

ARATUM PARTNER BRANDING GUIDE

Brand Guidelines for Aratum's Official Partners

Contents

- 03 Aratum Partner Connect
- 04 Purpose and Intended Use of Guide

I Logo

- 06 Aratum Partner Connect Logo
- 07 Logo Rationale
- 08 Primary Logo
- 09 Secondary Logo
- 10 Clearspace
- 11 Co-Branding
- 12 Improper Use of Logo
- 13 Color Usage

I Digital Application

- 15 Presentation Slides
- 17 Digital Letterhead
- 18 Portable Documents
- 19 E-mail Signature
- 20 Video
- 21 Advertisements/ Image Posts

I Printed Application

- 23 Business Card
- 24 Printed Letterhead
- 25 Partner Merchandise

Aratum Partner Connect

Partnering with Aratum enables you to give your consumers access to cutting-edge technology platforms that are enhanced and expanded by your proprietary intellectual property and delivered in the cloud.

Purpose and Intended Use of this Guide

The Aratum Partner Branding Guide has been meticulously crafted to ensure the bond between Aratum and its partners. Its primary objective is to enhance the strength of the partnership by safeguarding the integrity of the Aratum Partner Connect, and prevent any misuse of the both the Partner Connect logo and the Aratum logo. Additionally, this guide establishes a standardized framework to cultivate a brand partnership between Aratum and its collaborators. The guidelines stated in this document serves as a structured approach to establish the essence of the partnership across various mediums, including printed materials, digital platforms, and written content.

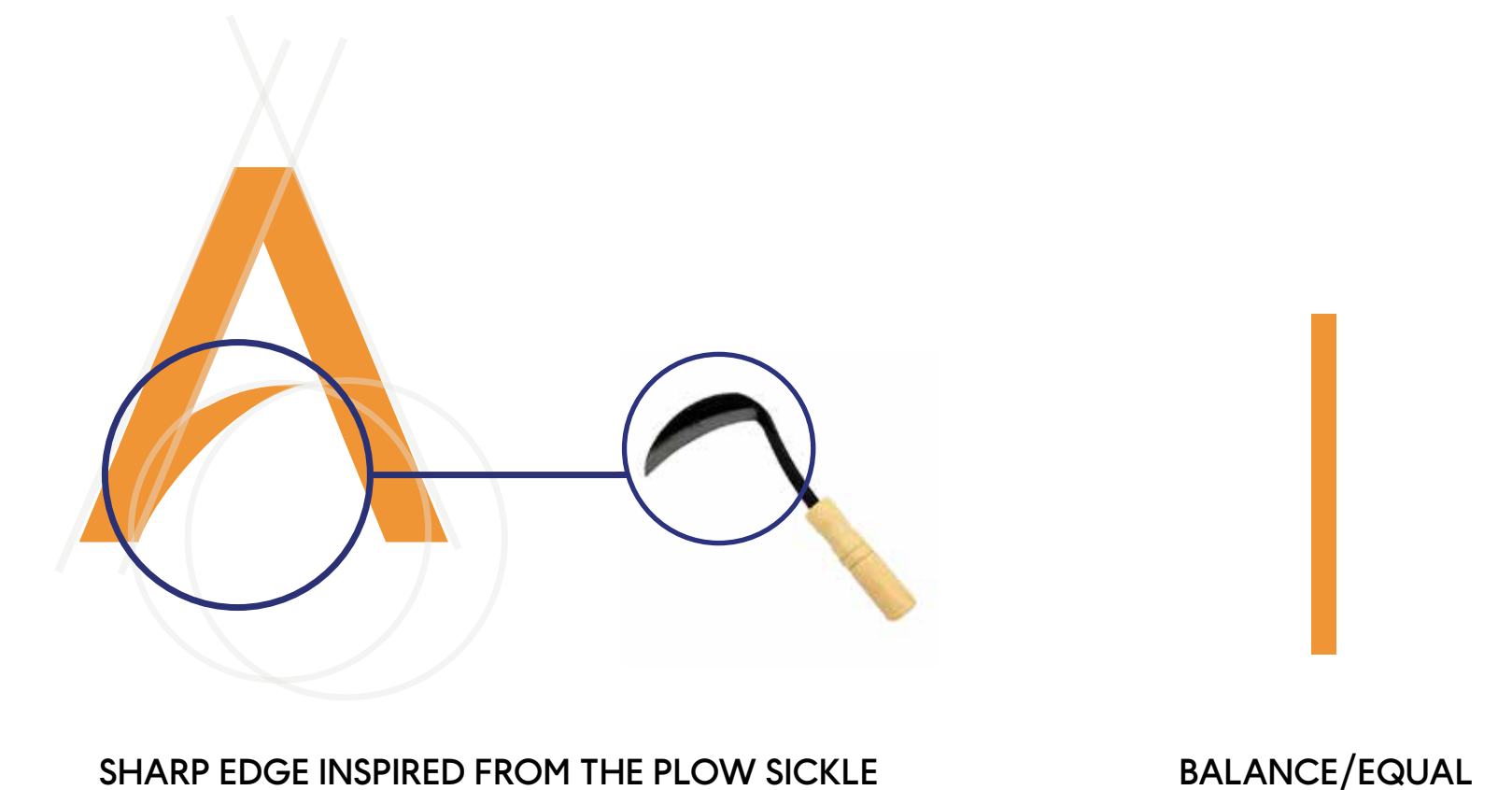
logo

 **Aratum** | **PARTNER**

Logo Rationale

The logo captures the essence of Aratum's inspiration drawn from the art of cultivation and its integral role in the growth and journey of partners. The symbolic "Plowing" concept embodies the dedication to excellence, mirrored in the sharp edge within the letter "A." This edge shows the precision and effectiveness of a plow or plow sickle, meticulously preparing the soil for cultivation.

Much like the transformative process of plowing, Aratum commits to being an essential part in its partners' growth, breaking ground for success. The sharp edge symbolizes the keen solutions provided by Aratum, just like the efficiency of a plow in readying the soil. Just as Aratum readies its partners to stand out from the crowd, the logo signifies a commitment to cultivating success and standing at the forefront of innovation and excellence. With this, Aratum's logo serves as a visual representation of the shared journey toward distinction and prosperity with its partners.



Primary Logo

(For Partners)



Full Color Primary Logo

This logo is consistently utilized across diverse platforms as the principal logo, serving as a trademark for easy identification, signifying official partnership with Aratum.

Secondary Logo

(For Partners)

The logo consists of a circular icon with a stylized 'A' inside, followed by the word 'Aratum' in a bold, sans-serif font, a vertical bar, and the word 'PARTNER' in a bold, all-caps, sans-serif font. The entire logo is rendered in black on a white background.

Aratum | PARTNER

Black Primary Logo

The logo consists of a circular icon with a stylized 'A' inside, followed by the word 'Aratum' in a bold, sans-serif font, a vertical bar, and the word 'PARTNER' in a bold, all-caps, sans-serif font. The entire logo is rendered in white on a black background.

Aratum | PARTNER

White Primary Logo

The monochromatic color scheme may be employed in instances where the full-colored version fails to stand-out or is incompatible with the background hue.

Primary Logo - Wordmark

(For Partners)

The image shows the full color wordmark logo for Aratum | PARTNER. The word "Aratum" is in a bold, dark blue sans-serif font. A vertical bar separates it from the word "PARTNER", which is in a bold, orange sans-serif font. The entire logo is centered on a white background.

Aratum | PARTNER

Full Color Wordmark Logo

The wordmark logo without the symbol can be used if the design opted into a more simplistic approach.

Primary Logo

(For Partnership Program)

Aratum
PARTNER CONNECT

Full Color Primary Logo

This logo serves as the primary symbol for the partnership program, consistently featured across various platforms. It acts as a trademark, facilitating easy identification and signifying the official program initiated with Aratum.

Secondary Logo

(For Partnership Program)



Aratum
PARTNER CONNECT

Black Primary Logo



Aratum
PARTNER CONNECT

White Primary Logo

The monochromatic color scheme may be employed in instances where the full-colored version fails to stand-out or is incompatible with the background hue.

Logotype

(For Partnership Program)

Aratum | PARTNER CONNECT

Full Color Logotype

This logotype serves as the secondary symbol for the partnership program. It can be used if the platform needs an extended version of the said trademark, facilitating easy identification of the official program initiated with Aratum.

Secondary Logotype

(For Partnership Program)



Aratum | PARTNER CONNECT

Black Primary Logo



Aratum | PARTNER CONNECT

White Primary Logo

The monochromatic color scheme may be employed in instances where the full-colored version fails to stand-out or is incompatible with the background hue.

Clearspace



Primary Logo Minimum Size: 60px

Clearspace: equivalent to the height of the icon

The designated clear space for the Partner Connect Logo guarantees that its visual identity remains uncompromised by any element, ensuring its visibility on any platform where it is used.

Co-branding



Primary Logo Minimum Size: 60px

Clearspace: equivalent to the height of the icon

In the establishment of the Partner Connect logo by Aratum, partners are mandated to incorporate the Partner Connect logo alongside their respective brand logos for all official collaborative or partnership-related events and materials. Adherence to the guidelines outlined herein is obligatory for partners to maintain formality, uphold branding standards, and safeguard both the Partner Connect and Aratum logos from misuse, thus establishing a standardized framework.

Partner Badge

Aratum
SILVER PARTNER

Aratum
GOLD PARTNER

Aratum
PLATINUM PARTNER



The Aratum Partner Connect Badge will be used by Aratum's partners in their official partner-related collaterals. The partner badges are composed of different tier levels based on the type of partnership available, including gold, silver, and platinum. Partners should use their respective badges to show that they are an authorized partner of Aratum.

Improper Usage of Logo

The logo 'Aratum | PARTNER' is shown with a dark, semi-transparent drop shadow behind the text, which is not part of the official brand identity.

Do not change color or add any effects to the logo.

The logo is shown as 'Aratum | PARTNER' where the circular symbol on the left is missing, leaving only the wordmark.

Do not change remove the symbol or use the wordmark alone.

The logo 'Aratum | PARTNER' is shown tilted at an angle, which is not the correct orientation for the brand.

Do not change tilt or distort the logo.

The logo 'Aratum | PARTNER' is shown with a thin blue outline around the letters, which is not part of the official brand identity.

Do not outline the logo.

The logo 'Aratum | PARTNER' is shown centered on a solid light purple background, which is not a recommended background for the logo.

Do not use the logo on a dark or light contrast background.



Do not use on the logo on a busy or low contrast background.

The logo 'Aratum | PARTNER' is shown with the text 'PRODUCTS & SERVICES' underneath it, which is not part of the official brand identity.

Do not put text, sentences, or descriptions with the logo

The logo 'Aratum | PARTNER' is shown with a gradient effect applied to the letters, which is not part of the official brand identity.

Do not use gradients on the logo.

The logo 'Aratum | PARTNER' is shown with a semi-transparent effect, which is not part of the official brand identity.

Do not change the transparency of the logo.

Color Usage



Aratum | PARTNER

Full Color on White Background



Aratum | PARTNER

White on a Dark Background



Aratum | PARTNER

Black on Light Background



Aratum | PARTNER

White on a Photo Background

Primary color

The full color version should always be used on white or light coloured backgrounds.

In cases of placing on an image, place the logo on the lightest neutral, non- busy area of the background.

White

The full white version can be applied on dark brand palette or dark images with sufficient contrast.

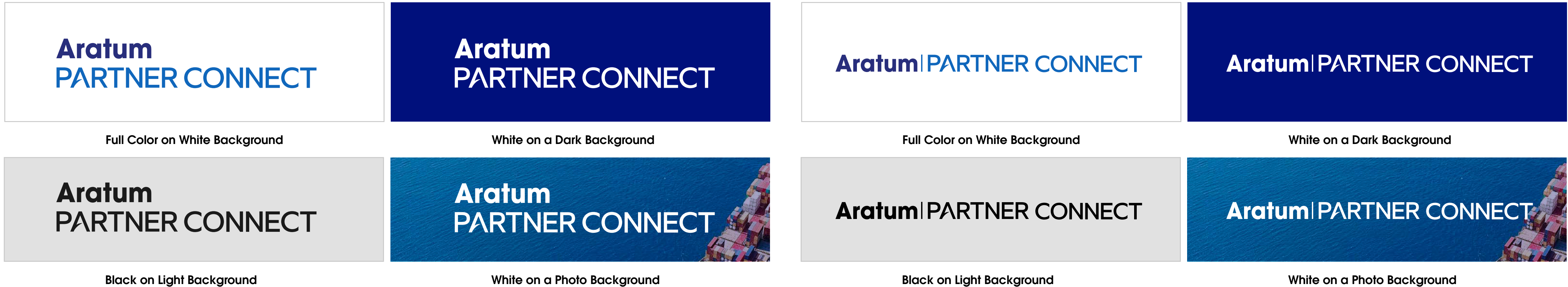
Do not place white logo versions on light or white colored backgrounds.

Black

For certain applications, the full black version of the logo can be used on white or light grey backgrounds.

Do not place black logo versions on dark or light colored backgrounds.

Color Usage



Primary color

The full color version should always be used on white or light coloured backgrounds.

In cases of placing on an image, place the logo on the lightest neutral, non- busy area of the background.

White

The full white version can be applied on dark brand palette or dark images with sufficient contrast.

Do not place white logo versions on light or white colored backgrounds.

Black

For certain applications, the full black version of the logo can be used on white or light grey backgrounds.

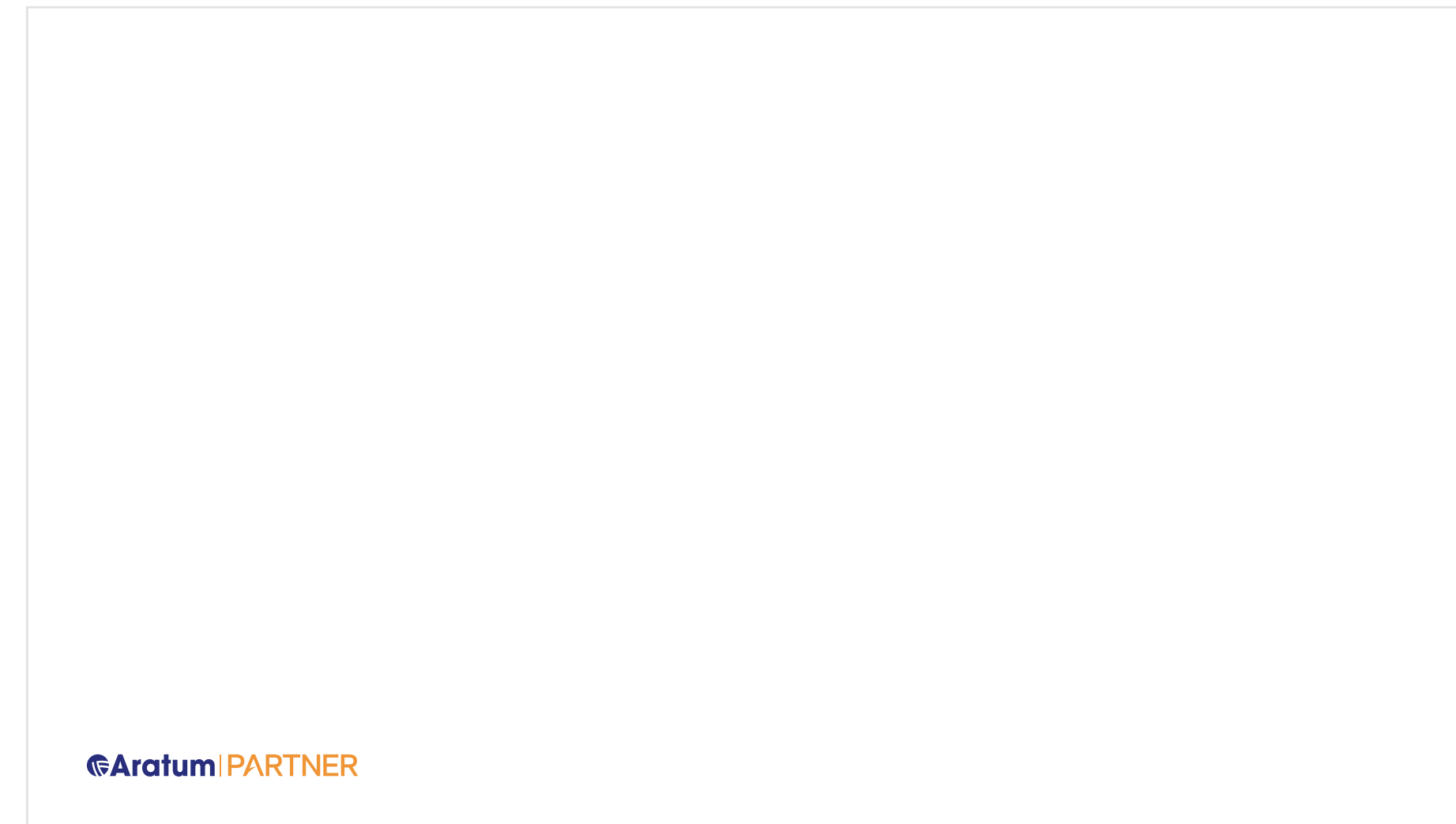
Do not place black logo versions on dark or light colored backgrounds.

digital
application

Presentation Slides



Title Page



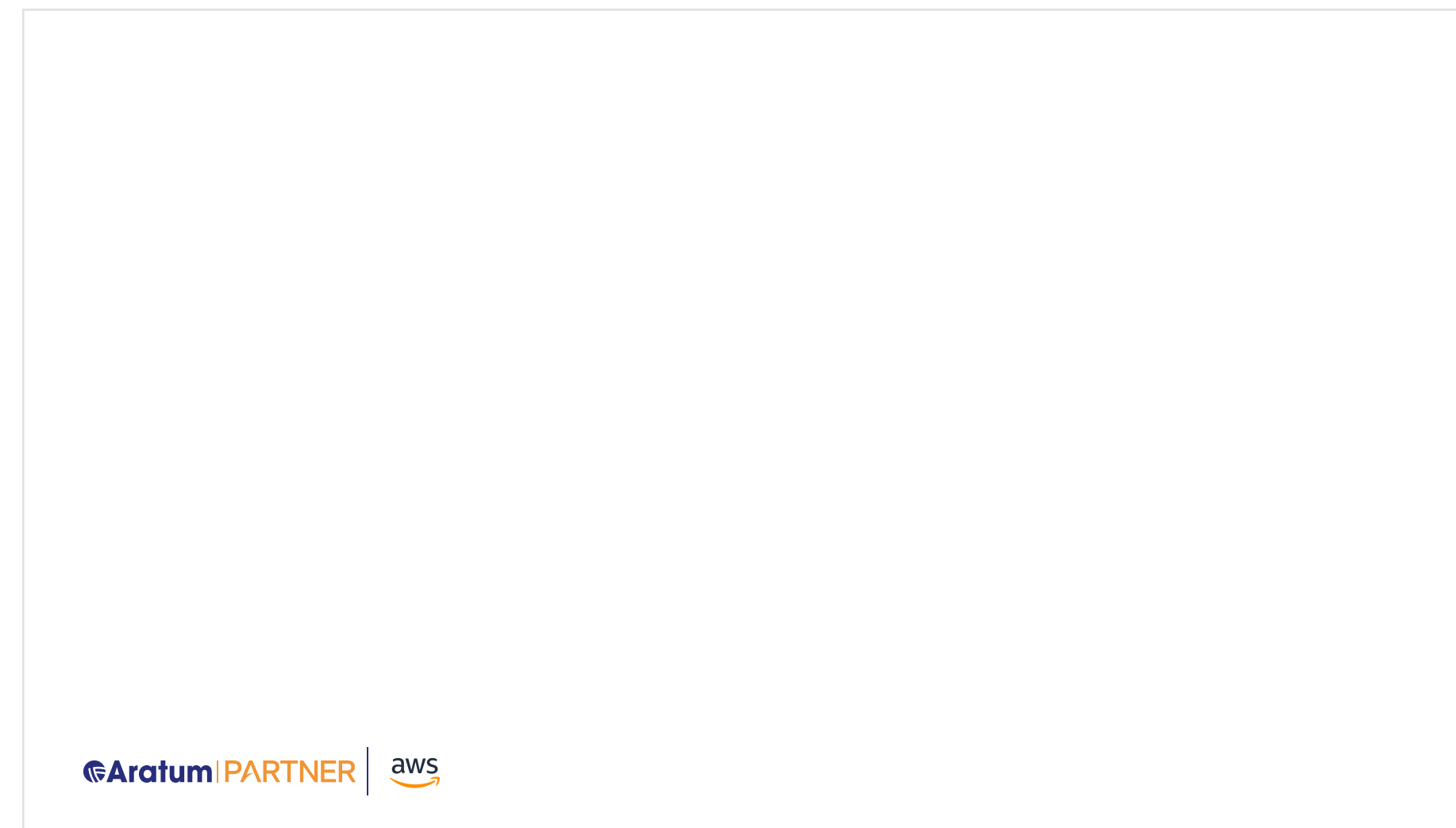
Body

With Partner Brand Logo

Presentation Slides



Title Page



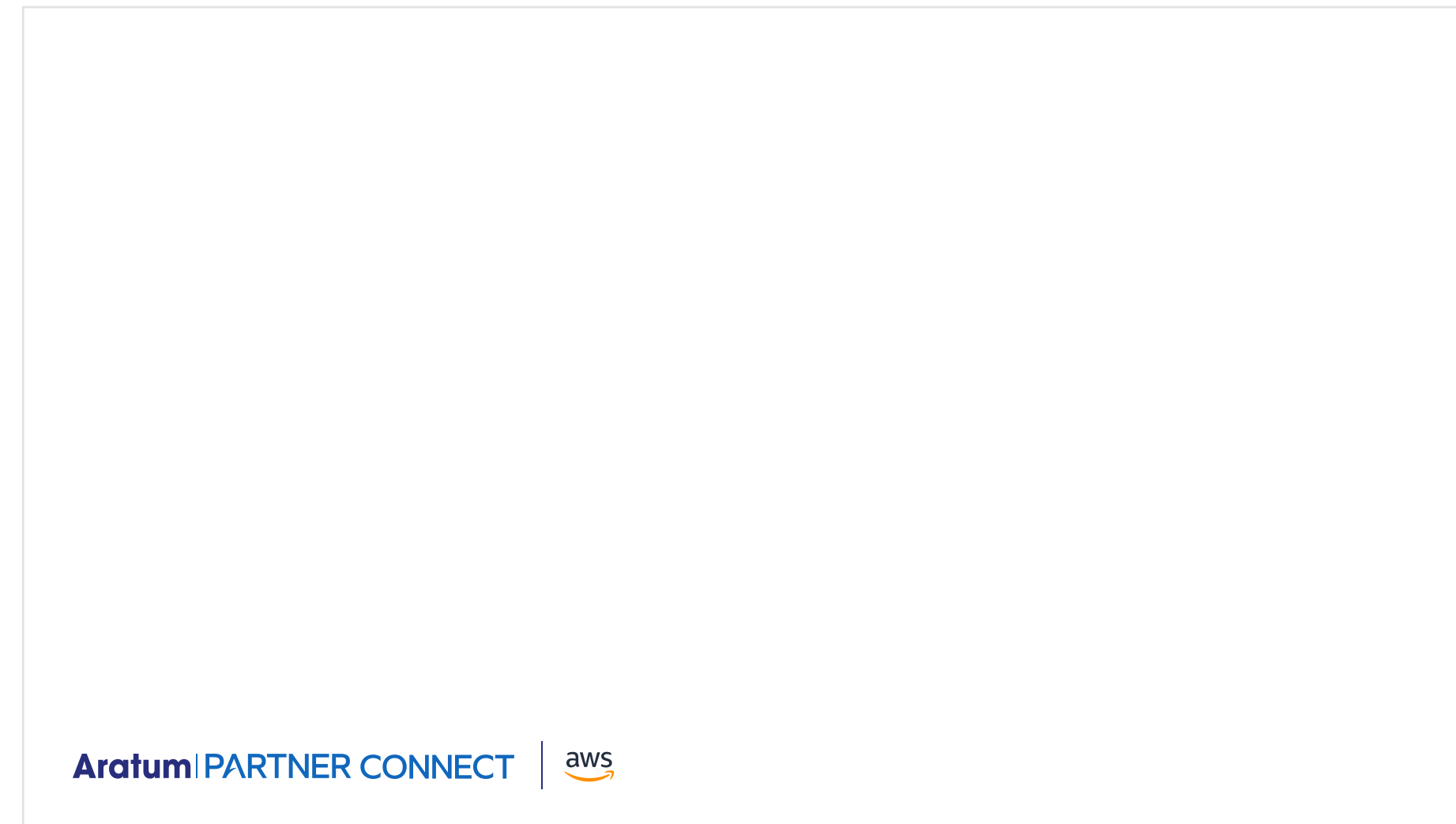
Body

With Partner Brand Logo

Presentation Slides



Title Page



Body

With Partner Brand Logo

Digital Letterhead



Without Partner Brand Logo



With Partner Brand Logo

Digital Letterhead



Without Partner Brand Logo

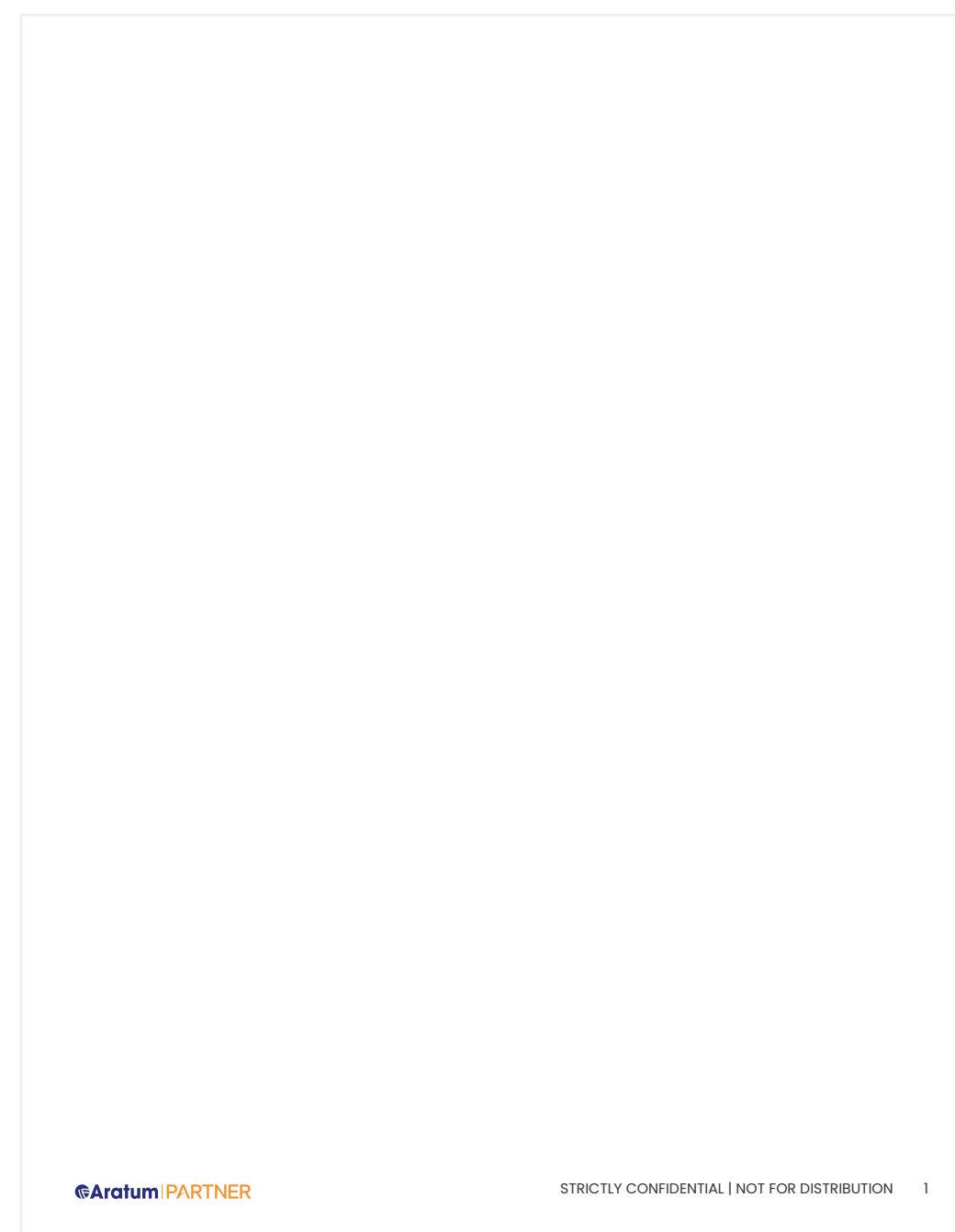


With Partner Brand Logo

Portable Documents



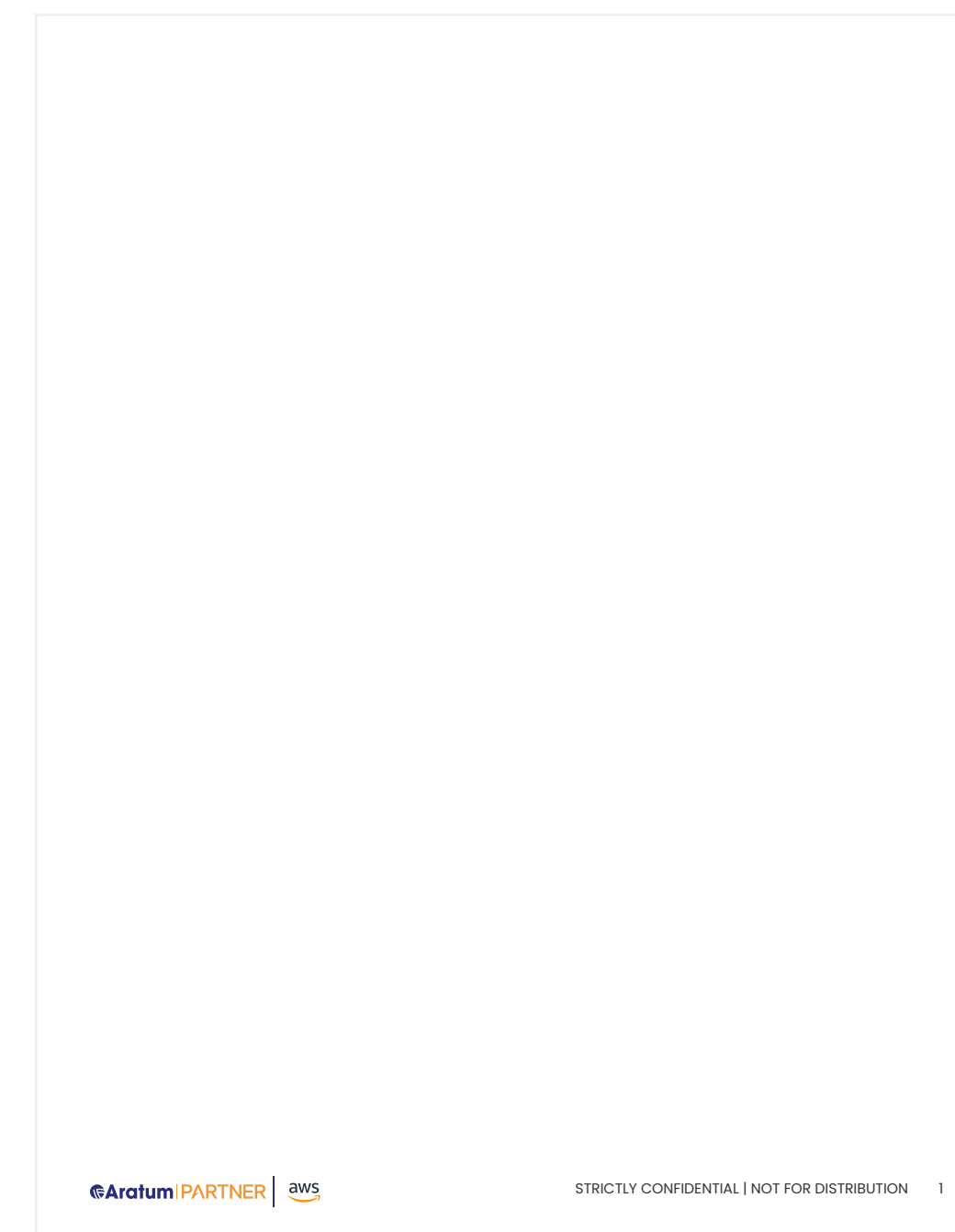
Title Page



Body



Title Page



Body

Without Partner Brand Logo

With Partner Brand Logo

Portable Documents



Title Page



Body



Title Page



Body

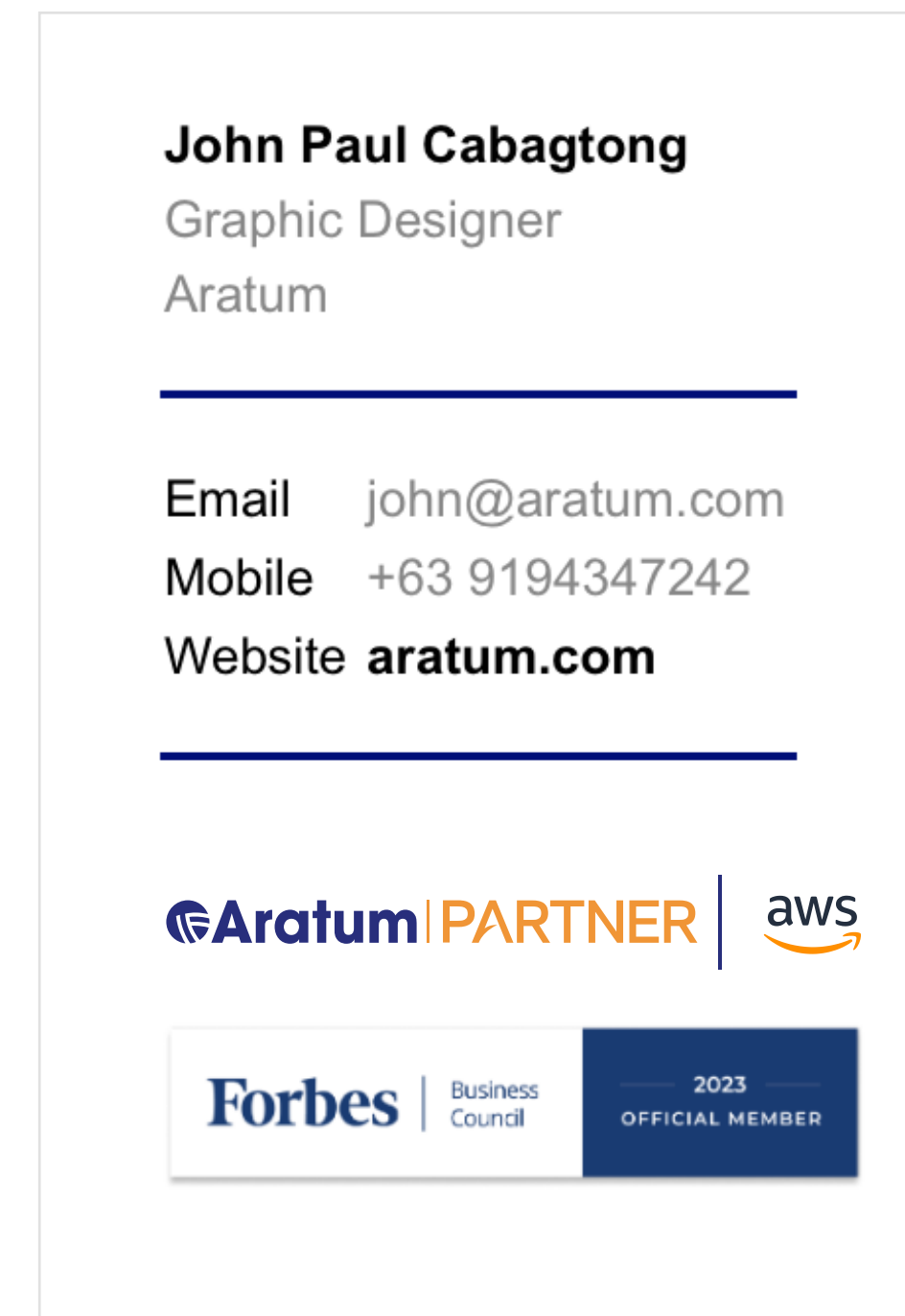
Without Partner Brand Logo

With Partner Brand Logo

Email Signature



Without Partner Brand Logo



With Partner Brand Logo

Video

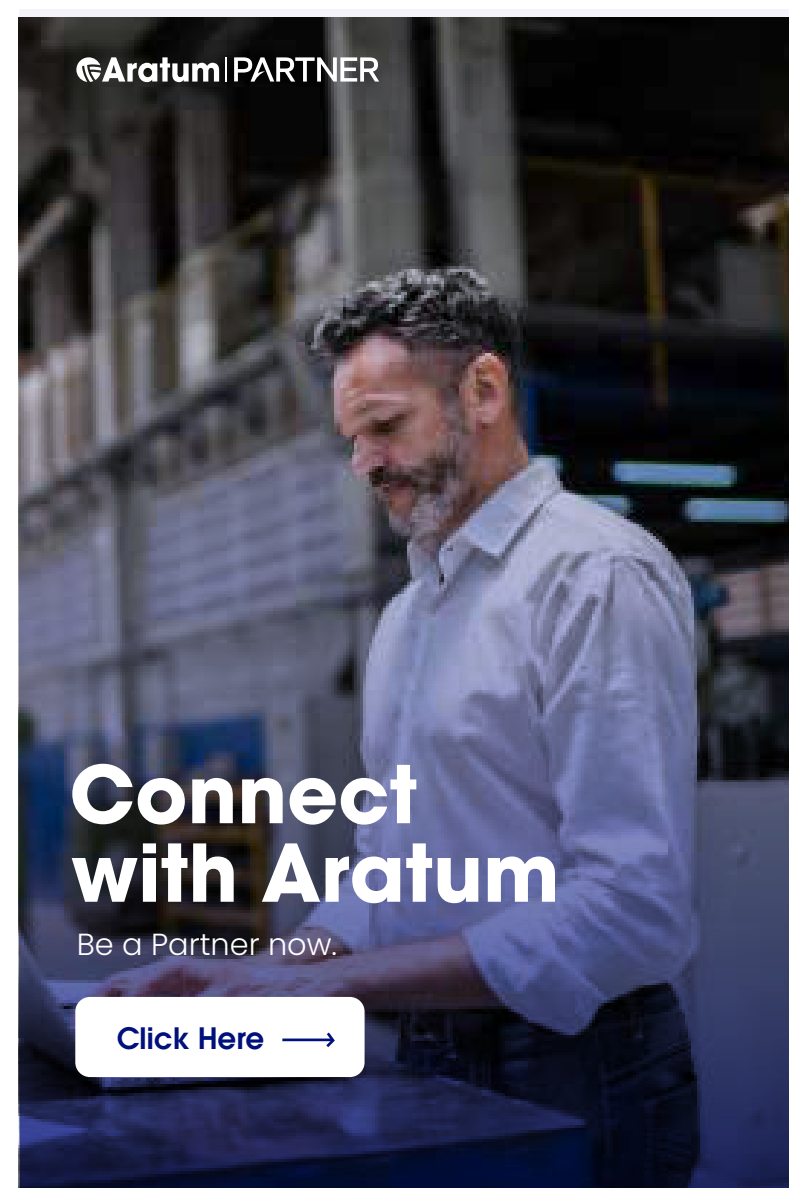


Logo placement in Video

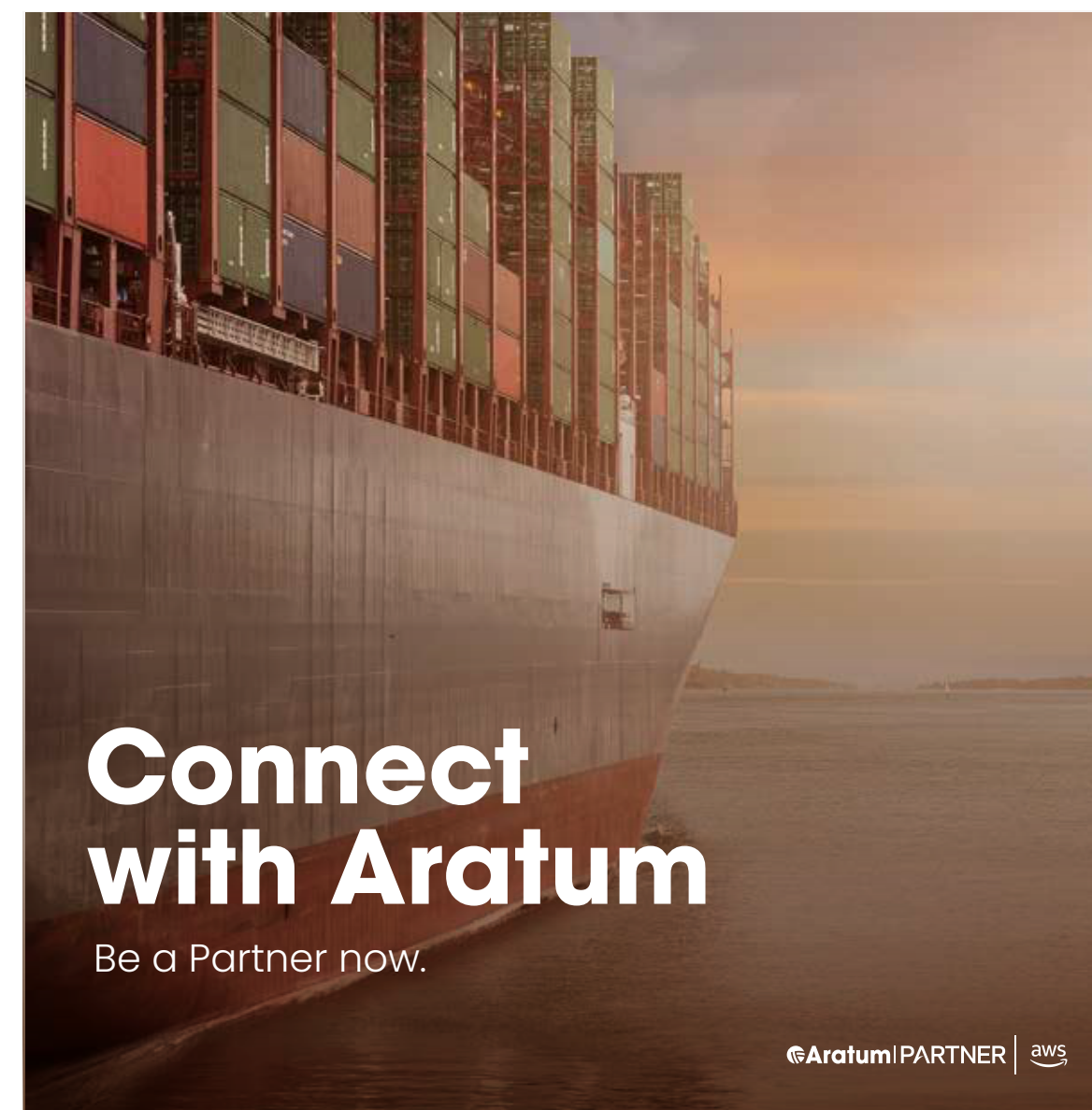


Outro - End Screen

Advertisements/ Image Posts



Portrait



Square



Landscape

The Aratum Partner Connect Logo can be placed either at the **top left, top right, or bottom right**. The Logo can also be placed with a placeholder (ref. landscape)

printed
application

Business Card



Back



Front

Printed Letterhead

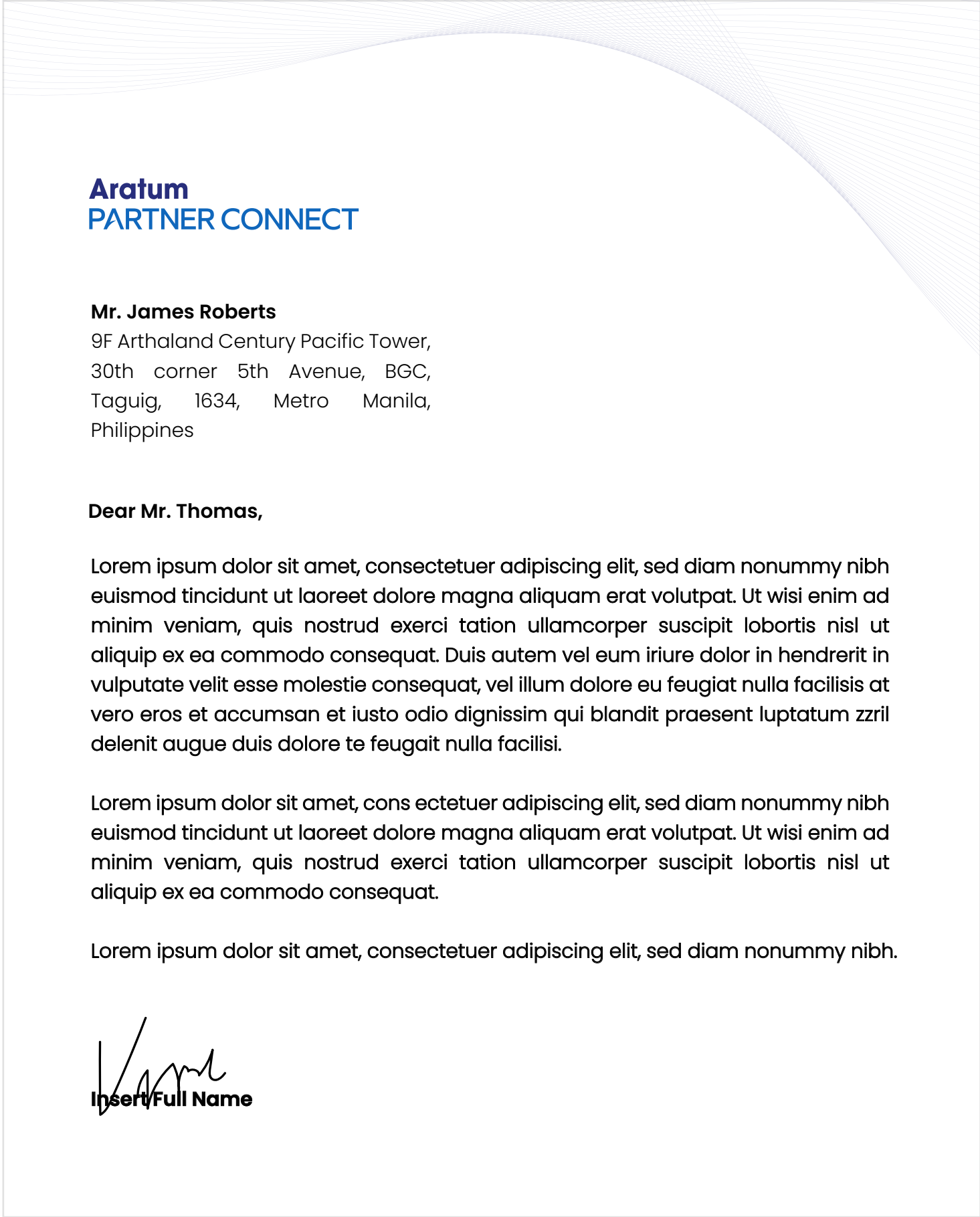


Without Partner Brand Logo

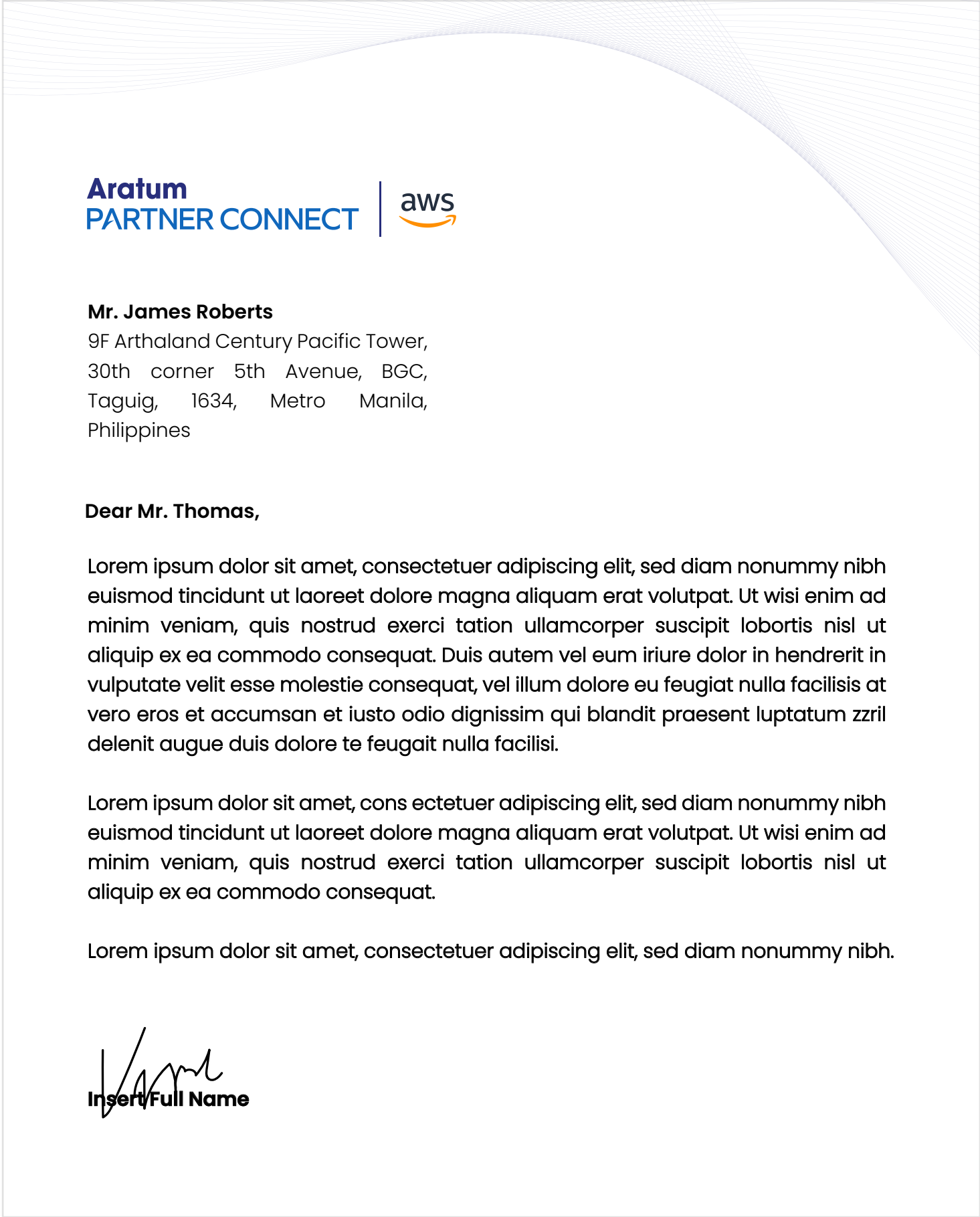


With Partner Brand Logo

Digital Letterhead



Without Partner Brand Logo



With Partner Brand Logo

Partner Merchandise



Tote Bag



Stationary Set





Copyright ©2023 Aratum Partner Connect. The content and design marks presented herein are trademarks and/or registered trademarks of Aratum Partner Connect and its affiliated companies. All rights reserved. Any other trademarks mentioned herein are the property of their respective owners. Visit www.aratum.com for more information.