



# **Radmin software identity elements terms of use**



# Introduction

Radmin software is developed by Famatech Corp. Radmin is a registered trademark of Famatech Corp.

This document sets forth rules for using the Radmin software identity elements, which include the logo, the corporate colors, and the product name. It also sets forth rules for using the Famatech company name and publishing links that point to the official Radmin corporate websites.

In all published references to Famatech and Radmin, the identity elements described in this document must be used as defined here.

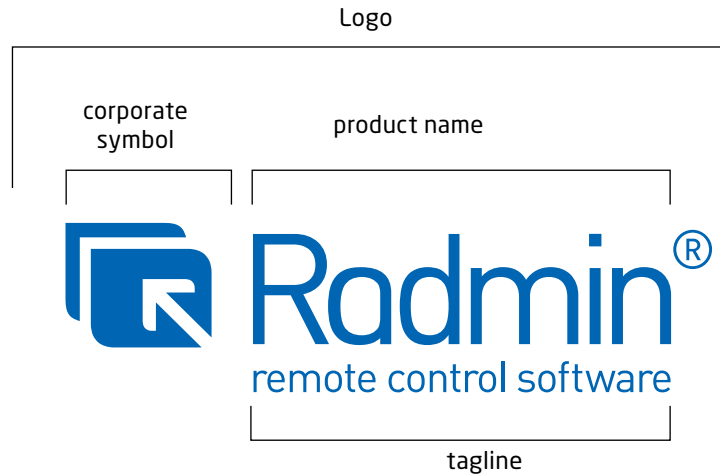
## Content

Radmin logo .....	3
Logo variants.....	6
Corporate colors.....	8
Spelling the product name.....	9
Spelling the company name.....	9
Linking to Radmin websites.....	9



# Radmin Logo

The Radmin logo consists of the corporate symbol and the product name. Except as specified in this document, the logo always appears together with the tagline as shown below:



## Meaning of the corporate symbol

The Radmin corporate symbol shows an arrow representing a computer mouse cursor superimposed on a schematic of local and remote computer monitors.

## Reproducing the logo

The Radmin logo must be used in all marketing materials associated with the Radmin product, whether appearing on the Internet (e.g., product information presented on a partner website, advertising, news about Radmin, etc.) or in print (e.g., publications mentioning the product, advertisements, CDs, booklets, leaflets, flags, souvenirs, etc.).

The Radmin logo is a single complete graphic unit, only conditionally separable into its constituent parts. The logo is a vector/raster image and can be used only in its entirety as provided by Famatech. The tagline may not be used if the height of the Radmin logo is less than or equal to 10 mm (30 px), whatever the medium.

You may download the logo from this URL:

<http://www.radmin.com/partners/marketing.php>



## Reproducing the tagline

The main language variant of the tagline for the Radmin logo is English. The language of the tagline must match the language of the marketing or advertising material in which the logo is used. Thus, in English-language materials, the Radmin logo should appear with the tagline written in English. If you need another language variant of tagline for the Radmin logo, please submit to our marketing department using the form on our website at the following URL:

<http://www.radmin.com/contact/>

## Logo exclusion zone

When using the logo on any background, such as when designing print layouts, etc., free space must be left around it. The dimensions of the free space are to be calculated as follows: the height of the lowercase letters in the Radmin name shall be the measure of the offset from the outermost elements of the logo (proportions as illustrated in the diagram).



«X» is the symbol taken as a measure and equal to the height of a lower-case letter in the product name



## Logo variants

The Radmin logo has 4 variants: gradient (preferred), single-color, inverse and black. In all materials where Radmin is mentioned, always give preference to the gradient variant. If you do not have the technical capabilities to reproduce this variant, please use the single-color variant.



The gradient variant is the preferred one except when printing in black and white. In it, the logo appears on a light background with graduated color. No other gradient may be used. The gradient does not apply to the tagline.



The monochrome variant of the logo appears on a light background. The text is dark blue.



The inverse variant of the logo appears on a dark background. The indicated elements of the corporate symbol plus the product name and tagline appear in white.



For black and white printing, the monochrome variant in black should be used. The gradient variant is not to be used in black and white printing. The black and white variant is not to be used in full-color materials.



# Improper use

The following changes are prohibited:



1. Outlining of the elements of the logo.



2. Positioning of the logo within the frame.



3. Changing the position of the logo components relative to one another



4. Any reorientation of the logo or its component parts, in particular skewing, rotating or mirroring.



5. Using the free space, except as specified in this document.



6. Totally or partially changing the color of the logo and/or its constituent parts.



7. Using the logo on other than a solid or gradient background.



8. Adding shading or other effects when using the logo.



9. Using proportions other than those specified for the logo.



10. Using fonts other than those specified for the logo.



11. Using the tagline if the logo height is less than 10 mm or 30 px.



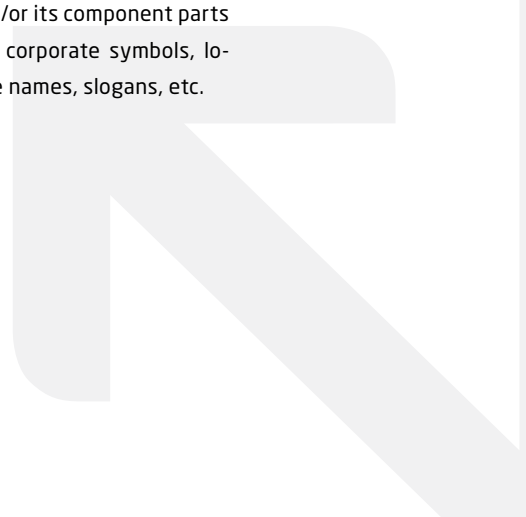
12. Using the logo, if the corporate symbol height is less than 5 mm or 15 px.



13. Overlapping the logo with any other sign or symbol.




14. Using the logo and/or its component parts as elements of other corporate symbols, logos, trademarks, trade names, slogans, etc.



# Corporate colors


The table below identifies Famatech's corporate colors and recommendations for their use.

PANTONE®	CMYK	RGB
2495 C	C - 100 M - 60 Y - 0 K - 0	R - 0 G - 102 B - 179




May be used in the color scheme for Radmin marketing and promotional materials.

PANTONE®	CMYK	RGB
2494 C	C - 100 M - 60 Y - 0 K - 20	R - 0 G - 84 B - 150




The main corporate color, used in the Radmin logo, the official corporate website design, and Radmin marketing and promotional materials. The background for this color is usually white.

PANTONE®	CMYK	RGB
138 C	C - 0 M - 42 Y - 100 K - 1	R - 246 G - 160 B - 26




Used as a design element in marketing materials and to highlight a small section of text for semantic emphasis.

PANTONE®	CMYK	RGB
290 C	C - 25 M - 2 Y - 0 K - 0	R - 185 G - 224 B - 247

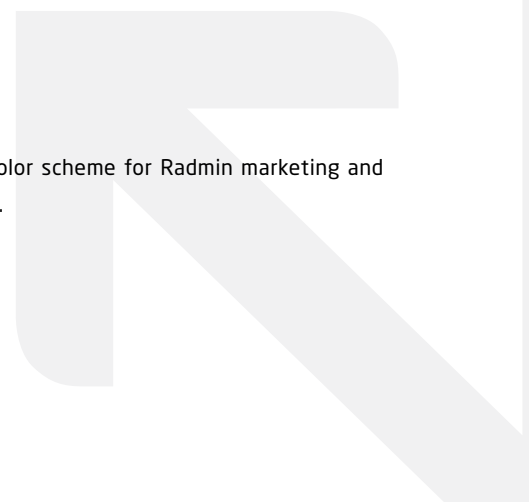


May be used in the color scheme for Radmin marketing and promotional materials.

PANTONE®	CMYK	RGB
292 C	C - 49 M - 11 Y - 0 K - 0	R - 121 G - 189 B - 232



May be used in the color scheme for Radmin marketing and promotional materials.



## Spelling the product name

In all formal and marketing materials, the product name may be written only as follows: Radmin.

The name may not be transliterated, neither may the spelling be distorted in any way. Examples of misuse include: RAdmin, Remote Administrator (out-of-date name), Remote Admin, RADMIN, rADMIN, etc.

## Spelling the company name

The name of the owner-developer of Radmin software should appear in marketing materials as follows: Famatech.

The use of legal names, such as Famatech Corp., is discouraged in marketing materials.

## Linking to the Radmin website

Any links pointing to an official Radmin website must direct users to the variant of the Radmin website corresponding the language of the source marketing/promotional materials or website.

Thus, links from English-language resources must point to [www.radmin.com](http://www.radmin.com), links from German-language resources must point to [www.radmin.de](http://www.radmin.de), etc.

