



Brand Guidelines

Last Updated January 2022

Introduction

What We Do

Itential is the only automation platform built to support both network and cloud, making it easy for enterprises and service providers to maintain network compliance, reduce manual operations, and simplify network management. The Itential Automation Platform is a low-code solution that seamlessly connects IT systems with network technologies for end-to-end network configuration, compliance, and automation.

Why We're Different

Itential is redefining how networks are managed with innovative products that provide powerful network configuration and automation software to companies worldwide - from Fortune 500 enterprises and telecommunications to companies of all sizes; Itential is trusted to automate their most critical infrastructure.

The Brand

Itential works to simplify complex problems and its brand reflects that. The overall look and feel of the brand encompasses simplicity in complex environments. Itential customers know that we are an **intelligent, reliable, and trustworthy brand on the cutting edge of network innovation.**

SECTION 01

Logos

Logos

The Itential logo is available in horizontal (primary) and stacked (secondary) versions, with and without the company tagline. All versions should appear with the ® after the Itential name. Logos should always be used in their provided lock-up and should not be edited, tilted, or distorted in any way.

Primary Logo



Secondary (Stacked) Logo



Logos: Color Variations

In addition to the primary color combination, Itential also uses variations for use on multiple colored backgrounds.

For Use on Dark Backgrounds



For Use on Itential Bright Blue Backgrounds



Logos: Sizing & Spacing

The Itential logo should always be clearly legible, with ample clear space on all sides and should not be used smaller than is easily legible (see recommendation below).



Minimum width:
0.75 in or 113 px

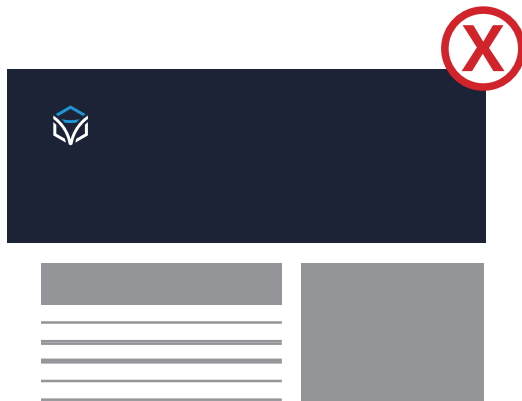


Minimum width:
0.5 in or 75 px

Logos: Itential Icon



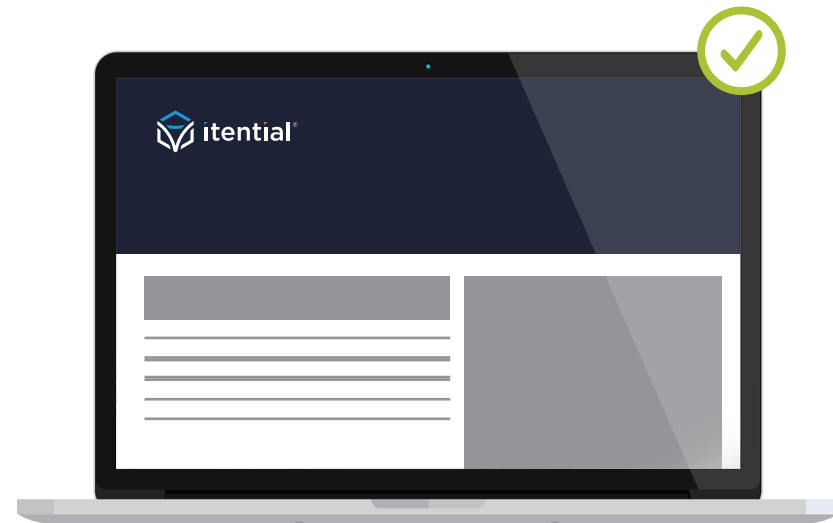
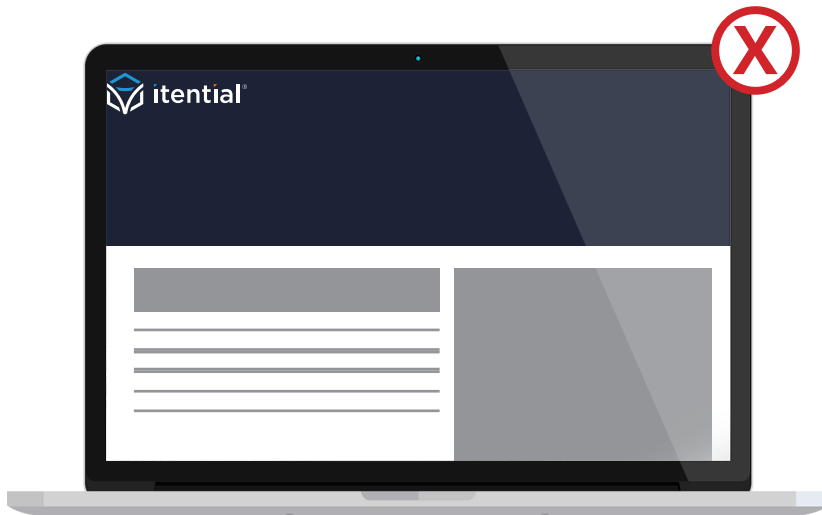
This version for use on bright blue ONLY



Icon must can only appear alone if it is also paired with the full logo mockup. A partial icon can also appear, but care should be taken to ensure that it can still be read as the Itential icon.

Logo Misuse

Please pay close attention to all previous pages referencing logo usage. Below are examples of improper use of the Itential logo.



Itential Sub-Brands



SECTION 02

Color Palette

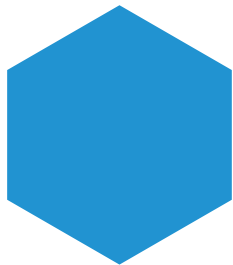
Color Palette

Primary Color Palette



Navy

CMYK: 86/77/54/71
RGB: 16/22/37
Hex: #101625
Pantone: Black 6 C



Bright Blue

CMYK: 77/29/0/0
RGB: 27/147/210
Hex: #1B93D2
Pantone: 2925 C

Secondary Color Palette



Orange

CMYK: 0/75/85/0
RGB: 255/102/51
Hex: #FF6633
Pantone: 165 C



Light Blue

CMYK: 9/0/0/0
RGB: 228/245/253
Hex: #E5F2FE
Pantone: 656 C



Pink

CMYK: 20/97/0/0
RGB: 197/37/143
Hex: #C5258F
Pantone: 240 C

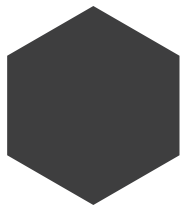


Green

CMYK: 45/0/100/0
RGB: 153/202/60
Hex: #99CA3C
Pantone: 375 C

Grey Color Palette

Shades of grey can be used as needed. However the following are specific shades used for specific elements.



90% Grey

(Text Color)
CMYK: 0/0/0/90
RGB: 65/64/66
Hex: #414042



50% Grey

(Icons, Lines, etc.)
CMYK: 0/0/0/50
RGB: 147/149/157
Hex: #939598



5% Grey

(Background Blocks)
CMYK: 0/0/0/50
RGB: 241/242/242
Hex: #F1F2F2

Extended Color Palette

This color palette is intended to be used ONLY when the primary and secondary palettes are not sufficient (i.e. charts & diagrams).

#101625	#1B93D2	#FF6633	#99CA3C	#C5258F	#E3DF00	#009DA6	#607D8B	#DF4427	#675AB7
#ADBFD2	#E5F2FE	#FFAC73	#E6F893	#D270C2	#F5F4D8	#8AE9EE	#CFD8DC	#FF917D	#B6AEE8
#7995B0	#1EB4FF	#FF944C	#C9DF60	#BA45A8	#EFF248	#33C1CA	#90AFAE	#F06950	#8B80D1
#4B5C7C	#0094D9	#F37622	#AAC13A	#AB2896	#E3DF00	#009DA6	#607D8B	#DF4427	#675AB7
#24314D	#00699C	#C85609	#8BA21E	#980C82	#C2B800	#007C82	#455A64	#B52A11	#4D3FA2
#202537	#002C41	#8E4000	#687C05	#770365	#8C8500	#00585B	#263238	#8E1600	#34258D

Color Usage Guidelines

Legibility is, of course, the first rule of use for any of the colors. However, the below lists additional guidelines to keep in mind when using the primary and secondary colors.



Bright Blue

Accessibility on white: Text should be 14pt/18px bold or 18pt/24px regular/light for good online accessibility, whenever possible.

No accessibility limitations on navy.

Primary color for links/buttons online.



Green

Accessibility on white: Text does not perform well on white. Caution should be taken to ensure legibility.

No accessibility limitations on navy.

Primary accent color for content callouts online.



Grey

90% grey is reserved for body text.

Lighter shades of grey may be used for background elements, rules or anywhere else deemed necessary.



Orange

Accessibility on white: Text should be 14pt/18px bold or 18pt/24px regular/light for good online accessibility, whenever possible.

No accessibility limitations on navy.

Primary accent color for product/Itential news online.



Pink

No accessibility limitations on white.

Accessibility on navy: Text should be 14pt/18px bold or 18pt/24px regular/light for good online accessibility, whenever possible.

Primary accent color for events and live webinars online.

SECTION 03

Typography

Itential Typefaces

The Itential typefaces, Open Sans and Montserrat, were chosen to reinforce the clean, approachable and modern look of the brand. Montserrat is used as the headline text, with Open Sans being used for body copy. Both fonts include multiple weights. Below are the weights that are primarily used.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*("

Aa	Aa	Aa	Aa
Light	Regular	Medium	Semibold

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*("

Aa	Aa	<i>Aa</i>	Aa	Aa
Light	Regular	<i>Italic</i>	Semibold	Bold

The below is an example of what copy may look like on a dark background.

Open Sans Semibold
All Caps; Color based on type
of content - See Color Usage

Montserrat Medium;
Sentence Case, White

Learn how automation platforms, like Itential, automate the network of clouds and break down barriers between cloud and network teams.

Download Now

Open Sans Regular;
Sentence Case, White

Open Sans Regular (Body copy should *never* be light on dark backgrounds), White



Type Example: Online Light Background

The below is an example of what copy may look like on a light background.

Element Tag

Open Sans Semibold
All Caps; Color based on type
of content - See Color Usage

Headline

Montserrat Medium;
Sentence Case; 90% Grey

WHITE PAPER

Automating the Network of Clouds

Learn how automation platforms, like Itential, automate the network of clouds and break down barriers between cloud and network teams.

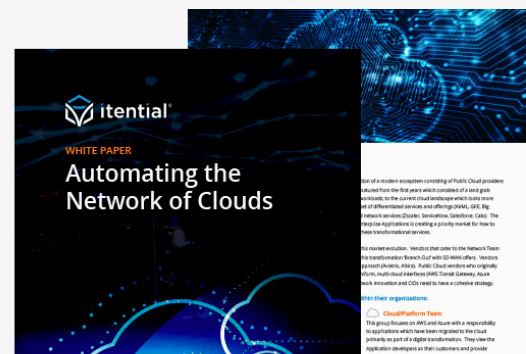
Download Now

Button Copy

Open Sans Regular;
Sentence Case;
90% Grey

Body Copy

Open Sans Regular or Light
based on legibility; 90% Grey



Type Example: Copy Heavy

For copy heavy designs, like ebooks or white papers, content organization and legibility are key. Font weight and color can be flexible based on need. Below is an example of font use in a more copy heavy ad.

Headline

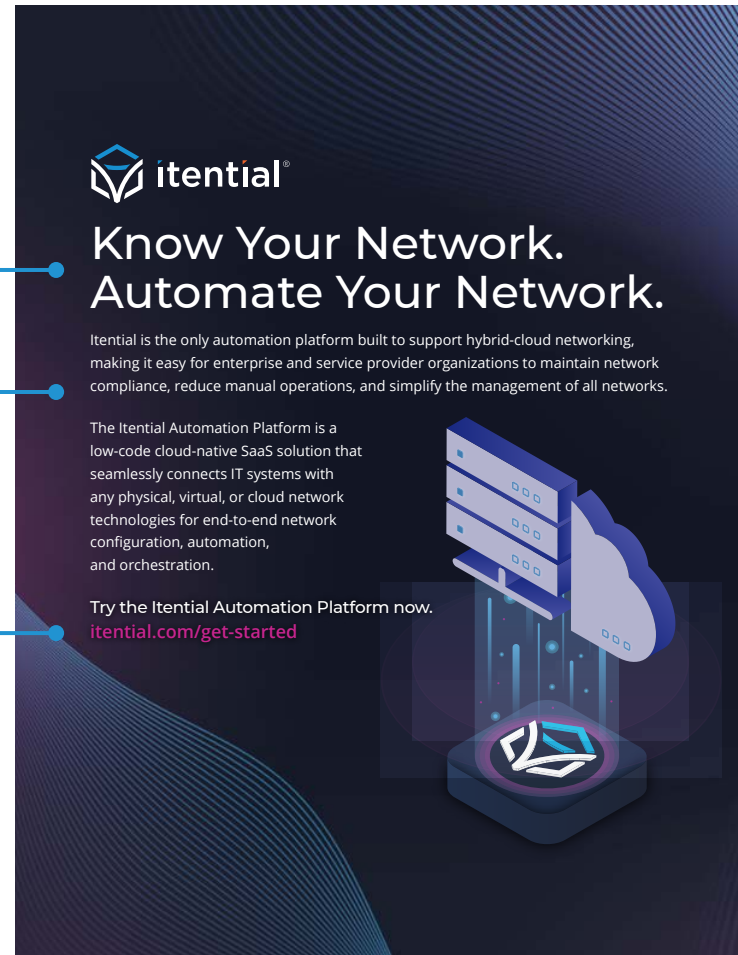
Montserrat Medium; Headlines are primarily white on navy backgrounds and bright blue on white. Title case.

Body Copy

Open Sans Regular only for dark backgrounds;
Regular or Light for light backgrounds

Emphasized Text

To emphasize text (i.e. important URLs, subheads, etc.), the secondary color palette may be used. Care should be taken to ensure consistency throughout the document and to legibility.



Bullet Styling

Itential uses a double arrow bullet style, with the option of a round bullet, when necessary. Bullets should be bright blue, with a 90% grey copy. Primary bullets are left aligned with the body copy above. Secondary bullets align with the text of the previous bullet.

Double Arrow Bullets Example

Primary bullet, to be used whenever possible.

Copy before bullets begin. Vid ut ratur ant excerer orestis dollignatur, nonsed que vel intibus, am rectorum fuga.

- » Ant mosae. Nam aliaspi enditat iatiaspel maios alignatur sin renis que volorro consene:
 - » Maios alignatur renis que volorro consene ceatur.
 - » Lorem ipsum dolor sit amet, consectetur adipiscing nulla dem elit.
- » Optatia ntiamuscium ea dis dem elis si berspic imendae minullo rectati.

Round Bullets Example

Secondary bullet, to be used when a heavier weight bullet is needed.

Copy before bullets begin. Vid ut ratur ant excerer orestis dollignatur, nonsed que vel intibus, am rectorum fuga.

- Ant mosae. Nam aliaspi enditat iatiaspel maios alignatur sin renis que volorro consene:
 - Maios alignatur renis que volorro consene ceatur.
 - Lorem ipsum dolor sit amet, consectetur adipiscing nulla dem elit.
- Optatia ntiamuscium ea dis dem elis si berspic imendae minullo rectati.

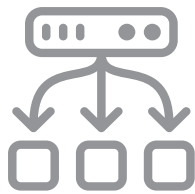
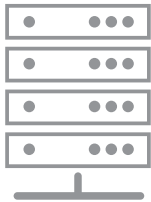
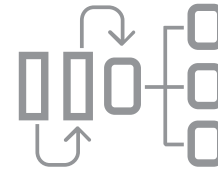
SECTION 04

Iconography

Itential Iconography

Itential's iconography utilizes an outlined style. Itential has a library of icons to represent specific terms or ideas. Care should be taken to ensure that these icons only represent appropriate content. If an additional icon is needed, it should follow the same style as the others in the library.

Icon Style Examples



Icon Coloring

Primary colors for icons are 50% grey, bright blue, navy, and orange. While there is no hard rule on color for icons, care should be taken to ensure consistency across content pieces and legibility.



50% Grey



Bright Blue



Navy



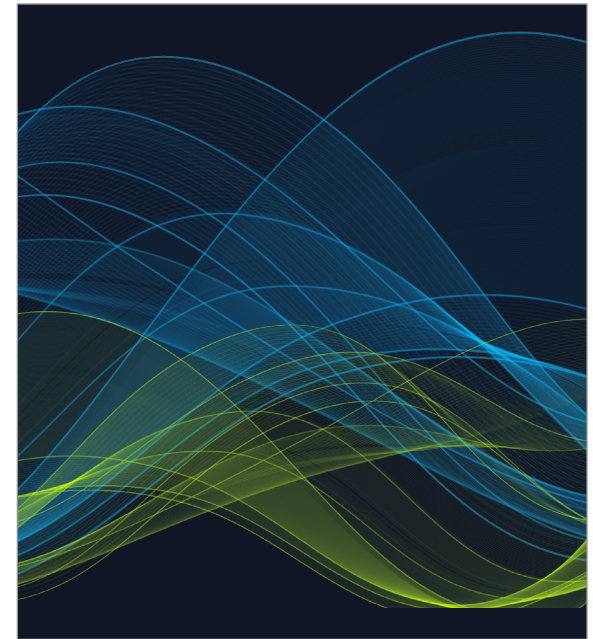
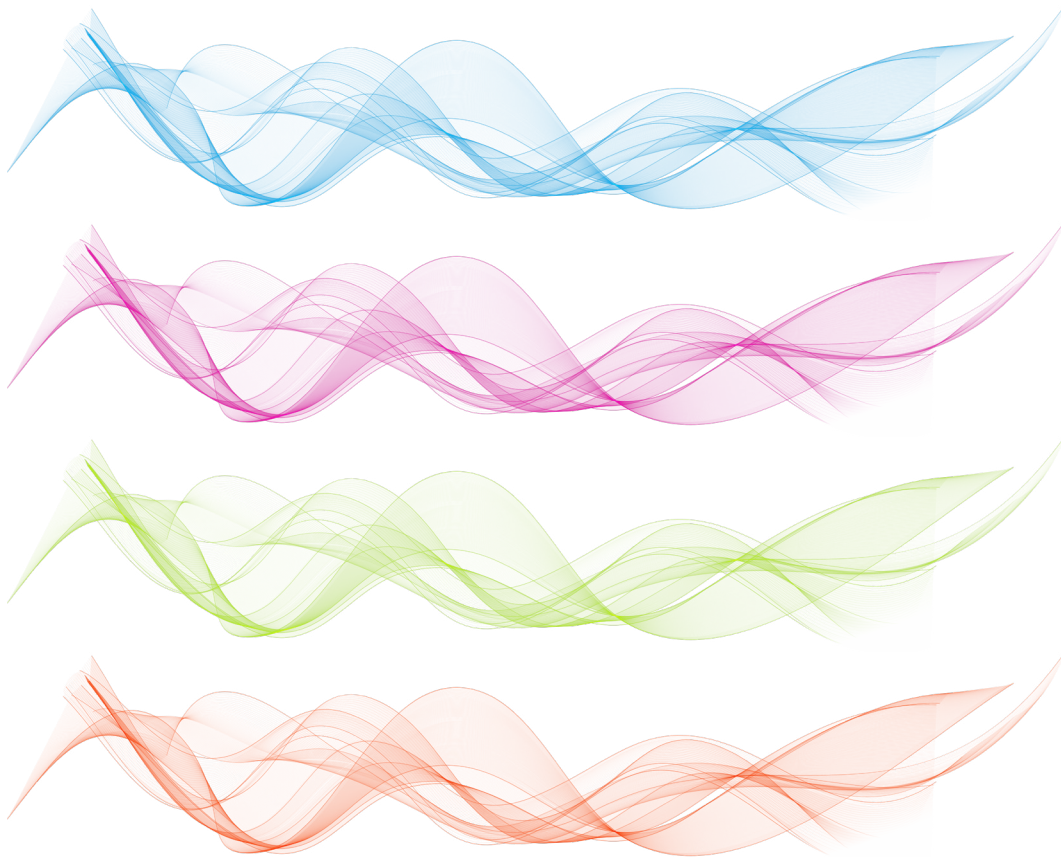
Orange

SECTION 05

Elements & Illustrations

Swirl Pattern

Itential's swirl pattern is intended to be an abstracted idea of the network. Simple, bold, and modern, this pattern should primarily be used for grabbing attention, in places like, title pages and headers. The swirls are available in bright blue, green, pink, and orange and look best displayed on navy. This graphic may be scaled, rotated or reflected as needed.



Using 2 Colors

A single secondary color may be used in conjunction with the primary bright blue.

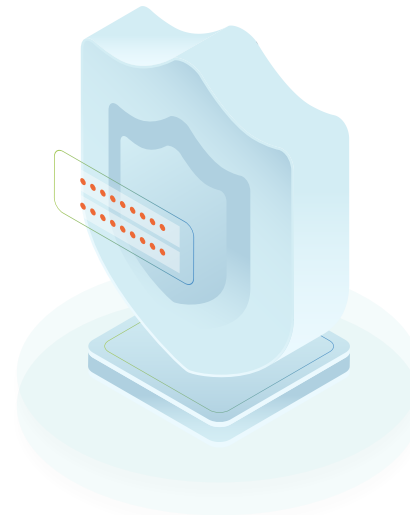
Illustrations & Vector Graphics

Because of the intangible nature of network automation and all that it includes, Itential typically uses vector graphics instead of photography to display concepts. These graphics should be modern and bold. An isometric style is typically used to add depth to graphics, but flat graphics could also be used where necessary.

Dark Background Example



Light Background Example

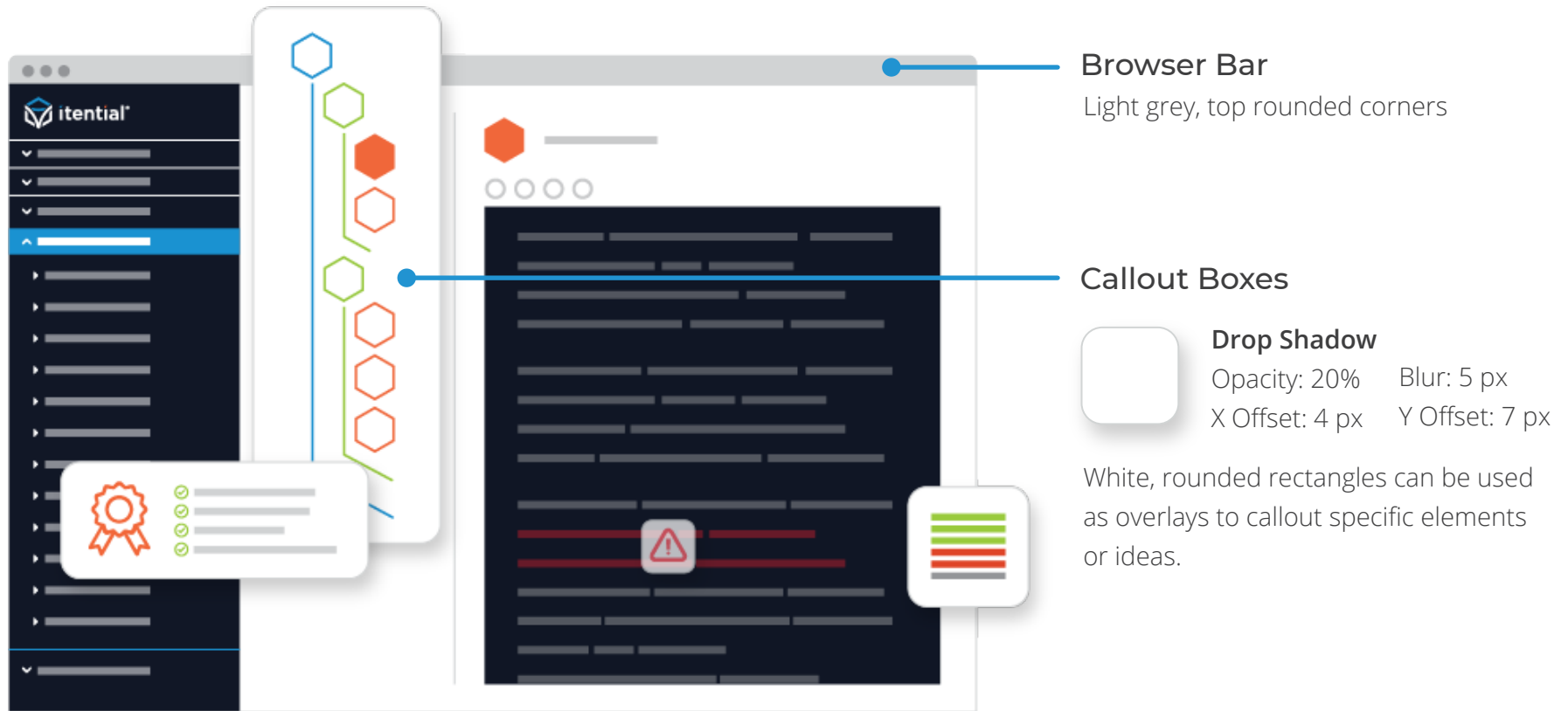


Product Illustrations

Itential utilizes two different types of product illustrations; a high level style and a detail-specific style.

High Level

This type of product illustration is used to showcase overall concepts/features of Itential products. Specific elements can become the focus by using raised, rounded rectangles with a drop shadow. Little detail is shown to keep it focused on the concept.



Product Illustrations

Detail-Specific

This type of product illustration is used to showcase a more detailed view of Itential product features. It shows a much more specific idea or feature of the product.



Browser Bar

Light grey, top rounded corners

App Name

All Caps located in the top navy bar of the screenshot, next to the Itential logo.

Details


These types of illustrations do not need to include every detail, just enough to give the user more information about what the product does.

SECTION 06

Web Elements

Online Buttons & Links

Primary Buttons & Links

 Button Text →

● — Rounded Button, Blue Button/
White Text, Open Sans
Regular; Initial Cap, Arrow

Hyperlink Text →

● — Bright Blue, Open Sans
Regular or Semibold; Initial
Cap, Arrow

Alternative Buttons & Links

These alternative buttons are for use when bright blue can't be used, or under approved special circumstances.

Navy  Button Text → Hyperlink Text →

Orange  Button Text → Hyperlink Text →

Button and Link Use

Button colors should be chosen based on each circumstance. Here are some basic guidelines to follow when considering which button to use.

Don't use two buttons side-by-side.



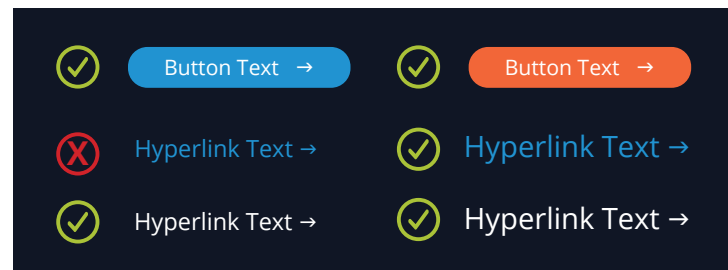
Instead, use a button and link pairing,



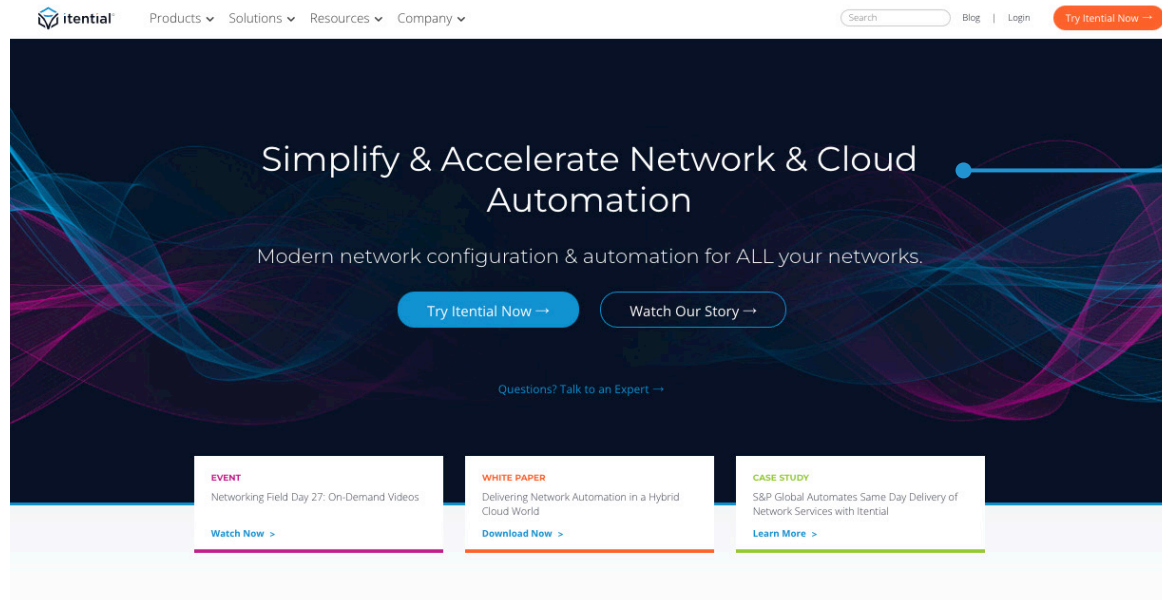
or solid button with an outlined button.



For dark backgrounds, orange or bright blue buttons should be used. For hyperlinks, bright blue links should only be used when text is large enough to be easily legible. For smaller hyperlink text, white is the preferred color.



Online Text



H1

Montserrat Regular or Medium;
White or Bright Blue; 46px

Paragraph (p)

Dark Background: Open Sans
Regular, White; 16px

Light Backgrounds: Open Sans
Light 90% Grey; 16px

The Itential Automation Platform

Itential is the only automation platform built to support both network and cloud, making it easy for enterprise organizations to maintain network compliance, reduce manual operations, and simplify network management. The Itential Automation Platform is a low-code cloud-native SaaS solution that seamlessly connects IT systems with network technologies for end-to-end network configuration, compliance, and automation.

Modern Network & Cloud Compliance

Ensure your network is secure and reliable by combining



H2

Montserrat Light or Regular;
White, 90% Grey or Orange;
31px

SECTION 07

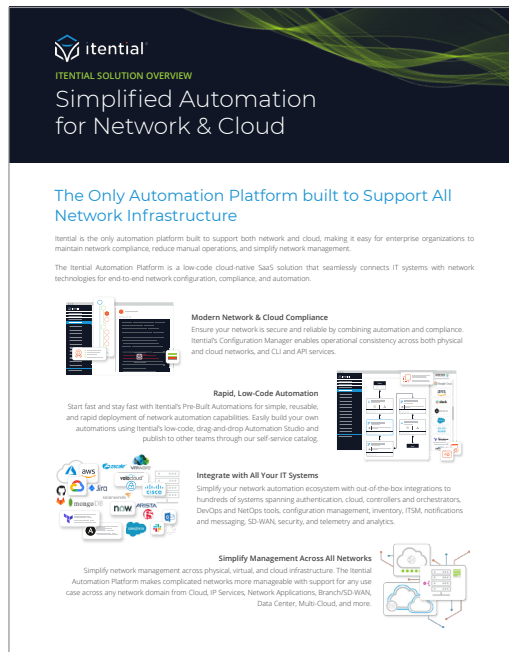
Content by Persona

Designing for Persona

Itential has two primary target personas: Executive level professionals and practitioners in networking and IT. Each persona must be designed to differently, as their needs and personalities differ.

Executive Level Professionals

High level professionals across networking and IT teams are looking for tools and solutions to help support their overall automation strategies. These roles are typically responsible for building and implementing an high level strategy and making purchasing decisions on the tools and solutions that will help their business acheive them. With that, content targeting should be more designed, with larger graphics, abstract visuals, and more callouts to draw the reader into specific information. Concepts should be simplified and networking jargon kept to a minimum.



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ITENTIAL SOLUTION OVERVIEW

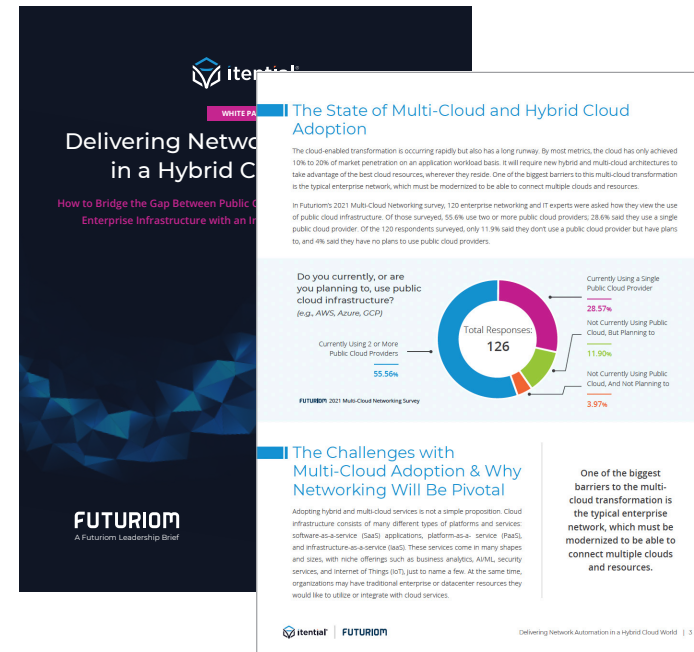
Simplified Automation for Network & Cloud

The Only Automation Platform built to Support All Network Infrastructure

Itential is the only automation platform built to support both network and cloud, making it easy for enterprise organizations to maintain network compliance, reduce manual operations, and simplify network management.

The Itential Automation Platform is a low-code cloud-native SaaS solution that seamlessly connects IT systems with network technologies for end-to-end network configuration, compliance, and automation.

- Modern Network & Cloud Compliance**
Ensure your network is secure and reliable by combining automation and compliance. Itential's Configuration Manager enables operational consistency across both physical and cloud networks, and CLI and API services.
- Rapid, Low-Code Automation**
Start fast and stay fast with Itential's Pre-Built Automations for simple, reusable, and rapid deployment of network automation capabilities. Easily build your own automations using Itential's low-code, drag-and-drop Automation Studio and publish to other teams through our self-service catalog.
- Integrate with All Your IT Systems**
Simplify your network automation ecosystem with out-of-the-box integrations to hundreds of systems spanning authentication, cloud, controllers and orchestrators, DevOps and NetOps tools, configuration management, inventory, ITSM, notifications and messaging, SD-WAN, security, and telemetry and analytics.
- Simplify Management Across All Networks**
Simplify network management across physical, virtual, and cloud infrastructure. The Itential Automation Platform makes complicated networks more manageable with support for any use case across any network domain from Cloud, IP Services, Network Applications, BranchSD-WAN, Data Center, Multi-Cloud, and more.



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Delivering Network Automation in a Hybrid Cloud

How to Bridge the Gap Between Public Cloud and Enterprise Infrastructure with an IT Automation Platform

WHITE PAPER

The State of Multi-Cloud and Hybrid Cloud Adoption

The cloud-enabled transformation is occurring rapidly but also has a long runway. By most metrics, the cloud has only achieved 10% to 20% of market penetration on an application workload basis. It will require new hybrid and multi-cloud architectures to take advantage of the best cloud resources, wherever they reside. One of the biggest barriers to this multi-cloud transformation is the typical enterprise network, which must be modernized to be able to connect multiple clouds and resources.

In Futurium's 2021 Multi-Cloud Networking survey, 120 enterprise networking and IT experts were asked how they view the use of public cloud infrastructure. Of those surveyed, 55.8% use two or more public cloud providers, 28.8% said they use a single public cloud provider. Of the 120 respondents surveyed, only 11.9% said they don't use a public cloud provider but have plans to, and 4% said they have no plans to use public cloud providers.

Do you currently, or are you planning to, use public cloud infrastructure? (e.g., AWS, Azure, GCP)

Total Responses: 126

- Currently Using 2 or More Public Cloud Providers: 55.56%
- Currently Using a Single Public Cloud Provider: 28.57%
- Not Currently Using Public Cloud, But Planning to: 11.90%
- Not Currently Using Public Cloud, And Not Planning to: 3.97%

The Challenges with Multi-Cloud Adoption & Why Networking Will Be Pivotal

Adopting hybrid and multi-cloud services is not a simple proposition. Cloud infrastructure consists of many different types of platforms and services: software-as-a-service (SaaS) applications, platform-as-a-service (PaaS), and infrastructure-as-a-service (IaaS). These services come in many shapes and sizes, with niche offerings such as business analytics, AI/ML, security services, and Internet of Things (IoT), just to name a few. At the same time, organizations may have traditional enterprise or on-premise resources they would like to utilize or integrate with cloud services.

One of the biggest barriers to the multi-cloud transformation is the typical enterprise network, which must be modernized to be able to connect multiple clouds and resources.

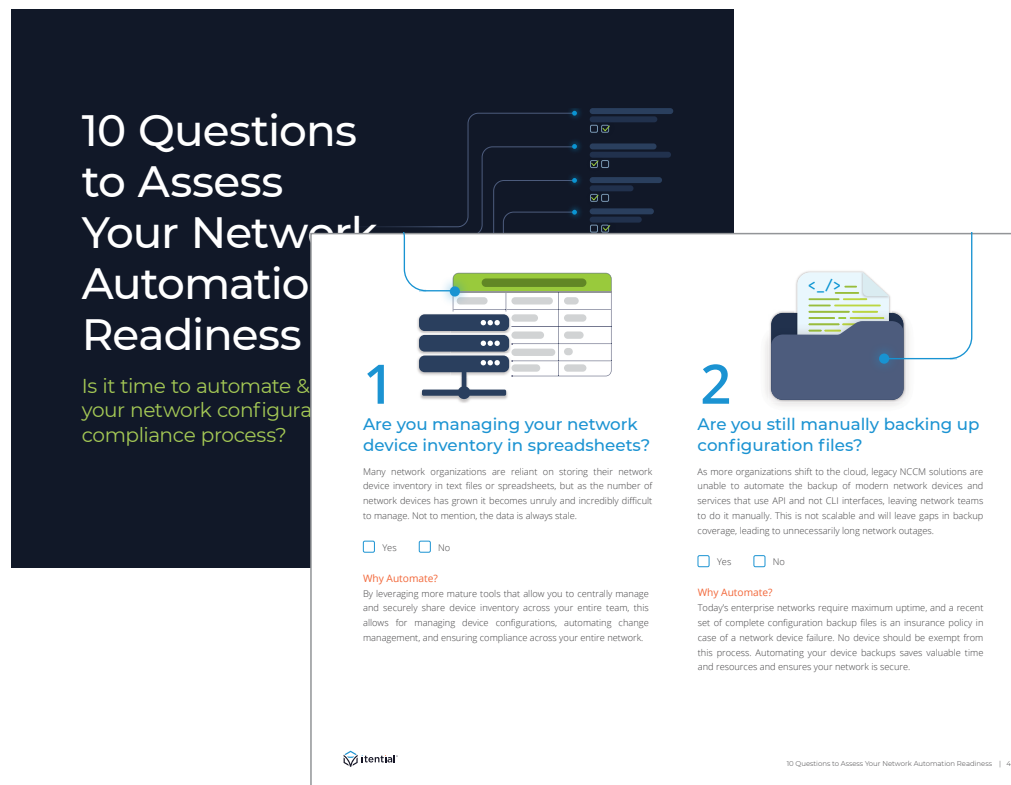
FUTURIUM
A Futurium Leadership Brief

itential | **FUTURIUM**

Delivering Network Automation in a Hybrid Cloud World | 3

Networking Practitioners

Network practitioners are responsible for managing the network, ensuring that it is always running at peak performance while staying secure and reliable. Practitioners are the ones putting hands on keyboards, constantly bogged down by the manual tasks needed to maintain and support their networks. They are looking for solutions that can help reduce their backlogs but generally do not like being marketed to and would prefer to 'try' a product or see it in action. Design should be tailored toward their deep understanding of the network with eye-catching visuals to support network concepts/tasks with more specific imagery and diagrams.



10 Questions to Assess Your Network Automation Readiness

Is it time to automate & your network configuration compliance process?

- 1 Are you managing your network device inventory in spreadsheets?**

Many network organizations are reliant on storing their network device inventory in text files or spreadsheets, but as the number of network devices has grown it becomes unruly and incredibly difficult to manage. Not to mention, the data is always stale.

☐ Yes ☐ No

Why Automate?
By leveraging more mature tools that allow you to centrally manage and securely share device inventory across your entire team, this allows for managing device configurations, automating change management, and ensuring compliance across your entire network.
- 2 Are you still manually backing up configuration files?**

As more organizations shift to the cloud, legacy NCCM solutions are unable to automate the backup of modern network devices and services that use API and not CLI interfaces, leaving network teams to do it manually. This is not scalable and will leave gaps in backup coverage, leading to unnecessarily long network outages.

☐ Yes ☐ No

Why Automate?
Today's enterprise networks require maximum uptime, and a recent set of complete configuration backup files is an insurance policy in case of a network device failure. No device should be exempt from this process. Automating your device backups saves valuable time and resources and ensures your network is secure.

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10 Questions to Assess Your Network Automation Readiness | 4



Questions?

Contact Megan Burgwald at megan.burgwald@itential.com