

Oracle Infographics

GUIDELINES

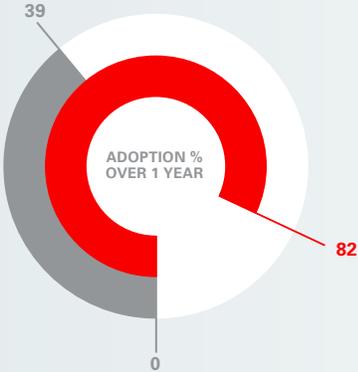


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Last Updated July 3, 2017

INTRODUCTION

Like a web page, white paper, or e-book, an infographic is another potential channel through which to communicate your messages. Some topics lend themselves well to the format while others do not—it depends on the volume of content, its complexity, and what action you want readers to take. Following these design and editorial guidelines, along with providing a comprehensive content brief, will help you create a compelling infographic that can be an integral part of your marketing campaign.

First, decide whether an infographic is the best medium with which to convey the information. Consider the following:

- Can the story and/or information set be conveyed in a brief, targeted manner?
 - Is the content simple, or, if it's complex, can graphics simplify or elucidate the content?
 - Can an infographic drive the desired results? If demand generation is the goal, is an infographic the most effective way to achieve that goal?
 - Through what channel(s) do you plan to deliver the infographic, and does your target audience typically consume information from that channel? If you plan to distribute your infographic through Facebook and Twitter and your target audience is CEOs, you likely have a mismatch between content delivery channel and preferred content consumption channel.
-

ORACLE BRAND VOICE

A strong, consistent brand voice establishes the Oracle brand personality and differentiates us from the competition. It provides a vocabulary to communicate the decisions we make today and the products and services we'll offer tomorrow.

The tone of an Oracle communication should be conversational, but to the point. Authoritative, but not arrogant. Familiar, but not overly friendly or casual. Many times thought-provoking. Never dull. Respectful of the audience's intelligence. Consistently direct and efficient. Sometimes competitive and edgy. Always fact-based, engaging, and relevant.

Our brand voice should communicate in such a knowledgeable and persuasive way that current and prospective customers will be confident in Oracle as the brand of choice for their business.

Adaptive

Engaging

Agile

Knowledgeable

Authentic

Relevant

ARCHITECTURE

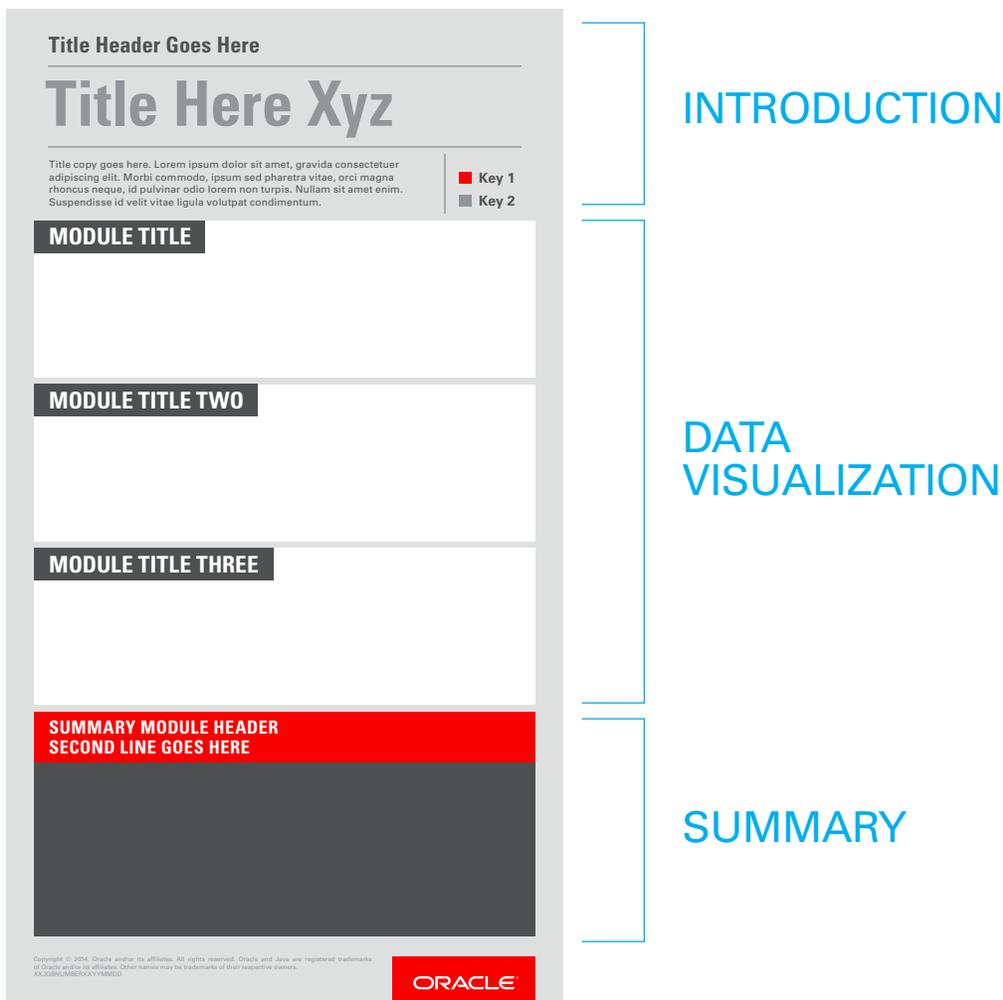
BASIC FLOW

Oracle infographics are based on a three-stage directional flow consisting of: an introduction, a body of visualized data, and a summary and call to action (CTA). Together these should tell a concise story, taking the reader from a starting point to an end point.

The **introduction** not only grabs attention with the headline, it also establishes the premise of the infographic by raising a question or making a comparison or declarative statement.

The **body** consists of clear, bold points made with visualized data graphics, which support the premise made in the introduction. Minimal and concise narrative text can be used to help tell and pace the story if needed, creating connections between the big ideas and a logical flow from beginning to end.

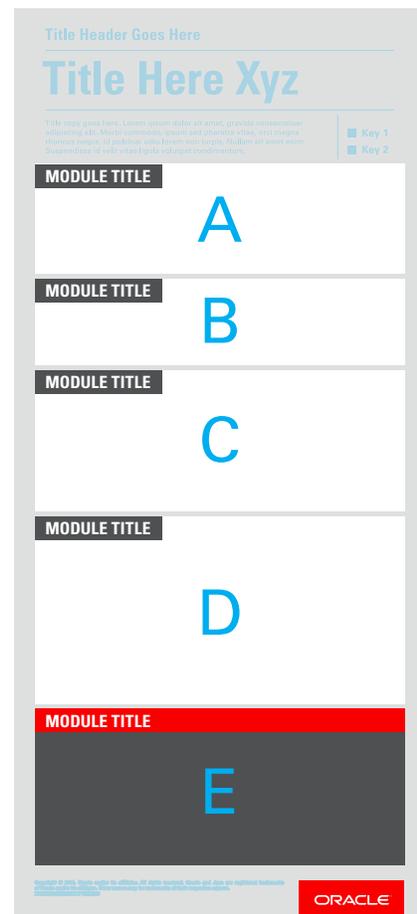
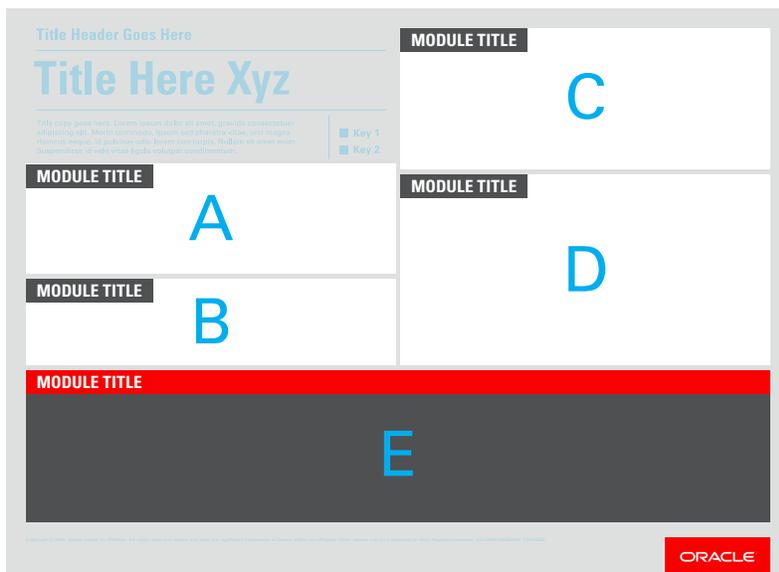
The **summary** drives home the message of the infographic by either reiterating the important elements of the data visualizations or by paying off their buildup, highlighting key takeaways for the reader. The summary module is also the place where a call to action, such as a live link, should go. A CTA is a requirement for any Oracle infographic, and should clearly call out next steps.



ARCHITECTURE

MODULARITY

The structure of Oracle infographics is based on a modular system. By having a consistent set of flexible elements, it is simple to rearrange or reconfigure each graphic as a set of visualizations in different vertical or horizontal configurations. And, because each element of the story is self-contained, it can be isolated and repurposed as a single graphic for another channel, such as a Microsoft PowerPoint slide, email, or event signage.



EDITORIAL GUIDELINES

An effective infographic¹ will:

- Present information quickly and clearly.
 - Key data points should be visualized versus included in running text.
- Integrate words and graphics to reveal information, patterns, or trends.
 - Illustrations should focus more on showing the data and the relationship between data points.
 - Illustrations should clarify the idea(s) being presented and provide context for the relationships between data points.
 - Comparisons should be easy to spot and simple to make—enhanced and not obscured by the design, structure, and copy.
- Tell the story through the combination of graphics and visuals more effectively than with words alone.

Typical characteristics of a successful infographic:

- The content tells a story, going from point A to point B, and is targeted to a very specific—not generic—audience.
- The purpose of the infographic is focused. Decide if you want the infographic to focus on awareness/thought leadership, or if it's going to be about a specific product/service/technology/event. To be effective, an infographic can do one or the other, but not both.
 - There should always be a specific call to action.
- The graphics convey meaning of their own and don't just duplicate what the words say.
- Data is presented in layman's terms.
- Information can be quickly absorbed.
- Briefer is better:
 - A good infographic contains a range of 3 to 10 factoids.
 - It includes as few words as possible—no set number, but the graphics need to do most of the talking.
- The infographic is readable on social sites such as Facebook and Twitter, as well as on mobile devices such as smartphones and tablets.
- It ends with a conclusion or call to action.

Editorial guidelines that will be used for infographics can be found in the Oracle style guide posted at: my.oracle.com/site/mktg/creative/creative. Any editorial issue not called out specifically in the Oracle style guide should be resolved by referring to *The Chicago Manual of Style*.

All product names must be consistent with the official Oracle Go-to-Market Product Names List, which can be found at: my.oracle.com/site/mktg/creative/creative. All product names must be spelled out at first usage; approved acronyms can then be used in subsequent mentions.

1. Visual.ly, visual.ly/what-is-an-infographic

EDITORIAL

CITING AND FOOTNOTING SOURCES

For an infographic (or any communication), you should cite your source(s) in the following circumstances:

1. When you quote two or more words verbatim, or even one word if it is used in a way that is unique to the source.
2. When you introduce facts that you have found in a source.
3. When you paraphrase or summarize ideas, interpretations, or conclusions that you find in a source.
4. When you introduce information that is not common knowledge or that may be considered common knowledge in your field, but the reader may not know it.
5. When you borrow the plan or structure of a larger section of a source's argument (for example, using a theory from a source and analyzing the same three case studies that the source uses).
6. When you build on another's method found either in a source or from collaborative work in a lab.
7. When you build on another's program in writing computer code or on an uncommonly known algorithm.
8. When you collaborate with others in producing knowledge.

If the source is important to the point you're making, you can cite the source in the infographic itself. For example, "In Gartner's Magic Quadrant of September 2012, Oracle was named..."

If the source isn't integral to the point being made, it must be footnoted. For example:

¹ Yale College Writing Center (2011). Warning: When You Must Cite. Retrieved from writing.yalecollege.yale.edu/warning-when-you-must-cite, February 5, 2013.

Generally, the information and format for most footnotes is as followed:

Source name, "Name of Material," URL,* release date.

Correct and consistent punctuation is important. Specifically, the name of the source material's provider should be followed by a comma, followed by the name of the source material (report, article, paper, etc), followed by a comma, followed by the URL,* followed by a comma, followed by the release date of the material, ending with a period.

*A URL is not required. If there is no URL, the date follows after the source material name.

For more information on the correct format and information needed when citing sources, go to:

chicagomanualofstyle.org/tools_citationguide.html

EDITORIAL

SOURCING AND FOOTNOTES

Sources should be footnoted below the summary module to support citations within the infographic. If there are instances where citations are too numerous or not as critical for the argument, a general “Sources available upon request” line can be used. See examples on next page.

Typographic specifications for footnote citations are detailed below.

Greater Reliability
The ODA Manager has several automated features including the ability to predict when a drive may crash and move workload to another drive while alerting the user to replace it before an emergency strikes.

Centralized Support
ODA is supported by a single vendor meaning that in the event of a support issue, Oracle can handle it quickly and comprehensively whether the issue relates to software, hardware, networking or something else.

Customer Experience Impact Report 2011, RightNow
Retail Worldview, IHL Group
US Online Retail Forecast, 2008 To 2013, Forrester Research
Global e-commerce sales head for the \$1 trillion mark (prediction from Goldman Sacks), Internet Retailer
Capitalizing on the Smarter Consumer, IBM
Customer Experience Impact Report 2011, RightNow
Current thoughts about On-shelf availability (OSA) and Out-of stocks (OOS) as they affect Retail Logistics, Professor David B. Grant - Director, Logistics Institute, Unive ta Business Challenges, Oracle Corporation
From Overload to Impact: An Industry Scorecard on Big Data Business Challenges, Oracle Corporation

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MOJ0BNLUMBERXXYYMMDD

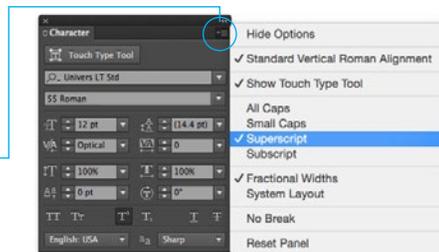
ORACLE

Footnotes

Univers LT Std / 55 Roman / 9pt / 11pt leading
Color: R127 G127 B127

Footnote Numbers

Should be typeset the same as the notes, but they should be set as superscript. To do this, click on the fly-out menu icon in the top right corner of the Illustrator Character palette and select “Superscript.” A check mark indicates this feature is on.



EDITORIAL

COPYRIGHT, JOB NUMBER, AND PUBLICATION DATE

Oracle protects its trademarks and published materials by using copyright and trademark notices on externally facing deliverables. In most cases in print and online publishing, you do not need to include the Oracle registration mark or trademark symbols with Oracle product names as long as your document includes the general trademark notice required by Oracle Legal.

That notice is as follows:

Copyright © [INSERT PUBLICATION YEAR(S)], Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

There are two additional items of information that must be included with the copyright statement:

1. The job number associated with the infographic, for internal referencing purposes.
2. The publication date, for referencing purposes and time-stamping items with a limited shelf life.

The format for this is a six-digit code referencing the year, month, and day (YYMMDD).

Example: July 8, 2017, would be **170708**.

SOURCE FOOTNOTES AND STANDARD COPYRIGHT

Centralized Support
ODA is supported by a single vendor meaning that in the event of a support issue, Oracle can handle it quickly and comprehensively whether the issue relates to software, hardware, networking or something else.

1) Customer Experience Impact Report 2011, RightNow
2) Retail Worldwide, IHL Group
3) US Online Retail Forecast, 2008 To 2013, Forrester Research
4) Global e-commerce sales head for the \$1 trillion mark (prediction from Goldman Sachs), Internet Retailer
5) Capitalizing on the Smarter Consumer, IBM
6) Customer Experience Impact Report 2011, RightNow
7) Current thoughts about On-shelf availability (OSA) and Out-of stocks (OOS) as they affect Retail Logistics, Professor David S. Grant - Director, Logistics Institute, Unive to Business Challenges, Oracle Corporation
8) From Overload to Impact: An Industry Scorecard on Big Data Business Challenges, Oracle Corporation

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STANDARD COPYRIGHT WITH "SOURCES AVAILABLE ON REQUEST."

Centralized Support
ODA is supported by a single vendor meaning that in the event of a support issue, Oracle can handle it quickly and comprehensively whether the issue relates to software, hardware, networking or something else.

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ORACLE®

Copyright, Job Number,
and Publication Date Info

Univers LT Std / 55 Roman /
9pt / 11pt leading
Color: R127 G127 B127

OFFICIAL COLOR PALETTE

PRIMARY AND SECONDARY PALETTES

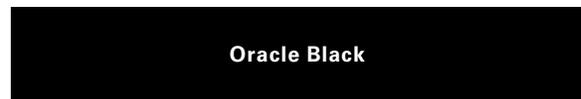
Color is one of the most effective elements for ensuring a clear and consistent presentation of the Oracle brand identity. Oracle's primary color palette consists of Oracle Red and Oracle Black. Consistent use of the official color palette is essential to maintaining a strong worldwide brand. Never tint or shade Oracle Red, it should always be used at 100%.

Oracle's secondary palette should be used to supplement and complement the primary color palette. Note that light tints and dark shades are provided as support for the primary brand colors, and therefore should be used judiciously and primarily in conjunction with the primary brand colors.

PRIMARY PALETTE



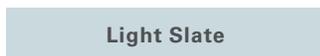
Pantone C PMS 485 C
Pantone U PMS 485 U (2 Hits)
Process C0 M100 Y100 K0
RGB R248 G0 B0
Hex F80000



Pantone C PMS Black C
Pantone U PMS Black U (2 Hits)
Process C0 M0 Y0 K100
RGB R0 G0 B0
Hex 000000

SECONDARY PALETTE

LIGHT TINTS



Pantone C PMS 5455 C
Pantone U PMS 5455 U
Process C22 M9 Y11 K0
RGB R202 G217 B222
Hex CAD9DE

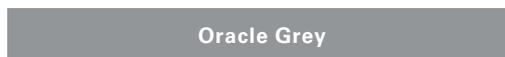


Pantone C PMS Cool Gray 2 C
Pantone U PMS Cool Gray 2 U
Process C0 M0 Y0 K20
RGB R222 G224 B224
Hex DEE0E0

CORE BRAND COLORS



Pantone C PMS 5425 C
Pantone U PMS 5425 U
Process C52 M26 Y20 K0
RGB R138 G173 B191
Hex 8AADBFB



Pantone C PMS Cool Gray 8 C
Pantone U PMS Cool Gray 8 U
Process C0 M0 Y0 K55
RGB R147 G150 B153
Hex 939699

DARK SHADES



Pantone C PMS 7545 C
Pantone U PMS 3035 U
Process C57 M25 Y17 K62
RGB R50 G75 B92
Hex 324B5C



Pantone C PMS Cool Gray 11C
Pantone U PMS Cool Gray 11U
Process C0 M0 Y0 K80
RGB R78 G80 B82
Hex 4E5052

OFFICIAL COLOR PALETTE

TERTIARY PALETTE

TERTIARY COLOR PALETTE

Oracle's tertiary color palette further infuses the brand with vibrancy and energy. Light tints and dark shades are provided for additional guidance when creating tonal gradients or monochromatic impressions. They should not be used independently of their associated core brand color.

TERTIARY PALETTE

LIGHT TINTS



Pantone C PMS 148 C
Pantone U PMS 1345 U
Process C0 M22 Y50 K0
RGB R255 G211 B158
Hex FFD39E



Pantone C PMS 290 C
Pantone U PMS 290 U
Process C23 M0 Y3 K0
RGB R189 G230 B238
Hex BDE6EE



Pantone C PMS 7485 C
Pantone U PMS 7485 U
Process C20 M0 Y30 K0
RGB R210 G232 B197
Hex D2E8C5



Pantone C PMS 692 C
Pantone U PMS 692 U
Process C5 M23 Y13 K0
RGB R235 G202 B211
Hex EBCAD3

CORE BRAND COLORS



Pantone C PMS 144 C
Pantone U PMS 130 U
Process C0 M52 Y100 K0
RGB R242 G145 B17
Hex F29111



Pantone C PMS 633 C
Pantone U PMS 314 U
Process C100 M5 Y10 K36
RGB R0 G117 B143
Hex 00758F



Pantone C PMS 7740 C
Pantone U PMS 2258 U
Process C80 M0 Y100 K20
RGB R58 G145 B63
Hex 3A913F



Pantone C PMS 7641 C
Pantone U PMS 2041 U
Process C0 M97 Y31 K44
RGB R148 G38 B69
Hex 942645

DARK SHADES



Pantone C PMS 174 C
Pantone U PMS 2350 U
Process C25 M84 Y100 K17
RGB R138 G51 B29
Hex 8A331D



Pantone C PMS 3035 C
Pantone U PMS 303 U
Process C100 M30 Y19 K75
RGB R0 G59 B77
Hex 003B4D



Pantone C PMS 7484 C
Pantone U PMS 342 U
Process C95 M15 Y80 K53
RGB R0 G79 B53
Hex 004F35



Pantone C PMS 7645 C
Pantone U PMS 2357 U
Process C56 M92 Y52 K50
RGB R89 G36 B57
Hex 592439

OFFICIAL COLOR PALETTE

GRADIENT SPECTRUMS

To further support Oracle brand activation, two color spectrums have been defined as gradients with key color stops. Oracle Grey and Oracle Slate are the midpoints of the neutral and activated spectrums, respectively. While the key color stops are defined swatches in the official secondary color palette, any values that fall within the below spectrums may be used. Please click on the buttons to download the gradient assets that can be sampled to identify custom color mixes along either spectrum. It is not recommended to use Pantone or spot colors in gradients.

ACTIVATED SPECTRUM



NEUTRAL SPECTRUM



OFFICIAL COLOR PALETTE

ASE SWATCH PALETTES

INSTALLING ASE SWATCHES

Please click on the Color Swatches buttons below to download the Adobe ASE swatch files for the Oracle brand, and instructions for how to install them in Adobe Illustrator, InDesign, and Photoshop. Please follow these instructions carefully to ensure that proper color settings are available in those applications. These color settings should always be used when working on any Oracle-related design project.

Color information is also available by clicking the link below:

my.oracle.com/site/mktg/creative/Resources/CorporateColors/cnt647982.htm

Note that the installation and management of these color palette assets is a self-service task for all Oracle employees and partners. It is each individual's responsibility to ensure that these brand color assets are installed and used correctly for all Oracle deliverables.

COLOR SWATCHES

Installation Instructions



Oracle Swatches ASE



INFOGRAPHIC COLOR APPLICATION

BACKGROUNDS, TINTS, AND SHADES

BACKGROUNDS

Oracle brand icons and other graphics may appear on any color from the approved color palettes (pages 12 and 13).

Care should be taken to always provide sufficient contrast and to avoid visually-vibrating colors. For instance, it's recommended that Oracle Red icons not appear on an Oracle Grey (60%K) background, or other color combinations with similar tonality. The below examples illustrate acceptable contrast.

GRAPHICS AS POSITIVE EXAMPLES



GRAPHICS AS REVERSE EXAMPLES



TINTS AND SHADES

It is preferred that icons are used in 100% values from the approved color palette and are not tinted or shaded. However, some instances such as infographics can benefit from using various tonal shades and tints of a single color to add depth and visual interest (refer to example below). Therefore, colors may be tinted or shaded, but only when placed against its 100% value for a tone-on-tone monochromatic impression. Colors should never be tinted or shaded and placed against a different color. Oracle Red should never be tinted.



The left example illustrates a successful instance of icons and text tinted in Oracle Orange as part of an infographic. Refer to this example when determining the amount of tinting and shading.

OFFICIAL TYPEFACES

Consistent use of Oracle’s official typefaces is fundamental to our brand identity. When used consistently, these typefaces help unify and strengthen Oracle communications. *Univers LT Std* is one of two core Oracle brand identity typeface families and is used exclusively for Oracle infographics. Use of *Univers LT Std* visually reinforces the Oracle brand in infographics.

General content within an infographic should only be set in *Univers LT Std 55 Roman* or *Univers LT Std 65 Bold*, in title or sentence case as needed.

Bold Condensed in title or sentence case is reserved exclusively for titles in the top introduction area.

Bold Condensed in all caps is reserved exclusively for module headers in the data visualization and summary areas.

Every agency or internal creative group doing creative work for Oracle is responsible for maintaining their own licenses for the official typefaces. No substitutions are allowed, even an alternate “cut” of *Univers* from a different foundry. The correct version can be [referenced here](#).

Univers LT Std 55 Roman
Univers LT Std 65 Bold

Univers LT Std 67 Bold Condensed
UNIVERS LT STD 67 BOLD CONDENSED, ALL CAPS

TYPOGRAPHY

HIERARCHY

Univers LT Std 67 Bold Condensed should be used for all headlines and module labels. Module labels are set in all caps; titles and headlines are set in title case. Examples of this can be seen below.

It is important to adhere to these typographic rules as the visual difference between condensed and roman type helps to establish hierarchy within the infographic.

EXAMPLES OF PROPER TYPE USAGE: UNIVERS LT STD 67 BOLD CONDENSED

The infographic is titled "The Choice Towards Acquiring a High-Availability Data Environment" and compares two acquisition models: "Buy" and "Build".

Buy vs Build

Most initiatives to create and manage comprehensive data environment are both complex and costly. The Oracle Database Appliance (ODA) saves companies time and money by simplifying deployment, maintenance, and support of high-availability database solutions.

COMPONENTS

Provision and Deployment

Buy	Build
1 Oracle Database Appliance	5 Hardware + Software + Networking + Storage + Consultants

TIME

Buy	Build
Provision and Deployment: 4 days	Installation and Maintenance Over 3 Years: 2198 hours

Annotations: Blue arrows point from the text "Univers LT Std 67 Bold Condensed" to the main title and "COMPONENTS" header. Another blue arrow points from "Univers LT Std 67 Bold Condensed, All Caps" to the "TIME" header.

TYPOGRAPHY

HIERARCHY

All type, excluding headlines and module labels, should be set in *Univers LT Std 55 Roman* or *Univers LT Std 65 Bold*, in sentence or title case. This includes labels and narrative text. Examples of this can be seen below.

It is important to adhere to these typographic rules as the visual difference between bold and roman type helps to establish hierarchy within the infographic.

EXAMPLES OF PROPER TYPE USAGE: UNIVERS LT STD 55 ROMAN AND UNIVERS LT STD 65 BOLD

The Choice Towards Acquiring a High-Availability Data Environment

Buy vs Build

Most initiatives to create and manage comprehensive data environment are both complex and costly. The Oracle Database Appliance (ODA) saves companies time and money by simplifying deployment, maintenance, and support of high-availability database solutions.

Buy
Build

COMPONENTS

Provision and Deployment (1) vs **Hardware Software Networking Storage Consultants** (5)

Oracle Database Appliance vs **Hardware Software Networking Storage Consultants**

Centralized Support
ODA is supported by a single vendor meaning that in the event of a support issue, Oracle can handle it quickly and comprehensively whether the issue relates to software, hardware, networking or something else.

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ORACLE®

Univers LT Std 65 Bold
Univers LT Std 55 Roman
Univers LT Std 65 Bold
Univers LT Std 65 Bold
Univers LT Std 55 Roman

TYPOGRAPHY

NARRATIVE TEXT

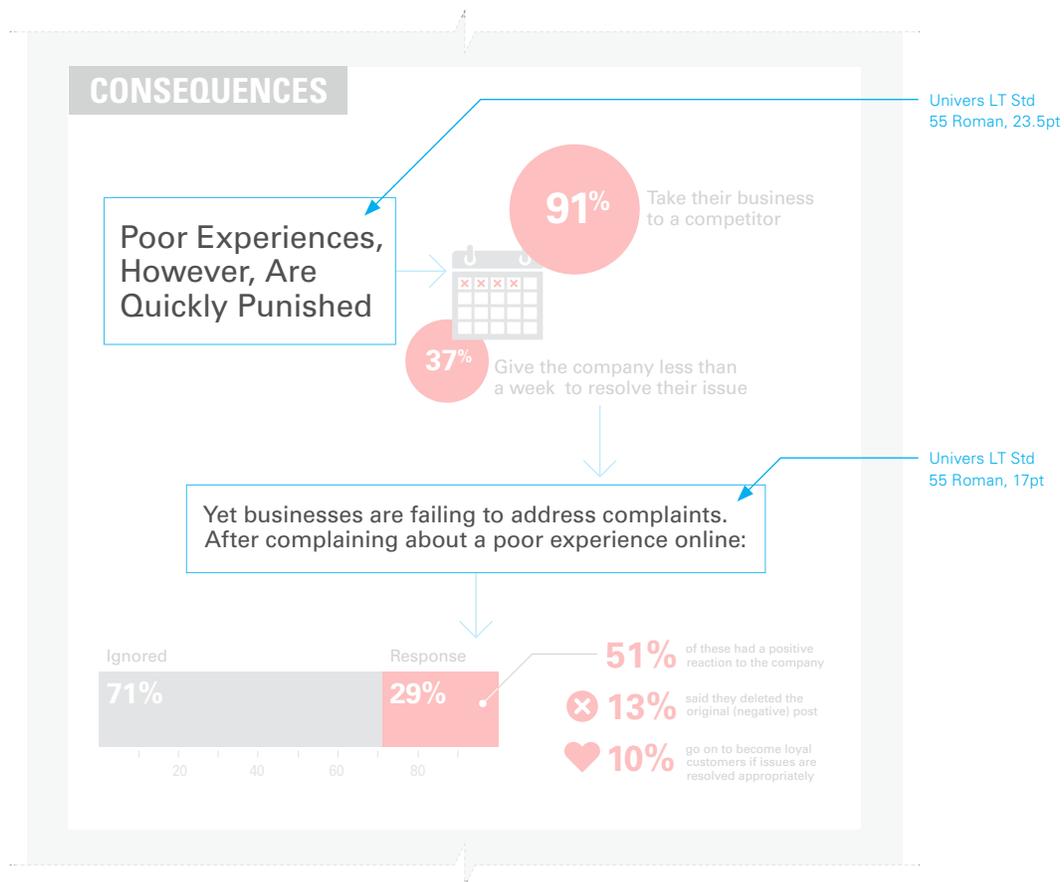
Text of varying sizes can be used to connect the important ideas within the infographic, helping to guide the viewer from the introduction to the summary. The use of text also helps to pace the viewer, keeping the feel of the infographic more like a story and less like a series of impersonal numbers.

Large text calls attention to a module or area of the infographic, setting up the specific graphic and giving the viewer a place to start visually. Text that is slightly smaller is less obtrusive, allowing the important data to stand out while acting as a bridge, creating flow from one element to another.

It is important that the narrative text is properly integrated into a module so its explanatory relationship with the graphic is clear.

Narrative text should always be set at larger sizes so that it's clearly established that it is not a title or label, thus ensuring the implied hierarchy within the infographic is maintained.

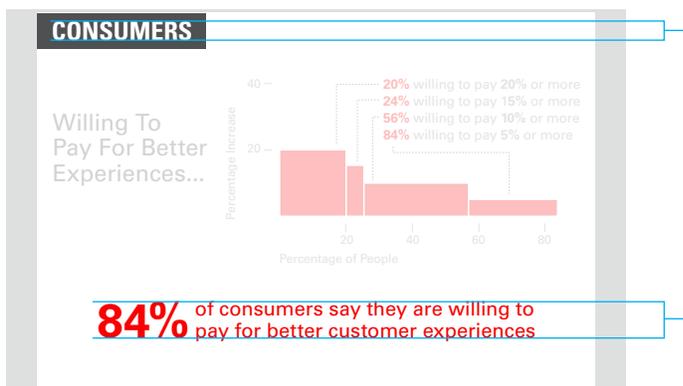
EXAMPLES OF PROPER TYPE USAGE: NARRATIVE TEXT



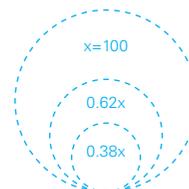
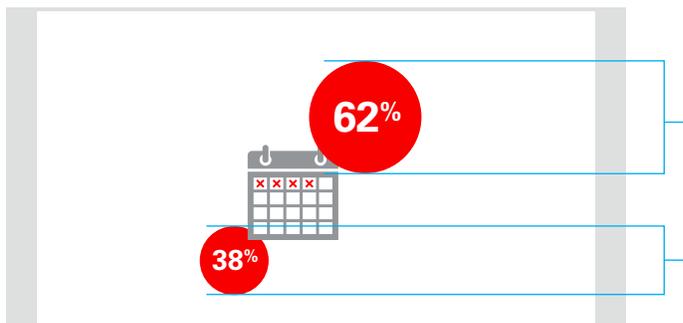
TYPOGRAPHY

CALL-OUT NUMBERS

Similar to headlines, call-out numbers are big, bold statements meant to grab attention. In Oracle infographics they can be set like pull quotes, reiterating important content within a graphic, or they can be unique instances of information integrated into the narrative text.



Important numbers should always be larger than module titles for maximum readability and visual impact.



Holding shapes, used to maximize the visibility of important statistics, should be sized relative to their values and each other. If $[x]=100$, then, in the example at left, the larger circle's area is $0.62x$ and the smaller circle's area is $0.38x$.

TYPOGRAPHY

DIRECT VS. INDIRECT LABELING

Direct labeling is the integration of statistical numbers or labels into a graphic. The advantage of this is that there is no confusion as to what a label is describing. For this reason, direct labeling is preferred for Oracle infographics. In the bar graph example below (A), the percentage numbers are inside, directly labeling their corresponding bars.

There are two main reasons direct labeling may not be optimal and, when that is the case, indirect labeling is preferred:

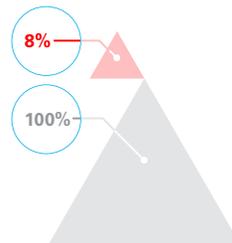
1. All areas requiring labels within a graphic are not large enough to contain their respective labels.
2. Having labels organized and aligned externally creates better visual harmony and leads to easier digestion of a graphic's critical information.

Indirect labeling puts labels outside their related graphic element, usually in an effort to create alignment and consistency of position. Indirect labels can be connected to their related elements with key lines. In the triangular area graphic example below (B), the percentages are outside their corresponding areas, keeping the information aligned to the left, allowing for a quicker read. Had the information been centered in its respective areas, the labels would be misaligned and more difficult to read. In the icon example below (C), the labels would not fit within their respective icons, so are aligned below. The consistency of this alignment keeps the graphic organized.

A. DIRECT LABELING



B. INDIRECT LABELING



C. INDIRECT LABELING



DATA VISUALIZATIONS

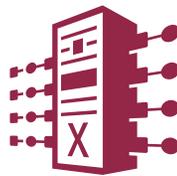
ICONS

Oracle iconography should be consistent and reflect a simplified, bold pictogram style in which complex ideas and concepts are reduced to a single form. The expression of these forms is based on primary geometric shapes. Key characteristics are the use of negative space to help define the shape, and a restrained use of dimension with a consistent angle. For more detailed specifications regarding the Oracle Brand Icon Collection, download the guidelines by clicking the button below.

[Download Oracle Brand Icon Collection Guidelines](#)



GENERAL USE ICON STYLE



Staging shape:

4pt red stroke, 5pt knockout/offset on a 1 in. circle, scaled appropriately. For more details, see next page.

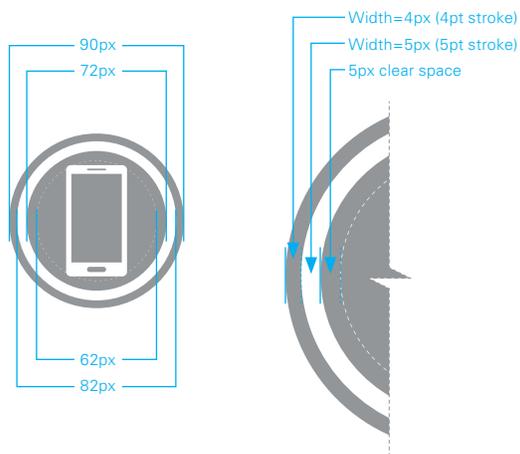
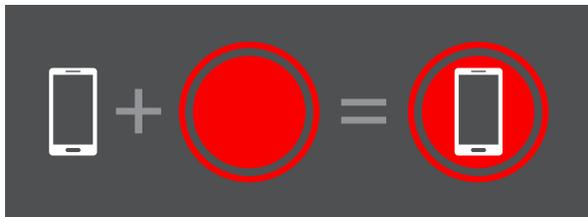
DATA VISUALIZATIONS

SUMMARY MODULE ICONS

As the summary module is two-tone to differentiate it from the other modules, icons in the summary module are also treated differently by adding a staging background. This ensures that the icons share a similar weight relationship to the standard icons that the summary module has with the standard modules.

The holding shape consists of the main shape with an offset stroke. There is also a clear-space recommendation for the holding shape so that the icon does not feel crowded.

SUMMARY MODULE ICON HOLDING SHAPE

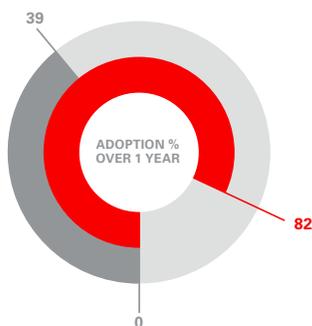
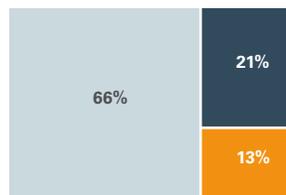
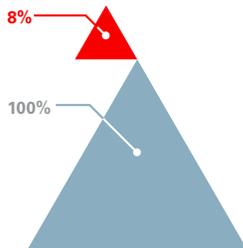
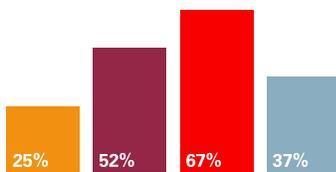


DATA VISUALIZATIONS

STANDARD

One of the most common ways to illustrate data in digestible form is to interpret it as standard graphs and charts such as bar graphs, radial donut charts, and percentage- or area-based illustrations. As always, the graphic forms and colors should follow the style guides in this document.

DATA VISUALIZATIONS EXAMPLES: USE OF STANDARD DATA VISUALIZATIONS



DATA VISUALIZATIONS

CONTENT-SPECIFIC PICTOGRAMS

In some cases a content-specific icon or illustration might need to be created to best visualize data. For example, calendars may be used as visual cues when comparing amounts of time, or multipart paths might be used to compare the number of steps within certain processes.

To do this, icons from the Oracle Brand Icon Collection can be combined or used as a starting point to be modified for expressing more specific concepts. Please view the next page for examples.

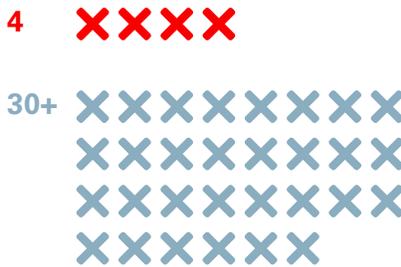
All uniquely created pictograms, whether created from existing icon combinations, icon modifications, or purely from scratch, must follow the guidelines specified for infographics and icons.

DATA VISUALIZATIONS EXAMPLES: USE OF UNIQUE CONTENT-SPECIFIC PICTOGRAMS

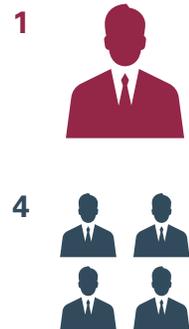
Time:



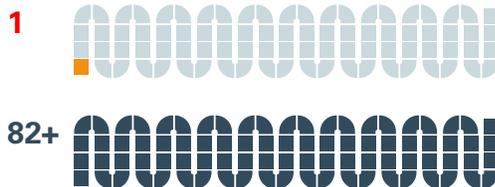
Patches:



People/Staffing:



Steps to Accomplish a Task:



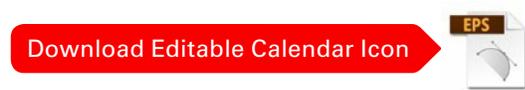
DATA VISUALIZATIONS

CONTENT-SPECIFIC PICTOGRAMS

Icons from the Oracle Brand Icon Collection can be combined and/or customized to create pictograms that convey more specific meanings than those associated with the original icons.

Below are some examples of the modularity of the icon collection that show how two existing icons can be combined to create a new—and more specific—metaphor. For more information on using the brand icon collection, the guidelines are available for download on page 24.

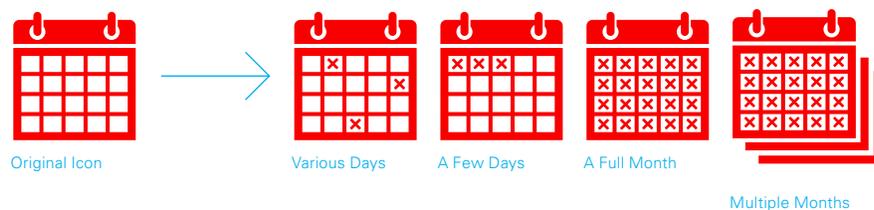
At bottom are examples of modifications to the calendar icon that illustrate more specific concepts. In its original form, the calendar icon is neutral and can be used to represent the general concepts of scheduling and the passage of time, but it can be modified to represent the concepts of a busy schedule or a project timeline, or to show specific amounts of time, which could be used to illustrate a specific comparison of labor hours, deployment times, or response times.



EXAMPLES OF COMBINED ICONS



EXAMPLES OF MODIFIED ICONS



LINKING TO SOCIAL MEDIA

USAGE

Infographics provide an excellent opportunity to invite people to engage with Oracle via social networking, turning a one-way communication at a single point in time (the infographic) into potential two-way communication over a sustained period (engagement with social networking channels).

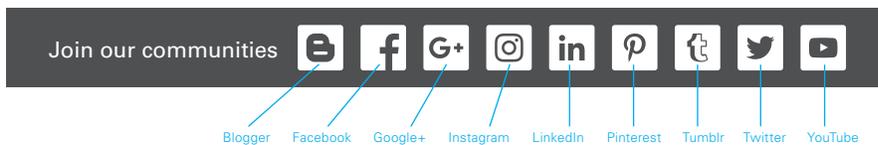
To facilitate this, an area in the infographic summary module has been created with the call to action “Join Our Communities.” This is followed by a series of icons for popular social media sites. These icons can be embedded in the infographic as links to drive people to whichever social channels are best suited for a particular communication or target audience.

The Oracle Infographic Starter Template comes populated with a correctly sized and placed grey band and a set of social network icons in the summary module for both vertical and horizontal orientations. The icons are from the official Oracle brand icon set and should not be replaced or altered. Use only the icons that are relevant; remove the others.

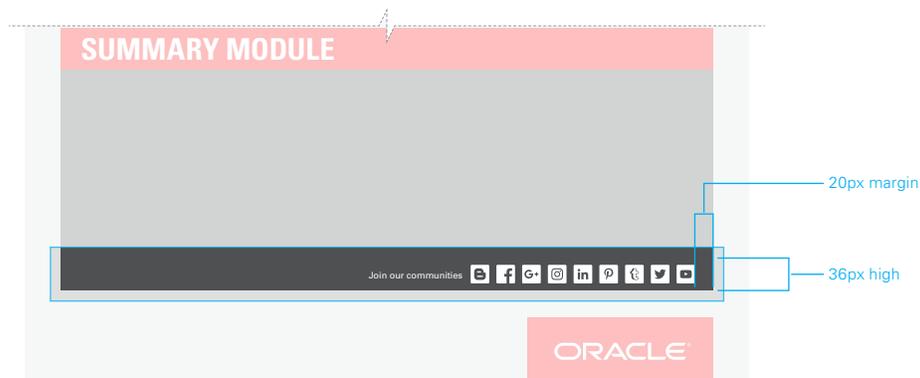
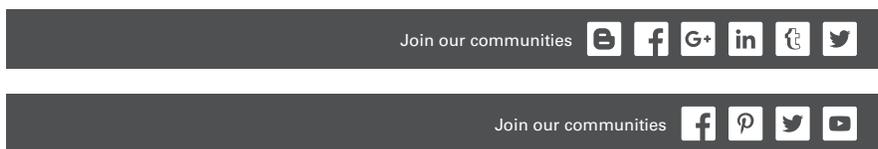
Please note:

- The icons should align flush right, with a 20-pixel margin as shown below
- The call to action, “Join Our Communities,” should remain to the left of the left-most icon with the same spacing and size relationship

SOCIAL ICONS



EXAMPLES OF ALIGNING A SMALLER SELECTION OF THE PROVIDED SOCIAL ICONS



THE ORACLE RED BADGE LOGO

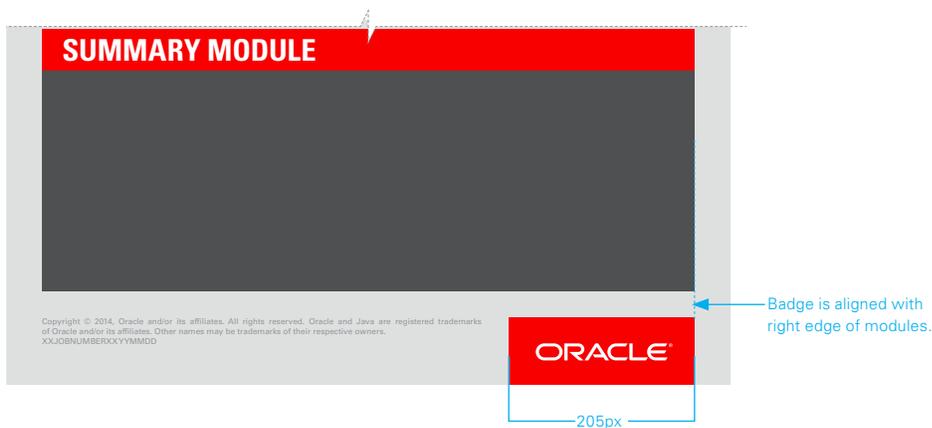
USAGE

One of the core elements of the Oracle brand is the Oracle Red Badge. The Red Badge provides a bold, modern, and consistent staging area for the Oracle Signature, often anchoring a composition.

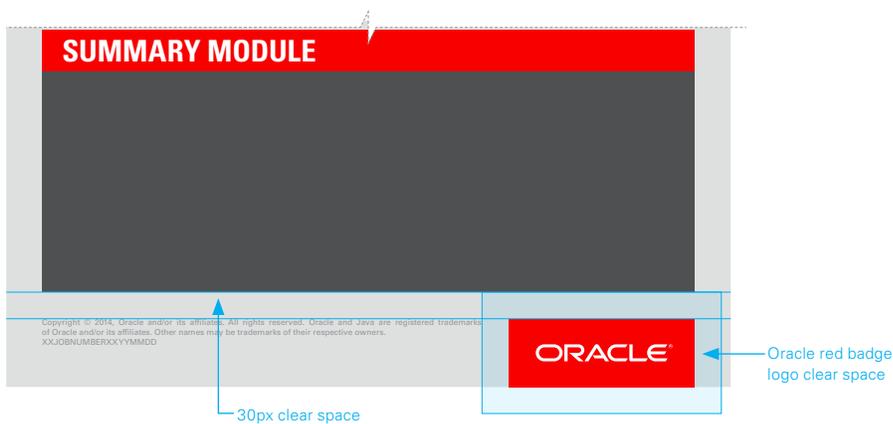
The Red Badge, when placed in the 800px wide vertical composition or 1530px wide horizontal composition, should be 205px wide. At this ratio, the 30px margin specified between the summary module and content below it respects the clear-space specifications of the Oracle Red Badge.

NOTE: The Oracle Infographic Starter Template comes preloaded with a correctly sized and placed Oracle Red Badge both vertical and horizontal orientations.

SPECIFICATIONS FOR THE ORACLE RED BADGE SIZE AND ALIGNMENT



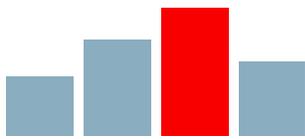
SPECIFICATIONS FOR THE ORACLE RED BADGE IN RELATION TO CLEAR SPACE



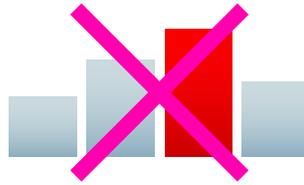
DOS AND DON'TS

GENERAL

To maintain visual consistency and reinforce the Oracle brand across all infographics, follow these guidelines regarding style and treatment of graphic elements. Oracle infographics are focused and direct, without extraneous embellishments that distract from the content and story being presented. Stylized effects such as gradients, graphic fills, patterns, or drop shadows should not be used. The correct style is solid graphics rendered in the approved brand color palette.



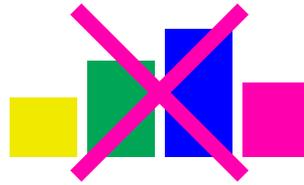
Correct fill style for graphic elements



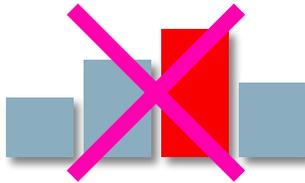
Do not use gradient fills for graphic elements.



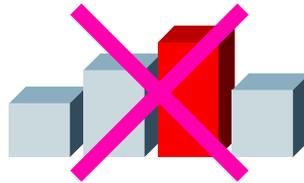
Do not use pattern fills for graphic elements.



Do not use colors outside of the approved brand infographic color palette for graphic elements.



Do not use drop shadows or other superfluous effects on graphic elements.



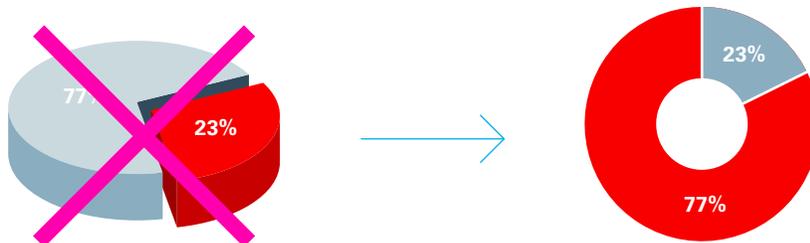
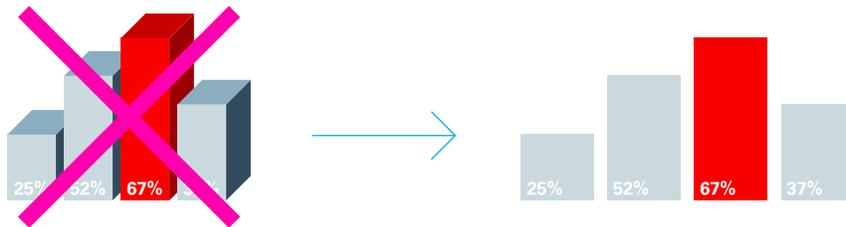
Keep graphic elements clean, bold, and simple; do not complicate them with 3D extrusion or similar effects.

DOS AND DON'TS

DIMENSIONAL VS. SIMPLIFIED

Because the style for Oracle infographics is modern, straightforward, and clean, it is important to not use traditional pie charts and bar graphs. Three-dimensional graphics should not be used unless the additional dimension explicitly adds a layer of information required for the infographic.

Below are examples of acceptable, more contemporary visualizations as alternatives to traditional 3D bar and pie charts. Other visualizations are allowed assuming they follow the prescribed guidelines and are bold, clean, and devoid of extraneous visual noise in their style and appearance.



DOS AND DON'TS

SCALE AND INITIAL IMPRESSION

Scale can have an important impact on the initial impression of an Oracle infographic. A variance in size and kind of data visualizations creates hierarchy, leads the viewer's eye, and gives the impression of a richer story. Repeated and/or exclusive use of the same items (icons or bar graphs) is not as compelling or engaging as an infographic with variation and visual pacing. While example C, below, follows all of the rules within these guidelines, examples A and B are visually more interesting and are more likely to capture a viewer's attention.

EXAMPLE A

Human Resources

A New Day: Taking HR from Chaos to Control

A TYPICAL DAY:

- Your HR system is disconnected, out of date and hard to use
- Your data is messy and you can't answer your CFO's questions
- Your CEO needs an expensive staffing plan every year

AN IDEAL DAY:

- Your system is flexible, global and customizable
- All workforce data is in one place, clear and accessible
- You have a clear view of your talent and which might be staffed in the future

15% of HR spend is spent on payroll activities

73% of HR spend is spent on managing change

13% of CFOs say they have the analytics and tools needed to drive their business

#1 trend in the Top Concern of CEOs

HOW DO YOU GET THERE

MOVE HUMAN RESOURCES TO THE CENTER OF YOUR BUSINESS

RE-THINK YOUR TECHNOLOGY. THINK ORACLE HUMAN CAPITAL MANAGEMENT

Leverages the power of the Cloud for flexibility, efficiency and fast deployment

Simple
Single user experience. It's so easy to use that even your non-technical staff can get it done.

Strategic
Early on, you can make sure you're getting the most out of your HR system. It's not just about the numbers, it's about the people.

Insightful
Track and analyze your HR data to get a better understanding of your workforce and identify your key talent.

Global
All major countries, all major languages, all major currencies. It's all in one place.

QUIET THE CHAOS. TAKE CONTROL. POWER HR'S BUSINESS CONTRIBUTION

ORACLE

EXAMPLE B

Spend A Day In The Cloud

You can see the future of your business from here at **ORACLE CLOUDWORLD**

EVOLVING INTERACTIONS

How we interact and how we transact is evolving rapidly.

To adopt, businesses need immediate access to the latest technologies in order to survive, thrive, and innovate.

80% of business and IT leaders see cloud as a competitive advantage to drive their business.

20% of business and IT leaders see cloud as a competitive advantage to drive their business.

PROVIDING SOLUTIONS

ORACLE CLOUDWORLD

You'll better understand how cloud—with mobile and social technologies—is driving massive change in how enterprises interact with customers, prospects, partners, and employees.

WHAT YOU WILL LEARN

Is it time to move forward? Absolutely.

- Sales and Marketing**
Tell us your customer experiences that drive more revenue.
- Customer Service and Support**
Engage with customers how they choose—anytime, anywhere, any way.
- Finance and Operations**
See how your back office can put you ahead.
- Human Resources**
Check out how HR initiatives can power your contribution to the business.
- Application Development**
Learn how to transform your developer experience with a powerful, fast feedback platform.

SESSIONS TARGETED TO YOUR NEEDS AND OBJECTIVES

Fill your day with insightful keynotes, real-world case studies, hands-on demos, and peer-to-peer networking.

REGISTER AT: ORACLE.COM/CLOUDWORLD

ORACLE

EXAMPLE C

What Can Cloud Do For You?

Learn what cloud computing can **ORACLE** do for you, and your business, at **CLOUDWORLD**

No matter what your role, cloud computing is going to have an effect on how you work.

Sales and Marketing **Customer Service and Support** **Finance and Operations** **Human Resources** **Application Development**

SALES AND MARKETING

6 out of 10 executives responsible for shaping sales territories say they rely more on data than instinct to drive decisions.

HAVE YOU GOT A PROBLEM?

- Meeting goals?
- Forecasting and planning?
- Following and tracking leads?
- Leveraging social networks?

ORACLE CLOUDWORLD HAS ANSWERS.

CUSTOMER SERVICE AND SUPPORT

89% of customers stop doing business with an organization after a single bad experience; **80%** of customers will pay more for a better customer experience.

HAVE YOU GOT A PROBLEM?

- Viewing customers' needs and wants?
- Empowering employees with complete information?
- Providing consistent, relevant, personalized service consistently across channels?

ORACLE CLOUDWORLD HAS ANSWERS.

FINANCE AND OPERATIONS

53% of CFOs believe that more than half of their enterprise applications will be delivered through SaaS over the next four years.

HAVE YOU GOT A PROBLEM?

- Streamlining business operations?
- Delivering enterprise capabilities with consistent risk rates of cost?
- Avoiding lengthy implementation and complex upgrades?

ORACLE CLOUDWORLD HAS ANSWERS.

HUMAN RESOURCES

78% of CEOs expect to change their strategies for managing talent.

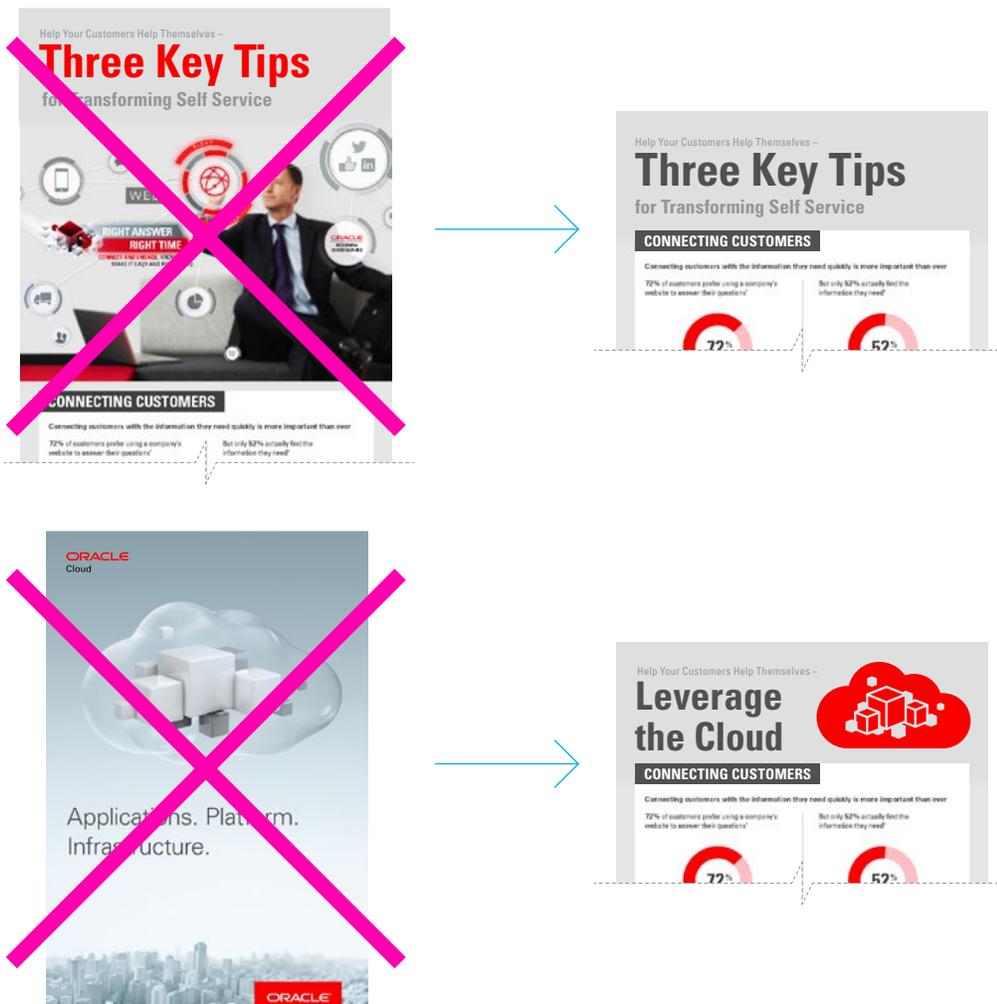
HAVE YOU GOT A PROBLEM?

- Recruiting and managing talent?
- Providing expected social and mobile capabilities?
- Supporting global and local requirements?

DOS AND DON'TS

PHOTOGRAPHY AND CAMPAIGN IMAGERY

Photography, realistic illustrations, or campaign graphics should not be integrated in Oracle infographics as this content can be overwhelming and contradict the reductive and straightforward nature of the Oracle infographic style. Using the templated typographic introduction is preferred as it allows the visualized data below it to be the hero. If the message or story conveyed by a campaign graphic can be reinterpreted and rendered in a style consistent with the infographic and icon style guides (example below), it may be integrated with the recommended type style within the introduction so long as it does not confuse or overwhelm the main message or data of the infographic.



DOS AND DON'TS

REMINDER OF FINAL DELIVERABLES

All infographics produced using these guidelines by external agencies or designers must be delivered as packaged assets, containing working Adobe® Illustrator files in both the RGB and CMYK color spaces. Any questions regarding this process should be directed to the Oracle representative managing the project.

SPECIFICATIONS

GENERAL STRUCTURE AND TYPE

Background

800px wide, variable height based on content
 Color: Light Grey (R222 G224 B224)
 40px margin all around (Oracle red bar locked to bottom edge)

Preintroduction

Title Header: Univers LT Std, 67 Bold Cond.
 Size: 33pt / 36pt leading
 Color: Dark Grey (R78 G80 B82)

Title

Univers LT Std / 67 Bold Cond.
 Size: 90pt / 94pt leading
 Color: Oracle Grey (R147 G150 B153)

Introduction Copy

Univers LT Std / 55 Roman
 Size: 16pt / 18pt leading
 Color: Oracle Grey (R147 G150 B153)

Content Modules

720px wide, variable height based on content
 Color: White (R255 G255 B255)

Content Module Headers

Color: Dark Grey (R78 G80 B82)
 Single-Line Header
 Header box height: 46px, variable width based on type
 Type: Univers LT Std / 67 Bold Cond. / Uppercase / 33pt / 36pt leading

Two-Line Header

Header box height: 72px, variable width based on type
 Type: Univers LT Std / 67 Bold Cond. / Uppercase / 26pt / 28pt leading

Summary Module Header

720px wide, height same as content based on type
 Color: White over Oracle Red (R248 G0 B0)
 Type: Univers LT Std / 67 Bold Cond. / Uppercase / 33pt / 36pt leading

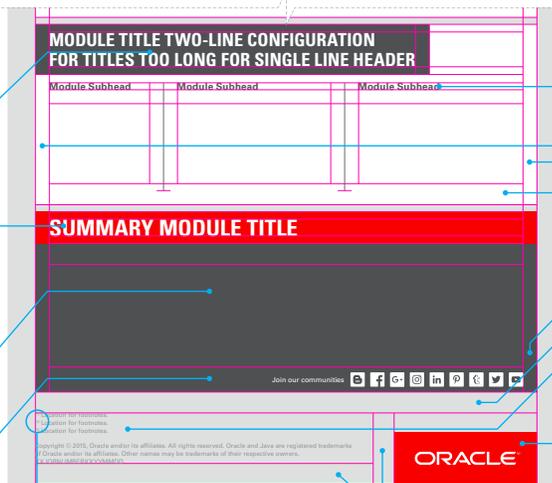
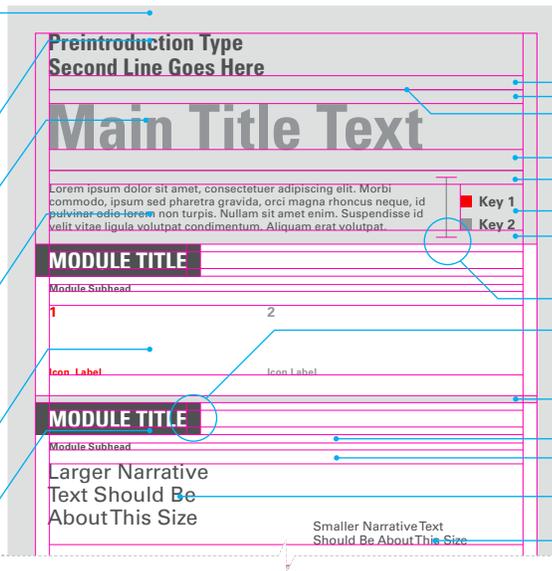
Summary Module

720px wide, variable height based on content
 Color: Dark Grey (R78 G80 B82)

Social Icon Bar

720px wide, 36px high
 Color: Dark Grey (R78 G80 B82)

Footnote number should be set as Superscript



ORACLE INFOGRAPHICS STARTER TEMPLATE

ADOBE® ILLUSTRATOR FILE DOWNLOAD

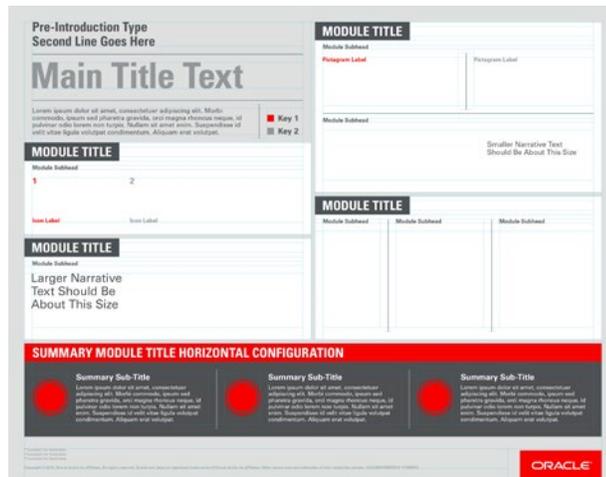
Below are images of the vertically and horizontally oriented artboards in the starter template for Oracle infographics. It is set up to give designers a foundation on which to begin creating infographics in both vertical and horizontal orientations. It comes preloaded with all the basic building blocks and tools, including design elements and color palette. The system is meant to be modular and flexible, and specifications as to which elements are locked and which are variable can be found in these guidelines.

Following the guidance outlined in this document is essential to maintaining a consistent visual language and voice across all infographics created by, and for, Oracle.

Download the Starter Template



Starter Template Vertical Orientation



Starter Template Horizontal Orientation

Overseas growth, the SpeedyPay way

This is Paul, He's a Database Architect at SpeedyPay.

SpeedyPay builds and runs payment solutions for some of Europe's biggest banks – and relies on Oracle Exadata to process millions of transactions every day.

When SpeedyPay wanted to enter a new overseas market, Paul and his team upgraded their existing Oracle machine to the X5 – the best platform yet for running Oracle Database.

UPGRADE AND SAVE

To keep up time at all, migrate to the X5 – and because it's priced the same or lower than previous Exadata systems, it's more cost-effective, too.

FASTER TIME TO MARKET

With fast deployment times due to minimal configuration, the X5 not only accelerating the launch time of SpeedyPay's new mobile payments app.

UNLOCK LONG-TERM VALUE

By consolidating all workloads on just one machine, hardware, software and support costs are now much lower.

INCREASE PERFORMANCE

With access to 30 times more RAM per node, SpeedyPay can now process higher payment volumes, including rolling out and connecting over 50,000 new ATMs.

TACKLE NEW PROJECTS

Thanks to fully elastic configurations and scalable storage, SpeedyPay has the most efficient, consistent and highly secure payment systems in the world.

INCREASE AVAILABILITY

By incorporating built-in Exadata machine, SpeedyPay can now create a redundant machine to develop and test modifications or work on a Data Recovery system.

MAINTAIN HIGH SERVICE LEVELS

As the industry's most resilient database system, the X5 has the unique power of failure – on SpeedyPay's customer's offer hours service interruption, making it easier for them to always pay their staff on time.

DATA PROTECTION

SpeedyPay can also guarantee the protection of its customer data, which may have the potential of being their data is secure whether it's in a cloud storage or a natural disaster.

FASTER DISASTER RECOVERY

If anything does go wrong, Paul and his team know they're able to restore a complete site faster. It's a much better than before.

WHAT COULD EXADATA X5 DO FOR YOUR BUSINESS?

Right now, businesses around the world are harnessing the power of Oracle Exadata X5 to make their operations – and grow their market share. So whenever you want to take your business, Exadata X5 can get you there.

Like to know more? Speak to your representative or visit www.oracle.com/Exadata | Or visit here to learn a lot more.

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The Top 10 Strategic CIO Issues for 2016

Tech expert and evangelist, Forbes.com blogger, and Oracle Chief Communications Officer Bob Evans talks about the top strategic issues facing CIOs in the year ahead.

CREATE

- 1 Create New Revenue Streams**
Drive new IT-based products, services, and other innovations.
- 2 Create a Can-Do Culture**
IT stands for innovation/transformation.
- 3 Create Customer-Centric Apps**
Join your client into richness of customer engagement.

EVANGELIZE

- 4 Evangelize Cloud Computing**
Talk passionately about the business benefits.
- 5 Evangelize Digital Business**
Expand the power of business insights.

TRANSFORM

- 6 Transform Silos of "What We Do"**
Disrupt traditional thinking and introduce what is possible.
- 7 Transform Customer Engagement**
Succeed when customers want zero touch.
- 8 Transform Decision-Making**
From gut feel to data driven.

ACCELERATE

- 9 Accelerate Spending Reversal**
Stop spending 10 percent on the wrong stuff.
- 10 Accelerate Cybersecurity**
It's a journey, not a destination.

TAKEAWAY

For both "Can-Do" and "Evangelize" – the virtues of change in today's economy – require ever better, social, digital, and personal touch – point to a greater, enriched future for great and engaged CIOs.

To find out about some of our great customers, visit oracle.com/customers/index.html

#oracle ORACLE

The Top 5 Strategic CFO Issues for 2016

In a digital world, businesses must make decisions faster, leverage information in new ways, and generally, go to new and uncharted strategic directions. Oracle Chief Communications Officer Bob Evans predicts that these will be the top issues faced by CFOs in the year ahead.

METRICS

- 1 Digital KPIs: Quantifying IP, customer data, and brand reputation.**
Intangible assets now account for 30 percent of the value of companies in the S&P 500 Index.

STRATEGY

- 2 Going from "bean counter" to information broker.**
CFOs must shift their focus from the past to the future, using data as their guide.

TECHNOLOGY

- 3 Going all-in on cloud computing for finance.**
Consider not just modern tools and business processes, with the security and the cloud provider.

VALUE

- 4 Recognizing revenue in new ways.**
CFOs need to make decisions that can value intangible assets.

ANALYTICS

- 5 Infusing digital skills across the finance team.**
It's a challenge to get people for getting the right insights and working with lines of business.

TAKEAWAY

As the department with the best insight across lines of business, finance has a big opportunity to guide the business away from siloed business models to digitally-enabled ecosystems that provide a big competitive edge – and create a whole new company.

Find out how to win your business for the digital age with a modern, cloud-based ERP on the cloud: oracle.com/erp

#oracle ORACLE

Expanded color palette: The examples above illustrate the combined use of Oracle's primary and secondary color palettes in infographics.

EXAMPLES

ORACLE INFOGRAPHICS

Deliver on Your Customer's Expectations to Grow Your Business

In an ever-changing retail environment, you have two choices:

DO NOTHING

89% of consumers started doing business with a competitor after a **POSITIVE** negative experience.

INNOVATE

84% of consumers who grew in retail IT spend.

MARKET OPPORTUNITY

Retail sales are projected to grow 8% in 2017. **8%**

Web-based e-commerce sales will grow 19.4% as a result of the "click and mortar" effect. **19.4%**

How are you going to seize this opportunity?

Connect Interactions

Customer will expect a seamless experience across all devices.

Optimize Operations

Customer will look for better ways to do things faster and more efficiently.

Gain Actionable Insight

Customer will expect more personalized information.

HOW CAN WE HELP YOU?

Retailers have driven **\$5.4 BILLION** in incremental gross profit by partnering with Oracle.

ORACLE RETAIL **\$5.4 BILLION**

[LEARN MORE](#)

The Choice Towards Acquiring a High-Availability Data Environment

Buy vs Build

Most initiatives to create and manage comprehensive data environment are both complex and costly. The Oracle Database Appliance (ODA) saves companies time and money by simplifying deployment, maintenance, and support of high-availability database solutions.

COMPONENTS

Provision and Deployment

1 Oracle Database Appliance vs 5 Hardware Software Networking Storage Consultants

RESOURCES

Steps to Deploy: 1 vs 82+

Steps to Optimize Data Environment: 1 vs 32

Required Staff and Skills: 1 IT Admin vs 7 Database Optimization Admin, Network Admin, Storage Admin, System Admin, Installation Expertise, HA Expertise

TIME

Provision and Deployment: 4 days vs 4 months

Installation and Maintenance Over 3 Years: 112 hours vs 2198 hours

LOGISTICS

Number of Vendors: 1 vs 4

Patches Per Year: 30+ vs 4

Minimum Percent of Core Licenses Required: 8% vs 100%

OVERALL BENEFITS OF BUYING AN INTEGRATED DATABASE SOLUTION

Better Resource Allocation

By taking the complexity out of installing and deploying a high-availability data environment, ODA saves time and money by freeing Database Administrators and other IT staff to focus on other activities that can add more value to the organization.

Greater Reliability

The ODA Manager has several automated features including the ability to predict when a drive may crash and move workload to another drive while alerting the user to replace it before an emergency strikes.

Centralized Support

ODA is supported by a single vendor meaning that in the event of a support issue, Oracle can handle it quickly and comprehensively whether the issue relates to software, hardware, networking or something else.

The Price of Poor Customer Service

In a recent survey, an overwhelming majority of consumers indicated that they will agree to pay businesses more in exchange for receiving better customer service. Just what is it that customers value most about the businesses they deal with, what are the benefits of exceeding those expectations—and the consequences of falling them? Let us walk you through the new world of customer service and communications.

CONSUMERS

Willing To Pay For Better Experiences...

84% of consumers say they are willing to pay for better customer experiences.

20% willing to pay 20% or more
44% willing to pay 15% or more
64% willing to pay 10% or more
84% willing to pay 5% or more

67% Friendly Service Reps & Employees
52% Easy Find Info or Help Needed
37% Personalized Experience
25% Stellar Reputation

CONSEQUENCES

Poor Experiences, However, Are Quickly Punished

91% Take their business to a competitor
37% Give the company less than a week to resolve their issue

Yet businesses are failing to address complaints. After complaining about a poor experience online:

Ignored 71%
Responded 29%
51% of those that responded to the complaint...
13% said they paid less...
10% said they would not do business again.

SO, HOW DO YOU GIVE YOUR CUSTOMERS AN EXCELLENCE EXPERIENCE?

- Pick up the phone**: 53% of consumers said the company was unable to address their concerns.
- Be Personal**: 45% said sometimes the agent couldn't even get the customer's name right.
- Know your Customers**: 27% said the company didn't know them, even if they had recently talked with an agent.
- Be Prompt**: 55% said the company was slow to respond.
- Train your Employees**: 55% said the company was disinterested.
- Be Social**: 8% said the company was nowhere to be found on social networking sites.

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Flexibility of the system: Above left, stacked modules with primary color palette. Above right, vertical column modules with secondary color palette.

RESOURCES

THE ORACLE BRAND

INTERNAL

Oracle's Brand Creative team provides a one-stop resource for corporate branding assets and guidelines. Please visit the links listed below to access approved Oracle logos, graphics, and templates; style guidelines; the official list of approved Oracle product names; and more.

Oracle Brand home page:

brand.oracle.com

To view and download assets from the Oracle Corporate Icon or Corporate Photography Collections, please navigate to the Media Manager portal:

omm.us.oracle.com

Oracle logos:

my.oracle.com/site/mktg/creative/logos

Oracle graphics:

my.oracle.com/site/mktg/creative/graphics

Oracle templates:

my.oracle.com/site/mktg/creative/templates

Resources including the official Oracle product names list and Oracle style guide:

my.oracle.com/site/mktg/creative/resources

EXTERNAL

Oracle provides trademark, copyright, and other important brand information and resources on its external website. If you do not have access to our internal branding site, please visit the links below.

Third-party usage guidelines for Oracle trademarks:

oracle.com/us/legal/third-party-trademarks

Oracle PartnerNetwork marketing resources:

oracle.com/partners/en/most-popular-resources

Third-party usage guidelines for Oracle logos:

oracle.com/us/legal/third-party-logos

CONTACTS

For assistance locating editorial brand resources:

proof_us@oracle.com

To request a new brand asset, go to:

my.oracle.com/site/mktg/creative/resources

and click the Job Request Tool link.

For assistance locating design brand resources:

branding_grp@oracle.com