

Brand Guidelines

v1.1 April 2021

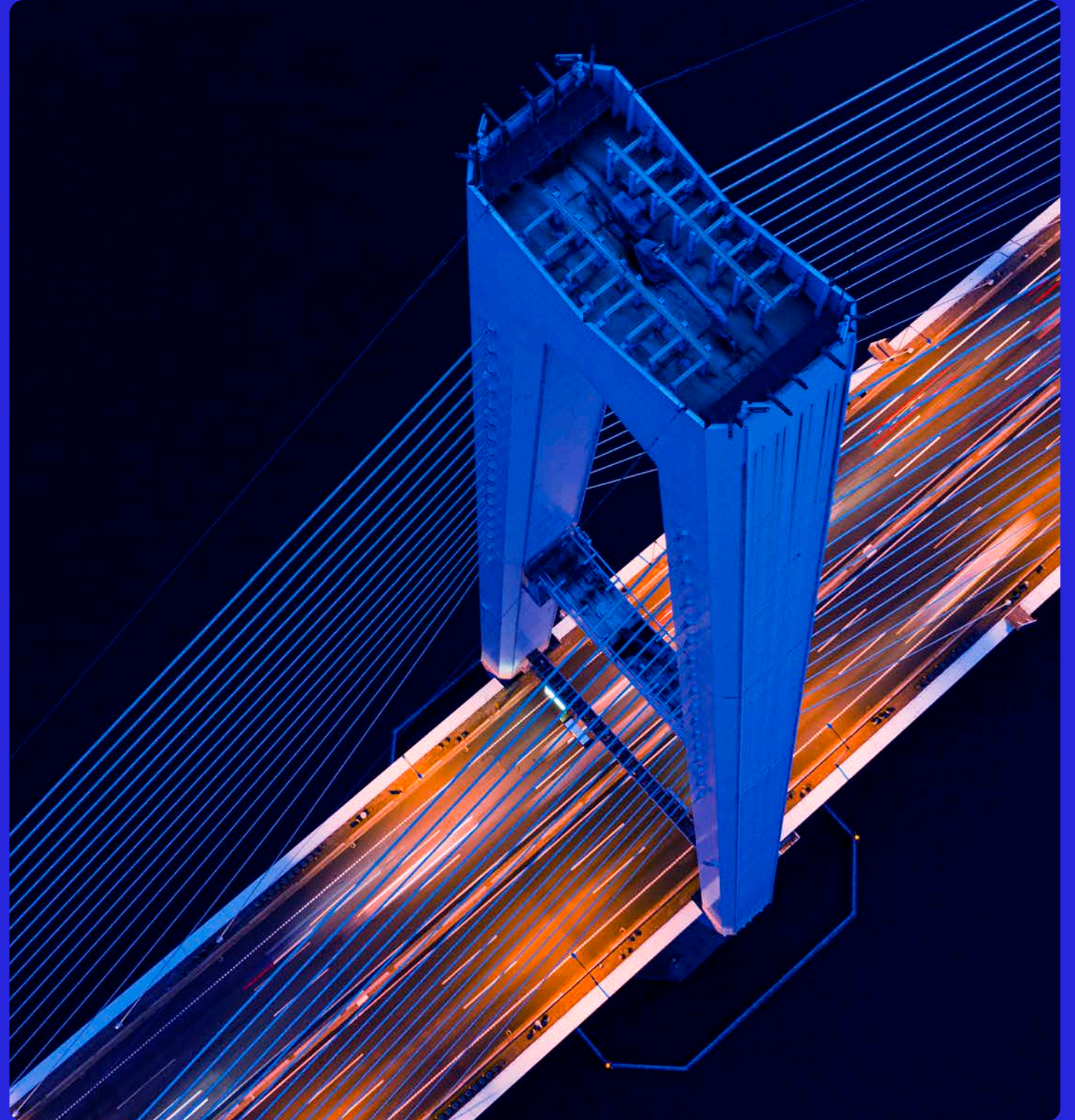


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1.0 Intro to ACI

Our brand values and visual identity have evolved to reflect our simple, differentiated story focused on customer needs.

Over the next few pages, we outline our brand values and the **tone of voice** we use to make sure we reinforce our position consistently and build awareness around common themes. This part of our brand guidelines depicts how we'd like to be viewed by our customers, prospects, partners, analysts, shareholders and employees.

Our Story

ACI Worldwide is a global software company that provides mission-critical real-time payment solutions to corporations. Customers use our proven, scalable and secure solutions to process and manage digital payments, enable omni-commerce payments, present and process bill payments, and manage fraud and risk. We combine a global footprint with local presence to drive the real-time digital transformation of payments and commerce.

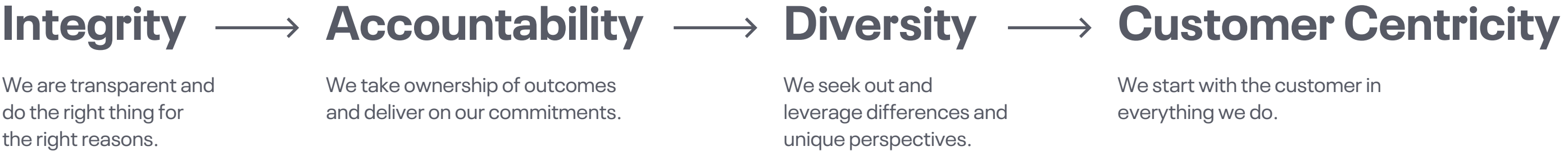
ACI is unique among payment software providers in our focus on real-time payments—also known as faster, immediate or instant payments. Banks, processors and national infrastructures recognize ACI as the number one brand delivering real-time payment solutions. As country-level real-time payment schemes continue to be implemented around the world, we are delivering value-added services that enable banks, merchants and billers to offer new real-time payment offerings to their customers.

Unlike other payment software providers, ACI delivers software to all participants in the payments ecosystem. We combine battle-tested expertise with innovation to deliver large-scale modernization projects that inherently deliver choice, availability and scalability. Security and compliance are also fundamental to our solutions. With a deep bench of experienced compliance experts committed to meeting security, risk and network mandates, we enable our customers to focus on their core business.

ACI provides unmatched deployment flexibility, with options for customers to run our software on their premises, in the public cloud, in ACI's private cloud or in a hybrid model.

1.1 ACI Values

The ACI Values are at the core of everything we do.



Section 2

Master Logo



2.0 The ACI Master Logo



The ACI Master Logo should be used in its primary state as often as possible. Our brand signature, “Real-Time Payments,” is a key element of our brand identity and should be treated accordingly.

The secondary versions of the logo are permitted for layouts that require a smaller logo—which would result in a non-legible Signature.

Additionally the vertical secondary lockup is reserved for instances where the horizontal lockup won’t fit.

Note:

A black version of the logo is available from marketing. The black version of the logo should be used sparingly i.e., on materials where a colored logo is not permissible.



Primary Use ACI Horizontal Lockup + Signature



Primary Use ACI Horizontal Lockup + Signature Reversed



Secondary Use ACI Horizontal Lockup



Tertiary Use ACI Vertical Lockup



2.1 Protecting the Master Logo

Minimum Clearance

X = Height of "A"



Horizontal Lockup + Signature

Use Height of "A" as Minimum Spacing Unit of Measure



Vertical Lockup

Use Height of "A" as Minimum Spacing Unit of Measure



Horizontal Lockup

Use Height of "A" as Minimum Spacing Unit of Measure



Positioning Clearance

Primary Use

ACI Horizontal Lockup

ACI Worldwide

Real-Time Payments

Benefits at a Glance

Increase Conversion with Rapid Time to Market

Primary Use

ACI Horizontal Lockup Reversed

ACI Worldwide

Real-Time Payments

Benefits at a Glance

Increase Conversion with Rapid Time to Market

2.3 Misuse of the Master Logo

Keeping the logo lockup visible and consistent is an essential part of the ACI brand. Use the following as guiding principles for all situations:

Do not:

- Create alternative versions of the ACI logo lockup.
- Truncate, rearrange, recolor, add transparency, or distort the logo lockup.
- Use elements of the logo lockup to create additional ACI symbols.

To ensure that the ACI logo lockup stands out when used over photography, choose the version that offers the most contrast and position it in an area free from background noise.

Do not alter the Lockup Sizing



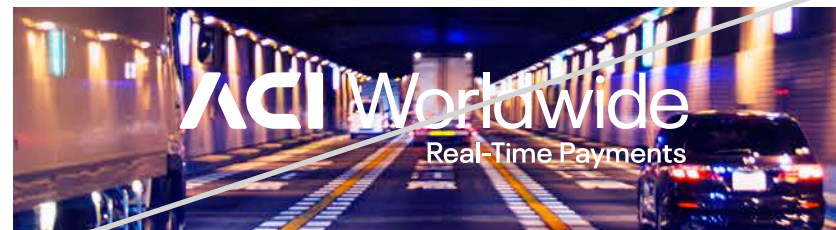
Do not scale up the Signature



Do not add complimentary colors



Do not alter the Signature Lockup



Place the logo in areas with minimal background visual information



If the background is primarily white, make sure to invert the logo to blue

Section 3

Using Color



3.0 Color

Primary



HEX #2726DD
R 39 G 38 B 218
C 100 M 63 Y 0 K 2 (For best results and color accuracy, print on coated paper.)
Pantone 2935C

The ACI Blue color is the primary brand color and should be the feature color (with the most surface area) in every design treatment

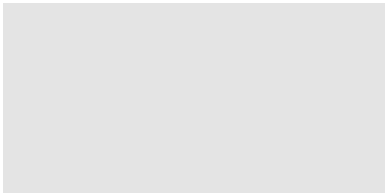
Secondary



HEX #2680DA
R 38 G 128 B 218
C 77.47 M 46.3 Y 0 K 0
Pantone 2925C



HEX #26D7DA
R 38 G 215 B 218
C 61.59 M 0 Y 21.76 K 0
Pantone 319C



HEX #E4E4E4
R 228 G 228 B 228
C 9.22 M 6.79 Y 7.21 K 0
Pantone 5455C



HEX #90EAE8
R 144 G 234 B 235
C 37.51 M 0 Y 12.44 K 0
Pantone 318C



HEX #575A65
R 87 G 90 B 101
C 67.03 M 58.09 Y 45.75 K 22.95
Pantone 4137C



HEX #FFCB00
R 255 G 203 B 0
C 0.2 M 19.53 Y 100 K 0
Pantone 7408C



HEX #132744
R 19 G 39 B 68
C 96.83 M 83.36 Y 45.03 K 47.28
Pantone 295C



HEX #FFDF66
R 255 G 223 B 102
C 1.21 M 9.46 Y 72.11 K 0
Pantone 134C

Secondary colors are meant to complement the ACI Blue and are to be used sparingly. CTA buttons, underlines, borders, etc.

Section 4

Typography

Aa
Bb
Cc

4.0 Font Usage

Neue Plak is the primary ACI brand font family and should be used across all design applications based on the following guidelines.

Note:

The Arial Font Family should be used in Powerpoint presentations, Word documents and other instances when Neue Plak is not available.

Neue Plak Bold

Headlines Short Headers
+ Moments of Emphasis

Neue Plak SemiBold

Headlines Also Used for Subheads
+ Longer Copywriting Moments

Neue Plak SemiBold

Neue Plak SemiBold can also be used for body copy or longer form moments. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Neue Plak Regular

Neue Plak Regular is the primary font used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

4.1 Font Color

The ACI primary color palette should be reflected across all font usage. The ACI Blue, Dark Grey, Light Grey, Black and White are the preferred color instances for all font treatments.

Primary Blue Usage

Sample ACI Headline

Dark Grey

Sample ACI Headline

Not Permitted

~~Sample ACI Headline~~

Not Permitted

~~Sample ACI Headline~~

White on Blue

Sample ACI Headline

Light Grey on Blue

Sample ACI Headline

Not Permitted

~~Sample ACI Headline~~

Not Permitted

~~Sample ACI Headline~~



Section 5

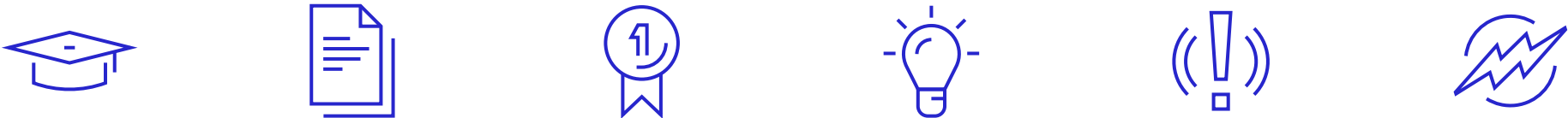
Iconography



Icons can use the ACI Blue as the primary color with cyan highlights.

Inverted icons on colored backgrounds can use white as the only color. Inverted icons on colored backgrounds can also use white as the primary color with cyan highlights.

Primary Blue



Primary Blue + Accent



White



White + Accent



The ACI Icon Library was designed with consistency in mind. It’s important to maintain the correct stroke width across all design applications.

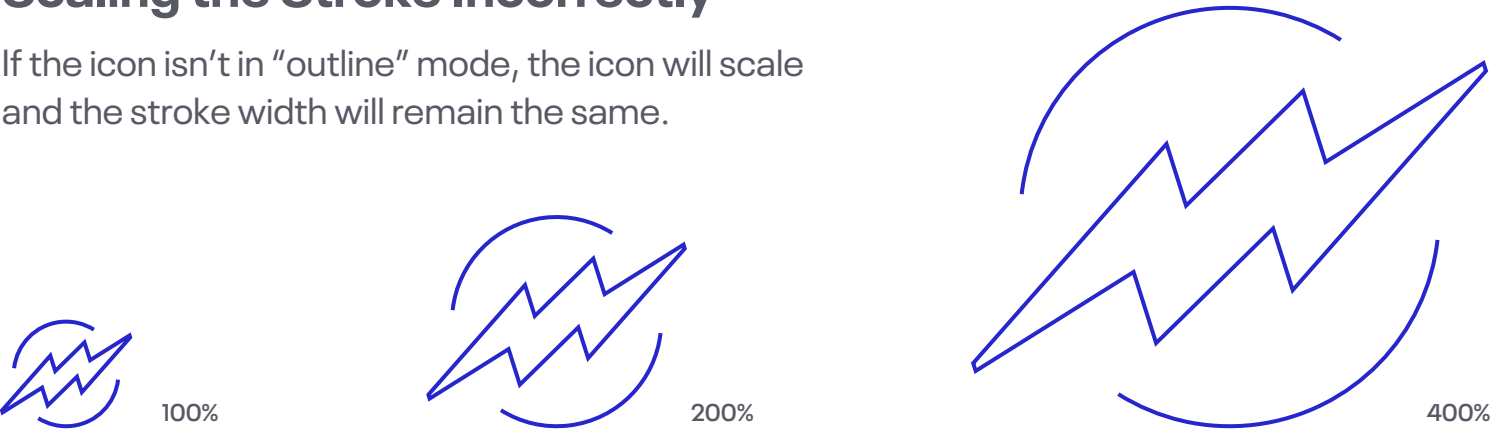
Scaling the Stroke

Note that the stroke width must scale with the icon.



Scaling the Stroke Incorrectly

If the icon isn’t in “outline” mode, the icon will scale and the stroke width will remain the same.



Section 6

Design Elements

6.0 Line Treatment

A teal graphic line can be used sparingly as a text separator (not an underline) between headlines and subheads to add visual interest to graphic layouts.

- Examples of appropriate uses of the line treatment include:
- Email headers to separate header and subhead
 - Screen backgrounds and screen savers to separate header and subhead
 - Ad and video content when warranted for visual variety

- The line treatment should not be used in:
- PowerPoint presentations
 - Email body copy
 - Website/landing pages
 - Collateral

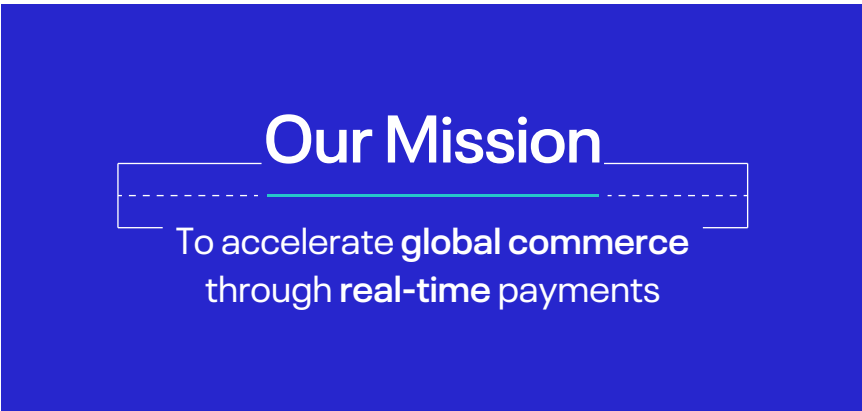
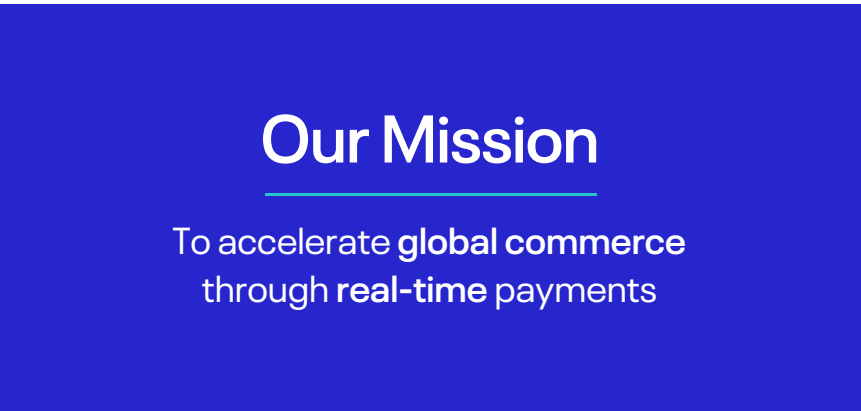
Note:

The underline treatment with line overlapping text previously included in the ACI Brand Guidelines has been discontinued.

Headline Usage

The teal separator line between header and subhead should be 1/3 of the stroke width of the letter “i” and be the length of the shortest headline text, as shown below.

The the distance between the teal line and the text should be at the midpoint of the space between header and subhead.



6.1 Containers and Corners

When creating graphic layouts that utilize typography, photography and iconography, square and rectangle containers can be used to create visual interest.

Rather than having photo or graphic elements bleed off the edge of a layout, each container should have a consistent margin gap around element. This creates a clean and uniquely ownable look for ACI designs.

Rules for sizing of the corner radius can be found on the next page.

Container Layout Options

The container blocks can be applied creatively across multiple layouts. When overlapping containers, it's important to maintain the same margin used on the edges of the layout.



6.2 Containers and Corners

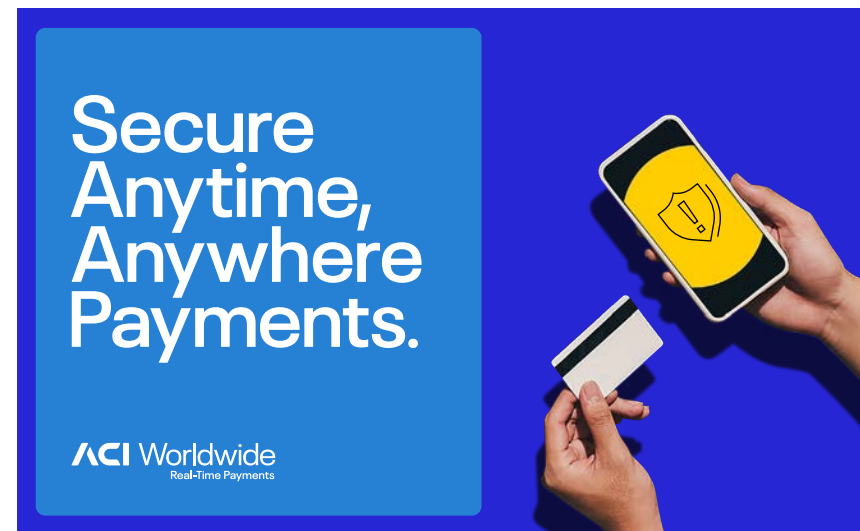
When using containers in a graphic layout, it's important to note that the radius of the corners should remain consistent across each shape.

The sizing of the corner radius should be carefully considered. Too large and it will appear cartoonish and not premium. Too small and it won't be noticeable.

In general, the corner radius should be as small as possible while still be visually apparent.

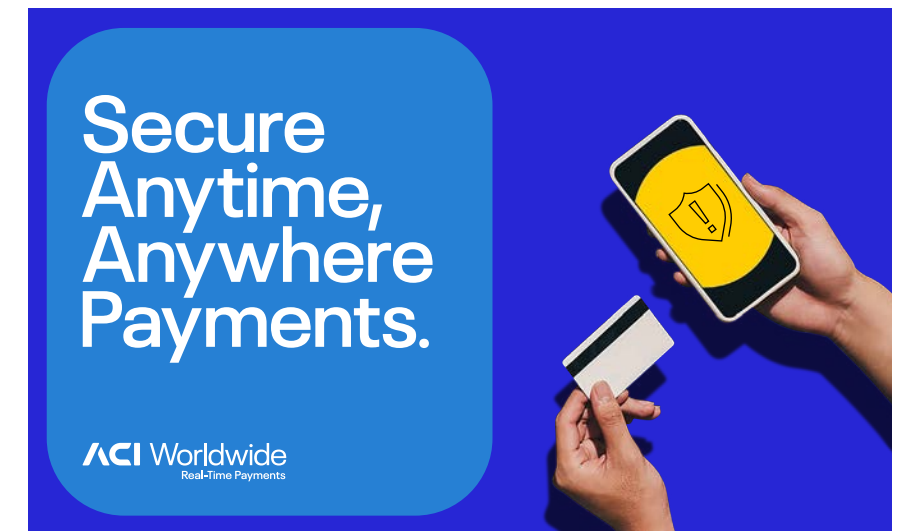
Correct Corner Radius

The corner radius example below reflects the premium nature of the ACI Brand.



Incorrect Sizing

The corner radius example below is too large, relative to the size of the layout.



Section 7

Photo Treatments



7.0 Approach One

When adding photography to the ACI stock library, there are two permitted approaches to ensure that the photo matches the new brand.

Approach One

Colorization of a key object within a photograph.

Approach Two

Colorization of an entire photograph.

Colorization of Key Object

This approach works well with images that have a well-lit object within the scene. It also works best with imagery that has a lighter background/environment. Ensure that the object is colorized to match the exact ACI Blue color code.



7.1 Approach Two

When adding photography to the ACI stock library, there are two permitted approaches to ensure that the photo matches the new brand.

Approach One

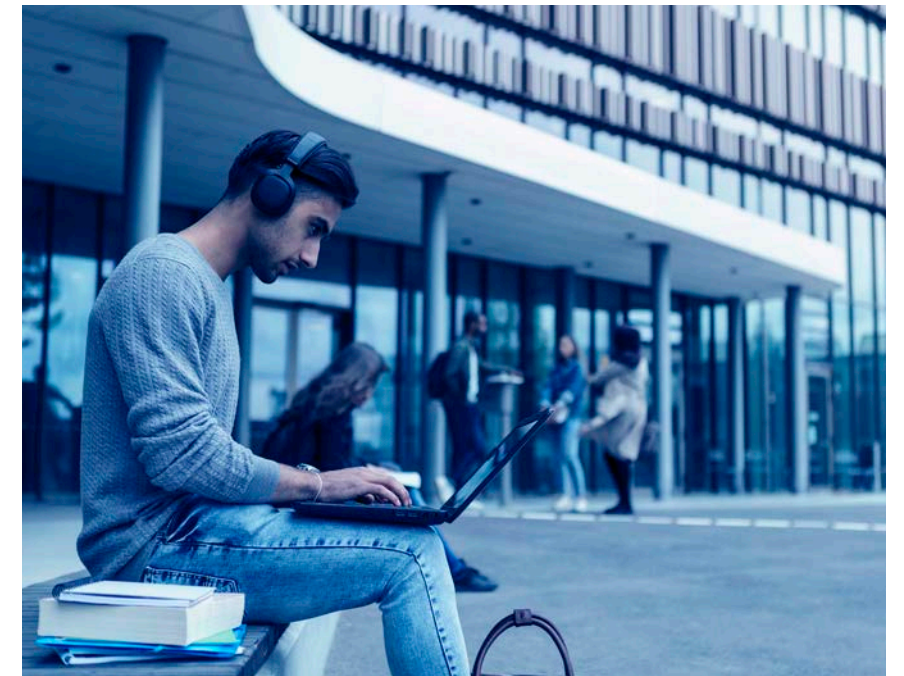
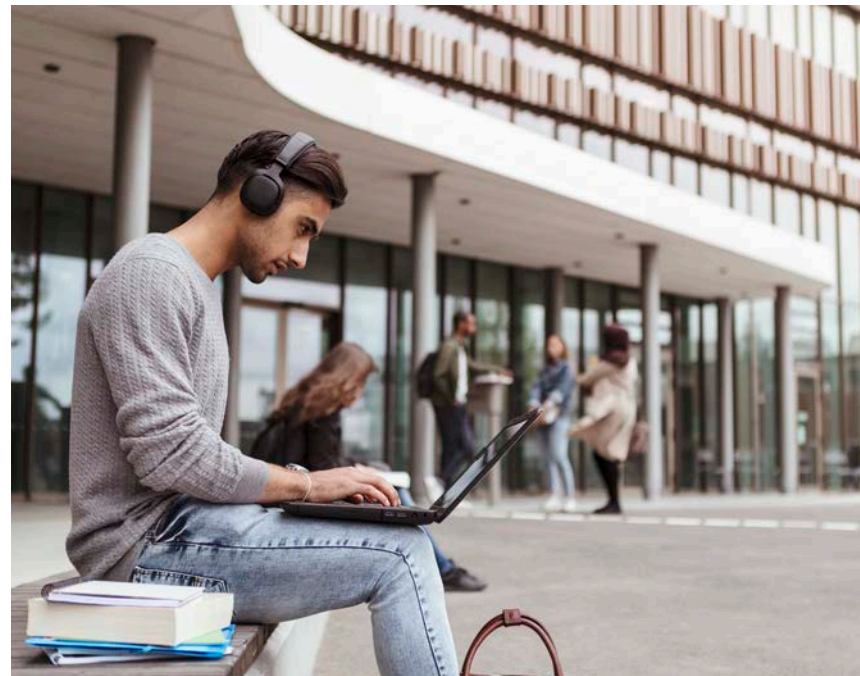
Colorization of a key object within a photograph.

Approach Two

Colorization of an entire photograph.

Colorization of Entire Photo

In order to create a consistent looking photo library, every new photo needs to be colorized to ensure that the mids and darks of the photo match the tone of the ACI Blue.



Contact

Please contact joy.abramovitz@aciworldwide.com
with questions regarding the corporate brand.

