REMOTE

DATA BACKUPS

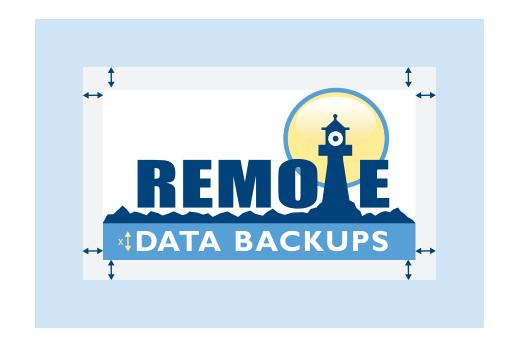# Logo & Brand Identity Guidelines

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LOGO SPECIFICS

Logo Clear Space

The light blue area indicates the **Safe Zone.** Other graphical and visual elements can be safely positioned up to the adjoining the blue area.

The light grey area indicates **Clear Space.** This area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement "X". This measurement is equal to the height of the words "DATA BACKUPS".

COLOR SPECIFICATIONS

Our Color Scheme

The Remote Data Backups color palette consists of dark blue, medium blue, light blue, yellow and white.

See the specifications to the right for specific colors for web and print usage.

Dark Blue

PANTONE DS 206-1 C
R:0 G:66 B:122
C:100 M:60 Y:0 K:40
HEX: #00427a

Medium Blue

PANTONE 542 C
R:123 G:173 B:211
C:50 M:20 Y:5 K:0
HEX: #7badd3

Light Blue

PANTONE DS 221-7 C
R:123 G:173 B:211
C:50 M:20 Y:5 K:0
HEX: #a0c9ec

Yellow

PANTONE DS 5-6 C
R:255 G:235 B:150
C:0 M:5 Y:50 K:0
HEX: #ffeb95

LOGO STYLES

Full Color Logo

The primary Remote Data Backups logo features a subtle gradient in the yellow background circle.

Download vector, .png or .jpg versions of this logo at remotedatabackups.com/logos.

Social Media

Remote Data Backups utilizes an alternate mark for social media, favicons and other uses.

Logo Guidelines

The Remote Data Backups logo integrates logomark and logotype into one cohesive image. Do not alter, rotate, recolor or change the logo in any way. The example shown at the right illustrates proper logo usage.

This logo is designed to be displayed on a white background.

Ensure the logo is displayed in a crisp, sharp and pleasing way.

Do Not: Examples

See the images shown at the right for examples of misuse.

CONTACT

Contact Us

Do you have questions about logo usage? Would you like to become a Remote Data Backups partner? Get in touch with our support staff:

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email: support@rdbu.com