liquidware™

Brand Identity and Style Guide

A Complete Guide To Terms of Use and
Corporate Style for Liquidware Brand Assets
Updated: Summer 2023

Purpose of Brand Identity & Style Guide

The Liquidware Brand Identity and Style Guide has been developed to provide guidance regarding the use of Liquidware corporate brand (logos, taglines, product names, services and program names) and the graphics and images that support the corporate brand. The standards outlined in this style guide are intended to establish the legal and approved use of Liquidware brand elements both internally and by outside agencies that need to utilize the brand for marketing purposes.

Please read these terms of use ("Terms") carefully before using trademarks and other brand assets of Liquidware. Through receipt of this guidebook, you acknowledge that you have read, understood and agree to be bound by these terms and to comply with all applicable laws and regulations, including United States export and re-export control laws and regulations, diversion contrary to United States export laws is prohibited. If you do not agree to these terms, you are not authorized to use Liquidware brand assets.

Liquidware reserves the right to change these terms from time to time, without notice, in its sole and absolute discretion. Additional or different Terms, conditions and notices may apply to specific materials, information, products, software or services offered through the Liquidware websites. In the event of any conflict, such additional or different terms, conditions and notices will prevail over these Terms. Please see the applicable agreement or notice.

Use of Software

To the extent that Liquidware provides for the download of proprietary Liquidware software or open-source software ("Software") from Liquidware's website ("Websites") such Software is protected by the applicable copyright, patent or other intellectual property rights of either Liquidware, Inc. or the third-party licensor. Any use of the Software is subject to the terms of the applicable end-user or open-source license agreement.

All evaluation software is provided "AS IS" for evaluation and internal use only. You may not use evaluation Software for commercial, development or production purposes. In addition, evaluation Software may be time-disabled and may cease to operate after a period of time.

Anti-Piracy/License Compliance

Liquidware protects its technology vigilantly and permits others to use it by virtue of license agreements. The use or distribution of Liquidware software without permission from Liquidware is software piracy. Liquidware Labs, Inc. distributes and sells its product through a worldwide channel network of distributors and resellers. Liquidware does not distribute or sell its product through unauthorized channels such as auctions, peer-to-peer networking, or through illegal download sites offering key or serial number generators. If you are contemplating or have obtained Liquidware software through one of these avenues, you likely will find yourself with pirated software.

Please contact Liquidware for assistance with your own or another's unauthorized use of Liquidware software.

Following these standards will help us all realize the immense marketing value of the Liquidware identity, and at the same time, will guide you in protecting one of our most valuable assets, the Liquidware brand identity.

If additional questions come up regarding the information provided on the following pages or any other information is needed, or not addressed in this guide, please contact:

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Trademarks

Liquidware, Inc. reserves all rights to its trademarks, service marks and logos, which together with the trademarks, service marks and logos of subsidiaries of Liquidware, Inc. will be collectively referred to as "Liquidware Marks."

The Liquidware Marks are highly valued intellectual property, and therefore Liquidware will take the necessary steps to guard against dilution and the use of third-party marks which are confusingly similar to Liquidware Marks or which are likely to cause confusion with Liquidware Marks.

Liquidware Marketing is the only authorized entity within Liquidware to approve use of Liquidware Brand Assets. No employee or other representative of Liquidware is authorized to grant permission to use Liquidware Marks or to provide guidance in their use. Thus, any promise or other representation with respect to Liquidware Marks by a Liquidware employee in the absence of a formal written agreement from Liquidware Marketing cannot be relied upon.

In the United States, Liquidware Marks should be designated by the symbol "™".

Linking to Liquidware Websites

Linking to the Liquidware Websites by Strategic Alliance partners, Acceler8 partners or other Liquidware channel partners is pre-approved provided there is a signed contract and the partnership is in good standing. Any other links from other agencies must be approved in writing by Liquidware.

Copyright Materials

Except where otherwise specified, the contents of the Liquidware Websites are copyright: © 2009-2023 Liquidware, Inc., 3600 Mansell Road, Suite 200, Alpharetta, GA 30022, USA. All rights reserved.

The contents of the Liquidware Websites are subject to protection under U.S. and foreign copyright laws. You may not copy, reuse, distort, appropriate or distribute any portion of the Liquidware Branded Assets, including brochures, websites, photographs, images, diagrams, videos, websites, blog materials, logos, product names, graphic treatments, taglines, themes, advertising, etc. except upon specific request to and with specific written permission from Liquidware Marketing.

Liquidware Logos Terms of Use

The official logotype uses the Liquidware name only (does not include the "Labs" or "Inc.") and it is rendered in stylized format. The Liquidware "drop" accents the lettering off of the descender of the letter "q". That is the only appropriate place for the drop and should not be placed anywhere else (above, below or to the right), nor should it be rendered in any other color than the official color assigned to the logo. Also, as the name Liquidware is trademarked, the ™ symbol must appear in the logo. However, it is not a registered trademark, so do not use the ®, nor should the ™ be enclosed in a circle.

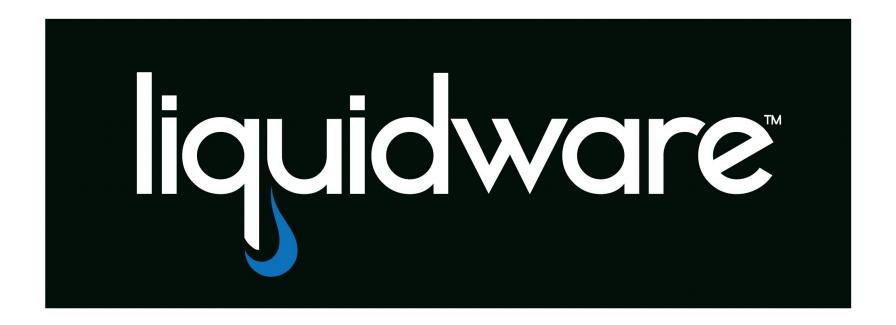Below is the official Liquidware logo.

Please note the appropriate proportions of the drops to the type font size. These are the proportions that should be kept when rendering the logo on all materials, including when screened onto fabric. For embroidery, please request the embroidery file from the Liquidware Marketing Department.

Liquidware Logo: Acceptable Background Treatments

The color Liquidware, for the most part, will be rendered only on a white or black background to ensure that the colors used appear "true." Exceptions may be made in very rare cases, but must be run by the Liquidware Marketing Department for approval in advance. A sample of the Liquidware logo on a black background is shown below.

On occasion, the Liquidware logo will need to be rendered without color. The only acceptable versions are solid black or solid white (reversed out) as shown below. All other variations must be approved by the Liquidware Marketing Department.

When the logo is reversed out — it should only be white. It cannot be against a color background, but the logo itself should not be rendered in a solid color (for example all green against a blue background.) No exceptions.

Again, the drops are to the left of the logo. The proportions are the same as with the color logo. Any questions about how to use or display the logo — particularly with regard to its use by outside agencies, including partners — should be referred back to the Liquidware Marketing Dept.

Liquidware Logotype: Unauthorized Treatments

The drops have appeared occasionally as a stand-alone element in Liquidware promotional materials. Only the Liquidware Marketing Department can make a decision as to when and how to use the drops as a stand-alone graphical element. Partners are not allowed to use the drops alone in any situation. They may only use official Liquidware logos, provided by the Liquidware Marketing Department. If there are any questions, consult the Liquidware Marketing Department.

Here are some examples of incorrect ways to render the logo. The technical term for incorrectly displaying the logo — referred to as "corrupting" it. Although it may seem harmless to add or subtract elements, when you do so, it reduces the legal standing and ownership of Liquidware logo and allows others, including competitors, to infringe on its use.

Basically, any approach to render the logo in any other ways than the official logos (color, black & white) should be questioned. If you need guidance, please contact the Liquidware Marketing Department.

Liquidware Product Logotype: Terms of Use

Most of Liquidware's product names are trademarked and must be rendered in Roboto Slab Regular in all stylized treatments of names on materials when used as a logo.

All product names in copy should follow the same capitalization as they are listed below:

ProfileUnity™	ProfileDisk™	Stratusphere™ Adapter
ProfileUnity™	FlexApp™	Cloud Login Analysis™
FlexApp™	FlexApp™ One	CommandCTRL™
ProfileUnity™	Stratusphere™	Essentials™
FlexDisk™	Stratusphere™ UX	Essentials Suite™
FlexDisk™	Stratusphere™ FIT	

The product names should be rendered consistently as they are depicted in the proceeding section for most products.

Liquidware Company Name Terms of Use

The name of the company is Liquidware Labs, Inc. This is the official name, but in all promotional materials the name Liquidware should be used. The name Liquidware should also be used in front of each product name the first time a product is named in a document. The first mention of the company name should also include the ™ symbol. Subsequent references to Liquidware in the same document can drop the ™ symbol.

Liquidware Tagline and Themes Terms of Use

The current tagline for Liquidware is "Digital Workspace Management" and can be seen in its treatment below.

Liquidware Copyright

The following is an all-inclusive version of the copyright notation. All Liquidware materials will include a version of the following depending on what content is in the document. Please check with the Liquidware Marketing Dept. if you have any questions about how to appropriately reflect the copyright.

Liquidware Presentations

Presentations are an important component of the Liquidware marketing approach and should definitely portray a consistent look and feel for the company. A template exists for Liquidware presentations. This is the official PowerPoint template for Liquidware and should be used as the basis for all presentations. No other template should be used.

For all presentations that have custom graphic elements, please seek approval from the Liquidware Marketing Department.

Liquidware Approved Color Palate

The official color palate for the Liquidware Labs brand is listed below. For convenience, CMYK, RGB, HEX and PANTONE® values are listed for each swatch.

Color	Pantone	CMYK	RGB	HEX
	425	0-0-0-75	99-100-103	#636467
	2935C	100-50-0-0	11-114-186	#0B72BA
	Process Black	0-0-0-100	0-0-0	#000000
	—	0-0-0-0	255-255-255	#FFFFFF

Liquidware Approved Font and Copy Styles

The standard format for body copy in Liquidware materials should be set in Roboto or Arial typeface and should have a single space between sentences. On occasion, other fonts are utilized as part of an artistic rendering, however that is at the sole discretion of the Liquidware Marketing Department.
Below is a list of accepted fonts for use in Liquidware materials:

> Roboto Light
> **Roboto Regular**
> Roboto Slab
> Arial

When writing copy for Liquidware materials, please follow Associated Press (AP) Style, as this is the official style for all Liquidware materials.

Liquidware Trademarks

Below is a current list of all Liquidware trademarked assets. If you have any questions about whether or not a Liquidware solution or offering name is trademarked and requires notation, please check the online Liquidware Branding and Trademark Guide or check with the Liquidware Marketing Department.

- Stratusphere
- Stratusphere Adapter
- Stratusphere FIT
- Stratusphere UX
- Connector ID
- VDI FIT
- VDI UX
- Stratusphere Server FIT with Host Designer
- ProfileUnity

- ProfileUnity FlexApp
- ProfileUnity FlexDisk
- ProfileDisk
- ProfileBridge
- PackageOnce
- FlexApp
- FlexApp One
- FastPackaging
- CommandCTRL

- Flex-IO
- FlexDisk
- AutoPilot
- Acceler8
- Transforming the Desktop
- Adaptive Workspace Management
- Digital Workspace Management
- Delivering Happy Users
- Cloud Login Analysis