

EGN^YTE

Brand Guideline

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Egnyte Brand Mission

Who We Are

Our brand is a direct reflection of who we are as an organization and the relationships we share with our customers. We strive for consistency, quality, and clarity in the written and visual ways we communicate the Egnyte story.

The specifications and design examples within these guidelines should empower every employee and vendor with the tools needed to create our unique company's tone and visuals.

We suggest that you read through this document in its entirety to familiarize yourself with both the elements of the Egnyte brand and how those elements should be applied.

Any Additional Questions?

If you have any questions please contact the creative services department for more information and assistance.



Egnyte Logo

Our Primary Logo

Egnyte brings clarity, structure, and connectivity to content. Our logo and symbol conveys this through a clean, uncluttered, and bold wordmark. Follow these guidelines to ensure proper logo use in any scenario.

Personal Space

Our logo has boundaries, please respect them! The absolute minimum space around the main logo text should be equivalent to the capital “E” in Egnyte. Vertical alignment should be based on the “E”, and not the “Y”.

Logo Variations

The Egnyte logo has a few variations that allow us to flexibly use the logo in all environments. While we try to use the full-color logo as often as possible, brand can assist you in determining when it is appropriate to use these alternative logos.

Download the logos from our [marketing resources](#).



Logo Colors: ● #4B4F54 ● #32BDB5



Inverted



Solid White

Egnyte Logo Affiliations

Egnyte + Partners

Egnyte is more than its own products. We partner with many other companies to provide the right data governance ecosystem for each client.

The following shows how we place ourselves in relation to partnering logos when promoting partnerships.



All elements are vertically centered, spaced as wide as our logo's 'E'

Logo height is equivalent to "Egnyte", including spark height



If the partner's logo is icon-only, the max-height should be as tall as our 'E'

Egnyte Sub-branding

Sub-branding can help introduce customers to different parts of Egnyte that work to make their engagement with our company and product successful.

Whenever we specify which part of the Egnyte company we're referring to, we use a line between the logo and the all-caps word(s).

Depending on size and placement, you can also stack the logo and word on top of each other, although this is the secondary configuration recommendation.

EGNYTE | FOR DEVELOPERS

EGNYTE | UNIVERSITY

The horizontal lockup is divided with a vertical line, and uses uppercase Open Sans Light

EGNYTE
COMMUNITY

EGNYTE
EMPLOYEE TRAINING

Sub-brand uses uppercase Open Sans and fits the width of the logo

Egnyte Spark

A Standalone Icon

Sometimes you need to make a statement in tight spots. The Egnyte Spark lets us do that. As with the main logo, the style should be limited to three states, standard, dark, and in rare circumstances, light.

Unless specifically approved by the creative team, please use the full “Egnyte” logo.



Spacing and Containers

The container or spacing should be equivalent to 1.5x the Spark to allow it to breath and stand out enough to be recognized from other content.



Avatars, Favicons, and Other Uses

Generally, we recommend using the Standard style spark for all of these uses. Consistency is key, but we are happy to discuss exceptions. Please reach out to the brand team to learn more.

Logo/Spark Usage

Correct Logo and Spark Usage

Our logo and spark icon should be protected at all times to maintain brand integrity.



This is the correct use of the logo and spark.

Incorrect Logo Usage

You should not alter Egnyte's logo's shape, color, or spacing, as well as avoiding backdrops that create poor contrast.



Subtext



Color changes



Poor contrast



Off-angles



Added effects



Distortion



Poor spacing



In-line with text



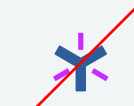
Old Logo

Incorrect Spark Usage

As with the main logo, avoid altering designated logo colors and dimensions, and maintain proper contrast and spacing.



Vertical lockup



Color changes



Effects



Poor Contrast



Distortion



Poor spacing



Off-angles

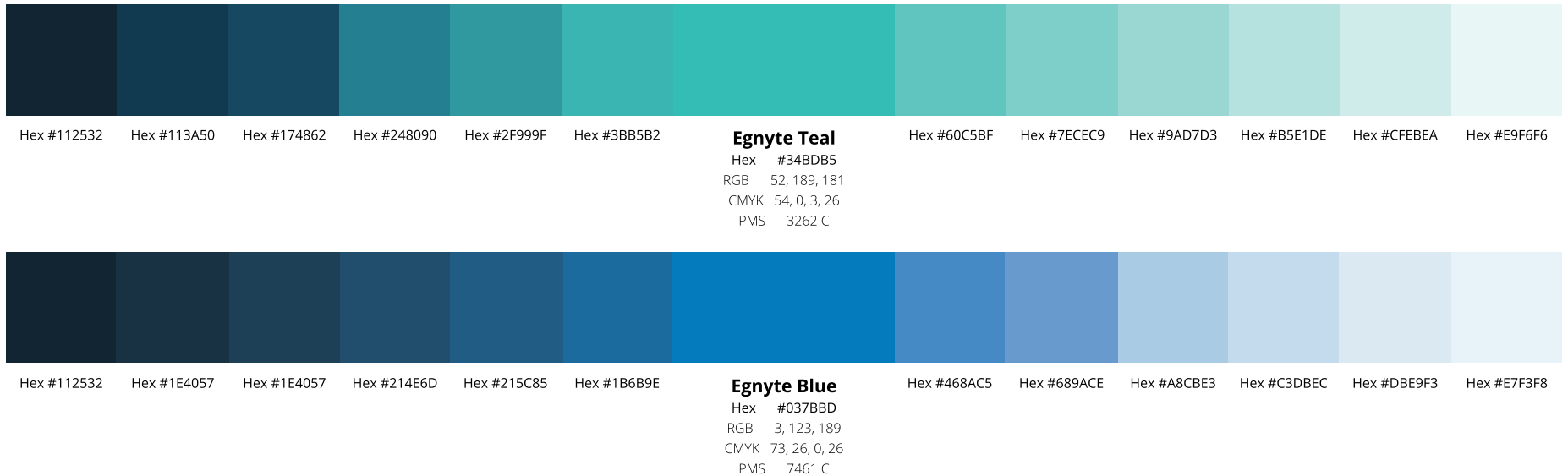


Old Logo

Color Palette

Primary Colors

Teal is our flagship color and is used to emphasize the strength and maturity of Egnyte.



Dark and Light Grays support our teal as default backgrounds and text colors. There are two grays we use by default, although any gray on the same color scale is supported.

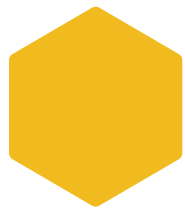


Color Palette

Secondary Colors

These colors should be used sparingly and strategically, to highlight or accent the use of our primary colors. They should never be used to replace the primary colors. Here are some examples of times when these colors might be used:

- Brand awareness is high
- Illustrations need accent colors
- Designing internal pieces
- Data visualization requires more color options



Venus
Hex #F1BB1F



Mercury
Hex #004163
Egnite Blue



Jupiter
Hex #BED972



Mars
Hex #DF2935

Web Palette

We have an extended palette we use specifically for Egnite's web presence. Please contact the creative services team to discuss using these colors.

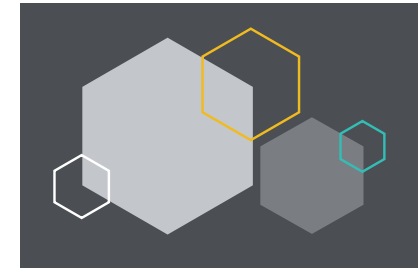
Any Additional Questions?

If you have any questions or color needs please contact the creative services department for more information and assistance.

Color Use Case Examples

Hexagon Patterns

We alternate between solid and outlined shapes, following two rules. Solid hexagons all share the same color, but may vary in transparency, and hexagon outlines are limited to teal, yellow, and dark gray



Our pattern scheme is created to work both on light and dark backgrounds. Change dark gray to white when necessary.

Text, Buttons, and Call-to-Actions

Our main CTA color is teal. CTA color should match whichever color is being used as the accent.

Font is usually in dark gray or white. Always sharply contrast with the background for maximum readability.



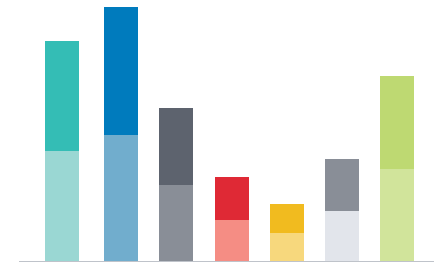
Callout color should match chosen accent color for the asset

Data Visualizations

When displaying data, use the primary palette as much as possible to remain true to the Egnyte brand. Use the secondary and tertiary palette only when absolutely needed.



Prioritize primaries as largest data point values



Adjust color light/dark values for additional data points

Icons

Our icons express our brand and product in ways that are simple and bold. We use the teal accent to emphasize the story we want to tell or help the eye focus on a particularly important point.

We express our icons in outline styles with a weight of 2 pt when sized at 64 x 64 pixels.

Our icon colors are dark gray (#424446) with a teal (#32BDB5) accent.

[Download icons in vector or raster formats here.](#)



Dimensions:
100x100
150x150

Stroke Weight:
2 points
3 points

Stroke Color:
● #5D636E

Accent Color:
● #34BDB5

The Hexagon

Why a Hexagon?

The hexagon represents strength when connecting together. We have designed these hexagons to look like the Egnyte Spark, so that in various uses, we too promote strength to our customers.

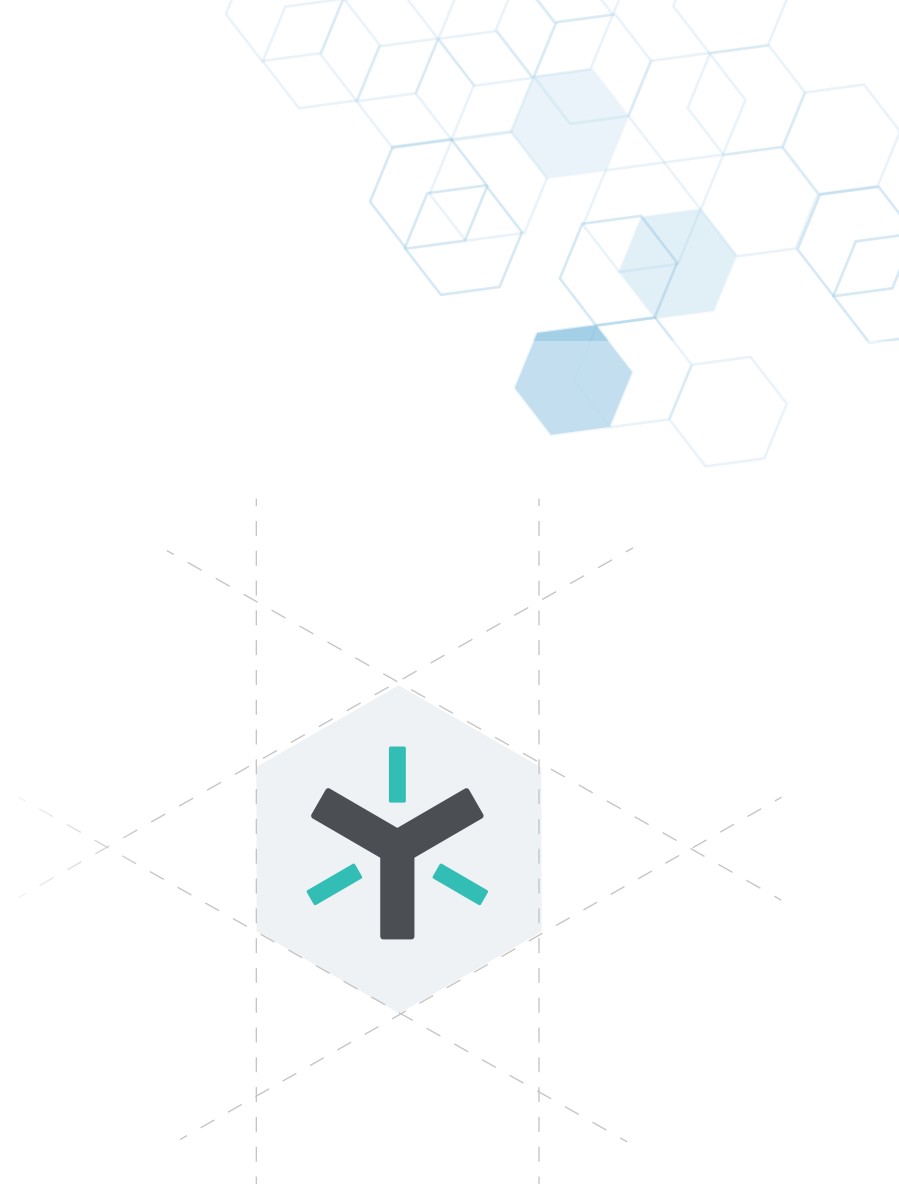
Data flows in and out, in continuous fashion, without protection or control. Like our products, a hexagon creates secure boundaries, linking everything together and using its continuously flowing shape to symbolize the ability to integrate, sync, and share.

“The hexagon is the shape which covers and creates open area the best while also minimizing boundaries,” explains mathematician Thomas Hales. Not a bad polygon with which to be associated.

How We Use the Hexagon

Hexagons and 30-degree lines and angles set visual rhythm and consistency. Use them as subtle background patterns, accents, or image containers.

It should only be used when telling the Egnyte story in its full form, and not for industry news, features, or other tangential topics.



Photography

Egnyte is a solution-oriented and positive brand. We want to reflect our simple, secure, and strategic brand qualities whenever possible, capturing authentic lifestyles and activities that reflect our customers and employees.

Our photography should reflect a curated, natural, and mindfully composed scene to convey a more personal experience, avoiding generic and overused stock photos.

Photography Style:

- Well-composed images
- Candid and authentic, not staged
- When using people, the focus should be on the things they do rather than faces or overly forced emotion and activity.
- Images with ample negative space
- We prefer things found in nature, abstract concepts, patterns, and textures to embody the “look and feel” of Egnyte.



Accessibility:

- We see a lot of Egnyte in sites such as Getty Images, Unsplash, Pexels, and Stocksy.
- There is also an Egnyte photography library that is accessible in the Brand folder at egnyte.egnyte.com

Photography Usage

Here are a few more examples of the types of imagery we might use to accomplish the “look and feel” of Egnyte. For more imagery examples, please contact the creative team for moodboards of our most commonly requested industries and concepts.

Don'ts



✗ Overly stylized or manipulated photos*



✗ Staged or inauthentic human interactions or expressions



✗ Life sciences imagery should not be hospital or doctor specific



✗ Competitive technology or services



✗ Unrealistic, dated, or “doomsday” imagery



✗ Images that depict old technology



✗ Obvious depictions of abstract concepts



✗ Poor color treatment or washed out lighting

*There may be some exceptions. Please advise with the creative team if in question

Typography

Open Sans

Egnyte uses Open Sans for most type purposes.

This font family provides a suite of different weights to evoke a clean yet varied approach to our copy.

Designed for legibility and easily accessible, Open Sans provides a solution for both print and web.

Should Open Sans be unavailable to you, either download it from the Egnyte Brand folder, or use Verdana as a similar replacement.

Light

Open Sans Light

Light Italic

Open Sans Light Italic

Regular

Open Sans Regular

Italic

Open Sans Italic

SemiBold

Open Sans SemiBold

SemiBold Italic

Open Sans SemiBold Italic

Bold

Open Sans Bold

Bold Italic

Open Sans Bold Italic

Extra Bold

Open Sans ExtraBold

Extra Bold Italic

Open Sans ExtraBold Italic

This is a Sample Open Sans Title

Here is a two-line descriptive subheader example

Nunc, morbi sed a nisl pellentesque tincidunt vulputate enim. Enim, est vestibulum placerat posuere et sit tempor. Elementum justo orci magna sem malesuada risus dui neque, donec.

1. H1 - Open Sans Regular or Greater

Main headline must use title casing as font-weight at SemiBold or heavier.

2. H2 - Open Sans SemiBold or Lighter

Subheadline should be SemiBold or lighter and not take away attention from the headline.

3. Paragraph - Open Sans Light or Regular

Use Regular weight for printed paragraph text below 16 points, as light weights tend to misprint at smaller sizes.

Typography - For Web

Inter

Egnyte uses Inter when it comes to all web-related sites, including emails. Inter is a web-optimized font better for web design and placement, while looking interchangeable to Open Sans.

There are additional guidelines and information when using this font, located in a separate document. This font should only be used by the creative team or with explicit permission.

[Inter Font Link](#)

THE NEW STANDARD FOR CONTENT GOVERNANCE

**Any User. Any Device.
Any App. Any Where.**

One trusted platform to secure and govern all your company's files, no matter where work happens.

[Request Demo](#)

Copy Guidelines

Voice

The Egnyte voice is always clear, consistent, and filled with quality information. Our customers are sophisticated, and that's how we should speak to them, without talking down.

When we write, we focus on our key messages- that our product is smart, secure, simple, and strategic.

Learn more with our [messaging guide](#).

Quick Style Guide

- Headers use title casing
- Subheaders use sentence casing
- CTAs use title casing
- Section titles use title casing
- Do not use all caps (use heavier weights and different colors for emphasis)
- CTA boxes should be a complimentary color to the rest of the document (ex: White box with teal text when the background is teal)

Clarity

Easy to deploy, use, and maintain

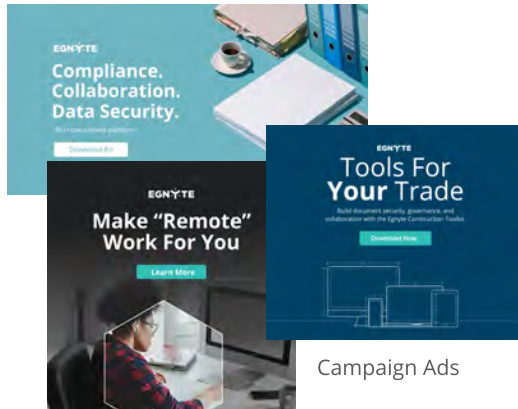
Quality

Advanced data protection, privacy, and governance woven into every layer

Consistency

Helps customers innovate and grow (not just cut costs)

Egnyte Brand In Action



Campaign Ads



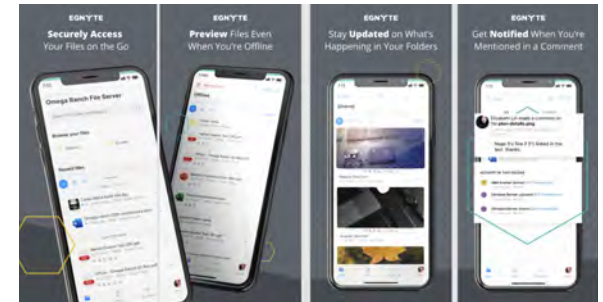
Employee Awards



Email Banner



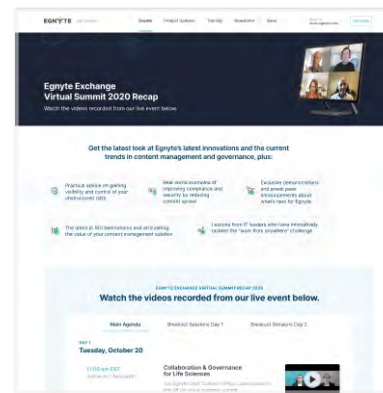
Printed Collateral



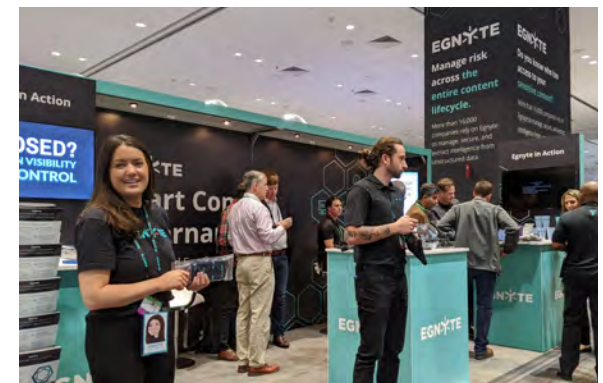
App Store Screens



Landing Page Banners



Egnyte Exchange Virtual Summit 2020



RSA 2020 Event Booth

Explore the Brand

You Are the Brand Too

Now it's up to you! As you explore the resources available to you, remember that you too embody the brand, and what you put into the world is part of who we are.

If you need any help, contact the creative team know. Otherwise, happy creating!

Resources (Internal Only)

General Employee Brand Folder <https://egnyte.egnyte.com/fl/ypFYMoO6pG>
including:

- PPT Template
- Company Font
- Logos
- Zoom Backgrounds

Email Signature Creator <https://pages.egnyte.com/signature.html>

Creative Services Request <https://bit.ly/3cX3DAI>

Vendors

Please contact your Egnyte representative to get appropriate access to Egnyte branding materials and an extended guide to creating in the Egnyte Brand.

EGN^YTE

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