

Rootstock Brand Book

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Brand Statement

The intention of this guide is to set a standard for the brand and to help ensure that all parties use the brand elements consistently. This guide will show examples of how to use the elements of the brand. Provided in the guide is information and tools to set standards for the logos, typefaces, design elements, collateral, web, and digital communications. Any design work should be requested through the marketing team to ensure the official design templates are being used as well as an approved vendor: branding@rootstock.com

Company Description

About Rootstock

Rootstock Software® is a worldwide provider of cloud ERP on the Salesforce Cloud Platform.

When combined with Salesforce CRM, Rootstock Cloud ERP offers manufacturing, distribution, and supply chain organizations a single platform to grow and manage their businesses. Rootstock Cloud ERP is a flexible, modern, and digitally connected system that transforms companies to deliver a more personalized customer experience, efficiently scale operations, and out-service the competition.

Launched in 2008, Rootstock Software® has grown to serve customers throughout North America, Europe and Asia Pacific and is available exclusively on the Salesforce Platform (Force.com) via the Salesforce AppExchange, the world's most-popular marketplace for business apps. It supports a wide range of company sizes including small growth-oriented companies, midsize organizations and large enterprise companies with multiple sites and thousands of users.

The Rootstock Cloud ERP for Manufacturers supports requirements for many modes of manufacturing, including:

- Build to Order ERP
- Build to Stock ERP
- Engineer to Order ERP
- Configure to Order ERP
- Project Based ERP
- Hybrid ERP (any combination of the above)

The Rootstock Cloud ERP for Distributors supports requirements for:

- Ship from Stock
- Configure/Kit to Order
- PreBuilt Kits
- Special Orders

Rootstock Cloud ERP solutions enable real-time management of manufacturing, distribution and supply chain operations from front to back, anytime and anywhere. Manufacturers and distributors employ a single system to handle multiple sites and outsourced services while gaining centralized visibility across global operations. Organizations now have insight on what is happening or what will happen at each step of the manufacturing, distribution and supply chain processes.

The configurable, scalable, and adaptable nature of Rootstock's software gives organizations the flexibility they need to accommodate any workflow, implement social collaboration, add required new capabilities, and quickly address changing requirements. The company's manufacturing, distribution and supply chain apps integrate "out of the box" with native sales and accounting apps by salesforce.com (Sales Cloud), FinancialForce, Intacct, Avalara and ZenKraft.

Staffed with an experienced team and an established base of successfully implemented cloud ERP customers, Rootstock empowers its customers to digitally transform their entire manufacturing, distribution and supply chain operations to achieve growth, profit, and more personalized customer experiences.

02 Brand

Logo Usage

Clear Area

A clear area around the Rootstock logo will ensure maximum visibility and impact on every communication. Avoid crowding the Rootstock logo with other graphic elements such as typography and imagery. As illustrated to the right, the icon has been chosen as the standard unit of measurement for calculating the clear area.

Scaling The Logo

EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met. For most applications, the logo will be sized at heights of less than 1" or 72px.

Logo Minimum Size

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 0.4" or 40px high for the preferred logo. Always maintain the logo's aspect ratio when scaling.

CLEAR AREA



LOGO MINIMUM SIZE



02 Brand

Logo Don'ts

Logo Don'ts

Please do not stretch, squeeze, or re-color the logo to fit into a specific space. You should maintain the aspect ratio for any space.



Logo Variations

Logo Tagline

The preferred use of the logo is Horizontal with tagline. Depending on the space available, you may opt to remove the tagline to optimize presentation or when the tagline becomes too small and not visible (i.e. on a pen).

Logo Variations

The full color logo is preferred, but white is available when that option is not the best for the design.

Logo Icon

The logo icon can be used in instances that the full logo will be hard to read at its scale.

HORIZONTAL WITH TAGLINE



HORIZONTAL WITHOUT TAGLINE



VERTICAL WITH TAGLINE



VERTICAL WITHOUT TAGLINE



WHITE ON COLOR EXAMPLE

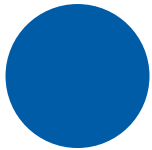


LOGO ICON



Color Palette

Primary Colors



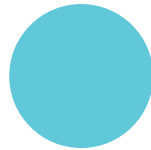
BRIGHT BLUE
PMS: 2935 C
CMYK: 100, 68, 4, 0
RGB: 0, 85, 184
#0055B8



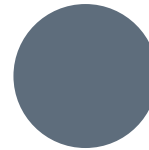
ORANGE
PMS: 1505 C
CMYK: 0, 71, 100, 0
RGB: 255, 107, 0
#FF6B00



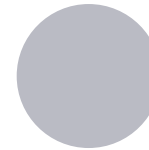
GREEN
PMS: P 154-16 C
CMYK: 62, 0, 100, 14
RGB: 93, 167, 60
#5DA73C



TEAL
PMS: 310 C
CMYK: 56, 0, 14, 0
RGB: 98, 201, 218
HEX: #62C9DA



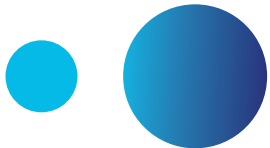
DARK GRAY
P 174-10 C
CMYK: 65, 48, 37, 15
RGB: 95, 110, 125
#5F6E7D



LIGHT GRAY
PMS: 538 C
CMYK: 27, 21, 16, 0
RGB: 200, 202, 207
#C8CACF

Gradient Values

Gradient Values only to be combined in gradient elements, and never alone.



BLUES

LEFT
CMYK: 69, 3, 3, 0
RGB: 14, 187, 231

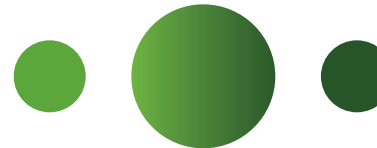
RIGHT
CMYK: 100, 98, 11, 13
RGB: 42, 44, 122



ORANGES

LEFT
CMYK: 0, 46, 100, 0
RGB: 249, 155, 31

RIGHT
CMYK: 0, 80, 100, 0
RGB: 241, 88, 34



GREENS

LEFT
CMYK: 60, 0, 100, 0
RGB: 114, 191, 68

RIGHT
CMYK: 82, 41, 100, 40
RGB: 40, 85, 41

03 Visual Identity

Typography

Typeface: Greycliff CF

The exclusive typeface used in Rootstock's communications materials is GreyCliff CF. GreyCliff CF is used on the company website, brochures, and content assets.

Three weights of the typeface are considered the primary set of fonts. Additional weights may be used in appropriate circumstances, but should be used as supporting elements to the primary weights.

Powerpoint, Word and Email: Arial

In order to accommodate the needs of a broad group of users, the master PPT template was built with Arial as the default font. Arial should also be used in Word documents.

GREYCLIFF CF LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GREYCLIFF CF REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GREYCLIFF CF BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

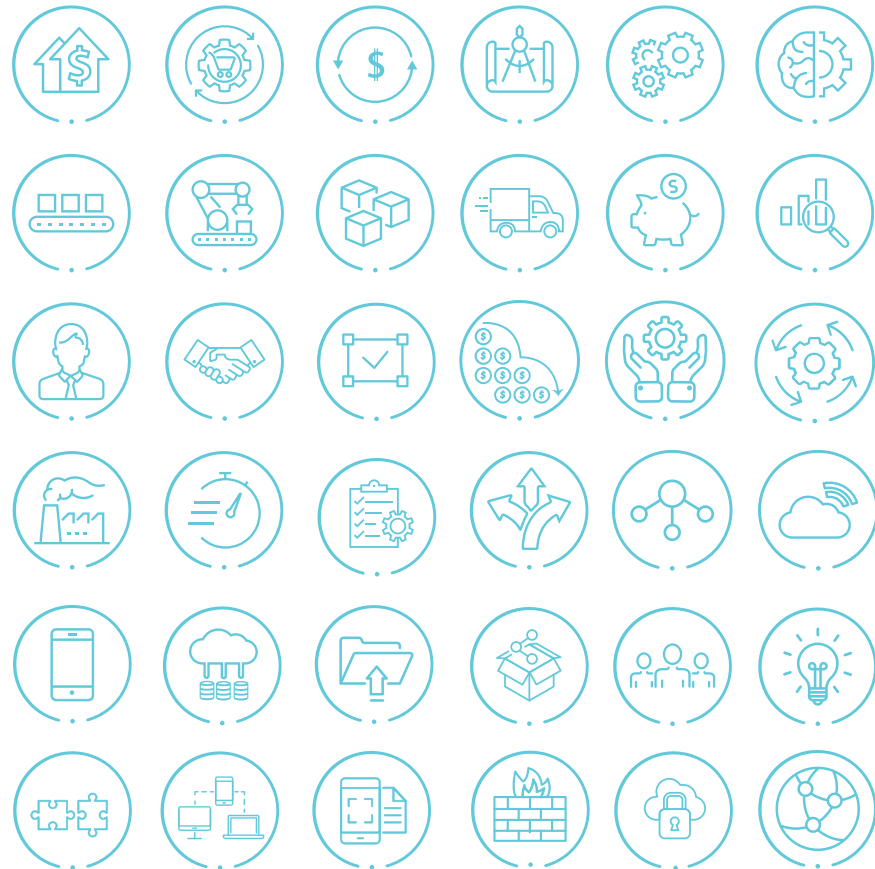
03 Visual Identity

Iconography

Usage of Line Icons

Icons can be used in any color in the brand color palette but they must stay one color. Line icons are the only type of icons that should be used. Stock icons can be used as long as they match the overall weight and look of the sample set to the right. Icons can be used with or without the circle design element that surrounds the icons as seen to the right.

SAMPLE ICONS



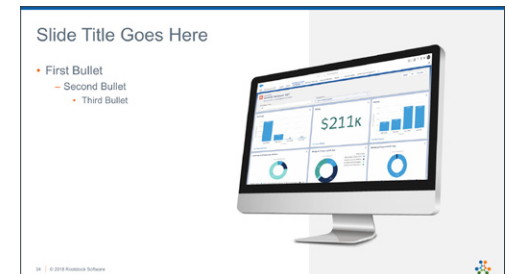
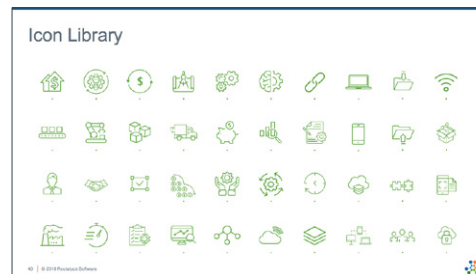
03 Visual Identity

PowerPoint

Creating a Presentation

When creating a presentation start with the corporate template which includes the brand colors, fonts, icons and other brand elements. The corporate template provides slide layouts and design suggestions built into the master slides. This template is designed to enhance your presentation, not be the presentation.

SLIDE EXAMPLES/RESOURCES



03 Visual Identity Collateral


Templates

Net new collateral should be requested through the marketing team to ensure designs are created with corporate templates by vendor approved designers. InDesign is the preferred platform to create collateral.

DATA SHEET


[illegible]

CASE STUDY



© 2018
rootstock
LERNZENTRUM

LEHR PLAN



Case Study Title One or Two Lines

Sollerteil – Subbühnt

Erklären Sie das Experiment in eigenen Worten und beschreiben Sie die Aufgaben.

Erklären Sie die Aufgaben des Experimentanten und die Aufgaben des Beobachters.

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Erklären Sie die Aufgaben des Experimentanten und die Aufgaben des Beobachters.

Beob. Güte – Subbühnt HT

Beobachten Sie das Experiment und beschreiben Sie, was Sie beobachten. Was ist das Ziel des Experiments? Was ist die Hypothese? Was ist die Methode? Was ist das Ergebnis? Was ist die Diskussion? Was ist das Fazit?

Beobachten Sie das Experiment und beschreiben Sie, was Sie beobachten. Was ist das Ziel des Experiments? Was ist die Hypothese? Was ist die Methode? Was ist das Ergebnis? Was ist die Diskussion? Was ist das Fazit?

LEHR PLAN

© 2018 rootstock LERNZENTRUM

WHITE PAPER

BROCHURE

[illegible][illegible][illegible]

The image displays six distinct web page layouts for a medical or scientific organization, arranged in a grid. Each layout is a high-quality mockup with realistic content and professional styling.

- Contents Page:** Features a large 'Contents' heading, a list of sections with corresponding icons, and two placeholder images of medical professionals in a lab setting.
- Heading Here Page:** Includes a large hero image of a medical team, a prominent heading, a sub-heading, and several paragraphs of placeholder text.
- Services Page:** Shows a list of services with icons, a heading, and a paragraph of text.
- Team Page:** Displays a list of team members with their names, titles, and placeholder images.
- Contact Us Page:** Features a heading, a list of contact information, and a contact form with fields for name, email, and message.
- Footer Page:** Has a solid blue background with white text, including a heading, a list of links, and a copyright notice.

[illegible]

03 Visual Identity

Photography

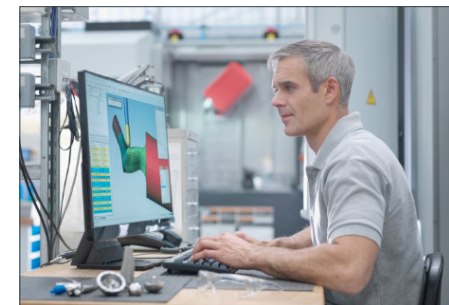
Corporate

Corporate photography used should relate to the end user of Rootstock Software, keeping within the core solution industries such as Aerospace & Defense, Engineer to Order, Job & Machine Shops, etc. Photography can show people in action of their job, on computer devices, etc., giving the view of end users completing tasks and projects with the help of Rootstock Software.

People within the photography are in business casual or manufacturing shop attire: Refrain from using photography with people in business suits as well workers in hard hats.

In certain circumstances, photography used can also show the specific industry work environments as a backdrop image without people or with people at a distance.

CORPORATE



03 Visual Identity

Photography

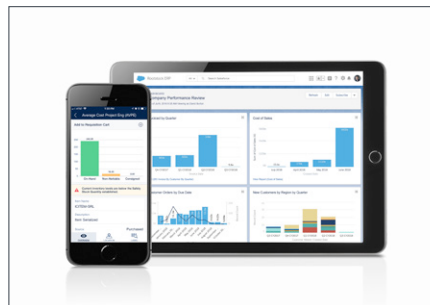
Devices

The use of devices with Rootstock Software screenshots is used to showcase specific product modules or software interactions. Depending on the content and composition, photography used could be isolated devices with transparent backgrounds as well as devices within the work environment of one of the core industries.

Blog

The blog and other semi-permanent photography should try to reflect the topics of the content it is supporting, while keeping with consistency in visual aesthetics of the corporate photography when possible. Omit or limit the use of copy within the photography unless specifically needed or requested.

DEVICES



BLOG



04 Digital

Color Palette & Buttons

Website Primary Colors



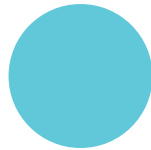
BRIGHT BLUE
HEX: #0055B8



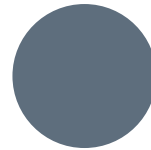
ORANGE
HEX: #FF6B00



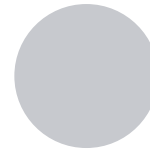
GREEN
HEX: #5DA73C



TEAL
HEX: #62C9DA

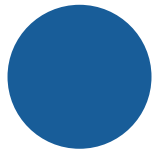


DARK GRAY
HEX: #5F6E7D

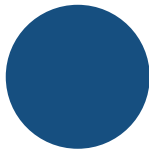


LIGHT GRAY
HEX: #C8C9CF

Website Secondary Colors



HEX: #164A88



HEX: #143D6E



HEX: #E4EFF5

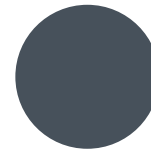


HEX: #EFF4F8

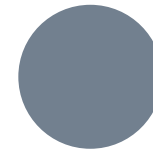


HEX: #F4F8FA

Text Fonts

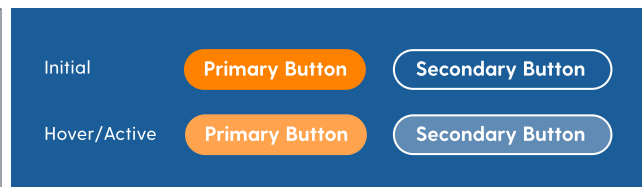
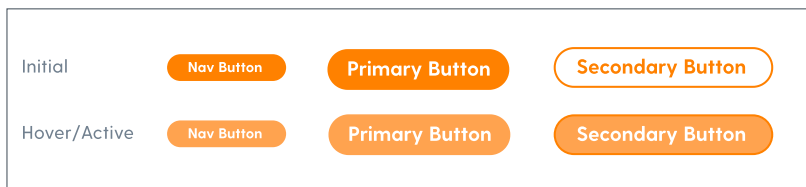


HEX: #37404A



HEX: #5F6E7D

Button Example



04 Digital

Email Signatures

Corporate Email Signature

All employees of Rootstock should use the official corporate email signature which is provided via a Word doc. This makes it easy for the user to copy and paste into the signature settings of the corporate email platform Microsoft Outlook.

The social media links for the email all link back to Rootstock accounts. This should not be used for personal links.

VISUAL



CYNTHIA CHOW
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Rootstock Cloud ERP
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📱 +1.555.555.5555



FONT	WEIGHT	HEX	SIZE
Arial	Bold	#00529B	9
Arial	Reg	#546371	9
Arial	Bold	#546371	9
Arial	Bold	#57C1D4	9
Arial	Bold	#57C1D4	9
Arial	Bold	#57C1D4	9

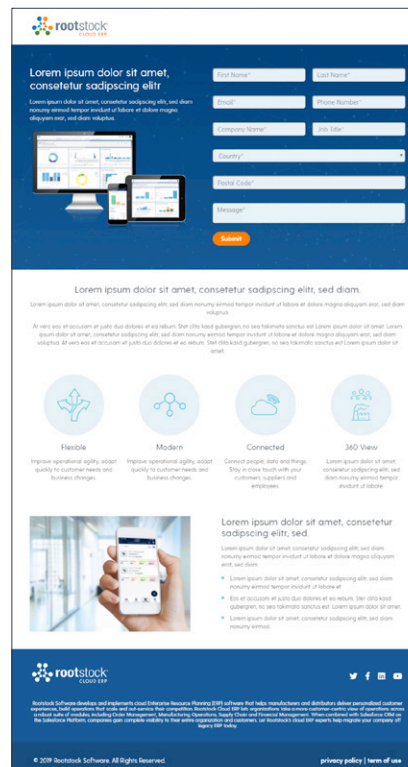
04 Digital

Email Design

MODULAR DESIGN EXAMPLES



Landing Pages



Questions?

Please contact:

Cynthia Chow

Director of Marketing Communications

cchow@rootstock.com

