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# CORPORATE BRAND GUIDE

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The purpose of this document is to promote understanding of the more subjective and abstract attributes that make up Spectra Logic's identity; in other words, its brand. By consistently applying the following guidelines, you are playing an important role in protecting and strengthening the Spectra Logic corporate brand.

These Spectra Logic branding guidelines are applicable to all Spectra organizations, partners, resellers, developers, customers, promotional agencies, consultants, professional writers and editors, licensees, and third parties making reference to Spectra products, services and trademarks.

## ABOUT

Spectra Logic develops a full range of Attack-Hardened™ data management and data storage solutions for a multi-cloud world. Dedicated solely to data storage innovation for more than 40 years, Spectra Logic helps organizations modernize their IT infrastructures and protect and preserve their data with a broad portfolio of solutions that enable them to manage, migrate, store and preserve business data long-term, along with features to make them ransomware resilient, whether on-premises, in a single cloud, across multiple clouds, or in all locations at once.

# CORPORATE COLORS

Our color scheme is primarily black and grey with a pop of color. We mainly use the corporate red as the accent unless associating with a specific product solution that Spectra Logic offers.

## PRIMARY

**RGB:**

181-18-27

**CMYK:**

00-100-98-28

**HEX:**

#b5121b

**RGB:**

00-00-00

**CMYK:**

00-00-00-100

**HEX:**

#000000

**RGB:**

40-40-41

**CMYK:**

00-00-00-95

**HEX:**

282829

**RGB:**

99-100-102

**CMYK:**

00-00-00-75

**HEX:**

#636466

## SECONDARY

**RGB:**

229-142-26

**CMYK:**

23-13-21-21

**HEX:**

#e58e1a

**RGB:**

255-210-79

**CMYK:**

00-17-80-00

**HEX:**

#ffd24f

**RGB:**

158-163-116

**CMYK:**

09-00-43-38

**HEX:**

#9ea374

**RGB:**

93-135-161

**CMYK:**

42-08-00-40

**HEX:**

#5d87a1

**RGB:**

122-104-174

**CMYK:**

59-66-00-00

**HEX:**

#7a68ae

# ***CORPORATE FONT FAMILY***

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Fonts we use on documents like brochures, data sheets, white papers, emails, and advertisements. If you do not have access to these fonts, contact the Spectra [Marcom Department](#) to send over necessary files.

## ***META PLUS: CORPORATE BRAND & LOGOS***

**New Hero: Accent Header Font for Emails & Brand**

**Poppins: Accent Header Font for Emails & Brand**

**Helvetica Neue Bold: Title Font for Web and Collateral**

Helvetica Neue Regular: Body Font for Web & Collateral

**Calibri Bold: Title Font for Web and Collateral**

Calibri Regular: Body Font for Web & Collateral

# ***POWERPOINT FONTS***

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Fonts we specifically use for PowerPoints and corporate presentations. If you do not have access to these fonts, contact the Spectra Marcom Department to send over necessary files.

**Calibri Bold: Title Font - 38 pt.**

**Calibri Bold: Secondary Header Font - 30 pt.**

Calibri Regular: Body Font - 28 pt.

The point (pt.) sizes as listed are the average size installed within the corporate template. Size may change depending on content per slide but visual hierarchy must show between title, header and body fonts within every presentation.

# CORPORATE LOGO

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The Spectra Logic brand logo should be prominently displayed on all communications. The logo should never be distorted or rearranged in any way. Keep the logo proportionate whenever being used. The registered trademark symbol must be reproduced when using the Spectra logo.

Color values match the color specs for appropriate medium (print, web, etc.).

**Do not rotate** the logo or use it on its side.

**Do not stretch**, distort or skew the logo.

The reversed logo should not be placed over any background that doesn't offer sufficient contrast with the logo.



**SPECTRALOGIC.COM**



**SPECTRALOGIC.COM**

# ***SPECTRA SWOOPS***

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The Spectra swoop is a brand element that is consistent across much of Spectra's signage and assets. When the swoop is used, it faces the same direction and has the same angle as the swoop in the Spectra logo. Do not change the colors or alter the appearance of the Spectra swoop. The Spectra swoop should be utilized at some point on all collateral. Color values should stick to white, grey, black, and red. Please seek Spectra [Marcom Department](#) approval before using the swoops in a different color.



# ***SPECTRA SOLUTION QUADRANT***

Attack-hardened™ data management and storage for the multi-cloud world.

Distributed Multi-Cloud Data  
Management Software



Storage Lifecycle  
Management Software



**SPECTRA**

Multi-Purpose Hybrid  
Storage Platform



Long-Term Storage and  
Secure Digital Preservation



## ***QUADRANT LOGOS***

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Within our corporate branding, we have developed multiple logos for our products and services. If you do not have access to these fonts, contact the Spectra [Marcom Department](#) to send over necessary files.



# SECONDARY PRODUCT LOGOS

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We have developed multiple logos for our products within our corporate branding. If you do not have access to these fonts, contact the Spectra [Marcom Department](#) to send over necessary files.

## BLACKPEARL

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## TAPE

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## OTHER

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# SPECTRA MISC. LOGOS

Within our corporate branding, we have developed multiple logos for our corporate services and events. If you do not have access to these fonts, contact the Spectra [Marcom Department](#) to send over necessary files.

## PRODUCT BADGES



## CORPORATE SERVICES



# ***SPECTRA PRODUCT NAMES***

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Always use full product names and trademarks on first prominent usage in a document. On subsequent product references in the same document, it is fine to use the shortened version of the product name (i.e., T950) without the use of Spectra or the trademark symbol.

**Never** write a tape product name with a hyphen between the T and the number like this T-950.

**Always** write the T next to the number with no space like this T950.

## **TAPE**

Spectra® TFinity® ExaScale Tape Library  
Spectra® TFinity® Tape Library  
Spectra® T950 Tape Library  
Spectra® T680 Tape Library  
Spectra® T380 Tape Library  
Spectra® T200 Tape Library  
Spectra® T120 Tape Library  
Spectra® T50e Tape Library  
Spectra® Stack Tape Library  
Spectra® T950v Tape Library  
Spectra® TeraPack®

## **OTHER PRODUCT NAMES**

Spectra® StorCycle®

Spectra® Vail®

**Add the following line on all Spectra collateral or material intended for external distribution, both printed and electronic:**

All trademarks and registered trademarks are properties of their respective owners.

**Important:** Always use an asterisk after On-Prem Glacier\* or On-Premises Glacier\* with a footnote and asterisk below as follows:

*\*Amazon Glacier® is a registered trademark of Amazon Technologies, Inc.*

## **BLACKPEARL**

Spectra® BlackPearl® Platform  
Spectra® BlackPearl® NAS  
Spectra® BlackPearl® Attack-Hardened  
Spectra® BlackPearl® Native S3  
Spectra® BlackPearl® On-Prem Glacier\*  
Spectra® BlackPearl® DS3  
BlackPearl® Eon Browser  
Spectra® BlackPearl RioBroker®

# ***REGISTERED MARKS & TRADEMARKS***

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Spectra Logic holds several patents and trademarks, and communicating these marks are an important part of preserving Spectra's overall brand essence and message of innovation. When communicating Spectra's products and features, it is important to accurately phrase any registered and trademarked names in the proper grammatical context.

## **US Registered Marks:**

CC®  
BlueScale®  
Spectra®  
SpectraGuard®  
Spectra Logic®  
TeraPack®  
TranScale®  
BlackPearl®  
TFinity®  
Spectra Riobroker®  
Spectra StorCycle®

## **Trademarks:**

Attack Hardened™  
BlackPearl® Eon Protect™  
MigrationPass<sup>SM</sup>  
PreCal™

## **Discontinued Registered Marks & Trademarks:**

Treefrog®  
NVR3®  
ArchiveGrade™  
Verde®  
Spectra® Verde DP  
Spectra® Verde DPE®  
Spectra® ArcticBlue®  
Campaign Storage™  
SeeVault™

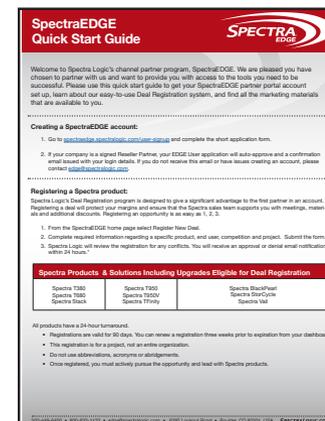
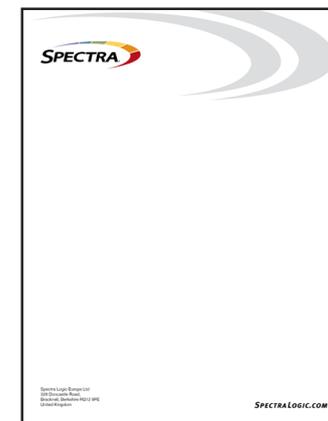
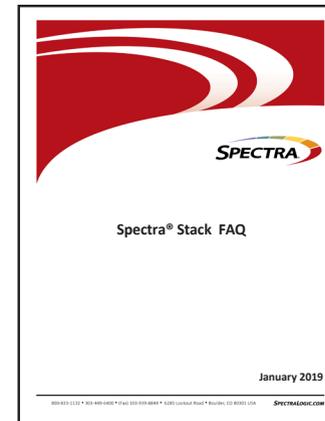
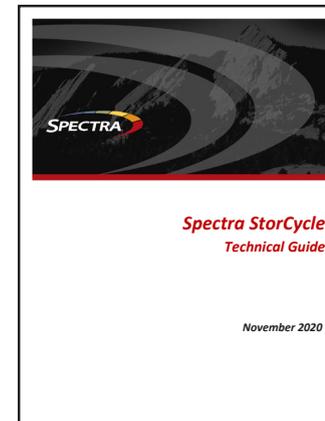
For the latest listings of Spectra marks and usage guidelines, please contact the Spectra [Marcom Department](#).

## ***SPECTRA OR SPECTRA LOGIC?***

Use "Spectra Logic" in first instance and in boilerplate for text. The name is always used as two words, outside of the URL [www.spectralogic.com](http://www.spectralogic.com). Use "Spectra" in front of all products upon first reference.

# SPECTRA TEMPLATES

Within our corporate branding, we have templates when creating new content for content such as FAQs, Letterheads, RFPs, and White Papers. Please let the Spectra Marcom Department know if you are looking for one of these templates.



# EXAMPLES

## ***PARTNERING WITH SPECTRA***

If a Partner, Customer or VAR decides to host collateral or graphic content on their website, please contact the Spectra [Marcom Department](#) every quarter to make sure content is up to date. Spectra regularly updates its content to meet industry standards.



➔  
**1 YEAR**



➔  
**3 MONTHS**

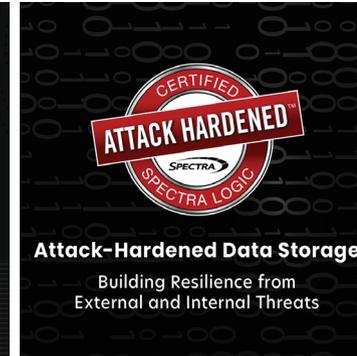


# SPECTRA VISUALS

Spectra cares about the visual brand of the company. For marketing we mainly display Spectra's primary color palette of blacks with a pop of color that doesn't hinder the call to action within many printed and digital assets. The Spectra swoop is also placed within a lot of the printed and digital content created for the brand.



A graphic showing four Spectra product categories arranged around a central Spectra logo. The categories are: SPECTRA Vail (Distributed Multi-Cloud Data Management Software), SPECTRA STORCYCLE (Storage Lifecycle Management Software), SPECTRA BLACK PEARL (Flexible Hybrid Storage Platform), and SPECTRA TAPE SOLUTIONS (Long-Term Storage and Secure Digital Preservation). Below the products, the text reads: "A Bold Transformation Think You Know Spectra? Take Another Look!"



A graphic with a dark background and a red circular seal that says "CERTIFIED ATTACK HARDENED SPECTRA LOGIC". Below the seal, the text reads: "Attack-Hardened Data Storage Building Resilience from External and Internal Threats".



A graphic for a podcast. It features two circular headshots: Betsy Doughty (Vice President of Marketing, Spectra Logic) and Mike Sausa (Senior Vice President of Organizational Development, Spectra Logic). The text below reads: "Podcast: Company Culture with Mike Sausa and Betsy Doughty".



A graphic for "SPECTRA CURRENT" featuring a football player in a red jersey running with the ball. The text reads: "SCORE A TOUCHDOWN WITH SPECTRA'S MODERN STORAGE SOLUTIONS". Below this, it lists benefits: "Getting backed by costly and outdated data storage strategies? Spectra's data storage and data management solutions allow you to take control of the game with a storage platform designed for sports content lifecycle management and the elimination of legacy middleware. With Spectra Logic you will be able to:"

- Consolidate silos of storage
- Share content among multiple applications
- Enable groups inside or outside your organization to access and use sports content
- Create efficient workflows
- Manage your copyrighted assets

Lead your team to victory by choosing Spectra Logic's simple, modern storage solutions to



The purpose of this document is to promote understanding of the more subjective and abstract attributes that make up Spectra Logic's identity – in other words, its brand. This document sets the stage for Spectra to communicate the company's image through color, type, imagery and messaging.

Spectra Logic brand assets are valuable to us. These Spectra Logic branding guidelines are applicable to all Spectra organizations, partners, resellers, developers, customers, promotional agencies, consultants, professional writers and editors, licensees, and third parties making reference to Spectra products, services and trademarks.

Contact the Spectra Marcom Department at [marcom@spectralogic.com](mailto:marcom@spectralogic.com) with any questions.

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