TrueNAS

BRAND GUIDE

www.truenas.com

Content

This TrueNAS® Brand Guide serves to ensure the consistent and effective use of all TrueNAS® design assets, including brand tone, logos, color palettes, typography, and imagery.

This document is confidential and intended solely for internal use by TrueNAS® personnel and authorized TrueNAS® partners.

Distribution or sharing with external parties is strictly prohibited unless explicit authorization is granted by TrueNAS® management.

All images, logos, and brand elements contained within this guide are registered trademarks of TrueNAS® and are protected by intellectual property laws.

1 Brand Voice

Tone of voice and key messaging guidelines to effectively communicate the TrueNAS brand identity.

2 Brand Logos

Guidelines for the proper usage and variations of the TrueNAS logos to ensure consistent brand representation.

3 Brand Colors

Detailed color palette and application rules to maintain brand identity across all platforms.
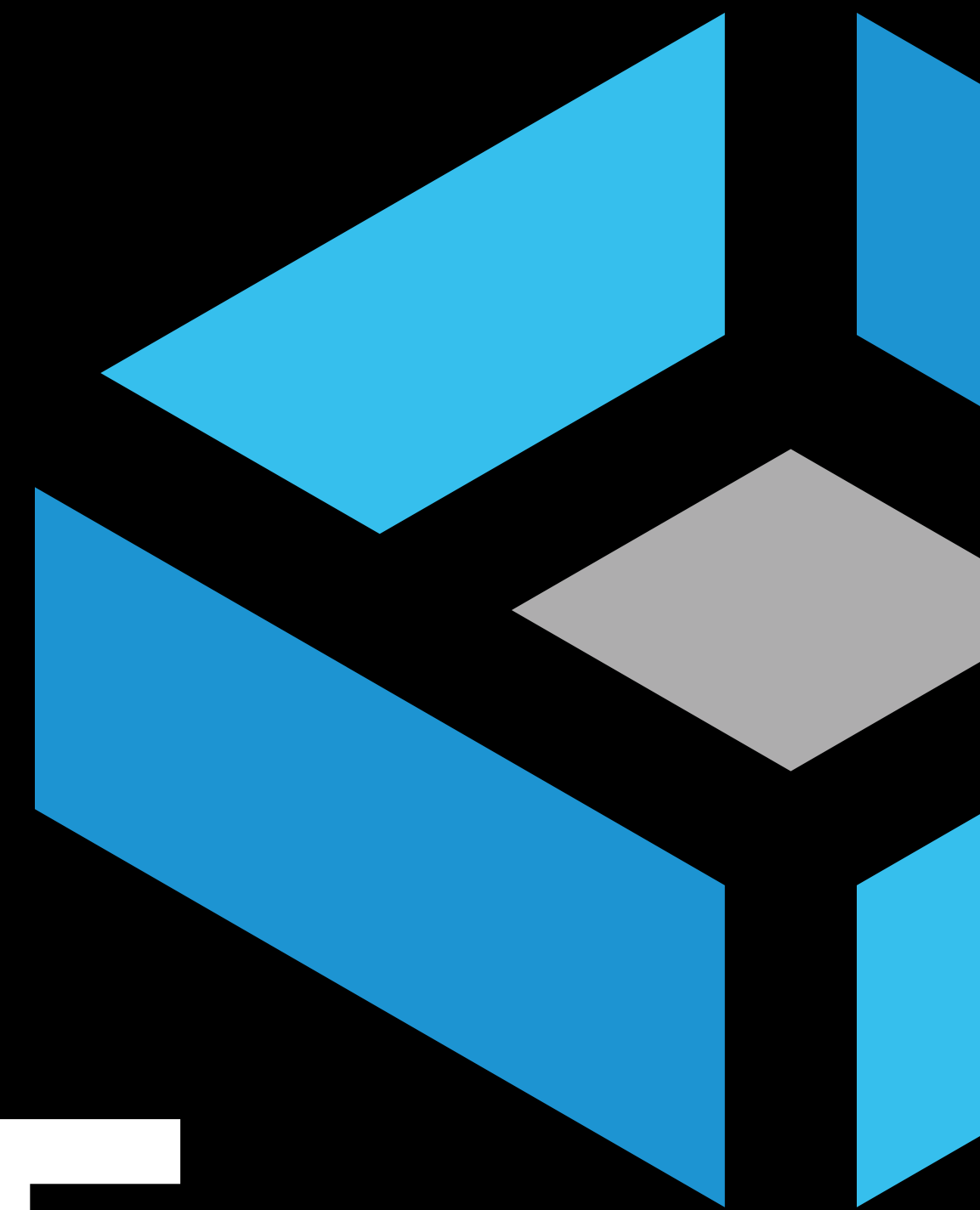
4 Typography

Specifications for the brand font, including weights and styles for consistent and professional communication.

5 Imagery

Best practices for selecting and creating visuals that align with the TrueNAS brand aesthetic and target audience.

VOICE & TONE

Brand Voice

The TrueNAS® brand voice is a balance of confidence, professionalism, and authenticity. An approachable company built for the people, we communicate with a casual yet professional tone that is transparent, direct, and engaging. We don't rely on flashy marketing tactics—our products and customer reviews speak for themselves.

Our messaging is infused with a sense of honesty and humility, reflecting our customer centric values and deep-rooted commitment to delivering exceptional storage solutions.

We aren't afraid to have a little fun along the way, whether through a well-placed meme or a touch of humor, but we always maintain professionalism. Our tone is confident but never arrogant, bridging our role as thought leaders in the open-source data industry and the mission-critical storage solutions trusted by government, research, and enterprise.

Whether we're engaging with customers, partners, or the broader community, we prioritize clarity, integrity, and a customer-first approach—because at the end of the day, what truly matters is delivering rock-solid, award-winning storage solutions that people can trust.

Confident
We trust our products and let their performance and customer reviews speak for themselves.

Professional
We maintain a high standard of expertise and credibility while keeping our tone approachable and engaging.

Approachable
We communicate in a friendly, down-to-earth manner that is professional yet relatable.

Transparent
We embrace open-source values by being honest and straightforward in our messaging.

Authentic
We stay true to our bootstrapped roots, avoiding gimmicks and focusing on real value.

Engaging
We know how to connect with our audience, using humor and a conversational tone when appropriate.

TrueNAS

www.truenas.com

Brand Voice - Examples

Our Advertising may not be Award-Winning...

...but our Storage is.

Gartner Peer Insights Customers' Choice 2023 Deployment Region

Gartner Peer Insights Customers' Choice 2024 Deployment Region

At TrueNAS, we channel our resources into what **truly matters**...

delivering **exceptional storage solutions**

built for **reliability and performance**.

No flashy ads. **No** gimmicks.

just **rock-solid, award-winning storage** that delivers.

TrueNAS Open Storage ✔
@TrueNAS

Promote

If you want to read our code, go ahead—it's up on GitHub.

While other storage vendors hide behind locked-down licensing, TrueNAS is built in the open—because transparency and community make better software.
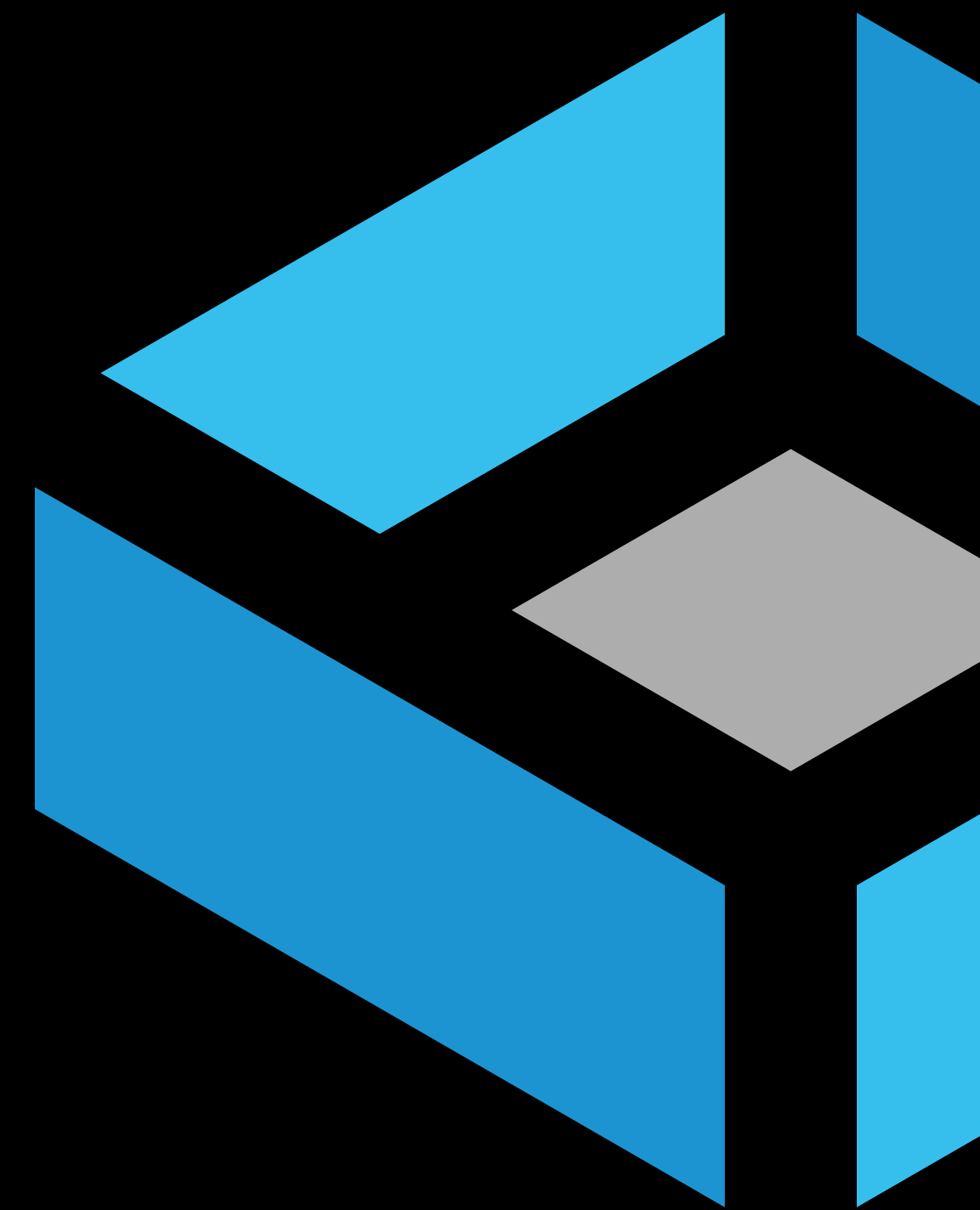
Would you trust a storage vendor that won't show you what's inside? 🤔

#OpenSourceStorage #TrueNAS #BuiltForTransparency #zfs #vmware
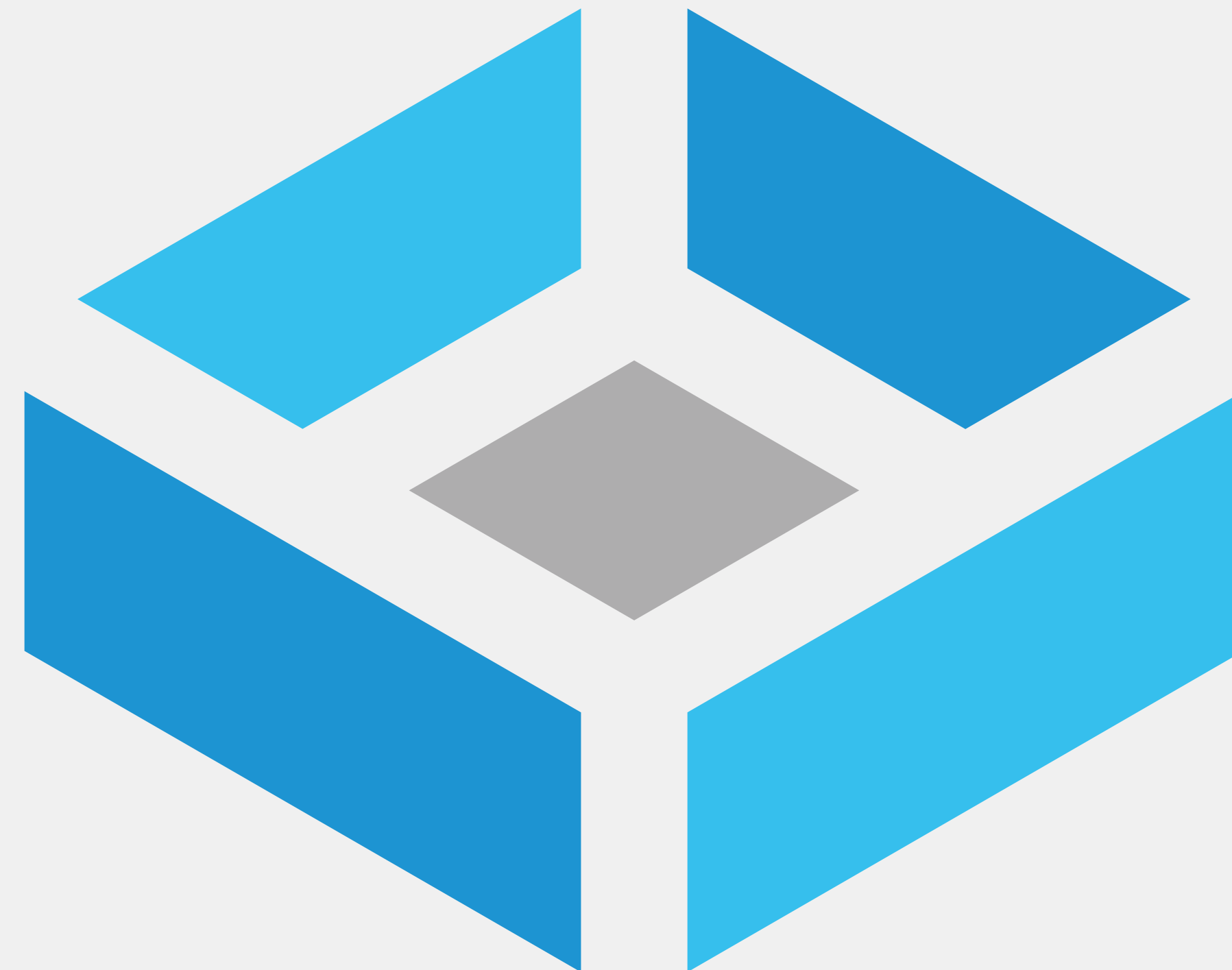
1:00 PM · Feb 14, 2025 · **896** Views

LOGOS

Logo Mark

The TrueNAS® Logo Mark symbolizes the principles of open-source data storage and the freedom from vendor lock-in.

It is a powerful representation of our brand's commitment to flexibility and innovation. To maintain its integrity and impact, the Logo Mark must be used consistently and without alteration. It must not be modified, distorted, squished, stretched, or altered in any way.

In specific cases, it is permissible to use the Logo Mark in either white or black to ensure optimal visibility and contrast, depending on the background color.

[Request Access to the
TrueNAS Logo Mark Files Here](#)

Primary Logo

The primary TrueNAS® logo prominently features our "Open Enterprise" tagline, reflecting our brand's commitment to open-source solutions and enterprise-grade performance.

It should be prioritized over other logo variations to maintain consistent brand messaging. To ensure optimal visibility and adaptability, the primary logo may be used in white or black when necessary.

Additionally, an inverted version is available for use on dark backgrounds to maintain clarity and contrast.

[Request Access to the
TrueNAS Open Enterprise Logo Files Here](#)

Secondary Logo

The secondary TrueNAS® logo emphasizes the brand name exclusively, omitting the tagline for a streamlined and versatile presentation.

This version is ideal for applications where the tagline is not required, such as in collateral footers or minimalist designs.

To maintain consistency and adaptability across various backgrounds, the secondary logo may be used in white or black when appropriate.

[Request Access to the
plain TrueNAS Logo Files Here](#)

Version Logos

TrueNAS® offers two tiers of its
software, each represented by a dedicated logo:
the "Community Edition" and the "Enterprise
Edition."

Community Edition is our open soure soft-
ware-only, and Enterprise is the same TrueNAS
software foundation paired with Enterprise level
support and appliances.
(Think: home lab users VS enterprise clients)

These logos should be used whenever the
corresponding collateral is primarily focused on
the respective version or particular audience.

To ensure consistent brand representation
across various backgrounds, the logos may be
used in white or black when appropriate.

Request Access to the
TrueNAS Community Edition Logo Files Here

Request Access to the
TrueNAS Enterprise Logo Files Here

Additional Logos

TrueCommand® is the centralized management hub for overseeing multiple TrueNAS® applications, and it is represented by its own distinct logo.

Although its usage is infrequent, the TrueCommand® logo should be employed when the collateral is primarily focused on TrueCommand® or when direct mention is essential.

For optimal visibility and consistency across different backgrounds, the logo may be used in white or black when appropriate.
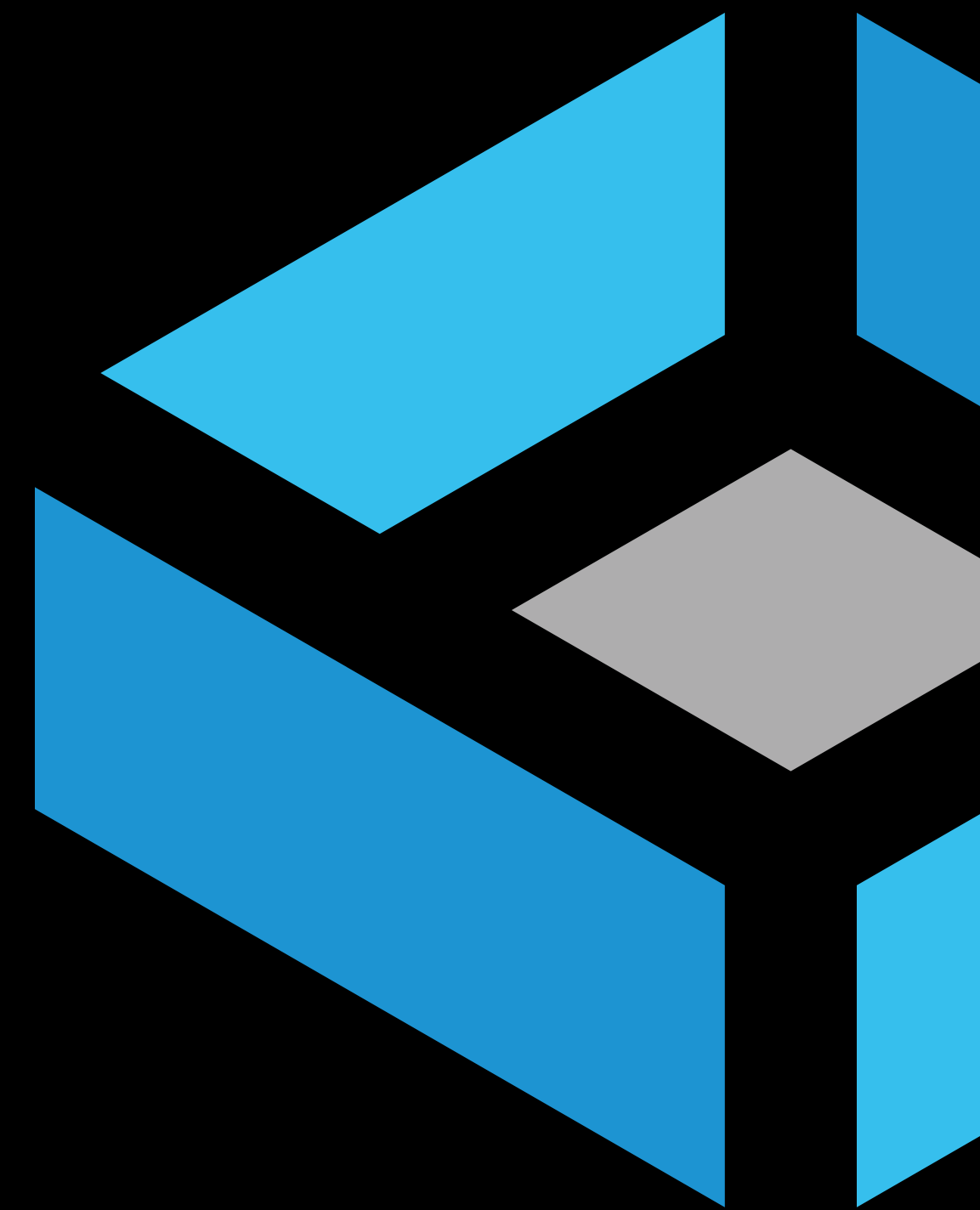
[Request Access to the TrueCommand Logo Files Here](#)

COLORS

Colors

The primary brand colors should be prominently used in most applications to maintain a consistent and recognizable visual identity.
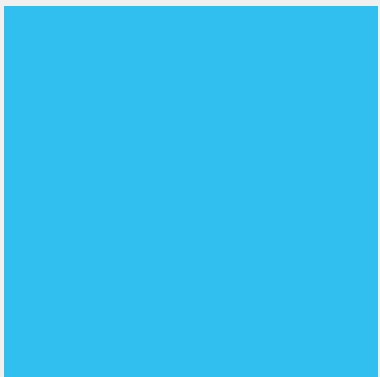
The accent green is intended for limited use, reserved for call-to-action (CTA) buttons, subtle lines, and decorative accent shapes to enhance visual interest without overwhelming the design.

Black and white are also acceptable for use as supporting colors; however, black is preferred when a neutral choice is needed for a clean and professional appearance.
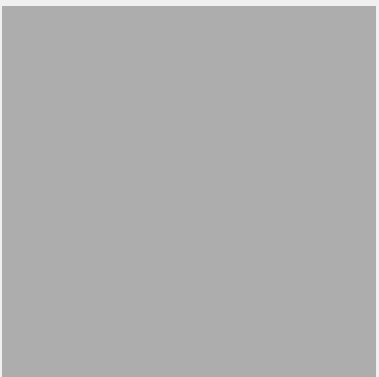
PRIMARY COLORS

PANTONE BLUE 2925 C
C:84 M:25 Y:0 K:0
R:0 G:149 B:213
HEX:#0095D5

PANTONE 2985 C
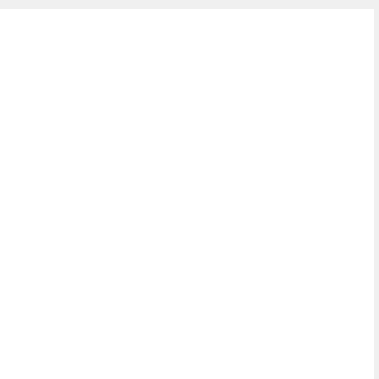C:65 M:3 Y:0 K:0
R:49 G:190 B: 236
HEX:#31BEEC

PANTONE COOL GRAY 5 C
C:33 M:27 Y:27 K:0
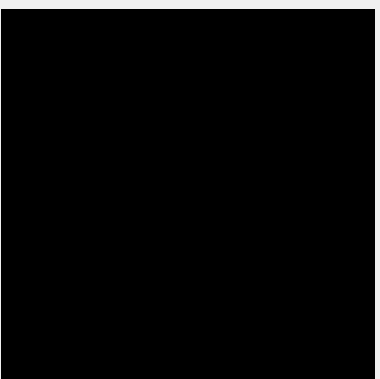R:174 G:173 B:174
HEX:#AEADAE

ACCENT COLOR

PANTONE 360 C
C:60 M:0 Y:100 K:0
R:113 G:191 B: 68
HEX:#71BF44

ADDITIONAL COLORS

WHITE
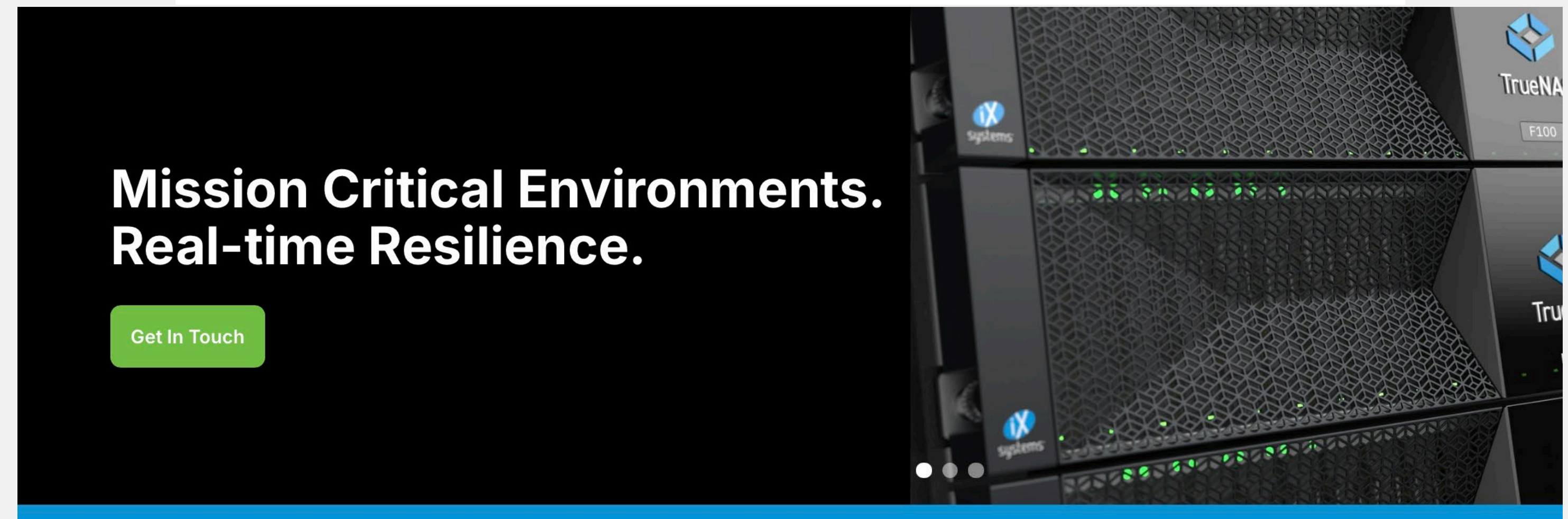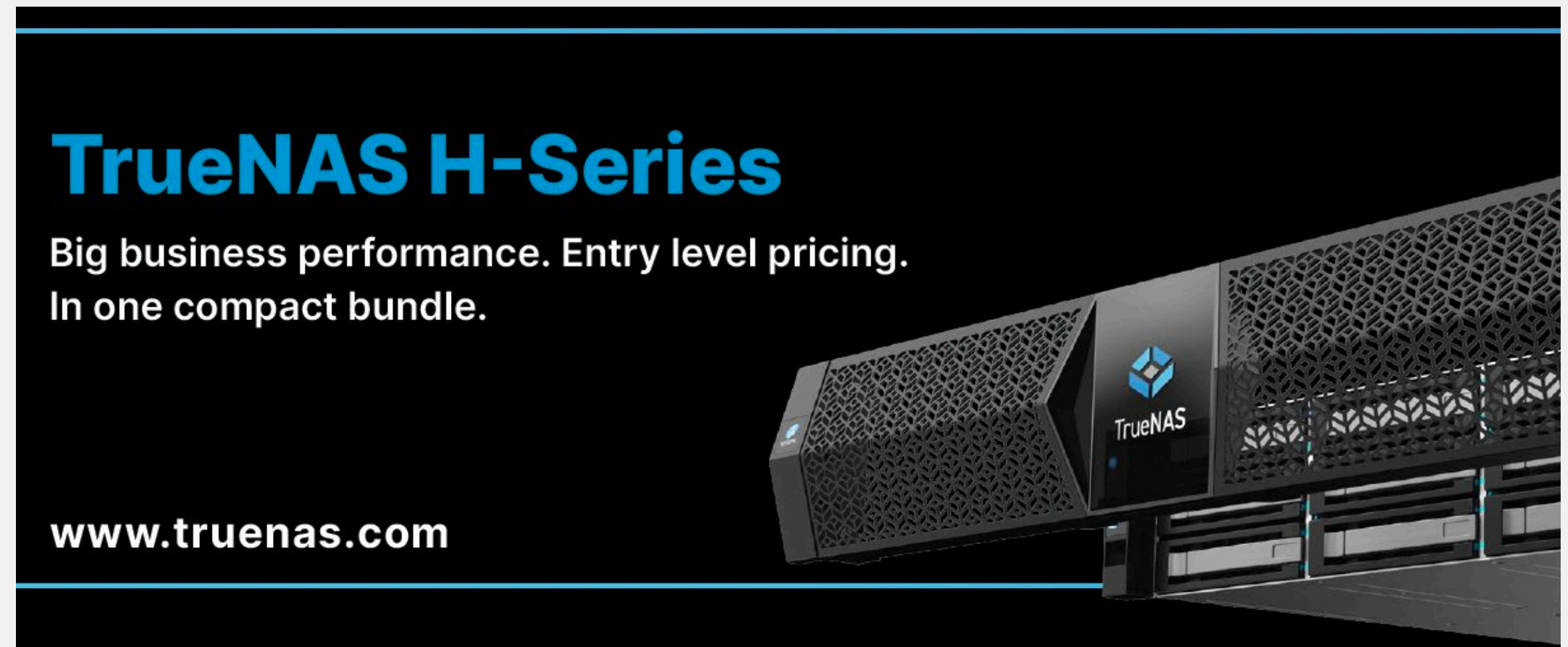C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#FFFFFF

BLACK
C:100 M:100 Y:100 K:100
R:0 G:0 B:0
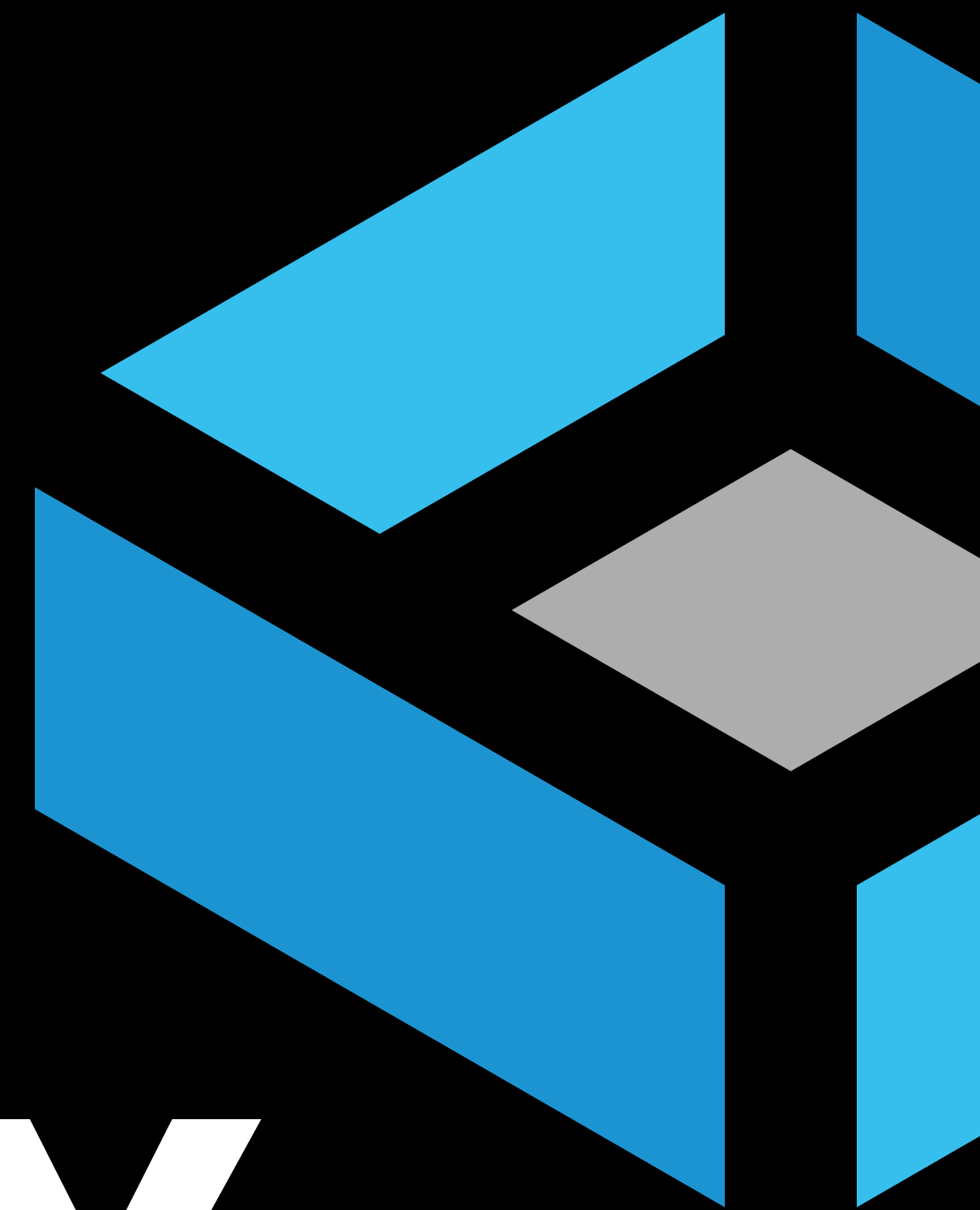HEX:#000000

Color Application

The TrueNAS® user interface and software are predominantly designed to operate in "dark mode."

To maintain visual consistency and reinforce brand identity, it is recommended to use black or dark backgrounds for collateral whenever possible. This approach ensures a cohesive user experience that aligns with the TrueNAS® software environment.

TrueNAS H-Series

Big business performance. Entry level pricing. In one compact bundle.

www.truenas.com

Mission Critical Environments. Real-time Resilience.

Get In Touch

TYPOGRAPHY

Primary Font

TrueNAS® utilizes "Inter" as its official brand font, an open-source typeface available through Google™ Fonts. This versatile and modern font should be used consistently across all collateral, leveraging its range of weights to achieve the desired visual hierarchy and emphasis.

For body text, the Medium weight may be used as an alternative to Regular when it better complements the overall design aesthetic and enhances readability.

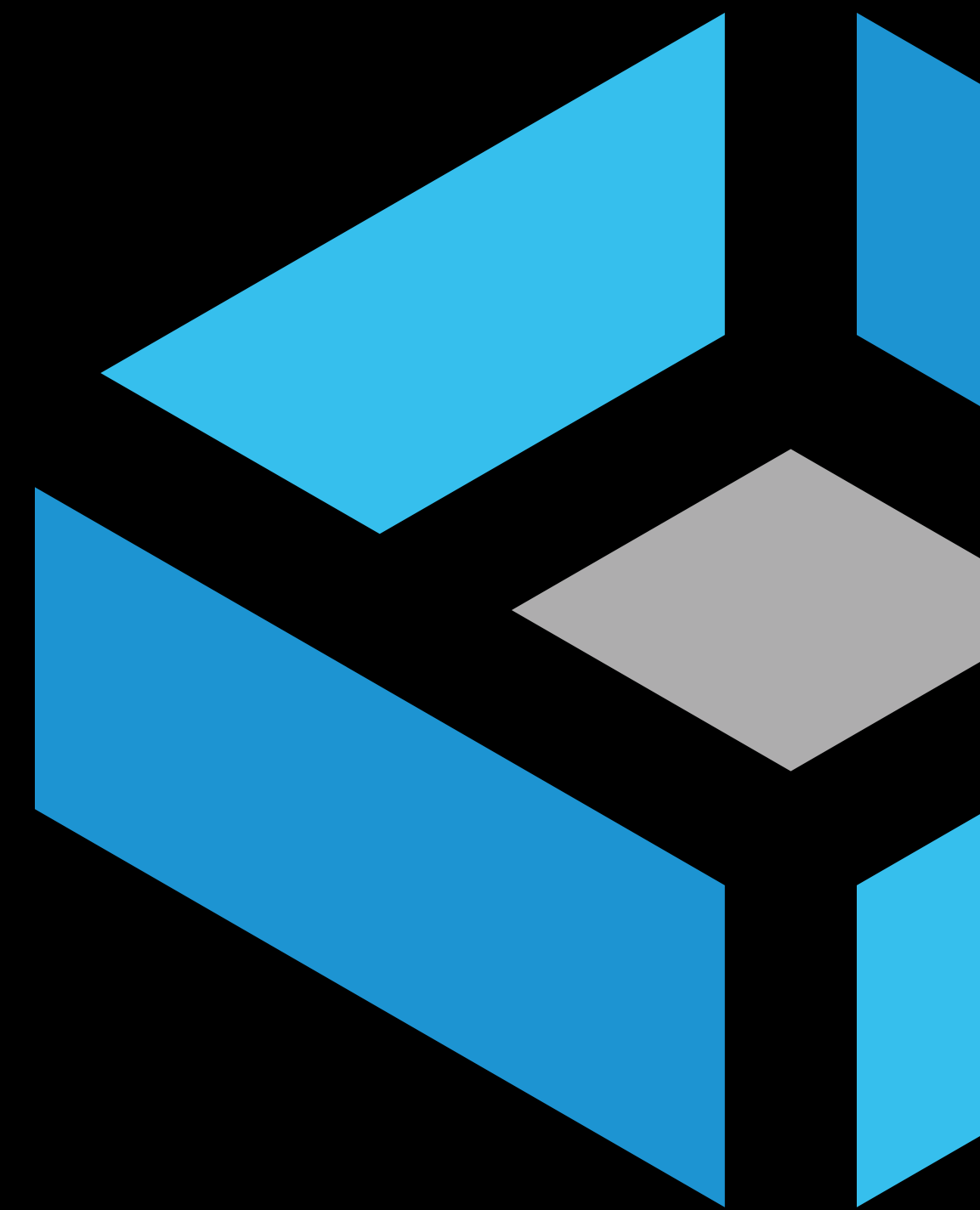[Download Inter Here](#)

INTER

Headlines - ExtraBold

Subheadings - SemiBold

Body Text - Regular

Footers/Copyright - Light Italic

IMAGERY

Stock Images

When selecting stock photos for use in TrueNAS®
collateral, prioritize imagery that conveys themes of
technology, data, data security, or data storage. To
maintain brand consistency, choose visuals with a
"dark mode" aesthetic that resonate with our target
audience of males aged 25 to 60.

Abstract imagery representing data flow, movement,
or space-inspired themes are also appropriate, as
they effectively communicate the innovative and
futuristic nature of our brand.

All imagery used should be licensed or royalty free.

**Utilize websites such as [Adobe™ Stock](#) (paid account
required), [Pexels™](#) (free to use), or [Unsplash™](#) (free to
use).**

**Unauthorized use of trademarked images is strictly
prohibited.**

**Using Google™ search as a means of gathering
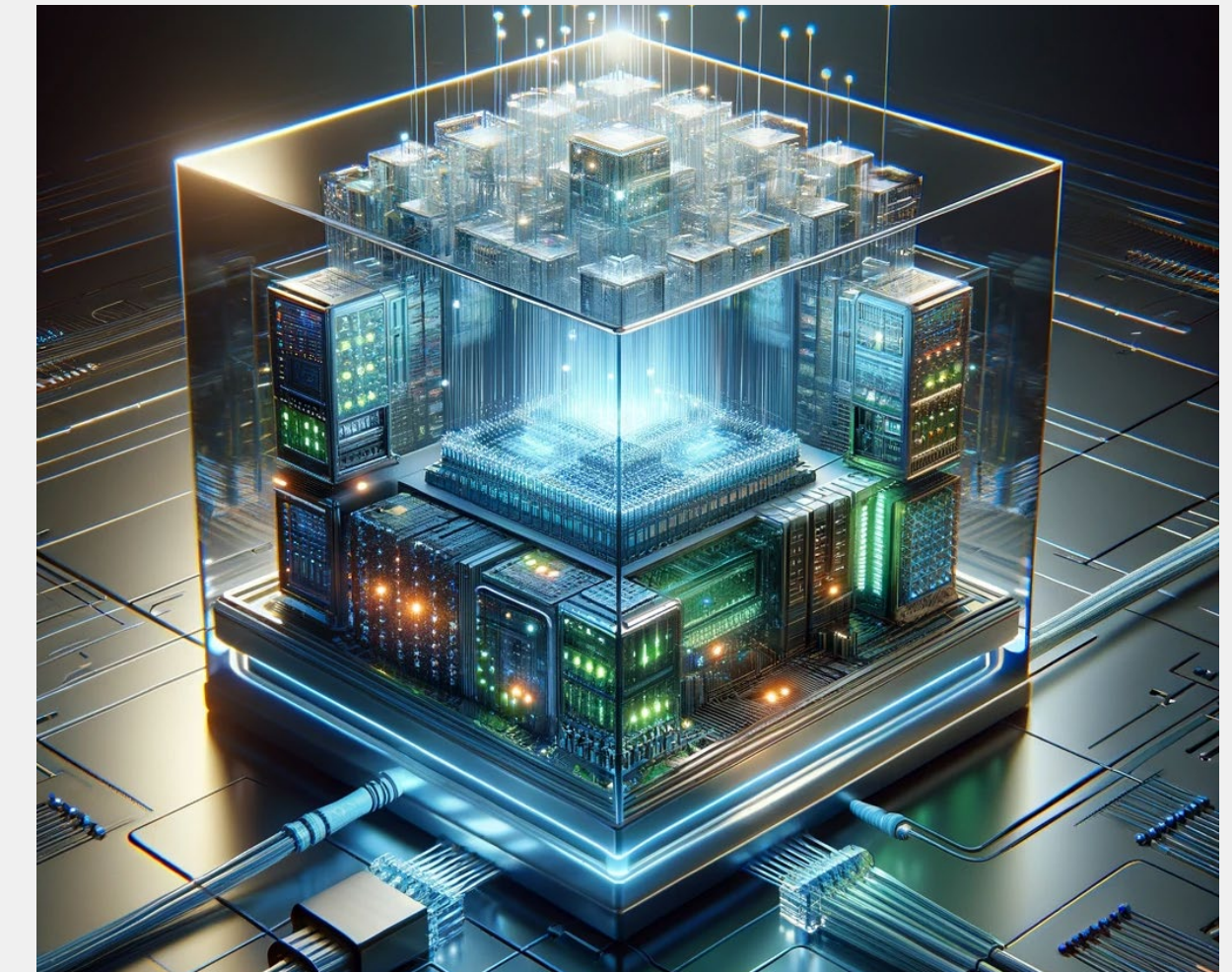images is strictly prohibited.**

AI Images

When using AI tools such as DALL-E™ or Midjourney™ to generate images for TrueNAS®, follow the same guidelines established for stock imagery. The generated visuals should effectively convey themes related to technology, data, data security, or data storage.

To maintain brand consistency, images should embody a "dark mode" aesthetic and incorporate TrueNAS® brand colors, particularly shades of blue. They should also resonate with our target audience of males aged 25 to 60, ensuring relevance and engagement.

When crafting prompts for AI tools, precise language and clear direction are essential. To effectively capture the desired theme and tone, include terms such as "futuristic" or "technology" to guide the AI in producing visuals that align with the brand's innovative and forward-thinking identity.

Example prompt used:

"Please create a 16:9 image of a blue, futuristic, tech electric eel emerging from an underwater cave with light shining around it. The eel should be technical, and look menacing and energetic."