DATACORE™

Design & Brand Guidelines

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www.datacore.com

00

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01

MESSAGING ARCHITECTURE

VISION FOR CUSTOMERS

DataCore.NEXT redefines how storage resources are best applied at the core, edge, and cloud for optimal results and lowest cost. We seek to help our customers navigate through their data journey across any combination of these storage centers in alignment with their evolving business goals.

VALUE PROPOSITION

Your Storage Can Do More
Break free from the shackles of hardware with DataCore software-defined storage. Abstract data services from the storage hardware, pool capacity across unlike devices, and gain the freedom to scale your data center with your choice of storage. Attain complete IT harmony and give your users and applications fast and uninterrupted data access across any storage, any deployment, anywhere.

- Greater storage efficiency
- Lower TCO and higher ROI
- Enhanced application performance
- Reduced downtime
- Ultimate hardware flexibility
- Increased scalability

MESSAGING ARCHITECTURE

MARKET POSITION

DataCore Software transforms the way businesses approach storage. Spanning over two decades, our legacy traces back to pioneering storage virtualization, evolving through successive milestones of innovation to establish ourselves as the authority on software-defined storage. As the demands of storage evolve across core, edge, and cloud environments, our dedication remains steadfast in enhancing data availability, access, and protection for our customers, and maximizing the value of their IT investments.

BOILERPLATE

DataCore Software delivers the industry's most flexible, intelligent, and powerful software-defined storage solutions for the core, edge, and cloud. With a comprehensive product suite, intellectual property portfolio, and unrivaled experience in storage virtualization and advanced data services, DataCore has helped over 10,000 customers worldwide modernize how they store, protect, and access data.

02

CULTURAL ARCHITECTURE

Just as we believe data is the core of every business, our company is powered by our people. Who we are is best defined when we live out our values.

When our people are aligned and inspired, they are driven to do their best work. Where performance, feedback, and recognition go hand-in-hand, we create workplaces where everyone thrives.

OUR VALUES

**GUIDING WHAT WE DO,
WHY WE INNOVATE,
HOW WE THRIVE.**

ONE DATACORE

We are stronger together when we combine our diverse talents and join forces. We respect, support, and care for one another.

TRUST

We count on each other's strengths, experiences, ethics, and skills. We are empowered to make the best decisions for the company

OWN IT

We give it our best and we hold ourselves accountable to get the job done right. We push back on complexity to deliver simpler, yet exceptional solutions to problems.

OPEN AND COURAGEOUS

We respectfully speak up and share information, feedback, challenges, and successes. We embrace transparency because we know that informed people grow and make the biggest impact.

FIND A BETTER WAY

We are hungry for learning and improvement and we look at everything we do through the lens of our people, customers, and partners. We learn from our mistakes and believe new thinking drives our success.

03

STRATEGY, PRODUCTS, AND VALUE DRIVERS

When we talk about our product suite, we do so on three levels.

One as DataCore, the company, which encompasses all products, solutions, and capabilities. It speaks to the high-level advantages and benefits of our software-defined storage technology.

The second is at the product level, where we communicate product specifics to target based on use cases and customer needs.

The third is at the solution level where we identify specific problem areas for users and message the value proposition of our products as solutions.

DATACORE

SOFTWARE-DEFINED STORAGE

Our software-defined storage solutions allow you to easily adapt your primary, secondary, and archival storage to your business requirements. Maximize the value across your IT investments by improving data access and protection while reducing costs – onsite, across sites, or in the cloud. Break free from vendor lock-in and future-proof your infrastructure to prepare for the demands of tomorrow. Replace ineffective methods with automated solutions for data protection, placement, update, and retrieval.

Whether you seek to make better use of disparate assets already in place, simply expand your capacity, or modernize your environment completely with new storage technology, DataCore can help.

VALUE DRIVERS

|					
Provide uniform enterprise data services across disparate vendor hardware.	Expand and refresh storage hardware and migrate data non-disruptively.	Integrate the cloud seamlessly into your data storage environment.	Replace ineffective manual storage management with automated workflows.	Adapt to evolving business needs with ultimate flexibility to deploy any hardware and integrate new technology.	Optimize IT costs through automation across hybrid storage and freedom of choice for hardware.

SOFTWARE-DEFINED STORAGE:
TECHNOLOGY OVERVIEW

This design illustrates the aforementioned benefits and advantages of our software-defined storage technology in an easy to understand visual aid. This design informs other digital representations of our core functionality, however remains at a high-level, intended for website, tradeshows, and corporate marketing purposes.

- Navigate through change easily
- Modernize without disruption
- Optimize existing storage to do more and save costs
- Ensure operational continuity
- Protect data against security threats and data loss risks
- Enjoy free choice of hardware
- Simplify storage administration and data management

APPLICATIONS & USERS

DATACORE
SOFTWARE-DEFINED STORAGE

ANY STORAGE. ANYWHERE.

CORE | EDGE | CLOUD
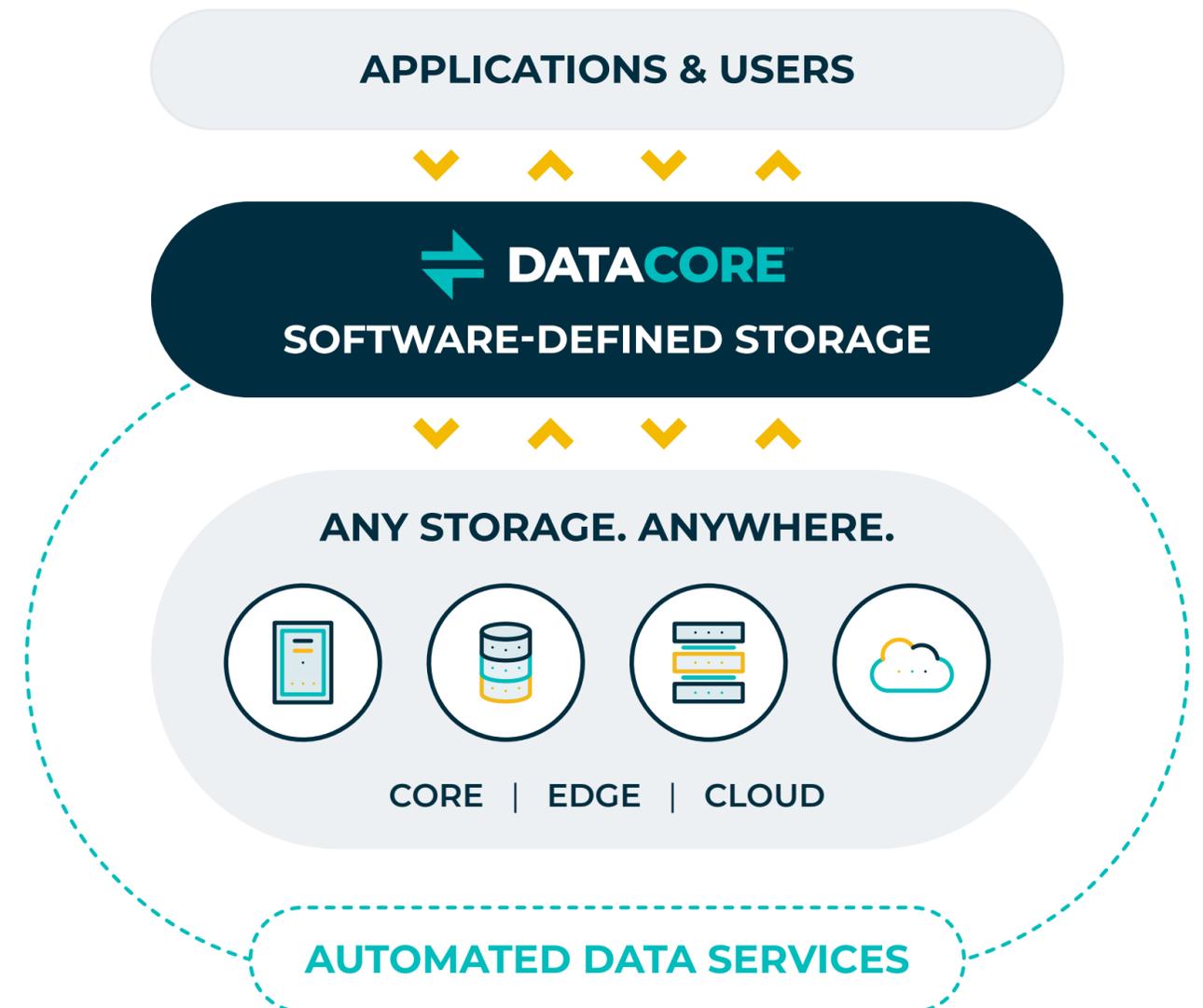
AUTOMATED DATA SERVICES

SANsymphony

Software-Defined Storage for SAN & HCI Environments

DataCore SANsymphony enables you to centrally automate and manage capacity provisioning and data placement across your diverse storage environment (any SAN, DAS, HCI, or JBOD). Powered by a block-level storage virtualization technology and a rich set of data services, SANsymphony gives ultimate flexibility to control how you want to store and protect your data.

KEY USE CASES

• Ensure continuous business operations with integrated HA/BC/DR capabilities

• Improve data access to accelerate application performance and responsiveness

• Adapt and modernize your storage infrastructure non-disruptively

• Run pure HCI that can serve non-HCI applications and leverage external storage

Swarm

Scalable Object Storage for Data Protection, Archiving, and Delivery

DataCore Swarm provides an on-premises object storage solution that radically simplifies the ability to manage, store, and protect data while allowing S3/HTTP access to any application, device, or end-user. Swarm transforms your data archive into a flexible and immediately accessible content library that enables remote workflows, on-demand access, and massive scalability.

KEY USE CASES

- Offload files from expensive NAS/filers to cost-effective on-premises active archive

- Protect and secure data, ensure data integrity, and meet compliance requirements

- Streamline collaboration and enable distributed content access with multi- tenant S3 storage

- Simplify digital media workflows enabling nearline archive, long-term content preservation, and content distribution

FileFly

Policy-based File Tiering

DataCore FileFly software provides a quick and easy means to offload seldom-accessed and less important files from Windows NTFS servers and SMB shares on NetApp and Dell EMC Isilon NAS to lower-cost on-premises object storage – DataCore Swarm.

openEBS PRO

Container-Native Storage for Kubernetes Environments

openEBS PRO is an enterprise-grade Kubernetes storage platform that delivers data persistence for cloud-native and container ecosystems. Designed as software-defined storage that automates provisioning and management at scale, openEBS PRO leverages the benefits of NVMe to enable enhanced performance for stateful applications.

KEY USE CASES

• Dynamically provision persistent volumes to stateful applications running on K8s

• Leverage the benefits of NVMe/NVMe-oF to achieve high throughput for low-latency applications

• Replace complex storage management with native K8s automation

• Based on the popular CNCF open-source project openEBS PRO

SOLUTIONS BASED ON DATACORE PRODUCTS

DataCore offers a range of solutions powered by software-defined storage products. Tailored to specific industry use cases, these solutions effectively address unique challenges and alleviate customer pain points.

BUSINESS CONTINUITY / DISASTER RECOVERY

INFRASTRUCTURE MODERNIZATION

HYPERCONVERGED INFRASTRUCTURE

STORAGE FOR VMWARE

DATA PROTECTION

ACTIVE ARCHIVE

HYBRID CLOUD

CONTAINER-NATIVE STORAGE FOR DEVOPS
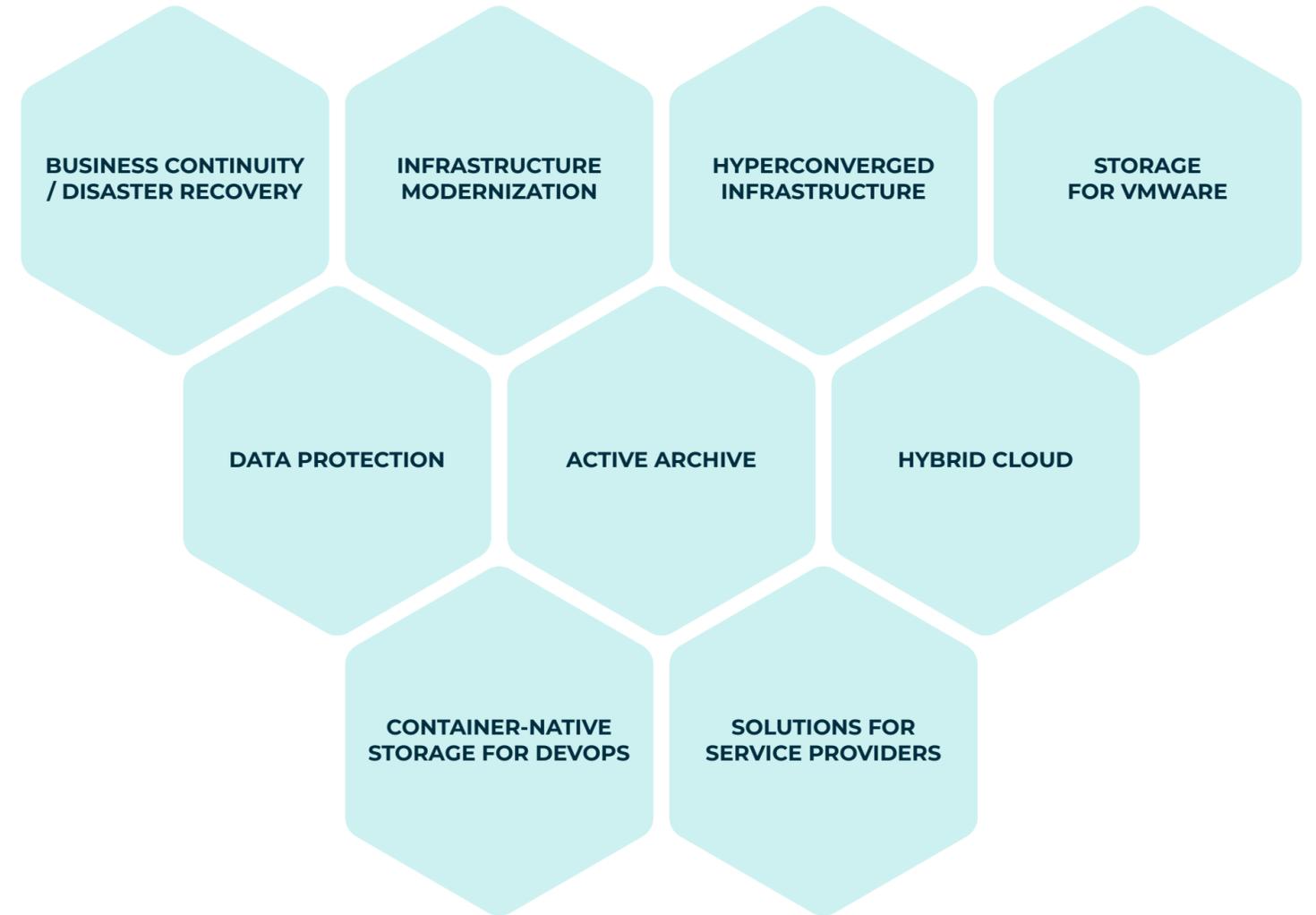
SOLUTIONS FOR SERVICE PROVIDERS

# DataCore.Next>

VISION FOR CUSTOMERS

The scale of data explosion we see today is much greater than what the world has ever encountered. The increasing pull of data gravity and the rising penalties for moving data demand fresh new approaches to data storage, protection, and placement. This poses unique and complex challenges to IT teams.

No longer do centralized data centers at the core suffice. Computational processing and analysis now need to occur where data originates to avoid unpredictable costly data transfer delays.

The urgency behind these paradigm shifts shapes DataCore's vision for our customers.

We see the future as a journey, from or to:

- The **CORE**, which is considered the on-premises data center.

- The **EDGE**, where most unstructured data originates and is distributed.

- The **CLOUD**, where highly variable compute and storage options are available.

DataCore.Next>

Accelerating Your Journey from Core to Edge to Cloud

| Database | Production | IOT | AI/ML | Kubernetes | Archive | Streaming |

| **CORE** Enterprise | **EDGE** Distributed | **CLOUD** High-Variability |

openEBS PRO	Container-Native	
Swarm	S3-Native	
SANsymphony	Software-Defined	

| Store | Manage | Scale | Protect | Analyze | Migrate |
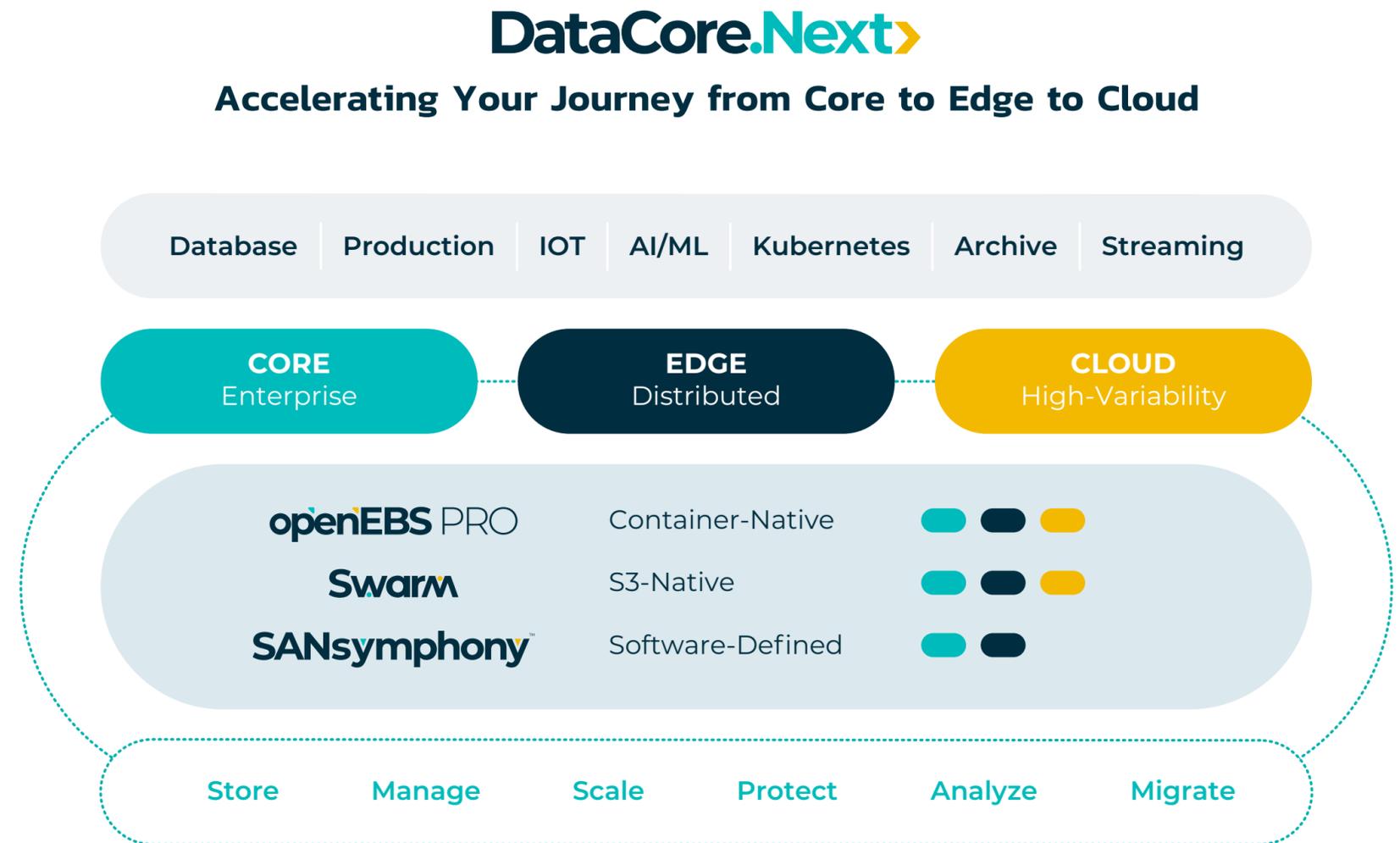
04

STYLE
GUIDE

- **Voice and Tone**

- **We Are**

- **Terminology, Grammar, and Mechanics**

OUR VOICE

The DataCore voice is genuine, informative, and straightforward. Our priority is to connect with our partners and customers on an educational level to clearly explain our products and services without unnecessary jargon, buzzwords, or platitudes. Our copy should reflect the differentiation and values of our products with a focus on our unique positioning and end user benefits. By using practical, direct, and relatable language, we show we can be authentic and authoritative while being transparent and committed to sharing our industry expertise with the IT community. Through this approach we communicate our history of innovation, our independence and individuality; there is no other software-defined storage brand like us.

OUR TONE

Our tone empathizes with the challenges of the buyer's IT journey and displays our commitment as a trusted advisor along the way, thus activating our ideal prospects and engaging with customers and partners in a meaningful way. It establishes authority and generates trust. We are confident in our solutions and direct in how we help others see their value. We are usually informal – we speak to everyone as we would want to be spoken to in clear, easy to understand language. When we write, we consider the reader's state of mind and adjust our tone accordingly: Are they looking for customer support? Are they compelled to try our demo or download a free trial? Are they following up on a marketing campaign offer? Strive for connection with the audience you are writing for by giving them useful information, usually without asking for anything in return.

WE ARE

AUTHORITATIVE BUT HUMBLE

EMPOWERING BUT NOT UNCTUOUS

RELEVANT TODAY BUT FUTURE-FOCUSED

HELPFUL BUT NOT OVERBEARING

PROFESSIONAL BUT CASUAL

TECHNICAL BUT AWARE OF BUSINESS/MARKET DRIVERS

SMART BUT NOT ESOTERIC

SPECIFIC BUT ALIGNED WITH MAJOR INDUSTRY TRENDS

GUIDING BUT RESPECTFUL OF CUSTOMERS' TECHNOLOGY CHOICES

COMMON INDUSTRY TERMS

ABBREVIATIONS

ACTIVE VS. PASSIVE VOICE

We encounter certain terminologies in our industry, some of which can be spelled in multiple correct ways, and it is important that we standardize our usage in our materials and across our brand.

• Both **"data center"** and **"datacenter"** are correct, we use two words: data center

• Both **"hyperconverged"** and **"hyper-converged"** are correct, we use one word: hyperconverged; hyperconvergence; hyperconverged infrastructure

• The use of **software-defined** is common across our industry: software-defined data center; software-defined infrastructure; software-defined storage. These are all common nouns and as such, should not be capitalized unless of course they begin a sentence (capitalize the "S") or appear in a header in title case (Software-Defined Storage, or Software-defined Storage; both are acceptable)

Do not use internal abbreviations in customer-facing copy.

Do not use apostrophes for plural abbreviations.

Don't use i.e. or e.g.; they are not localization-friendly.

In most cases, always spell out an abbreviation or acronym upon first mention, and specify in parentheses. Then use the short version for all instances that follow.

First Use: Software-defined storage (SDS)

Second Use: SDS

If the abbreviation or acronym is well known or common knowledge, like HTML or API, use it in place of spelling it out.

Use the active voice whenever you can; we aim to inspire action. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it. Words such as "was" and "by" are often indicators that you are writing in passive voice. There are exceptions to the rule when you want to specifically emphasize action over subject: Your ticket was viewed by our Support team.

Yes: Louis logged into Swarm.

No: Swarm was logged into by Louis.

Yes: Administrators control data placement to appropriate storage tiers.

No: Placing data on the appropriate storage tier is controlled by administrators.

ON COMMAS & EXCLAMATION MARKS

STYLE

The serial comma (also known as the Oxford comma) is used to offset the final item in a list. Use it when you need to separate words and word groups in a simple series of three or more items. In some cases, it helps avoid ambiguity and double meaning. When in doubt, use the serial comma, or use common sense. If you're still uncertain, read the sentence aloud. When you find yourself taking a breath, insert a comma.

Yes: We use active voice when writing blogs, web pages, reports, white papers, and solution briefs.

No: We use active voice when writing blogs, web pages, reports, white papers and solution briefs.

Yes: I admire my parents, Mick Jagger, and Blondie. (I admire my parents (as well as) Mick and Blondie

No: I admire my parents, Mick Jagger and Blondie. (I admire my parents (whom exactly) Mick and Blondie.

Exclamation Marks: Avoid them! They should only be used for truly exciting or new things. At most, there should be only one exclamation mark per page.

Rules for Writers: To quote George Orwell*, here are five guidelines for clear and concise writing:

1. Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.

2. Never use a long word where a short one will do.

3. If it is possible to cut a word out, always cut it out.

4. Never use the passive where you can use the active.

5. Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.

6. Break any of these rules sooner than say anything outright barbarous.

And finally, always ask yourself before publishing:
"Would I want to read this?"

*From Orwell's essay "Politics and the English Language."

Style Basics:

• Write for everyone. Some read every word, some don't. Help all types of readers by grouping related ideas together and using descriptive headers and sub-headers.

• Focus your message. Use the inverted pyramid model- create a hierarchy of information. Lead with the main point or most important content and support it with well-crafted sentences, paragraphs, sections, and pages.

• Be clear, consistent, and concise. Don't use long words or lengthy sentences. Avoid unnecessary adverbs and modifiers.

• Be specific. Avoid vague language. Cut the fluff.

* When in doubt refer to the Associated Press Stylebook.

05

VISUAL
IDENTITY

DATACORE LOGO

The corporate logo should be treated as one unit and should never be divided. The DataCore logo should be considered a picture, not a word. The logo must not be redrawn or modified in any way and should include the trademark symbol in all instances.

The logotype is a stylized typeface based on the font Montserrat and cannot be reproduced using a different type. Whenever possible, use the full color version on a white background.

ONLY the shown options are acceptable.

HORIZONTAL ORIENTATION (PREFERRED)

VERTICAL ORIENTATION (SECONDARY)

ACCEPTED LOGO COLOR VARIATIONS

ONLY the shown options are acceptable.

WHITE AND TEAL OVER DC DEEP BLUE

WHITE OVER TEAL

WHITE AND TEAL OVER BLACK

WHITE AND TEAL OVER DARK IMAGES
(avoid blue or green hues)

**WHITE OVER DARK, BLUE, OR GREEN IMAGES**

LOGO SAFE AREA AND SIZE

The DataCore logo should occupy its own space. Always maintain a generous safe area equal to the height of the font in the logo, shown as "X."

1/2 INCH
(0.5 IN)
55 PX

3/8 INCH
(0.375 IN)
45 PX

= X

HORIZONTAL ORIENTATION

= X

VERTICAL ORIENTATION

PARTNER LOGOS

The following represents all of the official DataCore partner program logos.

DATACORE READY

DATACORE POWERED

DATACORE SYSTEM BUILDER

DATACORE BUSINESS PARTNER

CERTIFIED DATACORE SALES PROFESSIONAL

DATACORE CLOUD SERVICE PROVIDER

CERTIFIED DATACORE BUSINESS PARTNER

CERTIFIED DATACORE SOLUTION ARCHITECT

DATACORE PROFESSIONAL SERVICE PROVIDER

SILVER DATACORE SOLUTION PROVIDER

CERTIFIED DATACORE IMPLEMENTATION ENGINEER

DATACORE TRAINING CENTER

GOLD DATACORE SOLUTION PROVIDER

CERTIFIED DATACORE MASTER ENGINEER

DATACORE DISTRIBUTOR

CERTIFIED DATACORE MASTER INSTRUCTOR

DATACORE AGGREGATOR

DATACORE AUTHORIZED TRAINING PARTNER

DATACORE SDS EXPERT

COLOR PALETTE

The DataCore color palette consists of a primary Teal color that is to be used as the dominant color in all branding. Most materials should use a White background.

A secondary Gold color should be used sparingly as accents: dividing lines, icons, secondary buttons, etc.

Deep Blue can be used as a background and overlay color for variety and effect. It is a good candidate for title slides, footer bar backgrounds, banner backgrounds, and transparent overlays on top of images.

Light Blue and a series of cool gray colors can be used as tertiary colors.

DEEP BLUE

PMS	309C
CMYK	100 27 22 80
RGB	0 45 63
HEX	002D3F
#Madiera	1161
RAL	5011

TEAL

PMS	326C
CMYK	85 0 38 0
RGB	0 188 188
HEX	00BCBC
#Madiera	1299
RAL	5018

GOLD

PMS	7408C
CMYK	0 30 99 0
RGB	244 186 0
HEX	F4BA00
#Madiera	Not available
RAL	1021

WHITE

PMS	Not available
CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF1
#Madiera	1001
RAL	9010

LIGHT BLUE

PMS	7541C
CMYK	10 1 2 2
RGB	220 234 239
HEX	DCEAEF
#Madiera	Not available
RAL	Not available

LIGHT GRAY

PMS	649C
CMYK	12 7 5 0
RGB	220 226 229
HEX	DCE2E5
#Madiera	Not available
RAL	Not available

DARK GRAY

PMS	7543C
CMYK	42 30 25 0
RGB	154 163 174
HEX	9AA3AE
#Madiera	Not available
RAL	7001

BLUE

PMS	279C
CMYK	82 39 0 0
RGB	18 132 198
HEX	1284C6
#Madiera	Not available
RAL	Not available

TYPOGRAPHY

Official DataCore documents and web pages use 2 sans-serif fonts: Kanit for headings and Montserrat for body copy. Both fonts are open source SIL Open Font Licensed and available for free hosting and download on Google Fonts.

KANIT

USAGE
• Titles
• Headlines and subheads
• Stats

GUIDELINES
• Avoid using Kanit in small sizes due to low readability, especially on screens

DOWNLOAD FROM GOOGLE FONTS
https://fonts.google.com/specimen/Kanit

MONTSERRAT

USAGE
• Usage
• Contents
• Diagrams
• Footnotes
• 1.55 line height ratio

DOWNLOAD FROM GOOGLE FONTS
https://fonts.google.com/specimen/Montserrat

OPTIONAL "CROSS PLATFORM" FONTS

For use ONLY if needed, for cross-platform uses like PPTs, email, or CSS font family fallback.

Verdana
as a replacement for Kanit

Calibri
as a replacement for Monsterrat

ICONOGRAPHY

Our two styles of approved icons and illustrations are designed to support our product family and the technical and business benefits they offer.

Utilize the icons in social media, on our websites, in presentations, and sales collateral to get our public familiar with our brand, products, benefits, and they all fit together.

STYLE A: WITH BACKGROUND
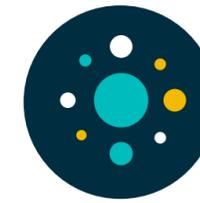
STYLE B: NO BACKGROUND

06

SUPPORTING
VISUALS

ILLUSTRATION

Our illustrations are designed to add a softer, more playful approach to the world of software while still being technically accurate, relevant, and engaging. Usage is typically reserved for website, social media, email, and video.

Any illustration used, be it custom or stock, should go through the following stylistic treatment:

• Isometric style is preferred, but not mandatory

• Simplicity

• Flat, corporate colors dominating the color scheme

• Avoid technical details, stay abstract

• Avoid faces

PHOTOGRAPHY

Our photography sets are designed to add a human element to our products, solutions, and services. They are used to represent our customers and how they use and interact with our products in their environments.

DATACORE TAGLINE

Data is the heartbeat of today's digital world. By enabling reliable data governance and storage management, we propel you to achieve tangible business outcomes. Experience the DataCore advantage, where your data is our foremost priority!

• Uninterrupted access

• Unyielding protection

• Unmatched agility

Your Data, Our Priority

SUPPORTING GRAPHIC SET

Set 2 of the supporting graphics is a dynamic variation to set 1 and provides an effective way to add color and motion to any material. It can be used for backgrounds, textures, decorative headers and footers, etc.

Use only the colors, opacity levels, and background colors depicted here.

Use of this element allows some flexibility

• Resize to fill large or small areas
• Crop into rectangular areas
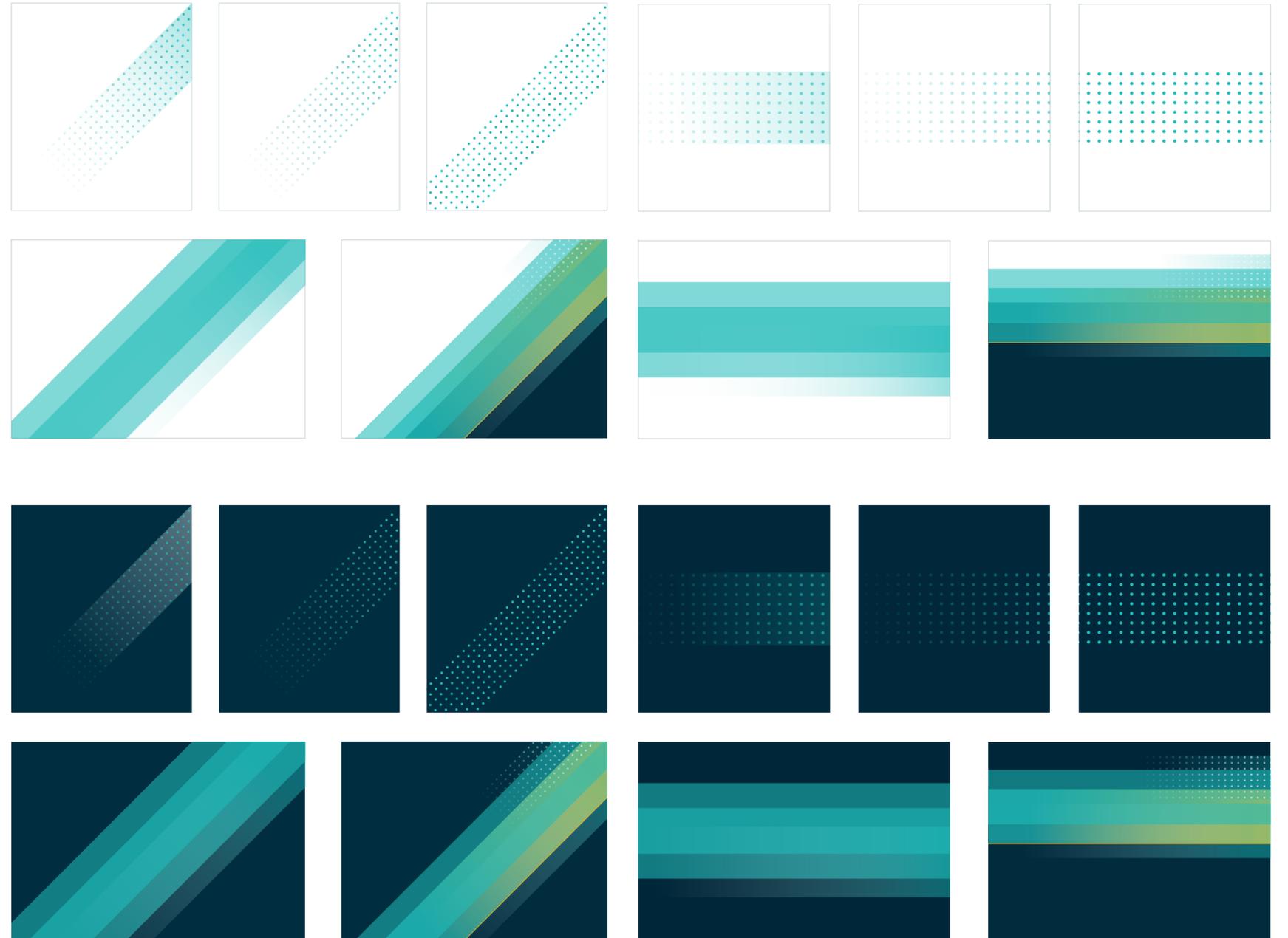
BACKGROUND PATTERNS

Use these approved background patterns to add depth, edge, and our unique brand style to presentations, digital assets, printed collateral, and more.
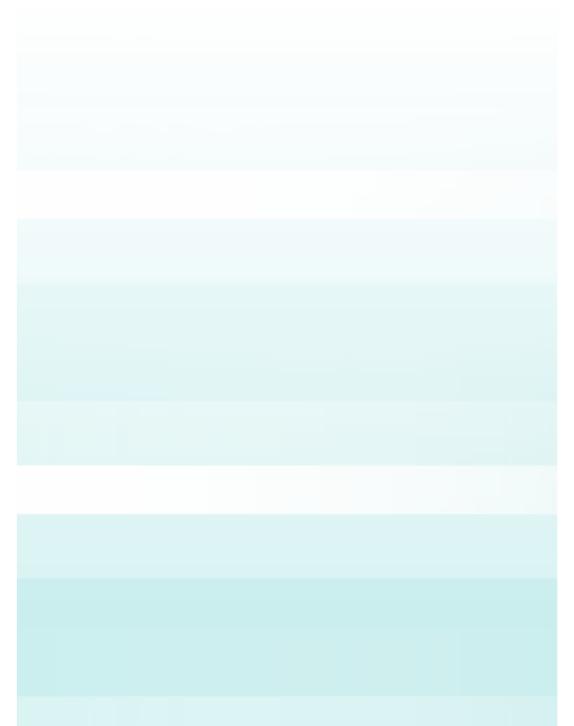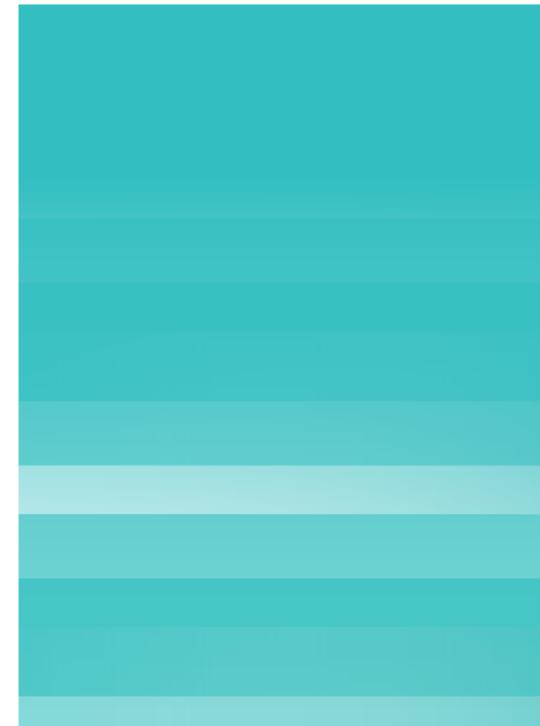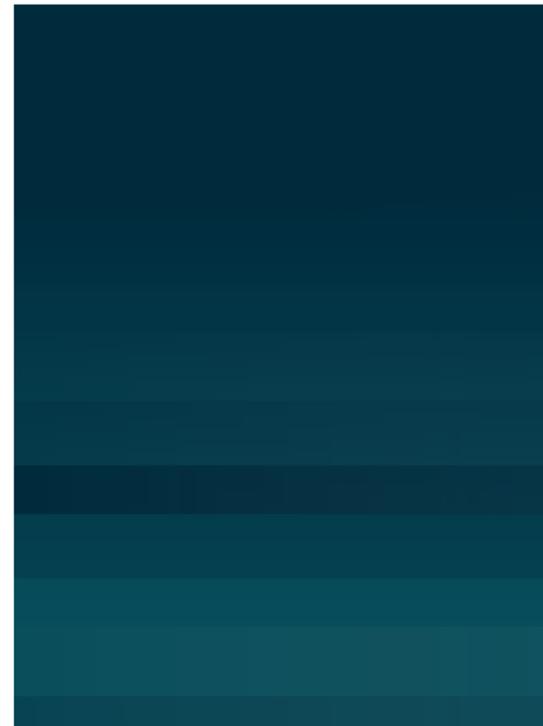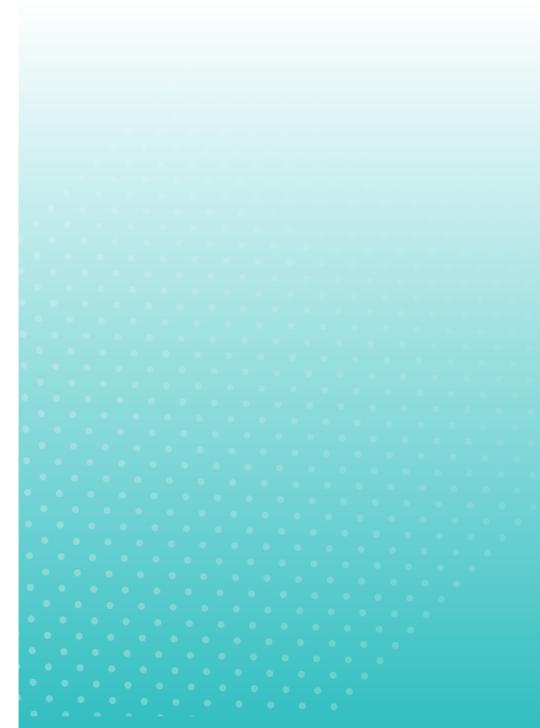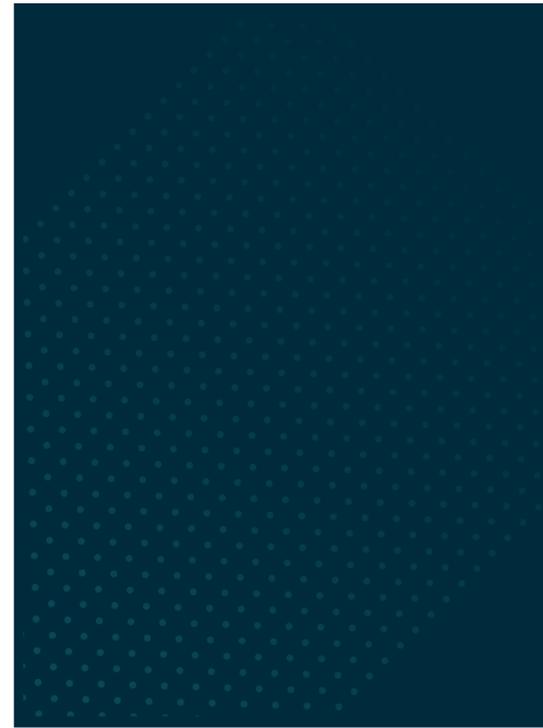
07

STATIONERY & PRESENTATIONS

STATIONERY

Stationery, envelopes, and business cards can be modified with the employee's name, contact information, and any DataCore office's local address.

No other design element may be altered.

A one-sided variation of the business card design may be used in cases where a different language must be printed on each side.

john.doug@datacore.com   **John Doug**
Marketing Associate

C +1 954 377-6002
P +1 954 377-6000
F +1 954 938-7953
1901 Cypress Creek Road #200
Ft. Lauderdale, FL 33309 – USA

datacore.com

Your Data, Our Priority

Your Data, Our Priority

P +1 954 377-6000
F +1 954 938-7953
1901 Cypress Creek Road #200
Ft. Lauderdale, FL 33309 – USA

datacore.com

P +1 954 377-6000
F +1 954 938-7953
1901 Cypress Creek Road #200
Ft. Lauderdale, FL 33309 – USA

datacore.com

POWERPOINT PRESENTATION

The PowerPoint Template should be used to create internal and external presentations.

Custom slides should be designed consistently with the DataCore brand when possible.

However, don't restrain from using some flexibility to support and illustrate the message that the presentation is trying to convey.

TITLES
Calibri 34pt
Hex# 00BCBC

MAIN CONTENT
Calibri 24pt
Hex# 002D3F

BULLET LISTS OPT 1
Calibri 20pt
Hex# 002D3F

BULLET LISTS OPT 2
Calibri Light 18pt
Hex# 002D3F
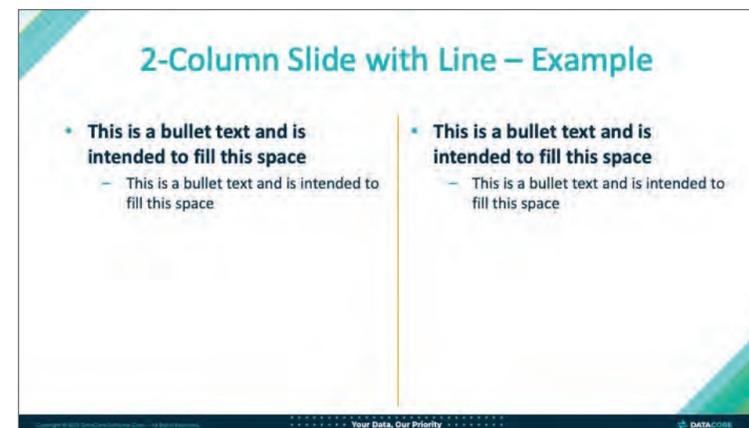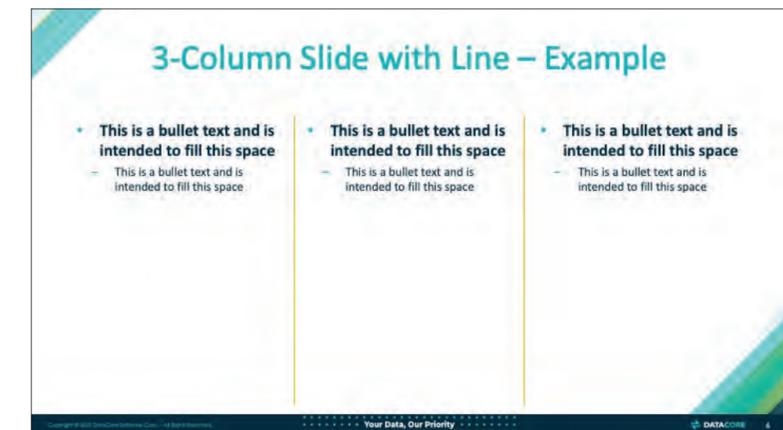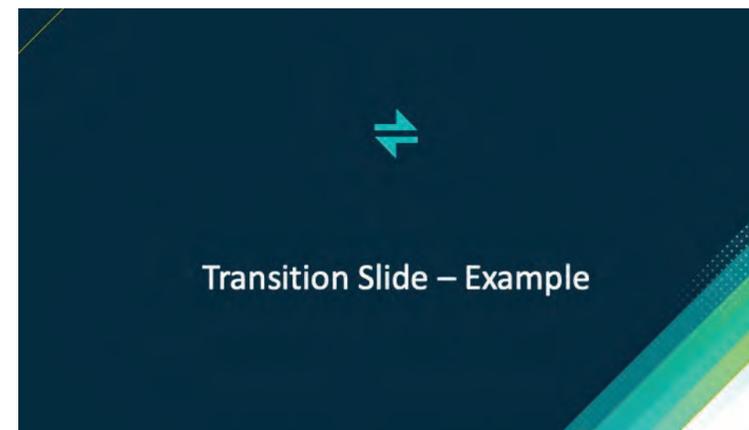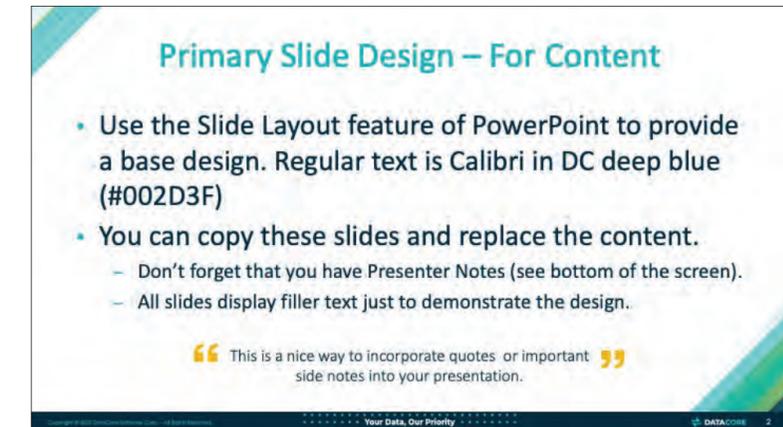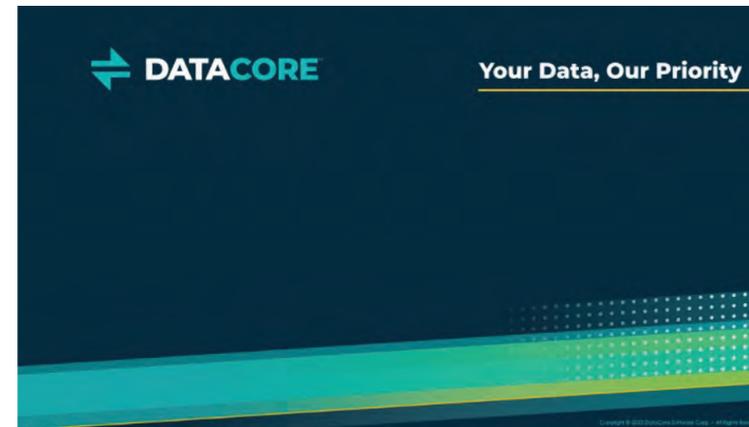
08

MEDIA KIT

Our media kit is used to introduce our company, products, and positioning. Any third-party agency such as public relations or analyst firms we have relationships with should always have the latest media kit in their possession.

DOWNLOAD MEDIA KIT

BRAND MANUAL

## BRAND COLOR PALETTE SHEET

COMPANY LOGO

COMPANY BOILERPLATE

BADGE

SUPPORTING GRAPHICS

BACKGROUND PATTERNS