



Solutions Beyond the Expected.

ParTech, Inc.

Brand Guidelines

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These guidelines provide an overview of the ParTech, Inc. logos, the logo elements and colors, and offers basic instructions for their use. In addition, the tagline, e-mail signatures, communication and marketing templates, and writing guidelines have been outlined for their uses. Adherence to the standards presented here will ensure consistent branding across all communications.

For questions concerning any aspect of the brand guidelines, e-mail Jay Shelanskey, PAR Graphic Designer and Webmaster at Jay_Shelanskey@partech.com.

For logos, e-mail signatures, word templates, and other marketing materials, including these guidelines, visit www.boundlesshospitality.com/dm.

ParTech, Inc. Logo

The PAR logo is made up of two elements: the “Pineapple” mark and “PAR.” These elements should not be altered, re-created, or recombined in any way. Please note: The “PAR” logo is always locked-up with the “Pineapple” mark.



PAR Logo Colors

The color palette is based on the PANTONE MATCHING SYSTEM. Whenever possible, PANTONE colors should be used. If Pantone colors are unavailable, CMYK, 4-color process may be substituted. CMYK color formulas provide a close approximation of the Pantone colors but do not match them precisely. RGB and Hex equivalents may be used where appropriate and/or required.

	Pantone	CMYK 4-Color	RGB	Hex
PAR Tan (Pineapple Mark)	PMS 466	C12 + M22+ Y43 + K0	R244 + G195 + B152	e0c398
PAR Blue	PMS 295	C100 + M57 + Y0 + K40	R0 + G88 + B124	00447c

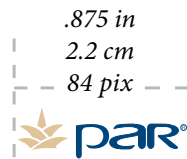
PAR Logo Color Options

The preferred PAR logo is the 2-color version (tan and blue). In situations where Pantone color is not an option, the CMYK, 4-color process logo may be used. Where color is not an option, the logo may be 100% black or reversed to white — provided there is sufficient contrast. The black and white versions should consist of one color only — never combine black or white with the PAR tan or PAR blue.



Minimum Size

To maintain the integrity of the logo so that it is legible in all instances, the smallest acceptable size for the PAR logo is .875 inches, 2.2 centimeters, or 84 pixels wide. Never use the logo smaller than indicated. The exception is when the PAR logo is locked up with the EverServ™ solutions and Boundless Hospitality by PAR™ logos.



Clear Space

A minimum clearance must be maintained between the logo and other graphical elements and text. Allow a minimum distance around the core of the logo equal to the height of X. (X is equal to the height of the “R”)



PAR Logo Pineapple Mark

The PAR logo is always locked-up with the “pineapple” mark. This mark may be used as a separate graphic element for branding marketing materials. Consult Jay Shelanskey at Jay_Shelanskey@partech.com for



PAR EverServ® Solutions Logo

The PAR EverServ® solutions logo is made up of several elements: EverServ Circle 'e' mark, EverServ, PAR logo, and the solution/product name. These elements should not be altered, re-created, or recombined in any way.



EverServ Logo Colors

The color palette is based on the PANTONE MATCHING SYSTEM. Whenever possible, PANTONE colors should be used. If Pantone colors are unavailable, CMYK, 4-color process may be substituted. CMYK color formulas provide a close approximation of the Pantone colors but do not match them precisely. RGB and Hex equivalents may be used where appropriate and/or required.

	Pantone	CMYK 4-Color	RGB	Hex
Gray	<i>PMS Cool Gray 7</i>	<i>C42 + M34 + Y33 + K1</i>	<i>R154 + G155 + B157</i>	<i>9a9b9d</i>
Black	<i>PMS Black</i>	<i>C0 + M0 + Y0 + K97</i>	<i>R45 + G42 + B43</i>	<i>2d2a2b</i>
Blue	<i>PMS 2935</i>	<i>C100 + M65 + Y2 + K0</i>	<i>R0 + G90 + B187</i>	<i>005abb</i>

EverServ Logo Color Options

The preferred EverServ logo is the 3-color version. In situations where Pantone color is not an option, the CMYK, 4-color process logo may be used. Where color is not an option, the logo may be 100% black or reversed to white — provided there is sufficient contrast. The black and white versions should consist of one color only — never combine black and white with other color combinations.



Minimum Size

To maintain the integrity of the logo so that it is legible in all instances, the smallest acceptable size for the EverServ color logo is 1.75 inches, 4.4 centimeters, or 168 pixels wide and 1.25 inches, 3.2 centimeters, or 120 pixels wide for the black and white logo versions. Never use the logo smaller than indicated.



Clear Space

A minimum clearance must be maintained between the logo and other graphical elements or text. Allow a minimum distance around the logo equal to the height of X. (X is equal to the height of the “EverServ Circle ‘e’ mark“)



EverServ Solution Logo Examples

Below are a few examples of the EverServ solutions logo. The logo versions can easily be distinguished by the gray base type.

EverServ Hardware Logos



EverServ Software Logos



EverServ Solution Logo Font

The EverServ solution font is Universe Condensed Medium. The size, color, and spacing of the font should never vary from the lock-up. The position of the font is flush right to the “V” in Serv.

Universe Condensed Medium

EverServ Solution Logo Circle ‘e’ Mark

The EverServ solution logo is always locked-up with the circle ‘e’ mark. This mark may be used as a separate graphic element for branding marketing materials. Consult Jay Shelanskey at Jay_Shelanskey@partech.com for direction on how the mark should be used.



Boundless Hospitality by PAR® Logo

The Boundless Hospitality by PAR® logo is made up of several elements: Boundless Hospitality “swirl” mark, Boundless Hospitality, and by PAR logo combination. These elements should not be altered, re-created, or recombined in any way.



Boundless Hospitality Logo Colors

The color palette is based on the PANTONE MATCHING SYSTEM. Whenever possible, PANTONE colors should be used. If Pantone colors are unavailable, CMYK, 4-color process may be substituted. CMYK color formulas provide a close approximation of the Pantone colors but do not match them precisely. RGB and Hex equivalents may be used where appropriate and/or required.

	Pantone	CMYK 4-Color	RGB	Hex
Gray	<i>PMS Cool Gray 7</i>	<i>C42 + M34 + Y33 + K1</i>	<i>R154 + G155 + B157</i>	<i>9a9b9d</i>
Black	<i>PMS Black</i>	<i>C0 + M0 + Y0 + K97</i>	<i>R45 + G42 + B43</i>	<i>2d2a2b</i>
PAR Blue	<i>PMS 295</i>	<i>C100 + M57 + Y0 + K40</i>	<i>R0 + G68 + B124</i>	<i>00447c</i>
Green	<i>PMS 356</i>	<i>C96 + M27 + Y100 + K16</i>	<i>R0 + G120 + B54</i>	<i>007836</i>

Boundless Hospitality Logo Color Options

The preferred Boundless Hospitality logo is the 4-Pantone color version. In situations where Pantone color is not an option, the CMYK, 4-color process logo may be used. Where color is not an option, the logo may be 100% black or reversed to white — provided there is sufficient contrast. The black and white versions should consist of one color only — never combine black and white with other color combinations.



Minimum Size

To maintain the integrity of the logo so that it is legible in all instances, the smallest acceptable size for all Boundless Hospitality logo options is 1.75 inches, 4.4 centimeters, or 168 pixels wide. Never use the logo smaller than indicated.



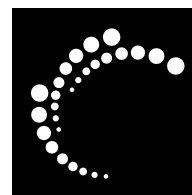
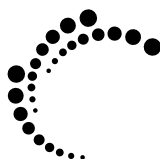
Clear Space

A minimum clearance must be maintained between the logo and other graphical elements or text. Allow a minimum distance around the logo equal to the height of X. (X is equal to the height of the “B & H” in the Boundless Hospitality logo)



Boundless Hospitality Logo Swirl Mark

The Boundless Hospitality logo is always locked-up with the “swirl” mark. This mark may be used as a separate graphic element for branding marketing materials. Consult Jay Shelanskey at Jay_Shelanskey@partech.com for direction on how the mark should be used.



PAR Tagline

The PAR tagline, “**Solutions Beyond the Expected.**” should always appear in the bottom right corner of marketing materials as a graphic element. Spacing is equal to .5 inch, 1.27 centimeters, or 48 pixels from the bottom and right edge. It is never locked up with any of the PAR company logos. Consult Jay Shelanskey at Jay_Shelanskey@partech.com for questions on how the tagline should be used.

Solutions Beyond the Expected.

Tagline Font and Size

The PAR tagline font is Universe Condensed Medium with a preferred size of 21 points on marketing materials. The font size should never be used smaller than 10 points. Consult Jay Shelanskey at Jay_Shelanskey@partech.com for questions on the tagline font size.

Solutions Beyond the Expected.

Tagline Color

The color palette is based on the PANTONE MATCHING SYSTEM. Whenever possible, PANTONE colors should be used. If Pantone colors are unavailable, CMYK, 4-color process may be substituted. CMYK color formulas provide a close approximation of the Pantone colors but do not match them precisely. RGB and Hex equivalents may be used where appropriate and/or required.

	Pantone	CMYK 4-Color	RGB	Hex
Gray	PMS Cool Gray 7	C42 + M34 + Y33 + K1	R154 + G155 + B157	9a9b9d

Tagline Example

This example demonstrates the “**Solutions Beyond the Expected.**” tagline in the bottom right corner of marketing materials as a graphic element.



E-mail Signatures

Below are the approved PAR company e-mail signatures. Please follow these guidelines when creating your e-mail signature in Microsoft Outlook: insert the appropriate .gif logo, add your personal information below the logo using the Outlook font Arial or Calibri, size 10 and apply bold to the name, title, and e-mail, then apply a dark blue color to the dividers. If needed, the approved confidentiality statement can be placed below personal info. For e-mail signature gif files, visit www.boundlesshospitality.com/dm.

Outlook Version



John Smith | Company Title | John_Smith@ParTech.com
p. 222.555.1212 | c. 222.555.1234 | f. 222.555.5678
ParTech, Inc. | www.ParTech.com



John Smith | Company Title | John_Smith@ParTech.com
p. 222.555.1212 | c. 222.555.1234 | f. 222.555.5678
ParTech, Inc. | www.ParTech.com



John Smith | Company Title | John_Smith@ParTech.com
p. 222.555.1212 | c. 222.555.1234 | f. 222.555.5678
ParTech, Inc. | www.ParTech.com

Webmail Version

John Smith | Company Title | John_Smith@ParTech.com
p. 222.555.1212 | c. 222.555.1234 | f. 222.555.5678
ParTech, Inc. | www.ParTech.com

Smart Phone Version

John Smith | Company Title | John_Smith@ParTech.com
p. 222.555.1212 | c. 222.555.1234 | f. 222.555.5678
ParTech, Inc. | www.ParTech.com
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Approved Confidentiality Statement

This email message and any files transmitted with it may contain confidential information intended only for the person(s) to whom this message is addressed. If you have received this email message in error, please notify the sender immediately by telephone or email and destroy the original message without making a copy. Thank you

Writing Guidelines

ParTech, Inc. in Writing

When talking directly about the Company:

First mention: ParTech, Inc.

Second and all other mentions in same writing: PAR

When talking about a Solution:

First mention: ParTech, Inc.

Second and all other mentions in same writing: PAR

PAR EverServ® in Writing

When talking about Hardware:

First mention: PAR EverServ® 6000

Second mention: EverServ 6000

Third and all other mentions in same writing: 6000

When talking about Software:

First mention: PAR EverServ® POS QSR

Second mention: EverServ POS QSR

Third and all other mentions in same writing: POS QSR

PAR EverServ® PixelPoint® in Writing

When talking about Hardware:

First mention: PAR EverServ® PixelPoint®

Second mention: PixelPoint®

Third and all other mentions in same writing: PixelPoint

Boundless Hospitality by PAR® in Writing

First Mention: Boundless Hospitality by PAR® Second and all other mentions in same writing:
Boundless Hospitality

Solutions Beyond the Expected. Tagline in Writing

First Mention and all other mentions in same writing: “Solutions Beyond the Expected.”

Use regular Italic with quotation marks and a period (.) at the end of the tagline. Do not bold.

ParTech, Inc.

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