DESC&RTES™

BRAND GUIDELINES

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Table of Contents

ABOUT DESCARTES

About Descartes

Uniting the People and Technology That Move The World

Descartes (Nasdaq:DSGX) (TSX:DSG) is the global leader in providing on-demand, software-as-a-service solutions focused on improving the productivity, performance and security of logistics-intensive businesses. Customers use our modular, software-as-a-service solutions to route, schedule, track and measure delivery resources; plan, allocate and execute shipments; rate, audit and pay transportation invoices; access global trade data; file customs and security documents for imports and exports; and complete numerous other logistics processes by participating in the world's largest, collaborative multimodal logistics community. Our headquarters are in Waterloo, Ontario, Canada and we have offices and partners around the world. Learn more at www.descartes.com, and connect with us on LinkedIn and Twitter.

LOGOS

Logo

Our logo is our most valuable brand asset. It should remain consistent across our communication channels.

We have 4 versions of our company logo: Descartes Color, Descartes White with Blue Triad, Descartes Solid White and Descartes Solid Gray. Our color version should be used in the vast majority of circumstances. The blue triad contains a gradient (formula breakdown is below).

DESCARTES™

Descartes Color Logo with Blue Triad

Pantone Cool Gray 11C
HEX: #53565A
CMYK: 0 | 0 | 0 | 85
RGB: 77 | 77 | 77

Pantone Gradient of 300C - 2995C
HEX: #009CEB - #0055AA
CMYK: 90 - 100 | 11 - 44 | 0 - 0 | 0 - 0
RGB: 0-0 | 170-85 | 255-170

DESCARTES™

Descartes White Logo with Blue Triad

White
HEX: #FFFFFF
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255

Pantone Gradient of 300C - 2995C
HEX: #009CEB - #0055AA
CMYK: 90 - 100 | 11 - 44 | 0 - 0 | 0 - 0
RGB: 0-0 | 170-85 | 255-170

DESCARTES™

Descartes Solid Gray Logo

Pantone Cool Gray 11C
HEX: #53565A
CMYK: 0 | 0 | 0 | 85
RGB: 77 | 77 | 77

DESCARTES™

Descartes Solid White Logo

White
HEX: #FFFFFF
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255

DESCARTES™

Product Logos

In addition to our company logo, we have 4 official versions of product logos: Descartes Color, Descartes White with Blue Triad, Descartes Solid Gray and Descartes Solid White. Our color version should be used in the vast majority of circumstances. Please note: the blue triad contains a gradient (formula breakdown is below).

When creating a product logo, please note that the typeface used for the product name text is Frutiger Regular in Descartes Dark Gray. No trademark is needed in the visual product logo, only in the written product name.

DESCARTES™
Product Name

Descartes Color Product Logo with Blue Triad

Pantone Cool Gray 11C
HEX: #53565A
CMYK: 0 | 0 | 0 | 85
RGB: 77 | 77 | 77

Pantone Gradient of 300C - 2995C
HEX: #009CEB - #0055AA
CMYK: 90 - 100 | 11 - 44 | 0 - 0 | 0 - 0
RGB: 0-0 | 170-85 | 255-170

DESCARTES™
Product Name

Descartes White Product Logo with Blue Triad

White
HEX: #FFFFFF
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255

Pantone Gradient of 300C - 2995C
HEX: #009CEB - #0055AA
CMYK: 90 - 100 | 11 - 44 | 0 - 0 | 0 - 0
RGB: 0-0 | 170-85 | 255-170

DESCARTES™
Product Name

Descartes Solid Gray Product Logo

Pantone Cool Gray 11C
HEX: #53565A
CMYK: 0 | 0 | 0 | 85
RGB: 77 | 77 | 77

DESCARTES™
Product Name

Descartes Solid White Product Logo

White
HEX: #FFFFFF
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255

Maintaining Clear Space

Always position the logo for maximum impact and give it plenty of room to help to ensure visibility and legibility.

The minimum clear space for both the Descartes logo and the Descartes Product Logo is .25" (.635 cm). Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most of our white papers, eBooks and printed communications. In that regard, the clear space rule should be maintained whenever the logo is proportionately enlarged.
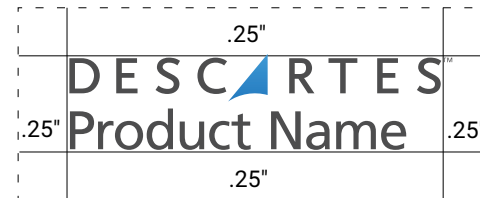
Minimum Logo Size

When reproducing the Descartes logo, please be conscious of its size and legibility. When our logo is placed too small, it ceases to serve any useful communication function. The Descartes logo should never appear less than .25" (.635 cm) tall in printed materials, and no less than 18 px tall when used in any digital medium.

Incorrect Logo Usage

The Descartes logo and Product Logo are both a visual representation of our company, and it is important that they remain consistent. The following examples are the most common misuses of our logos:
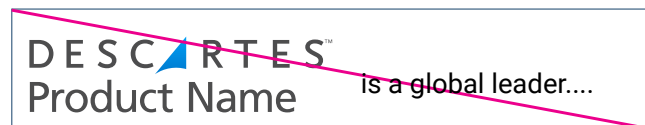

Do not skew, stretch, squeeze or distort the logo.

Do not change the colors of the logo.

Do not add elements or words to the logo.

Do not use the logo as part of a sentence.

Do not apply gradients, drop shadows, or other effects to the logo

Do not change the typeface of the logo.

Do not group the logo with another company's logo.*

* The only exception is for recent acquisitions. Please see page 79 for "Brand Integration" guidelines.

COLORS

Color

The Descartes color system has primary and secondary palettes, each with its own subgroupings of colors. The primary color palette (RGB, HEX, CMYK, and Pantone®) should be used whenever possible.

Primary and Supplemental Colors

The primary and supplemental colors of the Descartes color system are Descartes Dark Blue, Descartes Light Blue, and Descartes Dark Gray. Descartes Dark Blue and Light Blue are the dominant colors and Dark Gray is the supplemental color.
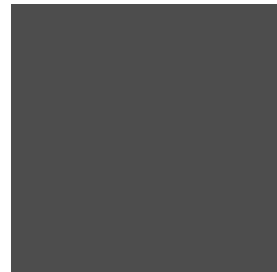
Descartes Dark Blue

Pantone 108-8-C
RGB: 19 | 65 | 105
HEX: #134169
CMYK: 100 | 52 | 0 | 50

Descartes Light Blue

Pantone 2995 C
RGB: 0 | 156 | 235
HEX: #009CEB
CMYK: 90 | 11 | 0 | 0

Descartes Dark Gray

Pantone Cool Gray 11 C
RGB: 77 | 77 | 77
HEX: #53565A
CMYK: 0 | 0 | 0 | 85

Descartes Traditional Dark Blue*

Pantone 300 C
RGB: 0 | 85 | 170
HEX: #0055AA
CMYK: 100 | 44 | 0 | 0

Following are general application uses for the various color modes:

- Pantone: Offset and silk-screen printing
- CMYK: Process offset printing
- RGB and HEX colors: Web, video and Microsoft Office® software applications.

* For use in Logo Triad Gradient only

Secondary and Accent Colors

In addition to primary palette, the following secondary and accent colors may be used on Descartes materials. They are: Descartes Medium Blue, Descartes Light Green, Descartes Light Orange, and Descartes Light Gray. Please use these colors sparingly throughout your visuals.

Descartes Medium Blue

Pantone 3005 C
RGB: 0 | 125 | 192
HEX: #007DC0
CMYK: 100 | 35 | 0 | 0
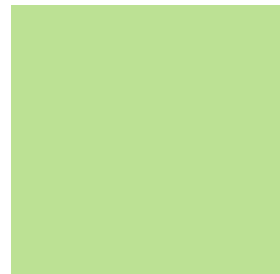
Descartes Light Green

Pantone 7486 C
RGB: 188 | 225 | 148
HEX: #BADD92
CMYK: 25 | 0 | 50 | 0

Descartes Light Orange

Pantone 1375 C
RGB: 255| 153 | 34
HEX: #FF9922
CMYK: 0 | 40 | 90 | 0

Descartes Light Gray

Pantone Cool Gray 5 C
RGB: 170| 170 | 170
HEX: #AAAAAA
CMYK: 0 | 0 | 0 | 40

Following are general application uses for the various color modes:

• Pantone: Offset and silk-screen printing
• CMYK: Process offset printing
• RGB and HEX colors: Web, video and Microsoft Office software applications.

Brand Color Variations

Variations of the Descartes colors can be used to add enhancement to charts and graphs, or any graphic where more accent color options are necessary. These should be used sparingly, as needed.

Descartes Dark Blue -20%

Pantone 2727 C
RGB: 30 | 114 | 227
HEX: #1E72E3
CMYK: 88 | 55 | 10 | 1

Descartes Dark Blue -10%

Pantone 7692 C
RGB: 28 | 92| 140
HEX: #1C5C8C
CMYK: 93 | 65 | 22 | 5

Descartes Dark Blue +10%

Pantone 539 C
RGB: 1 | 42 | 73
HEX: #012A49
CMYK: 100 | 82 | 43 | 44

Descartes Dark Blue +20%

Pantone 296 C
RGB: 1 | 26 | 45
HEX: #011A2D
CMYK: 92 | 77 | 53 | 67

Descartes Medium Blue -20%

Pantone 283 C
RGB: 145 | 199 | 228
HEX: #91C7E4
CMYK: 41 | 9 | 4 | 0

Descartes Medium Blue -10%

Pantone 7688 C
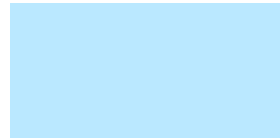RGB: 69 | 160 | 209
HEX: #45A0D1
CMYK: 68 | 23 | 4 | 0

Descartes Medium Blue +10%

Pantone 7706 C
RGB: 3 | 103 | 147
HEX: #036793
CMYK: 92 | 56 | 23 | 4

Descartes Medium Blue +20%

Pantone 3035 C
RGB: 2 | 60 | 86
HEX: #023C56
CMYK: 99 | 73| 44 | 34

Descartes Light Blue -20%

Pantone 290 C
RGB: 186 | 232 | 255
HEX: #BAE8FF
CMYK: 24 | 0 | 0 | 0

Descartes Light Blue -10%

Pantone 297 C
RGB: 102 | 204 | 255
HEX: #66CCFF
CMYK: 50 | 4 | 0 | 0

Descartes Light Blue +10%

Pantone 279 C
RGB: 64 | 139 | 215
HEX: #408BD7
CMYK: 72 | 38 | 0 | 0

Descartes Light Blue +20%

Pantone 7462 C
RGB: 3 | 81 | 133
HEX: #035185
CMYK: 99 | 73 | 24 | 7

Descartes Light Orange -20%

Pantone 7507 C
RGB: 255 | 220 | 180
HEX: #FFDCB4
CMYK: 0 | 15 | 30 | 0

Descartes Light Orange -10%

Pantone 1355 C
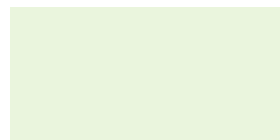RGB: 255 | 187 | 107
HEX: #FFBB6B
CMYK: 0 | 30 | 66 | 0

Descartes Light Orange +10%

Pantone 151 C
RGB: 255 | 127 | 0
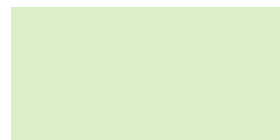HEX: #FF7F00
CMYK: 0 | 62 | 100 | 0

Descartes Light Orange +20%

Pantone 1655 C
RGB: 255 | 97 | 0
HEX: #FF6100
CMYK: 0 | 76 | 100 | 0

Descartes Light Green -20%

Pantone 7485 C
RGB: 234 | 245 | 221
HEX: #EAF5DD
CMYK: 8 | 0 | 16 | 0

Descartes Light Green -10%

Pantone 621 C
RGB: 219 | 239 | 198
HEX: #DBEFC6
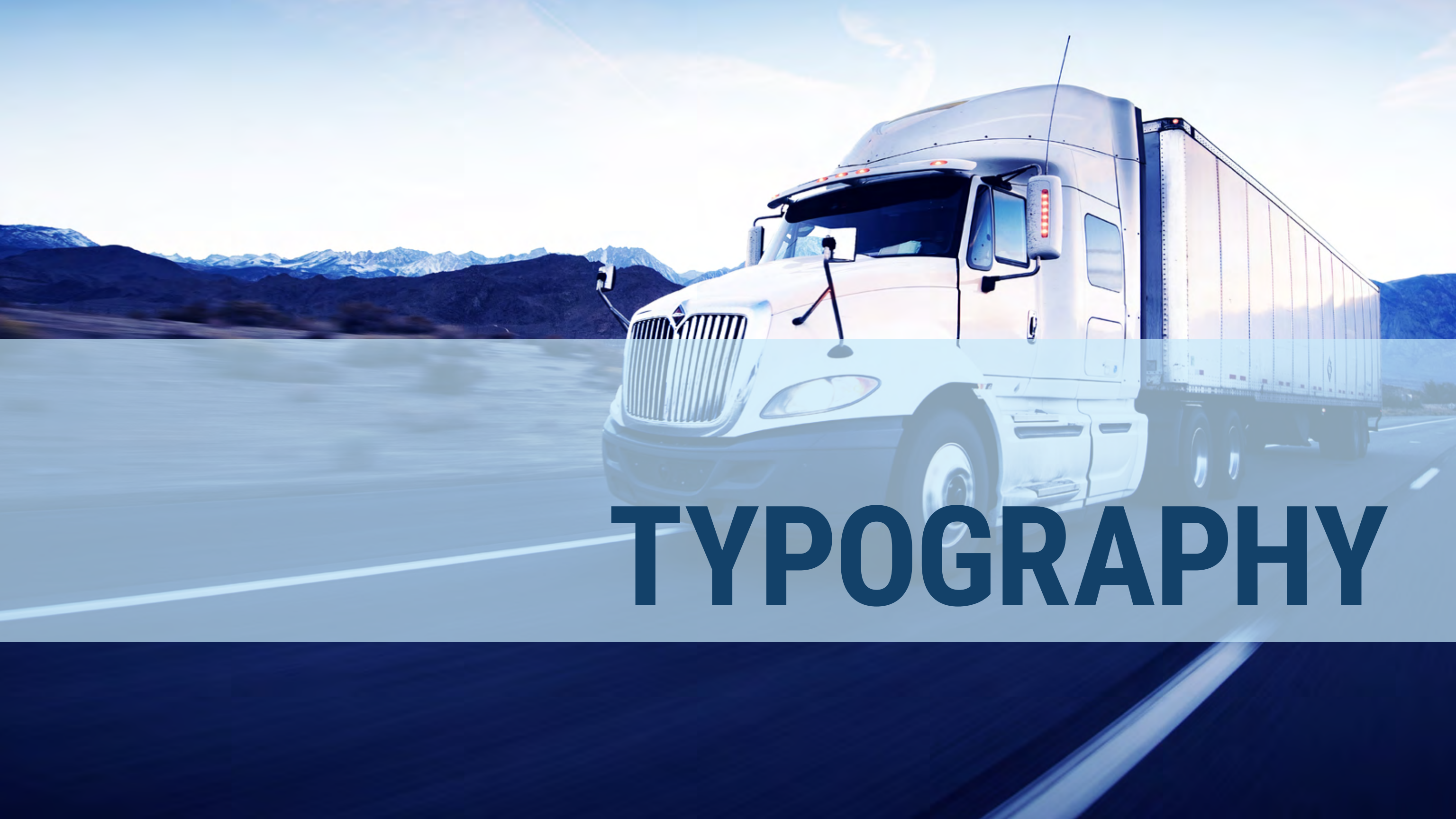CMYK: 14 | 0 | 28 | 0

Descartes Light Green +10%

Pantone 367 C
RGB: 153 | 204 | 86
HEX: #99CC56
CMYK: 45 | 0 | 86 | 0

Descartes Light Green +10%

Pantone 7737 C
RGB: 121 | 178 | 48
HEX: #79B230
CMYK: 59 | 9 | 100 | 1

TYPOGRAPHY

Typefaces

Typography provides a strong unifying element and helps convey a consistent brand image when extended across all marketing communications. The typefaces to be used across all Descartes material in layout such as PDF brochures, white papers, trade show materials and more **(with the exception of Microsoft Office material and product logos)** are the Roboto and Roboto Condensed font families, which are both available as a free download from Google® Fonts. Both typefaces offer a variety of weights and styles and provide flexibility of use.

Roboto Typography Family

Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typefaces

Again, the typefaces to be used across all Descartes material in layout such as PDF brochures, white papers, trade show materials and more **(with the exception of Microsoft Office material and product logos)** are the Roboto and Roboto Condensed font families.

Roboto Condensed Typography Family

Roboto Condensed Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Condensed Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Download

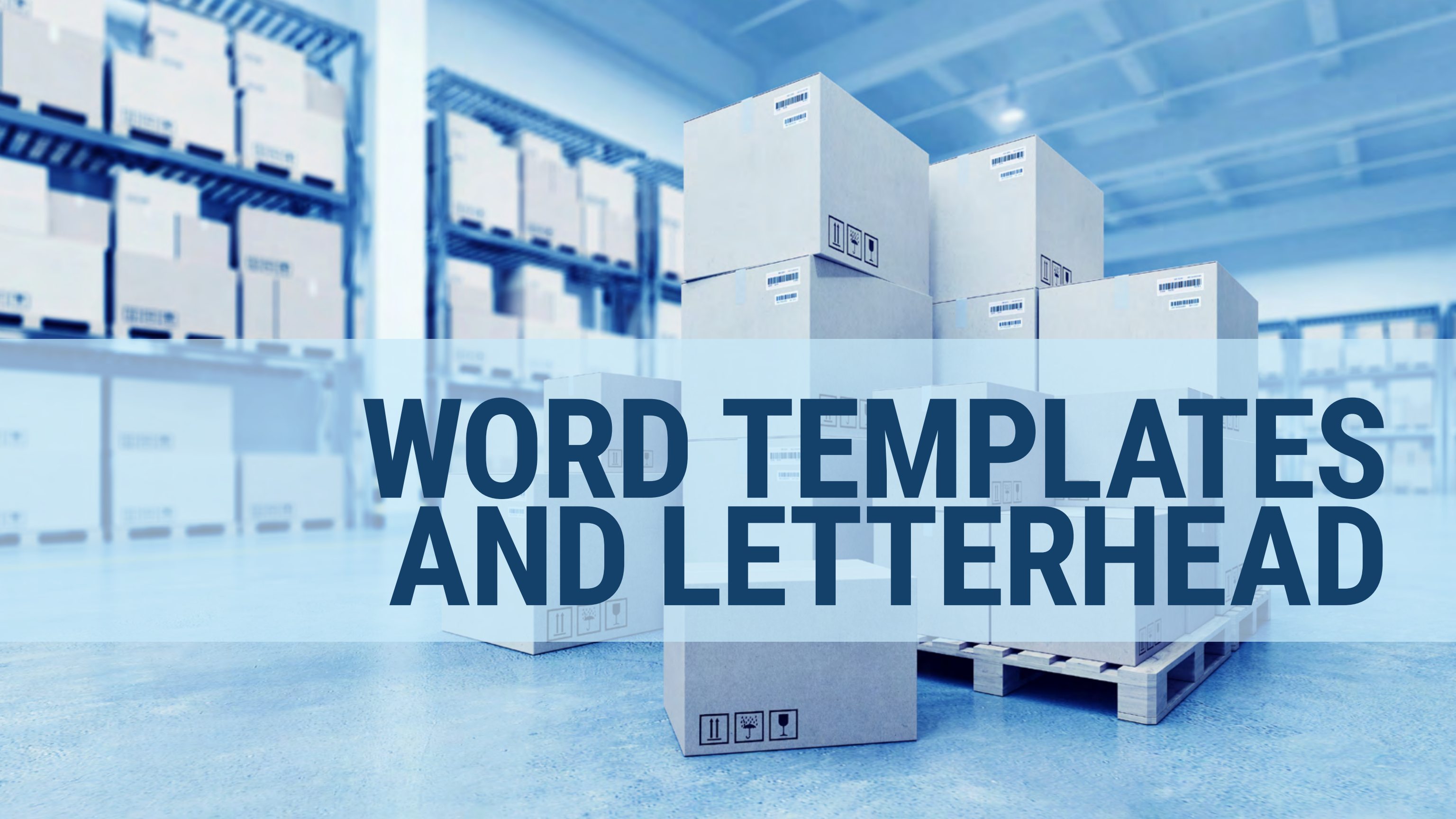**Roboto**

https://fonts.google.com/specimen/Roboto

Roboto Condensed

https://fonts.google.com/specimen/Roboto+Condensed

WORD TEMPLATES AND LETTERHEAD

Microsoft Word Typefaces

When creating documents in **any Microsoft Office application (eg. Word and PowerPoint)**, consistent use of typography is crucial. The approved typefaces for Microsoft Office documents are Calibri and Calibri Light. These typefaces are included with Windows® and MacOS®.
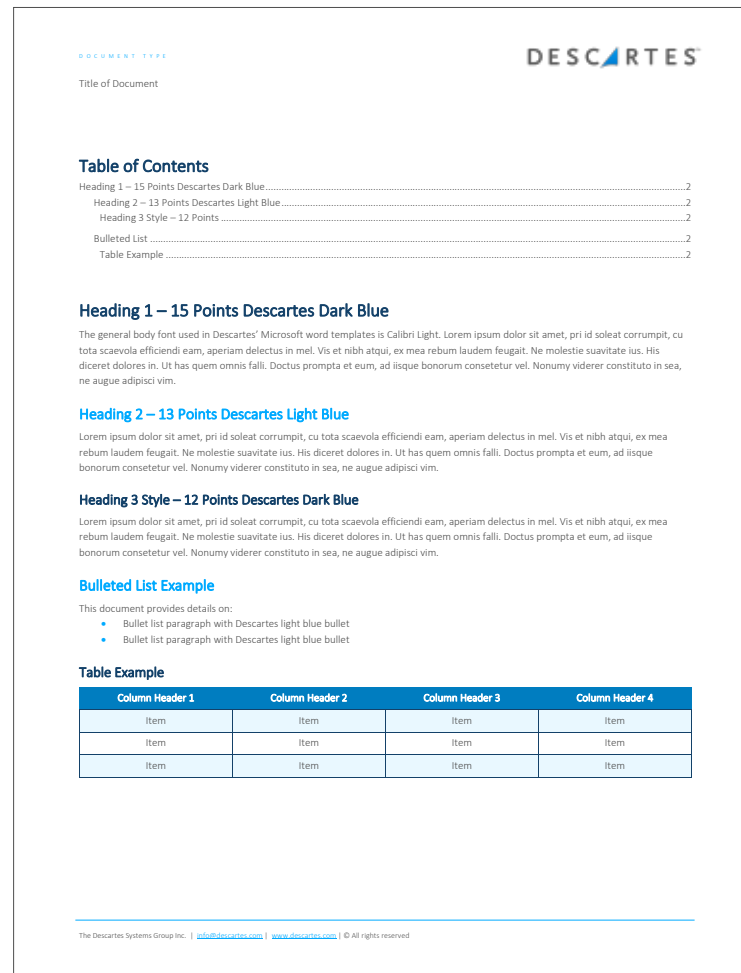
Letterhead
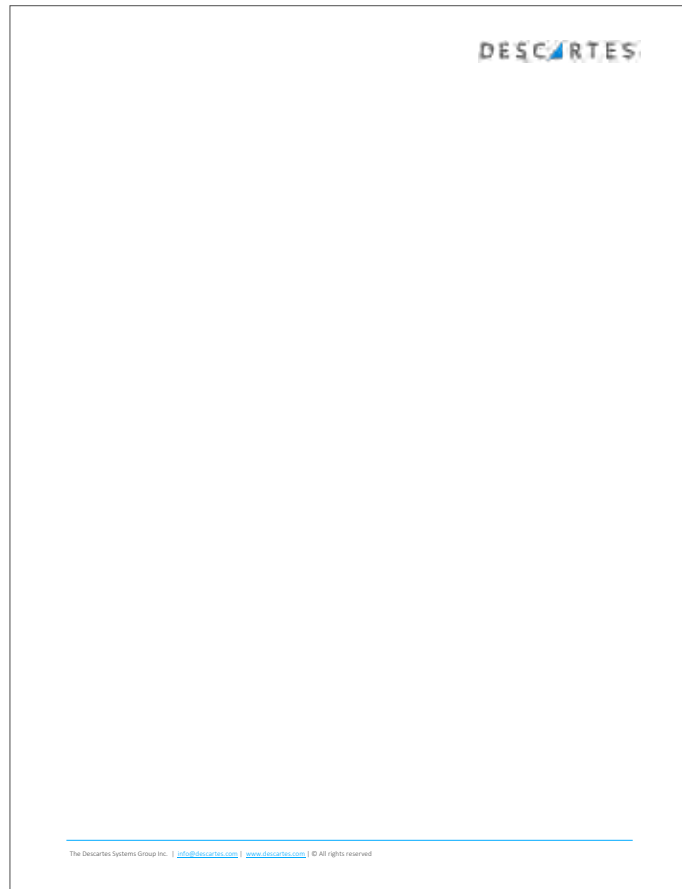
Downloads

Word templates are available for you to download. Contact the Marketing team for a link.

DESCARTES™

POWERPOINT TEMPLATES

PowerPoint Presentations

PowerPoint presentations are an important part of our communication efforts at Descartes. By using a consistent visual approach for presentations, you help maintain the integrity of the Descartes brand and a favorable impression of our products and services. Descartes' Corporate PowerPoint template is approved for use in all electronic presentations to both internal and external audiences.

Guidelines for creating presentations

1. <u>Keep the text to a minimum.</u> When creating presentations, remember the saying "Less is More." A good rule of thumb is no more than 5 key points per slide.
2. <u>Be Consistent With Style Settings.</u> Make sure headings and body copy are the same size and use the same typeface throughout the presentation. Check to make sure that the position of the heading remains the same on each page.
3. <u>Do not directly copy your outline.</u> Your slides should resemble the outline of your speech but not be a direct copy of it.

Microsoft PowerPoint Typefaces

When creating documents in **any Microsoft Office application (eg. Word and PowerPoint)**, consistent use of typography is crucial. The approved typefaces for Microsoft Office documents are Calibri and Calibri Light. These typefaces are included with Windows® and MacOS®.

Downloads

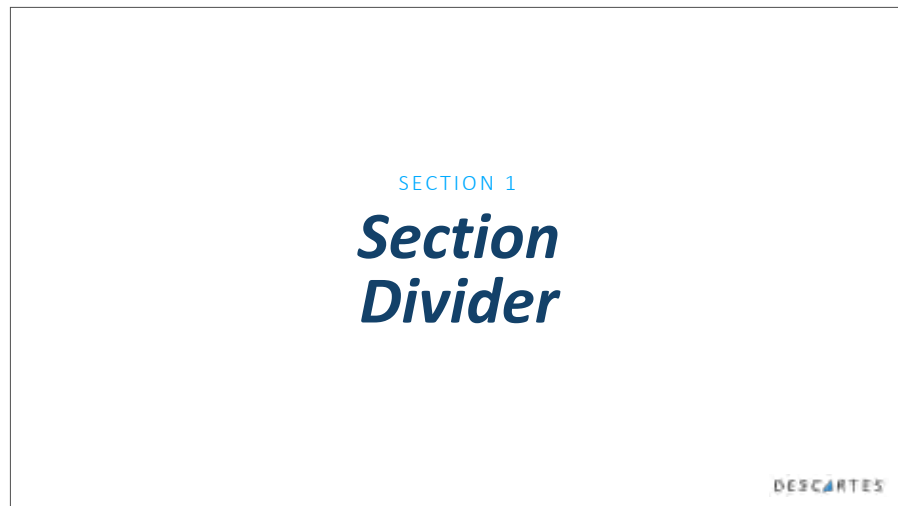PowerPoint templates are available for you to download. Contact the Marketing team for a link.

PowerPoint Samples

Presentation Title

Author's name

Date

Proprietary and Copyright of The Descartes Systems Group Inc. All rights reserved.

DESCARTES

Heading Style (Calibri Bold Italic, Dark Blue)

- Text (Calibri Light, Dark BLue)
  - Text Level 2
    - Text Level 3

DESCARTES

SECTION 1

Section Divider

DESCARTES

DESCARTES

UNITING THE PEOPLE & TECHNOLOGY THAT MOVE THE WORLD

EMAIL

Email Formatting

Email is a core communication for Descartes. In order to present a unified look in Descartes' email communications, the following guidelines should be applied:

Font

Email fonts should be Calibri.

Color

Please do not use solid black or other font colors in your email (with the exception of any hyperlinks). Instead, adjust settings to ensure that your font is sized at 11 points, and that the default color is Descartes Dark Gray.

Default Font Color
Descartes Dark Gray
RGB: 77 | 77 | 77

Hyperlink Color
Descartes Light Blue
RGB: 0 | 156 | 235

Email Signatures

The signature tag used in Descartes' email communications is a strong presentation of the Descartes brand. By creating a cohesive email signature, we display that Descartes is a unified company. Please adjust your email settings to match the below formatting. A full signature is only required on new emails, not all replies.

Standard Signature

Your Name (Calibri Bold, 11 points, Dark Gray)
Your Title (Calibri, 11 points, Dark Gray)

DESCARTES™

Tel: +1 (123) 456-7890
Mobile: +1 (123) 456-7890
Email: email@descartes.com
Website: www.descartes.com

Interim Acquisition Signature

Your Name (Calibri Bold, 11 points, Dark Gray)
Your Title (Calibri, 11 points, Dark Gray)

DESCARTES™ + ShipRush

Tel: +1 (123) 456-7890
Mobile: +1 (123) 456-7890
Email: email@descartes.com | email@legacydomain.com
Website: www.descartes.com | www.legacydomain.com

The timeline for use of the Interim Acquisition Signature is determined by the acquisition integration team.

Custom Signature Images

Optionally, you may choose to add a custom image to your email signature. This can be used to promote an event, available positions, or as a means of connecting with customers. While visual variation is important in email custom signature images, the following guidelines should be followed:

- Any photo used must be relevant to topic being discussed.

- Use Roboto or Roboto Condensed typefaces.

- Use brand colors.

- If a partner logo is used, it must not be sized too prominently or located too close to the Descartes logo.

- Include a clear call to action or have a hyperlink (image hyperlink can be created in Outlook)

- Incorporate an angle to separate image from text. This angle can range from 5° to 15° OR -5° to -15°, but must not be outside of that range

Sizes

Custom Signature images should be 275 px wide and 125 px tall so that they are sized in approximation to the email signature.

Signature Image samples

Signature Image Template

A template and instructions are available for you to download. Contact the Marketing team for a link.

ICONOGRAPHY

Iconography

Icons are a simple way to highlight and emphasize key messaging and content. They can be used to enhance sparse content and communicate broader ideas without having use too many words. Icons should highlight the content in your presentation or document but not be overly dominant or act as a replacement.

Our solution icons are detailed below:

Solution Icons

01 Routing, Mobile &Telematics

05 Global Trade Intelligence

02 Transportation Management

06 Descartes Global Logistics Network™

03 Customs & Regulatory Compliance

07 Ecommerce, Shipping & Fulfillment

04 Broker & Forwarder Enterprise Systems

08 B2B Messaging & Connectivity

Usage

For all pillars except Ecommerce, please use the Line Art version of the icon in the catalog whenever possible.

Downloads

A complete library and catalog of 300+ Descartes Icons are available for you to download. Contact the Marketing team for a link.

DESCARTES™

PHOTOGRAPHY

Photography

Our brand system uses photos with a photographic treatment applied to them to create a look that is unique to Descartes. This treatment further unifies our brand by giving them a bluish appearance. The blue will appear less intense on darker images and more intense on lighter images.

Please contact Descartes marketing for high resolution photography.

Photo Treatments

The Descartes visual photography look can be achieved through the application of the following settings applied in Adobe Photoshop.

Step 1
Gradient Map 1 – Hard Light (Opacity 100%):
Blue (R=27 G=89 B=139)
White (R=255 G=255 B=255)
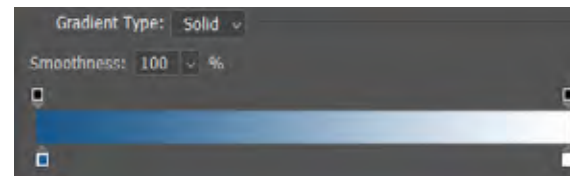
Step 2
Gradient Map 2 – Multiply (Opacity 33%):
Dark Blue (R=16 G=33 B=46)
Light Blue (R=63 G=141 B=202)
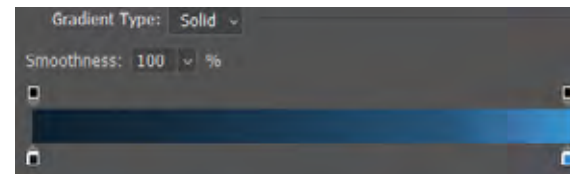
Minor adjustments may be required, such as lightening of faces or key objects, and will vary per image.

Descartes Photo Treatment – Before and After

Before photo treatment

After photo treatment
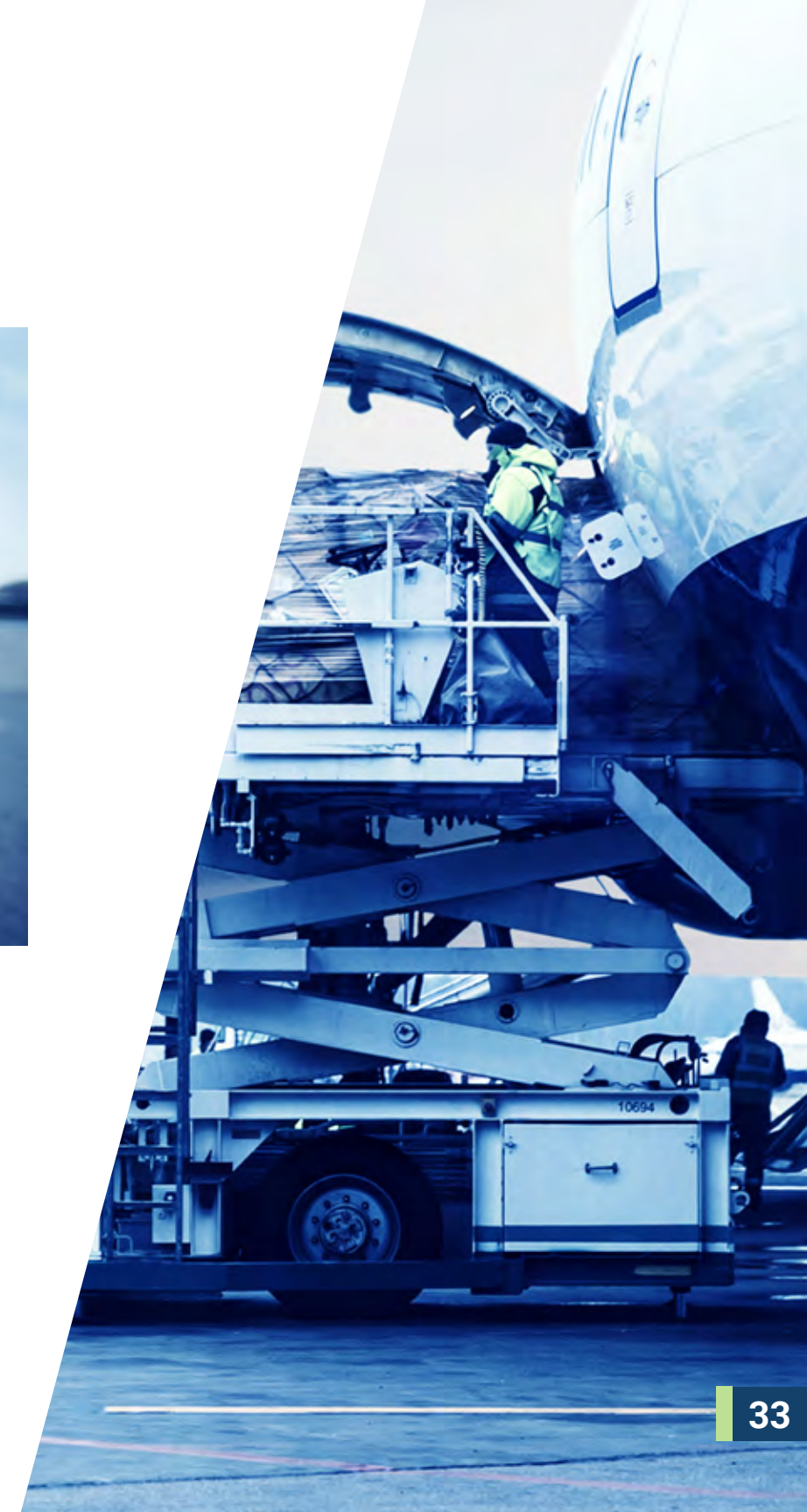
Photography Examples

The following examples are from our photo library, and are approved for use in Descartes advertising and marketing communications:

Trucking and Routing

Ocean Freight
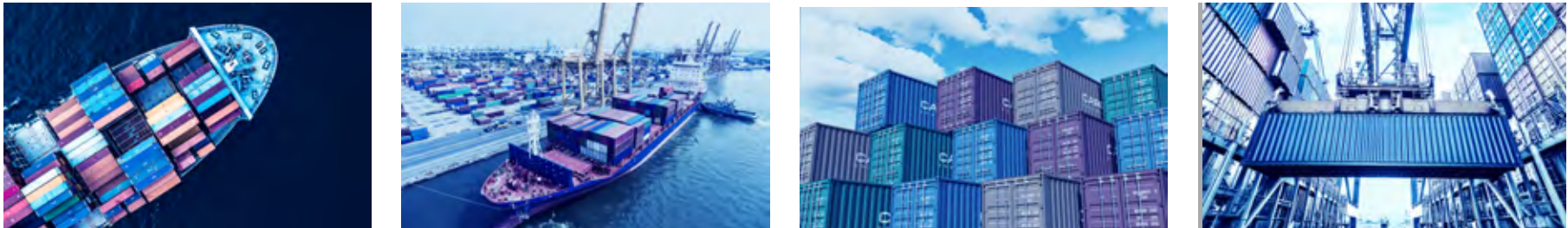
Air Freight

Warehousing / Ecommerce*

Home Delivery

Dispatch and Yard Management

* Mobile devices and screens can be customized with screenshots from a specific product.
  Contact the Marketing team for assistance with customization.

WHITE PAPERS

White Papers

Descartes white papers are designed to position the company as a thought leader within the many industries that we serve. They combine our expert industry knowledge and extensive research into a document that allows readers to understand an issue, solve a problem, or make a decision. Below are some guidelines on creating a Descartes white paper:

Photography

Please use appropriate topic-related photos throughout. Stock photos are preferable. If you must use a customer-supplied photo, please make sure that Descartes has permission to use the photo before including it in the document.

Product-Specific Screen Shots

Please reach our to the Marketing team for assistance with product and device mockups.

Charts, Graphs, and Illustrations

To keep our brand and messaging consistent, all charts, graphs, and illustrations used in a Descartes white paper should only use the brand colors defined in this guide.

Icons

Please only use approved icons from the Descartes Icon Library. If you need a specific icon that is not available in our library, please reach out to our Marketing team and we can create one for you.

Word Counts

While there isn't a limit for white papers, a typical white paper should not have more than 10 pages.

Templates

White paper templates are available for you to download. Contact the Marketing team for a link.

Samples

There are two different design templates for white papers that you can choose from.

Standard White Paper

These should be used for all organizational pillars except Ecommerce.

Cover
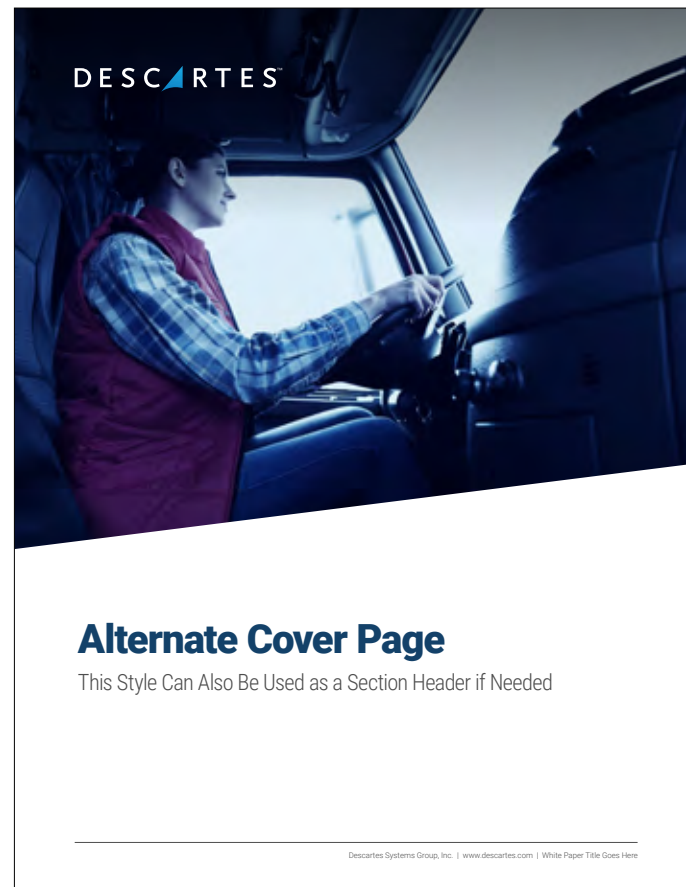
Alternate Cover
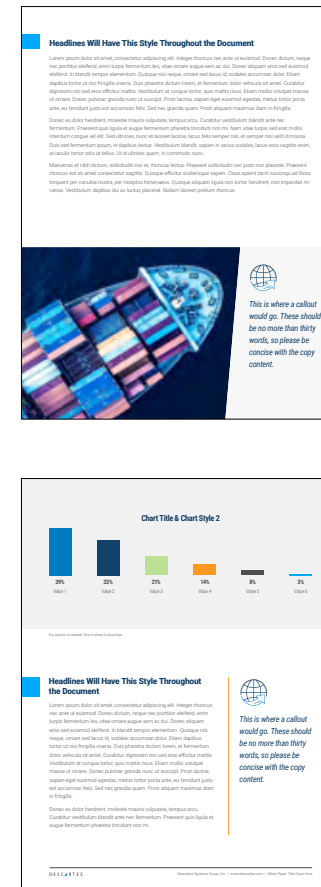
Interior Pages

PRODUCT SHEETS & BATTLE CARDS

Product Sheets

Our product sheets are intended to give a brief overview of a Descartes product that can be sent to potential customers.

Photography

Please use appropriate product-related photos in the header background. Stock photos are preferable, as they will be used as a subtle background treatment. If you must use a customer-supplied photo, please make sure that Descartes has permission to use the photo before including it in the document.

Product-Specific Screen Shots

Please reach our to the Marketing team for assistance with product and device mockups.

Icons

Please only use approved icons from the Descartes Icon Library. If you need a specific icon that is not available in our library, please reach out to our Marketing team and we can create one for you.

Word Counts

Because these product sheets are meant to be brief, it is important that your text adheres to the word counts we have set forth within the template.

Templates

Product Sheet templates are available for you to download. Contact the Marketing team for a link.

Samples

There are three different designs for Page 1 that you can choose from. This product sheet design should be used for all organizational pillars except Ecommerce.

Page 1 - Design 1

Page 1 - Design 2

Page 1 - Design 3

Page 2

Battle Cards

Battle cards are visual aids that include information about Descartes products/services, competitive intelligence, pricing, unique selling points, partner relationships, and relevant counter questions from customers. They provide information that helps our sales team win new business.

The templates shown here are a guide, and the content should be customized as needed. Battle cards should include the following:

- Information About the Descartes Product/Service
- Profile of the Ideal Target Audience
- Descartes' Unique Selling Points
- Use Cases Applicable to a Customer
- Benefits for Customers
- Differentiating Factors
- Real-Life Success Stories

Photography
Please use appropriate product-related photos in the header background. Stock photos are preferable, as they will be used as a subtle background treatment. If you must use a customer-supplied photo, please make sure that Descartes has permission to use the photo before including it in the document.

Icons
Please only use approved icons from the Descartes Icon Library. If you need a specific icon that is not available in our library, please reach out to our Marketing team and we can create one for you.

Templates

Battle card templates are available for you to download. Contact the Marketing team for a link.

Samples

This battle card design should be used for all organizational pillars except Ecommerce.

Battle Card - FRONT

DESCARTES

The Title Goes Here, It Should Not be More Than 12 Words

Solution: Descartes Product Name   **Type:** Soultion Pillar Name

Ideal Merchant
- Pureplay ecommerce direct-to-consumer (D2C) brands with their own website and warehouse
- Fashion, fitness, lifestyle, and hobbies with significant seasonality
- Mid-market $2-50m gross merchandise sales (GMS) with ~250-5,000 orders per day
- Brands that are growing or looking to grow 30% or more per year
- Companies that operate their own warehouse
- Businesses that are outgrowing their current, entry-level system such as ShipHero, SkuVault, Veeqo, TradeGecko, and ShipStation

Who is not an ideal fit?
- Companies looking for an ERP system or an all-in-one start-up system to run their business
- Brands looking for a third-party to manage their warehouse or that don't have a warehouse
- Manufacturing companies looking for work order management or manufacturing labor planning

Trigger Words to Listen for During Discussion
- Late orders or a large order-backlog after a sales promotion
- Cancelled orders due to inaccurate inventory
- Customer complaints about getting the wrong product, quantity, or size
- Overselling due to misaligned data exchange
- Shipment tracking issues or a lack of visibility

Opening Questions
- Are you about to hire more warehouse personnel?
- Do you run your own warehouse and sell products online direct-to-consumers?
- Are warehouse and inventory issues impeding businesses growth?
- Are current systems holding you back and how?
- Are you selling finished products that are ready to ship?

Elevator Pitch
Descartes Product Name, part of Descartes [Solution Pillar], supports direct-to-consumer businesses enabling them to deliver orders more quickly, accurately, and on-time with an exceptional customer experience.

Merchant Benefits
- Decrease cancelled or problem orders
- Minimize late orders
- Enhance warehouse visibility
- Better gauge maximum order capacity
- Decrease shipping costs
- Fulfill more orders per day using current staff

Battle Card - BACK

Top 5 Challenges
- Brands that often deal with canceled or problem orders due to selling items that are not in stock
- Companies that face order picking errors or an inefficient manual double-check of orders before shipping
- Businesses that struggle with late orders due to a lack of prioritization capabilities
- Brands that face warehouse performance visibility questions such as "Are we doing better today than yesterday?"

Product Features
- **Cloud-based web application for warehouse management:** Typically used by managers, customer service, and non-warehouse team members
- **Android-based mobile application for warehouse activity:** Typically used by warehouse staff
- Multiple picking strategies: **Capable of single-order / single-item orders as well as multi-order batch** picking
- **High degree of configurability:** Almost every screen of the mobile app can be adapted to meet requirements
- **Multi-carrier ready:** Fully integrated parcel and LTL shipment processing
- **Off-line mode:** Print labels and documents whenever needed

Key Differentiators
- System configuration by operations not IT
- Fully remote onboarding within 4-8 weeks
- Flexible mobile configuration such as hiding and moving fields
- Support of role and experience level picking strategies
- High-volume capable— companies can process thousands of orders per day
- Branded consumer facing tracking pages and automated email notifications
- Easy-to-use but highly capable business rules such as:
- Carrier and service selection
- Batch orders that meet specific criteria
- Print brand-specific packing lists
- Automation of reoccurring tasks
- Support for freight shipping including LTL and truckload as well as parcel
- Options to integrate with internal systems
- Discount insurance

Case Studies
- **Client 1:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget gravida massa, sed mattis orci. Vestibulum a scelerisque velit, quis ultrices ligula.
- **Client 2:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget gravida massa, sed mattis orci. Vestibulum a scelerisque velit, quis ultrices ligula.
- **Client 3:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget gravida massa, sed mattis orci. Vestibulum a scelerisque velit, quis ultrices ligula.

Pricing
- Pricing Information goes here

Referral Method: Submit leads to info@descartes.com

DESCARTES

CUSTOMER SUCCESS STORIES

Customer Success Stories

Our Customer Success Stories depict real-world examples of how a Descartes product was successfully implemented and how that product improved the customer's business and operations. Our customer success stories follow a basic formula of Challenge --> Solution --> Result.

Photography

Please use appropriate product-related photos in the header background. Stock photos are preferable, as they will be used as a subtle background treatment. If you must use a customer-supplied photo, please make sure that Descartes has permission to use the photo before including it in the document.

Icons

Please only use approved icons from the Descartes Icon Library. If you need a specific icon that is not available in our library, please reach out to our Marketing team and we can create one for you.

Word Counts

Because customer success stories are meant to be brief, it is important that your text adheres to the word counts we have set forth within the template.

Downloads

Customer Success Stories templates (PDF and PowerPoint versions) are available for you to download. Contact the Marketing team for a link.

Samples

This customer success story design should be used for all organizational pillars except Ecommerce.

DESCARTES

Title, 10 Words Maximum And Must Not Exceed 2 Lines

COMPANY LOGO

Power Statement, 65 words maximum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris mattis ante semper consectetur. Donec mattis libero lobortis accumsan interdum. Vestibulum arcu enim, aliquam non rhoncus eget, iaculis ac dolor. Praesent ipsum ante, pharetra faucibus cursus vel, efficitur eu nulla. Donec sodales quam non accumsan condimentum. Vestibulum pulvinar tempus eros. Proin tincidunt a lorem ac malesuada.

"Quote, 60 words maximum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris mattis ante semper consectetur. Donec mattis libero lobortis accumsan interdum. Vestibulum arcu enim, aliquam non rhoncus condimentum."

Full Name
Complete Title, Full Company Name

Company Profile
Company Name
Industry Sector

Descartes Solution
Descartes Product™

About the Client
Boilerplate text, 40 words maximum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris mattis ante semper consectetur. Donec mattis libero lobortis accumsan interdum. Vestibulum arcu enim, aliquam non rhoncus eget, iaculis ac dolor. Praesent ipsum ante.

Quick Overview

Challenge
Primary Challenge Here

Solution
The solution that was achieved using Descartes' technology

Results
- 4 short bullet points
- 4 short bullet points
- 4 short bullet points
- 4 short bullet points

READ THE FULL STORY →

Challenge: Lorem ipsum dolor sit amet

Challenge, 100 words maximum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris mattis ante semper consectetur. Donec mattis libero lobortis accumsan interdum. Vestibulum arcu enim, aliquam non rhoncus eget, iaculis ac dolor. Praesent ipsum ante, pharetra faucibus cursus vel, efficitur eu nulla. Donec sodales quam non accumsan condimentum.

Vestibulum pulvinar tempus eros. Proin tincidunt a lorem ac malesuada. Fusce hendrerit nulla vitae mi cursus. Vestibulum commodo urna et dui ultrices volutpat. Aliquam a ante sed nisi mattis viverra non ut erat. Vivamus vitae rutrum nisi et tunum.

Solution: Lorem ipsum dolor sit amet

Solution, 275 words maximum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris mattis ante semper consectetur. Donec mattis libero lobortis accumsan interdum. Vestibulum arcu enim, aliquam non rhoncus eget, iaculis ac dolor. Praesent ipsum ante, pharetra faucibus cursus vel, efficitur eu nulla. Donec sodales quam non accumsan condimentum. Vestibulum pulvinar tempus eros. Proin tincidunt a lorem ac malesuada. Fusce hendrerit nulla vitae mi cursus, nec facilisis urna fringilla. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur maximus in velit in suscipit. Etiam viverra interdum lobortis. Integer rutrum laoreet placerat.

Vestibulum commodo urna et dui ultrices volutpat. Aliquam a ante sed nisi mattis viverra non ut erat. Vivamus vitae rutrum nisi. Proin ex nisl, accumsan sed sagittis eget, consectetur vel odio. In congue, diam eu auctor mollis, neque enim tempus tortor, eget iaculis tortor dui eu magna. Nunc dignissim risus eget nulla gravida consequat. Ut nec arcu lacus. Curabitur non est urna. Integer consequat odio lorem, quis aliquam magna feugiat feugiat. Aliquam sollicitudin suscipit libero, ac dapibus felis dapibus vel. Nullam a iaculis lectus, sit amet sodales turpis. Etiam eleifend nec leo at fringilla. Proin hendrerit suscipit congue. Phasellus rhoncus purus sapien, ut volutpat libero ultricies eget. Morbi tempus a augue a ultricies.

Praesent elit quam, vestibulum ut egestas ac, dapibus vitae orci. Vivamus at tempus nunc, lacinia fermentum mauris. Sed rutrum non eros ac tempus. Praesent sodales accumsan tortor, commodo blandit purus malesuada in. Donec elementum, ligula quis pulvinar euismod, est erat aliquet sapien, eu egestas velit tortor molestie erat. Vivamus efficitur magna finibus ornare pellentesque.

Results:

Result 1
Result, 35 words maximum (each). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris ante semper consectetur. Donec mattis libero lobortis accumsan interdum.

Result 3
Result, 35 words maximum (each). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris ante semper consectetur. Donec mattis libero lobortis accumsan interdum.

Result 2
Result, 35 words maximum (each). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris ante semper consectetur. Donec mattis libero lobortis accumsan interdum.

Result 4
Result, 35 words maximum (each). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque faucibus nunc vel viverra venenatis. Morbi nec sapien magna. Phasellus et mauris ante semper consectetur. Donec mattis libero lobortis accumsan interdum.

DESCARTES

Customer Success Story PDF

DESCARTES

Samples

[Logo]

Customer Success Title
Descartes Product™

Customer Overview

- 50 characters here with space in a bulleted list
- Bullets highlight the company, what the company does as well as the industry
- In this space include specifics about the company which our solution would then address
- 50 characters here with space in a bulleted list

Challenge

- Need to drive-up warehouse efficiency
- Also needed to boost customer service
- Integration with Oracle NetSuite
- Full connectivity with online marketplaces

Results

- The results from the PDF case study
- The results from the PDF case study
- The results from the PDF case study
- The results from the PDF case study

DESCARTES

PowerPoint

INFOGRAPHICS

Infographics

Infographics are a graphic representation of information or data or knowledge intended to present information quickly and clearly to the reader. The following are some guidelines to follow when creating infographics for Descartes:

One-sided

Infographics should be one-sided only and should fit into 8.5" x 11" (US Letter) and 8.5" x 14" (US Legal) size, or A1 and A2 size formats.. If your design does not fit within these sizes, please add only as much to the length as is needed to fit your content, however the width must stay at 8.5".

Use Descartes Approved Icons

Please only use approved icons from the Descartes Icon Library. If you need a specific icon that is not available in our library, please reach out to our Marketing team and we can create one for you.

Word Counts

While we do not have a word count limit, please remember that infographics are designed to allow the reader to quickly digest information. Use visuals prominently to explain your information and keep your word counts to a minimum.

Templates

Infographic templates are available for you to download. Contact the Marketing team for a link.

Samples

These infographic designs should be used for all organizational pillars except Ecommerce.

8.5 X 11 Infographic

8.5 X 14 Infographic

Samples

What to Look for in an FTZ Solution

DESCARTES

DESCARTES FTZ

Logistics Service Providers (LSPs) are looking to software providers with a deep knowledge of FTZ management and a commitment to help their customers improve revenue. Here's what to look for in an FTZ solution:

Continuous Automation
Automates repetitive tasks including document creation, entry filing, and invoicing to free resources

Multi-client Capable
Includes logic to enable LSPs to efficiently manage FTZs for multiple clients simultaneously

Flexible Deployment
Can be operated as a cloud-based standalone module or as an integration to current back-office solutions to keep systems intact

Item-Level Management
Features parts database management for each client to ensure compliance with FTZ inventory and goods restrictions

FTZ Compliance
Seamlessly and bi-directionally communicates with CBP and Partner Government Agencies (PGAs) to comply with FTZ regulations

Error Targeting
Flags potential FTZ violations before they occur as well as prior to transmission

Trading Partner Connectivity
Enables better supply chain management with rich rule-based integrations and electronic connectivity across trading partners

Information Repurposing
Incorporates information sharing capabilities across shipment management, entry, and freight forwarding

Customer Visibility
Provides customers with digital access to clearance and status information

For more information about how Descartes can help you automate processes and comply with CBP regulatory requirements for operating a FTZ, contact us at info@descartes.com.

© The Descartes Systems Group Inc. All rights reserved

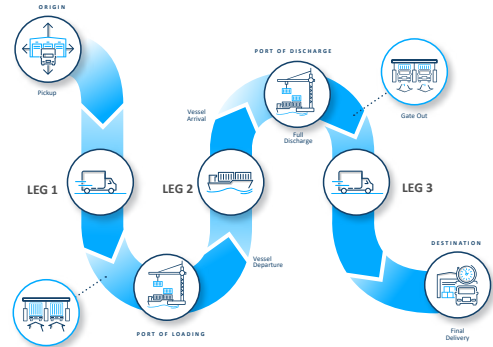**8.5 X 11 Infographic**

Why Logistics Service Providers (LSPs) Need Enhanced Insight into the Ocean Supply Chain

DESCARTES

Monitoring ocean shipments can be labor-intensive with LSPs using valuable resources to track each shipment via multiple carrier portals. A solution is needed to consolidate ocean shipment status messaging across all carriers for any Bill of Lading (BOL), stream it into existing systems and free resources to track exceptions.

Descartes Adds Enhanced Carrier & Port Visibility

Descartes can provide added visibility in the ocean shipment journey from in-gating to out-gating for delivery. Our solution provides shippers with updates of shipment statuses and empowers employees with targeted exception management to free labor to focus on value-added tasks.

ORIGIN
Pickup
Vessel Arrival
PORT OF DISCHARGE
Full Discharge
Gate Out
LEG 1
LEG 2
LEG 3
Gate In
PORT OF LOADING
Vessel Departure
DESTINATION
Final Delivery

The Descartes Difference

With connectivity to over 70 ocean carriers and 500 ports/terminals, across many stages of the shipment lifecycle, Descartes can provide superior operational and customer visibility to the status of ocean cargo and can:

Consolidate Carrier & Port Data	Visibility to Any Bill of Lading	Integrate with Back-office Systems	Reduce Detention & Demurrage
Receive all status information from one centralized portal without individual carrier set-up	Achieve full visibility without being mentioned on a BOL	Drive the shipment workflow with data feeds directly into existing platforms	Date-stamped in-gating status and recordkeeping can help reduce carrier fees

Contact us to learn how Descartes Advanced Ocean Tracking™ can elevate visibility:
www.descartes.com/who-we-are/contact-us

info@descartes.com | www.descartes.com   © The Descartes Systems Group Inc. All rights reserved.

8.5 X 16 Infographic

PROMOTIONAL EMAILS

Promotional Emails

These are designed to let our customers know about a specific product, service, or event.

Header Images

We have created a layered Photoshop file for you to generate your own custom header images. If you do not have access to Photoshop, we have also created a PowerPoint document that you can use to generate your own header images and export them as JPGs. Please note:

- **Photography**
  Both the Photoshop and PowerPoint file contain a variety of background images for each of our solution areas.

- **Text**
  Both the Photoshop and PowerPoint file have the correct typeface, sizes, position, and colors pre-selected. Please do not alter these settings when adding your text.

Icons

Please only use approved icons from the Descartes Icon Library. If you need a specific icon that is not available in our library, please reach out to our Marketing team and we can create one for you.
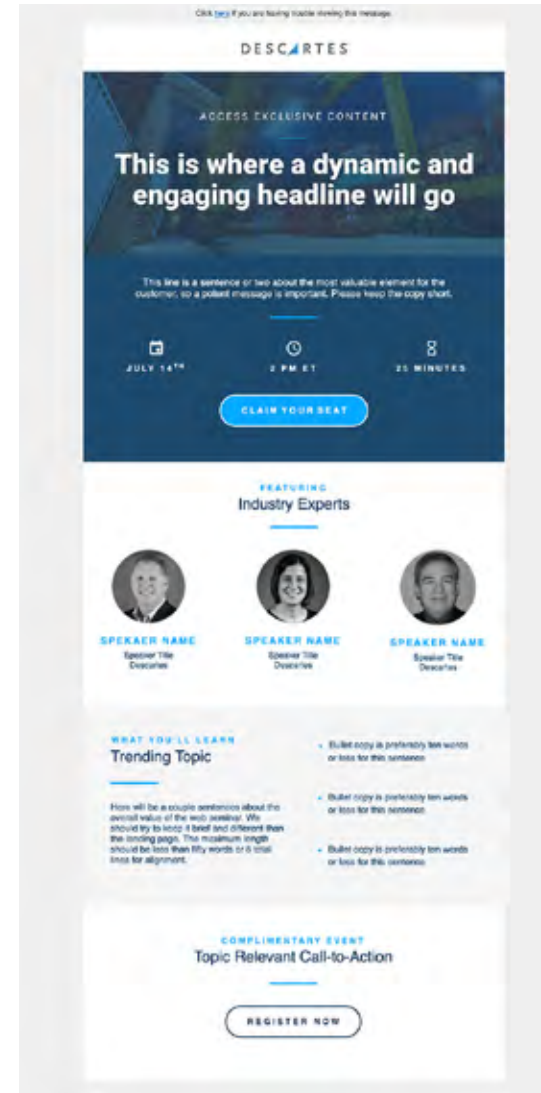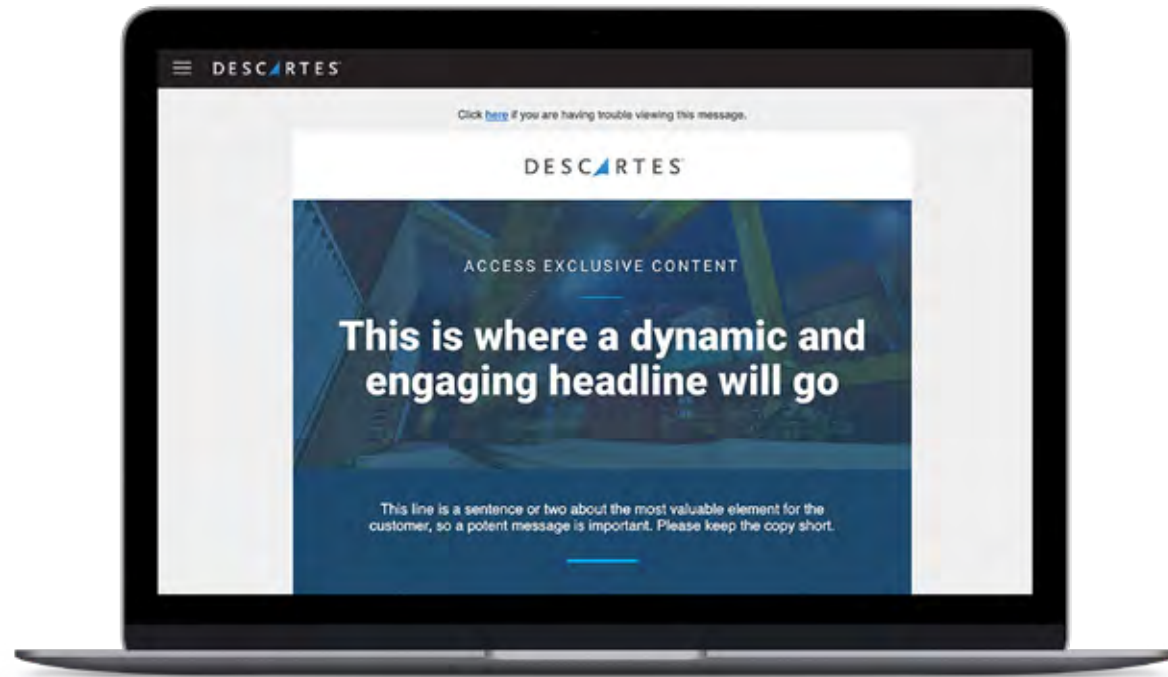
Word Counts

Keep your messaging as brief as possible, making sure that your text adheres to the word counts we have set forth within the template.
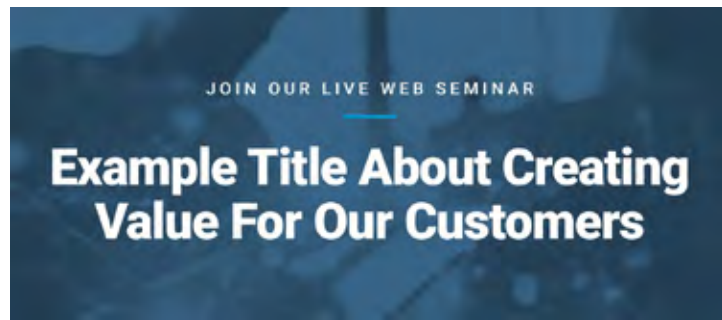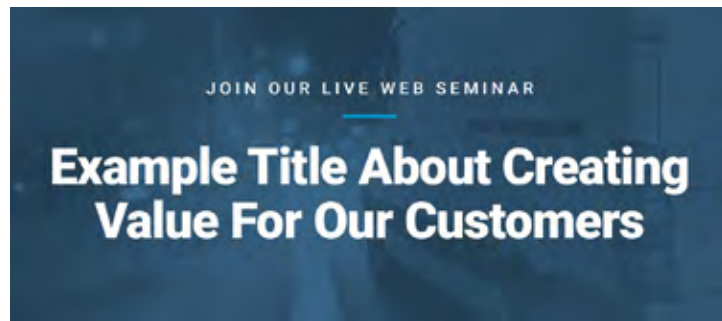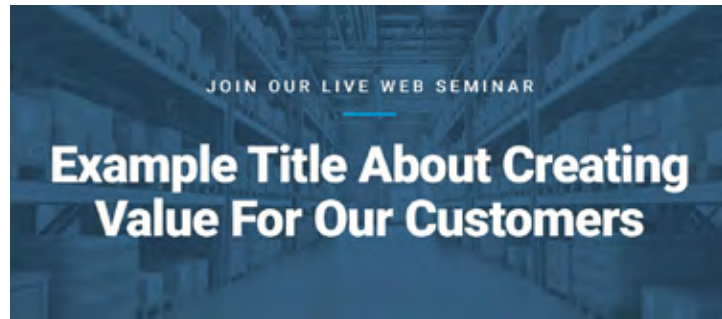
Downloads

Images, files, and instructions are available for you to download. Contact the Marketing team for a link.

Email Template Samples

Header Image Samples

Web Seminar/Event Header Options

White Paper Header Options

CUSTOM BACKGROUNDS AND COVER IMAGES

Custom Background and Cover Images

While their use is optional, these images are another way for you to customize apps and services (such as LinkedIn and Teams) with the Descartes brand.

LinkedIn Cover Images

LinkedIn cover images are available for you to customize your personal LinkedIn profile. We have created a few Descartes-branded options for you to use. **The use of a Descartes-branded image on your personal profile is entirely optional**. However, please only use the Descartes-branded images that were created by our Marketing team.

Desktop Background Image

The desktop background on your Descartes-supplied computer is set by IT and cannot be adjusted.

Microsoft Teams Background Images

IT has pre-installed a Descartes-branded background in Microsoft Teams and it is ready to use. Please refer to the "Help" section of Microsoft Teams for instructions on how to change your background image.

Downloads

LinkedIn cover images are available for you to download. Contact the Marketing team for a link.

Image Samples

Microsoft Teams Background

Image Samples

LinkedIn Cover Image - Option 1

LinkedIn Cover Image - Option 2

LinkedIn Cover Image - Option 3

LinkedIn Cover Image - Option 4

LinkedIn Cover Image - Option 5

DESC**A**RTES™

PRODUCT VIDEOS AND ANIMATIONS

Product Videos and Animations

Our videos and animations are a vital component of our communications efforts. While visual variation is important, the following guidelines should be followed when creating video and animated assets for Descartes products and Services:

- All photos and illustrations used must be relevant to topic being discussed

- Use Roboto or Roboto Condensed Typefaces

- Use only brand colors

- Use icons from our icon library

- Make sure audio is as clear as possible

- If you add music, please use only licensed instrumental tracks

- Any partner logo used must not be sized too prominently or located in close proximity to the Descartes logo

- Include a clear call to action

Vendors

For videos that cannot be produced in-house, Descartes has partnered with several outside vendors to create video assets. Please contact the Marketing team who can assist with getting your project created.

Downloads

Intro videos, outro videos, and licensed instrumental music are available for you to download. Contact the Marketing team for a link.

Samples
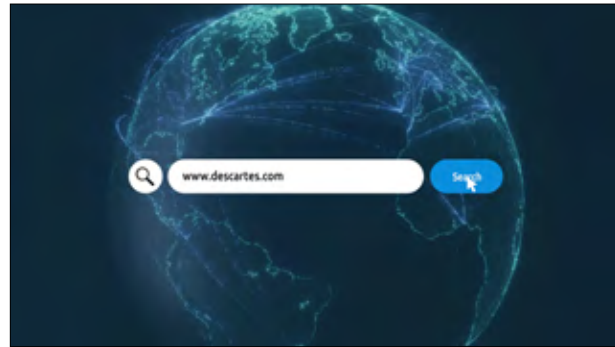
Video - Style 1 Intro

Video - Style 1 Outro

Lower Third

Video - Style 2 Intro

Video - Style 2 Outro

SOCIAL MEDIA GRAPHICS

Social Media Graphics

Social media is a vital component of our communications efforts. While visual variation is important in our social media imagery the following guidelines should be followed when creating social media graphics:

- Photo must be relevant to topic being discussed.

- Use Roboto or Roboto Condensed typefaces.

- Use brand colors.

- If a partner logo is used, it must not be sized too prominently or located to close to the Descartes logo.

- Include a clear call to action, with the following exceptions:

  - Twitter images do not need a call to action.

  - For LinkedIn Images, our recommendation is to use "Link Above" as the call to action, or leave off entirely.

- Incorporate an angle to separate image from text. This angle can range from 5° to 15° OR -5° to -15°, but must not be outside of that range.

Social Media Post Guidelines

The following guidelines should be followed when creating social media posts:

- Copy for Twitter posts should be no longer than 280 characters, including links which count for 23 characters.

- Although there is no character limit for Facebook and LinkedIn posts, please keep the content brief.

- Include a clear call to action, with a link.

- Visual variation is important in our social media graphics, please do not reuse the same design or graphic for subsequent posts.

- Photos used in social media posts must be relevant to topic being discussed.

- Use Roboto or Roboto Condensed typefaces in graphic material.

- Apply primary brand colors in graphics with accent colors used sparingly.

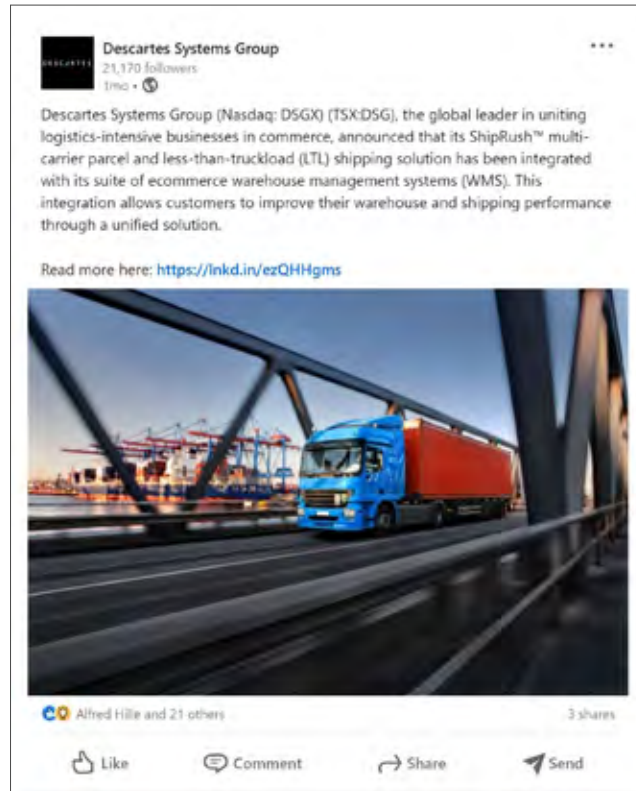- If a partner logo is used, it should be sized equally to the Descartes logo.

Social Media Graphic Examples
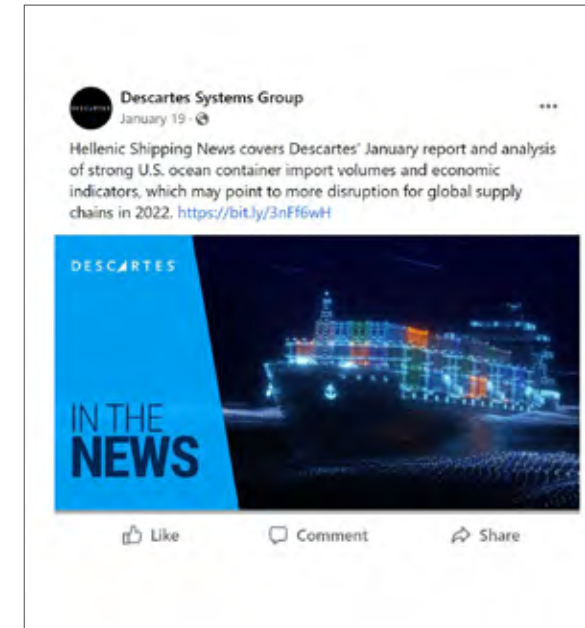
Social Media Graphic Examples

Social Media Post Examples

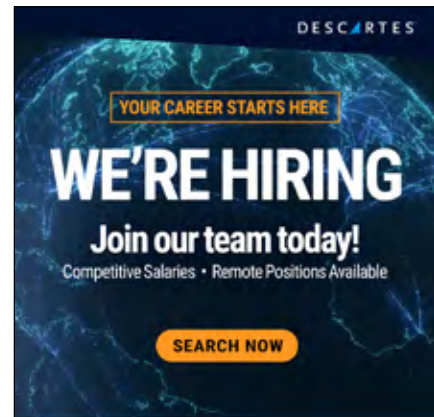**LinkedIn Post**

Twitter Post

Facebook Post

Human Resources - Recruitment, Testimonial, and Welcome Graphics

We have created a variety of custom graphics for you to use on social media to promote open positions, share employee testimonials, and welcome new team members.

Sample Images

Templates for all available images are available from Human Resources.

DIGITAL DISPLAY
ADS & BANNERS

Digital Display Ads & Banners

Digital display ads are an essential part of our global marketing efforts. They are vital for driving website traffic, generating high quality leads, and building brand awareness.

The following guidelines must be followed when creating digital display ads:

· Any photos used must be relevant to topic being discussed.

· Use Roboto or Roboto Condensed typefaces.

· Use brand colors.

· If a partner logo is used, it must not be sized larger than, or located to close to the Descartes logo.

· Include a clear call to action.

· Incorporate an angle to separate the image from the text. This angle can range from 5° to 15° OR -5° to -15°, but must not be outside of that range.

Digital Display Ad and Banner Examples

TRADESHOW DISPLAYS, BANNERS & SIGNAGE

Signage and Banners

The following guidelines should be followed when creating graphics for tradeshows and events:

- Photo must be relevant to topic being discussed.

- Use Roboto or Roboto Condensed Typefaces.

- Use only brand colors.

- If a partner logo is used, it must not be sized too prominently or located to close to the Descartes logo.

- If an angle is incorporated into the design, it can range from 5° to 15° OR -5° to -15°, but must not be outside of that range.

Examples

Tradeshow Display

Pop-up Banner

Examples

Tradeshow Display

QR CODES

QR Codes

QR Codes are a great way to quickly provide more information about our products or services. They promote immediate interaction and engagement with our content through a customer's mobile device. The following guidelines should be followed when creating QR codes for tradeshows and events:

- **Call to action**
  A QR code on its own is not a call to action. A simple directive such as "Scan Me" should be placed near the code to entice people to scan the code.

- **Use High Contrast**
  Be sure the QR code color contrasts with the background, or it may not be readable.

- **Final Output should be in SVG format**
  Creating the QR Code in SVG format ensures that it will be legible and scanable regardless of its size.

- **Minimum of 2cm x 2cm (76px X 76px)**
  Make sure the QR code is not smaller than these dimensions to ensure it can be scanned.

QR Code Samples

Minimum Size

QR Code Generator

There are many free QR Code Generators available online. Make sure that the generator has the option to save the QR Code in SVG format. QR Code Monkey is a good free online tool for creating QR codes.

BRAND INTEGRATION STRATEGY

Brand Integration Strategy

Whenever a company becomes part of the Descartes family, the following guidelines should be followed in regard to transitioning a acquired company's brand into a Descartes branded solution:

Original Logo
Company logo prior to acquisition.

Transitional
After the acquisition, use the Transitional brand. The timeline for use is determined by the acquisition integration team.

Final
The final look after the acquired company is fully rebranded in the Descartes brand family.

DESC▲RTES™

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