
BRAND IDENTITY GUIDELINES

JetApps

JetBackup

VERSION 2, FEBRUARY 2018

Our logos are a universal signature we use in all our communications and are the marks used to represent us worldwide. Our logos should provide uniformity and clarity throughout the hosting industry, Increase the value of each JetApps Partner, maintain JetApps' position as a leading provider of backup, migration and replication software and reinforce JetApps' promise to provide excellent software and customer service.

Our logos are used for uniquely identifying and promoting our company and products. Third parties are not permitted to use any of our brands in print, multimedia or on a website without written permission.

We aim for consistency so please don't edit, change, distort, recolor or reconfigure our logos.

Our logos include both a symbol (we call our little "e" monster Eddie) and a wordmark. Please make sure that all elements are spaced correctly.

OUR LOGOS ARE MOSTLY PLACED
ON WHITE BACKGROUND

The JetApps logo is displayed in a vibrant green color. It features a stylized 'e' with a small monster face (Eddie) inside it, followed by the word 'Apps' in a bold, italicized sans-serif font.

HEX: #b2dd4c / RGB: 177,220,75 / CMYK: 20, 0, 66, 14

The JetBackup logo is displayed in a vibrant orange color. It features a stylized 'e' with a small monster face (Eddie) inside it, followed by the word 'Backup' in a bold, italicized sans-serif font.

HEX: #ff6c2c / RGB: 253, 107, 43 / CMYK: 0, 58, 83, 1

JetApps

HEX: #1a1a1a / RGB: 26,26,26 / CMYK: 0,0,0,90

JetBackup

OTHER BACKGROUND COLORS ARE NOT PERMITTED
EXCEPT DARK GRAY



JetApps

DO NOT DISTORT



JetApps

DO NOT ROTATE



JetApps

DO NOT STROKE



JetApps

DO NOT RECOLOR



JetApps

DO NOT DROP SHADOW

APPLICATIONABLE ICONS
(32pxX32px / 64px/64px / 128px/128px)



Generally speaking

Please don't use any of our brand names or logos in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation.

Advertising, promotional, and sales materials

Please make sure you check up with us before using our logos on a website or any other media.

Education and instruction

We encourage the usage of our brand names and logos for educational/instructional purposes, just bare in mind that it shouldn't be confusing and or misleading, or suggest our sponsorship. When you do use it for education and instruction, please make sure to include the statement: "[...] is not affiliated with or otherwise sponsored by JetApps, Inc."

Products, websites, names and logos

Please don't use our brand names as a part of your company/service name, website name, trade name, or product name. Don't use our logos or incorporate our logo into yours and please don't use a domain name containing "jetapps", "jetbackup" or any confusingly similar words.

Linking to JetApps/JetBackup

If you use our products and want to use any of our logos to link to our site, you can use our logo if it meets the rest of these guidelines.

Merchandise

We don't allow third parties to make, sell, or give away anything with our brands names or logos on it.

By using JetApps brand materials, you agree to the JetApps Terms of Service, these JetApps branding guidelines, and all JetApps rules and policies, as may be updated from time to time. You also acknowledge that JetApps is the sole owner of any of JetApps' trademarks, promise not to interfere with JetApps's rights in them, and acknowledge that goodwill derived from their use accrues only to JetApps. JetApps may review use of the branding materials at any time and reserves the right to terminate or modify any use.