



**DATA AVAILABILITY  
FOR THE NEXT CENTURY**

# CI Manual



## INTRODUCTION

This document has been created to assist you in the correct representation of all NovaStor name, logos, trademarks. It is imperative that all NovaStor employees and their representatives follow the guidelines. If you have any questions regarding these guidelines or cannot find a particular situation represented in these guidelines, please contact the NovaStor Marketing department.

## PRODUCTS

NovaStor has trademarked several product names over the years. If a product name has achieved a "Registered Trademark" status, the symbol of ® should be used after the product name. If we have not completed the legal filing for a product name, then the symbol ™ should be used after the product name to indicate to the world that we are claiming a market ownership of that name. When using a product name, please strictly adhere to the correct spelling and capitalization.

NovaNET™

NovaNet-WEB™

NovaBACKUP®

HiBack ixT®

HiFreezer™

NovaXchange™

Fast BIT®

Instant Recovery™



## LOGO



### 4-colour scale (CMYK) on light background

**Blue:**

74% Cyan / 11% Magenta / 11% Yellow / 0% Black

**Green:**

24% Cyan / 5 % Magenta / 96% Yellow / 0% Black

**Red:**

0% Cyan / 99% Magenta / 95% Yellow / 0% Black

**Yellow:**

1% Cyan / 22% Magenta / 92% Yellow / 0% Black

**Black:**

100% Black



### 4-colour scale (CMYK) on dark background

**Blue:**

74% Cyan / 11% Magenta / 11% Yellow / 0% Black

**Green:**

24% Cyan / 5 % Magenta / 96% Yellow / 0% Black

**Red:**

0% Cyan / 99% Magenta / 95% Yellow / 0% Black

**Yellow:**

1% Cyan / 22% Magenta / 92% Yellow / 0% Black

**Black:**

100% Black



### 5-colour Pantone on light background

**Blue:** Pantone 2985

**Green:** Pantone 382

**Red:** Pantone 485

**Yellow:** Pantone 122

**Black:** 100% Black



### 5-colour Pantone on dark background

**Blue:** Pantone 2985

**Green:** Pantone 382

**Red:** Pantone 485

**Yellow:** Pantone 122

**Black:** 100% Black



## COLOURS

### Scale (CMYK)

**Blue:**

74% Cyan / 11% Magenta / 11% Yellow / 0% Black

**Green:**

24% Cyan / 5 % Magenta / 96% Yellow / 0% Black

**Red:**

0% Cyan / 99% Magenta / 95% Yellow / 0% Black

**Yellow:**

1% Cyan / 22% Magenta / 92% Yellow / 0% Black

**Black:**

100% Black

### Pantone

**Blue:**

Pantone 2985

**Green:**

Pantone 382

**Red:**

Pantone 485

**Yellow:**

Pantone 122

**Black:**

100% Black

### RGB

**Blue:**

R27 G149 B188

**Green:**

R155 G189 B32

**Red:**

R246 G32 B12

**Yellow:**

R250 G198 B16



## FONTS

### Logo font

Bank Gothic Medium

### NovaStor's correspondence fonts

#### Headline font

Aril Bold 14 point SmallCaps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

#### Subheading

Arial Bold 10 point

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

#### Body text

Arial 10 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



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