



Brand Guidelines.

Version 1.1

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Logo Guide

Main Logo Style

The VX3 main logo style in the brand guidelines is meticulously crafted to encapsulate the essence of innovation and forward-thinking.

The design centers around an abstract and modern representation of the letters "VX3," symbolizing the brand's commitment to pushing boundaries. Through carefully interconnected elements, the logo communicates a sense of unity and synergy, reflecting the brand's adaptability and versatility.

The infusion of technological and geometric elements adds a contemporary flair, emphasizing VX3's commitment to providing cutting-edge solutions. Overall, the logo style embodies a harmonious blend of modern aesthetics and technological sophistication, aligning perfectly with VX3's brand identity.



Logo Variations

Gradient Logo

The gradient logo variation for VX3 introduces a dynamic and visually engaging dimension to the brand's visual identity. The transition of colors within the letters "VX3" creates a sense of depth and movement, symbolizing the brand's progression and evolution. The gradient, carefully chosen to align with the brand's color palette, adds a touch of vibrancy while maintaining a professional and modern aesthetic. This variation is particularly effective in digital and print applications, where the gradient can capture attention and convey a sense of energy. The gradient logo option reflects VX3's commitment to staying at the forefront of innovation and adapting to a dynamic landscape.

Flat White Logo

The flat white logo variation takes a minimalist approach, offering a clean and timeless representation of VX3. Stripping away color gradients, this option focuses on simplicity and clarity. The white background imparts a sense of purity and neutrality, making it versatile for various applications. The absence of color distractions allows the geometry and interconnected elements of the "VX3" to take center stage. This variation is particularly effective in scenarios where a more understated and refined presentation is desired, such as on stationery, business cards, or in situations where a single-color option is preferred. The flat white logo option embodies elegance and sophistication, showcasing VX3's commitment to clarity and precision.

Gradient Logo

The dynamic gradient variation of the VX3 logo adds vibrancy, symbolizing innovation and progression, ideal for digital and print applications.



Flat White Logo

The minimalist flat white option emphasizes simplicity and versatility, offering a clean and timeless representation of VX3 for refined and understated brand applications.



Improper Logo Usage

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



Avoid changing brand color



Avoid using strokes



Avoid boxing the logo



Avoid moving the logomark



Avoid using the logo type





Typography

Exo 2

Primary Typeface Weights

AaBbCc

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;~*")

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;~*")*

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;~*")**

Alegraya Sans

Secondary Typeface Weights

AaBbCcDd

EeFfGg

123456789

(+;%@*)

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-*")

Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-")*

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-*")

Photography

How our photo represents us?

Photographic Elements

People:

Showcase a diverse range of professionals interacting with VX3 products and services. Highlighting individuals from different backgrounds and industries will convey VX3's broad appeal and relevance.

Technology:

Integrate tech elements subtly into the images to emphasize innovation. Ensure that technology complements rather than overshadows the human aspect, reinforcing the idea that VX3 solutions enhance and empower human experiences.

Location and Settings

Diversity:

Capture images in various settings to represent the diversity of industries VX3 serves. This could include office spaces, manufacturing facilities, or collaborative environments. The goal is to demonstrate VX3's adaptability across different sectors.

Professional Spaces:

Emphasize professional environments to reinforce VX3's credibility. Showcase the brand's solutions seamlessly integrated into corporate settings, highlighting how VX3 enhances productivity and efficiency.

Photographic Tone

Consistency:

Maintain a consistent tone across all images, whether conveying corporate professionalism or a more casual and innovative vibe. Consistency will create a cohesive visual identity and reinforce the brand's values.

Adaptability:

Tailor the tone of the photography based on the specific target audience or industry. Whether it's a more formal tone for corporate clients or a casual and innovative vibe for tech-savvy audiences, adapt the visual language to resonate effectively with each demographic. This adaptability ensures that VX3's photography remains relatable and impactful across diverse audiences.



Brand Application

Business Cards



Promotional Items



Event & Banner



Infographics

Vertex

The future of tax is in cloud

68% of organizations have made changes to support digital transformation.¹

78% of IT professionals expect digital transformation to greatly impact their organization within the year.²

Choose the cloud to drive change

Companies that migrate their tax applications to the cloud accelerate digital transformation and experience many benefits:

- + Improved**
Data management
- + Increased**
Process automation
- + Faster Access**
To new functionality
- + Enhanced**
Security
- + Decreased**
Costs
- + Decreased**
Implementation

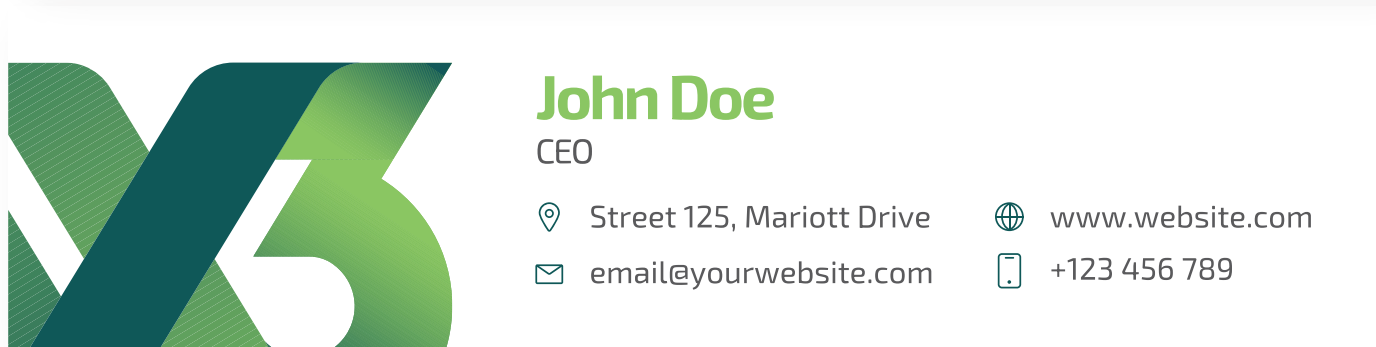
Migrate now to reap the rewards

Leading organizations understand the benefits of moving their tax systems to the cloud.

56% of organizations plan to upgrade a cloud-based tax solution by 2022.

Don't miss out!
Vertex offers cloud-based tax solutions for any industry and every major line of tax.

Email Signature



Newsletter

Vertex

• LIVE WEBINAR

Best Practices for a Global Vertex Implementation

6 December 2023 | 1:00 PM - 2:00 PM ET
Virtual

[REGISTER HERE](#)

Featured Presenters

- Gary Grinkevich**
Tax Digital Consulting,
Enterprise Tax Automation,
Grant Thornton
- Parsley Montana**
Tax Digital Consulting,
Enterprise Tax Automation,
Grant Thornton

Learning Objectives

- Upon completion of this session, you will be able to:
 - Recognize the key benefits of using Vertex globally.
 - Identify areas of risk and how to resolve them throughout the implementation.

to learn about global tax compliance challenges.

to still register! We'll send out the recording after the webinar

is in your network, feel free to invite them too.

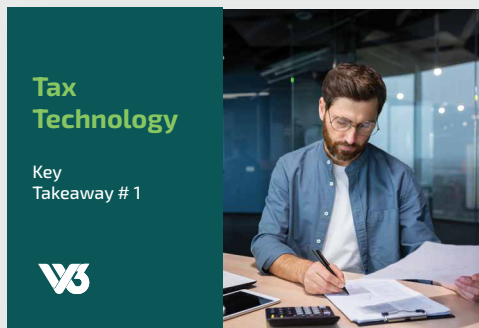
Social Media Post



PowerPoint Template



Video Lower Thirds



Print Ads



Digital Ads

JOIN PWC AND VERTEX ON SEPTEMBER 28TH AT 12:30 PM FOR A WEBINAR ON

How Environmental Taxes Are Re-shaping Our World

This webinar will teach you what's on the horizon and how to stay ahead of impending legislation affecting the business.

LEARN MORE



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In this webinar, we will discuss the following:

- Identifying where the greatest risks lie for your business
- How to prioritise the actions for this legislation
- Automating your approach to managing global tax obligations
- Developing a sustainable strategy for handling future compliance obligations



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