

# ACDSee I.D.

ACDSee Brand Style Guide | For ACD Systems' partners and other third parties



An innovative technology company creating digital image solutions for people and businesses around the world.



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# Building Our Brand

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Every interaction we have with our customers, partners and the world at large is a defining moment for our brand. It is our opportunity to deliver on the promise that sets us apart - a promise of extraordinary service, of quality and innovation, and of a passionate and committed ACDSsee team.

ACD Systems' continued growth brings with it the need for a consistent identity and clear brand strategy across all media and in every country. Our brand expresses our personality and sets us apart from the competition. A consistent program of visual and verbal identity is essential to driving not just brand recognition, but brand preference.

...it's in the style and function of our user interface

...it's the look and usability of our web site

...it's how we respond in forums

...it's in the business card we share

...it's in **everything we do**

This document is intended as a tool to help ensure that in our journey to become, and maintain our status as the industry leader, we all have the look and commitment of a leader, and that our partners are prepared to support this brand position in all communication on behalf of ACDSsee.

For more information on the ACDSsee brand, its use or to obtain art files, please contact **brand@acdsee.com**.

# Who We Are

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An innovative technology company creating digital image solutions for people and businesses around the world.

# What We Do

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Passionate and determined, we're building an innovative technology company that can anticipate industry trends and satisfy our customers' evolving needs. We will deliver, year in and year out, the absolute best customer-focused technology, the highest standards of design, and unparalleled usability. By providing unmatched service to our customers, shareholders, and employees we will become the preferred provider of digital image solutions.

# ACDSee Brand Voice

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Photography brings joy and a sense of fulfillment to both our professional and enthusiast customers. Whether as a hobby or livelihood, it's very valuable to them, and they expect people to engage them about it in a passionate, informed, caring, and personable voice.





Therefore, when talking about ACDSee and our products, we want to speak to that joy and sense of fulfillment. We want to communicate that our position in the market is to facilitate the joy of photography. Whether it's doing mundane image management tasks quickly, sharing polished photos effectively and creatively with a sense of pride and accomplishment, or streamlining business workflow so photographers can spend more time behind the lens, ACDSee's purpose is to get the customer directly in touch with their digital photo collections, quickly and easily.

# ACDSee Brand Building Blocks/Basics

## Color Palette and Usage

Colors are more than a combination of red and blue or yellow and black. They are a form of non-verbal communication with symbolism and meanings that go beyond ink.

The ACDSee primary color palette consists of 4 colors, orange, silver, black and white.

		SPOT	PROCESS	RGB	WEB
	Orange demands attention and stimulates a sense of change while being vibrant and energetic.	Pantone 152C	0C 50M 100Y 0K	250R 131G 58B	#FA833A
	Silver is a cool color imparting a sense of playful liveliness and is often associate with being sleek and modern.	Pantone Cool Gray 9	0C 0M 0Y 50K	162R 162G 162B	#A2A2A2
	White is purity and cleanliness and allows accompanying colors to take prominence.	N/A	0C 0M 0Y 0K	255R 255G 255B	#FFFFFF
	Black is serious and sophisticated yet is also used to reflect a sense of rebellion.	N/A	0C 0M 0Y 100K	0R 0G 0B	#000000

# ACDSee Brand Building Blocks/Basics (continued)

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## ACDSee Typography

### Marketing Communications Typeface

**Myriad Pro** has been selected for use in all Marketing collateral (printed and online) because of its contemporary feel, and complementary look to our logo word mark font. Myriad Pro should be the primary font used in online and offline collateral produced by Marketing and our marketing associates.

Myriad Pro Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Logo Product Descriptor Typeface

**Myriad Pro** was chosen as the primary typeface for all ACDSee logo product descriptors. The integrity of the font should be maintained at all times. Myriad Pro font substitutions should not be made.

Myriad Pro Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Logo Word Mark Typeface

**Customized ITC Bauhaus** has been selected for all ACDSee logo word marks. This font was modified to build the ACDSee word mark, and the word mark should not be reset. ITC Bauhaus font substitutions should not be made.

Customized ITC Bauhaus  
abcdefghijklmnopqrstuvwxyz  
1234567890

# ACDSee Brand Building Blocks/Basics (continued)

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## ACDSee Corporate Logo

The ACDSee corporate visual identity consists of two primary components: the pictorial and the word mark.



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PICTORIAL

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WORD MARK

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VISUAL IDENTITY

# ACDSee Brand Building Blocks/Basics (continued)

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## ACDSee Product Logos

The ACDSee product visual identity consists of three primary components: the pictorial, the word mark and the product descriptor.



# ACDSee Brand Building Blocks/Basics (continued)

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## ACDSee Corporate and Product Logo Color and Component Guidelines

1. Wherever there is a discrepancy relating to corporate colors, the color values defined within this document's matrix shall prevail.
2. PMS colors should be used whenever they are available for implementation.
3. No other color combinations or permutations are permitted, unless accepted and included with these usage guidelines.
4. If using color, product version numbering must always be represented in orange.
5. The trademark symbol must always be included when reproducing corporate or product visual identities.
6. Pictorials should never be displayed without a word mark when representing corporate identity. Pictorials may be used alone as a graphic (see "Visual Identity Pictorial as Graphic" in this document).
7. Product identity may be displayed as a word mark, with or without the pictorial.
8. The pictorial should always remain to the left of the word mark for both the corporate and product identities.
9. The product identity should have an accompanying product descriptor in all instances, where the product has an associated descriptor.
10. The product descriptor should never precede the product word mark.

# Visual Identity Size and Positioning

## ACDSee Corporate Logo

### ORIENTATION

The ACDSee corporate visual identity has a single horizontal orientation.

### EXTERNAL SPACE

The minimum space surrounding the ACDSee corporate visual identity is X. X is the distance from the edge of the pictorial white inner circle to the left edge of the pictorial. This denotes the required space around all sides of the visual identity to protect the integrity of the word mark. This applies to image edges, page trim or box edges.

### MINIMUM SIZE

The visual identity should never appear at a size where the total width is smaller than 0.65 inches. Where the visual identifier is displayed in screen bitmap format (72 dpi), its total width should not be less than 100 pixels.

### SCALE

Should the size of the visual identity need to be increased or decreased, this should be done while maintaining a constrained ratio. The size of all elements of the visual identity should change proportionately to each other.

### EXTERNAL SPACE



### MINIMUM SIZE



0.65 inches  
100px

# Visual Identity Size and Positioning (continued)

## ACDSee Product Logos

### ORIENTATION

The ACDSee product visual identity has a single horizontal orientation.

### EXTERNAL SPACE

The minimum space surrounding the ACDSee product visual identity is X. X is the distance from the edge of the pictorial white inner circle to the left edge of the pictorial. This denotes the required space around all sides of the visual identity to protect the integrity of the word mark. This applies to image edges, page trim or box edges.

In instances where product identities appear without the pictorial, the minimum space amount is defined as 30% of the visual identity (word mark and product descriptor) height.

### MINIMUM SIZE

The visual identity should never appear at a size where the total width is smaller than 1 inch. Where the visual identifier is displayed in screen bitmap format (72 dpi), its total width should not be less than 120 pixels.

### SCALE

Should the size of the visual identity need to be increased or decreased, this should be done while maintaining a constrained ratio. The size of all elements of the visual identity should change proportionately to each other.

### EXTERNAL SPACE



### MINIMUM SIZE



# Visual Identity Reproduction

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## PREFERRED VERSION

ACDSee corporate and product visual identities should appear in the two-color standard version wherever possible.



## ONE-COLOR VERSION

If visual identities must appear in one color, they should be reproduced in 100% black.



## ORANGE BACKGROUND

When visual identities appear on the orange (PMS 152C) background, they should be reproduced in 100% white.



## SILVER/GRAY BACKGROUND

When visual identities appear on the gray (PMS Cool Gray 9) background, they may be reproduced in 100% white or, with the pictorial and product version (number) in the preferred version with a 100% white word mark.



## BLACK / DARK BACKGROUND

When visual identities are reproduced on a dark background, they should be reproduced in 100% white, or with the pictorial and product version (number) in the preferred version with a 100% white word mark.



## WHITE BACKGROUND

When visual identities appear on a white background, they should be reproduced in the two-color preferred version.



# Visual Identity Reproduction (continued)

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## LIGHT BACKGROUND

When visual identities appear on a light background, they should be reproduced in the two-color preferred version or 100% black. The background should always remain in high contrast with the visual identifier. If the background is more than 20% black, the visual identity word mark should be reproduced in 100% white.



## OVER PRINTING

Visual identities should always be reversed out (100% white) of a dark or busy image. If the image background has a low contrast or is a light tone, the visual identities should appear in 100% black.



# Visual Identity Pictorial as Graphic

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The pictorial may be detached from the visual identity and used as a graphic.

## COLOR

When used alone, the pictorial should be reproduced according to the guidelines outlined in this document. If using orange and silver/gray, the pictorial must always be represented by a silver/gray pupil, white iris, and an orange eyeball. Color reversal is not permitted. Exceptions to this are addressed below.



## SCREENS

The 100% black or 100% white pictorial may be presented screened back, or with a transparency.



## ORIENTATION

When the pictorial appears alone, the preferred orientation of the pictorial is horizontal.



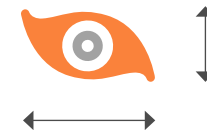
## MINIMUM SIZE

The pictorial should never appear at a size where the total height is smaller than 0.25 inches. Where the pictorial is displayed in screen bitmap format (72 dpi), its total height should not be less than 20 pixels.



## SCALE

Should the size of the pictorial need to be increased or decreased, this should be done while maintaining a constrained ratio.



# Unapproved Formats for Visual Identity

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## COLOR

**DO NOT** use any color combination other than those defined in this guide for the reproduction of ACDSee corporate and product visual identities.



## GRAPHICS

**DO NOT** reproduce visual identities with frames or borders.



**DO NOT** rearrange any of the visual identities' elements.



## SIZE

**DO NOT** reproduce the visual identities at a size where the total width of the identity is less than 0.65 inches, or at 72 dpi, less than 100px (for product visual identities, the minimum width is 1 inch / 120px).



**DO NOT** print visual identities as enlarged bitmap images.



## SCALE

**DO NOT** alter the proportions of visual identities in any way. Should the size of visual identities need to be increased or decreased this should be done while maintaining a constrained ratio. The size of all elements of the visual identities should change proportionately to each other.



**DO NOT** stretch or condense the visual identities. The horizontal and vertical scales should always change equally.



# Unapproved Formats for Visual Identity (continued)

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## SCREENS

**DO NOT** reproduce visual identities screened back or with transparency.  
For exceptions regarding the pictorial, please refer to “Visual Identity Pictorial as Graphic”.



## DROP SHADOWS

**DO NOT** add any elements, including drop shadows, to visual identities.



## AXIS OF VISUAL IDENTITIES

**DO NOT** skew or rotate the axis of visual identities.



## AXIS OF THE PICTORIAL

**DO NOT** skew or rotate the axis of the pictorial.



## COLOR OF THE PICTORIAL

**DO NOT** alter the color of the pictorial in any way that is not outlined in “Visual Identity Pictorial as Graphic”.



## TRACKING

**DO NOT** alter the tracking of the word mark or product descriptor.



## WHITE BOX

**DO NOT** reproduce visual identities in a white box on a color field or image area.



# ACDSee Brand Review and Approval Process

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Any use of the ACDSee brand (corporate and product) needs to be reviewed and approved by the ACDSee Marketing Services team. Any requests for exceptions to the brand rules will be considered on a case by case basis. Special circumstances or deviation from the brand guidelines must also be reviewed and approved by Marketing Services.

If you have questions about using the ACDSee brand, or your brand application is not covered in this guide, please contact **brand@acdsee.com**.

