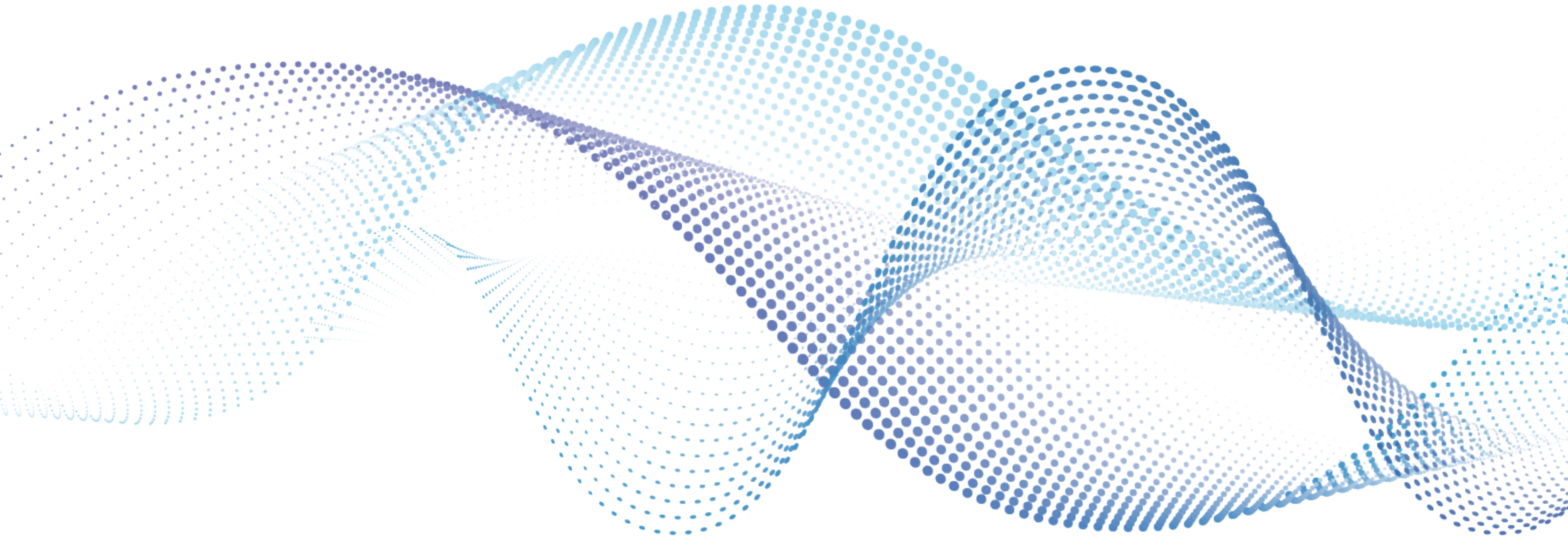


RELTIO

Brand Guidelines



Overview

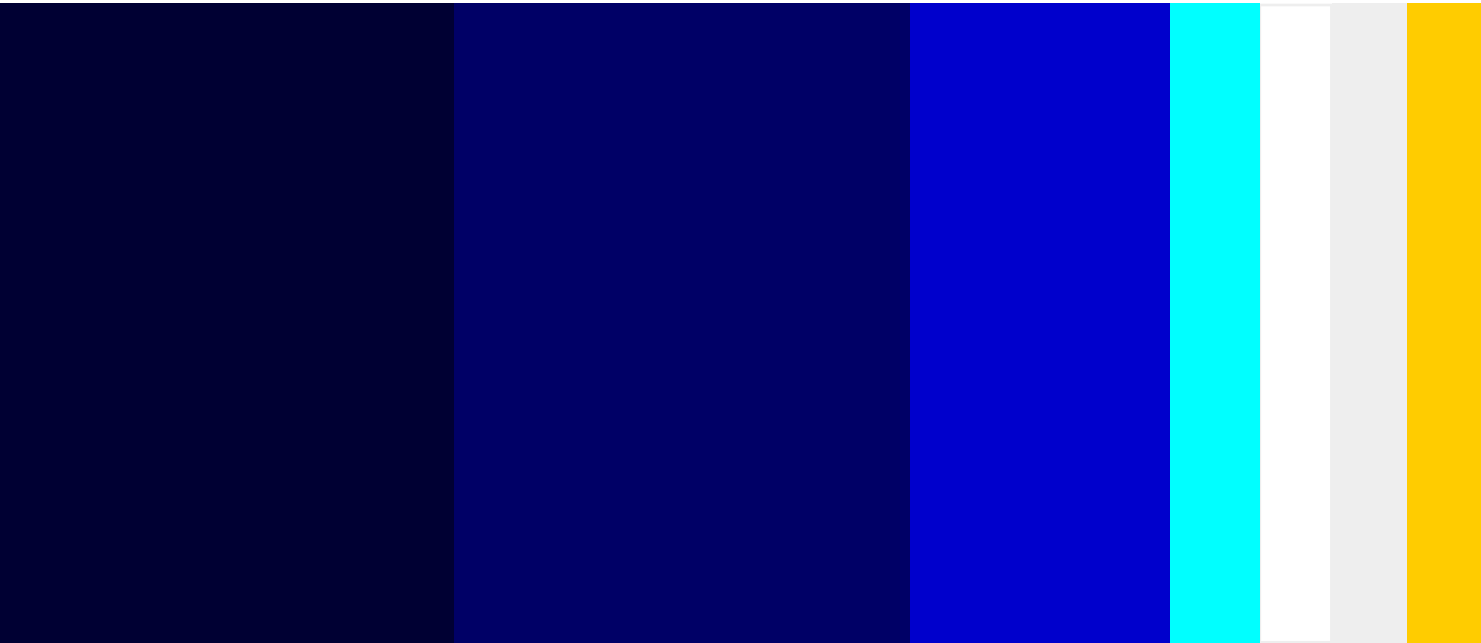
Our visual system is dynamic, distinct and professional. The brand elements are flexible enough to tell any story or bring concepts to life in a compelling and intuitive way, without ever overwhelming or confusing the audience.

In this section we break down each of the elements to see how they work together to form the brand, how to use them to build communications, and review what not to do.

LOGO

RELTIO

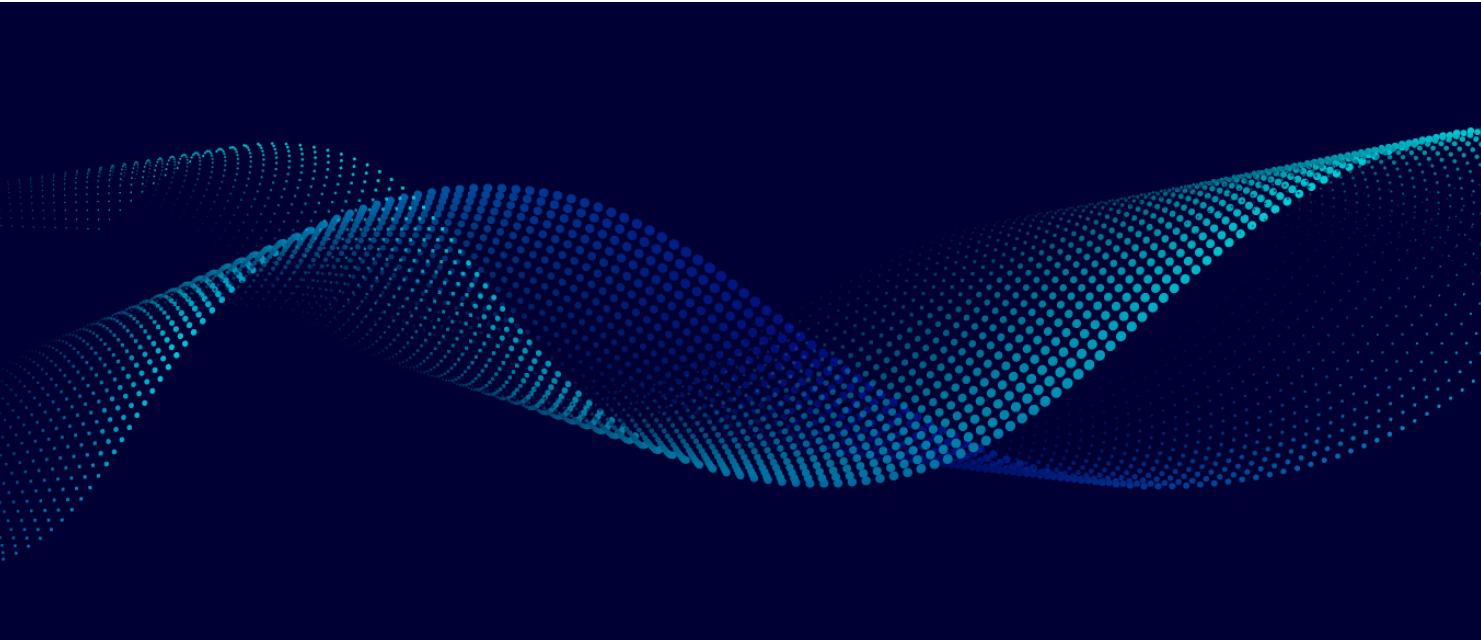
COLOR PALETTE



TYPOGRAPHY



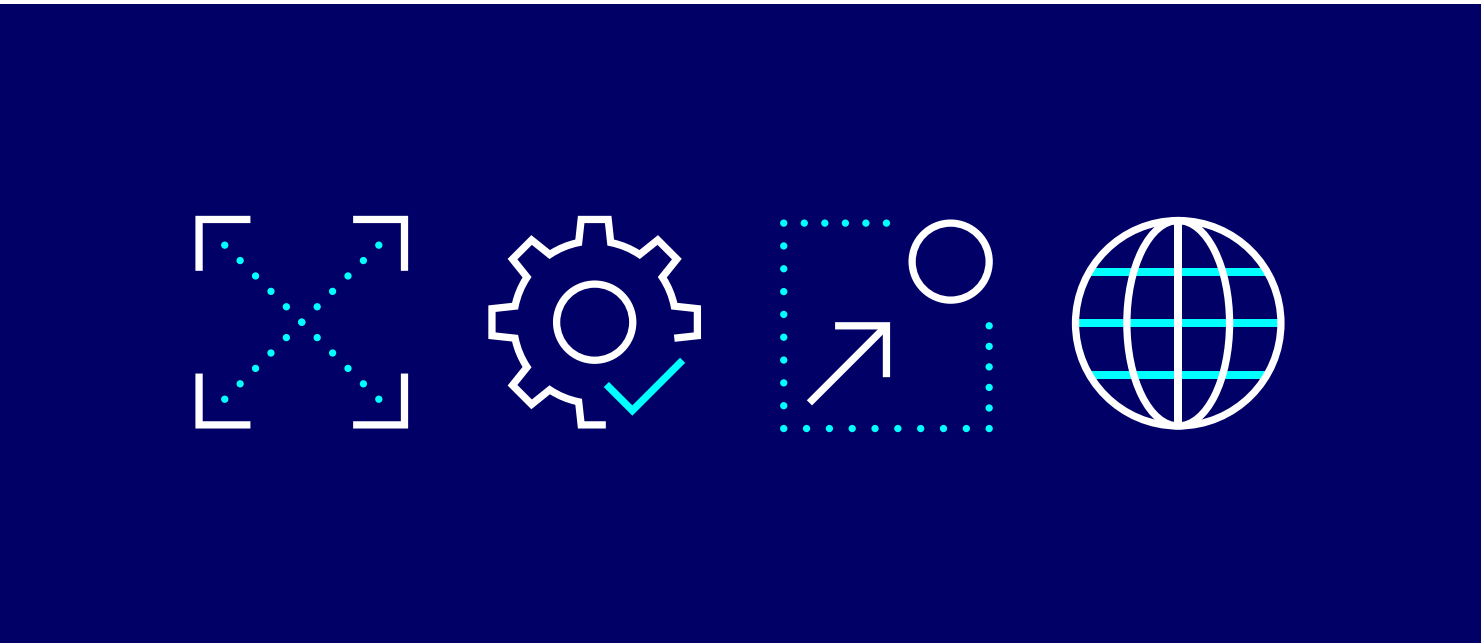
DATA WAVE



PHOTOGRAPHY



ICONOGRAPHY



Logo

Our logo wordmark is the cornerstone of our visual identity. The Reltio logo is the most visible representation of our brand and the unifying visual element that appears across all communications and channels.

The flowing R is the beginning of a system that creates a sense of motion, speed and accelerating data value.

Our symbol is custom-drawn to be proprietary for Reltio. It should not be redrawn, distorted or altered in any way. Please contact the marketing team for artwork in various digital formats.

RELTIO

Logo

Clear space & minimum size.

Clear space and minimum size are tools used to protect the impact of our brand. They work to ensure the logo is always clearly visible and is able to stand out wherever it appears.

Clear space

Clear space is the minimum “breathing room” maintained around our logo. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the logo and the edge of a printed or digital piece.

Be sure the minimum amount of clear space around the logo lockup is equal to the height of the letter “R.”

Minimum size

Minimum size refers to the smallest allowable logo. The minimum size for the logo is 15 mm wide for print and 65 pixels wide for digital applications.

CLEAR SPACE



MINIMUM SIZE

RELTIO

15 mm or 65 px wide

Logos

Misuse

Ensure that our logo is clearly visible by using the appropriate logo variation that provides enough contrast. Always use approved artwork in correct colors when working with the logo. Do not alter the logo in any way.

Avoiding these mistakes will help build consistency and recognizability for the brand.

- 1 Do not use any color logo, except Reltio Blue or White*
- 2 Do not change the scale or proportion of any part of the logo
- 3 Do not apply special effects (e.g., drop shadow, gradient, etc.) to the logo
- 4 Do not remove or crop any part of the logo
- 5 Do not stretch or distort the logo
- 6 Do not outline or create a stroke around the logo



* For more information on color, see page 21 of this document.

Logo Variation

The Reltio Blue or “positive” version of the wordmark is the primary use. However, there is a additional version of the Reltio wordmark for “reverse” use. The “reverse” version of the Reltio wordmark is white for use on color or photo backgrounds for maximum readability.

Always use the correct digital artwork for the “positive” or “reverse” application of the Reltio wordmark. Artwork in various digital formats is available; please contact the marketing team.



White
#FFFFFF
255 / 255 / 255
0 / 0 / 0 / 0

Reltio Blue
#000066
0 / 0 / 102
100 / 95 / 2 / 10
PMS 2748 C
PMS 280 U

Monogram

Color versions, clear space, and minimum size.

Our monogram is the most compact expression of who we are. Only use our shorthand logo for digital applications, particularly social media and app icons.

Color usage

The primary monogram should be the special gradient color on Reltio Midnight. Gradient specifications can be found on page 23 of this document.

For special cases, the monogram may be used in Reltio Blue. Color specifications can be found on page 21 of this document.

Clear space

Be sure the minimum amount of clear space around the shorthand logo is half the height of the R.

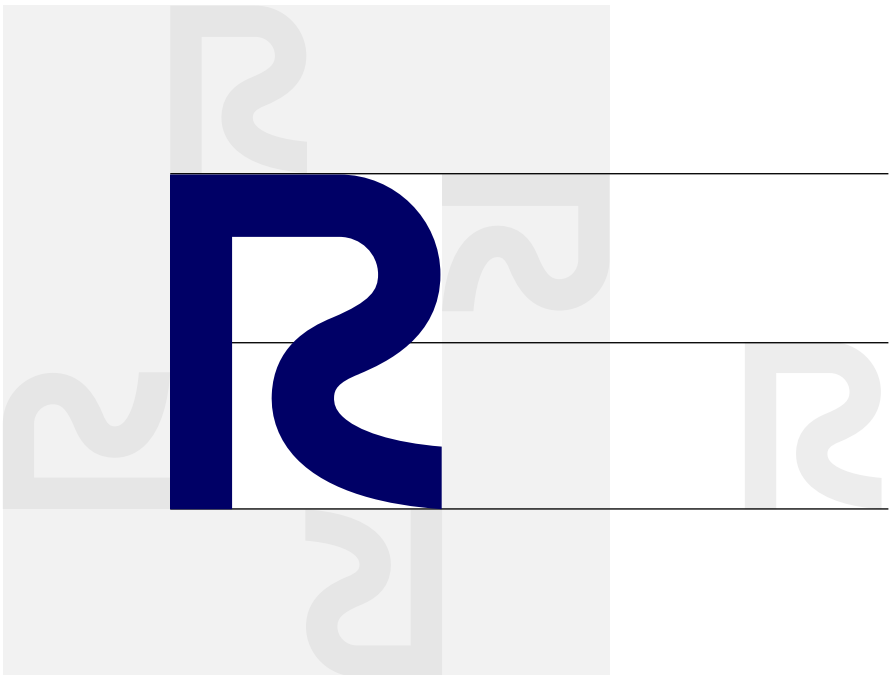
Minimum size

The minimum size for the shorthand logo is 21 pixels wide for digital.

COLOR USAGE



CLEAR SPACE



Reltio Blue
#000066
0 / 0 / 102
100 / 95 / 2 / 10
PMS 2748 C
PMS 280 U

MINIMUM SIZE



21 px wide

Offerings and co-branding

Logo lockups, offerings and co-branding guidance.

As our most recognizable and valuable visual asset, use of our logo with other logos or offerings must follow strict rules.

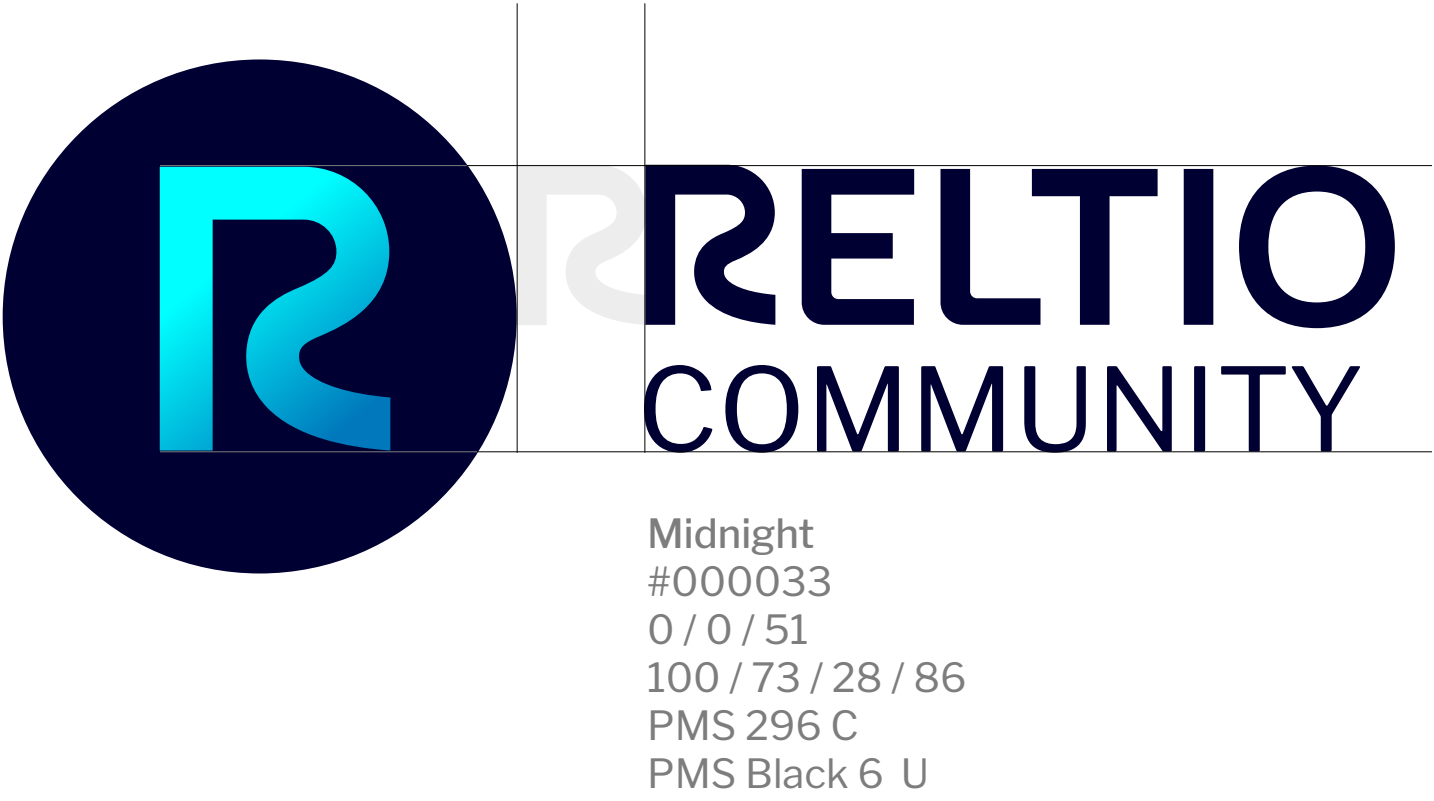
Offerings

When necessary, the Reltio monogram and logo can be used to create logo lockups for specific offerings. Refer to the diagram on the right for specific guidance on creating these lockups. A complete list of approved offering lockups can be requested from the marketing team. In these offerings, the Reltio wordmark can appear in Midnight,* in order to create visual consistency and simplicity.

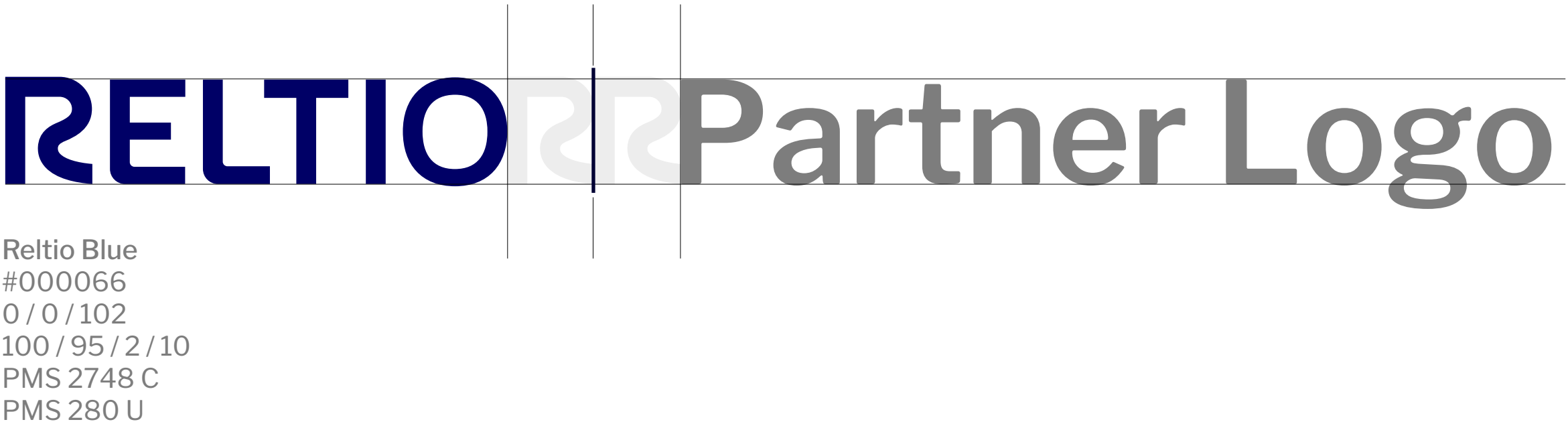
Co- branding

The Reltio and partner logos appear side by side and separated by an Midnight vertical bar. The Reltio logo should appear in Reltio Blue.* It is preferred that the partner logo follow the Reltio logo unless the agreement determines otherwise. Refer to the diagram on the right for specific measurements and placement.

OFFERING



CO-BRANDING



* For more information on color, see page 21 of this document.

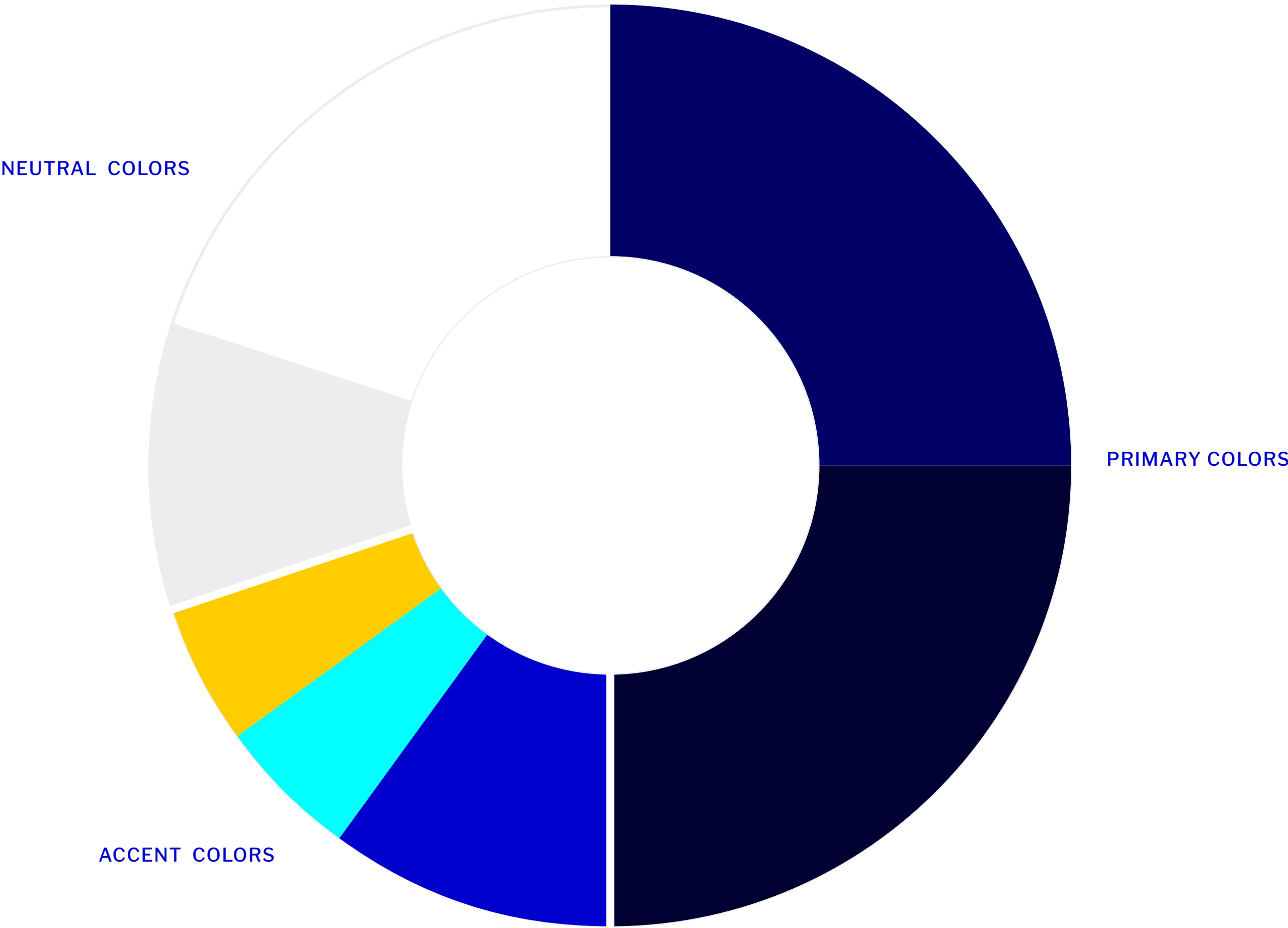
Brand Colors

Our colors help us build a strong association with our brand.

Our primary color, **Reltio Blue**, along with our secondary and accent colors, expresses our confident, sophisticated, high-value approach. Reltio Gold and Reltio Aqua speak to our speed and flexibility.

In addition to our primary brand colors, we use a palette of accent, neutral and secondary supporting colors on our communications. See the following page for colors specifications.

When used consistently across all of our communications, they help differentiate us from our competitors. Reference this color wheel to confirm that your balance of color is on brand.







Color Specifications

		HEX	RGB	CMYK	PANTONE C	PANTONE U
PRIMARY COLORS						
	Reltio Blue	#000066	0 / 0 / 102	100 / 95 / 2 / 10	PMS 2748 C	PMS 280 U
	Midnight	#000033	0 / 0 / 51	100 / 73 / 28 / 86	PMS 296 C	PMS Black 6 U
ACCENT COLORS						
	Reltio Cobalt	#0000CC	0 / 0 / 204	100 / 93 / 0 / 3	PMS Blue 072 C	PMS Blue 072 U
	Reltio Gold	#FFCC00	255 / 204 / 0	0 / 14 / 100 / 0	PMS 116 C	PMS 108 U
	Reltio Aqua	#00FFFF	0 / 255 / 255	65 / 0 / 13 / 0	PMS 311 C	PMS 306 U
NEUTRAL COLORS						
	Warm White	#EEEEEE	238 / 238 / 238	7 / 1 / 3 / 2	PMS 7541 C	PMS 7541 U
	White	#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0		

Color Specifications

Secondary colors are limited use and should be used for charts and product UI only.

		HEX	RGB	CMYK	PANTONE C	PANTONE U
SECONDARY COLORS						
	Purple	#6611CC	102 / 17 / 204	70 / 90 / 0 / 0	PMS 2090 C	PMS M. Purple U
	Violet	#BB55FF	187 / 55 / 255	27 / 67 / 0 / 0	PMS 252 C	PMS 252 U
	Red	#EE3333	238 / 51 / 51	0 / 96 / 83 / 0	PMS 1788 C	PMS B. Red U
	Magenta	#FF44AA	255 / 68 / 170	6 / 70 / 0 / 0	PMS 232 C	PMS 218 U
	Orange	#EE6611	238 / 102 / 17	0 / 61 / 97 / 0	PMS 1585 C	PMS 152 U
	Tangerine	#FF9944	255 / 153 / 68	0 / 42 / 74 / 0	PMS 157 C	PMS 715 U
	Emerald	#449977	68 / 153 / 119	69 / 0 / 54 / 7	PMS 7723 C	PMS 7724 U
	Lime	#CCFF55	204 / 255 / 85	30 / 0 / 64 / 0	PMS 374 C	PMS 380 U

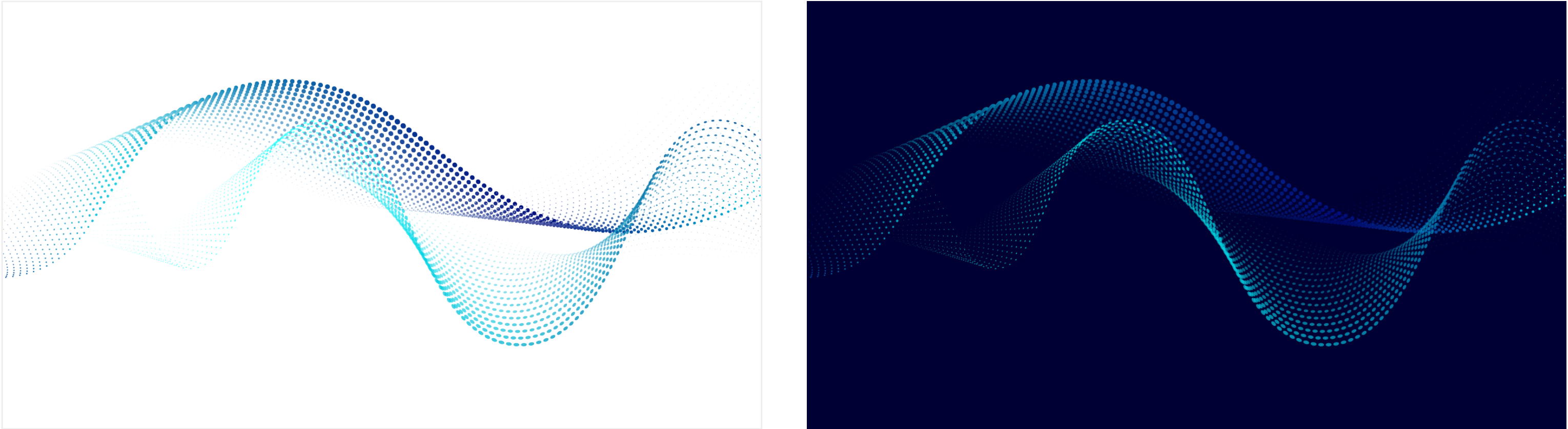
Gradients

Our gradients are extremely limited use, and should only be used in the approved wave graphics and within the R monogram.

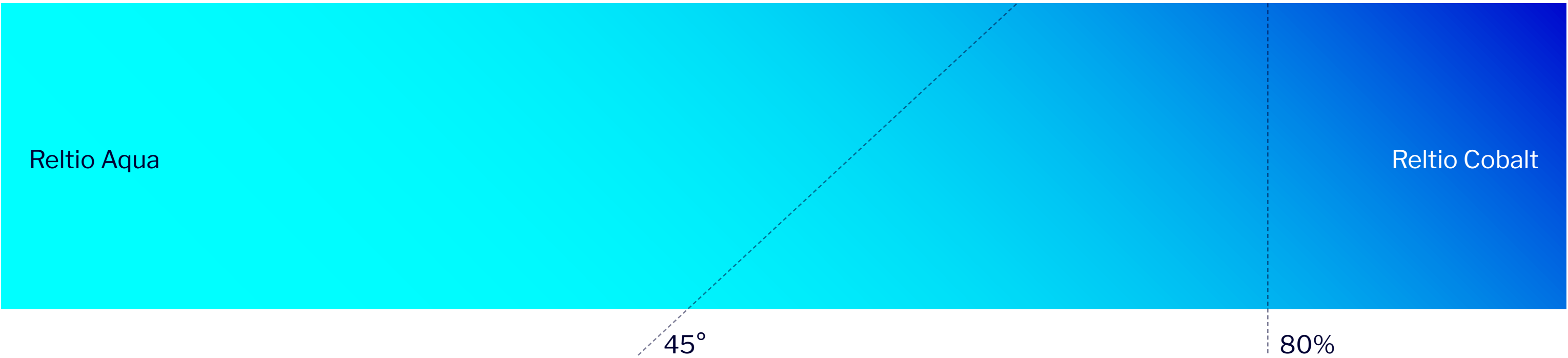
Wave graphic gradient
There are two gradients approved for the wave graphic: a light background version and a dark background version. For more information on the wave graphic, see the following pages.

R monogram gradient
The monogram gradient should never be used outside of the monogram, the ends should be Reltio Aqua (see builds on previous pages) and Blue. The angle should be 45° and hte mid-point should be at 80%.

WAVE GRADIENT



MONOGRAM GRADIENT



Color and accessibility

Ensure our materials are easy to read and meet color contrast accessibility requirements when placing on-screen text over color — such as on buttons, infographics, or tables.

This table provides a guide to acceptable on-screen color combinations. Large text is defined as 14-18 point (typically 18.66px - 24px) or larger.

MIDNIGHT OR RELTIO BLUE		RELTIO GOLD OR AQUA		RELTIO COBALT	WARM WHITE
White	White	Midnight	Midnight	White	Midnight
Warm White	Warm White	Reltio Blue	Reltio Blue	Warm White	Reltio Blue
Reltio Gold	Reltio Gold				Reltio Cobalt
Reltio Aqua	Reltio Aqua				

Check color contrast at:
<https://webaim.org/resources/contrastchecker/>.

For more information on contrast and accessibility,
please visit <https://designsystem.lmig.com>.

Brand Typeface

Our new primary typeface is called Libre Franklin. Libre Franklin is an interpretation and expansion of the classic Franklin Gothic typeface. It's a versatile sans-serif, suitable for both long-form text and headlines.

At large sizes, the distinctive rounded corners of the characters become apparent. When used consistently, it helps create powerful recognition for our brand.

Libre Franklin Extra Light
Libre Franklin Light
Libre Franklin Regular
Libre Franklin Medium

Libre Franklin

Maximize the
impact of **your data**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Type Hierarchy

The key goal of our visual system is to present information clearly. The logo, typography, colors, and imagery communicate our positioning and personality. The text provides a specific message. Clear and consistent uses of typography unify messaging and create familiarity for our audiences.

While Libre Franklin is available in an impressive number of weights, we typically use the lighter weights: Thin, Light, Regular and in some instances Medium. Changing font weights help to create hierarchy in our communications. These examples show how to use our typefaces for maximal legibility while reinforcing who we are.

Libre Franklin is available for free through Google Fonts and with a subscription through Adobe Fonts.

Main headline in **Libre Franklin** extra light.

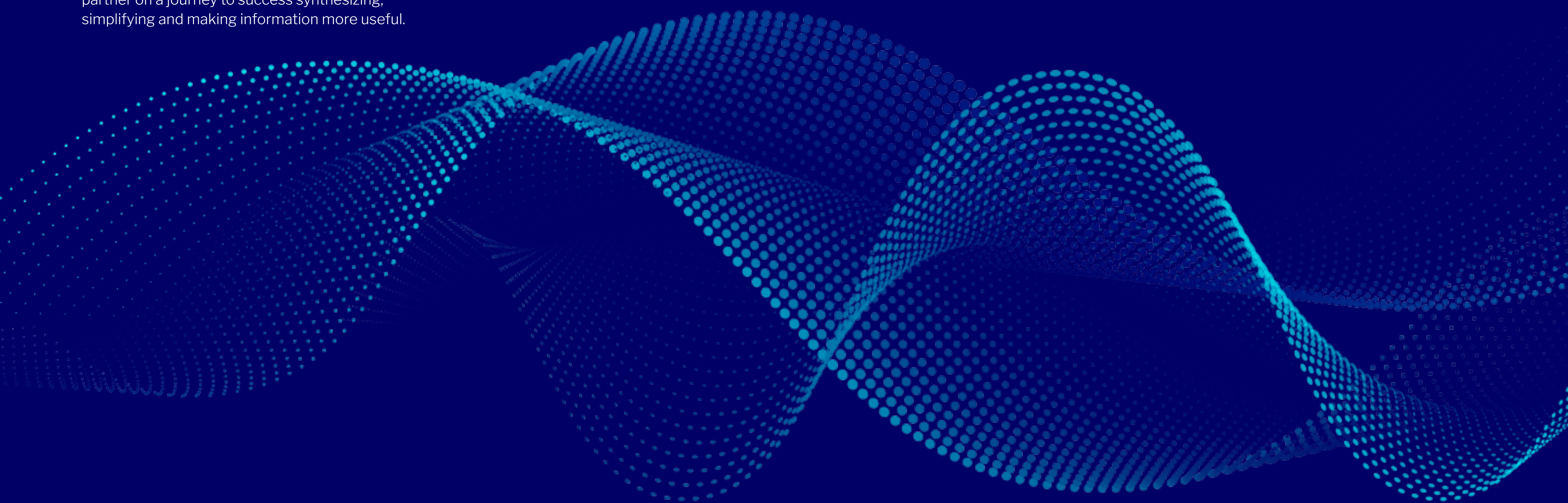
We believe data should fuel your success, not hold you back

We create a single source of trusted data, so people can focus on making the right decisions, instead of worrying about getting the right data.

We believe that when people are empowered with insight-ready data, it's nothing less than rocket fuel for their success.

Data Wave

Our key graphic element is the Data Wave. Composed of multiple points, it represents Reltio’s agile data solution and ability to flex for accelerated data value creation, and ongoing effectiveness. Shapes flow like a supportive partner on a journey to success synthesizing, simplifying and making information more useful.

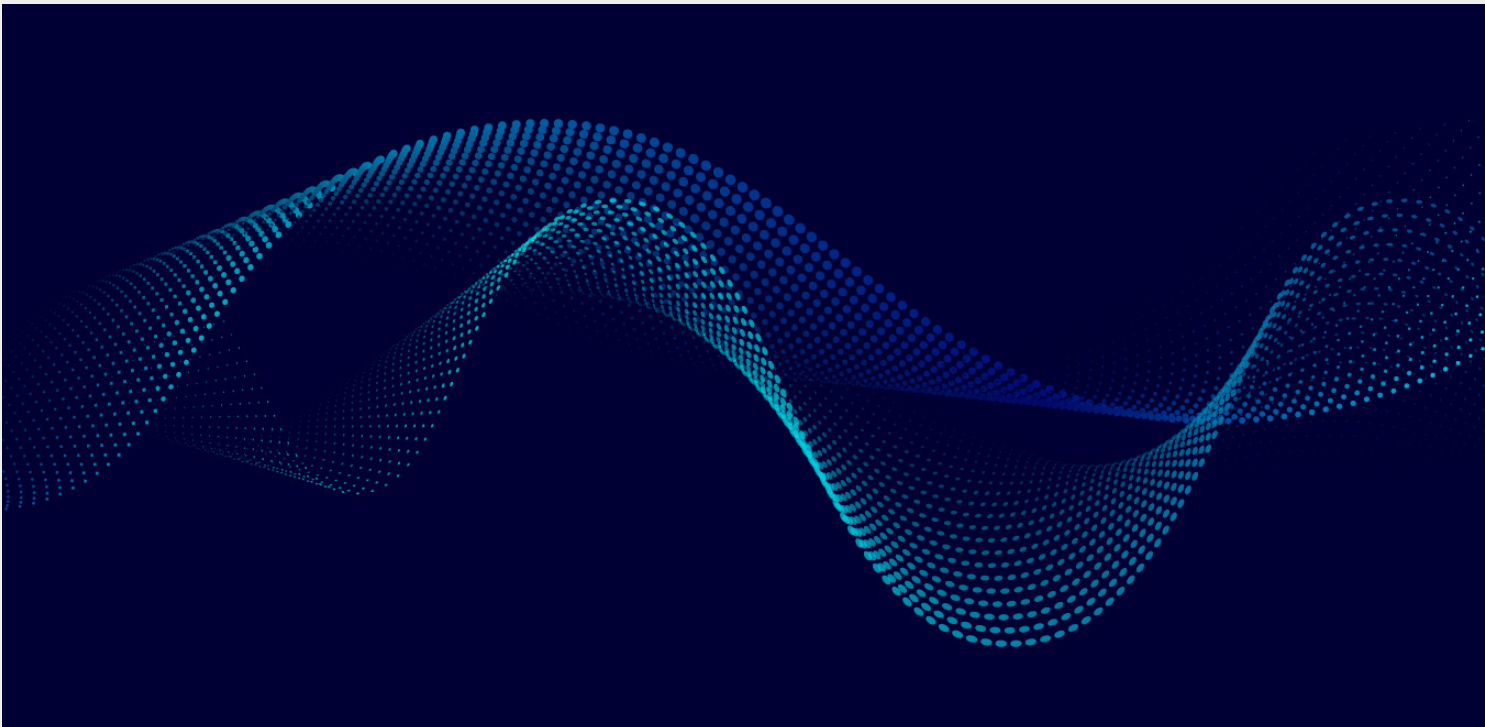
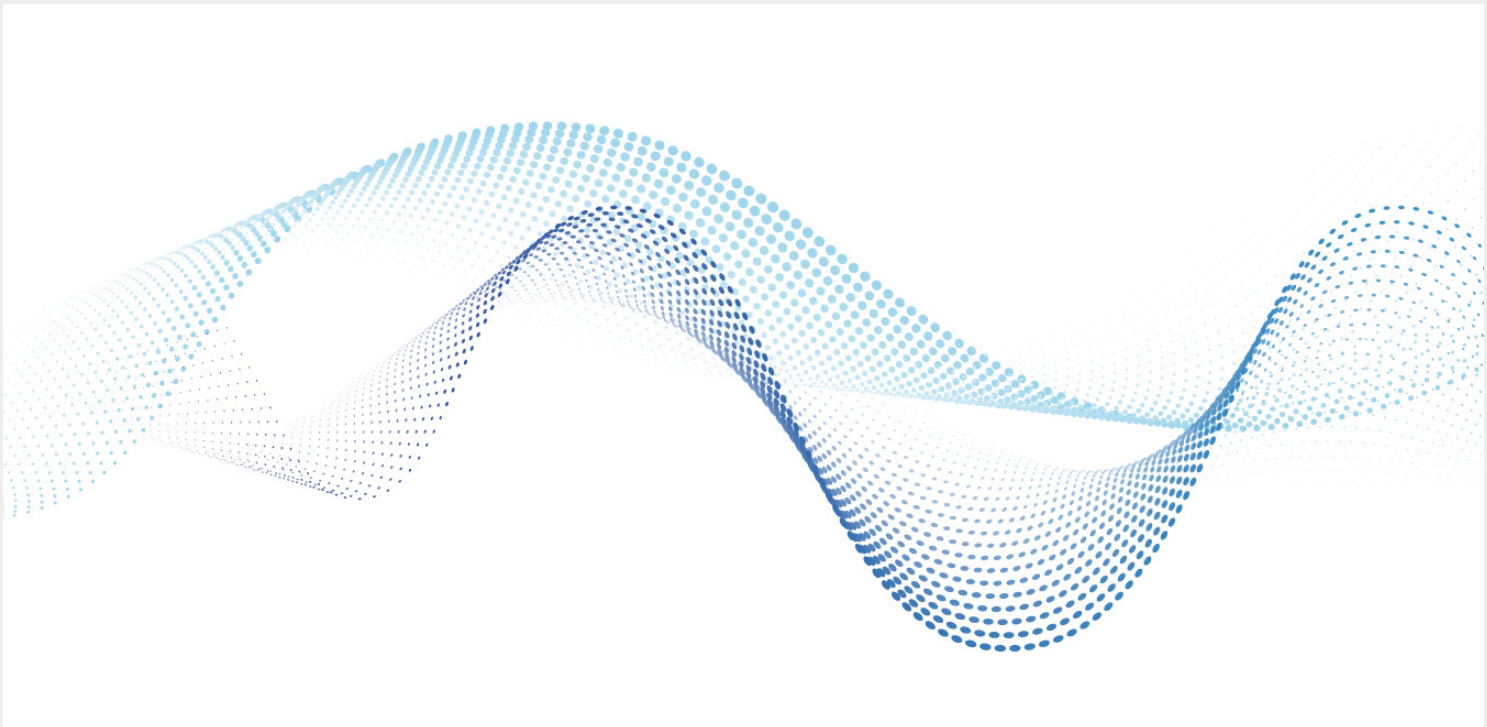
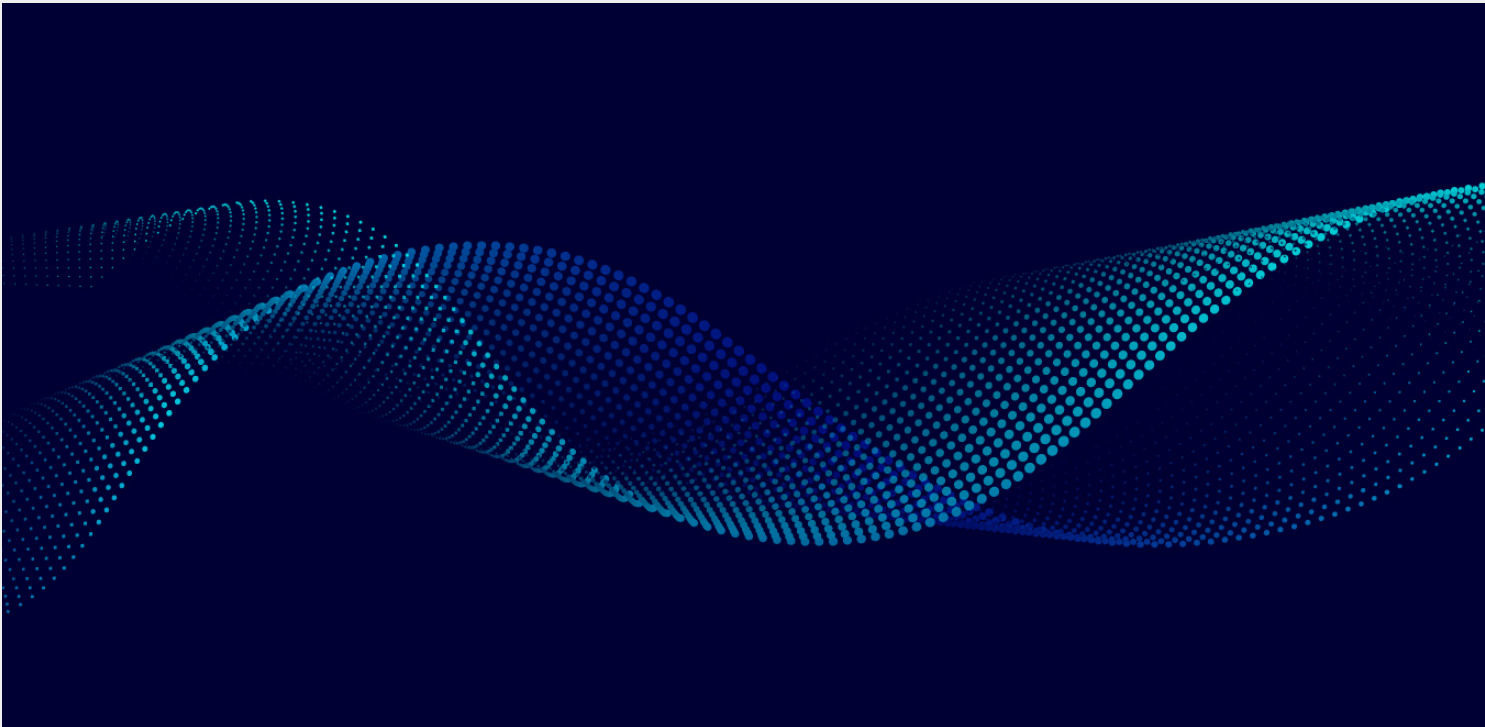
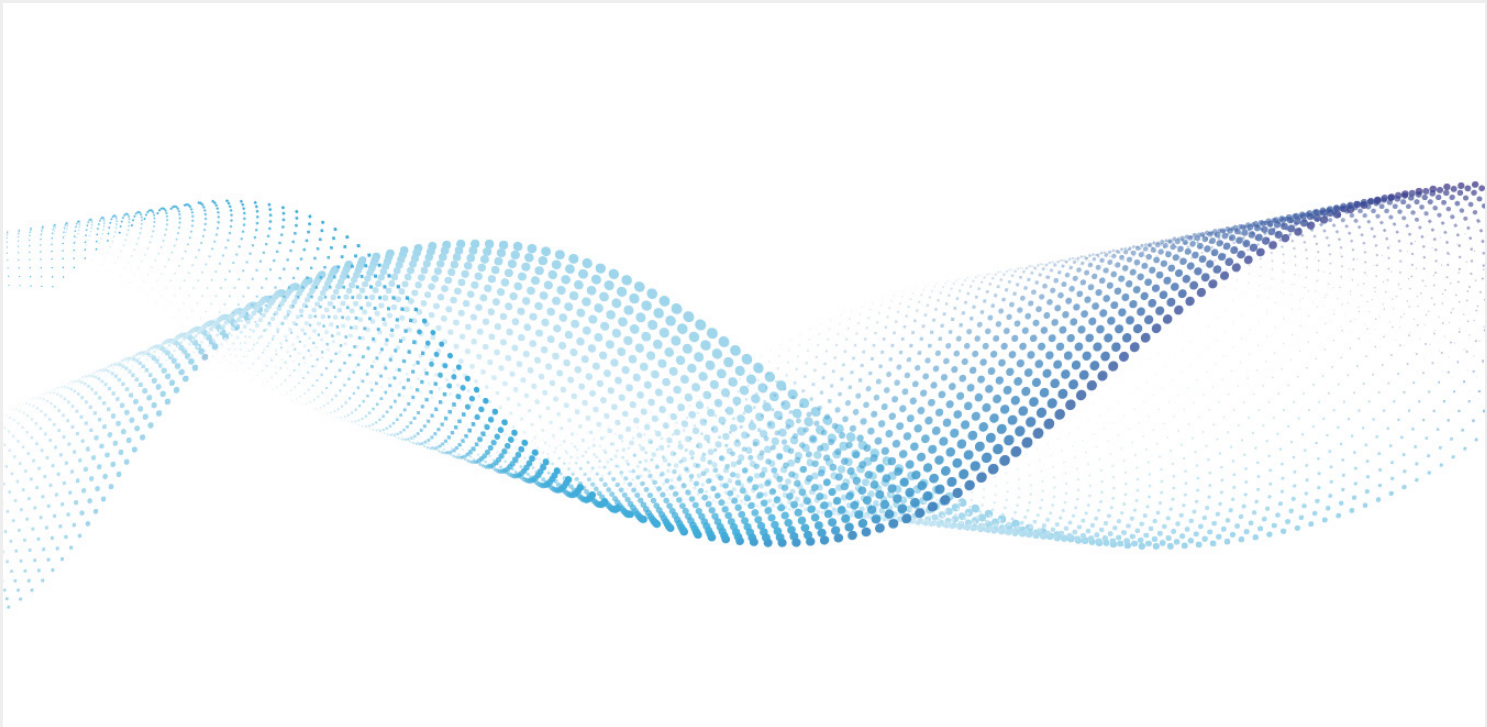
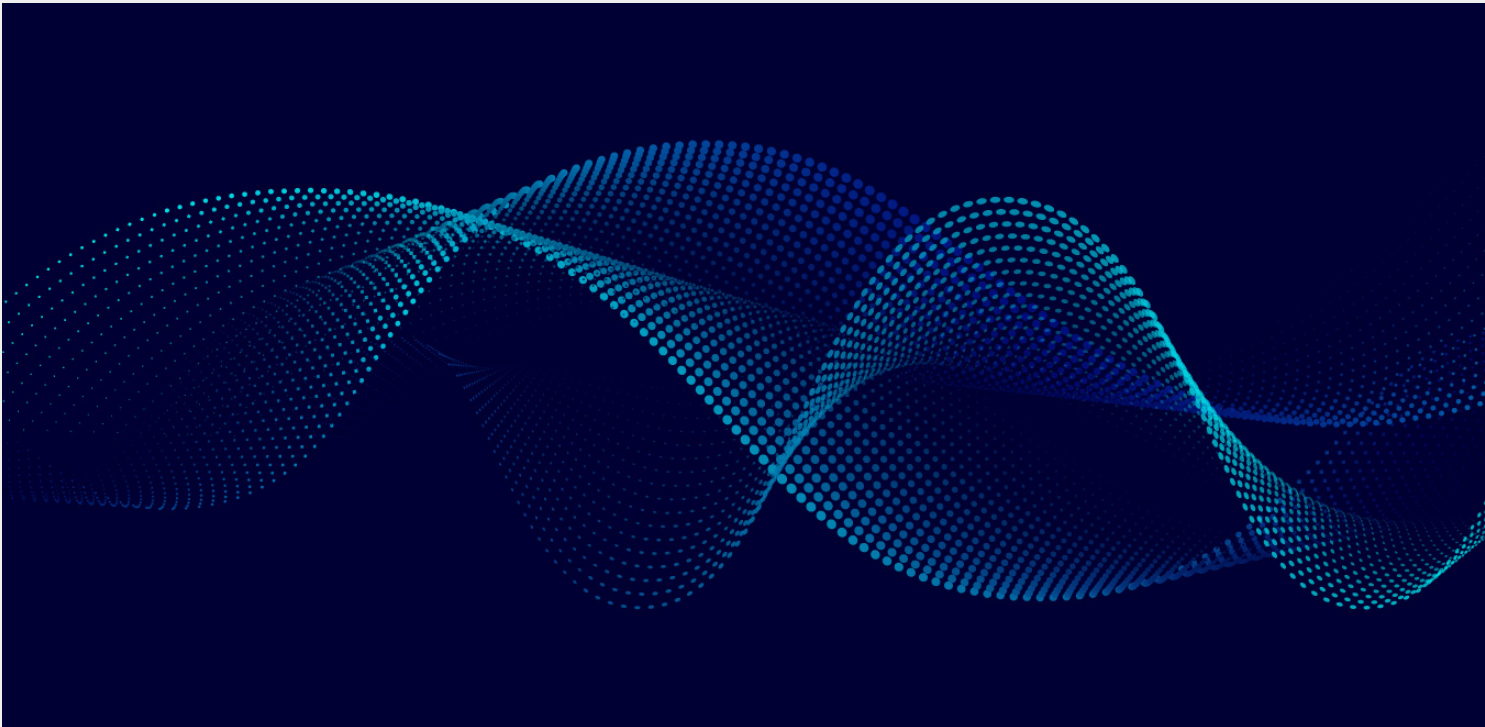
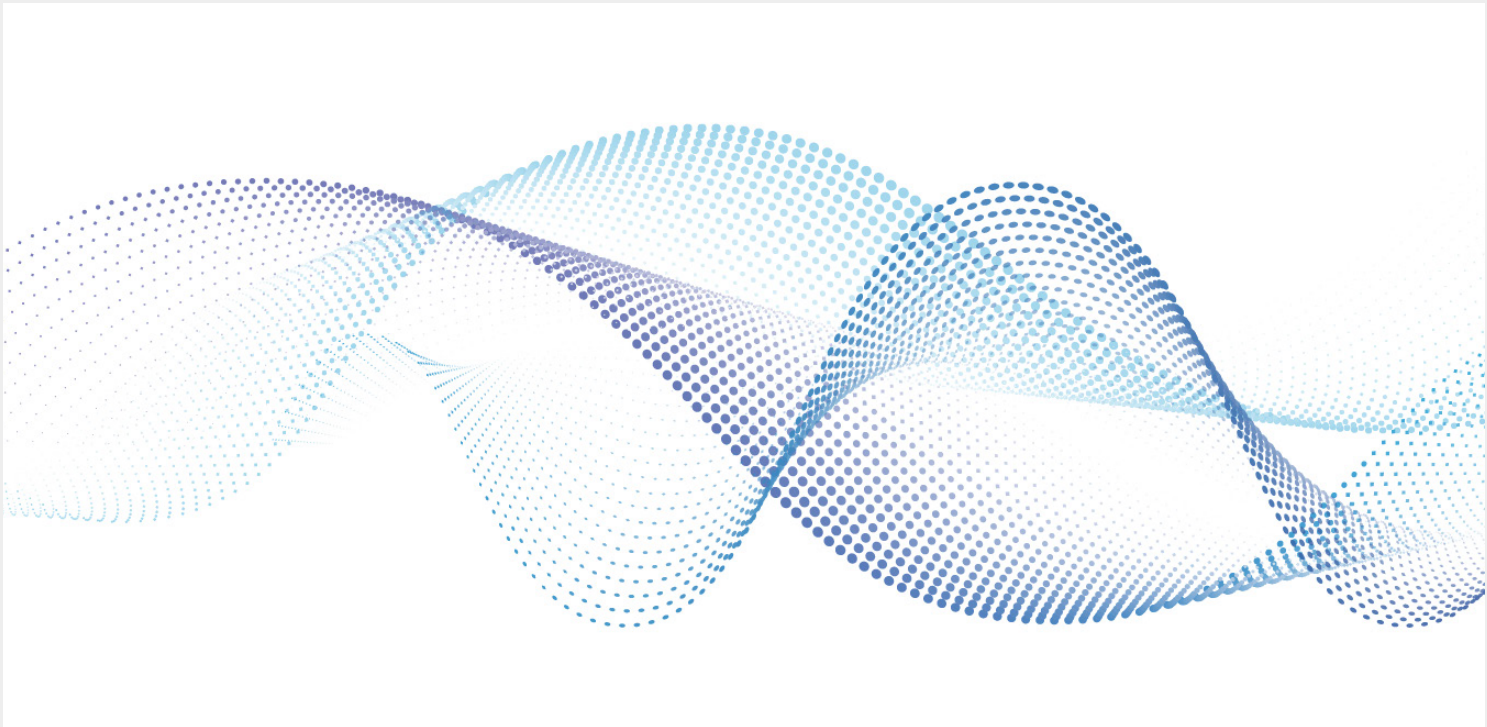


Data Wave

Available versions

The Data Wave graphic forms and colors have been specially created to provide a proprietary look for Reltio. The wave graphic library includes 3 variations for dark backgrounds and 3 variations for light backgrounds. Use only these variations in our communications for consistency.

The Data Wave can scale up and down, but the proportions should always remain the same.



Data Wave

Use with photography

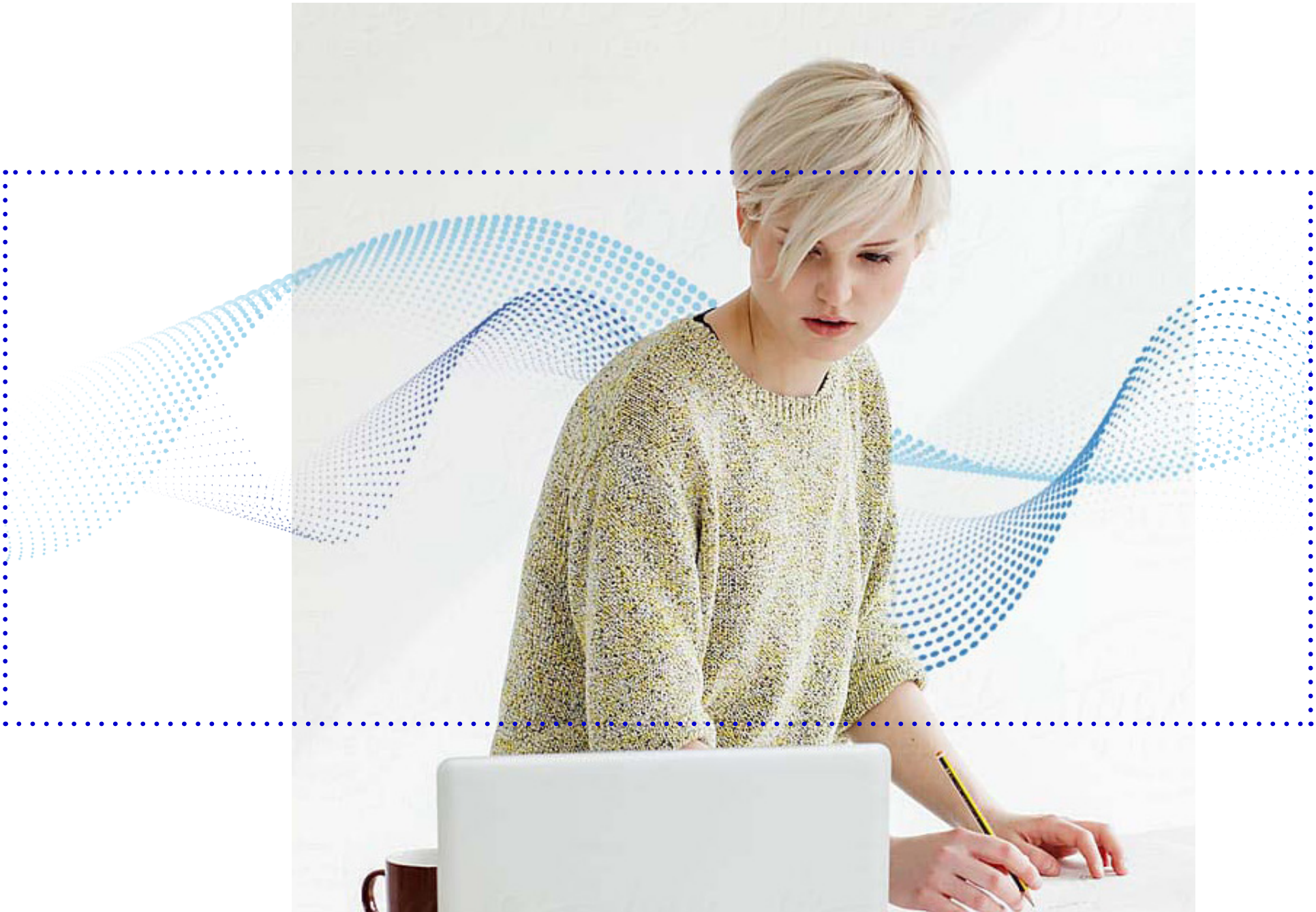
When using the wave graphics, use the labeled graphics for specific light and dark backgrounds.

As a general rule, place the Data Wave behind the subject in the vertical middle of the image.

Scale and crop the Data Wave so it has room to “flow” behind the subject with some distance between the subject and the graphic. Avoid scaling the Data Wave too large so that they appear as wings.

When possible, place the most complex areas of the Data Wave behind the person for cleaner look and layout.

Special Data Wave artwork has been created to optimize colors for both light and dark backgrounds. Only use the appropriate color artwork when combining the Data Wave with photography.



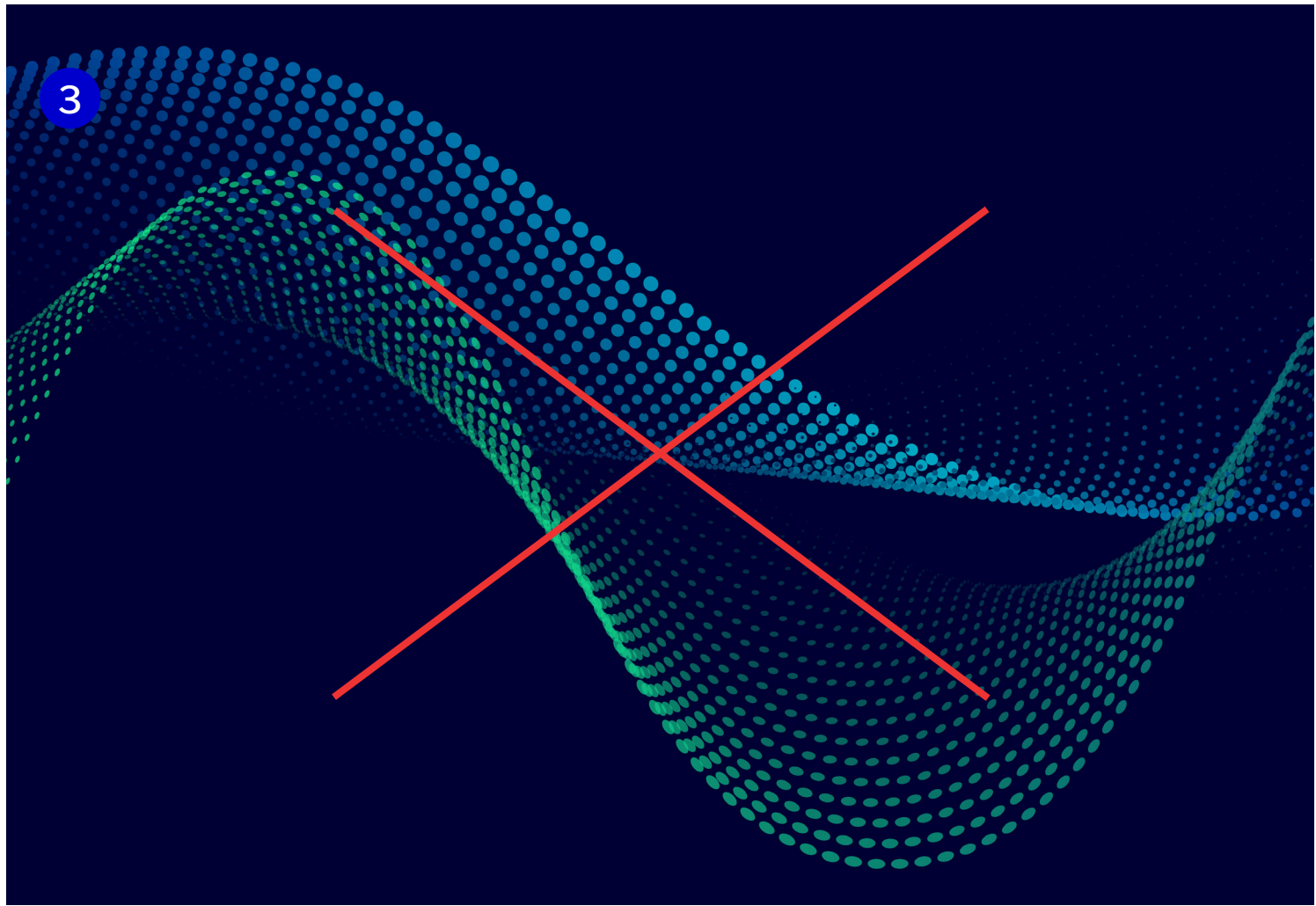
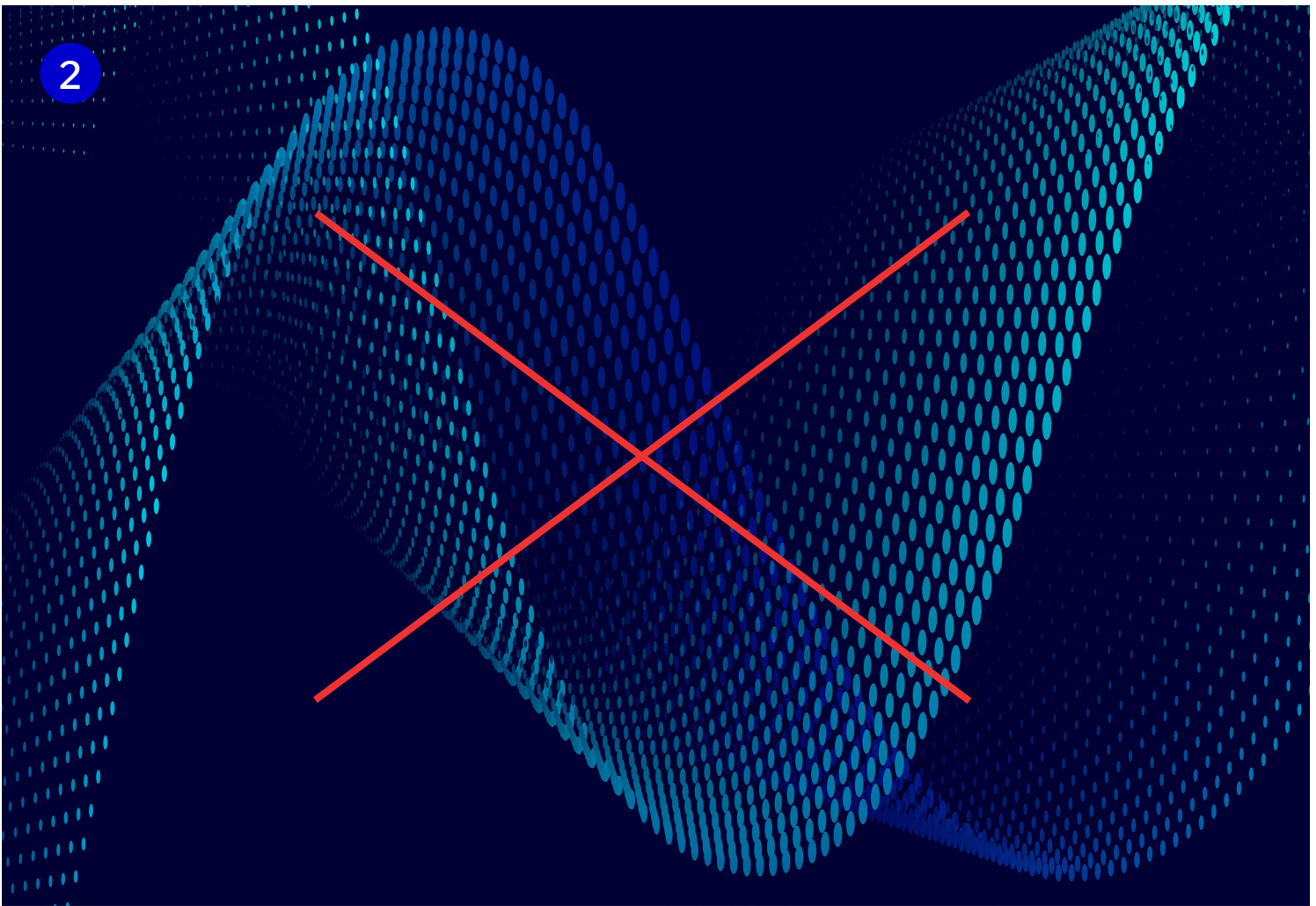
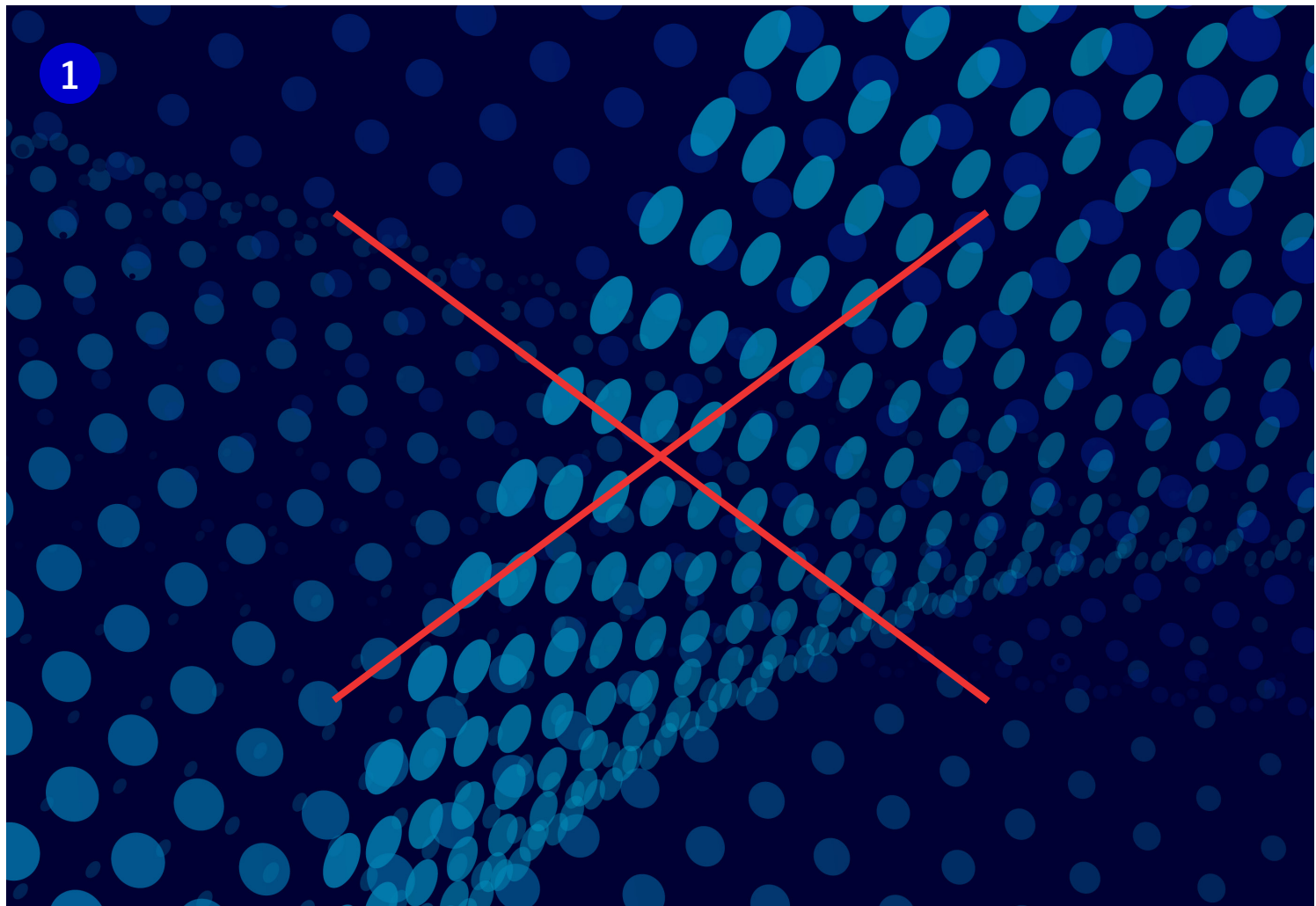
Data Wave

Misuse

Always use approved artwork in correct colors when working with the data wave graphic. Do not alter the graphic in any way.

Avoiding these mistakes will help build consistency and recognizability for the brand.

- 1 Do not scale the data wave graphic at an extremely large size to prevent the image from getting lost
- 2 Do not stretch or scale the graphic without locking in the default proportions
- Do not change the gradient colors of the data wave graphic
- 4 Whenever possible, do not (or limit) overlapping copy over the data wave graphic so the text remains legible



Photography

Dark backgrounds

The Reltio photography style is confident, candid, diverse and contemporary. Our photography is primarily focused on people to convey Reltio’s persona of the Agile Ally. It must show empathy, understanding, and feature subjects that a wide audience can relate to.

Our photography should always reflect:

- Portraits of diverse professional individuals
- Candid expressions and actions
- Real people in clean indoor environments
- Candid, unscripted moments

Perspective

Portraits are typically shot from the front or slight off-center of the subject.

Focus

A shallow depth of field with soft backgrounds keeps our photography uniform and helps when adding the Data Wave into photos.



Photography

Light backgrounds

While the primary use of our photography will be on darker backgrounds, lighter backgrounds are also part of the system.

As with our photography on dark backgrounds, our photography on light backgrounds should always reflect:

- Portraits of diverse professional individuals
- Candid expressions and actions
- Real people in clean indoor environments
- Candid, unscripted moments

See the previous page for more photo style details.



Photography

Business & Industry

While primarily focused on our people, our system also allows for the depiction of businesses and industries. These can be very helpful especially in telling customer stories and sharing results.



Iconography

We’ve created a customized, flexible, distinctive, style for icons incorporating data points like the Data Wave to extend our visual brand identity and help communicate ideas simply, boldly and clearly.

They are custom-drawn to cleverly use linear and dot elements in a number of different ways. Icons should be used sparingly as a “visual shorthand” that visually illustrates ideas and they should always serve a communications purpose and never be used as abstract decoration.

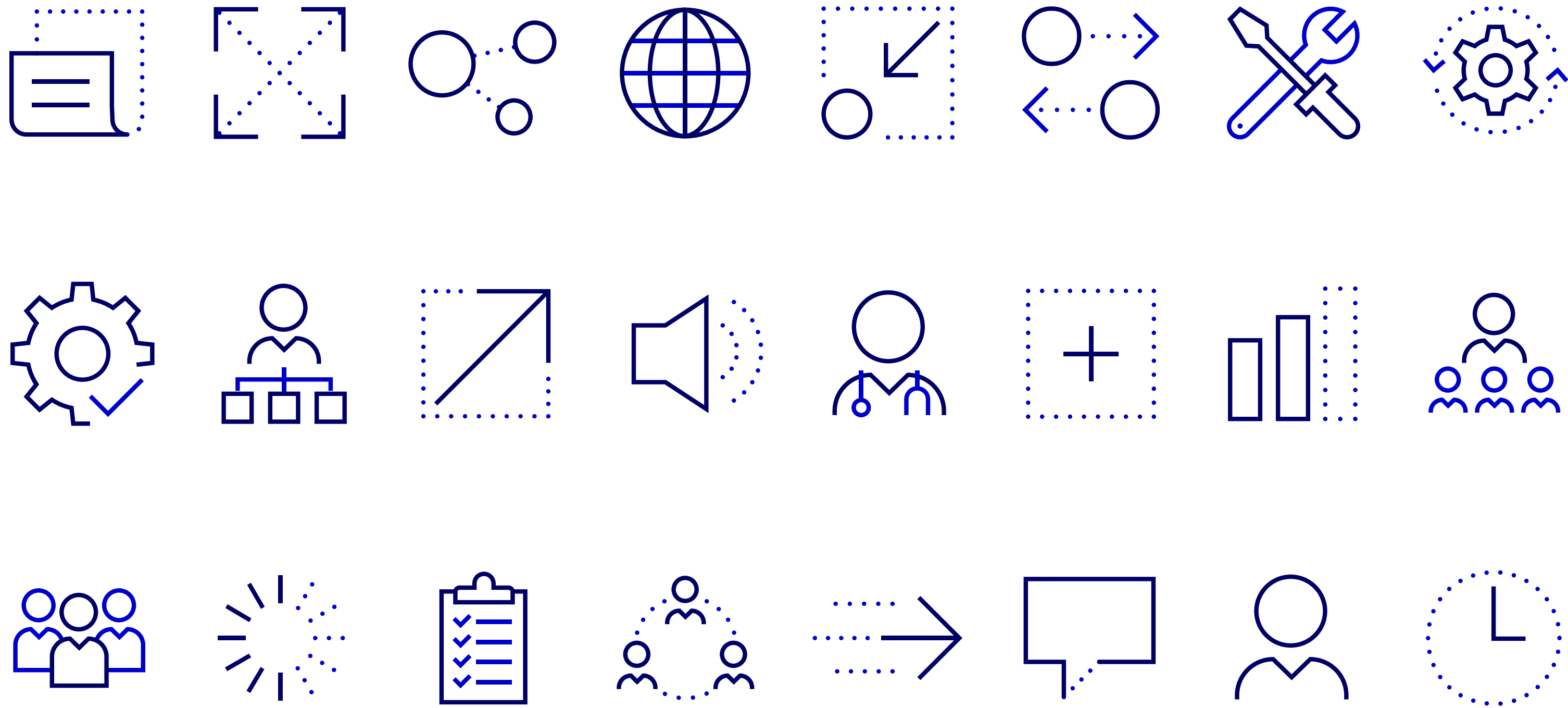


Iconography

Starter library

We have a limited library of icons that communicate our key capabilities and product offerings. When creating new icons be sure to follow our principles for consistency and readability.

CORE IDEAS



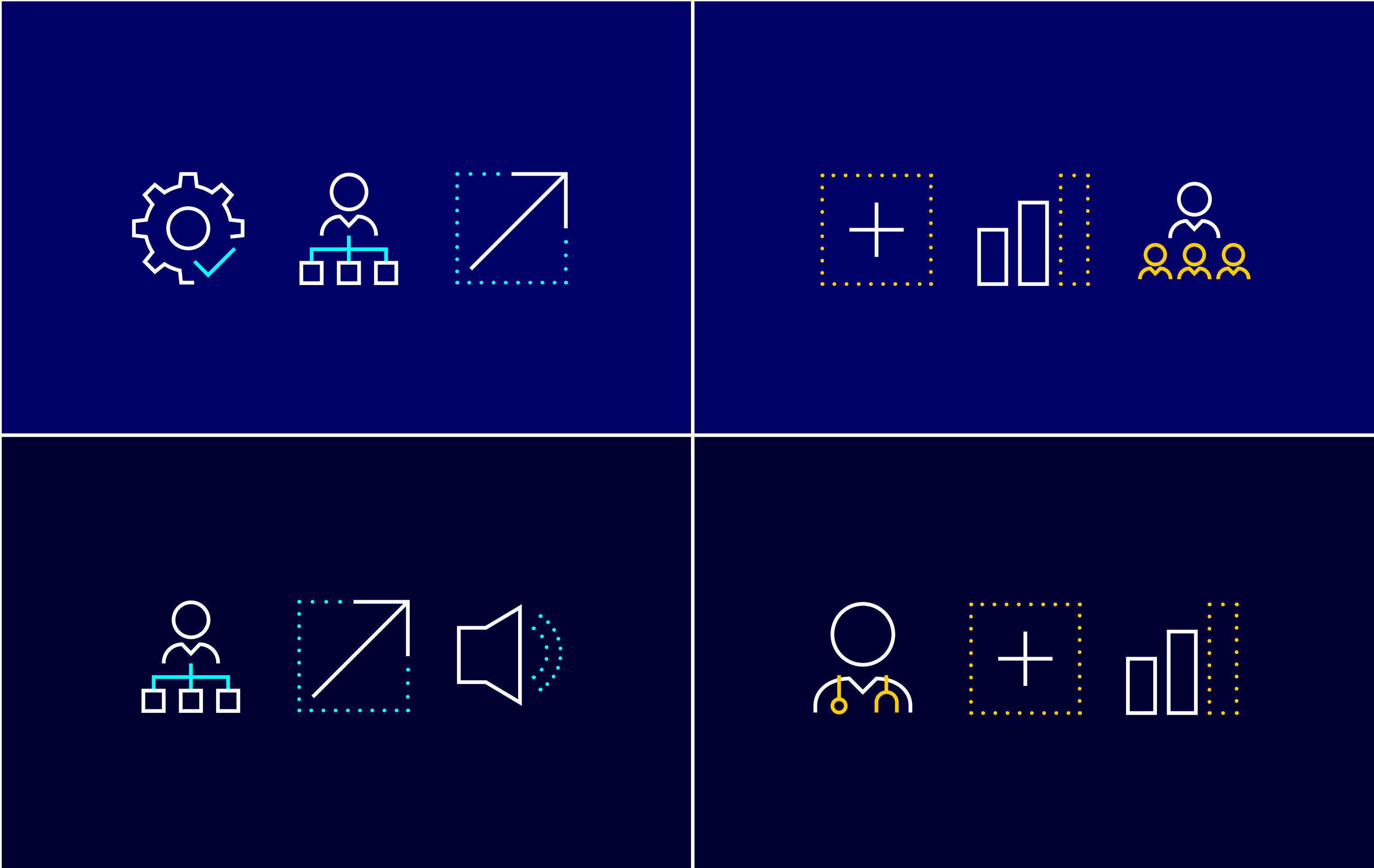
Iconography

Color variations

Icons on white and light backgrounds must only use Midnight and Reltio Blue colors only.

Reltio Blue, Reltio Cobalt, and Midnight background can only interchange the Reltio Aqua or Reltio Gold with white line strokes.

A library of icons has been created in a variety of file formats.



Iconography

Creating new icons

Icons are derived from basic geometric shapes and created using a consistent grid system in order to deliver a unified look and feel. We should also use this style as a reference guide when creating additional icons for the system in order to maintain consistency.

Grid

Our icons are built on a 4 by 4 square grid.

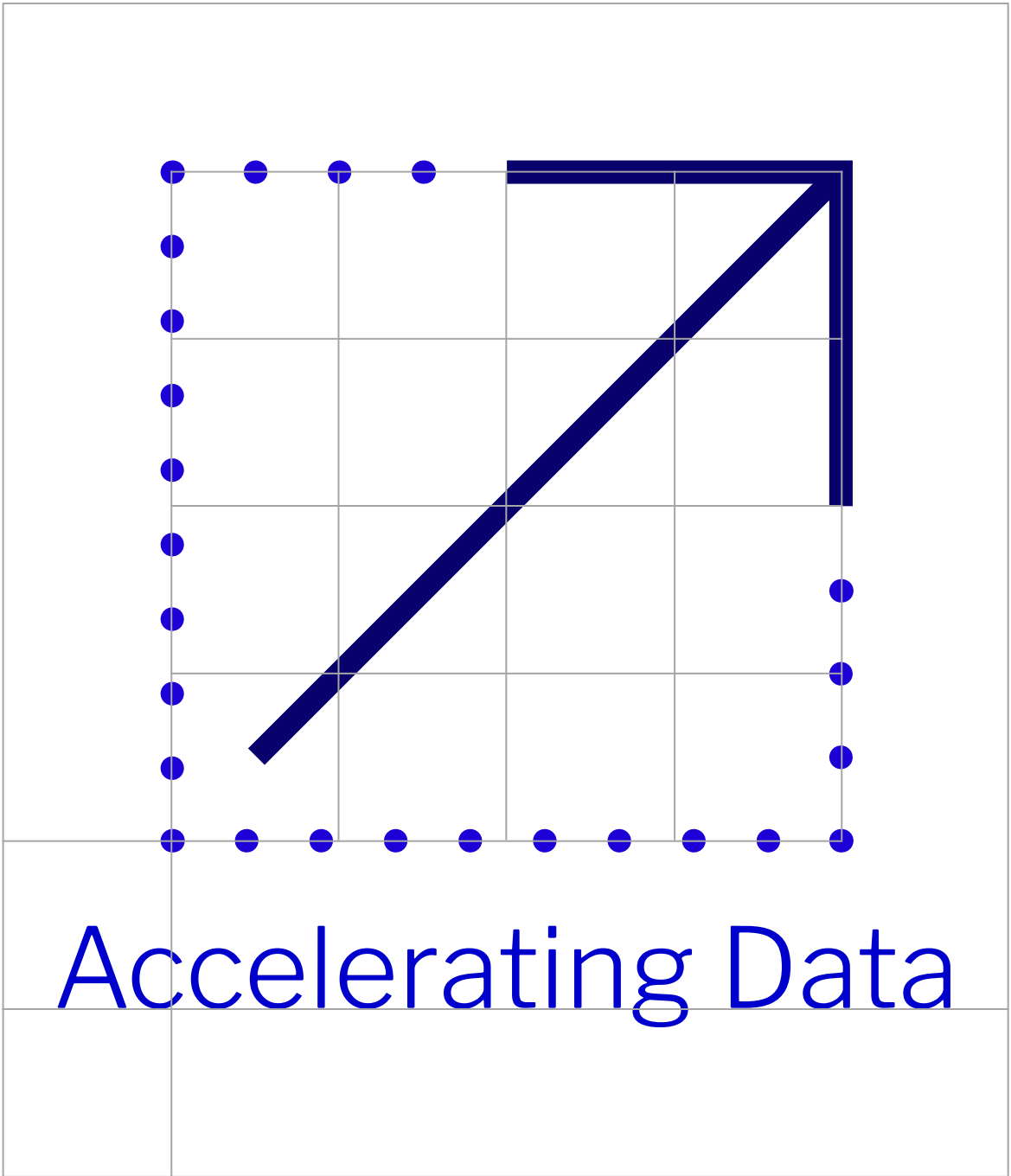
Sizing

We recommend sizing icons at 32 by 32, 64 by 64, and/or 128 by 128 pixels. Icons should not be scaled below the minimum 32 pixel size.

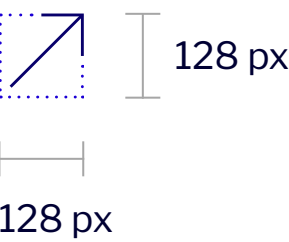
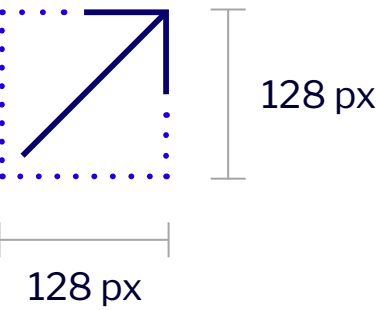
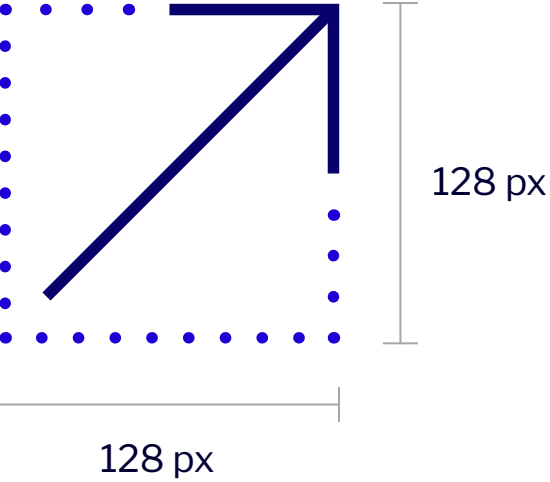
Buffer

Give icons generous spacing to increase visibility and interactivity. As much as possible, keep labels at a separate (text) level for maximum legibility and readability.

GRID



SIZING



Web Tools

Button and Hyperlink Colors

Color is a powerful tool in the digital space for signaling clickability and directing the user’s eye to calls to action. It is important that our use of color in web follows the guidance for accessibility on page 22.

For HEX codes, please see the color breakdowns on page 21 of this document

Button and hyperlink text is sentence case (capitalizing the first letter of a sentence or headline), which helps set a friendly tone.

PRIMARY	SECONDARY	INVERSE	
<div>Normal</div>	<div>Normal</div>	Don't use an inverse button on White	Hyperlink should be Reltio Cobalt
<div>Normal</div>	<div>Normal</div>	Don't use an inverse button on Gray	Hyperlink should be Reltio Cobalt
<div>Normal</div>	<div>Normal</div>	<div>Normal</div>	Hyperlink should be Reltio Aqua
Don't use a primary button on Reltio Gold	Don't use a secondary button on Reltio Gold	<div>Normal</div>	Hyperlink should be Reltio Cobalt

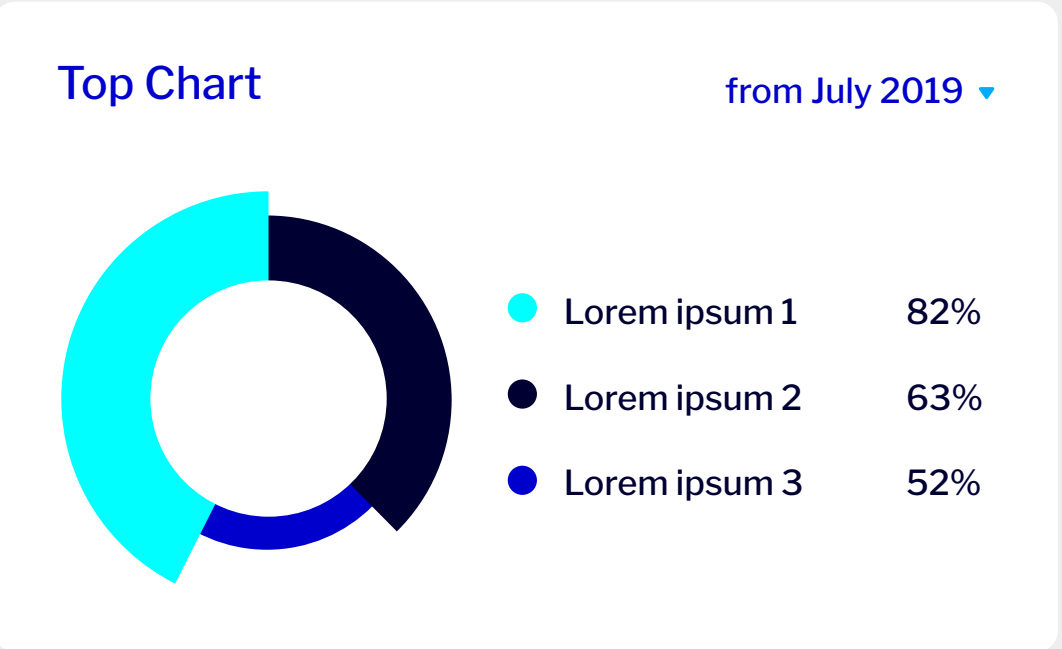
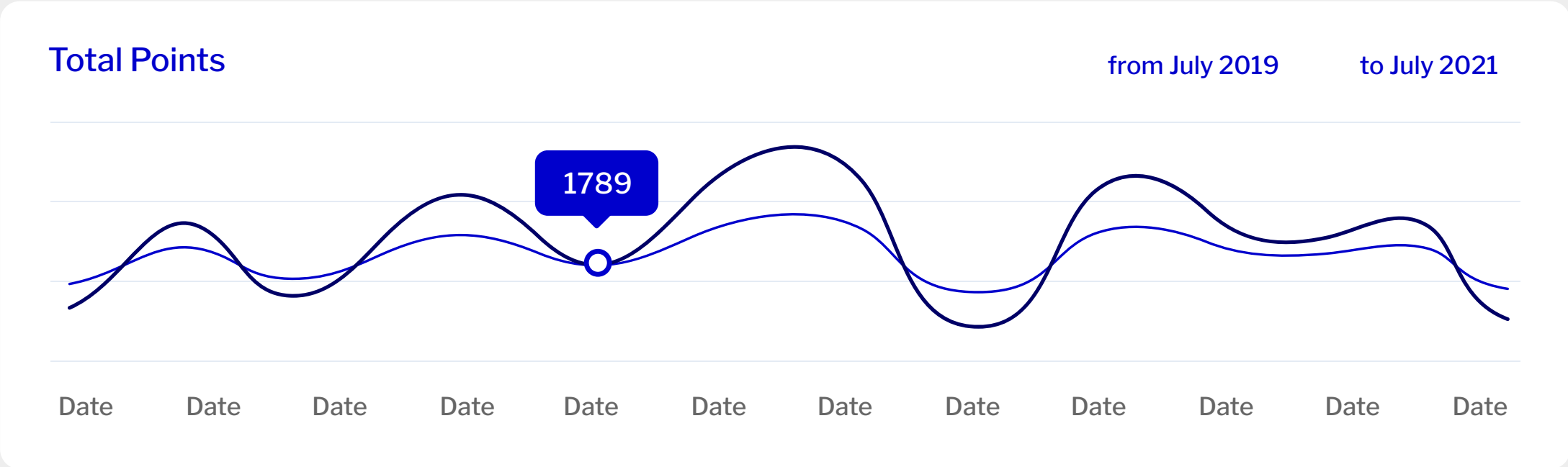
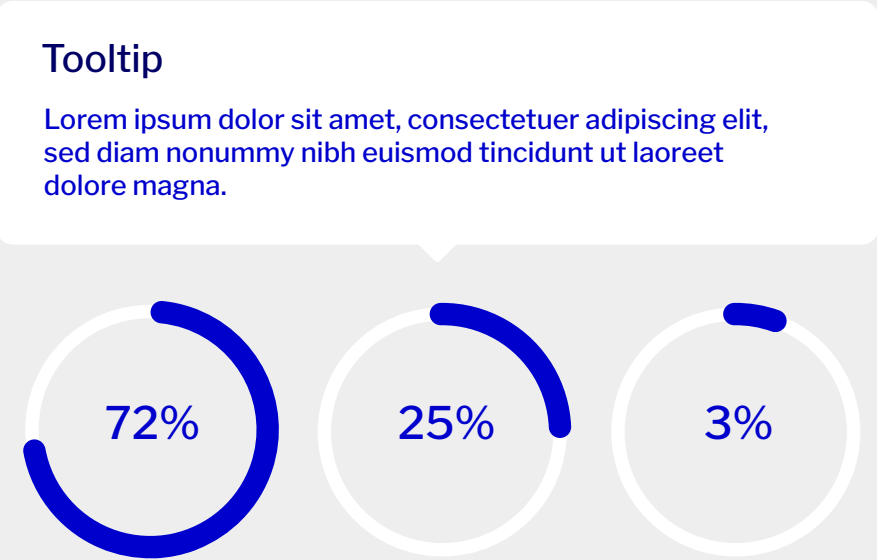
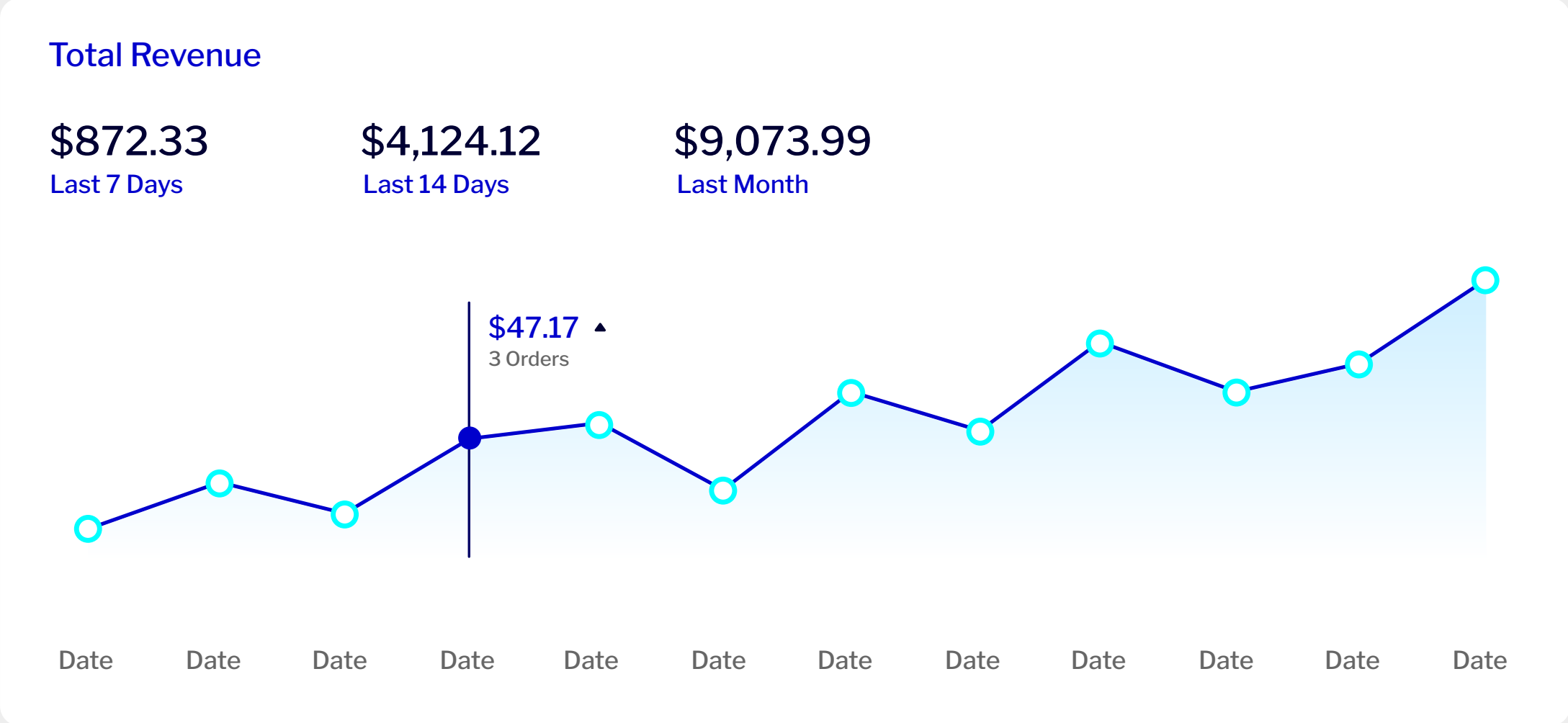
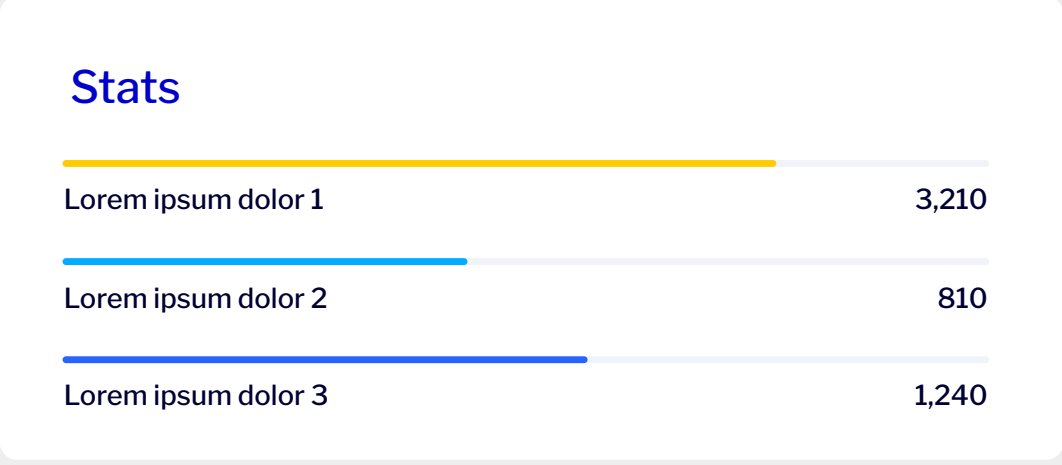
Web Tools

Data Visualization

Our web data visualization language is clean, uncomplicated and clear. Keep line weights thin but keep accessibility in mind (see page 22). End points should be rounded.

If it's not possible to put the graphics on a white background, a white holding shape is recommended. In those case, add a slight radius to the shape corners.

Whenever possible, charts and graphs should use the Primary and Accent colors. For more complex visualizations, use the Secondary palette.



Questions?

We're here to help.
Email us and we'll get back to you as soon as possible.

Reltio Brand/Marketing Team
marketing@reltio.com