Brand Guidelines

Spectra Logic Corporation

3 July 2024

Contents

SPECTRA

Brand Identity Components

This section outlines the key visual and written elements of the Spectra Logic brand and provides guidance on how to use these elements to maintain brand consistency.

SPECTRA

Name

Brand Name

Full legal name:

Spectra Logic Corporation

Used in legal documents and company registrations.

Shortened name:

Spectra Logic

Used as an initial introduction to the company in text and then can be referred to as Spectra.

Used name:

Spectra

The shortened use of the company name, used after Spectra Logic Corporation or Spectra Logic has been used in text.

SPECTRA

Logo

Spectra
Logo

The logo is constructed of the colorized swoosh and the Spectra text. These elements are not to be separated.

Spectra Logo Variations

There are two primary logos, designed to be displayed on a light or dark background. In some cases, the use of a single-color logo may be required, if so, then use the all black or white logo.

Spectra
Logo
Exclusion
Zone

We've designed the exclusion zone that stops other elements from interfering with the Spectra logo. No text or graphic should appear within the exclusion zone where possible.

Logo

Spectra Logo In Use

Here are some general rules when using the Spectra logo.

Please **don't alter** our logo's shape, proportion, color, or orientation.

1. Do not stretch or distort the logo

2. Do not remove the swoosh from the logo
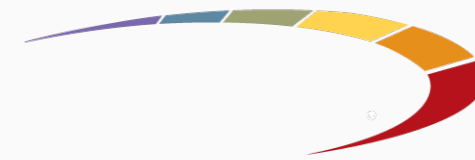
1. Do not recolor the logo

4. Do not use the black Spectra text on a dark background

Favicon

Favicon
Logo
In Use

The stand-alone favicon is used in limited ways and should only be used when approved by Marketing for a specific purpose.

SPECTRA

Colors

Brand Colors

Primary Colors

HEX: 7A68AE	HEX: 5D87A1	HEX: 9EA374	HEX: FFD24F	HEX: 0E3E63	HEX: 89CBF0
H: 254°	H: 201°	H: 66°	H: 43°	H: 206°	H: 200°
S: 40%	S: 41%	S: 28%	S: 69%	S: 85%	S: 42%
B: 68%	B: 63%	B: 63%	B: 100%	B: 38%	B: 94%
R: 122 C: 59%	R: 93 C: 42%	R: 158 C: 9%	R: 255 C: 0%	R: 14 C: 100%	R: 137 C: 43%
G: 104 M: 66%	G: 135 M: 8%	G: 163 M: 17%	G: 210 M: 17%	G: 62 M: 78%	G: 203 M: 6%
B: 174 Y: 0%	B: 161 Y: 0%	B: 116 Y: 43%	B: 79 Y: 80%	B: 99 Y: 37%	B: 240 Y: 0%
# 7a68ae K: 0%	# 5d87a1 K: 40%	# 9ea374 K: 38%	# ffd24f K: 0%	# 0e3e63 K: 25%	# 89cbf0 K: 0%

Secondary Colors

HEX: 89CBF0	HEX: 0E3E63	HEX: 08556F	HEX: B5121B	HEX: 999999	HEX: 373B46
H: 200°	H: 206°	H: 194°	H: 355°	H: 194°	H: 223°
S: 42%	S: 85%	S: 92%	S: 89%	S: 0%	S: 21%
B: 94%	B: 38%	B: 43%	B: 70%	B: 60%	B: 27%
R: 137 C: 43%	R: 14 C: 100%	R: 8 C: 94%	R: 181 C: 0%	R: 153 C: 43%	R: 55 C: 76%
G: 203 M: 6%	G: 62 M: 78%	G: 85 M: 60%	G: 18 M: 100%	G: 153 M: 35%	G: 59 M: 67%
B: 240 Y: 0%	B: 99 Y: 37%	B: 111 Y: 39%	B: 27 Y: 96%	B: 153 Y: 35%	B: 70 Y: 52%
# 89cbf0 K: 0%	# 0e3e63 K: 25%	# 08556f K: 20%	# b5121b K: 28%	# 999999 K: 1%	# 373b46 K: 45%

Logo Colors

HEX: 7A68AE	HEX: 5D87A1	HEX: 9EA374	HEX: FFD24F	HEX: E58E1A	HEX: B5121B
H: 254°	H: 201°	H: 66°	H: 43°	H: 33°	H: 355°
S: 40%	S: 41%	S: 28%	S: 69%	S: 88%	S: 89%
B: 68%	B: 63%	B: 63%	B: 100%	B: 89%	B: 70%
R: 122 C: 59%	R: 93 C: 42%	R: 158 C: 9%	R: 255 C: 0%	R: 229 C: 0%	R: 181 C: 0%
G: 104 M: 66%	G: 135 M: 8%	G: 163 M: 17%	G: 210 M: 17%	G: 142 M: 47%	G: 18 M: 100%
B: 174 Y: 0%	B: 161 Y: 0%	B: 116 Y: 43%	B: 79 Y: 80%	B: 26 Y: 100%	B: 27 Y: 96%
# 7a68ae K: 0%	# 5d87a1 K: 40%	# 9ea374 K: 38%	# ffd24f K: 0%	# e58e1a K: 8%	# b5121b K: 28%

Typography

Typography

Montserrat

Primary Typeface

Monserrat is our brand typeface. The style is purposeful yet warm. It has a strong focus yet feels soft due to its round form.

Modern and Geometric: Montserrat features a modern and geometric design, with clean lines and a contemporary feel. It is inspired by the urban typography found in the signage of the Montserrat neighborhood in Buenos Aires.
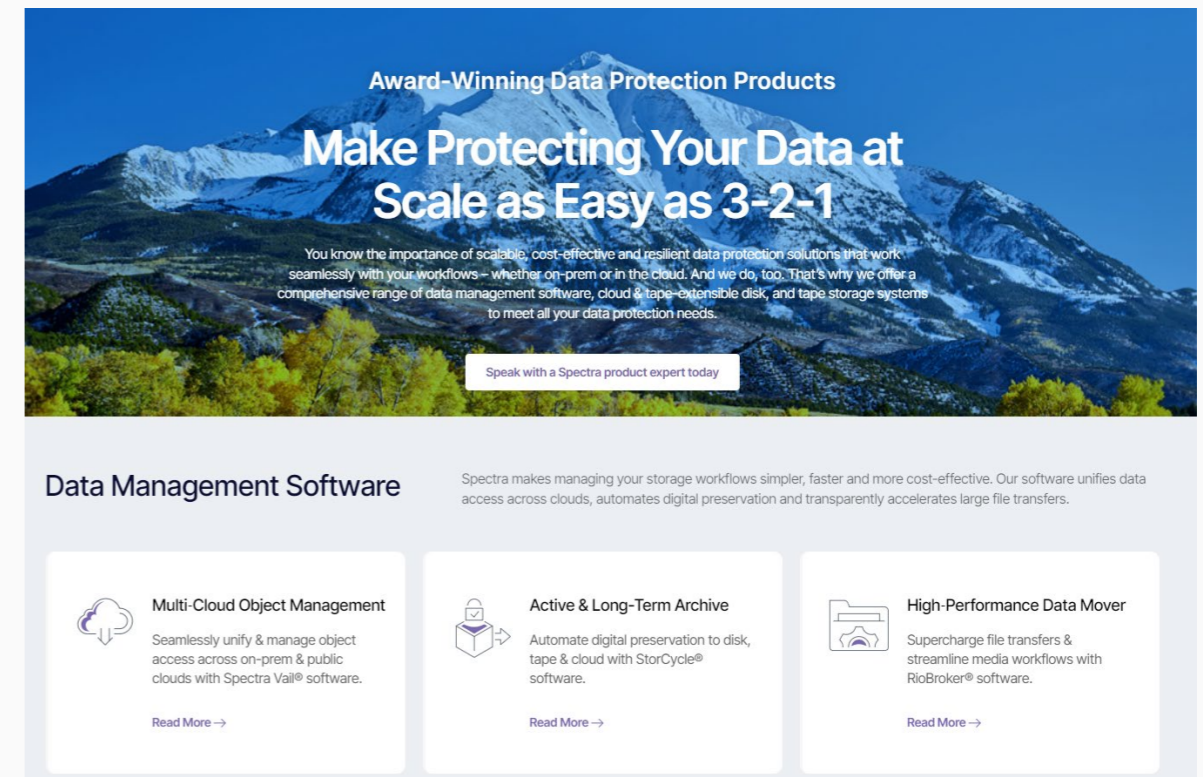
Extra Light

Light

Medium

Semibold

Extra Bold

Black

Spectra

Website
Typography

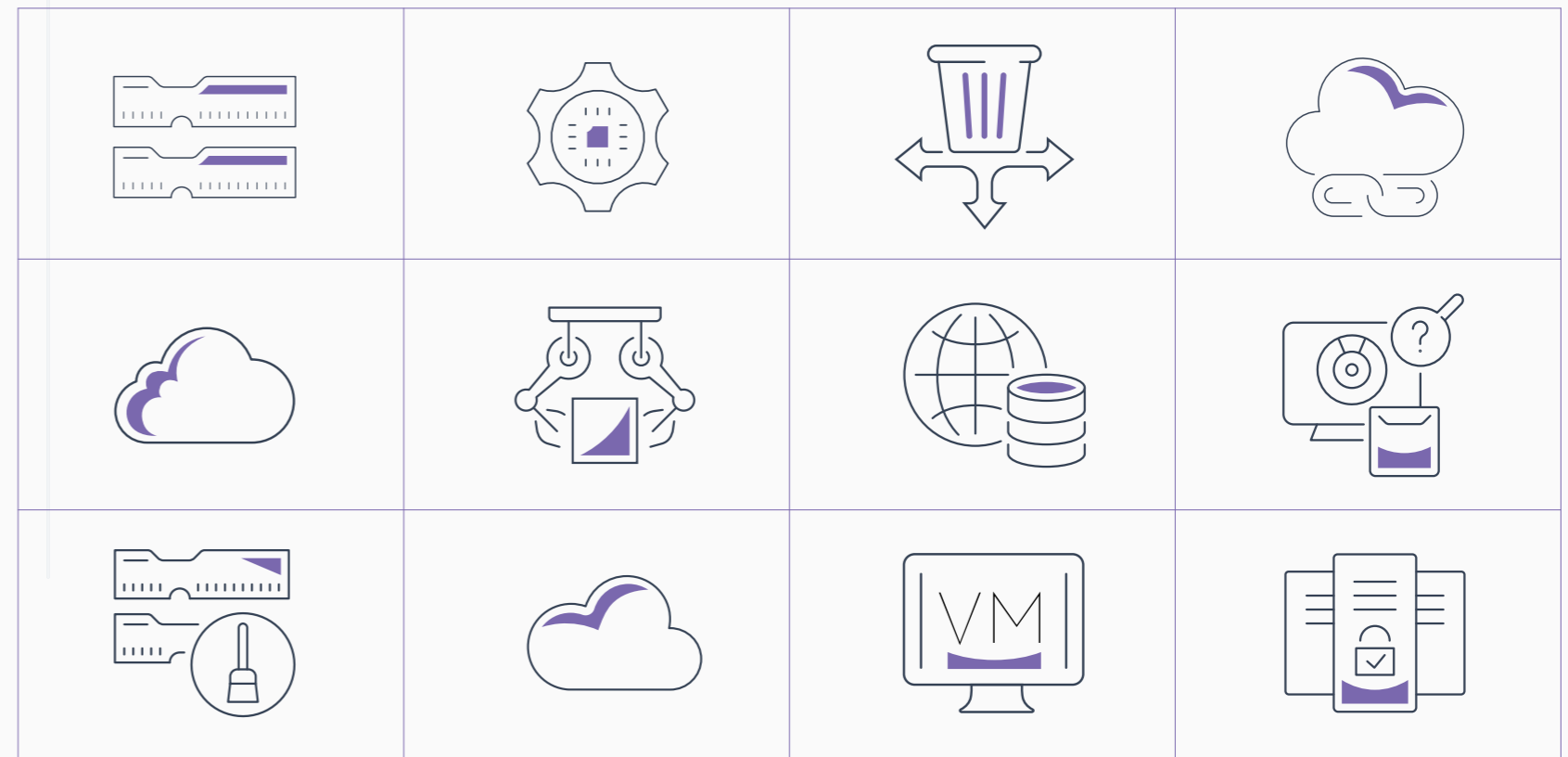# Inter Tight

Website Typeface

Inter: Designed specifically for better readability on screens. It has a modern and clean appearance, making it suitable for user interfaces and digital content.
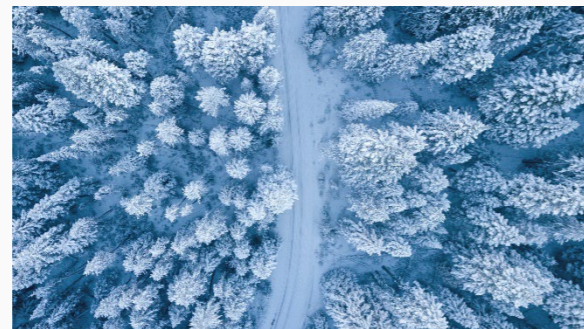

SPECTRA

Iconography

Spectra's icon library has been developed to communicate various features and concepts across marketing materials and product interfaces, while keeping a clean look and feel.

Photography

Spectra uses a Colorado mountain theme in our imagery that not only pays homage to our home state, but also serves as a powerful symbol of the reliability and strength of our storage solutions. Just as the Rocky Mountains stand strong and unwavering, so too does Spectra's commitment to delivering top-notch storage options that you can trust.

The imagery does not depict any manmade features. The Photo library is available from the Marketing team.

Product Names

Product Names & Branding

- The company categorizes products into generic industry categories and uses product brand names to support the customer's journey.

- For example:
    - Data Management Software
        - Multi-Cloud Object Management
            - Spectra Vail
    - File & Object Storage
        - BlackPearl S3 Hybrid Cloud Storage
    - Tape Libraries
        - TFinity Plus, Spectra T950, Spectra Cube, Spectra Stack

- No Logos for product names are used

SPECTRA

Product Names

Spectra Product Names

Always use full product names and trademarks with the first prominent usage in a document. On subsequent product references in the same document, it is fine to use the shortened version without using Spectra or the trademark symbol.

Always write the T next to the number with no space like this: T950.

Do NOT place a hyphen between the T and the number like this: T-950.

SPECTRA

Spectra Product & Solution Names

Data Management Software:

- Multi-Cloud Object Management – **Spectra Vail**

- Active & Long-Term Archive – **StorCycle**

- High-Performance Mover - **RioBroker**

File & Object Storage:

- Hybrid Cloud Storage – **BlackPearl S3**

- **BlackPearl Nearline Media Gateway**

- **BlackPearl Network-Attached Storage (NAS)**

Tape Storage:

- Tape Libraries:
  - **TFinity Plus**
  - **Spectra T950**
  - **Spectra Cube**
  - **Spectra Stack**

- Tape Drive Technology
  - LTO-9, LTO-8, LTO-7, TS1170, TS1160, TS1155

- Tape Media
  - **Spectra Certified Media**
    - LTO-9, LTO-8, LTO-7 Type M, LTO-7 Single TS1170, TS1160, TS1155
  - Media Lifecycle Management
  - **TeraPacks**

Spectra Solutions

- Spectra Object-Based Tape

- Spectra Digital Archive

- Spectra Media Archive

Old Product Badges

Use of old product badges

The company is no longer actively using old product badges and corporate services logos and icons.

Registered Marks & Trademarks

Spectra Logic holds many trademarks, and communicating these marks is an important part of preserving Spectra's overall brand essence and message of innovation. When communicating Spectra's products and features, it is important to phrase any registered and trademarked names accurately in the proper grammatical context.

Trademarks are actively managed and posted at www.spectralogic.com/trademarks

Wordmark	Status	International Class	U.S. Class(es)	U.S. Serial Number	U.S. Registration Number	Owners
ARCTICBLUE®	Live | Registered	009	021, 023, 026, 036, 038	86686759	5459401	Spectra Logic Corporation
BLACKPEARL®	Live | Registered	009	021, 023, 026, 036, 038	86074396	4773492	Spectra Logic Corporation
BLUESCALE®	Live | Registered	009	021, 023, 026, 036, 038	78534298	3094346	Spectra Logic Corporation
RioBroker®	Live | Registered	009	021, 023, 026, 036, 038	88344603	6059875	Spectra Logic Corporation
SPECTRA CUBE™	Live | Pending	009	021, 023, 026, 036, 038	98232863		Spectra Logic Corporation
SPECTRA LOGIC®	Live | Registered	009	021, 023, 026, 036, 038	75591623	2463182	Spectra Logic Corporation
SPECTRA VAIL®	Live | Registered	009	021, 023, 026, 036, 038	88949730	6297018	Spectra Logic Corporation
SPECTRA®	Live | Registered	009	021, 023, 026, 036, 038	76376485	2801027	Spectra Logic Corporation
SPECTRAGUARD®	Live | Registered	042	100, 101	78226278	2911723	Spectra Logic Corporation
StorCycle®	Live | Registered	009	021, 023, 026, 036, 038	88373345	5974111	Spectra Logic Corporation
TERAPACK®	Live | Registered	009	021, 023, 026, 036, 038	78186174	2809508	Spectra Logic Corporation
TFINITY®	Live | Registered	009	021, 023, 026, 036, 038	86539787	4957110	Spectra Logic Corporation
TRANSCALE®	Live | Registered	009	021, 023, 026, 036, 038	77279644	3673631	Spectra Logic Corporation

® & TM

SPECTRA