

# Aruba Logo Usage

This document contains reference guidelines for variations of the Aruba logo. For accuracy and legibility, it is crucial that the correct logo is selected for use. For a quick summary on common uses, please refer to the information below. For detailed information, please reference the following pages.

## Regular Use Logo

*Examples of common uses: trade show graphics, posters, ppt transition slides*



### Minimum height for print



### Minimum height for desktop/laptop display



Note: Logo is shown at 50% scale.

### Minimum height for mobile display



Note: Logo is shown at 50% scale.

## Small Use Logo

*Examples of common uses: websites, print collateral, web banners*



### Minimum height for print



### Minimum height for desktop/laptop display



Note: Logo is shown at 50% scale.

### Minimum height for mobile display



Note: Logo is shown at 50% scale.



aruba

aruba



aruba  
a Hewlett Packard  
Enterprise company



hpe\_aruba\_s\_rev\_cmyk.ai  
hpe\_aruba\_s\_rev\_spot.ai  
hpe\_aruba\_s\_rev\_rgb.ai  
hpe\_aruba\_s\_rev\_rgb.svg  
hpe\_aruba\_s\_rev\_rgb.png



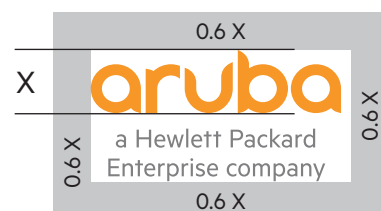
hpe\_aruba\_s\_blk\_pos\_cmyk.ai  
hpe\_aruba\_s\_blk\_pos\_rgb.ai  
hpe\_aruba\_r\_blk\_pos\_rgb.svg  
hpe\_aruba\_r\_blk\_pos\_rgb.png



```
hpe_aruba_s_wht_rev_cmyk.ai
hpe_aruba_s_wht_rev_rgb.ai
hpe_aruba_s_wht_rev_rgb.svg
hpe_aruba_s_wht_rev_rgb.png
```

- Use the small-use files for logo heights less than 0.5in/100px (desktop)/120px (mobile). For heights shorter than these, use the Xsmall-use wordmarks without the endorsement line on the next page.
- Reverse artwork is shown on a background for demonstration only.
- Never extract artwork from this PDF file. Always use approved logo artwork.

The clear space surrounding the logo measures 0.6X of its cap height.



To ensure clarity and legibility of the logo, do not use logos smaller than these minimum sizes for print and digital display.

**aruba**  
a Hewlett Packard  
Enterprise company

aruba  
a Hewlett Packard  
Enterprise company

Note: Logo is shown at 50% scale.

# hpe\_aruba\_r\_pos\_rgb.ai

Identity	Size		For background		Color intent		File format	
hpe_aruba	r	regular use	pos	positive logo for a light background	rgb	rgb for digital display and web	.ai	Adobe Illustrator for RGB, CMYK, spot color
	s	small use						
	xs	wordmark alone for extra-small uses	rev	color reverse logo for a dark background	cmymk	four-color process for print	.svg	Scalable Vector Graphic for web display
			wht_rev	white reverse logo for a dark background	spot	Pantone spot color for print	.png	Rasterized file for on-screen display

aruba  
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aruba

aruba

aruba

hpe\_aruba\_xs\_blk\_pos\_cmyk.ai  
hpe\_aruba\_xs\_blk\_pos\_rgb.ai  
hpe\_aruba\_xs\_blk\_pos\_rgb.svg  
hpe\_aruba\_xs\_blk\_pos\_rgb.png

## aruba 0.12in

aruba 20px

aruba 25px

# hpe\_aruba\_r\_pos\_rgb.ai

HPE\_Aruba\_logo\_overview\_102715