



Chordiant.

# Corporate Identity At-A-Glance

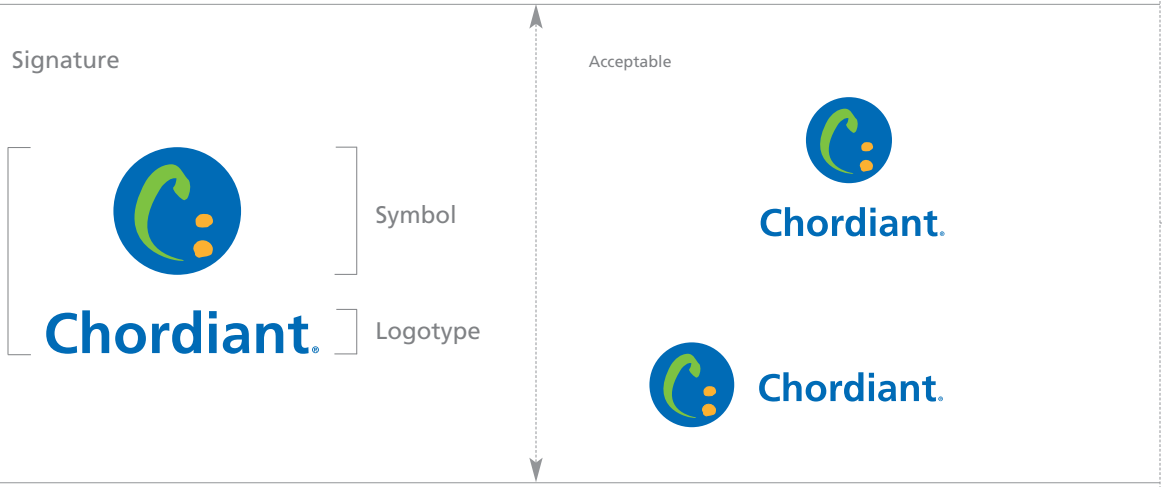
*Abbreviated Version*

# Chordiant Corporate Signature

The Chordiant Corporate Signature is the key component of Chordiant’s visual identity. It’s the primary expression that graphically represents Chordiant across all visual materials throughout the company and the world. Correct use of the Chordiant Corporate Signature is essential in establishing a single, unified corporate branding image.

The Chordiant Corporate Signature consists of two components: the custom drawn Chordiant symbol (Logo Ball) and the custom drawn logotype (Chordiant). Under no circumstances should any component of the Chordiant Corporate Signature be redrawn, modified or altered in anyway.

Reproduction of the Chordiant Corporate Signature must always be completed using the approved electronic file art provided from Chordiant Corporate Communications. Never attempt to reproduce the Chordiant Corporate Signature from photocopies or scanned printed materials.



# Minimum Size and Clearspace Requirements

## Minimum Size

The Chordiant Corporate Signature must never appear smaller than shown in the demonstration below. The minimum size will assure that the Chordiant Corporate Signature is clearly legible in all forms of reproduction.



## Minimum Clearspace Requirements

Always maintain a minimum amount of clearspace around the Chordiant Corporate Signature as shown in this demonstration. This will ensure that the Chordiant Corporate Signature is always properly staged and properly visible.

A minimum distance of X equal to the height of the “h” in Chordiant (or when using the Logo Ball alone, X equal to half the diameter of the Logo Ball) must be maintained around the entire Chordiant Corporate Signature.





# Chordiant Corporate Color Palette

The proper use of color enhances the communication of the Chordiant identity. Always use the correct color specifications when using either four-color process reproduction, match color reproduction or RGB (web, electronic) reproduction.

## Corporate Signature Colors

Chordiant Blue  
Pantone 293 

Chordiant Green  
Pantone 376 

Chordiant Orange  
Pantone 137 

## Corporate Color Palette



Chordiant Blue



Chordiant Green



Chordiant Orange



Chordiant Gray



Chordiant Red

## Four Color Process Reproduction

	C-Cyan	M-Magenta	Y-Yellow	K-Black
Chordiant Blue	100%	56%	0%	0%
Chordiant Green	56%	0%	100%	0%
Chordiant Orange	0%	34%	91%	0%
Chordiant Gray	0%	6%	11%	38%
Chordiant Red	0%	100%	65%	0%

## Match Color Reproduction—Ink Substitution

In lieu of the Chordiant Corporate Colors shown on this page, you may use the PANTONE® Colors listed below, the standards for which are shown in the current edition of the PANTONE Color Formula Guide.

The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc for accuracy and may not match the PANTONE Color Standards.

## Pantone Color Reproduction

For Chordiant Blue use PANTONE 293 C

For Chordiant Green use PANTONE 376 C

For Chordiant Orange use PANTONE 137 C

For Chordiant Gray use PANTONE WARM GRAY 7C

For Chordiant Red use PANTONE 199 C

## RGB Reproduction









	R-Red	G-Green	B-Blue	Hexadecimal
For Chordiant Blue	12%	71%	157%	0C479D
For Chordiant Green	112%	188%	31%	70BC1F
For Chordiant Orange	255%	168%	20%	FFA814
For Chordiant Gray	158%	149%	136%	9E9588
For Chordiant Red	250%	0%	44%	FA002C










# Preferred and Acceptable Use of Color

The examples below show correct color usage for the Chordiant Corporate Signature and background colors. Contact Chordiant Corporate Communications if you have specific questions regarding use of the Chordiant Corporate Signature on other background colors.

**IMPORTANT!** The Chordiant Corporate Signature must never be used over a multi-colored or gradated background or image. Place only over solid colors.

		<b>Preferred</b> Full color Chordiant Corporate Signature on a white background.
		<b>Acceptable</b> Full color Chordiant Corporate Signature on a Chordiant Green or Chordiant Orange background.
		<b>Acceptable</b> Black Chordiant Corporate Signature on a white background.
		<b>Acceptable</b> White Chordiant Corporate Signature on a black, Chordiant Blue or Chordiant Green background.
		<b>Acceptable</b> Black Chordiant Corporate Signature on a Chordiant Green or Chordiant Orange background.
		<b>Acceptable</b> White Chordiant Corporate Signature on a dark background.
		<b>Acceptable</b> Black Chordiant Corporate Signature on a light background.

# Unacceptable Use of Signature

 <p>Chordiant</p>	<p>Do not place full colored Chordiant Corporate Signature, Logo Ball or Tagline on a multi-colored or gradated background, such as a photograph.</p> <p>Do not place a full color Chordiant Corporate Signature or Logo Ball on a Chordiant Blue background.</p>
 <p>Chordiant</p>	<p>Do not reverse the Chordiant Corporate Signature, Tagline or Logo Ball out of a screen or gradation of Chordiant Blue, Chordiant Green, or Chordiant Orange.</p> <p>Do not reverse the Chordiant Corporate Signature, Tagline or Logo Ball out of a screen or gradation of any light color.</p>
 <p>Chordiant</p>	<p>Do not use a medium colored Chordiant Corporate Signature, Tagline or Logo Ball on a medium colored background.</p> <p>Do not use a dark colored Chordiant Corporate Signature, Tagline or Logo Ball on a dark colored background.</p>
 <p>Chordiant</p>	<p>Do not use multicolored letters.</p> <p>Do not change the colors of the Chordiant Corporate Signature or Logo Ball.</p> <p>Do not modify or change the Logo Ball.</p>
 <p>Chordiant</p>	<p>Do not replace the Chordiant letters or change the lettering style.</p> <p>Do not use the Logotype with other symbols.</p> <p>Do not modify the proportion of the Logo Ball to the Logotype.</p>
 <p>Chordiant</p>	<p>Do not screen the Chordiant Corporate Signature or reproduce in a tone.</p> <p>Do not screen or gradate the color of the Chordiant Corporate Signature or Logo Ball.</p>
 <p>Chordiant</p>	<p>Do not reproduce the Chordiant Corporate Signature in an outline version.</p> <p>Do not enclose the Chordiant Corporate Signature in a confining shape.</p> <p>Do not intersect the Chordiant Corporate Signature with bands or other graphic devices.</p>
 <p>Millions of Customers</p>	<p>Do not add a word in front or in back of the Logotype.</p> <p>Do not use the Chordiant Corporate Signature as part of a phrase or tagline.</p> <p>Do not use the Chordiant Logo Ball with other words.</p>
 <p>Chordiant</p>	<p>Do not use the Chordiant Logo Ball in Black with the Logotype in a different color.</p> <p>Do not change the color of the Logotype.</p>



# Chordiant Typographic Style

Typography plays a major role in shaping a corporate brand. To help create a consistent identity for all printed and electronic materials generated by Chordiant, a standard family of typefaces has been chosen for exclusive use in all media (marketing materials, corporate communications, business form, signage, web site, etc.)

Frutiger was chosen for its contemporary appearance, its compatibility with the Chordiant Corporate Signature, and its high degree of readability in all sizes and weights in print and electronic media. Electra was chosen for its readability and contrast with the Frutiger family.

### External Marketing Communications (Print Collateral)

Headlines, subheads, larger text block — Frutiger and Frutiger Condensed typeface families.  
Text — Electra typeface family. Recommended size 10 point type and 14 point leading.

### Internal Marketing Communications

Headlines, subheads, larger text block — Verdana typeface family (standard Microsoft system font).  
Text — Times New Roman typeface family (standard Microsoft system font).  
Examples of internal marketing, include letters and memos, proposals, and PowerPoint presentations.

## External Typeface Families

<p>Frutiger 45 Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p><i>Frutiger 46 Light Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i></p> <p>Frutiger 55 Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p><i>Frutiger 56 Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i></p> <p>Frutiger 47 Light Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p>Frutiger 57 Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p><b>Frutiger 65 Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b></p> <p><b><i>Frutiger 66 Bold Italic</i></b> <b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b> <b><i>abcdefghijklmnopqrstuvwxyz</i></b></p> <p><b>Frutiger 75 Black</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b></p> <p><b><i>Frutiger 76 Black Italic</i></b> <b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b> <b><i>abcdefghijklmnopqrstuvwxyz</i></b></p> <p>Frutiger 67 Bold Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p>Frutiger 77 Bold Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p>Electra Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p>Electra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
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## Internal Typeface Families

<p><b>Verdana</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b></p>	<p>Times New Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
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# Chordiant Signature File Naming Guidelines

## CSI\_logoH.eps

File type (vector based EPS = for commercial printing/creatives)

Horizontal logo — in Chordiant corporate colors  
(any deviation from standard colors will be indicated in the logos' file name, e.g. "BW")

CSI = Chordiant Software, Inc.

## CSI\_logoV\_BW.tif

File Type (TIFF = for electronic/laser printer use)

Color = black & white

Vertical logo

CSI = Chordiant Software, Inc.

File Name	Description	Color	Resolution	Usage
CSI_logoH.eps	Horizontal	Corporate Colors	vector	print – 100% or larger
CSI_logoH.jpg	Horizontal	RGB	bitmap	Web – 100% or smaller
CSI_logoH.tif	Horizontal	RGB	bitmap	print – 100% or smaller
CSI_logoV.eps	Vertical	Corporate Colors	vector	print – 100% or larger
CSI_logoV.jpg	Vertical	RGB	bitmap	Web – 100% or smaller
CSI_logoV.tif	Vertical	RGB	bitmap	print – 100% or smaller
CSI_logoH_BW.eps	Horizontal	Black&White	vector	print – 100% or larger
CSI_logoH_BW.jpg	Horizontal	Black&White	bitmap	Web – 100% or smaller
CSI_logoH_BW.tif	Horizontal	Black&White	bitmap	print – 100% or smaller
CSI_logoV_BW.eps	Vertical	Black&White	vector	print – 100% or larger
CSI_logoV_BW.jpg	Vertical	Black&White	bitmap	Web – 100% or smaller
CSI_logoV_BW.tif	Vertical	Black&White	bitmap	print – 100% or smaller





*Address questions, requests for additional copies of the Chordiant Corporate Identity Style Guide or copies of final electronic art files to [corpstds@chordiant.com](mailto:corpstds@chordiant.com)*

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