



# Brand Guidelines

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# Introduction

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This document is intended to help you leverage and use the Accellion brand in a clear and consistent manner. It details our brand policies, such as when and how to use Accellion trademarks and logos.

These guidelines cover only Accellion specific elements that reference our relationship with you. You must always use your company's proprietary design when creating materials.

Accellion has several trademarks that are used in different context by Accellion and its partners, including the Accellion company logo, product logo, partner logo and developer logo.

You can determine the correct logo to use in any given context by referring to “Appendix A: Which logo should I use?”.

In addition to using these guidelines, you may contact an Accellion representative or send an email to [branding@accellion.com](mailto:branding@accellion.com) to get additional information or clarification.

## Selecting the right file format

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Accellion logos are provided in five file formats: AI, EPS, PNG, JPEG and Gif. Each format is used for a specific purpose.

### **AI (Adobe Illustrator)**

*For use in Adobe InDesign documents.* Vector-based file is fully scalable for use at any size. Background is transparent when placed in Adobe InDesign. Note: Separate art files are provided for both coated and uncoated paper reproduction. Always consider the paper you are printing on and use the correct art file.

### **EPS (Encapsulated PostScript)**

*For use in QuarkXPress documents.* Vector-based file is fully scalable for use at any size. Background is transparent when placed in QuarkXPress. Background prints white when placed in Adobe InDesign. See coated, uncoated usage guidelines above.

### **PNG (Portable Network Graphic)**

*For use in desktop applications such as Microsoft Word and Microsoft PowerPoint.* RGB pixel-based file is 300

dpi and may be resized smaller. Do not resize larger. Background is transparent. Best for onscreen usage.

### **JPEG (Joint Photographic Experts Group)**

*For use in web applications such as Microsoft Internet Explorer and Mozilla Firefox.* Low resolution RGB pixel-based file is 72 dpi and suitable for online usage. High resolution CMYK pixel-based file is 300 dpi and suitable for desktop applications. Both files may be resized smaller. Do not resize larger. Background prints white.

### **GIF (Graphics Interchange Format)**

*For use in web applications such as Microsoft Internet Explorer and Mozilla Firefox.* RGB pixel-based files are 72 dpi and may be resized smaller. Do not resize larger. Background prints white. Suitable for online usage.

## Accellion trademarks

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Accellion has a number of trademarks that cover its corporate and product brand identity. In this document we will review the correct usage of the following trademarks:

Accellion corporate



kiteworks product



Accellion partner



kiteworks developer



kiteworks powered



## Accellion corporate trademark

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The Accellion logo is available for use in horizontal and vertical formats. Preference is always to use the logo containing both the Accellion wordmark and symbol.

Horizontal - preferred



Vertical



Symbol



## Accellion corporate trademark—variations

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The preferred version of the Accellion logo is the full color version. However, a reversed version is also provided for use on dark backgrounds. A grayscale and grayscale reversed version are also provided for use when necessary.



## Accellion corporate trademark—usage

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The Accellion logo consists of a custom symbol and logotype and should not be altered in proportions, colors, elements or type. The Accellion wordmark and symbol can be used together as shown, or they can be used separately.

To create greater visual impact, it is important that the logo remains legible.

The Accellion logo clear space ensures the logo is not crowded and should be separated from the text and graphics by “.5X”.

A minimum size has been established to ensure the Accellion logo is always legible. This size is 1.375”

Clearspace






Minimum size






# Accellion corporate trademark—colors

Consistent colors should be maintained in order to create a consistent visual feel within the Accellion brand.

Color values



grayscale



<b>RGB</b>	87 / 121 / 188	253 / 185 / 36	0 / 0 / 0	140 / 140 / 140	191 / 191 / 191	255 / 255 / 255
<b>CMYK</b>	70.3 / 50.4 / 0 / 0	0.2 / 30.1 / 95.7 / 0	0 / 0 / 0 / 100	47.4 / 39.3 / 39.6 / 3.5	25.2 / 19.9 / 20.4 / 0	0 / 0 / 0 / 0
<b>Pantone Coated</b>	659C	1235C				
<b>Pantone Uncoated</b>	659U	129U				

## Accellion partner logo

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Use this logo to demonstrate on your sales and marketing materials that you are a partner with Accellion. Use of this logo is subject to a signed partner agreement with Accellion.

Accellion partner logo – preferred version

Use the horizontal version when possible. There is no reversed out version, just use the full logo with container shape on dark backgrounds.

This logo follows the Accellion standards for clearspace and minimum size, and use the Accellion color palette.



Accellion partner vertical logo



## kiteworks product trademark

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The kiteworks logo is available for use in horizontal and vertical formats – with and without “by Accellion” reference. Preference is always to use the logo containing the kiteworks wordmark and symbol.

Horizontal – preferred



Horizontal with tagline



Vertical



Vertical with tagline



Symbol



## kiteworks product trademark—variations

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The preferred version of the kiteworks logo is the full color version. However, a reversed version is also provided for use on dark backgrounds. A grayscale and grayscale reversed version are also provided for use when necessary.



## kiteworks product trademark—usage

The kiteworks product trademark consists of a custom symbol and wordmark and should not be altered in proportions, colors, elements or type.

To create greater visual impact, it is important that the logo remains legible.

The kiteworks logo clear space ensures the logo is not crowded and should be separated from the text and graphics by “X”.

A minimum size has been established to ensure the kiteworks logo is always legible. This size is 1.375”

Clearspace





Minimum size



# kiteworks product trademark—colors

Colors should be maintained in order to create a consistent visual feel within the kiteworks product trademark.

Color values

				
<b>RGB</b>	223 / 181 / 60	243 / 234 / 73	0 / 0 / 0	0 / 0 / 0
<b>CMYK</b>	6.9 / 34.3 / 100 / 0	1.9 / 11.2 / 100 / 0	0 / 0 / 0 / 100	0 / 0 / 0 / 100
<b>Pantone Coated</b>	124C	108C		
<b>Pantone Uncoated</b>	129U	108U		

## kiteworks developer logo

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The kiteworks developer logo can be used to demonstrate that an organization provides kiteworks developer services. Use of this logo is subject to having a signed developer agreement with Accellion.

Use the horizontal version when possible. There is no reversed out version, just use the full logo with container shape on dark backgrounds.

Follow the kiteworks standards for clearspace and minimum size, and use the kiteworks color palette.

kiteworks developer logo – preferred version



kiteworks developer vertical logo



## kiteworks powered logo

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The kiteworks powered logo should be used to demonstrate kiteworks is being used as the underlying platform for a product, solution or service. Use of this logo is subject to having a signed developer agreement with Accellion.

Use the horizontal version when possible. There is no reversed out version, just use the full logo with container shape on dark backgrounds.

Follow the kiteworks standards for clearspace and minimum size, and use the kiteworks color palette.

kiteworks powered logo – preferred version



kiteworks powered vertical logo



## kiteworks powered logo – in app variations

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The kiteworks powered logo should be used in app to demonstrate kiteworks is being used as the underlying platform for a product, solution or service. Use of this logo is subject to having a signed developer agreement with Accellion.



A version of the kiteworks powered logo with transparent background is also provided for in app use.

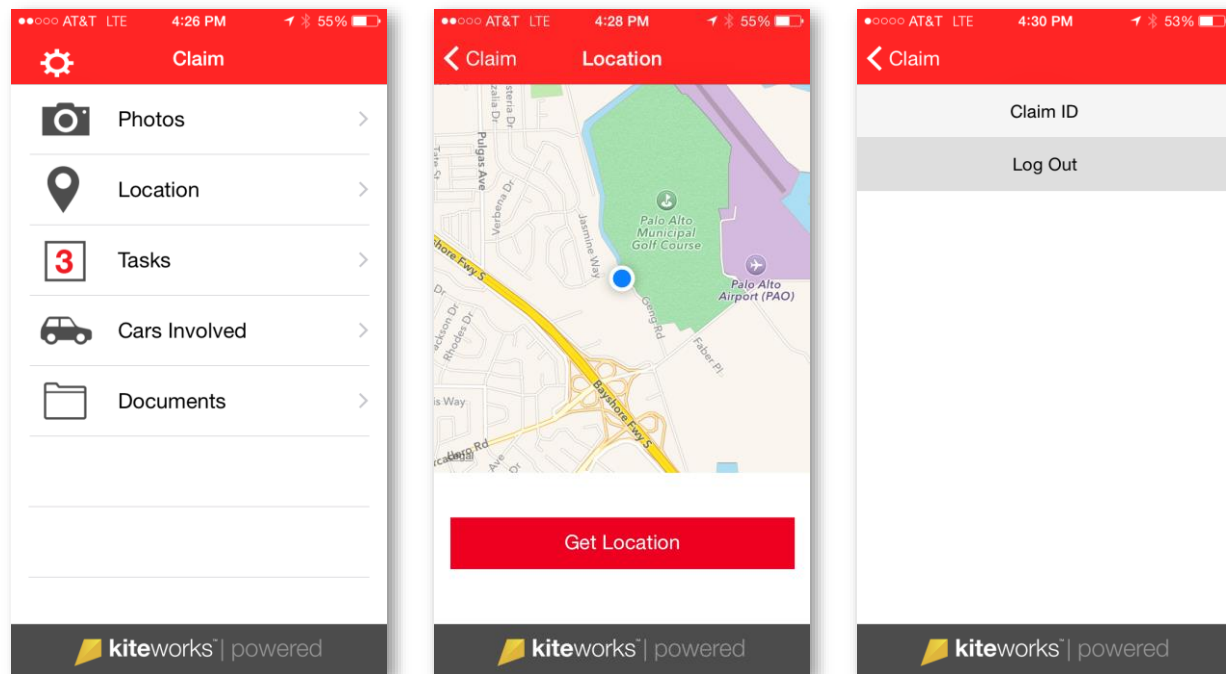


## kiteworks powered logo – in app usage

The kiteworks powered logo should be used in a prominent location in the app.

The kiteworks powered logo can appear in any location of the app, but should appear large enough to be legible, and in a prominent location. It can be used on either a light or dark background.

### kiteworks powered logo – in app example



## kiteworks powered logo – in app spacing usage

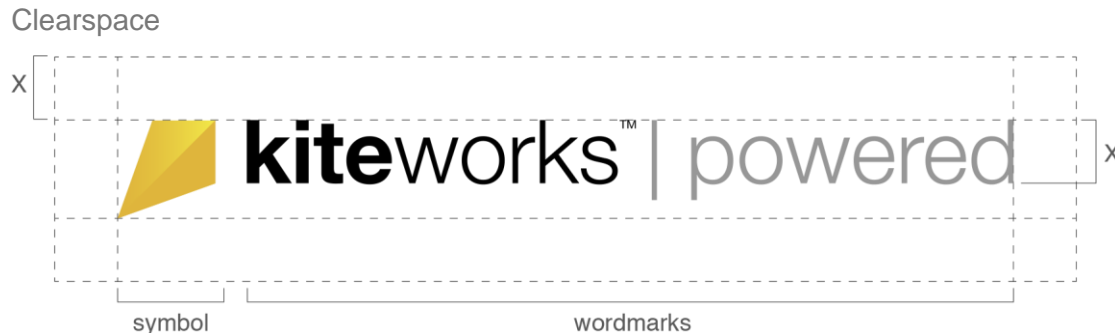
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The kiteworks powered logo consists of a custom symbol and wordmark and should not be altered in proportions, colors, elements or type.

To create greater visual impact, it is important that the logo remains legible.

The kiteworks powered logo (in app version) clear space ensures the logo is not crowded and should be separated from the text and graphics by “X”.

Make sure to always use the logo at a size that is legible.



## kiteworks co-branded app icon

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This kiteworks co-branded app icon logo should be used when an application is created using kiteworks as the underlying platform for the product, solution or service. Use of this logo is subject to having a signed developer agreement with Accellion.

Artwork for the co-branded app icon is provided on the brand assets page. To create the icon, overlay the provided artwork over the partner company logo and preferred color background.

Allow space around the icon so it does not get too close to the edge as shown.

Do not trim the square corner. Only iOS will trim the corners to rounded, and this is done automatically by the Apple store after uploading. Other devices will honor and retain the square corner.

Co-branded app icon



Clearspace



## How to access the Accellion and kiteworks art files

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All of the Accellion and kiteworks art files are available for download at <http://www.accellion.com/about-us/press/trademarks>.

Use only the logo art files provided by Accellion to ensure proper color reproduction.

## Policies partners must observe

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The Accellion corporate and product trademarks can be used to communicate your relationship with Accellion. You must follow all guidance for usage given in these guidelines.

Adhere to the specifications in these standards and use high-quality vendors and reproduction methods to ensure consistent reproduction of the Accellion corporate and product trademarks. The proper color and configuration of the logo is essential to project a consistent image across wide variety of communications and media. Adherence to these guidelines will ensure that the logos are used consistently and legibly.

Treat Accellion corporate and product trademarks as the trademarks that they are and to only use those trademarks solely in connection with the marketing and distribution of Accellion products.

If you are uncertain about usage or have any questions related to Accellion trademarks, please contact us via email at [branding@accellion.com](mailto:branding@accellion.com).

## Applying our logo properly

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Accellion logos are specifically created pieces of artwork and trademarks of Accellion. Use only the approved Accellion artwork provided by Accellion in electronic files, and be sure to use the most current Accellion logos.

Do not alter the Accellion brand or Accellion corporate or product logos as provided by Accellion in anyway (e.g. changes in color or design). You may not use portions of the logo(s) or use additional words, taglines, or graphic elements with Accellion corporate or product logos.

Respect all rules regarding safety margins, minimum size, and colors for Accellion corporate or product logos, as described in these guidelines.

Never animate any Accellion corporate or product logos.

## Appendix A: Which logo should I use?

Content Type / User	Website	Datasheet	Communications	App Store	Booth / Event	Article / Report	Presentation / Webinars	kiteworks based solution
<b>Reseller / Channel</b>	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner		Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	
<b>MSP</b>	Accellion, kiteworks	Accellion, kiteworks			Accellion, kiteworks	Accellion, kiteworks	Accellion, kiteworks	kiteworks Powered
<b>SI</b>	Accellion, kiteworks, Accellion partner, kiteworks developer	Accellion, kiteworks, Accellion partner, kiteworks developer	Accellion, kiteworks, Accellion partner, kiteworks developer	kiteworks, Co-branded app Icon, kiteworks developer	Accellion, kiteworks, Accellion partner, kiteworks developer	Accellion, kiteworks, Accellion partner, kiteworks developer	Accellion, kiteworks, Accellion partner, kiteworks developer	kiteworks Powered
<b>Technology Partner</b>	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	kiteworks, Co-branded app Icon, kiteworks developer	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	Accellion, kiteworks, Accellion partner	kiteworks Powered
<b>Press / Analyst</b>			Accellion, kiteworks			Accellion, kiteworks		
<b>Developer</b>	kiteworks, kiteworks developer	kiteworks, kiteworks developer		kiteworks, Co-branded app Icon, kiteworks developer	kiteworks, Co-branded app Icon, kiteworks developer	kiteworks, Co-branded app Icon, kiteworks developer	kiteworks, Co-branded app Icon, kiteworks developer	kiteworks Powered
<b>OEM</b>								kiteworks Powered

# Thank you!

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For any additional questions, please contact  
[branding@accellion.com](mailto:branding@accellion.com).

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informational purposes only, without representation or warranty of any kind, and Accellion, Inc. shall not be liable for errors or omissions with respect to the materials. The only warranties for Accellion, Inc. products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.