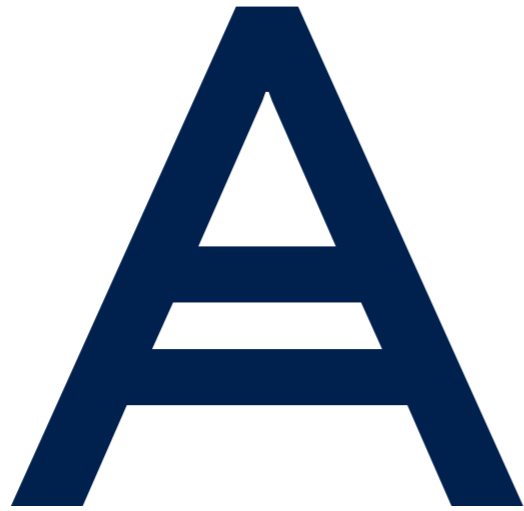


Acronis Logo Usage Guidelines

Acronis

Logotype



Symbol

ACRONIS SIGNATURE

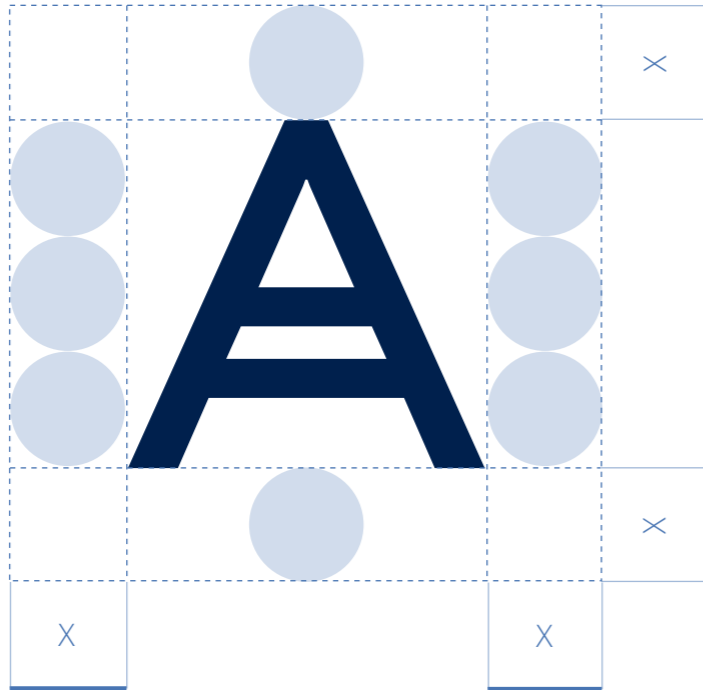
The Acronis logotype and symbol are the most important visual element of our brand. Position, size, and color, along with the spatial and proportional relationships of the Acronis signature elements are predetermined and should never be altered.



CLEAR SPACES

Clear space refers to a distance of "X", as a unit of measurement, surrounding each side of the Acronis signature. "X" equals the width of the letter n of the Acronis logotype.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Acronis signature. It is essential that the Acronis signature remains free of all graphics, identities, photography, and typography.



CLEAR SPACES

Clear space refers to a distance of “X”, as a unit of measurement, surrounding each side of the Acronis signature. “X” equals the 1/3 of the symbol’s height.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Acronis signature. It is essential that the Acronis signature remains free of all graphics, identities, photography, and typography.

Primary colors



Navy Blue Print PANTONE 282C C:100 M:87 Y:41 K:47



Navy Blue Web/UI #00204D R:0 G:32 B:77

Secondary colors



Blue #4875B3 R:72 G:117 B:179



Steel #9297A1 R:146 G:151 B:161



Green #9BC225 R:155 G:194 B:37

COLORS

Color provides a strong visual link to our brand identity across a wide range of applications. Acronis Navy Blue serve as our brand's corporate colors for print and electronic applications.

The secondary color palette has been created for use in other corporate publications.

Acronis



MONOCHROMATIC LOGO

When printing the logo in black and white the Acronis signature, the symbol and logotype should be 100% black.

If the Acronis signature is printed on a dark background, it should be 100% white.



Acronis

White Background



Acronis

Navy Blue Background



Acronis

20% Acronis Blue



Acronis

80% Acronis Blue



Acronis

20% Black



Acronis

80% Black



Acronis

Light Gradient



Acronis

Dark Gradient

LOGO APPLICATION ON BACKGROUND

The Acronis signature must always appear clearly and legibly on backgrounds. Always observe clear space specifications and use high-quality vendors and reproduction methods.

The preferred color configuration of the Acronis signature in full color should appear on White or an Acronis Navy Blue background whenever possible.

The Acronis signature may appear on other blue (visually close to Acronis Blue), dark-colored and light-colored backgrounds, as long as sufficient contrast is provided.

~~Acronis~~

Do not change the proportion of the original Acronis signature.

~~Acronis~~

Do not use any outlines.

~~Acronis~~

Do not recolor the Acronis signature. Use color recommendations from this guide.

~~Acronis
WE KNOW BACKUP~~

Do not place any graphics inside the Acronis signature clear space.

~~Acronis~~

Do not use any effects with the Acronis signature.

~~Acronis~~

Do not separate first letter with other color.

~~Acronis~~

Do not make any alterations or additions to the logo

~~Acronis~~

The logo must appear only in a horizontal position.

IMPROPER LOGO USAGE

Here we present the most common errors for Acronis signature usage. These serve as examples of how not to use the Acronis signature.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONTS

The corporate font should be used in all Acronis communications to project a consistent image. This includes promotional material, advertising and all printed collateral.

As a general rule, OpenSans Regular is used for body text and OpenSans Bold is used for headings or sub-headings. OpenSans Light is used for text accentuation. Italic versions of the font can also be used. All text should be left justified, wherever possible.

Acronis Access

Acronis True Image 2014

Acronis Disk Director 11 Home

Acronis Backup for Windows Server

Acronis Backup Advanced for Active Directory

PRODUCT NAMES (ONE LINE)

Acronis software product names consist of Acronis company name, product family, product name, version, and edition.

Use Open Sans Bold for Acronis, and Open Sans Light for the rest of the logo. To indicate the major product family like Acronis Backup and Backup Advanced use Open Sans Bold.

Acronis
Access

Acronis
True Image 2014

Acronis
Disk Director 11 Home

Acronis Backup
for Windows Server

Acronis Backup Advanced
for Active Directory

PRODUCT NAMES (TWO OR MORE LINES)

When writing Acronis software product names in two or more lines use leading which equals 110-120% of the font size.

Company name and major product family name should be on the first line. Do not hyphenate any software product name.