

# ATTO 2016 Style Guide

BRAND ASSETS USAGE AND GUIDELINES





## THE ATTO STYLE GUIDE

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The purpose of this guide is to help maintain a consistent format and style to convey the professional image of ATTO as a company.

Included in this document are guidelines for proper usage of the ATTO name and logo, recommended tone for outgoing materials, company trademarks, and templates for outgoing and internal collateral.



## COMPANY NAME

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In general use, the following rules regarding the ATTO company name must be applied:

ATTO must always appear in all upper case

The first mention of ATTO in a document or a section of a document should be complete: "ATTO Technology, Inc."

Additionally, refer to the section on Trademarks for further guidelines.

## LOGOS AND GRAPHIC IDENTITY

The ATTO logo represents our company. There are two logos and multiple color versions.

### OFFICIAL LOGO

The official logo can be downloaded from the ATTO website at the following location:

<http://www.attotech.com/resources>

Any instance of the logo in use on corporate documents should include "ATTO Technology, Inc." underneath the red and grey rectangle. The corporate logo can be found on the G: drive here:

G:\MKT\Design\Assets\Logos\ATTO Logos\

Do not replicate the "ATTO Technology, Inc." text yourself.

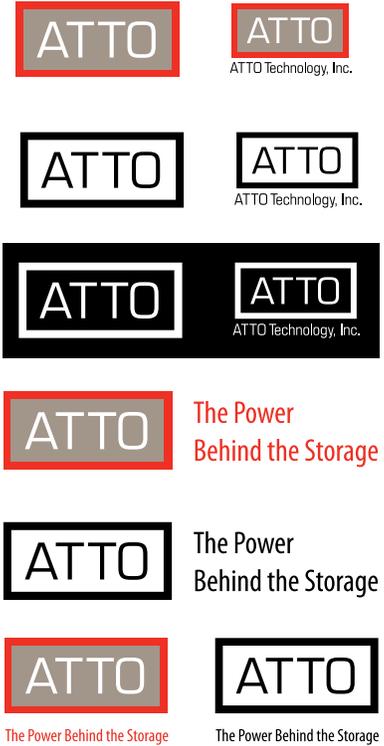
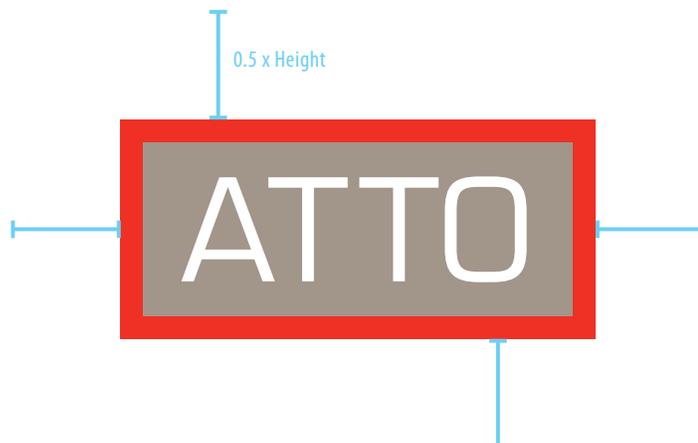
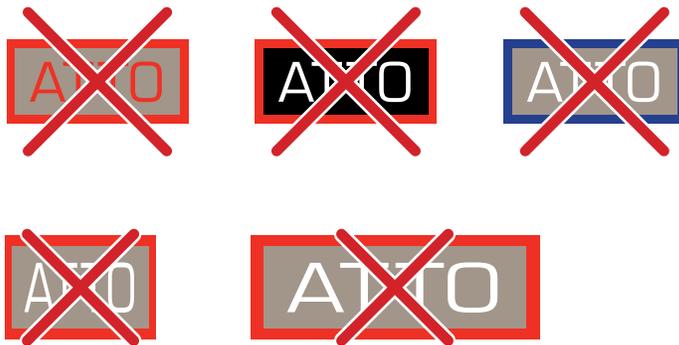
The official colors of the ATTO logo are Pantone 485, Pantone Warm Gray 8, and white. Do not alter the colors of the logo.

Do not alter the proportions of the logo.

The logo must have appropriate white space around it at all times. The minimum border around the logo is half the height of the red ATTO rectangle.

### OTHER ATTO LOGOS

The primary ATTO logo is white lettering over gray with a red border. Where a colored logo will not work, a black over white with a black border will, as well as an inverted variation.



## TAGLINE

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The ATTO tagline should be written as follows:

*The Power Behind the Storage*

Do not translate the tagline into other languages.

## ABOUT ATTO

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When writing about ATTO, several common phrases are acceptable, such as:

*ATTO Technology, Inc., headquartered in Buffalo, New York, is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments.*

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# The Power Behind the Storage

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## TYPOGRAPHY

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### MYRIAD PRO

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The standard font for all ATTO collateral is Myriad Pro. Standard body copy uses the “Regular” Font Style at 10pt size, with 14pt leading and Metric/Auto Kerning. Body copy should have 6pt of space above and below each paragraph. The color of body copy is normally CMYK Black, but can be lowered to 90% K if the text appears too overpowering.

Document titles and headlines are “Bold” and 24pt size or larger, depending on the context and medium. On a white background and when the text can be colored, the color of the headline should be ATTO red.

All headings are “Condensed” at 18, 14, and 12pt sizes, respectively, with a Tracking value of 25. The largest of the headings should be colored ATTO red, and the smaller headings should be 100% CMYK Black.

Italicized text can be used to highlight a piece of information or present a quote. Captions are also italicized and 75% CMYK Black.

Bold text can be used to emphasize a piece of information, but should be used sparingly.

### EUROSTILE LT STD

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The ATTO logo font is Eurostile LT STD. This font should be used sparingly, and only for headlines.

## IMAGERY

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### PRODUCT PHOTOS

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When materials are highlighting a specific product or set of products, product photos can be used to show the viewer the product. This can be a single image or a whole group of various ATTO products, depending on the context.

When selecting product photos, try to avoid using the same photo more than once in a single arrangement. Keep things lively and interesting by selecting from the different angles available.

### TOPOLOGIES

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Topologies show, conceptually, how ATTO products play a part in a solution. There are a number of pre-existing topologies located on the network in

*G:\MKT\Design\Assets\Topologies*

ATTO topologies consist of ATTO product photos, partner product photos (when required) and iconography representing generic products and technologies. Unless otherwise specified, topology elements will default to either ATTO product photos or generic icons.

Connections between objects in a topology are made with straight lines averaging 3pt thickness and colored with the appropriate protocol color (see “Colors”, pg #). Protocol colors are saved as a swatch pack in:

*G:\MKT\Design\Assets\Swatch Packs*

Updated or customized topologies can be commissioned from the Marketing Department.

### OTHER PHOTOS

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#### Header Photos

ATTO Templates have space at the top of the header on the first page for an image. The default image is of the market icon grid, but this can be changed to be more appropriate to the content of the document. There are a number of alternate header images saved in:

*G:\MKT\Design\Assets\Templates\General Collateral\Header Images*

# COLOR

The primary color scheme used by ATTO collateral is Pantone 485 ("ATTO Red"), various shades of gray, black and white. Neutral grays are used in place of ATTO Gray as they are easier to print.



When creating topologies, ATTO has a set of colors representing the various protocols connecting products. These colors can also be used as accent colors in imagery related to specific products or protocols.



When creating spreadsheets, presentations or other documents, select the appropriate template from Standard Forms, labeled by type of document:

- ATTO Template - Word
- ATTO Template - Excel
- ATTO Template - PowerPoint
- ATTO Template - Visio
- ATTO Template - Letterhead
- ATTO Template - Memorandum

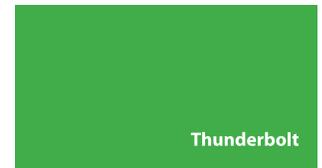
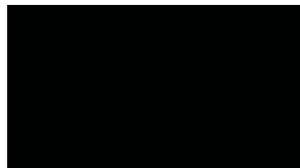
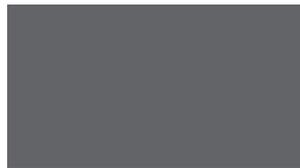


These templates have the correct ATTO color scheme pre-loaded as the top row of color boxes under "Theme" in the font and fill color dropdown menus.



The protocols and respective colors are as follows:

Protocol	CMYK				RGB		
FCoE	0	38	70	19	208	144	80
Fibre Channel	0	79	100	0	241	93	34
iSCSI	100	0	0	0	44	170	226
SAS/SATA	46	100	0	0	152	37	143
Ethernet	100	90	10	0	37	64	143
Thunderbolt	75	5	100	0	65	173	73





## ATTO PRODUCT NAMES

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The proper product name for every ATTO product begins with ATTO. Always use the proper name in the first and most prominent mention of a product in each section.

After the first mention of an ATTO product, "ATTO" may be dropped.

**The ATTO XstreamCORE™ 7500 is first mentioned in this example here. In following statements, the XstreamCORE does not require ATTO to preface it.**

## TRADEMARKS

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Trademarks are symbols, designs, words, sounds or combinations of these items used by companies to distinguish their products and services from those of other companies. They help establish and enhance the unique identity of a company and its products.

When using trademarks or registered trademarks in collateral, the following legal copy statement must appear on the collateral. The legal copy should be aligned to the bottom rule.

*ATTO Technology, Inc., [TRADEMARK] and [TRADEMARK] are registered trademarks or trademarks of ATTO Technology, Inc. in the United States and other countries. All other trademarks used herein are the property of their respective owners. ©2016. ATTO Technology, Inc. All rights reserved.*

If trademarks not registered by ATTO are used, consult their respective trademark guidelines.

## PROPER USE

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Exceptions to any of the following rules could put ATTO trademarks at risk.

An appropriate trademark notice (™), must be placed adjacent to the first and most prominent reference to the trademark in each new section. A trademarked term is an adjective, not a noun. It must be used as an adjective with a generic noun at the first and most prominent use of the term in each section of a document.

### **Never use a trademark in the possessive.**

- **Wrong:** ATTO FibreBridge's™ features give you the winning edge.
- **Right:** ATTO FibreBridge™ connectivity features give you the winning edge.

### **Never use a trademark in the plural.**

- **Wrong:** ISPs are choosing ATTO FibreBridges™ for increased performance.
- **Right:** ISPs choose ATTO FibreBridge™ for the best performance available.

### **Never use a trademark as a verb.**

### **Never include a trademarked term in a hyphenated phrase.**

- **Wrong:** ADS™-based
- **Right:** ADS™

### **Do not abbreviate a trademarked term unless the abbreviation is also a trademarked term.**

## CURRENT ATTO TRADEMARKS

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For a list of all current ATTO trademarks, please see the ATTO Editorial Guide.

## PRODUCT NAMES

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The proper product name for every ATTO product begins with ATTO. Always use the proper name in the first and most prominent mention of a product in each section; for example, “ATTO ExpressSAS™ R680 6Gb/s RAID Adapter”. When first referenced, each product mention must also conclude with its transfer speed and device type (e.g. “6Gb/s RAID Adapter”).

To make documents flow better, you may drop ATTO from the product name in frequent subsequent references within a section, and, in continued frequent use of the name within a section, you may drop subsequent reference

For example: in repeated use of the product name ATTO ExpressSAS™ R680, the next reference may read the ExpressSAS™ R680 and then later uses can be the R680.

## PRODUCT REFERENCE

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<i>ATTO Benchmark Tool™</i>	<i>ATTO ExpressSAS® H1288</i>	<i>ATTO ThunderLink® FC 2082</i>
<i>ATTO Celerity™ 81EN</i>	<i>ATTO ExpressSAS® H608</i>	<i>ATTO ThunderLink® FC 2162</i>
<i>ATTO Celerity™ 82EN</i>	<i>ATTO ExpressSAS® H60F</i>	<i>ATTO ThunderLink® FC 3162</i>
<i>ATTO Celerity™ 84EN</i>	<i>ATTO ExpressSAS® H680</i>	<i>ATTO ThunderLink® FC 3322</i>
<i>ATTO Celerity™ 161E</i>	<i>ATTO ExpressSAS® H6F0</i>	<i>ATTO ThunderLink® NT 2102</i>
<i>ATTO Celerity™ 162E</i>	<i>ATTO ExpressSAS® R644</i>	<i>ATTO ThunderLink® NQ 3401</i>
<i>ATTO Celerity™ 164E</i>	<i>ATTO ExpressSAS® R608</i>	<i>ATTO ThunderLink® NQ 3402</i>
<i>ATTO Celerity™ 161P</i>	<i>ATTO ExpressSAS® R680</i>	<i>ATTO ThunderLink® NS 2101</i>
<i>ATTO Celerity™ 162P</i>	<i>ATTO ExpressSAS® R60F</i>	<i>ATTO ThunderLink® NS 2102</i>
<i>ATTO Celerity™ 164P</i>	<i>ATTO FastFrame™ NS11</i>	<i>ATTO ThunderLink® NS 3101</i>
<i>ATTO Celerity™ 322E</i>	<i>ATTO FastFrame™ NS12</i>	<i>ATTO ThunderLink® NS 3102</i>
<i>ATTO Celerity™ 321E</i>	<i>ATTO FastFrame™ NS14</i>	<i>ATTO ThunderLink® SH 2068</i>
<i>ATTO ConfigTool™</i>	<i>ATTO FastFrame™ NT11</i>	<i>ATTO ThunderStream® SC 4808D</i>
<i>ATTO Express Power Center™</i>	<i>ATTO FastFrame™ NT12</i>	<i>ATTO vConfigTool™</i>
<i>ATTO ExpressSAS® H12F0</i>	<i>ATTO FastFrame™ NQ41</i>	<i>ATTO XstreamCORE™ 7500</i>
<i>ATTO ExpressSAS® H120F</i>	<i>ATTO FastFrame™ NQ42</i>	<i>ATTO XstreamCORE™ 7550</i>
<i>ATTO ExpressSAS® H1280</i>	<i>ATTO FibreBridge® 6500</i>	<i>ATTO XstreamCORE™ 8200</i>
<i>ATTO ExpressSAS® H1208</i>	<i>ATTO FibreConnect™ 8324</i>	<i>ATTO Xtend SAN™</i>
<i>ATTO ExpressSAS® H1244</i>	<i>ATTO FibreConnect™ 8316</i>	
<i>ATTO ExpressSAS® H1248</i>	<i>ATTO FibreConnect™ 8308</i>	