



FISHER TECHNOLOGY

2021 BRANDING GUIDE

Logo Usage and Design Guide



VISION

Vision Statement

Since 2006, Fisher Technology has been the North American distributor of BPA (Business Process Automation) Platform Software, formerly known as Task Centre. We seek opportunities to consult with our customers by overcoming business process woes, consolidating time-consuming manual tasks, and developing digital solution sets that optimize business operations, overall increasing productivity, and revenue. BPA platform supercharges on-premise or cloud applications such as CRM, ERPs and eCommerce Platforms.

Our Product Line

Our flagship product line comes to us from experienced software development company Codeless Platforms, previously known as Orbis Software. BPA Platform, has been developed so that organizations can quickly and easily build applications, automate business processes, and integrate systems in a low-code/no-code environment that is easy to set up and maintain. BPA Platform is a powertoolset and increases the usefulness of all software that is connected into it. Designed to be an easy-to-use platform the solution is 100% aligned with existing operational processes and business objectives and can be adjusted easily as business needs evolve and develop.

- BPA Platform is a unique Business Process Management (BPM) software suite, enabling organizations to build powerful automated business processes, while leveraging the power of existing systems. The BPA Platform product range offers a scalable automation solution for organizations, ranging from the small-to-medium business to the large enterprise.

COMPANY LOGOS & COLORS






Logos



The Fisher Technology logo has changed drastically since 2006. In the latest version of the iconic spherical logo, the Fisher F pushes through the purple orb, symbolizing the way Fisher Technology breaks the mold of traditional integration. Updates in the new logo also remove the well known “What do you want to automate?” slogan, in favor of a modernized, clean look. The new logo also will be able to be displayed in 2 variants, and multiple color variants makes it easier than ever to overlay on websites and collateral.

The logo must be given additional cushion on all sides to provide clarity to the logo. Please also note, that the orb may be separated, but must not be placed within 1-character distance from the text. Please reach out to the Marketing team for any questions regarding Logo usage.

Color Palette

Color Name	Hex	RGB	CMYK	Pantone
 Fisher Purple	6D348C	109, 52, 140	0.22, 0.63, 0.0, 0.45	526 C
 Dark Blue	3B3E4D	59, 62, 77	0.23, 0.19, 0.0, 0.70	4132 C
 Pure White	FFFFFF	00, 00, 00	0.0, 0.0, 0.0, 0.0	n/a
 Ice Light Blue	C4D2DF	196, 210, 223	0.12, 0.06, 0.0, 0.13	538 C
 Highlight Blue	87D6F7	135, 214, 247	0.45, 0.13, 0.0, 0.03	2975 C

COMPANY LOGOS

FISHER LOGO

Light and White backgrounds



Standard logos may be used over white blocks, or overlay over light images, any image that is darker or black should use the Ice Light blue variant on the right.

Access to SVG downloads are available through our partner portal. Please reach out to the Marketing team if you do not have appropriate access.

Dark or Black backgrounds

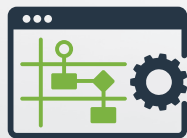


Dark logos feature the ice light blue color for clarity, this flexibility allows the Fisher logo to be placed anywhere, and over a variety of colors

Monochrome logos are only to be used in specific settings. Please consult with marketing to use it.

■ Ice Light Blue

PRODUCT LINE LOGOS



BPA
Platform



For BPA platform logos please refer to the Codeless Platforms branding guide linked here.



TYPOGRAPHY

TITLE 1 - AVENIR NEXT PRO

Bold, Capitalized, 15 pt or greater

To license this font: <https://www.fonts.com/font/linotype/avenir-next>

Title 2 - Noto Sans

Regular, Non Capitalized 14 pt or less

To download this font (no license necessary, this is a free to use google font)
<https://fonts.google.com/specimen/Noto+Sans>

Copy - Noto Sans

Light, Non Capitalized 12 pt or less

To download this font (no license necessary, this is a free to use google font)
<https://fonts.google.com/specimen/Noto+Sans>

Typography has been updated and modernized to include a library of fonts that are readily available, and can be used across multiple platforms. Clarity is key, and therefore the use of defined title levels, colors are determined for each level of text. Please note that dark colors should have the Ice Light Blue text color

Access to the fonts is provided in the links on the left. Any specific font questions can be directed to the marketing team.

ICONOGRAPHY

Fontawesome icons are used to complement our messaging on all our resources.

To use Fontawesome you must first install the font into your computers font library. <http://fontawesome.io/icons/>

SVG versions of those icons are available to use.



USAGE OVER DARK COLORS

TITLE 1 - AVENIR NEXT PRO

Bold, Capitalized, 15 pt or greater

Title 2 - Noto Sans

Regular, Non Capitalized 14 pt or less

Copy - Noto Sans
Light, Non Capitalized 12 pt or less

Marketing Inquiry?
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