

NON
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PRO
PRO

**BRAND
GUIDELINES**

CONTENTS

zadara

ZADARA PRODUCT BRAND STYLE GUIDE

Look, Tone, Feel	4
Logo	7
Color Palette	10
Typography	11
Imagery	15
Iconography	16
Execution	17
Partnerships	23

ZADARA EMPLOYEE OUTREACH BRAND STYLE GUIDE

Product and Employee Outreach Brands	26
Look, Tone, Feel	28
Color Palette	31
Typography	35
Image Direction	39
Graphic Elements	40
Iconography	41
Social Cards	42
Map	43

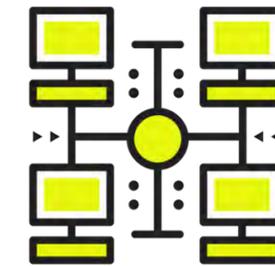
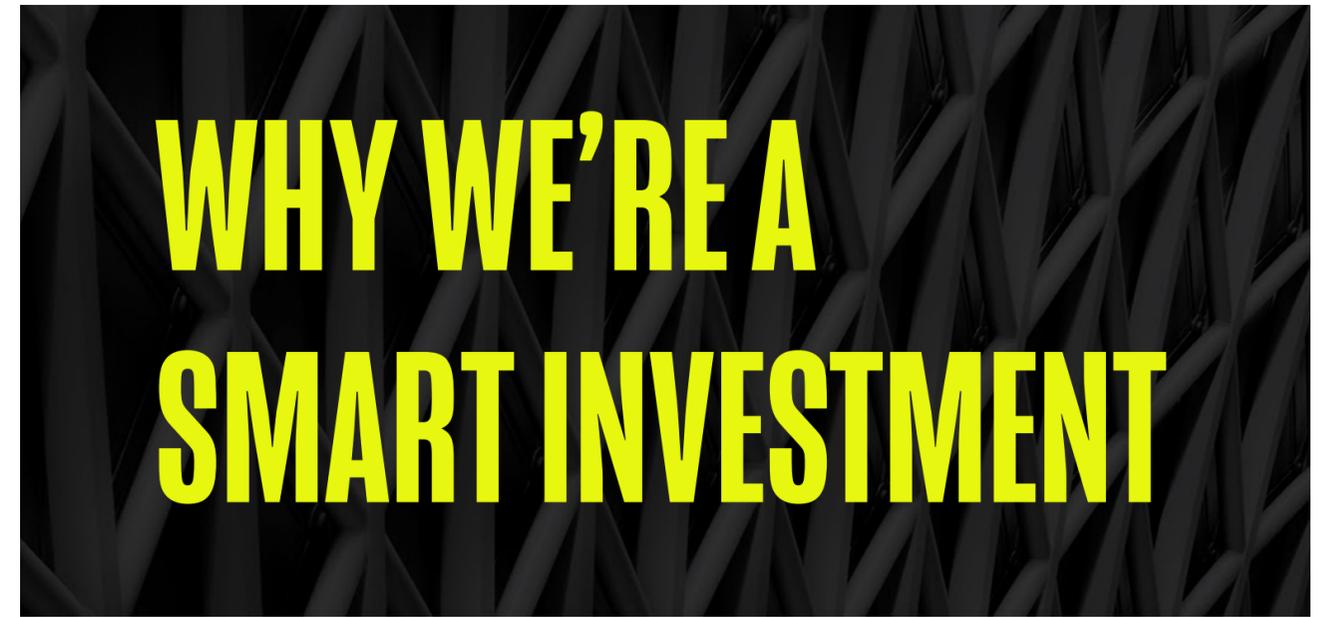
FEDERATED EDGE BRAND STYLE GUIDE

Zadara and Federated Edge	45
Logo	46
Color Palette	49
Typography	50
Iconography	52
Graphic Elements	53

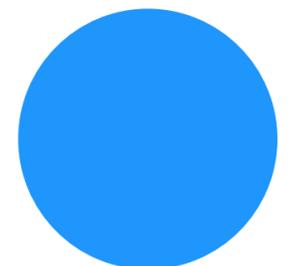
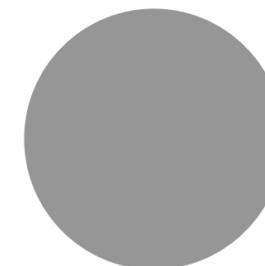
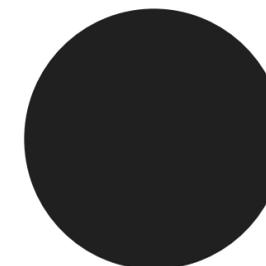
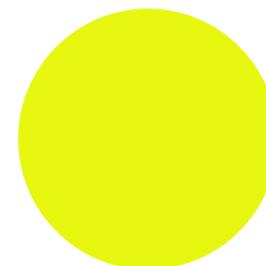
ZADARA PRODUCT BRAND STYLE GUIDE

zadara

Zadara's look is modern, slick and incisive. Colors are neon and pop off the screen differentiating us from our more conservative competitors. There is a full blown swagger to the brand and it screams confidence.

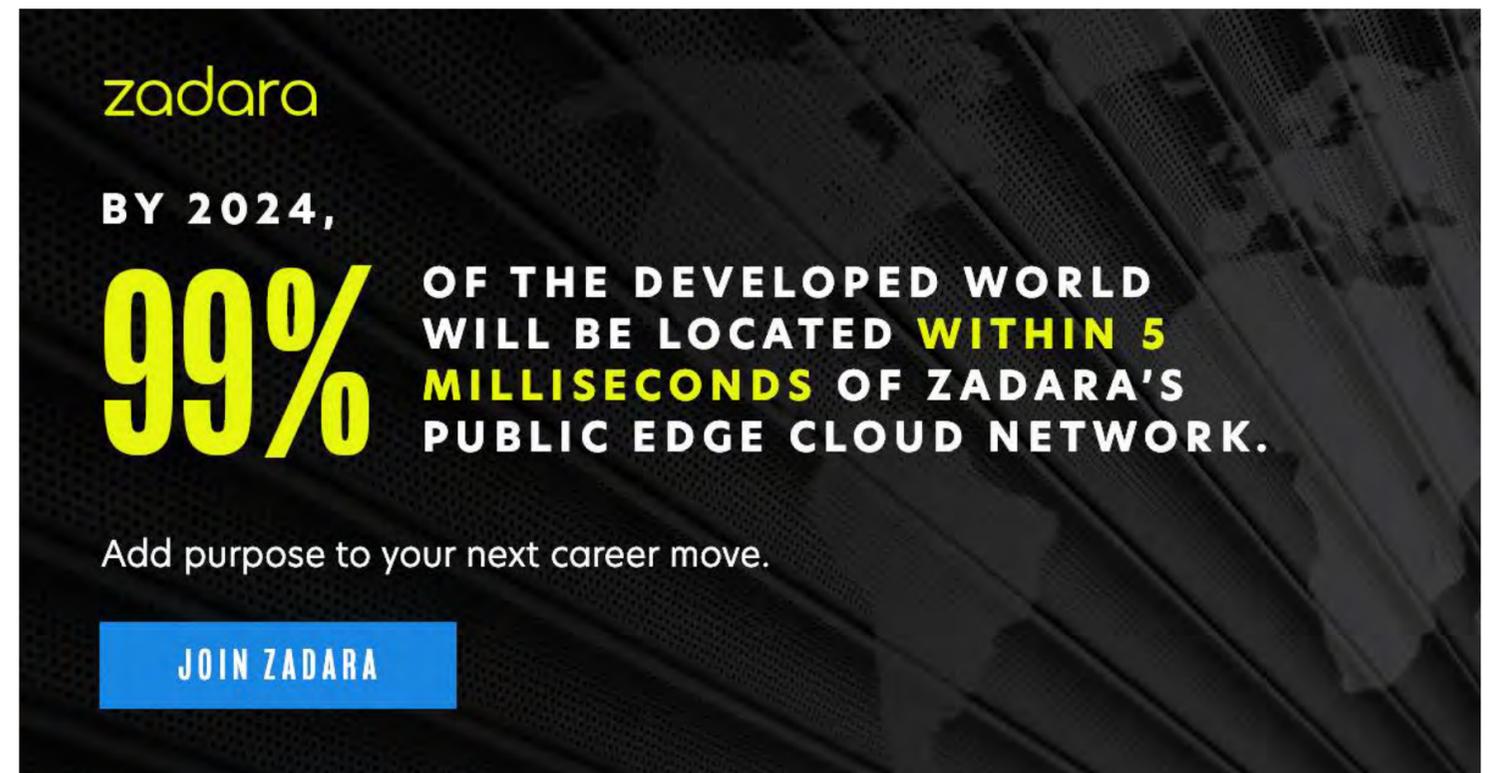


zadara



Zadara's tone is bold. It's unapologetic. An all caps tone is essentially a step shy of a coach ramping a team up for a big game. There's a sense of humor but mostly, the tone is all about having a sense of adventure and pride in what data storage can do when everything clicks.

The messaging shows a bit of flair for the potential of data storage. Everything gets a bit of well-deserved hype. An exclamation point can be used. No one sounds like Zadara – and that's perfect.



Zadara feels confident. Confident in knowing that we understand our clients. Confident in the future of the data storage space. Confident that we are building something cutting edge.

An overall sense of inspiration and enthusiasm at every turn.

“



“We saw significant savings moving to Zadara’s consumption approach that complements our business model.”

Christopher Smith

Director of Information Technology,
Technology Organization

zadara

ENTERPRISE-GRADE CLOUD SERVICES

Accelerate cloud adoption in your organization and start turning your ideas into business solutions with Zadara Cloud Services (ZCS).



Horizontal Logo



Vertical Logo

zadara

Primary
Color Palette

zadara

zadara

Black & White

zadara

zadara

Secondary
Color Palette

zadara

zadara

zadara

Do not use the yellow logo on a white background.

The word "zadara" is written in a lowercase, sans-serif font in a bright yellow color against a plain white background.

Do not make the logo any color other than the Zadara palette.

The word "zadara" is written in a lowercase, sans-serif font in a bright pink color against a plain white background.

Do not add a drop shadow to the logo.

The word "zadara" is written in a lowercase, sans-serif font in black, with a soft, grey drop shadow underneath the letters.

Do not rotate the logo to any angle other than 90 degrees.

The word "zadara" is written in a lowercase, sans-serif font in black, rotated diagonally upwards from left to right.

Do not distort the logo.

The word "zadara" is written in a lowercase, sans-serif font in black, centered and not distorted.

Do not outline the logo.

The word "zadara" is written in a lowercase, sans-serif font as a thin black outline against a white background.The word "zadara" is written in a lowercase, sans-serif font in black, centered and not distorted, representing the correct logo usage.



Zadara Yellow

HEX
#E7F70F

RGB
227 / 249 / 0

CMYK
15 / 0 / 99 / 0

PMS
809 C



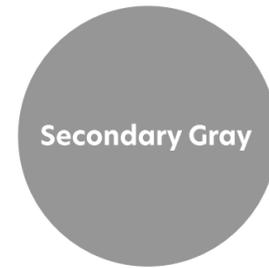
Zadara Black

HEX
#202021

RGB
32 / 32 / 22

CMYK
72 / 67 / 64 / 73

PMS
419 C



Secondary Gray

HEX
#969696

RGB
150 / 150 / 150

CMYK
44 / 36 / 36 / 1

PMS
Cool Gray 7 C



Secondary Blue

HEX
#1E96FC

RGB
30 / 150 / 252

CMYK
70 / 36 / 0 / 0

PMS
299 C

Font
Mongoose

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font
Hero New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

zadara

Headline:
 Mongoose, Medium
 All Caps
 25 / 27 pt, 5 track

Subhead:
 Hero New, SemiBold
 All Caps
 10.5 / 17 pt, 100 track

Caption Copy:
 Hero New, Light
 8 / 14 pt

Hero Headline:
 Mongoose, Medium
 All Caps
 40 / 38 pt, 5 track

Pull Quote:
 Hero New, Light Italic
 11.5 / 18 pt, 20 track

Body Copy:
 Hero New, Light
 9 / 16 pt

Hyperlink Copy:
 Hero New, Light
 8 / 14 pt
 #1E96FC

Font
Fjalla One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font
Didact Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

zadara

Headline:
Fjalla One
All Caps
30 / 50 pt

SECURE ENCRYPTION. YOU CONTROL THE KEYS.

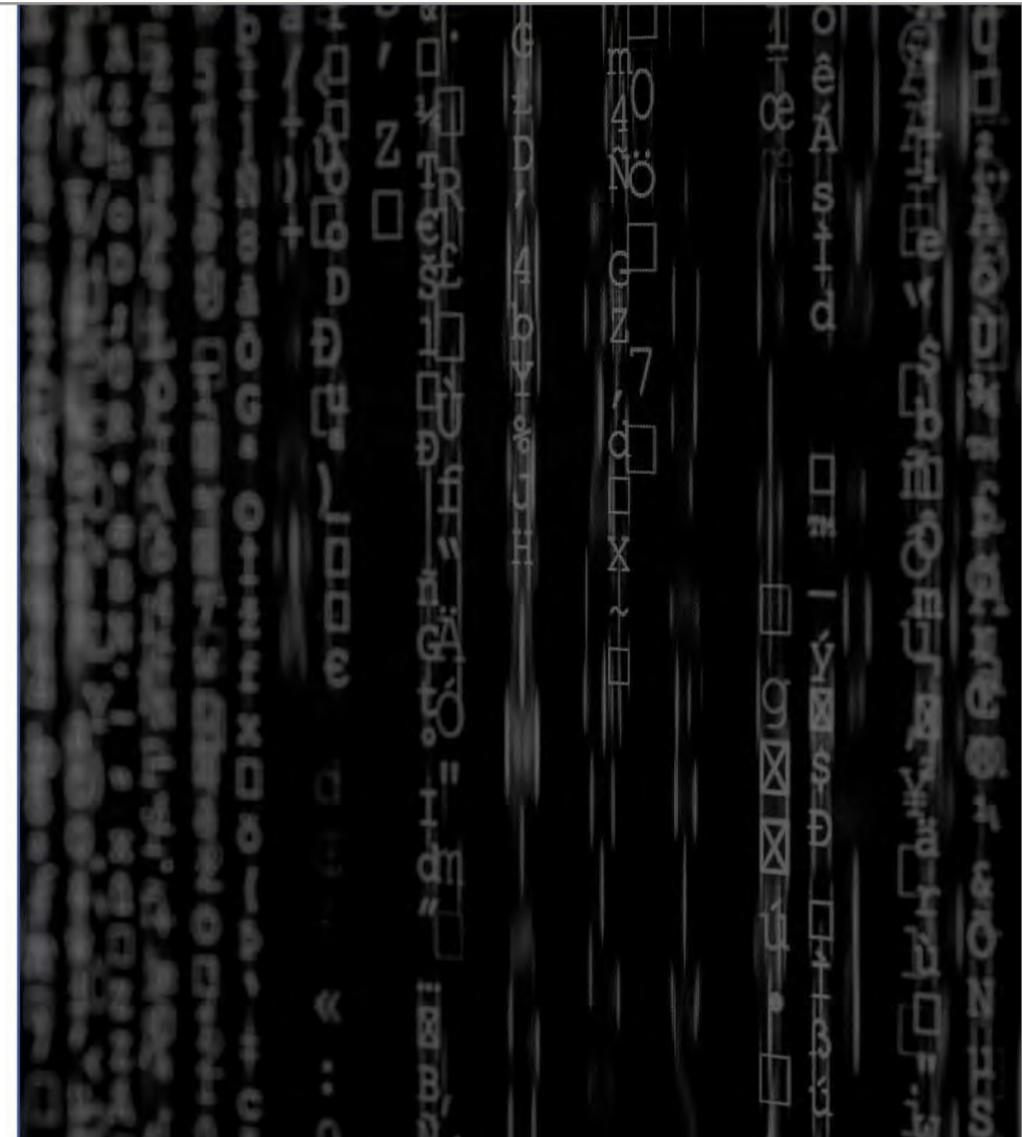
Body Copy:
Didact Gothic
14 pt / 1.15 line spacing

Zadara is built with security in mind. Your data is stored on dedicated hardware, and protected with in-flight and at-rest encryption. Also, because you manage your keys, only you control access to your data.

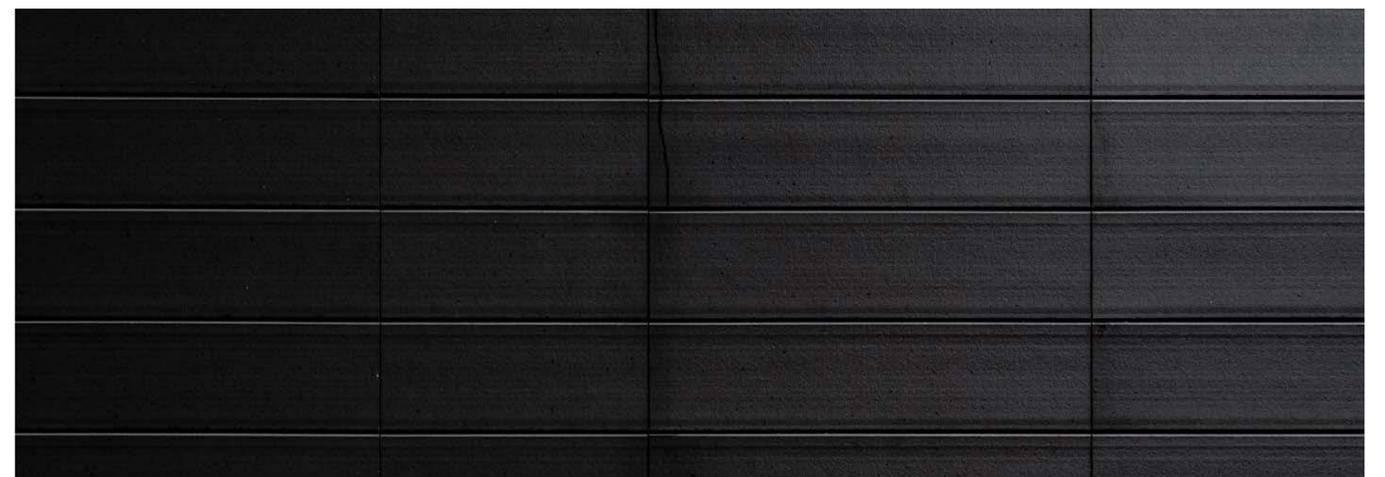
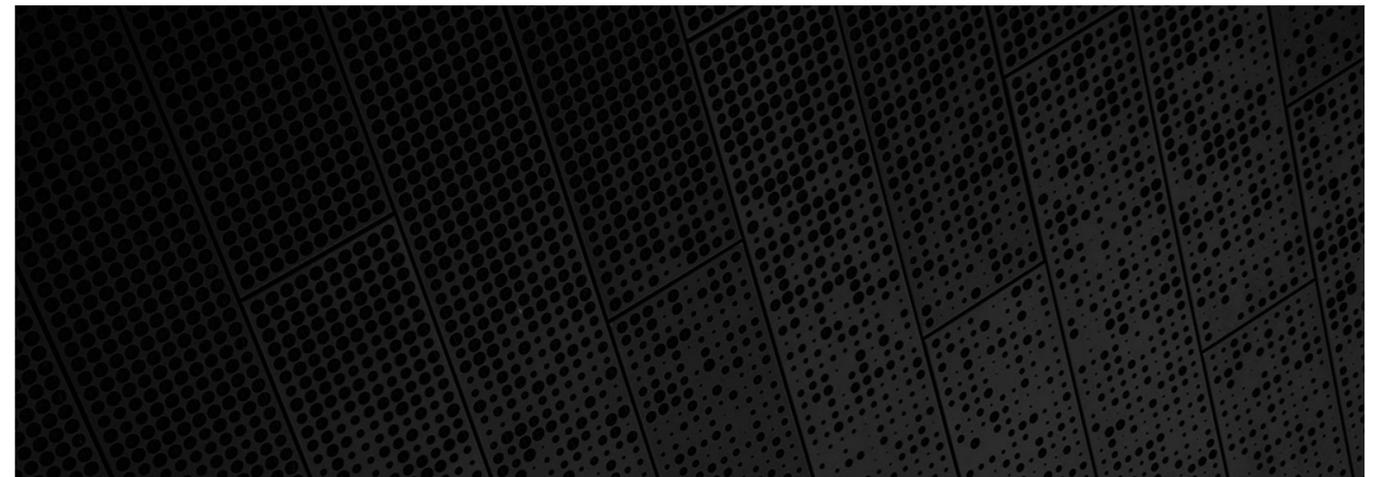
Caption Copy:
Didact Gothic, Italic
11 pt / 1.15 line spacing

Visit our [blog](#) to learn more about data encryption.

Hyperlink Copy:
Didact Gothic, Italic
11 pt / 1.15 line spacing
#1E96FC



The principle imagery used in Zadara collateral is the abstracted industrial pattern with a black overlay. The images are adapted and cropped stock photography of architectural elements and industrial objects. The images should convey a sense of bold, abstracted technology. The primary usage is as a background visual element in the hero area of a document or webpage where a yellow headline can be placed over it for maximum contrast.



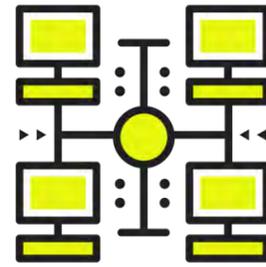
zadara



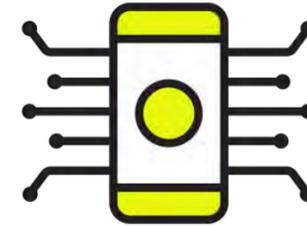
Timing



Cloud



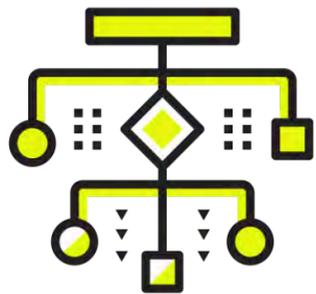
Network



Mobile Network



Backup



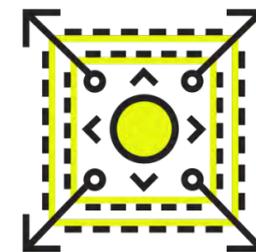
File System



Money



Cloud Backup



Scalability



Global Location

zadara +  zenlayer

WELCOME, ZENLAYER!

Zadara is excited to welcome Zenlayer to our service provider network.

www.zenlayer.com

zadara + veeam

WEBINAR

100%-OPEX RANSOMWARE PROTECTION

Veeam Availability Suite v10 and Zadara's Enterprise Storage-as-a-Service

SAVE A SEAT

zadara +  IDC

NEW RESEARCH:

5 FACTORS DRIVING ENTERPRISE STORAGE-AS-A-SERVICE ADOPTION IN 2020

DOWNLOAD NOW



SERVICE PROVIDER IPDS DELIVERS RELIABLE BACKUP SERVICES WITH ZADARA'S DEDICATED CLOUD STORAGE

For Predictable Performance and Data Availability, Backed by 100%-uptime SLA, Service Provider IPDS Trusts Zadara.

Backup and disaster recovery (DR) are required critical services for both business continuity and compliance. While individual businesses may have very different backup requirements, reliability and simplicity remain top priorities. If a storage provider integrated into your solution is regularly experiencing outages, service providers know this could put their customers or business at risk.

Founded in 2007 by industry experts, Maryland-based IP DataSystems, Inc. (IPDS) provides modern IT solutions for businesses in a wide range of fields, from medical research to TV broadcasting and space telemetry. By focusing on delivering exceptional managed services, IPDS has achieved strong reference-based growth. Yet as the company has grown to serve a broader range of customers, IPDS has faced challenges in finding a storage partner that could deliver the simplicity, data availability, and performance required.

"We have the experience to architect a solution to meet literally any customer's backup need," says Chris Moss, Cloud Solutions Manager at IPDS, Inc. "But our previous storage provider became a single point of failure for us, with weekly outages that put our customer contracts at risk. We needed a solution that was dedicated, that was ours, even if we didn't actually need to buy it."

After researching a crowded field of providers, including major public cloud platforms, IPDS selected Zadara's fully-managed cloud storage solution. Zadara's dedicated fully-managed storage solutions, helped solve the service providers' challenges, leaving time for innovation that benefits their customers.

HIGHLIGHTS

- Dedicated storage includes disks, internet connection, and load balancer
- Data isolation to meet specialized compliance requirements
- Enterprise-grade availability and performance
- Expert management, monitoring, and support 24/7/365
- Backed by 100%-uptime SLA, pay only for what you use. Available on premises or in the cloud.

WWW.ZADARA.COM | SUPPORT@ZADARASTORAGE.COM

Case Study / Customer Story

CLOUD MIGRATION EXPERTS: AUGMENT YOUR CURRENT HYPERSCALE MIGRATION STRATEGY

Helping New Customers reach the Cloud & Keeping Current Hyperscale Customers from Growing Restless.

Zadara Cloud Services (ZCS) is a powerful compute, networking, and storage platform to meet the cloud migration objectives of your customers. When ZCS is coupled with your value-added services it delivers the ideal business solution and offers you built-in high margins, simple "pay-as-you-go" pricing and no hidden fees.

WHERE IS ZADARA CLOUD SERVICES A FIT FOR CLOUD MIGRATIONS?

- Large scale NAS deployments
- Workloads demanding high availability
- Legacy applications that will not be re-written

WHY PARTNER WITH ZADARA?

- Retain control of the Engagement
- Extend your revenue with "Hyperscale at the Edge"
- Higher margins than with public hyperclouds
- Zadara is a 100% channel-driven business model—We're with you every step of the way! As you evolve, we evolve with you.

THE ZADARA ADVANTAGE

Your expert in fully-managed cloud services, charging only for what customers consume. Designed to handle any workload—on-premises, hybrid, multi-cloud and at the edge. Get fully-managed, pay-for-use cloud services to lower your costs and future-proof your infrastructure.

ENTERPRISE-GRADE PERFORMANCE AND SECURITY

FULLY FEATURED

Dedicated vCPUs & memory, SSDs and HDDs, in-flight and at-rest encryption, snapshots, mirroring, HA

AGILE, INFINITE RESOURCES. PAY ONLY FOR USAGE.

FULLY ELASTIC

On premises, co-location and in the cloud, scale up or down, pay as you go, hardware upgrades included

EXPERT MANAGEMENT 24/7/365

FULLY MANAGED

24/7/365 proactive support, seamless migrations, upgrades, from senior technical resources

WWW.ZADARA.COM | INFO@ZADARA.COM

One Pager

VMWARE

VMware cannot deliver a simple, 100% OpEx, cloud based infrastructure solution

TARGET AUDIENCE

- VMware customers who are frustrated with VMware costs
- VMware customers that want to procure virtual infrastructure on a 100% consumption basis—at any location, including on premise
- VMware customers who are looking to move compute resources closer to their source data

OVERVIEW

- Market leader of VM based infrastructures founded in 1998
- FY20 revenue: \$10.8 Billion
- Large installed base worldwide across many industries/verticals and company sizes (large to mid-sized enterprises)

OFFERING

VMware made their name in the early 2000s with virtual machine infrastructures and have successfully built an entire product portfolio and extensive product ecosystem around it. Some of the VMware products that Zadara will likely compete with include:

- VMware vSphere - compute virtualization (IaaS)
- VMware vSAN - Flash optimized, file and block vSphere native storage for public and private cloud
- VMware NSX Data Center - Network & security virtualization
- VMware vRealize suite - Cloud management
- VMware Cloud Foundation (VCF) - Cloud infrastructure & management for public and private clouds (vSphere is bundled in VCF)

STRENGTHS

- The market leader for virtualized environments with very strong brand awareness and dominant market share
- Large installed base across many industries/verticals and company sizes (large to mid-sized enterprises) with large footprints in corporate infrastructures
- Direct and indirect sales motions with large amount of channel partners worldwide
- Broad & mature product offerings from the VMs themselves to orchestration and management layers (including storage offering with vSAN)

WEAKNESSES

- Disgruntled customer base tired of the "vendor lock in" and high prices
- Running VMware in the cloud still requires consumption of AWS bare metal resources plus VMware's high priced, complicated license and support
- Does not offer all pieces for an enterprise infrastructure—computing is their strength, but very small networking and storage offerings (vSAN only storage offering native to VMware)
- vSAN is tightly integrated but lacking in major pieces compared to zStorage (no object storage, mirroring is weak, no thin provisioning)

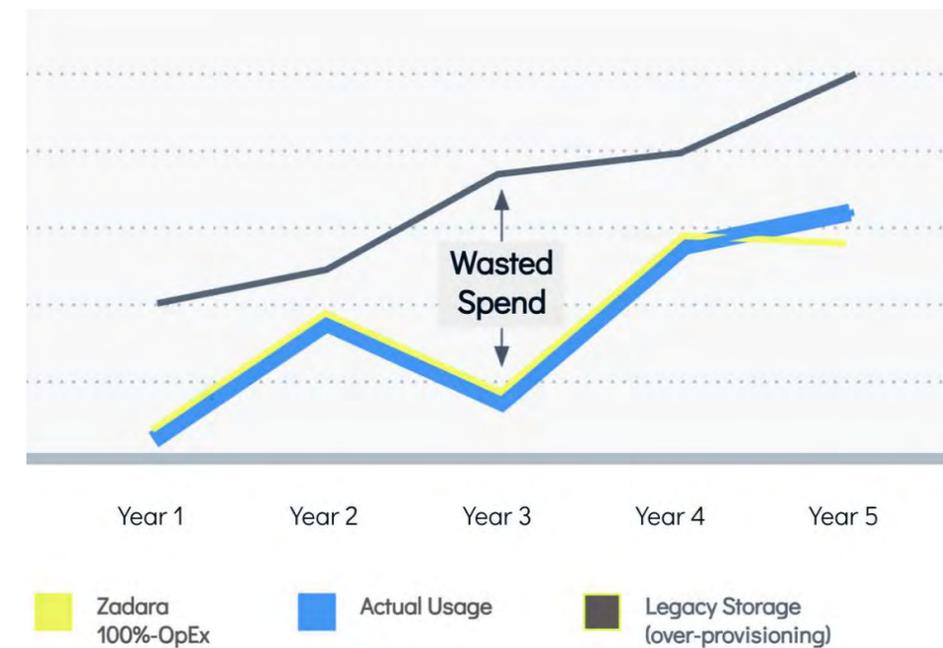
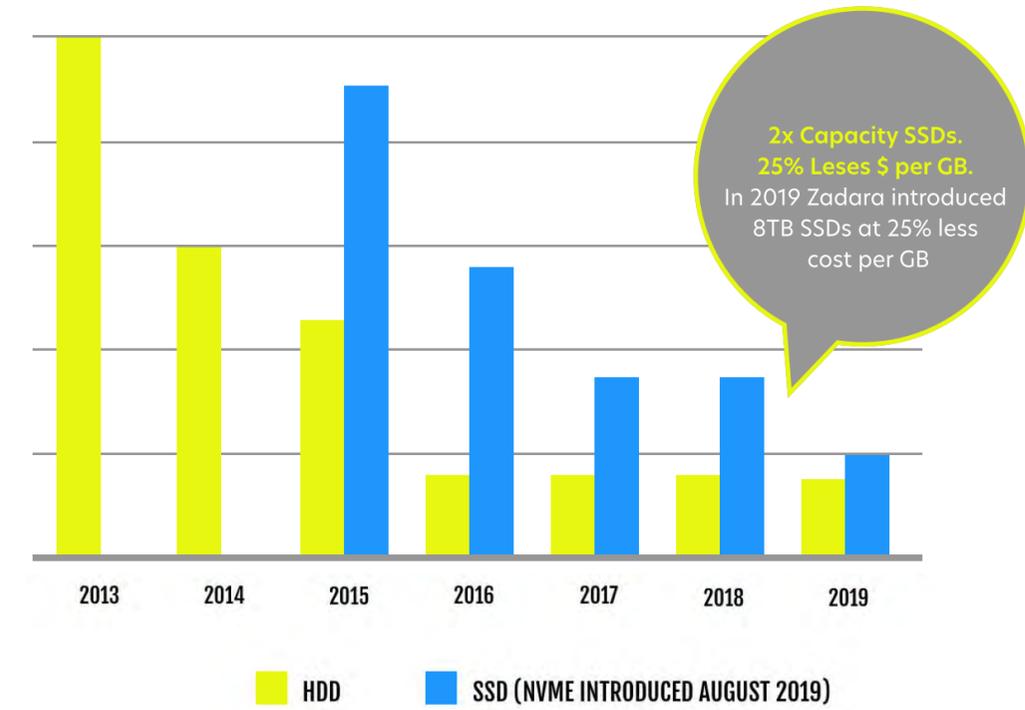
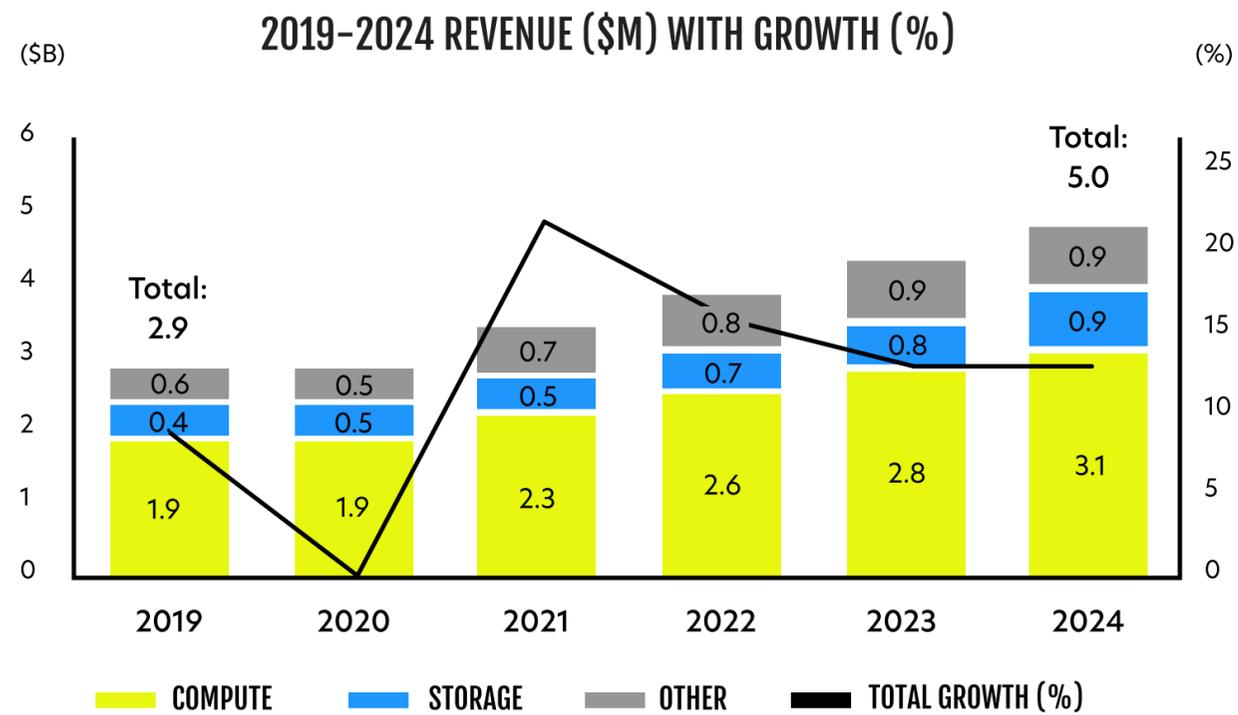
HOW WE WIN

Zadara is positioned to replace VMware in virtual machine deployments where the customer/MSP is frustrated with VMware pricing/business model and is looking to move to an OpEx and cloud based solution.

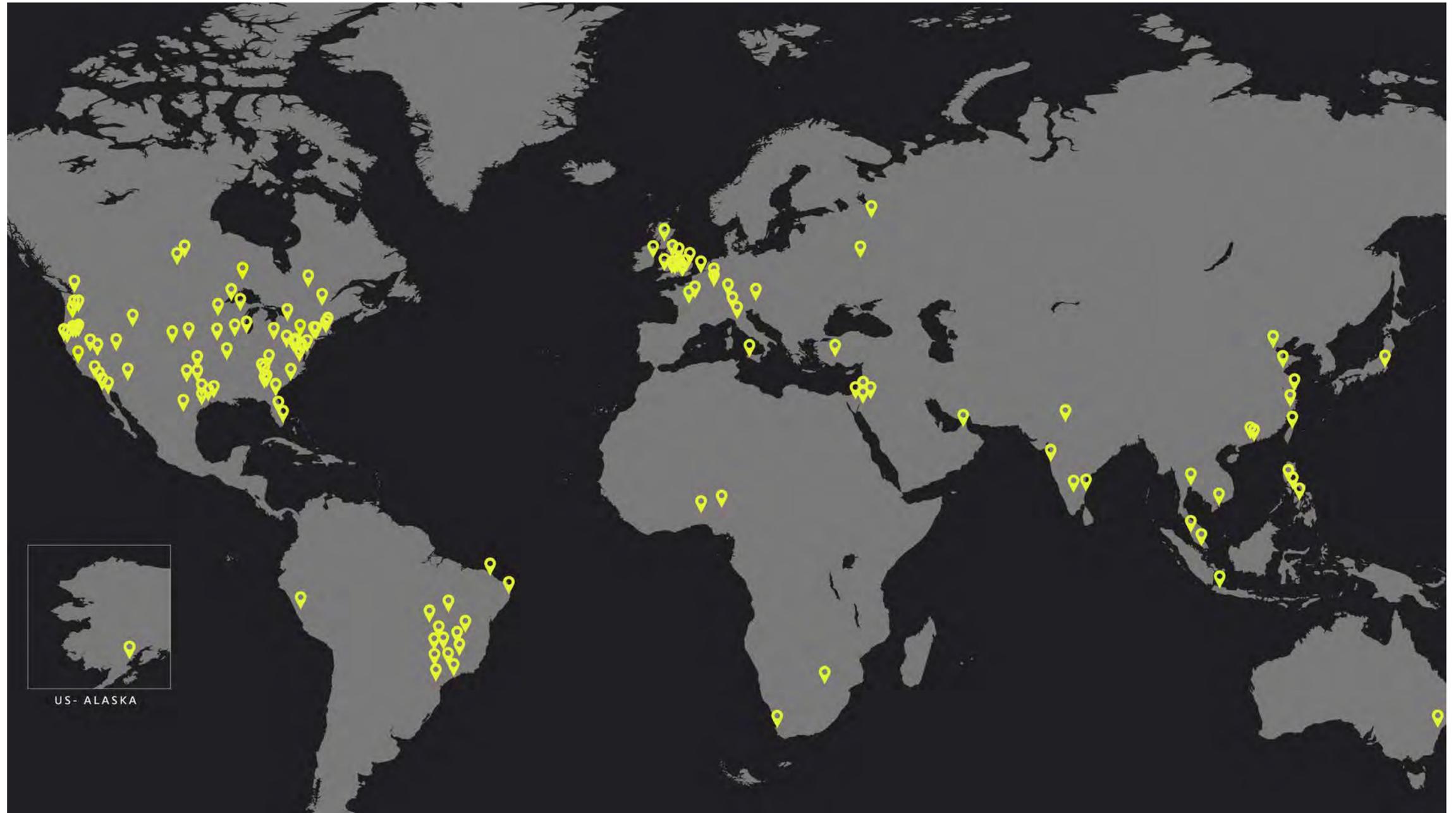
Top Messages vs VMware:

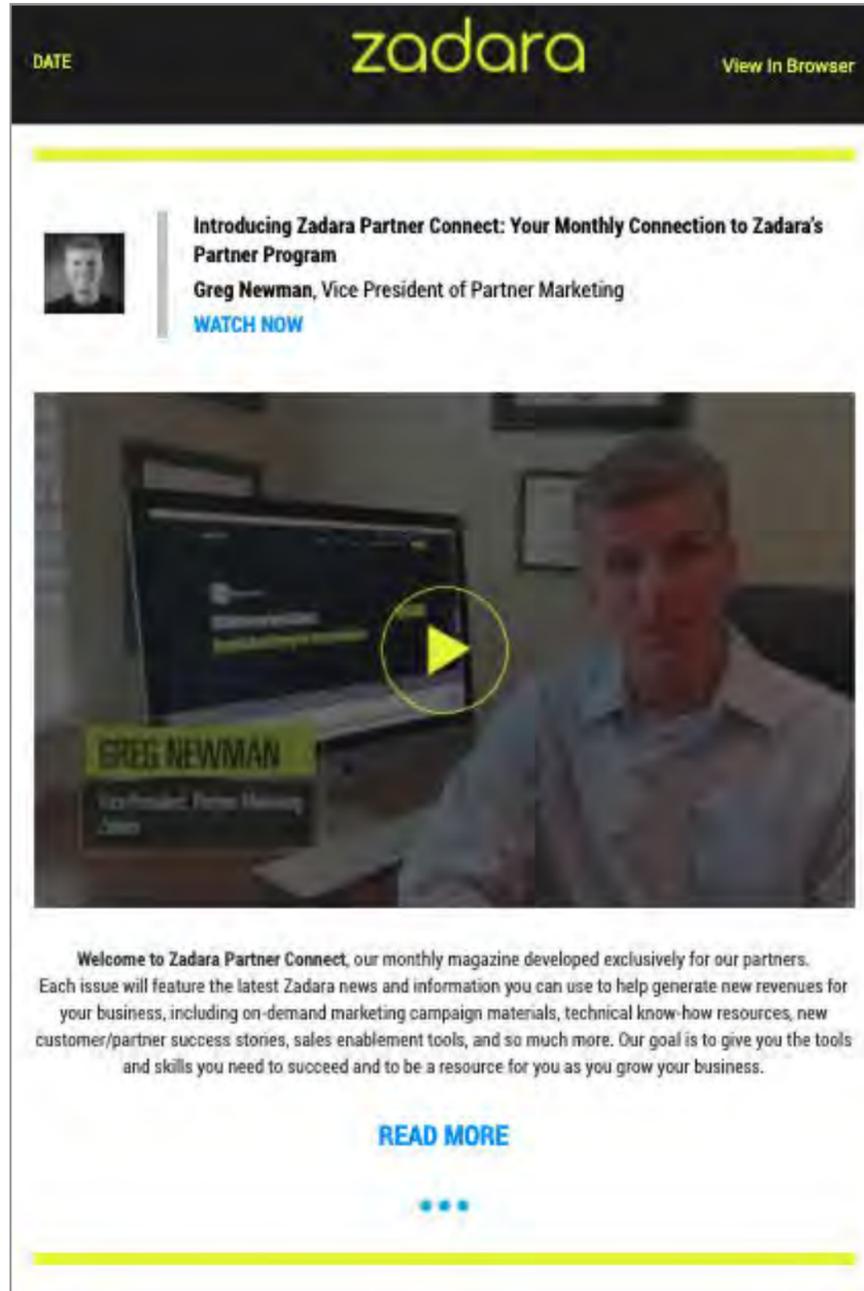
1. Zadara Cloud Services is a fully managed solution and offers compute and storage services - making procurement/billing easier via a single vendor with a 100% based OpEx business model. 24/7/365 management is standard - No more worrying about buying too much or too little hardware!
2. Zadara is simple and easy to use—one simple provisioning portal for all Zadara based infrastructure offerings. Secure, flexible and wherever you want it—Colocation, Private Data Center (i.e., on premise), or Public Cloud.
3. Zadara is 100% OpEx model, pay only for actual usage—no long term contracts required. Low monthly revenue commitment for our partners with complete flexibility to change configuration as business needs (i.e., delivered services) dictate

Battle Card



Through Zadara's network of service provider partners, Zadara has data centers across 6 continents and includes more than 300 points of presence globally. The map showcases the breadth of Zadara's global reach and can be used in presentations and print collateral.



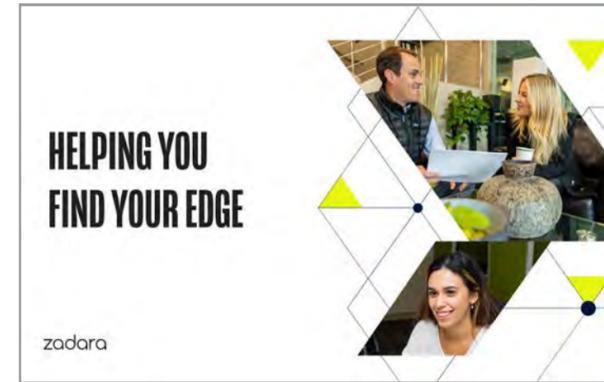
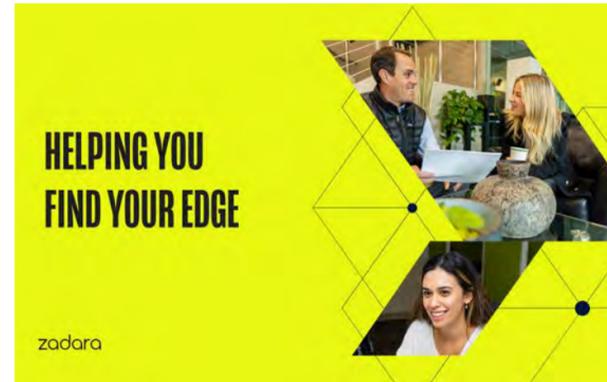




zadara

ZADARA EMPLOYEE OUTREACH BRAND STYLE GUIDE

zadara



Product

The product brand should be used in instances where talking about Zadara's product offerings or partnership opportunities are the main focus.

Instances could include: sales decks, webinars, partnership presentations, investor decks, case studies, white papers, social graphics, etc.

Employee Outreach

The employee outreach branded presentation deck should be used when presenting information about internal culture to Zadara employees.

Instances could include: benefits presentations, wellness programs, all hands meetings, retreat presentations, recruitment sessions, new employee onboarding, etc.

Color Palette

The Zadara Product and Employee Outreach color palettes are unified by the usage of Zadara yellow.

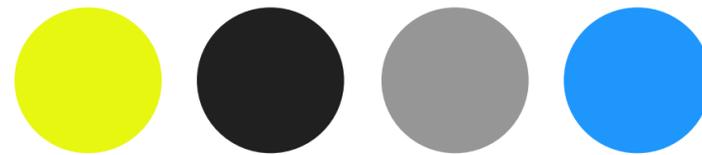
Typography

The Zadara Product and Employee Outreach brands both utilize the same fonts for headlines and body copy. To simulate a softer voice, the Employee Outreach brand uses Title Case for headlines, as opposed to all caps as in the Product Brand.

Icons

The Zadara Product and Employee Outreach brands both feature icon styles with thick black line weights. While the product icons rely on black, yellow, and white, the E.O. icons feature secondary color gradients.

Product



Employee Outreach



zadara

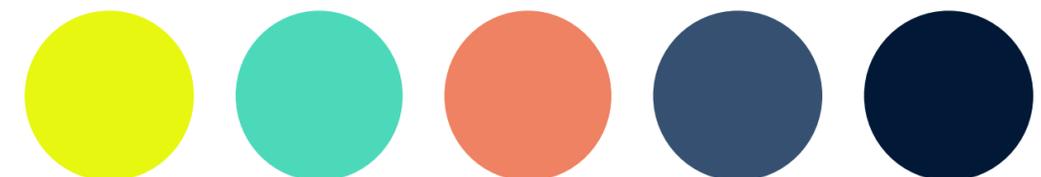
Because our Zadara product style is largely abstract and focused on cloud technology, there hasn't been as much of an opportunity to showcase the Zadara team. The Employee Outreach style rectifies this by showcasing photos of our team in candid/in environment shots that when combined or overlapped provide a multidimensional overview of life at Zadara.

Additionally we introduce a new sub-palette of colors, gradients and icons that can be used to distinguish the Employer Outreach style from the base Zadara product style.

However, it is important that the sub-brand always feels connected to the overall Zadara product brand so please ensure Zadara yellow and black and the Zadara logo are used in consistent ways to ground the sub-brand within the existing brand.



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The Employer Outreach tone is conversational and informative for professionals considering a career with Zadara. Voice should be geared toward a younger millennial and Gen Z audience. The Employer Outreach tone's modern sensibility should differentiate Zadara from its more staid competitors.



zadara

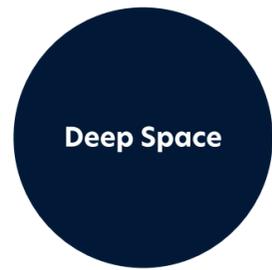


The Employer Outreach style feels modern with warmth (represented by both authentic photos and vibrant colors). There should be a sense of joy, trailbreaking and belonging in each instance of the brand.

Additionally the brand should feel global but still connected as one company.



zadara



Deep Space

HEX
#011936

RGB
1 / 25 / 54

CMYK
98 / 85 / 45 / 60



Blue Dawn

HEX
#355070

RGB
44 / 80 / 115

CMYK
90 / 68 / 33 / 17



Zadara Yellow

HEX
#E7F70F

RGB
227 / 249 / 0

CMYK
15 / 0 / 99 / 0



Aquamarine

HEX
#4BD9B9

RGB
0 / 221 / 184

CMYK
64 / 0 / 42 / 0



Burnt Sienna

HEX
#EE8262

RGB
255 / 123 / 89

CMYK
0 / 65 / 65 / 0

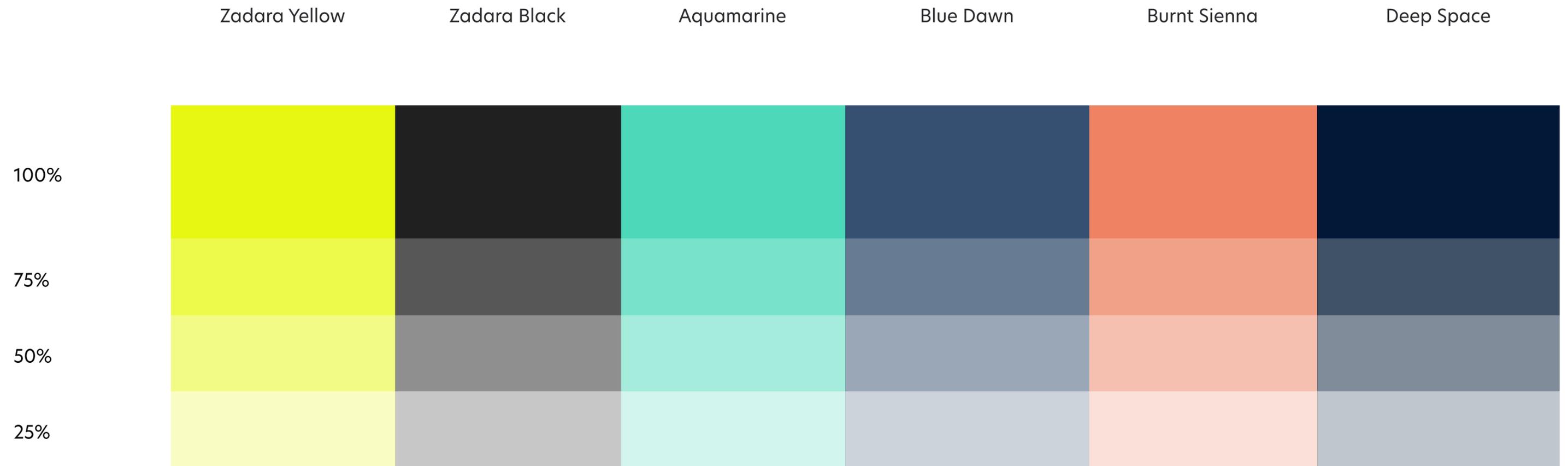


Zadara Black

HEX
#202021

RGB
32 / 32 / 22

CMYK
72 / 67 / 64 / 73

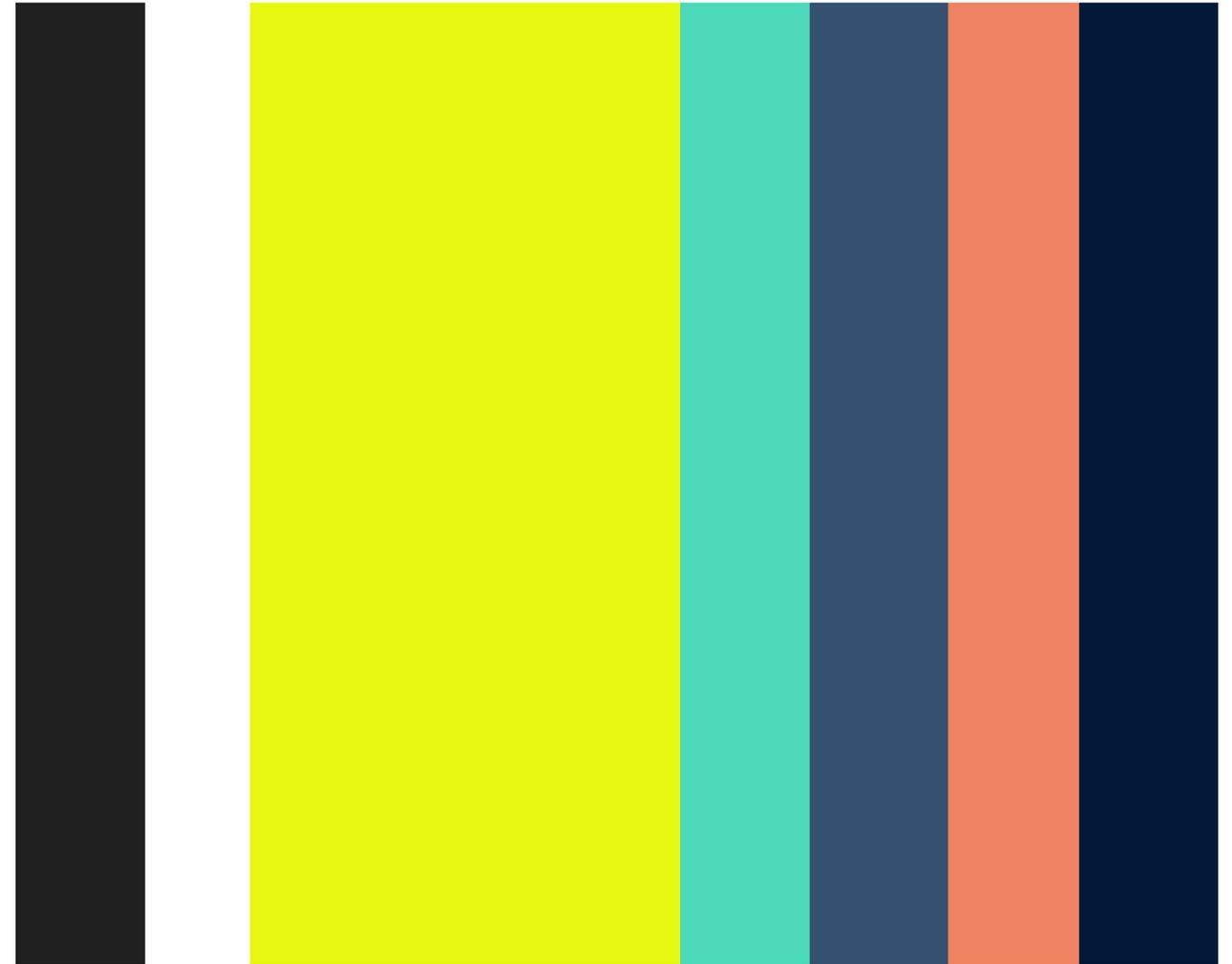


Zadara Yellow should be used predominantly consistently across both the Product and Employee Outreach styles.

In the Employee Outreach style, Zadara yellow can be paired with any of the alternate colors in the E.O. palette. Zadara yellow should remain the most used color and should unify the usage of the other colors.

Zadara Black should be used for all font color usage.

Font Color



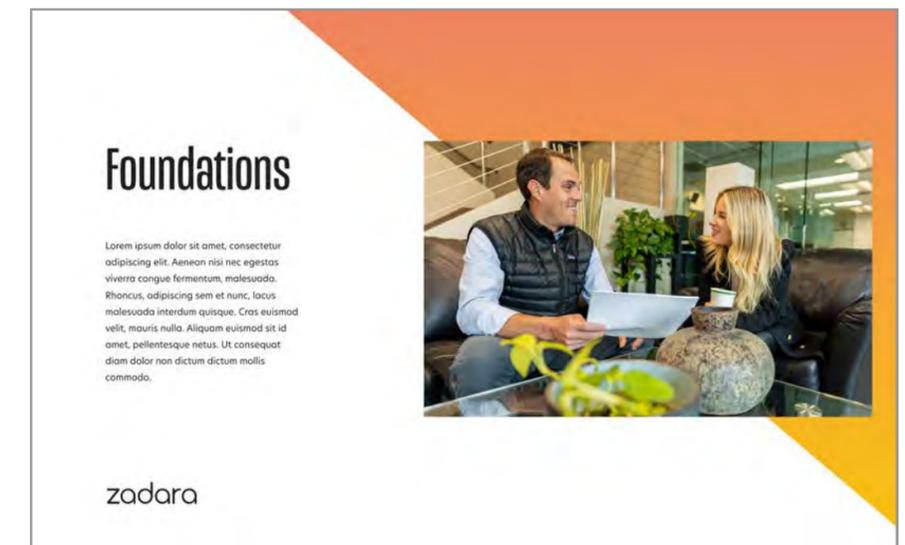
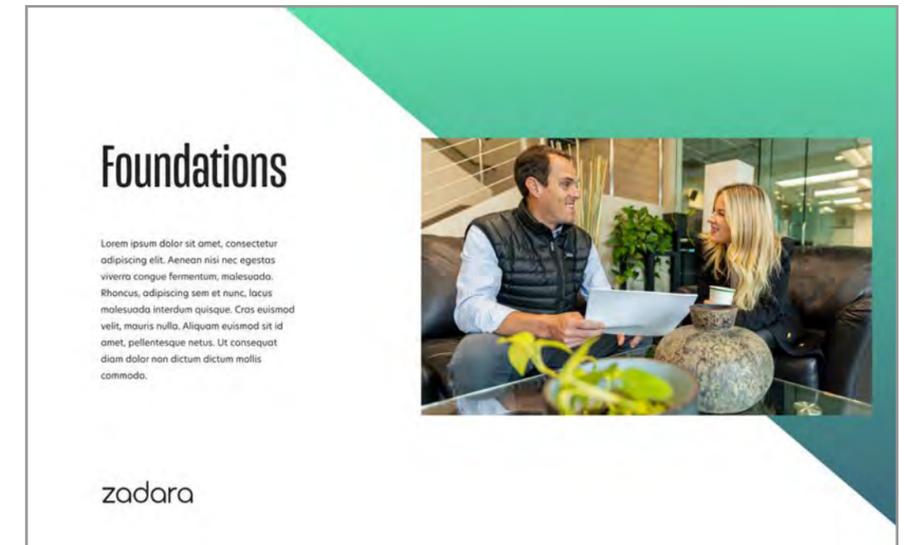
Zadara Yellow should remain the most used color overall to encourage consistency between Employee Outreach and Product.

(pair one of these colors with Zadara Yellow per instance)

Gradients composed of specific mixtures of the palette may be used as background fills in secondary graphic elements such as the edge triangles and the world map.

When a secondary graphic such as the network graphic overlays a color background, keep the background color solid so the elements do not fight for attention.

Gradients and solid fill colors are used in the icons to provide a contrasting effect.



Font
Mongoose

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font
Hero New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

zadara

Headline:
Mongoose, Regular
Sentence Case

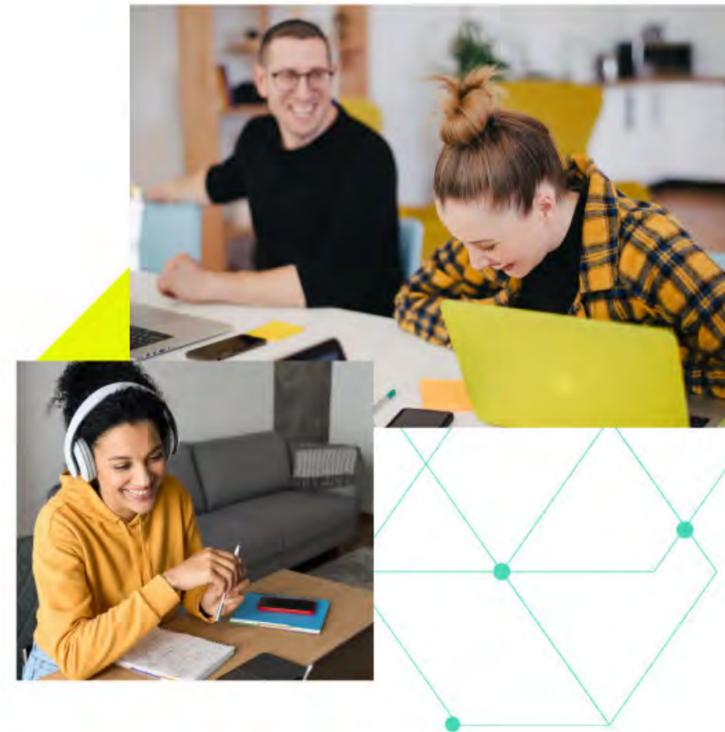
Body Copy:
Hero New, Regular

zadara

We're Hiring!

APPLY NOW

Subhead/CTA:
Hero New, Bold
All Caps



The Zadara Employee Outreach Brand utilizes only the same fonts as the Zadara Product brand. All font usage is the same as indicated on page 14, with the exception of headlines, which should be presented in Title Case and the Regular weight as opposed to All Caps and the Medium weight.

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Font

Fjalla One

[Download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font

Didact Gothic

[Download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

zadara

Headline:
Fjalla One
Title Case
30 / 50 pt

Body Copy:
Didact Gothic
14 pt / 1.15 line spacing

Caption Copy:
Didact Gothic, Italic
11 pt / 1.15 line spacing

Why Zadara?

- Thorough onboarding
- Weekly team lunch
- Paternity Leave
- Wellness initiatives
- Local and global holidays
- Employee referral program



16

All wellness initiatives operate under [Zadara's Live Well Program](#)

zadara

zadara

Hyperlink Copy:
Didact Gothic, Italic
11 pt / 1.15 line spacing
#4BD9B9

Our photography style focuses on candid, authentic expressions of working at Zadara.

They style should reflect a warm modern look. Photos are in-environment shots that, when combined/overlapped, provide a multidimensional overview of life at Zadara.

The photo style relies on unexpected angles, traces of motion and blink and you'll miss it instances of interaction to show a real representation of our people (highlighting diversity of ethnicities and locales).

Secondary imagery of how our work influences and integrates with technology provides context.



zadara

Digital Map / Artifacts
on Gradient



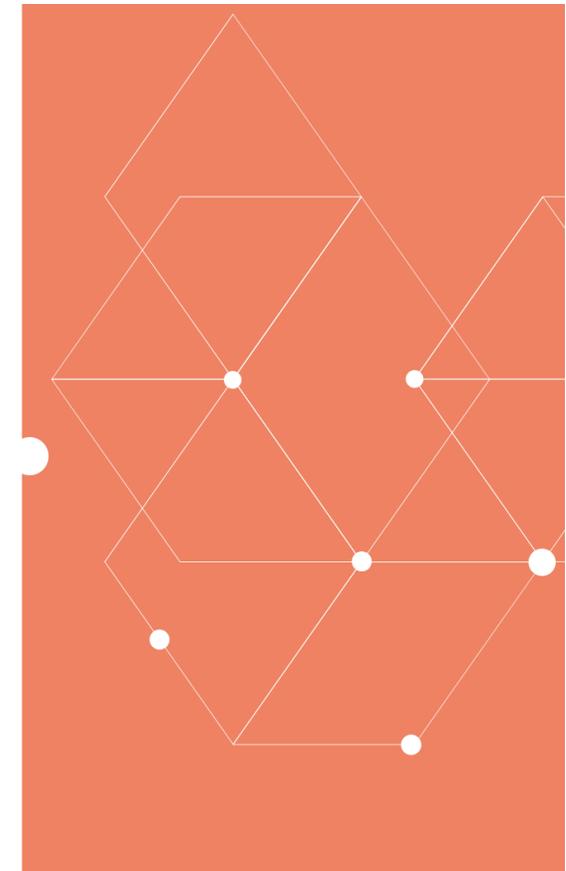
Statistics
Style

2011
Founded

Background Angle
(45 degrees)



Network Graphic



zadara



Trailbreaking



Exceptionally
Focused



Accountable
Together



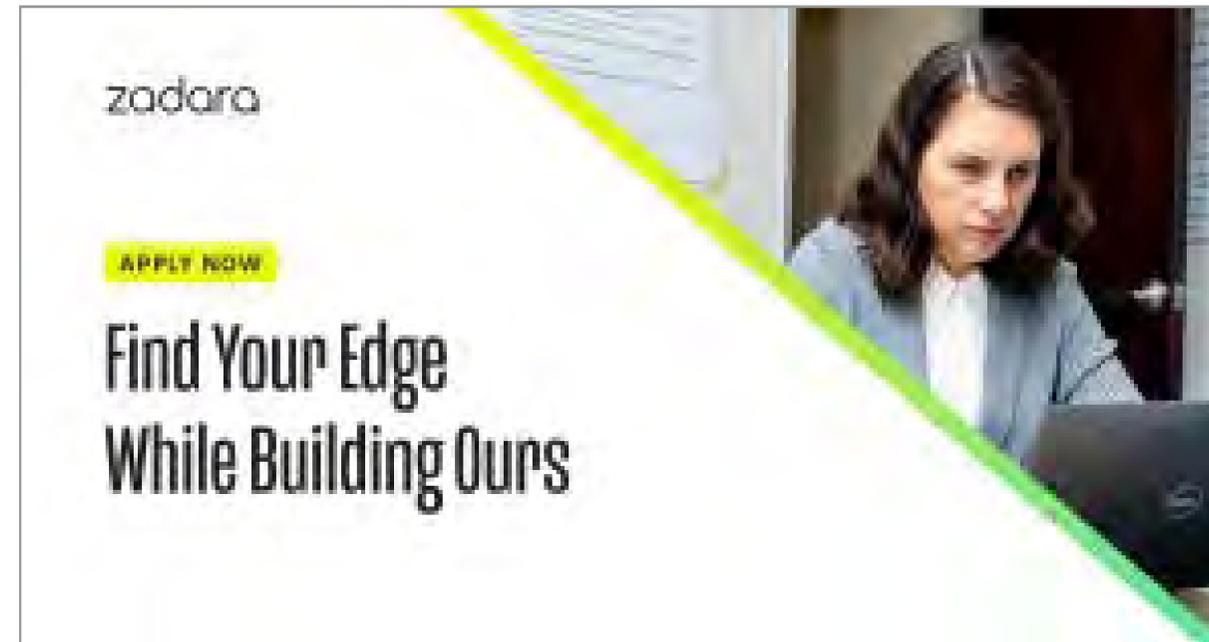
All Belonging



Flexibility



Zealous



zadara



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FEDERATED EDGE BRAND STYLE GUIDE

zadara

Zadara's Federated Edge program introduces a new, fully-managed, distributed cloud architecture designed to enable hosting providers and MSPs - anywhere in the world - to create new revenue streams made possible by edge computing without requiring investment in new hardware, technology or human capital.

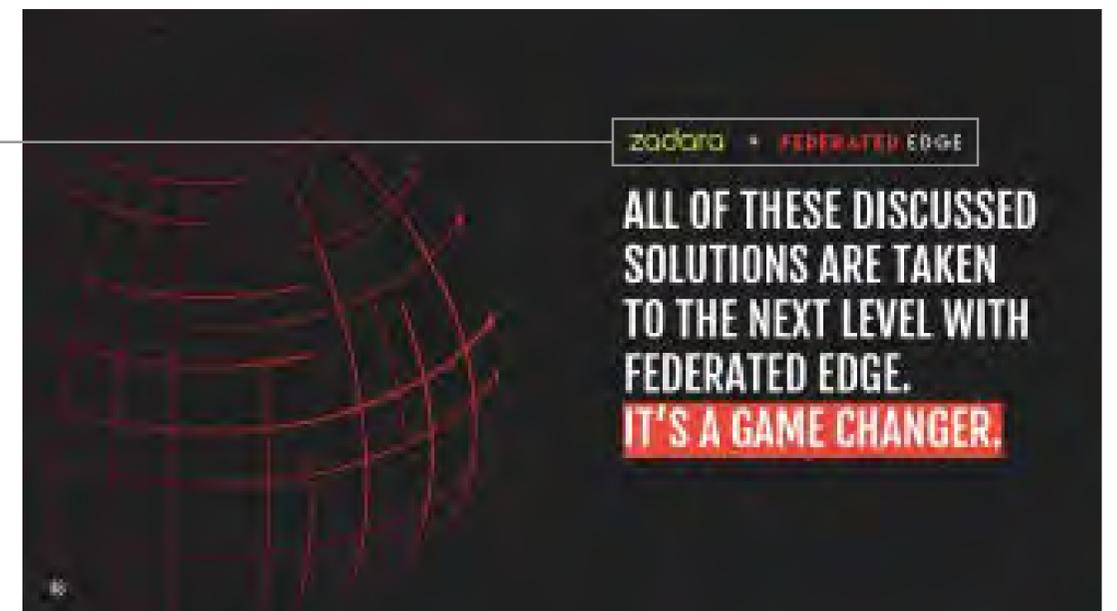
When presenting the Federated Edge Brand, the Zadara logo needs to be present in one of the following formats:

- as a small logo in the bottom left corner to indicate Zadara is the parent brand
- Zadara and Federated Edge logos sized the same connected by a plus sign

zadara



The left hand corner of the page



Followed by a plus sign, before the Federated Edge logo



Horizontal Logo



Vertical Logo

Logo on Black

FEDERATED EDGE

Logo on Red

FEDERATED EDGE

Logo on White

FEDERATED EDGE

zadara

Do not stack logo.

FEDERATED
EDGE

Do not make the logo any color other than the Federated Edge palette.

FEDERATED **EDGE**

Do not add a drop shadow to the logo.

FEDERATED **EDGE**

Do not rotate the logo to any angle other than 90 degrees.

FEDERATED **EDGE**

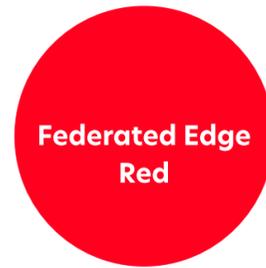
Do not distort the logo.

FEDERATED **EDGE**

Do not outline the logo.

FEDERATED **EDGE**

zadara



Federated Edge
Red

HEX
#FF001F

RGB
255 / 0 / 31

CMYK
0 / 100 / 93 / 0

PMS
185 C



Zadara Black

HEX
#202021

RGB
32 / 32 / 22

CMYK
72 / 67 / 64 / 73

PMS
419 C

Font
Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font
Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

zadara

Headline:

Oswald, Semibold
All Caps
35 / 50 pt

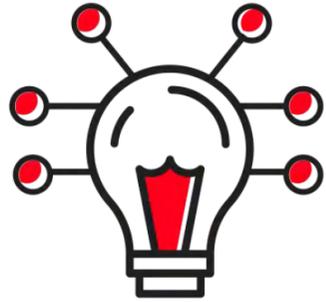
Body Copy:

Lato Light
14 pt / 1.15 line spacing

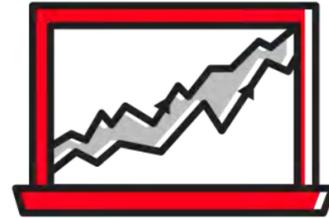
Caption Copy:

Lato Light, Italic
11 pt / 1.15 line spacing

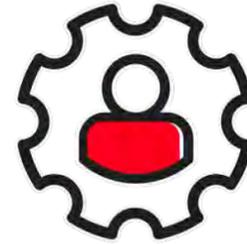




Solution Provider



Changing
Customer Behavior



Customer (End User)



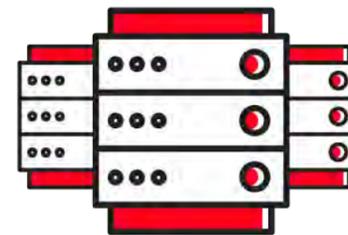
Media &
Entertainment



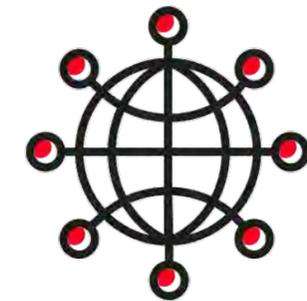
5G



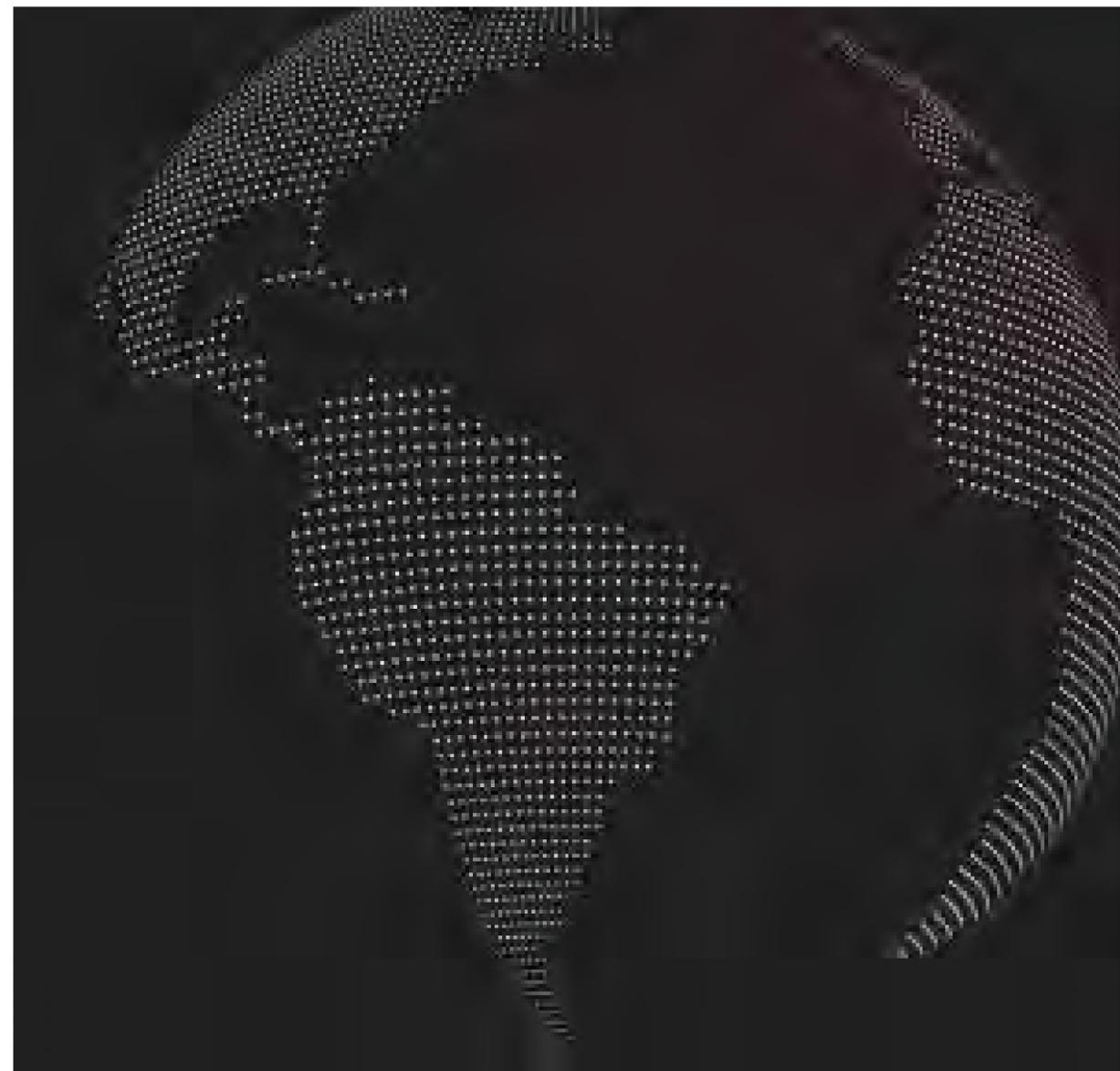
Smart Transportation



Operator



Federated Edge
Zone



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www.zadara.com