solver

Solver Brand Guidelines for Partners

www.solverglobal.com

2027



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About Solver

Our Purpose.

Empowering you by enabling faster and better decisions using a single, cloud-based solution that automates reporting and planning processes.

Our Mission.

Solver's mission is to give mid-market customers complete insight by creating innovative solutions and being the global leader in corporate performance management through a culture of creativity and problem-solving.

Our Vision.

To empower a global community of customers and partners around business decisions through Solver's innovative solutions.

Our Values.

What CARE Means to Us

Collaborative – we win together.

Accountable – we own the outcome.

Result Driven – we persue excellence everyday.

Enthusiastic – we bring positive energy and passion to everything we do.

Company Logos



Primary Logo

The Solver logo consists of 2 elements. The Solver text and the two-tone kite graphic placed above the letters “L V E R” of the Solver text component.

Secondary 1-Color Option: Use the single-color logo to increase contract or when production methods are limited to one-color.



Black on light backgrounds.



White on dark backgrounds.

Incorrect Usages:



Do not use white text with full color kite. Only the color options shown above are correct.



Do not put kite on left side.



Do not use drop shadows.



Do not stretch or compress.

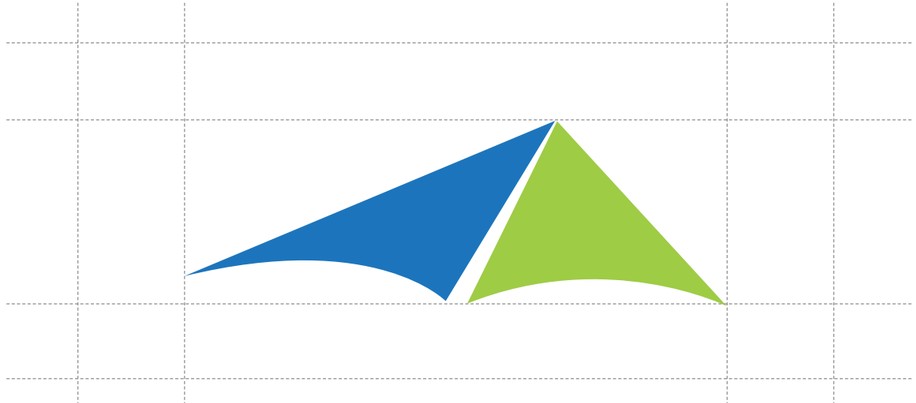


Do not use text without kite.



Do not outline.

Company Logos



“Kite” Logo Mark

Correct Usage: The kite graphic is acceptable to use without the word “Solver” when “Solver” is used in copy blocks near the kite mark.

Example:



Solver harnesses the cloud to consolidate data from your ERP and other key sources to deliver crucial insights and streamline planning and reporting.

Secondary 1-Color Option: Use the single-color logo to increase contract or when production methods are limited to one-color.



Black on light backgrounds.



White on dark backgrounds.

Incorrect Usages:



Do not use drop shadows.



Do not stretch or compress.



Do not outline.

Company Colors

PRIMARY COLORS

Solver Blue:

HEX:
1B75BC

RGB:
27/117/188

CMYK:
85/50/0/0

PANTONE:
285 C

Solver Green:

HEX:
9ECC45

RGB:
158/204/69

CMYK:
43/0/94/0

PANTONE:
375 C

Solver Navy:

HEX:
004166

RGB:
0/65/102

CMYK:
100/76/36/23

PANTONE:
7699 C

SECONDARY COLORS

Solver Pink:

HEX:
DF2D8F

RGB:
222/47/143

CMYK:
7/94/2/0

PANTONE:
213 C

Solver Teal:

HEX:
038A96

RGB:
3/138/150

CMYK:
84/29/38/3

PANTONE:
7716 C

Solver Lt. Teal:

HEX:
B5DEDF

RGB:
181/222/223

CMYK:
28/1/12/0

PANTONE:
628 C

TERTIARY COLORS

Solver Lt. Grey:

HEX:
F4F4F4

RGB:
244/244/223

CMYK:
3/2/2/0

PANTONE:
Cool Gray 1 C

Solver Grey:

HEX:
716F71

RGB:
113/112/113

CMYK:
56/49/47/14

PANTONE:
10 C

Solver Yellow:

HEX:
FFCF0F

RGB:
255/207/15

CMYK:
1/17/98/0

PANTONE:
123 C

Partner Copy Blocks

COMPANY DESCRIPTIONS

Short Description:

Solver is an AI-accelerated extended financial planning and analysis solution (xFP&A) that increases access to actionable insights beyond the finance department to accelerate intelligent decisions. Learn more at www.solverglobal.com.

Medium Description:

Solver is an AI-accelerated extended financial planning and analysis solution (xFP&A) that increases access to actionable insights beyond the finance department to accelerate intelligent decisions. Patented QuickStart integration technology enables immediate access to a collection of tailorable industry templates, allowing finance and management users to optimize their planning, reporting, consolidation, and analysis processes. Learn more at www.solverglobal.com.

Long Description:

Solver is an AI-accelerated extended financial planning and analysis solution (xFP&A) that increases access to actionable insights beyond the finance department to accelerate intelligent decisions. Patented QuickStart integration technology enables immediate access to a collection of tailorable industry templates, allowing finance and management users to optimize their planning, reporting, consolidation, and analysis processes. Users can get up and running quickly, leveraging familiar Excel-based functionality to create any report and planning model. Solver transforms organizational data into a strategic advantage for data-driven success.

The all-inclusive Solver Suite consolidates information from any data source to provide a single source of truth. Connected with Solver's budgeting and forecasting, Solver's comprehensive planning tool enables organizations to manage budgets, create detailed reports and automate forecasts all in one place. These insights are then presented in easily shareable graphs and dashboards.

Solver provides organizations with a trusted data source to efficiently drive intelligent and accurate decisions. To learn more, visit www.solverglobal.com.

If you need a description fitted to a specific number of words, please reach out to marketing@solverglobal.com.

REFERENCES TO SOLVER

Correct: "Solver" when referring to the organization.

Incorrect: "Solver Global"

PRODUCT/APPLICATION LEVEL

Correct: "Solver Suite" or "Solver" when referring to the entire software application that Solver offers.

Incorrect: Do not use the following terms when indicating the Solver product: "BI360", "Modules", or "Solution".

While *Accelerate Intelligent Decisions* is the main tagline, other offices may continue using the previous version for translation purposes.

ASCEND Branding

Use: Used in promotion of the Solver ASCEND conference online, and in marketing materials referring to the event. If messaging covers multiple regions of the event, then it is okay to use the logo without the regions. If referring to a specific location, then use the regional logo specified.

Primary Logo:



Secondary Logo:

Use: When vertical space is limited



Black and White Logos:



Use Without Solver Logo:

Use: Can use without the Solver branding in the logo as long as “Solver” logo or Solver in text is near the logo.



Primary Colors:

Solver Navy:
HEX: 004166
RGB: 0/65/102
CMYK: 100/76/36/23
PANTONE: 7699 C

Solver Teal
HEX: 038A96
RGB: 0/65/102
CMYK: 84/29/38/3
PANTONE: 7716 C

Solver Pink:
HEX: DF2D8F
RGB: 222/47/143
CMYK: 7/94/2/0
PANTONE: 213 C

Secondary Colors:

Solver Lt
HEX: FFCF0F
RGB: 181/222/223
CMYK: 28/1/12/0
PANTONE: 628 C

ASCEND Steel:
HEX: 82A3B7
RGB: 30/163/183
CMYK: 29/11/0/28
PANTONE: 5425 C

ASCEND Sage:
HEX: A7BDB4
RGB: 167/189/180
CMYK: 12/0/5/26
PANTONE: 5595 C

Tertiary Colors:

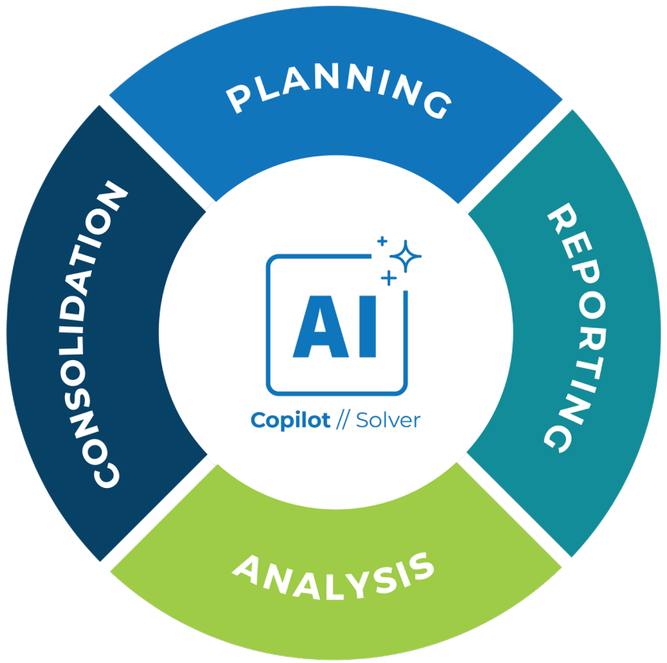
ASCEND Sand:
HEX: DFD2BE
RGB: 223/210/190
CMYK: 0/6/15/12
PANTONE: 7500 C

ASCEND Blush:
HEX: E2B0AF
RGB: 226/176/175
CMYK: 0/22/23/11
PANTONE: 494 C

ASCEND Stone:
HEX: B9B5B1
RGB: 185/181/177
CMYK: 0/2/4/27
PANTONE: Warm Gray 3 C

Circle Graphic

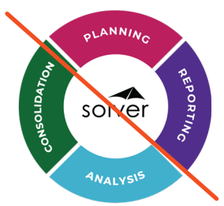




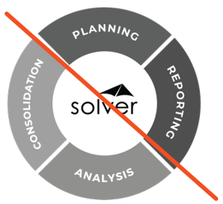


Incorrect Usage:

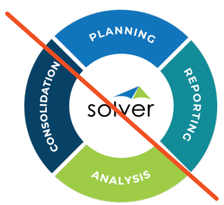
No alteration of colors



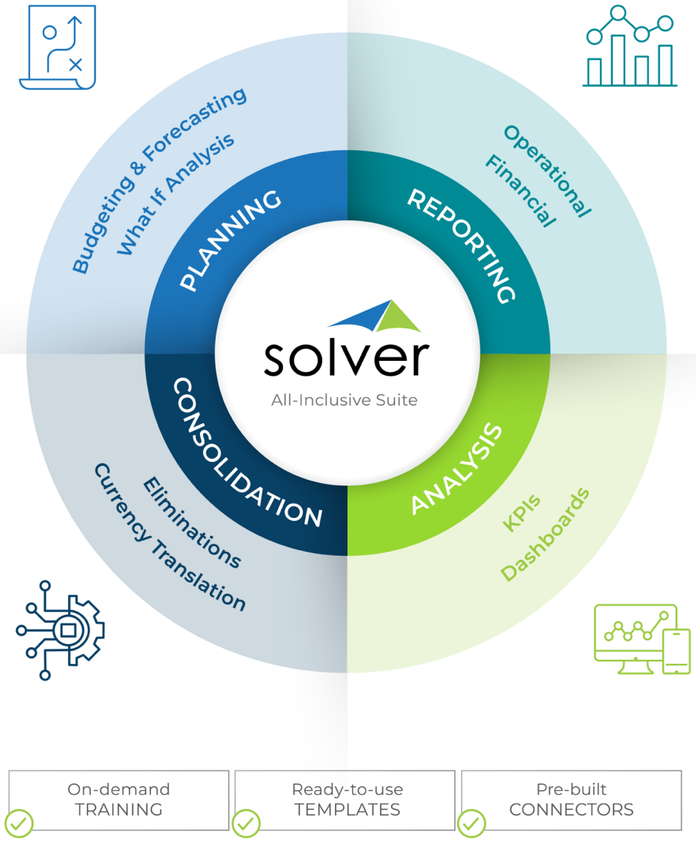
No black and white



No other modifications to the text



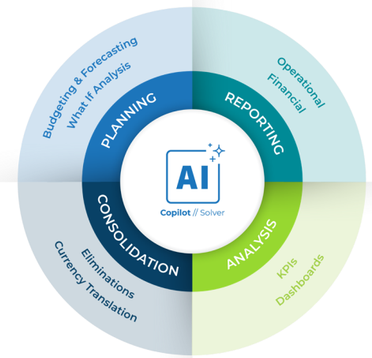
Product Pillar Graphic

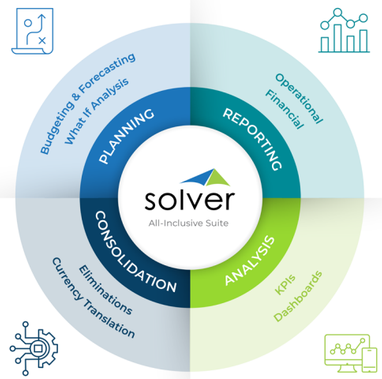


Usage: Use the product pillar graphic during sales pitches. Includes use in slide presentations, sales calls, videos and presentations. Anytime during a conversational discussion.

Other Approved Versions:

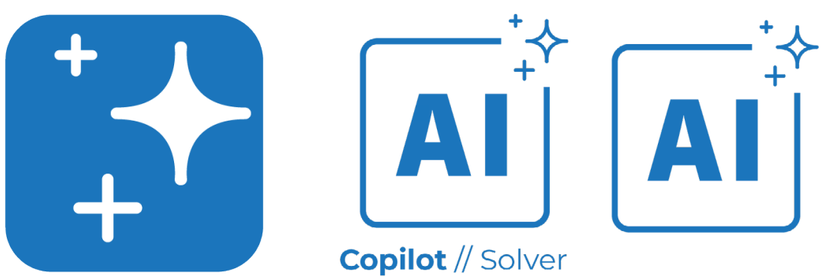




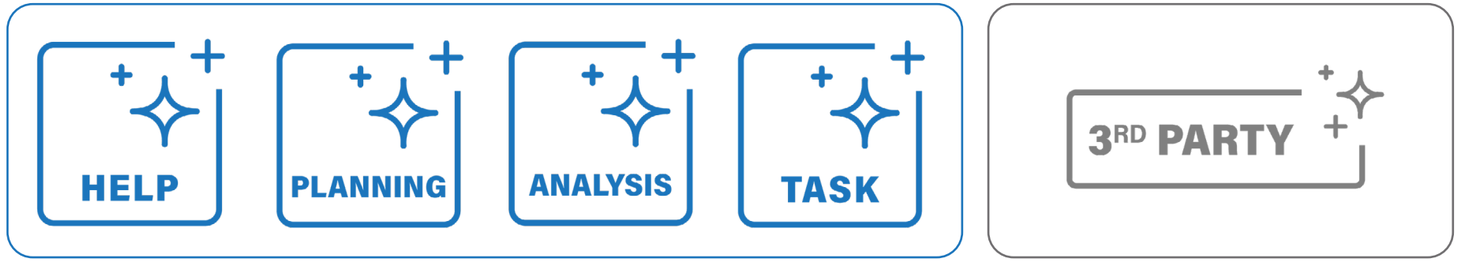


Solver AI icons images

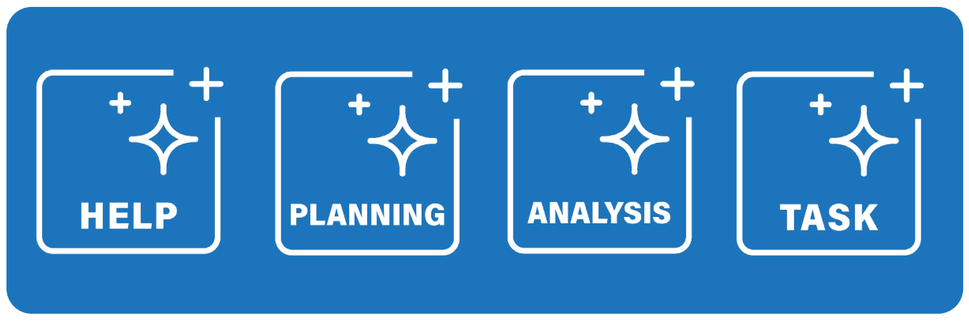
Primary Icons:



Secondary Icons:



White icons:



Social Media Guidelines

Usage:

Solver	LinkedIn: https://www.linkedin.com/company/solver/
#Solver	For events including or about Solver, and for notices that impact the Solver Community, such as cloud updates (educational)
#SolverASCEND	For anything related to Ascend (educational, promotional, or just people sharing event experiences)
#xFPandA	For any promotion of the Solver Product Suite

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Questions?

Contact marketing@solverglobal.com