Aries Brand Compass

Our Purpose:

To help disseminate knowledge and information.

Our Vision:

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

Our Mission:

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

Our Values:

Customer Centric
We put ourselves in our customers' shoes.

Curiosity
We strive for innovation, take risks, and if we fail, we fail fast and we pivot.

Collaboration
We are humble, inclusive, and agile.

Quality
We hold ourselves to a standard of excellence. We hold ourselves accountable to delivering the right outcomes.

Leadership & Accountability
We lead with integrity. We motivate those around us. We provide constructive and timely feedback often.

Brand Strategy:

Q: Why was the decision made to update our positioning narrative, brand, and culture now?

A: Aries has evolved tremendously over the past 30+ years since its founding. We've introduced many new features and integrations, and have revised our strategy - but we haven't properly adjusted our story and how we tell it. The 2021 rebrand initiative provides an opportunity to reintroduce Aries, our solutions, and how we market ourselves as a trusted partner, market leader, and best-in-class technology provider.

Q: What is Aries' brand in relationship to Elsevier and their brand?

A: Aries Systems' brand and culture complements and supports Elsevier's guiding principles. Aries is a separate business and operating unit, and Elsevier does not mandate or influence Aries' brand. Although the Aries brand is unique to us, it does not diverge or go against Elsevier values or principles. All members of Aries staff should classify themselves as employees of Aries first, and should label themselves as such externally (on LinkedIn profiles, PowerPoint slides, email signatures, etc.)

Q: What is the purpose of the brand narrative and why must we tell that story?

A: A good brand narrative serves as a guiding principal to support the brand strategy. It works to reinforce the create brand experiences. The brand narrative is what changes the perception of the brand and create clarity for external stakeholders across every interaction.

Q: What does culture and positioning have to do with brand?

A: Company culture can be defined by the attitudes and behaviors of a company and its employees. Company culture serves as the compass or guide to achieving success. When culture, brand, and positioning don't align, the direction, perception, and mission of the company become unclear, and often times confusing, for both internal employees and external prospects and customers to understand.

Q: How can I ensure I am communicating about Aries in the right light?

A: Writing/speaking in the Aries voice, tone, and style helps to create a consistent experience across all communications. Please refer to Aries' Voice & Tone guide for tips to our formal voice, tone, mechanics, company descriptions, etc.

Visual Design:

Q: Can I customize the design of my email signature?

A: No, you may not make any changes to the company email signature. It is important for all employees to represent Aries and our brand in a consistent manner.

Q: How do I update my email signature?

A: The Marketing team has provided a step-by-step guide to updating your Aries email signature. This guide can be found on the homepage of the Marketing team's Confluence page under 'Quick Links'.

Q: Can I customize the design of my email message body?

A: Yes, to an extent. All members of Aries staff should use a clearly legible font and font size for their email communications in Outlook (Montserrat, Verdana, Arial, or Calibri highly preferred). Please avoid the use of color for email message text, and instead opt for black or a dark grey for professionalism.

Q: Can I customize the design of the PowerPoint template?

A: No, you may not make customizations to the Aries PowerPoint template. If you feel elements are missing, please let the Marketing team know.

Q: Can I still use old logos, presentation decks, and other templates?

A: No, you may not use any old logos, PowerPoints, or other templates. In order to build a consistent and recognizable brand in the market, it is critical that all members of the Aries team use the updated marketing and brand assets.

*The Marketing team will offer assistance from Monday, May 24, 2021 – Monday, June 7, 2021 in getting old templates and presentations transitioned to the new brand style. **It is expected that all old material be out of use no later than Wednesday, June 30, 2021.***

Q: Do all applications of Aries brand assets and materials need to be approved?

A: The Aries Marketing team is providing all employees with access to elements of the Aries brand (logos, icons, etc.), pre-created templates, and detailed brand guidelines to empower Aries staff to work as independently as possible. However, certain applications should be reviewed and approved in advance. For example, all external facing PowerPoint templates must be approved by the Marketing team in advance to being shared publicly. If you have any questions or doubts to how elements of the brand should be used, please contact a member of the Marketing team for assistance.

Q: What is the new Aries font?

A: Montserrat is the new Aries font. Our alternate font is Verdana which can be used for PowerPoint presentations as needed.

Q: What if I don't have the Montserrat font downloaded? Can I get it?

A: Yes, please reach out to any member of the Marketing team and they will send you the font for your use.

Q: What happened to the LiXuid Manuscript, Task Manager, and Commerce Manager solution logos?

A: Historically, LiXuid Manuscript, Task Manager, and Commerce Manager have been branded similarly to our flagship solutions, Editorial Manager and ProduXion Manager, with their own product logos and color palette. Providing them with the same treatment as EM and PM has created confusion, implying LM, TM, and CM are *standalone solutions*. To rectify this, we have adjusted how these are marketed. LM, TM, and CM will no longer have product logos or color association, and will be clearly positioned as *features* to be used within EM and/or PM.

General:

Q: Can I have a copy of the brand guidelines book?

A: Yes, you can download a copy on the Marketing team's Confluence homepage under 'Quick Links'.

Q: Who do I direct my questions to?

A: Any member of the Marketing team can help with any brand or positioning related questions.

Q: What should I do if I see the retired branding being used?

A: If you notice use of any elements of the old branding, both internally and externally, please let the Marketing team know so we can notify and correct it.

Q: Where can I access brand resources and assets?

A: All Aries employees can access brand assets and resources including logos, PowerPoint templates, icons, colors, rules and guidelines, and more on the Marketing team's Confluence page.