



The Kaseya brand is one of the company's most valuable assets. Building and protecting the Kaseya brand by adhering to our standards is everyone's job.



## The Kaseya Logo

Recognition and brand awareness begins with the Kaseya logo. It is our company's primary identifier. Consistent use of this branding cornerstone reinforces our visual identity among our audiences. Our primary logo lockup consists of the K symbol and the Kaseya logotype as shown below. The arrangement and relationship of the K symbol and the Kaseya logotype should always be used as shown here.

Artwork for all acceptable variations is available in all common file types in the Kaseya Graphic Assets library.



## Usage of Kaseya Logo

Follow this guide when using the Kaseya logo on different background colors or when use of corporate blue color is unavailable.

All variations below are available in the Kaseya Graphic Assets library in file formats for use in print and web.

### Full Color logo on white background

For most applications that are able to utilize the logo in full color, this example will be applied.

Kaseya logotype is in black and the "K symbol" is in corporate blue.



### Full Color logo on light colored background

When applying the full color logo to a light colored background, make certain the "K" remains white.



### Full Color logo on black or dark colored background

Kaseya logotype is white. "K symbol" is corporate blue with "K" remaining white.



### Black logo on white background

All elements of the logo are in black.



### Black logo on light colored background

All elements of the logo are in black but make certain the "K" remains white.



### White logo on black background

All elements of the logo are in white.



## Incorrect logo usage

Please ensure that you only use original artwork which is available from the Kaseya asset library. Do not change, distort and add to any part of the logos. The logo may not be altered in any way. In order to ensure the integrity of our brand communications the Kaseya logo has to be used consistently and correctly. These examples show what not to do with our logo.

### Make certain "K" is white

When using the logo on a colored background, make sure that the "K" is white and not the background color.



### Use correct logo colors

Do not use non-Kaseya colors or use Kaseya colors in ways other than specified. Use art files as provided.



### Do not distort logo

Use art files as provided. Do not distort.



### Don't place logo at an angle

Logo should always be used with a level baseline.



## Usage of Kaseya SaaS Product Logos

Use this as a guideline when using Kaseya product logos. For usage on different background colors or when use of corporate blue color is unavailable please refer to page 3 of this guide.

Logo art is available in the Kaseya Graphic Assets library in file formats for use in print and web.

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### Kaseya logo/Product logo lockup

Size relationship between Kaseya logo and product logo should be as shown.

Follow this guide and use supplied art to maintain consistency.



### Product logo alone

Product logos may be used without Kaseya logo.



## The Kaseya “K Symbol”

The “K Symbol” may be utilized separate from the logotype as a graphic element to add interest to backgrounds on collateral, tradeshow applications and advertising. It is always to be used as a percentage tint of the Kaseya corporate blue. When used as a separate element from the logo, it does not contain a ® or TM mark. Like the logo it should never be stretched horizontally or vertically, skewed or distorted or placed on an angle.

Art files for use in all media are available in the Kaseya Graphics Assets Library.

### Kaseya “K Symbol” in 10% corporate blue

For use on a white background.



### Kaseya “K Symbol” in 80% corporate blue

For use on corporate blue background.



## The Kaseya color palette

Building strong color equity for the Kaseya Global brand strengthens brand awareness. Consistent and repetitive use of color makes our communications more recognizable against the competition. The Kaseya color palette conveys a credible, corporate look that enhances the brand's strong, crisp and technical qualities. The consistent use of this set of colors will increase global recognition of the Kaseya identity.

Different mediums will affect the color choices available. Choose the appropriate color specification based on media and usage. For 4-color print applications such as advertising and collateral, you will use colors from the CMYK set. For identity and other projects that require spot color inks, you will use colors from the Pantone® set. For web media you will be specifying colors from the RGB set.

The four colors of the Kaseya palette work in harmony to effectively communicate the Kaseya brand identity. The three primary colors: Blue, Black and Grey, carry most of the weight while the accent color Green is used to call attention to specific elements. See examples provided in this guide.

### Primary Colors



#### Kaseya Blue

**Pantone** PMS #301

**RGB** 0, 114, 188

**CMYK** 100, 50, 0, 0

**HSB** 204, 100, 74

**Hexidecimal** 0072bc



#### Kaseya Black

**Pantone** Process Black

**RGB** 0, 0, 0

**CMYK** 0, 0, 0, 100

**“Rich Black” option**

When appropriate, it is recommended to print a rich black or 4-color black instead of just black ink. Please consult your printer for advice.

**HSB** 0, 0, 0

**Hexidecimal** 000000



#### Kaseya Grey

**Pantone** PMS Warm Grey 5

**RGB** 193, 192, 192

**CMYK** 5, 5, 5, 22

**HSB** 343, 1, 76

**Hexidecimal** c1c0c0

### Accent Color



#### Kaseya Green

**Pantone** PMS #375

**RGB** 138, 198, 64

**CMYK** 51, 00, 100, 0

**HSB** 87, 68, 78

**Hexidecimal** 8ac640

## Font usage

Type, when used carefully and consistently can be a powerful tool in the branding effort. Chosen for its simplicity and readability, the contemporary Frutiger family of typefaces has been chosen for use in all marketing applications. Effective communications make information more accessible. The reader should sense structure immediately. Frutiger has many weights available but primarily we utilize the three condensed weights for print materials and three non-condensed weights for web applications. Where the use of Frutiger is unavailable, such as in e-mail or html, the font Arial should be selected.

In addition, italics can be utilized for captions, quotes and other situations where information needs to be highlighted or set apart.

### Frutiger Font Family

Regular condensed weight is used for most body copy in printed material.

#### Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold condensed weight is used for headlines, titles, subheads, etc.

#### Frutiger 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Extra bold condensed weight is used for headlines, titles, subheads, etc.

#### Frutiger 77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular weight non-condensed is used for web body copy

#### Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold weight non-condensed is used for web headlines, titles, subheads, etc.

#### Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Extra bold weight non-condensed is used for web headlines, titles, subheads, etc.

#### Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## The Kaseya design elements

In order to reinforce the Kaseya brand identity, consistent use of these design elements where appropriate, is key. Templates and art files that are available in the Kaseya Graphic Assets library should be used when possible. As the use of these elements leaves much room for variation and interpretation, please don't hesitate to contact the brand manager for design direction and assistance with your project.

### Corporate Blue Bar

Used to bring in the corporate blue and can be used as an area to place title copy

### Kaseya "Grid"

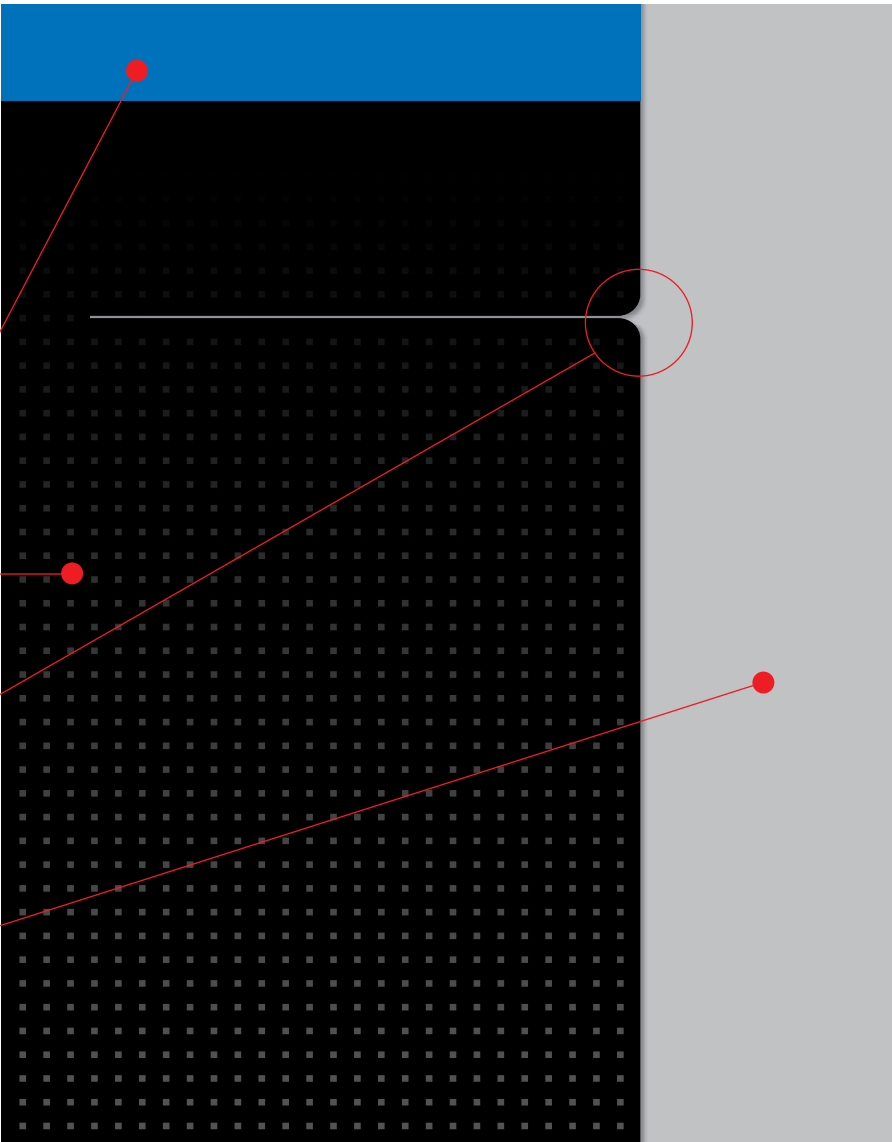
To be used as a background and always in shades of black as shown.

### Kaseya "Curves"

Used as a device to separate information, this element can be used in a variety of ways as shown in the examples included in this guide.

### Corporate Grey Panel

Used to bring in the corporate grey and is often used for copy that is separate from main body copy.



## Example applications

**Kaseya Corporate Overview**

Kaseya, founded in 2000, is revolutionizing the way IT services are automated. Used by IT solution providers, and public and private sector IT organizations, Kaseya's IT automation framework provides an integrated, proactive and secure web-based platform that allows IT Professionals to reduce the complexity associated with systems management and increase productivity by automating and securely managing distributed IT infrastructures.

**Kaseya's Mission**

Our mission is to provide best practice IT automation software to IT organizations throughout the world. Our vision is to revolutionize the way IT services are automated. We will continue to invest in research and development to create the most powerful IT automation software available. We will continue to invest in research and development to create the most powerful IT automation software available. We will continue to invest in research and development to create the most powerful IT automation software available.

**Kaseya's Values**

- Customer Success
- Integrity
- Teamwork
- Innovation
- Excellence

**Kaseya's Services**

- Managed IT Services
- Managed Network Services
- Managed Security Services
- Managed Backup and Disaster Recovery Services
- Managed Cloud Services
- Managed Compliance Services
- Managed Helpdesk Services
- Managed Remote Monitoring and Management Services

**Kaseya's Products**

- Kaseya Backup and Disaster Recovery (BDR)
- Kaseya Managed IT Services (MITS)
- Kaseya Managed Network Services (MNS)
- Kaseya Managed Security Services (MSS)
- Kaseya Managed Cloud Services (MCS)
- Kaseya Managed Compliance Services (MCS)
- Kaseya Managed Helpdesk Services (MHS)
- Kaseya Managed Remote Monitoring and Management Services (MRMM)

**Kaseya's Contact Information**

Head Office: 10000 Kaseya Drive, Suite 100, Dallas, Texas 75243  
Phone: 972.444.1234  
Email: [info@kaseya.com](mailto:info@kaseya.com)  
Website: [www.kaseya.com](http://www.kaseya.com)

Corporate Overview

**Kaseya Product Brief**

**Kaseya Backup and Disaster Recovery - BDR**

Ensure business continuity through reliable, uniform, data protection and disaster recovery.

Kaseya Backup and Disaster Recovery (BDR) provides full management of backup, distribution, and recovery. Kaseya BDR ensures that your data is protected and recoverable. Kaseya BDR provides a single point of control for all your backup and disaster recovery needs. Kaseya BDR provides a single point of control for all your backup and disaster recovery needs.

**Kaseya BDR provides:**

- Reliable and secure backup
- Efficient backup cycles
- Complete recovery in under one hour
- Fully automated backup and disaster recovery

**Key Benefits:**

- Complete recovery in under one hour
- Efficient backup cycles
- Reliable and secure backup
- Fully automated backup and disaster recovery

**Kaseya BDR Contact Information**

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Website: [www.kaseya.com](http://www.kaseya.com)

Product Brief

**The global standard for IT automation tools and services.**

**Kaseya**

Pocket Folder Cover

**Kaseya**

**The Global Standard for IT Automation Tools and Services**

**Kaseya**

A global provider of IT automation software for IT solution providers and public and private sector IT organizations. Kaseya's IT automation platform provides a unified set of tools that proactively monitor, manage and control IT assets remotely, easily and efficiently from one integrated web-based platform.

Trade Show Booth Panels

## Contact us

For any questions or variance decisions, please contact the brand manager:

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