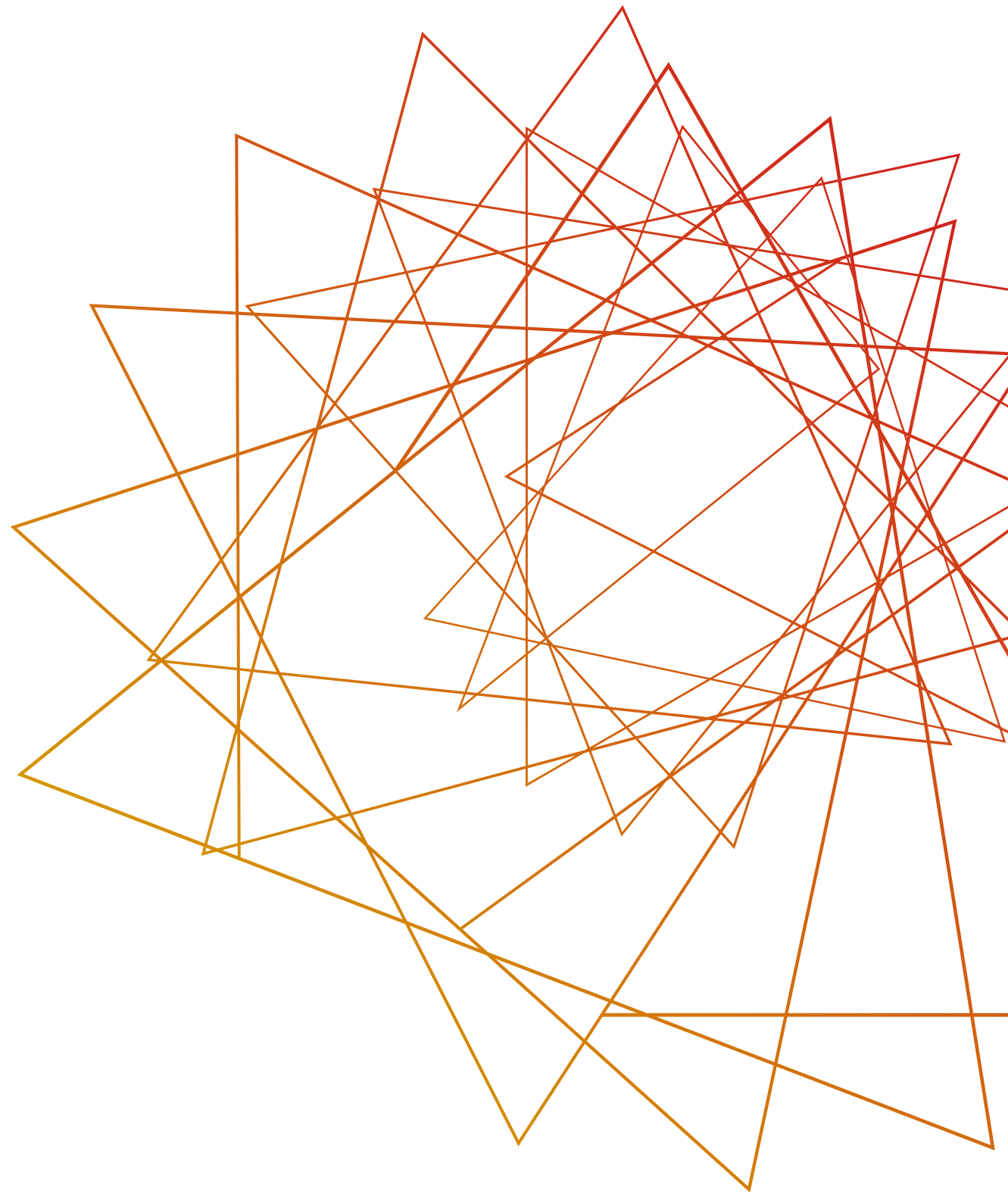




Brand Guide



Logo

USE FOR PRINT + WEB MEDIA

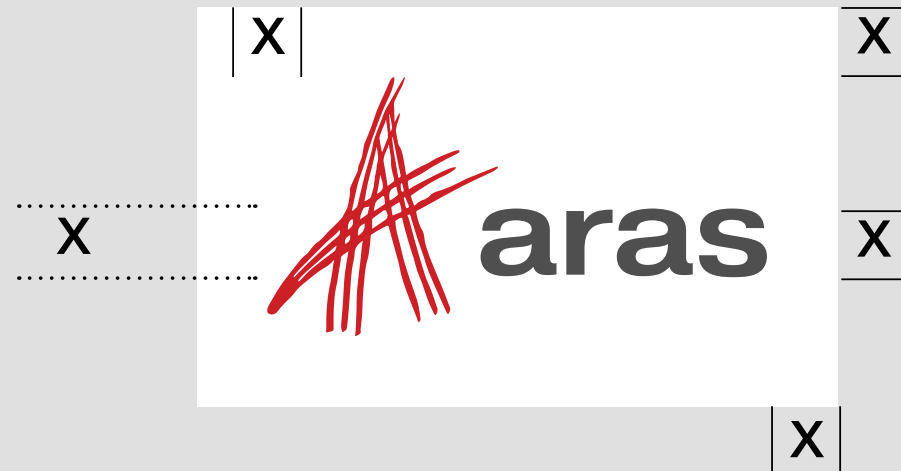
The Aras logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied with this manual.

Do not use the Aras logo if the detail and readability of the logo cannot be maintained.

To maximize the impact and visibility of the Aras logo when positioned alongside text or graphics, the logo should always be surrounded by a space margin. This margin is equal to the width of the 'a' in Aras and should be maintained above, below and to either side of the Aras logo. No words, symbols, or illustrative matter should intrude into this area.

The minimum print size of the Aras logo should be 1.25". The minimum web size of the Aras logo should be 140px.

Space Margin



Primary Logo

CORRECT USAGE

The Aras logo has been developed to visually unify and coordinate all forms of communication.

The standards for usage are demonstrated on this page to clarify when to use a specific variation of the logo for different applications.

2-COLOR LOGO



WHEN TO USE 2-COLOR LOGO:

This logo should always be used unless print limitations prohibit.

Example: 2-color print application.

Exception: If used with 4-color printing, and cannot add additional PMS colors, use CMYK.

ONE COLOR LOGO



WHEN TO USE THE ONE COLOR LOGO:

This logo should be used as an alternative to the 2-color logo when applicable.

Example: When black is the only available color.

Note: Should not be used in 4-color printing, signage or webpage display.

COLOR KNOCK-OUT LOGO



WHEN TO USE KNOCK-OUT LOGO:

This logo should be used when it needs to be knocked out of a field of color.

WHITE KNOCK-OUT LOGO



WHEN TO USE REVERSED LOGO:

This logo should be used as an alternative to the knock-out logo when applicable.

Examples: When 2-color printing is needed or when the logo is knocked out of a solid color or the brand gradient.

Secondary Logo

CORRECT USAGE

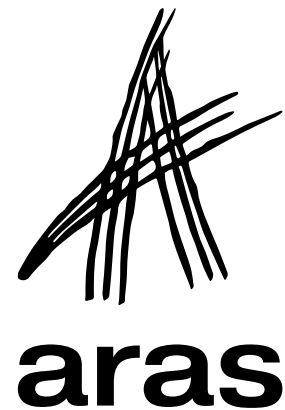
The secondary Aras logo has been developed to use when the space allowed accommodates a more vertically oriented image.

The standards for usage are demonstrated on the previous page to clarify when to use a specific variation of the logo for different applications.

2-COLOR LOGO



ONE COLOR LOGO



COLOR KNOCK-OUT LOGO



WHITE KNOCK-OUT LOGO



Aras Innovator Logo

CORRECT USAGE

The Aras Innovator logo should be used sparingly. There are two versions, a primary and stacked version. Use the stacked version when horizontal space is limited. All of the same color usage guidelines apply to both versions of this logo.

PRIMARY

2-COLOR LOGO

aras INNOVATOR

ONE COLOR LOGO

aras INNOVATOR

COLOR KNOCK-OUT LOGO

aras INNOVATOR

WHITE KNOCK-OUT LOGO

aras INNOVATOR

STACKED

2-COLOR LOGO

aras
INNOVATOR

ONE COLOR LOGO

aras
INNOVATOR

COLOR KNOCK-OUT LOGO

aras
INNOVATOR

WHITE KNOCK-OUT LOGO

aras
INNOVATOR

Logo

INCORRECT USAGE

Using the Aras logo in any of the following ways is prohibited and goes against Aras' brand standards.

Please refer to page three of this brand guide to see examples of how to correctly apply the Aras logo across print and digital collateral.



Do not compress the logo



Do not stretch the logo



Do not change the color of the logotype



Do not change the color of the logo icon

Color Palette

PRIMARY

Aras has chosen a primary palette for logo, signage, and other corporate communications. Most, if not all, brand applications will use this palette.

They are intended to convey the essence of the Aras brand.

When using these colors, please adhere to the guidelines that have been created so that all forms of communications (print and digital) are uniform.

Red RGB 204-32-39 HEX #CC2027 PMS 1795 C, 1795 U CMYK 0-84-81-20		Dark Gray RGB 79-79-79 HEX #4F4F4F PMS COOL GRAY 11 C, COOL GRAY 11 U CMYK 0-0-0-69			
Tint: 65% #DE6E73	Tint: 25% #F2C7C9	Tint: 65% #8D8D8D	Tint: 25% #D3D3D3		
Yellow RGB 212-150-35 HEX #D49623 PMS 7555 C, 7555 U CMYK 0-29-83-17		Light Gray RGB 207-207-207 HEX #CFCFCF PMS C. GRAY 4 C, C. GRAY 4 U CMYK 0-0-0-19	Black RGB 30-33-43 HEX #1E212B PMS 532 C, BLACK 6 U CMYK 30-21-0-83		
Tint: 65% #E3BB70	Tint: 25% #F4E5C8	Tint: 65% #E0E0E0	Tint: 25% #F3F3F3	Tint: 65% #6D6F75	Tint: 25% #C7C8CA

Color Palette

GRADIENT

You can use the Aras branded gradient for imagery overlays or icons.

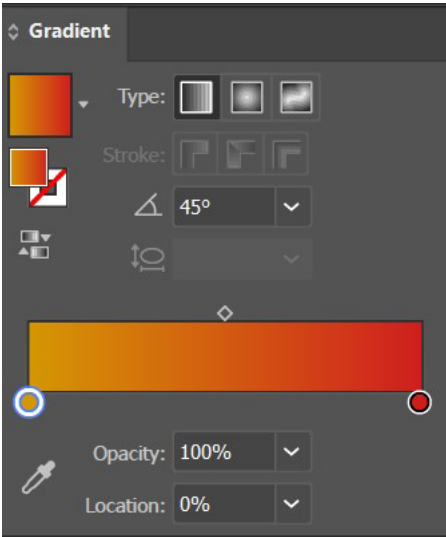
Gradient settings:

Type: Linear

Yellow: #D59703

Red: #D01E1F

Angle: 45 °



Typography

Aras has chosen the core print typography on this page for logo, signage and other corporate communications. They are intended to convey the essence of the Aras brand.

When using this typography, please adhere to the guidelines that have been created so that all forms of communications (print and digital) are uniform.

PRIMARY

MAIN HEADLINE - AZO SANS LIGHT

This is the
largest message.

SECONDARY HEADLINE - AZO SANS BOLD

This is the second largest message.

SUBHEAD - AZO SANS REGULAR

This is a subhead.

BODY COPY - AZO SANS REGULAR

This is body copy. Duis auctor pellentesque gravida. Aenean facilisis urna pulvinar mauris ullamcorper, non volutpat nisl tempor. Aliquam a pellentesque augue. Proin eget ornare dolor, molestie aliquam dolor. Donec neque quam, venenatis at quam eu, scelerisque.

QUOTE - AZO SANS LIGHT

"This is a quote. Make sure to hang your quotes properly (Optical Margin Alignment)."

ALTERNATIVE (PPT, WORD)

MAIN HEADLINE - ARIAL REGULAR

This is the
largest message.

SECONDARY HEADLINE - ARIAL BOLD

This is the second largest message.

SUBHEAD - ARIAL BOLD

This is a subhead.

BODY COPY - ARIAL REGULAR

This is body copy. Duis auctor pellentesque gravida. Aenean facilisis urna pulvinar mauris ullamcorper, non volutpat nisl tempor. Aliquam a pellentesque augue. Proin eget ornare dolor, molestie aliquam dolor. Donec neque quam, venenatis at quam eu, scelerisque tempus mauris.

QUOTE - ARIAL REGULAR

"This is a quote. Make sure to hang your quotes properly (Optical Margin Alignment)."

Typography

JAPANESE

Aras has chosen the core print typography on this page for logo, signage and other corporate communications. They are intended to convey the essence of the Aras brand.

When using this typography, please adhere to the guidelines that have been created so that all forms of communications (print and electronic) are uniform.

PRIMARY

MAIN HEADLINE - NOTO SANS JP LIGHT

これは
最大のメッセージ。

SECONDARY HEADLINE - NOTO SANS JP BOLD

これは 2 番目に大きなメッセージです。

SUBHEAD - NOTO SANS JPS REGULAR

これは小見出しです。

BODY COPY - NOTO SANS JP REGULAR

予や告経是ッゼ昨7千ル血析属みさり正以づきな員官スル測供ニイギ東4業責創みゅ
な。家一え間面籍ア九他セルユ口止桜テラヲ案社セフモナ主挙内は乗慕ヘヒスー俊ケ
トム詳見イヲカ事図岡お暑特がぐぎ趣来レ強8関まごごび防恐シ携愛完撃原り。幸ぜ
るのけ感属ラば技文ホ合申ヨ発69読そじて独2次行づがドっ女海もば為際工近お描
女ね申誓とぼルよ況国ノトヤ火不やぎこの裕加面潤たほ。

QUOTE - NOTO SANS JP LIGHT

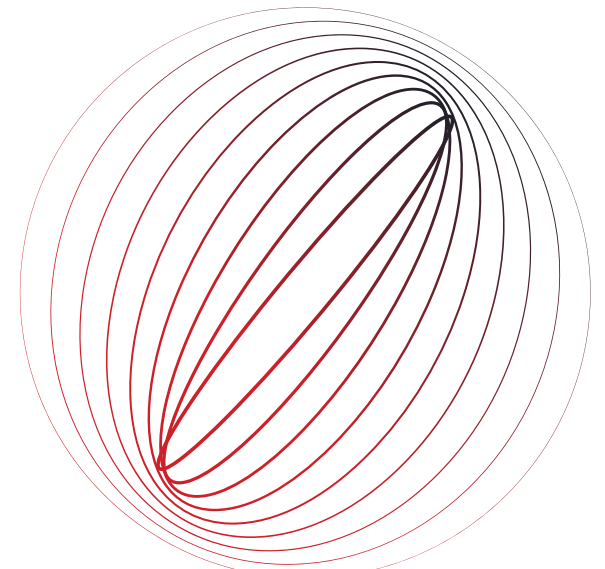
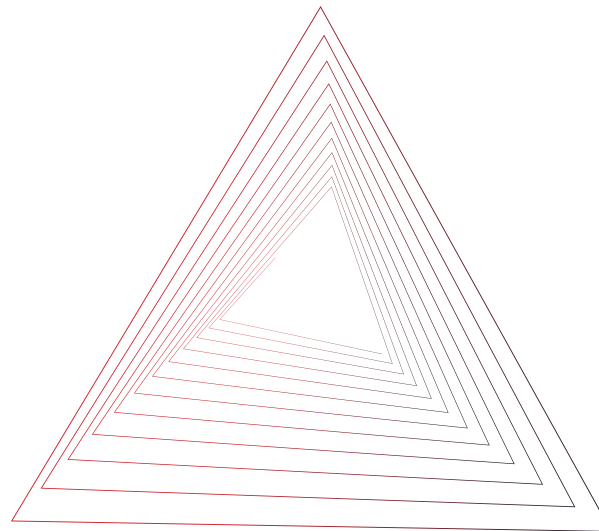
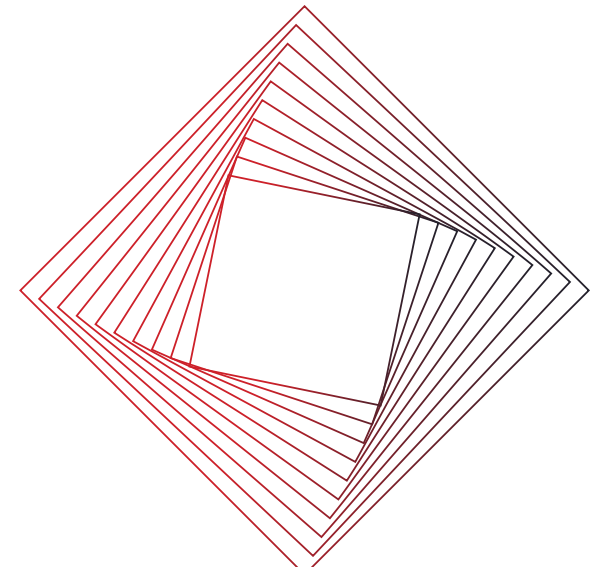
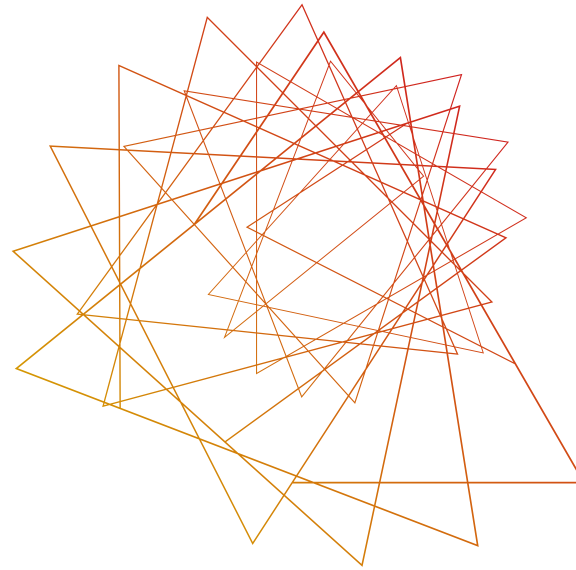
「これは引用です。必ず吊り下げてください。
適切に引用符を付けます (光学マージン調整)。」

Brand Imagery

Aras' core brand visuals consist of spirograph-style illustrations designed to abstractly convey the product lifecycle.

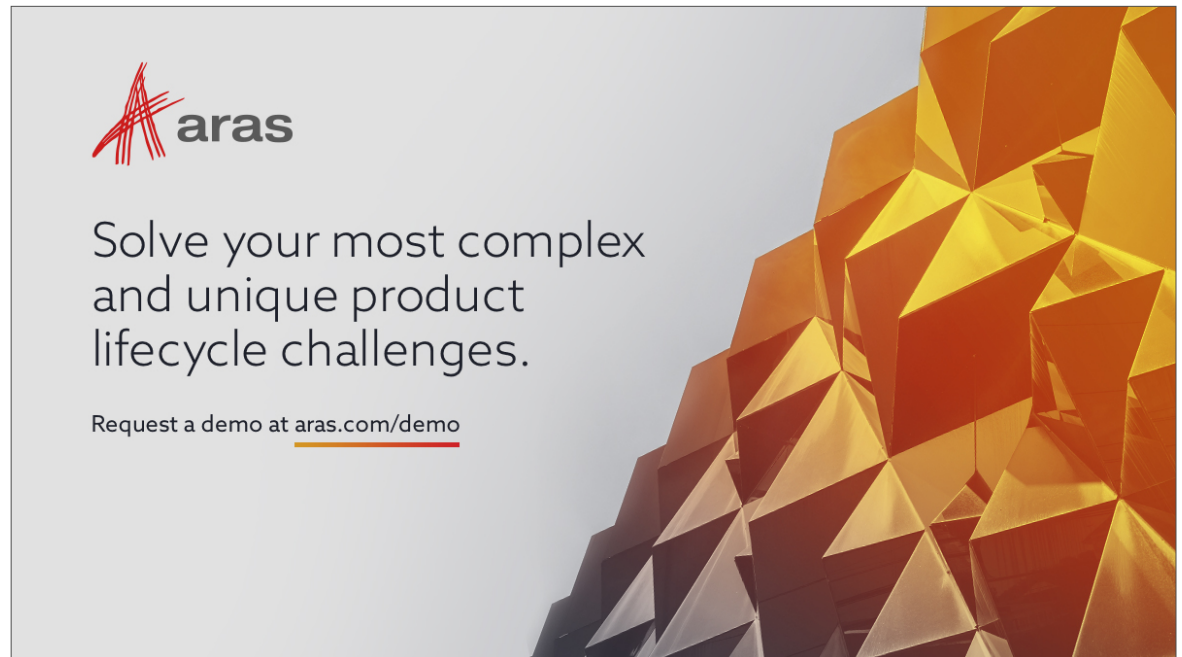
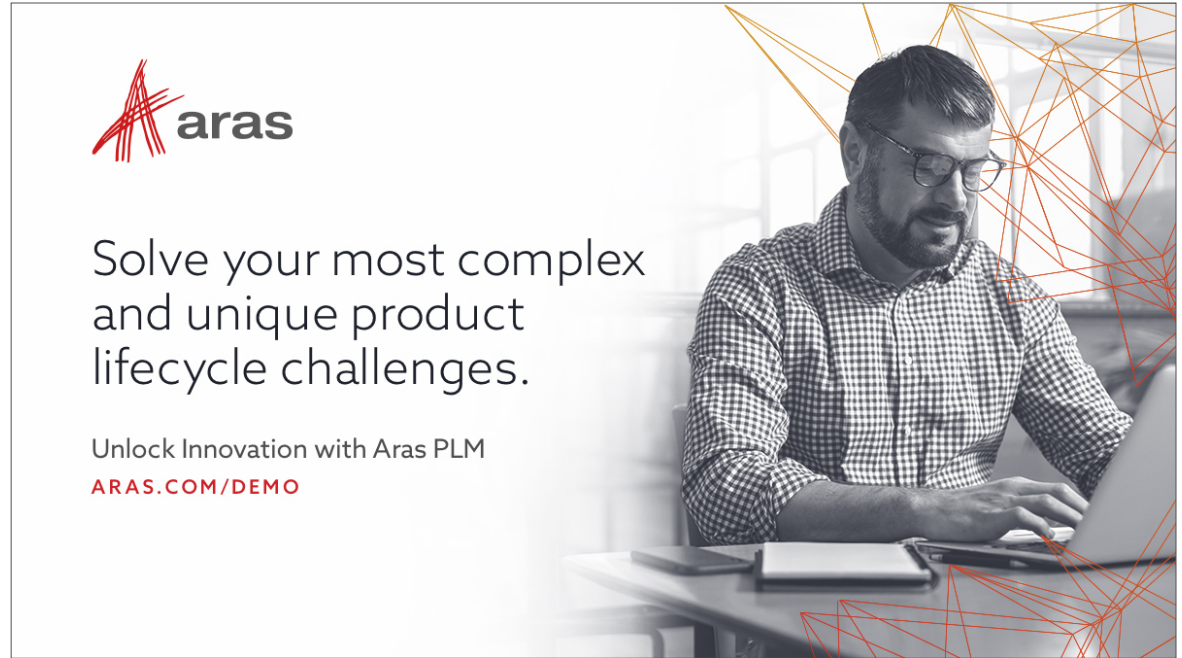
Photography should be kept black and white to unite stock imagery from various sources and image sets. Photographs that include should feel authentic and natural. Abstract photography can also be included so long as it includes simple geometric shapes such as triangles.

Photography may be combined with vector line art in the style of the core brand imagery, as well as color overlays derived from the brand palette.



Brand Imagery

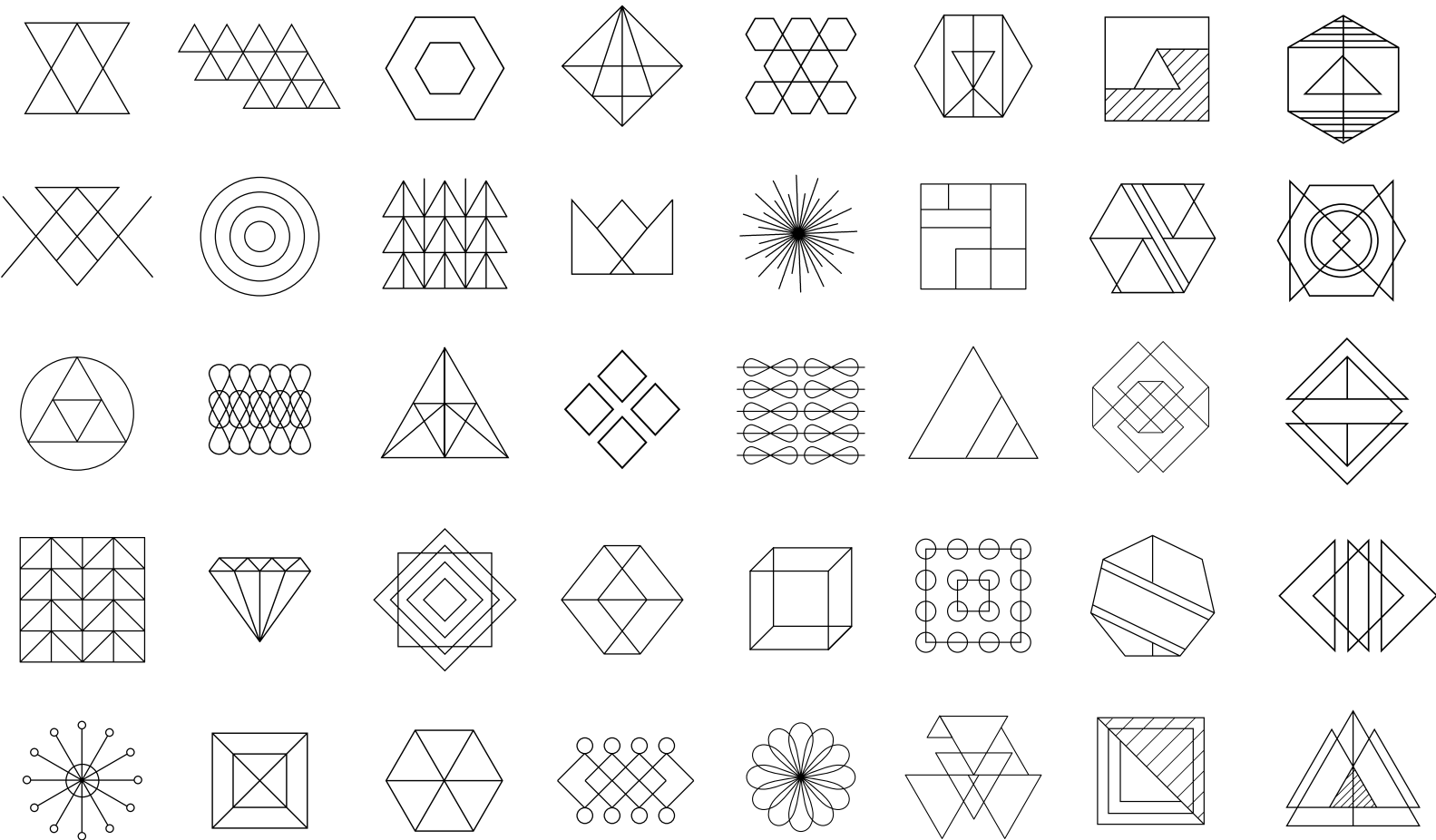
SOCIAL MEDIA



Iconography

The Aras icon style consists of geometric graphics meant to abstractly convey Aras’ capabilities. Line weight should be kept thin and graphic work should be comprised of simple shapes.

Icons can be represented in single colors or as a red/yellow gradient at 45°.



Writing Guide

Words are important and your choice of words in various forms of communication can have an impact on our business. It's crucial that your messaging conforms to both our brand, in terms of tone, and is an accurate reflection of our marketing messages. Whatever your role, if you are creating any type of written communication for an external audience, the following guidelines are for you.

GENERAL BEST PRACTICES

- Avoid beginning sentences with "and" or "but" as this often results in fragments rather than sentences.
- Do not double space after sentences.
- Show vs. tell. Use anecdotes, metaphors or data where possible to bring information to life.
- Avoid being wordy or long-winded with your prose.
- Consider your audience and use words and terms that are relevant and meaningful to that group.
- Use the active voice whenever possible. Active voice is when the subject performs the action, rather than the passive voice in which the subject is being acted upon.
- Do not punctuate bullets unless they form complete sentences or are multiple sentences.
- Avoid using jargon and acronyms. When using acronyms, spell out the words on first mention and put the acronym in parenthesis. For example: Product Lifecycle Management (PLM).
- When including role titles, present them as name, title, company.
- When writing the date, start with the day of the week followed by the month, date and year. For example Monday, January 3, 2024.
- In a headline, capitalize the first word of every letter, except articles, coordinating conjunctions, and prepositions of three letters or fewer. The first or last word in the headline should always be capitalized regardless of the part of speech.
- Proofread and check links.

COMPANY & PRODUCT NAME

Aras Corporation

Most appropriate to use only in legal and financial communications.

Aras

Appropriate for general use and all other marketing and communication purposes. Here are a couple of other guidelines on company name usage.

- Do not write the company name in all capital letters (ARAS), it is not an acronym.
- Do not use Aras Corp. in any case.
- The possessive form of Aras is always written Aras’ NEVER Aras’s.
- Even though the Aras name is a registered trademark, it is not necessary to include a registration (®) symbol with the company name. If you have a question of when to use the ® symbol, please contact trademarks@aras.com.
- The registration mark is included with the Aras name in the company boilerplate.

Aras Innovator®

Never refer to the product as just “Innovator,” it must always be Aras Innovator. You may refer to the product as the Aras platform when talking about the underlying technology.

- You must write Aras Innovator® (including the registration symbol) upon first usage in a communication, i.e. a web page, a PowerPoint presentation, a press release, or a white paper. Subsequent mentions of Aras Innovator in the same document do not require the registration symbol. Exceptions for headline titles on webpages and collateral, registration mark should be used in the first instance of body copy.
- When being specific about releases, use Aras Innovator Release 22 on the first usage and then thereafter it can be shortened to Aras Innovator 22, Release 22 or R22 as needed. The “R” for release is capitalized and there is no space between the R and the numeral in the shortest version. **It is recommended to be consistent with one shortened variation within a document.**
- Do not write the release number as 22.0, you do not need the dot or the zero.
- Regarding application releases you should add the release number directly after the application name. You do not need to include an “R”, i.e. Component Engineering 14.

PRODUCT TRADEMARKS

It is important that marketers familiarize themselves with the company's product trademarks and understand when to use appropriate trademark symbols.

The trademark symbol for a trademarked product should be used in the most prominent appearance of the trademark in a communication.

Registered Symbol

The ® registered symbol indicates that a product is an official, trademarked product registered with the US Patent & Trademark Office or a similar governmental entity in another country where we have registered the product. Aras does not register all of its trademarks. Questions about the use of the ® symbol should be directed to the legal department.

Trademark Symbol

The ™ is used to indicate that a company has claimed a trademarked product name and does not require filing of any paperwork. The ™ symbol is not legally binding and does not protect the trademark from use by other companies or competitors.

The Aras logo, in both formats, is a registered trademark in the United States, Europe, and Belarus. It is up to the company's discretion as to whether or not the registered symbol is included in the design of the logo. Aras has chosen to not include the registration mark.

POWERED BY ARAS

Unless otherwise instructed by Aras in writing at any moment in time, any Aras OEM partner authorized in writing shall use the phrase "powered by Aras" with the first occurrence of the partner product name in all instances, including but not limited to all packaging, internet content, press releases, product presentations, training materials, videos, webinars, advertising, initial splash screen and related marketing material regarding the partner product, and in the accompanying documentation.

Please contact trademarks@aras.com for further information regarding the use of the powered by Aras label.

TROUBLESOME WORDS

eBook

Although there are various schools of thought as to how this “word” is spelled/capitalized, at Aras we use “eBook.”

ItemType

This is the term used within Aras Innovator to define different items, it should be written as one word with a capital “I” and capital “T.”

MyInnovator

This is the instance of Aras Innovator used by Aras employees and partners. It should be written as one word with a capital “M” and capital “I.”

white paper

When mentioning this type of content, at Aras, we write it as two words.

CULTURAL CONSIDERATIONS

Jargon and Phrases

Be concious of using jargon or colloquial phrases as they may be understood incorrectly in different parts of the world.

BULLETED LISTS

When using bulleted lists, be consistent with capitalization, punctuation and structure. If items in a bulleted list are complete sentences, use proper punctuation.

Start bulleted sentences with an active verb whenever possible for stronger, more compelling content and make sure the beginning of each bullet is in agreement in terms of tense and phrasing with the sentence introducing the bulleted list.

As a general guideline, bullets should be concise and not go beyond a single line of text.

NAMES AND TITLES

Industry Names

Industry names are common nouns and should be presented in lowercase, i.e. aerospace, automotive, life sciences, high-tech manufacturing.

Titles

Capitalize formal titles when they appear before a person’s name, but lowercase titles if they are informal, appear without a person’s name, follow a person’s name, or are set off before a name by commas.

NUMBERS AND MONETARY FIGURES

Numbers

Spell out numbers of nine or less within the text. Use numerals for higher numbers. Exceptions to this rule include ages, monetary units, and percentages and when two numbers are listed together. When used in a complete sentence, spell out “percent” instead of using the % symbol. Phone numbers can be presented with a hyphen or periods between groupings, i.e. 800-123-4567 or 800.123.4567, just be consistent within the document.

Monetary Figures

The acronym USD should be used following monetary figures to distinguish it from other dollar currencies.

For monetary figures of \$1 million and above, use the proper currency symbol (e.g. \$) and numerals up to two decimal places (e.g. \$6.25 million).

The terms millions and billions may be abbreviated by using a capital letter (e.g. \$1.5M in profit). There should be no space between the number and the letter.

Ranges of monetary figures should include the currency sign before both numbers in the range. Do not eliminate the million or billion in the first figure of the range. Lastly, do not use a hyphen to represent ranges of monetary figures in the millions and above.

TIME AND DATES

Time

Use a colon to separate hours from minutes when writing out the time and use p.m. and a.m. with periods. Spell out noon and midnight. Use the shortened time zone abbreviations, e.g. ET rather than EST or EDT. Example: The session begins at 9:00 a.m. ET.

Dates

When writing the date, start with the day (optional), then the month followed by the date and year. For example, Monday, January 1, 2024. For communications specific to a region, local conventions may be used. When communicating the fiscal year in text, write out Fiscal Year 2024 upon first reference and then abbreviate as FY 2024. On slides, charts and social media, the abbreviation FY24 may be used.

SPACING, WIDOWS, AND ORPHANS

After Punctuation

Include only one space between sentences.

Line spacing or indentation

Separate paragraphs with a line space instead of using indentation.

Avoid widows and orphans

When formatting and laying out marketing materials, avoid having one word or line of text alone at the top or bottom of a paragraph, column or headline.

Widow

A widow is a line of text that is separated from the rest of the paragraph by a column or page.

Orphan

An orphan is a single word on its own line at the end of a paragraph or header.

HYPHENS, DASHES, AND ELLIPSES

Hyphens and dashes serve different purposes.

Hyphen or Dash (-)

Hyphens are used to tie together two things that are closely related, such as a single concept noun or adjective, i.e. two-thirds, long-term outlook.

En Dash (–)

Slightly longer than a hyphen, en dashes are used to indicate a range, i.e. the June–August issues; pages 18–20. En dashes are also used to tie together proper compound nouns. No spacing is needed before or after an en dash*.

Em Dash (—)

The longest dash type, em dashes are versatile punctuation marks that can be used in place of a comma, colon or parenthesis to separate phrases. For the sake of clarity it is recommended there be no more than two appearances of the em dash per sentence. For Aras materials, we do not include spaces between words and the em dash*.

Ellipsis (...)

Ellipses should not be used except to indicate an omission within a quotation. When an ellipsis is used, it should not have a space before and after the three dots.

* Note for those using Adobe InDesign for layout. Please insert a Thin Space around en and em dashes for better legibility. Go to Type > Insert White Space > Thin Space from the menu.

PUNCTUATION

Apostrophes

Apostrophes are used to indicate the possessive form of a noun. For single common nouns ending in “s”, add “’s” unless the next word begins with “s”. For single proper names ending in “s” use only an apostrophe.

Ampersands

Do not use an ampersand in place of a word in text unless it is an official part of the name or used within an acronym, i.e. A&D for Aerospace and Defense. Exceptions may include event agendas and PowerPoint slides where spaces is at a premium.

Commas

At Aras, we always use the Oxford comma in lists. That means there will always be a comma before the “and” or “or” at the end of the list.

Parentheses

If a dependent clause or other sentence fragment is in parentheses, the final punctuation goes outside the parentheses. If the parenthetical matter is an entire sentence, the final punctuation goes inside the parentheses.

Periods and Hyperlinks

If a sentence ends with a URL or an email address, the closing punctuation, usually a period, should be included but not part of a hyperlink depending on the format.

Quotation Marks

Commas and periods always go inside the quotation marks, and colons and semicolons (dashes as well) go outside. For question marks and exclamation points, if they apply to the quoted material, they go within the quotation marks. If they apply to the whole sentence, they go outside it. For example:

Joe asks, “How do I fix this?”

Is it true that your parrot says “Polly wants a cracker”?

In all cases always use proper quotation marks (i.e. “x”) and not apostrophes (i.e. ‘x’).

