New World Systems®

Brand Identity Manual

Mission

Through the innovative and efficient use of our resources, we perform in an intelligent and ethical way to continuously improve the following results:

- Customers are delighted to highly recommend both our products and services
- Employees are proud to say they work for New World
- Shareholders are satisfied with their investment
- Partners are excited to be on our team
- Suppliers favor us as their best account

Company Overview

The Public Sector Software Company

New World Systems has provided solutions, including application software, hardware, training and support, for Local Government and Public Safety agencies since 1981. New World's longevity, stability, financial strength, experience, and specialization in the public sector uniquely qualify us as a long-term partner for our customers. We have a long-standing track-record of meeting our customers' changing needs and are guided by a continuous improvement philosophy that provides long-term value to our customers.

Company Background

Headquartered in Troy, Michigan, with regional sales and support offices nationwide, New World is privately held and employee-owned. Founded by its president, Larry D. Leinweber, New World employs more than 400 people. Mr. Leinweber has over 30 years of hands-on and strategic management experience in the technology and software development industry.

New World Systems has never been acquired or merged — a rarity in this evolving marketplace. We take great pride in the fact that we have designed and developed all of our core applications internally. Many software vendors who have acquired other companies have found compatibility issues, and deserted communities with outdated software that is no longer supported. In contrast, we continue to aggressively enhance our existing products and have invested over $125 million in recent years to develop our Microsoft® Windows and Microsoft.NET™ platform solutions.

At New World, our commitment to service means we provide a strong partnership that begins before the installation of the software and lasts through the life of your solution. Experienced project managers, on-site installation and training, and ongoing support services ensure that our customers realize the full benefit of their New World software solution.

Serving more than 2,000 public sector organizations nationwide, New World is the established leader in public sector software.

AEGIS

Word Origin

Latin from Greek aigis, 'shield of Zeus.'

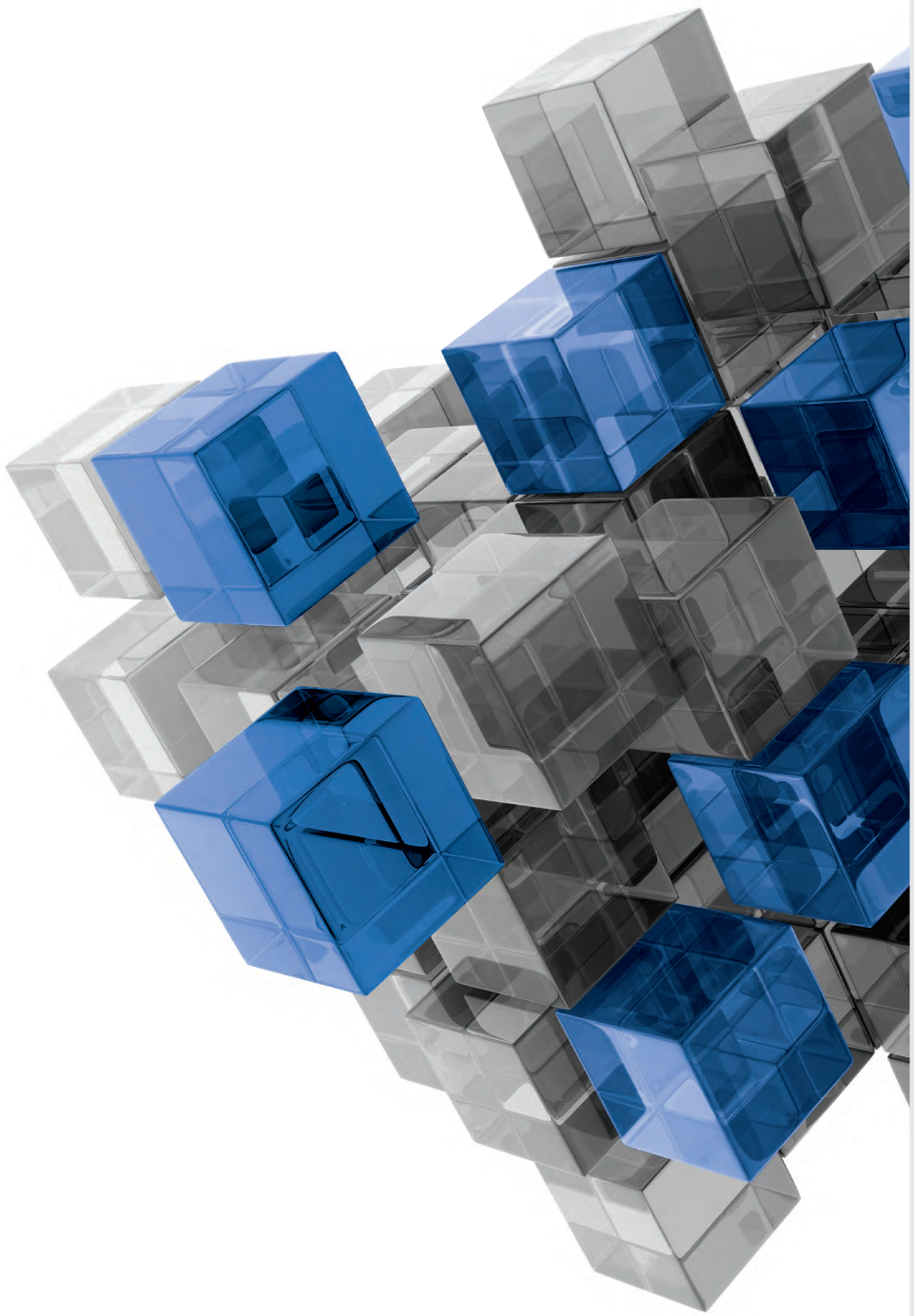
Phonetic Spelling

[ee-jis]

Product Overview

New World Systems' Aegis Public Safety software is a fully unified and comprehensive solution for Law Enforcement, Fire and EMS, including Computer Aided Dispatch (CAD), Records Management, Mobile Computing, Corrections Management, Web-based Information Sharing and Decision Support. Each module integrates with each other, working off of a common database and providing full functionality between modules, reducing data entry. The Aegis software provides fast, efficient dispatching, and quick access to records, reports and actionable information from an agency's database. The suite is available on either the Microsoft® platform.

- Computer Aided Dispatch
- Records Management
- Mobile Computing
- Corrections Management
- Decision Support & Dashboards



LOGOS

Word Origin

"Word," "reason," or "plan". In Greek philosophy and theology, the divine reason implicit in the cosmos, ordering it and giving it form and meaning.

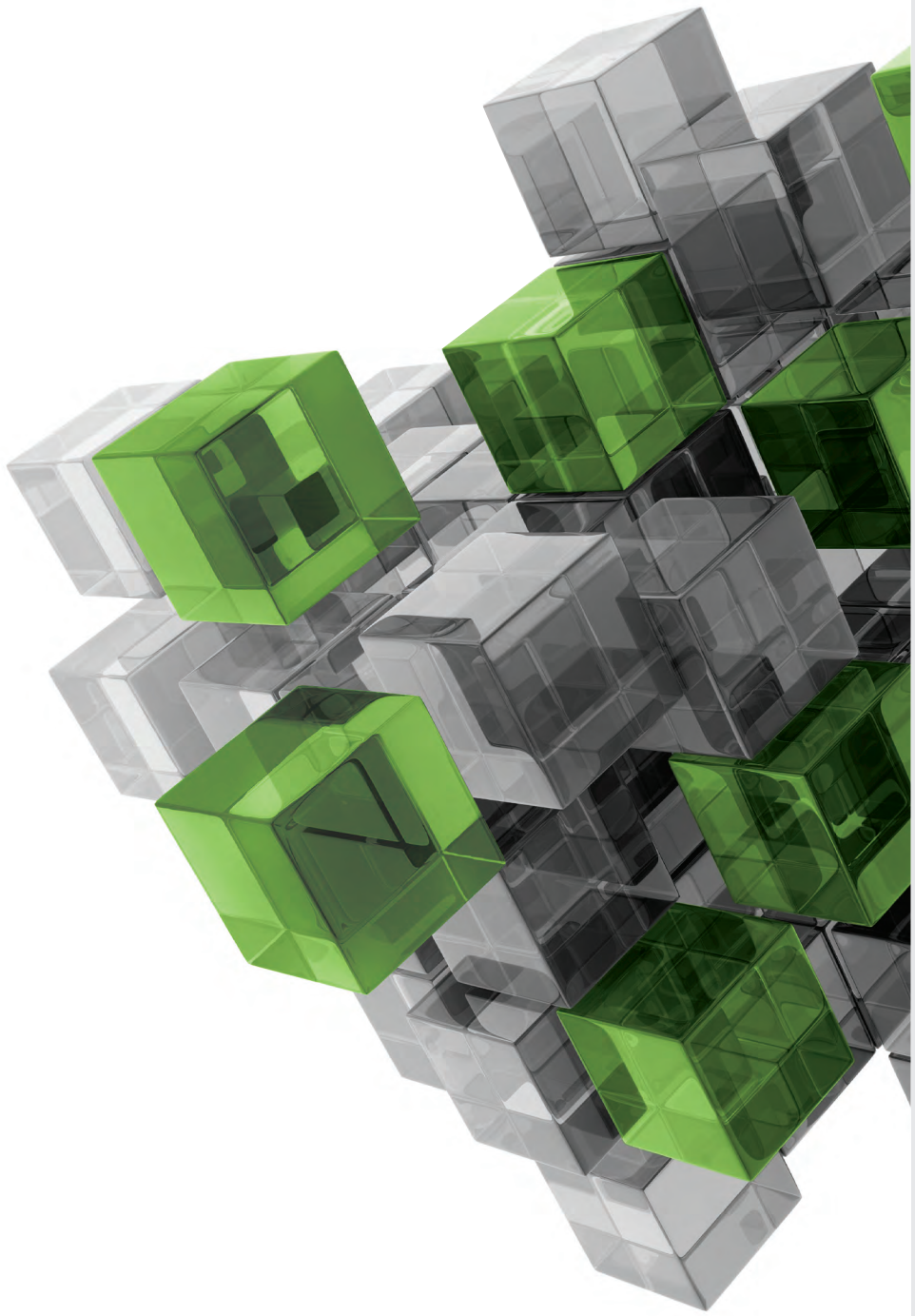
Phonetic Spelling

[log-os]

Product Overview

New World's Logos™ suite of Public Administration software satisfies the fund accounting needs of city and county governments, providing modules for financial management, human resources, payroll, utility information, community development, eGov capabilities and Business Analytics & Dashboards. While Logos is a unified suite of software, it is completely modular, so organizations only need to license the modules they currently require, and implement additional modules as needs arise. The system runs on the browser-based Microsoft.NET platform.

- Financial Management
- Payroll & Human Resources Management
- Utility Management
- Community Development
- eSuite Self-Service
- Decision Support & Dashboards



What Are These Guidelines For?

They are to help us ensure that the way we present New World is always:

Professional:
All the materials we produce must look as if they come from New World. Strong attention to detail will reflect adequately on our brand.

Consistent:
Whenever and wherever people come into contact with New World, we want to create a clear and coherent impression. If our brand is consistent, we are less likely to be confused with a competitor. We will be able to keep hold of loyal customers and avoid being associated with lesser brands.

Distinct:
For maximum impact, our communications should convey what makes New World unique.

We ask that each New World employee work with us to uphold these standards. Our continuing success as a leader in public sector software is best told through consistent application of identity standards.

Inside the Brand

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NEW WORLD **LOGO**

Primary

The Primary logo is the main mark for New World. This logo is in full color and is for applications where full color is desired. The Primary logo is also available with the tagline.

The New World logo is a very important asset of the brand. It is also the visual expression of our brand, and as such must be valued and used in accordance with these guidelines.

The Secondary logo should be used on applications where the primary logo will not be legible or fit correctly.

The alternative mark colors should be used when applying the logo to similar color backgrounds as the logo itself.

Secondary

Tagline

Alternative Mark Colors

Sizing and Proportion

Size minimums are noted to ensure that the New World logo is legible and prominent in various media. Our horizontal logo should not be smaller than 1.5" and our vertical logo should not be smaller than 1". If just the brand mark is being used, it should not be smaller than 1/4".

Exception: If the item you are putting the logo onto is smaller than 1" --Such as a pen or pin -- it is acceptable to reduce the size and clear space.

1.5 in

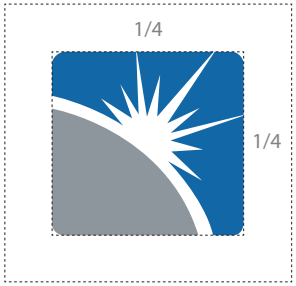
1 in

1/4 in

Clear Space

The New World logo needs sufficient visual space so that its impact is not degraded. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the "N".

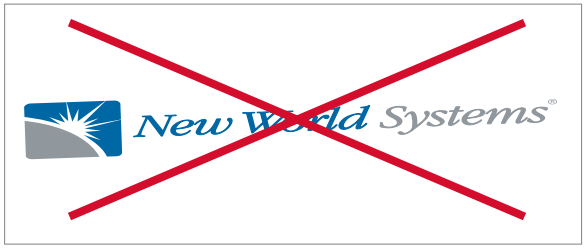
In cases where our mark is only being used, clear space should be 1/4 size of the height or width of the mark.



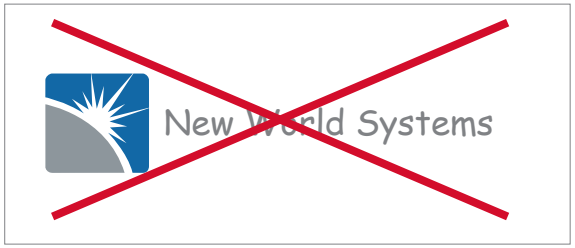
Unacceptable Use

The success of New World Systems brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing the logos reduces its legal protection and diminishes its impact.

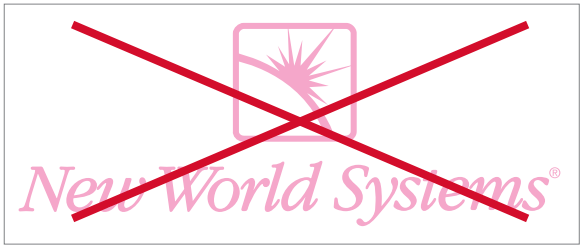
The following examples visualize some potential mistakes that must be avoided. Please note that the following examples apply to all New World marks and should be avoided at all times.



Do not stretch, distort or rotate

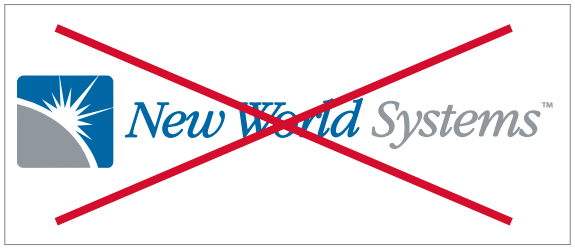


Do not use logo mark with a different font



Do not change the color outside of the approved options

Do not use an outline treatment



Do not use the incorrect trademark

Do not add effects, including a drop shadow, bevel, or glow.

NEW WORLD **BRAND COLORS**

New World White

C:0 **M:**0 **Y:**0 **K:**0
R:255 **G:**255 **B:**255
HEX: #ffffff

New World Grey

Spot: Pantone 430 C
C:6 **M:**0 **Y:**0 **K:**47
R:142 **G:**151 **B:**157
HEX: #8f979d

New World Blue

Spot: Pantone 301 C
C:100 **M:**43 **Y:**0 **K:**18
R:0 **G:**103 **B:**166
HEX: #0068A7

Aegis Blue

Spot: Pantone 301 C
C:100 **M:**43 **Y:**0 **K:**18
R:0 **G:**103 **B:**166
HEX: #0068A7

Logos Green

Spot: Pantone 368 C
C:57 **M:**0 **Y:**100 **K:**0
R:122 **G:**193 **B:**67
HEX: #55920A

K-12 Yellow

Spot: Pantone 1235 C
C:0 **M:**29 **Y:**91 **K:**0
R:253 **G:**187 **B:**48
HEX: #f8bd39

Aegis Fire

Spot: Pantone 186 C
C:12 **M:**100 **Y:**92 **K:**3
R:207 **G:**10 **B:**44
HEX: #CE2029

NEW WORLD **TYPOGRAPHY**

Primary

New World's typographic identity is viable across many applications including print, digital and advertising components. Type selections have been made that best represent the brand of New World.

The typeface family 'Myriad Pro' has been selected for use by the New World brand. If Myriad Pro is not available on your system, Marketing will provide you with a .zip file of the font family.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro Semibold Condensed

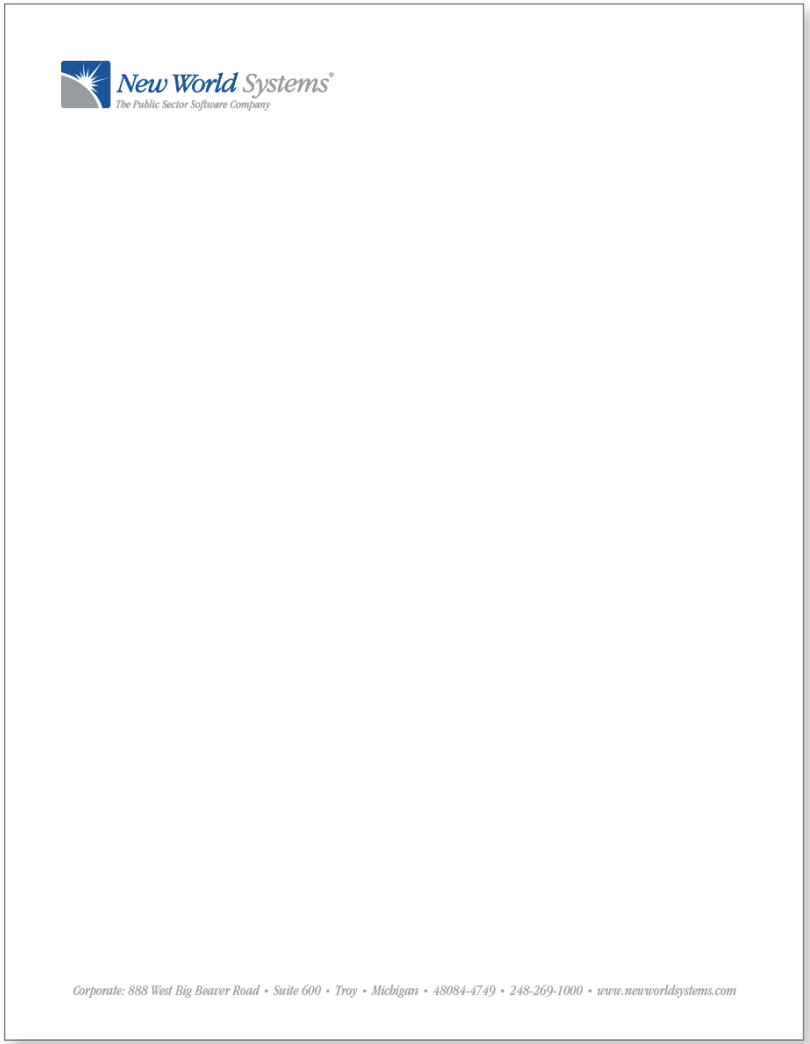
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

NEW WORLD **BUSINESS SYSTEM**

System Options

Stationery items play an important role in communicating a consistent image. The New World business system uses the Primary logo with tagline. This includes letterhead, #10 envelope, business cards and 10x13" envelopes used for mailers. Consistent email signatures deliver a visually coherent look across departments.

Just as our business cards follow a standardized approach, email signatures should be consistent. Below is an example of an appropriate New World email signature. Myriad Pro is the font that should be used.



Letterhead

#10 Envelope

Business Card

Email Signature

System Options

10x13" Envelope - Aegis

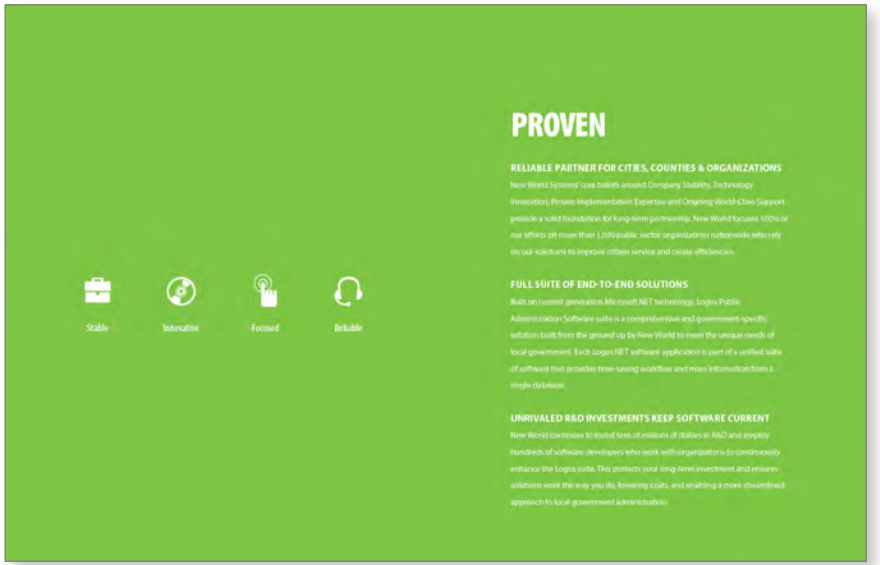
10x13" Envelope - Logos

NEW WORLD **PRINT**

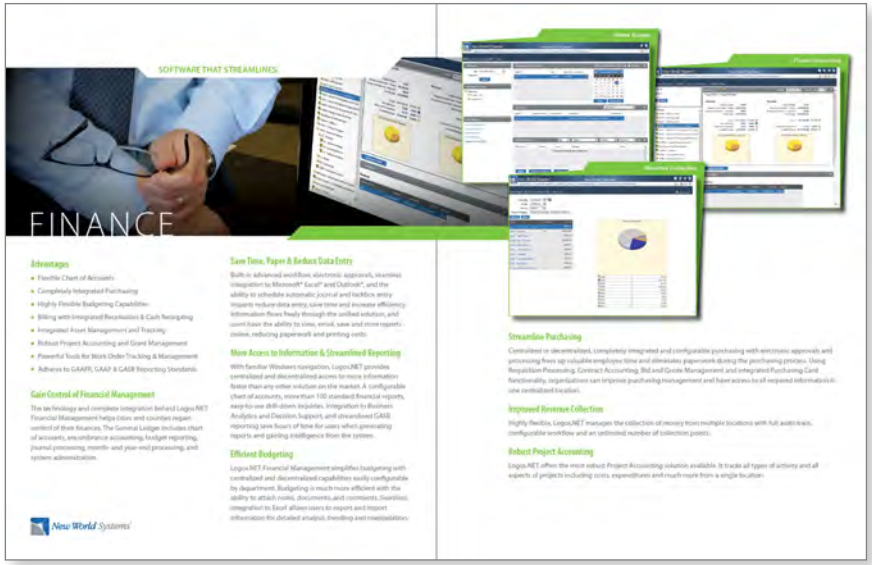
Brochures

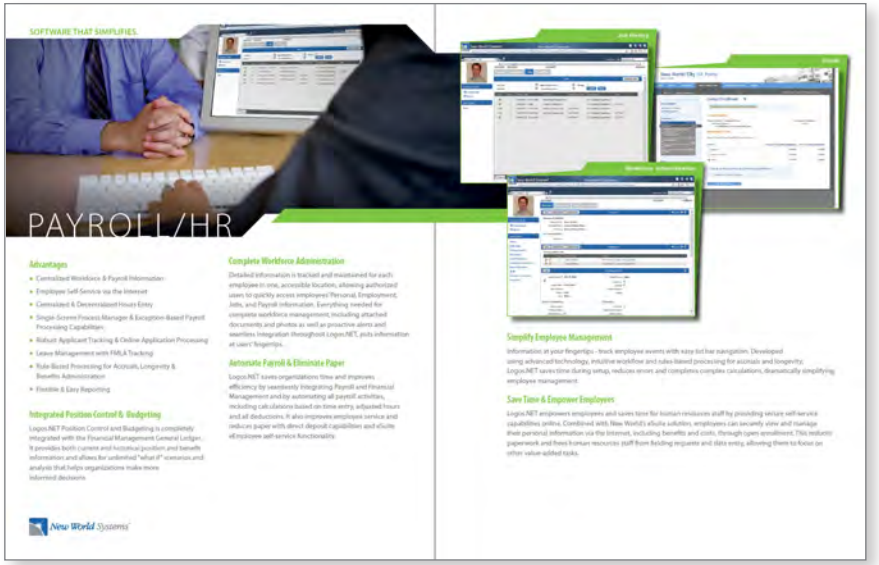
Aegis General Brochure

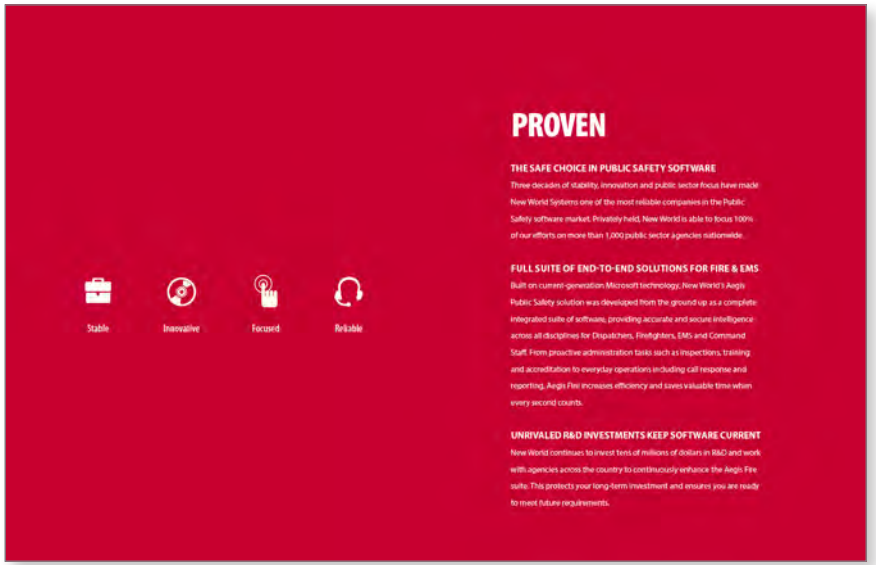
Brochures



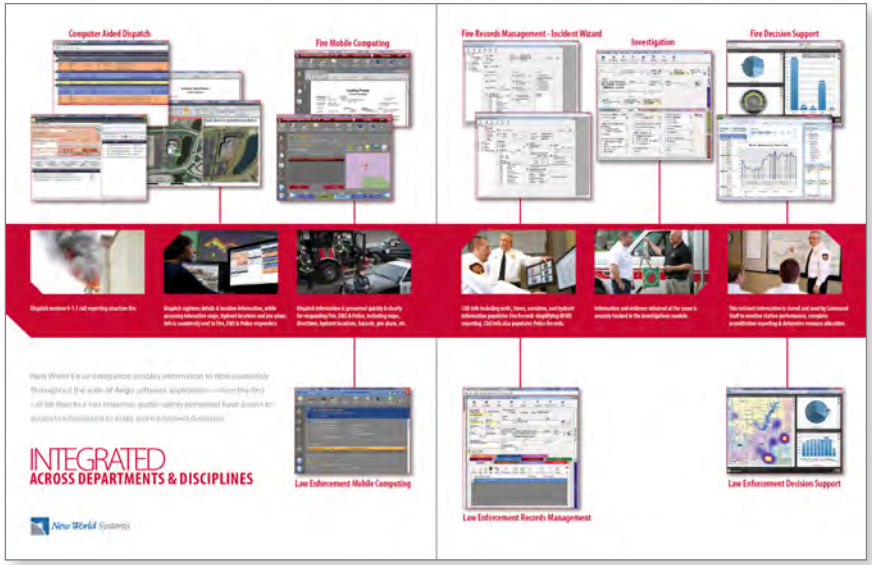
Logos General Brochure







Fire General Brochure



Partnership Flyers

ESRI

Partnership Advantages

The combined GIS solution from New World Systems® and Esri® provides police, fire, and EMS agencies seamless access to geographic information that helps them save lives and better serve their communities.

The latest Esri mapping technology, embedded in Aegis™ Public Safety Software Solutions, provides geographical analysis and visual reference to dispatchers and field personnel through high-performing easy-to-maintain maps.

Industry-Leading GIS Integration

- New World is Esri's Largest Public Safety Partner
- Only Public Safety Solution Provider Participating in Esri's Business Partner Advantage Program
- Engaged in Esri's Exclusive Private Beta Testing Program

Situational Dynamic Response™ (SDR): Proximity Dispatch

- Dynamic ETA's with True Situational Awareness Based Upon Travel Time, Road Systems & Real-World Routing Factors
- Access External Data Services like Traffic Cameras, Sensors, Alarms, Video, Demographic Data & More
- Decrease Response Times by Leveraging GIS Data from Neighboring Agencies

Never Waste a Moment with Unique Addressing

- NG-9-1-1 Addressing Standards Compliant
- Dispatch with Confidence to Fractional House Addresses, Multi-Residential/Commercial Locations & Rural Addresses

"New World is significantly advancing the use of GIS technology to help public safety agencies and municipalities improve service to the general public."

Lew Nelson
Director - Industry Solutions &
Global Law Enforcement | Esri

SIMPLIFY GIS ADMINISTRATION

- No Downtime During Updates
- Consistent GIS throughout Aegis Public Safety Software Solutions
- Synchronize Maps Easily without a Trained GIS Professional
- Simplify Map Updates with Industry Standard REST Data
- No Data Conversion

New World Systems®

newworldsystems.com/Public-Safety

Aegis

LASERFICHE

Partnership Advantages

New World Systems' local government ERP solutions and Laserfiche's Enterprise Content Management (ECM) software systems provide instant access to documents and complete information for public sector organizations.

The partnership makes it easier and more cost-effective for public sector organizations to acquire and leverage both premier solutions to streamline everyday operations.

Enterprise Content Management throughout Logos.NET™

- Improve Organizational Efficiency with a Central Document Repository
- Access Documents via Laserfiche in 43 Places throughout the Logos.NET Public Administration Suite
- Modernize & Streamline Business Processes

Paperless Purchasing & A/P

- Ensure Documents are Routed Properly & Approved Purchasing Procedures are Followed
- Electronically Route, Approve & Process Invoices
- Reduce Errors while Saving Time & Money

Human Resources & Payroll

- Save Time & Money by Reducing Redundant Data Entry
- Attach Applications, Resumes, W-4 Forms, Direct Deposit Slips & Disciplinary Documents at the Employee Level
- Empower Employees to Update their Personal Information, Review Pay Stubs & Make Benefit Selections via Logos.NET eSuite Self-Service Portal

Community Development

- Streamline Projects by Accessing Documents Directly from Logos.NET Community Development
- Automate Permitting & Licensing via Logos.NET eSuite Self-Service Portal

"By integrating New World's ERP solutions with Laserfiche ECM, state & local governments benefit from having easy access to electronic documents through the New World interface."

Catherine Ramos
Director of Professional Developer Partnerships
Laserfiche

INTEGRATED ERP & ECM BENEFITS

- Logos.NET ERP Serves Over 24,000,000 Citizens Every Day
- Leverage Existing Laserfiche Investment
- Eliminate Organizational Silos by Enabling Secure Access to Content
- Integrated Workflow Between Logos.NET & Laserfiche
- Dynamic Attachment Icon Indicates Number of Documents Available
- Automatically Capture Documents into Logos.NET from Your Scanner

New World Systems®

newworldsystems.com/Local-Gov

Logos

MIAMI BEACH

Property Room Goes Paperless

"Our paper dependencies were ridiculous. We knew we had to make a drastic change, so we contacted New World."

For public safety agencies, an efficient and secure property room is crucial to effective law enforcement. This requires a proper storage environment, chain-of-custody and, most of all, accountability. Fortunately, software and technology have evolved to free up space, time and paperwork for agency property rooms.

Prior to 2013, Miami Beach Police Department's property and evidence system was built on old technology that was no longer supported. In addition, it didn't interface with their Records Management software which forced the agency to rely on paperwork. Without a reliable system, there was room for human error, lost documents and missing data that could have huge consequences for Miami Beach PD and their criminal cases.

Partnering with New World for a Solution

Miami Beach PD turned to New World for a solution to their property room challenges and worked closely with New World's software development team to design a solution that would meet their needs. New World took the Agency's vision and created a functional software module that has dramatically improved property room operations.

Available with New World's Law Enforcement Records Management software, the Aegis Property module helps agencies manage the everyday operations of property and evidence rooms, including intake, chain of custody, disposal and reporting. New World also offers integrated property room bar coding to further simplify tracking and management of property.

Based on feedback from Miami Beach PD, advances in software features, workflow and integration have made the Aegis Property solution more robust and has allowed the agency to save time, get organized, and eliminate paperwork.

MIAMI BEACH POLICE DEPT, FLORIDA

Area Served: 7.1 mi²
Population Served: 90,000
Sworn Officers: 392
Calls for Service/Year: 250,000
Incidents/Year: 170,000
New World Customer Since: 2008

The Miami Beach Police Department protects and serves residents and visitors in one of the most popular coastal resort cities in the U.S. The PD has been a New World Systems' Aegis™ Public Safety Software customer since 2008. On average, the Miami Beach PD handles 1,000 pieces of property a week in a large-scale, twenty-four by seven operation with multiple facilities and storage locations.

New World Systems®
newworldsystems.com/Public-Safety

Aegis

WAUKESHA

A Greater Return on Investment

"With New World's software, the upgrade process has been reduced to less than a day."

John Hebert, System Analyst

As the third largest county in the state of Wisconsin, Waukesha County serves more than 390,000 residents throughout 37 municipalities. Over the last decade, the County has experienced significant growth, while maintaining high levels of service to the public. In the mid-90's, the County selected a large Tier One ERP solution to meet its growing needs. At the time, the huge system with complex configuration appeared to be a good fit for the County and the only way to support the magnitude of its business operations. Soon after implementation, the Tier One ERP vendor discontinued support for the software, forcing Waukesha County to re-license a new version. After seven years of high maintenance costs and time-consuming administration, the County determined that the ERP system would once again become unsupported.

Waukesha County Had Three Options:

1. Stay on its current system and be unsupported moving forward.
2. Re-contract with its current vendor and wait decades to see any return on investment.
3. Implement a Local Government-Specific ERP solution and see a return on investment in eight years.

New World's Solution

Waukesha County worked with a consultant to develop a request for proposal (RFP) and soon found that some Local Government-Specific ERP Vendors offered solutions that could meet the demanding needs of a large county far better than the Tier One ERP providers. After a thorough evaluation, the County selected New World Systems Logos.NET™ Public Administration Solution.

New World's Logos.NET Financial Management software offered the configurability that Waukesha County needed and would easily interface with other programs that the County wanted to continue using, including its payroll system. It also offered seamless integration with Microsoft® applications that County employees use every day, such as Excel®. With configurable workflow, the County could also centralize and decentralize

WAUKESHA COUNTY, WISCONSIN

Area Served: 580 mi²
Population Served: 389,891
New World Customer Since: 2011

Waukesha County is home to more than 390,000 residents living in 37 municipalities. As the third largest county in the state of Wisconsin, Waukesha continues to experience significant growth. To accommodate this growth, in 2011 the county selected New World Systems' Logos.NET™ Public Administration Solution. The county has since experienced significant savings and increased its efficiency.

New World Systems®
newworldsystems.com/Local-Gov

Logos

Trifold Brochures

Aegis

Aegis Fire

Logos

NEW WORLD **WEB**

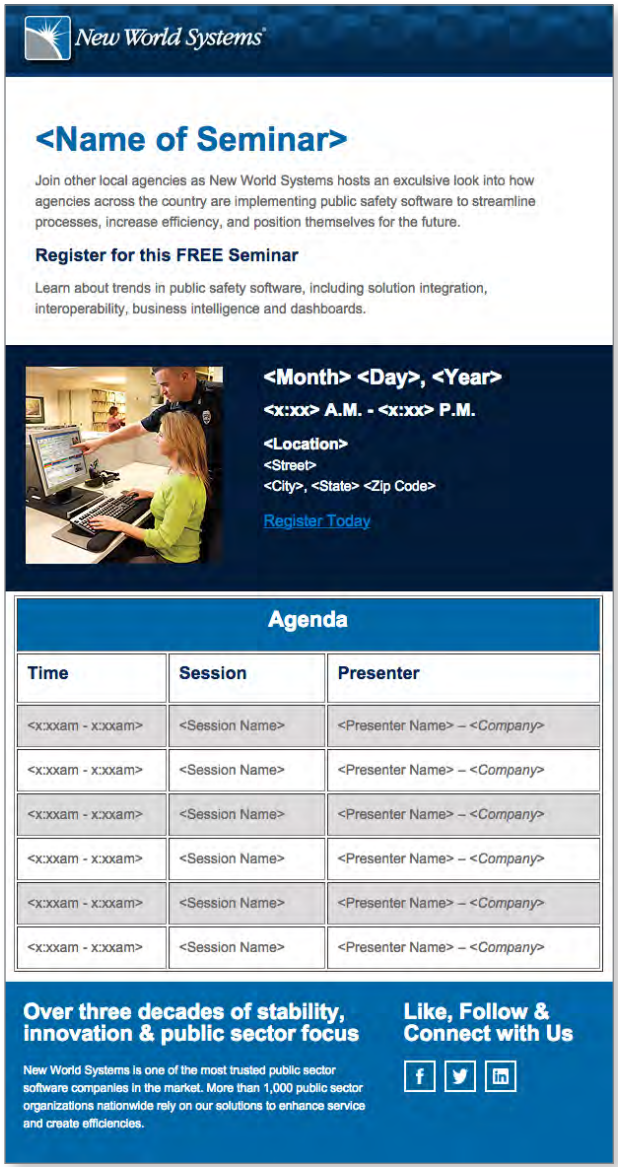
Corporate Website

Aegis

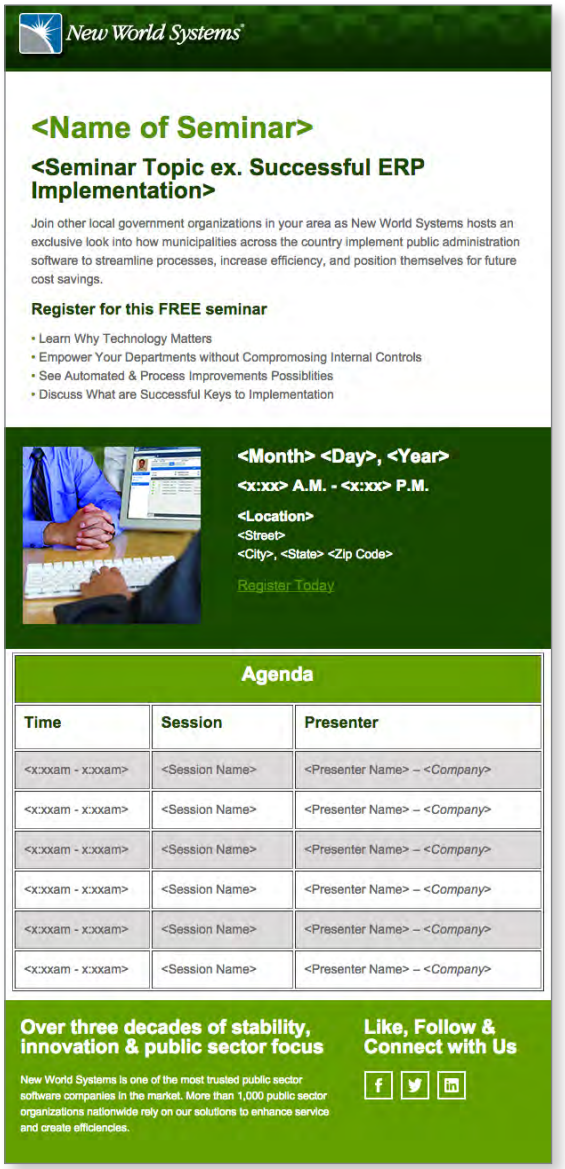
Logos

Careers

Email Templates



Aegis

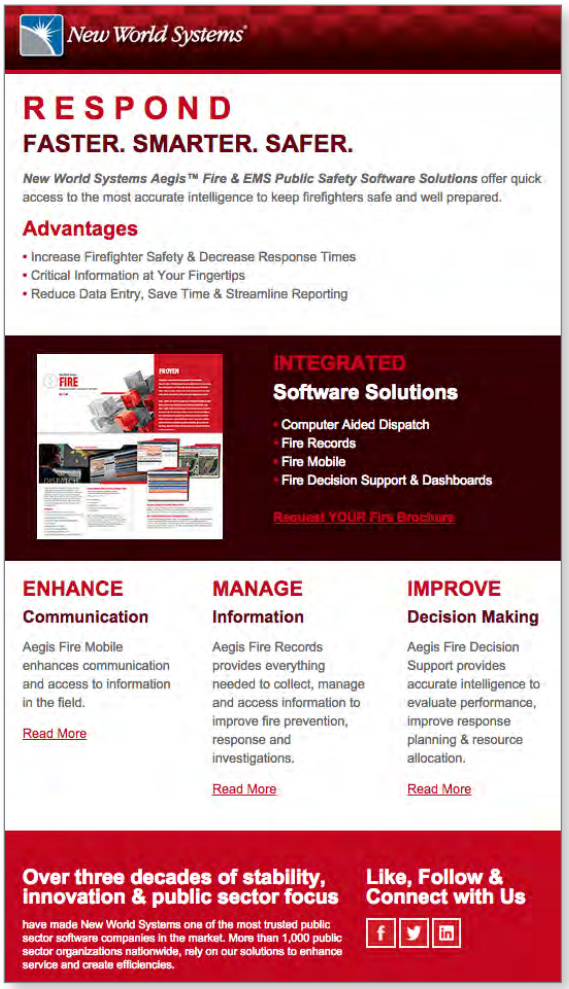


Logos

Landing Pages

Aegis

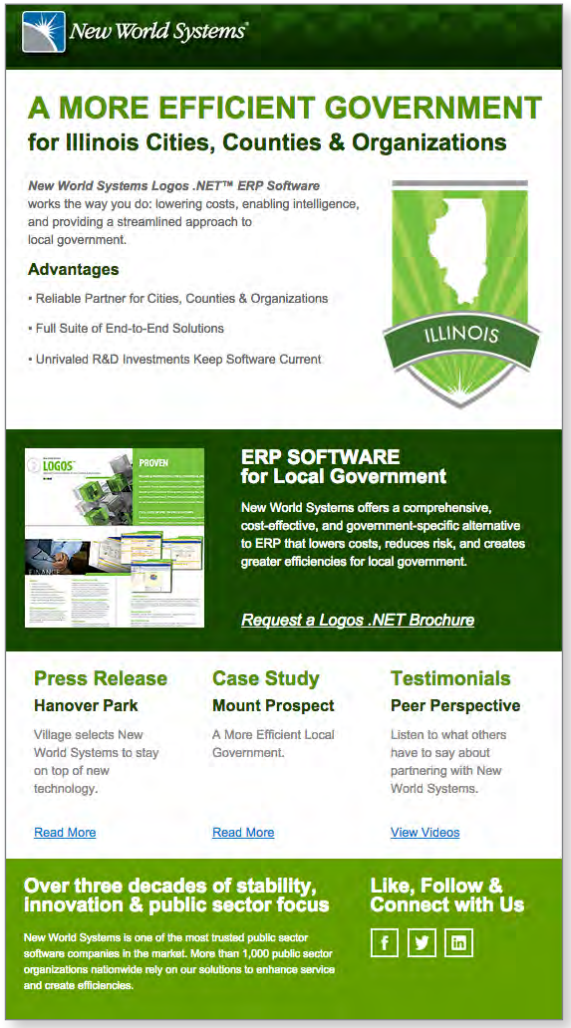
Logos



Aegis Fire

Landing Pages

State Landing Page - Aegis



State Landing Page - Logos

PowerPoint Templates

Aegis

Aegis Fire

Logos

Social Media

New World Systems maintains a robust presence on the popular social networking sites of Facebook, LinkedIn, and Twitter. Our sites are followed by customers and employees alike, all of which receive updates regarding our latest press releases, events, achievements, and more. We hope to continue growing our presence to better communicate with customers and prospects.

Social Media

@NewWorldSys

This is our official Twitter handle and can be used by the Twitter community to communicate with us directly.

#MaximizeYourSolution

This is used to promote both Aegis and Logos solutions. Used heavily during conferences and other events to streamline conversations.

#DoInteresting

This is used for any career-related post pertaining to New World.

#DeliverThePromise

This is used to highlight any opportunity where New World has helped a customer reach a significant goal or achievement.

#PublicSafety

This is a popular hashtag pertaining to public safety and is used to highlight our Aegis services.

#LocalGov

This is a popular hashtag pertaining to the public sector and is used to highlight our Logos services.

#MovieMonday

This hashtag promotes our various videos shared on social media pages. Videos are posted every Monday using this hashtag.

#TechTuesday

On Tuesdays a fact or story is released pertaining to public safety or local government technology.

#WhitePaperWednesday

This hashtag is used for the promotion of white papers, specifically on Twitter and Facebook.

#TBT

This Throwback Thursday hashtag is used widely across social media platforms to showcase old photos.

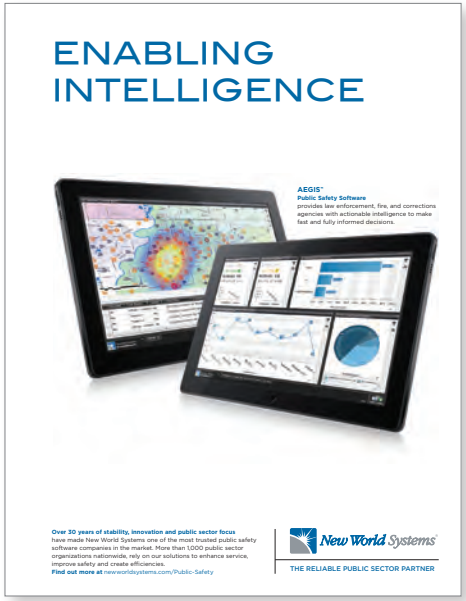
#FightCrimeFriday

This is used to go along with a story, photo or video pertaining to public safety and/or fighting crime.

#FunFactFriday

Each Friday a new fact is released pertaining to public safety or local government.

NEW WORLD ADVERTISING



Aegis

Aegis - APCO

Aegis Fire

Logos

Aegis *Logos* *Fire*

NEW WORLD **BRAND EXTENSIONS**

Tradeshow Booth

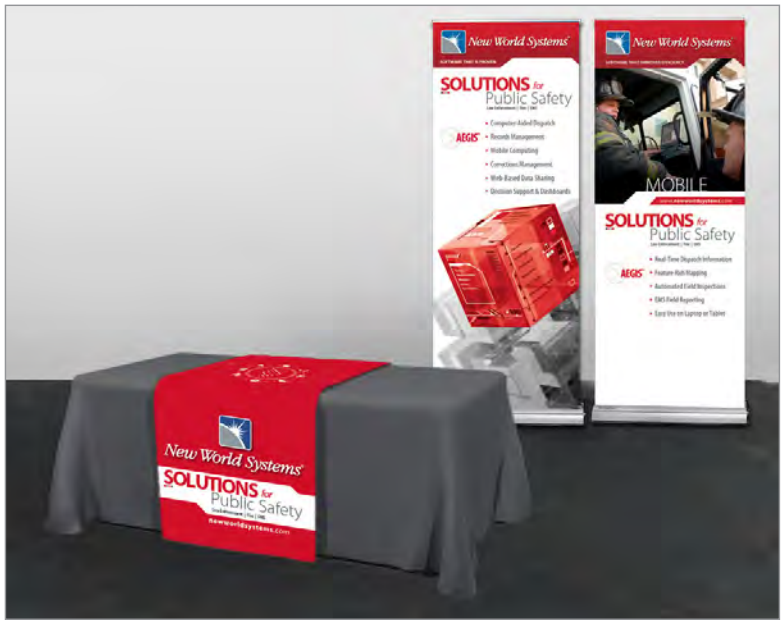
Aegis Tradeshow Booth

Tradeshow Booth

Logos Tradeshow Booth

Banner Stands

Aegis Banner Stands & Table Runners



Aegis Fire Banner Stands & Table Runners

Logos Banner Stands & Table Runners

Trifold Brochures

Aegis

Aegis Fire

Logos

**If you would like a trifold brochure designed for a specific prospect, please submit requests to the Marketing team for us to personalize.