EGNYTE

Brand Guidelines

Updated May 2023

Welcome to Egnyte

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

Egnyte Logo

Our Primary Logo

Egnyte brings clarity, structure, and connectivity to content. Our logo and symbol convey 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.

Logo Colors: ● #14264A ● #0BC5BA

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.

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 + Partner Logo

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

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

EGNYTE + Partner Logo

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

EGNYTE
LIFE SCIENCES

EGNYTE | LIFE SCIENCES

EGNYTE
MARKETING ANALYTICS

EGNYTE | MARKETING ANALYTICS

EGNYTE
AEC

EGNYTE | AEC

POSSIBLE 2023 UPDATE

EGNYTE
PARTNER PROGRAM

EGNYTE | PARTNER PROGRAM

Egnyte Spark

Standalone Mark

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 & Containers

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

Avatars, Favicons, & 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.

Standard

Alt version - only for uses in all white instances

Dark

Light

Gradient

Spark dimensions, multiplied by 1.5

EGNYTE

Logo and Spark Usage

Correct Use

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.
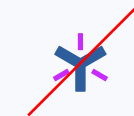
Vertical lockup	Color changes	Effects	Poor Contrast
Distortion	Poor spacing	Off-angles	Old Logo

Color Palette

Colors

A vibrant teal **(#0BC5BA)** functions as our primary color. We use deep navy, blue, purple and grey to create a full color story that is modern, recognizable, and bold.
Extended palette is included here.

Use of the more neon colors (vibrant purple, light cyan) should be restricted to web/digital only. These colors cannot easily be rendered in print so be aware of that. All the other, more subdued hues can be used for print. Variations on this palette (whether tone, hue, or shade) may be used freely for illustrations and blogs,

PANTONE® 3262 C

HEX:

Primary Color - #0BC5BA
Secondary Color - #00539A
Tertiary - #6E49FF
Extended Palette -
#1CFFF1
#3D71EA
#037BBD
#14264A
#4B4F54
#F7F9FC
#FFFFFF

RGB:

Primary Color - 11-197-186
Secondary Color - 0-83-154
Tertiary - 110-73-255
Extended Palette -
28-255-241
61-113-234
3-123-189
20-38-74
75-79-84
247-249-252
0-0-0

CMYK:

Primary Color - 69-0-36-0
Secondary Color - 100-46-0-40
Tertiary - 67-73-0-0
Extended Palette -
39-0-11-0
78-59-0-0
84-44-2-0
100-87-42-42
69-59-53-53
2-1-0-1
0-0-0-0

Pantone:

Primary Color - 3262C

Color Palette - Web

Egnyte Product & Web Palette

We have an extended palette we use specifically for the Egnyte product itself (UX UI). Please contact the creative services team to discuss using these colors.

WEB TEXT

Light Blue Eyebrows - #76A2BC

Bright Blue Eyebrows - #037BBD

Grey Text- #35364E

Navy - #003F65

Teal (Hover) - #0BC5BA

PRODUCT + UX UI

Color Pallete - Bright
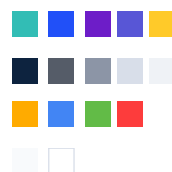
Color Pallete - Dark

Grays

HEX:

Primary Color - #32BDB5

Primary Color - #2150F8

Primary Color - #6D1DC9

Primary Color - #7468FD

Primary Color - #FFCA29

Color Pallete - Tags
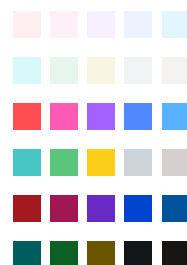
Alerts

Any Additional Questions?

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

Gradients

Text Gardients

We alternate between subtle (right) and extreme (left) gradient shifts.

More extreme gradient shifts are used primarily for webpage header text when boldness is the aim. It can also be used for events or one-off campaigns to signify boldness.

The more subtle gradients are for most backgrounds, illustrations, and other usage. When in doubt, go for subtle. The designer does not have to only use the gradients listed here, any attractive variation using the Egnyte palette is acceptable for illustrations, ads, social, or blogs. For web and print collateral, please stick to the gradients listed here.

GRADIENTS:

Text Gradient

#1CFFF1   #6E49FF

Subtle Teal Gradient

#34BDB5   #0BC5BA

Blue-Teal Gradient

#007BBD   #0BC5BA

Background Gradient

#193B59   #121F37

TEXT EXAMPLE (HEADERS)

Text Gradient

Gradient Map (Radial)

Gradient Maps

Gradient maps are a method to create a distinct two-tone look to photography elements. There are enormous possiblities here since we are working with tones and hue variations instead of specific single colors.

Each vertical and sub-organization within Egnyte (ie MSP, Egnyte University, Life Sciences, etc) will eventually have its own distinct gradient map. Currently we use the top green/navy gradient map for general Egnyte.

Gradient maps will not be applied to 100% of photos in web. Full color or partially desaturated photos will also be used to create variety.

Events and summits will choose based on their design systems whether they will use a unique branded gradient map, black and white, desaturated, or full color for their photography.

GRADIENTS:

Horizontal and AEC Image Gradient Map

■ #2F8890   #0C2340 ■

GRADIENTS:

LS Image Gradient Map

■ #0C2340   #D0F4FA ■

Horizontal and AEC Image Gradient Map

LA Image Gradient Map

Calls to Action

Curve

We prefer a subtle curve. No set number since that changes with size, but use examples here as a template if needed.

Font

Metric Bold is preferred for social and Metric Regular for web.

Text, Buttons, and Call-to-Actions

Our main CTA colors are teal, bright blue, dark navy, or purple. CTA color should match whichever color is being used as the accent or whatever contrasts best with the background.

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

Start Trial **Start Trial**

Start Trial **Start Trial**

Start Trial **Start Trial**

→ Save Your Spot → Save Your Spot

Get Demo ▶ See How It Works
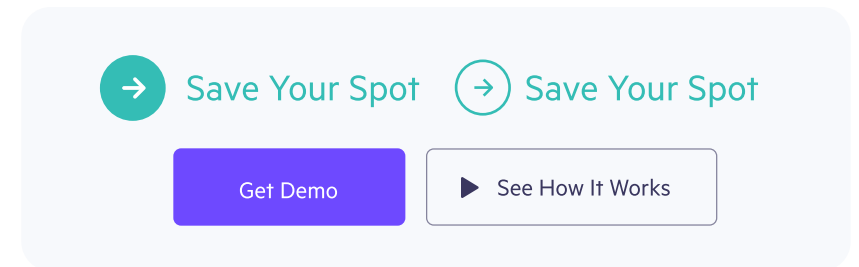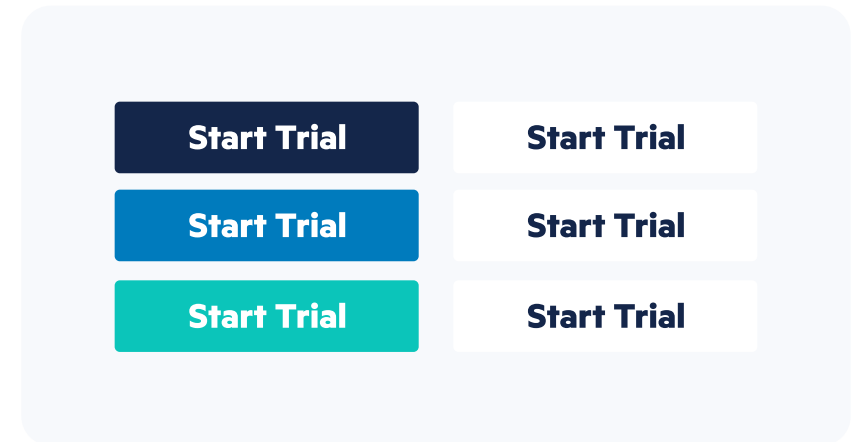
CTA TREATMENT:

Button Color - ■ #6E49FF

Secondary Button - ■ #3A375F

Link CTA - ■ #34BDB5

Icons

Our icons express our brand and product in ways that are simple and bold to enable a quick and digestable representation of complex concepts.

With a layered approach with a dark monolined foreground icon on top of a solid colored background visual, these icons show a depth of context to tell a deeper story.

They can be used as stand alone icon or added as texture within illustrations. Refer to the title of icon to understand its meaning if necessary.

Solid Color:
⬤ #76D5CD

Stroke Color:
⬤ #35374D

*Negative Color:
⬤ #F07979

*NOTE: Red is only used in a negative connotation. The egnyte brand or product should never be represented in this color.

Brand Guidelines

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 it's full form, and not for industry news, features, or other tangental topics.

ANGLE TREATMENT:

Mimics the hexagon chevron shape, but is off-kilter.
Can be solid or a combination with a stroke.
Mainly used to define a section.

A mixture of gradient stroked shapes and subtly filled solids.
Some strokes are dotted for variety.

A mixture of gradient stroked shapes and subtly filled solids.

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, no portrait shots
- Emphasis on the "human" - collaboration, togetherness, creativity, joy, diversity, etc
- Images with ample negative space
- Actors looking at the camera to connect with the user
- Occasionally we use some desaturation (not full black-and-white)

Photography Usage

Here are a few more examples of the types of imagery we might we want to avoid to maintain the "look and feel" of Egnyte. For more imagery examples, please contact the creative team for mood boards of our most commonly requested industries and concepts.

Don'ts:

X Overly stylized or manipulated photos*

X AEC people should show correct safety protocol (helmets, goggles, etc)

X Life sciences imagery should not be hospital or doctor specific

X Competetive technology or services

X Unrealistic, dated, or "doomsday" imagery

X Images that depict old technology

X Obvious depictions of abstact concepts

X Poor color treatment or washed out lighting

There may be some exceptions, particulary in the case of SEO guides. Please advise with the creative team if in question.

Video Intro/Outro

It is not required for all videos to use an intro or outro. When desired, please adhere to the following guidelines:

Generic Video Intro

Viewers want to get straight to the point and we shouldn't treat all videos the same. The intro should be used on videos that need a formal introduction, or have no transition into the video. Videos with intro graphics most likely do not need the intro.

Generic Video Outro

You may use the Video Outro without the Video Intro at the end of the video. Video Outro should be used when you want viewers to navigate to www.egnyte.com as their call to action.

Incorrect Usage

- Do not use the old video intro or outro.
- Do not mix & match "Primary" with "Inverted" on any videos. Use neither, one (an intro or outro), or a set.

Primary Intro

Inverted Intro

Primary Outro

Inverted Outro

Incorrect Intro

Incorrect Outro

Download the video intro and outros here.

Events and Signage

Event booths and signage will utilize gradient maps, subtly gradiated backgrounds with textured hexagons, and large nested hexagon-adjacent shapes, all with one color story.

The overall effect should be visually unified and clean, with the text/messaging taking precedence over all else.

Please make sure photography used is at the highest resolution available.

Booth
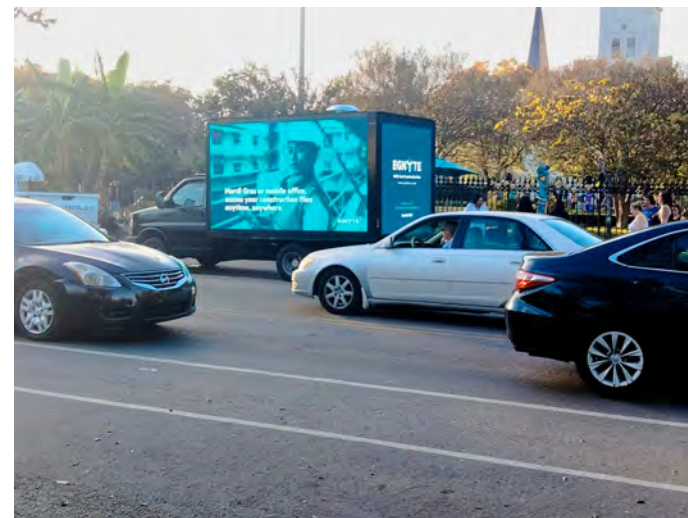
Digital Signage

Typography

METRIC

Egnyte uses Metric for most type purposes. This font family provides a suite of different weights to evoke a clean yet varied approach to our copy.

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

When using all caps or extra bold, please track out the copy to allow the letters to breathe. (See example below).

VIRTUAL
GLOBAL SUMMIT
DECEMBER 6, 2022 | 11:30AM EDT

Free Metric test version: https://klim.co.nz/retail-fonts/metric/

Light

Metric Light

Regular

Metric Regular

SemiBold

Metric SemiBold

Bold

Metric Bold

Black

Metric ExtraBold

Light Italic

Metric Light Italic

Italic

Metric Italic

SemiBold Italic

Metric SemiBold Italic

Bold Italic

Metric Bold Italic

Black Italic

Metric ExtraBold Italic

Typography
For Web and Office

OTHER TYPEFACES

Egnyte uses Metric for most type purposes. However,

Metric is not available on all machines and can cause

problems in MS Office Suite. To prevent issues, we use

Avenir there, and Inter for emails.

TO SUM UP:

Custom + Website + Ads + General - Metric

Email - Inter

PPT and Word Docs - Avenir

THE NEW STANDARD FOR CONTENT GOVERNANCE

Any User. Any Device. Any App. Anywhere.

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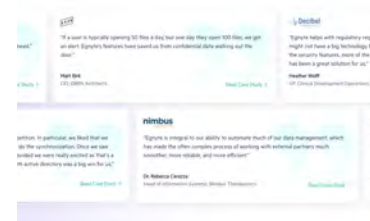
Request Demo

Inter Example

Pull-Out Quotes

A variety of pull-out quote styles have been created for use across web, digital, and print. Some examples are shown here.
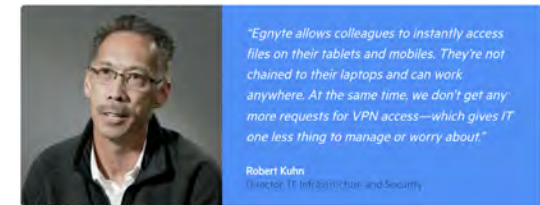
For most uses, large quotation marks in Metric have been pulled out of the quote and visually linked to the background, either by being a similar tone or by fading into it.
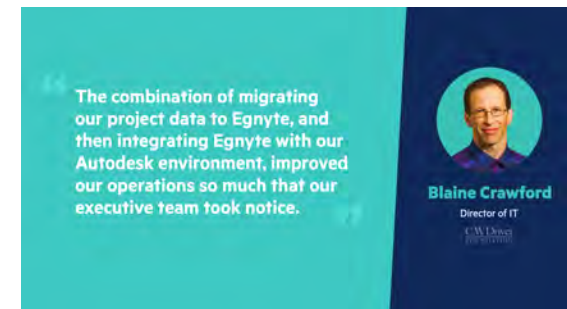

Print Example

Web Examples

Social Example

Video Example

Brand Guidelines

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.

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

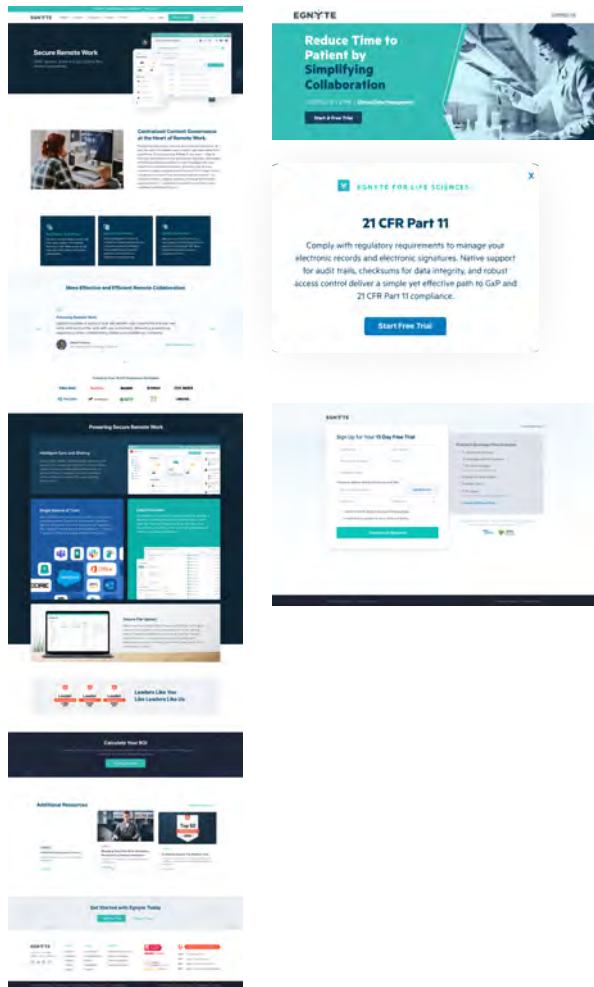Easy to deploy, use, and maintain

Quality

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

## Consistency

Helps customers innovate and grow (not just cut costs)

Boilerplate (Rev. July 2022)

Egnyte is the most secure multi-cloud platform for content security and governance that enables organizations to better protect and collaborate on their most valuable content. Established in 2007, Egnyte has democratized cloud content security for more than 17,000 organizations, helping customers improve data security, maintain compliance, prevent and detect ransomware threats, and boost employee productivity on any app, any cloud, anywhere. For more information, visit www.egnyte.com.
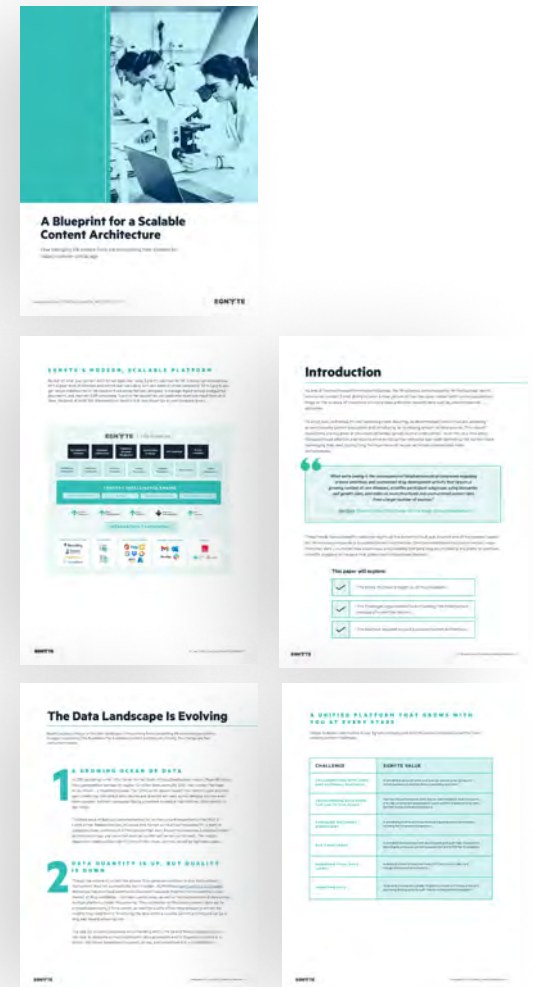
Egnyte Brand in Action

WEBSITE
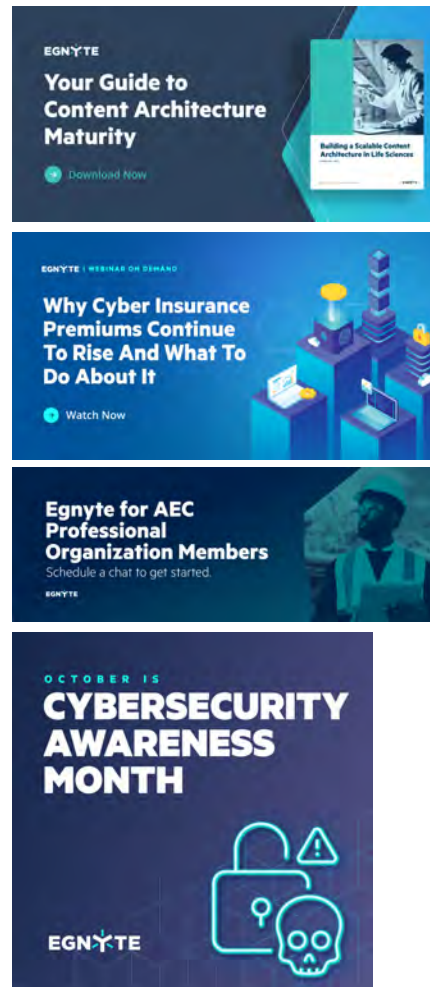
EMAIL AND ADS

PRINT COLLATERAL

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 including:

- PPT Template
- Company Font

- Logos
- Zoom Backgrounds

https://egnyte.egnyte.com/fl/ypFYMoO6pG

Email Signature Creator

https://pages.egnyte.com/general-email-signature-creation

Creative Services Request

https://bit.ly/3cX3DAJ

Vendors

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