

New CodeTwo visual identification system

The release of a German version of website has finished the implementation of a modern visual identification system in software company CodeTwo.

Wroclaw, Poland, Aug 12, 2009 --

The change of symbols and imagery used by CodeTwo is connected with a rapid development of the company which has established a high position in a sector of software solutions for Microsoft Exchange Server and Office Outlook. The number of CodeTwo customers has been increasing considerably and from March to June 2009 it grew by 50% (from 2000 to 3000), however, the majority of new partners is constituted by foreign companies.

- Our products have been becoming more and more recognizable on the Exchange server software market – says Michal Bednarz, the owner of CodeTwo. – Our decision to change the visual identification system was motivated naturally by a gradual development of our company. New logotype, colors and topographies emphasize our professionalism, dynamism and stability.

The redesigning process of CodeTwo visual identification system took a couple of months. Complex changes in graphics, based on the painstakingly compiled book of standards CI, concerned the designing of a new logotype, colors, fonts, company prints and business cards. The most stunning effect of a company image change was caused by launching a modern and functional CodeTwo web service. After launching a Polish website earlier this spring, CodeTwo published also its English and German versions.

The screenshot shows the CodeTwo website interface. At the top, there is a navigation menu with links for Products, Free Tools, Downloads, Support, Resellers, and Company. A search bar is located on the right side of the menu. Below the menu, there is a large advertisement for 'CodeTwo Public Folders'. The advertisement features a dark background with orange and white text. The main headline reads 'CodeTwo Public Folders' and the sub-headline says 'Turn your Outlook into a real workgroup tool.' To the right of the main text, there is a description of the product: 'Microsoft Outlook extensions designed to share calendars, contacts, tasks, mail and even docs with other users on a company or home network. Public Folders are especially useful for people working on multiple computers or for a company's employee groupings with similar duties.' Below the description is a 'Learn more' button. On the right side of the advertisement, there are three product categories listed: 'C2 Public Folders Share Your Outlook On The Net', 'C2 Exchange Rules Email Disclaimers Signatures for Exchange '03', and 'C2 Exchange Rules 2007 Email Disclaimers Signatures for Exchange '07'.

Home pages of the new web services are soigné and composed with subdued colors oscillating between black and grey. Orange fonts, azure edging of the side menus as well as clear Flash graphics, equipped with short product descriptions and links, liven up the website. Subpages, on the contrary, are white in order to contrast with text and images.

- Owing to clear color schemes and well-designed menus, our clients have no difficulties in finding any information they look for – says **Michał Bednarz**. – It can be i.e. our detailed quotation, applications descriptions and user’s manuals, complex press room, online help center. Foreign language version of our website lets customers buy our products online using secure and encrypted PayPal system.



CodeTwo Public Folders is a Microsoft Outlook extension designed to **share Outlook calendars, contacts, tasks, mail and even docs** with other users in the company or home network. Use CodeTwo Public Folders to share your Outlook data with others in real-time, manage access rights, work in the offline mode in exactly the same way as with Exchange Server. Take a look below to learn more about its key features.

New CodeTwo websites:

- www.codetwo.pl
- www.codetwo.com
- www.codetwo.de

About CodeTwo:

CodeTwo, a software company located in Poland, develops highly-specialized software for Microsoft Exchange Server and Microsoft Outlook. CodeTwo offers solutions to facilitate groupwork in companies of all sizes as well as resource management procedures, mails and tasks.

The solutions brought by CodeTwo are currently used by over 3000 companies (700 in Poland and as many as 2400 worldwide, mainly the USA). The flagship applications released by CodeTwo include **CodeTwo Public Folders** – an application used to share Outlook data (calendars, contacts, tasks, and mail folders) by multiple users in the workplace or home, as well as **CodeTwo Exchange Rules** – a solution used to add company disclaimers or personalized signatures to email messages automatically without user’s instruction. The product list is completed by customized software solutions (e.g. system used to manage employees’ vacation/paid-leave forms, an application for creating data back-ups for Exchange, a solution for managing the standard paper company correspondence, and finally free add-ons to Microsoft Outlook.

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