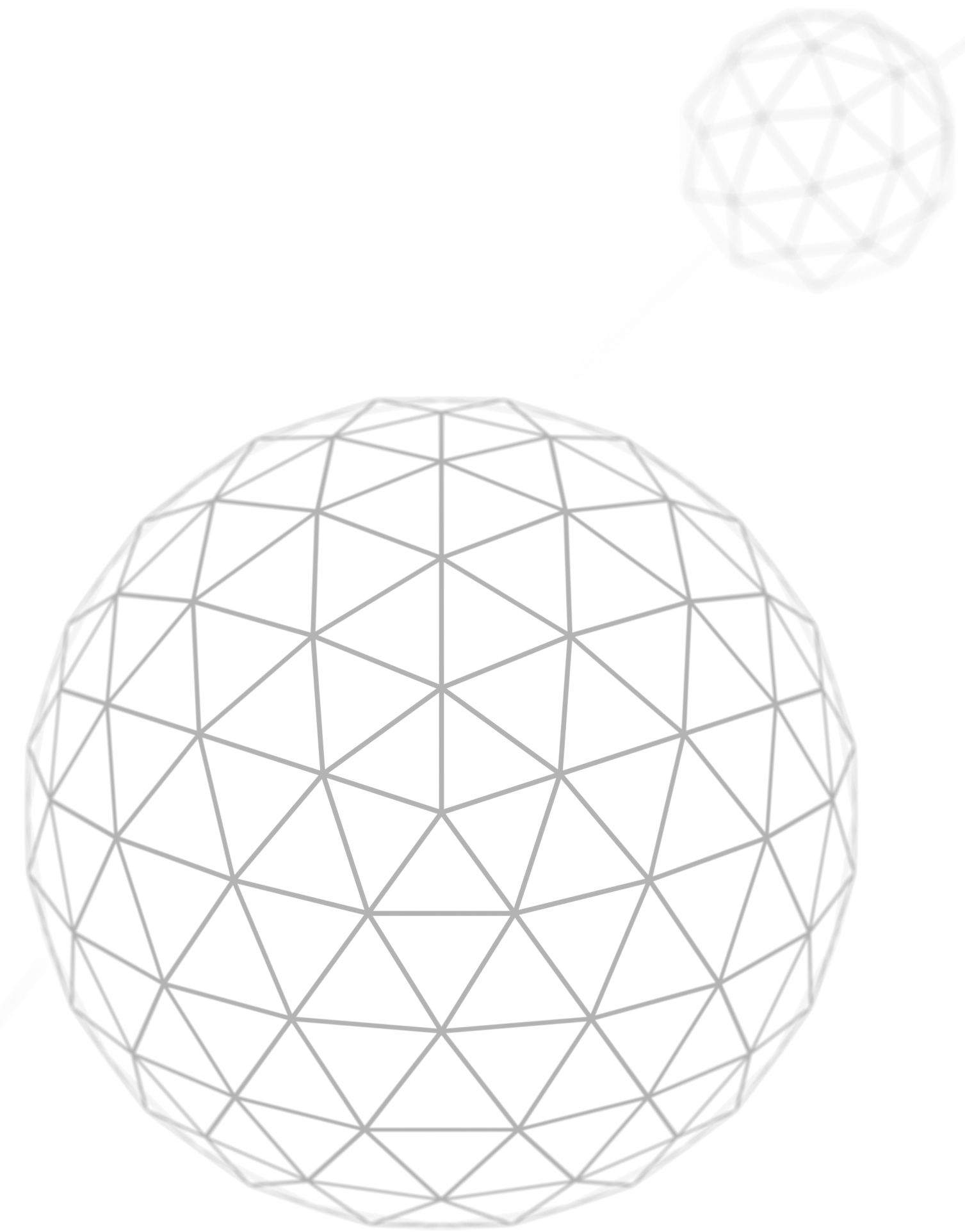


# DATASTAX

GUIDELINES


# DATASTAX GUIDELINES

|                        |           |
|------------------------|-----------|
| Logo .....             | <b>03</b> |
| Product Logos .....    | <b>10</b> |
| Typography .....       | <b>17</b> |
| Chevron .....          | <b>23</b> |
| Color .....            | <b>25</b> |
| Atomic Triangles ..... | <b>31</b> |
| Iconography .....      | <b>33</b> |
| Illustration .....     | <b>36</b> |
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 VISUAL IDENTITY



LOGO

## Logo

Our primary logo should be used for all external-facing communications whenever possible.

### Clearspace

Clear space for the logo is equal to the height of the logo X.

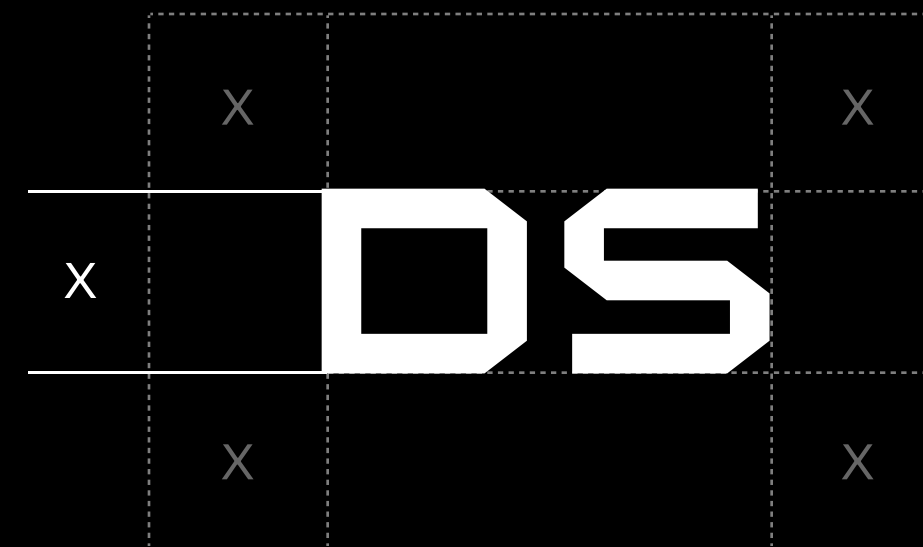
The word "DATASTAX" is rendered in a bold, white, sans-serif font. The letters are closely spaced, and the 'X' at the end is stylized with a double-stroke effect.

## Icon

Icon will only be used in small instances.  
ie in social media profile pictures.

### Clearspace

Clearspace for the logo is equal to the height  
of the logo.



## Logo minimum size

Only the horizontal logo and symbol are appropriate for small use. Do not use the product logos for small use.



Minimum size for print use:  
90px or 24mm



Minimum size for print use:  
25px or 7mm



Minimum size for screen use:  
60px



Minimum size for screen use:  
15px

## Background usage

### Primary colours

The reverse logo should be used primarily on a black background.

The black logo used on light colors.

The Datastax logo is centered on a solid black rectangular background. The logo itself is white, consisting of the word "DATASTAX" in a bold, sans-serif font, followed by a stylized chevron symbol pointing to the right.

DATASTAX

The Datastax logo is centered on a solid white rectangular background. The logo is black, consisting of the word "DATASTAX" in a bold, sans-serif font, followed by a stylized chevron symbol pointing to the right.

DATASTAX

The Datastax logo is centered on a solid purple rectangular background. The logo is white, consisting of the word "DATASTAX" in a bold, sans-serif font, followed by a stylized chevron symbol pointing to the right.

DATASTAX



## Background usage

### Secondary colours

Do not use the Logo with the secondary color backgrounds.

Secondary color usage guidelines can be found on page 25.



## Logo misuse

Do not manipulate the word mark in any way. Here you can find a few examples of logo misuse.

Some other examples of what not to do when using our word mark system:

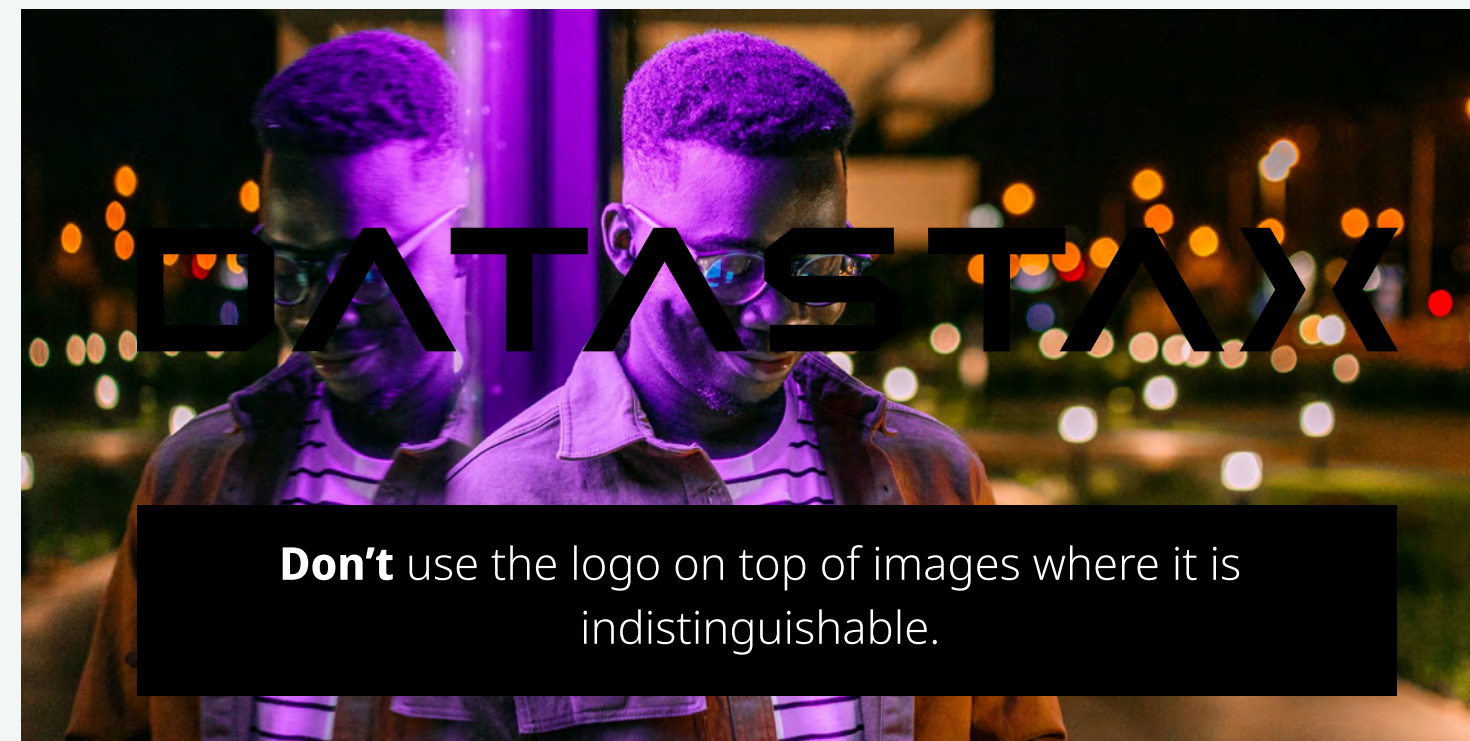
- You should not try to type it in a different font.
- Change the spacing or letter sizes within the logo.
- Use a low-resolution version.



**Don't** change the color of the logo



**Don't** change the transparency of the logo.



**Don't** use the logo on top of images where it is indistinguishable.



**Don't** put elements too close to the logo or cut it off in any way.



**Don't** skew, distort or warp the logo.



**Don't** add drop shadows or any other effects to the logo.



 PRODUCT LOGOS

## Product logo - Astra

- New DataStax Astra product logo
- Predominately to use in deck slides

Stacked



Horizontal



## Product logo - Astra

- New DataStax Astra product logo
- Reversed
- Predominately to use in deck slides

Stacked



Horizontal



## Product logo - Luna + Enterprise

- New DataStax Luna + Enterprise product logos
- Predominately to use in deck slides

Stacked



Horizontal



## Product logo - Luna + Enterprise

- New DataStax Luna + Enterprise product logos
- Reversed
- Predominately to use in deck slides

Stacked



Horizontal





## Program logos

- New DataStax program logos
- Predominately to use in deck slides

Stacked



Horizontal







## Program logos

- New DataStax program logos
- Reversed
- Predominately to use in deck slides

Stacked



Horizontal





 T Y P O G R A P H Y

# Sora

## Headlines / Display

Use Sora as the header font for all coms

- Print
- Web
- Google Slides

Sora is a sleek and modern sans-serif font designed by the Japanese type foundry Sora Type. It has clean lines and a minimalist design, making it a great choice for a wide range of design projects. The font family includes a variety of weights, from thin to black, allowing for flexibility in typographic hierarchy and emphasis. Sora also includes support for multiple languages, making it a versatile choice for global projects. Overall, Sora is a professional and versatile font that is suitable for use in branding, headlines, and body copy.

## Sora - Light

abcdefghijklmnopqrstuvwxyx  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## Sora - Semi Bold

abcdefghijklmnopqrstuvwxyx  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# Noto Sans

## Body copy

Use Noto Sans as the body font for all coms

- Print
- Web
- Google Slides

Noto Sans is a popular sans-serif font designed by Google as part of the Noto font family. Noto Sans is a Unicode font, meaning it supports a wide range of scripts and languages. It has a clean and modern design, with subtle rounded corners and a large x-height, making it highly legible at small sizes. Noto Sans is available in a range of weights, from thin to black, and includes italic versions for each weight. It is a popular choice for use in user interfaces, websites, and other digital media, as well as print design projects. Overall, Noto Sans is a versatile and professional font that is suitable for use in a wide range of applications.

## Noto Sans - Regular

abcdefghijklmnopqrstuvwxyx  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## Noto Sans - Semi Bold

abcdefghijklmnopqrstuvwxyx  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# Verdana

## Fall back font

Use Verdana as a web safe font

- Email
- Explorer

Verdana is a popular sans-serif font designed by Matthew Carter for Microsoft in 1996. It is known for its large x-height and wide proportions, making it highly legible at small sizes on screen. Verdana was designed specifically for use on computer monitors, and is a popular choice for use in web design and user interfaces. It is available in a range of weights, from light to bold, and includes italic versions for each weight. Verdana has a clean and modern design, with subtle rounded corners and a large x-height, making it a versatile and professional font suitable for use in a wide range of digital media projects.

## Verdana - Regular

abcdefghijklmnopqrstuvwxyxZ

ABCDEFGHIJKLMNopQRSTUVWXYZ

0123456789

## Verdana - Bold

**abcdefghijklmnopqrstuvwxyxZ**

**ABCDEFGHIJKLMNopQRSTUVWXYZ**

**0123456789**



## Hierarchy

Clear hierarchy of information ensures ease of consumption.

|                | WEIGHT    | LEADING | TRACKING | CASE  |
|----------------|-----------|---------|----------|-------|
| PRE HEADER     | Semi Bold | 130%    | 4%       | Upper |
| <b>Header</b>  | Semi Bold | 110%    | 0        | Lower |
| Section header | Light     | 110%    | 0        | Lower |
| <b>Subhead</b> | Semi Bold | 160%    | 0        | Lower |
| Body           | Regular   | 160%    | 0        | Lower |

## Breakdown

Breakdown of a typical web component.

Sora - Eyebrow 100 Semibold

Sora - H2 Display 700 Semi Bold

Noto Sans - BC Text 500 Regular

ASTRA STREAMING  
24PX

> Real-time data,  
streaming at scale,  
from any cloud,  
anywhere  
in the world.

24PX

Deliver real-time applications with massive throughput,  
low latency and elastic scalability.

48PX

TRY NOW



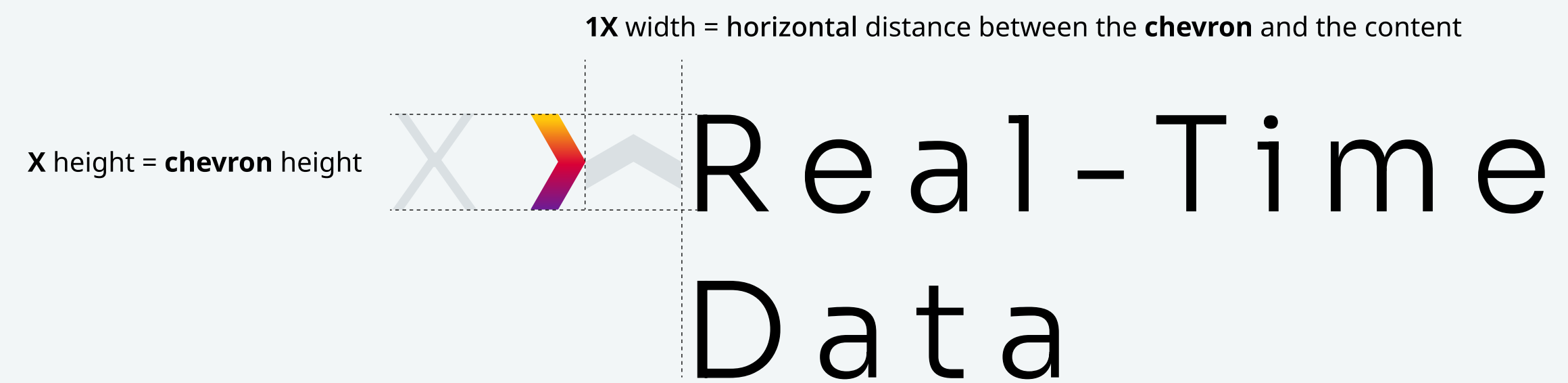
CHEVRON



## Chevron

The chevron is used as a graphic element that precedes the first line of any main headings. When using the chevron as a graphic element for headings please conform to these conventions.

- The chevron is aligned to the first line.
- The chevron is equal the height X height.
- The spacing before is equal to 1x X height.
- Spacing goes to the text box, not the text itself.
- The chevron is only used in main headings.





 COLOR

# Primary colors

Here you can find the three primary colors consisting of black, white and purple.

## Tints

The various tints and shades are used predominantly for illustrative purposes in illustrations, diagrams and infographics.

| BLACK  | WHITE  | PURPLE   |
|--|--|--|
| <p>Black is our primary color for text, outlines and objects</p> <p>#000000<br/>                     RGB 0, 0, 0<br/>                     CMYK 0, 0, 0, 100<br/>                     PANTONE BLACK C</p> | <p>White and white space is key for our brand</p> <p>#FFFFFF<br/>                     RGB 255,255,255<br/>                     CMYK 0, 0, 0, 0<br/>                     PANTONE NA</p> | <p>Purple brings our punchy brand color into quotes and other modules</p> <p>#6B1C96<br/>                     RGB 107,28,150<br/>                     CMYK 75, 100, 0, 0<br/>                     PANTONE P 93-8 C</p> |
| #271734  | #B7C0C4  | #3C1055  |
| #362742  | #C2CACF  | #4C146B  |
| #463851  | #CED5D9  | #5B1880  |
| #55485F  | #DAE0E3  | #7F3AA4  |
| #65596E  | #E6EBED  | #9259B2  |
| #74697C  | #F2F6F7  | #A677C0  |

## Secondary colors

Our secondary colors and tints are predominantly used for illustrative purposes

| FUCHSIA   | ROSE   | RED  |
|---|--|--|
| #A71181<br>RGB 167, 17, 129<br>CMYK 0, 59, 15, 35<br>PANTONE 2405 C | #C0085C<br>RGB 192, 8, 92<br>CMYK 0, 72, 39, 25<br>PANTONE P 71-16 C | #D90036<br>RGB 217, 0, 54<br>CMYK 0, 85, 64, 15<br>PANTONE 199 C |
| #640A4D   | #9A064   | #AE002B  |
| #860E67   | #CC377B  | #E1335E  |
| #B83B98   | #D9659A  | #E86686  |
| #C965B0   | #E594B9  | #F099AF  |
| #EBBADF   | #F2C2D8  | #F4B3C3  |
| #FCE4F6   | #FEF1F7  | #FBE5EB  |

## Secondary colors

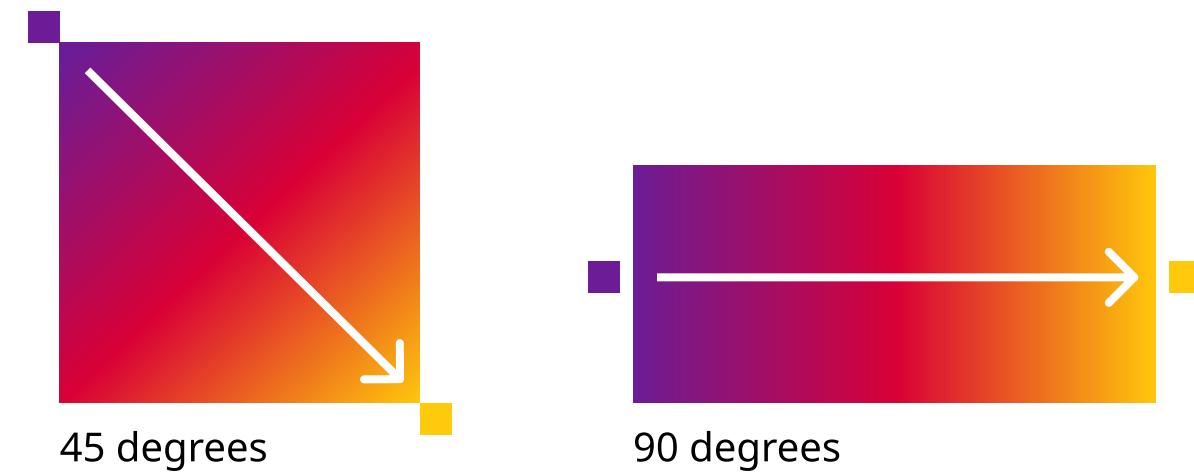
Our secondary colors and tints are predominantly used for illustrative purposes

| ORANGE   | TANGERINE  | YELLOW  |
|--|--|---|
| #E64328<br>RGB 230, 67, 40<br>CMYK 0, 64, 75, 10<br>PANTONE P 45-8 C | #F28719<br>RGB 242, 135, 25<br>CMYK 0, 64, 75, 10<br>PANTONE 144 C | #FFCA0B<br>RGB 255, 202, 11<br>CMYK 0, 21, 96, 0<br>PANTONE 109 U |
| #AE002B  | #C26C14  | #CCA209   |
| #EB6953  | #F59F47  | #FFD53C   |
| #F08E7E  | #F7B775  | #FFDF6D   |
| #F5B4A9  | #FACFA3  | #FFEA9D   |
| #FAD9D4  | #FCE7D1  | #FFEFB6   |
| #FDECE9  | #FEF3E8  | #FFFAE7   |

# Gradients

Our dynamic gradient library creates depth and brings lively quality to our brand

**Angle of gradients:** Any thing beyond a square ratio use a 90 degree gradients angle



|  |  |  |         |         |         |         |
|--|--|--|---------|---------|---------|---------|
| <p><b>PRIMARY<br/>3 COLOR<br/>GRADIENT</b></p> | <p><b>SECONDARY<br/>2 COLOR<br/>GRADIENT A</b></p> | <p><b>SECONDARY<br/>2 COLOR<br/>GRADIENT B</b></p> |         |         |         |         |
| #6B1C96  | #D90036  | #FFCA0B  | #6B1C96 | #D90036 | #D90036 | #FFCA0B |

|                                  |                                       |                                 |         |         |         |
|----------------------------------|---------------------------------------|---------------------------------|---------|---------|---------|
| <p><b>ASTRA<br/>GRADIENT</b></p> | <p><b>ENTERPRISE<br/>GRADIENT</b></p> | <p><b>LUNA<br/>GRADIENT</b></p> |         |         |         |
| #271734                          | #6B1C96                               | #271734                         | #A71181 | #271734 | #C0085C |

## Accessibility

These text and background color combinations allow for sufficient contrast, which helps people easily connect to our work.

|           |           |           |
|-----------|-----------|-----------|
| White     | Black     | Black     |
| Purple    | Purple    | White     |
| Fuchsia   | Fuchsia   | Fuchsia   |
| Red       | Red       | Red       |
| Rose      | Rose      | Rose      |
| Tangerine | Tangerine | Tangerine |
| Orange    | Orange    | Orange    |
| Yellow    | Yellow    | Yellow    |



 ATOMIC TRIANGLES

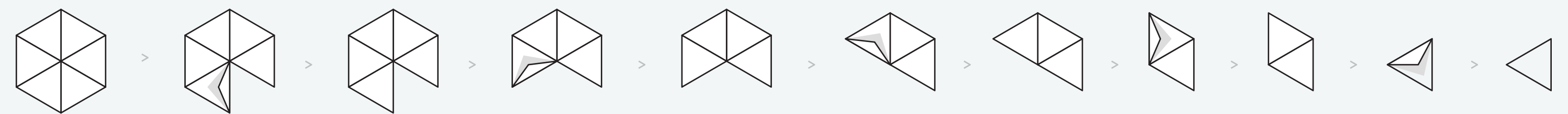
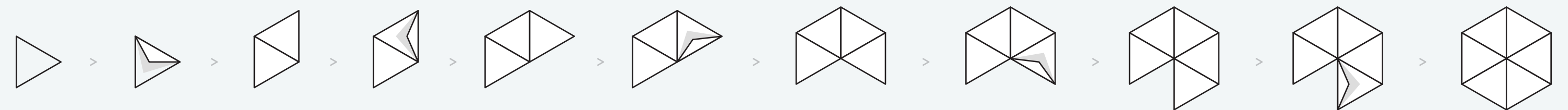
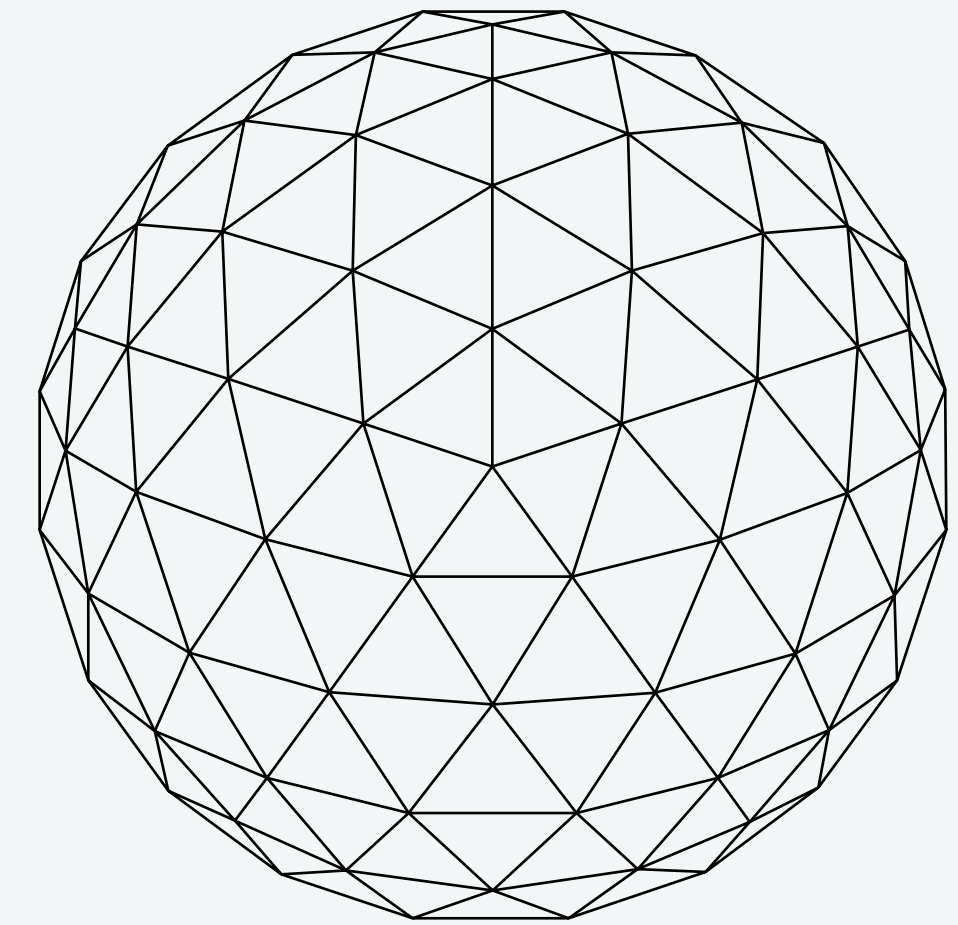
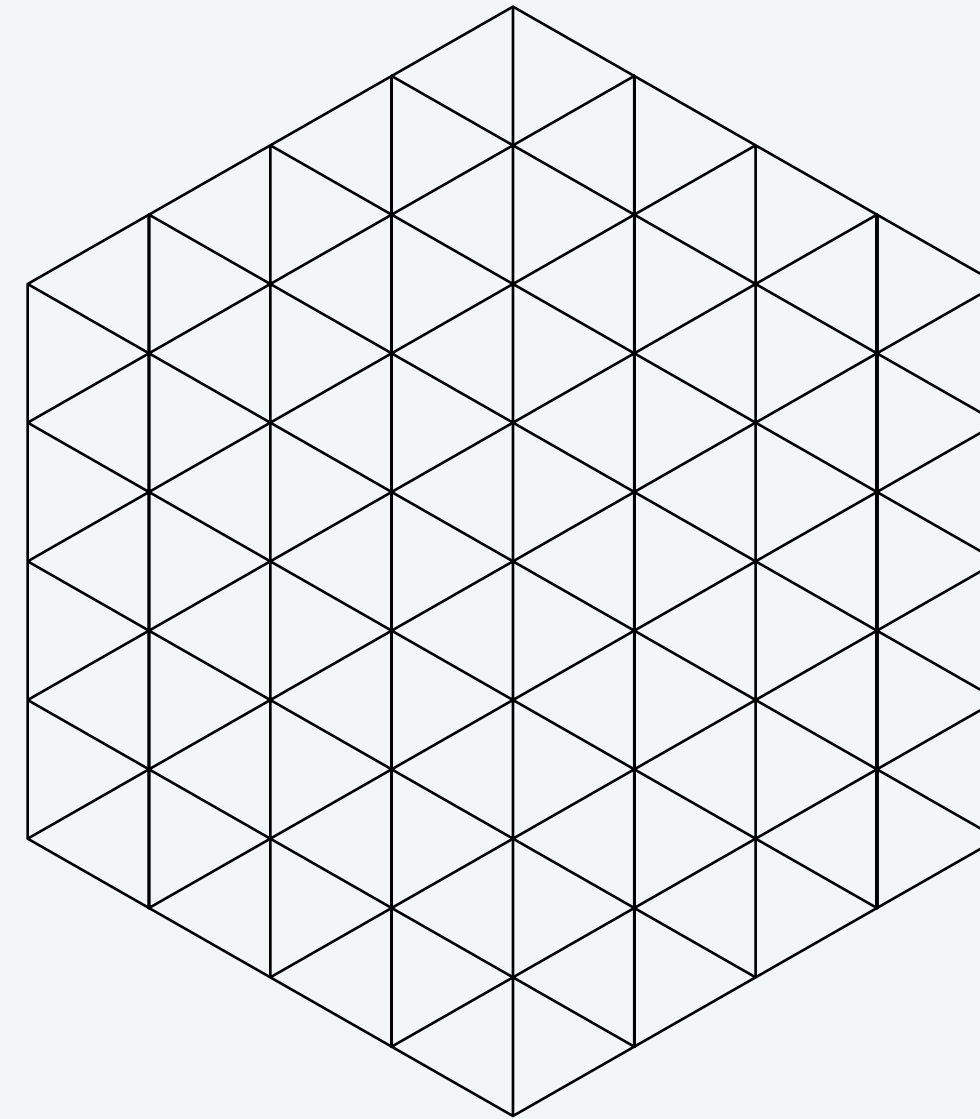


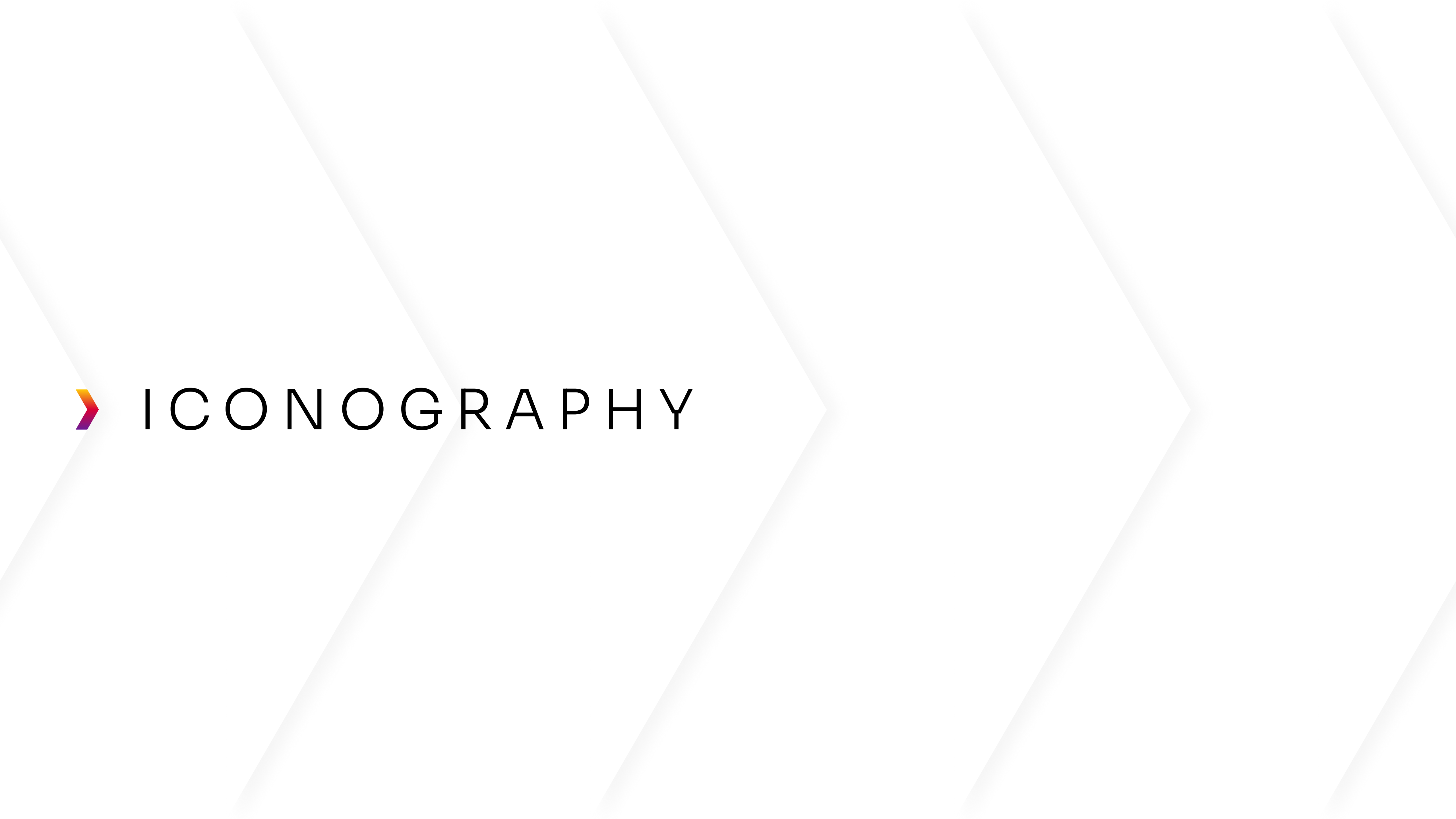
# Atomic triangles


## Speed and scale

DNA to unify every visual element

- Strongest structure in nature
- Relates to arrows (speed, direction)
- Compounds and scales into infinite forms
- Timeless forward-looking aesthetic

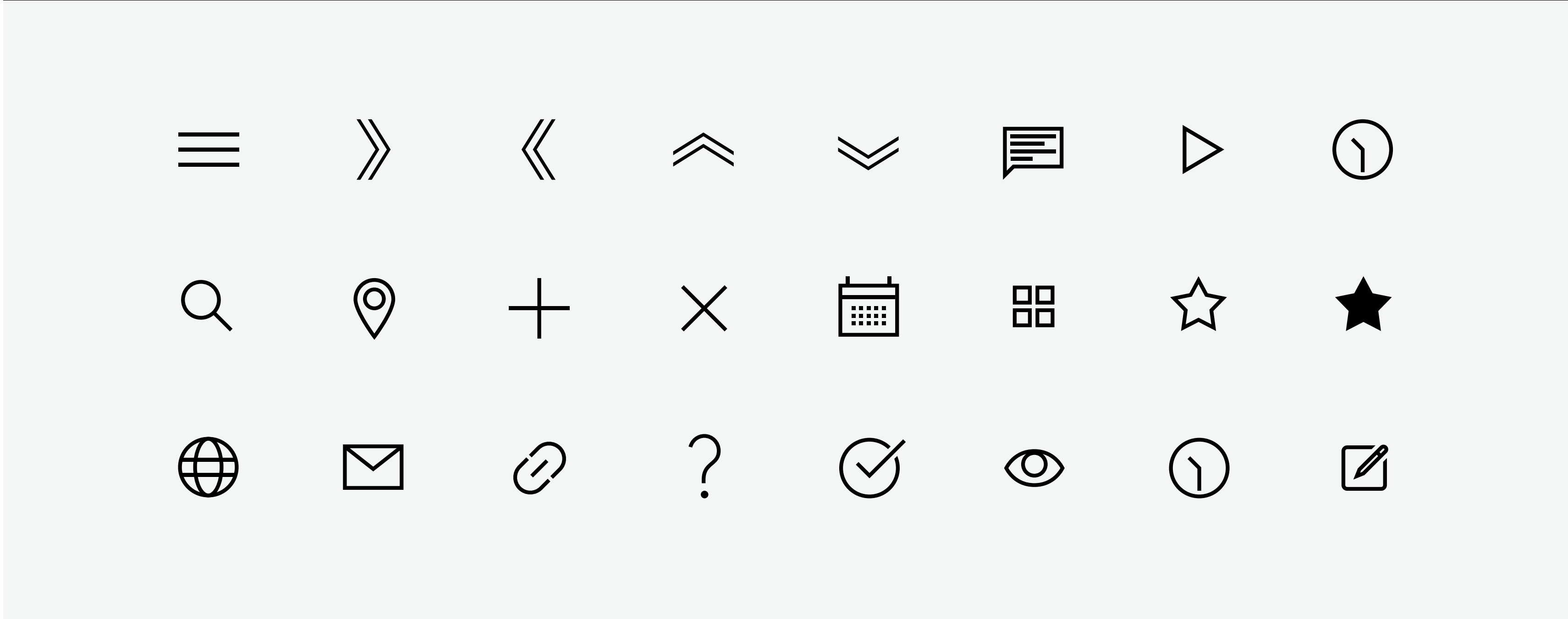
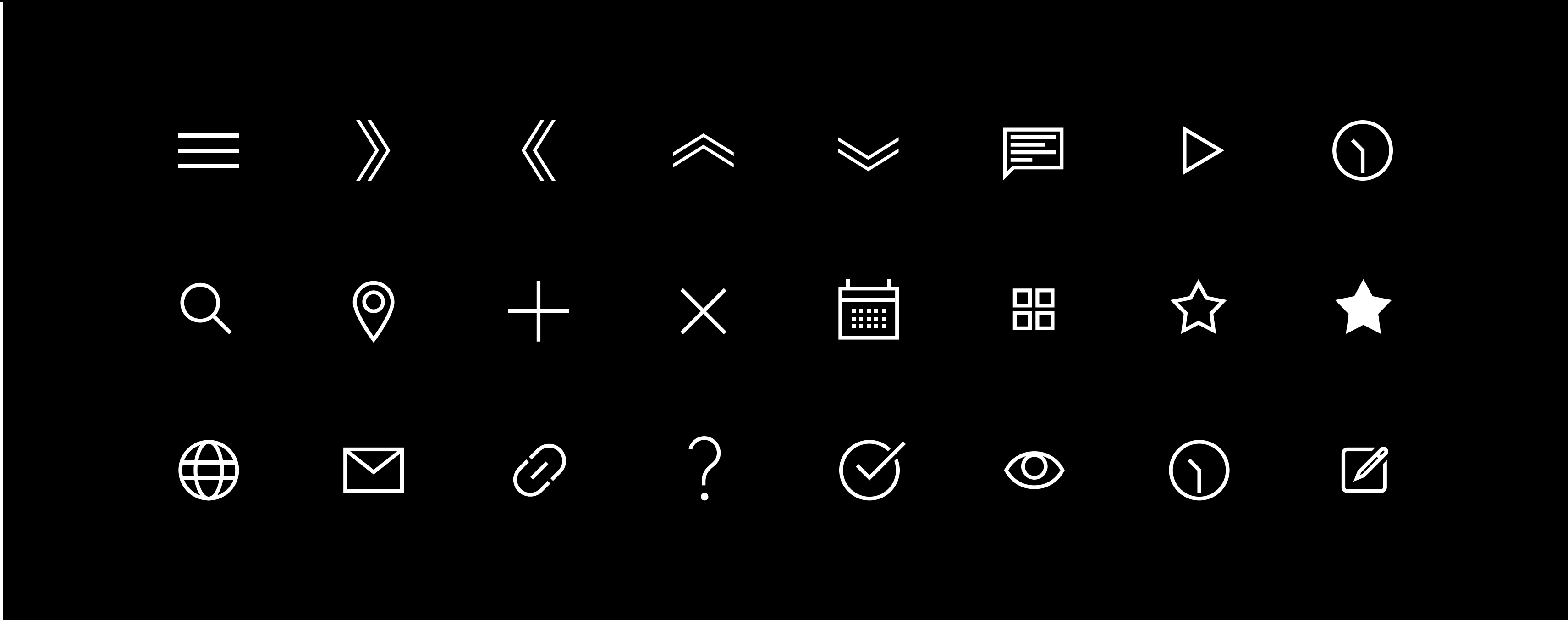




 ICONOGRAPHY

## UI icons

UI icons are used for navigation, notifications, and to represent actions. UI icons should only be used on interactive web elements and should always provide a function.



## Feature icons

Feature icons are used for more complex, abstract concepts.

Feature icons should only be used as visual descriptors for features and benefits.

The atomic triangle grid should always be included when using these icons.

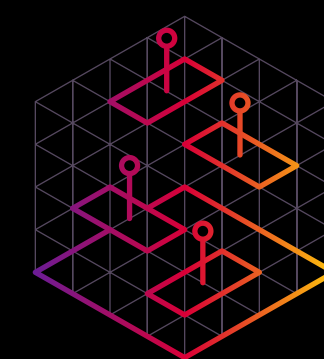
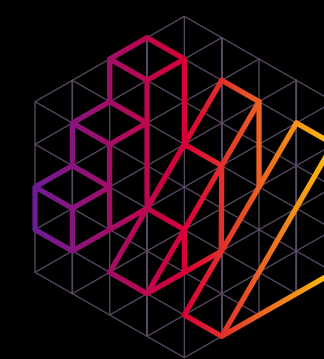
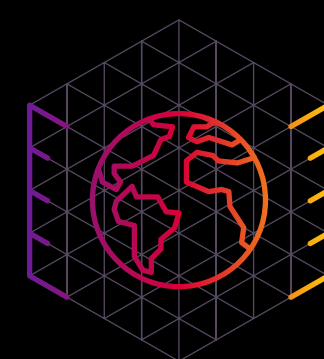
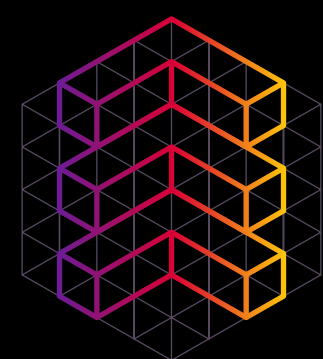
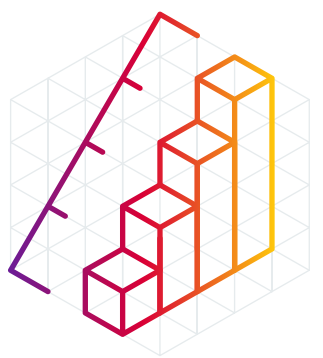
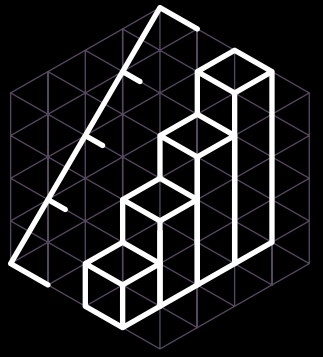
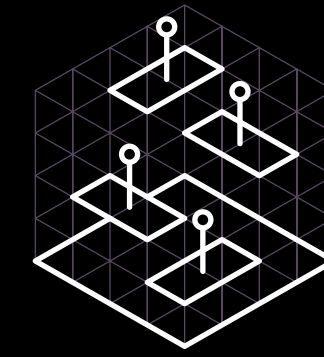
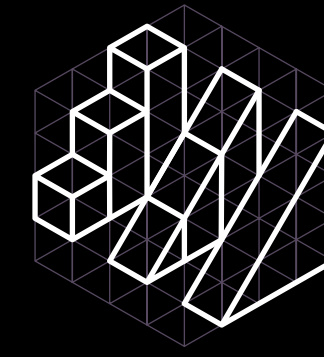
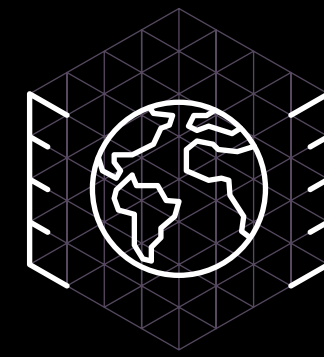
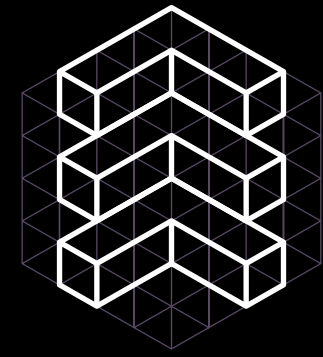
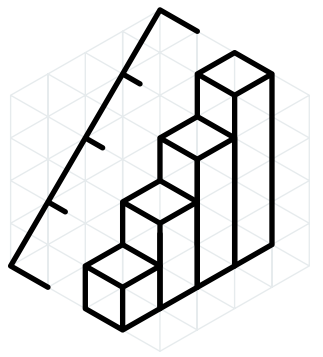
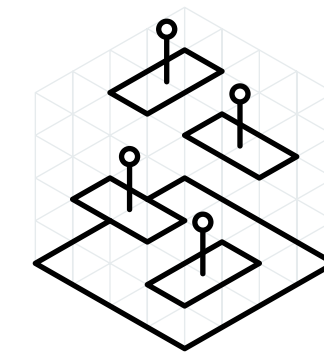
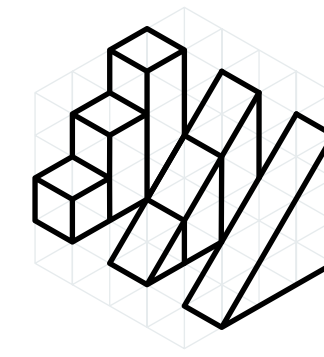
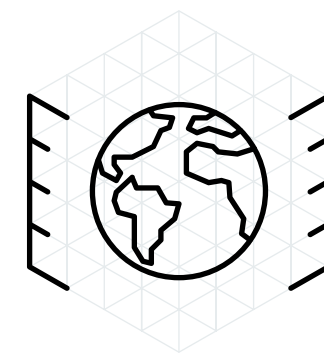
Each icon has four color states for different backgrounds and preferences:


**Black** = For use on white or light gray


**White** = For use on black or similar

**Gradient on Light** = For use on white

**Gradient on Dark** = For use on black

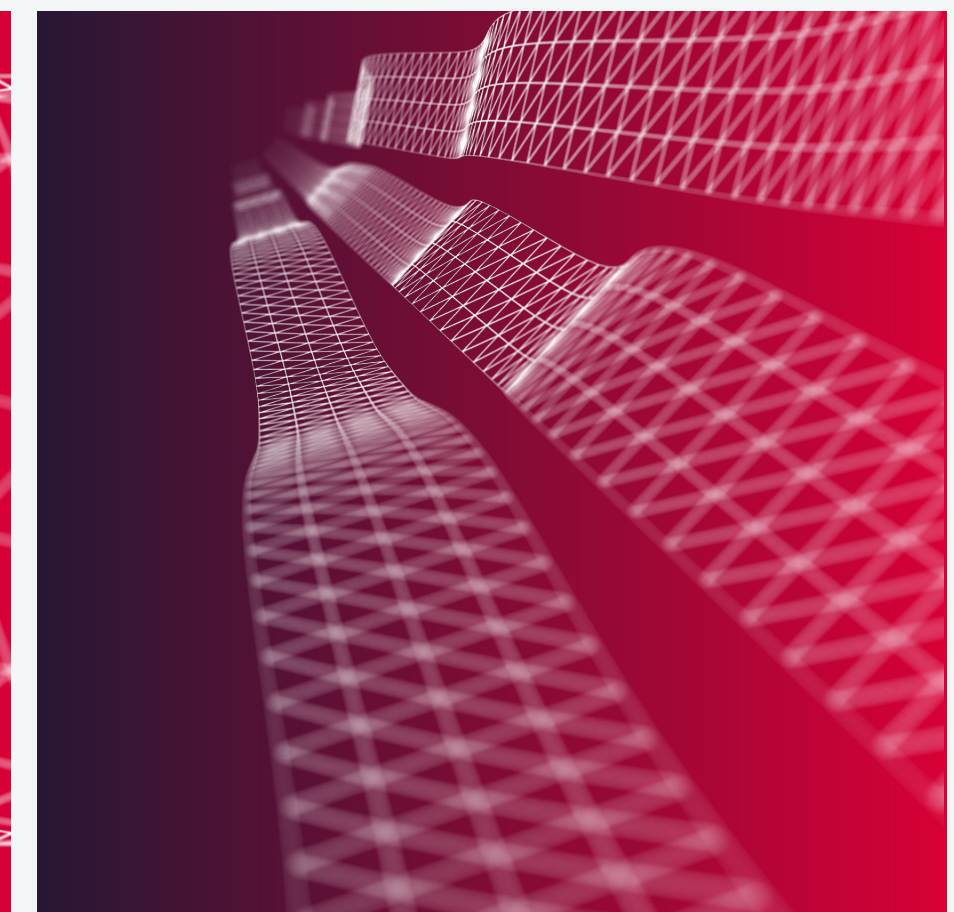
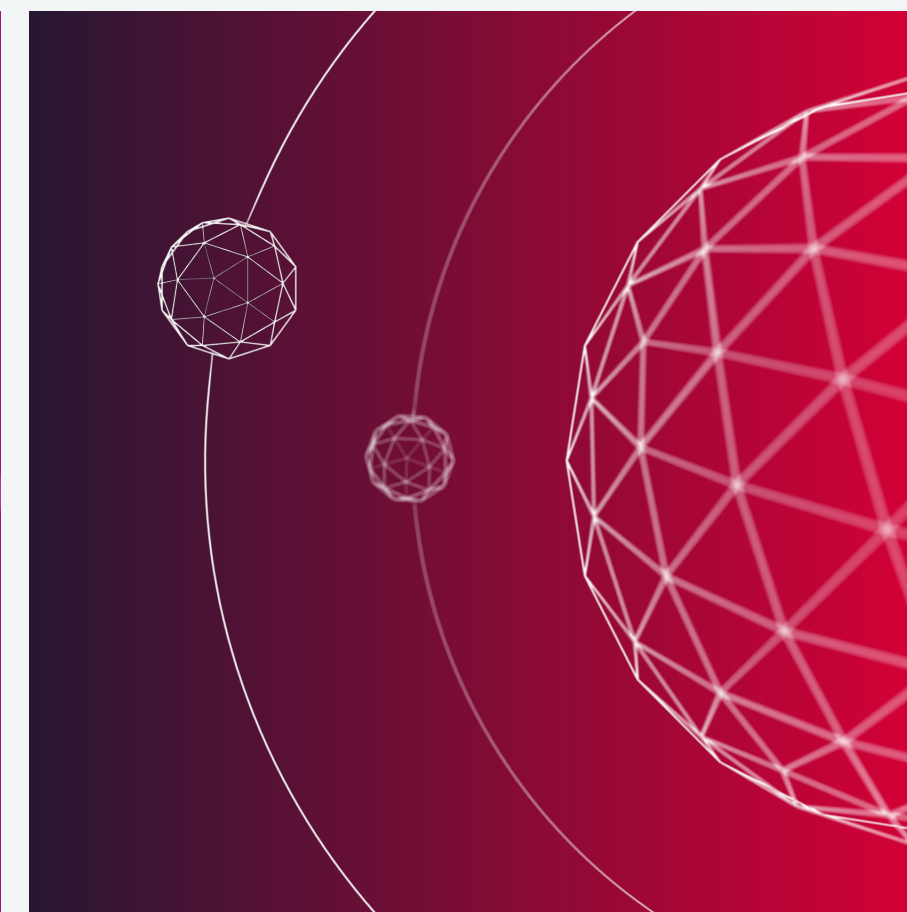
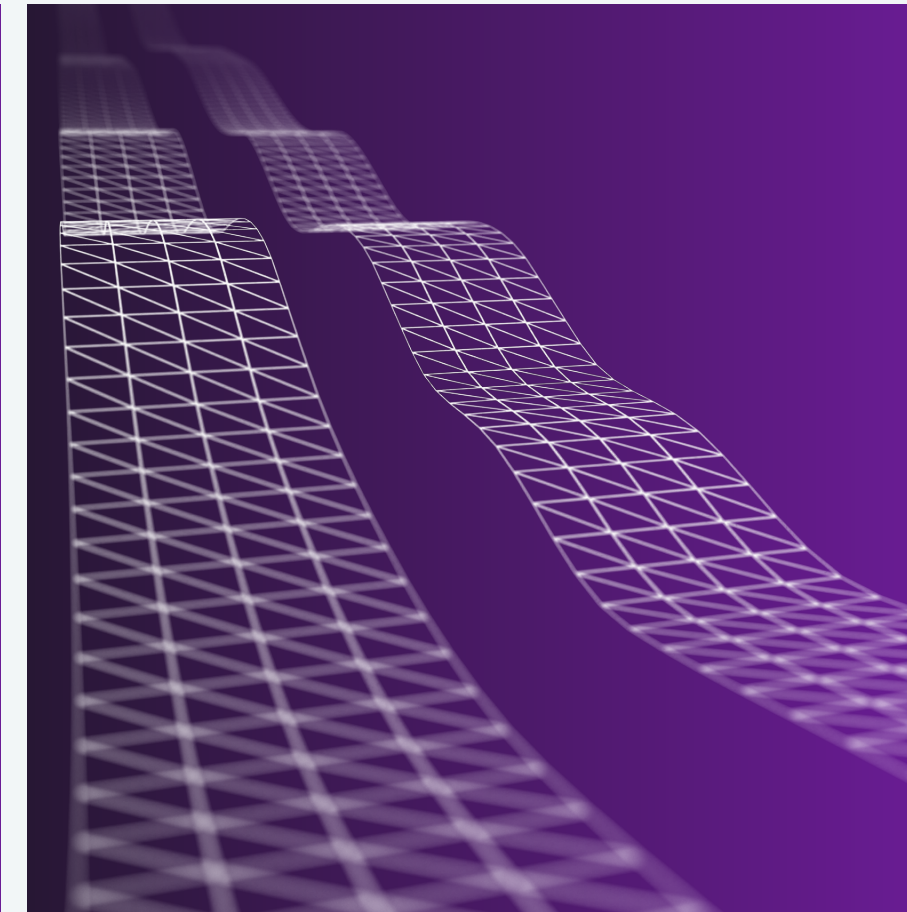
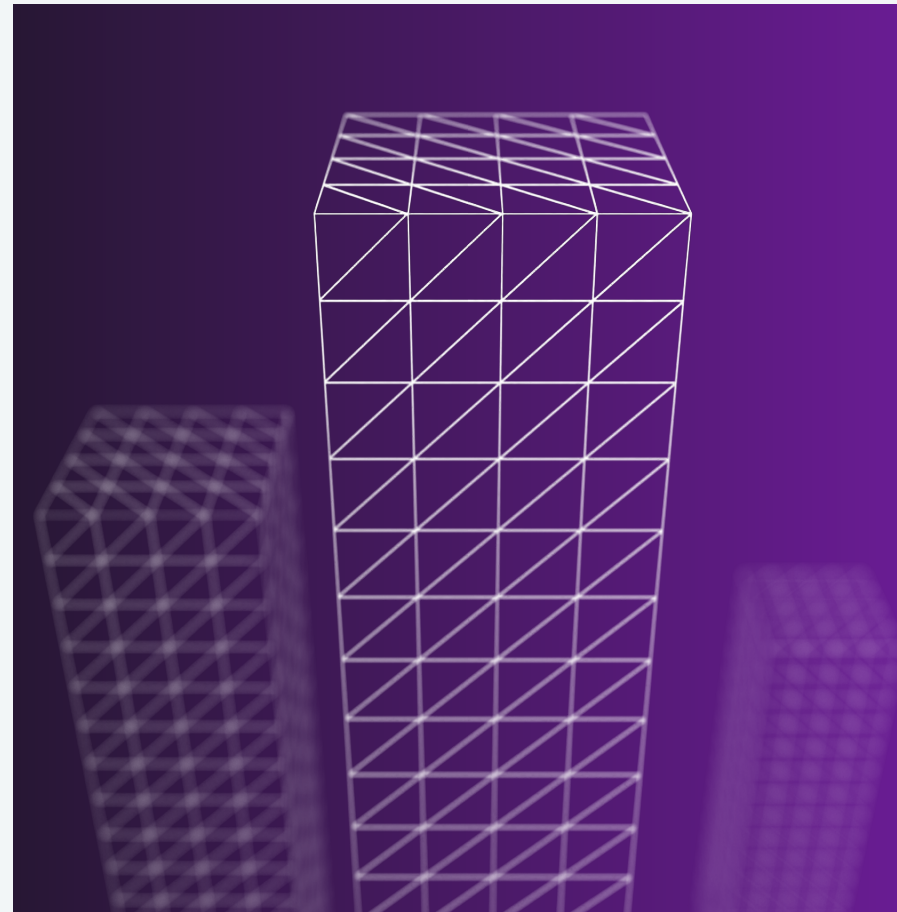






 ILLUSTRATION

## Illustration

These are specific illustrations for the DS products. Don't recreate these

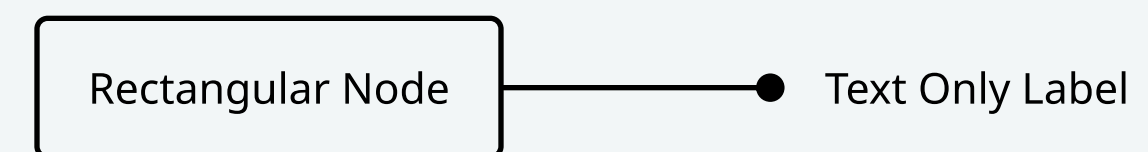
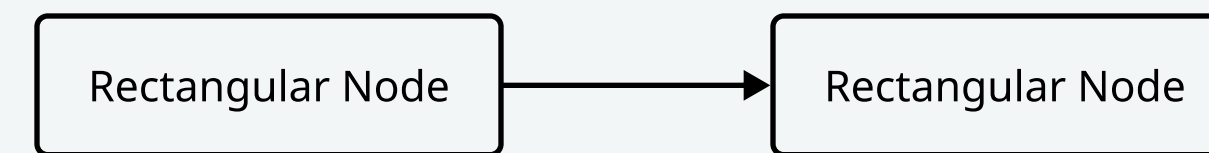




 DIAGRAMS

# Diagrams

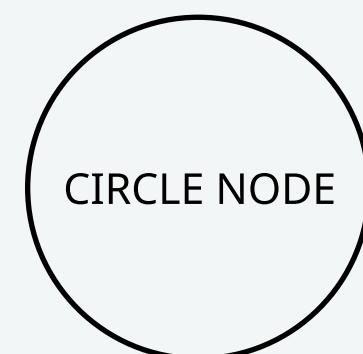
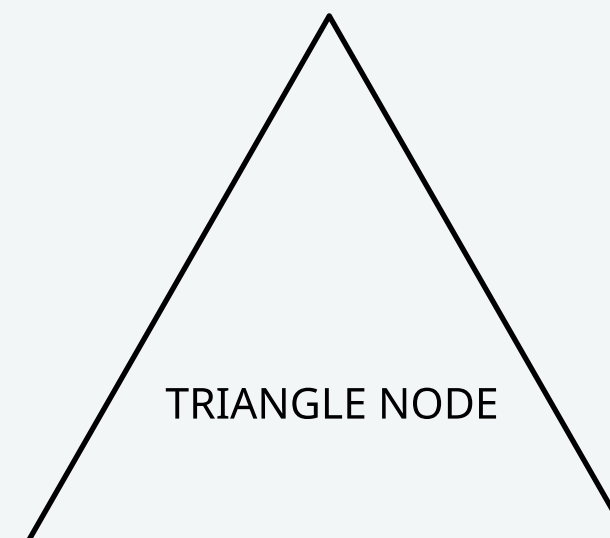
Types of connections.





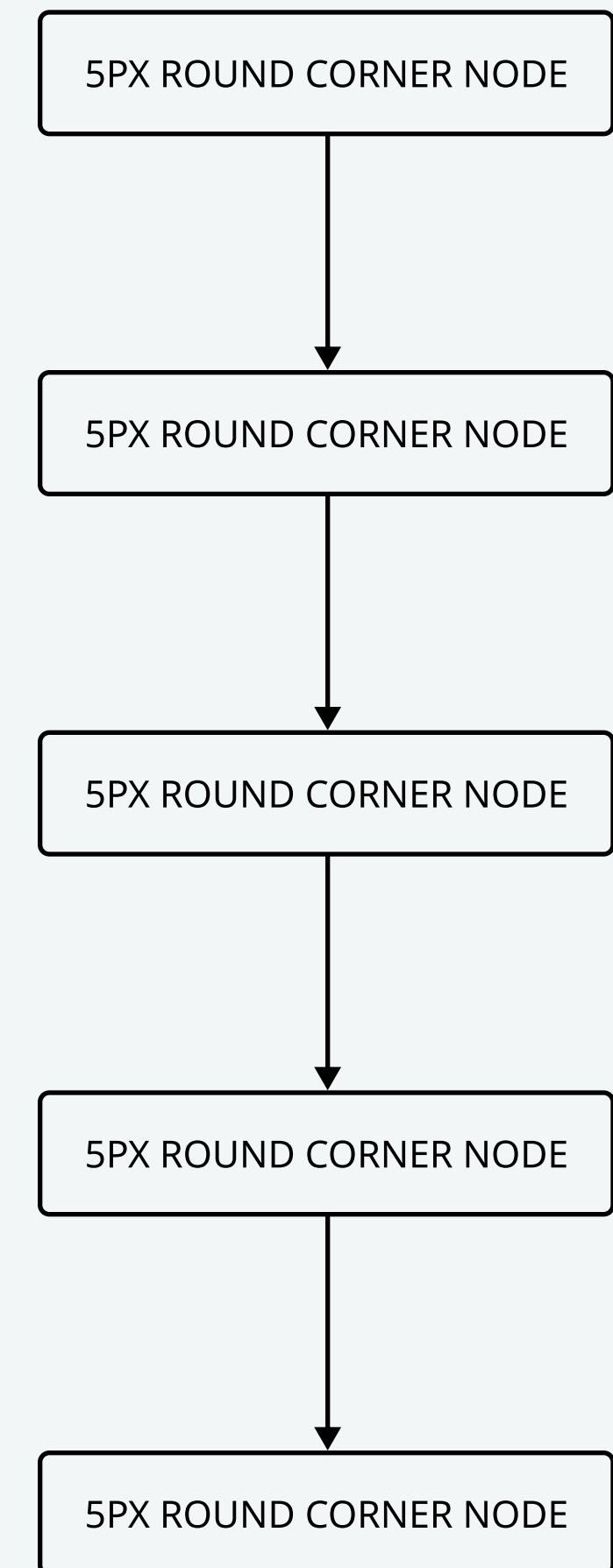
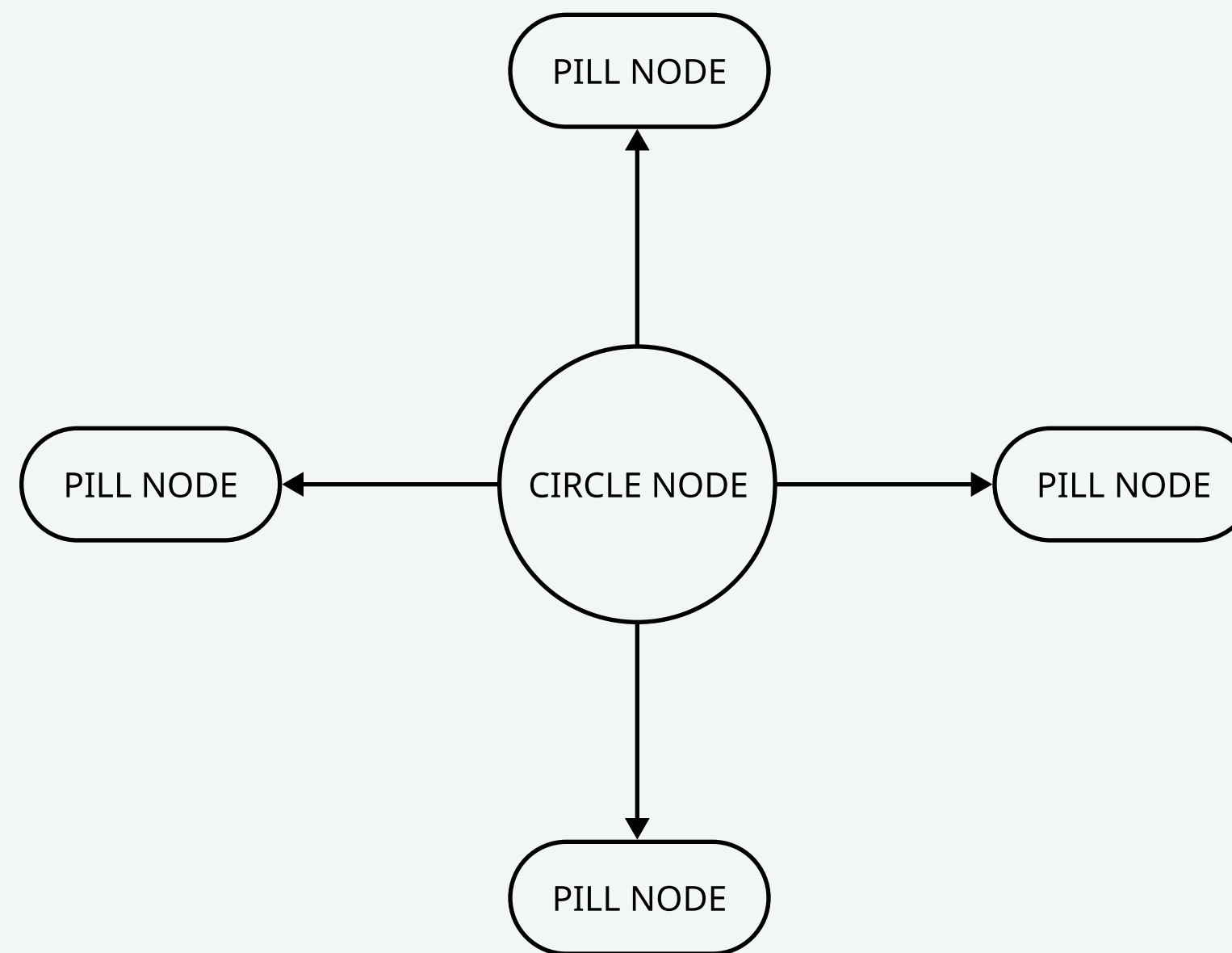
# Diagrams

Types of nodes.



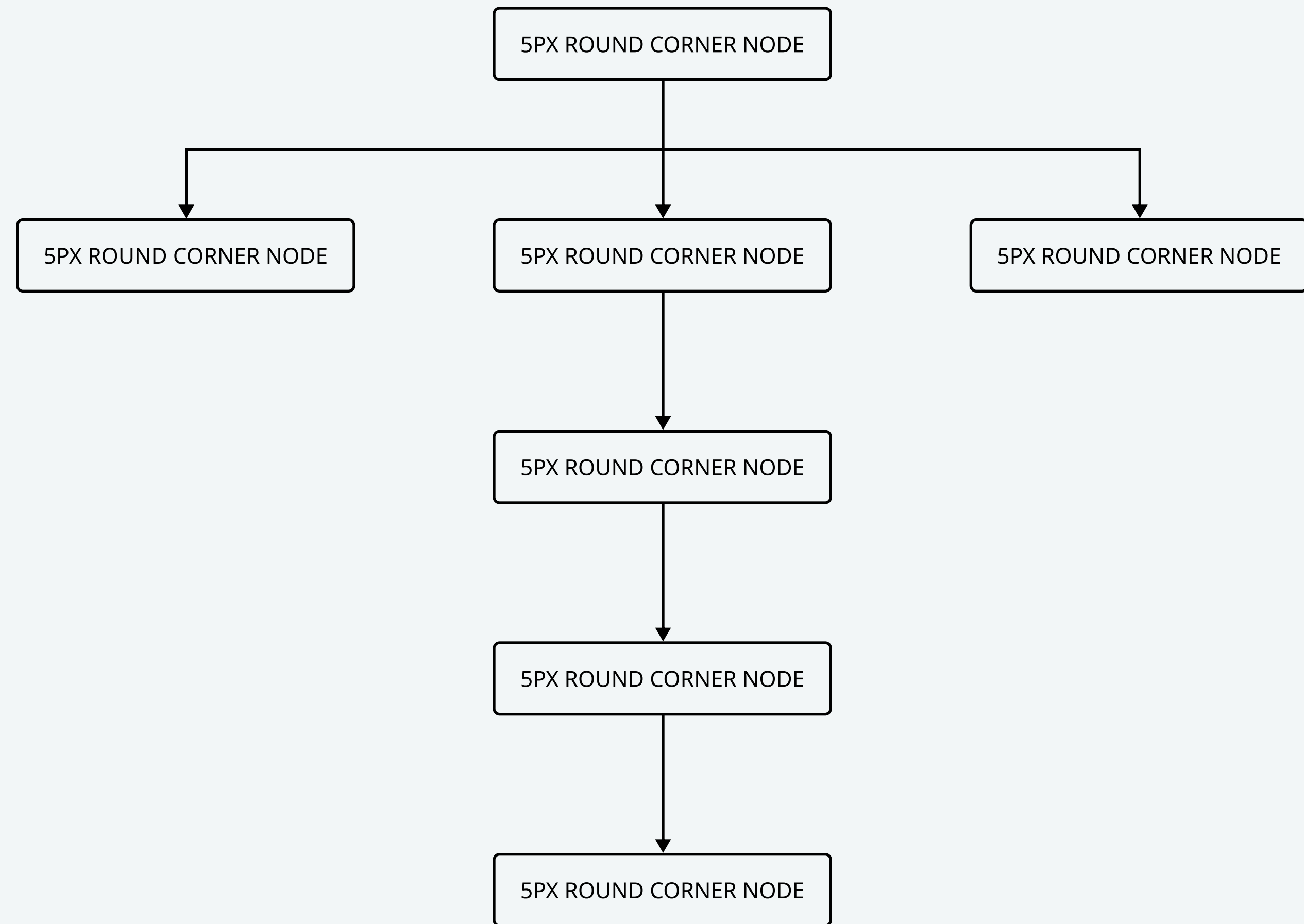
# Diagrams

Usage examples.



# Diagrams

Usage examples.



# Photography

## People

When choosing photography, look for images that have connections to the color guidelines.

Choose images that are friendly, engaging and where people aren't looking directly at the camera.

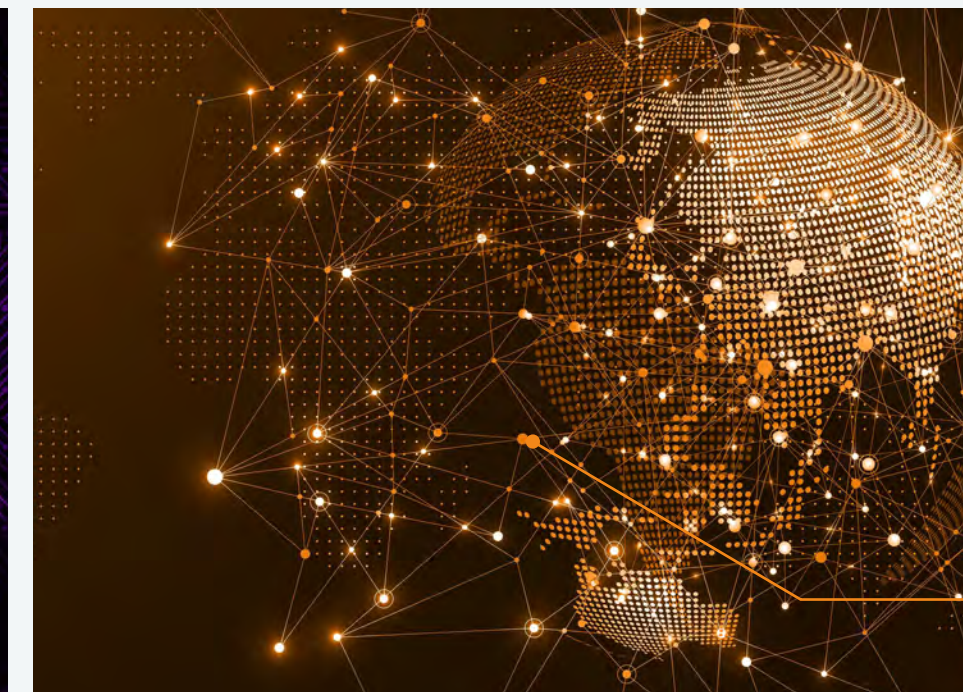


# Stock photography for decks

If you need a data stock image, look for images that have connections to the copy. Use these 5 examples as references points.

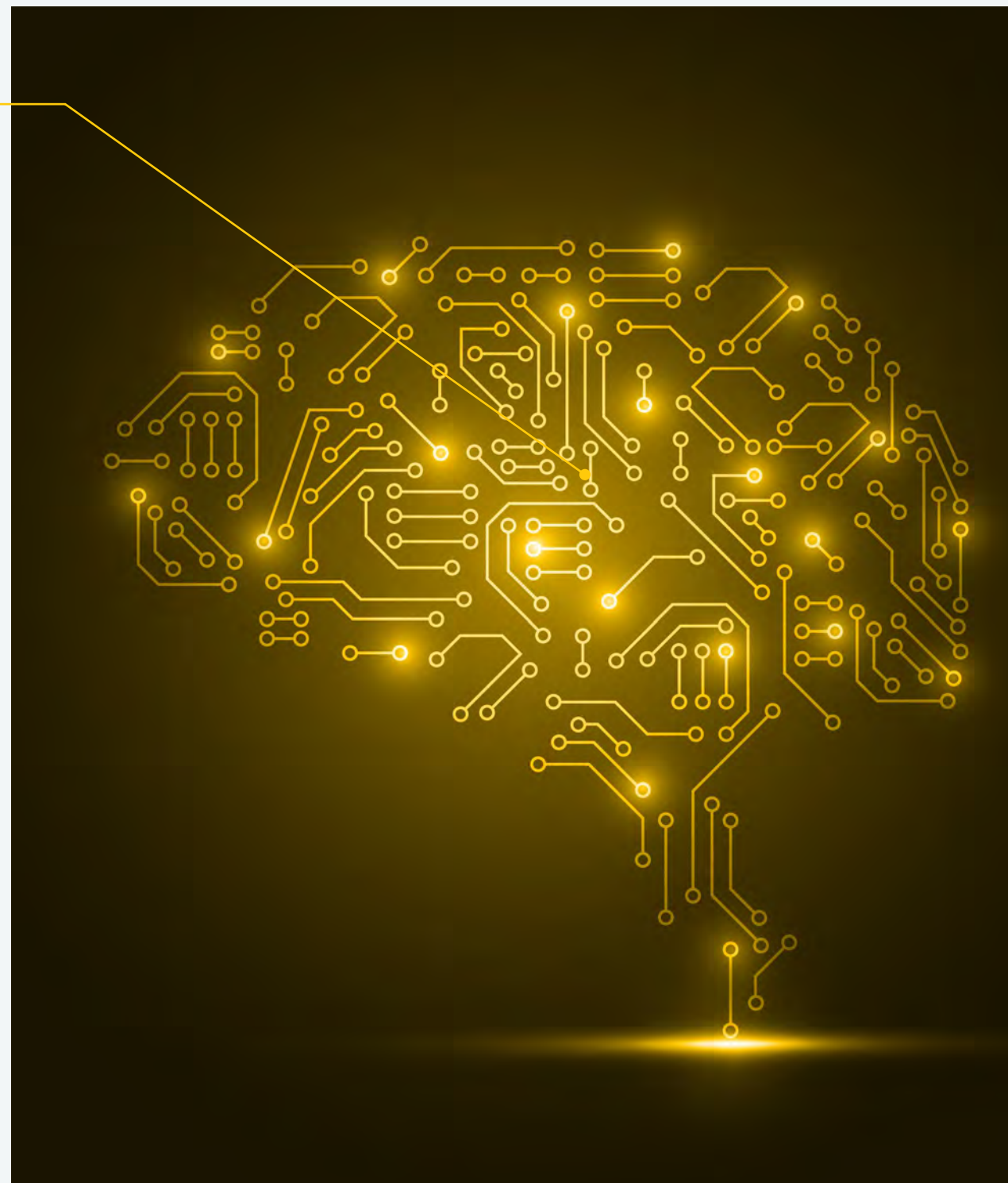
In Photoshop, add a solid color layer over the image and set the blending mode to 'Color'. Choose a color from the palette that compliments the image.

PURPLE

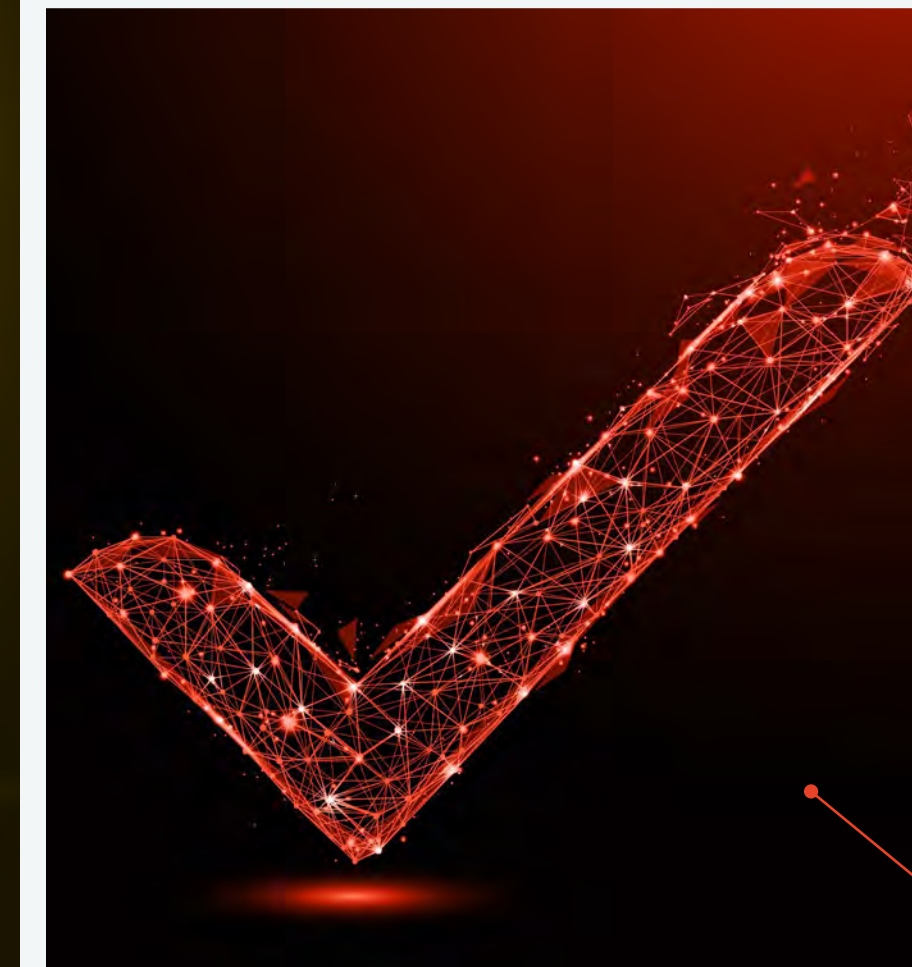


TANGERINE

YELLOW



FUCHSIA



ORANGE

## Triangle patterns

Building atomic triangle patterns to use as full image overlays.

- Half tone
- Triangle grid
- Random sized triangles



# Triangle pattern overlays

Atomic triangle patterns in various full image overlays.

Half tone pattern, using a library gradient that suits the chosen imagery



Outline triangle 20% soft light



Half tone pattern white gradient to transparent. Subject in front



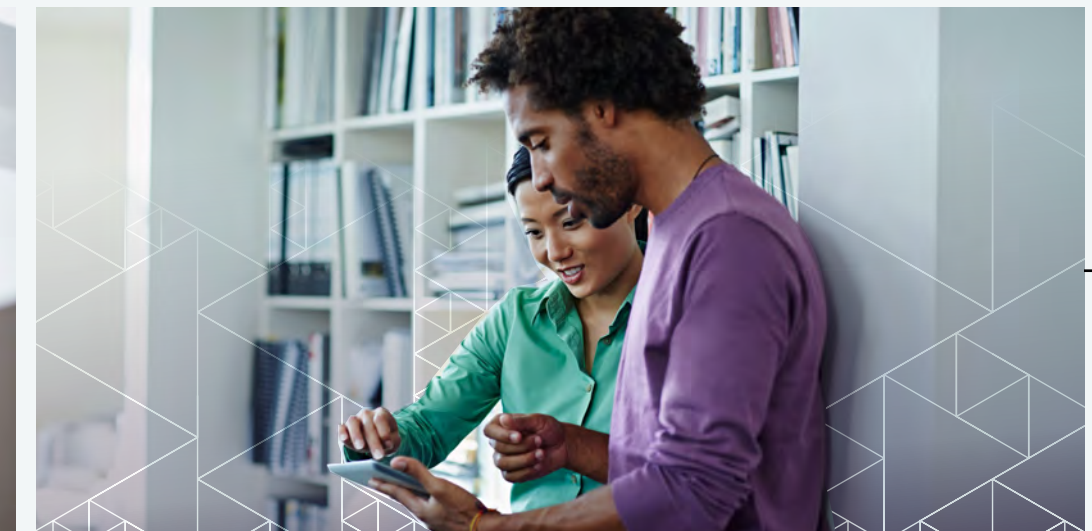
Stroke and gradient overlay transparency



Uniform triangle pattern with dark gradient overlay. Subject in front of pattern



Multi sized triangle pattern with dark gradient overlay. Subject in front of pattern





 VIDEO



## Basic video elements

When creating video assets please use the following elements:

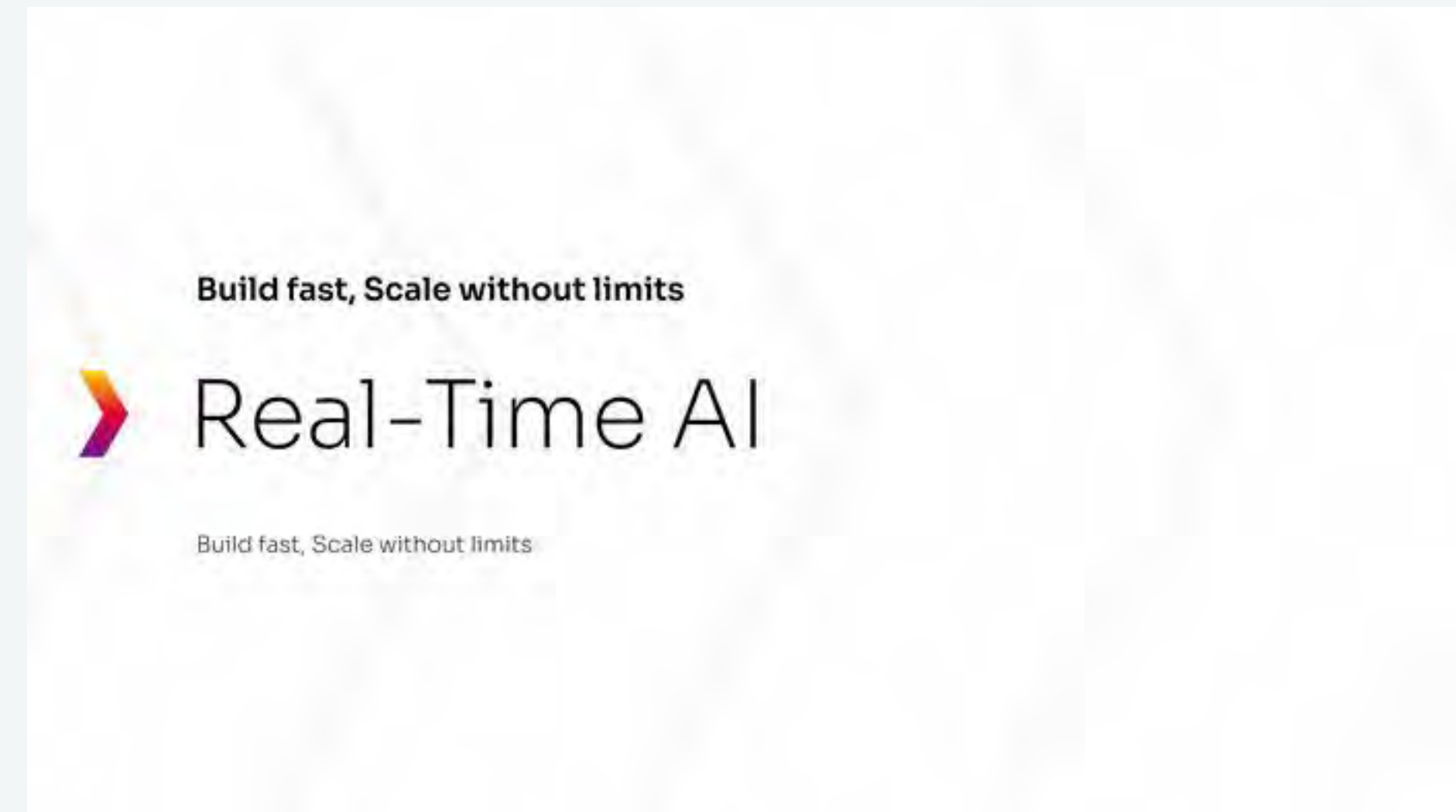
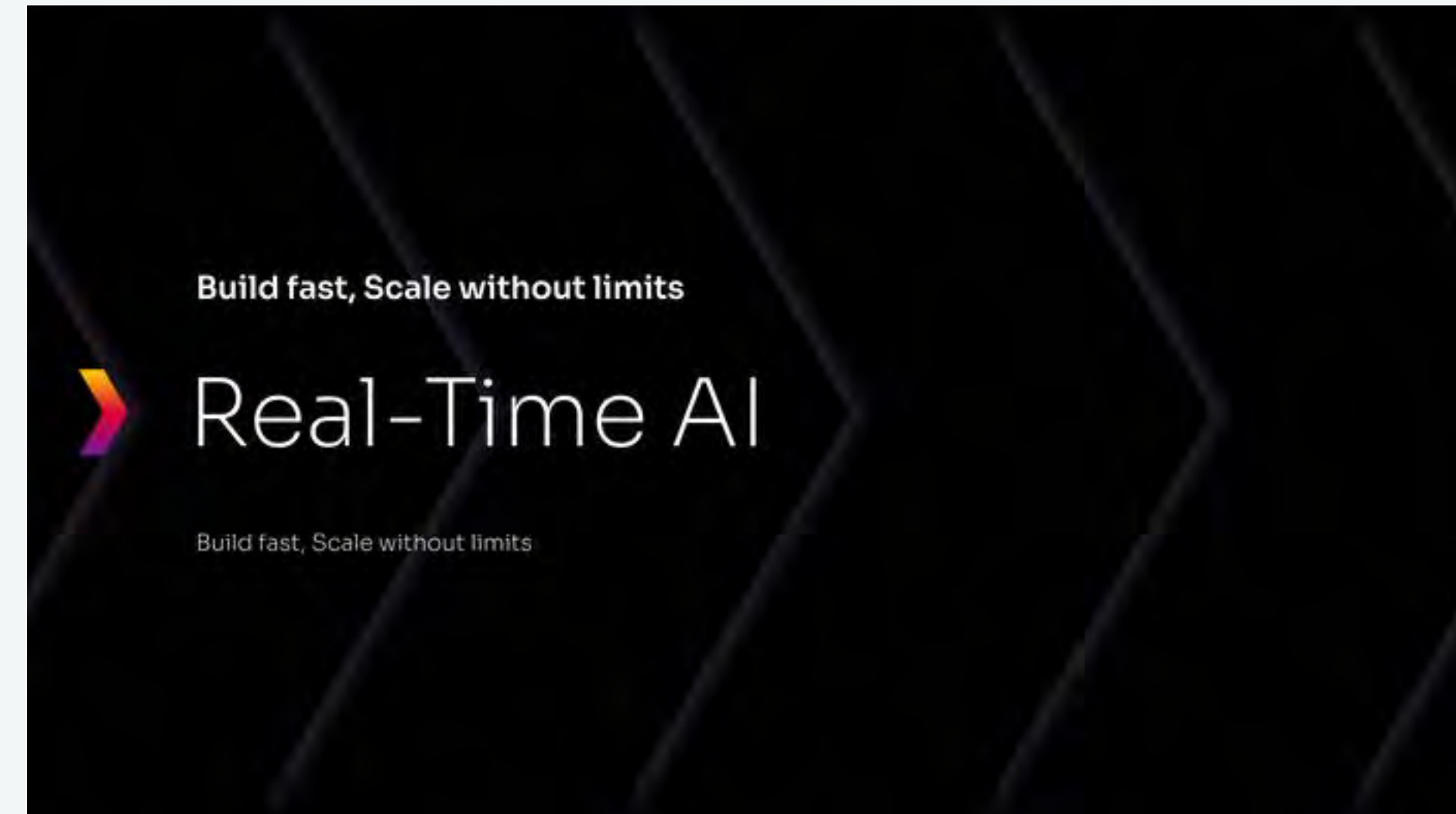
- **Introduction bumper sequence**
- Primary title sequence
- Secondary title sequence
- Transition sequence
- Lower third sequence
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

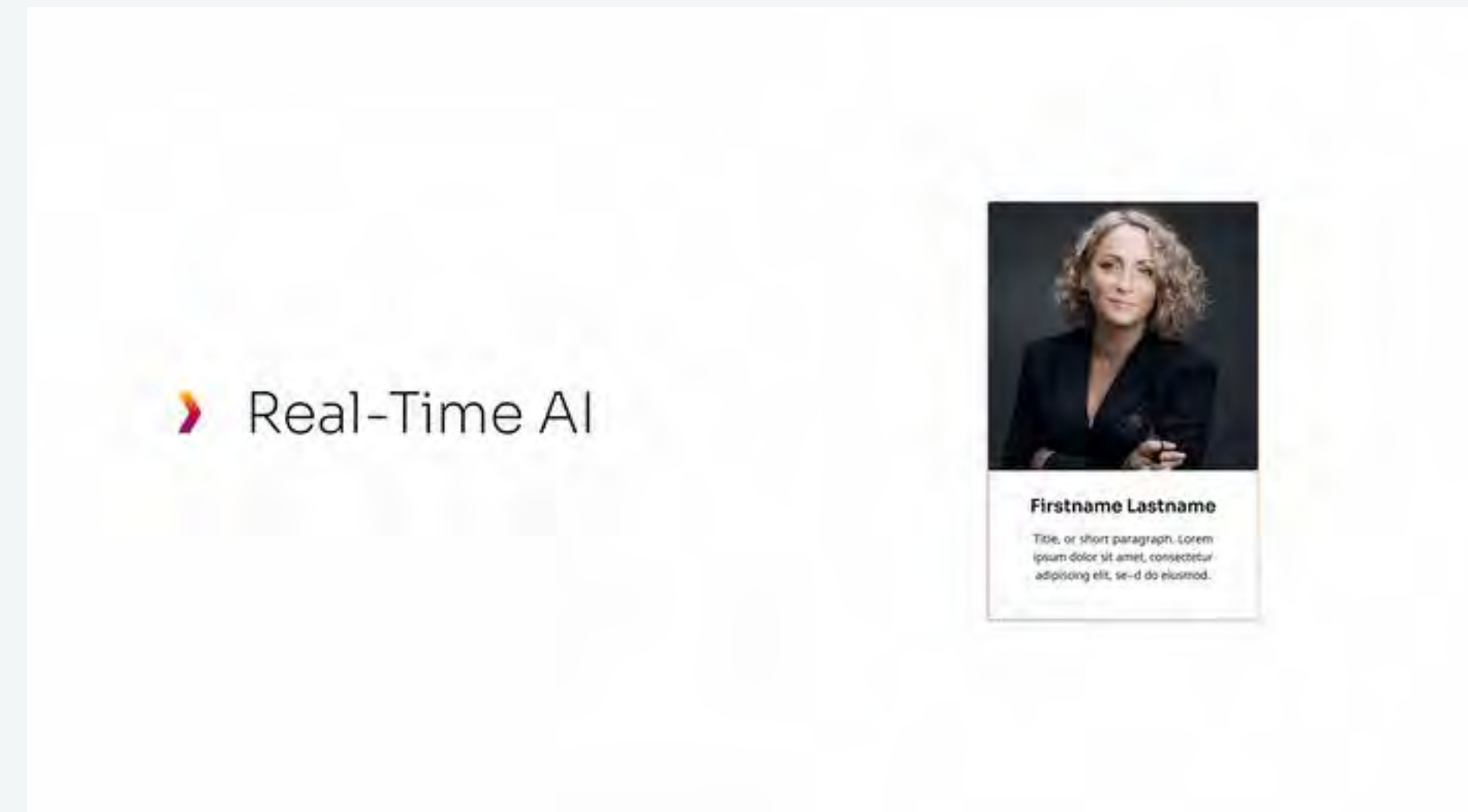
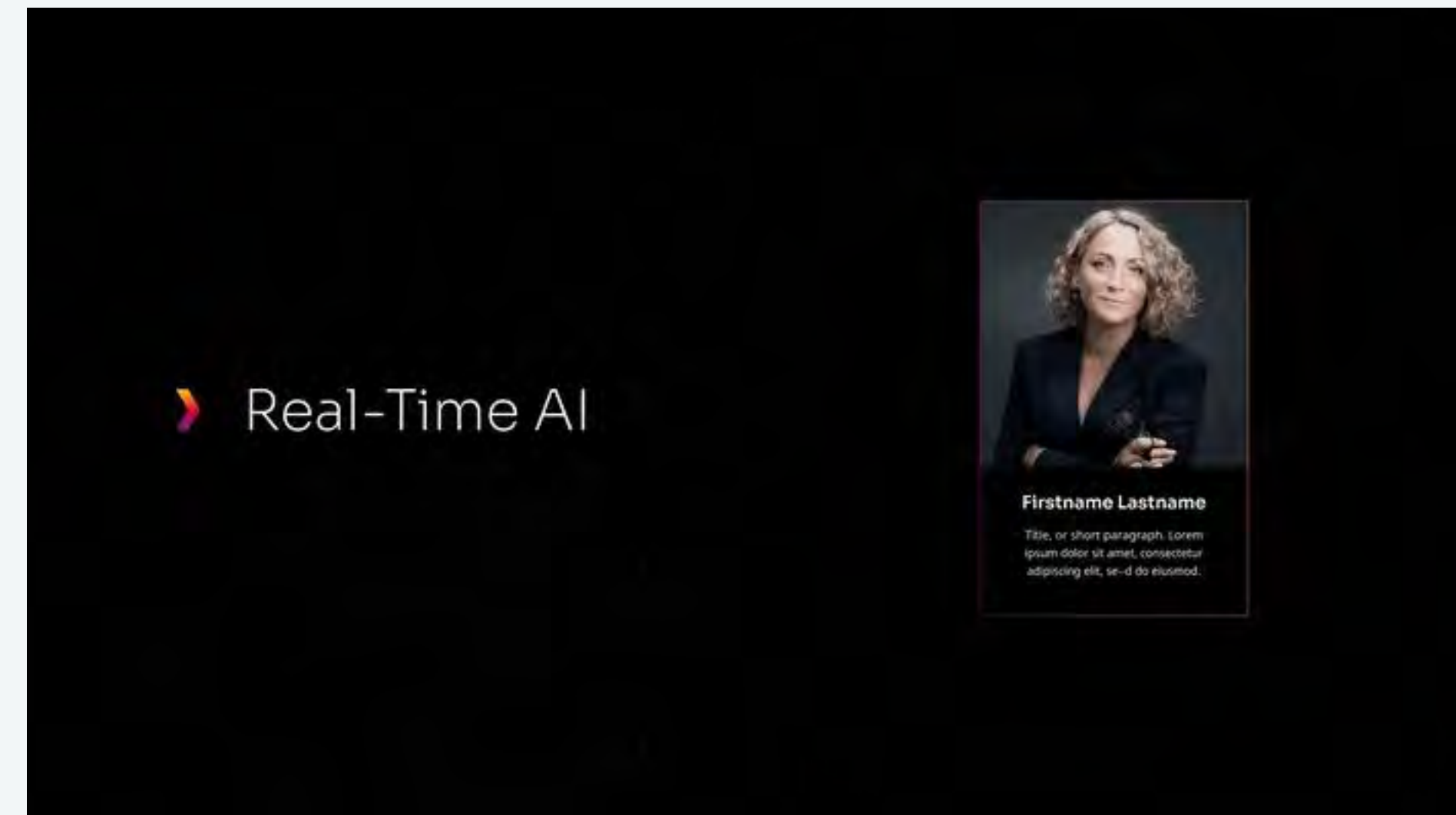
- Introduction bumper sequence
- **Primary title sequence**
- Secondary title sequence
- Transition sequence
- Lower third sequence
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

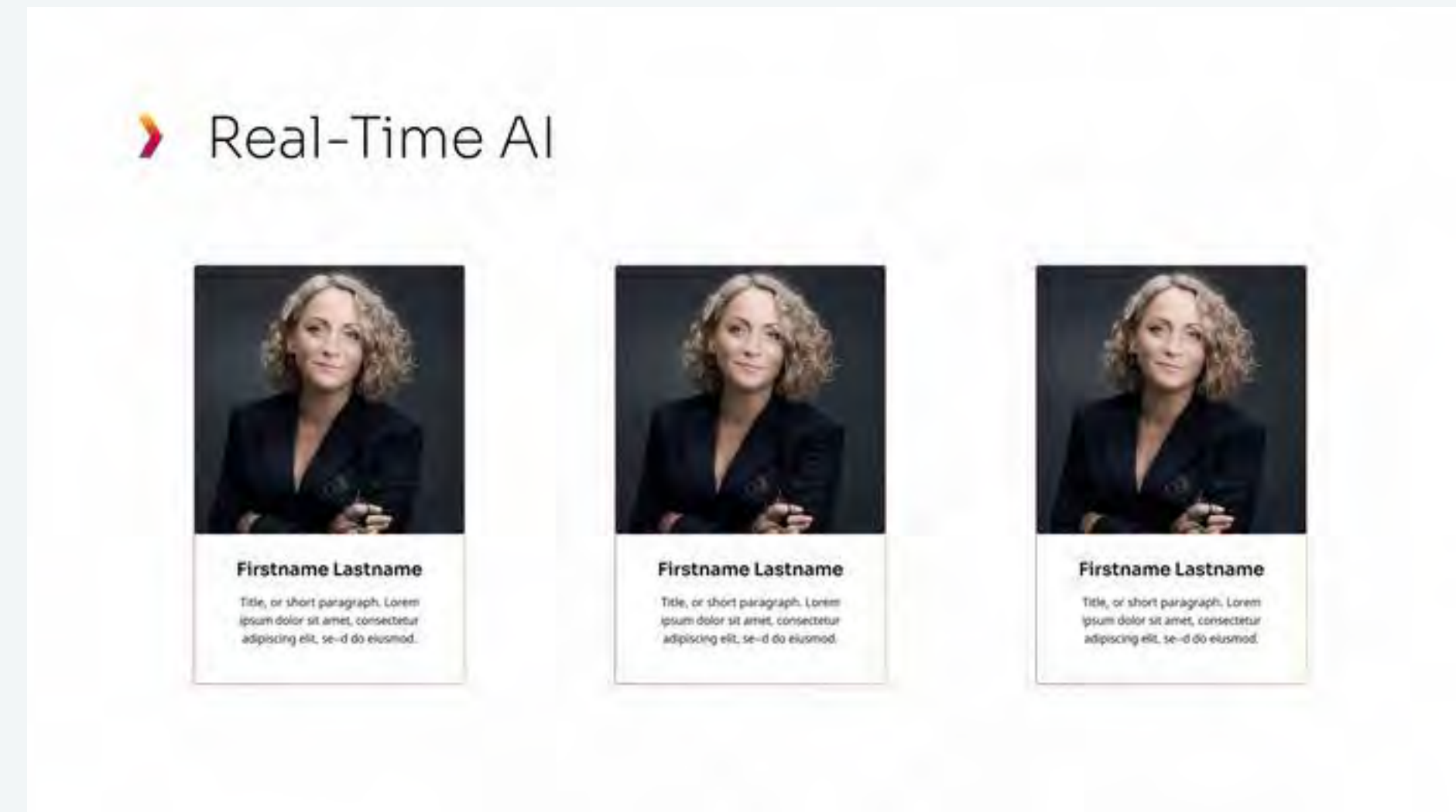
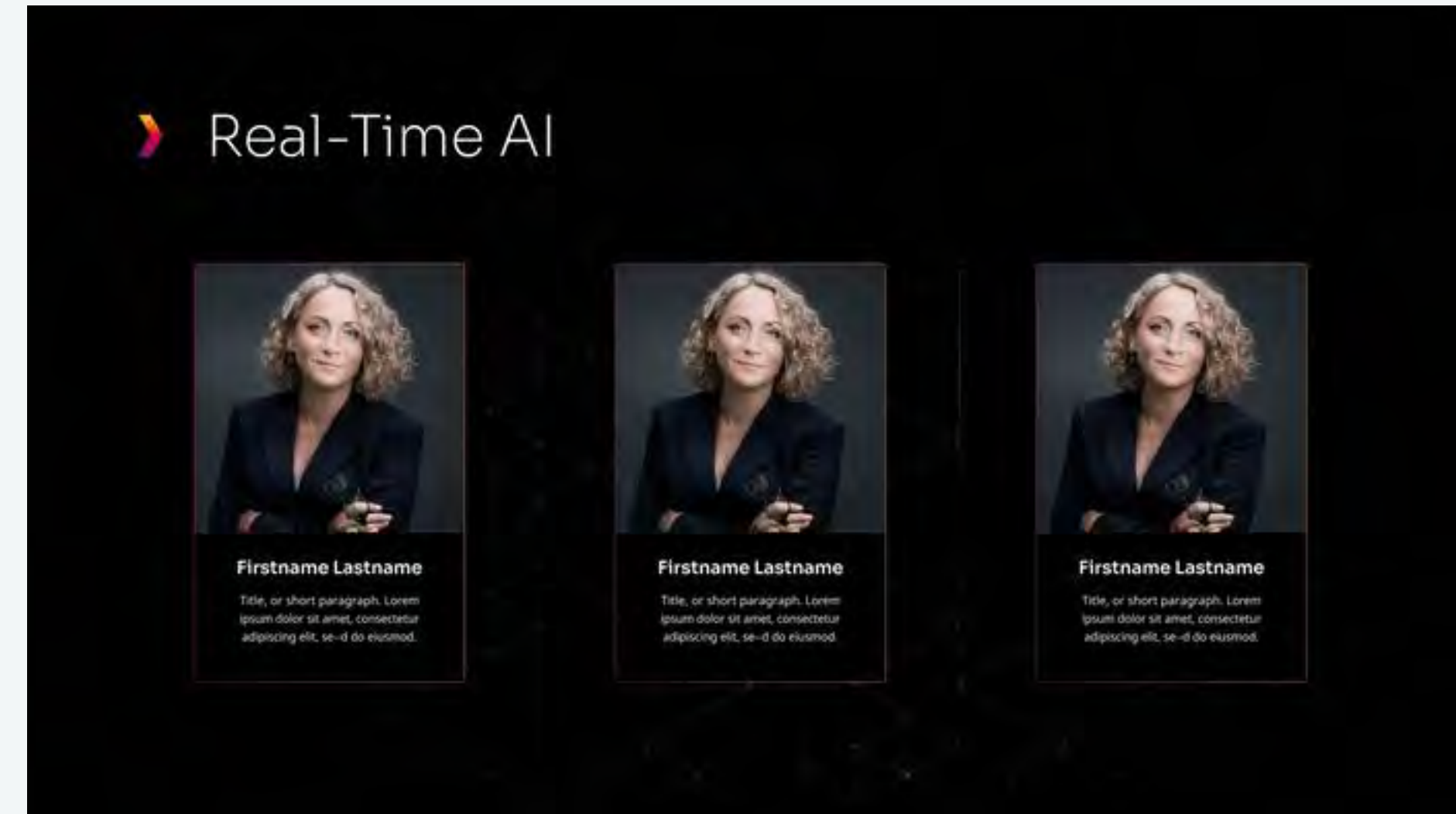
- Introduction bumper sequence
- Primary title sequence
- **Secondary title sequence A**
- Transition sequence
- Lower third sequence
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

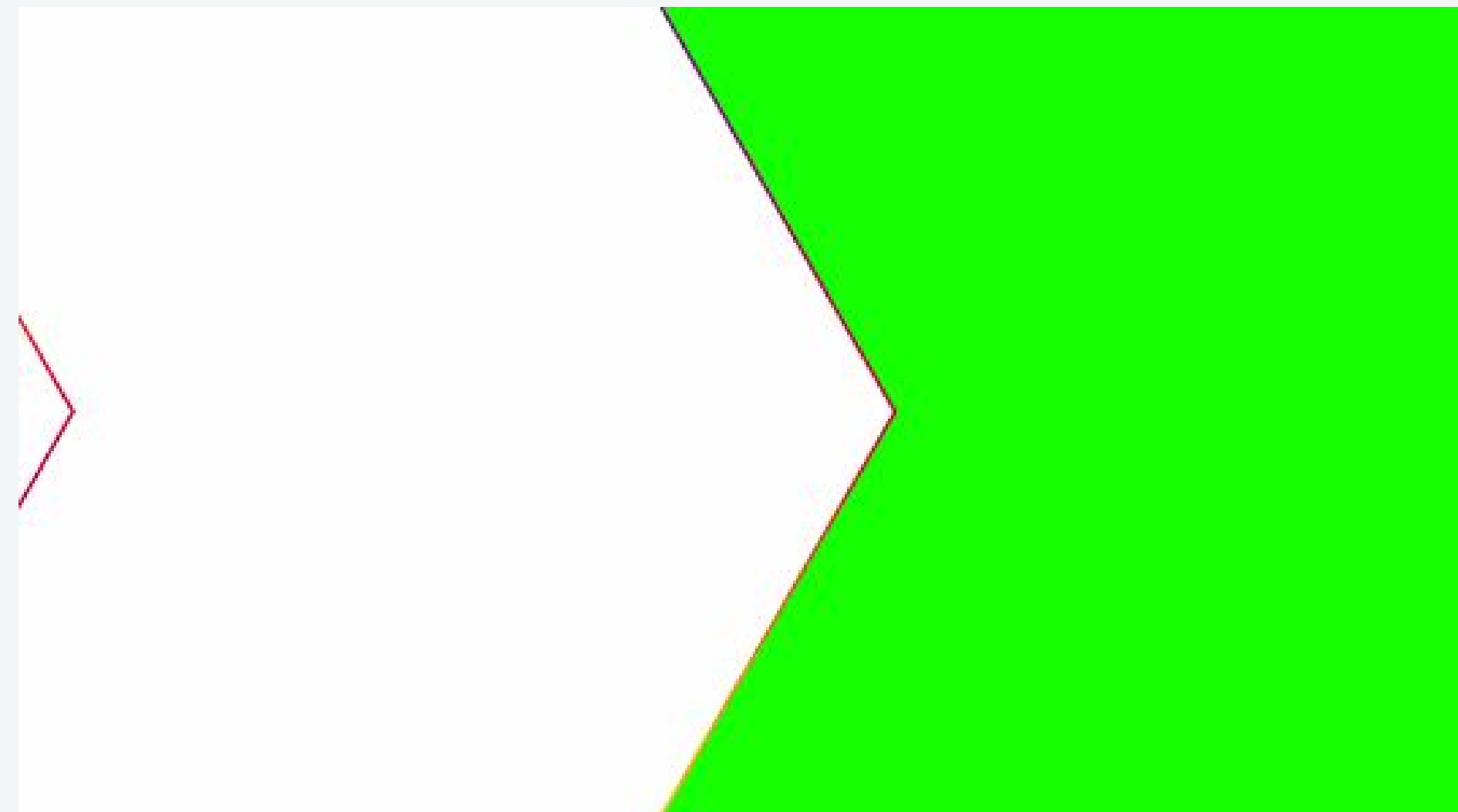
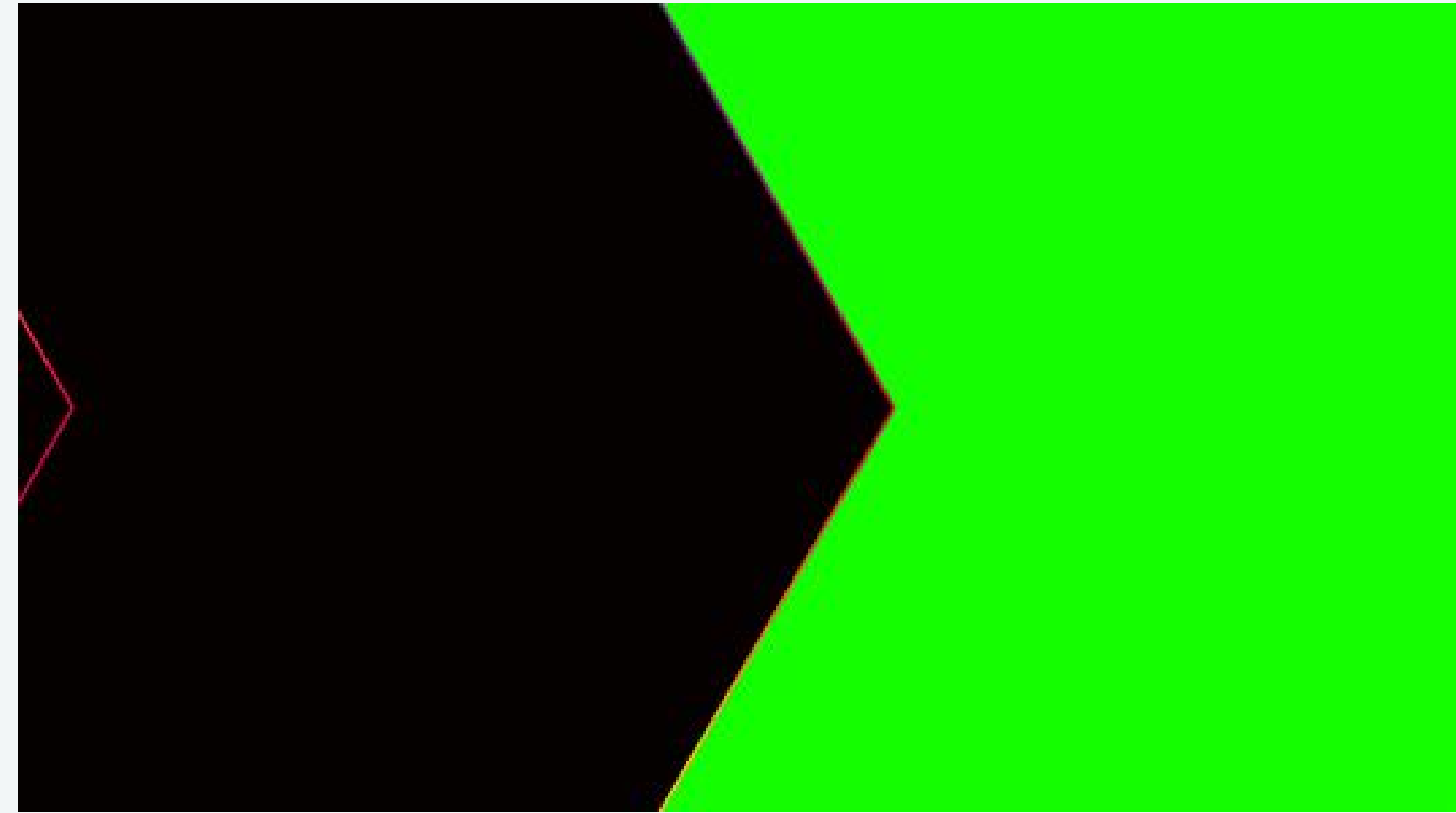
- Introduction bumper sequence
- Primary title sequence
- **Secondary title sequence B**
- Transition sequence
- Lower third sequence
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

- Introduction bumper sequence
- Primary title sequence
- Secondary title sequence
- **Transition sequence**
- Lower third sequence
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

- Introduction bumper sequence
- Primary title sequence
- Secondary title sequence
- Transition sequence
- **Lower third sequence 1 + 2**
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

- Introduction bumper sequence
- Primary title sequence
- Secondary title sequence
- Transition sequence
- **Lower third sequence 3**
- Outro bumper sequence



## Basic video elements

When creating video assets please use the following elements:

- Introduction bumper sequence
- Primary title sequence
- Secondary title sequence
- Transition sequence
- Lower third sequence
- **Outro bumper sequence**





THANK YOU