

# Converus Corporate Brand Guidelines

January 2016



> converus®

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This is a guide to the basic elements that make up Converus. It will help you get to know us better.

Converus and EyeDetect and the Converus and EyeDetect logos are registered trademarks of Converus, Inc. in the United States and/or other countries.

Logo



# Correct Logo Usage

## Space around the logo

Always leave the logo some room to breathe.  
Use white or neutral background colors whenever possible.



## On a dark background

When needed, use the negative logo on a dark background.  
We prefer Converus Blue or Converus Gray. See Color section.



# Incorrect Logo Usage

## Transformations

Do not rotate, skew, stretch, squish, or distort the logo in any way.



## Color

Do not change the colors of the mark, or use the negative logo on a background that does not match our color guidelines.



## Effects

Do not add embellishments such as embossing, bevel, drop shadows, etc.



# Typeface

Dosis ExtraLight

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dosis Light

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dosis Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dosis Medium

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dosis SemiBold

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Colors

## Converus Blue

C 79    R 1  
M 29    G 146  
Y 4     B 202  
K 0

## Converus Gray

C 0     R 128  
M 0     G 130  
Y 0     B 133  
K 60

# Copywriting

Please refer to this section before sending any Converus communications.

The style guide that will serve as the foundation of all our writing is the AP Style Guide. Specifically, it's important to follow the AP Style Guideline for employee titles, numbers and punctuation (especially serial comma usage and em-dashes). However, when a more informal voice is appropriate, we will not apply AP Style rules as strictly when it comes to any of our non-news release copywriting. Any specific exceptions or additions to the AP Style Guide will be indicated in the Converus Style Guide.

## UNIQUE TO CONVERUS

### Audience

The education level of customers in Latin America should be high school or higher proficiency. Customers are looking for a trustworthy, credible solution to their lie detection needs. A new technology like EyeDetect must be clearly validated for them, and a generous use of case studies is always in order.

### Diction

For the most part, our writing is informal, which will make it more reader friendly. It should also be interesting, precise and exciting. The passive voice should be avoided where possible.

### Possessive Usage of Converus

Converus is not possessive when used with titles followed by the name of the person holding that title: Converus President and CEO Todd Mickelsen, not Converus' President and CEO Todd Mickelsen. But it is in such cases as: Converus' EyeDetect technology, Converus' president.

## Proper Nouns Unique to Converus

- Converus Credibility Score – Spell out the first time. Use CCS for all future references.
- Converus Premier Service Partner – Spell out the first time. Use PSP for all future references.
- Converus Science Team

### Titles:

- Converus President and CEO Todd Mickelsen
- Converus VP Worldwide Sales Neal Harris
- Converus VP Marketing and Operations Russ Warner
- Converus Chief Software Architect Greg Parkinson
- Converus Chief Technology Officer Ben Stout

From the AP Stylebook: In general, confine capitalization to formal titles used directly before an individual's name.

## The basic guidelines:

**LOWERCASE:** Lowercase and spell out titles when they are not used with an individual's name: The president issued a statement. The pope gave his blessing.

Lowercase and spell out titles in constructions that set them off from a name by commas: The vice president, Joe Biden, was re-elected in 2012. Pope Francis, the current pope, was born in Argentina.

**COURTESY TITLES:** See courtesy titles for guidelines on when to use Miss, Mr., Mrs., Ms. or no titles.

The forms Mr., Mrs., Miss and Ms. apply both in regular text and in quotations.

**FORMAL TITLES:** Capitalize formal titles when they are used immediately before one or more names: Pope Francis, President Barack Obama, Vice Presidents John Jones and William Smith.

A formal title generally is one that denotes a scope of authority, professional activity or academic activity: Sen. Dianne Feinstein, Dr. Benjamin Spock, retired Gen. Colin Powell.

Other titles serve primarily as occupational descriptions: astronaut John Glenn, movie star John Wayne, peanut farmer Jimmy Carter.

A final determination on whether a title is formal or occupational depends on the practice of the governmental or private organization that confers it. If there is doubt about the status of a title and the practice of the organization cannot be determined, use a construction that sets the name or the title off with commas.

## Registered Trademarks

On the first usage of Converus® and EyeDetect® per page, the registered symbol should be used. (But as per AP Style, no legal symbols are used in news releases.) Where appropriate, the following statement should appear on any written communication:

Copyright © 2016 Converus, Inc. Converus and EyeDetect and the Converus and EyeDetect logos are registered trademarks of Converus, Inc. in the United States and/or other countries.

## Voice and Tone

When our readers read our documents, we want the voice to cause them to think of us as innovative, professional and approachable.

Similarly, the tone of our documents should be professional, straightforward, concise, and clear, as well as reader-friendly. The latter is achieved by writing

as one would converse; for example, using contractions where one would normally use them in speech. Where possible, avoid using jargon and clichés. And, having such an innovative product that's also disruptive technology, it's perfectly acceptable to regularly communicate a tone of excitement.

## FROM THE AP STYLEBOOK

### Numerals

In general, spell out one through nine: The Yankees finished second. He had nine months to go.

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. Also in all tabular matter, and in statistical and sequential forms.

#### Use figures for:

- Academic course numbers: History 6, Philosophy 209.
- Addresses: 210 Main St. Spell out numbered streets nine and under: 5 Sixth

Ave.; 3012 50th St.; No. 10 Downing St. Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize without a number: Pennsylvania Avenue.

#### See addresses.

- Ages: a 6-year-old girl; an 8-year-old law; the 7-year-old house. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. A 5-year-old boy, but the boy is 5 years old. The boy, 5, has a sister, 10. The race is for 3-year-olds. The woman is in her 30s. 30-something, but Thirty-something to start a sentence.

## Punctuation

### Comma

**IN A SERIES:** Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

### Dash (–)

First, know the different between a hyphen, en-dash and em-dash.

**ABRUPT CHANGE:** Use an em-dash to denote an abrupt change in thought in a sentence or an emphatic pause: Through her long reign, the queen and her family have adapted — usually skillfully — to the changing taste of the time. But avoid overuse of dashes to set off phrases when commas would suffice.

**SERIES WITHIN A PHRASE:** When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase: He listed the qualities – intelligence, humor, conservatism, independence — that he liked in an executive.

**ATTRIBUTION:** Use an en-dash before an author’s or composer’s name at the end of a quotation: “Who steals my purse steals trash.” – Shakespeare.

**IN DATELINES:** Use an en-dash. NEW YORK (AP) – The city is broke.

**IN LISTS:** In a news release, use an en-dash instead of bullets to introduce individual sections of a list. Capitalize the first word following the dash. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.

### Example:

Jones gave the following reasons:

–He never ordered the package.

–If he did, it didn’t come.

–If it did, he sent it back.

**WITH SPACES:** Put a space on both sides of a dash in all uses except the start of a paragraph and sports agate summaries.

