



# Solver Brand Guidelines for Partners

[www.solverglobal.com](http://www.solverglobal.com)

2025



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### Global Headquarters - USA

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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.

We uphold our unique Solver culture through these values:

**Happy Team, Happy Customer** – start with a positive attitude.

**Ask Me Anything** – relentlessly seek and share knowledge.

**Be Resourceful and Curious** – find new solutions through innovation.

**Do the Right Thing** – be honest at all times. Never compromise your or Solver's integrity.

**Walk the Talk** – my actions support Solver's values and mission.

**Starts with Me** – clear expectations, commitment, and personal responsibility.

# 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.



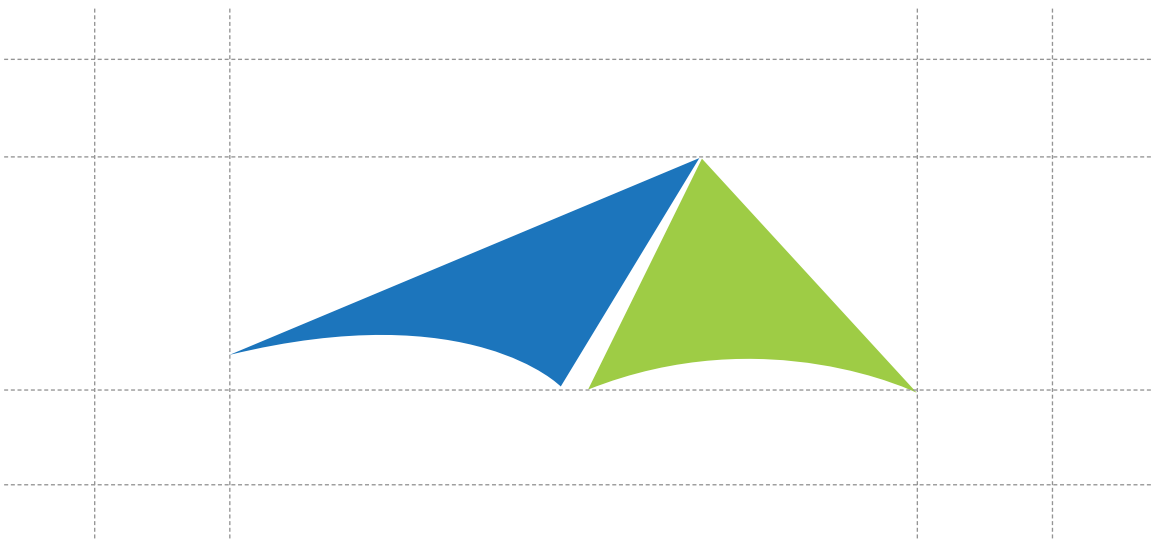
Do not use text without kite.



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 contrast 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:**  
3005 C

**Solver Green:**

**HEX:**  
9ECC45

**RGB:**  
158/204/69

**CMYK:**  
43/0/94/0

**PANTONE:**  
367 C

**ASCEND Blue:**

**HEX:**  
004166

**RGB:**  
0/65/102

**CMYK:**  
100/76/36/24

**PANTONE:**  
302 C

## SECONDARY COLORS

**Solver Teal:**

**HEX:**  
038A96

**RGB:**  
3/138/150

**CMYK:**  
84/29/38/3

**PANTONE:**  
2235 C

**Solver Lt. Grey:**

**HEX:**  
F4F4F4

**RGB:**  
244/244/223

**CMYK:**  
3/2/2/0

**PANTONE:**  
649 C

**Solver Lt. Teal:**

**HEX:**  
B5DEDF

**RGB:**  
181/222/223

**CMYK:**  
28/1/12/0

**PANTONE:**  
317 C

## TERTIARY COLORS

**Solver Yellow:**

**HEX:**  
FFCF0F

**RGB:**  
255/207/15

**CMYK:**  
1/17/98/0

**PANTONE:**  
YELLOW 012 C

**Solver Grey:**

**HEX:**  
716F71

**RGB:**  
113/111/113

**CMYK:**  
53/44/41/27

**PANTONE:**  
173-10 C

**Solver Orange:**

**HEX:**  
FF9B15

**RGB:**  
255/155/21

**CMYK:**  
0/46/99/0

**PANTONE:**  
1375 C



# Partner Copy Blocks

## COMPANY DESCRIPTIONS

### Short Description:

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

### Long Description:

Solver is an extended financial planning and analysis solution (xFP&A) with an AI-focused strategy 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 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 sharable 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](http://www.solverglobal.com).

If you need a description fitted to a specific number of words, please reach out to [marketing@solverglobal.com](mailto:marketing@solverglobal.com).

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

## 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”.

# ASCEND Logos

**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.



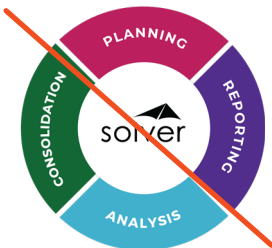


# Circle Graphic

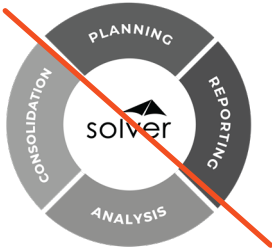


**Incorrect Usage:**

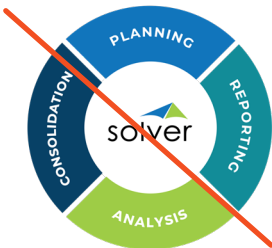
No alteration of colors



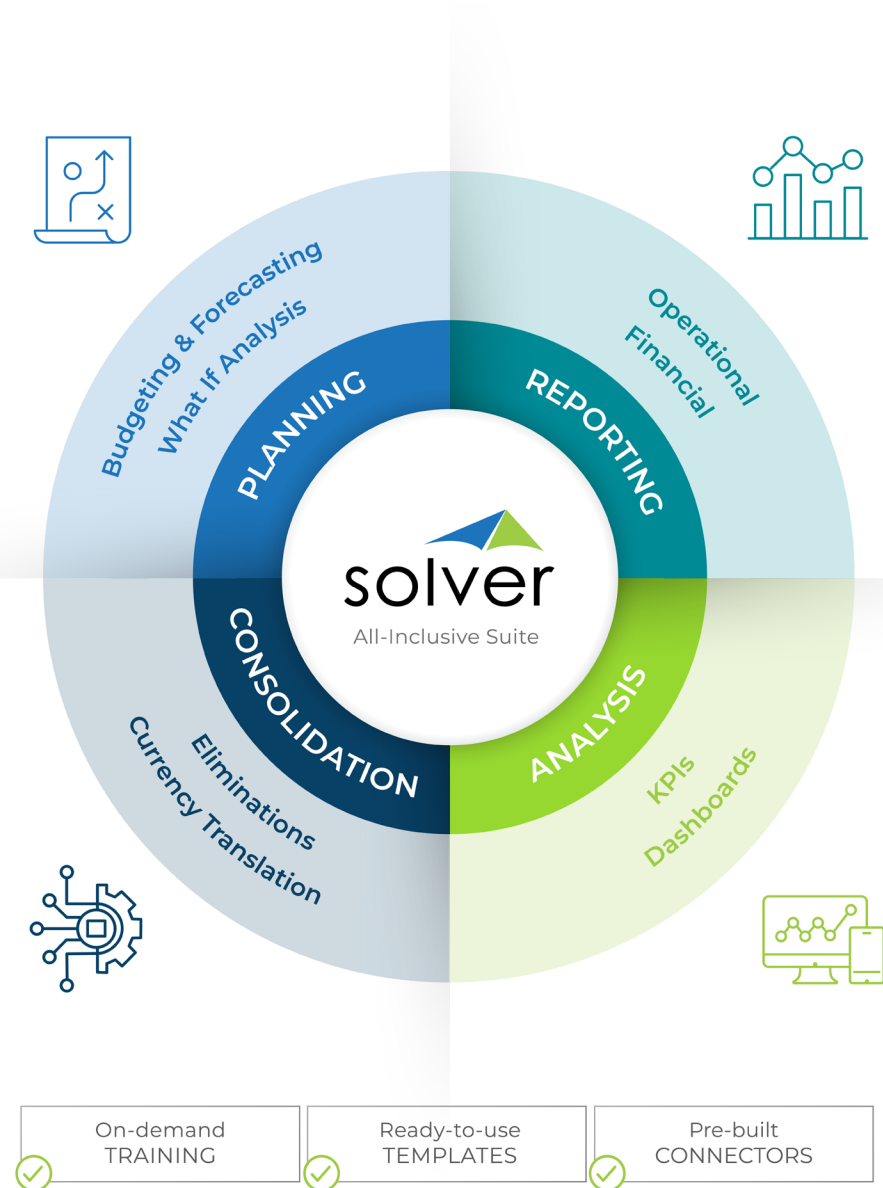
No black and white



No other modifications to the text

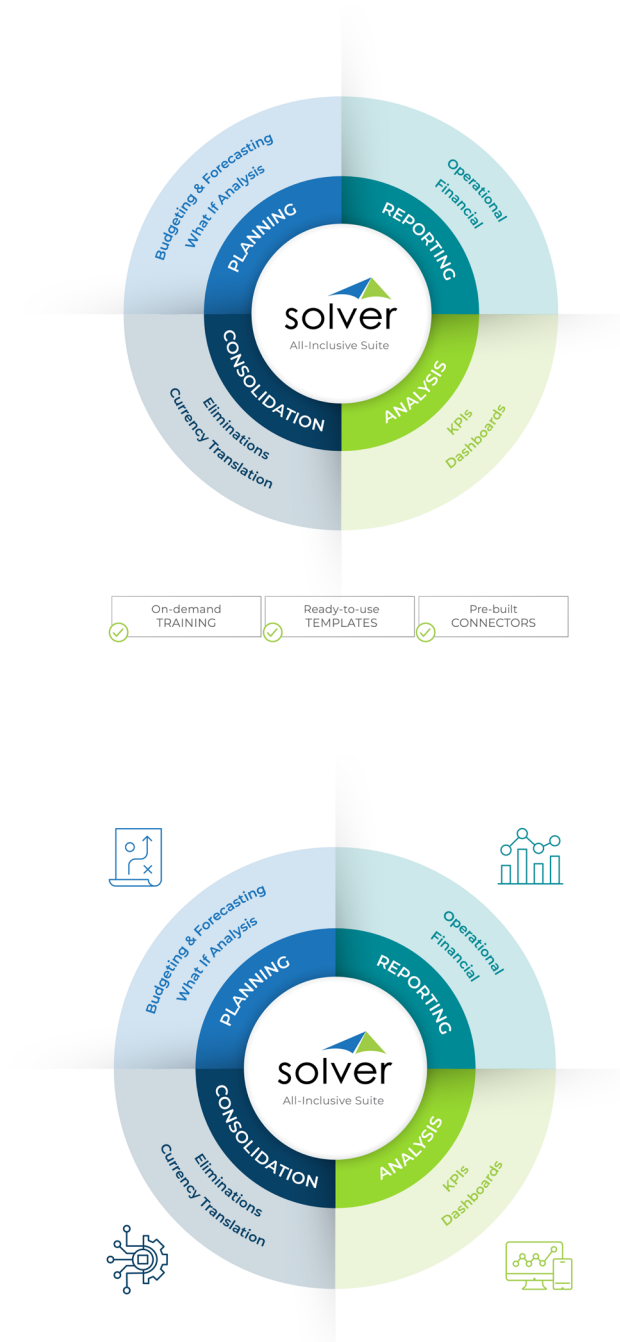


# Product Pillar Graphic



**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:





# Social Media Guidelines

Usage:

**Solver**  LinkedIn: <https://www.linkedin.com/company/solver/>

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**@SolverGlobal**  Twitter / X: <https://twitter.com/SolverGlobal>

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**@SolverGlobal**  Facebook: <https://www.facebook.com/SolverGlobal>

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**#Solver** For events including or about Solver, and for notices that impact the Solver Community, such as cloud updates (educational)

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**#SolverASCEND** For anything related to Ascend (educational, promotional, or just people sharing event experiences)

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**#xFPandA** For any promotion of the Solver Product Suite

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**Questions?**

Contact [marketing@solverglobal.com](mailto:marketing@solverglobal.com)