Brand Guide

teradici®

Primary

The Teradici logotype is a design mark and consists of the name in a modified font plus the ® symbol.

Colour
The logo is to be used in black or reversed in white.

Minimum Size
The smallest the logo should be in printed applications is 1" / 25 mm wide. The smallest the logo should be represented on screen is 100px wide.

Background Usage
The Teradici logo may also be used in white on a solid colored or patterned background, or photograph that allows sufficient contrast.

Clear space surrounding the Teradici logo must equal the height of the letter "i"

Logo Usage, Trademarks

Teradici®, PCoIP®, and PCoIP Ultra™ are trademarks owned by Teradici.

PCoIP Ultra uses the™ symbol because it is in the process of being registered. It will become an ® mark once that process is complete.
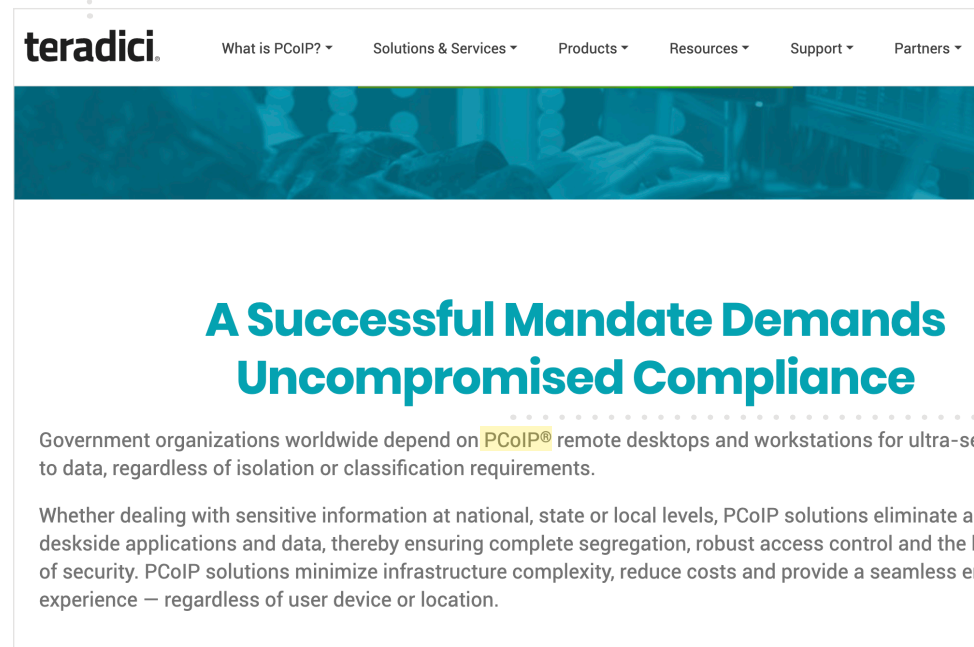
PCoIP vs. PCoIP Ultra
When used in writing, use "PCoIP" in most cases. PCoIP Ultra should appear when there is a feature being referenced that is specific to it.

More info on trademarks and writing, can be found in the style guide, "Writing for the Teradici Brand".

Example:

The Teradici logo is the preferred logo in all cases.

teradici®   What is PCoIP? ▾   Solutions & Services ▾   Products ▾   Resources ▾   Support ▾   Partners ▾

A Successful Mandate Demands Uncompromised Compliance

Government organizations worldwide depend on PCoIP® remote desktops and workstations for ultra-sec to data, regardless of isolation or classification requirements.

Whether dealing with sensitive information at national, state or local levels, PCoIP solutions eliminate an deskside applications and data, thereby ensuring complete segregation, robust access control and the hi of security. PCoIP solutions minimize infrastructure complexity, reduce costs and provide a seamless en experience — regardless of user device or location.

The PCoIP and PCoIP Ultra trademarks should be written out in text (eg. title, subtitle) and not be in logo form.

If there is an instance in which the Teradici logo needs to be paired with PCoIP in one logo, please consult a Teradici marketing team member for direction.

Alternative logo

If the Teradici + PCoIP lock-up logo needs to be used, the version to use now places more emphasis on Teradici. Please only use in black or white.

Minimum Size
The smallest the logo should be in printed applications is 1" / 25 mm wide. The smallest the logo should be represented on screen is 100px wide.

Background Usage
The Teradici logo may also be used in white on a solid colored or patterned background, or photograph that allows sufficient contrast.

Example:

teradici
PCoIP®

Clear space surrounding the Teradici logo must equal the height of the letter "i"

What not to do

Thumbs down to these usage examples.

👎 Don't squash or stretch

👎 Don't rotate

👎 Don't use black logo on dark backgrounds

👎 Don't use white on light backgrounds

👎 Don't add unofficial text or imagery

👎 Don't color the Teradici logo

👎 Don't add elements to the logo

👎 Don't place the logo on busy backgrounds

Teradici
Brand Guidelines
2020.11

About   2
Values   3
Logos   4-5
Colors   6

Type   7
Co-branding 8

6

Primary   Secondary   Tertiary

Deep Sea	Turquoise	Pink	Orange	Yellow	Raspberry
CMYK 100/67/48/38	CMYK 100/30/34/3	CMYK 0/100/0/0	CMYK 0/50/100/0	CMYK 0/5/100/0	CMYK 25/100/11/30
PMS 3035 C	PMS 7710 C	PMS Pro. Mag. C	PMS 715 C	PMS 122 C	PMS 228 C
RGB 0/62/81	RGB 0/166/182	RGB 214/0/120	RGB 246/141/46	RGB 254/209/65	RGB 141/14/87
#0a3f5a	#00a6b6	#d60078	#f68d2e	#fed141	#8d0e57

Tertiary colors are alternative accent colors
if pink is already used or cannot be used.

Consider pink the
primary accent
color.

Varying tints of these colors may be used.
Please consult Chad Doi for
recommendations.

Styling text

For more detail on styling titles, subtitles, and more, templates for frequently used collateral will be set up with style guides.

Poppins Bold

Use for headlines

Poppins Regular

Use for subheads or information of secondary importance to headlines

Roboto Bold, Medium, Light

Use for body text

Arial

Use for PowerPoint presentations, letters

Co-branding

When working with multiple logos, use a vertical bar to separate each logo.

Notes:

- The amount of room around each logo is equal to the letter "i" in the Teradici logo
- Ideal placement for both logos is in the bottom right corner

Logos are vertically centered to the bar