

Brand Guidelines

Basic guidelines for communications
and visual style

Relevant for the 2nd part of 2022, version 2.0



MyOffice

Contents

Company profiles	3
Company, application and product names	4
Prohibited use of communications	5
Logo	6
Protection areas	8
Shared use	10
Monochrome reproduction	11
Prohibited use of the logo	12
Brand colors	14
Brand font	15
Brand pattern	16
App icons	17

Company profiles

Up to 100 characters

MyOffice offers secure office solutions for communications and work with documents.

Up to 300 characters

MyOffice offers secure office solutions for communications and work with documents. Suitable for organizations of all sizes, as well as for home use. Provide complete control over data. Work on any device, anywhere in the world. Included on the Domestic Software List.

Up to 500 characters

MyOffice offers secure office solutions for communications and work with documents. Suitable for organizations of all sizes, as well as for home use. Provide complete control over data. Work on any device, anywhere in the world. Included on the Domestic Software List.

The ecosystem developed by MyOffice ensures fast implementation, seamless integration and easy operation of our proprietary solutions.

Company, application and product names

Company name:

- main version: **MyOffice**;
- full version: **MyOffice Company**;
- recommended for documents that require the name of the legal entity to be specified: **MyOffice (New Cloud Technologies LLC)**.

Please be aware:

- the company name is written without quotation marks, in one word with no space, and has two capital letters: **MyOffice**;
- the names of MyOffice applications and products are written without quotation marks (**using quotation marks in Russian**), and each word in the name is capitalized: **MyOffice Text**, **MyOffice Professional**.

Prohibited use of communications

Please be aware:

- **DO NOT** use the name of the legal entity as the company name (except for legal and financial documents), like **New Cloud Technologies, NCT or any derivative names**;
- **DO NOT** use abbreviations like **MO, MO Professional or any derivative names**;
- **DO NOT** use any declensions (**applicable for Russian**);
- **DO NOT** use spaces: **My Office**.

Company logo

Horizontal logo



MyOffice

Company logo

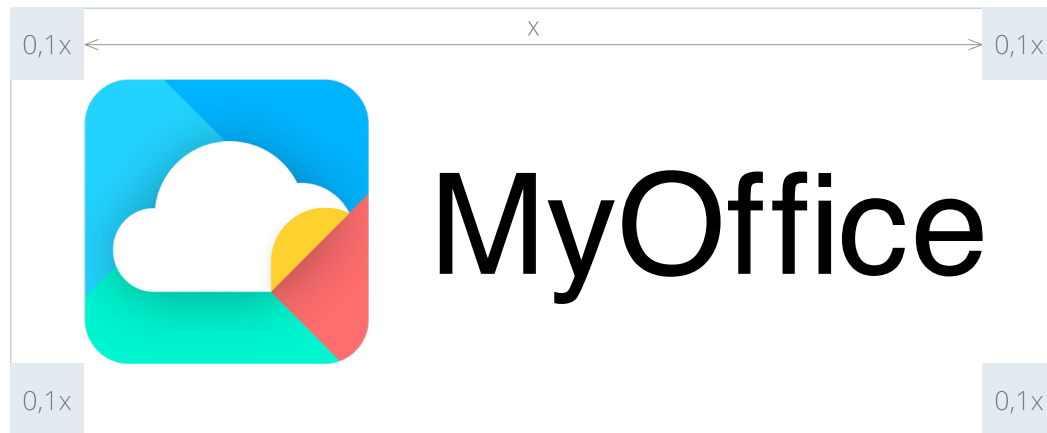
Vertical logo



MyOffice

Protection areas

Horizontal logo



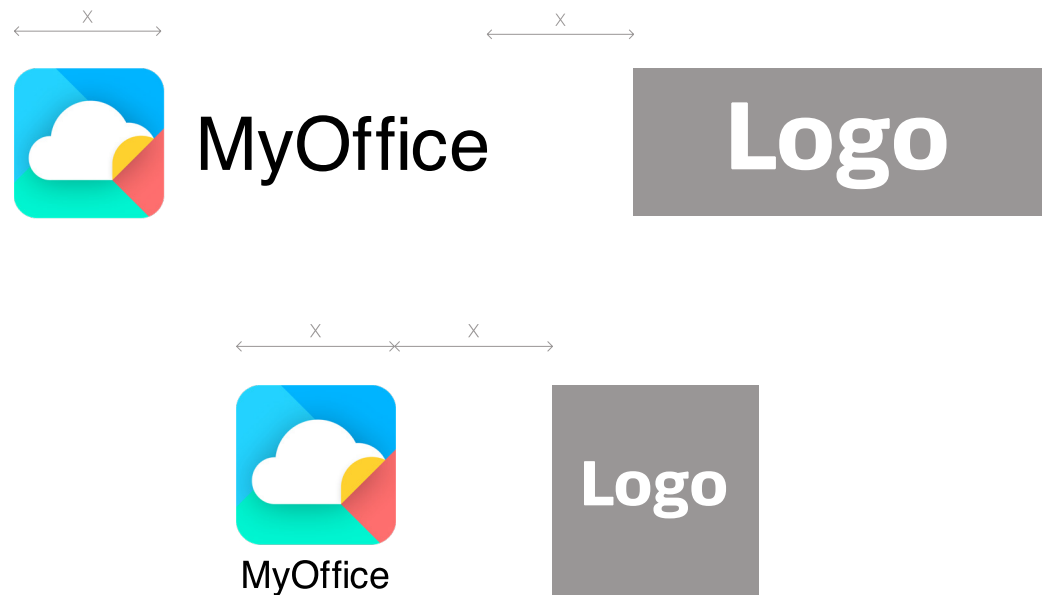
Protection areas

Vertical logo



Shared use

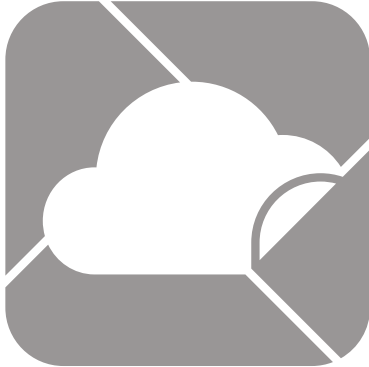
- If a partner's logo is placed next to the brand logo of MyOffice, the recommended clear space should be left so the symbols will have the best appearance. A partner's logo cannot exceed the brand logo of the MyOffice company in height.
- No other text or graphics are allowed in the space between the two logos. The minimum recommended clear space shall be determined by the method specified herein, by the width of the emblem of the MyOffice logo used.



Monochrome reproduction



MyOffice



MyOffice

Prohibited use of the logo

- The following modifications to the logo that change its geometric, chromatic and positional proportions are not allowed.
- No discretionary development of the logo is allowed.
- Mix the logo with other graphic elements and text blocks is not allowed.
- The use of graphic effects is not allowed.

Rotation is not allowed



Distortion is not allowed



Stretching is not allowed



Adding effects is not allowed



Moving the caption is not allowed



Color distortion is not allowed



Prohibited use of the logo

Please be aware:

The trademark symbol ® may only be used next to the word mark in legal and financial documents of the company.

For example, "MyOffice®".

The use of the trademark symbol ® next to the company logo (pictorial trademark) is not permitted, except in special cases requiring the approval of the Department of Communications.

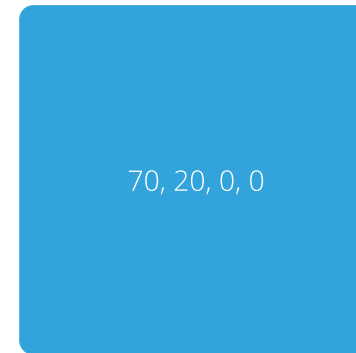
MyOffice®

Brand colors

RGB primary color



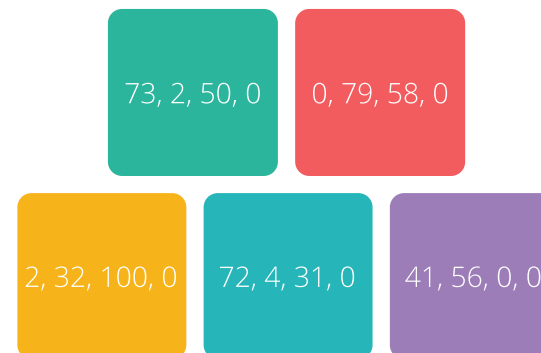
CMYK primary color



RGB secondary color



CMYK secondary color



Brand fonts

XO Tahion

The quick brown fox jumps over
the lazy dog

Open Sans

The quick brown fox jumps over
the lazy dog

XO Tahion Bold

**The quick brown fox jumps over
the lazy dog**

Open Sans Bold

**The quick brown fox jumps over the
lazy dog**

For emphasis

Brand pattern

An example of the blue brand pattern

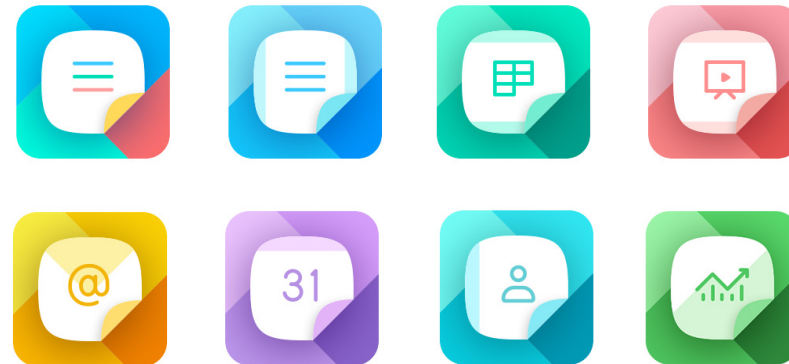
Crystal pattern

The brand pattern is based on the combination and overlay of large rectangles of similar color tones at a 45-degree angle. Up to 5 colors are recommended.



App icons

Icons are comprised of six permanent elements and two accent elements. The composition principles for both of these groups are outlined below.

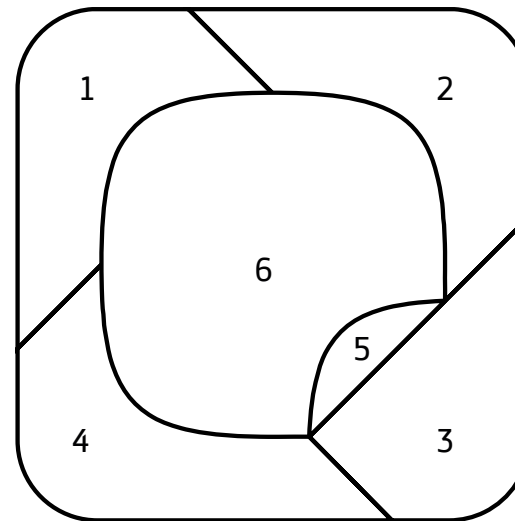


App icons

Composition principles for permanent elements

Each element here has a distinct color.
Here are some general rules you must observe:

- element 3 is always the darkest element;
- element 2 is always the brightest element;
- element 6 is always white;
- elements 6 and 5 are the only ones that cast a shadow;
- colors may match on elements 5 and 1.

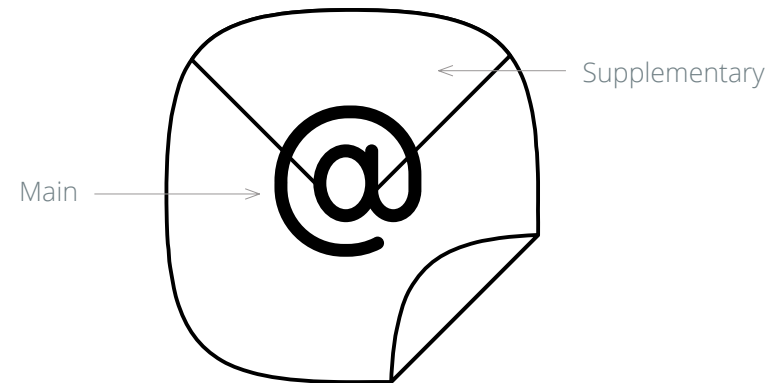


App icons

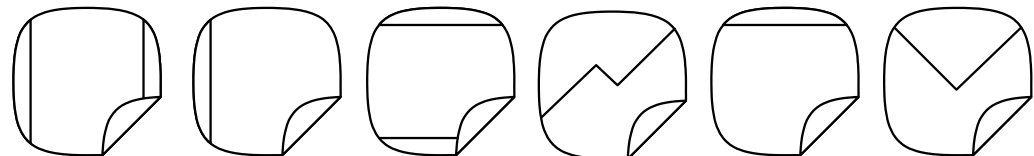
Composition principles for accent elements

There are two kinds of accent elements: main and supplementary. An ideogram may be used as a main element. Supplementary elements support and embolden the meaning of that ideogram.

Here is an example: the icon for the mail app. The main element is the @ symbol. The supplementary element is the triangle, which alludes to a shape commonly associated with postal envelopes.



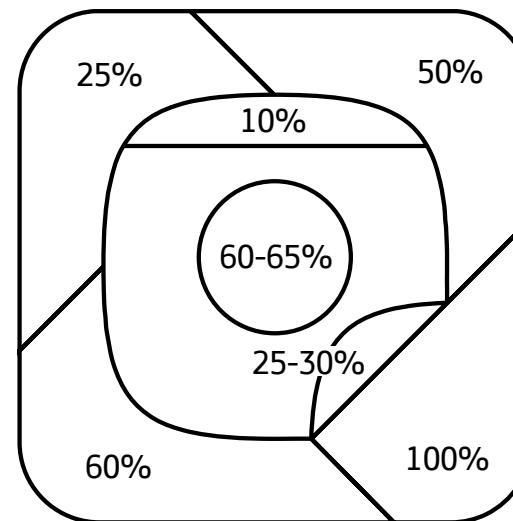
Examples of supplementary elements



App icon colors

Color palette

The sole purpose of this palette is to showcase the suggested contrast and saturation levels for the hues used.



App icon colors



- #86F2FF
- #69D6FF
- #0096FF
- #14CAFF
- #79E6F3

- #62FFDC
- #00EBC2
- #00A18D
- #00D7B6
- #74EDD2

- #FFCDD8
- #FFA1AC
- #E75454
- #FF8989
- #F3AAA2

Permanent element colors

- #FBEF41
- #FCD205
- #F38300
- #FFBA01
- #FFDE6F

- #EDC5FF
- #D7A0FC
- #8965CA
- #C09AED
- #E3B3F8

- #73FFF7
- #31E8F3
- #009BB7
- #08CFE1
- #86E9F5

- #9CF7AA
- #5ADB6D
- #308C3E
- #51C963
- #89E096

Accent element colors

- #C0F7FD
- #3DCAFF

- #74EDD2
- #00E0B9

- #FFDFDC
- #FF8E8E

- #FDF1A5
- #F4B50B

- #F4D9FF
- #B791E4

- #BAF7FF
- #64CED5

- #D5F5D5
- #51C963



MyOffice

www.myoffice.ru

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For all questions regarding the rules for dealing with
communications and visual style, please contact:

marketing@myoffice.team