



Our brand; the guidelines.

This guide gives a simple overview of how our brand should (and shouldn't) be used, both in digital and in print.

The S2 typeface.

We use four fonts.

Three off-the-shelf fonts, which are used in all our outbound marketing materials, and one slightly customised version (used only in the Software2 logo).

Used for main headings

Proxima Nova Condensed (Black)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Used for sub-headings

Proxima Nova Condensed (Extrabold)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Used for paragraph text

Proxima Nova (Light)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Please note:

We use the 'alternative' version of the above fonts; the main difference being a simplified 'a' (rather than an 'a') and a curved 'l' (rather than an 'l').

The S2 colours.

We have two main colours (plus white)

Alongside our primary logo colours, each of our products have their own specific colours - see the product section of this guide for more info.

Software2 Blue
Pantone 2175 C

CMYK 99 47 0 0
RGB 0 106 198
HEX/HTML 006AC6

Software2 Black
Pantone Black C

CMYK 63 62 59 94
RGB 45 41 38
HEX/HTML 2D2926

Software2 Grey
Pantone 7545 U

CMYK 56 47 36 5
RGB 120 131 142
HEX/HTML 78838E

Other colours...

We use these colours for some of our product features and also in some of our marketing materials, including in infographics, icons, print ads and web images.

CMYK 0 25 86 0
RGB 250 175 63
HEX/HTML FAAF3F
PANTONE 129 U

CMYK 65 0 3 0
RGB 72 184 231
HEX/HTML 48B8E7
PANTONE 2985 U

CMYK 0 81 54 0
RGB 241 80 96
HEX/HTML F15060
PANTONE 185 U

CMYK 72 0 73 0
RGB 39 167 112
HEX/HTML 27A770
PANTONE 7482 U

CMYK 0 43 91 0
RGB 255 136 62
HEX/HTML FF883E
PANTONE 151 U

CMYK 18 54 0 0
RGB 206 112 204
HEX/HTML CE70CC
PANTONE 252 U

The S2 logos and wordmark.

As well as our main company logo our individual products have their own visual identity.

Software2 must always be written just like that. There's no spacing between any parts of the word, and other than the first letter (the S) nothing should be capitalised.



Please, **NEVER EVER** use a blue variant of our logo on a black background.



The same goes for using a black logo on a blue background - blue should **only** be used on white.

Product features.

The visual identity of the S2Hub and all of its features, using the colours listed in this guide's previous section. (see more info on the following pages)



Software2 extras.

Our added services can be seen as brands in their own right, sitting neatly under the main S2 brand. (see more info on the following pages)



Cube; the S2 shape.

The shape used in our logo can also be used across other visual elements.

As well as being used in the main S2 logo, our shape - with 3 rounded edges and a square corner in the lower left - can also be used to reinforce the brand elsewhere.

*To make the shape, the ratio of the length of the sides to the rounded corners is 5:1. So when the side length is 160px, the corners would be rounded by 32px (exc. the lower left corner)

The S2 shape.

Our shape is made up of a perfect square with 3 rounded corners. The lower left corner of the shape remains unchanged. The precise ratio of rounded corners to shape size must be preserved at all times (see left).

The variant that includes 'S2' is made up of a customised font and can be used with or without the Software2 wordmark, wherever it's appropriate.



This 'outlined' version should **only** be used in cases where one of the first two can't. e.g. company clothing like t-shirts.



1st choice (preferred) layout ...



2nd choice layout ...



Social media.

The social media icons below (using the S2 shape) can be used to link to our main accounts (LinkedIn, YouTube and Twitter) as well as our Facebook, Vimeo and Google+ accounts.



AppsAnywhere.

Our awesome app virtualisation and deployment solution comes with its own branding.

AppsAnywhere is powered by S2Hub, which is reflected in its logo; a uniquely-shaped cloud made up of three S2 Cubes, one for each of the solution's main components, all encompassed by the S2Hub.

Welcome to AppsAnywhere.

AppsAnywhere should always be written without a space between the two words, with a capital letter for both 'Apps' and 'Anywhere'. It's powered by S2Hub (next page).

Whenever referred to, it must always be called 'AppsAnywhere' and never 'ApplicationsAnywhere'. It provides access to apps (not applications) from wherever the user is.

The logo features two parts:

1. The wordmark - written in our customised font (a version of 'Proxima Nova Condensed Extrabold'), using the colour Software2 Black (see page 3 for details).
2. The imagery - made up of the colours of S2Hub along with its different components, arranged to look like a cloud using the main S2 shape.



in greyscale ...



Please **DON'T** use the AppsAnywhere logo on a background colour other than white. The full colour version should be used where possible.

2nd choice layout ...



Product design.

Our products have their own basic yet distinct badge-like brand, which inherits most of its characteristics from our company's brand.

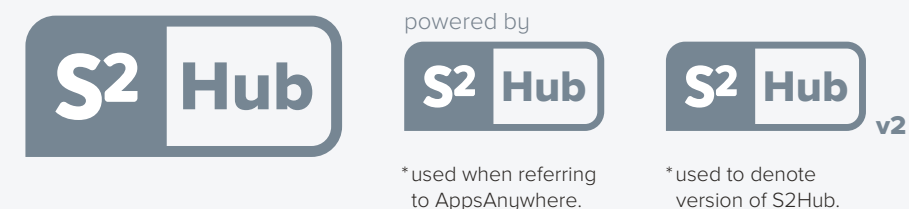
S2Hub - the engine that powers AppsAnywhere.

Always written without a space and with a capital letter for both the S and the H, S2Hub has its own stamp-like mark and colour. *It should never be referred to as 'The S2Hub'.*

As well as this, the individual features and components of S2Hub have their own colour, whilst encompassed by the same recognisable shape as S2Hub (which also reflects the 3-rounded-corner shape of the main S2 logo).

All of these designs inherit their font from the family used for the main Software2 branding; Proxima Nova. In this instance, all of S2Hub's branding uses **Proxima Nova Extrabold**.

The product:



And its components:



Written as 'S2 Dashboard', this is the backend admin part of S2Hub, which delivers a wealth of statistics and software licensing reports.



Written as 'S2 Library', this is a library of open-source apps, ready to use with tS2Hub. All pre-packaged by the Software2 support team.

HEX/HTML
78838E

HEX/HTML
FAAF3F

HEX/HTML
27A770

Service design.

Alongside our products sit our services, which are all branded in their own right, too.

Our services.

How we do what we do is a big part of Software2. That's why we've given our services their own visual identity, each a variation (yet continuation) of the main Software2 brand.

Because our services apply not to a specific product but to everything we do, they're all given our main blue as their colour, alongside the recognisable S2 shape.

These services all fall under the category of the **Software2 Community**, which includes our resource-rich support forum and our customer-focused 'best practice' events (User Days).



Community



User Days



Packaging



Recipes