Brand Guide

Handy Backup Logo

Usage Guidelines

Handy Backup

Handy Backup Logo

This document provides the official versions of the Handy Backup logo. The logos may be used by affiliates, IT partners, resellers, and other partners when referring to the product.

Primary Logo

The primary logo consists of the graphic symbol and the Handy Backup wordmark. This is the preferred version for use in:

- partner websites
- reviews and articles
- software directories
- presentations and commercial proposals
- advertising and informational materials

The primary version is intended for use on a light background.
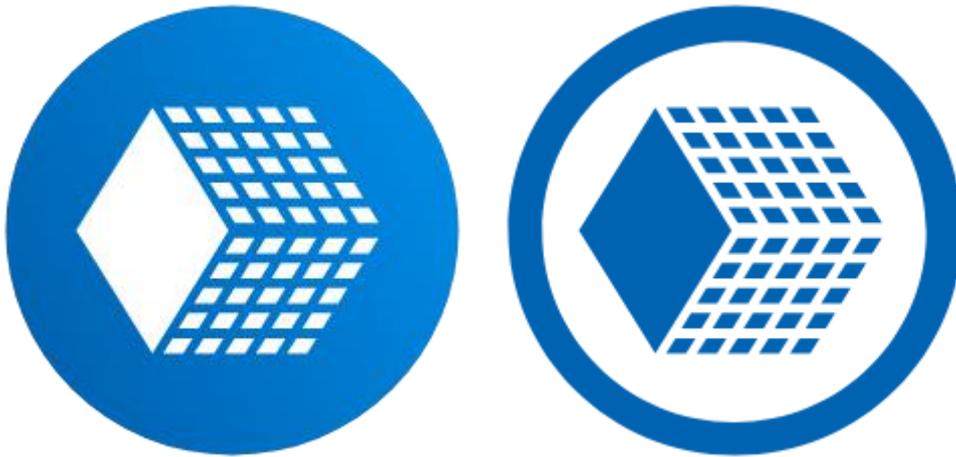
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Icon Version

The icon version consists of the graphic symbol only. It is recommended for:

- icons and compact banners
- user interfaces
- mobile layouts
- narrow content blocks

The icon version should be used in contexts where the product name is clearly stated on the page.

Color Versions

Two versions are permitted:

- **Primary version**: the logo in corporate blue, for use on a light background.
- **Blue version**: the white logo for use on the corporate blue background.

Always choose the version that provides sufficient contrast with the background. No other color variations are permitted.

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Usage Rules

When using the logo, you must:

- maintain the original proportions
- preserve the official brand colors
- avoid adding effects, shadows, gradients, or outlines
- not distort or modify any elements
- ensure sufficient contrast with the background
- maintain clear space around the logo

The minimum clear space must be at least equal to the height of the graphic symbol.

Terms of Use

The logo may be used solely to identify Handy Backup and to indicate partnership or cooperation.

The logo must not be used:

- in a way that creates a false impression of official representation
- in a misleading context
- together with visual elements that compromise brand integrity