

Gladinet Branding Template

This is branding template for Gladinet Cloud Enterprise for Service Provider. Out of the box, the product is white-label ready and there are many items already brand-able, such as the web portal and the included white-label clients. However, for service providers that require full branding service, most of the branding of native clients happens at build time and requires the following information, including the artworks, End User License Agreements, and code signing certificates.

Web Portal Branding

Web portal branding is covered 100% by the cluster manager. There is a branding section inside the cluster manager. Most of the items required in here can be directly applied to the web portal branding section.

Basic Information Needed:

1. Desired Delivery Date: _____9\30\2010_____
2. Company Name: _____Gladinet_____
 - a. This will create c:\program files\gladinet
3. Product Name : _____Gladinet Cloud Drive_____
 - a. This will create c:\program files\gladinet\gladinet cloud desktop
 - b. This will also be the title of the program window
4. Please specify a default drive letter. _____Z:_____
5. What do you call your cloud drive? _____My Gladinet Drive_____
 - a. This shows up in Windows Explorer
6. Company Text Logo:

 - a. transparent background (.png format)
 - b. Mostly grey/black composition
 - c. dimension : 130x30 (pixels)
 - d. 32-bit true color

Windows Client Branding Items

7. Product Logo



- a. This is the logo that will show on desktop, taskbar and etc representing the product.
- b. This logo will also be used in add\remove programs, windows explorer and the taskbar.
- c. 128x128 (png format, with transparency preserved, no white background, use transparent background)
- d. 32-bit true color
- e. Also need 1024x1024 (png format, for iPhone App icon)

Best Practice: Since this product logo will be used in different places, from 1024x1024 (iOS), to 48x48 (windows desktop application icon) to 16x16 (windows taskbar icon), We recommend the product logo

1. Simple to view when it is small 16x16
2. Close to square or circle that occupy most of the space.
3. Simple in color and graphic details

8. Installer Header Background 1

This is shown at the first screen on the installer

- If you have the background only, we can construct the whole (with 3,4 above)
- Since the installer will put black text on it, the background is best with light color, not dark color
- 500x70 (pixels)
- Please Specify RGB values for the background if it is a single color background. (Eg. #C7C8CA)



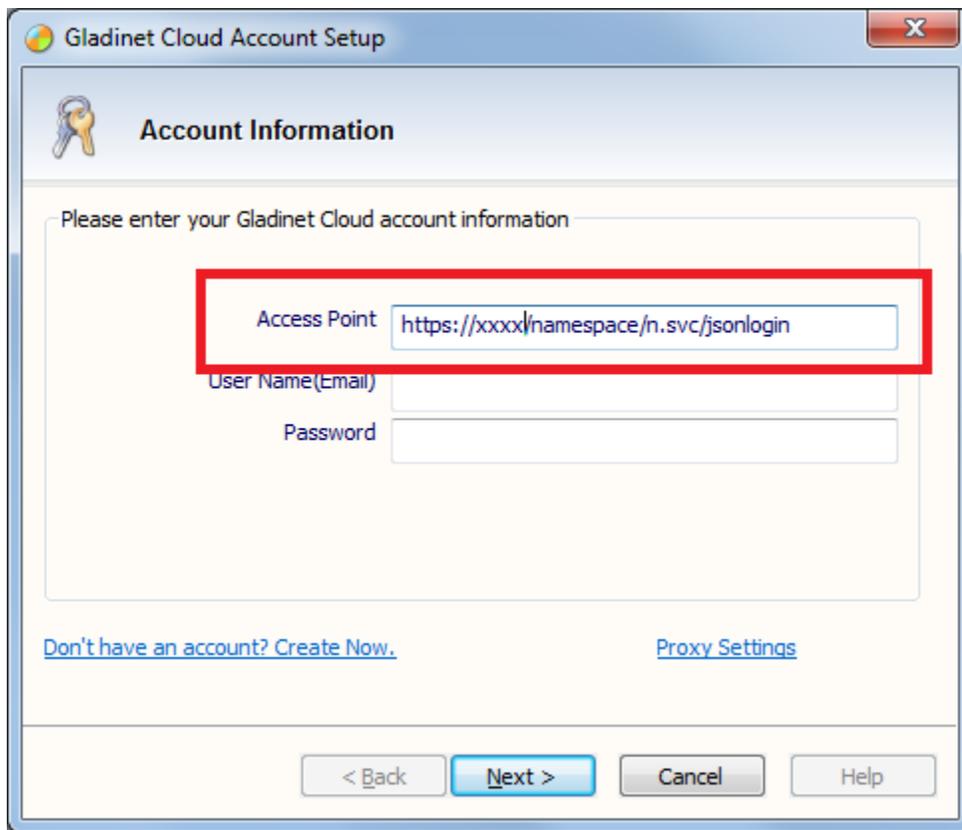
9. Installer Header Background 2

This is the second bitmap, 500x70. It is required to keep most of the top, left part (left of logo) because the installer will need to put some words next to it. It is Ok to put some text on the bottom.

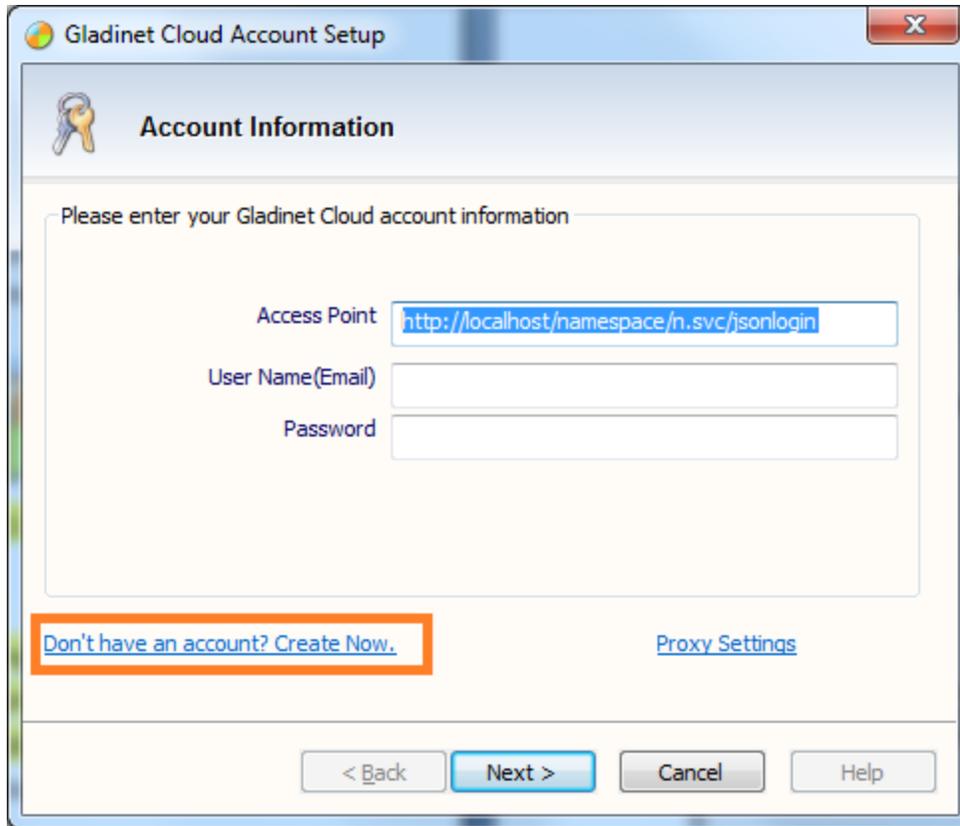


10. (optional 16x16 32bit) Animation icons:
11. (optional 16x16 32bit) Backup Manager icon:
12. (optional 16x16 32bit) Disabled icon:

13. (optional 16x16 32bit) Product icon for systray: 
14. (optional 16x16 32bit) Management console icon: 
15. (optional 16x16 32bit) Upload animation icon sequence: 
16. EULA (This will replace the Gladinet EULA) . The file needs to be in either text format or in RTF format.
17. Code Signing Certificate: This will be used to sign the windows binaries. (For User Account Control, sometimes, you will see UAC prompt about elevated privilege. The company name on the certificate will be shown). Also for installer, Windows will ask, do you want to install app from [company name], which is from the Code Signing Certificate.
18. Gladinet Cloud endpoint (if applicable): _____https://cloud.acme.com_____



19. Show Create Account Link?



20. Test Account

- a. User ID/password

21. Support Information:

- a. Email : _____support@gladinet.com_____
- b. Phone : _____
- c. Web site : _____http://www.gladinet.com_____
- d. Support URL: _____

22. Local Cache Folder:

23. Setup File Name:

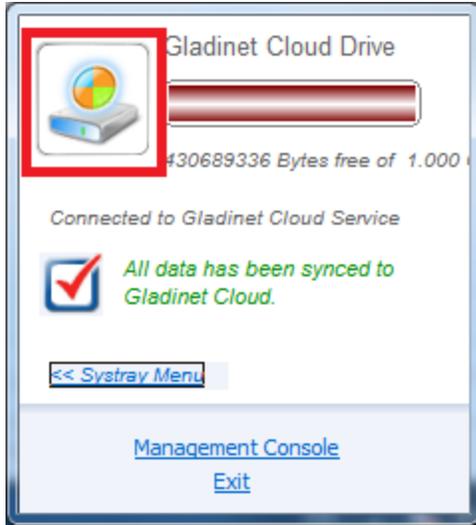
- a. ClientName_x86_xxx.exe (with 32/64 and internal version)
- b. ClientName_x64_xxx.exe

24. Title Bar string for the management console. __Gladinet Management Console__



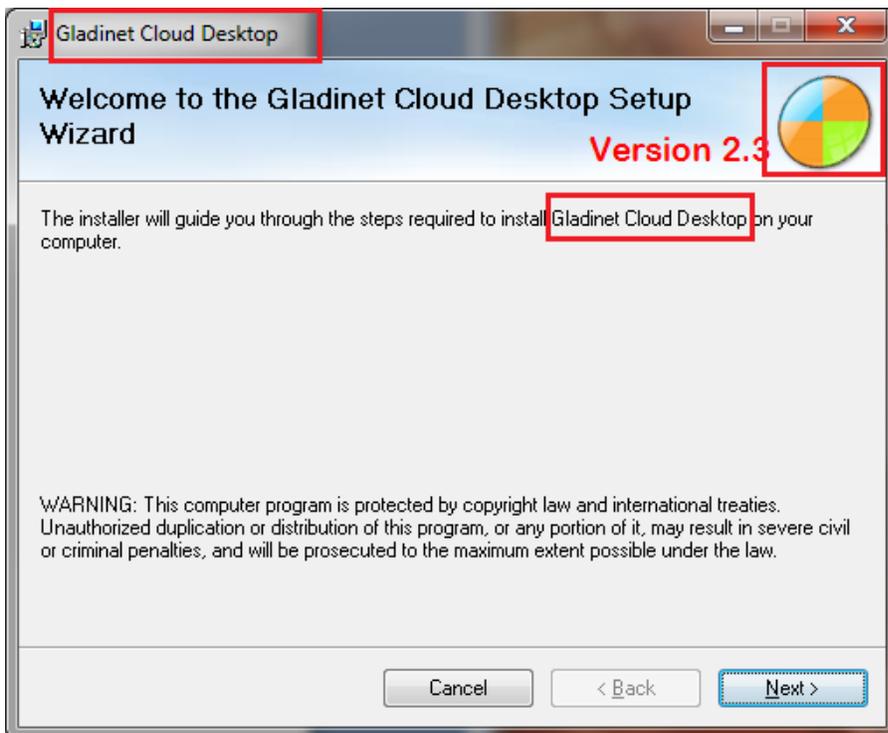
25. System Tray Dialog Drive Icon:

- a. 64x64 bmp format, with border, prefer round border.

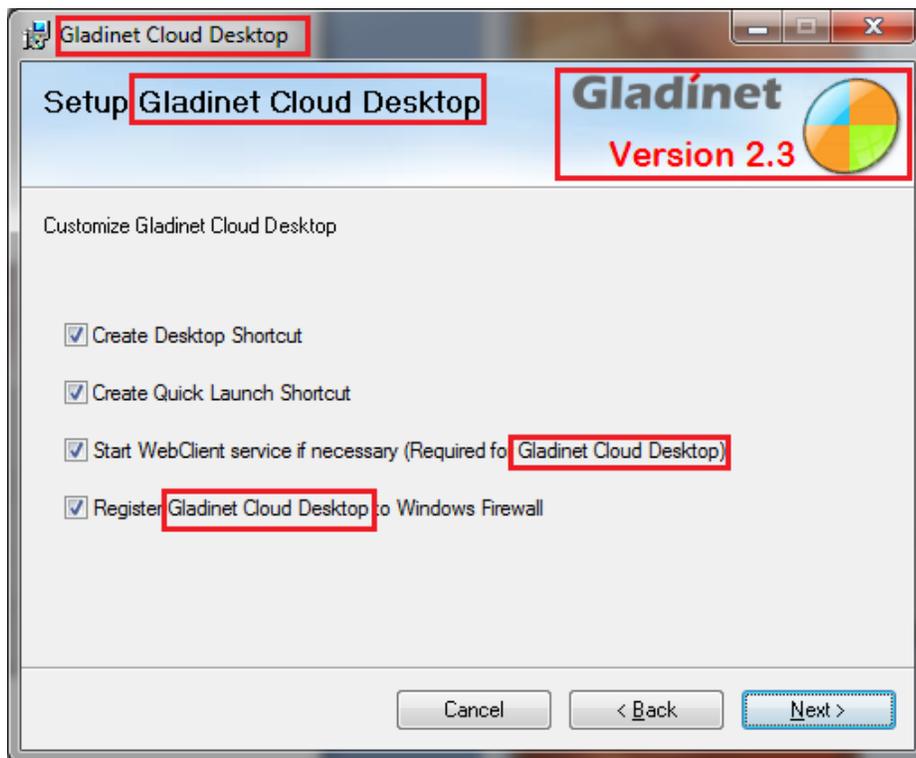
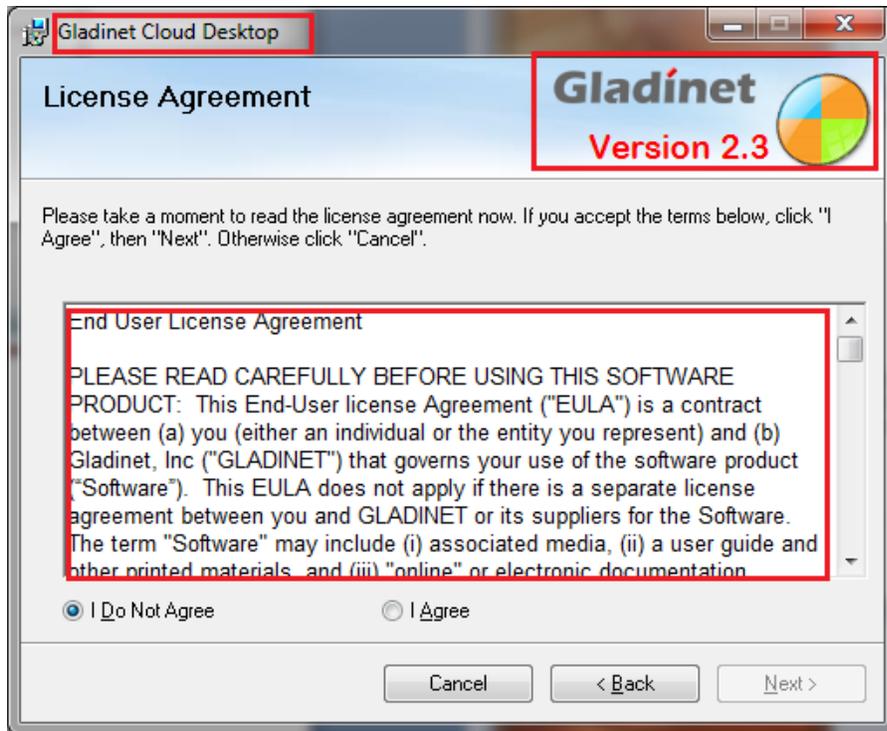


Installer Changes

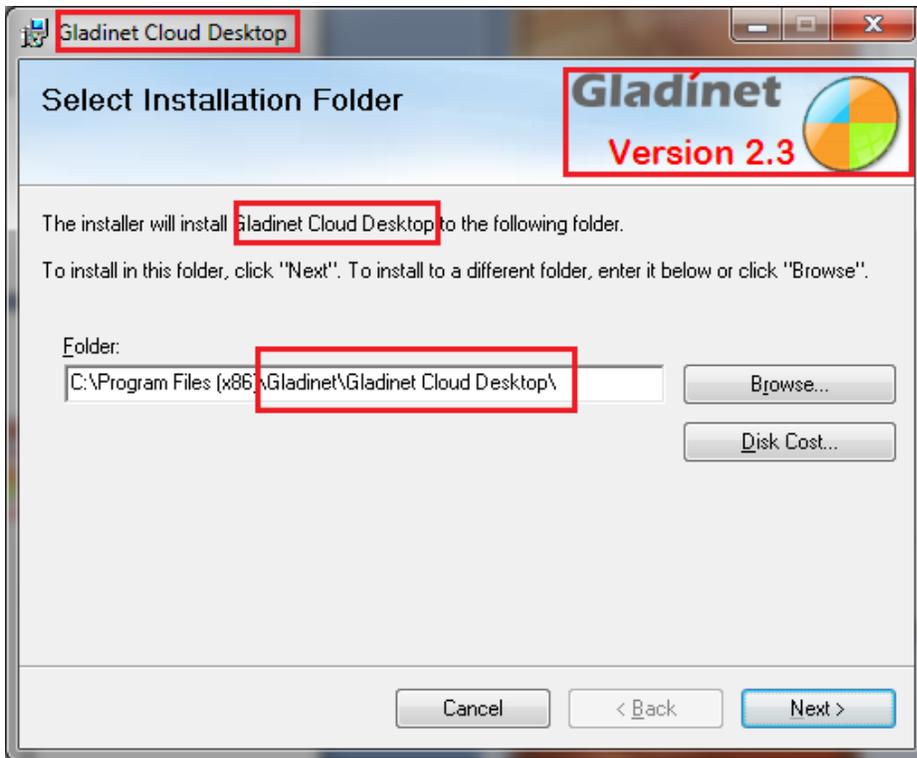
26. Highlighted strings replaced with Product Name?



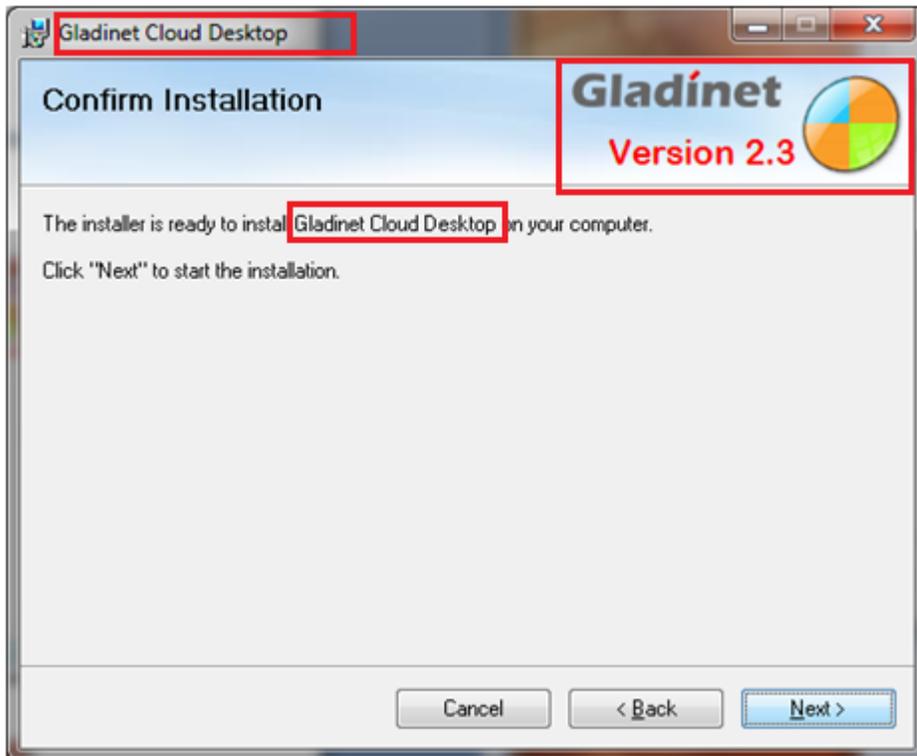
27. Title bar string replaced by product name. Company text logo and product logo to be used here.

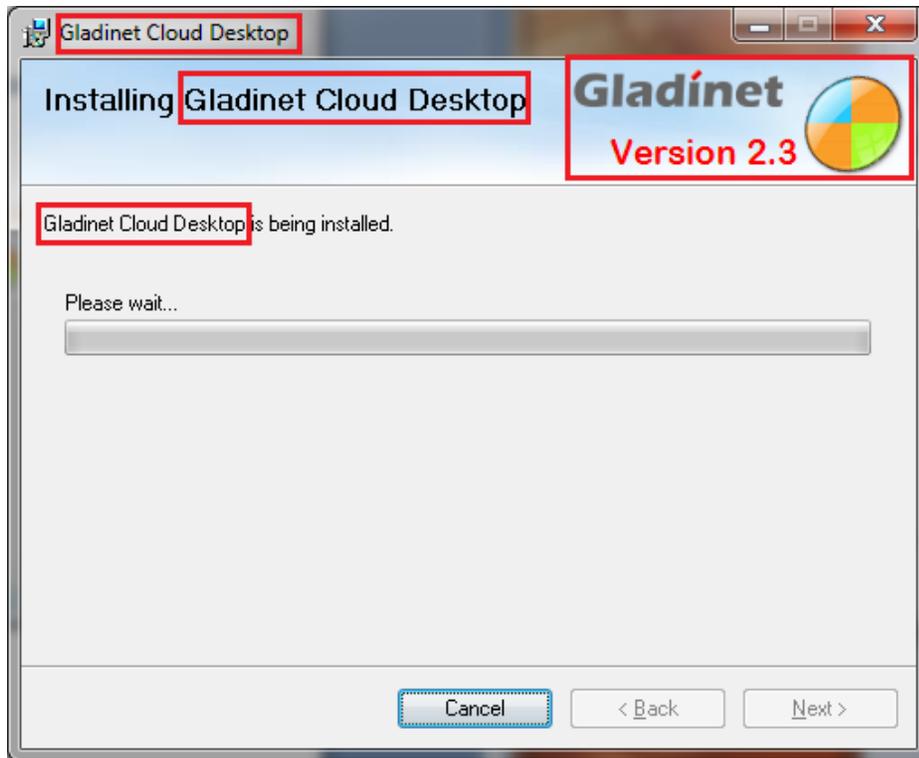


28. The following screen is similar. In addition, the company name and product name will be used in the path. If otherwise, please specify.



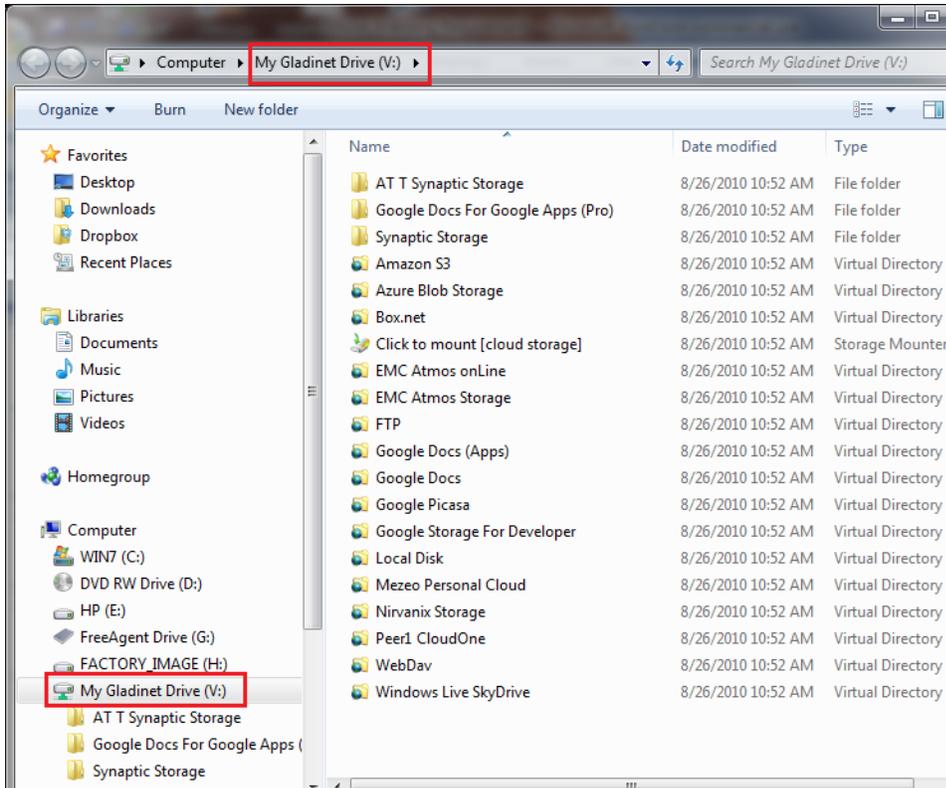
29. The product will also be used in the following screens. Please specify otherwise.





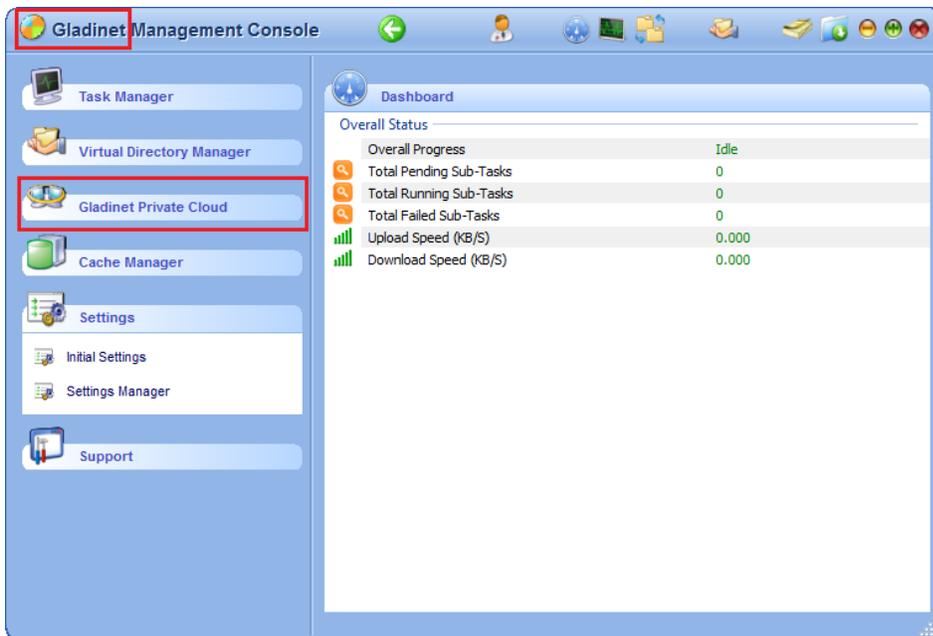
Windows Explorer Change

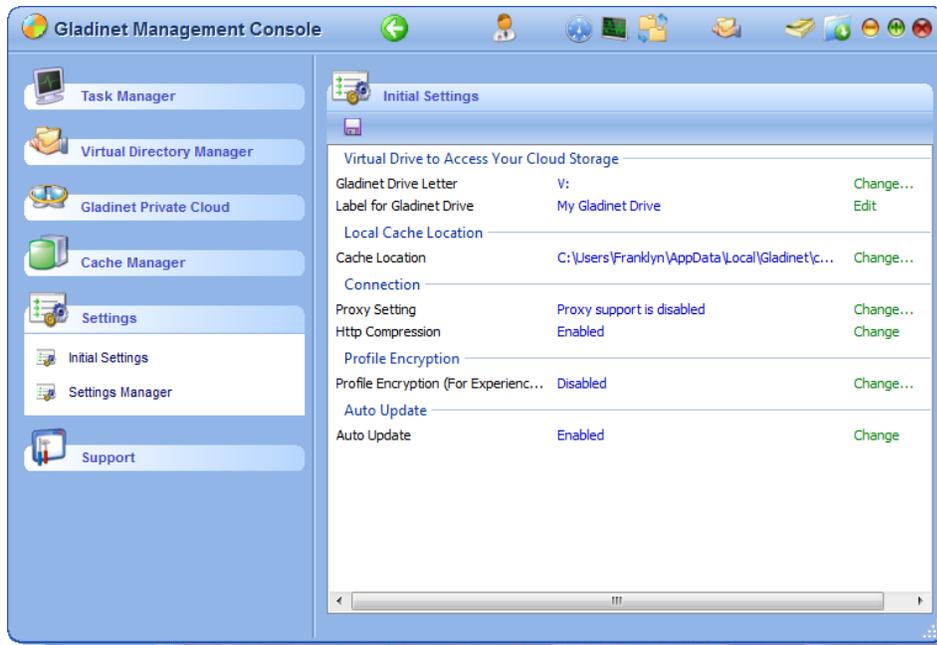
30. The cloud drive name specified in #3 will be used to replace "My Gladinet Drive" as shown below.



Management Console Change

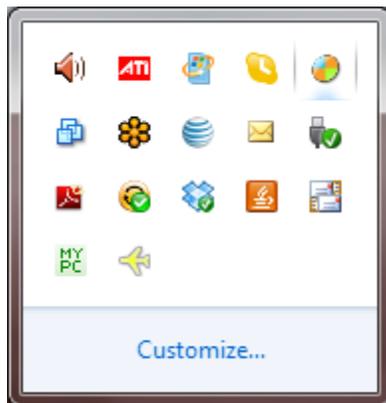
31. Company name will be used in screenshots below. Please specify otherwise.





System Tray Change

32. The product logo will be used in the systray as shown below.



iOS Application Branding

33. 260x50 Logo: PNG format, with transparent background. This logo will show at the iOS app login page



- 34. 1024x1024 product icon (This icon will be used for iTunes Connect Application Publishing)
- 35. Testing accounts (iOS Application submission requires a test account for review purpose)

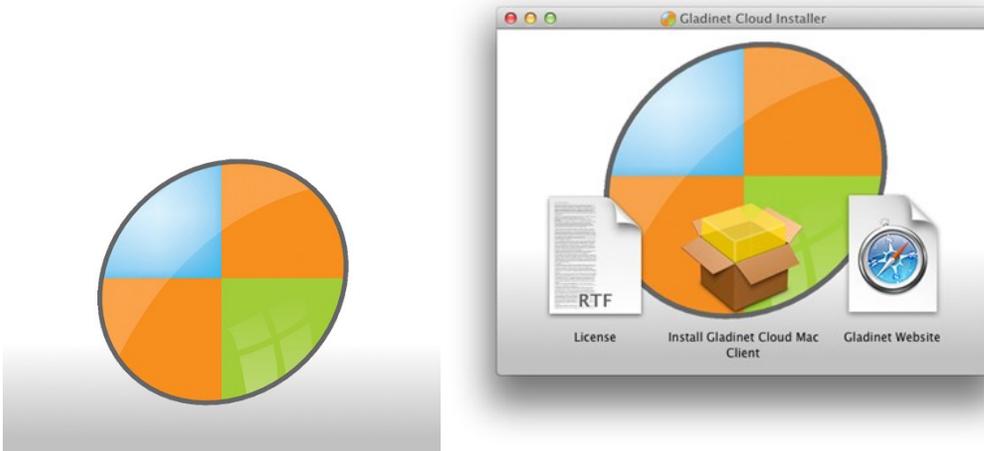
Android Application Branding

- 36. 512x512 Application Launch icon. (Normally this can be derived from the 1024x1024 icon)
- 37. Product icon in the size of 32x32, 48x48, 72x72, 96x96. (Normally this can be derived from the 1024x1024 icon)

Mac OS X Application Branding

Mac desktop Application branding will use the same artwork from Windows, with the following additions.

- 38. Installer (DMG file) background image. (Width=500, Height=350, format=png)



- 39. Installer (PKG) background (width=620, height=418, format=png)
Requirements: 1. The logo on the background needs to be at the top-left, and width < 100
2. The middle part will have text box (From Mac OS X) on top, so recommend the background image being light so have enough contrast to focus on the text.

Gladinet



About Box:

We will keep the wording to reference the original product

Powered by Gladinet Cloud

We will keep the copyright notice.