



# Quick Logo Reference Guide

Logo

## Overview

Our logo is comprised of a bold wordmark placed inside of a cropped background plate. Inside of the plate behind the wordmark is an image of the bounce forward mark.

### Wordmark

The Veeam wordmark is crafted with rounded contours and lowercase letters, signaling modernity and relatability.



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Logo

Bounce Mark

## Overview

### **Bounce Forward Mark**

The logo's Bounce Mark visually embodies the idea of Bounce Forward, and the implementation of a gradient within the Bounce Mark helps further connote the sense of forward momentum. The Bounce Mark is also an integral building block in our system, acting as a graphic device in brand elements such as pictograms, iconography and photography treatments.



# Variations

## Primary Logo

- Includes a wordmark and a bouncemark contained within the plate at 25%
- The primary logo can be used on white or black backgrounds.
- The primary logo should be used whenever possible. The following pages contain rules and secondary logo usages.

## Digital logo small size

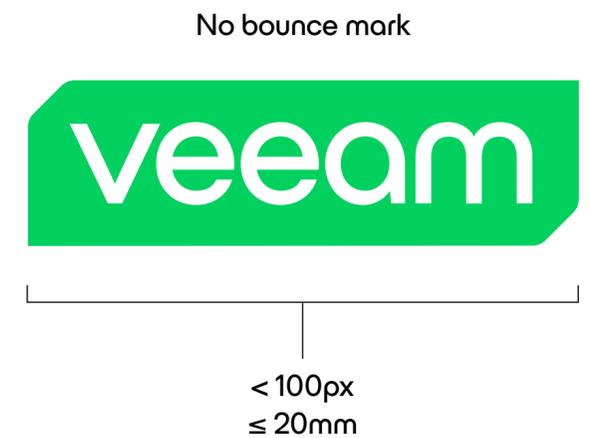
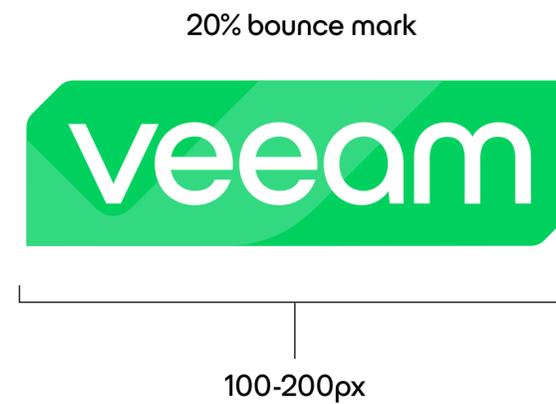
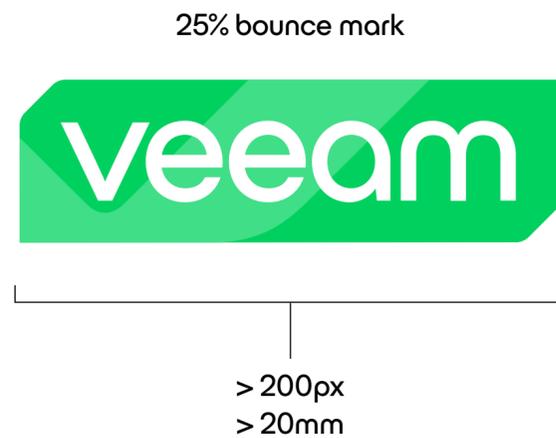
- If logo is represented to be wider than 200px bounce mark inside of logo should be 25% white
- If logo is between 100px – 200px in width the bounce mark should be 20% white
- If logo is below 100px wide – use no bounce mark option

## Physical logo small size

- If logo is smaller or equals 20mm – use no bounce mark option



## Logo size and the bounce mark



Logo

## Variations

- When using the logo on a Viridis background a white stroke should be visible around the outside of logo plate
- If only one spot color is available reference the logos on this page
- If printing the logo in a spot color on any other background color than black, white or green, please consult a design partner for the best solution.
- For logos that equal or smaller 20 mm width a minimum stroke is 0.75pt.

On Viridis



Spot Color on K



Spot Color on white



Spot Color on Viridis



## Do's and Don'ts

The examples on this page show a few things to do and to avoid when using the logo on different backgrounds.

- Use a full-color logo whenever possible, either on a white or black background.
- On our frequently used Viridis background, we always use the one-color reverse (white) logo.
- When using the logo on photographic backgrounds, place the logo on areas of the image that are uncluttered and provide strong contrast.

**Note:** The different color variations of the logo allow it to remain legible against any background, either solid color or photographic.



✓ Do use the full-color positive logo on white backgrounds.



✓ Do use the full-color positive logo on black backgrounds.



✓ Spot colors: use the one-color reverse logo when only spot colors are available. Acceptable treatments: white logo on Viridis background. Viridis logo on white or black background. If any other spot colors are requested contact the brand council.



✓ Do place the logo on simple, uncluttered areas of photos so that the legibility of the logo is not compromised.



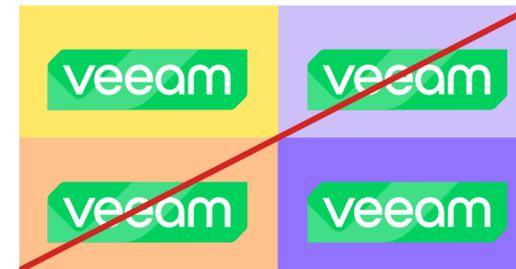
✓ Do place the logo on areas of photos that have strong contrast with all colors of the logo.



✗ Do not place the logo on areas of a photo that don't allow the entire logo to be legible.



✗ Do not change the proportions of any part of the logo.



✗ Do not place the primary logo on tints of any colors in our palette or any of our secondary colors (Sol, Casia, Suma or Electric Azure).



✗ Do not rotate the logo.



✗ Do not subtract letter shapes from the logo.

Logo

## Clear space and sizing

### Clear space

- Clear space is the area around the logo that should be kept free of typography, graphics and any other elements that affect its visibility and legibility.
- For our logo, the minimum clear space on all sides is equal to the graphic of "e," as shown.
- Whenever possible, allow more than the minimum clear space.



Note: There is no minimum size that is appropriate for all media and all reproduction methods. Both screen resolutions and printing quality vary widely. Above all, legibility and clarity of the logo matter the most when reproducing the logo. Always ensure each letterform is distinct, the name is readable and all elements of the logo appear crisp.



# Color basics

## RGB: Additive color model.

Uses light to display color by adding Red (R), Green (G) and Blue (B). Black (K) is absence of light, White (W) is R+G+B light.

RGB is used for any type of screens, LEDs, displays. E.g. web design, video, outdoor LED panels.

Choosing incorrect color model will result in duller image on the screen as the color gamut of RGB is wider than CMYK.

## CMYK: Subtractive color model.

Uses ink to display color by mixing Cyan (C), Magenta (M), Yellow (Y) and Black (K). Black ink was added to save costs on mixing more expensive color inks instead.

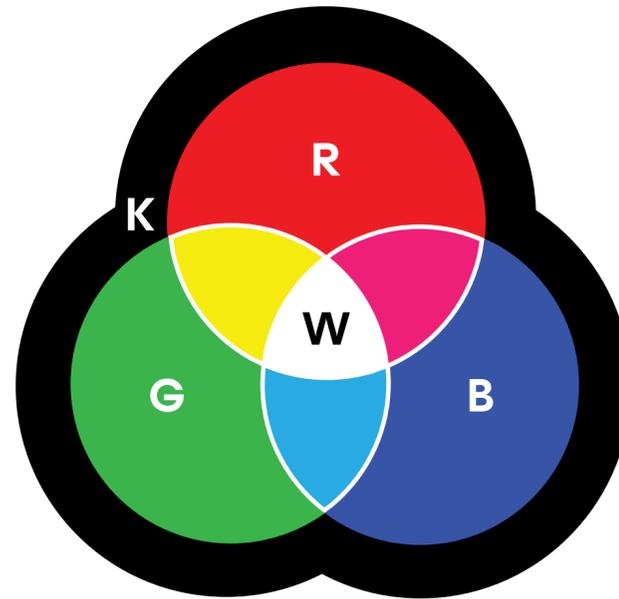
White (W) is absence of ink, paper color.

Green color is created by mixing Cyan (C) + Yellow (Y).

CMYK is used for any printing materials, engraving, embroidery. E.g. flyers, t-shirts, rollups, packaging.

Choosing incorrect color model will deliver unpredictable printing result.

## RGB: Additive color model

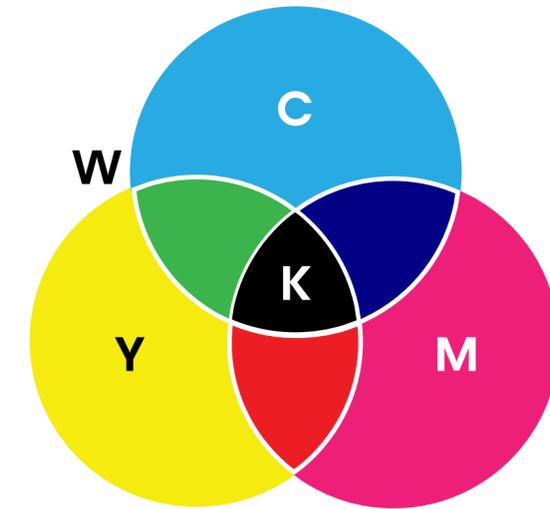


Digital Image



Channel split

## CMYK: Subtractive color model



Print Image



Channel split

# Package structure

You can learn the detailed structure of the Veeam 2024 logo package on this page.

It contains all variations for digital and print usage with the detailed descriptions how these variations should be used.

