



Corporate Design Style Guide

The Syncfusion Corporate Style Guide

This guide provides tools to maintain the integrity of our corporate identity. The guidelines apply to all visual communications materials for Syncfusion, Inc.

If you have any questions regarding the Style Guide or the use of Syncfusion corporate materials, please contact Syncfusion's Marketing Department.

The Corporate Logo

The corporate logo is the main element of the company's identity. Consistent and correct use of the logo is extremely important in creating and maintaining a strong brand identity.

The logo is to be exhibited on all Syncfusion-published communications.

The Syncfusion logo is distributed as an Encapsulated Postscript File (EPS) and a Tagged Image File Format (TIFF) and should never be recreated. These formats can be imported into most computer applications.

The graphic symbolizes the components Syncfusion offers as well as the integration of Syncfusion's components in customer applications. The orange highlights the extra effort and flexibility that all Syncfusion products have in common.



Corporate Logo with Tag Line

The Syncfusion logo should be used with a tagline only in the following way:

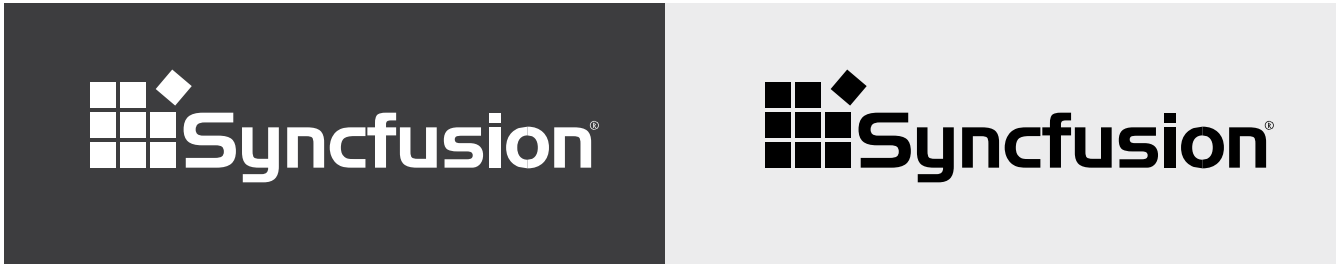


Sizing

There is no maximum size for the Syncfusion logo. The preferred minimum size of the Syncfusion logo on any printed document is 1-inch wide at a resolution of 300 dpi.

Alternative Usage of Logo

If the background is too dark or print specifications only allow black and white, the logo can be used in the following ways:



Clear Space around Logo

To present the logo in a clear way, it is important that no other objects or text are too close to the logo. The space surrounding the logo, called the clear space, should be equal to width of the “f” in the “Syncfusion” logo. This measurement should be constant regardless of the logo size or format.



Positioning

The Syncfusion logo should be positioned in a horizontal format. Do not distort, skew, or scale the logo in a disproportional manner.

Using the Icon

The icon is part of the Syncfusion logo; it should not be used alone, except on rare occasions, and it should never be used out of context. It also stands for the product Essential Studio® and can be used to indicate such.



Logo Misuse

The Syncfusion logo is a representation of the company and a strong symbol. To preserve this identity, do not print the graphic symbol or logotype in any color other than the approved colors indicated in this Style Guide.

- Do not use any other fonts or placements for the tagline; use appropriate backgrounds only.
- Do not use the logo or any part of the logo as a repeated pattern, such as a background or border pattern; do not create new patterns with the graphic part of the logo.
- The logo should never appear over a pattern of any kind.
- Do not rotate the logo or redesign it in any way.
- For clear legibility, do not place the logo on any background that will not provide contrast.



Do not add color to a reversed logo



Insufficient contrast; use reversed black version



Incorrect use of corporate colors



Incorrect use on a patterned background



Do not alter the logotype



Incorrect use of icon

Corporate Colors

The main Syncfusion colors are blue and orange. Blue is the main color; orange is used to highlight the outstanding features all Syncfusion products include and the special characteristics of the applications. These colors should be used only as advised below.

Spot Colors (Pantone® matching system)



Pantone® 281



Pantone® 151

Four-color process colors (CMYK)



C = 100 M = 95 Y = 20 K = 5



C = 0 M = 50 Y = 100 K = 0

On-screen display colors (RGB and Web safe)



R = 51 G = 66 B = 121
33427E



R = 242 G = 144 B = 36
F29024

Typography

The Syncfusion logotype should not be used in any other way except as a logo. For electronic or printed correspondence, the font Verdana is used.

For taglines, slogans, and headlines, use the fonts Futura or Function in the following formats:

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 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

ABCDEFGHIJKLMNOPQRSTUVWXYZabc
defghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQR
STUVWXYZabcdefghijkl
mnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmopqr
stuvwxyz