• The PTFS Corporate Brand has three core services and three core products:

• The Knowvation core product has three extensions (GS, DX, IX)
• Droneware is a light version of Knowvation GS used specifically for drones
• The Bibliovation product is branded as part of LibLime, a division of PTFS focused on the library segment and has its own separate brand color palette, though similar elements
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PTFS CORPORATE BRAND
The following standard description should be used to describe PTFS on collateral, social media, websites, etc.

“With more than 500 partnerships and installations for clients internationally, PTFS offers customized and proven content management solutions. Our core products include Knowvation™, Bibliovation™ and Droneware™. To help organizations focus on their core missions, we also offer highly technical teams that streamline the process to implement and maintain custom solutions that best meet their needs.”

All print and web versions of PTFS logos are located here:
- S:\2015 Admin\Logos\New Logos 2015

All print and web versions of collateral are located here:
- S:\MKT\Collateral\2015\New Collateral\Updated August 2015 - Packaged
PTFS Pixel Background

- **Core element**: pixel splash branding element
  - See examples below:
PTFS Color Palettes

Print Pantone Color Palette

PTFS

Products

Services

Web Hex Color Palette

PTFS

Products

Services

RGB (Microsoft Office) Color Palette

PTFS

Products

Services
PTFS Company Logo Usage

Color palette
Print Colors: PMS 300 C, PMS 187 C, Black
Web Colors: #01579b, #b71c1c, Black
Microsoft Office (RGB): 0, 87, 153; 181, 32, 37; Black

Black on White
White on Black

.5" white space around each side
• **Color palette:**

- **Knowvation Core**
  - PMS 2756 C
  - #1a232e indigo darkem-4
  - RGB 45, 46, 121
- **Knowvation DX**
  - PMS 299 C
  - #0286a6 light blue darken-2
  - RGB 27, 133, 199
- **Knowvation GS**
  - PMS 326 C
  - #26a69a teal lighten-1
  - RGB 33, 165, 152
- **Knowvation IX**
  - PMS 214 C
  - #fda1f2 pink darken-2
  - RGB 193, 30, 22
- **Accent color**
  - PMS 2602 C
  - #f161d2 purple darken-2
  - RGB 120, 50, 145

• **Tagline:** *illuminating intelligence*

• **Knowvation Core** is a part of each module in the Knowvation Product Suite. Each module is branded using a color within this palette.

• The “K” icon is to be used mostly on the product interface but can also be used for other marketing purposes if the full word is spelled out somewhere.

• **Black on White**

• **White on Black**
Knowvation DX extends standard Knowvation to focus on declassification automation and precise redaction using a semi-automated approach.

Tagline: intelligence redacted

The “K” icon is to be used mostly on the product interface but can also be used for other marketing purposes if the full word is spelled out somewhere.

Color palette:
- Black on White
- White on Black
Knowvation GS is a geospatial content management system (GeoCMS) that provides discovery, exploitation and dissemination advantages, enhancing the efficiency of geospatial analysts.

Tagline: geospatial intelligence

The “K” icon is to be used mostly on the product interface but can also be used for other marketing purposes if the full word is spelled out somewhere.

Color palette:
- Black on White
- White on Black
Knowvation IX is an information extension product that integrates industrial strength CMS capabilities to manage unstructured text with structured Enterprise Resource Planning (ERP) systems.

**Tagline:** integrating intelligence

The “K” icon is to be used mostly on the product interface but can also be used for other marketing purposes if the full word is spelled out somewhere.

**Color palette:**
- Black on White
- White on Black
Droneware is a light version of Knowvation GS for storing and retrieving imagery and video from virtually any drone platform.

**Tagline:** streaming aerial intelligence to your fingertips

When written out “Droneware” should use initial caps and should only appear all lowercase in the logo

The “d” icon is to be used mostly on the product interface but can also be used for other marketing purposes if the full word is spelled out somewhere

**Color palette:**

- Black on White
- White on Black

---

Droneware Logo

- .5” white space around each side
- .25” white space around each side
• **Standard font: Century Gothic type family**
  – Bold weight for headings and titles
  – Regular weight for all other text
  – Minimum font size: 10pt font with 12pt leading

• **Web marketing should still use Century Gothic in graphics but use the Google font - Muli type family for all other text on corporate websites**

• **Brand templates are located here:**
  – S:\MKT\2015\Marketing Templates\PTFS Templates
Usage on PowerPoint

- The PTFS PowerPoint template file is located here:
  - S:\MKT\2015\Marketing Templates\PTFS Templates\2015 PTFS PowerPoint Template.pptx
Usage on Trade Show Displays

• Color pixels across bottom
• Company/Product Name across the top
• Minimalistic design
• See template: S:\MKT\2015\Marketing Templates\PTFS Templates\2015-PTFS-Bannerstand-35.5x92-Template.eps
Usage on Two Page Collateral

- 0.75” margins
- Pixels and PTFS logo as footer
- Front:
  - Full Logo
  - Tagline
  - Screenshot or applicable stock photo
  - Quote in callout box
  - Short introduction
  - Challenges (left column, Solutions (right column)
- Back:
  - Logo icon
  - How it works diagram
  - Services
  - About PTFS
  - Get the power diagram
  - Connect with us box

- Layout can change slightly depending on the amount of content that needs to be included but try to be as consistent as possible
Usage on Four Page Collateral

- **0.75” margins**
- **Pixels as footer on left (front, back and inside)**
- **Pixels on top right inside**
- **PTFS logo as footer on right (front, back)**
- **Front cover:**
  - full logo
  - tagline
  - Screenshot or applicable stock photo
  - Quote in callout box
- **Inside pages:**
  - At a Glance section
    - Overview
    - How it works
  - Tools and Functionality section
    - Unique product capabilities
  - Three Screenshots with descriptive captions
  - Further product features
  - Technical Requirements
  - Full logo, bottom right
- **Back cover:**
  - Logo icon
  - Short capability recap description/ Product types and file formats
  - Summary of features and benefits
  - About PTFS
  - Get the power diagram
  - Connect with us box
- **Layout can change slightly depending on the amount of content that needs to be included but try to be as consistent as possible**
Usage on Websites/Social Media

- Profile photos - logo only
- Large banners/headers = pixel splash
- **Corporate Images:**
  - Bright
  - Photos versus illustrations
  - Aligned with color palette
  - Modern, clean lines

- **Product Images:**
  - Screenshots
  - Clean
  - Modern
  - Bright Colors
LIBLIME
CORPORATE
DIVISION BRAND
About LibLime-PTFS

- The following standard description should be used to describe LibLime-PTFS on collateral, social media, websites, etc.
  - “LibLime, a division of PTFS, is the pioneer of web-based, cloud-hosted library management services. Our Library Services Platform, Bibliovation, combines traditional bibliographic management services along with support for GEOMARC, RDA, digital content searching, and visual retrieval. Working closely with our library customers, we are able to provide the most relevant technology tools in the Bibliovation platform – a solution built **By Librarians For Librarians**.”

- All print and web versions of LibLime logos are located here:
  - S:\2015 Admin\Logos\New Logos 2015

- All print and web versions of collateral are located here:
  - S:\MKT\Collateral\2015\New Collateral\Updated August 2015 - Packaged
• Core branding element similar to PTFS corporate
  – See examples below:
# LibLime Color Palettes

## Print Pantone Color Palette

<table>
<thead>
<tr>
<th>Lib</th>
<th>Lime</th>
<th>Empowering Librarians</th>
<th>Product</th>
<th>Lib</th>
<th>Lime</th>
<th>Empowering Librarians</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2592 C</td>
<td>PMS 367 C</td>
<td>PMS 369 C</td>
<td>Black</td>
<td>PMS 369 C</td>
<td>#7cb342</td>
<td>#7cb342 light green</td>
<td>#7cb342</td>
</tr>
<tr>
<td>Lib</td>
<td>Lime</td>
<td>Empowering Librarians</td>
<td>Product</td>
<td>Lib</td>
<td>Lime</td>
<td>Empowering Librarians</td>
<td>Product</td>
</tr>
</tbody>
</table>

## Web Hex Color Palette

<table>
<thead>
<tr>
<th>Lib</th>
<th>Lime</th>
<th>Empowering Librarians</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 369 C</td>
<td>#7cb342 purple darken-1</td>
<td>#7cb342 light green darken-1</td>
<td>#7cb342 light green darken-1</td>
</tr>
</tbody>
</table>

## RGB (Microsoft Office) Color Palette

<table>
<thead>
<tr>
<th>Lib</th>
<th>Lime</th>
<th>Empowering Librarians</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB (120, 50, 147)</td>
<td>RGB (124, 179, 66)</td>
<td>RGB (124, 179, 66)</td>
<td>RGB (124, 179, 66)</td>
</tr>
<tr>
<td>Lib</td>
<td>Lime</td>
<td>Empowering Librarians</td>
<td>Product</td>
</tr>
</tbody>
</table>
LibLime Logo Usage

.5" white space around each side

Color palette
Print Colors: PMS 2592 C, PMS 367 C, PMS 368 C, PMS 369 C, Black
Web Colors: #7b1fa2, #aed581, #8bc34a, #7cb342, Black
Microsoft Office (RGB): 120, 50, 147; 174, 213, 129; 139, 195, 74; 124, 179, 66; Black

Black on White

White on Black
Bibliovation is a library services platform (LSP) that manages physical and digital content with various library workflows.

The “B” icon is to be used mostly on the product interface but can also be used for other marketing purposes if the full word is spelled out somewhere.

Color palette:
- Black on White
- White on Black

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS 369 C</th>
<th>#7cb342 light-green darken-1</th>
<th>RGB 124,179,66</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Print</td>
<td>Web</td>
<td>RGB</td>
</tr>
</tbody>
</table>
LibLime Fonts and Template Usage

• All print marketing must use the Century Gothic type family
  – Bold weight for headings and titles
  – Regular weight for all other text
  – Text should never be smaller than 10pt font with 12pt leading

• Web marketing should still use Century Gothic in graphics but use the **Google font - Muli** type family for all other text on corporate websites

• Brand templates are located here:
  – S:\MKT\2015\Marketing Templates\LibLime Templates
Usage on PowerPoint

- The LibLime PowerPoint template file is located here:
  - S:\MKT\2015\Marketing Templates\LibLime Templates\2015 LibLime PowerPoint Template.pptx
Usage on Trade Show Displays

- Color pixels across bottom
- Company/Product Name across the top
- Minimalistic design
Usage on Two Page Collateral

- 0.75” margins
- Pixels and LibLime logo as footer
- Front:
  - Full Logo
  - Screenshot or applicable stock photo
  - Quote in callout box
  - Short introduction
  - Challenges (left column, Solutions (right column)
- Back:
  - Logo icon
  - Experience/customers
  - About LibLime-PTFS
  - Get the power diagram
  - Connect with us box

• Layout can change slightly depending on the amount of content that needs to be included but try to be as consistent as possible.
• 0.75” margins
• Pixels as footer on left (front, back and inside)
• Pixels on top right inside
• LibLime logo as footer on right (front, back)
• Front cover:
  – full logo
  – Screenshot or applicable stock photo
  – Quote in callout box
• Inside pages:
  – At a Glance section
    • Overview
    • How it works
  – Tools and Functionality section
    • Unique product capabilities
  – Three Screenshots with descriptive captions
  – Further product features
  – Full logo, bottom right
• Back cover:
  – Logo icon
  – LibLime-PTFS Services
  – About LibLime-PTFS
  – Get the power diagram
  – Connect with us box
• Layout can change slightly depending on the amount of content that needs to be included but try to be as consistent as possible
Usage on Websites/Social Media

- Profile photos - logo only
- Large banners/headers = pixel splash
• **Corporate Images:**
  - Bright
  - Photos versus illustrations
  - Aligned with color palette
  - Modern, clean lines

• **Product Images:**
  - Screenshots
  - Clean
  - Modern
  - Bright Colors
**Initial Reference**
- When initially referencing LibLime on collateral, websites, etc. use “LibLime-PTFS” or “LibLime, a division of PTFS”
- After the initial reference it may be referred to as just LibLime

**Library Services Platform (LSP)**
- Bibliovation = use LSP **vs.** content management system (CMS)

**Open Development**
- Open development involves API's, unifies workflows, creates connectivity between 3rd party vendors and most of all resonates with librarians as meaning that the system is future proofed, extensible and not a black box. Bibliovation must be referred to as an open development system **vs.** open source.
• **Print and web versions of PTFS:**
  – S:\2015 Admin\Logos\New Logos 2015

• **Print and web versions of PTFS collateral:**
  – S:\MKT\Collateral\2015\New Collateral\Updated August 2015 - Packaged

• **PTFS Brand templates:**
  – S:\MKT\2015\Marketing Templates\PTFS Templates

• **PTFS PowerPoint template:**
  – S:\MKT\2015\Marketing Templates\PTFS Templates\2015 PTFS PowerPoint Template.pptx

• **PTFS banner stand template:**
  – S:\MKT\2015\Marketing Templates\PTFS Templates\2015-PTFS-Bannerstand-35.5x92-Template.eps

• **Print and web versions of LibLime logos:**
  – S:\2015 Admin\Logos\New Logos 2015

• **Print and web versions of LibLime collateral:**
  – S:\MKT\Collateral\2015\New Collateral\Updated August 2015 - Packaged

• **LibLime Brand templates:**
  – S:\MKT\2015\Marketing Templates\LibLime Templates

• **LibLime PowerPoint template:**
  – S:\MKT\2015\Marketing Templates\LibLime Templates\2015 LibLime PowerPoint Template.pptx