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

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 ACDSee 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 ACDSee.

For more information on the ACDSee brand, brand usage or to obtain art files and other assets, please contact marketing@acdsystems.com.
WHO WE ARE

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

WHAT WE DO

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

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.
## 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 5 colors: orange, silver, black, white, blue and grey.

**ORANGE** demands attention and stimulates a sense of change while being vibrant and energetic.  
**SILVER** is a cool color imparting a sense of playful liveliness and is often associate with being sleek and modern.  
**WHITE** is purity and cleanliness and allows accompanying colors to take prominence.  
**BLACK** is serious and sophisticated yet is also used to reflect a sense of rebellion.  
**BLUE** represents freedom, imagination, and inspiration.  
**GREY** is timeless, balanced and communicates strength and sophistication.

<table>
<thead>
<tr>
<th>Color</th>
<th>Spot</th>
<th>Process</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>Pantone 152 C</td>
<td>0C 50M 100Y 0K</td>
<td>250R 131G 58B</td>
<td>#FA833A</td>
</tr>
<tr>
<td>Silver</td>
<td>Pantone Cool Gray 9</td>
<td>0C 0M 0Y 50K</td>
<td>162R 162G 162B</td>
<td>#A2A2A2</td>
</tr>
<tr>
<td>White</td>
<td>N/A</td>
<td>0C 0M 0Y 0K</td>
<td>255R 255G 255B</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Black</td>
<td>N/A</td>
<td>0C 0M 0Y 100K</td>
<td>OR 0G 0B</td>
<td>#000000</td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone 648 C</td>
<td>100C 86M 36Y 31K</td>
<td>OR 45G 92B</td>
<td>#002C5C</td>
</tr>
<tr>
<td>Grey</td>
<td>N/A</td>
<td>68C 60M 60Y 47K</td>
<td>63R 64G 64B</td>
<td>#3F4040</td>
</tr>
</tbody>
</table>
MARKETING COMMUNICATIONS TYPEFACE
Futura Std 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. Futura Std should be the primary font used in online and offline collateral produced by Marketing and our marketing associates.

Futura Std
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

For display font (banners, emails, etc.), when using a question mark, replace the futura with the Myriad Pro glyph.

? → ?

LOGO WORD MARK TYPEFACE
Customized ITC Bauhaus was used to create the ACDSee logo word mark. 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.

LOGO PRODUCT DESCRIPTOR TYPEFACE
AG Book Rounded has been selected as the current primary typeface for all ACDSee logo product descriptors. The integrity of the font should be maintained at all times. AG Book Rounded font substitutions should not be made.

AG Book Rounded
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
ACDSee Corporate Logo

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

The ACDSee product visual identity consists of three primary components: the pictorial, the word mark and the product descriptor.
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. The trademark symbol must always be included when reproducing corporate or product visual identities.

5. 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).

6. Product identity may be displayed as a word mark, with or without the pictorial.

7. The pictorial should always remain to the left of the word mark for both the corporate and product identities.

8. The product identity should have an accompanying product descriptor in all instances, where the product has an associated descriptor.

9. The product descriptor should never precede the product word mark.
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
100 pixels
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 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 of the corporate logo element is smaller than 0.65 inches.

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
100 pixels
VISUAL IDENTITY REPRODUCTION

PREFERRED VERSION
ACDSee corporate visual identities should appear in the blue standard version wherever possible.

PRODUCT LOGO PREFERRED VERSION
ACDSee corporate visual identities should appear in the three-tone standard version wherever possible. (Blue, Grey and Black)

BLUE BACKGROUND
When visual identities appear on the blue (PMS 648 C) background, they should be reproduced in 100% white.

BLACK / DARK BACKGROUND
When visual identities are reproduced on a dark background, they should be reproduced in 100% white.

WHITE BACKGROUND
When visual identities appear on a white background, they should be reproduced in the preferred version.

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 the preferred version or 100% black.
COLOR
When used alone, the pictorial should be reproduced according to the guidelines outlined in this document. 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 0.5 inches. Where the pictorial is displayed in screen bitmap format (72 dpi), its total height should not be less than 48 pixels.

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

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 corporate logo element is smaller 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 IDENTITY FORMATS

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.
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 marketing@acdsystems.com.