



Corporate Identity Guidelines

These guidelines contain instructions and advice on how to use the Macrium Software brand properly and how to protect the integrity of its sub brands. If there is any doubt about how to create anything not covered in this document contact the creative/marketing departments.

Contents

Our Logo	3
The Macrium Symbol	4
Size and Positioning	5
Logo Colors	6
Improper Use of Logo	7
Sub Brands	8
Reflect 8 Logo	9
Site Manager and MultiSite Logos	10
Text Only Logos	11
Icons	12
Typography	13
Colors	14

Our Logo

The tagline version of the logo must be used in most applications. Use the version without the tagline when the logo would be too small for the tagline to be legible (e.g. when used on pens or embroidery items).

The logotype and colors are the visual identity of Macrium Software and must never be altered or modified in any way.

It consists of the Macrium arrows symbol and the corporate typefaces.

The logo should always occupy its own space and have an invisible zone around it. The 'safe zone' is equal to the height of the upper case 'M' from the Logo.

Care must be taken when used in small sizes or on any material that may have production limitations. This is to ensure its reproduction is always of the optimum standard.

Tagline

It's our business to protect your data.

Pronunciation

Macrium is pronounced "mack-ree-um"



The safe zone



Logo with tagline



Logo without tagline

The Macrium Symbol

The Macrium symbol is made up of two arrows and represents the business visually. In order to maintain consistency across all communication channels this must not be altered in any way.



Size and Positioning

There are no predetermined sizes for the Macrium Software logo. Scale and proportion should be defined by the available space, aesthetics, function and visibility.

The minimum size for the Macrium Software logo is 50mm.



Color



Minimum Size

50mm – Small Color



Black



Minimum Size

50mm – Small Black

Logo Colors

The logo consists of two main colors:



Logo Dark Blue

Pantone: 541C

Hex: #003B71

RGB: (0, 59, 113)



Logo Blue

Process Cyan

Hex: #009FE3

RGB: (0, 159, 227)



Improper use of logo

To maintain the integrity of the Macrium Software logo, and to promote the consistency of the brand, please do not modify or alter the logo in any way.

The following examples are improper logo usage:

Do not use unapproved color combinations

Never stretch or distort the logo

Do not use the logo on top of complex backgrounds

Never use the logo on similarly colored background



Sub Brands

Macrium services logos



Reflect 8 Logo

The Reflect 8 logotype and colors must never be altered or modified in any way.

It consists of the Macrium arrows symbol and the corporate typefaces.

The logo should always occupy its own space and have an invisible zone around it. The 'safe zone' is equal to the height of the upper case 'R' from the Logo.

Care must be taken when used in small sizes or on any material that may have production limitations. This is to ensure its reproduction is always of the optimum standard.



The safe zone



Site Manager and MultiSite Logos

The Site Manager and MultiSite logotypes and colors must never be altered or modified in any way.

They should always occupy their own space and have an invisible zone around it.

Care must be taken when used in small sizes or on any material that may have production limitations. This is to ensure its reproduction is always of the optimum standard.



Text only logos

Macrium product logos are text-only. This is for a number of reasons: it forces consistency in font style, color and weighting, and it also emphasizes each of the individual product names.

This is important in a marketplace with a diverse range of approaches to product nomenclature. It also allows us to use the core logo as a repeated motif across all products, to ensure every product is explicitly linked to the Macrium brand.

Reflect 8
Macrium Software

Reflect Free
Macrium Software

Workstation
Macrium Software

Virtual Server
Macrium Software

Technician's License
Macrium Software

Starter Pack
Macrium Software

Deployment Kit
Macrium Software

Server
Macrium Software

viBoot
Macrium Software

Server Plus
Macrium Software

Single License
Macrium Software

Icons

Icons are only to be used at a functional level - to designate how something is to be used (eg. workstation/home etc.). This means we avoid overloading customers with information; instead the language is placed at the forefront of the branding, with icons used to delineate important functional and contextual differences.



Standalone



Site Backup



Technicians



Home Edition



Workstation



Workstation



Technicians License



Single License



Server



Server



Deployment Kit



4 Pack



Server Plus



Starter Pack



Virtual Server

Typography

Typography is a crucial element of our visual identity

Using our chosen typefaces, the correct colors and weight, ensures that our typography is consistent and legible across all our communication channels.

Fonts

Our primary font is the 'Lato' font family. It should be used for all titles and body text.

Aa

Lato Light

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

Lato Regular

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

Lato Bold

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

Colors






The core colors should be applied in all of Macrium's marketing communications. It is important to note that the Macrium color palette applies to the design of communications including all online/print graphics and illustrations. Percentage tints can be used in any of these colors.

Shades of Grey

A selection of grayscale colors for background or text color use.

Secondary Color Palette

Our secondary palette is made up of red, green, orange and yellow. These Stateful colors are used to convey additional meaning for a given UI component. For example, you may choose to color a warning alert with a red or success with green. We intend for the secondary palette to be ever evolving, offering an endless palette to choose from.

								
Dark Blue Pantone: 2767C Hex: #12284C RGB: (18, 40, 76)	Logo Dark Blue Pantone: 541C Hex: #003B71 RGB: (0, 59, 113)	Bright Blue Pantone: 2945C Hex: #004A98 RGB: (0, 74, 152)	Logo Blue Process Cyan Hex: #009FE3 RGB: (0, 159, 227)	Light Blue Process Cyan (20%) Hex: #D4EDFC RGB: (204, 237, 252)				
								
Grey 1 Pantone: 433C Hex: #1D252C RGB: (29, 37, 44)	Grey 2 Pantone: 430C Hex: #323E48 RGB: (50, 62, 72)	Grey 3 Pantone: 430C Hex: #7B868C RGB: (123, 134, 140)	Grey 4 Pantone: 443C Hex: #8F9D9D RGB: (143, 157, 157)	Grey 5 Pantone: 428C Hex: #C1C5C8 RGB: (193, 197, 200)	Grey 6 Pantone: 427C Hex: #CFD2D3 RGB: (207, 210, 211)	Grey 7 Pantone: 427C (40%) Hex: #EBEDED RGB: (236, 237, 237)	Grey 8 Pantone: 427C (15%) Hex: #F7F8F8 RGB: (248, 248, 248)	
								
Dark Red Pantone: 484C Hex: #9E3223 RGB: (158, 50, 35)	Red Pantone: 485C Hex: #E1251B RGB: (225, 37, 27)	Light Red Pantone 485C (80%) Hex: #EE5F46 RGB: (238, 95, 70)	Dark Green Pantone: 348C Hex: #00833E RGB: (0, 131, 62)	Green Pantone: 355C Hex: #00953B RGB: (0, 149, 59)	Light Green Pantone: 361C Hex: #3DAE2B RGB: (61, 174, 43)			
								
Dark Orange Pantone: 1585C Hex: #E16C0E RGB: (225, 108, 14)	Orange Pantone: 151C Hex: #E18300 RGB: (225, 131, 0)	Bright Orange Pantone: 137C Hex: #E1A400 RGB: (225, 164, 0)	Yellow Pantone: 123C Hex: #E1C629 RGB: (225, 198, 41)					