



# arcserve®

BRAND GUIDELINES 2022





## HOW TO USE THE GUIDELINES

These guidelines break down the fundamental components of the Arcserve brand, providing clear and comprehensive direction for creating a unified presence across all of our communications.

Please use them as your starting point for any visual or verbal expression of our brand.

**This guide shows how the Arcserve®  
brand comes to life through language  
and design. The goal is to give you  
the tools to create a consistent look and  
feel across all channels and audiences.**





## Our Brand

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# Our Brand

## CORE ATTRIBUTES

The core brand attributes identify the reasons to believe. These are our unique corporate differentiators.

### **Experience: We're The Company Of Firsts**

Established in 1983, Arcserve is the most experienced provider of backup and disaster recovery solutions in the world. Since then, we've consistently introduced solutions not previously found in our market; those solutions are proven in decades not days.

### **Innovation: We Protect More Than Data**

Our roots in innovation run deep, going far beyond traditional backup by offering a whole business approach to data protection. Our fully integrated solution protects the time, money, and productivity of our users by removing the cost and complexity of backing up and restoring critical business data.



BRAND PROMISE

Our brand promise goes beyond “What we do” and “How we do it”. It tells the “Why”. Arcserve Helps businesses protect what’s priceless.

— Arcserve provides exceptional solutions to protect the priceless digital assets (Purpose) of mid-sized and enterprise businesses (Audience) in need of full scale, comprehensive data protection – because only Arcserve has the experience and proven innovation to solve for any data protection need (Core Attributes). We provide confidence and peace of mind with intelligent, secure, and reliable data management.



## CORPORATE IDENTITY

A corporate identity is the articulation of who we are as an organization, what we aspire to be, and the values we stand by.

### Vision

Arcserve drives industry forward through exceptional solutions that protect the valuable data of mid-sized and enterprise businesses.

### Mission

For businesses looking for comprehensive, high quality data protection solutions, Arcserve offers a full spectrum of robust solutions delivered with the hallmarks of simplicity and backed by superior customer service.

### Principles

Put our employees first. Relentlessly pursue partner success. Exude innovation. Take ownership. Promote teamwork. Value collaboration. Act with integrity. Strive for excellence. Give back. Celebrate success.



- **Customer centricity.** We are nothing without our customers. Everything we do is with the explicit intention of delighting our customers.
- **Results matter.** Everything we do has to have a purpose, be measurable, be aligned to a business metric, and deliver against our objectives.
- **We deliver what we promise.** We have made bold statements to our market. We have promised our customers the best in data management and protection. Trust is given. We expect and believe that everyone will perform. We have to deliver on this. Our success depends on it.
- **We act with Integrity.** As both individuals and as an organization, we succeed by asking for help, striving for constant improvement, and by doing the right thing.
- **We are one team.** We collaborate, trust and challenge the process, not the person. We work together for continuous organizational and personal improvement. We are stronger as a team.



# Unified Data Resilience Solutions

Arcserve offers market-leading and best-in-class Unified Data Resilience Solutions for MSPs and VARs that serve SMBs, and mid-size enterprise customers. Cloud-focused and easy to use, we provide a superior partner/customer experience.

## **Made for Cloud**

- SaaS, with a focus on Microsoft offerings
- CSP, with a focus on Azure
- Offering low-cost options beyond the Tier 1 Public cloud providers
- Multi-cloud / Hybrid-cloud

## **Obsessive about Partner/Customer Experience**

- Superior technical support
- Reliable and lasting relationships
- MRR model
- Easy to deploy
- Easy to operate (reliable and stable)
- Easy to report
- Easy to bill
- Dedicated MSP Channel Program
- Certification & Training
- NPS program

## **Lowest Total Cost of Ownership**

- Requiring minimal effort on the Partner / End-user side to buy, provision, deploy and manage the solution
- Offering low-cost solutions for partners / end-users for whom cost is a key decision criterion
- Having an Arcserve organization that applies a “zero-defect” mentality across all functions and eliminates all forms of inefficiency

## **Differentiated Positioning**

- Product differentiators: Superior security technical alliance and technology partner network
- Brand positioning: Data Resilience
- Differentiated channels: Direct Non-traditional IT Channels



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# Voice

## ARCSERVE VOICE

**Voice** expresses a company's personality and communicates the essence of a brand.

**Tone** expresses the mood or feeling of our voice and is appropriate for the message.

## WRITING STYLE

In addition to our internal style guidelines, we follow the Chicago Manual of Style for website and collateral and Associated Press for bylines and press releases.

# Language is important when communicating with our audiences

From all outbound communications to collateral, this guideline ensures our voice is consistent. We're all about cutting-edge data protection, but we're also human.

Arcserve is forward-looking and innovative, takes on and solves difficult challenges, and leverages years of experience and data expertise to develop intelligent data management and storage solutions. As an established yet innovative tech company providing guidance on complex topics, we use a voice that is informative, straightforward, incisive, and authoritative.

Today, one of the biggest business challenges for SMBs, mid-sized, and data-intensive organizations alike is the deluge of data. They simply cannot reliably protect, manage, and make available their data.

As IT organizations keep up with ever-growing data volumes, they must:

- Protect against a constant barrage of internal and external threats and disasters
- Ensure the constant availability of business-critical apps and data
- Be able to recover data—with minimal business impact—in the event of accidental or malicious data loss or any form of IT infrastructure failure



THE ARCSERVE TONE IS ...

# Bold

Thought-provoking and bold

# Confident

Knowing we’ll make a positive impact

# Trustworthy

Backed by decades of success

# Visionary

Planning the future with imagination

# Insightful

Clear understanding and direction

# Analytical

Data and analysis driven

WRITING TIPS  
& EXAMPLES

Write in clear, non-jargon  
language (this helps with  
multi-language translations)

Be intuitive  
and succinct

Example:

The world’s most experienced data  
protection experts

Use active  
language

Example:

Give your customers the best in  
battle-tested data protection

Lead with  
the audience’s  
point of view

Example:

Empowering IT teams with simplicity  
plus power

Get to the  
point quickly

Example:

Eliminate business downtime and prevent IT  
disasters – no on-premises hardware required

No punctuation  
in headlines

Example:

Exception:  
Use question mark if  
headline is a question

Products that work the way you do



—○ **25 Words**

Arcserve is a 100% channel-focused global top 5 data protection vendor with best-in-class solutions that manage, protect, and recover all data workloads, from SMB to enterprise.

—○ **50 Words**


Arcserve is a global top 5 data protection vendor with best-in-class solutions that manage, protect, and recover all data workloads, from SMB to enterprise and regardless of location or complexity. A 100% channel-centric organization, Arcserve has a presence in over 150 countries, with 19,000 channel partners and 235,000 customers.

—○ **100 Words**

Arcserve is a global top 5 data protection vendor with the broadest range of best-in-class solutions that manage, protect and recover all data workloads, from SMB to enterprise and regardless of location or complexity. Arcserve solutions eliminate complexity while bringing best-in-class, cost-effective, agile, and massively scalable data protection and certainty across all data environments. This includes on-prem, off-prem (including DRaaS, BaaS, and Cloud-to-Cloud), hyper-converged, and edge infrastructures. A 100% channel-centric organization, Arcserve has a presence in over 150 countries, with 19,000 channel partners and 235,000 customers, including MSPs, VARs, LARs, and end-users.

ARCSERVE  
CORPORATE  
BOILERPLATE

A short paragraph used to  
briefly describe Arcserve in  
official company news.



Arcserve, a global top 5 data protection vendor, provides the broadest set of best-in-class solutions to manage, protect and recover all data workloads, from SMB to enterprise and regardless of location or complexity. Arcserve solutions eliminate complexity while bringing best-in-class, cost-effective, agile, and massively scalable data protection and certainty across all data environments. This includes on-prem, off-prem (including DRaaS, BaaS, and Cloud-to-Cloud), hyper-converged, and edge infrastructures. The company's nearly three decades of award-winning IP, plus a continuous focus on innovation, means that partners and customers, including MSPs, VARs, LARs, and end-users, are assured of the fastest route to next-generation data workloads and infrastructures. A 100% channel-centric organization, Arcserve has a presence in over 150 countries, with 19,000 channel partners helping to protect 235,000 customers' critical data assets. Explore more at [arcserve.com](https://arcserve.com) and follow @Arcserve on Twitter.



HOW ARCSERVE APPEARS  
WITHIN COPY



Always one word, never  
break between sentences

Never put in italics



Always initial cap

Exception: When headline  
or subhead is in all caps



Include ® in the first instance  
of body copy

Exception: Do not use ® in  
a headline or subhead

At Arcserve®, we pride ourselves on our  
partner program being markedly different.  
We’re 100% channel focused. No bull,  
no lip service, no wavering on our stance.

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# Messaging



## CORPORATE MESSAGING PLATFORM

This messaging section breaks down the fundamental components of the Arcserve voice, how we position ourselves in our space, who our buyers are, and what our key messages entail.

The goal is to give you the tools to create consistent brand tone of voice and messaging.

Please use this as your starting point for any written or verbal communications.



A framework that clearly defines Arcserve’s attributes and values, and serves as the foundation for how we create distinctive value for customers and partners. It’s designed to provide uniformity on communications through words, images and actions.

BUYER PERSONAS

The Economic Buyer

He/she is a CIO, CTO, Data Engineer/Architect or IT Director in a mid-sized or decentralized enterprise organization.

Information Sources

- Peer validations remains the strongest validation for decision making support
- Respected 3rd party validation is an important factor in supporting purchase decisions: industry consultants, thought leadership, analyst groups
- Downstream community constituents remain important

Primary Pain Points

- Perception of current cost basis
- Consequences of downtime
- IT resources spending too much time “keeping the lights on” and not enough on strategic IT initiatives
- Ability to meet SLAs with current resources
- Developing a cloud strategy (private/public/hybrid)
- Modernizing legacy BCDR/business continuity processes and applications
- Explosive growth of ransomware, malware, etc.



BUYER PERSONAS

The Technical Gatekeeper

He/she is an IT Generalist, BCDR Administrator or IT Manager in a mid-sized or decentralized enterprise organization.

Information Sources

- Peer validations remains the strongest validation for decision making support
- Respected 3rd party validation is an important factor in supporting purchase decisions: industry consultants, thought leadership, analyst groups
- Downstream community constituents remain important

Primary Pain Points

- Recovery times and points (RTOs/RPOs) and meeting service level agreements (SLAs)
- Increasing data volume and bandwidth/network connectivity
- Storage infrastructure operations integration, onsite/offsite storage, mobile devices and applications

BUYER PERSONAS

The Channel Partner

They are MSPs, LARs, VARs, CSPs and OEMs who currently or seek to sell data protection solutions to end users.

Information Sources	<ul style="list-style-type: none"><li>• End customers and peers</li><li>• Vendor websites</li><li>• Online discussion groups</li><li>• Tradeshow/events</li></ul>
Primary Pain Points	<ul style="list-style-type: none"><li>• Poor customer support</li><li>• Complex pricing models</li><li>• Channel conflict</li><li>• Vendors that are hard to work with</li></ul>
Values	<ul style="list-style-type: none"><li>• Products that are easy to sell and maintain</li><li>• High margins</li><li>• Vendors with good reputations among end users</li><li>• Simple deal registrations and/or flexible licensing options</li></ul>

WEBSITE MESSAGE MAP

The purpose of an integrated experience message map is to provide clarity and purpose to individual tactics while ensuring the total experience delivers on the overarching campaign goal.

This message map is specifically for the Arcserve website experience.

AWARENESS

Role of website	Increase awareness
Message	Arcserve is the trusted and experienced leader in data protection
KPI	Site traffic/Uniques

CONSIDERATION

Role of website	Increase brand affinity
Message	Arcserve is the trusted and experienced leader in data protection
KPI	Free trial download/Leads

CONVERSION

Role of website	Show strengths and differentiators
Message	Arcserve provides a higher value offering than the competition
KPI	Communicate preference of Arcserve to partner with intent to purchase

Role of website	Increase awareness
Message	Arcserve handles a variety of data protection needs well
KPI	Site traffic/Uniques

Role of website	Increase brand affinity
Message	Arcserve is easy to use, deploy, and manage across an organization
KPI	Free trial download/Leads

Role of website	Show strengths and differentiators
Message	Arcserve is ahead of the curve in terms of product innovation
KPI	Communicate preference of Arcserve to partner with intent to purchase

Role of website	Increase awareness
Message	Arcserve is a credible partner
KPI	Site traffic/Uniques

Role of website	Increase brand affinity
Message	Arcserve is a beneficial partner
KPI	Free trial download/Leads

Role of website	Show strengths and differentiators
Message	Arcserve is the right choice for partners and end users
KPI	Further engagement with Arcserve sales team

Role of website	Increase awareness
Message	Arcserve has useful offerings for the end user
KPI	Site traffic/Uniques

Role of website	Increase brand affinity
Message	Arcserve improves end user performance
KPI	Free trial download/Leads

Role of website	Increase brand affinity
Message	Arcserve strengthens end user and partner business
KPI	Continued engagement with Arcserve sales team



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# Products

PRODUCTS

Arcserve’s comprehensive technology portfolio helps organizations solve for any business continuity challenge with battle-tested disaster recovery, backup, high availability and archiving solutions.

PRODUCT LOGOS

Product logos can be used as shown with all 3 elements. Icons can be used independent of the logo and the logo can be used without the icons. The icons should only be used with content related to the specific product. See individual icons available in the iconography section on page 43 in this guide.

DATA PROTECTION SOFTWARE



Comprehensive enterprise-grade backup storage management and backup to tape, disk, and cloud



Heterogeneous, complete data backup and disaster recovery for cloud, virtual and physical workloads with built-in deduplication



Continuous image-based backups enable fast, easy, reliable disaster recovery in smaller environments



Next-generation backup and recovery solution with both agentless and agent-based protection for highly virtualized environments



Asynchronous, real-time protection and heartbeat-powered automatic failover to prevent downtime and data loss



Non-disruptive orchestration and migration of data, apps, and workloads to the cloud and any other infrastructure



Purpose-built to easily search, retrieve, and export emails for legal and regulatory compliance



The unified management service for ShadowXafe, OneXafe, and OneXafe Solo to make oversight powerful, simple, and intuitive

MANAGEMENT SOFTWARE



Easily administrated IT disaster recovery management and monitoring solution from a single console



Schedule continuous incremental backups and effectively maintain and manage the accumulated backup image files and the storage space they use

PRODUCTS

DATA PROTECTION APPLIANCES



Prevent cyberattacks and protect from data loss with all-in-one appliances for disaster recovery, backup, cybersecurity, and application availability.



Prevent, protect, and immunize with an all-in-one platform for disaster recovery, backup, cybersecurity, and application availability



Integrated cyber and data protection with multi-petabyte scalability



Hyperconverged Data protection. Powered by Nutanix. Secured by Sophos.



On-premises data protection and DRaaS built for SMB and ROBO workloads provided via a mini form factor appliance

IMMUTABLE STORAGE APPLIANCES:



Scale-out, immutable storage for unstructured data and backup targets



PRODUCTS

CLOUD SOLUTIONS:



A cloud-native backup solution built to protect data hosted in SaaS application clouds such as Microsoft Office 365, Microsoft Dynamics 365, Microsoft Azure AD, Salesforce, and Google Workspace.



Purpose-built disaster recovery as a service (DRaaS) cloud for the protection of on-premises workloads and business continuity



Multi-tenant MSP solution for granular data protection and recovery of Microsoft Office 365, Microsoft 365, and Google Workspace data



Fully integrated cloud backup, cybersecurity, and disaster recovery extension to Arcserve data protection software and appliances



Mid-market cloud-to-cloud backup solution with Sophos cybersecurity for Microsoft Office 365 data



Direct-to-cloud backup and disaster recovery without the need for local hardware



A single, cloud-hosted solution combines our powerful tech stack to support RTOs, RPOs, and SLAs from seconds to hours

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# Logo

## THE ARCSERVE LOGO

Our logo is made up of a graphic symbol within a lowercase wordmark. It is a bespoke design that has been exclusively crafted for Arcserve.

The graphic symbol represents virtualization, data flow, and simplicity, coupled with clean, rounded, san-serif typography. This gives a more modern feel to data protection and differentiates us from our competitors.

Never redraw the Arcserve wordmark, alter the placement, change the size relationship, or re-create the logotype. Modification of our logo diminishes its impact and weakens the brand.

# arcserve®



THE ARCSERVE LOGO

Sufficient space should always surround the Arcserve logo. Clear space preserves the integrity of the logo and ensures that visibility and legibility are not compromised by other images or typography.

The bounding space on all sides of the logo should be visually determined by the width and height of the graphic symbol.



THE ARCSERVE LOGO

The Arcserve logo has been designed to work effectively in a wide range of sizes.

However, note that when these elements are reproduced in very small sizes, their legibility becomes compromised. The minimum acceptable size is 85 pixels (30mm)

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### THE ARCSERVE LOGO

Our primary logo uses Arcserve black on a white or light-colored background. This version will be used most commonly across our communications. Alternatively our white logo should be used on dark backgrounds.

The reversed version can be used with any of our brand colors or on a suitable image. The mono execution should only be used on single-color collateral.

Don’t alter the shape, proportion, color, or orientation of the logos. Keep them black and white, and only as they appear here.

BLACK

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REVERSED

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**TAGLINE**

A phrase that accompanies our brand name to quickly translate our positioning and brand identity into a single line.

**LEGAL LINE**

Arcserve is a registered trademark of Arcserve (USA), LLC. All other brands and product names are trademarks or registered trademarks of their respective owners.

**METHOD OF MARK OWNERSHIP**

Copyright © 2022 Arcserve (USA), LLC and its affiliates and subsidiaries. All rights reserved.

**TRADEMARK USAGE**

**A Few Important Guidelines**

It is vitally important that we consistently and clearly mark our intellectual property both to protect it and to use it to strengthen our brand. The following guidelines will help you understand when to use registration marks and how to refer to all our names, products, services, and features. Here are some guidelines to use when creating content:

- Do not use trademark or registered trademark notations in headlines and subheads.
- Use ® and ™ after the first reference of an Arcserve product or service name within the body of the document text.
- Do not leave a space between the product or service name and the trademark or registered trademark notation.
- Use the full name of an Arcserve product on the first reference (ie: Arcserve® ShadowXafe®). Subsequent references can include an abbreviated name (ie: ShadowXafe)
- Never abbreviate names by using acronyms (ie: SP or SX)
- Do not use trademarks as names. They are adjectives; not nouns. When using our trademarks, they should always be followed by the generic name of our product or service, e.g. ShadowXafe physical server or ShadowXafe data protection solution. Never pluralize or use the possessive of our trademarks, e.g. ShadowXafe server’s storage capacity, not ShadowXafe’s storage capacity.





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# Color

PRIMARY PALETTE

Our primary color palette consists of two colors: dark blue and cerulean blue

SECONDARY PALETTE

Our secondary palette should be used sparingly as accent colors. Yellow should not be applied as a large field of color.

NEUTRAL PALETTE

The neutral color palette is meant to be used for text colors and can be used to add depth to backgrounds.

DARK BLUE

Hex: #0F0571  
RGB: 10/26/112  
CMYK: 100/93/24/23  
PMS: 2748 C

CERULEAN BLUE

Hex: #00ADD8  
RGB: 0/173/220  
CMYK: 100/0/10/0  
PMS: 2995 C

PURPLE - ACCENT COLOR

Hex: #685BC7  
RGB: 104/91/199  
CMYK: 69/71/0/0  
PMS: 2725 C

YELLOW - ACCENT COLOR

Hex: #FFD500  
RGB: 255/213/0  
CMYK: 1/14/100/0  
PMS: 109 C

NEUTRALS - BLACK

Hex: #000000  
RGB: 0/0/0  
CMYK: 40/30/30/100  
PMS: Black C

GREY

Hex: #F3F3F3  
RGB: 243/243/243  
CMYK: 3/2/2/0  
PMS: 427 C

WHITE

Hex: #FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0  
PMS: N/A

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# Typography

TYPOGRAPHY

Our typefaces were purposefully chosen to communicate the qualities that distinguish our brand. Please maintain consistent use of the chosen fonts.

The Arcserve brand uses three official typefaces.

Roboto Condensed  
Bold is used  
for headings

Source Sans Pro  
is used for body copy

Source Code Pro  
is used for captions  
and sub-headlines

HEADLINE ACCENT

Roboto Condensed Bold  
Headline accent cerulean bar  
and keyword underline examples

Vertical cerulean blue  
bar headline accent at  
1.5 times font weight.  
Use only on headlines  
with 2 or more text rows.  
Do not extend vertical  
accent bar beyond text  
block height. Yellow  
keyword underline is  
also 1.5 times font  
weight, centered and set  
behind text baseline.

AaBbCc

AaBbCc

AaBbCc

Roboto Condensed Bold  
Headline Accent Bar Example

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@#\$%^&\*—?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@#\$%^&\*—?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@#\$%^&\*—?



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# Graphic Elements



INSPIRATIONAL IMAGERY

Pulled from the brand master images, images can be used as individual elements or to fill backgrounds and shapes. Additional inspirational images create the look and feel for the Arcserve brand identity.





ARCSERVE SHIELD

As a secondary branding element, the Arc Shield is a simple and quick way to signify Arcserve’s dedication to data protection. It can be used in multiple ways – to add balance to a layout, as an anchor point for the eye, or cropped in different ways to add visual interest.

Always use the artwork provided. Do not attempt to redraw, modify, or distort the shield in any way.



Use the shield as a graphic element to aid a layout’s visual rhythm and flow



**Safeguarding data against ransomware attacks is critical to earning customer loyalty**

Download the guide to learn more.

GET THE GUIDE →

DESIGN ELEMENTS

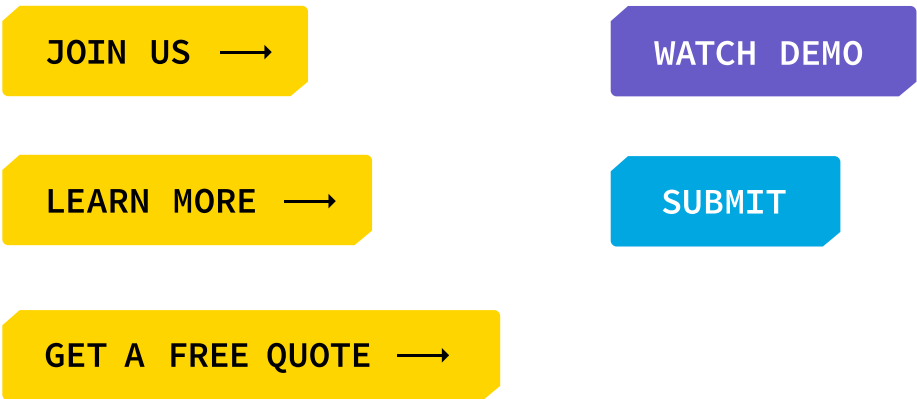
Always use the artwork and specifications provided. Do not attempt to redraw or distort the design elements in any way.

Maintain a balanced amount of negative space and keep items aligned and distributed relative to each other.

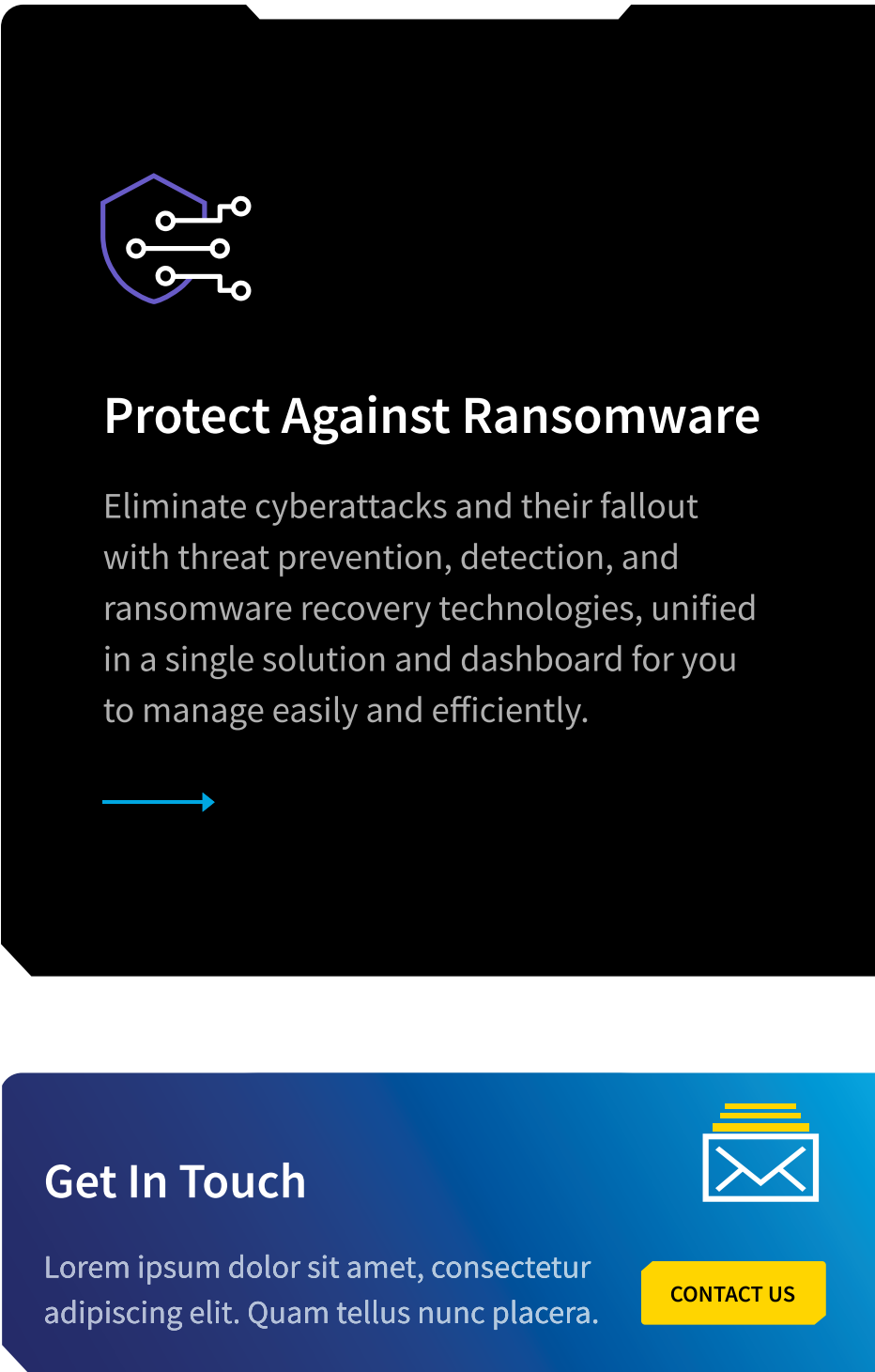
Angle of angle blocks can be mirrored horizontally or vertically and be used in a horizontal or vertical format also. Keep angle consistent at 30 degrees

Button height, text size and spacing should be kept consistent.

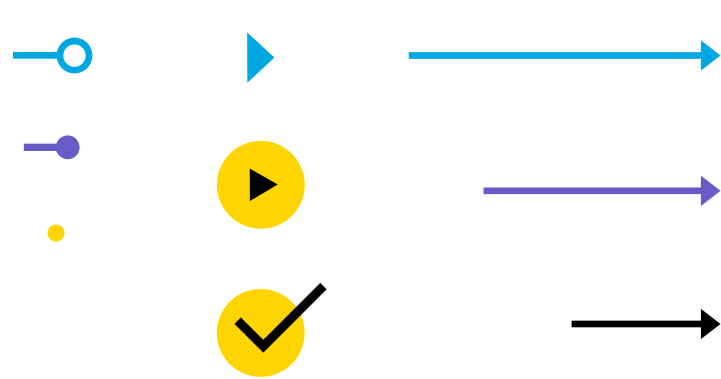
Digital Buttons



Design Blocks



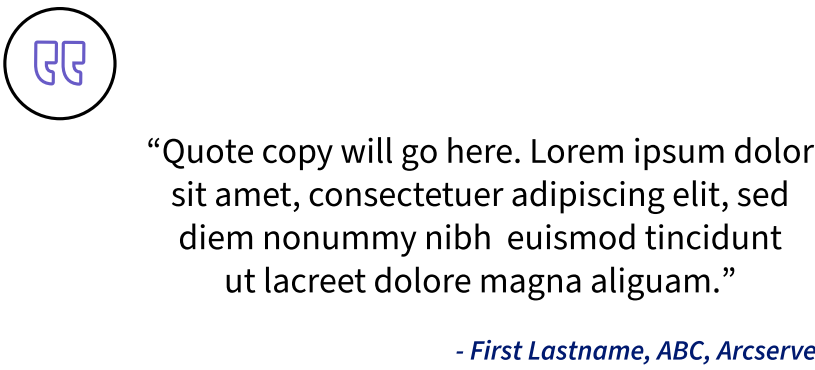
Bullets and Indicators



Angle Blocks



Quote Block



Vertical Format





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# Photography

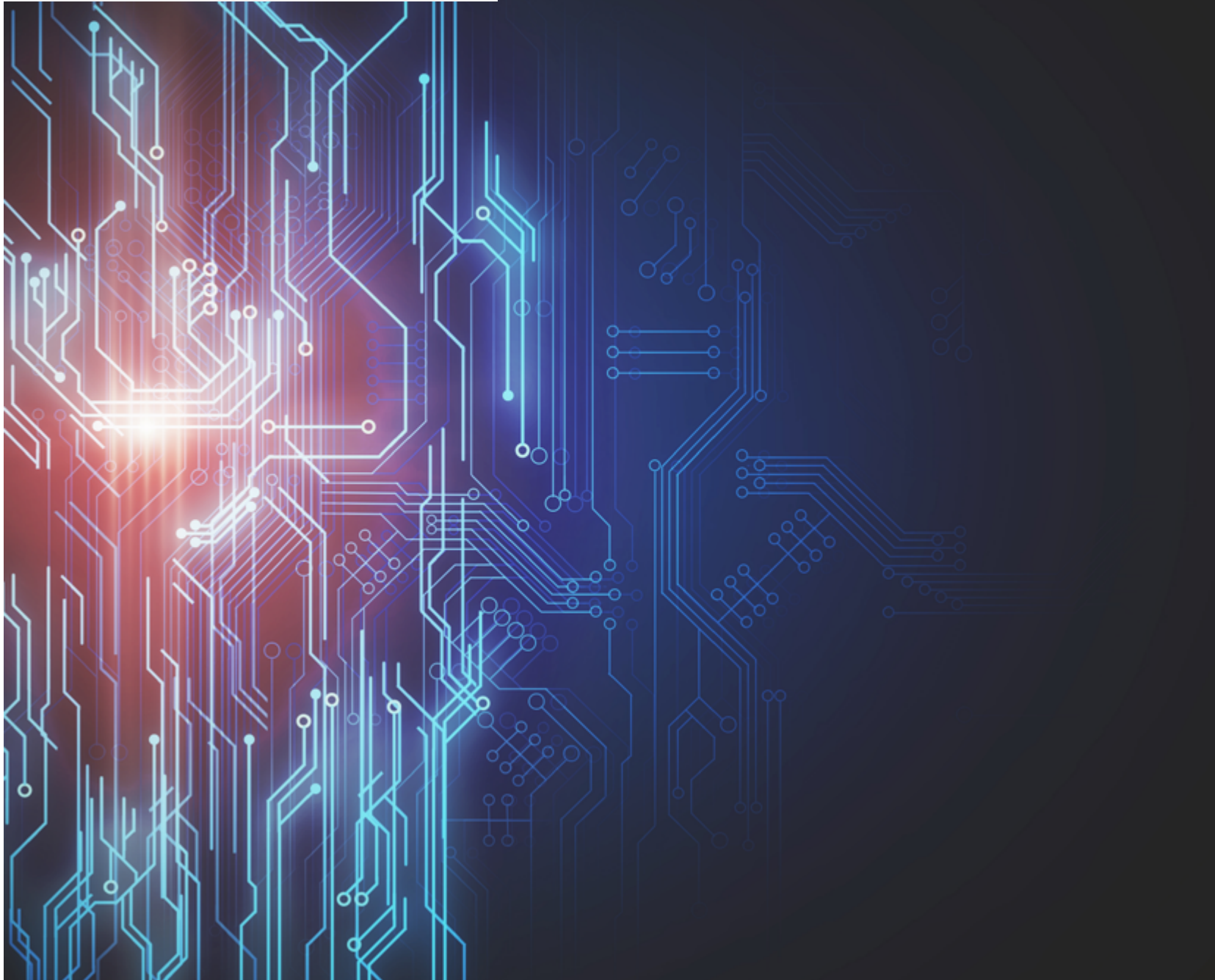


SUBJECTS

We use rich imagery to tell the story of our business and our brand. Drawing from these three foundational image categories, we create compositions that capture our unique perspective.

When shooting or selecting stock images, refer to the art direction here to strike the right tone and mood for each category.

TEXTURAL BACKGROUNDS



SPEED & MOTION



TECHNOLOGY & DATA





PEOPLE IN PHOTOS

When using people in photos, include them as secondary imagery within an environment, don't use people as the main focal point of images.



Avoid “stocky” people photographs. Select photos of people where their face is partially obscured, such as in profile. Do not use photos of people looking directly at the camera.



Avoid generic technology graphics or illustrations.





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# Iconography



PRODUCT ICONS

Our product icons are an important tool for introducing our product family. Icons are clear, succinct, simple, accurate, and easy to understand in any geography.

PRODUCT ICON USAGE

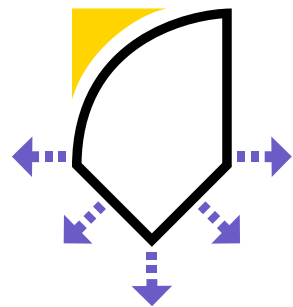
Product icons can be used independent of the logo and the logo can be used without the icons. The icons should only be used with content related to the specific product.

Always use the artwork provided. Do not attempt to redraw or modify the icons in any way.

Icons are available in the [resource library](#).



Arcserve Backup



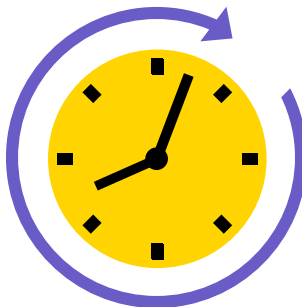
Arcserve UDP



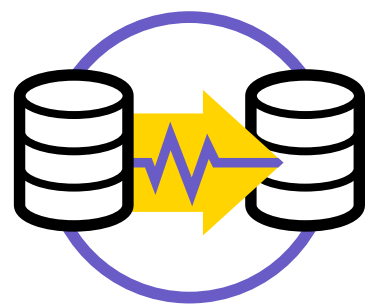
Arcserve ShadowXafe



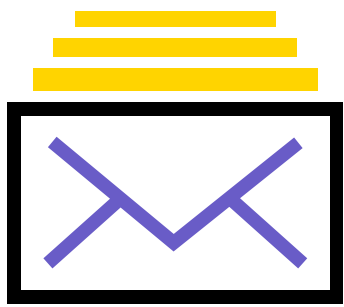
Arcserve ShadowProtect



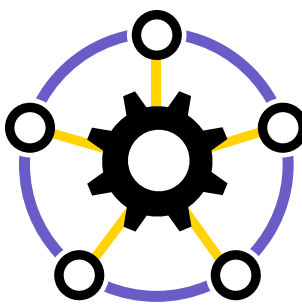
Arcserve Continuous Availability



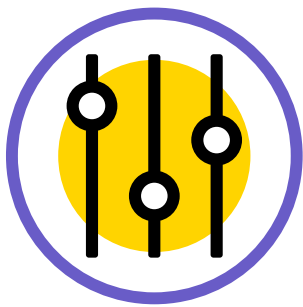
Arcserve Live Migration



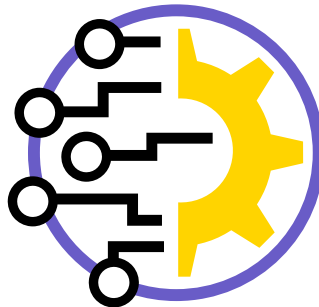
Arcserve Email Archiving



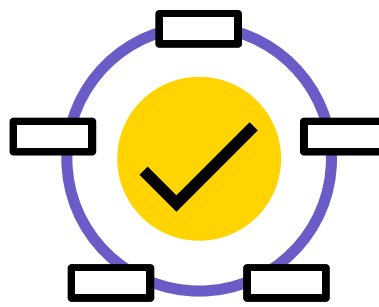
Arcserve OneSystem



Arcserve ShadowControl



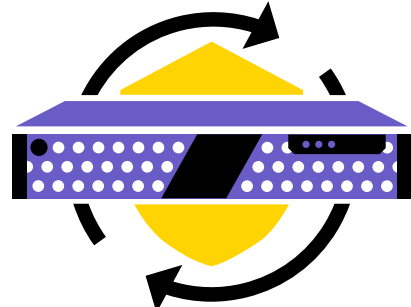
Arcserve ImageManager



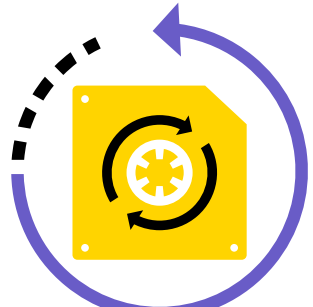
Arcserve OneXafe



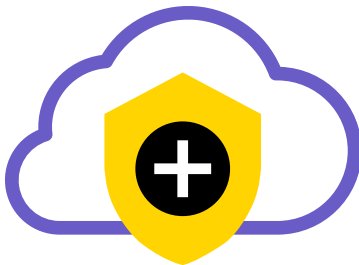
Arcserve OneXafe Solo



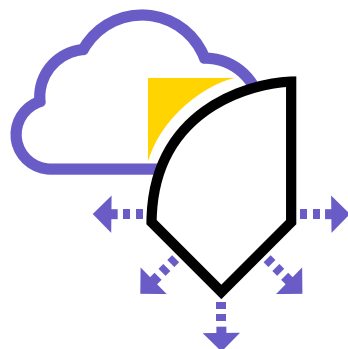
Arcserve Appliances



Arcserve Tape Backup



Arcserve Cloud Services



Arcserve UDP Cloud Hybrid



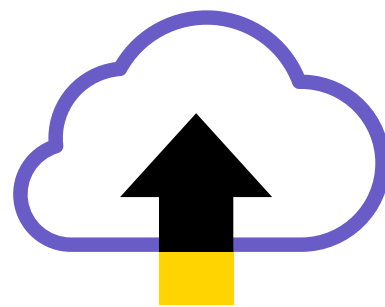
Arcserve SaaS Backup



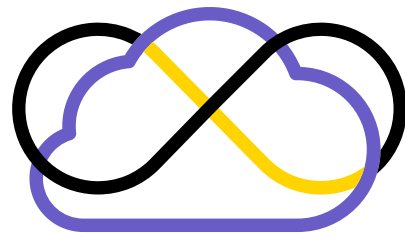
Arcserve MSP Cloud Backup



Arcserve UDP Cloud Backup for Office 365



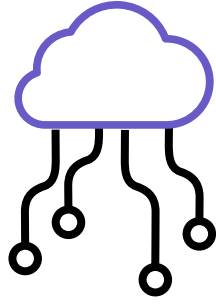
Arcserve UDP Cloud Direct



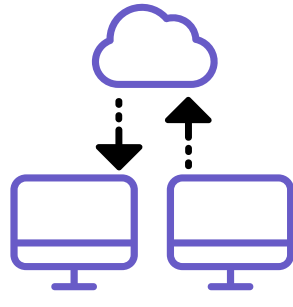
Arcserve Business Continuity Cloud



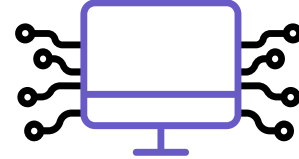
Multi - Site Cloud Backup



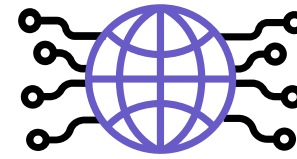
Cloud Data



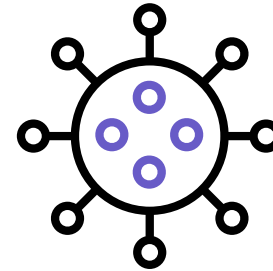
Cloud Computer



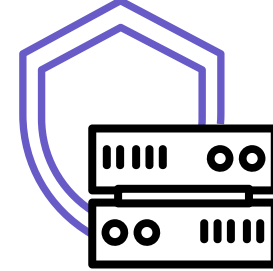
Computer Data



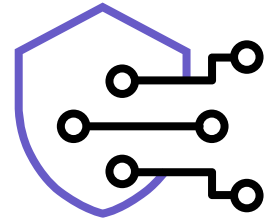
Global DataC



oronavirus



Data ProtectionD



ata Protection

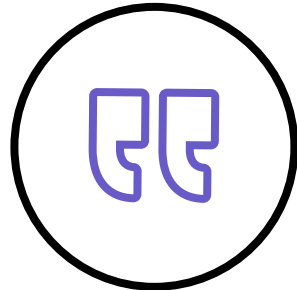
**GENERAL ICONS**

The Arcserve icons are a family of simple, precise icons that complement our brand style.

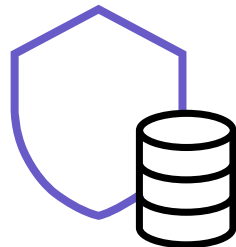
The icons are easy to update in style and colors, making them ideal for use on websites and in-app development.

Always use the artwork provided. Do not attempt to redraw or modify the icons in any way.

Additional icons are available in the [resource library](#).



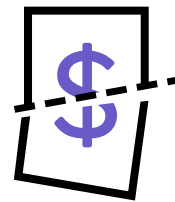
QuotedD



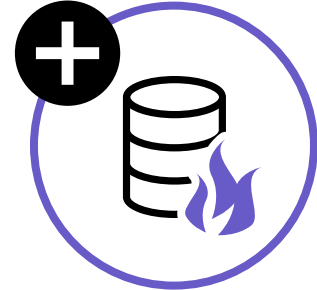
ata Protection



BackupC



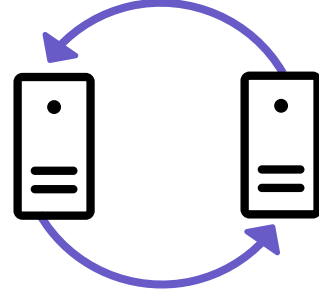
ut Costs



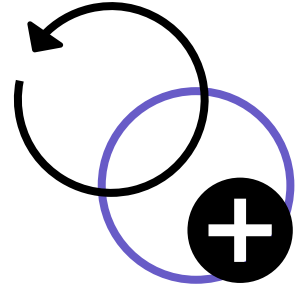
Disaster RecoveryE



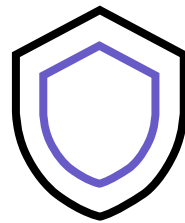
mail Archiving



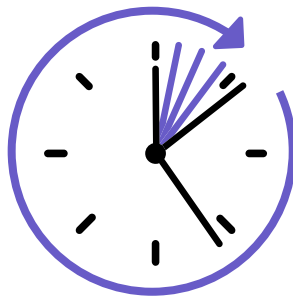
Server To Server



Backup & Recovery



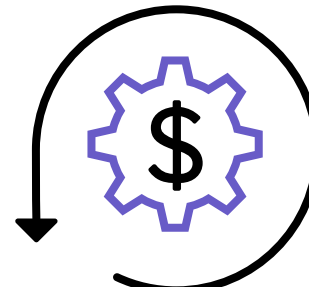
Protection



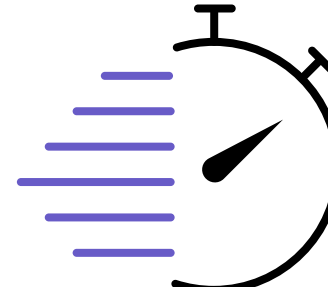
Save Time



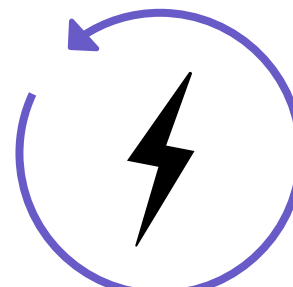
Graph



Lower Storage Costs



Fast BackupH



igh Speed Backup



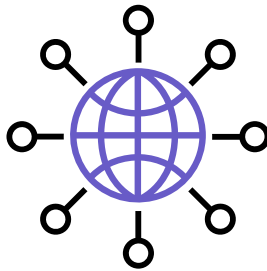
Ransomware



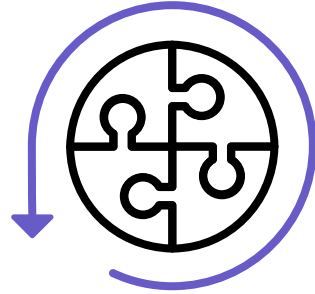
No Ransomware



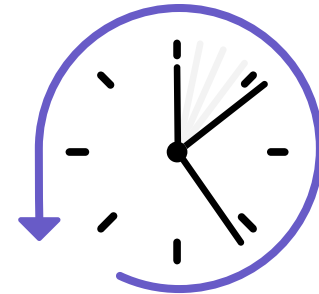
Digital Fingerprint



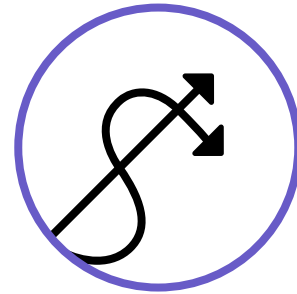
Global Network



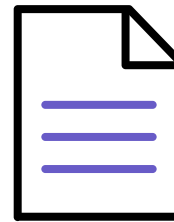
Reduce Complexity



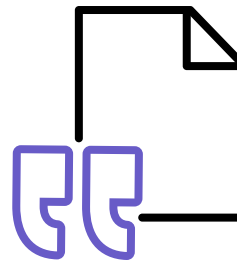
Downtime



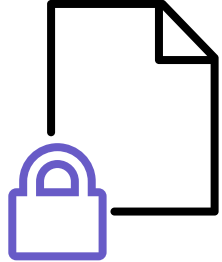
Streamline



White Paper



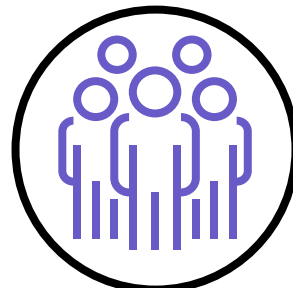
Case Study



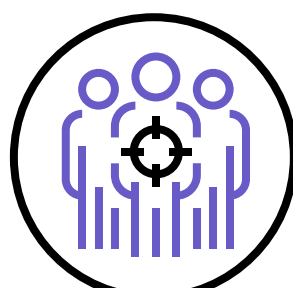
Secure Document



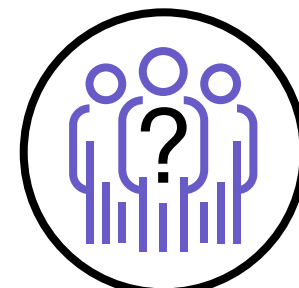
WarningD



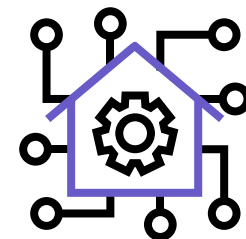
People



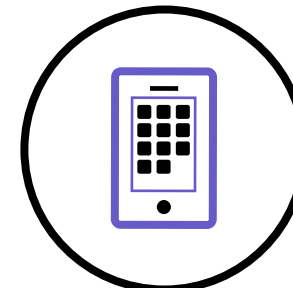
evelopersI



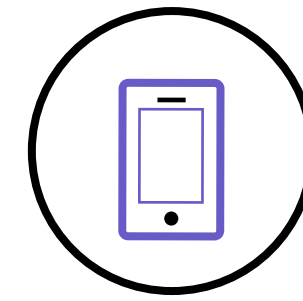
Employee Questions



nternet Of Things (IoT)



Mobile Apps



Smartphone



Detect

Our Brand  
Voice  
Messaging  
Products  
Logo  
Color  
Typography  
Graphic Elements  
Photography  
Iconography  
**Advertising**

arcserve®

# Advertising



ADVERTISING

As a branding vehicle, our ads should be consistent, positive, humorous when appropriate, visually stunning, and provide multiple ways to respond. The objectives — stand out from the crowd and generate response that can be measured.

Ads will often require other elements based on the focus we are taking with the message. These are an examples to give general guidelines for structure and look and feel.

REQUIRED ELEMENTS

Include the Arcserve logo with the copyright symbol, graphic elements, aspirational brand imagery and a call to action where applicable.

SOCIAL NETWORKS

