

# Acronis

## #CyberFit Shirt

### Production Checklist

- ✓ Use the Acronis Navy Blue color — Pantone 282C / CMYK 100 87 41 47 / RAL 5011
- ✓ Follow the branding placement and measurements (page two through page five) when producing the item in different sizes
- ✓ Maintain the original proportions of the logos and lockups, as provided on page six
- ✓ Send a digital color proof before production, to approve placement
- ✓ Send high quality photos or test prints before production, to approve quality

# Men's (S-L)

Application: EMBROIDERY



Front



Back

# Men's (XL-XXL)

Application: EMBROIDERY



Front



Back

# Women's (XS-M)

Application: EMBROIDERY



Front

Back

# Women's (L-XL)

Application: EMBROIDERY



Front

Back

# Branding elements

Front & Back

**Acronis**

Sleeve

**#CyberFit**

# Guide / Improper use

Avoid wrong positioning of the logos in production.

Do not use the same logo sizes for XS and XXL clothes.

The logo should increase or decrease proportionally to the size of the clothes.

For women's apparel use one logo size for XS-M, another — for L-XL.

For men's apparel use one logo size for S-L, another — for XL-XXL.

For unisex apparel choose a middle range of logo sizes.



Logo is too close to the edge and goes to the armpit area



Logo is placed too low



Logo is placed too high



Logo is too big on the back



Logo is placed too low on the back