

Parallels® Corporate Style Guide

Essential guidelines to help you create in the Parallels style

Updated April 2012

Parallels Style Guide

This updated style guide provides the most recent direction for our most important brand elements. Effective Nov. 1, 2010, all new digital, print and other communications should reflect these guidelines.

These guidelines contain the basic building blocks to create communications in the Parallels “style.” When used appropriately and consistently, our brand expression will solidify our standing in customers’ and prospects’ minds.

Please note:

- Those responsible for consumer marketing and communications should also refer to the Consumer Brand Guidelines, which work in conjunction with this corporate style guide.
- All new consumer-oriented marketing should follow the Consumer Guidelines, first published in September 2010 and updated quarterly.
- Updated Partner-specific Guidelines are also currently in development, to be published in Q4 2010.

If you have any questions regarding the Parallels brand or these guidelines, please contact:

- brand@parallels.com, +1 425.282.6400

The Parallels Logo



- The Parallels logo consists of two elements: a graphic device and a “wordmark” in a specific font.
- The distinctive graphic device that is the core visual descriptor for the Parallels brand are referred to as “the parallel bars.”
- The “parallel bars” are simple, yet powerful, graphical elements, and they reinforce our key attributes as a symbol of efficiency and optimization. The parallel bars must be used with the Parallels logo and cannot be combined with any other logo or messaging.
- The Parallels wordmark should never be altered, nor stand alone as an image without the distinct red bars.

Parallels Master Brand



MASTER BRAND COMPONENTS

- The Parallels logo is the cornerstone of the Parallels brand. Please use it correctly and consistently, according to the guidelines.
- In mid-2010, we transitioned to “registered trademark” status—which means all logos should now reflect the change from TM to ®.
- To protect the integrity of the Parallels brand, it is important to:
 - 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 text title-cap treatment shown here:
 - Parallels
- Use only master artwork or electronic files provided at sp.parallels.com/logosandartwork/ to reproduce the logo.

Clear Space and Minimum Size



X= HEIGHT OF LOWERCASE LETTERS IN LOGOTYPE

LOGO MINIMUM SIZE

Print Reproduction*



Screen Reproduction*



PRINT AND ONLINE STANDARDS

Maintaining a clean and uncluttered space around the Parallels logo maximizes the visual impact of this key brand element. Setting a minimum size helps to ensure the logo is always legible and has maximum impact.

DOs

- 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, where “x” amount of clear space is defined by the height of the lowercase letters in the Parallels logotype.
- Always position the logo away from other text, graphic and other design elements, especially other trademarks and service marks.

DON'Ts

- Do not use less than the minimum clear space.
- Do not “lock up” the logo with other words, images or logos, except in rare instances 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, ideally, 150 pixels for online presentations.

* **Logos not shown at actual size.**

Print Applications



1- COLOR VERSION
FOR WHITE BACKGROUNDS



1- COLOR VERSION
FOR RED BACKGROUNDS



1- COLOR VERSION
FOR BLACK OR DARK
COLORED BACKGROUNDS

COLOR VARIATIONS OF LOGO

The Parallels logo was originally 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

<http://sp.parallels.com/logosandartwork/>

DOs

- Always reproduce the logo in two colors on a white background whenever possible (this is the preferred version of the logo). The colors are black and the red specified elsewhere in these guidelines.
- When production constraints do not allow the use of the two-color version, use the black version of the logo.
- Whenever production constraints do not allow the use of the black for the background, reverse the logo out of an equally dark color.
- If the background is too dark to ensure clear legibility of the logo or if the required background is red, reverse the logo to white, as seen to the left.

DON'Ts

- 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.

Improper Use of Logo



LOGO GUIDELINES

- Do not attempt to re-create any portion of the logo.
- Do not separate the “red bars” mark from the logotype.
- 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—such as logos, words, graphics, photos, slogans or symbols—that might seem to create a hybrid mark.
- Do not reproduce the logo in colors other than those suggested in this document.
- Do not place the logo on a patterned background that makes it difficult to read.

Parallels Products

Parallels Desktop®

Parallels® Workstation

Parallels® Server

Parallels® Virtuozzo Containers

Parallels® Plesk Panel

Parallels® Plesk Sitebuilder

Parallels® Billing

Parallels® Operations Automation

Parallels® Business Automation

PRODUCT BRANDS

- Within its Master Brand architecture, Parallels supports a variety of products and services in their respective markets. In all cases, these product brands are secondary to the Parallels master brand.
- The product brands do not have individual logos; they should be typeset in accordance with the approved fonts of Parallels.
- The Parallels Master Brand comes first with a ® symbol (registered trademark), followed by the product name, except in the case of Parallels Desktop, where the entire phrase is a registered trademark.

Parallels Product Brand Application



WORKING WITH PRODUCT BRANDS

DOs

- When creating an image for packaging or product interfaces, the company and product names should be typeset according to guidelines and with the approved fonts of Parallels.
- 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; in Parallels materials, the font should be one of the approved fonts covered in this Style Guide.

DON'Ts

- Do not typeset Parallels and the product names using two different colors. Keep it simple and stick to the approved color.
- Do not mix the Parallels logo with any of the product names. It should be consistent, only to be typeset with one of the approved fonts of Parallels.
- Qualifiers and edition numbers may be treated differently. Contact the Brand team to discuss specific instances.

Parallels Trademarks



THE COMPANY NAME USED IN COPY FOR HEADERS OR SUBHEADS

Parallels®

PRODUCT NAMING AND TRADEMARKING

Parallels Desktop®

TRADEMARK GUIDANCE

Parallels Logo

- The company logo includes a ® (registered trademark).
- Do not try to reproduce the ® (registered trademark) on the logo. Use only master artwork or electronic files to preserve design integrity and legal protection.

Parallels Company Name

- When the Parallels company name is used in body copy, the ® (registered trademark) symbol is required in the first occurrence.
- All subsequent references may omit the trademark.

Product Names

- 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).
- Products do not have product logos and should be typeset in line with the approved fonts of Parallels.

Trademark Sizing

- In text, all trademark symbols should be set in super-script and then further reduced in size. Trademark symbols should be clearly legible, but not visually distracting.
- In text and imagery sizing, it is typically necessary to manually adjust trademark symbols, as they do not scale proportionally.

Parallels Color Palette

 <p>red PMS red 1797C</p>	 <p>black black</p>	 <p>gray PMS cool gray 10C</p>
PROCESS	PROCESS	PROCESS
CYAN 2%	CYAN 0%	CYAN 0%
MAGENTA 99%	MAGENTA 0%	MAGENTA 2%
YELLOW 85%	YELLOW 0%	YELLOW 0%
BLACK 7%	BLACK 100%	BLACK 60%
RGB	RGB	RGB
RED 217	RED 0	RED 128
GREEN 34	GREEN 0	GREEN 127
BLUE 48	BLUE 0	BLUE 131
HEX D92231	HEX 000000	HEX 807FB3

PARALLELS COLORS

For the best print quality reproduction and worldwide consistency, Parallels colors should be printed as solid PANTONE® colors. If a PANTONE color is not available, a four-color process match may be appropriate. (Check with a Parallels design professional or the Brand team if you have questions.)

DOs

- Always use the approved color palette shown here.
- Display the Parallels logo using the PANTONE color whenever possible (PMS 1797C).
- An even gradient of $\pm 40\%$ may be added to provide texture and visual interest. The gradient must be approved by the Brand team and follow these specifications:
 - Gradient is evenly distributed
 - No use of secondary or non-approved colors
 - Properly weighted from top to bottom
- Adjustments may be made for packaging, POP and collateral to compensate for paper stock and other treatments; the goal is always to maintain the visual integrity of our Brand colors.

DON'Ts

- Do not use colors other than approved colors shown here.
- Do not apply uneven gradients.
- Do not add texture or background visual elements.

Corporate Fonts

Helvetica Neue 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Helvetica Neue 55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

ONLINE AND ELECTRONIC MEDIA FONT USAGE

Arial Family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

FONT OPTIONS

- To help establish a consistent and credible brand style, two type style ‘families’ have been chosen to allow for flexibility and individuality, while also ensuring universality across software programs and online applications.
- The Helvetica Neue family has been chosen for collateral development because of its universal acceptance, legibility and range of font weights.
- Arial has been chosen exclusively for online and electronic applications such as Microsoft Word and PowerPoint. The foundry for the font is Adobe.