



IDEAS™
A SAS COMPANY

DRIVING BETTER REVENUE

Corporate Communication Guide

Version 2012.1 / Internal Use Only

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Using this Guide

The IDeaS Corporate Communication Guide, otherwise known as IDeaS CC Guide explains the proper use of IDeaS corporate identity and communication guidelines. It covers proper usage of our logos, design elements, typography, and examples of standard business communications.

In the event you wish to produce your own communications, you will be responsible for meeting certain standards of excellence for graphics and logo use and written communication prescribed by IDeaS Revenue Solutions. We trust that you share our commitment to the total quality and consistency of IDeaS corporation's identity, brand, and image. Therefore, we offer these clear and concise graphic and communications criteria to assist in your pursuit of that goal. Close observance of these guidelines will not only increase our communication effectiveness, but will also keep it well within the mission of maintaining the image that is IDeaS.


The IDeaS' CC Guide is updated on a quarterly basis and is available on Salesforce.com > Content > Workspace/Marketing > CCGuide_Internal. Should you have a question about usage of any piece of the standards, or if an external source has a question, please contact Kari Koob, IDeaS Marketing Manager, kari.koob@ideas.com.

Company Names

General communication, refer to IDeaS as:

- ◆ **IDeaS Revenue Solutions** 1st mention in all communication
- ◆ **IDeaS - A SAS COMPANY** 2nd mention in all communication.
 - » If an IDeaS_SAS logo is not present within a document, please use IDeaS - A SAS COMPANY in the 1st mention of the content. (e.g. Email signature does not have the IDeaS_SAS logo so must mention IDeaS – A SAS COMPANY in the signature.)
- ◆ **IDeaS** 3rd mention in all communication.
- ◆ Legal name for financial communication, refer to IDeaS as:
Integrated Decisions and Systems, Inc. (IDeaS)

Usage Examples

 Incorrect Usage:	Correct Usage:
IDEAS	IDeaS or IDEAS
Ideas	IDeaS or IDEAS
IDeaS, Inc.	IDeaS or IDEAS
Ideas Revenue Optimization	IDeaS Revenue Optimization
IDeaS Revenue Optimization, Inc.	IDeaS Revenue Optimization
IDeaS a sas company	IDeaS – A SAS COMPANY
Integrated Decisions and Systems	Integrated Decisions and Systems, Inc. (IDeaS)

Copyright Statement

© 2012 Integrated Decisions and Systems, Inc. (IDeaS)

Integrated Decisions and Systems, IDeaS - A SAS COMPANY, IDeaS Revenue Solutions, Driving Better Revenue, IDeaS Revenue Optimization, IDeaS, the IDeaS – A SAS COMPANY logo, IDeaS Revenue Management System, IDeaS Pricing System, IDeaS Forecasting Management System, IDeaS Car Park Revenue Management System, IDeaS for Success, IDeaS for Success Start, IDeaS for Success Coach, IDeaS for Success Care, are trademarks or registered trademarks of Integrated Decisions and Systems, Inc. in the United States and other countries worldwide. All other trademarks are the property of their respective owners.

Products & Module List

Product Names

- ◆ IDeaS Revenue Management System (RMS)
- ◆ IDeaS Pricing System (PS)
- ◆ IDeaS Forecasting Management System (FMS)
- ◆ IDeaS Car Park Revenue Management System (CPRMS)
- ◆ IDeaS for Success, IDeaS for Success START, IDeaS for Success COACH, IDeaS for Success CARE

Examples of IDeaS RMS Module Trademarks

- ◆ Group Pricing
- ◆ Best Available Rate
- ◆ Centralized Control
- ◆ Budget

Product and Module Mentioned Together

- ◆ IDeaS RMS BAR Module or RMS Best Available Rate (BAR) Module

RMS System Name Written Usage Standard

- ◆ IDeaS RMS
 - » **1st mention:** IDeaS Revenue Management System (RMS)
 - » **Acceptable 2nd Mention:** IDeaS RMS
- ◆ IDeaS PS
 - » **1st mention:** IDeaS Pricing System (PS)
 - » **Acceptable 2nd Mention:** IDeaS PS
- ◆ IDeaS FMS
 - » **1st mention:** IDeaS Forecasting Management System (FMS)
 - » **Acceptable 2nd Mention:** IDeaS FMS
- ◆ IDeaS CPRMS
 - » **1st mention:** IDeaS Car Park Revenue Management System (CPRMS)
 - » **Acceptable 2nd Mention:** IDeaS CPRMS

Corporate Contact

The company's contact information should always be stated as follows:

Company Name	IDEaS Revenue Solutions
Address, Suite Number	8500 Normandale Lake Blvd, Suite 1200
City, State Postal Code	Minneapolis, MN 55437
Phone Number	+1 952 698 4200
Fax Number	Fax +1 952 698 4299
URL	www.ideas.com

(Character spaces, not dashes, are used between the area code and prefix of each number. This will appear the same on your business cards and in your email signature.)

www.ideas.com is our URL, not ideas.com. Always refer to this when referring people to our web site.

E-Mail Signatures

E-Mail signatures should be formatted as follows:

Your Name

[Strong/Bold Arial 11pt]

Your Job Title

[Normal Arial 8pt]

IDEaS – A SAS COMPANY

[Normal Arial 8pt]

HQ Office: +1 ### ### ####

[Normal Arial 8pt + tab + Normal Arial 8pt]

Direct: +1 ### ### ####

[Normal Arial 8pt + tab + Normal Arial 8pt]

Fax: +1 ### ### ####

[Normal Arial 8pt + tab + Normal Arial 8pt]

Email: firstname.lastname@ideas.com

[Normal Arial 8pt + tab + Normal Arial 8pt]

* Hyperlink email address text to the following URL:

<mailto:firstname.lastname@ideas.com>

Web: www.ideas.com

[Normal Arial 8pt + tab + Normal Arial 8pt]

* Hyperlink www.ideas.com to the following URL:

<http://www.ideas.com>

Other rules:

- ◆ Email body & signature Text color BLACK only.
- ◆ Email background color SOLID WHITE only (no patterns).

Correct Example:

Kari Koob

Marketing Manager

IDEaS – A SAS COMPANY

HQ Office: +1 952 698 4200

Direct: +1 952 698 4249

Fax: +1 952 698 4299

Email: kari.koob@ideas.com

Web: www.ideas.com

Incorrect Example:

Kari Koob

Marketing Manager

Ideas, Inc.

www.ideas.com

(952) 698-4249

Fax: (952)698 4299

email me at kari.koob@ideas.com

E-Mail Signature Buttons

IdeaS employees have the option to add social networking buttons below their email signatures. If you choose to use one of the social media icons, the following are available for use and may be downloaded.



Get the button here:

<https://na1.salesforce.com/sfc/#version?selectedDocumentId=06930000001Dp5m>



Get the icon here:

<https://na1.salesforce.com/sfc/#version?selectedDocumentId=06930000001Dp5w>



Get the icon here:

<https://na1.salesforce.com/sfc/#version?selectedDocumentId=06930000001Dp5h>

Instructions on adding hyperlinks to the icons can be seen in the below procedure.

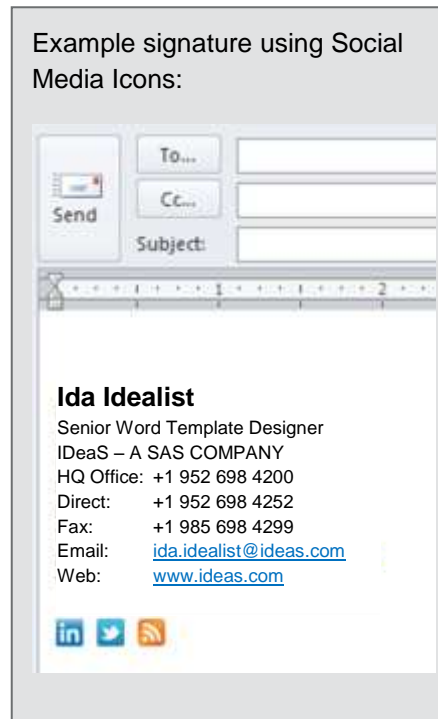
How to create your E-Mail Signature in Microsoft Outlook

Note: A 4-minute video demonstration of these steps is available for viewing in Salesforce Content here:

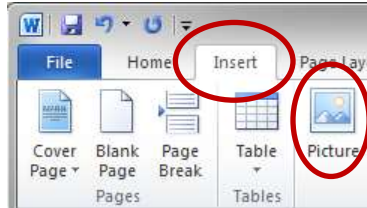
<https://na1.salesforce.com/sfc/#version?selectedVersionId=06830000001J6y8>

1. Download the **FY11 IDeaS Email Signature Template** from Salesforce Content to your computer (*Workspace: Marketing, Tag: email signature*) – save it somewhere temporary where it is easy to find. You won't need to keep the file there permanently – Here's a link to the file in Salesforce:
<https://na1.salesforce.com/sfc/#version?selectedDocumentId=06930000000bo3M>
2. ****Skip to step 4 if not using social media icons in your signature****
3. Download the social media icons linked above that you'd like to use to your computer (somewhere temporary that they can be found easily, you won't need to keep them there).
4. Open FY11 IDeaS Signature Template.dot (downloaded in step 1) in Microsoft Word



Example signature using Social Media Icons:

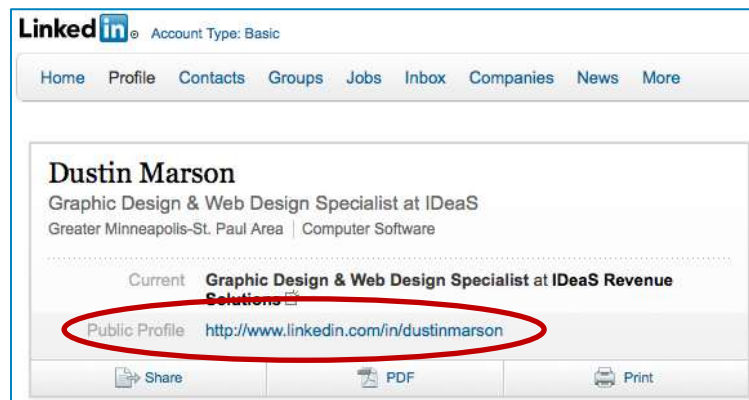





6. Update the name, title, phone numbers, and email address with your information. Phone number lines may be added or removed as needed.
 - a. If the email address doesn't automatically hyperlink, select it and right-click, choose "Hyperlink" in the menu that appears. Add the email address to the Address field and click OK.
7. ****Skip to step 10 if not using social media icons in your signature****
8. Enter a line after the last line in the signature (the website address)
9. Go to the **Insert** tab and click the **Picture** button



- a. Choose the first icon you want from the icons downloaded in step 3.
- b. Hit the space bar twice so that there is a space between the first icon and the next icon.
- c. Repeat steps a and b to add more icons.
- d. You may need to select the line of icons and remove the text underline in the text formatting toolbar before proceeding to the next steps to add hyperlinks.
- e. To add a hyperlink, select your first icon and right-click on it. Choose the Hyperlink option in the menu that appears
- f. Add the URL you want the icon to go to in the Address field and click OK. Here are some URLs you can use for the icons:

- i.  **LinkedIn Company Page** (<http://www.ideas.com/linkedin>) goes to our Company page on LinkedIn
- ii.  **Your LinkedIn Public Profile** (find this by going to your LinkedIn page, and there will be a "Public Profile" url under your name as shown below:



- iii.  **IDEaS Twitter Page** (<http://www.ideas.com/twitter>)
 - iv.  **Your Twitter Page** – usually www.twitter.com/yourusername
 - v.  **IDEaS RSS Feeds Page** (<http://www.ideas.com/rss-feeds>)
- g. Proceed to Step 10 once your Icons have all been inserted and hyperlinks have been added

10. **Select all (Ctrl A)** in the template and **Copy (Ctrl C)**



11. **Open Microsoft Outlook**
 12. Click the button to write a new email message. On the **Message** tab, in the **Include** group, click **Signature**, and then click **Signatures**.



13. On the **E-Mail Signature** tab, click **New**.
 14. Type a name for the signature, and then click **OK**.
 15. In the **Edit** signature box, **Paste (Ctrl V)** the text & buttons that you copied from the template.
Note: Text, email signature buttons and hyperlinks can be added or changed in the future using this screen.
 16. To finish creating the signature, click **OK**.

Insert a Signature into a Message

Signatures can be added automatically to all outgoing messages, or you can choose which messages include a signature.

Note: Each message can contain only one signature.

Insert a signature automatically

1. On the **Message** tab, in the **Include** group, click **Signature** and then click **Signatures**.



2. Under **Choose default signature**, in the **E-Mail account** list, click an email account with which you want to associate the signature.
3. In the **New messages** list, select the signature that you want to include.
4. If you want a signature to be included when you reply to or forward messages, in the **Replies/forwards** list, select the signature. Otherwise, click **(none)**.

Insert a signature manually

1. In a new message, on the **Message** tab, in the **Include** group, click **Signature** and then click the signature that you want to use in that message.



IdeaS E-Mail Etiquette

1. **Do not leave the Subject: field blank or generic.** Always fill in the subject field with a brief and concise description of the content of your email. This is very important in helping those you communicate with organize and manage their email.

- ◆ **Please use the following IdeaS email subject line protocol when e-mailing to IdeaS staff members.**

Benefits for using IdeaS email subject line protocol:

- » To make it easy for team members to get a high level view of which chain, hotel and topic a mail relates to from the Outlook mail subject line
- » To make it easy for mails to be sorted in Outlook based on the chain, hotel and topic
- » To allow team members to use Outlook rules to automatically sort and file mails upon arrival

- ◆ **IdeaS Email Subject Line Protocol**

- » Mails that refer to a specific client or client site (even if the matter is entirely internal)
- » HI/Amsterdam – FPLOS Upload Question
- » VEN/Macau – Training Materials

If you are not sure about the chain code to use, please go to the account page in SFDC and look under Client Information/IdeaS Property Code. If there is no specific chain code assigned you will find the code 'IND' (Independent) assigned – this is used as follows:

- » IND/Perdido Beach Resort – Change in Group Business Practice

Note that there is no space either before or after the '/' symbol.

- ◆ **Mails that refer to a specific internal tool or team:**

- » SFDC/Revision to Dashboards
- » CARE/Increased case volume in June 2008
- » PM/Change in standard project timelines

- ◆ **Mails that refer to an IdeaS Product or Service:**

- » V5i/Alerts Module – Follow up on enhancement request
- » CPP/Additional module now available
- » NHSSP/Use of Auto Correcting Forecasts

- ◆ **Mails that refer to a general internal process or issue:**

- » INT/email Subject Line Protocol Reminder

2. **Do not type in all caps.** Typing in all caps is considered yelling or screaming online. Various studies on the topic reflect that it is more difficult and takes longer to read text that is typed in all caps.
3. **Do not format your email with colored text and background colors or images.** Formatting could make your emails difficult to reply to, having to convert your email to plain text first. Do not use large background graphics that take time to download and convert. Please keep to the IdeaS standard e-mail signature format on page 6.
4. **Use the BCC field when sending bulk email.** If you're sending email to a whole list of people, put their email addresses in the BCC field. That way, the privacy of the recipient is respected, and spammers cannot harvest the email addresses for their dastardly purposes.

Social Media Guidelines

Guidelines and Recommendations

Before participating in social media as an IDeaS employee, please read and understand SAS' Social Media Guidelines and Recommendations found on the SWW site at: <http://smteam.sas.com/mp/Social-Media/default.aspx> (cut and paste URL into SWW once you are logged in).

Social Media examples: Microblogging (Twitter), Blogging, Social Networks (LinkedIn, Facebook), Video and Podcasting.

General Principles

- ◆ People are talking about IDeaS online whether we are there or not. It's good for IDeaS employees to participate in those conversations provided we do it in a way that reflects well on IDeaS, is respectful of the standards of the online community. Please follow the Social Media Guidelines and Recommendations suggested by SAS:
 - » Social Media Guidelines and Recommendations
<http://smteam.sas.com/mp/Social-Media/default.aspx>
 - » Online Conduct Guidelines
http://sww.sas.com/isd/conduct_guidelines.html
 - » Behavior & Computer use
<http://hr.na.sas.com/policies/default.aspx>
- ◆ We trust IDeaS employees to represent IDeaS online in a professional manner, the same way we trust them to do it in the real world.
- ◆ Don't talk about customers, partners or vendors; reveal private or proprietary information, intellectual property, pricing, details of customer installations or anything else that could harm our business or business relationships. The exception: You can link to content on www.ideas.com that references customers, like client success stories and press releases.
- ◆ When you participate in social media, you are speaking for yourself, not on behalf of the company. Be sure to make that clear. And know that you are responsible for your actions.
- ◆ If you have a specific questions or discussion that you would like to post on a Social Network site and are not sure if the question is suitable, please make sure to review and get approval from your manager before posting.
- ◆ Before posting anything always ask yourself, "Is this something I don't mind our competitors viewing and or passing on?", because if they have an opportunity to review and send along they will.
- ◆ **LAST BUT NOT LEAST... IF YOU WOULDN'T SAY IT IN A CROWDED ROOM FULL OF STRANGERS, DON'T SAY IT ONLINE.**

Following & Commenting on Blogs

One of the simplest and most effective ways to become part of the online dialogue in your area of interest is to read the influential blogs in your field and comment on those blogs as appropriate. If you have something of value to offer that is more than just a SAS/IDeaS sales pitch, go ahead.

Be transparent and identify yourself as an IDeaS employee, which you can do in a conversational way (for example, “I work for IDeaS Revenue Solutions and wanted to offer my perspective” or “I’m a product manager at IDeaS and came across this article in the course of my reading”). Be concise and give useful information. Be polite and respectful if offering a differing opinion. If you have the opportunity to leave a URL in your comment, you can link to relevant pages on www.ideas.com or your personal blog if you have one.

Remember that a primary goal is to drive traffic back to IDeaS-controlled websites whenever practical. Don’t be argumentative or defensive. If you are not sure the best way to respond to a negative or inaccurate comment regarding SAS/IDeaS, check with **Dave Thomas, SAS social media manager**.

Don’t disclose intellectual property, talk about pricing, mention customers, partners, or vendors by name or in a way that would make it possible to determine who they are, give details of their individual deals and installations or reveal any other business-critical information.

The exception: If you see a client mentioned in a IDeaS press release, client success story or other official IDeaS communication, you’re welcome to share that information by linking to the IDeaS page where that item is found and refer to it in simple terms already used in that piece. Just don’t add any information that isn’t included in the approved piece.

LinkedIn Recommendation Policy

Employee Recommendations

IDeaS Revenue Solutions has a neutral reference policy, meaning we only release name-title-dates of employment. ALL past or present IDeaS employees are **PROHIBITED** to post a LinkedIn Recommendation to any and all past or present IDeaS employee(s).

Client, Partners, or Vendor Recommendations

IDeaS employees are **PROHIBITED** to post a LinkedIn Recommendation to any and all past or present Client, Partners, or Vendor. Don't disclose intellectual property, talk about pricing, mention clients, partners, or vendors by name or in a way that would make it possible to determine who they are, give details of their individual deals and installations or reveal any other business-critical information.

The exception: If you see a client mentioned in a IDeaS press release, video, case study or other official IDeaS communication, you're welcome to share that information by linking to the IDeaS web page where that item is found and referring to it in simple terms already used in that piece. Just don't add any information that isn't included in the approved piece.

Boilerplate & Product Description

About IDeaS

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries.

While we've been serving the hospitality industry for over 20 years, we've also been called on by industries as far-ranging as parking, airlines, transportation and event ticketing.

IDeaS was acquired in 2008 by [SAS](#), the leader in business analytics software and services, and the largest independent vendor in the business intelligence market.

Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Australia and Asia.

No matter what we're working on, our goal is to make revenue management so user-friendly, insightful, and profitable that revenue management professionals wouldn't think of going back to the old way of doing things. We look forward to talking with you and working to exceed all your expectations.

IDeaS Revenue Management System

Optimized revenue and profits are generated when hotels can understand, anticipate and capitalize on consumer behavior.

IDeaS Revenue Management System is a breakthrough for hospitality organizations looking to make an immediate impact on their company's bottom line. Having established itself at the forefront of hotel revenue management software, IDeaS is relentless about finding ways to provide hoteliers sharper, faster, more insightful ways of looking at their data. If knowledge is power, at its core IDeaS Revenue Management System is about giving its clients more control over their destiny.

IDEaS Pricing System

As major hotel brands raise the bar by deploying simplified revenue management tools for their limited-service properties, other brands and ownership groups of similar properties are finding it tough to compete.

If there is one thing a property can do to impact the bottom line, it is to improve pricing and make sure rates are distributed. Global brands have raised the bar in the limited service segment by offering easy-to-use tools to help franchisees tackle pricing at the property level. Hotel chains, groups, and independent properties without access to these proprietary tools now have a way to compete with IDEaS Pricing System™ (PS). Simply put, IDEaS PS enables busy hotel managers to set the best available rates, easily push them into distribution channels and then provide dependable forecasts and reports.

IDEaS Forecasting Management System

If manual forecasts are causing a lack of clarity for your hotel, or you're struggling to gain an accurate view of your data, you might consider IDEaS Forecasting Management System.

IDEaS Forecasting Management System is specifically designed to provide hoteliers with a clear vision to their data, bringing accuracy and consistency to the forecasting and reporting process. Using proven forecasting methodology, we incorporate uncertainty and specialized algorithms that allow for automated updating of forecast patterns based on recent trends through pattern recognition technologies.

IDEaS Car Park Revenue Management System

First-of-its-kind automated and self-learning revenue management system designed to stimulate demand, improve capacity utilization and increase revenues and profitability for the parking industry.

IDEaS Car Park Revenue Management System is designed to assist the car parking industry with understanding, anticipating and reacting to parking consumer behavior in order to optimize revenue and profits. The IDEaS Car Park Revenue Management System maximizes revenues by stimulating demand, capturing the demand at the right price and improving the utilization of available capacity.

IDeaS Consulting

Modeling custom solutions to drive better revenue.

All companies—no matter how successful—struggle with revenue challenges. Some strive to better forecast demand and optimize prices, while others are looking to find new revenue streams or reverse declining results. Within Hospitality and beyond, IDeaS has helped more companies than any other revenue management firm consistently drive better revenue. As a wholly owned subsidiary of SAS Institute, we apply the most advanced science available; develop customized yet practical strategies; and most important, get measurable results.

IDeaS for Success

Work with a true partner. Not just a software vendor.

We think of IDeaS Services as the people behind the software - people who understand and genuinely care about the hotel business. Most companies offer their software as-is and are only willing to help for a hefty fee. If that's what your needs are, of course we can deliver our software and let you run with it. However, we've found that most hotels, even the internationally famous ones, do not fall into this camp.

The Services team works under the premise that anyone can offer software. It's how you implement them that counts. They don't consider the job done until your software is fully functional and you and your employees feel completely at ease with it.

IDeaS for Success is a project management and client services program that ensures the successful implementation, continuing support and return on investment of IDeaS' industry leading software.

To ensure thorough, flawless implementation, comprehensive training and employee retention, IDeaS for Success is delivered by three methods: **START**, **COACH** and **CARE**.

Paper System

The most visible kind of communication for any organization is its paper system. The letterhead, envelopes, and business cards are often the first projection of our corporate image and identity.

Our paper system includes:

- ◆ Business Cards
- ◆ Letterhead
- ◆ No.10 Envelope

Inventory of Paper System

Any changes to the paper system will be made and approved by IDEaS Marketing. Ordering materials other than those listed above and/or making any changes to the materials listed above must be approved by IDEaS Marketing.

Paper System Standard Template Examples

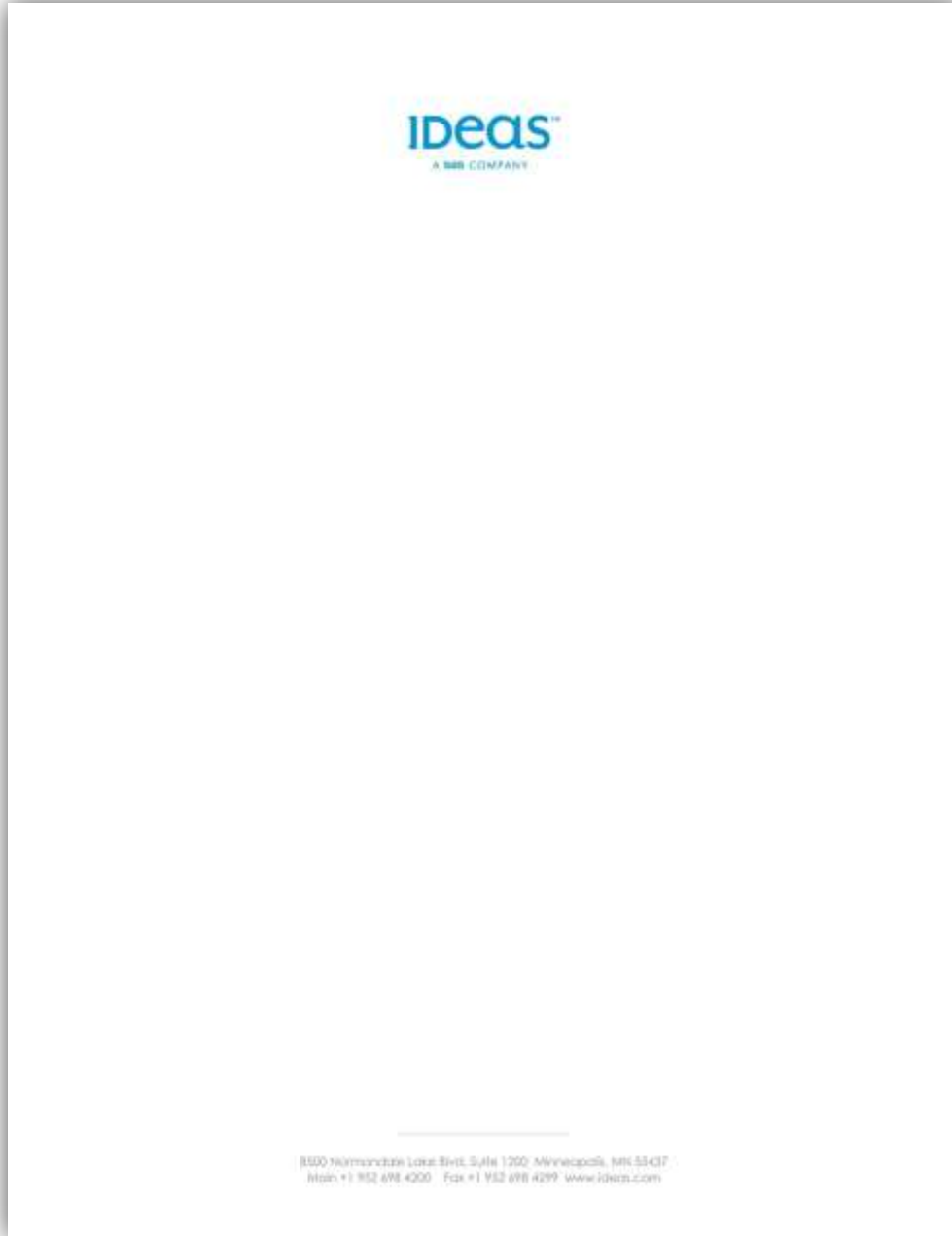
Business Cards



Note: Singapore office business cards follow the SAS brand template.

Letterhead

Available for all regional offices, only change to artwork is mailing address, main phone/fax on bottom of page, and trim size. Should be offset printed and must adhere to standard colors.



Envelopes

Available for all regional offices, only change to artwork is address and main phone/fax on bottom of page. Should be offset printed and must adhere to standard colors.



Marketing Materials in Salesforce (SFDC) Content Workspaces tab

What is the purpose of sharing marketing content? SFDC Content will help IDEaS Marketing provide the most up-to-date, relevant marketing documents, schedules, and assets to IDEaS employees. SFDC Content will also help IDEaS Marketing determine which materials are most effective and frequently used by IDEaS Employees in order to prioritize updates and determine the type of new content needed by the organization.

Marketing Reports

- ◆ Mulberry Activity Report
- ◆ SEO_Report [Search Engine Optimization]
- ◆ **Content Pack: Marketing Guides, Reports & Plans**
- ◆ **Content Pack: Internet Marketing Competitor Analysis Reports**

Marketing Guides

- ◆ CCGuide_External
- ◆ CCGuide_Internal
- ◆ MPR_How_To
- ◆ New Hire_Mktg Presentation

Marketing Assets

- ◆ 2011 Press Release Archive
- ◆ FY11 Prospect Newsletter
- ◆ FY11 Monthly Update – Client Newsletter
- ◆ **Content Pack: IDEaS Client Success Stories**
- ◆ **Content Pack: IDEaS Brochures Content Pack**
- ◆ **Content Pack: IDEaS Data Sheets**
- ◆ **Content Pack: IDEaS White Papers**
- ◆ **Content Pack: IDEaS Major Events Reports**

IDEaS Templates

- ◆ Letterhead
- ◆ Memo
- ◆ Fax
- ◆ Word Documents
- ◆ PowerPoint Presentations
- ◆ IDEaS 2011 PowerPoint Template Training Presentation
- ◆ IDEaS 2011 Word Template Training Presentation
- ◆ **Content Pack: IDEaS Doc & PPT Template**
- ◆ **Content Pack: IDEaS Client & Partner Logo Slides**

IDEaS Corporate & Product Logos

- ◆ **Content Pack: IDEaS Corporate & Product Logos**

IDEaS Staff Photos

- ◆ **Content Pack: Content Pack: Staff Photos Low- Resolution for Web/Email/PPT**
- ◆ **Content Pack: Staff Photos High-Resolution**

How to search for a specific piece of content?

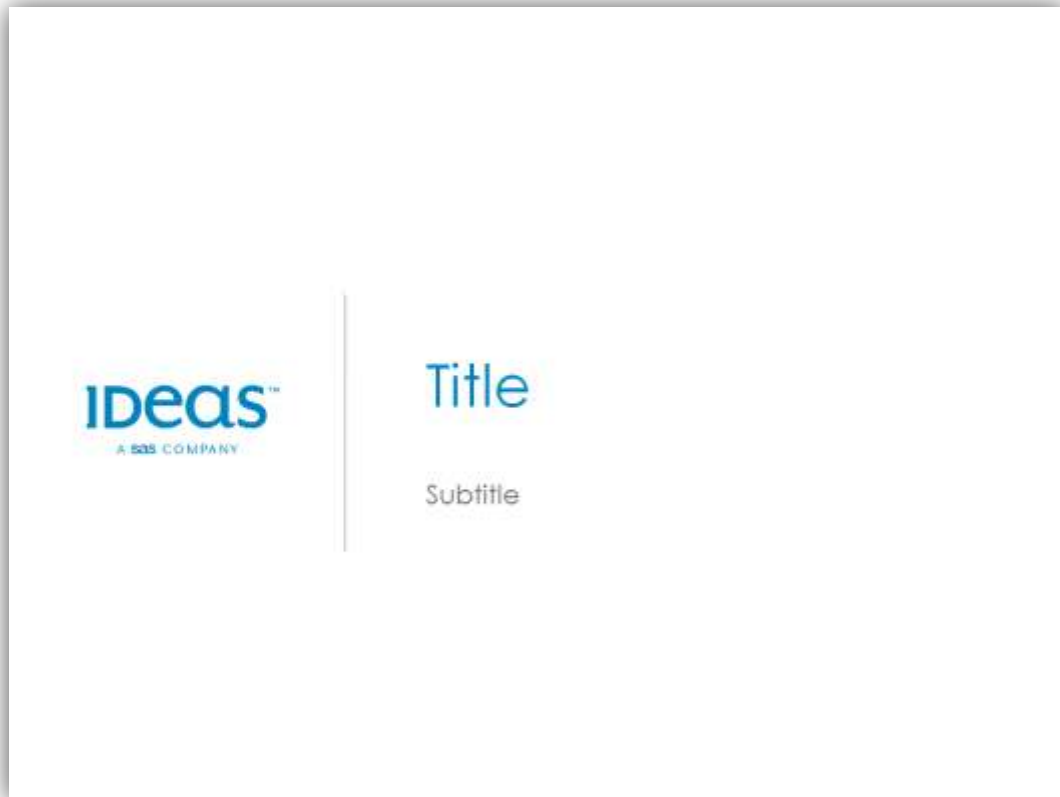
The powerful SFDC Content search engine scans the entire body of the document as well as content properties such as the title, description, tags, categorization data, and author name. You can filter searches by featured content, file format, author, tags, workspaces, or custom fields and then view the results with various levels of detail, providing an easy way to find relevant content quickly. The “smart bar” graphic for downloads, comments, ratings, and subscribers allows you to compare documents within a search result set.

Electronic File Templates

PowerPoint Presentation Templates

Salesforce.com > Content > Workspace/Marketing > FY11 IDeaS PowerPoint Template

Title Slide



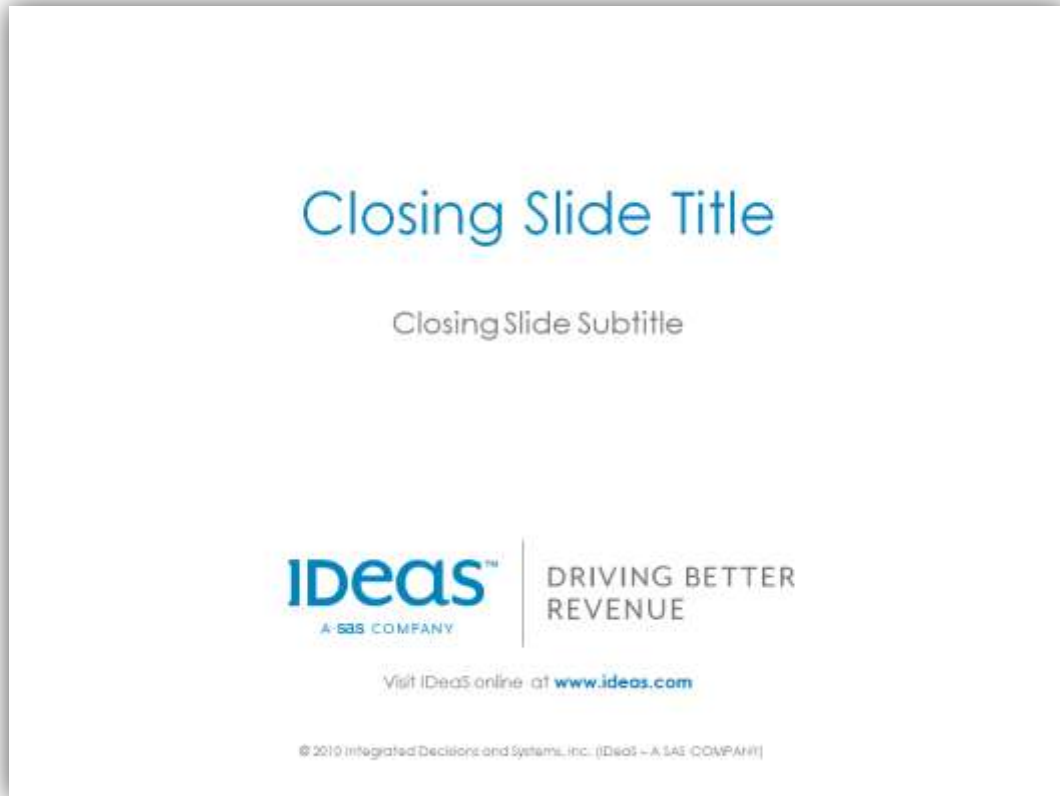
Standard Content Slide



Section Heading Slide



Closing Slide



Holding Slides

These slides should be used at the beginning of your presentation – Leave a holding slide on screen while setting up, as attendees come into the room, or while you are giving introduction prior to going to the presentation's title slide. There are currently three options available.



Word Documents

Salesforce.com > Content > Workspace/Marketing > FY11 IDEaS Word Template

A standard Word document template is provided for electronically distributed documents, procedures, proposals, etc. Use the heading and text styles within the document so that all communications are consistent.



Salesforce.com > Content > Workspace/Marketing > FY11 IDEaS Word Template No Cover

An alternate template with no cover page is also available. All heading and text styles are the same so you can easily copy/paste content between templates. The header and footer is slightly different from the template with cover.



Salesforce.com > Content > Workspace/Marketing > FY11 IDEaS Letterhead Template

A standard Word document template is provided for letter format documents only.



Standard Logos & Usage Guidelines

Approved IDEaS Logos

IDEaS Logo Approved Color Separations

The IDEaS logo must always be clearly visible and positioned so as to endorse all marketing communications. Here are some color separation scenarios that are acceptable:

- ◆ **IDEAS BLUE** and **IDEAS GRAY** on light backgrounds
- ◆ Ok to substitute both **IDEAS BLUE** & **IDEAS GRAY** with **BLACK** on light backgrounds if color not available
- ◆ Ok to substitute both **IDEAS BLUE** & **IDEAS GRAY** with **WHITE** on dark backgrounds
- ◆ It is also ok to use **IDEAS BLUE** and substitute **IDEAS GRAY** with **WHITE** on darker backgrounds in instances where **IDEAS BLUE** remains clear and stands out from the background

IDEaS Logo Approved Layouts and SFDC Filenames:

<p><i>Filename:</i> <i>Logo_IDeaS_A_SAS_COMPANY-Stacked</i></p> 	<p><i>Filename:</i> <i>Logo_IDeaS_REVENUE_SOLUTIONS-Stacked</i></p> 
<p><i>Filename:</i> <i>Logo_IDeaS_A_SAS_COMPANY-Stacked+Tag</i></p> 	
<p><i>Filename:</i> <i>Logo_IDeaS_REVENUE_SOLUTIONS-Stacked+Tag</i></p> 	
<p><i>Filename:</i> <i>Logo_IDeaS_NO_DESCRIPTOR+Tag</i></p> 	
<p><i>Filename:</i> <i>Logo_IDeaS_NO_DESCRIPTOR</i></p> 	

Clear Space

The IDeaS logos require a set ratio of clearspace around them to ensure they are always distinct from other graphic elements.

The area of non-interference for:

- ◆ **Print & Physical Display** is defined in square units as on 1/2 the height of the largest capital letter
- ◆ **Electronic Display** is defined in square units as 1/4 the height of the largest capital letter.



Size and Formats

The logo must always be clearly visible and positioned so as to endorse all marketing communications. In order to maintain its integrity, the logo must never be altered, distorted or adjusted in any way, either digitally or photomechanically (see pg 29).

Print Reproduction Guidelines

Reproduce the logo at 300 dpi using vector artwork (EPS or PDF file formats) to avoid pixelation. The minimum sizes are shown below. In each logo there is a smallest text element, 8pt is the optimal minimum size, a 6pt minimum is allowed only if it is still readable on its media. For print applications that require rasterized artwork, use TIF format and a resolution of at least 300dpi. Never use a 72dpi JPG, GIF, or PNG for printing.

Electronic Reproduction Guidelines

The minimum size is determined in pixels at 72dpi. Again, these sizes are determined so that the smallest text element is readable, usually 6pt to 8pt minimum size. Acceptable file formats for electronic display are JPG, PNG, and GIF.

Minimum Size (measurements)

The below measurements are the minimum size in height that will keep the smallest text in the logo within at least 6pt. size.

Print (300dpi):



Electronic (72dpi):



Incorrect Usage

DO NOT:

1. Create your own logos. All IDEaS logos have been specially drawn and approved. Authorized artwork must be used.

2. Change or redraw any logo elements

3. Change the font in the logo

4. Add other colors to the logo

5. Print the logo in unapproved colors

6. Scale the logo unproportionately

7. Enclose the logo in a box or other shape

8. Reproduce logos smaller than the minimum size or create repeating patterns with the logo

9. Reverse the hierarchy of the logo

10. Add any taglines, phrases or graphics within the clear area, or incorporate the logo into a sentence

11. Place the logo at random angles

12. Apply distortion effects

13. Outline the logo

14. Leave off the TM symbol which indicates the logo is a trademark

Please note: These incorrect usages apply to all IDEaS company, products & services logos, not just the logo shown. Incorrect usage is not limited to this list of common examples. If there is any logo modification being made, contact IDEaS Marketing before use.



Standard Type Styles

The IDEaS corporate logo is made up of one typeface: MrEaves Sans Alternate. A copy of this font is only available by obtaining a license from the publisher.

Mr Eaves Sans Regular Alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Mr Eaves Sans Bold Alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Standard typestyle for documents

Century Gothic is the standard typestyle for all headings in IDEaS template documents. Body text should be Arial. Long papers should use a serif font such as Times or Garamond for easier reading. For business letters, use Arial or Times New Roman.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz


Some basic rules

- ◆ For headlines, a recommended size on 8.5" x 11" is 20pt
- ◆ For sub-heads, a recommended size on 8.5" x 11" is 16pt
- ◆ For body copy, a recommended size on 8.5" x 11" is 11pt.
- ◆ Try to always support headlines with sub-heads or secondary type.
- ◆ Add emphasis to words within copy by bolding (substitute).
- ◆ Upper and lowercase is preferred to All Caps.
- ◆ Headings and sub-heads should always have initial caps.
- ◆ Keep the number of varying type sizes and fonts within a single document to a minimum. 2-3 variations is generally the best practice.
- ◆ Never apply effects such as shadows or outlines to the typeface.
- ◆ Don't use exclamation marks on headlines.

Standard Color Palette

Our primary color is IDEaS Blue, and it is the color consumers should associate with our brand. But blue is just part of a much broader palette that serves as a spectrum for creating marketing communications with impact. In addition to IDEaS Blue, we also use IDEaS Gray as a secondary color, as well as colors within the tertiary palette as seen below.


Primary Color



IDEaS Bright Blue

- ◆ PMS 7461 C
- ◆ CMYK: 98, 24, 1, 3
- ◆ RGB: 0, 131, 190
- ◆ Web: #0083be


Secondary Color



IDEaS Gray


- ◆ PMS 424 C
- ◆ CMYK: 30, 22, 19, 53
- ◆ RGB: 108, 111, 112
- ◆ Web: #6C6F70

Tertiary Palette




IDEaS Warm Grey

- ◆ PMS Warm Gray 4 C
- ◆ CMYK: 9, 11, 13, 23
- ◆ RGB: 183, 177, 169
- ◆ Web: #B7B1A9




IDEaS Green

- ◆ PMS 7490 C
- ◆ CMYK: 54, 7, 79, 21
- ◆ RGB: 106, 150, 59
- ◆ Web: #6A963B




IDEaS Red

- ◆ PMS 1807 C
- ◆ CMYK: 7, 94, 65, 31
- ◆ RGB: 158, 48, 57
- ◆ Web: 9E3039



IDEaS Orange

- ◆ PMS 152 C
- ◆ CMYK: 0, 62, 100, 0
- ◆ RGB: 225, 112, 0
- ◆ Web: #E17000



IDEaS Dark Blue

- ◆ PMS 2955 C
- ◆ CMYK: 100, 55, 10, 48
- ◆ RGB: 0, 60, 105
- ◆ Web: #003C69