








April 2019

Brand Style Guide

The consistent application of the Nexenta logo and color palette is essential for maintaining and protecting the equity and value of the brand. These guidelines have been created to direct implementation and provide an understanding of Nexenta's visual brand.

The Nexenta Systems, Inc. company logo's are summarized in this document along with descriptions of their authorized usage. For questions or for additional file types, please contact marketing@nexenta.com

Flat	Nexenta Use	Partner Use
	All internal / external uses.	Joint, approved collateral.
	All internal / external uses.	Joint, approved collateral.
	Channel collateral only.	Channel partners only; all uses.
	Channel collateral only.	Channel partners only; all uses.
	All internal / external uses.	Joint, approved collateral.
	All internal / external uses.	Joint, approved collateral.
	OEM partner only.	OEM partners only; all uses.

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Logo Guidelines

The logo can be used in the following formats

Logo on white background



Logo on orange background



Grey Logo on white background

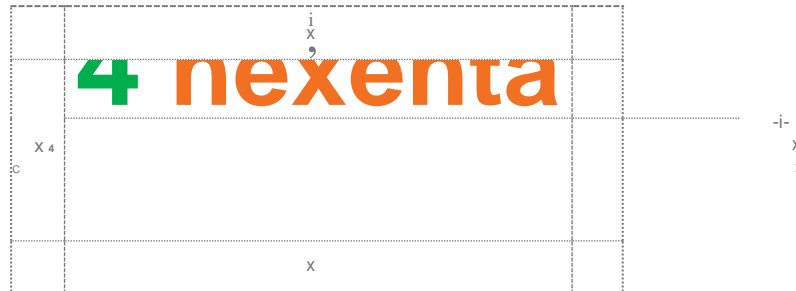


Logo on grey background



Clear Space

The Nexenta logo is most effective when surrounded by the proper amount of clear space and kept free of other graphic elements. This space isolates the logo, giving it the prominence and impact it deserves. The minimum required clear space is defined by the height of the "n" in Nexenta on all sides, as shown.



Logo Infringement

Inconsistent use of the Nexenta logo detracts from its brand equity and recognition. Altering or recreating the logo in any way negates the consistency we strive to achieve. Please follow these basic rules:

- Use the approved artwork provided and never alter or distort the logo shape in any way.
- Don't skew or rotate the logo.
- Position the logo away from other elements, shapes textures or patterns.
- Avoid backgrounds that are busy, cluttered or where there is a lack of contrast diminishing the legibility.
- Don't reproduce the logo in an unapproved color.
- Preserve all the logo components as a unit. Always keep the "ring" and the logotype together.
- Don't redraw or use another font to create the Nexenta logo.

Terms and Conditions

- All logo use must be approved by Nexenta in email or written format.
- Logo Guidelines with a later effective date replace all earlier versions in their entirety.
- Acceptable usages for each logo are shown above; any exceptions must be approved by Nexenta in advance of use.

Color Palette

The primary colors and its tints can be used in graphics and text. Secondary colors are designed to complement the primary color palette. It may accompany the primary colors and should be used sparingly.

Use of a color outside of the primary and secondary color palettes is strongly discouraged as it sends the audience mixed messages and weakens the company's objective of solidifying its visual brand.

Note: Colors will look different on coated and uncoated papers.

Primary Colors



PMS 354
C85 M0 Y100 K0
R0 G175 B67
HEX 00AF43



PMS 1585
C0 M69 Y100 K0
R237 G105 B6
HEX ED6906

Secondary Colors



PMS COOL GREY 9
C0 M0 Y0 K65
R125 G125 B126
HEX 7D7D7E



PMS COOL GREY 4
C0 M0 Y0 K32
R182 G182 B182
HEX B6B6B6

Typography

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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