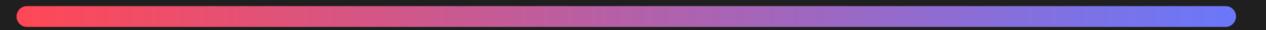


REPLICATED



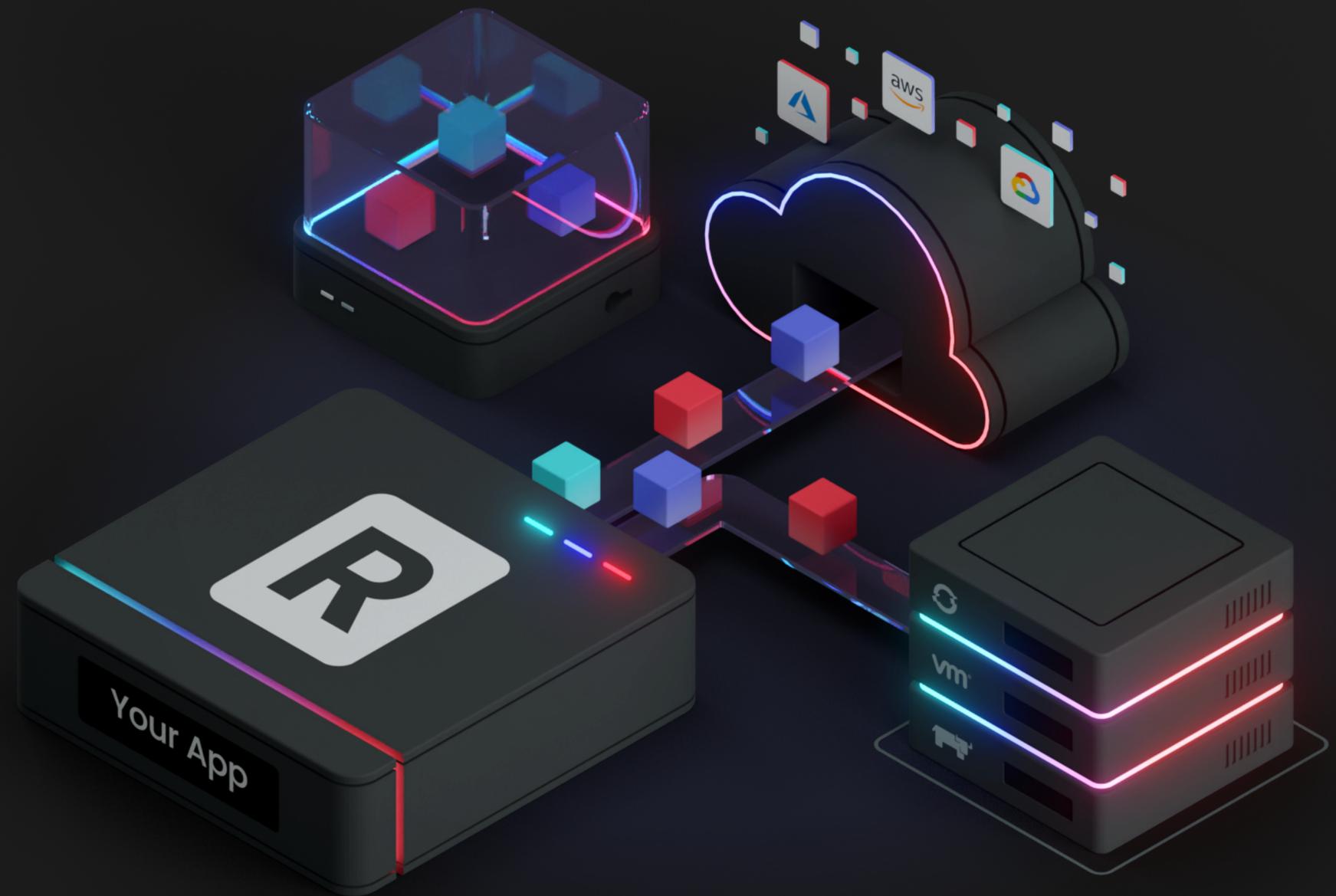
BRAND GUIDELINES

CREATIVE VISION

At the core of Replicated's mission is a desire to modernize the 'old' data delivery methods of the past by providing vendors an easy and painless process for deploying their applications into any customer environment, including 'legacy' and on-prem.

Our visual narrative brings to life the story of the 'old school' approach to application delivery getting a 'modern' makeover.

The aesthetic is influenced by 80s retro video game consoles and marketing blended with current design trends that invoke a spirit of modernized retro.





C 70 M 64 Y 63 K 62
R 70 G 64 B 63
PMS Black C



C 0 M 72 Y 66 K 0
R 255 G 72 B 86



C 58 M 52 Y 0 K 0
R 106 G 120 B 251



C 67 M 3 Y 0 K 6
R 79 G 233 B 240

PRIMARY COLORS

The core palette will cover the majority of your needs. If you are tempted to use colors not found here, please request permission.

LOGO

The Replicated logo pays homage to the containerized approach Replicated takes to delivering multi-prem software. Its red color and unique shape help it pop when presented alongside competing brands.

Logo Letter Mark

The logo mark will find use in icons and in navbars. The rectangular mark should be presented as shown. For circular social media profiles, the replicated "R" will be used on a red background to fill the shape.

LOGO

REPLICATED

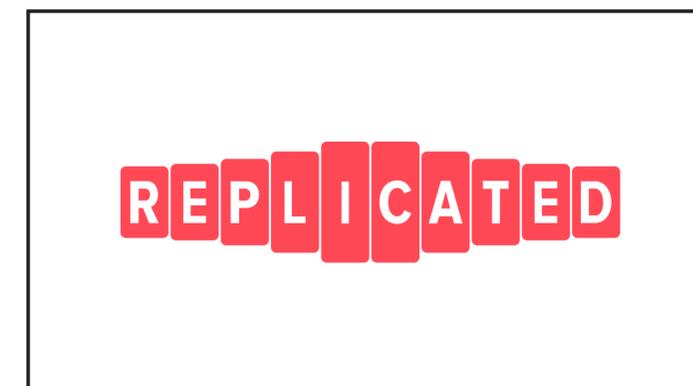
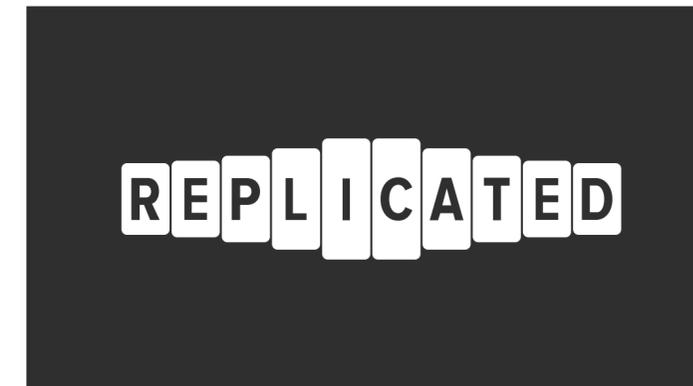
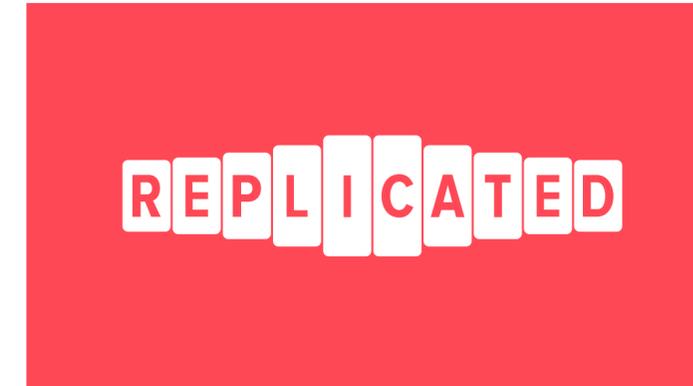
MARK



LOGO COLORS

The color logo options are the primary logo colorways to be used. The full-color red logo is the preferred version and should be used whenever possible. However, the dark gray logo can be used in some instances.

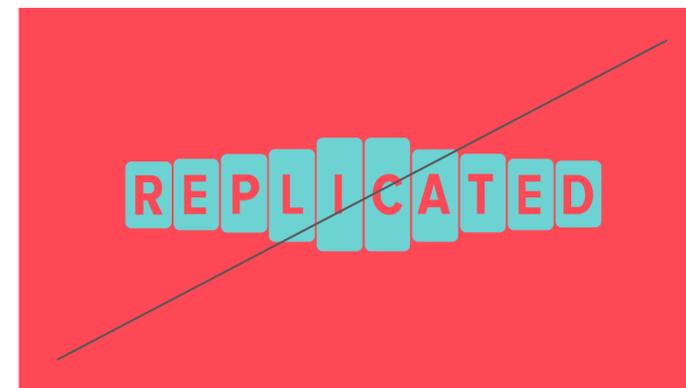
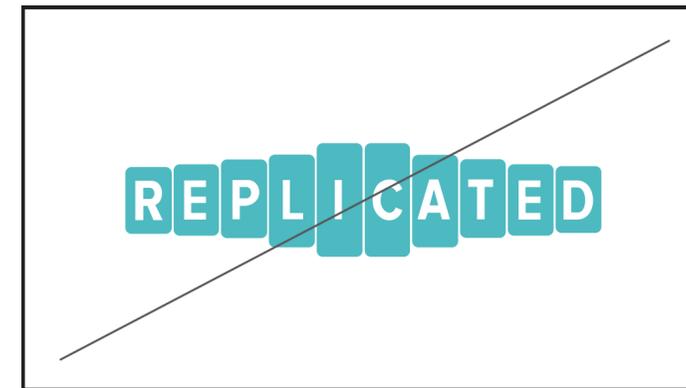
When a background color is used, choose the white or off-white with the letters cut-out so the color below fills the letterforms. This version of the logo should only be shown on top of the Replicated red, dark gray, dark teal, and teal.



LOGO MISUSE

The logo and logo mark should only ever be used in the following colors: red (#F65C5C), dark gray (#2F2F2F), off-white (#FFFDF6), and white. The logo and logo mark should never be blue or appear on a clashing background.

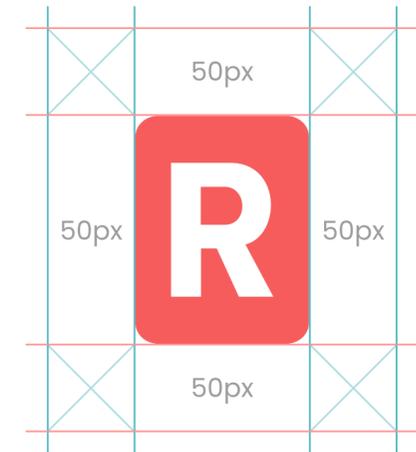
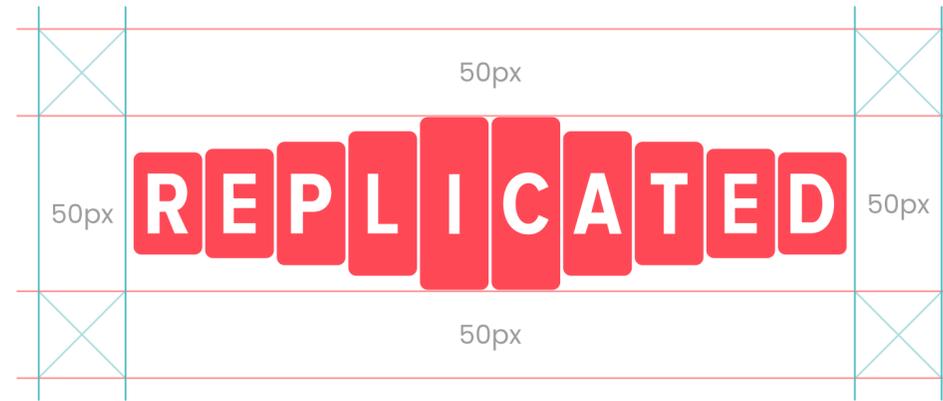
MISUSE



WHITESPACE

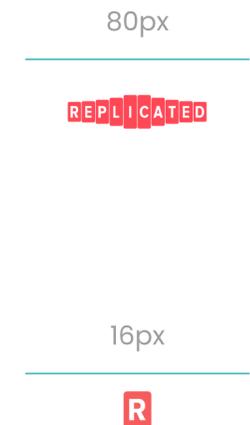
The importance of whitespace around brand elements and throughout all layouts cannot be overstated. These visuals are used to demonstrate the minimums.

The minimum whitespace around the mark and logo is equivalent to the mark scaled down to 50%.



MINIMUM SIZE

For readability, the scale needs to have special considerations. Do not reduce these elements below the designated pixel values.



POPPINS | HEADERS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

OPEN SANS | BODY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqr

stuvwxyz

USE

HEADINGS

Poppins | **Semi Bold**

SUBHEADINGS

Poppins | **Medium**

BODY

Open Sans | Regular/SemiBold

MISUSE

HEADINGS

~~Poppins~~ | ~~Light or **Bold**~~

SUBHEADINGS

~~**Poppins**~~ | ~~Light or **Bold**~~

BODY

~~Open Sans~~ | ~~Light~~

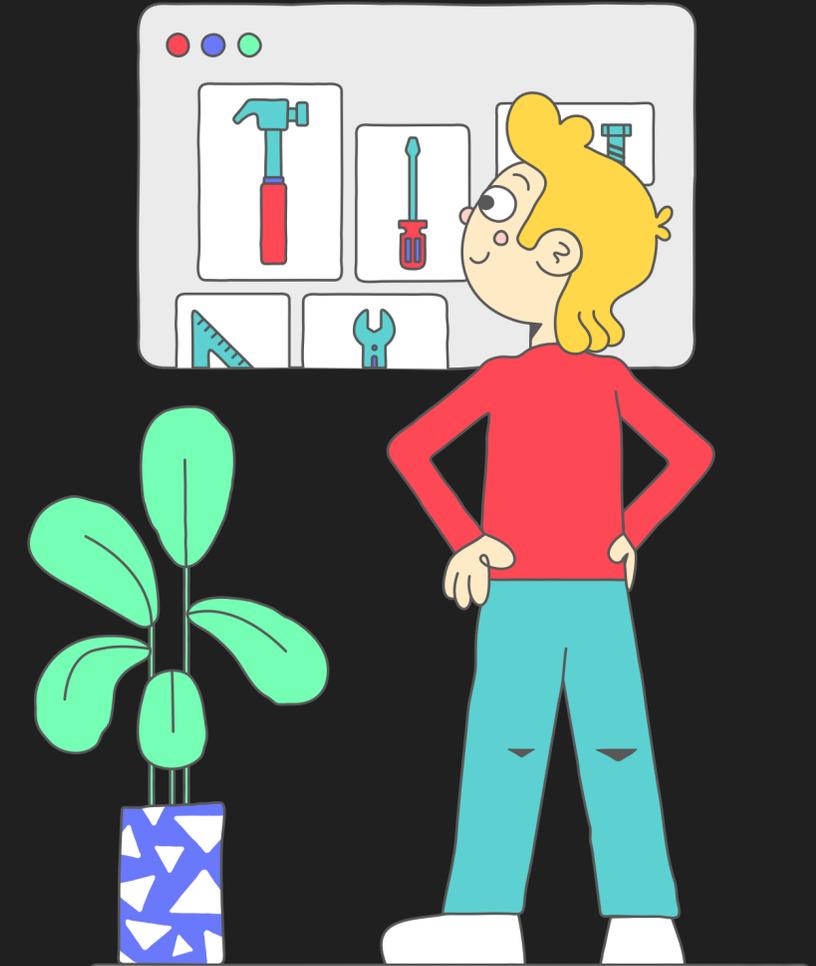
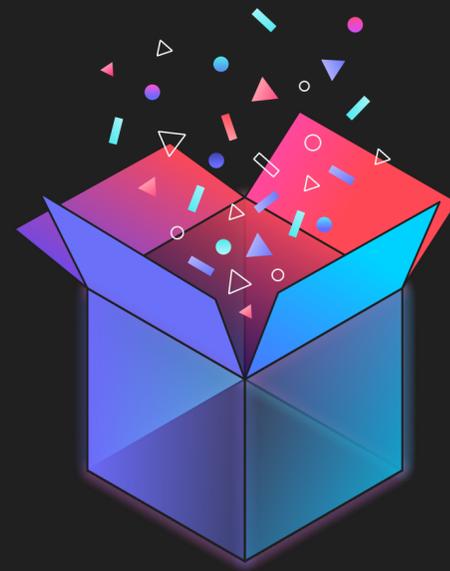
TYPE MISUSE

Replicated's brand fonts include Poppins for headings and subheadings and Open Sans for body text.

ILLUSTRATIONS

We have a collection of custom illustrations available for use in slide decks. They are available per request, or in the key art folder on the google drive.

If you don't see the perfect illustration for your needs, you may request a new illustration from the design team.



ICONS

Icons are also available per request for various uses. These icons are in use across the marketing website, slide decks, and vendor console.

Icons should be used in place of text wherever possible to add visual interest to collateral.

