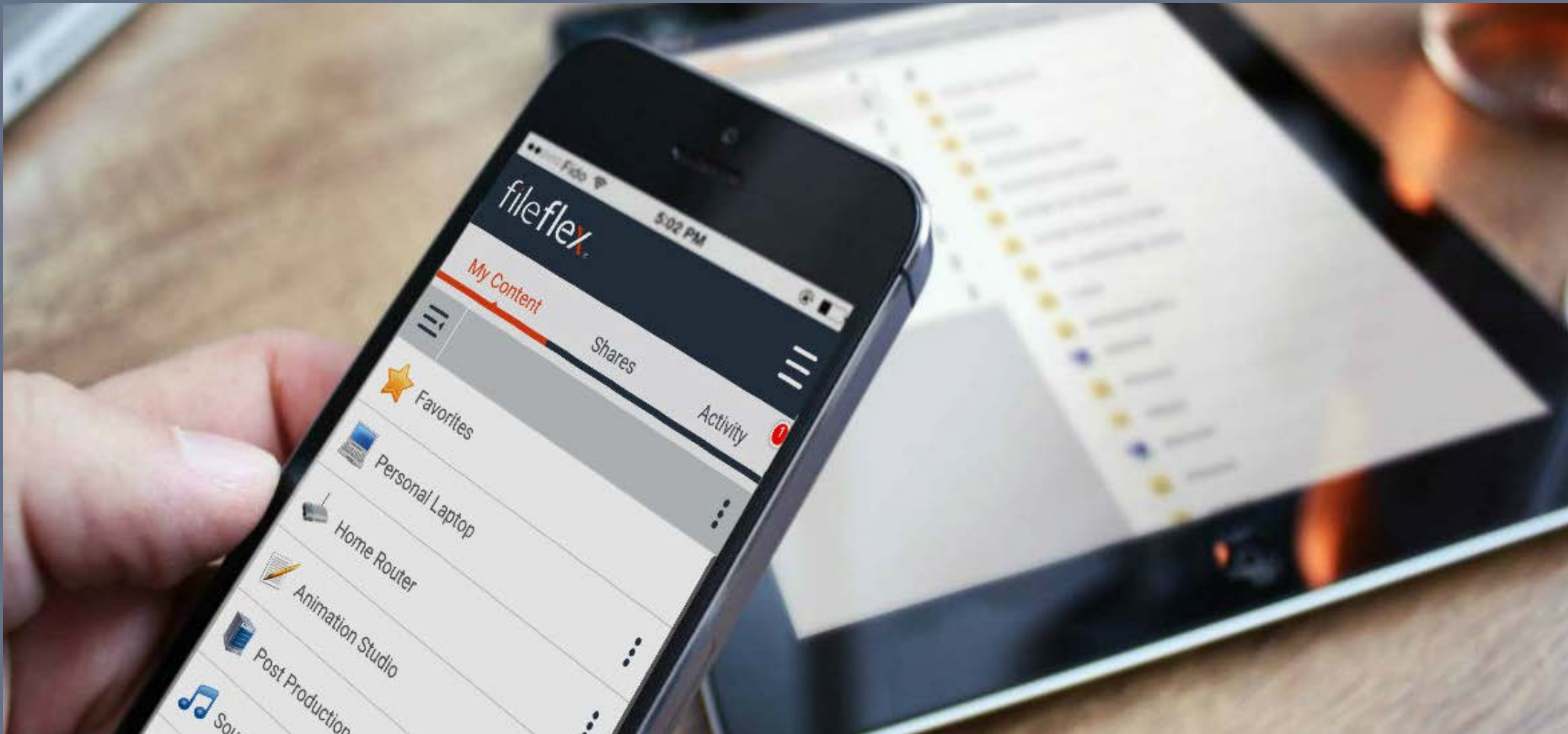


fileflex®

# Brand Style Guide

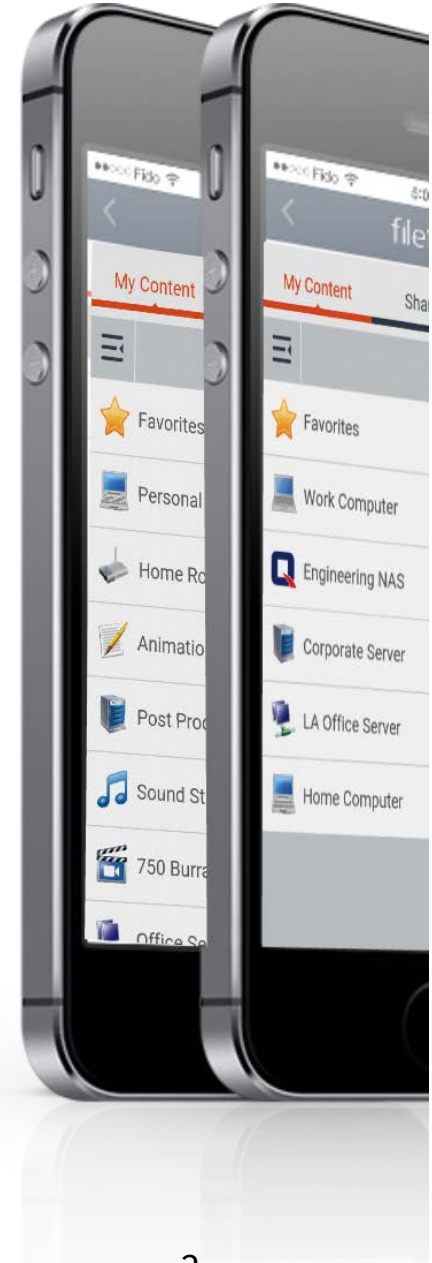
March 2017



# Overview

Qnext values the relationships that we have with our partners and Managed Service Providers. Managed Service Providers add value, augment FileFlex® capabilities and extend the reach of FileFlex in the marketplace. This document outlines how a partner or Managed Service Provider can leverage the FileFlex brand in creating communications to end-users.

It is important that FileFlex brand is clearly positioned to avoid any confusion in the eyes of the customer and the end user must be able to plainly understand the relationship between FileFlex and your company. Clear communication builds customer confidence and understanding which results in building trust with the customer.



# General Principles

To ensure that the FileFlex brand, messaging and tone in your communications remain consistent with communications from Qnext, follow these general principles:

- Make sure that the messaging and offer demonstrate the value proposition of FileFlex.
- Make sure that your messages about FileFlex are consistent with those issued by Qnext.
- Make sure that your language does not indicate preference for another product over FileFlex.
- Make sure you do not develop your own taglines for FileFlex.
- Make sure that all uses of the FileFlex logo comply with the requirements stipulated in this document.

## **REMEMBER TO USE THE FILEFLEX LOGO:**

- With correct clear space.
- Not smaller than the minimum size.
- In approved colors.
- On an approved background.
- Using artwork supplied by Qnext.

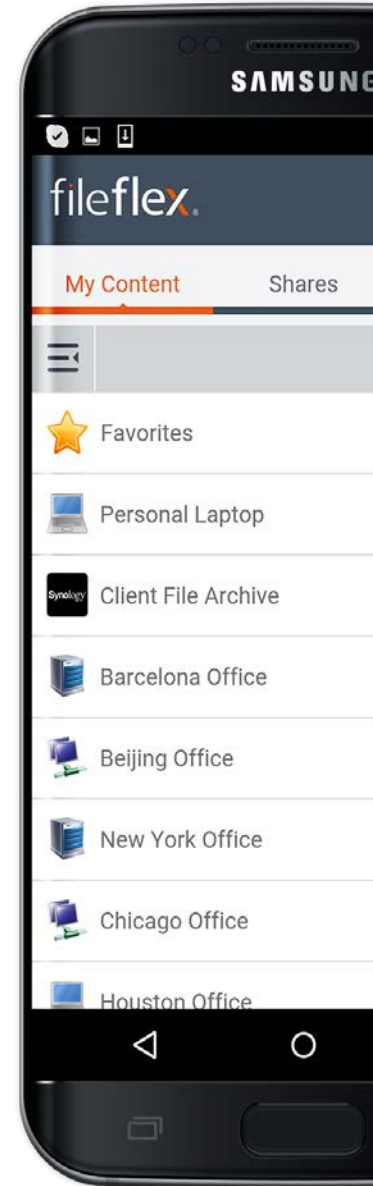
# Using the FileFlex Logo

## FILEFLEX LOGO BASICS

- Always reproduce the FileFlex logo from an approved FileFlex logo file.
- Always use the FileFlex logo as is. Never alter it in any way.

## REGISTERED TRADEMARK

- FileFlex is a registered trademark and the FileFlex logo is always provided with its ® mark in the proper position. Do not cut off or change the ® mark in proportion or position.



## CLEAR SPACE



- Any background inside the clear space must be even, without pattern, and free from typography or other graphic elements. If the FileFlex logo is used directly on a photographic image, the clear space area must provide good contrast between the background and the FileFlex logo be even in tone and pattern free.
- All applications of the FileFlex logo should include clear space around the logo equal to the size of the letter “e” in FileFlex.

## SIZE RESTRICTIONS

- *Minimum Size* - The minimum size for use of the FileFlex® logo in most environments is 2.54 cm or 1.00". Minimum size is always measured from the outside edges. On a standard computer monitor the FileFlex logo should not appear smaller than 64 pixels tall, measured from the outside edges.
- *Maximum Size* - There is no maximum size for the FileFlex logo usage. However, when using the FileFlex logo at very large sizes (over 3 feet wide) you may need to adjust the size and position of the ®. The ® symbol should be reduced and repositioned closer to the FileFlex logo so it is legible but unobtrusive.

## COLOR USAGE

### *Logo in Color*



#### **FileFlex Blue**

- Pantone 7545 C
- RGB = R:57, G:79, B:102
- CMYK = C:82%, M:64%, Y:41%, K:25%
- Hex = #394f66

#### **FileFlex Orange**

- Pantone 166 C
- RGB = R:232, G:89, B:10
- CMYK = C:4%, M:79%, Y:100%, K:1%
- Hex = #e8590a

## Logo in Black & White



### FileFlex Dark Grey

- 80% Black
- Pantone 7540 C
- RGB = R:75, G:75, B:75
- CMYK = C:66%, M:59%, Y:57%, K:38%
- Hex = #4b4b4b

### FileFlex Light Grey

- 65% Black
- Pantone 424 C
- RGB = R:115, G:115, B:115
- CMYK = C:56%, M:47%, Y:47%, K:13%
- Hex = #737373

## Logo Against a High Contrast Background (50% or darker)



### White

- 100% white (or knocked out) for words 'FileFlex'

### FileFlex Orange

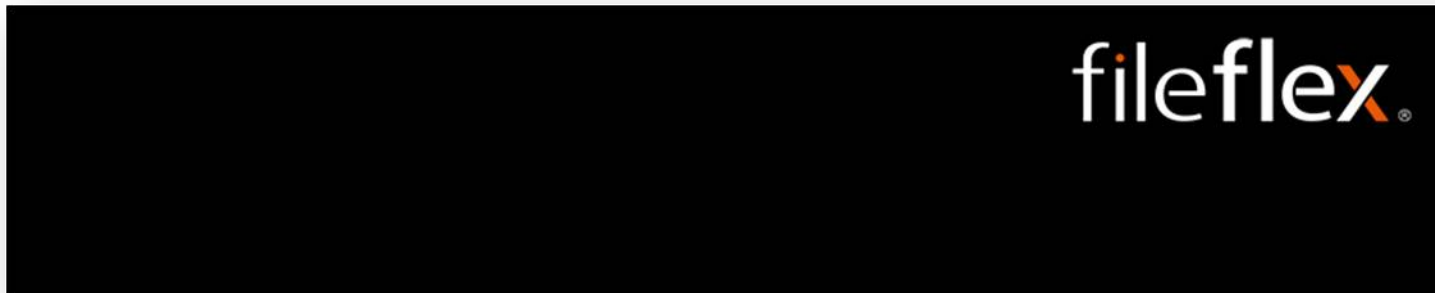
- Pantone 166 C
- RGB = R:232, G:89, B:10
- CMYK = C:4%, M:79%, Y:100%, K:1%
- Hex = #e8590a



## LOGO BACKGROUNDS



*Color on white or 40% value of black or lighter*



*White on Black or 50% tint of black or darker*

## LOGO BACKGROUNDS (cont.)

- The FileFlex logo should always appear on a clean, clear solid background. The background should provide high contrast to the FileFlex logo colors.
- Use the FileFlex color logo for value equivalent to 40% black or lighter.
- Use the FileFlex knocked out logo on value equivalent to 50% black or darker.
- Do not place the logo backgrounds or screens of backgrounds that are similar to the FileFlex Orange (#e8590a) or FileFlex Blue (#394f66) colors.
- If placing the FileFlex logo on a photograph, the area where the FileFlex logo is positioned needs to be clear of any patterns and variations of color.

## *Correct Background Usage*



*Color on light neutral section of photo*



*White on dark neutral section of photo*

## *Incorrect Background Usage*



*Don't put the logo on a patterned background*



*Don't use the logo to make a pattern or background*



*Don't put the logo on a busy background*



*Don't put the logo on a orange or screen of orange background*



*Don't put the logo on a dark blue or screen of dark blue background*

## ***Improper Use of the FileFlex Logo***



*Do not outline the logo*



*Do not change the colors of the logo*



*Do not distort the logo*



*Do not place the logo in a holding shape*



*Do not rotate the angle of the logo*



*Do not add additional graphic elements to the logo*



*Do not change the typeface of the logo*



*Do not add words to the logo*



*Do not add special effects to the logo*

# Using the FileFlex Name in Text

## WORDMARK USAGE

- When the FileFlex name is used as a wordmark in text or headlines, it should be typeset in the same face and style as the surrounding copy. Do not try to recreate or imitate the FileFlex logo stylistically with text. If you wish to emphasize the name, it may appear in all caps as “FILEFLEX” or as “FileFlex” with an initial cap for the word File and for the word Flex (FileFlex) and FileFlex spelled as a single word.
- The FileFlex model name can be used, i.e. FileFlex Enterprise.
- When the FileFlex model name is used in text or headlines it should be typeset in the same face and style as the surrounding copy. Do not try to recreate or imitate the FileFlex with model name stylistically with text. If you wish to emphasize the FileFlex model name it may appear in all caps as “FILEFLEX ENTERPRISE” or as “FileFlex Enterprise” with an initial cap for the word File, the word Flex and the word Enterprise (FileFlex Enterprise).
- FileFlex should always appear as one word. FileFlex used with the model name is always two words, i.e. FileFlex Enterprise.

### ***Examples of Correct Wordmark Usage:***

- In text, FILEFLEX can be emphasized by using all caps.
- Less emphasis can be used on the name by using FileFlex, an initial cap and lowercase for each word.

### ***Examples of Incorrect Wordmark Usage:***

- Don't use all lowercase letters, i.e. fileflex.
- Don't separate File and Flex into two words, i.e. File Flex.
- Don't combine parts of FileFlex with other words or with your own brand, i.e. Acu FileFlex, Compu FileFlex.
- Don't combine FileFlex and its model name into one word, i.e. FileFlexEnterprise.
- Don't combine FileFlex name with prefixes or suffixes, i.e. Super FileFlex, FileFlex Pro.
- Don't use part of the FileFlex name to create other words, i.e. SuperFlex, FlexPro.
- Don't use FileFlex as an acronym, i.e. FFLX, FLX, FF.

## TRADEMARK USAGE

- When using the FileFlex name in text it is important to treat the trademark properly. The first time FileFlex is used in text the register mark symbol ® should appear after FileFlex as a superscript. Example: FileFlex<sup>®</sup>. Subsequent uses of the FileFlex name do not need the ® symbol.

### ***Appropriate Acknowledgement Line:***

- FileFlex is a registered trademark of Qnext Corp.



# FileFlex Graphic Devices



- The FileFlex app buttons used for the FileFlex Android and iOS apps are graphic devices and are part of the FileFlex brand identity framework. You may not use, create or imitate these graphic devices within your communications except where supplied by FileFlex. The same guidelines for using the FileFlex trademark also apply to FileFlex graphic devices.

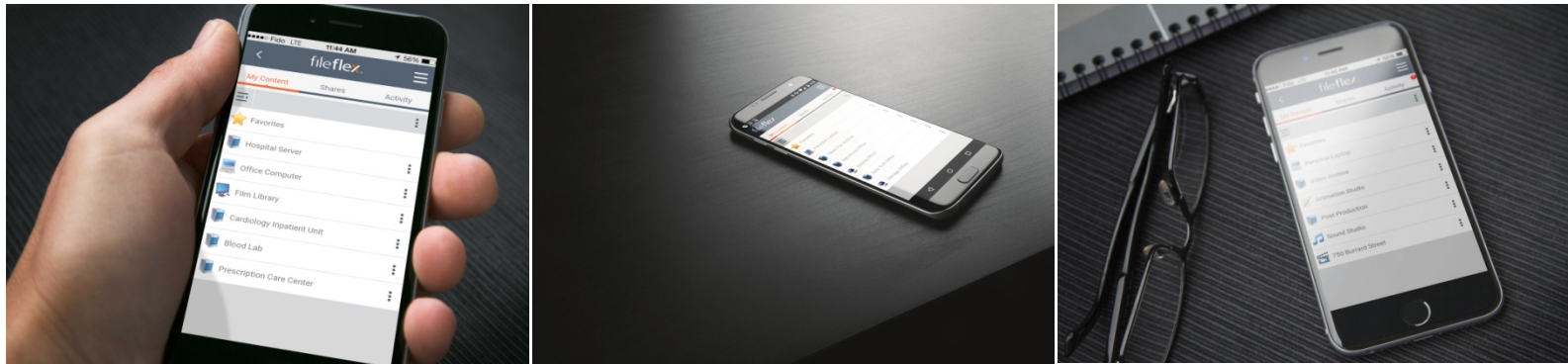
## GRAPHIC DEVICE BASICS

- Always reproduce the FileFlex graphic device from an approved electronic FileFlex graphic device file.
- Always use the FileFlex graphic device as is. Never alter it in any way.

### ***Remember to Use a FileFlex Graphic Device:***

- With correct clear space.
- Not smaller than the minimum size.
- In approved colors.
- On an approved background.
- Using artwork supplied by Qnext.

# Product Shots



- In marketing FileFlex there is a library of license-free, pre-made product hero shots available to you. They show FileFlex being used on mobile phones, tablets and remote computers and on Android, iOS and Windows operating systems. The library also includes various use scenarios such as being used in a creative agency, an international law firm, a healthcare facility and a typical corporation.
- You can also make your own hero shots if you have minimal Photoshop skills by purchasing a mock-up kit and dropping your own screenshots into the smart layer of a pre-made, pre-layered photo. Mock up kits can be purchased for a small fee at <https://graphicriver.net/> and typing 'app mock up kit' in the search bar.

# Application Guidelines

- You may only display the FileFlex logo immediately adjacent to:
  - A FileFlex product photograph; or
  - Text that describes FileFlex products, services or solutions.
- Do not place the FileFlex logo adjacent to text or photographs that refer to other products.
- Do not use the FileFlex logo in a manner likely to confuse or mislead consumers/customers.
- Comply with all guidelines in this document and the terms of your agreement(s) with FileFlex.
- FileFlex may withdraw or limit this authorization at any time for any reason.

## ARTWORK AND PHOTOGRAPHY

- The FileFlex logo artwork and selected product photos are available through your FileFlex account manager.

# Contact Info

## SERVICES

- We are equipped with product, sales and marketing knowledge and competitive intelligence that can assist you at all levels.

## SALES

- Assist in the creation of sales support materials.
- Conduct product knowledge sessions.
- Participate in presentations.
- Offer sales assistance.

## MARKETING

- Claims.
- Copy review.
- Feature positioning.
- Integrated marketing communications.

## CONTACT

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