appian

Brand Guidelines
March 2021

Boiler Plate

This corporate boilerplate (also known as an "about us" statement) is a short, standardized paragraph that provides the reader with high-level background on the company.

Our boilerplate reflects the key elements of the company's position and message. This is also used at the end of every press release, as well as in other contexts where a short company description is required.

English
About Appian
Appian helps organizations build apps and workflows rapidly, with a low-code automation platform. Combining people, technologies, and data in a single workflow, Appian can help companies maximize their resources and improve business results. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance. For more information, visit www.appian.com.

German
Über Appian
Appian unterstützt Unternehmen bei der schnellen Erstellung von Anwendungen und Workflows mit einer Low-Code-Automatisierungsplattform. Durch die Kombination von Menschen, Technologien und Daten in einem einzigen Workflow kann Appian helfen, Ressourcen zu maximieren und Geschäftsergebnisse zu verbessern. Viele der weltweit größten Organisationen nutzen Appian-Anwendungen, um die Kundenerfahrung zu verbessern, operative Exzellenz zu erreichen und globales Risikomanagement und Compliance zu vereinfachen. Für weitere Informationen besuchen Sie www.appian.de.

Italian
A proposito di Appian
Appian aiuta le organizzazioni a costruire applicazioni e workflow rapidamente, con una piattaforma di automazione low-code. Combinando persone, tecnologie e dati in un unico flusso di lavoro, Appian può aiutare le aziende a massimizzare le risorse e migliorare i risultati di business. Molte delle più grandi organizzazioni al mondo utilizzano le applicazioni Appian per migliorare l'esperienza del cliente, raggiungere l'eccellenza operativa e semplificare la gestione del rischio globale e la compliance. Per ulteriori informazioni, visita il sito www.appian.it.

Boiler Plate

Spanish

Acerca de Appian

Appian ayuda a las organizaciones a crear aplicaciones y workflows rápidamente, con una plataforma de automatización de low-code. Al combinar personas, tecnologías y datos en un único workflow, Appian puede ayudar a las empresas a maximizar sus recursos y mejorar los resultados empresariales. Muchas de las organizaciones más grandes del mundo utilizan las aplicaciones de Appian para mejorar la experiencia del cliente, lograr la excelencia operativa y simplificar la gestión de riesgos globales y el cumplimiento de la normativa. Para más información, visite www.appian.es.

French

Á propos d'Appian

Appian aide les organisations à créer rapidement des applications et workflows, grâce à une plateforme d'automatisation low-code. En combinant les personnes, la technologie et les données en un seul flux de travail, Appian peut aider les entreprises à maximiser les ressources et à améliorer les résultats commerciaux. Un grand nombre des plus importantes organisations du monde utilisent les applications Appian pour améliorer l'expérience client, atteindre l'excellence opérationnelle et simplifier la gestion du risque global et la conformité. Pour plus d'informations, consultez le site www.appian.fr.

Dutch

Over Appian

Appian helpt organisaties snel apps en workflows te ontwikkelen met een low-code automatiseringsplatform. Door mensen, technologieën en gegevens in één workflow samen te brengen, kan Appian helpen resources te maximaliseren en bedrijfsresultaten te verbeteren. Veel van 's werelds grootste organisaties gebruiken Appian-applicaties om de klantervaring te optimaliseren, operational excellence te bereiken en risicobeheer en compliance wereldwijd te vereenvoudigen. Ga voor meer informatie naar www.appian.com.

Our Logo
/ Color Options

Here are our main two variations of the logo in Appian blue and in white. It is important that the logo is displayed clearly against the background and without obstruction.

In instances when the logo has to be displayed or printed in black and white, making the logo black is allowed.

Use the white logo on darker backgrounds.

Our Logo
/ Safe Space

Give the logo a clear area on all sides to
ensure clarity from other elements.
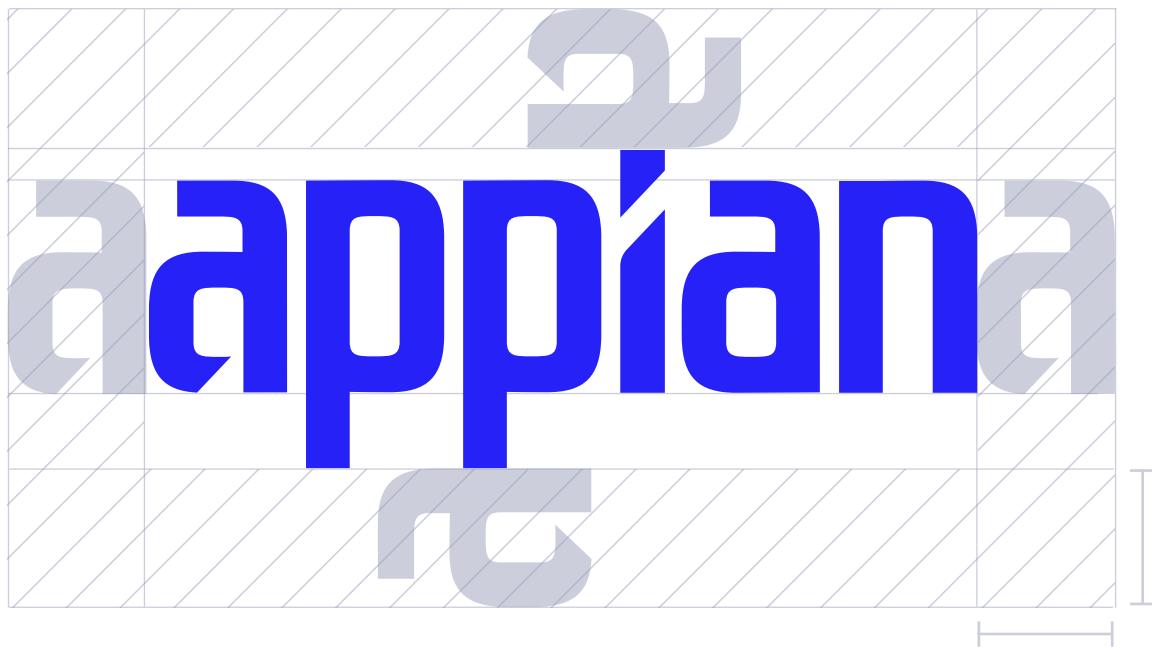
Using the "a" letter
as the unit for
deriving a clear space

Our Logo
/ Minimum Size

This is the smallest size the logo can be shrunk down to to preserve legibility, especially looking at the complex "a" letterforms.

appian

0.5"
36px

In cases where a symbol is needed to represent Appian, the following graphics are assigned for various needs.

Favicon

App chiclet

Social avatar

Our Logo
/ Misusage

Here are some rules that would help preserve the integrity of the logo.

✓

✗ Don't distort or stretch logo

✗ Don't recolor logo

✗ Don't change the letter spacing

✗ Don't add gradient

✗ Don't outline logo

✗ Don't add drop-shadow

✗ Don't use at an angle without prior approval from Brand team

Color
/ Overview

Dark Blue

RGB	2, 10, 81
CMYK	100, 98, 27, 40
HEX	#020A51

White

RGB	255, 255, 255
CMYK	0, 0, 0, 0
HEX	#FFFFFF

Vibrant Blue

RGB	35, 34, 240
CMYK	85, 76, 0, 0
HEX	#2322F0

Pale Blue

RGB	243, 249, 255
CMYK	11, 3, 0, 0
HEX	#F3F9FF
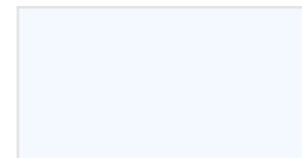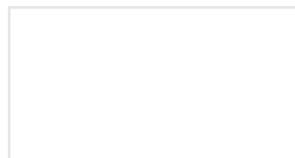
Cheddar

RGB	252, 184, 88
CMYK	0, 34, 83, 0
HEX	#FCB858

Power Green

RGB	56, 207, 127
CMYK	78, 0, 77, 0
HEX	#38CF7F

Turbo Purple

RGB	157, 77, 227
CMYK	53, 76, 0, 0
HEX	#9D4DE3

Pomegranate

RGB	221, 52, 87
CMYK	0, 99, 57, 0
HEX	#DD3457
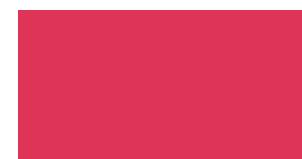
Graphic Elements
/ Main Graphics

Our "node in action" becomes
our main graphic element, frame for
photography and quote marks.

Quotation marks

Here are some examples of how we
can use the node approach to create
other simple graphic shapes, using the
same diagonal angle to convey that
forward momentum.

Component
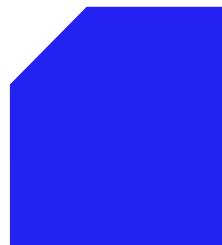
Ribbon
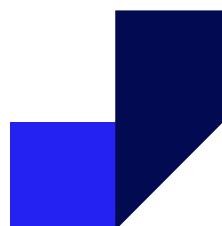
Graphic Elements
/ How to use

When crafting pieces of Appian communication, use graphic elements (i.e. node of action, computer chip, or capsule) to house distinct areas for photography and content.

Use shapes to create space.

Shapes help organize content and provide clarity to key messages.

**Maintain the 45-degree slant that always points to the top-right.**

This angle references how the "i" dot is cut in Appian's logo and how that upward, forward momentum feels. No matter how you transform the graphic elements, the angle should be preserved.

Draw attention by adding a secondary color.

Whether the shape is filled or outlined, using a secondary or primary color brings a dash of vibrancy and spirit to the communication.

Center photography within the shape.

This helps highlight Appian's emphasis on the human element and how we are empowering the individual.
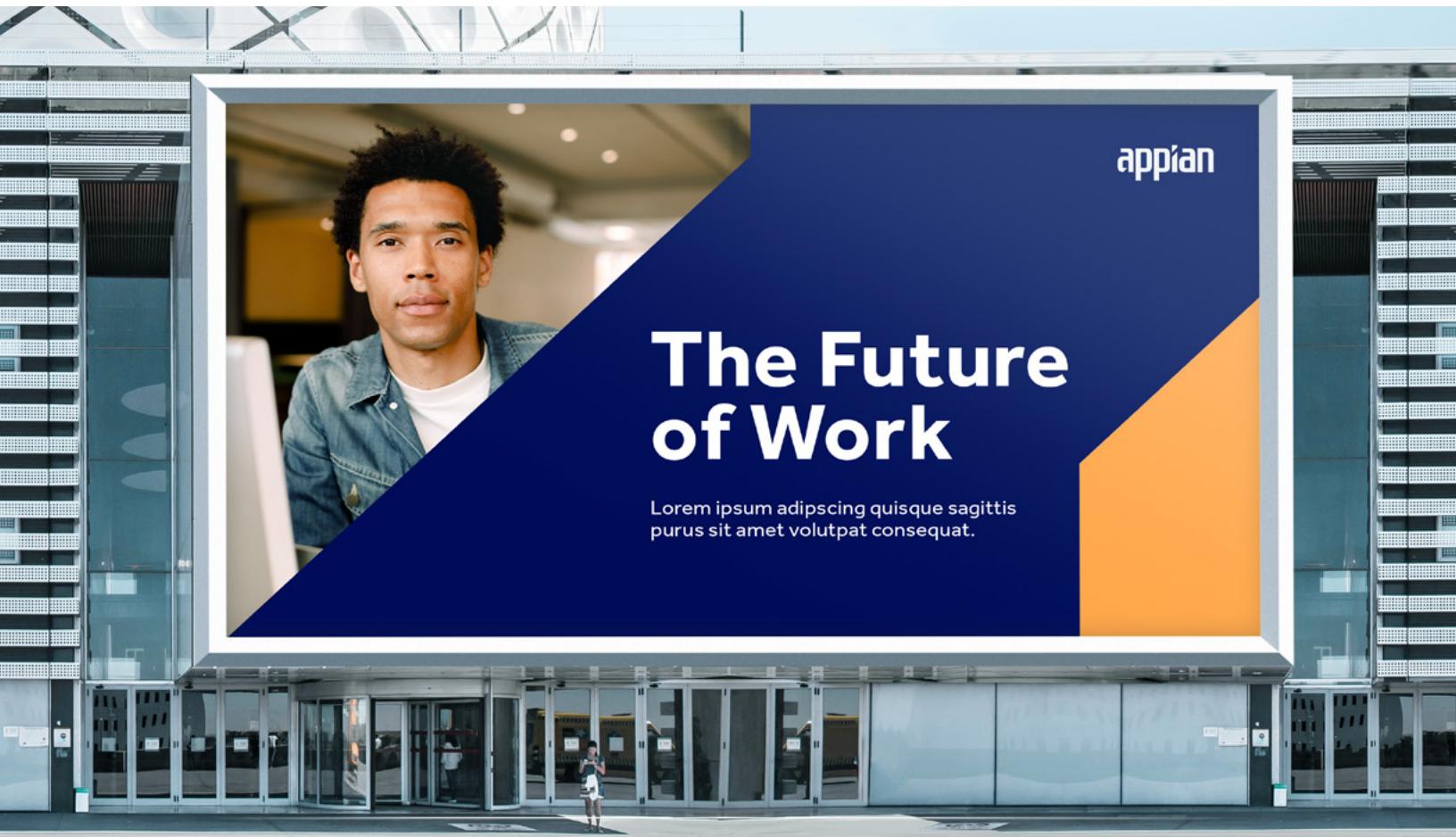
Graphic Elements
/ Layout Considerations

**Layout setup using
one graphic shape**

By using one shape that divides
the space, it creates a simple
layout where the distinction
between photography and content
is clear.

To the right we have layout
examples of where photography
could go in the X-ed placeholder
shapes while copy could
potentially live in the gray spaces.
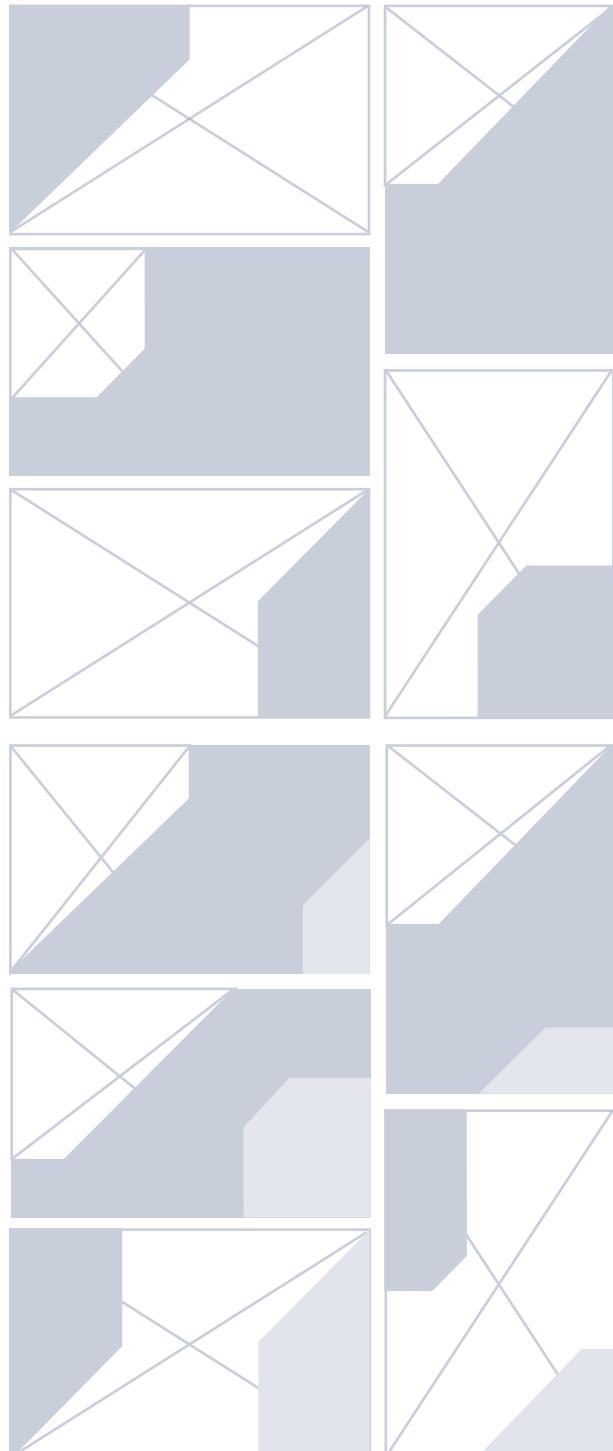
**Layout setup using
two graphic shapes**

The combination of two shapes
creates more complex and unique
designs. This involves looking
at the balance and alignment
between all the elements.

Brand Typefaces

To ensure consistency across all our communications, we use two typefaces: Effra and Mulish. In general we use Effra as the main headline and subheadline typeface while Mulish is used for body copy only.

Effra

Effra is a sans-serif typeface that feels simple and human. It features clean lines, rounded open shapes, and balanced spacing between each letter.

Effra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , : ; ? ! > < = ≥ ≤

Effra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , : ; ? ! > < = ≥ ≤

Mulish

This sans-serif typeface is minimal in design and simple in form.

Mulish Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , : ; ? ! > < = ≥ ≤

Mulish Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , : ; ? ! > < = ≥ ≤

Brand Typefaces
/ System and Google Suite

When the preferred brand typefaces are not available for use in word processing applications, Tahoma should be used as a system font or GSuite and Office 365 program alternative.

System, Office 365, and Google Suite default

Tahoma Bold for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , : ; ? ! > < = ≥ ≤

Tahoma Regular for subheads and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , : ; ? ! > < = ≥ ≤

Brand Architecture
/ Media Properties

Main lockup

Construction

Anchor these media property lockups with the circle shape that houses the Appian "a" letterform. Align the base of the letterform to the base of the Appian "a" and maintain a clear space. Use Effra Regular as the font for the name.

Using the "a" letter as the unit for deriving a clear space

Using 1/2 the "a" space

Brand Architecture
/ Events

In prior years we have attached the event year as part of the marketing, going forward, in an event to simplify, event names will no longer carry the year in which they occur.

Main lockup

appian
World

appian
APAC

appian
Europe

appian
Connect

appian
SKO

appian
Government

Alternative lockup: Horizontal layout

Only use these alternative lockups when vertical space is limited.

appian World

appian APAC

appian Europe

appian Connect

appian SKO

appian Government

Brand Architecture
/ Events

Construction

Use Effra Regular in dark blue to treat the event name. Set the spacing between the Appian logo and event name 1-1/2 "a" letter spaces from the bracket shape. Scale the logo proportionally so the bracket maintains its size relative to the Appian logo and event name.

Using 1-1/2 of the "a" space

Using the "a" letter as the unit for deriving a clear space
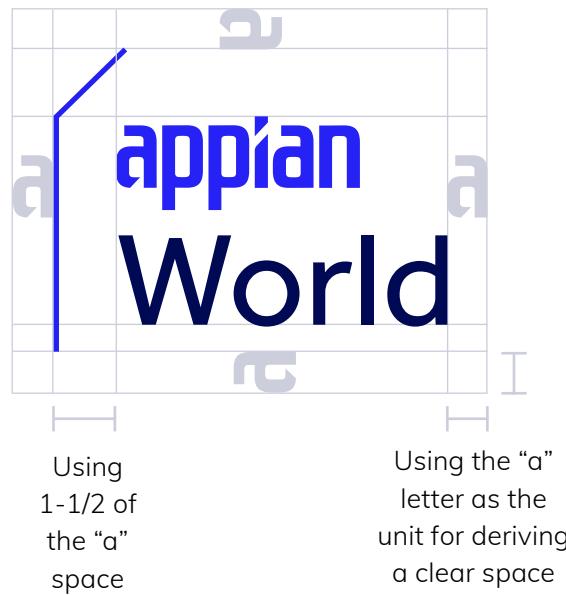
Usage

The event lockups should follow the same usage guidelines as the corporate logo.

Brand Architecture
/ Outreach

Main lockup

Powered by
appian

Sponsored by
appian

Construction

Look to the natural horizontal lines that form the bowl of the "a" letterform and use those lines to create the line-spacing for two lines of right-aligned, Effra Regular text. If there is only one word in the lefthand side, top-align that text and keep the same height as you would for two lines.

Powered by
appian

Usage

The outreach lockups should follow the same usage guidelines as the corporate logo.

Brand Architecture
/ Certification badges

Main badge design

appian ★ Advantage Partner	appian ★ ★ Premier Partner	appian ★ ★ ★ Elite Partner
appian Authorized Reseller	appian Authorized Trainer	appian Certified Solution

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Construction

Look to the natural horizontal lines that form the bowl of the "a" letterform and use those lines to create the line-spacing around the circular element. The smallest size the seal can be shrunk down to is 45px (.625") to preserve legibility.

appian ★
Advantage Partner

Usage

The certification badges should follow the same usage guidelines as the corporate logo.

Brand Architecture
/ Partnership

How the Appian logo should appear alongside another company logo

Horizontal layout

appian | PARTNER LOGO

appian | PARTNER LOGO

Using the "a" letter as the
unit for deriving a clear space

Stacked layout

appian
———————
PARTNER
LOGO

appian
———————
PARTNER
LOGO

Using the
"a" letter as
the unit for
deriving a
clear space

Usage

The partner lockups should follow the same usage guidelines as the corporate logo.

Contact

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For questions specifically about brand and how to ensure that you build content that follows our guidelines please contact brand@appian.com.

For question related to creative needs or execution, please contact creative@appian.com.

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