

vReact

brand book

appsbow

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Note about the usage of vReact logo

vReact, vReact Nest, vReact Emergency, vReact Oversee, and vReact Digital Twins brands and logos belong to AppsBow company.

Materials included in this brand book, as well as attached logo files may be used by the press and official or unofficial partners of AppsBow company. In this meaning, an unofficial partner is a company or a person which has a positive/good relationship with the company on any ground. However, for partners, official consent from AppsBow is strongly recommended.

In some cases, AppsBow's company reserves the right to withdraw consent of usage of vReact logo, or any kind of vReact/AppsBow materials - for the press as well as partners.

vReact logo or any other materials that are associated with AppsBow, or are a product of work from AppsBow are under copyright.

To contact AppsBow please visit the website:

- www.appsbow.com

or send us an email:

- office@appsbow.com

General rules of using vReact logo

01

vReact, vReact Nest, vReact Emergency, vReact Oversee, and vReact Digital Twins logo is a property of AppsBow company. Violation or misuse of the logo may result in legal consequences.

02

Any changes to the vReact, vReact Nest, vReact Emergency, vReact Oversee, and vReact Digital Twins logo are strictly prohibited. The logo cannot be modified.

03

In the event of unexpected use of the logo (unforeseen in the brand book), please contact AppsBow company.

04

The size of a logo in digital/print publication should let the viewers easily read the logo. Due to different quality of publication (especially in print), there are no strict requirements of minimal size.

05

Logo vReact, vReact Nest, vReact Emergency, vReact Oversee, and vReact Digital Twins cannot be used alone in any publication (digital or print). Publication must mention the name of the company AppsBow and URL address (www.appsbow.com).

06

The proportion of the logo and spacing between elements cannot be changed.

07

It is highly recommended to authorize content that uses the AppsBow logo or other branding materials.

vReact logo variation

vReact logo has 3 (three) variations allowed. vReact Nest, vReact Emergency, vReact Oversee, and vReact Digital Twins logo has 2 (two) variations each.

01 vReact



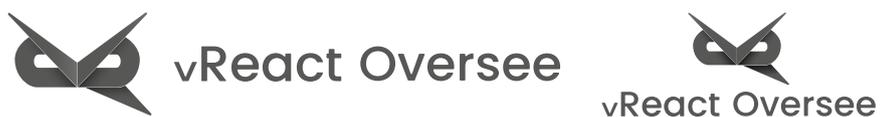
02 vReact Nest



03 vReact Emergency



04 vReact Oversee



05 vReact Digital Twins



vReact logo colors

There are 4 (colors) colors allowed for the AppsBow logo. Those colors are allowed in any logo variation.

Dark grey gradients (darker to lighter)

RGB1: R33 G33 B33
CMYK1: C74 M65 Y60 K79
WEB1: #212121



RGB2: R85 G85 B85
CMYK2: C60 M50 Y49 K43
WEB2: #555555

Light grey gradients (darker to lighter)

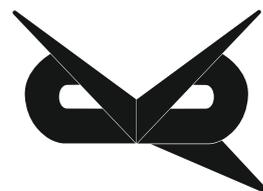
RGB: R67 G67 B67
CMYK: C65 M55 Y53 K55
WEB: #434343



RGB: R218 G218 B218
CMYK: C17 M12 Y13 K0
WEB: #DADADA

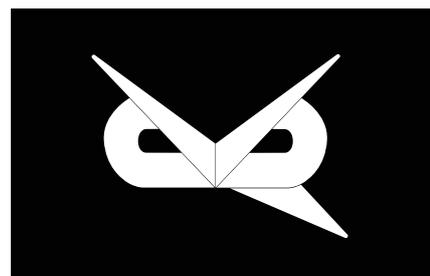
Full black

RGB: R0 G0 B0
CMYK: C91 M79 Y62 K97
WEB: #000000



Full white

RGB: R255 G255 B255
CMYK: C0 M0 Y0 K0
WEB: #FFFFFF



vReact logo color rules

01

«Full Dark» and «Full White» logo is to use only on materials where we cannot obtain shades of grey.

02

«Dark grey gradients» might be used only on white or light backgrounds.

03

«Light grey gradients» might be used only on black or dark backgrounds.

04

None of the logos can be used on any kind of pattern. Only solid colors or smooth gradients as a background are allowed.

05

It's not allowed to use any other color for logo fill. There is only one exception to this rule - only for printed materials - if one solid color is applied for all elements of publication (mono-color print), any vReact logo can be filled with the same color.

Spacing for vReact logo

01 Horizontal variation

minimum spacing in width +15% of long length on left and right



minimum spacing in height +25% of logo height on top and bottom

02 Vertical variation

minimum spacing +25% of logo length all side



03 Owl variation

minimum spacing +25% of logo length all side

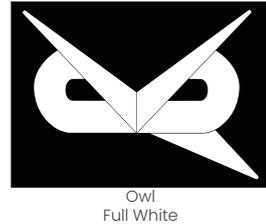


Those rules of spacing are applied to all logo variations for vReact Nest, vReact Emergency, vReact Oversee, vReact Digital Twins.

vReact logo - all variations/colors - part 1



vReact logo - all variations/colors - part 2



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