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# BRAND & STYLE GUIDELINES

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COMPLETE

## CONTACT

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8757 Red Oak Blvd.  
Charlotte, NC 28217



704-553-1004  
866-723-7971



imagineteam.com  
info@imagineteam.com

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# About The Company

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## Who is ImagineSoftware?

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Founded in 2000, ImagineSoftware is the leading provider of software automation for medical billing and revenue cycle management. Used by over 46,000 physicians in all 50 states and Canada, we help our clients achieve peak performance and give them the freedom to focus on providing high-quality care.

### Our Vision

To be the leading healthcare systems platform

### Our Mission

To drive the success of our clients, partners, and employees by creating dynamic systems and a culture of excellence

### Our Core Values

Innovation, motivation, accountability, genuine, integrity, no-excuses attitude, and excellence



01

# THE CORPORATE LOGO AND TRADEMARKS

*Imagine*  
SOFTWARE



# Description, Size, Margin Requirements

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The ImagineSoftware brand is one of our most valuable assets, and like any asset it must be properly used and protected to maintain its credibility. By maintaining the integrity of the ImagineSoftware identity and trademarks, our brand will continue to appreciate in marketplace value. The following guidelines provide information and tools and set the standards for using brand names, logos, typefaces and other design elements in various forms of communications. These guidelines will also ensure that all parties use the brand elements in a consistent manner.

The ImagineSoftware logo and trademarks may not be used without the express permission of Technology Partners, LLC.

The ImagineSoftware logo has been updated to increase market recognition. Two recent updates to the ImagineSoftware logo have been the addition of a more vibrant blue and making the logo more visually streamlined. The lack of any markings or icons allows the improved logo to work across a broad range of vehicles and applications.

The logo must have the minimum spacing on all 4 sides that is equivalent to the width of the lower case “m” in the word “Imagine.”

When including the company name in your type and not with the logo, both words should be capitalized and there should not be a space between them, as here: ImagineSoftware.

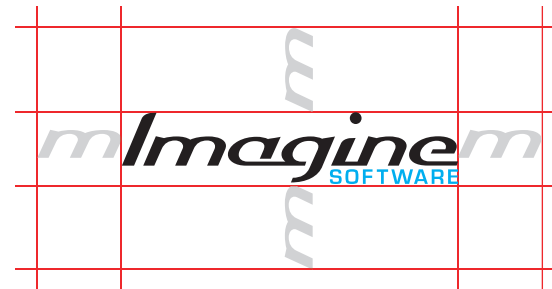


Minimum Size:



0.8 inches (Print)  
144 px (Web)

Appropriate Margins:



# Application On Different Backgrounds

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The ImagineSoftware logo may be used on various background images and colors, provided the application fits within the following guidelines:

1. The entire logo must be easily seen and legible
2. If on a blue colored background, the word “SOFTWARE” in the logo must be distinct from the blue in the background
3. If the logo is applied on a dark background, it may be reversed to white/cyan or white/white as shown below, with preference given to white/cyan
4. When using a single color version of the logo, the only options are all black or all white



# Improper Uses

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Below are a few examples of improper application of the ImagineSoftware logo. This is not an exhaustive list, and any questions should be directed to ImagineSoftware's Marketing Department.

Elizabeth Suppa  
Chief Marketing Officer  
esuppa@imagineteam.com  
704-553-1004 (Main)



Do not use the ImagineSoftware logo in any color other than: (1) the default black and blue colors, (2) all black, or (3) all white.



Do not apply a drop shadow or any other special effect to the ImagineSoftware logo.



Do not change the orientation of the logo from the horizontal position.



Do not apply a stroke outline to the letters in the font.



Do not use any other graphical elements in conjunction with the logo. Any neighboring graphics should have the appropriate margins.



Use an all-black or all-white copy of the logo if the background color is too close in tone to the word SOFTWARE.



# Trademarks

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Our company's legal name is "Technology Partners, LLC." Our trade name is "ImagineSoftware." Use "Technology Partners, LLC" only when writing legal documents or contracts. Otherwise, use "ImagineSoftware" or Imagine.









- Always capitalize the first "I" and the "S" in ImagineSoftware.
- Use ImagineSoftware as one word.
- Refer to ImagineSoftware as "we," not "it."
- Never spell Imagine in all caps (IMAGINE).

## Product Names









When writing the names of Imagine's products, the proper format is written without spaces and starting with "Imagine." You must also use the appropriate trademark designation when you type the names:

ImagineBilling™  
ImagineAppliance®  
ImagineIntelligence™  
ImagineDiscovery™  
ImagineAI™  
ImaginePay™  
ImagineTrueICE™  
ImagineMedFM™  
ImagineMedMC™  
HonorCare®

## Never

-  IMAGINE Software
-  ImagineBilling
-  The Appliance
-  MedFM
-  MedMC
-  MED/FM
-  MED/MC
-  HonorCare™

## Always

-  ImagineSoftware
-  ImagineBilling™
-  ImagineAppliance®
-  ImagineMedFM™
-  ImagineMedMC™
-  ImagineMedFM™
-  ImagineMedMC™
-  HonorCare®

# Partner Co-Branding

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## Why Co-Brand?

ImagineSoftware recognizes that our brand can be used strategically alongside our partner brands to exponentially grow our revenue. Using two brands together symbolizes partnership - a commitment to provide the market a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand, causing confusion to the market, or more important – the end customer.

To ensure ImagineSoftware benefits from our partnerships with other brands, it's important that we clearly and appropriately communicate these associations in a manner that is:

**EFFICIENT** - leveraging our mutual resources productively and accurately

**CONSISTENT** - developing visual cues that help communicate our relationship to other brands

**EFFECTIVE** - clear and understandable from a customer perspective

The guidelines in this document will help to streamline the development of co-branded materials while protecting the valuable corporate and product brand assets for all involved.

We appreciate your partnership and support of these guidelines. For questions and/or approval, please contact:  
[esuppa@imagineteam.com](mailto:esuppa@imagineteam.com)

## What Can and Cannot Be Co-Branded?

ImagineSoftware has developed templates and guidelines with pre-defined logo locations for items that we frequently co-brand with our partners:

- Social Posts
- Email
- Newsletter
- Marketing Slick
- Webinar
- Demo

We also have ImagineSoftware identified items that are NOT suitable for co-branding:

- White Papers
- Technical Documentation.

This is not intended to be a comprehensive list of items - just examples for illustrative purposes.

# Logo Lockup

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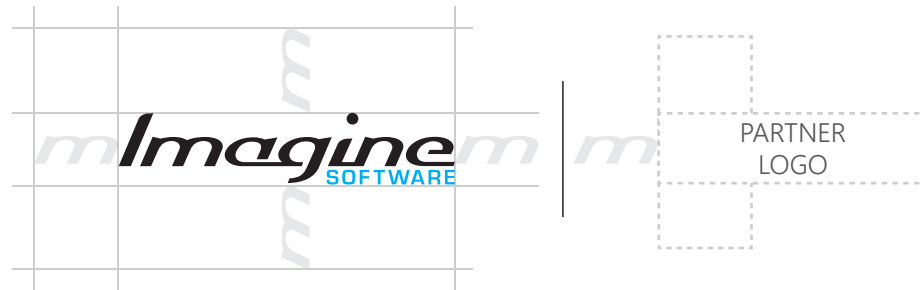
Many co-branding instances will require the ImagineSoftware logo to be placed side by side with a partner logo (locked up). The guidelines on this page outline the proper way to construct a lockup with the ImagineSoftware logo.

Each logo should be scaled so as to be optically equal in size. The ImagineSoftware logo should appear on the left, followed by the required margin\*, a vertical, thin bar, another margin, and then the partner logo.

Please direct any logo lockup questions to:  
esuppa@imagineteam.com.

\*Please see the section titled "Description, Size, Margin Requirements" above.

## Clear Space Requirements - Logo Lockup





# Examples Of Co-Branding



Email or newsletter header



Product Slick

The background of the entire slide is a dense, radial arrangement of numerous blue pencils. The pencils are oriented with their sharpened tips pointing towards the center of the frame, creating a strong sense of depth and convergence. The lighting is soft, highlighting the texture of the pencil barrels and the sharp edges of the lead tips.

**02**

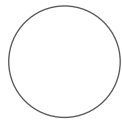
## **COLORS AND DEFINITIONS**

# Primary Corporate Colors

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To keep brand recognition intact, it is important to make core brand colors well known and consistent. Here is the color palette for ImagineSoftware:

## Core Corporate Colors



**White**

CMYK **0% 0% 0% 0%**  
RGB **255 255 255**  
HTML **#FFFFFF**

**Uses:**

Reversed logo or text, for placement on dark backgrounds.



**Cyan**

CMYK **100% 0% 0% 0%**  
RGB **0 174 239**  
HTML **#00B0E0**

**Uses:**

This is the color for the word SOFTWARE in the Imagine logo, and it is also used as a core color for page elements and graphics.



**Black**

CMYK **100% 0% 0% 0%**  
RGB **0 0 0**  
HTML **#000000**

**Uses:**

This is used for the word Imagine in the logo, and it is also a core color for page elements and graphics.



**Dark Gray**

CMYK **69% 63% 62% 58%**  
RGB **51 51 51**  
HTML **#333333**

**Uses:**

This is used for normal body copy, both in print and on the web or in email.



# Secondary Corporate Colors

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To keep brand recognition intact, it is important to make core brand colors well known and consistent. Here is the color palette for ImagineSoftware:

## Secondary Corporate Colors



**Medium Blue**

CMYK **92% 59% 9% 1%**  
RGB **3 103 165**  
HTML **#0367A5**

**Uses:**  
Graphic elements, backgrounds, secondary headings



**Navy**

CMYK **100% 88% 41% 53%**  
RGB **0 27 64**  
HTML **#011B40**

**Uses:**  
Graphic elements, backgrounds



**Intelligence Orange**

CMYK **6% 82% 100% 1%**  
RGB **228 83 23**  
HTML **#E45317**

**Uses:**  
This is the primary accent color, used sparingly for buttons or other accents



**Secondary Orange**

CMYK **0% 47% 100% 0%**  
RGB **255 153 0**  
HTML **#FF9900**

**Uses:**  
This is used as an alternate orange when a lighter tone is needed

# About The Color Palette

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## **Blue:**

The most universally appealing color in the spectrum, blue can help your branding to appear more stable and trustworthy, so if you're looking to appeal to a wide demographic—and get them to trust you in the process—go with blue. ImagineSoftware's main Cyan Blue is taken from the word "Software" in the Imagine Logo.

## **Black:**

If you want to be viewed as modern or sophisticated, there's nothing as classic and effective as black.

## **Orange:**

Orange is another high-energy color and is great if you want to appear friendly and playful. It's used less commonly than red, so will also make you stand out. Imagine utilizes two variations of orange: Intelligence Orange, from the ImagineIntelligence™ logo, is the primary shade. For cases where this orange is too dark or intense to stand out, such as over top of a medium-dark background, you can utilize the Alternate Orange, which is lighter and shifted toward yellow.





03

# THE CORPORATE FONT AND TYPOGRAPHY



# Primary Font

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Typography or font choices will enhance the brand experience in print and on the web. The primary font for ImagineSoftware is Segoe UI, and while Segoe UI Bold and Regular plus italics are shown, all of the other variants of the typeface may be used if necessary. The primary font should never be modified in any way, such as condensing or stretching.

## Segoe UI

Segoe UI Bold

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

Segoe UI Regular

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

*Segoe UI Bold Italic*

***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***

*Segoe UI Italic*

*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*

0 1 2 3 4 5 6 7 8 9 0

# Secondary Font

---

The secondary font for ImagineSoftware is Open Sans, which is used on the Imagine websites. The secondary font should never be modified in any way, such as condensing or stretching.

## Open Sans

Open Sans Bold

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

Open Sans Regular

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

Open Sans Bold Italic

***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***

Open Sans Italic

*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*

0 1 2 3 4 5 6 7 8 9 0

# Typography Uses

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## Headlines:

For Print: Set in Segoe UI Bold, sentence case for most uses.  
For Web: Set in Open Sans Bold, sentence case for most uses.

## Body Copy:

For Print: Set in Segoe UI Regular, 10pt / 12pt for most uses.  
For Web: Set in Open Sans Regular, 16px / 1.6 for most uses.

## Block Quotes:

For Print: Set in Segoe UI Italic, 12pt / 18pt for most uses.  
For Web: Set in Open Sans Italic, 16px / 1.6 for most uses.

## Headlines:

# Software Built for High-volume, Complex Medical Billing

## Body Copy:

With price transparency becoming an increasing focus in healthcare, it's important to understand the benefits transparency have with your patients and the correlating impact it has on patient satisfaction.

## Block Quotes:

*"Imagine solved a \$7 million problem for us. I don't have statements going out mindlessly to patients when they shouldn't be. It's not just about cost-savings, it's incredibly efficient."*

**04**

## **VOICE & TONE GUIDE**



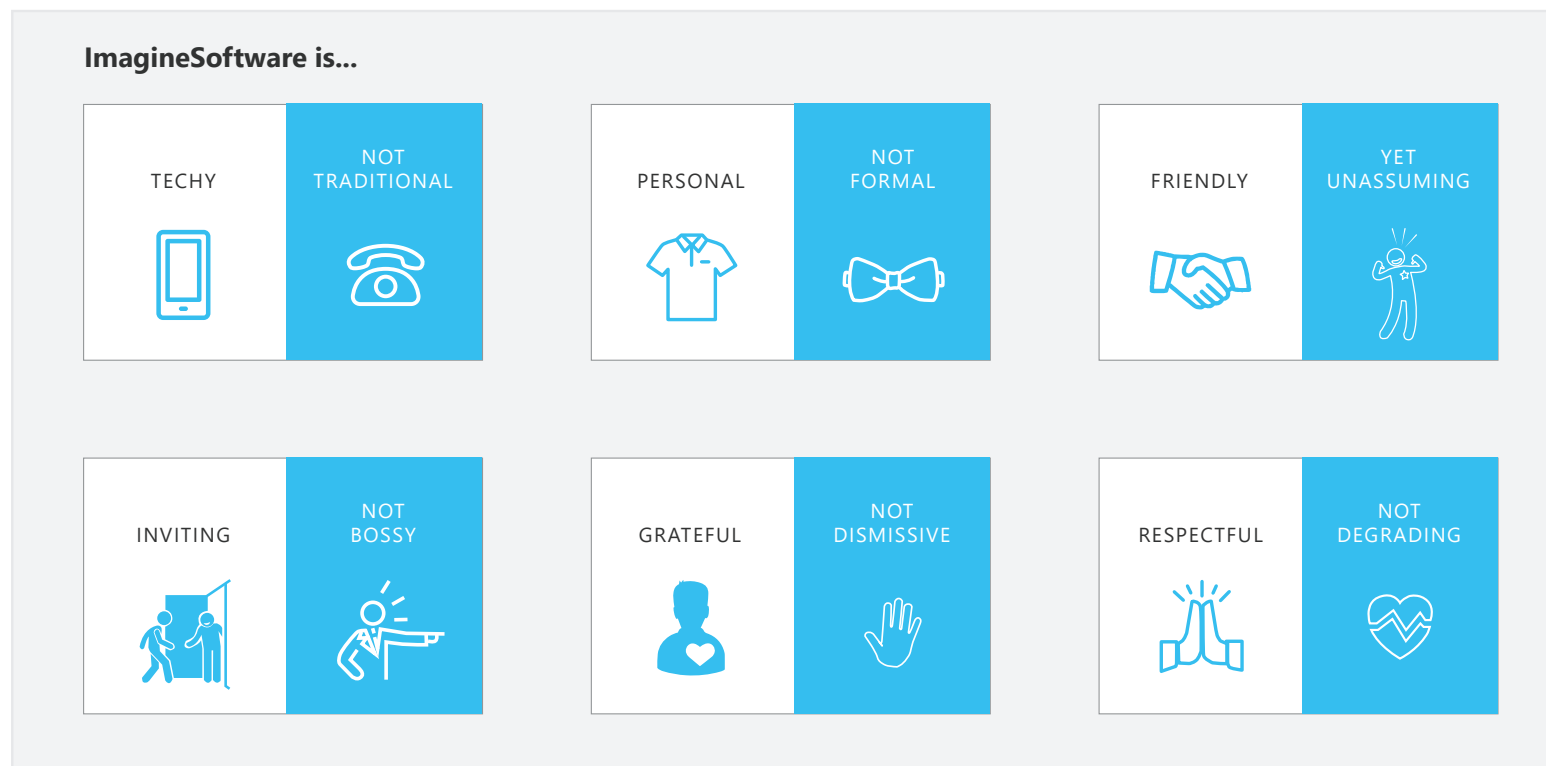
# Our Voice

The first step in defining our brand voice is to define our vision, mission statement and core values.

- **Our Mission:** To drive the success of our clients, partners, and employees by creating dynamic systems and a culture of excellence.
- **Our Core Values:** Innovation, motivation, accountability, genuine, integrity, no-excuses attitude, and excellence.

These values or purpose should be represented in all aspects of the brand. How we talk to our clients and prospects is a major part of our brand. Voice and tone matter: they humanize our brand and let us take part in conversations naturally.

One way to think of our voice is to compare what it is to what it isn't.





# How We Write

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## **Write for all readers.**

Some people will read every word, some will just skim. Group related ideas together and use headers and sub headers.

## **Be specific.**

Avoid vague language, such as "Seem," "Approximately," "About," "Look as if," "nearly," etc.

## **Be consistent.**

Use the points outlined in this guide.

## **Write positively.**

Use positive language rather than negative language. Negative language includes "can't" and "don't."

## **Be concise.**

Use short words and sentences.

## **Use an active voice.**

Avoid a passive voice. In active voice, the subject of the sentence does the action. "Harry logged into the account." Rather than "The account was logged into by Harry".

## **Everything we write should be...**

Thoughtful	"They've clearly thought about this issue"
Interesting	"Wow, I didn't know that"
Bold	"This team isn't afraid to tell it like it is"
Human	"A real person wrote this"

## **Copyright**

We display proper and prominent copyright notice on our website and any other content we produce. This includes content such as blog posts, technical documents, and gifts for users. At a minimum, these copyright notices read:

© <YEAR> ImagineSoftware, Technology Partners, LLC

## **Words**

email (never hyphenate)  
wifi  
website  
URL  
username  
login  
online  
GIF  
PDF  
HTML  
JPGs  
ITA or IT-Assistant

## **Contractions**

Use them as you see fit. They give your writing an informal, friendly tone, but be wary of overuse.

## **Numbers**

Spell out a number when it begins a sentence. Otherwise use the numeral (and ordinal).

Five employees ate lunch today and 10 ate lunch yesterday.  
I ate 3 meals today.

# How We Write

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## Spelling and Grammar

Always check your spelling, grammar and punctuation.

## Telephone Numbers

Use dashes without spaces between numbers.

704-553-1004

## Salutations

Friendly, knowledgeable and approachable. Use names whenever possible. Try to invite a reply without demanding one.

### Examples:

In an Imagine email, you might say: "Hi Sally!"

Instead of: "Dear Sally,"

"Thanks so much for this detail, Sally. Looking forward to figuring this out together. All the best, Harry"

Instead of: "Thank you. Best, Harry"

"Does this help?"

Instead of: "Hope this helps!"

On a ticket, you might say: "Hi Sally! Sure thing, I can take care of that for you."

"Thanks, Sally!"

Instead of: "Thanks!"

"How about you try a refresh? Did that fix it?"

Instead of: "Try refreshing. Thanks!"

## Fault

We always try to take blame for any confusion or problem. In general, if you can avoid "you" or "your" when diagnosing the problem, stick with that. This applies also for third party troubles. When in a fault-pinch, eliminate pronouns entirely with passive voice. And don't hesitate to use the word "sorry."

### Examples:

In an Imagine email, you might say: "I think we got your time zone wrong here; sorry about that! Would you mind hopping into the "system maintenance" tab and double checking?"

Instead of: "Your time zone is set to the wrong time zone. Oops!"

And definitely avoid: "You set your time zone incorrectly."

In a ticket you might say: "We aren't able to send out the same update within a week"

Instead of: "You can't send out the same update within a week."

In an error message, you might say: "We struggle with Internet Explorer."

Instead of: "You're on Internet Explorer."

## Formality

Address clients like pals who you respect. (As you would speak to an Imagine team member.) Also, if you're expressing an emotion in a 1:1 communication, use "I" instead of "we." When in doubt, speak for yourself and not on behalf of the whole company, as it is more honest.

# How We Write

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## Examples:

In an Imagine email, you might say: "Hi there! Great to hear from you. Thanks for asking!"

Instead of: "We appreciate you writing in."

You might say: "I'd love that feature too!"

Instead of: "We see the benefits of that feature!"

In an error message, you might say: "Whoops, sorry, we're having trouble with that."

Instead of: "This request cannot be completed."

In a blog post, you might say: "We're excited to show you this and get this in your system today"

Instead of: "This feature will be launched today"

## Time

Use numerals and am or pm, without a space in between:

8:30am-5:30pm

Specify time zones when communicating with others in a different time zone:

Eastern time:	ET
Central time:	CT
Mountain time:	MT
Pacific time:	PT

## Words to Avoid

Slang/jargon

If you need to use a technical term or acronym, briefly define it so everyone can understand.

## Dates

Generally spell out the date:

Saturday, June 9, 2020

## Percentages

Use the % symbol rather than spelling out "percent."

## Ranges

Use a hyphen, without a space, to indicate a range or span.

It will take 24-48 hours.

## Capitalization

ALL CAPS IN A SENTENCE is never a good idea. When writing out an email or web address, use all lowercase. Don't capitalize random words in the middle of sentences. Here are some words we never capitalize:

- website
- internet
- online
- email

## Familiarity

Have a conversation on a personal level with a client you have developed a relationship with. You may know information about a client whether it's about their family, pets, or vacations. Bring up that information when it's relevant and appropriate. It builds trust and strengthens the relationship.

## Instructions

Many client interactions will include instructions. As a general guideline, invite them to take these steps. Try not to tell them. This doesn't have to end in a question mark, as long as it's an invitation instead of a command.

# How We Write

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## Examples:

In an Imagine ticket/email, you might say: "Would you be up for taking a screenshot of that? It would be a huge help if I can compare it to what I see on my end."

Instead of: "Please take a screenshot so I can see what's happening and compare it to what I see on my end."

You might say: "Could you try a refresh?"

Instead of: "Refresh the page."

You might say: "Mind trying again?"

Instead of: "Please try again."

You might say: "If you want to give this a whirl..."

Instead of: "Try it out!"

## Apologies

Feel free to use the word Sorry, and address the end result for the client, not the end result for us, if possible.

## For example:

In an Imagine ticket/email, you might say: "I'm so sorry for the awful interruption in your day we've caused you."

Instead of: "I'm so sorry that our report wasn't working."

In a ticket, you might say: "So sorry for this hassle; we'll be updating again asap."

Instead of: "We apologize for the delay."

In an error message, you might say: "Sorry, we failed to send this message."

Instead of: "This message failed." (Or "Your message failed.")

In a blog post, you might say: "I'm so sorry we let you down."

Instead of: "We're so sorry."

## Ticket Messages

Message clients using informal, respectful language. Add personalization and variety. Avoid using the same message continuously.

## Examples:

You might say: "Hi Sally, I've deployed a solution for this ticket. Would you mind checking it out?"

Or

"Thank you for your idea, Sally! I'm currently seeing how it could work and will reach out to you within <timeframe>."

Or

"Sally, I've received your message and will research this request."

Or

"That's a great idea Sally! You can now review the Statement of Work within IT-Assistant. Will you check it out?"

## Email Messages

### Subject Line

Two purposes – deliver the most important message and make them want to open the email. Keep is short.

## Examples:

You might say: "Thanks for getting in touch. I'm on it."

Or

"I got your email! Here's what to expect next..."

Or

"I'm working on your request!"

# How We Write

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## ***The Opener***

The first line is what greets the reader as soon as they open your email. The best way to greet someone is by their name.

### **Examples:**

You might say: "Hi there, Sally!"

Or

"Hi Sally,"

Or

"Glad to hear from you Sally"

## ***The Thank You***

Examples:

You might say: "Thanks for the email!"

Or

"Thank you for reaching out."

## ***The Body***

Convey exactly why you're sending this email: let the client know that their request was received, and that you are going to help them out.

### **Examples:**

"This is a quick note to let you know we've received your message and will respond <enter timeframe>."

OR

"We've received your Imagine support request and wanted to let you know that we're on top of it."

## ***The Sign-Off***

Go for gratitude and personal connection.

Examples:

"Thanks, Harry"

Or

"Thank you in advance, Harry"



# WRITING ABOUT ImagineSoftware

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Our company's legal name is "Technology Partners, LLC" Our trade name is "ImagineSoftware." Use "Technology Partners, LLC" only when writing legal documents or contracts. Otherwise, use "ImagineSoftware."









- Always capitalize the first "I" and the "S" in ImagineSoftware.
- Use ImagineSoftware as 1 word.
- Refer to ImagineSoftware as "we," not "it."
- Never spell Imagine in all caps (IMAGINE)

## Product Names









When writing the names of Imagine's products, the proper format is written without spaces and starting with "Imagine." You must also use the appropriate trademark designation when you type the names:

ImagineBilling™  
ImagineAppliance®  
ImagineIntelligence™  
ImagineDiscovery™  
ImagineAI™  
ImaginePay™  
ImagineTrueICE™  
ImagineMedFM™  
ImagineMedMC™  
HonorCare®

## Never

-  IMAGINE Software
-  ImagineBilling
-  The Appliance
-  MedFM
-  MedMC
-  MED/FM
-  MED/MC
-  HonorCare™

## Always

-  ImagineSoftware
-  ImagineBilling™
-  ImagineAppliance®
-  ImagineMedFM™
-  ImagineMedMC™
-  ImagineMedFM™
-  ImagineMedMC™
-  HonorCare®

05

## USE OF IMAGES

# Guidelines For Image Selection

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In using voice and tone to express the Imagine brand, the creation and selection of photos and graphics is paramount because of the power of visual content to make emotional connections with viewers. When selecting images and graphics to use, there might be several factors that need to be considered, including design/style, color, contrast, and mood. However, be sure that any image selected fits within the Voice, Tone and How We Write guidelines above. Photos used in public-facing media should be warm and real, not contrived. When selecting an image of multiple people, take care to include a diverse range of age, race, and gender.

At Imagine, we often use images in several categories:



## **Clients / Physicians**

Photos of doctors should be relatable and relevant to the specialty or vertical being targeted. They should also appear contemporary, using technology when possible. The subjects should be smiling.



## **Clients / Billing Staff**

Photos representing medical billing staff should show the individual(s) at work or interacting with others. The subjects should be smiling.



## **Clients / Leadership**

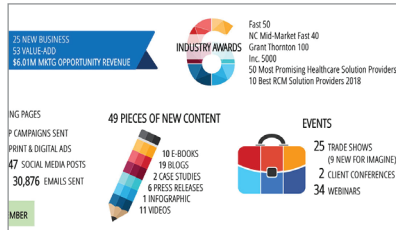
Practice administrators or company executives should appear confident but not overly so, and, where appropriate, they should be seen interacting with medical personnel. The subjects should be smiling.



## **Patients**

Photos of patients should show interactions with medical staff, and should reflect care and compassion. For ImaginePay™ and HonorCare®, we may use photos that depict patients using our technology. The subjects should be smiling.

# Policy For Using Stock Images



## Infographics

Infographics are visual representations of information in a way that is easier to grasp. These types of images can usually be purchased wherever you purchase stock photos. You should be sure that any infographics you use also adhere to our Voice & Tone guidelines above.



## Illustrations

Illustrations are sometimes helpful for providing relevant imagery in a colorful and painterly fashion. As with infographics, be sure that any illustration you use adheres to our Voice & Tone guidelines above.

## ImagineSoftware Policy for Acquiring and Using Images

Current ImagineSoftware policy limits you to the following sources for photos and graphics:

- AdobeStock (paid)
- pexels.com (free)
- unsplash.com (free)
- pixabay.com (free)

In addition, you should first search through our library of images that have already been licensed.

The following procedure must be followed when acquiring images:

1. Locate the image you wish to use;
2. If it is from AdobeStock, notify David Jones (djones@imagineteam.com) with a link to the image, as well as noting the intended use;
3. If the image is from one of the other allowed sources, please send a link for the image to David Jones, as well as noting its intended use;

# Copyright Guidance

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Copyright is conferred automatically by the US Constitution when an image or other original work is created. The author/creator does not need to file with the government in order to obtain a copyright. That means, if you didn't create it, you probably don't have permission to use it.

Your safest course of action for obtaining an image to use with your blog post, PowerPoint presentation, newsletter, or other work, is to purchase a license from a reputable stock image source. These sources have contracted with the image authors to offer you a limited, non-exclusive, perpetual, world-wide license to use the image within certain parameters, depending on the type of license you purchase. For the typical **standard** license, this means you may not:

1. Print more than 500,000 copies of the image or broadcast it to more than 500,000 viewers
2. Incorporate the image into merchandise intended for sale
3. Incorporate the image into an electronic design template
4. Use the image in a trademark
5. Display or distribute the image with a press release in a way that would allow them to download the stand-alone file

**Note: this is not an exhaustive list of restrictions. Please review the terms available on the vendor's website, and if there is any doubt, you should confer with Legal.**

## About "Free" Images

While numerous "free" image sources exist, that doesn't necessarily mean you have permission to use those images. You must never use an image from Google images or other search engine images. Also, be aware that some free stock image sources require you to attri-

bute the author of the image whenever you use it. These sources often have other, more stringent, guidelines governing the use of their images.



**06**

## SOCIAL MEDIA



# Social Media Guidelines

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Our social media platforms exist to inform new clients of who we are and give existing clients a frequent touchpoint for communication and upcoming events. Our goal is to keep ImagineSoftware top of mind and relevant in the marketplace.

Our social media brand image and voice must be consistent and in line with our overall vision and core values.

- Brand Image is the “look and feel” of our visual content. This defines how images and graphics should look.
- Brand Voice is the tone and “personality” of our brand online. This defines how our brand speaks and engages on social media, whether through post captions, tweets, comments or replies to fans.

Social media is highly visible and it is essential that we maintain consistency across all social platforms. The tone we strike on social is always a “problem/resolution” model in a positive and unassuming way. We are not sarcastic, but seek to be respectful, friendly and personal in our social media channels.

It is important that we align our efforts with events when promoting trade shows where we are exhibiting or speaking. We want to try to find royalty free and/or open sourced images that relate to the venue or city the event is being hosted in and accompany the image with appropriate logos and information to let our viewers know where we will be at-a-glance.

When promoting blogs, ebooks or whitepapers it's important to use the same image across all mediums. We should not be cre-

ating a separate image for the blog and then for social. Using a consistent image will inform our viewers that they are reading the correct piece of content that we have guided them to.

## Profile Images

The profile image to use is seen below with the dark blue background. During 2020, you should use the one with the metallic background and “20 Years” graphic.



*Normal Profile Image*



*2020 Profile Image*

07

## CORPORATE LETTERHEAD



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Best Regards,

Jonathan Smythe  
VP

8751 RED OAK BLVD. | CHARLOTTE, NC 28017 | 704.553.8004 | IMAGINETEAM.COM | © 2008 ImagineSoftware, Technology Partners, LLC

# Corporate Letterhead

This shows the official letterhead template for ImagineSoftware. You can find the template in SharePoint.

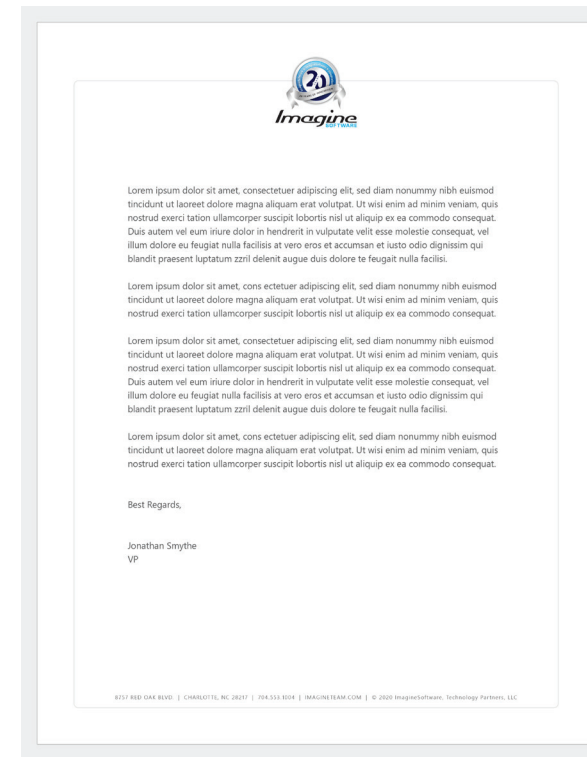
**Use:** All external communication; It should also be used in many instances of internal communication.



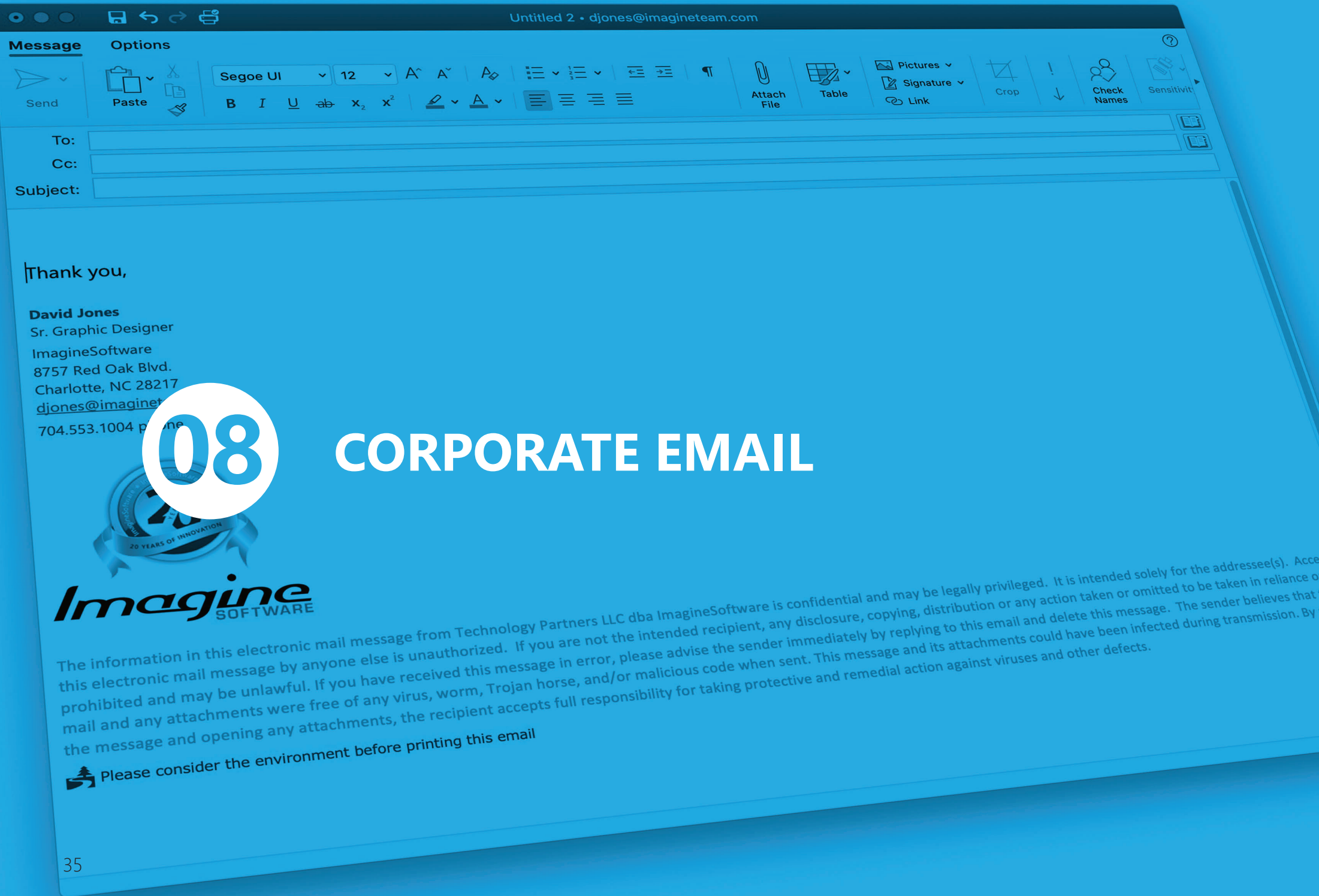
ImagineSoftware Letterhead

This shows the Platinum Anniversary letterhead for use during 2020. You can find the template in SharePoint.

**Use:** External and internal communication as needed.



Platinum Anniversary Letterhead



Message

Options



Send



Paste



Segoe UI

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Attach  
File



Table



Pictures



Signature



Link



Crop



Check  
Names



Sensitivity

To:

Cc:

Subject:

Thank you,

**David Jones**

Sr. Graphic Designer

ImagineSoftware

8757 Red Oak Blvd.

Charlotte, NC 28217

[djones@imaginet](mailto:djones@imaginet)

704.553.1004 phone

08

## CORPORATE EMAIL

**Imagine**  
SOFTWARE

The information in this electronic mail message from Technology Partners LLC dba ImagineSoftware is confidential and may be legally privileged. It is intended solely for the addressee(s). Access to this electronic mail message by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on the information contained in this message is prohibited and may be unlawful. If you have received this message in error, please advise the sender immediately by replying to this email and delete this message. The sender believes that the information contained in this message and any attachments were free of any virus, worm, Trojan horse, and/or malicious code when sent. This message and its attachments could have been infected during transmission. By replying to this message and opening any attachments, the recipient accepts full responsibility for taking protective and remedial action against viruses and other defects.



Please consider the environment before printing this email

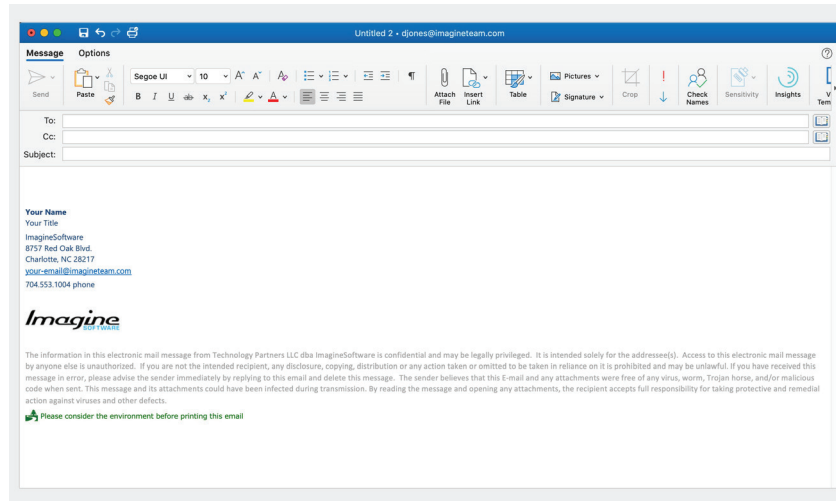


# Email Guidelines

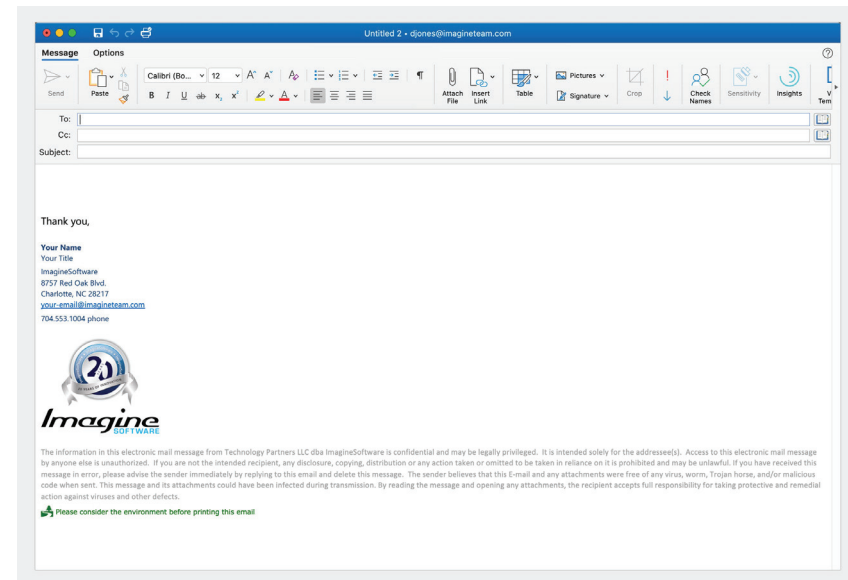
All company email should comply with the guidelines described above in the sections on Voice and Tone, Color, and Image Selection. In addition, emails should be composed using the corporate font, Segoe UI. If your outlook is composing emails in a different font by default, please contact the IT Help Desk for assistance.

In addition to the font, your emails should always have the official ImagineSoftware signature for messages, replies, and forwards. Please see below for reference, and if you need assistance setting it up, contact the IT Help Desk.

From time to time, Marketing will provide email banners to add to your signature to promote upcoming tradeshow and events. You should be sure to remove the banners after the events conclude.



ImagineSoftware Email Signature



Platinum Anniversary Signature | For use during 2020

SMALL TITLE TEXT HERE



PRESENTATIONS



*Ima*

# Presentation Guidelines

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All company presentations must follow the guidelines noted above in the sections covering Voice & Tone, Color, and the use of images, including copyright adherence.

This shows the official PowerPoint template for ImagineSoftware. You can find the template on SharePoint. Please direct any questions about its use to David Jones, [djones@imagineteam.com](mailto:djones@imagineteam.com).

**Use:** All presentations, internal and external, when not using the Platinum Anniversary template



*ImagineSoftware PowerPoint Template*

This shows the Platinum Anniversary PowerPoint template for use during 2020.

**Use:** All 2020 Client Conference presentations, as well as any other internal or external presentations where needed.



*Platinum Anniversary PowerPoint Template*



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# BRAND & STYLE GUIDELINES

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COMPLETE

## CONTACT

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8757 Red Oak Blvd.  
Charlotte, NC 28217



704-553-1004  
866-723-7971



imagineteam.com  
info@imagineteam.com

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