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

**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.

Dutch
Over Appian

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.
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.

In cases where a symbol is needed to represent Appian, the following graphics are assigned for various needs.
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 add gradient
- Don’t outline logo
- Don’t use at an angle without prior approval from Brand team
## Color Overview

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dark Blue</strong></td>
<td>2, 10, 81</td>
<td>100, 98, 27, 40</td>
<td>#020A51</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>255, 255, 255</td>
<td>0, 0, 0, 0</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td><strong>Vibrant Blue</strong></td>
<td>35, 34, 240</td>
<td>85, 76, 0, 0</td>
<td>#2322F0</td>
</tr>
<tr>
<td><strong>Pale Blue</strong></td>
<td>243, 249, 255</td>
<td>11, 3, 0, 0</td>
<td>#F3F9FF</td>
</tr>
<tr>
<td><strong>Cheddar</strong></td>
<td>252, 184, 88</td>
<td>0, 34, 83, 0</td>
<td>#FCB858</td>
</tr>
<tr>
<td><strong>Power Green</strong></td>
<td>56, 207, 127</td>
<td>78, 0, 77, 0</td>
<td>#38CF7F</td>
</tr>
<tr>
<td><strong>Turbo Purple</strong></td>
<td>157, 77, 227</td>
<td>53, 76, 0, 0</td>
<td>#9D4DE3</td>
</tr>
<tr>
<td><strong>Pomegranate</strong></td>
<td>221, 52, 87</td>
<td>0.99, 57, 0</td>
<td>#DD3457</td>
</tr>
</tbody>
</table>
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
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**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , ; ? ! > < = ≥ ≤

**Effra Regular**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , ; ? ! > < = ≥ ≤

Mulish

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

**Mulish Regular**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , ; ? ! > < = ≥ ≤

**Mulish Light**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
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.

Tahoma Bold for headlines

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

Tahoma Regular for subheads and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,,:;? ! > < = ≥ ≤
Brand Architecture
/ Media Properties

Main lockup

Talking
Live

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

Alternative lockup: Horizontal layout

Only use these alternative lockups when vertical space is limited.
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.

Usage

The event lockups should follow the same usage guidelines as the corporate logo.
Brand Architecture / Outreach

Main lockup

Powered by
Sponsored by

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.

Usage

The outreach lockups should follow the same usage guidelines as the corporate logo.
Brand Architecture
/ Certification badges

Main badge design

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.

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

Using the “a” letter as the unit for deriving a clear space

Stacked layout

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.