Brand Guide
AGENDA

01 IDENTITY
02 TYPOGRAPHY
03 COLOR
04 PHOTOGRAPHY
05 GRAPHICS
06 BRAND GUIDELINES APPLIED
Identity remains the same with primary usage falling to a more agile one color treatment.
The Oracle NetSuite corporate logo is the most significant visual representation of our company. The Oracle NetSuite logo features two elements—our logo type and interlocking Oracle logo. They are designed to optimize the relationship between each element. Always treat the corporate logo as one unit; it should never be divided or modified. In addition, display the logo away from other elements, such as images and other logos.

The minimum size of the logo width is 3/4 inches (54 pixels).

The minimum amount of clear space must be equal to the height of the O in Oracle logo.
**UNACCEPTABLE USAGE**

Design and usage standards ensure that the Oracle acquisition logo brand identity is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed here.

- **Do not change the color of the Oracle acquisition logo.**
- **Do not place the Oracle acquisition logo over four-color photography or illustration that impairs legibility.**
- **Do not use a three-dimensional version of the Oracle acquisition logo in a two-dimensional format.**
- **Do not use the Oracle acquisition logo at an angle—it must always be displayed horizontally.**
- **Do not choose a background color that clashes with the color of the Oracle acquisition logo.**
- **Do not make a pattern out of the Oracle acquisition logo.**
- **Do not use the Oracle acquisition logo with a drop shadow.**
- **Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.**
- **Do not distort the Oracle acquisition logo or place it inside a form or object.**

02 TYPOGRAPHY

PRIMARY
Proxima Nova
Web and print

BLACK 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

BOLD 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

SEMIBOLD 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

MEDIUM 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

REGULAR 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

SECONDARY
Arial
Decks and emails

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)
Stock and editorial photography become part of the primary experience. Together they describe the global world in which NetSuite operates.
Photography with type

WEBSITE BANNERS

CUSTOMER TESTIMONIALS

PARTNER PROGRAM

Large bold type sits on active, beautiful photography and product imagery. Images may be tinted to maintain legibility or to provide heightened visual interest for events.
The NetSuite product takes a more active role in the brand. It is displayed in an OS-neutral, hardware-neutral vector frame.

Simple, icon-like illustration takes the visual burden off the icon system for high level visual explanations. Start-up, Mid-size, Enterprise and Global stages of business are depicted in a style that also lends itself to animation.
Events

SUITEWORLD

GROW YOUR OWN WAY
GET YOUR DISCOVER PASS TO SUITEWORLD18

READY, SET, GROW
Join the largest gathering of NetSuite users, partners, and developers online today at Cloud18 conference. Our three-day event includes educational sessions, hands-on training, and a NetSuite marketplace to discover innovative solutions and products. It’s a must-attend event for NetSuite users and developers.

WHO SHOULD ATTEND
- NetSuite users
- NetSuite partners
- Developers
- Industry professionals

WHY ATTEND
NetSuite has helped guide businesses across industries to grow them through many periods of growth, from start up to ramp up to full profitability. At Cloud18, we welcome everyone to come and learn how NetSuite helps businesses on all levels.

1. CUSTOMER SUCCESS
2. ALL NEW NetSuite Business Edition

IRCE

JOIN US
INTERNET RETAILER CONFERENCE & EXPO
McCormick Place, Chicago, IL
June 5 - 7, 2018

Seamless Experiences
Little Unicorn Finds Magic in the Cloud

A Unified Cloud Commerce Platform Provides

SUITECONNECT

GROW LIVE
SuiteConnect East Miami Conference Experience 2018

Oracle NetSuite
Growth Strategies for Today's e-Commerce Environments

Oracle NetSuite, a cloud-based ERP solution for e-commerce businesses, offers a complete solution for order management, customer service, inventory, and financial management. With NetSuite, businesses can manage their inventory, customer service, and financial operations efficiently.

Oracle NetSuite offers a wide range of features for e-commerce businesses, including:

- Order Management:
  - Simple and intuitive user interface
  - Automated order processing
  - Multiple payment options

- Customer Service:
  - Live chat and email support
  - Customer self-service features

- Inventory Management:
  - Real-time inventory tracking
  - Automated replenishment
  - Multi-location support

- Financial Management:
  - Accurate financial reporting
  - Automated accounting
  - Integrated payroll

Oracle NetSuite is an ideal solution for businesses looking to streamline their e-commerce operations and achieve growth.

Oracle NetSuite is the go-to solution for e-commerce businesses looking to grow their business efficiently and effectively.
Communications

WHITE PAPER

DELIVERING BUSINESS TRANSFORMATION FOR FINTECH COMPANIES

Executive Summary

The landscape has been immutably altered by regulatory oversight. As the sector continues to mature, bringing innovative products and services to market, competition is fierce. Fintechs, just like traditional financial institutions, must find new ways to differentiate themselves in order to survive. In order to succeed, fintechs require the right skill sets. As the sector continues to mature, fintechs need to focus on delivering value proposition, agility to adapt to new business models and disruptive technologies, aligning processes within the company, and business model agility and innovation. The financial sector has seen an influx of new competitors, both fintechs and new entrants. The financial sector has been impacted by increased competition and forced new companies, Oracle NetSuite has successfully partnered with fintech companies to help prepare for new funding, whether IPO or private equity. The preparation process for IPOs is highly dependent on the sector, but many fintechs tend to follow similar processes. In the financial services sector, regulatory requirements are key. The technology landscape is changing at a rapid pace, and the impact on the financial services sector is organizational and corporate strategy. There is a need for fintechs to focus on delivering value, agility to adapt to new business models and disruptive technologies, aligning processes within the company, and business model agility and innovation. The financial sector has been impacted by increased competition and forced new companies to reconsider their business models. The financial services sector is an attractive destination for companies looking to raise capital. The IPO market has been restructured, with increased requirements for public companies. The market has also been impacted by the regulatory landscape, with increased scrutiny of both public and private companies. The financial services sector is an attractive destination for companies looking to raise capital.
Communications

BROCHURE

THE #1 CLOUD ERP

ERp | COMMERCE | CRM

TURNING TO THE CLOUD

The cloud is changing the way companies operate. With cloud solutions, businesses can access powerful computing resources whenever and wherever they need them. Cloud solutions offer businesses a fast and easy way to deploy and scale their IT infrastructure. They also provide businesses with a better way to manage their computing resources. Cloud solutions offer businesses a fast and easy way to deploy and scale their IT infrastructure. They also provide businesses with a better way to manage their computing resources.

BUILT FOR MODERN BUSINESSES

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ORACLE NETSUITE

We offer cloud services through NetSuite, from design to manufacturing to managing vendors in inventory.

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With thousands of successful implementations, NetSuite has a deep understanding of wholesale distribution businesses across all sectors and the many challenges they face. As the pace of change in business accelerates—especially for those still relying on aged, on-premise ERP systems, wholesale distributors are struggling to keep up. As they strive to improve business performance and increase customer satisfaction in an environment of increased competition, they are grappling with:

- Manual processes that cannot scale.
- Inefficient order orchestration and inventory management.
- Ineffective inventory utilization.
- Metrics based on unreliable data.

NetSuite can grow with us. I feel like we’re just scratching the surface of what NetSuite can offer. It’s transformative.
On the finance side, NetSuite helps us keep the organization lean so we can commit more resources to our programs.

Roberta Sorensen, Controller, Rise Against Hunger

Since its founding in 1998, Rise Against Hunger has distributed more than 360 million nutritious meals to people in need around the globe in 74 countries. The nonprofit also focuses on community empowerment and emergency relief, with a goal to end hunger by 2030. Its impact is rapidly expanding—the number of meals packaged leapt from 50 million in 2014 to 64 million in 2016. In 2016 alone, Rise Against Hunger engaged more than 376,000 volunteers in its efforts and nourished more than 1 million people.

Lean operations and better insights

Backed by a donation from Oracle NetSuite Social Impact, Rise Against Hunger graduated from QuickBooks to NetSuite’s cloud solution for greater efficiency and visibility amid rapid growth. Selected over Intacct, NetSuite supports financials, budgeting and forecasting, with rich reporting for better decision-making so the nonprofit can focus more resources on its mission.

Modernizing financials and forecasting

Rise Against Hunger has modernized finance with NetSuite. It’s now able to build multi-year budgets and has cut payment approvals from eight days to 24 hours. It’s saving six hours a month on financial reporting and has reduced its monthly close from 34 to 26 days, all while accommodating a 26 percent growth in revenue and a 2x increase in transactions since NetSuite went live in 2015.

Cloud scalability amid rapid growth

In a next step, Rise Against Hunger plans to use NetSuite inventory management to more cost-effectively manage and transport meals packaged at 20 U.S. locations and 25 more around the world. The efficiency and transparency realized with NetSuite supports a high rating on Charity Navigator, driving additional donations that help the nonprofit in its efforts to end hunger.

Nonprofit Gains Efficiency to Focus More Resources on its Mission

Rise Against Hunger

Raleigh, N.C.

Industry: Nonprofit

Revenue: $38.9 million

Countries: 6

Employees: 143

Users: 7

Other solution considered: Intacct

Systems replaced: QuickBooks, Excel

NetSuite products implemented:

- NetSuite Financial Planning
- NetSuite Fixed Assets

Implementation partner: Capital Business Solutions, LLC

Location: Raleigh, N.C.
Midmarket B2B Pros Weather eCommerce Disruption With Integrated SaaS Platforms

Firms meet the challenge with technology choices that facilitate order and inventory management, billing, and the front-end experiences — consistently delivered at high quality across the entire customer lifecycle. Reports from Forrester Consulting show that firms who pursue an integrated cloud strategy are more aligned with their ERP integration, which suggests there is room for improvement.

More than half of the sellers in our study are seeing greater sales volumes and online support, and a majority of companies are taking their commerce systems online. Firms meet the challenge with technology choices that facilitate order and inventory management, billing, and the front-end customer experience and the back-end processes for delivering consistent results.

With NetSuite, deliver great omnichannel customer experiences while reducing operational costs and increasing business efficiencies.


"On-premises software and legacy commerce technology are becoming outdated and less effective. In the midmarket, front-to-back (TTM) and total cost of ownership (TCO) are top priorities — which means cloud offerings dominate."*  

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FIVE CRITICAL STEPS TO Prepare Your Business for New Funding, Whether IPO or Private Equity

8 Ways Legacy ERP Harms Businesses

160x600 300x600 300x250

728x90

WE'RE SOLVING OMNICHANNEL RETAILING FOR FASHION BRANDS

Download our White Paper and discover how:

- Develop budget projections that fact in deal downsizing or consumer behavior by implementing a comprehensive group strategy
- Make sense of the front and backend of the business to better understand your overall profit margins
- Reduce time-to-market with out of the box ERP functionality
- Enhance customer experience, increase sales and loyalty
- Design the flexibility, scalability and funding for your business with the Oracle platform

Responsive landing page system
Eloqua Email Templates: Events

- Email Confirmation Email
- Morning of Reminder Email
- Long Landing Page/Form
- Thank You Landing Page

Join Oracle NetSuite on Thursday, May 10th for the Twins vs. Angels Game!

Email:

Confirmation Email:

The event is getting closer. We look forward to seeing you at the event.

Morning of Reminder Email:

The event is getting closer. We look forward to seeing you at the event.

Long Landing Page/Form:

EVENT
Angels vs. Twins Game on May 10th!

Join Oracle NetSuite on Thursday, May 10, 2016, for the game!

Thank You Landing Page:

Your registration is complete!
Thank you for registering. You will receive a confirmation email shortly.
Advertising

DIGITAL DISPLAY ADS

**AUTOMATE EXPENSE ALLOCATIONS AND IMPROVE REPORTING**

Get your free product tour

**ORACLE NETSUITE**

**VISIBILITY AND REAL-TIME REPORTING AT THE PUSH OF A BUTTON**

Learn how to crush the five barriers to growth

**ORACLE NETSUITE**

**GROW YOUR BUSINESS WITH THE #1 CLOUD ERP**

Learn more

**ORACLE NETSUITE**

PRINT ADS

**WELCOME TO HAPPY HOUR!**

Check in with a NetSuite rep at the 7MESH booth for a beer and be entered to win a pair of Glidepath Shorts!

The Glidepath short features a lightweight, durable and quick drying nylon fabric perfectly patterned for the riding position. The fit and low weight accommodate both on and off-the-bike use.

Booth 23245

**UNIFIED CLOUD COMMERCE PLATFORM**

Power your business on a single platform.

**ORACLE NETSUITE**

**“NETSUITE ALLOWS US TO GROW FROM ZERO TO INFINITY.”**

“

JOIN THE NEXT GENERATION OF MANUFACTURERS!”

**NETSUITE FOR EMERGING MANUFACTURERS**

**NETSUITE FOR EMERGING MANUFACTURERS**
Business System: Proposed
Email signature

Font: Verdana
Size: 10 pt
Color: Dark Gray
Logo: Oracle-NetSuite-sig.png

Outlook Settings/Mail/Email signature

Options

- Email signature
  - Automatically include my signature on messages I compose
  - Automatically include my signature on messages I forward or reply to

Oracle NETSUITE

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