druva

Brand Usage Guidelines

EXTERNAL

January 2, 2023

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Druva Colors

Primary brand colors

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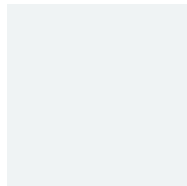CMYK: 0-45-94-0
Pantone 1375 C

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
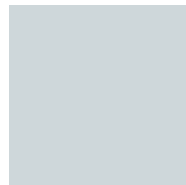CMYK: 55-9-16-1
Pantone 2221

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

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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 <u>headline font</u> and should be used sparingly. Typically only once per page.

Aa
Lato Regular

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

Roboto Slab
Download here:
https://fonts.google.com/specimen/Roboto+Slab

Lato Regular
Download here:
https://fonts.google.com/specimen/Lato

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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 sublines and body copy. At every opportunity, endeavor to use this font.
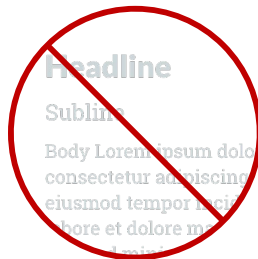
Headline

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
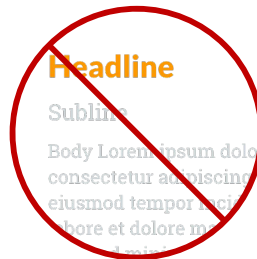
Do not use Druva Orange in headline
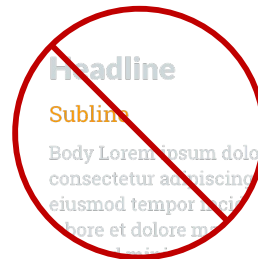
Do not use Druva Orange in subline

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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 sublines 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.

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

Text Case Headline

Text Case Subline

Body Lorem ipsum dolor sit consectetur adipiscing elit eiusmod tempor incididunt dolore magna aliqua
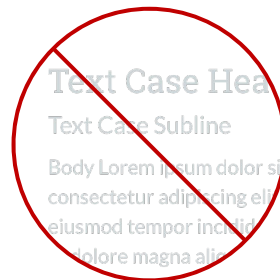
Do not use title case for sublines

Druva Logo

[Branding assets found here on the Druva Brand Page](#)

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.

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=x

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Druva Logo and Tagline Lockup

Your Data. Always Safe. Always Ready.

Your Data. Always Safe. Always Ready.

[Branding assets found here on the Druva Brand Page](#)

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:

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.

Your Data. Always Safe. Always Ready.

Your Data. Always Safe. Always Ready.

Your Data. Always Safe. Always Ready.

Your Data. Always Safe. Always Ready.

Your Data. Always Safe. Always Ready.

Tagline on one line

Your Data.
Always Safe.
Always Ready.

Your Data.
Always Safe.
Always Ready.

Your Data.
Always Safe.
Always Ready.

Your Data.
Always Safe.
Always Ready.

Your Data.
Always Safe.
Always Ready.

Tagline stacked

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Data Resiliency Cloud Descriptor Options

Druva logo and company descriptor usage

(use when the Druva logo is in close proximity):

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The Data Resiliency Cloud

Use case:
- Roboto Slab Bold
- Primary headlines
- Booth
- 3rd party platforms
- Etc...

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The Data Resiliency Cloud

Use case:
- Roboto Slab Bold
- Primary headlines
- Booth
- 3rd party platforms
- Etc...

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The Data Resiliency Cloud

Use case:
- Lato Black
- Secondary headlines
- Body copy
- Booth
- 3rd party platforms
- Etc...

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The Data Resiliency Cloud

Use case:
- Lato Black
- Secondary headlines
- Body copy
- Booth
- 3rd party platforms
- Etc...

Company descriptor usage:

The Druva Data Resiliency Cloud

Use case:
- Roboto Slab Bold
- Primary headlines
- Booth
- 3rd party platforms
- Etc...

The Druva Data Resiliency Cloud

Use case:
- Roboto slab Bold
- Primary headlines
- Booth
- 3rd party platforms
- Etc...

The Druva Data Resiliency Cloud

Use case:
- Lato Black
- Secondary headlines
- Body copy
- Booth
- 3rd party platforms
- Etc...

The Druva Data Resiliency Cloud

Use case:
- Lato Black
- Secondary headlines
- Body copy
- Booth
- 3rd party platforms
- Etc...

Company descriptor usage in body copy:

When using the company descriptor in body copy, use title case format and match the weight of the body copy type.

Approved: "They adopted the Druva Data Resiliency Cloud to…"
Approved: "The Druva Data Resiliency Cloud offers…"
Not approved: "Druva's Data Resiliency Cloud…"
Not approved: "Now the Data Resiliency Cloud can…"

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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.
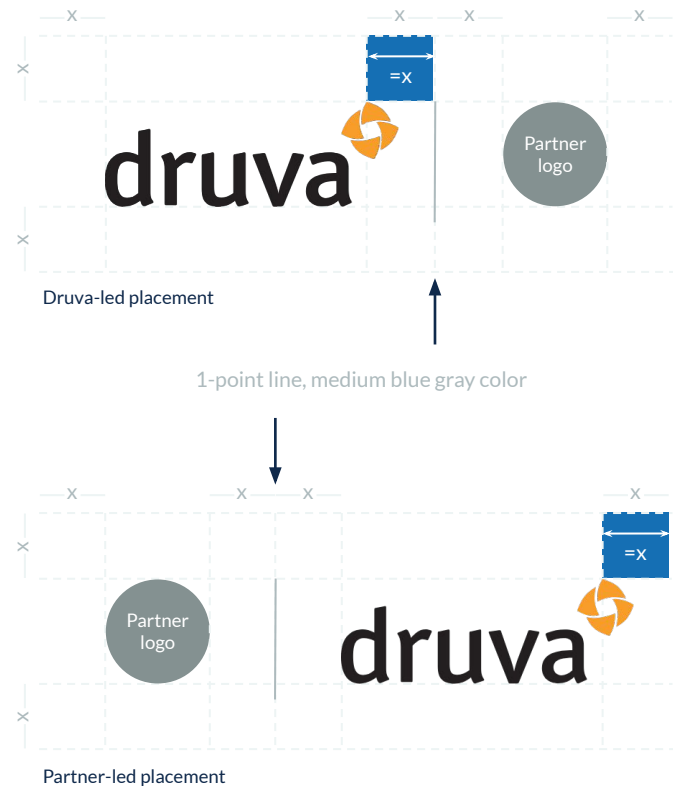
Color

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.
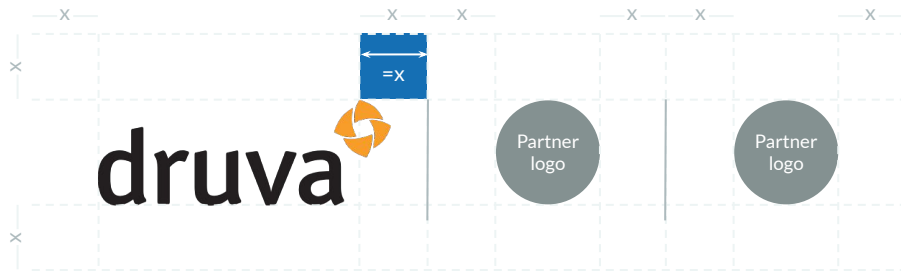

Druva-led placement

1-point line, medium blue gray color

Partner-led placement

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Logo Co-Branding Placement Options

Horizontal option

=x

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Partner logo

Vertical option

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=0.5x

=0.5x

Partner logo

Option with two partners

=x
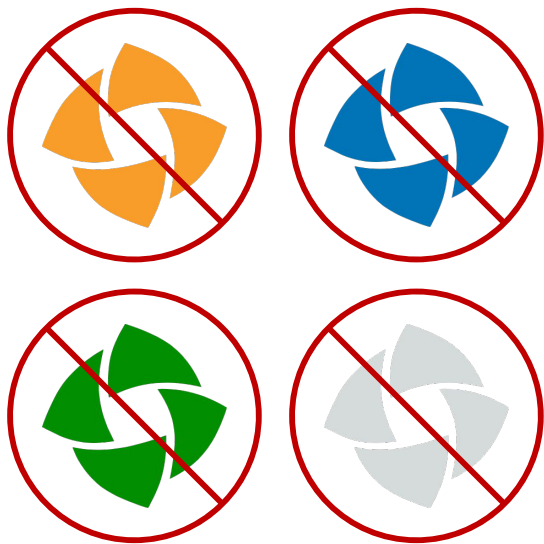
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Partner logo

Partner logo

Logo and Icon Rule: Do Not Stretch the Druva Logo
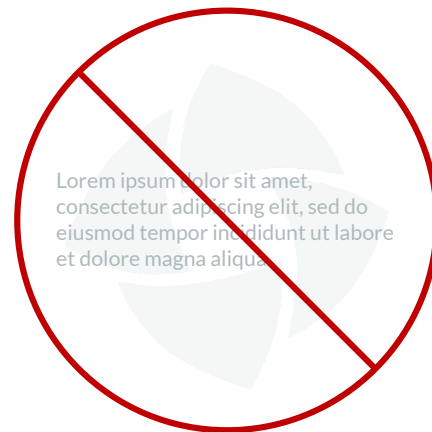

Remember to hold shift when resizing logo

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Icon Rule: Do Not Separate the Icon From the Logo
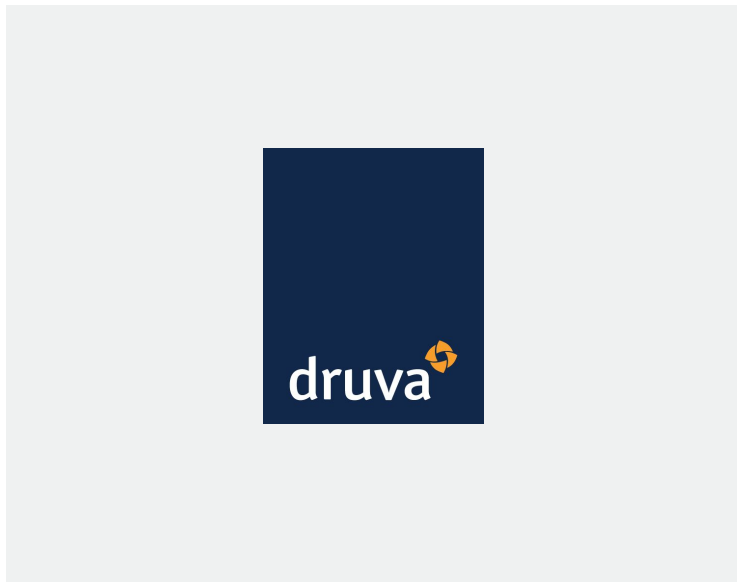

Do not separate or recolor the Druva icon

Do not rotate the icon

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not use the icon as a watermark

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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