



Digitech Systems Graphics Standards

Reseller Guide – May 2021

Why a Graphic Identity System?

To communicate successfully, Digitech Systems, LLC and Value Added Resellers must convey a coherent image as value-based organizations committed to excellence. Maintaining a consistent look through the use of a Graphic Identity System lays the foundation for building the Digitech brand and establishes coherence among all of our products. It is a signal that Digitech and Value Added Resellers are committed to a common mission. Whatever the medium — publications, collateral materials, training materials, business printing, or web — layout, color, and typography are orchestrated to convey a unified “signature.” These Graphic Standards Guidelines present the strategy for managing Digitech System’s corporate brand identity.

Digitech Systems follows these guidelines on all internal communications in order to maintain a consistent corporate brand identity that reinforces the Vision and Mission of the company.

Value Added Resellers should use these guidelines for legal and appropriate uses of logos, marks and product.

Trademarks

When using any of these product names, only the first and/or most prominent occurrence of the name needs the trademark symbol. Any document, webpage or electronic file that contains one of these trademarked product names should also include an attribution statement that identifies Digitech Systems as the owner of the trademark.

For example: “ImageSilo is a registered trademark of Digitech Systems, LLC.”

Registered Trademarks of Digitech Systems, LLC

ImageSilo®

PaperVision® Capture

PaperVision® Enterprise

PaperVision® Enterprise WorkFlow

PaperVision® Enterprise Report Management

PaperVision® Xpress

PaperVision® SharePoint® Tools

PaperVision® E-Forms

PaperVision® Forms Magic™ Technology

PaperVision®.com

Any Document. Anywhere. Anytime.®

PaperVision® ScanPro

Sys.tm®

The ECM Man (commonly known as Earl) is also a trademarked image, so the ® symbol should be applied to every image of him we create and use.

Trademarks of Digitech Systems, LLC

PaperFlow™

OCRFlow™

Forms Magic™

QCFlow™

Do's & Don'ts of Trademark Usage

Digitech Systems is the official company name, and the trademarked names listed above are the official titles of Digitech Systems' software and services. The name of the company and the titles of its software and services are not to be altered or abbreviated when communicating with the public.

For example: "ImageSilo® is a cloud ECM service." not "Silo is a cloud ECM service."

"PaperVision® Enterprise is an on-premise ECM." not "PVE is an on-premise ECM."

"Digitech Systems provides software and services" not "Digitech (or DigiTech) provides software and services."

When discussing a product or service owned by Digitech Systems, the possessive apostrophe needs to follow the "s" in Systems.

For example: PaperVision® Enterprise is Digitech Systems' on-premise ECM.

Customization and Use of Neuromarketing Assets

Digitech Systems has produced a series of sales tools known as Neuromarketing Assets ("Assets"). These Assets can be found in the online reseller portal known as MyDSI, and are available for resellers to use in their own sales and marketing efforts. These unique tools enhance brand identity and promote the unique benefits offered by the Digitech Systems product line. We expect them to dramatically improve your sales and marketing effectiveness!

To protect Digitech Systems' intellectual property and thereby benefit everyone in our Value Added Reseller and End-User community, the following terms of use apply.

Terms of Use

Resellers may use any of the marketing materials FREE of charge for their own sales and marketing activities. No changes may be made to the free materials, except for limited customizations. All copyrights and trademarks will be enforced, and the logos, trademarks, and copyright symbols on the original artwork must remain intact.

Digitech Systems reserves the right to review and approve all uses of these materials, including uses of the *ECMNOW!* logo and other trademarks.

Digitech Systems intends to continue to produce new marketing materials (including video testimonials and case studies). Resellers can participate in these efforts. Contact your CDM to learn what opportunities are available and get signed up to participate.

Any materials that make use of the *ECMNOW!* claims (*EfficiencyNOW!*, *ControlNOW!*, and *MoneyNOW!*) logomark, other protected artwork, text, or creative content (i.e. trademarked product names, works of authorship, or compilations or derivatives of the marketing materials or their elements) are subject to review and approval by Digitech Systems.

Customizations

Resellers may arrange for limited customizations to be added to certain marketing materials, including their own company logos and contact information. However, resellers are not authorized to make their own changes to any marketing materials. To protect these unique pieces of work, resellers must work with Digitech Systems on product customizations.

Digitech Systems reserves the right to review and approve all customized versions of the marketing materials before they will be made available for the reseller's use.

Company and Product Specific logos

The Digitech Systems logo, ImageSilo logo, PaperVision logo, *ECMNOW!* logo, Swirl, ECM Man (commonly known as "Earl"), and Tagline are each represented graphically in a uniquely rendered piece of artwork and are an important and valuable asset for creating corporate identity. The Digitech Systems family of logos has carefully defined spacing and size requirements and should not be modified. They should never appear in conjunction with any other symbol, icon, text or be contained within another shape. The logo should never be screened back or used in any other color without prior authorization from Digitech Systems.

1. Your company name must be a minimum of two times larger and more visually prominent than the Logos or Swirl in both size and graphic impact.
2. The Logos and Swirl must not be positioned in close proximity to competing elements. All typographical elements, graphics or text must be placed no closer to each side of the logo or swirl than a distance of $\frac{1}{2}$ the height of the largest letter in the logo. No text or graphics may violate this space.
3. Reproducing the Digitech Systems logo, ImageSilo logo, PaperVision logo, *ECMNOW!* logo, Swirl, ECM Man, and Tagline in color is preferred in order to maximize the equity of these powerful, well-recognized symbols. If color is not possible, they may be reproduced in black or reversed to white out of a field of color.
4. Never create your own version of the Digitech Systems logo, ImageSilo logo, PaperVision logo, *ECMNOW!* logo, Swirl, ECM Man, or Tagline. Use only the authorized logos provided by Digitech Systems. To acquire electronic versions of the Digitech Systems logo, ImageSilo logo, PaperVision logo, *ECMNOW!* logo, Swirl, ECM Man, or Tagline, visit <http://mydsi.digitechsystems.com>.

These logotypes protect Digitech Systems' intellectual property and thereby benefit everyone in our Value Added Reseller and End-User community. They ensure that a copycat product is not substituted, and they identify you as a member of a trusted reseller group.

Digitech Systems Logo



Yellow - PMS 116
Green - PMS 356



One Color



Reversed

ImageSilo Logo



Red - PMS 188
Green - PMS 356



One Color



Reversed

PaperVision Logo (For use in PaperVision® Enterprise software)



Green - PMS 356
Black



One Color



Reversed

PaperVision (Powered by PaperVision) Logo (For use in ImageSilo® interface)



Green - PMS 356
Black



One Color



Reversed

Swirl Logo



Green - PMS 356



One Color



Reversed

ECMNOW! Logo



Yellow - PMS 116
Green - PMS 356



One color



Reversed

ECMNOW! By Digitech Systems, LLC Logo



Yellow - PMS 116
Green - PMS 356



One color



Reversed

Sys.tm Logo



Dark Blue- PMS 7455
Orange- PMS 1375
Yellow - PMS 115
Light Blue- PMS 299



One color



Reversed

Sys.tm Brand Mark



Full Color



One Color



Reversed

Digitech Systems Signature (logo and tag)

Tagline

1. Your company name must be a minimum of two times larger and more visually prominent than the Tagline, in both size and graphic impact.
2. The Tagline must not be positioned in close proximity to competing elements except the Digitech Systems Logo. When using the Tagline with the Digitech Systems Logo, it must appear just below the Logo.
3. Reproducing the Tagline in color is preferred. If color is not possible, the logo may be reproduced in black or reversed to white out of a field of color depending on the color the Digitech Systems Logo being used.
4. Always use the font Arial Bold when reproducing the Tagline. The bullets should be the same size as the text. See below for use with Digitech Systems Logo.
5. Never create your own version of the Tagline. Use only the authorized text recommended by Digitech Systems. For more information regarding how the tagline should be used, contact the Marketing Department at 866.374.3569.



Yellow - PMS 116
Green - PMS 356



One Color



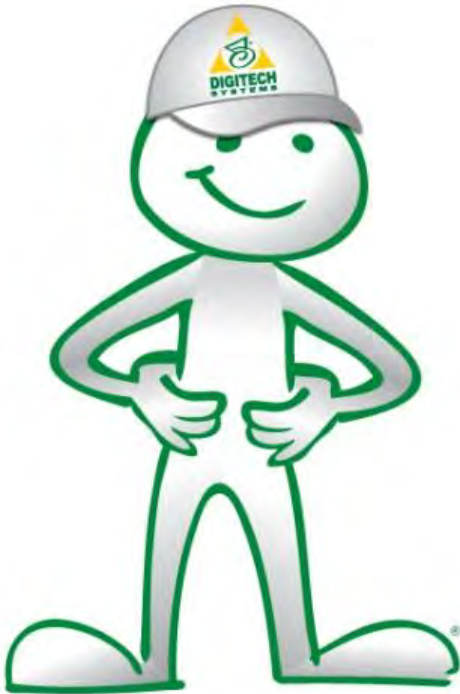
Reversed

Claims Icons



ECM Man

Commonly known as “Earl”, the ECM Man is rendered in different clothing and poses. Do not create your own custom versions of Earl. Please request the assistance of the Marketing department. All versions of Earl should include the registered trademark symbol.



Tagline

Any Document • Anywhere • Anytime®

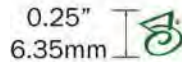
Size, Placement and Usage for Logos

Minimum Size of Logo Reproduction

To ensure legibility, the Digitech Systems logo and signature should never appear below a minimum size of 0.5” or 12.7 mm in height.

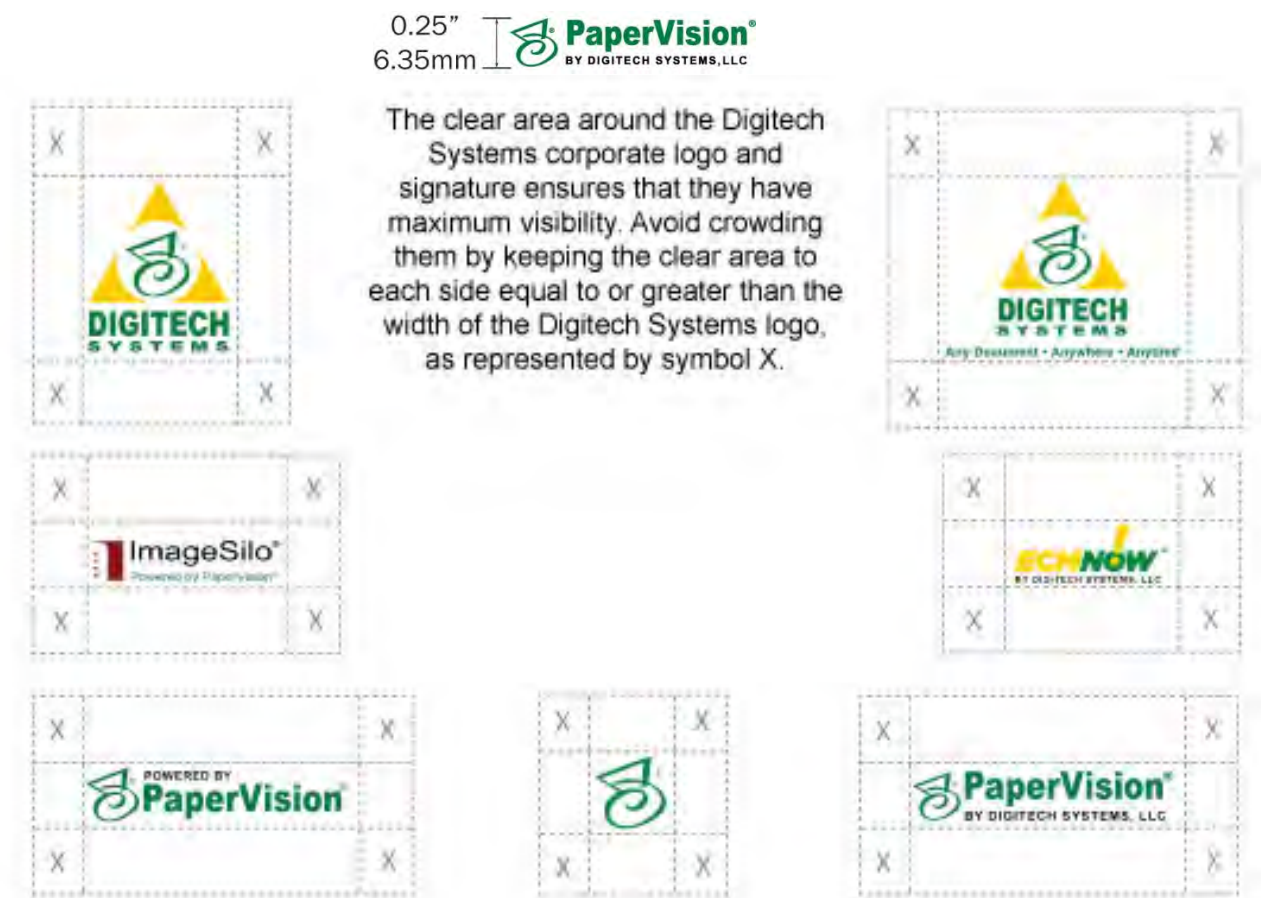


To ensure legibility, the ImageSilo logo, the PaperVision logo, the Powered by PaperVision logo and the Swirl should never appear below a minimum size of 0.25” or 6.35 mm in height.



Logo Whitespace Requirements

The minimum clearance between the logo and other elements should be equal to the height of the logo.



Use of Logo Variations in the Media

The chart below provides the appropriate use of the Digitech Systems' family of logos for specific applications. The preferred electronic file format is listed according to the specified application.



*Two Color
(PMS 116 & 356)*

*One Color
(Solid Black)*

Four Color Process Printing	EPS	EPS
Two Color Printing	EPS	EPS
One Color Printing		EPS
Electronic Media (Web, PowerPoint)	JPG, GIF, PNG	JPG, GIF, PNG
Word Processing (MS Word, Word Perfect)	JPG or TIF	JPG or TIF
Billboards, Signs, Poster and Banners	EPS	
Embroidery, Silk-Screen	EPS	EPS

Logo Use on a Color Background

Correct use of color enhances the impact of the Digitech Systems family of logos and differentiates Digitech Systems from the competition. Use the guidelines below for placing the logos on a background color.



Four Color Process - CMYK

Use only on a white background. Any other background needs to be reviewed by Marketing.

Two Color - PMS 356 and PMS 116

Use only on a white background. Any other background needs to be reviewed by Marketing.



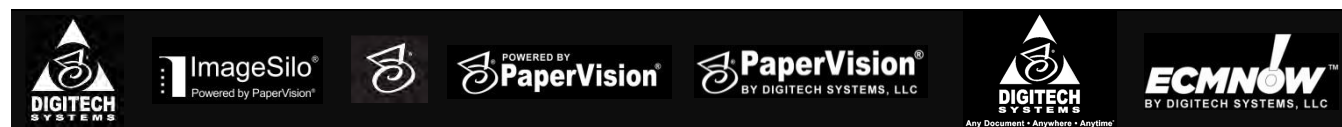
One Color

Use on a white background



One Color

Use with a background up to 30% black.



Knockout or Reverse

On a black or dark background, the logos should be reversed.

Common Errors

Do not transpose the



colors in the logo or logotype.



Do not stretch, condense or distort the logos in any way.



Do not change the color of the logos.

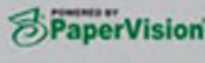
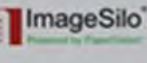


Do not alter the proportions between the Digitech Systems symbol and the logotype.

Do not alter the relationship between the Digitech Systems symbol and the logotype.



Do not replace the logotype with another typeface.



Do not place the color signature on a colored background without approval from Marketing.



Do not place the reverse signature on a lightly colored background without approval from Marketing.



Do not place the signature on a patterned background, because it makes the signature unclear.

Master Colors

All colors are in PMS Spot color. Here are the following color guidelines for converting.

 <p>Digitech Systems Green PMS 356 Solid Coated CMYK: 96, 24, 100, 15 RGB: 0, 121, 53 #007935</p>	 <p>Digitech Systems Yellow PMS 116 Solid Coated CMYK: 1, 20, 100, 0 RGB: 255, 206, 0 #ffce00</p>	 <p>ImageSilo® PMS 188 Solid Coated CMYK: 33, 92, 73, 38 RGB: 121, 36, 47 #79242f</p>
 <p>PaperVision® Enterprise PMS 357 Solid Coated CMYK: 86, 40, 91, 38 RGB: 27, 86, 51 #1b5633</p>	 <p>PaperVision® Capture PMS 5473 Solid Coated CMYK: 91, 49, 49, 23 RGB: 3, 93, 103 #035d67</p>	 <p>PaperFlow™ PMS 254 Solid Coated CMYK: 45, 99, 0, 0 RGB: 158, 29, 151 #9e1d97</p>
 <p>PaperVision® Forms Magic Technology PMS 362 Solid Coated CMYK: 74, 15, 100, 2 RGB: 76, 157, 69 #4c9d45</p>	 <p>PaperVision® Enterprise Report Management PMS 723 Solid Coated CMYK: 24, 63, 100, 10 RGB: 180, 107, 33 #b46b21</p>	 <p>PaperVision® Enterprise WorkFlow PMS 2617 Solid Coated CMYK: 84, 100, 24, 20 RGB: 73, 14, 103 #490e67</p>
 <p>PaperVision® SharePoint Tools PMS 2736 Solid Coated CMYK: 98, 93, 0, 0 RGB: 18, 38, 170 #1226aa</p>	 <p>PaperVision® E-Forms PMS 375 Solid Coated CMYK: 47, 0, 100, 0 RGB: 148, 214, 0 #94d600</p>	

A note about Social Media

Digitech Systems reserves the right to review all uses of our company and product names as well as the use of logos and identifying marks on social media sites.

Review is easy! Just contact the Marketing department: 1.866.374.3569.

And don't forget to follow and link to us



<https://twitter.com/ecmnow>



<http://www.linkedin.com/company/114779>



<http://www.youtube.com/user/DigitechSystemsInc>

Legal Notices

Digitech Systems' trademarks, service marks and trade names are valuable assets. Because we intend to protect these assets and strengthen corporate and brand identities, Digitech Systems requires that use of its trademarks reflect a positive image and do not confuse or deceive consumers. Only Digitech Systems and its authorized resellers and licensees can use our logos in advertising, promotional and sales materials. Authorized resellers can use the Digitech Systems logo only as specified in their reseller agreement and must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Digitech Systems.

The guidelines contained in this brochure are for Digitech Systems licensees, authorized resellers, customers and other third parties wishing to use Digitech Systems' trademarks or images in promotional, advertising, instructional or reference materials, websites, labels or packaging. If your license provides special trademark usage guidelines in your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then follow the guidelines contained in this brochure.

If you have any questions regarding Digitech Systems' corporate style guidelines, please contact the Marketing department: 1.866.374.3569 or email marketing@digitechsystems.com.