ORACLE®
NETSUITE

Brand Guide

Copyright © 2018, Oracle and/or its affiliates. All rights reserved. | Updated 3.14.18

AGENDA

01 IDENTITY

02 TYPOGRAPHY

03 COLOR

04 PHOTOGRAPHY

05 GRAPHICS

06 BRAND GUIDELINES APPLIED

01 IDENTITY

ONE COLOR BLACK

ORACLE®
NETSUITE

ONE COLOR WHITE

TWO COLOR

ORACLE®
NETSUITE

Identity remains the same with primary usage
falling to a more agile one color treatment.

01 IDENTITY

LOGO CONFIGURATIONS & CLEAR SPACE

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.

Do not change orientation, proportions, or color of logo

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

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

01 IDENTITY

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 choose a background color that clashes with the color of the Oracle acquisition logo.

Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.

Do not place the Oracle acquisition logo over four-color photography or illustration that impairs legibility.

Do not make a pattern out of the Oracle acquisition logo.

Do not stretch the Oracle acquisition logo.

Do not use a three-dimensional version of the Oracle acquisition logo in a two-dimensional format.

Do not use the Oracle acquisition logo with a drop shadow.

Do not distort the Oracle acquisition logo or place it inside a form or object.

Do not use the Oracle acquisition logo at an angle—it must always be displayed horizontally.

02 TYPOGRAPHY

PRIMARY
Proxima Nova
Web and print

Aa

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

Aa

BOLD 16/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

REGULAR 16/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#$%^&*)

03 COLOR

PRIMARY COLOR PALETTE

NETSUITE BLUE
BLACK
WHITE

SECONDARY COLOR PALETTE FOR EVENTS

NETSUITE BLUE
(PMS PROCESS BLUE)
R0 G130 B202
C82 M41 Y0 K0
#0082CA

BLUE
PMS 2995
R0 G181 B239
C69 M9 Y0 K0
#00B5EF

TEAL
PMS 7466
R0 G173 B187
C76 M9 Y27 K0
#00ADBB

GREEN
PMS 375
R151 G215 B0
C45 M0 Y100 K0
#97D700

ORACLE RED
PMS 485
R248 G0 B0
C0 M100 Y100 K0
#F80000

PURPLE
PMS 2592
R155 G38 B182
C45 M100 Y8 K0
#9B2686

RED
PMS 1925
R237 G39 B93
C0 M96 Y49 K0
#ED275D

ORANGE
PMS 1495
R247 G143 B36
C0 M53 Y97 K0
#F68E23

YELLOW
PMS 116
R255 G205 B0
C1 M18 Y100 K0
#FFCD00

GRAY 1
R230 G230 B230
C8 M6 Y7 K0
#E6E6E6

GRAY 2
R168 G168 B168
C36 M29 Y29 K0
#A8A8A8

GRAY 3
R102 G102 B102
C60 M51 Y51 K20
#666666

04 PHOTOGRAPHY

PEOPLE DOING BUSINESS

PORTRAITS

COMMERCE

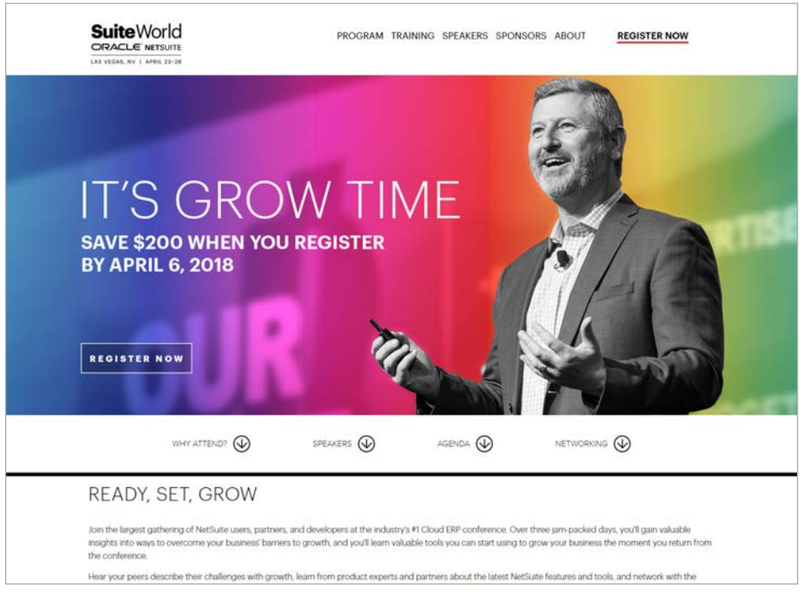
NETSUITE PRODUCT

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

THUMBNAILS, CONTENT MODULES, BANNERS, ADS



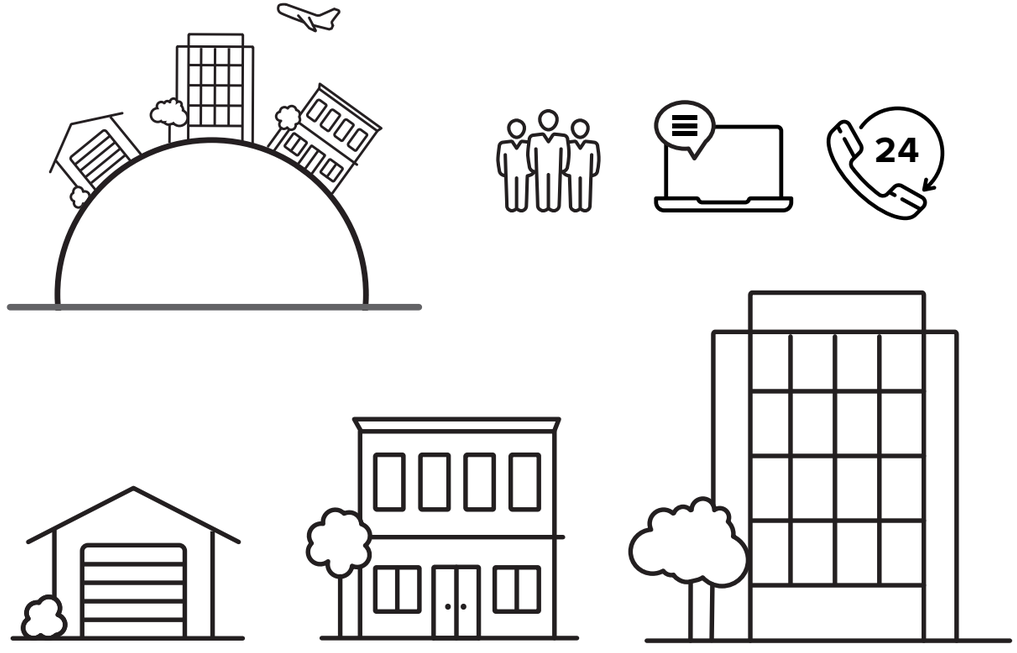
Large bold type sits on active, beautiful photography and product imagery. Images may be tinted to maintain legibility or to provide heightened visual interest for events.

05 GRAPHICS

Product

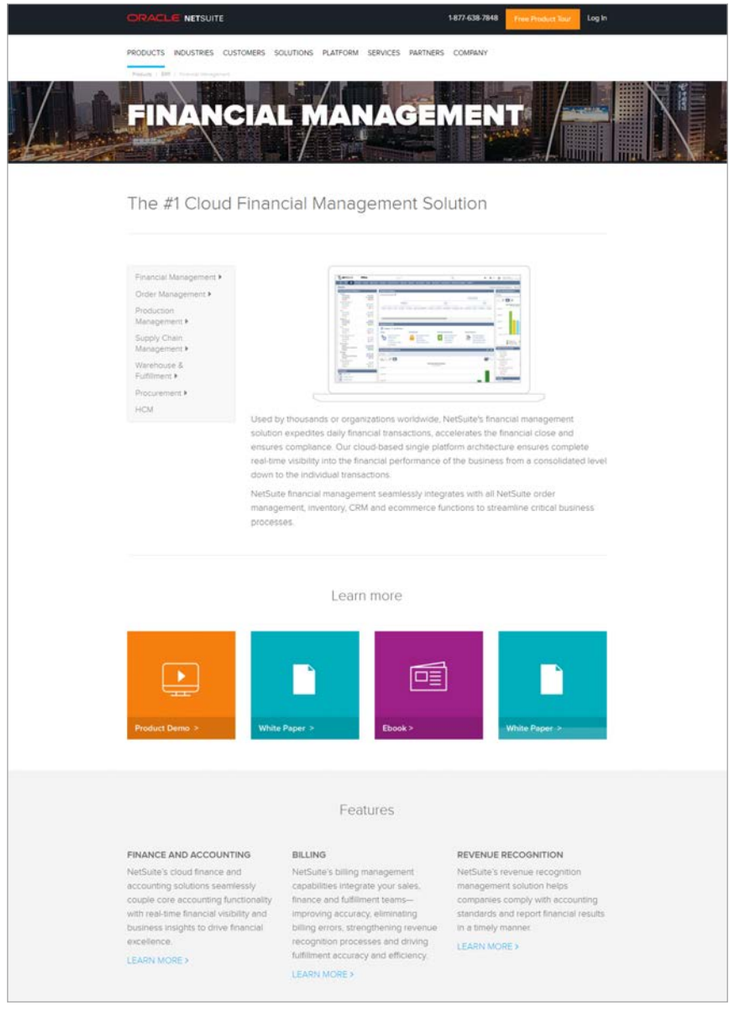
The NetSuite product takes a more active role in the brand. It is displayed in an OS-neutral, hardware-neutral vector frame.

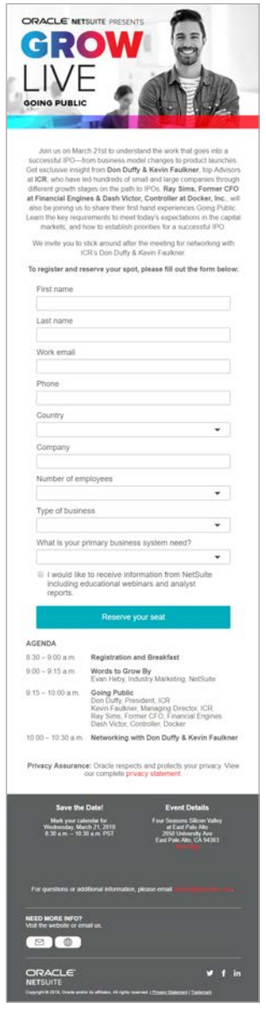
Illustration

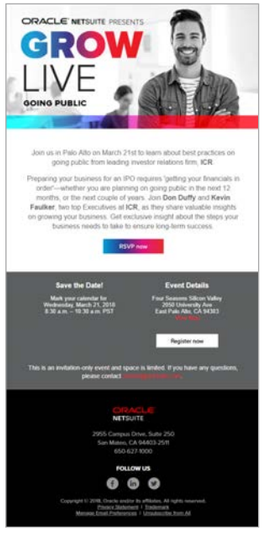


Simple, icon-like Ilustration takes the visual burden off the icon system for high level visual explanations. Start-up, Mid-size, Enterprise and Global stages of business are depicted in a style that also lends itself to animation.

06 BRAND GUIDELINES APPLIED

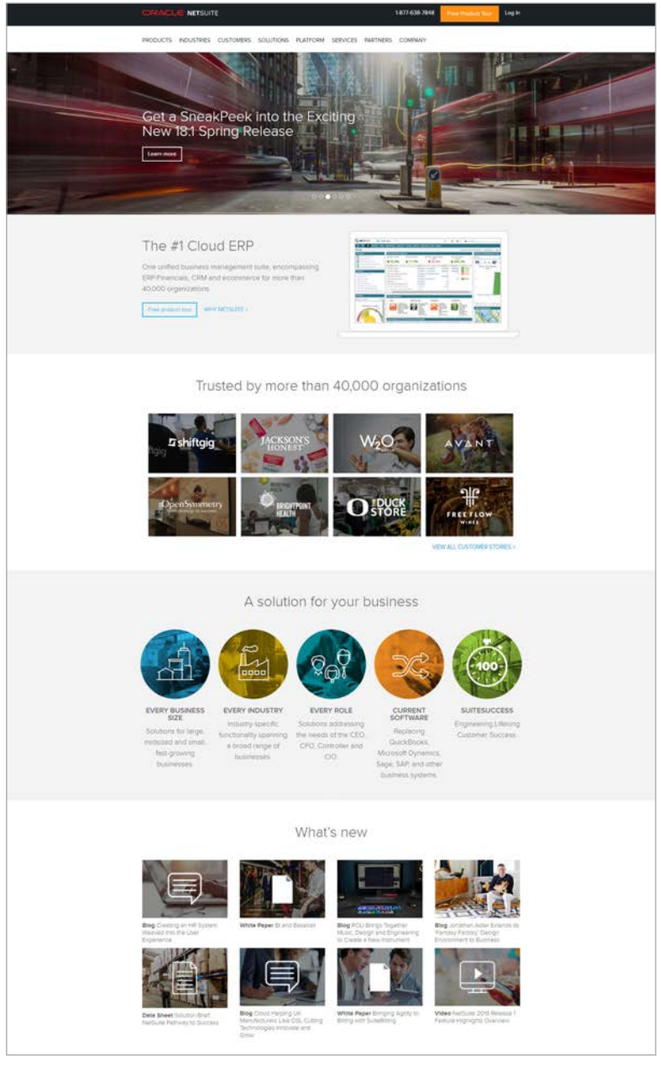


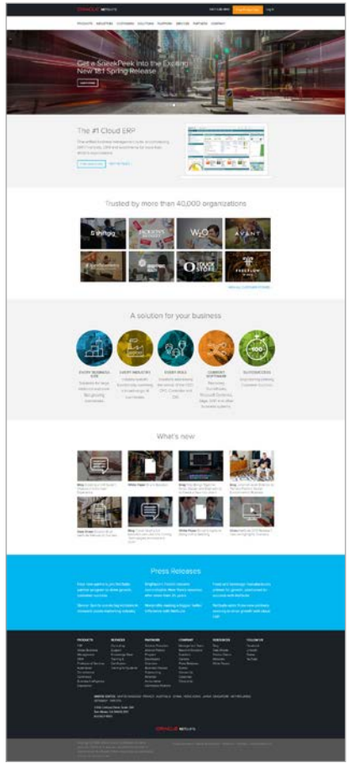


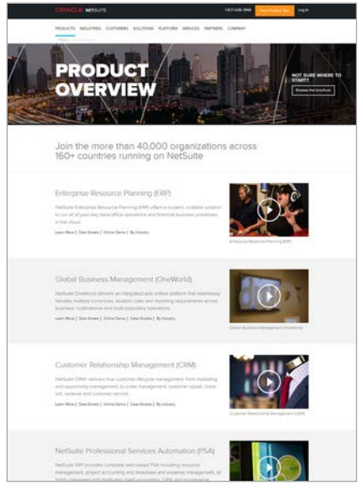


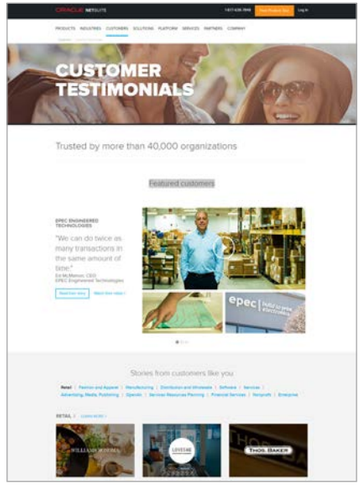
Website

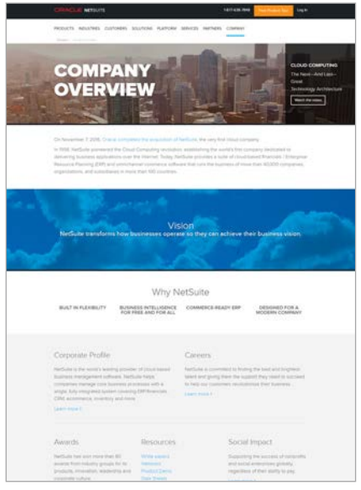
HOMEPAGE, OVERVIEW, PRODUCT PAGES

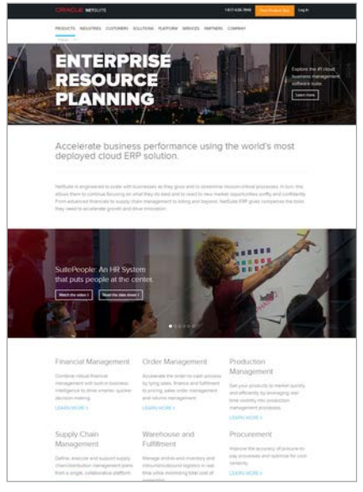


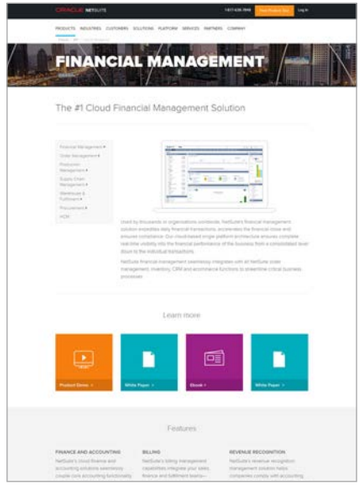


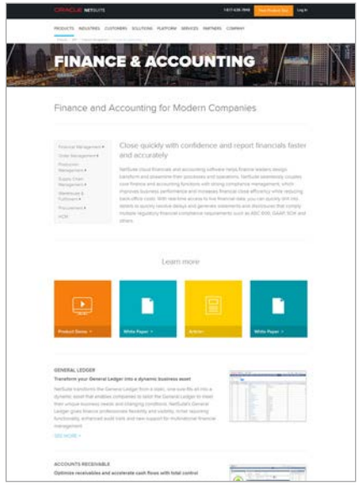






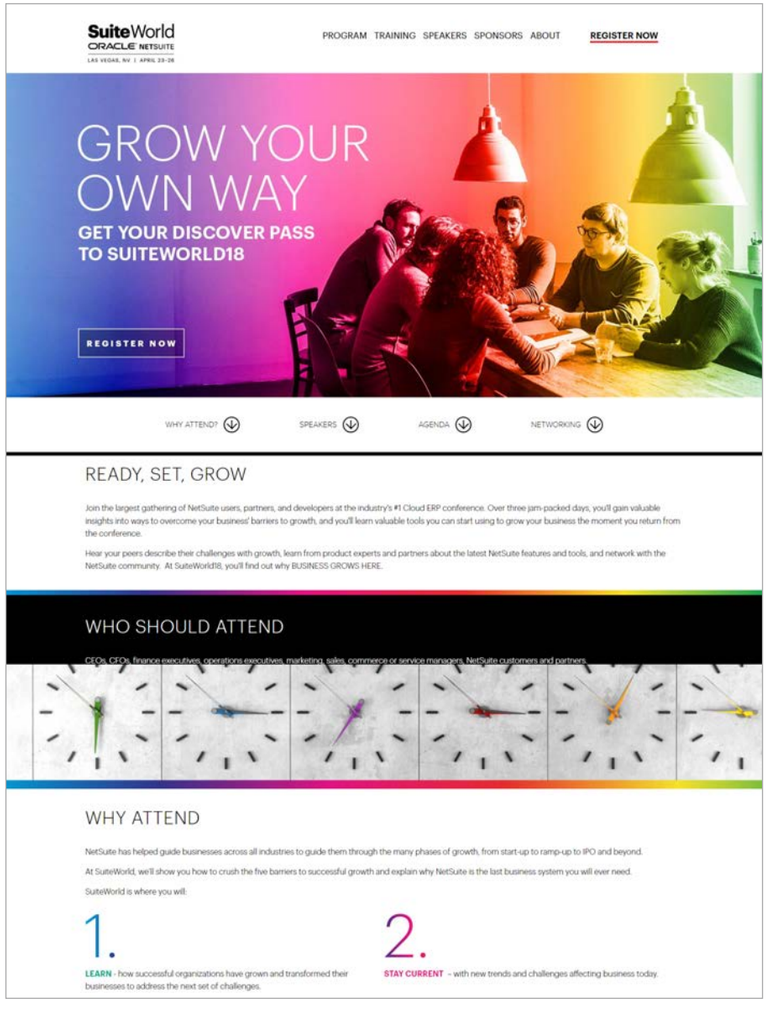




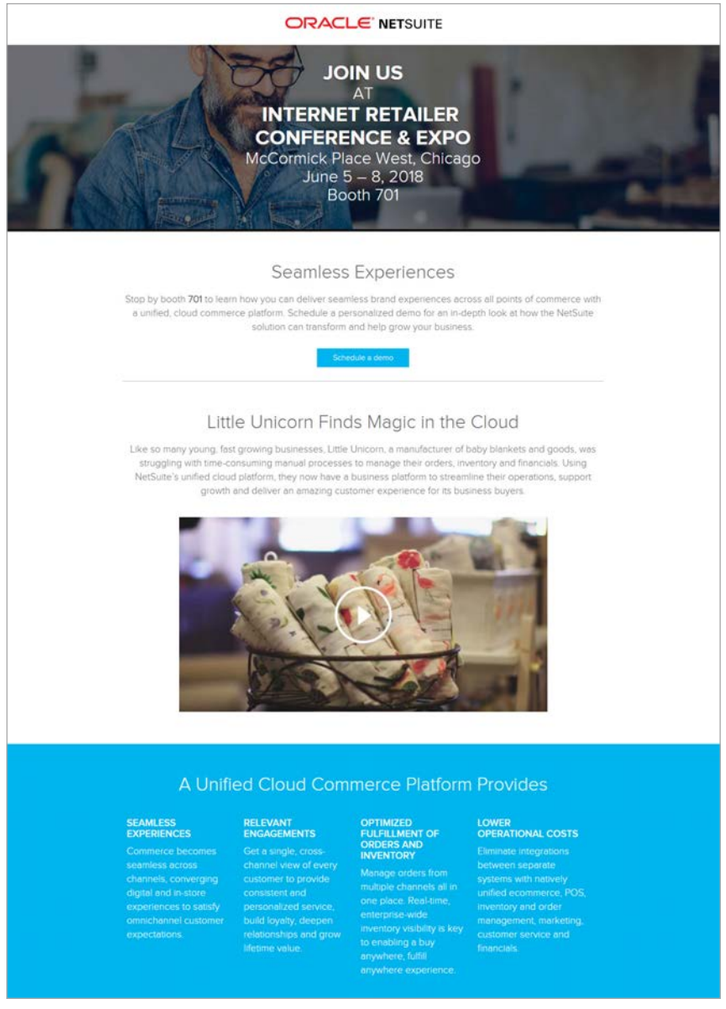


Events

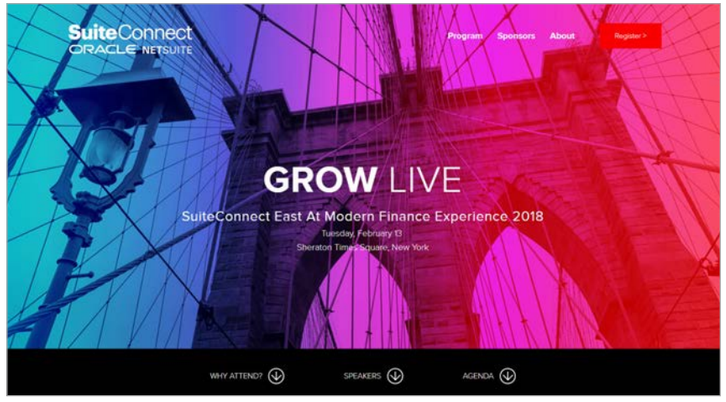
SUITEWORLD



IRCE

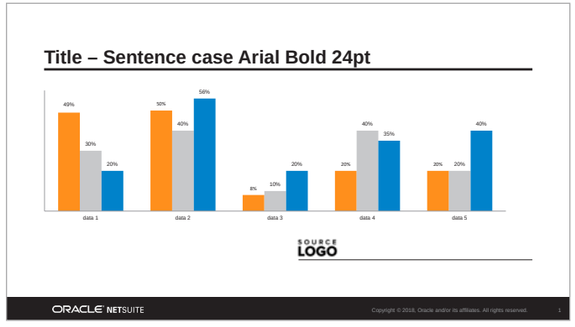


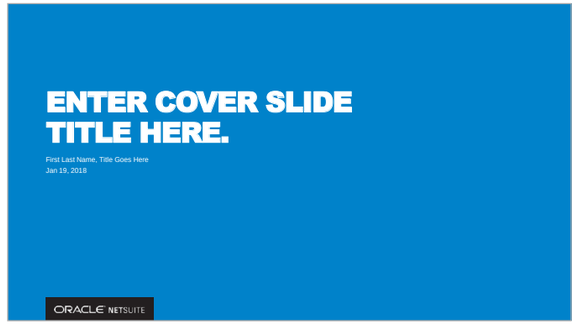
SUITECONNECT



Communications

PRESENTATION DECK





Communications

WHITE PAPER

Grab a seat and enjoy.
Read Time: 9 minutes

DELIVERING BUSINESS TRANSFORMATION FOR FINTECH COMPANIES

Executive Summary
The financial sector has seen an influx of innovation and competition in recent years led by fintech startups. These new companies, built on modern technologies, have quickly captured market share from older, more established businesses. However, while the opportunity is huge, the influx of cash into fintech startups has meant increased competition and forced new and old companies alike to double down on operational excellence. Fintechs face challenges across many fronts, including improving product profitability, recruiting and retaining talent, managing risk, and complying with myriads of regulations. For a company that isn't built on a solid and scalable back-end, the margin-sensitive and highly-regulated financial sector is dangerous territory.

As strategic partners to many fintech companies, Oracle NetSuite has successfully streamlined operations achieved at more than 40,000. This digital transformation should start with a strong financial foundation that will enable your strategic initiatives and deliver:

- Agility to adapt to new business models and grow revenue and margins.
- Improved financial visibility across the fintech value chain and partners to streamline operations.
- Compliance with financial regulations.
- Growth and the ability to scale seamlessly by leveraging the cloud infrastructure.

Copyright © 2018, Oracle and/or its affiliates. All rights reserved. Page 3

Chapter 1

FINTECH TRENDS

Intechs are disrupting the traditional nancial services sector by leveraging calable software platforms to deliver anking products and services faster and ore efficiently than incumbent banks. McKinsey' survey examined fintechs' rowth and found that these companies ave expanded from payment applications, nding and money transfers to more than 0 areas that involve advanced technologies ke blockchain, cybersecurity and telematics. dditionally, fintech has widened its client ase to the unbanked, under-banked and igh-risk clients that traditional financial stitutions will not serve. Once they capture ese customers, many look to retain clients rough complimentary, value-added services ke bookkeeping.

he prototypical fintech is an agile startup lying on business agility and speed of novation to out-compete legacy financial stitutions. Without the technology debt f larger institutions, they can build highly fficient organizations and offer products and services at vastly lower prices. Venture Capital is powering much of this growth—2016 saw $12.7B in financing to venture-backed fintech startups globally.[2]

As per an EY study[3], fintech firms have reached a tipping point and are poised for mainstream adoption. They have not only established themselves in developed countries with solid financial institutions, but are also making their presence felt in developing countries too. Consumers are drawn to fintech services as they are simpler, more convenient and transparent, and readily personalized. It also attracts a demographic that prefer using digital channels and technologies, in other words, millennials.

One thing that impedes the digital innovation in the financial services sector is organizational and structural silos.[4] While fintech startups in initial stages are immune from this, silos start creeping in as they expand from one product or channel or geography to many.

https://www.mckinsey.com/industries/financial-services/our-insights/cutting-through-the-noise-around-financial-technology
https://www.cbinsights.com/research/fintech-us-investor-funding-trends/
EY FinTech Adoption Index 2017 - The rapid emergence of FinTech
Digital Disruption: The Readiness of Financial Services Firms

opyright © 2018, Oracle and/or its affiliates. All rights reserved. Page 4

capabilities that will drive investment, initiatives and strategy while meeting applicable regulatory oversight.

Standardized Back-Office Processes
While many fintechs have excelled in bringing innovative products and services to their clients, their focus has not been on standardization of back-office processes and improving operational efficiencies. Fintech often struggle to make these processes faster and more transparent. Lowering the operational drag can generate additional potential margin growth and frees up resources for product innovation.

Talent
A common concern for both incumbents and fintech companies is that, on average, 80% have trouble hiring and retaining people with the necessary skill sets needed for innovation.[1] There is a dearth of talent with the right skill sets. As the sector continues to grow, it becomes a challenge to retain these employees as competitors poach talent. The companies who do better than their peers in recruiting and retaining talent will be able to grow and create successful businesses. Identifying and retaining top talent paramount if fintechs want to keep their innovative edge.

Regulations and Compliance
Fintechs, just like traditional financial institutions, are subject to a growing body of complex regulations. This creates challenges not just with automating the regulatory and compliance processes, but also automating the customer identification process.

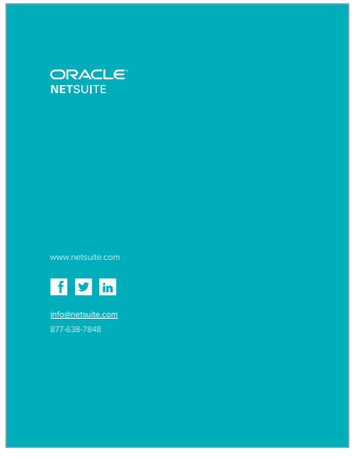
Risk
Fintechs face risks across operations, third party service providers, cybersecurity and macro financial concerns. Although the current open regulatory environment presents an opportunity, it brings with it uncertainty. Unaddressed, fintechs can be left open to lawsuits, financial penalties and impacts to their reputation.

Security
On an annual basis, financial organizations yield the highest number of data breaches.[4] Fintech organizations are even more vulnerable as they have almost all their data, including users' financial profiles stored digitally. It is imperative that these institutions safeguard data as any type of breach can lead to not only costly fines, but reputational damage and a loss of customer trust—the kiss of death for a fintech startup.

Business Model Agility and Innovation
Moreover, fintech startups as well as incumbent companies will likely face business model disruption over the coming years, which will put pressure on their IT infrastructure and its ability to respond to change. Most fintechs have a platform of innovation that gives them the competitive edge, but they face hurdles sharing data and integrating with the system of record. A flexible business platform will be key to insuring business agility.

[1] Redrawing the Lines: FinTech's growing influence on Financial Services
[2] https://www.blackduckssoftware.com/industry/financial-cybersecurity

Copyright © 2018, Oracle and/or its affiliates. All rights reserved. Page 6


ORACLE
NETSUITE

www.netsuite.com

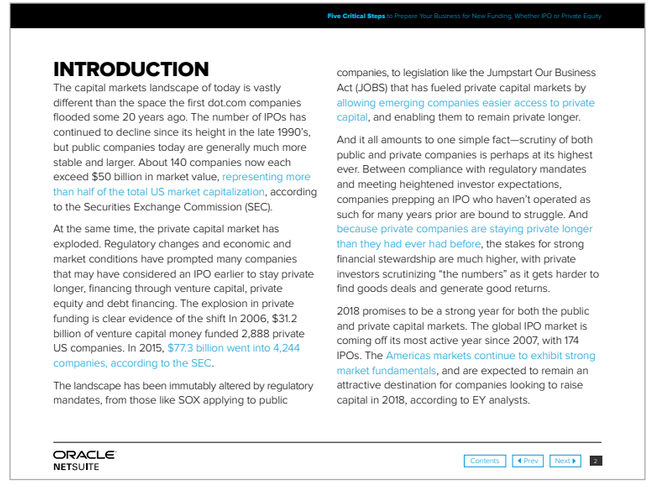
info@netsuite.com
877-638-7848

EBOOK

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

ORACLE
NETSUITE

Contents Next


Five Critical Steps to Prepare Your Business for New Funding, Whether IPO or Private Equity

INTRODUCTION

The capital markets landscape of today is vastly different than the space the first dot.com companies flooded some 20 years ago. The number of IPOs has continued to decline since its height in the late 1990's, but public companies today are generally much more stable and larger. About 140 companies now each exceed $50 billion in market value, representing more than half of the total US market capitalization, according to the Securities Exchange Commission (SEC).

At the same time, the private capital market has exploded. Regulatory changes and economic and market conditions have prompted many companies that may have considered an IPO earlier to stay private longer, financing through venture capital, private equity and debt financing. The explosion in private funding is clear evidence of the shift In 2006, $31.2 billion of venture capital money funded 2,888 private US companies. In 2015, $77.3 billion went into 4,244 companies, according to the SEC.

The landscape has been immutably altered by regulatory mandates, from those like SOX applying to public companies, to legislation like the Jumpstart Our Business Act (JOBS) that has fueled private capital markets by allowing emerging companies easier access to private capital, and enabling them to remain private longer.

And it all amounts to one simple fact—scrutiny of both public and private companies is perhaps at its highest ever. Between compliance with regulatory mandates and meeting heightened investor expectations, companies prepping an IPO who haven't operated as such for many years prior are bound to struggle. And because private companies are staying private longer than they had ever had before, the stakes for strong financial stewardship are much higher, with private investors scrutinizing "the numbers" as it gets harder to find goods deals and generate good returns.

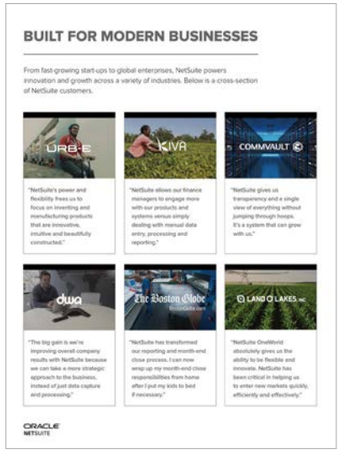
2018 promises to be a strong year for both the public and private capital markets. The global IPO market is coming off its most active year since 2007, with 174 IPOs. The Americas markets continue to exhibit strong market fundamentals, and are expected to remain an attractive destination for companies looking to raise capital in 2018, according to EY analysts.

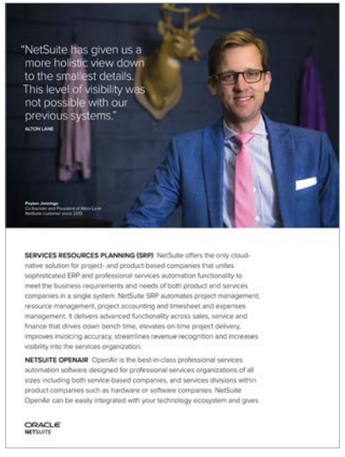
ORACLE
NETSUITE

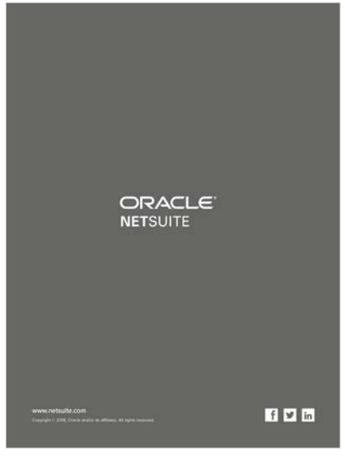
Contents Prev Next 2

Communications

BROCHURE







Communications

DATA SHEET

A PATHWAY TO SUCCESS:

Leading Practices for Wholesale Distribution

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 increasingly competitive environment, they are struggling with:

- Metrics based on unreliable data.
- Ineffective inventory utilization.
- Difficulty expanding into multiple channels.
- Inefficient order processes and inaccuracies.
- Order orchestration and inventory visibility issues.
- Manual processes that cannot scale.

NetSuite:
Built with leading practices for wholesale distributors

Continuous Customer Lifecycle Engagement to ensure seamless continuity from sales to services to support.

Full visibility across the organization to operate at the speed of modern business, drive results and scale.

More than 3,000 hours worth of industry-leading best practices already built in to the system.

Nearly two decades of expertise across thousands of wholesale distribution deployments to drive value on Day 1.

100+ pre-built reports and pre-configured roles with dashboards and business intelligence metrics.

ORACLE NetSuite | www.netsuite.com/wd

NetSuite delivers a number of roles that are pre-configured to ensure rapid adoption and quick speed of implementation:

- Senior Executive
- Supply Chain Manager
- Administrator
- Sales
- AR Analyst
- AP Analyst
- Sales Manager
- Marketing Manager
- Controller
- IT Manager
- Warehouse Operations
- Customer Service
- Executive Assistant–Mobile

- Ultimately, the focus turns to more innovative and disruptive strategies such as pricing and margin management and business intelligence. NetSuite has seen its customers improve their actionable insights by over 56%.

Delivering Transformative Results
Solution providers will often talk about 'roles'—however, NetSuite delivers all the tools needed from day one so that anyone can get up and running quickly with the right workbench to be successful. Whatever the job function, it will come pre-configured with all the KPIs, reminders, reports and value-driven dashboards for daily and strategic needs—proven from years of real-world use by thousands of people in similar roles at wholesale distribution companies.

In a study by SL Associates, wholesale distribution companies reported stunning improvements in key performance metrics after switching to NetSuite's cloud-based software solution.

"NetSuite can grow with us. I feel like we've just scratched the surface of what NetSuite can do." **Katie Hembree,** Operations Manager, Tactical Medical Solutions, Inc

Reduced Time to Close Books	75%-90%
Improved Production Efficiency and Lead Times	50%-80%
Reduced Obsolete Inventory Costs	60%-80%
Improved Staff Utilization Due to Automation	10%-25%
Improved Order Processing Efficiency	45%-75%

NetSuite has packaged nearly two decades of experience from thousands of wholesale distribution deployments into a set of leading practices that paves a clear pathway to success and is proven to deliver rapid business value.

Are you ready to put NetSuite leading practices to work and take your business from zero to cloud in 100 days or less?

Copyright © 2017, Oracle and/or its affiliates. All rights reserved.

CUSTOMER STORY

HEADLINE GOES HERE

MAXIMUM OF THREE LINES PROXIMA EXTRABOLD 35PT

Optional Sub-headline Goes Here Title Case Proxima Regular 17pt Maximum of Two Lines Extend Width if Needed

Intro content, Proxima Nova Light, 13pt, Black Sae ne plam amusand enissum rem ut doloriorrum earum et, aut quam, inum si conseque ium de vernatis peratatemped mint apelent dolorro et quae mo omni temquia niscia nonsecaecus et as voloreh endisci enisquia prorum hil ium nobis molecusandit quiam rero tendamendi dolendigene con rehenih iliqui illes utatus eum ipsamus. Ro iscietur moles debita dolorep tureped ex et et et ut atem di cum volupta verem into ipicipiet peleseq uaeraeprest optatur molorepro qui commodi re et ex evellaut.

"With NetSuite, we now have complete visibility across the whole company's financial and operational metrics. We understand what our resources are working on, what they're planning to work on going forward, and what our revenue and our profitability estimates are going to be for the future."

Howard Abrams, VP of Finance, Empathy Lab

ORACLE NETSUITE | www.netsuite.com

PACT | ORGANIC
www.wearpact.com

Headline 2, Extrabold 26Pts, 24 Leading, Maximum Of 3 Lines, Title Case Lorem Ipsum Dolor Sit Ametximo Mollatemrepudi Optium

From organic cotton to retail shelves
PACT | ORGANIC sells through its B2C website and through retail partners like Whole Foods and Target. PACT | ORGANIC relies on NetSuite to manage its fair trade-certified supply chain and to oversee complex financial relationships and inventory at every step, from organic cotton procured by manufacturing partners in India to finished goods at 3PL locations.

National presence and international impact
PACT | ORGANIC uses NetSuite to manage growth and amplify its footprint, minimizing waste. PACT | ORGANIC also enjoys easier maintenance and is able to easily apply changes to hundreds of SKUs at once. NetSuite's demand planning capabilities help PACT | ORGANIC get closer to a true just-in-time (JIT) inventory model.

New horizons and bigger retail operations
PACT | ORGANIC is refocusing its retail presence on larger B2B retail partners, and NetSuite can help the company adapt with enhanced supply chain visibility. It is also working on expanded ecommerce initiatives to improve offers and retargeting, and further enhancing business intelligence with more detailed analysis.

Company Snapshot

Company: PACT | ORGANIC

Location: Boulder, Colo.

Industry: Wholesale and Ecommerce

Subsidiary: Subsidiary of Reverly Brands

Employees: 23

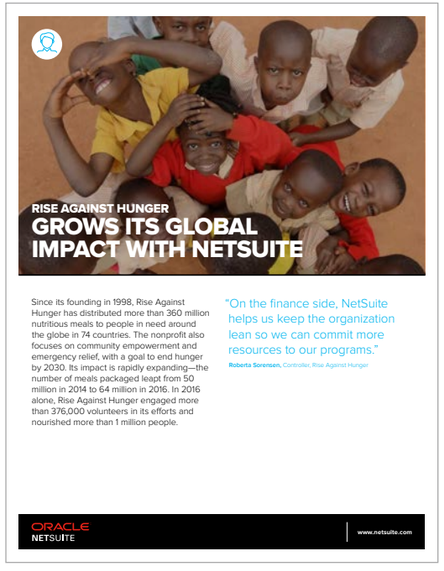
Systems replaced: QuickBooks, Excel

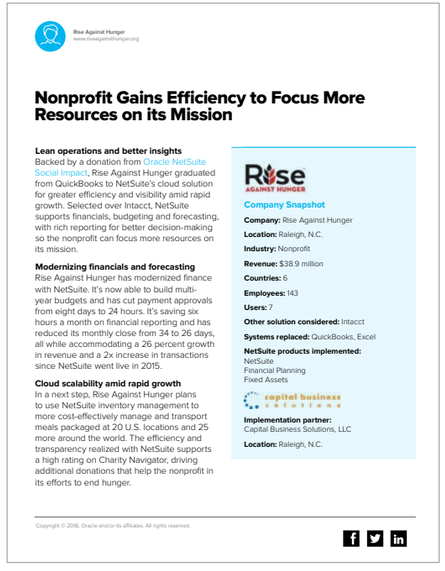
NetSuite products implemented:
NetSuite Financials
Demand Planning
Inventory Management
Order Management
CRM

Copyright © 2018, Oracle and/or its affiliates. All rights reserved.

Customer Story Package

PDF CASE STUDY

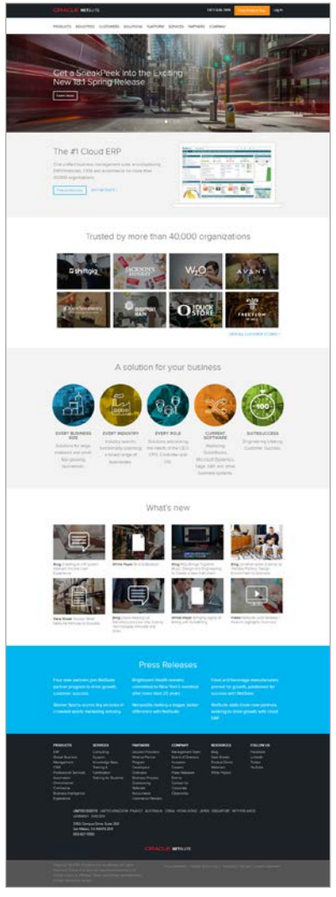




POWERPOINT

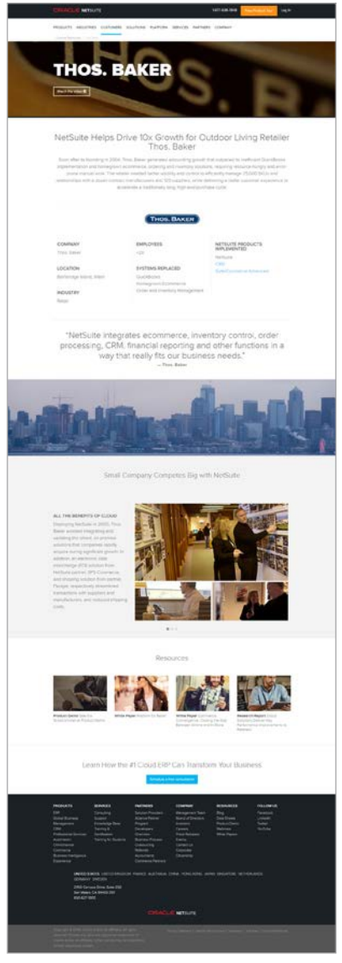
WEB TEMPLATES

Overview



Standard

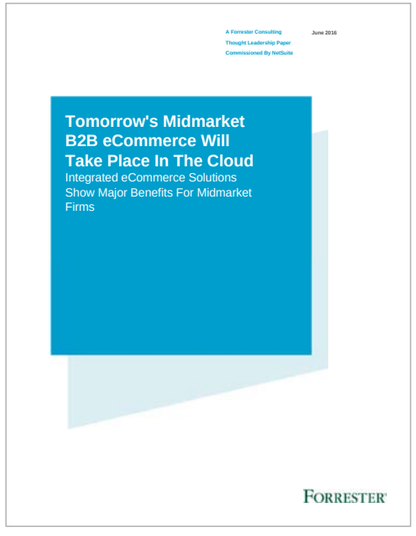
Premium



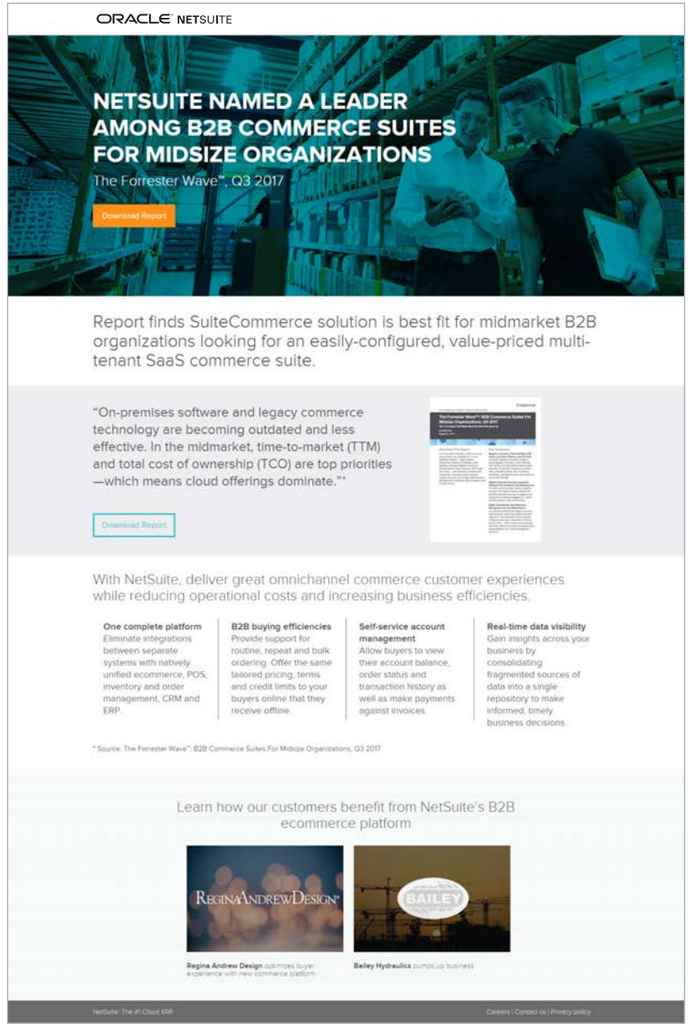
Demand Gen package: White Paper

BANNER

WHITE PAPER

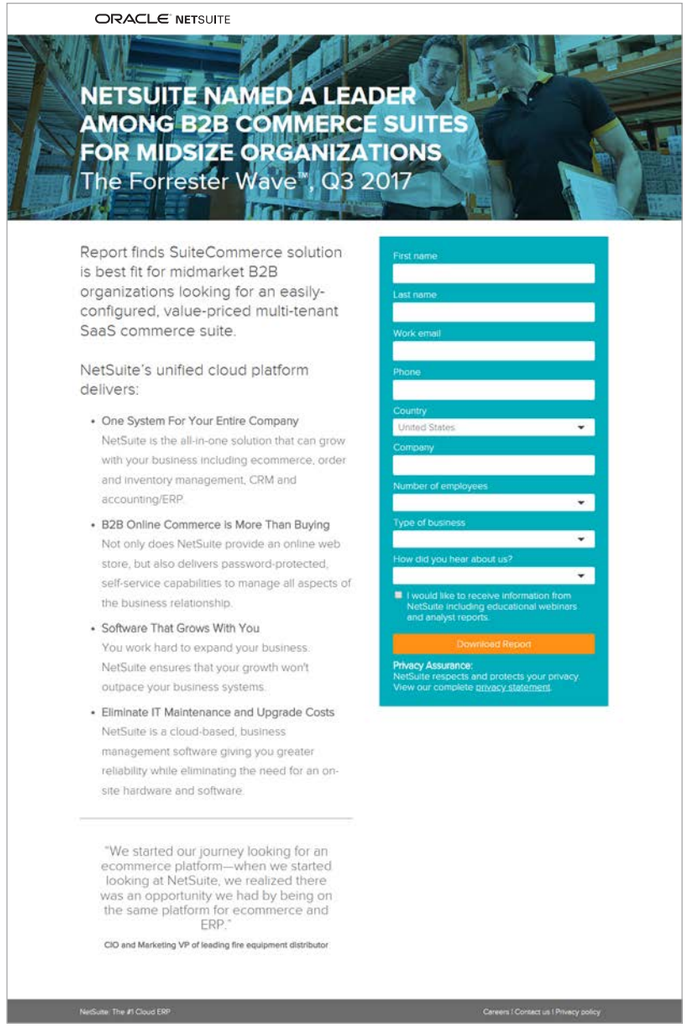


LANDING PAGE



INFOGRAPHIC

FORM



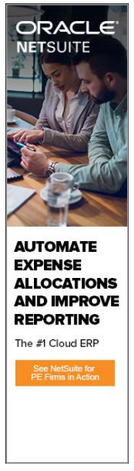
Demand Gen package: Ebook

EBOOK

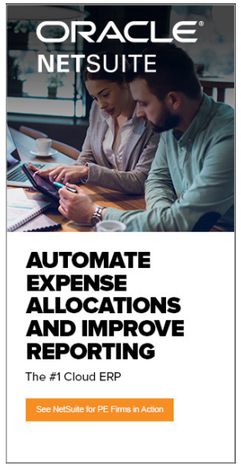
Homepage banner

Ebook

BANNER ADS

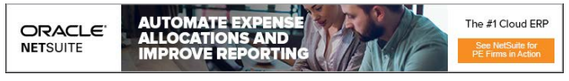


160x600



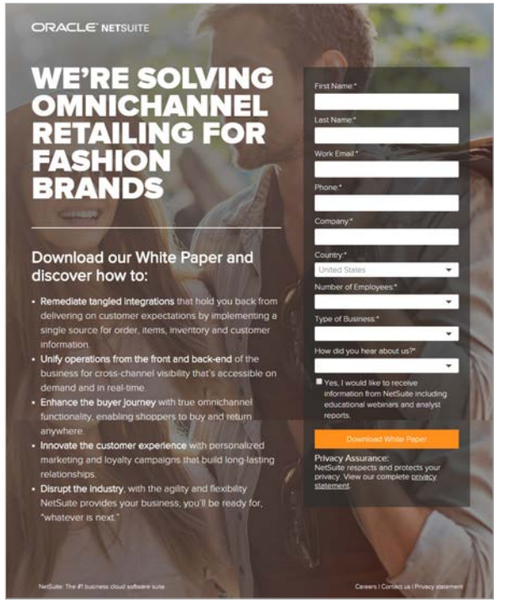
300x600

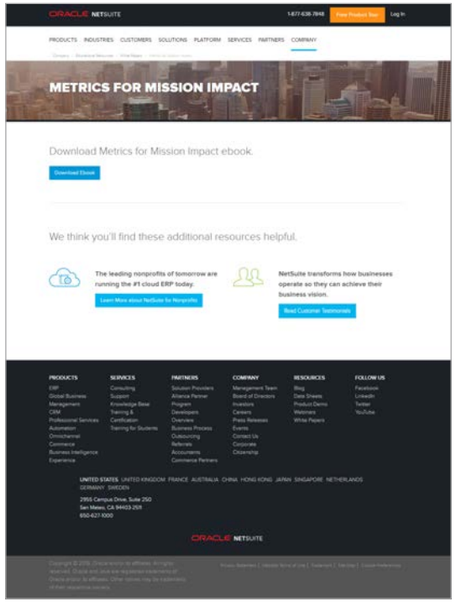
300x250

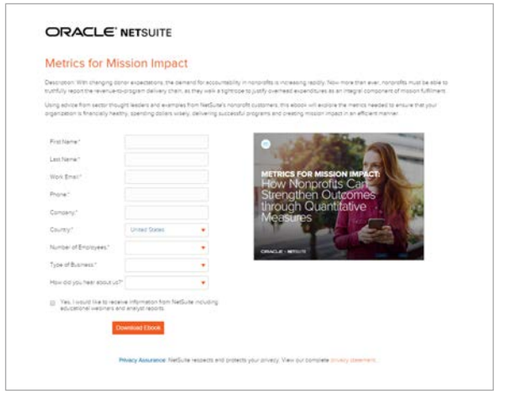


728x90

RESPONSIVE LANDING PAGE SYSTEM

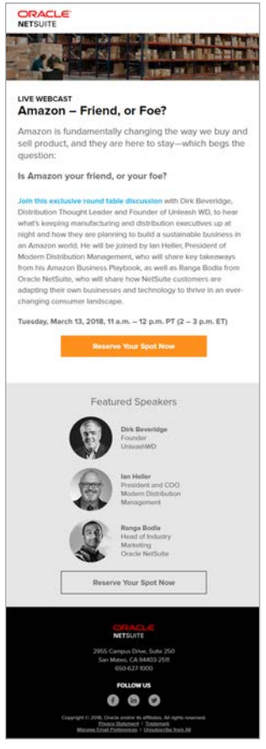




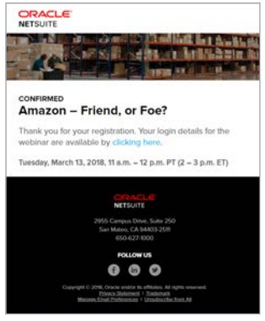


Eloqua Email Templates: Webinar

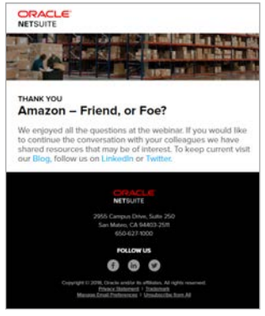
Email



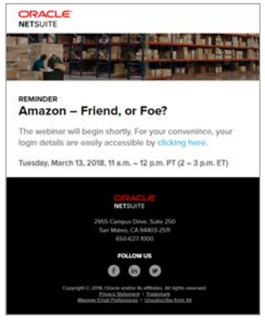
Confirmation Email



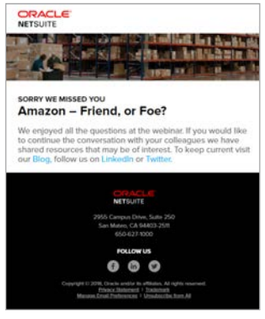
Attended Email



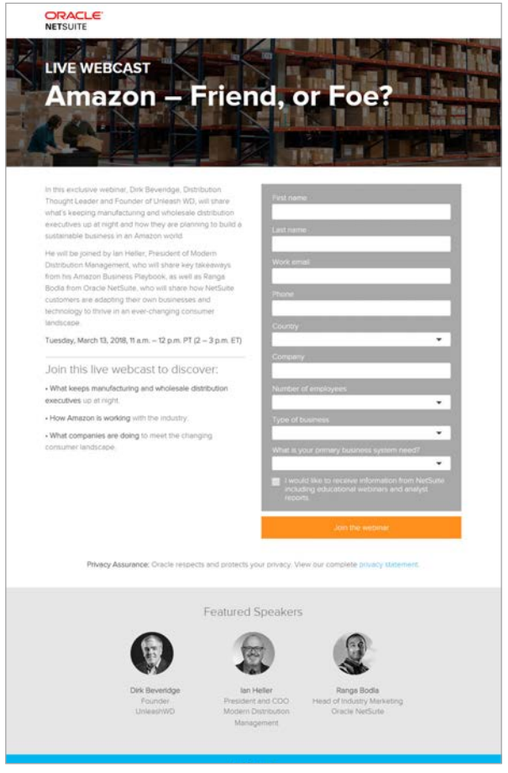
Morning of Reminder Email



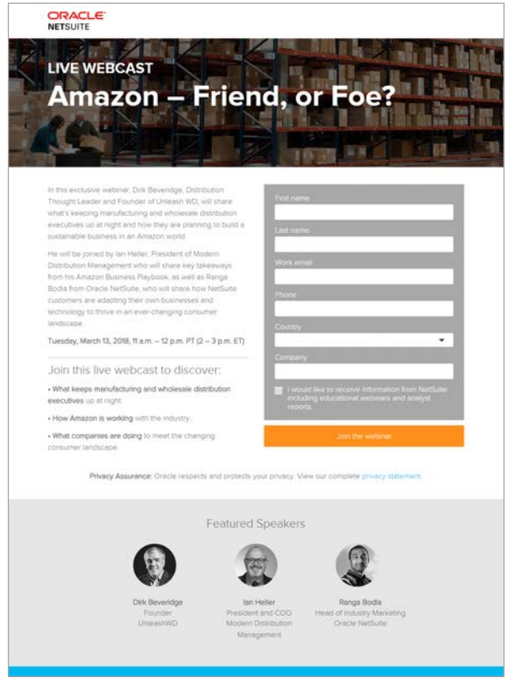
Missed Email



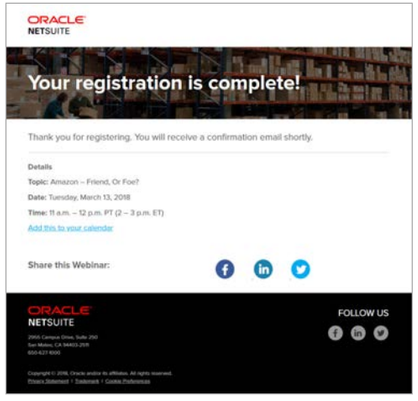
Long Landing Page/Form



Short Landing Page/Form Mobile

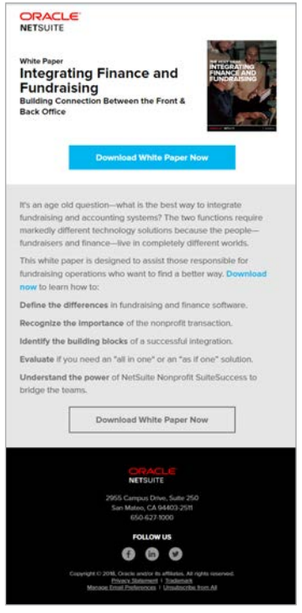


Thank You Landing Page

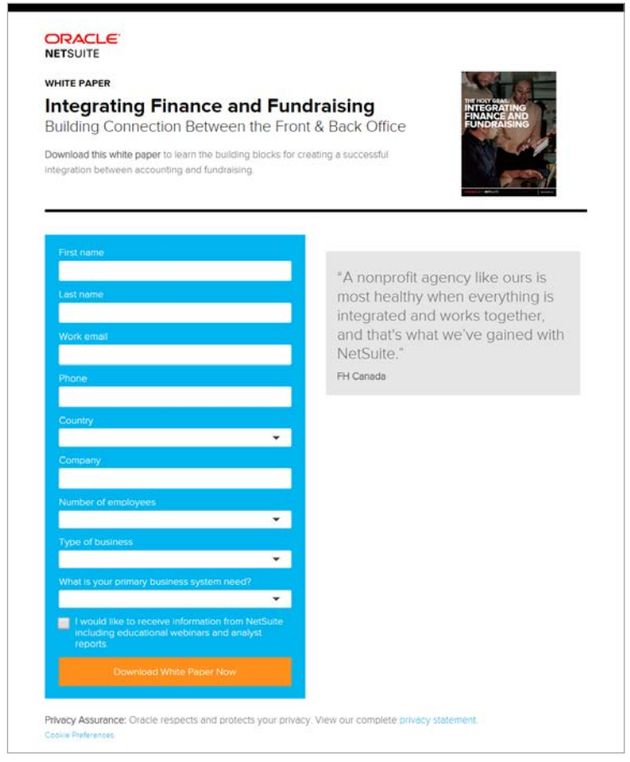


Eloqua Email Templates: White Paper, Ebook, Case Studies

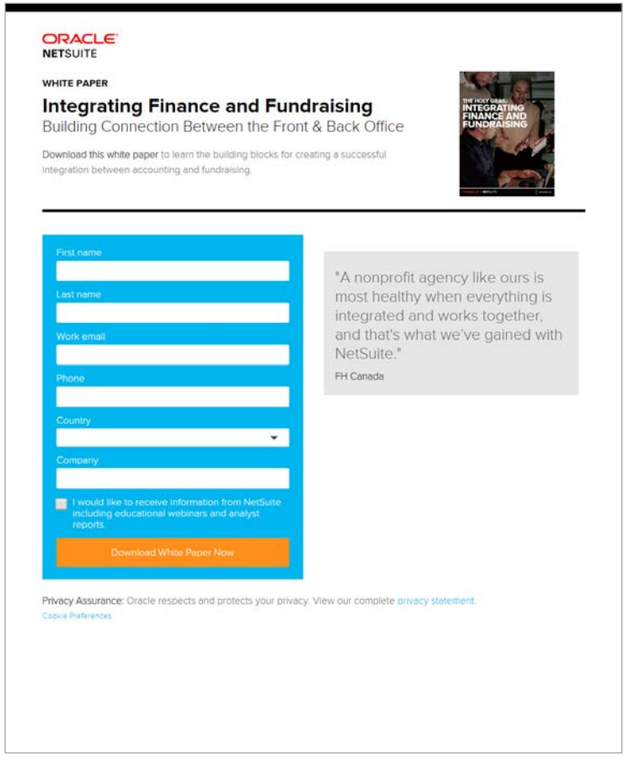
Email



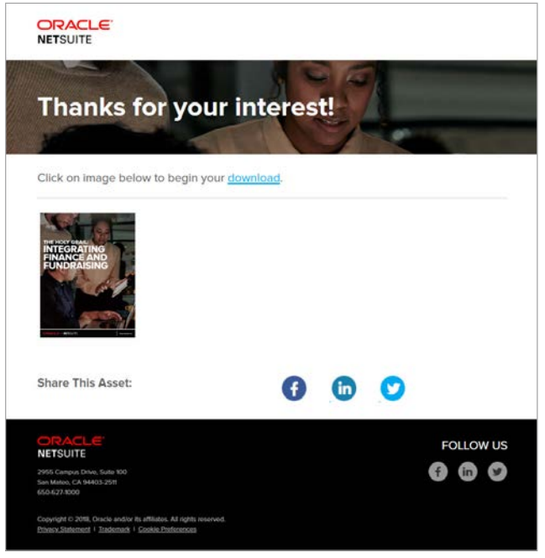
Long Landing Page/Form



Short Landing Page/Form Mobile

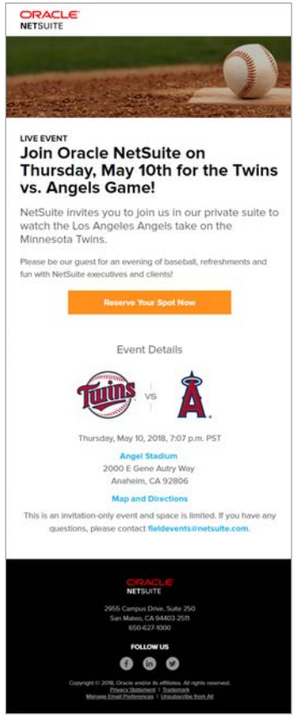


Thank You Landing Page

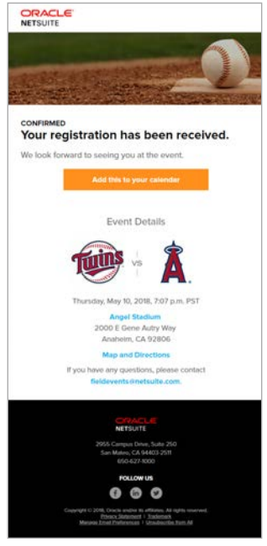


Eloqua Email Templates: Events

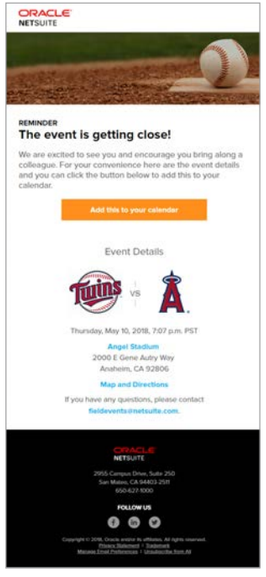
Email



Confirmation Email

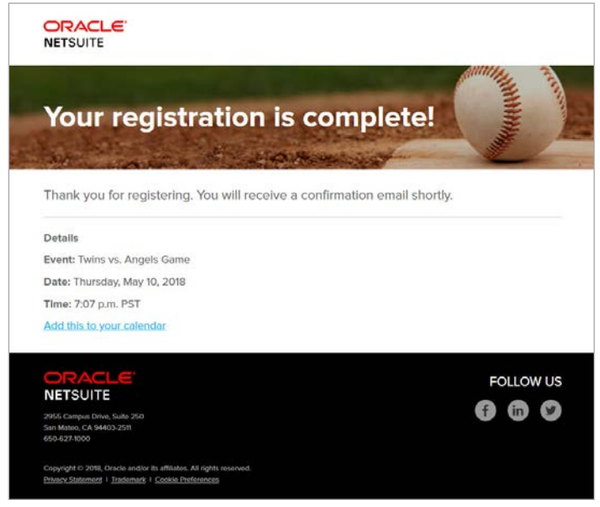


Morning of Reminder Email

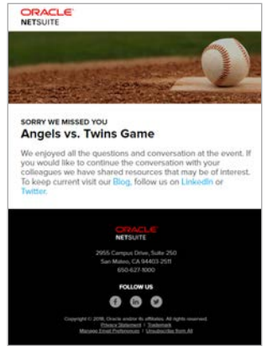


Long Landing Page/Form

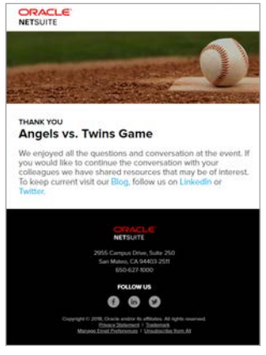
Thank You Landing Page



Missed Email



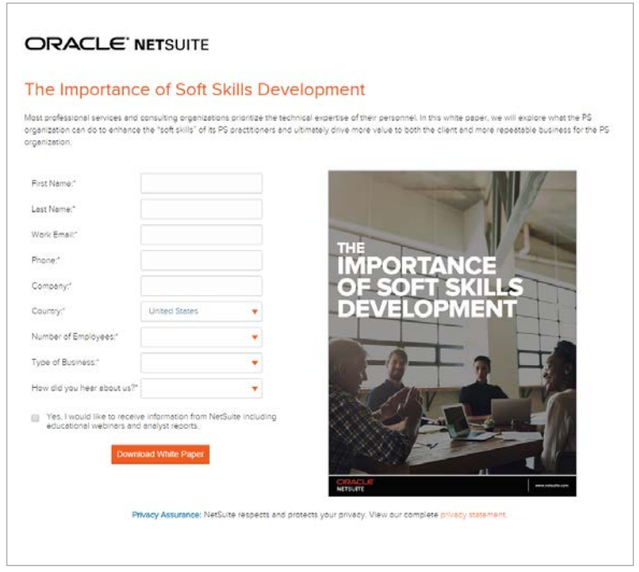
Attended Email



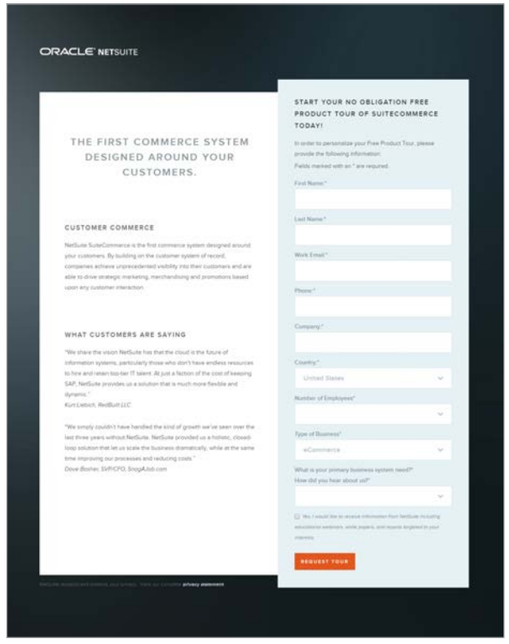
Forms

PRODUCT TOUR

WHITE PAPER



SUITECOMMERCE

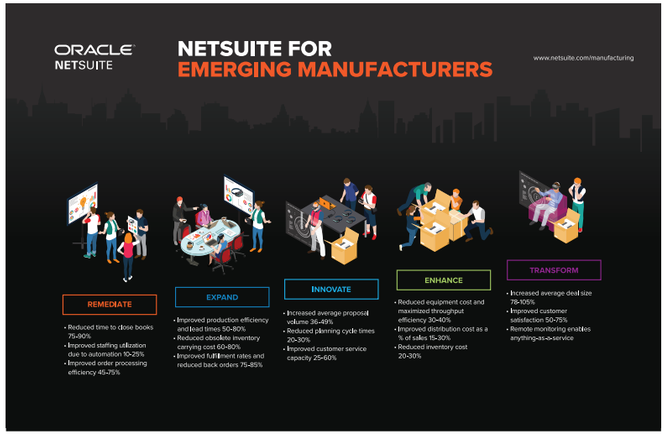


FASHION

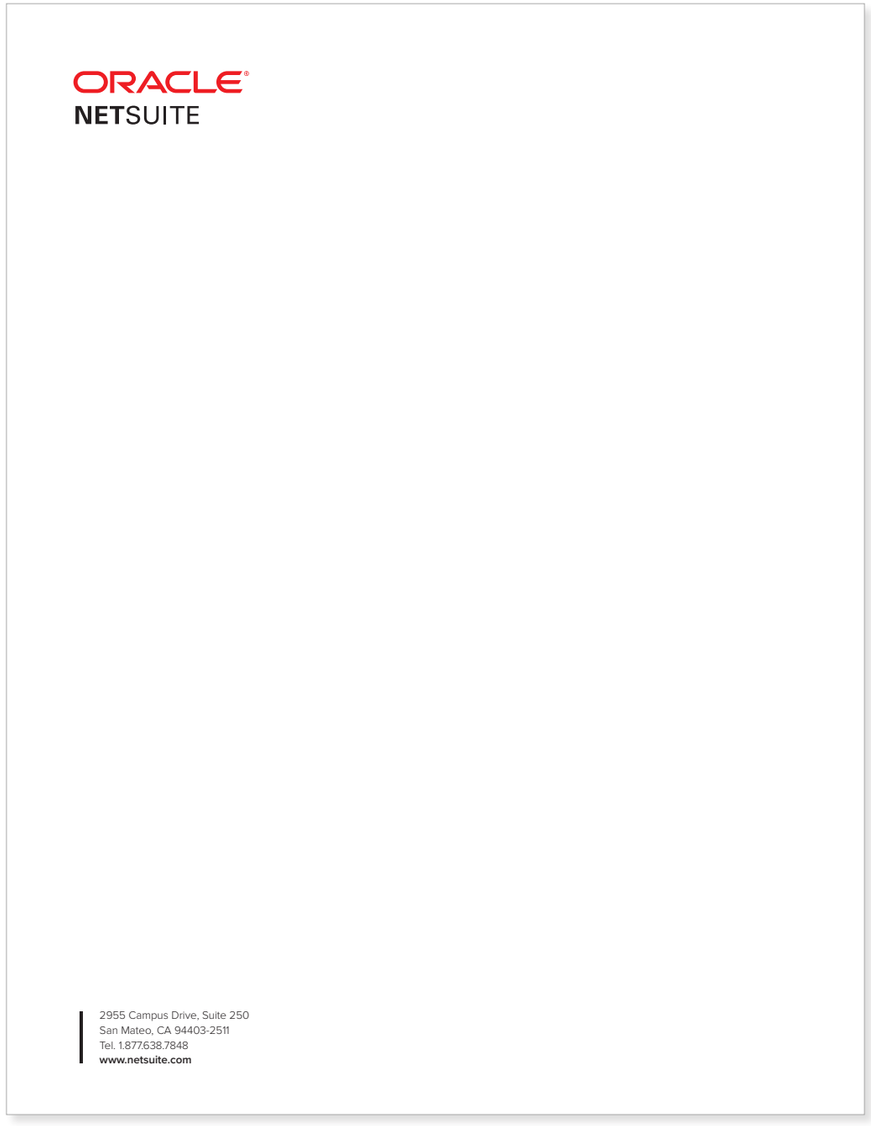
Advertising

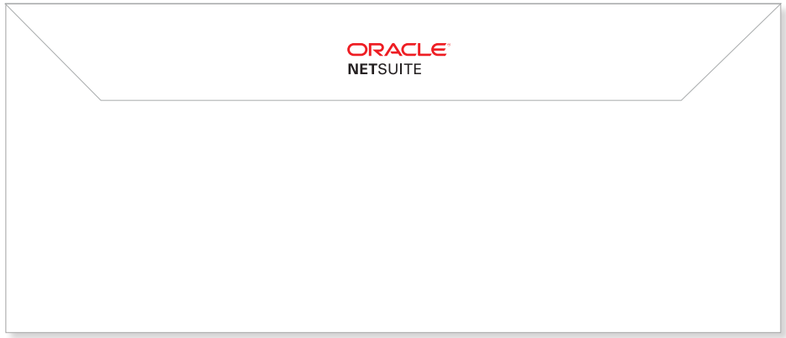
DIGITAL DISPLAY ADS

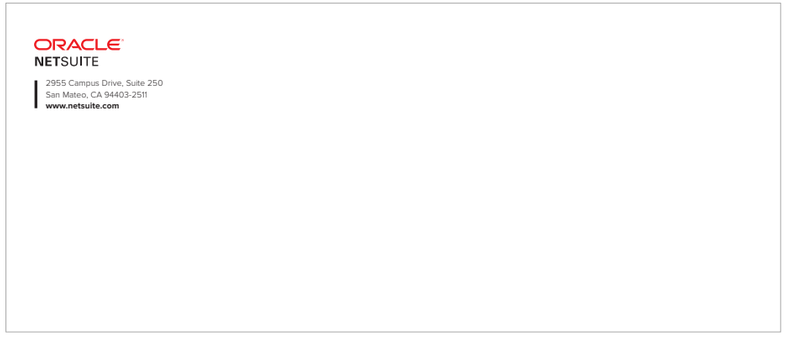
PRINT ADS



Business System: Proposed

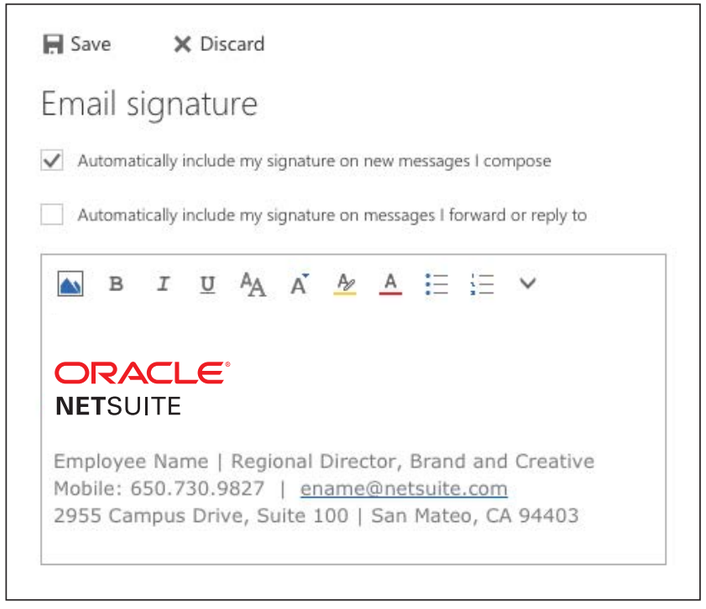
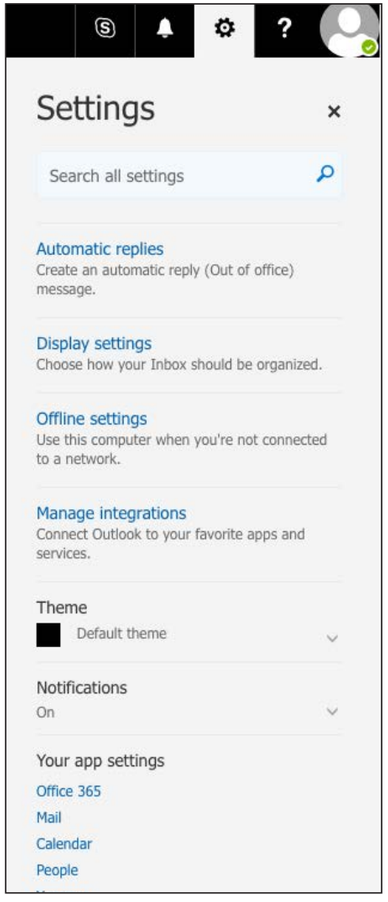
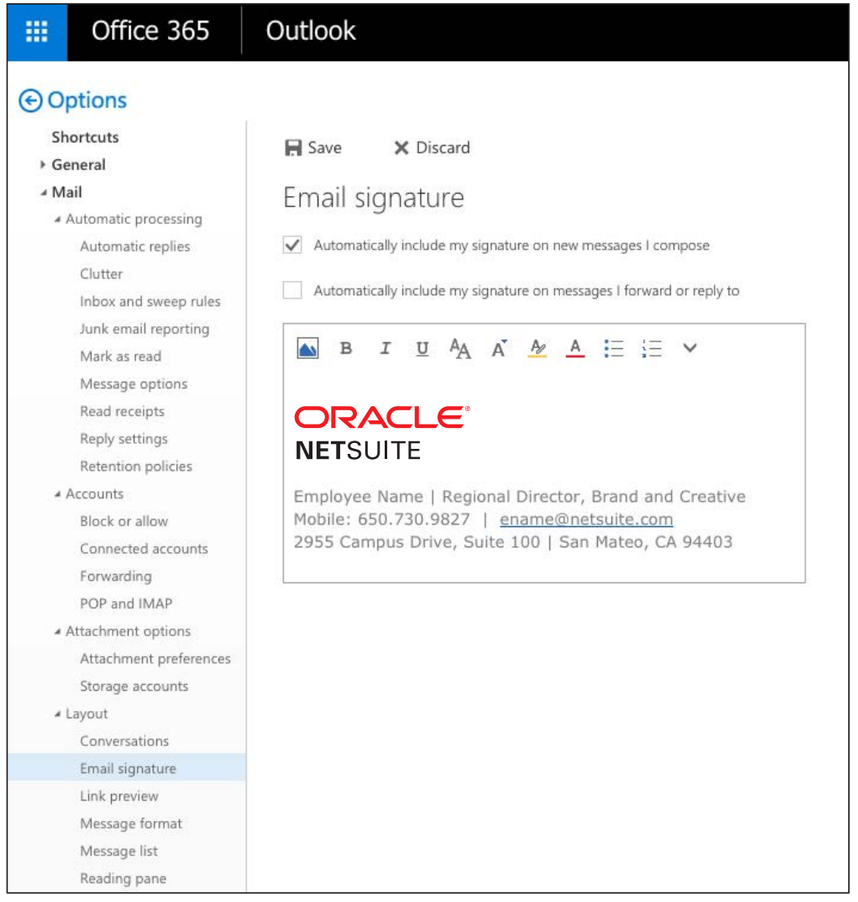






Email signature

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



Outlook Settings/Mail/Email signature