



Brand Guidelines
September 2026
Aegis System



Introduction

Aegis

– Druva's brand design language

It translates the Druva brand promise into a visual and storytelling system built around protection, intelligence, motion, and human confidence.

Modern business depends on data, systems, identity, and trust working continuously in the background. When those systems are protected, people can keep doing the work that matters.

The system should simplify complexity, reveal intelligence. Every element should have a purpose. Diagrams should clarify, not decorate. Motion should explain relationships. Gradients should guide the eye. Human storytelling should ground the technology in real outcomes.

Aegis should always feel:

Protective, but not defensive.

Intelligent, but not complicated.

Technical, but not cold.

Premium, but not distant.

Human, but not casual.

Dynamic, but not chaotic.

Brand Positioning and Boilerplate

Druva is the resilience foundation for the AI enterprise, helping organizations secure and recover from connected risk across data, cyber, identity, and AI. The Resilience Cloud is a fully managed, cloud-native SaaS platform that delivers air-gapped and immutable protection across cloud, SaaS, on-premises, endpoint, and edge environments. Powered by Dru MetaGraph, Druva's graph-powered intelligence layer, the platform connects critical business context so customers can understand risk, respond faster, recover cleanly, and govern data with greater confidence.

Trusted by nearly 7,500 customers, including 75 of the Fortune 500, Druva helps safeguard the critical information and systems businesses depend on in an increasingly connected world.

The Resilience Cloud for the AI Enterprise

Logo

Logo

The name “Druva” is Sanskrit for “North Star.”

The Druva logo is the clearest expression of the brand and should remain unchanged. It consists of the Druva custom logotype and North Star emblem.

The North Star is Druva’s guiding emblem. It represents forward motion, clarity, and confidence under pressure.

Within the Aegis System, the North Star is the point of orientation: the symbol of resilience, direction, and trust.

druva



Logo color

The Druva logo should be displayed on a simple, uncluttered background.

Maintain a high degree of contrast between the logo and background for optimal legibility. The area surrounding the Druva logo should be clear and free from distracting visuals.

Choose a version that fits the background, but never change the color of the logo.

- ① Full-color logo (black and orange)
- ② Full-color reversed logo (white and orange)
- ③ All-black logo
- ④ All-white logo

①



②



③



④

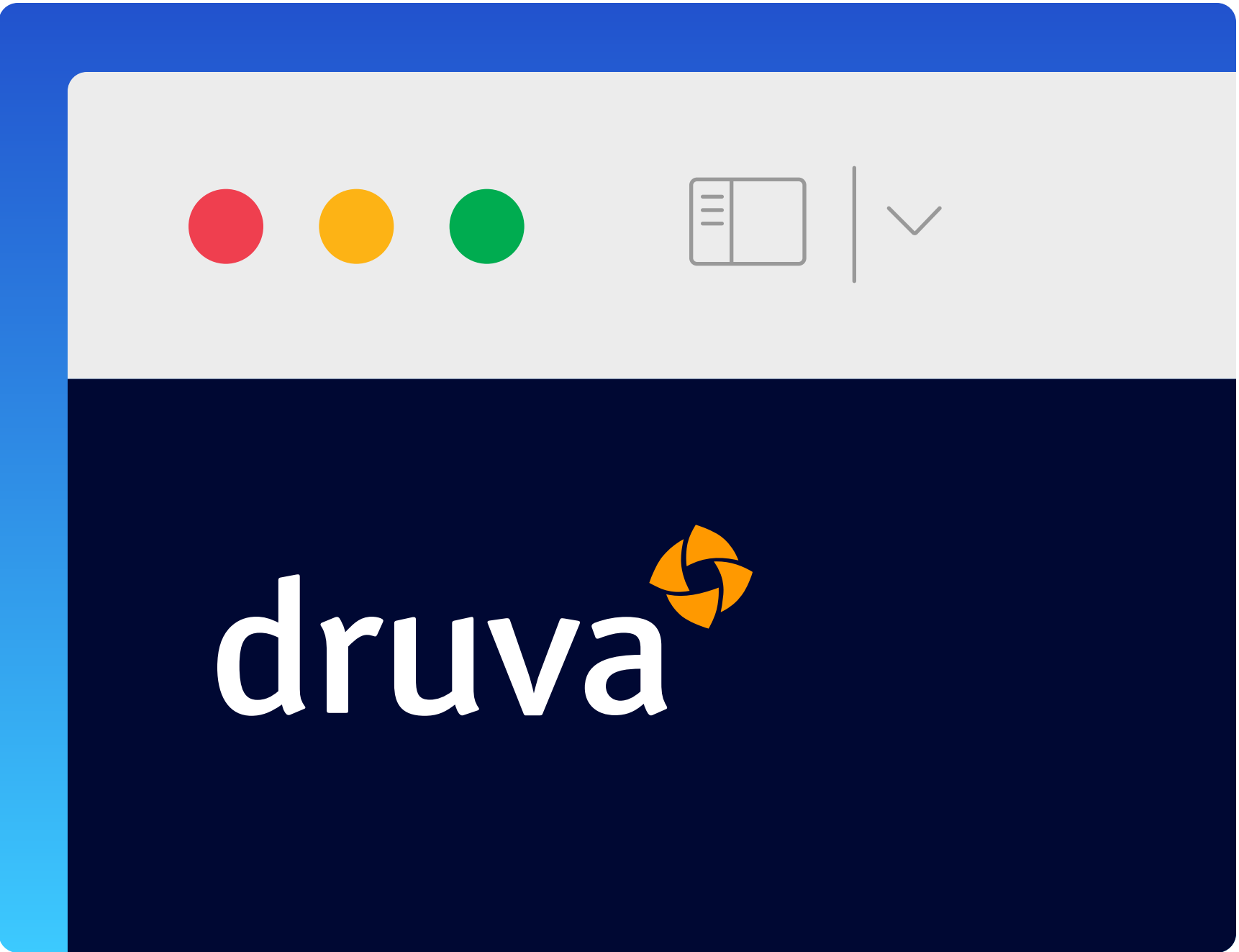


Logo clear space

Always leave the required amount of clear space around the logo.

The minimum clear space is equal to the width or height of the North Star emblem.

This clear space allows the logo to maintain impact and ensures it is not obscured by neighboring elements, typography, or visual noise.



Logo rules

The key rule of the Druva logo is simple:
do not change it in any way.

- Do not stretch the logo.
- Do not compress the logo.
- Do not remove the North Star emblem.
- Do not change the logo color.
- Do not outline the logo.
- Do not angle the logo.
- Do not use gradients in the logo.
- Do not add a drop shadow.
- Do not place the logo on a low-contrast background.
- Do not place the logo on a busy background.
- Do not use the logo in a phrase or sentence.
- Do not move the North Star emblem.
- Do not redraw or recreate the logo.

Don't stretch it.

druva

Don't compress it.

druva

Don't remove the North Star.

druva

Don't change it's color.

druva

Don't outline it.

druva

Don't angle it.

druva

Don't change the color of the North Star.

druva

Don't use gradients.

druva

Don't add a drop shadow.

druva

Don't put it on a background with little contrast.

druva

Don't put it on a busy background.

druva

Don't use the logo in a phrase or sentence of text.

The druva Data
Security Cloud

Logo co-branding

Co-branding may appear on marketing materials developed with an official Druva business partner.

All Druva logo standards and guidelines apply.

For Druva-led co-branded materials, place the Druva logo on the left and the partner logo on the right.

For partner-led co-branded materials, place the partner logo on the left and the Druva logo on the right.

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



Color



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Colors

Primary Colors

Color in the Aegis System creates atmosphere, hierarchy, and emotional tone.

Druva Orange is the core brand color. To maintain its impact, it must be used with restraint. Orange should function as a signal: a moment of focus, action, warmth, or brand emphasis.

Dark Navy, **Deep Blue**, and **Bright Blue** form the foundation of the visual identity. These colors create the sense of trust, stability, and depth that anchors Aegis.

Snow Gray provides subtle contrast in lighter settings and supports readability within enterprise communications.

Druva Orange

#ff9900

RGB:
255, 153, 0

CMYK:
0-47-100-0

Pantone: 1375 C

Dark Navy

#000833

RGB:
0, 8, 51

CMYK:
100-90-45-63

Pantone: 282 C

Deep Blue

#000067

RGB:
0, 0, 103

CMYK:
100-100-20-30

Pantone: 2738 C

Bright Blue

#2A47F9

RGB:
42, 71, 249

CMYK:
85-71-0-0

Pantone: 2727 C

Snow Gray

#EFF3F4

RGB:
239, 243, 244

CMYK:
4-0-0-1

Pantone: 656 C

Secondary Colors

Secondary colors should be used sparingly to highlight specific elements or provide visual contrast. **Bright Red** should be reserved for alarm, danger, or urgent risk.

Golden Yellow

#ffc300

RGB:
255, 195, 0

CMYK:
0-24-100-0

Pantone: 7548 C

Bright Purple

#AD37DB

RGB:
173, 55, 219

CMYK:
45-85-0-0

Pantone:
Purple C

Bright Teal

#12B3A2

RGB:
18, 179, 162

CMYK:
75-0-45-0

Pantone: 3534 C

Bright Red

#ff3052

RGB:
255, 48, 82

CMYK:
0-93-59-0

Pantone: 1787C

Bright Pink

#F718CE

RGB:
247, 24, 206

CMYK:
17-90-0-0

Pantone: 232 C

Colors

Blue Gradients

Gradients are a vital component of the Aegis System.

Blue gradients represent stability, reliability, and steadfastness. They create deep, rich environments that support trust and focus.

Background Gradient, 45°

Dark Navy
#000833

Deep Blue
#000833

Dark Navy
#000833

Blue Gradient, 45°

Bright Blue
#000833

Dark Navy
#000833

Vibrant Gradients

Vibrant gradients express energy, motion, and intelligence. They should be applied as accents such as narrow strips, bands, strokes, edges, or motion paths.

Using the vibrant gradient as a line/ pathway is the active expression of resilience in motion. It can be used to illustrate intelligence moving across the system or simply creating structure.

Orange Gradient, 45°

Golden Yellow
#000833

Druva Orange
#FF9900

Hero Gradient with Purple

Druva Orange
#FF9900

Bright Purple
#000833

Bright Blue
#000833

Hero Gradient with Pink

Druva Orange
#FF9900

Bright Pink
#000833

Bright Blue
#000833

Typography

Primary Type

Plus Jakarta Sans is the Druva brand typeface for use across all contexts.

Its geometric construction mirrors the Druva design system’s arcs, symbols, and structured intelligence. It supports a voice that is modern, clear, technical, and approachable.

Typography should simplify the message before graphics amplify it.

Use type to create clarity, hierarchy, and confidence. Be bold with scale when the message calls for impact, but maintain strong readability across technical and long-form content.

Use title case for headlines.
Use sentence case for subheadings and body copy.

Plus Jakarta Sans is google font available for [download here](#).

Plus Jakarta Sans Regular

AaBbCc

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

Type Hierarchy

Use type to create clarity, hierarchy, and confidence. Be bold with scale when the message calls for impact, but maintain strong readability across technical and long-form content.

H1: Plus Jakarta Sans Light

Lorem Ipsum
Dolor Sit Amet

H2: Plus Jakarta Sans Light

Lorem ipsum
dolor sit amet

H3: Plus Jakarta Sans Regular

Lorem ipsum dolor sit amet

H4: Plus Jakarta Sans Medium

Lorem ipsum dolor sit amet

Body: Plus Jakarta Sans Regular

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 ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Callout: Plus Jakarta Sans Medium

Lorem ipsum dolor sit amet

Button: Plus Jakarta Sans SemiBold

Button

Title Case vs. Sentence Case

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 subheadings 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 subline includes a colon, capitalize the first word after it.

Headline – title case

This is a Headline.

Subheading – sentence case

This is a subheading. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Body – sentence case

This is body copy, it should be set at a smaller size and neutral weight for readability. 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 ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Button – sentence case

This is a button

Illustrations, Icons, and Design Elements

Illustration Style

The Druva illustration style uses basic geometric forms, minimalist compositions, and striking gradients to reflect the integrated and simplified nature of the Druva platform.

Concentric circles, arcs, rings, grid structures, and shield-like forms symbolize protection, continuity, intelligence, and systematic organization.

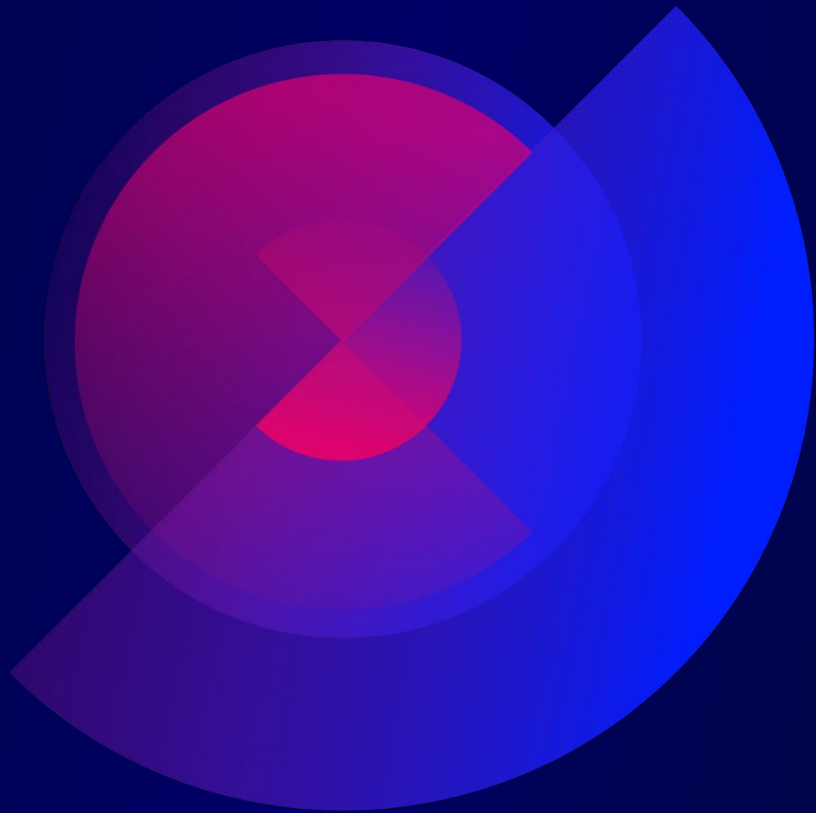
Hero illustrations should feel premium and intentional. They are best used for high-impact brand, platform, campaign, and product storytelling moments.

Because of their intricate nature, hero illustrations are most effective at larger scale. As a general rule, they should occupy no less than 25% of the total frame when used as featured elements.

Data



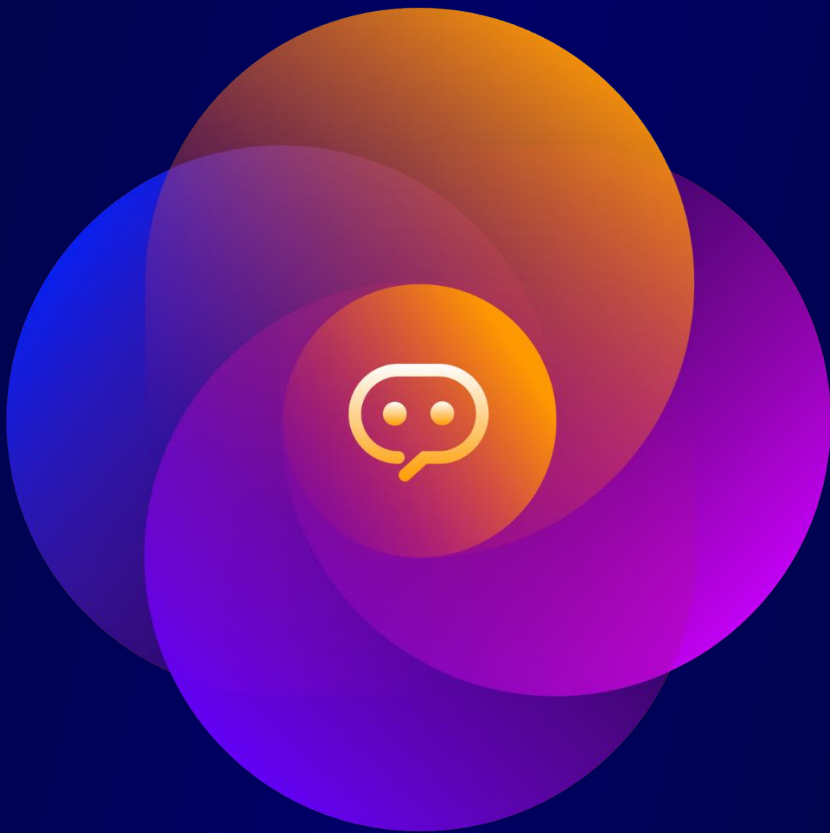
Cyber



Identity



AI





Design Elements

The Metagrid

The Metagrid gives Aegis structure.

It is a simplified two-dimensional framework that organizes the visual field. Inspired by blueprints, infrastructure diagrams, metadata structures, the Metagrid helps communicate clarity and foundational structure.

In a more complex form, we can think it as a multi-dimensional matrix where information and intelligence data is moved through the system layers.

Aegis Objects

Protective arcs, circles, rings, and partial shields are the most direct expression of Aegis.

They suggest data being surrounded by intelligent protection layers. These forms should feel precise, calm, and modern. They should communicate assurance without becoming heavy-handed or overly literal.

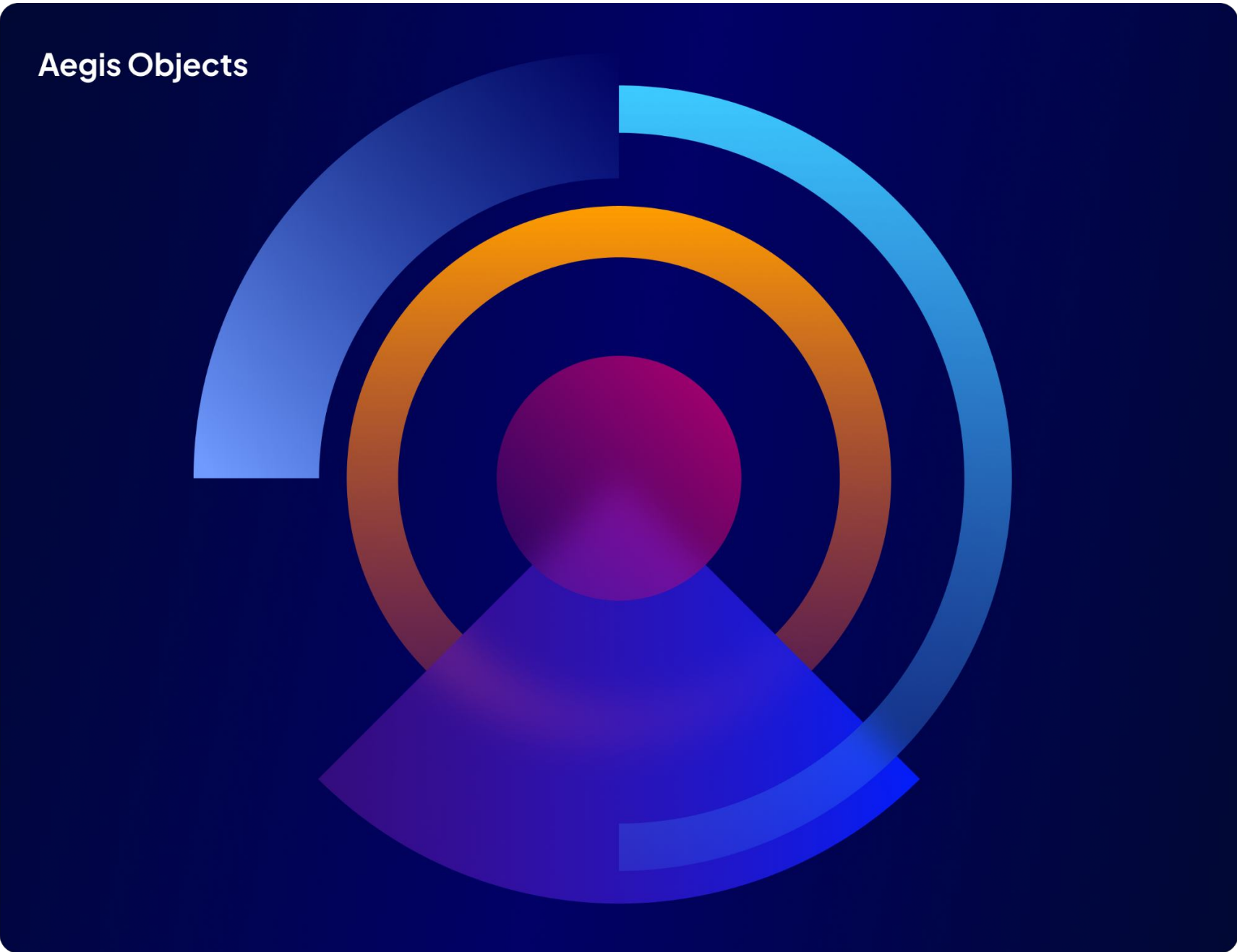
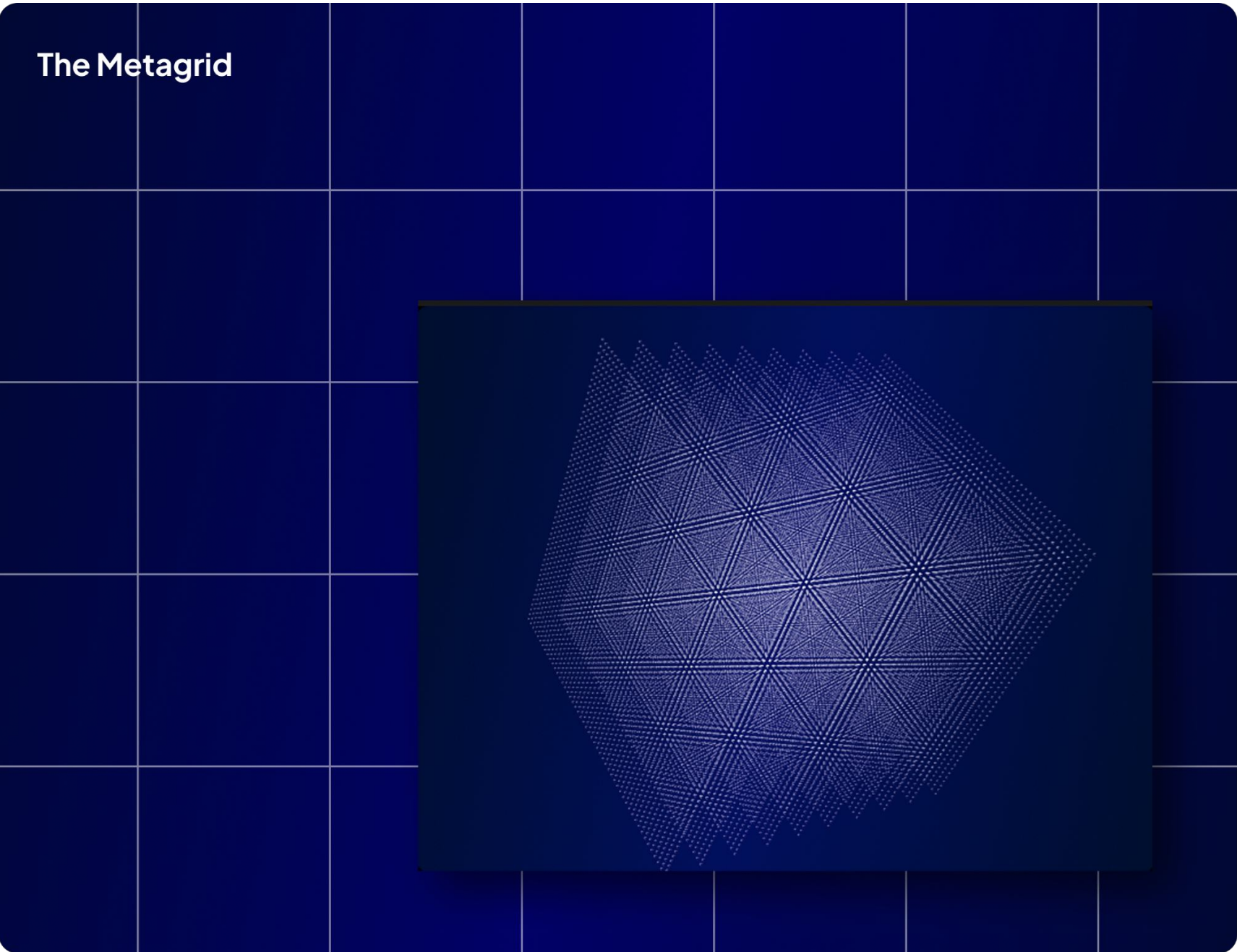
Data Paths

Formed by Gradient Lines, Data Paths travel through the grid, illuminate connections, and guide the eye from signal to action. They represent movement from uncertainty to clarity, risk to recovery, and intelligence to decision.

Depth & Focus

Light sources and glows function as subtle elements designed to bring warmth and energy into the blue gradient background.

A frosted glass effect and soft drop shadows are used to layer content and other designs on top of the background.



Icons

The Druva Icon Library is an expanding resource that supports clarity, navigation, and comprehension.

Icons should be used primarily at smaller scales. When enlarged too much, the stroke can appear overly thick and unrefined.

Use icons to support scanning, clarify product areas, identify features, create system consistency, and help users understand content quickly.

Avoid using icons as large hero visuals unless they have been specifically redrawn or adapted for that purpose.



Website

Website

Druva.com is the primary digital expression of Aegis.

It is both a storefront and a storytelling environment. It should balance brand impact with enterprise clarity, making complex platform capabilities easy to understand.

Druva.com is primarily a dark mode website using dark navy backgrounds and knockout copy. In cases where enterprise clarity, readability, or long-form comprehension is required, white backgrounds and light gray containers may be used.

Website design principles include:

- Gradient washes as organic light sources
- Frosted glass for depth and focus
- Shadows for hierarchy
- Modular cards for platform capabilities
- Diagrams that clarify, not decorate
- Motion that explains relationships
- Conversion components that remain simple and direct



Branded Objects and Environments



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**Branded
Objects**

Branded Objects and Environments

In events, offices, and physical environments, Aegis should create a sense of clarity, energy, and confidence.

Collateral should prioritize clarity, authority, and ease of consumption.

The Aegis System should help long-form assets feel premium and consistent without making them dense or overly designed.

Druva merchandise should be thoughtful, purposeful, and high quality. We do not want disposable promotional items. We want objects people choose to keep, wear, and use with pride.

Use Aegis elements to create abstract storytelling, patterns, textures, and details.





Thanks.

Espresso
Cappuccino
Latte
Mocha
Chai

The
Resilience
Bus

druva

