A10 Networks
Brand Guidelines
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Welcome to the A10 Networks Brand

A brand is a promise, the big idea, the reputation and expectations that reside in a customer’s mind about the company or its products. The brand tells a story.

We’ve created this useful book to help you tell our story, no matter which communication touchpoint you work on. This book will guide your ideas so you can tell our story in a consistent and distinctive way.

Let’s create something amazing.
Brand Principles

Curiosity + Creativity + Consistency = Innovation

Curiosity:
Ask questions. Learn new things. Think outside the box. Curiosity is the fuel for all great ideas.

Creativity:
Find great images to support your messaging. Play with color. Use illustrations and icons. And remember to keep it simple so you can communicate your point clearly.

Consistency:
Consistency helps create better customer experience. It helps build credibility, reputation and trust.

Innovation:
New opportunities are driven by innovation. If there is a way to do it better — find it.
Enabling a secure and available digital world

Digital transformation is accelerating at a record pace. Enterprises and service providers must rapidly innovate to keep up.

At A10, we have earned the trust of our customers to protect their hybrid cloud and subscriber networks today and into the future.

Our brand promise is to support our customers to accomplish great things.
Brand Personality

We are innovators. Problem solvers.

Trusted partners. Solution architects. Engineers.


Always learning. Always growing.

Customer-centric in everything we do.

We win together.
"A brand is a ‘trust mark.’"

– Tom Peters, Author
Meet our logo. It inspires trust. It’s bold and clean. The movement of the A speaks growth and innovation.

Our logo represents our company and should be treated with the utmost care. Give it space. Don’t crowd it. Don’t place it low on a page. Keep it clean, legible, and above all, give our logo the respect it deserves to help maintain the quality and longevity of our brand.
The A10 Networks logo displays the company name in a distinctive and proprietary form. Think of it as the official signature reflecting the A10 brand reputation of high quality products and services. This logo is critical in all applications, from advertising and packaging, to website branding, social media, and product promotion.

With few exceptions, as noted later on, the logo should not be separated, and shown in other colors or in combinations outside of what is specified in this guide. The position, size and color along with the spatial and proportional relationships of the signature elements are predetermined and should never be altered.
Logo

Clear Space

“X” SPACE

The gray box illustrates the required minimum clear space surrounding the logo, where “X” is equal to the height of the negative space inside “A.”

Maintaining proper surrounding clear space ensures that the logo is not crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown on this page. Keep all other text and graphic elements outside of the clear space area.
Tagline

Always Secure. Always Available.

This is the corporate tagline for A10 Networks. Use it as much as possible on your marketing communications so that stakeholders associate A10 Networks with being “Always Secure. Always Available.” The more we use the tagline, the faster we can help stakeholders understand the value A10 Networks offers.

The tagline is used in conjunction with the A10 Networks logo and cannot be used on its own. However, there may be some instances where the tagline does not fit or looks awkward, so use your discretion when placing the tagline.

TAGLINE CONVENTIONS

Each word in the tagline is capitalized.
You must use a period and the end of each part of the tagline.
The tagline should never appear on its own without the A10 logo near by.
To the right are recommendations on how to use the tagline. The tagline text may be smaller or bigger in size than shown here based on the execution and, in some instances, it may be necessary to use the tagline in different ways. This is meant to be a guideline, not an exact rule.

Aligned to left justified (tagline is Rubik Regular, 1/3 the space from the A).
Centered (tagline is Rubik Regular).
To the right of the logo (tagline is Rubik Regular).
Apply the "X" space principle for the logo + tagline lockups. Use double the "X" space to allow extra air between the elements.
Minimum Size

Although it can be reproduced in a variety of sizes, do not reduce the logo smaller than the minimum size shown on this page. Doing so will compromise its legibility and reproduction quality of the logo.

PRINT / SCREEN

This logo image is at the minimum size for print.

This logo image is at the minimum size for web/screen.
Dos and Don’ts

Treat our logo with care. Display it using our preferred colors. If it has to go on an image, make sure there is enough contrast.
Dos and Don’ts

Do not alter the A10 logo in any way. Don’t bend, shear, rotate the logo. Don’t add elements to the logo. Don’t apply wrong colors to the logo. Don’t apply outdated drop shadows or other effects to the logo. Don’t place the logo on a busy or low-contrast background. Please don’t use the old logo (first example on the right).
So many tech companies use shades of blue for their identities. We did something different. Our main color is blue, but we introduced magenta into our brand as a secondary color, to help invigorate our identity and help us stand out from a busy landscape.

Color plays a vital role in the A10 branding strategy. Be strategic when using our colors. Be mindful of contrast, legibility. When used right, color could be the most powerful thing. Our color palette is here to help your ideas shine.
Our primary colors are A10 Blue and Navy Blue. White is also an important color and should not be forgotten. Tints and shades (lighter and darker screen values) of primary colors can be used to enhance the use of the primary color palette.
Color

Secondary Colors

Our secondary colors are Sky Blue, Magenta, and Black.

Though it does bring a great amount of excitement, magenta should only be used as a highlight color. It is our secondary color and should not be used as our main color.

Tints and shades (lighter and darker screen values) of secondary colors can be used to enhance the use of the secondary color palette.
Color

Accent Colors

Our accent colors are Purple, Orange, Cloud Blue, Green, and Red. Never use these colors for the A10 logo. Use the accent colors for charts in presentations, or for UI within digital applications. They can also be used in animations and illustrations. Use Cloud Blue when you need a fancier gray color treatment.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>Pantone Violet C</td>
<td>C: 94, M: 100, Y: 4, K: 2</td>
<td>R: 68, G: 0, B: 153</td>
<td>#440099</td>
</tr>
<tr>
<td>Orange</td>
<td>Pantone 166 C</td>
<td>C: 0, M: 76, Y: 100, K: 0</td>
<td>R: 227, G: 82, B: 5</td>
<td>#E35205</td>
</tr>
<tr>
<td>Cloud Blue</td>
<td>Pantone 646 C</td>
<td>C: 60, M: 34, Y: 8, K: 2</td>
<td>R: 94, G: 138, B: 180</td>
<td>#5E8AB4</td>
</tr>
<tr>
<td>Green</td>
<td>Pantone 354 C</td>
<td>C: 85, M: 98, Y: 0, K: 0</td>
<td>R: 0, G: 177, B: 64</td>
<td>#00B140</td>
</tr>
<tr>
<td>Red</td>
<td>Pantone Red 032 C</td>
<td>C: 2, M: 98, Y: 85, K: 0</td>
<td>R: 239, G: 51, B: 64</td>
<td>#EF3340</td>
</tr>
</tbody>
</table>
Meet our corporate font — Rubik — a sans serif font with softer, slightly rounded corners. This friendly font does a great job complimenting our powerful logo. Rubik is a Google font, which means it’s readily available.

Use Rubik Light for all larger titles, headlines, and bigger blocks of copy. Use Rubik Regular for body copy and all smaller text.

Use Calibri for all Microsoft Office documents, such as PowerPoint presentations.

Written communications are an essential tool in conveying the A10 brand, and consistent typography plays a significant role. Don’t use fonts that are not on our brand.
Typography

Kerning, Leading and Ligatures

Set all copy on Optical. Turn off Hyphenation and don’t use Justify. Kern larger copy. Pay attention to letter and number pairs like Ay, Is, Ko, 01, 07, 11; you may need to kern them some more.

Add a bit of extra leading to the body copy, to allow text to breathe. Use smart quotes when quoting someone and use inch marks for measurements. Ligatures are fine in body copy, but avoid them in headlines.

DON’T ABUSE ALL CAPS. WHEN ALL TEXT ON THE PAGE IS SHOUTING AT YOU, IT’S REALLY HARD TO READ.
Typography

Things To Avoid

NOT OUR HEADLINE

If you **highlight** EVERYTHING, nothing is **highlighted**

Avoid hyphenation

Don’t justify all lines ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt.

Headlines Should Be Initial Capped, But Don’t Capitalize Every Single Word In Body Copy Um Dolor Sit Amet, Consectetur Adipiscing Elit, Sed Do Eiusmod Tempor Incididunt Ut Labore Et Dolore Magna Aliqua.

This is not our font
Typography

Writing Tone

DO

Lorem ipsum dolor sit amet
A10 Networks

Lorem ipsum dolor
A10 Thunder® ADC

DON’T

Lorem ipsum dolor sit amet A10
Networks

Lorem ipsum dolor A10 Thunder®
ADC

WIP

When spelling our full company name, please do not separate A10 from Networks, keep A10 Networks together on the same line. This applies to product names as well – keep all words in a product name together on the same line (see examples on the right).

A10 Networks + product name only needs to be used together on first reference.

When mentioning our website, spell it with the capital A, like so: A10networks.com.

Please see A10 Networks Trademark Usage Policy at A10networks.com/company/legal/trademarks.
Imagery

Photography

1. Relevant to the message  >  2. Authentic  >  3. Non-cliché

Those are the three most important aspects of our images. Each image should be memorable, bold, and uncluttered. Use natural light whenever possible. Avoid images that are too posed, over-saturated with color gradients, or have been processed with cheesy effects, such as lens flare. Try to find images that use our brand colors.

Make sure each image tells a story.
Imagery

Product Images

We are solution-centric, which means we provide software solutions in many form factors to meet our customer needs. Instead of showing specific physical hardware photographs, we always lead with product icons (ADC, CGN, TPS, etc.), or form factor icons (vThunder, Bare Metal, Thunder Hardware, etc.), as seen on page 29.

Occasionally, in limited cases, there is a requirement for a photo of an actual hardware appliance. In these rare cases, use examples on the right for visual guidance on how to show the requested products.
Imagery

Executive Portraits

Lorem Ipsum
Dolor Sit

Lorem Ipsum
Dolor Sit
Imagery

Photography Don’ts

Don’t use images that are cliché, overly complex, not relevant to the message, over processed with too many effects and colors, or staged / forced. Don’t use images that lack diversity. Stay away from images that are too dark, dour, or unsettling.

When in doubt, go back to our brand personality and brand principles at the beginning of this book to help guide your ideas.
Icons

Icon Library

WIP

We have a system of custom icons that are useful in many ways. These icons, with their clean lines and friendly look, compliment our brand very well. Our versatile icon library has many icons from which to choose. Download these icons and use them in PowerPoint presentations, banner designs and more.

We also use Material Design icons for simpler needs, such as navigation icons on our website. Because these icons are from Google, they are readily available online.

External Designers

For a complete set of our custom icons, please contact A10 Networks corporate marketing at marcom-DL@A10networks.com.

A10 Networks Employees

To view or download the custom icons, please visit our Global Marketing Library on Teams.
Icons

Product Icons

External Designers
For a complete list of product and form factor icons, please contact A10 Networks corporate marketing at marcom-DL@A10networks.com.

A10 Networks Employees
To view or download product or form factor icons, please visit our Global Marketing Library on Teams.
Illustrations

Graphics

WIP
We have a system of simple graphic shapes that complement the geometry of our logo. These shapes are there to aid with visual interest when solid color just isn’t enough. Less is definitely more when it comes to using these shapes in your designs. Do not overuse them.
Program Graphics

We only have one logo, our A10 logo. To avoid confusion, the term "logo" should only be used for our A10 logo.

Occasionally, there will be a need for a graphic to represent a program or an initiative within the company. These internal program graphics should be called just that: program graphics.

Think carefully before creating a new program graphic. All program graphics need to be approved by the creative team prior to use. Contact marcom-DL@A10networks.com and we will review your program graphic or create one for you.
Events

WIP

Our events, virtual or in-person, are meant to inspire our customers, support our partners, and motivate our employees. Each event offers an opportunity to network, showcase videos, demo products, and connect with the A10 community.

When designing for these events, please make sure to follow the brand guidelines on our logo, colors, images, and everything else. Each event, while being unique, still has to belong to the overall brand.
Website

Our website is informative and relevant, with the goal of delivering the best experience to our customers. It motivates our partners. It educates and inspires technology enthusiasts. Our site is clean, bold, and user-friendly.

We update our site often to ensure it’s up-to-date with all the latest trends and features. This guide offers the necessary information to ensure we keep our site at its best.

When mentioning our website address, spell it with the capital A, like so: A10networks.com.
We have developed multiple landing page templates for our website. We use Small if we need to get into content quickly and keep the page to a minimum. We run with Medium if we need to have a few extra modules on the page. Or we use Large if we want to show a hero banner in addition to multiple blades of information. All pages have a clear CTA.
Website

Interactive Elements

Our buttons should have no slanted angles or rounded corners.
Blog posts are an essential part of our website. This is where we educate our audiences about technology and share A10 news and events. When creating visuals for blog posts, make sure the graphics are relevant to the message, authentic and non-cliché. Use brand colors. Each image, photograph or illustration should help support the story of your post.

Driving Digital Transformation with Effective Application Delivery and Security

The Covid-19 pandemic underscored the importance of digital resiliency in the modern era. With 64 percent of U.S. employees working from home and a shift online for consumer activities from banking and retail and media, to entertainment and healthcare, ensuring application performance and application availability became a matter of survival for most companies.

Whether people are working or going about their personal lives, they expect a high-quality user experience for the applications they use—every time, with no excuses—with cyber security they can count on to protect customer data and privacy. These demands have made the application delivery controller (ADC) one of the most important components of modern digital infrastructure.

At the same time, maintaining application performance and application availability for existing resources isn’t enough to guarantee survival. In today’s digital business environment, you’ve got to stay agile and innovative to compete, grow, and thrive. In fact, even facing an uncertain economic outlook over the past year, a full 70 percent of businesses planned to maintain or increase digital transformation spending during the pandemic. That puts DevOps front and center in digital business strategy as companies seek simple, streamlined ways to develop, deploy, change, and manage applications. The results speak for themselves: companies that use DevOps achieve 46% more software deployments and 44% faster lead time for changes. Here again, the ADC has a critical role to play in enabling the full speed and agility DevOps makes possible.

Of course, simply deploying ADCs isn’t a solution in and of itself; meeting these requirements depends on having the right application delivery controller capabilities and deploying them in the right way. Here are a few things to consider to ensure that your application delivery infrastructure is meeting the digital transformation needs of your business and customers.
Social Media

WIP

Please see requirements on the right (to come) for each of the platforms. Export your final images @2X for best resolution. If your image includes the logo, copy and CTA, make sure there is plenty of clear space around them.
Social Media

DON'T

WIP

To avoid important information being cropped, make sure to follow image size requirements for each social media platform.

Tip: social media image requirements change on a constant basis. Double check within each platform, to ensure you're using the most current specs.
PowerPoint Presentations

Our corporate PowerPoint templates come in light and dark versions. There are several versatile layouts to choose for your content. When designing, follow these best practices:

• Show copy size no smaller than 14 point (18 points for widescreen)
• Use the 6x6 rule (no more than six bullets of text per slide, no more than 6 words per bullet)
• If you have too much content on a single slide, split it into multiple slides
• Use animations sparingly
• Check masters before saving the final file

And remember, your presentation is meant to support your ideas. Don’t use your presentation as a script from which you read to your audience.
PowerPoint Presentations

Dos and Don’ts

Do follow the best practices for PowerPoint presentations (see previous page). Keep the bullets short and succinct. Consider your audience.

Don’t try to fit too much content into a single slide. Don’t use small font size or graphics that are difficult to see. Don’t use cliché images. Don’t use custom fonts or colors that are outside the A10 color palette.
Email Signatures

Our email signatures come in two options: image + text and all-text. If you need to add a promotional graphic to your signature, be mindful of proportions; make sure the banner doesn't overpower the signature and is scaled appropriately (see example to the right).

A10 Networks Employees

The updated email signatures are available to download on our Global Marketing Library on Teams.
Six Trends for IT in Financial Services

Survey participants represent firms in the financial services sector and work for firms with a wide range of revenue levels:

- 22% Fortune 1,000 companies (revenues over $1.5 billion)
- 25% large companies (revenues are between $500 million and $1.5 billion)
- 11% mid-market firms ($250 million to $500 million in revenues)
- 42% small companies (less than $250 million in revenues)

Security Operational Improvements
Cost Savings

Research sponsored by A10 Networks. ©2021 A10 Networks. A10 Networks (NYSE: ATEN) provides secure application services for on-premises, multi-cloud and edge-cloud environments at hyperscale. We deliver better business outcomes that support investment protection, new business models and help future-proof infrastructures, empowering our customers to provide the most secure and available digital experience. Founded in 2004, A10 Networks is based in San Jose, Calif. and serves customers globally. For more information, visit www.a10networks.com and follow us @A10Networks.
A10 business cards contain the following:

- A10 logo
- A10 tagline
- First and last name
- Title
- Telephone number(s)
- Individual email address
- Company URL
- Office address

Please don’t adjust or re-create our stationery templates. Contact A10 corporate marketing at marcom-DL@A10networks.com for edits or if you need new templates.
Eliminate the Blind Spot
Thunder SSLi eliminates the blind spot introduced by SSL encryption by offloading CPU-intensive SSL decryption and encryption functions from third-party security devices, enabling third-party security devices to analyze all enterprise traffic without compromising performance.

Benefits
Gain Full Visibility
The most comprehensive decryption solution, A10 Thunder® SSLi (SSL Insight) decrypts traffic across all ports, enabling third-party security devices to analyze all enterprise traffic without compromising performance.

Secure decrypted traffic is sent to the intended destination and inspected by third-party security devices. Thunder SSLi ensures that network security services can enforce policy and detect threats without compromising performance. Thunder SSLi decrypts the traffic, analyzes it, and forwards it to the third-party security device, which inspects it in clear-text. Thunder SSLi re-encrypts traffic and forwards it to the same security device for inspection.

As a result, Thunder SSLi becomes a decryption gateway that offloads the decryption process from third-party security devices. This allows those devices to focus on analysis and enforcement, while ensuring that decrypted traffic is secure.

Thunder SSLi is deployed inline, on-premises, or in a cloud environment. It can be configured to work with a variety of security devices, including inline, non-inline (passive/TAP) and virtual appliances. Thunder SSLi can be deployed in a one- or two-appliance configuration.

Threat Prevention platforms, monitoring tools, network forensics and web products, firewalls, and other security devices can interact with Thunder SSLi to perform in-depth inspection and analysis of network traffic.

To truly secure an enterprise network, organizations require the help of a variety of security products. Thunder SSLi works with the major security vendors, which may be deployed in a number of ways in the enterprise environment. Thunder SSLi helps the system detect and defend against previously invisible traffic, detect hidden threats and defend against them.

Loss Prevention platforms can verify the encryption keys stored on multiple appliances in the network can introduce multiple attacks. If these attacks are not blocked, users can be at risk of attackers can use invalid certificates to infiltrate networks. If these attacks are not blocked, users can be at risk of compromising performance.

Storing encryption keys on many appliances is not the way to go. Thunder SSLi reduces the number of decryption points so that encryption keys are stored securely. It provides zero-loss decryption with FIPS 140-2 Level 3-validated hardware.

Thunder SSLi also supports FIPS compliant certificate validation protocols such as Online Certificate Status Protocol (OCSP) and Online Certificate Status Protocol (OCSP). These protocols help verify the certificates issued by the server by supporting Certificate Revocation Lists (CRL) and other certificate validation methods. Thunder SSLi helps the system confirm the validity of certificates it receives from the server by supporting these protocols.

With A10 Thunder SSLi InternetClient, the Only solution to eliminate the SSL encryption blind spot, Thunder SSLi is the only solution that fully integrates with the Harmonic Controller Appliance to provide real-time visibility into encrypted traffic.
Our eBooks are designed to be viewed on-screen and are distributed electronically. Use clickable menus, buttons, and links throughout, just like in the example on the right. Think of the viewer whenever you’re bringing your content to life with the help of digital experience — make sure your eBooks are engaging, informative, and easy-to-use.
Tradeshow Materials

WIP

When displaying our website address, spell it with the capital A, like so: A10networks.com.
Merchandise

The A10 Networks Company Store is the central place to order cool company swag, get event materials, or print on-demand collateral. The store gets updated frequently, but if there is an item you can’t find, please contact A10 Networks corporate marketing at marcom-DL@A10networks.com.
Environmental

Signage
Affinity Partner

Partner Badges

The A10 Affinity Partner Program badges are now available for partner use. We encourage partners to utilize these badges on items such as:

- Partner website
- Email signatures
- Co-branded collateral
- Co-branded presentations

Apply the same principals to these badges as those with our corporate logo. Don’t alter the badges, don’t stretch them or change their colors. Don’t rotate, shear, add symbols, or edit them in any way. To download the Affinity Partner badges, please go to channel.A10networks.com/English.

For eligibility and use of partner-level badges, please contact A10partners@A10networks.com.
Resources

External Designers

To view or download A10 branded assets, such as our logo and product photos, please visit A10networks.com/news/media-resources.

For other design resources such as icon library, collateral templates, or other inquiries, please contact A10 Networks corporate marketing at marcom-DL@A10networks.com.

A10 Networks Employees

To view or download A10 branded assets including our logo, icons, or templates, please visit our Global Marketing Library on Teams.
The guidelines in this book are just a start. Use examples in this book to explore the possibilities. Think outside the box. Ask questions. And always remember our brand principles: Curiosity + Creativity + Consistency = Innovation.

Let’s create something amazing.
Thank You