

HORTONWORKS USAGE GUIDE

HORTONWORKS: PROPER USE PRINT MEDIA

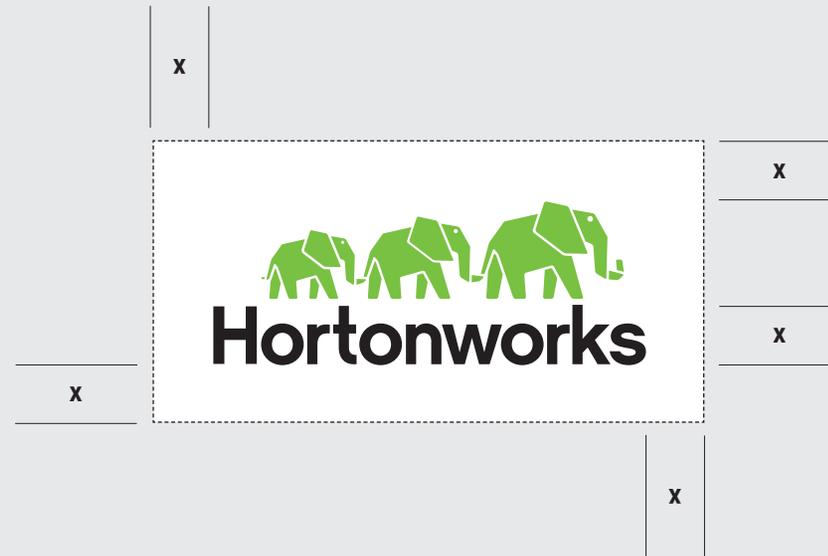
The Hortonworks logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied with this manual.

Do not use the Hortonworks logo if the detail and readability of the logo cannot be maintained.

To maximize the impact and visibility of the Hortonworks logo when positioned alongside text or graphics, the Hortonworks logo should always be surrounded by a space margin. This margin is equal to height of the Uppercase letters (x) and should be maintained above, below and to either side of the Hortonworks logo. No words, symbols, or illustrative matter should intrude into this area.

The minimum print size of the Hortonworks logo should be 1". The minimum web size of the Hortonworks logo should be 140px.

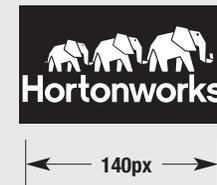
Space Margin:



Minimum size of the logo:



Minimum web size of the logo:



HORTONWORKS: LOGO USAGE

The Hortonworks logo has been developed to visually unify and coordinate all forms of communication.

The standards for usage are demonstrated on this page, so it is clear when to use a specific version of the logo for different applications.

1-Color Logo: Green = PMS 368C Black



When to use 2-color Logo:

This logo should always be used unless print limitations prohibit.

Example: 1-color print application

Exception: If used with 4-color printing, and can not add additional PMS colors, use CMYK version.

Black & White Logo: 1 = PMS Process Black



When to use Black & White Logo:

This logo should be used as an alternative to the 2-color PMS 368 and black when applicable.

Example: when black is the only available color.

Note: It should not be used with 4-color printing, signage or webpage display.

White (Reversed out) Logo:



When to use Reversed Logo:

This logo should be used when it needs to be knocked out of a field of color.

Avoid Knocking out logos with color that resemble the core colors.

HORTONWORKS: COLOR PALETTE

Primary and Secondary Palette

Hortonworks has chosen primary and secondary palette for logo, signage and other corporate communications.

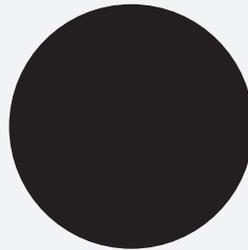
They are intended to convey the essence of the Hortonworks brand.

When using these colors please adhere to the guidelines that have been created here, so that all forms of communications (print & electronic) are uniform.

These Secondary palette can be used globally on collateral material but should to adhere to it's product specific color when used for that product. No Color can replace it's already intended use.

Tints indicated are the only versions of this color which may be used in both print and electronic media.

Primary Color Palette



Hortonworks Green

Pantone: PMS 368
 4-color PROCESS (CMYK):
 C63 M0 Y97 K0
 RGB: R105 G190 B40
 WEB SAFE (HTML): 69BE28

Hortonworks Black

Pantone: Black
 4-color PROCESS (CMYK):
 C0 M0 Y0 K100
 RGB: R30 G30 B30
 WEB SAFE (HTML): 1E1E1E

When to use

Hortonworks Green:
 Hortonworks Green is the core color of the brand logo. It should always be at 100% saturation when used as a type color.

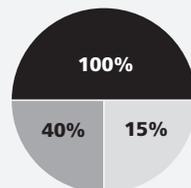
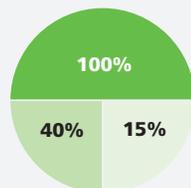
Exception: This color may be used as a background or accent, the use of the color as a tint is also acceptable. It can also be used in conjunction with Hortonworks Black.

When to use

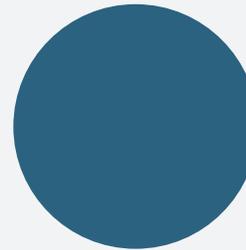
Hortonworks Black:
 Hortonworks Black is the core color of the brand logo. It should always be at 100% saturation when used as a type color.

Exception: This color may be used as a background or accent, the use of the color as a tint is also acceptable. It can also be used in conjunction with Hortonworks Green.

Tint Applications



Secondary Color Palette



Hortonworks Dusty Blue

Pantone: PMS 5405
 4-color PROCESS (CMYK):
 C71 M30 Y13 K41
 RGB: R68 G105 B125
 WEB SAFE (HTML): 44697D

Hortonworks Gray

Pantone: PMS 430
 4-color PROCESS (CMYK):
 C33 M18 Y13 K37
 RGB: R129 G138 B143
 WEB SAFE (HTML): 818A8F

Hortonworks Orange

Pantone: PMS 152
 4-color PROCESS (CMYK):
 C0 M62 Y100 K0
 RGB: R225 G112 B0
 WEB SAFE (HTML): E17000

When to use

Hortonworks Dusty Blue:
 This color is used as a complimentary color to the brand's primary Hortonworks Green & Black.

Note: These colors may also be used as a background or accent colors.

When to use

Hortonworks Gray:
 This color is used as a complimentary color to the brand's primary Hortonworks Green & Black.

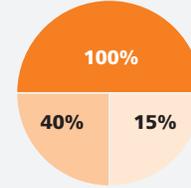
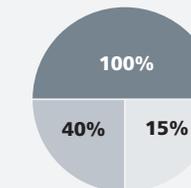
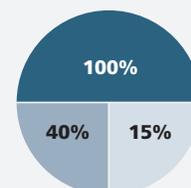
Note: These colors may also be used as a background or accent colors.

When to use

Hortonworks Orange:
 This color is used as a complimentary color to the brand's primary Hortonworks Green & Black.

Note: These colors may also be used as a background or accent colors.

Tint Applications



HORTONWORKS: TYPOGRAPHY PALETTE

Hortonworks has chosen the core print typography on this page for logo, signage and other corporate communications. They are intended to convey the essence of the Hortonworks brand.

When using this Typography please adhere to the guidelines that have been created, so that all forms of communications (print & electronic) are uniform.

Standard web font versions show here also translate to electronic media ranging website and online advertising to PPT presentations

PRIMARY DISPLAY FONT:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

PRIMARY FONT:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

WEB FONT:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTU-
VWXYZ1234567890

Akzidenz Grotesk

Helvetica Nue

Arial