

BLUERIDGE Analytics

LOGO / COLOR USAGE / ACCEPTABLE ALTERNATIVE VERSIONS

Corporate Logo / Brand



2 color PMS 2747 blue, PMS 8343 metallic green, PMS 7495 alt spot green (non-metallic)

Alternate Versions



Unacceptable Versions



Too small



advanced optimization | revolutionary software

Grayscale Solid black, 65% black



advanced optimization | revolutionary software

Do not alter colors



advanced optimization | revolutionary software

Black only



advanced optimization | revolutionary software

*Wrong aspect ratio
(width to height)*



advanced optimization | revolutionary software

Inverted White reversed in solid black



advanced optimization
revolutionary software

Do not alter the format



advanced optimization | revolutionary software

Alternate 2 color Inverted on Blue



WRITTEN USAGE

Acceptable Written Usage of Company Name / Tag Line

BLUERIDGE Analytics

- All CAPS for BLUERIDGE, then a space
- Analytics to be title case
- Acceptable acronym for name: BA

“advanced optimization | revolutionary software”

- This word order with “bar” to separate
- Enclose tag line within quotation marks when used in its full form
- Use in all lower case unless the tag line begins a sentence

FREE SPACE AND MINIMUM SIZE

Logo aspect ratio (width to height) should never be altered

Corporate Logo / Brand:

- Use at minimum width of 1.75 inches or 126 pixels, including the TM symbol
- Surrounding free space of at least the width / height of the mark



SITEOPS

LOGO / COLOR USAGE / ACCEPTABLE ALTERNATIVE VERSIONS

Product Logo / Brand



2 color PMS 2747 blue, PMS 144 orange

Alternate Versions



Grayscale Solid black, 65% black



Black only



Inverted White reversed in solid black



Alternate 2 color Inverted on Blue



Alternate 2 color Inverted on Orange

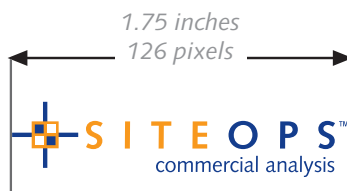


FREE SPACE AND MINIMUM SIZE

Logo aspect ratio (width to height) should never be altered

Product Logo / Brand:

- Use at minimum width of 1.75 inches or 126 pixels, including the TM symbol
- Surrounding free space of at least the width / height of the mark



Unacceptable Versions



Too small



Do not alter colors



Wrong aspect ratio (width to height)



Do not alter the format

WRITTEN USAGE

Acceptable Written Usage of Product Name / Descriptors

SITEOPS

- All CAPS for SITEOPS, all one word
- Acceptable acronym for name: SO
- SITEOPS product name may be used alone (minus a descriptor) without quotation marks

“commercial analysis” or “residential analysis”

- When writing the name of a specific SITEOPS product, enclose the entire name within quotation marks, IE: “SITEOPS commercial analysis”
- Use descriptor in all lower case unless it begins a sentence