CrashPlan™
Brand Guidelines

==Color Specification==

Corporate Color Application

The primary two-color CrashPlan® logo should be used in all contexts with a light or white background. The two-color reverse logo should be used over a gray or dark background. The one-color black logo should only be used over light backgrounds when color is unavailable. The one-color reverse logo should be used over a bright blue gradient, green, or dark background when color is unavailable. The CrashPlan logo is trademarked, so only use the trademarked version of the logo when applying it to any assets.

Full Color	One-Color Black	Full Color Reverse	One-Color Reverse
CrashPlan™	**CrashPlan™** *This logo is only used when absolutely necessary*	**CrashPlan™**	**CrashPlan™** *This logo is only used when absolutely necessary*

Incorrect Usage

Do Not Apply Effects

Do Not Change Color

Do Not Alter Alignment

Do Not Stretch or Compress

Do Not Alter Scale of the "Mark"

Do Not Use Outlines

Primary Color Palette

Representing Trustworthy, Friendly, and Light-Hearted

The CrashPlan primary color palette is composed of core tones: dark blue, light blue, green, and highlight green. CrashPlan-branded collateral should use the following colors:

CrashPlan Navy	CrashPlan Blue
#062D4D **PMS: 7694C**	**#35B7F4** **PMS: 299C**

CrashPlan Green	CrashPlan Electric Blue
#3EC999 **PMS: 7694C**	**#2E65F3** **PMS: 2727C**

Secondary Palette

#D2D6D8 **PMS: 427C**	**#2B2B2B** **PMS: 432C**	**#F2F9FC** **PMS: 656C**	**#B9FF1D** **PMS: 389C**

Web & Print Fonts

For documents and collateral, CrashPlan uses Proxima Nova for both headlines and body copy.

Alternate system fonts should only be used in documents opened in Microsoft Word or Google Docs. When system fonts must be used, please use Arial.

Header 1
Proxima Nova Extrabold

Header 2
Proxima Nova Extrabold

Header 3
Proxima Nova Bold

Header 4
Proxima Nova Bold

Header 5
Proxima Nova Bold

Header 6
Proxima Nova Bold

CrashPlan

With its comprehensive backup and recovery capabilities for data stored on servers, on endpoint devices, and in SaaS applications, CrashPlan provides cyber-ready data resilience and governance in a single platform for organizations whose ideas power their revenue.

Questions? Email partners@crashplan.com

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