Brand Guidelines

February 24, 2020
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LOGO

USAGE AND RESTRICTIONS
About Blue Prism

Blue Prism’s vision is “A Digital Workforce for Every Enterprise.” The company’s purpose is to unleash the collaborative potential of humans so every enterprise can exceed business goals and drive meaningful growth.

Available on-premises, in the cloud, hybrid, or as an integrated SaaS solution, Blue Prism’s Digital Workforce automates end-to-end processes that drive digital transformation.

Visit www.blueprism.com to learn more or follow blueprism on Twitter @blue_prism and on LinkedIn.
The ‘Prism’

The main supporting visual element to Blue Prism's wordmark is an isometric pyramid.

This pyramid is made up of smaller prisms filled in with blues from our color palette.

The outlined version to the right is a more subtle option of the same shape. Examples of uses for this shape can be found in the contextual examples.

This element is not our logo. It does not replace the Blue Prism wordmark nor act as a stand-alone brand identifier.
Blue Prism's logo now incorporates the 'Prism' symbol—an isometric pyramid—placed immediately to the left of the wordmark.

The 'Prism' is not our logo. It should not act as a stand-alone brand identifier.

All applications should use the new logo.
Logo color application

The Blue Prism logo and lockups should only be paired with the brand’s primary and secondary colors.

Use the color logo on light colored backgrounds.

Avoid using the black logo unless it is required for a specific application or type of artwork, e.g. engraving.

Only use the ‘white out’ logo on Blue Prism Dark, Blue Prism Light, Black and in instances where the color logo does not contrast sufficiently with the background color or image.
Over Imagery

The Blue Prism logo should only be overlayed on images that support and align with the brand's tone and direction for photographic image selection.

Images should either have a clear space for the logo to be placed or have tones that allow for sufficient contrast with the chosen logo.

LOGO – FULL COLOR

The color logo should be used over light-colored images. The logo placement should avoid the busy parts of the image.

LOGO – ‘WHITE OUT’

The ‘white out’ logo should be used over darker images. If there is not enough contrast between the image and logo, a blue overlay can be applied over the image.
Incorrect Usage

Do not alter the logo in any way.
The following are some examples of what **NOT** to do.

*The Corporate Marketing Team has developed an approved logo, which includes our tagline. Please visit the Brand Portal in SharePoint for the official logo files.*
Logo Partner Lockups

Partner logos should appear to the right of the Blue Prism primary logo, separated by a Mordant red line.

Partner logos should hold the same visual weight as the Blue Prism logo. Be sensitive to the scale of the partner’s logo and leverage useful range points (text baselines, top of ‘x-heights’ or overall logo widths) to help determine an appropriate logo lockup.

Please Note
There is a version of logo artwork that includes the ‘Mordant Red line’.

Wherever possible, source partner logos as ‘vector’ artworks to ensure quality.

Applications may arise where more than one partner lockup is required as illustrated above.
Program Logos

Please Note
These logos have been officially sanctioned and designed by Blue Prism’s Brand Marketing Department; do not create alternative logos or symbols independently.

Blue Prism branded assets are available via our Brand Portal (Internal Access Only)
Program Logos

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BRAND LANGUAGE

TONE AND MESSAGING
Leadership Position

Bold, brave, disruptive and conversational. This tone and voice informs the messaging across all materials and platforms to position Blue Prism as the undisputed industry leader in Intelligent Automation and pioneer of the Digital Workforce.

TONE AND VOICE

Your employees are human. They read body language, read between the lines, and think and act strategically to achieve company goals. They’re not here to punch the clock day after day, week after week. They’re meant to create, develop and push boundaries. They’re here to change things. Blue Prism’s Digital Workforce can handle the rest, including common and complex business processes and other rules-based tasks, so your staff can focus on more meaningful work.

ENTERPRISE VISION

The digital revolution is here. Its impact can be seen in every industry around the globe. With the advent of RPA, today, humans and Digital Workers are working side by side.

But, in order to remain competitive, enterprises need more than RPA. Enterprises need RPA that puts people first.

What if you could merge human ingenuity with the capabilities of today’s Digital Workforce to deliver outcomes with greater speed, agility, efficiency and accuracy?
Our Vision and Mission

By leading with a human-centric purpose, Blue Prism delivers a brand with clear benefits. Blue Prism believes that unleashing the collaborative potential of humans and Digital Workers will transform the future of work and, as a result, every enterprise can exceed their business goals and drive meaningful growth, with unmatched agility and speed.

Our tagline explains Blue Prism’s vision for the 21st century workforce and beyond.

The messaging example is industry and enterprise-centric with an acknowledgment of industry challenges and a nod toward how Blue Prism aims to help businesses succeed in an ever-evolving digital world.

A Digital Workforce for Every Enterprise

We’re unleashing the collaborative potential of humans and Digital Workers to transform the future of work, so every enterprise can exceed their business goals and drive growth with unmatched agility and speed.
Marketing Messages

These sample marketing messages demonstrate how the tone and voice can be extended for communication directly with partners and consumers. Marketing messages should always align with Blue Prism’s tone and voice: bold, conversational, and benefit driven. This voice is never complicated or technical.

Blue Prism’s vision is “A Digital Workforce for Every Enterprise.” We believe it takes human collaboration to make this a reality. The rapid advancement of digital technology means that market pressures and stakeholder demands will continue to increase, and no competitive enterprise can afford to be left behind.

Enterprise business challenges with human solutions

Blue Prism provides a Digital Workforce that’s run by business people to help organizations automate common and complex business processes across the enterprise.

Empower your enterprise

With a Digital Workforce, enterprises are automating tasks and empowering people to rediscover their careers while increasing efficiencies, boosting productivity, and building competitive advantage.

Unleash the collaborative workplace

Our goal is to empower the operations side of businesses with powerful, enterprise technology they can use to collaborate and bring their ideas and outcomes to life.
**Products & Support Offerings**

Enabling the delivery of an enterprise-grade Digital Workforce for every enterprise means providing a comprehensive portfolio that allows organizations of all sizes to plan, manage, and evolve their long-term automation strategies across any deployment model, thereby supporting sustainable and scalable business transformation. Refer to this guide for a high-level understanding of our products and support offerings.

**Intelligent Connected-RPA Platform** is our flagship offering, an intelligent Digital Workforce Operating System, capable of automating complex processes with AI and cognitive capabilities—on-premises and in the cloud.

**Process Discovery Tool** is a free-to-use, online survey to assess and rank processes from most to least automation ready, with insight into potential business value.

**Decipher** is AI-driven intelligent document processing that’s embedded right into our product, allowing users to quickly extract and structure data at no extra cost.

**Blue Prism Free Trials** allow anyone to experience Blue Prism and our fully-integrated connected-RPA platform free for up to 30 days, either on-prem or in the cloud.

**Blue Prism Learning Edition** lets users learn our connected-RPA platform free for up to 90 days with full functionality, minus the production environment.

**Blue Prism Cloud Hub** is a web-based productivity interface and lifecycle management tool that helps organizations maximize Digital Workforce value while managing the automation lifecycle.

**Blue Prism Cloud Interact** is an intuitive, interactive interface that supports attended, human-in-the-loop, and RDA capabilities for automation workflows, making it easier for humans & Digital Workers to collaborate.

**Blue Prism Cloud IADA® (Intelligent Automation Digital Assistant)** is an AI-enabled supervisor that automatically orchestrates Digital Worker activities to manage worker use/efficiency and maximize productivity.

**Blue Prism Success Accelerator** is a package designed to suit connected-RPA implementations of any size to help you get ramped up quickly or advance to the next level of Intelligent Automation maturity by applying our expertise and intimate knowledge of the Robotic Operating Model.
Blue Prism Terminology

The following key terminology was coined by Blue Prism and, as such, should be referred to and defined in a consistent manner across the business. Please use the next four pages as a reference when speaking or writing about Blue Prism’s offerings.

Robotic Process Automation (RPA)
RPA is the automation of business processes wherein intelligent Digital Workers or software robots are programmed to perform step by step tasks to complete processes that are typically back-end, rules-based, repeatable and time consuming. With emerging AI technology, RPA is no longer restricted to rules-based processes and Digital Workers can utilize cognitive automation capabilities to work around exceptions and variations without much human intervention.

On first mention, always spell out Robotic Process Automation, using initial caps. RPA can be used on subsequent mentions.

Digital Worker
Capable of being trained to carry out one or more tasks or processes, Blue Prism Digital Workers think, learn and work like humans while also connecting people with technology. They also easily incorporate AI and other technologies to perform more complex, end-to-end activities that drive digital transformation across the enterprise.

On first mention, always spell out Digital Worker, using initial caps. Use “Blue Prism Digital Worker” on first reference.

Digital Workforce
Powered by Blue Prism’s enterprise-grade connected-RPA platform, the Digital Workforce is made up of Digital Workers (see definition above) that enable business leaders to transform business processes and create new business opportunities to unlock efficiencies and generate millions of hours of work back to their business.

On first mention, always spell out Digital Workforce, using initial caps. Use “Blue Prism Digital Workforce” on first reference.

Intelligent Automation
Intelligent Automation is the combination of RPA with AI and cognitive capabilities, expanding the nature of the tasks Digital Workers can execute.

On first mention, always spell out Intelligent Automation, using initial caps.
Intelligent Automation Skills
Our six Intelligent Automation skills are digital, and sometimes cognitive, capabilities Digital Workers need in order work seamlessly with human staff and take on advanced tasks that are not necessarily rules-based and can involve exceptions and variations:

<table>
<thead>
<tr>
<th>Knowledge &amp; Insight</th>
<th>The ability to harvest, understand and deliver insights from fragmented data sources.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Perception</td>
<td>The ability to read, understand and contextualize visual information digitally.</td>
</tr>
<tr>
<td>Learning</td>
<td>The ability to evolve processing patterns and contextual meaning from datasets.</td>
</tr>
<tr>
<td>Problem Solving</td>
<td>The ability to solve logic, business and system problems without human intervention.</td>
</tr>
<tr>
<td>Planning &amp; Sequencing</td>
<td>The ability to discover opportunities to plan and optimize workflow.</td>
</tr>
<tr>
<td>Collaboration</td>
<td>The ability to seamlessly share information between people, systems and processes.</td>
</tr>
</tbody>
</table>

Intelligent Automation must always be spelled out with initial caps; however, “skills” needn’t be capitalized unless used in a title.

connected-RPA
An intelligent RPA platform that combines advanced technologies with a community of experts, researchers and providers so business leaders can automate processes and spend more time on tasks that require human creativity, strategy, and sound judgement.

Digital Exchange (DX)
The Blue Prism Digital Exchange is an online storefront enabling users to instantly access and apply advanced, disruptive technologies and AI capabilities from best-in-class providers to their Blue Prism RPA processes.

Robotic Operating Model (ROM®)
Blue Prism’s strategic method for implementing, managing, maintaining and governing RPA around a Center of Excellence (CoE) that supports RPA sustainability and scalability.

ROM Architect®
Having completed Blue Prism’s ROM Architect certification program, a Blue Prism ROM Architect has demonstrated an understanding of mandatory Blue Prism ROM concepts and delivery principles, as well as the ability to maintain the standards required for successful enterprise RPA delivery.
Blue Prism's vision is to provide a Digital Workforce for Every Enterprise. The company's purpose is to unleash the collaborative potential of humans, operating in harmony with a Digital Workforce, so every enterprise can exceed their business goals and drive meaningful growth, with unmatched speed and agility.

Fortune 500 and public-sector organizations, among customers across 70 commercial sectors, trust Blue Prism's enterprise-grade connected-RPA platform, which has users in more than 170 countries. By strategically applying intelligent automation, these organizations are creating new opportunities and services, while unlocking massive efficiencies that return millions of hours of work back into their business.

Available on-premises, in the cloud, hybrid, or as an integrated SaaS solution, Blue Prism's Digital Workforce automates end-to-end processes that drive digital transformation.

Visit www.blueprism.com to learn more or follow Blue Prism on Twitter @blue_prism and on LinkedIn.
TYPOGRAPHY

TYPEFACE FAMILIES AND FONT GUIDELINES
Type Direction

Source Sans and Source Serif typefaces are designed to work together to make copy legible with a friendly, conversational look and feel.

Headlines will be set in Source Sans (Semibold) for an impactful, primary message. Body copy will be set in Source Serif for legibility.

Source Sans and Source Serif are the typefaces to be used for all of Blue Prism’s principal communication materials. However, if circumstances dictate, Calibri can be used as a secondary typeface.

Unleash the Collaborative Workplace

Get your employees back to collaborating and building relationships. Blue Prism’s Digital Workforce lets people be people.
COLOR

PRIMARY, SECONDARY AND ACCENT COLORS
Color Palette

All of Blue Prism’s deliverables should consistently use this color palette. Primary and secondary colors should have a dominant presence, while the accent color is used sparingly to draw attention to smaller elements. Buttons, call-outs and icons are a few examples.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>BLUE PRISM DARK (PRIMARY)</th>
<th>BLUE PRISM MEDIUM (SECONDARY)</th>
<th>BLUE PRISM BRIGHT (SECONDARY)</th>
<th>BLUE PRISM LIGHT (SECONDARY)</th>
<th>MORDANT RED (ACCENT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOR</td>
<td>R15 G75 B143</td>
<td>R15 G125 B194</td>
<td>R41 G173 B238</td>
<td>R213 G227 B239</td>
<td>R241 G95 B67</td>
</tr>
<tr>
<td>C100 M80 Y14 K2</td>
<td>R15 G125 B194</td>
<td>C85 M45 Y0 K0</td>
<td>C15 M5 Y2 K0</td>
<td>R213 G227 B239</td>
<td>C0 M78 Y78 K0</td>
</tr>
<tr>
<td>PANTONE 7686 C</td>
<td>C100 M80 Y14 K2</td>
<td>PANTONE 285 C</td>
<td>PANTONE 642 C</td>
<td>C15 M5 Y2 K0</td>
<td>PANTONE 171 C</td>
</tr>
<tr>
<td>HEX #0F4B8F</td>
<td>HEX #0F7DC2</td>
<td>HEX #D5E3EF</td>
<td>HEX #D5E3EF</td>
<td>HEX #D5E3EF</td>
<td>HEX #F15F43</td>
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</tbody>
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PHOTOGRAPHY

TONE AND DIRECTION
**People-focused**

We prefer photography shot with cool tones in bright environments that feature people collaborating and working together. Dressed in business casual attire, models should represent different age groups, cultures, and genders in positions of power.

When wide angle shots are used, people should still be clearly visible and engaged in their environment.

*Blue Prism image assets are available via our Brand Portal (Internal Access Only)*
Industry/Textural

Choose photography that depicts our customers in bright light with a face-first focus. Show people’s faces with purposeful expressions.

Textural photography can be used as a background or secondary element to create atmosphere.

*Blue Prism image assets are available via our Brand Portal (Internal Access Only)*
GRAPHIC ELEMENTS

PRISMS, TEXTURES, PATTERNS AND ICONS
The ‘Prism’

Besides being the main supporting visual element to Blue Prism’s wordmark (page 6), the ‘Prism’ is also applied as a graphic element on applications.

The size and relationship of the Prism to other graphic elements should be carefully considered. Examples of its use can be found in the contextual examples.

Blue Prism branded assets are available via our Brand Portal (Internal Access Only)
Geometric Icons

Outlined geometric icons can be used in cases where more abstract visuals are needed for bullet points or section indicators. See the Case Studies (page 36) as an example. They should retain the size of a standard icon and are not meant to be used as large graphic elements.

These icons should never appear next to or in conjunction with the Blue Prism logo.

Blue Prism branded assets are available via our Brand Portal (Internal Access Only)
Six Intelligent Skills Icons

- Knowledge & Insight
- Visual Perception
- Learning
- Problem Solving
- Collaboration
- Planning & Sequencing

Blue Prism branded assets are available via our Brand Portal (Internal Access Only)
Textures and Patterns

Layouts can be strengthened by accenting flat colors with textures and patterns. These treatments should always be used subtly with careful consideration.

Subtle photographic textures with blue overlays can be used for backgrounds in digital formats.

Subtle vector patterns, like this isometric grid, can be used as backgrounds for either digital or print materials.

Blue Prism image assets are available via our Brand Portal (Internal Access Only)
CONTEXTUAL EXAMPLES

ADVERTISING, TEMPLATES AND PRINT DELIVERABLES
At Blue Prism, we’re reimagining the collaborative potential of humans and Digital Workers to transform the future of work. Every enterprise now needs to adapt their business goals and digitize growth with unmatched agility and speed.

Preparing for the Future of Work

While the adoption of digital technologies will continue to advance at a rapid pace, the future of work is being shaped by the need to integrate human and digital capabilities. In this changing business landscape, the most profitable organizations will be those that are able to harness automation and human expertise in concert.

At Blue Prism, we’re reimagining the collaborative potential of humans and Digital Workers to transform the future of work. We’re helping organizations develop digital strategies that integrate the best of both worlds—empowering employees to work more efficiently and effectively.

Building a Connected Digital Workforce

With Blue Prism’s Connected Ecosystem, you can create an ecosystem that provides the necessary infrastructure for your business, enabling seamless integration with other software systems and applications.

Blue Prism Benefits

- **Cloud-based Connected Ecosystem**: Enables businesses to leverage the power of the cloud for social and customer service operations.
- **Robotics-as-a-Service (RaaS)**: Enables businesses to manage robotic processes with cloud-based technology.
- **Auto-physicians**: Enables businesses to automate complex tasks.
- **Automation Hub**: Enables businesses to connect and manage multiple automation platforms.

Accessibility

Blue Prism’s commitment to accessibility is evident in our focus on creating a user-friendly interface that is accessible to everyone.

Executing Connected Ecosystem

The Blue Prism Connected Ecosystem transforms traditional process automation into a collaborative platform where employees and machines work together to achieve business goals. This platform enables businesses to automate complex tasks, improve efficiency, and reduce costs.

Blue Prism Community

We are committed to helping our customers achieve their full potential. We provide training and support services, as well as a network of partners to help you maximize the value of your investment.

Putting Your Processes in Motion

Blue Prism helps businesses automate their processes and improve efficiency. Our solutions are designed to help companies work smarter, not harder, by automating routine tasks and enabling employees to focus on more important work.

Blue Prism R&D Labs

We are constantly innovating and developing new solutions to help our customers stay ahead of the curve. Our R&D labs are dedicated to exploring new technologies and developing innovative solutions to meet the needs of our customers.

BROCHURES
CASE STUDIES

**How Siemens leverages cognitive technologies to drive RPA innovation**

**Saving BHP Cognitive intelligence**

The Datai team worked closely with BHP and its partners to identify and implement opportunities for efficiency gains in the Australian operations. This led to significant improvements in key areas such as inventory management, production planning, and transportation scheduling.

**The Outskinner**

BHP's Datai partnership has resulted in significant cost savings and productivity improvements, allowing the company to focus on its core business of mining and exploration.

**Ageas: Change without fear drives Digital Workforce success**

Ageas U.K., one of the largest providers of personal and commercial insurance in the U.K., was looking to transform its workforce using Blue Prism's Digital Workforce in 2016. But from the very start, it knew that success would require a bold and innovative approach. The company worked closely with Blue Prism to implement a range of solutions that would help streamline processes and improve customer satisfaction.

**npower's Digital Workforce electrifies its commercial business with £10 million in annual savings**

npower, one of the Big Six energy suppliers that dominate the gas and electricity market in the U.K., was looking to streamline customer service and reduce costs. By implementing Blue Prism's Digital Workforce, they were able to achieve significant savings and improve their service levels.
Scaling at Lightning Speed by Adding One New Digital Worker Per Week

"We hire, pay for, and onboard Blue Prism staff ourself as our unique property. We hire from your business model and build in a way your service model Delaware in the U.K."

Steve Sikes, Recruiters of Businesses Improvement, Ltd., John Lewis

Visual Perception
Problem Solving

22,000 Hours
Financial performance
30 Minutes
Digital Worker time
30 Days
Process Time
8 Hours
Process health

Automation of Bank Card and Pin Pull Process Improves Service and Reduces Fraud Risk

The Co-operative Bank is a UK organization that provides high-street and internet banking, current accounts, mortgages, savings accounts, credit cards, and loans. The bank uses Blue Prism Connect to automate its complex card and pin pull process to remove resources, improve customer service, and ultimately help prevent fraud.

Equinix Transforms Financial Processes with Accounts Payable Solution from Blue Prism, ABBYY, and WonderBotz

Equinix, a U.S.-based, global interconnection and data center provider, has been connecting the world’s leading businesses to their customers, employees, and partners for over 20 years. Just as it helps its customers drift to a digital-ready IT infrastructure, Equinix has embraced digital transformation to increase the efficiencies of the processes without compromising accuracy. Equinix partnered with Blue Prism, ABBYY, and WonderBotz to establish a new operating model that would streamline its business processes for accounts payable.

Blue Prisma Utilizes Splunk to Provide Visibility

Each Blue Prism use case demonstrates a platform that can automate a new process internally, the company also deploys a compliant development in non-sales mode. The Blue Prism Digital Workers deliver business improvements that can be tracked, measured, and reported on in near-real-time. There are no limitations to the visibility that is crucial when the platform is undergoing changes. Equinix is a leading business, with the process owner and customer alike.

Technicalwritten scripts to combine the use of Digital Workers and Blue Prism's new software, enabling a comprehensive solution to deploy its Digital Workers.
The ‘tagline’
In instances where quality of application are limited, i.e., on lanyards, T-shirts, and where die stamping is required, use the logo without the tagline.
Blue Prism’s Brand Portal is only internally accessible via a blueprism.com email address. If you need assets, please contact BrandReview@blueprism.com for support.
To request access to Breeze.pm: brandreview@blueprism.com
Questions?

CONTACT BRANDREVIEW@BLUEPRISM.COM OR
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VP, CORPORATE MARKETING
SIRI.LACKOVIC@BLUEPRISM.COM

ASSET LOCATION: SHAREPOINT BRAND PORTAL
HTTPS://BLUEPRISM.SHAREPOINT.COM/SITES/BRANDDESIGN