

islonline

# Brand Guidelines

2022





# Contents

## Welcome

- 3 Stay Awesome

## Our Brand Story

- 4 Local to Remote
- 5 Who We Are
- 5 Where We Are
- 5 Who Do We Serve

## Brand Identity

- 6 Our Vision
- 6 Our Mission
- 6 Our Strategy

## Logo

- 8 Our Logo Is Our Flag
- 9 Colour
- 9 Grayscale
- 9 One Colour
- 10 Clear Space
- 10 Minimum Size
- 11 Logo Misuse
- 13 Naming

## App Icons

- 14 Software

## Our Colours

- 16 Primary Colours
- 17 Secondary Colours

## Typography

- 18 Introduction
- 18 Myriad Pro
- 20 Hierarchy Of Type
- 21 Structure Of Type

## Illustration

- 22 The Role Of Illustrations
- 23 Illustration Principles
- 24 Brand Face
- 25 Best Practices

## Iconography

- 26 The Role Of Iconography

## Use of Our Content

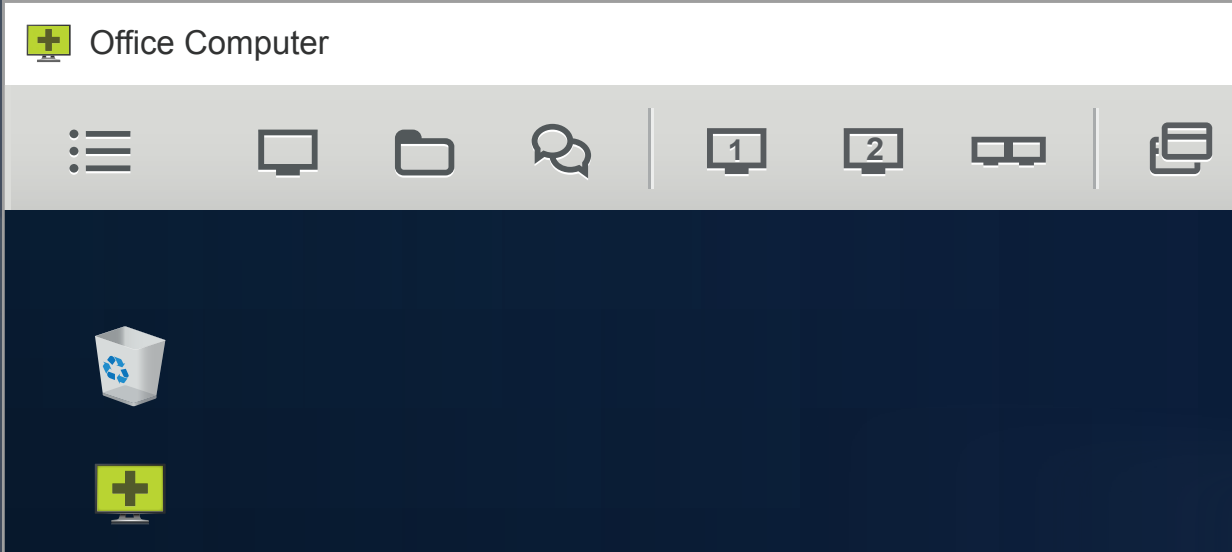
- 28 Avatars
- 29 Infographics
- 30 Images
- 31 Website
- 32 Business Cards
- 33 Booths
- 34 Presentations
- 35 Slides
- 36 Word Template
- 37 Invoice & Quote
- 39 Posters
- 44 Merchandise

## Useful Links

- 46 Brand Style Guide
- 46 Documents
- 46 Downloads
- 47 Manuals
- 47 Videos

## Brand Management

- 49 Approvals
- 49 Contact



+ ISL Light			
<div><div></div><div>SessionsComputers</div><div></div></div>			
Groups	Alias	Status	Last online
All Computers 6	Office Computer	Online	Just now
Admin 2	Laptop	Online	Just now
Office 3	MacBook Pro	Online	Just now
Home 1	Workstation	Online	Just now

# Welcome

## Stay Awesome

The identity of our company is not just a logo, it is a design system composed of a number of elements which come together to create a distinctive look and feel. This makes the ISL Online brand immediately recognisable, and makes our work united, consistent and more beautiful.

This document provides a detailed plan for using our brand elements, and will help us ensure the consistent use of ISL Online's corporate identity. Whether you are an employee, contractor, supplier or business partner, it is your responsibility to review and apply these guidelines whenever using ISL Online's corporate identity.

With everybody's cooperation and consistency, ISL Online's corporate identity will continue to be a valuable asset that contributes to a positive public image, and will help us achieve even greater success in the future.

# Our Brand Story

## Local to Remote

ISL Online is a software development company which makes remote support easier. Our screen sharing technology helps IT professionals and help desk technicians to help others over the internet.

ISL Online was founded in 2001, when the initial version of the ISL ("Internet Services Layer") software application was developed. Today, ISL Online offers one of the most technologically advanced remote desktop solutions for Windows, Mac, Linux, iOS and Android.



**REMOTE**  
Support. Access. Work.

islonline

“  
*Computers can be far away.*”

## Who We Are

We are mostly humans. We like sports, music and anything tech related. ISL Online is a team of eager individuals, who are always looking for new and innovative ways to impress users.

## Where We Are

ISL Online is a global company with offices located in Europe and in the U.S. We have authorised partners in Asia/Pacific, Middle East, Africa, and Latin America. We serve customers virtually anywhere in the world.

## Who Do We Serve

Our software is used by IT professionals and help desk technicians from small and medium-size businesses to Fortune 500 companies in more than 100 countries.

# Brand Identity



## Our Vision

We envision changing the way technicians solve remote computer problems. A world in which a support teleporter exists, or at least where a remote user feels like a local one.



## Our Mission

We work hard every day to bring remote devices closer to you by allowing you to control them with ease.



## Our Strategy

We create solutions built on grid that run remote desktop software, and allow management of computers and customers' support cases.



islonline

Support Your Customers





# Logo

## Our Logo is Our Flag

We are very proud of our logo, and would deeply appreciate you following these guidelines to ensure it always looks its best.

Our logo is a simple, geometric and modern word-mark which is our first introduction to consumers. And, while a logo is just a part of ISL Online's brand, it serves as the foundation for the entire story on which our brand is built.

It is very important that the logo is always applied with care and respect in every situation.

The logo for ISL Online is displayed on a dark background. The word "isl" is in white, lowercase, sans-serif font. The word "online" is in a bright green, lowercase, sans-serif font. The two words are joined together without a space.



## Colour

The colour usage for ISL Online logo is fairly minimal. Our primary logo is the ISL Online colour version on a black background. Ideally, the logo is used with black backgrounds in order to have the greatest impact. If usage of the black background logo version is possible, please avoid using a white logo.



The white green logo should be used on black backgrounds.



The black green logo should be used on white backgrounds.

## Grayscale

In certain situations, the logo can also be used on a white or contextually coloured background.



Web White: Ex 60% White



Web Black: EX 40% Black

## One Colour

For applications where only one colour is permitted, please use the one colour logo. White areas indicates no ink.



## Clear Space

Our logo is important... so let it breathe and have the space it needs and deserves.

The logo exclusion zone is equal to the height and the width of the "o" (marked as x in the diagram). This minimum space should be maintained as the logo is proportionally resized.



## Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in the application.



In order to maintain legibility, the ISL Online logo should never be smaller than 100px, 6.25 picas, or 78 points in digital or 26mm, 1" in print.

# Logo Misuse

It is important that the appearance of our logo remains consistent. ISL Online logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.



**Don't** rotate the logo.



**Don't** stretch or shrink the logo.



**Don't** combine it with product icons.



**Don't** resize any part of the logo.



**Don't** ignore minimum space around the letters.



**Don't** change the logo colour or tone outside of the ISL Online green.



**Don't** outline or create a keyline around the logo.

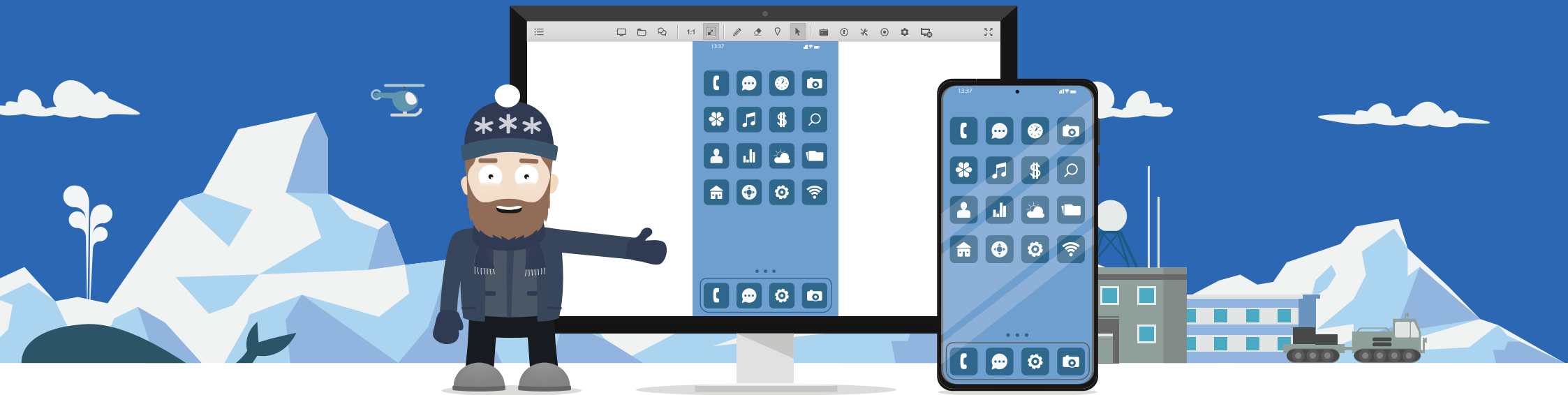


**Don't** add dropshadows or any other styles.



**Don't** use bad contrast background.

# Even from Antarctica.



# Naming

ISL Online are two words.  
Capitalise the ISL and the O.

**ISL Online**



Perfect

**ISL ONLINE**



Wrong

**ISLOnline**



Wrong

**isl online**



Seriously wrong!

# App Icons

## Software

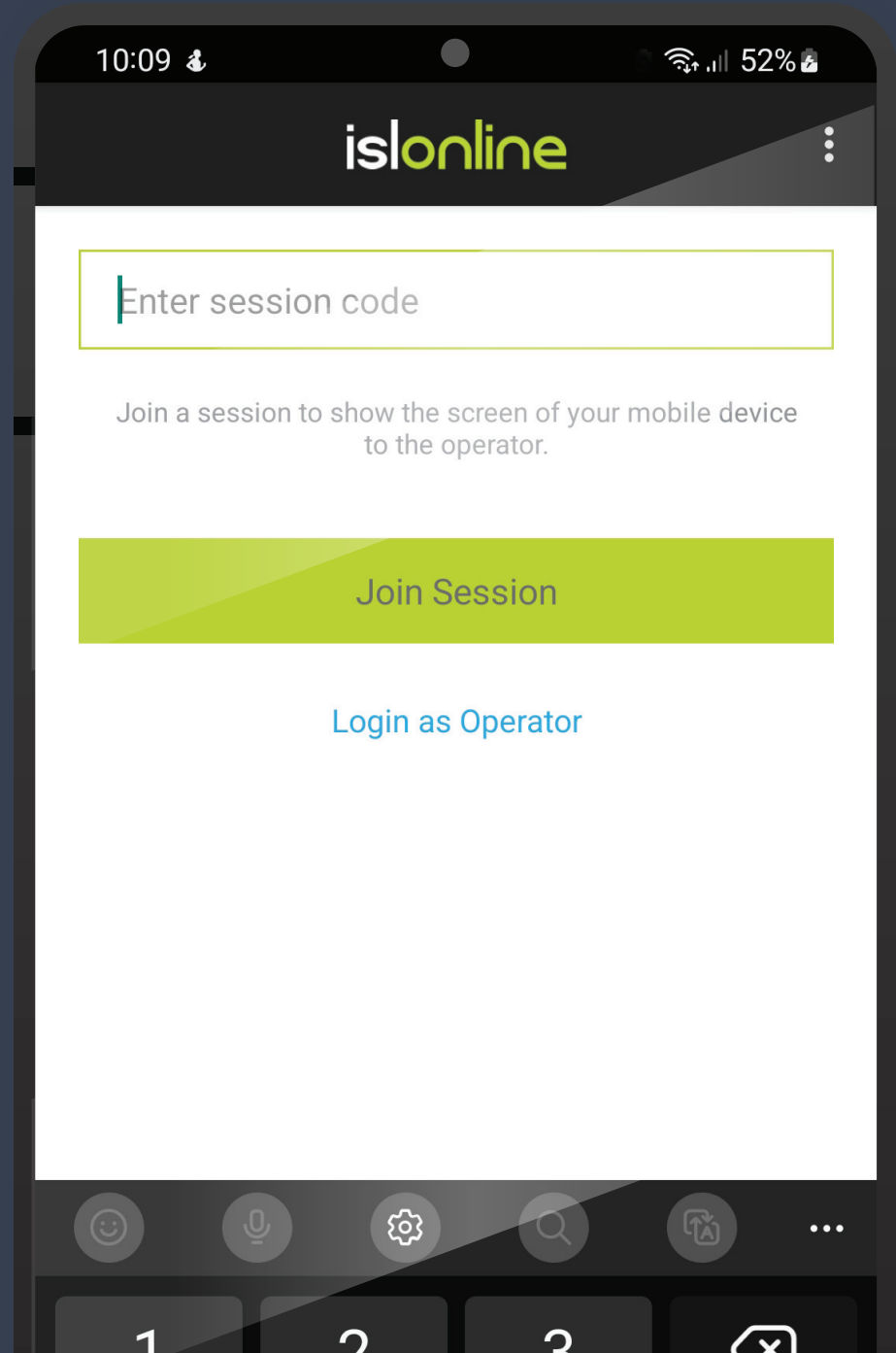
The use of ISL Online product icons is limited. App icons can be used as a software icon in mobile apps, review sites and desktop computers. You should never place product icons directly next to our primary logo.

Icons should be used in a UI with limited space. You can use our product icon when you're mentioning a specific ISL Online product.



**Whatever  
Your Device,  
We've Got  
You Covered**

islonline



# Our Colours

## Primary Colours

ISL Online has always been green. While embracing a much more colourful language in our brand communications, the colours are the key indicators of ISL Online's brand design. Consistent use of the colour palette will not only reinforce the cohesiveness of the brand, but colour also serves a psychological purpose by communicating a friendly feeling to the audience.



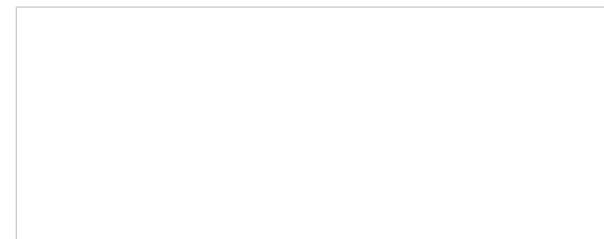
### Green

**PMS** 382 C  
**CMYK** 32C.0M.100Y.0K  
**RGB** 186R.214G.50B  
**HEX** BAD632



### Black

**PMS** Black  
**CMYK** 60C. 20M. 60Y. 100Kv  
**RGB** 0 0 0  
**HEX** 000000



### White

**PMS** White  
**CMYK** 0C. 0M. 0Y. 0K  
**RGB** 255 255 255  
**HEX** FFFFFFFF



## Secondary Colour

The secondary colour is used in combination with, or separately, from the primary colours. This colour is used mostly for illustrations, covers, posters, headers, backgrounds and other design elements.



### Blue

**PMS** 285 C

**CMYK** 100C. 50M. 0Y. 20K

**RGB** 0 102 203

**HEX** 0066cb

# Typography

## Introduction

Typography is a powerful brand tool when used consistently. The consistent use of typography gives all ISL Online printed and electronic materials a common and recognizable appearance. The typographic principles are based on function, format and purpose. They maintain a distinctive look and feel across all applications.

## Myriad Pro

The ISL Online typeface is Myriad Pro.

When representing ISL Online, always use a version of Myriad Pro that belongs to the Adobe font library. It is widely available and can be purchased directly from [www.adobe-fonts.com](http://www.adobe-fonts.com).

For Titles

## Myriad Pro Bold Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890€\$%&().,:;'"?!

For Titles & Texts

## Myriad Pro Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890€\$%&().,:;'"?!

# Hierarchy of Type

Myriad Pro Bold Condensed	Title	Myriad Pro Light
Myriad Pro Semibold Condensed	Section Title	Myriad Pro Light
	Header	Myriad Pro Light
	Bold Text	Myriad Pro Semibold
	Text	Myriad Pro Light
	Ordered Text	Myriad Pro Light
	Blockquote	Myriad Pro Light Italics
	Detail	Myriad Pro Light

# Structure of Type

Putting typography together.

Details	- Myriad Pro Light	Title	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices purus ut eros aliquet faucibus. Maecenas aliquet sit amet eros ornare posuere. Donec eu tortor sollicitudin, lobortis mi vitae, egestas odio. Phasellus tincidunt ante enim, vitae blandit eros pulvinar suscipit.
Title	<b>Typography Design</b>		
Section Title	ISL Online Brand Style Guide		
Text	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices purus ut eros aliquet faucibus. Maecenas aliquet sit amet eros ornare posuere. Donec eu tortor sollicitudin, lobortis mi vitae, egestas odio. Phasellus tincidunt ante enim, vitae blandit eros pulvinar suscipit.	Blockquote	<i><b>“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices purus ut eros aliquet faucibus.”</b></i> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices purus ut eros aliquet faucibus.
Header	<b>Myriad Pro Semibold</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices purus ut eros aliquet faucibus. Maecenas aliquet sit amet eros ornare posuere. Donec eu tortor sollicitudin, lobortis mi vitae, egestas odio. Phasellus tincidunt ante enim, vitae blandit eros pulvinar suscipit.	Bold Text	Lorem ipsum dolor sit amet, <b>consectetur</b> adipiscing:
		Order Text	<ul style="list-style-type: none"><li>• dolor</li><li>• ornare</li><li>• ultrices</li></ul> Donec ultrices purus ut eros aliquet faucibus.

# Illustration

## The role of illustration

- It represents our brand in an efficient and clear way.
- It makes complex ideas more simple.
- It can add personality, appeal, charm, humour.
- It can create consistency in our brand presentation.
- It can make things look friendly, beautiful, desirable.
- It can change tone and speak directly to users

Just like the written word, illustrations exist to tell stories and convey ideas - they should not be used as decoration or without consideration.





## Illustration principles

### **Simplicity**

ISL Online illustrations tend to include clean shapes, plenty of white space, and balanced colour ratios to ensure that ads, marketing material, social media posts, etc. never feel too chaotic.

### **Be practical**

Ensure that the illustrations are both inspiring and empowering, thoughtfully use metaphors when appropriate, as well as clear, literal representations of real-life concepts.

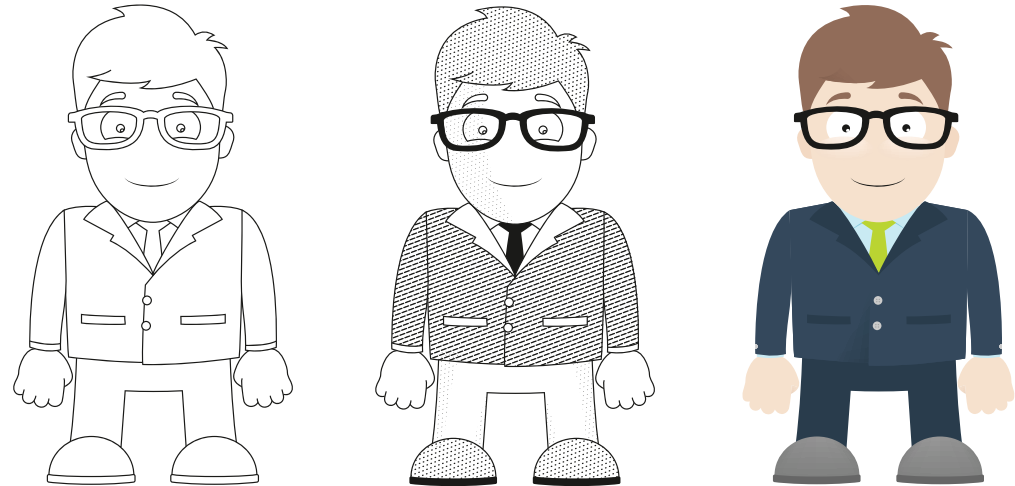
# Brand Face

ISL Online's brand face is Mico.

He is a support guy who brings some personality into our products.

Characters are the faces that give the ISL Online brand a distinct personality. Characters are based on real people that form our awesome team.

Getting the public to recognize the ISL Online brand is one of the biggest challenges we face. Characters help us make that difficult task much easier.





# Best practices

Use these basic graphic design principals when creating compositions that use illustrations.

Do not hack illustrations together.

Do not pile illustrations on top of one another to show actions and relationships.

Use all illustrations at the recommended size.

Do not shrink illustrations down to icon size or increase beyond 1:1 size so it will get blurred.

Do simplify your story and use plenty of white space around illustrations.

Do not make images disproportionately large to the rest of the content or use the image as background element.



# Iconography

## The role of iconography

Icons are more literal and are intended to bring clarity to the subject. Icons can be especially helpful when differentiating several points, each of which needs a graphic representation. They can also help you explain more complicated themes by breaking down information and making it easy to understand.

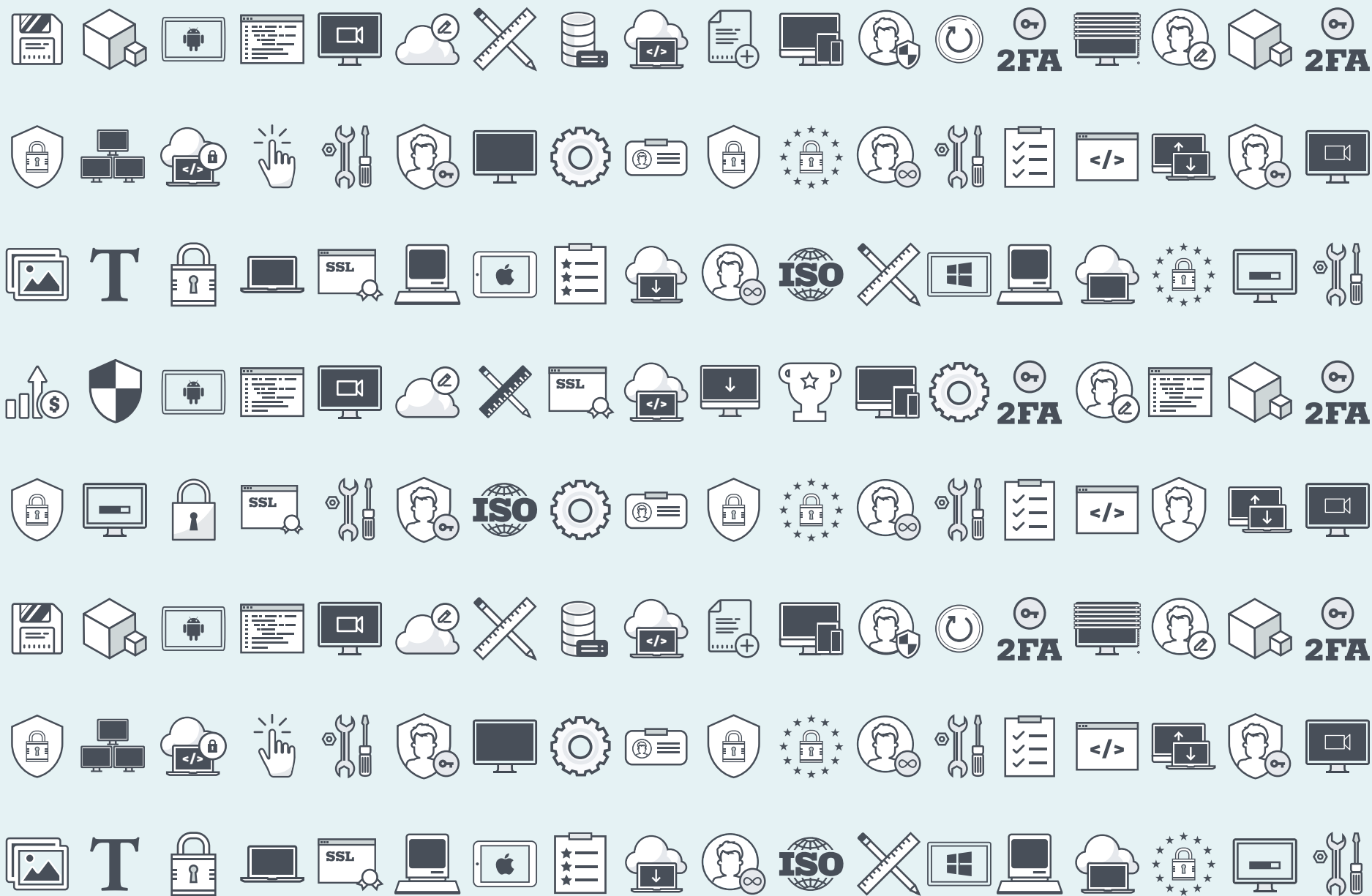


### Blue Trout

**CMYK** 71C. 61M. 48Y. 30K

**RGB** 73 79 90

**HEX** #494f5a



# Use of Our Content

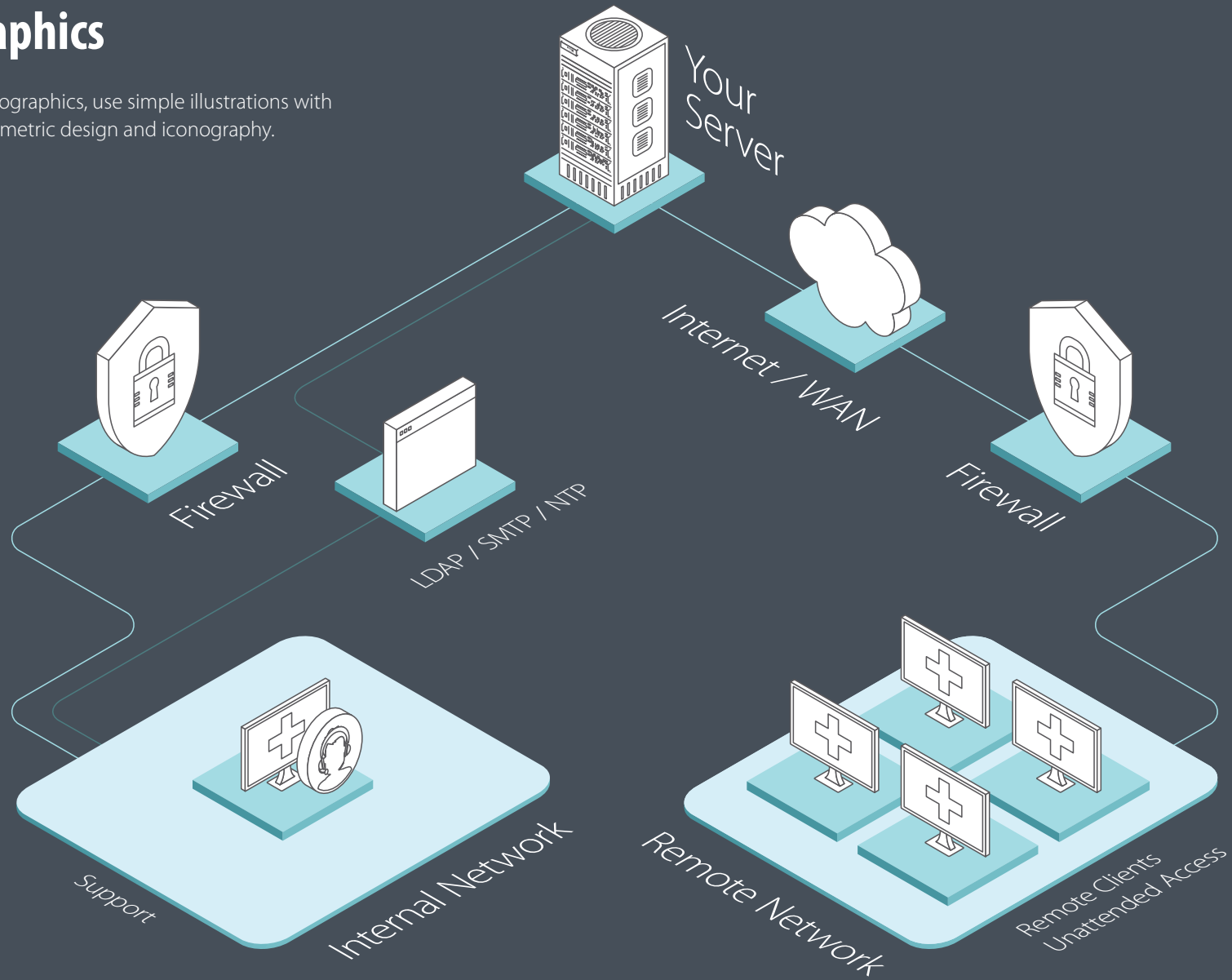
## Avatars

You are welcome to use ISL Online characters that represent you when presenting the ISL Online brand on social media networks, forums or review pages. It gives our brand instant recognition and differentiates us from other members.



# Infographics

When using infographics, use simple illustrations with elements of isometric design and iconography.



# Images

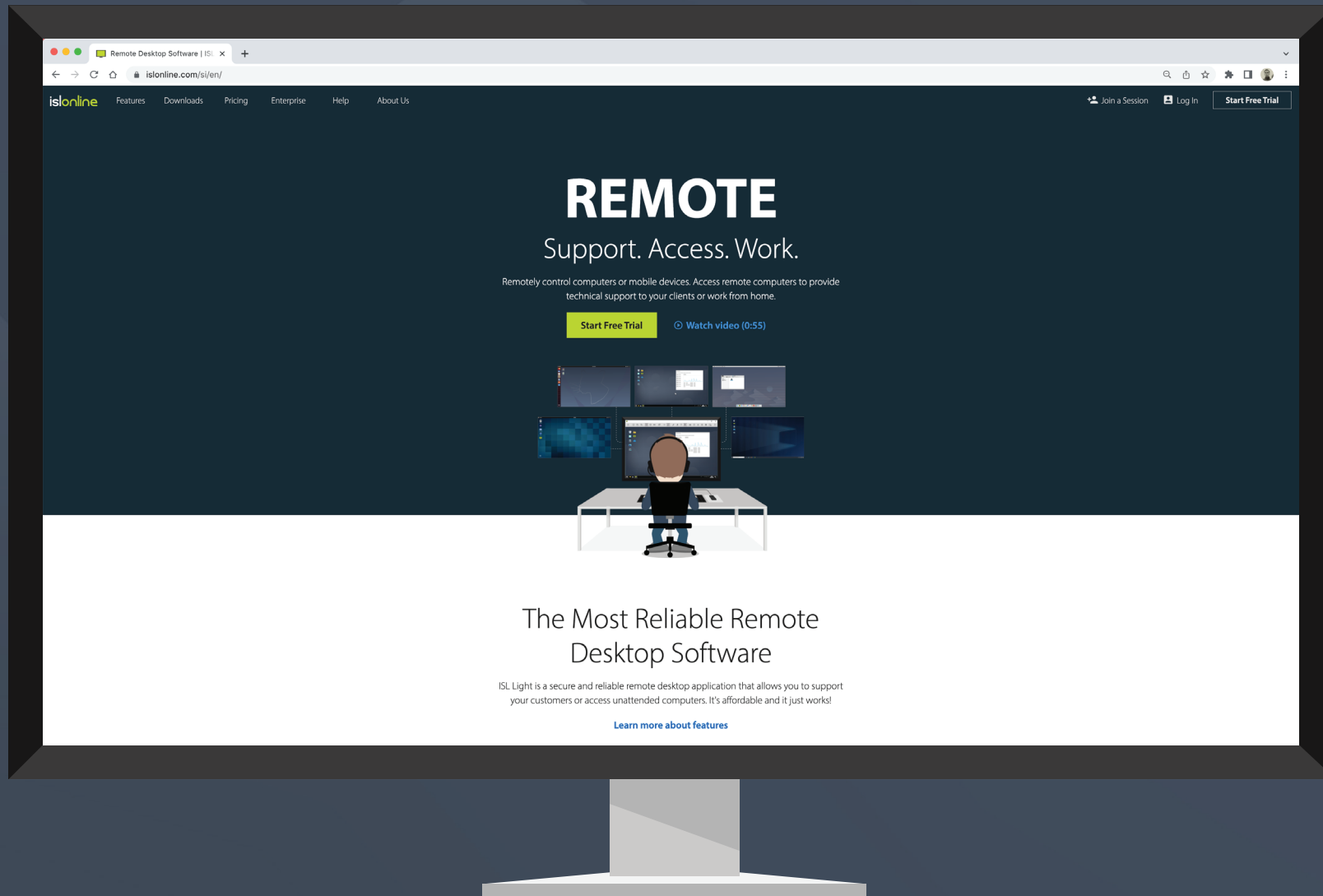
You may download and use images form [www.islonline.com](http://www.islonline.com). Right click on the image, and click open image in new tab. If file is in png., you can use 3x bigger size by following next steps. Type “-3x” to /”image.png”, for example /image-3x.png.



# Website

The website [www.islonline.com](http://www.islonline.com) is our main publishing area.

# ISL Online Website



# Business Cards

A well-made business card not only makes you appear professional but also reflects the quality level of your services.





## Booths

A pop up booth (also called a pop up display) offers a great way to get you more attention at trade shows and other promotional events.

islonline

REMOTE  
DESKTOP



[www.islonline.com](http://www.islonline.com)

# Presentations

We've made a Powerpoint Template that you can use whenever you need to present ISL Online.

Tips for creating a great presentation:

1. Focus on your audience's Needs
2. Keep your slides simple
3. Use as little text as possible
4. Do not be afraid to use full image slides
5. Concentrate on your core message



# Slides



## Remote Control Solution

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### ISL Online

- Headquarters: Technology Park Ljubljana, Slovenia, EU
- Offices: Switzerland, UK, US
- Worldwide partners: 30+





### ISL Online facts

- Initial research of remote control technology since 1999 (pioneers)
- ISL Online technology (OEM) integrated into known solutions
- #1 Remote Support Software in Japan
- Winner of the independent c't magazin review 2019
- Awarded by Captera (Gartner) and G2 review websites
- Software developed in Europe
- ISO 27001:2013 Certification




### Remote.


Remotely control Windows, macOS, Linux & mobile devices (iOS\*, Android).  
Cross-platform support.



**Support**  
Ad-hoc Technical Support  
Helpdesk  
Computers & Mobile Devices



**Access**  
Unattended Devices  
Remote Access Agent  
RDP Proxy






**Work**  
Work From Home  
Office Computers  
Covid-19

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### Millions of Happy Users

IT professionals and help desk technicians from small and medium -size businesses to enterprises.



	<b>Cloud</b>	SME 100+ Servers Worldwide 99.9837% Uptime
	<b>Enterprise</b>	Managed Private Cloud (MPC) Single-Tenant Security & Integrations
	<b>OEM</b>	Since 2008 Partnerships (RMM, ITSM, etc.) API

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### On-premises licenses

Self-hosted / On-premises (running inside your University's environment)


- Server maintenance by your team
- Connections established only via your preferred servers (100% data control)
- Running globally or just inside your network (without internet connection)
- External authentication (AD, Radius...)
- Integration (ITSM, ERP, CRM...)
- OEM customization

### Corporate licenses


Private cloud (running inside your business environment)

- Self-hosted installed on 2+ servers, connected into your private cloud (On-premises)



Managed private cloud (private cloud is managed by ISL Online team)

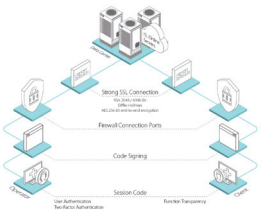
- Details on the next slide



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### Security

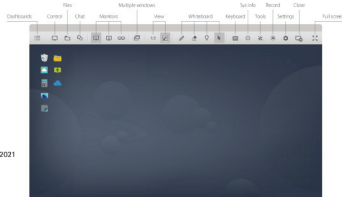
- Code Signing
- User Authentication
- Two-factor Authentication
- Session Code
- Firewall-Friendly
- Function Transparency
- Strong SSL Connection



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### ISL Online

The Most Reliable Remote Desktop Software



redist winner 2021 interface design

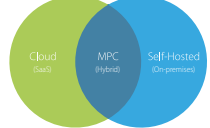
### Managed Private Cloud (MPC)

Benefits from Cloud based (SaaS)



- Instant updates and upgrades
- Server maintenance by ISL Online team
- Guaranteed up-time (High Availability, Monitoring)

Benefits from Self-hosted (On-premises)

- 100% Data control
- OEM customization
- Integration (ITSM, ERP, CRM...)
- External authentication (AD, Radius...)



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**THANKS FOR ATTENTION!**

More details on REQ-2945

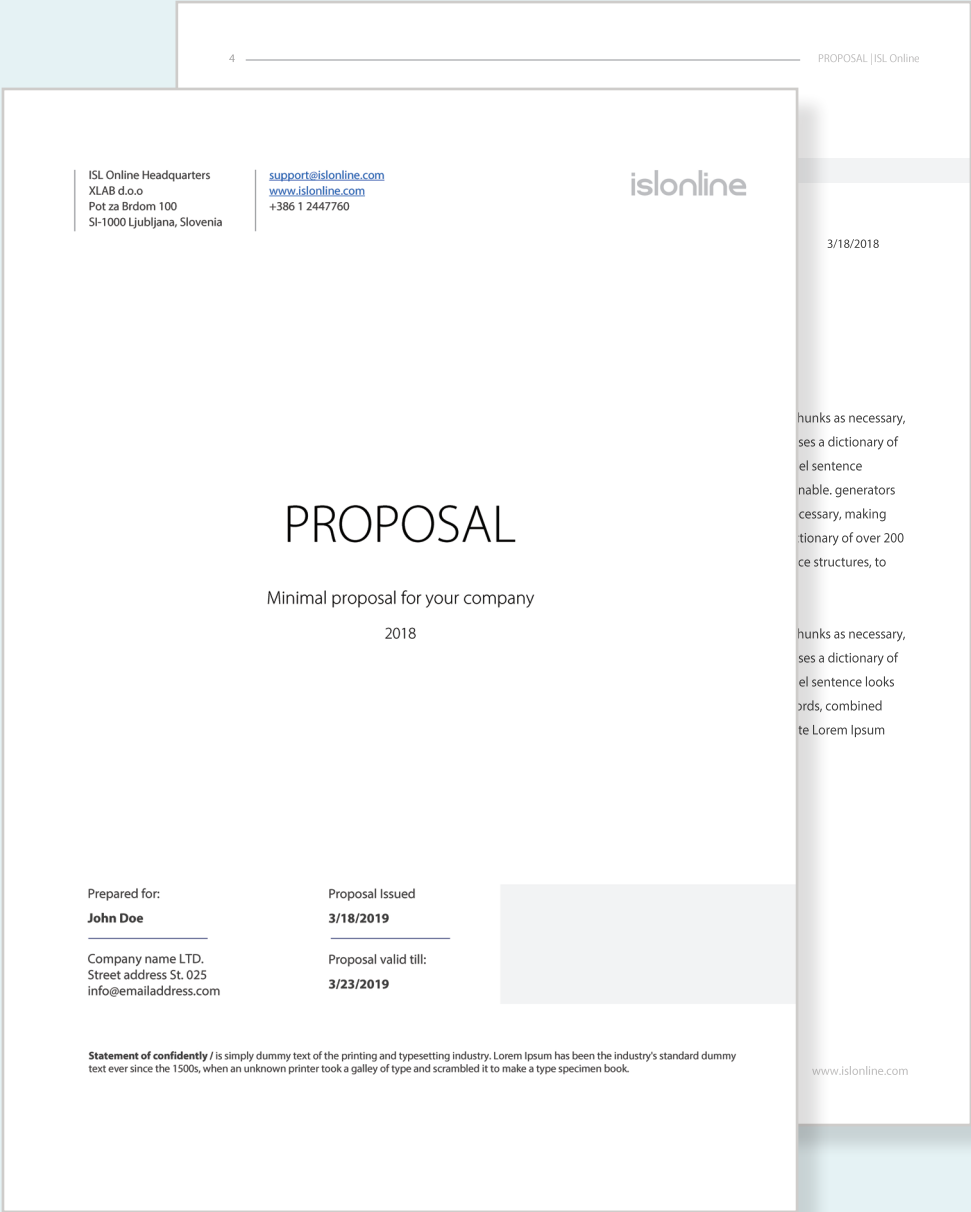


[www.islonline.com](http://www.islonline.com)

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# Word Template

Word template is ready for edit and print for your business or educational needs. Template is quickly customizable and easy to edit.



# Invoice & Quote

Make your invoices and quotes look as professional as your business. When you think about it, your invoice is often your last point of contact with a client, the final physical (or digital) correspondence you make with them at that point in time, so it's important to leave them with a well-designed, easily navigable, and beautiful invoice in order to make a stellar last impression.

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INVOICE

INVOICE NO.: 190878  
SERVICE DATE: 17.05.2019

BILLING DATE  
20.05.2019

BILLED TO  
John Doe, Online Street 202, Country, State, Region

ORDER ID  
#236630

DUE DATE  
04.06.2019

ISL ONLINE ACCOUNT  
info@john doe

CUSTOMER ID  
NL008852716B01

PAYMENT  
15 days

PLACE  
City

REFERENCE NO  
00 190878

POS	ITEM	ITEM DESCRIPTION	QNT.	PRICE/UNIT	DISCOUNT	PRICE	VAT%	AMOUNT
1	PPU	Pay per Use (coupon)	1	\$95,00	0,00%	\$95,00	0,00%	\$95,00
TOTAL WITHOUT DISCOUNT								\$95,00
DISCOUNT								- \$0,00
TOTAL WITHOUT VAT								\$95,00
VAT (0%)								+ \$0,00
Total :								\$95,00

Reverse Charge - VAT exempt under Article 44 of VAT Directive.

ISSUED  
Receptionist

PAYMENT METHODS:

BANK TRANSFER  
Bank Name  
Address  
Location  
IBAN: \*\*\*\*\*  
SWIFT: \*\*\*\*\*

CREDIT CARD  
www.islonline.com/shop

PAYPAL  
payments@islonline.com

QUOTE

QUOTE NO. 190042

CUSTOMER VAT  
#236630

REFERENCE NO  
00 190878

PRICE/UNIT	DISCOUNT	PRICE	VAT%	AMOUNT
\$95,00	0,00%	\$95,00	0,00%	\$95,00
TOTAL WITHOUT DISCOUNT				\$95,00
DISCOUNT				- \$0,00
TOTAL WITHOUT VAT				\$95,00
VAT (0%)				+ \$0,00
Total :				\$95,00

PREPARED BY  
Receptionist

ne.com/shop

PAYPAL  
payments@islonline.com

a Brdom 100 | 1000 Ljubljana | Slovenija | EU | VAT ID: SI15779092  
pport@islonline.com | www.islonline.com

ISL Online Headquarters | XLAB d.o.o. | Pot za Brdom 100 | 1000 Ljubljana | Slovenija | EU | VAT ID: SI15779092  
T: +386 1 244 7760 | support@islonline.com | www.islonline.com



# Posters

Posters create symmetry with other marketing efforts and reinforce our brand identity.

With posters you can make quick, immediate visual impressions on potential customers.





islonline

REMOTE

Support. Access. Work.





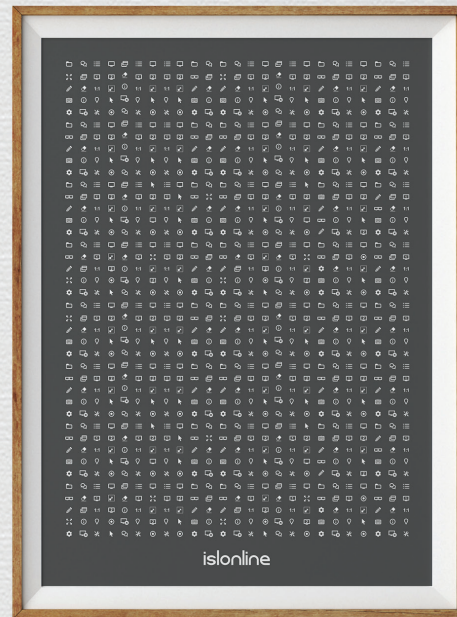
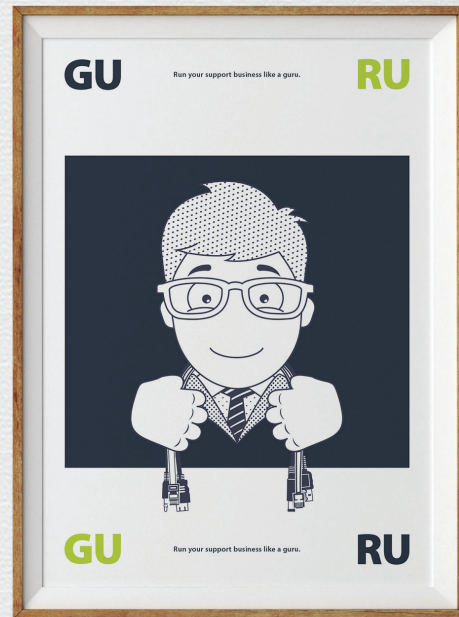


A black bus stop shelter stands on a city sidewalk. It features a digital display on the left and a large poster on the right. The background shows a street with a white truck and buildings.

# REM- OTE DESK- TOP

islonline







# ISL ONLINE HEADQUARTERS



islonline



# Merchandise

Brand merchandise or swag is an important sales tool when done right. It's an opportunity to break through the noise and to start a conversation with a potential client that otherwise would not have happened.







# Useful Links

## Documents

Latest brochures, security documents, legal notices and step-by-step guides.

<https://www.islonline.com/help>

## Downloads

All downloads at one page.

[www.islonline.com/downloads](http://www.islonline.com/downloads)



# Manuals

User manuals, videos, release notes  
and other technical documents.

[www.islonline.com/help](http://www.islonline.com/help)

# Videos

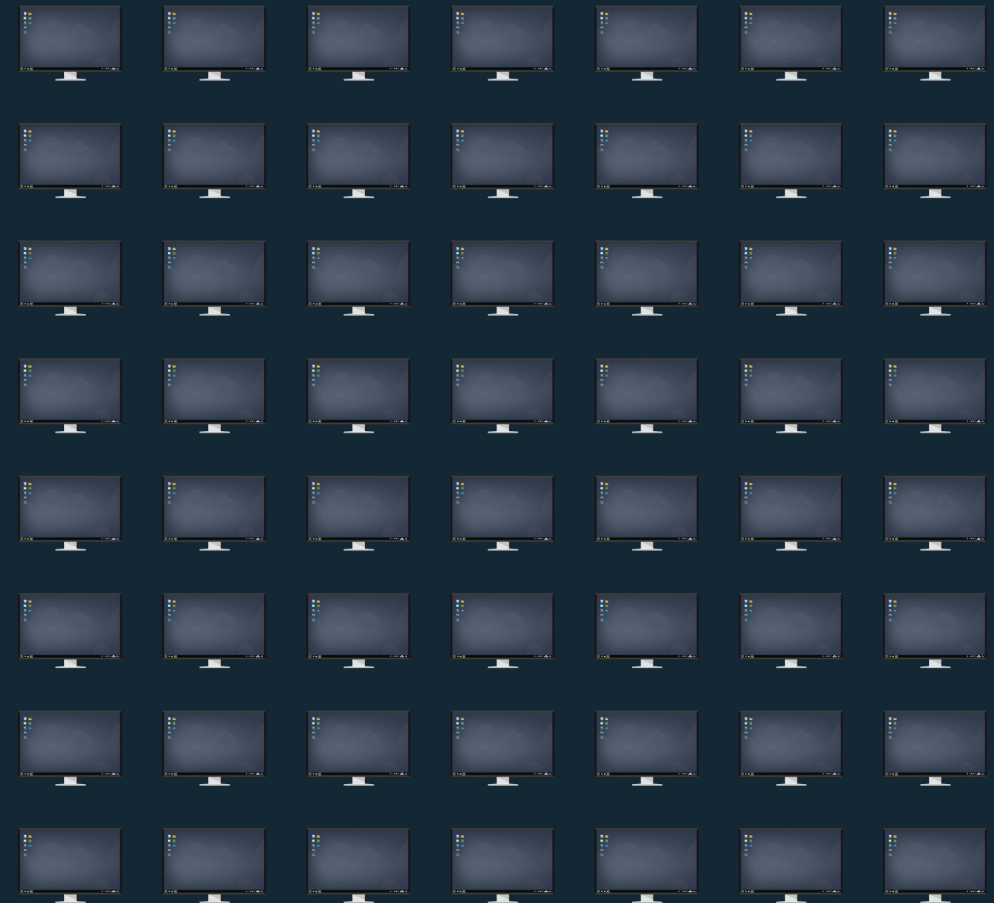
Short videos and video tutorials about  
ISL Online products.

[www.islonline.com/help/videos/tutorials.htm](http://www.islonline.com/help/videos/tutorials.htm)

# Contacts

More about ISL Online and the people behind it.

[www.islonline.com/company/about-us.htm](http://www.islonline.com/company/about-us.htm)



**islonline**  
Remote Desktop Software





# Brand Management

## Approvals

These guidelines are fairly flexible and should allow enough creative freedom to use graphics as you see fit while still making sure the brand looks its best across all applications.

Do not hesitate to reach out to the ISL Online design team.

All material including ISL Online logo or ISL Online illustrations **must be approved by the ISL Online team.**

## Contact

ISL Online HQ  
Pot za Brdom 100  
SI-1000 Ljubljana, Slovenia, EU

T: +386 1 244 77 60

[sales@islonline.com](mailto:sales@islonline.com)  
[support@islonline.com](mailto:support@islonline.com)  
[www.islonline.com](http://www.islonline.com)

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