



CONNECTING SOFTWARE

Media Kit 2026



Google Cloud
Partner



Introduction

Connecting Software delivers trusted cybersecurity and compliance solutions for government, defense, and financial institutions. As a software company specializing in innovative integration tools, we bridge the gap between diverse software systems, ensuring seamless interoperability and secure data exchange. Our solutions are designed to enhance the performance, security, and compliance of your existing applications, supporting strict regulatory requirements and high-secure environments.

With a particular focus on the unique needs of highly regulated sectors—such as finance, healthcare, government, and defense—Connecting Software provides tailored solutions that help organizations streamline operations, maintain compliance, and achieve maximum productivity. We are committed to delivering high-quality, reliable software and to being a trusted long-term partner for organizations that prioritize operational excellence and strong digital security.



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. 	2. 	3. 
4. 	5. 	6. 
7. 	8. 	9. 

Primary Color

Blue 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. Blue conveys a sense of trust, reliability, and professionalism, making it ideal for expressing the Connecting Software brand values. It is a key element in creating a consistent and recognizable brand image for Connecting Software.

PRIMARY COLOR

HEX #0043B8

RGB R 0 G 67 B 184

CMYK C 100% M 64% Y 0% K 28%

PMS 072 C – Diode Blue



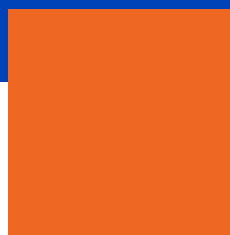
SECONDARY COLOR

HEX #EE6824

RGB R 238 G 104 B 36

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

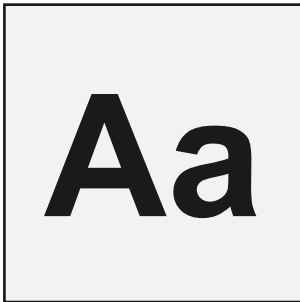
PMS 1585 C



Note: While blue is the primary color of the Connecting Software brand, the logo is most often presented in orange for enhanced visibility and recognition. Orange is also used for highlights, details, and accents to complement the primary blue and add vibrancy to designs. Blue should remain the main color for overall branding, while orange serves as a distinctive visual element and highlight where appropriate to maintain brand consistency.

Typography

Typography is a critical component of the Connecting Software brand identity. Arial is the selected typeface for both headlines and body text, offering a clean, clear, and consistent look that reflects the brand's values and personality. To maintain simplicity and consistency throughout all brand collateral, Connecting Software uses Arial across all communications. This approach helps establish a strong and recognizable brand identity in every piece of communication.



Headline - Poppins SemiBold

abcdefghijklmnopqrstuvwxyzaäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÄÖ

1234567890!?!&©£\$™



Body text – Arial

abcdefghijklmnopqrstuvwxyzaäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÄÖ

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



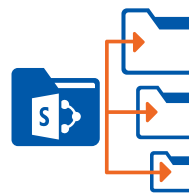
Exchange/ Outlook Data Filter



CB Global Address List Sync



CB Dynamics 365 to SharePoint Permissions Replicator



SharePoint Structure Creator



CB Dynamics 365 Seamless Attachment Extractor



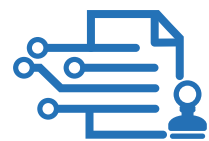
Document Extractor - built for the Salesforce platform™



Secure Sync



Drag & Drop and Metadata for Dynamics 365 CE



Truth Enforcer



Port of Trust



Truth Verifier



Connect Bridge



Custom Power Automate Cloud Connector

THANK YOU

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