EVAULT

e & YOU

Our official brand-building guide.

EVault®
A Seagate Company

The best case for the worst case.™

Welcome Ambassador.

That's right: You are an ambassador of the EVault® brand. This guide will help you represent EVault in the best possible light, so we can rapidly transform EVault from a good brand to a great one.

When you help build the EVault brand, you're directly contributing to greater EVault market share, revenues, and profits. Good for you. Good for all of us.

Every effort counts. Especially yours.

Table of Contents

02. Brand Overview: Introduction

First: A quick brand primer

What is a brand, anyway? You might think of a brand as something apart from us. A logo. A name. A product on a shelf. Actually, all brands live and thrive–or shrivel and die–in people's hearts and minds. That's because a brand like EVault comprises a collection of memories—good and bad—resulting from people's interactions with our company, our products, our services, our marketing, our policies, and our people. Note we said, "…and our people." Yes, in a very real sense, the EVault brand is... you!

Be an EVault brand ambassador

You have a vital role to play. Knowing how to communicate EVault the right way, consistently, is one big way you can add value to the brand and boost our bottom line.

- **Learn this guide—**Familiarize yourself with this guide, and understand the EVault brand and how to put it to use. If something's not clear, contact us at creativeservices@evault.com.

- **Talk about EVault—**Raise positive awareness of EVault whenever you're with customers, prospects,and partners. Heck, you can help build the EVault brand whenever you're with *anyone.*

- **Be consistent—**Refer to Boilerplate Copy (page 13) and use the descriptions consistently.

- **Feed us your ideas—**Always be on the lookout for creative ways to communicate the EVault messaging and identity. Send us your ideas. Skywriting, anyone?

OK. Flip the page and we'll talk specifically about the EVault brand.

WHAT'S THE EVAULT BRAND?
It's whatever our company, product, or service means to someone.

WHY BUILD THE EVAULT BRAND?
Building a more powerful EVault brand enables our products and services to command greater market share and generate greater revenues and profits.

It's that simple. And that huge.

Brand questions? Please email creativeservices@evault.com

The EVault Brand Essence: "We've Got You Covered"

Boil down the EVault brand and this is what you get: EVault always has you covered. The brand essence should come through loud and clear in all communications, leaving no doubt that the EVault brand delivers peace of mind.

Fundamental components of the EVault brand
Now the question becomes: How does the brand prove it's in fact what we say it is? This is where we define *the brand core identity.*

There are five fundamental components of the EVault brand, things we most want customers and prospects to associate with EVault. Some we want to maintain (ultra-reliable) and some we aspire to create (innovative technology). To help you remember them, think of the acronym UPP IT:

- **U**ltra-reliable and always available—We're totally dependable, failproof. You'll never go without your data.
- **P**roactive—We're there for you even before you need us.
- **P**assionate—We're fired up about cloud-connected backup and recovery services and customer success. We're really good at what we do—and with helping you succeed.
- **I**nnovative, yet risk-free technologies—World-class technology? Market proven? Check!
- **T**ailored solutions—We deliver data protection exactly the way you need it. Today and tomorrow.

Customer's-eye view of EVault brand value
What makes the EVault brand uniquely valuable to stakeholders?

Only EVault ensures peace of mind with *full-service* backup and recovery that is:
- Built on the very best cloud-connected technologies (disk-based; local storage for fast access, offsite copy for disaster protection; WAN optimized to excel in multi-site environments; secure from end to end; backed by our ironclad cloud)
- Delivered by a team of experts (best practices developed since 1997; six levels of customer service; available 24x7x365)
- Failproof (proven 10,000 times a month; everything from single files to sitewide operations; advanced disaster recovery services option; backed by SLAs)

HOW WE DEFINE OURSELVES
As EVaulters, we should emblazon "we've got you covered" across our minds, and build it into how we communicate what we and our solutions do.

ESSENCE VS. TAGLINE
Don't confuse the brand essence with our brand tagline, which is just one (albeit powerful and pervasive) way to express that essence.

What's ahead for the EVault brand?
Our vision: To become the clear and dominant leader in in cloud-connected backup and recovery services.

This is what we aspire to be. It's the external goal that we constantly drive towards.

A brand vision must be totally clear. In case you're squinting at "cloud-connected" or "backup and recovery services," we'll explain.

- **Cloud-connected:** Hybrid data protection comprising disk-based cloud and on-premise technologies for fast, onsite restores and offsite disaster protection in the cloud.
- **Backup and recovery services:** The EVault brand is moving increasingly into cloud-based services—EVault provides way more than just storage and recovery—and it is all about servicing our customers, the finest people we will ever know.

THE EVAULT BRAND SAYS...
"Trust my competence and my passion to take care of your data protection needs. I will always make you look great."

1.
Circle-e mark

2.
EVault type and company descriptor

3.
Tagline

Overview
The EVault logo is the foundation of our visual identity. The logo appears in two main versions. First is the corporate logo, with the EVault circle-e mark "locked up" with the word "EVault" and, underneath, "A Seagate Company." Second is the master product logo, which drops "A Seagate Company," and is used when representing the overall EVault product line. The EVault logo also includes the EVault tagline; it should appear with the EVault logo at least once in every printed or electronic communications, whenever there is room for it. We also have a series of EVault product-specific logos; more about those on page 9. The lock-up can also use other wording and graphics for our partners. Use the logo everywhere! Just follow the "do's and don'ts" outlined in this section.

EVault name and the e-logo visual metaphor
The name "EVault" and the circle-e logo evoke a vault, or vault door, and connote protection (and safety, strength, solidity, permanence, etc). We play off that a lot. The logo is modern, clean, and—thanks to its variety of colors—friendly.

Brand questions? Please email **creativeservices@evault.com**

Tagline

"The best case for the worst case" is simple, memorable, and positions us at the top of the competitive backup and recovery heap. It's also very flexible. The "best case" can include any EVault benefit from our managed disaster recovery service to our best cloud-connected technology to our team of experts. The "worst case" can include any customer challenge from natural disasters to new regulations to overwhelming data volumes.

The point is: no matter how things go badly, or how badly they go, we're the ones who can save the day.

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<< horizontal use of logo and tagline

This a typical application of the logo + tagline. In this case, the tag always aligns with the base of "EVault." The spacing between these two elements can vary depending on where and how they are used.

<< vertical use of logo and tagline

The tagline can also appear below the logo. It always locks flush left of the circle-e logo.

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The space between the logo and tagline will vary, but there must always be a clear visual connection between them. Follow the examples shown here until you get the hang of it.

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Using the EVault logo

Use only approved logo art. For most applications, the art will comprise two files: one with the EVault logo, the other with the tagline. The examples below illustrate how they should be used together. Please take care to correctly align the files horizontally and vertically.
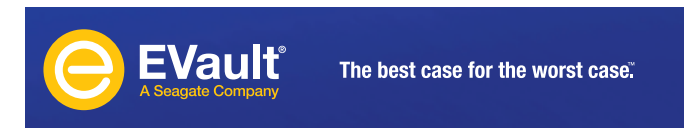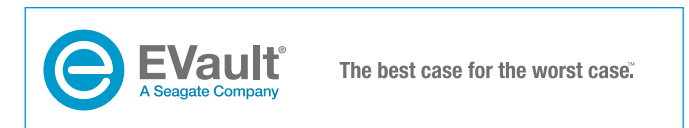
16ft

3ft

Tradeshow banner example illustrates how the logo and tagline can go big.

Miles Elbert
Director, Branding
and Creative Services
miles.elbert@i365.com

cell: **1.510.555.1212**
tel: **1.510.555.1212**
fax: **1.510.555.1212**

6121 Hollis Street, Suite 2
Emeryville, California 94608

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Buisness card example illustrates how the logo and tagline can go small.

The tagline is produced in EVault Grey on light background and white on dark background.

OK to drop the tagline when there isn't room to include it.

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It's important to use the EVault logo correctly and consistently.

Preferred logo placement is in the upper corner of the page and always left aligned.

Use this example to determine approximate logo size in relation to the size of the piece.

The circle-e symbol mark and the word "EVault" appear in lock-up. In certain applications, where space is limited or special impact is desired, it's OK to show the circle-e mark alone.

Optionally, if you can't put the logo in the upper left corner, place it here (shown in a secondary color, EVault Green). Note the minimum clearspace requirements have been met.

The best case for the worst case.

✔ **DO:** Use preferred colors
In most applications, use EVault Blue for the circle-e mark and the company or product name, and EVault Grey for the "EVault." Under special circumstances, the mark may appear in the other EVault colors.

✔ **DO:** Reverse out
When placed on a dark background, "EVault" should be reversed out in white.

✔ **DO:** Provide clearspace
The EVault logo yearns to breathe free. Give it clearspace on all sides, keeping text and other graphic elements outside of the blue box shown.

✔ **DO:** Use subtle backgrounds
Make sure the logo is legible when used over an image.

Just to be really clear, here are some examples of how NOT to treat the logo.

Incorrect logo placement and size. And "EVault" is nearly unreadable because it is shown in grey and placed over a busy image. The tagline is not correctly alined with the logo.

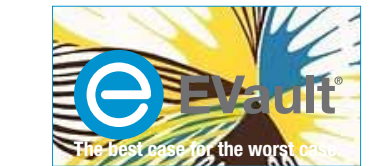Optionally, for a logo placed here instead of on top, the logo is too small, and looks like it's being "crushed" by the copy. The tagline is placed correctly, but used far to large.

✗ **DON'T:** Distort
Don't distort the logo shape.

✗ **DON'T:** Add stuff
Don't add any elements to the logo, such as an outline or a drop shadow.

✗ **DON'T:** Over-complicate things
Don't show the logo against complex backgrounds.
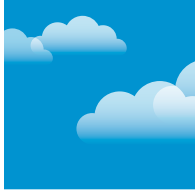
11. Brand Look and Voice: Product Logos

With a few modifications, the EVault logo lock-up works as a key part of all the EVault product names, a few of which are shown here.

If you're talking about a specific product, use the product-specific logo (instead of the master product logo) whenever space allows.

Any of the color combinations shown here are appropriate for any product name; the choice of colors depends mainly on the specific design application.

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12. Brand Look and Voice: Partner Logos

Again, with a few modifications, the core EVault logo lock-up is also an integral part of various partner logos.
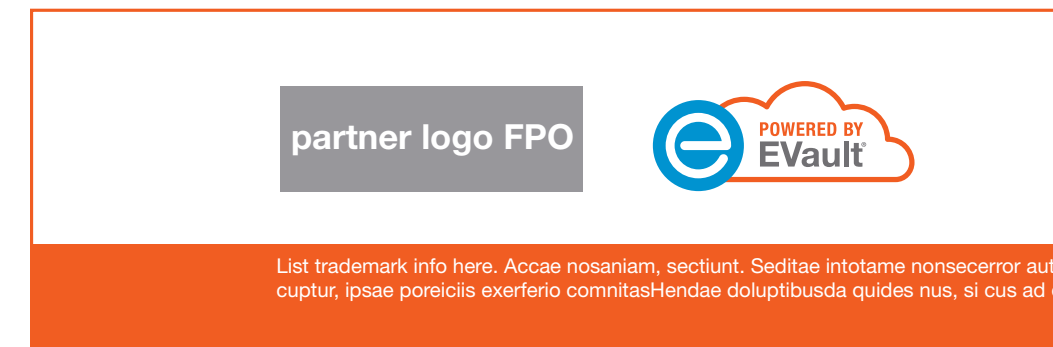

Here the logo is leveraged to represent the two types of EVault resellers.

The Powered by EVault cloud logo—shown in its full rainbow of available colors—is for use by CCSP Partners only. These partners generally depend on EVault cloud technologies, hence the cloud graphic.

The Powered by EVault concentric-circle logo is for use by partners who have their own cloud infrastructures; hence, there's no cloud graphic. The circles around the e-circle mark suggest radiating energy.

List trademark info here. Accae nosaniam, sectiunt. Seditae intotame nonsecerror aut u cuptur, ipsae poreiciis exerferio comnitasHendae doluptibusda quides nus, si cus ad qu

DO: Co-brand our materials
We often co-brand marketing materials with our partners, showing both the partner and EVault logos next to one another. Side by side is best, but they can also be stacked, or separated across the page. All of our marketing materials are designed to accommodate this application.

A consistent typeface helps identify our brand and projects a specific brand image. The font family we use—Helvetica Neue LT Std—is clear and direct. Just like the EVault brand.

Team EVault. We have your backup. Your recovery. And your back.

Headline fonts: say it loud
Set headlines in Helvetica Neue LT Std Medium, Bold, or Heavy. Feel free to accessorize with colors from the EVault brand color palette as appropriate. Set the leading two points lower than the point size (e.g., a 34-point headline has 32-point leading). Avoid awkward line breaks and don't use trademark symbols (instead, add trademarks on first usage in body copy).

> EVault® gives you full-service backup and recovery delivered by a team of experts, leveraging the very best cloud-connected technology and infrastructure so you know that—no matter what—you can always get your data back.

Body copy
Set body copy in Helvetica Neue LT Std Light or Roman. EVault Grey is the preferred color. However, when placing text over a background image, you may want to use white or another EVault color. Typically, set body font size in the 10–12 point range, with +3 leading (e.g., 11-point copy has 14-point leading). Need to highlight a key point? For bullets and charts, use **Helvetica Neue LT Std Medium.**

Brand questions? Please email creativeservices@evault.com

✔ **DO:** Strive for legibility
The more legible the type, the better. So avoid complicated backgrounds, color combinations, etc. that defy easy reading.

✔ **DO:** Make use of electronic media
Helvetica Neue not available for web and email? Switch to Helvetica. Or, as a third choice, Arial.

✘ **DON'T:** Use black
Black is not the new black: except for email, never use black type.

✘ **DON'T:** Tweak the type
Never alter type height or width and never add outlines, 3Ds, or drop shadows.

The EVault brand colors are a crucial part of the brand personality, projecting our confident and charismatic personality and passion for what we do. They're also a key way we visually differentiate ourselves from the competition.

PRIMARY EVAULT COLORS

EVault Blue
Pantone Process Blue
C100 M10 Y0 K10
R0 G147 B208

EVault Grey
Pantone Cool Gray 11
C0 M2 Y0 K68
R102 G102 B102

SECONDARY EVAULT COLORS

EVault Green
Pantone PMS 390
C22 M0 Y100 K8
R193 G205 B35

EVault Yellow
Pantone PMS 123
C0 M24 Y94 K0
R255 G196 B37

EVault Orange
Pantone PMS 179
C0 M79 Y100 K0
R255 G102 B0

EVault Red
Pantone PMS 1935
C0 M100 Y57 K5
R255 G19 B

Official colors
Use only the Pantone, CMKY, RGB, and web-safe color builds shown here for all EVault communications.

EVAULT COLOR COMBINATIONS

Color combinations
Limit yourself to two or three colors. One color should be clearly dominant—preferably EVault Blue—and then matched with a secondary color. For additional emphasis, you can add a third, highlight color.

Brand questions? Please email creativeservices@evault.com

✔ **DO:** Use approved logo colors
The preferred color combo for the EVault logo lock-up is EVault Blue for the e-circle mark and grey for the EVault type. You may also use green, yellow, orange, or red for the e-circle mark (not grey), and use reversed white copy when the word EVault appears over a dark background.

Strengthen the brand—and add power to all your communications—by keeping these writing guidelines in mind.

Overall: Write as if you were having a personal conversation with your audience. Enjoy it!

EVault brand personality
One of the best ways to get a feel for the EVault brand is to personify it. Remember that if the EVault brand were a person, our customers would definitely want it on their team. Not just for what it can do—the EVault brand is very, very good at its job—but also for who it is.

The EVault brand's personality is summed up in the 5 C's:

TIP: No. 1 Rule: Just Say It, Now
Say what you want your readers to know or to do—as early, and as clearly, as possible. Do not start with a preamble to educate or "seduce." Just say it. Now. You'll explain later.

TIP: No. 2 Rule: It's All About Them
Make readers feel you understand their challenges. They only care about what we can do to help them.

TIP: More C's!
Here are the 5 C's of good writing:
- **Clear**—make sure readers understand what you're saying
- **Compelling**—make sure they care about what you're saying
- **Concise**—make sure they don't have to dig through your prose to get your message
- **Correct**—make sure your facts, messaging, spelling, etc. are straight
- **Consistent**—don't change your facts, messaging, tone, etc.

- **Candid** ———— Direct and true
- **Caring** ———— Driven by customer success
- **Committed** ———— Passionate about backup and recovery services
- **Confident** ———— With competence comes confidence (not arrogance)
- **Creative** ———— Fresh, clever, insightful

Brand questions? Please email **creativeservices@evault.com**

Brand boilerplate descriptions
Use these descriptions to address everything from a corporate positioning statement to an in-depth product description.

Short as can be: Trust the EVault® experts for full-service, failproof cloud-connected backup and recovery.

25 words: EVault®, A Seagate Company, gives you full-service, failproof backup and recovery delivered by a team of experts leveraging the very best cloud-connected technology and infrastructure.

50 words: EVault®, A Seagate Company, gives you full-service backup and recovery delivered by a team of experts, leveraging the very best cloud-connected technology and infrastructure so you know that—no matter what—you can always get your data back. We take pride in being an ultra-reliable, proactive partner to our 35,000+ customers.

100 words: Only EVault®, A Seagate Company, gives you full-service backup and recovery delivered by a team of experts, leveraging the very best cloud-connected technology and infrastructure so you know that—no matter what—you can always get your data back. We're an ultra-reliable, proactive partner to 35,000+ customers in multi-site environments who rely on us to be with them every step of the way. With EVault advanced disaster recovery services ensuring failproof recovery, our customers enjoy peace of mind knowing we will always get them back up and running. On time. Every time. Founded as a cloud services company in 1997.

Marketing collateral: standard call to action and contact 411
Marketing collateral typically ends with the following "Take the Next Step" call to action, the EVault corporate sign-off, and contact info and trademark boilerplate in "mousetype" (7-point font minimal) at the very bottom of the last page.

Take the Next Step
To learn more about EVault cloud-connected backup and recovery services, call us at 1.877.901.DATA (3282), email us at concierge@evault.com, or visit us at www.evault.com.

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www.evault.com
Netherlands (EMEA HQ) +31 (0) 73 648 1400 | France +33 (0) 1 55 27 35 24 | UK +44 (0) 1932 445 370

The following real-life samples illustrate how the EVault brand "sounds" in print. Confident. Clear. BS-free. And not above having a little fun.

Start with Your Challenges, End with Our Solutions
The right backup and recovery solution keeps your critical data safe and accessible under any circumstances, without dragging down operations. When you glide through business interruptions with your electronic treasures intact, relying on an automated system that runs exceptionally lean, you're better fit to thrive. You'll satisfy the always-on demands of your customers and employees, and you'll comply with internal policies and external regulations regarding security, privacy, accessibility, and retentions. The right backup and recovery solution will protect and restore your vital data, applications, and systems—and do it quickly, efficiently, reliably, securely, and cost-effectively. No panicking. No pressure. No problem.
—*EVault Company Summary (Overview)*

Get to Market Fast with EVault CCSP
The EVault CCSP program is packaged to ensure you'll be up and running and generating a recurring revenue stream in two to four weeks. Your all-in-one EVault appliance bundles preconfigured hardware, software, and storage with unlimited agents and plug-ins, enabling you to deploy a multi-tenant backup and recovery system within your own data center.

Most important, all customer data that's backed up to your location is replicated to the EVault cloud—and if your site fails for any reason, all customer backups failover to the EVault cloud. The EVault CCSP program also ensures we transfer our best practices for running a SaaS-based business—such as configuring your SaaS environment, rolling out key business and operational processes, and performing critical functions including reporting and billing.
—*EVault Cloud-Connected Service Provider Program (Overview)*

Simple Procurement, Deployment, and Maintenance
It doesn't get any easier than this: an all-in-one solution from a single provider. Helpful wizards guide you through configuration and remote agent deployment unburdens the IT staff. A single point of contact streamlines all support, warranty, upgrade, training, and other vendor -relationship issues. And standardized backup and recovery enterprise-wide—including remote office and branch office (ROBO) locations—ensures less-costly maintenance.
—*EVault for DPM (Product Brochure)*

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Key Benefits
• Free up IT staff and resources to focus on your core business
• Mitigate IT risk and ensure smooth backups with an optimized, actively managed backup and recovery solution
• Expedite issue resolution with a direct support line
• Be ready for compliance audits—and emergencies—with a documented Data Protection Plan
—*EVault Managed Services (Product Spec Sheet)*

Harmonize the Best Capabilities of Cloud and On-Premise Solutions
What distinguishes the most innovative, dynamic backup and recovery solutions from the rest of the pack? Is it the benefits that come with transitioning from tape to disk? Is it shorter backup windows and faster recovery times? Is it the confidence that no matter where data is stored, it is totally secure and can be recovered right when you need it? Yes, it's all of these. But a more elemental, evolutionary leap is underway.

It's the cloud, connected to your organization.

While the cloud may not be the ideal foundation for every organization's data protection needs, it undeniably offers virtually every company many clear and compelling data storage advantages. Organizations that fail to put the cloud to use for backup and recovery, in the right way at the right time, are handicapping a vital business process.

Cloud-connected backup and recovery solutions use the power of the cloud selectively, enabling you to combine cloud-based and on-premise technologies in a seamless hybrid that provides exactly the right mix of security, accessibility, affordability, and performance. This paper explores how cloud-connected offerings are taking center stage and helping customers thrive in the evolving, exciting data protection environment.
—*Cloud-Connected Backup and Recovery Delivers a Command Performance (White Paper)*

Brand questions? Please email creativeservices@evault.com

EVault Endpoint Protection: Laptop Backup and Security Win-Win-Win
With a large mobile workforce, can you ensure laptop data is backed up consistently and securely for easy recovery? And that no one without proper authority can access that data when a laptop is lost or stolen? Yes you can.

Worry-Free Backup, Self-Service Recovery—Great for the User Continuous backups to the EVault cloud and to the local hard drive automatically protect endpoint data without disrupting users, and ensure backups and restores keep working even when laptops are offline. Users easily recover files with no help from the Help Desk.

Endpoint Data Lockdown—Great for the Company Corporate data stays safe with security features—remote data deletion, port access control, device tracing, state-of-the-art encryption—that are especially valuable when a PC is lost or stolen.

More Oversight, Less Overhead—Great for the IT Department Safeguard IT resources with a desktop/laptop backup solution that uses centralized, policy-based administration, and globally deduplicated, compressed data transfer. Hosted in the EVault cloud.
—*EVault Endpoint Protection Home Page (Website)*

Cloud Storage and Services
Do you want offsite cloud storage and cloud backup services but not the headache and expense of managing a data center? Do you need desktop/laptop backup and security or an online backup disaster recovery solution you can count on? How about offsite replication that works with your on-premise backup and recovery system? Our online data backup and cloud storage services are the answer.
—*Cloud Storage and Services Home Page (Website)*

Trademarking
- EVault and the EVault logo are registered trademarks and so take the circle-r reg mark: ®
- The reg mark should be superscript: EVault®
- Use the reg mark only the first time EVault appears in the body copy—this includes product names that include "EVault," such as: EVault® Endpoint Protection. Do not use trademark symbols in headlines
- Include a trademark mousetype section at the very end of all marketing collateral; see "Boilerplate Copy" (page 13) for an example

Commonly misspelled/misused words and phrases
- backup (adjective), back up (verb)
- CentralControl (one word, initial cap, inner cap "c")
- cloud-connected (always hyphenated): includes all EVault products and services b/c the EVault cloud is always a (seamlessly added) option
- Cloud-Connected Service Provider (all initial caps, "Service" is singular)
- data center (two words)
- Datasheet (not "data sheet")
- EVault: Never abbreviated (EEP or EDPM), never a possessive (EVault's)
- EVault Plug-n-Protect (note caps and hyphens)
- EVault Remote Disaster Recovery Service ("Service" is singular)
- hybrid: combining on-premise and cloud products/services
- Internet (capital "I"), intranet (lower case "i")
- Offsite and onsite (no hyphen)
- On-premise (not "on-premises" and always hyphenated)
- product spec sheet (not "data sheet" or "datasheet")
- VMware (cap "vm," lower case "w")
- website (one word, lower case ("w"))
- white paper (two words)

Punctuation
- Put punctuation inside of quotation marks ("Come with me," he said.)
- Dashes: Use "em" dashes (not hyphens!) with no space on either side (like—this)

Capitalization
- Cap proper nouns only. Our partners are resellers, not Resellers. It's the cloud, not the Cloud. Too many caps and things start looking like alphabet soup
- For headlines and subheads, use "title" case: initial caps and no periods

✔ **DO:** Use sample trademark mousetype
EVault and the EVault logo are registered trademarks of EVault Inc. All other marks are the property of their respective owners.

21. Brand Look and Voice: Our Picture Style

• Generally we like editorial-style photos of people—images that look natural and not posed.
• This may seem obvious, but pictures should clearly communicate the idea they represent.
• Although we generally use photography, illustration can be used for special purposes, such as advertising,
  where the imagery may need to be more provocative to help us stand apart from competing ads.

Pictures
These pictures show the range of imagery we can use to promote EVault.

Hero Backgrounds
We use the "Blue Swoosh" hero image as a background in a variety of marketing materials. Additional
elements may be added when appropriate as shown here, and different-colored hero backgrounds may be
used as well. Hero images may be downloaded from our Brand Identity intranet page.

22. Brand Look and Voice: Information and Display Charts

• Our charts and diagrams are clean, colorful, and leverage specific 3D icons.
• Generally, we try to align design elements on an axis to create order and increase visual clarity. Avoid
  cluttering the visual with too many different elements.
• We use only EVault colors and typeface. Leverage the colors for emphasis and to differentiate elements.
• Need some diagrammatic elements? You can find a library of them on our Brand Identity intranet page.
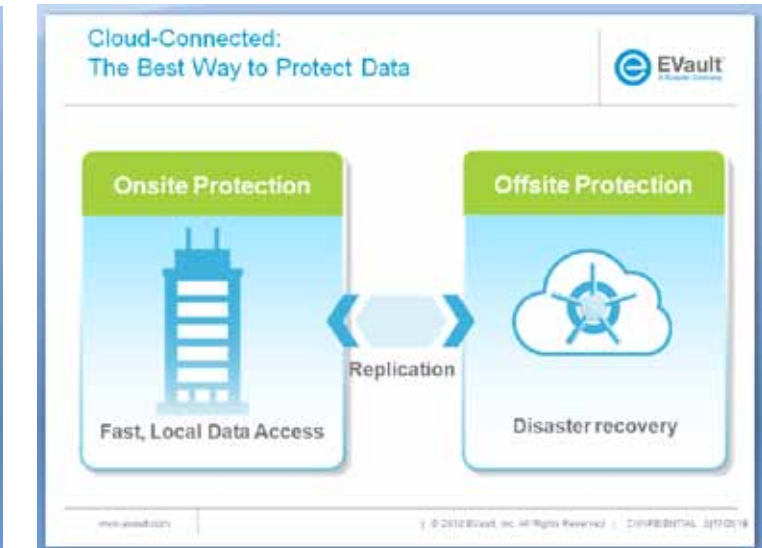
Information Charts

Icons

Brand questions? Please email creativeservices@evault.com

24. Brand Examples: The Basics

Learning by example
Here you'll find an assortment of electronic and printed EVault marketing materials: ads, collateral, web pages, and more.
- Use these examples as a guide for creating other EVault materials.
- Note that all these examples look like they were created by the same company, even though they represent different messages in different media.
- That's because all our marketing materials are tied together by a consistent use of the elements discussed in the preceding pages.

✔ **TIP:** Treat brand marketing like a tapestry you weave:
- Consistent voice
- Consistent look: logo treatment, colors, typeface, types of visuals, horizontal elements
- Consistent personality: the 5 C's
  - Candid
  - Caring
  - Committed
  - Confident
  - Creative

✔ **TIP:** Choose your "threads"
It's OK to emphasize different elements depending on the medium and situation. For example, we might emphasize a trait like "creative" more in an ad than in a white paper.

The main visual gets attention and clearly communicates the ad's intention

Get EVault cloud storage services delivered with a personal touch.

Headline

The first time you use EVault in the body copy make sure to include a superscript ®

Body copy is no smaller than 10 points

Bullet points are set in bold

The Call To Action is emphasized with a different color

The logo is surrounded with plenty of clear space

Full-page ad

Brand questions? Please email creativeservices@evault.com

25. Brand Examples: The Website

Our website is based on a four-column grid, which helps ensure all the pages look alike. Key features—such as the green call-to-action box—appear in the same location on every page so they're easy to find when surfing the site. Copy should be scannable: short paragraphs broken up with heads, subheads, bullets, and visuals.

Website home page

Product overview page

Product home page

Website home page banner

26. Brand Examples: Print and Electronic Ads

We generally design our ads with minimal copy and one visual for maximum impact—even for our print ads, which typically offer more space than online ads. Our online ad messaging must be brief, yet engaging enough to compel viewers to click the call-to-action link.

✓ **TIP:** Ads don't need to tell the whole story. They just need to interest viewers enough so they want to learn more—then give them an easy way to do that.
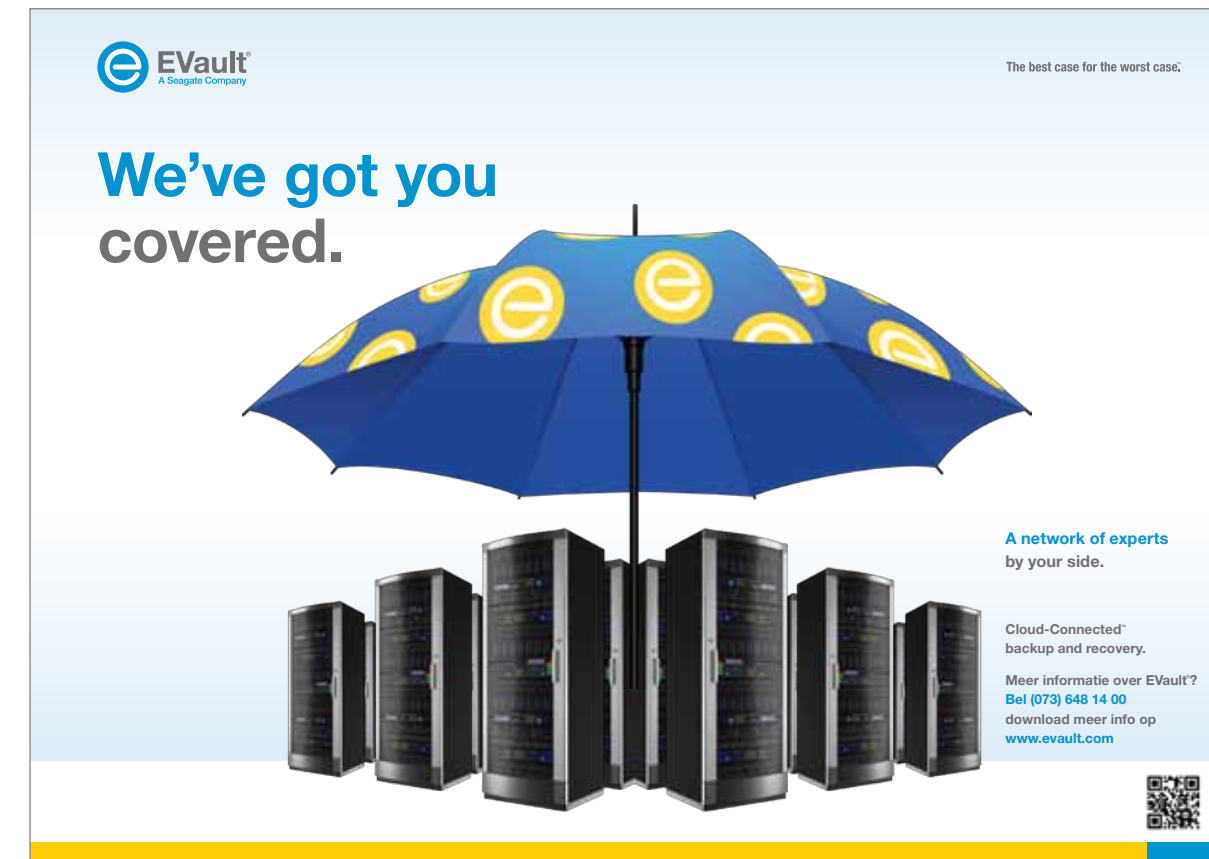
Double-page print ad

Online ads

Brand questions? Please email creativeservices@evault.com

The new EVault ABCs of Data Recovery Ad Campaign, with creative from our agency, Engine Company 1, is intended to:

• Break through the clutter with advertising that differentiates us from competition
• Build awareness of, and interest in, the EVault brand
• Drive traffic to our website and generate leads and conversions
• Provide a framework for creating a multitude of ads to give the campaign longevity

Online ads

Brand questions? Please email creativeservices@evault.com

Full-page magazine ad

✓ **TIP:** A good ad campain is felixible while maintaining strong visual coherence. Note the amount of copy on the billboard versus the print ad versus the full-page magazine ad.

Billboard

Corporate (all available masthead visuals shown)

All EVault collateral is built on the same grid, which helps unite them as a family. For each color scheme, there are three subtly different masthead variations.

✓ **TIP:** All are designed for easy co-branding: just add a partner's logo and contact information. Your charming friends in Creative Services provide this co-branding service to our partners for free.

Brand questions? Please email creativeservices@evault.com

White Papers

Partner Programs

Vertical Solutions

Case Studies

Professional Services

Datasheets

All Purpose

External Documents (Word)
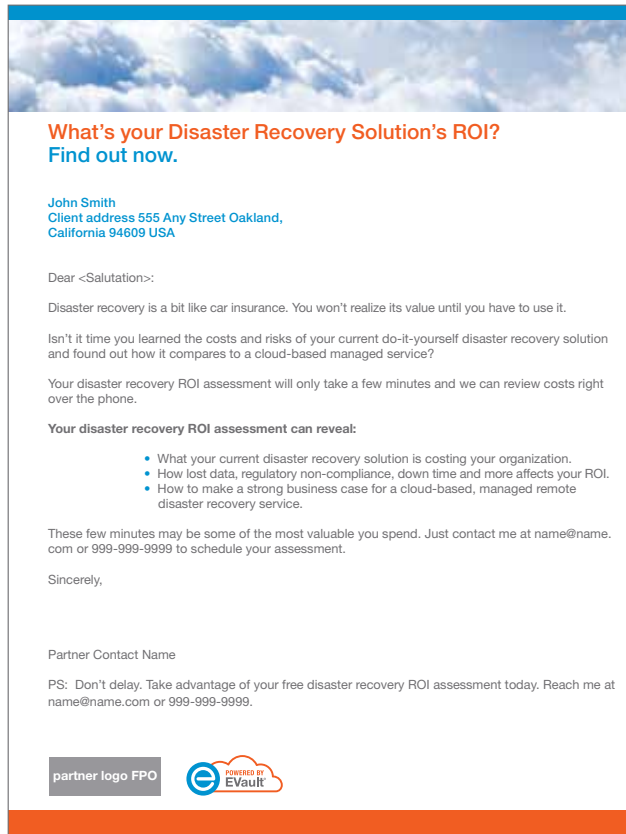
Partner direct-mail template

Email newsletter template

EBook

Video

In our videos, as in our ads and elsewhere, we like to show people—real customers, partners, and employees in real situations, if possible. Because we are all about service, and because we're working to humanize the EVault brand, we think it's important for prospective customers to see who we are.

We also use a family of simple icons to convey various concepts, helping us create a single "look" for our videos.

Our tradeshow booth is uncluttered and welcoming—the perfect refuge, we hope, for prospects in a crowded and noisy environment. The booth is heavily branded with EVault for maximum exposure. Monitors in the rear wall enable us to change content as needed. Tradeshow banners are essentially mini-billboards. So it's critical to keep copy short and make it large, like a headline. Try to keep your visuals simple and big as well.

Tradeshow exhibit
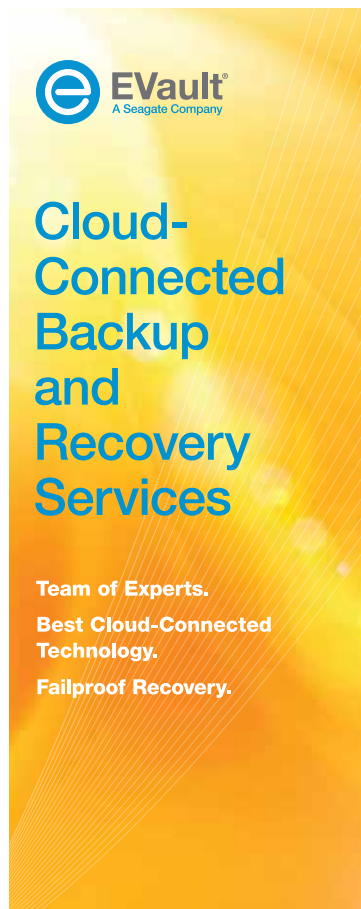
Tradeshow banners

Get 'em while they're hot
Like most companies, we give away (and make available for purchase) various branded tchotchkes: coffee mugs, pens, notebooks, you name it.

It's really terrific stuff and we're always looking to spruce up the collection, so please let us know if you have a great merchandise idea that says, "EVault will never let you down!"

Coffee Mug   **Flash Drives**   **T-shirt**

Brand questions? Please email **creativeservices@evault.com**

Miles Elbert
Director, Branding
and Creative Services
miles.elbert@evault.com

EVault®
A Seagate Company

cell: 1.510.555.1212
tel: 1.510.903.7131
fax: 1.510.903.7200

201 3rd Street
San Francisco, CA 94103

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www.evault.com

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One Penn Plaza, Suite 2124
New York, New York 10119

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ww.evault.com

GET YOUR BUSINESS CARDS
To order your own cards: Visit the
intranet home page, click the "Ordering
Business Cards" link near the bottom of
the page, and follow the instructions.

You can personalize your business
cards with one of four secondary colors
that complement the standard-issue
EVault Grey text.

We make that available to you because
it's fun, and because it says something
about who we are as EVaulters. Such as
charismatic, clever, innovative, etc.

Summing Up, Looking Ahead

The more powerful the brand, the more successful the company.

The first step—defining the EVault brand so it resonates with prospects
and customers and partners—is complete. The next step—making
sure everyone gets it—is up to all of us. This guide will help. But only
you can put it into practice.

So: Be reliable. Be proactive. And be passionate about backup and
recovery services and customer success.

Working together, we WILL build a world-class brand.

Ready, team? Let's make it happen.

This "mood board" is a visual snapshot of what EVault's all about: the look, the feel, the emotions. Use it for inspiration whenever you need it.

5.

Reliable

POWERED BY EVault

Tailored

Advanced Recovery Offerings | Expert Services
On Premise | Cloud Connectors | Cloud

EVault Data Protection Platform

Operating System Support
Microsoft Windows, Macintosh, VMware, Linux (Redhat and SuSe), IBM i, IBM AIX, HP-UX, Sun Solaris

Application Support
Oracle, Microsoft SharePoint, Exchange, SQL Server

Cloud-connected

Nice spara!

Nice sauver!

STORE. RECOVER. ANY QUESTIONS?

Ultra-reliable and always available

Proactive partner

保存リストへはじめまして！

Nizza zu retten!

backup and recovery services.

尼斯保存！

Ницца сохранить!

Tailored solutions

1.

EVault SaaS

3.

e EVault®

Niza ahorrar!

2.
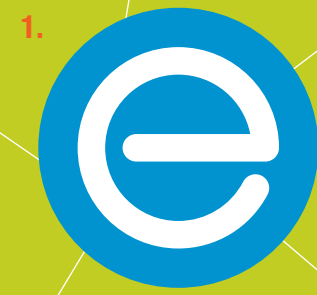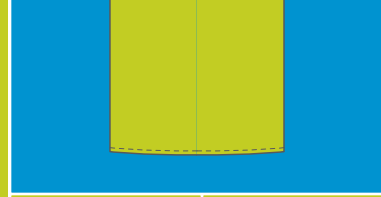
The best case for the worst case.™

Passionate about cloud-connected backup and recovery services and customer success

Our customers: EVault has my back!

Innovative, yet risk-free technologies

Trusted

e — EVault Data Centers
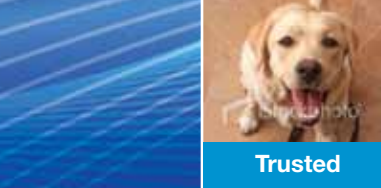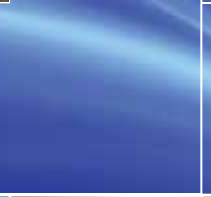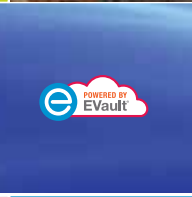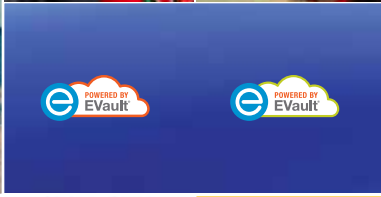
Access your business data.

Anytime. Anywhere.

CCSP

POWERED BY EVault | POWERED BY EVault | POWERED BY EVault | POWERED BY EVault

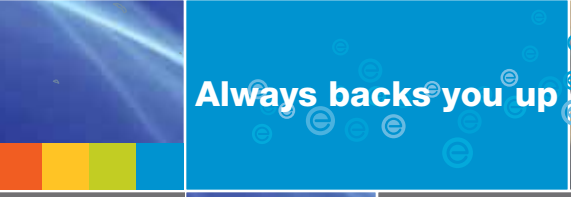e EVault® Endpoint Protection

What happens in the:
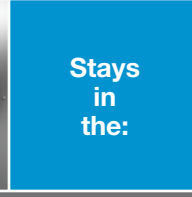
Stays in the:

Always backs you up

Protected.
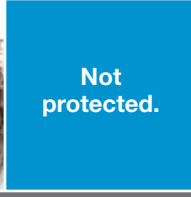
Not protected.

You might lose your:

But never your:

EVault®

YOU

&

e

EVAULT

Our official brand-building guide.

e EVault®
A Seagate Company

The best case for the worst case.™