



Branding and Positioning
Brunch and Learn

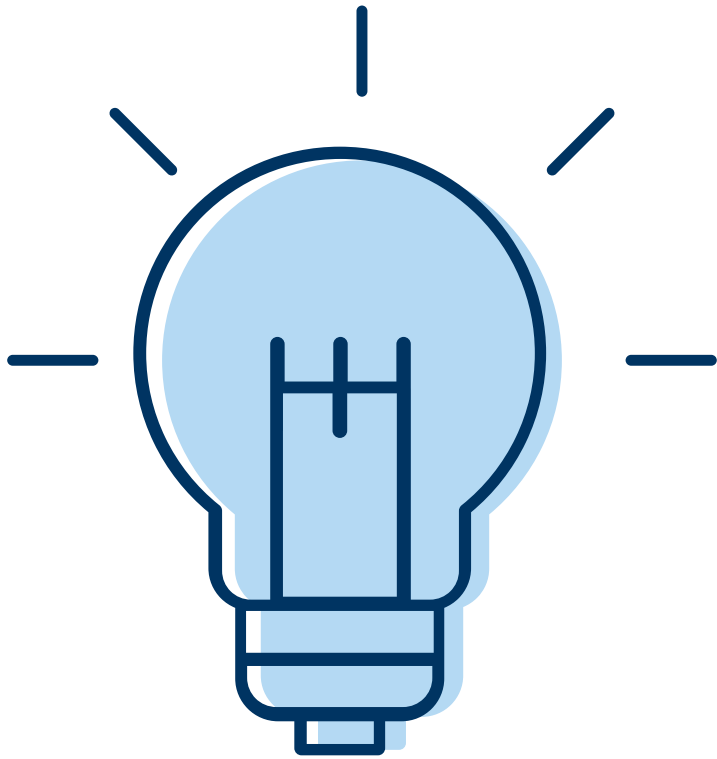
May 2021

Agenda

May 19, 2021

- 2021 Rebrand Overview
- Brand Strategy
- Repositioning
- Design Updates
- Helpful Resources





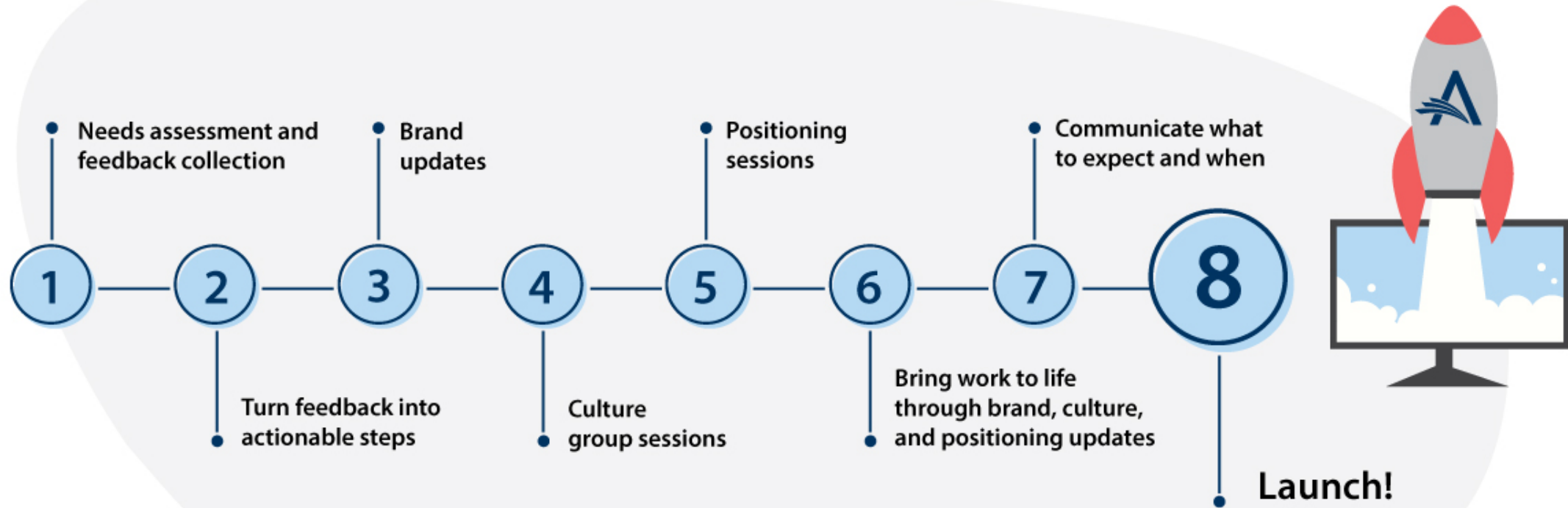
Brand Strategy

Why Rebrand?

- Conflicting design styles
- Assessed the “Why” and strategically aligned
- Better represent current positioning
- Create a stronger, positive brand perception
- Enhancing brand recognition
- Consistency and professionalism
- Internal alignment



The Journey



Elsevier & Aries: Brand & Culture

Our branding is unique

- Aries and Elsevier do not share branding
- Aries has it's own unique brand, identity, and personality
- Our brand differentiates us from ELS
- Brand updates are not mandated by ELS

Our culture complements

- Aries' core values do not stray from Elsevier's values
- The 5 aspects of Aries' culture support and reinforce Elsevier's guiding principles
- Aries culture enhancements are supported by Elsevier HR



Aries Voice & Tone

Speaking and writing guide

The Aries brand is built from the inside out and is more than a promise or logo expressed in communications. Our brand connects strategy and evokes emotion. It represents who we are as a company, our purpose, our mission, and our values.

Our brand voice is consistent and purposeful.

The Aries voice is:

- ✓ Clear
- ✓ Energetic
- ✓ Honest
- ✓ Active

The Aries voice is not:

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



Our Mission

NEW Mission Statement:

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

Current Mission Statement:

Aries Systems transforms the way scholarly publishers bring high-value content to the world. Our innovative workflow solutions manage the complexities of modern print and electronic publishing—from submission to editorial management and peer review, to production tracking and publishing channel distribution. As the publishing environment evolves, Aries Systems is committed to delivering solutions that help publishers and scholars enhance the discovery and dissemination of human knowledge on a global scale. Publish faster, publish smarter, with Aries Systems.



Our Vision

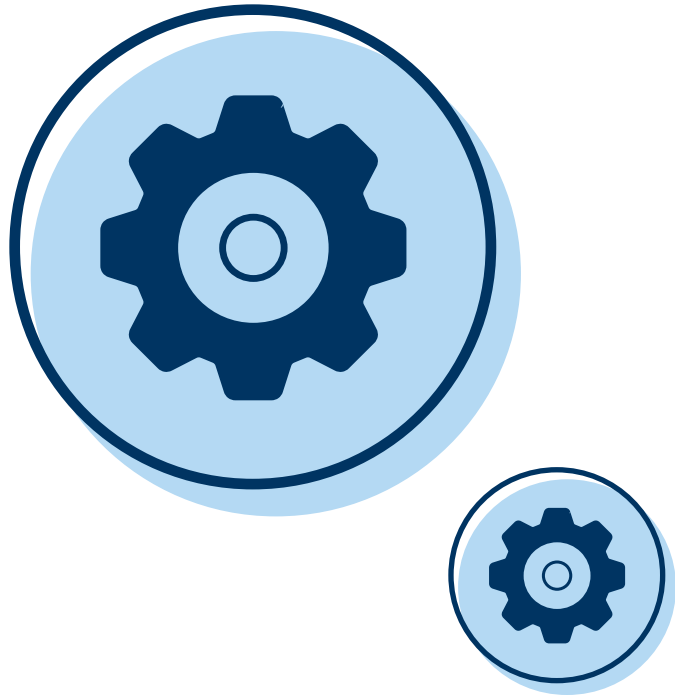
NEW Vision Statement:

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

Our Vision Statement Today:

Aries is committed to offering it's customers a comprehensive and holistic workflow solution submission, peer review, and production tracking solutions. We strive to turn complexity into simplicity for our customers in 2020 and beyond.

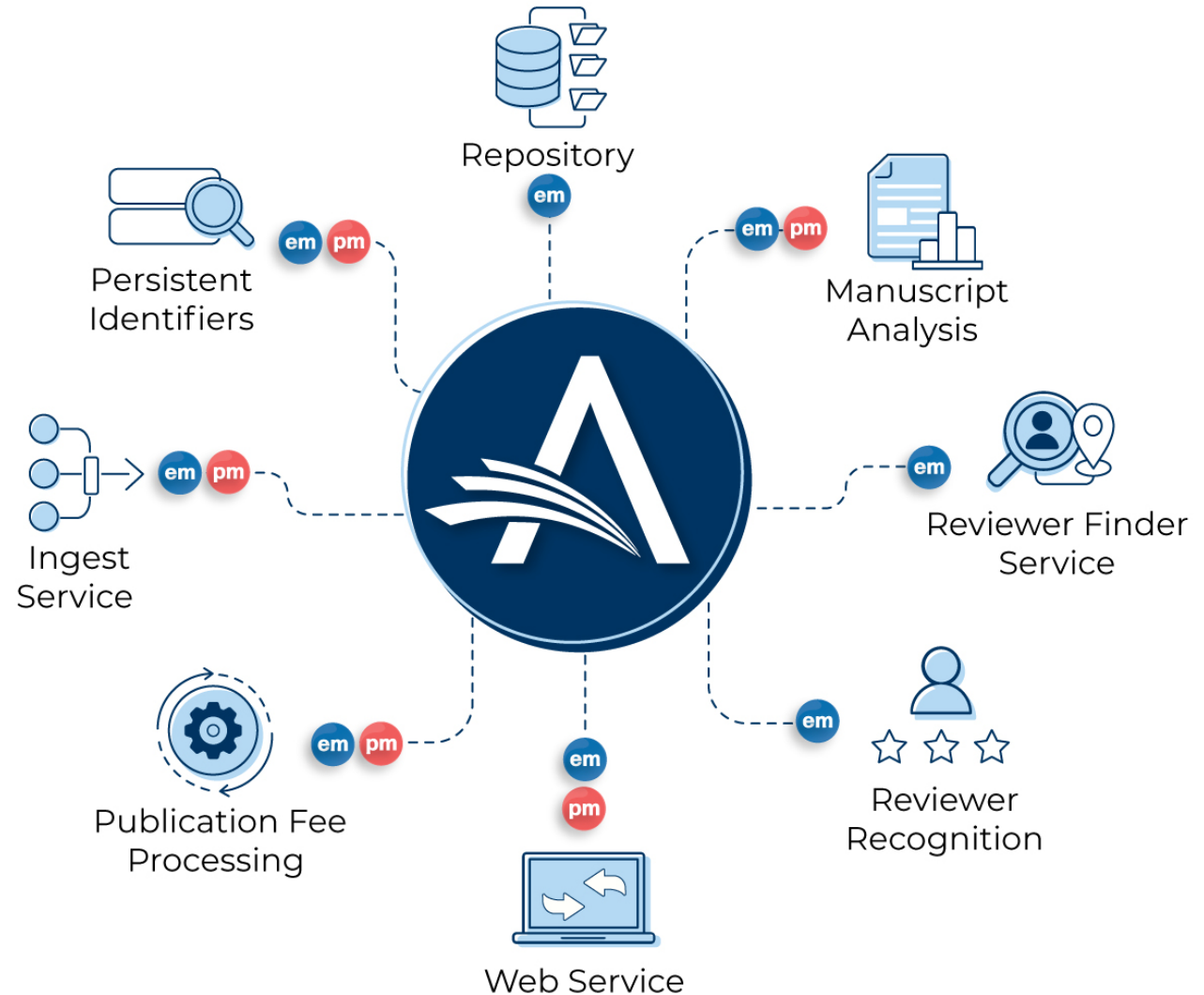




Repositioning

Ecosystem of Integrations

Aries Systems' purpose-built APIs and integrations are designed to connect industry-leading technology with Editorial Manager and ProduXion Manager, providing publishers with best-in-class tools all in one place.



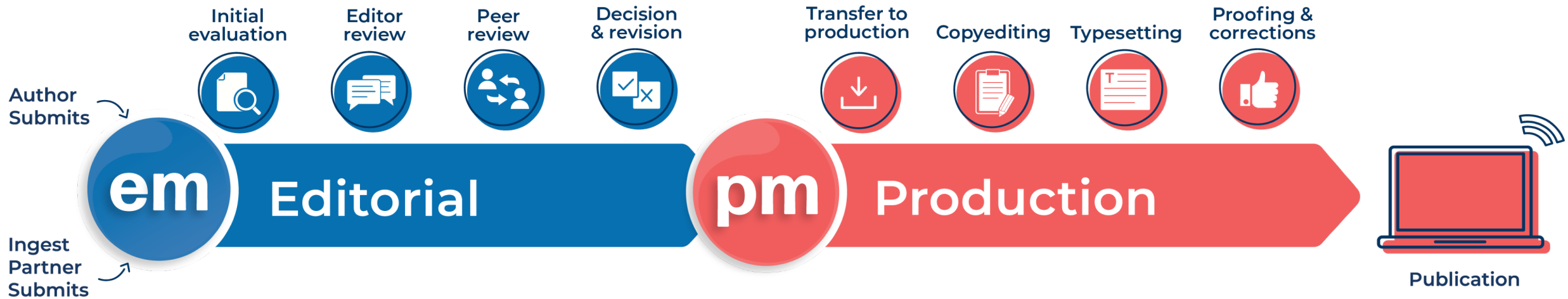
Solutions vs Features

Repositioning
TM, LM, and CM

- Task Manager (TM), LiXuid Manuscript™ (LM), and Commerce Manager (CM) historically marketed as **products**
 - Positioned as “companion solutions”
 - Branded with product logo and color association
- Now, positioned as value-added **features** within EM and/or PM. Logos retired
- Reinforces EM and PM as our flagship solutions and eliminates brand confusion

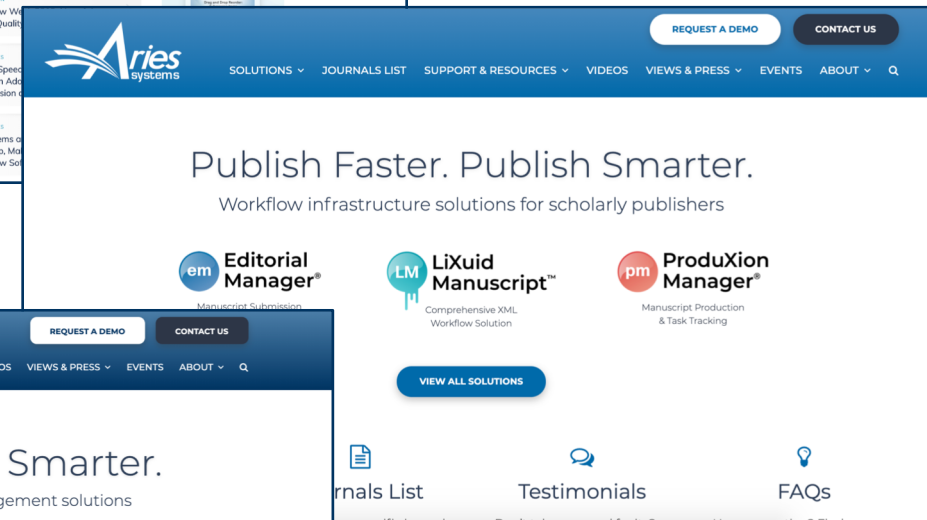


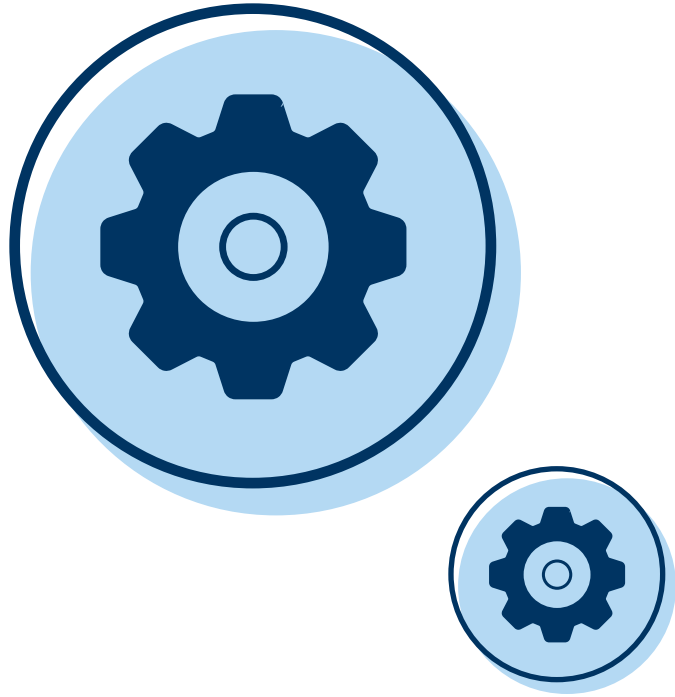
End-to-End Workflow



Website Updates In Progress

- Updated branding throughout
- Emphasis on Aries as trusted partner and end-to-end workflow technology provider
- Simplified menu navigation
- Interactive features and functions
- Enhanced page layouts
- Simplified copy





Design Updates

Company Logo Evolution



pre-2019



2019-2021



2021



Alternate Company Logo Lockups

The word "Aries" in a blue serif font, with a stylized blue graphic of three curved lines to the left of the letter 'A'.

Publish Faster.
Publish Smarter.



Publish Faster.
Publish Smarter.



Publish Faster. Publish Smarter.



Publish Faster. Publish Smarter.

**Aries
solo**

**Aries
"A"**

**Aries/"A"
with Tagline**



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.)



Product Logos Evolution



Editorial Manager[®]



ProduXion Manager[®]

Present



Editorial Manager[®]



ProduXion Manager[®]

LOGO EVOLUTION



Product Logo Lockups



Dot



Editorial
Manager[®]

ProduXion
Manager[®]

Stacked



Editorial Manager[®]




















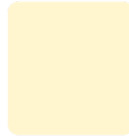


ProduXion Manager[®]

Horizontal



Expanded Color Palette

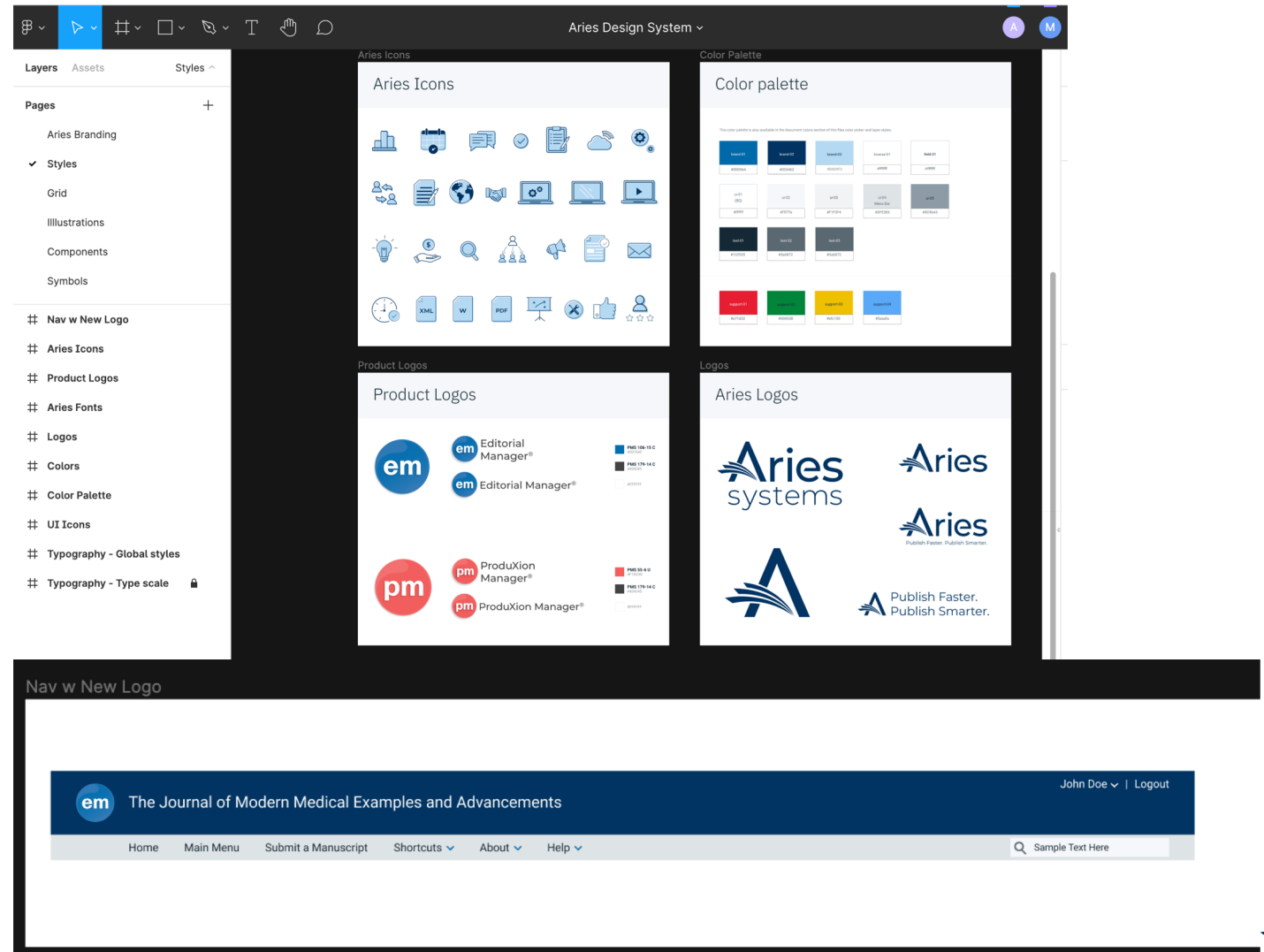
Primary Colors

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



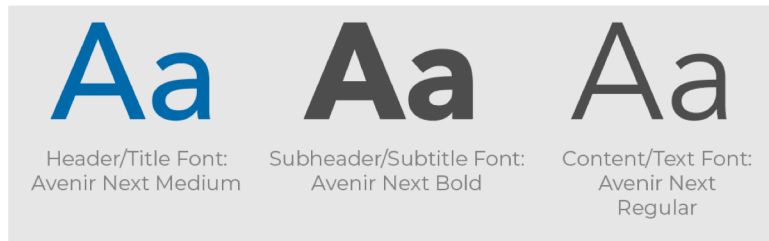
UX/UI Consistency

- Figma: UI style guide
- Consistency between product and Aries brand

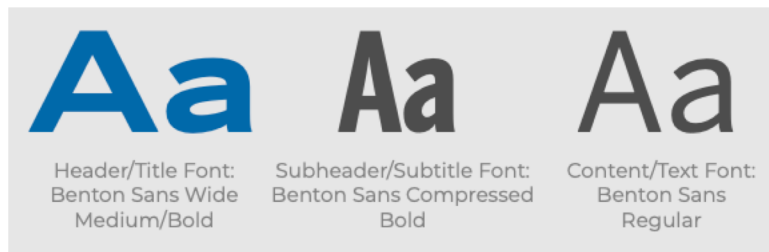


Typography Evolution

Avenir Next



Benton Sans



Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Italic

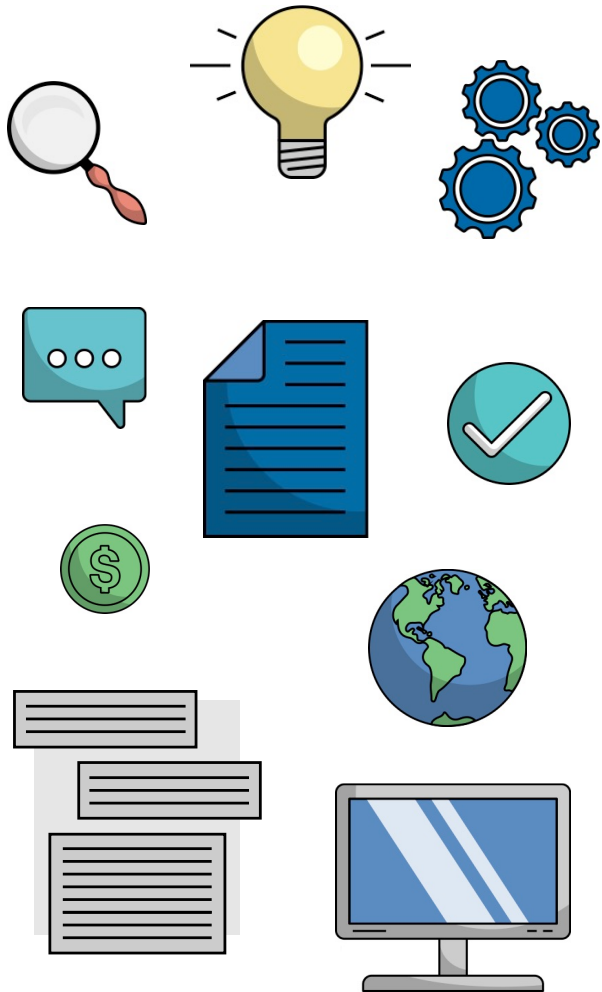
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Illustration Style



Icon Evolution

2019-2020



2021

A combination of flat and line icons to suit every need

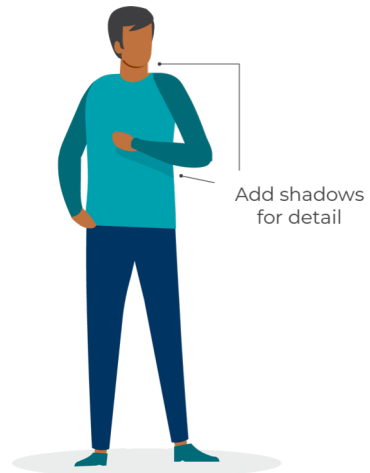


Characters Evolution

pre-2020



2021



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



Presentation Template



Click to edit Master title style

Click to edit Master subtitle style

Session Title

Session Subtitle

Presenter Name


Presenter Title

Presenter Email

Click to edit Master title style

Click to edit Master text styles

- Second level
 - Third level
 - Fourth level
 - Fifth level




Slide Title

Subtitle

Click to edit Master text styles

- Second level
 - Third level
 - Fourth level
 - Fifth level



Slide Title

Click to edit Master text styles

- Second level
 - Third level
 - Fourth level
 - Fifth level

Click to edit Master text styles



- Second level
 - Third level
 - Fourth level
 - Fifth level



Click to edit Master title style



Click to edit Master text styles

- Second level
 - Third level
 - Fourth level
 - Fifth level




Section Header Slide

Section Header Subtitle




Section Header Slide

Section Header Subtitle




Section Header Slide

Section Header Subtitle



Section Header Slide

Section Header Subtitle



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Email Signatures Used Today

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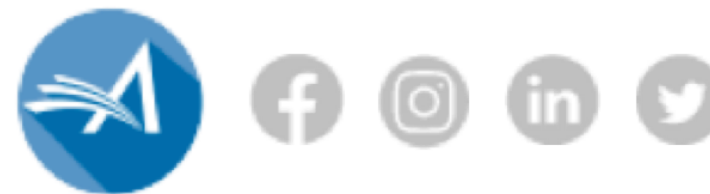


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Aries' Official Email Signature



Alexander Graham Bell | Director of Inventing Telephones

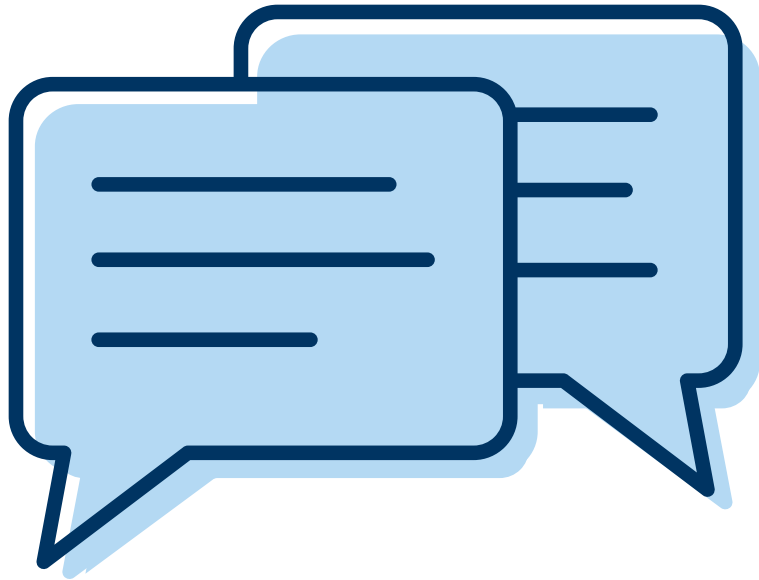
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Resources

Brand and Culture Resources

Visit the [Marketing Confluence page](#) for access to additional resources:

- Aries' Brand Book
- General Brand FAQs
- Email Signature Template
- Email Signature FAQs
- Aries' Voice and Tone Guide



Additional Resources

Key Dates:

- **June 30th** – retire all old branding
- **May 26 & June 3** – Brand Q&A and Support Sessions (Optional)

To avoid brand confusion and to ensure all old branding is retired we have set a deadline of June 30th for asset transition.

What does this mean for me?

- This means you must stop using all old branding (logos, presentations, email signatures, etc.) by close of business on Wednesday, June 30th.
- The Marketing team will offer support and assistance in transferring material to new template and branding through Monday, June 7th

Additional Support:

- The Marketing team will be hosting optional Brand Q&A and Support sessions on Wednesday, May 26th and Thursday, June 3. Attend one or both of these sessions for the opportunity to ask specific questions about the brand changes.

