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.
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.atto.com/resources

Primary logo variations

- The primary ATTO logo is white lettering over gray with a red border and the tagline “The Power Behind the Storage”. The tagline can be either white or red. Where a colored logo will not work, a black over white with a black border will, as well as an inverted variation.

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

IMPROPER LOGO USAGE

- Do not replicate “The Power Behind the Storage” tagline 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.
Slogans and Catch Phrases

The ATTO tagline should be written as follows:

The Power Behind the Storage

Do not translate the tagline into other languages.

Elevator Pitches

M&E

For nearly 30 years, ATTO Technology has been a global leader in developing storage connectivity and infrastructure solutions for data-intensive computing environments. The ATTO end-to-end solutions enable fast, efficient and reliable data transfers at each workflow step, including ingest, edit, finishing, distribution and archive. With a product lineup encompassing 32Gb and 16Gb Fibre Channel, 40Gb and 10Gb Ethernet, and 12Gb and 6Gb SAS, along with Thunderbolt™ adapters for desktop and mobile workstation connectivity, ATTO products deliver accelerated access for I/O-demanding applications including 8K and 4K editing, 3D/ stereoscopic and virtual reality.

About ATTO

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

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

Boiler Plate Copy

About ATTO

For nearly 30 years, ATTO Technology, Inc., has been a global leader across the IT and media & entertainment markets, specializing in storage and network connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works with partners to deliver end-to-end solutions to better store, manage and deliver data. Working as an extension of customer’s design teams, ATTO manufactures host and RAID adapters, network adapters, storage controllers, Thunderbolt™ enabled adapters, and software. ATTO solutions provide a high level of connectivity to all storage interfaces, including Fibre Channel, SAS, SATA, iSCSI, 40/10GbE, NVMe and Thunderbolt. ATTO is the Power Behind the Storage.

IT

ATTO provides a wide range of end-to-end connectivity solutions to help customers better store, manage and deliver their data. With experience in engineering advanced technology into real-world product solutions, ATTO provides customers with competitive advantages in data acceleration and protection. Long-established in the media and entertainment industries, ATTO solutions also play strongly in emerging IT markets including medical imaging, oil and gas, enterprise-scale databases, business intelligence, finance, cloud computing and media asset management. The ATTO IT portfolio includes storage controllers, support for all-flash arrays, software defined storage (SDS), and cards with support for Fibre Channel, Ethernet, SAS/SATA and NVMe.

All trademarks, trade names, service marks and logos referenced herein belong to their respective companies.
**TYPOGRAPHY**

**Myriad Pro**

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**

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

**IMAGERY**

**Product Photos**

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.

*G:\MKT\Design\Assets\Product Photos*

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**

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 page 8). 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**

**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.

The protocols and respective colors are as follows:

<table>
<thead>
<tr>
<th>Protocol</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fibre Channel</td>
<td>0 79 100 0</td>
<td>241 93 34</td>
</tr>
<tr>
<td>iSCSI</td>
<td>100 0 0 0</td>
<td>44 170 226</td>
</tr>
<tr>
<td>SAS/SATA</td>
<td>46 100 0 0</td>
<td>152 37 143</td>
</tr>
<tr>
<td>Ethernet</td>
<td>100 90 10 0</td>
<td>37 64 143</td>
</tr>
<tr>
<td>Thunderbolt</td>
<td>75 5 100 0</td>
<td>65 173 73</td>
</tr>
<tr>
<td>NVMe</td>
<td>17 15 100 0</td>
<td>220 199 19</td>
</tr>
</tbody>
</table>

485 C

Fibre Channel

Warm Gray 8 C

iSCSI

White

SAS/SATA

25% K

Ethernet

50% K

Thunderbolt

75% K

NVMe

100% K
To maintain a consistent look and feel across all ATTO collateral, a number of templates have been created for various document types, including but not limited to:

- Powerpoint Presentations
- Internal Memorandums
- Official Letterhead

All ATTO templates come pre-installed on employee computers, and are available in the Standard Forms database as well.

G:\MKT\Design\Templates\
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™ FC 7500 storage controller is first mentioned in this example here. In following statements, the XstreamCORE does not require ATTO to preface it.

Apostrophe “s” should not be added when ATTO shows possessive properties.

The ATTO Technology’s product line.

The ATTO Technology product line.
Trademarks

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. ©2017. ATTO Technology, Inc. All rights reserved.

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

Proper Use

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

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

Partner Trademarks and Third Party Logos

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

All other logos for partners, events, associations, organizations, and affiliations are located here.
**Product Names**

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**

<table>
<thead>
<tr>
<th>ATTO Disk Benchmark Tool™</th>
<th>ATTO ExpressSAS® H680</th>
<th>ATTO ThunderLink® NS 2102</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATTO Celerity™ 81EN</td>
<td>ATTO ExpressSAS® R644</td>
<td>ATTO ThunderLink® NS 3101</td>
</tr>
<tr>
<td>ATTO Celerity™ 82EN</td>
<td>ATTO ExpressSAS® R608</td>
<td>ATTO ThunderLink® NS 3102</td>
</tr>
<tr>
<td>ATTO Celerity™ 84EN</td>
<td>ATTO ExpressSAS® R680</td>
<td>ATTO ThunderLink® SH 2068</td>
</tr>
<tr>
<td>ATTO Celerity™ 161E</td>
<td>ATTO ExpressSAS® R60F</td>
<td>ATTO vConfigTool™</td>
</tr>
<tr>
<td>ATTO Celerity™ 162E</td>
<td>ATTO FastFrame™ NS11</td>
<td>ATTO XstreamCORE™ FC 7500 storage controller</td>
</tr>
<tr>
<td>ATTO Celerity™ 164E</td>
<td>ATTO FastFrame™ NS12</td>
<td>ATTO XstreamCORE™ FC 7550 storage controller</td>
</tr>
<tr>
<td>ATTO Celerity™ 161P</td>
<td>ATTO FastFrame™ NS14</td>
<td>ATTO XstreamCORE™ FC 7600 storage controller</td>
</tr>
<tr>
<td>ATTO Celerity™ 162P</td>
<td>ATTO FastFrame™ NT11</td>
<td>ATTO XstreamCORE™ ET 8200 storage controller</td>
</tr>
<tr>
<td>ATTO Celerity™ 164P</td>
<td>ATTO FastFrame™ NT12</td>
<td>ATTO XstreamCORE™ ET 8200 storage controller</td>
</tr>
<tr>
<td>ATTO Celerity™ 322E</td>
<td>ATTO FastFrame™ NQ41</td>
<td>ATTO XstreamCORE™ FC 7500 storage controller</td>
</tr>
<tr>
<td>ATTO Celerity™ 321E</td>
<td>ATTO FastFrame™ NQ42</td>
<td>ATTO XstreamCORE™ FC 7550 storage controller</td>
</tr>
<tr>
<td>ATTO ConfigTool™</td>
<td>ATTO FibreBridge® 6500</td>
<td>ATTO Xtend SAN™</td>
</tr>
<tr>
<td>ATTO ExpressSAS® H12F0</td>
<td>ATTO ThunderLink® FC 2082</td>
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<tr>
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<td>ATTO ThunderLink® FC 2162</td>
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<td>ATTO ExpressSAS® H1244</td>
<td>ATTO ThunderLink® NT 2102</td>
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<td>ATTO ThunderLink® NQ 3401</td>
<td></td>
</tr>
<tr>
<td>ATTO ExpressSAS® H1288</td>
<td>ATTO ThunderLink® NQ 3402</td>
<td></td>
</tr>
<tr>
<td>ATTO ExpressSAS® H608</td>
<td>ATTO ThunderLink® NS 2101</td>
<td></td>
</tr>
</tbody>
</table>