We are Concur.

This brand guide is intended to give you an overview orientation of the building blocks we use to create things that look and sound Concur. It is not a laundry list of requirements, rather a selection of already cleaned and pressed clothes that you can take off the shelf and use in your communications. Used correctly, these elements will allow you to focus on what you are trying to communicate.
Our brand voice. How we say who we are.

What do we mean by “brand voice?”

Our brand voice consists of the words, tone, rhythm and style we use consistently in talking to our customer. Think of it as verbally “getting into character” or becoming a filter through which our overall mission and message runs through. By writing a certain way, we become the voice of the company.

Why does brand voice matter?

• It establishes our human-ness.
• It creates a relatable and reliable persona.
• It differentiates us from the competition.
• It draws new customers and retains current customers.
• It builds an emotional connection with the audience.
What makes the Concur Voice?

Concur solves real problems for real people. We have a track record of doing this and we are committed to keep on doing it. Paradoxically, as our offerings grow more complex, we must streamline how we communicate with our customers so that our commitment to solving their problems shines through, without us saying a thing.

To do this we must make sure that we come across in all our communications as Clear, Optimistic and Knowledgeable.

What’s key to the Concur brand voice?

**Clear.** We’re going for a direct, honest, simple approach. We are NOT complicated, boastful or professorial. We don’t want our audience to have to wade through dense, jargon-filled paragraphs to uncover our point. Short, breezy sentences, simple words and active verbs fill our messages with momentum—we also don’t sacrifice clarity for clever.

**Optimistic.** We are enthusiastic, realistic, forward-looking. We are NOT excitable, starry eyed or trying too hard. We’re not in the travel or expense business. We’re in the path of least-resistance business. So, through us, people will see a bright future with far fewer hassles and far more time to focus on the things that matter most, even amid their busy lives.

**Knowledgeable.** We’ve got the smarts to help our customers work smarter. We’re NOT boastful, professorial or complicated. We’ve got years of experience behind our expertise and are willing and eager to share the latest and most useful information. Ultimately, we are here to make things easier for our customers so that they can get more out of life.
Am I on brand?
How to write in a way that’s clear, optimistic and knowledgeable:

- Avoid jargon, corporate-speak and clichés.
- Never forget that you’re a human being talking to other human beings about human things.
- Before you go for brand voice, write it in non-brand-voice first.
- Do research.
- Write succinctly—don’t repeat ideas or overload sentences with adjectives.
- Use active verbs, and avoid passive voice.

Remember:
Make your sentences DO something.

- Be creative, and think visually.
- Write clearly and succinctly.
- Keep things simple.
- Use active voice.
- Use brand voice.
Examples of our voice

The Year That Was: The Best Blogs of 2012

It’s been a fun-filled, amazing year. Especially on the Concur blog. So, let’s hit rewind and take a look at the posts from 2012 you liked most.

• Focus on Expense Fraud
  Get expert tips to protect against expense fraud, download the free e-book.

• Sky High Wi-Fi with GoGo
  See how productivity soars when GoGo and Concur join forces.

• The Future of the Business Trip
  Hear what Concur CEO Steve Singh has to say about the future of business travel.

Concur Bets Big With Evature

Evature’s natural-language search technology brings Concur closer to its “Perfect Trip” vision.

Today, Concur took another step toward completing its vision for “The Perfect Trip” with a $2 million investment in Evature, a developer of natural language search for online travel. The investment is another Concur has made from its $150 million Concur Perfect Trip™ Fund, which the leading provider of integrated travel and expense management solutions set aside to help and partner with emerging companies in the T&E Cloud.
Our logo.
How it works

Vertical Logo

To protect the clarity and visual integrity of the Concur logo, a minimum amount of clear space is required around all sides of the logo. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot.

Example of a good minimum distance for text from logo, shown here.

Horizontal Logo

Example of a good minimum distance for text/graphics from logo, shown here.

Why automate your expense management process?
Variations

Scale limitations
The minimum vertical logo height is 40px.

Vertical Logo
Blue Logo - Primary
Gray Logo
Black Logo
White Logo

Horizontal Logo
Blue Logo - Primary
Gray Logo
Black Logo
White Logo

Scale limitations
The minimum horizontal logo height is 20px.
Color
Concur Color Palette

The following in a visual reference for gauging how dominant colors should appear compared to others. In the Concur palette, the blues are our dominant colors, while the other colors may be used in a supporting role as needed.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>Online</th>
<th>RGB</th>
<th>Web</th>
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<td>65 / 0 / 100 / 0</td>
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<td>137 / 191 / 66</td>
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<td>BLACK</td>
<td>0 / 0 / 0</td>
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</tr>
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</table>

Concur Color Specifications
Typography
Proxima Nova is a large font family that allows for a lot of flexibility and expression through type alone when used on company communications. Consider scale, consider weight, consider how powerful just one word placed elegantly in the middle of a page can be to help tell your story. Use it. Embrace it. Let it be your voice and self-expression in each piece of media it graces. Here is just a sampling of the much larger family:

Proxima Nova - Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Proxima Nova - Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Proxima Nova - Extra Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Font Usage guidelines:

Online, print
We are standardizing on Proxima Nova

PowerPoint, other Office communications
We are standardizing on Helvetica
If Helvetica is unavailable, we switch to Arial

Email campaigns:
Helvetica, Arial
Design Elements
Icons

We use simple internationally-recognizable icons for our communications.

And then we add the Concur colors and simple shapes to bring them to life.
Approval Process

Do I need to check in with anyone? Or can I just follow the rules and turn in my work at the deadline.

Please do check in. Brands are evolving things, and we want to make sure that you have the latest information possible, and that your ideas help us to grow the brand further.

If you don’t see the answer to your question here:

Please follow up with an email to Creative@concur.com, or call us at 425.590.5000 and ask for Creative Services.