

Kofax Power PDF

Kofax eCopy®

Kofax SafeCom®

Kofax Copitrak®

Kofax Equitrac® Professional



# KOFAX

# KOFAX LOGO

The streamlined logo is an art file and should never be approximated or set in a font.

The word "KOFAX" is rendered in a bold, sans-serif font. The letters are a solid blue color. The 'K' and 'F' have a distinctive shape with a slight curve at the top and bottom respectively. The 'O' is a simple circle, and the 'A' has a wide base and a pointed top.

Color  
Pantone 7462C

Grayscale/ CMYK  
80% Black

The word "KOFAX" is rendered in the same bold, sans-serif font as above, but in a dark gray color representing 80% black.

80% Black  
RGB color mode  
R51, G51, B51  
Hex 333333

The word "KOFAX" is rendered in the same bold, sans-serif font, but in white. It is set against a solid blue background that fills the bottom half of the page.

Inverse

# KOFAX PROMISE

The Kofax promise is a statement of benefit for customers and prospects of all our products and services.

WORK LIKE TOMORROW.™

Color (Pantone 7462C)

WORK LIKE TOMORROW.™

Inverse

# ABOUT KOFAX

The following are boilerplate statements about Kofax that may be used.

Kofax software enables organizations to Work Like Tomorrow™—today. Kofax's Intelligent Automation software platform helps organizations transform information-intensive business processes, reduce manual work and errors, minimize costs, and improve customer engagement. We combine RPA, cognitive capture, process orchestration, mobility and engagement, and analytics to ease implementations and deliver dramatic results that mitigate compliance risk and increase competitiveness, growth and profitability.

[Condensed version](#)

Kofax software enables organizations to Work Like Tomorrow™—today. Kofax's Intelligent Automation software platform helps organizations transform information-intensive business processes, reduce manual work and errors, minimize costs, and improve customer engagement. We combine RPA, cognitive capture, process orchestration, mobility and engagement, and analytics to ease implementations and deliver dramatic results that mitigate compliance risk and increase competitiveness, growth and profitability. Kofax provides a rapid return on investment for over 20,000 customers in financial services, insurance, government, healthcare, supply chain, business process outsourcing and other markets. Kofax delivers its software and solutions through its direct sales and services organization and more than 650 indirect channel partners and integrators in more than 60 countries throughout the Americas, EMEA and Asia Pacific.

[Expanded version](#)

# COLOR PALLETE

Blue and yellow are the core brand colors. Muted cool grays are intended to help showcase the colors.

KOFAX BLUE  
Pantone 7462 C  
RGB 0 85 140  
HEX/HTML 00558C  
CMYK 100 48 6 30



KOFAX YELLOW  
Pantone 7548 C  
RGB 255 198 0  
HEX/HTML FFC600  
CMYK 0 12 98 0



Cool Gray 11 C  
RGB 83 86 90  
HEX/HTML 53565A  
CMYK 44 34 22 77



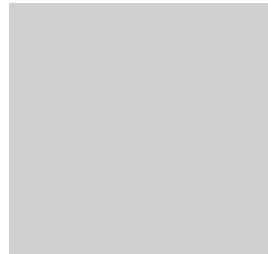
Cool Gray 3 C  
RGB 200 201 199  
HEX/HTML C8C9C7  
CMYK 8 5 7 16



Cool Gray 10 C  
RGB 99 102 106  
HEX/HTML 63666A  
CMYK 40 30 20 66



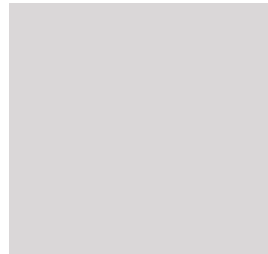
Cool Gray 2 C  
RGB 208 208 206  
HEX/HTML D0D0CE  
CMYK 5 3 5 11



Cool Gray 9 C  
RGB 117 120 123  
HEX/HTML 75787B  
CMYK 30 22 17 57



Cool Gray 1 C  
RGB 217 217 214  
HEX/HTML D9D9D6  
CMYK 4 2 4 8



# BRAND FONT

Use the TT Norms font family in all marketing and communications. Any weight and italic may be used. Here is a representative sample. This is not the complete family of options.

## TT NORMS BOLD

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## TT NORMS REGULAR

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## TT NORMS LIGHT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax Power PDF

Color (Pantone 7462C)

Kofax Power PDF

Grayscale

Kofax  
Power PDF

Stacked

Kofax Power PDF

Inverse

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax Power PDF Standard

Color (Pantone 7462C)

Kofax Power PDF Standard

Grayscale

Kofax  
Power PDF  
Standard

Stacked

Kofax Power PDF Standard

Inverse



## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax Power PDF Advanced

Color (Pantone 7462C)

Kofax Power PDF Advanced

Grayscale

Kofax  
Power PDF  
Advanced

Stacked

Kofax Power PDF Advanced

Inverse

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

# Kofax Power PDF Reader

Color (Pantone 7462C)

# Kofax Power PDF Reader

Grayscale

# Kofax Power PDF Reader

Stacked

# Kofax Power PDF Reader

Inverse

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax eCopy®

Color (Pantone 7462C)

Kofax eCopy®

Grayscale

Kofax  
eCopy®

Stacked

Kofax eCopy®

Inverse

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax SafeCom®

Color (Pantone 7462C)

Kofax SafeCom®

Grayscale

Kofax  
SafeCom®

Stacked

Kofax SafeCom®

Inverse

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax Copitrak®

Color (Pantone 7462C)

Kofax Copitrak®

Grayscale

Kofax  
Copitrak®

Stacked

Kofax Copitrak®

Inverse

## WORDMARKS

The names of Kofax solutions are set in the corporate brand font, TT Norms Regular.

Kofax Equitrac® Professional

Color (Pantone 7462C)

Kofax Equitrac® Professional

Grayscale

Kofax  
Equitrac®  
Professional

Stacked

Kofax Equitrac® Professional

Inverse