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# BRAND IDENTITY GUIDELINES





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01

# BRAND

This guide is provided to ensure consistent use of the GigaIO brand identity in all public facing documents and media.

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

■ **Seth Godin**

## LOGO VARIATIONS

# BUILDING A BRAND THAT LASTS

GIGAIO

PRIMARY



SUBMARK

GIGAIO

VARIATION

## Recommended Formats

JPG, AI, PNG, PSD



- Primary Typefaces
- Text Hierarchy

### PRIMARY TYPEFACES

#### Roboto

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  
 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  
 0 1 2 3 4 5 6 7 8 9  
 ! @ # \$ % ^ & \* ( )

#### Roboto Condensed

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  
 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  
 0 1 2 3 4 5 6 7 8 9  
 ! @ # \$ % ^ & \* ( )

### TEXT HIERARCHY IN DOCUMENT

#### Headline

Top level text in a document.

Size: 20-24 pt Color: **BLACK** Format: All Caps

#### Caption

Intro paragraph immediately following the headline.

Size: 14-16 pt Color: **BLUE** Format: All Caps

#### Title

Delineates major sections.

Size: 14-16 pt Color: **BLACK** Format: All Caps

#### Subtitle

Delineates subsections.

Size: 11-12 pt Color: **BLACK** Format: All Caps

## HEADLINE

RITIA TQUAM, ET OPTUR, NISQUAT DEBIT  
ASIMPORRORIA NI SOLUPTA QUISQUE RE POS DEL  
MAGNATUM LAM VOLUPTAT EX ESSEQUIA DOLUPTA

### TITLE

Ant laborrovit laborectur si ut etur magnimet plab id et excepe opti imust aut labonihil  
estto bea porum acid mo. Turio ex eatet inus non pro con enderspiss es aspel mod  
millupt atemquod quame elent veliquo optatibus.

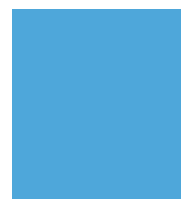
### SUBTITLE

- Ant laborrovit laborectur siutetur
- Magnimet plab id et excepe
- Opti imust aut labonihil estto



- Primary Colors
- Grayscale
- Secondary Colors

## PRIMARY COLORS



### GigaIO BLUE

CMYK 64 20 2 0  
 RGB 78 167 218  
 HEX 4EA7DA



### GigaIO DK ORANGE

CMYK 6 77 88 1  
 RGB 227 96 54  
 HEX E36036

The primary colors are those used in the primary logo: GigaIO Blue, and GigaIO DK Orange. Secondary colors or grayscale may be used for accents.

## GRAYSCALE



### Gray 35

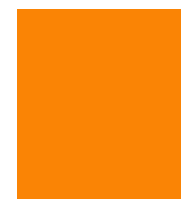
CMYK 0 0 0 35  
 RGB 177 179 182  
 HEX B1B3B5



### Black

CMYK 0 0 0 100  
 RGB 0 0 0  
 HEX 000000

## SECONDARY COLORS



### GigaIO LT ORANGE

CMYK 0 59 100 0  
 RGB 250 132 5  
 HEX FA8405



### GigaIO GRAY

CMYK 78 71 54 56  
 RGB 43 45 56  
 HEX 2B2D38

## COLOR VARIATIONS

The preference is to use the logo in it's primary form; black letters with 2-color A. However, it may be used in all black, all white, all gray, when necessary.



PRIMARY



BLACK



WHITE



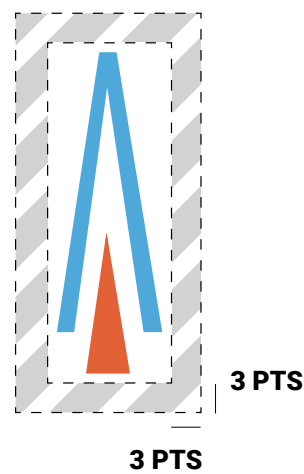
REVERSED



- Clear Space
- Letterhead Sample

## CLEAR SPACE

Leave at least 3 pts of clear space around every edge of the logo.



## LETTERHEAD

This is an example of a letterhead incorporating the gigaio logo.



## Placement

The log should enjoy prominent placement as appropriate for the document design.

## Usage

The logo should only be used on official GigaIO documents, or approved partner documents.



Guide to photos and graphics that follow the GigaIO brand identity.

## CORPORATE BACKGROUND

The primary corporate background contains interconnected hexagons.

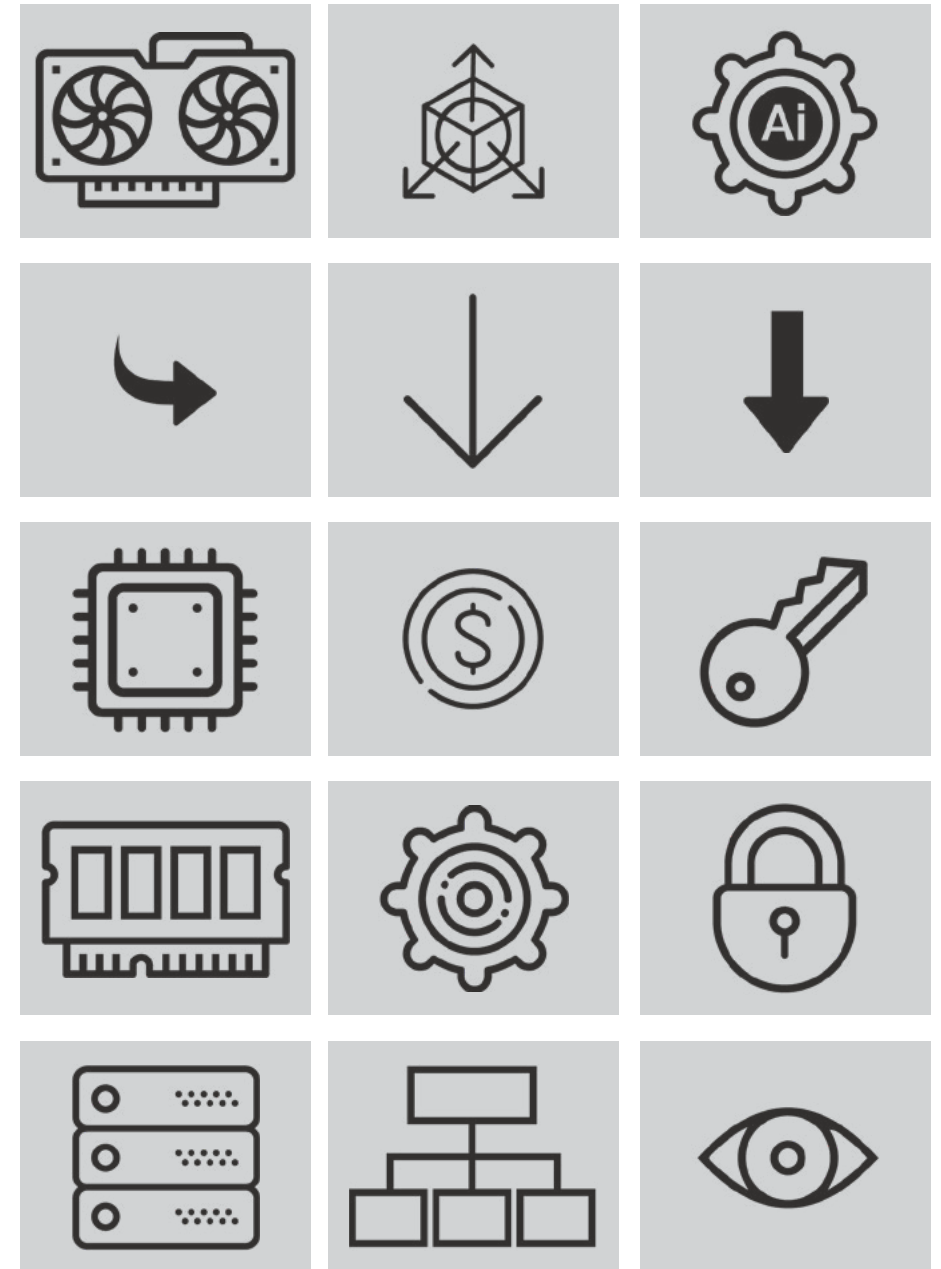


## ICONS

GigaIO provides a set of icons that are suitable for graphic design and slide presentations.

Colors: black, white, and blue.

Formats: PNG, SVG

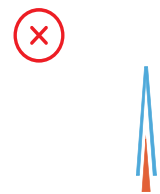




Some examples of misuse of the brand assets.

### **DISTORTION**

Logos and other brand assets should maintain their original proportions in all cases.



### **WRONG FONTS**

Use of fonts not included in these guidelines is discouraged.



### **IRRELEVANT BACKGROUND**

Use of backgrounds that conflict with the general theme of the brand is discouraged.



### **MISUSE OF COLORS**

Use of colors not specified in this guideline is discouraged.







### COMPANY BRIEF

As the global data explosion and AI revolution unfold, global computing, storage and networking infrastructure are undergoing a fundamental transformation. GigaIO's technology enables data centers to leverage their existing hardware infrastructure and benefit from these new technology paradigms, to power the next generation of data centers.

GigaIO FabreX breaks the constraints of old static architectures, opening up new configuration possibilities with Composable Disaggregated Infrastructure (CDI), to maximize utilization of all the elements within your racks. The network is finally the computer, with your entire rack being the computing unit instead of just the server. We exist to free you from the constraints of your infrastructure, so you can focus on your company's mission: invent more, solve more, achieve more.

### BUSINESS CONTACT

#### Headquarters

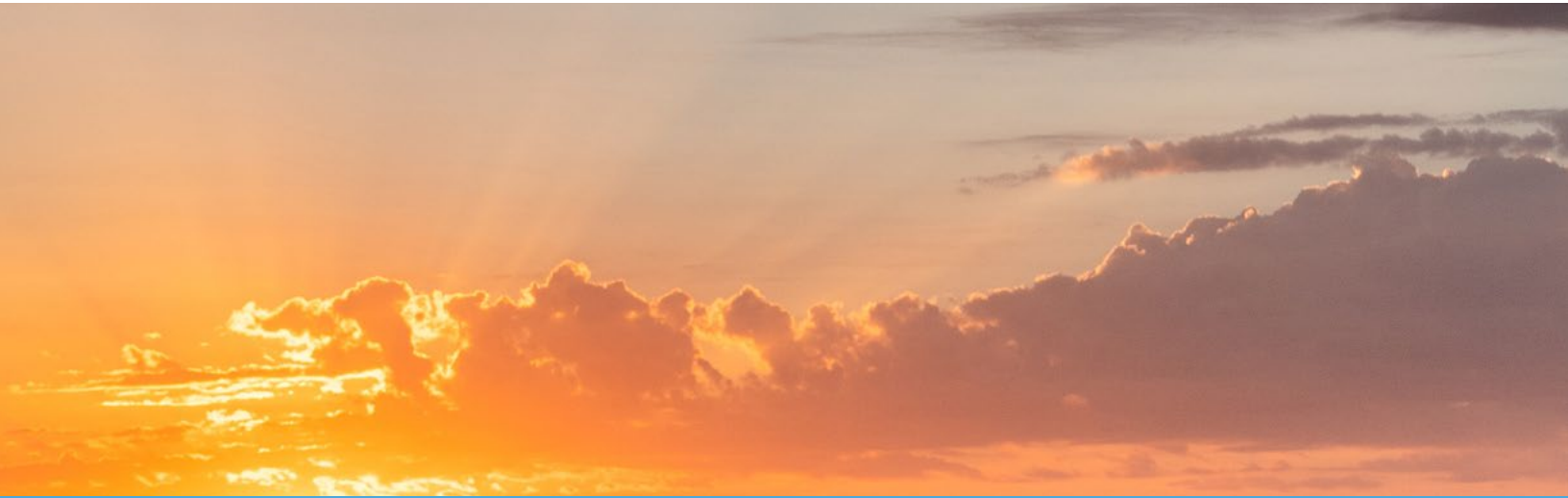
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# BRAND IDENTITY GUIDELINES



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Available for download

[www.gigaio.com/brandidentity](http://www.gigaio.com/brandidentity)

