

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, mid-sized 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.



02 Brand

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



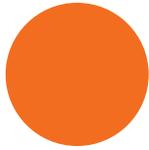
02 Brand

Color Palette

Primary Colors



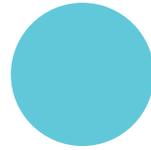
BRIGHT BLUE
PMS: 2935 C
CMYK: 100, 68, 4, 0
RGB: 0, 85, 184
#0055B8



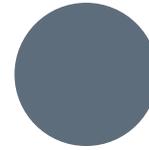
ORANGE
PMS: 1505 C
CMYK: 0, 71, 100, 0
RGB: 255, 107, 0
#FF6B00



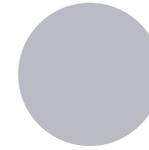
GREEN
PMS: P 154-16 C
CMYK: 62, 0, 100, 14
RGB: 93, 167, 60
#5DA73C



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

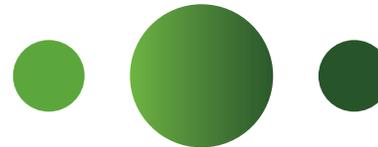
RIGHT
CMYK: 100, 98, 11, 13
RGB: 42, 44, 122



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

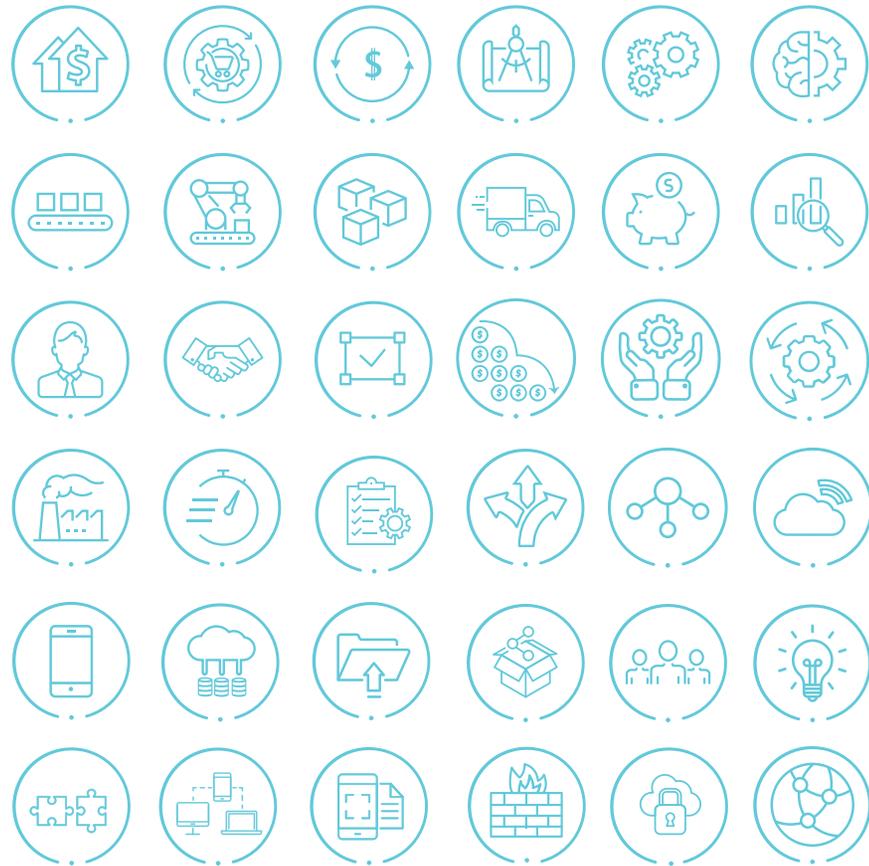
03 Visual Identity

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

Photography

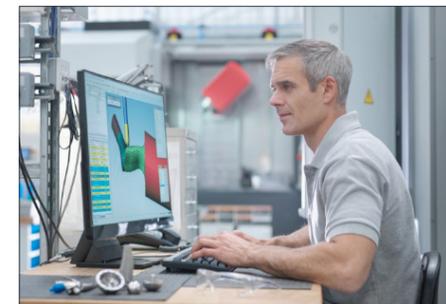
Corporate

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



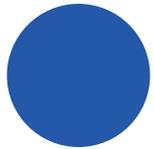
BLOG



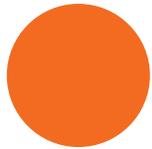
04 Digital

Color Palette & Buttons

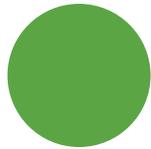
Website Primary Colors



BRIGHT BLUE
HEX: #0055B8



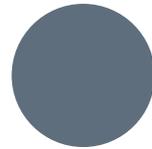
ORANGE
HEX: #FF6B00



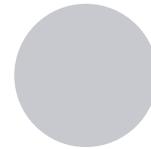
GREEN
HEX: #5DA73C



TEAL
HEX: #62C9DA



DARK GRAY
HEX: #5F6E7D



LIGHT GRAY
HEX: #C8CACF

Website Secondary Colors



HEX: #164A88



HEX: #143D6E



HEX: #E4EFF5

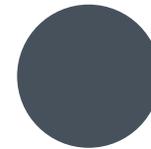


HEX: #EFF4F8

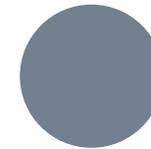


HEX: #F4F8FA

Text Fonts

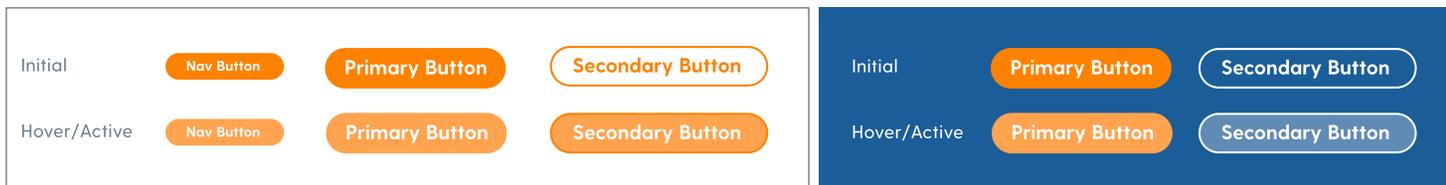


HEX: #37404A



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



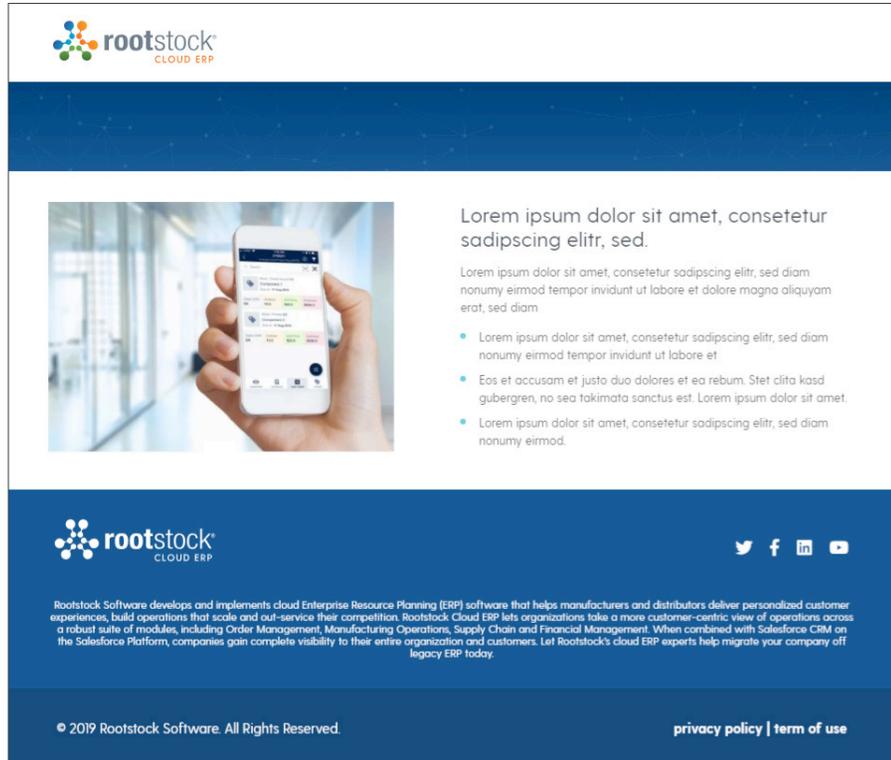
	FONT	WEIGHT	HEX	SIZE
CYNTHIA CHOW	Arial	Bold	#00529B	9
Director of Marketing Communications	Arial	Reg	#546371	9
Rootstock Cloud ERP	Arial	Bold	#546371	9
 cchow@rootstock.com	Arial	Bold	#57C1D4	9
 +1.510.912.0403	Arial	Bold	#57C1D4	9
 +1.555.555.5555	Arial	Bold	#57C1D4	9



04 Digital

Landing Pages

HUBSPOT DESIGN EXAMPLES



rootstock
CLOUD ERP



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et
- Eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod.

rootstock
CLOUD ERP

Twitter Facebook LinkedIn YouTube

Rootstock Software develops and implements cloud Enterprise Resource Planning (ERP) software that helps manufacturers and distributors deliver personalized customer experiences, build operations that scale and out-service their competition. Rootstock Cloud ERP lets organizations take a more customer-centric view of operations across a robust suite of modules, including Order Management, Manufacturing Operations, Supply Chain and Financial Management. When combined with Salesforce CRM on the Salesforce Platform, companies gain complete visibility to their entire organization and customers. Let Rootstock's cloud ERP experts help migrate your company off legacy ERP today.

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rootstock
CLOUD ERP

Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

Form fields: First Name, Last Name, Email, Phone Number, Company Name, Job Title, Country, Select State, Message, Submit

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

- Flexible**
Improve operational agility, adapt quickly to customer needs and business changes.
- Modern**
Improve operational agility, adapt quickly to customer needs and business changes.
- Connected**
Connect people, data and things. Stay in close touch with your customers, suppliers and employees.
- 360 View**
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et
- Eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod.

rootstock
CLOUD ERP

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Rootstock Software develops and implements cloud Enterprise Resource Planning (ERP) software that helps manufacturers and distributors deliver personalized customer experiences, build operations that scale and out-service their competition. Rootstock Cloud ERP lets organizations take a more customer-centric view of operations across a robust suite of modules, including Order Management, Manufacturing Operations, Supply Chain and Financial Management. When combined with Salesforce CRM on the Salesforce Platform, companies gain complete visibility to their entire organization and customers. Let Rootstock's cloud ERP experts help migrate your company off legacy ERP today.

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Questions?

Please contact:

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Director of Marketing Communications

cchow@rootstock.com