



BRAND MANUAL

The document you are about to read collects all the relevant information to the AnswerModules brand and its correct application.

The guidelines are intended to ensure that the brand is used correctly, on every tool and support, so that the identity of AnswerModules is not distorted from personal stylistic interpretations.



AnswerModules

> Who we are

AnswerModules is a product-oriented company focused on delivering innovative add-on solutions dedicated to extending and enhancing OpenText Extended ECM platforms' capabilities.

Our flagship product, **Module Suite**, is the **most successful digital transformation enabler** and **accelerator** for **OpenText Extended ECM on** and **off Cloud**.

Module Suite is trusted cross-industry **by 100+ organizations worldwide** to efficiently digitize business processes and create tailored business solutions, thereby unlocking additional value from their ECM investments.

> Our Tagline

MODULE SUITE
The ultimate digital transformation enabler and accelerator for OpenText Extended ECM

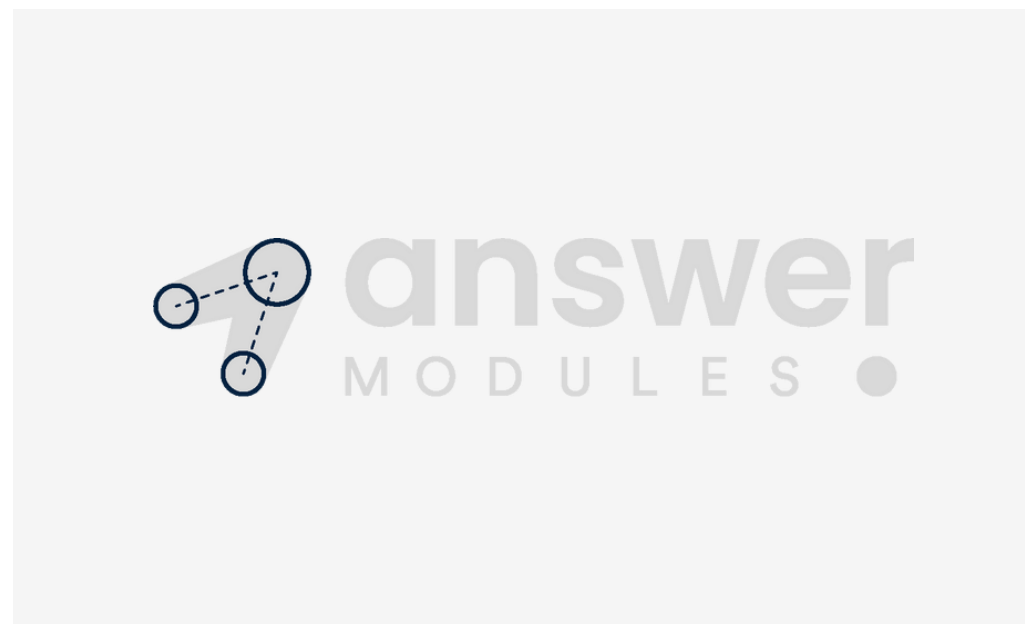


Logo

> Our Logo

The logo is the most recognizable visual element of our brand. The logo must never be altered, re-created, stretched, distorted or skewed in any way.

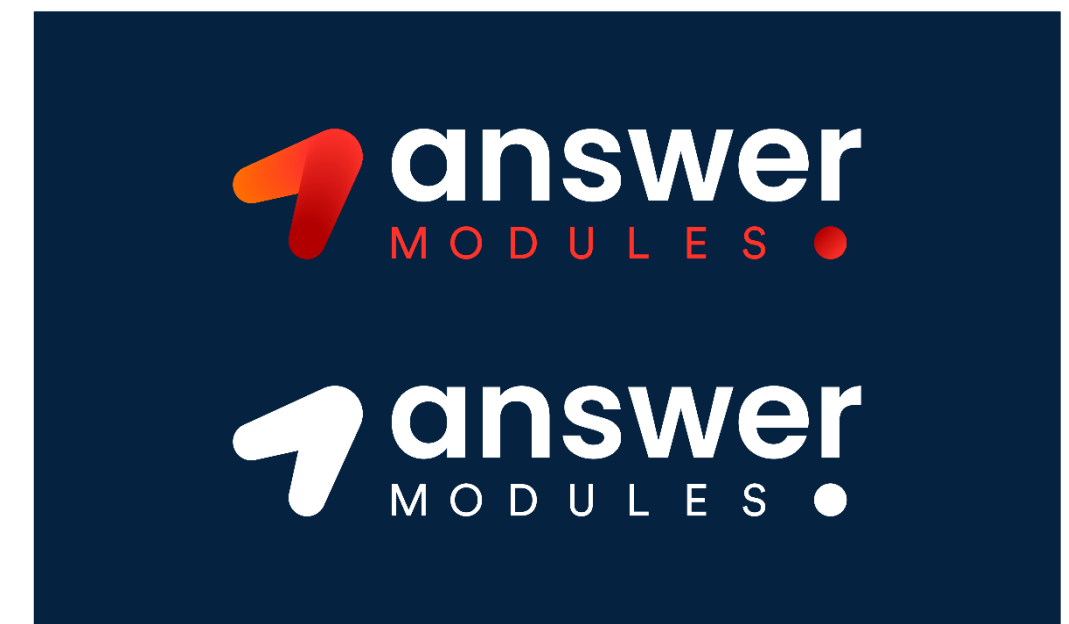
Always use high quality vector versions (.AI, .EPS, .PDF, or high-resolution JPG or PNG) of the logo.



Logo Structure



Positive version



Negative version

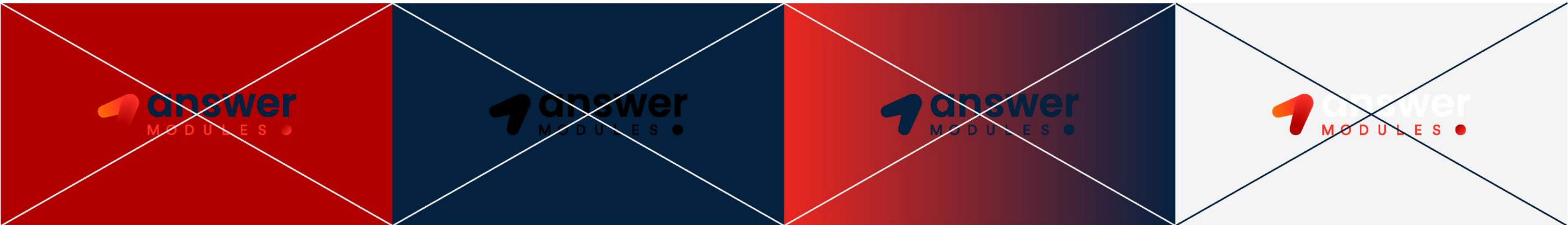


MINIMUM SIZE
→ 40 mm

Correct Usage



Incorrect Usage

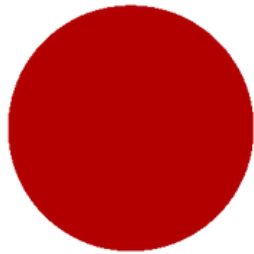


- Do not reproduce the logo in other colors than its official ones
- Do not stretch or distort the logo in any direction. Always scale the logo proportionately.
- Do not use the logo on low contract backgrounds

PALETTE



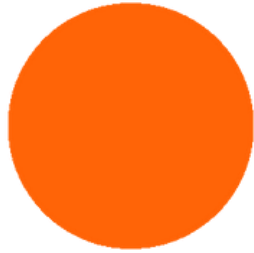
CMYK
100 | 86 | 45 | 51
RGB
5 | 34 | 65
HEX
#052241



CMYK
20 | 100 | 100 | 13
RGB
178 | 0 | 0
HEX
#B20000



CMYK
0 | 92 | 87 | 0
RGB
237 | 39 | 32
HEX
#ED2720



CMYK
0 | 71 | 93 | 0
RGB
255 | 100 | 7
HEX
#FF6407

GRADIENT



CMYK
20 | 100 | 100 | 13
RGB
178 | 0 | 0
HEX
#B20000

CMYK
0 | 92 | 87 | 0
RGB
237 | 39 | 32
HEX
#ED2720

CMYK
0 | 71 | 93 | 0
RGB
255 | 100 | 7
HEX
#FF6407

POPPINS

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Black

Black Italic

