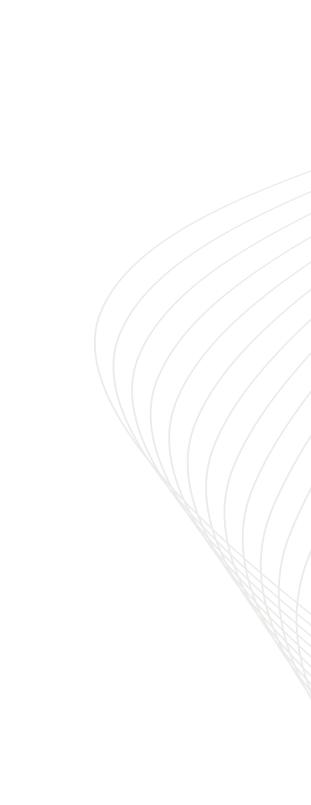




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### Overview

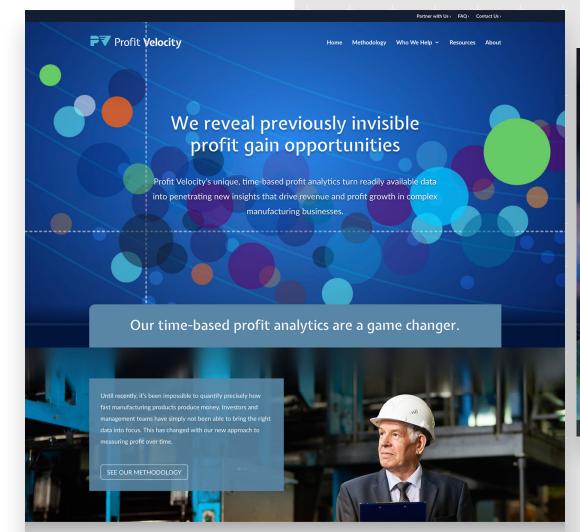
# Time-Based Profit Analytics

Profit Velocity's unique, time-based profit analytics turn readily available data into penetrating new insights that drive revenue and profit growth in complex manufacturing businesses.

profitvelocity.com

+1 415.456.1000

inquiry@profitvelocity.com



#### Do you know precisely how fast your products are making money? We do.

#### Why are you still using margin-only analytics?

stomers provide the best and worst return on assets. Let us show you how to break free from this old paradigm with analytics that let you turn data into precise measurements of profit per time.

#### We changed all that.

You'll be amazed by the unique perspective and true 'profit vision' you'll gain with our time-based profit data visualizations. It's no exaggeration to say that a whole world of new possibilities will open up to you.

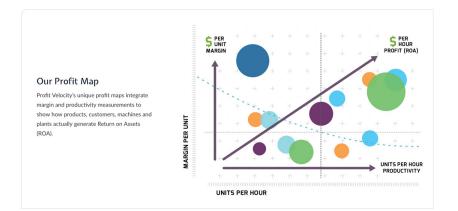
#### Let us show you which products earn profits 8x faster!

eight times faster in their best 20% of production hours than in their worst 20%. Unfortunately, they're unable to

metrics simply do not reveal it. They have

not yet integrated the right data sets to visualize this huge gap, let alone act on it. Profit Velocity solves this by sifting through the sea of data to compute the metric few manufacturers even track - margin per machine hour

**FASTER** 







## Master logo



#### Main logo

When possible, use this version of the logo.



#### Icon

For use in small spaces.



### Logo variations





Regular





Light









## Logo usage

### **Exclusion zones**

Always allow a minimum space around the logo.



X=width of P stem



The icon version of the logo needs more room on the left to create a visually balanced look. Therefore the X square is reduced by 1/3 on the right hand side.

The icon should only be used to supplement the brand when the Profit Velocity name is already mentioned or known.

### Don'ts



DON'T manipulate or stretch the logo



DON'T use with unapproved colors



DON'T use with distracting backgrounds or as a pattern.



# Typography

Headlines - Expletus Sans Type Family

## **Expletus Sans**

Expletus Sans Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Expletus Sans Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Expletus Sans Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

**Callouts** 

We provide insights that empower your success.

#### **Body Content - Lato Sans Type Family**

### **Lato Sans**

Lato Sans Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 0123456789

Lato Sans Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Sans Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopgrstuvwxyz 0123456789

#### **Buttons**

View Mergers & Acquisitions

View Mergers & Acquisitions →

SEND MESSAGE

### **Example Usage**

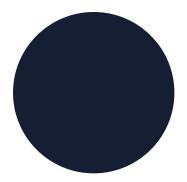
Profit Velocity is a highly specialized provider of time-based profit analytics that help our clients make far more profitable investment and operational decisions.

Our state-of-the-art analytics platform is designed to deliver invaluable insights to our partners and clients. We go well beyond the analysis of historical performance. Our unique enterprise-scale 'what if' planning capabilities allow you to instantly quantify the impact alternate scenarios will have on revenue and profit.

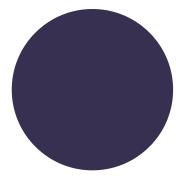


# Color palette

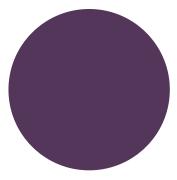
#### **Primary**



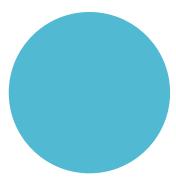
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HEX: #373051 RGB: 55.48.81 CMYK: 83.84.41.36

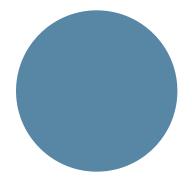


HEX: #533559 RGB: 83.53.89 CMYK: 70.84.39.29

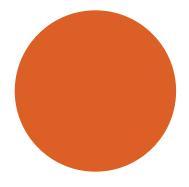


HEX: #51b9d1 RGB: 81.85.209 CMYK: 63.7.14.0

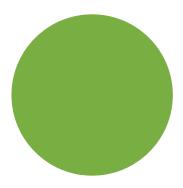
### Secondary



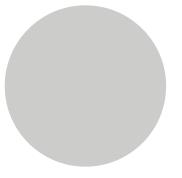
HEX: #5886a5 RGB: 88.134.165 CMYK: 70.39.23.1



HEX: #dc5f26 RGB: 220.95.38 CMYK: 9/76/100/1



HEX: #78ae42 RGB: 120.174.66 CMYK: 59.11.100.0



HEX: #ccccb RGB: 204.204.203 CMYK: 19.15.16.0

#### **Usage Density**

Colors should be given this prority when in use.





# Brand application

Brand Language
WAVES: Denote flow of data

Brand Language
BOKEH: Overlay natural bokeh as well as circles to denote scatter plot data

# Our Methodology

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.



Brand Language

**THE GRID:** Denotes measurable value