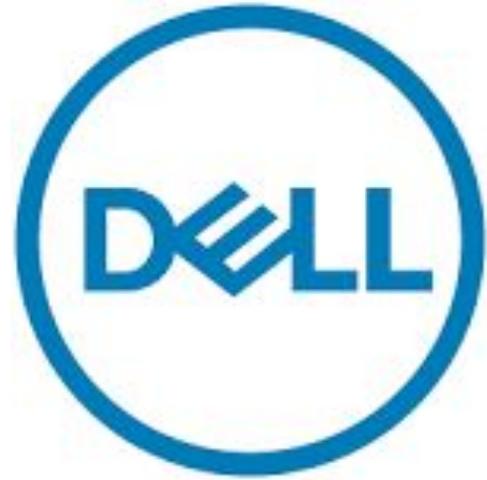# Аналоги фирменного стиля IT центра

Dell Technologies

DELL Technologies

DELL

We use Dell when we are referring to our client solutions and products, and for our consumer-facing advertising and marcom.

DELL EMC

We use Dell EMC for our infrastructure solutions and products. You will only see this logo on our physical products at this time. Our marketing materials go to market with the Dell Technologies logo.
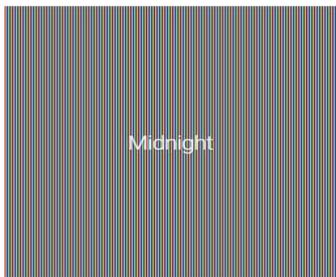
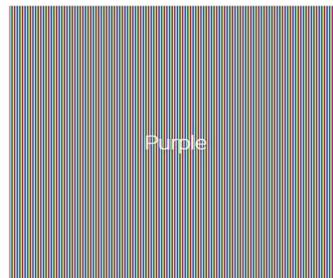ЛОГОТИП

TIER 1
CORE
PRIMARY
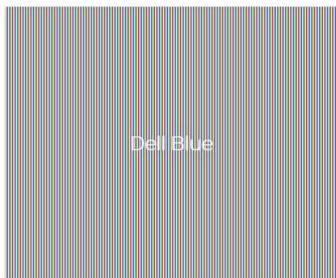
Dell Blue

TIER 1
CORE

Midnight
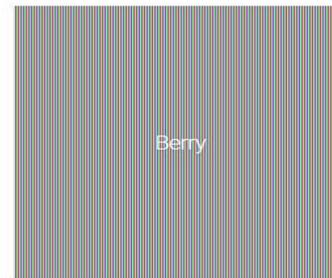
Ligh

TIER 2
ACCENTS

Purple

Berry

TIER 2
NEUTRALS

Carbon

Gray

Granite

Q

TIER 3
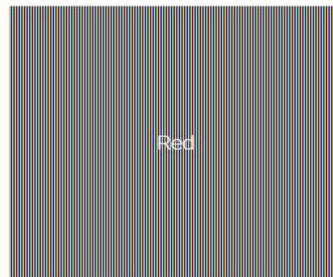ACCENTS

Red
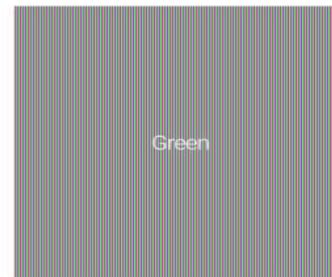
Green

ФИРМЕННЫЕ ЦВЕТА

Roboto

Hello, I'm Roboto Light

0123456789@#$%^&*

Roboto Thin	Roboto Medium
Roboto Light	Roboto Bold
Roboto Regular	Roboto Black

Roboto: Web font

Roboto is a font optimized for digital and responsive platfor
simplicity that makes it ideal for small, dense text.

Who uses Roboto?
Internal or external teams who create web/digital assets tha
Roboto font **here**.

What are examples of assets created in Roboto?
Dynamic copy on our websites, in mobile apps and UIs will

Replica

Hello, I'm Replica Light

0123456789@#$%^&*

Replica Light	Replica Bold
Replica Regular	Replica Heavy

Replica: Corporate/agency font

Replica is the font used across our logos and in official mar
differentiation can be seen best in large format assets such

Who uses Replica?
Replica is limited to internal or external teams/agencies wh
product launches and events. These assets generally have a

What are examples of assets created in Replica?
Examples include static banners or graphics, print, out-of-h
packaging, physical product badges and event signage.

The Global Brand team controls access to the Replica licen

Arial

Hello, I'm Arial Regular

0123456789@#$%^&*

Arial Narrow	Arial Bold
Arial Regular	Arial Black

Arial: Employee use

Arial is the font for all-employee use. It resembles both Rep
standard system font, it is already available to employees a
company.

Who uses Arial?
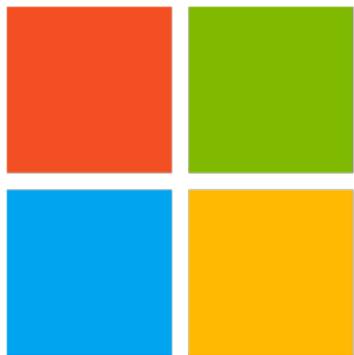All employees should use Arial for their day-to-day work.

What are examples of assets created in Arial?
Examples include PowerPoint presentations, emails and Wo
and other product/solutions collateral also use Arial.

ФИРМЕННЫЕ ШРИФТЫ

Microsoft Corporation

The logo = symbol + logotype

The logo has two components — the symbol with multiple squares of color intended to symbolize the company's diverse portfolio of products, and the logotype that uses the Segoe typeface used in our products and marketing communications.

The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favorites icon by MSCOM, Microsoft Store, and for corporate sites: Facebook, Twitter, and YouTube. No other use is allowed. If you have questions, contact corbrand@microsoft.com.

Symbol

Logot

Micro

Logo
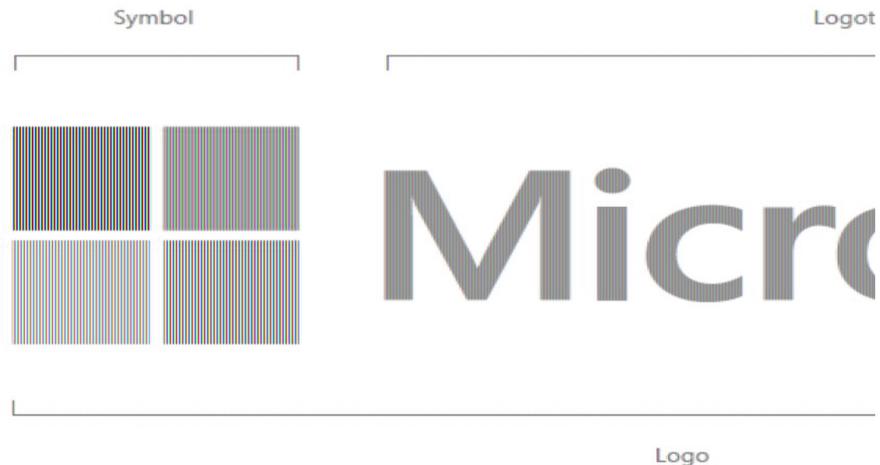
ЛОГОТИП

Full-color positive
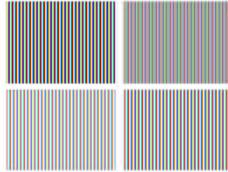
Full-color reverse

Our colors are accessible

The appropriate use of color helps make sure all of our customers can access and understand Microsoft communications, regardless of their abilities.

Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.
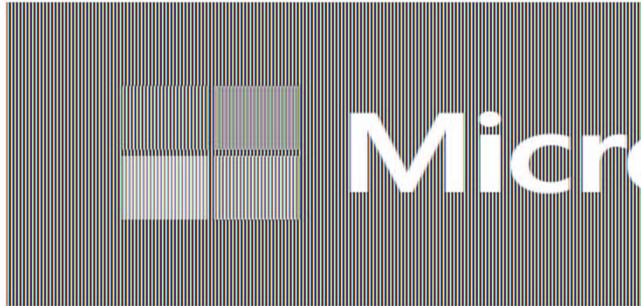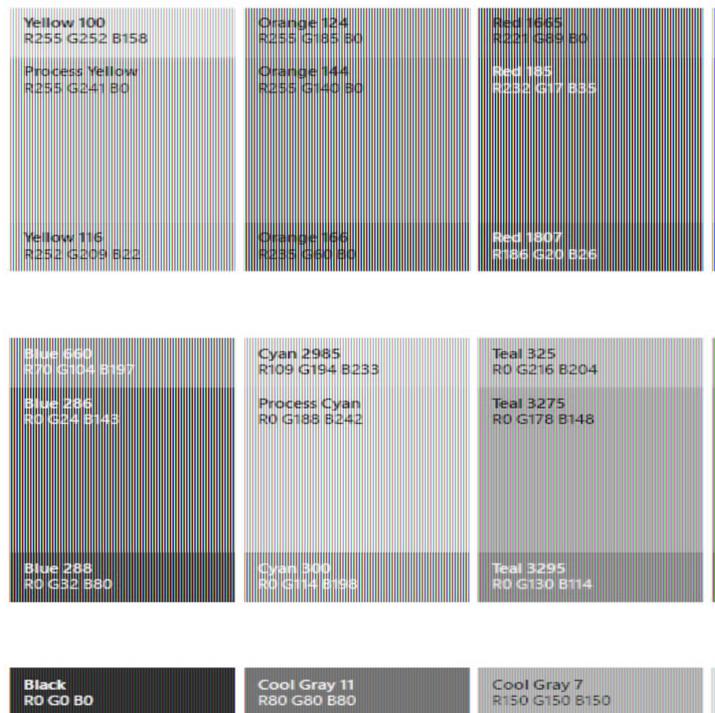
Note: Type reversed to white, or black type over a colored background, should exceed the minimum 4.5:1 contrast ratio for accessibility. Examples at right demonstrate correct color use for on-screen (RGB) applications.

Yellow 100 R255 G252 B158	Orange 124 R255 G185 B0	Red 1665 R221 G89 B0
Process Yellow R255 G241 B0	Orange 144 R255 G140 B0	Red 185 R222 G7 B35
Yellow 116 R252 G209 B22	Orange 166 R255 G90 B0	Red 1807 R156 G20 B25

Blue 660 R10 G104 B197	Cyan 2985 R109 G194 B233	Teal 325 R0 G216 B204
Blue 286 R0 G50 B143	Process Cyan R0 G188 B242	Teal 3275 R0 G178 B148
Blue 288 R0 G32 B80	Cyan 3300 R0 G148 B98	Teal 3295 R0 G130 B114

| Black R0 G0 B0 | Cool Gray 11 R80 G80 B80 | Cool Gray 7 R150 G150 B150 |

ФИРМЕННЫЕ ЦВЕТА

Acceptable backgrounds for the full-color logo

The full-color logo may be shown on any of the colors shown here or on simple areas of photographs. See page 33 for color values.

White

Cyan 300

Blue 660

Blue 286

Purple 526

Purple 269

Red 1807

Green 348

Teal 3295

Cool Gray 7

Cool Gray 11

Black

Segoe is our type family

We use Segoe, a completely custom type family created for Microsoft that has become a longstanding core element of our visual identity.

Segoe Pro is the brand font used for print and graphic executions. Segoe UI is the Windows OS font, and the font that is used for on-screen and digital executions.

To download the Segoe Pro font family, visit Media Bank: https://mediabank.partners.extranet.microsoft.com

Segoe Pro
Use for all print applications.

Segoe Pro Light
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe Pro Regular
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe Pro Semibold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe Pro Bold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe UI
Use for on-scree

Segoe UI Light
ABCDEF
abcdefgl
1234567

Segoe UI Regula
ABCDEF
abcdefg
1234567

Segoe UI Semib
ABCDEF
abcdefg
123456

Segoe UI Bold
ABCDEF
abcdefg
123456

ФИРМЕННЫЕ ШРИФТЫ

Icons inform

Icons are primarily used in product as a call-to-action or quick reference. If you use an icon in marketing communications, such as an arrow as a call-to-action in a banner ad, use the same UI icons. Don't create your own. Contact corbrand@microsoft.com for any questions.

Go to Brand Tools at https://brandtools.microsoft.com to get approved icons.
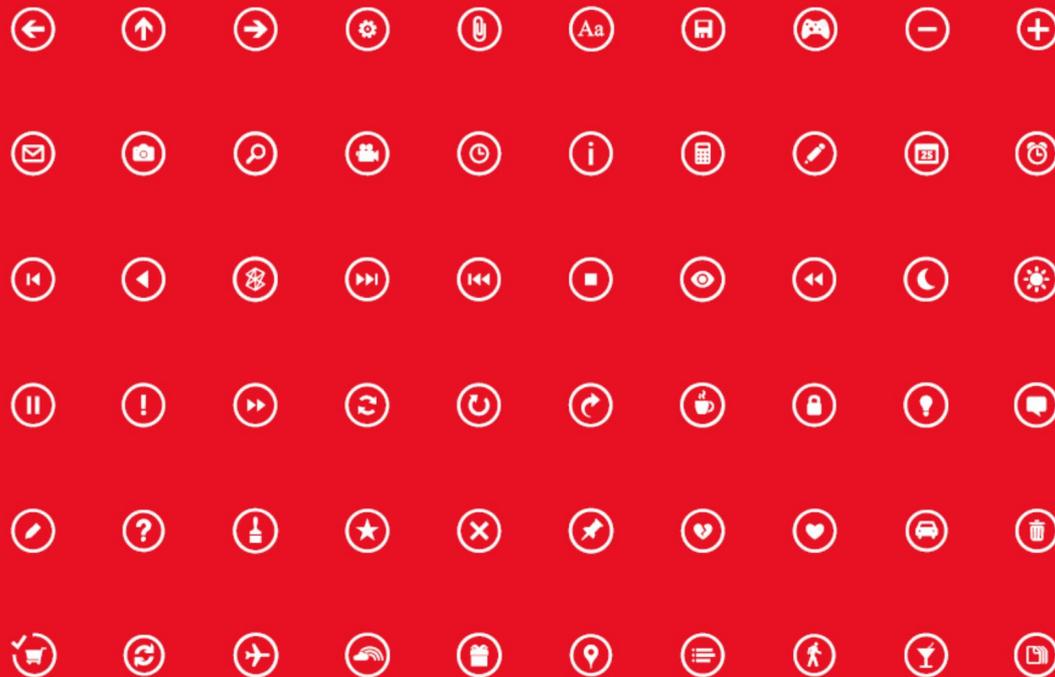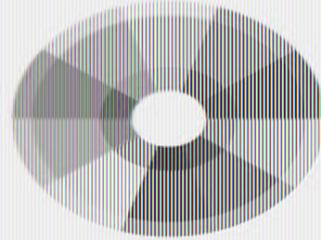
ИКОНОГРАФИКА

Shared elements across the entire Microsoft portfolio

Microsoft

Logo

Color

Aa

Type

Microsoft

Bing

Office

Skype

Window

Microsoft and product brands

Яндекс

ЛОГОТИП

Основные

Дополнительные

#FFCC00 #FE0000
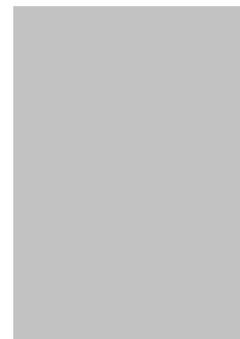
#000000 #0066F5 #C2C2C2

ФИРМЕННЫЕ ЦВЕТА

ФИРМЕННЫЕ ШРИФТЫ

Yandex Sans — гуманистический гротеск с умеренно разноширинными прописными знаками и открытыми строчными с комфортными пропорциями. Это прежде всего экранный шрифт, созданный с оглядкой на печатную типографику. Шрифт должен хорошо читаться с экрана, быть нейтральным и при этом достаточно выразительным для визуальных коммуникаций бренда. Как правило, такие параметры оставляют очень узкий фарватер для поиска дизайн-решений. Высокий рост строчных знаков, плотные межбуквенные расстояния в таких шрифтах — основные и необходимые средства экономичного набора. Несмотря на гуманистические конструкции знаков, своим темпераментом Yandex Sans походит на рациональные неогротески с их выверенными статичными формами. Если бы существовала категория неогуманистических гротесков, этот шрифт оказался бы среди таковых.

ABCDEFGHIJKLMN
OPQRSTUVWXY&Z
abcdefghijklmnopq
rstuvwxyz(@#%=*)
1234567890$₽£¥₴€

АБВГДЕЁЖЗИЙКЛ
МНОПРСТУФХЦЧ
ШЩЪЫЬЭЮЯ!?
абвгдёжзйклмноп
рстуфхцчшщыэюя

Yandex Sans Text Thin

KM

Yandex Sans Text Light

Yandex Sans Text Regular

Yandex Sans Text Regular Italic

Yandex Sans Text Medium

Yandex Sans Text Bold

Yandex Sans Display Thin KM

Yandex Sans Display Light

Yandex Sans Display Regular

Yandex Sans Display Regular Italic

Yandex Sans Display Bold

Tech Data

ЛОГОТИП

Using Our Brand Colors

Our primary brand colors should be utilized across all print and digital applications using the formulas listed on this page.
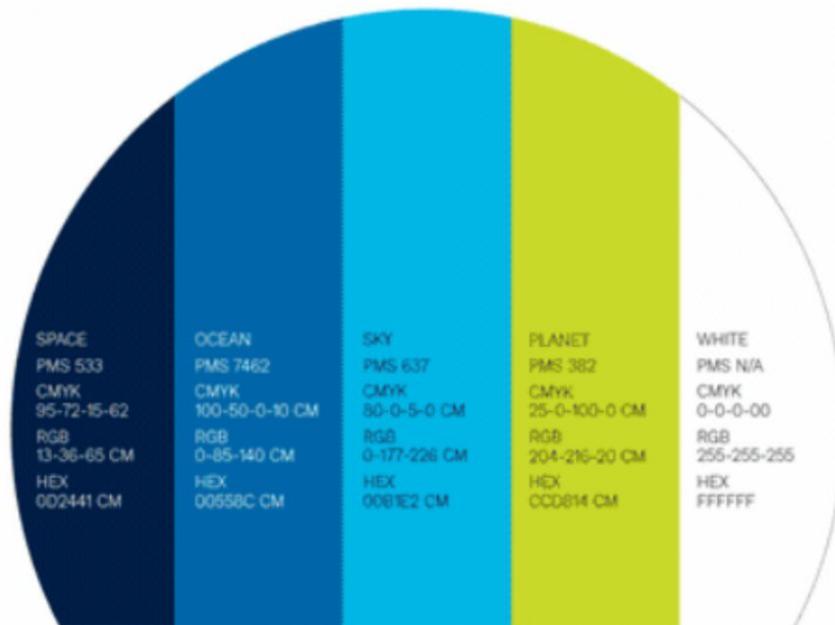
Hierarchy

Our "Planet" green color should be used in conjunction with our other primary colors. While it can be used as an accent color to bring attention to a detail or message, it should not be overused or dominant. These five primary colors can be proportionally interchanged, but the overall feeling should not be overly dark. White should play an integral role in layouts too. Refer to our "At a glance" section for brand inspiration and layout guidance.

Color Source

All color formulas are from the Pantone® Color Bridge System. Color formulas ending with "CM" indicate a custom mix.

Primary Brand Color Palette

SPACE	OCEAN	SKY	PLANET	WHITE
PMS 533	PMS 7462	PMS 637	PMS 382	PMS N/A
CMYK	CMYK	CMYK	CMYK	CMYK
95-72-15-62	100-50-0-10 CM	80-0-5-0 CM	25-0-100-0 CM	0-0-0-00
RGB	RGB	RGB	RGB	RGB
13-36-65 CM	0-85-140 CM	0-177-226 CM	204-216-20 CM	255-255-255
HEX	HEX	HEX	HEX	HEX
0D2441 CM	00558C CM	00B1E2 CM	CCD814 CM	FFFFFF

ФИРМЕННЫЕ ЦВЕТА

Using Our Primary Brand Fonts

Our primary brand font family is Work Sans Pro. This font family and the recommended six weights are to be used for all Tech Data external-facing marketing efforts.

Hierarchy

Work Sans Light should be used as the primary weight for all display and headline applications. Sentence case is preferred over all caps for large display headlines. All caps may be used for smaller accents or subheads.

An italic style for light and regular weights of Work Sans can be created by skewing the two weights 10 degrees and can be used for body copy accents as needed. It is not recommended to skew the semi-bold and bold weights to create an italic style.

The remaining weights of Work Sans should be used carefully in an effort to avoid bulky-looking text compositions. Work Sans Semi-Bold may be used for small subheads or accent copy.

Formatting options

Use the brand colors, capitalization and point size when accenting typography.

Primary Brand Font

Work Sans Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
?<>-+()%&#@!?={} []

Light & Italic
abcdefghijk

Regular & Italic
abcdefghi

Semi-Bold
abcdefghi

Bold
abcdefghi

ФИРМЕННЫЕ ШРИФТЫ

Using Our Graphic Device System

Using the Tech Data modular graphic device system properly and consistently will ensure that our audiences see one company, one brand.

System Origins

On this page you can see where our graphic device symbol originates—from the outline of the Tech Data symbol.

There are basically four steps to creating the modular graphic device system.

1. Import the symbol silhouette from the provided artwork.

2. Duplicate the symbol silhouette and recolor.

3. Add a transparency "screen" attribute to the top symbol silhouette so that the overlap area is visible.

4. Adjust scale of symbol silhouettes and add a cropping frame in the desired proportion for your needs.

Origins of Our Graphic Device System

1. The Tech Data symbol silhouette

3. Showing overlap area

2. The symbol silhouette duplicated

Final Crop

4. Cropping the symbols to create our modular graphic device system

Using Our Graphic Device System

Our graphic device system is flexible. The following pages will help demonstrate how to create a consistent look.

The flexibility of our graphic device system is shown on this page. Numerous compositions can be achieved across a variety of shapes, from vertical to square to horizontal.

Successful compositions should feel dynamic, almost energetic, reinforcing the new dimension of Tech Data.
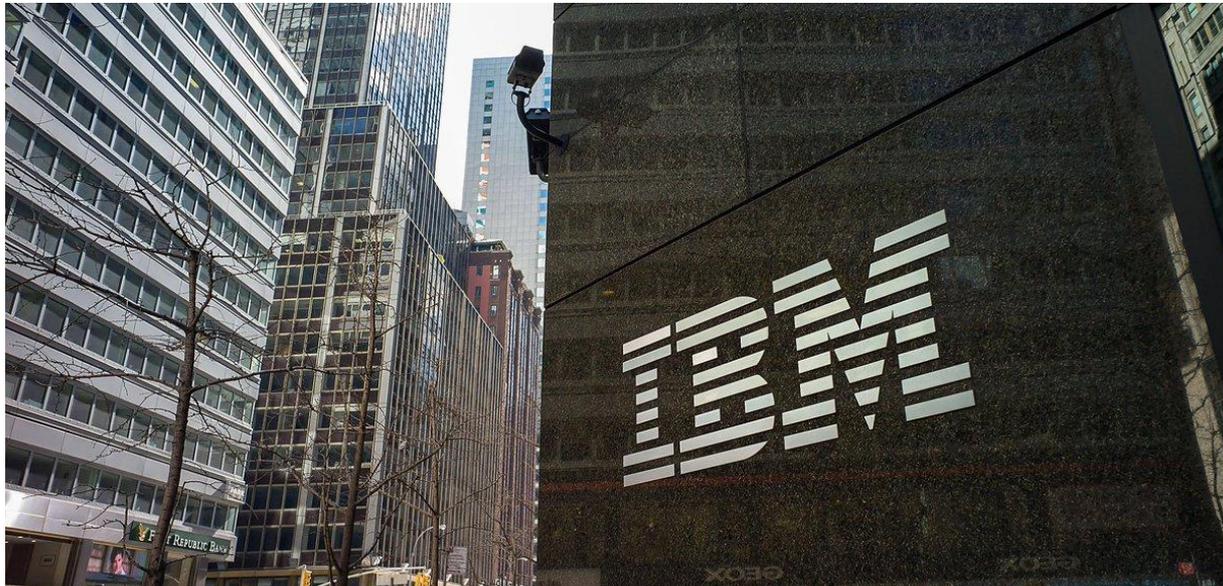
Our Graphic Device System

Examples of graphic device system and cropping

IBM

ЛОГОТИП

Positive logo

Black / Gray 30

Blue 70 / Blue 20

Gray 60 / White
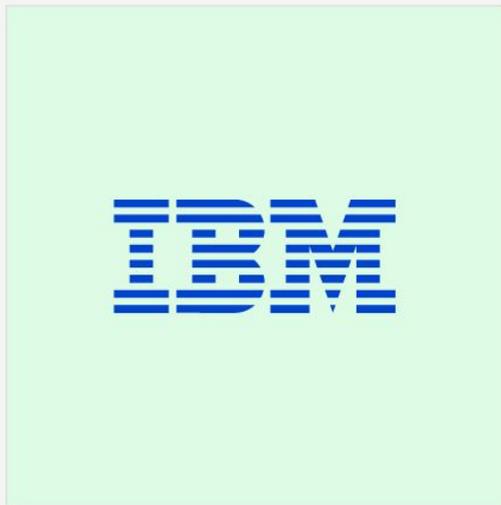
Reversed logo

Blue 50 / Black

Blue 40 / Blue 90

Gray 10 / Blue 60

Positive logo

Gray 100 / Blue 20
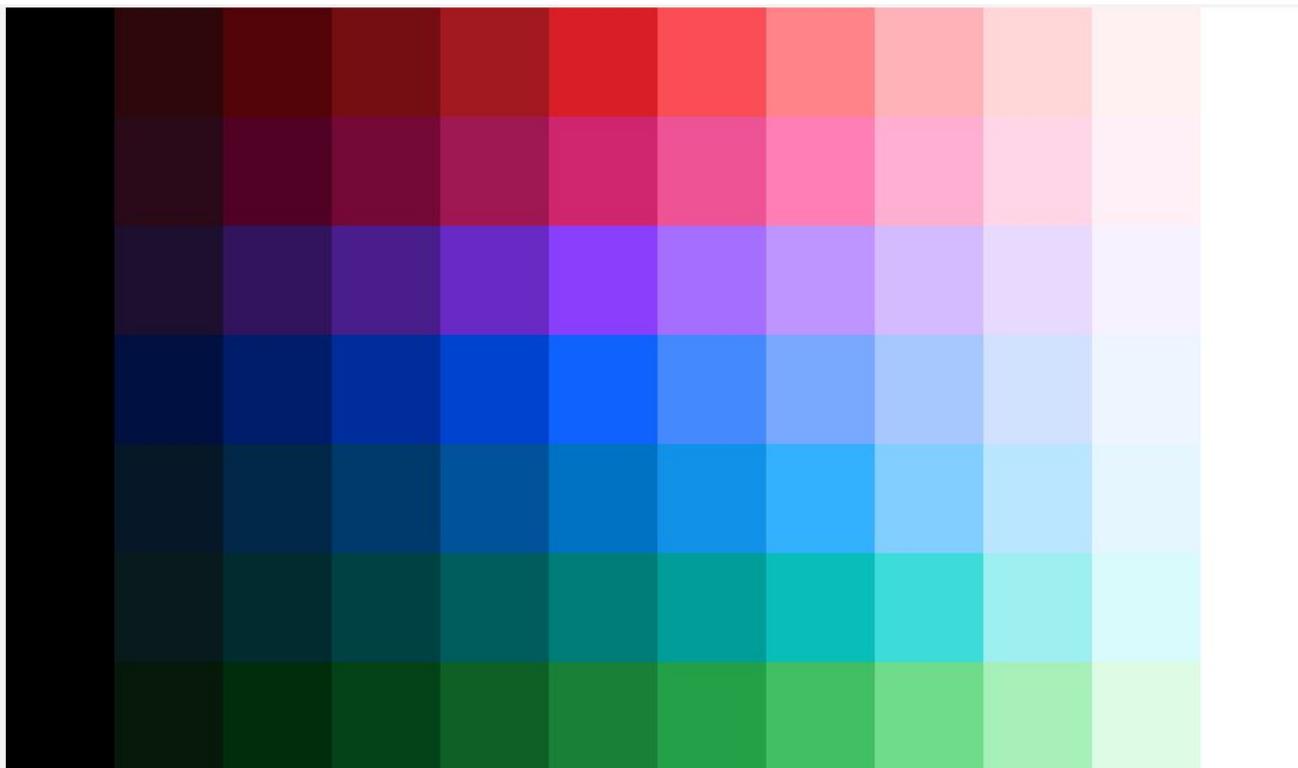
Blue 70 / Green 10

Blue 80 / Purple 30

Reversed logo

Blue 40 / Purple 90

Gray 10 / Teal 90

White / Magenta 60

ФИРМЕННЫЕ ЦВЕТА

ПРИМЕРЫ ИСПОЛЬЗОВАНИЯ

ФИРМЕННЫЕ ШРИФТЫ

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Regular Italic

Text

Text Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Thin

Thin Italic

ExtraLight

ExtraLight

Italic

Light

Light Italic

Regular

Regular Italic

Text

Text Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Regular Italic

Text

Text Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Regular Italic

Text

Text Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

IBM Alert Notification

IBM Augmented Remote Assist

Bee, generic

IBM Food Trust™ Blockchain

IBM CICS®

IBM CICS® TX on Cloud

IBM Mobile Capture

Carbon Design System

IBM API Connect®

IBM App Connect Enterprise

IBM Aspera®

IBM Cloud Pak® for Integration

ИКОНОГРАФИКА

IBM Alert Notification	IBM Augmented Remote Assist	Bee, generic	IBM Food Trust™ Blockchain
IBM CICS®	IBM CICS® TX on Cloud	IBM Mobile Capture	Carbon Design System
IBM API Connect®	IBM App Connect Enterprise	IBM Aspera®	IBM Cloud Pak® for Integration

IBM API Connect® Test and Monitor	Bee, generic	IBM Client Vantage	IBM Cloud® App Service
IBM Cognos® Analytics for Mobile	IBM Enterprise Performance Management	IBM Explorer for z/OS®	Eye, generic
Hello Quantum	Hybrid DevOps and management	IBM Institute for Business Value	IBM Immersive Data

IBM Cloud® Databases for DataStax	IBM Cloud® Databases for etcd	IBM Cloud® Databases for Elasticsearch	IBM Cloud® Databases for EnterpriseDB
Ds	**Et**	**Es**	**En**

IBM Cloud® Databases for MongoDB	IBM Cloud® Databases for PostgreSQL	IBM Cloud® Databases for Rabbit	IBM Cloud® Databases for Redis
Mg	**Pg**	**Ra**	**Rd**

DBG	IBM Db2®	IBMer News	WSC
DBG	**Db2**	**IBMer News**	**SC**

Спасибо за внимание