

March 2021

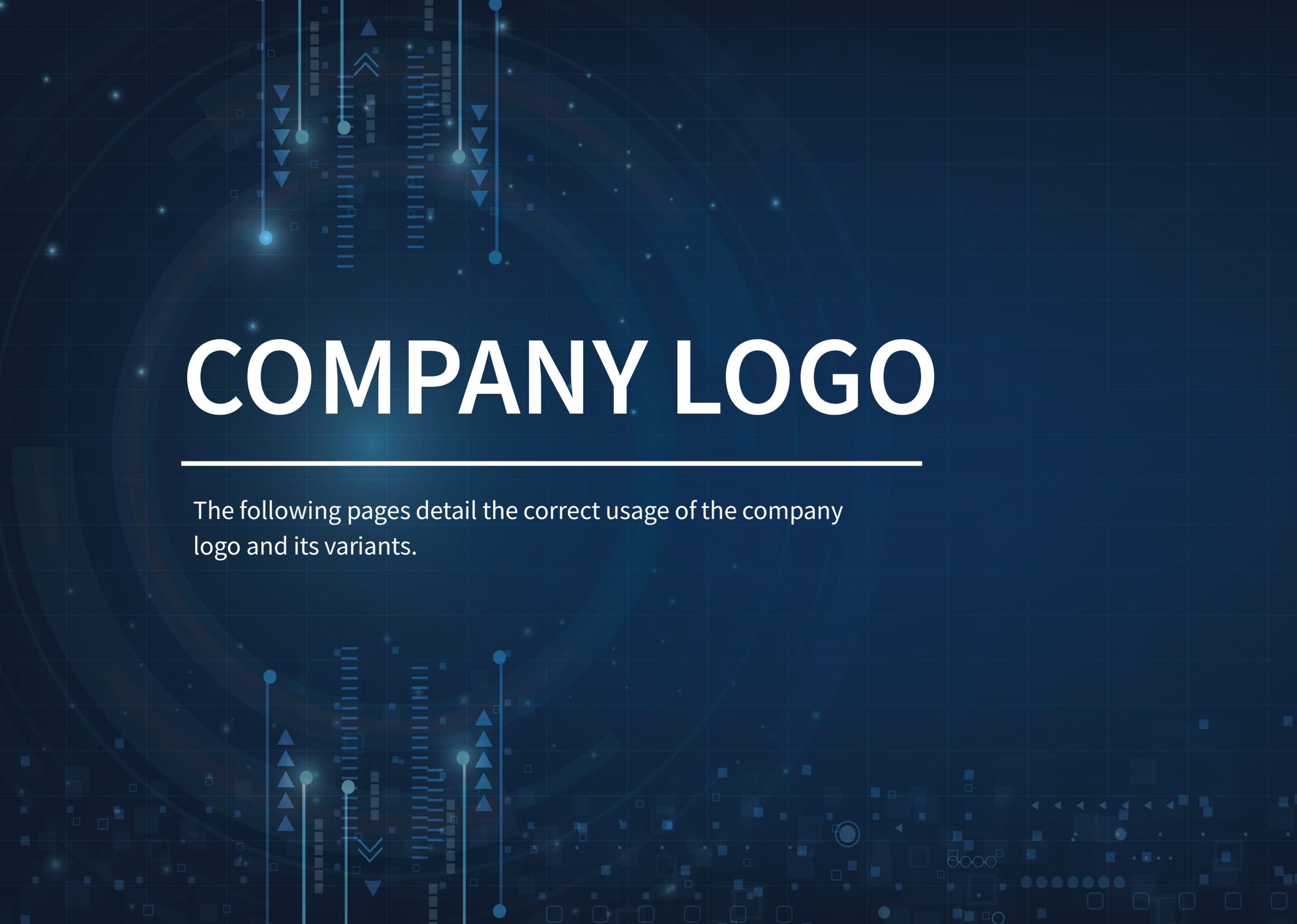
Australia | United States of America | United Kingdom

[ezescan.com.au](http://ezescan.com.au)

# ezescan. STYLE GUIDE

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A guide to EzeScan's corporate standards for the writing, formatting and design of promotional material.



# COMPANY LOGO

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The following pages detail the correct usage of the company logo and its variants.

# Company Logo

Our logo is an efficient way of communicating information about our business and must be applied on all key publications. It is essential that the EzeScan logo always appears as we outline in this brand guide.

**This logo with the tagline should be used where possible. Do not use the logo without the tagline unless necessary for design purposes.**

*Please note: When appearing in text, our name must always be printed as 'EzeScan'.*

## COLOURS

EzeScan: #000000

Tagline: 3858F97

Bubble: #73b245

## FONTS

EzeScan: Platelet

Tagline: PT Sans Italic



# Company Logo

## Colour Alternatives

When placing the EzeScan logo on a dark or rich coloured background, it is essential to use either of these two logo alternatives where the font is white.

The first preference on a dark or rich coloured background is the white EzeScan lettering with the green bubble (shown at the top). If the green bubble does not match the colour scheme, you may use the white EzeScan logo with the white bubble (shown bottom right). If you are unsure, please stick to the all white alternative.

**The tagline should be used where possible. Do not use the logo without the tagline unless necessary for design purposes.**

ezeScan.   
*making digital work*

ezeScan.   
*making digital work*

# Company Logo

## White Space

When using our company logo it is important to include a minimum amount of clear space around the entire logo to ensure it stands out.

The minimum amount of clear space is determined by the size of the letter 'd' in the tagline.

**Please note:** *When a specific sized logo is needed, use the size of the d in the tagline as the spacing from the closest edge.*



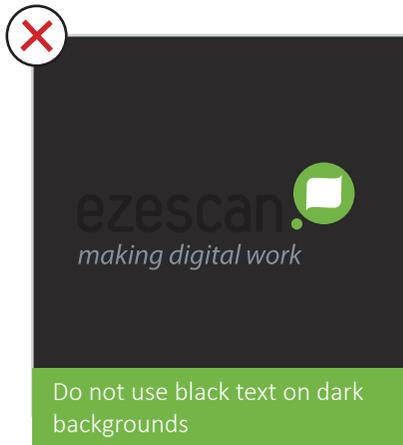
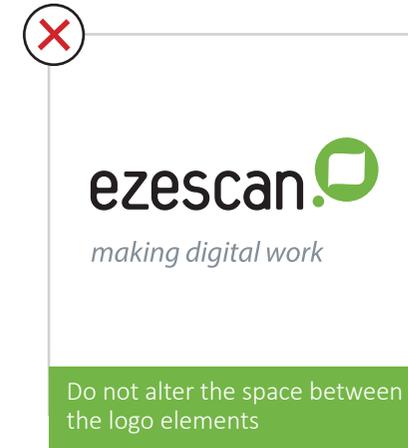
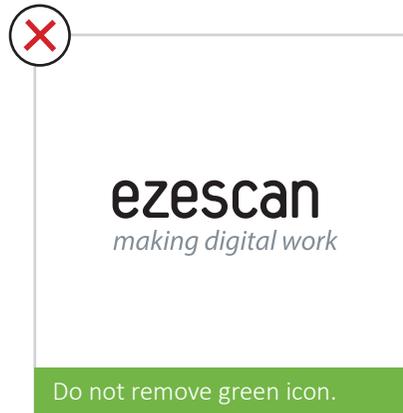
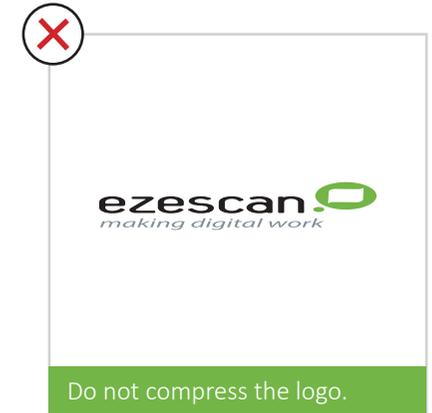
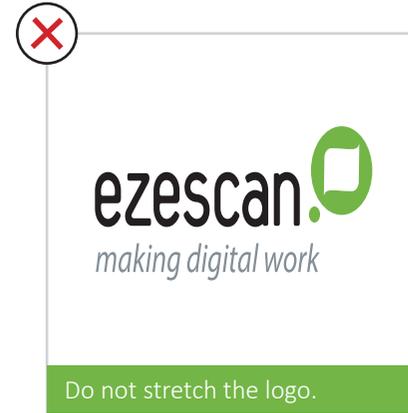
# Company Logo

## Incorrect Usage

It is important that we maintain brand consistency and integrity, so please only use official logo files provided by us.

It is also important that the logo is never altered, re-drawn or re-created. If you require a logo alternative please contact our design team [marketing@ezescan.com.au](mailto:marketing@ezescan.com.au).

A few examples of incorrect usage are outlined on this page.



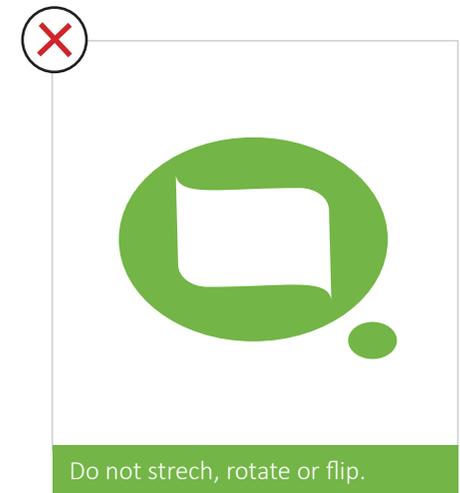
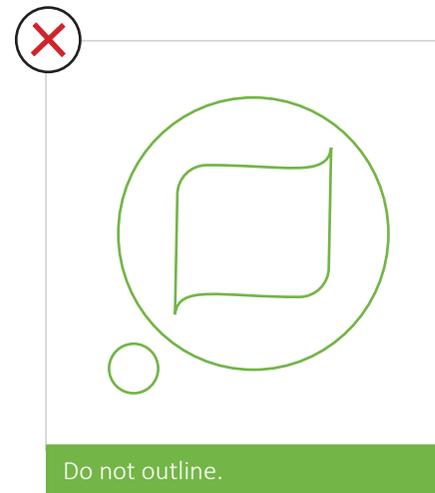
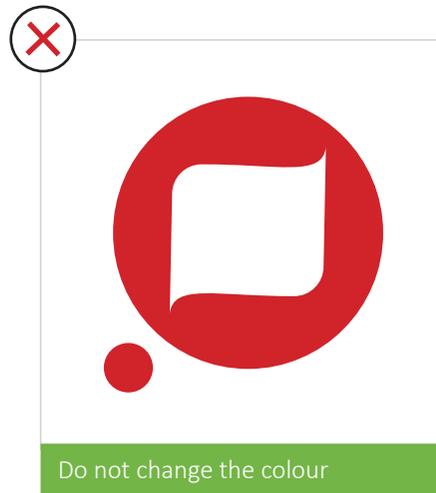
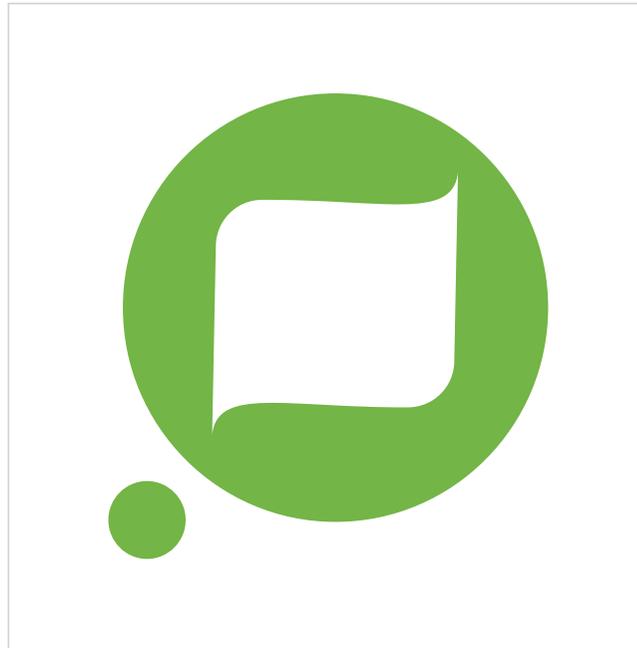
# Company Logo

## BUBBLE ICON

The bubble icon can be used by itself in cases where the use of the generic company logo would be ineligible due to being too small.

**Typical usage includes social media profile icons and application icons.**

*Please note: A few examples of incorrect icon usage are outlined on this page.*



# Product Logos

The following logos are used when referring to specific EzeScan products. It is essential that these logos always appear as we outline in this brand guide.

**Logo 1:** Should be used when referring to the EzeScan PRO product.

**Logo 2:** Should be used when referring to the EzeScan SERVER product.

**Logo 3:** Should be used when referring to the EzeScan CLOUD product.

## STYLE

Product Font: Calibri

Colour: #73b245



The logo for EzeScan PRO features the word "ezeScan" in a black, lowercase, sans-serif font. Above the "PRO" part of the word, the word "PRO" is written in a smaller, green, uppercase, sans-serif font. To the right of the word is a green circular icon containing a white square with a smaller white square inside it, resembling a speech bubble or a document icon.



The logo for EzeScan SERVER features the word "ezeScan" in a black, lowercase, sans-serif font. Above the "SERVER" part of the word, the word "SERVER" is written in a smaller, green, uppercase, sans-serif font. To the right of the word is a green circular icon containing a white square with a smaller white square inside it, resembling a speech bubble or a document icon.



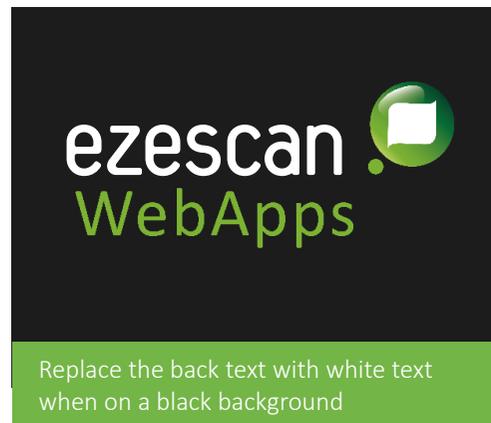
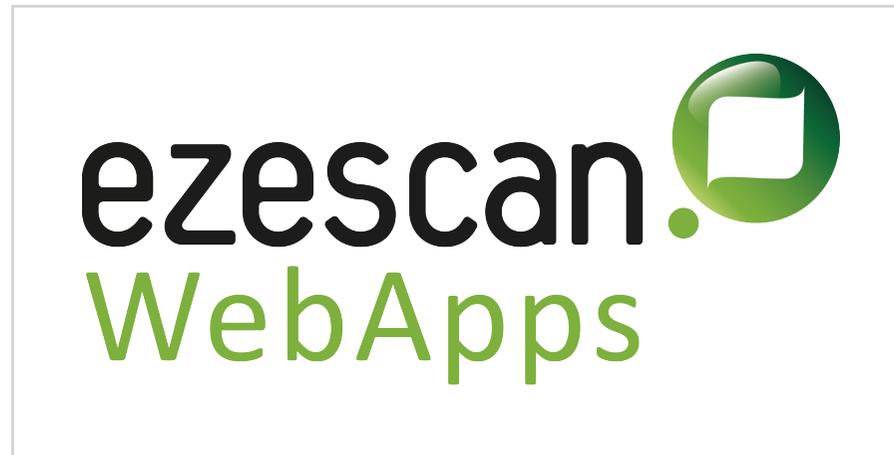
The logo for EzeScan CLOUD features the word "ezeScan" in a black, lowercase, sans-serif font. Above the "CLOUD" part of the word, the word "CLOUD" is written in a smaller, green, uppercase, sans-serif font. To the right of the word is a green circular icon containing a white square with a smaller white square inside it, resembling a speech bubble or a document icon.

# Product Logos

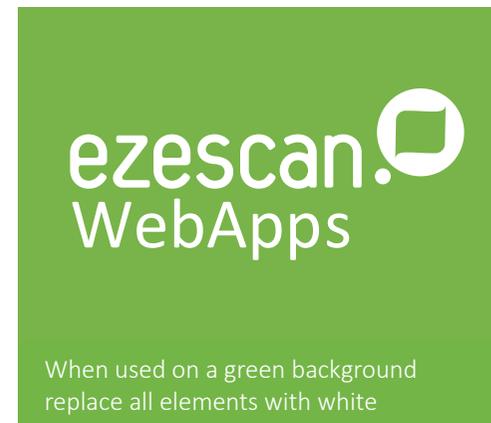
## WebApps Logo

The following logos should be used when referring to the EzeScan WebApps product suite. Where possible, the full logo should be used, with the icon only being used when the logo is too small to be ineligible.

**Please note:** When referring to a single Web App product, the term should be denoted as 'Web App'



Replace the back text with white text when on a black background



When used on a green background replace all elements with white



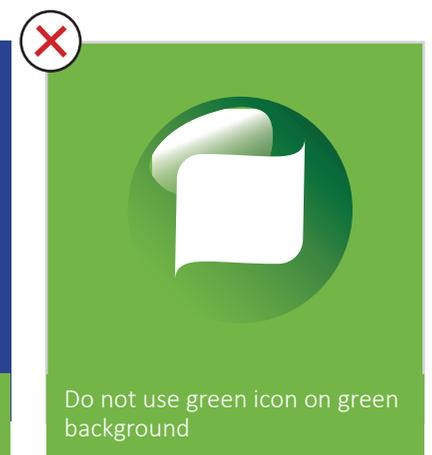
When using the webapps icon on colour use all white



Do not use green for ezeScan text on a dark background



Do not use all black for the logo



Do not use green icon on green background

## Partner Logos

The following logos are only to be used by members in the EzeScan Partner Program.



# COLOURS

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The following colours must be used across EzeScan's website, landing pages, logo, product and any other collateral that may be created.

# Company Colours

## Primary Colours

Traditionally EzeScan has been well associated with the “EzeScan green” colour. In order to achieve a cleaner and fresher look, the colour green should be used sparingly on corporate materials moving forward. This primary green colour should be treated as an accent colour and not the predominant colour in a piece.

When a solid block colour is needed, it is important that the ‘digital blue’ or one of the greyscale colours listed is used rather than the traditional ‘EzeScan green’.

## Primary Colours



**“EzeScan Green”**

**HEX:** #76b245  
**RGB:** 118 / 178 / 69  
**CMYK:** 60 / 9 / 98 / 0  
**PMS:** Pantone 369



**“Digital Blue”**

**HEX:** #112a4c  
**RGB:** 17 / 42 / 76  
**CMYK:** 100 / 86 / 42 / 40  
**PMS:** Pantone 369

## Secondary Colours



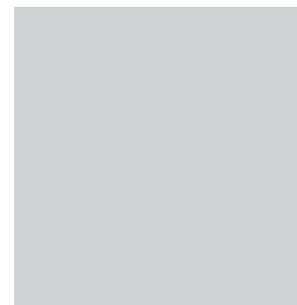
**“Black”**

**HEX:** #000000  
**RGB:** 0 / 0 / 0  
**CMYK:** 75 / 68 / 67 / 90  
**PMS:** Black 100%



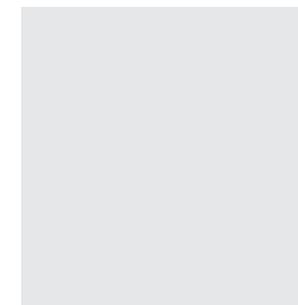
**“Dark Grey”**

**HEX:** #59595b  
**RGB:** 89 / 89 / 91  
**CMYK:** 64 / 56 / 53 / 28  
**PMS:** Black 80%



**“Medium Grey”**

**HEX:** #d1d3d4  
**RGB:** 209 / 211 / 212  
**CMYK:** 0 / 0 / 0 / 20  
**PMS:** Black 40%



**“Light Grey”**

**HEX:** #e6e7e8  
**RGB:** 230 / 231 / 232  
**CMYK:** 0 / 0 / 0 / 10  
**PMS:** Black 10%

# Company Colours

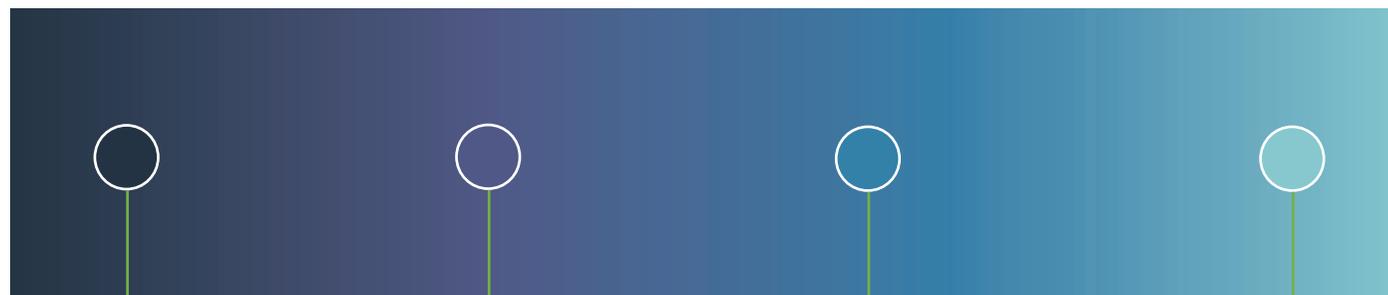
## Colour Palettes

The following colour palettes are to be used when a number of colours are needed to differentiate content that is part of a group.

**Digital:** The digital colour palette should be used when a professional look is required, predominately on our website.

**Rainbow:** The rainbow colour palette is to be used when a fun design is required, particularly when the design incorporates the EzeScan 'Men'.

## Digital Colour Palette



**HEX:** #000000  
**RGB:** 0 / 0 / 0  
**CMYK:** 0 / 0 / 0 / 100  
**PMS:** Black 100%

**HEX:** #58595B  
**RGB:** 88 / 89 / 91  
**CMYK:** 0 / 0 / 0 / 80  
**PMS:** Black 80%

**HEX:** #D2D3D4  
**RGB:** 209 / 211 / 212  
**CMYK:** 0 / 0 / 0 / 20  
**PMS:** Black 40%

**HEX:** #E6E7E8  
**RGB:** 230 / 231 / 232  
**CMYK:** 0 / 0 / 0 / 10  
**PMS:** Black 10%

## Rainbow Colour Palette

**HEX:** #2285c7  
**RGB:** 34 / 133 / 199  
**CMYK:** 80 / 39 / 0 / 0  
**PMS:** Black 100%

**HEX:** #0faee5  
**RGB:** 15 / 174 / 229  
**CMYK:** 71 / 11 / 0 / 0  
**PMS:** Black 100%

**HEX:** #8b3e97  
**RGB:** 139 / 62 / 151  
**CMYK:** 53 / 90 / 0 / 0  
**PMS:** Black 100%

**HEX:** #d83994  
**RGB:** 216 / 57 / 148  
**CMYK:** 10 / 91 / 0 / 0  
**PMS:** Black 100%

**HEX:** #ef3b37  
**RGB:** 239 / 59 / 55  
**CMYK:** 0 / 92 / 84 / 0  
**PMS:** Black 100%

**HEX:** #f89728  
**RGB:** 248 / 151 / 40  
**CMYK:** 0 / 48 / 95 / 0  
**PMS:** Black 100%

**HEX:** #f0c836  
**RGB:** 240 / 200 / 54  
**CMYK:** 7 / 19 / 91 / 0  
**PMS:** Black 100%

# TYPEFACE

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The following font categories are critical for EzeScan's brand personality and tells a story by bringing a voice and personality to our services/products.

# Company Fonts

## Logo Typefaces

The corporate logo typeface is Platelet Regular. It is always set in this font and always in lowercase. The logo tagline typeface is PT Sans Italic. It is always set in this font and always in lowercase. These fonts should not appear anywhere else in EzeScan communications.



### Company Name

platelet

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Tagline

*PT Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

# Company Fonts

## Main Typefaces

The following typefaces are used across EzeScan's promotional material.

**Headings:** The typeface Source Sans Variable is primarily used for any titles in Marketing materials or corporate documents. Semibold or bold is typically used and should appear in sentence case. If Source Sans is not available, Century Gothic may be substituted. It is generally set in bold and capitals, however can be used in lowercase.

**Body Typeface:** The primary body typeface is Calibri Light. If the light version is not available or text is too light in the context, Calibri Regular may be substituted.

## Headings & Sub-headings

### Source Sans Variable

**Bold, Semi-Bold, Regular, Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Body

### Calibri

**Bold, Regular, Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Century Gothic

**Bold, Regular, *Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# GRAPHICS

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# Graphic Icons

The following flat line icons are used throughout EzeScan's marketing communication to illustrate the different solutions EzeScan offers.

These line icons have been created in illustrator and have no fill colour. They are only outlines.

The majority of the outlines should be a grey stroke colour, with the outermost outline a darker grey and the innermost outline a light grey. Green should be used sparingly and only to accentuate detail.

When using the icons on a coloured background, the entire outline should be converted to white.

## STYLE

**Artboard Size:** 160px by 160px

**Stroke Size:** 1.5pt

**File type:** transparent PNG



## Colours

**CMYK:** 0 / 0 / 0 / 50

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**CMYK:** 0 / 0 / 0 / 40

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**CMYK:** 0 / 0 / 0 / 30

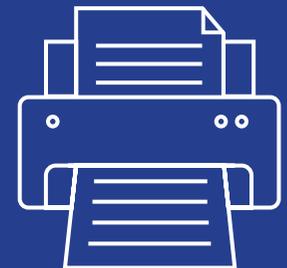
---

**CMYK:** 0 / 0 / 0 / 20

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**CMYK:** 57 / 2 / 95 / 6

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# Graphic Icons

## Scan, Capture, Automate, Integrate

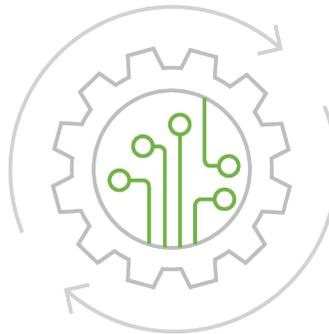
These icons are to be used to represent scan, capture, automate and integrate and should be used as shown.



**SCAN**



**CAPTURE**



**AUTOMATE**



**INTEGRATE**

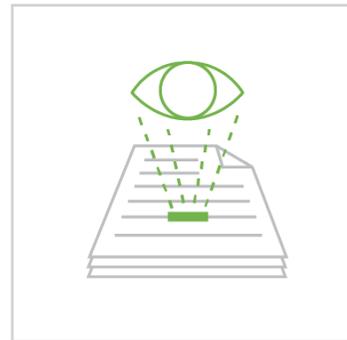
# Graphic Icons

## Solution Icons

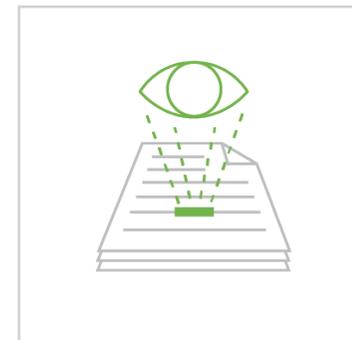
These icons represent the specific solutions that EzeScan offers across its industry sectors.



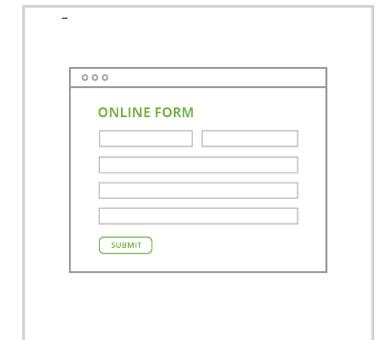
**SURVEY FORMS DATA  
EXTRACTION**



**CENTRALISED RECORDS  
CAPTURE**



**DECENTRALISED  
ENTERPRISE CAPTURE**



**DIGITAL FORMS**



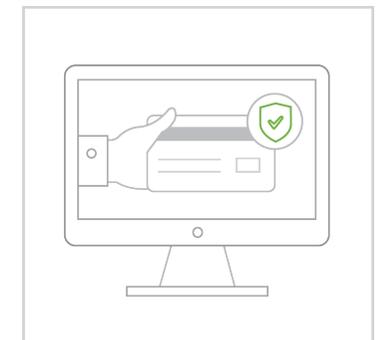
**DIGITAL MAILROOM**



**DIGITAL TRANSFORMATION**



**EZECAMPAIGNS**



**EZEPAYMENT GETAWAY**



**GIFT TRANSACTION  
AUTOMATION**



**INVOICE PROCESSING  
AUTOMATION**



**SIMPLIFIED  
BACK SCANNING**

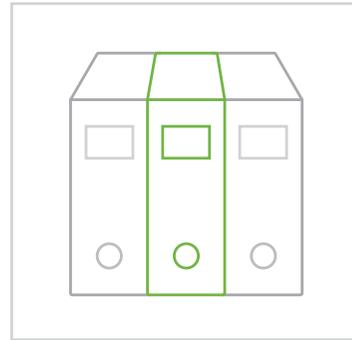


**WORKFLOW PROCESS  
AUTOMATION**

# Graphic Icons

## Module Icons

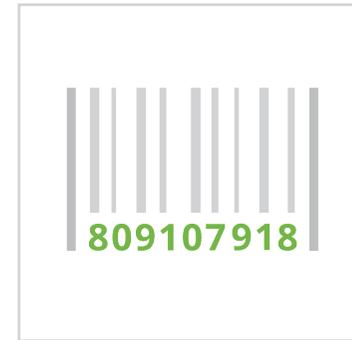
These icons represent the modules that EzeScan offers with its product base.



ARCHIVER MODULE



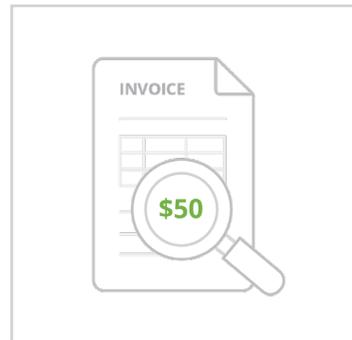
AUDIT MODULE



BCR MODULE



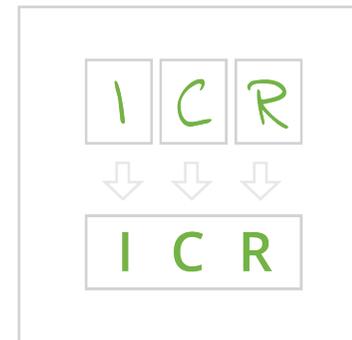
DEVELOPER PLUGIN MODULE



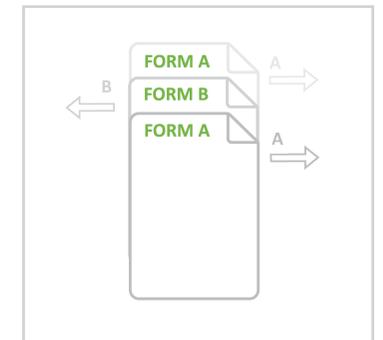
DISCOVERY MODULE



ERC MODULE



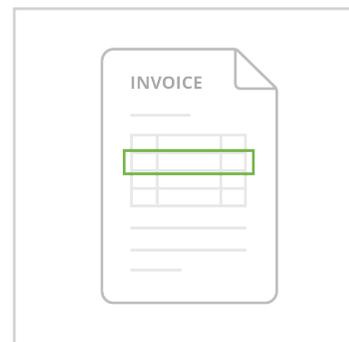
ICR MODULE



IDR MODULE



INDEX MODULE



LINE ITEMS MODULE



MICR MODULE



OMR MODULE

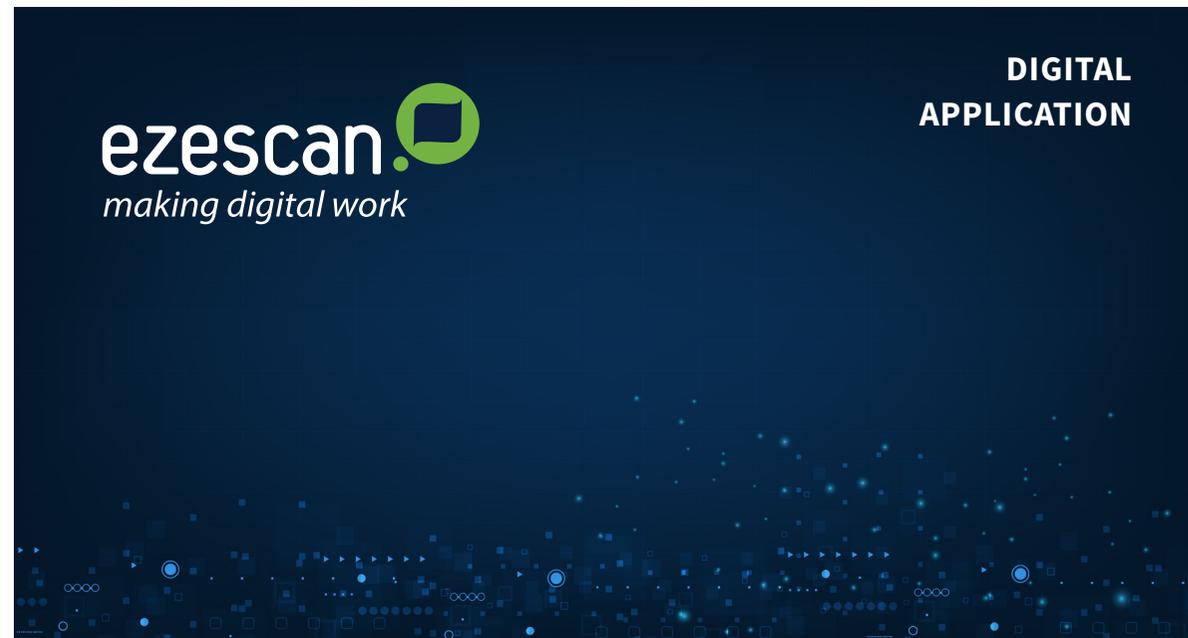
# Graphic Images

## Digital Backgrounds

These two images are used across EzeScan's various touchpoints.

**Top Image:** The top lighter image is typically used for EzeScan print material and corporate documents including A4 documentation, business cards, physical tradeshow backgrounds and company email signatures. This background is generally paired with the 'Light grey' font colour and the generic company logo.

**Bottom Image:** The darker bottom image is typically used for our digital channels including our website, social media channels and virtual tradeshow. This background is generally paired with a white font and white ezeScan logo.



# Graphic Images

## Photography

EzeScan typically utilises stock images of people and industry segments for advertisements and case studies.

The style of images EzeScan uses are bright and fresh. They typically have an elements of focus in the foreground with a blurred background.

If they incorporate people, they are generally 'office workers' that are excited or happy as they are the 'face' of EzeScan.

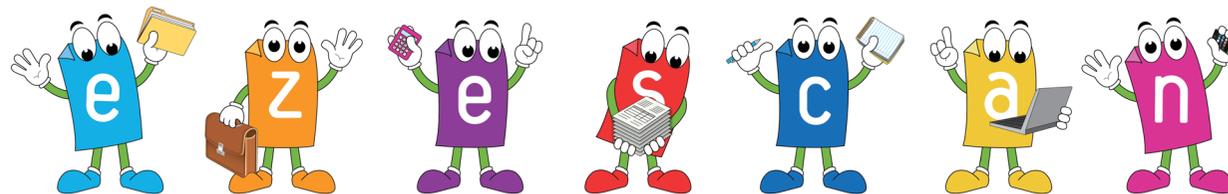
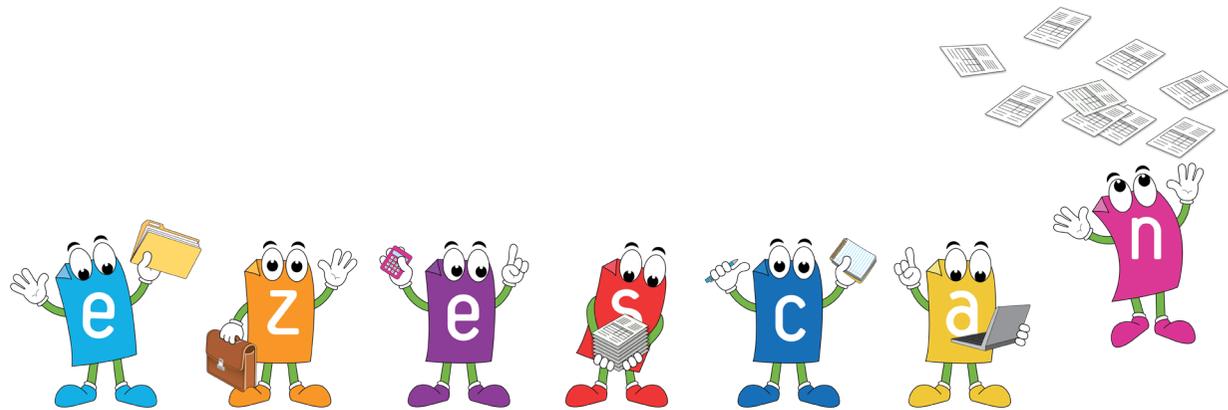


# Graphic Vectors

## EzeScan Men

These vectors are used on select promotional material where a playful essence is required such as company collateral and social media graphics.

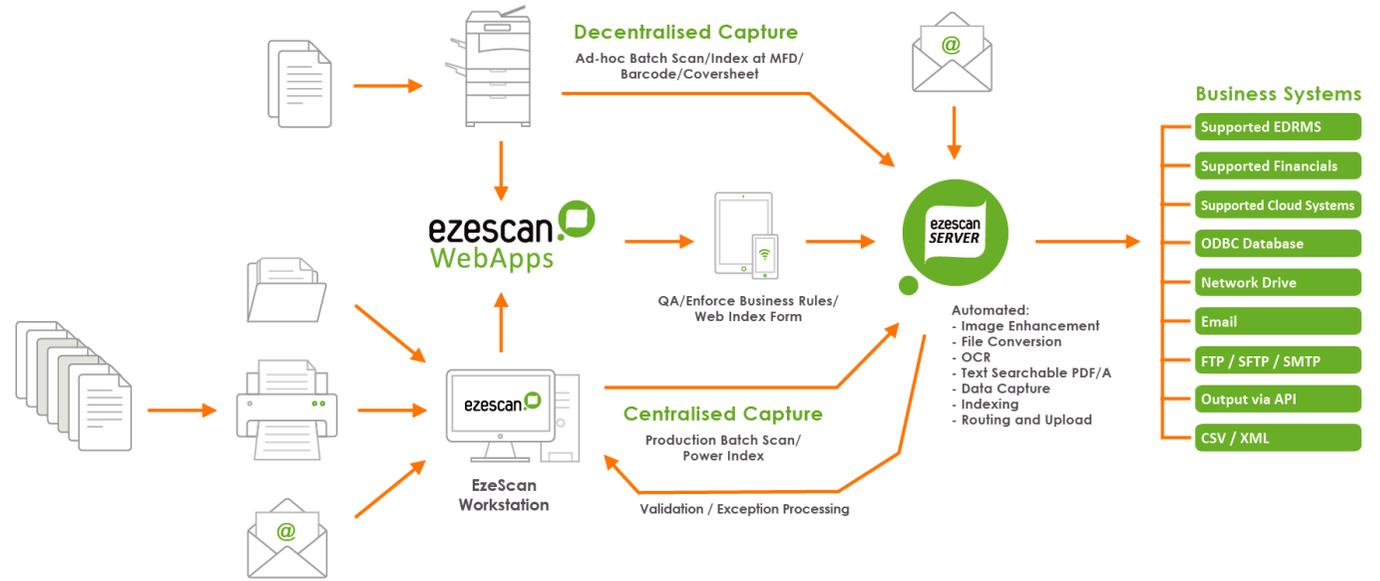
When using these vectors all characters need to be placed together to spell EzeScan. If space does not permit, the blue 'e' can be used individually.



# Graphic Vectors

## Diagrams

EzeScan's diagrams utilise the line style icons to display solution or product workflows. Like the icons, when placed on a solid background colour the icons are converted to white.



## STYLE

**Icon Size:** <10mm x 10mm

**Icon Stroke Size:** 0.5pt

**Arrow Colour:** #ED7D31

**Arrow Stroke Size:** 1pt

## Typical high-volume deployment

