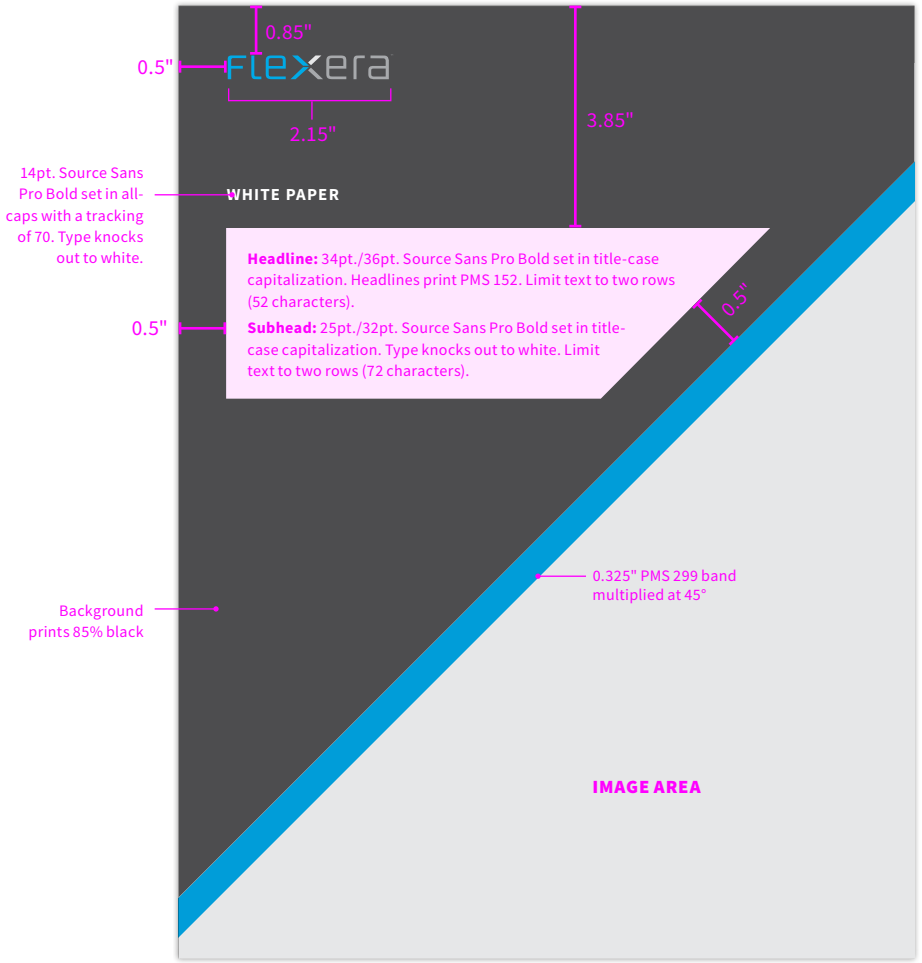
A

B

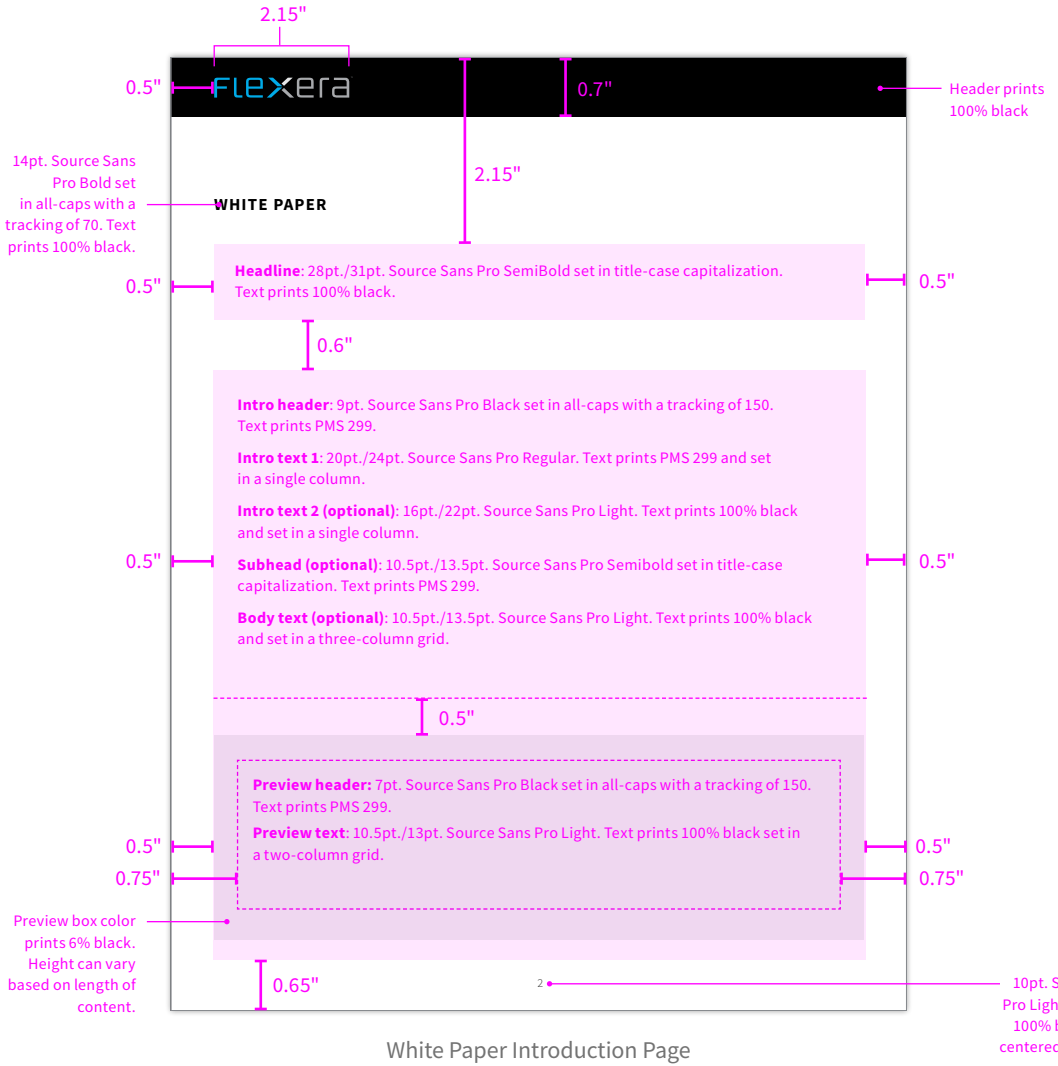




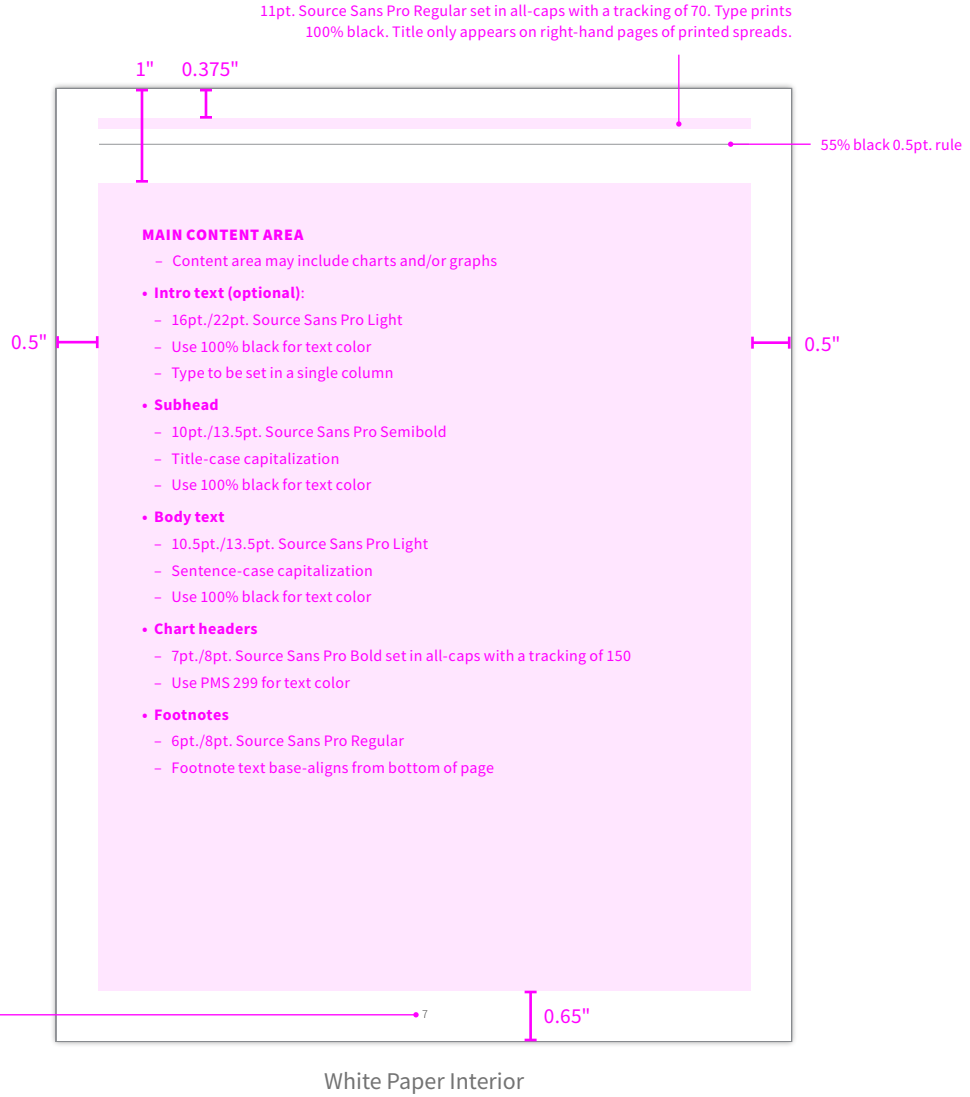
White Paper Cover A



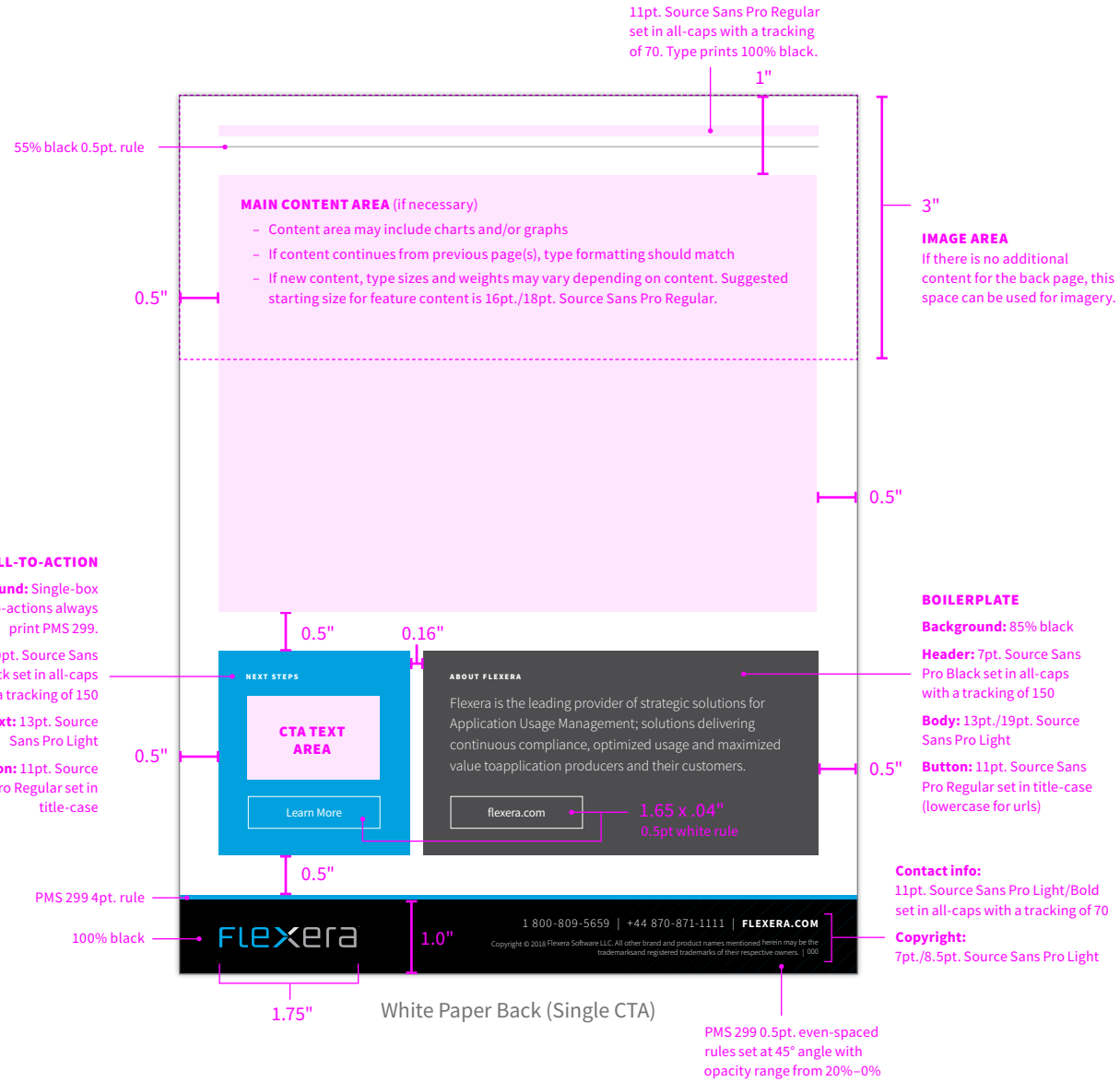
White Paper Cover B



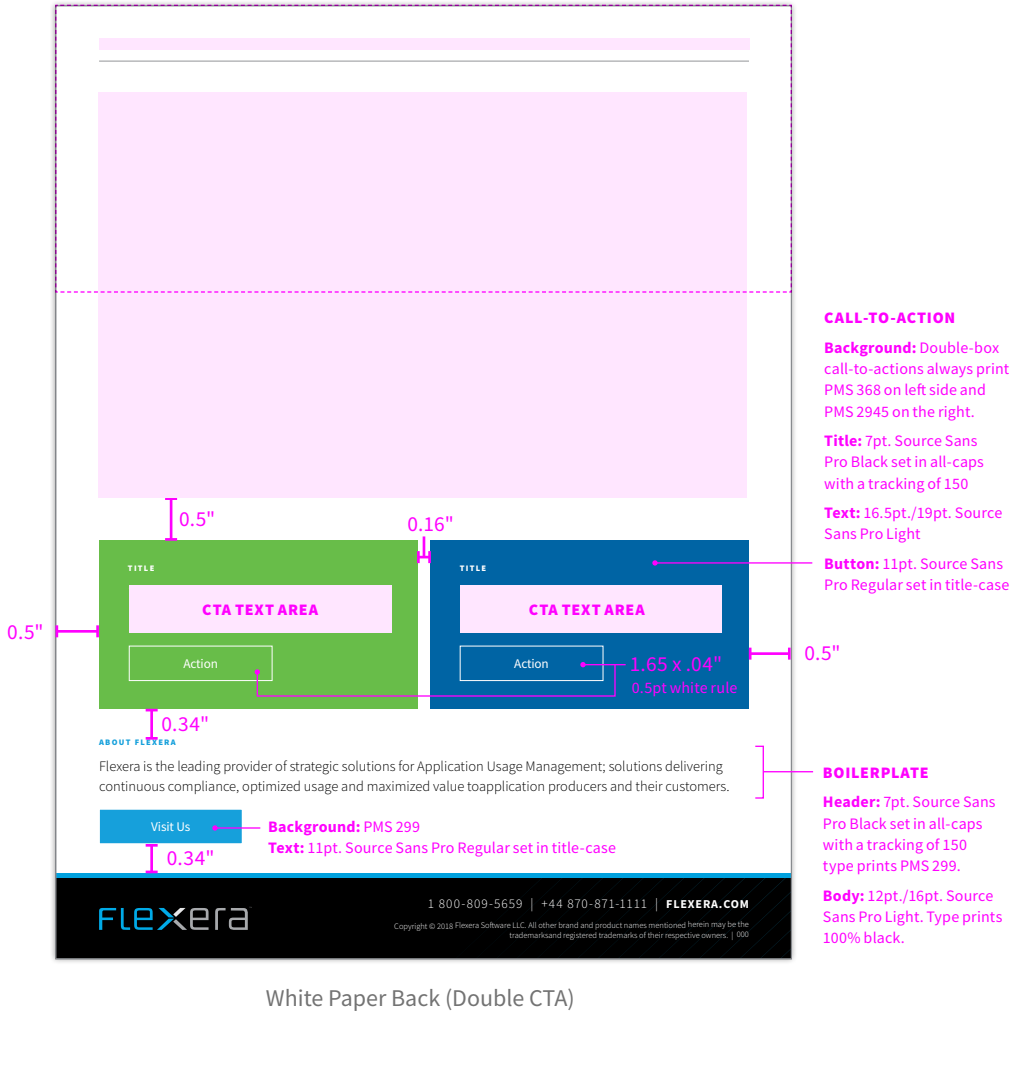
White Paper Introduction Page



White Paper Interior



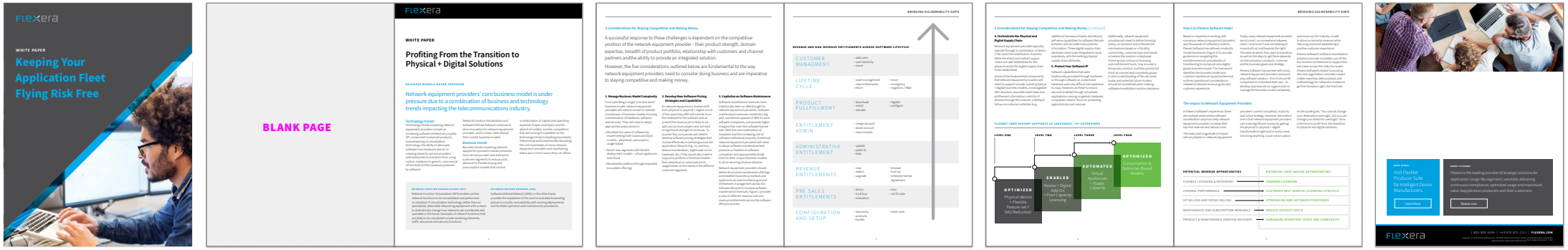
White Paper Back (Single CTA)



White Paper Back (Double CTA)

PAGINATION

White Papers are created in print format and need to be designed in increments of four pages. When there is not enough content to fill each page, the inside front and back covers may incorporate blank pages (6% black background) as filler pages. Use the guide below for when and where to add filler pages.



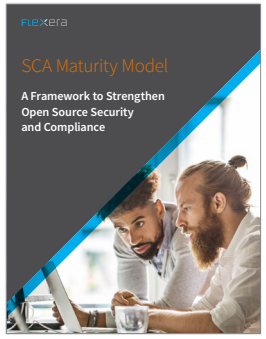
Sample layout for five pages of body content (inside front cover blank)

Sample layout for four pages of body content (inside front and back covers blank)

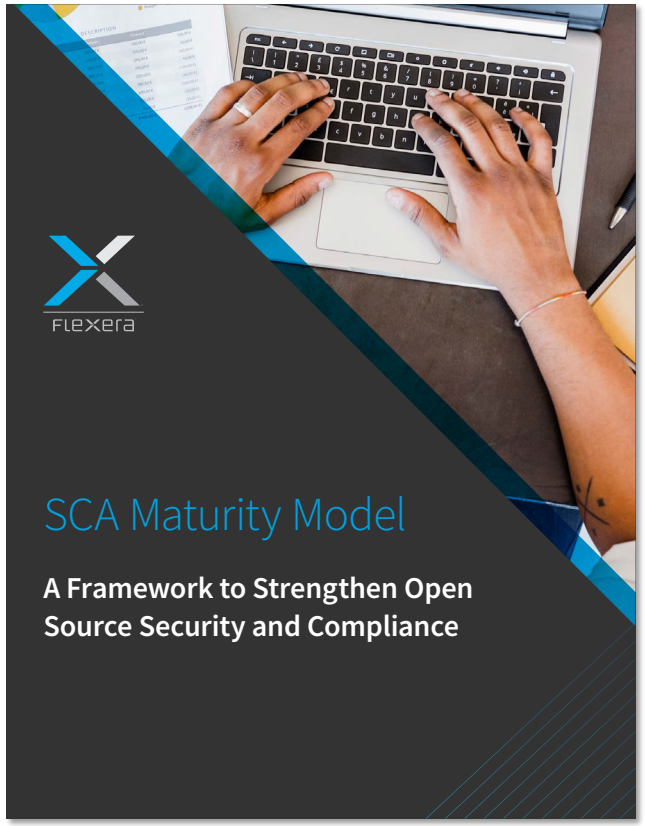
E-books

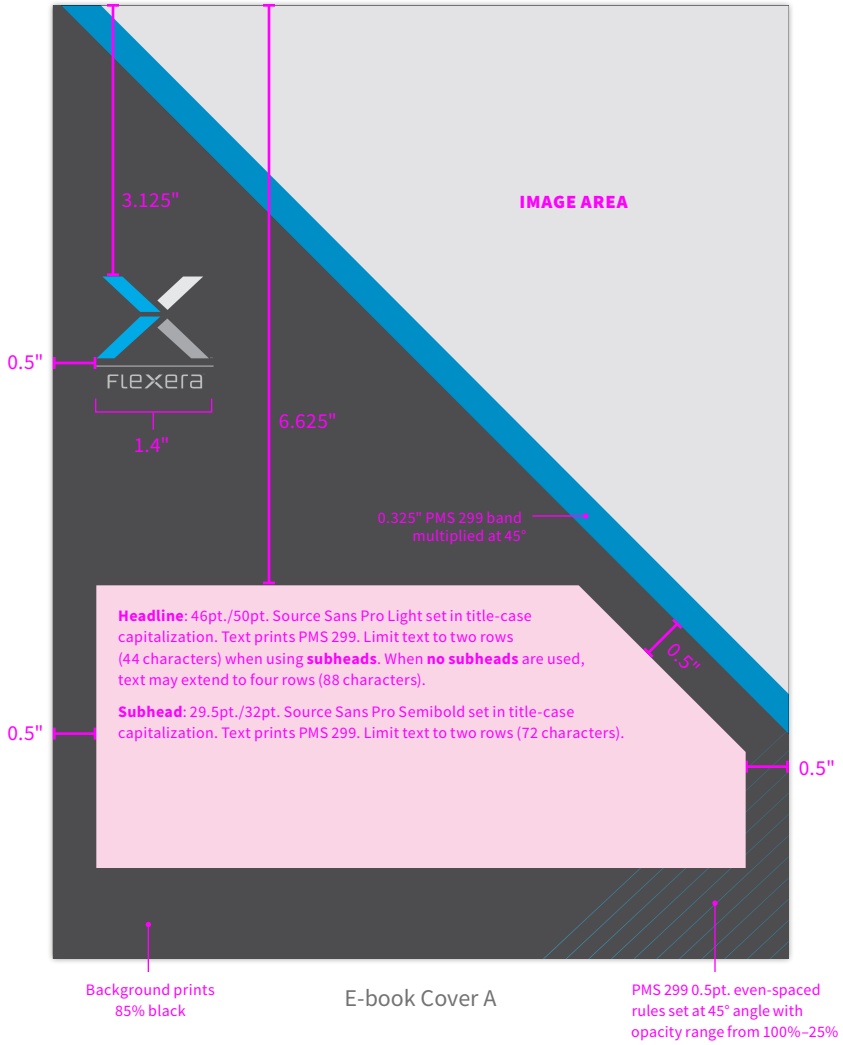
E-books are PDF versions of long-form printed pieces featuring live links and search functionality. Two cover templates are available (see below).

A

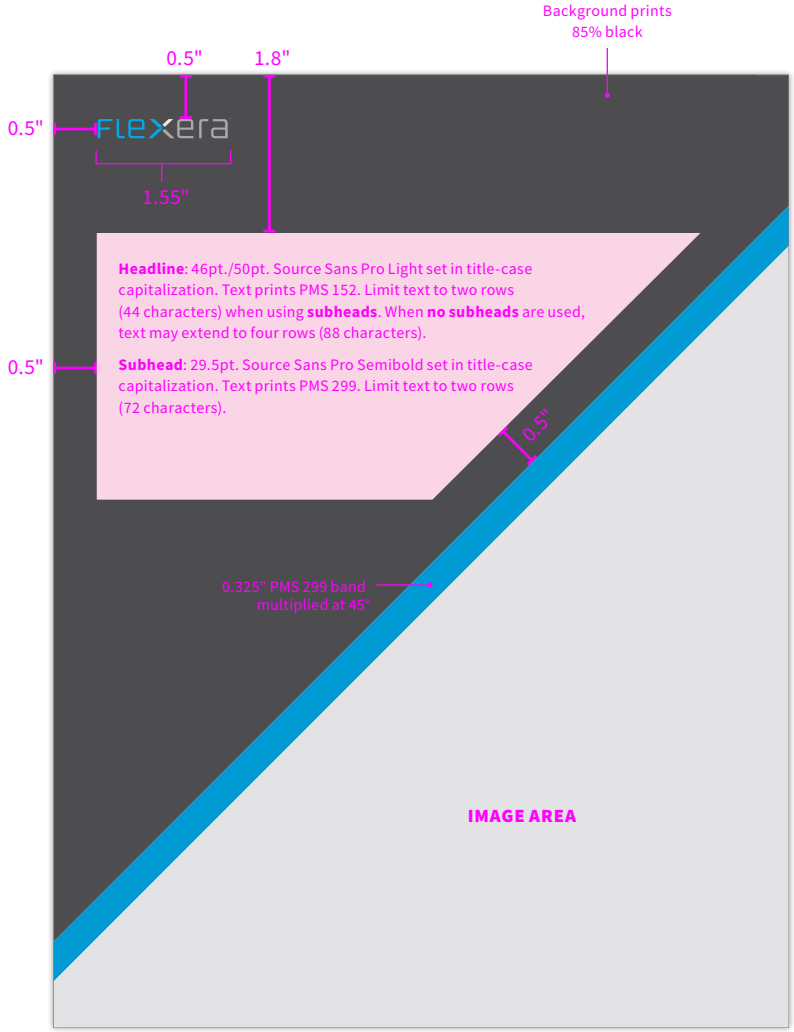


B

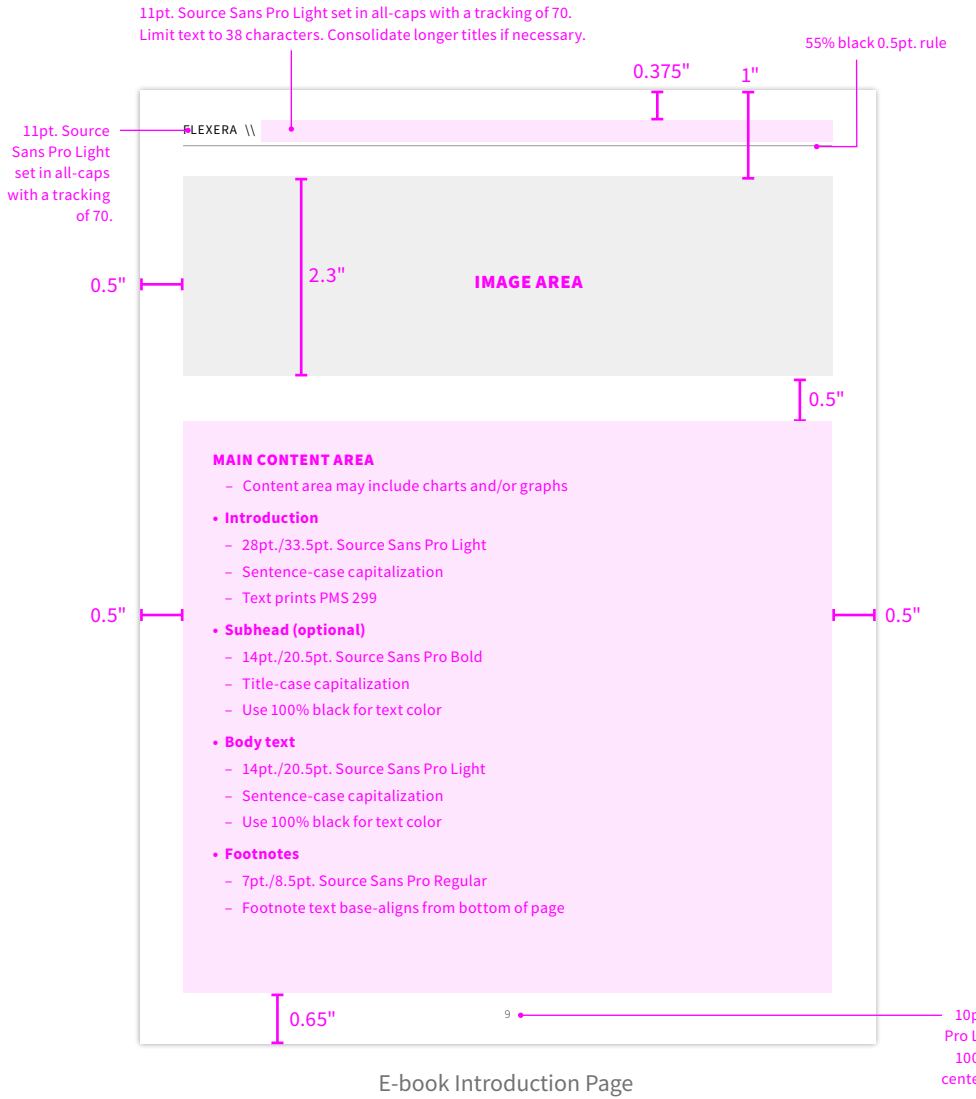




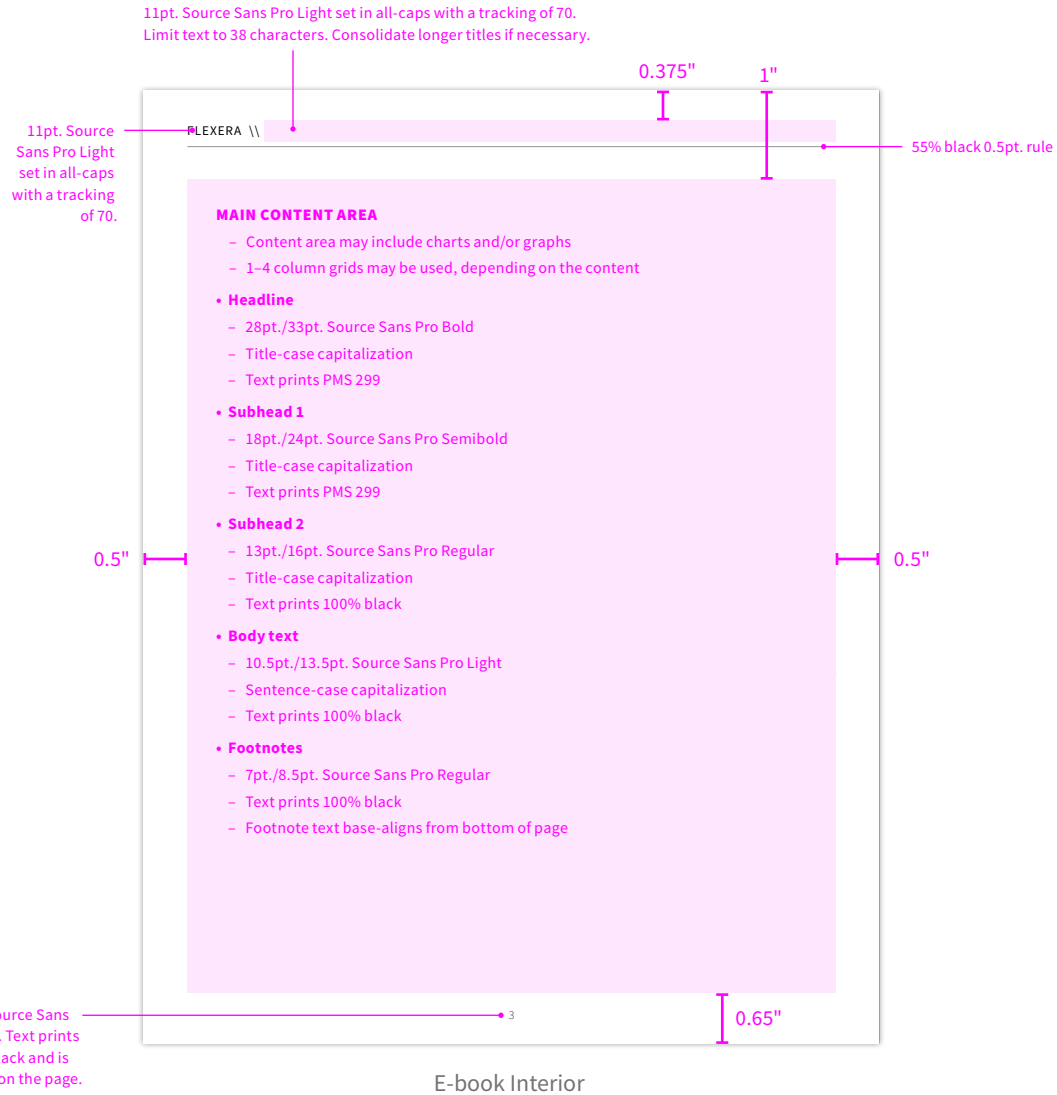
E-book Cover A



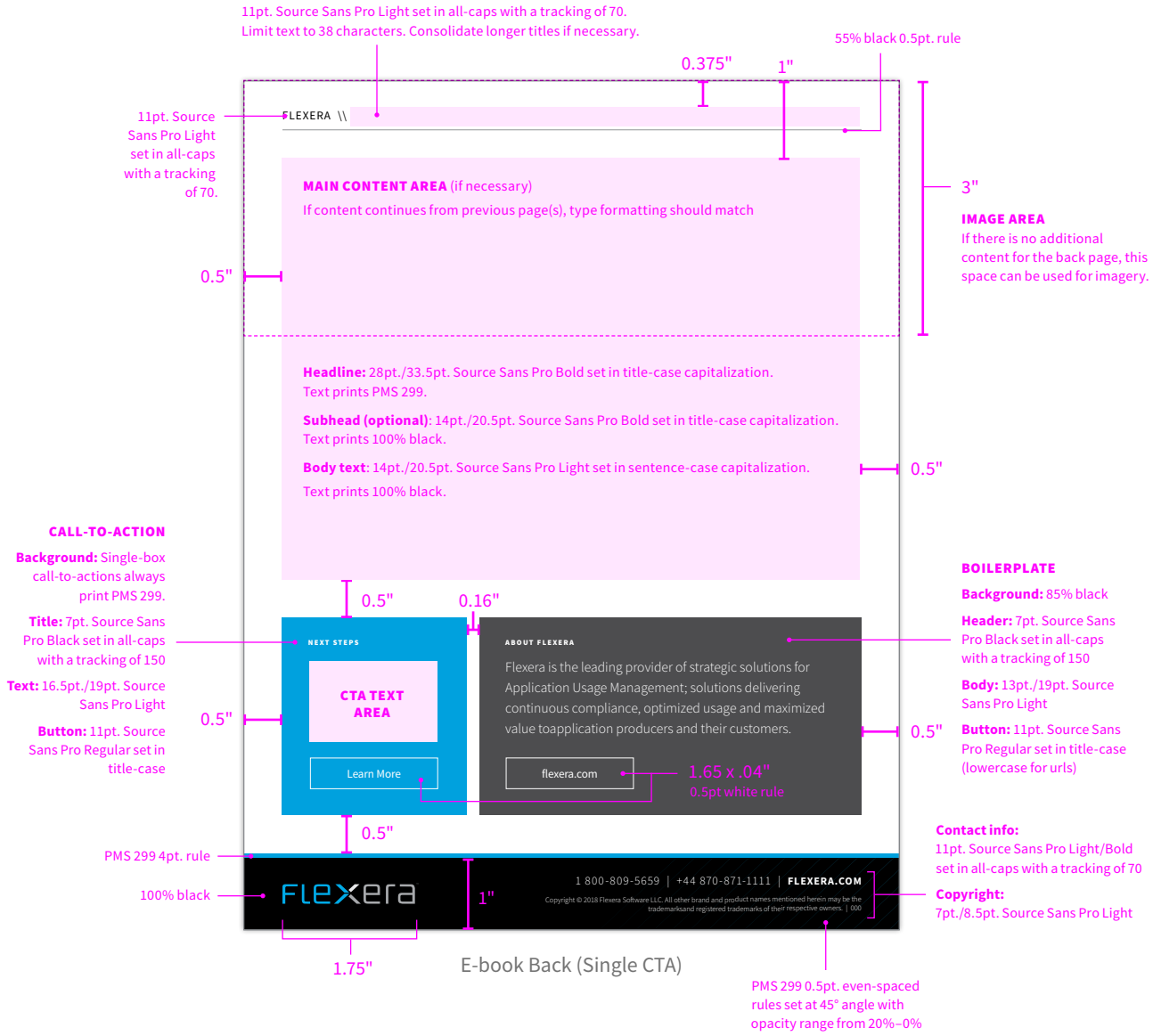
E-book Cover B



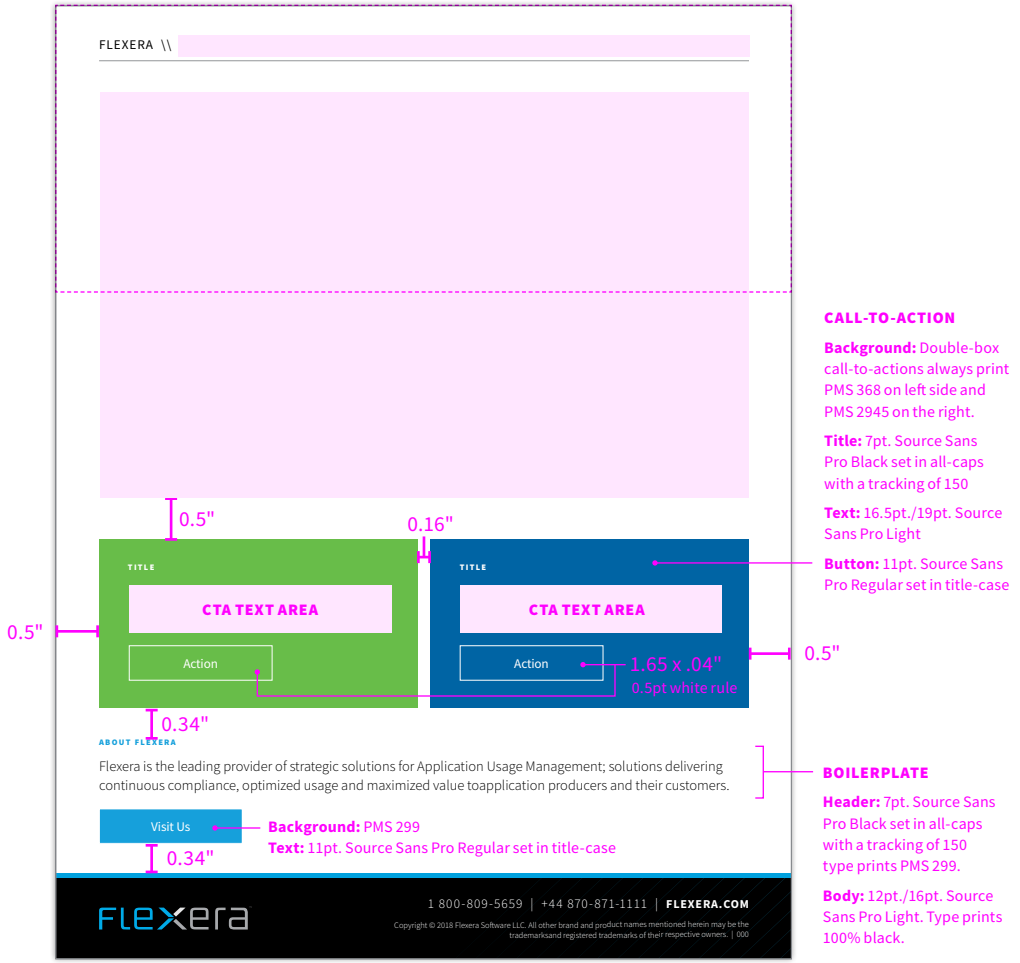
E-book Introduction Page



E-book Interior



E-book Back (Single CTA)

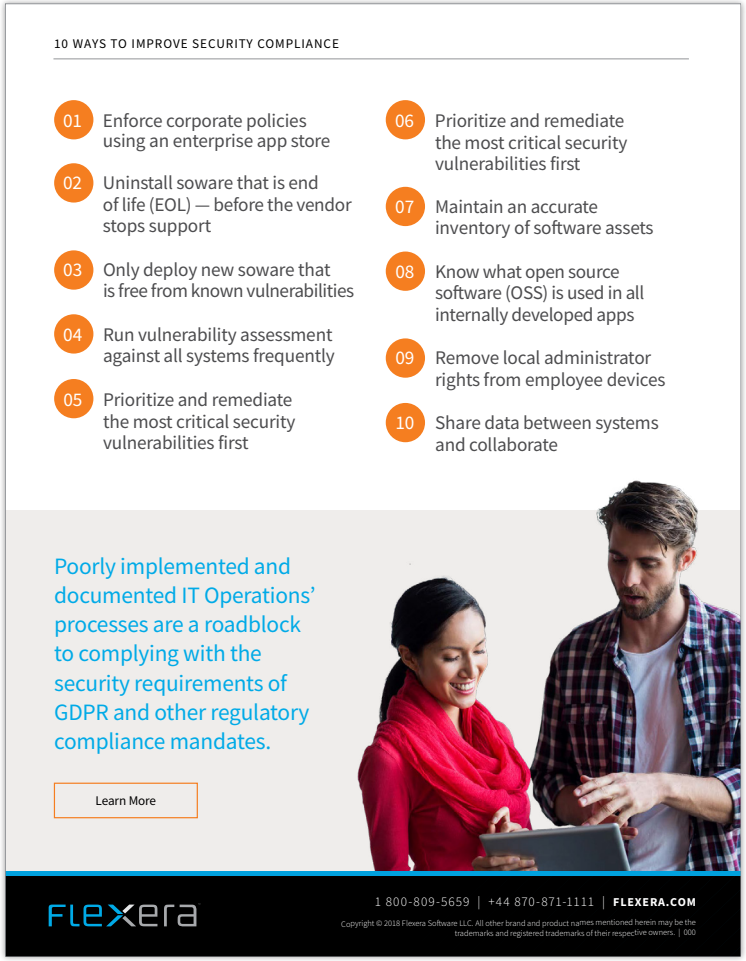


E-book Back (Double CTA)

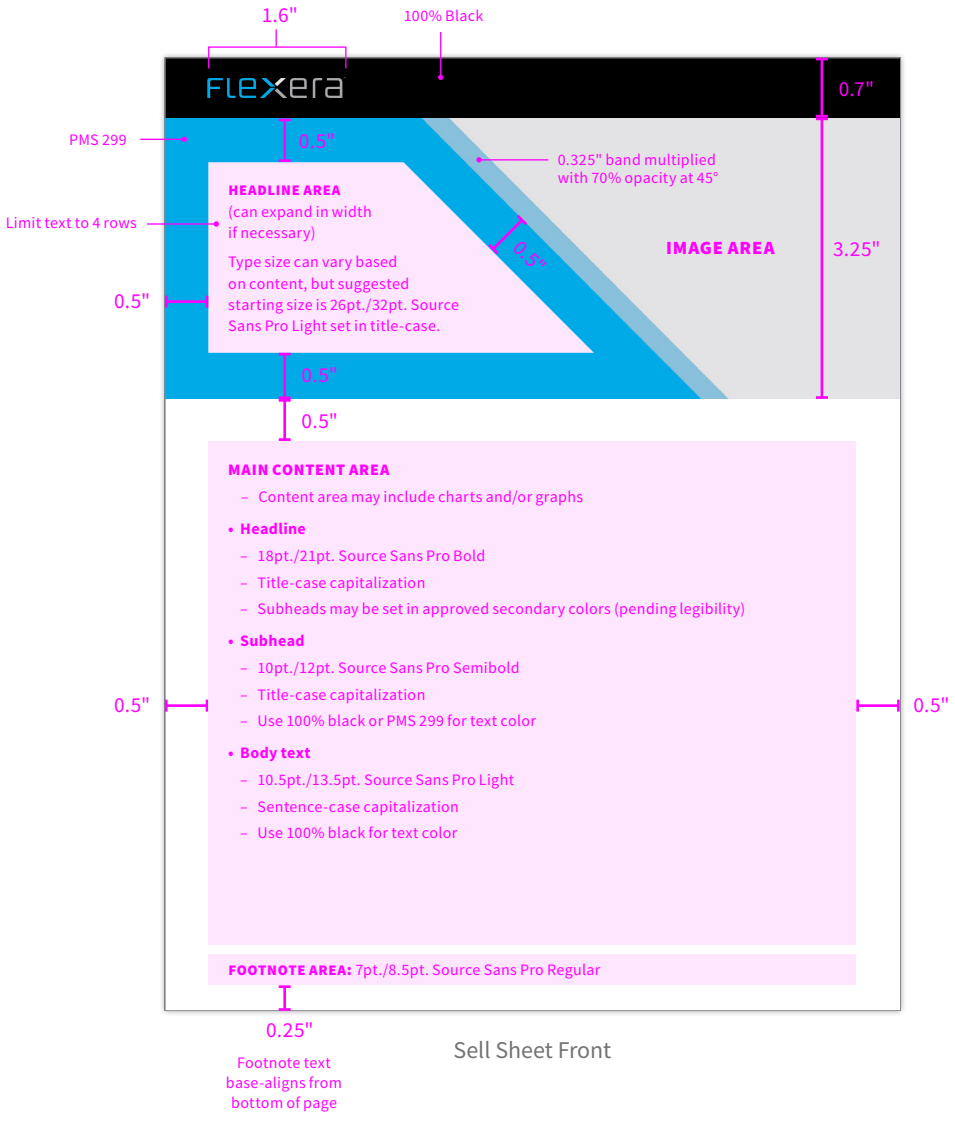
Flyer

Flyers are typically two-sided and used to promote our products and services.

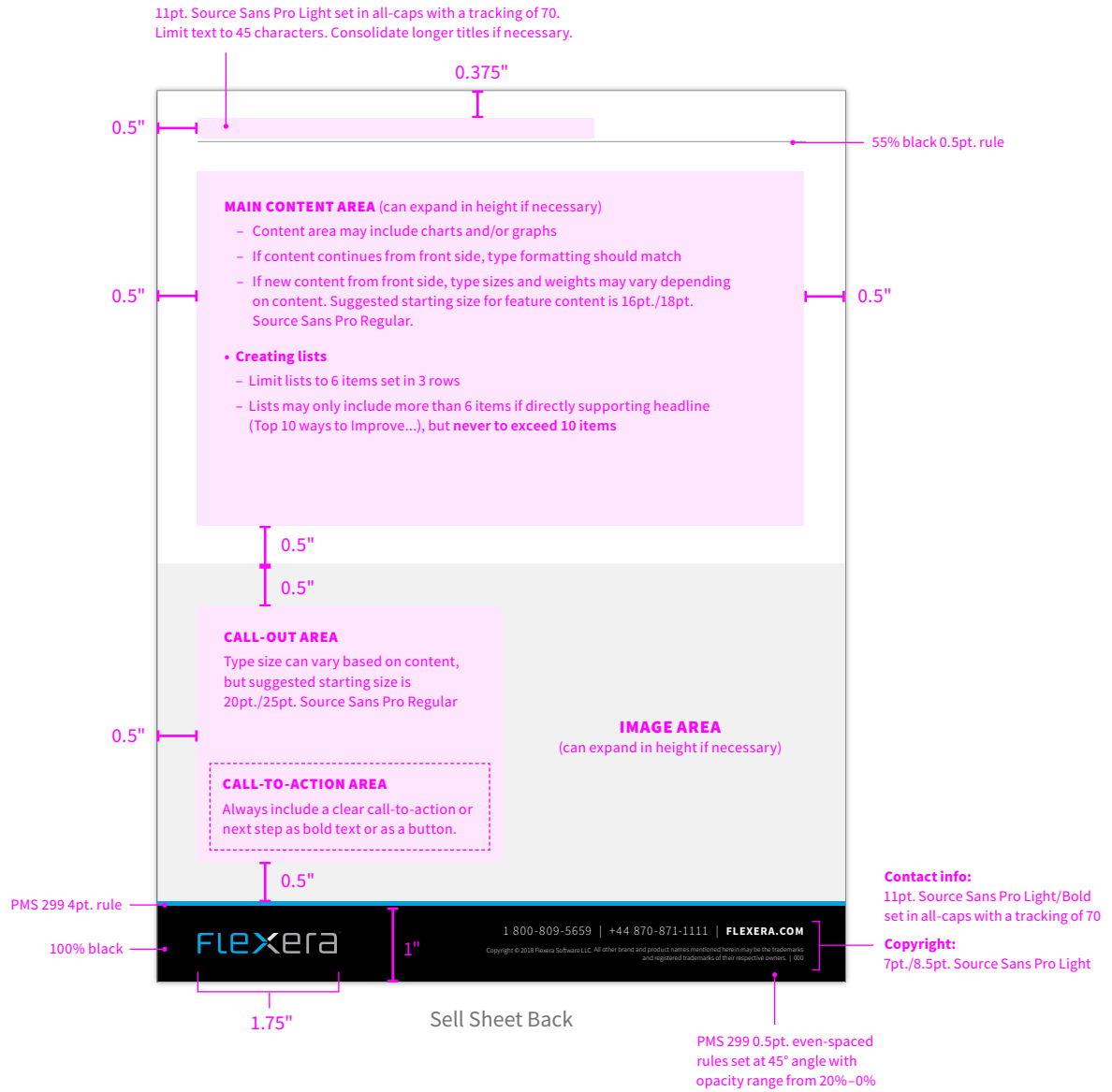
Front



Back



Sell Sheet Front



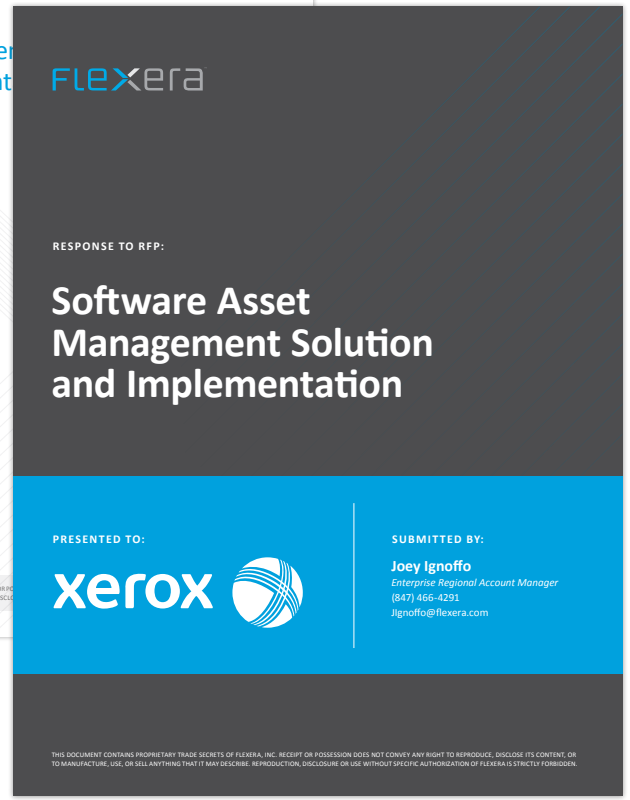
Sell Sheet Back

Proposals

Proposals are our main sales pieces and how we offer our products and services to prospective customers.

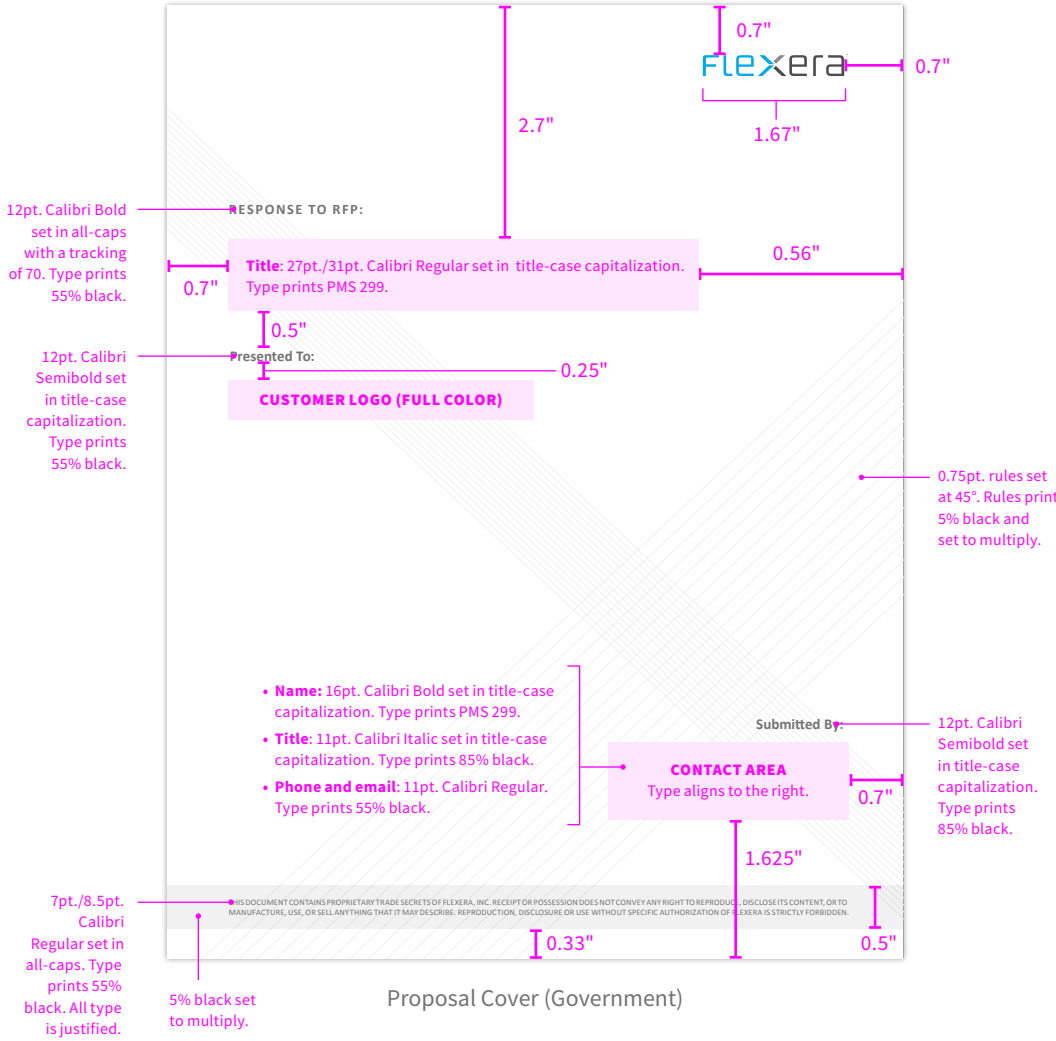
Two versions of Flexera proposals are available — one for government and municipal organizations and a second one for general use. Be sure to use the appropriate version.

Government RFP Cover

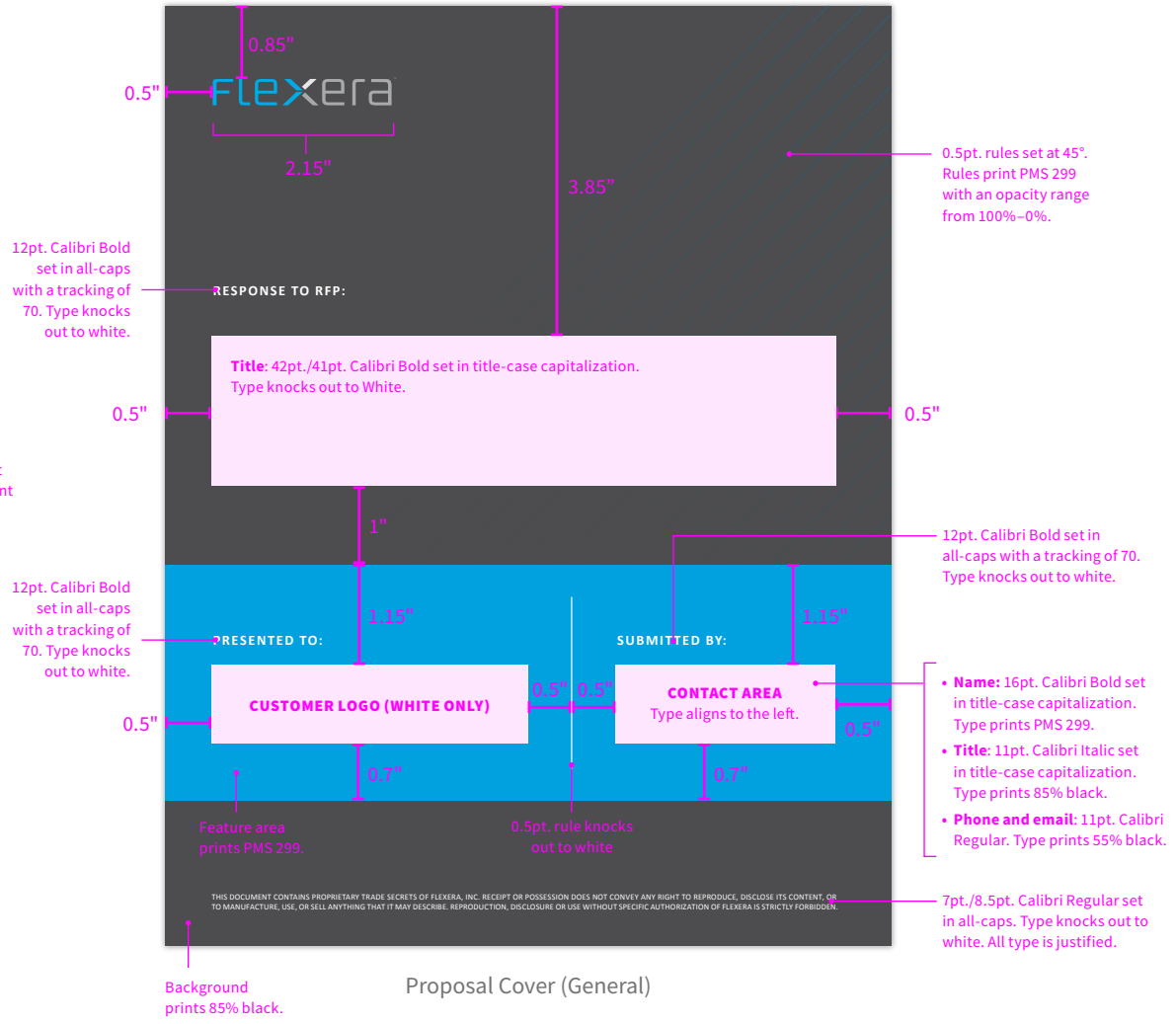


General RFP Cover

Interior



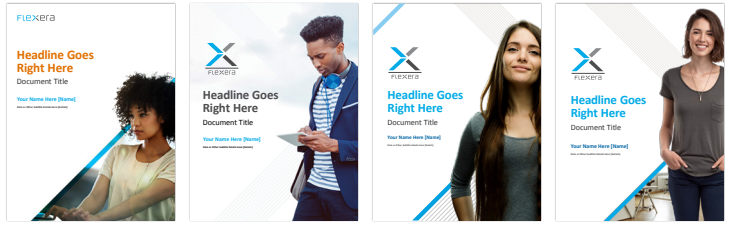
Proposal Cover (Government)



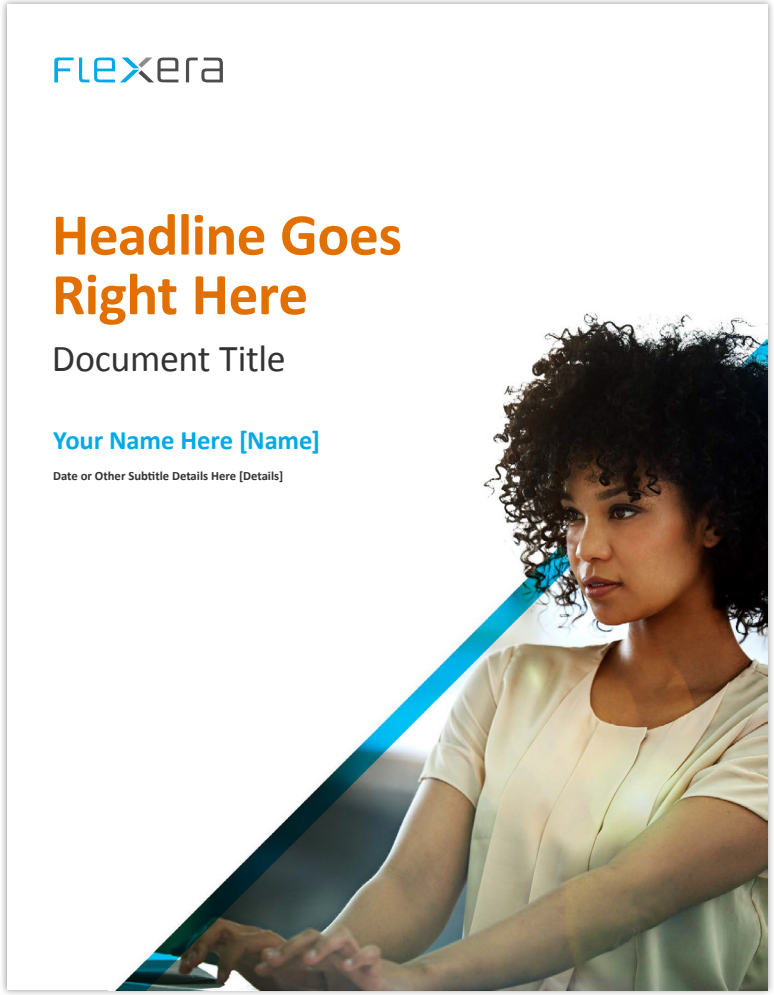
Proposal Cover (General)

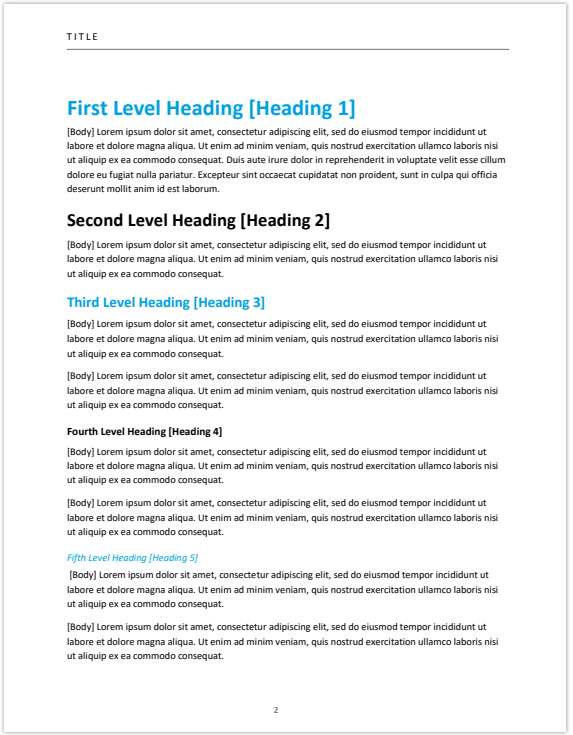
Word template

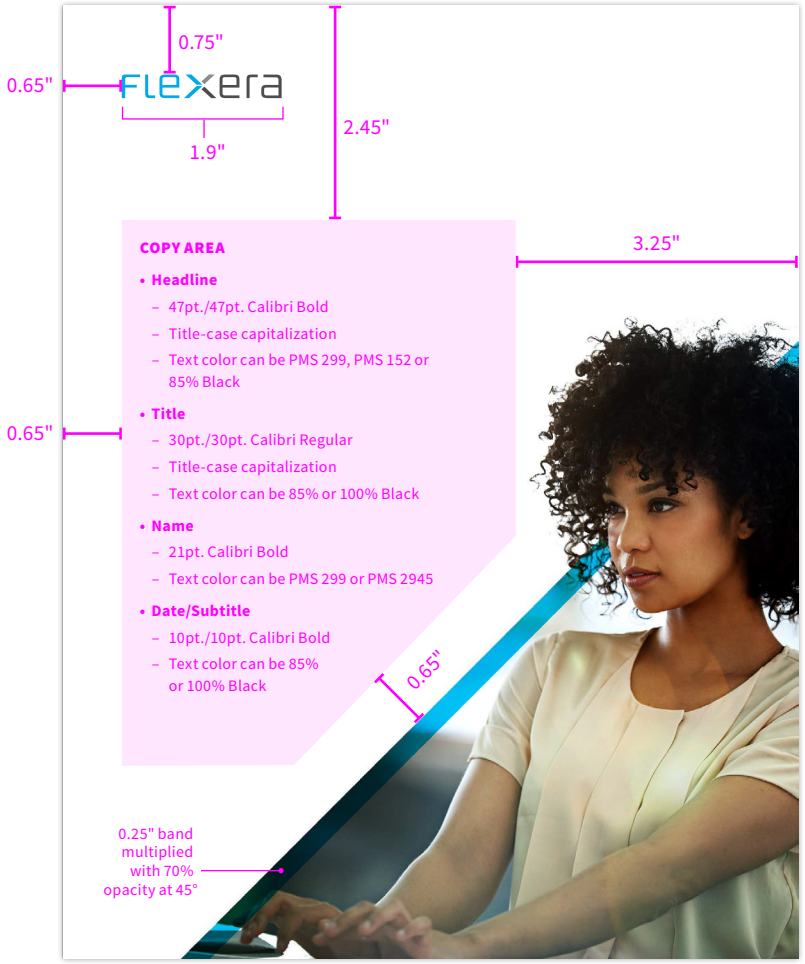
Microsoft Word templates are available and allow for a broad spectrum of internal and external communications. There are currently four cover options to select from (see below) with more to be added in the future.



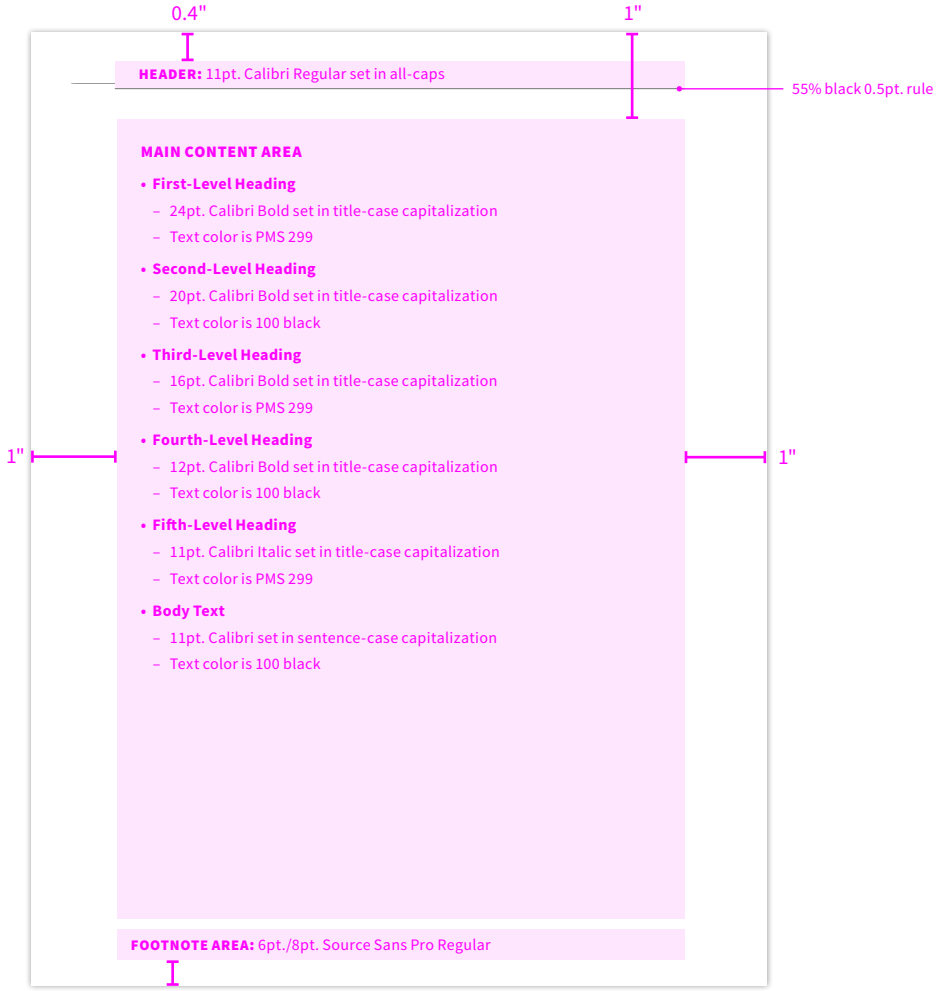
A B C D







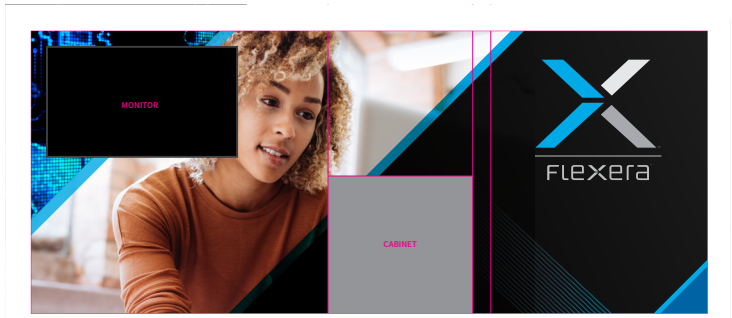
Word Doc Sample Cover



Word Doc Interior

Tradeshow environments

It's important to have a strong branded presence at trade shows and other similar events. Signage should always prominently feature the Flexera logo in the top ½ of the space to avoid obstructed views. Content on signage should be minimal and evergreen. Instead, digital monitors should be utilized for the majority of all content.



Sample 20' x 10' Booth

Tablecloth

Sample 10' x 10' Booth

PULL-UP BANNERS

Pull-up banners are a cost-effective way to increase awareness of our products and services at events. They are compact in size and only a small amount of floor space is all that is need to make a big impression.

Be sure to always position the Flexera logo in the top ¼ of the banner to avoid obstructed views.

Two sizes of pull-up banners

31.5" wide x 83" tall

39.25" wide x 83.25" tall

TABLE TOP PULL-UP BANNERS

Pull-up banners are a cost-effective way to increase awareness of our products and services at events. They are compact in size and only a small amount of floor space is all that is need to make a big impression.

Be sure to always position the Flexera logo in the top ¼ of the banner to avoid obstructed views.

11" wide x 17" tall

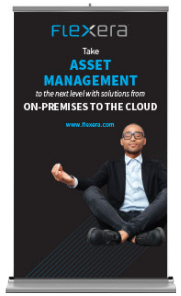
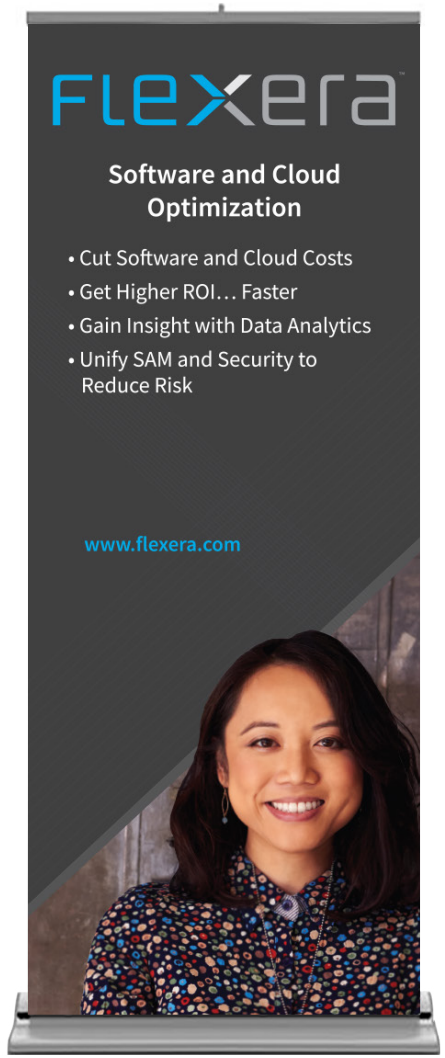


Table Top Pull-up Banner
11" wide x 17" tall

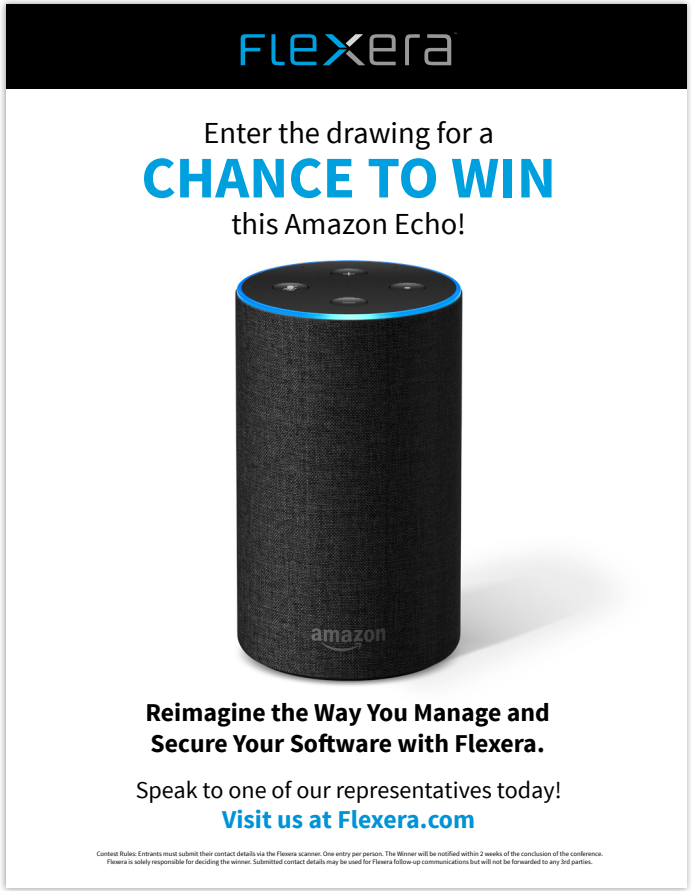


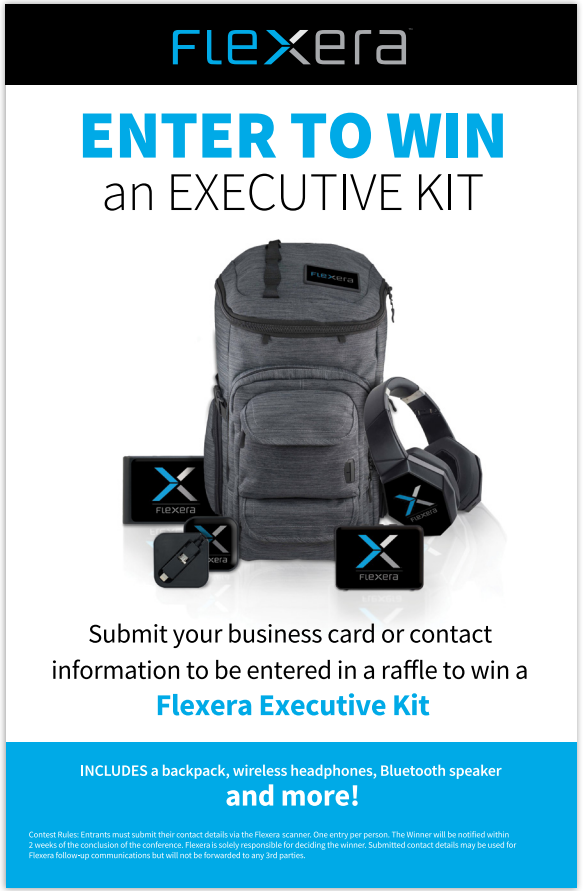
Pull-up Banner
31.5" wide x 83" tall

Wide Pull-up Banner
39.25" wide x 83.25" tall

TABLETOP SIGNAGE

Promotions and giveaways are popular materials at tradeshow events. It's important to use bold, attention-getting headlines and to prominently feature the prizes. Additional content should be kept to a minimum.





CERTIFICATE AND LOGO EMBOSSER

Certificates of success are available for completed classes or training. Printed blank certificates and embosser is located in the marketing department, Itasca.

Signature image should be png format.
Prefer hand signed document if possible.
10pt. Calibri Bold All Caps (0,0,0,100)
11pt. Calibri Regular (0,0,0,100)
Up to 4 names maximum
If only 1 name, position is centered

28/34pt. Calibri Bold (76,55,0,0)

16/19pt. Calibri Regular (0,0,0,100)
Use only full date of completion.

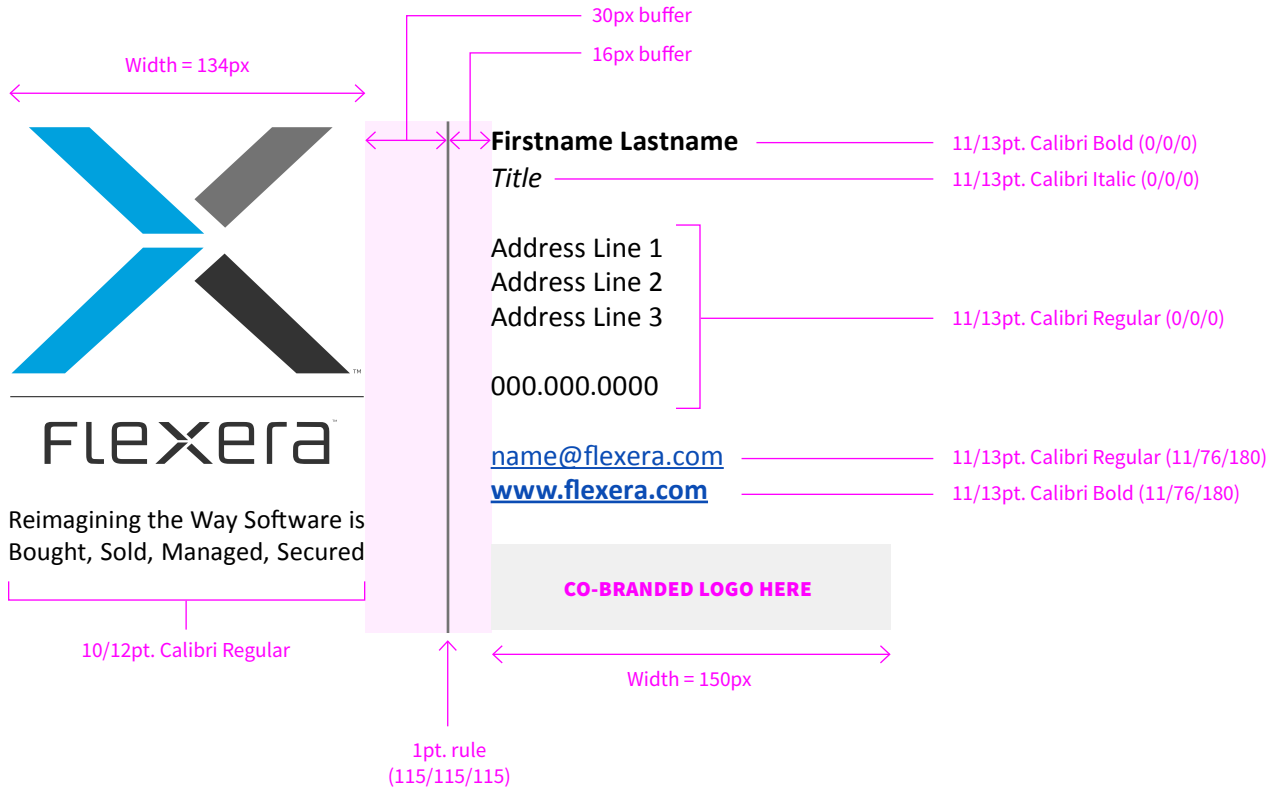
14/17pt. Calibri Regular (0,0,0,100)

Flexera imprint using the logo embosser. Embosser cannot be turned. Should always be presented as represented. Never at a angle.

Certificate of Success Template

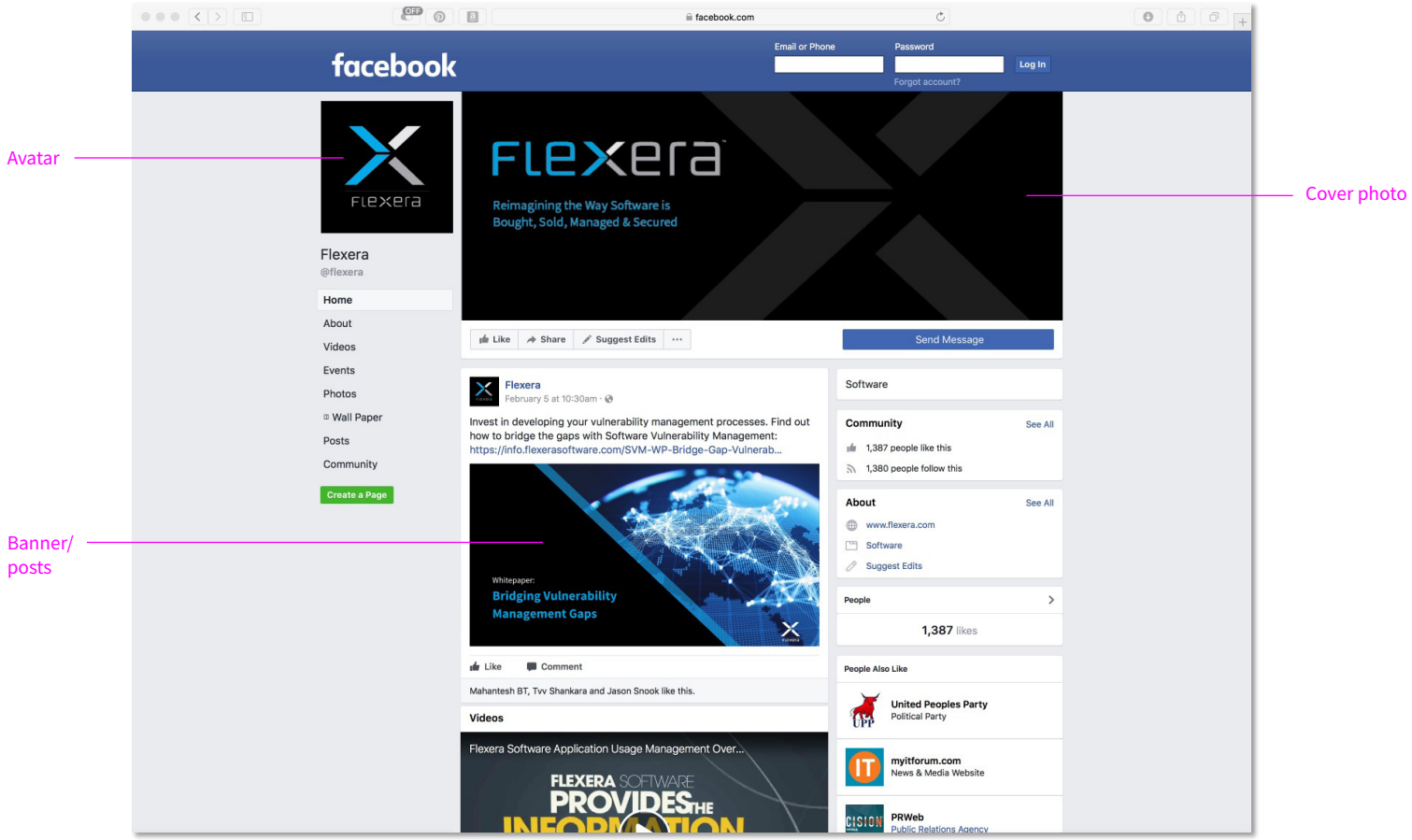
Email signatures

Emails are one of the main touchpoints with our customers. Consistent email signatures throughout the organizations are vital to maintaining a strong brand.



Social media

A consistent social media presence is important for building brand recognition. The three most common image areas within social websites are **avatars**, **cover photos** and **banner advertising**. See the next pages for more information in each area.



AVATARS

Profile image shapes vary between circles and squares. Specific versions of the Flexera logo have been created to fit accordingly. Be sure to never have the logo cropped in avatars.

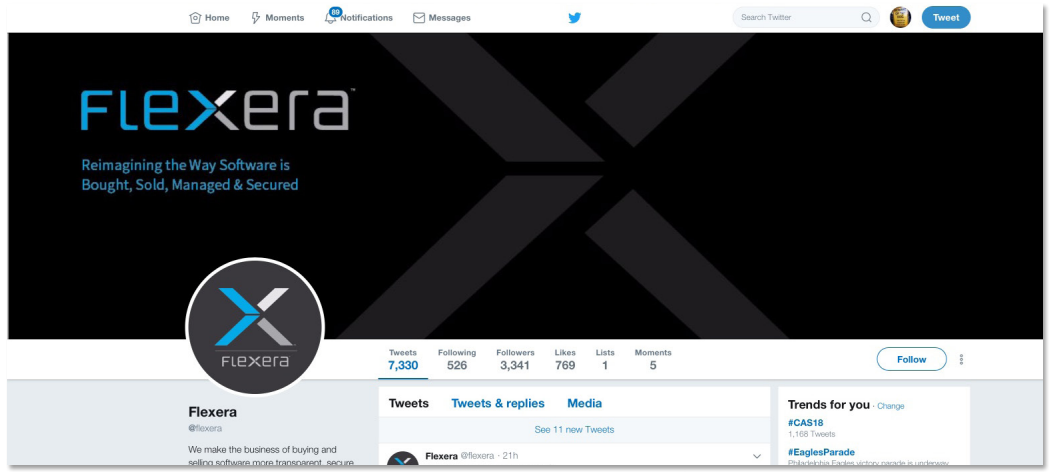
Avatar for square profiles
(Facebook, LinkedIn)

Avatar for circle profiles
(Twitter, YouTube)

The logo should never be cropped in profile images.

COVER PHOTOS

It's important to lead with a strong, branded cover photo across all social platforms. Cover photos are the largest image on the page and are the first things people see when they view a profile.

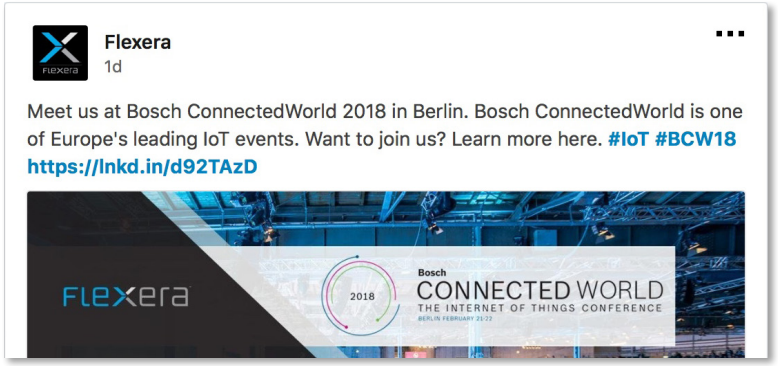


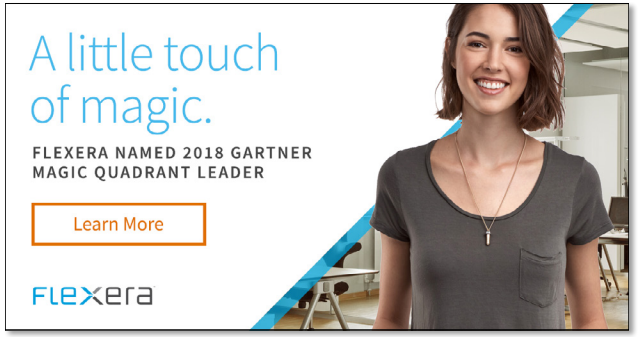
BANNERS

Digital banner ads are one of the principal forms of advertising on the web today and give us the largest opportunity for branded communications to our networks. As a general rule, ***less is more***. You want to attract interest without overwhelming your audience with too much information.

Grab attention with concise copy and eye-catching imagery.
Offer users a value for clicking through, but do so without endless marketing jargon.

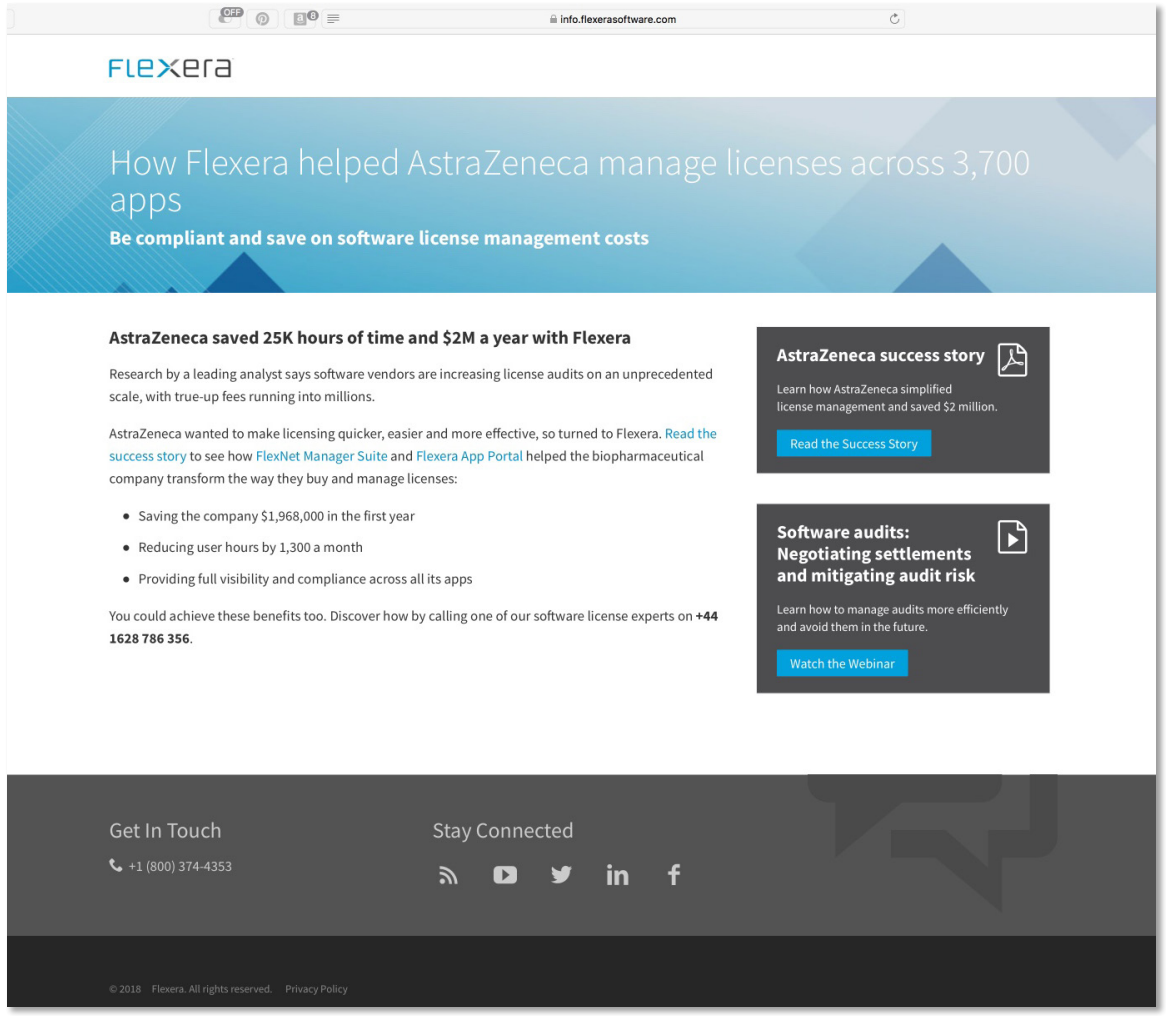
Harness the power of a strong call-to-action.
Tell your users what to do or they won't do it. Your call-to-action needs to stand out and express clearly what action must be done. Buttons and text links are simple ways to achieve this.





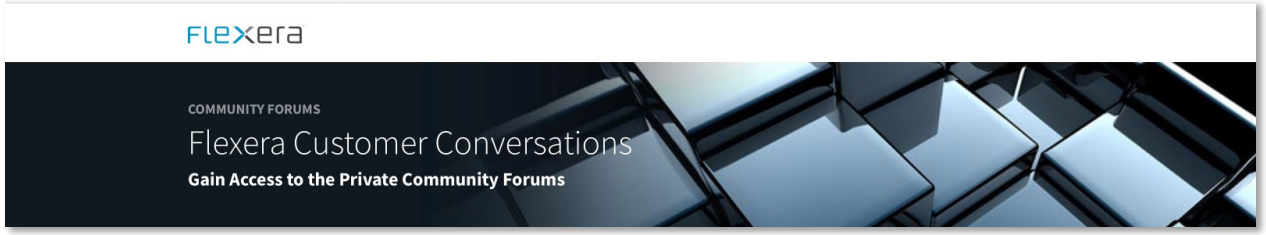
Landing pages

A landing page is the start of a conversation with a customer. They serve as a great opportunity to talk to a captive audience about your brand. All landing pages are composed of three main sections: **header**, **main body/content** and **footer**.



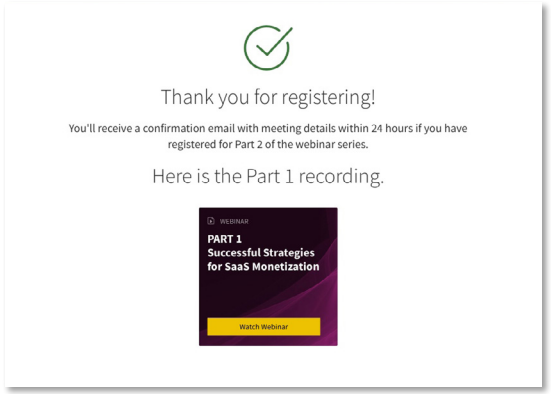
HEADER

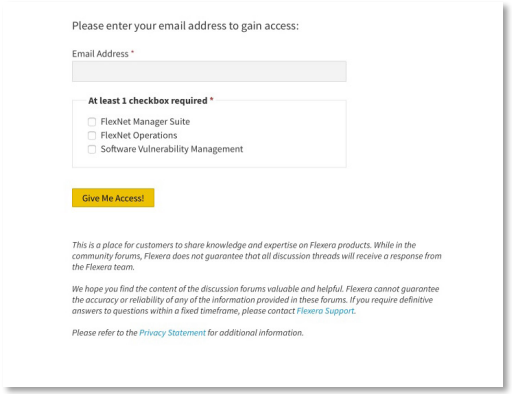
- Headers should be set at a max height for all pages
- Titles should also be limited to two lines and the subtitle to one line
- The hero image needs to be Flexera branded with the interest focused on the right half of the page to insure the least amount of overlap with text as possible



MAIN CONTENT

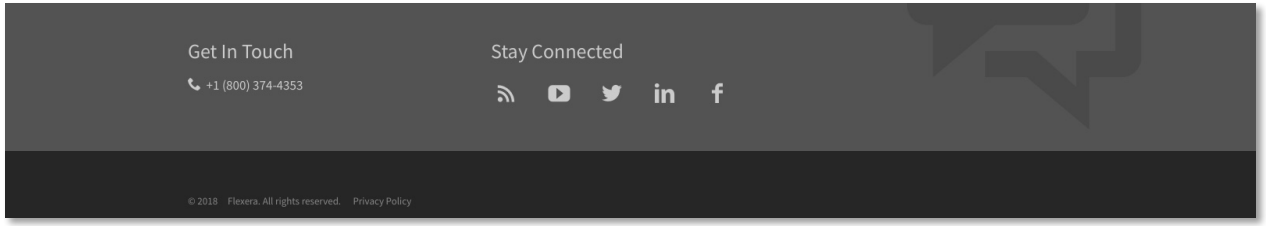
- Headlines should clearly summarize the purpose of the page and shouldn't exceed 5–6 words
- Content should be short and concise
- Call-to-action must be clear (example: Sign up!)
- All links and CTAs should be the same unique color
- CTAs, buttons and links should all look like they are actionable
- Forms should be broken into clear, actionable sections





FOOTER

- Footers on Flexera sites should always include additional methods for connecting with us
- Always include a contact phone number in the bottom left of the footer, as well as icons/links to all of our social networks



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