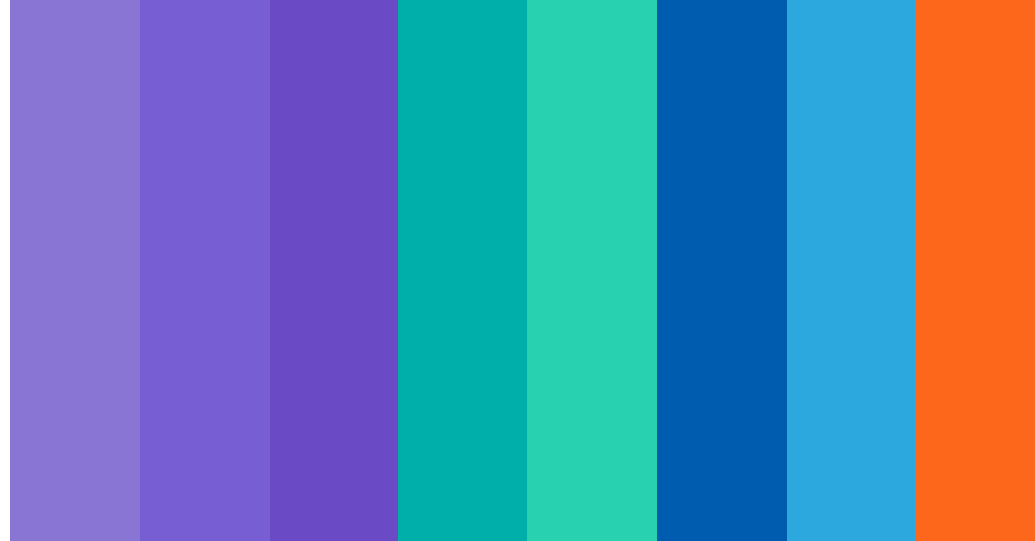


# BRAND GUIDELINES





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## What's in the Brand Guidelines<sup>1</sup>

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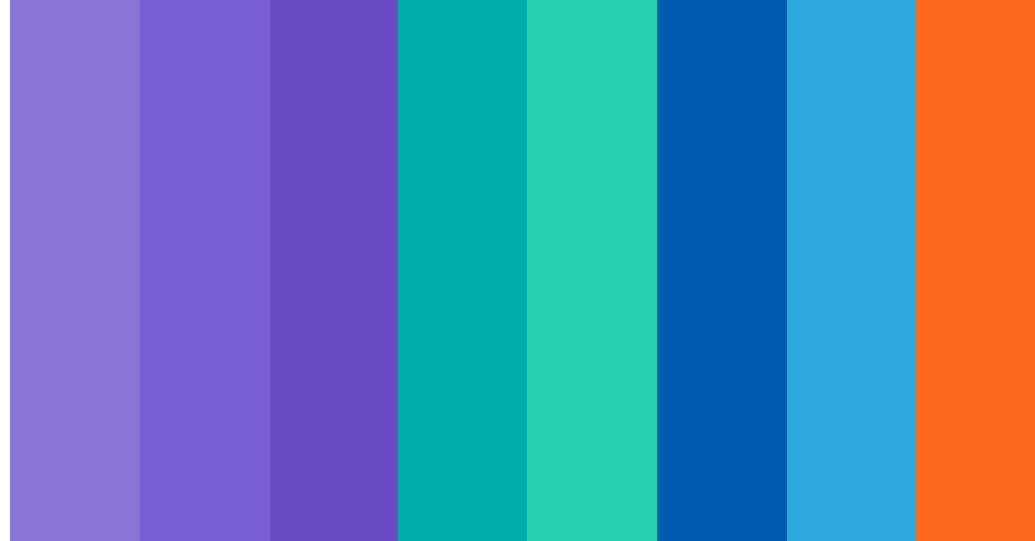
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# LOGO

DESIGN, COLORS & CLEAR SPACE



The Aryaka logo represents our company brand and should be present on every communication in accordance with the guidelines outlined in this document for color, spacing, placement and style.

Never change the color of the corporate logo. Always use the approved CMYK or RGB mix to reproduce colors in the logo icon.

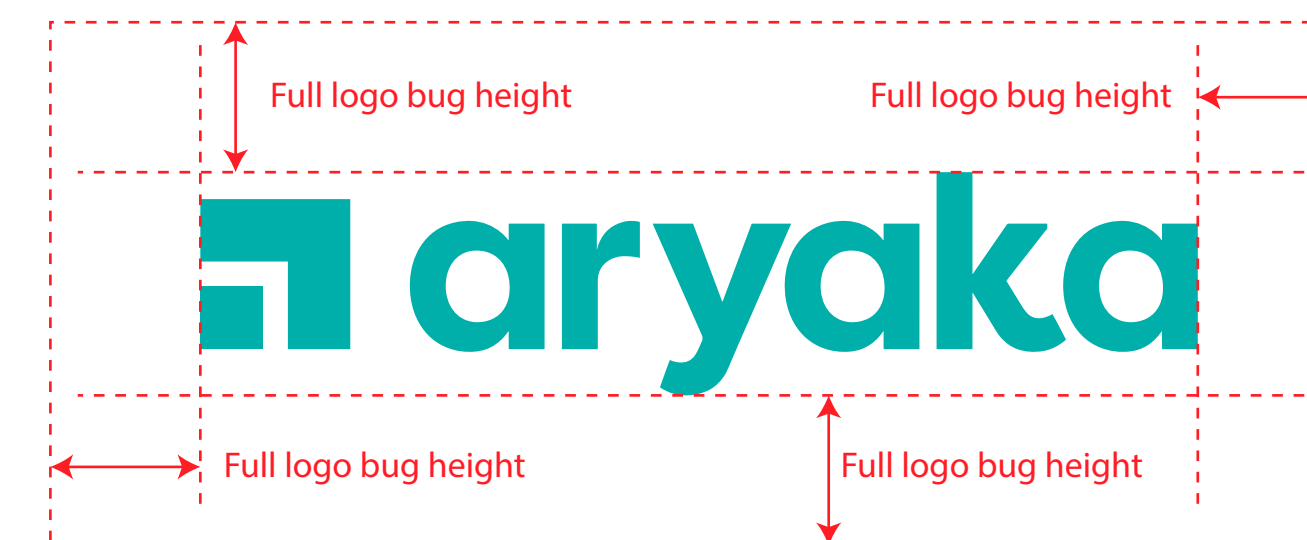
The chart on the right lists the formulas for the RGB colors for on-screen usage, Hex for web, and the CMYK colors for print usage.

## Logo Set To Be Used<sup>1</sup>





Should be used in this format only.

## Clear Space Guideline<sup>1</sup>

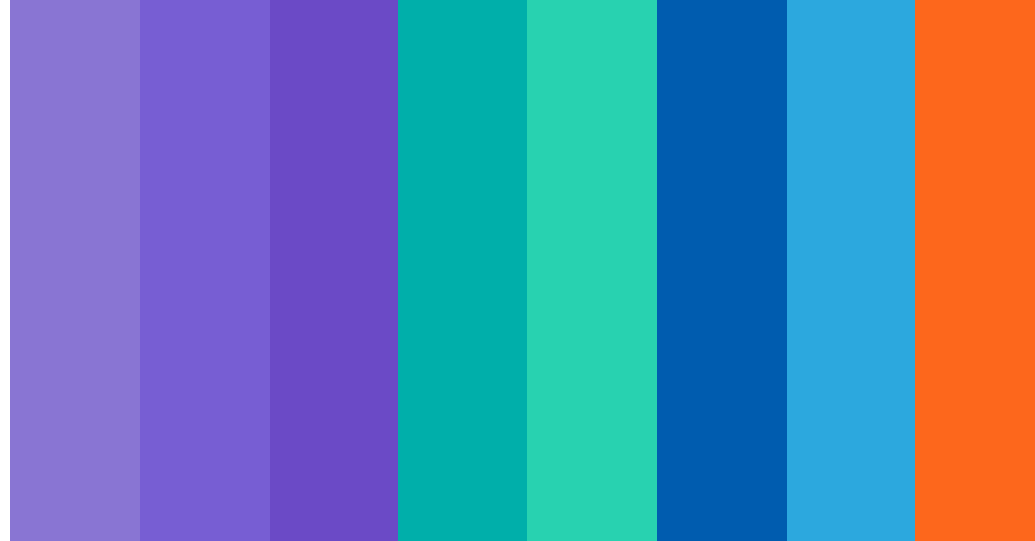


Minimum breathing space around the logo set.

## Logo Colors<sup>1</sup>

		C	M	Y	K	R	G	B	Hex
	Pantone 326 C	86	2	41	0	0	175	170	00AFAA
	Opaque White	0	0	0	0	255	255	255	FFFFFF

The colors in which the Aryaka logo can be used.



# LOGO

## Meaning Behind Logo Mark

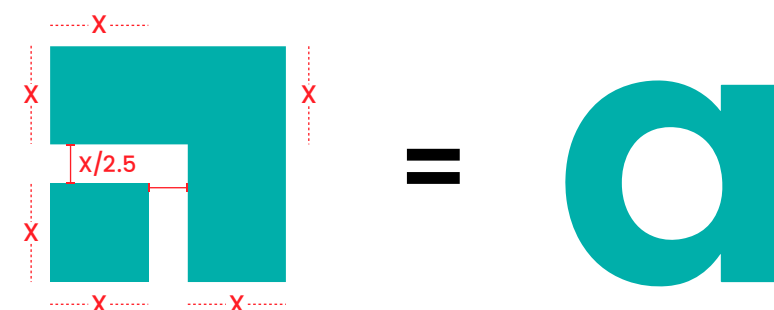


Aryaka's new logo mark is composed of two core elements: a pixel and a bracket, that together give shape to a lowercase letter "a". The pixel is the representation of a starting point, as a reminder of the where and the why our clients and partners started their companies in the first place. The bracket, or angle, represents tomorrow's expansive future and the unbounded possibility that Aryaka enables for them.

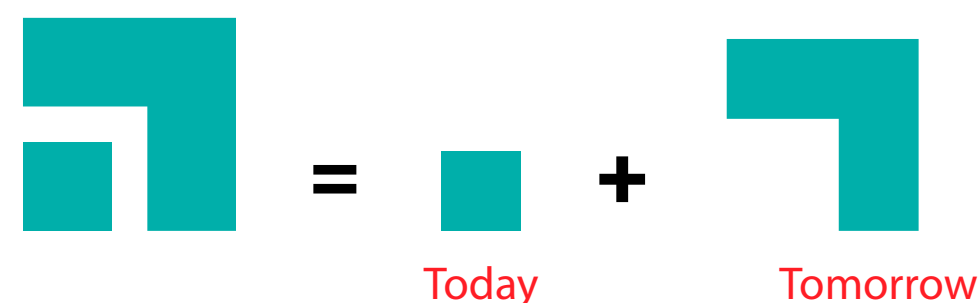
The graphic system for our brand is based on this new mark. The pixel and the bracket create a space that extends and adjusts to the canvas. This space is where Aryaka's experience happens, our clients are positioned between our pixel and our bracket as a sign of the commitment to our partnership, their today and tomorrow.

Why the focus on tomorrow? As we see it, tomorrow's only possible when customers feel supported in handling today. That's the motivation that drives us to offer an unparalleled managed service experience for our customers and to continually lead our industry forward through innovation.

## Logo Construction<sup>1</sup>



The logo-bug represents small "a".

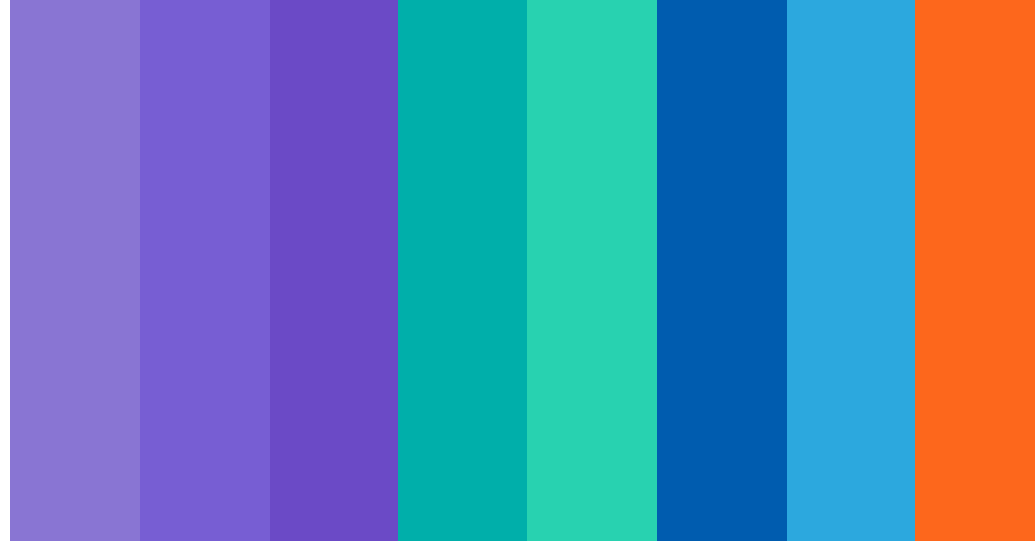


The logo-bug also represents Today & Tomorrow.



The corporate logo of Aryaka.





# LOGO

## USAGE ON DIFFERENT BACKGROUNDS



The logo is the most recognizable expression of the Aryaka brand. It should appear in all of our public-facing marketing and corporate communications and must be presented in a clear and coherent way.

Ideally, the Aryaka logo is placed on a background that provides maximum clarity and visibility. Please refer to additional guidance and examples shown on this page.

Two colors, three combinations:

1. All Teal (light-color background)
2. All White (medium-to-dark color background), and
3. Teal + White (black & dark gray background)



Use the all teal logo set on a white background.



Use the all teal logo set on a light-color background.



Use the all white logo set on a medium-to-dark color background.



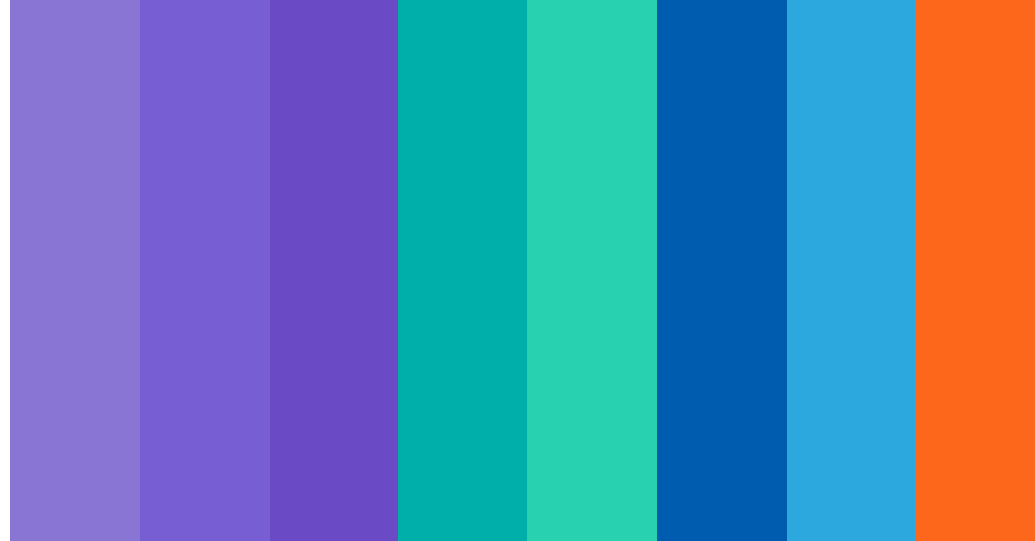
Use the all white logo set on a medium-to-dark color background.



Use the all white logo set on a medium-to-dark color background.



Monochrome logo (#595959) only for select products, scanning and faxing, marketing and partnership deals that require black and white printing.



# LOGO

## MINIMUM SIZE & CO-BRANDING SPEC



The Aryaka logo must appear clearly and legibly wherever shown. This requires a minimum size for on screen and print as listed on this page.

Our logo must also balance equally in size and prominence when co-branded with another logo. One example is shown here, but for any new co-branding requests please contact [cmo.all@aryaka.com](mailto:cmo.all@aryaka.com) to review and approve of the planned context of use.

## Minimum Logo Size<sup>1</sup>

 aryaka



Screen - 70 pxl

 aryaka



Print - 18 mm

The minimum size for the horizontal format logo is:

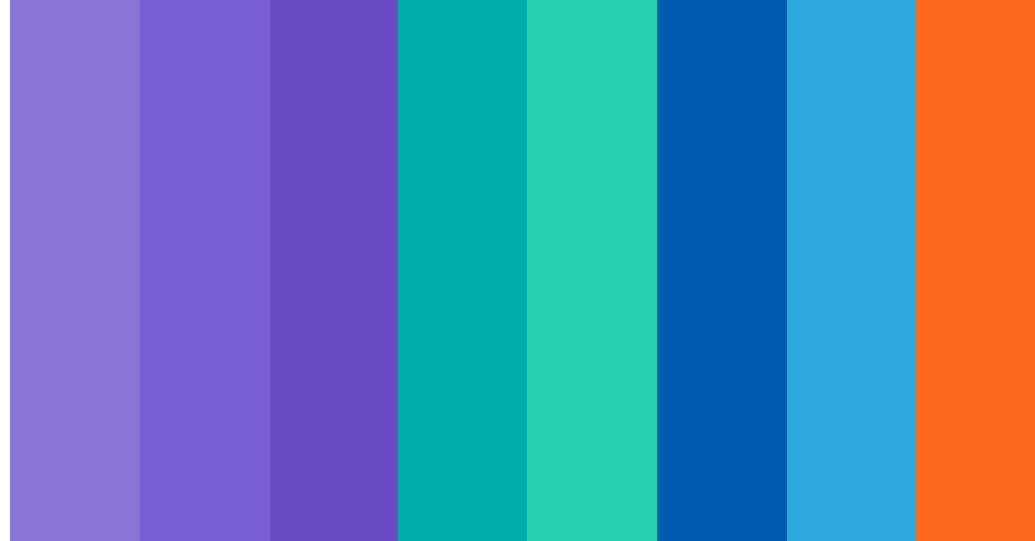
1. Screen = 70 pxl and
2. Print = 18 mm

## Size Proportion For Co-Branding<sup>1</sup>

 aryaka

| **Company Logo**

When appearing in conjunction with other company logos in an equal relationship, the Aryaka logo should be at least the same size and in an equally prominent position in the layout.



# LOGO

## UNACCEPTABLE USES OF THE ARYAKA LOGO



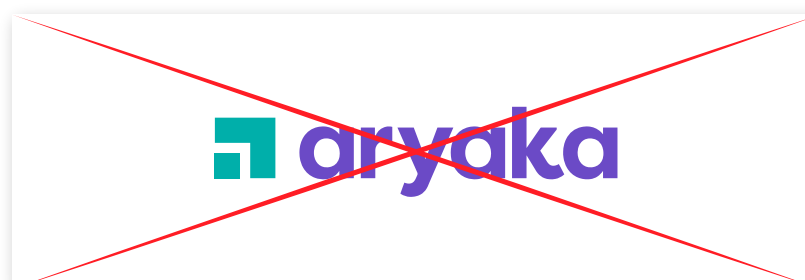
Graphic treatments such as blurs and speed lines dilute recognizable visual identity of the Aryaka logo.

Always use the Aryaka logo digital artwork file downloaded from the Brand Kit found on Aryaka's About Us webpage.

When you use the Aryaka logo in a layout, do not alter the proportions, colors or angles.



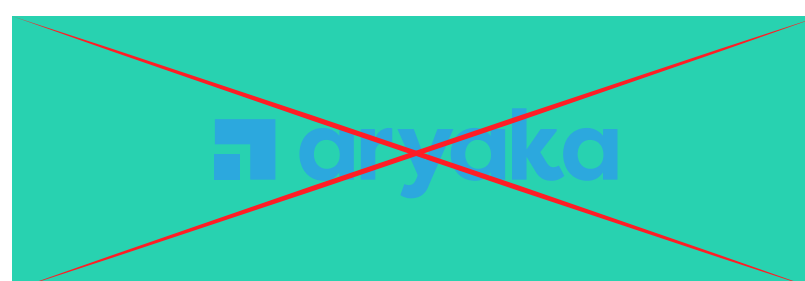
Do not enclose the logo in a box or any other shape.



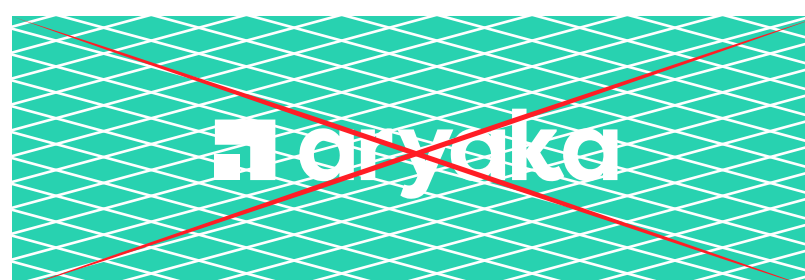
Do not alter any colors of the Aryaka logo.



Do not use typefaces other than the approved standard for the logotype.



Do not place the logo on any solid background that does not provide strong contrast with the logo colors.



Do not place the logo on a busy background that does not provide strong contrast with the logo colors.



Do not alter the proportions of the logotype or the bug in any way.



# SUB-BRANDS

LOGOS ASSOCIATED WITH ARYAKA



These logos are associated with teams and efforts within Aryaka as a whole.

You may see these used around select events and initiatives, particularly our channel audience. Do not use these logos without expressed consent from Aryaka on context for use.



Use the white + teal logo set on a dark-color background.



Use the black + teal logo set on a light-color background.



Use the white + teal logo set on a dark-gradient background.



Use this version of logo set on a dark-color background.



Use this version of logo set on a light-color background.





# DEFY CONVENTION

ARYAKA HELIX & OTHER DESIGN VISUALS

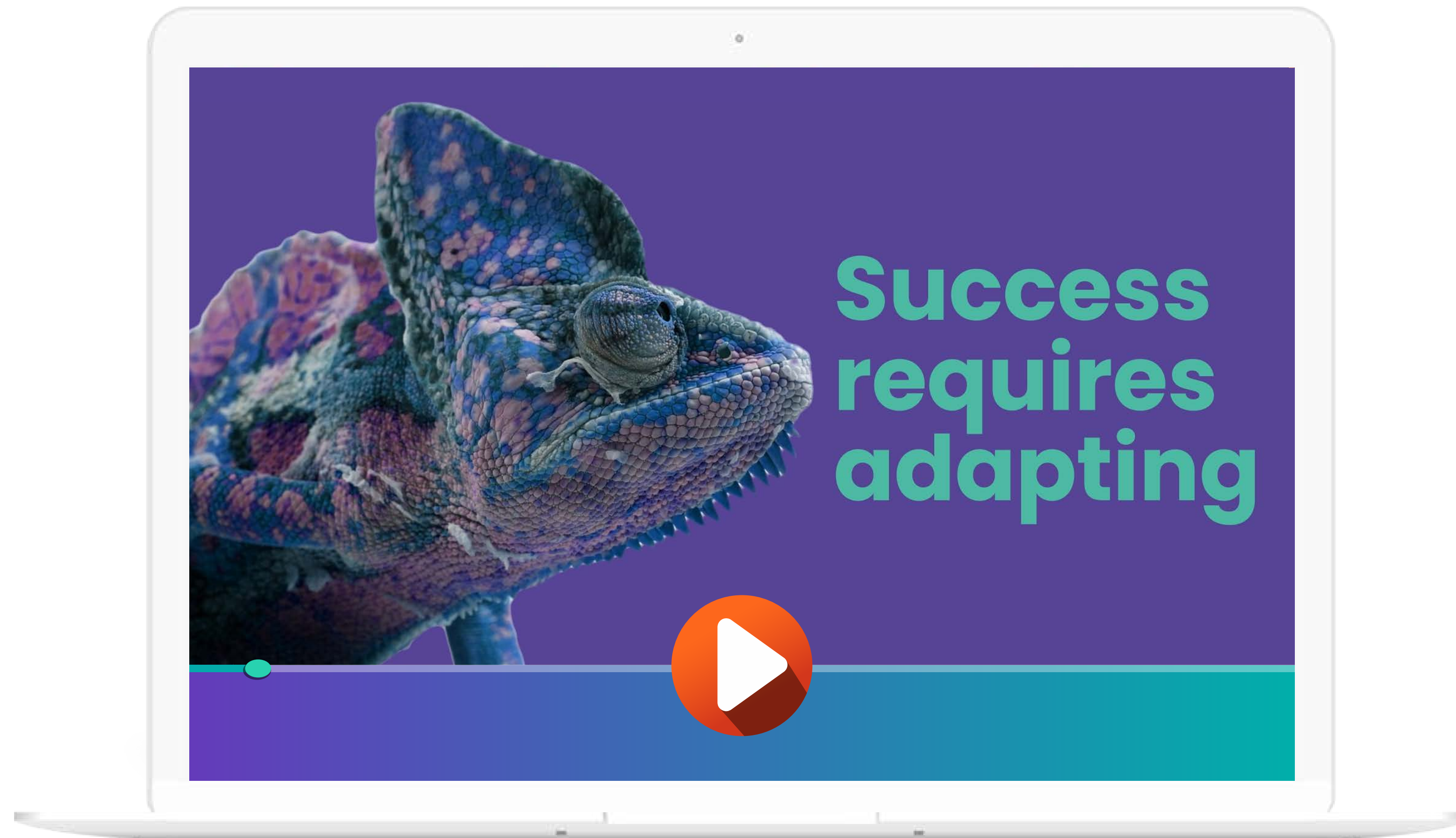


Convention can feel safe and familiar, but it's also the enemy of progress.

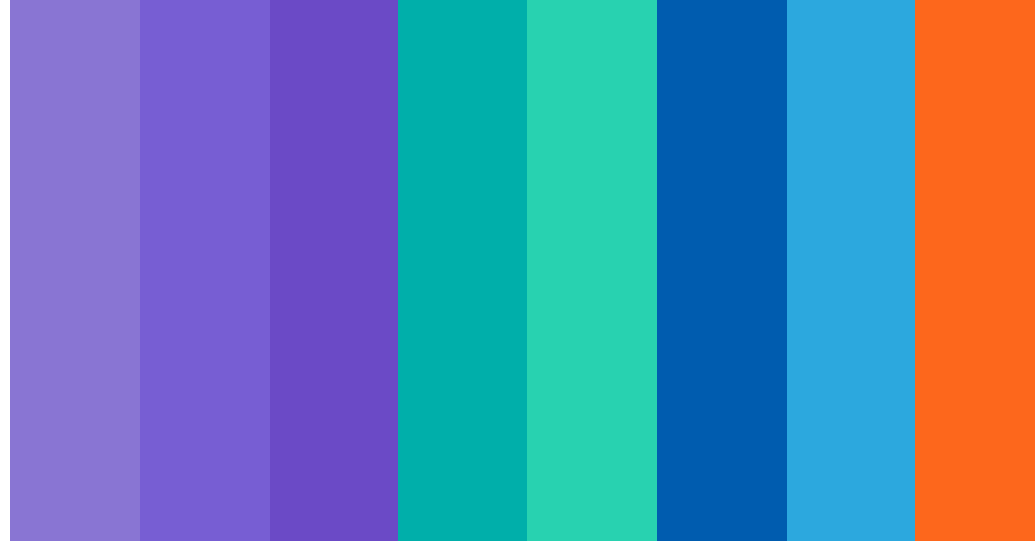
The conventional approach to networking and security is... Slow. Outdated. Reactive. Expensive. Cumbersome. User-Unfriendly. It forces CIOs and IT teams to settle for less because it's how traditional providers have always operated (and gotten away with).

But progress always defies convention – and the companies that embrace the way of the future always win (Streaming > DVD Rentals, Rideshare > Taxis, etc.)

Aryaka helps CIOs modernize their infrastructure and simplify operations by converging networking and security in an all-in-one service with an absurdly great customer experience.







# PHOTOGRAPHY

PHOTOGRAPHY SAMPLES & COLOR SCHEMES



Photography is a powerful aspect in conveying who we are and what we stand for as a company.

Our photography is human-forward, featuring a diverse range of people that are professional, friendly, inclusive, and aspirational in nature. We lead with humanity because people are at the heart of what makes Aryaka thrive.

Subject matter should focus on everyday situations with contemporary people.

Color schemes of the selected photos should be desaturated by 30%.

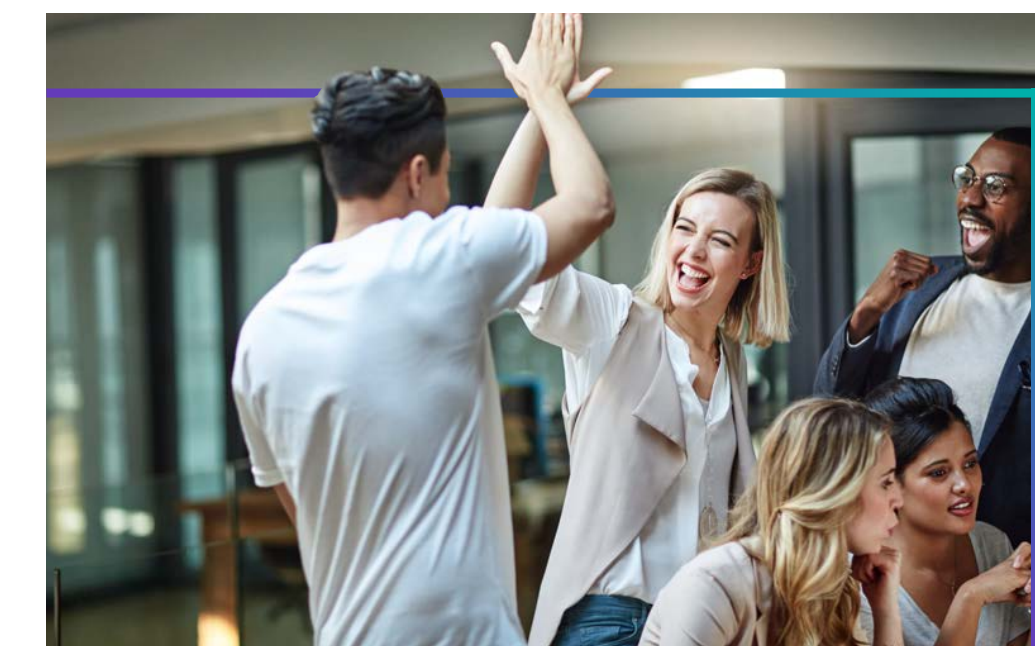
The photos can be treated to include the defined running patterns (refer to the bottom right image shown on this page) only using the primary or secondary brand colors.



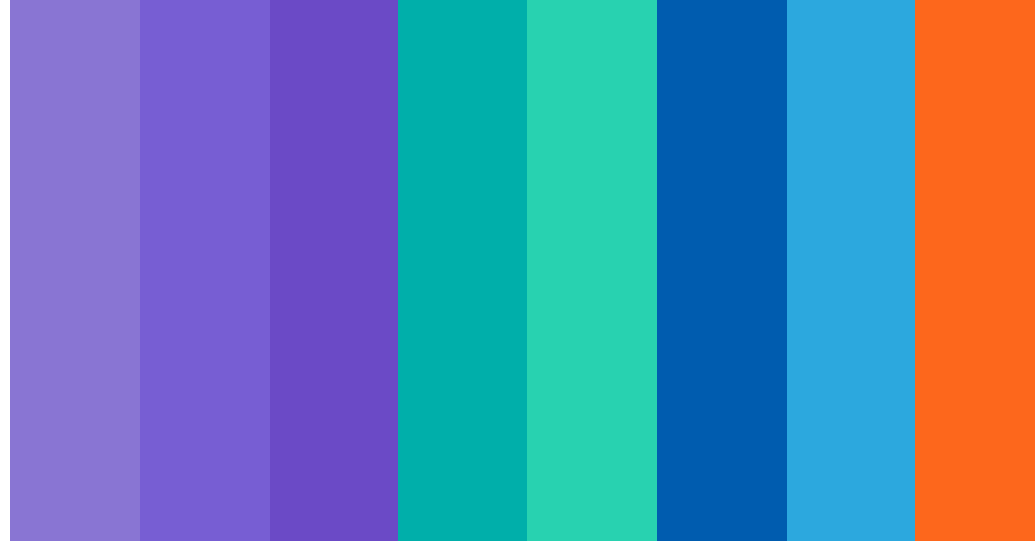
Original Photo



Desaturated by 30%







# GRAPHICS

## LOGO ICON & FOUR CORE COMPONENTS

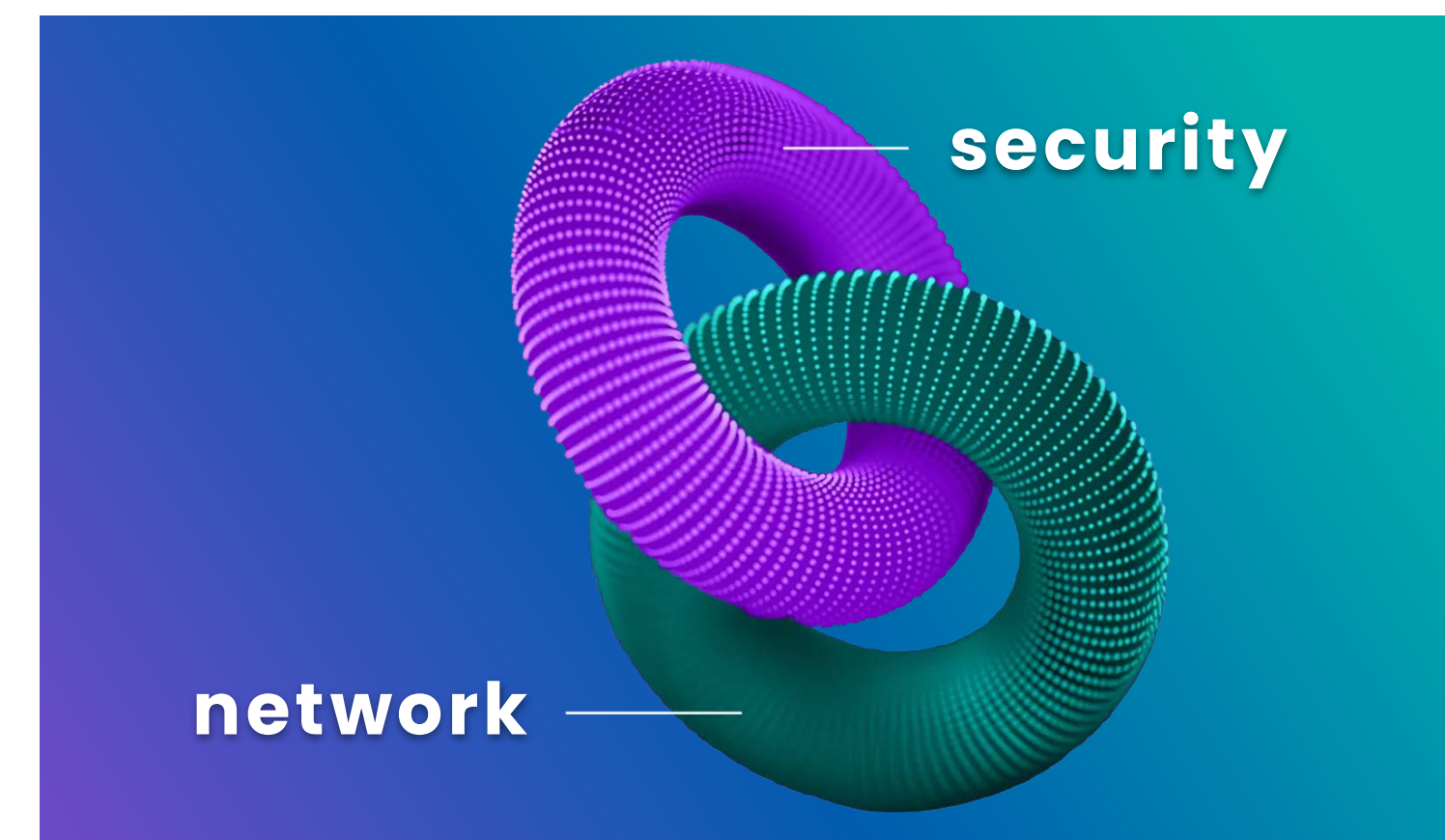
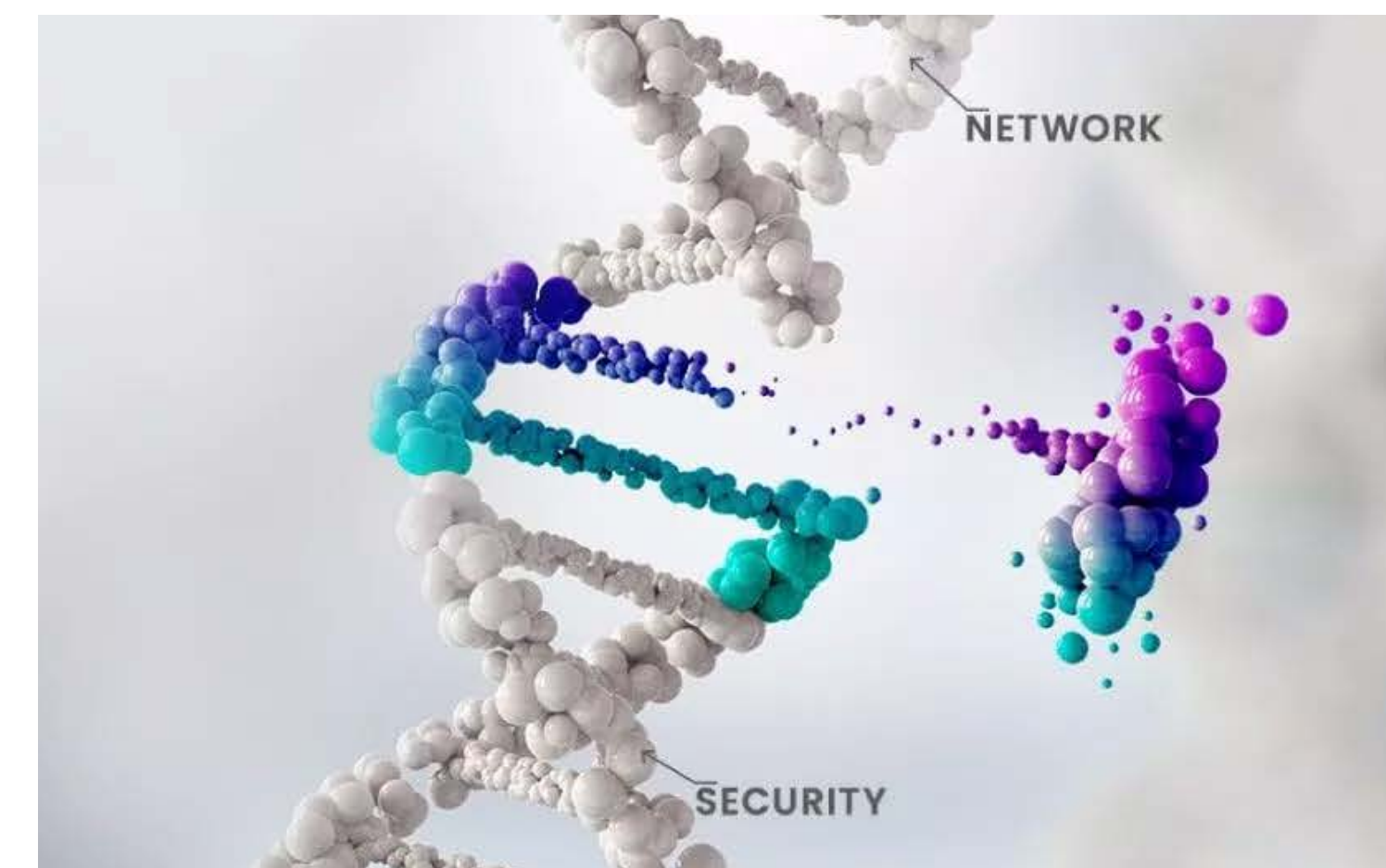


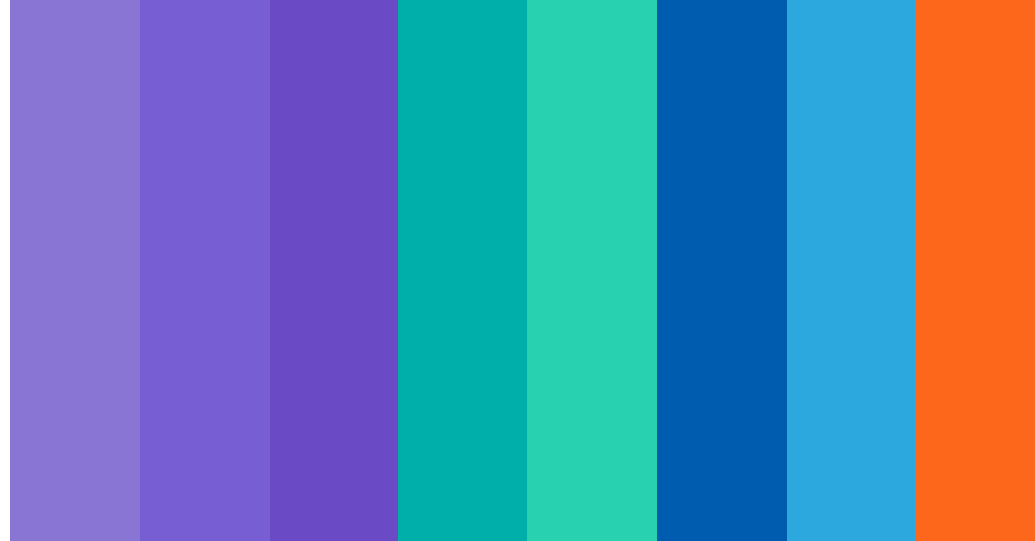
Aryaka's brand identity comes to life through a variety of proprietary visuals such as chain links, double helix, and in particular the logo icon and four core components.

Our brand logo icon connotes our Unified SASE as a Service offering, which is made up of four core components: OnePass™ Architecture, Zero Trust WAN, Comprehensive Services, and Flexible Delivery. All of these traditionally separate areas of business come together into one seamless operational experience for our customers.

The concepts of unification and as-a-service convey the digital evolution that Aryaka helps facilitate from traditionally complex modes of operation to more modern, efficient and effective methods.

Speed, innovation and (application) performance are also core elements of the Aryaka customer experience, which we illustrate in a variety of ways.





# COLORS

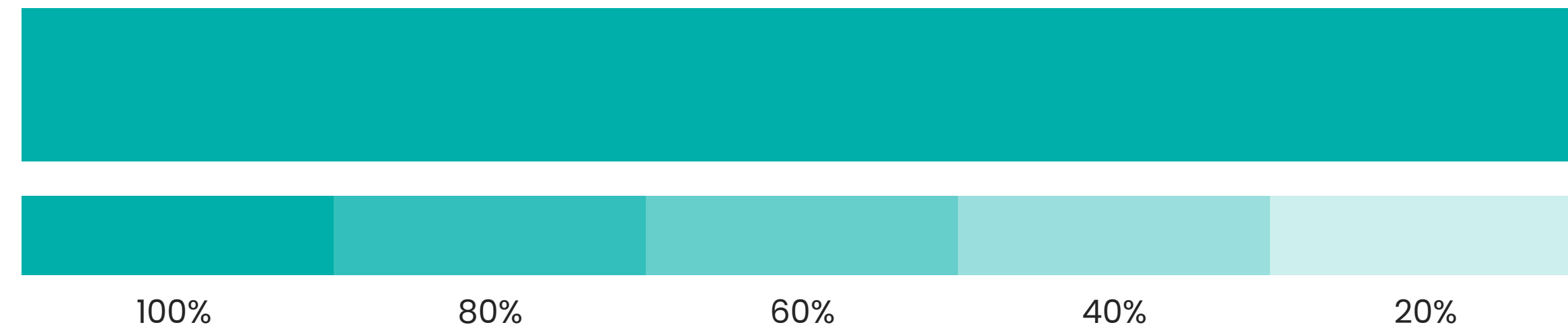
PRIMARY, NATURAL & SECONDARY



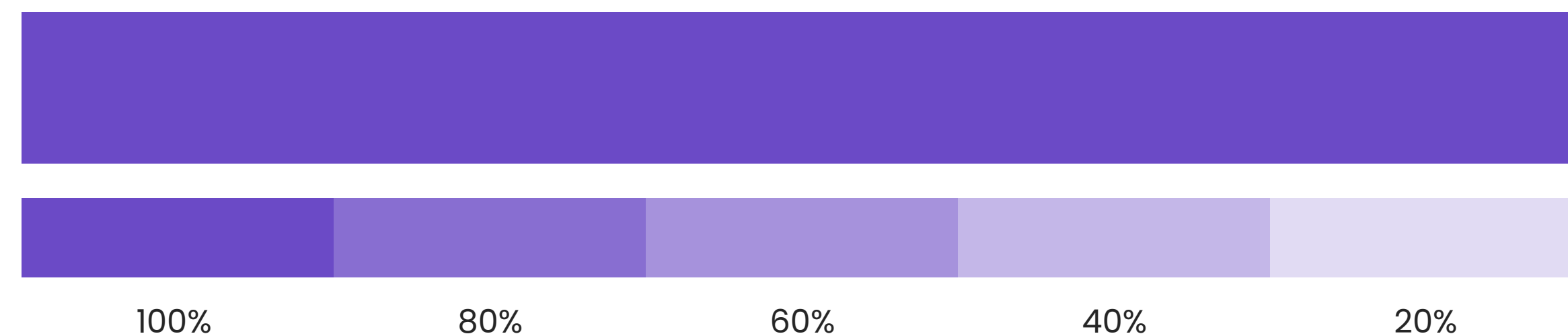
Aryaka's color palette is an integral aspect of our brand identity. Only colors shown in this section may be used for all brand products, with appropriate balance between primary and secondary colors.

## Primary Palette

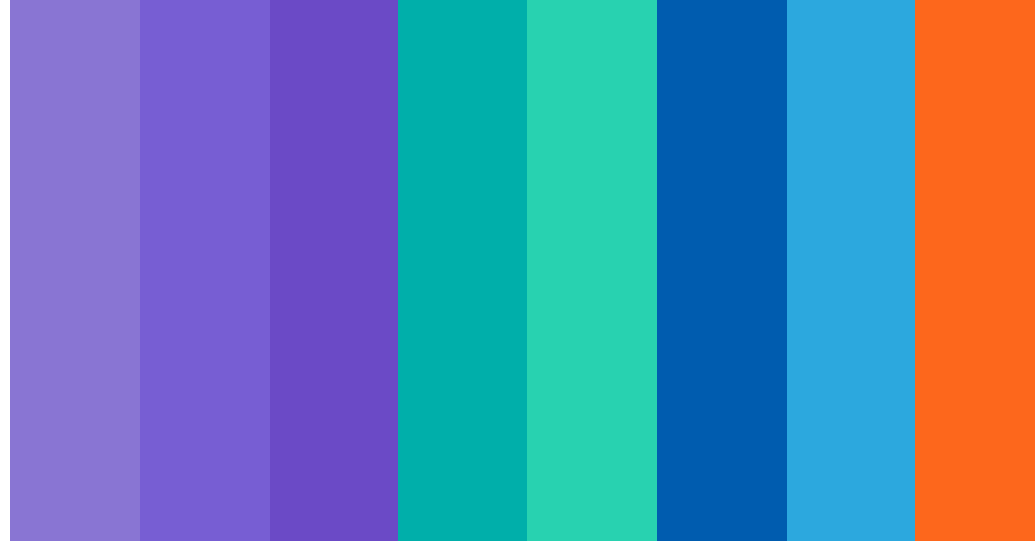
Web #00afaa  
RGB R-0 G-175 B-170  
CMYK C-77 M-6 Y-39 K-0



Web #643bba  
RGB R-100 G-59 B-186  
CMYK C-73 M-84 Y-0 K-0







# COLORS

PRIMARY, NATURAL & SECONDARY



Aryaka's color palette is an integral aspect of our brand identity. Only colors shown in this section may be used for all brand products, with appropriate balance between primary and secondary colors.

## Primary Natural Palette

Web #252525  
RGB R-37 G-37 B-37  
CMYK C-71 M-65 Y-64 K-70



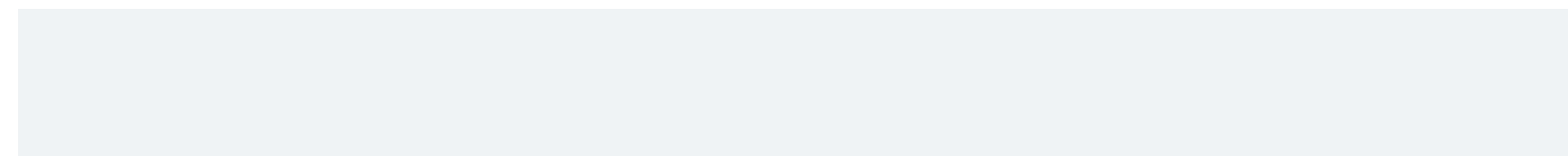
Web #595959  
RGB R-89 G-89 B-89  
CMYK C-63 M-55 Y-54 K-29



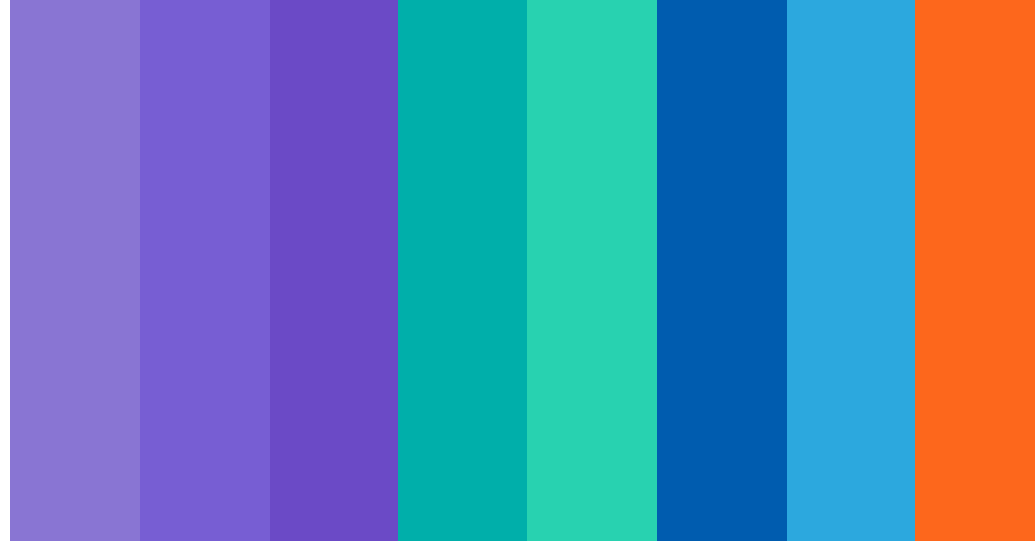
Web #FFFFFF  
RGB R-255 G-255 B-255  
CMYK C-0 M-0 Y-0 K-0



Web #EFF4F6  
RGB R-239 G-244 B-246  
CMYK C-5 M-1 Y-2 K-0







# COLORS

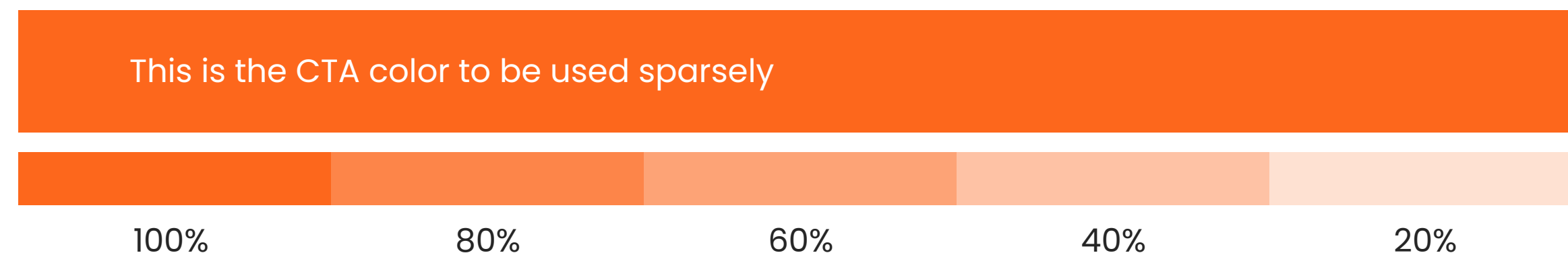
PRIMARY, NATURAL & SECONDARY



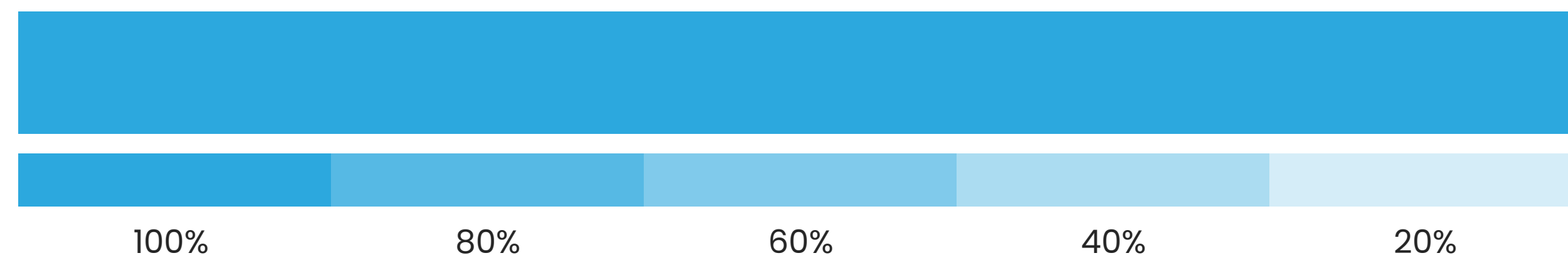
Aryaka's color palette is an integral aspect of our brand identity. Only colors shown in this section may be used for all brand products, with appropriate balance between primary and secondary colors.

## Secondary Palette

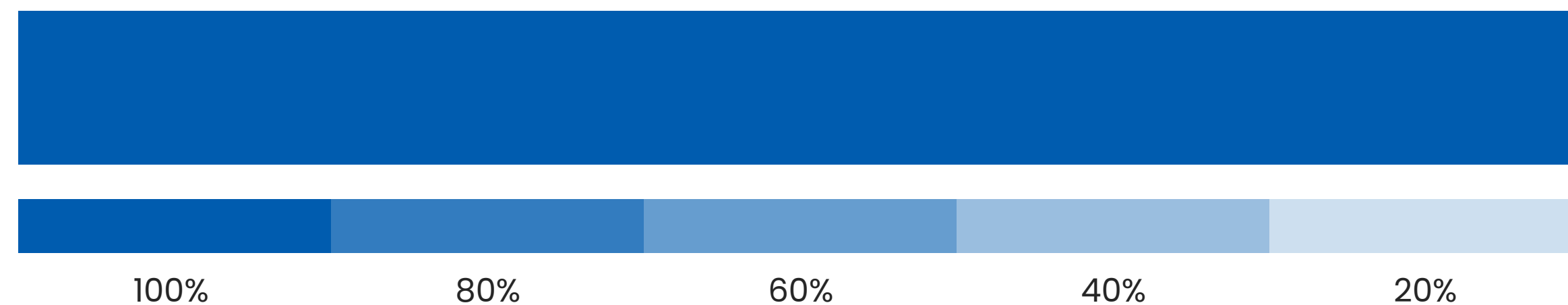
Web #fd671c  
RGB R-253 G-103 B-28  
CMYK C-0 M-74 Y-98 K-0



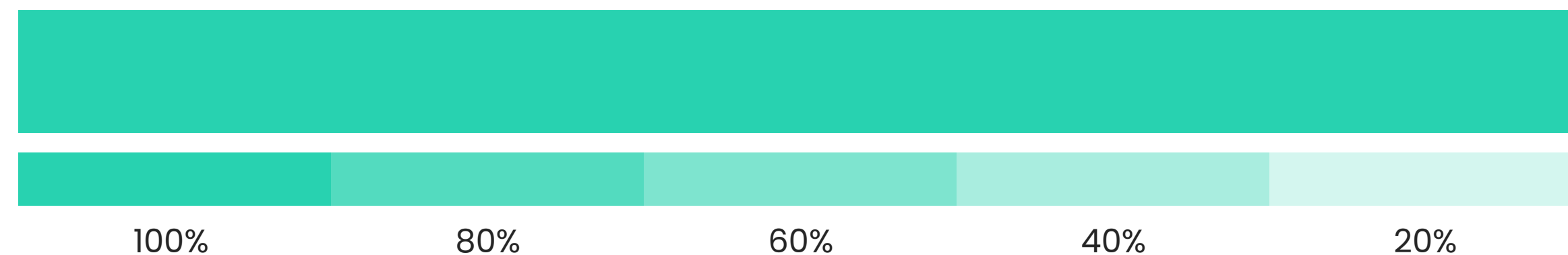
Web #2ca8de  
RGB R-44 G-168 B-222  
CMYK C-70 M-17 Y-0 K-0

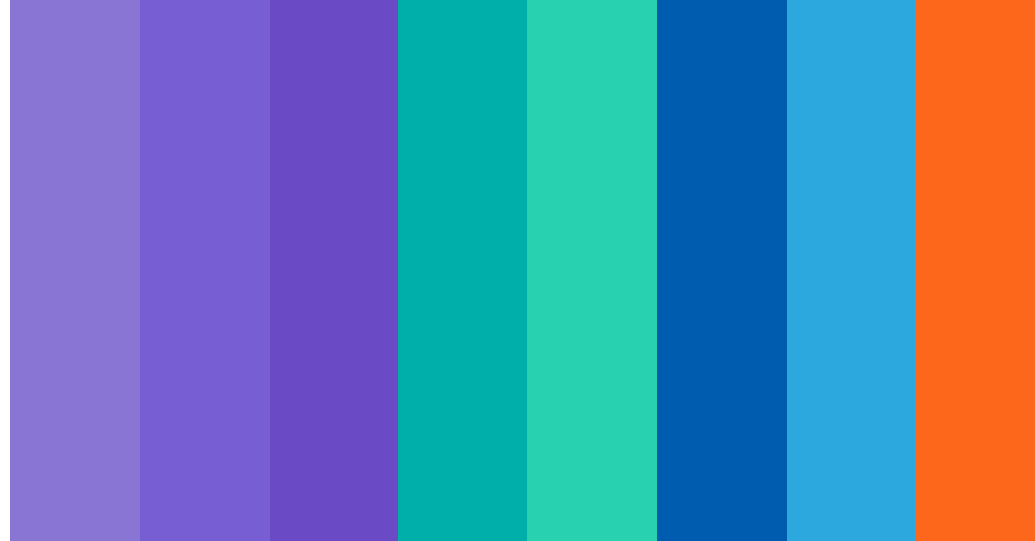


Web #005caf  
RGB R-0 G-92 B-175  
CMYK C-93 M-68 Y-0 K-0



Web #28d2b0  
RGB R-40 G-210 B-176  
CMYK C-65 M-0 Y-44 K-0





# COLORS

PRIMARY, NATURAL & SECONDARY



Aryaka's color palette is an integral aspect of our brand identity. Only colors shown in this section may be used for all brand products, with appropriate balance between primary and secondary colors.

Our primary color palette can also create the gradient displayed here. It is the only gradient that may be created from the brand colors.

Blend mode may be used in images (full or partial coverage) as long as it does not interfere with important display elements.

## Brand Gradient<sup>1</sup>

#643bba

#00afca





# TYPOGRAPHY

HEADER & BODY FONT FAMILY



Poppins is a geometric sans serif typeface which is great for both headlines and paragraph copy to optimize readability and style. Poppins is a synonym for awesome, popular, or fresh.

Poppins is the font used for all headlines, sub-headline, paragraph and call to action.

Poppins Bold and Semibold are used for most titles and subtitles.

Poppins Regular and Light are used for body text.

Poppins Semibold is used for call to action.

Poppins

Headline Poppins Bold  
75px | #252525

→ **This is the headline**

Sub-headline Poppins Semibold  
45px | #252525

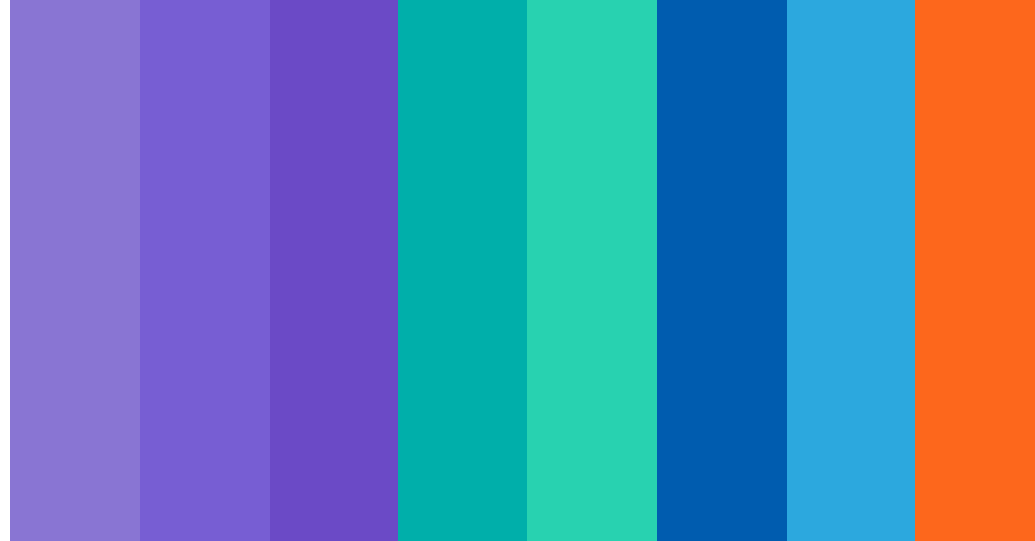
→ **This is the sub-headline in all sections**

Paragraph Poppins Regular  
20px | #252525

→ 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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Call to action Poppins Semibold  
20px | #FD671C

→ **Learn More >**



# BOILERPLATE

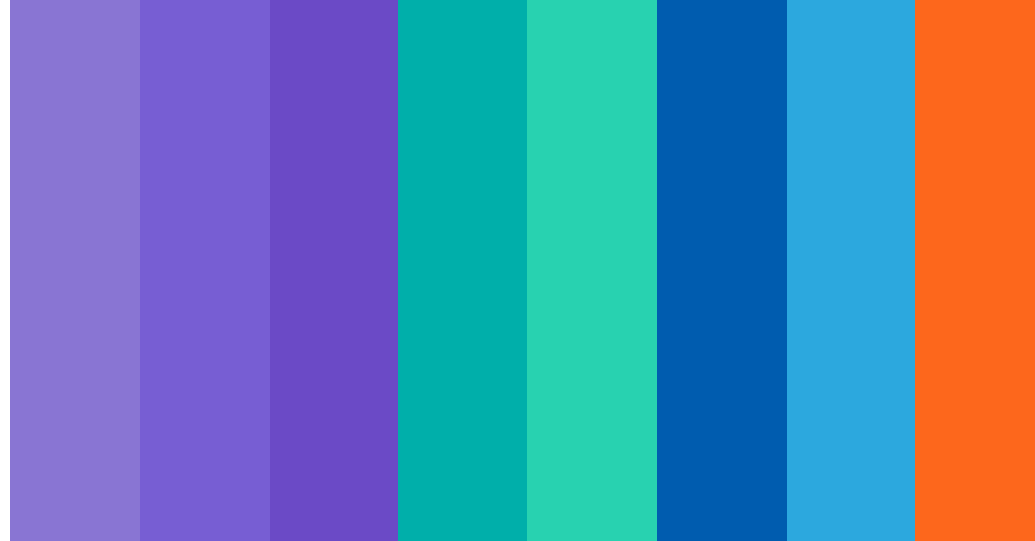
COMPANY DESCRIPTION



This is Aryaka's latest approved company description with a word count of 75.

## Company Description

Aryaka is the leader and first to deliver Unified SASE as a Service, the only SASE solution designed and built to deliver performance, agility, simplicity and security without tradeoffs. Aryaka meets customers where they are on their unique SASE journeys, enabling them to seamlessly modernize, optimize and transform their networking and security environments. Aryaka's flexible delivery options empower enterprises to choose their preferred approach for implementation and management. Hundreds of global enterprises, including several in the Fortune 100, depend on Aryaka for cloud-based software-defined networking and security services. For more on Aryaka, please visit [www.aryaka.com](http://www.aryaka.com).



# ARYAKA

## TRADEMARKS AND USAGE GUIDELINES

These guidelines are for authorized resellers and other entities authorized to use Aryaka's Trademarks ("Trademarks"). The Trademarks of Aryaka Networks, Inc. ("Aryaka") are used in connection with products and services worldwide to signify the quality and excellence for which Aryaka is known. Aryaka has obtained valuable rights through proper and continuous use of its Trademarks. Adherence to the following usage guidelines will help to maintain the integrity of our brands and preserve their value. Any use of the Trademarks that is inconsistent with these guidelines will be cause for immediate revocation of your use of our Trademarks. Aryaka may amend these guidelines from time to time as it deems necessary. All authorized users should consult this page from time- to-time for any updates.

## What is a Trademark?

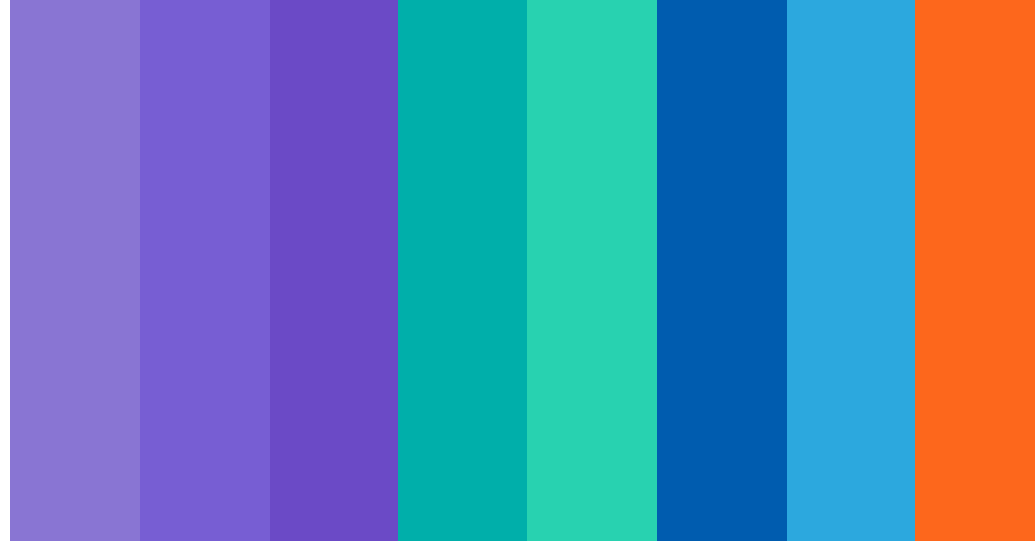
A Trademark is a word, name, symbol, device, design or phrase adopted and used by Aryaka to identify its goods and services and to distinguish them from the goods and services of others. Trademarks, otherwise known as brands, are usually marked with either a <sup>TM</sup> or SM or an <sup>®</sup> symbol (an SM designates an unregistered trademark of a service, <sup>TM</sup> designates an unregistered trademark of a product, and an <sup>®</sup> designates a registered Trademark of a service or a product). View the Aryaka Product Brand List below. While these lists generally refer to Trademarks used in the United States, some Trademarks may also be used and registered internationally.

## Product Brand List

The following is a list of Aryaka's Trademarks showing their proper trademark symbol. This list is subject to change at Aryaka's discretion.

- Aryaka FlexCore<sup>TM</sup>
- Aryaka Cloud-First WAN<sup>TM</sup>
- Aryaka The Cloud-First WAN Company<sup>TM</sup>
- Wantastic<sup>TM</sup>
- Aryaka Last Mile Service<sup>TM</sup>
- Aryaka TurboNet<sup>TM</sup>
- Aryaka TurboApp<sup>TM</sup>
- Connect to a Secure Tomorrow<sup>TM</sup>
- The Cloud-First WAN for a Secure Tomorrow<sup>TM</sup>
- Connecting Enterprises to a Secure Tomorrow<sup>TM</sup>
- Aryaka<sup>®</sup>
- MyAryaka<sup>®</sup>
- Aryaka Smart CONNECT<sup>®</sup>
- Aryaka Smart CDN<sup>®</sup>SmartConnect<sup>TM</sup>
- Aryaka Smart Secure<sup>®</sup>
- Aryaka Smart Secure Private Access<sup>TM</sup>
- Aryaka SmartOptimize<sup>®</sup>
- Aryaka SmartCloud<sup>®</sup>
- Aryaka Smart Manage<sup>®</sup>
- Aryaka Smart Insights<sup>®</sup>
- Aryaka Smart Services<sup>®</sup>
- Smart Bundles<sup>TM</sup>
- Aryaka LinkAssure<sup>®</sup>
- Aryaka HybridWAN<sup>®</sup>
- Flexcore<sup>TM</sup>





# ARYAKA

## TRADEMARKS AND USAGE GUIDELINES



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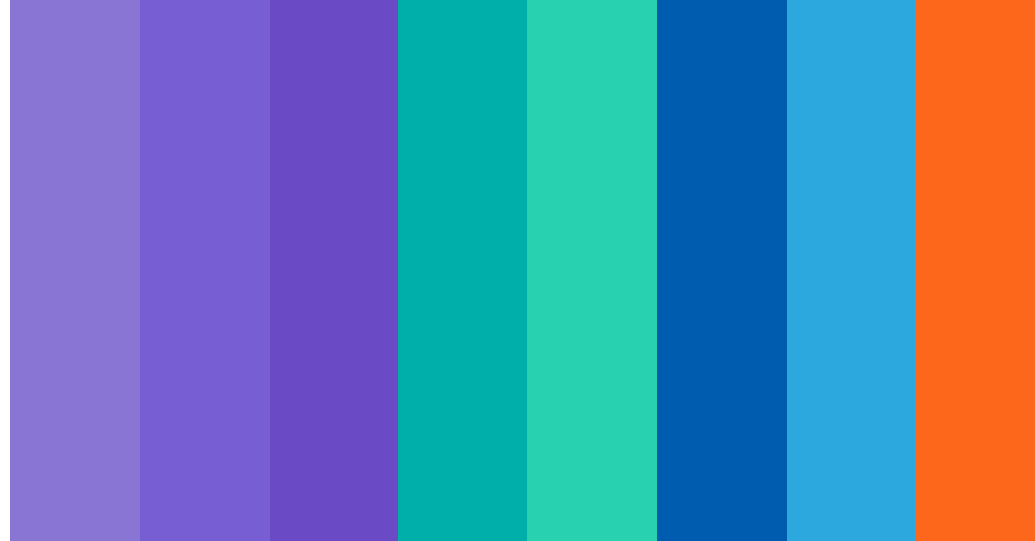
## Referential Trademark Usage<sup>1</sup>

Excluding the Corporate Logo, Aryaka Trademarks may be used to refer to Aryaka products in marketing and promotional literature, print materials and other media provided that:

- You adhere to these Trademark Usage Guidelines
- You do not disparage Aryaka or Aryaka products and services
- You do not imply a relationship or association with Aryaka that does not exist
- You use appropriate notice on all Trademarks and a footnote indicating that the Trademark(s) is owned by Aryaka Networks, Inc.

## Corporate Logo<sup>1</sup>





# ARYAKA

## TRADEMARKS AND USAGE GUIDELINES

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## General Trademark Usage Guidelines

1. Use appropriate markings. Always designate the Trademark with the appropriate SM or ™ or ® symbol in the first usage or most prominent usage of a Aryaka Trademark and on each separate page or section. For example: Aryaka®
2. Use Aryaka Trademarks as adjectives. Always use the Trademark as an adjective that modifies a noun. For example: "MyAryaka® portal provides..."; not "MyAryaka provides ..."
3. Attribute ownership of Aryaka Trademarks to Aryaka. When you refer to an Aryaka Trademark, please include a notice of Trademark attribution where appropriate on all labeling, print collateral or other media. For example: Aryaka and MyAryaka are Trademarks or Registered Trademarks of Aryaka Networks, Inc.
4. Unauthorized Uses:
  - a. Do Not alter the Trademarks from their original form, such as additional spaces or hyphens, or the creation of an unauthorized acronym.
  - b. Do Not use any Trademark as your domain name or part of your domain name.
  - c. Do Not use the Trademarks as part of your company or product name.
  - d. Do Not use any of the Trademarks in a way that would denigrate Aryaka, its affiliates or any of their products or services.
  - e. Do Not use the Trademarks in a possessive or plural format.
  - e. Do Not use the Trademarks in connection with any third-party mark, design, name or logo, in a way that could cause confusion amount customers as to the association of the parties or their services or products.
5. Logos:

You may not use any Aryaka logos without a Trademark license from Aryaka. All usage of Trademark logos shall be pursuant to these guidelines and any other guidelines applicable to that particular logo. Please contact Dave Ginsburg (David.ginsburg@aryaka.com) if you are interested in a license to use an Aryaka logo or you require further guidance on proper Trademark usage.





# BRAND GUIDELINES

