



Software2

Brand and Web Update

We've updated our product, our brand and our web presence. This document outlines the key changes and what you need to know as one of our partners.

New web address

Please note that the URL of our website has changed from software2inc.com to **software2.com**. Our email addresses have also changed accordingly (e.g. from support@software2inc.com to support@software2.com).

Please update all web links that point to our site to use the new domain or email addresses. Three of our web addresses you may wish to use are:

1. Software2 Homepage – <http://www.software2.com>
2. AppsAnywhere Product Page – <http://www.software2.com/products/appsanywhere>
3. Cloudpaging Product Page – <http://www.software2.com/products/appsanywhere/s2-jukebox>

New website

We've released our new website. Please ensure any existing links that you may use point to the relevant page on the new site. Let us know if you spot any problems.

Head to software2.com to look at the new site.

New branding and product naming

The Software2 brand (including logos, colours, typefaces and iconography) has been refreshed – see the attached Guidelines for more information. To coincide with this rebrand, we've renamed our software and given it its own visual identity.

Software2Hub (also known as S2Hub, University App Store or Software Portal) has now become AppsAnywhere, of which Cloudpaging is one of the many software delivery components.

Please make sure you update the following:

1. Any Software2 logos you use in any of your marketing materials
 - a. Use the "Software2 Blue" logo on white backgrounds
 - b. Use the "Software2 White" logo on all other backgrounds
 - c. Use the "Software2 Black" logo for greyscale production only
2. Any naming of our products – you should reference AppsAnywhere
 - a. Use the "AppsAnywhere" logo, only on white backgrounds
3. Any imagery of our products – this should be updated to AppsAnywhere branding, iconography or new screenshots of our product, all of which can be sourced from the AppsAnywhere product page (**please note**, AppsAnywhere must always be written as one word, with no space, and with the letters 'A' capitalised) - <http://www.software2.com/products/appsanywhere>

PLEASE NOTE, OUR LOGOS MUST NOT BE ADAPTED, CHANGED OR REPRODUCED IN ANY WAY. ALL NAMES, BRANDS AND IMAGERY REMAIN THE COPYRIGHT OF SOFTWARE2.

Any questions, or to source alternative image file types, please contact Peter Cooke – peter.cooke@software2.com