



Brand Usage Guidelines

EXTERNAL

September 23, 2021

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Druva Colors

Primary brand colors



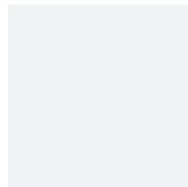
Druva Orange
Hex: #FF9900
RGB: 255-153-0
CMYK: 0-45-94-0
Pantone 1375 C



Navy
Hex: #0F294B
RGB: 15-41-75
CMYK: 100-90-10-77
Pantone 2767 C



Blue
Hex: #156FB4
RGB: 21-111-180
CMYK: 100-31-0-0
Pantone 3005 C



Snow Gray
Hex: #EFF3F4
RGB: 239-243-244
CMYK: 4-2-2-0
Pantone 7541 (35% tint)

Support colors



Dark Orange
Hex: #E47800
RGB: 228-120-0
CMYK: 0-61-100-0
Pantone 152



Purple
Hex: #7F428D
RGB: 127-66-141
CMYK: 51-84-0-0
Pantone 258



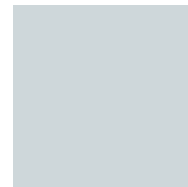
Teal
Hex: #298E9B
RGB: 41-142-155
CMYK: 55-9-16-1
Pantone 2221



Dark Blue Gray
Hex: #525A5F
RGB: 82-90-94
CMYK: 66-47-47-37
Pantone 445



Medium Blue Gray
Hex: #ADBABD
RGB: 173-186-189
CMYK: 33-19-21-0
Pantone 2176



Light Blue Gray
Hex: #CED7DA
RGB: 206-215-218
CMYK: 10-3-0-0
Pantone 7541

Fonts

If your fonts don't look like the image below, please download and install

Typography – Google Open Fonts

Aa

Roboto Slab Regular

Roboto Slab Regular is our headline font and should be used sparingly. Typically only once per page.

Roboto Slab

Download here:

<https://fonts.google.com/specimen/Roboto+Slab>

Aa

Lato Regular

This is our primary font for sub headlines and body copy. At every opportunity endeavor to use this font.

Lato Regular

Download here:

<https://fonts.google.com/specimen/Lato>

Druva Text Styling

Roboto Slab (Normal or Bold) is our **headline font** and should be used sparingly. Typically only once per page.

Lato Regular is our **primary font** for subtitles and body copy. At every opportunity, endeavor to use this font.

Headline

Subline

Body lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

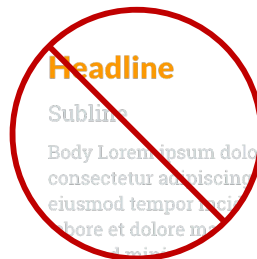
Roboto Slab, set in Navy or Blue

Lato Regular, set in Blue or Navy

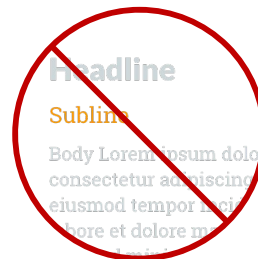
Lato Regular, set in Navy



Do not use switch typefaces for headlines and body copy



Do not use Druva Orange in headline



Do not use Druva Orange in subline

Title Case vs. Sentence Case Usage

For headlines, use **title case**:

Capitalize the first letter of each 'major' word.

'Minor' words are lowercase. Short (i.e., three letters or fewer) conjunctions, short prepositions, and all articles are considered 'minor' words.

[see APA style for additional information](#)

For subtitles and body copy, use **sentence case**:

Capitalize only the first letter of the first word.

Exceptions include proper nouns, names of brands, products, and services. Also, if a subtitle includes a colon, capitalize the first word after it.

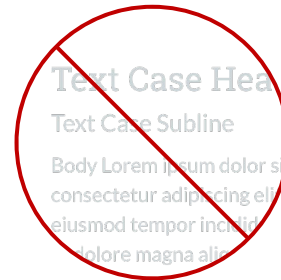
Title Case Headline

Roboto Slab,
title case

Sentence case subline

Lato Regular,
sentence case

Body lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation



Do not use title case for subtitles

Druva Logo



Logo Clear Space

Always leave the required amount of clear space around the logo. The minimum clear space is equal to “X,” which represents the height of the logomark.

This clear space allows the logo to maintain impact and ensures the logo won't be obscured by neighboring elements, or typography.



Druva Logo and Tagline Lockup



Logo and Tagline* Lockup Clear Space

Please ensure to use the logo and tagline lockup as provided. Always leave the required amount of clear space around this lockup. The minimum clear space is equal to “X,” which represents the height of the logomark.

This clear space allows the logo to maintain impact and ensures the logo won’t be obscured by neighboring elements, or typography.



*The tagline is always represented in the Druva navy and when needed, reversed to white on a dark background.

Tagline Typography and Stacking Options

Tagline initial cap guidelines:

While an exception, we always use initial caps when the tagline is in headline and subhead form. This supports our differentiation in the market.

The tagline may appear in either Roboto Slab or Lato, following the weight and stacking recommendation as shown.

Wherever possible, use Druva navy or if needed, reverse to white on a dark background.

Note:

When using the tagline in body copy, use sentence case format, “Data protection for the cloud era”.

Data Protection for the Cloud Era

Data Protection for the **Cloud Era**

Data Protection for the Cloud Era

Data Protection for the **Cloud Era**

Data Protection for the Cloud Era

Tagline on one line

Data Protection for the Cloud Era

Data Protection
for the **Cloud Era**

Data Protection for the Cloud Era

Data Protection
for the **Cloud Era**

Data Protection
for the Cloud Era

Tagline stacked

Logo Co-Branding

Co-branding may appear on marketing materials developed with an official Druva business partner. All previously stated logo standards and guidelines apply.

Placement

Druva-led co-branded materials features the Druva logo on the left and the partner logo on the right. **Partner-led co-branded materials** features the partner logo on the left and the Druva logo on the right. The same guidelines apply when referring to placement and clear space. The preferred placement is always horizontal, but vertical can be used in certain situations that have very little horizontal space.

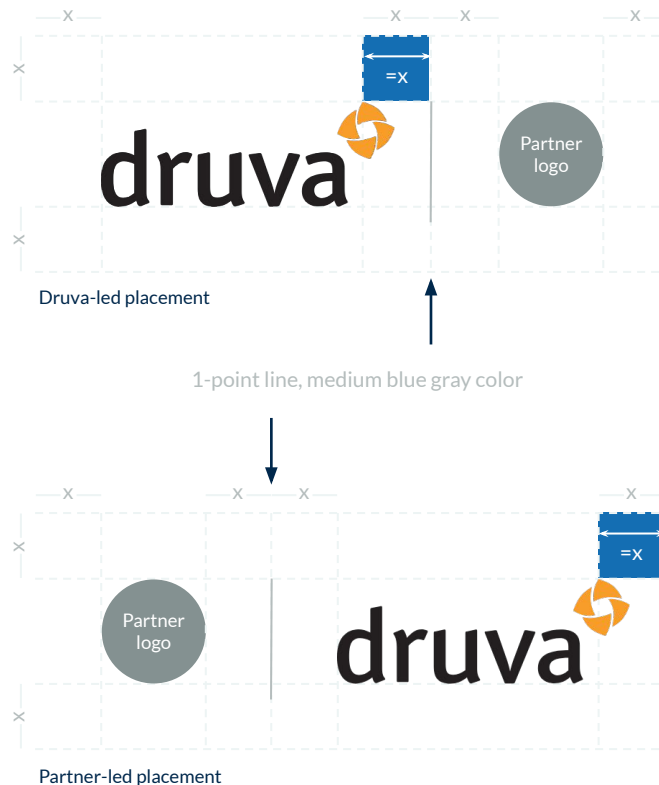
Color

Co-branded logos may appear in full color, black or reversed white. Guidelines for background colors are the same as for the Druva corporate logo. When appropriate, a partner's corporate color may be used as the background color.

Guidelines

All co-branded uses of the Druva logo **must be approved by the Druva Marketing Creative and Brand team**.

- Make all logos appear equal in size.
- Center-align the Druva logo horizontally or vertically with other logos.
- Maintain equal distance between all logos.
- The logos must be separated by a 1-point line in the **medium blue gray** color found in the color palette. A vertical line should be the height of the logo clear space. A horizontal line should be the length of the Druva logo.



Logo Co-Branding Placement Options

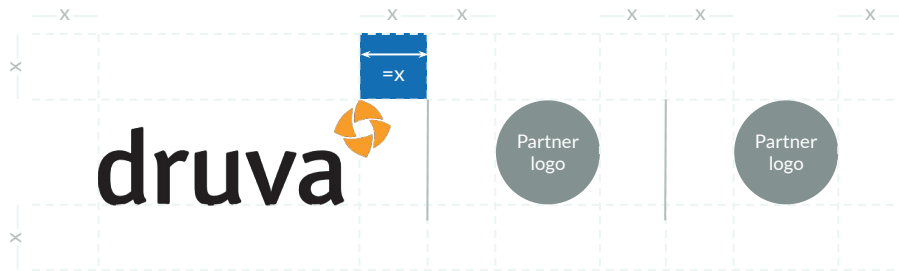
Horizontal option



Vertical option



Option with two partners

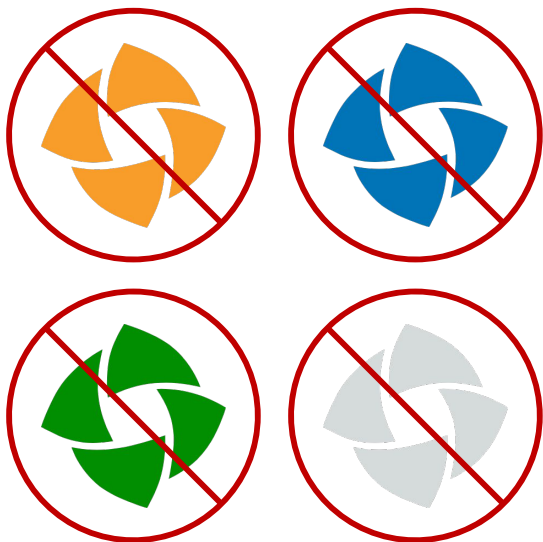


Logo and Icon Rule: Do Not Stretch the Druva Logo



Remember to hold shift when resizing logo

Icon Rule: Do Not Separate the Icon From the Logo



Do not separate or recolor the Druva icon



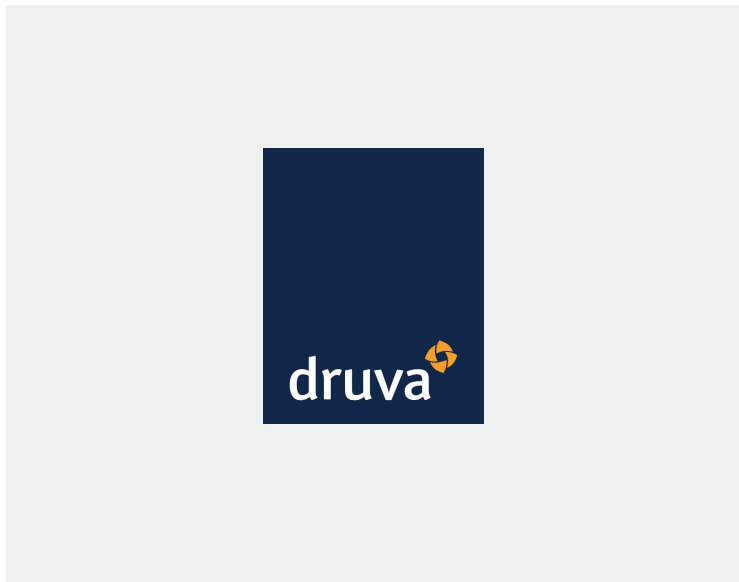
Do not rotate the icon



Do not use the icon as a watermark

Logo Placement Exception

Marketing materials such as asset collateral and fliers may (as an exception) include a Druva logo in a rectangular tab (as shown), if logo needs more contrast on a background.





Thank You