

Acronis

BRAND IDENTITY STYLE GUIDE

VER 1.32

Protecting your data since 2003

Acronis is crazy about protecting any data!

Our identity is important. It affects how people think and feel about Acronis, and is largely formed by what we do – offer the fastest and easiest way to protect people's data.

Our communications need to express the same Acronis values: safety, speed and reliability.

This book addresses Acronis brand values and communications. It details how to use words and images that will help us to express and support our values.

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WHAT IS THE ACRONIS BRAND?

Brand Section



Acronis



Acronis Mission

To protect all data,
applications and systems



Brand Personality



Consistent



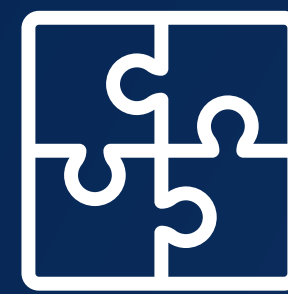
Precise



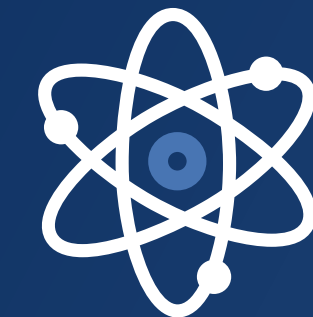
Complete



Ordered



Grouped



Interesting

Today, Acronis is launching
a new era of data protection
by moving from full image
device protection to full image
digital business protection.

Serguei Beloussov,
Co-founder and CEO at Acronis



Visual Language



Dual Protection

Two is safer than one! The second crossbar represents the core concept of data protection: Make a copy!

Highest Rating

Top notch quality! Acronis products are the best
in reliability, performance, and ease-of-use





Path
to Infinity

Data has no limit! Our ever-expanding
technological advances grow alongside
today's data volumes



Path
to Infinity

Data has no limit! Our ever-expanding
technological advances grow alongside
today's data volumes

HOW TO USE BRAND THE RIGHT WAY?

Style Guide Section



Chapter 1

Logotype

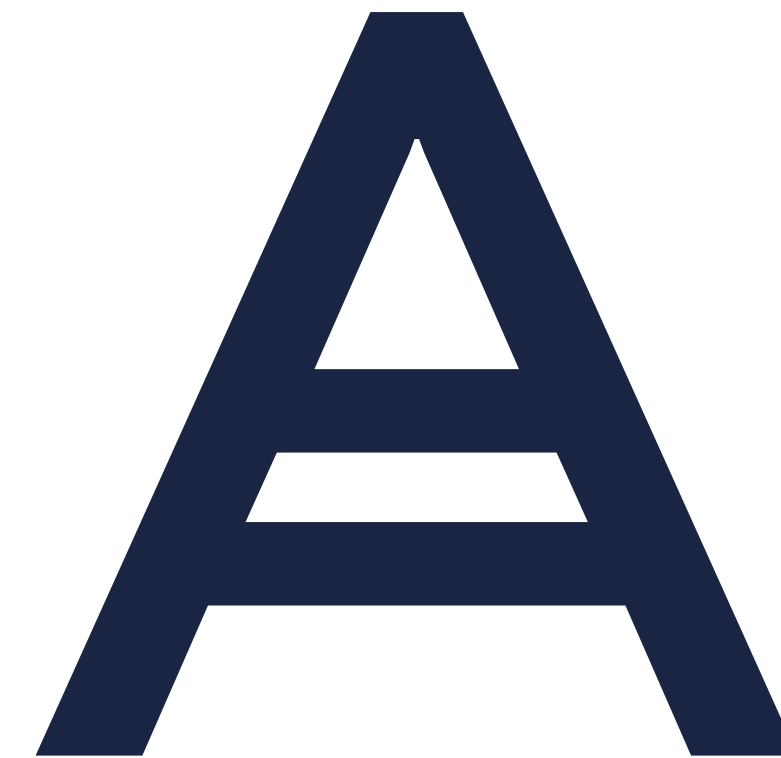
Logotype and Logomark

The Acronis logotype and logomark are the most important visual elements 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.

The word "Acronis" in a bold, dark blue, sans-serif typeface, centered within a dashed rectangular border.

Logotype



Logomark



Logotype Exclusion Zone

We've defined an exclusion zone that prevents other graphic elements interfering with Acronis logo. The only exception to this is a web address or Product, Unit or Department name, as these are considered logo elements

The Acronis logo, consisting of the word "Acronis" in a white, sans-serif font, centered within a dark blue rectangular background.

An exclusion zone defined by the length and height of a letter "n" from the logotype



Logotype
Exclusion Zone
Example

DO

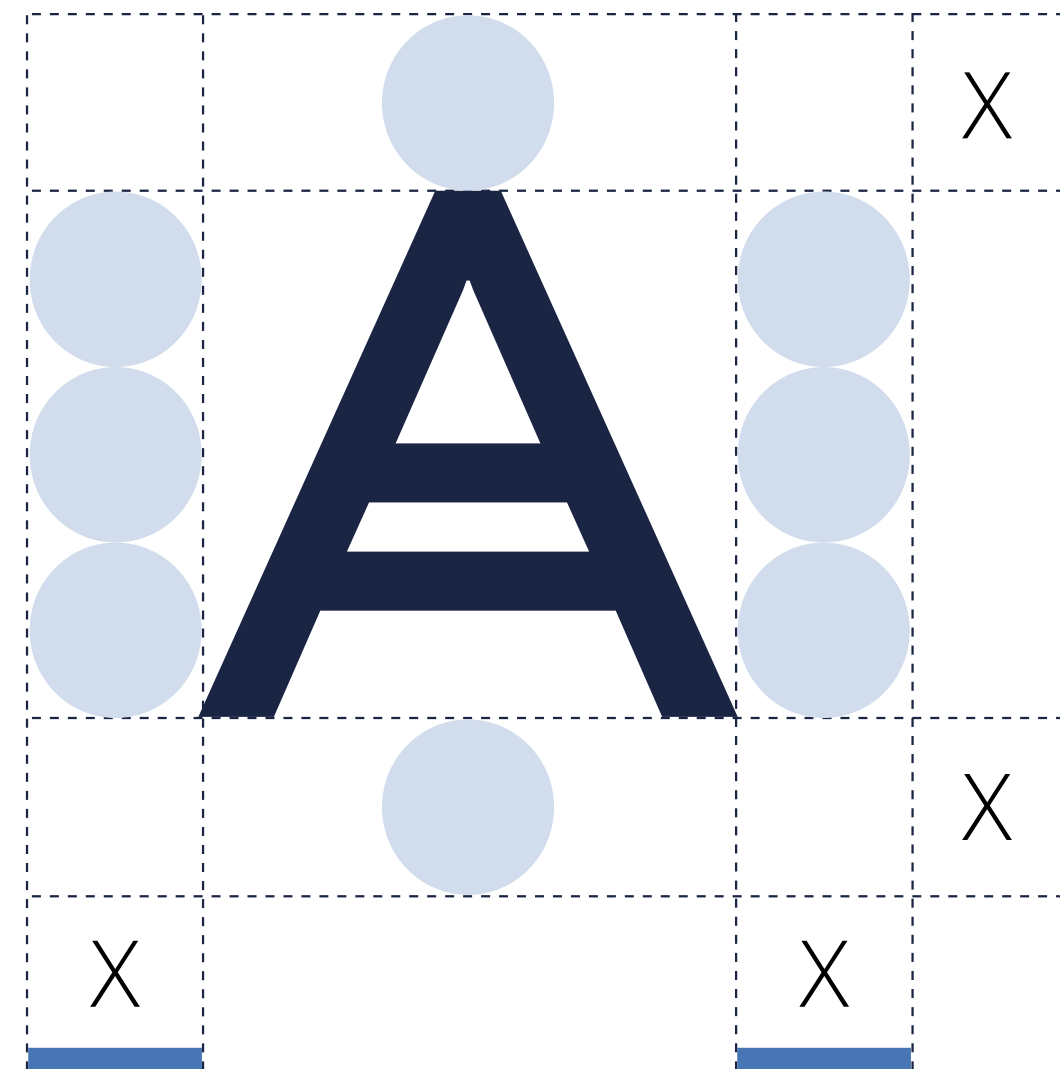


DON'T



Logomark Exclusion Zone

We've defined an exclusion zone that prevents other graphic elements interfering with Acronis logomark.



*An exclusion zone defined
by the 1/3 of the logomark's height*





DO

Logomark
Exclusion Zone
Example



DON'T

Acronis

name in text

TRANSLATIONS

The Acronis name must appear in English only. The Acronis name must not be translated into other languages nor appear in another alphabet.

LETTERCASE

When referencing the Acronis name in text, use an uppercase “A” and the rest in lowercase. The Acronis name should appear in the same font as its surrounding text.

Acronis sets the standard for hybrid cloud data protection through its backup, disaster recovery, and secure file sync and share solutions.

Powered by the Acronis AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and affordable data protection of all files, applications and operating systems across any environment – virtual, physical, cloud and mobile.

Founded in 2003, Acronis protects the data of over 5 million consumers and 500,000 businesses in over 145 countries. With more than 100 patents, Acronis products have been named best product of the year, and cover a range of features, including migration, cloning and replication.

Improper use

We have highlighted some things that should never be done to our logo.

~~Acronis~~

Do not use any outlines

~~Acronis~~

Do not use any other color besides of Navy Blue and White

~~Acronis~~

Do not recreate the logo in two or more colors.

~~Acronis~~

Do not rotate the logo at any angle except 90 degrees when on the spine

~~Acronis~~

Do not stretch the original Acronis logo

~~Acronis~~

Do not make any alterations or additions to the logo

~~Acronis~~

Do not use the dark logo version on a dark photograph or background

~~Acronis~~

Do not use the light logo version on a light photograph or background

Chapter 2

Typography

Font

Acronis Font Family

We are proud to say that we have our own brand font family which is how the Acronis brand is represented as letters and words. The Acronis font family is used for short text blocks, such as headers, quotes, leading or any typographic designs. Don't use this font family for long texts for either printing or for web documents.

Acronis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acronis Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

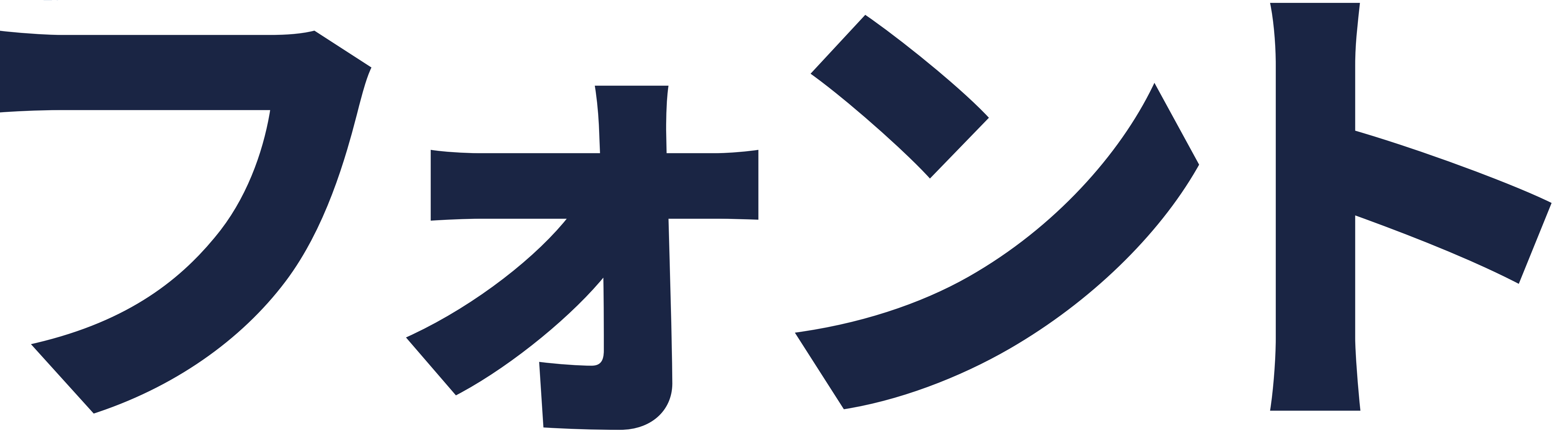
Acronis Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Open Sans
Font Family

Open Sans font family
is used for long text
anywhere you need to.

Don't use it for big
headers, typographic
designs and any type
of emphasising.



Fonts for Unsupported Languages

The following font is only to be used in very specific cases when the Acronis font cannot be used for local language symbols (e.g. in Asian region) for headers, quotes, leading, and any long text for printed or web documents designs.

Noto Sans Regular

あいうえおかきくけこさしすせそたちつてと
 なにぬねのはひふへほまみむめもやゆよら
 りるれるろわゐ

Noto Sans Bold

**あいうえおかきくけこさし
 すせそたちつてとなにぬね
 のはひふへほまみむめもや
 ゆよらりるれるろわゐ**

Noto Sans Regular

あいうえおかきくけこさし
 すせそたちつてとなにぬね
 のはひふへほまみむめもや
 ゆよらりるれるろわゐ

Noto Sans Font Family

The Noto Sans font family is used for long text, headers, leading or other typography instances needed, where the Acronis font is not applicable for full language support.

Don't use it for Acronis product names.

Don't combine different fonts in one text block or sentence.

Example of usage
of Acronis Font
and Noto Sans

Acronis

Acronis
Active Protection

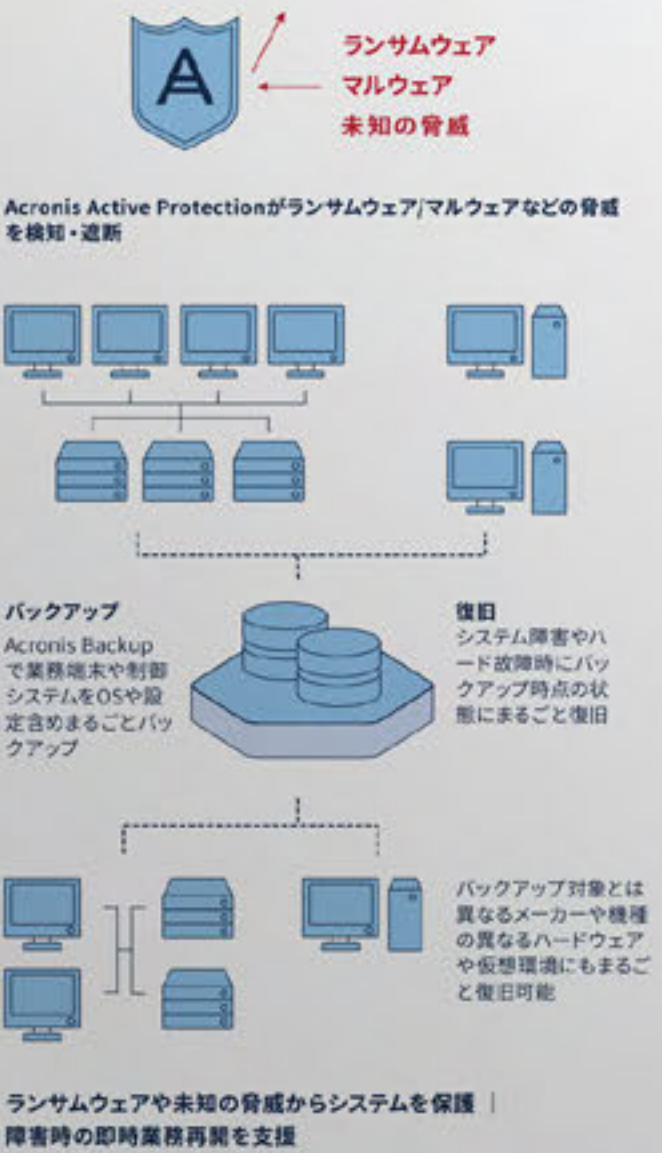
Acronis
Notary

アクロニスの次世代 データプロテクションが

システムとデータをあらゆる脅威から保護

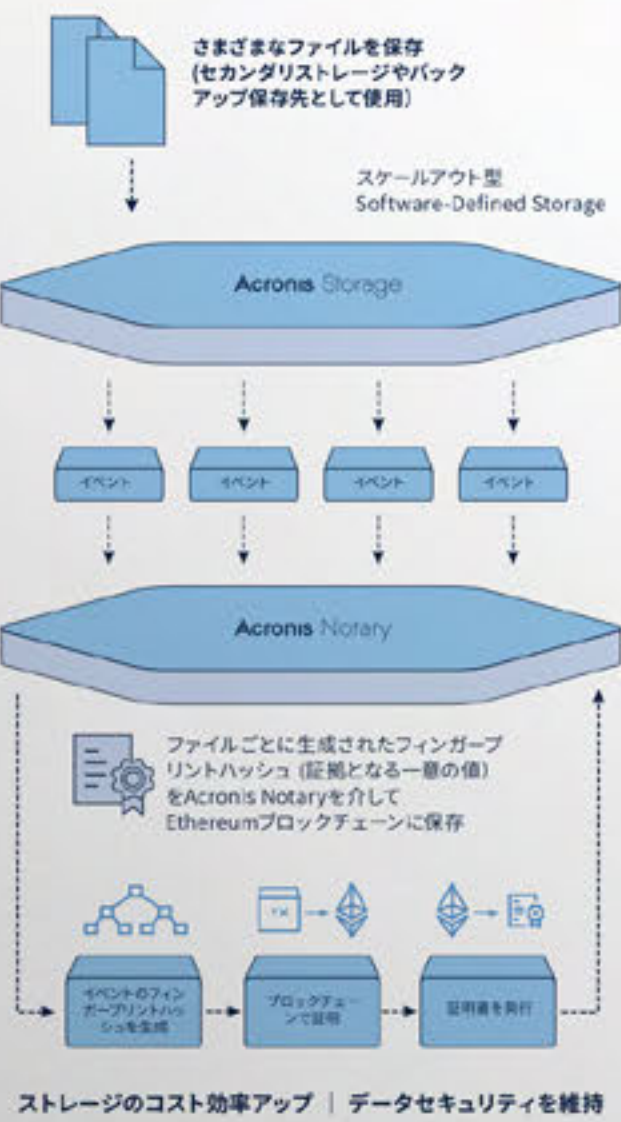
Acronis Backup Acronis Active Protection

システム保護 + ランサムウェア検知・遮断



Acronis Storage Acronis Notary

ファイルストレージ + ファイルの非改ざん証明



Chapter 3

Colors

Main Colors

The Acronis Navy Blue serves as our brand’s corporate color for print and electronic applications.

hex:	#00204d
rgb:	0 32 77
cmyk:	100 87 41 47
pantone:	282C
ral:	5011

Primary color



Secondary Color Palette

Created for use in any kind of corporate publication, these secondary colors should be used in addition to Acronis Navy Blue. In designs, use of these colors must be limited to a maximum 30% ratio.

Don't use any of secondary colors as main color in your design.



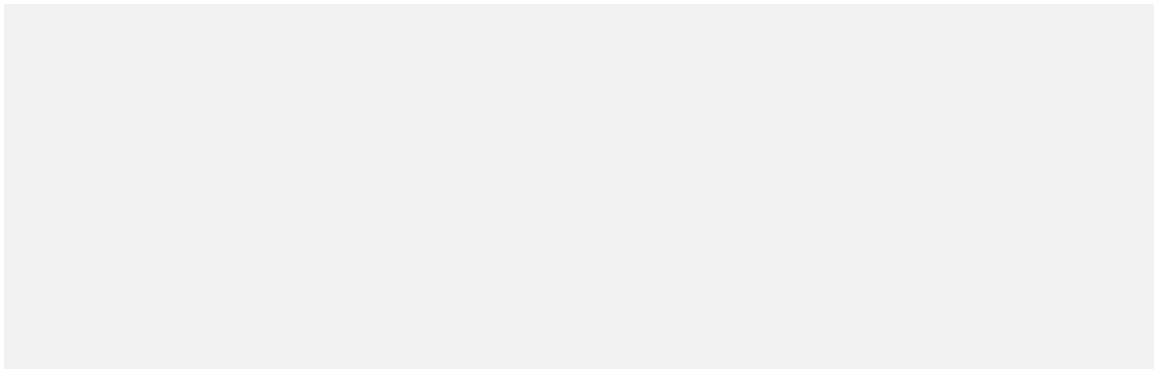
hex: #94c13d
rgb: 149 194 61
cmyk: 50 0 89 0



hex: #4875b3
rgb: 72 117 179
cmyk: 76 50 5 0



hex: #97a0a4
rgb: 151 161 165
cmyk: 43 28 28 7



hex: #f2f2f2
rgb: 242 242 242
cmyk: 6 4 5 0

Gradient

The Acronis Gradient is created from a blend of Navy Blue and Blue. This gradient adds a sense of depth and texture to background graphics. In terms of creating and using the gradient, there should always be a subtle feel to the color transition across a page or graphic.

cmyk: 100 87 41 47 76 50 5 0
hex: #00204d #4875b3
rgb: 0 32 77 72 117 179



Radial

gradient should be lighter blue in the center

Linear

gradient should be linear, navy blue on one side, light blue on another

Chapter 4

Product Logotypes

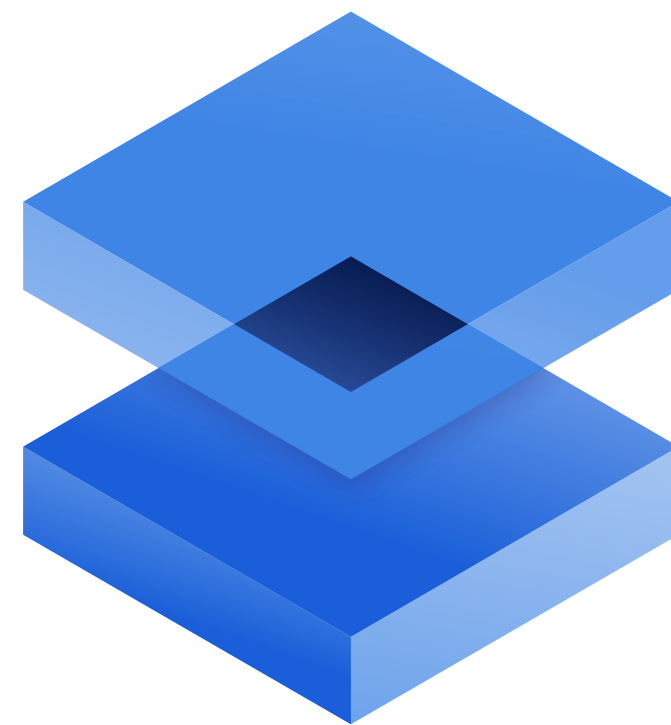
Logotype System

Acronis' meaningful and consistent logo system is based on transparency and color settings inspired by physical properties of the real world. We call it "quantum glass".



These are examples of general Acronis Products logomarks.
They are made in frontal / 2D projection. They also contain the Acronis logomark.

These are examples of isometric / 3D projection logomarks.
These logomarks are part of Acronis Cloud Platform logo system.





All of these logomarks have another color scheme for a dark background, which is based on increasing light instead of color.



Logotype Parts

Full Logotype



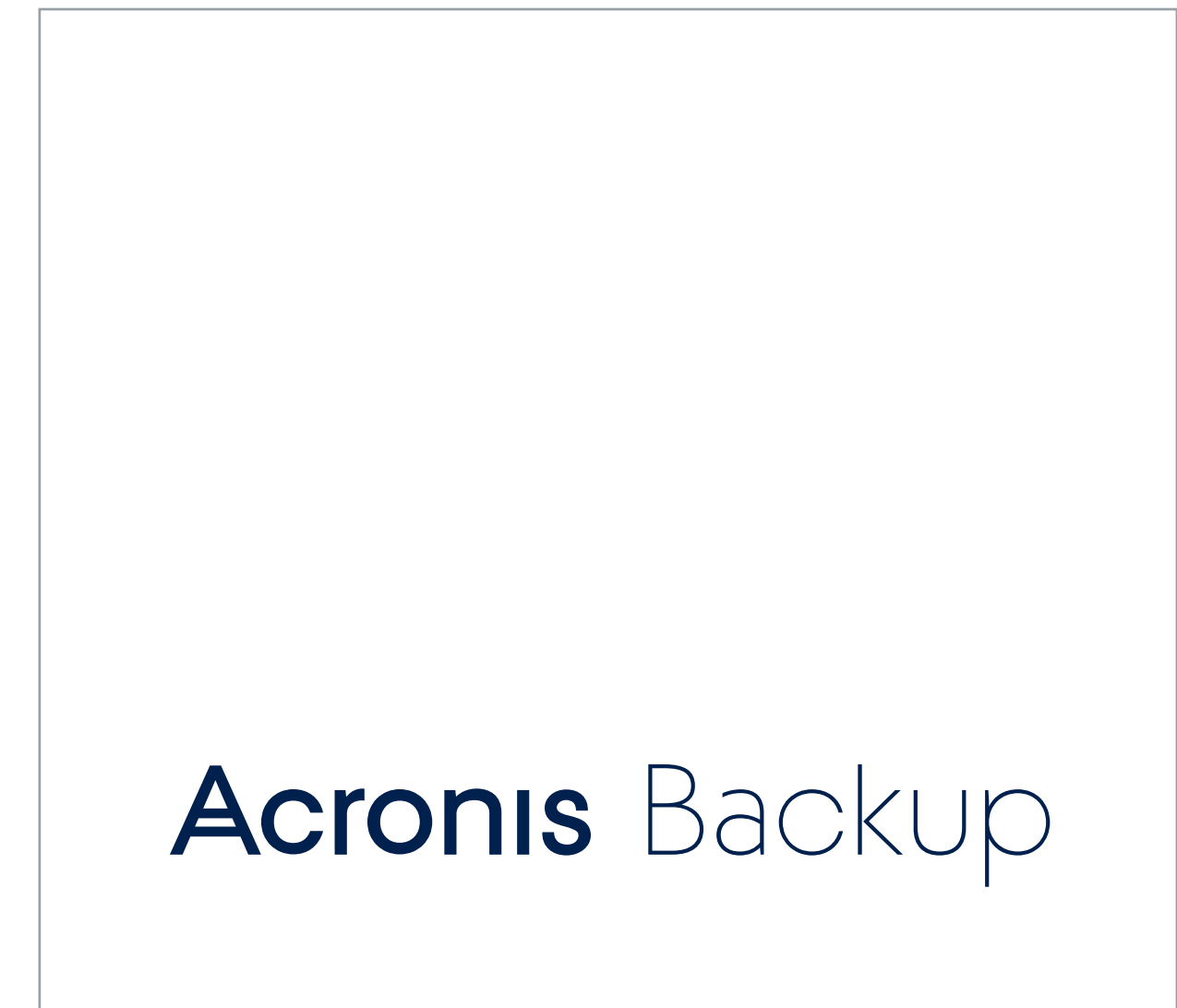
Full logotype can be placed in vertical or horizontal orientation

Logomark



Could be used without a name as an single element

Product Name



Acronis products names are used only with Acronis font and can be used without a logomark

Alignment and Orientation

Vertical Positive

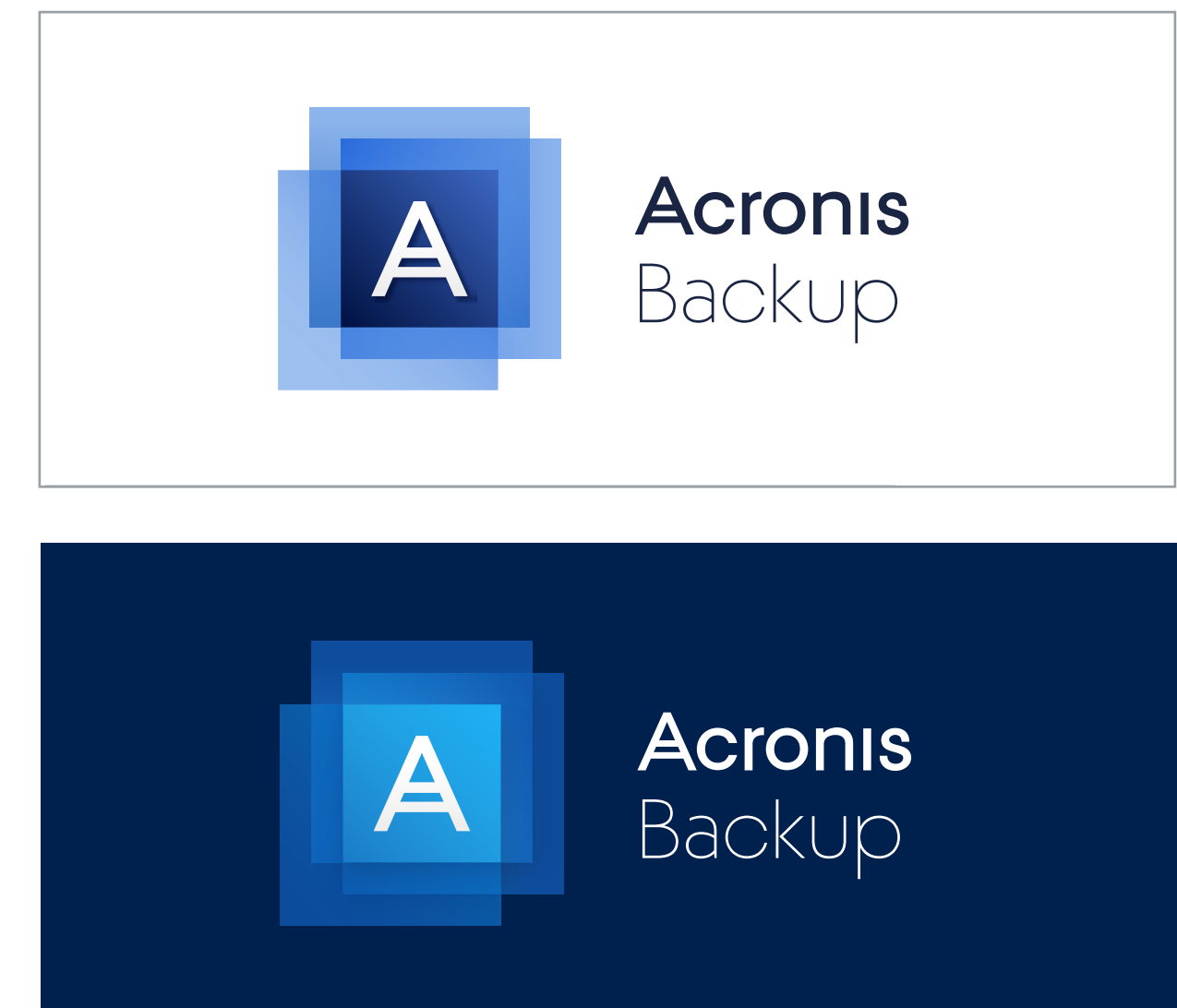


Main version of the Logotype

Vertical Inverted



Horizontal Positive and Inverted



Additionally the logotype can be placed horizontally

Product Name Structure

Name on one line

Acronis software product names consist of the Acronis company logo, product family, version and edition. Use the Acronis logo and the Acronis Light font of the same height for the unique part of the product name.

Acronis

Access

LogotypeProduct Family

Same height
for logo and name

Acronis

True Image

2017

LogotypeProduct FamilyVersion

Same height
for logo and name

Acronis

True Image

2017

New Generation

LogotypeProduct FamilyVersionEdition

Logotype

Acronis

Disk Director 12

Product Family

Version

Leading should be 110-120% of the font size

Name on two or more lines, left alignment

When writing Acronis software product names on two or more lines, use left alignment and leading which equals 110-120% of the font size.

The company name and the major product family name can be on the first line. Do not hyphenate any software product name.

Logotype

Product Family

Version

Acronis True Image 2017

New Generation

Edition

Leading should be 110-120% of the font size

Acronis

Backup 12.5

Standard Workstation

Additional Description
(Acronis Bold 35% of base font size)

80-85% of the font size

Logotype

Product Family

Version

Acronis True Image 2017

New Generation

Premium Subscription

Additional Description
(Acronis Bold 35% of base font size)

Edition

Additional description

It is possible to add some neccessary additional information below the name, using Acronis Bold font, sized at 35% of the base font size and 85% leading. The font size should not be less than 12 pt.

Acronis True Image 2017

New Generation

Premium Subscription

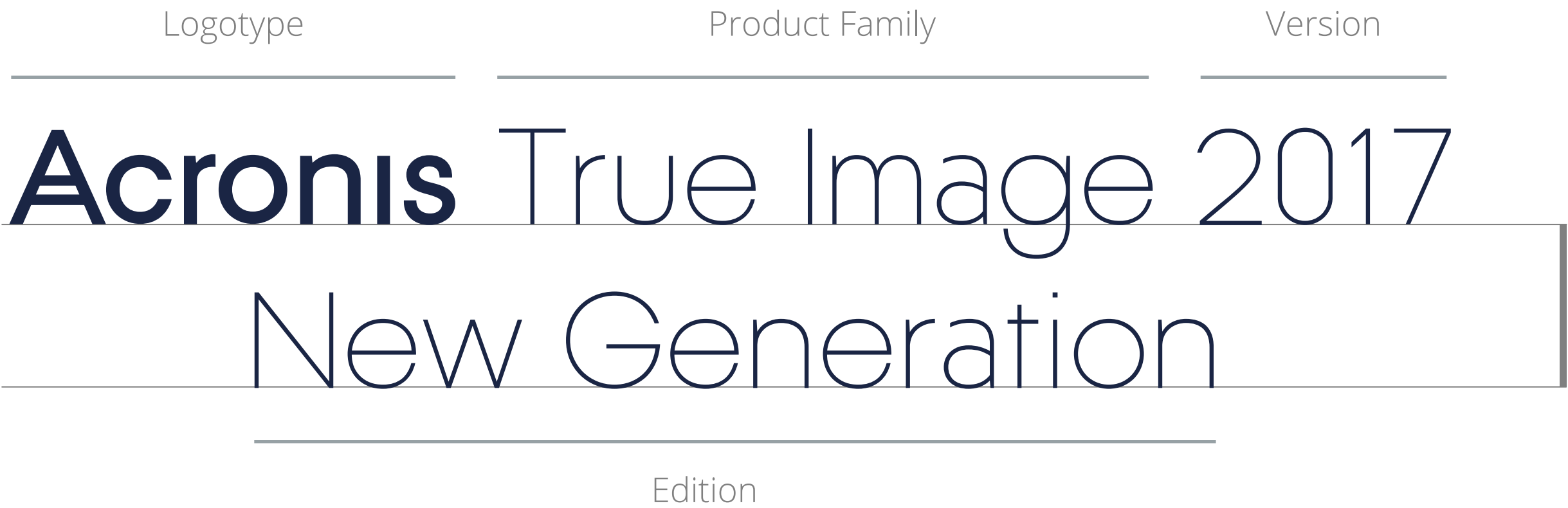
Description font size should not be less than 12 pt.



Name on two or more lines,
central alignment

In some specific cases (for example on the product boxes), it is possible to use central alignment.

The company name and the major product family name can be on the first line. Do not hyphenate any software product name.



Leading should be
110-120% of the font size

Acronis Academy

LogotypeProduct Family

Same height
for logo and name

Acronis Mobility

LogotypeUnit

Acronis OEM Partner Portal

Units & Departments

Acronis units and department names consist of the Acronis company logo and the unit or department name. Use the Acronis logo and the Acronis Light font of the same height for the unique part of the name.

Chapter 5

Corporate Layouts

Envelope

E65

This is the template to use for E65 envelopes. Also can be adapted for other small and medium envelope sizes.

E65 110 x 220 mm	E6 110x156
C6 114 x162 mm	B6 125x176



Envelope

C4

This is the template to use for C4 envelopes and also can be adapted for other large-sized envelopes.

C4
229 x 324 mm

C5
176 x 250 mm

B4
250 x 353 mm



Folder

A4

This is the template to use for A4 and other document folder sizes.

A4

210 x 297 mm



Document

Letterhead

This is the letterhead template to use for companywide documents.

A4

210 x 297 mm



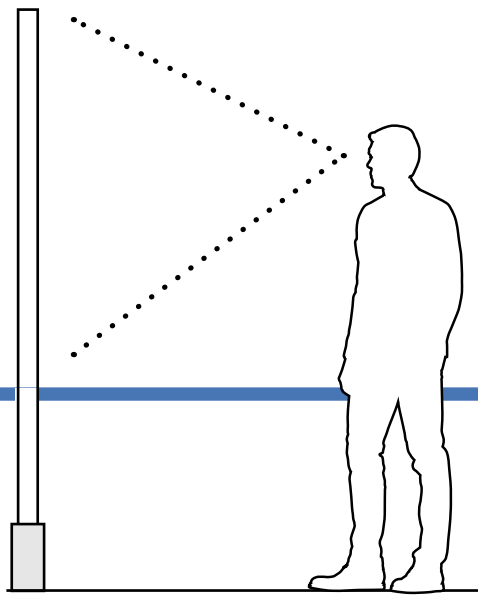
Chapter 6

Rollup Banners

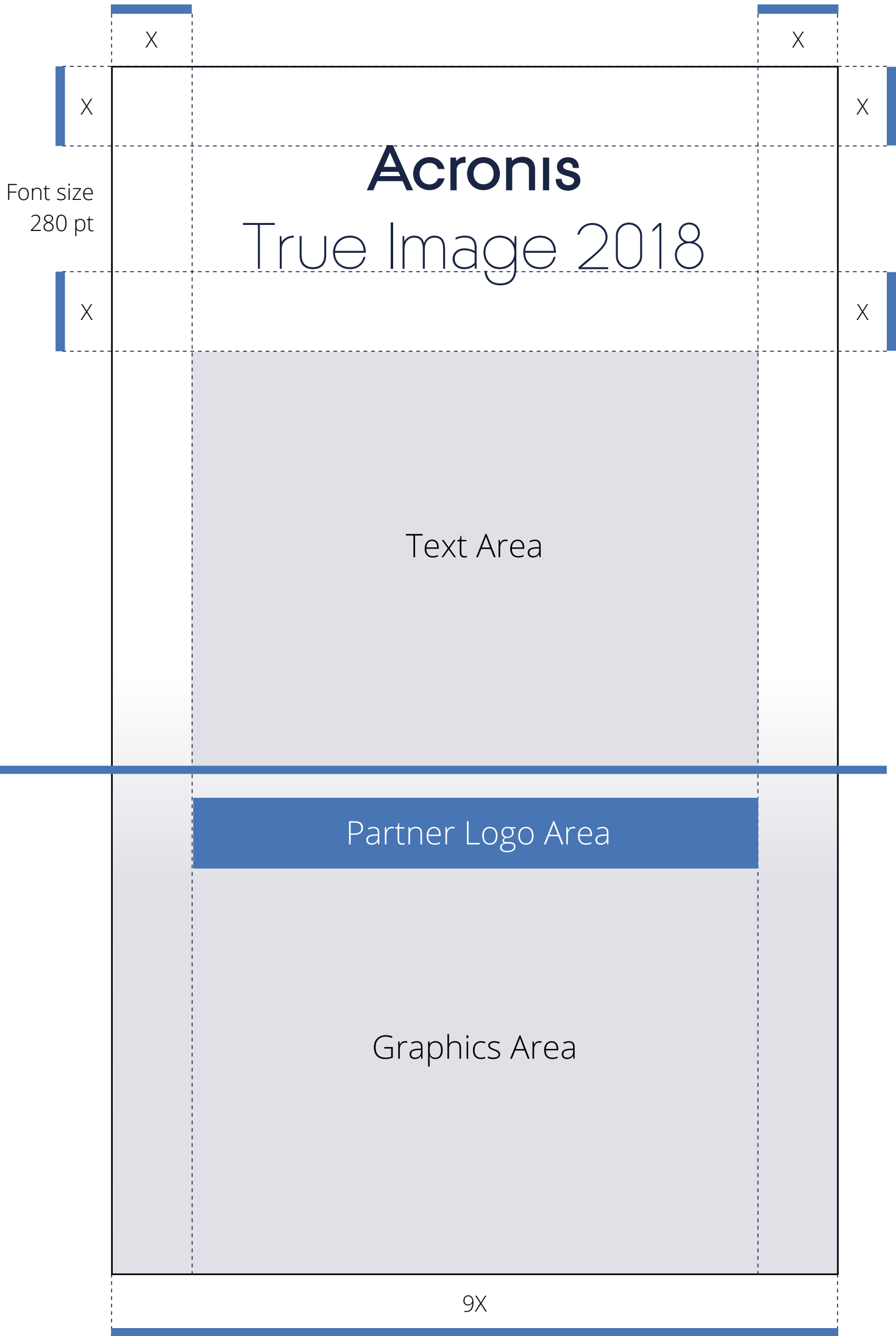
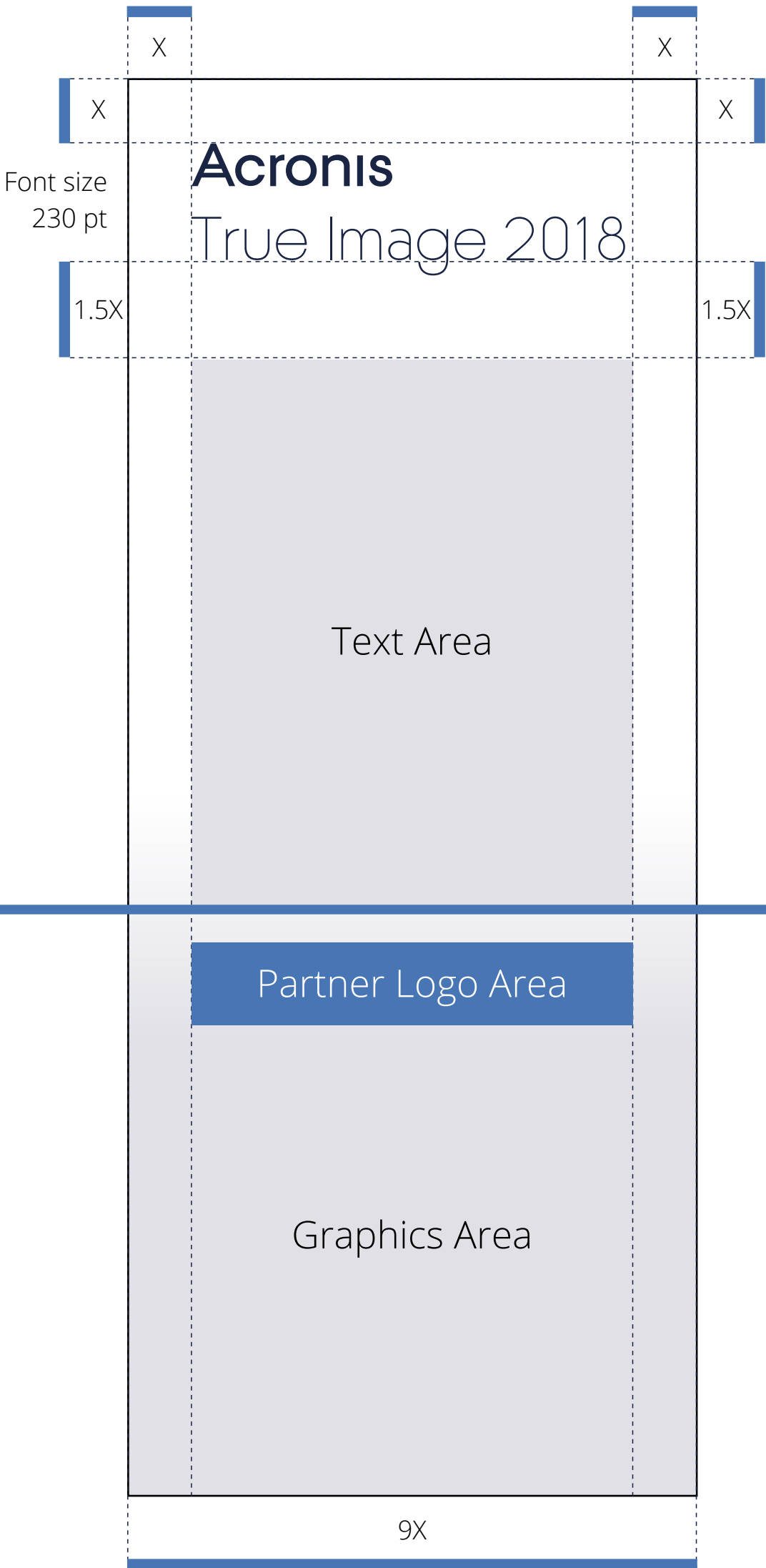
General Rules

Text area boundary

The text shouldn't be placed below the 80 cm bottom zone



Partner logos should be placed under the text block. Never place them in the very bottom of the banner, since that placement will not make them visible in most cases

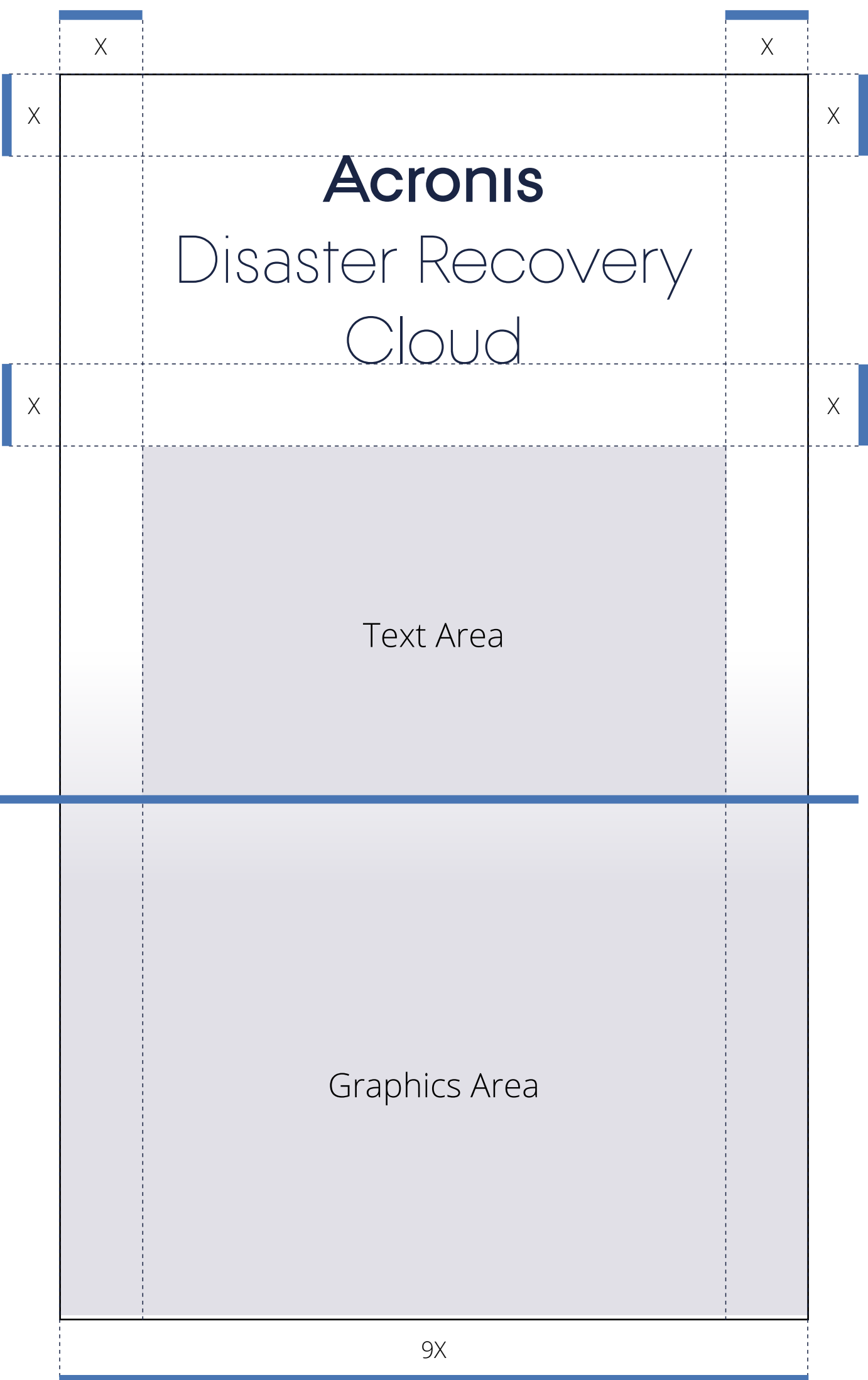
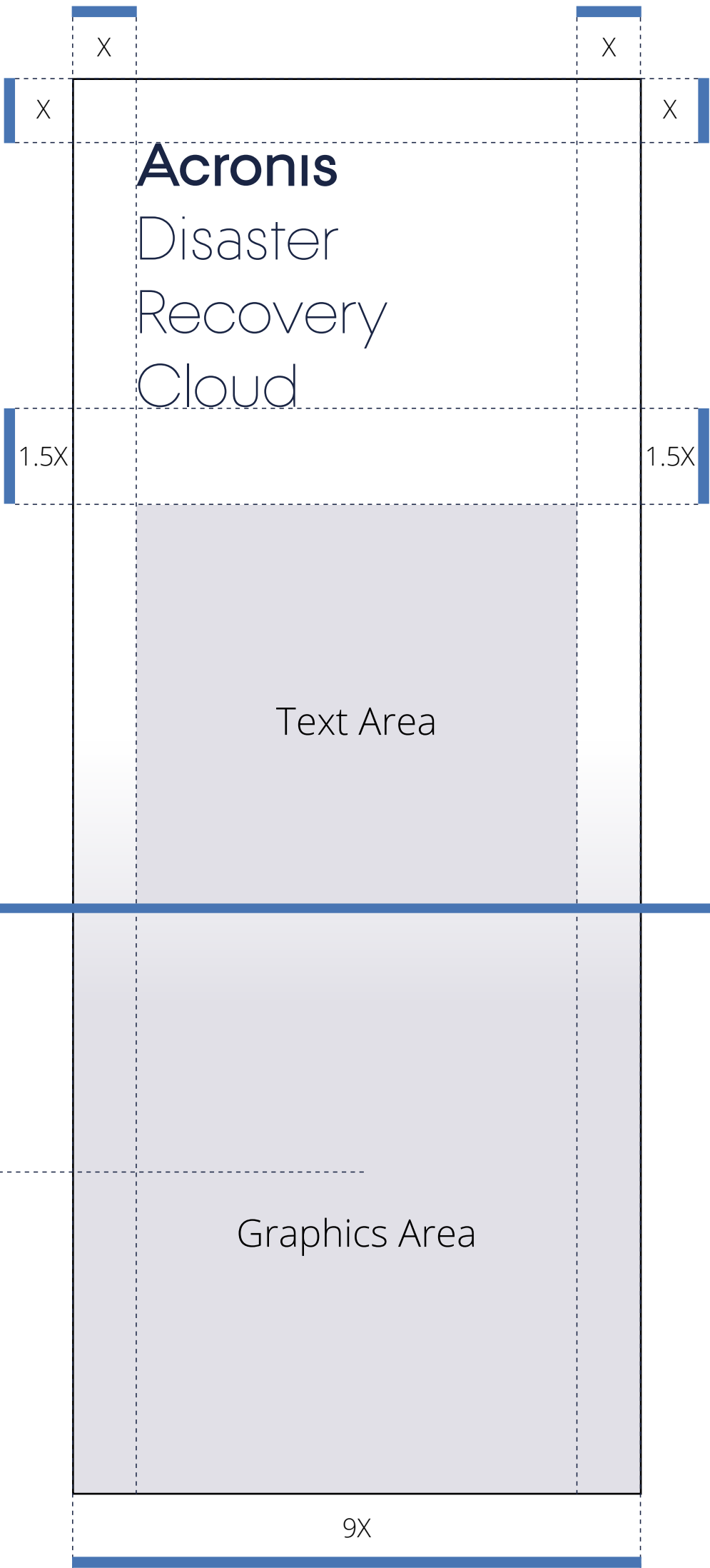


Long Logotype

- 1 Maximum amount of logo lines is four.
Each new line reduces the text area

Text area boundary

- 2 Do not use this area for an text information.
It should be used for graphics only.
- 3 Graphics and text areas don't have a strong gap
between them and might overlap.



Text Area Design Examples

1

The most important thing to make a banner look nice is to prepare text that meets the design standards shown below. Here are some examples with draft text which represent the possible ways to lay out the text block and how it should look.

<div><p>THE ONLY BACKUP WITH RANSOMWARE PROTECTION</p><p>A small long text that describe the sense more widely. A small long text that describe the sense more widely. A small long text that describe the sense more widely.</p></div> <div>Large message</div>	<div><p>BUSINESS PROTECTION</p><p>MORE THAN 20 PLATFORMS ARE PROTECTED BY ACRONIS</p><div><div>Some bullet point infomation</div><div>Another bullet point infomation</div><div>One more bullet point infomation</div><div>Again bullet point infomation</div></div></div> <div>Large header + bullet point blocks</div>	<div><p>LARGE HEADER</p><p>MORE THAN 20 PLATFORMS ARE PROTECTED BY ACRONIS</p><div><div>Some icon information</div><div>Some icon information</div><div>Some icon information</div></div></div> <div>Large header + icon points</div>
---	---	---

Text Area Design Examples

2

Do not use sentences that are too long in the header section. Any long description should be placed as a text below the header. The text used in these examples is a draft.

THE ONLY
BACKUP WITH
RANSOMWARE
PROTECTION







Ransomware
Protection

Active Disk
Cloning

Full System
Backup

BUSINESS
PROTECTION

MORE THAN 20 PLATFORMS
ARE PROTECTED BY ACRONIS

2X Faster than the Closest Competitor

3 Clicks to Back Up most important

500,000 Businesses Rely on Acronis

15 Seconds Recovery All your files back

LARGE
HEADER

MORE THAN 20 PLATFORMS
ARE PROTECTED BY ACRONIS







Ransomware
Protection

Active Disk
Cloning

Full System
Backup


Large message + icon points

Large header + bullet points


Each layout could be centered

Text Layout Comparison

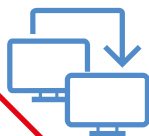
Here's a few examples how we can improve the text to meet the requested standard.
The texts in these examples are drafts to show how the amount of text needs to be written to fit properly



The only backup with Ransomware Protection



Active Disk Cloning



Full System Backup

No header. One of the bullets is too long because contains the main idea of the banner



THE ONLY BACKUP WITH RANSOMWARE PROTECTION



Ransomware Protection



Active Disk Cloning



Full System Backup

The main idea of the banner is visible because of large size. All bullets are of equal size and look neat.

BUSINESS PROTECTION FOR 20+ PLATFORMS

2X Faster Than the closest competitor
3 Clicks to back up
500,000 businesses rely on Acronis to protect their data
15-Seconds recovery

The header looks unbalanced and small. All bullets are different sizes and look messy.



BUSINESS PROTECTION

MORE THAN 20+ PLATFORMS ARE PROTECTED BY ACRONIS

2X Faster than the closest competitor
3 Clicks to start backing up you files
500,000 businesses rely on Acronis
15 Seconds to recover all your files

Large header. Clear description. All bullet points are of equal size and look neat.

Acronis
Racing Weekend

**#1
FAST
INNOVATIVE**



Acronis
True Image 2018

**THE ONLY
BACKUP WITH
RANSOMWARE
PROTECTION**



Ransomware
Protection



Active Disk
Cloning



Full System
Backup



Acronis
Backup 12.5

**BUSINESS
PROTECTION**

MORE THAN 20 PLATFORMS
ARE PROTECTED BY ACRONIS

2X Faster than the Closest Competitor
3 Clicks to Back Up Most Important
500,000 Businesses Rely on Acronis
15 Seconds to Recover All Your Files

Acronis
True Image 2018

**THE ONLY BACKUP
WITH RANSOMWARE
PROTECTION**



Ransomware
Protection



Active Disk
Cloning



Full System
Backup



Chapter 7

Collaterals



DATA SHEET | ACRONIS® CLOUD STORAGE

Acronis Cloud Storage

Reliable Backup to Secure Cloud Data Centers

Acronis Cloud Storage is an easy-to-use cloud subscription that turns your Acronis Backup or Acronis Backup Advanced solution into a powerful, hybrid (local and cloud) backup! Enjoy safe, secure, and scalable offsite backup for any data or any system – anytime, anywhere.

Leveraging the power of the Acronis AnyData Engine, Acronis Cloud Storage lets you:

- **Easily back up** disks, partitions, and files
- **Store the backups in secure,** remote data centers that use Acronis' reliable and proven software-defined storage
- **Quickly recover** selected files, folders, applications, or an entire system.

Acronis Cloud Storage is fully integrated into Acronis Backup and Acronis Backup Advanced, providing easy hybrid cloud backup of your data and systems.

By combining Acronis Cloud with other Acronis products, you get the hybrid backup you need in the event of a disaster. Acronis AnyData Engine lets you back up to the cloud and automatically stage the backup data to new storage locations in accordance with your retention policy.

KEY FEATURES

- **Centralized management** for both local and off-site backups eases IT administration.
- **Local backup, replication, and staging** provides multiple backup copies to help you implement hybrid backup and eliminate the risks of losing data.
- **Government-approved AES-256 encryption** secures data access, storage, and transfer.
- **An initial seeding program** helps you save time and quickly move large volumes of data to an off-site protected data center.
- **A large-scale recovery program** lets you quickly and easily restore large volumes of data or entire machines for faster disaster recovery.
- Acronis' **secure software-defined storage data centers** are equipped with the latest disaster prevention technologies and are SSAE 16

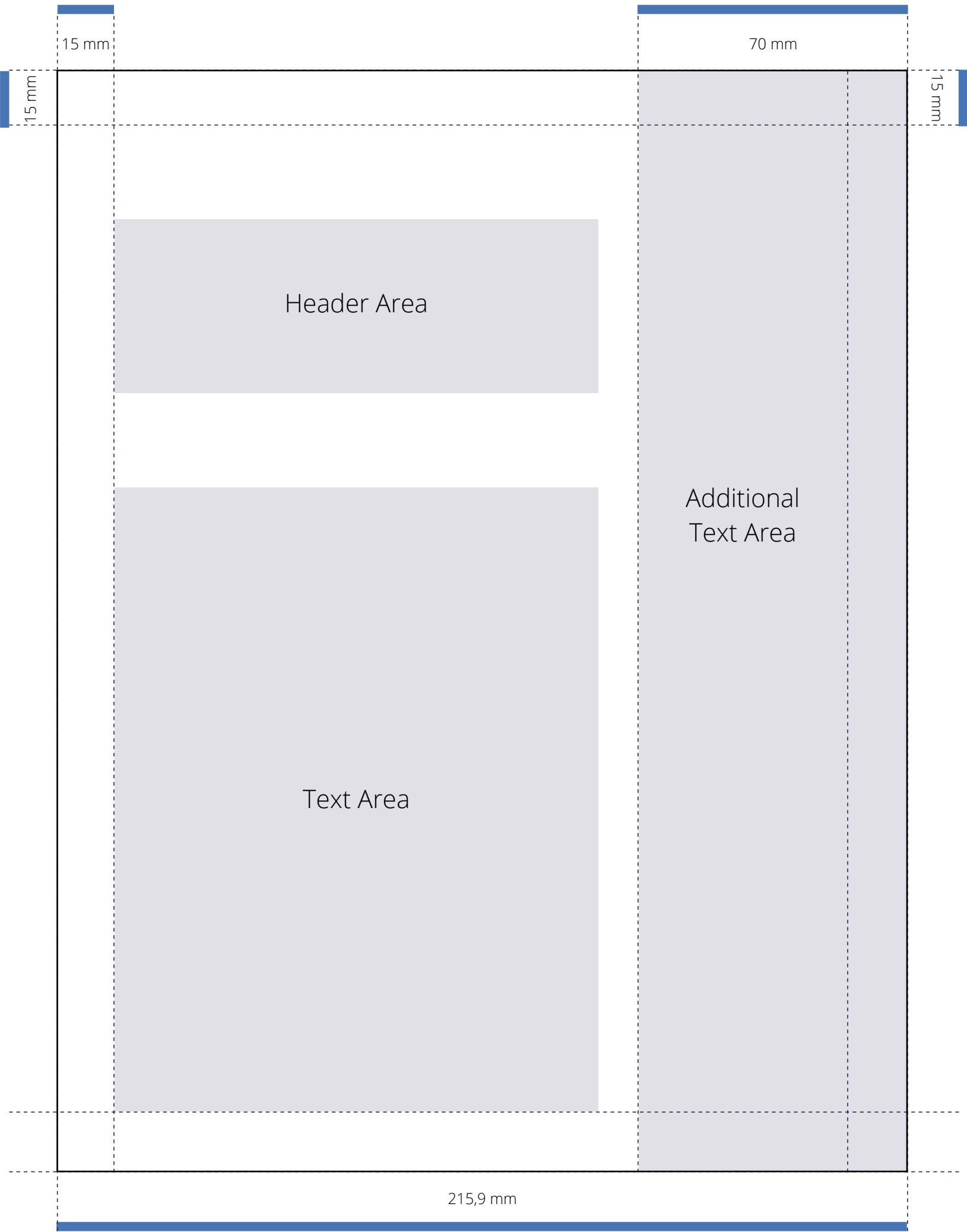
BENEFITS

- **Easy off-site data protection** for your current and future needs
- **Complete backup** of all your data on-premises, in remote locations, in private and public clouds, and on mobile devices
- **Safe, secure,** local data centers around the globe
- **Fast recovery** of your data, files, or entire systems
- **Reliable cloud backup** solution trusted by 500,000 businesses

Data Sheet

Base

This is a template that can be used for most of different types of documents such as Whitepapers, Datasheet, What's New, and others.



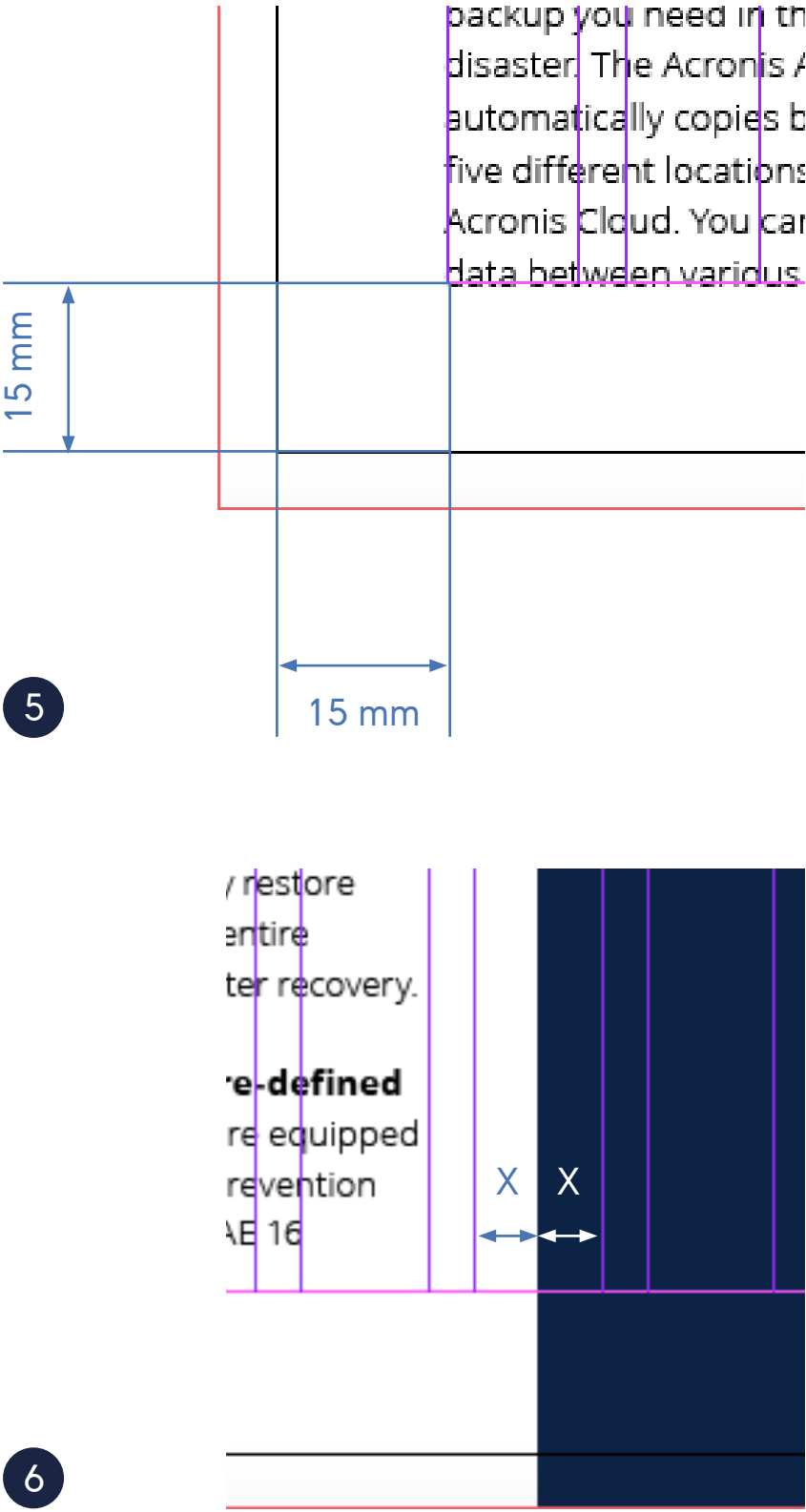
All documents must be prepared in two different sizes: US Letter for US region and A4 for Europe region.

US Letter 215,9x279,4 mm	A4 210x297 mm
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Data Sheet

First page

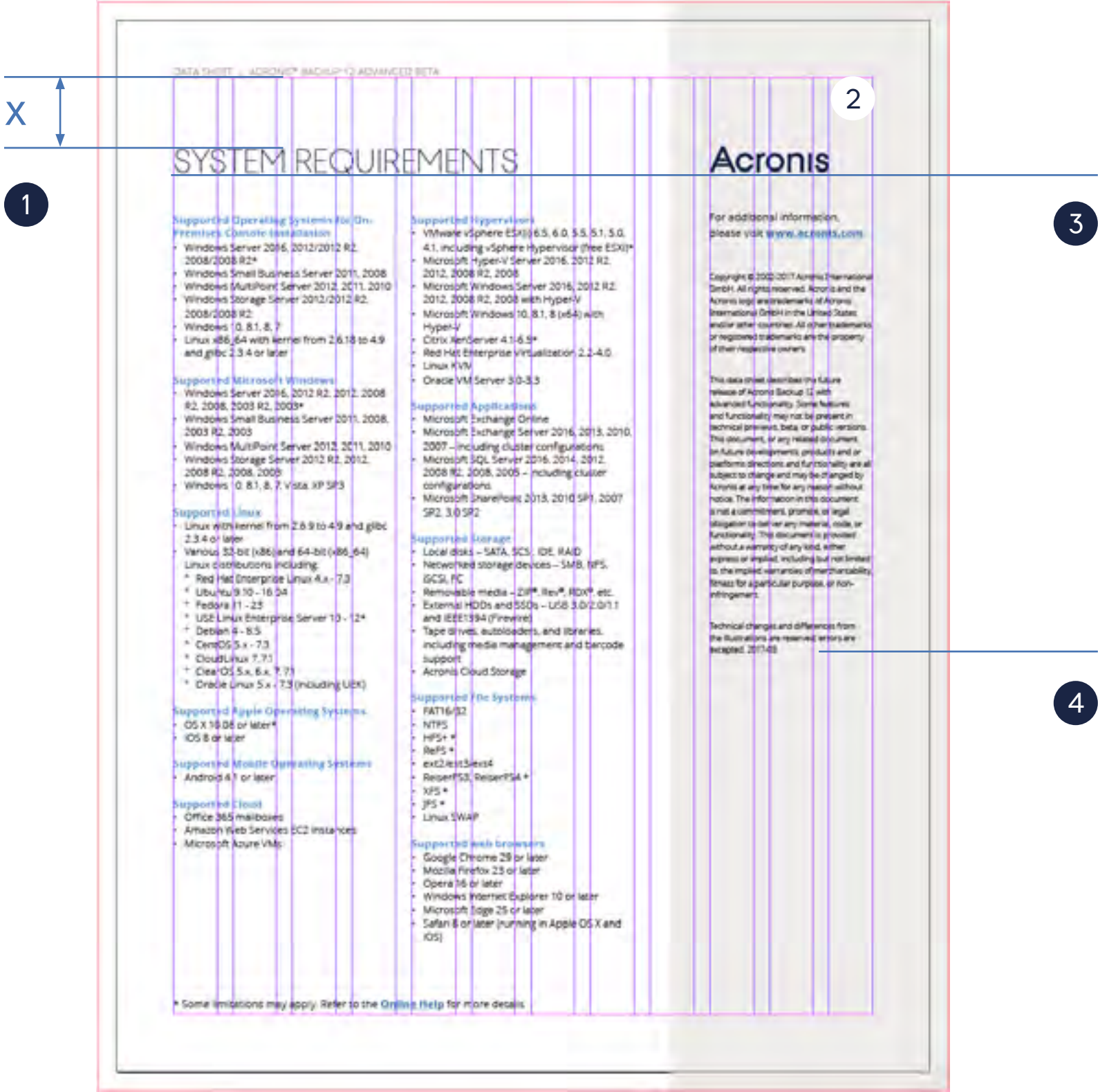
- 1 The position of the title block is between running title and the main text
- 2 The sidebar color is **Navy Blue**
- 3 Bleeds are **5 mm**
- 4 **12 column** grid design
- 5 Page margins are **15 mm**
- 6 The sidebar starts from the middle of an empty column between texts and ends at the end of page



Data Sheet

Last page

- 1
- The top indent should be twice as small as th the bottom one.
- 2
- The sidebar color is #f2f2f2
- 3
- The header and Acronis logo must be vertically aligned
- 4
- The date must be always current



Data Sheet

Text rules

- 1 Acronis logo should be used as a glyph. The header font is **Acronis Light, 37 pt, Navy Blue**
- 2 The lead text font is **Acronis Light, 20 pt, Medium Blue**
- 3 The main text font is **Open Sans Light, 9 pt, Black**
- 4 The text header font is **Acronis Regular, 12 pt, Medium Blue**
- 5 The list has a **5 mm** left indent
- 6 The sidebar header font is **Acronis Regular, All Caps, 12 pt, Medium Blue**
- 3 The main text font is **Open Sans Light, 8 pt, White**

1

Acronis

2

Cloud Storage

3

Reliable Backup to Secure Cloud Data Centers

4

Acronis Cloud Storage is an easy-to-use cloud subscription that turns your Acronis Backup or Acronis Backup Advanced solution into a powerful, hybrid (local and cloud) backup! Enjoy safe, secure, and scalable offsite backup for any data or any system – anytime, anywhere.

5

Leveraging the power of the Acronis AnyData Engine, Acronis Cloud Storage lets you:

6

KEY FEATURES

7

- **Centralized management** for both local and off-site backups eases IT administration.
- **Local backup, replication, and staging** provides multiple backup copies to help you implement hybrid backup and eliminate the risks of losing data.
- **Government-approved AES-256 encryption** secures data access, storage, and transfer.

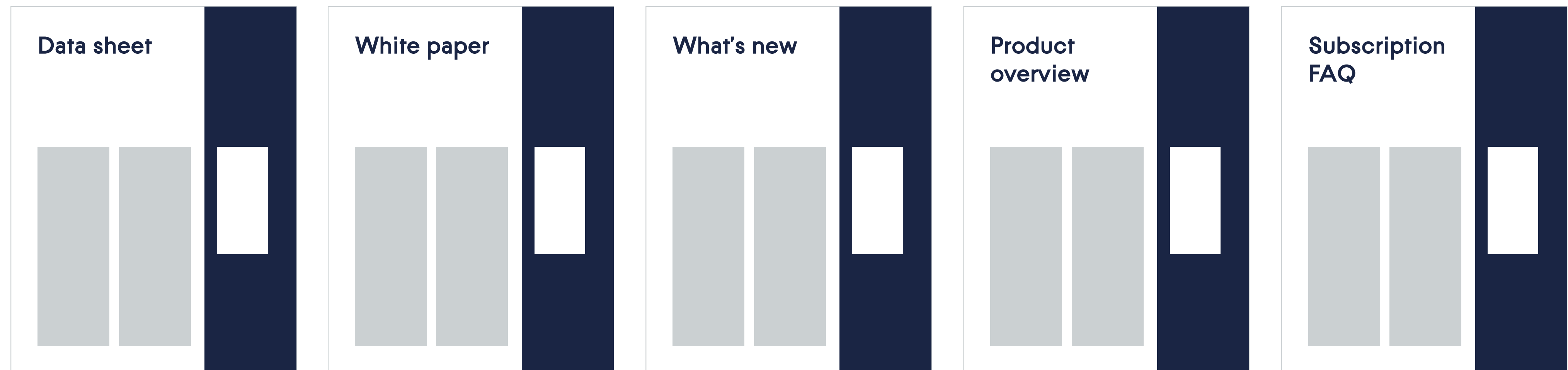
8

BENEFITS

9

- **Easy** off-site data protection for your current and future needs
- **Complete** backup of all your data on-premises, in remote locations, in private and public clouds, and on mobile devices
- **Safe, secure,** local data centers around the globe
- **Fast** recovery of your data, files, or entire systems
- **Reliable** cloud backup solution trusted by 500,000 businesses

The same rules are used
in templates for



Chapter 8

Merchandise

Base Rules for Merchandise

- 1 You should use Navy Blue as a base color for any piece of merchandise you produce.
- 2 The Acronis logo should be visible and placed in a prominent position
- 3 In exceptional cases you can use White as a base if Navy Blue cannot be used because of obvious reasons.
- 4 You can also use secondary colors from the brand palette to highlight minor details.
- 5 Don't use colors from the secondary color palette as a primary color.
- 6 Designs should have contrast. The best way is to use White on a Navy Blue base.
- 7 Don't use too small or too big text and logotype in a design. Follow the rule of the exclusion zone.
- 8 Designs should be simple. Don't use multiple pieces of design on the same area.

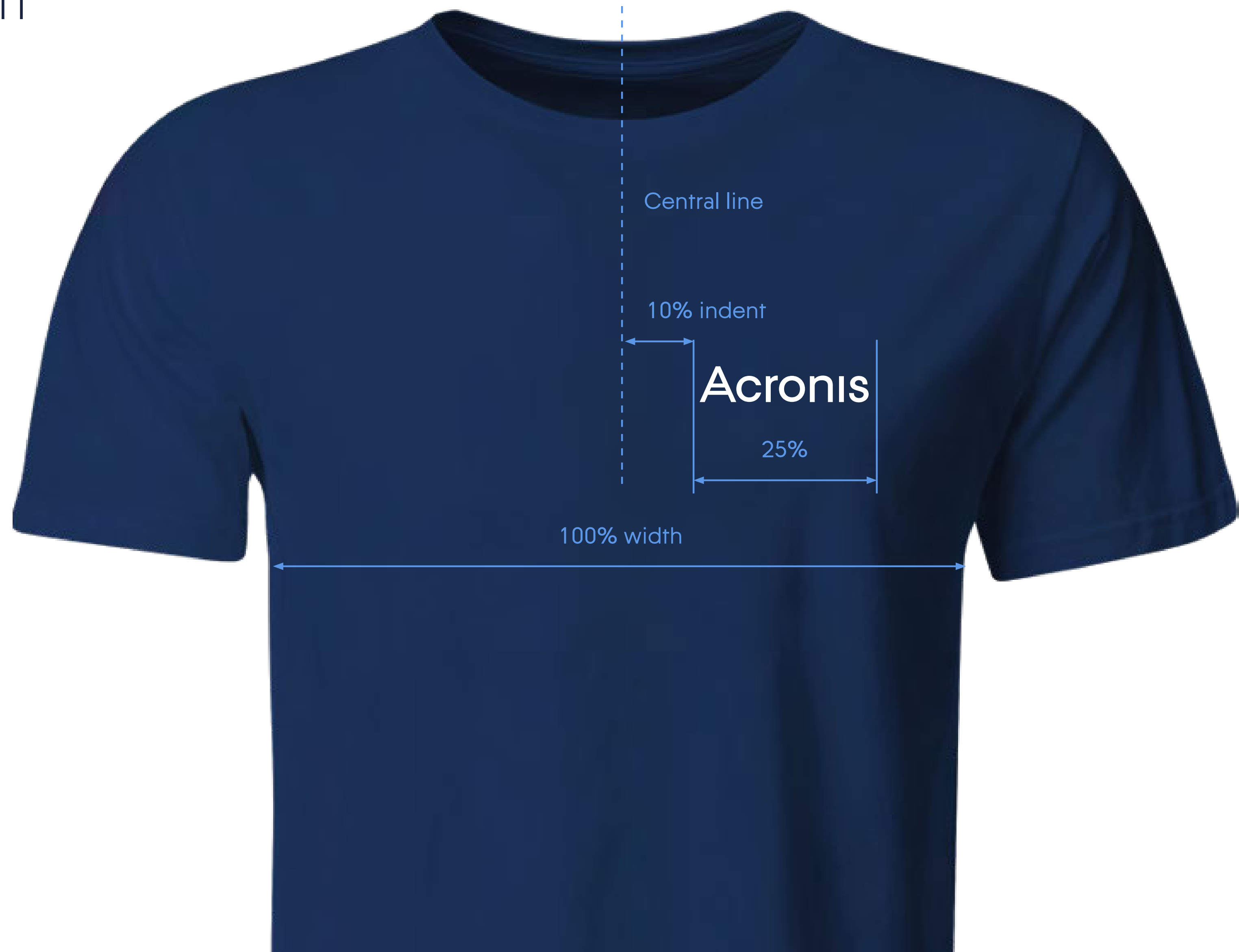


Logo Placement

Base rules / front side

The Acronis logo should be on the left side of chest, heart side. Size can vary between 25%-30% but not less than 20% of width. Indent from the central line should be 10% of width. If it moves the logo too far to the side, please check the logo width - it might be too big, or adjust the indent.

The logo should not be placed too far to the side. It should be optically aligned to the middle of the left side when the apparel is worn. Vertically it should be placed on the chest, not lower.



Logo Placement

Base rules / back side

The Acronis logo should be aligned to the horizontal center. The size should be around 50% but no less than 45% of the width.

Vertically logo should be placed around the middle of shoulder blades. When you have additional apparel elements that can cover the logo (hood, for example), please adjust the position so that logo would not be covered.

Logo should not be placed too high or too low on the back. Please see the improper use page.



Improper Use

Examples of bad execution

We have highlighted some examples of improper sizes and positioning of the logo. Please carefully control the execution to avoid bad positioning of the logo. Make sure to check real samples and make sure the proportions, positioning and visibility are aligned with the requirements before starting the production.



Logo is too close to the edge and goes to the armpit area



Logo is placed too low



Logo is placed too high



Logo is too big on the back



Logo is placed too high and gets covered by the hood

Proportions

Please keep the same logo proportion on front and back of apparel. The same Acronis logo size should not be used for both XS and XL size. The logo should increase or decrease in proportion to the size of the clothes.

This will make all pieces of merchandise look neat and proportionally accurate.



Small size



Medium size



Extra large size



Hoodie with Zipper

Base design

Base colour: Navy blue

Front: Acronis logo on the top left side.

Optically aligned in the center of the left side when apparel is worn. Size should not be less than 20% of width.

Back: Big Acronis logo, placed on the center of top part of the back. Size should not be less than 45% of hoodie width.

Print: Could be done with either silkscreen printing or embroidery. It is allowed to add an official tagline on the back if necessary.



Hoodie

Base design

Base colour: Navy blue

Front: Acronis logo on the left side.
Size should not be less than 20% of width.

Back: Big Acronis logo, placed on the center of the top side of the back. Size should not be less than 40% of hoodie width.

Print: Could be done with either silkscreen printing or embroidery. It is allowed to add an official tagline on the back if necessary.



T-Shirt

Base design

Base colour: Navy blue

Front: Acronis logo on the left side.
Size should not be less than 20% of width.

Back: Big Acronis logo, placed on the center of top part of the back. Size should not be less than 45% of width.

Print: Could be done with silkscreen printing.
It is allowed to add an official tagline on the back if necessary.



T-Shirt

Creative ideas

Creative ideas which could represent the product from an interesting recognizable side are the best way to produce a T-Shirt design which will be in high demand.

The primary color for a T-Shirt is Navy Blue and the artwork should be White in most cases.



T-Shirt

Products

Product T-Shirts have to be clear and simple. The main design element should be the logo or brand motto which is strongly associated with a product.

The primary color for a T-Shirt is Navy Blue and the artwork should be white in most cases.



Shirt

Base design

Base colour: Navy blue

Front: Acronis logo on the left side.
Size should not be less than 20% of width.

Back: Big Acronis logo, placed on the center of top part of the back. Size should be not less than 45% of the shirt width.

Back: Could be done with either silkscreen printing or embroidery for small elements. Do not use embroidery for big logotype on a gentle type of cloth. It is allowed to add an official tagline on the back if necessary.



Polo

Base design

Base colour: Navy blue

Front: Acronis logo on the left side.
Size should not be less than 20% of width.

Back: Big Acronis logo, placed on the center of top part of the back. Size should be not less than 45% of the polo width.

Back: Could be done with either silkscreen printing or embroidery for small elements. Do not use embroidery for big logotype on a gentle type of cloth. It is allowed to add an official tagline on the back if necessary.



Winter Hat

Base design

Base colour: Navy blue

Type: Simple knitted cap

Front: Medium Acronis logo, embroidery



Cap

Cap should be branded using both of Acronis, branded elements – logotype and A sign.

The primary cap color should be Navy Blue. Placed A sign should be large with small Acronis logo.



Umbrella

Can be branded using Acronis logotype. The primary color should be Navy Blue with White logo.

You can use color from the secondary color palette to color umbrella handle.

Don't use any other color than Navy Blue for the umbrella itself.

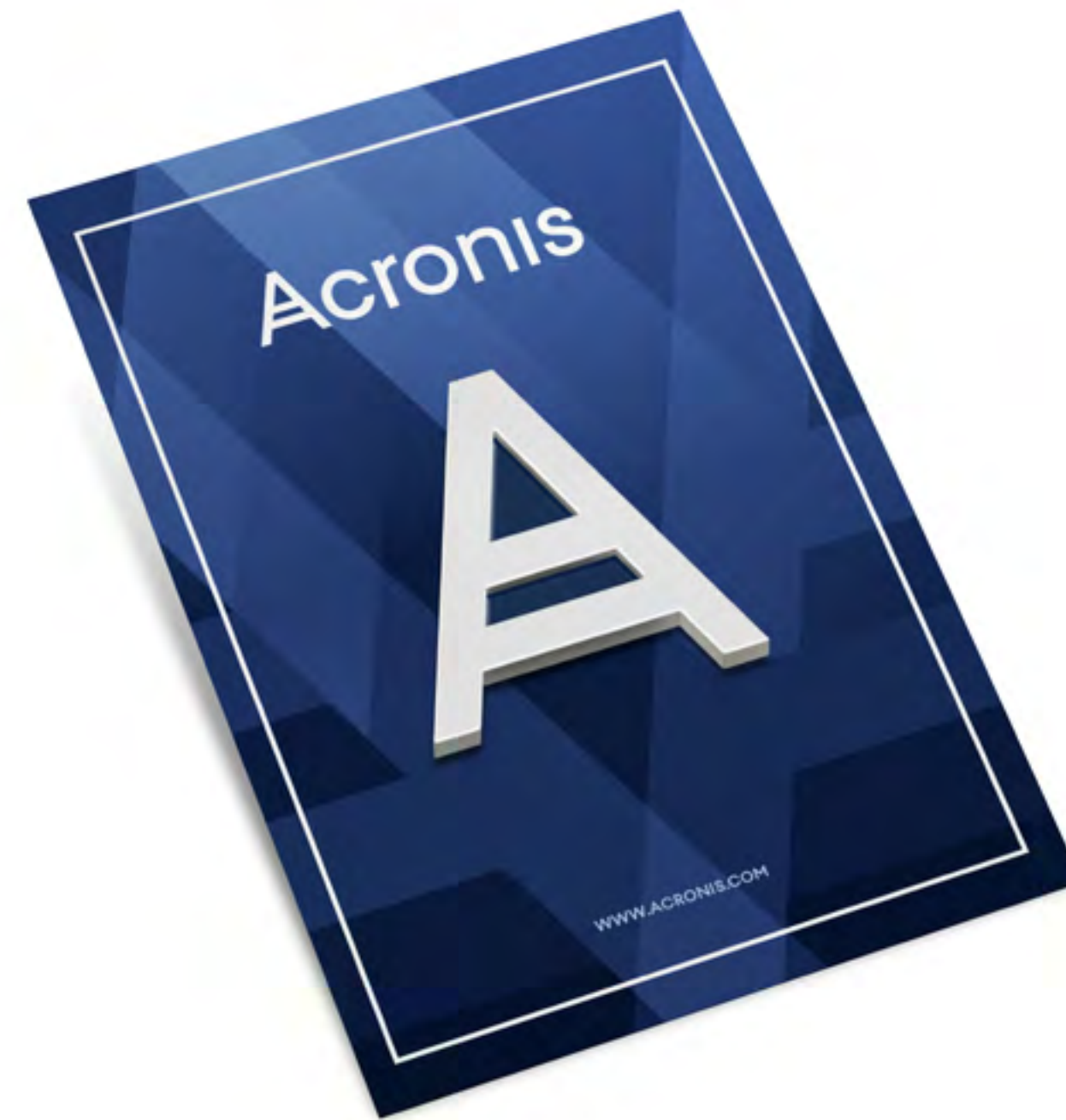


Metallic Pin

Can be branded using both of Acronis branded elements – logotype and A sign.

Use an Acronis branded pattern for background.

The logo is made of metal and blanks are filled with Navy Blue enamel.



Mugs

Can be branded using both of Acronis branded elements – logotype and A sign.

Placed A sign should be large and Acronis logo small.

There could be any color combination using White and Acronis Navy Blue color.



Pens

Simple things need simple design. That's why the branded pens should be only brand colored and use Acronis logo.

No need to be very creative in this case.



Acronis

www.acronis.com