MailStore®
Partner Brand Guide

The Experts in Email Archiving
www.mailstore.com

MAIL STORE®
by opentext™

Content

MailStore Brand Core
Guidebook

01

MAIL STORE®
by opentext™

01

Who is MailStore?

The Experts in Email Archiving

MailStore® is a leading vendor for email archiving solutions for small and medium sized businesses.

Together with channel partners, our goal is to apply the best available technologies to support customers in making efficient and sustainable use of email as one of the most valuable and comprehensive information resources of our time.

MAIL STORE®
by **opentext**

Who is MailStore?

Made in Germany, Global Distribution

Founded in 2006, MailStore serves more than 100,000 organizations in over 100 countries, 30 distributors and more than 2,000 direct resellers. Millions of private users are also using the free MailStore Home® software, which means they contribute to the ongoing market testing of our technologies.

Since December 2019 MailStore is an independent subsidiary of OpenText, "The Information Company", headquartered in Waterloo, Canada. OpenText is a market leader in information management software and solutions, enabling companies to manage, leverage, secure and gain insight into their information, on-premises or in the cloud.

We sell to:

▶ SMBs from all industries and verticals, furthermore public institutions and NGOs

▶ Range of users is from 5 up to 2,000

▶ Main target audience are IT administrators, IT managers and owners of small businesses

We sell via:

▶ Indirect sales: channel partners, managed service providers

▶ Direct sales (online)

MAIL STORE®
by opentext™

The Brand

Brand Values

MailStore is known for a personal approach – MailStore is a medium sized company, which is specialized in selling solutions made for SMBs to small and medium sizes businesses.

Our brand pillars are: **Company**

Specialized
MailStore proudly focuses on one thing: email archiving for small to medium sized businesses.

From SMB to SMB
MailStore understands the needs of small to medium sized businesses because MailStore has a SMB-DNA.

German heritage
MailStore is selling to a global market, yet the company is perceived as delivering 'high quality German engineering' – the product delivers what it is supposed to.

First Class Support
Technical support gets first class ratings from customers. Proofed by customer surveys on a regular basis. MailStore does not outsource technical support to call centers but provides customers with highly skilled support engineers.

A VAD (Value Added Distributor) selling MailStore should be able to deliver the same level of first class support to its resellers and end customers.

The Brand

Brand Values

Our brand pillars are: **Products**

Ease of Use
MailStore software can be installed in a short period of time and is very intuitive to use leading to high user acceptance. Due to the user friendliness there is no need for extensive trainings.

Fair Pricing
MailStore products and services stand out due to a fair price-performance ratio.

Independence
MailStore products support virtually all email systems and file formats. Additionally, MailStore products are no one way street - all email can be restored from the archive in standard formats at any time. This guarantees companies independence over the long term – even from MailStore itself.

Reliable
MailStore products are technically stable and reliable - even with large volumes of email.

The Brand

Our Claim

Brand Claim: "The Experts in Email Archiving"

Founded in 2006, MailStore is focused on email archiving since its early beginning. Within the company's history MailStore developed its products further continuously and was able to gain expert status and thought leadership within the field of email archiving and the IT industry.

The brand claim underlines the focus on email archiving solutions and claims expertise and leadership for this topic.

Important! The brand claim is used as it is and is not translated to other languages

MAIL STORE®
by opentext™

The Brand

Our Claim

Supporting claim for product communication:
"Email Security Made in Germany"

This supporting claim can be used as a trust-generating element in product communication (product ads, brochures etc.). It shall be used 'as is', i.e. the flag and typography must not be altered.

MailStore Supporting Claim:

Email Security Made in Germany

The Brand

Messaging

Key-Messages Company:
What does MailStore stand for:

▶ Experts in Email Archiving

▶ Reliable partner for SMBs (up to 2,000 users)

▶ Excellent support quality

▶ Deep understanding for the needs of SMBs

▶ Approachable and fair

▶ German company with international mindset

▶ Successful for more than 15 years

▶ More than 100,000 customers worldwide

Key-Messages Products:
What do MailStore products stand for?

▶ Fair price/performance ratio

▶ Easy to implement and to use

▶ Secure email archiving and compliant to laws in Germany, Austria and Switzerland with MailStore Server

▶ MailStore Home for non-commercial use is an ambassador product and free of charge

▶ Email archiving as a service with MailStore Service Provider Edition

▶ MailStore Server is a leading software for email archiving

▶ MailStore Cloud as a cloud native email archiving solution

▶ Smooth integration into Outlook

▶ Fast search and protection against data loss

▶ Applicable to all industries

The Brand

Messaging

MailStore offers valuable content tailored for a B2B audience, with focus on IT-driven topics respectively business-driven topics for owners of SMBs. A key topic for product related communication is obviously email archiving respectively email management and compliance.

MailStore values personal relations not only with business partners, but as well with the press. Especially close relations with the press are fostered in Germany, Austria and Switzerland.

Beyond Email Archiving, we engage with related topics with focus on SMBs as it has a direct connection to our core business and it strengthens MailStore's thought leadership and expertise in the IT-industry:

▶ IT security

▶ Backup

▶ Modern software development in an agile company

▶ Compliance

▶ Management of SMBs in the tech industry

▶ Technical support

▶ Storage

▶ Managed services

Product: MailStore Server

Positioning: A brief overview

MailStore Server – The Standard in Email Archiving

An email archiving solution made for SMBs from 5 up to 2,000 users, which is deployed as an on- premises software in a Windows environment. Low maintenance and hardware requirements. Easy to set up and first class support by MailStore respectively our Value Added Distributors. Especially in the region Germany, Austria and Switzerland, MailStore Server® enables our customers to comply with legislation and regulations for email archiving. MailStore Server has seen successful operation at more than 100,000 companies in over 100 countries and from various industries.

Target Audience:

SMBs in all industries. Especially IT administrators, IT managers and owners of small businesses.

Product: MailStore Service Provider Edition

Positioning: A brief overview

MailStore SPE – Email Archiving for Service Providers

MailStore SPE is developed specifically for managed service providers. This solution allows providers to offer their customers email archiving as a service. This managed service is suitable for cross selling (e.g. as an add-on to Email as a Service) as well as a single offering.

Target Audience: Small and medium managed service providers. Resellers, which want to transform into service providers.

Important Note: The SPE is a white label product, which shall be branded as a managed service offered by the service provider. This affects the service' name, all related marketing material and the user interface of the software. We offer a marketing kit for managed service providers, please contact our sales team in case of interest.

Product: MailStore Cloud

Positioning: A brief overview

MailStore Cloud – Email Archiving in the Cloud

MailStore Cloud is an email archiving solution in the cloud that is provided and maintained by OpenText in an ISO-certified data center in Germany with disaster recovery functions. This means that you do not need your own hardware to operate it. With the usual MailStore quality, the archiving solution is ready for use within minutes and is flexibly scalable in terms of user licenses and storage capacity. MailStore Cloud is always provided in the latest version so that users can always use the latest archiving features and security standards without any effort on their part.

Target Audience:

SMBs in all industries. Especially IT administrators, IT managers and owners of small businesses who want to obtain email archiving as a service.

MailStore Corporate Design
Guidelines

02

MAIL STORE®
by opentext

02

Our Logo

Our logo reflects the specialization on email archiving, as it consists of the brand name „MailStore" and the logo element, the „Message Circle".

MailStore Logo:

MailStore Logo (black):

Our Logo

Monochrome for dark backgrounds

This variant of the logo should be used when the logo is placed on a darker or colored background.

MailStore Logo (monochrome):

Our Logo

Minimum size and free space

The MailStore logo has a defined minimum size and free space, which has to be complied with. The free space is important if the logo is in use with other visual elements, images and side margins.

Minimum size:

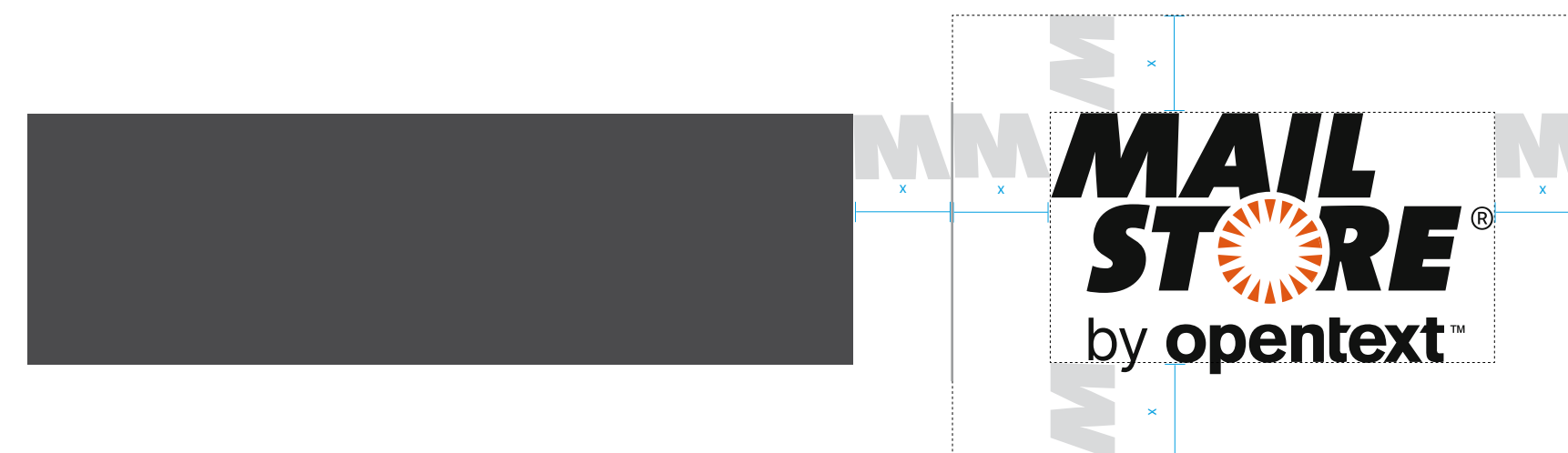17 mm

48 px

Free space:

x

x

x

x

Our Logo

Co-Branding

The spacing system is designed to show the close relationship be-
tween MailStore and its channel partners, whilst showing them as
separate entities.

MailStore Logo with Partner Logo:

MailStore Logo with Partner Logo:

Our Logo

Incorrect usage

To ensure consistency, the MailStore logo was created as a single graphic element and should not be altered.

🚫 **Never add copy!**
All taglines/copy must be added outside the required clear space.

🚫 **Don`t change the color!**
The Message Circle should always be PANTONE® 1595c or the CMYK or RGB equivalent.

🚫 **Avoid using the logo on restless backgrounds!**
Whenever possible, the logo should not be placed on images.

🚫 **Do not resize or remove any of the elements!**
Pay special attention to the ®.

🚫 **Do not squeeze!**
Never change the proportions of the logo.

🚫 **Do not use effects!**
Never outline the logo or add special effects.

MailStore Certified Archiving Specialist-Logo

Certification for MailStore Certified Archiving Specialist (MCAS) allows any number of a partner's employees to acquire solid background knowledge of MailStore Server and the most important aspects of email archiving. The certification can be renewed on a yearly basis. The content of the certification course is updated with each release of MailStore Server.

Important! Please note that usage of the MCAS logo is only allowed if the employee has successfully completed the MCAS training course for the respective period. The MCAS is a personal certification and belongs to the person who successfully completed the certification - not to the business partner. Therefore, the MCAS logo is not to be used as a partner logo or stand-alone logo. Instead, it shall be used together with the name of the employee(s) who successfully completed the certification (e.g. in email footers or on webpages introducing the members of the team).

MCAS Logo:

MCAS
MailStore certified
Archiving Specialist

MAIL STORE® by opentext   2025 / 2026

MAIL STORE® by opentext

02

Partner Level Badges

The partner level is defined in our partner program. It is not allowed to use a partner level logo which does not reflect the actual partner status.

MailStore Partner Logos:

Secondary Brand Elements

„Email Security Made in Germany"

You may use this secondary brand element in product communica-
tion „as is". Changes to the elements are not allowed.

MailStore Supporting Claim:

Email Security Made in Germany

MAIL STORE®
by **opentext**™

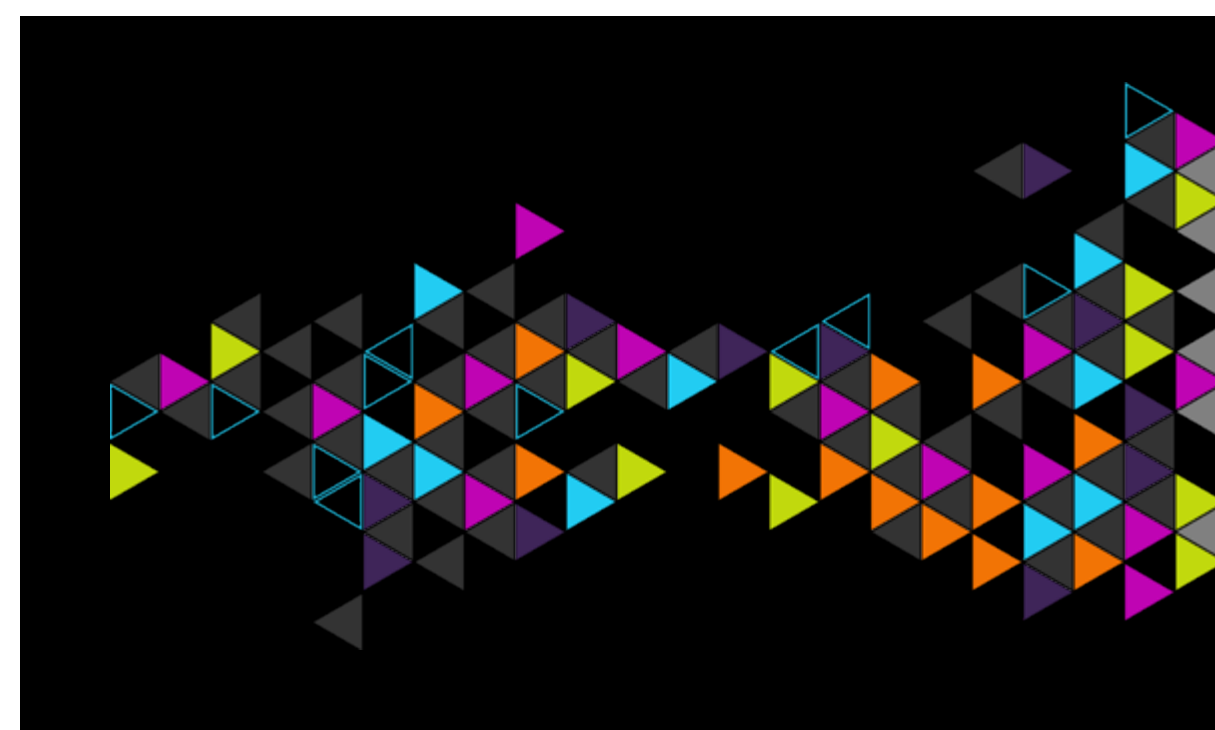# Secondary Brand Elements

Triangle patterns

The triangles resemble the „message" respectively the email and
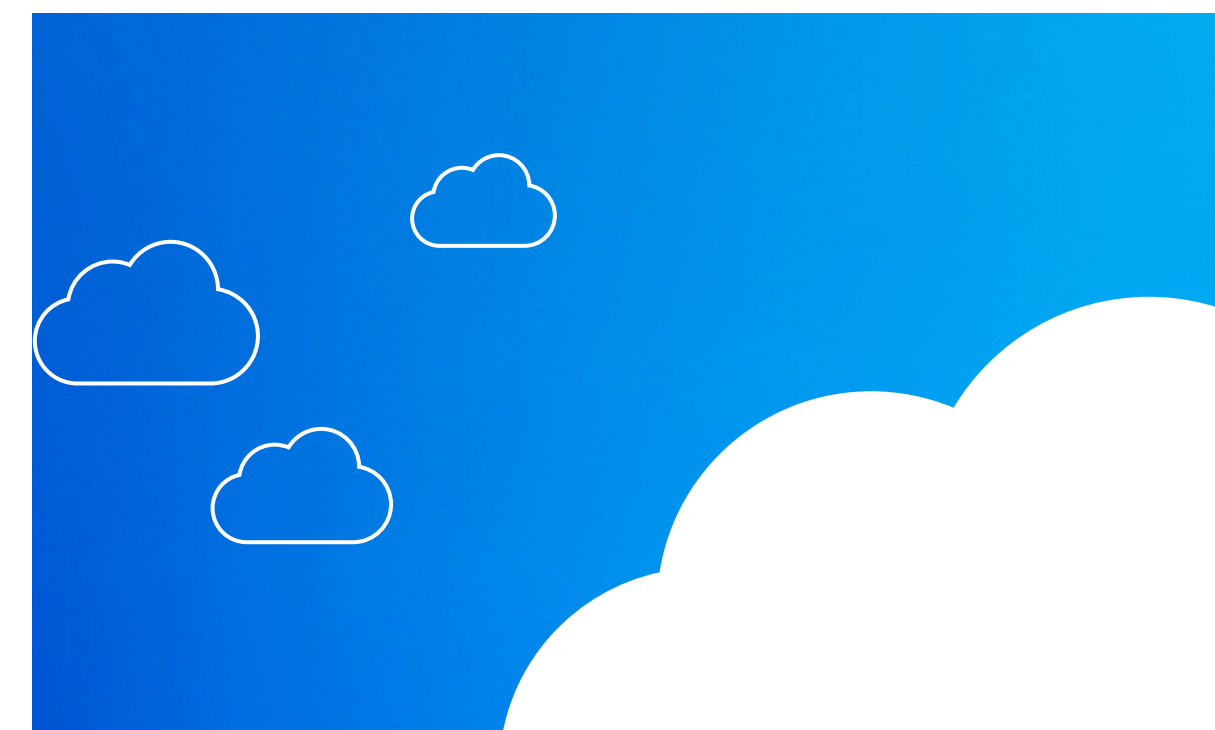may be used as illustrative patterns.

MailStore Server

MailStore SPE

MailStore Cloud

Corporate Colors

The following colors are defined, foremost the concise MailStore orange.

MailStore orange

HEX #65f1e
RGB 230 I 95 I 30
CMYK 2 I 75 I 95 I 0
PMS 1595c

MailStore black

HEX #000000
RGB 20 I 20 I 20
CMYK 0 I 0 I 0 I 100
PMS 3c

MailStore blue

HEX #1a6aff
RGB 26 I 106 I 255
CMYK 84 I 60 I 0 I 0
PMS 2728c

HEX (Hexadecimal) The six-digit color system used for creating websites and other interactive applications. **RGB** The three-digit number system that defines color usage when creating digital documents. **CMYK** An acronym for cyan, magenta, yellow and black (K) used in four-color process printing. **PANTONE MATCHING SYSTEM®** A color matching system used for the selection, specification, communication and control of printing ink colors.

Corporate Fonts

Inter

Inter is our primary typeface. Use this typeface on all external marketing materials, including digital artwork, printed collateral, tradeshow booths, videos and the web.

Inter includes a variety of weights and styles, however the main usage should be Light, Regular and Bold. Inter is available to download from Google.

Inter Light, 40 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789   ?!"´&,;:=+()%

Inter Regular, 40 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789   ?!"´&,;:=+()%

Inter Bold, 40 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789   ?!"´&,;:=+()%

MAIL STORE®
by opentext™

Corporate Fonts

Arial

Arial is our secondary typeface. It is a system font that is installed on all systems/ platforms to ensure widespread access and availability. Use Arial for all internal content, such as PowerPoint presentations, emails and documents.

Arial Regular, 40 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789   ?!"´&,;:=+()%

Arial Bold, 40 pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789   ?!"´&,;:=+()%**

Arial Black, 40 pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789   ?!"´&,;:=+()%**

Trademarks

This page summarizes how to use our trademarks in official, publicly available materials (white papers, PDFs, presentations, etc.) and on our website.

The following are registered trademarks:

▶ MailStore®

▶ MailStore Server®

▶ MailStore Home®

▶ MailStore logo

Guidelines for using these trademarks:

▶ When to add an ®

• Add ® to the **first mention** of MailStore (the company/brand), MailStore Server (the product) and MailStore Home (the product) **in body copy**

• The MailStore logo should always be used with ®

▶ When NOT to add an ®

• The MailStore Service Provider Edition and MailStore Gateway are no registered trademarks, so please don't use them as such

• Do not add ® to headlines, subject lines, etc.

• Do not add ® to the full company name or other product/services names (e.g. MailStore Software GmbH, MailStore Partner Program, MailStore Help, MailStore Outlook Add-in, etc.)

Icons

These icons were especially created for MailStore product communication and should be used in this context only.

MailStore icons:

Questions?

Our marketing team is happy to assist.

MailStore Software GmbH

Cloerather Str. 1-3, 41748 Viersen, Germany

Phone: +49-2162-50299-0
Phone (US): (800) 747-2915 (toll-free in the US and Canada)
marketing@mailstore.com

https://www.mailstore.com

MAIL STORE®
by opentext™