



As a recognized leader dedicated to providing integrated enterprise software solutions to midmarket companies around the world, we at Epicor have created a new identity to reflect our significance and stature. By using this visually clear and distinctive wordmark, we will maintain a strong presence with all of our audiences in the highly competitive and highly cluttered environments where we communicate.

Ensuring consistency and legibility wherever our identity is reproduced will amplify Epicor's presence across all media. To that end, it is important to understand, support and comply with these identity guidelines.

The Epicor logo is displayed in a bold, sans-serif font. The letters 'E', 'P', 'I', 'C', 'O', and 'R' are in a dark blue color, while the letter 'A' is in a lighter, greyish-blue color. A registered trademark symbol (®) is located at the end of the word.

Identity Components

Specific components of the identity system have been developed to give a distinctive presentation of our name. The components of our identity are the Epicor name and wordmark, the typefaces and colors we use to create it, and recommendations for how and when to use them.

EPICOR

Our Name

Our name communicates two ideas. "EPIC" connotes scale and importance – the enterprise; "COR" means center – and represents our solutions as central to our customers' business.

Our Wordmark

Our new wordmark uses a strong letterform and amplified "O" to assert our significance at the core of our customers' enterprises. The offset "O" also creates a natural visual showcase of our unique ticket symbol, "EPIC," which reinforces our stability, stature and strength as a public company.

Clear Zone

Our wordmark should always have a minimum area-of-isolation separating it from type and other distracting elements. The diagram below shows how to calculate the clear zone.



Color Specifications

Limiting the colors used for our wordmark to a specific palette ensures memorable and appropriate use. Epicor uses two primary colors, Epicor Metallic Blue and Epicor Silver and a set of non-metallic equivalent colors. The preferred use is the two-color version when possible. However, there are situations when cost effectiveness or legibility may be an issue. We have provided a variety of combinations to ensure that these colors are reproduced to a constant standard.



Preferred Metallic Colors

Epicor Metallic Blue: PMS8483

Epicor Silver: PMS8001

Spot Colors

Non-metallic Blue: PMS548

Non-metallic Silver: PMS Cool Gray 8

Process Colors

Blue: C100, M18, Y00, K65

Gray: C00, M00, Y00, K56

RGB:

Blue: R0, G51, B102

Gray: R153, G153, B153

HEX:

Blue: 003366

Gray: 9999

3.1 COLOR OPTIONS

Correct Usage of The Epicor Wordmark

The Two-Color PMS version (or web equivalent) of the Epicor wordmark should be used whenever possible. When printing, always use the artwork provided. Artwork has been provided for printing in the following formats: Four-Color process (CMYK), RGB, *Pantone® and Black/White.



1 Color + 1 Metallic

O: Solid Metallic PMS8001

Letters: Solid PMS548 or Black



1 Color + 1 Metallic + K/O

Background: Solid PMS548 or Black

O: Solid Metallic PMS8001

3.2 BLACK & WHITE OPTIONS



1 Color + Tint

O: 40% Tint of Black or PMS548

Letters: Solid Black or PMS548



1 Color + Tint w/KO

Background: Solid Black or PMS548

O: 40% Tint of Black or PMS548

Letters: KO to white



1 Color (Line Art)

O: Solid Black or PMS548

Letters: Solid Black or PMS548



1 Color (Line Art) + K/O

Background: Solid Black or PMS548

O: K/O's to white

Letters: KO to white

The Frutiger Type Family

Frutiger is a sans serif font with classic letterform proportions. It is for this reason that Frutiger has excellent legibility across all media. It is modern without being cold. The soft curves of its design give our communications a warmer more humanistic quality.

We recommend Frutiger for all our communications.

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?*

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?*

Frutiger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?***

type

Primary Typeface (for print, advertising and display)

Frutiger is the primary typeface for Epicor. It features a number of weights and thicknesses including normal, italic and bold versions. This provides maximum flexibility for various applications. Frutiger Light should be used as the primary face for most Body copy. For emphasis, use Frutiger Bold and Extra Bold. For added flexibility (or when space constraints require) use the Frutiger Condensed typefaces.

Secondary Typeface (for Word processing, Powerpoint presentations or online)

Arial or Helvetica (a system font) is the preferred typeface for general useage such as text in letters, electronic templates, legal documents, Powerpoints, etc.

Incorrect Usage of the Epicor wordmark

The examples below demonstrate improper uses of our wordmark. These examples are improper because of illegibility, inconsistency, and inappropriate tone.

Over time we will become more familiar with how best to implement our identity. We may then find new examples for this page. The idea is to improve our communications, not police them.



Don't
alter the placement of colors.



Don't
use any colors not specified in these guidelines.



Don't
recreate the wordmark using type.



Don't
distort the wordmark in any way.



Don't
place the wordmark in a containment shape.



Don't
place the wordmark on an active pattern.



Don't
place the wordmark on a substrate or background that results in inadequate contrast.



Don't
apply unauthorized visual elements to the wordmark.

Product Names

Below is a list of frequently used product names and the corporate name as they should appear in first use and second use:

| First Use | Second Use |
|--|---------------------------|
| Epicor [®] Software Corporation | Epicor Software or Epicor |
| Epicor [®] Avanté™ | Avanté |
| Epicor [®] Clientele [®] | Clientele |
| Epicor [®] CRS | Epicor CRS |
| Epicor [®] DataFlo™ | DataFlo |
| Epicor [®] Enterprise | Epicor Enterprise |
| Epicor [®] iScala | iScala |
| Epicor [®] Manage 2000 [®] | Manage 2000 |
| Epicor [®] ManFact™ | ManFact |
| Epicor [®] Vista™ | Vista |
| Epicor [®] Vantage [®] | Vantage |

Each product name should appear with the appropriate trademark symbol in its first mention within a document or in its first mention on each Web page. Avoid possessive or plural form of the product name. On first use and whenever possible, treat the product name as an adjective followed by a generic term such as “software” or “solution.”

When using any Epicor product the following legal copy must appear in a legible type size: “[Product Name] is a registered trademark of Epicor Software Corporation” or “[Product Name] is a trademark of Epicor Software Corporation.”

The corporate name should appear as “Epicor[®] Software Corporation” at its first mention within a document or at its first mention on each Web page. Subsequent use of the corporate name may appear as Epicor or Epicor Software.

Examples

Correct: Manage 2000 software is designed for enterprise-wide impact.
Incorrect: Manage 2000 is designed for enterprise-wide impact.

Correct: Epicor Vantage software is designed for enterprise-wide impact.
Incorrect: Epicor’s Vantage is designed for enterprise-wide impact.

Correct: Epicor Enterprise suite is designed for enterprise-wide impact.
Incorrect: Enterprise Suite is designed for enterprise-wide impact.

Correct: Epicor Enterprise suite is designed for enterprise-wide impact.
Incorrect: Enterprise Suite is designed for enterprise-wide impact.

Logos

Color Specifications

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Process Colors (CMYK)

Blue:C100,M18,Y00,K65

Gray:C00,M00,Y00,K56

RGB

Blue:R0,G51,B102

Gray:R153,G153,B153

HEX (Web)

Blue:003366

Gray:9999

Sample logos: 2 color and 1 color versions. We hope to have provided ample variations of the solution and product logos. Below are the preferred variations. However, all approved versions are available at corporate communications' resource library at <http://aurora/sites/corpcomm>



The following formats are available for all product and solution logos. If you have a particular size requirement, contact Corporate Communications by e-mail at identity@epicor.com.