INFINIDAT

Corporate Style Guide

EMEA and APJ, April 2019

Table of Contents

Introduction 3
Visual Identity 4
General Company Information 5
Product Descriptions 6
Messaging Guide 7
Copyrights 8
Corporate Logomark 9
Product Logomarks 10
Corporate Logo Files for Download 11
Product Logo Files for Download 12
Partner Logo Files for Download 13
Logomark Sizing, Scaling and Exclusion Zone 14
Typography 15
Color Palette 16
Image Style 17
Stationery and Business Cards 20
Electronic Stationery, Email Signature and Email Banners 21
Tradeshow Booths 22
Trade Show Banners 24
Print Advertising 25
Marketing Collateral 26
Product Data Sheets 27
White Papers 29
Solution Briefs 30
Sales PPT Presentation 31
Website 32
Social Media 33
Giveaways and Wearables 34
Product Branding 35

Introduction

This document contains a set of guidelines designed to provide a consistent corporate identity across all communications. Whether online, in print, in broadcast media, or at trade events, the same benefits and key visuals should reappear. A coordinated identity provides greater brand awareness and clarity in all corporate and marketing communications, and helps clearly identify and differentiate Infinidat in the marketplace.

IMPORTANT The use of Infinidat logos, taglines and service marks in all communications must be in accordance with the guidelines set forth in this document. The guidelines must also be followed uniformly throughout the organization as well as by partners and vendors. Proposed use of any logo applications other than those expressly permitted in this document must be approved in advance by the marketing department.

Questions concerning these guidelines, their application, or an application not covered herein, should be directed to:

Katya Holmkvist,
Chief Designer

E kholmkvist@infinidat.com
T +972 73 3949646

Visual Identity

The Infinidat visual identity system, presented within this style guide, includes the corporate logo, typographic standards and graphic design templates. The components of the Infinidat visual identity system have been carefully chosen to work together in positioning the company consistently across all media. Standards defined within this manual are to be strictly adhered to, without exception. Substitution, modification or creative interpretation of any of the visual identity standards or components is strictly forbidden.

General Company Information

COMPANY NAME

Infinidat is used by the company in all day-to-day communications, correspondence, presentations and marketing materials. In legal uses, such as in proposals, contracts and official correspondence, the legal incorporated name of the company must be used.

COMPANY BOILERPLATE

Founded in 2011 by storage industry pioneer Moshe Yanai, Infinidat helps customers empower data-driven competitive advantage at multi-petabyte scale. Infinidat's software-focused architecture, an evolution and revolution in data management design over 30 years in the making, solves the conflicting requirements of bigger, faster, and less expensive. Infinidat technology simultaneously delivers sub-millisecond latency, seven nines of availability, and hyperscale capacity with a significantly lower total cost of ownership than incumbent storage technologies.

SHORT COMPANY DESCRIPTION

Infinidat helps customers drive petabyte-scale competitive advantage while providing faster-than all-flash performance, seven nines availability, and the industry's lowest total cost of ownership.

Product Descriptions

InfiniBox®

InfiniBox® by Infinidat provides multi-petabyte enterprise storage with scalability exceeding
8PB in a single 42U rack, faster than all-flash performance, seven nines (99.99999%) availability, and multi-protocol support with incredible ease of use. With a disruptive price point, InfiniBox also provides unprecedented value for modern enterprise storage. Available in multiple configurations, InfiniBox enables customers to acquire, store, and analyze the most data to achieve competitive advantage.

InfiniGuard®

InfiniGuard® by Infinidat is a multi-petabyte-scale, application-aware data protection appliance that stores up to 40 petabytes and provides fast data restores to ensure seamless business continuity. InfiniGuard is based on the same Infinidat software architecture that powers InfiniBox and supports a rich set of data protection software ecosystems/solutions from Commvault, Dell EMC, IBM, Microsoft, Oracle, SAP, Veeam, Veritas, and VMware.

InfiniSync®

InfiniSync® by Infinidat is the world's first solution for zero RPO synchronous data replication over a virtually infinite distance, with no latency impact. InfiniSync utilizes multiple data transfer capabilities including wired, wireless, and cellular protocols to ensure complete data integrity in the event of a power or network outage. InfiniSync is also designed to withstand any possible disaster, with protection against direct flames, a high impact drop, penetrating forces, and water immersion.

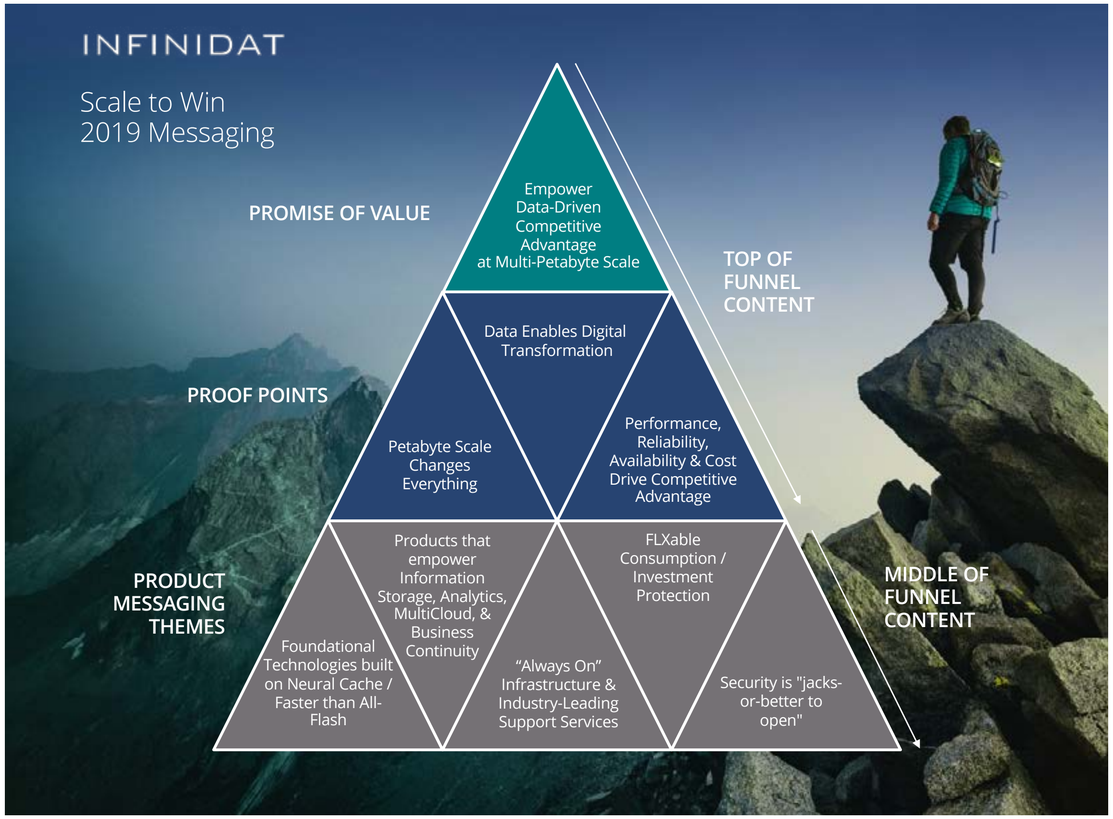
Neutrix Cloud®

Neutrix Cloud® by Infinidat is a sovereign public storage cloud that offers multi-petabyte cloud file systems and block volumes that are simultaneously accessible from AWS, Microsoft Azure, Google Cloud Platform, VMware Cloud on AWS, and other public compute clouds. Neutrix Cloud is a pure OpEx storage IaaS and can be employed as a standalone service or used with an on-premises InfiniBox for on-demand business continuity and disaster recovery.

Messaging Guide

ELEVATOR PITCH

"At Infinidat, we help customers empower their competitive advantage by solving petabyte-scale data storage challenges. Our solutions are faster and more reliable than incumbent storage providers—at a fraction of the cost."



Copyrights

COMPANY NAME

It is imperative that Infinidat protect the intellectual property of all documents and publications. Please make sure that the following phrase is included in every written or published communication:

© Infinidat 2019. All Rights Reserved. (Exceptions to this policy may exist for client-owned documentation).

INTERNAL DOCUMENTS

All internal documents not intended for external publication or general distribution should include the following statement:

Infinidat Proprietary and Confidential

Corporate Logomark

PRINCIPAL GUIDELINES

The Infinidat logo is a specially designed symbol and is the primary graphic component of the corporate identity system. The logo is the only acceptable symbol to be used to represent Infinidat. It must appear in its entirety and may never be cropped, distorted or used on an angle.

Variants of this logomark developed by partners or vendors are not acceptable. When used in color, the logo should conform to the specific CMYK and RGB colors listed here. When used in black and white form, use only as directed in this Style Guide.

The logo should be placed as shown below, in color, on a white background or in white on an approved color. For all other instances, please reference the following pages for usage guidelines.

INFINIDAT

Good Examples of Logo Background

Bad Example of Logo Background

Product Logomarks

PRINCIPAL GUIDELINES

The Infinidat product logos are the only acceptable symbols to be used to represent the Infinidat products. They must appear in their entirety and may never be cropped, distorted or used on an angle.

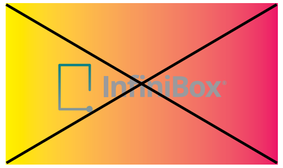
Variants of this logomark developed by partners or vendors are not acceptable. When used in color, the logos should conform to the specific CMYK and RGB colors listed here. When used in black and white form, use only as directed in this Style Guide.

The logos should be placed as shown below, in color, on a white background or in white on an approved color. For all other instances, please reference the following pages for usage guidelines.

InfiniBox® InfiniGuard® InfiniSync® Neutrix Cloud®

Good Examples of Logo Background

Bad Example of Logo Background



Corporate Logo Files for Download

LOGO POSITIVE

Use this logo for any official correspondence or documents, as per approved electronic templates for these items.

Download for Print
Download for Web

LOGO SOLID

Use this logo for conference sponsorship where the logo will appear along with other logos.

Download for Print
Download for Web

LOGO REVERSE

Use this logo for any approved color backgrounds.

Download for Print
Download for Web

Product Logo Files for Download

LOGO POSITIVE

Use this logo for any official correspondence or documents, as per approved electronic templates for these items.

InfiniBox®
Download for Print
Download for Web

InfiniBox®
Download for Print
Download for Web

InfiniGuard®
Download for Print
Download for Web

InfiniGuard®
Download for Print
Download for Web

InfiniSync®
Download for Print
Download for Web

InfiniSync®
Download for Print
Download for Web

Neutrix Cloud®
Download for Print
Download for Web

Neutrix Cloud®
Download for Print
Download for Web

LOGO REVERSE

Use this logo for any approved color backgrounds.

InfiniBox®
Download for Print
Download for Web

InfiniBox®
Download for Print
Download for Web

InfiniGuard®
Download for Print
Download for Web

InfiniGuard®
Download for Print
Download for Web

InfiniSync®
Download for Print
Download for Web

InfiniSync®
Download for Print
Download for Web

Neutrix Cloud®
Download for Print
Download for Web

Neutrix Cloud®
Download for Print
Download for Web

Partner Logo Files for Download

The following logos are for use by approved Infinidat partners only. Questions concerning these logos, partners and channels and should be directed to:

Karine Haase
Events & Channel Marketing Manager

E: khaase@infinidat.com
T: +972 733949671

Download for Print
Download for Web

Download for Print
Download for Web

Download for Print
Download for Web

Download for Print
Download for Web

Logomark Sizing, Scaling and Exclusion Zone

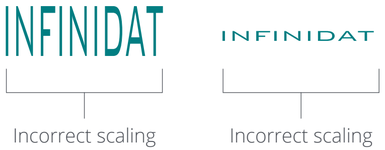
LOGO SIZING

The size of Infinidat logo to be used in a communication depends on the audience, the desired emphasis, the other visual elements and the layout. The following guidelines should be followed when sizing the logo:

- The logo should never appear smaller than 35 mm wide.
- The logo should never appear smaller than another company's logo in any document, collateral or electronic copy. Exceptions to this policy may exist in co-branding situations and in client proposals.
- For use on Web pages, the Infinidat logo must be no smaller than 144 pixels in width or 15 pixels in height.

LOGO SCALING

The logo should always be scaled proportionally. The logo is never to be stretched or distorted.

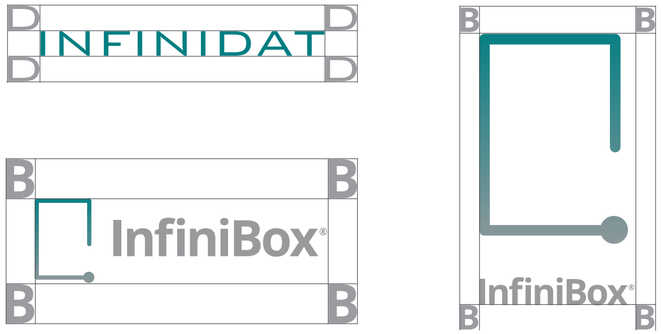


EXCLUSION ZONE

To protect the visual integrity of the logomark, it should always be surrounded by an exclusion zone. By this we mean no text or other graphic elements may be placed inside this predetermined area. The minimum zone is one width of the logo “D” for the Corporate logo or “B” for the Product logos (as indicated to the right). This zone is also the minimum distance to the edge of the paper for printed applications, and to the edge of the screen in web applications. Wherever possible, there should be even more space around the logo. This exclusion rule is to establish a minimum distance allowed.

The exclusion zone should be rigorously adhered to in all applications, for print and web.

The gray lines indicate the exclusion zone. The areas indicated by the lines represent the minimum distance from the border of a paper or from other graphic elements or text. The gray line and the gray-lined logo symbol serves as a guide only–do not print them.



Typography

For external marketing use, Infinidat materials should be prepared using the Open Sans Pro type family. Body Copy should be set in Open Sans Pro Light while subheads should run in Open Sans Pro Bold, and headlines in Open Sans Pro Light. Text should have a minimum of hyphenation.

For internal use on letterhead, proposals and PowerPoint presentations, Arial should be used.

Download
Fonts

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“”?&+/()™©@

Open Sans Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“”?&+/()™©@

Open Sans Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“”?&+/()™©@

Open Sans Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“”?&+/()™©@

Arial

Color Palette

Below are the main colors that are to be used throughout all Infinidat promotional materials. They are shown with breakouts in CMYK, PMS, RGB and Web-safe color, so the colors are reproduced consistently across all platforms.

CMYK (Cyan, Magenta, Yellow and Black) process colors, also called 4-color printing process. This method uses four basic colors printed in screens to achieve the desired color. This should be the default color mode used in all cases unless specified by the vendor.

PMS PMS stands for Pantone Matching System. PMS colors should be used only when a digital printer is not an option or when specifically requested by a vendor.

RGB (Red, Green, Blue) is used for on-screen purposes, such as PowerPoint.

HEXADECIMAL # (Web-Safe Colors) is used for web and on-line applications.

Primary Colors

CMYK: 87-33-47-8
PMS C: 3557
PMS U: 3145
RGB: 0-126-130
Hex#: 007e82

CMYK: 42-35-32-0
PMS C: Cool Gray 7
PMS U: 408
RGB: 156-155-159
Hex#: 9c9b9f

CMYK: 0-26-100-0
PMS C: 1235
PMS U: 116
RGB: 254-191-15
Hex#:febf0f

Accent Colors

CMYK: 95-80-30-15
PMS C: 105-8
PMS U: 295
RGB: 39-68-114
Hex#: 274472

CMYK: 70-16-40-0
PMS C: 2460
PMS U: 2401
RGB: 74-166-161
Hex#: 4aa6a1

CMYK: 20-75-100-8
PMS C: 7584
PMS U: 2349
RGB: 188-90-40
Hex#: bc5a28

CMYK: 56-50-45-12
PMS C: 424
PMS U: 2333
RGB: 117-113-117
Hex#: 757175

CMYK: 10-20-55-0
PMS C: 10-2
PMS U: 3599
RGB: 230-198-133
Hex#: e6c685

CMYK: 68-58-51-30
PMS C:10392
PMS U: 7547
RGB: 79-83-89
Hex#: 4f5359

Image Style

Man and Nature

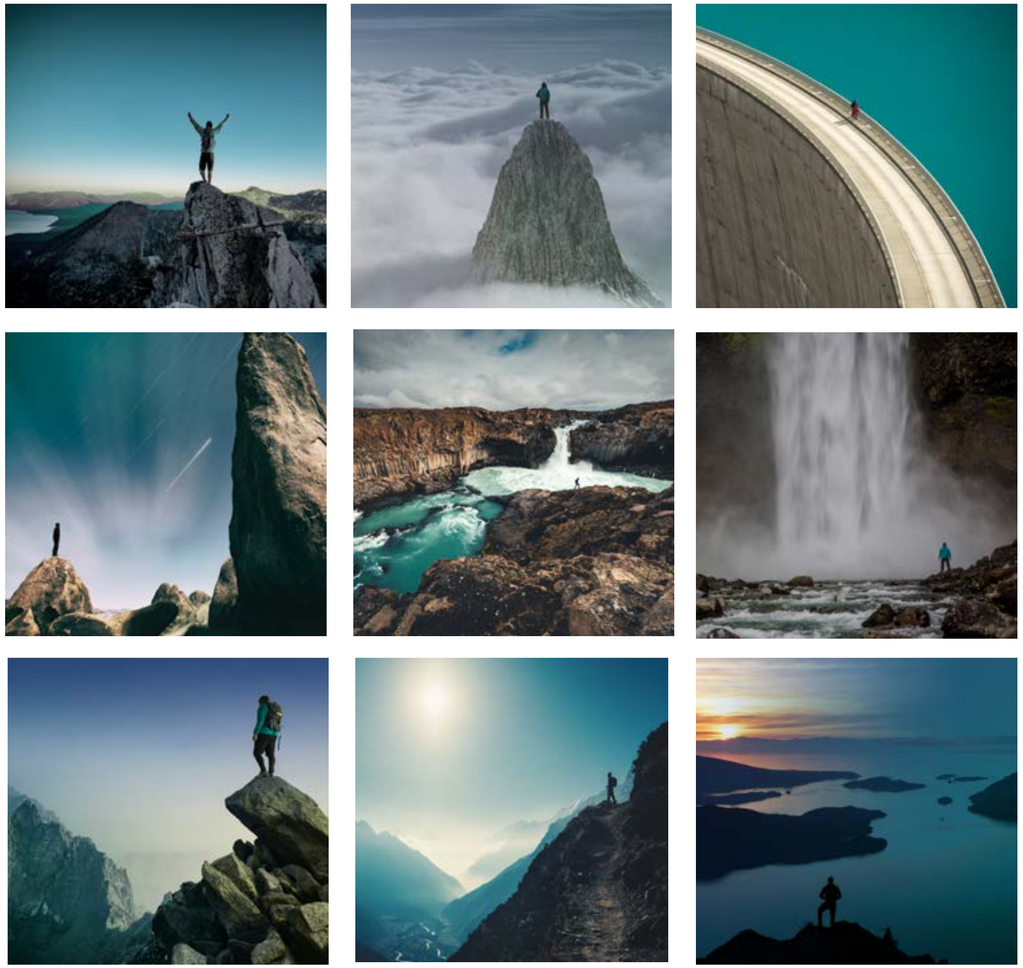


Image Style

Nature

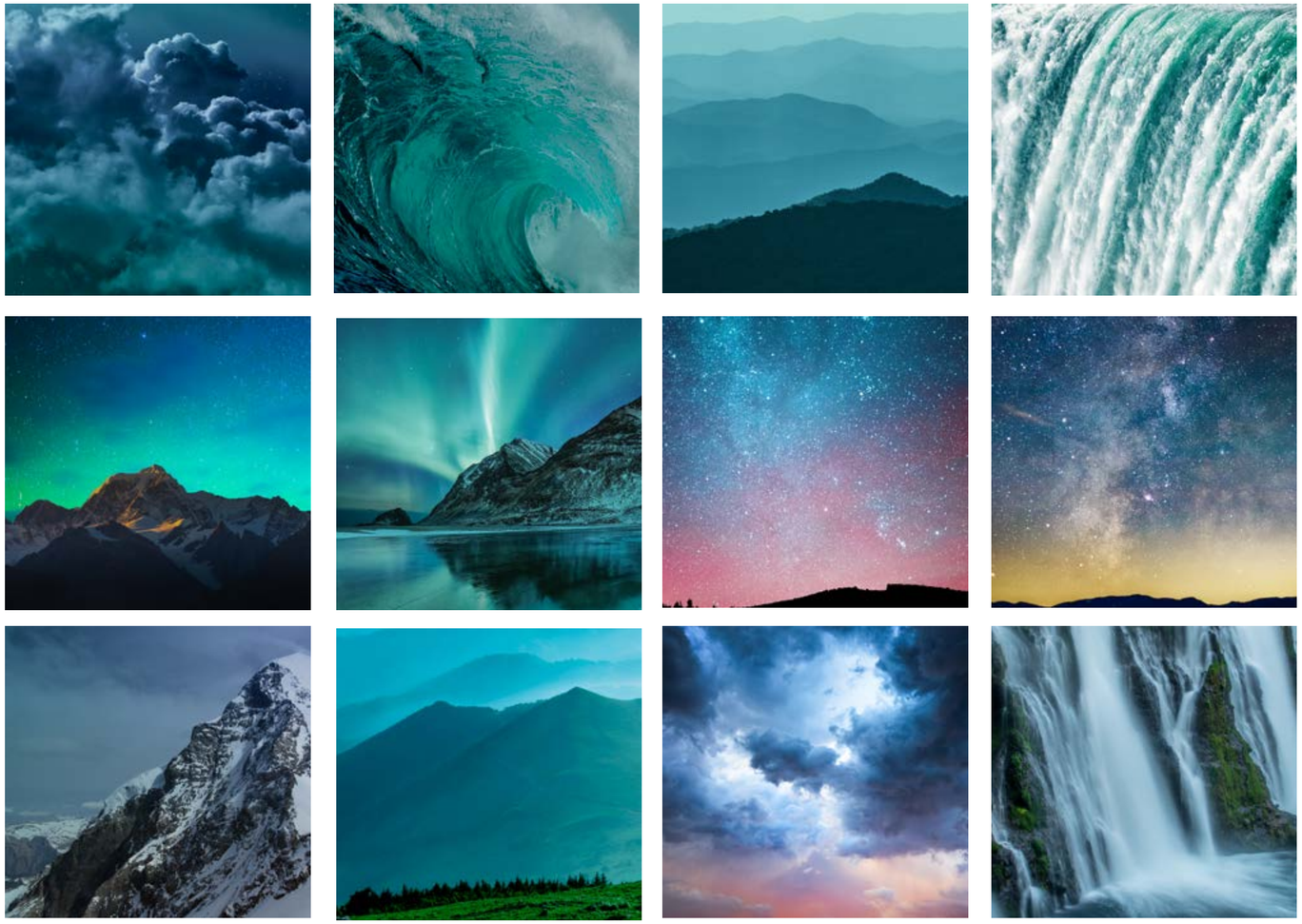


Image Style

Business

Stationery and Business Cards

INFINIDAT

Infinidat, Inc.
500 Totten Pond Road
Waltham, MA 02451

1.855.900.4634
info@infinidat.com

infinidat.com

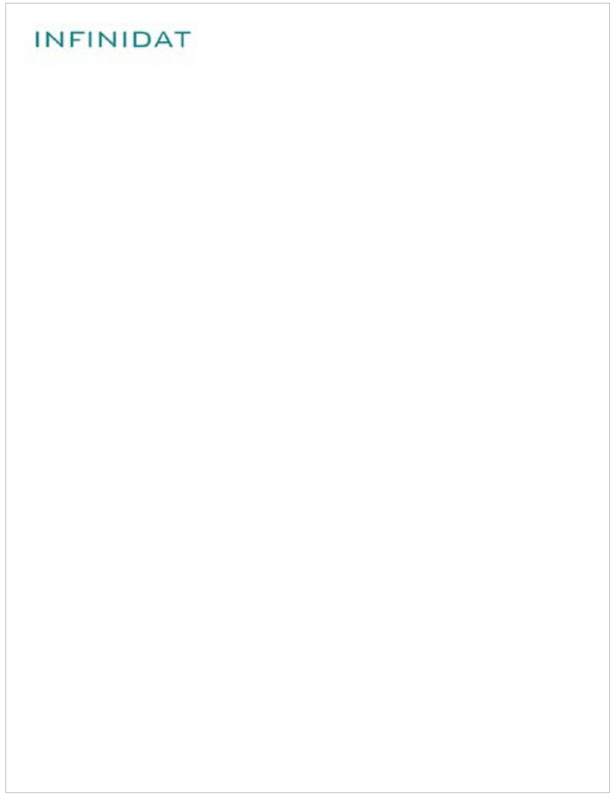
INFINIDAT

Doc D'Errico
VP, Office of the CTO
Chief Marketing Officer

500 Totten Pond Road, Waltham, MA 02451
office +1.781.907.7593 **mobile** +1.508.954.8811
docd@infinidat.com **www.infinidat.com**

Electronic Stationery, Email Signature and Email Banners

Electronic Stationery



Download the E-Stationery

Email Signature

Download the Instructions

Christie Flanagan
Sr. Director, Marketing, **Infinidat**
T +1 631.921.0133 **E** cflanagan@infinidat.com

Email Banners

Download the Email Banner

Download the Email Banner

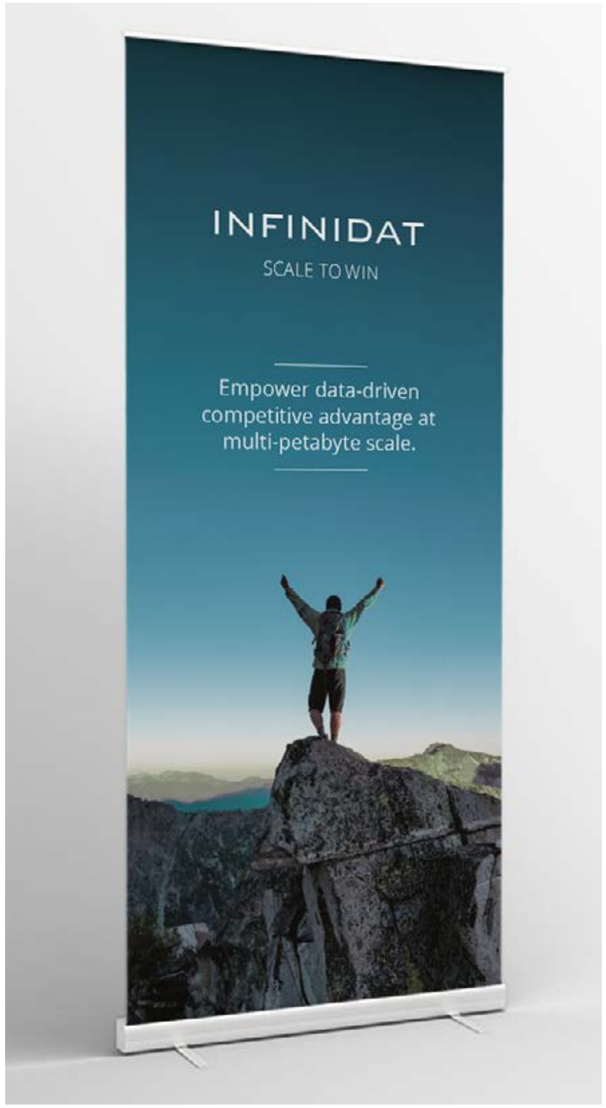
Tradeshow Booths

20x40 Exhibition Booth

Tradeshow Booths

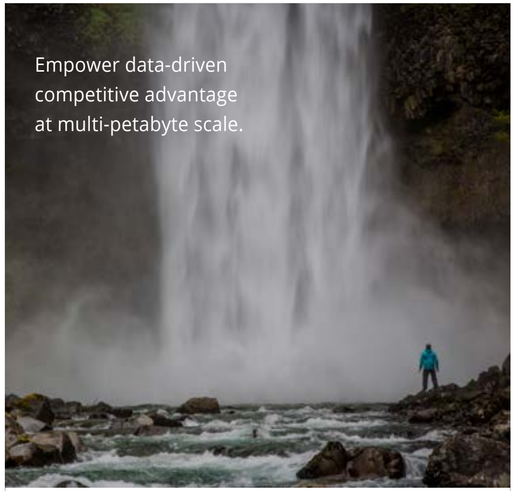
Conference Provided Booth

Trade Show Banners



Download
Roll-Ups

Print Advertising



Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros, duis ut quis. Quisque mauris orci lorem. Ipsum laoreet consectetuer varius inceptos mi, et sed laoreet.

Tincidunt tempus. Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros.

INFINIDAT

SCALE TO WIN | VISIT INFINIDAT.COM

Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros, duis ut quis. Quisque mauris orci lorem. Ipsum laoreet consectetuer varius inceptos mi, et sed laoreet.

Tincidunt tempus. Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros.

INFINIDAT

SCALE TO WIN | VISIT INFINIDAT.COM

Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros, duis ut quis. Quisque mauris orci lorem. Ipsum laoreet consectetuer varius inceptos mi, et sed laoreet.

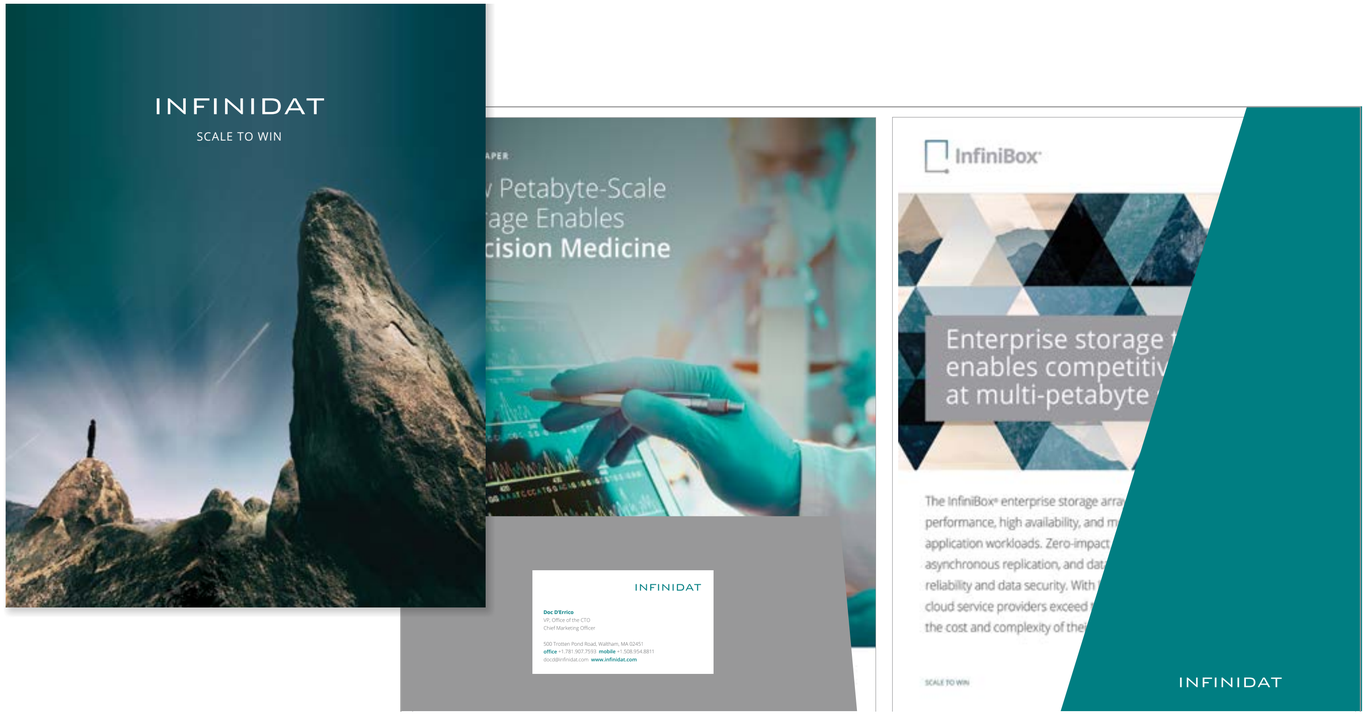
Tincidunt tempus. Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros.

INFINIDAT

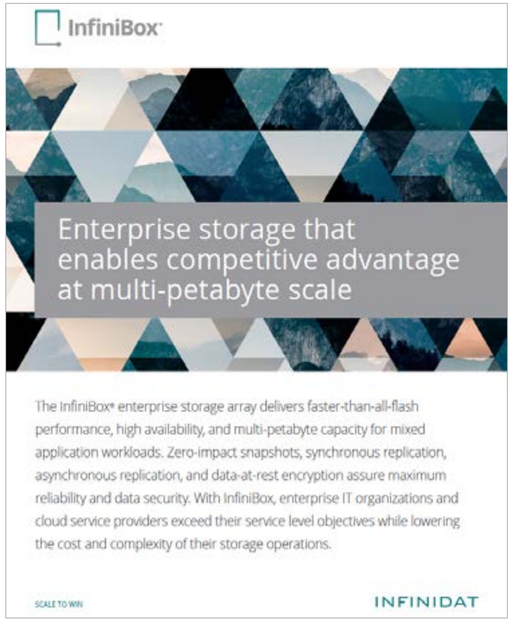
SCALE TO WIN | VISIT INFINIDAT.COM

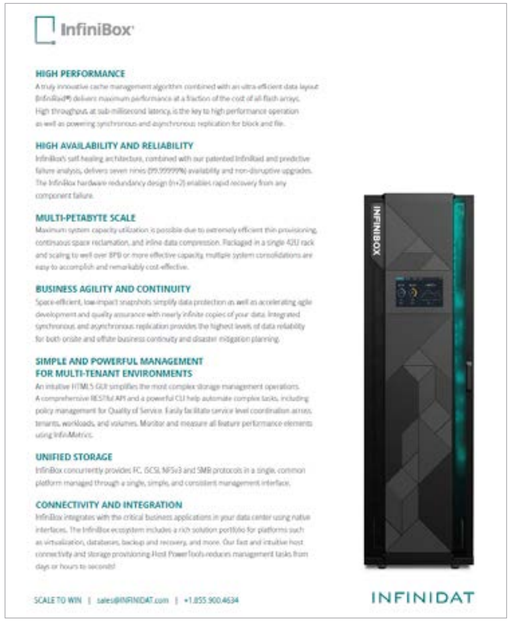
Marketing Collateral

Folder

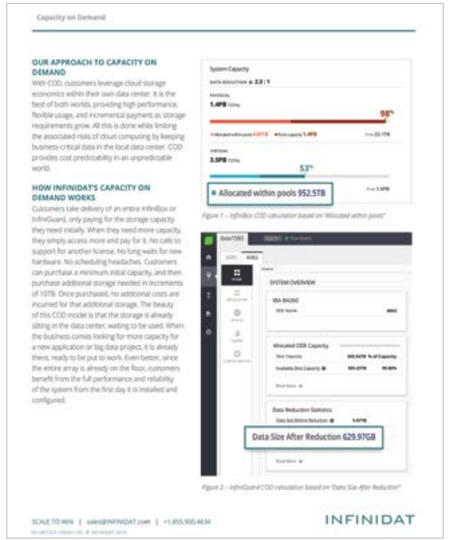


Product Data Sheets

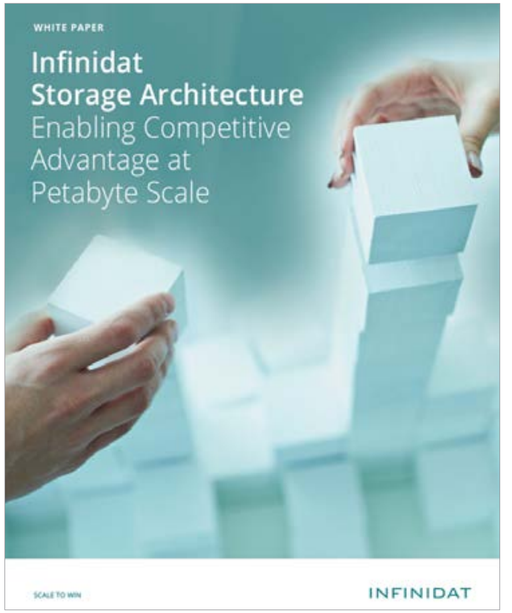


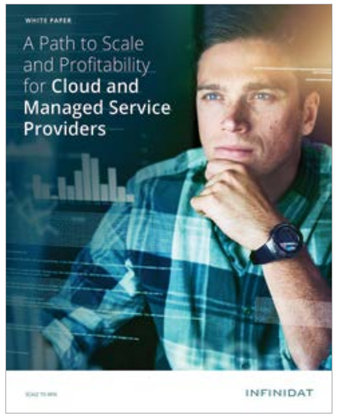


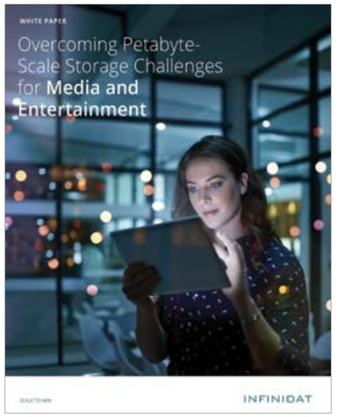
Product Data Sheets

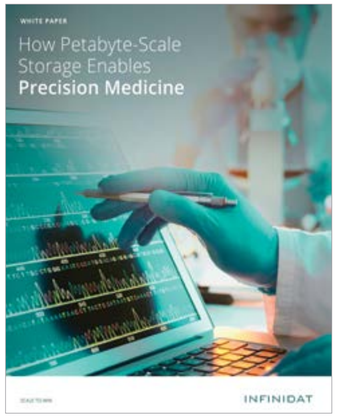


White Papers

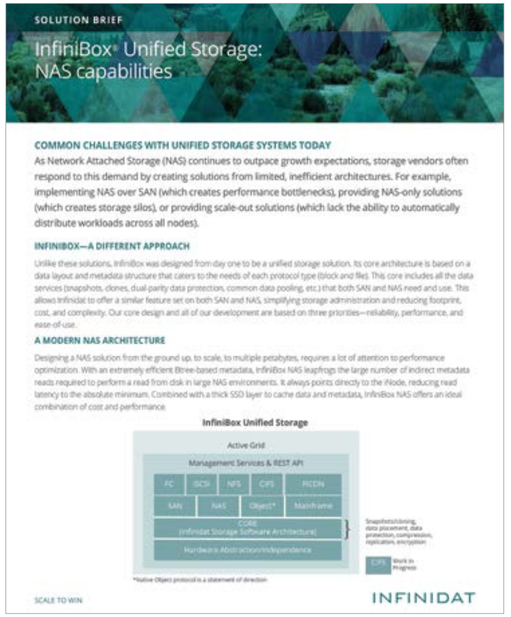








Solution Briefs


SOLUTION BRIEF

InfiniBox® Unified Storage: NAS capabilities

COMMON CHALLENGES WITH UNIFIED STORAGE SYSTEMS TODAY

As Network Attached Storage (NAS) continues to outpace growth expectations, storage vendors often respond to this demand by creating solutions from limited, inefficient architectures. For example, implementing NAS over SAN (which creates performance bottlenecks), providing NAS-only solutions (which creates storage silos), or providing scale-out solutions (which lack the ability to automatically distribute workloads across all nodes).

INFINIBOX—A DIFFERENT APPROACH

Unlike these solutions, InfiniBox was designed from day one to be a unified storage solution. Its core architecture is based on a data layout and metadata structure that caters to the needs of each protocol type (block and file). This core includes all the data services (snapshots, clones, dual-parity data protection, common data pooling, etc.) that both SAN and NAS need and use. This allows Infinidat to offer a similar feature set on both SAN and NAS, simplifying storage administration and reducing footprint, cost, and complexity. Our core design and all of our development are based on three priorities—reliability, performance, and ease-of-use.

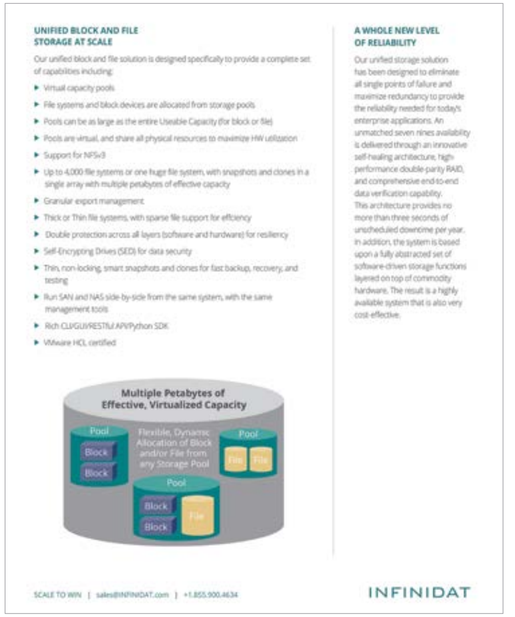
A MODERN NAS ARCHITECTURE

Designing a NAS solution from the ground up, to scale, to multiple petabytes, requires a lot of attention to performance optimization. With an extremely efficient Btree-based metadata, InfiniBox NAS leapfrogs the large number of indirect metadata reads required to perform a read from disk in large NAS environments. It always points directly to the iNode, reducing read latency to the absolute minimum. Combined with a thick SSD layer to cache data and metadata, InfiniBox NAS offers an ideal combination of cost and performance.

InfiniBox Unified Storage

SCALE TO WIN

INFINIDAT


UNIFIED BLOCK AND FILE STORAGE AT SCALE

Our unified block and file solution is designed specifically to provide a complete set of capabilities including:

- Virtual capacity pools
- File systems and block devices are allocated from storage pools
- Pools can be as large as the entire Useable Capacity (for block or file)
- Pools are virtual, and share all physical resources to maximize HW utilization
- Support for NFSv3
- Up to 4,000 file systems or one huge file system, with snapshots and clones in a single array with multiple petabytes of effective capacity
- Granular export management
- Thick or Thin file systems, with sparse file support for efficiency
- Double protection across all layers (software and hardware) for resiliency
- Self-Encrypting Drives (SED) for data security
- Thin, non-locking, smart snapshots and clones for fast backup, recovery, and testing
- Run SAN and NAS side-by-side from the same system, with the same management tools
- Rich CLI/GUI/RESTful API/Python SDK
- VMware HCL certified

A WHOLE NEW LEVEL OF RELIABILITY

Our unified storage solution has been designed to eliminate all single points of failure and maximize redundancy to provide the reliability needed for today's enterprise applications. An unmatched seven nines availability is delivered through an innovative self-healing architecture, high-performance double-parity RAID, and comprehensive end-to-end data verification capability. This architecture provides no more than three seconds of unscheduled downtime per year. In addition, the system is based upon a fully abstracted set of software-driven storage functions layered on top of commodity hardware. The result is a highly available system that is also very cost-effective.

SCALE TO WIN | sales@INFINIDAT.com | +1.855.900.4634

INFINIDAT

SOLUTION BRIEF

Infinidat and Veeam availability protect your always-on business

A very short time ago, industry pundits were telling us "Terabytes are the new gigabytes." With the geometric rate of increase in data creation each year, it's now, "Petabytes are the new terabytes," and will soon be, "Exabytes are the new petabytes." Every C-level executive understands that this is just the tip of the iceberg. What lies beneath the surface is a massive, mind-boggling amount of data that must always be available to power your business.

VEEAM

Additional key capabilities of the Veeam Availability Suite include:

VEEAM AVAILABILITY SUITE

INFINIDAT

SOLUTION BRIEF

Infinidat Neutrix Cloud
Transforming businesses with an integrated and hybrid approach to cloud workloads

Bringing together best-of-breed technologies and capabilities to create a seamless and flexible hybrid cloud future for customers, VMware and Infinidat deliver services that easily grow and evolve as an enterprise's needs change. Whether expanding services on-premises or in the public cloud, the combination of VMware Cloud on AWS and Infinidat storage eliminates the need to make changes to operating models or architectures. The result is a flexible approach to evolving enterprise cloud strategies that keeps pace with the digital transformation driving business environments.

PUBLIC CLOUD DATA CHALLENGES

INFINIDAT NEUTRIX CLOUD™ + VMWARE CLOUD ON AWS SOLVING PUBLIC CLOUD DATA CHALLENGES FOR TIER 1 APPLICATIONS

INFINIDAT

SOLUTION BRIEF

Infinidat Converged Infrastructure with Cisco UCS

Infinidat's mission is to store humanity's knowledge, making new forms of computing possible for our customers to innovate and accelerate growth.

Our customers' business models are changing and Infinidat is leading the way by providing solutions for tomorrow's challenges today. No longer can the industry promote yesterday's technology with outdated IT delivery and consumption models.

Core Technologies

STREAMLINE OPERATIONS TO ACCELERATE GROWTH

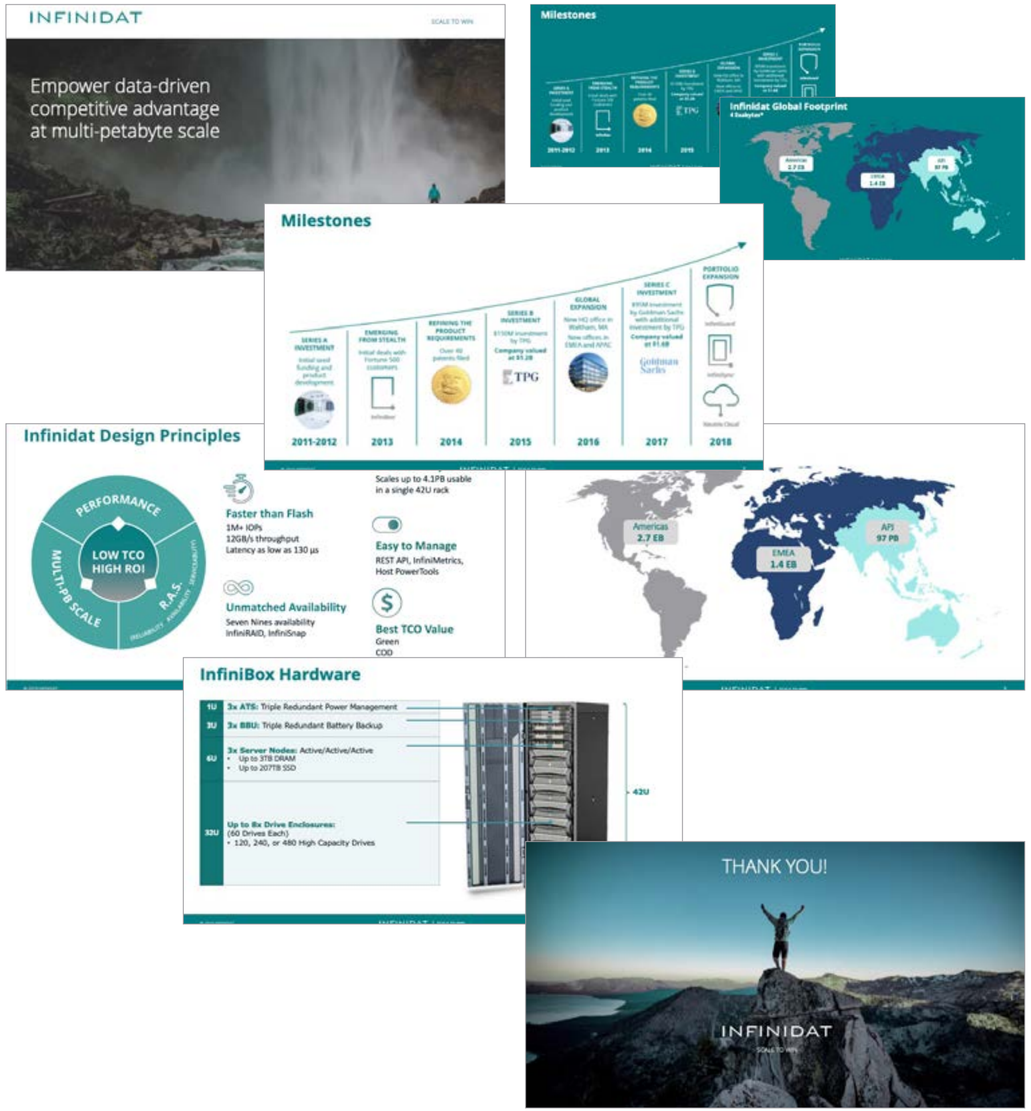
INFINIDAT CONVERGED INFRASTRUCTURE WITH CISCO UCS

INFINIDAT'S ARCHITECTURE

Business Outcomes with Infinidat

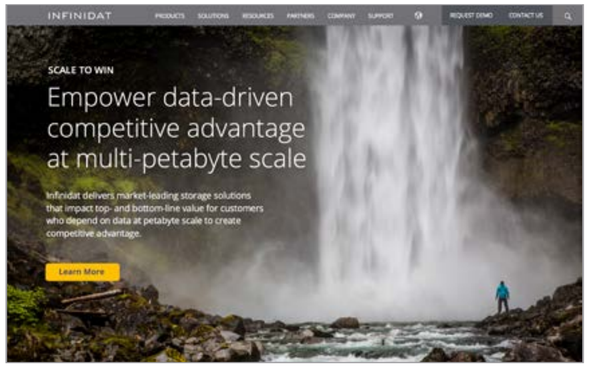
INFINIDAT

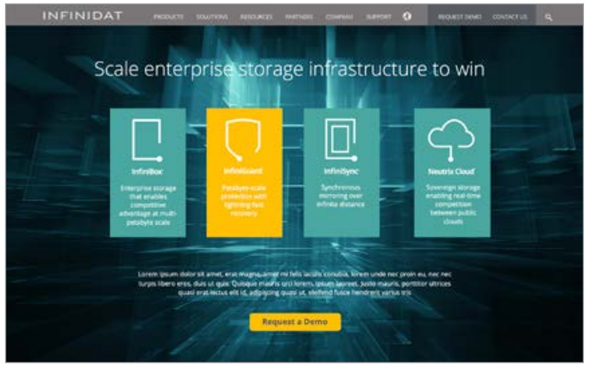
Sales PPT Presentation



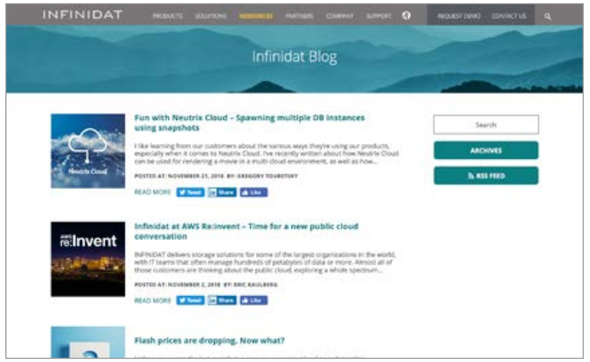
Download
PPT Tamplate
Slides

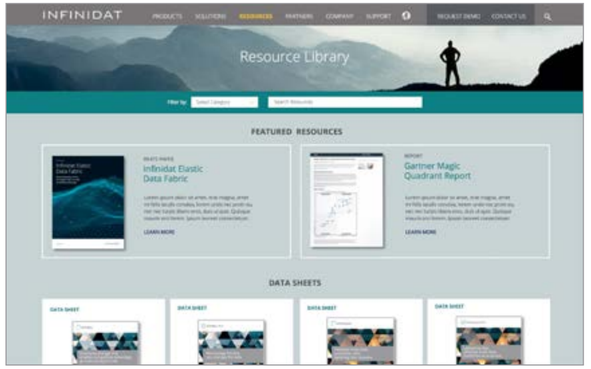
Website

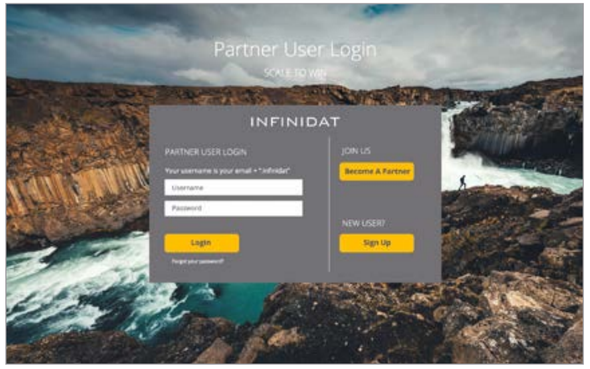

INFINIDAT
SCALE TO WIN
Empower data-driven competitive advantage at multi-petabyte scale
Infinidat delivers market-leading storage solutions that impact top- and bottom-line value for customers who depend on data at petabyte scale to create competitive advantage.
Learn More


INFINIDAT
Scale enterprise storage infrastructure to win
InfiniBox
InfiniGuard
InfiniSync
Neutrix Cloud
Request a Demo

INFINIDAT
INFINIBOX
Enterprise storage that enables competitive advantage at multi-petabyte scale
InfiniBox
Learn More


INFINIDAT
Infinidat Blog
Fun with Neutrix Cloud – Spawning multiple DB instances using snapshots
Infinidat at AWS Re:Invent – Time for a new public cloud conversation
Flash prices are dropping. Now what?
Search
ARCHIVES
RSS FEED


INFINIDAT
Resource Library
FEATURED RESOURCES
Infinidat Elastic Data Fabric
Gartner Magic Quadrant Report
DATA SHEETS


Partner User Login
SCALE TO WIN
INFINIDAT
PARTNER USER LOGIN
JOIN US
Become A Partner
Login
NEW USER?
Sign Up

Social Media

LinkedIn

Download LinkedIn Cover

Twitter

Download Twitter Cover

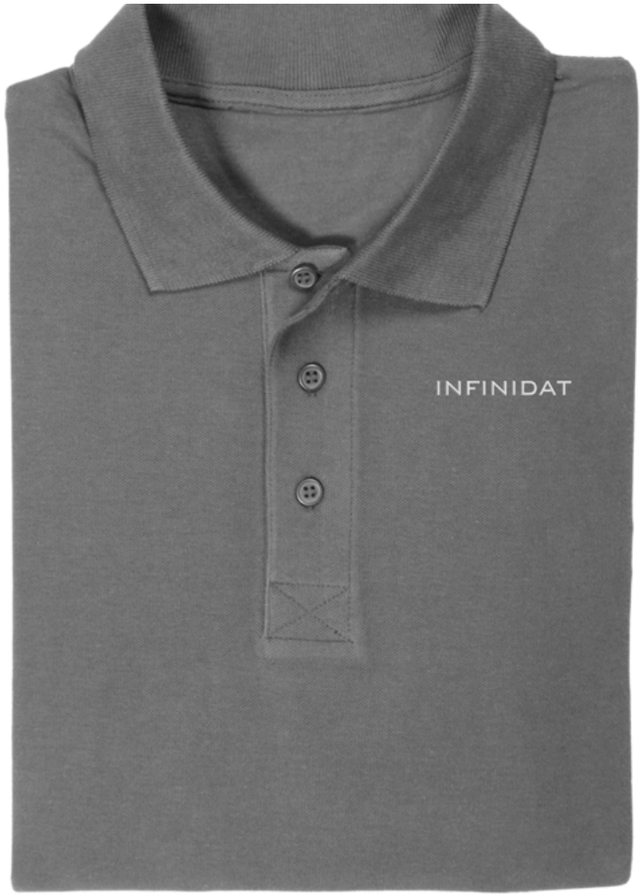
Facebook

Download Facebook Cover

Profile Image

Download Profile Image

Giveaways and Wearables



Product Branding

Download
Product Photos

INFINIDAT

Thank You