



Brand Guidelines

2021

Table of Contents

3	Our Vision & Mission
4	Voice & Tone
5	Our Values
6	Primary Logo
7	Alternate Logos & Variations
9	Logo Rules & Use Cases
10	Our Fonts
11	Colors
12	Illustration Style
13	Characters
14	Icons
15	Product Logos
16	AIAB
17	Brand Applications
19	Presentations



Our Vision

To transform and revolutionize the delivery of high-value content through the power of innovative technologies.

Our Mission

We help disseminate human knowledge on a global scale through our highly customizable, flexible, and innovative workflow solutions.



Voice & Tone

Our brand voice is consistent and purposeful. Always use active voice.

The Aries brand voice is:

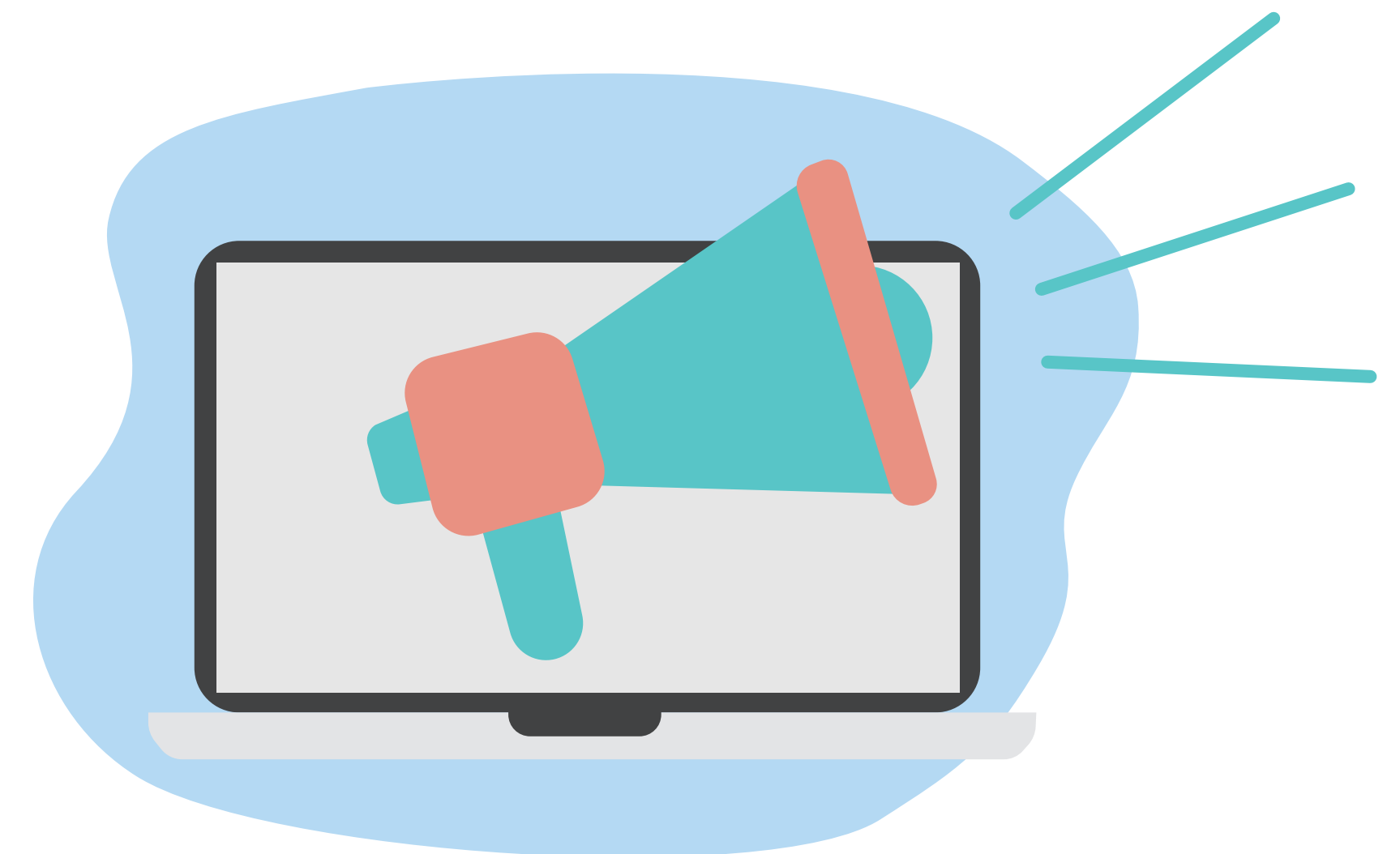
Honest: We say what we mean and mean what we say. We are always truthful in our communications and avoid using distracting or exaggerated language. We value the trust that our customers instill in us and communicate with them open and honestly.

Clear: Have a full understanding of the topic. Use direct, concise sentences. avoid overwriting and complex sentence structures.

Examples of off-brand voice:

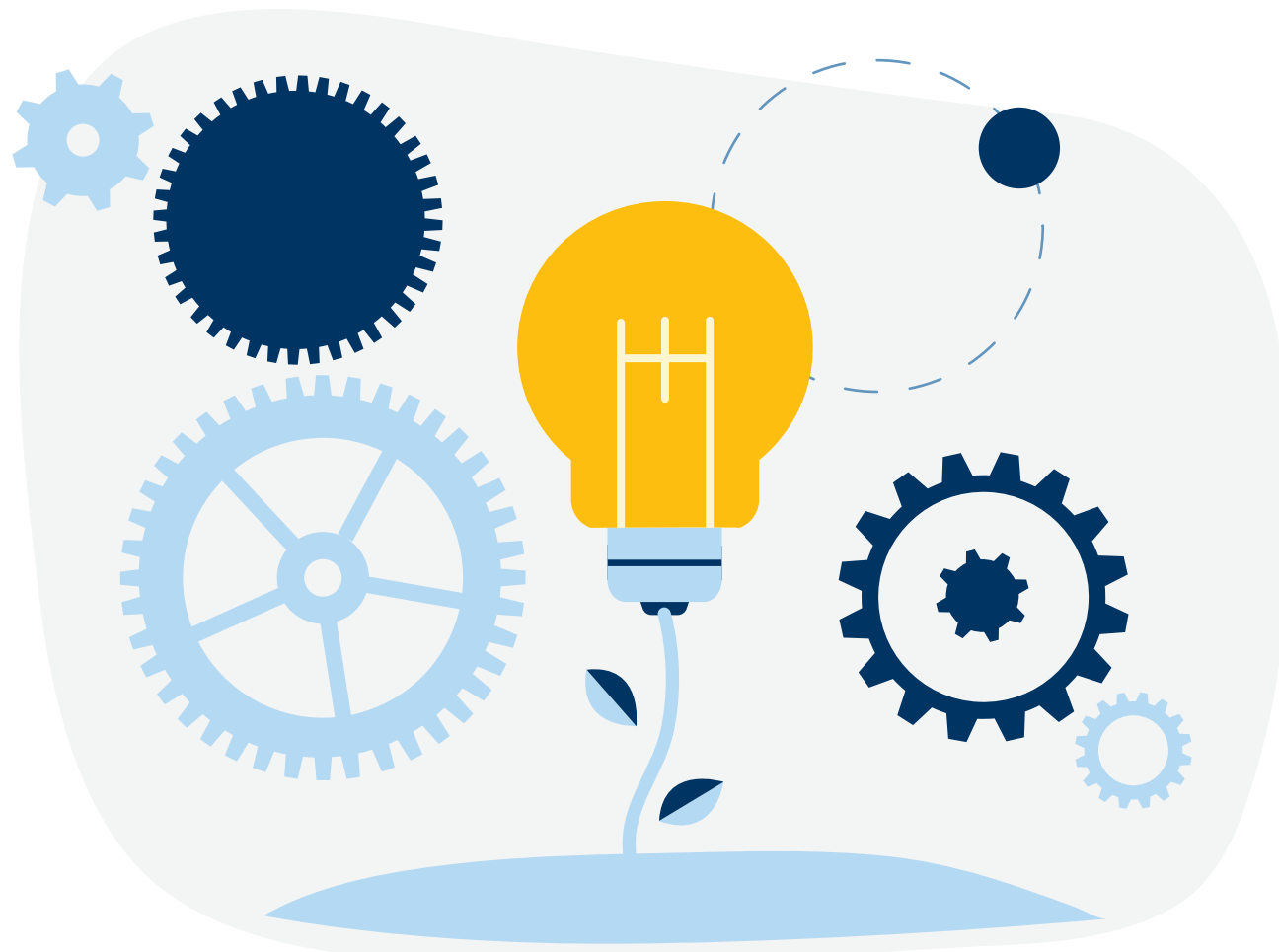
- | | |
|-----------------------------|----------------------------|
| ✗ Overly technical | ✗ Informal, unprofessional |
| ✗ Overly complex or verbose | ✗ Passive |
| ✗ Too quirky or silly | |

Energetic: We are passionate about what we do and our voice should reflect that. We help our customers succeed through the continuous innovation of our workflow solutions. In communications be helpful, positive, and friendly.

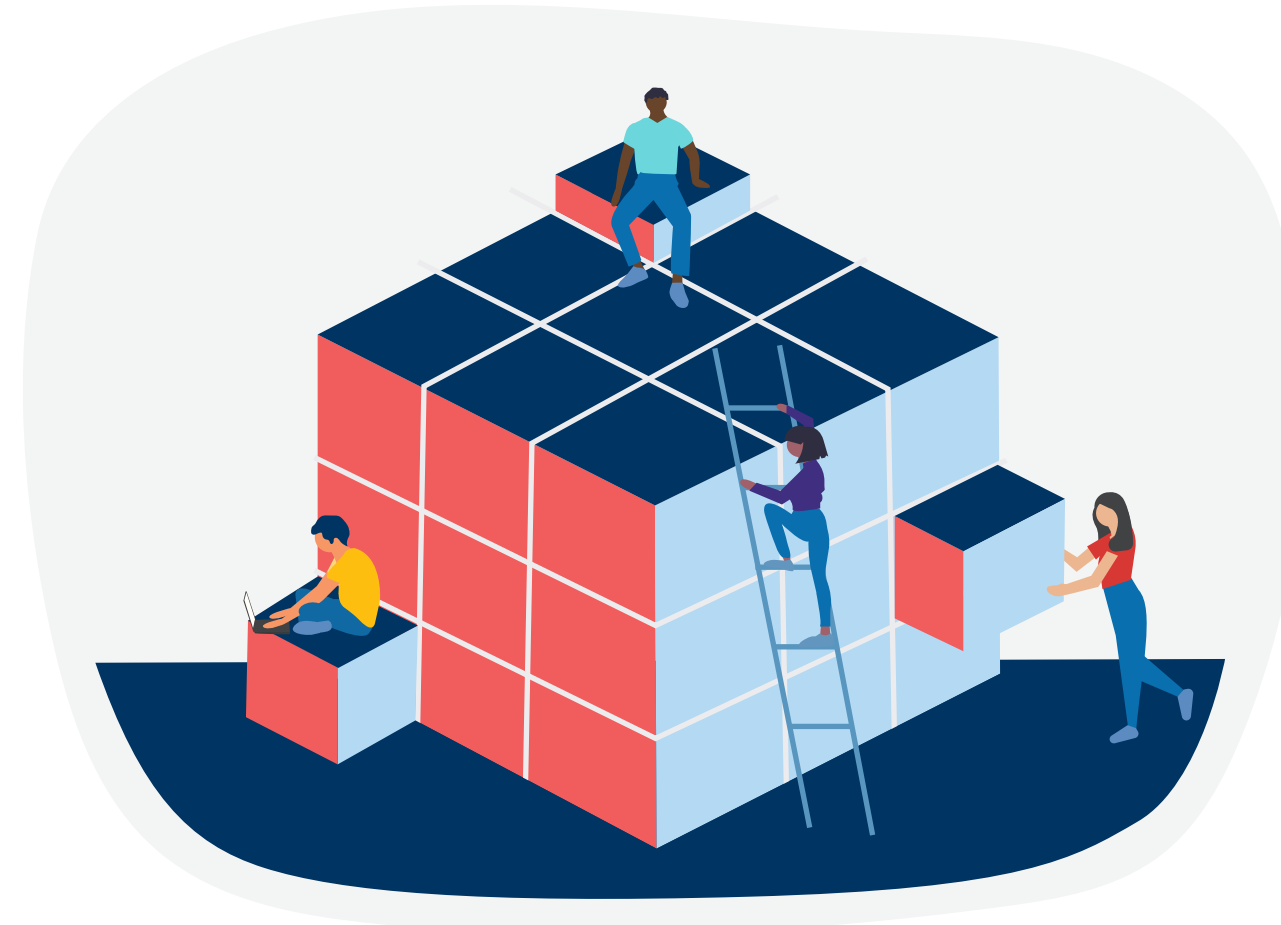


For more information check out our [Voice & Tone style guide](#).

Our Values



Curiosity



Collaboration



Quality



**Leadership &
Accountability**



Customer Centric

Primary Logo



Alternate Logos & Variation

Aries



Aries



Alternate Logos & Variation

 Publish Faster.
Publish Smarter.

 Arius

Publish Faster. Publish Smarter.

Powered by:  Arius
systems

 Publish Faster.
Publish Smarter.

 Arius

Publish Faster. Publish Smarter.

Powered by:  Arius
systems

Logo Rules & Use Cases

— DO



DO allow 0.5 inch padding around the logo in application



DO use alternate logos if audience is familiar with the Aries brand or full name has been established prior



Only use Powered by: Aries Systems when referring to our features or solutions

— DON'T



DO NOT sit the logo on color tones similar to the logos colors or patterns



DO NOT tilt, rotate, stretch or skew the logo in anyway



DO NOT screenshot logo from website. Only use high quality JPEGs or PNGs provided



DO NOT add unnecessary effects to logo (drop shadows, gradients etc.)

Our Fonts

■ Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate

Used for external presentations. Available cross-platform

■ Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors

Primary Colors

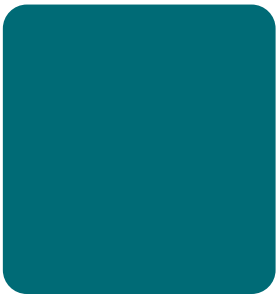
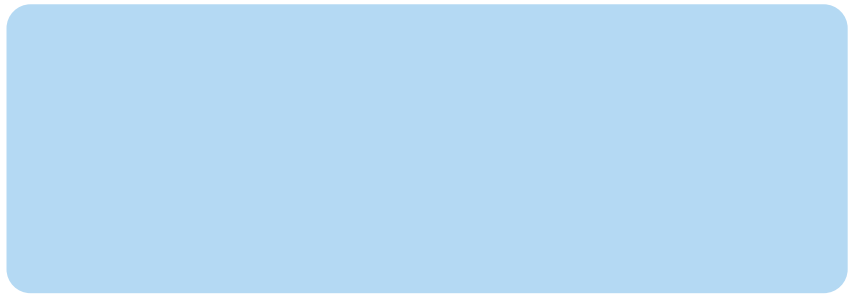
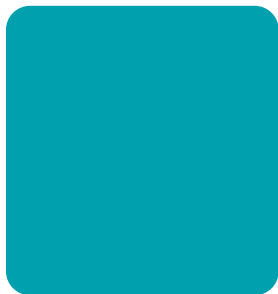



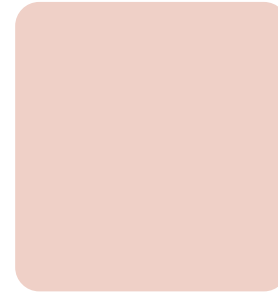
Aries Navy					PM Salmon				
									
PMS 108-16 C		PMS 147-16 C	PMS 123-15 C	PMS 98-7 C	PMS 55-6 U	PMS 34-8 C	PMS 10-10 C	PMS 32-16 C	PMS 179-14 C
HEX: #003462		HEX: #005B23	HEX: #006B76	HEX: #462C6B	HEX: #F15D5D	HEX: #F26524	HEX: #FEBE10	HEX: #7B3500	HEX: #434345
Aries Ice Blue			LM Teal	TM Mauve					
									
PMS 112-12 U		PMS 148-16 C	PMS 122-6 C	PMS 97-5 C	PMS 52-11 C	PMS 34-5 C	PMS 10-5 C	PMS 31-12 C	PMS 179-6 C
HEX: #B4D9F3		HEX: #099E43	HEX: #00A1AF	HEX: #77649E	HEX: #E99182	HEX: #F79765	HEX: #FFD67B	HEX: #BF713E	HEX: #A7A9AC
EM Sapphire	CM Mint								
									
PMS 106-15 C	PMS 148-5 U	PMS 124-5 U	PMS 96-2 U	PMS 53-9 U	PMS 24-1 U	PMS 4-1 U	PMS 30-10 U		
HEX: #0070AF	HEX: #7DC680	HEX: #59C5C7	HEX: #B7AAD3	HEX: #EFD0C7	HEX: #FDD1A9	HEX: #FFF5CF	HEX: #ECB690	HEX: #FFFFFF	

Illustration Style

Basic shapes combined to create simple, easy to comprehend illustrations

Organic shape backdrop for depth

Circular and diamond shapes, along with dashed line paths and organic embellishes can be used for added detail and consistency between related graphics

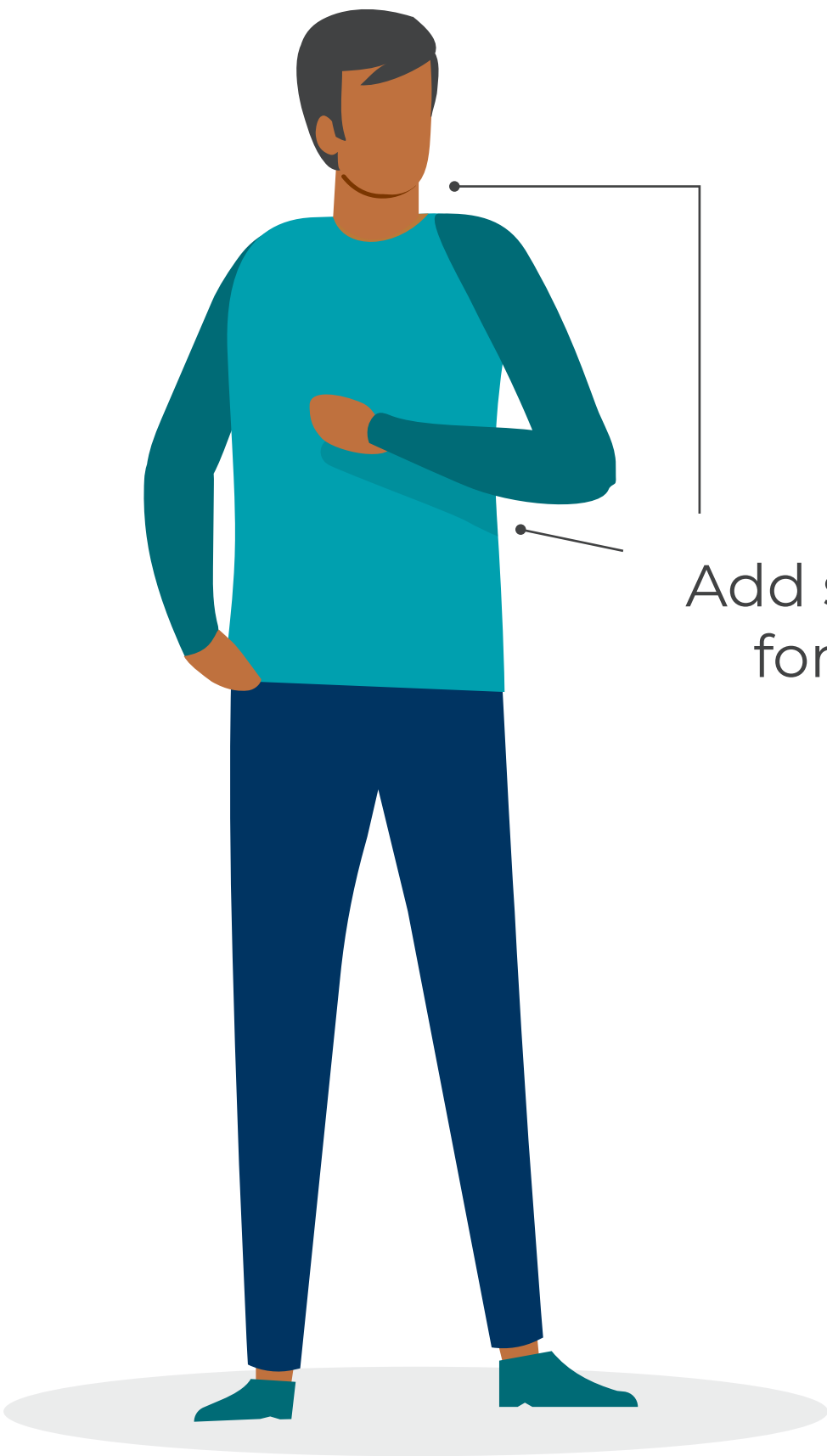
Icons used as secondary elements

Use scale to provide a whimsical/larger than life feeling to character illustrations



Characters

Full body render. Leave out facial expressions and fine details



Add shadows for detail



If only using bust, frame with a shape and allow illustration to break frame

Components kept to basic pre-created shapes that can be swapped out depending on implementation



Use designated characters to refer to Author, Editor, and Reviewer roles

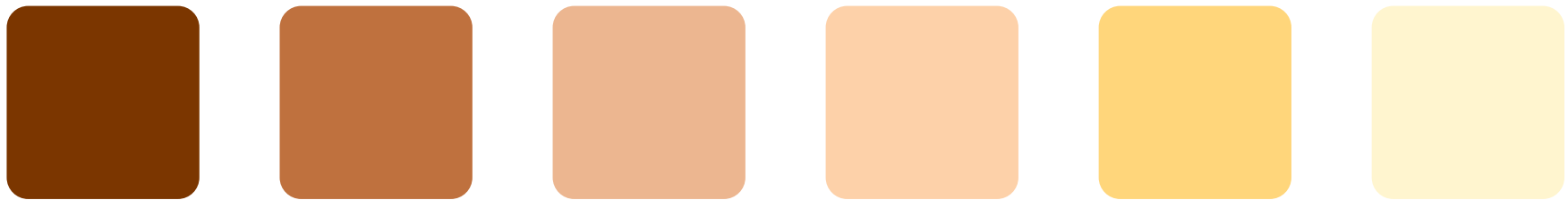


Author

Editor

Reviewer

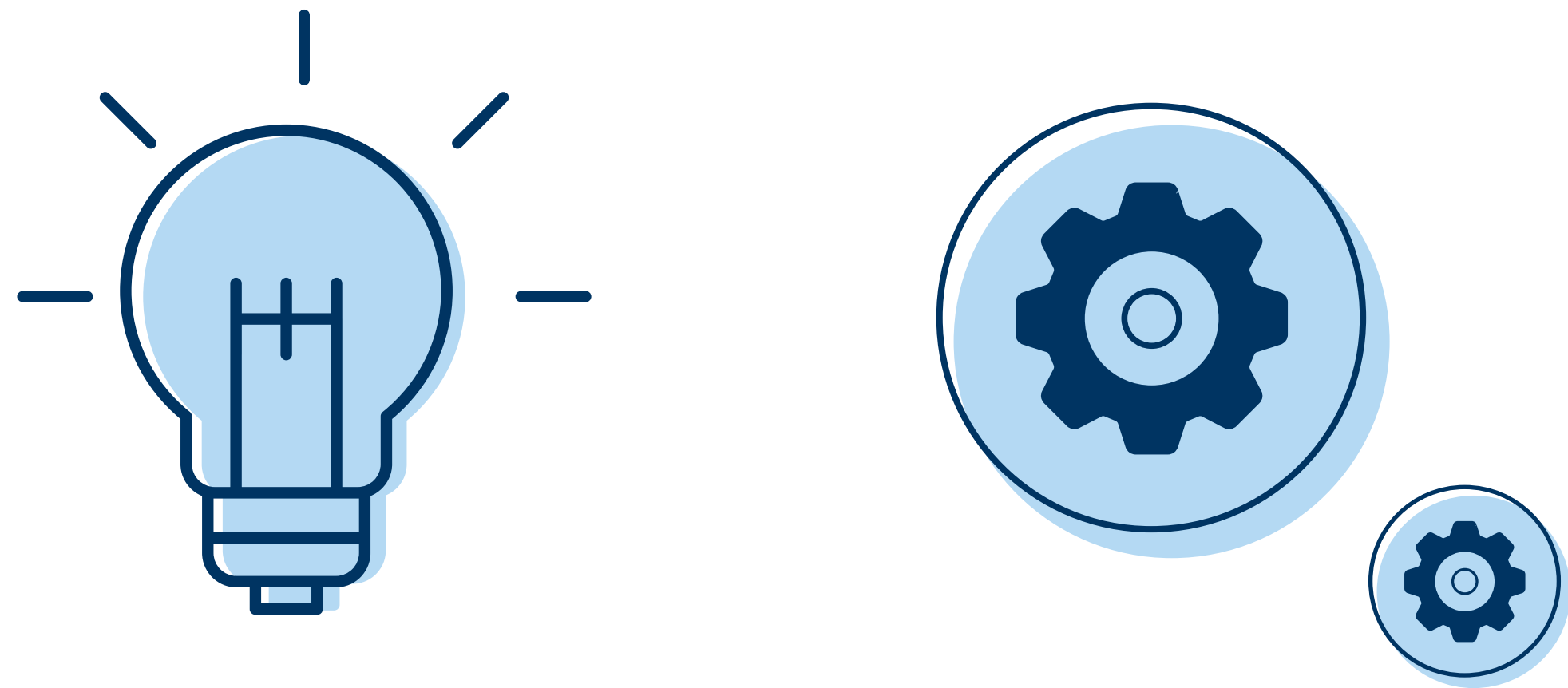
Add oval for shadow and sense of grounding



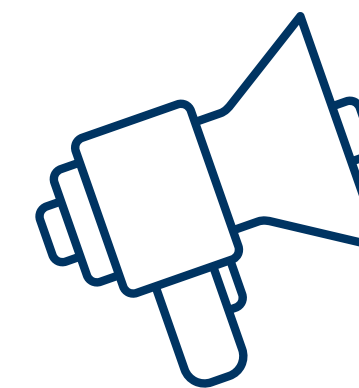
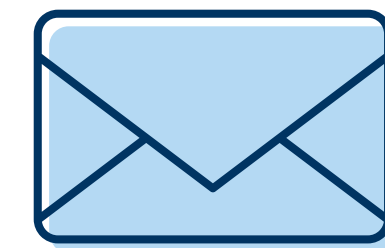
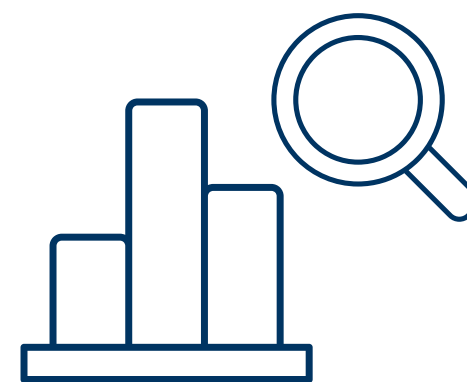
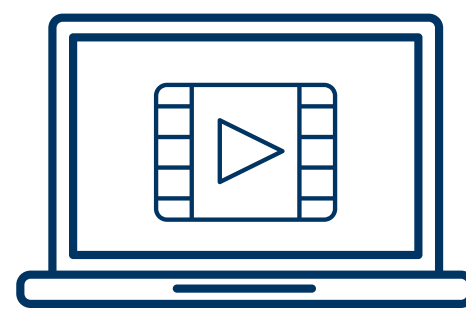
ONLY neutral brand colors should be used for skin tones. Make sure there is a diverse representation in graphics

Icons

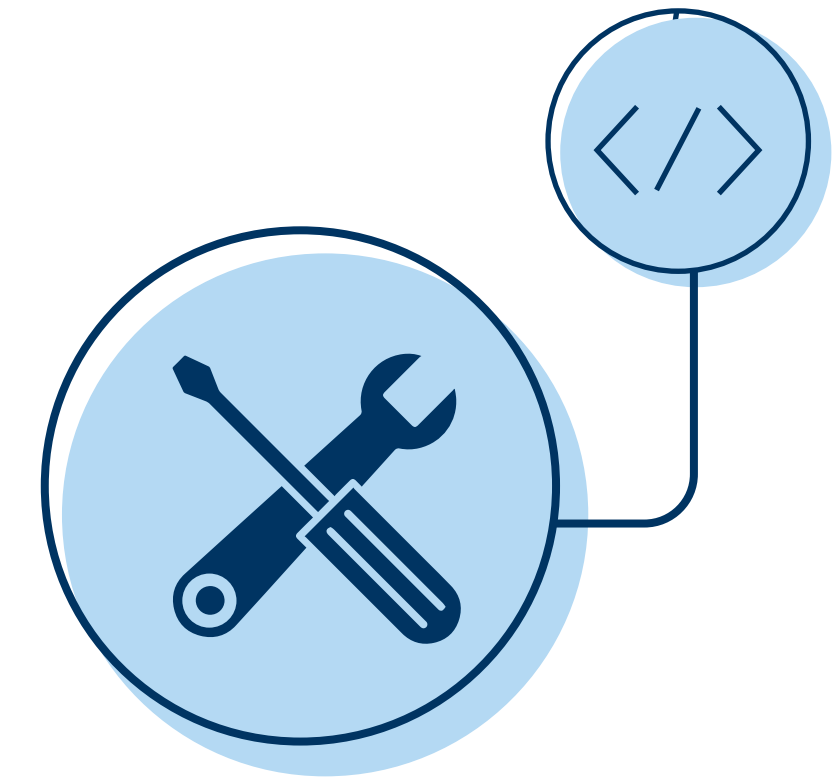
A combination of flat and line icons to suit every need



Can use solid offset backgrounds for added style



Can be framed in circular shapes and linked together with a stroke



Product Logos

All Aries product logos are available in three forms: a mark ("Dot") and two different lockups (Stacked and Horizontal). Dot logos should be used when space does not allow the full logo. Use Stacked and Horizontal logo options at your discretion.

Editorial Manager

Logos



Editorial
Manager®



Editorial Manager®

Dot



Colors



PMS
106-15 C
HEX: #0070AF



PMS
179-14 C
HEX: #434345



HEX: #FFFFFF

ProduXion Manager

Logos



ProduXion
Manager®



ProduXion Manager®

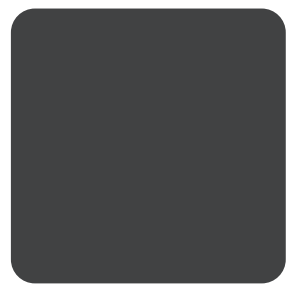
Dot



Colors



PMS
48-15 C
HEX: #D93833



PMS
179-14 C
HEX: #434345



HEX: #FFFFFF

AIAB

■ Primary Logo



■ Secondary Logo



■ Tertiary Logo/Seal



Brand Applications

Email Signatures



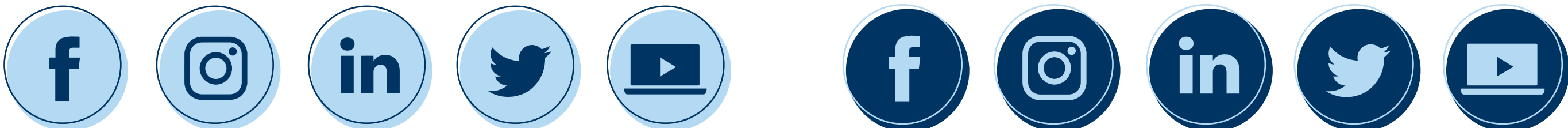
Alison Sousa | Graphic Designer

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50 High Street, Suite 21 | North Andover, MA | 01845 | USA

Direct: +1 (781) 439-0550
Cell: +1 (555) 555-5555



Social Media Icons



Brand Applications

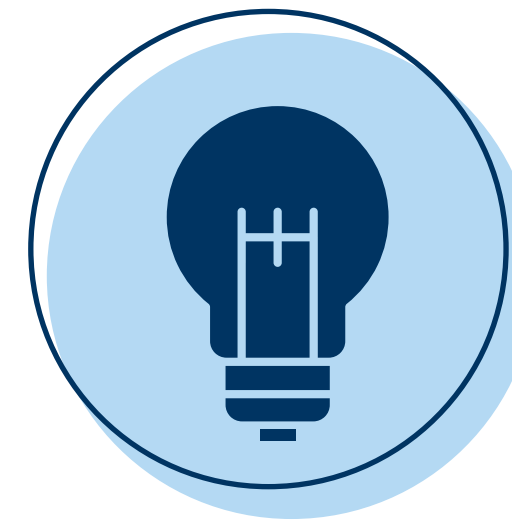
Internal Email Header



External Email Header



Email Icons



Presentations

Powerpoint Template

[illegible]