



# Brand & Trademark Guidelines.

The single reference for using the VDURA name, logos, color, typography, and imagery across press, partner, product, and marketing surfaces.

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# What's inside.

Eight sections covering identity, color, type, imagery rules, and trademark notice. Skim for what you need; follow the Do/Don't list before publishing.

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## 01 / IDENTITY

# Naming & Voice.

VDURA stands for durable, dependable data infrastructure for AI. Use the name and voice consistently to build recognition.

## Company name

- Always render the company name as **VDURA** – all uppercase, no spaces, no punctuation.
- On first mention in long-form copy, use the full company name *VDURA, Inc.* Subsequent mentions: *VDURA*.
- Never abbreviate to *Vdura*, *VD*, or *V-Dura*.
- The legacy *Panasas* wordmark is retired. Do not use in current materials.

## Product names

- **VDURA Data Platform (VDP)** – flagship platform; spell out on first mention.
- **V5000** – hardware appliance line.
- **Hydra** – internal architecture term; use with care in external copy.

## Voice

- Confident, technical, and direct. No hype words like *revolutionary* or *game-changing*.
- Lead with the durability, dependability, and data theme – three pillars on every key surface.

## 02 / IDENTITY

# Logos & Lockups.

Three official wordmark variants and one logomark. Choose by background – never modify the artwork.



Wordmark – Amber · default · light backgrounds



Wordmark – Titanium · dark backgrounds



Wordmark – Carbon · single-color print



Logomark (VD) · favicon · avatar · secondary

## When to use which

- **Amber wordmark** – default. Use on white, titanium (#ECEDE9), or light photography.
- **Titanium wordmark** – use on carbon (#1F1F21) and other dark backgrounds.
- **Carbon wordmark** – single-color print, fax, low-fidelity reproduction.
- **VD logomark** – favicons, app icons, avatars, social profile images. Never as the primary brand mark in marketing.

## 03 / IDENTITY

# Clearspace & Sizing.

Reserve at least one cap-height (X) of clearspace on every side of the mark. Never crowd it with text, imagery, or other logos.



## Minimum sizes

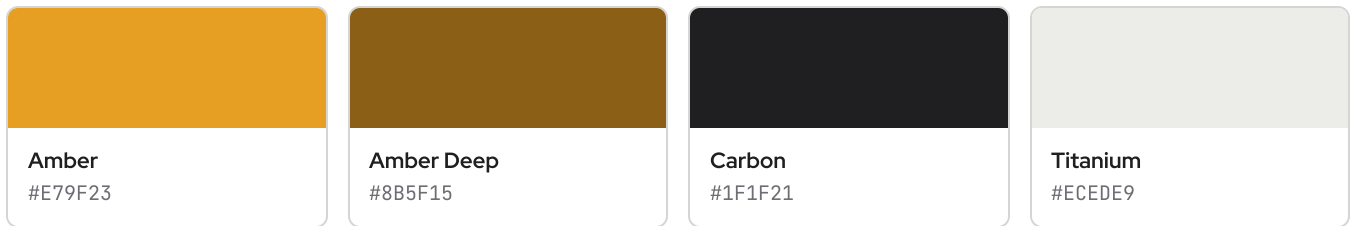
- **Print** – 24 px / 0.25 in tall (wordmark height). Below this the cut-corner geometry breaks down.
- **Digital** – 18 px tall (wordmark height) on retina displays; 24 px on standard.
- **Logomark** – 16 px square minimum.

## 04 / SYSTEM

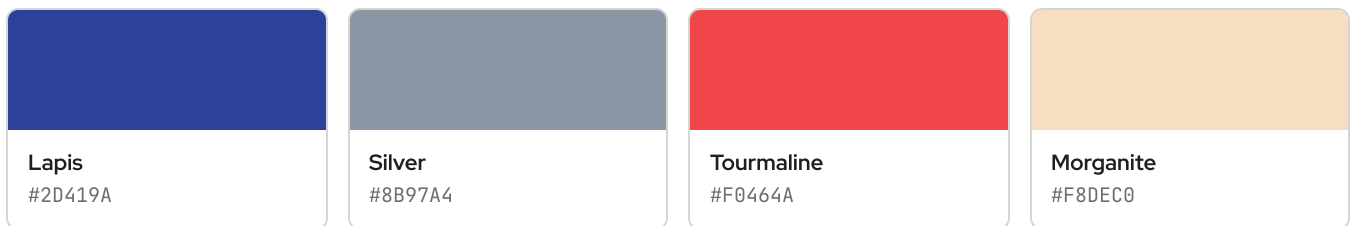
# Color System.

Eight named brand colors. Amber is primary; Carbon and Titanium are the structural neutrals; the rest are accents used sparingly for data, state, and partner co-marketing.

## Primary



## Accents



## Usage rules

- Amber is the only color allowed for primary calls-to-action and key brand accents.
- Carbon & Titanium carry 90% of every layout – keep accents to ≤10% of the visual surface.
- Tourmaline is reserved for destructive/error states. Never as a brand accent.
- Lapis is the data-vis primary; pair with Silver for secondary series.

## 05 / SYSTEM

# Typography.

Two families. **Syne** for display – its cut-corner geometry mirrors the VDURA wordmark. **Red Hat Display** for body and UI.

## DISPLAY · SYNE

**Durable.  
Dependable. Data.**

Weights: 400, 500, 600, 700, 800 · uppercase + tight tracking for headlines

## BODY · RED HAT DISPLAY

VDURA delivers the world's most durable data platform – engineered for the scale and intensity of AI workloads. Built for petabyte-class training, checkpointing, and inference pipelines.

Weights: 300–900 · 16px base, 1.55 leading

## Pairing rules

- Pair Syne (display) with Red Hat Display (body). Never substitute either family.
- Display copy: Syne 700–800, tracking -1%, line-height 1.0–1.15.
- Body copy: Red Hat Display 400–500, line-height 1.55, optimal measure 60–75 characters.
- Mono (code, metadata, version strings): JetBrains Mono.

## 06 / SYSTEM

# Imagery & B-Roll.

Use approved imagery only. Request new shoots via Emily@prsense.global. Stock substitutions are not permitted on owned channels.

## Approved categories

- **Hero composites** – branded gradient + wordmark layouts for headers and section openers.
- **Product renders** – V5000 chassis, rack views, deployment diagrams.
- **Architecture diagrams** – Hydra internals, linear-scalability charts.
- **B-roll** – datacenter footage, customer install footage. Embargoed until reviewed.

## Treatment

- Crop to leave breathing room – never tight to subjects.
- Apply the carbon wash filter on people footage to unify warm/cool casts.
- Avoid generic stock photography of "data centers" and "AI brains" – they dilute the mark.

## 07 / GUIDELINES

# Do's & Don'ts.

Following these rules keeps the VDURA mark consistent and trademark-safe across press, partner, and product surfaces.

## ● DO

- Use the amber lockup on light surfaces and the titanium wordmark on dark surfaces.
- Reserve at least one cap-height of clearspace on every side of the mark.
- Pair Syne (display) with Red Hat Display (body) – never substitute either.
- Use approved imagery and B-roll only – request new shoots through [Emily@prsense.global](mailto:Emily@prsense.global).
- Reference the company as VDURA (all caps) on first mention.

## ● DON'T

- Don't recolor, outline, or apply effects (drop shadow, glow, bevel) to the mark.
- Don't stretch, rotate, or skew the lockup or logomark.
- Don't place the mark on busy imagery without sufficient contrast or a flat plate.
- Don't use the legacy "Panasas" wordmark in current materials – VDURA only.
- Don't add taglines or descriptors directly inside the lockup.

# Trademark Notice.

## TRADEMARKS

VDURA, the VDURA logomark, the VDURA Data Platform, VDP, and all related names and logos are trademarks or registered trademarks of VDURA, Inc. in the United States and other countries.

All third-party trademarks referenced are the property of their respective owners. The legacy Panasas wordmark is retired and should not appear in current communications.

## PERMITTED USE

Press, analyst, and partner organizations may reproduce the VDURA wordmark and approved imagery in editorial coverage, partner announcements, and analyst reports, provided the marks are unmodified and accompanied by clear attribution to VDURA, Inc.

## APPROVAL & QUESTIONS

Co-marketing, partner lockups, joint events, and any modification of the mark require written approval. Contact [marketing@vdura.com](mailto:marketing@vdura.com) for approvals.

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