

# Brand guidelines Cheat sheet



# Parallels® Desktop 19



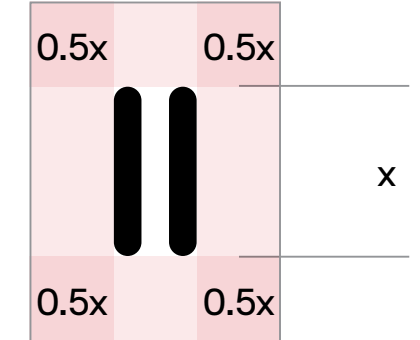
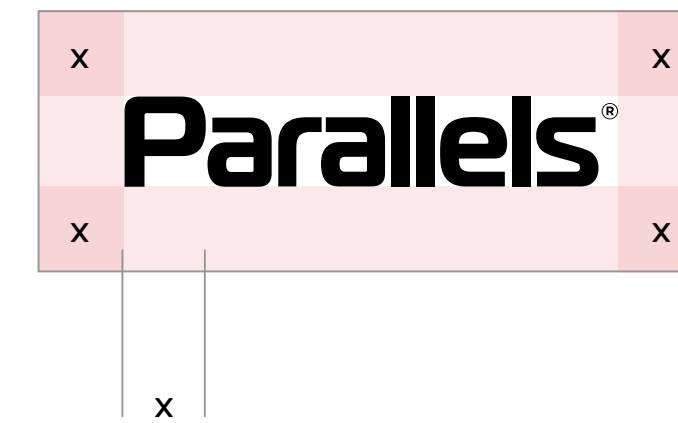
Wordmark

# Parallels®

Symbol

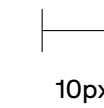
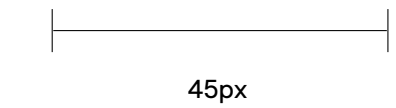


Clear space



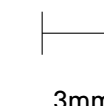
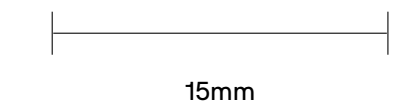
Digital minimum size

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Print minimum size

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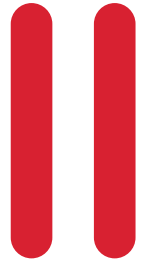
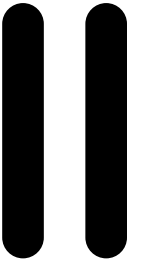





## Logo Symbol + wordmark

The symbol and wordmark are our most iconic representatives. So treat them with care and consistency, and always ensure they are visible by following the clearspace and minimum size rules on this page.

Take context and desired messaging into consideration when choosing parts of the logo suite to represent the

brand. While the wordmark may appear alone as a shorthand for the masterlogo, the symbol should **only** appear in context of the brand name, such as a social media display name.



| Master logo  | Black and White Logo  | Wordmark   | Master Symbol  | Black and White Symbol   |
|--|---|--|--|--|
|   |   |   |   |   |
|  |  |  |  |  |

## Logo Colorways

We keep our logo colorways simple to let the expressiveness in our system shine.

The master logo, wordmark, and symbol can appear in full color or black and white. Use discretion in choosing whichever will have the most contrast in your composition.



Horizontal Main

Horizontal with for Mac

Stacked with for Mac

Stacked Main

Stacked with for Mac

Parallels® Desktop 19

Parallels® Desktop 19 for Mac

Parallels® Desktop 19  
for Mac

Parallels®  
Desktop 19

Parallels®  
Desktop 19  
for Mac

Parallels® Desktop 19

Parallels® Desktop 19 for Mac

Parallels® Desktop 19  
for Mac

Parallels®  
Desktop 19

Parallels®  
Desktop 19  
for Mac

## Wordmarks

There are many more variations found [here](#).



Core colors

|  |   |   |
|--|---|---|
| <p>D92231<br/>252 186 46<br/>C1 M29 Y93 K0</p> | <p>FFFFFF<br/>255 255 255<br/>C0 M0 Y0 K0</p> | <p>000000<br/>0 0 0<br/>C0 M0 Y0 K100</p> |
|--|---|---|

Primary Pink

CE38A6  
206 56 166  
C21 M90 Y0 K0

Primary Purple

7A17BE  
122 23 190  
C68 M100 Y0 K0

Primary Blue

3D1396  
61 19 150  
C92 M100 Y0 K0

Icon Blue

3094FF  
48 148 255  
C68 M38 Y0 K0

Icon Grey

0C2742  
12 39 66  
C98 M82 Y46 K49

Button Blue

0067CB  
0 103 203  
C86 M61Y0 K0

# Color Core palette



AaBbCc

ABCDEFGHIJKL  
MNOPQRSTU  
VWXYZ

abcdefghijkl  
mnopqrstuv  
wxyz

123456789  
0!?"',.#\*&}]

AaBbCc

ABCDEFGHIJKL  
MNOPQRSTU  
VWXYZ

abcdefghijkl  
mnopqrstuv  
wxyz

123456789  
0!?"',.#\*&}]

AaBbCc

ABCDEFGHIJKL  
MNOPQRSTU  
VWXYZ

abcdefghijkl  
mnopqrstuv  
wxyz

123456789  
0!?"',.#\*&}]

## Typography Primary typeface

**NB International Pro** is our primary typeface. It is sans-serif optimized for legibility, with details that complement our system. Cuts in its letterforms mimic the corners and angles of our workmode shapes, while the square tops of the lowercase “i” and “j” add structured detail and a more technical feel. Lastly, ascenders and descenders combine straight lines and curves that mirror the silhouettes of our product windows.

Most collateral appears in the Regular weight, with Light weight for large amounts of body copy and Bold for emphasis.

**For everyday items like emails and PPTs we use Arial.**





# Brand architecture

## Useful links

Images | [view](#)

Logos | [view](#)

Enabled by | [view](#)

Wordmarks | [view](#)

Glyphs | [view](#)

Editorial guide | [view](#)

Messaging guide | [view](#)

Website | [view](#)

