inflectra ®

2024

BRAND
GUIDELINES
VERSION 1

Updated: December 6, 2023

inflectra

ABOUT THE COMPANY

TAGLINE

"Quality at its Core"

VISION

Inflectra Delivers The Critical Software That Runs The World

CORE VALUES

Inflectra, established in 2006, prides itself on customer-centric operations, prioritizing people and enterprise. Our core values guide our interactions and decisions:

≈ **Product Excellence**: Inflectra's emphasis is on creating top-notch software for users.

≈ **Team Efficiency**: We believe in joint problem-solving and sharing credit as a team.

≈ **Workplace Flexibility**: We offer a family-friendly workplace, solid benefits, and an unwritten flexible work policy to accommodate the personal needs of our employees.

≈ **Community Empowerment**: We offer opportunities for those with necessary skills but lacking experience, collaborate with coding academies, and support freelancers.

IDEAL CUSTOMER PROFILE

Medium to large organizations in the private and government sectors

Operating in highly regulated industries

Has involvement in software development, management, or deployment

Undergoing digital transformation

BRAND PERSONA

EXCEPTIONAL EXPERTISE

Innovative, knowledgeable, and ethical
Renowned for high-quality software solutions
Dedicated to client's success

RELATIONSHIP BUILDING

Emphasis on forging long-term relationships
Anchored in trust, integrity, and transparency

SUPPORT AND EDUCATE

Navigating intricate software terrains
Personalized guiding and empowerment
Offering supplemental training, and insights

USER SATISFACTION

Top priority: understanding customer needs
Ensuring utmost contentment

MONITOR INDUSTRY TRENDS

Keeping up with the latest developments
across all sectors, providing tailored solutions
for each user from startups to governments

APPROACHABLE

Inflectra strives to present a relatable brand
to foster strong connections with our ideal
user, building lasting rapport, and loyalty

BRAND MESSAGING

INFLECTRA'S BRAND VOICE IS:

- trustworthy, conveying reliability, integrity, and a commitment to delivering promises
- customer-centric and results-driven, demonstrating a deep understanding of customers' needs and a genuine desire to provide solutions meeting and exceeding expectations
- delivering a high level of knowledge, expertise, and authority in its field
- collaborative, emphasizing the importance of partnerships, teamwork, and open communication with customers and partners
- enthusiastic towards solving our customers' hardest problems

KEY MESSAGE EXAMPLES

Inflectra: Elevate Your Software, Amplify Your Success	Designed with regulated industries in mind	Companies are putting themselves at risk by not using Inflectra
Connecting Development to Business Value	The World Depends on Technology. We Keep It Running.	Inflectra offers rich solutions different to competitors

BOILERPLATE

Inflectra offers its customers a trusted and seamless platform for creating and releasing their most important technology products on time and with the highest quality. The Inflectra suite includes capabilities for managing requirements, test cases, resources, risks and automating all aspects of the entire software development lifecycle.

Inflectra recognizes that companies are facing the challenges of releasing software with greater agility and yet meeting increased compliance needs. The Inflectra platform combines world class support for agile methodologies and test automation with end-to-end traceability and auditability. Inflectra's mission is unwavering: to deliver quality without compromise.

Navigating the complexities of scaling agile development and compliance, Inflectra's suite blends support for program, portfolio, and risk management with end to end, traceability, and auditability to offer customers operational excellence. The platform encapsulates quality, efficiency, and safety - setting new industry standards.

Established in 2006 in the United States, Inflectra's influence reaches across the globe, with distributed teams and a robust partner network that serves more than 5,000 customers in sectors including health, finance, government, manufacturing and IT.

Inflectra's long-term success resides in its people-centric approach. Its legendary support and customer-first attitude help cultivate relationships, resulting in high retention rates. Known for its legendary customer support, all Inflectra products have a 30-day fully functional free trial, so customers can see for themselves.

ABOUT OUR BOILERPLATE

- A standardized piece of text or content commonly used across various documents, such as press releases, company profiles, conference sponsorships, or other communications.

- Includes essential information about a company, its products or services, mission, and other key details.

SOCIAL MEDIA

Inflectra's social media practices are designed not just to reflect our brand's identity, but to resonate with and inspire our global audience. Our commitment to fostering collaboration, exemplifying product excellence, actively engaging with our community, and other positive impacts we have on the industry remains paramount.

OUR PLATFORMS

LinkedIn
Tone: *Professional, Informative, Thought-Leadership*

LinkedIn is our platform for industry insights, company news, and professional networking. Content here should reflect a polished and informed voice, highlighting our expertise, achievements, and business-centric announcements. Engage in conversations that showcase thought leadership, and share articles or discussions that resonate with our professional audience.

Our LinkedIn URL is: www.linkedin.com/company/inflectra-corporation

Instagram (@inflectra.tech)
Tone: *Visual, Personable, Inspirational*

Instagram is our canvas for storytelling through visuals. Here, we embrace a more personable and relaxed tone, showcasing the culture, people, and behind-the-scenes aspects of our brand. Whether it's a vibrant snapshot of our latest event, a candid team photo, or a factual quote, our posts should be engaging, visually appealing, and offer a closer look into our brand's personality.

X - previously known as Twitter (@inflectra)
Tone: *Concise, Timely, Conversational*

Twitter is our real-time communication hub. Posts should be concise and to the point, often touching upon current events, quick updates, or sharing interesting content. Engage with followers in a conversational manner, retweet relevant content, and don't shy away from using trending hashtags when they align with our brand. While brevity is key, our tone should remain consistent with our brand's voice.

EFFECTIVE HASHTAG USE
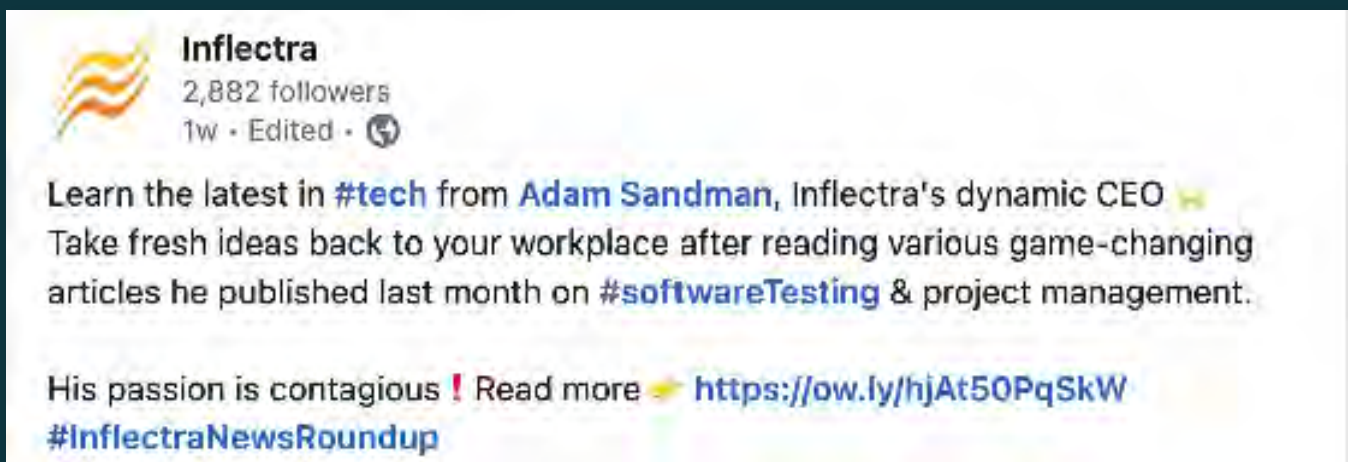
Hashtags are a strategic tool to amplify our brand's presence and connect with our audience. It's imperative that all hashtag use remains authentic to Inflectra's brand ethos, ensuring a seamless integration into our digital narrative including:

Unique Hashtags for KPI Tracking: We create distinct hashtags, bespoke to our campaigns or initiatives, enabling us to effectively measure their reach and impact.

Relevant Hashtags for Targeted Engagement: Ensure our content finds its way to audiences who share our passion and interests.

Popular Hashtags for Broadened Reach: Leveraging these high-traffic tags can introduce Inflectra to a broader audience, raising awareness and generating curiosity.

POST EXAMPLE

Inflectra
2,882 followers
1w · Edited · 🌐

Learn the latest in #tech from Adam Sandman, Inflectra's dynamic CEO 👨‍💼
Take fresh ideas back to your workplace after reading various game-changing articles he published last month on #softwareTesting & project management.

His passion is contagious ❗ Read more 👉 https://ow.ly/hjAt50PqSkW
#InflectraNewsRoundup

- #tech - trending and popular hashtag to increase visibility

- #softwareTesting - relevant hashtag for focused interaction

- #InflectraNewsRoundup - distinctive hashtag for internal monitoring of key performance indicators

- Avoid overusing emojis; maintain a subtle and professional approach

- Individual referenced in the post is appropriately tagged (@Adam Sandman)

CALL-TO-ACTIONS

CTAs are designed to be professional, clear, and helpful, encouraging engagement from customers in various regulated industries. They can be strategically placed when wrapping up a conversation, on a landing page, within marketing emails, social media posts, and on other promotional materials to effectively guide attendees in taking the desired actions.

CTA IDEAS

PRODUCT TRIALS

Crafting a compelling Call to Action (CTA) for signing up for a product trial is an essential part of reaching potential customers and encouraging them to take the next step.

- "Quality at Its Core, Delivered One Release at a Time. Experience Inflectra with a Free 30-Day Trial!"
- "Drive Your Business Forward with Inflectra. Start Your 30-Day Free Trial Today!"
- "On Time, Every Time, and always with the Highest Quality – That's Inflectra. Try It Free for 30 Days!"

PRODUCT DEMOS
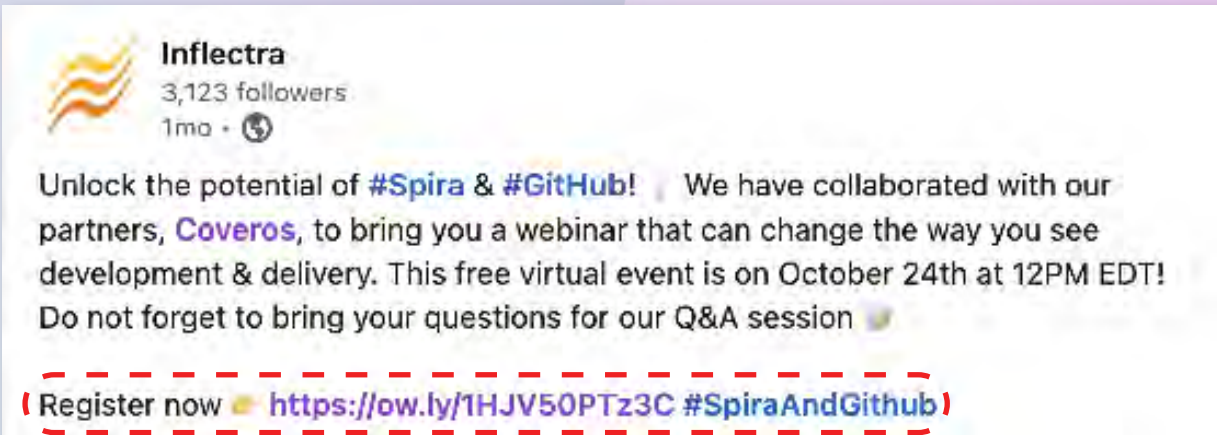
spiraPlan

- "SpiraPlan: Where Your Projects Thrive. Request a Free Demo!"
- "Experience Excellence in Project Management with SpiraPlan – Demo Awaits!"
- "Experience Agile Transformation with SpiraPlan – Request a Demo Now!"
- "Need Project Success? Try SpiraPlan – Free Demo!"

Rapise

- Explore Rapise – Your Key to Automated Testing. Request a Demo Today!"
- "Unleash Your Testing Potential with Rapise. Schedule Your Demo Now!"
- "Redefine Your Test Automation with Rapise. Book Your Demo!"
- "Experience Next-Gen Testing with Rapise – Your Demo Awaits!"

WEBINARS

Inflectra
3,123 followers
1mo · 🌐

Unlock the potential of #Spira & #GitHub! 🚀 We have collaborated with our partners, Coveros, to bring you a webinar that can change the way you see development & delivery. This free virtual event is on October 24th at 12PM EDT! Do not forget to bring your questions for our Q&A session 🎤

Register now 🔗 https://ow.ly/1HJV50PTz3C #SpiraAndGithub

Webinars enable us to engage with our audience in real-time, showcase the full potential of our products, and foster meaningful connections with customers.

- "Register Now: Secure your spot today! Click here to register for our exclusive webinar on [Topic]."
- "Share the Webinar: Know someone who might benefit from this webinar? Share this link with your colleagues and friends."
- "Contact Us for More Information: Have questions about the webinar? We're here to help. Contact us at [Email/Phone Number]."

BLOGS, WHITE PAPERS, OTHER CONTENT

Inflectra uses various collateral to disseminate in-depth industry insights, showcase thought leadership, and provide resources to our audience. These establish Inflectra as an authority in the field and reinforce our commitment to delivering exceptional value to our customers.

- Download our comprehensive whitepaper today and gain expert insights!
- Keep yourself updated on the latest happenings, product updates, news, and more from Inflectra by subscribing to our monthly newsletter!
- Ready to take your knowledge to the next level? Read our blog now!
- Discover the strategies that top professionals use. Read our blog!

KEEP IN THE LOOP

Stay informed about Inflectra's latest events, product enhancements, corporate updates, and more by joining our monthly newsletter!

ABOUT OUR PRODUCTS

Enterprise Agile Program Management Platform
Program Management & ALM For Scaling Agile & Enterprises

About SpiraPlan:

SpiraPlan by Inflectra is the robust program management platform for scaling agile projects and enterprises. It offers a comprehensive suite of features from Enterprise Agile Planning to Risk Management and QA. Ideal for regulated industries, SpiraPlan provides end-to-end traceability, flexible deployment options, and seamless integrations with other platforms.

Application Lifecycle Management (ALM)
Project, Requirements Management & ALM For Agile Teams
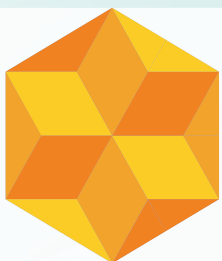
About SpiraTeam:

SpiraTeam manages your entire software development and application lifecycle, with agile backlogs, test management, task tracking and requirements traceability all out of the box

spiraTest®

Requirements, Test & Defect Management
Test Management When You Need Quality, Agility & Speed

About SpiraTest:

SpiraTest is a premier test management platform, optimizing your quality assurance lifecycle from start to finish. With key features like requirements traceability, test case management, and real-time issue and bug tracking, SpiraTest delivers a robust, integrated QA environment. Advanced functionalities such as exploratory testing and reporting make it the go-to solution for teams of all sizes.

Spira®Apps
Flexible Personalization

About SpiraApps:

SpiraApps enhances the adaptability of SpiraTest, SpiraTeam, and SpiraPlan by addressing specific use cases through dedicated extensions. It provides industry-specific features seamlessly. Inflectra Corporation oversees the creation and distribution of SpiraApps, ensuring easy and secure access to niche functionalities for diverse industries.
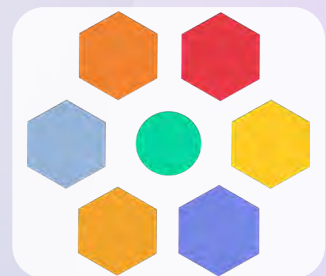
Learn More About the Inflectra's Product Suite

Scan the QR code to delve deeper into the distinct functionalities and capabilities of each Inflectra product. Discover how our tools can elevate your project management, testing, and collaboration to new heights from our media kit.

Rapise®

Test Automation Platform
Rapid & Easy Automated Testing

About Rapise:

Rapise provides the ultimate codeless test automation platform for web, mobile, and desktop applications that can handle your most difficult enterprise applications. It allows cross-functional teams of automation engineers and functional testers to work together to create highly efficient and maintainable automated tests.

KronoDesk®

Comprehensive Customer Support Solution
Service Desk Management You Can Trust

About KronoDesk:

Kronodesk will help your customers help themselves. When they need you, Kronodesk's powerful ticketing system lets them contact you from anywhere. And they can track it all from a one-stop-shop support hub. Focus on helping customers, not the tools you need to support them. Customers can send, access, and check-in on tickets from the web or their email. Agents can manage and respond to tickets quickly and easily from any device. The help desk can be customized to your needs with custom fields, priorities, and workflows.

INFLECTRA'S LOGOS

STANDARD LOGO

inflectra ®

Inflectra's Icon

- Yolk
- Orange
- Deep Orange

The Inflectra "f" hangs below the underline

Yolk underline and dot over the "i"

inflectra ®
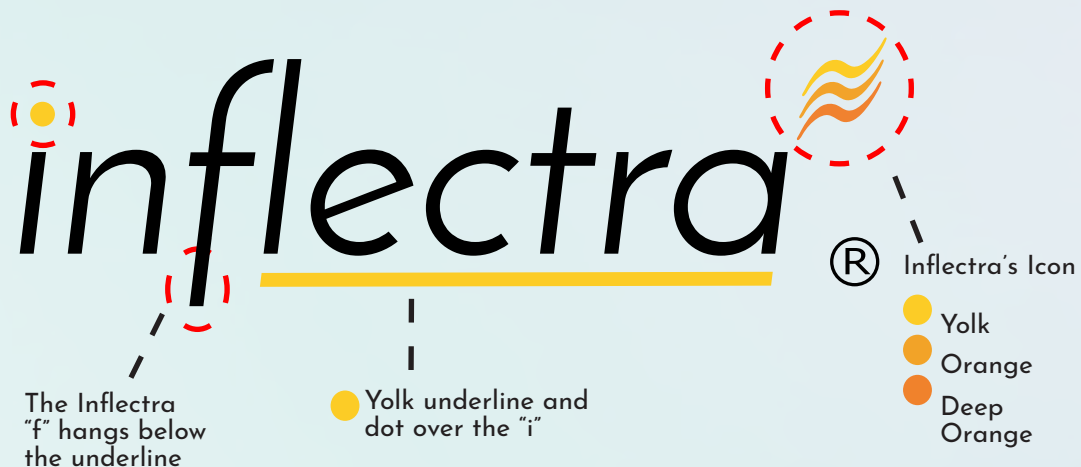
Also available in white to use on dark backgrounds

ALTERNATE LOGOS

inflectra ®

Monochrome Black

inflectra ®

Monochrome White
* on dark background for readability

inflectra ®

All Yolk Icon

Unlock the Power of our Brand!

Enhance your journey and immerse yourself in the distinctive visual language that defines Inflectra's identity. Scan the QR code to effortlessly access our convenient and public media kit, featuring logos, images, and other essential brand assets.

WHAT TO AVOID

inflectra

X Distorting X

inflectra

X Changing colors X

inflectra

X Rotating X

inflectra

X Arranging or adding elements within the logo X

SPACING

inflectra ®

X Do not overcrowd X

Give atleast one icon-worth of space around the logo so it can be clearly visible and unobstructed

Exception:

inflectra ®
Quality At Its Core

✔ Adding our tagline ✔

An exception to the spacing rule is placing our tagline below the yellow line of our logo

COLOR PALETTES

INFLECTRA
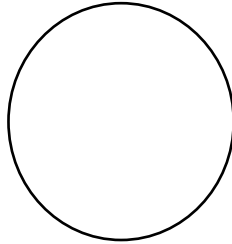
WHITE
HEX: #FFFFFF
R 255 - **G** 255 - **B** 255
C 0% **M** 0% **Y** 0% **K** 0%
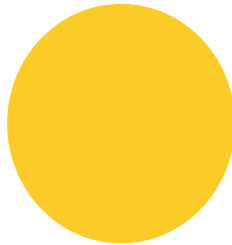
YOLK
HEX: #FDCB26
R 253 - **G** 203 - **B** 38
C 0% **M** 20% **Y** 85% **K** 1%
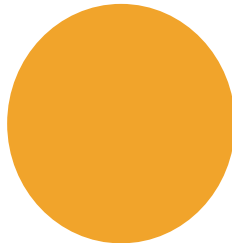
ORANGE
HEX: #F1A42B
R 241 - **G** 146 - **B** 43
C 0% **M** 32% **Y** 82% **K** 5%
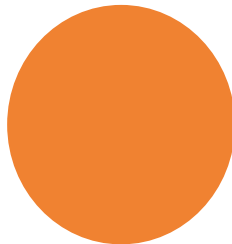
DEEP ORANGE
HEX: #F08231
R 240 - **G** 130 - **B** 49
C 0% **M** 46% **Y** 80% **K** 6%
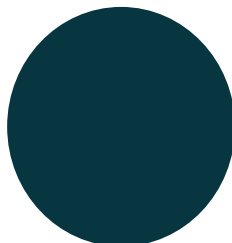
TEAL
HEX: #073640
R 7 - **G** 54 - **B** 64
C 89% **M** 18% **Y** 0% **K** 74%

SPIRA
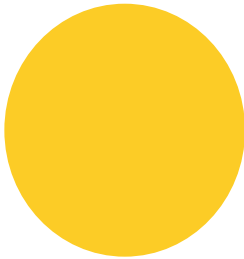
YOLK
HEX: #FDCB26

R 253 - G 203 - B 38

C 0% M 20% Y 85% K 1%
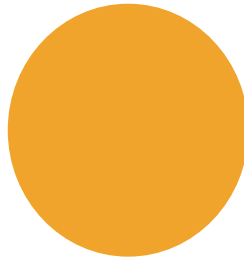
ORANGE
HEX: #F1A42B

R 241 G 164 B 43

C 0% M 32% Y 82% K 5%
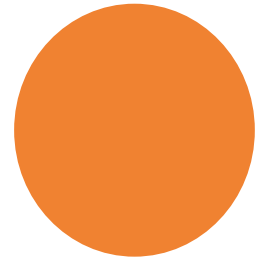
DEEP ORANGE
HEX: #F08231

R 240 G 130 B 49

C 0% M 46% Y 80% K 6%

RAPISE
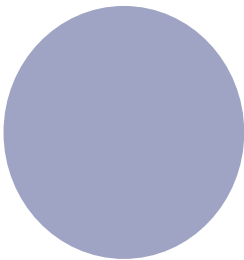
DUSTY VIOLET
HEX: #9FA4C4

R 159 - G 164 - B 196

C 21% M 19% Y 0% K 21%
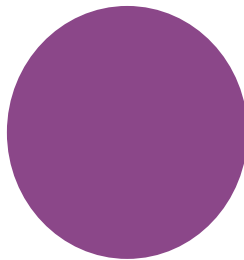
PURPLE
HEX: #8B4789

R 139 G 71 B 137

C 0% M 49% Y 1% K 45%
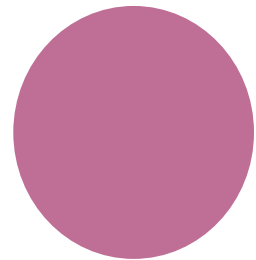
PINK PURPLE
HEX: #BF6F96

R 191 G 111 B 150

C 0% M 42% Y 21% K 25%

KRONODESK
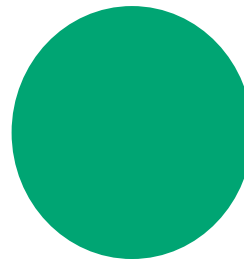
DARK GREEN
HEX: #00A573

R 0 - G 165 - B 115

C 100% M 0% Y 30% K 35%
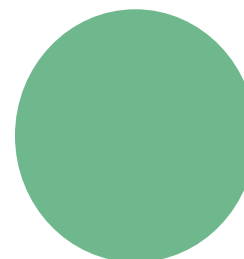
DUSTY GREEN
HEX: #6FB88E

R 111 G 184 B 142

C 40% M 0% Y 23% K 28%
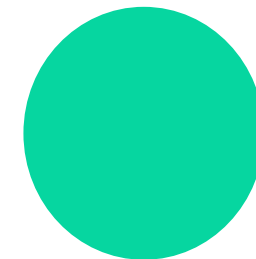
BRIGHT GREEN
HEX: #06D6A0

R 6 G 214 B 160

C 97% M 0% Y 25% K 16%

ADDITIONAL ACCEPTABLE COLORS

BLUES
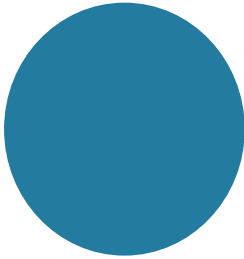
HEX: #207ba0

R 240 G 130 B 49

C 80% M 23% Y 0% K37%
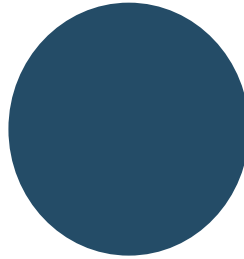
HEX: #274C66

R 39 - G 76 - B 102

C 62% M 25% Y 0% K 60%
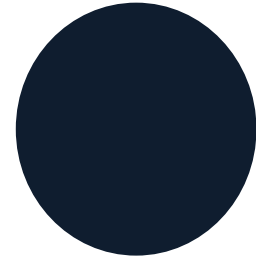
HEX: #0E1F30

R 14 G 31 B 48

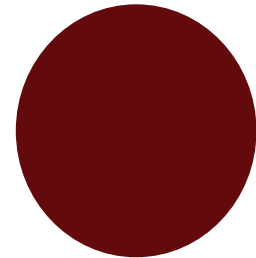C 71% M 35% Y 0% K 81%

REDS
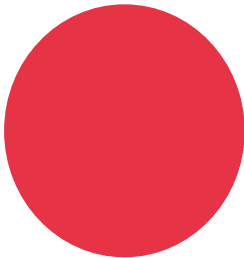
HEX: #E63946

R 230 G 57 B 70

C 0% M 70% Y 75% K 10%
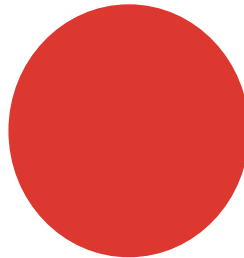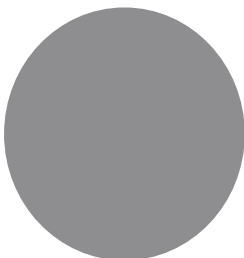
HEX: #DB3A30

R 219 - G 58 - B 48

C 0% M 74% Y 78% K 14%
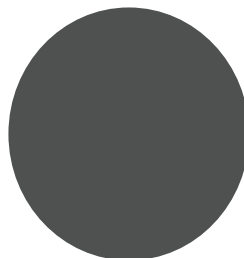
HEX: #660000

R 102 G 0 B 0

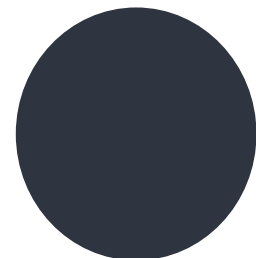C 0% M 100% Y 100% K 60%

GRAYS

HEX: #F#8E8E90

R 142 - G 142 - B 144

C 1% M 1% Y 0% K 44%

HEX: #505050

R 80 G 80 B 80

C 0% M 0% Y 0% K 69%

HEX: #313640

R 49 G 54 B 64

C 23% M 16% Y 0% K 75%

TYPOGRAPHY

In the heart of our brand's visual identity lies our chosen typeface: the elegant yet approachable *Josefin Sans*. Its geometric structure combined with a contemporary touch has a visual appeal distinctly resonating our brand personality. This versatile font strengthens our identity, amplifying our brand's voice in every piece of communication.

FONT FAMILY: JOSEFIN SANS

ABCDEFGHIJKLMNOPQRDTUVWXYZ

abcdefghijklmnopqrdtuvwxyz

1234567890

SAMPLES & BEST USES:

Josefin Sans - Regular
Josefin Sans - Light

Recommended fonts to use for body text

Josefin Sans - Light Italic
Josefin Sans - Italic

Used for titles, foreign words or phrases, thoughts or inner dialogue, scientific names or legal cases

Josefin Sans - SemiBold
Josefin Sans - Bold

Best used for headings, subheadings, keywords, important points, and call to actions.

ADDITIONAL ACCEPTABLE FONT FAMILIES

It is the designer's discretion to select the font to best align with the specific demands of the project at hand. We trust their eye for elegance, sense for balance, and intuition for impactful design.

Nunito

ABCDEFGHIJKLMNOPQRDTUVWXYZ

abcdefghijklmnopqrdtuvwxyz

1234567890

Used in our Spira products

Dosis

ABCDEFGHIJKLMNOPQRDTUVWXYZ

abcdefghijklmnopqrdtuvwxyz

1234567890

Can be used as subtitles or subheadings

Questrial

ABCDEFGHIJKLMNOPQRDTUVWXYZ

abcdefghijklmnopqrdtuvwxyz

1234567890

An option to use in captions and section headers

IMAGERY

At Inflectra, we love to be eye-catching. Sophisticated, minimalist color gradients, accompanied by the dynamic interplay of shadow and line effects, significantly enhances the visual appeal of our collateral. Below are some examples you could use:
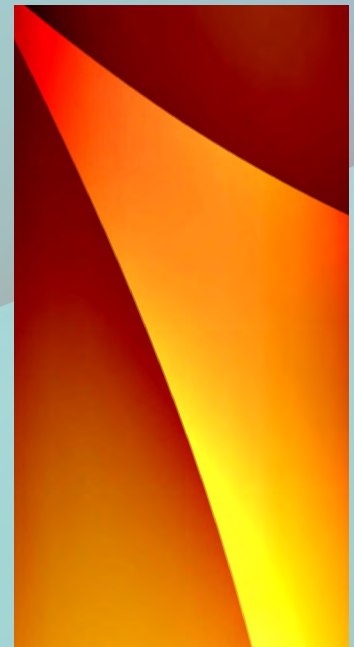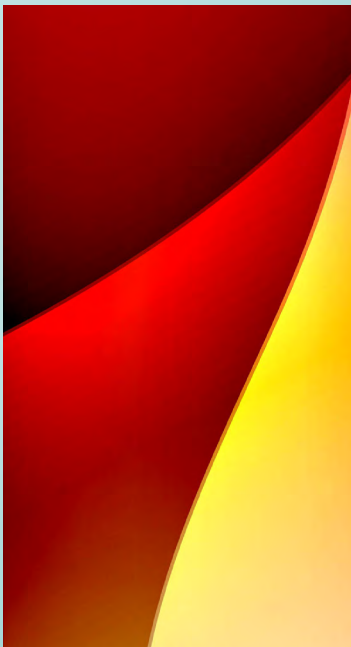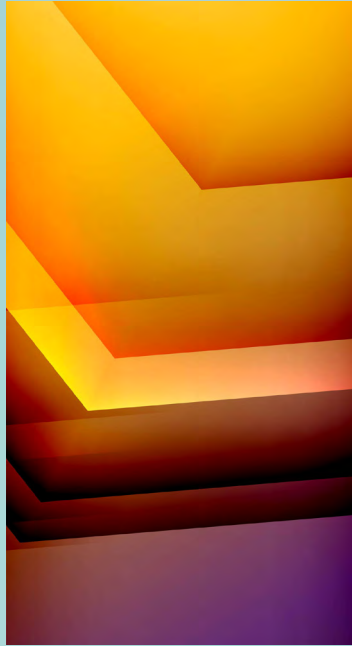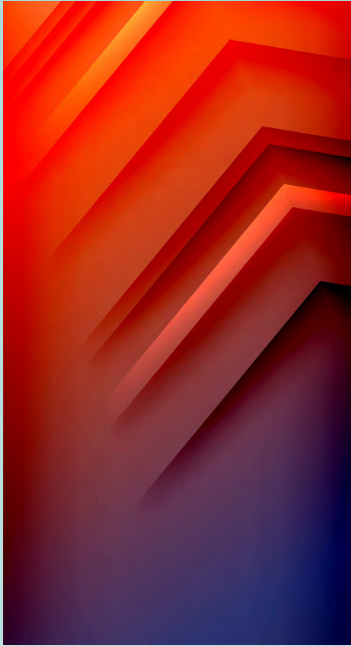
EXAMPLES IN USE

POP-UP BANNERS

inflectra

Spira

Project Portfolio Management
Program & Risk Management
SAFe & ISO-compliance
Agile, QA & DevOps

www.inflectra.com
Quality, Traceability, Compliance

inflectra

QUALITY AT ITS CORE:
Inflectra Delivers The Critical
Software That Powers The World

Spira

SpiraApps   Rapise

WWW.INFLECTRA.COM

Aerospace | Finance | Government | Healthcare

inflectra

Rapise

Mobile, web, desktop UI testing
Scriptless, visual automation
SAP, Salesforce, MS testing
Self-healing tests

www.inflectra.com
Quality, Traceability, Compliance

VIRTUAL BOOTH BANNER

inflectra

Quality at its Core:
Inflectra Delivers The Critica
Software That Runs The World

SpiraPlan | Rapise | KronoDesk |

VISIT BOOTH

WIN $100!

CERTIFICATE

inflectracon

CERTIFICATE
OF ACHIEVEMENT

THIS CERTIFICATE IS PROUDLY PRESENTED TO

THIS COULD BE YOURS!

for the successful completion of 7+ hours of in-person training
and certification on Spira Core at InflectraCON 2023

Inflectra, CEO   Inflectra, CLO

THIS CERTIFICATE IS VALID FOR TWO YEARS AFTER BEING ISSUED

DIGITAL IMAGERY

Inflectra is elevating our digital imagery by embracing a sophisticated and subdued visual style. This approach involves the use of stock images exuding professionalism, characterized by dark, sleek colors. This aesthetic choice serves to encapsulate Inflectra's unwavering dedication to innovation and excellence in the dynamic realm of digital landscapes.

This strategic shift:
- Enhances our online presence
- Projects a sense of professionalism and modernity
- Signifies confidence and depth
- Elevates the overall user experience

ACCEPTABLE IMAGES

STOCK IMAGES

- High-resolution stock photos of advanced technology and global market can effectively highlight our product's versatility across industries
- These visuals, with crisp detail, convey sophistication and adaptability and serve as a universal representation of Inflectra's products capabilities, leaving a lasting impression

TECHNOLOGICAL AND GEOMETRIC CONCEPTS

EXAMPLES IN USE

LANDING PAGE CREATIVES

CASE STUDIES

COMPANY EVENTS

LINKEDIN HEADER

VISUAL COMPONENTS

BLOGS AND COMPANY NEWS

- When developing creative materials for blogs and news related to a specific product of ours integrate the product's logo into those visuals to maintain a direct association.
- All our social media creatives are crafted on a 1600 x 900 pixel canvas

PARTNERSHIP PRESS RELEASES

- In line with our strategy to foster solid, professional alliances, we prioritize including our partners' logos in the creative elements of press releases that highlight new collaborations.
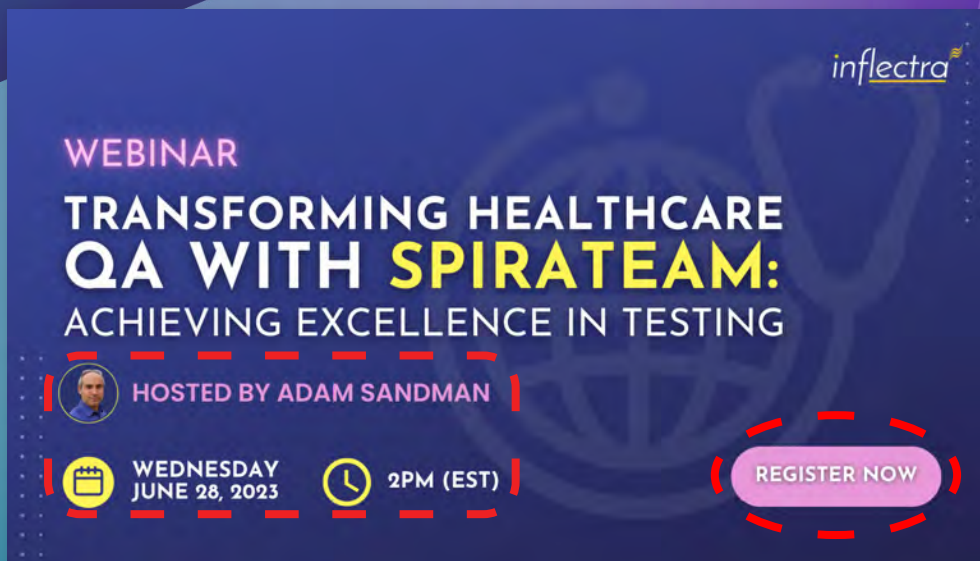
SPONSORSHIPS & HOSTED EVENTS

- As part of our professional approach, we ensure any events associated with other companies have their logo featured prominently in the creative.
- Explicitly specifying the planned date and location for the event.

ONLINE EVENTS

- For webinars and panel discussions, document the name(s) of the host(s) or participant(s), in addition to clearly stating the scheduled date and time of the event.
- Incorporate a call-to-action piece for events requiring registration.

READY TO DIVE DEEP
INTO THE WORLD OF INFLECTRA?

Your journey to understanding Inflectra begins here.
Elevate your experience, showcase our brand, and join the innovation wave!