



Designed for progress™

THE INFOR BRAND

STYLEGUIDE | 2019

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The Infor brand

Behind every great brand is a compelling narrative that resounds with its customers, partners, and workforce. As we look towards our future, we have created this Brand Guide to help you communicate Infor's brand story and, in doing so, amplify our message by using language and visuals that are unified, consistent, clear, and meaningful.

The document itself is for internal use only; however, the content in it is intended for communication to external audiences.

We encourage you to internalize this information and become practiced at delivering the Infor story, so we can use the power of our collective voices to make purposeful connections, raise awareness, and build a stronger brand.

THE INFOR BRAND

Why Infor

OUR STORY

Infor is a global leader in business cloud software products for companies in industry specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems.

Over 68,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

HOW WE HELP

We build complete industry suites in the cloud and efficiently deploy technology that puts the user experience first, leverages data science, and integrates easily into existing systems. In other words, we help businesses overcome market disruptions and achieve business-wide digital transformation.

THE INFOR BRAND

What is Infor

BELIEF

Designed for progress

MISSION

A future where every industry is powered on and by the cloud

VISION

To create the first industry cloud company

THE INFOR BRAND

Who is Infor

OUR VALUES

A sense of urgency

Conduct your work with intensity and speed. Huddle fast. Make fact-based decisions. Use good judgment. Keeping the initiatives moving. Repeat.

A passion for customer success

Be responsive. Follow through on promises. Reject mediocrity. Be obsessive about doing better. Be accessible and communicate proactively. Be selfless. Work as One Infor.

A thirst for innovation

Be curious. Be a change agent. Some ideas will prove out, and others will not. Fail fast. Iterate. Stay ahead of technology.

A focus on results

Never ignore results and facts. Learn and adjust. Focus on quality in all that you do. Do more of what works, less of what is not working. Invest your time in value creation. Act like an owner with an adaptive, entrepreneurial spirit.

A sense of community

Show compassion and caring for others. Be socially responsible. Be inclusive.

Brand aesthetics

What we use and how we use our brand elements all make up Infor's visual language.

How we treat our brand impacts us all. It is a source of pride—and it is a financial asset with a monetary value of its own. It can be devalued or even lost by lack of care.

Thank you for protecting the Infor brand in all its forms.

BRAND AESTHETICS

Infor logo

Full color logo (with tagline)

This is our primary logo. Use whenever possible.

Monochrome (with tagline)

When you are restricted in the number of colors, or need to increase legibility, choose either the white logo or black logo.

DOWNLOAD LOGOS
FOR WEB AND PRINT

Full color

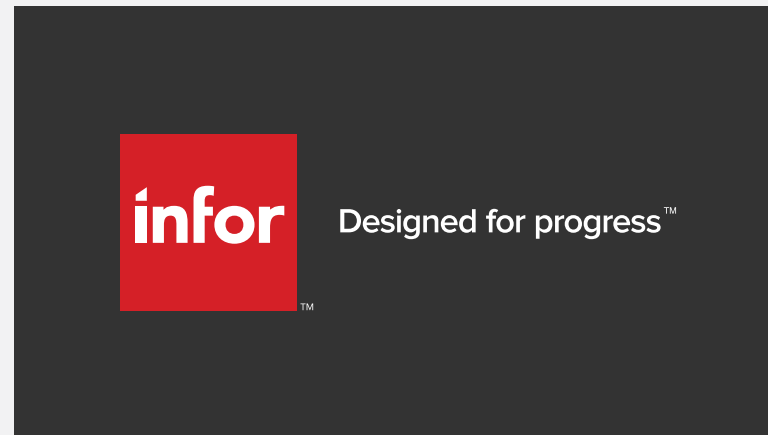


Designed for progress™

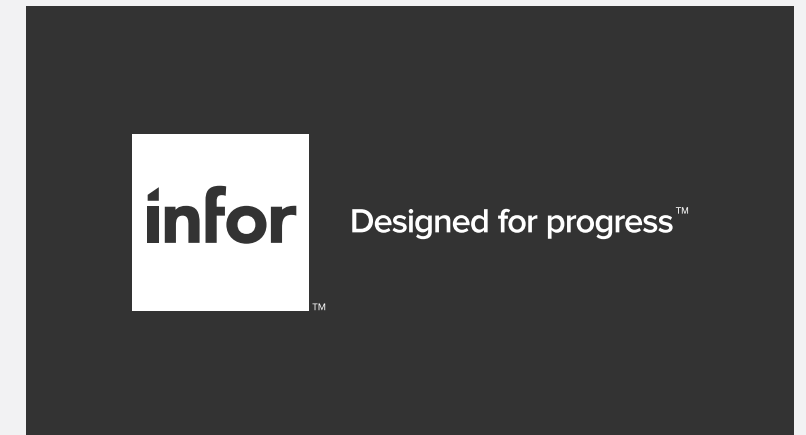
Monochrome



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BRAND AESTHETICS

Infor logo

Vertical logo

We have a stacked logo available for instances where space is limited or when we would like to maximize our logo's presence.

Logo (without tagline)

If sizing compromises the legibility of our logo, it is okay to use the logo without the tagline.

Vertical logo



Logo (without tagline)



Logo clear space

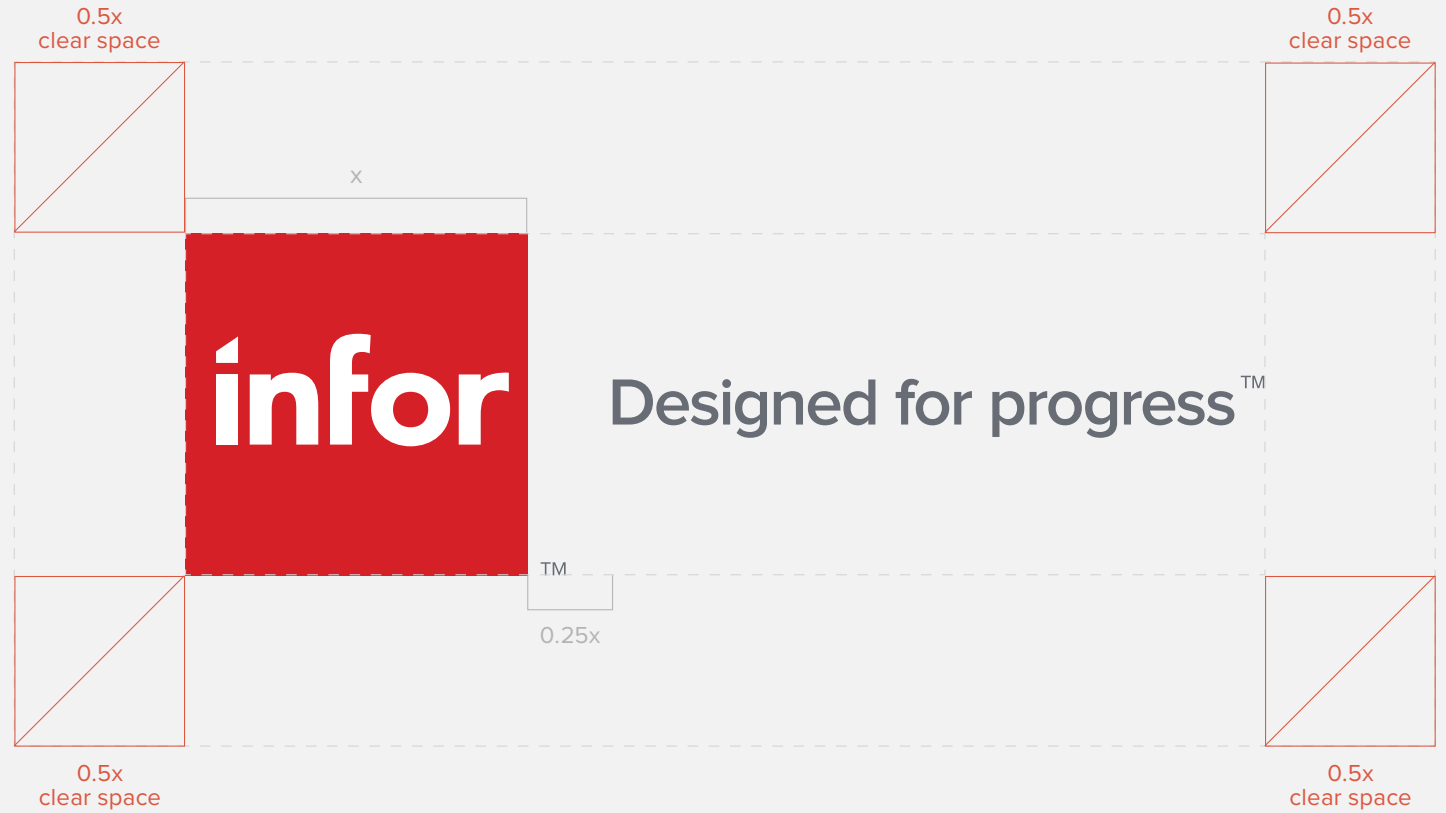
The logo spacing guidelines ensure our company's flagship visual identity is unfettered by other elements and stands prominently in any layout or media.

- Spacing around the logo should be equal, even when it exceeds the minimum-required measurement.
- Do not allow any elements (e.g. text, page trim, graphics, wall edges, etc.) to enter the clear space.

Minimum size (based on height)

The logo must appear at or larger than the following sizes, depending on your media. Much of Infor's existing brand equity is based on the red Infor square. These minimum sizes ensure that the logo is legible and recognizable in all placements.

- Digital: 40px
- Print: 0.5" (12.7mm)
- Premium items: 0.1875" (4.76mm)



Improper logo usage

To be recognized as a trusted enterprise software solution, we mustn't alter our logo in any way. It's our visual identity. Our signature. Avoid anything that disrupts its integrity so we can maintain our brand presence.

Improper logo usage



Do not change the color of the logo.



Do not place the logo on a background that makes it illegible.



Do not change the font or placement of the tagline.



Do not re-create, alter stretch, or distort the logo in any way.

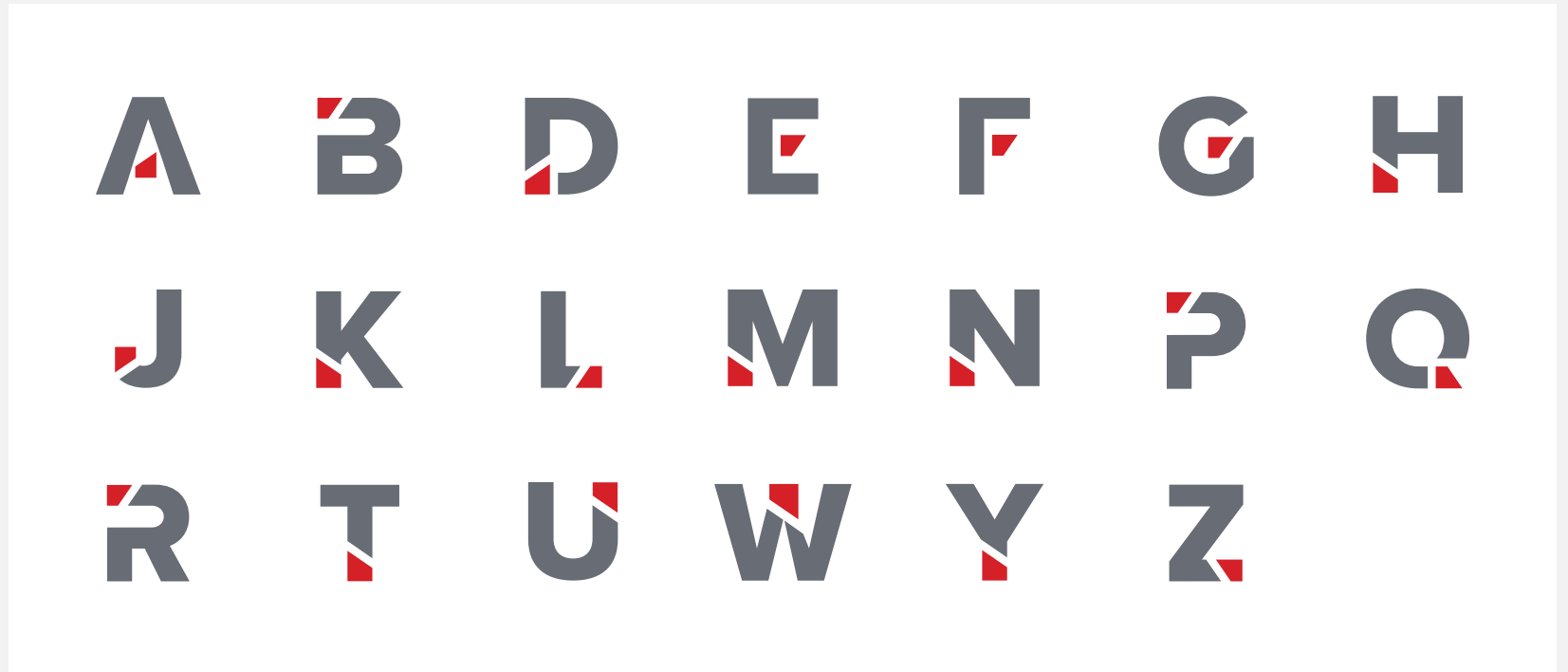
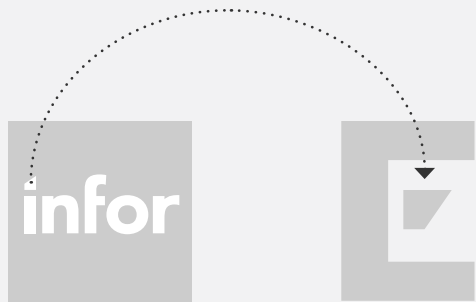
BRAND AESTHETICS

Infor property logos



We've developed an alphabet using the Infor logo's diacritic mark to treat partnerships, products, launches, etc. This ensures a uniform look for all of Infor's assets.

Philosophy:



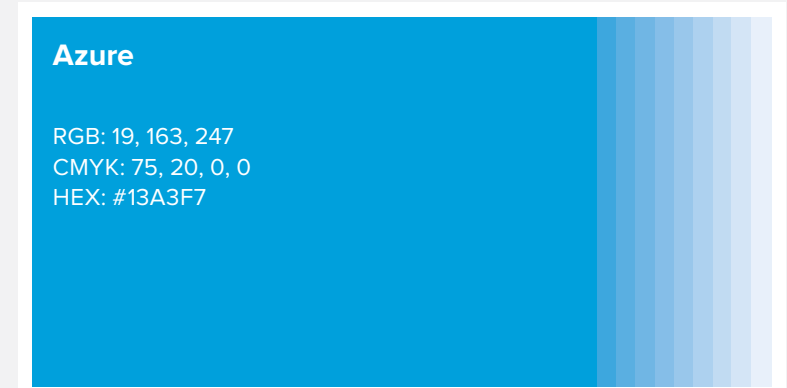
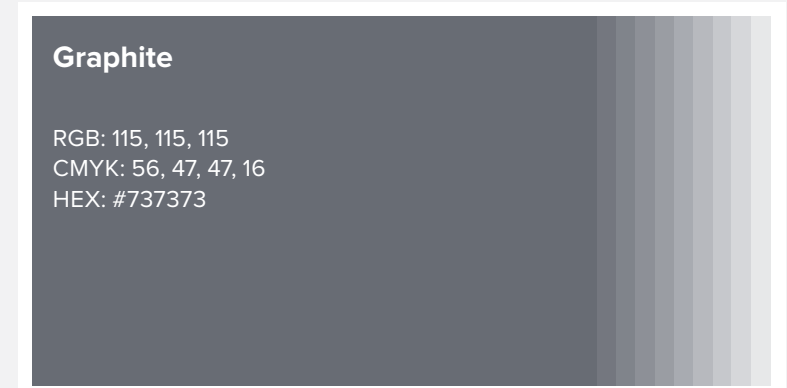
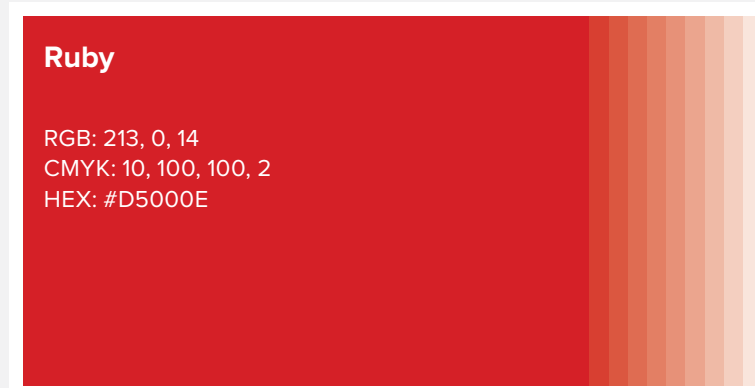
NEXUS

Color palette*: Primary



Our corporate color palette helps build identification for the Infor brand and maintains the same look across all Infor brand assets.

- Be purposeful with how you use color. Strike a balance that's both comforting and confident.
- Graphite is typically used for text, while the other colors bring life to our brand.
- For print assets (CMYK), use 85% black instead of graphite for text. This will provide a crisper, deeper result, which helps legibility of small and/or light copy.



*Current simplified palette. Subject to change.

Color palette*: secondary and neutral

Secondary

These colors were chosen to provide additional range to the brand experience.

It can be used in graphs, tables, infographics, and when the number of primary palette colors is not enough.

Neutral

Chosen to complement and support our primary palette. Works well for backgrounds, text, and accents.

Coral

RGB: 255, 100, 0
CMYK: 0, 75, 100, 0
HEX: #FF6400

Turquoise

RGB: 0, 194, 180
CMYK: 71, 0, 38, 0
HEX: #00C2B4

Dark gray

RGB: 51, 51, 51
CMYK: 0.8 or 80%
HEX: #333333

Emerald

RGB: 45, 179, 41
CMYK: 60, 0, 95, 0
HEX: #2DB329

Amethyst

RGB: 163, 82, 204
CMYK: 49, 76, 0, 0
HEX: #A352CC

Light gray

RGB: 242, 242, 242
CMYK: 0.05 or 5%
HEX: #F2F2F2

*Current simplified palette. Subject to change.

Typefaces

Proxima Nova is Infor's brand font. We utilize the font family for all things from headlines to body copy. It straddles the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid combining humanistic proportions with a geometric appearance.

Arial is used as a stand-in for materials that will be edited, presented, or owned by those without Proxima Nova on their local machine. This is to ensure a visual appearance that is similar to our primary font.

DOWNLOAD
BRAND FONTS

PRIMARY
Proxima Nova



Proxima Nova Extrabold

Proxima Nova Bold

Proxima Nova Regular

Proxima Nova Light

SECONDARY
Arial



Arial Bold

Arial Regular

Type hierarchy

How we use our type matters. In order to keep a consistent feel across all brand materials, please reference the hierarchy guidelines when formatting your type.

For shorter, ad-like content

A visual example of type hierarchy for shorter, ad-like content. It features a large, bold headline "BUILT FOR PEACE OF MIND" with a red line pointing to it labeled "Headline". Below the headline is the tagline "DESIGNED FOR PROGRESS" in a smaller, all-caps font, with a red line pointing to it labeled "Mustache".

For long-form content

A visual example of type hierarchy for long-form content. It features the brand name "INFOR PRODUCTS" in a small, all-caps font, with a red line pointing to it labeled "Eyebrow". Below it is a large, bold headline "The last upgrade you'll ever need." with a red line pointing to it labeled "Headline". Underneath the headline is a subhead "Enterprise software solutions built for the cloud, built for your industry." with a red line pointing to it labeled "Subhead". Below the subhead is a bulleted list of features: "Up and Running, in less than 16 Weeks", "Elite Customer Support", "No More Upgrade Installations or Testing", and "24/7 Mobile Access". A red line points to the list with a label "Body".

Formatting Guidelines

Headline
3x, extrabold, sentence-case,
(when headline is over 5 words)

HEADLINE
3x, extrabold, all caps
(when headline is 5 words or less)

Subhead
1.2x, bold, sentence-case

EYEBROW / MUSTACHE
x, light, all caps, increased tracking (200-300)

Body
x, regular, sentence-case

BRAND AESTHETICS

Photography: People

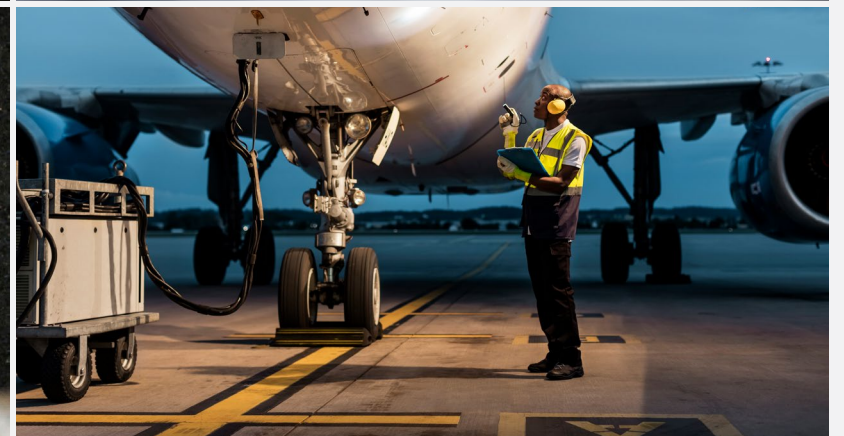
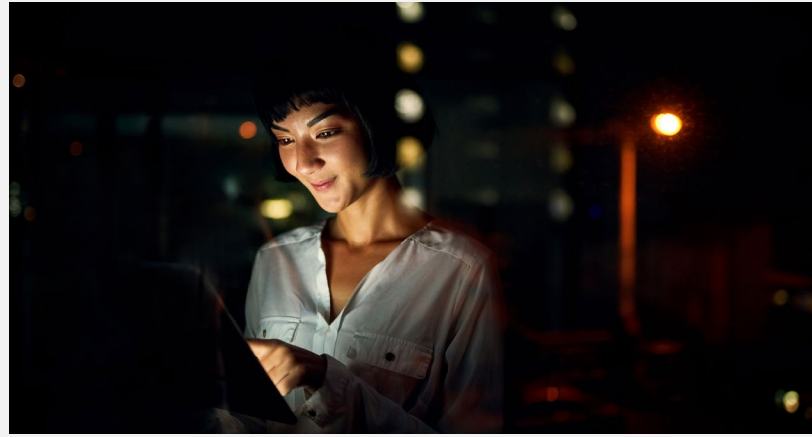
Photography is the most emotionally resonant component of our visual style. Infor photography captures real people in real situations, elevates the subject, shows faces and expressions. It should be human, spontaneous, and compelling.

It should not look stocky or be heavily Photoshopped. **Lastly, and most importantly, it should celebrate our software.**

We divide Infor photography into three categories, explored on the following pages:

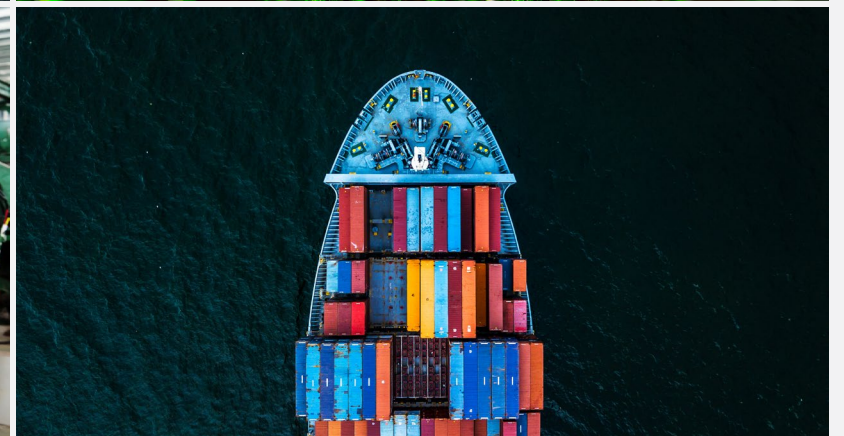
- People
- Atmosphere
- Technology

VISIT THE INFOR
IMAGE GALLERY



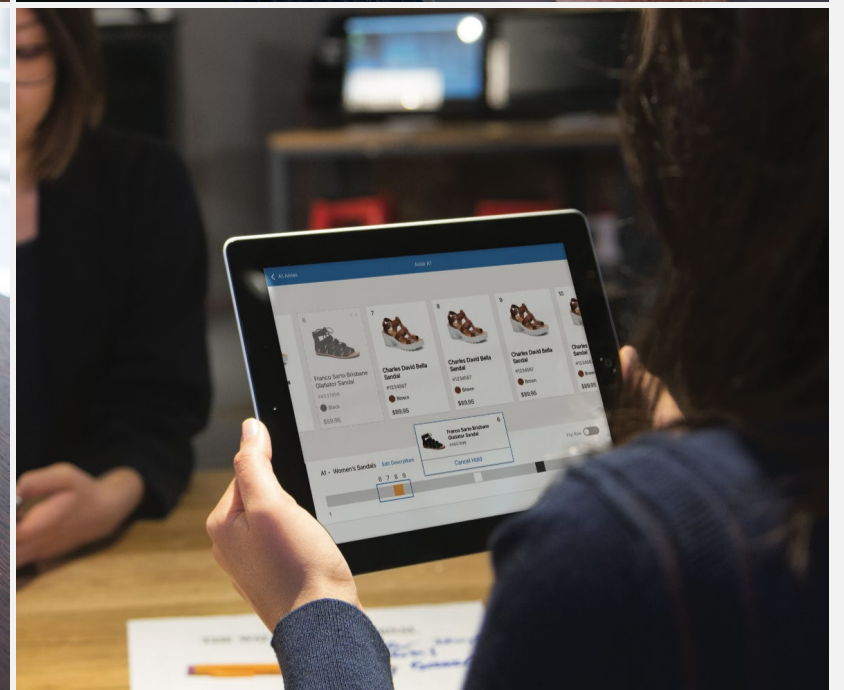
BRAND AESTHETICS

Photography: Atmosphere



BRAND AESTHETICS

Photography: Technology



BRAND AESTHETICS

Regionalized photography

Infor has 16,000+ global employees that service all kinds of people around the world. And so, our photography should be targeted for each region to ensure our customers feel represented and listened to.



NA



LATAM



EMEA



APAC



North Asia



South Asia / Southeast Asia



Middle East



Africa

(Middle East and Africa require further regionalized research)

BRAND AESTHETICS

Improper photography usage

Infor imagery should feel vibrant, compelling, and of editorial quality.

In order to keep our photography consistent, please avoid these improper uses.

Improper photography usage



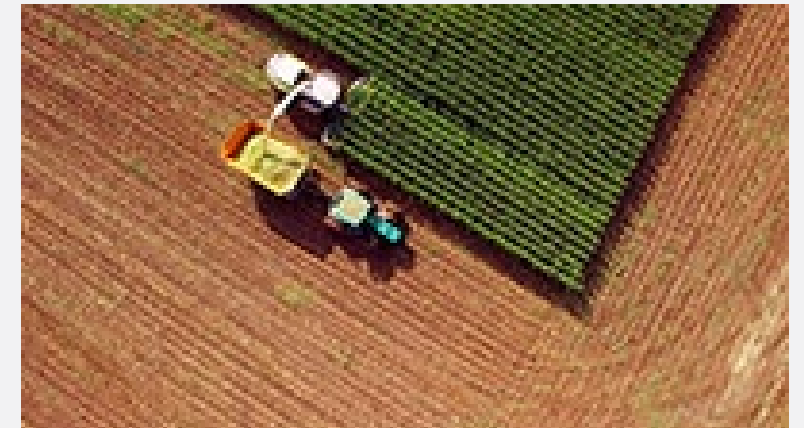
Do not use typical, posed stock images.



Do not use use duotone images.



No heavy Photoshopping or dark overlays.



Do no use low-res images.

Graphics and patterns



In addition to our photo library, we have also developed graphic and pattern styles to supplement our visuals. It's that extra stamp that makes our art ownable.

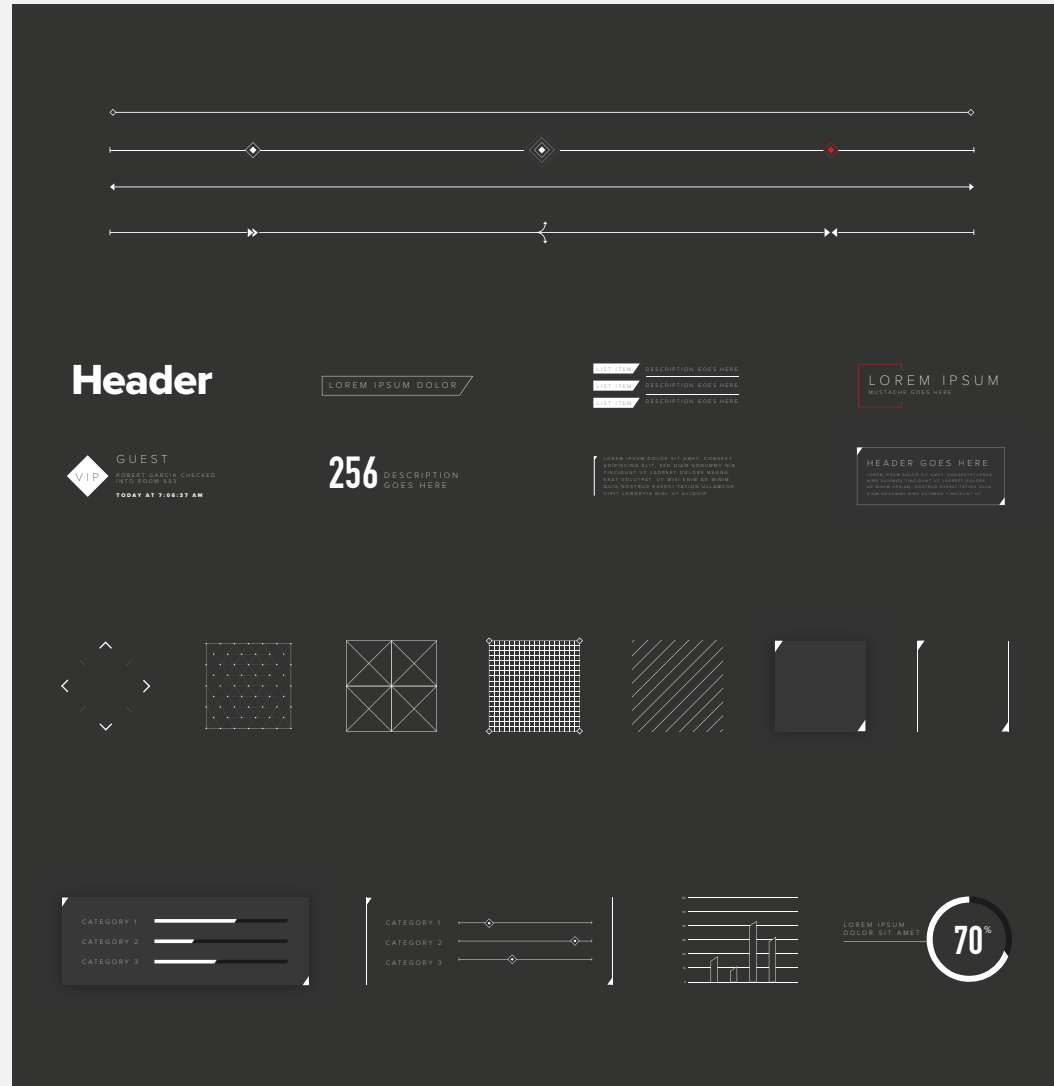
Software Layer

Used ONLY for videos when we need to illustrate the power of Infor software.

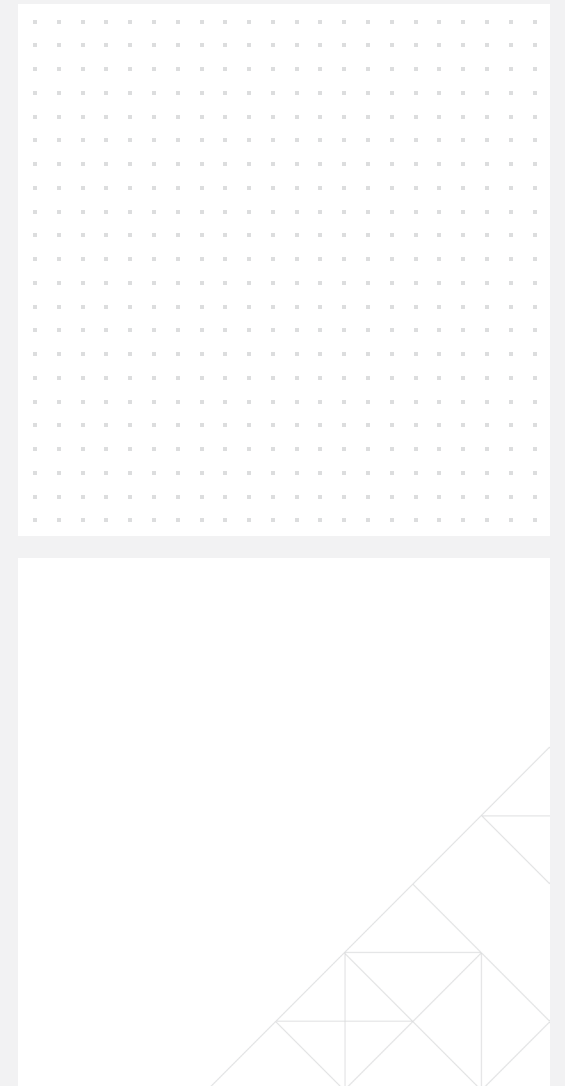
Patterns

The usage of our patterns allows us to separate content layers, add subtle texture to the background or to visually communicate complexity in a simple branded manner.

Software Layer



Patterns



BRAND AESTHETICS

Iconography

Icons can be used as a way to quickly visually identify universal concepts and categories.

Infor icons should follow the clean, simple, and linear style shown in these examples, and they should be used sparingly.

Brand approved iconography can be found in the corporate presentation template.

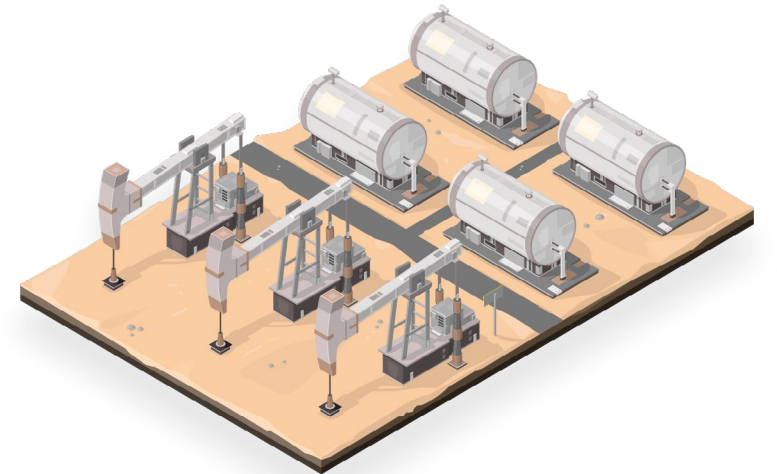
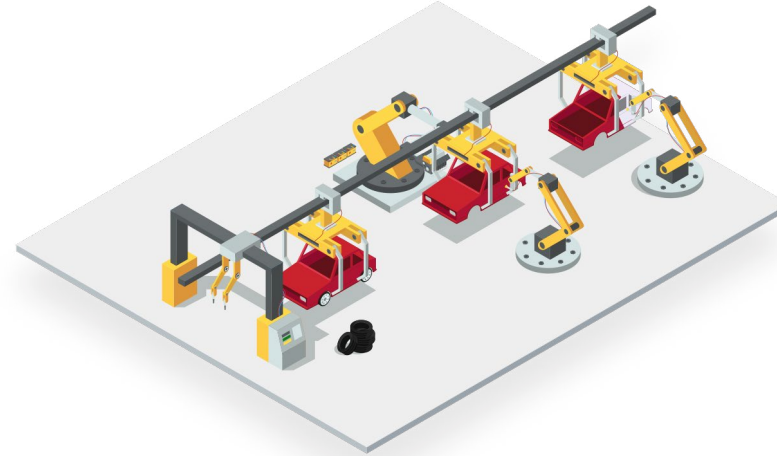
[DOWNLOAD THE CORPORATE PRESENTATION TEMPLATE](#)



BRAND AESTHETICS

Isometric graphics*

Isometric graphics allow us to illustrate our complex industries in a way that may be limiting in one photograph. We use these to capture a more comprehensive environment in a contained area.



*For infor.com industry pages and infographics ONLY.

Messaging / editorial

The following messaging and editorial guidelines help define and differentiate our brand. This is how we sound, what we say, and how we say it. When creating content, we ensure a consistent brand voice and style across all touchpoints. Doing so reinforces our brand and enables us to remain distinct, recognizable, and competitive.

Brand message

Our tagline is a combination of two powerful concepts.

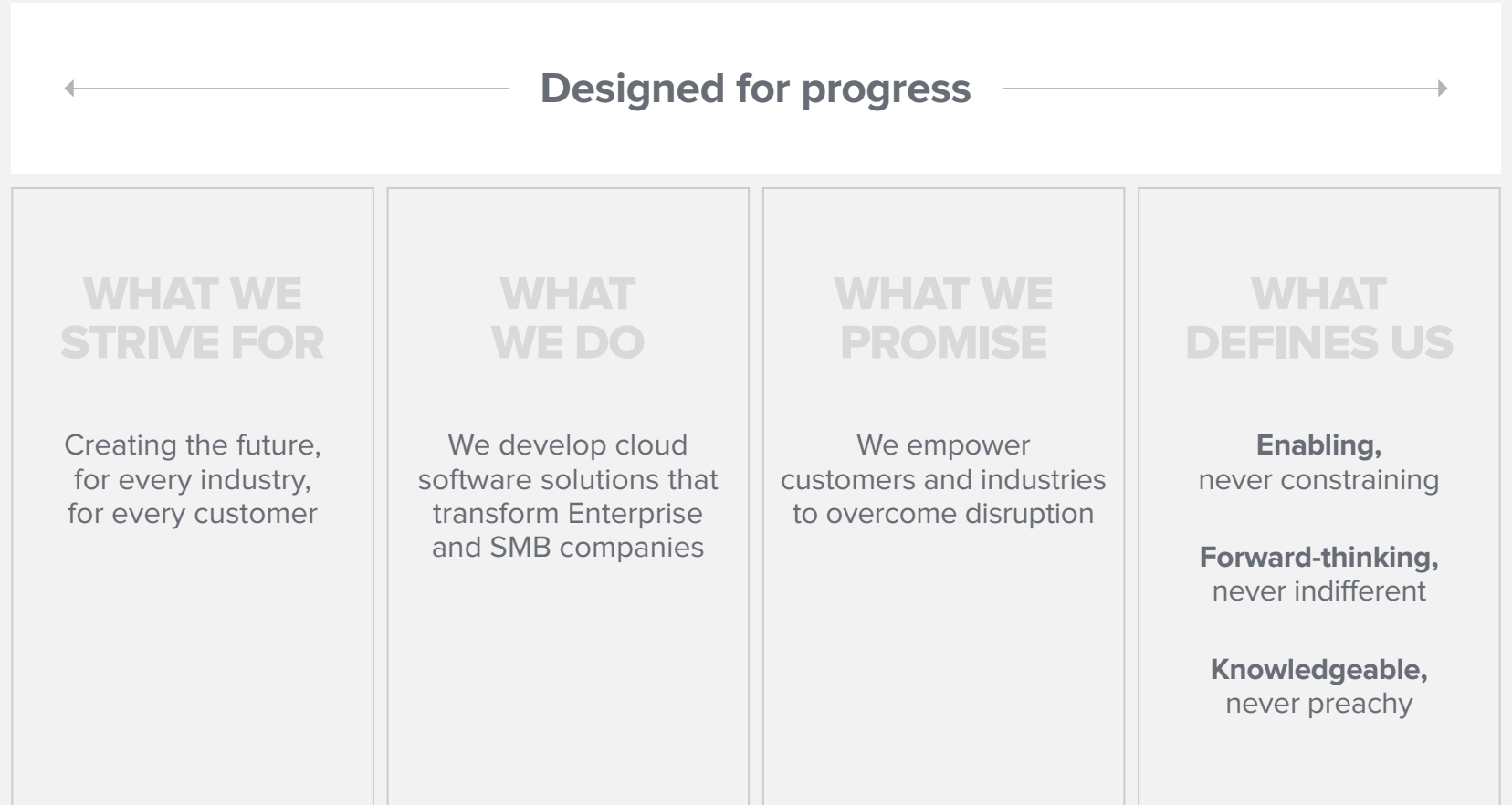
Designed for progress™

Represents Infor's commitment to designing with purpose and intent, so our work reflects the changing behaviors and expectations of our users and how they view the world. Our goal is to empower both individual employees and organizations by putting users first, building beauty into everything we do, and redefining expectations for the way software looks, feels, and functions.

Infor defines as partnering with customers to drive significant positive change. We are proud of the role we play in helping organizations move forward with their own visions of success, whether that means small steps that make every day a little easier or giant leaps that impact mankind.

Brand strategy

Our brand belief guides every thing that we do. This belief and these pillars are the foundation for our brand philosophy.



Our voice

Voice is the unchanging character or personality of the brand. We've defined our voice under three distinct pillars. They are Infor's core tenets—our evergreen principles that the brand rests on.

ENABLING, NEVER CONSTRAINING

Our customers always come first. That means being mindful of their journeys—from their needs and concerns to their goals and successes. We show them the way to doing great things with absolute confidence. We inspire and empower them to achieve more and better, whether that means supporting their ambitions or guiding them through challenges.

- ▲ Confident
- ▲ Consumer-first
- ▲ Inspiring
- ▲ Empowering

FORWARD- THINKING, NEVER INDIFFERENT

We're driven to make the future happen. To build solutions that have never been done before. To impact areas that are ready for a revolution. We operate as visionaries: constantly looking ahead, constantly adapting to the world, constantly making progress. Innovation is foundational to our shared point of view. We're proactive. Because we know that staying still gets us nowhere.

- ▲ Proactive
- ▲ Results-driven
- ▲ Solutions-driven
- ▲ Disruptive

KNOWLEDGEABLE, NEVER PREACHY

As vast as our expertise is, what sets us apart is our ability to share our knowledge with clarity, purpose, and the genuine desire to help. We know we are talented leaders and technologists—but we never act from a place of elitism or pompousness. Our intelligence is approachable. We serve our customers with a sense of usefulness. When we speak, it's to provide value. To contribute meaningful information. To instill trust.

- ▲ Direct
- ▲ Approachable
- ▲ Useful
- ▲ Trustworthy

Our tone

Tone is the expression of our voice to a specific audience or during a specific situation. Keep in mind that we adjust our tone depending on who we are speaking to and the context. For example, our tone in a white paper will differ from our tone in a Facebook post.

CHANNEL

CONTEXT

TO NE

WEBSITE

Our brand as if a cool librarian: knows a lot about everything, helps others find what they need

- ▲ Confident
- ▲ Communicative

PRINT COLLATERAL

Our brand as if a topic expert: whether it's a product or industry, our specialization and know-how runs deep

- ▲ Earnest
- ▲ Formal

DIGITAL BANNERS

Our brand as if a show promoter: knows they only have a second to attract their audience

- ▲ Punchy
- ▲ Informative

BRAND VIDEO

Our brand as if a pop star: splashy and provocative, entertains but gets a clear message across

- ▲ Energetic
- ▲ Impassioned

PRODUCT VIDEO

Our brand as if a tour guide: charismatic and charming, makes a dry subject sound interesting

- ▲ Pragmatic
- ▲ Optimistic

CONFERENCE EVENTS

Our brand as if a TED Talk speaker: commands a presence, captivates an audience, has the expertise to back themselves up

- ▲ Approachable
- ▲ Empathetic

SOCIAL MEDIA

Our brand as if a work bestie: friendly and personable with an approachable openness

- ▲ Familiar
- ▲ Lively

THE INFOR BRAND

Positioning statement

When creating any piece of communication, this statement should be the underlying and resonating perspective that our audience should walk away with.

To TARGET AUDIENCE , Infor is the only CATEGORY that BENEFITS DELIVERED because REASONS TO BELIEVE .

OPTION 1

To current and prospective Enterprise and SMB Customers, Infor is the cloud software solutions company that helps you overcome digital disruption because our industry expertise enables us to create the future of every sector.

OPTION 2

To current and prospective Enterprise and SMB Customers, Infor is your partner in digital transformation. We enable you to create progress through our innovative, industry-focused cloud software solutions.

OPTION 3

To Enterprise and SMB companies looking for transformation, Infor is a dedicated partner who helps you drive progress through cutting edge, out-of-the-box cloud solutions and industry-expertise.

Messaging matrix

These are examples of our voice expressed as headlines. Our business serves many industries and encompasses a range of solutions. With that, we have developed this matrix to show how our messaging adapts depending on the subject of our communication.

BRAND LEVEL

How does Infor fulfill its vision for delivering customer success through cloud technologies?

PRODUCT LEVEL

What do the products do and how does it create progress?

INDUSTRY LEVEL

How are we demonstrating our knowledge of this industry, and the disruption risks and opportunities specific to it?

CUSTOMER-SPECIFIC

How is Infor creating progress for this client?

Style and usage

The following provides the foundation to create marketing communications that adhere to the Infor brand writing style. By following these guidelines, you are helping build a stronger, more consistent, more effective Infor brand across all written communications—digital or print—including: collateral, email blasts, web pages, banners, advertisements, etc.

Important Note: The style and usage guidelines apply to all written material, except for pieces composed solely for the media (i.e. press/news releases). Those pieces should follow AP Style.

VISIT THE FULL STYLE AND USAGE GUIDE

CAPITALIZATION AND PUNCTUATION

ITEM	INFOR STYLE
Headlines, subheads	<ul style="list-style-type: none"> Infor style is to use sentence case for heads and subheads. Capitalize the first word in the head or subhead, then use lowercase for all subsequent words (except product names and proper nouns. Headlines and subheads only use ending punctuation if they pose a question. <p>Examples:</p> <ul style="list-style-type: none"> - Five strategies for improving your supply chain - How is predictive AI disrupting manufacturing? <ul style="list-style-type: none"> If a headline/subhead is composed of two sentences, punctuation (periods or question marks) should be used. <p>Example:</p> <ul style="list-style-type: none"> - Make time for professional development. Join us at TechEd. <ul style="list-style-type: none"> When using a colon (:) in headlines/subheads, capitalize the first word and the word after the colon. <p>Example:</p> <ul style="list-style-type: none"> - Disruption readiness: Creating smarter cities with machine learning <ul style="list-style-type: none"> Subheads, especially as used on the Infor.com homepage, should receive ending punctuation: a question mark or a period. <p>Example:</p> <ul style="list-style-type: none"> - Doing business better. Five strategies for improving your supply chain.
Event names	<ul style="list-style-type: none"> Capitalize the names of our events. Do not put them in quotation marks or italics. In other words, don't treat events as you would magazine names, articles, books, etc.
Industry names	<ul style="list-style-type: none"> Do not capitalize industry names in text. <p>Example:</p> <ul style="list-style-type: none"> - "manufacturing," not "Manufacturing" - "food and beverage," not "Food & Beverage"

Style and usage

CAPITALIZATION AND PUNCTUATION (CONTINUED)

ITEM	INFOR STYLE
<p>Colon (:)</p>	<ul style="list-style-type: none"> • Use colons to introduce a list of items. • Please do NOT use a colon in a web page title. If the main headline on a page requires a colon, please ensure that this is not replicated in the HTML title for the page. • In most headers, a colon may be used to separate phrases and ideas. (In email blasts, when one colon already exists in a title of the subject line or heading, introduce an em-dash (e.g., Webcast—The Doctor Is In: Analyze Your Assets). Examples: <ul style="list-style-type: none"> - <i>(introducing a list)</i> Natural disturbances may include: fires, hurricanes, floods, droughts, lava flows, and ice storms. - <i>(separating phrases)</i> Simulating natural phenomena, mapping the human genome, and discovering ways to improve product quality all have one thing in common: They generate tremendous amounts of data. • NOTE: If the phrase following a colon is a complete sentence, capitalize the first word.
<p>Commas</p>	<ul style="list-style-type: none"> • Infor uses the series (or serial) comma. The serial comma is used whether the list of items consists of single words or multiple words. Example: <ul style="list-style-type: none"> - I ordered a hamburger, a banana split, and a chocolate shake.
<p>Exclamation points</p>	<ul style="list-style-type: none"> • Exclamation points are not appropriate in business writing. “A chorus of exclamation points says two things: First, you’re not confident that what you’re saying is important, so you need bells and whistles to get attention. Second, you don’t know a really startling idea when you see one.” —From <i>Woe Is I</i> by Patricia T. O’Conner

Style and usage

PRONOUNS

ITEM	INFOR STYLE
<p>Referring to customers as “you” or “your”</p>	<ul style="list-style-type: none"> In emails where we are speaking more directly to customers, this is acceptable. <p>Examples:</p> <ul style="list-style-type: none"> “Learn how your organization can benefit from CloudSuite EAM.” “If a mobile business analytics platform is something that interests you, look through our data sheet.” In headlines, try to avoid “you” and “your.”
<p>Companies</p>	<ul style="list-style-type: none"> Infor refers to each customer organization with the “it” or “its” pronouns, not “they,” “them,” or “their.” <p>Examples:</p> <ul style="list-style-type: none"> “Infor HCM helps Pilot Flying J improve its employee engagement.” NOT “Infor HCM helps Pilot Flying J improve their employee engagement.”
<p>Infor and our pronouns</p>	<ul style="list-style-type: none"> It is acceptable use “we,” “us,” and “our” pronouns when referring to Infor.

Boilerplate

ABOUT INFOR

Infor is a global enterprise leader in business cloud software and a strategic technology partner for more than 68,000+ Enterprise and SMB companies.

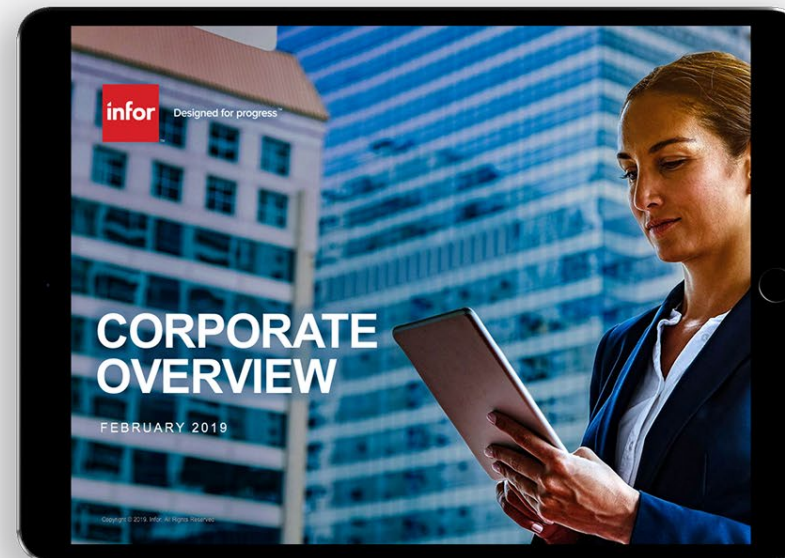
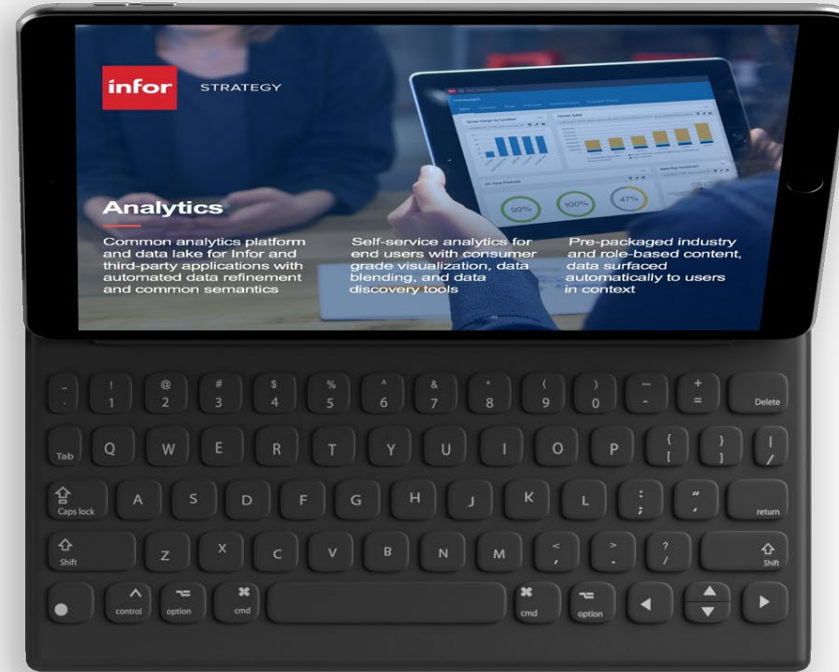
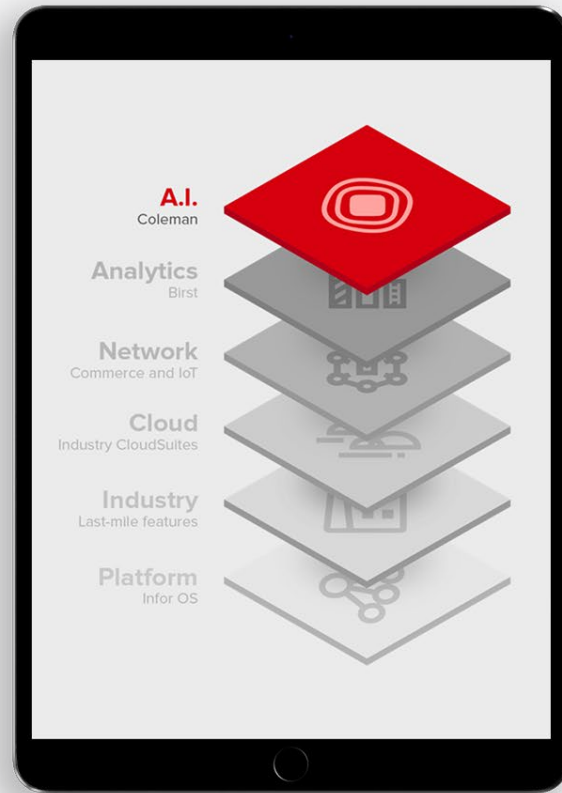
Enterprise software solutions that are built for the cloud, built for your industry. From Manufacturing to Healthcare to Retail and Fashion, we cover all industries and have ERP end-to-end solutions that are brought together by artificial intelligence technology.

Creative executions

The following pages illustrate how the Infor brand comes together when marrying words with visuals. The consistent use of our brand assets and brand voice define the Infor experience.

CREATIVE EXECUTIONS

Digital: Presentation



DOWNLOAD CORPORATE
POWERPOINT MATERIALS

CREATIVE EXECUTIONS

Digital: Video

The Infor brand video team produces roughly 400 videos each year. We create a broad range of content, including commercials, customer videos, brand hero videos, animated explainers, executive welcome messages, pitch videos for potential deals, product overviews, product sizzles, demos, event teasers, event openers, event recaps, etc. Additionally, we're responsible for overseeing the audiovisual components of Infor events and trade show booths.

Click to view samples of our main video types.

VISIT FULL VIDEO
GUIDELINES AND BRIEF



[Live Action](#)



[Commercials](#)



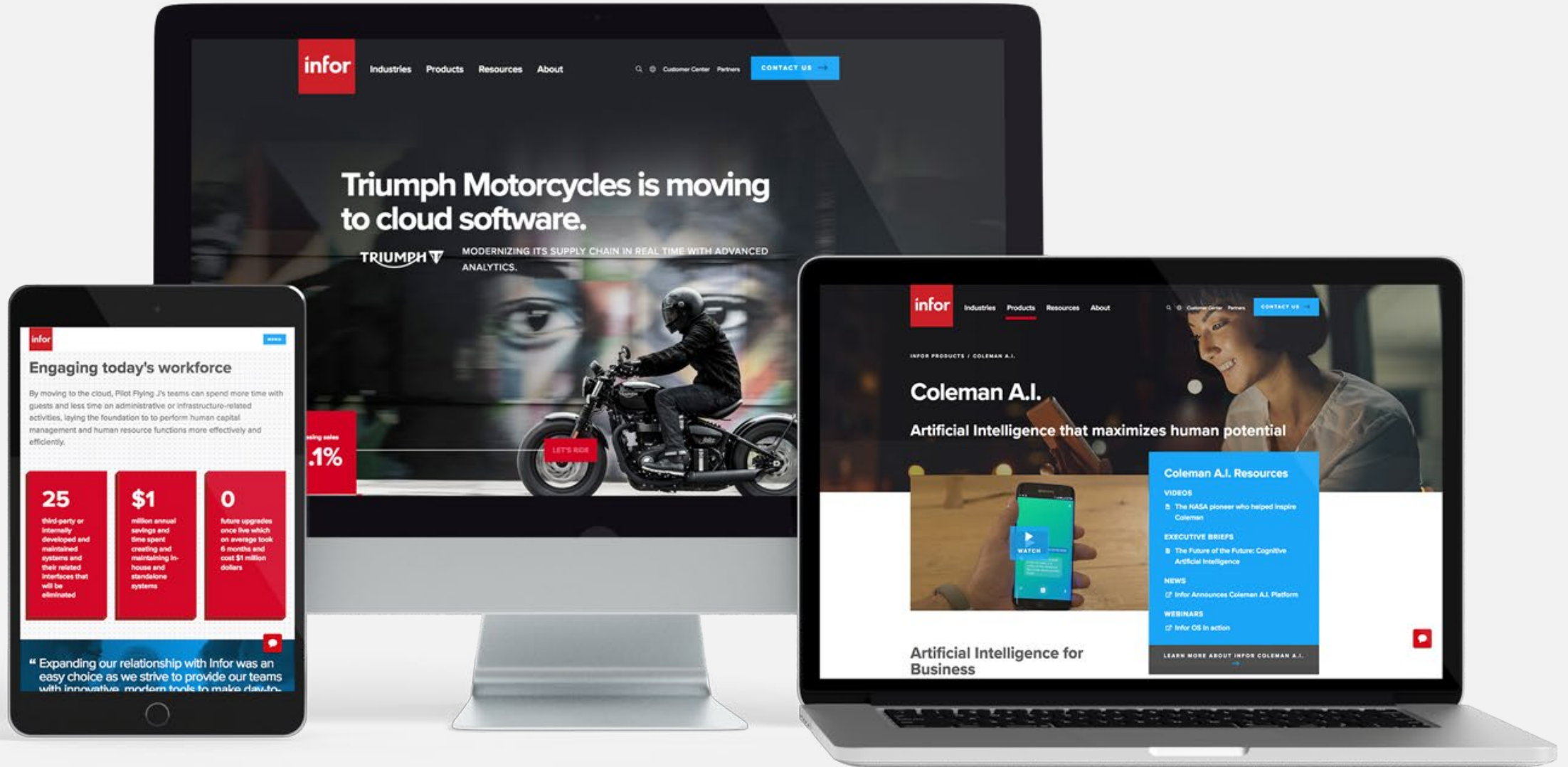
[Customer Videos](#)



[Event Coverage](#)

CREATIVE EXECUTIONS

Digital: Infor.com

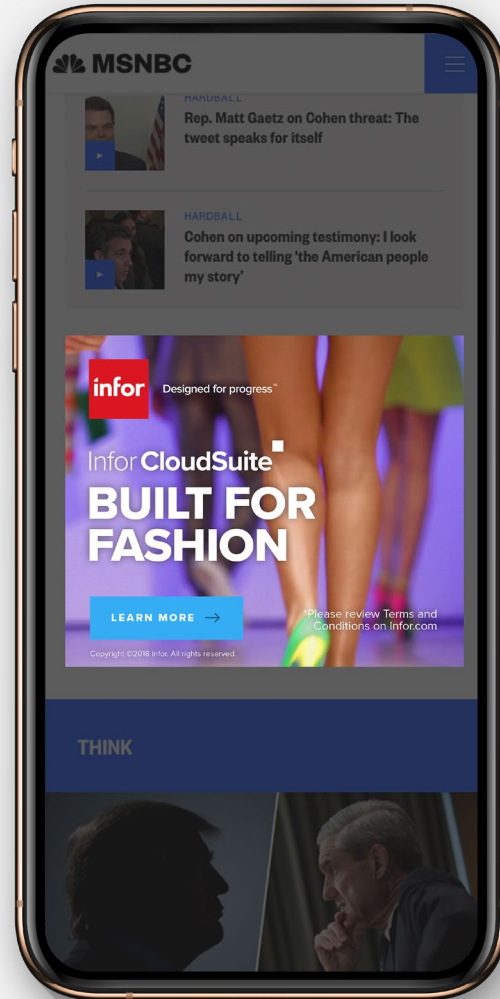


CREATIVE EXECUTIONS

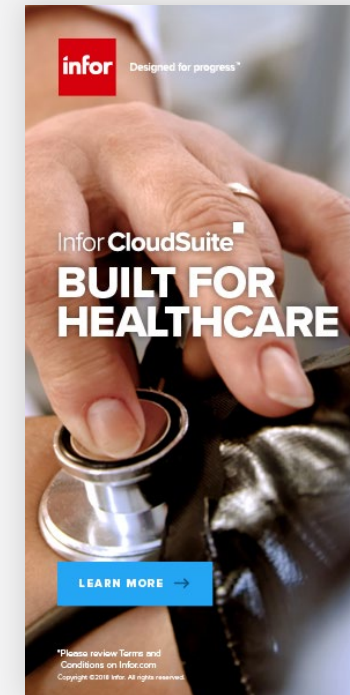
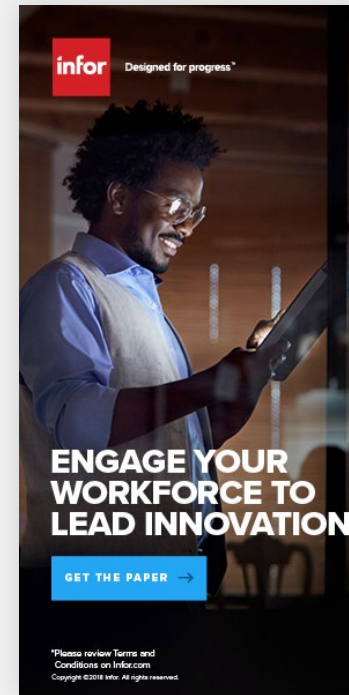
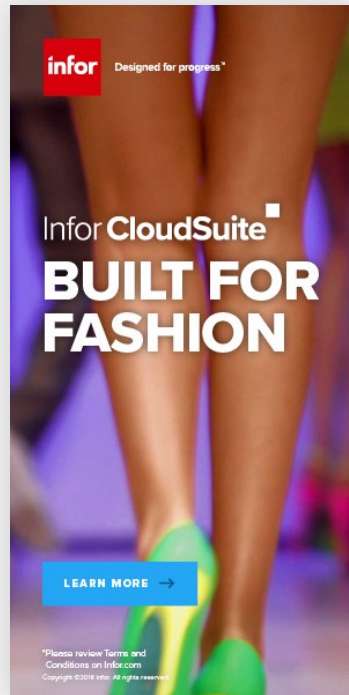
Digital: Social



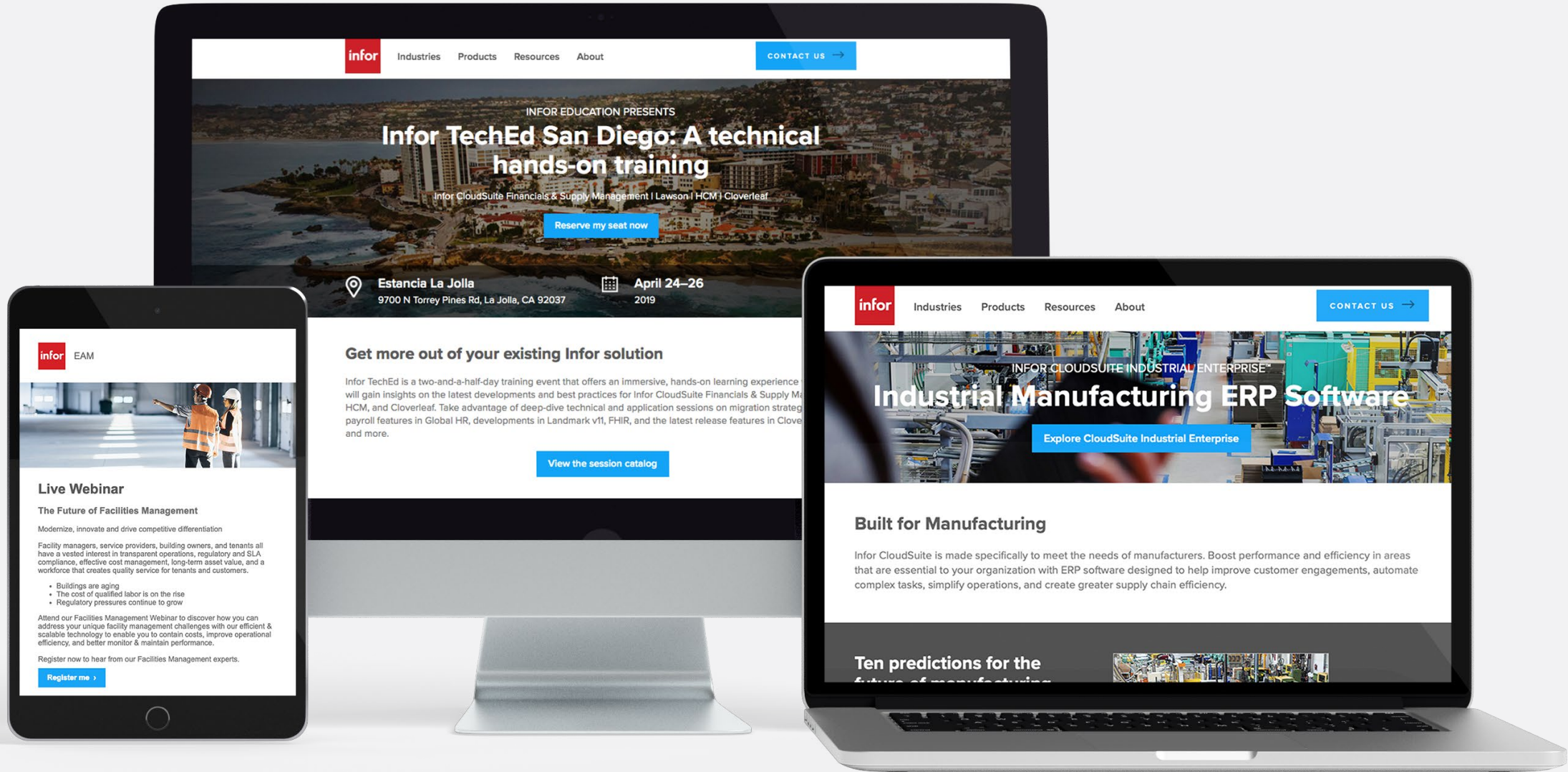
Digital: Advertisements



Digital: Advertisements



Digital: Email and landing pages



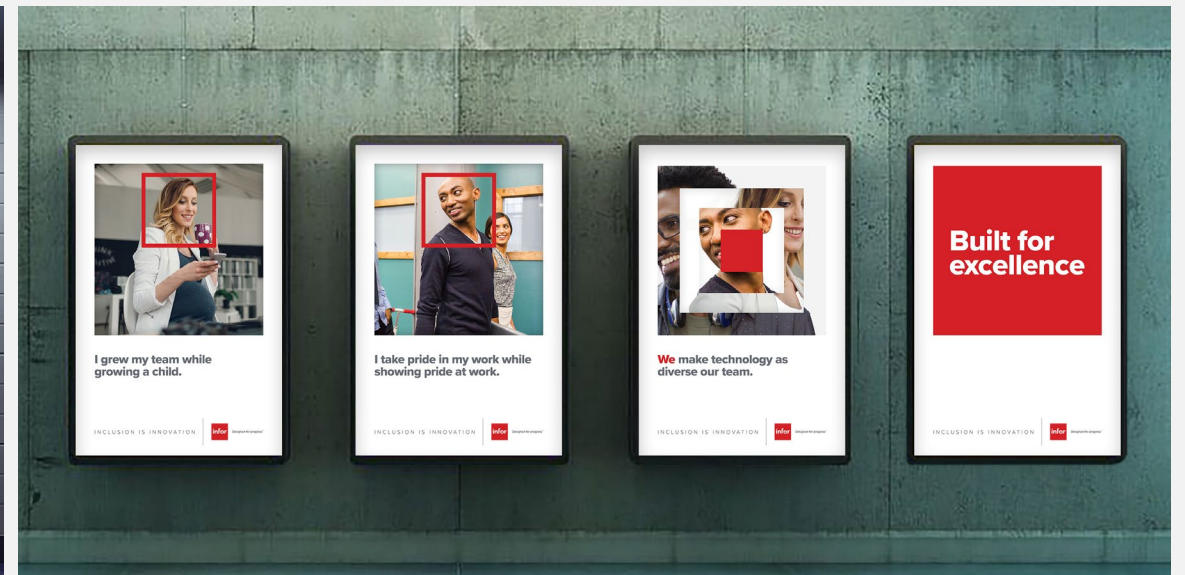
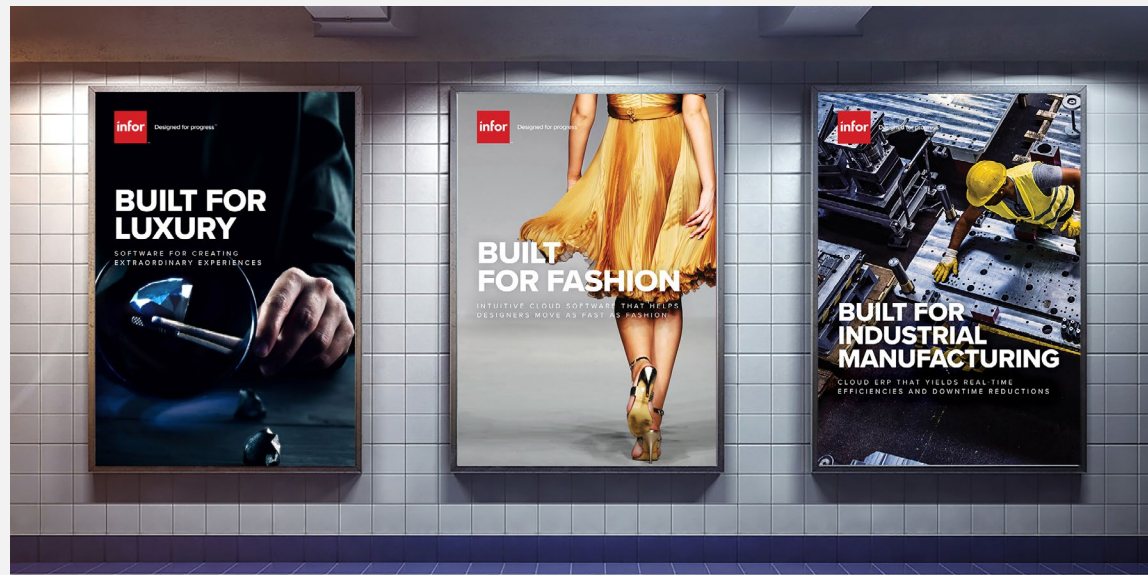
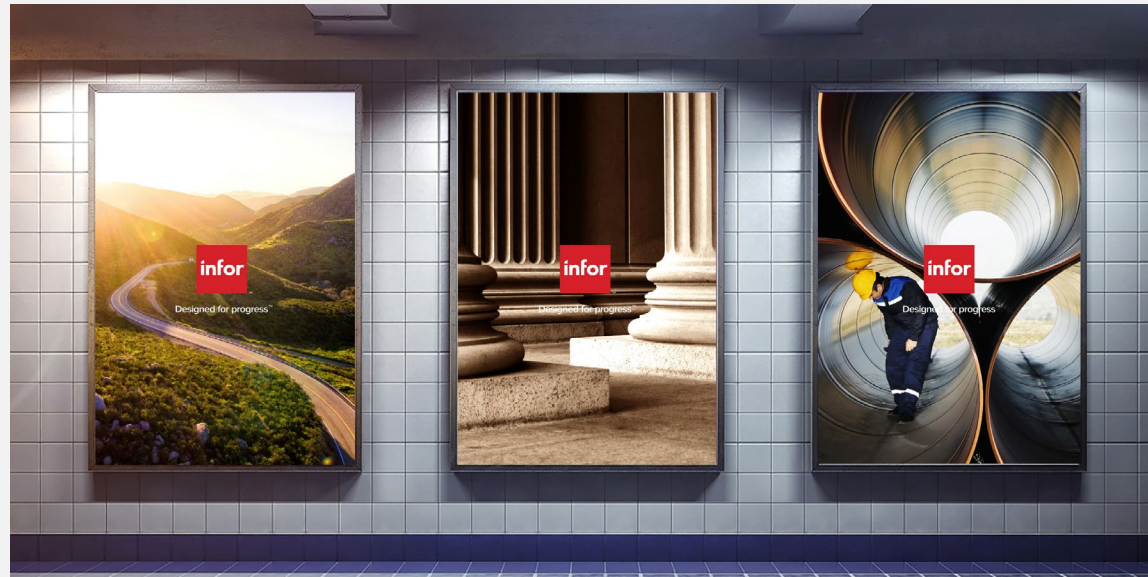
Environment: Events



Environment: Events



Environment: Office graphics



Print: Advertisements



Print: Marketing collateral

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 - Accounts receivable
 - Customer management
 - Human capital management
 - Planning and scheduling
 - Product lifecycle management
 - Supply chain management
- Plant level
 - Inventory and materials management
 - Plant employee data reporting
 - Plant financials reporting
 - Plant manufacturing data reporting
 - Product configuration
 - Production management
 - Quality management

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Perspectives: Expand your business with a two-tier ERP strategy 2

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CREATIVE EXECUTIONS

Print: Swag / merchandise



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