epiQ bankruptcy

Brand Style Guide

bankruptcy.epiqglobal.com

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Introduction

Branding is one of the most important strategies for an organization. Our brand tells a story about who we are and enables us to create consistent, meaningful and lasting impressions with our audience. Through our brand, we have the opportunity to stand out amongst competitors, strengthen customer relationships and drive new business by raising awareness.

A brand built on the Epiq Global brand

As Epiq Bankruptcy is a division of Epiq Global, our brand is a subdivision of its parent brand.

Our sub-brand strategy is built on the foundation of the Epiq Global brand, sharing the same fundamental factors of brand personality and voice, but utilizes outside but complementary elements such as color, typography and imagery to stand out. This allows us to target and cater messaging to a more specific market - professionals and companies operating in the business of bankruptcy.

How to use this guide

This Brand Style Guide should be utilized as a tool, outlining the core set of branding elements, including colors, typography, logos, messaging, graphic elements and more. It serves as a universal set of standards for anyone who interacts with brand assets and acts as an identity system to guide visual decisions and effective communication. As a brand is built from the inside out, this guide should be used for both internal and external communications.

Brand Narrative

- Who we are

- Mission/Vision

- Brand values

- Personality

- Brand architecture

Epiq Bankruptcy is the largest provider of U.S. bankruptcy court data, technology and services, and a trusted partner to lenders, servicers, trustees, attorneys, investors and other stakeholders operating in the business of bankruptcy.

Epiq Bankruptcy solutions include comprehensive corporate restructuring, trustee case management, and access to the industry's most dynamic bankruptcy data and analytics.

With the industry's most comprehensive bankruptcy dataset and advanced technology to automate manual tasks and customize operations workflows, Epiq Bankruptcy provides integrated solutions for its customers' systems of record.

With more than 50 years of experience across all markets, chapters, and credit types, Epiq Bankruptcy turns bankruptcy data into valuable insight to lower costs, inform better decision making, decrease risk, improve efficiency and case outcomes.

Who we are

Epiq Bankruptcy is the largest provider of bankruptcy data, technology and services, and a trusted partner to companies operating in the business of bankruptcy.

With the largest integrated public and private bankruptcy dataset and more than 20 years of helping lenders, servicers, attorneys, trustees, court personnel and investors meet their greatest challenges across all bankruptcy chapters and subchapters, Epiq Bankruptcy has earned its position as the dominant brand in the bankruptcy market.

Epiq Bankruptcy solutions include comprehensive corporate restructuring, filing and administration, trustee case management, notification and disbursement, access to the industry's most dynamic court data and analytics, and advanced technology to automate manual tasks, customize workflows and turn data into valuable insight for every credit type and industry vertical.

Collectively, Epiq Bankruptcy helps its clients to lower costs and improve efficiencies to inform better decision making, decrease compliance risk and improve case outcomes.

Mission/Vision
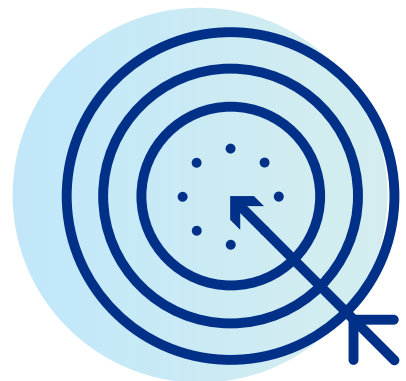
Mission

To become the dominant global brand for the delivery of data, technology and services for the business of bankruptcy.

Vision

To modernize and simplify the business of bankruptcy through advanced technology, superior service and expertise.

Brand values

One Team, One Goal

We are at our best when we are developing genuine relationships, looking out for one another, freely and honestly sharing information, working together. We succeed when we rise above our departments, roles, and individual interests to come together, to move forward together.
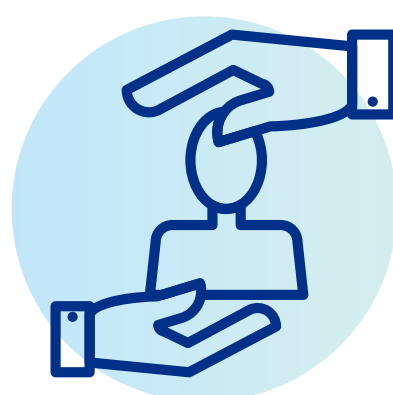
Unwavering Integrity

Relationships are built on trust, transparency and dependability. Good news or bad, we value and expect honesty and candor.

Relentless Service

Client relationships define us as a company and each person at Epiq defines us for our clients. Quality, speed, thoughtful consultation and expertise; these are commitments to our clients, colleagues and communities. We are relentless in delivering excellence.

Thrive on Big Challenges

The challenges we encounter are critical to our clients and colleagues. With expertise, experience, and innovation, we solve problems and deliver results. Whatever the challenge, whatever it takes, we are driven to persist and succeed.

Be Yourself, Belong with Us

The strength of Epiq is in the unique backgrounds, voices, talents, and experiences of each person. With a culture of belonging, we enable teamwork, spark innovation, and fuel success.
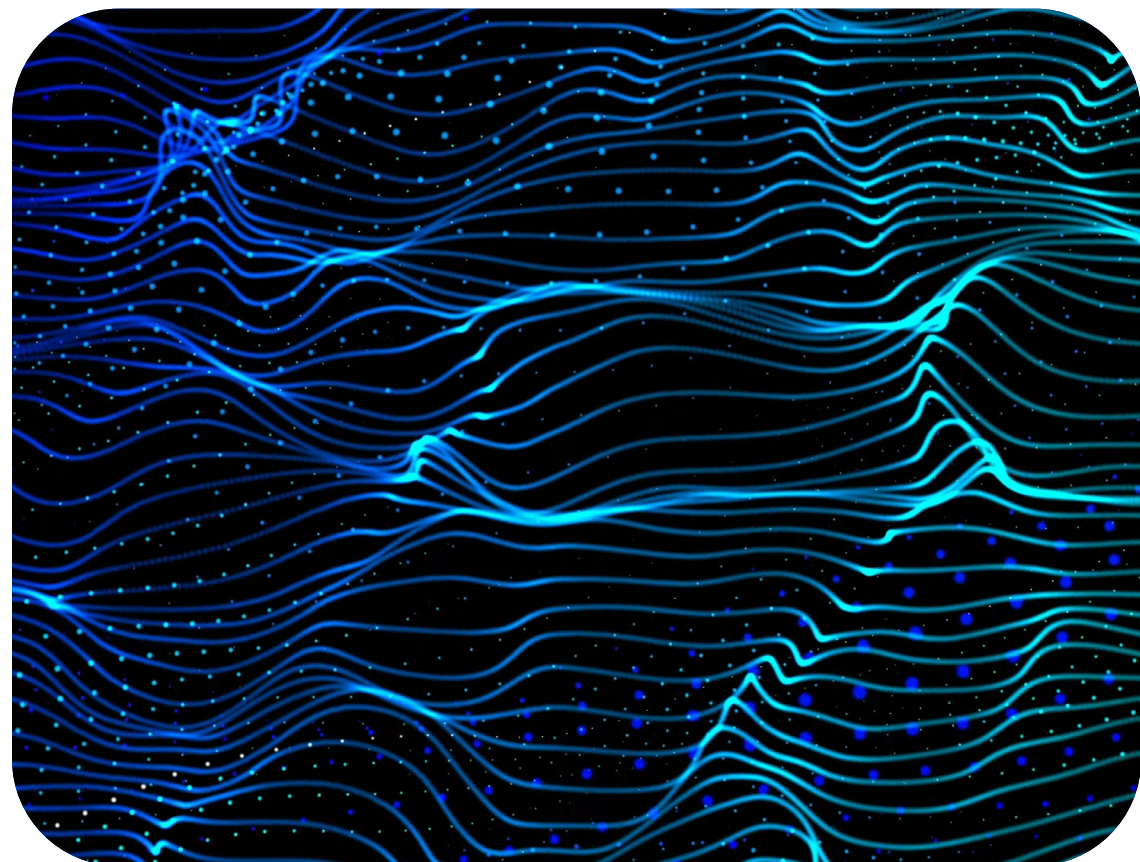
Diversity and Inclusion

Our people drive our success. We've make it our mission to develop leaders who value and embrace each employee's unique strengths. With our global footprint, we are proud that our employees reflect the same breadth or cultures, background and experiences as our clients. Our people make us Epiq.

Personality

Sophisticated

Modern

Professional

Brand architecture

Data

- Bankruptcy
- Population
- Trustee Payment
- Propietary Customer

Technology

- Epiq AACER
- Epiq Bankruptcy Analytics
- Epiq Case Power
- Epiq Notify
- Epiq 11

Data

- Bankruptcy
- Trustee
- Corporate Restructuring

Messaging

- Writing style and guidelines

- Research and resourcing

- House style and exceptions

- Do's and Don'ts

Writing style and guidelines

Tone and style

In all our branded content, including communications with clients, our style of must be a reflection of who are. The Epiq voice has five components that should be utilized and followed in all writing.

Audience centered: Every piece of content written, no matter how big or small, must always center the intended reader. From conception to completion, the audience directs, influences, and modifies the message. When in doubt, consider how the reader would answer this question: 'what is in it for me?" With an audience-centered approach, the references to epiq should be minimal because our goal is to put the client first and how we solve their problems.

Confident, competent, and approachable: As part of our reputation as an industry leader, our clients rely on us to be ufailingly accurate and acutely informative. Our messaging should convey smart, accessible ideas delivered in a welcoming way. Content can be clever, witty, and forward thinking, demonstrating a warm yet bright approach.

Clear and simple: Epiq is positioned in a fast-paced industry. Trends, guidelines, and issues can change quickly and dramatically. It is important to make information digestible to our readers without getting cluttered with irrelevant content. Keep it simple.

Empatetic and human: Writing should be lively and engaging. When first referencing epiq, use the business name "Epiq." After the first reference, the use first person, active voice to convey a personable quality and identity behind our company.

Action-oriented: Our company prides itself on solving problems and being quick to act. All our writing should be in the active voice and use strong, definite language. When possible, use present tense.

Language selection

It can be a balancing act to write with confidence and approachability. The following list can help guide the writing process to be aligned with Epiq branding as well as create clear messages for readers.

Avoid didactic or haughty tones: Rather than lecture audiences about what they do not know or what they're doing wrong, frame everything as a solution or benefit to the reader.

Use simple language: Remember, simple language conveys confidence and is also reader friendly. Hard-to-read language, jargon, and 'corporate speak' can muddy a message and disengage the reader. Minimize the use of stylized language (i.e., metaphors, similes, hyperbole, etc.).

Be competently casual: Language that is very casual implies a lack of professionalism, like use of common internet slang. Instead, utilize elements of a conversational style that would resemble language in a workplace without being too stuffy or dull.

Refrain from sounding detached or lifeless: It can be tempting to rely on language that is commonly used in business parlance rather than treating each engagement as a unique situation. Whether writing to a client or to a vendor, use language that is humanistic and warm.

Eliminate words that convey uncertainty: Uncertainty implies a lack of confidence and/or expertise. Avoid unnecessary qualifiers and write with a direct purpose in mind.

Research and resourcing

As a company with extensive experience and knowledge, much of our content is research-backed and insightful. Each time a claim is asserted, it must be supported with evidence. When evaluating evidence, ensure that the source is:

- Credible (trade publications, academic and legal journals, peer-reviewed research, top tier analyst firms)
- Trustworthy (author is reputable, publisher is verifiable)
- Major publication outlets (NYT, WSJ, Bloomberg, Financial Times, etc.)

Do not write from a position of hearsay, rumor, or unfounded observation nor reference material written by a competitor (including blogs, articles, etc.)

Depending on the material, citing the source can be in-text and hyperlinked. Some linking may be valuable for search engine optimization so be sure to verify with corporate marketing on how to proceed with directly citing information in any content.

House style and exceptions

There are a number of industry- and company-specific words and phrases that are not covered by AP or in Merriam Webster, or with which Epiq deviates. Use this guide for writing, editing, or creating any written material for Epiq, including web, application, public/media relations, marketing collateral text and ad copy.

Acronyms: Acronyms should always be in uppercase. Upon first use of an acronym, always spell the phrase out first and then put the acronym in parentheses directly afterward. For example: "We process electronically stored information (ESI) faster and better than any competitor." Thereafter, feel free to use the acronym alone.

Associate: We do not capitalize "associate" or "employee" in Epiq materials unless it is used at the beginning of a sentence, since the words "employee" and "associate" are not proper nouns.

Business units: The three main business units may be capitalized: Legal Solutions, Global Business Transformation Solutions, and ECAR. Department names, solutions, or services should not be capitalized. See "services/solutions".

Case citations: Legal case citations are italicized.

Class members: Always capitalized.

Commas, Oxford: An Oxford comma is used when listing three or more items in a sentence. Example: "Epiq offers superior technology, deep experience, and cost-effective solutions." The comma after "experience" is known as an Oxford comma.

Dates: Dated items should be listed in spelled out rather than listed numerically. For example, July 10, 2020 instead of 07/10/2020. Note: there are AP guidelines on date lines for press releases and other media items.

Deduplicate: Deduplicate is written thusly, as one word – no hyphen. DeNIST: DeNIST is written thusly, as one word, CamelCase – the "NIST" part of the word is all caps, as it's an acronym which stands for National Institute of Standards and Technology.

Department names: In regular prose, phrases like "legal department" or "finance" should not be capitalized. In lists or in internal software field names, capitalize if they appear alone, but not if they appear as part of a complete sentence.

Counsel, General Counsel: Neither counsel nor general counsel are capitalized, unless used as official job titles preceding a name. (See: Job titles).

eDiscovery: Our style is to write the word eDiscovery thusly, without a dash, small e, big D. If the word comes at the beginning of a sentence, spell it out ("Electronic discovery") to avoid the awkward capitalization issue.

Electronically Stored Information (ESI): Electronically stored information (ESI) is written thusly, with no hyphen. On first reference, say: "Electronically stored information (ESI)", on second reference and thereafter, use "ESI."

Email: Email is written without a dash.

Epiq: Epiq should only be used in reference to the business or as a business or service offering (e.g., Epiq Access, Epiq Counsel, Epiq AACER, etc.). In the 2021 brand update, the two-word benefit statement is eliminated (e.g., 'Epiq Agility', 'Epiq Depth', etc.). The company should always be referred to as "Epiq", not "Epiq Global" or "EPIQ". The use of "Epiq Systems, Inc." is reserved exclusively for use in legal documentation and requirements or for certain AP publication guidelines, not in marketing or sales information.

Job titles: Job titles are only capitalized if they appear before a name (i.e., "General Counsel Tanisha Jones," "Client Service Director Mario Reyes"). In all other cases, job titles are lowercase (I.e., Tanisha Jones, general counsel at Epiq", "Mario Reyes, client service director at Epiq) They may be capitalized in email signatures, or to fit the style of an external publication that follows a different style format, like APA, Chicago, or MLA.

Legal: The word "legal" is not capitalized unless it is at the beginning of a sentence, or a part of someone's title preceding a name (see Job Titles). Do not capitalize the word "legal" when referring to a department or a concept.

Names: In press releases, use the person's full name on first reference. Thereafter, use the person's last name only. For other content, like social media posts or employee spotlights, use the person's full name on first reference and then, use the person's first name only.

Numbers: The numbers one through nine are spelled out (one, two, three, etc.) and the numbers 10 and higher are represented numerically (10, 35, 128, 400, 1,258, etc.). Very large numbers can be written as one million, etc. This rule applies to places: first, second, third, fourth, fifth, etc. until 10th, 11th, 12th, 13th, 100th, millionth, etc.

Services/Solutions: Product and solution offerings should not be capitalized in any instance unless the product name is a proper noun (i.e. LienDesk, Epiq Discovery). See examples in the do's and do not's section.

Percentages: Percentages should be written with the digit and then the word "percent" spelled out, and appear as so: 100 percent, 35 percent, 9 percent, 1 percent.

Phone numbers: Phone numbers should be listed as: +X XXX XXX XXXX, always including the country code regardless of country. No periods, paranthesis, or dashes should be included.

Product names: Do not use product names in the possessive form. For example, write "The benefit of LienDesk is..." rather than "LienDesk's benefits are..."

U.S. and U.K.: Abbreviations for the two nations have periods and are not written as US/UK, except in headlines, when the periods are omitted.

Washington, D.C.: D.C. is written with periods separating it, since it is an abbreviation for TWO words.

White paper: AP style has white paper as two words. In promotions or titling, "whitepaper" may be used.

Do's and Dont's

1. **Do** write in the active voice. **Do not** write in the passive voice.

   Correct: Samara developed a new solution for the client.
   Incorrect: The new solution was developed by Samara.

2. **Do** use clear, concise language. **Do not** rely on jargon, overly complex words, or stylized language.

   Correct: Our proprietary software saves time and money by reducing errors in processing.
   Incorrect: Our first of its kind, in-house developed software saves you time and money with careful programming, smart analytics, and streamlined processes, all developed by industry experts.

   Correct: Clients rely on Epiq for trusted insights and smart solutions to solve their biggest challenges.
   Incorrect: Clients need lightning fast support to tackle their toughest obstacles.
   Epiq provides trusted insight from industry experts and tested solutions to help clients get over the finish line.

3. **Do** capitalize business unit names. **Do not** capitalize solutions or services.

   Correct: Darius promoted Samara to director of examples for Global Business Transformation Solutions

   Incorrect: Samara oversees Class Action Noticing and Mail Solutions.

   Note: While solutions and services should not be capitalized, Epiq's three business names are (Epiq Class Action and Corporate Restructuring; Global Business Transformation Solutions; Legal Solutions.)

4. **Do** use humanizing language. **Do not** rely on lifeless, dull language.

   Correct: : Clients gain peace of mind by relying on Epiq to handle their complex cases.

   Incorrect: Clients will be pleased with the outcome that Epiq provides.

5. **Do** explain benefits and share insights. **Do not** talk down to the reader.

   Correct: : Using technology assisted review can expediate tedious reviews by automating data deletion from a set.
   Incorrect: Technology assisted review is the preferred service for smart litigation teams. If your team isn't using TAR, you're already starting from behind the competition

6. **Do** use strong, firm language. **Do not** use language that conveys uncertainty.

   Correct: : Our disbursement team works with clients to coordinate accurate, timely disbursement of proceeds to creditors.
   Incorrect: Our disbursement teams can work with clients to coordinate accurate and timely disbursement of any proceeds to potential creditors.

Graphic Elements

- Brand logo
- Product logos
- Brand architecture
- Primary colors
- Secondary colors
- Font styles
- Hierarchy

- Photography
- Illustrations
- Graphics
- Icons
- Videos

Brand logo

The Epiq Bankruptcy Technology division should always use the Epiq Bankruptcy logo, even when representing sub-divisions or products such as Trustee Services or AACER for all internal and external presentations and documentation.

The Epiq wordmark has been carefully drawn and arranged to form a distinctive and proprietary visual representation.

The clean, geometric lines reflect the idea of simplicity that is at the heart of the Epiq brand. The openness of the characters emphasize our open, transparent way of communicating.

Type treatment

aacer	bankruptcy analytics	case power	notify	11
aacer	bankruptcy analytics	case power	notify	11
aacer	bankruptcy analytics	case power	notify	11

Primary colors

Our colors are **smart, modern,** and **professional.** They reflect the way we would like to be perceived in our client engagements and in our markets. The new color palette is an evolution to the Epiq corporate brand scheme, helping to maintain familiarity.

RGB: 35\55\70 CMYK: 88\57\27\65 HEX #: 253746	RGB: 0\169\224 CMYK: 79\3\0\0 HEX #: 00A8EB
RGB: 0\48\135 CMYK: 100\81\0\23 HEX #: 003087	RGB: 99\255\232 CMYK: 45\0\22\0 HEX #: 63FFE8

Secondary colors and gradients

These are the approved secondary colors. Broadly, these colors are **accents** for various forms of content.

RGB: 232 \ 66 \ 201 CMYK: 20 \ 81 \ 0 \ 0 HEX #: E842C9	RGB: 152 \ 5 \ 250 CMYK: 62 \ 80 \ 0 \ 0 HEX #: 9805FA	RGB: 255 \ 171 \ 64 CMYK: 0 \ 38 \ 84 \ 0 HEX #: FFAB40
ANGLE: 45 ° COLOR 1: #003087 | 0% COLOR 2: #0C5587 | 50% COLOR 3: #63FFE8 |100%	ANGLE: 45 ° COLOR 1: #00A8EB | 0% COLOR 2: #63FFE8 |100%	ANGLE: 45 ° COLOR 1: #9805FA | 0% COLOR 2: #E842C9 |100%

Font styles

Much like a logo, a typeface can impart a feeling about an organization: **Sophistication, quality, dynamism, creativity, motion, and much more.** It can tell a reader that an organization is on the cutting edge or it can reveal a rich history. Since communications are predominantly digital, ours are web-safe Google fonts accessible ondevices around the world.

Questrial

Regular	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Montserrat

Light	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Regular	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Medium	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Semi Bold	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Bold	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Hierarchy

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Epiq communications.

Header

Questrial - Stroke weight of .25pt - 28/32 pt

Sub-Head

Montserrat Medium - 16/20 pt

Body Copy

Montserrat Light/Regular - 10/12 pt

Spacing

Paragraph Spacing - 4pt

On Light Background

Lorem ipsum is simply dummy text.

Lorem ipsum is not simply random text.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

On Dark Background

Lorem ipsum is simply dummy text.

Lorem ipsum is not simply random text.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Photography

Our brand communications balance written and visual information delivery. Our pre-selected images have an Epiq flair and meaning. They depict the challenges clients face, goals they try to achieve, or the benefits we deliver.

First tier

People: Integrating images of real people in action to give off a sense of high quality services to our clients. Action shots of people convey transformation and movement.

Abstract/Tech: Used as background images to convey a lot of the offerings Epiq has such as products, processes, technologies, software, and data.

Second tier

The seconday image style is photojournalistic and editorial, or subject-matter focused. It is meant to depict the real world of business and the issues of the day in blogs, in the Epiq thinking sections of the website, and in e-marketing or other content marketing. The idea is to choose from inexpensive, every-day stock to bring select content marketing materials and messages to further life.

Illustrations

Illustration helps breathe life into our brand. It can make complex ideas easier to understand and helps us communicate in ways that feel human and fun. Epiq Bankruptcy colors should be incorporated into illustrations to keep aligned with the brand.

Graphics

Graphics can be very effective tools for attracting attention and encouraging our audience to learn more. They are often used to produce visual aids to better help communicate complex ideas or how products work.

Epiq Bankruptcy product icons

Dark blue

Epiq AACER
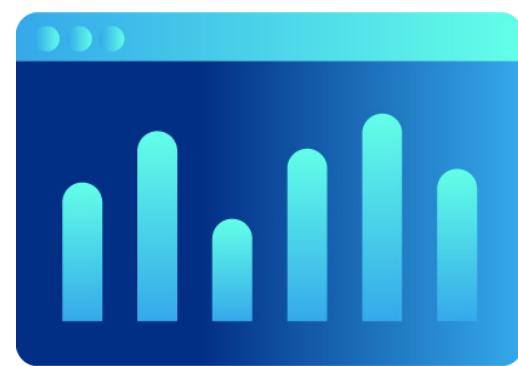
Epiq Bankruptcy Analytics

Epiq Notify

Epiq 11

Epiq Case Power

Light blue

Epiq AACER
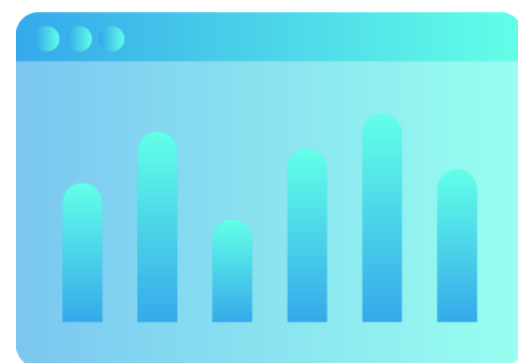
Epiq Bankruptcy Analytics

Epiq Notify

Epiq 11

Epiq Case Power

AACER products and service icons

Dark blue

Filer Match
& Notify

Docket, Claims
& Disposition
Monitoring

Case Search
& Document
Retrieval
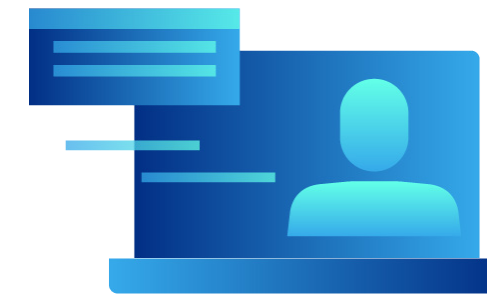
Cashiering

API
Integrations

Light blue

Filer Match
& Notify

Docket, Claims
& Disposition
Monitoring

Case Search
& Document
Retrieval

Cashiering

API
Integrations

Graphic Elements

Dark blue

Recon

Data Scrubs &
Special Data
Projects

Premium
Data

Document
Creation

Light blue

Recon

Data Scrubs &
Special Data
Projects

Premium
Data

Document
Creation

Secondary icons

Videos

Visual Design

- Website
- Email
- Sheets
- Social

Website

Hero image

Section images

Page title

Section title

Header image

Email

Logo

Screenshot

Illustration

Product gif

Boilerplate
*Required

Graphics

Footer

Email headers

aacer

bankruptcy analytics

notify

trustee community

case power

trustee services

epiq bankruptcy

INTRODUCING
bankruptcy analytics NEW

Hi **Friend**,

Thank you for being a loyal subscriber of Epiq Bankruptcy's monthly bankruptcy data and statistics releases. We hope you've continued to find the data helpful. We are excited to share that we're making access to it easier and better than ever before - and you're the first to see it!

What You Need to Know

1. **The way you currently receive bankruptcy data is changing.** We have released a new product called Epiq Bankruptcy Analytics, a self-service platform providing access to bankruptcy filing data through modern, cloud-based dashboards updated daily. Learn more and sign up today!

2. **The monthly bankruptcy statistics emails you currently receive will end in 2022.** The January 2022 email that includes the December 2021 data will be the last. From then on, you can access the most

Sheets

Epiq bankruptcy logo

Document title

Header image

Section subtitle

Icons

Footer

Social

View all graphics and videos on [Epiq's LinkedIn page.](#)

Image should be
high-res and in color

The AACER team is highly focused on our needs and the timely and accurate delivery of our monitoring reports, which allows us to be more effective and efficient to the ever-changing bankruptcy environment."
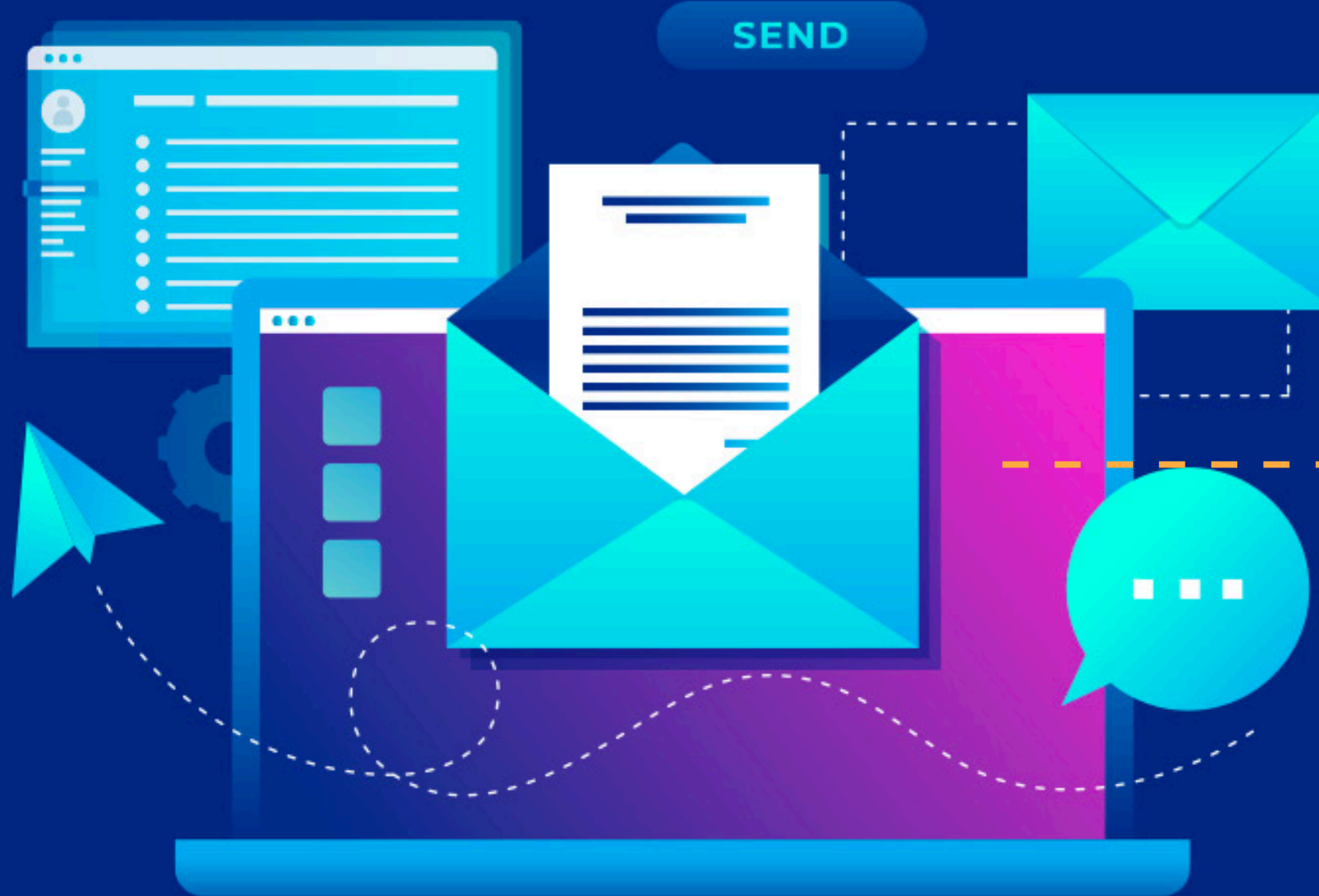
Brad Cloud
CEO of National Bankruptcy Services

Montserrat and
Questrial font

Accent colors

Epiq bankruptcy logo

epiq notify ----- → Epiq notify logo

Illustration

Epiq bankruptcy logo

Headline

Epiq bankruptcy logo

New Bankruptcy Filings, November 2021 - All Chapters - - - - - - - - → Tittle

Cases

2,500

1,000 - → Graphic

100

epiq
bankruptcy - - - - - - - - → Epiq bankruptcy logo