StreamSets

Brand Guidelines

Visual identity

Table of Contents

Visual Elements

Visual elements form the core building blocks of any brand execution.

Visual Elements
Overview

Brand 101
To effectively define the StreamSets brand, these core elements should provide a consistent look and feel across every touchpoint—internally and externally.

Special note on icons
There has been an extensive gallery of icons purchased for use at StreamSets. We are working internally to put together organized sets and deliver them editable via Powerpoint. If you have a high-priority or special-case need, contact rick@streamsets.com

LOGO / WORDMARK

StreamSets

PRODUCT WORDMARK

StreamSets Data Collector™

PARTNER WORDMARK LOCKUP

StreamSets   DELL

COLOR PALETTE

PRIMARY PALETTE

Streaming Blue	**Dataflow Indigo**	**Ingest Gray**
Pantone 299 C	Pantone 661 C	Pantone 432 C
R0 G161 B220	R36 G66 B128	R51 G61 B70
C80 M18 Y0 K0	C100 M84 Y18 K7	C70 M62 Y51 K51
#00A1DC	#244280	#333D46

NEUTRAL TINTS — FOR BACKGROUNDS OR DIVIDERS BETWEEN SECTIONS OF CONTENT

Gray 60%	**Gray 40%**	**Gray 30%**	**Gray 25%**	**Gray 12%**	**Gray 7%**
R0 G0 B0	R160 G160 B160	R180 G180 B180	R200 G200 B200	R220 G220 B220	R240 G240 B240
C0 M0 Y0 K60	C0 M0 Y0 K40	C0 M0 Y0 K30	C0 M0 Y0 K25	C0 M0 Y0 K12	C0 M0 Y0 K7

SPOT ACCENT COLORS

Red	**Orange**	**Yellow**	**Green**	**Blue**	**Purple**
Pantone Warm Red	Pantone 137	Pantone 128	Pantone 367	Pantone 2985	Pantone 2655
R237 G72 B37	R250 G161 B23	R255 G214 B100	R164 G214 B94	R85 G192 B234	R142 G120 B211
C0 M84 Y76 K0	C0 M42 Y95 K0	C6 M15 Y80 B0	C41 M2 Y68 K0	C60 M0 Y3 K0	C50 M56 Y0 B0
#ED483F	#FF9E1B	#F7D44E	#A4D65E	#55C0EA	#8E78B4

ICONOGRAPHY STYLE

TYPOGRAPHY — PRINT & BRAND EXECUTIONS

Open Sans Reg
AaBbCc
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—(!@#$%^&*+?)

TYPOGRAPHY — MICROSOFT POWERPOINT & GOOGLE SLIDES

Calibri Regular
AaBbCc
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—(!@#$%^&*+?)

Visual Elements
Logo
Core Identity

The StreamSets logo is the core identifier for the brand. It provides a consistent foundation for building and maintaining brand equity while reinforcing bold brand leadership, confidence and approachability.

The logo should be used consistently in all global communications. To ensure legibility of the logo, it should never be reproduced smaller than the minimum size.

The horizontal logo is the preferred, for legibility, unless space is limited.

Note the new color values:

Streaming Blue
Pantone 299 C
R0 G161 B220
C80 M18 Y0 K0
#00A1DC

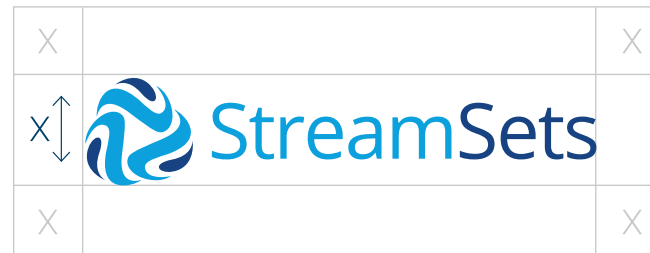**Dataflow Indigo**
Pantone 661 C
R36 G66 B128
C100 M84 Y18 K7
#244280

For more information on the new color palette, see page 9.

Logo

Clear Space

Minimum Print Size

9 pt / 0.125"

Minimum Screen Size
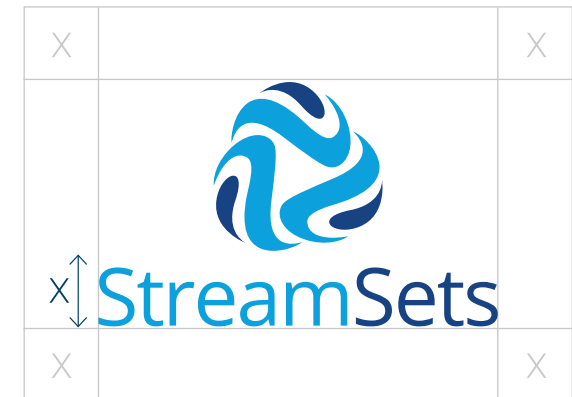

14 px / .195"

Clear Space / Isolated Swirl

Generally, one would prioritize the use the logo that includes the StreamSets name. However, the one exception is to use the "swirl" to represent the company in architectural diagrams. In which case, the isolated swirl is considered an acceptable usage.

Logo / Vertical Execution

Clear Space

Visual Elements
Logo
Color Variations

For consistency, the StreamSets logo may only be applied in a limited number of colors. Logo application should optimize legibility and follow all basic guidelines.

Usage
The primary, two-color logo in should be primarily used in executions to build equity in the brand.

Reversed-out, or white on a color, may be used, but only as seen here. If the color the logo is on is too light, then the dark logo should be the default.
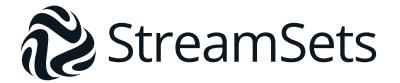
Standard logo / White

Black & White

"Reversed out" White logo / Dark Gray

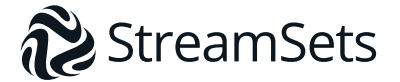"Reversed out" White logo / Brilliant Blue

Black & White

"Reversed out" White logo / Black

"Reversed out" White logo / 60% Gray

Dark Gray logo / White

Visual Elements
Product / Component Wordmarks

Acronym usage
The first usage of the product name on any given execution should be represented in full with a mention of the acronym in parentheses. All subsequent uses can be the acronym only.

Example First usage:
StreamSets Control Hub™ (SCH)

Example Subsequent usage:
SCH

Trademark (TM) symbol usage
The same logic applies to the usage of the trademark symbol. The first usage of the product name on any given execution should be represented in full with the "TM" symbol in subscript. All subsequent uses can be product name or acronym only without the "TM".

Example First usage:
StreamSets Control Hub™

Example Subsequent usage:
StreamSets Control Hub
SCH

Product wordmark

StreamSets Data Collector™

Product wordmark examples

StreamSets Data Operations Platform™

StreamSets Data Collector™

StreamSets Data Collector Edge™

StreamSets Control Hub™

StreamSets Dataflow Performance Manager™

StreamSets DPM™

Visual Elements
Logo
Co-branding

Co-branding may appear on
marketing materials that are
developed with an official
StreamSets business partner.
All logo standards and
guidelines apply.

Permission to use the StreamSets
logo must be provided in advance
by the StreamSets Brand and
Creative Services Team; and
all artwork must approved prior
to publication or production.

Sizing & Weight
Make all co-branded logos equal
in size and visual weight to the
StreamSets logo.
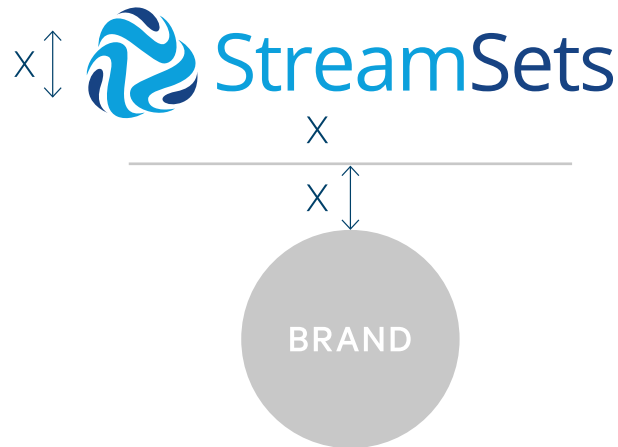
Space & Dimensions
Center align the StreamSets logo
horizontally or vertically with other
company logos.

Create a 1-pt., 30% black-stroke
divider (white-stroke if reversed out)
between the logos with the spacing
guidelines shown. A vertical stroke
should be the height of the logo
clear space. A horizontal line should
be the length of the StreamSets
logo.

Color Standards
Co-branded logos can appear
in full color, black, grayscale
or reversed white. Guidelines
for background colors are the
same as for the StreamSets
corporate logo.

Co-branding

Co-branding Examples

When creating a co-branded lockup, keep the visual weight of both logos in mind.
The partner logo should be of the same weight as the StreamSets logotype.

Visual Elements
Color Palette

The StreamSets color palette draws from the legacy of the logo and features a new deep slate gray for strength.

Usage
Use the signature colors in executions to build brand equity.

Special Note
Be advised that when printing on different surfaces (i.e. fabric, vinyl, foamcore, paper, laminated paper, etc.) the very same CMYK/PMS color may shift dramatically on each material.

Ideally, we want PopUp booths to match banner stands, table drapes, posters, and so forth.

If you have any questions, or need insight into how to properly match different materials, please contact creative services. We can set up a quick meeting to disucss best practices, and offer real-world advice on this subject.

rick@streamsets.com

PRIMARY PALETTE

Streaming Blue
Pantone 299 C
R0 G161 B220
C80 M18 Y0 K0
#00A1DC

Dataflow Indigo
Pantone 661 C
R36 G66 B128
C100 M84 Y18 K7
#244280

Ingest Gray
Pantone 432 C
R51 G61 B70
C70 M62 Y51 K51
#333D46

NEUTRAL TINTS — FOR BACKGROUNDS OR DIVIDERS BETWEEN SECTIONS OF CONTENT

Gray 60%
R0 G0 B0
C0 M0 Y0 K60

Gray 40%
R160 G160 B160
C0 M0 Y0 K40

Gray 30%
R180 G180 B180
C0 M0 Y0 K30

Gray 25%
R200 G200 B200
C0 M0 Y0 K25

Gray 12%
R220 G220 B220
C0 M0 Y0 K12

Gray 7%
R240 G240 B240
C0 M0 Y0 K7

SPOT ACCENT COLORS — FOR SMALL AREAS OR "ACCENTS" OF COLORS PARTICULARLY WHEN USED ON THE DARK BACKGROUND AND SHOULD REPRESENT NO MORE THAN 5% OF THE TOTAL LANDSCAPE

Red
Pantone Warm Red
R237 G72 B37
C0 M84 Y76 K0
#ED483F

Orange
Pantone 137
R250 G161 B23
C0 M42 Y95 K0
#FF9E1B

Yellow
Pantone 128
R255 G214 B100
C6 M15 Y80 B0
#F7D44E

Green
Pantone 367
R164 G214 B94
C41 M2 Y68 K0
#A4D65E

Blue
Pantone 2985
R85 G192 B234
C60 M0 Y3 K0
#55C0EA

Purple
Pantone 2655
R142 G120 B211
C50 M56 Y0 B0
#8E78B4

Open Sans is a classic sans serif with small quirks that give it personality, notably the "double-story g". It is the basis for the StreamSets logo, and the primary typeface for the StreamSets visual system.

Open Sans bold weight is used typically for emphasis

Important exception:
DO NOT USE OPEN SANS IN POWERPOINT PRESENTATIONS.
See next page for instructions for best practices within Microsoft Powerpoint™ and Google environments.

If you don't have OpenSans, please see below for instructions.

Font usage license:
Open Sans is licensed under the Apache License, Version 2.0 (the "License"); you may not use this file except in compliance with the License. You may obtain a copy of the License at:

http://www.apache.org/licenses/ LICENSE-2.0

To download:
https://fonts.google.com/specimen/ Open+Sans

Open Sans Regular

Open Sans Reg

AaBbCc

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—(!@#$%^&*+?)

Open Sans Regular with Open Sans Bold for emphasis

The headline worked great to get people's attention, but it was the **bold text** that gave it impact.

Type specifics: 14pt font / 16pt leading / -25 kerning
Leading (vertical spacing)—should be 2pts larger than font size
Kerning (aka "tracking")—should be set to -25pts in print

PRESS RELEASE (small descriptor over regular copy): Open Sans bold
BODY COPY: Open Sans Regular / Data Collector™ Open Sans Bold (for emphasis)

PRESS RELEASE
StreamSets releases **Data Collector™** to a crowd of eager data enthusiasts.

Visual Elements
Typography

Calibri is a sans-serif that comes bundled in Microsoft applications.

StreamSets uses Calibri Regular as the standard replacement for Open Sans only for use in Google and Microsoft Office environments

When in doubt (i.e. if you're not on the creative team or you're not a creative vendor) use Calibri as your default font.

To download:
Calibri comes bundled in both Microsoft & Google for immediate usage. No downloading should be necessary.

Calibri Regular

Calibri Regular

AaBbCc

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—(!@#$%^&*+?)

Calibri Regular with Calibri Bold for emphasis

The headline worked great to get people's attention, but it was the **bold text** that gave it impact.

Type specifics: 16pt font / 18pt leading / -25 kerning
Leading (vertical spacing)—should be 2pts larger than font size
Kerning (aka "tracking")—should be set to -25pts in print

PRESS RELEASE (small descriptor over regular copy): Calibri bold
BODY COPY: Calibri Regular / Data Collector™ Calibri Bold (for emphasis)

PRESS RELEASE
StreamSets releases **Data Collector**™ to a crowd of eager data enthusiasts.

Visual Elements
Photography Style
Lifestyle

StreamSets lifestyle photography documents real people, places and moments in time. It feels genuine and has a clear sense of focus on the subject matter.

Simple
Use non-busy images with a clear point of focus on the subject matter and adequate negative space.

Real-world
Interactions feel genuine and candid between subject matter and camera. A moment in time.
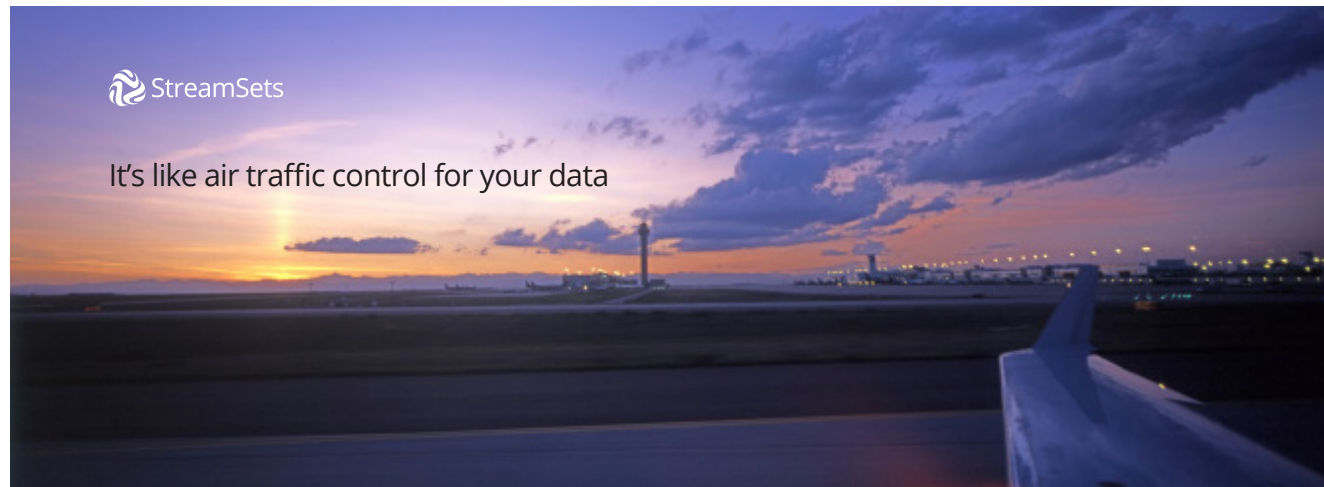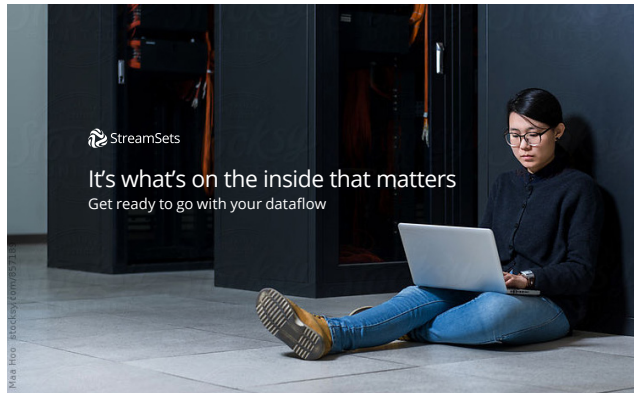
Approachable
Visual subjects feel a part of ordinary life.

Good light source
Images show subject matter that is focused, simple, with really good lighting.

PHOTOGRAPHY

StreamSets
It's what's on the inside that matters
Get ready to go with your dataflow

I found the mojo in my dataflow
StreamSets

StreamSets
It's like air traffic control for your data

Visual Elements
Photography Style
Lifestyle
Misuse

To remain consistent with
the StreamSets brand principles,
photography should never
feel "cheesy", staged, or suggest a
stock-image look.

Examples to the right specify
different types of improper usage.

Try to avoid "guys in ties" unless they are real-world shots.
Also, no staged gestures.

Try to avoid blocked horizon lines and angled or titled points of
view on the subject matter.

Do not use overly posed or forced photography.

Avoid using wide-angle lenses or shooting at an angle. It draws
the viewer out and makes the image feel less natural.

Do not use overly saturated imagery.

Do not integrate other graphic elements that are silly

Do not rotate or distort images.

Do not add colorized overlays to images.

Conclusion

Go forth and be successful—on brand.