

General Legal Guidelines

These general legal guidelines are for Druva's customers, resellers, distributors, licensees, and other parties wishing to use Druva trademarks, logos, or copyrights in promotional, advertising, instructional, or reference materials, or on their websites.

We consider our trademarks and copyrights to be among our most valuable brand assets. In following these guidelines, you help us protect our valuable intellectual property rights and strengthen our corporate and brand identities.

These guidelines are not intended to be an exhaustive list of Druva's rights in its trademarks and copyrighted works. We reserve all rights in its intellectual property, including rights not expressly described in these guidelines. We may, in our sole discretion, change these guidelines at any time. You should periodically check these guidelines to ensure that you are in compliance.

Trademarks

Your use of Druva trademarks or logos or both outside of these guidelines requires permission. If you are a licensee of a Druva trademark or logo, please follow any special trademark usage guidelines with your license agreement. If your license agreement does not provide usage guidelines, please follow these guidelines. If you are a Druva reseller, you may be subject to additional restrictions. Any additional guidelines merely supplement and do not replace these guidelines.

By using a Druva trademark, in whole or in part, you are acknowledging that Druva is the sole owner of the trademark and your use of the trademark is accurate, fair, and not misleading. You agree not to challenge Druva's ownership of its trademarks. Any goodwill generated by your use of a Druva trademark inures exclusively to Druva, Inc. or its affiliates.

As of today, the U.S. Patent and Trademark Office is currently reviewing our pending federal trademark applications. In the interim, our unregistered trademarks are:

Druva™, CloudRanger™, Druva inSync™, and Druva Phoenix™

The Do's:

- Do give the Druva logo adequate spacing from the other elements on the web page or document (See the Clear Space and Sizing guidelines below).
- Do use the Druva trademarks only as nouns and not as adjectives.

Examples:

Correct: Druva Phoenix™ delivers data protection and management for enterprise workloads with a unique cloud-first approach.

Incorrect: Druva Phoenix™ data protection and management solution enables organizations to freely move data between on-premises and cloud without the lock-in, complexity, and cost of legacy hardware.

- Do use a clearly visible notice to provide trademark attribute to Druva, such as: “[Insert Druva mark] [is a/are] trademark[s] of Druva Inc. and/or its affiliates in the United States and/or other countries.”

The Don'ts

- Don't use Druva trademarks unless specifically permitted under these guidelines or other applicable guidelines under a separate agreement.
- Don't use Druva trademarks as verbs.

Examples:

Correct: "Manage your entire data footprint using Druva™, regardless of where you are on your journey to the cloud.

Incorrect: "Druva your data."

- Don't display Druva trademarks more prominently than your product or service name.
- Don't use marks, logos, slogans, domain names, or designs that are confusingly similar to Druva trademarks.
- Don't use Druva trademarks in a way that could imply affiliation with, or sponsorship, endorsement, or approval by Druva of other products or services.
- Don't modify Druva trademarks, combine them with any other symbols, words, or images, or incorporate them into a tagline or slogan.
- Do not abbreviate Druva trademarks, change their spelling, or use improper capitalization.
- Don't use Druva trademarks in a way that is false, misleading, unfair, defamatory, libelous, disparaging, obscene, or objectionable.
- Don't use Druva trademarks in association with any illegal content, activities, or materials.
- Don't state or imply that Druva assumes any responsibility for the performance of the end user's products or services.
- Don't manufacture, advertise, sell, distribute, or otherwise give away any merchandise items bearing any Druva trademark, logo or other name without an express written trademark license from Druva.
- Don't use or imitate any Druva tagline or slogan.
- Don't register a Druva trademark, logo, or slogan either alone or as part of another trademark or other name. This includes, but is not limited to a company name, trade name, product name, service name, technology name, standard, domain name, social media name or handle.

Logos

Showcased in the following pages are guidelines for our new identity system. This resource is designed to help you understand how best to use our logo and color palette. The Druva logo is the single most recognizable graphic representation of our business. Think of it as our own unique brand signature. It is how our business signs its communications. It is the face that our business presents to the world. A successful business brand identity requires consistency across all communications; care should be taken when employing it. Through consistent usage, you will be playing a key role in defining and reinforcing our brand identity, as well as ensuring its lasting recognition.

Corporate Logo



Logo Formats and Sizes

The following Druva logo formats are available for use: eps, png, and svg files. These formats are provided in three sizes: large, medium, and small.



Large logo



Medium logo



Small logo

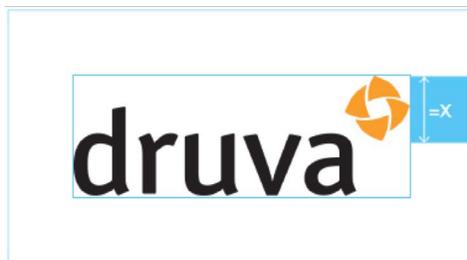
Logo Components

The logo consists of the logomark and wordmark. The wordmark is based on the font Officina Sans. Do not attempt to recreate or rework the logo.



Logo Clear Space

Always leave the required amount of clear space around the logo. The minimum clear space is equal to "X," which represents the height of the logomark. This clear space gives the logo room to breathe and ensures the logo won't be obscured by neighboring elements or typography.



Logo Minimum Size

The Druva logo shown below is the smallest suggested size for general use. It is important that our logo is never smaller than what can be clearly executed.



The colors shown below are the spot colors for the Druva logo. Ask your printer to match the PMS coated color chips for the best results. Also listed are color options for four-color process, RGB, and HEX.



Druva Orange

Hex: #FF9900
RGB: 255-153-0
Pantone 1375 C



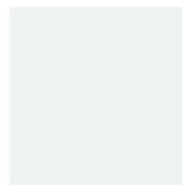
Navy Blue

Hex: #00284C
RGB: 0-40-76
Pantone 2767 C



Headline Blue

Hex: #146EB4
RGB: 20-110-180
Pantone 3005 C



Snow Gray

Hex: #EFF3F4
RGB: 239-243-244

Correct Usage

1. Do use the logo in full color, be it in PMS colors, CMYK, or RGB on a light or dark background.



2. Do use the logo in black.



3. Do use the logo reversed to white on a colored, black, or simple photographic background.



Incorrect Logo Usage

1. Don't outline the logo.
2. Don't alter the logo colors.
3. Don't change the proportion of the logo or distort it in any way.
4. Don't place the logo on a busy photographic or patterned background.
5. Don't place the full color logo on a background with a similar color value.
6. Don't change the lock-up.

The following are examples of incorrect usage:



File Formats

EPS: (Encapsulated Postscript) Used for high-resolution print quality. It is editable in its native program (in this case, Adobe Illustrator CC) and importable into programs like QuarkXPress, Adobe PageMaker, Adobe Illustrator, and Adobe InDesign. It can be used on a variety of platforms including Macintosh and Windows.

PNG: (Portable Network Graphics) A file format that employs lossless data compression for bitmapped, grayscale, and RGB images. This format supports transparency and replaces the GIF format in displaying far more than 256 colors. This format is also used for transferring images on the Internet. This is best used for screen presentations in programs such as Microsoft Word and PowerPoint, as well as Web usage. This format is not recommended for use in offset printing.

SVG: (Scalable Vector Graphics) Used with programs such as a Web browser that recognizes XML, and that can display the image using the information provided in the SVG format. Different from raster graphics, the scalable part of the term emphasizes that the vector graphic images can be made scalable (whereas an image specified in raster graphics is a fixed-size bitmap). Thus, the SVG format enables the viewing of a graphic on a display of any type, size or resolution. In addition to ease of size manipulation, SVG allows text within the graphics to be recognized, which search engines can locate and easily translated into other languages.

You may only use approved Druva logo assets without any alteration, distortion, or modification. From time to time, Druva, in its sole discretion, may modify these guidelines for the size, typeface, colors, and other graphic characteristics of Druva trademarks.

You may also download the [logos here](#).

Copyrights

Druva owns copyright in its technical documentation, videos, blog posts, logos, website designs and content, videos and other promotional materials, its proprietary computer code, and other works not specified here. You may not use, copy, distribute, or create derivative works from any copyrighted work, or any part of it, without obtaining Druva's advance written permission.

By using a Druva copyrighted work, in whole or in part, you agree not to challenge Druva's ownership of its copyrights.

The Do's

- Do use clear, visible attribution when a Druva copyrighted work is used or shown (See the Acknowledgments guidelines below).

The Don'ts

- Don't use Druva copyrights unless specifically authorized by Druva.
- Don't use Druva copyrights in a way that could imply affiliation with, or sponsorship, endorsement, or approval by Druva of other products or services.
- Don't use Druva copyrights in a way that is false, misleading, unfair, defamatory, libelous, disparaging, obscene, or objectionable.
- Don't use Druva copyrights in association with any illegal content, activities, or materials.
- Don't alter Druva screenshots, except to resize them.
- Don't use portions of screenshots.
- Don't include screenshots in your product user interface.

Fair Use

Apart from any license granted to you by Druva, your use of a Druva copyrighted work may be acceptable under principles of "fair use." Given that the application of fair use depends on a fact-specific inquiry and requires a case-by-case analysis, we advise you to consult with an attorney if you have questions regarding fair use of copyrighted works.

Acknowledgements

For Copyrighted Works: Where you have been granted Druva's written authorization to use a copyrightable work, you must always include the appropriate copyright attribution language provided for in your written authorization, or by including the following statement: "© 20XX Druva Inc. and/or its affiliates. All rights reserved. Used here with permission." (Note 20XX is the year set forth in Druva's copyright notice.)

Alternatively, you may use the word "copyright" or the abbreviation "copr." in lieu of the copyright symbol ©.

Contact Us

If you have any questions about these guidelines or if you want to request permission to use specific trademarks or copyrights, please contact the Druva Legal Department at:

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Druva™ delivers data protection and management for the cloud era. Druva Cloud Platform is built on AWS and offered as-a-Service; customers drive down costs by up to 50 percent by freeing themselves from the burden of unnecessary hardware, capacity planning, and software management. Druva is trusted worldwide by over 4,000 companies at the forefront of embracing cloud. Druva is a privately held company headquartered in Sunnyvale, California and is funded by Sequoia Capital, Tenaya Capital, Riverwood Capital and Nexus Partners. Visit [Druva](https://www.druva.com) and follow us [@druvainc](https://twitter.com/druvainc).