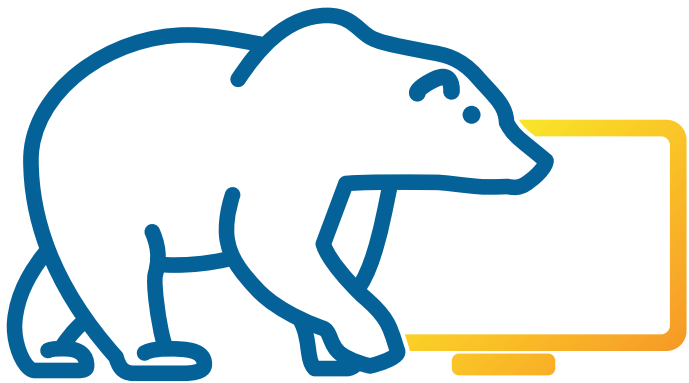


stratodesk brand mark

Branding requirements



stratodesk

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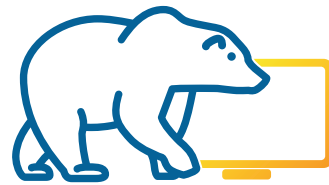
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1. Configurations and versions

1.1. Vertical (main) configuration

Stratodesk Brand Mark is available in horizontal and vertical configurations. There are full-color, grayscale, and solid versions of each configuration. Choose the one that best fits your application.

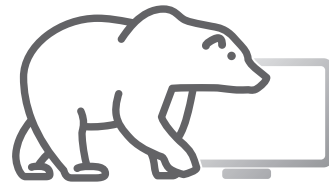
Full-color



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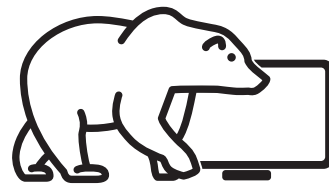
Greyscale



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Solid



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Positive

Reverse

1. Configurations and versions

1.2. Horizontal configuration

Stratodesk Brand Mark is available in horizontal and vertical configurations. There are full-color, grayscale, and solid versions of each configuration. Choose the one that best fits your application.

Full-color



Greyscale



Solid



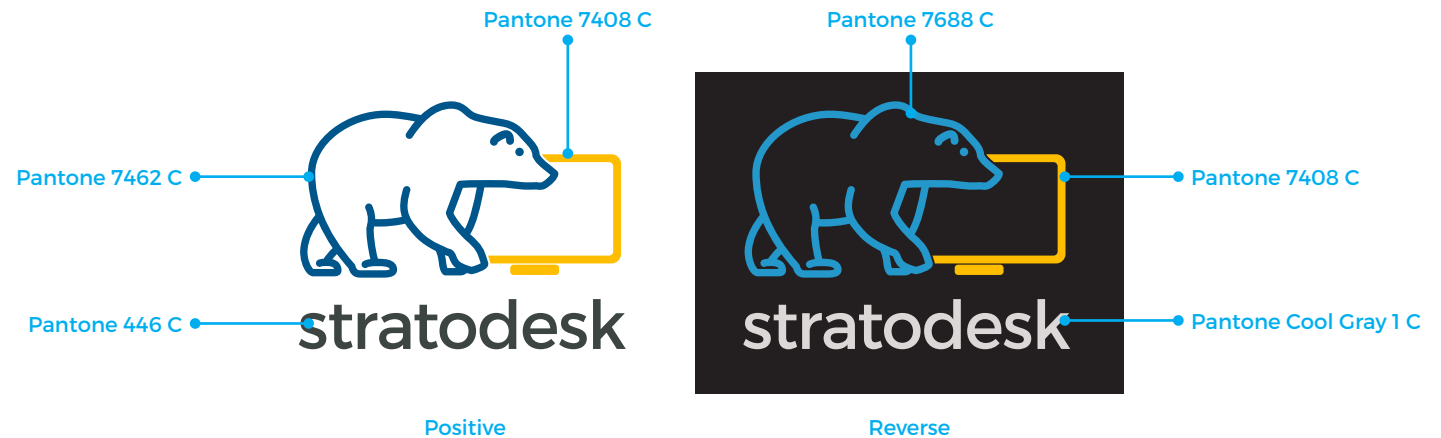
Positive

Reverse

2. Color specification

2.1. Pantone®

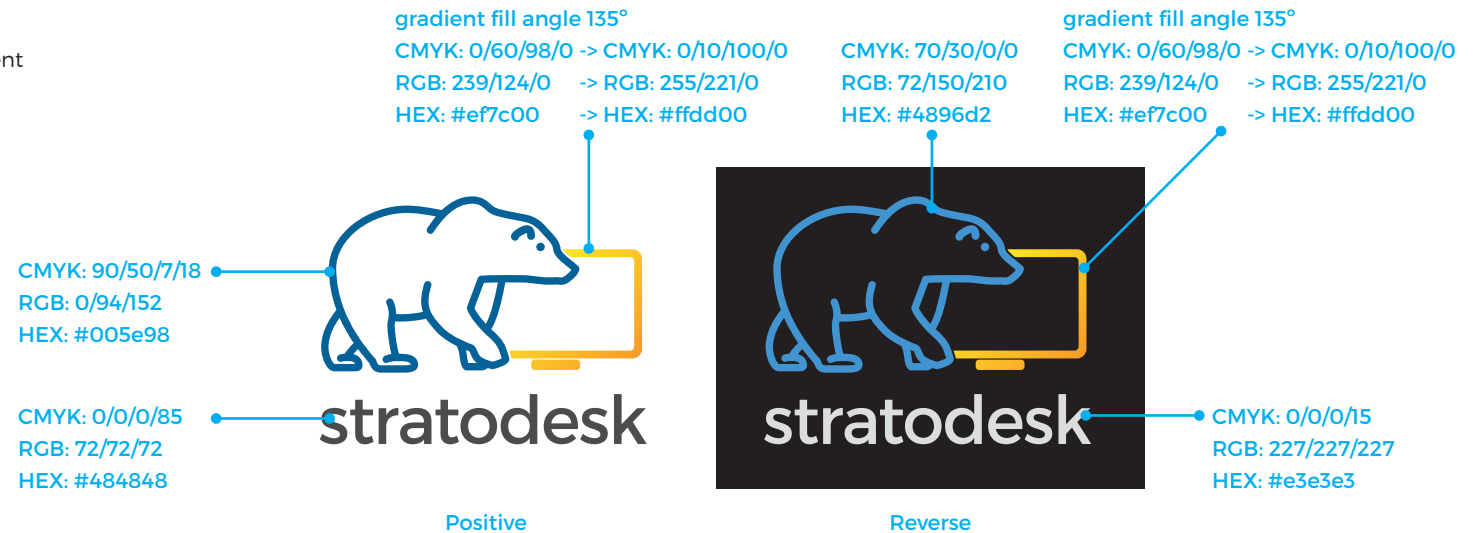
Note the Pantone® colored logo does not contain a gradient fill. Also note the reverse logo is colored differently from the positive one.



2. Color specification

2.2. Full-color

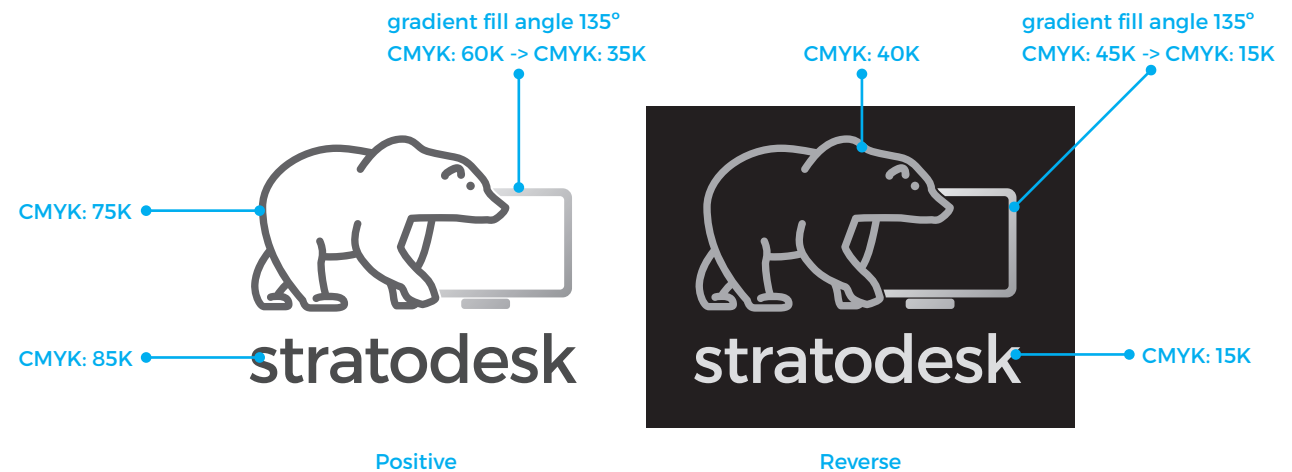
Note the full-color logo does contain a gradient fill. Also note the reverse logo is colored differently from the positive one.



2. Color specification

2.3. Greyscale

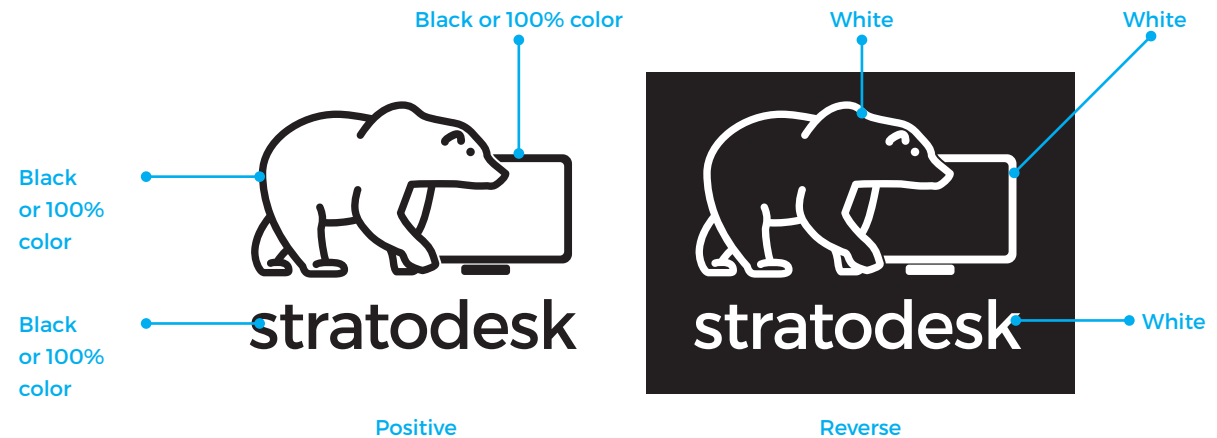
Note the greyscale logo does contain a gradient fill. Also note the reverse logo is colored differently from the positive one.



2. Color specification

2.4. Solid

Solid logo is used only in special cases when color printing is unavailable or technically impossible.



3. Contrast

Always provide sufficient contrast with the background against which the brand mark appears.



3. Contrast

Avoid pictured or textured backgrounds.



4. Minimum sizes and free space

4.1. Vertical (main) configuration

To ensure the greatest legibility of the stratodesk brand marks, follow the minimum size and free space specifications (size may depend on screen / print resolution).



Screen: 40 pixels

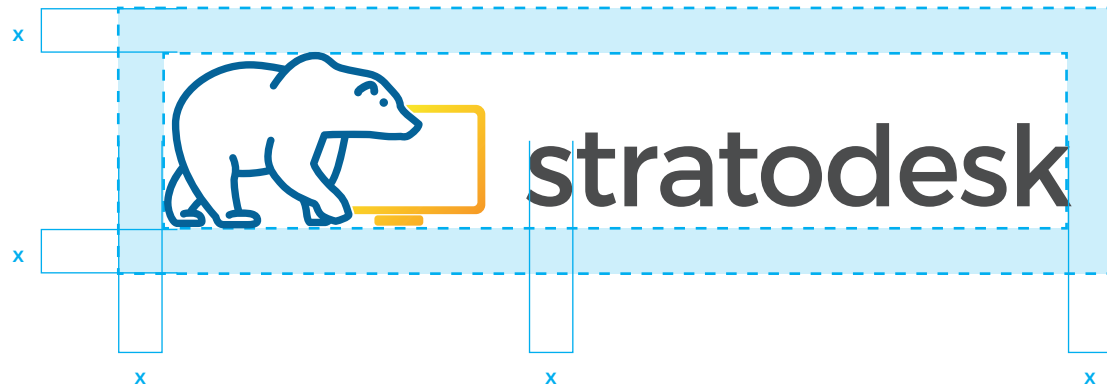
Print: 8.2 mm

Minimum size

4. Minimum sizes and free space

4.2. Horizontal configuration

To ensure the greatest legibility of the stratodesk brand marks, follow the minimum size and free space specifications (size may depend on screen / print resolution).

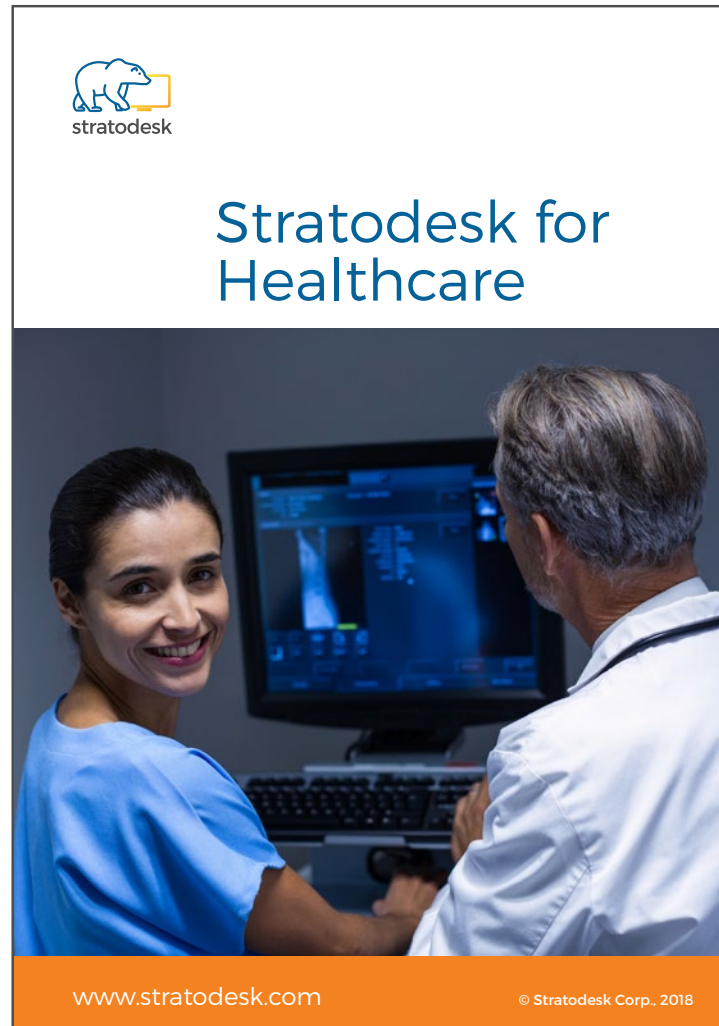


Screen: 72 pixels
Print: 15.2 mm

Minimum size

5. Examples

5.1. Brochure cover



5. Examples

5.2. Datasheet



E-Series – TC E520

A smart, powerful desktop experience



This thin client provides optimal desktop performance for both general office applications and industry-specific software.

The combination of powerful HP hardware and the innovative NoTouch OS make the TC E520 an impressive and unique product.

Dual monitor support, multiple interfaces and Gigabit Ethernet make it the ideal solution for everyday business processes.

This device comes pre-installed with the NoTouch OS, and supports a wide variety of digital services such as Citrix XenApp/XenDesktop, VMware Horizon View, Dell/Quest vWorkspace and terminal emulations.

The NoTouch Center management solution offers simple and centralized network management, designed specifically for the management of thin client networks and repurposed PCs.

The E-Series offers the quality, energy-saving hardware of Hewlett-Packard, including a 3-year pick-up and return warranty.

This thin client, including the secure NoTouch OS, is available from your Stratodesk partner.

TC E520 at a Glance

- NoTouch OS – the leading secure Linux-based thin OS
- AMD Dual Core 1.2 Ghz
- 4 GB DDR3L-1600 SODIMM SDRAM
- 8GB Flash Memory
- ENERGY STAR® certified and EPEAT® registered
- Space-saving, optimal for compact settings
- Low total cost of ownership (TCO)
 - No disposal costs within the EU
 - Maintenance-free
- Free updates
- Free email support in English and German

3-Year HP Pick-Up and Return Warranty

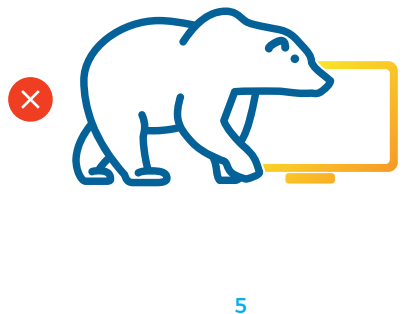
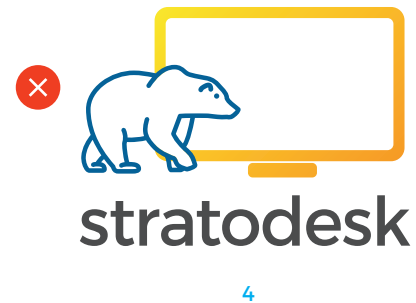
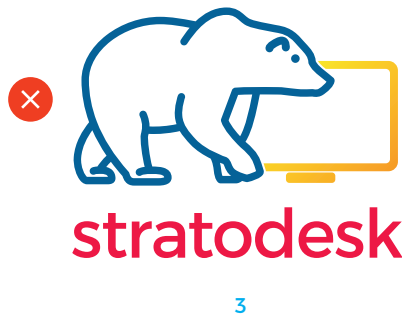
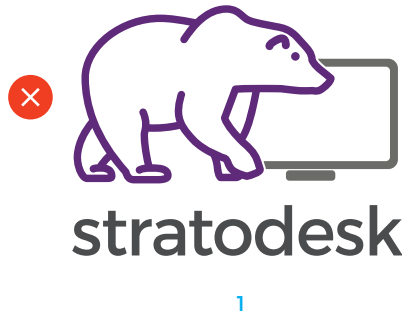
 

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contact@stratodesk.com
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6. Common mistakes

To avoid some common mistakes shown here, do not:

1. Recolor the mark
2. Outline the mark
3. Recolor the Logotype
4. Reconfigure, reposition or individually resize elements of the mark
5. Omit the logotype
6. Alter, add, or combine other text to the logotype



Thank you!