

Aruba Brand Guidelines

Introduction: Welcome

As someone who creates communications about Aruba, a Hewlett Packard Enterprise company, and our products, you play an important role. **You are our brand's ambassador.** You shape how people see us, how they understand what we do, how they connect with every aspect of the Aruba experience. Making sure you **accurately** and **consistently** express our brand is a big responsibility.

These guidelines are here to help you. From understanding our company values and personality to knowing how to best apply our logo and visual style, this is your source for the guiding principles and specific rules we live by. Our hope is that it makes creating Aruba communications easier and more efficient while giving you a framework for focusing your creativity.

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Aruba Voice Guidelines

Our voice is an extension of our brand.

It's the foundation of everything we write.

We connect with a community of innovators by using language that is both **inviting** and **inspiring**. Successfully striking that balance for diverse markets requires a single, unifying resource that content creators can reference to ensure their work is consistent with the brand voice.

These guidelines provide that framework by supplying you with best practices and examples of the most effective ways to speak to Aruba's audience across all channels (web, email, social, events, etc.).

ARUBA'S VALUES

Our values are the foundation of our voice. Projecting our values through voice lets us inform customers of who we are, what we do, and what matters most to Aruba. Our **company values** outline our principles and why we make decisions as a business. They also inform our **brand values**, which outline how we speak to our customers. And finally, our **personality** guides the specifics of what we say.

What does Aruba do?

We create amazing experiences for end users, IT audiences, and business decision-makers. Customers look to our innovative solutions to drive high-impact business outcomes that also delight end users.

What does Aruba mean by “the Edge”?

The next big wave of business disruption will be driven by data—but we’re not talking about data that’s generated in a cloud or a data center. We’re talking about data that is available where business is done—where users, devices, and things all come together. **We call that the Edge.** New sources of data from the Edge will increasingly be processed and acted upon locally to speed up decision-making, improve operational efficiency, and even transform business models. We’re especially excited about the Edge because it will soon power new experiences, further competitive differentiation, and accelerate time-to-market for new products and services.

Examples of experiences happening at the Edge:

- Location-aware retail apps that identify shoppers and their preferences as they enter stores
- Smart biometric devices helping remote doctors analyze and treat patients in real time
- Immersive augmented reality games and in-game promotions for fans visiting the newest arenas and public venues
- Educational institutions that are better able to triangulate the location of emergency situations, providing faster response time when every second counts
- In the office environment, connected conference rooms allowing for seamless employee collaboration via voice and video—regardless of where everyone is located

Aruba Voice Guidelines: Aruba's Values

What are Aruba's core company values?

We are always customer first, customer last

We don't develop technology for technology's sake—we focus on solving customers' problems. We always listen and don't speak down to our audience.

We are unconventional and innovative

We have never been a traditional networking company—since the beginning we had to change the rules to survive. This is reflected in everything we do. Our voice is fresh, not stodgy and dated.

We are the biggest small company

We've maintained our core value of being the biggest small company—treating our customers and employees like family while remaining nimble and ahead of market shifts.

What are Aruba's brand values?

Courage

We're not afraid to be first. Charting a new path isn't always easy, but we believe it's always worth it.

Community

Working with us is like joining a team. We provide the resources, guidance, and encouragement required to make bold moves.

Flexibility

No two organizations are the same, and we don't believe that one size fits all. We provide networking solutions that flex with our customers' changing business needs.

Aruba Voice Guidelines: Aruba's Personality

ARUBA'S PERSONALITY

Personality plays a big role in how we shape our voice. If our company values chart our business interest, and brand values shape how we say it, then personality is the final piece that makes a message likable and engaging for a reader.

What is Aruba's personality?

Approachable

We encourage an environment of personal connection and camaraderie in the office, and this attitude is reflected in our messaging. We strive to be authentic in conversation, but not overly casual or informal.

Direct

We always avoid jargon and aim for crisp, clear copy that readers can understand without a dictionary.

Empathetic

Addressing customer headaches and solving problems always comes first; always avoid preachiness.

Optimistic

We believe there is a solution for every challenge, and we will always help customers along their journeys. This is reflected in our voice as thought leaders and our commitment to the possibilities at the Edge.

Sophisticated

Our industry leadership and expertise should make customers feel like innovating at the Edge is seamless. Even when tackling big challenges, we take the time and care to lay things out simply and adapt to customers' needs.

Aruba Voice Guidelines: Using Aruba's Voice

USING ARUBA'S VOICE

Now that we've defined our values and personality, it's time to explore how they work together to create voice. To use our voice effectively, combine the purpose and point-of-view of our values with descriptive language that captures Aruba's personality. Below you'll find examples of how these components complement each other in our copy.

Need to write copy?

Whether you're an amateur novelist or an armchair creative, don't sweat it—no one is expecting you to be a poet. In a pinch, just follow these simple, universal rules and you will be fine.

1. No jargon, buzzwords, or marketing-speak. Be genuine, straightforward, and human. Avoid lines like:

"Reducing MTTR looking impossible? CMSs and CRMs driving you crazy? Don't toss your Cookies. We should talk. Peer-to-peer."

"Your computer vision needs to be 20/20 in the coming years. You need to be agile. You need to be disruptive. Big data: It's the key to hyperautomation and robust digital transformation."

"It's time. The future of networking begins now. Your network will never be the same. Are you ready? Make the leap. Just do it."

2. No bragging or hyperbole without something to back it up. Make sure your claim is substantiated. Always ask why. Avoid lines like:

"When it comes to networking, Aruba is, without a doubt, number one in the industry."

"What's Aruba's key differentiator? What makes us an industry leader? We care more. We want it more."

"Amazing experiences with amazing simplicity—this is how we put other networks to shame."

3. Limit use of adjectives, superlatives, and lists longer than three. Think less about features themselves and more about the impact they can have on customers and their business outcomes. Avoid lines like:

"Our smart, cutting-edge, next-generation networks are secure, software-defined, Cloud-native, designed for mobile, designed for IoT, with built-in AI to provide frustrated operators with an edge-ready foundation."

"We're simpler. We're smarter. We're more secure. In every way, we're better. In fact, we're actually the best."

Are you an Aruba writer or a partner being asked to produce content for Aruba?

Here is a handy guide detailing proper ways to apply our brand voice. Take careful note of what we are—and what we aren't—and strive to adhere to the following examples.

| ARUBA IS... | BUT NEVER... | INSTEAD OF... | SAY... |
|--|------------------------|--|--|
| Approachable <i>Genuine</i> <i>Relatable</i> | Flippant | Still in love with your legacy infrastructure? Big yikes. We don't want to throw shade at our competition, but Aruba's solutions are here to stay. So allow us to flex. Our products are the perfect amount of extra. | We're not the Bahamas. We're not Jamaica. We're Aruba. We're here to help you find your network zen. We'll take you where you want to go. Discover how. |
| Direct <i>Crisp</i> <i>Clear</i> | Rushed | Aruba provides best-in-class networking solutions, period. | Aruba provides best-in-class networking solutions for IT professionals. We emphasize simplicity and amazing experiences. |
| Empathetic <i>Practical</i> <i>Problem solving</i> | Overly Familiar | When it comes to network issues, we've seen it all, friend. Messes happen. You did your best. And we're here to help you clean yours up. Problems like yours aren't problems to us. So take a step back and leave it to the experts—Aruba. | IT's work is never done. It involves guesswork—and grunt work. Some solution providers make it out to be simple. It's not. That's where Aruba comes in. |
| Optimistic <i>Aspirational</i> <i>Positive</i> | Unrealistic | What have you always wanted to do with your network that seems crazy? Want to put it on the moon? That's not crazy. That's not crazy enough. At Aruba, we make the impossible possible. It's what we do better than anyone else. | What have you always wanted to do with your business? What has been holding you back? Aruba doesn't just create technology. We create outcomes. Learn how we can empower you to do more. |
| Sophisticated <i>Articulate</i> <i>Professional</i> | Arrogant | Other networking products can't hold a candle to Aruba's. Time and again, report after report, we eat Cisco and Juniper's lunch. | Time and again, report after report, Aruba is a recognized leader in the industry. When companies need to build a network that actually works, they come to us. |



Brand Identity

Brand Identity: Our Brand Identity

The Aruba logotype is a custom-designed typographic representation of our company and brand. It displays the Aruba name in a distinctive and proprietary form; think of it as the official signature of Aruba on all our communications and products. When using the Aruba logotype, always strive to stage it in a way that delivers the most impact.

The success of our brand efforts depends heavily on the consistent application of the Aruba logotype. The 2-color reproduction is always preferred. Use it whenever possible. For print applications, the logotype should be reproduced using the 4-color process version. Always make sure you have the correct digital asset intended for 4-color process printing.

The Aruba logotype is a custom-designed typographic representation of the company name. It features a bold, rounded, and slightly irregular font style in a vibrant orange color. The letters are closely spaced, creating a cohesive and modern look.

a Hewlett Packard
Enterprise company

**DO NOT RECREATE THE CUSTOM-DESIGNED TYPOGRAPHIC
CHARACTERS OF THE ARUBA LOGOTYPE.**

Brand Identity: Logotype Color Options

The Aruba logo can appear in the following color variations. These variations are typically determined by the color or photographic background on which the logo resides. The preferred logotype construct is the primary option (Aruba Orange Logo type with Aruba Gray Endorsement Line). Do not use any

other color scheme other than the ones shown here. Do not alter any aspect or element in the logotype. Logotype assets are available for print and on-screen applications. Choose a version in full-color, 2-color PMS or 1-color and reversed.

Primary



One-color



Reversed



There are two options for reversed logos. Use the one that provides the best contrast from the background.

Brand Identity: Logo Variations, Clear Space, and Minimum Sizing

To ensure maximum legibility, there are three variations of the Aruba logo. It is crucial to the outcome of a project that the correct logo variation is used. The next three pages dissect each variation of the logo, sizing, and clear space guidelines.

To better understand the usage of the logo, it helps to understand why there are

three variations. The Aruba logo carries 'endorsement line' text below the Aruba logotype. The endorsement line text can become hard to read at small sizes, so multiple versions have been created to ensure that the entire logo is legible on all applications.

REGULAR USE LOGO



SMALL USE LOGO



X-SMALL USE LOGO



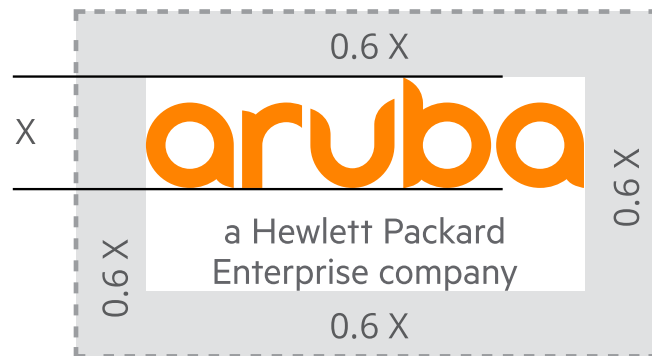
Brand Identity: Logo Variations, Clear Space and Minimum Sizing

Clear space is the area surrounding the signature that must be kept free of other graphic elements to ensure the legibility of the logotype on all communications. The minimum clear space is equal to the height of the “a” in the Aruba logotype. Clear space and a minimum allowable size ensure that the Aruba logo stands out and is always legible.

Regular Use Logo

STANDARD LOGO CLEAR SPACE

Clear space around the logo allows it to stand out clearly and distinctly in any environment. For all versions of the logo, the minimum clear space is equal to the width of the “a” in the Aruba logotype.



SMALLEST PRINT SIZE: 0.5 IN HEIGHT OF THE LOGO



Logotype minimum sizes for both online and print applications have been established to ensure legibility at the smallest allowable size.

SMALLEST WEB SIZE: 100 PX HEIGHT OF THE LOGO NOTE: LOGO IS SHOWN AT 50% SCALE



SMALLEST MOBILE SIZE: 120 PX HEIGHT OF THE LOGO NOTE: LOGO IS SHOWN AT 50% SCALE



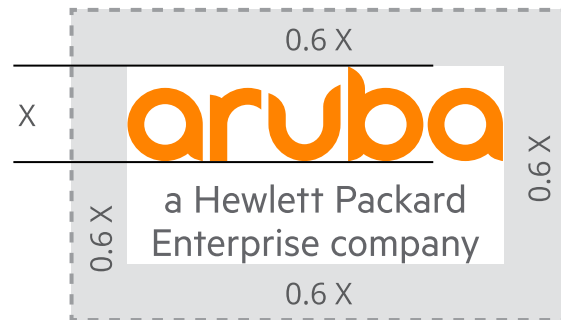
Brand Identity: Logo Variations, Clear Space and Minimum Sizing

Clear space is the area surrounding the signature that must be kept free of other graphic elements to ensure the legibility of the logotype on all communications. The minimum clear space is equal to the height of the “a” in the Aruba logotype. Clear space and a minimum allowable size ensure that the Aruba logo stands out and is always legible.

Small Use Logo

STANDARD LOGO CLEAR SPACE

Clear space around the logo allows it to stand out clearly and distinctly in any environment. For all versions of the logo, the minimum clear space is equal to the width of the “a” in the Aruba logotype.



SMALLEST PRINT SIZE: 0.325 IN HEIGHT OF THE LOGO



Logotype minimum sizes for both online and print applications have been established to ensure legibility at the smallest allowable size.

SMALLEST WEB SIZE: 70 PX HEIGHT OF THE LOGO NOTE: LOGO IS SHOWN AT 50% SCALE



SMALLEST MOBILE SIZE: 90 PX HEIGHT OF THE LOGO NOTE: LOGO IS SHOWN AT 50% SCALE



Brand Identity: Logo Variations, Clear Space and Minimum Sizing

Clear space is the area surrounding the signature that must be kept free of other graphic elements to ensure the legibility of the logotype on all communications. The minimum clear space is equal to the height of the “a” in the Aruba logotype. Clear space and a minimum allowable size ensure that the Aruba logo stands out and is always legible.

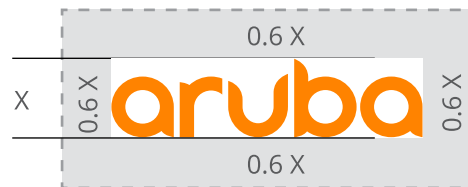
To get permission for this logo’s use and to procure files, please reach out to the Aruba brand team at: arubabrand@hpe.com

X-Small Use Logo

PLEASE NOTE: THIS LOGO IS TO BE USED IN RARE CIRCUMSTANCES ONLY, WHEN SPACE AVAILABLE CANNOT ACCOMMODATE THE REGULAR OR SMALL USE LOGO VERSIONS. THESE INSTANCES MUST BE APPROVED BY: ARUBABRAND@HPE.COM

STANDARD LOGO CLEAR SPACE

Clear space around the logo allows it to stand out clearly and distinctly in any environment. For all versions of the logo, the minimum clear space is equal to the width of the “a” in the Aruba logotype.



SMALLEST PRINT SIZE: 0.12 IN HEIGHT OF THE LOGO

aruba

Logotype minimum sizes for both online and print applications have been established to ensure legibility at the smallest allowable size.

SMALLEST WEB SIZE: 20 PX HEIGHT OF THE LOGO

aruba

SMALLEST MOBILE SIZE: 25 PX HEIGHT OF THE LOGO

aruba

Brand Identity: Logotype Background Control

The preferred background for our primary logotype is white. In some cases it's necessary to use the logotype over photography or color or patterned backgrounds. In these cases, it is extremely important to ensure the integrity of our logotype. You may find that adjusting the position of a photograph in your layout or retouching the area where the logotype is placed will help to achieve the background control for logotype integrity.

Do



Select background color with sufficient contrast.



Choose photography with sufficient contrast.



Select a background color and logo option with sufficient contrast.



Use light patterns with sufficient contrast.

Don't



Don't use background color with insufficient contrast.



Don't place logo over photography with complex backgrounds.



Don't place logo over busy background patterns.



Don't use unauthorized background colors.

Brand Identity: Logotype “Don’ts”

Do not attempt to re-create the logotype. Our signature has been custom drawn. Always use the approved artwork. Never alter or re-create our signature's elements. Aruba has approved logo assets in various formats. Use only the approved logotype assets. Contact corporate marketing to access these files. While these examples

don't represent every possible logotype infraction, it does cover common-sense thinking about protecting the integrity of the brand.



Don't outline the logo.



Don't change the logo's colors.



Don't reconfigure the logo's elements.



Don't change the logo element proportions.



Don't add a stroke.



Don't remove the endorsement line without permission from Aruba brand team: arubabrand@hpe.com



Don't use different fonts.



Don't crop the logo.



Don't use single characters as a graphic device or icon. **Exceptions considered - see the following pages for 'Alternative Logo' use.**



Don't distort the logo.



Don't use the logo as a window for photos.



Don't re-create the logo.

Brand Identity: Alternative Logo Versions

Though it's rare, there are instances where the standard Aruba logo won't have the impact that we want. In these cases, there are two alternative logos that have been created for use: the logo bug and XL logo.

To get permission for their use and to procure files, please reach out to the Aruba brand team at:
arubabrand@hpe.com

DON'TS FOR XL USAGE:

- Don't use 'XL' version without permission from Aruba's brand team.
- Don't edit proportion of endorsement line.

XL Aruba Logo

APPROVED USE CASES

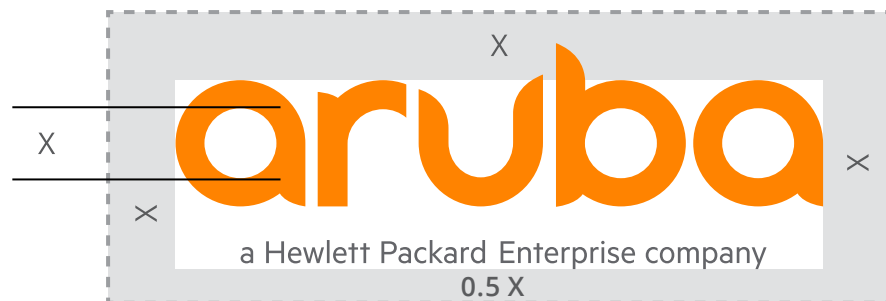
Large format situations where horizontal space is limited, like a trade show header graphic.

SMALLEST PRINT SIZE:
5" HIGH

aruba

a Hewlett Packard Enterprise company

XL LOGO CLEAR SPACE



REAL WORLD EXAMPLE:

This pre-fabricated trade show booth had a very narrow header available for logo placement. The 'XL' logo version offered the largest brand impact.

WHY DIDN'T WE USE THE 'X-SMALL USE' LOGO INSTEAD?

Though the 'x-small use' logo would have allowed 'Aruba' to appear larger in the space, we would have lost our endorsement line of 'a Hewlett Packard Enterprise company.' **We need to keep the endorsement line whenever possible.** As the main header of a booth, we wanted to ensure that it was visible.



Brand Identity: Alternative Logo Versions

Though it's rare, there are instances where the standard Aruba logo won't have the impact that we want. In these cases, there are two alternative logos that have been created for use: the logo bug and XL logo.

To get permission for their use and to procure files, please reach out to the Aruba brand team at: arubabrand@hpe.com

DONT'S FOR LOGO BUG USAGE:

- If area allows, don't use the bug as a replacement for the standard logo.
- Don't use without permission from Aruba's brand team.

Aruba Logo Bug

COMMONLY APPROVED USE CASES

Giveaway items, app icons, website favicons, repetition within collateral

SMALLEST PRINT SIZE:

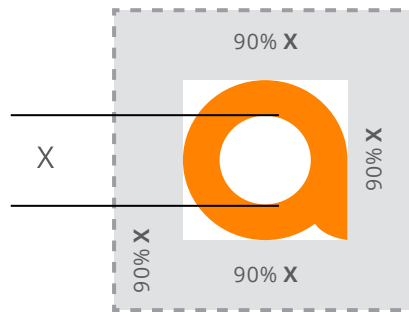
0.25" HIGH

SMALLEST WEB SIZE:

FOLLOW FAVICON & APP ICON SPECS - TYPICALLY AS SMALL AS 16PX HIGH

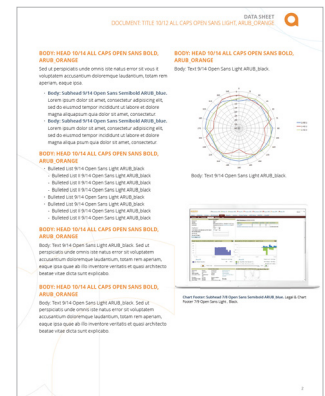


LOGO BUG CLEAR SPACE



REAL WORLD EXAMPLES:

Swag, app icon, collateral





Design System

Brand identities don't exist in a vacuum—
they have to communicate ideas and solve problems
in the real world.

The following collection of rules, standards, and design guidelines has been assembled to help Aruba organize, maintain, and promote itself in a consistent way using color, graphics, and photography. This design system is meant to impart **flexibility** and **modularity** to an ever-evolving brand system in an ever-changing industry.

Design System: Color

Aruba's branding is made distinctive through a range of vibrant and sophisticated colors used for type, backgrounds, and graphic applications.

Choosing the right final file outputs is crucial to maintaining consistency and keeping an orderly workflow. Digital and print applications should be set to RGB and CMYK, respectively. Linked images should adhere to the same settings. Other applications, like T-shirts, may require Pantone colors.

Design System: Color

The proportions outlined below show the hierarchy of colors between the primary, secondary, and tertiary palettes.

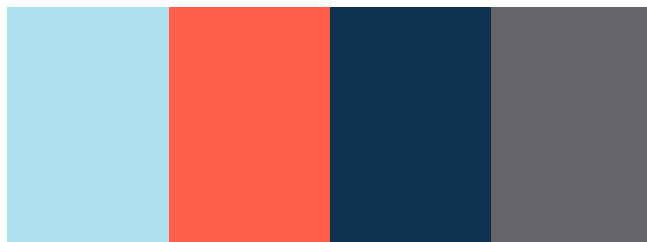
It is notable that Aruba's new palette is designed to complement the tonalities and vibrancies of the HPE green. This allows for both brand's palettes to pair seamlessly in co-marketing applications such as events.

To obtain swatch files, visit brand central, or contact arubabrand@hpe.com

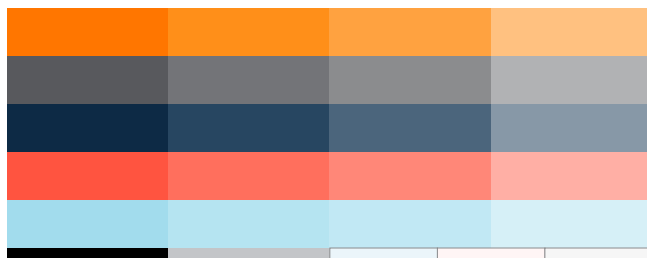
Primary



Secondary



Tertiary



Design System: Color, Primary and Secondary

Primary Palette

These colors should be predominant in the customer's first touchpoint with the company. Using Aruba's primary orange is encouraged in all brand communications. It's an expression of the brand: optimistic, bold, and direct.

Secondary Palette

The colors in this secondary palette are designed to complement the primary. They can be used as accents, in graphic applications, and in charts, graphs, and infographics.

PRIMARY PALETTE

ARUBA ORANGE
RGB: 255, 131, 0
HEX: #FF8300
CMYK: 0, 60, 100, 0
Pantone: 151C

ARUBA WHITE
RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
Pantone: Opaque White

SECONDARY PALETTE

ARUBA GRAY
RGB: 100, 101, 105
HEX: #646569
CMYK: 70, 60, 50, 15
Pantone: Cool Gray 10 C

ARUBA DARK BLUE
RGB: 15, 50, 80
HEX: #0F3250
CMYK: 100, 85, 45, 45
Pantone: 2380C

ARUBA BLOOD ORANGE
RGB: 255, 95, 75
HEX: #FF5F4B
CMYK: 0, 85, 75, 0
Pantone: 2348C

ARUBA LIGHT BLUE
RGB: 173, 225, 240
HEX: #ADE1F0
CMYK: 40, 0, 5, 0
Pantone: 2905C

Design System: Color, Tertiary

Tertiary colors should be used for special circumstances.

The outlined tints and shades can be used for added depth. The extra light colors can be used for the web. Neutral colors can be applied to text and other tertiary instances.

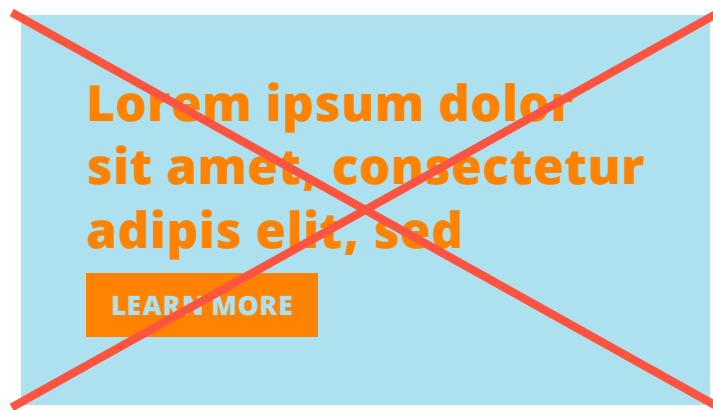
| | | | | |
|--|---|--|--|--|
| RGB: 255, 118, 0 HEX: #FF7600 CMYK: 0, 65, 100, 0 Pantone: P 27-8 C | RGB: 255, 143, 25 HEX: #FF8F19 CMYK: 0, 50, 95, 0 Pantone: P 27-8 C 90% | RGB: 255, 162, 64 HEX: #FFA240 CMYK: 0, 40, 80, 0 Pantone: P 27-8 C 75% | RGB: 255, 193, 128 HEX: #FFC180 CMYK: 0, 30, 50, 0 Pantone: P 27-8 C 50% | |
| RGB: 88, 89, 93 HEX: #58595D CMYK: 75, 65, 55, 20 Pantone: P 173-13 C | RGB: 115, 116, 120 HEX: #737478 CMYK: 55, 45, 40, 10 Pantone: P 173-13 C 90% | RGB: 139, 140, 142 HEX: #8B8C8E CMYK: 50, 40, 35, 3 Pantone: P 173-13 C 75% | RGB: 177, 178, 180 HEX: #B1B2B4 CMYK: 30, 25, 20, 0 Pantone: P 173-13 C 50% | |
| RGB: 13, 42, 69 HEX: #0D2A45 CMYK: 100, 90, 50, 50 Pantone: P 101-8 C | RGB: 39, 70, 97 HEX: #274661 CMYK: 90, 70, 40, 25 Pantone: P 101-8 C 90% | RGB: 75, 101, 124 HEX: #4B657C CMYK: 75, 55, 35, 10 Pantone: P 101-8 C 75% | RGB: 135, 152, 167 HEX: #8798A7 CMYK: 50, 35, 25, 0 Pantone: P 101-8 C 50% | |
| RGB: 255, 84, 64 HEX: #FF5440 CMYK: 0, 95, 80, 0 Pantone: P 52-8 C | RGB: 255, 111, 93 HEX: #FF6F5D CMYK: 0, 70, 60, 0 Pantone: P 52-8 C 90% | RGB: 255, 135, 120 HEX: #FF8778 CMYK: 0, 60, 45, 0 Pantone: P 52-8 C 75% | RGB: 255, 175, 165 HEX: #FFAFA5 CMYK: 0, 40, 25, 0 Pantone: P 52-8 C 50% | |
| RGB: 162, 220, 237 HEX: #A2DCED CMYK: 45, 0, 10, 0 Pantone: P 121-4 C | RGB: 181, 228, 241 HEX: #B5E4F1 CMYK: 25, 0, 3, 0 Pantone: P 121-4 C 90% | RGB: 193, 232, 244 HEX: #C1E8F4 CMYK: 20, 0, 0, 0 Pantone: P 121-4 C 75% | RGB: 214, 240, 247 HEX: #D6F0F7 CMYK: 15, 0, 0, 0 Pantone: P 121-4 C 50% | |
| RGB: 0, 0, 0 HEX: #000000 CMYK: 0, 0, 0, 100 Pantone: Black C | RGB: 195, 197, 200 HEX: #C3C5C8 CMYK: 23, 17, 17, 0 Pantone: P 179-4 C | RGB: 235, 245, 250 HEX: #EBF5FA CMYK: 5, 0, 0, 0 Pantone: P 115-1 C | RGB: 255, 245, 245 HEX: #FFF5F5 CMYK: 0, 3, 1, 0 Pantone: P 75-1 C | RGB: 246, 246, 246 HEX: #D6F0F7 CMYK: 2, 1, 1, 0 Pantone: P 179-1 C |

Design System: Color, Best Practices

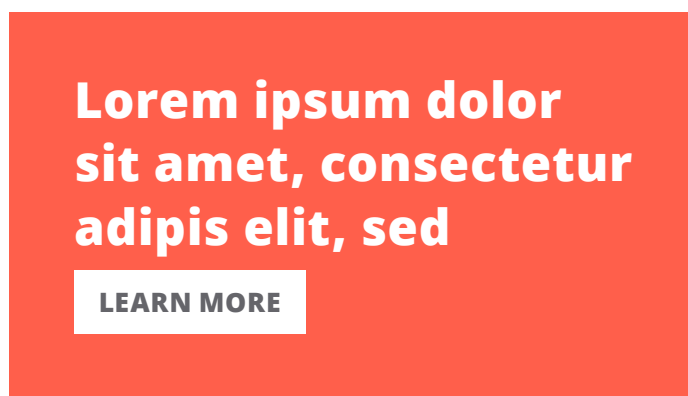
When applying type on colored backgrounds while utilizing primary, secondary, and tertiary palettes, be mindful to avoid breaking appropriate accessibility ratios.

Always test color combinations against WCAG (Web Content Accessibility Guidelines) for output in digital environments. WCAG 2.1 requires a minimum contrast ratio of 3:1 for graphics and user interface components.

Helpful tool for testing WCAG compliance on text: webaim.org/resources/contrastchecker



COLOR CONTRAST
1.84 : 1



COLOR CONTRAST
3 : 1

Elements of Style:
Typography

Primary: **Open Sans**

Light
Regular
Semibold
Bold

Open Sans Light / Open Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular / Open Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold / Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold / Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary: **Arial**

Regular
Bold

Arial Regular / Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold / Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Design System: Graphic Design, Use of Typography

Typography is a critical part of the design system, and its success relies on the proper usage of principles.

Attention to typographical principles like text hierarchy, rags, and widows will elevate the design and ensure a polished look.

RAGS

When setting lines of text, make sure the rag follows a long-short-long-short pattern. In order to ensure a proper rag, words may have to be artificially bumped down a line and kerning may have to be adjusted

Nest optiae rem rehenda erchilit voluptaspis si dolecus apisinum est excerspe rem iminis eum que niatur, saped modi conesti nulparunt eos apiditiam ra cone volorer epud nobiscit quas ipsus sunt im quodis aboremperum facearis aut antium nonsequatat quiut laboreped qui vide ex ex et into quamus ero iumqui cus re nisit ea posd genda plibust, sitam harum haribusa qui debis magnient exceria dolup a quaerio rroporem veniatiume nimpossi aciet re nat.

SUCCESSFUL
LONG-SHORT RAG

WIDOWS

Avoid widows when setting text to keep the focus on the design

Nest optiae rem rehenda erchilit voluptaspis si dolecus apisinum est excerspe rem iminis eum que niatur, saped modi conesti nulparunt eos apiditiam ra cone volorer epud nobiscit quas ipsus sunt im quodis aboremperum facearis aut antium nonsequatat quiut laboreped qui vide ex ex et into quamus ero iumqui cus re nisit ea posd genda plibust, sitam harum haribusa qui debis magnient exceria dolup nat.

UNDESIRABLE WIDOW

HIERARCHY

Employ differing text weights, cases, scales, and colors to create hierarchy and draw viewers' attention effectively

NEST OPTIAE REM REHENDA ERCHILIT

Voluptaspis Si Dolecus

Nest optiae rem rehenda erchilit voluptaspis si dolecus apisinum est excerspe rem iminis eum que niatur, saped modi conesti nulparunt eos apiditiam ra cone volorer epud nobiscit quas ipsus sunt im quodis aboremperum facearis aut antium nonsequatat quiut laboreped qui vide ex ex et into quamus ero iumqui cus re nisit ea posd genda plibust, sitam harum haribusa qui debis magnient exceria dolupa quaerio rroporem veniatiume nimpossi aciet re nat.

Design System: **Photography**

Photography is one of **the key ways Aruba breathes life into its communications**. While Aruba's photographic style is not rigidly defined, it provides helpful context for Aruba's place in the world and marketplace.

The following photography collection represents Aruba's photo direction and is for illustrative purposes. It is **meant to inspire and set the standard**. These examples are not to be licensed for final executions.

Vibrant

Consider using rich colors as accents. Maintaining vibrant color in photography can give images life without overdoing it. Images should be sharp—not high contrast.

Authentic

Look for opportunities to utilize naturalistic light and avoid overly artificial lighting. Bright, clear, and soft light tends to create natural scenes. Try to keep scenes lively by avoiding cold light and highlights without detail.

Human

Aspire to feature signs of humanity as frequently as possible. Look for authentic ways to capture human experience without over-indexing on people. Focusing on photography that highlights human benefits can help showcase Aruba's values.

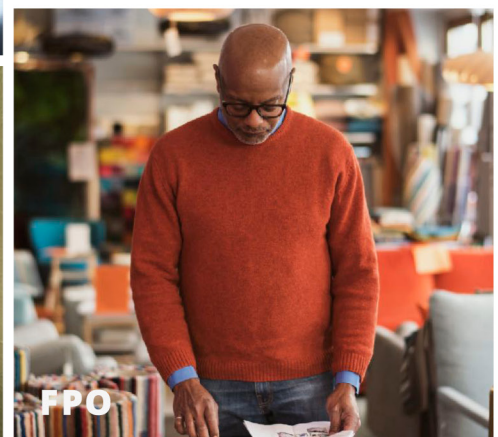
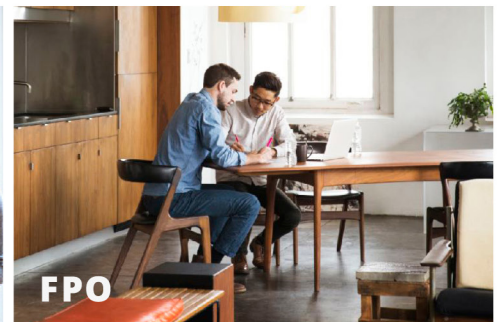
Design System: Photography, People

Show how humanity and technology blend seamlessly for everyone's benefit.

Avoid generic representations of product use and show benefits for people.

Provide a sense of place by focusing on environmental portraiture.

Capture people in natural poses and avoid stiff or forced positions.

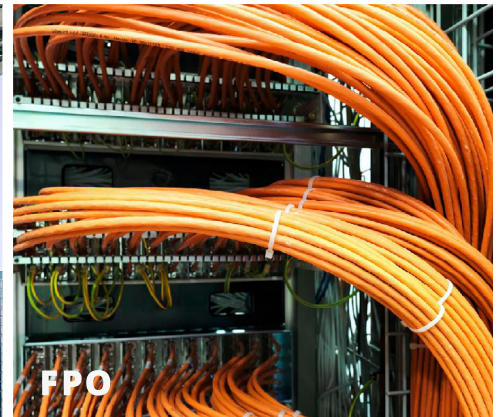


Design System:
**Photography,
Industries**

Attract viewers through
scale, depth, and movement.

Show magnitude through aerial
shots and high vantage points.
Enhance perspective using dynamic
lines to create depth in large spaces.

Choose a variety of scenes filled with
a selective amount of color, texture,
and detail. Organize scenes by using
a primary pattern or structured system.



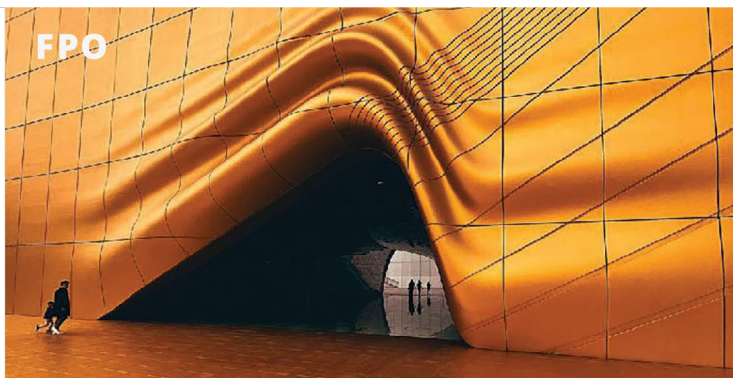
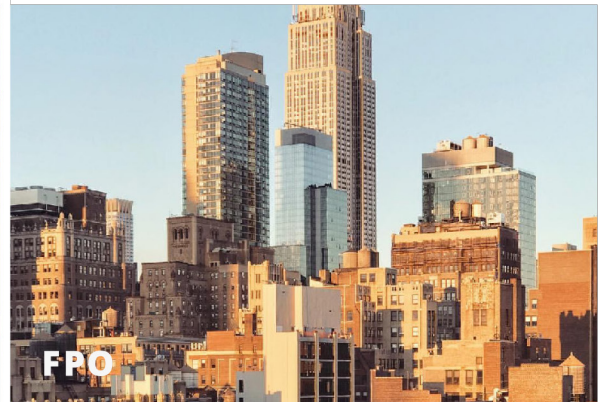
Design System:
Photography,
Use Case

Use orange to accent or
highlight diverse sceneries.

Incorporate warm, rich tones that
highlight orange as a key color.

Capture people in action—like walking
through the scene or working in the
background. People should be natural,
at ease, and not posed.

Pull back to reveal dynamic lines
for subjects like the horizon or
interesting architecture.



Design System: Photography, Best Practices

Photographs should be selected with care, while also adhering to the best practices below.

COLD LIGHTING

Artificial or cool lighting communicates cold and lifeless environments



NATURALISTIC LIGHTING

Naturalistic lighting with warmer highlights evokes livelier scenes

HARSH FILTERS

Heavy, warm filters make an image muddy and communicate overcompensation



VIBRANT COLORS

Utilizing rich, vibrant colors communicates optimism and preserves a photograph's details

VISUAL CLICHÉS

Any visual trope such as fingers pointing to screens, digital textures over photography, or sun-bleached lighting should be avoided



UNIQUE PERSPECTIVE

Finding unique POVs and natural interactions are good ways to provide context and communicate Aruba's benefits

HEAVY POSING

Subjects and their expressions should feel real and sincere. Exaggerating a person, place, or object only takes attention away from Aruba's benefits



NATURAL POSES

People should be natural, at ease, and encouraged to use lifestyle settings while engaged in an activity

Design System: Photography, Editing Stock

Make any image unified
with the brand's look
and feel.

Lighten shadows to retain detail. Add
warmth to highlights. Make skin tones
natural. Increase overall vibrance of
rich colors.

BEFORE

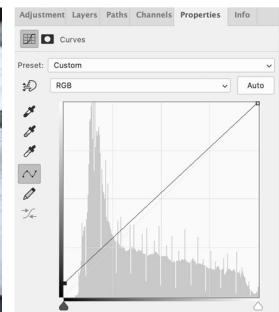


AFTER



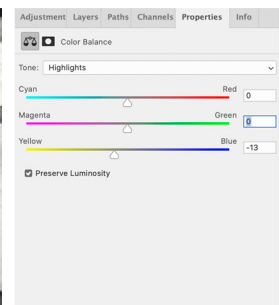
LIGHTEN SHADOWS WITH CURVES

Click and drag the pin in the bottom
left corner to increase dark details



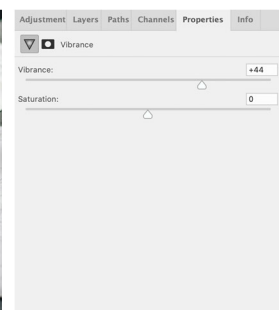
WARM HIGHLIGHTS WITH COLOR BALANCE

Click the 'Tone' option then choose 'Highlights.'
Pull the Yellow-to-Blue bar to the left slightly
to brighten the image



INCREASE HUE WITH VIBRANCE

Increase hue with 'Vibrance' by moving
the bar to the right



Design System: **Graphic Design**

This visual language is meant to **inspire the connectedness that's possible with Aruba**. The shapes extracted from the parent logo create a foundation for a **flexible and ownable design toolkit**. The following pages outline a systematic approach for ensuring Aruba's graphic look and feel.

For applications that demand creative use of color, shapes, patterns, and photography, this section offers helpful guidelines and best practices for cross-media considerations.

Design System: Graphic Design Moodboard

Aruba's design system was inspired by engaging uses of color, bold graphics, and compositional dynamism.

The below examples showcase how several foundational elements can be used in many applications to create a diverse graphic system. When used successfully, these elements form a toolkit that will enable the designer to craft a cohesive visual look, while still allowing for flexibility and intrigue across applications.



Design System:
**Graphic Design
Concept**

Core shapes, extracted from the logo, make up the basis of this new look and feel. These components can be flexed across applications, unlocking a varied and adaptable system.

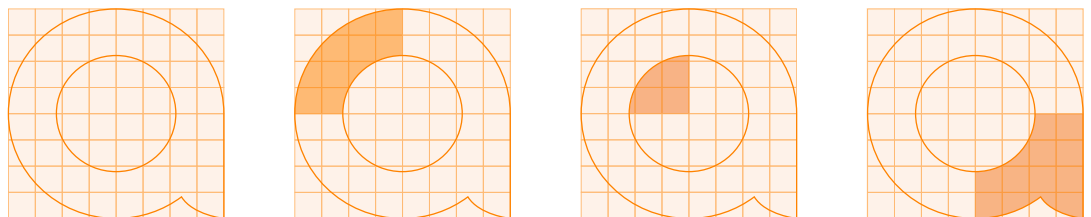
When combined with patterned, outlined, and solid shapes, the system conveys connectivity and collaboration with depth and energy.

Pushing the boundaries is encouraged when done properly. Refer to pages 20-24 for best practices.

FOUNDATION

aruba

MAIN
GEOMETRIES



Design System: Graphic Design Shapes

Applying stylistic treatments to these shapes—whether they be solid, outlined, color overlaid, patterned, or photo-filled—adds breadth to the Aruba brand.

When properly applied, these styles communicate the importance of hierarchy and stoke visual interest. The usage of these graphic elements must be limited, systematic, and intentional to avoid overwhelming compositions.

Note that the “a” shape (below) is not a substitute for the Aruba logo. Read more about this distinction on page 25.

SOLID
SHAPES



OUTLINED
SHAPES



COLOR OVERLAY
SHAPES
(VARYING
OPACITIES)



Design System: Graphic Design Shape Best Practices

This visual toolkit is
a foundation meant for
expansion and play.

Techniques like extraction through division,
abstracting geometries from the parent
logo, or even extending beyond the core
shapes can create a number of possibilities
not covered in these guidelines.

BEST PRACTICES

Use 3-4 graphic styles per composition



Solid shape



Outlined shape



Patterned shape

When possible, limit the graphic
shapes' color palette to two colors:
a primary color and its tints/shades,
and a highlight color to draw attention.
Text may utilize a third or fourth color



Aruba Dark Blue



Aruba Orange



Aruba Orange Tint 01

Rotate shapes in increments of 90° only



Design System: Graphic Design Shape Incorrect Use

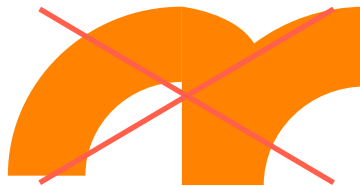
If the shapes are used improperly, this can lead to ambiguity and visual dissonance.

Follow best practices when designing with the shapes to retain their integrity and create the best possible composition.

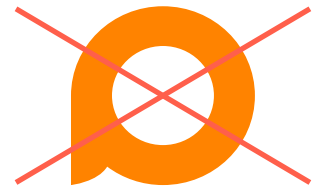
INCORRECT USE



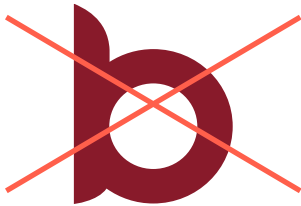
Do not stretch or distort shapes



Do not combine shapes



Do not flip the Aruba 'a' shapes horizontally or vertically



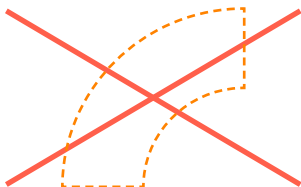
Do not fill shapes with colors or patterns outside the Aruba palette



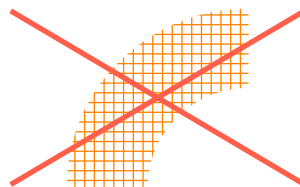
Do not use a drop shadow



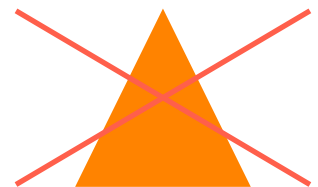
Do not use too thick a stroke weight



Do not use stroke style other than solid line



Do not use a graphic style outside the approved Aruba styles



Do not use shapes outside the established Aruba toolkit

Design System: Graphic Design Patterns

Patterns add richness to the composition. However, due to their complexity, it is crucial to note how scale and usage can influence their output.

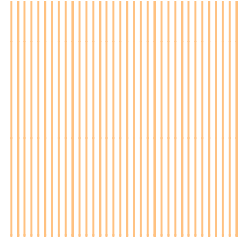
If used at too small or dense a scale, or in certain digital applications, the patterns may create an undesired moiré effect or look too busy. Testing is encouraged in these instances to determine the optimal scale; adjust designs accordingly.

Try to avoid scaling them up or down too drastically, and maintain visual consistency throughout.

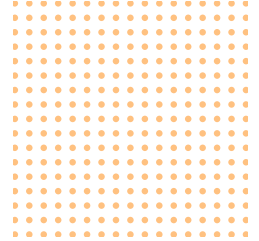
PATTERNS



Horizontal stripe

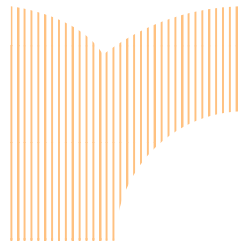


Vertical stripe



Dot

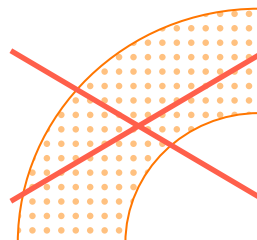
CORRECT USE



INCORRECT USE



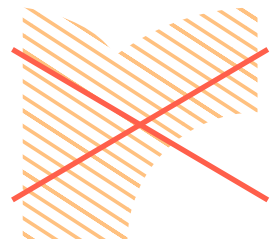
Pattern with high contrast or jarring background color



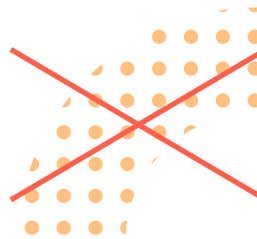
Pattern with outline



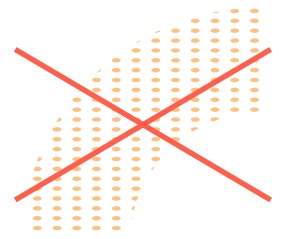
Cluttered composition with pattern-masked photography



Rotated pattern



Overly scaled pattern



Stretched or distorted pattern

Design System: Graphic Design Use of Photography

Photography adds texture and humanity to a layout. While not necessary for every application, including photos can bring vibrancy and humanity.

This visual medium should be used with purpose when part of the graphic system.

It can be used in one of two ways: either masked within one of the core shapes, or as a full-bleed image.

CORRECT USE



INCORRECT USE



Extremely cropped photography



Cut off subject matter



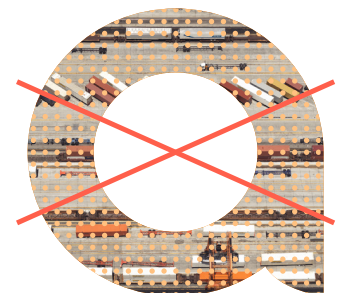
Partial fill photography



Unnaturally rotated photography



Photography with outline



Cluttered composition with pattern-masked photography

Design System: Graphic Design Layout Best Practices

A successful layout requires using a cohesive and balanced set of design components.

The best executions employ a variety of scales, colors, and graphic styles, and use negative space to fill the composition without adding clutter.

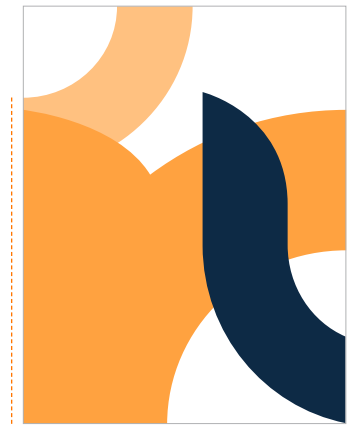
CORRECT USE



Different graphic styles add variety and texture

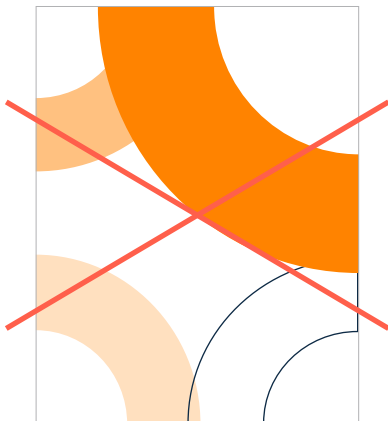


Color and scale can be used to create depth

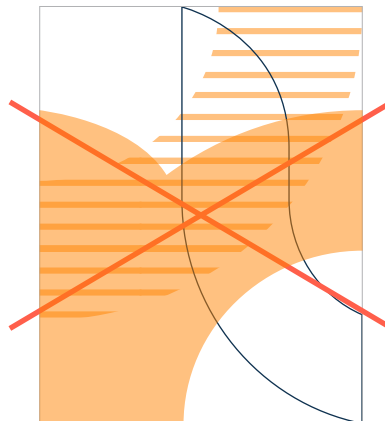


Shapes touch and bleed off edges to comfortably fill the frame

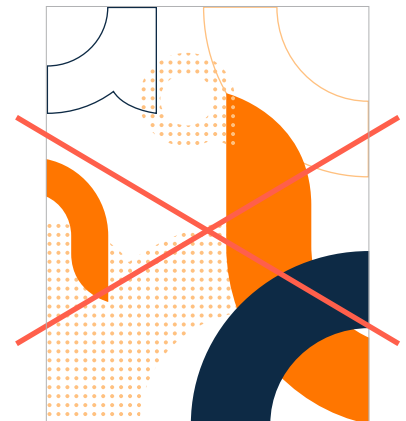
INCORRECT USE



Avoid repeating the same shape more than twice if possible



Do not make every shape the same scale



Do not overfill the composition with shapes

Design System: Graphic Design Use of Branding Elements

In applications that contain sequential pages (such as Data Sheets or PowerPoints), the parent logo may be swapped for the recognizable “a” mark after the first page.

The “a” companion mark should be used as a substitute in special situations—not as a universal stand-in for the full Aruba logo. Note that using the “a” as a decorative, shape-based element is not equivalent to using the logo.

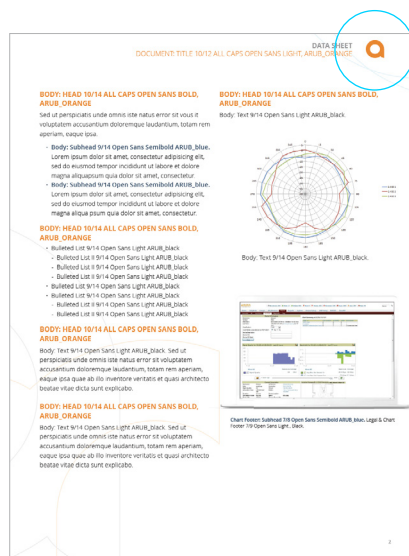
ARUBA LOGO

Make sure the logo is legible and clear; the full logo will always be the primary representation of the brand and should lead in important applications



ARUBA “A” COMPANION MARK

Use the Aruba “a” companion mark in instances where it would be redundant to repeat the full logo; over time, this recognizable “a” will gain brand equity, and will be able to stand on its own in small-scale applications such as social media avatars



IMPORTANT NOTE

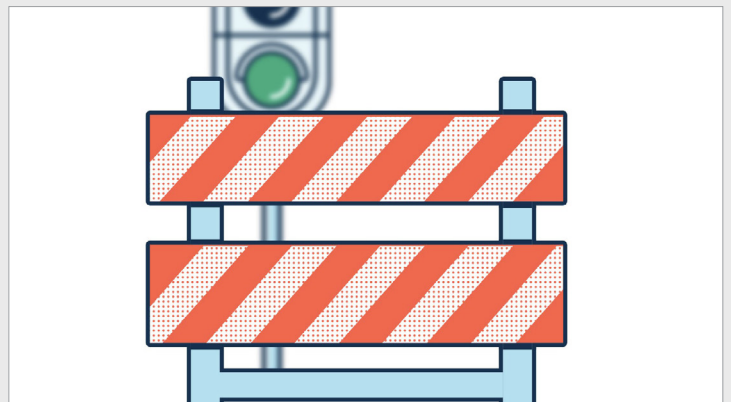
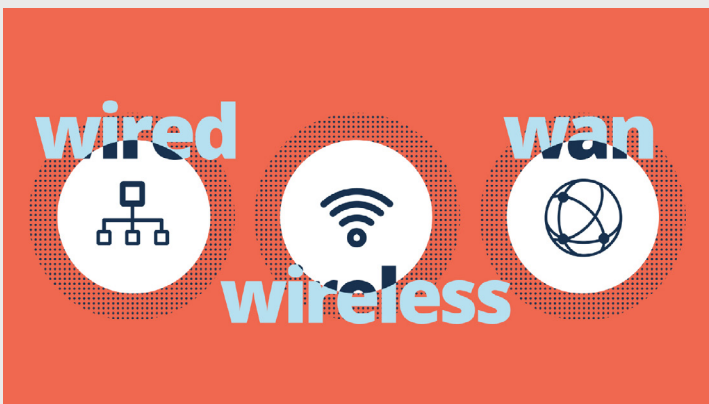
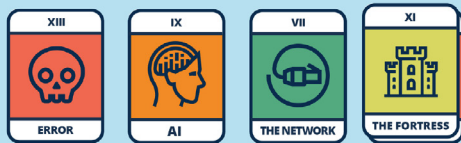
The Aruba “a” shape is not a stand-in for the logo; a clear, visible logo or Aruba “a” companion mark must be present at all times, regardless of whether an “a” shape is used in the composition

Design System: Iconography

Icons can tell a story more simply and clearly than a narrative in many cases. Our icons and infographic library helps us to communicate in quasi-technical terms to our audience, illustrating key concepts and solutions.

These assets are available as vector art and can be scaled at any size. As always, legibility is the goal...be sure that communications have a sense of clear hierarchy and calls to action.

Contact corporate marketing to access these assets or to have new ones created in the Aruba style.



Let's talk about the Wi-Fi icon...

Aruba's approved icon 'skeleton' is an industry standard and consists of three curved lines and an anchor dot. It always is anchored at the bottom, and expands towards the sky.

Keep it consistent! Resist the urge to add or subtract from the skeleton. Resist the urge to rotate the icon.

Sometimes there may be a valid reason to change the *styling* of this icon but the skeleton remains intact.

CORRECT USE

Styling varies, but skeleton remains in-tact



INCORRECT USE



Missing third bar



Rotated



Extra bars

Design System: Sample Applications

The next section illustrates the approach used to create compositions in Aruba's design system. We have included examples based on the principles and ideas outlined in this document to help guide you when creating communications. Please note that imagery used in this section is for presentation only and will have to be licensed or replaced in final use.

Color can have huge impact in some applications and must be used with care. It's especially critical to ensure that color and photography aren't competing. Adhering to the photographic guidelines during the design process will aid in selecting the appropriate colors.

Design System:
Business Cards,
Mockups



Design System: Email Template, Guidelines

Graphics do not interfere with Aruba logo or body copy

Transparent graphic shapes add depth to composition

Pattern is used sparingly and subtly to add texture

Different text weights and cases are used to provide hierarchy

A highlight color is used in CTAs and graphic shapes

aruba
a Hewlett Packard
Enterprise company



SMALL HEADLINE

Large Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate

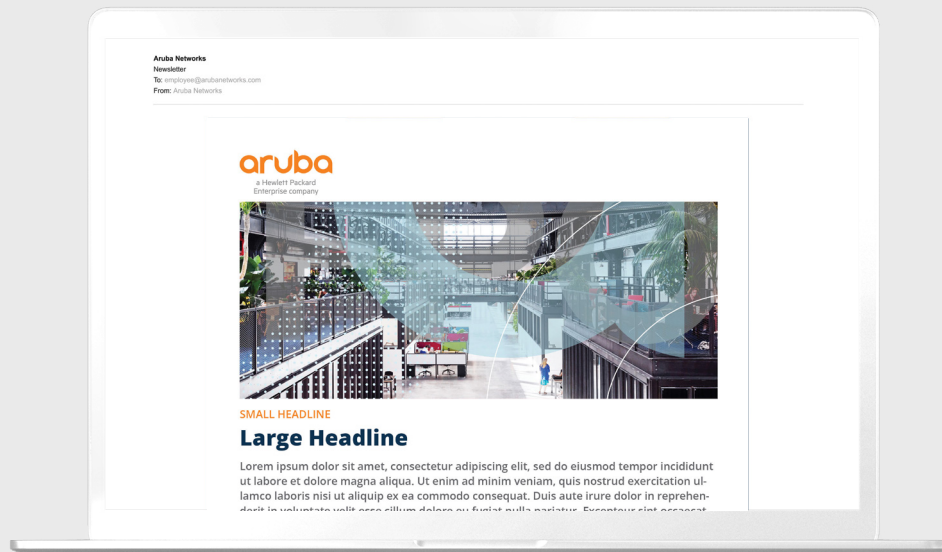
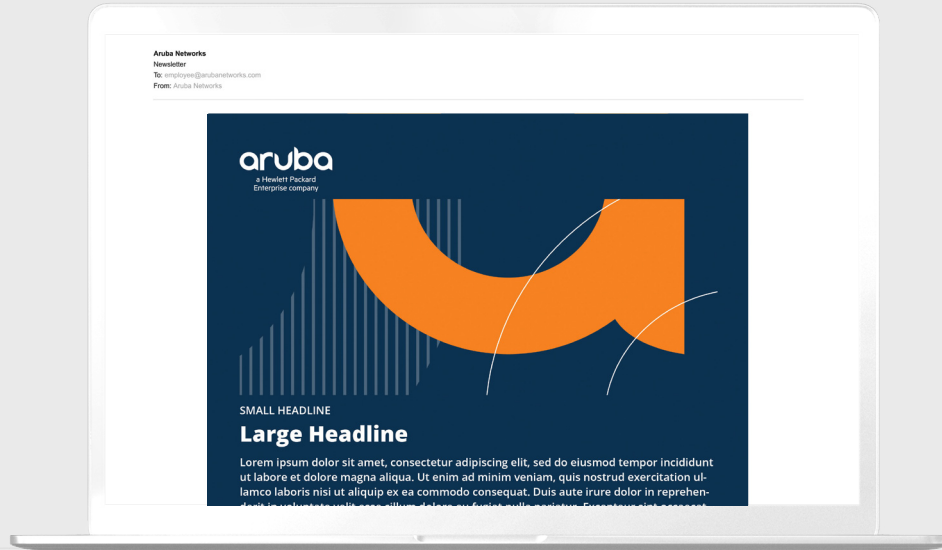
LOREM IPSUM

arubanetworks.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit 000
nonummy nibh euismod tincidunt ut laoreet



Design System: Email Template, Mockups



Newsletters have different color schemes and designs to avoid visual fatigue. Light and dark versions of each allow for diversity in your internal and external communications.

Design System: PowerPoint, Guidelines

Aruba logo is legible and unobstructed

Text does not interfere with the primary photographic subject

Pattern adds visual intrigue and texture

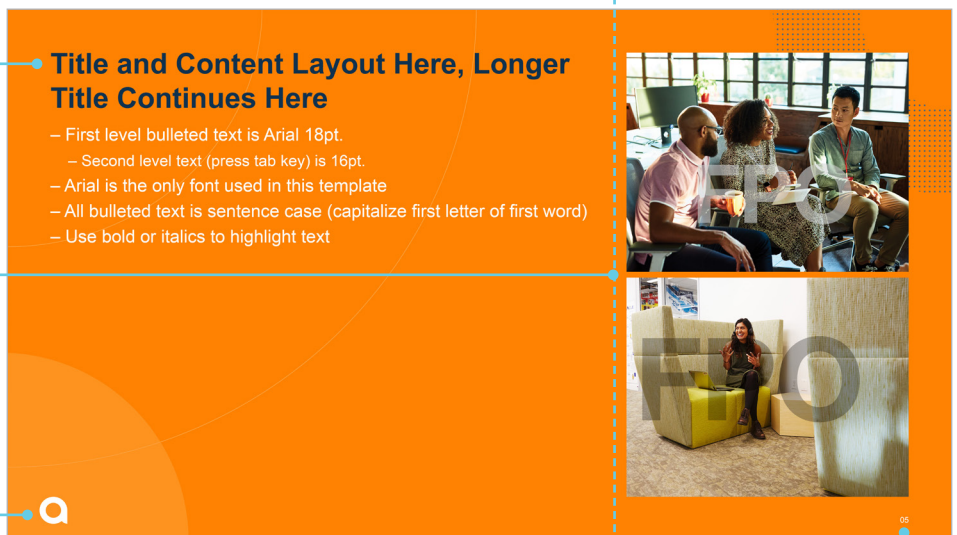


Longer titles drop to two lines, avoiding text interference with other page elements

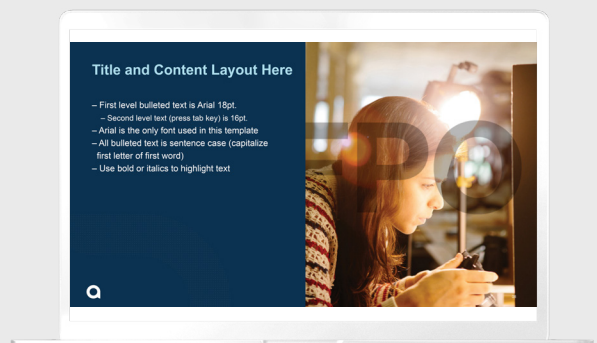
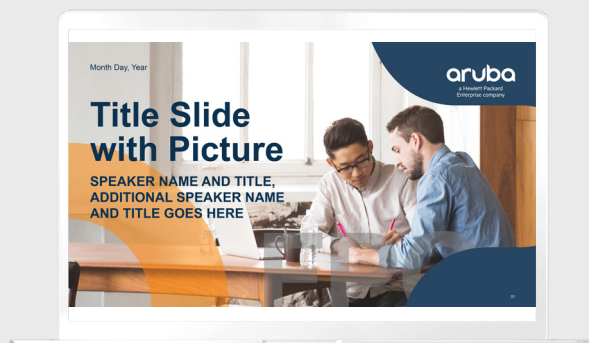
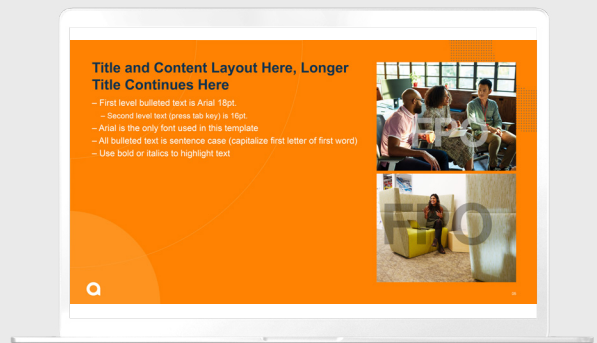
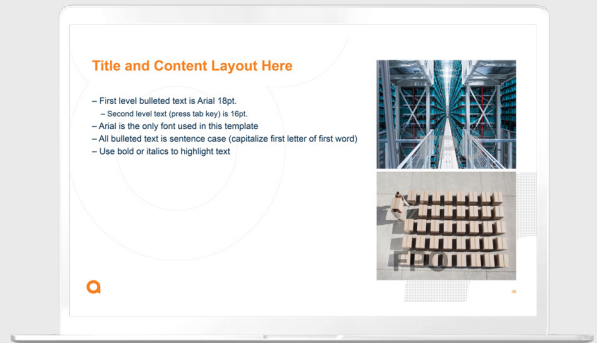
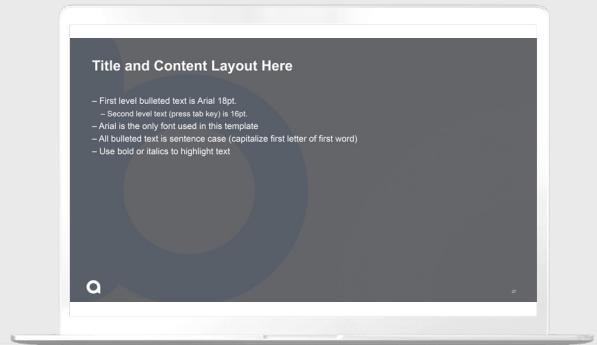
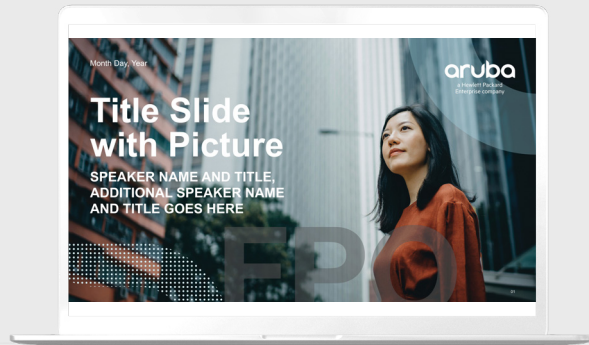
Text does not extend over images

Aruba "a" mark is used in place of full logo in multi-page applications

Page numbers go in lower right corner



Design System: PowerPoint, Mockups



Slides have different color schemes and designs to avoid visual fatigue. Light and dark, and photo and non-photo versions of each allow for variety in the content.

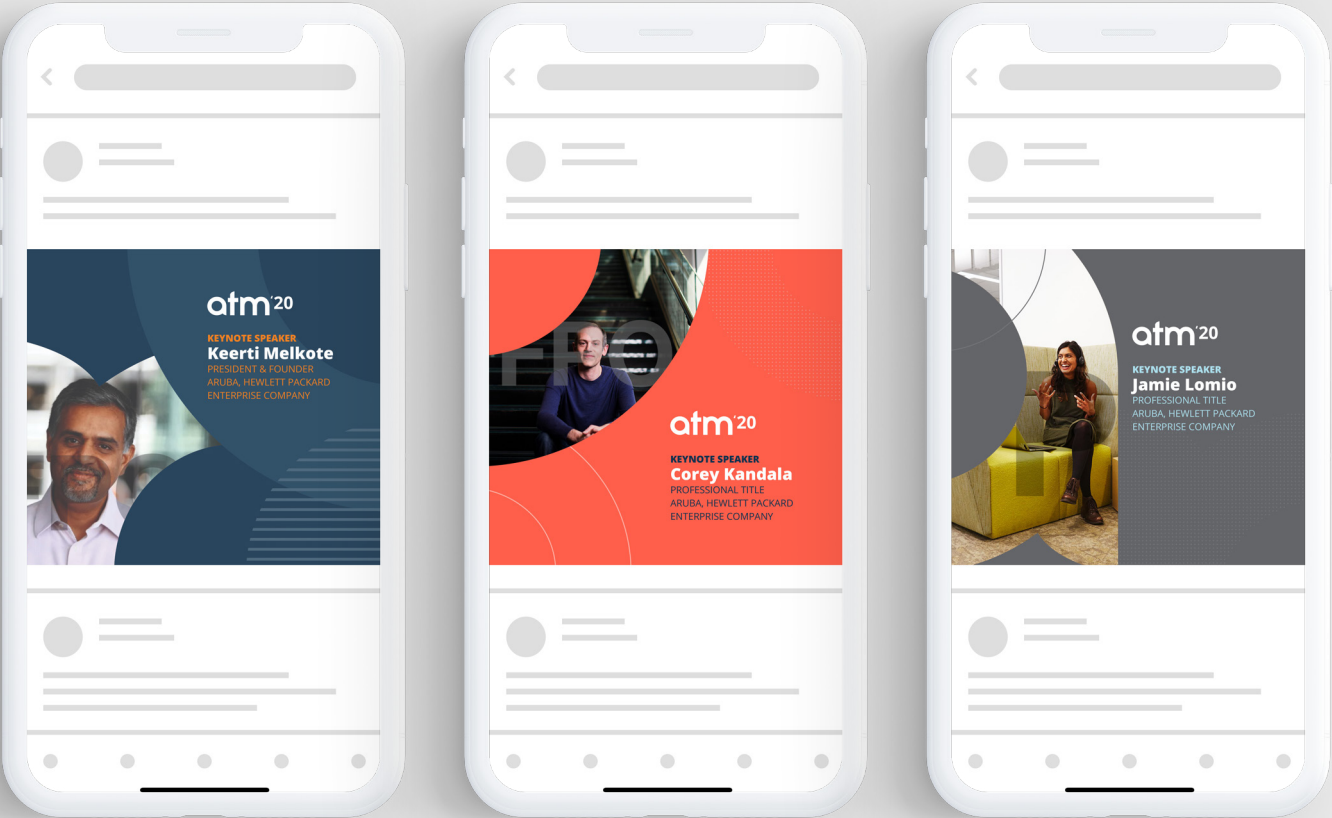
Design System: Social Cards, Guidelines

If there is photography, limit the use of other accent colors to draw focus toward the imagery

Longer names and titles wrap to two lines if necessary, but do not overlap with photography



Design System:
Social Cards,
Mockups



Design System: Corporate Overview Cover and Inside Spread, Guidelines

Aruba logo is clearly visible

Masked photography adds visual interest but does not interfere with text

Text uses different scale and cases to provide hierarchy



Quotes and key information are called out in a highlight color

Type is varied in scale, weight, and case to provide hierarchy

Graphic shapes add depth but do not distract

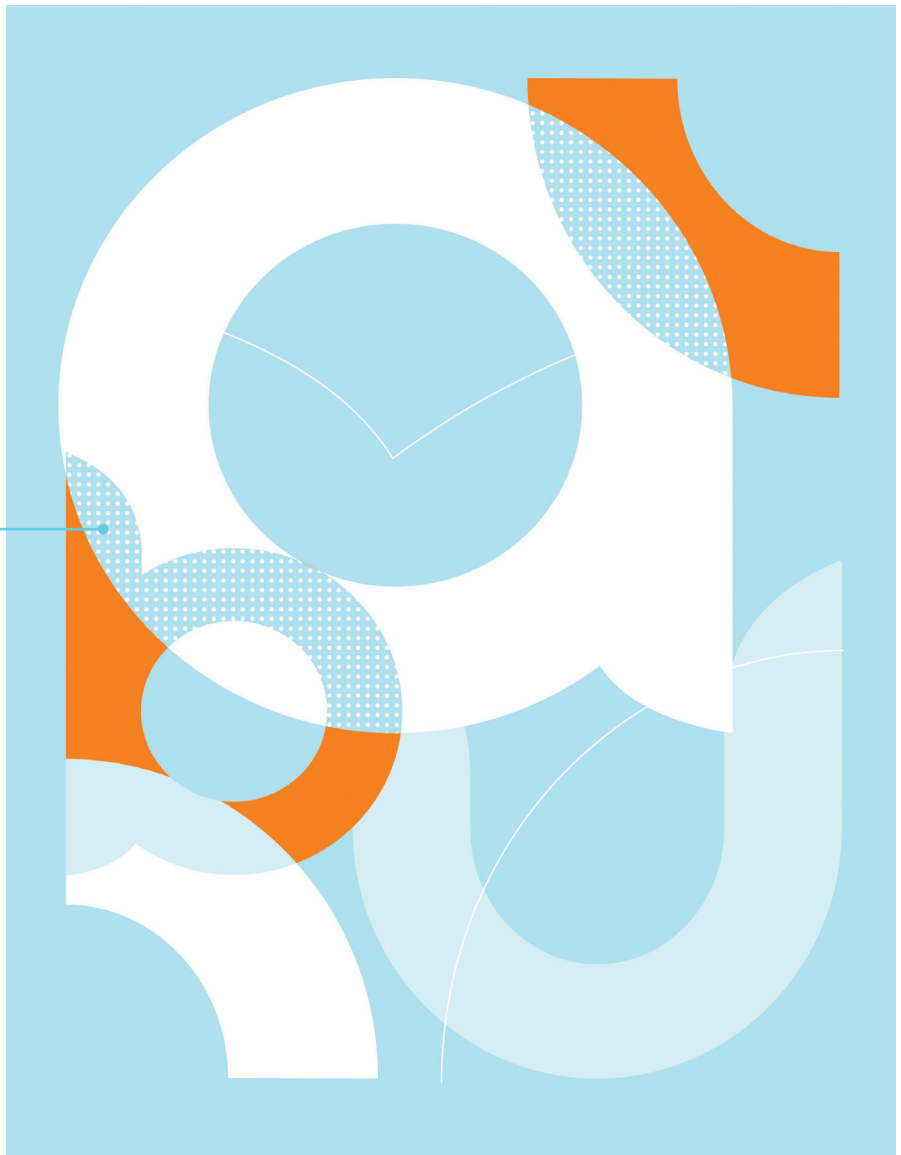


Design System: Corporate Overview Cover and Inside Spread, Mockups



Design System:
**T-Shirt,
Guidelines**

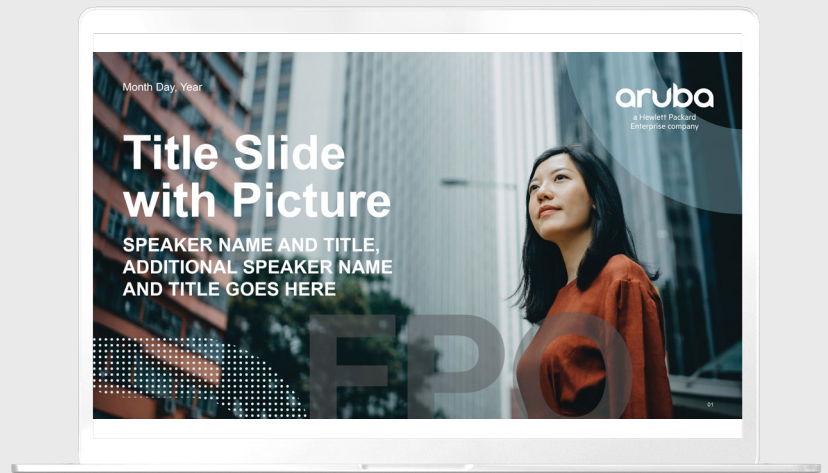
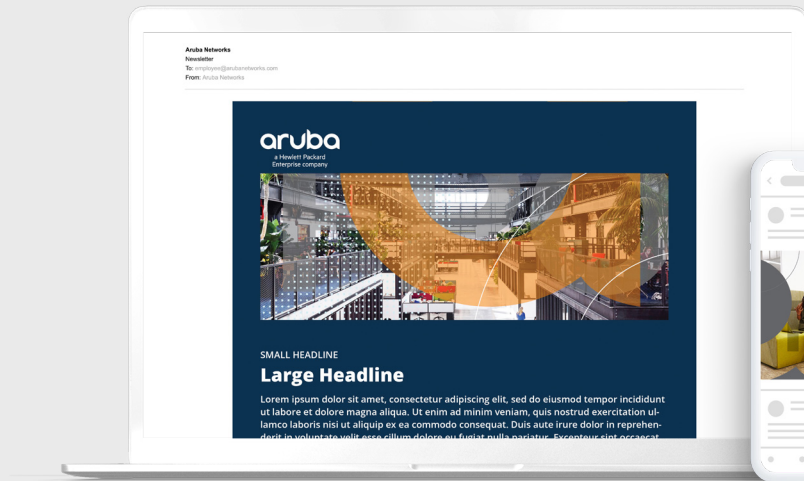
Interplay of different graphic
shapes adds interest and depth
but does not feel cluttered



Design System: T-Shirt, Mockups



Design System: Summary





Product Branding

Product Branding: Hardware — Access Points

Product branding for both hardware and software is an important touchpoint for the Aruba brand. Branding approaches vary based on audience, usage, and materials. We strive for consistency, showcasing the most complete and accurate version of the Aruba logo whenever possible.*

The following pages will provide guidance on consistent solutions moving forward with the Aruba product portfolio.



AP 334, Metal badge, silver



AP 207, Laser etching, gray



AP 303-H with Stand, Pad printing PMS 877C



AP 203-H, Embossed logo

INDOOR ACCESS POINTS

Logo Usage

On indoor APs, the preferred version of the Aruba logo is the 'X-Small Use'. Here we drop the endorsement line intentionally, because it does not stand up well to various treatments in foil and pad printing.

Note that some legacy products (like the AP 334 shown to the left) use legacy versions of the Aruba logo. When preparing product photos for official use (such as web or collateral), **do not digitally update/manipulate the logo**. Our photos should be the most accurate representation of the product possible.

Logo Production Methods

There are various tiers of APs, from medium to high-end price range. The logo production treatment reflects these tiers.

Top Tier: Metallic Silver Badge

Medium Tier: Laser Etching

Base Tier: Pad Printing or Embossing

*Between 2012-2016, the Aruba brand went through multiple iterations due to rebranding, and eventually acquisition. This created inconsistencies in brand treatment throughout hardware / software product lines. Though there are differences in logo, ultimately the goal has been to preserve consistent branding practices.

Product Branding: Hardware — Access Points

INDOOR ACCESS POINTS

Logo Placement

The images to the left show four APs from the 'Swoosh ID' series, indicated by the dramatic swoosh that sits on the product face.

Logos are placed in the lower left corner, and are sized proportionally with the product size.

Future APs in the Swoosh ID series may see a change in logo location to assist with visual identification. However, consistency in sizing and proportion will remain a constant.



AP 335
Product: 225mm wide
Logo: 58mm wide



AP 325
Product: 203mm wide
Logo: 50mm wide



AP 315
Product: 180mm wide
Logo: 45mm wide



AP 305
Product: 165mm wide
Logo: 46mm wide

Product Branding: Hardware — Access Points

OUTDOOR ACCESS POINTS

Logo Usage

To date, outdoor APs have seen a variety of logo applications. Each one had to contend with complications due to weather, client branding, and even requests for no visible branding.

As of calendar year 2017, outdoor APs will no longer carry a visible exterior Aruba logo. Examples of pre-2017 models are shown below.



AP 275



AP 274



AP 367

Product Branding: Hardware: Switches and Controllers

SWITCHES & CONTROLLERS

Logo Usage

Switches and controllers offer various branding locations for the Aruba logo. Though there are several approaches to branding, consistency must be applied throughout a family or series.

The preferred location for the Aruba logos is a 'small use' or 'extra small use' logo on the front face of the product, as well as a 'regular use' version on the product top.



8320 Core Switch - regular use logo on top; no room on face for logo



Mobility Master 10k Controller - small use logo on front face, no need for logo on top



2930F Switch - extra small use logo on face, regular use logo on top



Co-Marketing

Co-Marketing: Introduction

Co-Marketing allows us to showcase the benefit of a shared relationship. **We all want the same outcome:** to create opportunities for our audience by highlighting the complementary relationship between Aruba and its Partners.

When planning a co-marketed effort, lines can blur and questions arise:

Q: What brand leads? A: It all depends on the situation!

Q: Can we use the partner's brand? A: YES! If it makes the highest impact, go for it.

Q: Funding is from multiple sources....who leads? A: It all depends on the situation!

There isn't a "one size fits all" solution to co-marketing; we want to be flexible enough for both parties to benefit — yet do no harm to either brand.

In this spirit, please proceed with common sense, diplomacy, and flexibility. Do not blur lines between brands; lead with a clear voice and make intentional decisions that benefit both parties.

The following pages outline guidelines for **co-marketing** relationships between Aruba and our partners. If you have any questions on co-marketing, or about a co-branding opportunity, please contact: arubabrand@hpe.com

Co-Marketing: Overview

Co-Marketing vs Co-Branding

There are subtle differences between co-marketing and co-branding; being aware of the nuances of each should give clarity when making co-marketing decisions.

99% of the time the Aruba brand will have a *co-marketing* relationship with partners.

Co-Branding

Co-Branding is an arrangement where two different brands join forces to *create a service or hybrid product* that showcases both identities. This approach opens up an opportunity for one brand to introduce their product or service to the devotees of another brand.

BENEFITS

- Less expensive than solo launches, but with just as much exposure
- New market exposure
- Doubled hype surrounding product/service release

Co-Marketing

Co-Marketing allows two brands to work together on marketing efforts to promote each other's services or products. Though a *hybrid product* is not created, each brand leverages their *relationship* together. The goal is to see results in terms of visibility, reach and sales advances — things that couldn't be accomplished without support of the other brand.

BENEFITS

- Exposure to mailing lists — saves time and is a great resource
- Access to increased resources from the other partner
- Heightened credibility for a brand

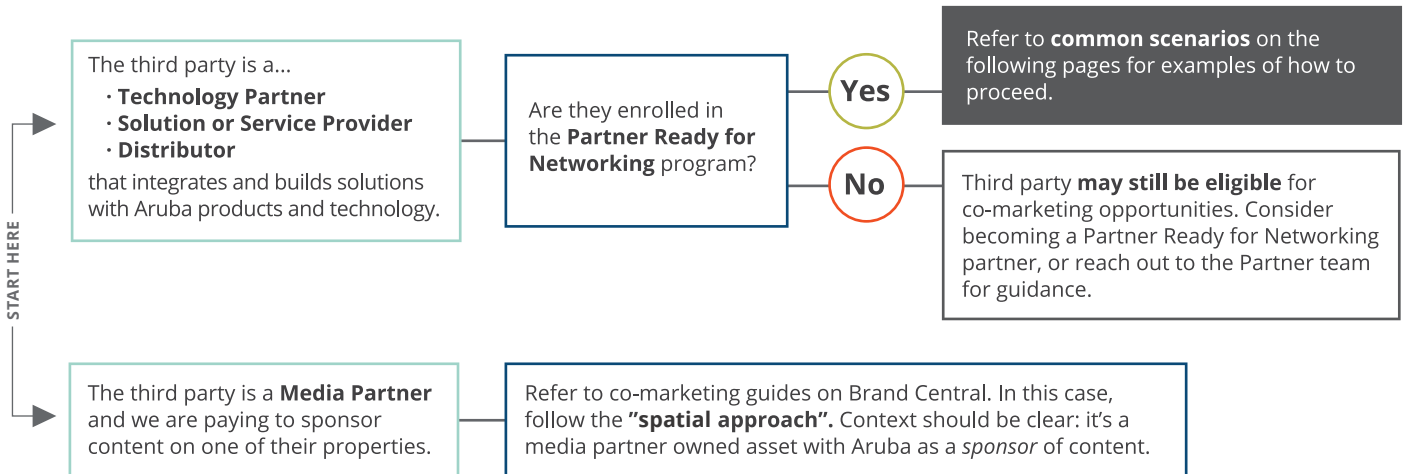
99% of the time, Aruba has a co-marketing relationship with its Partners. The following pages outline eligibility, common brand scenarios, and applicable logo guidelines.

Co-Marketing: Eligibility

What is eligible for co-marketing? How do we determine what is appropriate to co-market? The guidelines and scenarios on the following pages are from real world examples of co-marketing decisions that can help navigate future instances.

Is the project eligible for Co-Marketing with Aruba?

Determine how to proceed based on the nature of the relationship:



Approved Co-Marketing tactics

These are created specifically to highlight a solution or product offering from Aruba that is enhanced by the partnership. In order to qualify for co-marketing, content must be written with the co-marketing message in mind, highlighting the value of the partnership.

Examples include:

- Electronic Delivered Messages (EDM) and subsequent landing or registration pages
- Environmental graphics: banner stands (roll-up banners), trade show booths
- **Approved Collateral types:** Case Studies, Special Reports, Solution Overviews
- Web banners and subsequent landing or registration pages
- Posters, print advertisements

Tactics not approved for Co-Marketing

Pre-existing Aruba collateral. Unless required through contractual obligations (for example Original Equipment Manufacturer) it is not sustainable or appropriate to take existing standalone collateral and simply put a partner's logo on top. Not only does this lead to quickly outdated information with implications on a global scale (think of over a dozen translated pieces per asset!) but it does a massive disservice to our partner by not highlighting their value. If there is a need to create an asset with a partner, it must be a new creation truly meant to showcase the relationship.

Co-Marketing: Scenarios

Visually only one brand leads; however, both logos are present in an obvious relationship. This is the most common scenario.

When creating assets in this scenario, content and design development must adhere to Aruba's Co-Marketing

guidelines, no matter which brand leads. Take time to understand the Aruba brand, and co-marketing guidelines before building communications. Guides can be found within Hewlett Packard Enterprise (HPE)'s Brand Central portal. See resources on last page.

Scenario A: Visually co-marketed w/ both logos present, one brand leading

Which brand leads?

It might not be immediately clear who should lead the venture. Factors such as go-to-market strategy, target audience, project goals, joint funding sources, etc. should guide the way forward. **Use diplomacy, flexibility, and common sense to determine which brand will have the most targeted impact and clear voice for the communication.**

Logo guidelines

Take time to understand Aruba's co-marketing logo lockup guidelines found on pages 67-79. They clearly outline possible logo configurations for Scenario A.

Things to keep in mind

- Content should clearly showcase the relationship/benefit of both parties. It's not enough to slap joint logos on pre-existing documents; instead, highlight the value of the combined solution.
- When developing content, position Aruba in a positive way—do not include competitive solutions as part of the campaign.
- Be thoughtful with the call to action area, and avoid sending a mixed message — thoughtfully plan the audience's journey.
- Marketing message needs to comply with Aruba brand guidelines.
- In many cases, communication will include insignias from both Aruba's and HPE's Partner programs. Strict guidelines for these programs' insignias and legal verbiage exist within their respective portals. Please take care to follow guidelines and seek approval from Aruba/HPE's Partner representatives.

See next page for examples of Scenario A

Co-Marketing: Scenarios

Scenario A: Visually co-marketed w/ both logos present, one brand leading

Grow Your SMB Business With Arrow and Aruba

IT Trends in SMB Market Overview in Networking

Standard for mobile devices, the Internet of Things (IoT), cloud applications, and digital transformation are driving the way that businesses operate and grow. For SMBs, these trends are increasingly being off limits for business purposes and for the security of their data. Aruba is a leader in mobile network security and Arrow is a leader in SMB solutions. Together, they can help SMBs grow their business by providing a secure, reliable, and scalable network.

Aruba and Arrow Explore the benefits

Aruba Networks is a global provider of products, services, and solutions to industrial and commercial users of electronic communications and networks. Arrow is a leading provider of products, services, and solutions to industrial and commercial users of electronic communications and networks. Together, they can help SMBs grow their business by providing a secure, reliable, and scalable network.

Aruba and Arrow Enable your Network Program Features:

- Aruba and Arrow enable your Network Program to be a leader in mobile network security and SMB solutions.
- Aruba and Arrow enable your Network Program to be a leader in mobile network security and SMB solutions.
- Aruba and Arrow enable your Network Program to be a leader in mobile network security and SMB solutions.

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Solution Brief

Help Customers Deploy Mobile-First, Wi-Fi Networks

Aruba Networks is a global provider of products, services, and solutions to industrial and commercial users of electronic communications and networks. Arrow is a leading provider of products, services, and solutions to industrial and commercial users of electronic communications and networks. Together, they can help customers deploy mobile-first, Wi-Fi networks.

Aruba and Arrow Enable your Network Program Features:

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Aruba-led branding. Logos follow 'spatial relationship'.

This campaign was Aruba-funded with a goal to educate Arrow's audience. It briefed readers on SMB challenges and opportunities in the modern mobile-first landscape. It highlights the benefits between Aruba and Arrow, as well as sales incentives for resellers.

Contact / Partner Insignia / Legal

Though the Aruba brand led the communication, the campaign was meant to engage the audience with the Partner. For this reason, it made sense to leverage Arrow's contact information. On the solution brief, Aruba's standard boilerplate legal line was added to protect Aruba's brand. On the email, Arrow chose to leverage their HPE Partner insignia, which would resonate best with their audience. HPE's specialization legal lines accompany the insignia, per HPE's Partner Program legal guidelines.

Leverage Mobile to Capture Customers: How to Bring in Shoppers and Turn Them into Customers

Over the last decade, advancements in internet connectivity, web technology, and digital analytics have reshaped the retail landscape. And online stores, too, have been winning an increasing percentage of sales by offering the convenience of online shopping. But many retailers are still struggling to capture the mobile market. Aruba is a leader in mobile network security and Pomeroy is a leader in SMB solutions. Together, they can help Pomeroy capture customers by providing a secure, reliable, and scalable network.

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Partner-led branding. Logos follow 'spatial relationship'.

This example showcases a Partner-led communication from Pomeroy. Though the campaign was funded by Aruba, the decision was made to use the Partner's look and feel. This allowed Pomeroy to write content in an authentic way, touting the natural fit of Aruba's solutions with their core competency.

Partner Insignia

In this instance, the Partner decided to leverage the HPE Platinum insignia instead of their Aruba insignia; HPE's brand name was a bigger draw for Pomeroy's audience. HPE's specialization legal lines accompany the insignia, per HPE's Partner Program legal guidelines.

MAKE THE CONNECTION
Where people, technology, and business intersect

Aruba Networks is a global provider of products, services, and solutions to industrial and commercial users of electronic communications and networks. AnyCorp is a leading provider of products, services, and solutions to industrial and commercial users of electronic communications and networks. Together, they can help AnyCorp make the connection between people, technology, and business.

Aruba and Arrow Enable your Network Program Features:

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Tradeshow Backwall

Make the Connection
Real Time Locating Services and Asset Tracking

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Web Banner

Aruba-led branding. Logos follow 'lockup relationship'.

This example highlights an existing Aruba campaign that requested a co-marketing component. Aruba created a series of 'generic' co-marketed templates for fill-in-the-blank Partner use.

Scenario B: Aruba's brand only

Scenario B defined

In this scenario, Aruba's brand appears to be the only brand present. This allows the campaign to appear less 'sales-driven' and instead promote Aruba's thought leadership and solutions. Aruba is given the platform to educate the audience, and can then leverage Partner-driven assets. Subtle use of 'Call to Action' areas and Partner assets can generate leads for the Partner as well as Aruba.

Things to keep in mind

- When developing content, position Aruba in a positive way - do not include competitive solutions as part of the campaign
- Take care to fully understand the usage of Aruba's brand; seek approval from Aruba's stakeholders

See next page for examples of Scenario B

Co-Marketing: Scenarios

Communications visually only represent Aruba.

Scenario B: Aruba's brand only

Aruba branded only. Aruba-funded. All examples on this page are from a single campaign.

The campaign leveraged the Aruba brand to create a series of emails, driving traffic to a microsite. Within the microsite, users would be exposed to Partner-branded assets as well as engage with Partner-led CTAs.

Any Partner assets, such as the solution brief below, were thoughtfully crafted to highlight the relationship between Aruba and the Partner.



Email Series drives to microsite

Microsite Main Page / Subpages. Partner's value proposition is integrated into the campaign via Partner-branded assets like collateral, and highlights within a podcast.



Solution Brief - Partner-branded asset

In this scenario, there was still room for the Partner's brand, such as the solution brief shown here. It was an asset offered the end of the user's journey, which was thoughtfully crafted to highlight the relationship between Aruba and the Partner.

Scenario C: Partner's brand only*

Why leverage the Partner's brand?

In this scenario, only the Partner's brand is utilized. Even if communications are partially Aruba and/or HPE-funded, there are instances where the entire piece may be Partner-branded. This is a valid strategy that can present more opportunities for Aruba, particularly when the Partner's brand has the most impact.

Things to keep in mind

- When developing content, position Aruba in a positive way—do not include competitive solutions as part of the campaign
- If communications allude to both Aruba and HPE, take care to fully understand the usage of both brands, and seek approval from not only Aruba's stakeholders but also from HPE's.
- If the communications do not include the Aruba logo, HPE, or Aruba Partner Insignia, then the Partner's legal lines are sufficient.
- In many cases, communication might include an insignia from either Aruba's or HPE's Partner programs. Strict guidelines for these programs' insignias and legal verbiage exist within their respective portals. Please take care to follow guidelines and seek approval from Aruba/HPE's Partner representatives.

See next page for examples of Scenario C

*For APJ MDF campaigns, Scenario C might not be an option – please follow Scenario A or B and/or consult an Aruba representative in region for guidance.

Co-Marketing: Scenarios

Communications visually only represent the Partner, although content may revolve around an Aruba solution/product.

Scenario C: Partner's brand only

[illegible]

Recruitment Plan

[illegible]

Partner branded only. Joint Aruba/HPE-funding.


This recruitment plan advertised a new reseller program sponsored by Ingram. Though the campaign was partially Aruba-funded, the clearest message was delivered from Ingram's brand alone.

As Authorized Distributors, Ingram was able to educate the audience of resellers on market trends, and then present Aruba/HPE products and solutions to aid these trends. Ingram leveraged the HPE Partner insignia which they felt would resonate best with the audience. HPE legal lines were added per the Partner program's guidelines.

Partner branded only. Partially Aruba-funded.

PKA Tech is both an HPE Platinum Partner as well as an Aruba Platinum Partner Ready for Networking Partner. They created an infographic that first aimed to educate the audience about security threats in the modern digital workplace. They presented Aruba products as clear solutions to these threats.

PKA Tech decided to leverage the Aruba Platinum insignia in this instance.




TODAY'S DIGITAL WORKPLACE:


How to Get and Stay Securely Connected

Intuitive network engineers are replacing due to the surge in mobility and IoT. IoT today's "device" doesn't have a screen or a keyboard, but it can be used to do things that a computer can't. It can be used to work, complete tasks to be able to share their data on their devices or networks, and keep their networks safe and secure.

BY 2020...



7.3 billion people devices will be digitally connected




30 billion IoT devices will be digitally connected

THE DOWNSIDE OF BYOD

Companies have realized that their Over 50% of BYOD devices allow employees to work on their devices. But this also means that the IT manager will have the responsibility of devices that control their network.

41% of devices connected to a network in 2017 were user-owned devices



50% of devices connected to a network in 2018 will be user-owned devices

The growing number of connected devices translates that there will be more people who will be able to do things that a computer can't. It can be used to work, complete tasks to be able to share their data on their devices or networks, and keep their networks safe and secure.

THE RESULT...

4.8 billion records created by 2018, a new record!

By 2018, 90% of networks will have a 100% IoT security

35% of most smartphones won't be blocked by operators!

BYOD AND IOT THREAT RISKS

Traditional security measures are insufficient for the new endpoint user device security.

• Carefully identify and target critical assets

• Limit access to critical assets, especially for new mobility and IoT devices

BUILDING AN ADAPTIVE TRUST FRAMEWORK

How can you protect your data? How can you be sure it's secure? It's not just about the data, it's about the people who are using it. It's about the people who are using it. It's about the people who are using it.

• Device & Profile

• Authentication, Authorization & Accounting (AAA)

• Monitoring & Alerting

• Decision Making & Action

POLICY MANAGER FOR MOBILITY AND IOT


Cloud-based network security solutions that can be used to protect your data. It's about the people who are using it. It's about the people who are using it. It's about the people who are using it.

- Identify assets that are your most critical
- Manage access to critical assets
- Automate the deployment policy
- Monitor the network
- Manage the network
- Monitor the network

BUILD RELATIONSHIPS & A ENGINEER SUCCESS

As an IT Professional and/or Active Professional Ready for tomorrow's world that is built on business for the future. It's about the people who are using it. It's about the people who are using it. It's about the people who are using it.

Contact us at info@350-9710 to learn how CloudPath solutions can help you drive growth, control your network, and control your data.



Infographic

Co-Marketing: Logo Guidance

There are two visual treatments approved for co-marketing materials:

“Spatial” and “Lockup” configurations

“Spatial” Logo Configuration

Use the spatial logo configuration to create a visual hierarchy. The ‘lead’ brand should have top spot in communication hierarchy. Avoid filling all three open corners with graphic elements.



“Lockup” Logo Configuration

Use the lockup logo configuration in instances where a 50-50 partnership is desired. It can also be used when space is limited and both logos need to be present: examples include web banners, small print ads, etc.



The following pages outline the use cases for approved logo configurations.

Co-Marketing: Logo Guidance Spatial Configuration

Spatial configuration refers to how the Aruba and Partner logo relate to each other within an asset. In order to ensure each logo has visual impact and conveys the appropriate relationship, they are not stacked, too close together, overlapping, nor in diagonal corners. They each have their own distinct space.

VISUAL HIERARCHY

To create a visual hierarchy, avoid filling all three open corners with graphic elements. Use the spatial configuration if there are no other elements required (i.e. if there's no ingredient brand).



Spatial Configuration

SPATIAL RELATIONSHIP

Logos should be the same relative size, with the Aruba logo slightly smaller in partner-driven communications and slightly larger in Aruba-driven communications.



Co-Marketing: Logo Guidance Spatial Configuration

Spatial Configuration Misuse

Logos should be the same relative size, with the Aruba logo slightly smaller in partner-driven communications and slightly larger in Aruba-driven communications.



Don't display multiple Aruba logos



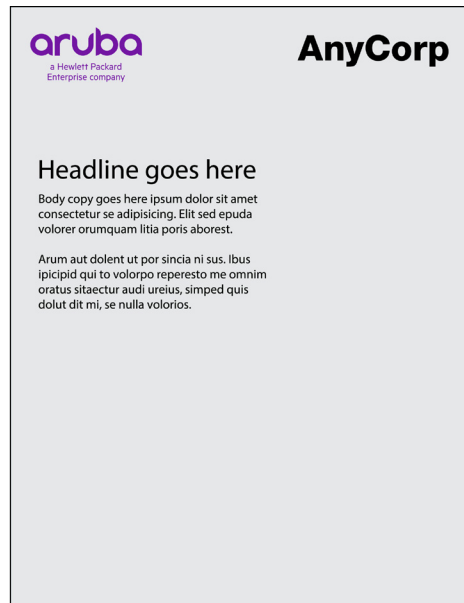
Don't place the other company logo near the Aruba insignia in a manner other than what is prescribed as the approved lockup in this document



Don't place your company logo and the Aruba in diagonally opposed corners in the document



Don't "float" the Aruba logo or use it to sign off within body copy



Don't change the color of the Aruba logo - use only the appropriate colors specified

Co-Marketing:
Logo Guidance
Lockup Configuration

The lockup configuration conveys the specific connection of 50-50 partnerships. In these instances both partners are contributing equally to the communication.

50-50 RELATIONSHIP

In a 50-50 partnership or when you need to incorporate an ingredient brand's logo, use the lockup configuration instead.



AnyCorp

Aruba-driven

AnyCorp



Partner-driven

LOCKUP RELATIONSHIP

AnyCorp

Headline goes here

Description line goes here

Subject of document goes here. Quis aute iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occid cupidatat aliquet duis, in culpa qui officia deserunt mollit.

AnyCorp

Headline goes here

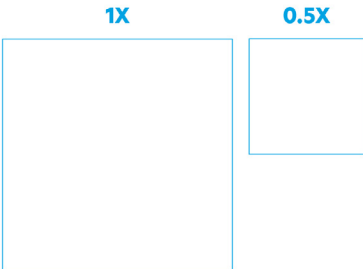
Description line goes here

Subject of document goes here. Quis aute iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occid cupidatat aliquet duis, in culpa qui officia deserunt mollit.

Co-Marketing: Logo Guidance Lockup Configuration

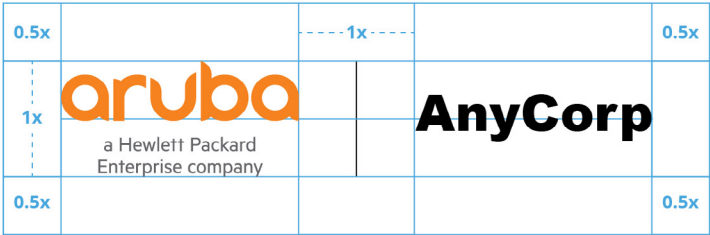
LOCKUP CONFIGURATION SPECIFICATIONS

The orientation of the lockup is based on the height of the Aruba logo, which is designated as 1X. Position the partner logo next to the Aruba logo at a distance of 1X with a divider line at 0.5X between the two. The partner logo is horizontally center-aligned to the Aruba logo.



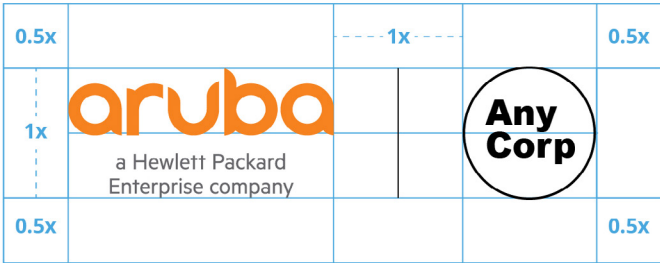
CLEAR SPACE

A minimum of 0.5X clear space is recommended around each lockup configuration. Clear space is always determined by the Hewlett Packard Enterprise logo, which is the sole control element within the lockup.



LINE DIVIDER

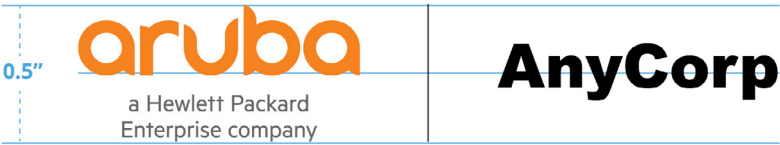
The line weight of the divider is always in direct proportion to the scale of the lock-up. If the Aruba logo is 1" in height, the line divider stroke weight is 1pt. Use the color black for the line divider.



MINIMUM SIZE IN REGULAR USE AND SMALL USE LOGO

Do not scale the regular use logo below 0.5" high.

Do not scale the small use logo below 0.325" high.



Regular Use Logo



Small Use Logo

Co-Marketing: Logo Guidance Proportion & Balance

Be sure to maintain a visual balance between the Aruba logo and the partner logo. Scale partner logos to visually balance the size of the Aruba logo.



AnyCorp



**Any
Corp**



AnyCorp



Co-Marketing: Logo Guidance Misuse



AnyCorp

Don't use the lockup configuration without the dividing line.



AnyCorp

Don't make partner logos visually larger than the Aruba logo.



AnyCorp

Don't create a stacked version of the lockup configuration.



AnyCorp

Don't place logos too close together.



AnyCorp

Don't change the color or thickness of the dividing line.



AnyCorp

Don't use the logo over a busy background.

Co-Marketing: Logo Guidance Multiple Logos

If you are considering using the Aruba logo with more than one partner, it needs to go through an exception process.

FIRST, MAKE SURE IT MEETS THE FOLLOWING CRITERIA:

1. All participants have demonstrated an investment in collateral/event/etc.
2. Creative warrants the use of logos.
3. Creative has the space for more than one logo.



Co-Marketing: Examples Aruba-Led

In all Aruba-led designs, the Aruba logo should be the hero of the document, with the partner logo in a prominent, supporting position. Regardless of where the logos are located, they should be placed in a vertical or horizontal relationship, never a diagonal one.



Print/Brochure

DIGITAL COMMUNICATIONS

Use logos in a spatial relationship with the Aruba logo leading.



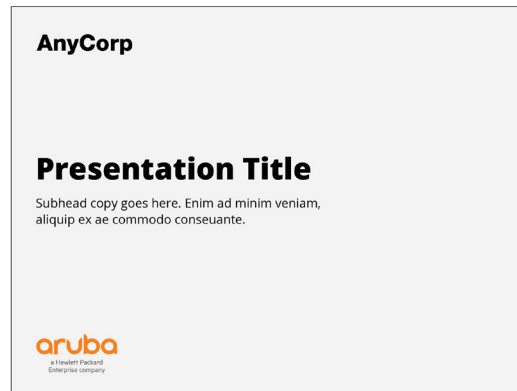
PowerPoint

Co-Marketing: Examples Partner-Led

Generic examples in this section represent fictional partner communication templates. In all instances, the partner logo should be the focal point of a document in all partner-led communications. The Aruba logo should be in a corner, clear of any other elements. Regardless of where the logos are located, they should be placed in a vertical or horizontal relationship, never a diagonal one.

DIGITAL COMMUNICATIONS

Use logos in a spatial relationship with the Partner logo leading.

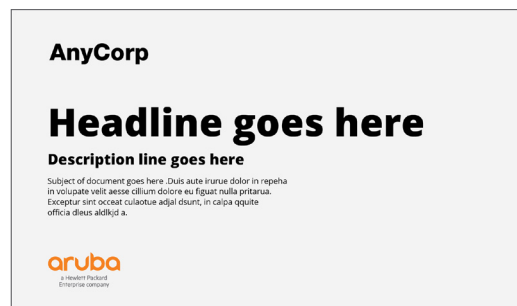


PowerPoint

eDM



Print/Brochure



Postcard

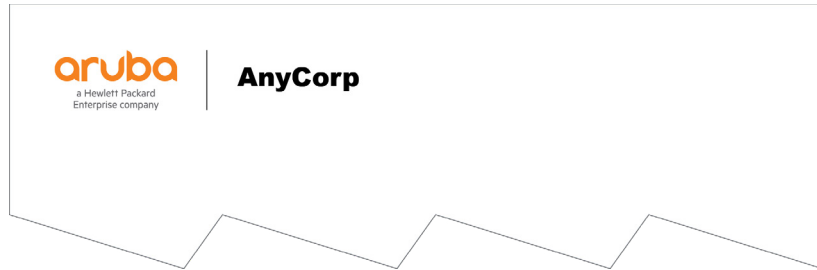
Co-Marketing: 50-50 Partnership Communications

50-50 partnerships always use the lockup configuration. To determine which brand identity takes the lead, consider who is managing the communication and whose customers are being communicated to. If there is still a question, determine which brand is more relevant to the target customer.

Follow the design guidelines of the governing partner for that piece—both partners benefit most when the relevant brand leads.

DETERMINING DESIGN GOVERNANCE

- Lead with the Aruba logo on the left when Aruba is the stronger brand from a customer perspective.
- Partner and Aruba logos should be visually balanced and separated by a vertical line.



50-50, Aruba-governed



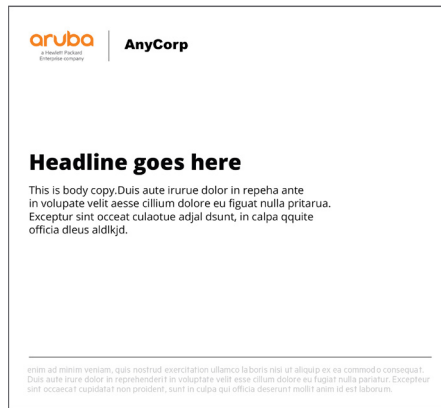
50-50, Partner-governed

Co-Marketing: 50-50 Partnership Communications

ARUBA-GOVERNED PRINT AND DIGITAL COMMUNICATIONS



Print/Brochure



Advertisement

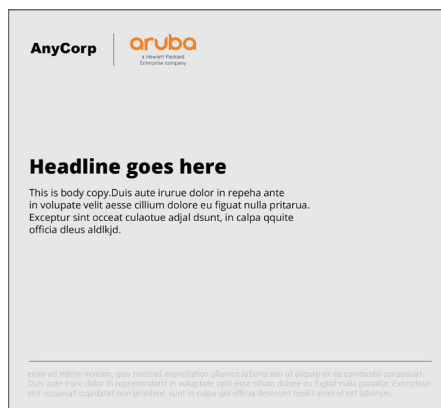


eDM Header

PARTNER-GOVERNED PRINT AND DIGITAL COMMUNICATIONS



Print/Brochure



Advertisement



eDM Header



Checklists

Checklists: Do's and Don'ts

Apply these guidelines to all internal and external communications:

Do's

- Do refer to us as 'Aruba, a Hewlett Packard Enterprise company' on first instance within text.
- Only use logo artwork downloaded from authorized sources.
- Always use the correct logo version for your communication, heeding clear space and color guidelines.
- Do pay attention to color space and use corresponding color swatches or codes! Our colors have been manually adjusted for RGB and CMYK.
- Aruba is a global company; always be sensitive to cultural issues.
- For printed communications, use Open Sans or an approved local language font.
- For digitally created text (email, Microsoft Office* suite, datasheets and business documents), use Arial or an approved Aruba local language font.
- Use the appropriate trademarks.
- Use illustrations for informational purposes only—never as primary images.
- Use authentic, approved lifestyle photography from Aruba's library.
- For standard communications, use the templates available for marketing collateral and PowerPoint® presentations.

Don'ts

- Do not refer to us as 'HPE Aruba' or 'HPE Aruba Networking'.
- Do not create your own logo or alter Aruba logos; never use logos within text.
- Do not blindly accept colors of pasted elements when working program-to-program. Our colors cannot be automatically converted when switching color modes—they'll fall flat. Manually recolor and adjust as necessary.
- Do not use clip-art or cartoons.
- Do not in any way promote violence, gambling, strong language, sexual content, or the use of tobacco, alcohol, or drugs.
- Do not leverage HPE's icons, photographs, or any other brand assets in the creation of Aruba assets.

Checklists:

The Photography Shortlist

Do's

- Use only Aruba approved images.
 - Imagery should be professional quality.
 - Use images that have a central concept, supporting the message being communicated.
 - When selecting images, do not use any that are overly staged or have model-perfect personalities. Use images that are authentic in feel, reflect reality and communicate a sense of spontaneity—as though the viewer were part of the scene.
 - Aruba is a global company; be sensitive to cultural issues.
-

Don'ts

- Avoid images depicting violence, gambling, or sexual suggestiveness.
- Do not use clip-art or cartoons.
- Do not leverage photographs from HPE's photo library.



Contacts

Resources and Contact Information

Thank you for helping make the Aruba brand stronger and more impactful. Our communications tell a story. They enable us to stand out in the marketplace. And they let our audiences know that Aruba brings a fresh new perspective to the challenge of wireless mobility. By following these guidelines, you can help ensure that our communications express our point of differentiation. Your attention to the visual details of the brand helps build awareness in the market of who we are and what we stand for. Consistency and clarity convey our focused approach to wireless mobility.

If you have any questions about our brand, guidelines and branding, please contact arubabrand@hpe.com

BRAND RESOURCES

Primary brand resources such as logos, fonts, icons, and presentation templates are available in several areas.

The Aruba section of **Hewlett Packard Enterprise's Brand Central** contains assets, templates, and many other Aruba resources. Log into Brand Central and select 'Applying the Brand' from top navigation. Then select the 'Aruba' tile to review the Aruba subsection.

- <https://h10014.www1.hpe.com/brand-central/content/aruba>

The 'Media Center' section of Aruba's website offers primary assets to the public:

- www.arubanetworks.com/company/media-center/

For Partner Ready for Networking inquiries, visit:

- <https://partner.hpe.com/aruba>



Thank You.