



Brand Guidelines

Last Updated January 2024

Introduction

What We Do

Itential is the only cloud-native automation solution built to support both network and cloud infrastructure, making it easy for enterprise organizations to reduce manual operations and simplify network management from Day 0/1 deployment, Day 2 changes, and beyond.

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 any Itential Brand Color 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

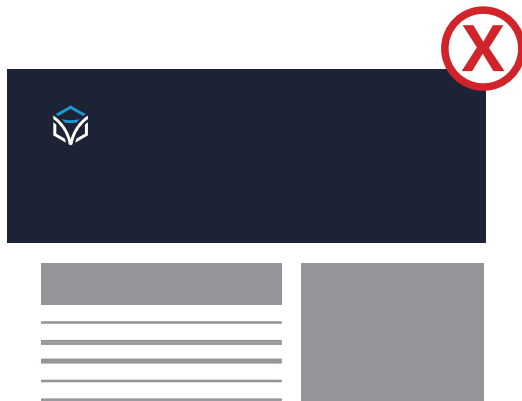


Minimum width:
0.5 in or 75 px

Logos: Itential Icon



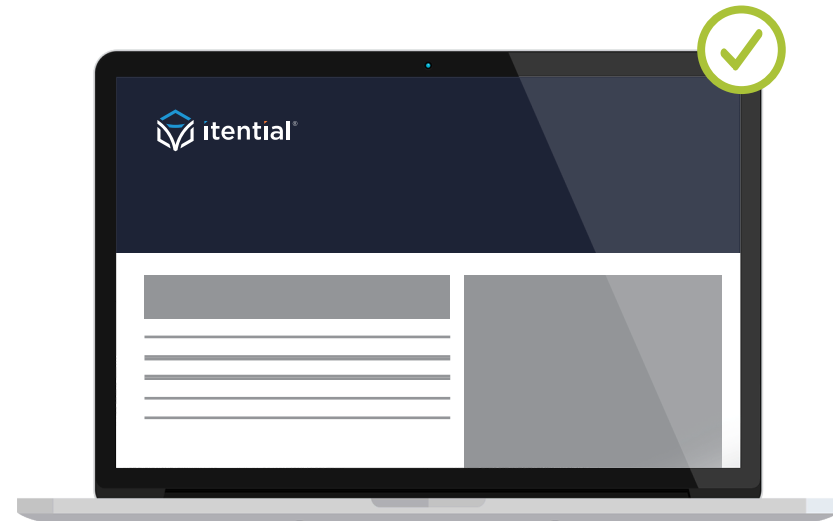
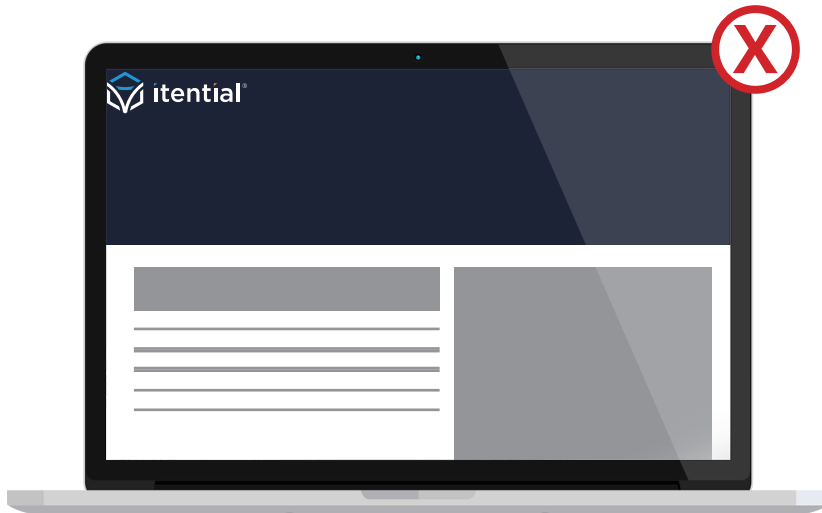
This version for use on brand color backgrounds



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

Secondary Color Palette



Pink

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



Bright Blue

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



Light Blue

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



Green

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

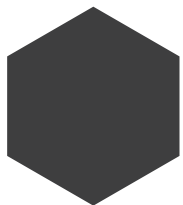


Orange

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



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.



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.



Green

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

No accessibility limitations on navy.



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.



Grey

90% grey is reserved for body text.

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

SECTION 03

Typography

Itential Typefaces

The Itential typefaces, Open Sans and Roboto, were chosen to reinforce the clean, approachable and modern look of the brand. Roboto 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.

Roboto

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

Aa	Aa	Aa	Aa
Light	Regular	Medium	Bold

Open Sans

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

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

Type Example: Web

The below is an example of what copy may look like online.

H5: Element Tag

Open Sans Semibold
All Caps; 18 PX

H1: Title

Roboto Bold
Caps Case; 64PX

H3: Subtitle

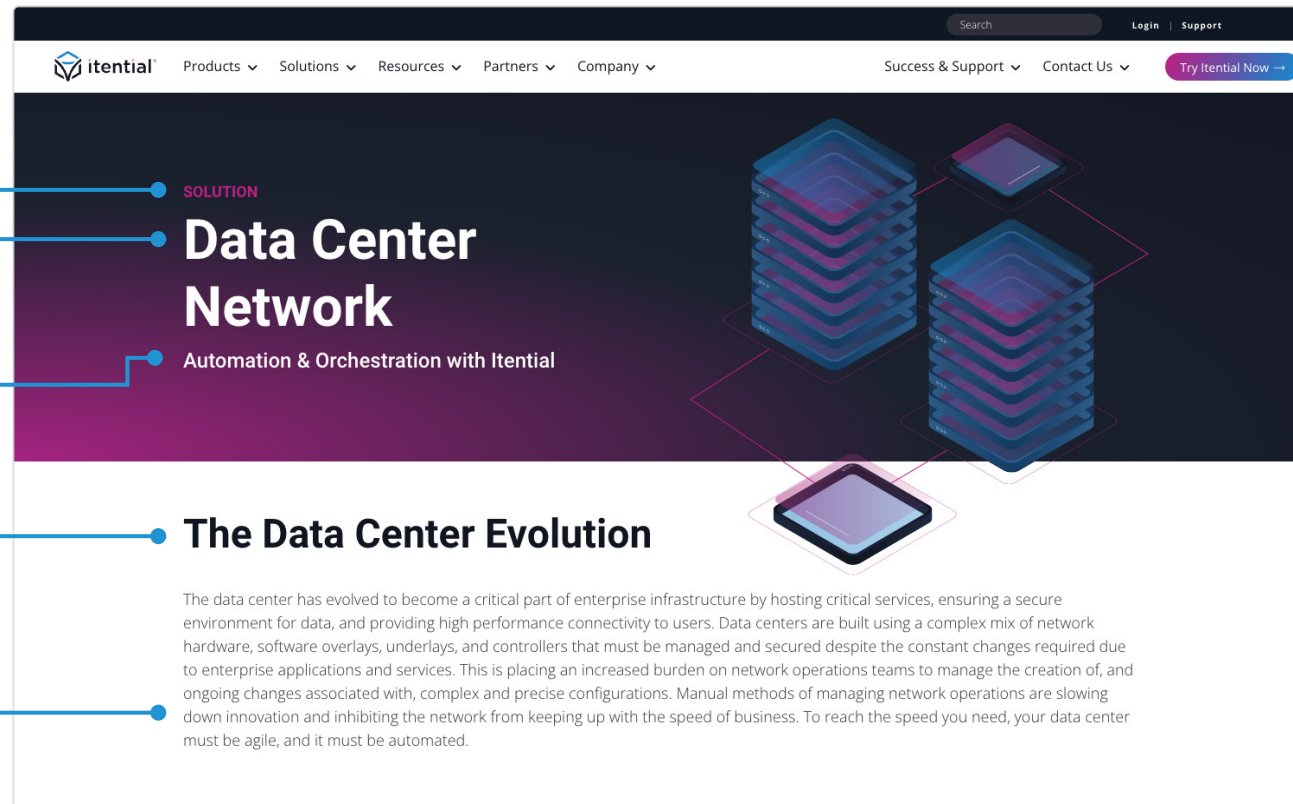
Roboto Medium
Caps Case; 24 PX

H2: Subtitle

Roboto Bold
Caps Case; 46 PX

Body Copy

Open Sans Light
Sentence Case;
18 PX



Type Example: Content

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.



Title
Roboto Bold
Caps Case; 45PX

**The Rise of NetDevOps
& The Shift Left for
Networking**

Tag
Open Sans
Semi Bold
All Caps; 10PX

WHITE PAPER

Header
Roboto Medium
Caps Case; 21PX

Keys to the Successful Shift Left for Networking

Given the benefits and processes we have outlined for shifting network operations to the left, you might ask: Why is it so hard? And how can it be executed effectively? This might come down to several considerations:

Cultural	Organizational	Managerial
Motivating DevOps and NetOps teams to work together by demonstrating the potential of integrated automation tools.	The importance of integrating network automation with the CI/CD process by developing single source of truth, automated testing and validation, and instrumentation.	Getting business leaders behind the goal of shifting left with the potential to save time and costs.

As you can see, these goals have something for everybody. After all, who doesn't like eliminating tedious, repetitive tasks and saving costs? NetOps and DevOps professionals alike are interested in ways to simplify and streamline networking operations to save on time and avoid mistakes.

Shifting left and building IaC can enable rapid transformation in an organization, and this should be the driving goal of any type of integration process. With NetOps and DevOps teams working together, the intent, policy, and needs of the networking infrastructure can become mostly invisible to most users, which is the ultimate goal of automation.

The Ultimate Goal of NetDevOps

Take network programmability into the software development cycle. The key steps would be to automate configuration and orchestration with APIs; build in automated instrumentation and monitoring that can drive closed-loop automation; and program intent and policy into the network depending on the application's needs.

Cultural Change is Required

As we have mentioned, one of the key barriers to these goals is cultural – changing the way some teams do things. This may require new training and convincing them that change is necessary. Those who come from the networking world may be familiar with some or all of the elements of NetOps, but not DevOps; and for those from DevOps, the reverse may be true. But both efforts do seek the same goal: building better automation for the sake of efficiency and performance.

The first hurdle, as always, is the humans. The management teams – including CIOs, software and DevOps teams, and NetOps mavens – need to start speaking the same language and having the same goals.

This may sound outlandish, but it is not. Management teams around the world are already aware of the challenges of bringing their silos together, especially NetOps and DevOps teams. The key to expanding networks to IaC is to get all the teams on the same page during the development cycle – shifting to the left as soon as possible.

Sub-Header
Roboto Medium
Caps Case; 13 PX

Body Copy
Open Sans Light
Sentence Case;
10.5 PX

Bullet Styling

Itential uses a round bullet style. Bullets should be 90% Grey, 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.

Round 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.

Bullets Alternative

Secondary bullet alternative, to be used for simple lists

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.

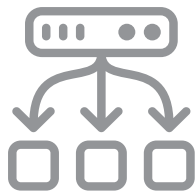
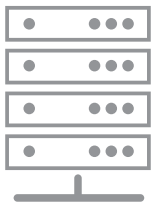
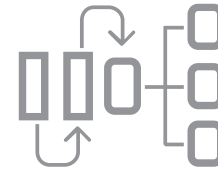
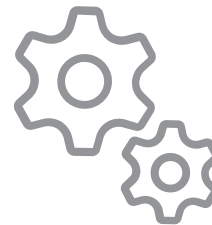
SECTION 04

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



Navy



Pink



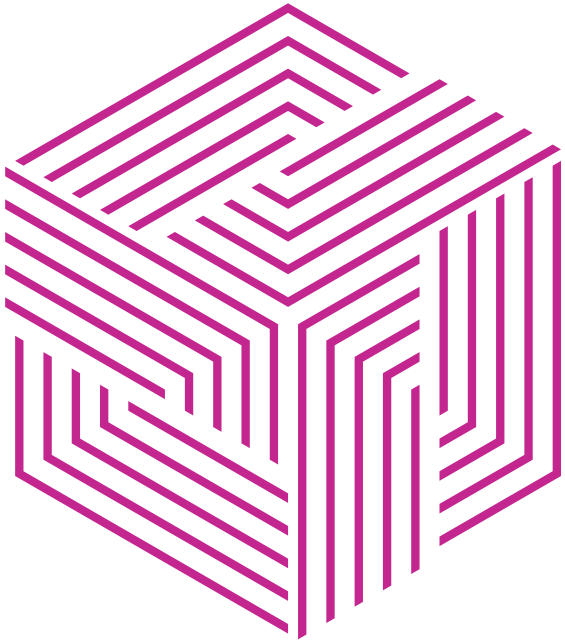
Bright Blue

SECTION 05

Elements & Illustrations

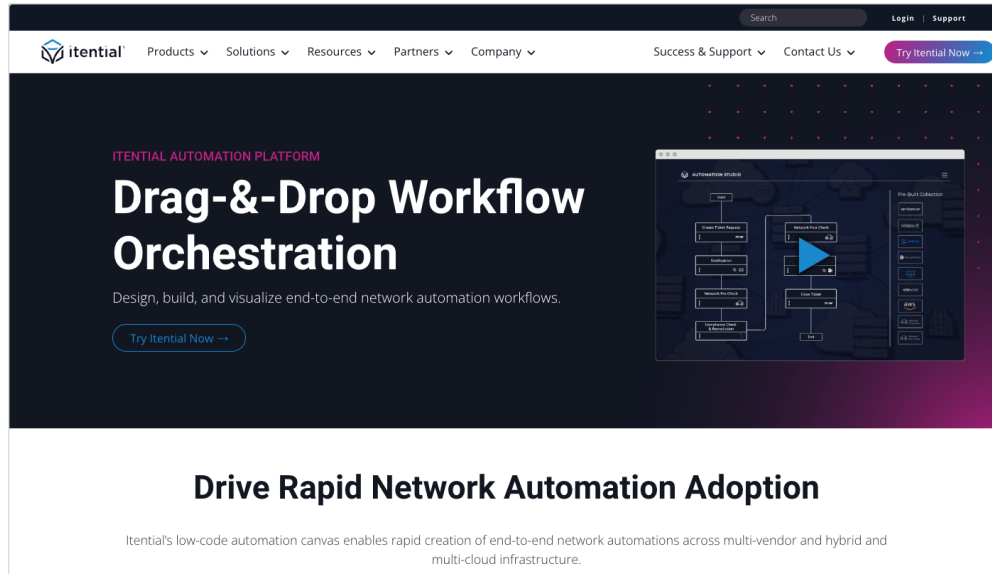
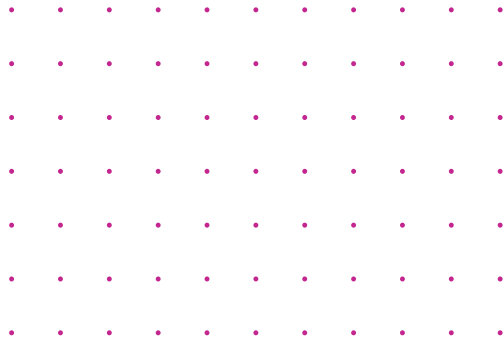
Hexagon Pattern

Itential's hexagon 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 hexagons are available in bright blue and pink, look best displayed on navy. This element may have a faded gradient added to allow it to be more subtle. This graphic may be scaled, rotated or reflected as needed.



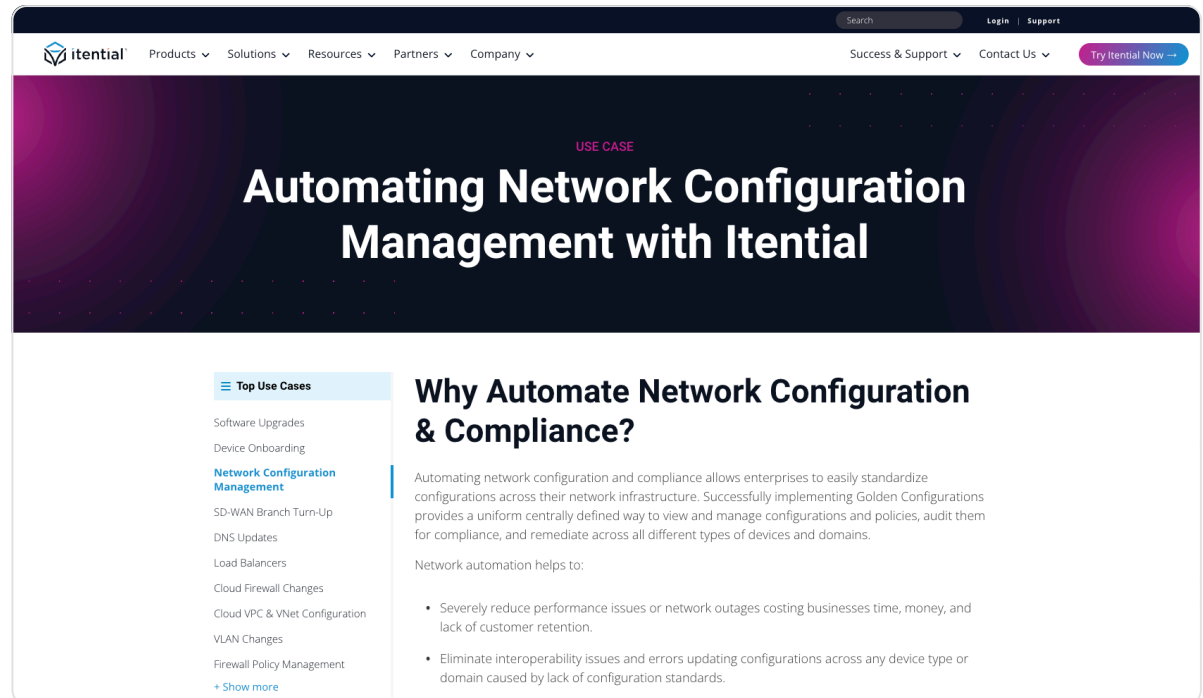
Dot Pattern

Itential's dot pattern is intended to be an accent used behind central elements, or as an accent in a header. Minimal and modern, this pattern should primarily be used for adding texture and dimension, in places like, title pages, headers, and illustrations. The dots are available in bright blue and pink, look best displayed on navy.



Radial Gradient

Itential's radial gradient element is intended to be a background accent used in the corners of composition. This pattern should primarily be used for adding color and dimension, in places like, title pages, headers, and illustrations. The gradient is available in bright blue and pink, look best displayed on navy.



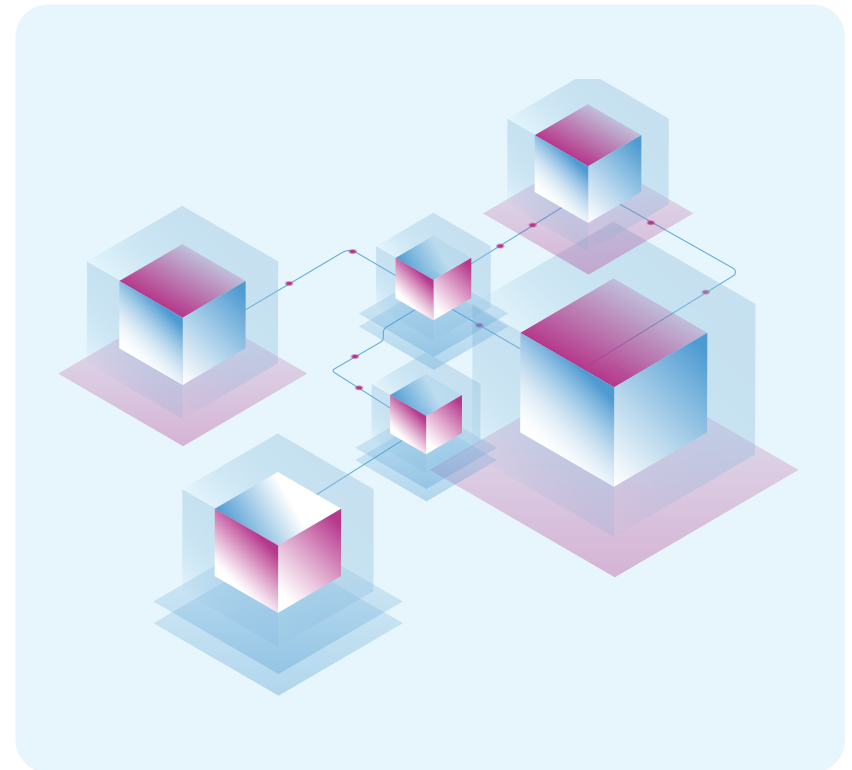
Illustrations & Vector Graphics

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.

Full Browser Overview

This type of product illustration is used to showcase overall concepts/features of Itential products.

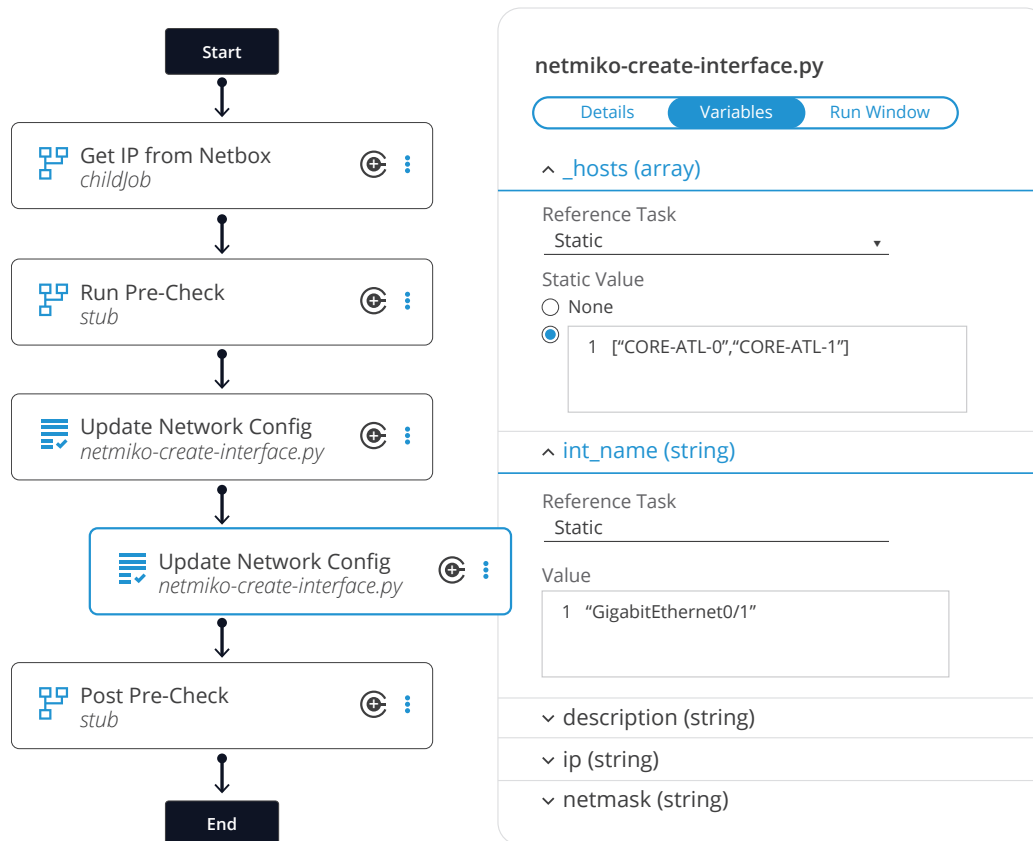
The screenshot displays the Itential Configuration Manager interface. On the left, a hierarchical tree shows the configuration structure: 'base' (blue hexagon) branches into 'Europe' (green hexagon) and 'North America' (green hexagon). 'Europe' further branches into 'London' (orange hexagon), 'Paris' (orange hexagon), and 'Rome' (orange hexagon). 'North America' branches into 'East' (orange hexagon) and 'West' (orange hexagon). The 'London' configuration is selected, and its details are shown on the right. The 'London' configuration has one device. The 'Configuration' tab is active, showing a list of configuration items. A 'Required' dropdown menu is visible. The configuration items are as follows:

Line	Configuration Item
28	<e/>access-list 4 permit 144.133.188.237
29	<e/>access-list 4 permit 144.133.188.239
30	<d/>access-list 4 permit 144.133.188.235
31	<d/>access-list 4 permit 144.133.188.195
32	access-list 4 permit 144.133.188.231
33	access-list 4 permit 144.133.188.231
34	
35	snmp-server host {{snmp_host}}public
36	snmp-server community public RO
37	ntp source GigabitEthernet1
38	<e/>ntp server london.itential.io
39	<e/>ntp server {{ntpserver1}}

Product Illustrations

Individual Elements

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.

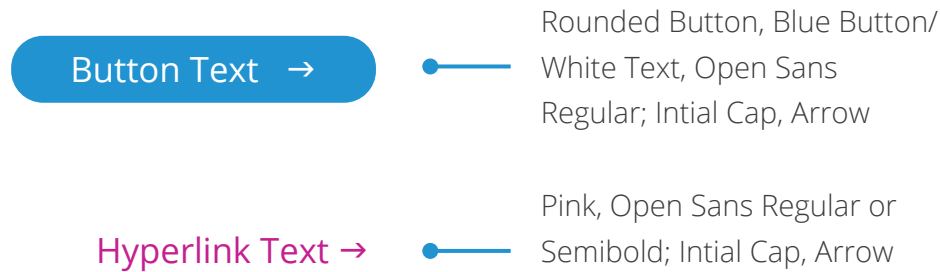


SECTION 06

Web Elements

Online Buttons & Links

Primary Buttons & Links



Alternative Buttons & Links

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



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,

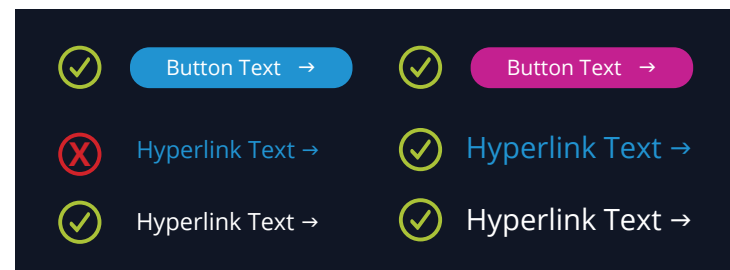


or solid button with an outlined button.



For dark backgrounds, pink 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.



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.

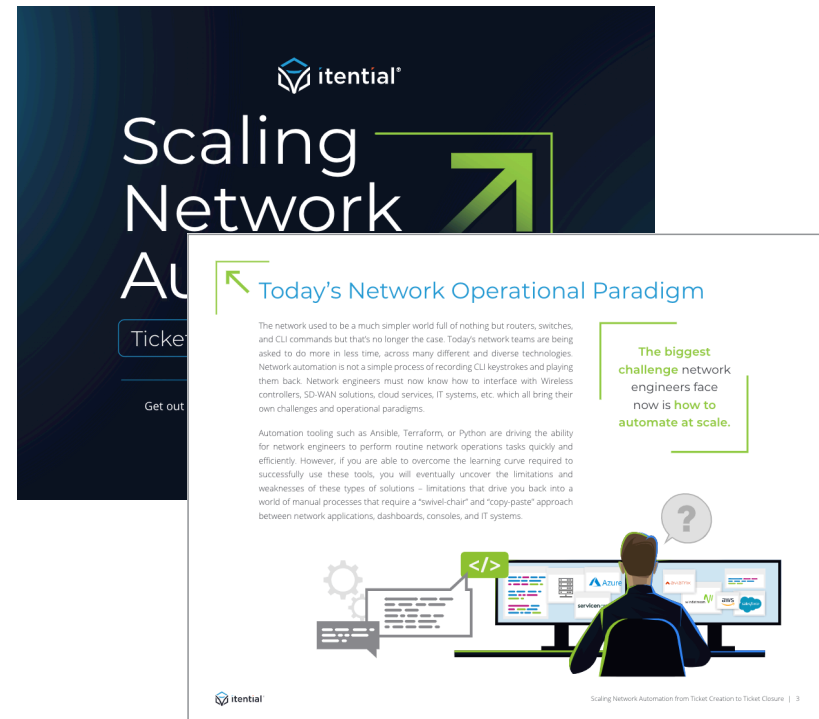
Executive Level Professionals

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.



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.





Questions?

Contact Megan Burgwald at megan.burgwald@itential.com