

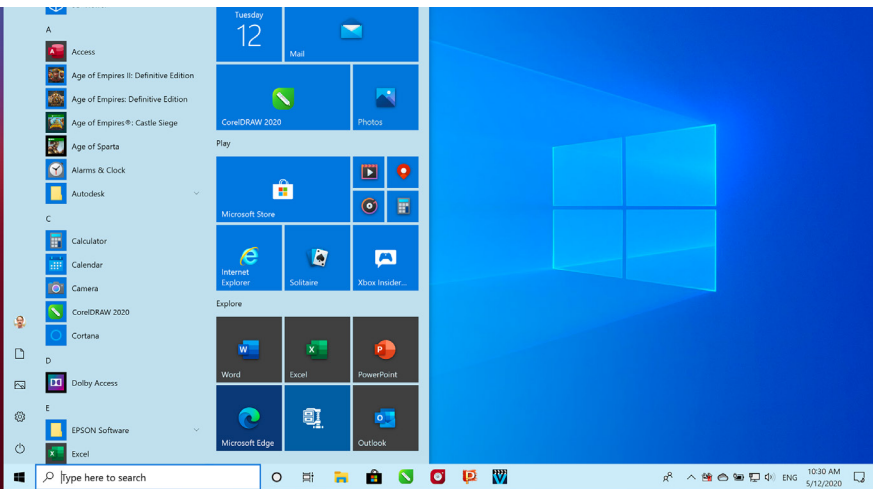


Parallels Story

Parallels Inc., a global leader in cross-platform solutions, makes it simple for customers to use and access the applications and files they need on any device or operating system.

We help businesses and individuals securely and productively use their favorite devices and preferred technology.

Parallels solutions enable seamless delivery of virtual desktops and applications to any device, running Windows on a Mac, Mac management with Microsoft SCCM, and remote access to PCs and Mac computers from any device.



Parallels Voice

The Parallels voice is approachable, knowledgeable, and straightforward. Our presentation is clear and fact-based. We are friendly, casual, and clever—with a dash of wit.

Our voice comes through best in short, declarative sentences. Fragments may be used in headlines for dramatic effect.

Avoid long feature lists, complex or cumbersome language, and deep technical detail, especially for consumer audiences. Focus on practical benefits for real-life use cases.

Parallels Audience

The Parallels audience is busy, savvy, and forward-thinking. They are on the move, and they want efficient, effective solutions that keep them connected at all times.

Parallels Products

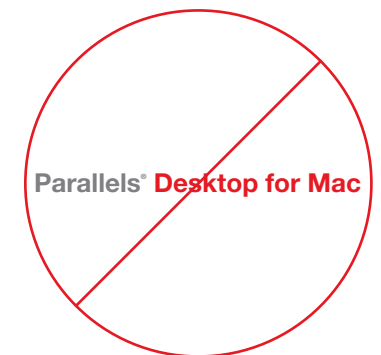
- When referring to a product name, the Parallels Master Brand comes first with a ® symbol, followed by the product name (except in the case of Parallels Desktop, which is trademarked in its entirety).
- In text and imagery, it is often necessary to manually adjust the ® symbol, as it does not scale proportionally.
- Company and product names in text should always look as follows:

| First Use | Subsequent Uses |
|--|---|
| Parallels® | Parallels |
| Parallels® Desktop for Mac | Parallels Desktop |
| Parallels® Desktop for Mac Business | Parallels Desktop Business Edition |
| Parallels® Desktop for Mac Pro Edition | Parallels Desktop Pro Edition |
| Parallels® Desktop for Chromebook Enterprise | Parallels Desktop for Chromebook Enterprise |
| Parallels® Toolbox | Parallels Toolbox |
| Parallels® Access | Parallels Access |
| Parallels® Mac Management for Microsoft SCCM | Parallels Mac Management |
| Parallels® Remote Application Server | Parallels Remote Application Server |

- When creating an image for online use, packaging or product marketing, the company and product names should be typeset according to guidelines and with the approved fonts.
- Be mindful to add the registered trademark after “Parallels,” except in the case of Parallels Desktop, where it follows “Desktop”.
- In text, the company and product names should match the font of the surrounding text; the font should be one of the approved fonts covered in this Guide.

Things to Avoid

- Do not typeset Parallels and the product names using two different colors.
- Do not mix the Parallels logo with any of the product names.



Parallels Brand Components

The Parallels logo is the cornerstone of the Parallels brand. Please use it correctly and consistently, according to the guidelines.

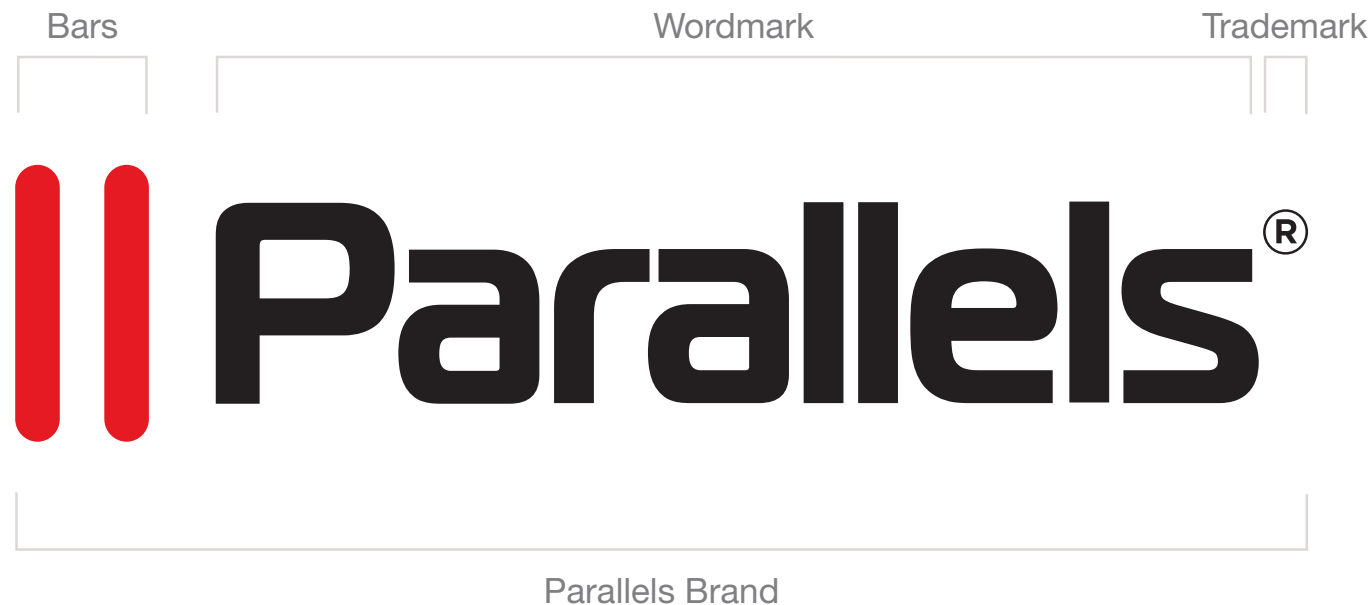
To protect the integrity of the Parallels brand, it is important to do the following:

- Display the logo only in the forms specified in this guideline.
- Use the logo only in its complete form, always keeping the mark and logotype together.

When referring to Parallels in text, always use the title-cap treatment shown here:

Parallels

Use only artwork or electronic files provided at parallels.com/about/brand-assets to reproduce the logo.



Logo Variations

- The Parallels logo consists of two elements: a graphic element and a “wordmark.”
- The distinctive graphic element that is the core visual descriptor for the Parallels brand is referred to as the “bars.”
- The bars are simple, yet powerful graphical elements, and they reinforce our key attributes as a symbol of efficiency and optimization. The bars must be used with the wordmark and cannot be combined with any other logo or messaging.
- The wordmark should never be altered, nor stand alone as an image without the bars.
- The Parallels logo was created in Adobe Illustrator. These vector-based EPS files can be reproduced at any size without compromising quality. All logos can be found online at: parallels.com/about/brand-assets

Things to Avoid

- Do not reproduce the logo in colors other than those specified in this document.
- Do not place the two-color logo on a patterned background which impairs readability.



Primary Usage on White or Gray [Download](#) ↓



Secondary Usage Red [Download](#) ↓



Knockout on Black or Gray [Download](#) ↓



One Color Print [Download](#) ↓

Print and Online Standards

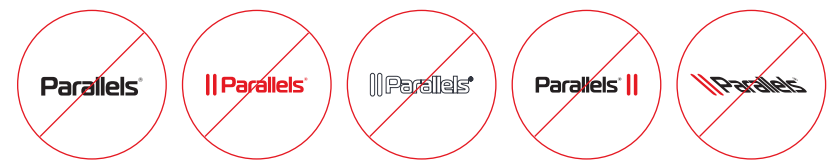
Maintaining a clean and uncluttered space around the Parallels logo maximizes the visual impact. Setting a minimum size helps to ensure the logo is always legible with maximum impact.



- Always maintain a minimum clear space between the logo and the edge of a page, package, or color field.
- Use the specifications as shown on this page to define the appropriate amount of clear space.
- Always position the logo away from other text, graphic, and other design elements, especially other trademarks and service marks.
- Always reproduce the logo in two colors on a white background whenever possible (this is the preferred version of the logo).

Things to Avoid

- Do not use less than the minimum clear space.
- Do not “lock up” the logo with other words, images, or logos, unless approved by the Brand team.
- To ensure legibility, do not reproduce the logo smaller than 1 inch (2.54 cm) wide for printed materials or 150 pixels for online presentations.
- Do not attempt to re-create any portion of the logo.
- Do not separate the bars from the wordmark.
- Do not rotate, skew, redraw, re-proportion, or otherwise alter or distort the logo or its elements in any way.
- Do not combine the logo with any other element (logos, words, graphics, photos, slogans, or symbols) that might seem to create a hybrid mark.



Typeface

To help establish a consistent brand style, the Helvetica Neue family has been chosen because of its universal acceptance, legibility, and range of font weights.

a

- Body text and headline text should be **Helvetica Neue 55 Roman**
- Subheadlines, or to emphasize key words, use **Helvetica Neue 75 Bold**
- For quotations, use **Helvetica Neue 56 Italics**
- For use in alternate languages beyond English, and in website situations where character length is a concern or space is at a premium, it is ok to use **Helvetica Neue Condensed**

Helvetica Neue

Primary ●

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

56 *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

75 **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors

Color is an important element of brand identity. Color helps our audience identify who we are at a glance.

The Parallels color palette includes primary and secondary palettes. The primary is red, black, and gray. Secondary colors may include green, blue, orange, and purple, as well as other hues.

Use one or more secondary colors as accents, but not as fields of color that compete with the overall red theme.

Things to Avoid

- Do not use colors other than approved colors.
- Do not apply uneven gradients.

Primary Colors



Pantone 1797 C
CMYK 2/98/85/7
RGB 217/34/49
HEX #d92231



Pantone 7622
CMYK 24/100/100/21
RGB 161/0/14
HEX #a1000e



Black
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



White
CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

Web and Secondary Colors



Pantone Cool Gray 11 C
CMYK 66/59/57/39
RGB 74/74/74
HEX #4a4a4a



Pantone Cool Gray 10 C
CMYK 52/44/41/7
RGB 128/127/131
HEX #807f83



Pantone Cool Gray 1
CMYK 8/6/7/0
RGB 230/230/230
HEX #e9e9e9



28% of Pantone Cool Gray 1
CMYK 3/2/2/0
RGB 244/244/244
HEX #f4f4f4



Pantone 299
CMYK 66/18/1/0
RGB 51/153/255
HEX #3399ff



Pantone 361
CMYK 75/0/95/10
RGB 38/114/38
HEX #267226



Pantone 137 C
CMYK 0/35/99/0
RGB 252/175/26
HEX #ffa300



Pantone 656 C
CMYK 7/4/1/0
RGB 234/237/244
HEX #eaeaf4



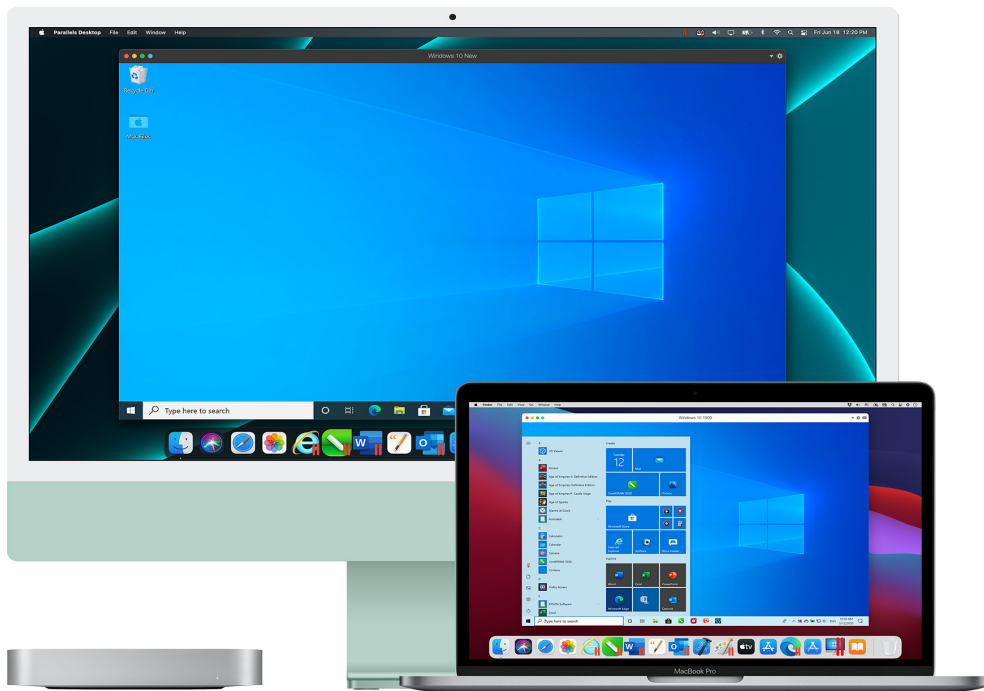
Pantone 2768 C
CMYK 98/82/46/49
RGB 12/39/66
HEX #0c2742



Pantone 5435
CMYK 36/22/19/0
RGB 164/179/190
HEX #a4b3be

Imagery & Photography

Dynamic real-life imagery paired with illustrative accents.



Trademarks & Copyright

Our copyright is as follows:

© 2021 Parallels International GmbH. All rights reserved. Parallels, and the Parallels Logo are trademarks or registered trademarks of Parallels International GmbH in Canada, the United States and/or elsewhere.

Our abbreviated language is as follows:

This product is protected by United States and international copyright laws. The product's underlying technology, patents, and trademarks are listed at parallels.com/trademarks.

Products and Trademarks

Trademark symbols for all Parallels products must appear once in each deliverable, ideally at first use in body copy (preferably not in a headline, unless that's the only option).

Reminder: All print and web collateral related to contests and contracts, as well as any other materials requiring customized legal language, must be sent to the legal department for review.

Third-Party Trademarks

Any use of Third Party trademarks must be done in accordance with the Terms and Conditions for Use of each respective Third Party.

Apple Trademarks

<https://www.apple.com/legal/internet-services/terms/site.html>

Amazon Trademarks

For a non-exhaustive list of Amazon trademarks, see: <https://www.amazon.com/gp/help/customer/display.html?nodeId=201909000>

Google Trademarks

For a non-exhaustive list of Google trademarks, see: <https://policies.google.com/terms?hl=en-US>

Microsoft Trademarks

For a searchable, non-exhaustive list of Microsoft trademarks, see: <https://www.microsoft.com/en-us/legal/intellectualproperty/copyright/default>