

# SolarWinds Branding Guidelines

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# SolarWinds Corporate Logo

## Primary Logo

A strong, consistent corporate identity is crucial to building brand awareness. As SolarWinds continues to expand, it is increasingly important to project a unified corporate image that instills confidence in our brand. The SolarWinds logo is a visual symbol for the products, services and the image of our company. The logo is a visual extension and representation of our brand and has been designed for ease of recognition. It is important to be consistent in the use of the logo and to maintain its intended standards through accurate reproduction.

These guidelines provide instructions for properly articulating the logo and other SolarWinds branding assets in print and electronic media. Adherence to these guidelines enables our company to project a consistent and powerful corporate image.



Primary Logo



Primary reverse logo

## Logo Elements

The logo is comprised of custom drawn shapes and specially refined letter forms. The logo projects a strong and clear image of the SolarWinds brand to our audience. This unique graphic element is not a typeface, word or name. It is a symbol of the brand. Do not attempt to duplicate the logo type from stock typeface, or modify the logo in any way. To ensure the quality of the logo, always source the logo art from the approved SolarWinds graphic library.







## Logo Colors

Color helps define the logo. It sets tone and sends a message. The use of color in all applications must appear consistent throughout production and fabrication media. Outlined below are the color values for orange and gray, the primary colors in the SolarWinds logo. These values should be used as a reference when choosing colors for printed media, online usage and signage.

The logo is a two-color mark. Print vendors should match color chips from the most recent Pantone® Matching System. Paper type and finish should be consistent throughout all printed materials to support corporate colors. A bright white stock is preferred.

### Spot Color Specification

In offset printing, a spot color is any color generated by an ink that is printed using a single run. Spot color printing might be used for business cards or printing of promotional items. SolarWinds orange prints very differently depending upon the surface of the materials to which the logo is applied. Therefore, it is critical to select the appropriate color specification. When spot colors are used, please use the following specifications.

Coated Paper Surfaces	Uncoated Paper Surfaces
 Pantone® 1375 C	 Pantone® 130 U
 Pantone® Cool Gray 11 C	 Pantone® 432 U

### CMYK Color Specification

CMYK, or four-color process printing, is typically used when printing in multiple colors. Brochures, postcards, and most graphics are printed using a CMYK process.

 C=0 M=45 Y=100 K=0	 C=0 M=2 Y=0 K=68
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### RGB Color Specification

RGB values are typically employed when an image or logo will be viewed on a computer screen or might be used for some print applications.

 R=249 G=157 B=51	 R=113 G=112 B=115
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### Web Color Specification

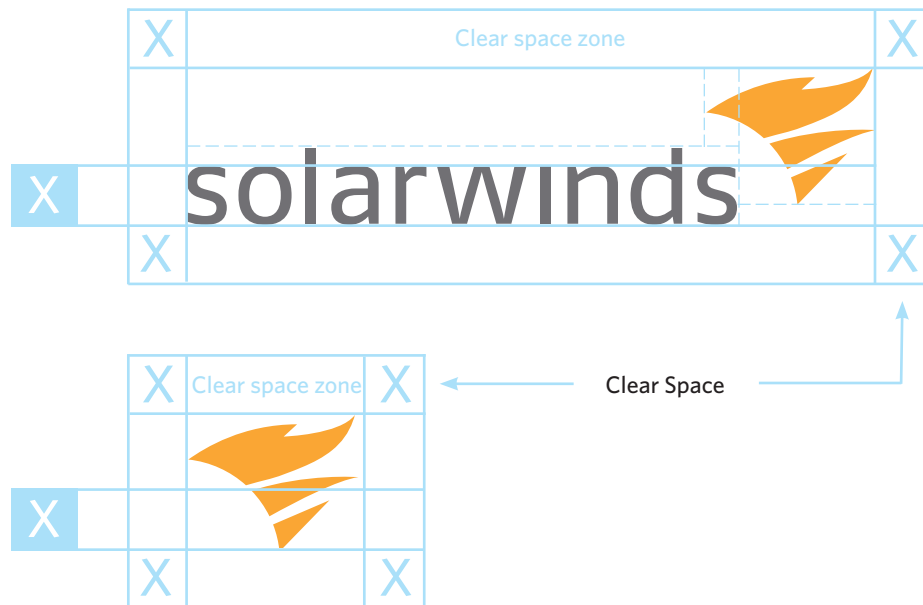
Web color specifications ensure consistent color for materials intended to be viewed online. The SolarWinds orange is most closely matched on screen by the web value indicated below.

 #f99d1c	 #30383a
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# Clear Space Requirements

## Logo & Mark Clear Spaces

For the logo to maintain impact, the surrounding area must be open and uncluttered. Careful consideration must be used when placing the logo close to graphic elements (refer to measurement below for clear space requirements). This space is designed to ensure legibility. The same clear space rule applies for all applications of the logo. The minimum clear space, derived from the x-height of the logotype characters, must be maintained on all four sides.



# Logo Size Requirements

## Logo Size

To ensure legibility, the logo may not be reproduced below 1" wide.



## Reduction and Enlargement

Always reproduce the logo from approved marketing logos. Do not attempt to recreate this logo. Try to use the logo in the size provided. If you find that you need to enlarge or reduce a logo, start with the logo closest in size to the finished size desired. Remember, it is usually preferable to reduce rather than to enlarge the logo.

# Mark Size Requirements

## Mark Size

To ensure legibility, the mark may not be reproduced below 0.2" wide.



1"



.75"



.5"



.2"

## Reduction and Enlargement

Always reproduce the mark from approved marketing logos. Do not attempt to recreate this mark. Try to use the mark in the size provided. If you find that you need to enlarge or reduce a mark, start with the mark closest in size to the finished size desired. Remember, it is usually preferable to reduce rather than to enlarge the mark.



# Special Circumstances

## Written Logo

When a written treatment is needed for a non-graphical treatment in cases such as documents, etc. the following system should be used for consistency:

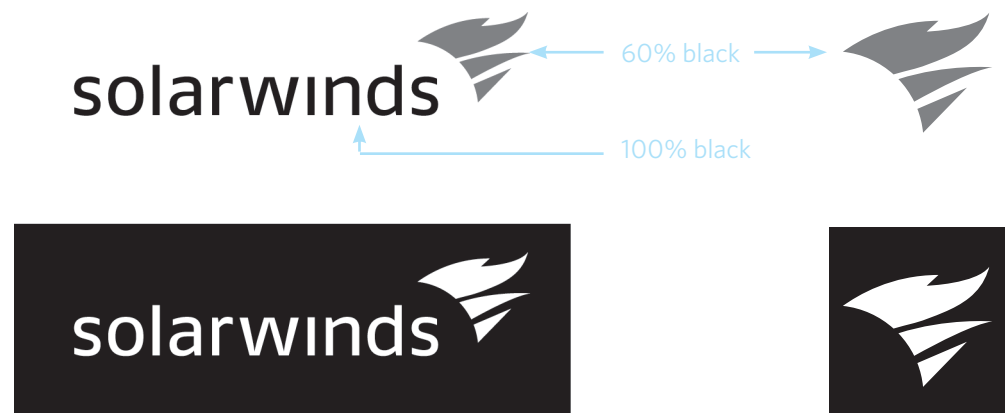
“SolarWinds®” or “SolarWinds®, Network Management Simplified”

## Black & White

When it is necessary for the logo to appear in black and white, use this version of the logo. Please use discretion when placing the logo over textured, toned, or photographic backgrounds. This rendition of the logo is only appropriate on the following backgrounds:

- white or light backgrounds
- dark or solid color backgrounds
- photographic backgrounds
- fax or black and white printer applications.

When placing the logo on a photographic background the logo should be placed on an area that is even in tone and that contrasts with the logo.



# Special Circumstances

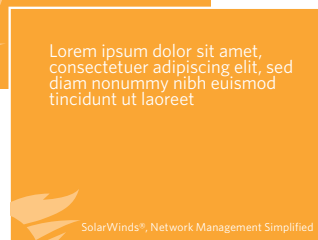
## Breaking the Mark from the Logotype

The mark may be broken from the logotype and selectively used as a dynamic element to enhance a design. The mark should never be the lone representation of the SolarWinds brand on collateral pieces. It should always appear in context and be reinforced with the approved usage guidelines provided within this document.

Slide 1



Slide 2



### Correct

The mark is used in a background along with the primary mark, written logo or an associated product name on the same or following pages.

Side 1



Side 2



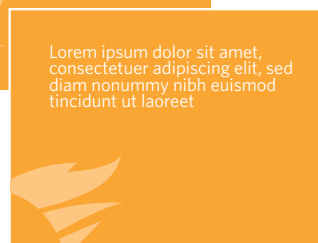
### Correct

Design features both the mark as an element along with the primary logo on opposite side.

Slide 1



Slide 2



### Incorrect

The mark is not used with either the primary mark, written logo or an associated product name.

Side 1



Side 2



### Incorrect

The mark is not used in context with the primary logo.

# Inappropriate Logo Usage

## Inappropriate Logo Usage

The logos below have been purposefully altered to illustrate unauthorized usage. Incorrect renditions include condensing or stretching the logo or elements of the logo. Any distortion to the design, however slight, will give the logo a different appearance, thereby hampering its legal protectability and its ability to reinforce the SolarWinds brand.

The logo may not be captured from the corporate website and used in printed material. Please use appropriate image formats (i.e., EPS or AI) from the graphics library for print applications.

No distortion of any logo elements



No substitution of fonts



No disproportionate scaling or distortion



No colors outside of the corporate colors



Do not place on a colored background that affects the overall visibility of the logo or its elements



# Inappropriate Mark Usages

## Inappropriate Mark Usage

The marks below have been purposefully altered to illustrate unauthorized usage. Incorrect renditions include condensing or stretching the mark. Any distortion to the design, however slight, will give the mark a different appearance, thereby hampering its legal protectability and its ability to reinforce the SolarWinds brand.

The mark may not be captured from the corporate website and used in printed material. Please use appropriate image formats (i.e., EPS or AI) from the graphics library for print applications.

No distortion of the mark



No introduction of additional elements to mark



No disproportionate scaling or distortion



No colors outside of the corporate colors



Do not place on a colored background that affects the overall visibility of the mark



# Corporate Colors & Fonts

## Corporate Colors

SolarWinds audiences recognize us by our colors, as well as our logo. This is why all of our communication must use the same color palette. The logo color palette consists of four primary colors and three secondary colors.

### Primary Colors



**Pantone 1375c** (*coated paper*)

cmyk: 0c 45m 100y 0k

RBG: 249r 157g 51b

HTML: #f99d1c

Screen: Yes

80% 60% 40% 20%



**Pantone Cool Gray 11 C** (*coated paper*)

cmyk: 0c 2m 0y 68k

RBG: 113r 112g 115b

HTML: #30383a



**Pantone 398**

cmyk: 11c 4m 100y 25k

RBG: 174r 165g 0b

HTML: #b6af12



**Pantone 5483**

cmyk: 62c 9m 20y 27k

RBG: 88r 145g 153b

HTML: #1d7fa1

### Secondary / Accent Colors



**Pantone Cool Gray 8**

cmyk: 23c 17m 13y 41k

RBG: 139r 141g 142b

HTML: #8b8d8e

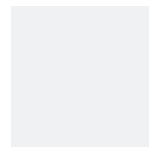


**Pantone Warm Gray 11**

cmyk: 23c 32m 31y 64k

RBG: 103r 92g 83b

HTML: #675c53



**Pantone Cool Gray 1**

cmyk: 3c 2m 4y 5k

RBG: 224r 225g 221b

HTML: #e0e1dd

## Corporate Fonts

### **Primary Font (Print Collateral)**

Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

WHITNEY BOOK SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### **Secondary Font (Web / Powerpoint)**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

# Thank You

Thank you for adhering to the SolarWinds branding guidelines. We appreciate your support in creating a strong brand and visual presence.

If you have questions about these guidelines, please don't hesitate to contact us at **[marketing@solarwinds.com](mailto:marketing@solarwinds.com)**