openedge

A division of **global**payments

Divisional
Brand
Standards

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✉ info@openedgepay.com

🐭 openedgepayment.com

b⟫ blog.openedgepayment.com

🐦 f in g+ ▶

FOR **INTERNAL**
USE ONLY

Purpose

Implementing unified branding, guidelines and templates creates a cohesive "look and feel" to all of OpenEdge's assets, including but not limited to: websites, flyers, brochures, stationary, business cards, tradeshows, PowerPoint presentations, videos and demos.

Our brand should be recognizable not just by the logo, but by the overall colors and design used to create a sense of mood and feeling around our image.

Contents

Contact

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Logo Usage and Clear Space

A library of OpenEdge logos can be found at: **openedgepay.com/marketing/logos/index.html**

No changes should be made to the OpenEdge logo. Clear space around the OpenEdge logo should be a minimum of 0.5x, where x is the height of the OpenEdge logo mark.

Logo Variations and Usage

Logo over White Background	Logo over Dark Background	Logo for Grayscale Printing

Minimum Logo Size

The minimum size of the OpenEdge logo mark should be 0.4 inches, or 10mm. This is to ensure overall legibility and visibility of the logo mark and logotype.

Merchant-Facing Product Logos

Below each merchant-facing product logo is the correct way to portray the name in text. While the logo may appear as one word, the correct way in text may be 2 words.

Activate **Plus**
In text: Activate Plus

OpenEdge **IQ**
In text: OpenEdge IQ

OpenEdge **Care**
In text: OpenEdge Care

Decline **Minimizer**
In text: Decline Minimizer

OpenEdge **Check**
In text: OpenEdge Check

OpenEdge **Gift**
In text: OpenEdge Gift

Offline **Processing**
In text: Offline Processing

OpenEdge **Pay**
In text: OpenEdge Pay

OpenEdge **PC**
In text: OpenEdge PC

Rapid **Activation**

Rapid **Activation**
In text: Rapid Activation

OpenEdge **View**
In text: OpenEdge View

Portal logo:

OpenEdge **View**

OpenEdge **Mobile**
In text: OpenEdge Mobile

iPhone/Android icons:

PCIASSURE®
A Service of **openedge** A division of **global**payments
In text: PCI ASSURE®

EdgeShield™
Security Bundle

EdgeShield™
Security Bundle

In text: EdgeShield™

Developer-Facing Product Logos

Below each developer-facing product logo is the correct way to portray the name in text. While the logo may appear as one word, the correct way in text may be 2 words.

OpenEdge
Experts

In text: EdgeExperts

EdgeLink
SDKs

In text: EdgeLink SDKs

EdgeLink
Cloud

In text: EdgeLink Cloud

EdgeLink
PC

In text: EdgeLink PC

EdgeLink
Mobile

In text: EdgeLink Mobile

EdgeLink
Gateway

In text: EdgeLink Gateway

OpenEdge
Host Pay

In text: OpenEdge Host Pay

OpenEdge
Platform

In text: OpenEdge Platform

EdgeExpress
PC

In text: EdgeExpress PC

EdgeExpress
Mobile

In text: EdgeExpress Mobile

EdgeExpress
Cloud

In text: EdgeExpress Cloud

Vertical Logos

As OpenEdge's Sales and Marketing efforts expand into new verticals, we find it a competitive benefit to position ourselves within that industry. Creating a vertical-space appropriate logo and becoming experts on that verticals' payment needs is crucial to securing partners. Below are the logos we have created to date:

Behavioral HEALTH SOLUTIONS

Campsite SOLUTIONS

Pharmacy SOLUTIONS

Fundraising SOLUTIONS

Practice MANAGEMENT SOLUTIONS

Car Wash SOLUTIONS

Event SOLUTIONS

Color Palette and Usage

Primary Palette

The following colors and all shades of black are the main colors to be used in OpenEdge's collateral. Varying tints and opacity may also be used.

Main color used in merchant-facing collateral
PMS 541C

C=100 M=57 Y=0 K=38
R=0 G=70 B=127
#00467f

Main color used in corporate collateral
PMS 285C

C=89 M=43 Y=0 K=0
R=0 G=125 B=195
#007dc3

PMS 2915C

C=53 M=12 Y=0 K=0
R=109 G=185 B=230
#6db9e6

PMS 368C

C=43 M=4 Y=77 K=0
R=156 G=197 B=104
#9cc568
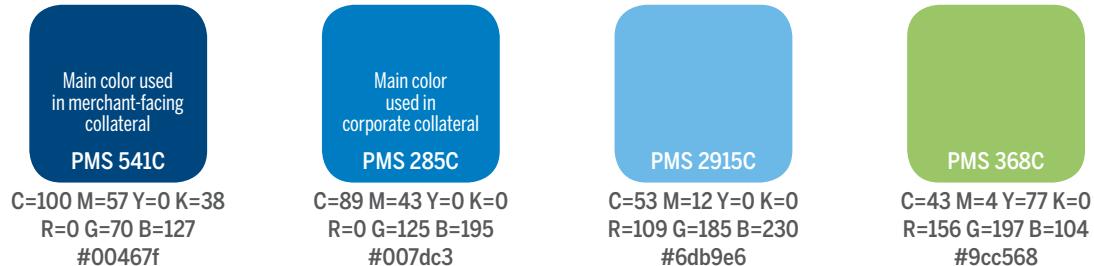
Secondary Palette

The following colors are to be used as needed in headings, subheadings, graphic elements, charts, infographics, etc. when more colors are needed to enhance the design of the collateral. However, these should not be used as a main color.

PMS 193C

C=13 M=100 Y=80 K=3
R=204 G=12 B=57
#cc0c39

PMS 130C

C=0 M=38 Y=100 K=0
R=255 G=171 B=7
#ffab07

PMS 382C

C=27 M=5 Y=100 K=0
R=200 G=207 B=2
#c8cf02
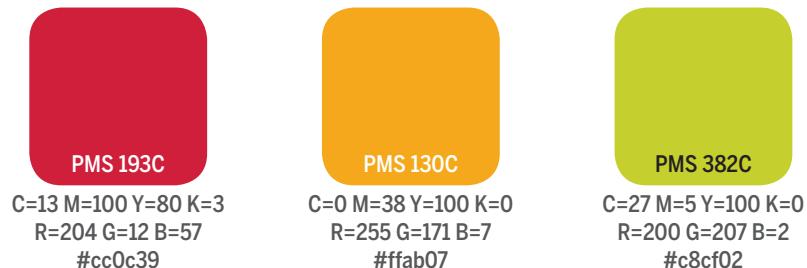
Accent Palette

The following colors can be used for additional graphic elements, but are less prominent than the secondary palette.

PMS 618C

C=27 M=31 Y=87 K=1
R=191 G=164 B=73
#bfa449

PMS 107C

C=2 M=9 Y=100 K=0
R=255 G=251 B=6
#ffdd06

PMS 187C

C=23 M=100 Y=100 K=17
R=169 G=7 B=30
#a9071e

PMS 7540C

C=73 M=59 Y=52 K=35
R=67 G=77 B=83
#434d53

PMS 7715C

C=83 M=44 Y=48 K=17
R=45 G=106 B=112
#2d6a70

Main color used in developer-facing collateral
PMS 668C

C=67 M=71 Y=33 K=14
R=97 G=83 B=117
#615375

Fonts

OpenEdge has chosen Benton Sans Open Type Face as its typeface for design applications. Design consistency is key in creating OpenEdge visuals and building brand equity.

In cases where Benton Sans is not available, such as PowerPoint® and Microsoft® Word documents, Calibri may be used as a substitute.

Benton Sans

Benton Sans Thin

Benton Sans Thin Italic

Benton Sans Extra Light

Benton Sans Book Extra Light Italic

Benton Sans Light

Benton Sans Light Italic

Benton Sans Book

Benton Sans Regular

Benton Sans Regular Italic

Benton Sans Medium

Benton Sans Medium Italic

Benton Sans Bold

Benton Sans Bold Italic

Benton Sans Black

Benton Sans Black Italic

Benton Sans Condensed

Benton Sans Condensed Light

Benton Sans Condensed Light Italic

Benton Sans Condensed Book Italic

Benton Sans Condensed Regular Italic

Benton Sans Condensed Medium

Benton Sans Condensed Medium Italic

Benton Sans Condensed Bold

Benton Sans Condensed Bold Italic

Benton Sans Condensed Black

Benton Sans Condensed Black Italic

Benton Sans Compressed

Benton Sans Compressed Light

Benton Sans Compressed Light Italic

Benton Sans Compressed Book

Benton Sans Compressed Regular

Benton Sans Compressed Book Italic

Benton Sans Compressed Medium

Benton Sans Compressed Medium Italic

Benton Sans Compressed Bold

Benton Sans Compressed Bold Italic

Benton Sans Compressed Black

Benton Sans Compressed Black Italic

Graphic Elements

Payments III Tagline Logo

The *Payments Integrated. Innovative. Intelligent.* logo should be used as a standard tagline. This is an Illustrator file and should be placed in a letter sized document at 44% scale. It is available in horizontal and vertical formats.

Payments**Integrated. Innovative. Intelligent.**

Payments**Integrated.**
Payments**Innovative.**
Payments**Intelligent.**

Call to Action

OpenEdge has created a distinct call to action design that should be placed on corporate collateral when appropriate. Specific content will vary by audience and should be linked within the document. This is an Illustrator file and can be edited and should be placed in a file at 30% scale.

855.443.8377

developers@openedgepay.com

openedgepayment.com

blog.openedgepayment.com

Squares Graphic

The "Squares Graphic" element was first introduced in OpenEdge's letterhead and envelope design. It may be used in other collateral as well.

Iconography

Icons can be an important part of OpenEdge's design elements. Used to draw attention in a simplfied, but bold manner.

Automotive	Self-Storage	Medical	Dental	Veterinary
Field Services	Legal	Retail	Restaurant	Salon/Spa
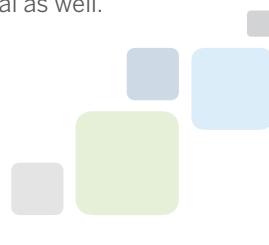
Color Blocks and Photos

The OpenEdge "style" includes the use of color blocks overlapping photos. In InDesign, in the Effects window, select transparency blend mode: multiply at 100% opacity.
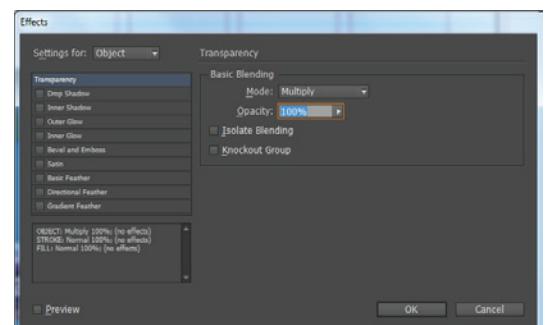
Corporate Marketing Templates

Divisional Brochure pgs. 1-2

Developer-Facing Corporate Brochure

Merchant-Facing Corporate Brochure

Corporate Marketing Templates (cont.)

Press Release Template
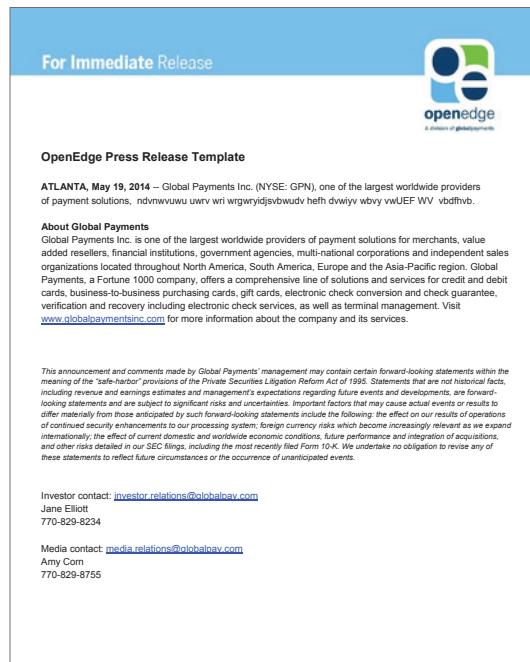
Pocket Folder
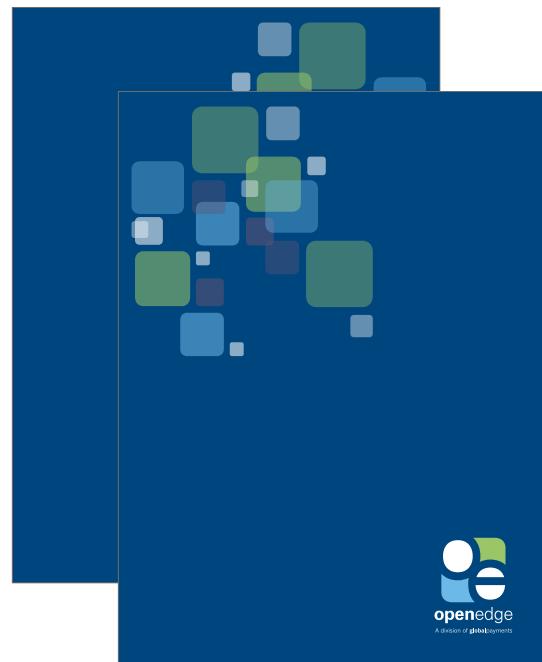
PowerPoint Presentations

Corporate Marketing Templates (cont.)

Business Cards

Sid Singh
SVP & General Manager

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FAX   770.829.8247
sid.singh@openedgepay.com

openedge**.com**

10 Glenlake Parkway, NE, North Tower, Atlanta, GA 30328-3473

Letterhead

Letterhead is supplied at all office locations. When printing letterhead, use the preprinted supply. Electronic letterhead should be used only for electronic correspondence and is not to be printed as this will result in a substandard graphic printout.

Envelopes
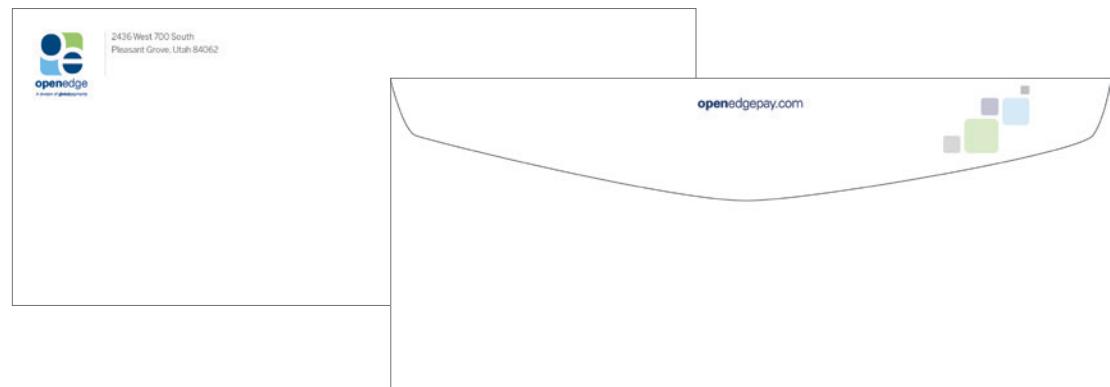
The OpenEdge Website

The main OpenEdge website can be accessed through this URL: **www.openedgepayment.com**. I
t is updated on an as needed basis.

Social Media

OpenEdge is able to keep our customers informed in a timely manner by having a presence on social media. We currently maintain active accounts on LinkedIn, Facebook, Twitter, Google+ and YouTube. Regular updates keep our followers entertained with informative, educational and fun content. Below are screenshots of our active accounts:

URLs

Twitter: https://twitter.com/OpenEdgePay

Facebook: https://www.facebook.com/OpenEdgePay

LinkedIn: https://www.linkedin.com/company/openedge

Google+: https://plus.google.com/+Openedgepay

YouTube: http://www.youtube.com/c/Openedgepay
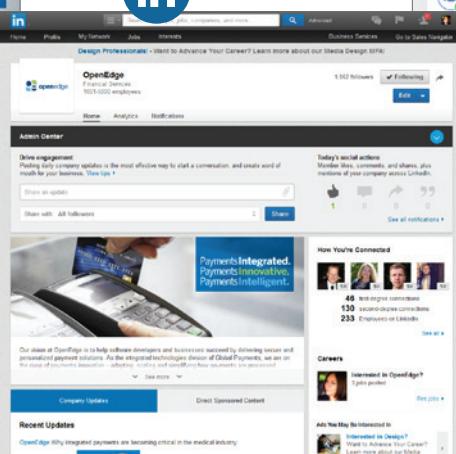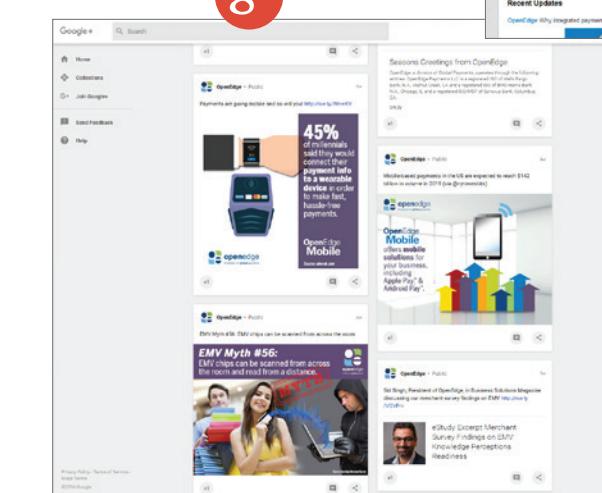
Payments Blog

The OpenEdge Payments Blog can be accessed through our website or this URL: **blog.openedgepayment.com**. It is constantly updated with informative, educational content relating to the payments industry.

Microsites

We currently have two live microsites for the verticals we serve:

Pharmacy Solutions: **openedgepayment.com/pharmacy**
Practice Management Solutions: **openedgepayment.com/practice-management**

These microsites contain informative content regarding our product offerings for their respective industries.
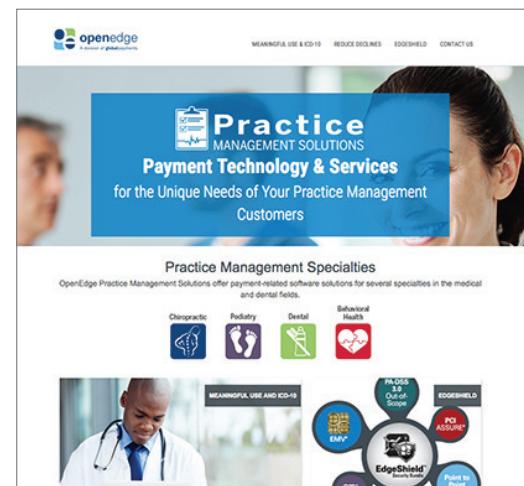
The Legal Stuff

OptBlue® Program

Any materials, advertising, promotions or rules that promote the OptBlue® program need to post the following disclaimer in a clear and conspicuous place:

"American Express® is not a sponsor or administrator of this marketing program."

OpenEdge Disclaimer and Literature Code

To be added to the end of each document in the "Disclaimer" Paragraph Style: Benton Sans Comp Light, 5.5/6.5, 85% Black:

Our legal team came up with the beautiful and eloquent statement below (in blue) as a way to "bundle together" a collection of trademarks in one statement. Instead of listing the Apple Pay statement, Ingenico statement, Android statement, etc. separately, we can use a blanket statement. See the blue text below that is to go after the EMV representation.

A literature code with document name-audience-date-author should be added to each document.

OE BrandStandards-Corp-102917-TN

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Trademarks and service marks ("mark" or "marks") are important and valuable assets for both businesses and consumers. A distinctive mark allows a business to build public goodwill and brand reputation in the goods or services it sells. Marks also help consumers identify the source of goods and services and make informed choices based on their experiences.

Generally, demarcation is not necessary for every occurrence of a trademark or service mark in an article, press release, advertisement or on a website, etc; however, at a minimum, this identification should occur at least once in each piece, either the first time the mark is used or with the most prominent use of the mark. When in doubt, err on the side of "over-marking." [1]

Company™   Goods®   Services℠

As a general rule, when any trademarks are needed, OpenEdge has chosen to place the mark on the first occurrence in a headline and in body copy. For a total of 2 marks. There are times when the mark may not look appropriate when following this rule, therefore, choose the next best occurrence. There may also be times when it is appropriate to add the mark to an image.

[1] *A Guide To Proper Trademark Use (http://inta.org/Media/Documents/2012_TMUseMediaInternetPublishing.pdf)*, International Trademark Association, 655 Third Avenue, 10th Floor, New York, NY 10017-5646, USA, 212-768-9887, inta.org, info@inta.org.

The Legal Stuff (cont.)

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