NUTANIX™

Nutanix Brand Guidelines

Welcome to the Nutanix Brand Guidelines

This document provides visual guidelines and recommendations to help you create material that looks and feels like Nutanix, no matter the medium or audience.

Table of Contents

Click on the section you want to view to automatically jump to the correct page.

About Nutanix

VOICE

The Nutanix voice is honest, approachable, and familiar. Our priority is connecting emotionally with our audience, and explaining the value of our products with simplicity. Our copy should mirror the simplicity and ease of our products, and focus on their unique benefits. We connect with the day-to-day, remove jargon or "fallback" words wherever possible (I'm looking at you, "robust" and "innovative!"), and act as a breath of fresh air in the enterprise IT landscape.

TONE

Our tone is usually informal, but it's always more important to be clear than entertaining. Simplicity and focus is paramount. When you're writing, consider the reader's state of mind. Are they inspired and looking for a demo? Are they confused and seeking our help via support? Are they curious about a marketing offer? Once you have an idea of their emotional state, you can adjust your tone accordingly. Be direct, connect with the people you're writing for, and give them useful information they need. Use an active voice where possible/appropriate. We want to inspire people to action.

Our audience is human. Write for humans, and ask yourself, "Would I read this?"

WE ARE
- Empowering but not unctuous
- Intelligent but not out of touch
- Honest but not aggressive
- Fun but not silly
- Simple but not basic
- Helpful but not overbearing
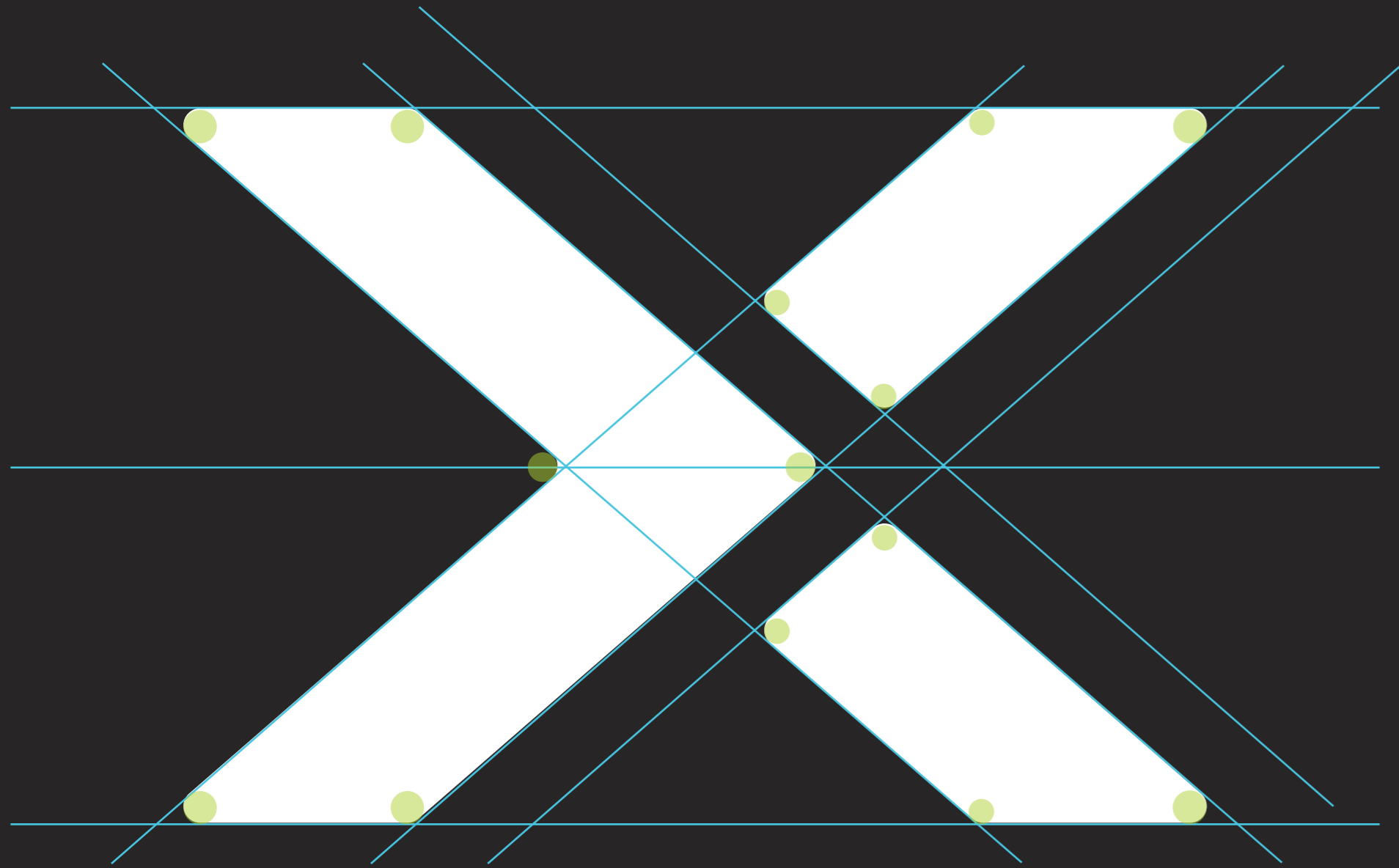
Logo

DOWNLOAD ASSETS

Primary Logo

The logo is sacred.

From the company's inception, our logo has represented our movement and velocity in innovation, in the IT space, and into the future. We preserve that legacy by ensuring that the usage of the logo and the places the logo appears properly showcase the Nutanix brand.

WORDMARK

LOGOMARK

Clear Space

To preserve the integrity of the logo, a minimum clear space around the logo should always be maintained. This clear space insulates the logo from distracting graphic elements such as other logos, copy, illustrations or photography.

Do not infringe on the logo's clear space, which is determined by 1 height unit from each outer edge of the letterforms of the logo.

NUTANIX™

= 1 height unit

The height unit is equal to the height of the word Nutanix.

Minimum Size

The minimum width of the full logo is 1.5 inches for print applications and 110 pixels for digital applications.

For any sizes under these values, use the logomark only.

MINIMUM
PRINT SIZE

NUTANIX.

1.5 in

MINIMUM
PIXEL SIZE

NUTANIX.

110 px

Incorrect Usage

Don't make "logo" a 4-letter word with improper usage. The logo should never be compressed, stretched, altered, or otherwise manipulated. If the size of the logo needs to be modified in any way, be sure to scale the height and width of the artwork proportionately.

Do not stretch, modify, or distort the logo

Do not change the color of the logo

Do not use this logo lock up

Do not rotate the logo

Do not put the logo on unapproved colors

Do not break apart the logo

Do not outline the logo

Do not use drop shadows or other effects

Do not place the logo on distracting images

Correct Usage

There are two primary ways to use the logo: set in color on a white or light-colored background, or set in white on a dark-colored background.

The logo may also be set in white on a brand approved image with adequate contrast settings.

X and Chevron Treatment

Sometimes the "X" speaks for itself. If you opt not to use the full Nutanix logo, the standalone X is an impactful option to represent our brand in a smaller form factor. Similar to the full logo, the X should not be manipulated, and should be sized and scaled proportionately.

Conference Logos

Our .NEXT conferences in all of their permutations are about what's next in technology, and the conference logos echo our company logo and meaning. The conference logos are available only in white or gray versions to facilitate placement on vivid and eye-catching backgrounds.

.NEXT® CONFERENCE

.NEXT® CONFERENCE

.NEXT® ON TOUR

.NEXT® ON TOUR

X TOUR

X TOUR

Logo Usage

To preserve the integrity of the logo, a minimum clear space around the logo should always be maintained. This clear space insulates the logo from distracting graphic elements such as other logos, copy, illustrations or photography.

.NEXT CONFERENCE

.NEXT CONFERENCE

1.5 in / 110 px

.NEXT ON TOUR

.NEXT ON TOUR

1.5 in / 110 px

The height unit is equal to the height of the word NEXT

X TOUR

X TOUR

1.5 in / 110 px

The height unit is equal to the height of the word Tour.

Collaborations: Colors

When pairing a logo with the Nutanix logo, make sure to use either all black or all reversed out versions of both logos. This will help create a cohesive look when using two brands toghether (as opposed to conflicting brand colors).

On a black or dark background use all white.
On a white or lighter colored background use all black.

Collaborations: Sizing

There are several sizing guidelines that should be followed.

Always start with the Nutanix logo and the dividing line.

X = Height of the word Nutanix

Start with a **1 pt** black line as a division line (or white if reversed out).

The height of this line should be the Nutanix logo **(X)** plus the height of **(X)**

above and below the logo.

(X) height should also be used between the dividing line and the Nutanix logo.

The Nutanix logo should always be on the left of the division line and centered vertically.

X

X

X

X

™

1 PT
BLACK LINE

Pairing: Horizontal and Square/Vertical Logos

To pair another logo with the Nutanix logo, place it on the right side of the division line.

X = Height of the word Nutanix
Y = Width of the full Nutanix Logo

(X) height should also be used between the dividing line and the second logo. The height of the second logo in most cases should match the height of the Nutanix logo **(X)**.

About 1/2 (Y) width should be used as the width of the second logo. Use discretion to make sure there is a visual balance between the two logos.

Colors

Primary Colors

Our primary colors are Nutanix Blue, Nutanix Green and 85% Black. These colors are to be used for all Nutanix branded logos and supporting materials such as booths, signage, brochures, and documents.

BLUE

HEX	#034EA2	RGB	3, 78, 162
Pantone	PMS 2728	CMYK	100, 80, 0, 0

GREEN

HEX	#B0D235	RGB	176, 210, 53
Pantone	PMS 382	CMYK	36, 0, 100, 0

DARK GRAY

HEX	#4C4C4E	RGB	76, 76, 78
Pantone	Neutral Black 85%	CMYK	0, 0, 0, 85

Secondary Colors

These supporting colors are to be used sparingly for separation, and emphasis of content.

BLUE

Pantone	2727C
CMYK	76, 49, 0, 0
RGB	67, 121, 189
HEX	#4379BD

YELLOW

Pantone	7409C
CMYK	3, 32, 98, 0
RGB	244, 179, 33
HEX	#F4B324

ORANGE

Pantone	1505C
CMYK	0, 71, 100, 0
RGB	243, 109, 33
HEX	#F36D21

LIGHT BLUE

Pantone	306C
CMYK	71, 8, 3, 0
RGB	2, 179, 226
HEX	#3ABFEF

PURPLE

Pantone	2725C
CMYK	69, 69, 0, 0
RGB	101, 96, 171
HEX	#6560AB

GRAY

Pantone	Neutral Black 65%
CMYK	0, 0, 0, 65
RGB	118, 120, 122
HEX	#76787A

Aa

Typography

*Files are protected

Gotham

Font choice is yet another important, nuanced piece of our brand identity. Our font of choice is Gotham. Cool name, cool font. You'll see this font used everywhere from headings to body copy in a variety of media types including website and collateral.

Type with purpose

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)

Formatting Font

Gotham can be used from headers to body copy.
In the event that an asset requires a heavier weight font
or more impactful header, we use Gotham in
the following weights: Bold, Black, Ultra Black.

*Please refrain from using any Italics.

ACCEPTABLE
WEIGHTS

Light

Book

Bold

Black

Ultra Black

UNACCEPTABLE
WEIGHTS

Thin

Extra Light

Formatting Font

Always maintain comfortable space between letters and words. As text gets larger and smaller, the tracking may need adjusting to keep a consistent look.

KERNING

Metrics

LEADING

Only Nutanix delivers a single software OS that runs across clouds, making the boundaries between private, public and distributed clouds invisible. Nutanix solutions combine web-scale engineering with consumer-grade management to power any workload in multi-cloud environments.

Generally, leading should be 120% of the font size, at minimum.

The space between each line

Type Hierarchy Recommendations

This is a recommendation for text hierarchy usage when you are producing an eBook, whitepaper, etc. This is a general direction that can vary depending on the format needs.

Cover Title

Gotham Light Title Case
46 pt

H1 HEADLINE

Gotham Book All Caps
32 pt

H2 Headline

Gotham Book Title Case
12 pt

H3 Subtitle

Gotham Bold Title Case
9 pt

Body text

Gotham Light
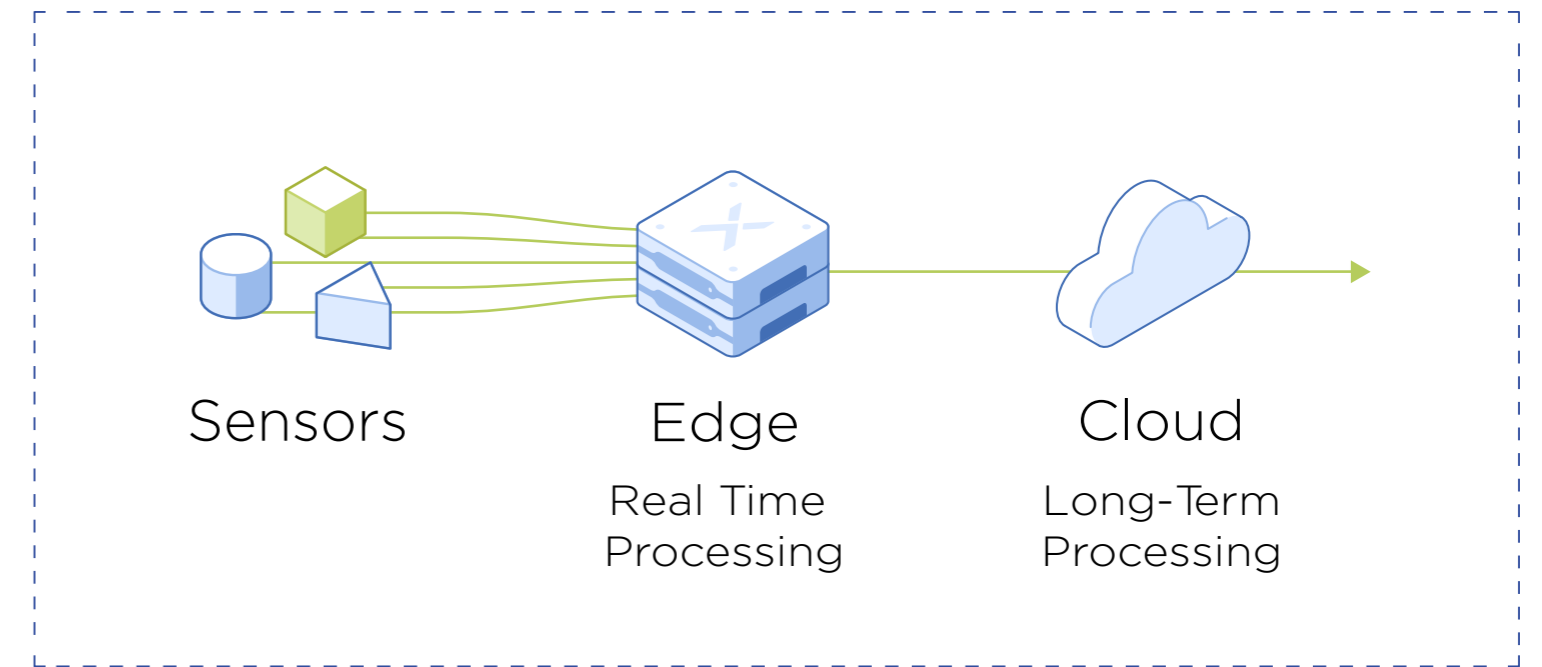9 pt

Footnote

Gotham Light
8 pt

Graphics

Icons

Our approved set of iconography is perfect for when you need a way to break up content, add a pop of color, or symbolize a concept in newsletters, datasheets, presentations, and more.
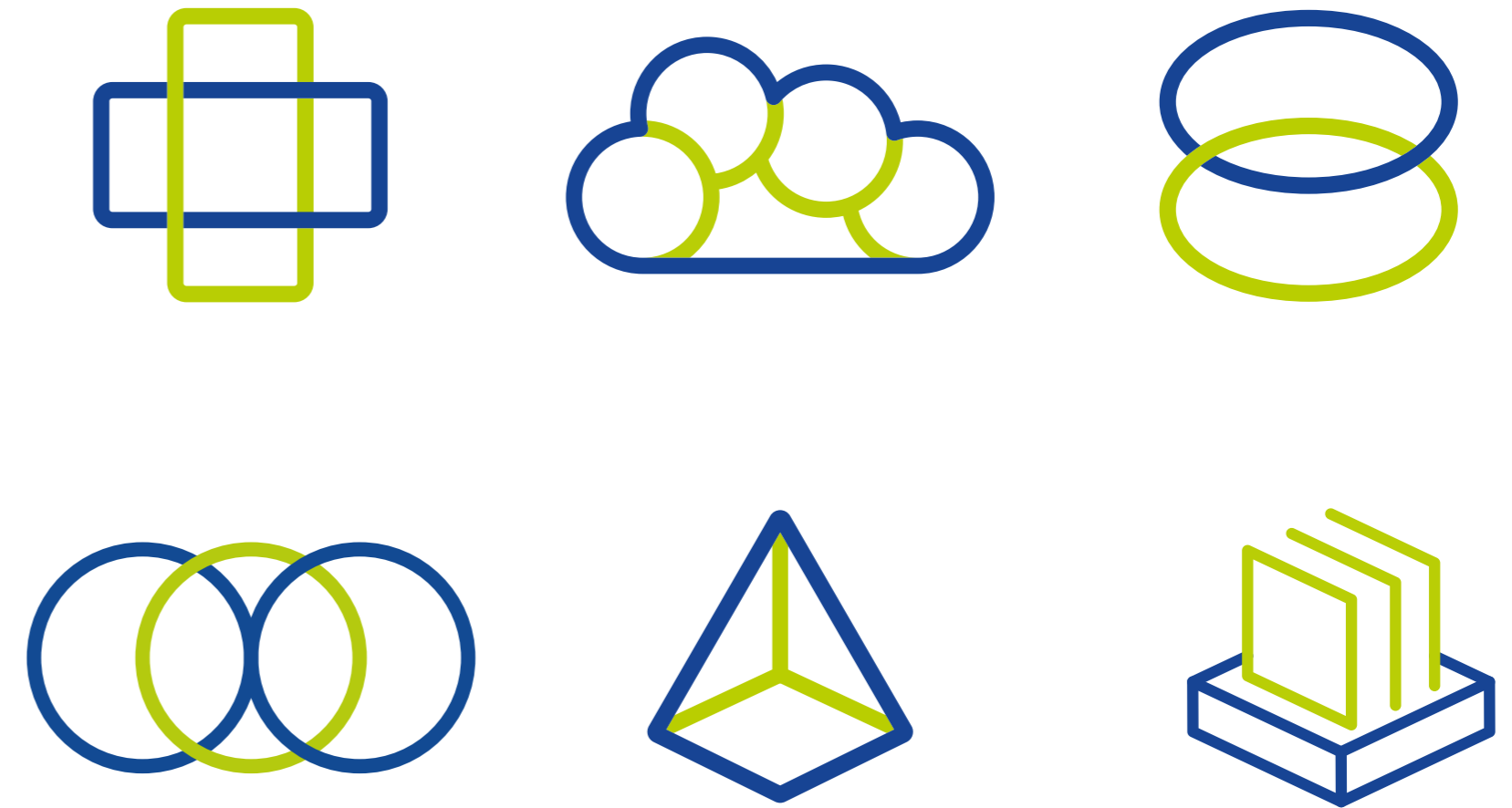
DOWNLOAD ASSETS

Diagrams

When one icon isn't enough, or when you need to illustrate a more complicated concept, a set of diagrams are available in a similar style to our icon library.

DOWNLOAD ASSETS

Sensors   Edge   Cloud

Real Time Processing   Long-Term Processing

Virtualization

Servers

Storage Network

Storage Systems

Product Icon Family

Each one of our products are uniquely suited to help you succeed in each step of your multicloud journey. And for that reason, they're uniquely identified. Utilize the product specific logos in social media campaigns, collateral, presentations, and more to get our audiences familiar with our product family—and how it all fits together.
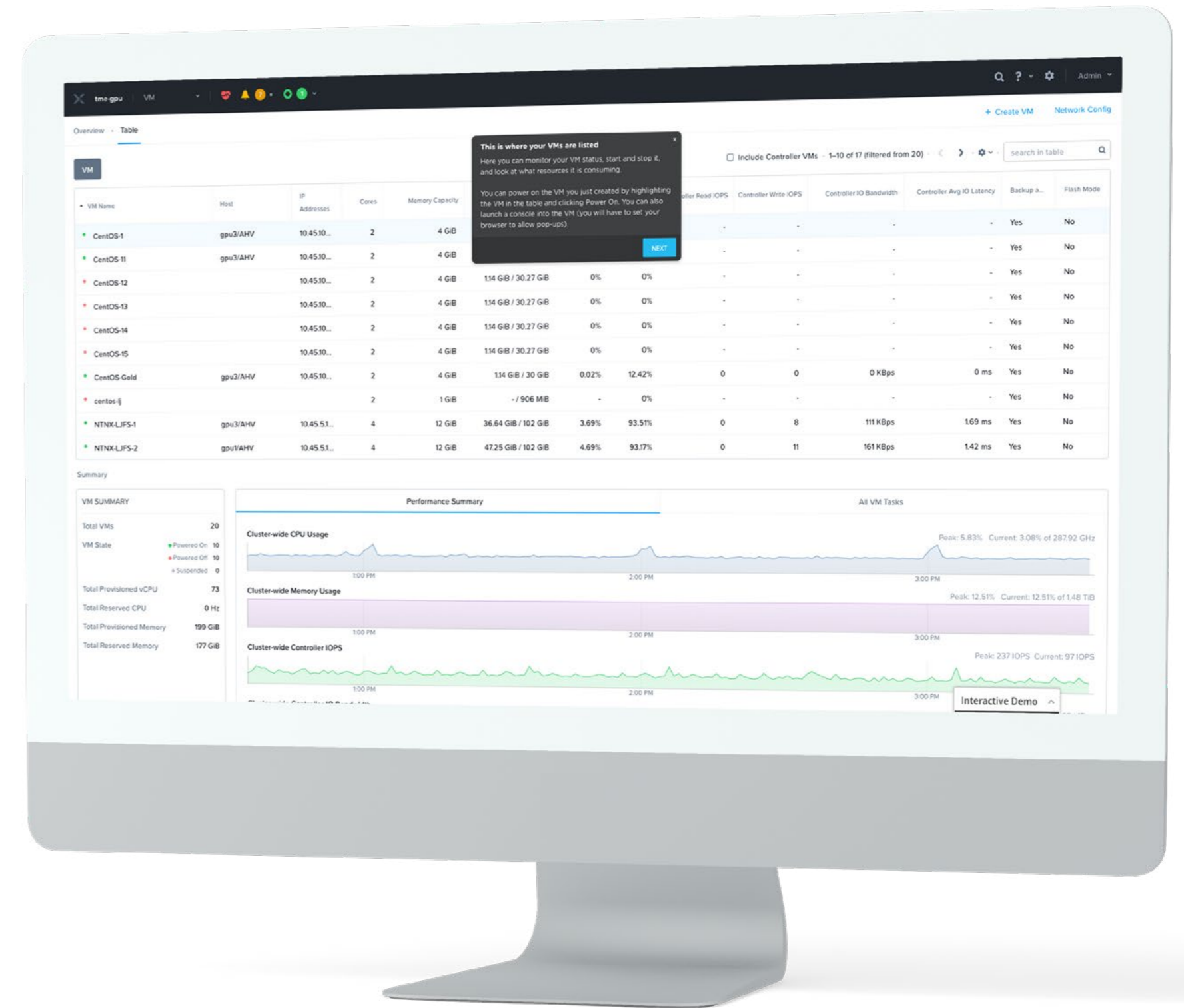
DOWNLOAD ASSETS

Imagery

DOWNLOAD ASSETS

UI Screens

Our UI design slogan is "We design to make cloud computing invisible." And as a software company, we can't get enough of showcasing our clean, user-friendly interface. A library of high definition UI shots is available to you in order to do this as you create content.
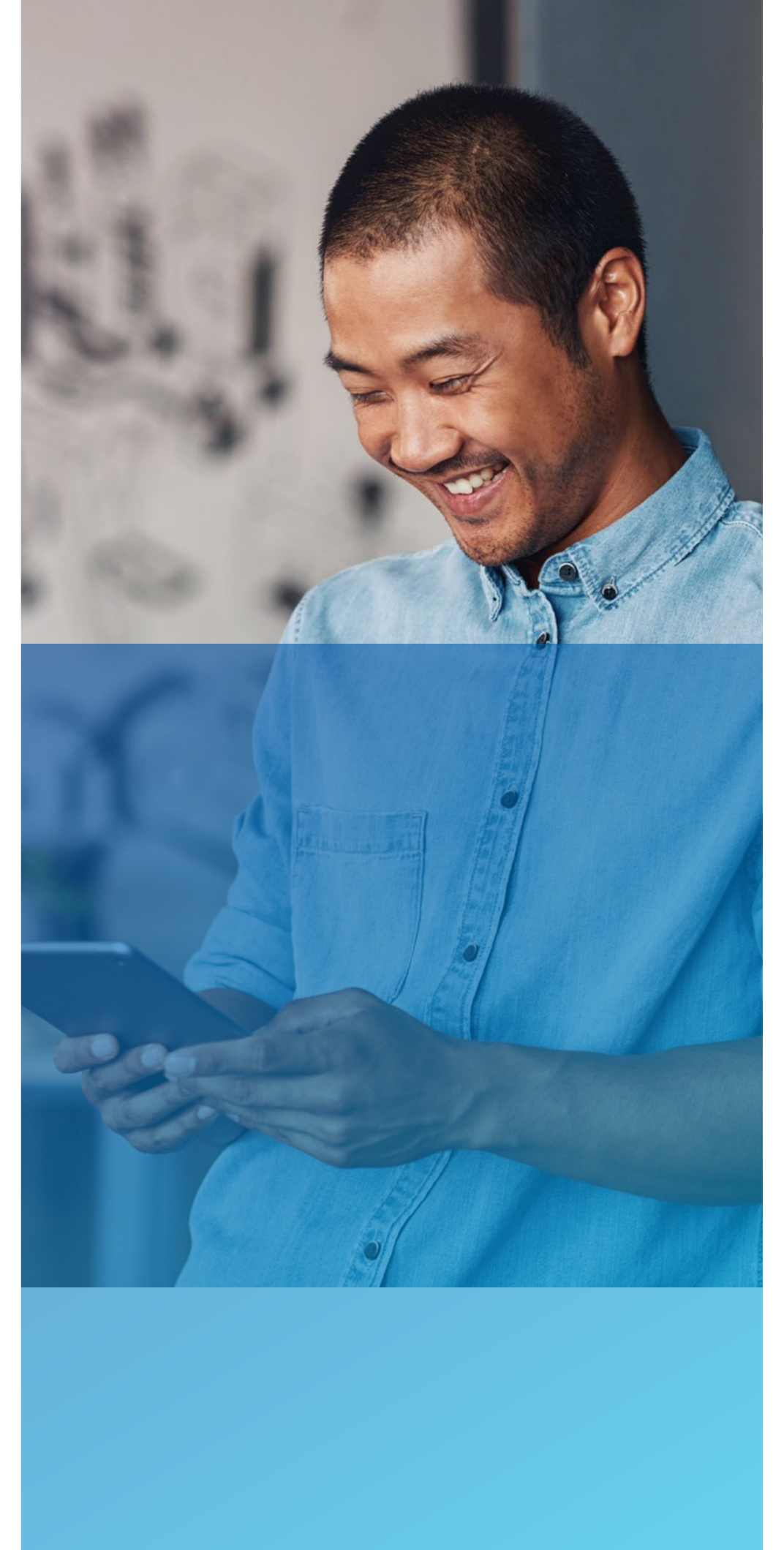
Image Treatment

When you have a beautiful photograph but want to give it a bit more brand affiliation, you can "Nutanix-ify" it with a gradient overlay from our brand color palette.

When choosing imagery, we gravitate towards photography that looks natural and not overly staged.

Applications

Nutanix Powerpoint & Letterhead

Have your eyes ever been the victim of a dense, undesigned PowerPoint presentation? That's exactly what we want to avoid. Our PowerPoint template is designed to ensure that people are engaged and interested as we present key information about our product and company.

**DOWNLOAD ASSETS**

*Files are protected

Video Guidelines

TONE

There are few more powerful mediums than video for communicating the Nutanix brand. Through video we can open the customer's mind to the potential of the Enterprise Cloud Platform with engaging stories and fresh insights. Our video assets should set a tone of confidence and expertise, while conveying the excitement we hold about our life-changing products. The talent appearing in the videos are real people with real IT knowledge. They know the product intimately, but are able to present it in a down-to-earth manner.

Click here for the comprehensive Video & Motion Brand Guide.

VIDEO GUIDELINES (cont.)

1920 PX SCREEN WIDTH
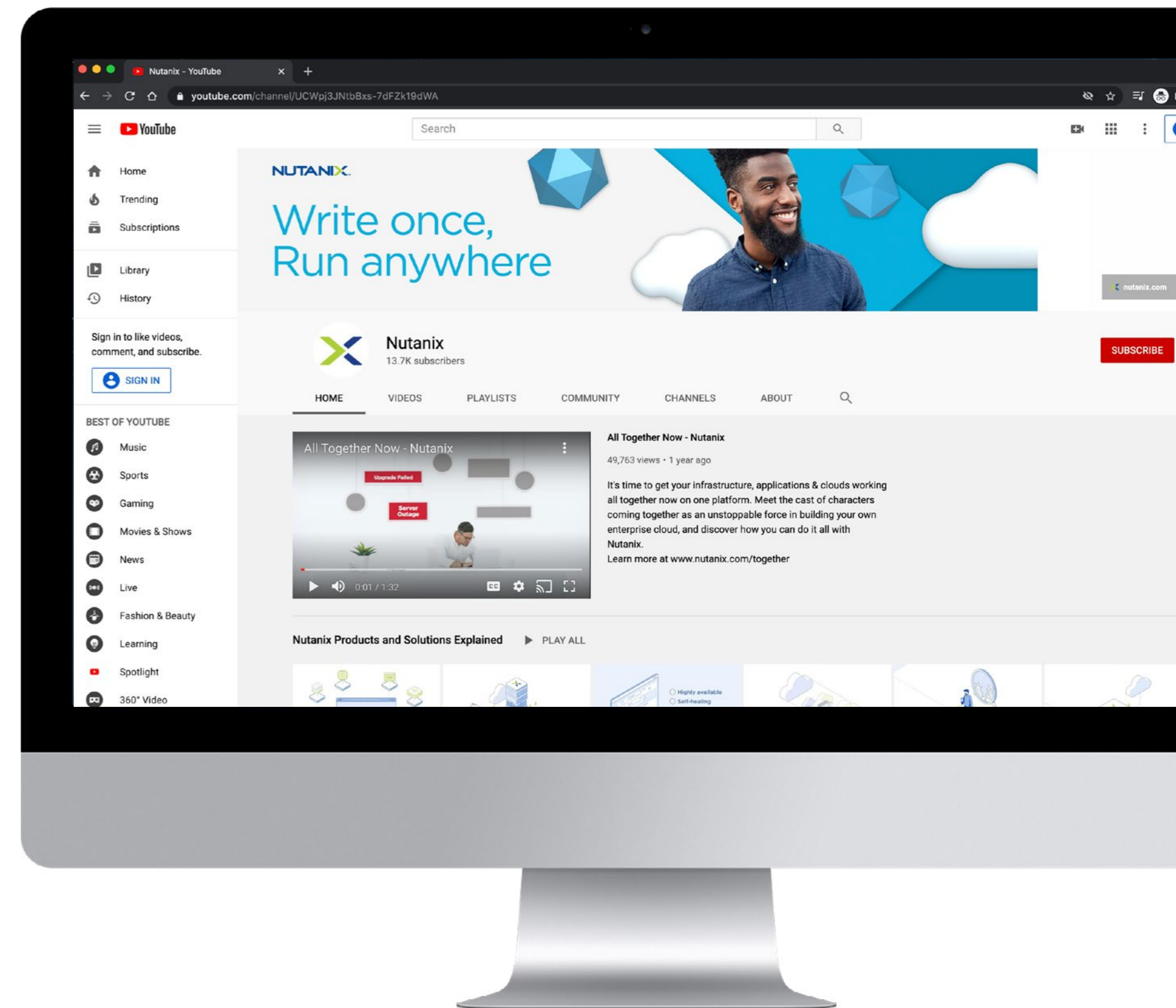
1080 PX SCREEN HEIGHT
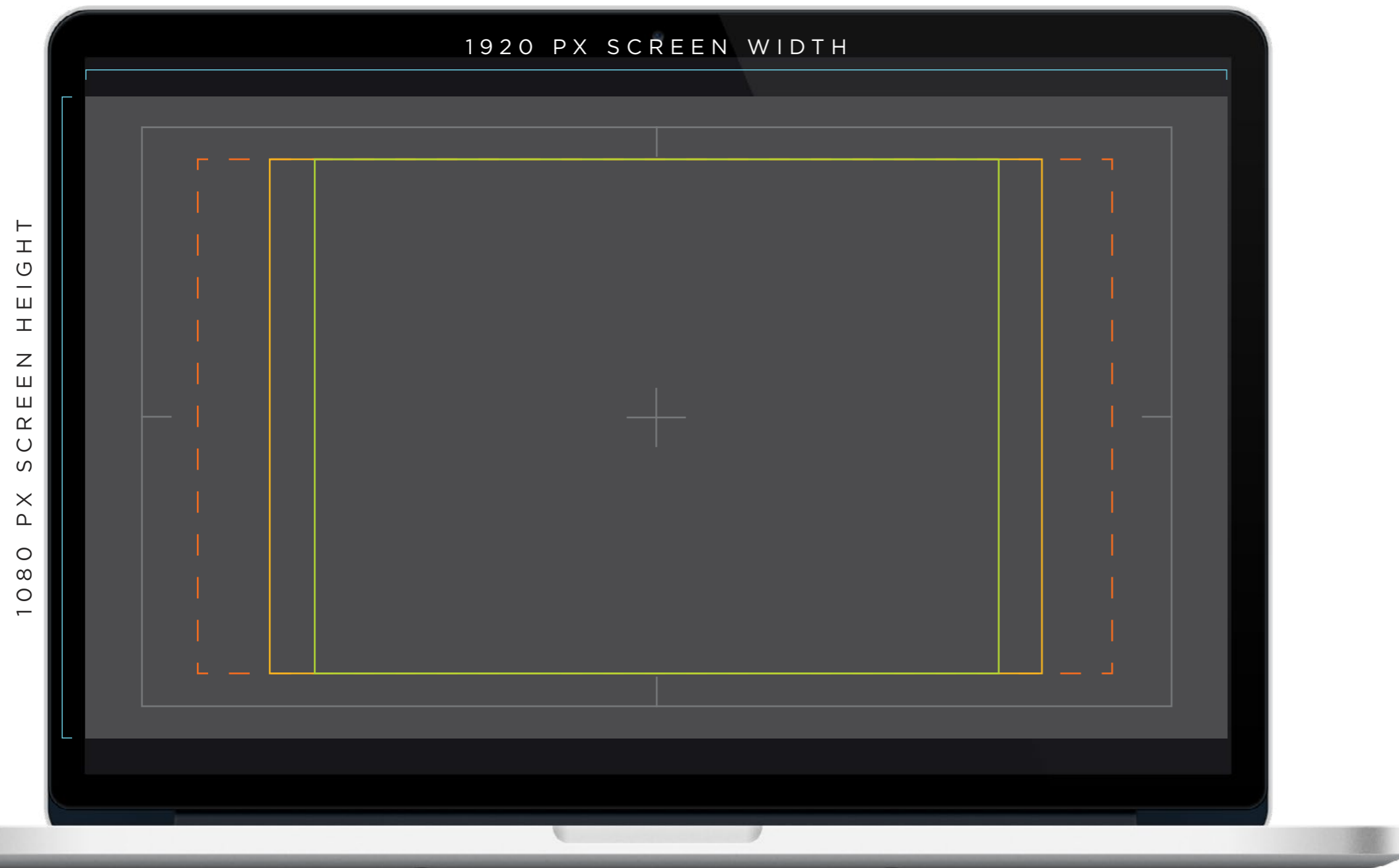
FORMATS

Web and YouTube Hosted

Videos should be exported at full HD resolution 1920px x 1080px at a high bitrate. In some cases 1280 x 720 will suffice if file size is a consideration or if the platform is limited to it. With few exceptions, our framerate of choice is 24p (23.97fps). Encoding an .mp4 with h.264 on "High" profile 4.2 level is recommended for most web delivery uses. If exporting footage for future editing, ProRes 422 HQ or DNxHD equivalent should be used. As a general rule, action (solid line) and titles (dotted line) should stay with the safe margins as noted below. In most cases it's actually fine to put titles all the way out to the action safe lines.

Social Hosted (Tw, FB, LI, Insta)

For in-feed video content, a separate deliverable should be created. The file should also be h.264, but needs to be limited to 5MB file size and between 6-15 seconds in length. Create a 16:9 (1920x1080) and 1:1 (900x900) version.

AUDIO

Audio can make or break a good video. Any video asset that includes a person speaking should be recorded using an external microphone close to the source. Peak audio levels should stay around -3dBFS for music, -6dBFS peak for speech, and background music should be around -30 dBFS (depending on the song). In most cases upon export, a compressed bitrate no lower than 128kbps should be used.

SOFTWARE

The video team at Nutanix uses Adobe CC exclusively for media production. Any working files shared with the team should be created in Premiere or After Effects. Other applications may be used, but should adhere to the guidelines above.

BUMPERS/ LOGO TREATMENTS

Use of the Nutanix logo in video is a great way to remind the viewer of our brand, but it should not be overdone. If there is a person wearing a Nutanix shirt in front of a giant X logo, the video probably doesn't also need a logo in the corner the whole time. Never apply any effects to the logo (stroke, drop shadow, embossing, etc.). The logo should be centered on the screen for opening and closing bumpers.

LOWER THIRDS

This section needs work. Most of the videos on YouTube have a very simple semi-transparent black background with white text. But there is variation. We need to create a more unified look for this basic graphic.

METADATA/ SEO

All videos uploaded to YouTube should have a relevant title and description. All of the words in the title and description can help with SEO. When adding tags, it's a good idea to include concepts that may be covered in the video but not explicitly mentioned in the title or description. If a word is included in the description, it does not also need to be added as a tag.

Social Media: Images

When creating an image for social media, keep it impactful and leverage white space effectively.

All link preview cards should use 1200x628px images.

Multi-graphic posts on LinkedIn should be formatted as PDFs and published as a document.

All Instagram images should be 1080x1080px, 1080x1350px, or 1080x1920px. No horizontal formats should be used.

Compositions should be vertically and horizontally centered and have a cover image to keep grid organized.

All Instagram carousels should use 1080x1080px images.

Photos should be posted in the dimensions they were taken.

Multi-graphic posts should be 1080x1080px for all platforms. (Photos can be posted in native formats)

Memes should be formatted exactly as original meme.

Click here for a complete size guide

Social Media: Video

In-feed Video
Videos that are over 1 minute long can be (but aren't required to be) 1920x1080px.

1920x1080px is preferred for more professional and formal videos, while other formats can provide a more informal and inviting feel.

Videos under 1 minute should be 1080x1080px or 1080x1350px.

All videos should include closed captioning for accessibility.

Note: Social videos autoplay on mute so they need to be clean, short, sweet and visual-led. Please try to avoid the "talking head" style.

Web-Hosted or YouTube-Hosted Video
The optimal specs for social media videos hosted on YouTube or on-site are as follows:

*   Dimensions: 1920 x 1080 pixels.
*   Format: MOV, MPEG4, MP4
*   Length: 30-90 seconds.
*   Size: 128 GB max.
*   Ratio: 16:9.

Lower Thirds
Unless a Lower Third is using event or series specific branding, the lower thirds should be pulled from the NTNX – Motion.

HOW DOES AI HELP "FINGERPRINT" WHALES?
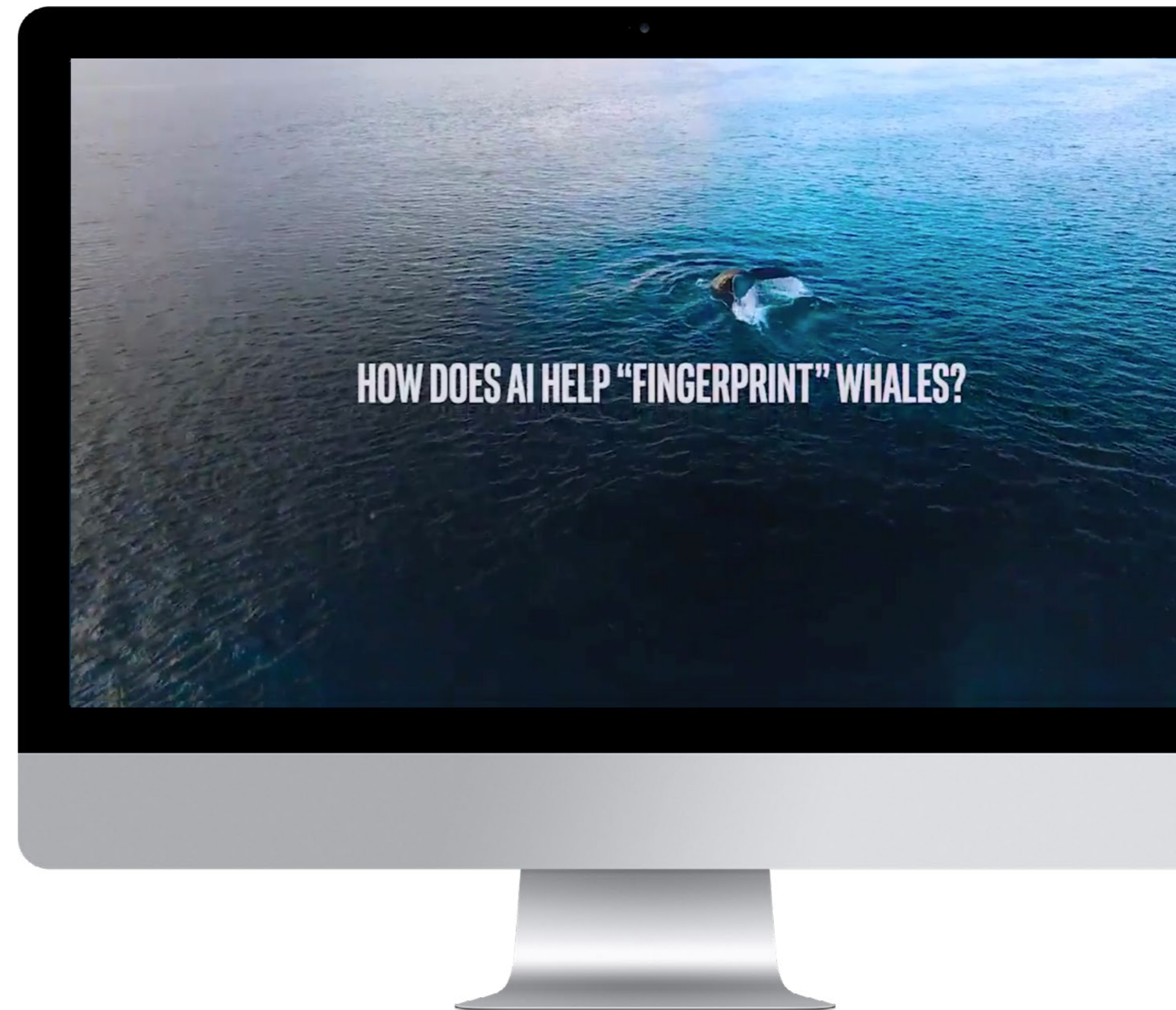
SOCIAL MEDIA (cont.)

Format / Package

Stories are critical; content drives social. We will frame stories in five different formats, which are "social media-friendly" and designed for different platforms.

Asset Type	VIDEO, SHORT	VIDEO, LONG	VISUAL PRESENTATION	VISUAL BLOG	B-ROLL, PHOTOGRAPHY, AUDIO TRANSCRIPT
Description	Short story - ambient music + callouts-as-narrative.	Complete story - cinematic, audio narrative.	Narrative, human-interest presentation spliced with rich photography.	Narrative, human interest blog spliced with rich photography. "How to" or technical walkthrough blogs also work.	Static photo or graphic
Length	15-30 seconds	60-90 seconds	10-12 slides	350 words	N/A
Size	5 MB Max	128 GB Max	N/A	N/A	128 GB Max
Dimensions	1920 x 1080 900 x 900	1920 x 1080	N/A	N/A	1200 x 675
File Type	.MOV	.MOV, .MP4	.PPT	.WORD	.PNG, .JPG
Host Destination	Twitter, Facebook, LinkedIn, Instagram	Web, YouTube	SlideShare	Corporate Blog	Twitter, Facebook, LinkedIn, Instagram