



rhabit
ANALYTICS

Rhabit Analytics Partnership Brand Guidelines

Rhabit Analytics Partnerships

As a partner of Rhabit Analytics, we are committed to helping you grow your most valuable relationships with prospects, customers, and partners through data.

Our partnership benefits when the visual presentation of our brands is coordinated and consistent. This guide has been developed to help ensure that both the Rhabit Analytics brand marks and your organization's marks are presented in a way that protects their existing equity and maximizes their potential for growth. Therefore, we ask you for the following:

When creating collaborative marketing materials, please refer to this guide as it should address most of your questions.



To indicate the brand relationship between Rhabit Analytics and our partners, we offer the use of our 'Powered by' collaborative mark.



Powered by
rhabit
ANALYTICS

This mark is the approved logo for all Rhabit Analytics partners. This mark indicates the visual representation, use, or distribution of Rhabit Analytics' products.

Examples of approved use and stylization of this collaborative mark can be found in the following document.

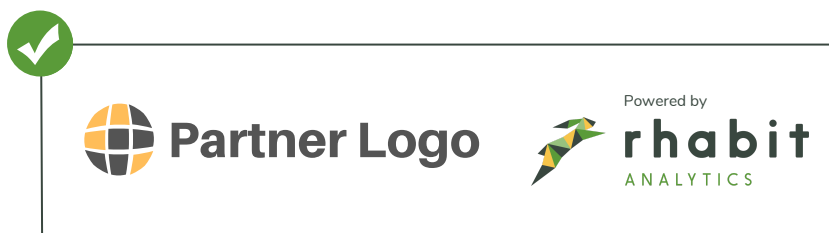
How to Use Rhabit Analytics' Collaborative Mark

The Rhabit Analytics collaborative mark was developed to help companies communicate their relationship with Rhabit Analytics in a clear and compelling way and establish brand unity with Rhabit Analytics partners around the world. It is important to note that the Rhabit Analytics' collaborative mark is not meant to be used as a primary visual brand identity.

- The partner company's logo should be used as the primary brand identifier.
- The Rhabit Analytics collaborative mark should be placed in a secondary position on the communication piece. Whenever the Rhabit Analytics collaborative mark is used there should also be a partner logo on the communication piece. – Never make the Rhabit Analytics collaborative mark larger in size than your own corporate logo. – To protect Rhabit Analytics trademarks, do not connect the two logos with any copy or graphic element. – Do not incorporate the collaborative mark, or any other Rhabit Analytics brand marks, into your own logo. – Do not use the Rhabit Analytics collaborative mark on your corporate business cards or stationery.
- Rhabit Analytics collaborative mark should appear at no less than 75% of the size of the partner logo.

Appropriate Mark Placement

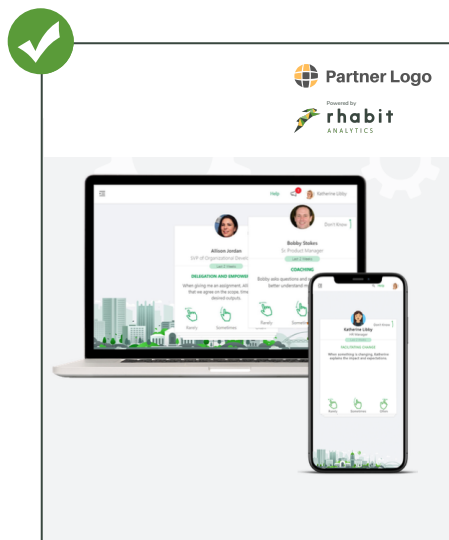
Rhabit Analytics collaborative mark may appear stacked under the partner logo or to the right of the partner logo. There should be ample space between the two marks so that they may be distinguished as individual marks.



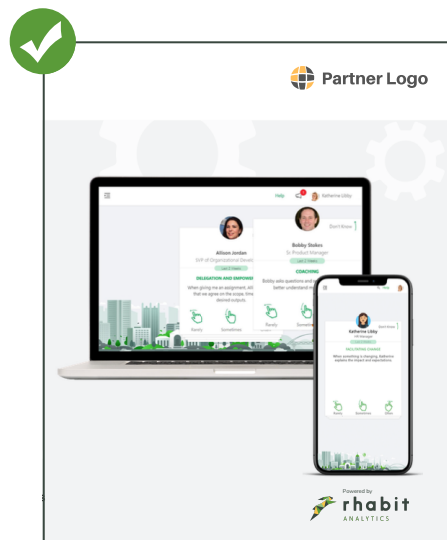
When to Use Rhabit Analytics' Collaborative Mark: Do's

Rhabit Analytics collaborative mark must be present on all communication pieces in which there is:

- Any visual reference to or representation of Rhabit Analytics' products, product interfaces, or product user experiences.
- Any visual reference to the function of or the direct results of Rhabit Analytics' products.



Rhabit Analytics' collaborative mark may appear in a secondary position stacked under the partner logo with appropriate spacing between the marks.



Rhabit Analytics' collaborative mark may appear within close proximity (1in print or 100px web) of any visual representations of Rhabit Analytics' products or product interfaces.

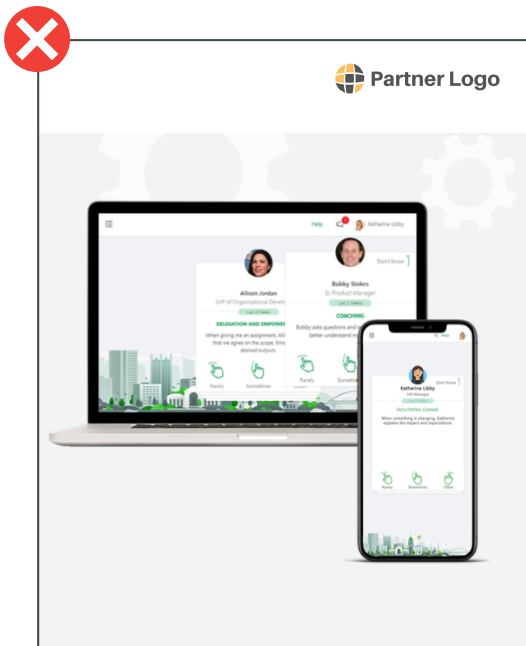


Rhabit Analytics' collaborative mark may appear in a secondary position to the right of the partner logo with appropriate spacing between the marks.

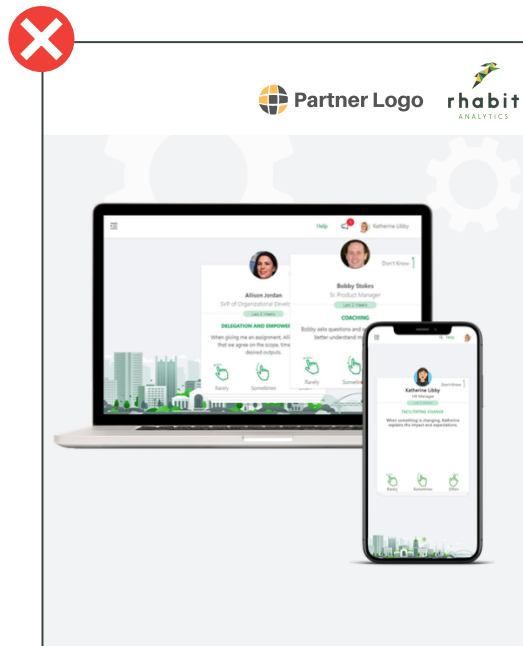
When to Use Rhabit Analytics' Collaborative Mark: Don't's

Common errors made by Rhabit Analytics partners in communication pieces include, but are not limited to:

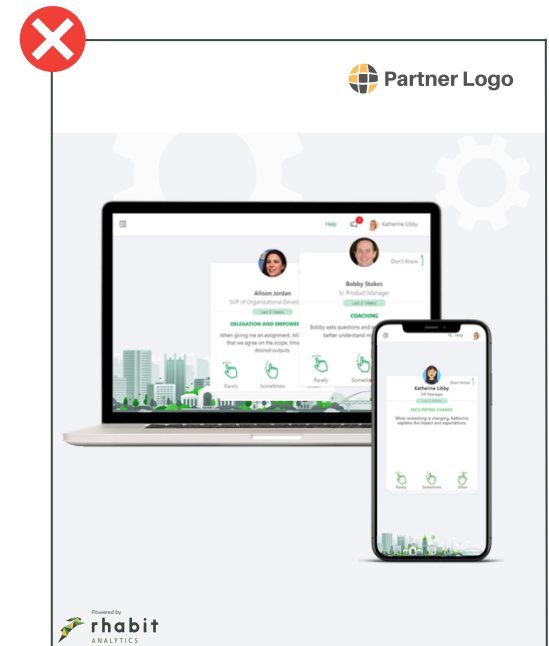
- The exclusion of Rhabit Analytics' collaborative mark in materials that represent any part of Rhabit Analytics' products or Rhabit Analytics products' user interface.
- Incorrect logo placement, sizing, and/or spacing.
- The use of any Rhabit Analytics mark other than the Rhabit Analytics collaborative mark.



Rhabit Analytics' collaborative mark must appear on all communications pieces that show visual representations of Rhabit Analytics' products.



Partners may only use the Rhabit Analytics collaborative mark on communications pieces. The collaborative mark is the only Rhabit Analytics mark that is approved for use by partners.



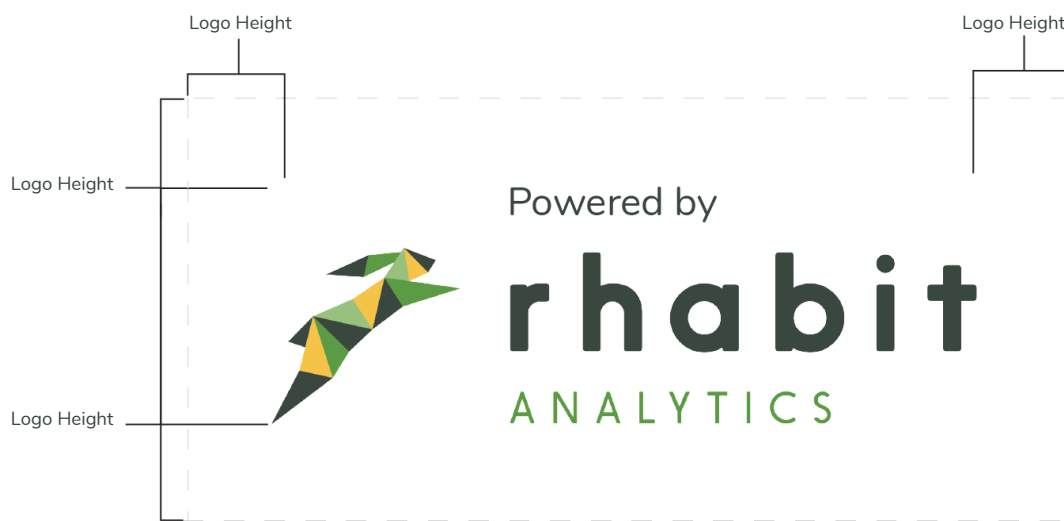
Rhabit Analytics' collaborative mark should appear in direct relation to or in close proximity of either the partner logo or any visual representations of Rhabit Analytics' products.

Rhabet Analytics' Collaborative Mark Approved Usage

Collaborative Mark Placement

Placing any element too close to the mark diminishes its importance.

A boundary around the mark protects its prominence and integrity. The mark should be a set distance from text, photos, and other design elements. The minimum boundary is the height of the logo.



Minimum Size

Avoid using the mark at a size where legibility is compromised.

As a rule of thumb, the mark should not be used at any size less than 100px width for the web or 1" for print.

Appropriate Color Usage

Rhabet Analytics' collaborative mark may only appear in full color, Rhabet greygreen, Rhabet green, white, or black.

| | |
|--|---|
|  | RHABIT GREYGREEN #39473F R57 G71 B63 C67 M42 Y53 K34 PANTONE ZZ446C BLACK 6U |
|  | RHABIT GREEN #5A9B39 R90 G155 B57 C64 M12 Y85 K2 PANTONE 362U 7741C |
|  | RHABIT LIGHT GREEN #97C17E R151 G193 B126 C41 M8 Y47 K1 PANTONE 623C 5575U |
|  | RHABIT YELLOW #F6C449 R246 G196 B73 C4 M22 Y68 K0 PANTONE 7403C 7403U |

Rhabit Analytics' Collaborative Mark Color Usage

The following examples show a sample of appropriate usages that fall within Rhabit Analytics' Partnership Brand Guidelines in regard to appropriate color and contrast.

| | |
|---|---|
|  <p>Powered by rhabit ANALYTICS</p> |  <p>Powered by rhabit ANALYTICS</p> |
| COLOR ON WHITE | REVERSE ON DARK GREY |
|  <p>Powered by rhabit ANALYTICS</p> |  <p>Powered by rhabit ANALYTICS</p> |
| BW DARK ON WHITE | BW LIGHT ON DARK GREY |
|  <p>Powered by rhabit ANALYTICS</p> |  <p>Powered by rhabit ANALYTICS</p> |
| GREYGREEN ON WHITE | WHITE ON DARK GREY |
|  <p>Powered by rhabit ANALYTICS</p> |  <p>Powered by rhabit ANALYTICS</p> |
| GREEN ON WHITE | WHITE ON GREEN |
|  <p>Powered by rhabit ANALYTICS</p> |  <p>Powered by rhabit ANALYTICS</p> |
| CONTRASTING ON TEXTURE | CONTRASTING ON PHOTOGRAPH |

Rhabit Analytics' Collaborative Mark Violations

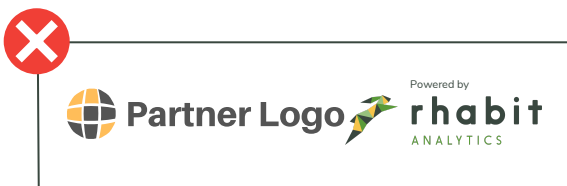
The following guidelines provide basic usage parameters for the mark and other identity assets:

1. The mark or other identity assets should appear in their original colors and proportions with ample space on all sides.
2. Do not stretch or distort the mark.
3. Do not display in colors other than those outlined in the color section of the brand guide.
4. Do not redraw, retype, or add graphical elements to the mark.
5. Do not outline the mark.
6. Do not place the mark in a way that groups it too closely with other graphical elements or other logos.



Rhabit Analytics' collaborative mark should not appear at less than 75% of the size of the partner logo.

Rhabit Analytics' collaborative mark should not be stretched or distorted.



Do not place Rhabit Analytics' collaborative mark too close to the partner logo. There should be ample space between the marks so that they appear separate.



Rhabit Analytics' collaborative mark should not appear larger than or in a primary location above the partner company's mark.



Rhabit Analytics' Collaborative Mark File Formats

The Rhabit Analytics' brand marks are unique and proprietary pieces of art. Always use authorized digital artwork when reproducing the marks; do not recreate the marks or alter them in any way. To ensure that all partners create professional, high-quality communications, digital artwork has been created in several widely-used file formats. The different file formats are intended for use in specific applications: high-resolution and commercial printing, office applications, and on-screen display.

Selecting the Correct Artwork

The file format you choose should be determined by where and how you plan to use the artwork. Use the chart below as a guide in choosing the appropriate artwork.

| | |
|---|---|
| <p>.AI</p> <p>Vector (scales infinitely) Provided in CMYK Used with: Vinyl, 3D Modeling, etc. Main software: Adobe Illustrator</p> | <p>.EPS</p> <p>Vector (scales infinitely) Provided in CMYK Used with: Brochures, Banners, Billboards, Tshirts, etc Main software: Adobe Illustrator Preferred format for print applications.</p> |
| <p>.JPG</p> <p>Raster (specific resolution) / NOT Transparent Provided in RGB Used with: Websites and other digital media Main software: Adobe Photoshop</p> | <p>.PNG</p> <p>Raster (specific resolution) / Transparent Provided in RGB Used with: Websites and other digital media Main software: Adobe Photoshop Preferred format for web applications.</p> |

Rhabit Analytics' General Marketing Guidelines

All communication pieces that make reference to Rhabit Analytics or Rhabit Analytics' products must be consistent with current Rhabit Analytics brand standards. Current Rhabit Analytics marketing guidelines that partners must follow include, but are not limited to, the following:

- All visual references to Rhabit Analytics' products must accurately represent Rhabit Analytics' products as they are currently offered. This includes the accurate representation of features, functionality, and appearance.
- All visual representations of Rhabit Analytics' products should be shown as they appear in the current production environment of the product platform and should not be modified to display or represent functionality that is not currently offered by the platform.
- All visual representations of Rhabit Analytics' products should only be displayed in use by the most current technology available. When including images or screenshots of the interface of Rhabit Analytics' products on a mock up device, the device should be the most current generation model produced by the manufacturer. For example, if the current version of the Apple iPhone is the iPhone 13, new marketing collateral should not be produced using device images or mock ups showing visual representations of Rhabit Analytics' products on an older model of iPhone.





Thank you!

For additional questions, feel free to reach out to marketing@rhabit.co.