

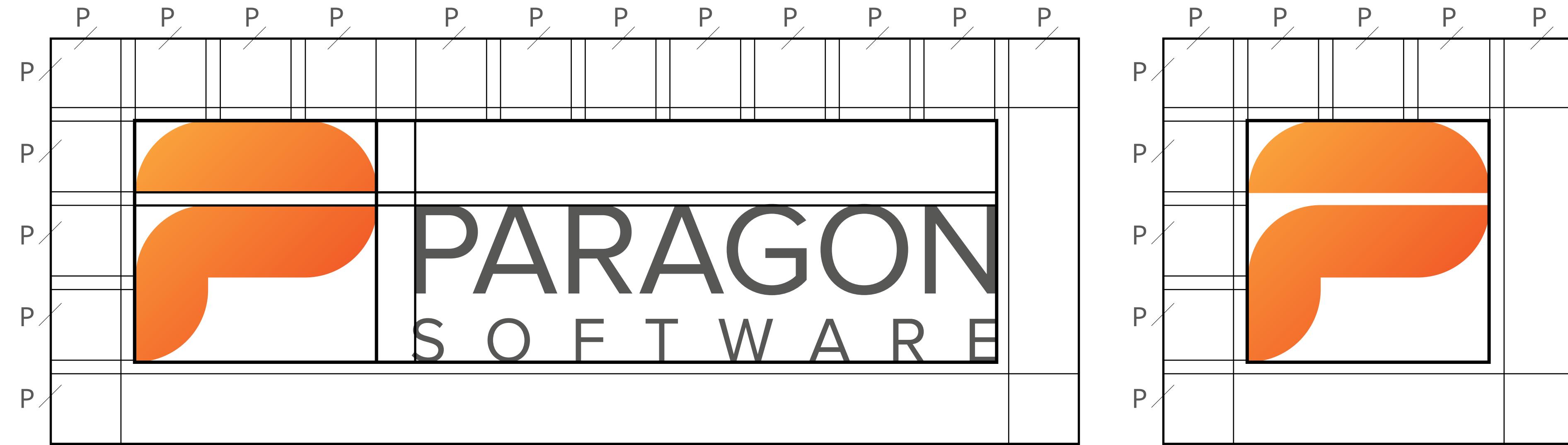
B r a n d b o o k

PARAGON SOFTWARE
December 2017

01. Trademark



01. Trademark



01. Trademark



01. Trademark



01. Trademark

Don'ts

Any modification of our logo confuses its meaning, diminishes its impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate, or otherwise alter our logo in any way. The following list of incorrect use must be avoided to maintain the integrity of our brand.

Exception: Special logotype (like in **point 10**) can be used only in marketing purposes in small activities. E.g. Christmas Paragon logo can be used in Christmas emailing, separate non-permanent landing page or SMM posts. No one can change International and localized main websites with changed logos.



1. Do not cut



2. Do not use graphic effects on our logo (e.g. drop shadows, etc.)



3. Do not rotate our logo



4. Do not modify the composition



5. Do not change colors of the logo



7. Do not recreate, retype or redraw the logo



8. Do not stretch or alter our logo in any way



10. Do not add graphics or clip art to our logo



11. Do not use our logo in outline form



9. Do not lock-up anything to our logo (tagline, institutions, etc.) without defined clearspace. Use product lock-up.

Lorem ipsum

12. Do not embed the logo in text

01. Trademark

Don'ts



13. Do not place our logo on backgrounds that limit legibility



14. Do not place our logo on backgrounds with high contrast elements



15. Do not place our inverse logo on backgrounds that limit legibility



16. Do not place our inverse logo on backgrounds with high contrast elements



17. Do not place our logo on faces



18. Do not place our logo on backgrounds with colors that do not match with the logo colors

All points mentioned here should be respected for each graphic, icon, logo-gram and also typefaces.

02. Corporate Colors



C: 0
M: 66
Y: 82
K: 0

R: 255
G: 121
B: 60

#ff793c



C: 0
M: 35
Y: 85
K: 0

R: 251

G: 176

B: 64

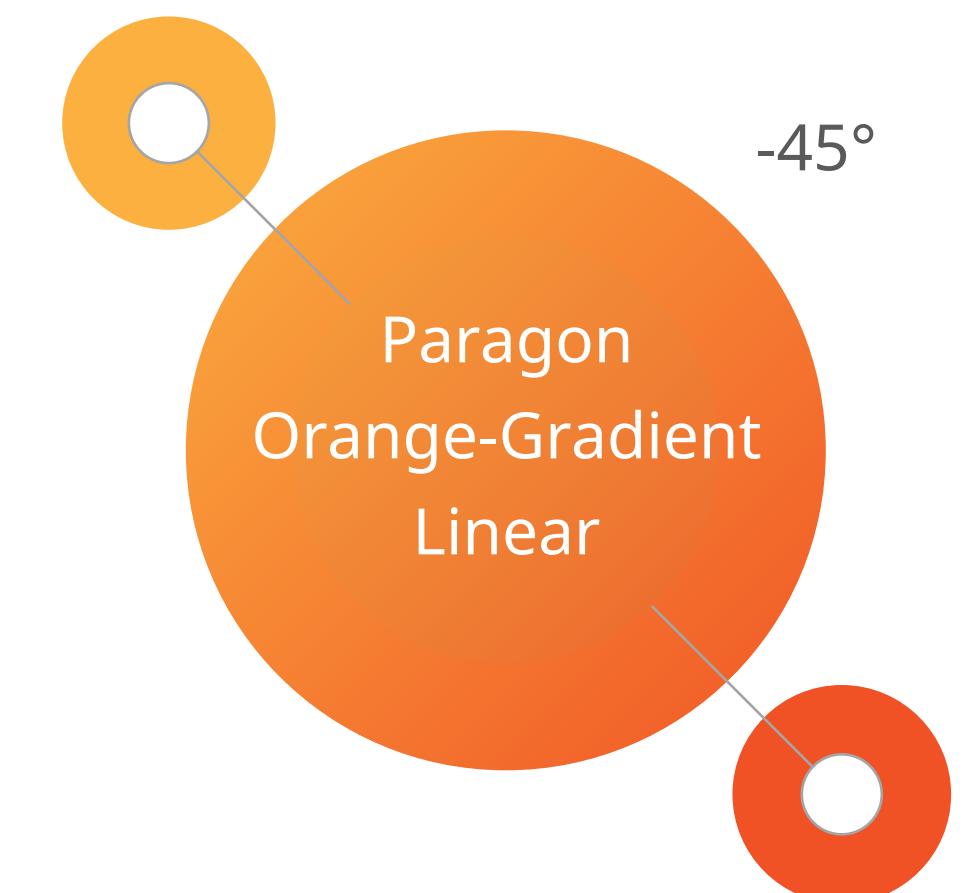
#fbb040

C: 0
M: 84
Y: 98
K: 0

R: 240

G: 81

B: 37



02. Corporate Colors



Paragon
dark grey

C: 0
M: 0
Y: 0
K: 80 R: 90
 G: 90
 B: 90
 #5a5a5a



Paragon
grey

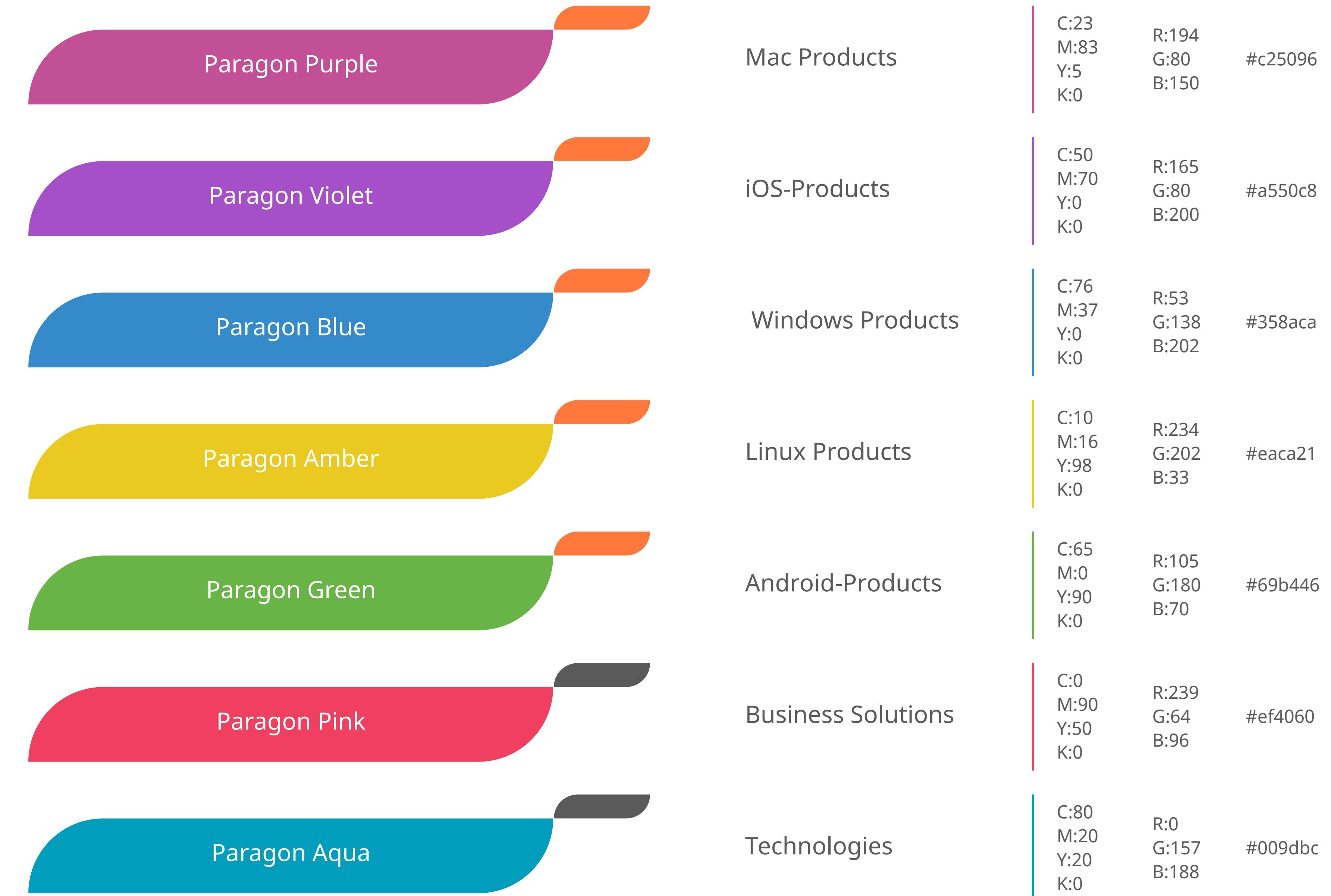
C: 0
M: 0
Y: 0
K: 60 R: 130
 G: 130
 B: 130
 #828282



Paragon
light grey

C: 0
M: 0
Y: 0
K: 40 R: 165
 G: 165
 B: 165
 #a5a5a5

02. Corporate Colors



03. Fonts

Print

Noto Sans *for headings*

Regular PARAGON SOFTWARE Header 1 and Header 2

Bold PARAGON SOFTWARE Header 1 and Header 2

for text blocks

Regular **italic** **Bold** **Bold italic** **Lore ipsum dolor sit amet**, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit **praesent** luptatum zzril delenit augue dolore te feugait nulla facilisi.

03. Fonts

Web

Noto Sans
or Trebuchet
for headings

for text blocks

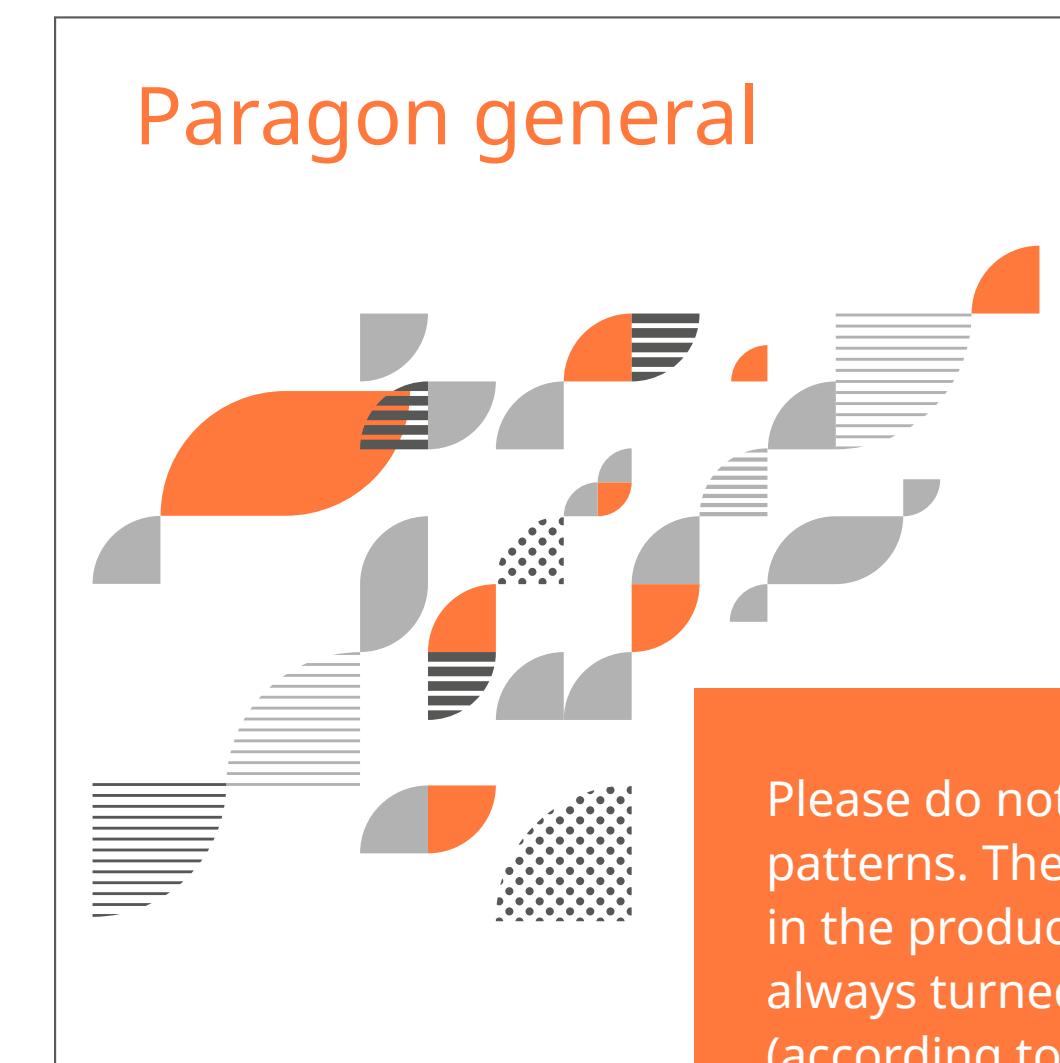
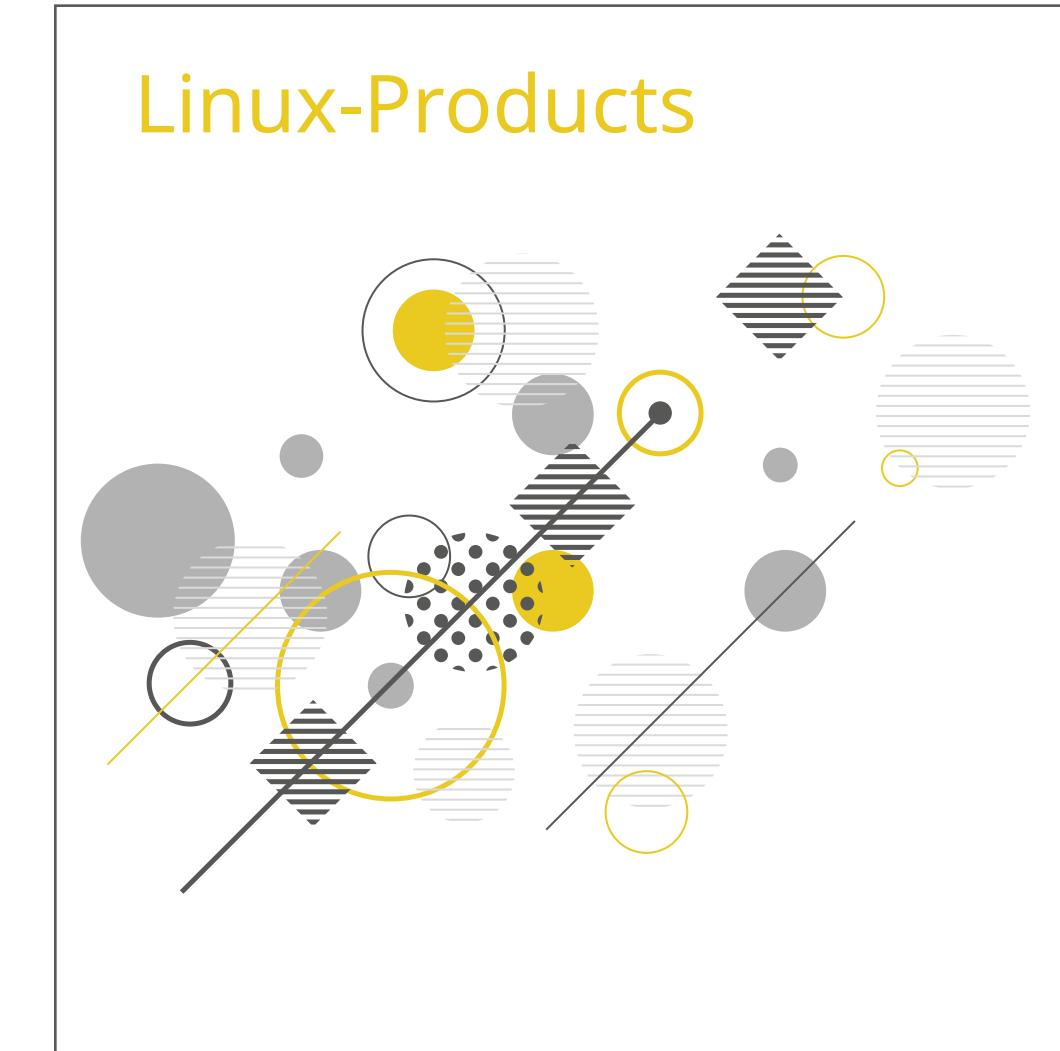
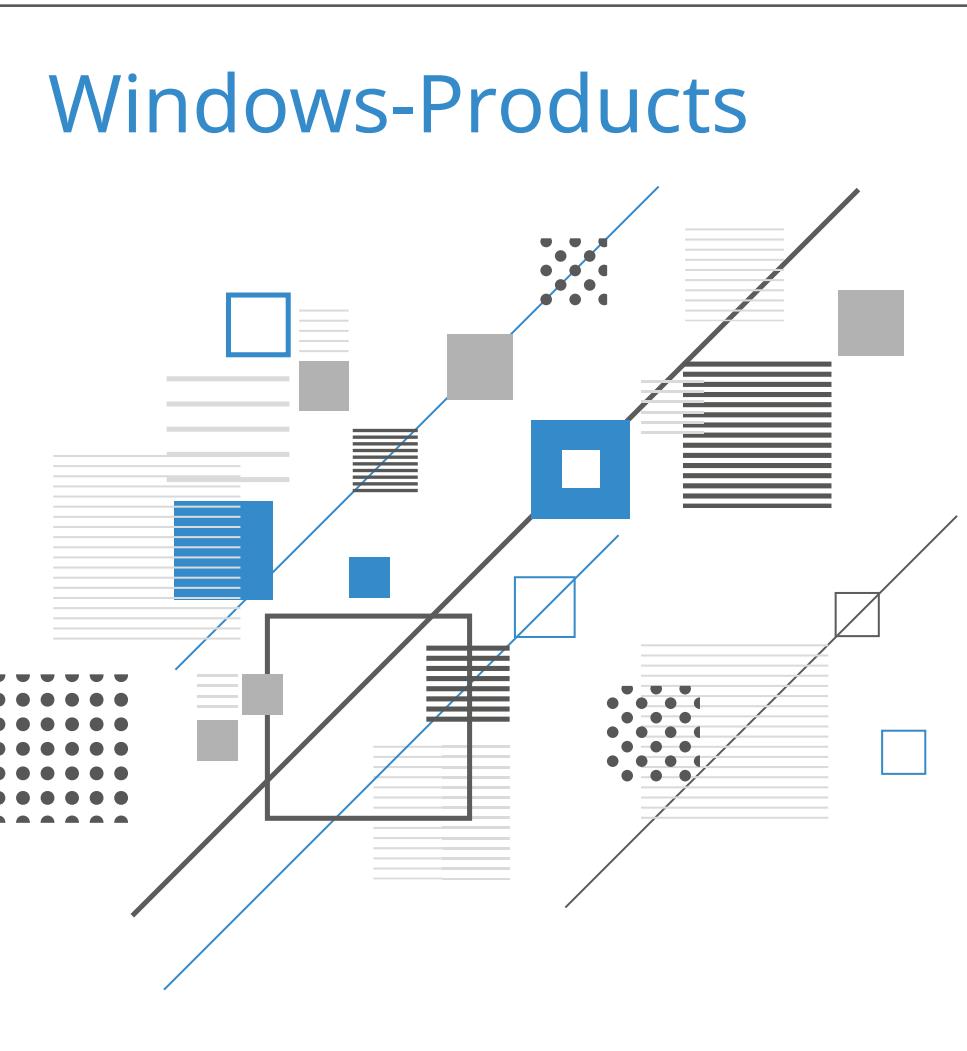
Regular PARAGON SOFTWARE Header 1 and Header 2

Bold PARAGON SOFTWARE Header 1 and Header 2

Regular **italic** **Bold** **Bold italic** **LOREM IPSUM DOLOR SIT AMET**, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit **praesent** luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

04. Patterns

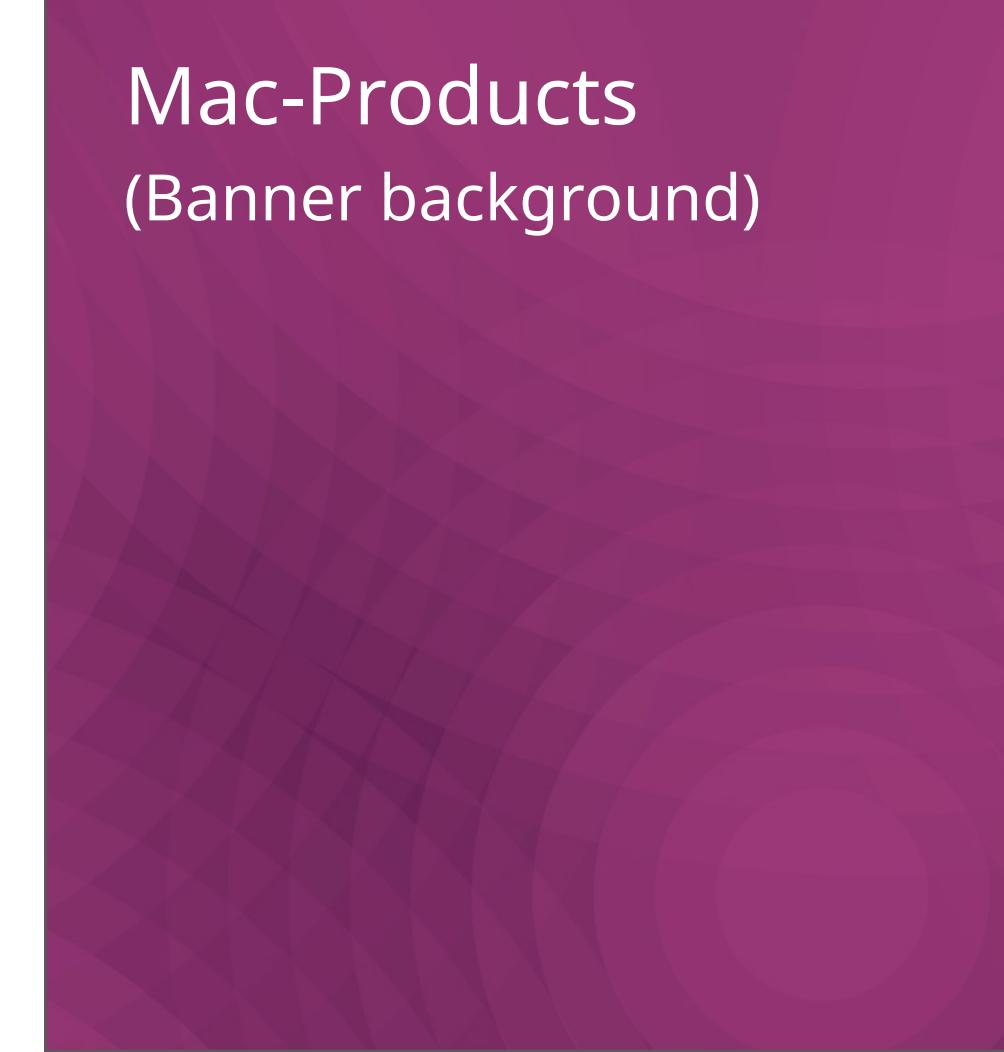


Please do not rotate the patterns. The diagonal lines in the product-patterns are always turned 45° and rise (according to western reading direction). The Paragon-Pattern has only vertical and horizontal alignments.

04. Patterns



Windows-Products
(Banner background)



Mac-Products
(Banner background)



Linux-Products
(Banner background)



Business Solutions
(Banner background)

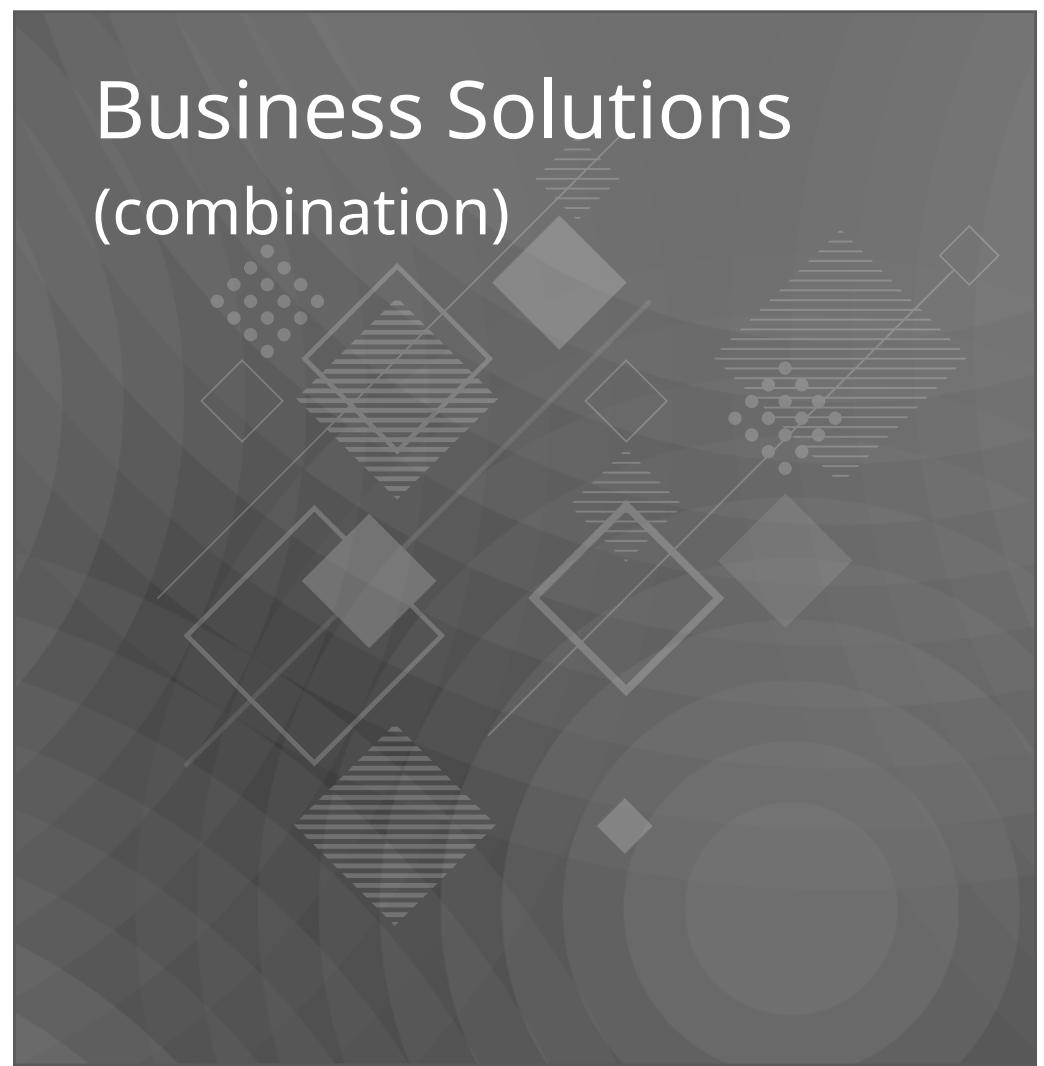
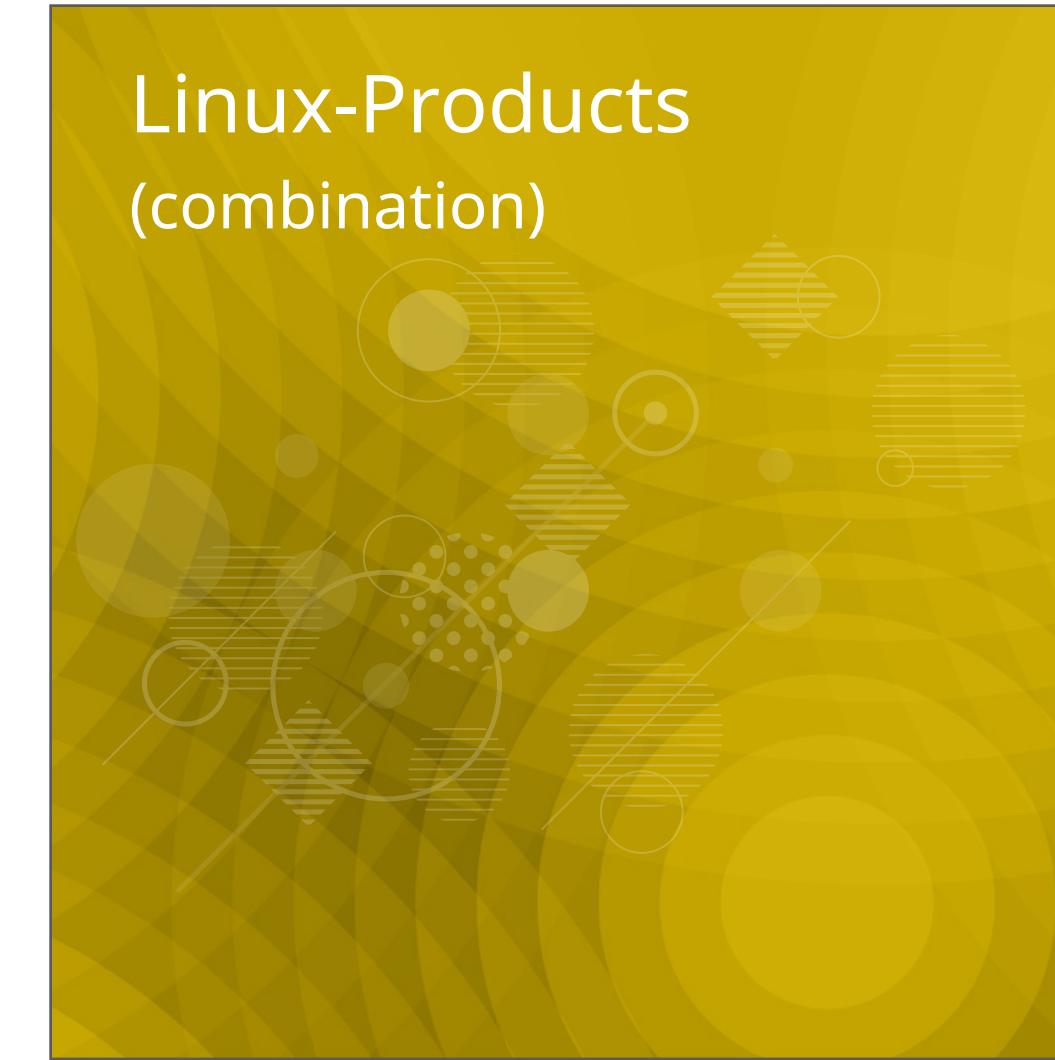
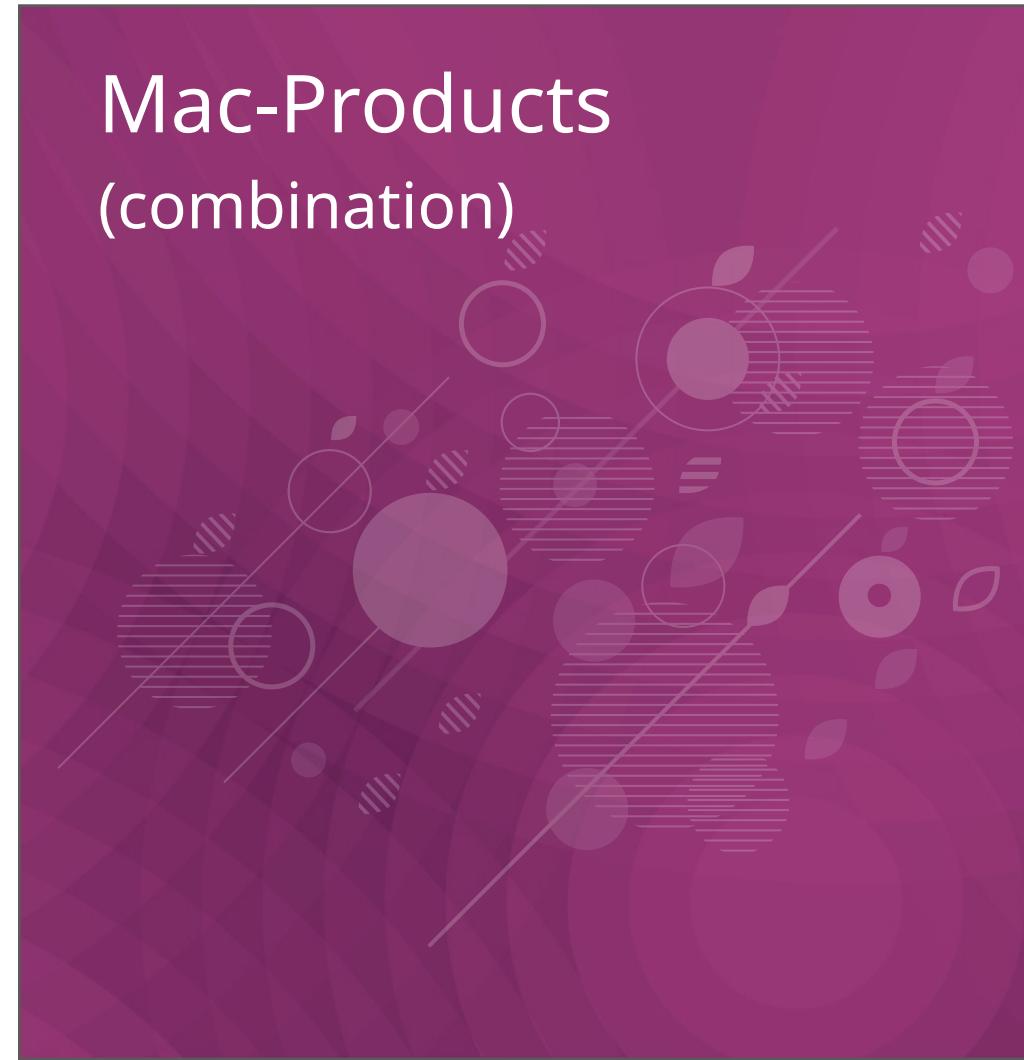
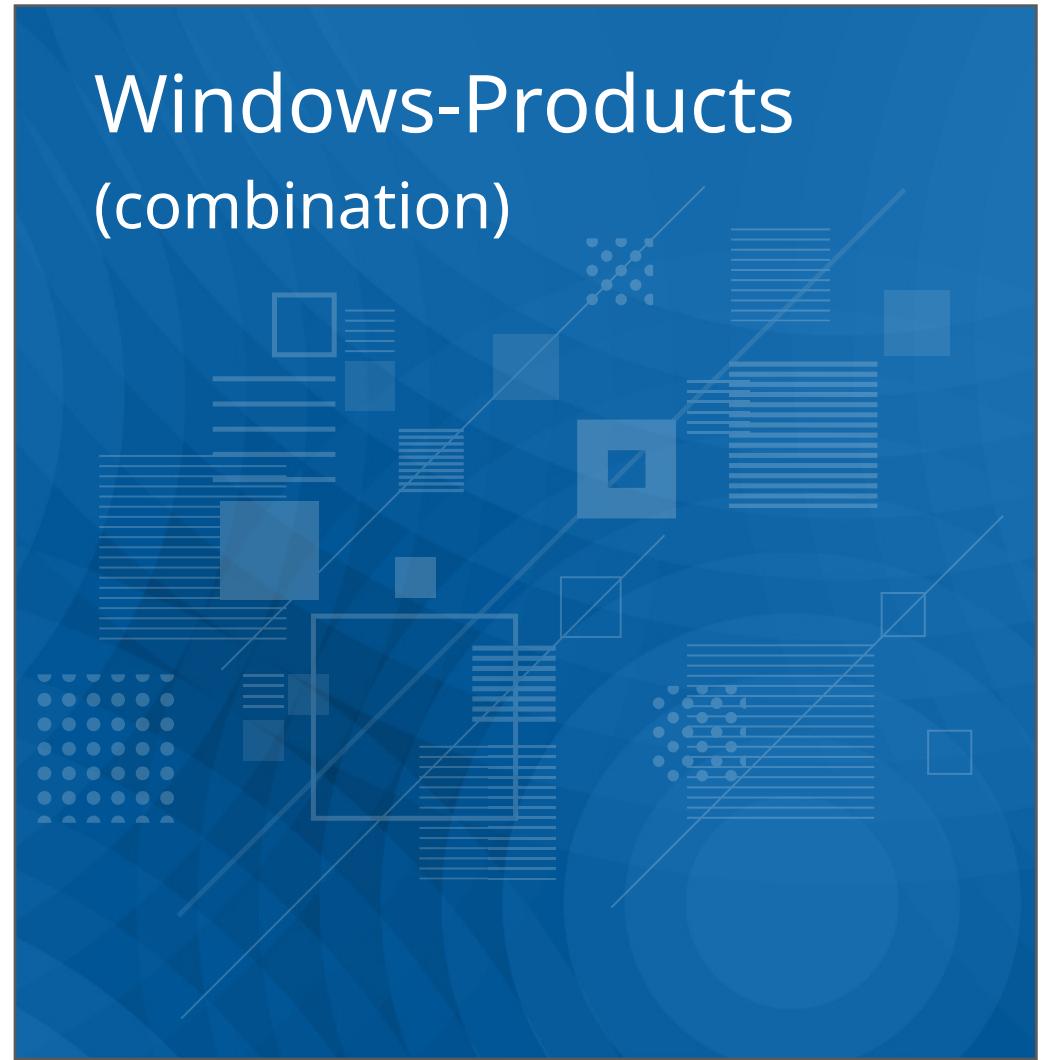


Technologies
(Banner background)



All Products
(Banner background)

04. Patterns

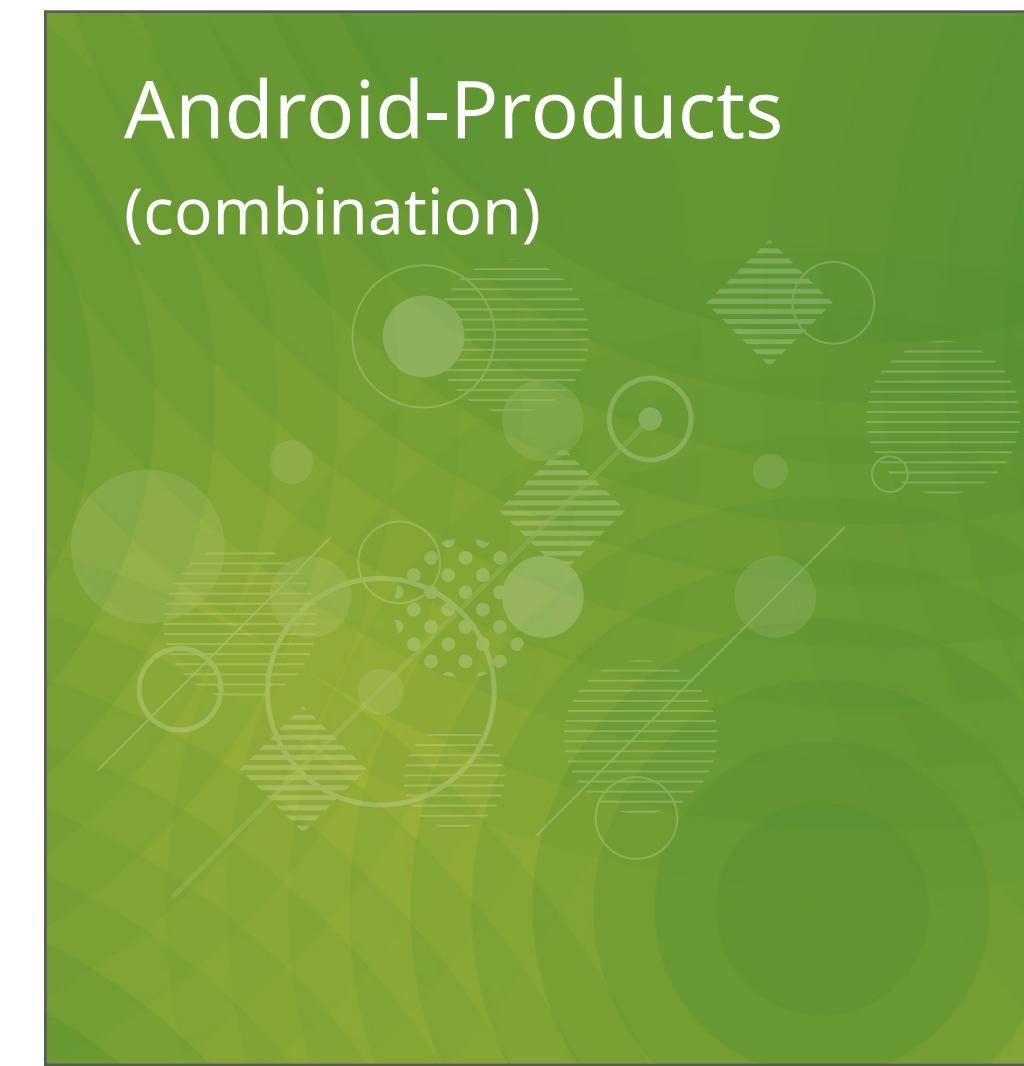
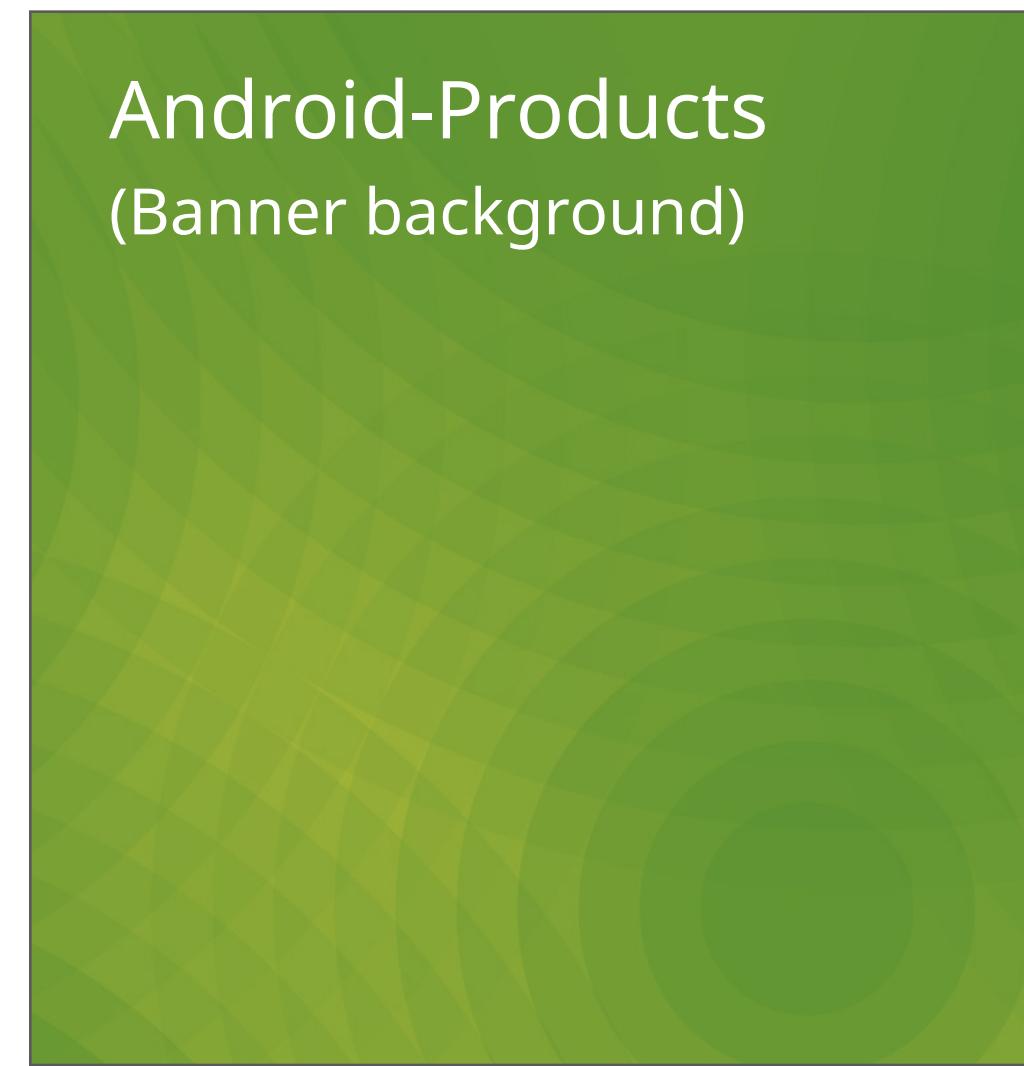
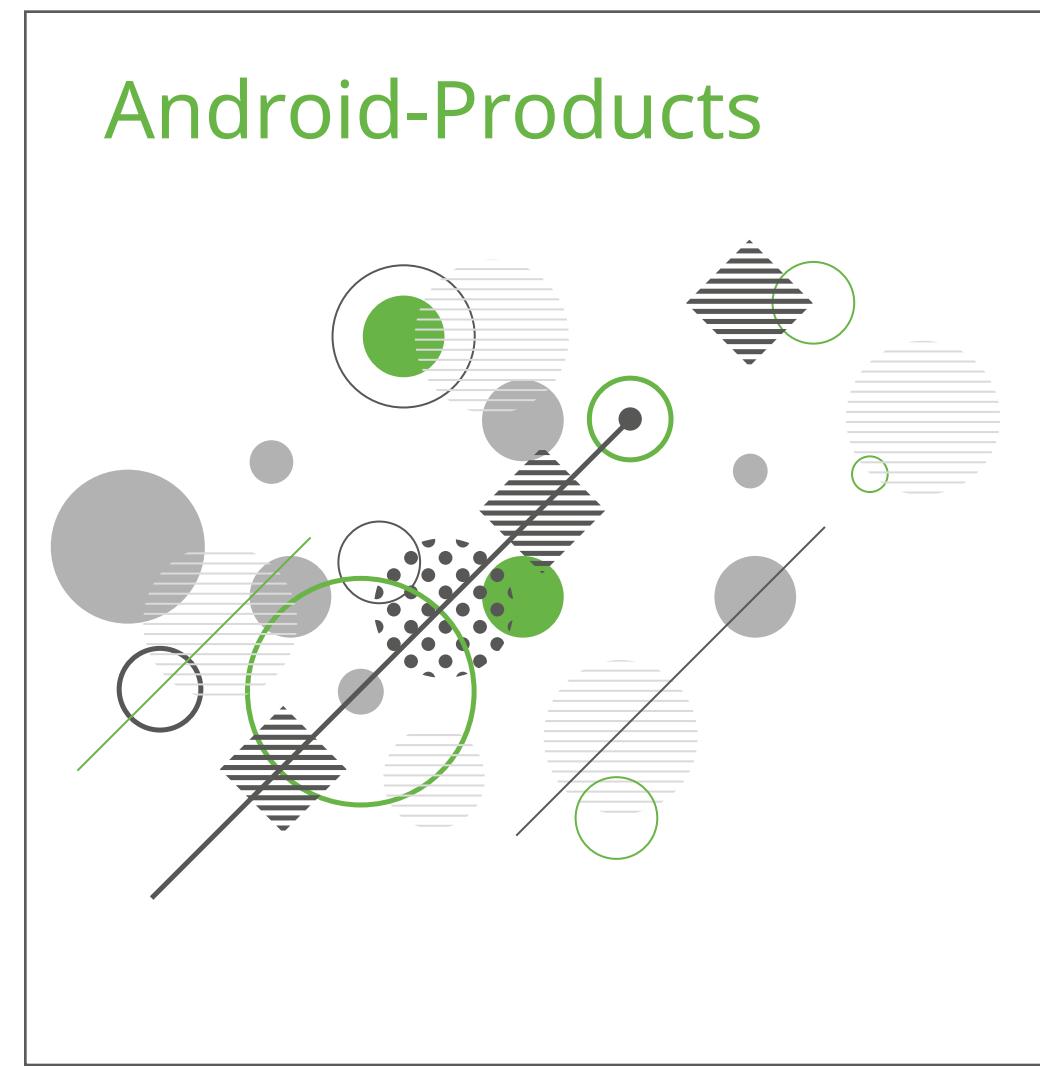


Patterns color
on colored
backgrounds:

R:255
G:255
B:255

alpha: 20%

04. Patterns



Patterns color
on colored
backgrounds:

R:255
G:255
B:255

alpha: 20%

05. Illustrations

Web-Icons

Windows-Products



Hard Disk Manager



Backup & Recovery



Migrate OS



Partition Manager



HFS+ for Windows



Microsoft ExtFS for Windows

Mac-Products



Disk Wiper for Mac



Disk Wiper for Mac Professional



Disk Wiper for Mac XP



Microsoft NTFS & HFS for Linux



Microsoft NTFS & HFS for Linux Professional



ReFS for Linux

Android-Products



ExFAT/NTFS for Android

Business Solutions



Drive Copy



Drive Copy Professional



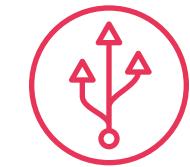
Drive Copy XP



Protect & Restore



Hard Disk Manager Business



Deployment Manager

Technologies



IT Essentials Toolkit



IT Essentials Toolkit Professional



GPT Loader



Paragon general



Paragon general



Paragon general



Paragon general



Paragon general



Paragon general



iOS-Products



iOS-Products



iOS-Products

Please note that all product-icons of «professional» versions do have interruptions in the circle on the top, left, right and bottom. In contrast to the «professional-versions» the circle of the «XP-versions» is rotated for 45°.

05. Illustrations

Web-Icons (inverted)

Windows-Products



Hard Disk Manager



Backup & Recovery



Migrate OS



Partition Manager



HFS+ for Windows



Microsoft ExFAT for Windows



Disk Wiper for Mac



Disk Wiper for Mac Professional



Disk Wiper for Mac XP



Microsoft NTFS & HFS for Linux



Microsoft NTFS & HFS for Linux Professional



ReFS for Linux

Android-Products



ExFAT/NTFS for Android

Business Solutions



Drive Copy



Drive Copy Professional



Drive Copy XP



Protect & Restore



Hard Disk Manager Business



Deployment Manager

Technologies



IT Essentials Toolkit



IT Essentials Toolkit Professional



GPT Loader

iOS-Products



SDK for iOS

05. Illustrations

Web-Icons *(legitimacy)*

Windows-Products



Mac-Products



Never use an image of a real apple or other variation of the Apple logo for any icons. Same for the Windows logo.

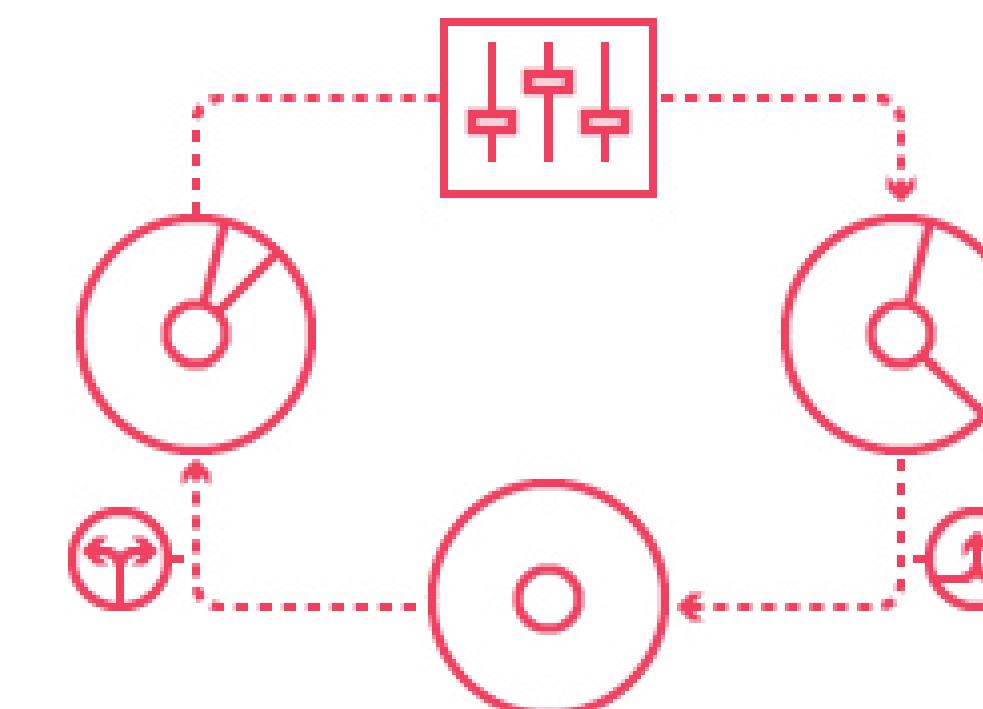
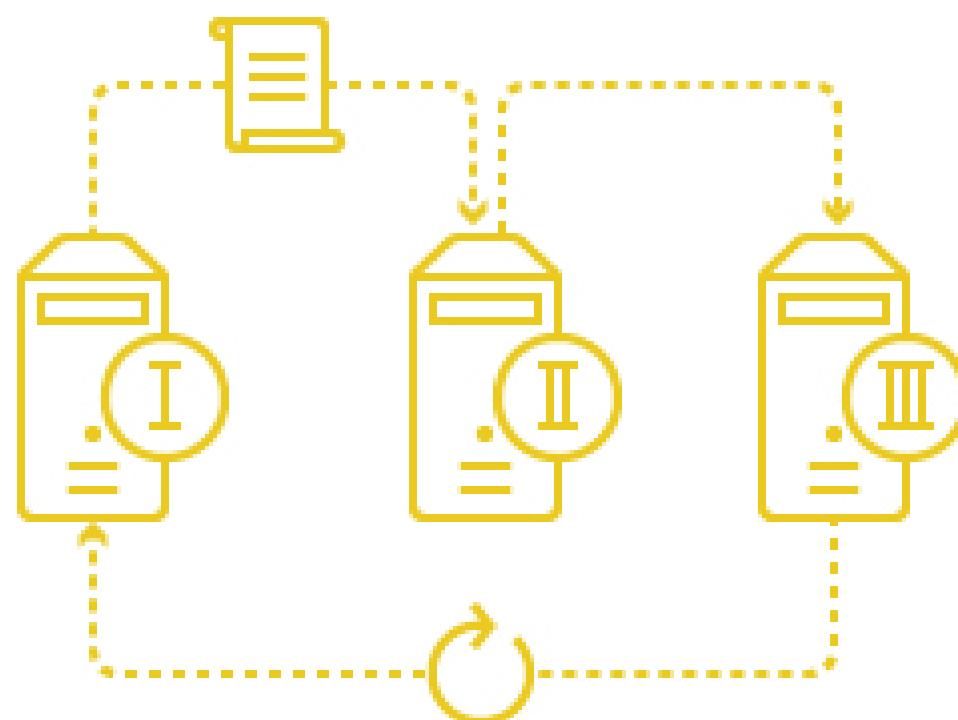
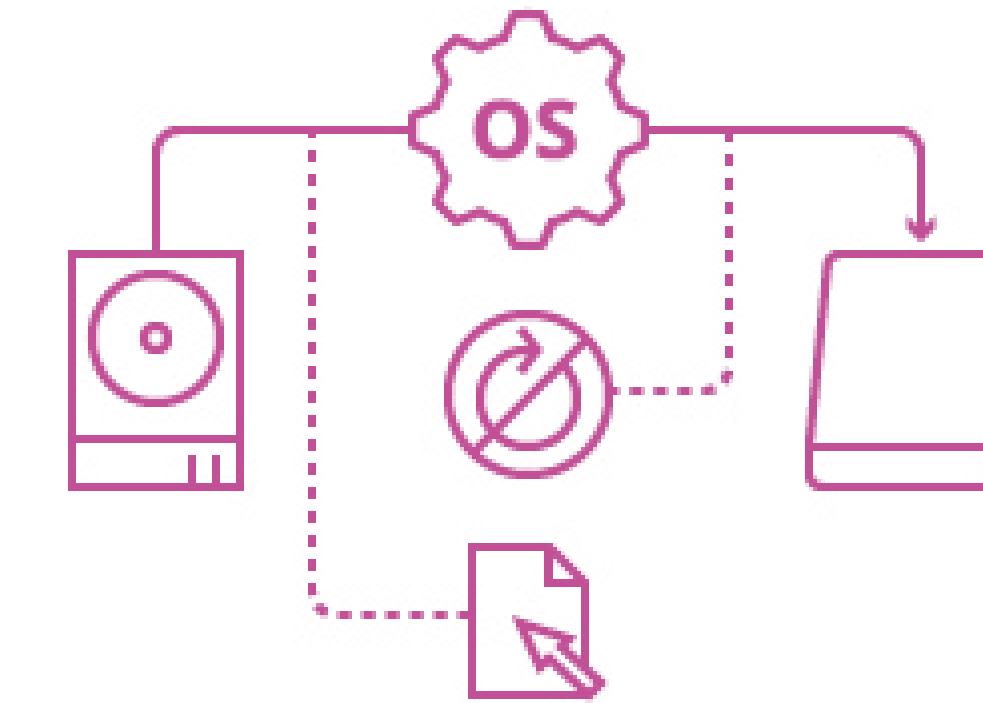
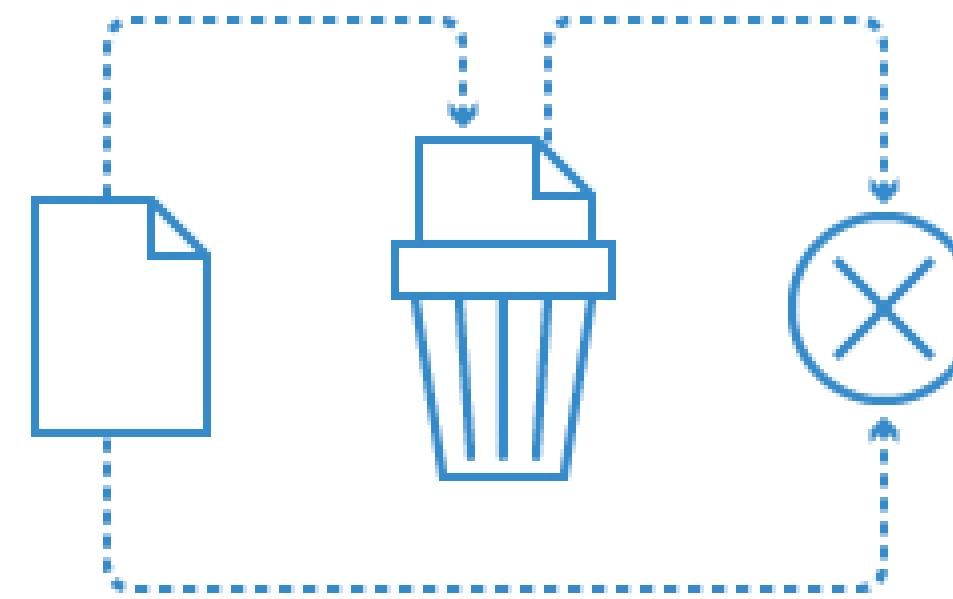
<https://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html>

05. Illustrations

Web-Icons (legitimacy)

1. You may not use the Apple Logo or any other Apple-owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from Apple, such as a reseller agreement. <https://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html> See 2. Apple Logo and Apple-owned Graphic Symbols: and 3. Variations, Takeoffs or Abbreviations.
2. The Mac&Finder logo can be used on qualifying software or hardware packages, on CDs and DVDs, in advertising and marketing communications, and on websites to promote software or peripherals that have been optimized or developed for the Mac platform. The Mac logo can be used only by authorized licensees who have signed the Mac Logo Trademark License Agreement, and by Apple employees who are responsible for the development of Apple communications related to the Mac platform. The logo cannot be used in connection with Mac software or peripherals that do not meet the criteria outlined in the Mac Logo Trademark License Agreement. You can use Mac logo from this doc strictly https://developer.apple.com/softwarelicensing/agreements/pdf/mac_logo_gdlns.pdf and strictly after signing of this agreement https://developer.apple.com/softwarelicensing/agreements/pdf/mac_logo_gdlns.pdf This time we have signed agreement for NTFS for Mac version 9 and 10.
3. You may not use any variations of Mac&Finder logo or the apple logo. https://developer.apple.com/softwarelicensing/agreements/pdf/mac_logo_gdlns.pdf. You may not even use the image of an apple to promote our software products that are mac-related.
4. You may not use modified screenshots of the macOS.
5. You may not use Microsoft logos, logotypes, icons, trade dress or other elements of Microsoft packaging, websites or materials unless specifically permitted under these Guidelines or other applicable guidelines. You may not alter, animate, or distort the trademarks or combine them with any other symbols, words, images or designs, or incorporate them into a tagline or slogan <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/usage/general.aspx>
6. Using Microsoft or Apple trademark (Apple, the Apple logo, iPhone, iPad, iPad Pro, Mac, MacBook, MacBook Pro and iMac; Windows® & the Windows®) at the sites or product design you must add this info:
Apple, the Apple logo, iPhone, iPad, iPad Pro, Mac, MacBook, MacBook Pro and iMac are trademarks of Apple Inc., registered in the U.S. and other countries. Windows® & the Windows® Logo are trademarks of Microsoft Corporation, registered in the U.S. and other countries.
7. You may not use screenshots of Microsoft product boot-up screens, opening screens, «splash screens», or screens from beta release products or other products that have not been commercially released. <https://www.microsoft.com/en-us/legal/intellectualproperty/permissions>
8. Android in text: Android™ should have a trademark symbol the first time it appears in a creative. Any use of the Android name needs to include this attribution in your communication: «Android is a trademark of Google Inc.» The green Android robot can be reproduced and/or modified as long as the following Creative Commons attribution line is included in the creative: «The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.» The Android logo may not be used: <https://developer.android.com/distribute/marketing-tools/brand-guidelines.html>
9. Permission to use and/or modify Linux original penguin is granted provided you acknowledge me lewing@isc.tamu.edu and The GIMP if someone asks. <http://isc.tamu.edu/~lewing/linux/> We can use the penguins images designed by our designer.
10. Product-names containing «NTFS», «FAT» or «exFAT» should have «Microsoft» at the beginning and «by Paragon Software» at the end. Example: Microsoft NTFS for Mac by Paragon Software
11. The companys name and adress have to be written according to these guidelines: <http://wiki-gosd.paragon-software.com/bin/view/WebTeam/Company%27s%20naming/?srid=JBhC9y3X>

05. Logograms



06. Banners / Pictures

Product-Pages

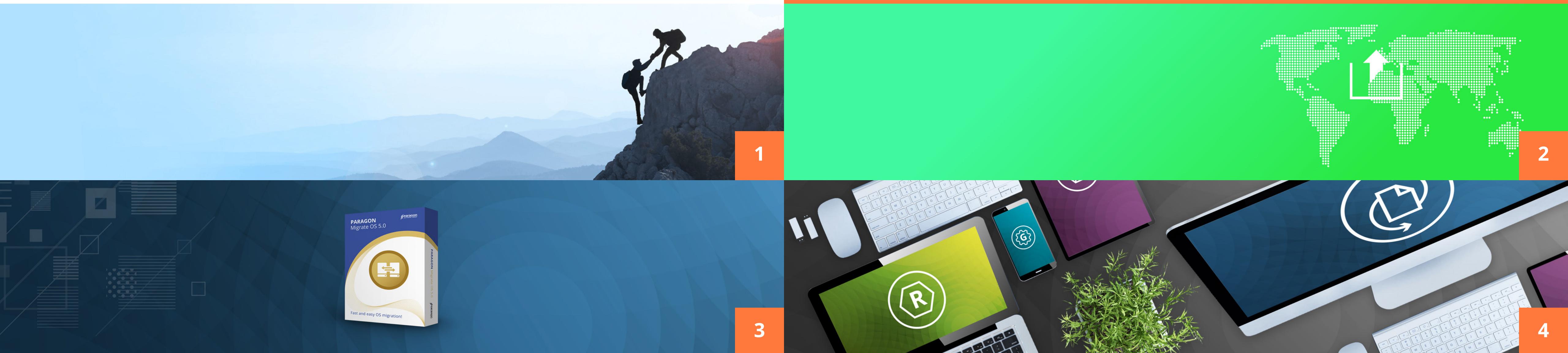
The image displays four distinct product pages from Paragon Software, each featuring a central promotional graphic and descriptive text.

- CampTune**
Manage disk space on Macs with Boot Camp
 - Redistribute storage space between Mac and Windows anytime
 - Safe, easy and compatible with the latest macOS versions, including 10.13 High Sierra
 - Support technologies such as Fusion Drive, System Integrity Protection and the new Apple File System[DOWNLOAD](#) [BUY NOW](#)
- APFS for Windows**
by Paragon Software
BOOST YOUR WINDOWS
WITH PARAGON FILE SYSTEM LINK
[DOWNLOAD FOR FREE](#)
A laptop screen shows the software interface with a file system viewer for "Macintosh HD (G:\)".
- APFS for Linux**
by Paragon Software
BOOST YOUR LINUX
WITH PARAGON FILE SYSTEM LINK
[CONTACT](#)
A laptop screen shows a terminal window with command-line text.
- PARAGON Partition Manager 14 Free**
 - Windows 8.1 support
 - Millions of people have trusted our safe, stable technology and professional software solutions for more than 24 years
 - Our 14 version easily organizes your hard drive and redistributes free space to enhance system performance[DOWNLOAD](#)
A 3D rendering of the Paragon Partition Manager 14 Free software box.

06. Banners / Pictures

Don'ts

1. Do not use images that fail our topic (e.g. images that do not show our products, do not illustrate what the product does, do not fit with pages content)
2. do not use images that do not include our corporate colors
3. for header images only: do not place the content anywhere else but on the right side (see »Grid«)
4. leave space for text on the left side of the header image (see »Grid«)



Seasonals



Website decorations like Christmas snowflakes, can be used in international websites but should be similar each period. So that no much resources would be spent next time.



07. Website Layout

Grid

The screenshot shows a website layout for 'PARAGON Hard Disk Manager for Windows' Version 16. The layout is structured using a grid system, indicated by the 12 vertical columns at the bottom of the page.

- Header:** Includes a navigation menu icon, the Paragon Software logo, a search bar, a sign-in button, and a global navigation menu.
- Breadcrumbs:** Shows the current location: Home / Breadcrumbs / Paragon Sync-Tank.
- Title and Subtitle:** 'PARAGON Hard Disk Manager for Windows' and 'VERSION 16'.
- Image:** A laptop under an orange umbrella, with the words 'easy', 'fast', and 'safe' floating around it.
- Text:** 'Data safety made simple for novice users and experts alike'.
- List:** A bulleted list of features:
 - Organize your disks, ensure capacity and performance of storage media
 - Transfer systems on the fly, use physical and virtual appliances at will
 - Use professional-grade backup to secure systems, applications and data
 - Always stay up and running with boot fix and fail-safe system recovery
- Buttons:** 'DOWNLOAD' and 'BUY NOW'.
- Navigation:** A horizontal menu with tabs: Overview (highlighted), How it Works, Product Features, Use Cases, and Resources.
- Content Area:** Contains two columns of text:
 - 'Header 2' followed by placeholder text: 'Lorem Ipsum is simply dummy text of the printing and typesetting industry.'
 - Text about Paragon Sync and its benefits.
- Grid System:** The entire layout is built on a 12-column grid, with specific widths for certain elements like the sidebar icon (70px) and the main content area (30px).

08. Textlayouts

E-Mail signature

Max Mustermann
Dogsbody



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Fax +49 761 59 018 – 130
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www.paragon-software.com



Geschäftsführer/CEO: Konstantin Komarov
Handelsregister/Court of Registration:
Registergericht Freiburg/Breisgau HRB 300575
Sitz der Gesellschaft/Headquarter: Freiburg/Breisgau
Ust.Id-Nr./EU Vat-Id: DE-193384581

08. Textlayouts

Deliverables

PDF

- Affiliate Certificate
- Big Product Box
- Box Shot 2D
- Box Shot 3D
- Business Card (Namesplate)
- Business Letter
- DVD Label
- E-Mail Signature
- Envelope DinA4 lang
- Envelope Din A4
- EULA
- Fair Poster
- Flag
- Job Offer
- One Pager
- Presentation
- Parking Sign
- Printbox
- Terms and Conditions

Word / PowerPoint

- Business Letter
- E-Mail Signature
- Presentation

All the deliverables can
also be downloaded here:

[Wiki Gosd](#)

If you need any help with any
layouts please contact our
designers:

[Contact Felix Pauer](#)

[Contact Evgeny Fedotov](#)