# Table Of Contents

## INTRODUCTION
- Welcome to the Future of Data ............... 3
- Brand Manifesto .................................. 4
- Brand Pillars .................................... 5

## VISUAL IDENTITY

### Messaging
- Brand Messaging .................................. 7

### Logo
- Logo .............................................. 9
- Colors ............................................ 10
- Clearspace & Sizing ............................ 11
- Colors ............................................ 12
- Incorrect Usage ................................ 13
- Gradients & Shading ............................ 14
- Monochrome Symbols ......................... 15
- Color Swatches ................................ 16-17

### Typography
- Typeface ........................................ 19-20
- Usage Matrix .................................... 21

### Photography
- Photography Style ............................... 23
- Architecture .................................. 24
- Data Flows ...................................... 25
- Lifestyle ........................................ 26

## EXAMPLES
- Web ................................................ 28-29
- Email/Newsletter ............................... 30
- Powerpoint ..................................... 31
- Print ............................................... 32
Welcome to the future of data.

The following pages contain everything you need to understand the correct usage of Hortonworks visual identity - from messaging rules to proper logo usage to photography guidelines.

We are pleased to share our visual guidelines with you, our valued employees, and hope you will share it with our partners, our freelancers, and our vendors. We feel these brand assets capture our spirit and mission as we power the future of data, together.

Thank you.
Powering the Future of Data

It is not Big Data anymore.

It is mammoth, colossal, gargantuan and tiny.

A tidal wave flowing in from every click, tap and swipe, every device, end point, machine and person in the Internet of Things.

But as the deluge of data threatens to overwhelm enterprises, the future is emerging clearly.

Data is everything.

So, welcome to the Age of Data.
Data in motion. Data at rest. Modern data applications.

And welcome to Hortonworks, the new headquarters of data.

We are powering the future of data. And as standard bearers for everything open, we are building a world of open innovation, open collaboration, open communities and open ecosystems that powers everything data.

Data is turning the Internet of Things into the Internet of Anything.

Any data, anywhere, any time, anything -- turning the deluge of data into actionable intelligence.

For all the visionaries, creators and makers who are building the future, we are ready to power all data of every kind: real time, predictive, streaming, structured, unstructured, mission-critical, whimsical and everything in between.

Together we will reinvent enterprises in ways never imagined. We will gain insight never before seen. We will guide, transform and explore the future of data together.

Hortonworks.
Powering the future of data
## Brand Pillars

<table>
<thead>
<tr>
<th>Openn</th>
<th>Innovative</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>Inspires</td>
<td>Customer-focused</td>
</tr>
<tr>
<td>Ecosystem</td>
<td>Architects</td>
<td>Experienced</td>
</tr>
<tr>
<td>Innovation</td>
<td>Experiment</td>
<td>Results-oriented</td>
</tr>
<tr>
<td>Models</td>
<td>Create</td>
<td>Mission-critical</td>
</tr>
<tr>
<td>Honesty</td>
<td>Invent</td>
<td>Secure</td>
</tr>
<tr>
<td>Integrity</td>
<td>Modernize</td>
<td>At-scale</td>
</tr>
<tr>
<td>Transparency</td>
<td>Transform</td>
<td>Guide/Sherpa</td>
</tr>
<tr>
<td><strong>We believe in an open approach for everything.</strong></td>
<td><strong>We build it, deliver it, to make a difference.</strong></td>
<td><strong>We focus on software that runs securely and, at scale.</strong></td>
</tr>
</tbody>
</table>
Messaging
Brand Messaging

OUR VISION
Manage the world's data.

BRAND PROMISE
Powering the Future of Data.

BRAND NARRATIVE
Hortonworks is about all data. Data-in-motion, data-at-rest, modern data applications. Customers can unlock transformational business value from our Connected Data Platforms that deliver actionable intelligence from all data: data in motion and data at rest.

Gain Actionable Intelligence Through Connected Data Platforms
Logo
The Hortonworks logo is the most direct link to our brand. It must be used consistently and only in its approved iterations and contrasts, without changing proportion. It has been updated to reflect our forward thinking, modern values.

It has been streamlined and redrawn with a forward motion without being aggressive. Like our brand, the symbol is modular and scalable, and together with the wordmark is a solid logo with our supportive tagline underneath.

We have also brightened the green color to be contemporary and to exemplify our open, honest, and innovative brand values.
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. Whenever possible, use the two-color logo on a white background.

In situations where using the two-color logo on white isn’t possible, it is preferred to use the one-color white logo on the Hortonworks green background.
LOGO
CLEARSPACE & SIZING

CLEARSPACE
Maintain a clear space on all sides of the logo. The clear space all around should be equal to the height of the Hortonworks name. No other elements such as type, graphics or the edge of the page should encroach into this clear space.

MINIMUM SIZE
The minimum height is 40 pixels on screen. If less than 40 pixels, use the solid, unshaded version.
LOGO
COLORS

PREFERRED TWO-COLOR LOGO
Positive and reverse

WHITE

BLACK

5% BLACK

90% BLACK

10% BLACK

80% BLACK
LOGO
INCORRECT USAGE

DO'S AND DON'TS

Do not alter the proportions of the elements

Do not alter the colors

Do not change the font of the wordmark

Do not alter the angle of the logo

Do not place the logo on complex backgrounds
LOGO
GRADIENTS AND SHADING

SOLID BLACK

GRADIENT FILL ANGLE

SHADING DETAIL
LOGO
MONOCHROME SYMBOLS

For singular large applications
The colors in this palette have been optimized to work on all types of mediums; these include PANTONE for spot color printing, CYMK for process printing, and RGB for on-screen applications.

### PRIMARY

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>PMS 361 C</td>
<td>R63 G174 B42</td>
<td>C75 M4 Y100 K0</td>
</tr>
<tr>
<td>Light Gray</td>
<td>PMS Cool Gray 1 C</td>
<td>R218 G217 B214</td>
<td>C13 M10 Y12 K0</td>
</tr>
<tr>
<td>Black</td>
<td>PMS Black C</td>
<td>R0 G0 B0</td>
<td>C0 M90 Y0 K100</td>
</tr>
</tbody>
</table>

### SECONDARY

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>PMS 123 C</td>
<td>R255 G198 B30</td>
<td>C0 M23 Y91 K0</td>
</tr>
<tr>
<td>Orange</td>
<td>PMS 152 C</td>
<td>R255 G112 B10</td>
<td>C8 M67 Y100 K1</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>PMS 298 C</td>
<td>R61 G181 B230</td>
<td>C65 M9 Y1 K0</td>
</tr>
<tr>
<td>Steel Blue</td>
<td>PMS 5405 C</td>
<td>R68 G105 B125</td>
<td>C77 M51 Y38 K12</td>
</tr>
<tr>
<td>Dark Green</td>
<td>PMS 7741 C</td>
<td>R59 G134 B64</td>
<td>C56 M0 Y52 K47</td>
</tr>
</tbody>
</table>
COLOR
SWATCHES

GRADIENTS

GREEN
PMS 361 C
R63 G174 B42
HEX #3FAE2A
C75 M4 Y100 K0

DARK GREEN
PMS 7741 C
R59 G134 B64
HEX #3B8640
C56 M0 Y52 K47

10% BLACK

50% BLACK

30% BLACK

80% BLACK
Typography
TYPOGRAPHY

TYPEFACE

PRIMARY FONTS
Weights that should be used are shown here.

ROBOTO LIGHT

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

ROBOTO REGULAR

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

ROBOTO MEDIUM

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

ROBOTO BOLD

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

ROBOTO BLACK

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()
TYPOGRAPHY

TYPEFACE

PRIMARY FONTS (CONT.)
Weights that should be used are shown here.

SECONDARY FONTS
For PowerPoint use only.

---

ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

---

ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

---

ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

---

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()

---

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%^&*()
# TYPOGRAPHY

## USAGE MATRIX

### PRIMARY FONT

- Roboto, Roboto Condensed

### SECONDARY FONT

- Calibri or system font

Font usage matrix based on the project types.

<table>
<thead>
<tr>
<th>PRINT COLLATERAL</th>
<th>Roboto</th>
<th>Calibri</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Paper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data Sheet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Graphics (Banners, Signage, etc)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infographics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marks, Badges &amp; Icons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All other printed materials such as posters, postcards, etc.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>POWERPOINT PRESENTATION</th>
<th>Roboto</th>
<th>Calibri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duarte Highend Corp Presentation (Matt M.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internally Generated Presentations (Marketing &amp; Sales)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PowerPoint Templates</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEB</th>
<th>Roboto</th>
<th>Calibri</th>
</tr>
</thead>
<tbody>
<tr>
<td>All pages with live HTML copy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emails &amp; eNewsletter body copy (live HTML copy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emails &amp; eNewsletter header banner (Graphic copy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage Heroes and page graphics (Graphic copy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Banners (Graphic copy)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VIDEO &amp; MOTION GRAPHICS</th>
<th>Roboto</th>
<th>Calibri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro, Titles &amp; End Credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower 3rd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motion Graphics for infographics produced by Richter</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Photography
The photography elements should always mirror the brand platform and tenants, expressing openness, innovation, and enterprise. We use photography to bring our brand identity to life. There are three main categories to depict our messaging—abstract images to depict motion, lifestyle images of people including real employees, and cropped modern images of architecture to depict enterprise.

Although our categories are broad enough for a wide range of use, all images must support the following attributes:

---

**AUTHENTIC/HUMAN**

All imagery should feel authentic and human, never staged or overly posed.

---

**MODERN/INNOVATIVE**

All imagery must reflect modern photography/visual communication and never feel like stock photography or dated corporate imagery.

---

**OPEN/TRANSPARENT**

All imagery must express and depict openness—through the use of white space or interesting angles to create negative space, the notion of “open” is not only a proprietary brand value, but a visual one as well.

---

**COLOR**

The color palette is not limited to any particular hues, but must always utilize natural light and enhance our brand’s authenticity. Avoid colors that feel too stylized, dramatic, or dark. Colors should never feel vintage or washed out. They should convey an “enhanced natural” effect.
PHOTOGRAPHY
ARCHITECTURE

This category of imagery focuses on abstract architectural elements to depict enterprise and industrial scale. Comprised of existing or original photography, this imagery should be bold, modern, and clean.

The buildings and structures should have some modularity (nodes, interconnectedness) to depict connected data points or strong fluid lines as metaphors for our brand.

We will use unique crops and angles and never show the building in its entirety to depict the curves and angles of today's data and business world.

The architecture should always focus on strength, clean lines, and should not show people.

The imagery could be either color or black and white and should focus solely on bold and modern design.
PHOTOGRAPHY
DATA FLOWS

This category of color imagery focuses on abstract notions of movement. The imagery should depict everything from flashes of light to abstract shapes and colors that depict data as a living, breathing, forward moving ecosystem.

Existing imagery will be utilized to enhance all brand messaging and represent innovation and technological advancement. Imagery is often environmental in nature and can include people or focus solely on street scenes or exterior imagery that depicts speed, movement, and forward motion.

It can also be more abstract and show objects or dimensional shapes to create icons showcasing movement.
PHOTOGRAPHY

LIFESTYLE

This category of imagery focuses on people to support our values of authenticity, collaboration, and inclusiveness.

Photography should focus on actual employees/real people as much as possible, and never feel overly staged or posed.

Imagery may include groups of people or singular portraits.

We will always show people in natural environments with warm lighting, enhanced by a glow to help the natural light shine.

From tight portraits to wider environmental imagery, all lifestyle imagery should depict warmth, openness, and authenticity, while displaying a more stylized look and feel to reflect a modern point of view.
PHOTOGRAPHY
GENERAL STYLE

All imagery should be inclusive of all nationalities, genders, and represent an age range of 25-45.

All photography should be shot to include a good amount of clear space for copy insertion and breathing room for the imagery to live and should never feel cluttered.

We should aim to use original photography as much as possible, but existing imagery/stock photography can be utilized as long as it adheres to brand guidelines.
End