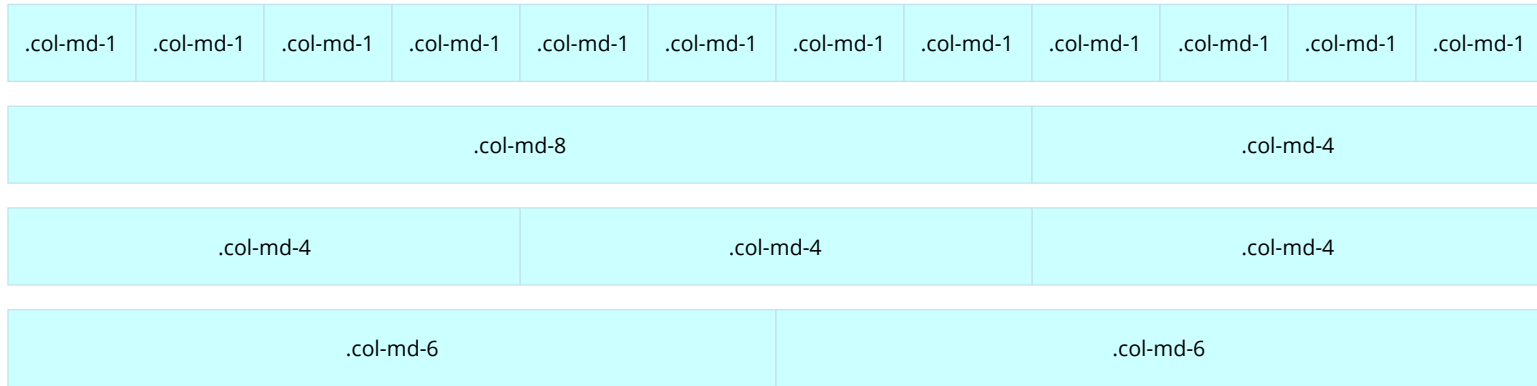




Kinaxis.com – Style Guide



One platform. Many supply chain functions.

`.col-md-12`

Sales and operations planning +

Demand planning -

Create an insightful consensus demand plan combining historical statistical forecast with multiple functional forecasts to present with input from all stakeholders.

`.col-md-6`

Supply planning +

Inventory planning +



Yanone Kaffeesatz

H1 62px/60px Regular

H2 60px/64px
Regular

Open Sans Regular
Open Sans Semibold
Open Sans Bold

Paragraph header/Large paragraph 20px/26px Semibold

Small paragraph 18px/26px Regular

Navigation header 16px/26px Semibold

Sub-navigation header 16px/26px Bold

Sub-items, nav item descriptions 16px/20px Regular 20px

Utility Navigation, Footer Navigation 14px/34px Semibold 50px

Colours

Primary
Background

`$primary-first:#DB1D2F`

`$primary-second: #364758`

`$primary-third: #F5F6F6`

Primary
Foreground

`$white: #FFFFFF`

`$white: #FFFFFF`

`$primary-second: #364758`

Secondary
Background

`$secondary-first:#0695BB`

Secondary
Foreground

`$white: #FFFFFF`

Buttons

`$primary-first:#DB1D2F`

`$secondary-first:#0695BB`

`$primary-btn-hover:#BB1928`

`$secondary-btn-hover:#0695BB`

The screenshot shows the top navigation bar of the Kinaxis website. The logo is on the left with the tagline "KNOW SOONER. ACT FASTER.". The navigation menu includes "About Kinaxis", "Contact us", "Support", "Login", and "日本語". A search icon is on the right. Below the navigation bar, a dropdown menu is open under "Who it's for", listing: "Aerospace and defense", "Automotive", "Consumer products" (highlighted in red), "High tech and electronics", "Industrial", and "Life sciences". The main content area features a large heading "Who it's for: Industry applications" over a background image of people working.

The footer of the Kinaxis website contains the logo and tagline on the left, followed by social media icons for Twitter, Facebook, and Instagram. A central column lists links: "About Kinaxis", "News and events", "Investor relations", "Careers", "Our customers", "Resources", "Community", "Blog", "Press Info", "Contact us", "Support", "Partner with Kinaxis", "Support Center", and "Press Info". On the right, there is a "DON'T MISS OUT" section with the text "Keep in touch. Join our mailing list.", an input field for "Enter your email", and a red "SUBSCRIBE" button. At the bottom right, there is a "BACK TO TOP" link with an upward arrow icon. The copyright notice "© Kinaxis 2018. All rights reserved." is at the bottom left.

High-speed analytics +

Responsability-based collaboration -

Standalone planning tools leave teams stranded in isolation. Because it's a single platform, RapidResponse makes it simple to collaborate internally and with suppliers and customers. Assigned permissions and responsibility for key data however makes sense for your supply chain. Everyone can see at a glance who their decisions affect and who they can work with to solve problems faster.

With RapidResponse, you can keep an audit trail of collaborators' actions to know who's done what and when they did it. You can also use configurable weighted scorecards to measure the relative value of potential changes across multiple key performance indicators.

What-if analysis and simulations +

Consequence evaluation and alerting +

Data security +



A group of five business professionals are seated around a conference table in a bright, modern office. They appear to be in a meeting, with some looking at documents and others engaged in conversation. The office has large windows in the background, letting in natural light.

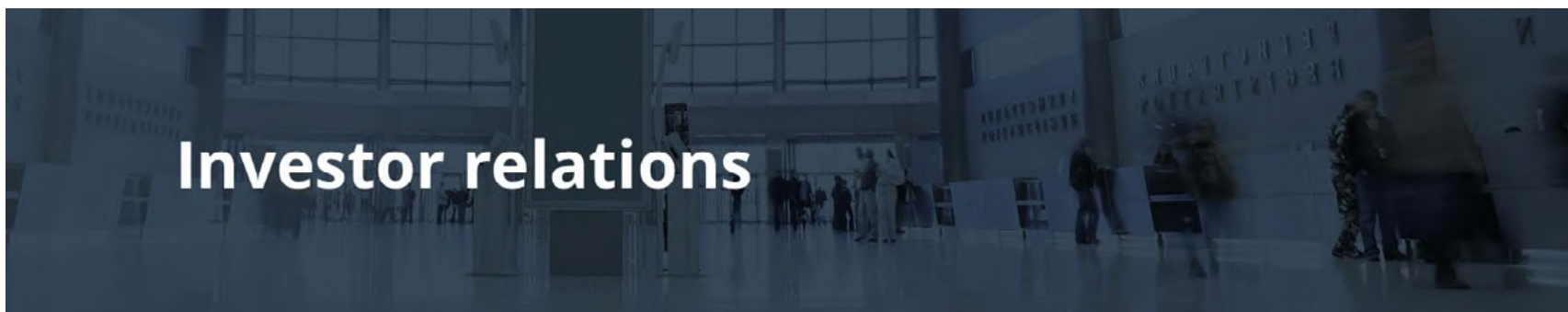
**Every business plans,
but business never
runs as planned.**

That's why there's Kinaxis RapidResponse.

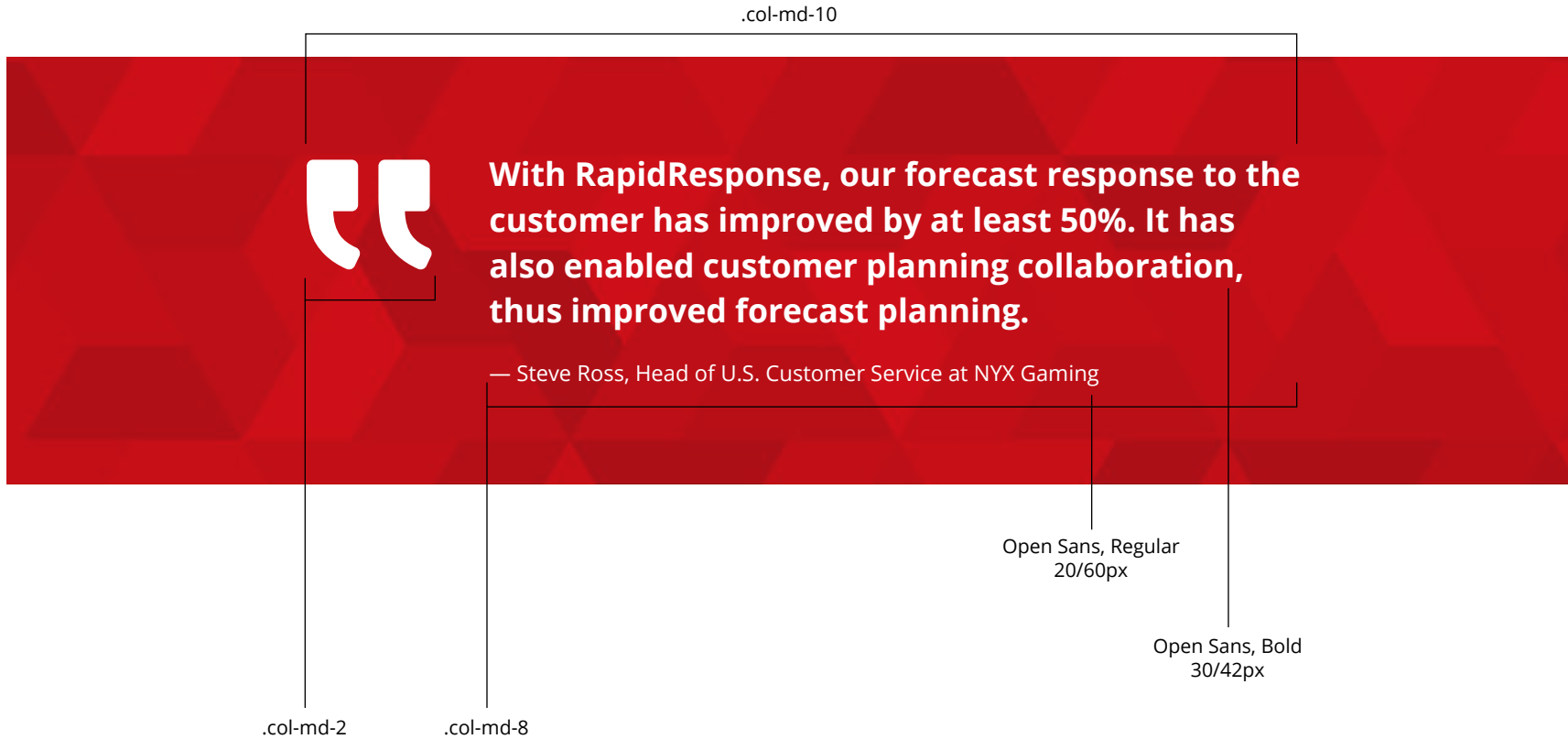
[Learn more](#)

A large, open-plan trade show or exhibition space. In the foreground, there are several large, light-colored rectangular signs or displays. In the background, people are walking around, and there are more signs, some of which have the word 'REGISTRATION' repeated in a stylized font. The lighting is bright and even.

**How it works:
Platform capabilities**

A large, open-plan trade show or exhibition space, similar to the one above. The scene is dimly lit, with a blueish tint. The large rectangular signs and the 'REGISTRATION' text are visible in the background, but the overall atmosphere is darker and more dramatic.

Investor relations



.col-md-10

“ With RapidResponse, our forecast response to the customer has improved by at least 50%. It has also enabled customer planning collaboration, thus improved forecast planning.

— Steve Ross, Head of U.S. Customer Service at NYX Gaming

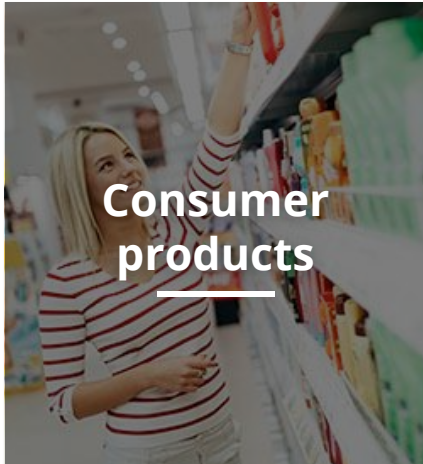
.col-md-2 .col-md-8

Open Sans, Regular
20/60px

Open Sans, Bold
30/42px

The image shows a quote layout on a red background with a geometric pattern. The quote text is in white. Annotations include a bracket for the main quote text labeled '.col-md-10', a vertical line for the quote icon labeled '.col-md-2', and another vertical line for the attribution text labeled '.col-md-8'. Font specifications are provided for the attribution text: 'Open Sans, Regular 20/60px' and 'Open Sans, Bold 30/42px'.

Constructed Boxes



Learn more

Learn more

Request information

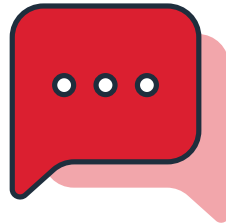
Request information

Enter your email

SUBSCRIBE



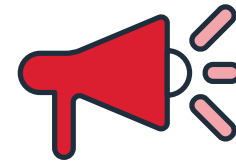
We're hiring!



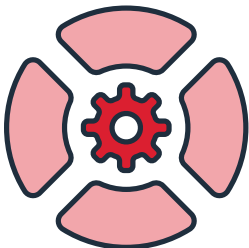
News



Blog



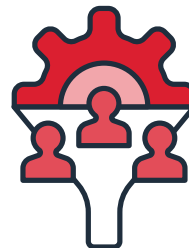
Know sooner, act faster



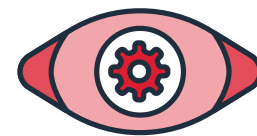
Concurrent planning



One product,
many applications



Connect data, processes
and people



Plan, monitor and respond