

Brand Identity Guide

September 2017. Ver A-001

Century[™]
BUSINESS SOLUTIONS

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Introduction

Purpose

Vision Statement:

To use technology to empower businesses so they can focus their time, resources, and efforts on what really matters.

Mission Statement:

Providing solutions that help businesses process payments faster and at lower cost, backed by five-star customer support.

Taglines

Company Tagline:

Payments made easy.

Product Tagline:

Simple. Secure. Smart.

Honesty

In a profit-hungry and convoluted industry, the one way to stand out from the competition is to be honest. We disclose exactly who we are and what we offer, we honor our promises, and we don't take advantage of our clients.

Innovation

Innovation is not just a buzzword to put on the "About Us" page on our website. We strive to meet all our clients' processing needs, which often involves innovating far-out technical solutions for complex business flows.

Helpfulness

Our five-star rated Client Services Team deserves most of the recognition here. We place a strong emphasis on keeping our customers happy, and Client Services is described as "...the most knowledgeable and positive customer support representatives I have had."

Core Values

The stuff we're made of.

Dedication

Again, not a buzzword—ask anyone in Sales. This company was built on thousands of hours of hard work and countless moments where we put aside ego and personal comfort to become better in our individual roles and better as a company.

Experience

We've cultivated years of understanding of how the industry works, adapted to changing technology, and embraced opportunities for growth. All of this allows us to offer more comprehensive services to businesses.

Company Voice

Our voice is the outward expression of our values. It's the way we interact with our clients, partners, and potential clients, and it translates to every facet of our brand. Everything we create should be aligned with our company voice.

Professional

A professional voice is polite, competent, and confident. We are formal when the situation calls for it, but we are never stuffy or overbearing.

Businesses trust us to make sure that money ends up in their accounts. That's a big responsibility, and we want to make sure they know we take our jobs seriously.

Intelligent

An intelligent voice is knowledgeable, curious, and experienced. We know our products and services by heart and have a solid comprehension of the industry as a whole.

Our voice encompasses the software developers and industry experts within our company—the people that put their heads together to create groundbreaking products. It's important our voice reflects that expertise.

Helpful

A helpful tone is accommodating, engaged, and service-oriented. We solve problems. We make people feel heard and understood.

We understand the pain points of many businesses and we have the capacity to ease those pain points. We adopt a helpful tone to demonstrate our understanding and our willingness to help.

Conversational

Tone should be light and conversational. Choose the simplest and most natural way to relay information. While we're not overly casual, we are relatable and easy to talk to.

Merchants often feel alienated or overwhelmed by all the complicated jargon out there. Keeping the tone conversational shows we understand where they're coming from.

Elevator Pitch

We're a software company that develops easier and less expensive ways for companies to process payments.

Companies spend a lot of time processing payments, so we developed an integration for their accounting programs to eliminate the extra steps involved.

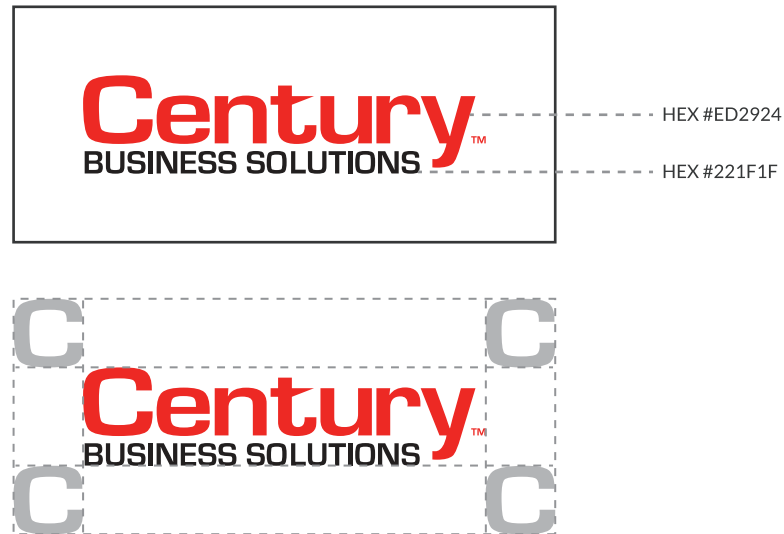
Our technology also allows us to process payments at lower costs, so we pass those savings on to our customers.

You don't have to choose between saving money and saving time. We'll give you our software integration and access to our proprietary payment gateway, and we guarantee that we'll save you money on your monthly processing fees.

Visual Identity

Company Logo: Clear Space

Leave ample clear space around the logo. Clear space should measure at least the height and width of the “C” in Century.



Company Logo: Color

The Century Business Solutions logo embodies the core of CBS. The clean sans-serif typeface reflects our modern approach to payment processing. A mature, deep red showcases our confidence and experience in the industry.

The CBS logo is the most prominent place we use the color red. We find it works well as a bold accent when used sparingly.



The CBS logo is red and black. When placing on a dark background, change the bottom line of text to white for readability. You may use an all-white logo on a dark or colored background when appropriate.

Company Logo: Misuses

To maintain the integrity of the brand, do not manipulate any of the logos in any way that changes proportions, spacing, or text.

Colors must fall within the guidelines previously outlined.

Do not place logos on backgrounds that make the logos unreadable.



Do not change the spacing or proportions of the logo.



Do not change the colors of the logo in any way not outlined on the previous page.



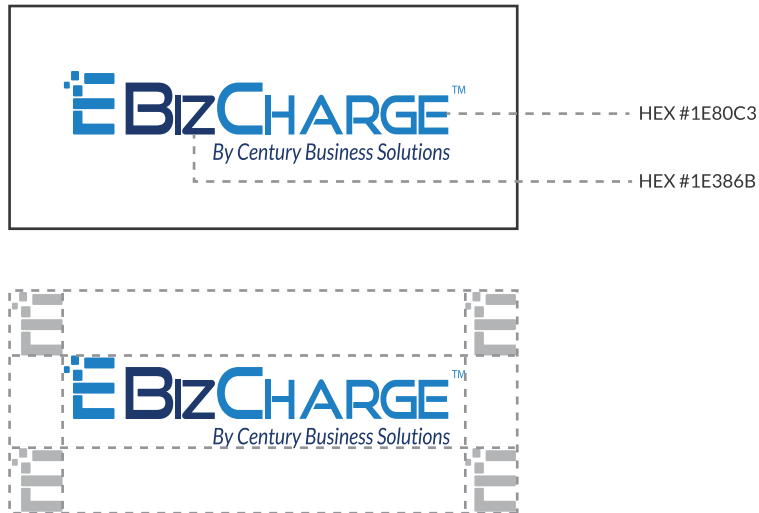
Do not use the old logo.



Do not place logos on backgrounds that clash with the colors of the logo or obscure the text.

EBizCharge Logo: Clear Space

Leave ample clear space around the logo. Clear space should measure at least the height and width of the “E” in EBizCharge.



EBizCharge Logo: Color

The EBizCharge logo encompasses our suite of products. Medium and dark blues are used for a professional yet friendly feel.

Except in unusual circumstances, the EBizCharge logo should never appear without the “By Century Business Solutions” description.



If placed on a dark or colored background, change the logo to white for readability.

EBizCharge Logo: Misuses

To maintain the integrity of the brand, do not manipulate any of the logos in any way that changes proportions, spacing, or text.

Colors must fall within the guidelines previously outlined.

Do not place logos on backgrounds that make the logos unreadable.



Do not change the spacing or proportions of the logo.



Do not place logos on backgrounds that clash with the colors of the logo or obscure the text.



Do not remove the “By Century Business Solutions” description, except in unusual circumstances.



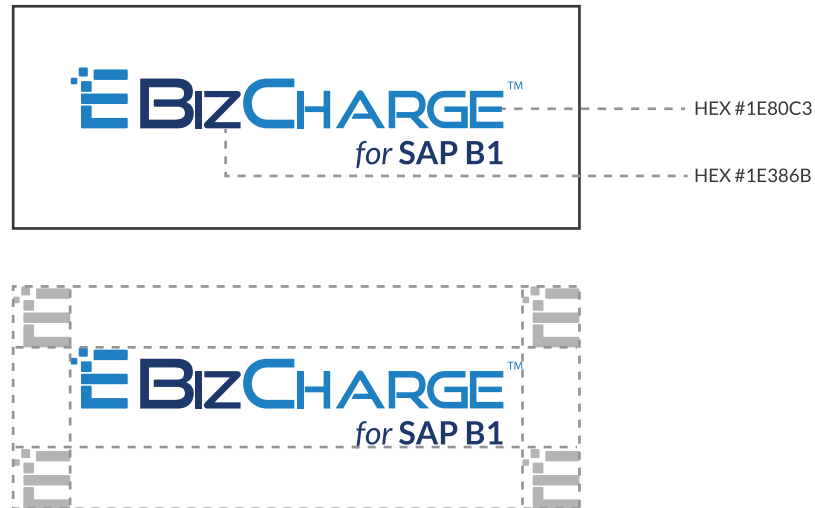
Do not use the old EBizCharge logo.



Do not change the colors of the logo in any way not outlined on the previous page.

EBizCharge Software Logos: Clear Space

Leave ample clear space around the logo. Clear space should measure at least the height and width of the “E” in EBizCharge.



EBizCharge Software Logos: Color

The EBizCharge software logos can be used when referring to individual software integrations.

The same color guidelines apply to the software logos as the main EBizCharge logo.



EBizCharge Software Logos: Misuses

To maintain the integrity of the brand, do not manipulate any of the logos in any way that changes proportions, spacing, or text.

Colors must fall within the guidelines previously outlined.

Do not place logos on backgrounds that make the logos unreadable.



Do not change the spacing or proportions of the logo.



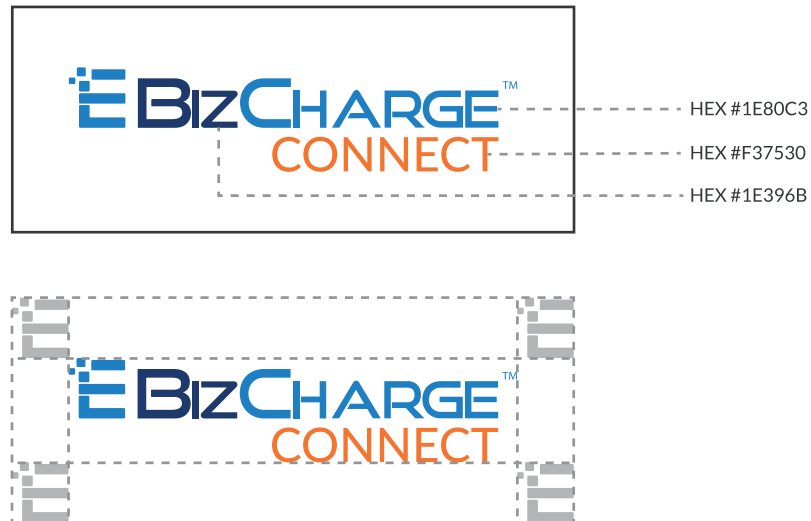
Do not change the colors of the logo in any way not outlined on the previous page.



Do not place logos on backgrounds that clash with the colors of the logo or obscure the text.

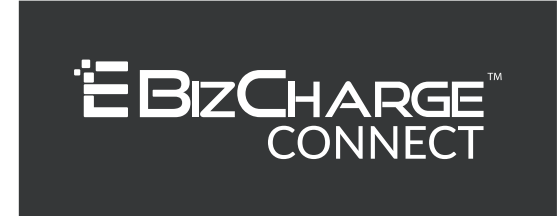
EBizCharge Connect Logo: Clear Space

Leave ample clear space around the logo. Clear space should measure at least the height and width of the “E” in EBizCharge.



EBizCharge Connect Logo: Color

The EBizCharge Connect logo follows the same guidelines as the main EBizCharge logo.



EBizCharge Connect Logo: Misuses

To maintain the integrity of the brand, do not manipulate any of the logos in any way that changes proportions, spacing, or text.

Colors must fall within the guidelines previously outlined.

Do not place logos on backgrounds that make the logos unreadable.



Do not change the spacing or proportions of the logo.



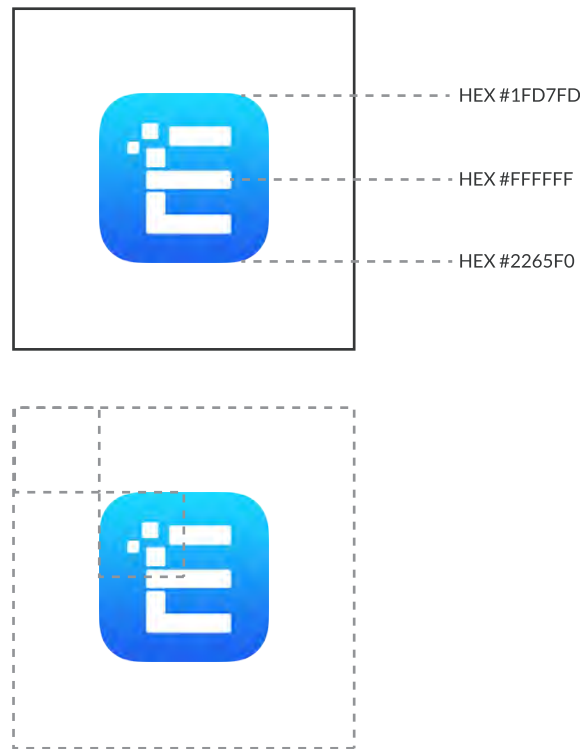
Do not change the colors of the logo in any way not outlined on the previous page.



Do not place logos on backgrounds that clash with the colors of the logo or obscure the text.

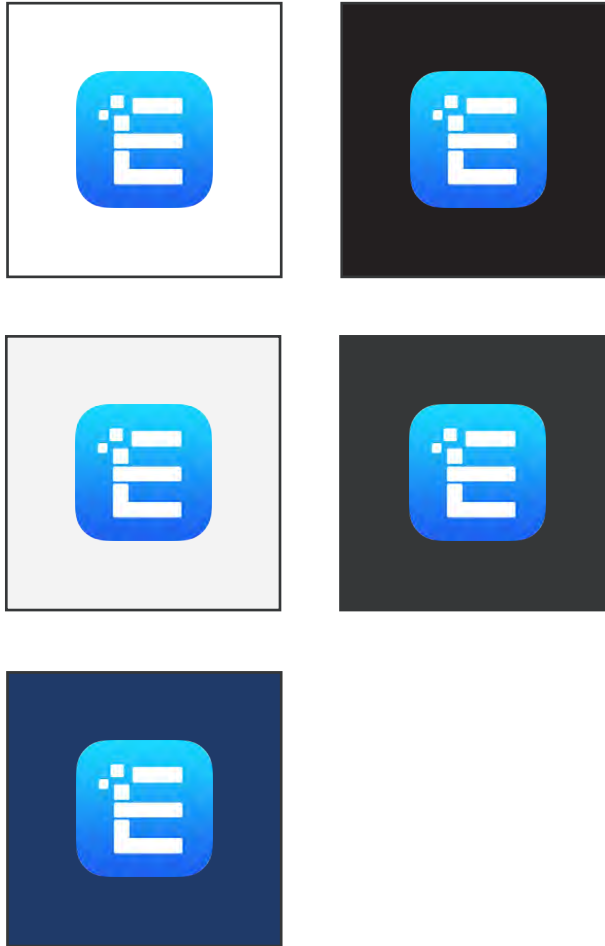
EBizCharge App Logo: Clear Space

Leave ample clear space around the logo. Clear space should measure about a quarter of the logo in height and width.



EBizCharge App Logo: Color

The EBizCharge app logo should only be used as the desktop POS logo, the favicon for the EBizCharge website, and the EBizCharge mobile application icon. Color use is similar to the previous logo iterations.

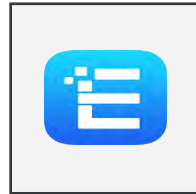


EBizCharge App Logo: Misuses

To maintain the integrity of the brand, do not manipulate any of the logos in any way that changes proportions, spacing, or text.

Colors must fall within the guidelines previously outlined.

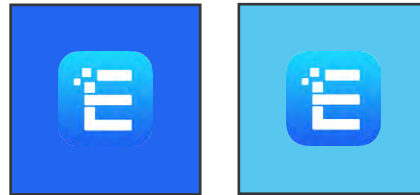
Do not place logos on backgrounds that make the logos unreadable.



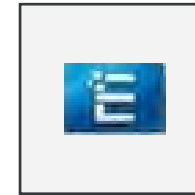
Do not change the proportions of the logo.



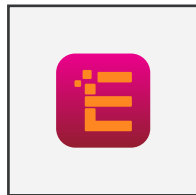
Do not place the EBizCharge App logo next to the EBizCharge logo.



Do not place logos on backgrounds that clash with the colors of the logo or obscure the text.



Do not use the old icon.



Do not change the colors of the logo in any way not outlined on the previous page.

Partnership Logos

Century Business Solutions has three levels of partnership: Development Partner, Software Partner, and Partner. There are two logo options for each level.

The appropriate Partnership logos are to be distributed to partners for use in their materials.



DEVELOPMENT
PARTNER



DEVELOPMENT PARTNER



SOFTWARE
PARTNER



SOFTWARE PARTNER



PARTNER



PARTNER

Cobranding

Separate our logo from our partner's logo with a .5 pt charcoal grey line. The space between the edge of each logo and the line should be the width of the "C" in Century.

Century[™]
BUSINESS SOLUTIONS

 **Acumatica**
The Cloud ERP



Century[™]
BUSINESS SOLUTIONS

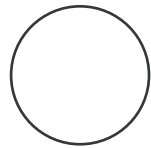
ORACLE[®]



Color

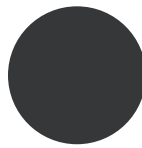
Primary Color Palette:

We pair white with dark accents for a clean and professional look. We use Ice and Tangerine as additional accent colors to brighten the page.



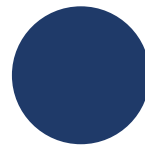
White

HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0



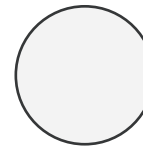
Charcoal

HEX #353738
RGB 53/55/56
CMYK 71/63/61/54



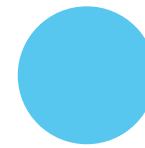
Titanic

HEX #1F3A69
RGB 31/58/105
CMYK 99/85/32/20



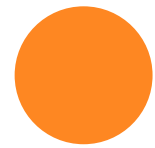
Snow

HEX #F3F3F3
RGB 243/243/243
CMYK 3/2/2/0



Ice

HEX #58C7F0
RGB 88/199/240
CMYK 56/1/1/0



Tangerine

HEX #FE8722
RGB 254/135/34
CMYK 0/58/95/0

Secondary Color Palette:

We use secondary colors when appropriate to create a more dynamic and interesting palette. Red (used sparingly) introduces a bold contrast that matches our logo.



Azure

HEX #2A98F1
RGB 42/152/241
CMYK 69/33/0/0



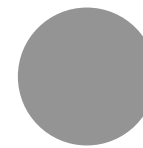
Cherry

HEX #DF1724
RGB 223/23/36
CMYK 6/100/100/1



Sleet

HEX #D4DADD
RGB 212/218/221
CMYK 16/9/9/0



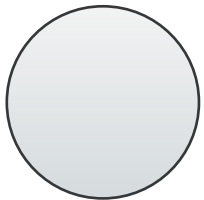
Ash

HEX #949494
RGB 148/148/148
CMYK 44/37/37/2

Gradients

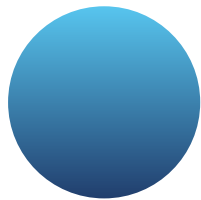
Gradients are used primarily as backgrounds for both web and printed elements.

Snow to Sleet



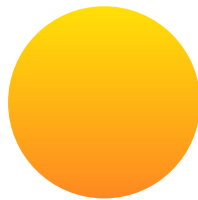
HEX #F3F3F3 to
HEX #D4DADD

Ice to Titanic



HEX #58C7F0 to
HEX #1F3A69

Yellow to Tangerine



HEX #FFE205 to
HEX #FE8722

EBizCharge App Logo

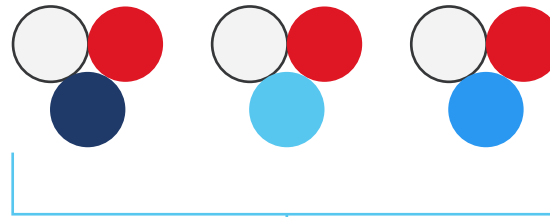


HEX #1FD7FD to
HEX #2265F0

Color Groups to Avoid



Red paired with orange, black, and/or white can be an overwhelming color combination. We prefer to use Cherry sparingly.



We love our country, but we'll save the red, white, and blue for the American flag.

Primary Typeface

We like Lato because it's professional with a slight bite to it. The font is classical in proportions, but the semi-rounded letters infuse it with a sense of warmth. We feel it embodies Century Business Solutions as a whole quite nicely.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato
is our
primary
typeface.

Secondary Typeface

In the event that Lato is unavailable, use Trebuchet MS. If Trebuchet MS is also unavailable, use Arial.

Trebuchet MS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography Usage

Use either of these typographic hierarchies with written content.

H1: Lato Regular

Process Payments Easily

H2: Lato Bold

Integrate and save time with our PCI compliant payment application

Body: Lato Regular

Our payment processing solution can reduce your total payment processing costs and make it easy for you and your accounting team to process credit cards, debit cards, and ACH checks within your accounting system.

H1: Lato Light

Process Payments Easily

H2: Lato Regular

Integrate and save time with our PCI compliant payment application

Body: Lato Light

Our payment processing solution can reduce your total payment processing costs and make it easy for you and your accounting team to process credit cards, debit cards, and ACH checks within your accounting system.

Graphic Elements

Icons

Icons should be thin and Charcoal or Titanic. Use white or Snow on dark backgrounds.

Examples:



Buttons

Buttons should be rectangular, rather than rounded. Use Lato Bold (or the closest font) in all uppercase letters. Buttons should be Azure with an Ice hover color, Titanic with an Azure hover color, or Tangerine with an orange-yellow (hex #FF9800) hover color.

SCHEDULE A DEMO

Azure

HEX #2A98F1
RGB 42/152/241
CMYK 69/33/0/0

SCHEDULE A DEMO

Ice

HEX #58C7F0
RGB 88/199/240
CMYK 56/1/1/0

LEARN MORE

Titanic

HEX #1F3A69
RGB 31/58/105
CMYK 99/85/32/20

LEARN MORE

Azure

HEX #2A98F1
RGB 42/152/241
CMYK 69/33/0/0

CONTACT US

Tangerine

HEX #FE8722
RGB 254/135/34
CMYK 0/58/95/0

CONTACT US

Orange-Yellow

HEX #FE8722
RGB 254/135/34
CMYK 0/58/95/0

Photographs

Photographs are clean and high-quality, but don't scream *stock image*. Photos generally fall in four categories: lifestyle, technology, business, and industry. Notice the images incorporate our palette colors such as orange, blue, black, white, and gray.



Lifestyle



Technology



Business



Industry