



FUSIONFABRIC.CLOUD PARTNER PROGRAM

LOGO USAGE GUIDELINES

V01 June 2018

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FINASTRA

Our name embodies the expertise and strength through which we will unlock the potential in finance.

Origins:

FIN – Finance

ASTRA – Star (Latin)

Meaning:

We are a new star, born in the wide universe of financial software. Unlocking the potential of people and businesses by leading them into the open future of finance.

- Leading customers through transformation, from closed legacy systems to a future of open architecture.
- Leading the development, deployment and consumption of financial services software, towards a more innovative, collaborative and open approach.

BRAND MODEL

WHY WE EXIST

WE UNLOCK THE POWER OF THE FINANCIAL ECOSYSTEM FOR EVERYONE

VISION

WE UNLOCK THE POTENTIAL OF PEOPLE AND BUSINESSES BY CREATING A PLATFORM FOR OPEN INNOVATION IN THE WORLD OF FINANCIAL SERVICES

WHAT WE DO

WE BUILD AND DELIVER THE TECHNOLOGY PLATFORM FOR FINANCIAL SERVICES

OUR VALUE PROP

We help financial institutions to transform their businesses to become more agile, innovative, resilient and customer focused. Our solutions...

Accelerate growth: Our Fusion architecture and open ecosystem deliver competitive advantage through better business insights, rapid innovation cycles and faster time to market for new products and services.

Improve customer experience: Our next generation software capabilities delight our clients and their customers, enabling them to be more effective, save time and adopt new self-service models with ease.

Optimize cost: We help financial institutions modernize and rationalize their application infrastructure to enable true digital transformation of financial processes.

Mitigate risk: We provide clients with a complete view of their risk exposures to improve decision-making and out-of-the-box reporting to meet regulatory requirements.

BRAND ATTRIBUTES

COMPREHENSIVE

With our unrivalled breadth and depth of pre-integrated solutions we are best positioned to address today's challenges in the financial services market. Our large, global footprint and deep domain expertise allows us to serve clients of all sizes across 130 countries spanning retail banking, transaction banking, lending, and treasury and capital markets.

INNOVATIVE

We are leading the way in which financial software is written, deployed and consumed in the world of financial services. We deliver next-generation financial software – open, reliable, secure, agile – to deliver for today, and to improve for tomorrow, either on premises or as a service

COLLABORATIVE

Our Fusion architecture and open platform approach stimulate co-operation and co-innovation. We deliver fully integrated solutions by working together with our clients and their existing software. We believe in long-lasting relationships, always putting our customers and their customers first and acting as a trusted advisor for transformation.

TAGLINE / ESSENCE

THE FUTURE OF FINANCE IS OPEN

The future is collaborative. The future is open. The future is now.

Finastra provides the broadest, deepest portfolio of financial services software in the world. We deliver mission-critical solutions for financial institutions of all sizes, on premises or in the cloud. Our open architecture and approach embraces a wide eco-system of partners and co-innovators. Together we are leading the way in which applications are written, deployed and consumed in the world of financial services.

CLIENT BENEFIT

In an era of increasing choice and regulation, financial institutions need to break free from the chains of closed legacy systems so that businesses and people can unleash their potential. Finastra unlocks this potential today so that financial institutions can embrace the future with confidence, delight their customers and assure their position in the banking world of tomorrow.

LOGO

INTRODUCTION

Our logo represents openness, agility, energy and innovation. The flexible form holds a vibrant fusion of color that includes Violet and Fuchsia which are taken from our primary color palette.



LOGO CLEARSPACE

Our logo should always be prominent and legible. The exclusion zone exists to prevent other elements from being placed too close.

Clearspace

The minimum exclusion zone is equal to the measure of X (X='N'). Whenever possible leave more space than the minimum permitted.



MINIMUM SIZES

Standard logo artwork exists for use at and above 30mm/30px. Small scale logos have been created with optimized shading for use below these sizes.

- 1 Standard for print**
For use at 30mm and above. Below 30mm use the small scale logo.
- 2 Small scale for print**
For use below 30mm to a minimum size of 15mm. This logo has darker shading for stand out.
- 3 Standard for digital**
For use at 30px and above. Below 30px use the small scale logo.
- 4 Small scale for digital**
For use below 30px to a minimum size of 15px. This logo has darker shading for stand out.

1 Standard for print



3 Standard for digital



2 Small scale for print



4 Small scale for digital



DO NOT

The following are common abuses of the logo. In situations when you believe you may be at risk of contravening the integrity of the logo, consult with the Brand team for further advice.

- 1 **DO NOT** place the logo on photography.
- 2 **DO NOT** distort the proportions of the logo.
- 3 **DO NOT** put the logo on dark backgrounds.
- 4 **DO NOT** use a different ribbon in the logo.
- 5 **DO NOT** add effects.
- 6 **DO NOT** alter the letter spacing.
- 7 **DO NOT** create logo lockups.
- 8 **DO NOT** put on dark part of ribbon.
- 9 **DO NOT** put the white logo on the ribbon.
- 10 **DO NOT** use without the ribbon.
- 11 **DO NOT** create wordmarks in body copy.

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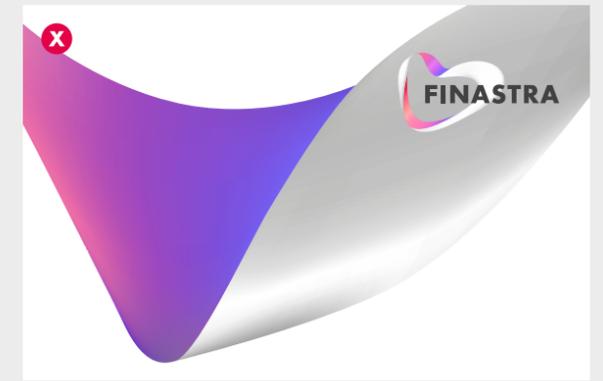
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COLOR

Our color palette plays a vital part in how we present ourselves. Our clean canvas of White and Charcoal represents our open approach, whilst a fusion of vibrant colors bring energy and differentiation.

Fuchsia and Violet are our lead colors, helping us to be unique and stand apart from our competitors.



PRIMARY COLOR PALETTE

Our primary color palette consists of White, Charcoal, Violet and Fuchsia.

White

Our visual identity lives in a white open space. It is this space which provides the platform for all our visual communications and allows them to be delivered with maximum impact.

Charcoal

We use Charcoal as our primary text color, not black, for a softer and more personable approach.

Violet & Fuchsia

Used as our primary colors to add accents of vibrancy to layouts, for example highlighting headlines and call-to-action communications.

We primarily print on coated stocks therefore we lead with coated color values in print. However, if you are printing on an uncoated stock, please use the uncoated color values specified. Where possible, Pantone colors should be used for Fuchsia and Violet to create a rich and vibrant effect.

Paper stocks

We use a stock called Splendorgel for all of our stationery and marketing collateral. Below is a list of applications and their accompanying paper weight:

- Letterhead – 85, 100, 115
- Compliment slip – 140
- Business card (standard) – 300
- Business card (executive duplexed) – 270
- Market brief – 250
- Brochure – 300 cover with 170 text
- Menu/ table card – 300
- Notepad – 300 cover with 115 text

Please note, paper weights are calculated in GSM (grams per square metre). The higher the GSM value the thicker your end product will feel.

Charcoal

RGB 65 / 65 / 65
HEX 414141
CMYK 0 / 0 / 0 / 90
PMS 2336 Coated
PMS Black Uncoated

White

RGB 0 / 0 / 0
HEX FFFFFFFF
CMYK 0 / 0 / 0 / 0

Violet

RGB 105 / 78 / 214
HEX 694ED6
CMYK 78 / 72 / 0 / 0 Coated
CMYK 68 / 62 / 0 / 0 Uncoated
PMS 2368 Coated
PMS 2736 Uncoated

Fuchsia

RGB 193 / 55 / 162
HEX C137A2
CMYK 36 / 100 / 0 / 0 Coated
CMYK 16 / 74 / 0 / 0 Uncoated
PMS 248 Coated
PMS 247 Uncoated

SECONDARY COLOR PALETTE

Our secondary palette works alongside Fuchsia and Violet to complete a full fusion of colors across the spectrum.

Secondary colors must always be used with Fuchsia and Violet. They must never replace our primary colors.

When using secondary colors for type in both print and on screen, it must be set at 18pt or above. For any type below 18pt, please use the primary palette.

We primarily print on coated stocks therefore we lead with coated color values in print. However, if you are printing on an uncoated stock, please use the uncoated color values specified.

Paper stocks

We use a stock called Splendorgel for all of our stationery and marketing collateral. Below is a list of applications and their accompanying paper weight:

- Letterhead – 85, 100, 115
- Compliment slip – 140
- Business card (standard) – 300
- Business card (executive duplexed) – 270
- Market brief – 250
- Brochure – 300 cover with 170 text
- Menu/ table card – 300
- Notepad – 300 cover with 115 text

Please note, paper weights are calculated in GSM (grams per square metre). The higher the GSM value the thicker your end product will feel.

Grass

RGB 86 / 194 / 113
HEX 56C271
CMYK 62 / 0 / 70 / 0
PMS 2256 Coated
PMS 2256 Uncoated

Ocean

RGB 91 / 193 / 215
HEX 5BC1D7
CMYK 52 / 0 / 18 / 0
PMS 630 Coated
PMS 630 Uncoated

Crimson

RGB 228 / 0 / 70
HEX E40046
CMYK 0 / 100 / 70 / 0
PMS 192 Coated
PMS 192 Uncoated

Lime

RGB 210 / 215 / 85
HEX D2D755
CMYK 20 / 0 / 84 / 0
PMS 584 Coated
PMS 584 Uncoated

Amber

RGB 255 / 138 / 61
HEX FF8A3D
CMYK 0 / 70 / 94 / 0
PMS 2025 Coated
PMS 1585 Uncoated

Gold

RGB 240 / 179 / 35
HEX F0B323
CMYK 0 / 32 / 100 / 0
PMS 7409 Coated
PMS 7409 Uncoated

FINASTRA FUSIONFABRIC.CLOUD PARTNER LOGOS

PARTNER LOGOS

The **FusionFabric.cloud** Partner logos is designed specifically to enable **FusionFabric.cloud** partners to promote their partnership with Finastra.

Partners can use the appropriate logo on sales and marketing collateral, documentation, advertising, event signage and other promotional media. Please adhere to the following guidelines when using the Finastra **FusionFabric.cloud** Partner logos.

The logos are provided as scalable vector artwork (EPS). Always place the logos on backgrounds that provide good contrast and legibility to ensure that they are clearly recognisable.



APPLYING THE PARTNER LOGO PROPERLY

To clearly present the partner relationship and communicate our identity, all marketing materials using a Finastra **FusionFabric.cloud** partner logo need to have a clean and uncluttered appearance. Therefore, there must be a minimum amount of space around the logo, and it should be kept free of graphics, other marks and text

Our logo should always be prominent and legible. The exclusion zone exists to prevent other elements from being placed too close.

Clearspace

The minimum exclusion zone is 20px. Whenever possible leave more space than the minimum permitted.

Please consult the FusionFabric.cloud Team if you require artwork files:
FusionFabric.cloud@finastra.com



DO NOT

Everyone who uses a **FusionFabric.cloud** partner logo should consider themselves a brand guardian and use it appropriately. Do not alter, remove or change any elements of the logo.

The following are common abuses of the logo. In situations when you believe you may be at risk of contravening the integrity of the logo, consult with the Brand team for further advice.

- 1 **DO NOT** place the logo on photography.
- 2 **DO NOT** distort the proportions of the logo.
- 3 **DO NOT** put the logo on dark backgrounds.
- 4 **DO NOT** use a different cloud in the logo.
- 5 **DO NOT** add effects.
- 6 **DO NOT** alter the letter spacing.
- 7 **DO NOT** create logo lockups.
- 8 **DO NOT** put on dark part of ribbon.
- 9 **DO NOT** put the white logo on the ribbon.
- 10 **DO NOT** use without the cloud.
- 11 **DO NOT** create wordmarks in body copy.

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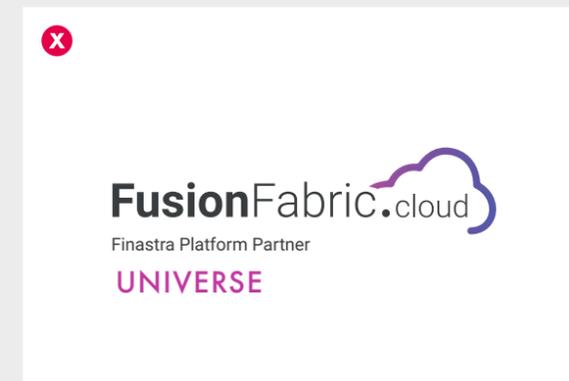
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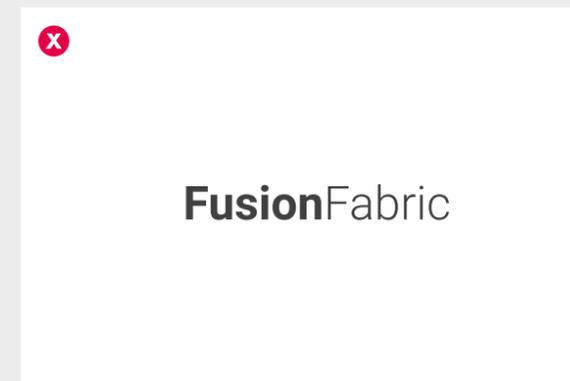
8



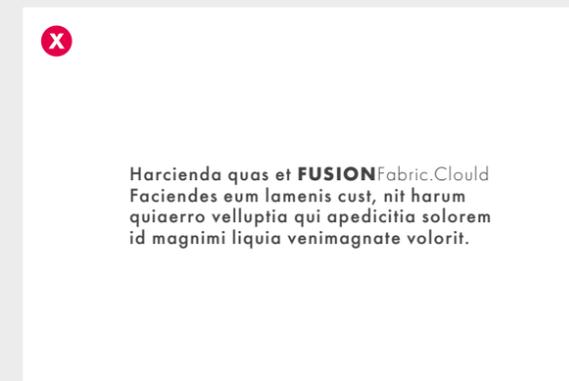
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USING THE PARTNER LOGOS IN COLLATERAL

The following example demonstrates use of the Finastra **FusionFabric.cloud** partner logos in partner-led collateral and web.

Note: This is an example only.

Whenever a Finastra **FusionFabric.cloud** partner logo is used, there should also be a partner corporate logo somewhere on the communication piece.

Never make a Finastra **FusionFabric.cloud** partner logo larger in size than the partner's own corporate logo.

To protect Finastra trademarks, do not connect the two logos with any copy or graphic element. Do not incorporate a Finastra **FusionFabric.cloud** partner logo – or any other Finastra logo – into your own logo.

Partners should not use a Finastra **FusionFabric.cloud** partner logo on their corporate business cards or stationery.

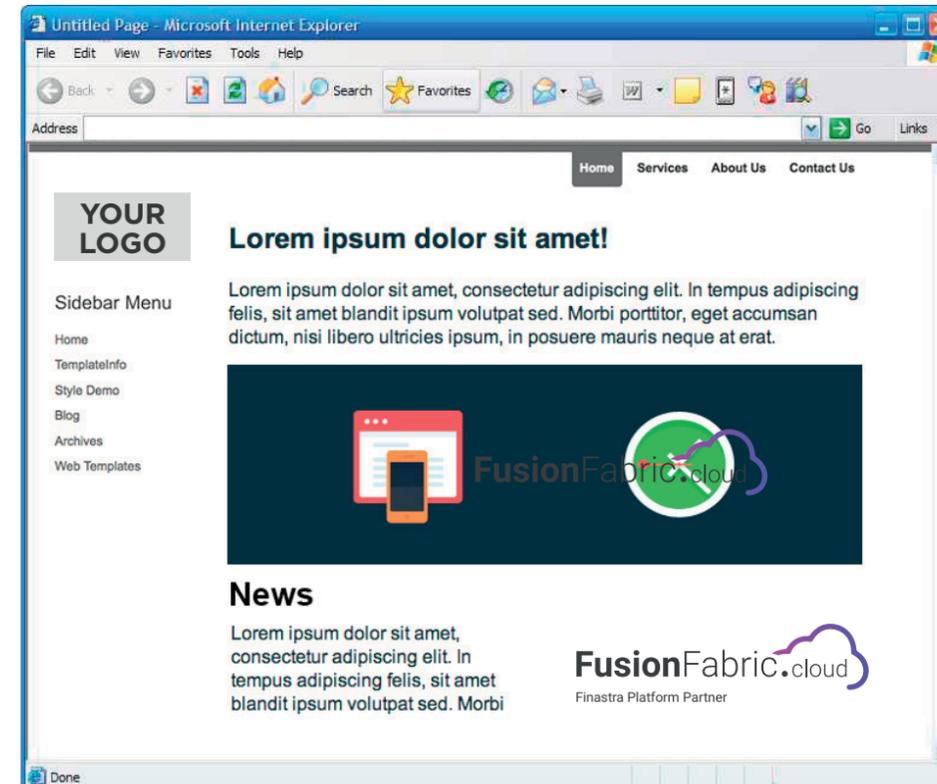
Our partnership guidelines extend to the way partnerships are referenced in URLs. The general rule is that Finastra must not appear as part of the primary URL but can be used in the 'search area' portion of the address.

Correct example:

www.yourcompany.com/Finastra

When using a Finastra **FusionFabric.cloud** partner logo on-screen, make the logo function as an active link to the public web site of Finastra **FusionFabric.cloud**: www.FusionFabric.cloud

Never animate any **FusionFabric.cloud** logo



POLICIES OUR PARTNERS MUST OBSERVE

The Finastra **FusionFabric.cloud** partner logos communicate your partner relationship with Finastra, and you must use the Finastra **FusionFabric.cloud** partner logos only on marketing materials that specifically relate to your partnership with Finastra (i.e. brochures, direct marketing pieces, etc.).

All marketing materials using a Finastra **FusionFabric.cloud** partner logo should have a clean and uncluttered appearance, allowing your relationship with Finastra to be presented clearly. You must follow all guidance for logo use given in these guidelines.

Trademark considerations

You may only use the Finastra **FusionFabric.cloud** partner logo for the duration of your partnership with Finastra, and use of the logo will be subject to a written trademark use license.

As agreed in the legal contract, you must discontinue using the Finastra **FusionFabric.cloud** partner logo immediately if your partnership with Finastra expires or is terminated.

You may not pass on the rights of any Finastra logo to a third party.

A partner may not use any Finastra trademarks (including, but not limited to, the Finastra **FusionFabric.cloud** partner logos) on the same page where they are promoting a competitor's solution or in conjunction with the promotion of another company's solution.

When using the logo without the trademark designation, you must include the following attribution statement, either at the bottom of the page or on a directly linked page. "Finastra, the Finastra logo, and the Finastra **FusionFabric.cloud** partner logo are trademarks or registered trademarks of Finastra UK and in several other countries all over the world."

When using a Finastra **FusionFabric.cloud** partner logo on-screen, make the logo function as an active link to the public Web site of Finastra: www.finastra.com.

FINASTRA COMPATIBILITY REFERENCES

Communicating your offering's compatibility with Finastra

Signage, packaging, labels, and other materials

It's important to take special care when communicating your product's compatibility with Finastra.

This is especially true when the reference is in a title or headline, trade-show exhibit signage, product packaging, or any other material.

In these cases, you may use the following phrases to signal your offering's compatibility with Finastra software:

for use with...

designed for use with...

runs on...

compatible with...

However, you must always visually differentiate your product name clearly from the compatibility reference to a Finastra offering.

Unacceptable examples:

<Your company name> <your product name>
for Finastra FusionFabric.cloud

<Your company name> <your product name>
for Finastra FFC

Using the Phrase "Powered by"

Do not use "powered by" to describe compatibility with Finastra offerings.

Incorrect example:

<Your company name> <your product name>
is powered by Finastra FusionFabric.cloud

CONTACT AND SUPPORT

Please contact the Brand team for further information:

brand@finastra.com