



BRAND GUIDELINES

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Welcome,

Our brand is more than just our logo and tagline. It is the way we are perceived in the hearts and minds of our customers. When all of our teams are aligned in the way that we think, talk and write about our brand, we present a consistent and unified presence at every customer interaction, reinforcing our mission, our vision and our point of view.

Every team member is automatically a brand ambassador and charged with representing our organization in a manner aligned with our values. This guide should provide clarification for who we

are and who we are not. You will find language, visuals and themes that have been created specifically to differentiate us from our competitors and highlight the benefits of working with us.

Together, we will continue to build our organization to fit the needs of our customers, our employees and our industry.



codence
make sense.

Our Category

*Key to messaging is communicating clearly what you
do in relatable terms.*






FileMaker Software Developers

Our Descriptor





For companies wrestling with their data,
Codence is the FileMaker Software Developer
who can provide the business intelligence and
data integrity elemental to growth; only Codence
crafts both reliable software and tailored custom
solutions that marry deep accounting roots with
FimeMaker Expertise

Brand Matrix

Who are we?

What do we do?

What do we do it for?

RESULTS-DRIVEN

Solve

CFOs

VETERAN

Partner

IT Directors

COMMITTED

Organize

Operations Managers

UNFLAPPABLE

Build

Financial Department

What do they want?

How do they change?

Impact

Business Growth

Experts

Confidence in their data

Efficiency

Streamlined workflows

Automation

Return on working capital




Brand Story

Whether your business is looking for custom or out-of-the-box FileMaker solutions, Codence brings the software and custom development chops to get true business intelligence from your financial data.

Codence works directly with you to solve your unique needs, either implementing our Genesis software or developing a customized business system that's flexible, reliable, and has room to grow as your business does. By taking advantage of the FileMaker platform, we serve as your dedicated partner in your quest towards the perfect business software workflow.

We've seen it all. With a team of developers ready to tackle any and every challenge, our years of experience in custom FileMaker development means no task is too daunting. Whether it's integrating with other business systems, generating custom reports or preserving data integrity, Codence breaks down the data silos that exist within your business and gives you tools and insights you need to help your business grow.

Our Brand Pillars

 We live and breathe
FileMaker.

You want FileMaker? We're the experts. We know how to leverage all of what FileMaker has to offer to build anything you can imagine – and we do it well.



We listen first – Solve second.

We truly want to understand the issues your business is up against. Whether it's integration with other existing systems, business intelligence, or just streamlining your workflow, we craft custom solutions truly suited to your problems.

Our accounting expertise runs deep.

Any custom software company can build you something you ask for. But our in-house finance and accounting roots help us speak your language and see your issues in the unique light they require.

Our Value Proposition

Greater Visibility

We build our systems for business insight, helping you understand revenue streams, improve process flow and solve business problems.



Evolved for Your Business

Using the FileMaker platform, we can evolve your business by consolidating data, automating historically manual processes and empowering a remote workforce.

True Partner

Our in-house finance and accounting roots means we can deeply understand the issues your business is facing and help you understand the requirements and processes to make you successful.

Style, Tone, Language

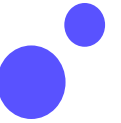
Attribute

CONFIDENT

CALM

SMART

FLEXIBLE



Conveys

We're not trying to be anything we're not. We know our stuff, and love what we do – and we know we do it well. We're not overbearing, but we're not afraid to go to bat what we think is right.

We listen first, with the understanding that every problem has a solution. We're not alarmist or aggressive. We take our time, double and triple check, and we approach things with a level head and a clear mind.

We're highly specialized. Our expertise and experience have given us the ability to solve unique problems, and we bring that perspective to every engagement. We're not here to reinvent the wheel – but we are going to make the wheel better.

We may be specialized, but we're not stuck in our ways. We thrive when given opportunities to solve problems we've never seen before – our flexibility allows us to take what we've done and make it work in a myriad of other applications.

Brand Personality Guardrails





We Are

CONFIDENT

CALM

SMART

FLEXIBLE

EMPOWERING

MATURE

EMPATHETIC

STRAIGHTFORWARD

We Are Not

ARROGANT

PASSIVE

OVERLY TECHNICAL

LOOSE

PUSHY

STUFFY

PUSHOVERS

IMPERSONAL



Messaging

Tagline

What is one simple short phrase to communicate who we are?

make sense.



Impact Through Business Intelligence

When your business processes and technologies work in silos, it's almost impossible to gain actionable insights and make informed decisions that can impact your bottom line. But the potential is there - all you need is the right data.

At Codence, we put the business intelligence you need at your fingertips. We can connect disparate data sources, streamline your workflows, and generate custom reports and dashboards with the data integrity you need in order to make informed

decisions for your business. Whether adding features and functionality to your existing system or starting from the ground up, Codence has been in the game long enough to bring the expertise, creativity, and problem-solving you need to the table.

make sense.



Plan Your Technology Roadmap

If you're wrestling with complex and disparate data sets – especially when it comes to finance and accounting – it can be incredibly difficult to reconcile everything within one singular technology platform, while still maintaining data integrity.

That's why at Codence, we work in FileMaker. Our Genesis suite of products is intentionally built on FileMaker's cross-platform transactional database architecture to allow for ultimate flexibility and easy integration with your existing systems.

Our development team has seen it all. If you can dream it, we can build it – without having to start from scratch or reinvent the wheel. At Codence, we partner with you to understand your needs and your current technology infrastructure to craft a custom software solution that works for you, your teams, and your business.

make sense.



See What's Working

At Codence, we know how hard it can be to find a technology solution that does everything you need it to do. With multiple systems already in place, the last thing you need is to integrate one more.

Streamlining processes and enabling workflow efficiencies is what we do best. Whether working with our Genesis suite of products as a baseline, or within a completely customized platform, the features and functionality possibilities are endless. Best of all, our FileMaker based products can be seamlessly integrated with any existing systems.

And since we've been around long enough to understand the importance and benefit of truly integrated systems, we never cut corners. You can rest easy knowing that the platforms and systems in place are not just efficient, but reliable too.

[make sense.](#)



Close the Gaps

Members of the finance and accounting department play a critical role in ensuring an accurate picture is painted when it comes to financial health. Gaps in reporting, non-compliance, inaccuracies – you’ve got your eyes on all of these risks. Sure, a software platform that can automate monotonous tasks could make your life easier, but only if you’re 100% confident your data integrity.

With Genesis products, not only are you placing trust in the only credible, accounting-focused FileMaker software available on the market, our

in-house staff of CPAs make sure that our products are feature rich and provide useful functionality – like searching the general ledger like a database. Best of all, if there’s anything our products can’t do, our custom development capabilities can build it for you – turning Genesis into your greatest asset.

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Brand Guidelines

COLOR

COLOR VARIATIONS

COLOR

PRIMARY COLORS



PANTONE 2725 C

C88 M87 Y0 K0
R66 G92 B199
#5951fe



PRIMARY GRADIENT

Location: 33%
Angle: -45

SECONDARY AND ACCENT COLORS



PANTONE 353 C

C60 M0 Y60 K0
R20 G239 B155
#14af9b



PANTONE 3275 C

C74 M1 Y47 K0
R28 G184 B162
#1cb8a2



PANTONE 2706 C

C16 M16 Y0 K0
R208 G207 B247
#d0cff7



PANTONE 5285 C

C60 M16 Y0 K0
R112 G109 B128
#706D80



PANTONE 433 C

C60 M16 Y0 K0
R26 G35 B43
#1a232b

LOGO

LOGO VARIATIONS

HORIZONTAL NO TAGLINE

HORIZONTAL WITH TAGLINE



LOGO

LOGO VARIATIONS INVERTED

HORIZONTAL WITH NO TAGLINE

HORIZONTAL WITH TAGLINE



LOGO

LOGO VARIATIONS

VERTICAL WITH TAGLINE

VERTICAL NO TAGLINE




LOGO

LOGO VARIATIONS INVERTED

VERTICAL WITH TAGLINE

VERTICAL NO TAGLINE



The background is a solid teal color. On the left side, there are several overlapping circles of varying sizes and shades of teal, creating a layered, organic effect. The text is centered on the right side of the image.

These are our fonts
they can be used for
print and web.

Varela Round
Aa

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Roboto
Aa

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

PHOTGRAPIC STYLE



Photography used for Codence brand must reflect it's company culture and overall message, voice and tone. Photos must have a light and airy quality to them. When showing people, subjects should be presented in technology-based environments,

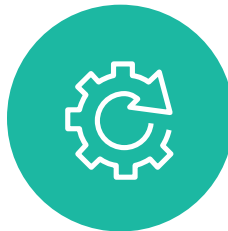
exhibitting gender and racial diversity, collaorating and working together - preferably demonstrating brainstorming proceesses or technology in use. All photos should reflect a fun calm quality and include brand colors whenever possible.



OTHER COLLATERAL

THE BRAND

ICONOGRAPHY STYLE

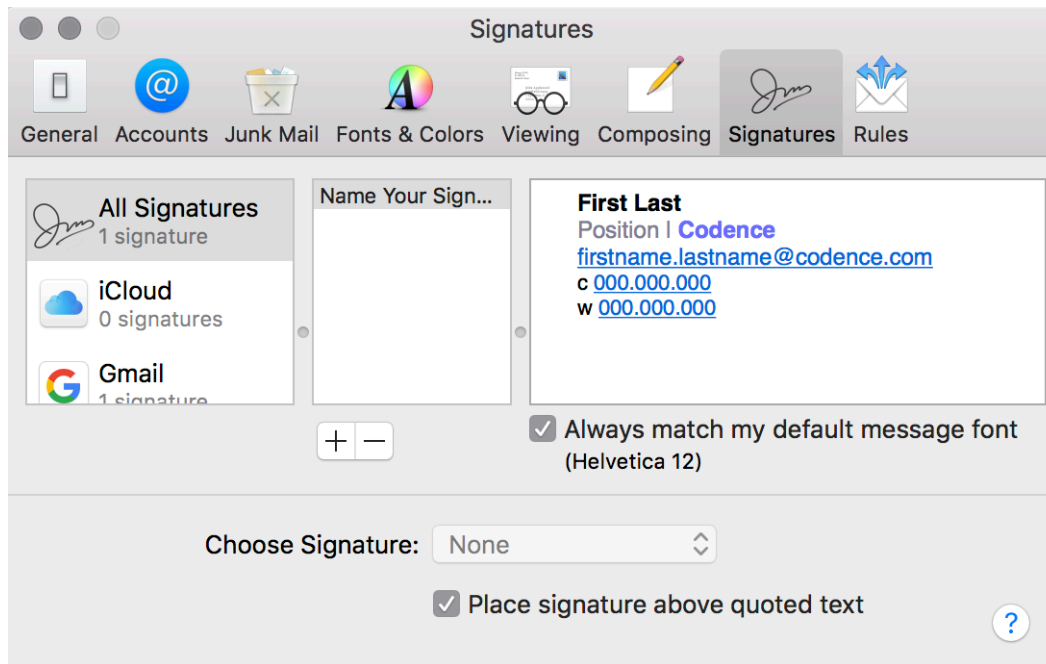


Our iconography style aligns with our personality and echoes the foundational elements of our brands. Our icons are characterized by simple, flat art with a thin line style that aligns with our logos and fonts. Adding color to icons makes the system even more flexible. Color can be added in two ways—by changing the color of the icon itself, or by placing the icon on a colored circle.

BUSINESS CARDS



EMAIL SIGNATURE



Email signature is with Mac Mail.

Open Mac Mail and go to preferences and chose the tab, signatures. Use the format tab and use colors and fonts .Name, position and Codence are Helvetica 12pt. Name and codence are Bold.

Position is brand standard grey #706D80. Codence is brand standard purple #5951FE. Highlight and right click to insert links. Email and phone numbers are 11pt.

