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## CHAPTER 1

# About this Manual

The first chapter contains information regarding the structure of this book as well as its audience.

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## For whom this book is designed

This book has been written for officeatwork partners that use the officeatwork logo and naming in their communication, marketing and project documents.

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## What is covered in this manual

This manual contains instructions on how to use the brand officeatwork, including instructions for logos and product names.

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## What you should already know

You should be familiar with the general use of officeatwork.

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## Typographic conventions

Before reading this guide, you should be familiar with the typographic conventions used.

The following graphic descriptions highlight sections of text with particular significance.

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**Formatting Convention**

Triangle ➤

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**Type of Information**

Step-by-step procedure. You can follow these instructions to perform a specific task.

<b>Bold Typeface</b>	Objects needed for selection, such as menus, buttons or items in a list.
CAPITAL LETTERS	Key legends on the keyboard. For example SHIFT, CTRL or ALT.
KEY+KEY	Key combinations which must be pressed at the same time are marked with +. Examples: CTRL+P or ALT+F4.

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## Feedback

We are very interested in your opinion. We kindly ask you to present us with any feedback you have, as well as with any other aspects of officeatwork, by writing an e-mail to [feedback@officeatwork.com](mailto:feedback@officeatwork.com).

## General contact details

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## CHAPTER 2

# Introduction

As an officeatwork partner, we ask you to treat the officeatwork brand with care. Since the officeatwork product has a substantial connection to the professional dealing with brands, it is very important that publications of officeatwork are always brand aware and comply with the guidelines described in this guide.

## Creating your own publications

We encourage you to create your own publications mentioning or showing officeatwork products. We kindly ask you to send us a copy of the publication prior to production so that we can verify the correct appliance of the officeatwork brand.

## Where to obtain officeatwork logo material

You can download all relevant officeatwork logo and product-box materials on our website [www.officeatwork.com](http://www.officeatwork.com) under Download -> Press Materials.



## CHAPTER 3

# Wording

This chapter explains how to use the brand officeatwork in your text.

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## Spelling

officeatwork is spelt as follows:

### **officeatwork**

It is always written in small letters. Even if officeatwork is at the beginning of a sentence, you still use a small o and not a capital O to start with.

Please also note that officeatwork may never be shortened to abbreviations like oaw etc.

Please make sure that you use this spelling in all your documents and e-mails.

---

## Don'ts

The following examples show how not to spell officeatwork:

- **Officeatwork**
- officeatworks
- office **at** work
- office **(at)** work
- office@work
- office **@** work
- **oaw**



## CHAPTER 4

# Logos

The chapter explains how to use the officeatwork logos in your materials.

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## Logos

### officeatwork



*officeatwork logo colour*



*officeatwork logo bw*



*officeatwork logo inverted*

### Product Logos



*officeatwork Lite*



*officeatwork Go*



*officeatwork Basic*



*officeatwork Advanced*



*officeatwork Director*

### Partner Logos



*officeatwork integration partner*



*officeatwork technology partner*

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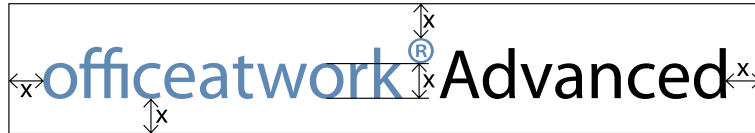
## Environment

### Distance to other objects

Please make sure that you never place any other objects too close to the officeatwork logos, as illustrated below:



*officeatwork logo with distance indicators showing the minimum distance to any other object*



*officeatwork product-logo with distance indicators showing the minimum distance to any other object*

The distance between the logo and another object must be at least the height of the lowercase «w».

## Colours

### officeatwork colours



Pantone: 646 Coder U  
 CMYK: 60 / 30 / 0 / 20  
 RGB: 94 / 135 / 178

schwarz

weiss

*officeatwork colour definitions*

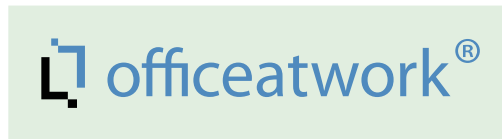
### Appliances

The officeatwork Logo is to be inverted on strong colour backgrounds.



*officeatwork Logo on strong backgrounds*

On weak backgrounds the original officeatwork colours may remain.



*officeatwork Logo on a weak background*

The rule of thumb is that the logo must be clearly recognizable.

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## Don'ts



*officeatwork logo without registered badge*



*officeatwork logo with the wrong colours*



*officeatwork logo tilted*



*officeatwork logo distorted*



*officeatwork logo distorted*

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