rubrik

Brand Identity Guidelines

Version 1.1
July 2018

Content

The Logo

Logo

The Rubrik logo is the core visual mark of our company, products and people. It represents our company in various applications, from products, marketing materials, signage and presentations.

Logomark
This mark represents the essence of our products. It is comprised of many objects that work together to scale up. The negative space is an "X" that represents scale and growth.

Logotype
The logotype is a bespoke typeface. The lowercase is simple to read, yet timeless.

Registered Trademark
The Rubrik logo is trademarked by Rubrik, Inc. and is legally protected. The logo should always be used with the registered trademark whenever possible.

However, when the logo is produced at a small scale or on apparel, it is often best to remove the registered trademark. If you have any questions regarding our visual identity and its application, please contact us at branding@rubrik.com.

Logomark   Logotype

rubrik   Registered
              Trademark
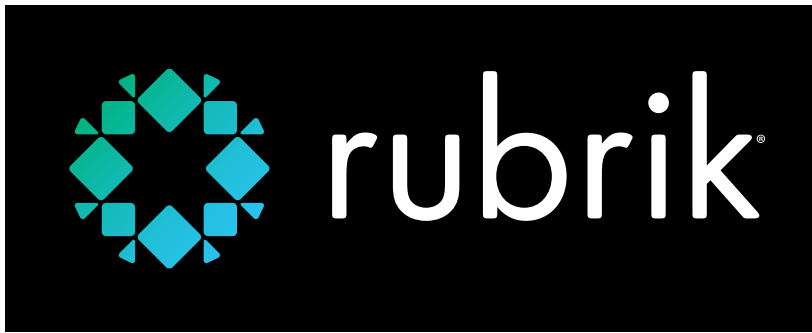
Logo

Configurations

Horizontal

Our horizontal logo is the preferred version and should be used whenever possible.

Vertical

While the horizontal logo is preferred, we have developed a vertical version of our logo for application when space is limited.

Configurations – Reversed

Horizontal
Our horizontal logo is the preferred reversed version.

Vertical
While the reversed horizontal logo is preferred, we have developed a vertical version of our logo for application when space is limited.

Two Colors

There will be rare instances when using the two color gradation logomark is not possible.

In that case, we have designated Pantone 326 C in lieu of it. It is a compromise between the blue and green of our brand colors.

One Color

There will also cases where using the gradation or two colors is not permissible. We have devised a solution for that too. Use a 70% grayscale or reverse on a dark background.

Background Control

Our logo is best presented on a white or black background color. This will not always be the case. Below are the value ranges that ensure visibility of the logo.

The same background value rules apply to the vertical version of the logo.

Acceptable
Light Background

Acceptable
Dark Background

0%

10%

20%

80%

90%

100%

Acceptable

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Acceptable

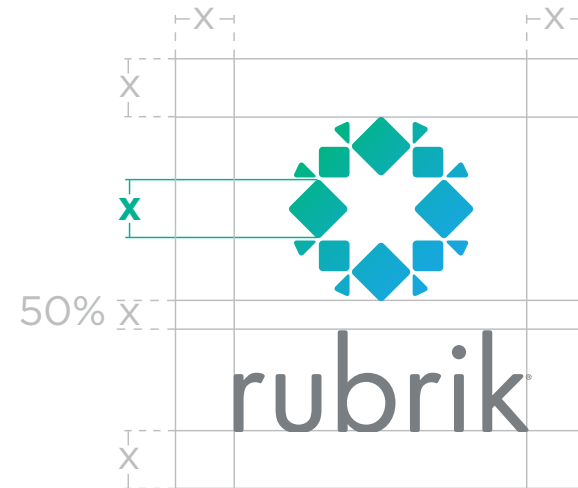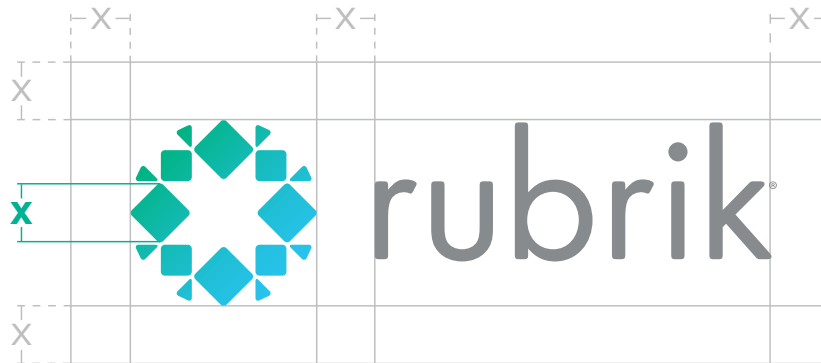0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Clear Space

To ensure maximum visibility of the mark,
we have established clear space around the logo.
This space should be free of type, graphics
and other elements that impacts the legibility
of the identity.

Minimum Size

Different visual problems require different aesthetic solutions. The size of the logo should depend on its application. There is no correct maximum size.

In order to maximize legibility, we have set a minimum size for each configuration.

Print

Minimum Size
1.25" or 30mm

Minimum Size
.75" or 20mm

Minimum Size
.30" or 10mm

Digital

Minimum Size
100px

Minimum Size
75px

Minimum Size
50px

Misuses

In order to maintain the integrity of the Rubrik brand, it is important to present a consistent image. Never alter or recreate the logo.

These samples illustrate misuses of the Rubrik logo and shown should be avoided.

DON'T rearrange the elements

DON'T add text to the lockup

DON'T rotate the logo

DON'T use logotype on its own

DON'T mix colors from the palette
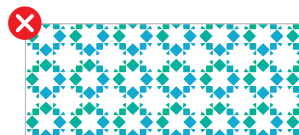
DON'T distort the logo

DON'T add a drop shadow

DON'T change the proportion

DON'T outline the logo

DON'T create patterns with the snowflake

DON'T fill the snowflake with an image

DON'T place the logo in front of a busy background

Colors

Colors

Our colors sets us apart from others in the market. They are strong but not overbearing. Distinguishable but not abrasive.

The primary palette should be used in headlines, primary graphic elements and illustrations.

The secondary palette allows flexibility in brand communication in areas such as typographic highlights, subheads, product names and descriptors.

Do not introduce any other than those specified. Only uses the specified RGB, CMYK and HEX.

Primary

Coated Paper Pantone 326 C	Coated Paper Pantone 299 C	Coated Paper Pantone 339 C	Coated Paper Pantone Cool Gray 8 C
Uncoated Paper Pantone 3262U	Uncoated Paper Pantone 2985 U	Uncoated Paper Pantone 3405 U	Uncoated Paper Pantone Cool Gray 8 U
R 0 G 178 B 169 HEX #00B2A9	R 0 G 163 B 224 HEX #00A3E0	R 0 G 179 B 136 HEX #00B388	R 136 G 139 B 141 HEX #888B8D
Coated C 81 M 0 Y 39 K 0	Coated C 86 M 8 Y 0 K 0	Coated C 84 M 0 Y 59 K 0	Coated C 23 M 16 Y 13 K 46
Uncoated C 65 M 0 Y 35 K 0	Uncoated C 65 M 0 Y 3 K 0	Uncoated C 78 M 0 Y 67 K 0	Uncoated C 20 M 11 Y 12 K 32

Secondary

Coated Paper Pantone 547 C	Coated Paper Pantone 143 C	Coated Paper Pantone 272 C	Coated Paper Pantone Cool Gray 10 C
Uncoated Paper Pantone 546 U	Uncoated Paper Pantone 129 U	Uncoated Paper Pantone 2725 U	Uncoated Paper Pantone Cool Gray 11 U
R 0 G 49 B 60 HEX #00313C	R 241 G 180 B 52 HEX #F1B434	R 116 G 116 B 193 HEX #7474C1	R 99 G 102 B 106 HEX #63666A
Coated C 100 M 35 Y 32 K 82	Coated C 0 M 25 Y 78 K 5	Coated C 61 M 56 Y 0 K 0	Coated C 40 M 30 Y 20 K 66
Uncoated C 90 M 52 Y 45 K 45	Uncoated C 0 M 30 Y 75 K 2	Uncoated C 47 M 46 Y 0 K 0	Uncoated C 30 M 17 Y 8 K 51

Typography

Principal Typography

Our principal typeface is Gotham. Its geometry is simple yet bold.

Gotham Extra Light should always be paired with Gotham Narrow Light.

Gotham Extra Light is used for all headline and subtitles. Gotham Narrow Light should always be is used for body copy.

There will be cases when body copy will need to be called out. Please use Gotham Narrow Medium this matter.

GOTHAM – EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM NARROW – EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**GOTHAM NARROW – MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Typesetting

In order to maintain a balance between the headline and body copy, reference the guidelines when typesetting.

When typesetting titles or headlines the leading should be approximately 15% larger than the type size.

The leading of the body copy should be approximately 30% bigger than the type size.

The leading between the headline and the body is should be the same height as the cap height of the headline.

All type should be set to -15 tracking.

Don't Backup. Go Forward. Simply Beautiful. 16/18.5

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut convallis congue ligula quis molestie. Ut mollis ultricies felis, vel consectetur velit interdum non. Vivamus odio ante, auctor vel tempor vel, hendrerit eu massa. Maecenas dui massa, posuere sed consectetur eget. 10/13

Don't Backup. Go Forward. Simply Beautiful. 22/25

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut convallis congue ligula quis molestie. Ut mollis ultricies felis, vel consectetur velit interdum non. Vivamus odio ante, auctor vel tempor vel, hendrerit eu massa. Maecenas dui massa, posuere sed consectetur eget. 12/15.5

Don't Backup. Go Forward. Simply Beautiful. 26/30

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut convallis congue ligula quis molestie. Ut mollis ultricies felis, vel consectetur velit interdum non. Vivamus odio ante, auctor vel tempor vel, hendrerit eu massa. Maecenas dui massa, posuere sed consectetur eget. 14/18

Typographic Hierarchy

We use Gotham Narrow Extra Light
for all titles and subtitles.

Gotham Narrow Medium and Gotham
Narrow Extra Light should be used for
subheads, body copy and bullets.

Do not hyphenate paragraphs.

Title

Level 1 - Gotham Extra Light - Rubrik teal

Level 2 - Gotham Extra Light -
Rubrik gray or white

Don't Backup. Go Forward.
Converged Data Management Platform.

Body Copy

Level 1 - Gotham Narrow Medium – Rubrik blue

Level 2 - Gotham Narrow Medium

Level 3 - Gotham Narrow Extra Light

Level 1 of the document

Level 2 of the document

Level 3 of the document. This is usually the body copy of the document.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.

- **Scale-out Data Reduction**
  Reduce storage and network consumption with best-in-class global
  deduplication and compression that scales through entire Rubrik clusters.

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  with best-in-class global deduplication and compression that scales
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Level 4 - Gotham Narrow Book

  – **Instant Recovery**
    Instantly recover VMs, applications, and files to your production
    environment by booting the files directly on Rubrik.

  – **Instant Recovery** – Instantly recover VMs, applications, and files to
    your production environment by booting the files directly on Rubrik.

Level 5 - Gotham Narrow Extra Light

  – Instantly recover VMs, applications, and files to your production
    environment by booting the files directly on Rubrik.

Secondary Typography

For non-typeset applications such as text documents, PowerPoint and emails Arial should be used in lieu of Gotham. It is a standard font installed on all systems and does not require a license.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thank You

If you have gone through this brand guideline, you have our gratitude. It means you share the same appreciation for design aesthetic. Applying these principles takes time and effort but the Rubrik will be a more cohesive brand for it.

If you have any questions regarding our visual identity and its application, please contact us at branding@rubrik.com.

Thank you.