

Welcome to the Computer System Innovations, Inc. (CSI) Corporate Identity Standards Manual

Computer System Innovations, Inc. has built a strong reputation as a company that delivers innovative solutions to its customers efficiently and effectively. The rebranding effort discussed in this manual was completed as an effort to reflect CSI as the industry leader is has grown to become.

This manual contains guidelines and examples of how to use the new brand throughout all aspects of CSI's corporate and marketing communications. Every CSI employee is responsible for ensuring that the new brand is used correctly and effectively in all types of communications. If any questions arise regarding the use of the CSI brand, please contact the marketing department.

An updated PDF of this manual is stored in N:\Templates\Guide.

Table of Contents

CSI's Brand

Mission, Values	2
The Symbol	3
The Logo	4
The Tagline	6

Brand Usage

Official Colors	8
Official Typeface	9
Logo Misuse	10

Corporate Templates

Word Templates	11
Future Templates	12

Mission

The mission statement describes the overall purpose of CSI. It incorporates meaningful and measurable strategic visions and expectations. CSI's mission statement:

Serve the not-for-profit industry by selling, implementing, and supporting the leading software solution. Develop affordable extension products that fill functional gaps in the software solution. Partner with clients who understand the value of the appropriate solution. Have fun while doing so.

Values

The following values reflect what CSI associates are expected to live by each work day:

Treat customers as we would want to be treated

Understand and respect customer needs, desires, and frustrations

Put the customer before the prospect

Use our expertise to solve customer issues without resorting to reactionary support

Respect the customer's unique business processes

Share our knowledge with the community

Recognize and respect that our individual strengths and weaknesses make the team

Understand that our jobs are an integral part of our lives and therefore we should enjoy our work and the people we work with

The Symbol

CSI's official symbol has been transformed and updated to give a unique, dynamic quality to the type that accompanies it. It also utilizes the official company colors. Pulling the symbol out of the logo and displaying it as a stand-alone representation is allowed, as long as the official CSI tagline is attached to the symbol.

The Old Symbol



The New Symbol



Guidelines

It is important to apply the symbol consistently throughout all communication materials.

Dimensions

The standard symbol size is 1.0 inches in width. Reduce or enlarge in quarter inch increments only. Do not reduce symbol smaller than 0.5 inches.

Color Options

You have three color options for symbol usage. Two-color (CSI blue and orange), all black, or a reversed version (white against a dark color).

Symbol Properties

Always maintain a 0.25 inch margin around the symbol as a safe area to refrain from text running into the symbol.

File Types

Only .EPS extensions should be used for print materials. .JPG or .PNG are acceptable for on-screen viewing. Acceptable logo files can be found in: N:\Marketing\Brand\Logos.

Inclusion of Tagline

Please refer to the Tagline section (page 6) for information on how to use the tagline with the symbol.

The Logo

The new logo has abandoned the CSI acronym and resorted to spelling the company name out entirely. This was done to clear any confusion for new prospects and enhance traffic to our site through searching *Computer System Innovations*, rather than *CSI*.

The logo features a slightly manipulated corporate typeface, as well as a plays on the dotted "i's" to match the slanted boxes in the symbol. The word "innovations" is displayed in the corporate orange, to highlight the main company value: to be innovative.

Guidelines

Dimensions

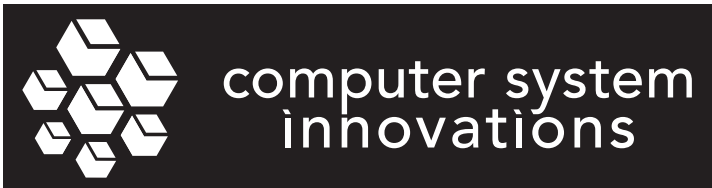
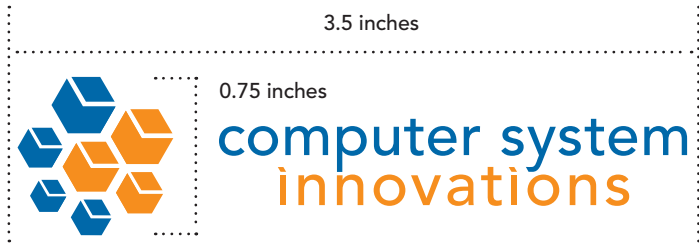
The standard symbol size is 3.5 inches in width. Reduce or enlarge in quarter inch increments only. Do not reduce the logo smaller than 1 inch.

Color Options

You have three color options for symbol usage. Two-color (CSI blue and orange), all black, or a reversed version (white against a dark color).

Symbol Properties

Always maintain a 0.25 inch margin around the logo.



File Types

Only .EPS extensions should be used for print materials. .JPG or .PNG are acceptable for on-screen viewing use, such as in Word, Powerpoint or on the Web. .PNG is preferred when a transparent background is needed behind the logo. Acceptable logo files can be found in: N:\Marketing\Brand\Logos.

Inclusion of Tagline

Please refer to the Tagline section (page 6) for information on how to use the tagline with the logo.



Tips

Use these tips to make it easier to follow logo usage guidelines:

Hold the Shift key down while resizing the logo in Word or any other editing program to eliminate distortion.

You can find preset logo sizes in N:\Marketing\Brand\Logos for quick placement of acceptably scaled logos.

Corporate Tagline

There are a few ideas for a tagline being explored right now, **but nothing is final yet.** To get an idea of how we will incorporate a tagline with the logo and the symbol, see the examples explored next.

The Symbol with a Tagline



stop clicking around.

The symbol would feature the tagline in the corporate font using the corporate blue. This particular tagline has emphasis on certain words to add a playful tone to the message.

The Logo with a Tagline




The logo would feature the tagline below the text, using the corporate blue. Remember, the illustrated ideas are only examples of what the tagline will end up looking like. These words are not our official tagline. But, we all need to convince Doug that “stop clicking around” is perfect for us.


Official Colors

CSI has two official colors that are used prominently in the logo and marketing materials. They are **Blue (Pantone 2945 U)** and **Orange (Pantone Orange 021 U)**. You can find additional information, such as RGB, CMYK, and Hexadecimal values in the charts below.

Guidelines

CMYK color should only be used for print materials. For on screen viewing, RGB or Hexadecimal colors should be used.

	RGB	CMYK	Hexadecimal
	R=0 G=105 B=70	C=100 M=45 Y=0 K=14	#0069aa

	RGB	CMYK	Hexadecimal
	R=247 G=143 B=30	C=0 M=53 Y=100 K=0	#f78f1e

Official Typeface

CSI's official typeface is called "Avenir" and is a part of the Adobe suite. It has three different weights: Book, **Medium** and **Black**. Also available is an *oblique* option for each weight. The official typeface must be used for all marketing materials. You can find the typeface in N:\Templates\Font.

For situations in which the corporate typeface is not available, Arial may be used.

Avenir LT Std 45 Book (8pt)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 !

Avenir LT Std 65 Medium (10pt)

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z
1 2 3 4 5 6 7 8 9 0 !

Avenir LT Std 95 Black (9 pt)

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 !

Installing Fonts

To install the official CSI font, follow these simple steps:

Browse to N:\Templates\Font. Open the folder and copy all six fonts.

Browse to C:\Windows\Fonts. Paste the font into the directory.

The font will be installed on your machine.

Logo Misuse

Never use anything but the approved and provided logo.

A couple of examples of how to NOT use the new brand:

Never attempt to create your own logo.

Never reproduce the logo in random colors.

Never stretch or alter the logo's proportions.

Never attach anything to the logo.

Never use the logo as part of a sentence or phrase.

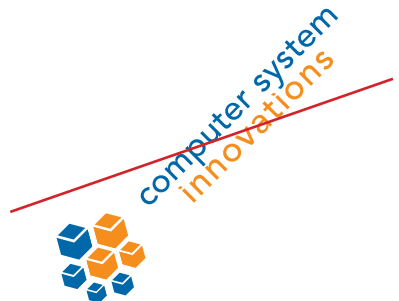
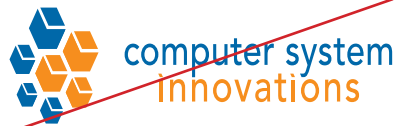
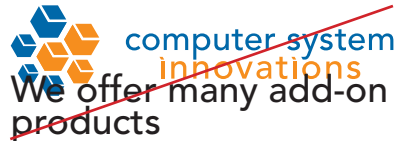
Never alter the horizontal orientation of the logo.

Never use the logo in a crowded space.

Never put anything on top of the logo.

Never outline the text in the logo.

Never use the logo in any way that would harm the brand or company's image.



In this section, you can find information about approved templates to use for your presentations and documents.

Microsoft Word

Letterhead

There is a new CSI letterhead available in **N:\Templates\Word\CSINew_Letterhead.dotx** drive for employee use. When using the corporate typeface in word and sending a document electronically to a client, in order to keep the typeface in tact, you will need to convert the word document into a PDF. See the instructions on the left on how to complete the conversion.

Themes

When using word for any corporate communications, be sure to apply the corporate styles by using the CSI Theme to keep all communications consistent. See instructions on the left on how to apply the CSI style to Microsoft Word 2007. Remember, a suitable replacement for the corporate typeface is Arial.

Instructions

Converting Word 2007 Documents into a PDF

In Word, open the document that you wish to convert.

Choose the Acrobat tab, and select the Create PDF button.

Save the file to the appropriate location. Word will then convert the PDF into the location you choose.

Applying a Theme to Microsoft Word 2007

In Word, open the document that wish to apply the theme to.

Choose the Page Layout tab, and click the Themes button.

Choose Browse for Themes.

Browse to **N:\Templates\Word** and choose **CSITheme.thmx**. Choose Open.

You should now see CSI Theme under the Custom theme section. Click on the theme. You now have the official CSI Word 2007 theme!

Other Templates

In the near future, other corporate templates such as Powerpoint, product guides, and proposal writeups will be available.

You will be able to find updated templates in **N:Templates**.

This guide will be updated daily as more of the re-branding effort is completed. Once the final guide is completed, employees will be given a new booklet with the updated information.

Please contact the marketing department with any questions about the new brand.