

COHESITY

# Cohesity Logo Usage Guidelines



# Our Logo

## COLOR

The preferred Cohesity logo is the 2-color black and green or 2-color white and green option whenever possible. Only use the all white or all black version of the logo when the logo is unreadable on the selected background. No other colors are ever acceptable.

## READABILITY

The Cohesity logo is designed to be used across all media. The color you choose will depend on the environment and application in which the logo appears.



COHESITY



COHESITY



COHESITY

# Using Our Logo

## CLEAR SPACE

There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered. The clear space must be substantially separated from other logos, trademarks, copy, illustrations, and photography. As shown, the logo height can be used as a guide to establish clear space. Always maintain this minimum clear space, even when proportionally scaling the logo.

## MINIMUM SIZE

The Cohesity logo should never be too small to read. The logo should always be shown no smaller than 1.25" wide @300dpi for print and no smaller than 90px @72dpi in width for screens.

## Clear Space

---



## Minimum Size

---

**COHESITY**

**PRINT**

1.25" wide @300dpi

*actual size shown*

**COHESITY**

**WEB / SCREEN**

90px wide @72dpi

*actual size shown*

# Incorrect Usage

## DONT'S

It is important that the appearance of the logo remains intact and consistent.

The logo should not be misinterpreted, modified, or added to. The logo should never be filled with anything other than the colors in this guide. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this guide.



**NO**

Do not distort, stretch, warp, or rotate the logo at any time.



**NO**

Do not create a stroke or outline the logo at any time.



**NO**

Do not change the color of the "S" in the logo at any time.



**NO**

Do not apply effects or textures to the logo.



**NO**

Do not change the color of the logo.



**NO**

Do not use the white logo on light colors.



**NO**

Do not use old versions of the logo.



**NO**

Do not use the logo as a mask.



**NO**

Do not use the logo on top of busy images.

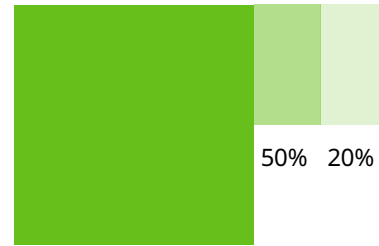


**NO**

Do not use the 2-color logo on a green background, the "S" needs to always be visible.

# Colors

## Primary



**CMYK:** 63, 0, 100, 0  
**RGB:** 103, 191, 27  
**HEX:** #67BF1B  
**Pantone:** 3501 C

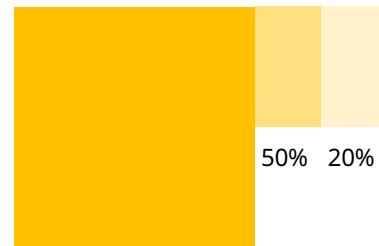


**CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255  
**HEX:** #FFFFFF

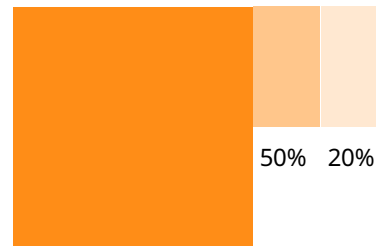


**CMYK:** 40, 30, 30, 100  
**RGB:** 0, 0, 0  
**HEX:** #000000

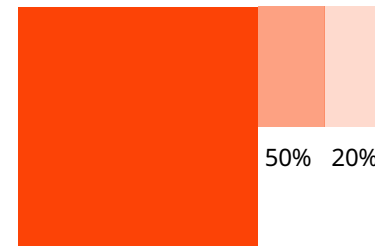
## Secondary



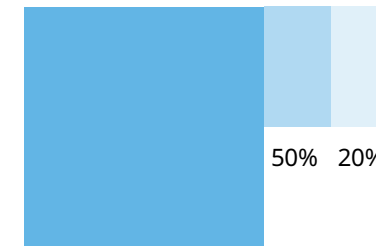
**CMYK:** 0, 26, 100, 0  
**RGB:** 255, 192, 0  
**HEX:** #FFC000  
**Pantone:** 7549 C



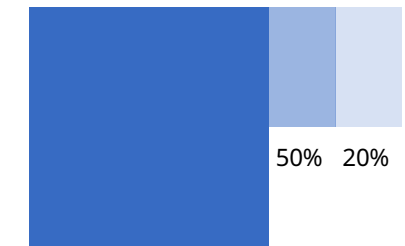
**CMYK:** 0, 54, 98, 0  
**RGB:** 255, 141, 23  
**HEX:** #FF8D17  
**Pantone:** 715 C



**CMYK:** 0, 87, 100, 0  
**RGB:** 252, 67, 6  
**HEX:** #FC4306  
**Pantone:** 3556 C



**CMYK:** 56, 13, 0, 0  
**RGB:** 98, 181, 229  
**HEX:** #62B5E5  
**Pantone:** 2915 C



**CMYK:** 81, 59, 0, 0  
**RGB:** 55, 107, 195  
**HEX:** #376BC3  
**Pantone:** 2131 C

## PALETTES

Cohesity's color palette consists of a primary, secondary, and tertiary palette that coexist to create a wide range of color variety within the brand. Transparent percentages of the primary and secondary colors can be used sparingly in small doses.

## Tertiary



**CMYK:** 97, 67, 40, 25  
**RGB:** 0, 74, 102  
**HEX:** #004A66  
**Pantone:** 3025 C



**CMYK:** 89, 31, 92, 21  
**RGB:** 0, 112, 65  
**HEX:** #007041  
**Pantone:** 7733 C

# Color Usage and Weighting

## COLOR USAGE

The color palettes should be applied with the mindset that the preferred brand style is a lightweight look and feel, but there can be outside cases that use a darker tone (ie: in-person events or software).

### Primary

These colors are a recognizable identifier of Cohesity. Use them as the dominant color palette for all internal and external visual representations of the company.



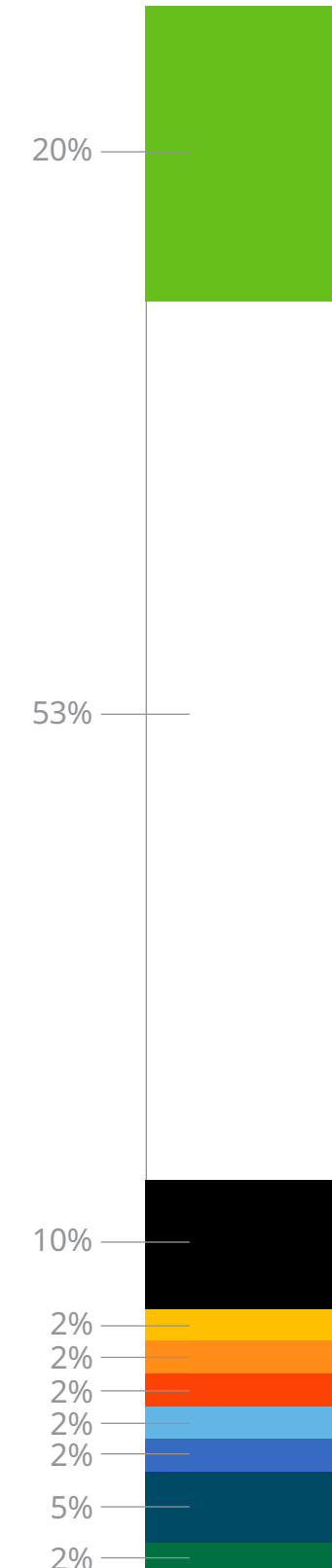
### Secondary

These colors are to be used as supporting accent colors or as pops of colors to draw special attention to an item or area.



### Tertiary

These colors are to be used primarily for backgrounds to add contrast against a pattern or white text.



# Questions?

Reach out to [brand@cohesity.com](mailto:brand@cohesity.com) and we'll be happy to help!

© 2021 Cohesity, Inc. All rights reserved.

Cohesity, the Cohesity logo, SnapTree, SpanFS, DataPlatform, DataProtect, Helios, and other Cohesity marks are trademarks or registered trademarks of Cohesity, Inc. in the US and/or internationally. Other company and product names may be trademarks of the respective companies with which they are associated. This material (a) is intended to provide you information about Cohesity and our business and products; (b) was believed to be true and accurate at the time it was written, but is subject to change without notice; and (c) is provided on an "AS IS" basis. Cohesity disclaims all express or implied conditions, representations, warranties of any kind.