



Brand Usage Guidelines

For agency partners and customers

EXTERNAL

May 2024

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Druva Color Palette

Primary brand colors



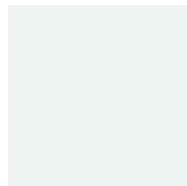
Druva Orange
Hex: #FF9900
RGB: 255-153-0
CMYK: 0-45-94-0



Dark Navy
Hex: #000822
RGB: 0-8-34
CMYK: 87-78-56-74



Blue
Hex: #2a47f9
RGB: 42-71-249
CMYK: 82-71-0-0



Snow Gray
Hex: #EFF3F4
RGB: 239-243-244
CMYK: 4-2-2-0

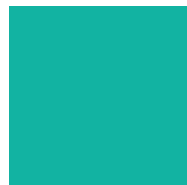
Support colors



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



Purple
Hex: #BD41FF
RGB: 189-65-255
CMYK: 49-76-0-0



Teal
Hex: #12B3A2
RGB: 18-179-162
CMYK: 76-3-45-0



Pink
Hex: #FF3AC8
RGB: 255-58-200
CMYK: 10-82-0-0



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



Fire Drill Dark Gray
Hex: #2B2B2B
RGB: 43-43-43
CMYK: 70-64-63-65

Fonts

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

Aa

Lato Regular

Lato Font

Download here:

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

This is Druva's primary font for all copy. At every opportunity, endeavor to use this font.

Lato Black is common for headlines.

Lato Bold is typically used in sub headlines.

Lato Normal is best for body copy and all other instances.

*For consistency purposes and the evolution of the brand, **Roboto Slab** is no longer used as a Druva brand font. Please use Lato in all instances.

Druva Text Styling

Lato Black is our **headline font** and should be used sparingly. Typically only once per page. Lato Bold is our sub headline font. Lato Normal (or Regular) is our **primary font** for sublines and body copy. At every opportunity, endeavor to use this font.

Headline

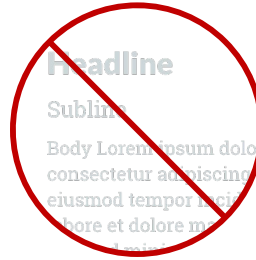
Subline

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

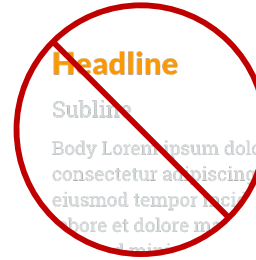
Lato Black, set in Navy or Blue

Lato Bold set in Blue or Navy

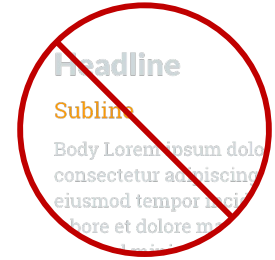
Lato Regular, set in Navy



Do not use switch typefaces for headlines and body copy. Roboto Slab is no longer used as a Druva brand font.



Do not use Druva Orange in headline



Do not use Druva Orange in subline

*For consistency purposes and the evolution of the brand, **Roboto Slab is no longer used as a Druva brand font.** Please use Lato in all instances.

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.

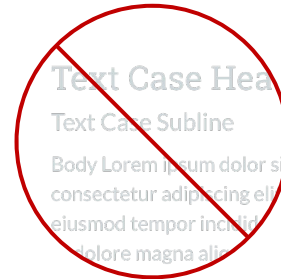
Title Case Headline

← Lato Black,
title case

Sentence case subline

← Lato Bold,
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 sublines

Druva Logo

The Druva logo should be displayed on a simple, uncluttered background. Maintain a high degree of contrast between the logo and background. The area surrounding the Druva logo should be clear, without distracting visuals.



[Druva logos can be found 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.



Logo Backgrounds

Do not place the Druva logo on a low contrast or busy background. All elements of the Druva logo should be visible in all instances.



Logo Rule: Do Not Stretch the Druva Logo



Remember to hold shift when resizing logo

Logo Tab

The Druva logo is intended to be free standing element in layout. **Avoid placing the Druva logo on a tab or other shape** to make the background contrast easier to achieve. Adjust the background color or texture first, before resorting to placing the Druva logo on a tab or other shape.



Druva Logo Tagline Lockups



[Druva logos can be found 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 black and when needed, reversed to white on a dark background.

Tagline Typography and Stacking Options

Tagline title case guidelines:

We always use title case when the tagline is in headline and subhead form. This supports our differentiation in the market.

The tagline should appear in Lato, following the weight and stacking recommendation as shown.

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

The tagline should always be followed with a period for consistency.

Data Security on Autopilot.

Data Security on Autopilot.

Tagline on one line

**Data Security
on Autopilot.**

**Data Security
on Autopilot.**

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.

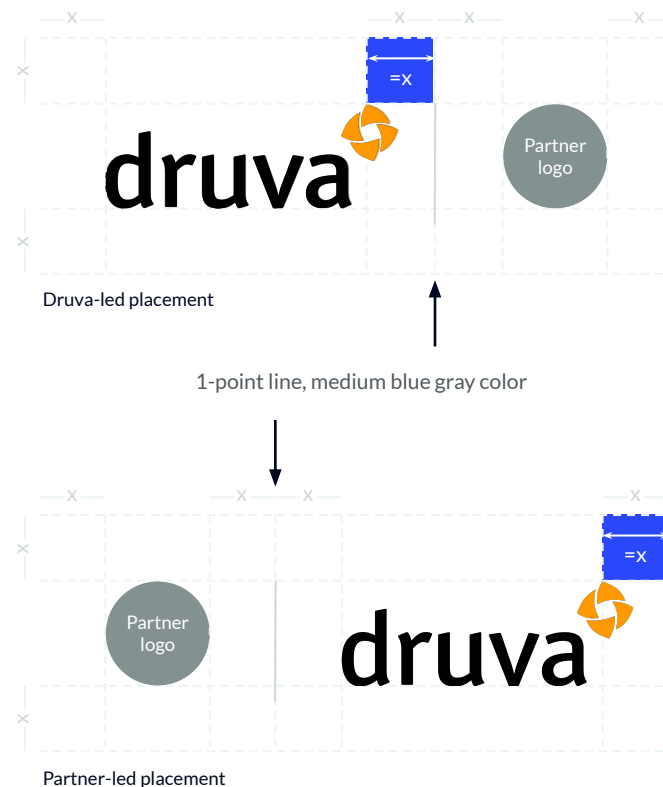
Color

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

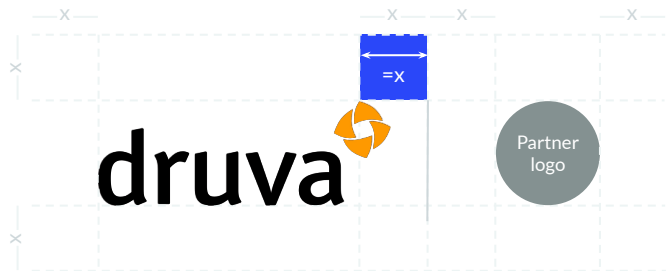
All co-branded uses of the Druva logo **must be approved by the Druva Marketing Creative and Brand team**.

- 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

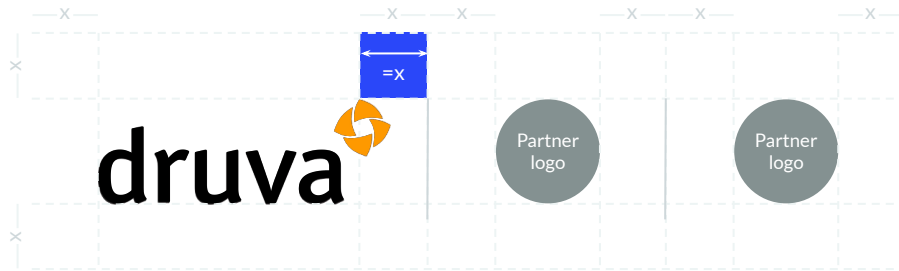
Horizontal option



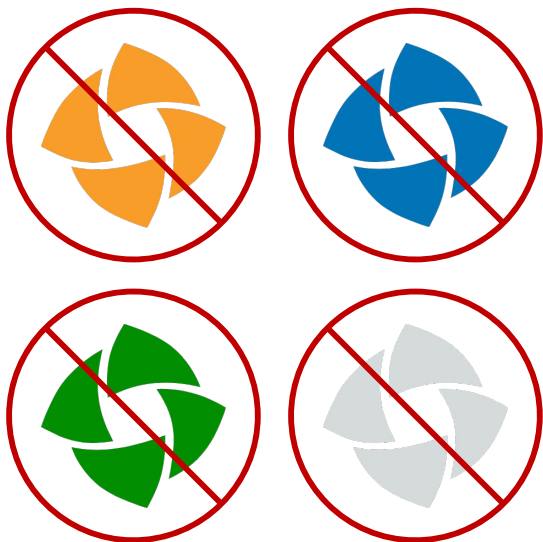
Vertical option



Option with two partners



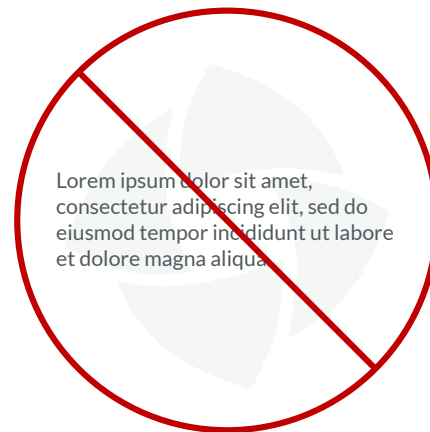
Icon Rule: Do Not Separate the Icon From the Logo



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