

Brand Play Book



For further questions visit us online at:
www.silver-peak.com or email us at:
corporateidentity@silver-peak.com



Positioning

Core Elements

HELP

Logo, Colors, Typefaces, Imagery, Voice, Tone, and Clear Space. These are the building blocks of the Silver Peak Corporate Identity System. They are to be used for communication at every touch point on the customer journey and across all media. Creative use of Core Elements allows for differentiation and flexibility in communication.

DESCRIPTION

Objectives of the Brand Playbook

The primary objective of the Brand Playbook is to align the Silver Peak brand strategy to our aspirational goals as a company.

Brand stewardship is not only the responsibility of the company — it evolves through the customers that draw meaning from it. **The brand isn't what the company says it is — it's what they say it is.**



Positioning

What Does the Creative Platform inform?

DESCRIPTION

The brand values, personality, attributes and promise are intended to better inform each touch point on the customer journey, such as:

- The look and feel of our website
- The tone of copy, communications and blog posts
- Our overall marketing strategy
- The way we communicate with our teams

What We value

DESCRIPTION

At Silver Peak, we are always **up for a challenge**. We are at our best when rethinking the possible.

Our values are grounded firmly in being trustworthy, honest and reliable. Integrity is the cornerstone of the Silver Peak brand.

Success is more rewarding when it is shared. At Silver Peak, we empower others through information. That's why our customer's success is our success.

The strongest customer relationships are those that are aligned with values and goals. That's why technology that increases productivity and is easy to use is a key element of our approach to simplifying and rethinking networking.



Positioning

How Positioning Applies

HELP

Positioning is how we need to be thought of in the minds of our most important audiences in order to be successful. Positioning should be a differentiated, motivational and sustainable thought. It is not just our definition or how we express it (taglines, messages, etc.), but it should serve as the conceptual core for all that we say and do. It's about what we want people to feel when they experience Silver Peak and remember when they walk away.

DESCRIPTION

Brand Attributes

- | | |
|-----------------|-------------------------|
| Dependable | Fast |
| Proven | Focused |
| Trusted | Problem Solvers |
| Thought Leaders | Always Delivering Value |
| Innovative | |

Brand Personality

- | | |
|-------------|---------------|
| Gritty | Tenacious |
| Courage | Approachable |
| Inquisitive | Collaborative |

Brand Tone

- | | |
|---------------|------------|
| Accessible | Optimistic |
| Knowledgeable | Humble |
| Genuine | Respectful |
| Open | |



Logo & Marque

HELP

This Brand Playbook is accompanied by the Silver Peak Logo in a range of formats including **.EPS**, **.AI** and **.PNG**.

DESCRIPTION

Silver Peak logo

LOGO MARQUE COL 1

A



A. On the lighter color backgrounds (i.e., gold), the black version of the logo is used.

Logo Variations

HELP

This Brand Playbook should be accompanied by the logo in a range of formats including **.EPS**, **.JPEG** and **.PNG**.

DESCRIPTION

Logo usage may vary, there are 2 alternative versions of the logo, one for light and one for dark as shown below

LOGO MARQUE COL 1



Solid black is best used on light background colors when the three or four color logo isn't appropriate.

LOGO MARQUE COL 2



Solid white is best used on dark background colors.

Clear Space

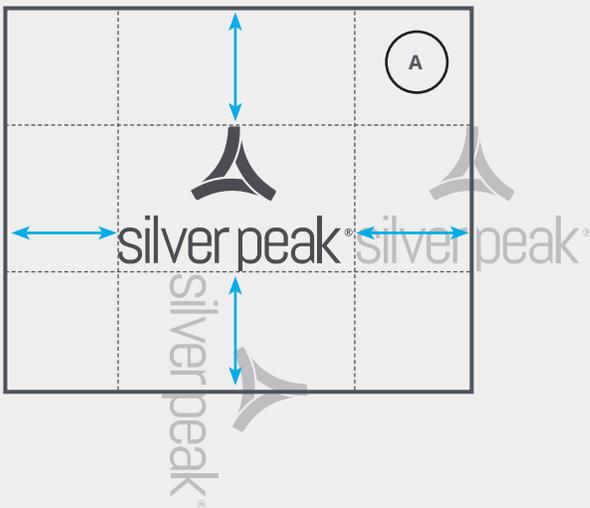
HELP

The necessary clear space is equal to the height of the “a” in the logo. If the logo appears without the company name, give half the logo height to clear space.

DESCRIPTION

Clear space is the minimum amount of space around the logo into which no other object should infringe.

MINIMUM CLEARANCE



A.

The clear space is 50% the width of the logo when stacked.



B.

The clear space is 100% the height of the “a” in the Silver Peak logo.

Logo Size

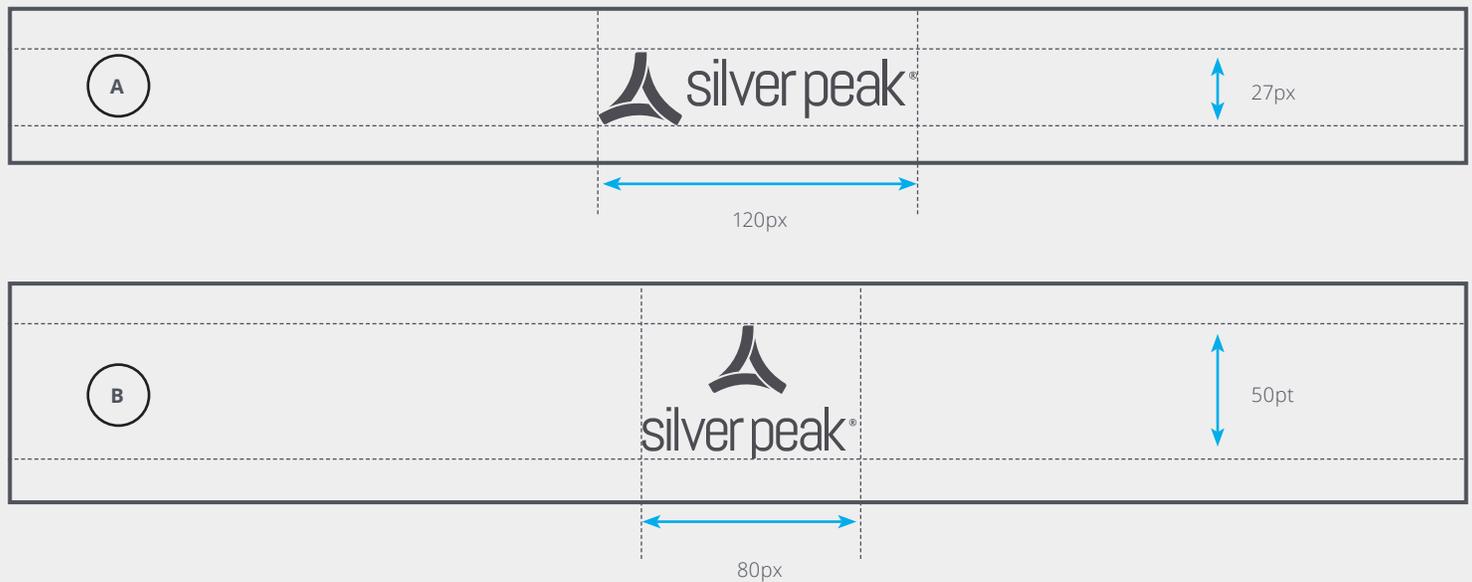
HELP

The minimum size of the logo is 120px wide (1 inch) when locked up horizontally and 80px wide (3/4 inch) when locked up vertically.

DESCRIPTION

The logo can be locked up in two different ways: horizontally (ideal for web) and vertically.

LOGO LOCKED UP OPTIONS MINIMUM HEIGHTS



Incorrect Logo Usage

HELP

The logo is provided in multiple formats such as .ai, .eps and various final art to include jpeg and png. While it is tempting to add drop shadows and different color variations, please refer to this document for proper usage.

DESCRIPTION

Examples of incorrect logo usage.



Do not re-orient any part of the logotype



Do not outline the logo



Do not stretch or skew the logo



Do not change any typeface within the logo



Do not use background colors that inhibit the legibility of the logo



Do not use the logo on busy photographs that obscure the logo

Incorrect Logo Usage

HELP

The logo is provided in multiple formats such as .ai, .eps and various final art to include jpeg and png. While it is tempting to add drop shadows and different color variations, please refer to this document for proper usage.

DESCRIPTION

Examples of incorrect logo usage.



Do not change the proportions of the logo or the type



Do not apply drop shadows or other effects to the logo



Do not remove any piece of the logo



Do not change the colors of the logo



Do not rotate or tilt the logo



Do not add shapes or outlines that could be misconstrued as an element of the logo

Trademarks

DESCRIPTION



Always add the registered trademark symbol to the first appearance of "Silver Peak" in text that is not in a title, headline or subhead.

When using the Silver Peak logo, always use the version with the registered trademark symbol.

"Silver Peak" in Text

Silver Peak®

Logos





Trademarks

DESCRIPTION

TM

Add the trademark symbol to the first appearance on a page or document, of any of the Silver Peak trademarked offerings listed below that is not in a title, headline or subhead.

Trademarked Offerings

Logos

Unity EdgeConnect™

No logo

Unity Orchestrator™

No logo

Unity Boost™

No logo

First-packet iQ™

No logo

Self-driving wide area network™

No logo

WANSpeak™



TRADEMARK ATTRIBUTION LANGUAGE

Please place the following trademark language at the bottom or footer area of the page, or on the last page of a multi-page document.

This text can be smaller than the body copy on the page, but no smaller than 7 point text on a printed or PDF document, or 12 pixels on a web page.

Silver Peak, the Silver Peak logo, and all Silver Peak product names, logos, and brands are trademarks or registered trademarks of Silver Peak Systems, Inc. in the United States and/or other countries.

Primary Color Palette

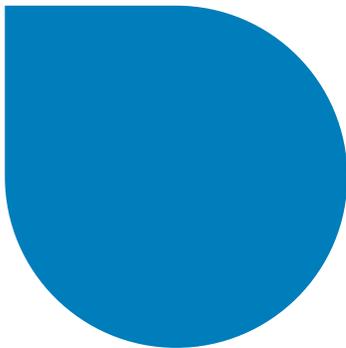
HELP

For a color spectrum guide, see pages 28 and 29.

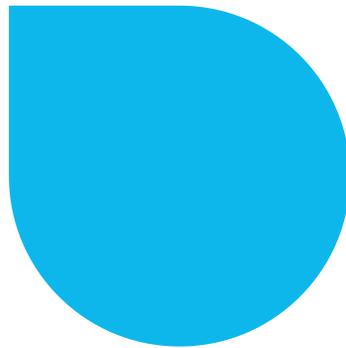
DESCRIPTION

The palette consists of four primary colors.
The primary color is blue.

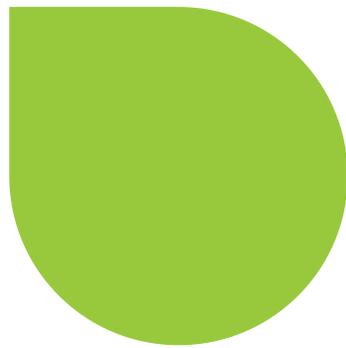
SILVER PEAK BLUE



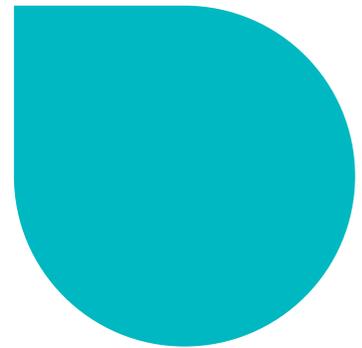
BLUE



SILVER PEAK GREEN



AQUA



Secondary Alternate Color Palette

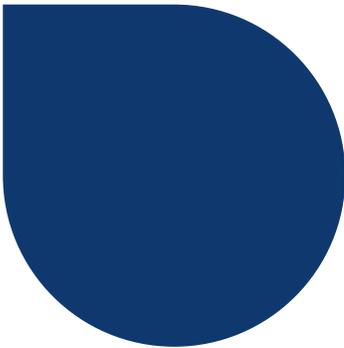
HELP

For a color spectrum guide, see pages 28 and 29.

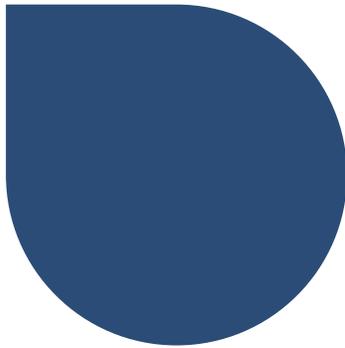
DESCRIPTION

The palette consists of four alternate colors.

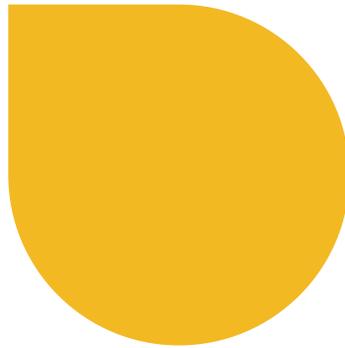
DARK BLUE



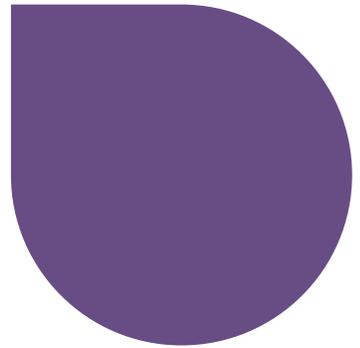
DARK BLUE 2



GOLD 2



PURPLE



ALTERNATE BLUE ACCENTS



ALTERNATE GOLD ACCENTS



ALTERNATE RED ACCENTS



GRAY ACCENTS



Silver Peak Blue

Pantone® **7461C**

CMYK 98% 24% 1% 3%

RGB 000 125 186

Web #007dba

Blue

Pantone® **292C**

CMYK 67% 10% 1% 0%

RGB 049 178 229

Web #31b2e5

Silver Peak Green

Pantone® **2292C**

CMYK 45% 0% 100% 0%

RGB 160 197 062

Web #97C114

Aqua

Pantone® **7710C**

CMYK 77% 0% 26% 0%

RGB 010 175 184

Web #0aafb8

Dark Blue

Pantone® **288C**

CMYK 100% 87% 36% 31%

RGB 025 047 089

Web #192f59

DK Blue 2

Pantone® **2111C**

CMYK 86% 65% 21% 26%

RGB 070 078 126

Web #464e7e



Color Palette

Purple

Pantone® **Metallic 8145C**

CMYK 75% 88% 44% 0%

RGB 102 069 111

Web #66456f

Gold 2

Pantone® **2007U**

CMYK 0% 27% 95% 4%

RGB 226 168 085

Web #e2a855

Gold

Pantone® **129C**

CMYK 0% 19% 90% 0%

RGB 255 206 051

Web #ffce33

DK Blue 3

Pantone® **Cool Gray 11C**

CMYK 70% 60% 46% 26%

RGB 080 084 097

Web #505461

Gold 3

Pantone® **2011C**

CMYK 0% 48% 99% 0%

RGB 237 155 051

Web #ed9b33

Red

Pantone® **185C**

CMYK 2% 97% 94% 0%

RGB 232 044 043

Web #e82c2b

Red 2

Pantone® **7578C**

CMYK 1% 77% 99% 0%

RGB 239 097 036

Web #ef6124

Plum

Pantone® **2405C**

CMYK 36% 100% 0% 0%

RGB 176 000 142

Web #b0008e

Gray 1

Pantone® **2336C**

CMYK 64% 58% 57% 36%

RGB 081 079 078

Web #52504f

Gray 2

Pantone® **403C**

CMYK 47% 43% 53% 10%

RGB 136 127 114

Web #887f72

Warm Gray 3

Pantone® **Warm Gray 3C**

CMYK 23% 22% 25% 0%

RGB 193 184 185

Web #c1b7af

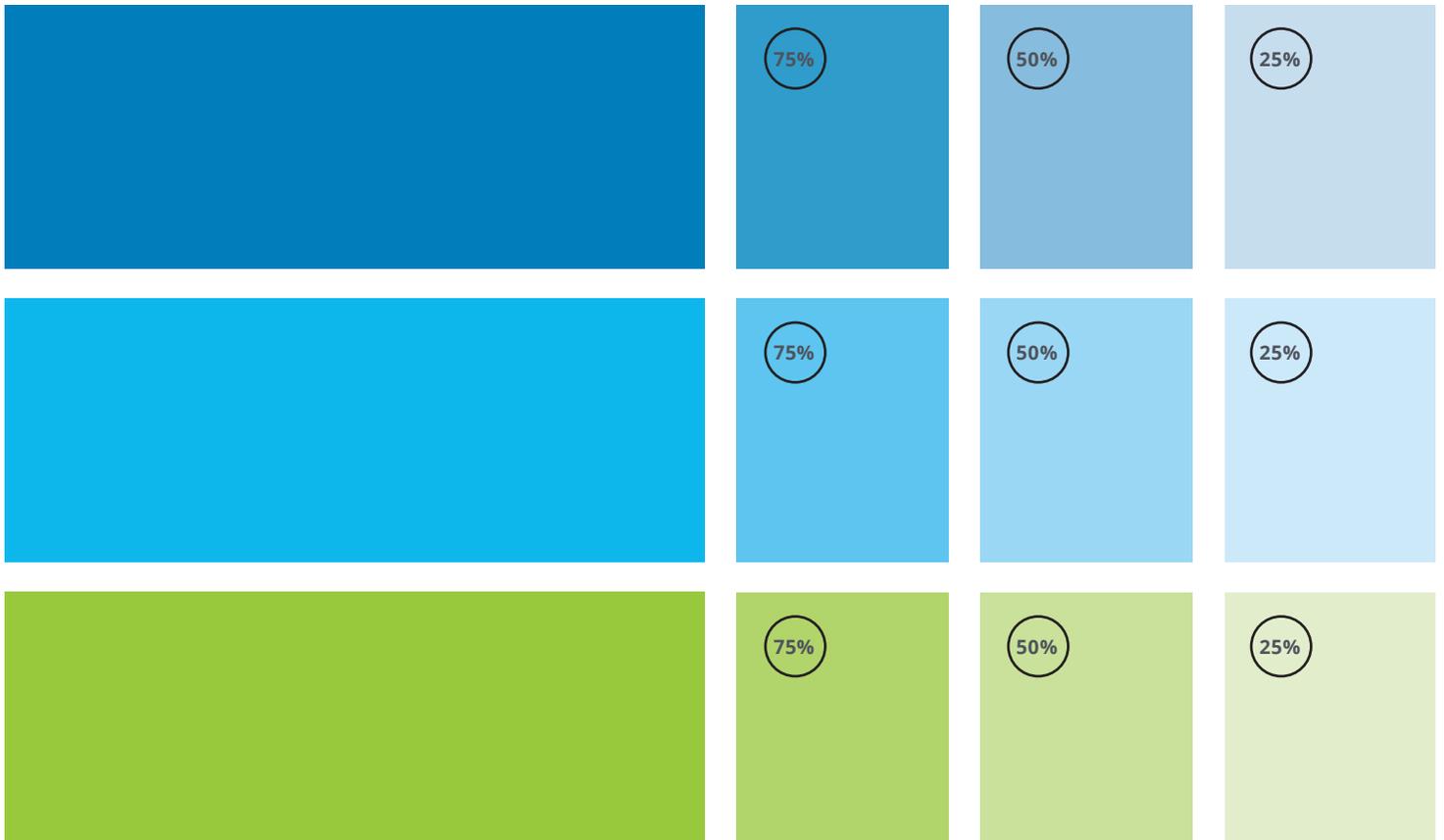
Color Tints

HELP

In color theory, a tint is the mixture of a color with white, which increases lightness.

DESCRIPTION

Tints are useful in printing as they reduce costs by negating the need for additional color plates.



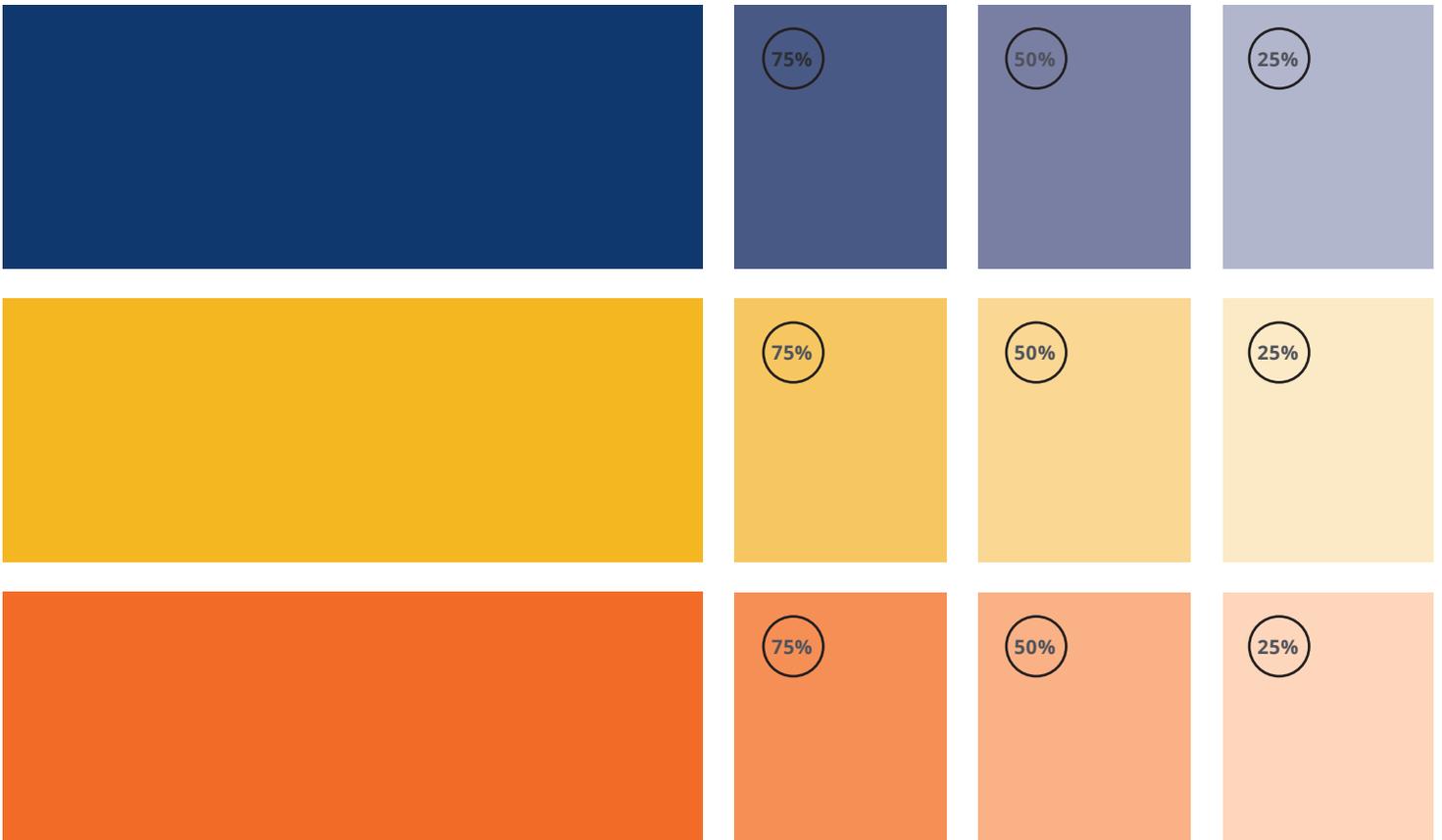
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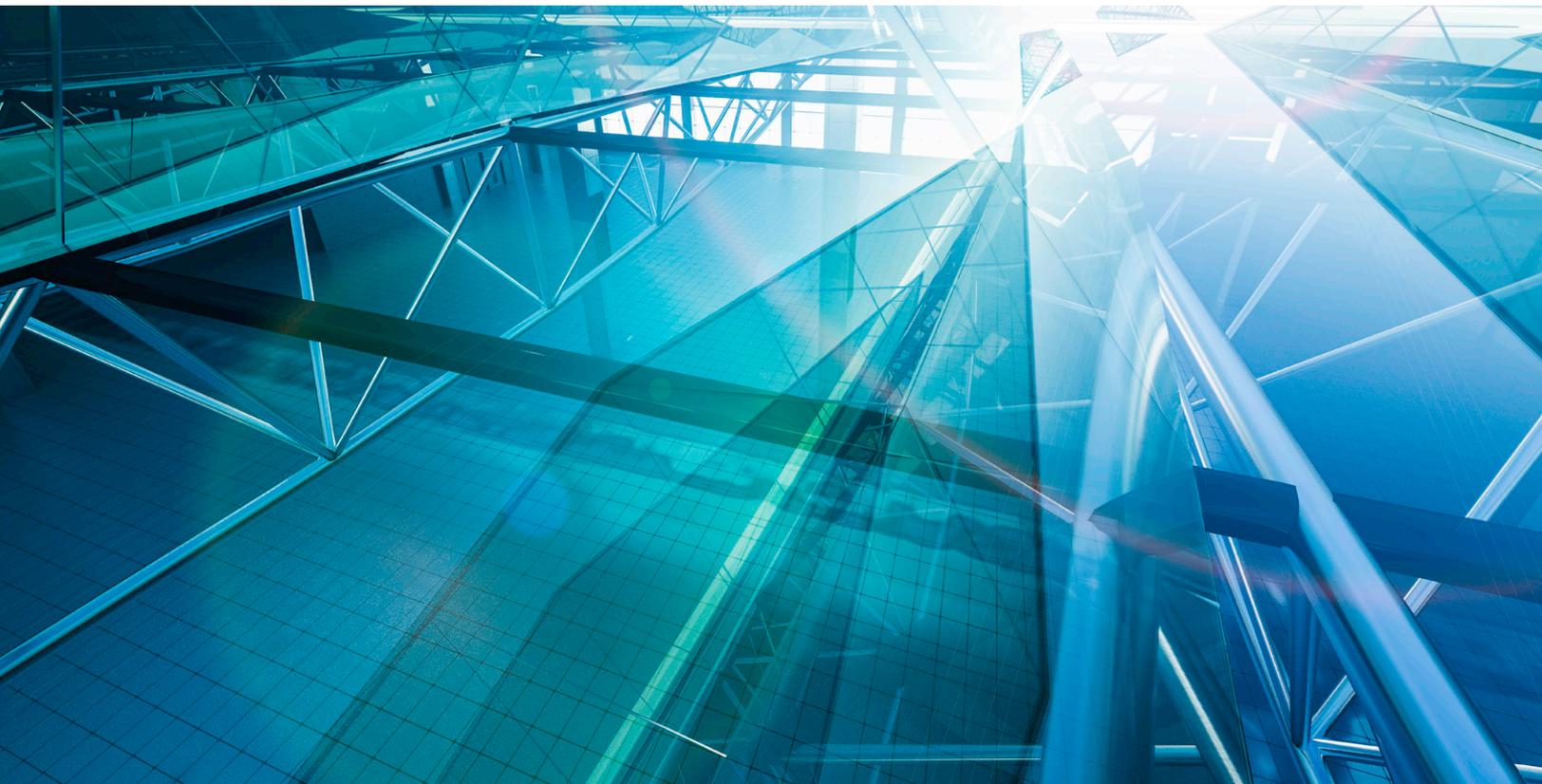
Imagery

HELP

A select group of royalty-free images reflecting the Silver Peak brand are available for download. Any Silver Peak staff can use the library but any outside vendors will need their own license.

DESCRIPTION

Imagery, in a literary text, is an author's use of vivid and descriptive language to add depth to their work. It appeals to human senses to deepen the reader's understanding of the work. Powerful forms of imagery engage all of the senses.



Sample Abstract Imagery

DESCRIPTION

Images should be downloaded in the highest possible resolution. For print they should be saved at 300dpi.



The environmental photographic style is bold and fresh with streaks of light. The hues should be close to the Silver Peak primary color palette, and are vibrant with cool undertones or highlights. The imagery is meant to symbolize speed, efficiency and connectivity.

Image 1
Speed and Performance

Image 2
Enterprise and Aspirational Growth



Image 3
Data Movement and Innovation

Image 4
Enterprise and Aspirational Growth



Sample People Imagery

DESCRIPTION

Images should be downloaded from online stock archives.
Images should be royalty free when possible.

The images of people are shot using a shallow depth of field. The lighting is warm with a soft glow. The hues seen in the skin tones are warm while the surrounding environment and clothing are cool with blues and grays as seen in the denim shirts and office interiors. The models are focused, approachable and authentic, and the attire is casual with a slightly rough edge or grit. People have been photographed in the moment, and appear to be unaware of the camera.

Image 1
Man at computer



Image 2
Man at desk



Image 3
Man at whiteboard

Image 4
Workers investigating an issue

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