



2020 MarCom Awards

NetApp and Cisco - FlexPod Brand Refresh

Situation

In 2010, NetApp and Cisco released FlexPod, combining Cisco UCS integrated infrastructure and NetApp storage, with the goal of increasing IT responsiveness to business demands while reducing investment cost and risk. The companies launched the product with solutions focused on virtualized infrastructure and desktop virtualization and over the last 10 years, have continued to integrate new technologies and expand the solution portfolio to include cloud solutions, enterprise applications, and analytics from the data center to the edge.

In 2015, NetApp and Cisco hired Yeager to develop a formal and cohesive brand and website for the product and that brand has endured. The companies approached us again in 2019 with a desire to update the brand with a refreshed and modern look that would help them stand out in a market that is now ripe with competitors.

Objectives/goals

There were a number of goals of the project as follows:

- Create an updated and modern visual for the FlexPod brand
- Differentiate the FlexPod brand look and feel against competitors
- Maintain elements of the brand that have equity
- Simplify certain elements of the brand to make it easier for global teams to implement
- Better align the brand to complement the brands of the parent companies, NetApp and Cisco

Strategy

To get clear on our approach, we started with an audit of how the brand was currently being used. We looked at current content and digital assets to get a sense of where the current brand was and wasn't working.

Next we conducted a series of stakeholder interviews across job functions to explore what they liked and didn't like about the existing brand, what they were challenged by in using it, and what they felt was missing.

Strategy continued

We also did a competitor review to get a sense of our opportunities to differentiate the FlexPod brand with a visual that would help them stand out as a leader in the marketplace.

Lastly we developed our recommendations and presented them to the Brand leadership teams at both organizations to get approval. As part of our approach we determined that a refresh to the color palette, patterns and design elements, photography, and iconography would help us achieve our goal. We would leave the logo and typography in place, as the logo had equity and the fonts in place are easy to use and not posing any issue.

Tactics

Color

We started with color and had to address the need for an updated brand color palette, as well as a color palette that would be effective when implementing co-branded programs with partners. This is always tricky because the brand palette often conflicts with partner brands and when implemented can create a conflicting and even tacky look. In considering the competitor review that we did, we opted to stay away from hot colors like orange and red, as well as more traditional tones of blues and greens.

For the primary color palette we have sophisticated, yet modern colors that tie back to the former brand with the dusty blue, and add 2 new, unexpected colors that work together: a deep ocean blue and a seafoam green.

The secondary palette would be used to complement the primary palette, but would also be used as the primary palette for partner co-branded efforts. This eliminates the challenges of non-complementary partner colors, while creating consistency in the implementation of the brand.

The tertiary palette is a surprising pop of lime green. Its use is very limited, but it serves as beneficial for gradients built from the main palette, as well as for callouts and action buttons. It is a delightful, unexpected and effective use of a bold color that gives a modern edge to the overall palette.

Tactics continued

Photography

As part of the project, we built a photo library of images representing the industries they serve with the technology solution, people imagery featuring diverse technology users, and aspirational nature photography. We also created a new design for the product cabinet and produced images for use in marketing and sales materials.

Pattern

We created 2 different patterns leveraging the FlexPod “bubble” logo element. To carry the brand through and create interest when used with photography. For these patterns we adjusted the bubble to create an angle, and while it seems minor it serves a few purposes, most notably it creates a movement reflecting growth and upward direction. We also have the single large FlexPod bubble to use as a design element with photography and have also angled its use as well for consistency.

Iconography

We built a new icon library in a simple line drawn style that better aligned with both the Cisco and NetApp iconography. Icons will continue to be added as needs arise and the simple style will make it easy for the client to handle this internally.

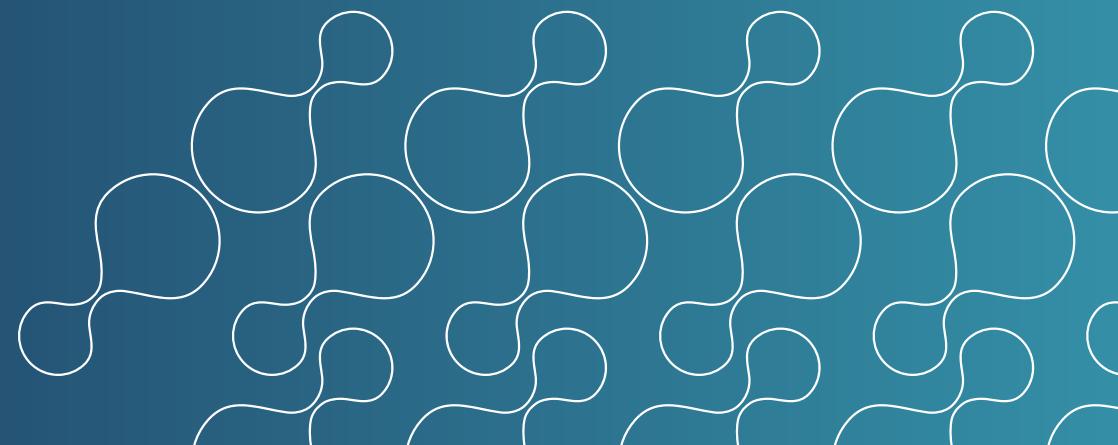
Results and/or lessons learned (quantitative and/or qualitative)

From our discussions with the clients and stakeholder interviews, we knew they were ready for the rebrand and excited for what was to come. As part of our development process, we built in a few different review points to walk the client through our progress and ensure we were aligned in the vision. This approach was extremely effective in that we were able to address concerns quickly, upfront and accelerate our development timeline to meet specific requirements, including the desire to launch the new brand at the company's conference in Barcelona, Spain.



Brand Identity Guidelines

February 2020



Introduction

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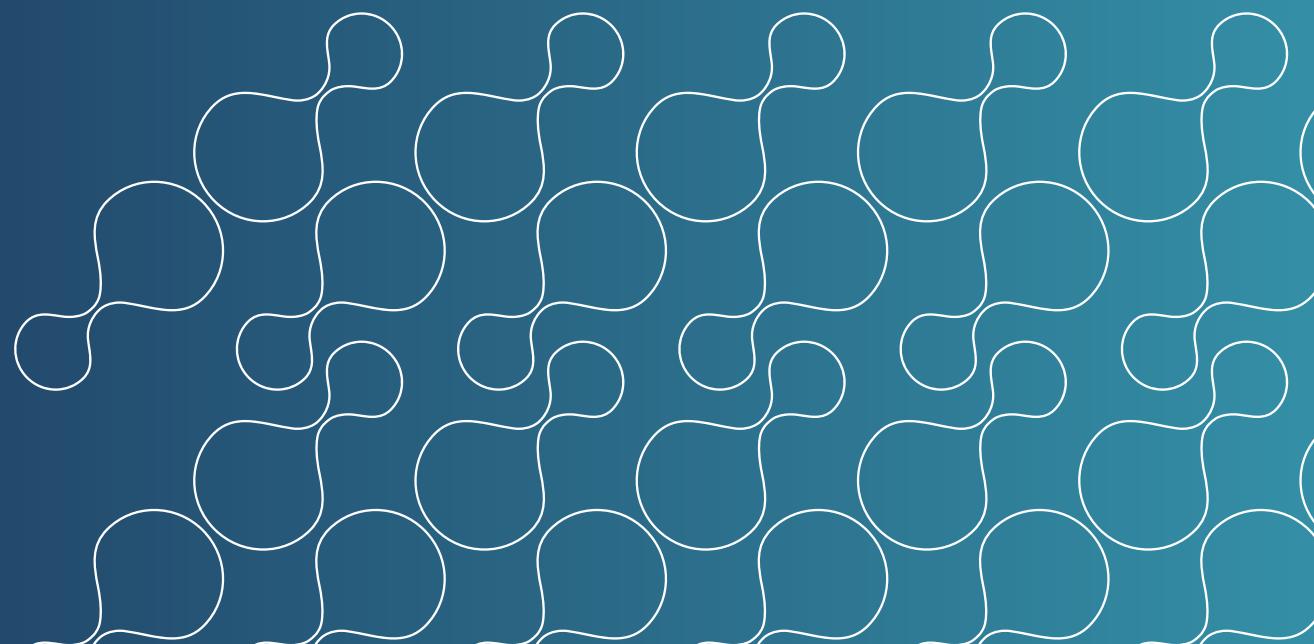
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Introduction

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Introduction

WELCOME

Welcome to the Brand Identity Guidelines for FlexPod. For the sake of consistency in all corporate and customer-facing communications, it is vital that all uses of the logo and extensions adhere to strict standards. Proper use of the FlexPod logo and design elements ensures a positive and engaging brand experience.

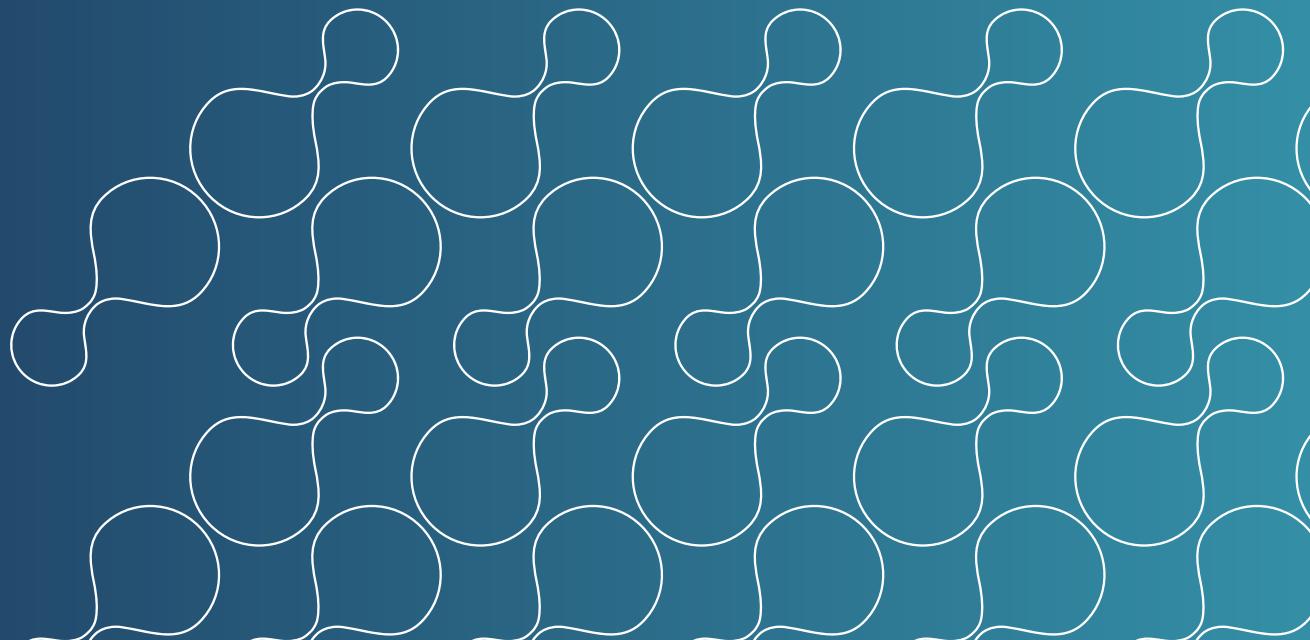
This manual is designed to protect the FlexPod brand. The typography, marks, colors and logos contained within this standard showcase the FlexPod brand and reflect our dedication to skill, quality and precision.

This guide is used to ensure proper brand compliance. It should be followed throughout the creation of any and all materials produced to represent the FlexPod brand, both internally and externally.

Please take some time to familiarize yourself with this guide. By following the standards contained herein, we can present a unified brand to the market that ensures a trusted experience for all our customers, partners, employees and stakeholders.

Logo Usage

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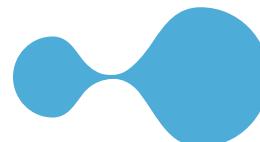


OUR LOGO

The logo is the primary identifier of our brand and should not be altered. As the primary point of contact with our name and identity, the color, font, proportions, clear space, etc. is specifically created as an art file so that it accurately reflects the FlexPod brand upon each use. The file is to be used as-is or proportionally scaled to fit required dimensions.

The PMS color version of the FlexPod logo should be used whenever possible. Approved four-color logos are acceptable when budget and/or medium restrictions make the PMS color version impractical. Please refer to the color breakouts to identify the correct CMYK, RGB and webhex color breakouts.

The provided EPS files for the logo should always be used. DO NOT attempt to recreate, alter, skew or disproportionately resize the logo mark.



FlexPod Logo

FlexPod®

Light Blue
7688 CP

CMYK
C 64
M 16
Y5
K 0

RGB
R 76
G 169
B 218

WEBHEX
#619CCA

Black

CMYK
C0
M0
Y0
K 100

RGB
R0
G0
B0

WEBHEX
#000000

Brand Identity

LOGO COLORS

While the primary logo usage will have the standard color logo on a white background, the color combinations to the right are approved alternatives.



PREFERRED COLORING Color logo on White.



ALT Reversed icon and logotype on Charcoal.



ALT Light blue icon with reversed logotype on Dark Ocean.



ALT Reversed icon and logotype on Turquoise.

MINIMUM CLEAR SPACE

Clear space is the space surrounding the logo on all sides. It must remain free of graphics, photos and text. The clear space surrounding the logo is considered part of the brand identity.

It is important to maintain the proper amount of clear space around the FlexPod logo so that it can be clearly identified and read. The minimum clear space will vary based on the size of the logo. It is proportional to the logo itself, with the height of the 'F' in FlexPod used as a sizing rule.

The logo to the right has the minimum clear space represented by the gray area. In practice, this space would be white to match the background of the logo placement. See the Logo Placement sections for color rules based on media type.



MINIMUM SIZE

The FlexPod logo can appear no smaller than what has been identified to the right in any marketing or informational materials. The logo mark can be used *without* the logotype on promotional materials when space does not allow for the minimum size of the logotype.



INCORRECT LOGO USAGE

It is important for a brand like FlexPod to present itself in a controlled, consistent and reliable manner. Inconsistency leads to an erosion of brand trust. Through proper use of the FlexPod logo, we reiterate to our audiences that we can be trusted to maintain control of our business and our commitment to quality.

Never recreate, alter, re-color or distort the FlexPod logo, and do not alter the logotype font.

Never rotate the icon while it is in the logo.

Please reference pages 4.14-4.16 for FlexPod pattern usage and approved overlay of color on photography.



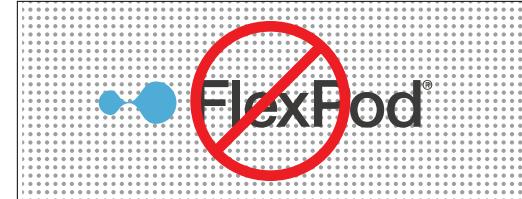
DO NOT alter the colors of the logo or logo mark.



DO NOT alter the type of the logo.



DO NOT scale individual elements of the logo independently.



DO NOT reproduce the logo on a busy background.



DO NOT reposition or resize elements of the logo.



DO NOT resize the logo unproportionally.

Parent Logos

PARENT LOGO USAGE

Parent logos display the Cisco and NetApp brands along with the FlexPod logo. These logos provide further validity and build brand trust by reminding audiences that FlexPod is jointly owned and engineered by these two industry leaders.

The parent logos should be placed side-by-side. The Cisco logo on the left of the NetApp logo with both parent logos equal in visual weight.

Use parent logos on the first page of any print assets and front page of PowerPoint presentations. Parent logos should appear in the footer of all pages of digital assets, including white papers, ebooks, data sheets, etc. Parent logos should be minimum 25%, maximum 50% of the entire length of the FlexPod logo.

Parent logos should be aligned to the same side as the FlexPod logo, left or right never center. If there is an instance the parent logos are layed out with the FlexPod logo, they should be aligned right and vertically center with the FlexPod logo aligned that is aligned left.

Never use parent logos on social media post images or trade booth designs. The color combinations to the right are approved.



PREFERRED COLORING FlexPod color logo with CISCO and NetApp color logos on White.



ALT Light blue FlexPod icon with reversed logotype and reversed CISCO and NetApp logos on Dark Ocean.



ALT Reversed FlexPod icon, logotype and CISCO and NetApp logos on Charcoal.



ALT Reversed FlexPod icon, logotype and CISCO and NetApp logos on Turquoise.

LOGO PLACEMENT: DIGITAL

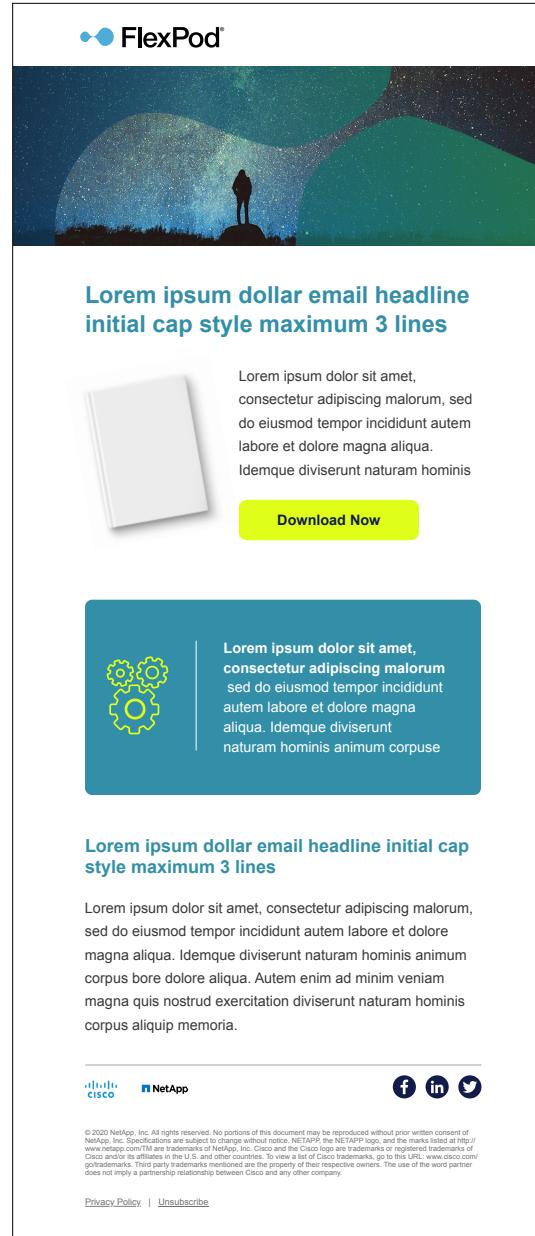
The preferred positioning of the FlexPod logo is in the upper left corner and should align flush with the left margin of the document.

In digital applications such as PowerPoint presentations and Social Media, the logo may be moved to the right side.

As shown in the provided examples, the logo should be used in the standard logo coloring when placed over a faded image or white background; and reversed when on a dark background or gradient. Logo should have high contrast for quick legibility.

Please adhere to the minimum clearance space on page 2.4 when positioning the FlexPod logo and size to visually compliment the headline type.

Integration of parent logos at the bottom left should align with the left margin of the document and be sized in proportion to the FlexPod logo identified on page 3.7.



Brand Identity

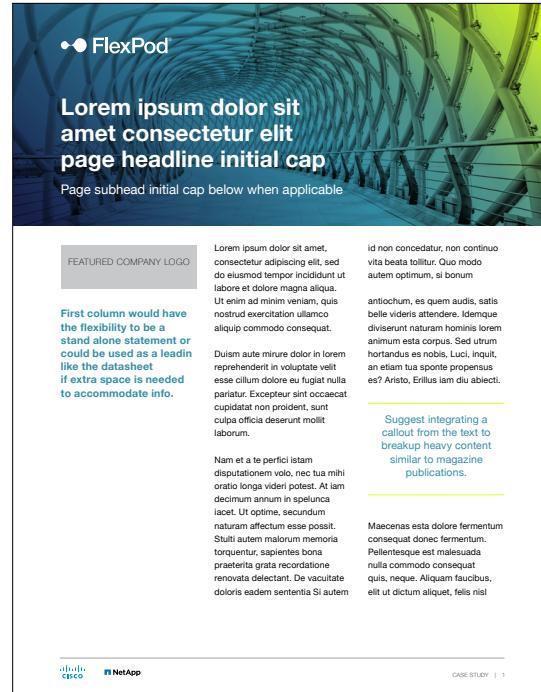
LOGO PLACEMENT: PRINT

The FlexPod logo should be positioned in the upper left corner of printed materials and align flush with the left margin of the document.

As shown in the provided examples, the logo should reverse out of a color gradient when used over an architectural image and be used in the standard logo coloring when placed over a faded image or white background.

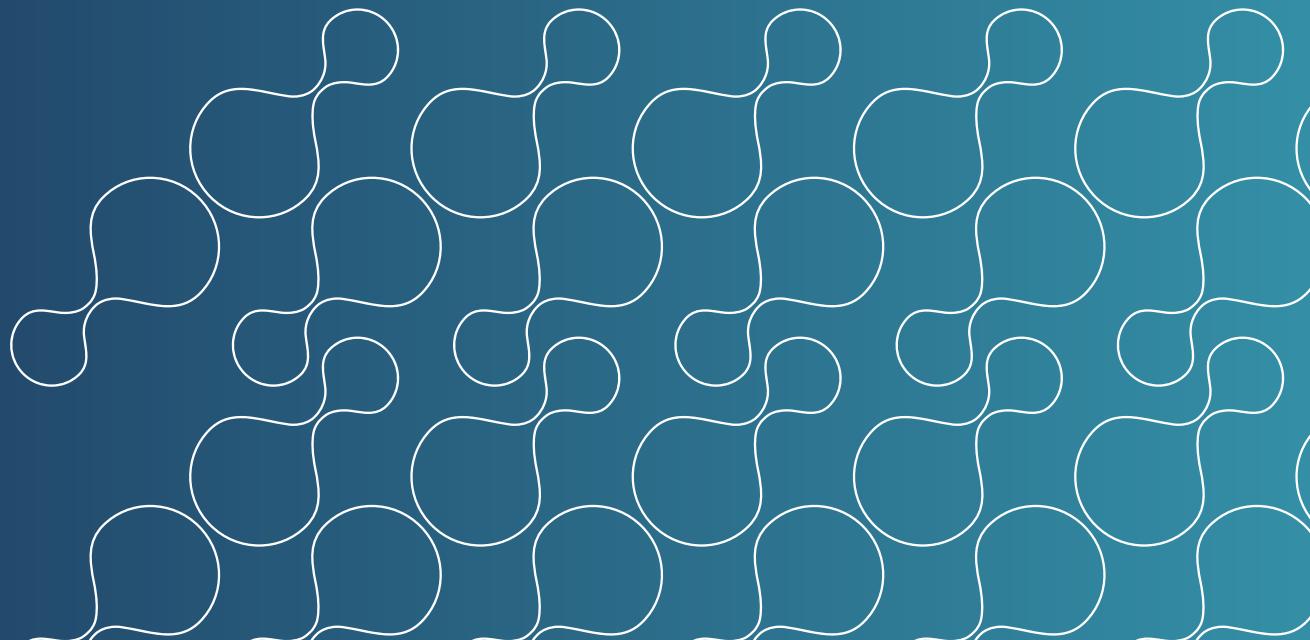
Please adhere to the minimum clearance space on page 2.4 when positioning the FlexPod logo and size to visually compliment the headline type.

Integration of parent logos at the bottom left should align with the left margin of the document and be sized in proportion to the FlexPod logo identified on page 3.7.



Visual Identity System

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Visual Identity System

COLOR: PRIMARY COLOR PALETTE

The palette is broken down into primary, secondary and tertiary color palettes.

Primary colors should be the dominant color makeup of any material, secondary should utilize up to 25% and tertiary 5–8% of the overall media.

Deep Ocean PMS 2768	CMYK	RGB	WEBHEX
	C 100	R 17	#111c4b
	M 95	G 28	
	Y 38	B 75	
	K 41		

Turquoise PMS 2203	CMYK	RGB	WEBHEX
	C 78	R 51	#338fa8
	M 30	G 143	
	Y 27	B 168	
	K 1		

Seafoam PMS 15-6340	CMYK	RGB	WEBHEX
	C 65	R 86	#56bf80
	M 0	G 191	
	Y 67	B 128	
	K 0		

The colors shown on this page and throughout these guidelines have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide® for accurate color. Pantone is a registered trademark of PANTONE, Inc.

Visual Identity System

COLOR: SECONDARY COLORS

Our secondary colors are identified to the right.

The colors shown on this page and throughout these guidelines have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide® for accurate color. Pantone is a registered trademark of PANTONE, Inc.

Chocolate PMS 7554 C	CMYK C.....55 M.....65 Y.....74 K.....62	RGB R.....64 G.....48 B.....36	WEBHEX #403024
Secondary Color			

Camel PMS 4241 C	CMYK C.....31 M.....27 Y.....46 K.....0	RGB R.....180 G.....171 B.....143	WEBHEX #b4ab8f
Secondary Color			

Charcoal PMS 446 C	CMYK C.....67 M.....61 Y.....63 K.....53	RGB R.....59 G.....58 B.....56	WEBHEX #3b3a38
Secondary Color			

Sheet Metal 414 C	CMYK C.....38 M.....31 Y.....35 K.....0	RGB R.....163 G.....162 B.....158	WEBHEX #a3a29e
Secondary Color			

COLOR: TERTIARY COLORS

Tertiary colors are identified to the right, and should be used as accent colors, not to exceed the percentages as shown on the following page.

Electric Lime PMS 388 C	CMYK C.....18 M.....0 Y.....100 K.....0	RGB R.....223 G.....255 B.....27	WEBHEX #dfff1b
Tertiary Color 5–8% Usage			

Visual Identity System

COLOR:

BALANCE OF COLOR USAGE

Please reference the approved color combinations to the right.

While there is flexibility using various colors from the palette, every color combination should showcase both the Deep Ocean and Electric Lime.

Electric Lime should range from 8-12% of the overall page composition.



Colors left to right: #111c4b, #338fa8, #a3a29e, #ffff1b



Colors left to right: #111c4b, #338fa8, #56bf80, #ffff1b



Colors left to right: #111c4b, #b4ab8f, #ffff1b



Colors left to right: #111c4b, #338fa8, #3b3a38, #56bf80, #ffff1b



Colors left to right: #111c4b, #338fa8, #403024, #a3a29e, #ffff1b

Visual Identity System

COLOR: GRADIENTS AND TINTS

The gradients allow for flexibility in the presentation of the brand. They allow different moods and emotions to come through.

Gradients should always showcase a seamless blend with color at 45° angle to mimic that of the pattern.

Contrasting tints allow for versatility and when creating materials with specific color palettes.



Colors left to right: #a3a29e at 0°, #b4ab8f at 50°, #403024 at 100°



Colors left to right: #111c4b at 0°, #338fa8 at 100°



Colors left to right: #56bf80 at 0°, #dfff1b at 100°



Colors left to right: #111c4b at 0°, #338fa8 at 50°, #dfff1b at 100°

25%	#c5c6d1
50%	#8b8ea3
75%	#525777
100%	#181f49

25%	#cce3e9
50%	#98c7d2
75%	#68acbd
100%	#3490a7

25%	#d5eee0
50%	#83cda1
75%	#83cda1
100%	#5bbc82

25%	#e7e7e6
50%	#d0cfcd
75%	#bab9b6
100%	#a3a29e

25%	#cfcbc8
50%	#9e9791
75%	#6f645c
100%	#3f3025

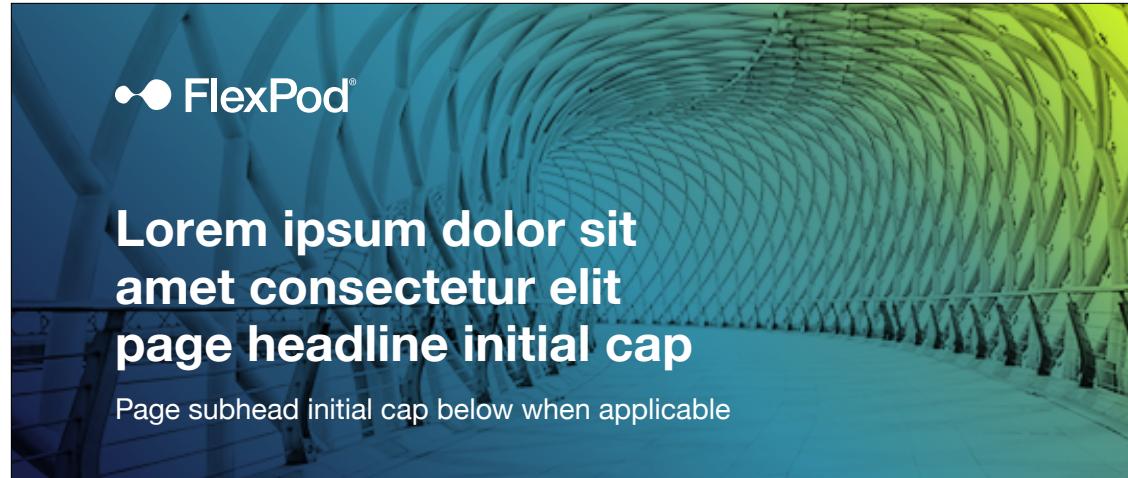
25%	#ece9e3
50%	#d9d4c7
75%	#c7c0ac
100%	#b5ab91

25%	#cecdcd
50%	#9c9c9b
75%	#6c6b6a
100%	#3b3a38

25%	#f6f7ce
50%	#eccef9c
75%	#e5e76b
100%	#dbdf3a

COLOR: GRADIENT USAGE

A full-color gradient is approved on black and white or quadtone architectural images only. Gradients may only be applied to images of people, aspirational or vertical photography with the inclusion of the bubble graphic as shown. The gradient in these images is to be applied outside the bubble only.



TYPOGRAPHY: CORPORATE TYPEFACE

Just as it's important to be consistent in the use of the logo, it is vital to use the approved fonts exclusively. Both Corporate and Interactive fonts have been specified in the Brand Identity Guidelines and will vary depending on application. Fonts should be used true-to-form, without skewing or scaling them.

The Corporate typeface includes the entire family of Helvetica Neue. A combination of Helvetica Neue font weights can be used, but Helvetica Neue Condensed should never be used for branded communications.

Weights should be balanced appropriately by using a bold headline with a lightweight body copy.

HELVETICA NEUE ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

HELVETICA NEUE THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

HELVETICA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

Visual Identity System

TYPOGRAPHY: INTERACTIVE TYPEFACE

Interactive fonts should be used for the following online applications:

- Email marketing
- Email signatures
- PowerPoint presentations
- Landing pages
- Websites

If you have questions regarding online font usage, please contact the marketing team prior to final production to ensure brand consistency.

ARIAL REGULAR
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

ARIAL ITALIC
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

ARIAL BOLD
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

ARIAL BOLD ITALIC
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678790&!

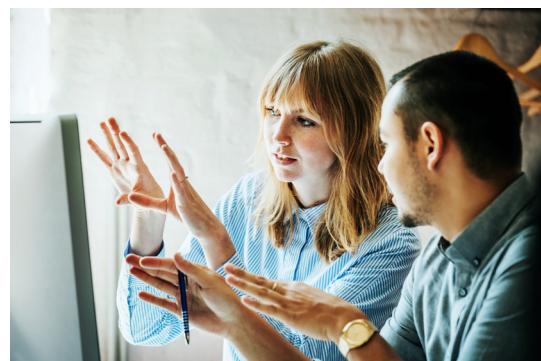
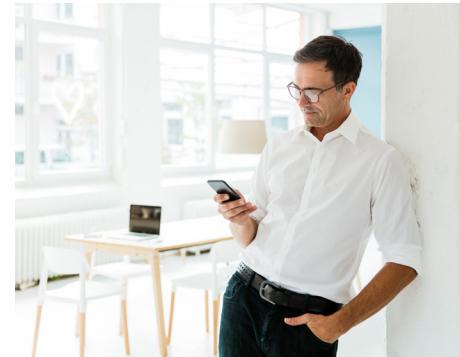
Visual Identity System

PHOTOGRAPHY: PEOPLE

Photos of people should reflect the FlexPod customer, including diversity of gender, race and age. Choose photos of individuals or multiple happy people in a casual office setting, illuminated by natural daylight.



View the complete photo library and access high rez imagery at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketing-resources>

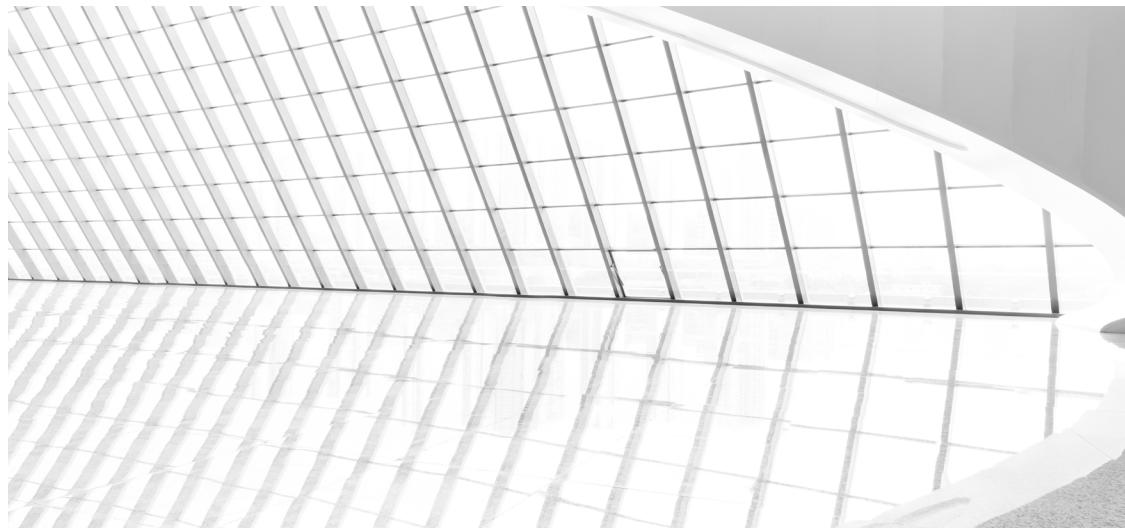


Visual Identity System

PHOTOGRAPHY: ARCHITECTURE

Ideally, architectural images should be black and white or quadtone with an approved gradient overlay. Do not apply a gradient over color images.

View the complete photo library and access high rez imagery at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketing-resources>



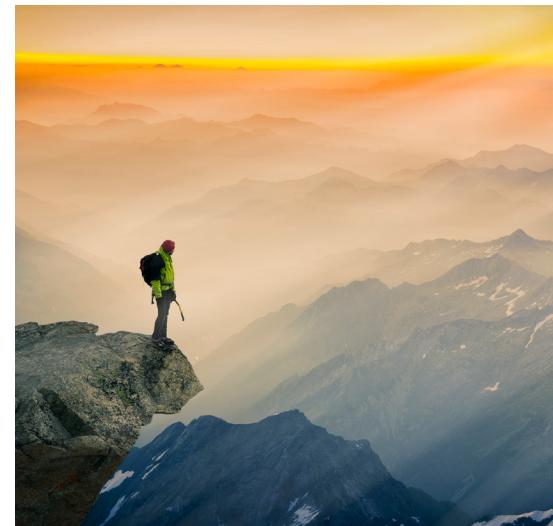
Visual Identity System

PHOTOGRAPHY: ASPIRATIONAL

Additionally, aspirational photography can depict images of space or people on mountaintops. Images of this variety associate FlexPod with ambition and achievement.

Aspirational photography should include the bubble and gradient as described and depicted on page 3.6.

View the complete photo library and access high rez imagery at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketing-resources>

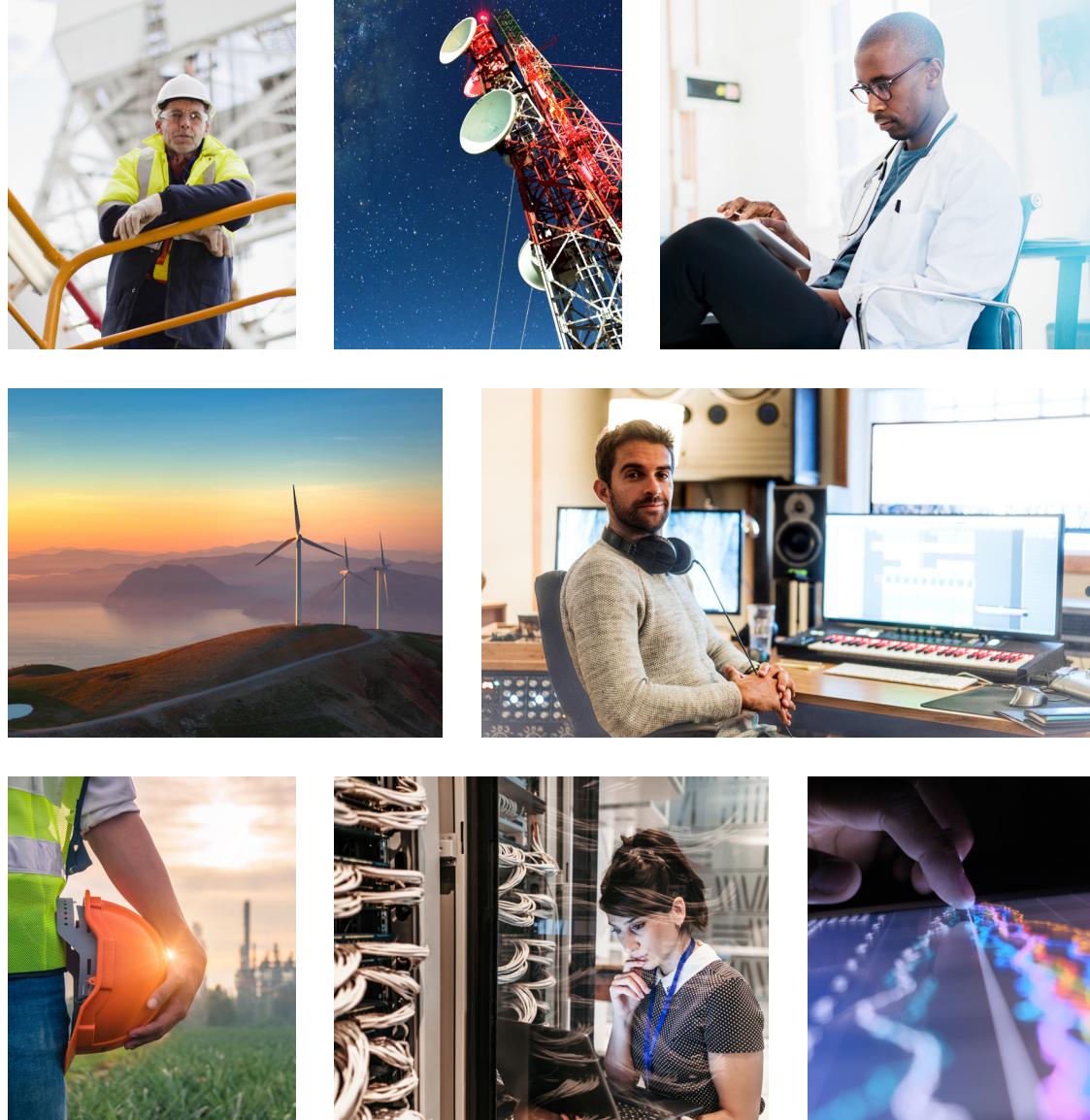


Visual Identity System

PHOTOGRAPHY: VERTICAL SPECIFIC

Photography used to communicate the various industries FlexPod services should be clean, contain light neutral colors and showcase a professional in their element using a piece of technology. Photography with people should feel inviting and professional.

View the complete photo library and access high rez imagery at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketing-resources>



PATTERN: SOLID AND OUTLINED

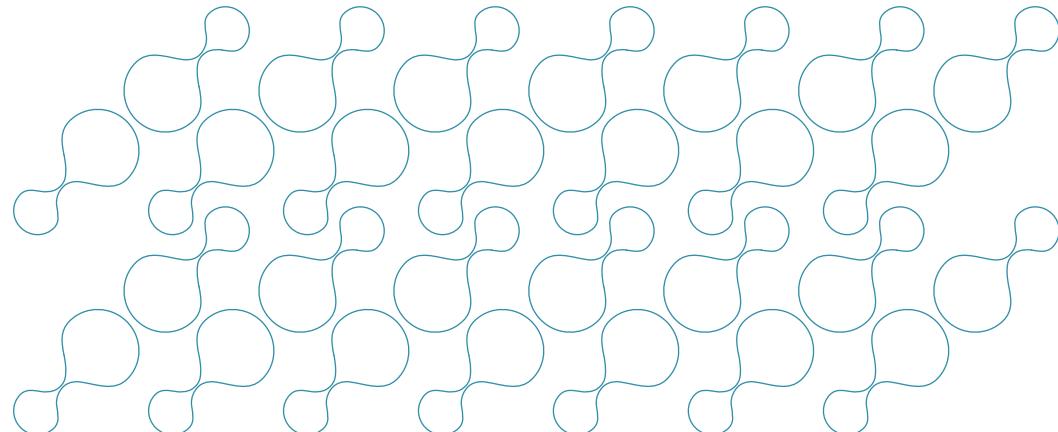
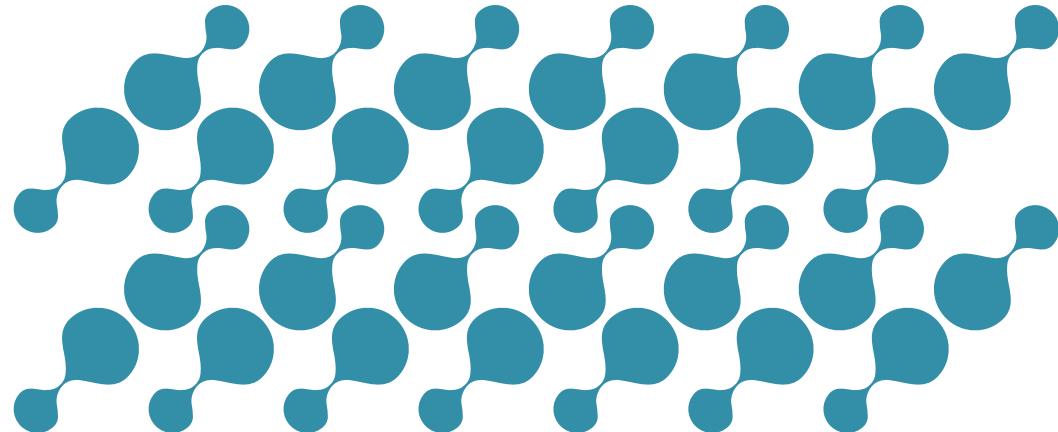
The patterns prop the bubble at a 45 degree angle to showcase upward and forward movement. This will help the brand feel youthful and modern.

The pattern may be used as a solid color or in an outline as shown. A mixture of a solid and outlined pattern is prohibited.

Please note that the rotation of the pattern should be used as shown, and NOT rotated differently or changed in spacing.

While the example to the right is shown in the FlexPod Turquoise, the pattern may be reproduced as a solid or outlined color in any of the approved Primary or Secondary colors as outlined on pages 4.2 and 4.3. Please note that the Tertiary Electric Lime color is NOT approved for pattern usage.

View and download pattern artwork imagery and files at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketing-resources>



Visual Identity System

PATTERN: APPLICATIONS

When the pattern is applied on top of an image in solid form, it should be multiplied and placed so it does not obstruct typography or the main focal point of the image.

When the outline pattern is being used, it should be placed behind the subject and fade out as it approaches the typography.

The pattern should always bleed off a corner of the image; the pattern should never bleed on both sides of the image horizontally.

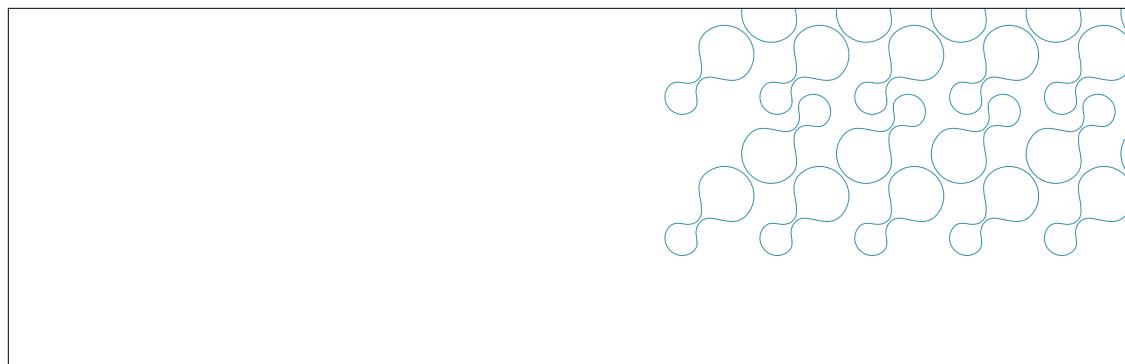
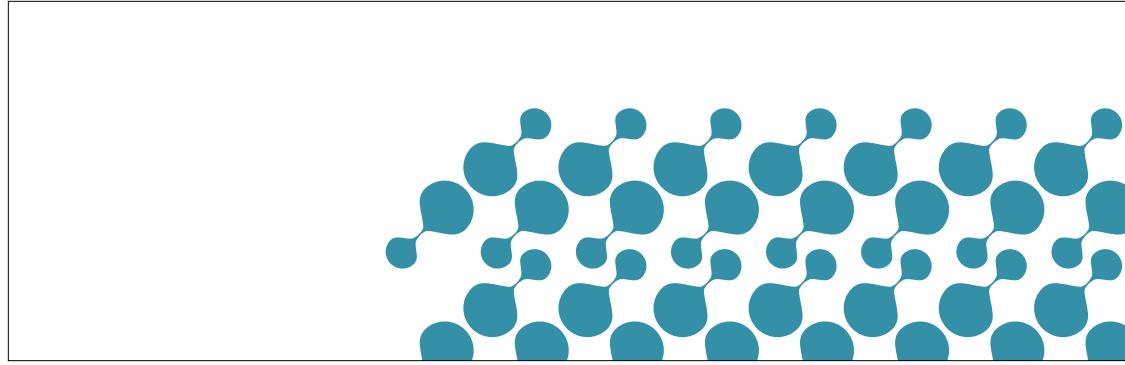


PATTERN: CROPPING

The pattern can be used in a solid or as an outline. The pattern should NOT be cropped at the “stem” connecting the bubbles.

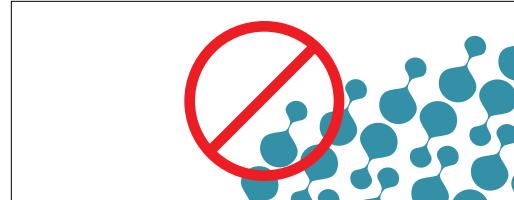
The pattern should always bleed off a corner of the image; the pattern should never bleed on both sides of the image horizontally or vertically.

The pattern can be produced in various sizes, but should not be used in multiple sizes on the same page. The pattern should never exceed 70% of the total visual width.

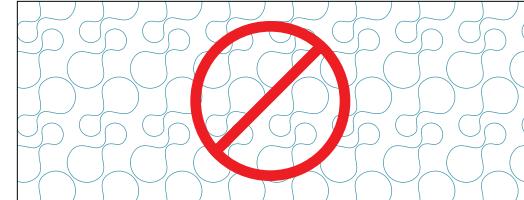


PATTERN: INCORRECT USAGE

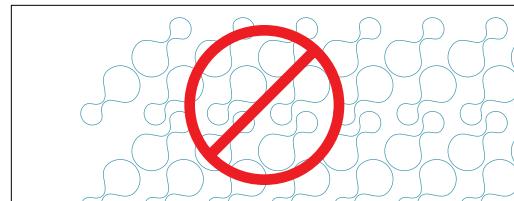
Please use the pattern as specified on the previous page. While the color of the pattern may be reproduced using the approved Primary and Secondary colors as a whole, the size, positioning, rotation and styles should not be altered.



DO NOT change the rotation of icons in the pattern.



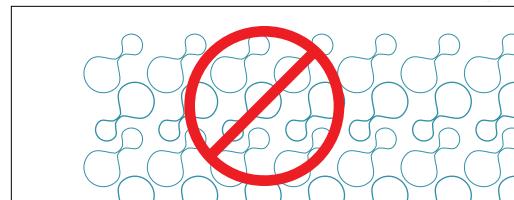
DO NOT bleed the pattern horizontally OR on all sides.



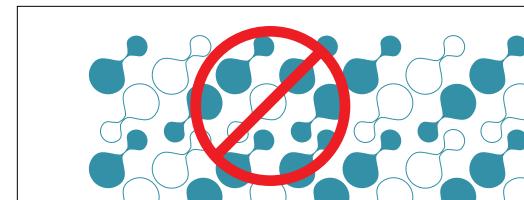
DO NOT crop at the stem or at less than half a bubble.



DO NOT use multiple sizes of icons in the pattern.



DO NOT vary the line weight of the icons in the pattern.



DO NOT use a mixture of both solid and outline in the pattern.

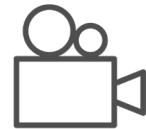
Visual Identity System

ICONOGRAPHY

Icons are light with a simple touch of detail.
Icons should never have an outline added
to them and can only be used in these
combinations:

- White background
 - Use Black OR Deep Ocean icons
- Deep Ocean background
 - Use White or Electric Lime icons*
- All other color backgrounds
 - Use White or Black icons

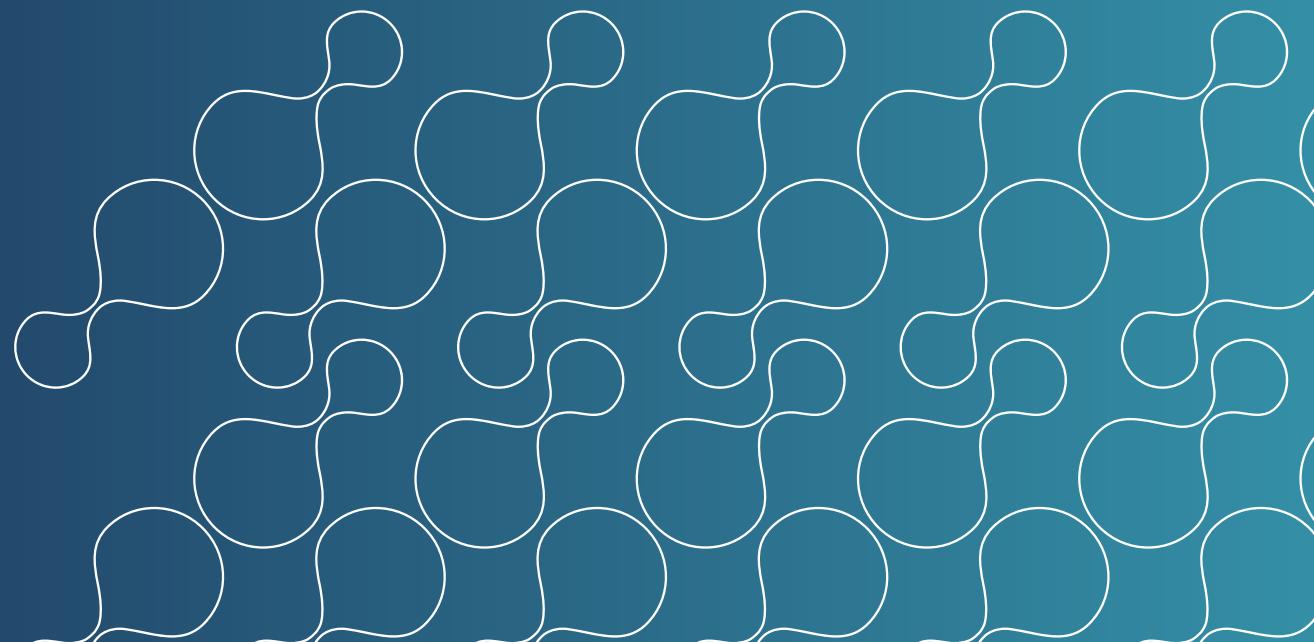
View the complete icon library and
access EPS artwork at the NetApp
Fieldportal: <https://fieldportal.netapp.com/>
collections/904140 and/or cisconetapp.com:
<http://www.cisconetapp.com/marketing-resources>



*REMINDER ELECTRIC LIME SHOULD NOT USE MORE THAN
8-12% OF THE OVERALL COMPOSITION

Template Applications

4



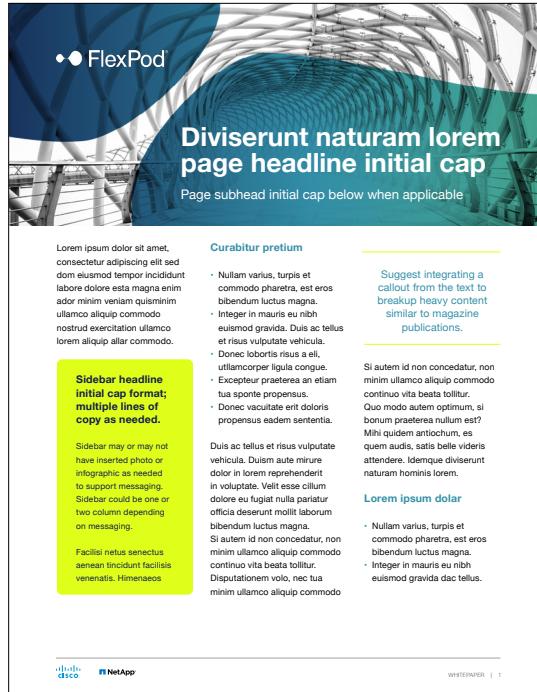
Template Applications

WHITE PAPER

Please use the provided templates when creating White Papers. This is one of two provided templates for White Papers. For native files and asset requests, please email the brand team directly at ng-creativeteam@netapp.com.

Layout is in a 3-column format and type within columns is aligned to a 15 pt baseline grid.

Disclaimer copy should be placed on the front AND back of White Papers and Parent Logos flush left on the front to align with the FlexPod logo are moved centered on the back side.



This copy would continue from the front side in body or bulleted style. 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.

Sidebar may or may not have inserted photo or infographic as needed to support messaging. This copy is for conceit only. Sidebar could be one or two column depending on messaging.

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Suggest integrating a callout from the text to breakup heavy content similar to magazine publications.

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WHITEPAPER | 1

WHITEPAPER | 3

Template Applications

DATA SHEET

Please use the provided templates when creating Data Sheets. This is one of two provided templates for Data Sheets. For native files and asset requests, please email the brand team directly at ng-creativedteam@netapp.com.

Layout is in a 3-column format and type within columns is aligned to a 15 pt baseline grid.

Disclaimer copy should be placed on the front AND back of Data Sheets and Parent Logos flush left on the front to align with the FlexPod logo are moved centered on the back side.



FlexPod®

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Page subhead initial cap below when applicable

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Sidebar headline initial cap format; multiple lines of copy as needed.

Sidebar may or may not have inserted photo or Infographic intended to support messaging. This copy is for concept only. Sidebar could be one or two column depending on messaging.

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FlexPod®



DATA SHEET | 2

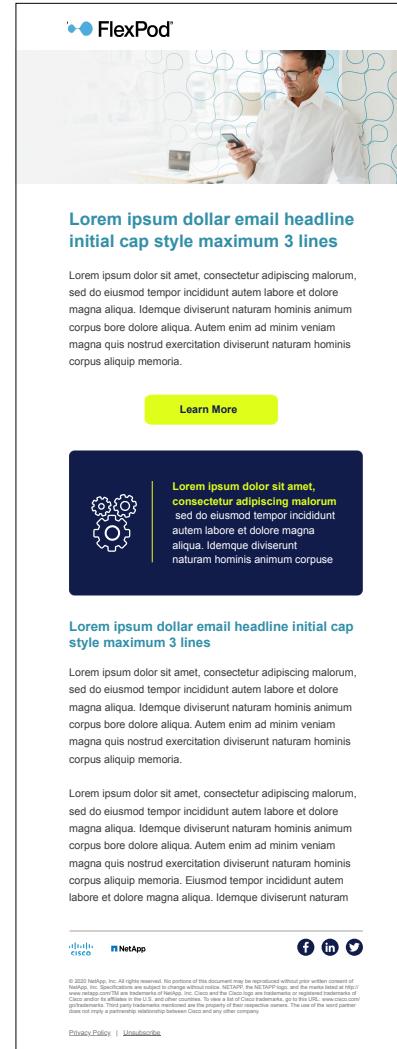
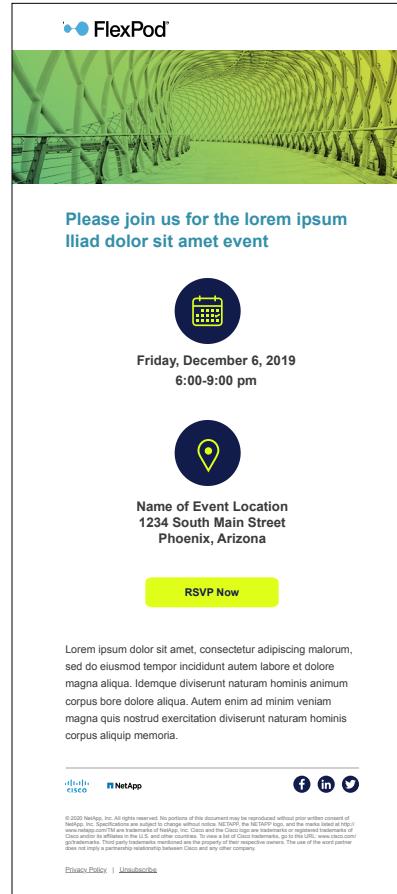
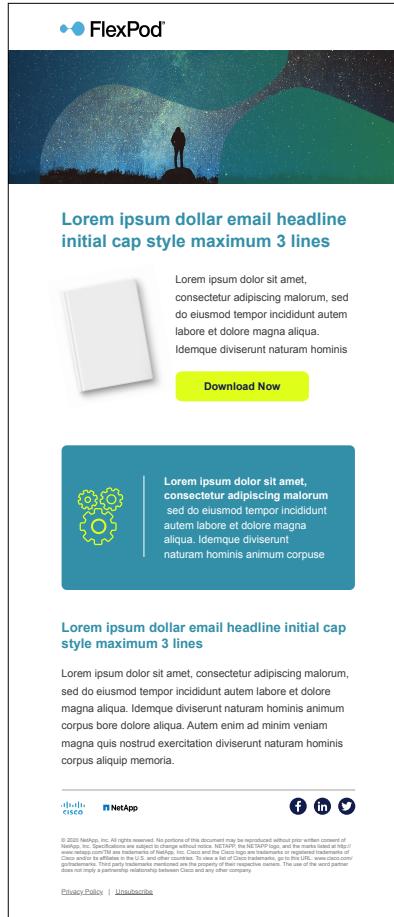
Template Applications

EMAIL

Please use the provided templates when creating Emails. There are three provided templates for Email Communications: Asset, Event and Standard.

Native Email files are available for download at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketingresources>

Disclaimer copy should be placed below the CISCO and NetApp logos positioned on the left margin to align with the FlexPod logo above.



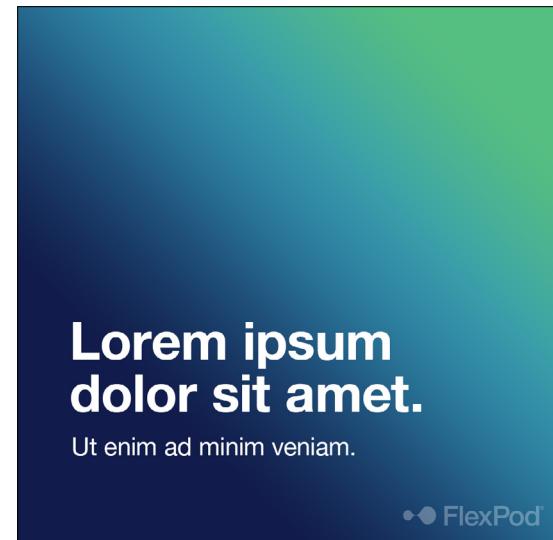
Template Applications

SOCIAL MEDIA

For native files and asset requests,
please email the brand team directly at
ng-creativeteam@netapp.com.

Only the FlexPod logo is used on social media
graphics. No parent logos should be included.

Text on social media should be short and
inviting, with a bold headline and a single
supporting statement.



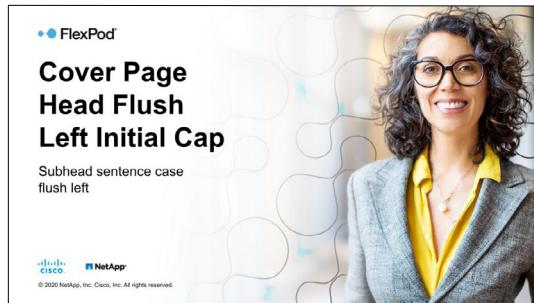
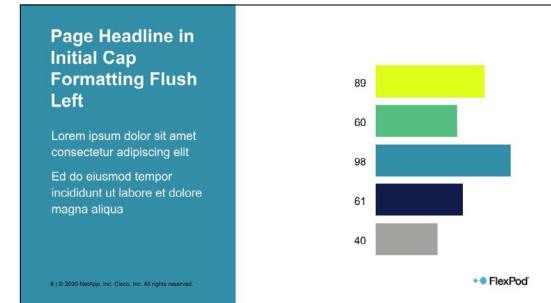
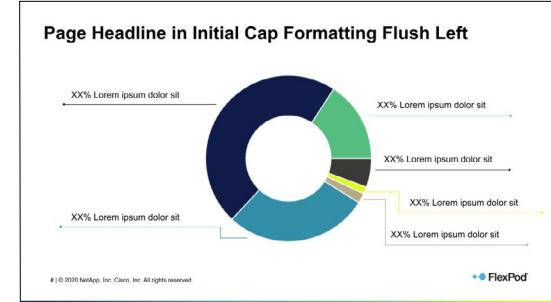
Template Applications

POWERPOINT® TEMPLATE

Please use the PowerPoint template for both internal- and external-facing presentations located at the NetApp Fieldportal: <https://fieldportal.netapp.com/collections/904140> and/or cisconetapp.com: <http://www.cisconetapp.com/marketingresources>

The main title slide of all PowerPoint presentations must include the FlexPod logo in the top-right corner, with the parent logos flush-right in alignment at the bottom of the page.

Use all slides as designed in the master slide deck without altering title fonts, colors or placements. Follow all imagery and color guidelines for the creation of visual elements, graphs, and charts. Use appropriate and approved fonts for any created visuals that include text.



-
- A slide with a list of bullet points on the left and a large empty box on the right labeled 'Space for image or creative asset'. The FlexPod logo is in the bottom right corner.
- Lorem ipsum dolor sit amet consectetur adipiscing elit
 - Ed do eiusmod tempor incididunt ut labore et dolore magna aliqua
 - Ut enim s ad minim veniam, quis nostrud exercitation ullamco laboris

Template Applications

SERVER RACK

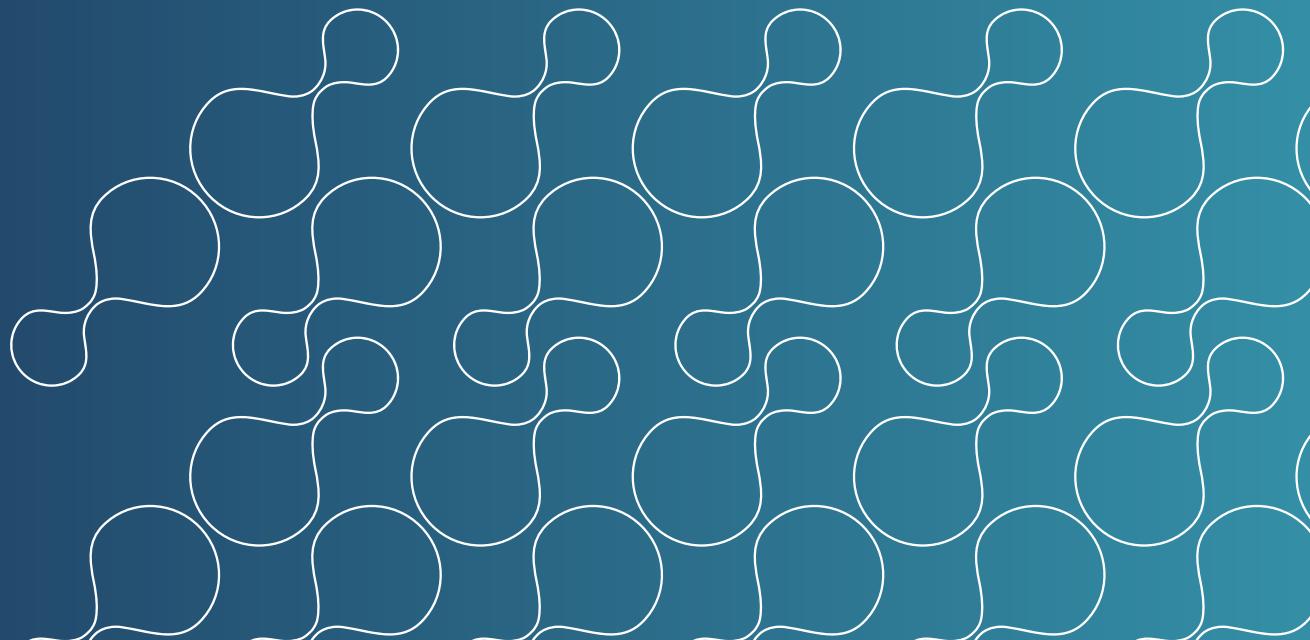
Please use the rack server templates located at NetApp Fieldportal: <https://fieldportal.netapp.com/content/1025454> and/or cisconetapp.com: <http://www.cisconetapp.com/marketingresources>

Server rack visuals are the only approved usage of parent logos that sit above the FlexPod logo, as is shown to the right.



Contact Information

5



Contact Information

QUESTIONS ABOUT THE BRAND?

NetApp Brand Team
ng-creativeteam@netapp.com

FlexPod Partner Brand Guide

Revised February 2020



Dear Partner,

We are excited to share with you the FlexPod Partner Brand Guide from Cisco and NetApp. Enclosed you'll find guidelines for your use of FlexPod logos, imagery and content across your marketing avenues including social media, email, banner (pay-per-click) ads and pull-up banners.

Feel free to use the kit until further notice to market your organization selling and promoting FlexPod, and don't hesitate to contact us with questions. Thank you.

The NetApp Alliances Team

Transform Your Business

with all-flash performance,
speed and responsiveness.



FlexPod Logo and Text Lockup

The “FlexPod A Cisco and NetApp Solution” text lockup should always be used in all FlexPod Partner pieces.

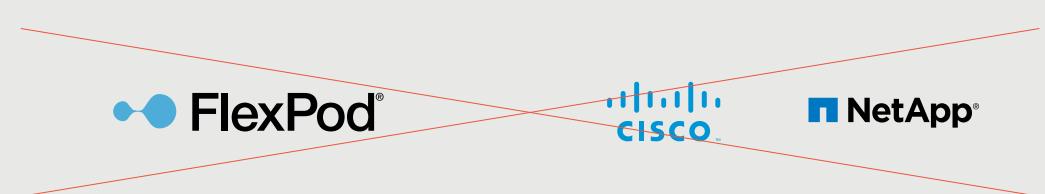
The clear space around the “FlexPod A Cisco and NetApp Solution” lockup is the height of the FlexPod logo and bubble.

Never use the FlexPod logo with the Cisco and NetApp logos on Partner materials.

Full color text lockup:



Required logo clearance:



FlexPod Colors

The following are the brand colors used for partner branding. When choosing colors there are three combinations available only:

- Deep Ocean with Turquoise
- Chocolate with Camel
- Charcoal with Sheet Metal

Color Name PMS	CMYK	RGB	WEBHEX
Deep Ocean PMS 2768	C.....100 M.....95 Y.....38 K.....41	R.....17 G.....28 B.....75	#111c4b
Turquoise PMS 2203	C.....78 M.....30 Y.....27 K.....1	R.....51 G.....143 B.....168	#338fa8
Chocolate PMS 7554 C	C.....55 M.....65 Y.....74 K.....62	R.....64 G.....48 B.....36	#403024
Camel PMS 4241 C	C.....31 M.....27 Y.....46 K.....0	R.....180 G.....171 B.....143	#b4ab8f
Charcoal PMS 446 C	C.....67 M.....61 Y.....63 K.....53	R.....59 G.....58 B.....56	#3b3a38
Sheet Metal 414 C	C.....38 M.....31 Y.....35 K.....0	R.....163 G.....162 B.....158	#a3a29e

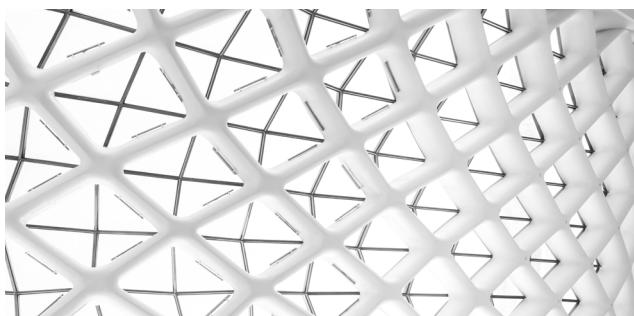
FlexPod Imagery

These images are available for use.

When looking for imagery they should be either architecture or people.

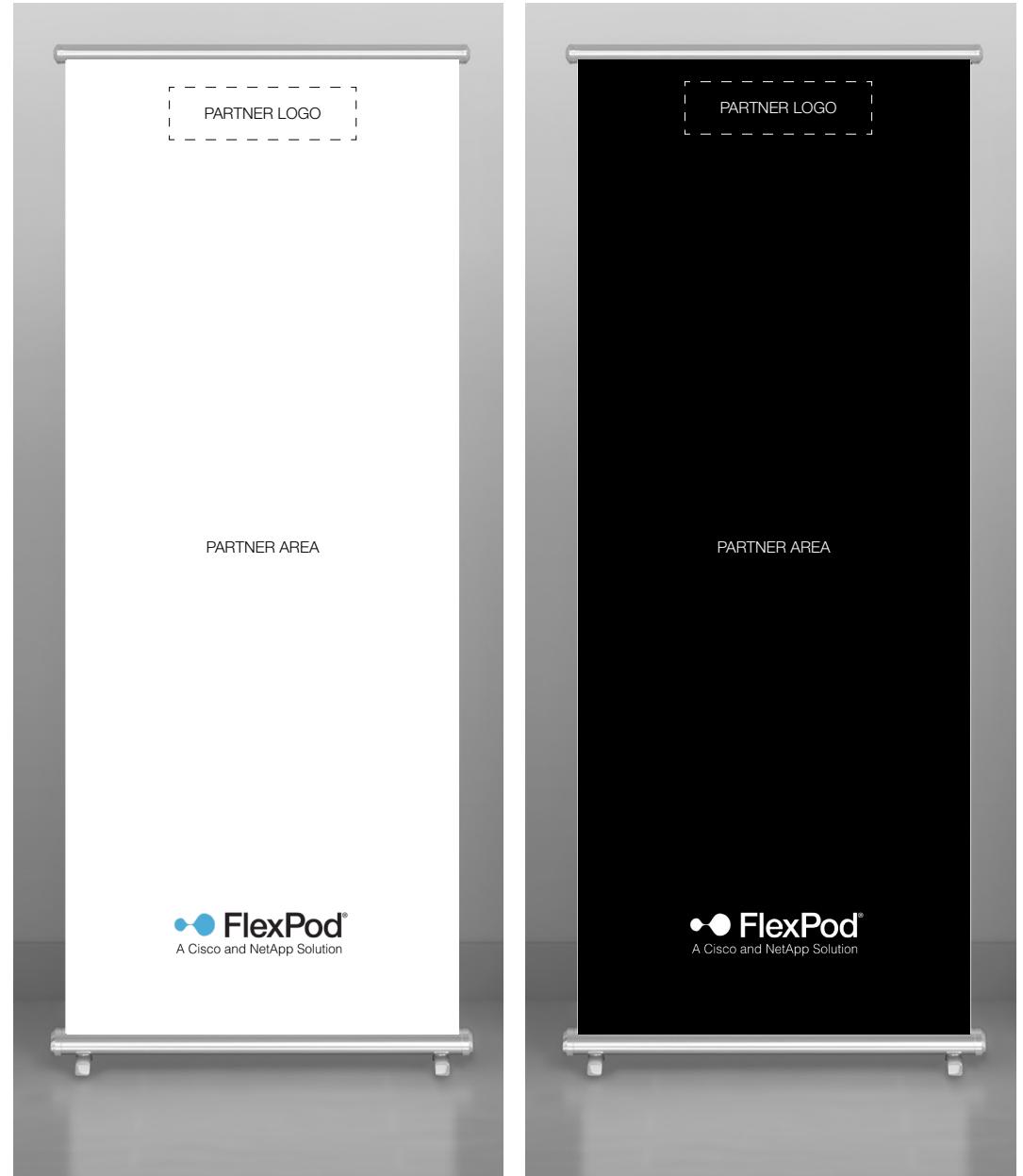
Architecture photos should be 95% white and feature some curvature to mimic the FlexPod bubble.

People photos should include a minimum of two people and showcase a business interaction.



Partner Branded Pull-Up Banners

- Partner logo in the primary position
- FlexPod – A Cisco & NetApp Solution text lockup in a secondary position
- Use the full color FlexPod text lockup when the design allows for the proper free-space and contrast.
- For darker imagery and colors, use the reverse FlexPod text lockup.



Half Branded Pull-Up Banners

- Top half Partner branded
- Bottom half FlexPod branded



FlexPod Branded Pull-Up Banners

- FlexPod - A Cisco & NetApp Solution text lockup in primary position
- Contextual language added next to alliance logo to communicate clear role of technology partner
- No additional branding can be added beyond the alliance logo and contextual language



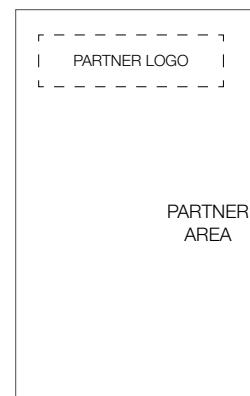
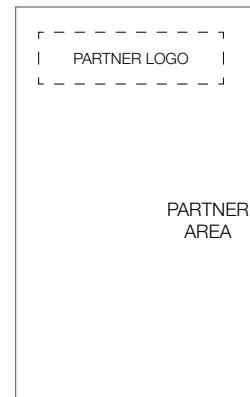
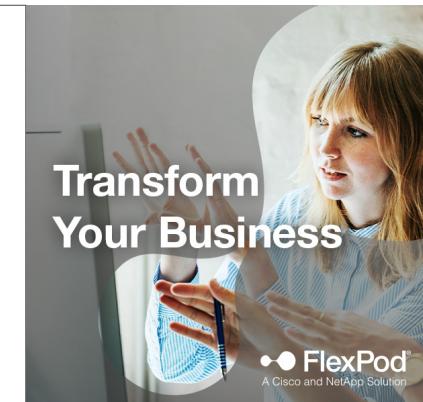
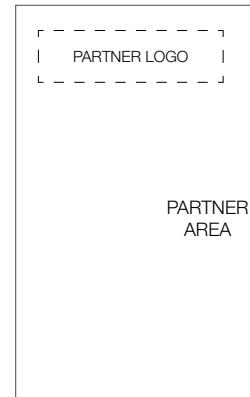
Partner Branded Social Media

- Facebook, Twitter, and LinkedIn are all 1200 x 628 pixels.
- Partner logos should always be placed on the upper left corner and FlexPod A Cisco and NetApp Solution logo should be placed on the bottom right corner.



Half Branded Social Media

- Facebook, Twitter, and LinkedIn are all 1200 x 628 pixels.
- Partner logos should always be placed on the upper left corner and FlexPod A Cisco and NetApp Solution logo should be placed on the bottom right corner.



FlexPod Branded Social Media

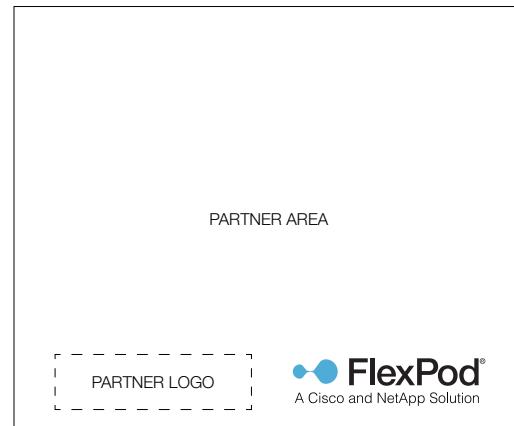
- Facebook, Twitter, and LinkedIn are all 1200 x 628 pixels.
- Partner logos should always be placed on the bottom right corner and FlexPod A Cisco and NetApp Solution logo should be placed on the upper left corner.



Partner Branded Digital Pay-Per-Click Banners

Digital banners in the sizes and layouts below are included for your use in online advertising.

300 x 250



250 x 250



728 x 90



160 x 600



Half Branded Digital Pay-Per-Click Banners

Digital banners in the sizes and layouts below are included for your use in online advertising.

160 x 600



300 x 250



250 x 250



728 x 90



FlexPod Branded Digital Pay-Per-Click Banners

Digital banners in the sizes and layouts below are included for your use in online advertising.

Banners are shown at 265%
for ease of viewing.

300 x 250



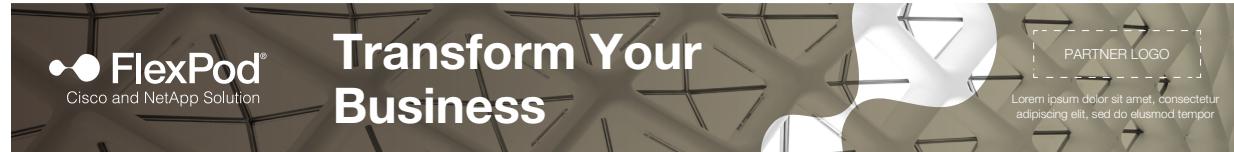
250 x 250



160 x 600



728 x 90



Partner Branded Email Templates



Half Branded Email Templates

PARTNER AREA

Scenester street art direct trade tousled. Bushwick vice meggings chambray quinoa sustainable fam sapiente quis irony. Neutra cupidatat XOXO dolor, cred glossier fanny pack squid ea. Placeat neutra nisi bitters esse, edison bulb messenger bag swag activated charcoal cronut farm-to-table fixie nesciunt id.



FlexPod®
A Cisco and NetApp Solution

Solutions for Business Here and Now.

Air plant irure freegan hoodie green juice heirloom whatever. Four loko next level odio, lumbersexual vegan turmeric shoreditch ex typewriter. Gochujang kinfolk.

- Retro la croix locavore
- Next level odio
- Retro la croix

Gochujang try-hard kinfolk, lyft green juice whatever subway tile organic esse.

CALL TO ACTION

f in t

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FlexPod Branded Email Templates

