

Visual Identity and Brand Guidelines

SAVO | **SMARTER
SELLING**®



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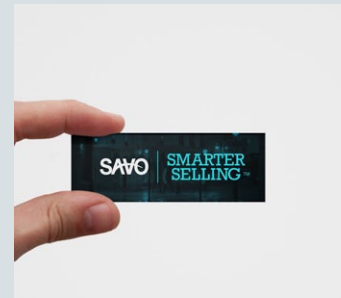


The SAVO brand

The SAVO brand is one of our most important assets. It can embody who we are and what we value. It can express what we do that uniquely benefits all the audiences we touch and sets us apart from the competition. But only if we properly build and manage it.

This is an exciting moment for the SAVO brand, and for all of us as communicators. Much work has been done in recent months to clarify how we want to shape the SAVO identity and strengthen its value in the market.

While there is much more to come as all aspects of our branded communications are being redefined. This brand GL provides us all with a guide to the new visual and verbal tools we will be using to ensure our brand more powerfully supports our business goals.



The SAVO Edge

Having a great brand is not just about being well-known. It's about being known for something we do well relative to our competitors that is of importance to our clients.

As we refresh, expand and amplify our presence in the marketplace, it is essential that we all have the same understanding of what we want to communicate about our company, and that we are all working from the same playbook.



The SAVO Brand

The tag “SMARTER SELLING” encapsulates the dynamic concept of the SAVO strategy being one that is changing the landscape of the business consulting.

As our experience grows, we are constantly redefining what the consulting/client relationship means in today’s B2B markets.

This brandline tag is always used in the lockup and should be used in all documents. Please follow the original lockup as seen here.

Side-by-side is the primary version of the lockup, with secondary vertical option shown at right.

The brandline tag design can also be reversed - white on a secondary color. The brandline is integral to the SAVO brand identity.



The Core Signature

The SAVO | SMARTER SELLING core signature is the key component of our visual identity system. The full value of the signature as the primary company identifier is achieved only when it is used consistently across all applications.

Two-color signature
(SAVO Blue 03/black)



SALES Blue 1
Hex 00 B0 D5
RGB 0 170 198
CMYK 84 72 0 0
Pantone 3125

One-color signature
(SAVO Rich Black)



SAVO Rich Black 1
Hex 08 0D 12
RGB 8 13 18
CMYK 70 50 30 90
Pantone 296

One-color reverse signature
(white)



SALES Blue 1



The SAVO logo

The SAVO logo is used in both product branding and in corporate identity.

For product branding, the SAVO | SMARTER SELLING logo should be displayed with the 'TM' symbol in the correct size and format.

SAVO logo itself should be displayed together with the brand tagline. But sometimes it can not. In these cases the 'TM' symbol need NOT be displayed.

Please use only the official SAVO logo artwork, downloadable on S4S. Do not modify the artwork. Please do not attempt to recreate the logo and do not re-use logo art that has already been used elsewhere.



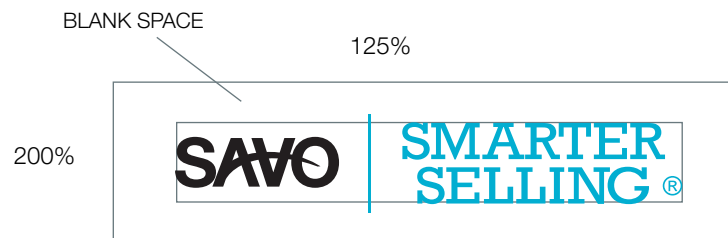
Logos to be displayed in sizes larger than 1.5" should



Logos displayed in sizes less than 1.5" wide print or screen display sizes:



For very small sizes, such as buttons, icons, favicons or other special instances, the SAVO logo may be used by itself.



Please leave ample space around the logo. A suggested minimum space is shown at left.





LIVE DEMO



Preferred **digital media** call-to-action features short, succinct action ('LIVE DEMO')



Get Started Today

+1 312 506 1701 x3 | savogroup.com

Preferred **print media** call-to-action. No need to shout the phone number or URL. Viewer just needs to know where to find it (via this strong visual locator.)

Call-to-Action

Visual consistency in call-to-action helps viewers know where to click online and in print, where to find the URL and/or number to call to initiate contact with us. Note: SAVO templated communications already have formatted call-to-action blocks.

The SAVO Lockup

The standard SAVO lockup should be used whenever possible. It reinforces the SAVO brand identity that our clients are familiar with, and in the call-to-action, the way our future clients can contact us.

Coloration and use of the lockup should be used consistently in each type of reproduction: brochures, sellsheets, ads, etc. With the exception of the logo, the color formulas of the elements can be changed to coordinate with the specific design.



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The elements in the lockup should remain consistent in scale, position and proportion.

Due to size restrictions, the lockup may not always fit the required size. In this case all the elements should still be included, but in a way that can adhere to the size of the design. The logo may be omitted from a lockup or

boiler plate, so long as it is positioned elsewhere in the document.

The copyright info should be placed in close proximity to the lockup when possible. The correct copy is: “© year SAVO Group Ltd. All Rights Reserved.”

At this time, no general disclaimer is required for SAVO communications



The SAVO persona

SAVO operates with the highest level of expertise and integrity. Its core business is consulting with, and joining our clients in meeting their vital business challenges.

Although cloud-based software and material data support is central to most SAVO product offerings, it is the rock-solid credibility of our image as innovators and thought leaders that is key to our ability to *attract, win and keep* clients.

The SAVO voice:

1 -SIMPLE + STRAIGHT FORWARD

Project confidence and knowledge in the most professional and straight-forward way. Without *embellishment* or all-encompassing superlatives.

Examples:

Use ‘SAVO offers solutions to increase sales.’ instead of ‘SAVO offers powerful, state-of-the-art ways to increase sales.’

The first example is preferred because:

- a) it is shorter, more succinct -More likely to be absorbed during a quick scan and to resonate later on.
- b) The superlatives in the second example are ‘glittering generalities’ and so have no inherent credibility within the context of a given statement. They can come off as over-reaching and so undermine our credibility.

A better type of adjective to apply (if any) would be one that *qualifies* and helps define, such as: ‘..cloud-based solutions..’

2 -AVOID OVERLY-FAMILIAR TONES

What works in person may not in visual communications. Examples:

Use ‘SAVO offers more..’ instead of ‘We offer you more options..’

Use ‘The features will provide..’ instead of ‘You’ll love the features..’

3 - SENTENCE CASE HEADERS

Sentence case headers, subheads and bullets are best for readability and for being a bit less stuffy and formal than title case headings -*when a short sentence or phrase is involved.*

4 - TITLE CASE TITLES

Document, page, header, venue, product and other formal names and titles may use title case -or less often ALL CAPS as needed.



SAVO Color Systems

Primary color palette

The primary color palette consists of PMS 296 Rich Black and PMS 3125 Blue (equivalent CMYK, Hex and RGB values).

The primary colors are used as significant colors in print and online, giving our visual identity a clean, bold appearance.

















Secondary color palette

The secondary color palette consists of A wide range of the color spectrum. These colors can be used in marketing materials, as secondary colors on the web site, and in charts, graphs, diagrams, as well as any web graphic treatments. Please note that lighter colors have a slightly darker value for use in type.
















Tints and Gradients

The use of tints and gradients can be used and coordinated with the primary and secondary color palette. The use of this type of treatment should be kept to a minimum.

Tint percentages: 20% 40% 60% 80%

Smarter Color	HEX	RGB	CMYK	Spot
 SAVO Rich Black 1	08 0D 12	8 13 18	70 50 30 90	296
 SAVO Grey 1	2C 3F 49	44 63 73	82 63 53 43	7546
 Grey 2	89 94 9B	143 145 147	23 17 13 41	Cool Grey 8
 Grey 3	B6 BF C2	182 192 194	29 18 20 0	Cool Grey 3
 Grey 4	D8 E0 E3	216 227 224	14 7 7 0	Cool Grey 1
 Blue 1	00 B0 D5	0 170 198	84 12 0 0	3125
 Blue 2	02 B9 EE	2 185 238	68 5 0 0	3115
 Blue 3	34 BC DE	52 188 222	66 3 8 0	311
 Green 1	75 C4 0F	117 196 15	58 0 100 0	375
 Green 2	97 E8 5B	151 232 91	42 0 84 0	375 97%
 Green 3	9C EB 62	156 235 98	40 0 81 0	375 94%
 Orange 1	F5 80 25	245 128 37	0 61 97 0	1585
 Orange 2	FC A1 32	249 161 52	0 43 90 0	137
 Orange 3	FD AE 50	251 173 81	0 37 77 0	136
 Yellow	FA D0 00	250 208 0	3 16 100 0	115U
 SALES OPNS / Sales Onboarding	57 76 AE	87 118 184	72 52 8 1	660U



SAVO Color Name	HEX	RGB	CMYK	Spot
 SAVO Rich Black 1	08 0D 12	8 13 18	70 50 30 90	296
 SAVO Grey 1	2C 3F 49	44 63 73	82 63 53 43	7546
 SAVO DK Blue	10 8E AE	16 142 174	82 30 23 0	7459
 SAVO Med Blue	37 AD CA	55 173 202	70 12 16 0	361
 SAVO T	1F 84 9B	32 132 155	83 35 31 3	362
 SAVO DK Green	46 6D 0E	70 109 14	73 35 100 24	575
 SAVO Med Green	7C AF 41	129 175 29	58 11 100 1	369
 SAVO T	68 92 3E	104 145 7	30 15 120 8	7490
 SAVO LT Green	C2 E4 5E	194 228 94	28 0 78 0	374
 SAVO T	98 B0 45	152 175 69	38 7 88 12	7495
 SAVO Yellow	FE DE 4D	254 222 77	19 81 0	115
 SAVO T	AE AF 23	228 175 35	5 0 0 45	124
 SAVO Violet	FD AE 50	152 85 162	45 79 0 0	254
 SAVO Pink	EF 5B 99	239 91 153	0 80 5 0	212
 SAVO Green Glow	b2d235	178 210 53	35 0 100 0	382



ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Proxima Nova, Black / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Proxima Nova, Extrabold / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Proxima Nova, Bold / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Proxima Nova, Semibold / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Proxima Nova, Regular / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Proxima Nova, Light / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Helvetica Neue LT Pro 85 / 86

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Helvetica Neue LT Pro 75 / 76

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Helvetica Neue LT Pro 65 / 66

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Helvetica Neue LT Pro 55 / 56

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Helvetica Neue LT Pro 45 / 46

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?\$&*

Helvetica Neue LT Pro 35 / 36

Primary typeface

Proxima Nova 45 and 55 Thin and Regular. Use of this font will ensure consistency in all our market-facing materials. All collateral produced by Marketing uses the Helvetica Neue fonts in all SAVO market facing documents including advertisements, brochures, announcements, invites, evites, white papers. Plain type style for body text, the bold weight for headings and subheads.

Secondary typeface

Helvetica Neue LT Pro 45 and 55, Light and Medium may also be used in collateral and web graphic treatments for headers and introductory text to highlight the nature of the content. This typeface is also used in ad headlines and secondary tag lines.

Smarter typeface

Rockwell Regular is the typeface used in both the 'SMARTER SELLING' and "SMARTER@" branded elements. Use of this font elsewhere is tightly restricted.





RESERVED FONT

Rockwell Font Family - Including Rockwell Extra Bold ALL-CAPS. An additional design font reserved specifically for use in advertising headlines and special branding. This special font is distinctive and attention getting. This font is part of the marketing campaign branding package, and should not be used for SAVO communications except in connection with branded marketing campaigns. Examples shown at left.

Rockwell Std Light

HIGH IMPACT

Rockwell Std

HIGH IMPACT

Rockwell Std Bold

HIGH IMPACT

Rockwell Std ExtraBold

HIGH IMPACT

Rockwell Light

HIGH IMPACT

Rockwell Bold

HIGH IMPACT

Rockwell ExtraBold

HIGH IMPACT

Rockwell WGL Light

HIGH IMPACT

Rockwell WGL Regular

HIGH IMPACT

Rockwell

HIGH IMPACT



Branded Communications

Knowing where to be, when to be there
and what to be armed with —before the
competition does.

That's what it's all about for our clients.
Providing 'smart' systems that help them see
further ahead is our business.

We draw on our smarter technologies, our
relationship-building skills, and our love of a
tough challenge.

And we don't stop. Our drive to help our
clients succeed is unending.



To successfully navigate the multiple pathways and touch points that make up a total brand experience, we need to view that experience, not as a collection of disparate elements, but as a unified, seamless idea.

Visual consistency

Being consistent in visual media communications is more than a logo, fonts and colors.

It's how we speak, our voice, tone and the persona we project.

All-too-busy, multitasking viewers must initially be spoon fed message bytes and impressions.

Keeping communication impressions clean, simple and consistent allows them to readily be absorbed, to resonate and ultimately to connect up and form a whole that is greater.

So at the end of the day, it is consistency itself that matters most.

Dates

January 31, 2015

1 / 31 / 2015

Phone numbers

+1 312 506 1700

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Suite 1000
Chicago, IL 60606

URLs

savogroup.com/mobile

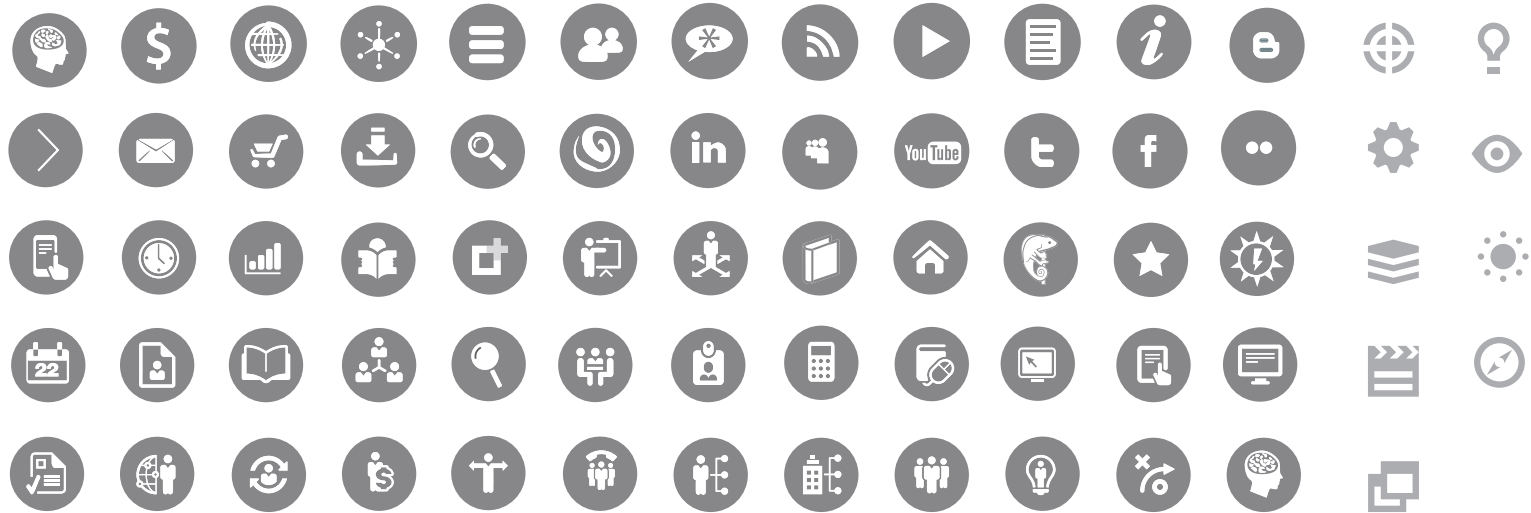




Branded Elements

The proper and consistent use of the SAVO brand elements is crucial to the communication of our brand story. This section presents the core brand elements (logo, colors, type, imagery) and establishes the basic stylistic criteria for their application.

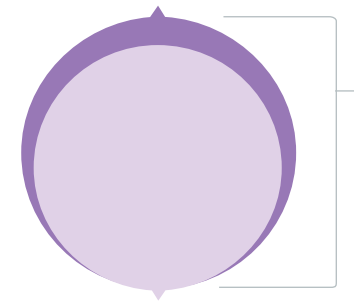
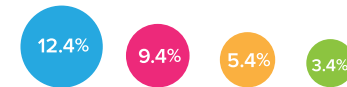
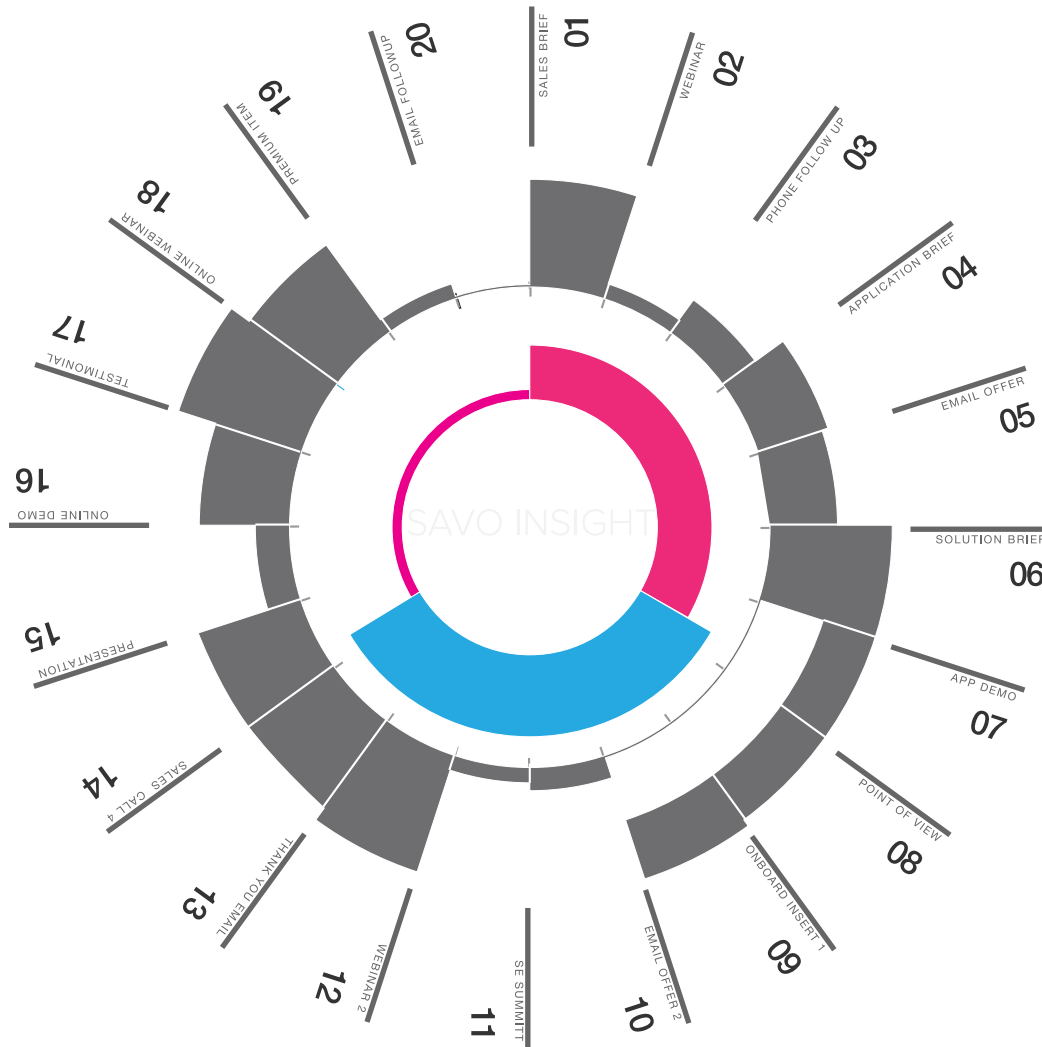






ICONOGRAPHY:


Icons may be used with or without background containers. Default to solid-fill circle containers with no outline. Use of hex containers is strictly limited to authorized SMARTER@ branded product/elements. Rectangular backgrounds is a limited, as-required secondary treatment option.







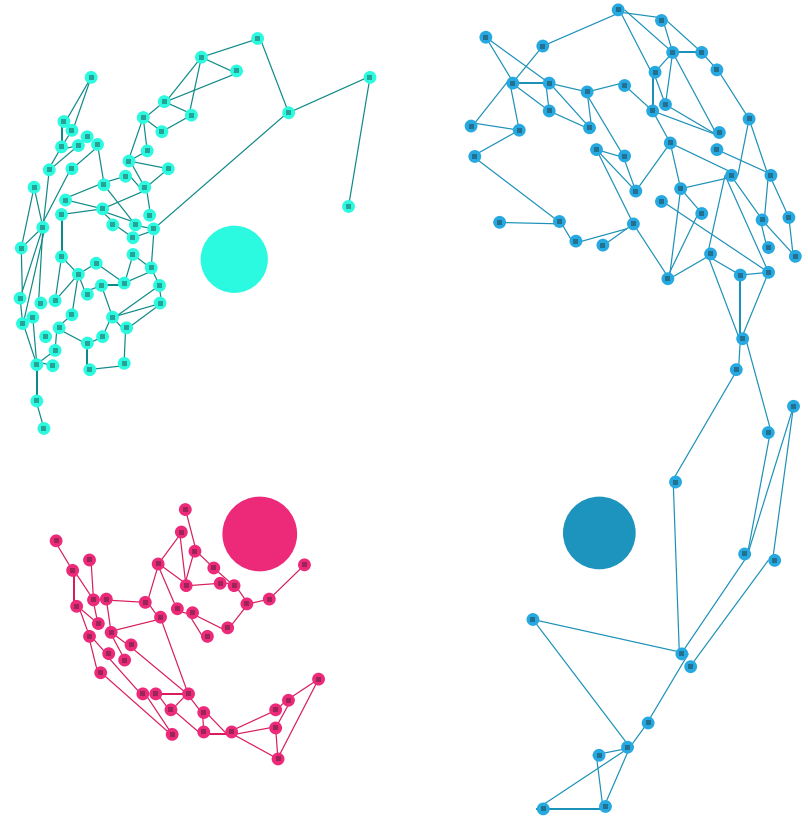
- 5  Insight

- 4  Knowledge

- 3  Information

- 2  Data

- 1  Events



Discussion

This SAVO Brand guide represents a starting point for further discussion and exploration.

It fast-forwards us into key concepts and strategies that have yet to be fully determined and need to be a greater part of our planning and thinking.

By definition, a brand GL is a living, breathing document, and in that sense it will never be 100% final.

However, our primary market-facing brand image, voice and persona need to be maintained over a long term (typically a minimum of 12 months) to achieve significant levels of brand recognition.

While the SAVO brand will continue to expand and evolve, the over-riding factor in our client-facing branding is consistency itself.



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