

***Jf*** tungstenfabric

BRAND GUIDELINES

## Introduction

Tungsten Fabric is a scalable and multicloud networking platform. It provides a single point of control, observability and analytics for networking and security.

The mark for this logo was inspired by the shape of the “t” and the “f” in the name of Tungsten Fabric. Looking closer, one can see the “weave” effect, graphically communicating the fabric concept in an abstract execution. The symmetry of the letters, with the weave shape, shows off the brand for what it truly is. Italics implies motion and fluidity in a simple, universally understood treatment. With vivid colors and an added gradient, the effect is dramatic. It’s a modern approach which gives it the right voice and appeal.



# The Logo

## Introduction

The Tungsten Fabric logo consists of the “tf” symbol and the primary logo type (tungstenfabric). The logo is provided in a horizontal version and stacked version.

The logo should always have one “x-height” of space separating the logomark from the logo-type.

The minimum width for the horizontal logo is 1”.

This logo is for use on a white background.



1 inch (minimum width)



## The Logo on a Dark Background

Use these logos on dark (very dark) backgrounds. Do not place on photography.



## Gradient Vs. No Gradient

\*Note—This is the stacked logo, to be used only where the horizontal logo will not work.

The top logo (gradient) is the primary logo to be used in all digital and print marketing materials. If a two-colored version is required, an option is provided (lower logo).



## Reversed Logo

The reversed logo is for use on dark-colored backgrounds or low contrast photography (top logo). The other logo is for use on light-colored backgrounds or lightened photography (lower logo).



## Logo Misuse

Do not squeeze or stretch the logo. The original proportions must be maintained at all times (Fig. 1).

Do not add a stroke or outline to the logo or use any color on the logo besides the approved colors (Fig. 2).

Do not rotate the logo. The logo must always be in its original horizontal orientation. (Fig. 3).



Fig. 1



Fig. 2



Fig. 3



## Logo Misuse (Continued)

Do not use the reversed logo on light-colored backgrounds. The reversed logo may only be used on Tungsten Fabric dark purple, red-coral, or orange / red-coral gradient (Fig. 4).

Do not place the logo on any background other than the approved backgrounds (Fig. 5).

Do not use unapproved or high-contrast photography as a background for the logo (Fig. 6).



Fig. 4



Fig. 5



Fig. 6

**Slogan**

The Slogan

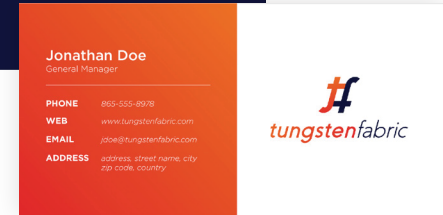
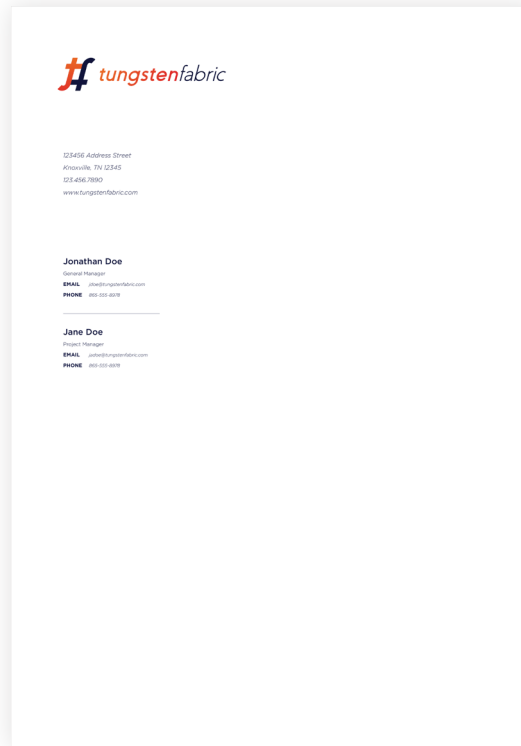
*"Multicloud Multistack SDN"*



# Materials

## Business Card and Letterhead

The approved designs for the business card and letterhead for Tungsten Fabric are shown here.



# Typefaces

## Typography - Sans Serif

Tungsten Fabric uses Gotham for all marketing materials.

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Gotham Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### **Gotham Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### ***Gotham Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

**HEADLINE  
GOTHAM  
BOLD, 26 PT**

Secondary Headline  
Gotham Book, 16 p

*Tertiary Headline  
Gotham Book Italic 12 pt*

Body Copy  
Gotham Book 9 pt

## Typography - Serif

When a serif font is needed, Tungsten Fabric uses Aleo for all marketing materials.

### Aleo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Aleo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Aleo Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Aleo Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**HEADLINE  
ALEO  
BOLD, 26 PT**

Secondary Headline  
Aleo Regular, 16 pt

*Tertiary Headline  
Aleo Regular Italic 12 pt*

Body Copy  
Aleo Regular 9 pt

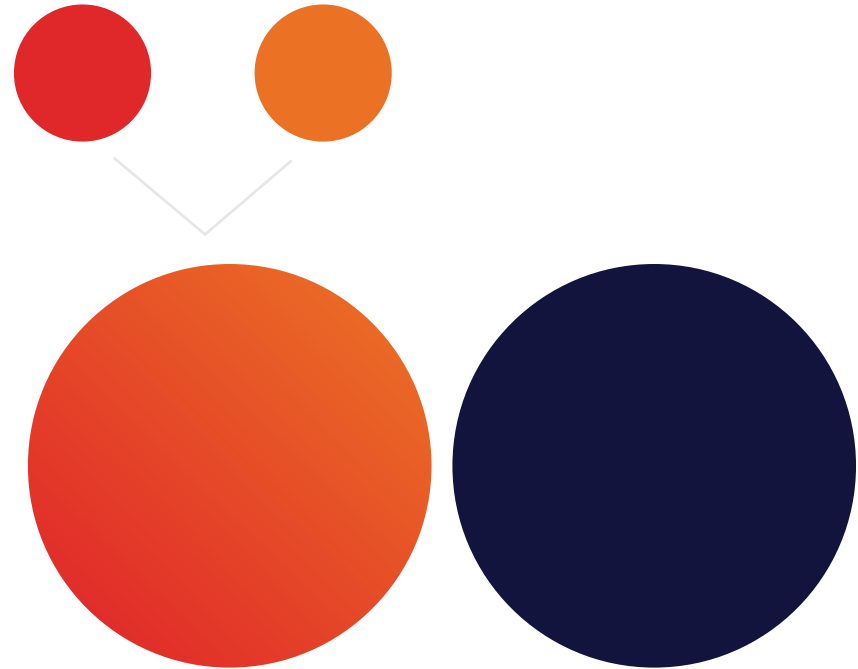


# Colors

## Colors

Tungsten Fabric red, orange, and blue are the main colors used to bring the brand together.

The selected colors were identified both for their contemporary design language in the networking space and for the indication of fire and heat, as Tungsten Fabric is production-proven and can, colloquially, take the "heat." The gradient option further reinforces this effect. Note that the gradient option should only be used in applications where the gradient can be faithfully reproduced in sufficient resolution to avoid negative effects such as banding and pixelation.



### Permanent Geranium Lake

R277 G36 B41  
C5 M99 Y96 K0  
HEX: e22529

### Vivid Tangelo

R237 G112 B3  
C3 M69 Y99 K0  
HEX: ed7124

### Maastricht Blue

R13 G18 B61  
C100 M96 Y41 K51  
HEX: 0d123d