aruba

a Hewlett Packard
Enterprise company

Aruba Brand Guidelines

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

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

Table of Contents

Voice and Writing Guidelines

Our voice is an extension of our brand.
It's the foundation of everything we write.

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

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

ARUBA'S VALUES

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

What does Aruba do?

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

What does Aruba mean by "the Edge"?

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

Examples of experiences happening at the Edge:

- Location-aware retail apps that identify shoppers and their preferences as they enter stores

- Smart biometric devices helping remote doctors analyze and treat patients in real time

- Immersive augmented reality games and in-game promotions for fans visiting the newest arenas and public venues

- Educational institutions that are better able to triangulate the location of emergency situations, providing faster response time when every second counts

- In the office environment, connected conference rooms allowing for seamless employee collaboration via voice and video—regardless of where everyone is located

What are Aruba's core **company values?**

We are always customer first, customer last

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

We are unconventional and innovative

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

We are the biggest small company

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

What are Aruba's **brand values?**

Courage

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

Community

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

Flexibility

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

ARUBA'S PERSONALITY

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

What is Aruba's personality?

Approachable

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

Direct

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

Empathetic

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

Optimistic

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

Sophisticated

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

USING ARUBA'S VOICE

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

Need to write copy?

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

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

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

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

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

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

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

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

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

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

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

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

Voice and Writing Guidelines
Using Aruba's Voice

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

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

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

Competitive Messaging

Aruba is the undisputed leader within networking. We've been recognized over and over again by Gartner and other third-party analysts, year after year. We are a trusted brand that has delivered sustained innovation, vision, and expertise while demonstrating a customer-obsession that is unmatched in the industry.

As a trusted leader, we need to always lead with customer empathy (we understand their challenges and headaches) and to demonstrate that we can help solve these challenges with authority (we have earned the right to do this). However, it's important to never cross the line with a swagger that makes us look defensive or arrogant.

These guidelines show you common do's and don'ts to follow so that Aruba's brand shines through.

1. Lead with customer empathy

This means that where possible, lead with an understanding of our customers' pain points and how we offer solutions to those challenges. Here's an example:

DO LEAD WITH

COVID-19 has created challenges in the work-place. As employees move from home to return-ing to the workplace, it's important to reassure them that they can remain safe and healthy.

DON'T LEAD WITH

COVID-19 makes contact tracing important, so Aruba is delivering two options using network telemetry from both Wi-Fi and Bluetooth Low Power (BLE) telemetry.

2. State our "ownable differentiation" points

When writing copy, we want to be consistent and avoid using passive statements like "our Wi-Fi is better." We want to state our ownable differentiators and back them up with facts that are proof points. Here is what sets Aruba apart from the competition:

- AI-powered innovation that identifies anomalies and provides prescriptive recom-mendations with 80% faster resolution times, while simplifying the user experi-ence — with over 95% assurance.
- Cloud-native, not cloud only: With 70,000 customers already using Aruba ESP (Edge Services Platform), we are proven in the cloud. But we also recognize that our customers are in different stages of their digital transformation journey, so our unified infrastructure allows you to migrate to the cloud over time, while pro-tecting your existing on-premises investments.
- Built-in security: Aruba Zero Trust and Secure Access Service Edge (SASE) frame-works ensure that the same identity-based access controls applied to campus or branch networks, also extend to the home or remote worker.

## 3. Don't disparage the competition

While we can have fun with the competition and use humor to make our point (like we did in the "Would you rather" video series), we should never disparage the competition—that detracts from our message and makes us sound arrogant and/or defensive. When you look at the facts, Aruba is the undisputed leader, so stick with the facts. Here's an example:

DO LEAD WITH

Aruba is #1 in 6 of 6 use cases in the latest Gartner Critical Capabilities report. Here's what sets us apart.

DON'T LEAD WITH

That's right—we lead in every single use case. Every. Single. One. Essentially, leaving our competitors in the dust.
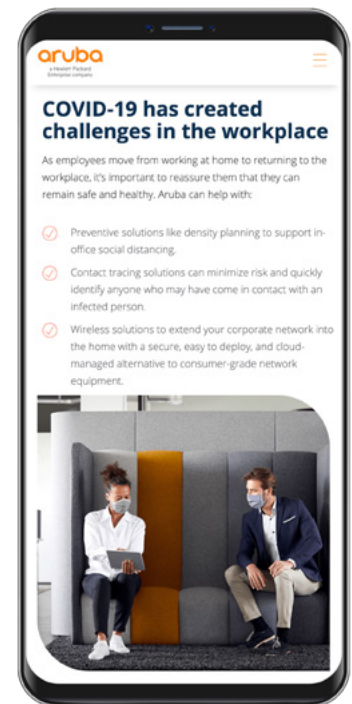
Aruba Copy Editing Guide

After writing, comes editing, which can be just as intimidating. You may not always have a writer or an editor to review your words, but with this guide, you can catch common pitfalls and mistakes before they make their way to publication.

What's our style?

When in doubt, use Associated Press (AP) style. While not always perfect and something we don't follow to a T, it's designed for readability and brevity, which is essential in copywriting.

Talking about Aruba

A rule of thumb: If you're talking about Aruba, you should simply say Aruba. On first instance, you should say "Aruba, a Hewlett Packard Enterprise company." After that, you simply say "Aruba." Never use "Aruba Networks." And while we may use HPE-Aruba or Hewlett Packard Enterprise-Aruba internally, it's never for external use.

However, there are notable exceptions. Gartner, for example, will require us to use Hewlett Packard Enterprise (Aruba) when it comes to the reports. In these exceptional circumstances, this is OK.

Aruba products and solutions

When mentioning a product for the first time, such as Aruba ClearPass, Aruba Fabric Composer, or Aruba Instant On, we mention it by its full name just once. Afterwards, we can refer to it as ClearPass, Fabric Composer, and Instant On.

Acronyms

Do not use acronyms without context. It's a best practice to mention the full name, followed by the acronym in a parenthesis bracket. A common example: "Explore Aruba Access Points (APs)." After saying "access points", we can refer to them as APs with confidence.

However, we do have a popular exception. After mentioning Aruba ESP (Edge Services Platform), the acronym phrase after is always Aruba ESP.

Apostrophes

It's APs, RAPs, and APIs. Never AP's, RAP's, or API's. Using apostrophes like this implies possession and is incorrect. A correct example would be if Keerti Melkote has an AP or a series of APs, then it's "Keerti's AP" or "Keerti's APs."

Note: We do sometimes add apostrophes for clarity. A good example is right here in this guide "Do's and Don'ts." If we were to remove the apostrophe of Do's, it would read as Dos, adding confusion.

Calls to Action (CTAs)

Want to inspire action on a link? Lead your CTA with a verb. (e.g. Meet Aruba ESP, Watch the video, Read the report)

Compound Adjectives

Compound adjectives are when two adjectives are joined together to describe a noun. (e.g. high-performance network, zero-touch deployment, and good-looking copywriter.) Note that we use a hyphen to join the compound.

Interestingly, when using superlatives (higher, highest) or -ly adverbs (powerfully, incredibly), we don't use hyphens. (e.g. Our highest performance AP, a powerfully imagined insight tool)

And even more interestingly, common compound adjectives in our industry, machine learning and Zero Trust Security, also don't use hyphens. This happens all the time when something enters the lexicon. (e.g. email) Isn't language grand?

Consistency

So, you're writing something that isn't using the series/Oxford comma. Maybe, you put a hyphen between "highly" and "regarded". It actually isn't the end of the world. But if going off-style or off-brand is unavoidable, we only ask that you be consistent. Don't use the Oxford comma in one sentence, then avoid it the next. That actually is the end of the world.

Ellipses

Ellipses (…) are too casual for our brand and best avoided.

End Punctuation

At Aruba, we are moving away from putting end punctuation on headlines, leaving them largely without it. Research is showing that end punctuation, such as periods (.), is considered to be serious and off-putting.

Question marks (?) are OK, but avoid exclamation points (!) whenever possible. They are not befitting of the Aruba brand.

Hyphens, En Dashes, and Em Dashes

This is a hyphen (-). It connects two closely related words or parts of words or a phrase, such as networking as-a-service (NaaS) options. It is often used to combine compound adjectives (e.g. high-performance access point, low-latency capabilities).

This is an en dash (–). It is slightly longer than a hyphen, but shorter than an em dash. It is often used to combine ranges and numbers. (e.g. 2014–2020, pgs. 70–44, available January–February 2022)

This is an em dash (—). It is longer than a hyphen and an en dash. It is often used as a breakaway or an additional thought to a sentence with particular emphasis. (Aruba ESP is an AI-based platform with a sixth sense — an industry first.) At Aruba, we put a space before and after it. Avoid using more than one per paragraph.

Redundancy

It's good to be conscious of how frequently you're using certain words. "Experience" is a popular word at Aruba. It's comprehensive, universal, and speaks on a human level. It's also easy to overuse in copy. Did you use it once in a paragraph or 2–3 times? If you were to read an entire page from top to bottom, would it be noticeable how often you used it? If so, you might want to find a synonym or rearrange sentences.

The Rule of Three

When writing lists of products and features, it's best to keep it to three items. We often say, "Aruba Central is smart, simple, and secure." But if we say, "Aruba Central is smart, simple, secure, and surprisingly affordable," readers are incredibly likely to forget or gloss over the fourth item of affordability. It's tempting to list features and items, but when it comes to retaining information, less is more.

Semicolons

Ah, the most feared punctuation on earth. While many headlines, subheadlines, and banners could use them, we often shy away from them in copywriting because, you guessed it, they are perceived as intimidating. They're bast saved for long-form content (tech reports, spec sheets) where you want to join two independent clauses without a conjunction like "and". (e.g. "The Aruba Copy Editor Survival Guide is a lifesaver; we hope you have it saved to your desktop.")

Series / Oxford Commas

At Aruba, we do use the series / Oxford comma in our lists. (e.g. "Aruba ESP is built on principles of unified infrastructure, AIOps, and Zero Trust Security.") The comma between "AIOps" and "and" is the series/Oxford comma. Why do we use it? It's a design choice. Network technology tends to have long, complicated names, and it helps visually break it up. Plus, it can help avoid crucial misunderstandings. (e.g. "Let's eat, Grandma!" vs. "Let's eat Grandma!")

Stronger Sentences

A fun copy editor trick: Is your sentence a mouthful? Does it sound less like a product solution, and more like a political speech? Try cutting your sentence into two. Dollars to doughnuts, it's certain to make what you were saying clearer and crisper.

More questions?

You're bound to find something we haven't covered in our guide. Let's talk about it at arubabrand@hpe.com — trust us, this is fun for us. Also, Grammarly and Merriam-Webster are excellent resources that you should bookmark right away.

Content Usage

This section is designed for anyone who creates content and needs assistance in regards to style, product naming, product reference, and spelling of various company and industry terms.

Industry terms are subject to change: if you have questions and/or comments, please reach out to arubabrand@hpe.com. You can also find more information and tips on the Aruba Brand Central page.

Aruba ESP

Aruba ESP (Edge Services Platform) is a key differentiator and ensures that our customers' digital transformations include enterprise class infrastructure, cloud services, AIOps, and single pane of glass management. To learn more, check out the Aruba ESP web page:
www.arubanetworks.com/solutions/aruba-esp/

As mentioned within the 'Copy Editing' section, Aruba ESP is "Aruba ESP (Edge Services Platform)" or "Aruba ESP" after you explain the acronym. It is never just "ESP".

Glossary

You know the formatting and conventions, but now you want to know what it all means. This page has a number of important terms and phrases that are used within Aruba and the industry as a whole. They are alphabetized and completely searchable. If there is a phrase that you want added or can't find, reach out to the Aruba brand team.

Spelling and Conventions for Important Industry Terms

There are a lot of important industry and company-specific terms that are used on Aruba webpages and blogs, so it is critical to stay consistent with how words are spelled and used. Below is a list of common terms that are misspelled or not used in a consistent manner. Conventions and formatting here supersedes the recommendations within the 'Copy Editing' section.

- Aruba Central
- AIOps
- Aruba ESP *(no hyphen)*
  › *Cannot be just "ESP"*
  › *Can also be written as Aruba ESP (Edge Services Platform)*
- Bluetooth Low-Energy (BLE)
- controller-managed
- cloud-managed
- controllerless *(no hyphen)*
- downtilt (*(no hyphen)*
- dual-band
- Dynamic Segmentation
- future-proof
- Gigabit Ethernet (GbE)
- Gigabits per second (Gbps)
- gigahertz (GHz)
- in-house

- megahertz (MHz)
- machine learning *(no hyphen)*
- machine learning based *(no hyphen)*
- mobile first *(no hyphen, no caps)*
- mobile first network *(no hyphen, no caps)*
- multi-gigabit
- multiuser
- Network as a Service (NaaS)
  Network-as-a-Service options
  › *no hyphens unless followed by noun*
- on-premises
- OpenFlow
- Secure Access Service Edge (SASE)
- small and midsize business(es)
- Wi-Fi
- zero-touch deployment
- Zero Trust Security

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.

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
a Hewlett Packard
Enterprise company

One-color

aruba
a Hewlett Packard
Enterprise company

Reversed

aruba
a Hewlett Packard
Enterprise company

aruba
a Hewlett Packard
Enterprise company

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

Brand Identity
Logo Variations, Sizing
and Clear Space

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

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

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

REGULAR USE LOGO

aruba

a Hewlett Packard
Enterprise company

Endorsement line

SMALL USE LOGO

aruba

a Hewlett Packard
Enterprise company

Endorsement line has
been increased in width

X-SMALL USE LOGO

aruba

Endorsement line has
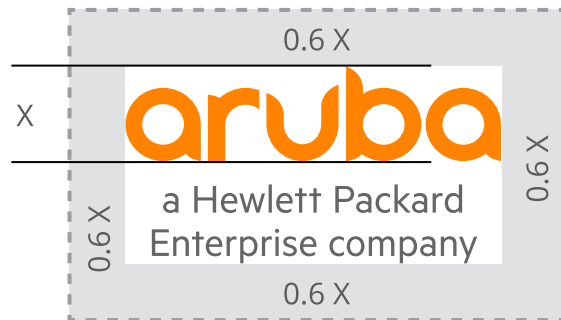been dropped

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.

0.6 X

X

0.6 X

0.6 X

0.6 X

aruba
a Hewlett Packard
Enterprise company

SMALLEST PRINT SIZE:
0.5 IN HEIGHT OF THE LOGO

aruba
a Hewlett Packard
Enterprise company

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

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

aruba
a Hewlett Packard
Enterprise company

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

aruba
a Hewlett Packard
Enterprise company

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

Small Use Logo

STANDARD LOGO
CLEAR SPACE

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

0.6 X

X

0.6 X

0.6 X

0.6 X

aruba
a Hewlett Packard
Enterprise company

SMALLEST PRINT SIZE:
0.325 IN HEIGHT OF THE LOGO

aruba
a Hewlett Packard
Enterprise company

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

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

aruba
a Hewlett Packard
Enterprise company

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

aruba
a Hewlett Packard
Enterprise company

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

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

X-Small Use Logo

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

STANDARD LOGO CLEAR SPACE

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

0.6 X

X

0.6 X

0.6 X

0.6 X

0.6 X
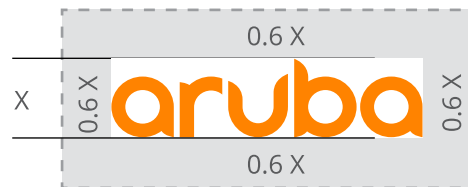
aruba

SMALLEST PRINT SIZE:
0.12 IN HEIGHT OF THE LOGO

aruba

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

SMALLEST WEB SIZE:
20 PX HEIGHT OF THE LOGO

aruba

SMALLEST MOBILE SIZE:
25 PX HEIGHT OF THE LOGO

aruba

Brand Identity
Logotype Background
Control

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

Do

Select background color with sufficient contrast.

Choose photography with sufficient contrast.

Select a background color and logo option with sufficient contrast.

Use light patterns with sufficient contrast.

Don't

Don't use background color with insufficient contrast.

Don't place logo over photography with complex backgrounds.

Don't place logo over busy background patterns.

Don't use unauthorized background colors.

Brand Identity
Logotype "Don'ts"

Do not attempt to re-create the logotype. Our signature has been custom drawn. Always use the approved artwork. Never alter or re-create our signature's elements. Aruba has approved logo assets in various formats. Use only the approved logotype assets. Contact corporate marketing to access these files. While these examples don't represent every possible logotype infraction, it does cover common-sense thinking about protecting the integrity of the brand.

Don't outline the logo.

Don't change the logo's colors.

Don't reconfigure the logo's elements.

Don't change the logo element proportions.

Don't add a stroke.

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

Don't use different fonts.

Don't crop the logo.

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

Don't distort the logo.

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

Don't re-create the logo.

Brand Identity
Alternative Logo Versions

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

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

XL Aruba Logo

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

SMALLEST PRINT SIZE:
5" HIGH

aruba
a Hewlett Packard Enterprise company

XL LOGO
CLEAR SPACE

X

X

X

aruba
a Hewlett Packard Enterprise company
0.5 X

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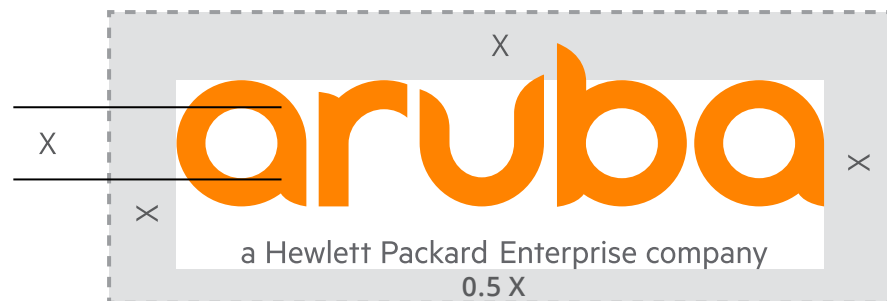
REAL WORLD EXAMPLE:
This pre-fabricated trade show booth had a very narrow header available for logo placement. The 'XL' logo version offered the largest brand impact.

WHY DIDN'T WE USE THE 'X-SMALL USE' LOGO INSTEAD?
Though the 'x-small use' logo would have allowed 'Aruba' to appear larger in the space, we would have lost our endorsement line of 'a Hewlett Packard Enterprise company.' We need to keep the endorsement line whenever possible. As the main header of a booth, we wanted to ensure that it was visible.

Brand Identity
Alternative Logo Versions

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

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

DONT'S FOR LOGO BUG USAGE:
- If area allows, don't use the bug as a replacement for the standard logo.
- Don't use without permission from Aruba's brand team.

Aruba Logo Bug

COMMONLY APPROVED USE CASES
Giveaway items, app icons, website favicons, repetition within collateral

SMALLEST PRINT SIZE:
0.25" HIGH

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

LOGO BUG CLEAR SPACE

90% **X**

X

90% **X**

90% **X**

90% **X**
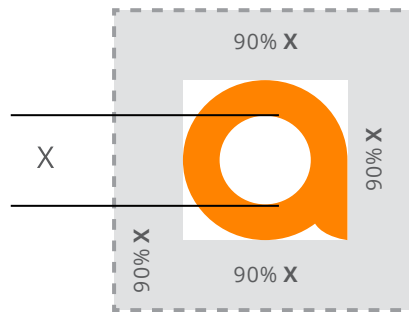
REAL WORLD EXAMPLES:
Swag, app icon, collateral

Design System

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

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

Design System
Color

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

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

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

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

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

Primary

Secondary

Tertiary
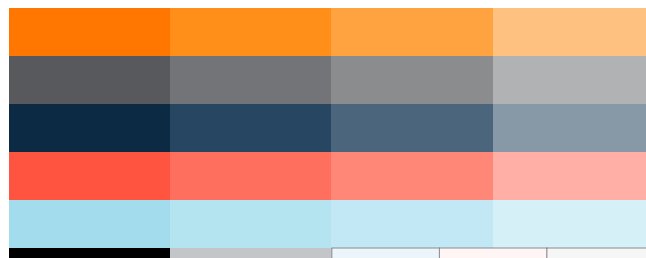
Design System
Color, Primary and Secondary

Primary Palette

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

Secondary Palette

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

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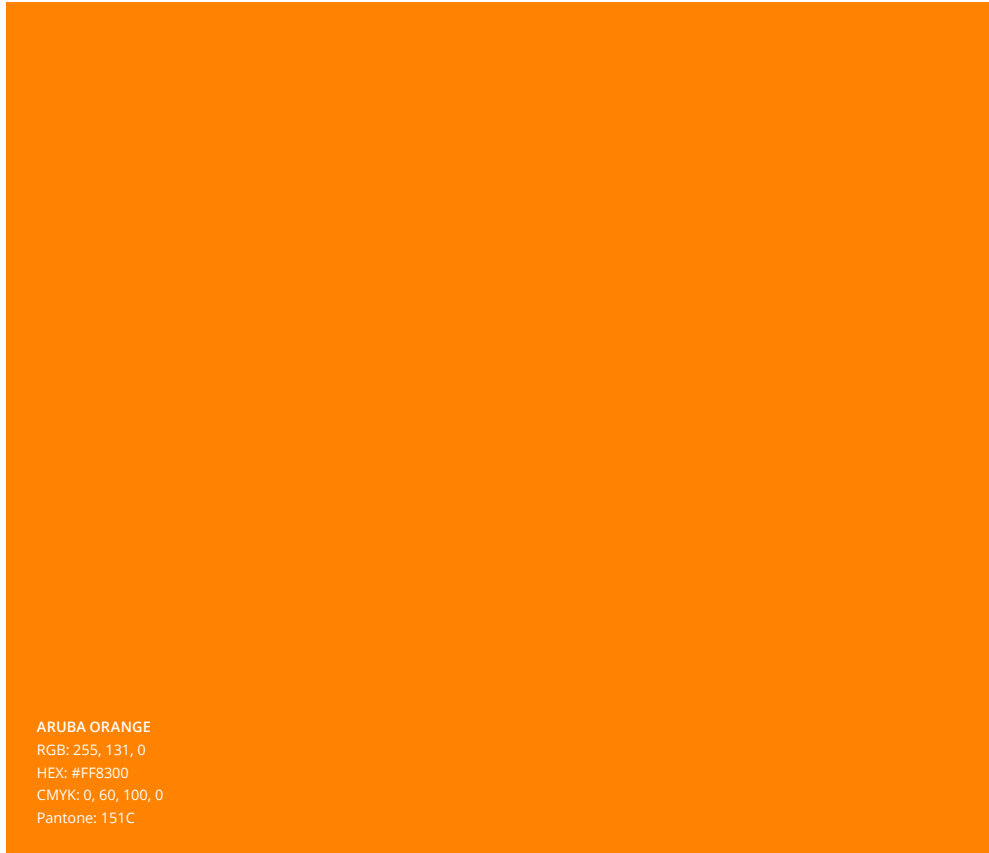
ARUBA ORANGE
RGB: 255, 131, 0
HEX: #FF8300
CMYK: 0, 60, 100, 0
Pantone: 151C

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

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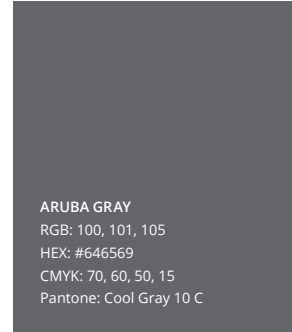
ARUBA GRAY
RGB: 100, 101, 105
HEX: #646569
CMYK: 70, 60, 50, 15
Pantone: Cool Gray 10 C

ARUBA DARK BLUE
RGB: 15, 50, 80
HEX: #0F3250
CMYK: 100, 85, 45, 45
Pantone: 2380C
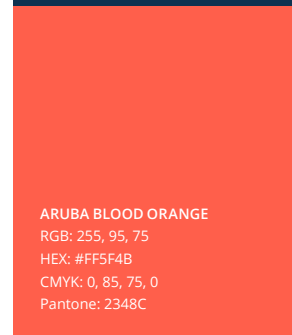
ARUBA BLOOD ORANGE
RGB: 255, 95, 75
HEX: #FF5F4B
CMYK: 0, 85, 75, 0
Pantone: 2348C
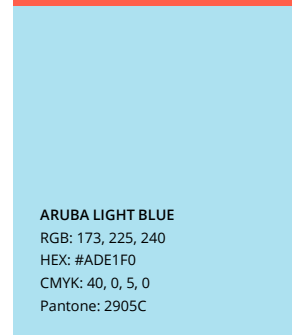
ARUBA LIGHT BLUE
RGB: 173, 225, 240
HEX: #ADE1F0
CMYK: 40, 0, 5, 0
Pantone: 2905C

Tertiary colors should be used for special circumstances.

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

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

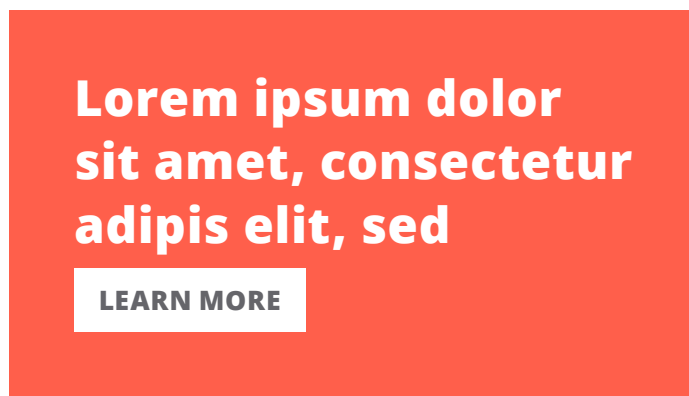|				
RGB: 0, 0, 0 HEX: #000000 CMYK: 0, 0, 0, 100 Pantone: Black C	RGB: 195, 197, 200 HEX: #C3C5C8 CMYK: 23, 17, 17, 0 Pantone: P 179-4 C	RGB: 235, 245, 250 HEX: #EBF5FA CMYK: 5, 0, 0, 0 Pantone: P 115-1 C	RGB: 255, 245, 245 HEX: #FFF5F5 CMYK: 0, 3, 1, 0 Pantone: P 75-1 C	RGB: 246, 246, 246 HEX: #D6F0F7 CMYK: 2, 1, 1, 0 Pantone: P 179-1 C

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

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

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

Lorem ipsum dolor sit amet, consectetur adipis elit, sed

LEARN MORE

COLOR CONTRAST
1.84 : 1

Lorem ipsum dolor sit amet, consectetur adipis elit, sed

LEARN MORE

COLOR CONTRAST
3 : 1

Primary: **Open Sans**

Light

Regular

Semibold

Bold

Open Sans Light / *Open Sans Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular / *Open Sans Regular Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold / *Open Sans Semibold*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold / *Open Sans Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary: **Arial**

Regular

Bold

Arial Regular / *Arial Regular Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold / *Arial Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Design System
Typography

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

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

RAGS

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

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

SUCCESSFUL LONG-SHORT RAG

WIDOWS

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

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

UNDESIRABLE WIDOW

HIERARCHY

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

NEST OPTIAE REM REHENDA ERCHILIT

Voluptaspis Si Dolecus

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

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

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

Aruba's photographic
style is genuine, direct,
and refreshing.

Vibrant

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

Authentic

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

Human

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

Design System
Photography: People

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

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

Provide a sense of place by focusing on environmental portraiture.

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

*All images used for demonstration purposes only and not intended for external use.   40
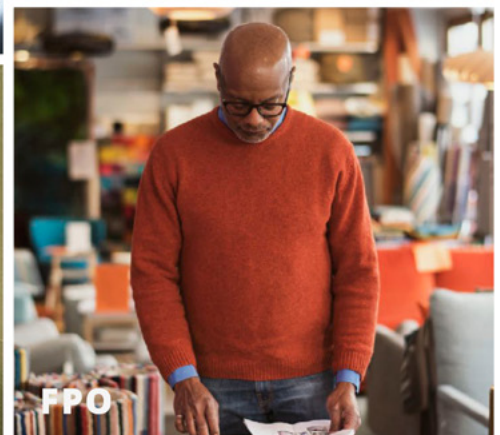
Design System
Photography: Industries

Attract viewers through scale, depth, and movement.

Show magnitude through aerial shots and high vantage points.

Enhance perspective using dynamic lines to create depth in large spaces.

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

*All images used for demonstration purposes only and not intended for external use.
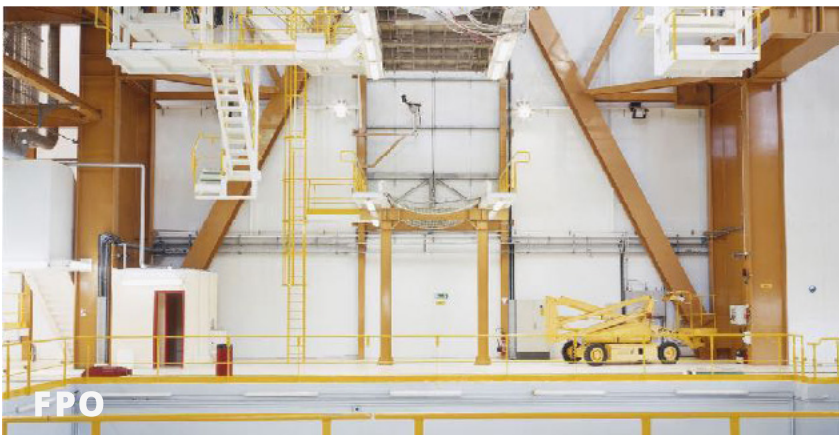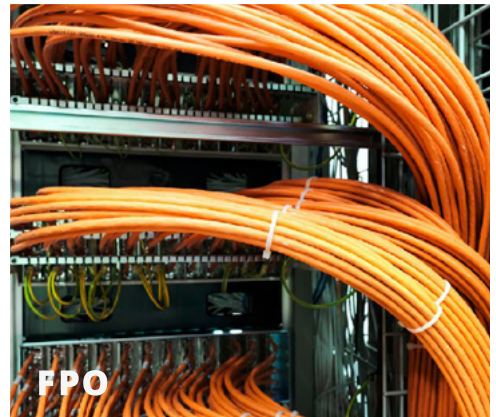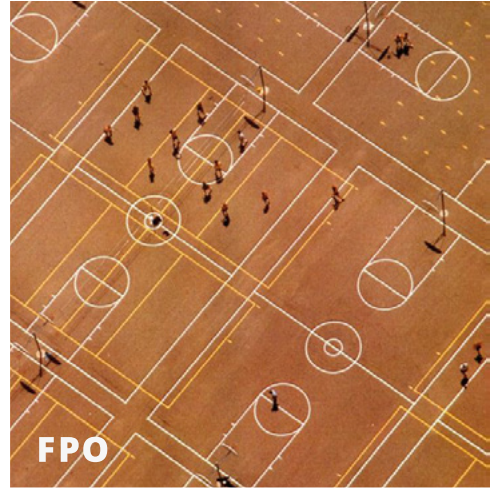
Design System
Photography: Use Case

Use orange to accent or highlight diverse sceneries.

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

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

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

*All images used for demonstration purposes only and not intended for external use.

The use of abstract imagery is rare for Aruba's authentic, natural approach.

However: if used intentionally, abstracts can offer dimension and sophistication to your message.

Before resorting to abstract visuals, consider using Aruba's core brand as visuals. This reinforces Aruba's brand and highlights your message!

Abstract imagery is not a crutch: don't rely on a photo to translate complicated technology or solutions.

The unique use of abstract photography requires brand approval for guidance.

FPO

FPO

FPO

FPO

FPO

FPO

FPO

*All images used for demonstration purposes only and not intended for external use.
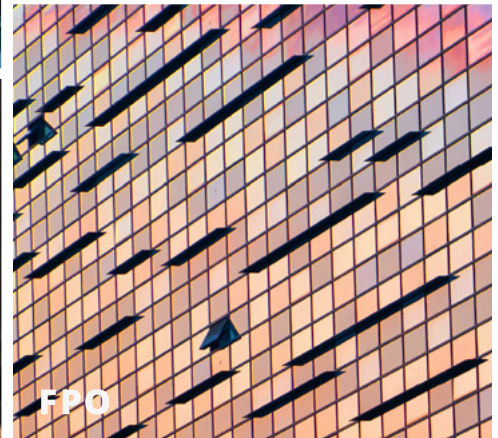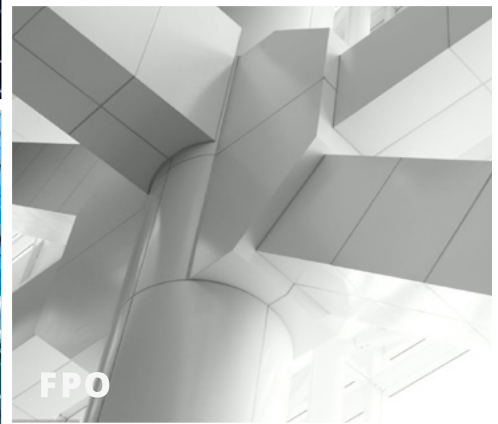
Photographs should be selected with care, while also adhering to the best practices below.

COLD LIGHTING
Artificial or cool lighting communicates cold and lifeless environments

NATURALISTIC LIGHTING
Naturalistic lighting with warmer highlights evokes livelier scenes

HARSH FILTERS
Heavy, warm filters make an image muddy and communicate overcompensation
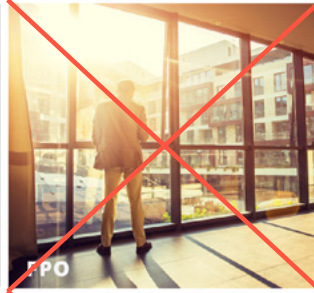
VIBRANT COLORS
Utilizing rich, vibrant colors communicates optimism and preserves a photograph's details

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

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

LITERAL CLICHÉS
Avoid common metaphors or obvious, overused clichés. If a concept is overly literal or immediately comes to mind, it's best to avoid it.
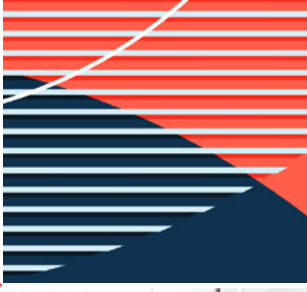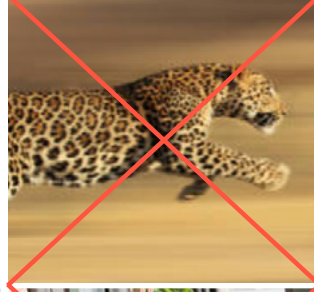
LEVERAGE ARUBA
Position Aruba naturally by showing outcome-based photography. If this isn't possible, lean into Aruba's unique branding which puts messaging front and center!

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

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

PRETREATED IMAGES
These images dilute the brand and become generic tech that any company can claim. Steer clear of pre-made icons, linework, 3D heavily rendered or pretreated graphics

INTENTIONALLY ABSTRACT
Stay within brand and accomplish Aruba's natural, human-centric approach by custom creating abstract compositions

Design System
Photography: Editing Stock

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

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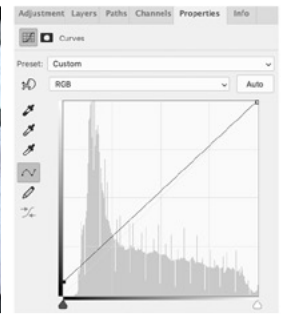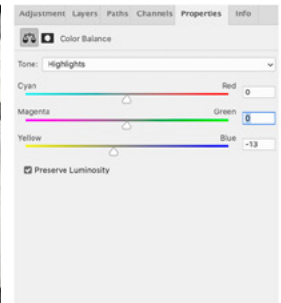
BEFORE

AFTER

LIGHTEN SHADOWS WITH CURVES
Click and drag the pin in the bottom left corner to increase dark details

WARM HIGHLIGHTS WITH COLOR BALANCE
Click the 'Tone' option then choose 'Highlights.' Pull the Yellow-to-Blue bar to the left slightly to brighten the image

INCREASE HUE WITH VIBRANCE
Increase hue with 'Vibrance' by moving the bar to the right

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

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

Design System

Graphic Design:
Moodboard

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

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

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

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

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

FOUNDATION
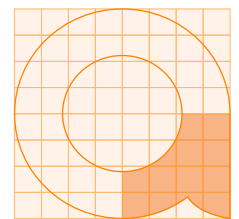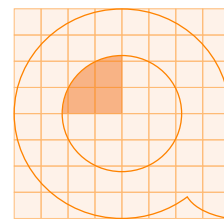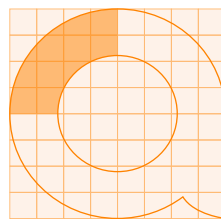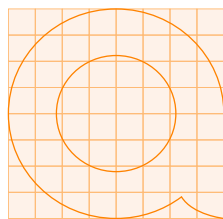
MAIN GEOMETRIES

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

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

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

SOLID
SHAPES

OUTLINED
SHAPES

COLOR OVERLAY
SHAPES
(VARYING
OPACITIES)

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

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

BEST PRACTICES

Use 3-4 graphic styles per composition

Solid shape

Outlined shape

Patterned shape

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

Aruba Dark Blue

Aruba Orange

Aruba Orange Tint 01

Rotate shapes in increments of 90° only

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

Follow best practices when designing with the shapes to retain their integrity and create the best possible composition.
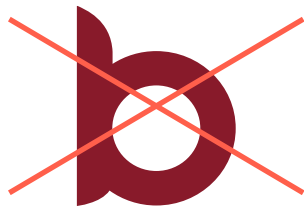
INCORRECT USE
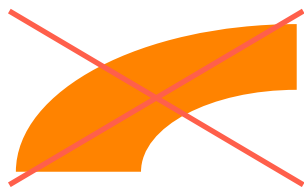
Do not stretch or distort shapes

Do not combine shapes
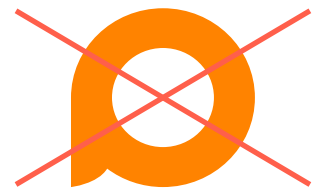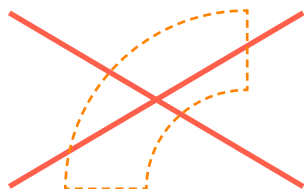

Do not flip the Aruba 'a' shapes horizontally or vertically

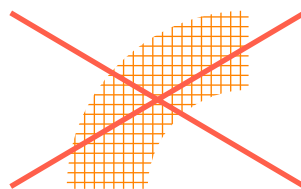Do not fill shapes with colors or patterns outside the Aruba palette
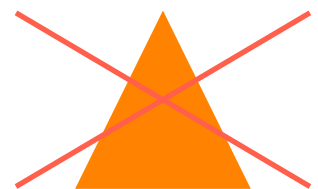

Do not use a drop shadow

Do not use too thick a stroke weight

Do not use stroke style other than solid line

Do not use a graphic style outside the approved Aruba styles

Do not use shapes outside the established Aruba toolkit

Design System
Graphic Design:
Patterns

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

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

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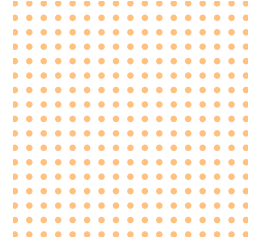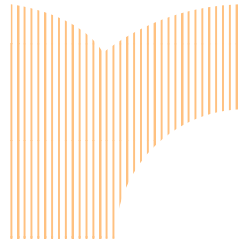
PATTERNS

Horizontal stripe
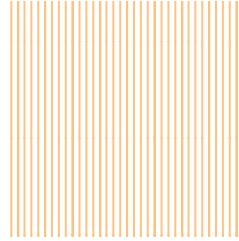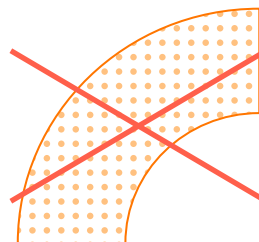

Vertical stripe

Dot

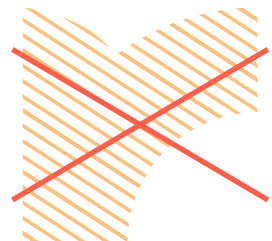## CORRECT USE

INCORRECT USE

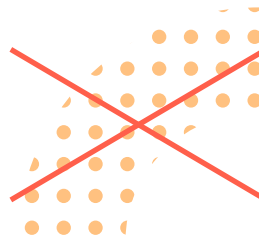Pattern with high contrast or jarring background color

Pattern with outline

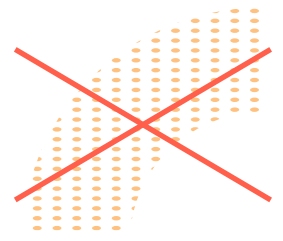
Cluttered composition with pattern-masked photography

Rotated pattern

Overly scaled pattern

Stretched or distorted pattern

*All images used for demonstration purposes only and not intended for external use.

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

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

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

CORRECT USE

INCORRECT USE
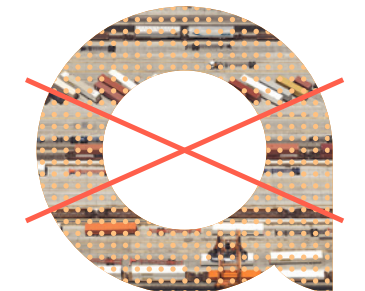

Extremely
cropped photography

Cut off
subject matter

Partial fill
photography

Unnaturally rotated
photography

Photography
with outline

Cluttered composition with
pattern-masked photography

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

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

CORRECT USE

Different graphic styles
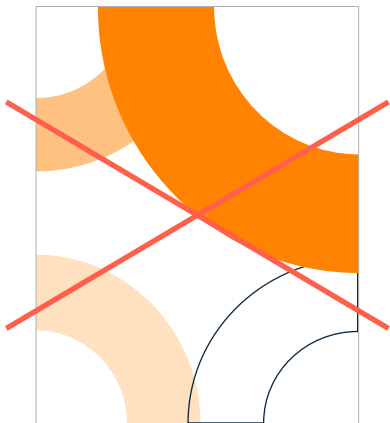add variety and texture
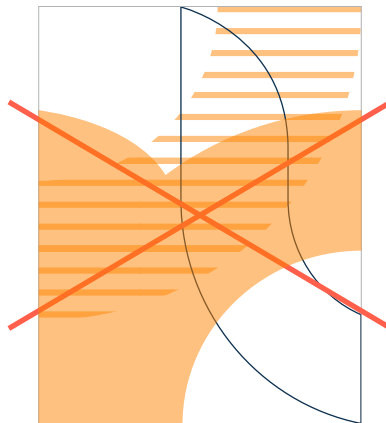
Color and scale can be used
to create depth

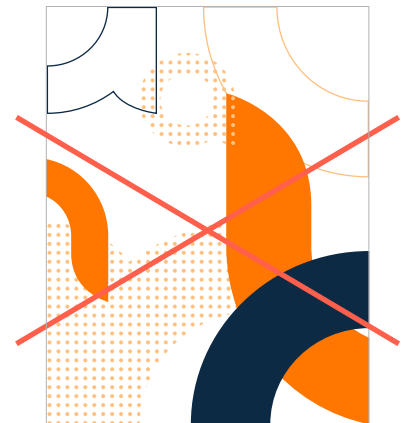Shapes touch and bleed off edges
to comfortably fill the frame

INCORRECT USE

Avoid repeating the same
shape more than twice if possible

Do not make every
shape the same scale

Do not overfill the
composition with shapes

54

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

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

ARUBA LOGO

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

ARUBA "A" COMPANION MARK

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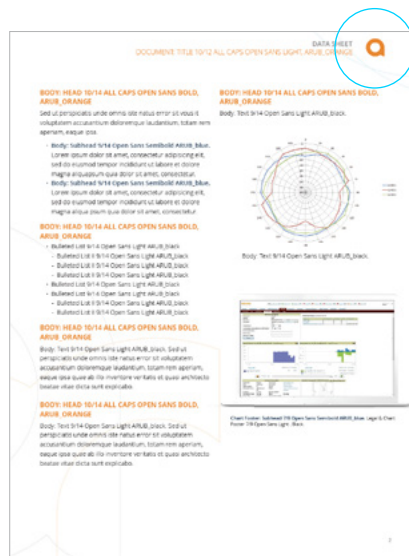
IMPORTANT NOTE

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

Design System
Iconography

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

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

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

Aruba Icon Library
Created for general/diagram use, these icons are versatile, yet minimal. Their simple styling allows for consistency across employee communications.

Icons are outlined in Aruba Dark Gray, with all stroke caps rounded. Minimal accents of Aruba Orange are permitted.

This library is found on Brand Central.

Stylized Icons
If appropriate to your communication, our basic icons can be restyled to add more visual interest to custom pieces like infographics or animations.

Stylized icons have a dark blue stroke, and retain an offset two-tone styling in our light blue or blood orange.

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

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

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

CORRECT USE
Styling varies, but skeleton remains in-tact

INCORRECT USE

Missing third bar

Rotated

Extra bars

Aruba's illustrative style is high-graphic, vibrant and bold. Color creates hierarchy. Friendly and versatile, they create dynamic visuals for motion graphic videos or infographics.

MOBILE MEDICAL TESTING

Library

Building C

Building A

Design System
Examples

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

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

aruba

a Hewlett Packard
Enterprise company

Balake Smithson

Marketing Communications Manager

T 408 555 5500   **E** firstlastname@hpe.com
M 408 555 5550   **A** Airheads Name
F 408 752 0626   **S** @socialname

Aruba Networks, 3333 Scott Blvd, Santa Clara, CA 95054
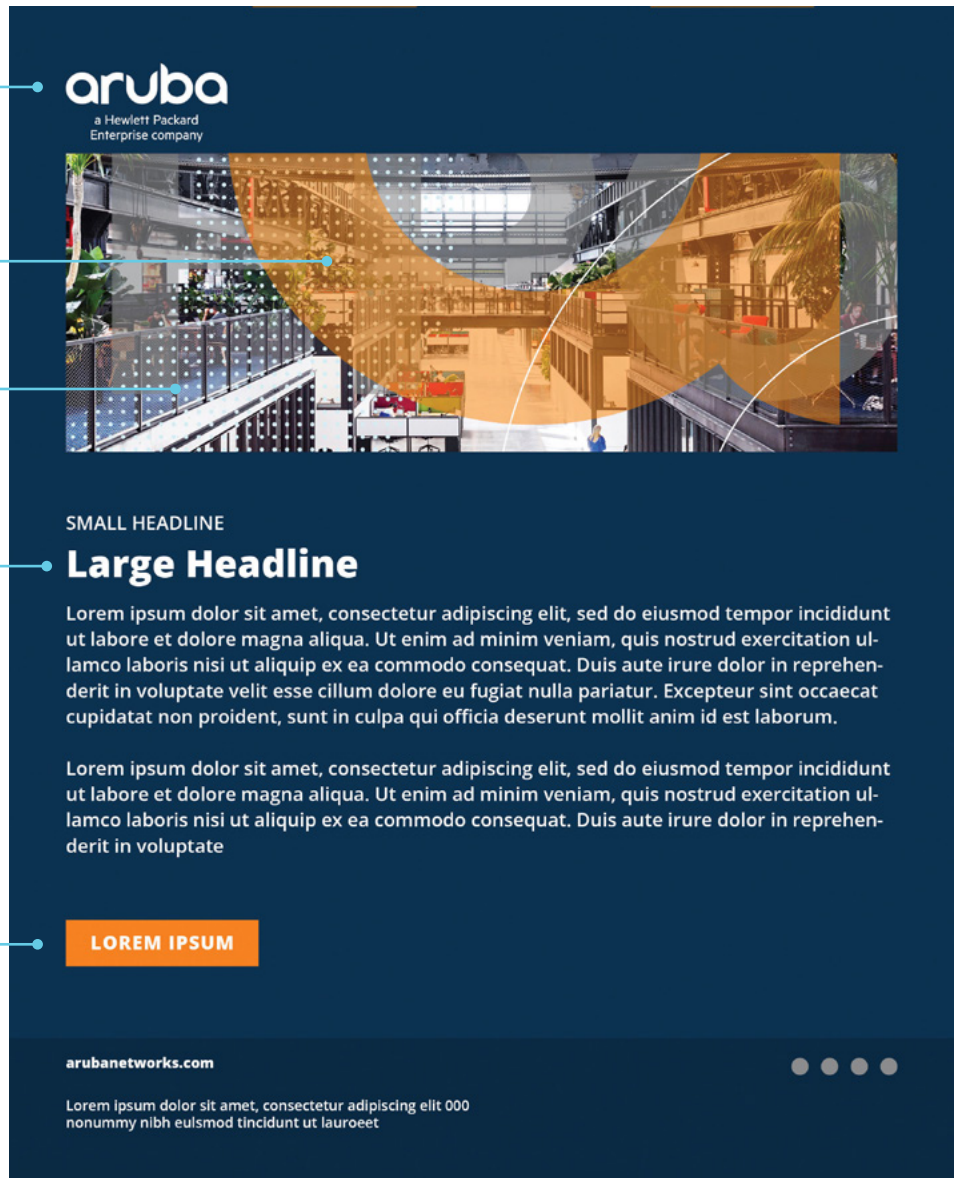
www.ArubaNetworks.com

Graphics do not interfere with Aruba
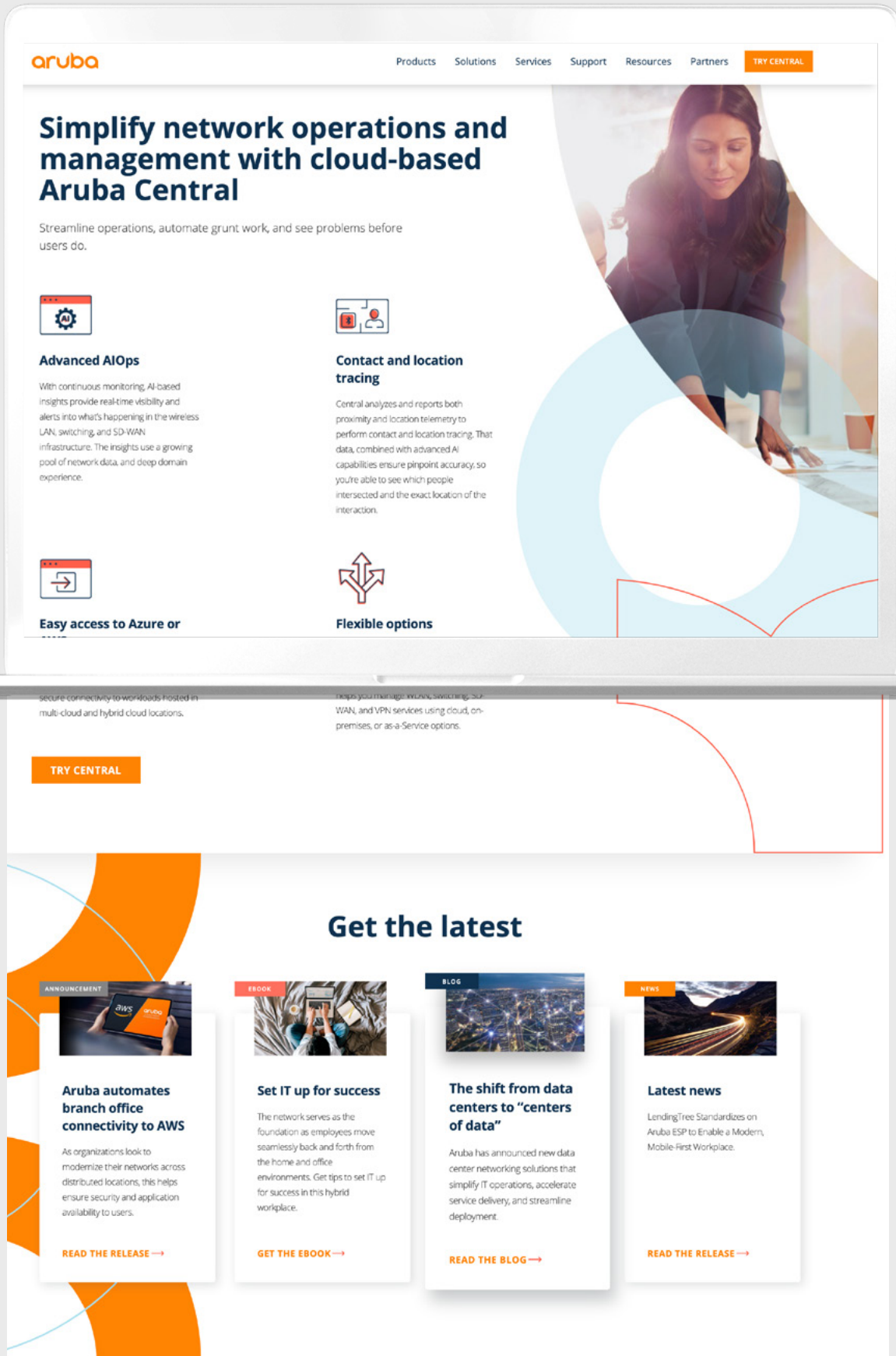logo or body copy

Transparent graphic shapes add
depth to composition

Pattern is used sparingly and subtly
to add texture

Different text weights and cases are
used to provide hierarchy

A highlight color is used in CTAs and
graphic shapes

aruba
a Hewlett Packard
Enterprise company

SMALL HEADLINE

Large Headline

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

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

LOREM IPSUM

arubanetworks.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit 000
nonummy nibh eulsmod tincidunt ut lauroeet

Aruba logo is legible and unobstructed

Text does not interfere with the primary photographic subject

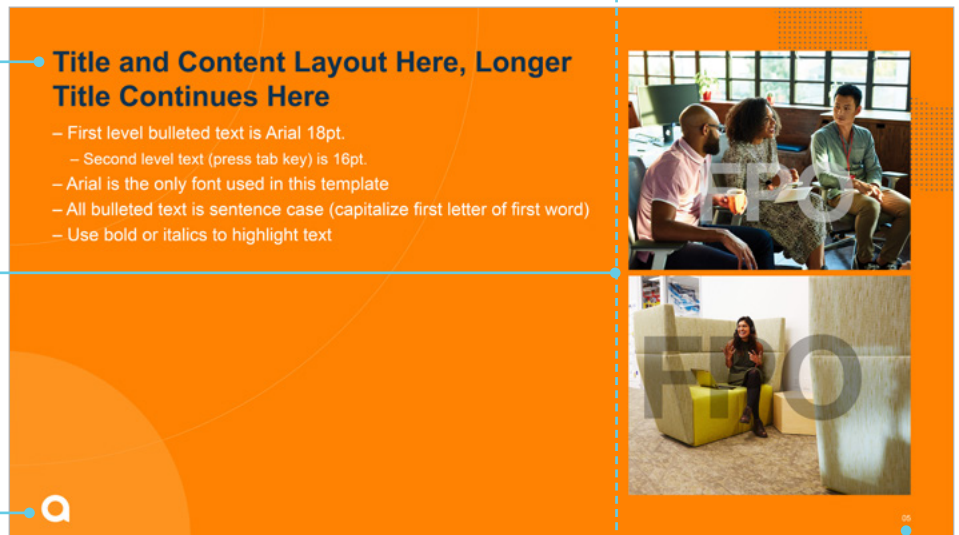Pattern adds visual intrigue and texture

Longer titles drop to two lines, avoiding text interference with other page elements
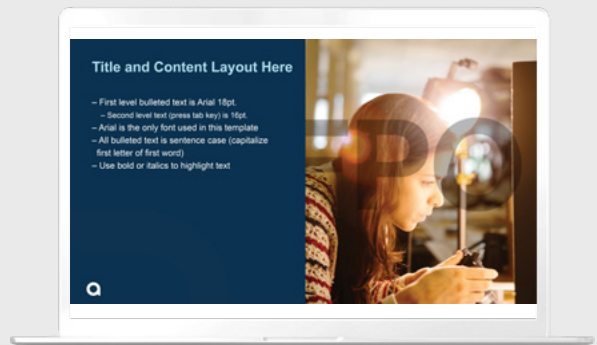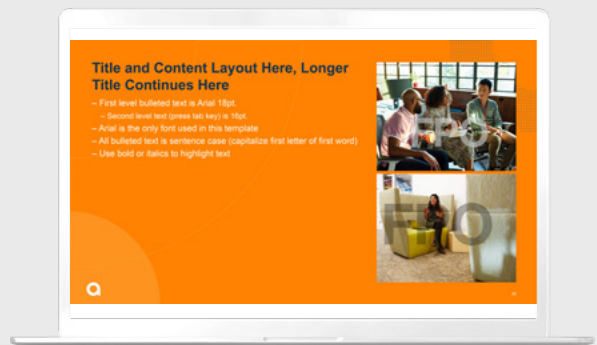
Text does not extend over images

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

Page numbers go in lower right corner

*All images used for demonstration purposes only and not intended for external use.

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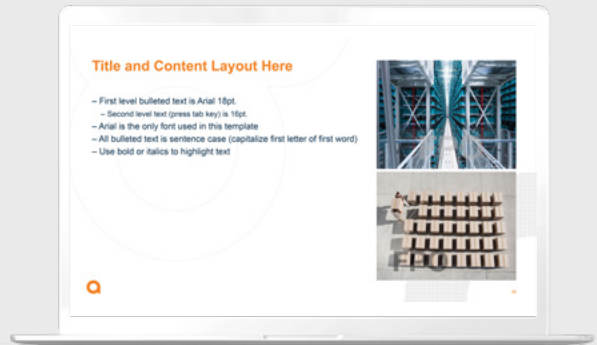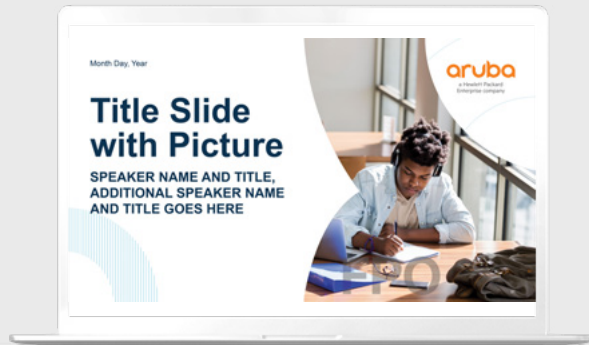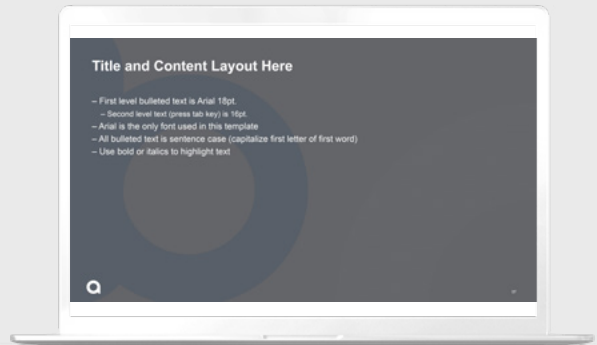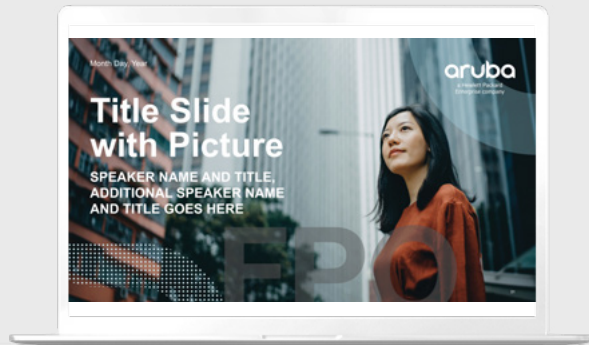
Slides have different color schemes and designs to avoid visual fatigue. Light and dark, and photo and non-photo versions of each allow for variety in the content.

*All images used for demonstration purposes only and not intended for external use.

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

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

atm'20

KEYNOTE SPEAKER
First Name
Last Name
PROFESSIONAL TITLE
ARUBA, HEWLETT PACKARD
ENTERPRISE COMPANY
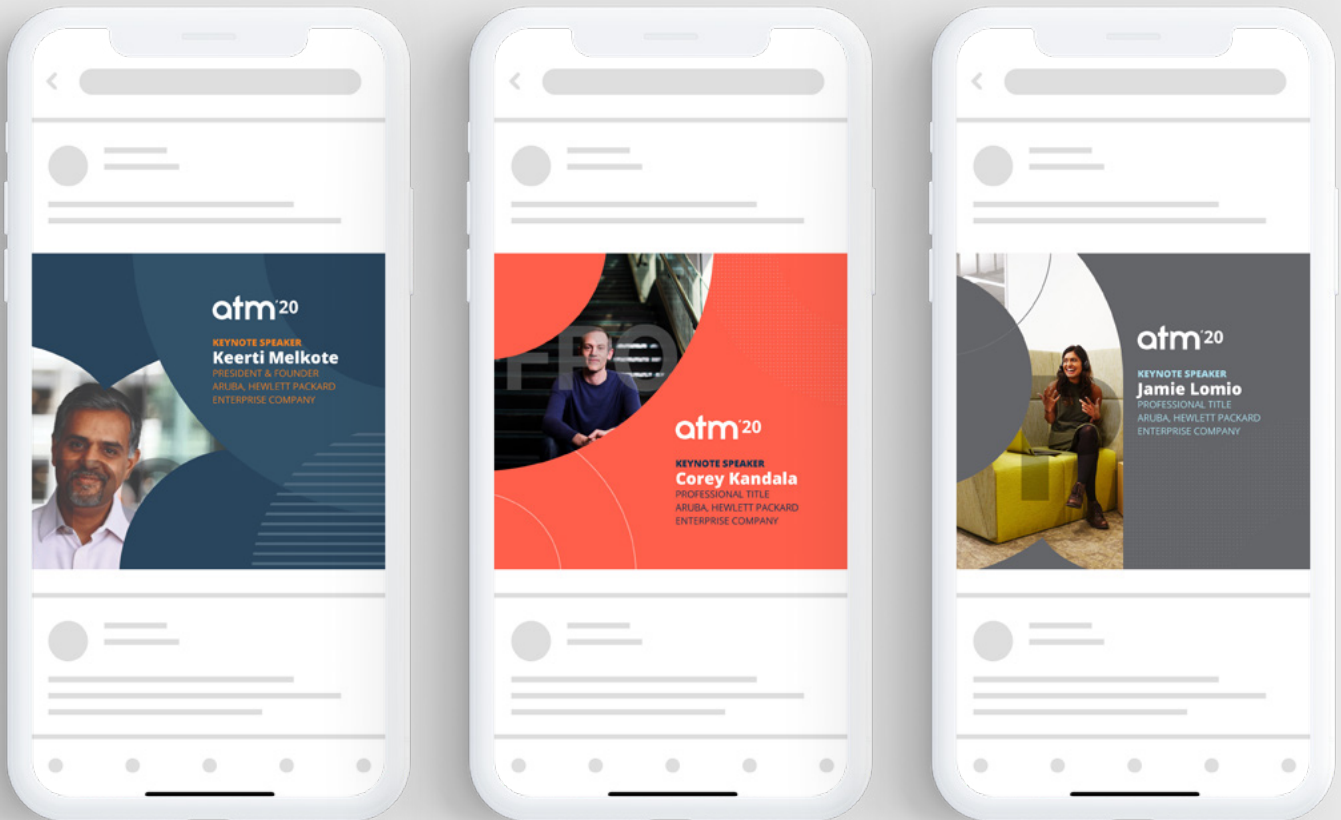
Aruba logo is clearly visible

Masked photography adds visual interest but does not interfere with text

Graphic shapes add depth but do not distract

Text uses different scale and cases to provide hierarchy

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

Quotes and key information are called out in a highlight color

Aruba 'a' companion mark is used as a sign off within the footer

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

Design System
Summary

*All images used for demonstration purposes only and not intended for external use.
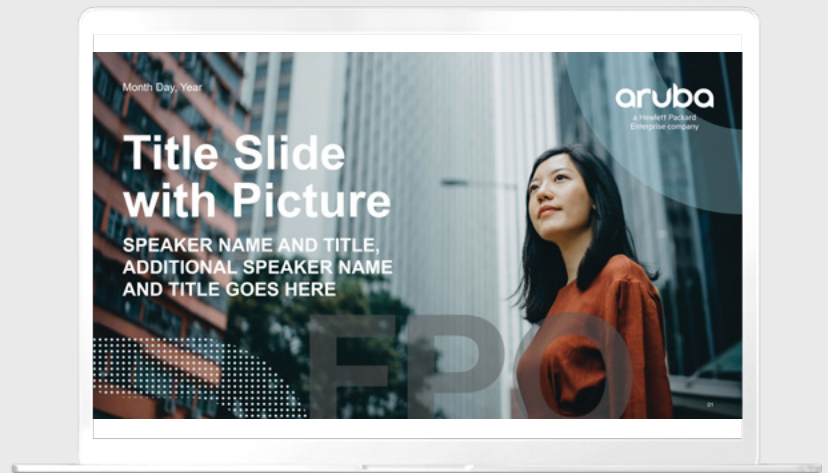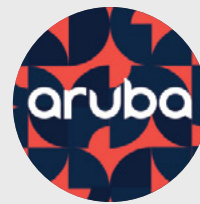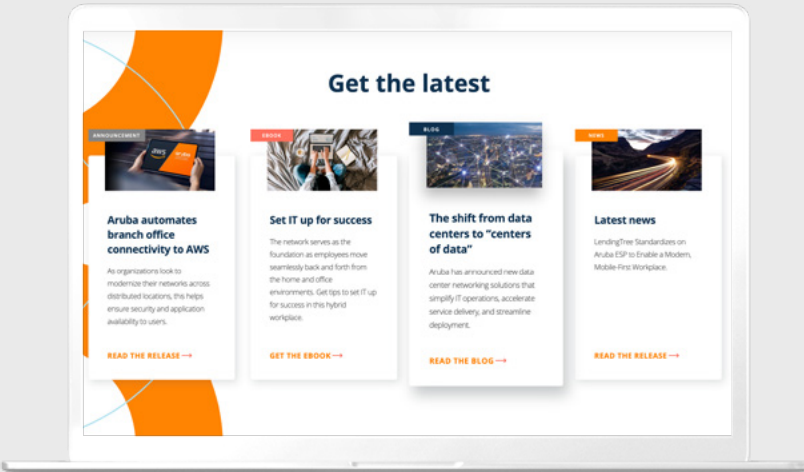
Video Guidelines

Video plays a powerful role in our ability to educate, motivate, and inspire. These guidelines are intended to help you understand best practices to produce internal and external videos for Aruba. You'll also find our brand requirements — all intended to make Aruba shine in an authentic way.

But how do you make a video at Aruba? There are three avenues you may work from. We recommend contacting the Aruba brand team to find out which is best for you.

Work in-house
Work with our Creative Services team to script, shoot, edit, and publish your multimedia project

Contract with an agency
If our Creative Services team is unable to produce your project, we can recommend an approved external agency

Produce your own video
You may already have the know-how to record and edit a video. The 'Best Practices' section will help make sure your video represents Aruba in the best possible ways

Video Guidelines
Before You Start

Working in-house

To see if your project is eligible for in-house production, reach out to hpe-aruba-marcom@hpe.com. We'll set up a discovery session to get answers to the following:

- What's your timeline?
- What's driving this project? Example: a bigger campaign, event or launch. If so, you'll want to find out if there are campaign concepts established.
- What product or service will be promoted?
- What are the main goals and objectives?
- Do you have a budget?
- Who is the video for?
- Where will the project live/be hosted? And for how long?
- Will it be global? Which regions are adopting it?
- Has this concept been approved by necessary stakeholders/department leads?
- Do you know what type of video you'll need? Animated explainer? B-roll and voiceover? Talking head? Something else?
- Do you have a script?

Working with an agency

Not all projects can be created by our internal video team. Based on our discovery, we may suggest that you work with an approved agency based on your needs. Our trusted agencies act as an extension of our team, pushing our brand and message in creative ways to create compelling marketing assets.

Standard steps when working with an agency:

- If sourcing your own agency, be sure to introduce them to the brand Team! We have an onboarding process to educate on the brand, and to give them design assets they will need.
- Attend a discovery meeting with the agency to share details on your project. They may ask you to fulfill a creative brief.
- Require the agency to provide a Statement of Work (SOW) to outline deliverables, timelines and details. Use this Video SOW Template
- With a completed and signed SOW in hand, the next step is to open a purchase requisition (PO). **A PO is required before the agency begins any work on a project.** For questions related to purchase requisitions and POs, contact Procurement.

Producing your own videos

If you are creating videos on your own, it's very important for you to read our entire Brand Guidelines to understand voice, tone, visuals, and specifics regarding videos. You will want to keep the Aruba brand team in the loop, just as you would if creating a video with an agency.

Checking in with the brand team during a video project will save you valuable time and effort!

We can be consulted on key milestones such as concepts, scripts, storyboards, rough cut, and the final cut. This ensures the team has eyes on the assets in the early stages and there are no surprises and delays when it's time to go live with the project. With any internal and external marketing asset created by an external agency, it should always go through a quick brand review.

arubabrand@hpe.com

Scripting

Define your concept and know your audience (Internal, external, live event, etc.) Write for the ear – not for the eye (most people will only hear the video narration so you can be informal, use contractions, etc.) Write in the Aruba voice which is professional, but fun, conversational and authentic – always think "Customer First." Speak with customers, partners, analysts and/or experts to find the right words to address the "need" you plan to solve in your video. Always verify the spelling of product and service names and aim to keep your script to under 2 minutes when read out loud.

Do's

- On first instance in body copy, reference our entire company name: "Aruba, a Hewlett Packard Enterprise company"

- On second instance and beyond, you may shorten to : "Aruba"

Dont's

- "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.

Video Specifications

All videos (and graphics for video) should be created with 1080p high-definition specifications (a screen ratio of 16:9):

- Resolution: minimum of 1920 pixels wide by 1080 pixels high

- Codec (if applicable): H.264

- Frame rate (if applicable): use standard frame rates 24, 25, 29.98, 30 frames per second

Safe zones must be observed. The "action safe" area is a rectangular area far enough from the four edges so text or graphics show neatly, with a margin and without distortion. The inner rectangle is the "title safe" zone (90 percent of the screen, or 1728 x 972 pixels). Graphics should be kept within this area if your video might be shown on a variety of screen sizes or some information might not be visible.

If your video is to be viewed primarily on the web, graphics can creep into the outer rectangle "action-safe zone" (95 percent of the screen, or 1824 x 1026 pixels), but never put captions, titles, or credits in the outer border area – the "NO" zone.
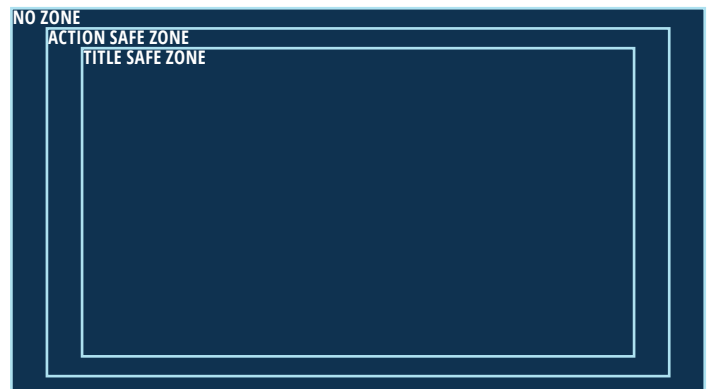
Filming

All videography should strive for a cinematic quality. We are all not master filmmakers, but here are some tips on getting good video footage during the production process:

- Use a tripod

- Use manual focus

- Set the white balance for each shot

- When shooting outdoors, keep the sun behind the camera

- When shooting indoors, beware of excessive light from windows in the background

- Avoid zooming

- Allow sufficient head room so the subject's head isn't too close to the top of the frame

- Don't cut off where the subject's eyes are leading when the subject is looking immediately off frame

- Consider a mix of wide/medium/close shots

- If you plan to use text over footage, shoot people to include negative space. This will allow for the most legibility when adding text later.

- If possible, shooting simultaneously with two or more cameras of the same quality, at different angles, will not only help you in the edit of the video, but will give the viewer more perspective

- Use an external microphone & test before shoot

- Do a sound/level check and use headphones to listen for background noise. If there is too much noise, find another location

- Add a few seconds to the beginning and end of each take to help with editing

- If subject is being led by an off-screen interviewer, ensure there is some space between the questions and answers for easier editing

- If using an external guest, have subject sign photo/video consent form – contact Aruba Brand for this document

VARIETY Consider a mix of wide / medium / close shots
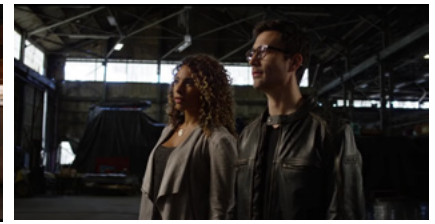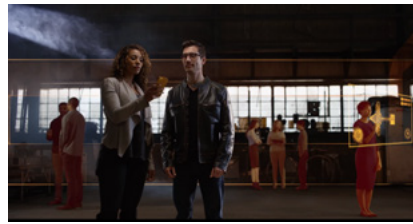
NEGATIVE SPACE If you plan to use text over footage, shoot people to include negative space. This will allow for the most legibility when adding text later.
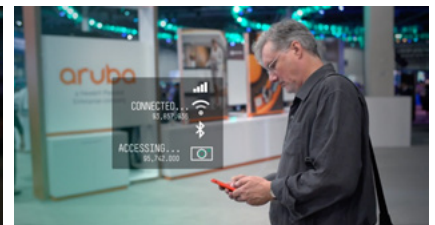
MULTIPLE CAMERAS If possible, shooting simultaneously with two or more cameras of the same quality, at different angles, will not only help you in the edit of the video, but will give the viewer more perspective

Screen Capture and Demos

If you are including PowerPoint presentations in your demo, keep the slides branded as well. You should stick with the Open Sans font, Aruba iconography, graphics, and our color palette.

If you or your subject will be on camera presenting the demo on Zoom, we suggest using an Aruba branded virtual background. You can download these backgrounds on Brand Central.

Where possible, dummy data should be used for these demos. You will want to avoid showing real MAC or IP addresses, as well as any other personal data such as phone numbers, and login information.

For questions on camera set-up, lighting, and microphones reach out to the Aruba brand team.

VIRTUAL BACKGROUND An Aruba background keeps the focus on your subject

PRIVACY FIRST Use "dummy data" for demo screens
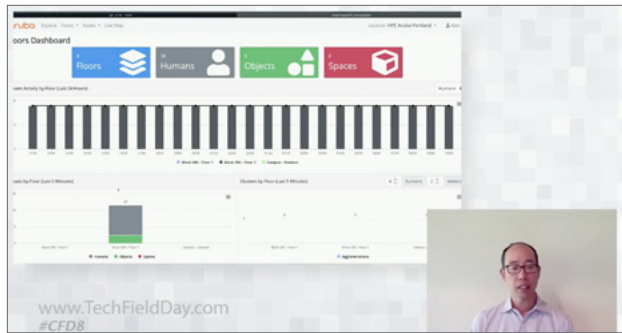
Video Guidelines
Best Practices

Stock footage

Refer to the Photography section of these Brand Guidelines when selecting b-roll from a stock footage library. The same visual cues apply to our videos. Choose stock assets with natural and consistent color. You'll want to make sure all footage looks like it should be in the same video rather than a collage of different styles, unless in rare cases, that is the intent.

It's important that you have taken into account any copyright considerations, and/or secured the rights to use any b-roll or stock footage videos that you want to add to your project.

Consent Forms

If filming an external speaker, or talent, you must have the subject sign photo/video consent form – contact the Aruba brand team for this document.

Editing

Use your script/storyboard as the blueprint for your video. Remember the story you are trying to tell, and don't complicate your video with too much information. Keep in mind that one to two minutes is an optimum length for online video. If you must use a longer video, break it up into smaller, standalone videos.

There are many types of video editing software for all levels of users. If you follow the video specs above, you'll be in good shape. Output the final video in MP4 format, which can be played by most media players and mobile media devices.

Typography and Lower Thirds

Open Sans is the primary font choice for lower-third and all text graphics. Lower-third graphics (also known as keys or fonts) identify people, places and programs in your video and should also adhere to the brand guidelines. Despite the name "lower third," these graphics rarely take up a third of the screen and should be positioned in a way that showcases both the subject and the relevant information.

Names and titles must be accurate and spelled correctly. Use full, formal titles, but if lengthy, use your judgment to shorten or abbreviate. Keep the title readable in a short time frame, and if the interview subject has more than one title, choose the one most pertinent to the story.

Please ensure adequate contrast between the graphics and the background for legibility. Do not use any filters on text such as drop shadows, outlines (strokes), glows, etc., as the text might not render well in video format.

LOWER THIRDS The typography is easily legible, with plenty of room for name and title.

Video Guidelines
Best Practices

Using Color in Video

All colors used in video graphics should adhere to the Aruba Brand Guidelines. A broad palette of soft and vibrant colors has been developed to complement the Aruba Orange and Gray, but should be used as accent colors. Keep in mind that contrast is very important when it comes to graphics for video. Choose colors for maximum contrast and legibility. The approved color palette can be found in the Design System section of the guidelines.

COLOR Use color to create focal point and hierarchy

Bumpers and CTAs

You can certainly build your own opening/closing sequences, often called "bumpers." If you reach out to the brand team, we can also provide standard versions for corporate use.

Note: when including a web-address we must see "www" within the URL: www.arubanetworks.com. However, your voiceover can simply say "For more information go to aruba networks dot com slash hospitality," for example.

BUMPERS Email arubabrand@hpe.com for source files

Voiceover

You may seek a professional service to hire voice over talent. The personality of the talent is key to setting the tone of the video. We welcome hearing a selection of talent "auditions" to choose the most fitting. Your video's voiceover should sound authentic, approachable, and communicate expertise.

Should you choose to record your own voiceover, here are some helpful tips:

- Try to choose a quiet location where you will not be interrupted during the recording.
- Please find a quiet place that does not echo too much. A room with hardwood floors and mirrors tends to echo and makes it hard to hear the speaker.
- Walk-in closets provide excellent makeshift recording studios.
- We will always recommend a professional microphone to record a voiceover, but we know not everyone has a broadcast quality microphone. A noise cancelling headset is best, a built-in laptop mic is second best. We have found that the microphone on Airpods, or other Bluetooth earphones do not work well for recording audio.

Music

There are several stock music libraries available on the web. You'll want to find a music track that is royalty free. DO NOT use copyrighted music without the proper license for Aruba projects. Please reach out to Aruba Brand if you have questions on the proper licensing coverage.

We suggest choosing bright, optimistic music to keep your video engaging and impactful. Instrumental tracks should be selected so that music doesn't overpower the voiceover or speaker.

Brand Approvals

Before the video is finalized and goes live, it should be shared with the Aruba brand team for approval. To prevent any delays before launching the video, we recommended looping the team in early in your video production process such as reviews on scripts, storyboards, talent selection, and first and final cuts.

Going Live

Once the video is finalized and approved by the brand team, you can submit a Corporate Marketing Request - attaching all supporting information and final video file.

The video team will upload your video within 7 business days, and if you've requested, will share the video links with the Web Team to upload to arubanetworks.com.

If impactful changes are required, the Web team will circulate with internal team for final approval. Once staged, the Web Team will share with you for approval and will publish within 3-5 business days or on future specified date.

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.

AP 334, Metal badge, silver

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

AP 207, Laser etching, gray

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

AP 203-H, Embossed logo

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

Product Branding
Hardware: Access Points

INDOOR ACCESS POINTS

Logo Placement

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

Logos are placed in the lower left 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.

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

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

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

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

OUTDOOR ACCESS POINTS

Logo Usage

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

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

AP 275

AP 274

AP 367

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

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

Checklists

Checklists
Do's and Don'ts

Apply these guidelines to all internal and external communications:

Do's

- Do refer to us as 'Aruba, a Hewlett Packard Enterprise company' on first instance within text.

- Only use logo artwork downloaded from authorized sources.

- Always use the correct logo version for your communication, heeding clear space and color guidelines.

- Do pay attention to color space and use corresponding color swatches or codes! Our colors have been manually adjusted for RGB and CMYK.

- Aruba is a global company; always be sensitive to cultural issues.

- For printed communications, use Open Sans or an approved local language font.

- For digitally created text (email, Microsoft Office* suite, datasheets and business documents), use Arial or an approved Aruba local language font.

- Use the appropriate trademarks.

- Use illustrations for informational purposes only—never as primary images.

- Use authentic, approved lifestyle photography from Aruba's library.

- For standard communications, use the templates available for marketing collateral and PowerPoint® presentations.

Don'ts

- Do not refer to us as 'HPE Aruba' or 'HPE Aruba Networking'.

- Do not create your own logo or alter Aruba logos; never use logos within text.

- Do not blindly accept colors of pasted elements when working program-to-program. Our colors cannot be automatically converted when switching color modes—they'll fall flat. Manually recolor and adjust as necessary.

- Do not use clip-art or cartoons.

- Do not in any way promote violence, gambling, strong language, sexual content, or the use of tobacco, alcohol, or drugs.

- Do not leverage HPE's icons, photographs, or any other brand assets in the creation of Aruba assets.

Checklists
Photography Shortlist

Do's

- Use only Aruba approved images.

- Imagery should be professional quality.

- Use images that have a central concept, supporting the message being communicated.

- When selecting images, do not use any that are overly staged or have model -perfect personalities. Use images that are authentic in feel, reflect reality and communicate a sense of spontaneity—as though the viewer were part of the scene.

- Aruba is a global company; be sensitive to cultural issues.

Don'ts

- Avoid images depicting violence, gambling, or sexual suggestiveness.

- Do not use clip-art or cartoons.

- Do not leverage photographs from HPE's photo library.

Contacts

Resources and Contact Information

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

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

BRAND RESOURCES

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

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

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

The 'Media Center' section of Aruba's website offers primary assets to the public:
- www.arubanetworks.com/company/media-center/

For Partner Ready for Networking inquiries, visit:
- https://partner.hpe.com/aruba

Thank You.