

Accelerate Style

2022 V1.0

KOFAX Accelerate 2022

Speeding Into Your Future



KOFAX Accelerate 2022

**Turbocharge your Digital Transformation
at our 2022 Virtual Conference**

Kofax's premier intelligent automation conference, helping organizations accelerate their digital transformation journeys.

Approved assets

4

Logo Lock-up
Graphic assets

KOFAX Accelerate
2022

KOFAX Accelerate
2022

KOFAX Accelerate 2022

KOFAX Accelerate 2022

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Speeding

Graphic assets

Please refer to the "concept structure" layouts for guidance as to how to use the following images.



Crops



Execution examples

Concept Structure -Accelerate examples

Email And Social Tiles



***Add the "Virtual Conference" header for any comms to external prospective attendees.**

Concept Structure -Accelerate examples

Registration Urgency



Concept Structure

An example of PPT slides



Concept Structure



Speeding

Animated Content examples

Please refer to the “concept structure” layouts for guidance as to how to use the following images.



Speeding

Lower Thirds look

Please refer to the “concept structure” layouts for guidance as to how to use the following images.



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Speeding

Transitions/Cuts

Please refer to the "concept structure" layouts for guidance as to how to use the following images.

wipe 1



wipe 2



These will be filled in as the environment gets populated with the creative assets below

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Event Branding

Screen Shots (WIP)

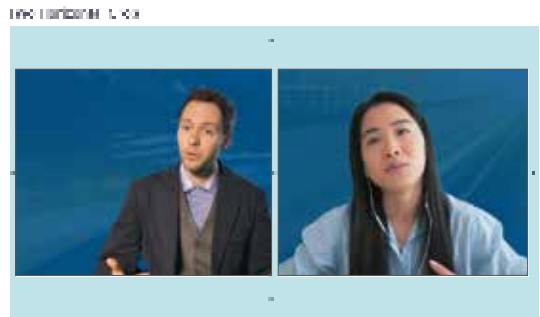
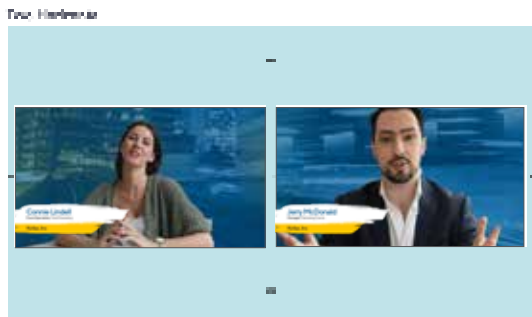
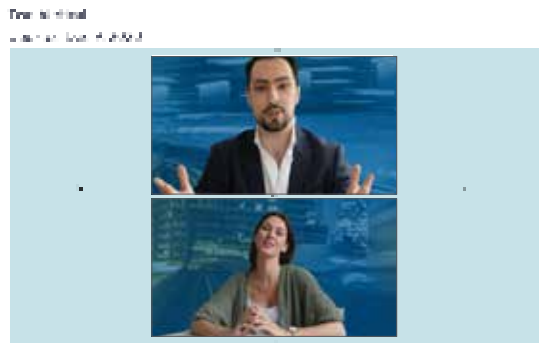
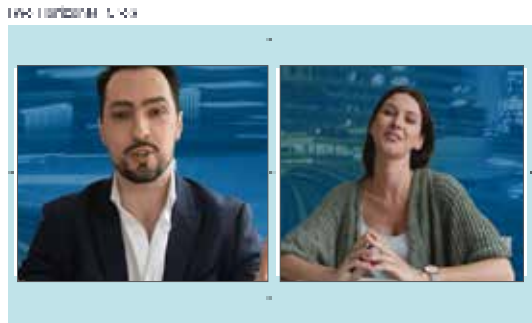
Registration Page complete



Social Live

Layout & Branding (WIP Console Background TBD)

These PIP options will be part of the "run of show" being headed by D> Sontongo and Sid, this is a small sample of PIP options



**Kofax “Whats Your Tomorrow”
...Customer Excellence Awards**

Customer awards (WYT) Talk Box Lock-up



Kofax Customer Excellence Awards General Lock-up

KOFAX

“ ”

2022

KOFAX

“ ”

Customer Excellence Awards

KOFAX

“ ”

Customer Excellence Awards

KOFAX Customer Excellence Awards

“ ”

KOFAX Customer Excellence Awards

“ ”

Customer Choice

KOFAX Customer Excellence Awards

“ ”

Winner

KOFAX Customer Excellence Awards

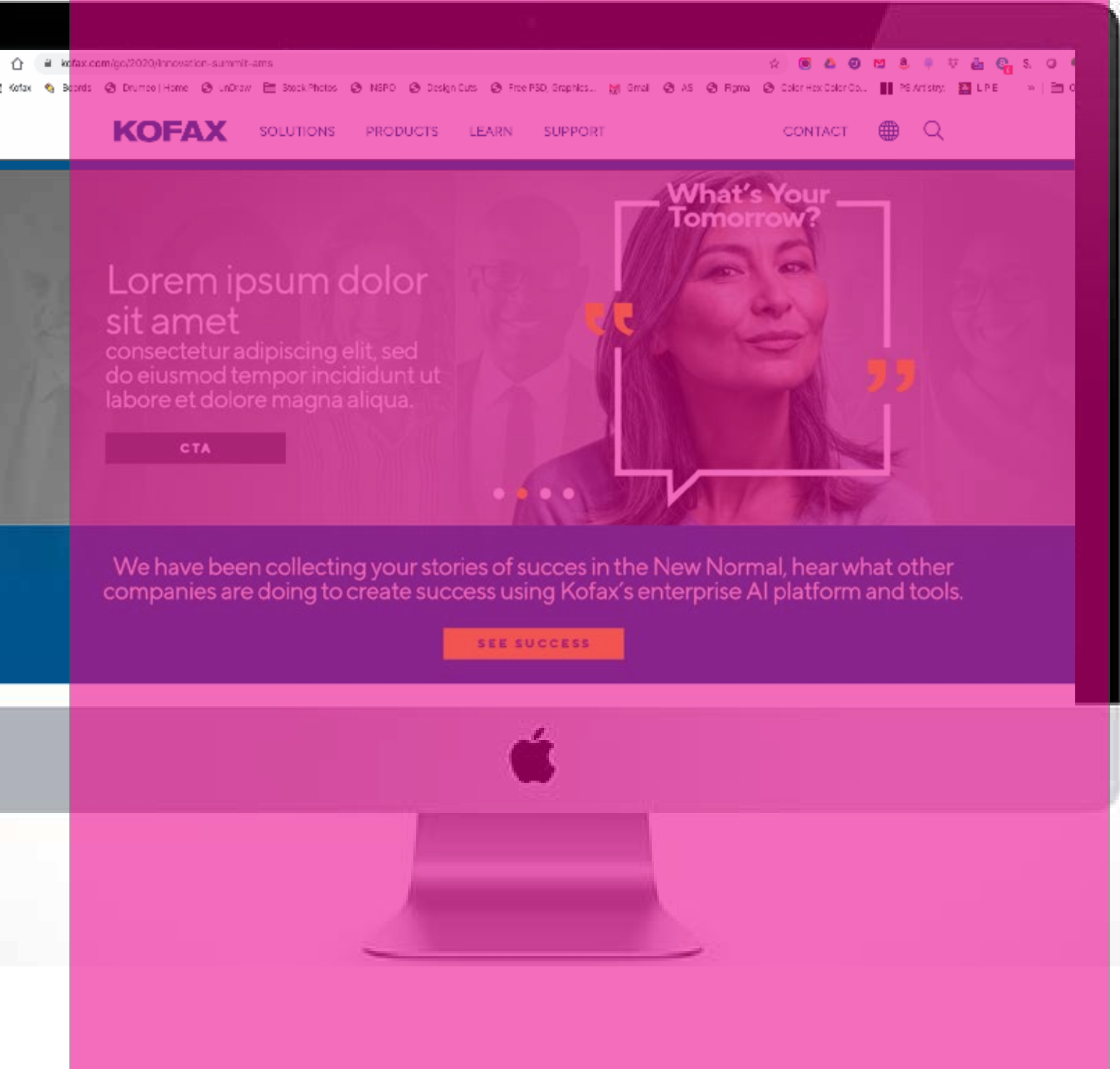
“ ”

Finalist

Kofax Customer Excellence Awards Animated Bumpers



Customer awards (WYT) Look/feel



KOFAX

SOLUTIONS PRODUCTS LEARN SUPPORT

CONTACT



What's Your Tomorrow?

Lorem ipsum dolor sit amet

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA

We have been collecting your stories of succes in the New Normal, hear what other companies are doing to create success using Kofax's enterprise AI platform and tools.

SEE SUCCESS



Kofax Brand Assets

Streamlined Logo

The streamlined logo is an art file and should never be approximated or set in a font.

The logo consists of the word "KOFAX" in a bold, sans-serif typeface. The letters are a solid blue color. The 'K' and 'F' have a distinctive shape with a slight curve at the top and bottom respectively.

Color
Pantone 7462C

The logo consists of the word "KOFAX" in a bold, sans-serif typeface. The letters are a solid dark gray color, representing 80% black.

Grayscale/ CMYK
80% Black

80% Black
RGB color mode
R51, G51, B51
Hex 333333

The logo consists of the word "KOFAX" in a bold, sans-serif typeface. The letters are white, set against a solid blue background.

Inverse

Brand Font

Use the TT Norms font family in all marketing and communications. Any weight and italic may be used. Here is a representative sample. This is not the complete family of options.

TT Norms Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TT Norms Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TT Norms Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Ligatures

TT Norms automatically defaults to ligatures. Do NOT use ligatures on any of our creative.

~~fi ff fi st ct sp~~

Color Palette

Blue and yellow are the core brand colors. Muted cool grays are intended to help showcase the colors.

Primary

KOFAX BLUE
Pantone 7462 C
RGB 0 85 140
HEX/HTML 00558C
CMYK 100 48 6 30



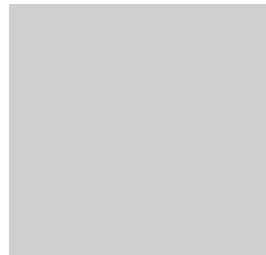
KOFAX YELLOW
Pantone 7548 C
RGB 255 198 0
HEX/HTML FFC600
CMYK 0 12 98 0



Cool Gray 11 C
RGB 83 86 90
HEX/HTML 53565A
CMYK 44 34 22 77



Cool Gray 2 C
RGB 208 208 206
HEX/HTML D0D0CE
CMYK 5 3 5 11



Blue and Cool Gray 11 are the only colors that should be used for type. The only exception would be white. White would only be used when it is being reversed out of a solid brand color or image. All body copy should be in Cool Grey 11 when it is on top of white.

Treatments of the Promise

Like the Kofax logo, the promise is an art file and should never be approximated or set in a font (other than in body copy). It can be used in the following configurations.

WORK LIKE TOMORROW.™

Color (Pantone 7462C)

WORK LIKE TOMORROW.™

Cool Grey 11

Work like tomorrow.

In body copy

WORK LIKE TOMORROW.™

Inverse

Asset locations:

KOFAX Associates: www.kofax.com/brand

Vendors and Partners: www.kofax.com/styleguide