



Logo

LOGO

PRIMARY & SECONDARY VARIATIONS



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The SoftwareONE logo is core to our identity; when used, it must be clearly recognizable. Follow these rules to ensure you display it correctly:

SAFE AREA, SCALE & LOGO COLORS

Scale and Colors



Min 30 pixels

The primary logo should not be scaled smaller than 30px in width.



Min 10 pixels

The primary logo should not be scaled smaller than 10px in width.

- CMYK 10, 100, 74, 2

BLACK - CMYK 0, 0, 0, 100

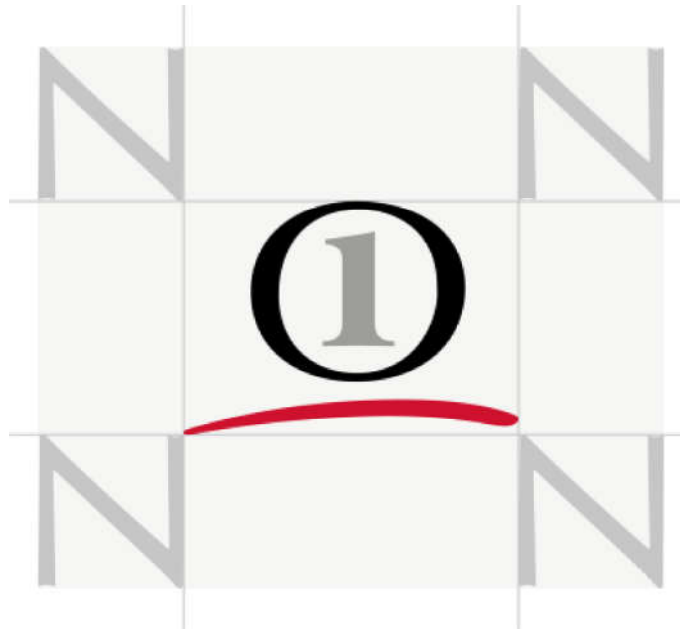
GRAY - CMYK 0, 0, 0, 50

Safe Area

A minimum 'free space' area must be kept around the logo. This is to ensure that the logo is always clearly visible and recognizable. The free space is determined by the size of the logo. The top and bottom should have 65% of the height of the logo and the right and left should have 12% of the width of the logo in free space.

The letter N in the logo is correctly proportioned to use as a guide.





DO & DON'T , PLACEMENT

Do



full color



inverted

software[®]ONE



black



white

Don't



don't squeeze



don't stretch



background don't



dark on dark don't

Placement

The placement of the logo is important for creating a consistent look. This means that the corporate logo will be placed in the top or bottom left corner.





SERVICES

Understanding your challenges

Maximize your IT budget and control software spend with optimized software portfolio management



The slide features a header image of skyscrapers. Below it is the SoftwareONE logo, followed by the title 'SOFTWARE PORTFOLIO MANAGEMENT' in large red letters. A blue subtitle 'Make the most of your IT investment.' is positioned below the title. At the bottom, a list of services is provided with right-pointing chevrons.

softwareONE

SOFTWARE PORTFOLIO MANAGEMENT

Make the most of your IT investment.

- › Software Procurement Services
- › Technology Solutions
- › Compliance Services
- › Cloud Management Platform

softwareone.com

WE ARE **ONE**[®]



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