**MyITpros’ Style Guide**

**Logo Blue**

RGB 0, 125, 195

CMYK 89,43, 0, 0

HEX #007dc3

**Dark Blue**

RGB 9, 82, 132

CMYK 93.18, 37.88, 0, 48.24

HEX #095284

Websafe #115588

**Light Blue**

RGB 35, 141, 205

CMYK 82.93, 31.22, 0, 19.61

HEX 238DCD

Websafe 2288CC

**Orange Accent**

RGB 255, 132, 0

CMYK 0, 0.48, 1, 0

HEX #ff8400

FONT: Calibri pt.12 font is standard

LOGO FONT: Futura

**EDITORIAL:**

**Overall Rule: When in doubt, leave it out.**

**Advanced Endpoint Security –** product name capitalize

**Advanced Firewall Service** – product name capitalize

**anti-spam**

**anti-virus**

**anti-malware**

**Capitalization**- when in doubt lowercase.

**Headlines**- capitalize the first letter in every word over 3 letters. (ex. Don’t capitalize of/it/or/and)

**cloud**- always lower cased in all references unless in a headline

**Cloud7** – product name capitalized

**Commas** - No comma in front of and in a series unless it is for clarity

**backup**

**data center**

**email**

**Email Security** – product name capitalize

**Endpoint Security** – product name capitalize

**Firewall Service** – product name capitalize

**Hosted Backup –** product name capitalize

**Hosted Server** **–** product name capitalize

**IT** – no periods

**malware**

**managed services – Lower case unless in a headline.**

**Numbers –** one through nine write it out.

**Onsite –** ok in an adjectival phrase

**Onsite Backups -** product name capitalize

**On premise**

**percent** – spell out

**ProCare**

**programs** – use instead of applications or software

**RemoteCare**

**smartphone** - one word

**setup –** only as a noun or adjective. If used as a verb set up.

**startup**

**TeamCare**

**virus**

**web** - always lower cased in all references unless in a headline