

accruent

# BRAND BOOK

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# ACCRUENT LOGO GUIDELINES

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The logos in the next two sections are the primary graphic element of the Accruent brand. Consistent application and precise production of the logos will identify and reinforce public awareness of Accruent, its products and services.

When the logos are properly used with the other elements of the identification program, a unique and effective visual style can be established.

By adhering to the following rules, you help promote Accruent and its brand.

## Logos – Positive

Please use the Accruent Company Logo that is available in our Resource Library.



accruent

\*NOTE: this logo is for illustrative purposes; please do not save/use this logo as MS Office apps do not support high quality images.

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# ACCRUENT LOGO GUIDELINES

## LOGO SAFETY AREA AND SIZE

To ensure their integrity and visibility, the Accruent logo should always be separated from competing text, images and graphics.

The illustrations below demonstrate the minimum clear space required. Using the Accruent logo as an example:

"x" the height of the letter "A" in the logo and is dependent upon the size of the logo used.

For example, if the "A" is .5 inches, there must be .5 inches of clear space around the logo.



## ADDITIONALLY:

- In electronic applications, the logo should be at least 150 pixels in width.
- In all applications, the logo should be the same size as, or larger than, the logos of other companies appearing on the same page.
- To retain visibility in print, the logo should not be used any smaller than 1.5" inches in width.



# ACCRUENT LOGO GUIDELINES

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## LOGO DISTORTIONS

A logo should **never** be re-proportioned or distorted in any way.

The logo should **never** have artificial effects, such as gradients, drop shadow, outline, bevel, or emboss applied to it unless approved by Marketing.

The logo should **never** be rotated or set at a diagonal unless approved by Marketing.

## LOGO COLOR VARIATIONS

The following are additional approved color uses for the Accruent Logo. Any other color treatments will need to be approved by Marketing.



## CLIENT LOGO USAGE GUIDELINES

When working with client logos, please get client approval to use their logo and obtain a high-quality version. Please be sure to follow their corporate branding guidelines for logo usage. If you are unable to locate their logo usage guidelines, then please follow the same guidelines as we have for our own.

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# ACCRUENT LOGO GUIDELINES

## LOGO DISTORTIONS



The word "accruent" in a blue, lowercase, sans-serif font.



The word "accruent" in a blue, lowercase, sans-serif font, stretched horizontally.



The word "accruent" in a lowercase, sans-serif font, colored orange.



**PROPORTIONS** - A logo should never be re-proportioned.

**SCALE** - A logo should never be distorted in any way.

**COLOR** - A logo color should not be changed.



The word "accruent" in a lowercase, sans-serif font, with a horizontal gradient from orange to blue.



The word "accruent" in a blue, lowercase, sans-serif font, with a drop shadow effect.



The word "accruent" in a blue, lowercase, sans-serif font, with a bevel effect.




**EFFECTS** - The logo should never have artificial effects, like gradients applied to it.

**EFFECTS** - The logo should never have artificial effects, like a drop shadow applied to it.

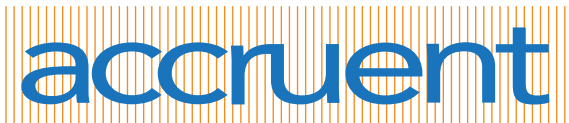
**EFFECTS** - The logo should never have artificial effects, like bevel or emboss applied to it.



The word "accruent" in a blue, lowercase, sans-serif font, with a blue outline effect.



The word "accruent" in a blue, lowercase, sans-serif font, rotated diagonally.



The word "accruent" in a blue, lowercase, sans-serif font, placed on a background of vertical orange lines.



**STROKE** - The logo should never have artificial effects, like outline applied to it.

**ORIENTATION** - The logo should never be rotated or set at a diagonal.

**CONTRAST** - The logo should never be placed on complex background.