



Аналоги фирменного стиля IT центра



Dell Technologies



DELL Technologies



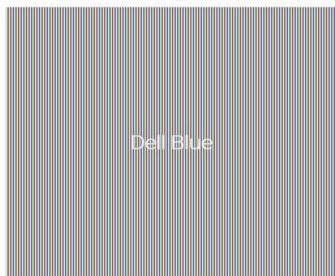
We use Dell when we are referring to our client solutions and products, and for our consumer-facing advertising and marcom.

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.

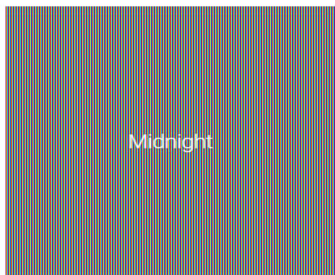
ЛОГОТИП

TIER 1
CORE
PRIMARY

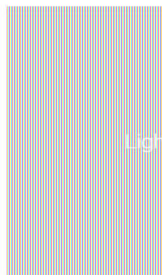


Dell Blue

TIER 1
CORE

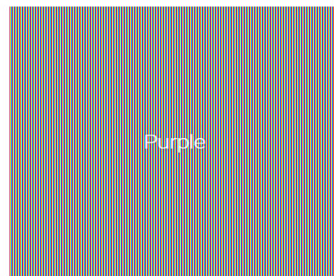


Midnight

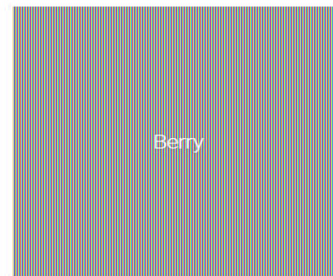


Light

TIER 2
ACCENTS

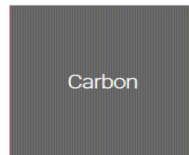


Purple



Berry

TIER 2
NEUTRALS



Carbon



Gray

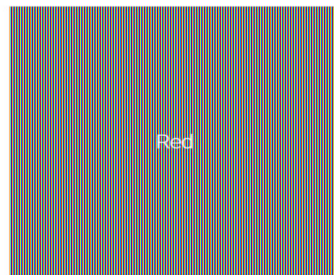


Granite



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

Replica

Hello, I'm Replica Light

0123456789@#\$\$%^&*

Replica Light	Replica Bold
Replica Regular	Replica Heavy

Arial

Hello, I'm Arial Regular

0123456789@#\$\$%^&*

Arial Narrow	Arial Bold
Arial Regular	Arial Black

Roboto: Web font

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

Who uses Roboto?

Internal or external teams who create web/digital assets that use the Roboto font [here](#).

What are examples of assets created in Roboto?

Dynamic copy on our websites, in mobile apps and UIs will use Roboto.

Replica: Corporate/agency font

Replica is the font used across our logos and in official marketing materials. Differentiation can be seen best in large format assets such as billboards.

Who uses Replica?

Replica is limited to internal or external teams/agencies who create product launches and events. These assets generally have a high budget.

What are examples of assets created in Replica?

Examples include static banners or graphics, print, out-of-home advertising, packaging, physical product badges and event signage.

The Global Brand team controls access to the Replica license.

Arial: Employee use

Arial is the font for all-employee use. It resembles both Helvetica and the standard system font, it is already available to employees at all company locations.

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 internal documents. Other product/solutions collateral also use Arial.

ФИРМЕННЫЕ ШРИФТЫ



Microsoft Corporation



Microsoft

The logo = symbol + logotype

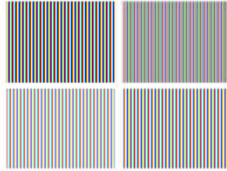
The logo has two components – the symbol with multiple squares of color intended to symbolize the company's diverse portfolio of products, and the logotype that uses the Segoe typeface used in our products and marketing communications.

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.



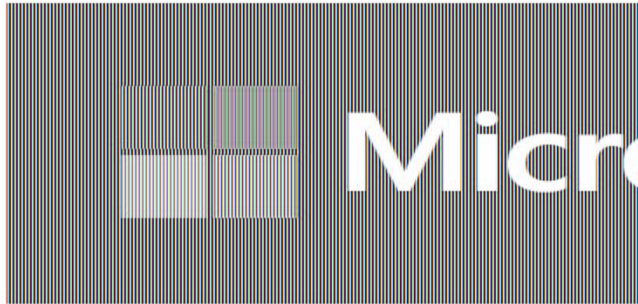
ЛОГОТИП

Full-color positive



Micr

Full-color reverse

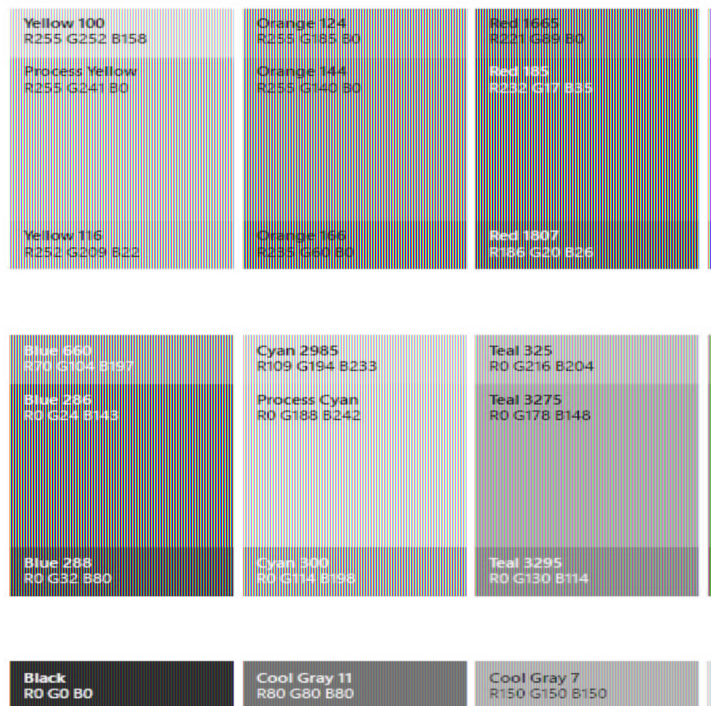


Our colors are accessible

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.



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Segoe Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Segoe Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Segoe Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Segoe UI

Use for on-screen

Segoe UI Light

ABCDEFGHI
abcdefghi
1234567

Segoe UI Regular

ABCDEFGHI
abcdefghi
1234567

Segoe UI Semibold

ABCDEFGHI
abcdefghi
1234567

Segoe UI Bold

ABCDEFGHI
abcdefghi
1234567

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.

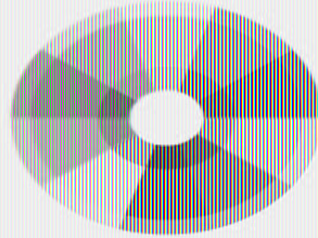


ИКОНОГРАФИКА

Shared elements across the entire Microsoft portfolio



Logo



Color



Type

Microsoft

Bing

Office

Skype

Windows

Microsoft and product brands



Яндекс



Яндек**с**

Найдётся всё

ЛОГОТИП

Основные

Дополнительные



#FFCC00



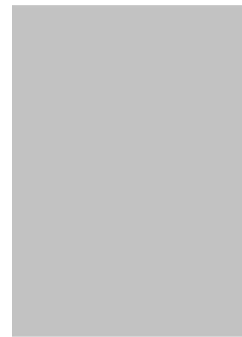
#FE0000



#000000



#0066F5



#C2C2C2

ФИРМЕННЫЕ ЦВЕТА

Yandex Sans

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
OPQRSTUVWXYZ&Z
abcdefghijklmnopq
rstuvwxyz (@#% =*)
1234567890\$₽£¥€€

АБВГДЕЁЖЗИЙКЛ
МНОПРСТУФХЦЧ
ШЩЪЫЬЭЮЯ!?
абвгдёжзийклмноп
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



The logo for Tech Data features a stylized blue 'TD' monogram on the left, followed by the words 'Tech Data' in a bold, italicized blue sans-serif font. A registered trademark symbol (®) is positioned at the top right of the word 'Data'. A thin blue line runs horizontally beneath the text, ending in a sharp upward-pointing angle on the right side.

TD 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.

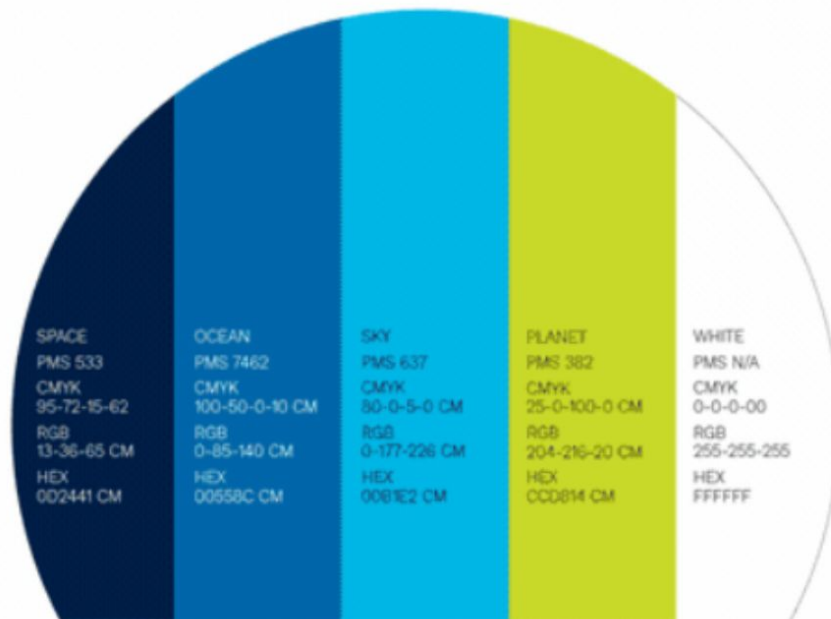
Hierarchy

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



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

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

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

Light & Italic

a b c d e f g h i j k

Regular & Italic

a b c d e f g h i

Semi-Bold

a b c d e f g h i

Bold

a b c d e f g h i

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



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

Final Crop

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

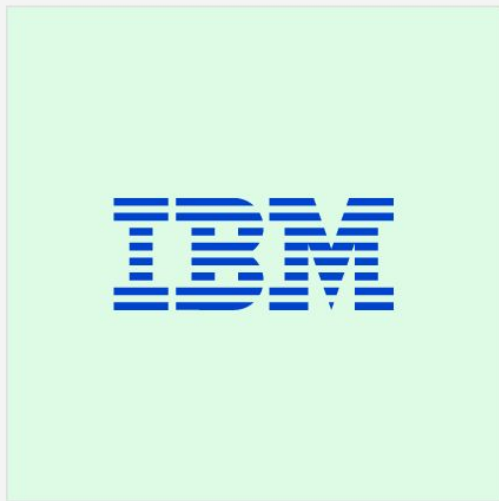


Gray 10 / Blue 60

Positive logo



Gray 100 / Blue 20



Blue 70 / Green 10



Blue 80 / Purple 30

Reversed logo



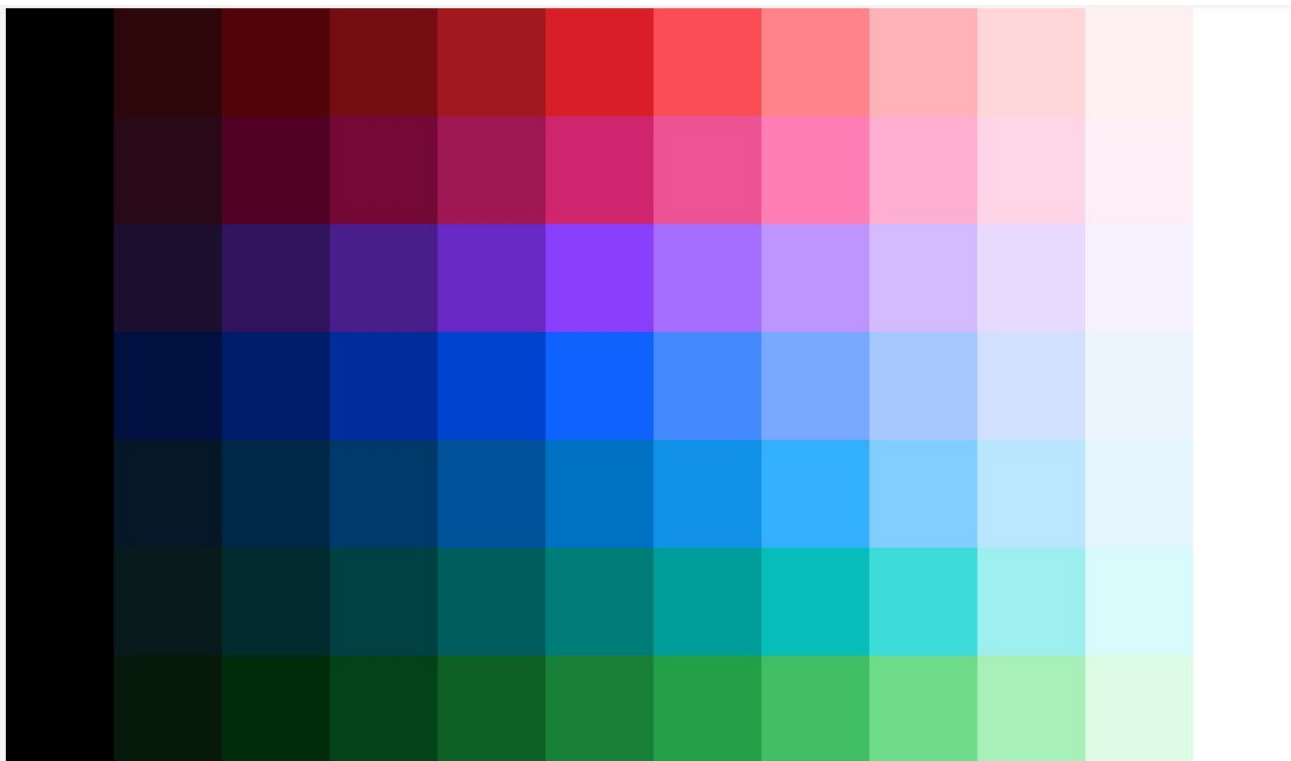
Blue 40 / Purple 90



Gray 10 / Teal 90



White / Magenta 60



ФИРМЕННЫЕ ЦВЕТА

Examples



This text is
accessible.

Purple 90 text is accessible on Purple 50.



This text is
accessible.

Teal 20 text is accessible on Teal 80.



This text is
accessible.

Black text is accessible on Blue 50 and Teal 40.

ПРИМЕРЫ ИСПОЛЬЗОВАНИЯ

IBM Plex™

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

IBM Plex Sans

IBM Plex Mono

IBM Plex Serif

IBM Plex Condensed

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 Plex Sans

IBM Plex Mono

IBM Plex Serif

IBM Plex Condensed

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

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

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

IBM Cloud® Databases for DataStax Ds	IBM Cloud® Databases for etcd Et	IBM Cloud® Databases for Elasticsearch Es	IBM Cloud® Databases for EnterpriseDB En
IBM Cloud® Databases for MongoDB Mg	IBM Cloud® Databases for PostgreSQL Pg	IBM Cloud® Databases for Rabbit Ra	IBM Cloud® Databases for Redis Rd
DBG DBG	IBM Db2® Db2	IBMer News IBMer News	WSC SC



Спасибо за внимание