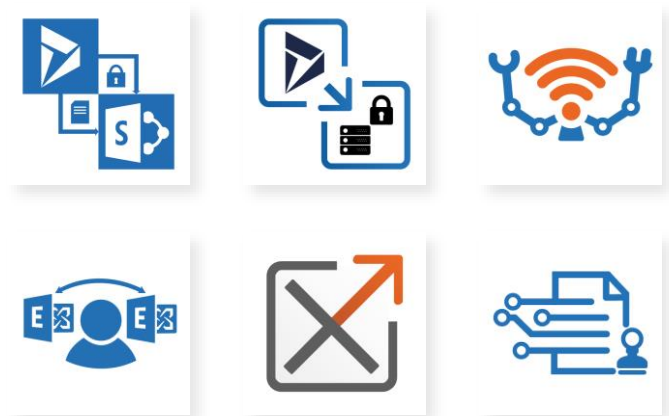




Connecting   
Software

# MEDIA KIT

CONNECTING SOFTWARE



Microsoft  
Partner  


Gold DevOps  
Gold Data Analytics  
Gold Data Platform  
Gold Application Development  
Gold Windows and Devices



# Introduction

Connecting Software is a software company that specializes in creating innovative solutions to bridge the gap between various software systems. The products from Connecting Software are intended to improve the performance and functionality of current software applications with an emphasis on seamless integration and interoperability. Our solutions accommodate a variety of industries, including finance, healthcare, and government, providing tailored solutions to meet specific business needs. With a commitment to delivering high-quality and reliable software solutions, Connecting Software has established itself as a trusted and reliable partner for businesses seeking to streamline their operations and maximize productivity.



# Clear Space

To ensure maximum clarity and distinction, the Connecting Software logo should always be surrounded by adequate clear space. The minimal clear space surrounding the logo must always be applied uniformly and be the same height as the icon. It is important to note that the defined clear space is a minimum requirement, and it is recommended to use more space to create consistent and clear designs. The official horizontal logo maybe reproduced no smaller than a minimum width of 1.5".



# Don'ts

1. The color should remain unchanged.
2. Avoid distorting the logo in any way.
3. The design of the logo should not be altered.
4. The wordmark should not be used on its own.
5. Creating new logos using the Connecting Software letters is not permitted.
6. The proportions of the logo should not be modified.
7. The Connecting Software logo should not be used in combination with any areas of expertise.
8. Adding any kind of visual effects to the logo is not allowed.
9. Rotating the logo is not permitted.

1.

Connecting   
Software

2.

Connecting   
Software

3.

 Connecting  
Software

4.

Connecting  
Software

5.

Connecting

6.

Connecting   
Software

7.

Connecting   
Software  
Integration & Security

8.

Connecting   
Software

9.

Connecting   
Software

# Primary Color

Orange is the primary color of the Connecting Software brand and is an essential aspect of its visual identity. As a primary color, it should be prominently featured in any design or layout related to the brand. Orange is a vibrant and attention-grabbing color that can be used to convey a sense of innovation, energy, and excitement. It is a key element in creating a consistent and recognizable brand image for Connecting Software.

## PRIMARY COLOR

**HEX** #EE6824

**RGB** R 238 G 104 B 36

**CMYK** C 0% M 53% Y 79% K 7%

**PMS** 1585 C



## SECONDARY COLOR

**HEX** #0058A9

**RGB** R 0 G 88 B 169

**CMYK** C 66% M 32% Y 0% K 34%

**PMS** 2935 C



### Note:

It's worth noting that while Orange is the primary color of the Connecting Software brand, a blue version of the logo may be used in technical documents. However, in all other instances, the primary Orange color should be used to maintain brand consistency and recognition.

# Typography

Typography is a critical component of the Connecting Software brand identity. Open Sans is the selected typeface that accurately reflects the brand's values and personality. Despite Open Sans having a wide range of weights and styles, Connecting Software has decided to limit its use to only two styles. This ensures simplicity and consistency throughout all brand collateral. By using a limited number of styles, Connecting Software can establish a strong and recognizable brand identity across all its communications.



## Headline - Open Sans SemiBold

abcdefghijklmnopqrstuvwxyzaäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
1234567890!?!&©£\$™



## Body text - Open Sans Regular

abcdefghijklmnopqrstuvwxyzaäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
1234567890!?!&©£\$™



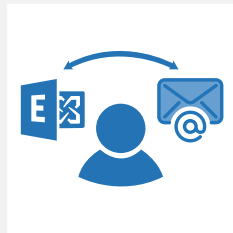
# Connecting Software's Products

Consistent use of the product logos is crucial to our brand identity. Any alteration to the colors or design can negatively impact brand recognition. To maintain a strong and consistent brand image, it is essential to use the logos consistently across all marketing materials and channels. Additionally, it is important to avoid shortening or abbreviating product

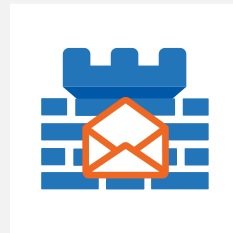
names as it can lead to confusion and dilute the impact of the brand. By presenting our products clearly and consistently, we can build trust with our customers and demonstrate our commitment to delivering high-quality solutions that meet their needs.



CB Exchange Server Sync



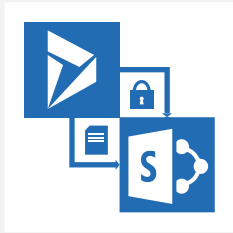
CB Exchange Server Sync for Google Workspace



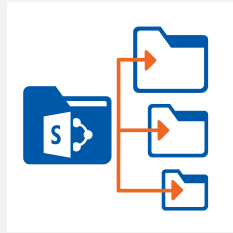
CB Super Secure Exchange Server



Exchange/ Outlook Data Filter



CB Dynamics 365 to SharePoint Permissions Replicator



SharePoint Structure Creator



CB Dynamics 365 Seamless Attachment Extractor



CB SharePoint Exchange Sync



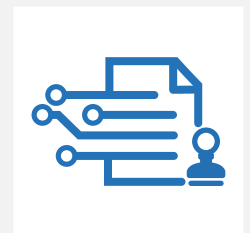
Document Extractor - Built for Salesforce platform™



CB Document Metadata Reporting for Salesforce®



CB Digital Factory



CB Blockchain Seal



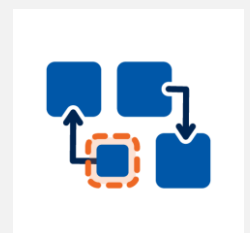
CB Digital Port of Trust



CB Blockchain Seal Verifier



Connect Bridge



Custom Power Automate Cloud Connector

WWW.CONNECTING-SOFTWARE.COM

# Connecting Software

4949 S Syracuse St, Ste 550,  
Denver, CO 80237  
United States

Phone: +1 (720)-577-3030

Handelskai 340/5  
1020 Vienna,  
Austria

Phone: +43 1 3707 200

Poľná 5626  
901 01 Malacky  
Slovakia

Phone: +421 (0) 34 7725637

Caminho de Santo António  
n.º 243, 9020-002 Funchal,  
Madeira Island - Portugal

Phone: (+351) 291 945 098



[OFFICE@CONNECTING-SOFTWARE.COM](mailto:OFFICE@CONNECTING-SOFTWARE.COM)

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