

The background of the page is white, featuring several large, overlapping, light blue curved shapes that resemble stylized waves or abstract brushstrokes. These shapes are positioned around the central text, creating a sense of movement and depth.

HansaWorld Brand Book

November 2010

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Karl Bohlin
Chief Executive Officer
HansaWorld

Introduction

The HansaWorld Brand Book explains the rules for working with the HansaWorld brand, what we aim for with our brand communication and image, as well as to give an overview of available materials. The Brand Book is for internal use and can also be given out to distributors and partners.

The Brand Book states the brand owner's wishes and requirements. It is obligatory to follow these rules when presenting the logos and visual identity of the brand owner. Brand Book states for example which combination of fonts and colours are permissible in certain situations; how should printed products and various promotional materials look and be made up; what specific elements should be used in design, in promotional materials and in exhibition stands. So instructions, set of standards and regulations - that's the essence of this Brand Book.

The HansaWorld brand reflects professionalism and simplicity combined with sophistication. Use it with respect.



The relationship between the HansaWorld globe and the logotype is fixed and must not be altered.

Correct and incorrect usage of the HansaWorld company and product names in written and spoken form:

Correct	Incorrect
<hr/>	
Company name:	
HansaWorld	Hansaworld HW Hansa Business Solutions Hansa
<hr/>	
Product name:	
Enterprise by HansaWorld Enterprise	Hansa Financials Mac Hansa Hansa HansaWorld Enterprise
Books by HansaWorld Books	First Office
CRM by HansaWorld CRM	CRM standalone HansaWorld CRM
Business Communicator by HansaWorld Business Communicator	BC by HW

The word "Hansa" should not be used at all to address the company or product, unless when referring to HAL (Hansa Application Language). The company name is HansaWorld. HansaWorld should only be used when referring to the company. The proper product names should be used when referring to a specific product.

Slogans

The World's Best Integrated Business Platform

Used on sales and marketing materials, advertisements, web banners, exhibition banner stands and displays

One application for all your business processes

Used in Enterprise sales and marketing materials, advertisements, and banner stands

Running Businesses Better, True Integration, Scalable, Tried and tested, Based on best business practices

Used in Enterprise sales and marketing materials

Get it done.

Used in Books sales and marketing materials, advertisements, and banner stands.

Mobile Solutions - In Control, Anywhere

Used in sales and marketing materials, and banner stands

Whether you work alone or lead a team of four hundred people, our solutions will let you bring your business to the Mac.

Used in advertisements and posters for the Apple audience and media

Reach Out.

Used in Business Communicator by HansaWorld sales and marketing materials, advertisements and banner stands.

HansaWorld Logos

There are six categories of logos available:

1. Company logo



2. Product logos



3. Solution logo (SmartView)



4. Department logo (HansaWorld University)



5. Business Partner Logo



6. Authorised Distributor Logo

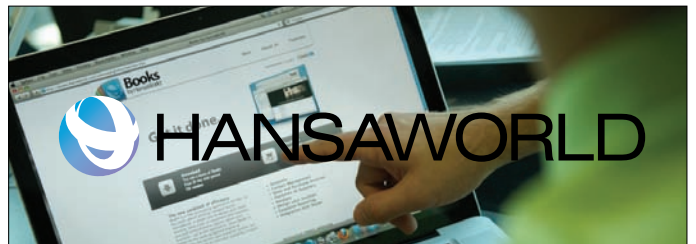


Rules About The Logo Usage

- One logo category should only be used in advertisements. In addition, only one logo category should be used on a single page.
- It is allowed to promote HansaWorld's group of products (such as Enterprise by HansaWorld and Books by HansaWorld) on the same advertisement.
- Use product logos (Enterprise or Books) on sales and marketing materials, wherever possible.
- Do not promote Books by HansaWorld and Enterprise by HansaWorld in the same marketing and sales material.
- Do not put the HansaWorld company logo and product logo on the same page.
- Always leave the logo some space to breathe.
- Do not rotate the logo.
- Do not add embellishments like drop-shadows, embossings etc. to the logo.
- The Company logo should always be used on stationery.
- Logos can only be used on certain background colours - white, grey, blue and at times, black (for product boxes).
- Do not alter the logos in any way or form. Logos must be used in the correct proportions.
- The relationship between the HansaWorld globe and the logotype is fixed and must not be altered. (exceptions to this are watermarks used in stationery, business cards, marketing/sales folders and select marketing materials where the HansaWorld globe is used separately from the logotype)
- The HansaWorld globe in the HansaWorld logo is always placed to the left of the logotype and should not be moved to different positions.
- Do not create logos yourself. All HansaWorld logos can be downloaded from the Marketing conference or downloaded from the partner portal.
- The HansaWorld company logo should not be used by partners and/or distributors.

Correct

Incorrect

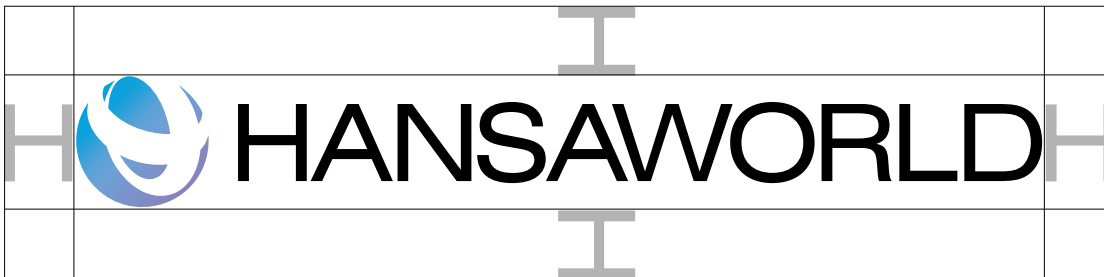


Positioning of logos on sales and marketing materials

- The HansaWorld logo and HansaWorld University logos should be placed at the top left corner of a page whenever possible (exceptions are ads and internet banners.)
- Product and Solutions logos (Enterprise, Books, SmartView) should be placed at the top left corner or at the bottom left corner of a page whenever possible.

Logo security area

The logo security area is the minimum empty space around the logo, where no other object can be. The security area guarantees that the logo will not be covered or set too close to other objects. For all types of HansaWorld logos the security area is at least the size of the first letter. Please note that the security area may be larger.



Company logo - 4 colours



Font: Swiss 721 BT Extended Roman

Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Gradient, from (C:84 M:16 Y:0 K:0) to (C:50 M:50 Y:0 K:0)

The HansaWorld logo should be used at all times, when promoting the company. Use the 4 colour HansaWorld logo whenever possible (except on stationery).

NOTE: A version for black background is also available

Company logo - 2 colours



Font: Swiss 721 BT Extended Roman

Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Pantone Process Blue (C:100 M:33 Y:5 K:0)

This version of the logo can only be used on stationery (envelopes, letterheads, paper blocks/notepads).

Company logo - 1 colour



Font: Swiss 721 BT Extended Roman

Colour: Globe/Text - Registry black (C:100 M:100 Y:100 K:100)



Font: Swiss 721 BT Extended Roman

Colour: Globe/Text - Pantone Process Blue (C:100 M:33 Y:5 K:0)

The one colour logo may only be used when it is unavoidable to sit the logo on a background we prefer. A white logo is also used on black backgrounds. For example: stitching on the clothes, company stamp, signage, promotional materials such as pens, lanyards, etc.

NOTE: A greyscale version of each logo is available for usage in newspaper advertisements.

Department logo - 4 colours



Font: Swiss 721 BT Extended Roman

Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Gradient, from (C:84 M:16 Y:0 K:0) to (C:50 M:50 Y:0 K:0)

The HansaWorld University logo is used when promoting education provided by HansaWorld.

Department logo - 2 colours



Font: Swiss 721 BT Extended Roman

Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Pantone Process Blue (C:100 M:33 Y:5 K:0)

This version of the HansaWorld University logo is used when promoting education provided by HansaWorld and normally used on HansaWorld University stationery.

Business Partner logo - 4 colours



Font: Swiss 721 BT Extended Roman

Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Gradient, from (C:84 M:16 Y:0 K:0) to (C:50 M:50 Y:0 K:0)

This logo should be used by HansaWorld business partners.

Business Partner logo - 2 colours



Font: Swiss 721 BT Extended Roman Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Pantone Process Blue (C:100 M:33 Y:5 K:0)

This version of the partner logo can be used by HansaWorld Business Partners, if they need to use the logo in 2 colours.

NOTE: A greyscale version of each logo is available for usage in newspaper advertisements.

NOTE: Versions for black background are also available

Product logos

Product logos are used on sales and marketing materials when promoting the product rather than the company. Examples of materials which should have the product logos: product sheets, brochures, advertisements etc.

Enterprise
by HansaWorld

CRM
by HansaWorld

Font: Myriad Pro Bold & Regular

Colour: Registry black (C:100 M:100 Y:100 K:100) / Red (C:0 M:100 Y:60 K:40)

Size: 65pt tracking:-45, 25pt tracking:-75

Books
by HansaWorld

Font: Myriad Pro Bold & Regular

Colour: Registry black (C:100 M:100 Y:100 K:100)

Size: 43pt tracking:-65 19pt tracking:-63

Solution logo

Solution logo is used on sales and marketing materials promoting the solution. Examples of materials which should have the solution logo: product sheets, brochures, etc.

SmartView
by HansaWorld

Font: Myriad Pro Bold & Regular

Colour: Registry black (C:100 M:100 Y:100 K:100) / Red (C:0 M:100 Y:60 K:40)

Size: 65pt tracking:-45, 25pt tracking:-75

Logo Sizing

In order to be consistent at all times, the HansaWorld brand signature must not be used at a size that damages its legibility and recognition. Typically, the business card is the smallest printed application of the signature. While branding 3D objects such as pens, etc may require a very small size. Please ensure that the printing of the HansaWorld brand signature is always clear in these instances.



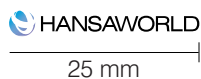
business card sized logo



logo size for pens

Minimum size

The logotype should not be smaller than 25 mm in printed materials.



Standard sizes

The logotype size has been set for commonly used paper formats. You can use these standard sizes as a frame of reference when designing similar units.



Format (width x height)	Logotype size
1/4 A4 (210 x 74 mm)	Width 77 mm
A5 (148 x 210 mm)	Width 77 mm
A5 (210 x 148 mm)	Width 87 mm
A4 (210 x 297 mm)	Width 87 mm
A3 (297 x 420 mm)	Width 97 mm

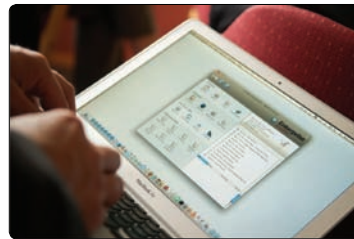
Photos

HansaWorld has its own photo gallery where we obtain photos for our printed materials and website. We prefer to use our own photos and not from globally used stock photo galleries. The reason for this is simple: our photos need to reflect our products, our company and what we sell. However, in the unavoidable event that it is necessary to obtain photos from a stock gallery, we advise to follow the routine below:

- Never drag and drop images from the websites and use them on materials, this will result in very low quality, low resolution unusable images. Ensure to always acquire images in high resolution.
- When using partner logos or customer logos on HansaWorld marketing materials, please ask for high resolution files. Refrain from copying images and logos from their website. It is only appropriate to show the same respect for their brand image as they do to ours.
- Use slightly rounded corners (1mm) and 0.25mm thick frames around the photos.

Please note that any material created locally should be submitted to HansaWorld's International Marketing department for review and approval prior to publication. We do request that a final design sample be submitted.

HansaWorld's marketing photos are available at <http://gallery.hansaworld.com>
 For login details, please send a mail to Sharlene Jackson, sharlene@hansaworld.com.



Icons

Icons are created by HansaWorld's marketing department and are used in product interfaces, in the corporate website and on Master Control banners.

Master Control banner icons

Program interface icons



Buttons

Buttons were created by HansaWorld's marketing department and are used in promoting the solutions we have through external media and social media sites.



Typeface

We use different fonts for different purposes to depict our corporate style:

- The Swiss 721 BT font family is our principal corporate font. We use it on all non-printed and printed sales and marketing materials, documents, training and consulting materials.
- Myriad Pro Bold & Regular fonts are used in our Product logos.
- Swiss 721 BT Extended Roman are used in our HansaWorld logo.
- Lucida Grande Regular and Bold are used for HansaWorld's website text.

No fonts other than the ones stated in this Brand Book should be used in HansaWorld related materials and stationery.

<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Swiss 721 BT Extended Roman Used in the HansaWorld brand signature. Also used in the slogans and in headings of presentations.</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Swiss 721 BT Extended Roman Used in titles on sales and marketing materials</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Swiss 721 BT Roman Used in titles and subtitles in sales and marketing materials.</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Swiss 721 BT Light Used in the body text of sales and marketing materials.</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Myriad Pro Regular Used in the logotype (i.e. by HansaWorld) in the Product logos.</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Myriad Pro Bold Used in the logotype (i.e. Books, Enterprise, SmartView, etc.) in the Product logos.</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Helvetica regular & bold Used for materials in Slavic languages.</p>
<p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopqrstu vwxyz</p>	<p>Lucida Grande regular & bold Used for the HansaWorld website</p>

Size

Though there are few exceptions, the most common sizes for the text are as follow:

<p>Header 1 24pt Swiss 721 BT Light Extended</p>	<p>Header 2 11pt Swiss 721 BT Roman</p>
<p>Header 3 9pt Swiss 721 BT Roman</p>	<p>Text 9pt Swiss 721 BT Roman</p>

Colours

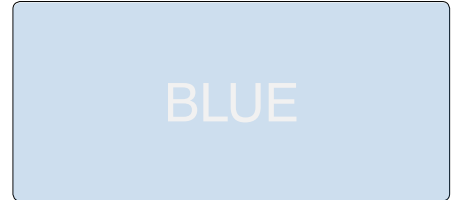
In most occasions we put the text in our sales and marketing materials on white background, but we also use grey and blue.



(C:0 M:0 Y:0 K:0)



#F5F4F4 (R:245 G:244, B:244)



(C:100 M:69 Y:0 K:0) Opacity: 20%

Colours for text

Colours for text are used as follow:

Header 1

C:100 M:69 Y:0 K:0

Header 2

C:100 M:69 Y:0 K:0

Header 3

Registry black

Text

Registry black



Watermark globe

The watermark globe is used on most of the printed marketing and sales materials with 5% opacity.

On stationery, we use the watermark globe in 2 colours.

On business cards, the watermark globe is used in 4 colours and with 18% opacity.

Positioning and cut off points of the globe are undetermined, however, as a general rule it needs to be fully visible and recognizable.



5% opacity



18% opacity



HANSAWORLD (UK) Ltd, Abbey Business Centre, Suite No 345, 111 Buckingham Palace Road, London SW1W 0SL, UNITED KINGDOM
Phone: +44 (0)2045 123 2732 Fax: +44 (0)2045 123 2736 info@hansaworld.com www.hansaworld.com
Company Reg. No. 02068963

Advertisements

We have 6 standard sizes for advertisements:

1. A4- full page (portrait - 210x297 mm)
2. 1/2 A4 (landscape - 210x148 mm)
3. 1/3 A4 (landscape - 210x99 mm)
4. 1/4 A4 (postcard)(minimized A4)
5. US Letter - full page (portrait - 215.9 mm × 279.4 mm)
6. US Letter - full spread (215.9 mm x 558.8 mm)

For branding campaigns, we believe in placing smaller advertisements more frequently.

Rules

- Every country should select the target media where they would like to advertise now or in the future and planning of ad placements is advised.
- Wishes for new advertisements should be sent to the Marketing Wish conference: stating the target media, publication name, target audience, deadline for submitting the material, place of the ad in the publication, the ad's text in English and ad size. Please leave at least 2 weeks lead time for marketing to create the ad.
- Use the HansaWorld messages and guidelines provided in this Brand Book to create the text for ads.
- Be advised that all ads are first created in English. Once the English versions are completed and approved, we request for local translation and create the local version for the ad.
- We do not put our website address www.hansaworld.com on advertisements.
- Advertisements have been designed so that we can also add business partner logos/ names on them.

Layout of Advertisements

All advertisement designs must have the following elements:

- Main title
- Key benefits and Features list
- Contact details- telephone number or e-mail address
- Award logos
- Product logo or company logo
- Image(s) from our photo bank

Placing the Advertisement

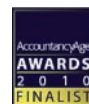
- Advertisements should normally be printed in colour
- It is preferred to have our advertisements placed on right hand pages to increase visibility, in the corner of pages, or placed next to an article that is related to our area of business or specifically about our software.

Partners and Advertisements

Every local office should sell advertisement space on our advertisement to its business partners. We should aim for 5 partner names to be placed on the advertisement. The maximum number of partner logos which can be placed on an advert is 2.

Award logos

HansaWorld has received multiple international and local awards. To support our message 'The World's Best Integrated Business Platform', we utilise the award logos on our ads, internet banners, brochures, banner stands and displays. The most recent award logos are advised to be used on materials. Award logos are available for download from Conferences>>Marketing>> Logos>>Logos Awards.



A4- full page

The World's Best Business System



- **Integrated**
45 modules tightly integrated
- **Tried and Tested**
More than 74 000 installations
- **Mobility**
Work from anywhere
- **Scalable**
Up to 1000 users on one system
- **Multi Platform**
Mac OSX, Windows and Linux
- **Future safe**
Leading the technology race



For additional information phone on +372 6101 700

HANSAWORLD

Business Partners:
Vaughan Data Systems Ltd. +448700 664 311
ABS Limited, +441296696700

1/2 A4



Mobile Solutions- In Control, Anywhere

- ERP & CRM Functions on your mobile device
- Real-time business data
- Increased sales opportunities
- Access to business information available when needed
- Faster and better decisions
- Runs on PDA's, Pocket PC's, Nokia smartphones, Windows Mobile and iPhone



HANSAWORLD

Business Partners:
Vaughan Data Systems Ltd. +448700 664 311,
ABS Limited, +441296696700

1/3 A4



Enterprise
by HansaWorld

The World's Best Business system

- Supports Electronic Invoicing
- More than 74,000 installations
- Windows, Mac and Linux



Business Partners:
Vaughan Data Systems Ltd.
+448700 664 311
ABS Limited,
+441296 696 700

1/4 A4



Successful companies in Estonia use HansaWorld business solutions

For additional information phone on +372 6101 700

HANSAWORLD



Business Partners:
Vaughan Data Systems Ltd.
+448700 664 311
ABS Limited,
+441296696700

Internet Banners

Internet banners are used to increase web traffic to our website and for web campaigns. Internet banners can either be placed on our own website, partner's websites, online newspaper sites and other online news publication sites.

Sizes vary accordingly.

1. 720x300 pixels
2. 600x160 pixels
3. 300x250 pixels
4. 728 x 90 pixels



Enterprise
by HansaWorld

Running Businesses Better

The World's Best Integrated Business Platform
ERP, CRM, Telephony, Web and more

720x300



Efficiency through knowledge -
we make your job easier!
Click here to learn more.

HANSAWORLD
UNIVERSITY

600x160



Ask questions about your
business data on the fly and
get answers immediately?

SmartView
by HansaWorld

300x250



Business
Weather forecast.

728x90

Accounting | Reporting | Management

No matter if you work alone or lead a team of a four hundred engineers our solutions will let you bring your business to the Mac.

Created by the marketing department for the human resources department, job advertisements are produced to be posted online in the careers page on the global website and also on the local HansaWorld country websites.

A4, portrait



HansaWorld, an International ERP and CRM business software vendor, is seeking to employ a Web Manager for our offices in Tallinn, in Estonia.

Web Manager

Purpose and Scope

The Web Manager is responsible for day to day management of HansaWorld corporate web site and provide accurate and relevant information to other members in management detailing site performance.

Responsibilities

- Continuous improvement and maintenance of the website portfolio;
- Ensuring continuously growing traffic to the site;
- Ensuring that the website is optimized in terms of design, user experience, usability, and revenue generation;
- Develop and operate appropriate development, testing and release processes of the web site;
- Act as the project lead on online developments and ensure weekly and monthly stats are provided and recommendations made;

Organisation Relationships

The Web Manager works closely with HQ Development team, with local product managers and reports directly to Managing Director and to International Operations Team.

Requirements

- A background in business analysis and project management in a web facing ecommerce environment with the main ability to liaise between the business (at all levels) and technical team;
- A good background in business processes, analysis and design, testing and release processes;
- Experience and knowledge on web site tracking and analysis;
- You will have excellent people and communication skills and be responsible for managing and coordinating a small team;

Benefits

- Challenging work in a growing company;
- Opportunities for personal and professional growth;
- Work as part of a diverse international team;
- Opportunity to travel.



Please send your CV in English to [estonia@hansaworld.com]
Contact person: Katrin Peo
Contact number: +372 6101 700

Business Cards



Standard information on business cards

- Name (in CAPS)
- Job title
- Address (country in CAPS)
- Phone
- Fax
- Mobile
- Email
- Website address

Font: Swiss Medium in the person's name and Swiss Light for the rest of the text.

Text Colour: Registration black (C:100 M:100 Y:100 K:100)

Watermark globe with 18% opacity.

Specifications

Format: 90x50 mm

Paper: Ivory Board 330g

Colour: 4/0 +1/1, matt laminate

Letterhead - A4 and US Letter



Text Font: Swiss 721 BT Light

Text Colour: Pantone Process Blue (C:100 M:33 Y:5 K:0)

Watermark globe with 5% opacity.

Letterhead text:

- Company name
- Address (country in CAPS)
- Phone number
- Fax number
- General e-mail address (e.g uk@hansaworld.com)
- Company Reg. number.

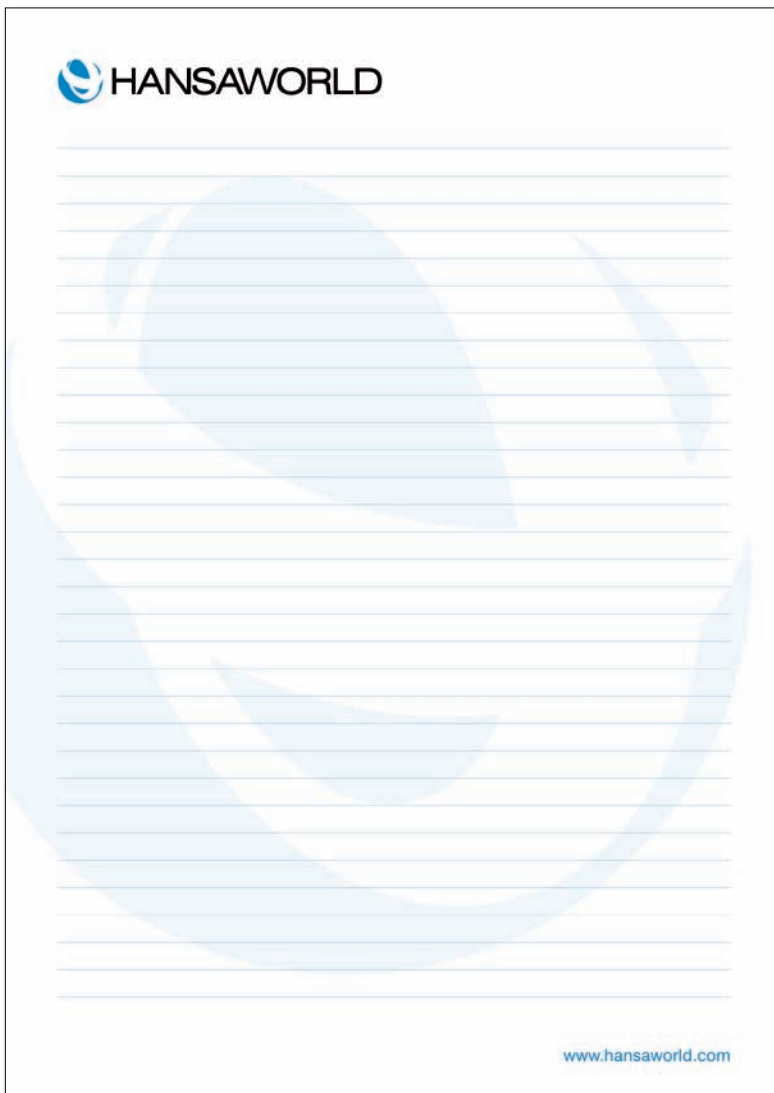
Specifications

Format: A4, US Letter

Paper: MultiCopy Special Colour Laser 100g

Colour: 2/0

Paper block/Note pad - A4 and US Letter



Text Font: Swiss 721 BT Roman

Text Colour: Pantone Process Blue (C:100 M:33 Y:5 K:0)

Watermark globe with 5% opacity.

Specifications

Format: A4

Paper: MultiOffset 80g

Colour: 2/0

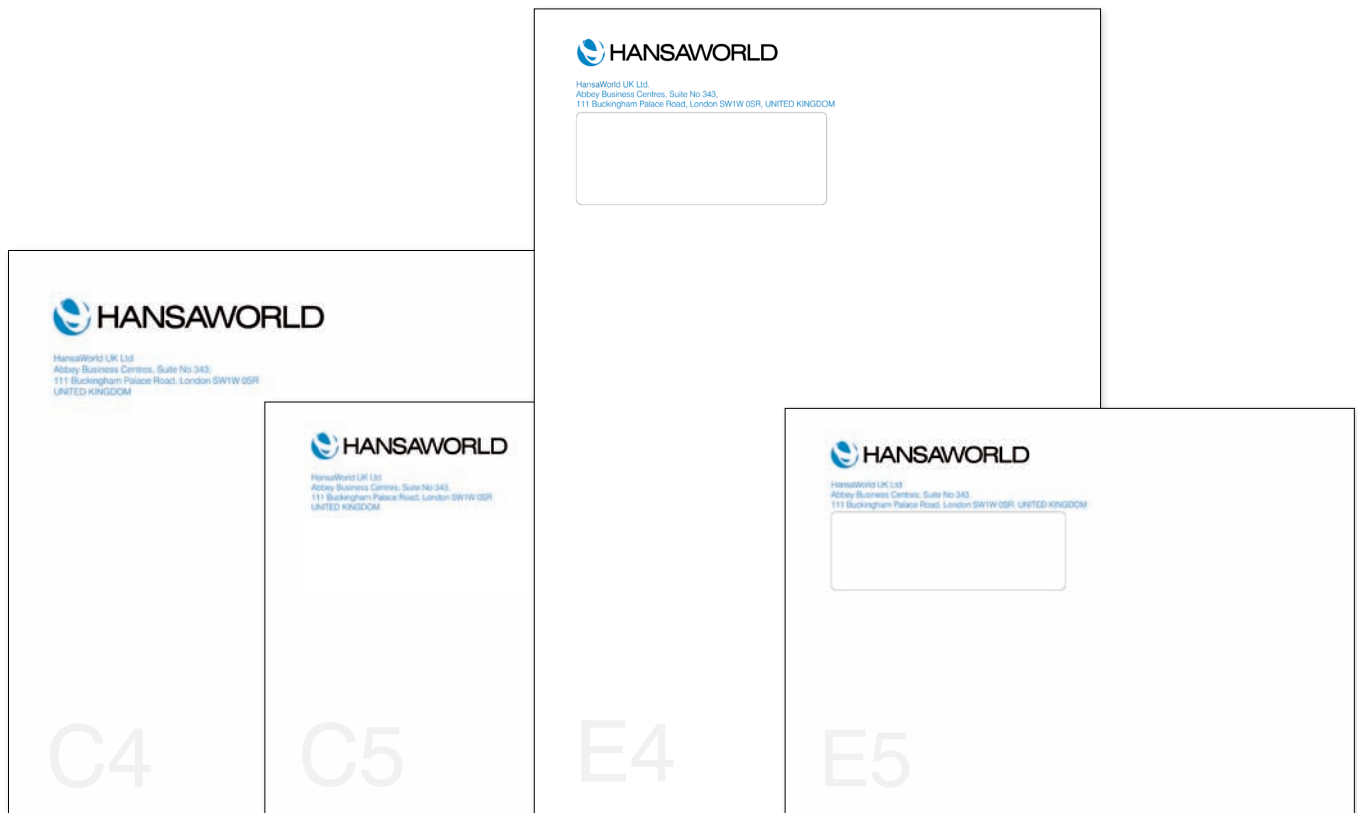
Envelope sizes

We have 6 standard sizes for envelopes.

1. C4 (307x215 mm)
2. C5 (229x162 mm)
3. E4 (215x307 mm) (C4 with window)
4. E5 (219x157 mm) (C5 with window)
5. North American #10 (with and without window)
6. North American 9x12 (with and without window)

Envelope elements

- Logo - Company logo
- Company name (legal name)
- Company address
- Country name (in CAPS)



Text Font: Swiss 721 BT Light

Text Colour: Pantone Process Blue (C:100 M:33 Y:5 K:0)

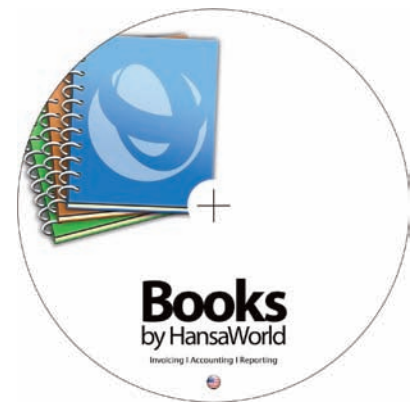
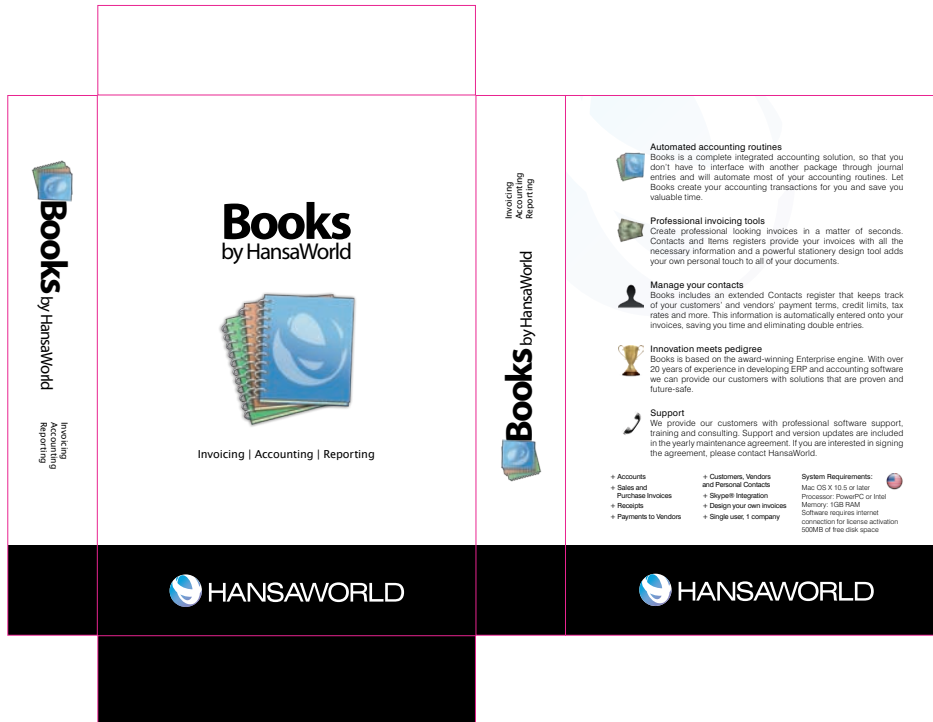
Colour: 2/0

Paper: Postac, with grey in-print

Boxes and disc label

Boxed designs available for the following products:

- Books by HansaWorld
- Enterprise by HansaWorld
- CRM by HansaWorld
- Business Communicator by HansaWorld




Flapp


Get it done.

Experience how easy it is to work with Books


Get a 360° view on your customer
Any information about your customers' purchasing patterns and habits is very valuable. So are the records of who is in contact with a particular customer or whose invoices are unpaid. Books' integrated CRM feature provides you with all of this information whenever you require it.



Manage your communications
Contacts with your customers are important to the success of your business. With Books not only can you schedule the calls but also keep track of all the relevant information about a particular call such as corresponding invoices or tasks. Send email letters or faxes to your customers using the predefined mailing lists based on their shopping behavior.



Eliminate redundant data entry
Most of the information about customers and items you enter can be used throughout the whole solution. Books uses these records system-wide, so editing any information in one record will automatically update your entire system with the new data.



Track your success with reports
Books provides several methods for you to analyze your data. The Nominal Ledger has a number of very useful reports such as Invoice Journal, Balance Sheet, Profit & Loss and many more. All reports can even be exported into a spreadsheet for further analysis and graphical interpretation.

