



# DATA DEPOSIT BOX

So Simple, So Smart

Branding Guidelines



# WHAT IS A BRAND?

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A brand is much more than a new name or corporate logo. It is a promise to our audiences, both internal and external, of who we are and what we stand for.

A brand is a guarantee of an experience — what people can expect to receive from the organization — and this promise must be delivered every time people use our product and come into contact with our organization and our reseller channel.

It's no secret among successful organizations that great brands deliver consistently; they promote understanding and awareness in the marketplace and help deepen relationships with customers, partners and employees alike. Strong brands are not an overnight sensation. Authentic, lasting brands are built over time. They require investment and dedication to build — across the entire company.

Since 2002, the company's industry-acclaimed Data Deposit Box product has delivered advanced, patented technology that is used daily by over 40,000 customers, and is supported around the world through an extensive partner network. KineticD delivers

powerful online solutions that are simple to use, affordable, secure and accessible. Third-party research shows that our organization has achieved some very positive associations with customers thus far.

In 2011 KineticD joined forces with ROBOLAK, a leading software solutions company that powers the online backup offering of some 50 MSPs. ROBOLAK solves a problem for small enterprise that was long regarded as impossible to solve: Centralized, automated, secure and reliable backup of all remote and branch offices, without the need for human intervention in the remote office.

As it stands today, Data Deposit Box is one of the few true experts in Hybrid Cloud Backup solutions. We are the engine that powers backup offerings for organizations of all sizes, making backup easy to implement, reliable and cost effective.

## According to our customers and channel partners, the key attributes of our brand include:

- **Reliable:** 100% data recovery rate since inception. We are the backup solution you can trust. Always on. Always available. Always secure and you will always, always get your data back. Scalable, highly available (99.999% availability) and secure.
- **Smart:** We focus on what really matters (e.g. data recovery, ROI, ease of use, high availability). We always choose the most efficient way and automate where we can (to do more with less, provide more to more customers at an affordable price). We don't succumb to hype (including unsustainable pricing models).
- **Responsive:** Superior (live) customer service.
- **Value Priced:** Easy to understand pricing.
- **Financially Rewarding:** Attractive commission rates for channel partners and flexible cost models for larger partners.
- **Proven:** In business for 10 years, 40,000 business customers, 1,000 resellers, profitable, has weathered highs and lows.



# DATA DEPOSIT BOX BRAND PROMISE

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We have looked at what makes Data Deposit Box different and special. Our new brand has been designed to reflect this.

*Our goal is to build Data Deposit Box as a brand that is clearly understood and has a strong connection to what our customers value, both today and in the future. Our task is to make sure that everyone involved in delivering on our promise not only understands the Data Deposit Box brand, but also lives up to it, day to day.*

## Who we are

Data Deposit Box™ strives to continuously accelerate the adoption of Cloud Backup Solutions by small and medium sized businesses and the providers that service them. We are the engine that makes these solutions smarter and easier-to-use, more reliable and trustworthy, cost-effective and easy to maintain.

Now more than ever, when more and more of what an organization values is digitized and stored on systems, even smaller organizations require the same level of protection for their digital assets that large enterprises enjoy. In the past many SMBs were unable to implement a reliable backup process because it was either too costly, too difficult or simply not a high enough priority until it was too late. Cloud Backup has the potential to make any business disaster-ready within the resource constraints of their IT team and at a price point they can afford. To fulfill this promise, Data Deposit Box powers comprehensive solutions that enable SMBs to not only continuously backup their information, but also to restore, access and easily share information online from any location when needed.

Founded in 2002, the company delivers advanced, patented technology that is used daily by over 60,000 customers, 1,000 resellers, 100 MSPs and is supported around the world through an extensive partner network. Its solutions have achieved prestigious industry awards and have been featured in key industry publications.

## What we believe

There is a major opportunity associated with empowering employees and business owners to take a more active role in understanding the value of their

data. Why? Massive improvements in technology are creating profound changes in the way businesses create, interact with and share digital information. Today, data is power. We see a new generation of businesses moving to embrace cloud-based platforms that provide for a more dynamic, active relationship with their corporate data in three core areas: security, productivity and mobility. When viewed as an enabler rather than a burden (as it was in the times of tape-backup), backup provides solutions for all three of these areas. This creates a unique opportunity to focus more on helping customers understand the true implications of data loss and at the same time open their eyes to the value of having all your data securely and redundantly available in one “cloud”, whether public, private or hybrid.

## Our brand promise

“Data Deposit Box accelerates cloud backup solutions for SMBs through technology that is easy to implement, reliable, secure, scalable and cost effective. Our backup agents and web portals are simple to use, do not require helpdesk involvement and enable file-based recovery or access whenever and wherever it is needed.”

## What we do

- Data Deposit Box gives its SaaS customers protection for their digital assets by providing online data backup and recovery solutions that conform to the highest levels of security available today.
- Data Deposit Box provides its customers with leading edge hybrid cloud backup technology that is easy to setup and maintain, and that enables a superior backup service for their customers.
- Data Deposit Box gives any user of its technology mobility by allowing them to securely work with their data remotely over the network, from any location and computer.

## How we do it

*We offer a solution based on how small and medium sized businesses need to work online with their data to stay competitive in today's digital world.*

*Data Deposit Box solution is focused on three core areas of functionality:*

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### Core Function

### Proof Points

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Data Disaster Preparedness to a Secure Offsite Data Center

The Data Deposit Box secure storage service enables users to easily backup and protect their digital assets using either a Windows™ PC or Mac™ client.

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File Recovery

The Data Deposit Box service lets users immediately restore lost files or folders with just a few mouse clicks.

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Remote Access & Sharing

From any location, users of the Data Deposit Box service can securely access their system as well as their stored files online and share files with permission-based access to suppliers and partners.



# DELIVERING OUR PROMISE

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Data Deposit Box strives to continuously accelerate the adoption of Cloud Backup Solutions by small and medium sized businesses and the providers that service them.

So what does this mean?

## For our clients...

### *It means we will be the vendor that keeps things SIMPLE*

Easy to install and use. Within just a few minutes customers can register for a free trial of the service and begin backing up their files. Easily adapts to a wide variety of users that require varying degrees of file control, access and sharing capabilities.

### *It means we will be the vendor that is AFFORDABLE*

Pricing that makes sense for a small business. Pay only for the storage you use in one monthly fee which allows for unlimited users and unlimited computers with no hidden 'user fees' or 'license fees'.

### *It means we will be the vendor that is SECURE*

Files are protected using a layered security system that utilizes "bank grade" encryption and storage in the encrypted state in a secure data center. Further password protection and manual identity verification procedures ensure that only you have access to your data.

### *It means we will be the vendor that is INNOVATIVE*

Smart features take the worry out of protecting and accessing your digital assets. Patented continuous backup with extensive version control, security and sharing features provide an unprecedented level of secure access to your data. Anywhere there's a Web browser, you can use our Secure Web Portal to access protected data or work with applications and devices on a remote PC.

### *It means we will be the vendor that is PROVEN*

With over seven years of profitable growth and over 40,000 business customers, our reputation is backed by high customer satisfaction rankings and validated by top resellers and awards from notable industry publications.

### *It means we will be the vendor that provides ASSURANCE*

Dashboards and configurable alerts give you the peace of mind that your digital assets are protected and always available wherever business takes you. When you need help, we're always there with online resources and live phone support from knowledgeable and experienced staff.

### *It means we will be the vendor that is CHANNEL-FRIENDLY*

Hundreds of reseller partners work with our preferred service as an essential part of their disaster recovery and virtualization solutions because of flexible, well supported programs and attractive commission rates.

## And for ourselves...

*It means we will act in ways that position our brand character as APPROACHABLE*

*It means we will act in ways that position our brand character as SENSIBLE*

*It means we will act in ways that position our brand character as CONTEMPORARY*

*It means we will act in ways that position our brand character as FORWARD LOOKING*

*It means we will act in ways that position our brand character as ENERGETIC*

*It means we will act in ways that position our brand character as INDEPENDENT*

*It means we will act in ways that position our brand character as ACCOUNTABLE*

## Our Core Positioning

As a means of engaging our target markets the Data Deposit Box brand will position itself on the following themes:

<b>Data Deposit Box is</b>	<b>Data Deposit Box is not</b>
<b>A leading supplier of data backup and remote access solutions for the small enterprise market</b>	A mass market data backup supplier
<b>A value-priced solution providing enterprise-grade security and file access to business customers</b>	A mass market consumer focused product offered at unsustainable flat rates
<b>Focused on adding clear value to the reseller channels that refer and support our end customers</b>	Solely focused on the small enterprise
<b>Modest in its product claims and determined in its approach</b>	Flashy and boastful

## Our Core Messaging

Data Deposit Box will focus its messaging on three key themes related to data security, productivity and mobility. Initial positioning concepts for the brand at the time of launch are as follows:

<b>Messaging Concept</b>	<b>Positioning Theme/Concept</b>
<b>"Sooner or later...all hard drives and devices fail. Every business needs a backup and recovery plan."</b>	Security
<b>"Your world doesn't sit still. Neither should your data."</b>	Productivity
<b>"Experience business without boundaries. It's time to get your information moving."</b>	Mobility



# ***THE MASTER LOGO***

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The new Data Deposit Box identity must always be reproduced in the correct form and colour.

No modification can be made to the logo, as any deviation from the specified guidelines will undermine the status and value of the brand. Manipulating the logo is prohibited. Effects such as stretching, condensing, outlining or the addition of a drop shadow must never be used.

## White Background Applications



# **DATA DEPOSIT BOX**



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## Red and Grey Background Application



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# EXCLUSION ZONES

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The Data Deposit Box identity requires space around it in order to maximize its presence and standout.

A protective area or exclusion zone around the logo prevents the encroachment of any graphic elements interfering with the integrity of the brand.



# DATA DEPOSIT BOX

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Logomark

Logotype



**0** = Cap Height



# ***THE LOGO DO NOTS***

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The Data Deposit Box identity must maintain a consistent appearance and consequently never deviate from the logos shown in section 05.

## **Background Shapes:**

Never contain the Data Deposit Box logo or logotype within a defined shape.



## **Background Colors:**

Never put the Data Deposit Box logo or logotype on a different coloured background. The only colours permitted for backgrounds are PMS 2955 or white.



## **Logo Colors:**

Never change the colors of the Data Deposit Box logotype marquee or the logotype. The only colours permitted are the corporate colours shown in section 10 — ‘Colour’, or for black and white use, see section 11 — “Single colour executions”



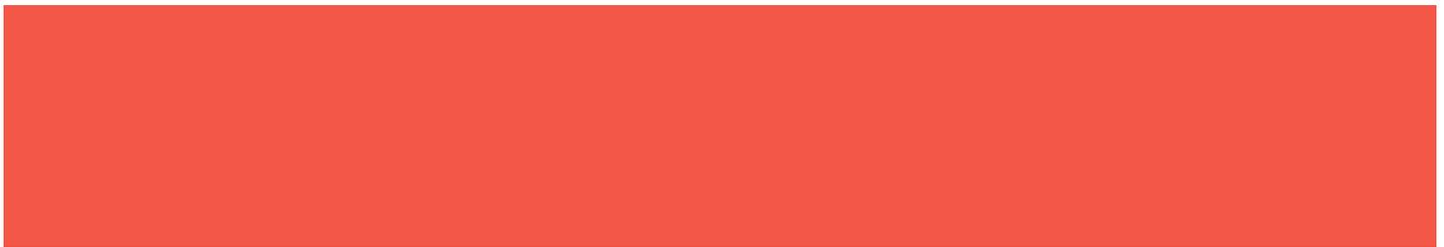
# COLOUR

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Colour plays an important part in shaping customer perceptions of Data Deposit Box. A primary and secondary colour palette have been created.

## Primary

Never change the colors of the Data Deposit Box logotype marque or the logotype. The only colours permitted are the corporate colours shown in section 10 — ‘Colour’, or for black and white use, see section 11 — “Single colour executions”



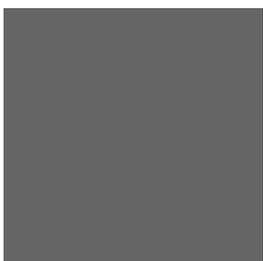
**C:**0 **M:**81 **Y:**74 **K:**0

**R:**242 **G:**87 **B:**71

**HEX:** D54C3F

## Secondary

Never change the colors of the KineticD logotype marque or the logotype. The only colours permitted are the corporate colours shown in section 10 — ‘Colour’, or for black and white use, see section 11 — “Single colour executions”



**C:**59 **M:**52 **Y:**51 **K:**21

**R:**103 **G:**101 **B:**101

**HEX:** 666666



**C:**14 **M:**86 **Y:**79 **K:**3

**R:**205 **G:**71 **B:**64

**HEX:** CF4640



**C:**34 **M:**28 **Y:**28 **K:**0

**R:**172 **G:**171 **B:**170

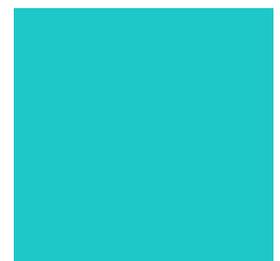
**HEX:** AAAAAA



**C:**37 **M:**5 **Y:**100 **K:**0

**R:**175 **G:**200 **B:**35

**HEX:** AEC722



**C:**67 **M:**0 **Y:**28 **K:**0

**R:**30 **G:**200 **B:**200

**HEX:** 1EC7C7



## ***SINGLE COLOUR EXECUTIONS***

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The single colour variation is a representation of the colour logos in one colour only – black.

Where possible you should always use the 2 colour version of the KineticD logo, but a black line version is available for use when your production process means you cannot reproduce 2 or 4 colour. You will probably need this version for newspaper work and other one-colour applications.



# **DATA DEPOSIT BOX**

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Use saturated black: CMYK = 25, 25, 25, 100

HEX = 0f0708

RGB = 15, 7, 8



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# CORPORATE TYPEFACE

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Among the most important elements of the Data Deposit Box identity is the corporate typeface.

The primary typeface is Exo, a distinctive typeface available in various weights from an extensive family. Illustrated here are a few samples from the family:

## Exo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo DemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo BoldItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€

## Exo Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !"#\$%&/'()=? @€



# STATIONARY

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The Data Deposit Box stationary elements are designed to be as clear and functional as possible.

They are the first point of contact that many people will have with us and therefore must promote the Data Deposit Box brand in an appropriate manner.

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 **DATA DEPOSIT BOX**

**Troy Cheeseman**  
President & COO

**t** +1.647.725.0307  
**e** [tcheeseman@datadepositbox.com](mailto:tcheeseman@datadepositbox.com)  
**w** [www.datadepositbox.com](http://www.datadepositbox.com)

1 Eglinton Ave. E Suite 407  
Toronto, ON • M4P 3A1

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**Acpana Business Systems Inc. d/b/a Data Deposit Box**  
1 Eglinton Avenue East, Suite 703  
Toronto, Ontario, Canada, M4P 3A1

**toll free** 1-866-430-2406  
**t** 416.203.2406 [sales@ddb.com](mailto:sales@ddb.com)  
**f** 416.238.7577 [www.ddb.com](http://www.ddb.com)



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# CONTACT

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If you need any advice or have any further questions please contact:

Ben Puzzuoli

[bpuzzuoli@datadepositbox.com](mailto:bpuzzuoli@datadepositbox.com)

Direct: 519.997.7349

1.866.430.2406 x 1

1 Eglinton Ave. East

Suite 703

Toronto, ON

M4P 3A1, Canada