

The background of the entire page is a photograph of a child riding a scooter on a track. The track has white lane markings. Overlaid on this image are large, semi-transparent geometric shapes in shades of red and teal. The word 'BRAND' is in white, and 'GUIDELINES' is in teal. The overall aesthetic is modern and dynamic.

BRAND GUIDELINES

V 2.0

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WHAT WE STAND FOR

OUR MISSION

Our mission is to unleash the thrill inherent in solving problems, using our platform to fuel remarkable business and social outcomes.

OUR VISION

Our vision is for every business in the world to experience the thrill of problem solving with Alteryx.





To let you solve
the impossible.

OUR POSITION

Alteryx is the only quick-to-implement, end-to-end data analytics platform for the enterprise that allows data scientists and data analysts alike to break the barriers to insight, so everyone can experience the thrill of getting to the answer faster.

JAY CAPLAN
ALTERYX USER SINCE 2016
Coca-Cola

VISUAL

CODE

GUIDING PRINCIPLES

We are bold, assertive, and spirited in our visual approach. We feel less like an industry legacy, and more like a modern startup. We are unexpected in our imagery, our color story, and the way we talk. We are not corporate, but we are corporate-friendly.



LOOK/FEEL:

A GUIDED

TOUR

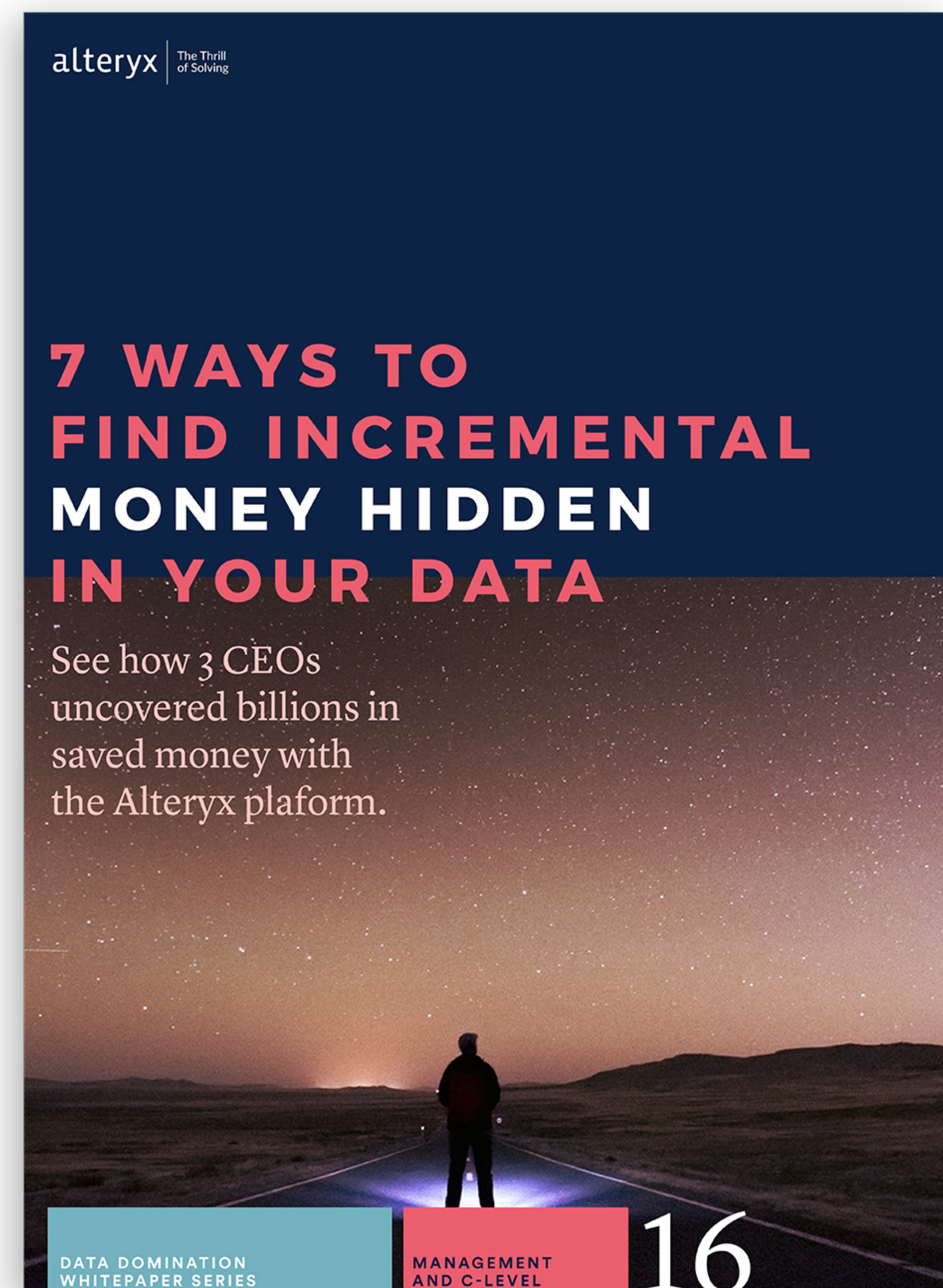
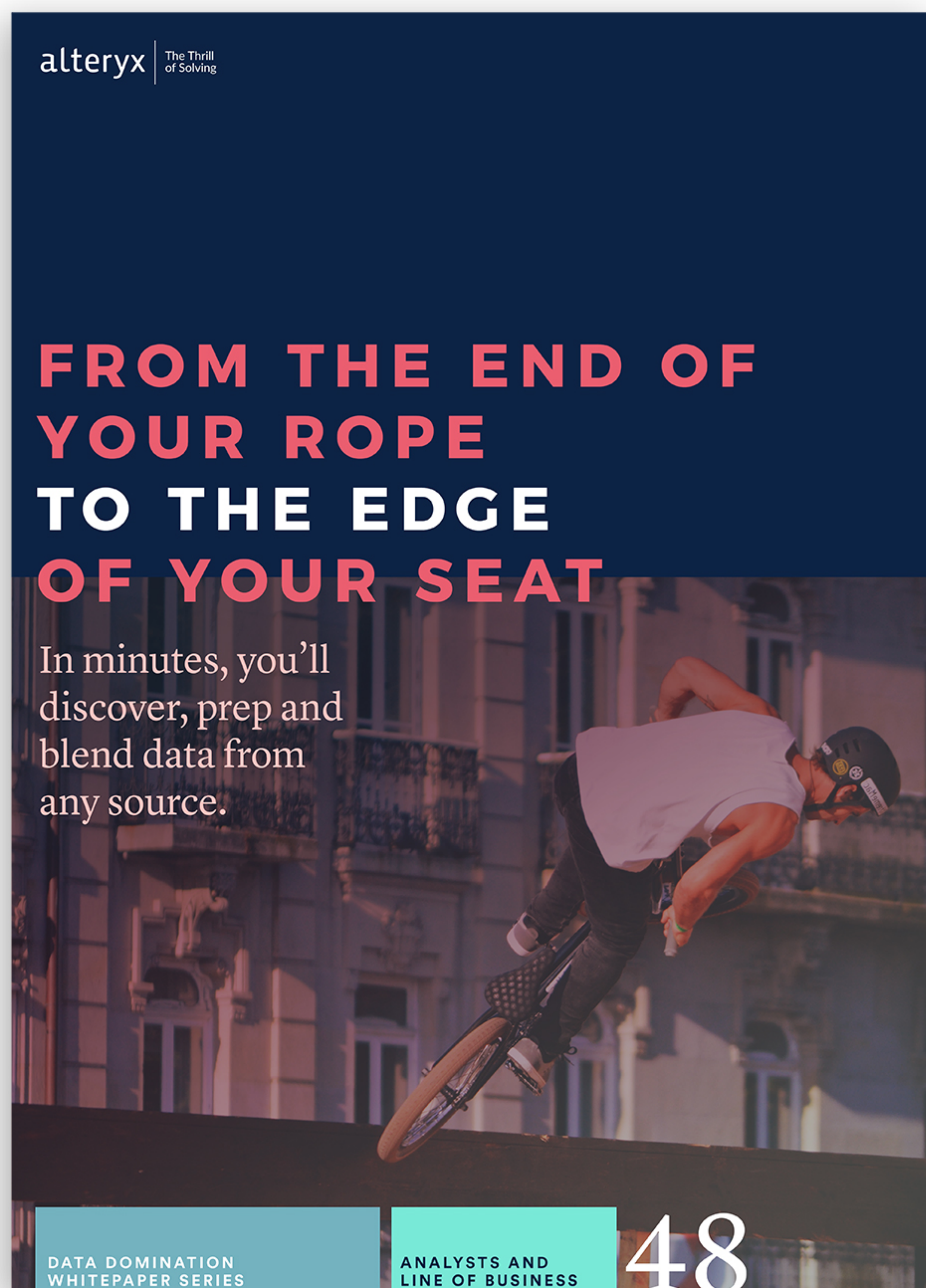
OUR VISUAL DNA

This quick guided tour will help you get a sense of what feels like us.

Ultimately, this is less a brand that's about restrictions, and more a brand that allows any designer with good taste the ability to create things that are on brand.

WHITEPAPER COVERS

Report and whitepaper covers are image driven with bold, unexpected headlines. We have a library of images for use in communications like this.



REPORT COVERS — DECONSTRUCTED



alteryx | The Thrill of Solving

**BUILD A
BADASS
DATA CULTURE
IN 5 STEPS**

A primer for anyone
who wants to change
the way an organization
thinks with data.

DATA DOMINATION
WHITEPAPER SERIES

MANAGEMENT
AND C-LEVEL

23

Always the Alteryx “Deep Space”
color for report covers.
See Colors section for reference.

Montserrat ExtraBold with white
or “AYX Hot Sauce”. Text is
intentionally off-center
bleeding over photography.

Lyon Regular with “AYX Cotton Candy”.

Series name
if applicable.

Management Level Reports get color “hot
sauce” Analyst or general market reports get
color “AYX Cotton Candy”.

Each whitepaper or report should have a
numerical device such as this.

As an option, you can create a more magazine-feel introduction page for a whitepaper.



THIS IS ANALYTICS TURNED UP TO ELEVEN.

Debbie Holiday
PROJECT MANAGER | LEXUS

Warren Smith
MARKETING MANAGER | GOOGLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, quia voluptas sit aspernatur aut odit aut fugit.

Mike Barber
CONTENT MANAGER | VIZIO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, quia voluptas sit aspernatur aut odit aut fugit.

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Use break pages like this or similar to build visual interest and also help the reader navigate and better comprehend breaks in content.

DATA DISRUPTORS:

Dina saved Southwest billions in fuel costs by using Alteryx to analyze fuel usage, prices and prediction.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, quia voluptas sit aspernatur aut odit aut fugit.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur quo voluptas?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

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Edition No. 03 | February 2018

Use this template for a copy-dense whitepaper or data sheet.

Subheadline Font:
Lyon Text 14 pt
Use Alteryx brand colors

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68

“The shift to the modern BI and analytics platform has now reached a tipping point. Organizations must transition to easy-to-use, fast and agile modern BI platforms to create business value from deeper insights into diverse data sources.”

– Gartner

Gartner Press Release, Gartner Says Worldwide Business Intelligence and Analytics Market to Reach \$16.9 Billion in 2016, February 3, 2016, <http://www.gartner.com/newsroom/id/3198917>

VISIT: ALTERYX.COM/CAREERS

Reducing manual data preparation

Accessing the variety of new data sources, joining them with internal and external data sources, and cleansing and processing the blended data file all require manually intensive labor. Many data analysts still use more than 10 different tools to do their jobs, spending far more time preparing data than analyzing it. And studies estimate that analysts spend as much as 80 percent of their time preparing data, leaving only 20 percent of their time for actual analysis. A single tool that can access, prep, blend, and analyze data from a variety of data sources reduces analysts' learning curve and eliminates the time-consuming chore of moving data between tools, leaving more time for value-added business analysis.

Empowering business users and reducing it workloads

Due to the growing number of data sources, tools needed to access these new data sources, and the complex workflows required to extract and transform data, many organizations rely on IT for assistance. However, this causes frustration among already stretched IT staff members, who need to focus on more strategic projects, as well as among the business users who must wait for IT to provide them with the data they need. Self-service tools both free IT staff from laborious data prep work and provide business users with the right tools to more quickly prep and analyze data.

Empowering business users and reducing it workloads

Historically, data access, data integration, and business intelligence tools have all been evaluated, purchased, deployed, and centrally managed by an organization's IT department. However, over the past decade, the tide has begun to shift from IT-led purchasing to line-of-business user-led purchasing. Why? Because data and analytics have become strategic, business-critical components for nearly every organization. The downside of this shift, however, is that line-of-business users have to procure and manage their own analytics tools, often without any thought of the downstream impact on the business and the IT staff required to support them.

Deploying an enterprise-ready solution

While agility and flexibility are important for self-service models, organizations must also consider the IT controls and governance needed to support them. Fully decentralized self-service models can lead to duplicate data across the organization, increased security risks, and missed business opportunities. But by ensuring analytic governance is built into their platform of choice, organizations can rest assured that they are utilizing a modern BI platform that not only helps users access, blend, prepare, and analyze data faster, but also provides enterprise-ready solutions that are scalable and reusable, as well as provide data governance and improve cross-team collaboration.

Many organizations already reap the benefits of self-service data analytics tools and put data into the hands of their front-line staff and business partners. This data democratization is revolutionizing the way businesses connect and use information, providing new opportunities to capture and extract real business value. But taking advantage of a self-service platform doesn't mean trading governance and control for flexibility and agility: Data-driven decision-making can become a part of an organization's culture without creating chaos.

Alteryx Server: Scaling Self-Service Data Analytics for the Enterprise | 32

Header Font:
Montserrat (pt size varies based on available on space)
Use Alteryx brand colors or white

Quotes & Intro Font:
Lyon Text 14 pt
Hot Sauce

Body Text:
Lyon Text 9 pt
Black

Footer:
Lyon Text 6 pt
Black

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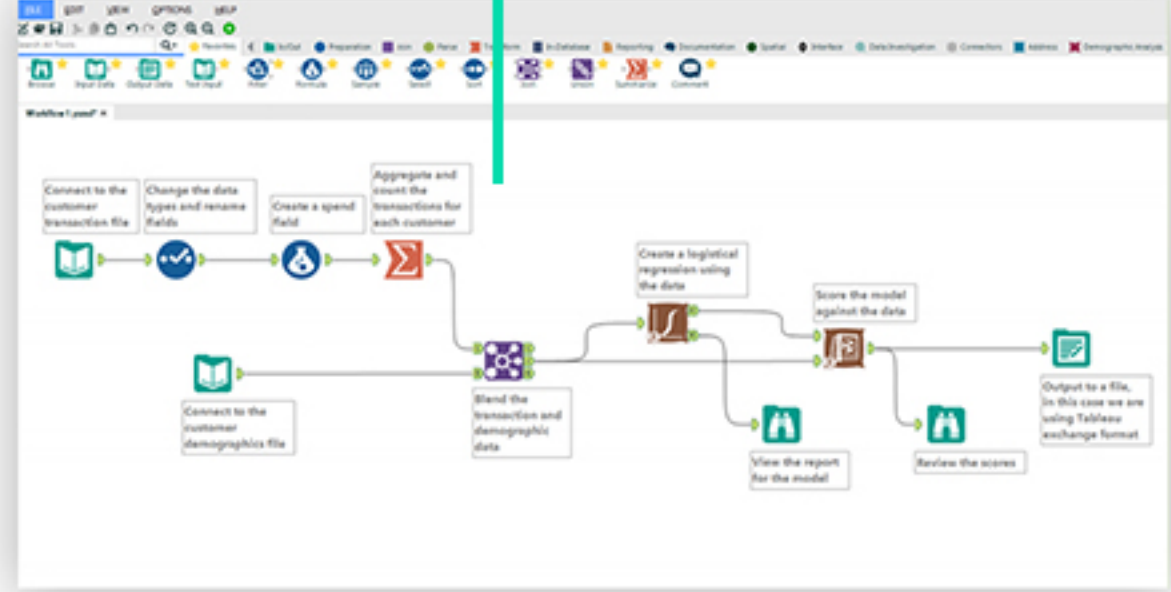
PREP
BLEND
ANALYZE

Profile, prep, blend, and analyze all your data using a repeatable workflow for deeper insights in hours instead of weeks

Gartner Press Release, Gartner Says Worldwide Business Intelligence and Analytics Market to Reach \$16.9 Billion in 2016, February 3, 2016, <http://www.gartner.com/newsroom/id/3198917>

VISIT: ALTERYX.COM/CAREERS

Screenshot:



Alteryx Designer enables you to access practically any data source, including:

- Data warehouses and databases, such as Oracle, Microsoft SQL Server, SAP, Teradata, Amazon Web Services, and more, with the option of in-database or in-memory processing
- ERP and cloud-based applications, such as Salesforce.com, Marketo, Adobe Analytics, and Google Analytics
- Hadoop data stores, including Cloudera and MapR distributions

- NoSQL databases, such as MongoDB
- Flat files and Office applications, such as Microsoft Excel and Access
- Social media data from Twitter, Facebook, and Foursquare
- Third-party data from Experian, D&B, TomTom, and the U.S. Census Bureau
- Legacy analytics platforms, such as SPSS and SAS

Make Better Business Decisions with Powerful R-Based Predictive Analytics

You know that the most accurate business decisions are based on forward-looking, predictive analytics rather than on past performance or simple guesswork. Unfortunately, most predictive analytics tools require statistical experts with specialized training to code complex algorithms and complicated models. That means another bottleneck and level of indirection while you wait for someone else to create your analytic application.

Now, Alteryx puts the power of predictive analytics in your own hands.

With Alteryx Designer, you can turn your raw data into actionable insight with drag-and-drop tools that let you create and run your own predictive analytics with no programming. Using the Alteryx visual interface and more than 60 predictive tools based on the R open-source statistical language, you can quickly and easily predict customer behavior, determine future inventory requirements, identify new retail store locations, and more.

Alteryx Designer lets you easily include any of the following predictive analytics without any programming:

- Predictive modeling techniques, such as linear and logical regression and decision trees
- Clustering techniques, such as K-centroid clustering and principal component analysis
- Data investigation techniques, such as scatter plots and association analysis

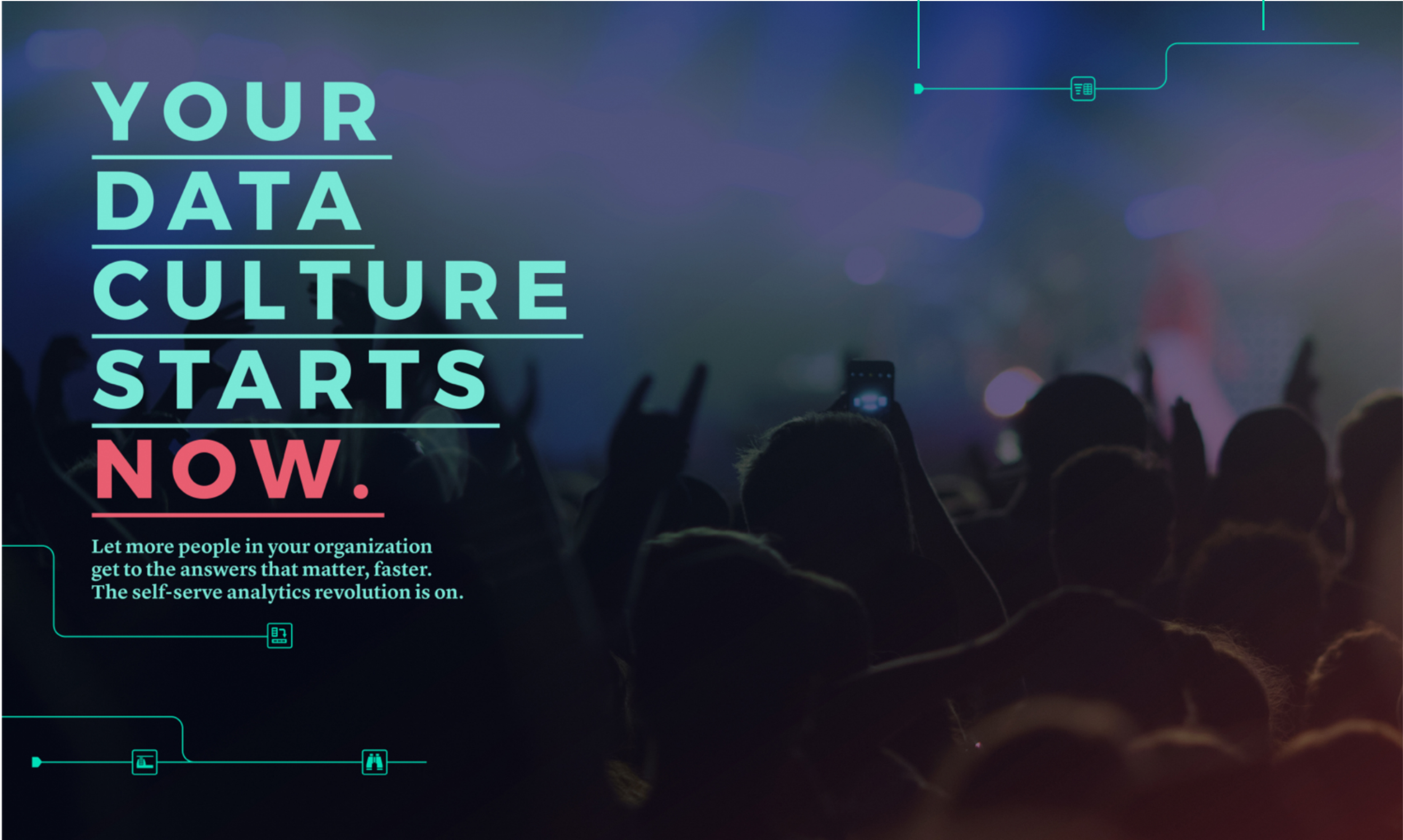
Alteryx Server: Scaling Self-Service Data Analytics for the Enterprise | 32

Reference Notes:
Lyon Text 5pt
50% white

EXAMPLE GRAPHIC ELEMENT

Utilize line art that evokes Alteryx Designer workflows, rather than full color icons, outline the icons as shown here.

No more than 5 "workflow lines" per design.



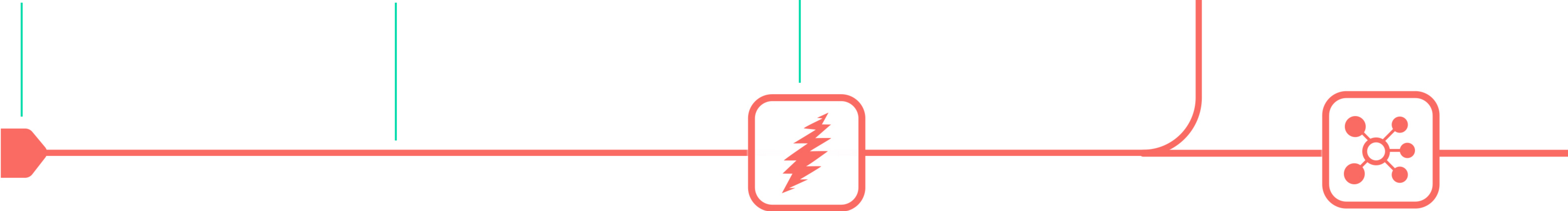
EXAMPLE GRAPHIC ELEMENT

Workflow lines are an artistic representation of what goes on the canvas in Alteryx Designer. They are not meant to be exact workflows, but should make sense based on corresponding imagery and/or copy.

Flow lines must contain and begin and end with graphic arrow unless bleeding off page

Flow lines and icons color should be Blue Razz, Deep Space Blue or Hot Sauce

AYX Product icon from software interface



Can be on light or dark backgrounds

ONLY use AYX Product icons from software interface. Do NOT use platform or marketing icons.

EXAMPLE GRAPHIC ELEMENT



EXAMPLE GRAPHIC ELEMENT

The Alteryx Visual Brand rewards invention when it comes to internal communications. Make things that feel like us—our colors, our fonts, our graphic cues—but remix those elements in new ways so we inspire our employees with unexpected elements. Think: pins, backpacks, posters, collectibles, apparel.



EXAMPLE PPT TEMPLATES

THIS IS A TITLE SLIDE

Presented by John H. Smith

The Thrill of Solving

June 26, 2017

MODERN END-TO-END ANALYTICS PLATFORM

COMMUNITY

DISCOVER +
COLLABORATE

PREP +
ANALYZE/MODEL

SHARE +
SCALE/GOVERN

DEPLOY +
MANAGE

DATA SCIENCE & ANALYTICS CULTURE

The Thrill of Solving

©2018 Alteryx, Inc. 45

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia sibus mahal lazaro deserunt.

ed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi

Architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia.

The Thrill of Solving

Lorem ipsum dolor sit amet | © 2018 Alteryx, Inc.

EDIT THIS TITLE

123%

126%

133%

201520162017

Q1

124%

127%

134%

201520162017

Q2

125%

129%

133%

201520162017

Q3

122%

135%

131%

201520162017

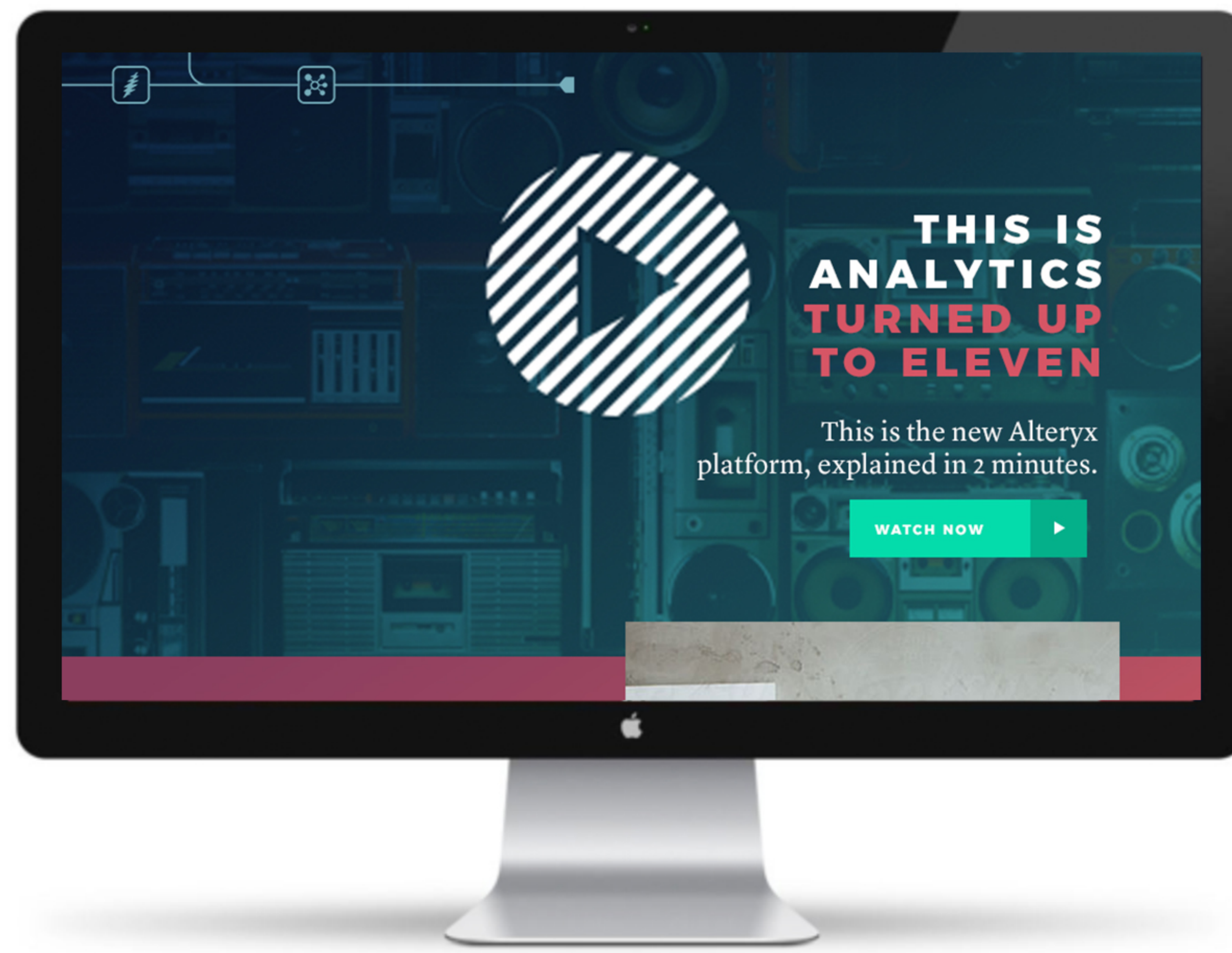
Q4

The Thrill of Solving

©2018 Alteryx, Inc. 52

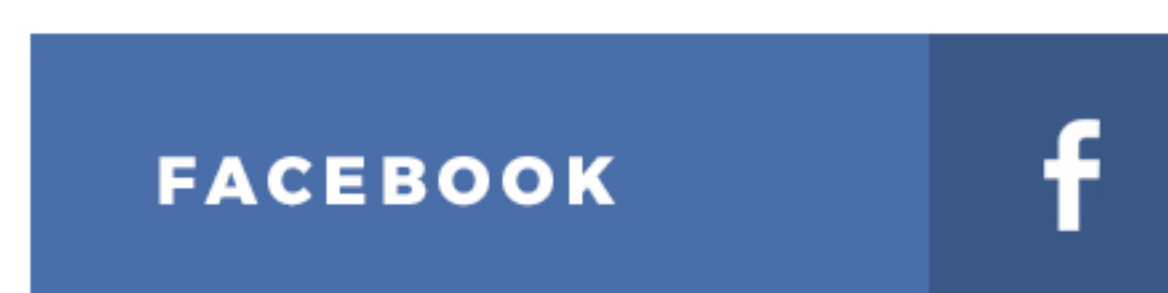
EXAMPLE SITE DESIGN

This design is just for feel and inspiration. It is not a final or detailed recommendation. Rather, the intent is to show the color story, typography and image approach in action.



GRAPHIC BUTTONS

Buttons can be used to prompt an action. Use with Alteryx brand colors (See Colors page for reference). Can also be used with the brand colors for each social network (Facebook, Twitter, etc.). Use solid filled buttons for busy backgrounds.



ALTERYX IN PRINT

In print (think: tradeshow, annual report, etc.) we are bold, clever, assertive, fun and lively.



LOGO USAGE

LOGO GUIDELINES

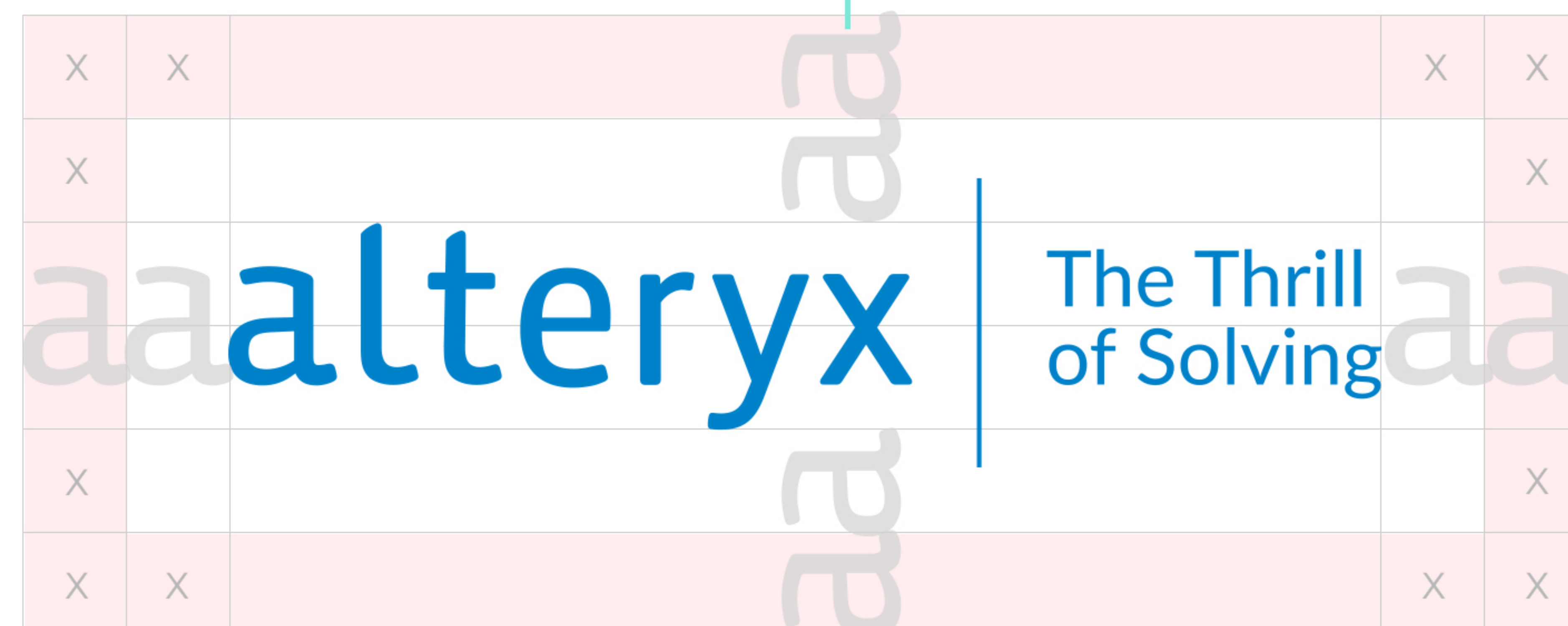
The Alteryx logo can be used in any of the primary brand colors, as well as black and white and Alteryx Corporate Blue.

Corporate blue as well as the other colors on the page are equally usable and totally acceptable. Both color/black on white and color/white on black logos are acceptable.

Use the clearspace guidelines to the right to make sure the logo is never crowded.

The logo can include the lockup with tagline, or be a standalone element sans tagline.

The Alteryx logo should always be surrounded by clear space marked “X” and the double “a” in the Alteryx logo away from other graphic elements for legibility and recognition.



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LOGO + TAGLINE USAGE



TV and video: generally use logo + tagline only on final end card.

Print: use logo + tagline on primary / first usage as size permits, then just logo on subsequent usages.

Digital: use logo + tagline on primary / first usage, as size permits, then just logo on subsequent usages.

LOGO + PRODUCT NAME



Use Montserrat Bold in
AYX Deep Space Blue.



Height of product name
should not exceed the height
of the “x” in Alteryx.

VERTICAL LOGO LOCKUP



MINIMUM SIZE



0.5 inches (print)
75 pixels (web)

SECONDARY MARK

The Alteryx “a” or the “x” are used as a secondary mark for graphic applications, rather than as an alternate option for use in place of logo itself when that is required. It can be used to represent the brand in an icon or as a graphic background element. It can also be used to represent Alteryx when creating graphic marks for marketing represent the brand and the product. The following examples illustrate appropriate application and use of the secondary mark:

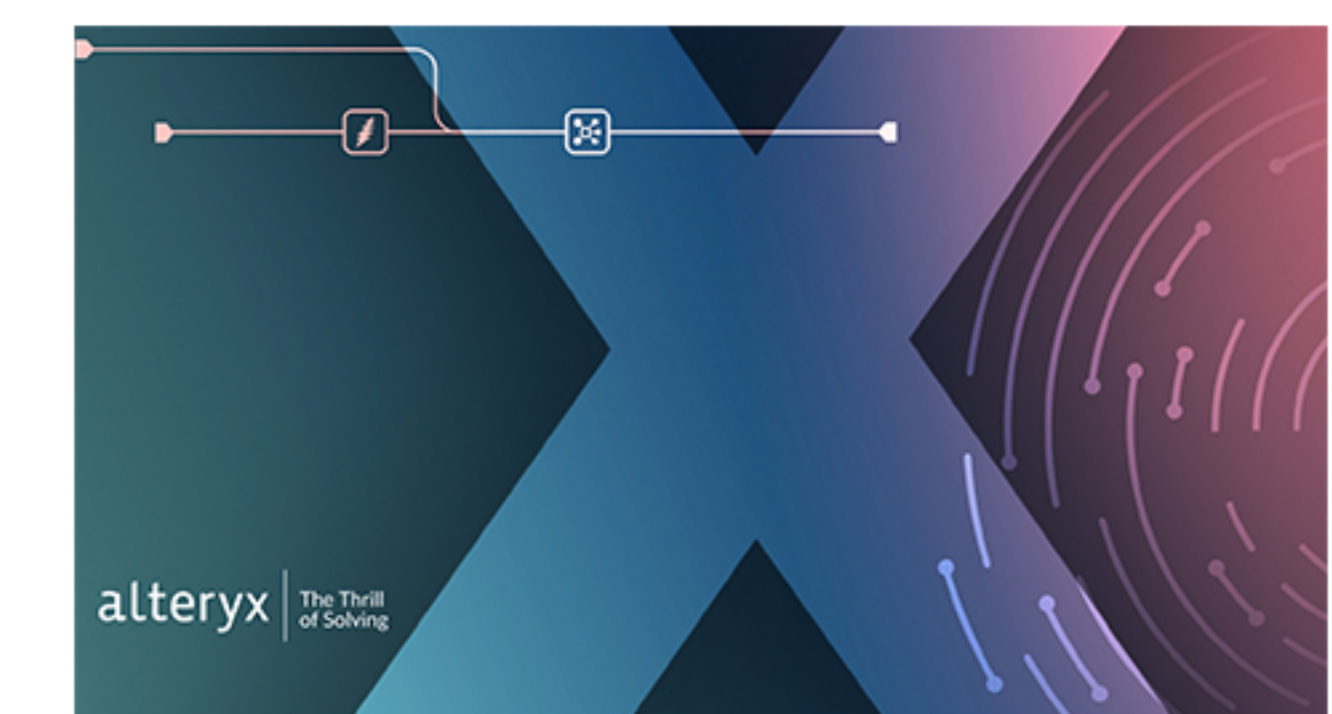
ICONS / AVATARS

The secondary mark “a” is most commonly used in graphic icons to represent Alteryx, and can be used in either a solid or outlined format in Alteryx blue or white.



GRAPHIC ELEMENT

Typically displayed in a larger format, the “a” or “X” may be cropped to the edge of a page or banner in this application. Most commonly used in environmental signage, event booths, and product marketing assets.



PROGRAMS AND PROMOTIONAL ITEMS

Our programs and promotional items reflect our brand in color and in spirit, while promoting our culture with authenticity and style. Programmatic marks that our customers and our Alter.Natives identify with, reproduced on gear they are proud to own and wear, are paramount to our brand.

PROGRAMMATIC MARKS

Examples of internal and external programmatic marks.



PROMOTIONAL MATERIALS

Promotional materials are important marketing assets for brand recognition. Our customers and Alter.Natives love our swag!



COLORS

ACCENT

AYX ALTERYX BLUE

HSB 236°; 54%; 77%
RGB 0; 130; 202
CMYK 82; 41; 0; 0
HEX 0082CA
PMS Process Blue C

AYX GRAPE SODA

HSB 236°; 54%; 77%
RGB 90; 97; 197
CMYK 73; 67; 0; 0
HEX 5A61C5
PMS 2727 C

AYX COTTON CANDY

HSB 3°; 24%; 100%
RGB 255; 198; 195
CMYK 0; 27; 14; 0
HEX FFC6C3
PMS 1767 C

AYX GREEN APPLE

HSB 167°; 98%; 86%
RGB 5; 220; 172
CMYK 64; 0; 48; 0
HEX 05DCAC
PMS

AYX WASABI

HSB 114°; 30%; 98%
RGB 182; 251; 175
CMYK 28; 0; 44; 0
HEX B6FBAF
PMS 352 C

DOMINANT

AYX DEEP SPACE

HSB 216°; 81%; 27%
RGB 13; 35; 69
CMYK 100; 87; 43; 46
HEX 0D2345
PMS 296 C

AYX BLUE RAZZ

HSB 170°; 48%; 91%
RGB 121; 233; 215
CMYK 44; 0; 24; 0
HEX 79E9D7
PMS 338 C

AYX HOT SAUCE

HSB 352°; 60%; 92%
RGB 235; 94; 112
CMYK 2; 78; 42; 0
HEX EB5E70
PMS 184 C

HSB

RGB

CMYK

HEX

343°; 54%; 63%

160; 73; 97

32; 82; 46; 11

A04961

HSB

RGB

CMYK

HEX

203°; 66%; 38%

33; 72; 96

91; 66; 42; 28

214860

HSB

RGB

CMYK

HEX

216°; 81%; 27%

13; 35; 69

100; 87; 43; 46

0D2345

HSB

RGB

CMYK

HEX

216°; 81%; 27%

13; 35; 69

100; 87; 43; 46

0D2345

GRADIENTS

GRADIENT USAGE

We love gradients. They look best on a diagonal. Set them to an angle at 124°. See how they can be used in pages 6-15.

HSB

RGB

CMYK

HEX

1°; 56%; 91%

232; 103; 101

4; 74; 55; 0

E86765



HSB

RGB

CMYK

HEX

175°; 49%; 75%

97; 190; 183

60; 3; 32; 0

61BEB7



HSB

RGB

CMYK

HEX

236°; 54%; 77%

0; 130; 202

82; 41; 0; 0

0082CA



HSB

RGB

CMYK

HEX

272°; 44%; 33%

68; 48; 85

78; 86; 39; 32

443055



TYPOGRAPHY

MONTERRAT EXTRA BOLD

Use Montserrat Extra Bold for headlines, all caps.

Headlines should be large and eye-catching.

Headlines can be underlined for emphasis, but don't have to be.

Set tracking to 160 pt.

Montserrat font should only be used with all caps.

THIS IS AN
EXAMPLE

LYON REGULAR

Use Lyon Regular for subheads and body copy.

Set tracking to -5 pt.

Subheads look like this.

And body copy looks like this: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

WEBSAFE USAGE

Use Lora for headlines and body copy for websafe usage. If Lora is not available, use Arial.

For Powerpoint, use Arial Black for headlines and Times New Roman for body text.

UNDERLINES

Apply underline treatment on large headlines that aren't too long (3 lines max).

**THIS IS AN
EXAMPLE
HEADLINE**

Headlines should have at least 4 pts in leading compared to font size.

Underlines are applied from system command in character palette.

LINE BREAKS

Apply line break treatment to capture attention in short (1-2 word) headlines and limit to 20% of the headline per communication. 20% rule can be flexible, use your best design judgement.

**WEL-
COME**

**TECHN-
OLOGY**

TYPE EXAMPLES

The most important consideration when working with type to achieve hierarchy—headline should always draw the viewer in first with subsequent, crafted typography appearing alongside it. Additionally, no single visual should have more than three font sizes and three font weights.

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BE PART OF A DYNAMIC AND FAST-GROWING ORGANIZATION

Alteryx is the leader in self-service data analytics, with opportunities in:

- Sales
- Client services
- Sales operations
- Many more

VISIT: [ALTERYX.COM/CAREERS](https://alteryx.com/careers)

Labels: Headline, Subheadline 1, Bullets, Call to Action

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IMPROVE ALUMNI FUND- RAISING EFFORTS

By blending multiple data sources with Alteryx, including:

- Completions and certificate or degree detail
- National employment and labor statistics
- Census and income estimates
- Alumni involvement/engagement
- Survey data
- Post-graduate employment history
- Social media activity




































Labels: Headline, Subheadline 2, Bullets

ICONOGRAPHY





Below are 35 common icons, each created to communicate a specific feature, benefit, or process. In order to maintain consistent messaging, icons should not be used to represent concepts other than those for which they are intended.

There are over 250 Alteryx Designer tool icons. These can be found on the Brand Board at brand.alteryx.com


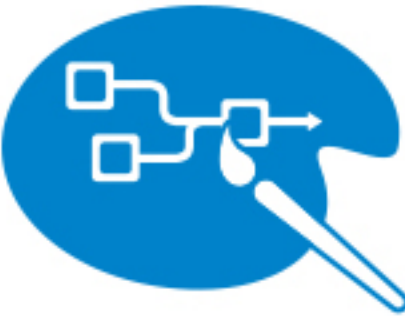


MARKETING ICONS

						
Deeper Insights	Save Time / Fast	Repeatable Workflow	Download Kit	Download Alteryx	Cloud Computing	Efficiency
						
Automation	Tools	Empower Analysts	Visualize Data	Access Data	Security	Accessibility
						
Team	Analyst / IT Person	Spatial Data	Predictive Data	Data Cleansing	Flexibility	Repeatable
						
Data Integration	Data Blending	Data Shaping	Data Quality	Disseminate Information	Transparency	No Coding Required
						
Share / Collaborate	Scalable	Cloud Computing	Question	Important	Seamless	Intuitive

PLATFORM ICONS

	
Discover + Collaborate	Prep + Analyze/Model
	
Share + Scale/Govern	Deploy + Manage

PRODUCT ICONS

	
Connect	Designer
	
Server	Promote

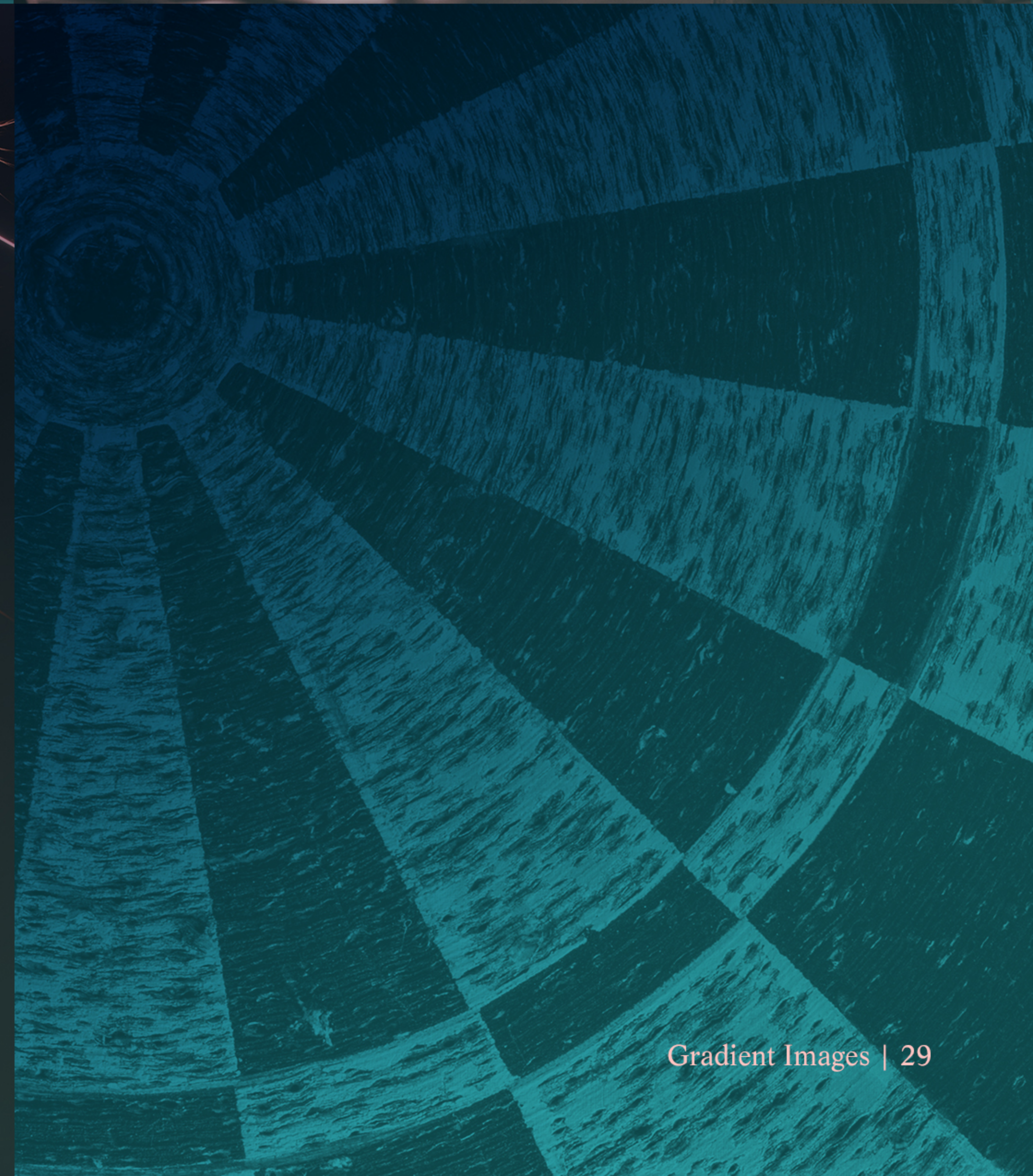
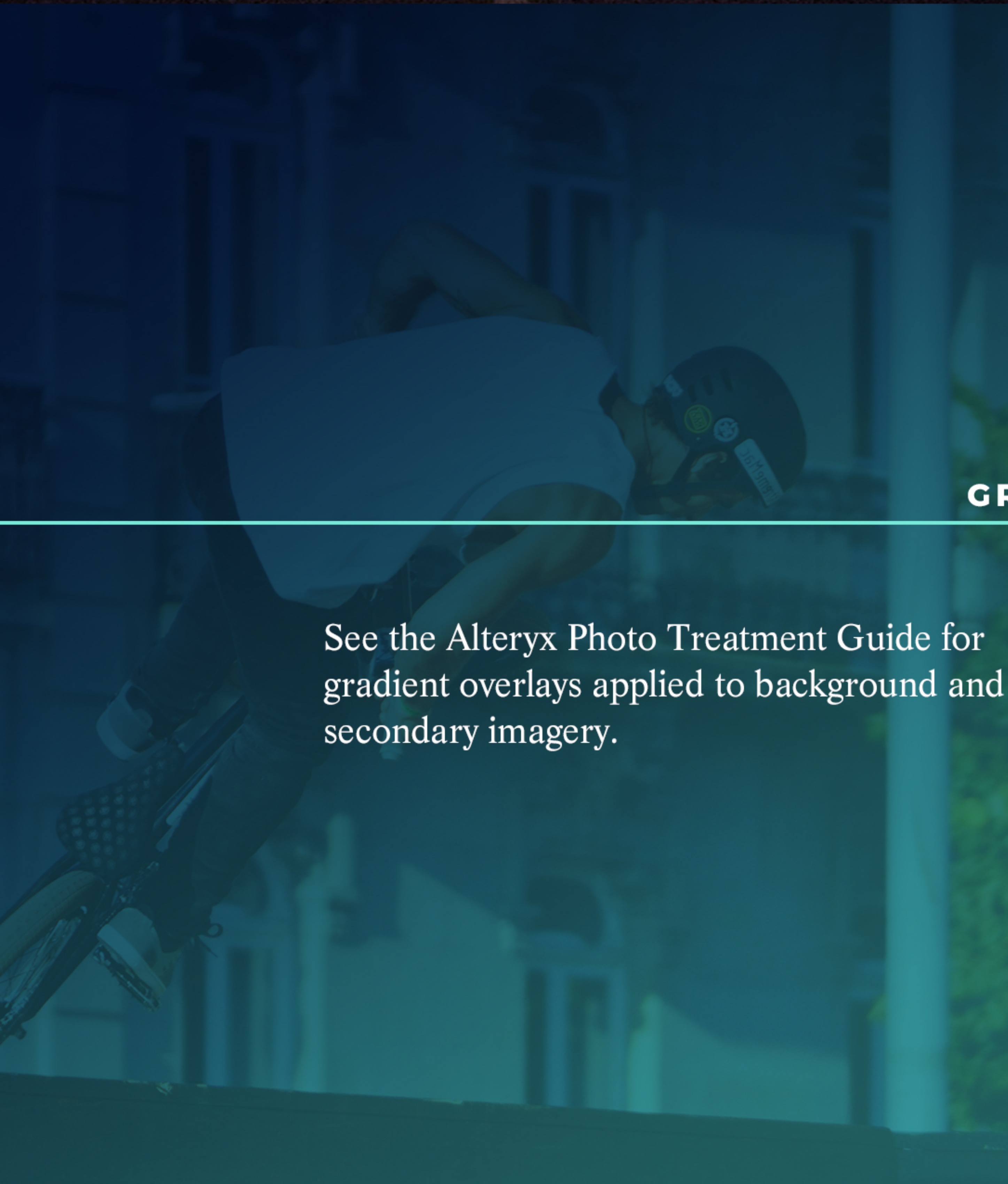
DESIGN

PATTERNS &

TEXTURES

DESIGN ELEMENTS

Choose from a curated library of various images and treatments with gradient textures.



GRADIENT IMAGES

See the Alteryx Photo Treatment Guide for gradient overlays applied to background and secondary imagery.

PHOTO- GRAPHY

PHOTOGRAPHIC ELEMENTS

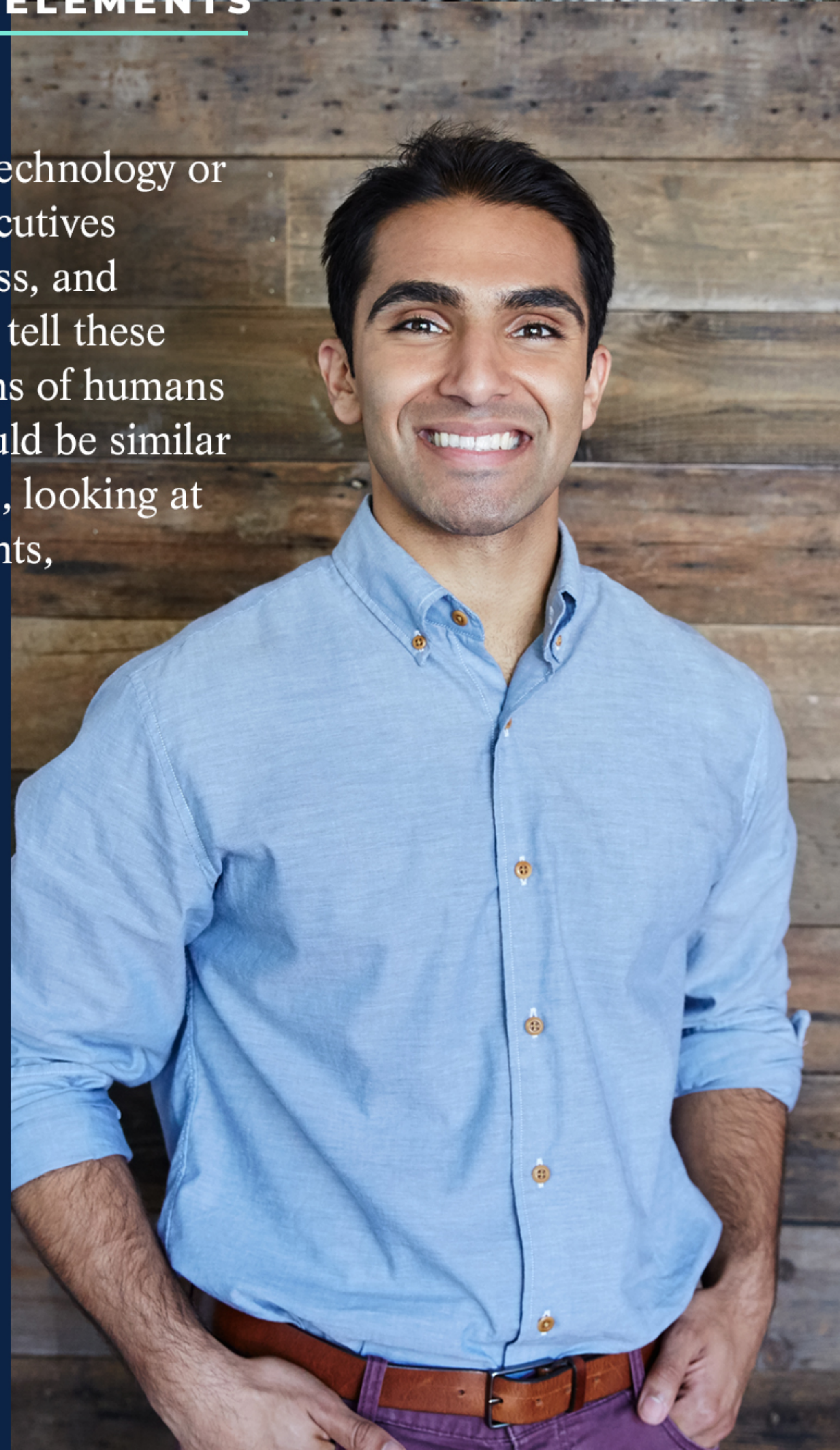
Our story of solving the impossible is not about technology or software. It's about people. Authentic C-level executives shaping data culture, people in the line of business, and analysts disrupting what's possible with data. We tell these stories partially with earnest, spirited photographs of humans who love what Alteryx lets them do. Images should be similar to what is shown here; mostly sparse, real people, looking at camera (and not), real moments, real environments, unexpected composition and framing.

NAME LOCKUP

Whenever possible use this lockup to celebrate real Alteryx users.

MARK ABRAHMS,
ALTERYX USER SINCE 2015

Southwest Airlines



POSITIONING

& BRAND

MESSAGING

THE PURPOSE

TO DEFINE who Alteryx is, and who we aren't.

TO INFORM everything created, said and done.

TO ENSURE consistency in tone and visuals across all touch points.

TO PROVIDE a blueprint as we continue to grow.

TO FORGE a lasting emotional connection to our brand.

TO EXPRESS our brand's DNA to the world.

These brand guidelines serve as our foundation. The tools in this book are meant to bring clarity and consistency across brand elements, building a unified voice and expression that inspires powerful communications. The more single-minded we are, the more powerful the Alteryx brand will be.

A man in a workshop, wearing a dark t-shirt, is holding a large, metallic car engine component. The background is filled with various mechanical parts and tools, creating a sense of a busy automotive environment. The lighting is warm, highlighting the textures of the metal and the man's focused expression.

**WHAT YOU
ALLOW ME
TO DO**

+

**HOW YOU
MAKE ME
FEEL**

Everything we say and do is at the convergence of the functional and emotional benefits that we provide.

CORPORATE & BRAND POSITIONING

The strategy and structure from which our new brand is built.

HOW WE GOT HERE

It started with the vision of our three founders to build a company that delivers a software platform that enables organizations to feel the exuberance of finding answers faster. Dean Stoecker, Olivia Duane Adams, and Ned Harding founded Alteryx in 1997, and through their leadership and passion, the company has revolutionized business through data science and analytics.

Today, Alteryx continues to deliver the goods for data analysts, business leaders, IT and data scientists by helping them get to deeper insights faster and more efficiently than they could ever have imagined. We view data as one of the biggest assets any company has.

The other biggest assets are customers and employees because without one, no company will have the other. At Alteryx, we stay focused on delivering a platform that is relevant to the marketplace built by passionate employees for exuberant users around the globe.

BRAND POSITION

Alteryx is the only quick-to-implement, end-to-end analytics platform for the enterprise that allows analysts and data scientists alike to break the barriers to insight, so everyone can experience the thrill of getting to the answer faster.

Talk to anyone who uses us.
This is not hyperbole. This
is real.

Breaking these barriers to insight:

- Messy data
- Time to prep and analyze
- Limited I.T. resources
- Repetitive, menial tasks

THE THRILL OF GETTING TO BUSINESS-CHANGING INSIGHTS LIKE NEVER BEFORE.

It's about the outcome.
The final read-out.
The answers that matter.

- Speed
- Ease of use
- Flexibility
- End-to-end platform

THE MVP

OUR MISSION

Our mission is to unleash the thrill inherent in solving problems, using our platform to fuel remarkable business and social outcomes.

OUR VISION

Our vision is that every business in the world experiences the thrill of problem solving with Alteryx.

OUR PURPOSE

To let you solve the impossible.

THE THRILL OF SOLVING

The Alteryx brand is about way more than prepping and blending data or self-service analytics.

What people can do with our powerful end-to-end analytics platform is transformative for the whole enterprise. But what really sets our brand apart is how we make people feel.

It's the joy of spending less time shuffling spreadsheets and more time seeking those heart-pounding, fist-pumping moments of insight. And giving more people the opportunity to find those insights, whether they write code or not.

It's about seeing hard work pay off when models actually get deployed into the business.

It's about bringing all parts of the enterprise together on one platform to solve the impossible with data. While giving IT the visibility to feel good about governance.

Every day, people are delivering game-changing, career-making business outcomes with Alteryx. And the only way to describe that is absolutely thrilling.

BRAND PILLARS

PASSION

We live for the thrill and delight that happens when we help free the world's thinkers to think in new ways.

INNOVATION

We constantly strive to break the barriers of analytics. Every day we look for ways to make our platform more powerful, and more thrilling, for the people and organizations who use it.

COLLABORATION

We foster relationships built on reciprocity, where our customer needs and input are always taken to heart and used to inform progress.

HUMANITY

We are here for people who love to solve problems. We empower them to find new and better ways to both build business and accelerate the good happening in the world.

BRAND

ATTRIBUTES

WHO WE ARE

Passionate problem solvers
Questioners of the status quo
Ahead of the curve
Straight shooters
Savvy
Enthused
Confident
Clever
Creative
Collaborative
Authentic
Reliable
Speakers of your language

WHO WE ARE NOT

Sleepy
Ordinary
Snide
Verbose
Like everyone else
Rigid
Confining
A mere tool

ALTERYX

AUDIENCES

Alteryx serves multiple audiences: data analysts/data scientists, C-level executives, and IT. While general messaging should be consistent across all audiences, there are specific areas of focus for each.

DATA ANALYSTS

They are spending more time manipulating data and less time delivering insights, bogged down by repetitive manual data labor tasks. Often they are limited by reliance on IT resources and data scientists to build advanced analytics that require code.

DATA SCIENTIST

Already a limited resource, their work developing advanced analytics is often wasted, with their models not getting deployed into the business due to time or cost restraints. They need a flexible environment to use multiple languages and platforms.

C-LEVEL EXECUTIVES

They are challenged with driving the business forward, fostering innovation, and accelerating a culture of data and analytics, but need a way to achieve these goals faster, in less time and with less resources and tools.

IT

They are constantly being tasked with giving the business more insights and faster access to data, but they have to maintain governance and control to ensure that their data is secure and compliant.

BRAND MESSAGING

This is foundational content for communicating our brand.
You are encouraged to build on this with your own best practices
for communicating in your channel.

CORE

MESSAGING

Our top-level messaging about the organization and the product.

TOP LINE

Revolutionizing business through data science and analytics.

PLATFORM

Unify your analytic experience and break the barriers to faster insights.

EXPRESSING

THE THRILL

Our bold, more colorful language is reserved for attention-grabbing headlines and introductory statements. In the more functional support copy, we can still infuse our communications with personality, and speak to the emotions that are tied to our benefits.

SAMPLE HEADLINES

Used sparingly to grab attention and set the tone

GENERAL

Total analytics badassery.
Born to solve.
Go from the end of your rope to the edge of your seat.
The end-to-end analytics platform for thrill seekers.

DATA ANALYSTS

Rebels without code.
Pivot away from spreadsheet hell.
If you have more than three spreadsheets open, you should get Alteryx.
Close your xls, it's time to analyze.
Discover. Prep. Cleanse. Blend. Fist pump.

DATA SCIENTIST

Solve a million dollar problem before lunch.
Repeatable workflows rock. Repeatable workflows rock.
We knew you were going to say predictive analytics.
Build models faster than a desk from a Swedish furniture store.
Put your models where they belong — out in the world.
Find answers before your business is on to the next question.
Deploy models without pulling out your hair.

C-LEVEL EXECUTIVES

Empowering everyone to solve anything.
Enable teams to create something amazing with your data.
Analytics DIY that brings more ROI.
No one gets you to the answers faster than Alteryx.
Stop playing with your data. Start using it.
Tap into unlimited potential with limited resources.

IT

Inform the wild, wild west of data there's a new sheriff in town.
We get governance. You get to relax.
Share with impunity.
Open up channels without opening the floodgates.

SUPPORT COPY ANALYSTS

Find, share and use more of your data in a social way

- Make your data more searchable and trackable
- Communicate and collaborate across the enterprise
- Powerful data lineage provides IT with visibility into governance and the security that lets them sleep at night

Spend less time on the menial and more on the meaningful

- Discover, prep, blend, and analyze data
- Easily connect to, cleanse and join data from any source, so you can do the analysis you were born to do
- Perform predictive, statistical and spatial analytics with a drag and drop, code-free experience
- Visualytics lets you see how your data is flowing as you go for instant validation and gratification
- Run repeatable workflows and never do the same tasks over and over

Feel the rush of delivering deeper insights in minutes, not months

- Rapidly process large volumes of data with no coding required
- Output analytic results to all the popular formats

Deploy and share analytics wins faster than ever before

- Operationalize your analytics processes
- Schedule and scale your analytic workflows
- Publish analytic apps for customized insights
- Tap into a community of thousands of experts and share their passion for problem-solving

SUPPORT COPY

DATA

SCIENTISTS

Rapid, hassle-free model deployment

- Deliver models in the language you prefer without recoding
- Embed machine learning models into any app
- Impact decisions with real-time scoring

Enterprise ready—Go big and go home early

- Manage, track and report model predictions in production
- Model, data and system auditing
- Get more insight into model performance by managing, tracking and reporting model predictions in production
- Monitor the health and stability of your models

Get out ahead of the trend with rapid iteration and improvement of models

- Automated unit testing
- Manage the latest and greatest models with version control and tracking
- Evaluate and test your models to ensure they deliver the best impact on the business

SUPPORT COPY

C-SUITE

The rush of getting to deeper
business-changing insights faster

- Save millions on wasted data labor and put your best minds on your toughest challenges
- Turn your business experts into data experts with advanced analytics that is both code-free and code-friendly. Every employee who uses data to make decisions gets better, and badder, with the Alteryx platform
- Win with data vertically and horizontally to solve for answers across departments and lines of business
- No more wasted thinking—put your best models in play without heavy development time and cost.

SUPPORT COPY



Give your users a flexible, end-to-end data platform with open architecture that they can securely use to learn, grow and win

- Secure, governed data access—the perfect balance of being in control and granting others to freely engage in analytics fist pumping
- Data insight collaboration with powerful controls
- The deep relaxing breath that comes with centralizing everything so you know who's connecting, where the data is coming from and where it's going
- Certify data sources so you and your users can really trust the results
- Break down the silos and unify business and IT into one big problem-solving horde of overachievers
- Empower breakthrough business outcomes with better governance for self-service analytics

COMPANY

DESCRIPTION

100 WORDS

Alteryx Inc., headquartered in Irvine, CA, offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. With Alteryx, business analysts and data scientists alike can discover, share and prep data, perform analysis—statistical, predictive, prescriptive and spatial—and deploy and manage analytic models. Hundreds of thousands of people in enterprises all over the world rely on the platform to deliver actionable insights daily. Alteryx is proud to be Gartner Peer Insights Customers’ Choice for Data Science and Machine-Learning Platforms.

50 WORDS

Revolutionizing business through data science and analytics, Alteryx offers an end-to-end analytics platform which empowers data analysts and scientists alike to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Organizations all over the world rely on Alteryx daily to deliver actionable insights.

CONTENT & WRITING

COMMUNICATION

Rules and usage for written Alteryx communication

VOICE & TONE

We focus our content on the needs of our audience, clearly communicating the benefits of our products to the user, but also introducing elements that inspire our customers to think big.

CLEAR AND CONFIDENT

We have a natural, concise tone of voice. We avoid standard business clichés and complicated sentences. We convey confidence by using vibrant, descriptive, and powerful language in an active, not passive voice.

Example:

**YOU CAN DERIVE
DEEPER INSIGHTS**

Not:

**DEEPER INSIGHTS
CAN BE DERIVED**

PERSONABLE AND INSPIRING

We speak to the customer in second person, rather than about the customer in third person.

Example:

**YOU CAN CONDUCT
DEEP ANALYSIS**

Not:

**COMPANIES CAN
CONDUCT DEEP
ANALYSIS**

COMPANY & PRODUCT USAGE

DON'T MAKE ALTERYX POSSESSIVE

Some company names sound okay when you make them possessive (e.g., Oracle's, Adobe's, etc.). Alteryx is not one of those names. What's more, lawyers don't like making company names possessive because it doesn't adhere to copyright and trademark laws.

CORRECT The superior analytics capabilities in Alteryx...

INCORRECT Alteryx's superior analytics capabilities...

INCLUDE TRADEMARKS AND COPYRIGHT DETAILS

The following copyright disclosure must be included at the bottom of all marketing collateral we produce, whether the document is printed or made available as a simple, downloadable PDF.

EXAMPLE © 2018 Alteryx. Alteryx is a registered trademark of Alteryx, Inc.

PERSONABLE AND INSPIRING

COMPANY NAME Alteryx or Alteryx, Inc.

PLATFORM NAME Alteryx Analytics

THE ALTERYX ANALYTICS PLATFORM INCLUDES THESE OFFERINGS

- Alteryx Designer (NOT: The Alteryx Designer)
- Alteryx Server (NOT: The Alteryx Server)
- Alteryx Analytics Gallery (NOT: The Alteryx Analytics Gallery)
- Alteryx Promote
- Alteryx Connect
- Alteryx Community

EDITORIAL & GRAMMAR

USE ACTIVE VOICE

CORRECT The team made significant progress.

INCORRECT Significant progress was made by the product team.

RESCUE THE ORPHAN “THIS”

Sentences that start with “This” without specifying what “this” refers to are a big reason people get lost or zone out, especially in longer documents, such as white papers. “This” should always be followed by a word that refers to the previous sentence, giving the reader context.

CORRECT This mistake happens because experts are so familiar with what they know that they don’t even notice it.

INCORRECT This happens because experts are so familiar with what they know that they don’t even notice it.

USE PARALLEL CONSTRUCTION IN LISTS

Each of the bullets in a list should use the same sentence construction, beginning with an active verb, in the same form.

CORRECT

- *Recruit* the best people
- *Align* with the business
- *Engage* your employees

INCORRECT

- *Recruiting* the best people
- *Aligning* with the business
- Employees are *engaged*

CONTRACTIONS

Unless the overall copy is very formal, use contractions to sound friendly and approachable, staying in line with our corporate tone of voice. It’s something you’ll want to use often.

CAPITALIZATION

USE TITLE CASE CAPITALIZATION FOR DOCUMENT HEADINGS AND SUBHEADINGS

Document subheadings should begin with an active verb using the -ing form (present participle)

EXAMPLE Alteryx Designer QuickStart | Accelerating your Analytics ROI

USE CAPS AFTER COLONS IN TITLES

In running copy, use caps after colons only when it is a complete sentence; otherwise, use lower case.

CORRECT It's been snowing for three days straight: The roads around here aren't very safe for driving.

INCORRECT I put three things in the car: my coat, a blanket, and a pair of shoes.

DON'T USE CAPITALS FOR EMPHASIS; USE ITALICS INSTEAD

In documents as well as on slides, capitalization should be used only for branded names, not for emphasis. Use italics for emphasis. Use quotation marks to set off words.

NOTE When in doubt, refer to the AP Style Guide

PUNCTUATION

ALWAYS USE THE SERIAL (OR OXFORD) COMMA

This is the final “and” in a list.

CORRECT You can analyze X, Y, and Z with Alteryx.

INCORRECT You can analyze X, Y and Z with Alteryx.

If you have multiple items in a sentence set off with commas, use a semi-colon to separate the phrases—otherwise, readers get lost.

CORRECT With Alteryx, you can enrich data with segmentation, demographic, location, household, and other third-party data; conduct sophisticated predictive and spatial analytics; and visualize the results.

INCORRECT With Alteryx, you can enrich data with segmentation, demographic, location, household, and other third-party data, conduct sophisticated predictive and spatial analytics, and visualize the results.

OTHER PUNCTUATION RULES

- Use only one space at the end of sentences.
- In web copy, use a space on either side of an em-dash.
- In lists, use a colon after bold lead-in text.
- In lists, do not use ending punctuation unless each item in the list is a complete sentence.
- Use a comma in four-digit numerals.
- Use directional (smart, curly) apostrophes and quotation marks.
- Use the ampersand (&) only when it’s part of a proper name.

CORRECT Johnson & Johnson

INCORRECT a secure, scalable, & extensible architecture

NUMBERS & FORMATTING

ACRONYMS

Always spell out the first instance of an industry acronym or term and include the acronym in parenthesis immediately following. You can simply use the acronym in subsequent mentions.

EXAMPLE Line of business (LOB)

DATES AND TIME

USE THE FOLLOWING DATE/TIME

Wednesday, October 5, 10:00am PT

NUMBERS

Spell out numbers from one to nine; thereafter, use the numerals (10).

EXCEPTIONS INCLUDE

- If a sentence includes a mix of these numbers, use numerals consistently. (In the study, 9 out of 11 analysts rated...)
- Don't start a sentence with a number. If the sentence cannot be rewritten, then spell out the number that starts the sentence.
- Use a numeral with percentages, million, and billion. Spell out the word instead of using %, M, or B. (5 percent, 1 million)
- Use a comma in four-digit numerals
- Use the full numeral instead of abbreviating by using just "k" (4,000 users — not 4K users)

PHONE NUMBERS

For phone numbers in the United States, separate the groups of numbers with hyphens and don't use parentheses or periods:

CORRECT 800-809-9920

INCORRECT (800) 809-9920

800.809.9920

For phone numbers in other countries, use the local style described on this Wikipedia page:

http://en.wikipedia.org/wiki/Local_conventions_for_writing_telephone_numbers

USE OF LINKS

Don't use phrases such as "click here" or "click to enlarge" and other obvious instructions. Linked words or phrases should tell the reader where he or she will be delivered, as clearly and concisely as possible.

CORRECT [Read the brochure](#)

INCORRECT [Click here](#) to read the brochure