

BRAND IDENTITY

ACF LOGO

LOGO

This logo is to be used for all ACF brand materials as well as any company communications.

Examples: include letterhead, business cards, advertisements, stamps, documents, digital signage, commercials, videos, websites and more.

The guidelines for how to use the logo have been established for consistency and are detailed on the following pages.

Departments, units, and other partners within the company should not create a new logo or modify an existing one.

If you have any questions about the company's logo, contact the Graphic Design department to answer your questions or request information about the brand manual.



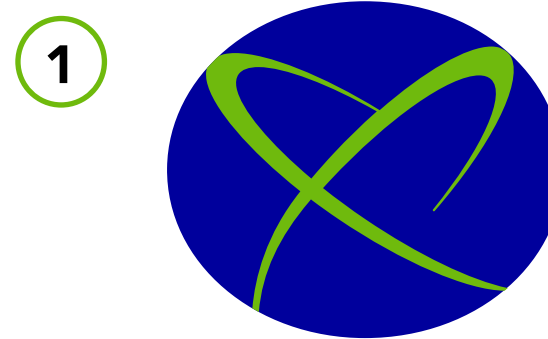
VISUAL IDENTITY ELEMENTS

LOGO

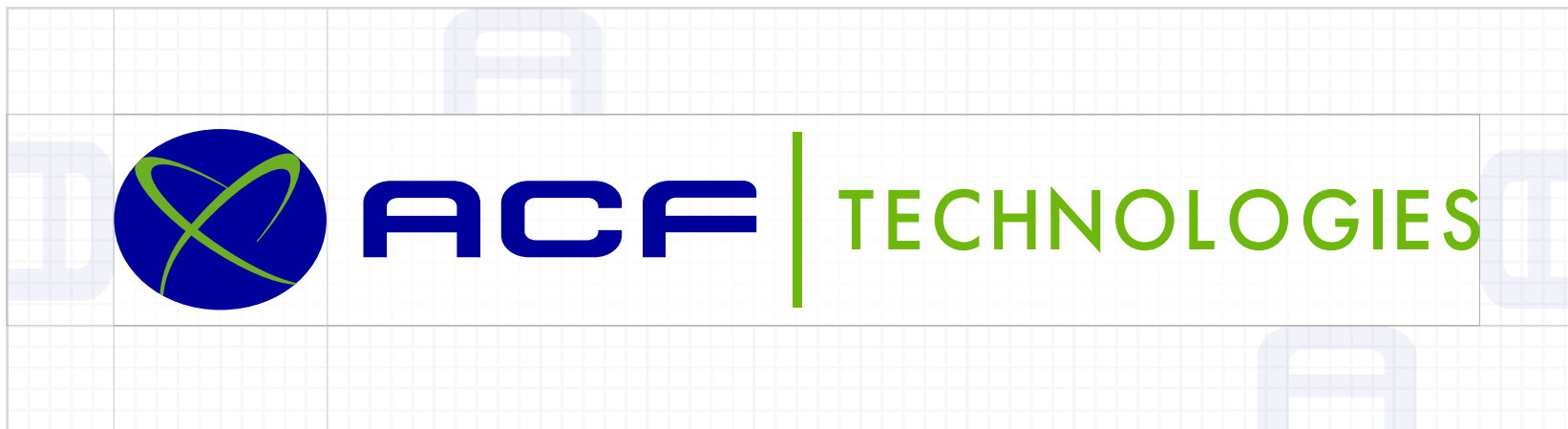
This is the main logo of the ACF Technologies brand.

The visual identity is made up of 3 graphic elements:

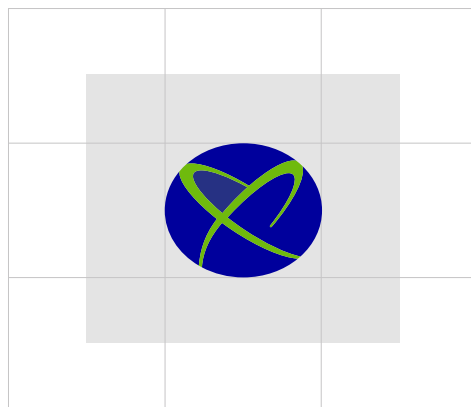
1. Simulating a two-dimensional sphere, it refers to the world. It has two orbits that cross in the center, forming an "X" which represents "Experience".
2. ACF" stands for Advanced Customer Flow.
3. A line that divides the letters "ACF" and the word "Technologies" completes the company name.



SIZE OF THE LOGO

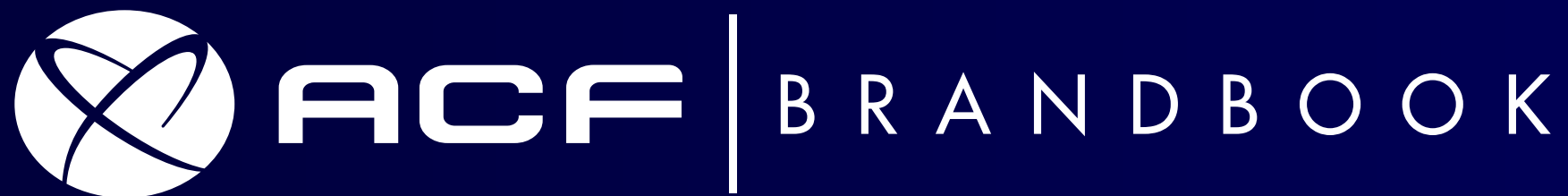


MINIMUM EXCLUSION ZONE AROUND THE LOGO



MINIMUM SIZE





LOGO VERSIONS

VISUAL IDENTITY ELEMENTS

LOGO

HORIZONTAL VERSION



CENTERED VERSION



VERTICAL VERSION



LOGO VERSIONS

HORIZONTAL VERSION

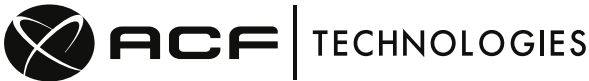
BLUE VERSION



USE IN GRAY SCALE



BLACK VERSION



WHITE VERSION



WHITE AND GREEN VERSION



MINIMUM EXCLUSION ZONE AROUND THE LOGO



LOGO VERSIONS

CENTERED VERSION



BLUE VERSION



USE IN GRAY SCALE



BLACK VERSION



WHITE VERSION



WHITE AND GREEN VERSION



MINIMUM EXCLUSION ZONE AROUND THE LOGO



LOGO VERSIONS

VERTICAL VERSION



BLUE VERSION



USE IN GRAY SCALE



BLACK VERSION



WHITE VERSION

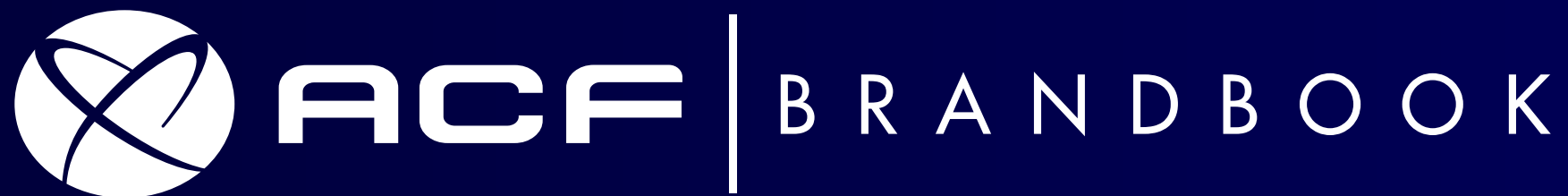


WHITE AND GREEN VERSION



MINIMUM EXCLUSION ZONE AROUND THE LOGO





TYPOGRAPHY

TYPOGRAPHY

PRIMARY TYPOGRAPHY

AVENIR FAMILY

Avenir Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

(Avenir-Book.ttf)

Avenir Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

(Avenir Light Regular.ttf)

Avenir Heavy

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

(Avenir 85 Heavy.ttf)

Avenir Oblique

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

(Avenir LT Std 55 Oblique.ttf)

SECONDARY TYPOGRAPHY

FUTURA FAMILY

Futura Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

(Futura Light BT.ttf)

Futura Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

(Futura Medium.ttf)

Futura Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

(Futura Medium Italic.ttf)

Futura Heavy

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

(Futura Hv BT Heavy.ttf)



FUTURA PT MEDIUM

TYPOGRAPHY

THIRD TYPOGRAPHY

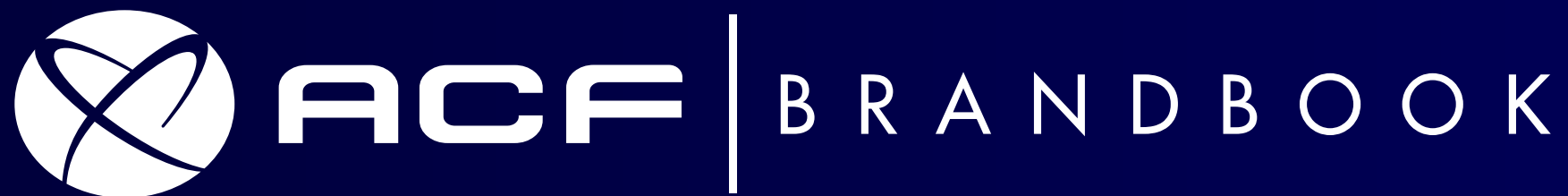
GOTHAM FAMILY

FOR ACF'S WHITE PAPERS

Gotham light
ABCDEFGHijkl
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Gotham book
ABCDEFGHijkl
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Gotham book
ABCDEFGHijkl
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890



COLOR PALETTE

PRIMARY PALLET

PANTONE

White

RGB: 255 255 255
HEX/HTML: FFFFFFFF
CMYK: 0% 0% 0% 0%

PANTONE

419 C

RGB: 16 17 15
HEX/HTML: 10110F
CMYK: 76% 65% 66% 90%

PANTONE

072 C

RGB: 16 6 159
HEX/HTML: 10069F
CMYK: 100% 90% 0% 7%

PANTONE

368 C

RGB: 111 186 13
HEX/HTML: 6FBA0D
CMYK: 54% 0% 100% 0%

SECONDARY PALLET

PANTONE
144 C

RGB: 234 134 0
HEX/HTML: EA8600
CMYK: 0 49 100 0

PANTONE
267 C

RGB: 87 24 155
HEX/HTML: 57189B
CMYK: 81 99 0 0

PANTONE
382 C

RGB: 191 212 0
HEX/HTML: BFD400
CMYK: 22 0 100 0

PANTONE
3252 C

RGB: 42 210 201
HEX/HTML: 2AD2C9
CMYK: 59 0 26 0

PANTONE
Cool Gray 1 C

RGB: 213 214 213
HEX/HTML: D5D6D5
CMYK: 10 7 5 0

PANTONE
Cool Gray 4 C

RGB: 182 184 185
HEX/HTML: B6B8B9
CMYK: 24 17 15 0

PANTONE
Cool Gray 8 C

RGB: 131 134 137
HEX/HTML: 838689
CMYK: 44 34 29 10

SECONDARY PALLET

PANTONE 2727 C	PANTONE 5415 C	PANTONE 7474 C	PANTONE 7458 C	PANTONE 290 C	PANTONE 3551 C	PANTONE 2196 C
RGB: 38 122 225 HEX/HTML: 267AE1 CMYK: 75 45 0 0	RGB: 85 122 146 HEX/HTML: 557A92 CMYK: 65 34 16 11	RGB: 0 118 126 HEX/HTML: 007681 CMYK: 100 9 0 49	RGB: 107 174 199 HEX/HTML: 6BAEC7 CMYK: 55 9 7 0	RGB: 180 214 235 HEX/HTML: B4D6EB CMYK: 25 1 0 0	RGB: 0 165 196 HEX/HTML: 00A5C4 CMYK: 100 0 22 0	RGB: 0 101 174 HEX/HTML: 0065AE CMYK: 100 43 0 6

WEBSITE PALLET

#6FBA0D

#072AA4

#001E85

#181757

#474747

#1E1B69

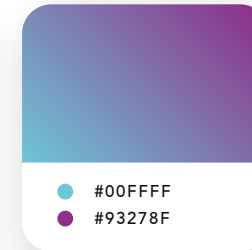
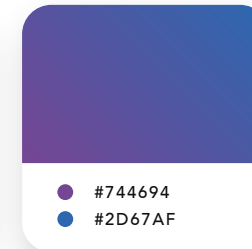
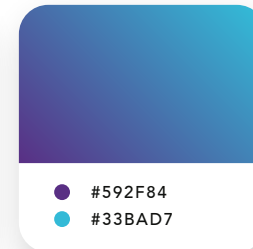
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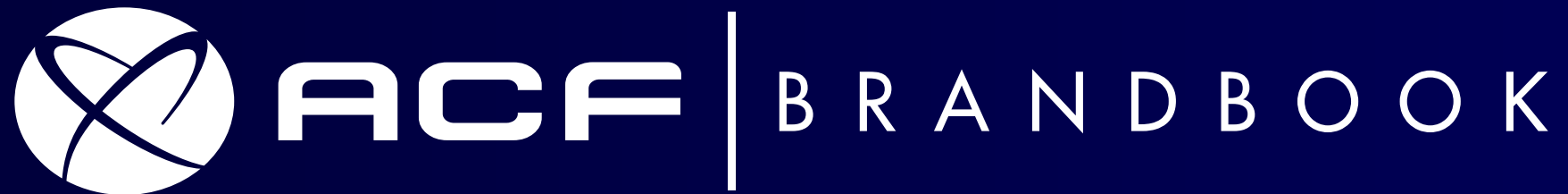
GRADIENT

PRIMARY



SECONDARY





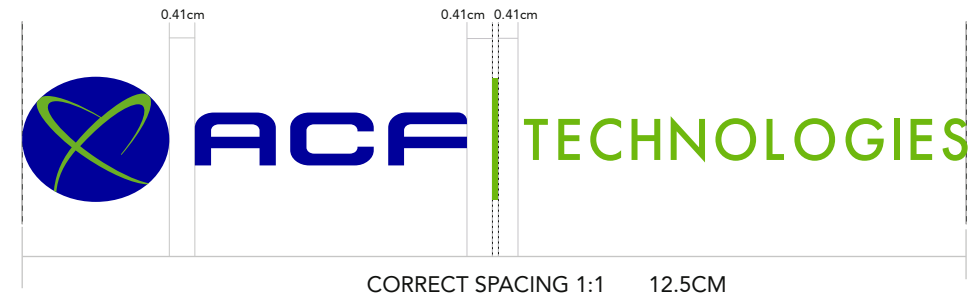
CORRECT USES OF THE COMPANY LOGO

CORRECT USES

SHAPE AND DISTANCE

The logo must be presented as shown, as any incorrect use will reflect negatively on the company. Always use the vector version to avoid any loss of legibility or distortion.

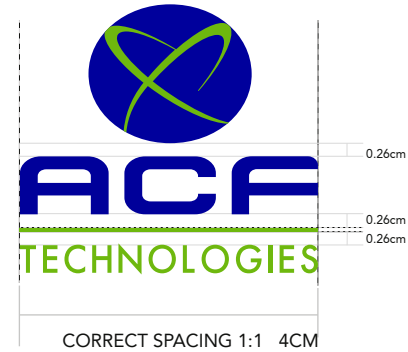
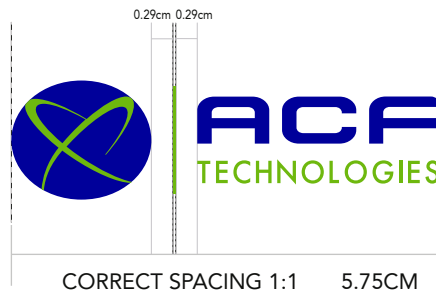
The size of the logo should be proportionate to avoid legibility and brand identity problems, as stated above.



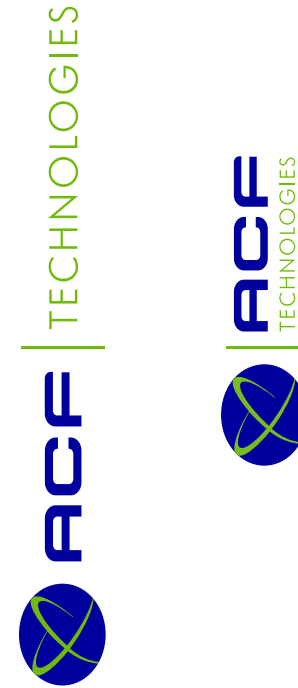
CORRECT USES

SHAPE AND DISTANCE

CENTERED AND VERTICAL

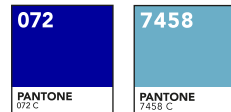
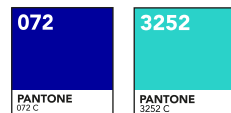
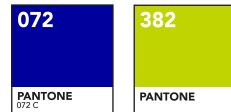
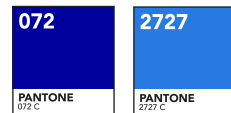
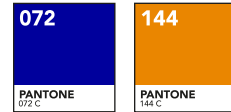


HORIZONTAL & VERTICAL



CORRECT USES

LOGOS SYSTEM



CORRECT USES

LOGOS SYSTEM

LOGO - HORIZONTAL



USE IN ONE COLOR



USE IN GRAY SCALE



NEGATIVE VERSION



LOGO - CENTERED



LOGO - VERTICAL



CORRECT USES

LOGOS SYSTEM

LOGO - HORIZONTAL



USE IN ONE COLOR



USE IN GRAY SCALE



NEGATIVE VERSION



LOGO - CENTERED



LOGO - VERTICAL



ACF LABS

LOGOS SYSTEM

LOGO - HORIZONTAL



USE IN ONE COLOR



USE IN GRAY SCALE



NEGATIVE VERSION



LOGO - CENTERED



LOGO - VERTICAL



ACF ANALYTICS

LOGOS SYSTEM

LOGO - HORIZONTAL



USE IN ONE COLOR



USE IN GRAY SCALE



NEGATIVE VERSION



LOGO - CENTERED



LOGO - VERTICAL



ACF CARIBBEAN

LOGOS SYSTEM

LOGO - HORIZONTAL



USE IN ONE COLOR



USE IN GRAY SCALE



NEGATIVE VERSION

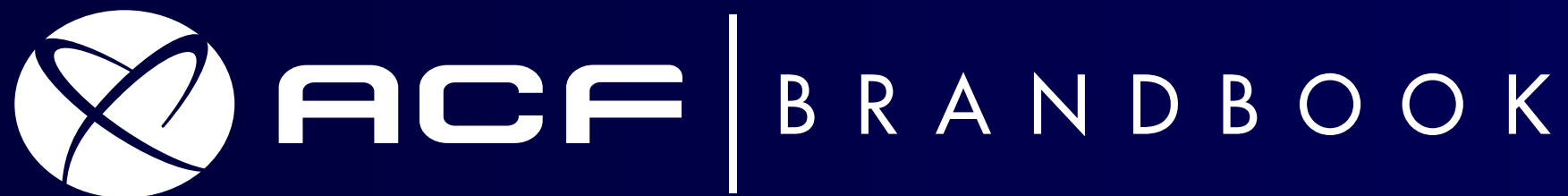


LOGO - CENTERED



LOGO - VERTICAL

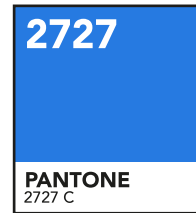




ICONOGRAPHY

ACF SERVICES

ONLY USE THESE COLORS FOR ACF SERVICES



Customer Flow
Management



Virtual
Check-In



Marketing
One to One



Planner



Appointment
Booking



BPM



Wayfinding



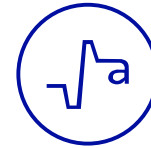
Recording



Event
Booking



Notification



Analytikus



Feedback



Face
Recognition



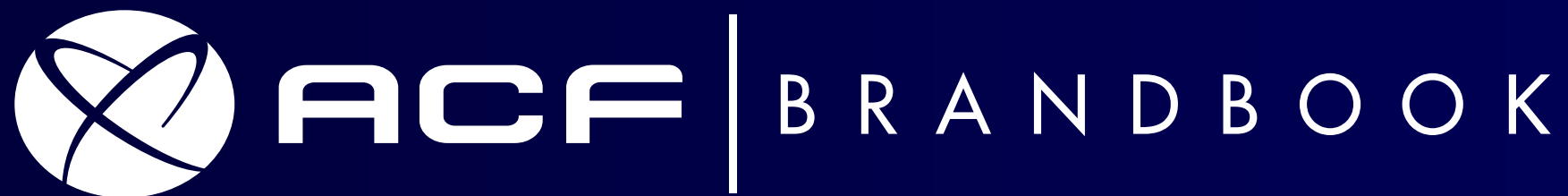
Assistant
Anywhere



Digital
Signage



Reporting and
Insights



ILLUSTRATIONS

ACF ILLUSTRATIONS OF SERVICES



ASSISTANT
ANYWHERE



APPOINTMENT
BOOKING



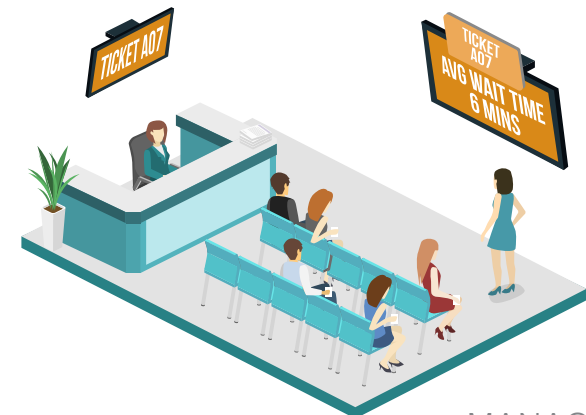
FACE
RECOGNITION



BPM

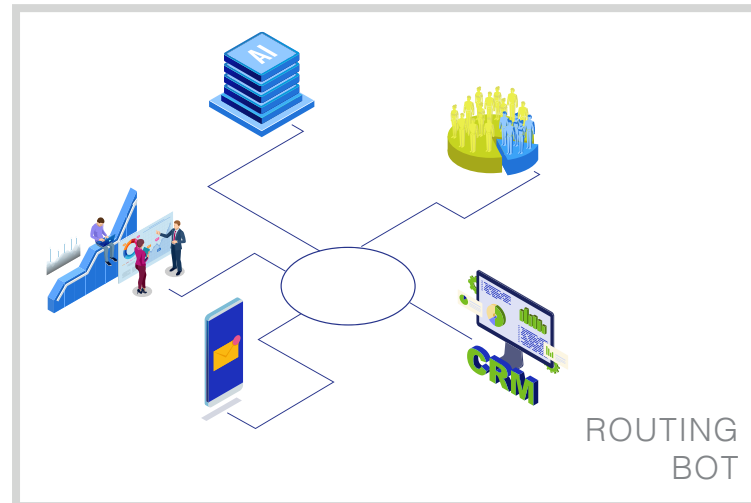
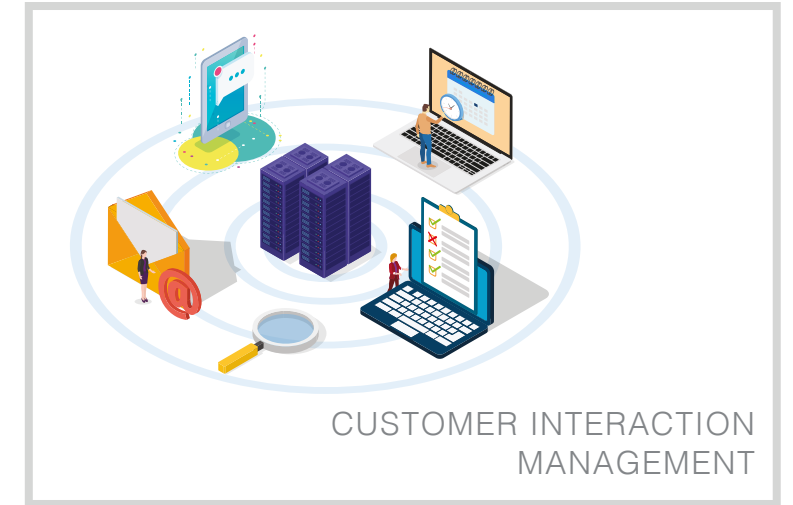
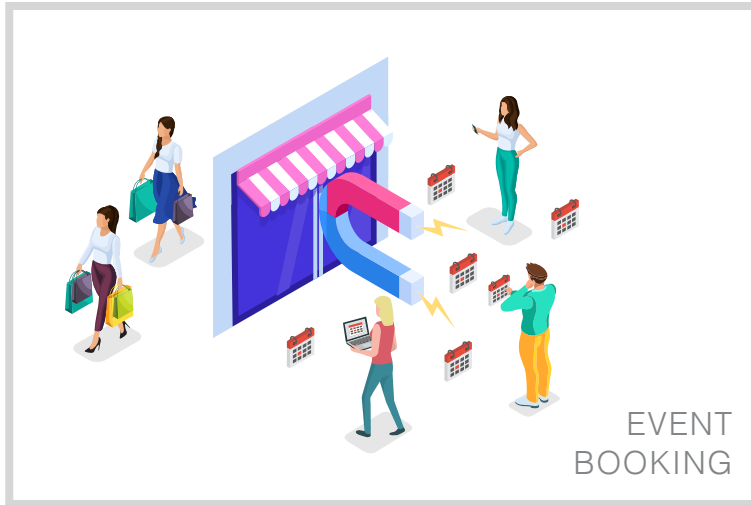


CUSTOMER
FEEDBACK

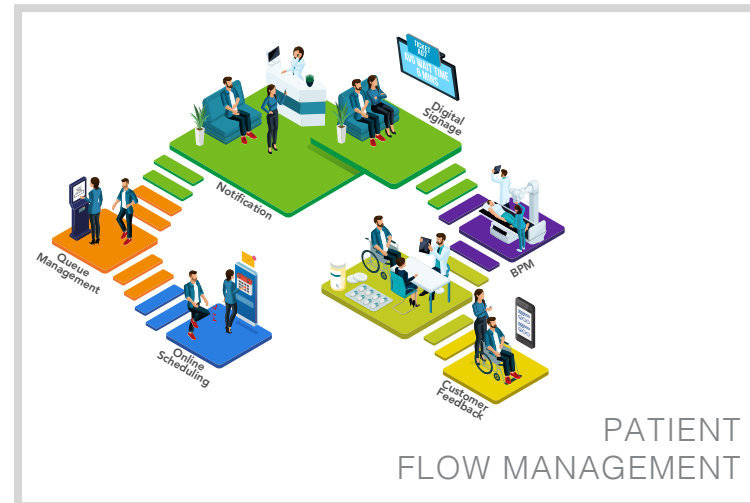
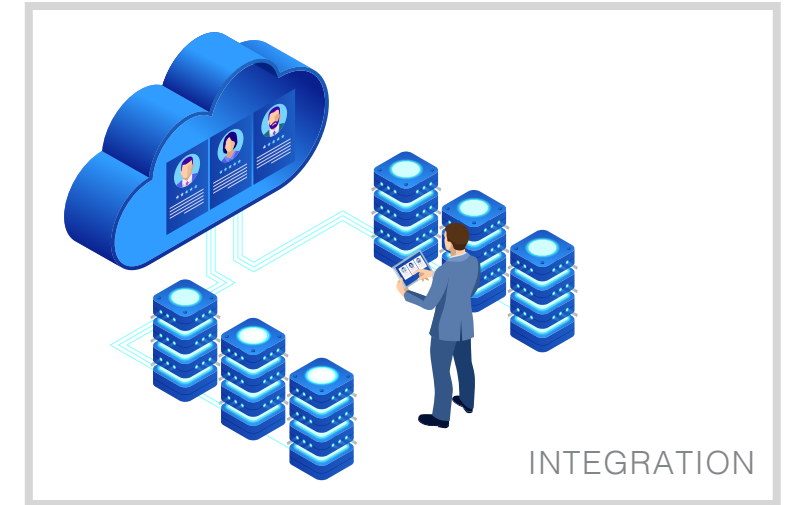


LOBBY
MANAGEMENT

ACF ILLUSTRATIONS OF SERVICES



ACF ILLUSTRATIONS OF SERVICES



ACF ILLUSTRATIONS OF SERVICES



REPORTING
AND INSIGHT



RETENTION



ROAMING
AGENT



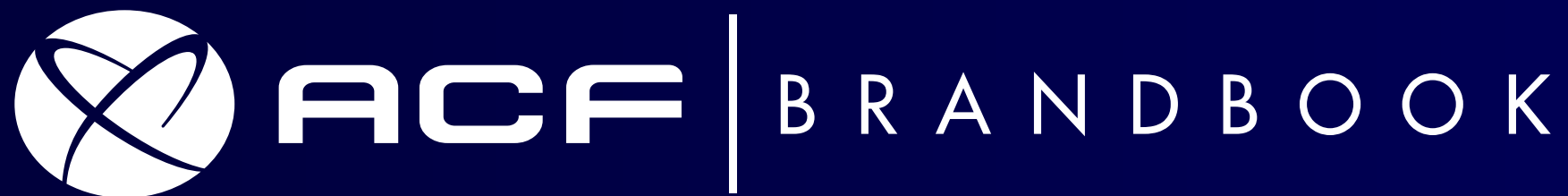
SPEECH
ANALYTICS



TICKETS
PRINTED AND DIGITAL



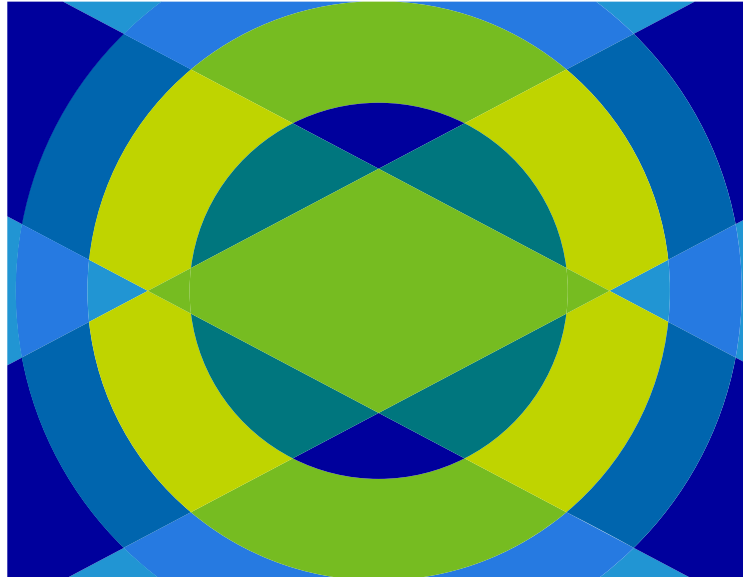
VIRTUAL
CHECK-IN



PATTERNS

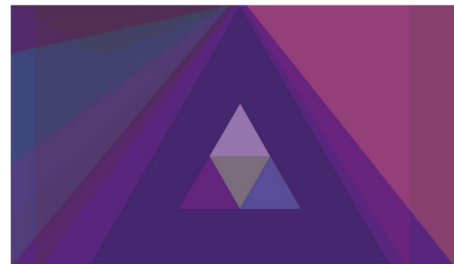
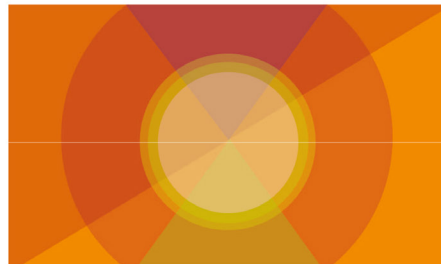
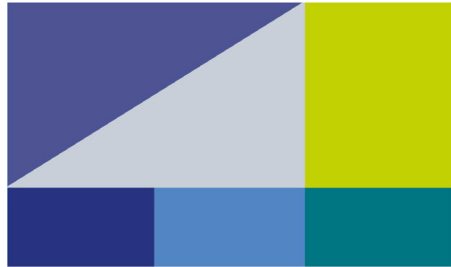
PATTERNS

PRIMARY



PATTERN OVERLAYS

SECONDARY



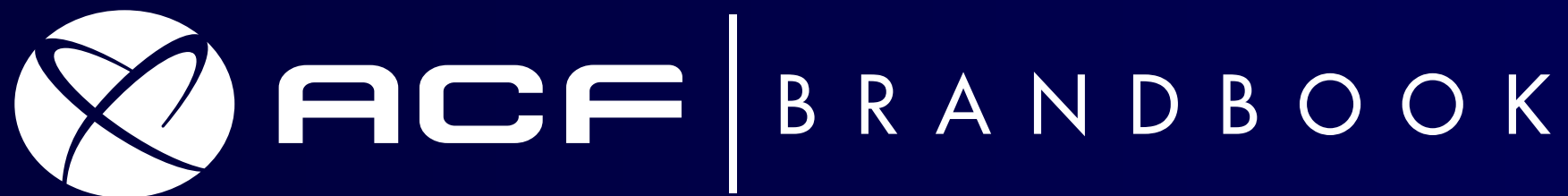


IMAGE STYLE

IMAGE STYLE

When choosing or creating an image, certain criteria must be considered to achieve the effect and impression you are looking for.

Composition:

Image composition is the intentional arrangement of individual subjects or things within a scene to form the final image.



Lighting:

Whenever possible, photographs should have natural light or techniques that simulate natural light. It is also acceptable to use techniques in editing programs to enhance the objective of the image.



IMAGE STYLE

Depth of field:

Photographs with and without depth of field are acceptable. The sharp focus reinforces a deep interest in everything and an emphasis on context and detail. Focusing on a person or thing reinforces the objective of the image.



Effects and filters:

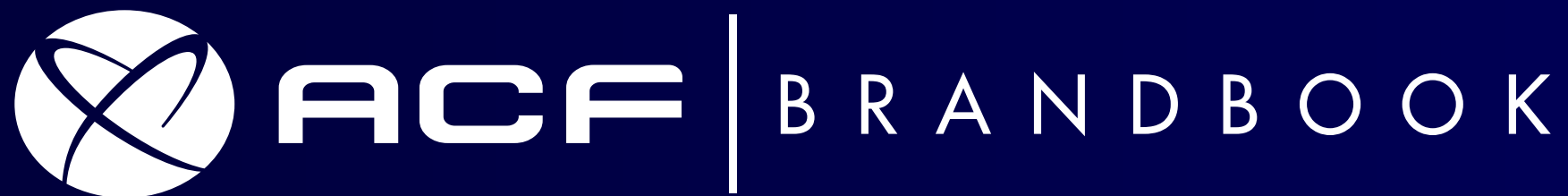
Photos can include filters and effects as long as the image is clear, such as added glare, or elements added through Photoshop, such as color or image overlays.



IMAGE STYLE

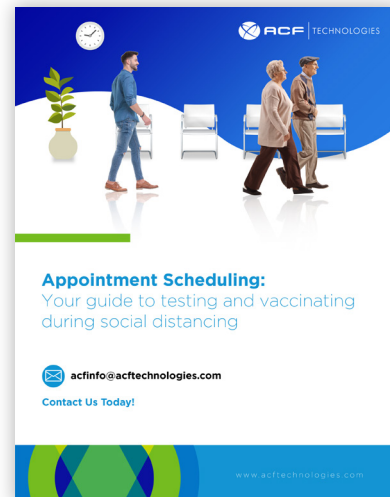
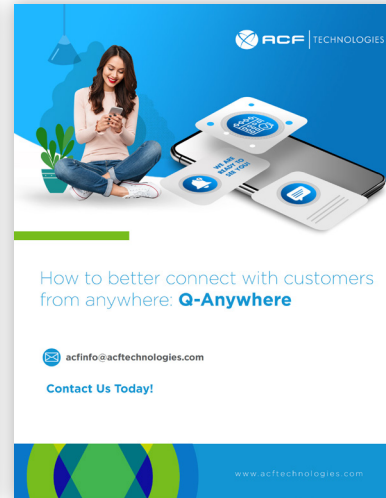
Cutout:
Subjects in photographs can be cropped as needed.





DESIGN STYLE - WHITE PAPERS

WHITE PAPERS - COVERS



WHITE PAPERS - EXAMPLES

ACF TECHNOLOGIES

About ACF Technologies

ACF Technologies helps organizations improve customer experiences using queue management, appointment scheduling, wayfinding, and machine learning technologies. By integrating these technologies into existing business systems, organizations can access real-time insights into customer journeys, and use this information to improve customer experiences and operational efficiencies. ACF has over 5,000 global installations in healthcare, government, finance, retail, and education organizations.

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www.acftechnologies.com

IT Infrastructure

Will you need to invest in hardware to support a queue management system? Some are cloud-based, while others require more IT infrastructure.

Integration

Do you need your queue management system to integrate with software you already use (like a CMS, or electronic health record)?

User experience

Some queue management systems require more training than others—others systems have less of a learning curve. Do you have the time and the bandwidth to properly train your staff?

A queue management system helps you optimize each step of your customer journey. By organizing and managing your business queues, you can eliminate customer wait time when possible, and make waiting less painful for customers when instant service is not an option. Creating the best customer experience can be simple and intuitive with a queue management system that fits your business.

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How to Choose a Queue Management System

There are several different types of queues, each with a different order of service for customers.

FIFO (First In, First Out)

Customers are served in the order they arrive—first come, first served. Therefore, the customer who has been waiting the longest is served first.

LIFO (Last In, First Out)

The customer who arrives last is served first. Think about a drive-thru car wash. The person in the front of the line enters first, waiting in the rear of the car. The last person to enter is positioned in the front of the line, and they wait last, while the person who entered first exits last.

SIFO (Service in Random Order)

Consider a line for concert tickets. To discourage customers from waiting in line, they receive a random ticket when they enter the queue. That way, their position in line and their wait-time is based on the order in which they arrived.

SPT (Shortest processing time)

Customer whose service takes the least time to complete are served first. Those with longer times to completion wait longer or are routed elsewhere. For example, at the DMV, customers who simply need to renew their license may enter one queue, while customers who need to take a road test enter a different queue.

Average waiting times will be different depending on the type of queue your business uses, so efficient management of those queues will require different strategies.

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What type of queue fits your business?

There are several different types of queues, each with a different order of service for customers.

FIFO (First In, First Out)

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Is a Queue Management System Right for You?

Most businesses can benefit from a queue management system. Therefore, it's more useful to think in terms of what level of functionality is right for your business.

Assess your current workflow to determine what's working, what isn't, and what you'd like the queue management system to do. Here are some questions to help you get started.

How many steps does it take for a customer to receive full service?

Think about the types of services you offer, and what steps the service process(es) consist of from start to finish. For some services, the customer receives full service in one step. In others, there are many steps. For example, returning an item to a retail store versus undergoing surgery at a hospital.

How and when do your customers arrive?

In some businesses, customers arrive in regular intervals. More common are random arrivals, where there is no set, regular time period between the arrival of one customer and the next. The distribution of customer arrivals may change depending on certain times of day, days of the week, or even times of year. For example, customer arrivals at a community college registration office are highly dependent on the time of year. At a restaurant, the time of day makes a significant difference. To take it one step further, a restaurant located in a mall or airport will have a different arrival pattern than one in a standalone location.

What is your customer population?

If you use appointments or reservations, you have a limited customer population. A salon, for example, has a set number of chairs and can accept a set number of appointments each day. Many businesses have unlimited customer populations. There is no limit to the number of customers who can walk into a grocery store. Other businesses have a combination—they accept appointments (which are limited) and walk-ins (which are not).

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Lobby Management

Today, queue management isn't just about efficiency or the customer experience—it's also about safety and will likely continue to be for a long time to come. As a calm and relaxed waiting environment goes a long way to improve your customer satisfaction and staff morale. But it also expresses to your customers that you value cleanliness along with their health and safety.

Queue management solutions such as appointment scheduling, virtual queuing, and automated updates work together to accommodate social distancing along with more efficient customer flow. Queue management will also help you identify—and eliminate—bottlenecks and other trouble spots that lead to gathering and crowding.

Digital signage is another aspect of lobby management that some queue management systems incorporate. Customers experience shorter perceived wait times when they can focus on something besides their wait. Digital signage can not only display wait time updates, routing information, and safety reminders, but can also entertain customers while they wait.

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Automated Reminders

No shows and last-minute cancellations siphon money from your business. Automated appointment confirmations and reminders at pre-determined intervals will reduce your no-show rates and late cancellations. You can also offer customers the opportunity to reschedule at a time that better fits their schedule. A queue management system can easily backfill canceled appointments with wait-listed customers or adjust for increased walk-in traffic.

While a personal reminder call may still be the right choice for some customers, others want ahead-of-time reminders that allow you to tailor your reminders to each customer or customer population. Includes may include phone calls, text messages, emails, and app notifications.

Virtual Queuing

Gone are the days of getting in line and staying there, inching forward with no end in sight. Virtual queuing allows customers to wait where it's convenient for them. It prevents lobby congestion and signals to customers that you value their time.

Instead of checking in upon arrival, customers check in before they arrive via a computer or mobile device, ensuring their place in line. They can wait in a location of their choice, or could be your lobby, but could also be in their car, outdoors, in a meeting room, or any number of places. Customers receive automated updates to ensure they're ready when you are. For multi-location businesses (like a chain of auto-service centers, for example), customers can view wait times at different locations, choosing what's most convenient for them. In addition to saving the customer time, this helps keep customer flow even between locations.

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Appointment Scheduling

Appointment scheduling is the foundation of queue management. Efficient scheduling helps ensure the safety arrival of customers. Over-schedule, and you'll soon fall behind, leading to increased wait times and unhappy customers. Under-schedule, and you're leaving money on the table.

Today's customers want—and even expect—online appointment scheduling.

Online scheduling is something that many businesses add to their repertoire after all, there will always be customers who prefer to book via phone or in person. The important thing is that you're providing customers with options. If your business also serves walk-in customers, a queue management system can integrate scheduled appointments with walk-ins.

Customers appreciate the ability to book directly from their devices and schedule appointments at their convenience (during off hours, for example). When it's fast and easy to make appointments, your schedule stays full.

But it's not just convenience that matters. No matter what line of business you're in, the most important customers are the ones who are right in front of you. Online appointment scheduling reduces unnecessary phone calls and distractions, freeing your staff to focus their efforts on serving customers in-person.

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Components of an Effective Queue Management System

Queue management systems are versatile—they typically offer multiple tools that work together to accomplish your organization's goals. Depending on your needs, your organization may benefit from all of these features, or just a few.

Basic Queue Management

For some businesses, basic queue management is all that's necessary. Key features of a basic queue management system include:

- Self-service check-in:** Queue management begins when a customer pins the queue code, and position, via a mobile device and more.
- Customer routing:** Based on a pre-determined set of questions, customers are directed to a specific queue or location.
- Automated wait time alerts:** Customers receive regular updates on their place in line via their mobile phone or lobby screens.
- Data and reports:** Gain valuable insights you can use to improve your customer experience. Queue management systems measure and analyze a variety of KPIs like footfall, wait times, staff productivity, and much more.

In addition to these basic functionalities, some queue management systems include more robust features.

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How a Queue Management System Benefits Your Business

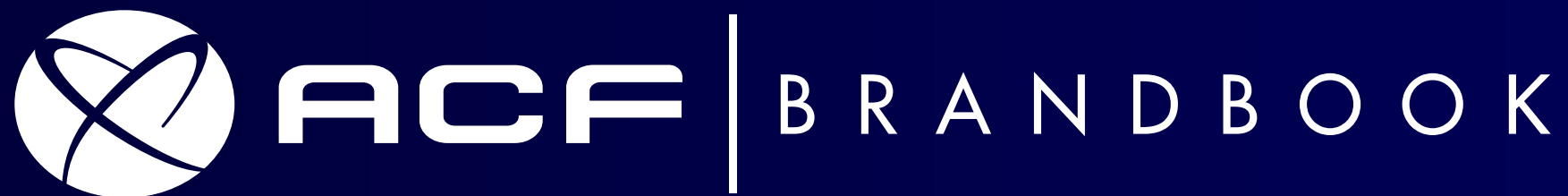
Today, the customer experience is everything. When customers see long lines and an overcrowded lobby—perhaps even noticing the frustration of other customers—it spells trouble for your business.

In contrast, when customers wait less—or feel like they are, when it's not possible—you'll see the queue code, and position, via a mobile device and more.

- Improve customer satisfaction:** A better customer experience increases loyalty, repeat visits, and positive word-of-mouth advertising—and that means more revenue.
- Make better decisions, faster:** Real-time data gives you the information you need to make quick decisions according to what's happening in your business right now.
- Increase staff morale:** Fewer frustrated, tired customers mean happier staff. This leads to improved productivity and lower turnover costs.
- Enhance health and safety:** Crowded lobbies are a thing of the past. When customers can easily keep their distance from others, it shows them that their health and well-being is a priority for you.
- Facilitate long-term planning:** Robust analytics allow you to spot trends sooner, and adjust your strategies accordingly.
- Better allocate resources:** Insight into your customer journey allows you to get the right number of staff in the right places at the right times.

There are many reasons why a queue management system can benefit your business, but they all come down to one thing: **A queue management system is an investment in your business's bottom line.**

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WORD TEMPLATES

WORD TEMPLATES

We have 3 types of template:

- Letterhead
- Memo
- Technical document

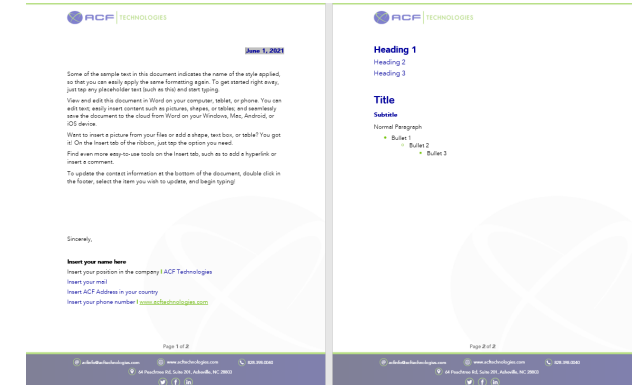
Word templates already have a short introduction for use.
The font used is the Avenir Family.

Users are not allowed to change color, use other colors that are not those of the ACF palette, font, font size, other table style, or modify the sizes of the logo in them. In the footer you will find contact information, which can be changed depending on which region you are located.

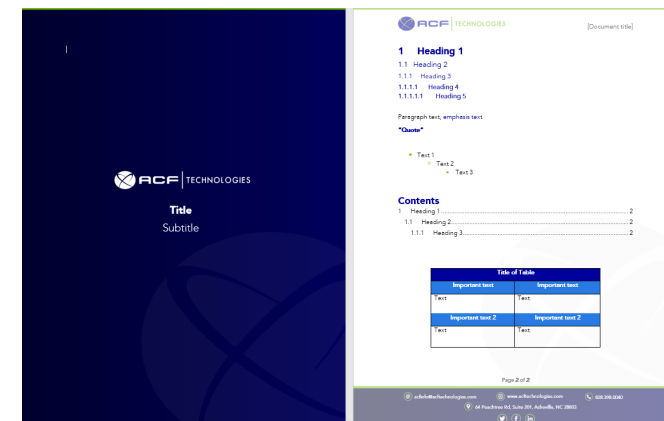
Memo



Letterhead

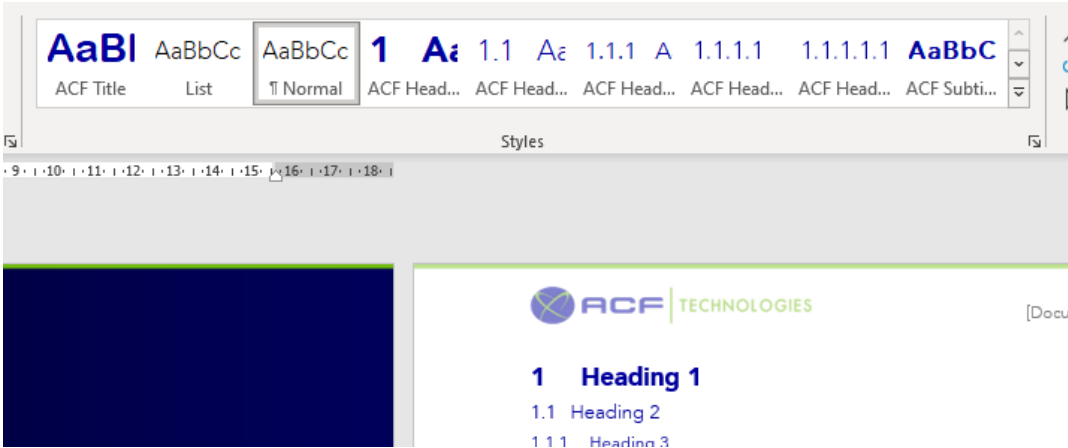


Technical document



WORD TEMPLATES

For text style:



Select the text paragraph and in the "Styles" window you will find the text styles to use.

If the document requires a pivot table, the text is selected and the "Acf Heading" style is used, depending on the list level ("1 Acf Heading" is for the title or topic; "1.1 Acf Heading" is for subtopic; "1.1 .1 Acf Heading "is for main idea of paragraph, etc)

For table style:

Title of Table	
Important text	Important text
Text	Text
Important text 2	Important text 2
Text	Text

You can copy and paste the table style at your convenience. If you don't need the "Important Text" row, you can delete it.

Users are not allowed to change color, text size, or font.

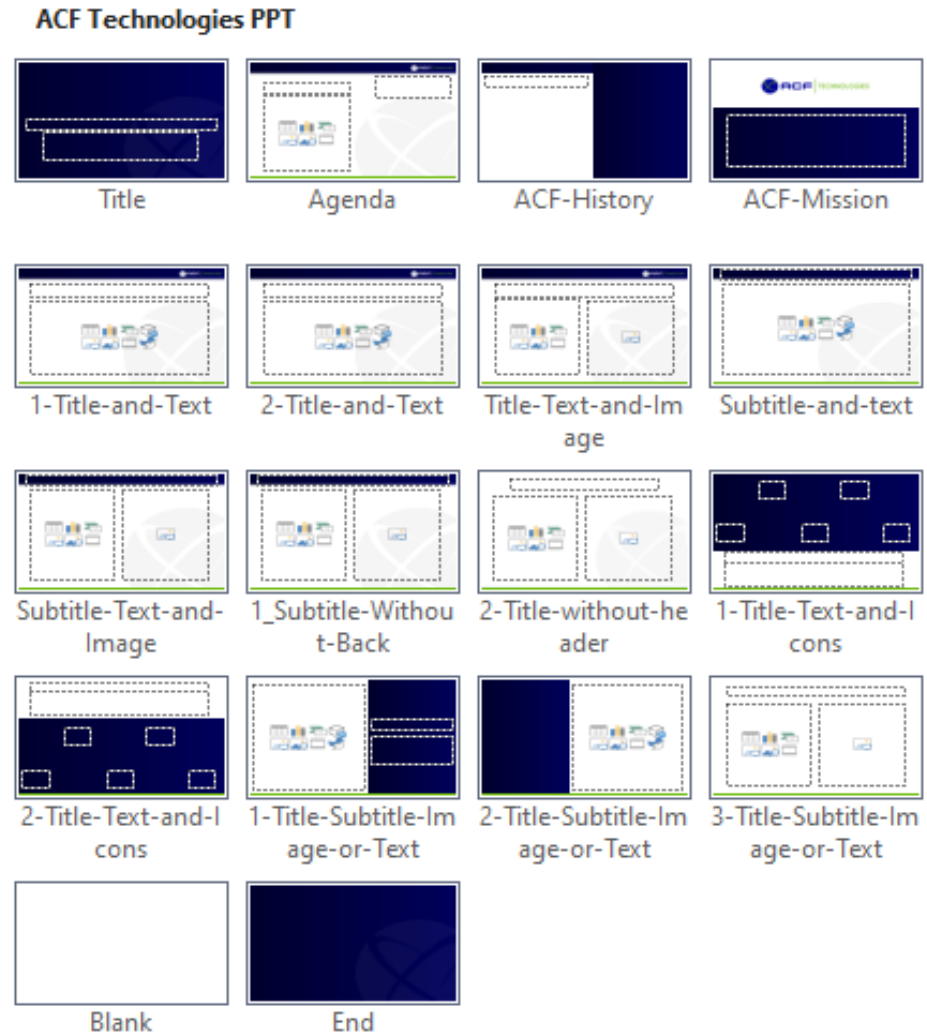
POWER POINT TEMPLATE

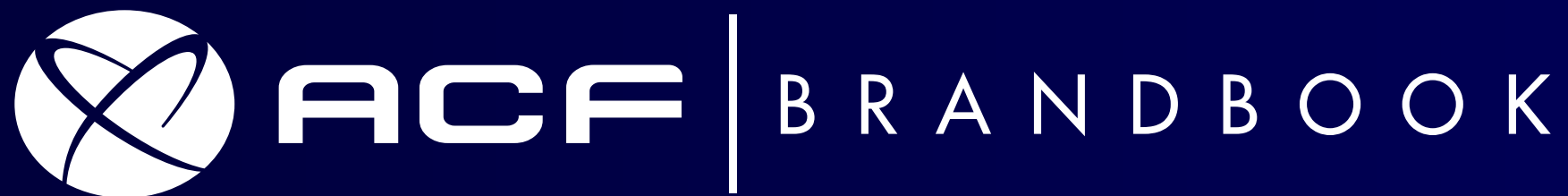
The PowerPoint template contains different slides with adequate space for the use you deem appropriate.

Users are not allowed to change color, use other colors other than those of the ACF palette, font, font size, add shadows to the text or modify the sizes of the logo in them.

Text boxes can be added when necessary, without changing the font style, not adding shadows, strikethrough or italics.

If you want to add icons or images of ACF services, they can be found in the OneDrive folders.





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