



Brand Guidelines & Media Kit

Version 4.0 | September 2025



Brand Purpose

The JetBackup Brand Guide Should:

Provide uniformity and clarity throughout
the hosting and storage industry

Increase the value of each and every
retail customer & JetBackup Partner

Maintain JetBackups' position as the leading provider
of data backup, migration, and replication software

Reinforce JetBackups' promise to provide
excellent software and customer service

Brand Characteristics

DEPENDABLE
PROFESSIONAL
HOSPITABLE
RELIABLE
LOYAL
SECURE

Color Palette & Typography

Color Palette



Primary
#ff6c2c



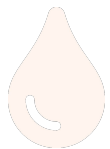
Gradient Accent
#FC9721 to #FC5E1A
(254 Degree)



Secondary
#2A3B4A



Text
#1f2c38



Light Accent
#fff5ee



Darker Light Accent
#f0e4dc



Light Background
#e5ebf0



Light Blue Background
#f8fcff

Typography

Aa

Outfit
SemiBold
(Primary)

Aa

Open Sans
Normal
(Secondary)

Logo Restrictions



Do not manipulate or rotate the logo in any manner.



Only place logo on white, black, or dark blue backgrounds.

Do not change colors or add special effects like borders or drop shadow to the logo

Logos

JetBackup

[PNG Download](#) | [SVG Download](#)

JetBackup
Premium Cloud Storage

[PNG Download](#)

JetBackup
For WordPress

[PNG Download](#)

JetBackup
Management Console

[PNG Download](#)



[PNG Download](#)



[PNG Download](#)

Videos & Screenshots

JetBackup

[Video](#) | [Screenshots](#) | [Demo](#)
(u:demouser | p:demopass)

JetBackup

Premium Cloud Storage

(Coming Soon)

JetBackup

Management Console

[Video](#) | [Screenshots](#) | [Demo](#)

JetBackup

For WordPress

[Video](#) | [Screenshots](#) | [Demo](#)

Resources



Client Area



Partner Program



Blog



Forum



Documentation



Changelog



Feature Request



Verify License