

JetApps

BRAND
GUIDELINES

Version 1.0 – July 2016

These guidelines provide a detailed and accurate view of the JetApps' brand, bringing unity and integrity to our identity

The JetApps' brand guide should:

- Provide uniformity and clarity throughout the hosting industry.
- Increase the value of each JetApps Partner.
- Maintain JetApps' position as the leading provider of data backup, migration, and replication software.
- Reinforce JetApps' promise to provide excellent software and customer service.

We want JetApps to be:

THE LEADING PROVIDER OF
DATA BACKUP,
MIGRATION AND
REPLICATION
SOFTWARE ▲

The characteristics of our brand include:

DEPENDABLE
PROFESSIONAL
HOSPITABLE
RELIABLE
LOYAL
SECURE

Primary Color Palette

On white/light background:



JetBackup Primary Colors



JetApps Primary Colors



JetClone Primary Colors

Always use the logos provided above.

- Do not manipulate or rotate the logos in any matter.
- Do not add special effects like borders or drop shadows to the logo.

JetApps ✘

JetApps ✘

JetAPPS ✘

JetApps ✘

JetApps ✘

JetApps ✘

Typeface

Enter Sansman Bold Italic

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