

Acronis

Branded raincoat

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, 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: PRINT



Front



Back

Men's (XL-XXL)

Application: PRINT



Front



Back

Women's (XS-M)

Application: PRINT



Front



Back

Women's (L-XL)

Application: PRINT



Front



Back

Branding elements

Front and back

Acronis

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



Logos are placed too low



Logos are placed too high



Logos are much larger than intended



Logo is too big on the back