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 with this. From understanding our brand platform and expression attributes 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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Getting to Know Us
Getting to Know Us:
Our Brand

Our brand is a living, breathing thing. It is powerful. It is important. It is at the heart of everything we do. Our brand platform is the most fundamental expression of who we are, what we do and why we do it. These elements are the foundation for our messaging and a unifying force across all our communications worldwide.

Take the time to understand our brand. And use this platform to shape and inform your work.
Getting to Know Us: The Aruba Brand Platform

Think of our brand platform as our shared vision. It clearly defines our brand, aligns us internally and guides how we express ourselves externally. Think of it as the foundation for your work.

<table>
<thead>
<tr>
<th>Brand Aspiration</th>
<th>How we pursue our vision and work toward it as an organization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer first, customer last</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Mission</th>
<th>What we stand for in the minds of our audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Become the edge platform upon which our customers innovate in the mobile, IoT and cloud era</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Promise</th>
<th>The benefit our audience gets from us</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We untether possibilities for businesses, organizations and people</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Experience</th>
<th>The impression we leave with our audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The hero of mobility</strong></td>
<td></td>
</tr>
</tbody>
</table>
Our tagline is the most succinct verbal expression of our brand. It is intended to capture the essence of what we do and why we do it. Always use the tagline as a stand-alone element. It can appear with our logo, but should rarely be used in copy. And always honor its integrity. Never alter the line, adjust the tense or change its meaning.

People move. Networks must follow.
The purpose of these guidelines is to provide a framework around how we speak to our audience across all Aruba channels (web, email communication, social).

It’s worth noting that voice and tone are often confused; voice is determined by the audience – in Aruba’s case, we are talking to professionals: Network buyers, C-level decision makers, Security folks...we need to consider what these professionals expect from Aruba and what our values are when we use our voice.

Tone is determined by the situation. For example, you might want a warm, natural voice with humor here and there, but humor would not be appropriate if the user is frustrated and is getting error messages while on our website—so if there’s an issue, the tone would (and should!) be more serious and helpful. This document will focus on voice, not tone.
ARUBA VALUES

Our values are really the foundation of our voice; they determine who we are and how we should speak to our customers.

What do we do?

This is how we’ve defined what we do: We create amazing experiences for end users AND the network administrators. We are the edge platform upon which our customers innovate in the mobile, IoT and cloud era.

What are our core values?

• **We are customer first, customer last** - We don't develop technology for technology's sake. That means we are thinking about the customer's business problems as opposed to selling fluff. We listen and don't speak down to our audience.

• **We redefine the intelligent edge** – We are not your traditional networking company. That is reflected in everything that we do, including our brand and our voice. Our voice is not stodgy and dated; it is unconventional and fresh.

• **We innovate at the speed of the ecosystem** - We connect the dots between business and IT priorities with a world-class partner ecosystem. Those partners range from tech giants (like Microsoft) to up and comers. The end result is that we can give our customers end-to-end solutions and the market perceives us as a leader. Our leadership is reflected in our voice.

Now that we've talked about our values, let's think about our personality. Values are what you say, personality is how you say it. Our voice is really made up of both.

What is our personality?

Although we are part of Hewlett Packard Enterprise (HPE), Aruba has a separate brand identity. So when we think of our personality, certain things jump out.

• **Our culture**: Aruba is like a family; people have fun coming to work; there are dogs running around the office; you get the picture. We are not a conventional tech company, so our personality reflects that.

• **The face of Aruba**: Look at our leadership team. They are entertaining, the keynote speakers that everyone wants to see. Not your typical tech guys, but the tech press hangs on their every word. They can act silly with the employees, but at the heart of it is a deep mutual respect. They care about the customers and solving their problems. Aruba's personality is smart, fun, witty, a step ahead of the competition.

• **Our brand**: Bright orange! We are not muted tones. We are fresh, unconventional, and we stand out in a crowd.
OUR VOICE

Alright, we’ve talked about our values and our personality. Our voice is just putting those together and describing Aruba in adjectives:


Here’s how those translate to voice guidelines

• Aruba is **innovative BUT NOT trendy**: We know our stuff, but we’re not going to throw a bunch of jargon at our audience. We write with leadership in mind, but we don’t try to be flashy and fake.

• Aruba is **unconventional BUT NOT over the top**: Be mindful that we are not talking to teenagers, our audience is still professional and expects us to treat them with respect.

• Aruba is **informal BUT NOT sloppy**: It is one thing to be natural and write the way we would speak (this is good!); it’s another to throw grammar to the wind and be sloppy (that’s bad!). Our writing should be impeccable in that it’s grammatically correct, but NOT stiff. For the most part, aim to write the way you would speak to a colleague or friend.

• Aruba is **empathetic BUT NOT preachy**: This speaks to our core value of listening to our customers and addressing their biggest business challenges. Our writing at its core needs to address customer headaches and should never sound preachy (“We think blah, blah, blah”).

• Aruba is **fresh BUT NOT unprofessional**: We have fun with headlines—they should be catchy, witty because our audience is human. BUT...we never push the envelope too far and our language should be understandable in a single glance.

• Aruba is **direct BUT NOT cocky**: We write crisp, clear copy that the reader can understand without a dictionary. We don’t try to outsmart our customers and impress them with our knowledge of jargon or big words.

Questions? Contact arubabrand@hpe.com

Examples available upon request.
Getting to Know Us:
Naming

Aruba Networks was an organization that was acquired by Hewlett Packard in May of 2015. In November of 2015, Hewlett Packard split into two entities - Hewlett Packard Inc and Hewlett Packard Enterprise. Since that time, there has been some confusion on how to address Aruba, what brand to lead with when working with Aruba, etc. This section hopes to bring clarity to the situation.

HOW DO WE ADDRESS OURSELVES IN PRINT?
Hewlett Packard Enterprise has given the official guidelines below for reference.

Do's:

• On first instance: “Aruba, a Hewlett Packard Enterprise company”
  In print, it is vital to use the entire company name on first instance. Take note of the title case - the ‘c’ in company is always lowercase.

• On second instance and beyond: “Aruba”
  Once our entire company name has been used, you may shorten all future instances simply to ‘Aruba’.

Don’ts:

• HPE Aruba: More and more, you may see or hear the company referenced as ‘HPE Aruba’. This is a shortened name sanctioned for internal company use only. This is never to be referenced externally, in either written or verbal communication.

WHAT BRAND SHOULD I USE?
Official guidance from Hewlett Packard Enterprise is that there should never be a mixing or co-brand of Aruba and HPE — lead with only one brand. Do not use both entity logos on a single document together, or a flyer together, etc.

An example of a rare exception to this rule is if both entities are sponsoring an event; in that case both logos might appear on the event’s promotional material.
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.

aruba
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**

![Aruba Orange Logo type with Aruba Gray Endorsement Line](image)

**One-color**

![Aruba Orange Logo type](image)

**Reversed**

![Aruba Orange Logo type with Aruba Gray Endorsement Line](image)  ![Aruba Orange Logo type](image)

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

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

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

**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*

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

**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 ARUBA CORPORATE MARKETING.

**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

**SMALLEST WEB SIZE:** 20 PX HEIGHT OF THE LOGO

**SMALLEST MOBILE SIZE:** 25 PX HEIGHT OF THE LOGO

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

To get permission for this logo’s use and to procure files, please reach out to the Aruba brand team at: arubabrand@hpe.com
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 change the logo’s colors.
Don’t change the logo element proportions.
Don’t add a stroke.
Don’t remove the endorsement line without permission from corporate marketing.
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 those few cases, there are two alternative logos that have been created for use.

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 INCHES HIGH

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 those few cases, there are two alternative logos that have been created for use.

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 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

SMALLEST PRINT SIZE:
0.25 INCHES HIGH

SMALLEST WEB SIZE:
FOLLOW FAVICON & APP ICON SPECS - TYPICALLY AS SMALL AS 16PX HIGH

LOGO BUG CLEAR SPACE

REAL - WORLD EXAMPLES:
These small giveaway items retain a fun, bite sized Aruba spirit with the logo bug.

The Aruba Connect app icon is able to maximize the Aruba brand by prominently displaying the logo bug.
Elements of Style
Our visual style reflects our belief that what the mobility generation needs is to be liberated from every barrier to information, applications and each other — any place, any time.

Our visual style — including our logo (inspired by connectedness and mobility), graphic devices, typography, color and imagery — form a distinctive collection of elements that unite our communication touchpoints. Our visual style has the greatest impact when these elements are used consistently and correctly. Always follow the principles in this document when using our elements of style.
Elements of Style:
Color

Color drives the emotional tone and character of all our visual communications. Color plays an important role in our branding by providing a distinctive range of fun and emotionally charged colors used for type, backgrounds, graphics and graphic applications.

The Aruba color palette consists of fifteen colors. The primary colors are the Aruba Orange and Gray. The remaining thirteen colors comprise the secondary and tertiary palette. The secondary and tertiary palette is used in text and infographics (charts, diagrams and graphs) and for backgrounds. These colors (along with color found in photography) are used to add life and energy to our visual style and to make our communications more approachable and personable. To expand the palette, you may use tints of the approved palette as accent colors. Additionally, there are three colors to be used exclusively for branding products.

Always start with the primary palette. Use these colors in our logo, backgrounds and typography. Aruba Orange and Gray are primarily used for text. Our secondary color palette is designed to complement our primary color palette. The colors can be used in Mobility Rules, Messaging Framework, Typography Rules, charts, graphs and infographics. On occasion, some of the colors may be used for text. Online color equivalents have also been established to ensure consistent color matching across the digital divide.
### Elements of Style: Color

In lieu of the Aruba colors listed on this page, you may use PANTONE colors, the standards for which are shown in the current edition of the PANTONE formula guide. The CMYK, RGB, and hexadecimal breakdowns shown on this page have not been evaluated by Pantone for accuracy and may not match the PANTONE Color standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.

#### PRIMARY PALETTE

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB-SAFE HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 151 C/U</td>
<td>C:0 M:60 Y:100 K:0</td>
<td>R:255 G:131 B:0</td>
<td>#FF8300</td>
</tr>
</tbody>
</table>

#### SECONDARY PALETTE

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB-SAFE HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 428 C/U</td>
<td>C:23 M:17 Y:17 K:0</td>
<td>R:195 G:197 B:200</td>
<td>#C3C5C8</td>
</tr>
<tr>
<td>Pantone 7693 C/U</td>
<td>C:100 M:75 Y:30 K:14</td>
<td>R:0 G:72 B:118</td>
<td>#004876</td>
</tr>
<tr>
<td>Pantone 565 C/U</td>
<td>C:37 M:1 Y:24 K:0</td>
<td>R:159 G:212 B:201</td>
<td>#9FD4C9</td>
</tr>
<tr>
<td>Pantone 327 C/U</td>
<td>C:100 M:21 Y:64 K:7</td>
<td>R:0 G:131 B:117</td>
<td>#008375</td>
</tr>
<tr>
<td>Pantone 1655 C/U</td>
<td>C:0 M:84 Y:100 K:0</td>
<td>R:255 G:76 B:0</td>
<td>#FF4C00</td>
</tr>
<tr>
<td>Pantone 2288 C/U</td>
<td>C:24 M:0 Y:57 K:0</td>
<td>R:200 G:227 B:121</td>
<td>#CBE379</td>
</tr>
<tr>
<td>White</td>
<td>C:0 M:0 Y:0 K:0</td>
<td>R:255 G:255 B:255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Black</td>
<td>C:0 M:0 Y:0 K:100</td>
<td>R:0 G:0 B:0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

#### TERTIARY PALETTE

<table>
<thead>
<tr>
<th>NAME</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB-SAFE HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>MERIDIAN BLUE</td>
<td>C:80 M:45 Y:1 K:0</td>
<td>R:46 G:124 B:190</td>
<td>#2E7CBE</td>
</tr>
<tr>
<td>SKY BLUE</td>
<td>C:36 M:0 Y:0 K:0</td>
<td>R:154 G:218 B:246</td>
<td>#9ADAF8</td>
</tr>
<tr>
<td>EXTRA LIGHT TEAL</td>
<td>C:5 M:0 Y:3 K:0</td>
<td>R:240 G:249 B:246</td>
<td>#F0F9F6</td>
</tr>
<tr>
<td>EXTRA LIGHT GREEN</td>
<td>C:2 M:0 Y:7 K:0</td>
<td>R:249 G:250 B:236</td>
<td>#F9FAEC</td>
</tr>
<tr>
<td>EXTRA LIGHT GRAY</td>
<td>C:2 M:1 Y:1 K:0</td>
<td>R:246 G:246 B:246</td>
<td>#F6F6F6</td>
</tr>
</tbody>
</table>

**NOTES ON COLOR**

Aruba’s primary orange should typically be used as an expression point of the brand - persuasive, bold, and with a judicious hand.

Fully understand production methods and the experience of the end user. Some colors (looking at you, PMS 2288 & 1655) may trigger uncomfortable experiences if seen on-screen as large washes in theaters or conference rooms.

To obtain swatch files, visit brand central, or contact arubabrand@hpe.com
Elements of Style:
Typography

Primary: Open Sans

Light
Regular
Semibold
Bold

Secondary: Arial

Regular
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

Arial Regular / Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold / Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Photography is one of the primary ways we add color and personality into our communications.

Our photographic style is not rigidly defined. We allow for a range of styles and contextually correct subject matter to make possible the widest spectrum of expression and creativity in our communications.

Photography should always reflect our brand attributes: **Liberating, Intelligent and Empathetic**. The following pages outline some key concepts to keep in mind when selecting stock photos or shooting custom photography.
Aruba’s photography represents seven verticals whose subjects evoke humanism and authenticity.
Elements of Style: Photography

VERTICALS:
- Enterprise
- Government
- Hospitality
- Healthcare
- Higher Education
- Primary Education
- Retail
- Small and Midsize Business
Elements of Style: Photography

Knowing that over time images will be sourced from different vendors, we have created a customized filter tool for photography to enhance the imagery by creating a warmer palette that helps to unify the photographic style irrespective of the source of the imagery. We group photography into three image styles: Hero, Vertical and Product.

Hero

These are network engineers that have elevated themselves to Mobility Heroes — the customers to whom we assign rock star status. These proud, confident people are portrayed as being in complete command of their operating environment or sphere of influence.

Vertical

There are seven verticals in Aruba’s marketing arena: Enterprise, Retail, Hospitality, Healthcare, Primary Education, Higher Education and Government. Our images for these segments must represent the environments and the element of mobility within these segments and include subject(s) who evoke humanism and authenticity.

Product

There are two sub-categories in the product category. The first is physical products. The second serves to represent Aruba software.
Elements of Style: Photography Criteria

Be genuine and authentic

Our photographs should always appear honest and credible. Lighting can vary from studio lighting to natural lighting, but subjects and their expressions should feel real and sincere.

Be colorful

Use photography as a creative way to introduce color into our visual identity system. Color will energize and embolden our designs.

Show creativity and possibilities

Photographs should support the idea that our products provide mobility solutions rich in creative potential and possibilities. Use photography to show mobile moments or moments of inspiration related to our verticals.

Think of photography in conjunction with Mobility Rules, Messaging Framework and Typography Rules

Our Mobility Rules described on page 33 get the most impact when used in conjunction with photography. Images that may appear simple and ordinary by themselves can become powerful and laden with meaning when used in combination with our Mobility Rules, Messaging Framework and Typography Rules. See next section.

Think globally

Aruba is indeed everywhere. Make sure our photography reflects the cultural, gender and ethnic attributes appropriate for the socio-geographic region your communication is being produced for.
Elements of Style:
Photography: How to Create Core Imagery

STEP 1

Open the Actions window in Adobe Photoshop and load the “Aruba_Filters.atn” file into your Actions window. This tool can be obtained from Aruba Corporate Marketing.

STEP 2

Select an appropriate image from the image library or start out with an alternate approved image.

Use Adjustment Layers to balance the highlights and shadows of the image. A good place to start is a Levels Adjustment Layer and a Color Balance Adjustment Layer.

STEP 3

Group the Adjustment Layers with the photo you are using in preparation for the filter. It is important to make sure that all the layers affecting the image are grouped together. Otherwise, the filter might not come out as expected.

STEP 4

Using the “Aruba - Filters” action file, play the “Aruba Photo Filter” on the group you just created. It will create a new layer with the filtered image above the group of Adjustment Layers and original photo.
Elements of Style:
Photography: How to Create Core Imagery

STEP 5

With the Aruba Filter applied, the resulting image layer is adjusted one last time with a Levels Adjustment Layer to bring back some of the highlights and shadows.

BEFORE AND AFTER

STEP 6

The finished image.
Elements of Style:
**Mobility Rules, Messaging Framework and Typography Rules**

Aruba’s “Mobility Rules, Messaging Framework and Typography Rules” represents the different dimensions of mobile intelligence and is the cornerstone of Aruba's visual style. The concept stems from Aruba’s wireless technologies, which empower network engineers to become mobility heroes by allowing them to intelligently connect an increasingly expansive network of people, devices and information.
Think of Mobility Rules, Messaging Framework and Typography Rules as illustrations of the connective potential that empowers IT professionals to create and manage their mobile experience in ways not previously imagined. In other words, think of them as the manifestation of the connectedness that's possible with Aruba.

These dots represent people, places and devices.

The lines of mobility reinforce Aruba's position at the nexus of intelligent mobility.

Mobility Rules, Messaging Framework and Typography Rules can then be integrated into photography to communicate Aruba's unique visual style.
Elements of Style: Mobility Rules

The essence of Aruba’s visual style is created by infusing Mobility Rules into photography. The Rules should never be more than 1.5 points thick on a document measuring 8.5” x 11” or smaller and should scale up proportionately on larger sizes. Mobility Rules can be used as single-color or multi-color depending on the photograph’s color scheme and composition. Generally, the Rules should connect people, objects and/or devices to each other. Try to weave the mobility Rules around elements in the photo to integrate them into the image and increase visual interest.

Three rules + one focal point

Four rules + two focal points

Five rules + three focal points
Elements of Style:

Mobility Rules

Misuse

Do not use different line weights within a given layout.

Do not use more than 5 Mobility Rules in any given application as they will convey complexity.

Do not use unauthorized colors.

Do not use too many rules.

Do not terminate rules within the boundary unless highlighting a specific device, person or location.

Choose colors that provide sufficient contrast with the background so that the rules are not lost.
Elements of Style: Mobility Rules and Color Build Steps

Creating imagery in the Aruba style is the way we differentiate our brand in a crowded marketplace. Being consistent with the way we build our images creates visual impressions that help recognition and helps to build mindshare. Although this is a single visual example, it’s important to note that the creative possibilities are infinite.

**STEP 1:**
Start with an approved image that has been retouched and colorized using the Aruba color filter tool to make the image in the Aruba style.

**STEP 2:**
Create a clipping path around the “hero” or the focal point of the image and paste the “hero” in place on a new layer above the image.

**STEP 3:**
In this example we create a shape layer below the clipped out “hero” layer and fill with a secondary color from the Aruba color palette. Multiply that color over the top of the photograph below this layer.
Elements of Style:
Mobility Rules & Color
Build Steps

STEP 4:
Create a second shape layer to prepare an area for text in the layout. This shape layer must be white and transparency of this layer is set at 90% opacity.

STEP 5:
Create a copy of the white shape layer and align it above the white layer shape. Change the color to one from Aruba’s primary or secondary palette, change the opacity to 100% and set the transparency to multiply. You can change the angle or dimension of this colored shape layer as long as it covers the entire white shape below this layer. The text can then be placed on top of the colored shape layer. Be sure the text has sufficient contrast. Open Sans light is the recommended font weight for headlines.

STEP 6:
Create Mobility Rules set to 1.5 points (4 pixels) width. Mobility Rules can be created using a single color or multiple colors depending of the effect you desire and/or the photograph’s color scheme. The Mobility Rules should not just be placed on top but be woven into the photo going in front of and behind objects such as the “hero” of the image or shape layers to create a sense of depth and visual interplay between the elements of style.
Elements of Style:
Mobility Rules & Color
Build Steps

STEP 7:
(This step is optional)
To include an icon and label in the layout, choose a Mobility Rule and select an icon from our Arubicons typeface that most closely matches the weight of the Mobility Rule in your design (there are two weights available). Color the Arubicon icon to match the Mobility Rule color. Place the desired icon (circular or square icons work best) so it’s centered on the Mobility Rule. Mask out the section of the Mobility Rule so it doesn’t dissect the icon. Place text. The text should be placed directly to the side, top or bottom of the Arubicon and should never intersect with the Mobility Rule (in this case, it’s below and to the left of the icon), always set text in Open Sans Bold all caps with tight leading. Be sure to have sufficient contrast to ensure legibility of the Mobility Rules and icon.
Elements of Style: Messaging Framework Construct

Use the Messaging Framework to amplify key messages within a narrative. Ideally, these graphic devices should consist of a single word or — at most — a few words. They can be placed over photography or on white or colored backgrounds. The Messaging Framework must be accompanied by Mobility Rules, shown on the previous page.

Clear space is based on the x height of the type in the Messaging Framework.

Always consider using Aruba Orange first when coloring the Messaging Framework.

To add more color to the layout the remaining colors of the Aruba palette can also be used.
Elements of Style: Messaging Framework, Continued

The Mobility Rules are used to anchor the message within the layout and to help convey the story of Aruba’s connectedness and of being at the nexus of intelligent mobility. These rules can be created from any color in the Aruba palette and can be created in a single color or multiple colors.
When applying Messaging Framework over a photo or colored background, always build in transparency to weave the Messaging Framework into the background. Follow these three steps:

1. Knock out the word or set the Messaging Framework to multiply.

2. Copy the Messaging Framework shape and fill it entirely with white. There is no type on this layer. Then set transparency to 85% and place directly under the Messaging Framework with type.

3. Group these two devices and apply to layout. Any Aruba color can be used for the Messaging Framework but take care to have sufficient contrast from background.
Elements of Style: Messaging Framework Misuse

It is important to be consistent with the way Messaging Framework are used. Below are some examples that are not using the device properly.

Do not float a message framework without Mobility Rules.

The Messaging Framework clear space should be equal to the X height of the type in all instances.

Text should always be white or knocked out of the framework. Never make the text a color other than white.

Use only colors for the framework that allows for sufficient contrast from the background.
Elements of Style: Typography Rules

Typography Rules can be used to drive home an important thought with graphic impact. The word should be set as Open Sans bold and converted to outline. The outline should generally be 1.5 points in weight on a typical document measuring 8.5″ x 11″ and scale up proportionally on larger applications. The size of the word should be relatively large in the context of the layout. Typography Rules created from any single color from the Aruba palette or they can be created using multiple colors.
Elements of Style:
Typography Rules
Misuse

Do not use Typography Rules in a sentence and do not use more than two words; ideally use one.

Do not use too many lines as it will convey complexity.

Do not terminate lines within the boundary of the document. They should always extend to the edge of the layout.

Do not exceed 1.5pt stroke width to letter size document or equivalent scale.

Do not change the direction of the line creating angles that are not in line with the letterforms.

Do not fill letters with a color.
Elements of Style: Iconography and Infographics

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 facilitated by Aruba’s technologies. The library will grow over time with the need for new symbols to represent new concepts. 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 Wi-Fi icons…
We have a lot of pride in this 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 in-tact.
The Aruba Web Style Guide was created as a reference to assist in bringing a consistent, modern, and responsive design language to all of Aruba’s web properties. The guide introduces an overall aesthetic, along with custom utility iconography and a consistent language in line with Aruba Brand Guidelines.

There you will find guidance and resources to assist the build of page templates, element, forms, imagery and navigation.

To view the Aruba web style guide, visit:

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.

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.
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 hand 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.
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.

Product Branding:
Hardware — Access Points
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 shared relationship. We all want the same outcome: to create opportunities for our audience by highlighting the complimentary 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 the Corporate Marketing Team:

Email: aruba.brand@hpe.com
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.

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Co-Marketing

Overview

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

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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

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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. The following pages outline eligibility, common brand scenarios and applicable logo guidelines.
Co-Marketing: Eligibility

Is the project eligible for Co-Marketing with Aruba?

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

The third party is a...
- Technology Partner
- Solution or Service Provider
- Distributor
that integrates and builds solutions with Aruba products and technology.

Are they enrolled in the Partner Ready for Networking program?

Yes

Third party may still be eligible for co-marketing opportunities. Consider becoming a Partner Ready for Networking partner, or reach out to the Partner team for guidance.

No

Refer to common scenarios on the following pages for examples of how to proceed.

The third party is a Media Partner and we are paying to sponsor content on one of their properties.

Refer to co-marketing guides on Brand Central. In this case, follow the “spacial approach”. Context should be clear: it’s a media partner owned asset with Aruba as a sponsor of content.

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
- Web banners and subsequent landing or registration pages
- Environmental graphics: banner stands (roll-up banners), trade show booths
- Posters, print advertisements

Approved Collateral types:
- Case Studies, Special Reports, Solution Overviews

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 stand-alone 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. Both logos present, one brand leads

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

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. Both logos present, one brand leads

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.

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.

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.
Co-Marketing: Scenarios

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

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.

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.
Co-Marketing:
Scenarios

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

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

Scenario C: Partner’s brand only

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 and 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.
Co-Marketing: Logo Configurations

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.
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, over-lapping 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 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: 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 lock up 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: 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.

LOCKUP RELATIONSHIP

Headline goes here

Description line goes here

Headline goes here

Description line goes here
Co-Marketing:  
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 lockup. 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.
Co-Marketing: Lockup Usage — Proportion and 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.
Co-Marketing: Lockup

Usage — Misuse

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

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

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

Don't place logos too close together.

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

Don't use the logo over a busy background.
Co-Marketing: 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.

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

Print/Brochure

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.

- **Print/Brochure**
  - Headline goes here
  - Description line goes here

- **eDM**
  - Headline goes here
  - Description line goes here

- **PowerPoint**
  - Presentation Title
  - Subhead copy goes here. Enim ad minim veniam, quisquis ex commodo consequat.

- **Postcard**
  - Headline goes here
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
Visual Style
Visual Style:
Putting it All Together

The following pages illustrate the approach used to create imagery in the Aruba style. Based on the principles and ideas outlined in this document, we have included many examples to guide you when creating communications that represent Aruba’s brand in the marketplace.
Most of Aruba’s collateral is broken down into two design categories. Category 1 has a cover and Category 2 doesn’t. The Case Study template and the Data Sheet template fall into Category 2. These documents have been designed to be functional yet still have a branded look and feel that is extendable to a variety of corporate collateral. The consistent use of typographic conventions across both categories helps to establish a unified look and feel across the collateral system.
White Papers and Test Reports are examples of Category 1 documents that have covers. The typographic conventions are consistent with Category 2 documents. The cover design visuals can be altered using color and/or changing the orientation of the Mobility Rule and the shape of the field color.

Visual Style: **Collateral Examples**
This advertisement prominently features a photograph representing an enterprise vertical and is integrated effectively with the elements of style. The size and placement of the Mobility Rules and field color is deliberate and purposeful: to show effortless collaboration and intelligent mobility in the enterprise space. The text is set in Open Sans because it’s the primary text style.

Color is introduced through photography and field colors. Keep copy succinct and focused on the value prop—in this case enabling the all-wireless workspace most enterprises aspire to. Be sure to have a prominent call to action.
Visual Style: Web Page Examples

Aruba’s Web presence embodies the Aruba aesthetic and is our single most important communications tool. Because it is a dynamic environment with new content updated regularly, it is imperative that the content remain “on brand”. When creating campaigns online, be sure to incorporate elements of style consistently to tie back to the Aruba brand.
Visual Style:
Web Banner Examples

Below are two examples of banner styles. The top one is a corporate banner promoting Gigabit Wi-Fi and the bottom one is an example of a campaign execution for #GenMobile. Each embodies Aruba’s elements of style, yet the expression is dramatically different because of the choice of elements used and the way they were used. Take advantage of the flexibility when creating new communications.
Online marketing communications use mobility lines, color, fonts and the logotype to brand in the Aruba style. The typographic hierarchy helps the reader navigate the page easily and the Mobility Rules add dimension and energy to the pages.

Visual Style:
Marketing Email Template
The marketing eNewsletter is a powerful communication tool that has various useful functions. It reminds our users about us; it informs them about our products; it tells them what we have been up to; and it helps us build a unique relationship with them.

The fundamental rule for creating an eNewsletter is to give it interesting, relevant and up-to-date information that is enjoyable to read. Users sign up for newsletters hoping to be informed about things that they would not otherwise be able to find out about.

Choose the appropriate template for the audience you’re communicating with. The color palette that has been applied to the top banner area has been chosen to be associated with its particular audience.

Use only well lite and well photographed images in the eNewsletter.
Visual Style: Event Graphics

These graphic examples demonstrate the impact that the Aruba visual style has on a large scale. A fine balance between elements of style and the effective placement of the messaging make these examples effective.
Visual Style: Brand Video

A video is a comprehensive view of what is possible with Aruba elements of style. The motion creates a dynamic expression of the visual style and helps the viewer navigate the story by leading the eye. And like our photographic library, the video’s visuals are humanizing and authentic feeling.
Visual Style: Swag

The Aruba brand can be applied to items and products to extend the brand in unconventional ways for a variety of purposes. The brand’s identity and visual style can be expressed using unique print processes like embossing, silkscreen and embroidery, for example.
Checklists
Checklists: The Brand Identity Shortlist

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.
- Do use logo artwork downloaded from authorized sources.
- Always use the correct logo version for your communication, heeding clear space and color guidelines.
- 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. If working with original stock photos, be sure to apply the Aruba color filter.
- 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 logos or alter any Aruba logos.
- Never use logos within text.
- Do not abbreviate the company name Aruba, for example, as AR or ARU.
- 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

- Use only Aruba approved images.
- Imagery should be professional quality.
- Use images that have a central concept, supporting the message being communicated.
- Aruba's imagery is focused on the heroes and players in the vertical ecosystems. These images generally represent the untethered nature of Aruba's mobile advancements for customers and end users.
- 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.
- Avoid images depicting violence, gambling or sexual suggestiveness.
- Aruba is a global company; be sensitive to cultural issues.
- Avoid using dark, heavily shadowed imagery.
- Do not use clip-art or cartoons.
- Do not leverage photographs from HPE's photo library.
Contacts
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 the Aruba corporate marketing team:

Email 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 Aruba resources. Log into Brand Central and select ‘Applying the Brand’ from top navigation. Then select the ‘Aruba’ tile to review the Aruba subsection.

- [www.hpe.com/brandcentral](http://www.hpe.com/brandcentral)
- [https://h10014.www1.hpe.com/brand-central/content/aruba](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/](http://www.arubanetworks.com/company/media-center/)

For website-related assets, visit Aruba’s web style guide:


For Partner Ready for Networking inqueries, visit:

- [https://partner.hpe.com/aruba](https://partner.hpe.com/aruba)
Thank You.