



Enterprise Storage OS and Software
for **Every** Business

Open-E Brand Identity Guidelines

Version 1.0



A message from the CEO

Since 1998, Open-E is an established brand in the storage market. As we are dedicated to maintain and enhance our organisation and its objectives, we are constantly focusing to meet both the needs and requirements of our customers and our partners. To achieve this, our brand is one of the most important tools to differentiate us from our competitors. It shows who we are and what we stand for – it is the center of our communication. This is why Open-E's visual identity is a crucial element of our company strategy.

As the owner of the Open-E brand we understand that we – and all our valued partners – bear a responsibility to the visual identity of the company and its products. We need to understand how to properly use this identity to keep up a consistent strategy which represents the company and shows the value and quality behind the brand. If we all work towards presenting Open-E and its products in the most consistent way, according to the guidelines in this document, I am sure it will bring even more success to all of us.

Krzysztof (Kristof) Franek
CEO



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Our brand positioning

Our focus on delivering the best storage software to our customers is the core of our business strategy. With our international team we are keeping a strong position in the market, selling our software solutions in more than 100 countries. We strongly believe in the power of innovative technology and progress which is reflected in all our actions.

Cooperating with technology vendors as well as our wide network of reseller and system integrator partners is another big aspect of how we always keep one step ahead of others. With our brand positioning we want to ensure that each of our partners has the right tools to deliver our message to the market: Providing an Enterprise Storage OS and Software for Every Business.



The Open-E logo - stand-alone logo

The Open-E logo has been designed to enable licensed Open-E Partners, Resellers, Distributors or other parties to use the logo in product collateral and on their web sites. This logo informs prospective customers that the user is an approved and licensed partner of Open-E.

Open-E Logo

The standard Open-E logo must be placed only on a white background. The logo must stand alone and cannot be combined with any other objects.

The Open-E logo is displayed in a large, italicized font. The word "open" is in a dark gray color, and the hyphen and the letter "e" are in a red color.

To use the Open-E logo, the user must be a licensed partner and must follow the logo guidelines as listed below.

Open-E Logo with border

In instances where you cannot use the Open-E Logo on a white background without a border you may use the logo with a black border.



The Open-E logo - white, grey & dark grey

open-e

open-e

open-e

open-e

Color of background - Open-E Dark Grey: CMYK: 0-0-0-90 / RGB: 60-60-59 / HEX: #333333

The Open-E logo - Colors

open-e



Open-E Red

C0 M100 Y100 K20

RGB 198-48-51

HEX #c63033

Pantone 1807c



Open-E Grey

C0 M0 Y0 K70

RGB 115-117-119

HEX #737577

Pantone Warm Grey 11c



Open-E Dark Grey

C0 M0 Y0 K90

RGB 60-60-59

HEX #333333

The Open-E logo - Minimum Clear Space and Minimum Size

Clear space is the area that is required around our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required vertical clear space for the logo is defined by the measurement "Y" as shown. The minimum required horizontal clear space for the logo is defined by the measurement „X" as shown. Those measurements are equal to the height and width of the letter E in the word mark



The Open-E logo has been designed to ensure maximum visibility and legibility. Be aware of the clear space and minimum space that must be maintained around the logo. Make sure that the area is even and free from any interfering graphics.

Minimum size for print

The minimum width of the logo in print materials is 1 inch or 2.54 cm.

open-e

Minimum size for online usage

For online applications, the logo should appear no smaller than 62 pixels wide.

open-e

Maximum size of logo

There is no maximum size for the logo.

The Open-E logo - Typography

An Open-E logo is created by customization of the Architecture font.
We use small letters and italicize them 20 degrees to the right.
Additionally, you must use the proper Open-E colors as defined on page 7.

Architecture

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The Open-E logo - Logo lockups

As we want the Open-E logo to be our primary and unifying visual element, locking up elements with our logo is reserved only for a small group of external partners with whom we have a strategic relationship.

Creating new lockups or logos is strictly prohibited. For a complete list of approved lockups and identities, or to request a creation of a new lockup or identity, please contact info@open-e.com

POWERED BY
open-e



The Open-E logo - Incorrect usage

Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo. The following incorrect usages must be avoided in order to maintain the integrity of our brand.



Do not create, retype, redraw or rotate our logo.



Do not change the color of our logo.



Do not use our logo as a read-through in text.



Do not place our logo near objects without defined clear space.



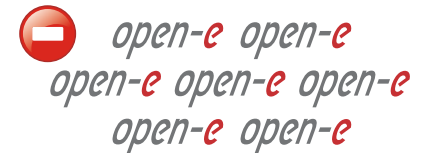
Do not use graphic effects (drop shadows) on our logo.



Do not add graphics to our logo.



Do not place our logo on backgrounds with high contrast or that limit legibility.

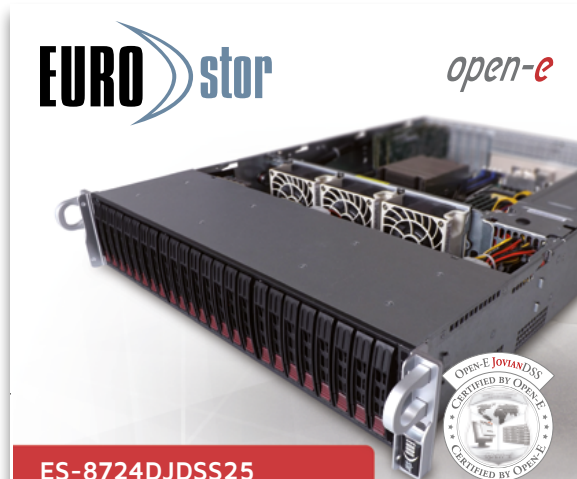


Do not create a pattern with our logo.

The Open-E logo - Usage examples in Printed communications

Please read the following examples of Open-E logo usage to minimize the chances of improper use of the logo.

The proper use of the logo is ensured by applying it on a white background with regard to the protective field around the logo.



EUROstor *open-e*

ES-8724DJDS25

The ES-8724DJDS25 is a high performance storage system optimized for databases, file servers and virtualization tasks. It is possible to build a fully redundant and fault-tolerant solution with features easily accessible from the intuitive Open-E JovianDSS browser-based interface.

A big advantage of this server is the high CPU ratio compression, NFS performance of 4 Gbps and big RAM Cache of 128 GB. Also, ES-8724DJDS25 has high I/O from 12 Gbit backplane connected to a 12 Gbit SAS HBA and 12 Gbit Drives, and can be upgraded with a second processor. Unlike traditional infrastructures, the ES-8724DJDS25 allows to integrate with VMware, Citrix and Microsoft Hyper-V environments.

Suitable applications:

- VDI
- Databases
- Media Streaming / CCTV
- High RAM cloud servers
- Exchange / SQL Server

In ES-8724DJDS25 RAM Cache performance is increased by 10-20% with DDR4-2133, compared to DDR3. This is essential for high performing storage environments. For best compression and deduplication results, EUROstor uses one single Quad Core CPU, each 3.5 GHz and 128 GB RAM with 2133 MHz. The system can be expanded with another CPU up to 1 TB memory.

EUROstor provides professional support with Open-E JovianDSS Certified Engineers. This strategy ensures that you are supported from deployment to daily business. Since many years, customers have been using the combination of EUROstor hardware with Open-E software and now, with 2FS-based Open-E JovianDSS you are able to build software-defined storage for Enterprise business.

- › Guaranteed data protection
- › Data compression / in-line data deduplication
- › Enhanced storage performance
- › Flexible scalability
- › Simplified management
- › Data integrity check
- › Unlimited number of snapshots and clones
- › Tiered RAM and SSD Cache

www.eurostor.com



open-e

BOSTON
Servers · Storage · Solutions

IGLOO storage

Boston Igloo 4U-24T-Stor

In order to address the continued expansion of business-critical data in small and medium businesses, Open-E and Boston have joined to provide a storage solution dedicated for the SMB market. The Boston Igloo 4U-24T-Stor not only is reliable and field-proven, but it is cost-effective and allows organizations to implement e.g. Virtual Desktop Infrastructure. To even further reduce costs, we offer a special discount for educational institutions.

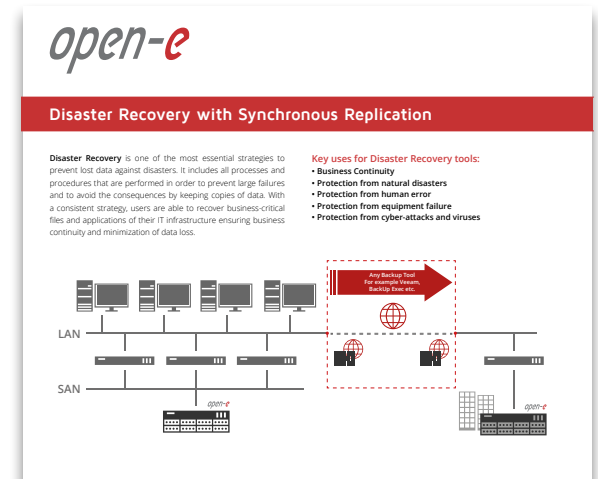
Unlike traditional solutions, the storage system is VMware Ready and certified for the latest Visphere 6.0. Also, the Boston Igloo 4U-24T-Stor allows for integrating with Citrix and Microsoft Hyper-V. It's a good base system that is very flexible and can be customized according to your needs.

Thanks to a 40Gb network interface card you get the bandwidth and speed required for a high-performing environment. Also, you can choose platinum or titanium power supplies and have the option to use over 80% efficiency. With Boston Igloo 4U-24T-Stor you can achieve up to 96% power efficiency. Additionally, to meet your virtualization and I/O demands, Boston Igloo 4U-24T-Stor offers tiered storage, hybrid storage and all flash array.

- Best price/performance ratio
- Up to 96% power efficiency
- 40 Gb Ethernet expandable to 56 Gb
- All flash array / hybrid Storage

- › Enhanced storage performance
- › Hardware independence
- › Flexible scalability
- › Optimized for Private Cloud
- › Simplified management
- › Tiered RAM and SSD Caching
- › Data compression and in-line deduplication
- › Thin provisioning and unlimited number of Snapshots

www.boston-itsolutions.com



open-e

Disaster Recovery with Synchronous Replication

Disaster Recovery is one of the most essential strategies to prevent lost data against disasters. It includes all processes and procedures that are performed in order to prevent large failures and to avoid the consequences by keeping copies of data. With a consistent strategy, users are able to recover business-critical files and applications of their IT infrastructure ensuring business continuity and minimization of data loss.

Key uses for Disaster Recovery tools:

- Business Continuity
- Protection from natural disasters
- Protection from human error
- Protection from equipment failure
- Protection from cyber-attacks and viruses

Benefits of Disaster Recovery tools in Open-E software

ISCSI and Fibre Channel - No access, no problem. The ISCSI and Fiber Channel technologies deny access to Open-E and the software is not able to copy data directly from the volumes. The only way to access data is from the client system which is actually writing them. This seems like a disadvantage at first, yet it can be extremely useful in practice, as it allows the customers to use any backup software as long as it runs on the client.

VSS Hardware Provider - With this feature it is possible to take automatic Snapshots of volumes, triggered by a Microsoft Windows service called Volume Shadow Copy Service. The storage can decrease loads on the clients by taking care of creating snapshots. Since the client decides when to perform the snapshot, the snapshot is guaranteed to be consistent. Once the snapshot is in place, a tool on the client can copy the data to a safe location.

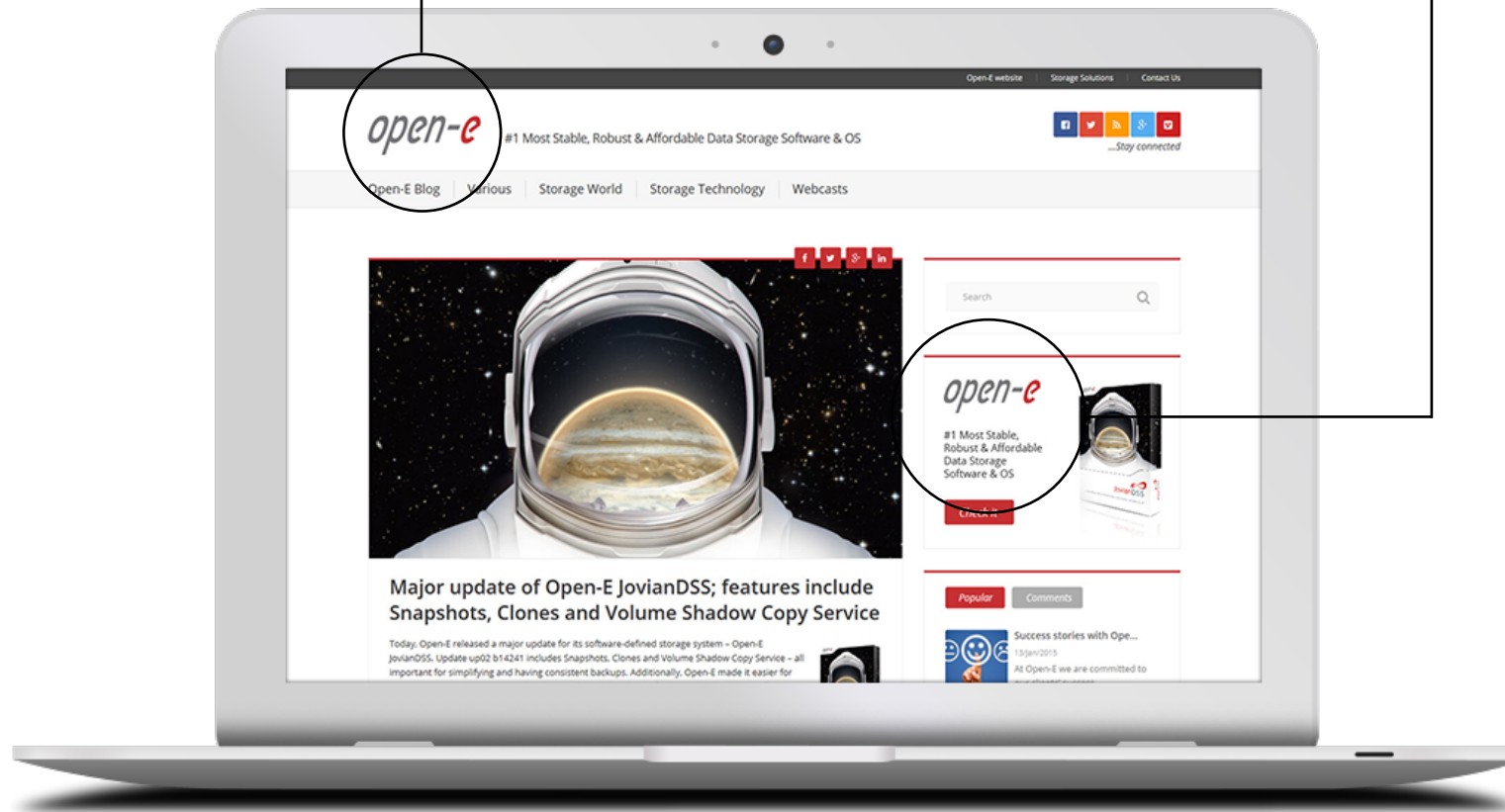
Software independence - Specialized backup software offers great potential and options to their users that are not available in storage operating systems. Since you are able to use any software, you can utilize uniquely advantageous features, as deduplication, versioning, and management tools for single volumes, complete virtual machines or the whole system. Depending on your situation, the perfect tool can be selected.

www.open-e.com

The Open-E logo - Usage examples in Online communications

Partners and thematic websites should contain the logo on the top of the page on a white background. It is permitted to use the left or right side, depending on the type of website / landing page.

Creative advertising and online communication materials should include the Open-E logo in the form that allows an easy identification of the brand - preferably on a white background. Additionally, the size of the logo must not be less than the minimum size.



The Open-E JovianDSS logo - stand-alone logo

The Open-E JovianDSS logo is a logotype created for Open-E JovianDSS. It is a ZFS- and Linux-based data storage software designed especially for enterprise-sized storage environments. With its unique features, the product ensures highest data reliability and integrity, and addresses the needs of enterprise users seeking a unified NAS and SAN solution with thin provisioning,

Open-E JovianDSS Logo

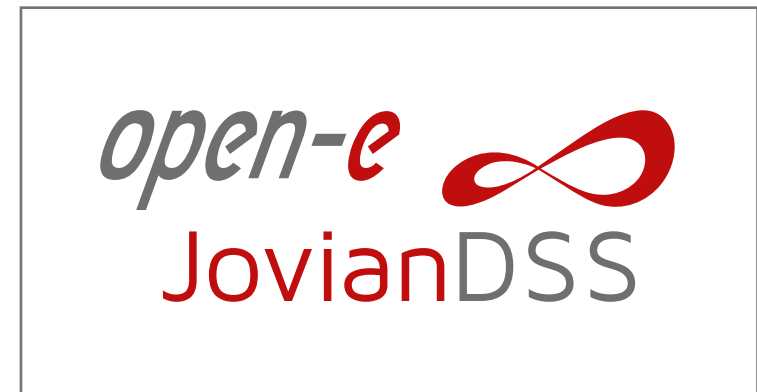
The standard Open-E JovianDSS logo must be placed only on a white background. The logo must stand alone and cannot be combined with any other objects.



The Open-E JovianDSS logo cannot be used in gray or dark gray color.

Open-E JovianDSS Logo with border

In instances where you cannot use the Open-E JovianDSS logo on a white background without a border you may use the logo with a black border.



The Open-E JovianDSS logo - Colors



Open-E Red

C0 M100 Y100 K20

RGB 198-48-51

HEX #c63033

Pantone 1807c



Open-E Grey

C0 M0 Y0 K70

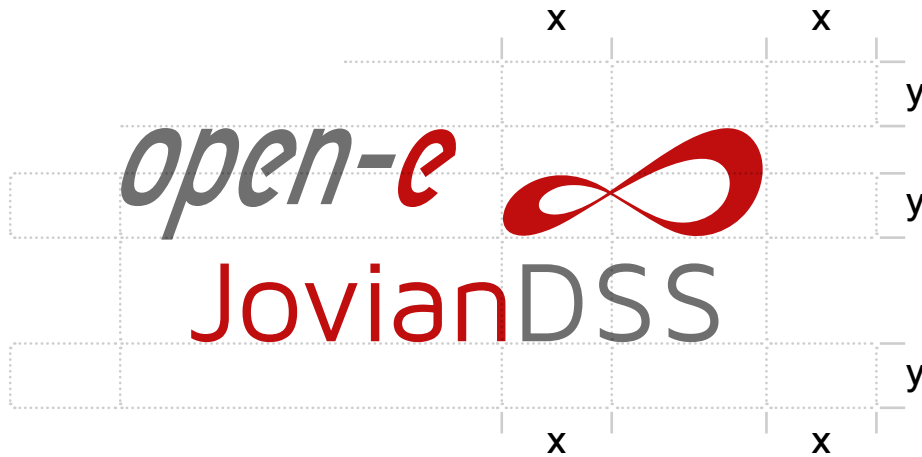
RGB 115-117-119

HEX #737577

Pantone Warm Grey 11c

The Open-E JovianDSS logo - Minimum Clear Space and Minimum Size

Clear space is the area that is required around our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required vertical clear space for the logo is defined by the measurement „Y” as shown. The minimum required horizontal clear space for the logo is defined by the measurement „X” as shown. Those measurements are equal to the width and height of the smaller half of the infinity sign above the word mark.



Minimum size for print

The minimum width of the logo in print materials is **1 inch** or **2.54 cm**.



Minimum size for online usage

For online applications, the logo should appear no smaller than **75 pixels wide**.



Maximum size of logo

There is no maximum size for the logo.

The Open-E JovianDSS logo - Typography

The Open-E JovianDSS logo is based on Maven Pro Regular font.

Maven Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The Open-E JovianDSS logo - Incorrect usage

Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need.

Never redraw, translate or otherwise alter our logo. The following incorrect usages must be avoided to maintain the integrity of our brand.



Do not create, retype, redraw or rotate our logo.



Do not change the color of our logo.



Do not use our logo as a read-through in text.



Do not place our logo near objects without defined clear space.



Do not use graphic effects (drop shadows) on our logo.



Do not add to or change graphic elements on our logo.



Do not place our logo on backgrounds with high contrast or that limit legibility.



Do not create a pattern with our logo.

The Open-E JovianDSS logo - Usage examples in Printed communications

Please read the following examples of Open-E JovianDSS logo usage to minimize the chances of improper use.

The proper use of the logo is ensured by applying it on a white background with regard to the protective field around the logo.



The Open-E DSS V7 logo - **stand-alone logo**

The Open-E DSS V7 logo is a logotype created for Open-E DSS V7. Linux-based data storage software ensuring Business Continuity, High Availability and centralized storage management. It is one of the most stable and secure solutions on the market, helping both SMBs and SMEs to implement high performing, yet cost-effective and robust data storage solutions.

Open-E DSS V7 Logo

The standard Open-E DSS V7 logo must be placed only on a white background. The logo must stand alone and cannot be combined with any other objects.



The Open-E DSS V7 logo cannot be used in gray or dark gray color.

Open-E DSS V7 Logo with border

In instances where you cannot use the Open-E DSS V7 Logo on a white background without a border you may use the logo with a black border.



The Open-E DSS V7 logo - Colors

OPEN-E DSS v. 



Red

C0 M100 Y100 K20

RGB 198-48-51

HEX #c63033



Dark Grey

C70 M49 Y50 K43

RGB 67-82-84

HEX #435254

The Open-E DSS V7 logo - Minimum Clear Space and Minimum Size

Clear space is the area that is required around our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required vertical clear space for the logo is defined by the measurement „Y” as shown. The minimum required horizontal clear space for the logo is defined by the measurement „X” as shown. Those measurements are equal to the width of both „O” and „P” letters in the word mark.



Minimum size for print

The minimum width of the logo in print materials is **1 inch** or **2.54 cm**.



Minimum size for online usage

For online applications, the logo should appear no smaller than **75 pixels wide**.



Maximum size of logo

There is no maximum size for the logo.

The Open-E DSS V7 logo - Typography

The Open-E DSS V7 logo is based on Klavika Regular & Klavika Bold fonts.

Klavika Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Klavika Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The Open-E DSS V7 logo - Incorrect usage

Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need.

Never redraw, translate or otherwise alter our logo . The following list of incorrect usages must be avoided to maintain the integrity of our brand.



Do not create, retype, redraw or rotate our logo.



Do not change the color of our logo.



Do not use our logo as a read-through in text.



Do not place our logo near objects without defined clear space.



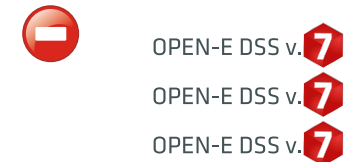
Do not use graphic effects (drop shadows) on our logo.



Do not add to or change graphic elements on our logo.



Do not place our logo on backgrounds with high contrast or that limit legibility.



Do not create a pattern with our logo.

The Open-E Typography

All text information and content on webpages uses the Open Sans font and Maven Pro font (especially in printed materials).

Open Sans Regular (default weight)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Maven Pro Regular (default weight)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Maven Pro Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Maven Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890