

Odin

BRAND
GUIDELINES

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Odin Brand Guidelines

These guidelines contain the basic building blocks of the Odin brand guidelines. Please use them correctly and consistently according to the guidance provided in this document.

General Notes:

- When using “Odin” in text, always use the uppercase “O” followed by the lowercase “din,” with no additional decoration (“Odin”).
- Use only master artwork or electronic files provided at www.odin.com/logosandartwork/.
- If you have any questions regarding the Odin brand or these guidelines, please contact: brand@odin.com.

The Odin Logo

The Odin logo should never be altered, nor stand alone as text or an image without the distinct underlined “O.”

Odin

Clear Space



Always maintain a minimum clear space between the logo and the edge of a page, text, graphic, or other design elements.

X = HEIGHT OF LOWERCASE “n”

Minimum Sizes

Print reproduction
.75 inch or 19 mm wide

Screen reproduction
54 pixels wide

Improper Use of Logo

- Do not “lock up” the logo with words, images, or other logos, except in specific instances approved by Odin.
- Do not warp the logo for any type of visual effect. (Three-dimensional modifications may be exceptions, when aligned to a 3-D space.)
- Do not alter, move, or extend the red accent line under the “O.”
- Do not outline the logo.
- Do not apply colors that are not approved in this guide.
- Do not italicize the logo.
- Do not use an unapproved font to render the logo.
- Do not use a squared off line (line should be subtly rounded).
- Do not place the logo on a patterned background that makes it difficult to read.
- The Odin logo is trademarked, but it does not include the ™ symbol. Do not add ™ to the logo.

Improper Examples

Odin Odin

⓪din ⓪din

Odin **Odin**

Odin Odin
Odin

Logo Color Variations

The Odin logo was originally created in Adobe Illustrator. These vector-based EPS files can be reproduced at any size without compromising quality. Display the Odin logo using the Pantone color whenever possible. (See “Odin Colors” section on page 6 for the approved corporate color palette)

Full Color and 2 Color



Full color version for white backgrounds

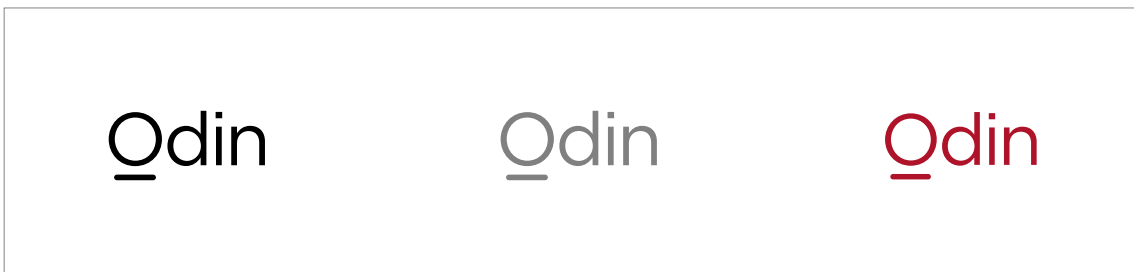


Full color for black/dark backgrounds

1 Color



1 color version for red, black, medium grey or dark backgrounds



1 color version for white backgrounds

Odin Colors

For the best print quality reproduction and worldwide consistency, Odin colors should be printed as solid Pantone colors. If a Pantone color is not available, a 4 color process match may be appropriate.

Primary Color Palette

Pantone 187 C CMYK: 22 100 90 15 RGB: 175 22 44 HEX: #AC162C Do not use tints of 187 C			Pantone Black C CMYK: 0 0 0 100 RGB: 0 0 0 HEX: #000000			Pantone 188 C CMYK: 33 92 73 38 RGB: 121 36 47 HEX: #79242F Do not use tints of 188 C			Pantone Medium Cool Gray 10 C CMYK: 62 52 48 19 RGB: 99 101 106 HEX: #63656A		

Secondary Color Palette

	CMYK: 100 68 4 0 RGB: 0 86 184 HEX: #0056B8 ALL TINTS
	CMYK: 9 56 92 1 RGB: 194 198 201 HEX: #E18533 ALL TINTS
	CMYK: 33 29 35 0 RGB: 176 170 160 HEX: #B0AAAA ALL TINTS
	CMYK: 96 5 15 0 RGB: 0 167 207 HEX: #00A7CF ALL TINTS
	CMYK: 24 17 16 0 RGB: 194 198 201 HEX: #C2C6C9 ALL TINTS

Secondary colors are used primarily for accent colors and should be used sparingly. Exceptions include:

- Charts and graphs where color variation is needed for clarity of information.
- Website buttons that use gradients (for example, a gradient from dark blue to light teal/blue)

Approved Typefaces and Font Options

The Gotham family is the Odin corporate font because of its legibility and range of weights. In cases where Gotham is not available, please contact brand@odin.com for guidance.

For online use where Gotham web fonts are not available, revert to web safe "Verdana".

Web usage: *font-family: "Gotham SSm A","Gotham SSm B",Verdana,Arial,sans-serif;*

Font Family and Weights

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;'"&!?\$%

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;'"&!?\$%

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;'"&!?\$%

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;'"&!?\$%

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;'"&!?\$%

Odin Trademarks

Odin, Odin Service Automation, and the Odin logo are trademarked.

Odin Logo

- The Odin logo is trademarked, but it does not include the ™ symbol.
- Do not add ™ to the logo. Use only electronic files of Odin logo from www.odin.com/logosandartwork.

Odin Company Name

- When the Odin company name is used in body copy, the ™ trademark symbol is required in the first occurrence.
- All subsequent references may omit the ™ symbol.
- Do not use Odin in the plural or possessive form.

Odin Product Name

- When Odin Service Automation is used in body copy, the ™ trademark symbol is required in the first occurrence.
- All subsequent references may omit the ™ symbol.
- Do not use Odin Service Automation in the possessive form.
- Do not shorten, abbreviate, or create acronyms out of any Odin trademark.

ODIN PRODUCT NAMES

Full Name (preferred use and required for first mention)	Abbreviated (may be used on subsequent references)
Odin Service Automation	Service Automation
Odin Business Automation Standard	Business Automation Standard
Odin Web Business Builder powered by Yola	Web Business Builder

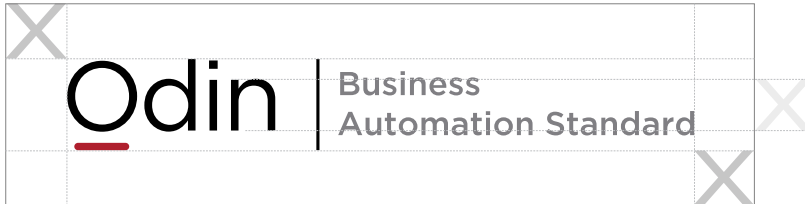
PRODUCT NAME USAGE

All Odin products should be referred to by their full name on the first mention on each page or communication. Subsequent references can be shortened as shown.

Product Brands

Product brands are secondary to the Odin brand. The product brands do not have individual logos, but use typeset product names (in Gotham) that are locked up with the Odin logo. The Odin logo comes first, then the product name, and the two elements are separated by a vertical line. These “product lock-ups” are available for download at www.odin.com/logosandartwork.

Product Lock-up



X = Height of lowercase “n”

Product Brands

PROPER USE

Odin | Service Automation

Odin | Business Automation Standard

Odin | Plesk Automation

Odin | Web Business Builder

IMPROPER USE

Odin Business Automation Standard

Odin
Business Automation Standard

Odin
Business Automation Standard

Odin | Business Automation Standard

O | Business Automation Standard

Odin | BAS

About Odin

Odin—an Ingram Micro Company—provides the software that powers the cloud ecosystem, from small and local hosters to some of the world’s largest telecommunications providers. By partnering with Odin, service providers gain access to industry expertise, a catalog of the most in-demand cloud applications, and the most comprehensive selection of software including web server management, server virtualization, provisioning, and billing automation. With offices in 15 countries, Odin supports more than 10,000 service providers in delivering applications and cloud services to more than 10 million SMBs.

For more information, visit www.odin.com.