

# Global Distributed Capture campaign style guide

# Greet the future with confidence.

That's our campaign promise. And Alaris delivers, with trailblazing innovations that help businesses get ahead today—and tomorrow. We're telling this story with artwork that playfully imagines an Alaris scanner using **futuristic technology** to take its users to an exciting **world of possibilities**. Supporting copy further engages our audience's imagination to envision a **joyful tomorrow**.



Copy should always speak in the voice of a **helpful friend**. Confident, approachable and optimistic, it takes a friendly, conversational tone and avoids business jargon and overly-technical terms. It speaks the first person (e.g. you/your, we/our). Headlines and subheads are sentence case, ending with a period.

The headline is a two-word sentence that embodies the theme of "greeting the future with confidence."

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# Hello, tomorrow.

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It can be adapted to suit your needs.  
Examples: "Hello, possibilities." "Hello, opportunity."

The subhead consists of two specific benefits that, when combined, deliver a positive outcome.

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## Imagine an automated workplace, a brighter bottom line —and soaring to new heights.

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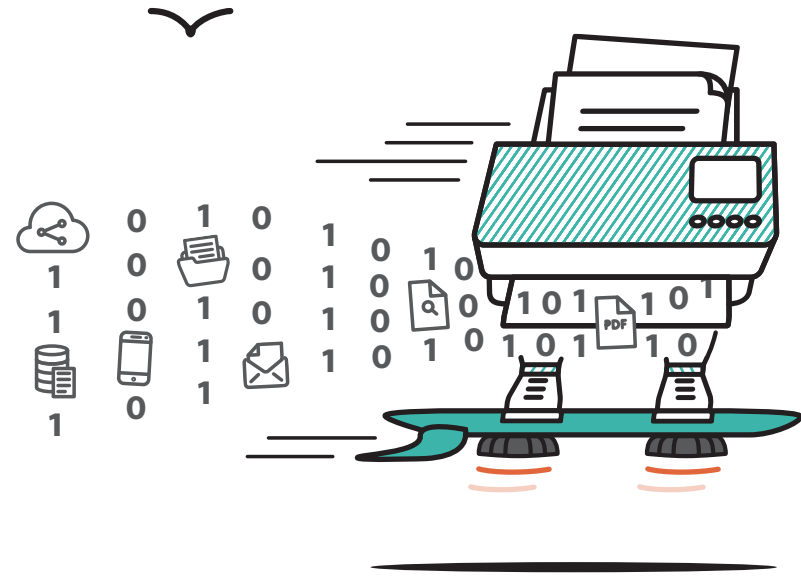
Alternative words could be "discover," "envision," etc.

This outcome should refer to the key image.

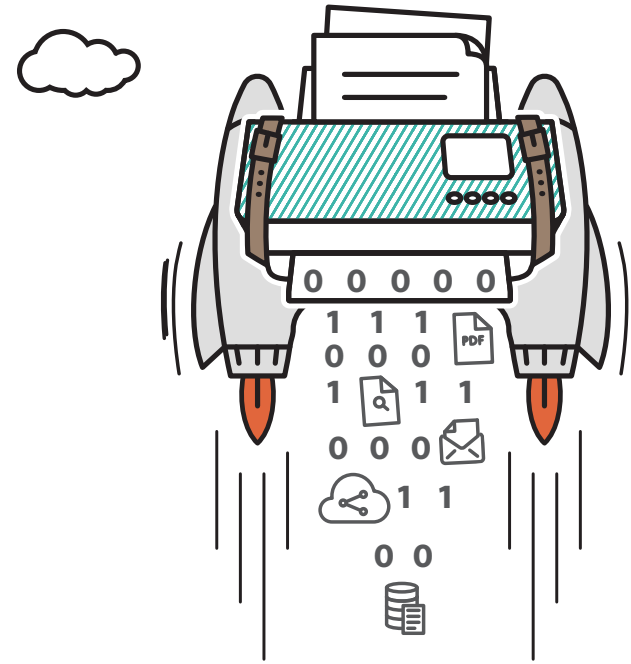
These benefits can be replaced with a pair that's more meaningful to your audience.

# Key Art

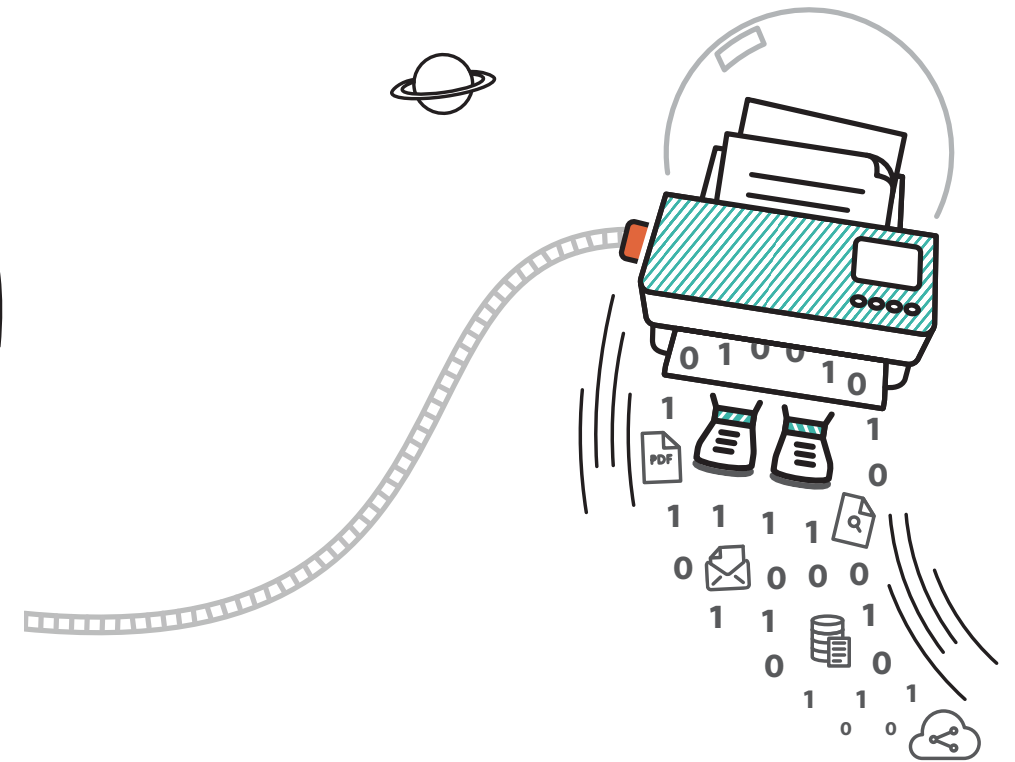
Practical Buyer



Executive Buyer



Technical Buyer



# Colors

R 0 G 0 B 0	R 85 G 85 B 85	R 63 G 176 B 168	R 243 G 93 B 43
C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 80	C 70 M 5 Y 40 K 0	C 7 M 75 Y 85 K 0

# Fonts

Headlines / Subheads

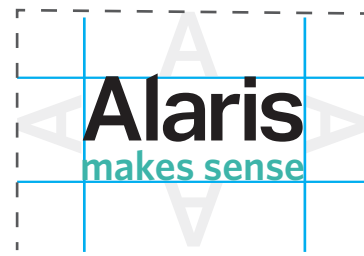
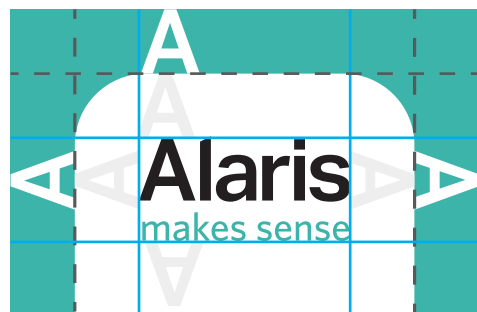
Whitney Book

A ABCDEFGHIJKLMNOPQRSTUVWXYZ/  
abcdefghijklmnopqrstuvwxyz  
1234567890!@?&

# Logo

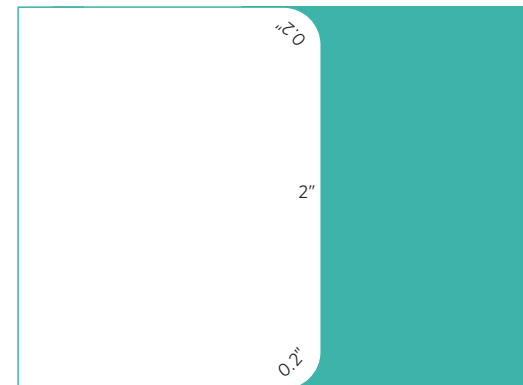
The **Alaris Makes Sense** tab is located at the bottom edge of the layout, right or left corners. It should have A space clearance on all sides within the tab and outside the tab.

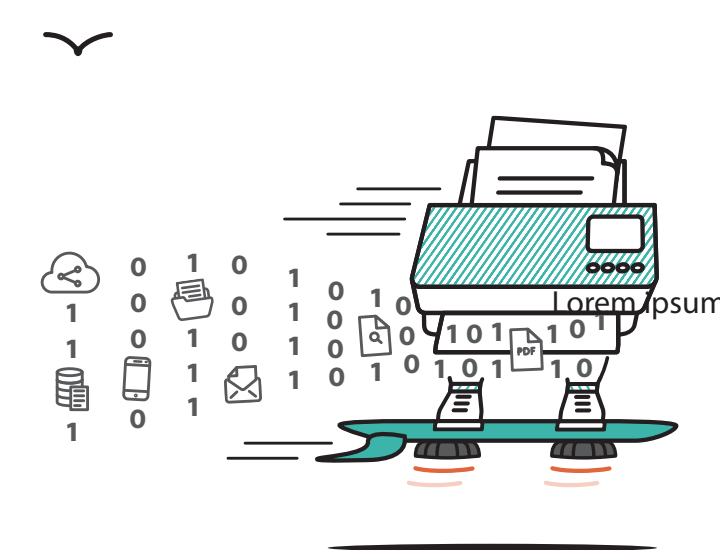
The **Alaris Makes Sense** logo on white should have A space clearance on all sides.



# Layout

Radius = 10% of width or height





Hello, tomorrow.

Imagine instantly connected info, a smooth workday and zipping along to what's next.

Explore scanning solutions at [AlarisWorld.com/DesktopScanning](http://AlarisWorld.com/DesktopScanning)

**Alaris**  
makes sense

Print Ad

Kodak Alaris  
Sponsored

Boost your time-to-ROI by giving your front-line teams the power to scan and instantly distribute new info throughout your organization, all with one touch.

**Alaris**  
makes sense

ALARISWORLD.COM/DESKTOPSCANNING

**Hello, future.**  
Soar higher with an automated workplace.

Learn More

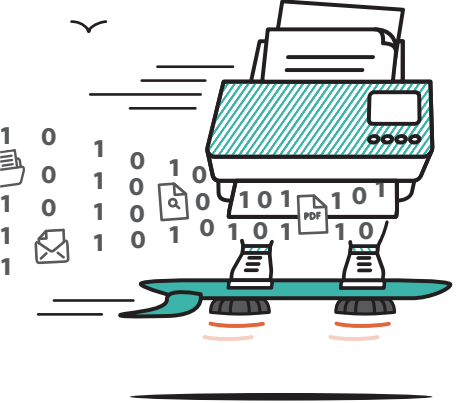
Like Comment Share

Social Media Ad

120 x 600 Digital Banner

Hello, tomorrow.

Instantly connect your info & move on to the next.

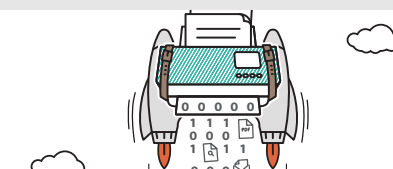


**Alaris**  
makes sense

**Zoom over** ▶  
to desktop scanning solutions

**Alaris**  
makes sense

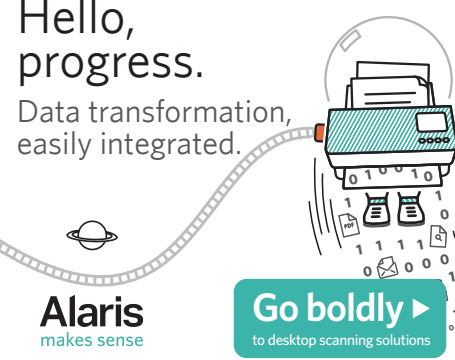
**Hello, future.**  
Soar higher with an automated workplace.



**Explore** ▶  
to desktop scanning solutions

728 x 90 Digital Banner

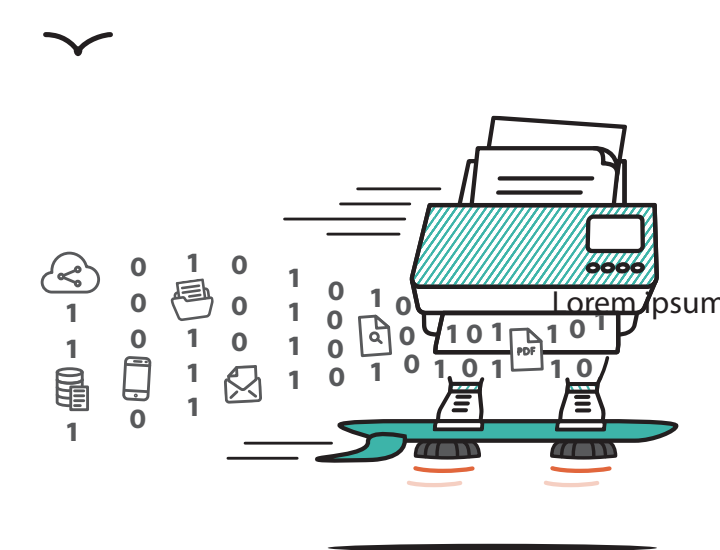
**Hello, progress.**  
Data transformation, easily integrated.



**Alaris**  
makes sense

**Go boldly** ▶  
to desktop scanning solutions

300 x 250 Digital Banner



Hello, tomorrow.

Imagine instantly connected info, a smooth workday and zipping along to what's next.

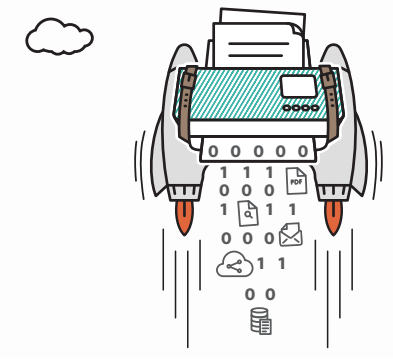
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[ALARISWORLD.COM/DESKTOPSCANNING](http://ALARISWORLD.COM/DESKTOPSCANNING)

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Soar higher with an automated workplace.

Learn More

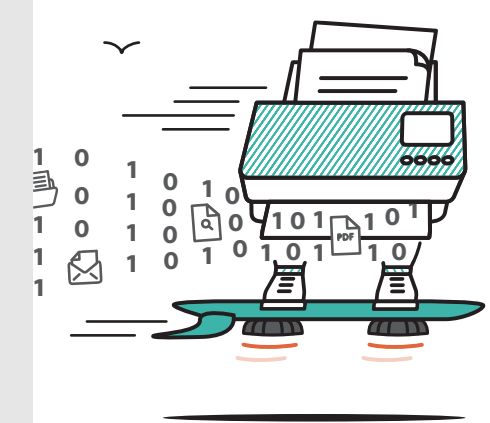
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Social Media Ad

120 x 600 Digital Banner

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makes sense

**Zoom over** ▶  
to desktop scanning solutions

**Alaris**  
makes sense

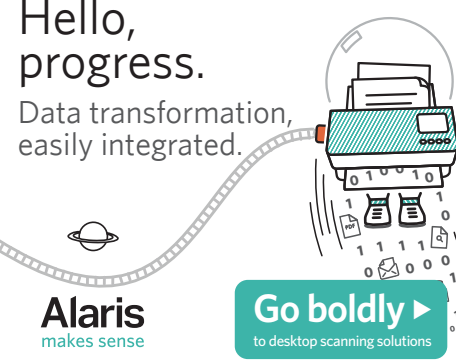
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Soar higher with an automated workplace.



**Explore** ▶  
to desktop scanning solutions

728 x 90 Digital Banner

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to desktop scanning solutions

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