

Brand Play Book



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



Silver Peak Brand Playbook

HQ

Silver Peak Systems, Inc.
2860 De La Cruz Blvd
Santa Clara, CA 95050
USA

ONLINE

silver-peak.com
corporateidentity@silver-peak.com

TELEPHONE

1.888.598.7325

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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.**



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.



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. 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

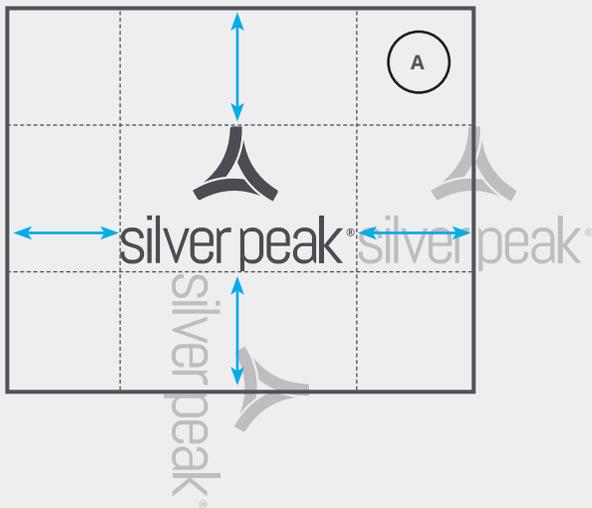
HELP

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

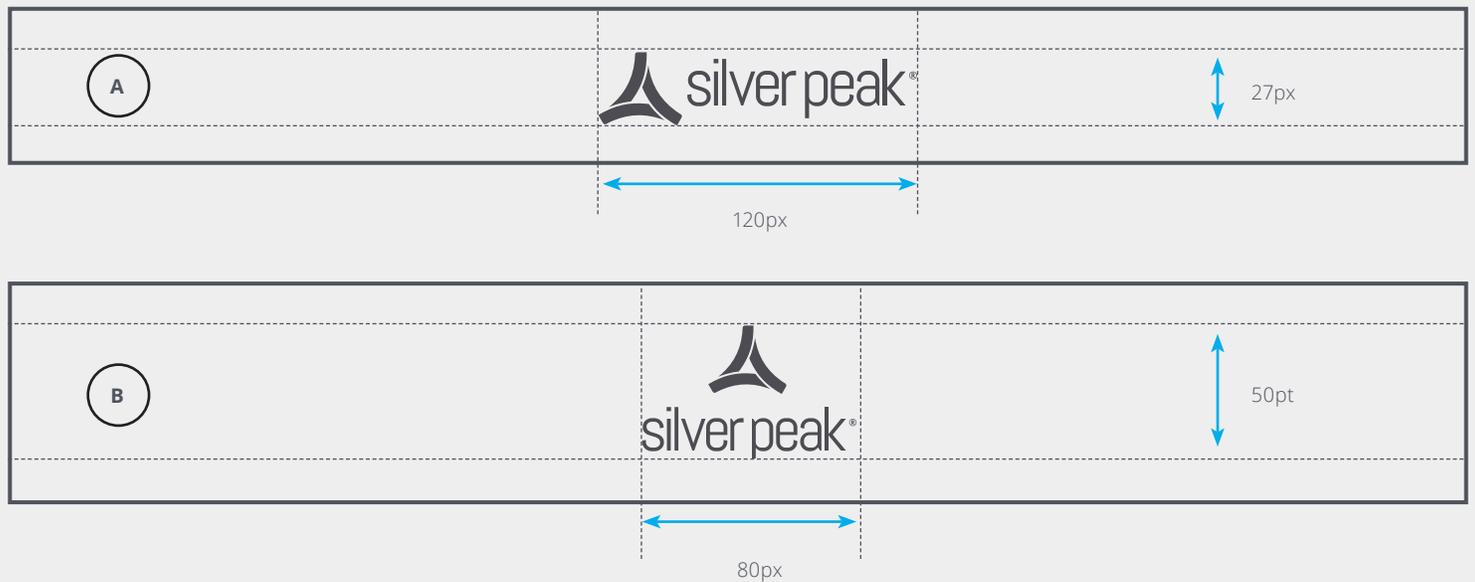
HELP

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 in Written Communications

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

Silver Peak®

Unity EdgeConnect™

Unity Orchestrator™

Unity Boost™

Silver Peak Unity ECOS™

First-packet iQ™

Self-driving wide area network™

COPYRIGHT AND TRADEMARK ATTRIBUTION LANGUAGE

Please place the appropriate copyright and/or trademark messages at the bottom or footer area of the page, or on the last page of a multi-page document. You may need to use one, two or all three messages below, depending on the content included in your communication.

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.

© 2020 Silver Peak Systems, Inc. All rights reserved. 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. All other product names, logos, and brands are property of their respective owners.

Primary Color Palette

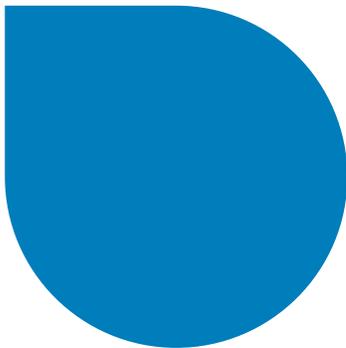
HELP

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

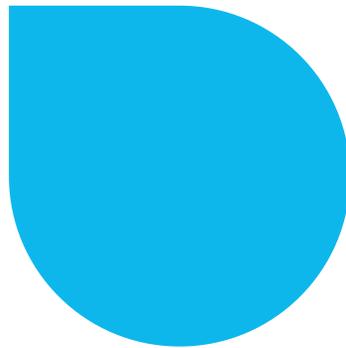
DESCRIPTION

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

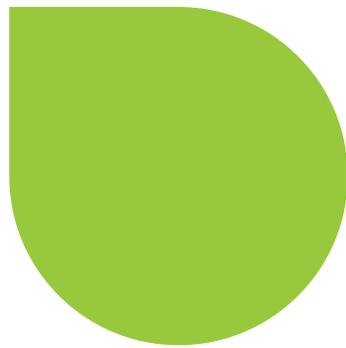
SILVER PEAK BLUE



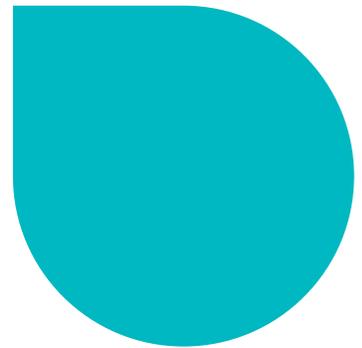
BLUE



SILVER PEAK GREEN



AQUA



Secondary Alternate Color Palette

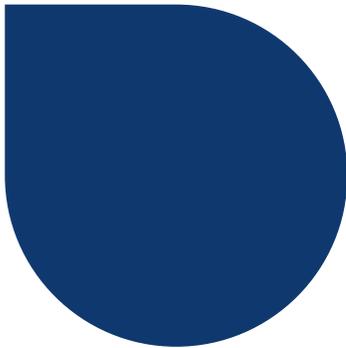
HELP

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

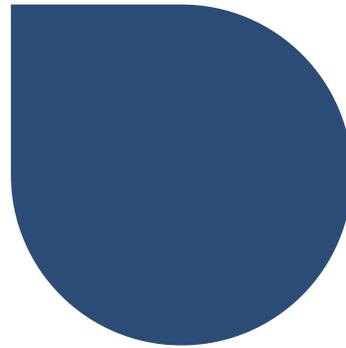
DESCRIPTION

The palette consists of four alternate colors.

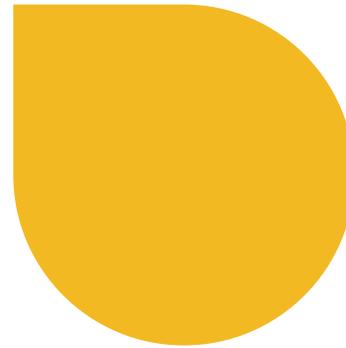
DARK BLUE



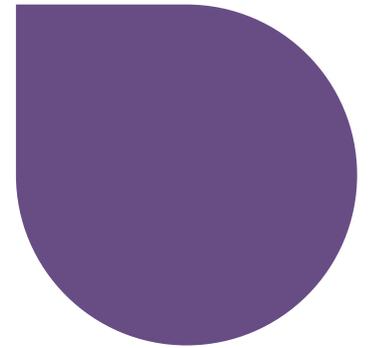
DARK BLUE 2



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

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

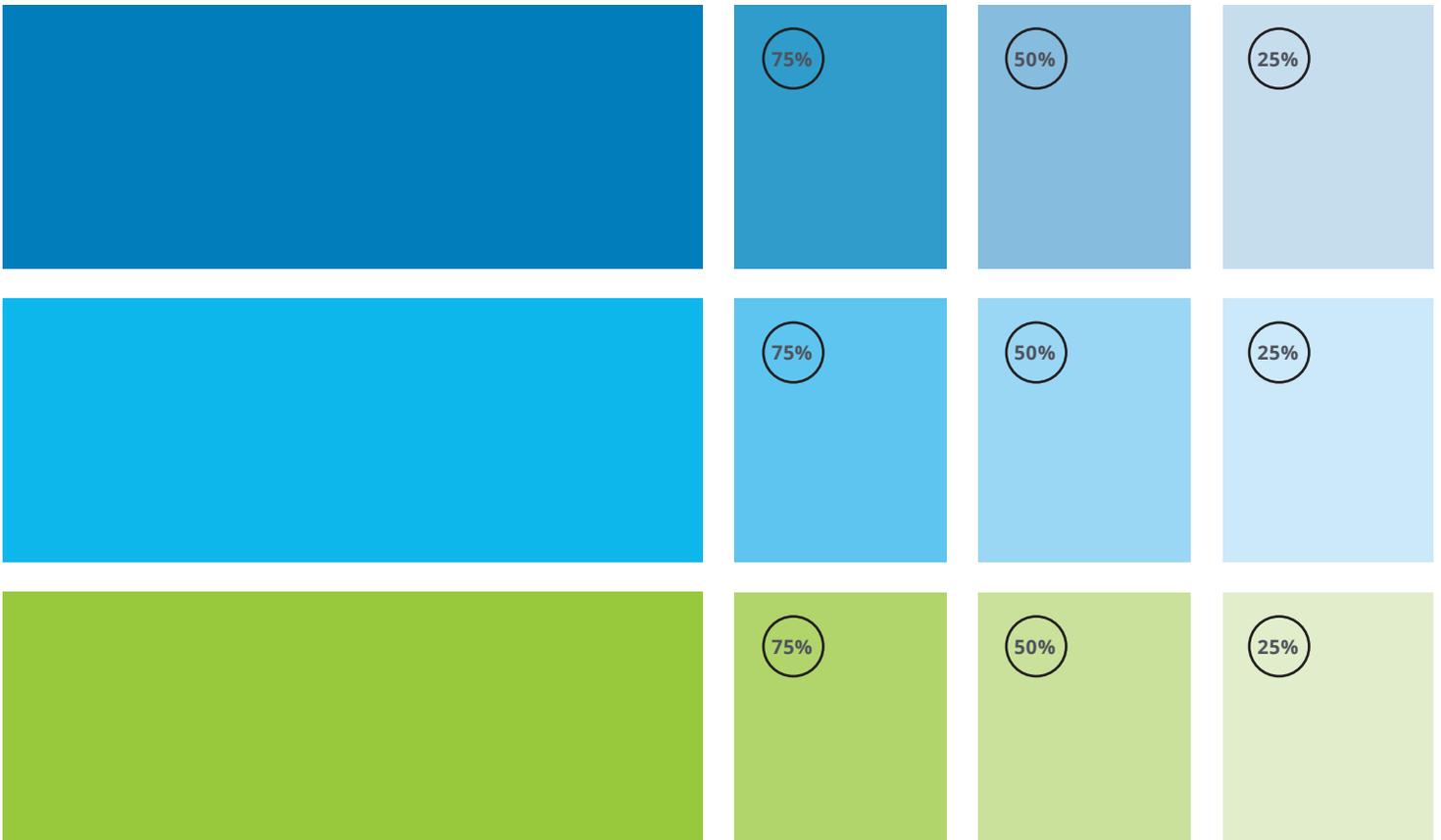
Color Tints

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.



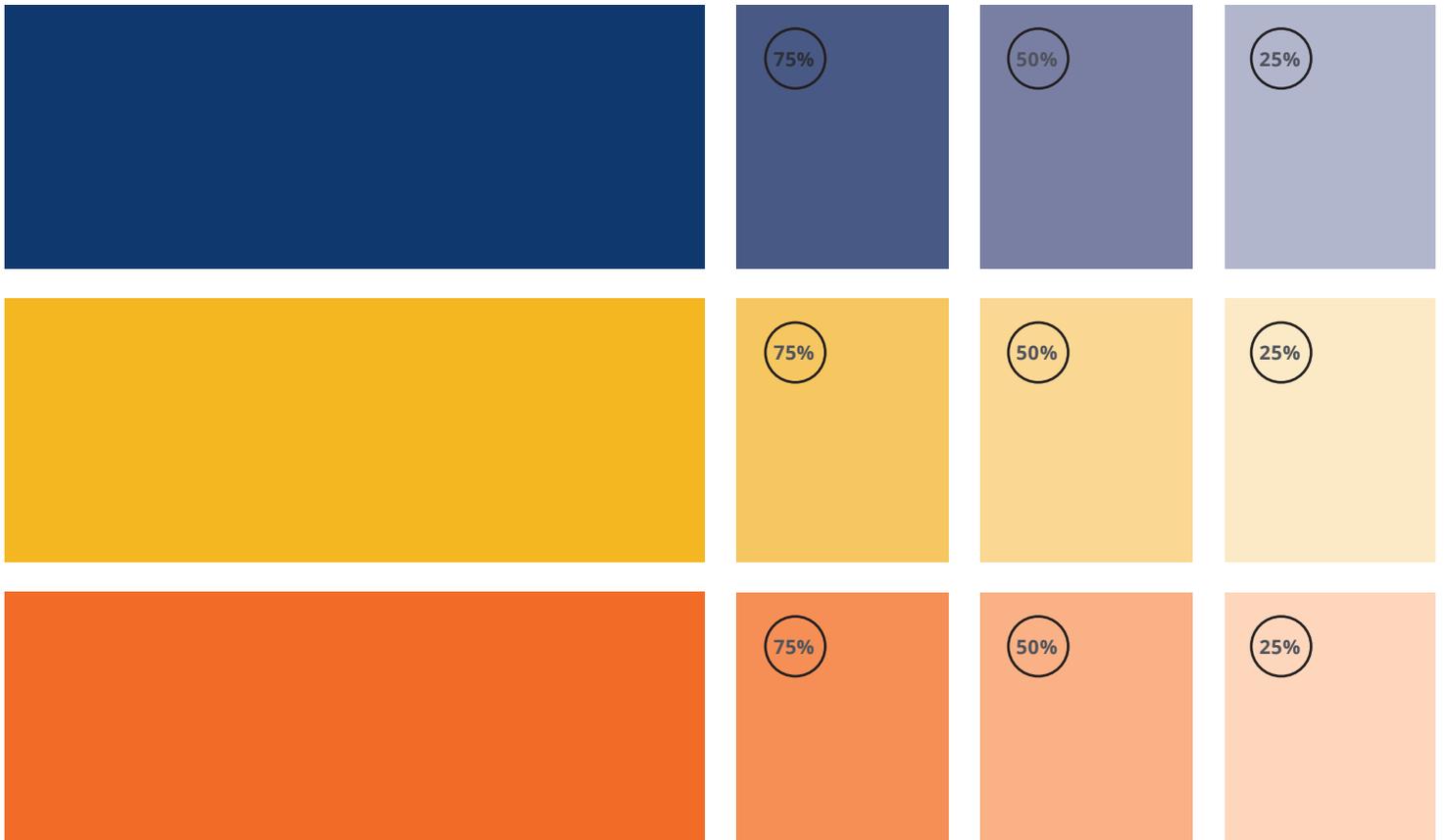
Color Tints

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.



Font Usage in Collateral

HELP

Nexa Slab font is ONLY to be used in major heading levels as shown below. Open Sans should be used in all other circumstances.



Architecting a Secure Business-Driven SD-WAN

Learn How Unity EdgeConnect Delivers Unmatched Protection Across the Cloud-Connected Enterprise WAN

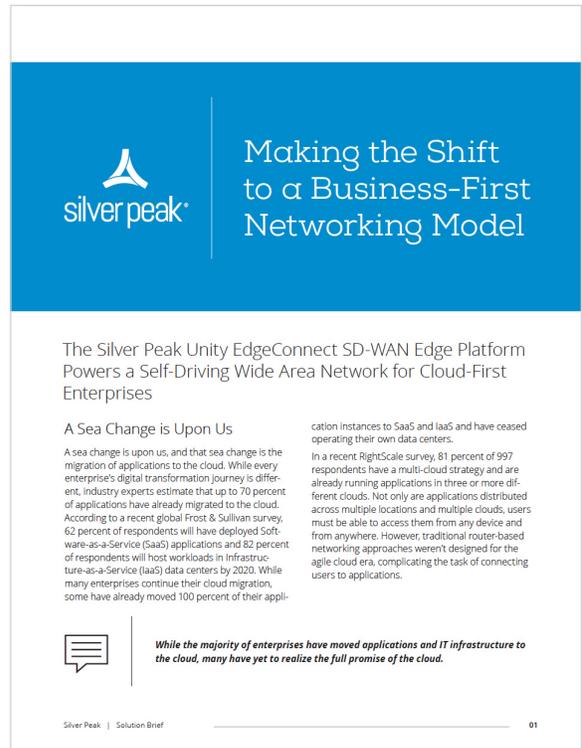
EXECUTIVE SUMMARY

Software-driven wide area networks (SD-WAN) are enabling today's geographically distributed enterprises to realize the transformational promise of cloud computing, reduce capital and operating costs, provide the highest quality of experience for employees and customers, and adapt quickly to changing business requirements. But cloud computing and business-first networking introduce new security challenges. These include:

- > Protecting data in transit across public network links
- > Directly connecting users in branch offices to applications using the internet ("internet breakout")
- > Overcoming a lack of visibility into dynamic application environments
- > Complying with requirements for network and application segmentation

A key benefit delivered by an SD-WAN is the ability to actively utilize low-cost broadband services. However, because broadband services are "public" instead of "private," advanced security capabilities are required to ensure the confidentiality and integrity of application traffic traversing such connections. By segmenting networks into zones that span LANs and WANs, SD-WANs isolate traffic and minimize the attack surface to help compliance with industry standards.

Whitepaper | 01



Making the Shift to a Business-First Networking Model

The Silver Peak Unity EdgeConnect SD-WAN Edge Platform Powers a Self-Driving Wide Area Network for Cloud-First Enterprises

A Sea Change is Upon Us

A sea change is upon us, and that sea change is the migration of applications to the cloud. While every enterprise's digital transformation journey is different, industry experts estimate that up to 70 percent of applications have already migrated to the cloud. According to a recent global Frost & Sullivan survey, 62 percent of respondents will have deployed Software-as-a-Service (SaaS) applications and 62 percent of respondents will host workloads in Infrastructure-as-a-Service (IaaS) data centers by 2020. While many enterprises continue their cloud migration, some have already moved 100 percent of their application instances to SaaS and IaaS and have ceased operating their own data centers.

In a recent RightScale survey, 81 percent of 997 respondents have a multi-cloud strategy and are already running applications in three or more different clouds. Not only are applications distributed across multiple locations and multiple clouds, users must be able to access them from any device and from anywhere. However, traditional router-based networking approaches weren't designed for the agile cloud era, complicating the task of connecting users to applications.

While the majority of enterprises have moved applications and IT infrastructure to the cloud, many have yet to realize the full promise of the cloud.

Silver Peak | Solution Brief | 01

Font Usage in Brochure

HELP

Nexa Slab fonts should be used sparingly in major heading levels as shown below. Open Sans should be used in all other circumstances.

Our People and Partnerships

Our employees, channel partners and technology alliances are extraordinary. Together we create sustainable growth and happy customers.

CRN has distinguished our CEO, David Hughes, in its List of Top 100 Executives. Our executive management team comprises seasoned professionals, and most of them have been leading the company for at least a decade.

Our employees are committed to our vision and passionate about the work they do; for example, our engineers hold at least 50 patents pending or awarded for their Silver Peak WAN innovations. We are currently increasing our R&D investments in further SD-WAN innovations.

Our award-winning and growing channel sales program enables us to extend our reach to customers around the world. Silver Peak has

established value-added resellers and service-provider partners in more than 80 countries.

We provide our resellers with best-in-class WAN solutions and the channel programs that they need to best serve customers. *CRN* has named our channel sales and marketing leaders to its prestigious list of *CRN* Channel Chiefs for consecutive years. Silver Peak is the WAN company best positioned to help its resellers succeed and drive future growth.

Silver Peak also has the advantage of strategic technology alliances with leading networking, security and storage/SAN companies, which enable us to further develop and deliver solutions that extend the value of the WAN for our shared customers.

6

Type Hierarchy

HELP

The typographic hierarchy is saved as paragraph styles and can be edited/ viewed here [Window > Style > Paragraph Styles](#)

DESCRIPTION

Headlines

This is a versatile font-size. It can be used for page headers, section headers and even small sections of type. (I.e. indents & quotes). For font-sizes larger than 20pt, tracking should be set to -20.

HH1 — Heavy Headline 1

This is the largest of the title font-sizes. Use sparingly — only a couple of words/page. For font sizes larger than 30pt, tracking should be set to -25.

H1 — Headline

H1 is the largest header font-size for web use. It's great for short lined page headers.

H6 — Headline

H6 is the smallest font-size for web use. It's great for lower level headlines.

BC — Body Copy

The main font-size used in any printed document should not be less than 10pt. For web use, no less than 16px font height {font-size: 16px;} should be used.

Made by Silver Peak

HH1
Nexa Slab Bold
45pt Type / 44pt Leading / -25 Tracking

Made by Silver Peak

H1
Nexa Slab Book
39pt Type / 40pt Leading / -25 Tracking

Made by Silver Peak

H6
Open Sans Light
16pt Type / 18pt Leading / -20 Tracking

Made by Silver Peak

Body copy
Open Sans Light
10pt Type / 14pt Leading / 0 Tracking

Web Type Usage

HELP

All browsers aren't created equal. Web safe fonts should be used as a fallback when using non-standard fonts on websites.

RESOURCES

WEB SAFE FONT COMBINATION

The font-family property should hold several font names as a “fallback” system, to ensure maximum compatibility between browsers/operating systems. If the browser does not support the first font, it tries the next font.

Start with the font you want, and end with a generic family, to let the browser pick a similar font in the generic family, if no other fonts are available:

```
$body-copy {font-family:  
"Open Sans",Helvetica, Arial,  
sans-serif;}
```

Nexa Slab Font

GLYPHS

Font Name

Nexa Slab

Classification

Slab Serif

About

Nexa Slab is a geometric slab serif font whose design is based on the already popular best-seller Nexa.

The font family contains 3 basic forms: italics, obliques and uprights, each of which has 8 different weights. This visual richness makes it the ideal slab serif font family for the web as well as for print, for motion graphics, logos, t-shirts and so on. It is also great for headings, fitting nicely with both small and large typesetting text blocks.

NEXA SLAB REGULAR

Regular

NEXA SLAB ITALIC

Italic

NEXA SLAB BOLD

Bold

Nexa Slab Font

GLYPHS

Font Name

Nexa Slab

Classification

Slab Serif

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NEXA SLAB THIN

Hamburgefonstiv

NEXA SLAB LIGHT

Hamburgefonstiv

NEXA SLAB BOOK

Hamburgefonstiv

NEXA SLAB REGULAR

Hamburgefonstiv

NEXA SLAB BOLD

Hamburgefonstiv

NEXA SLAB XBOLD

Hamburgefonstiv

NEXA SLAB HEAVY

Hamburgefonstiv

NEXA SLAB BLACK

Hamburgefonstiv

Nexa Slab Character Set

GLYPHS

Font Name

Nexa Slab

Classification

Slab Serif

About

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NEXA SLAB REGULAR - CAPITALS—48 PT.

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

NEXA SLAB REGULAR - LOWERCASE—48 PT.

a b c d e f g h i j
k l m n o p q r s
t u v w x y z

Nexa Slab Font

GLYPHS

Font Name

Nexa Slab

Classification

Slab Serif

About

Nexa Slab is a geometric slab serif font whose design is based on the already popular best-seller Nexa.

The font family contains 3 basic forms: italics, obliques and uprights, each of which has 8 different weights. This visual richness makes it the ideal slab serif font family for the web as well as for print, for motion graphics, logos, t-shirts and so on. It is also great for headings, fitting nicely with both small and large typesetting text blocks.

NEXA SLAB REGULAR - SMALL CAPITALS—24 PT.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

NEXA SLAB REGULAR - NUMERALS, PUNCTUATION AND GLYPHS—48 PT.

0 1 2 3 4 5 6 7 8
9 ! @ # \$ % ^ & *
~ ({ [" - + = . , ; : †
‡ J I • W O "] })

Open Sans Font

GLYPHS

Font Name

Open Sans

Classification

Sans Serif

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

OPEN SANS REGULAR

Regular

OPEN SANS ITALIC

Italic

OPEN SANS BOLD

Bold

Open Sans Font

GLYPHS

Font Name

Open Sans

Classification

Sans Serif

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

OPEN SANS LIGHT

Hamburgefonstiv

OPEN SANS REGULAR

Hamburgefonstiv

OPEN SANS SEMI-BOLD

Hamburgefonstiv

OPEN SANS BOLD

Hamburgefonstiv

OPEN SANS EXTRA-BOLD

Hamburgefonstiv

Open Sans Set

GLYPHS

Font Name

Open Sans

Classification

Sans Serif

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

OPEN SANS REGULAR - CAPITALS—48 PT.

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

OPEN SANS REGULAR - LOWERCASE—48 PT.

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

Open Sans Set

GLYPHS

Font Name

Open Sans

Classification

Sans Serif

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

OPEN SANS REGULAR - SMALL CAPITALS—24 PT.

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

OPEN SANS REGULAR - NUMERALS, PUNCTUATION AND GLYPHS—48 PT.

0 1 2 3 4 5 6 7 8
9 ! @ # \$ % ^ & *
~ ({ [" - + = . , ; : †
‡ † J I • W O "] })

Imagery

DESCRIPTION

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, Performance and Transformation

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 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
Woman commuter



Image 3
Man at whiteboard

Image 4
Workers investigating an issue



Partner Communications and Branding

The Silver Peak Partner Branding section is designed for the Silver Peak partner ecosystem and event sponsors. Please distribute these guidelines within your marketing organization to ensure your marketing materials align with the Silver Peak corporate identity guidelines. Through these guidelines, we empower our partners to effectively reference and co-market the Silver Peak brand and create clear and effective marketing content.

Collaborating for Success

As a Silver Peak partner, please comply with the Silver Peak corporate identity guidelines for partners, applying them in the use of the Silver Peak brand, logos, trademarks, domain names and creative assets. The Silver Peak corporate identity guidelines for partners are subject to change. Partners are responsible for ensuring all branding and related marketing materials, press releases, and online assets and communications remain consistent with current policies.

Silver Peak may require partners to change and/or remove any branding material it deems to violate the corporate identity guidelines for partners. Silver Peak may request changes to branding assets that do not adhere to the guidelines including corporate and/or product name(s), domain names, social media assets, signage, printed promotional materials, partner website copy, logos, product descriptions, demos, trade show booth design, messaging, and other materials. Costs associated with bringing materials into compliance with the Silver Peak corporate identity guidelines for partners shall be the sole responsibility of the partner.

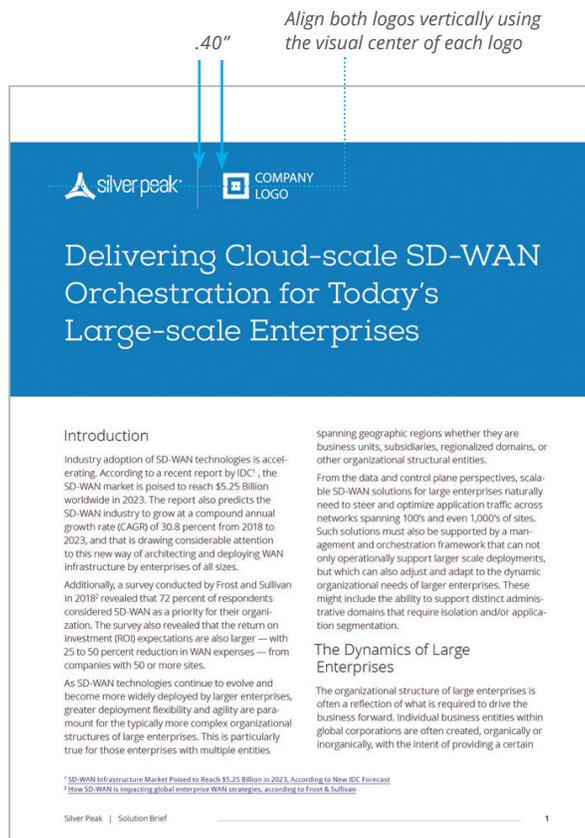
Co-branded Collateral

DESCRIPTION

When co-branding standard Silver Peak collateral including data sheets, solution briefs, use case documents, or white papers, please use the approved co-branding template. Co-branding a standard piece of collateral affects the cover page and the footer area at the bottom of the last page—all other pages in the document remain unchanged.

See the example and guidance shown on the right.

To request a co-branded document, please go to www.partners.silver-peak.com



When adding another company's logo:

- Use the adjusted title box design that accommodates two logos
- Use a .5 pt vertical white line between the two logos
- Place the logo exactly .28" to the right of the white vertical line
- Align both logos vertically using the visual center of each logo
- Use a reversed (solid white) logo with a transparent background
- The second logo should be visually equal in size to the Silver Peak logo
- The final co-branded document should be delivered as a PDF



Co-branding Logo Size and Placement

DESCRIPTION

The placement and size of each logo is contingent upon the relationship between Silver Peak and the partner company.

Equal Partnership

Both companies have equal roles in the partnership and delivery of the communication.

Logos are side-by-side and visually equal in size



Unequal Partnership

One company has a lead role in the communication or partnership, and the second company plays a secondary role.

The lead partner logo has a larger, more prominent position and size



Company XYZ, a Silver Peak partner, has integrated the Unity EdgeConnect SD-WAN edge platform at dozens of leading companies.

The secondary company logo is 50-75% the size of the lead company logo

Partner Marks and Certification Badges

DESCRIPTION

Partner Marks

These branded marks visually represent the type of relationship Silver Peak has with a partner.

Use these marks on a partner company:

- Website
- Marketing materials
- Awards or plaques
- Business cards and letterhead

To access partner marks, go to www.partners.silver-peak.com

Always place partner marks on a solid white background.





Silver Peak Brand Playbook

Partner Marks and Certification Badges

DESCRIPTION

Certification Badges

These certification marks visually represent the level or type of certification a partner employee has achieved.

Use these badges on a partner company:

- Business cards and letterhead
- LinkedIn page
- Other personal social media pages

Certification badges are distributed upon the completion of certification courses.

To download certification badges, go to www.partners.silver-peak.com

Always place certification marks on a solid white background.

Full-size certification badges.

SALES



TECHNICAL



OTHER



Small certification badges

SALES



TECHNICAL



OTHER



Partner Mark Clear Space

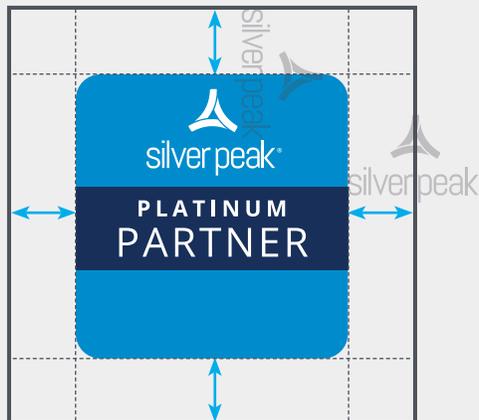
HELP

The necessary clear space is equal to the width of the “silver” text in the logo.

DESCRIPTION

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

MINIMUM CLEARANCE



The clear space is equal to the width of the “silver” text in the logo.

Certification Badge Clear Space

HELP

The necessary clear space is equal to the width of the logo bug.

DESCRIPTION

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

MINIMUM CLEARANCE



Full-size certification badge: The clear space is equal to the width of the logo bug.



Small certification badge: The clear space is equal to the width of the logo bug.

Partner Mark Size

HELP

The minimum size of the partner mark is 1" or 96 px wide.

DESCRIPTION

The partner mark should be used at the minimum size or larger, indicated below.



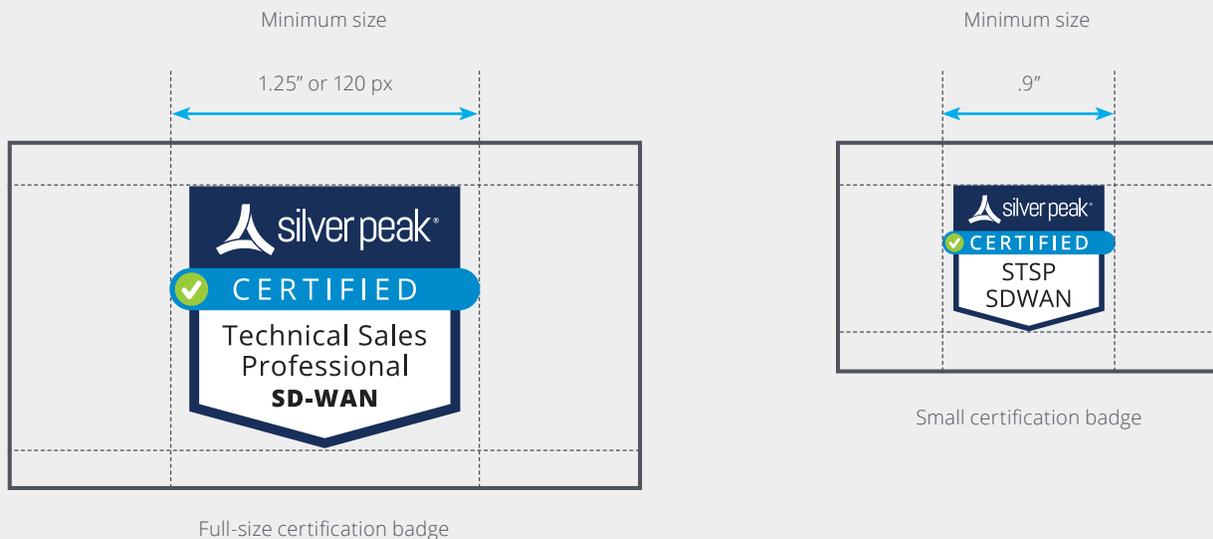
Certification Badge Size

HELP

The minimum size of the full-size certification badge is 1.25" or 120 px wide.
The minimum size of the small certification badge is .9" wide.

DESCRIPTION

Certification badges should be used at the minimum size or larger, indicated below.



Incorrect Mark Usage

HELP

Partner marks are provided in multiple formats such as .ai, .pdf and png. While it is tempting to add drop shadows and different color variations, please refer to this document to ensure proper usage.

DESCRIPTION

Examples of incorrect partner mark usage

DO



DON'T



Do not change or add elements or colors



Do not create one-color versions



Do not stretch or skew the mark



Do not change any text or fonts within the mark



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

Incorrect Certification Badge Usage

HELP

Certification badges are provided in multiple formats such as .ai, .pdf and png. While it is tempting to add drop shadows and different color variations, please refer to this document to ensure proper usage.

DESCRIPTION

Examples of incorrect certification badge usage

DO



DON'T



Do not change or add elements or colors



Do not create one-color versions



Do not stretch or skew the mark



Do not change any text or fonts within the mark



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

Silver Peak Terminology and Messaging in Text

DESCRIPTION

When using “Silver Peak” or any of the branded terms in communications, please follow the guidance below.

- **Always trademark the first mention of “Silver Peak”**

DO NOT: Silver Peak enables businesses of all sizes to realize...

DO: Silver Peak® enables businesses of all sizes to realize...

- **Do not create a possessive form of “Silver Peak”**

DO NOT: Integrating Silver Peak’s SD-WAN edge platform will...

DO: Integrating the Silver Peak SD-WAN edge platform will...

- **Do not create a compound word using “Silver Peak”**

DO NOT: A Silver Peak-delivered SD-WAN edge platform will...

DO: The SD-WAN edge platform from Silver Peak is...

- **Always trademark and use the full product name for the first mention of a trademarked product name in written communications. See the next page for a list of trademarked product names.**

DO NOT: The EdgeConnect SD-WAN edge platform is...

DO: The Unity EdgeConnect™ SD-WAN edge platform is...

DO: The Silver Peak Unity EdgeConnect™ SD-WAN edge platform is...

When referring to analyst recognition or an award Silver Peak has received:

ANALYST RECOGNITION: Please [contact us](#) for approved messaging. Silver Peak has agreements with analysts like Gartner or IDC or Frost & Sullivan regarding the precise language that can be used in communications.

AWARDS: In general, you may reference an award Silver Peak has received as long as the language is consistent with the language on the following page of the Silver Peak website:

<https://www.silver-peak.com/news/awards>

Silver Peak Trademarks in Text

DESCRIPTION



Add the appropriate 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

Silver Peak®

Unity EdgeConnect™

Unity Orchestrator™

Unity Boost™

Silver Peak Unity ECOS™

First-packet iQ™

Self-driving wide area network™

COPYRIGHT AND TRADEMARK ATTRIBUTION LANGUAGE

Please place the appropriate copyright and/or trademark messages at the bottom or footer area of the page, or on the last page of a multi-page document. You may need to use one, two or all three messages below, depending on the content included in your communication.

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.

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HQ

Silver Peak Systems, Inc.
2860 De La Cruz Blvd
Santa Clara, CA 95050
USA

ONLINE

silver-peak.com
corporateidentity@silver-peak.com

TELEPHONE

1.888.598.7325

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