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CO-BRANDING  
GUIDELINES  
FOR VERITAS  
PARTNERS

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Draft: January 21, 2016

**VERITAS**<sup>™</sup>

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# CONTENT

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3	Introduction
4	Overview
5	Criteria
6	Veritas Positioning
7	General Requirements For Co-Branding
9	Guidelines For Using Veritas-Led Templates
11	Veritas-Led Templates
37	The Veritas Logo
38	Clear Space And Minimum Size
39	Background Colors
40	Alternate Background Colors
41	Partner Program Logos
45	Frequently Asked Questions
47	Contact Information

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# INTRODUCTION

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Partners are vitally important to Veritas. We've developed the following co-branding guidelines in order to assist our valued partners. Co-branding is a powerful marketing tool that can be used to raise your brand awareness and enhance your credibility by reinforcing your ability to address customer needs through the Veritas products and services you offer.

Veritas is looking forward to building strong relationships within its rejuvenated brand. As a Veritas partner, this is a great time to take advantage of the rebirth of Veritas. Co-branding is not just a set of rules; it's an integral part of the company's marketing strategy. Brand perception is a valuable commodity and great care should be taken when it's aligned with companies that provide complementary products and services.

Veritas strongly believes in the practice of co-branding. Veritas has developed the following guidelines to benefit our trusted partners. The guidelines and corresponding templates are tools to educate your customers and help maintain application availability and data visibility for them all.

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# OVERVIEW

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## Types of Co-Branding

- Scenario A: Partner-led Communication
- Scenario B: Veritas-led Communication
- Scenario C: Joint Communication

## Most Common Usages

- Brochure
- Data sheet
- Flyer options
- HTML email options
- Static web banners (three sizes)
- White paper

## What Is Involved

- Trademark usage
- Copyright statements
- Text, copy, keywords, taglines, slogans
- Privacy
- Licensing agreement
- Visual identity
- Veritas and Partner Program logos

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# CRITERIA

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## The Power of Co-Branding

Co-branding is a powerful marketing tool that can be used to raise your brand awareness and enhance your credibility by reinforcing your ability to address customer needs through the Veritas products and services you offer. There are various types of co-branding, but only Veritas-led templates are included within these guidelines. See below for guidance on other types of co-branding.

## When to Co-Brand: Key Criteria

### Veritas-Led

- When the co-branding strategy can benefit from each company's unique strengths
- When a strategic benefit is obtainable to Veritas by co-branding
- When complementary values are shared between our brands

### Partner-Led

- When Veritas approval for co-branding has been provided
- When you wish to enhance the credibility of an existing offering
- When you want to create a presence that wouldn't be attainable without the partnership

### Joint

- When there is equal participation from both Veritas and the partner

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## VERITAS POSITIONING

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Brand position: Where information meets action.

Vision: Those with the best information will be the most successful.

Mission: Harness the power of information, wherever it resides, by driving availability and revealing insights.

Values: Bold, open, direct.

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# GENERAL REQUIREMENTS FOR CO-BRANDING

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We believe in a mutually predictable, profitable, and collaborative approach with our partners, along with a focus on rewarding capability, commitment, and performance.

Veritas offers a rich set of marketing benefits to help your business grow. By teaming your expertise with Veritas's brand and solutions, we both succeed—and more importantly, customers win. To ensure we are delivering a consistent Veritas message through our partners' marketing activities, it is critical to set some guidelines to help manage those communications.

## Copyright

- When participating in co-branding, the topic of copyright ownership may take place.
- Copyright protection is offered automatically after the work of authorship is created—a copyright registration is not necessary for protection. You must ensure that you do not incorporate a third party's copyrighted material in any internal or external presentations, videos, marketing programs, or sales/marketing contests without permission from the third party. Whether a particular use qualifies as fair use depends on multiple circumstances, so please check first with the Legal Team.

## Logo

- The way we position Veritas both in copy and in logo placement sets the tone for the partnership. Your success is our success, and, as such, we require that Veritas logos be the same size as your own on any co-branded collateral.

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## GENERAL REQUIREMENTS FOR CO-BRANDING (continued)

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### Veritas Trademark Policy

- You may not use a third party's logo without permission in any external-facing co-branding collateral. Although it is permissible to use a third party's trademark to identify that party's product or service, you may not (1) use more of the mark than is absolutely necessary to identify the product or service, or (2) use the mark in a manner that would suggest the sponsorship or endorsement of the third-party trademark owner.

### Veritas Licensing Agreement

- To protect Veritas, a logo license agreement must be put in place and signed with the partner before proceeding with any co-branding plans. To initiate an agreement or to confirm that one has been put in place, contact your Veritas channel marketing manager. You can also obtain a logo license agreement from the Legal Team.

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# GUIDELINES FOR USING VERITAS-LED TEMPLATES

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## Veritas-Led Template Guidelines

On pages 11-33 are examples of templates that can be used by Veritas Partners when looking to co-brand. There are two sets of templates that can be used. One set was created for use with imagery and the other set has no need for images within the templates. It is important to note the following:

- Imagery within these templates are owned by Veritas. Please contact your Veritas Partner if you have questions regarding usage rights.
- If a partner does not have access rights to imagery for these communication materials, we recommend utilizing the templates without imagery.
- Throughout the partner-led templates, you will notice a gray placeholder box that says “Veritas Partner Logo Here.” Please verify your level of partnership and place the appropriate partner logo in the gray placeholder box. If you have any questions, contact AMS Channel Communications at [amschannelcomms@veritas.com](mailto:amschannelcomms@veritas.com) or reference PartnerNet.

Take a moment to review the following pages to decide which type of co-branding is best suited for your communication needs.

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## GUIDELINES FOR USING VERITAS-LED TEMPLATES (continued)

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### Veritas-Led Template Guidelines

On pages 11-33 are templates and corresponding guidelines for Veritas-led collateral. Two unique options are available to choose from. It is important to note the following:

- Imagery used within these templates is owned by Veritas and may be used for the collateral.
- Consider leveraging additional imagery to help differentiate various collateral based on the segment that is producing it or a specific launch or campaign.

Take a moment to review the following pages to decide which template is best suited for your communication needs.

# VERITAS-LED TEMPLATES

## BROCHURE COVER

Headline:  
Arial Bold 54 pt./57pt. leading  
.25" space after  
CMYK: 0/0/0/0  
.5" from left edge of page  
Baseline is 2.712" from top of page

Author:  
Arial Regular 28 pt./31pt. leading  
CMYK: 0/0/0/0



Co-branded logo

VERITAS

Veritas White Logo  
CMYK: 0/0/0/0  
.5" from top and right  
1.912" width

Partner logo should not be taller  
than Veritas logo and baselines  
with the Veritas logo

In this instance, X Graphic artwork  
for dark backgrounds is placed in the  
bottom, right hand corner

# VERITAS-LED TEMPLATES

## BROCHURE INTERIOR

Introduction:  
Arial Regular 15pt./21pt. leading  
.25" space after  
CMYK: 0/0/0/0

Intro copy is left-aligned in a text box  
4.9444" wide, centered horizontally,  
3.2083 in" from top of page



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In this instance, X Graphic artwork  
for dark backgrounds is placed in the  
bottom, right hand corner

# VERITAS-LED TEMPLATES

## BROCHURE INTERIOR (continued)

Headline:  
Arial Bold 30 pt./23pt. leading  
CMYK: 0/98/91/30  
Baseline is .7667" from top of header art

Section Header:  
Arial Bold, 8.5 pt./14 pt. leading  
CMYK: 0/98/91/30

Bullet Points:  
Lead-in copy:  
Arial Bold 8.5 pt./14 pt. leading  
9 pt. indent, CMYK: 0/0/0/100

Other copy:  
Arial Regular 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

.5" margin on left, right, and bottom



## EPSUM FACTORIAL NON DEPOSIT QUID

**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 9C/98M/91Y/30K)**

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Body (Arial Regular, 8.5pt, 14pt leading, 100K)

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In this instance, X Graphic artwork for light backgrounds is placed in the top, right hand corner

Header Art:  
8.5" x 3.8333"

.5pt rule  
7.5" wide  
CMYK: 0/0/0/100  
5.3333" from top of page

Body:  
Arial Regular, 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

# VERITAS-LED TEMPLATES

## BROCHURE INTERIOR (continued)

Section Header:  
Arial Bold, 8.5 pt./14 pt. leading  
CMYK: 0/98/91/30

Bullet Points:  
Lead-in copy:  
Arial Bold 8.5 pt./14 pt. leading  
9 pt. indent, CMYK: 0/0/0/100

Other copy:  
Arial Regular 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

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Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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Body:  
Arial Regular, 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

# VERITAS-LED TEMPLATES

## BROCHURE INTERIOR (continued)

In this instance, X Graphic artwork for light backgrounds is placed in the bottom, left hand corner of the header art

Header Art:  
8.5" x 3.8333"

Section Header:  
Arial Bold, 8.5 pt./14 pt. leading  
CMYK: 0/98/91/30

Bullet Points:  
Lead-in copy:  
Arial Bold 8.5 pt./14 pt. leading  
9 pt. indent, CMYK: 0/0/0/100

Other copy:  
Arial Regular 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

.5" margin on left, right, and bottom



**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

- **Bullet Point (Arial Bold, 8.5pt, 14pt leading, 100K)**—dest, tem net alem etur auda incta di seculo repuda ipsae eaquias expel piendunt omnis apicias dem
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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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*Pull Quote (Arial Regular Italic, 18 pt, 24pt leading, 68C) "Nec tamen ille erat sapiens quis enim aut quando aut unde?"*

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Pull Quote:  
Arial Regular Italic, 18 pt./24 pt. leading  
CMYK: 68/61/59/46

Box:  
CMYK: 10/3/1/0

Body:  
Arial Regular, 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

# VERITAS-LED TEMPLATES

## BROCHURE BACK COVER

.5" margin x 4 sides

Bullet Points:  
Lead-in copy:  
Arial Bold 8.5 pt./14 pt. leading  
9 pt. indent, CMYK: 0/0/0/100

Other copy:  
Arial Regular 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

Section Header:  
Arial Bold, 8.5 pt./14 pt. leading  
CMYK: 0/98/91/30

Body:  
Arial Regular, 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

Legal:  
Arial Regular 5.5 pt./6.6 pt. leading  
CMYK: 0/0/0/100  
Baseline .5" from bottom

- **Hicid quid quat es**—exarum omni conseru mquiescēt as eeo ta qui omnimolite nullaboris as alit omnimpore
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### SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 9C/98M/91Y/30K)

Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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Summary Header (Arial Bold, 8.5pt, 14pt leading, 66C/5M/14V/14K)

Summary Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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Summary Header:  
Arial Bold 8.5 pt./14 pt. leading  
CMYK: 46/5/14/14

Summary Body:  
Arial Regular 8.5 pt./14 pt. leading  
CMYK: 0/0/0/100

Partner logo should not be taller than Veritas logo and baselines with Veritas logo

VeriRed Logo  
CMYK: 0/98/91/30  
.5" from bottom and right  
Baseline .5" from bottom  
1.4123" width

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Co-branded logo

VERITAS

# VERITAS-LED TEMPLATES

## DATA SHEET - With Image

Eyebrow:  
Arial Regular 6pt. K100  
Baseline is .5" from top of page

Headline:  
Arial Bold 22 pt./23pt. leading  
CMYK: 0/0/0/0  
.75" from left edge of header art  
Baseline is 1.25" from top of header art

Introductory Subhead:  
Arial Regular 13 pt./16 pt. leading  
CMYK: 0/0/0/0

Summary Header:  
Arial Bold 8.5 pt./14 pt. leading  
CMYK: 46/5/14/14

Summary Body:  
Arial Regular 8.5 pt./14 pt. leading  
K:100

Bullet Points:  
Lead-in copy:  
Arial Bold 8.5 pt./14 pt. leading  
9 pt. indent, K:100

Other copy:  
Arial Regular 8.5 pt./14 pt. leading  
K:100

.5" margin x 4 sides

SIT SA DOLUPTA DEST TEM NET

Copied brand logo

VERITAS

## FACEPERATUR CON NUS RESTIAN

HICID QUID QUAT ES EXERRORI OMNI CONSERU  
MQUIAESSIT AS ESCITA QUI OMNIMOLUTE

**Summary Header (Arial Bold, 8.5pt, 14pt leading, 46C/5M/14Y/14K)**

**Summary Body (Arial Regular, 8.5pt, 14pt leading, 100K)**

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

- **Bullet Point (Arial Bold, 8.5pt, 14pt leading, 100K)**—dest, tem net atem etur auda incta di seculo repuda ipasae equas expel ipendunt omnia apicias dem
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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**

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VeriRed Logo  
CMYK: 0/98/91/30  
.8125" from top  
1.4123" width

Partner logo should not be taller than Veritas logo and baselines with the Veritas logo

Header Art:  
7.5" x 2.625"  
1.0625" from top

Section Header:  
Arial Bold, 8.5 pt./14 pt. leading  
CMYK: 0/98/91/30

Body:  
Arial Regular, 8.5 pt./14 pt. leading  
K:100

# VERITAS-LED TEMPLATES

## DATA SHEET - With Image (continued)

Eyebrow:  
Arial Regular 7.5 pt./10 pt. leading  
CMYK: 0/0/0/0  
Centered in header art  
.125" from left edge of header art.

Header Art:  
7.5" x .5"  
Positioned .5" from top and sides

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Diagram

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 9C/98M/91Y/30K)**  
Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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Copyrighted logo

**VERITAS**

Legal:  
Arial Regular 5.5 pt./6.6 pt. leading  
K: 100  
Baseline .5" from bottom

Partner logo should not be taller than Veritas logo and baselines with Veritas logo

VeriRed Logo  
CMYK: 0/98/91/30  
.5" from bottom and right  
Baseline .5" from bottom  
1.4123" width

# VERITAS-LED TEMPLATES

## DATA SHEET - No Image

VERITAS

Color brand logo

# FACEPERATUR CON NUS RESTIAN

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Summary Header (Arial Bold, 8.5pt, 14pt leading, 48C/5M/14V/14K)

Summary Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

Body (Arial Regular, 8.5pt, 14pt leading, 100K)  
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VERITAS

Color brand logo

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

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Color brand logo

VERITAS

# VERITAS-LED TEMPLATES

## WHITE PAPER - With Image

Headline:  
Arial Bold 50 pt./49pt. leading  
.25" space after  
CMYK: 0/0/0/0  
.5" from left edge of page  
Baseline is 3.25 " from top of page

Date:  
Arial Regular 20.5 pt./31pt. leading  
CMYK: 0/0/0/0

Headline:  
Arial Regular 20.5 pt./31pt. leading  
CMYK: 0/0/0/0  
Subhead:  
Arial Regular 12.5 pt./22pt. leading  
CMYK: 0/0/0/0



Veritas White Logo  
CMYK: 0/0/0/0  
1" from top and .5" from right  
2.2091" width

Partner logo should not be taller  
than Veritas logo and baselines  
with the Veritas logo

In this instance, X Graphic artwork  
for dark backgrounds is placed in the  
bottom, right hand corner





# VERITAS-LED TEMPLATES

WHITE PAPER - With Image  
(continued)

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By V&B Eventem

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

Body (Arial Regular, 8.5pt, 14pt leading, 100K)

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

Body (Arial Regular, 8.5pt, 14pt leading, 100K)

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For specific country offices and contact numbers, please visit our website.

Veritas Technologies LLC  
500 East Middlefield Road  
Mountain View, CA 94043 USA  
+1 (650) 527 8000  
1 (966) 637 4827  
veritas.com

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Co-branded logo

**VERITAS**

Contact Info:  
Arial Regular 7 pt./9 pt . leading  
K: 100

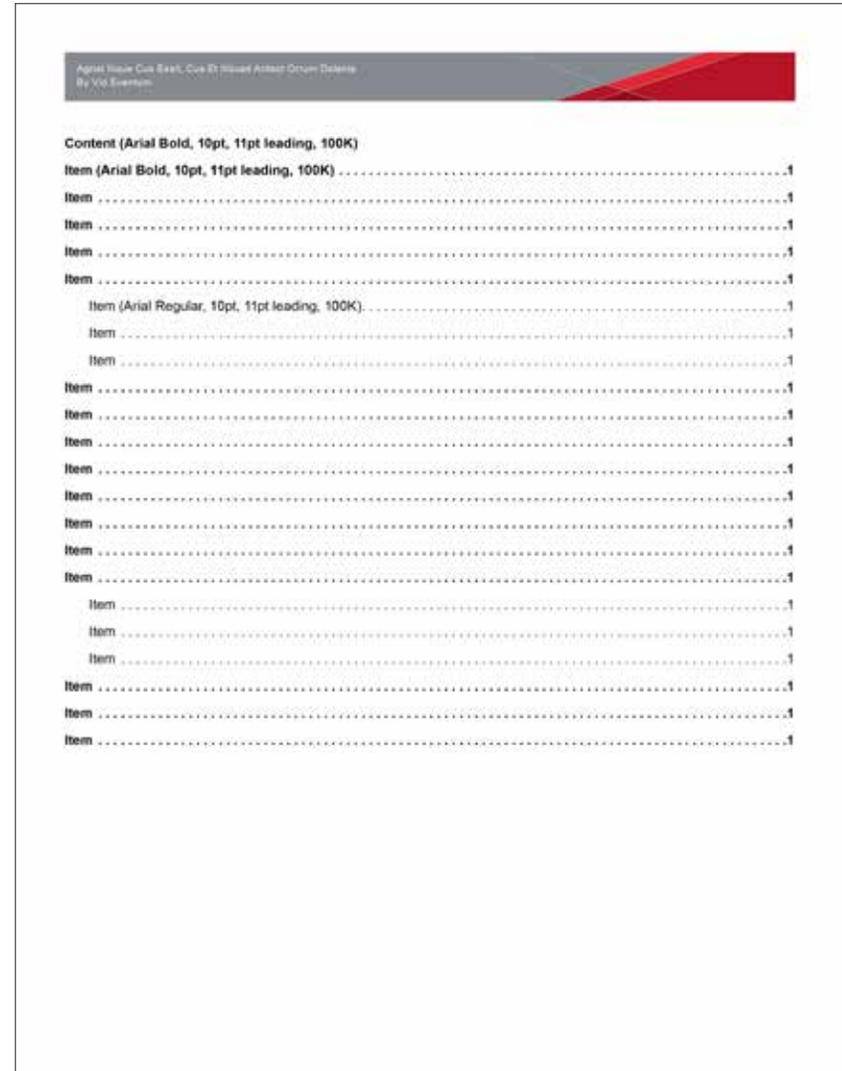
Legal:  
Arial Regular 5.5 pt./6.6 pt . leading  
K: 100

Partner logo should not be taller than Veritas logo  
and baselines with Veritas logo

VeriRed Logo  
CMYK: 0/98/91/30  
.5" from bottom and right  
Baseline .5" from bottom  
1.4123" width

# VERITAS-LED TEMPLATES

WHITE PAPER - No Image



# VERITAS-LED TEMPLATES

WHITE PAPER - No Image  
(continued)

Agrial Hilar Cus Easit, Cus Et Hilar Annot Orum Dolere  
By Vix Ewentem

**Attribution (Arial Regular Italic, 10pt, 14pt leading, 100k)**

**Summary Header (Arial Bold, 8.5pt, 14pt leading, 60C/98M/91Y/30K)**

**Summary Body (Arial Regular, 8.5pt, 14pt leading, 100K)** o eligat iimus dolupta tatur, ut eciensio. Od que perotic te noe molorepedis sarrt placept ientur modit molo invenit illaut maicoresti resequas doluptatum fugit at est venimos voluptas sa nusaped gendunt unt aia asimendem eum volupendis mossed es sinta nimt est, to omnihilamsa aut labo.

**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**  
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lectaque illi facia dolorem autem. Ma aut estin remqui bla dicitum ent vellabore niae poritae stores dus, conet, que desectore. Nobissequi aut etur? Quies et ipsam, sunt, volore nonsequi non nus, aped es dio. Eous ut perum re restrum dandantis debatur? Qui aut quam estrumet et dolore, conem cume offendioc batur, cum recessio. Nequaspis volor as es decelep eliesed ut voluptatur, quunt, selectio te penro optum ipid quibus quam facousamus repre quaeepd alias sum autes quatem que eos et harunliaest offentia quoe consequi atibus. Hilar aut optatant volorum aut ea debet harum ut ommlor aestia volut lab ime sum rehen.

**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**  
everlere peribus, od quat lam, sili alias dolorehendi adit rem fugiae autestrum idebis equesptam eaquam fuga. Quideni labore alta vel ipsandunt omnimol ecoglati trendit esenis aliquodici accum ut vellaci liquid maio. Nam, sin porati to quisit laborest odi dem eaqui si to te conse est, surbio eos idests aut lam, estibus min conseqae nihilam et enes apictoria commagnia evendit et, vit fuga. Iginm aligenis deritia sam, cusapedit aut magnihil in rest, qdi officatum harum inum quos voluptatem eroit harumquam qui officit, in pilgri sit acario ex eos eum esciendaecto dolor molora cusciasped quiducim quasper umquia et voluptatiquos eum deio cus.

**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**  
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**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**  
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Agrial Hilar Cus Easit, Cus Et Hilar Annot Orum Dolere  
By Vix Ewentem

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**  
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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 0C/98M/91Y/30K)**

**Body (Arial Regular, 8.5pt, 14pt leading, 100K)**  
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For specific country offices and contact numbers, please visit our website.

Veritas Technologies LLC  
500 East Middlefield Road  
Mountain View, CA 94043 USA  
+1 (650) 527 8000  
1 (866) 857 4827  
veritas.com

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Co-branded logo

**VERITAS**

# VERITAS-LED TEMPLATES

## FLYER - With Image

Headline:  
Arial Bold 22 pt./23pt. leading  
CMYK: 0/0/0/0  
.75" from left edge of header art  
Baseline is 1.25" from top of header art

Introductory Subhead:  
Arial Regular 13 pt./16 pt. leading  
CMYK: 0/0/0/0

Summary Header:  
Arial Bold 8.5 pt./14 pt. leading  
CMYK: 46/5/14/14

Summary Body:  
Arial Regular 8.5 pt./14 pt. leading  
K:100

Bullet Points:  
Lead-in copy:  
Arial Bold 8.5 pt./14 pt. leading  
9 pt. indent, K:100

Other copy:  
Arial Regular 8.5 pt./14 pt. leading  
K:100

Legal:  
Arial Regular 5.5 pt./6.6 pt. leading  
K: 100  
Baseline .5" from bottom



VeriRed Logo  
CMYK: 0/98/91/30  
.8125" from top  
1.4123" width

Partner logo should not be taller than Veritas logo and baselines with the Veritas logo

Header Art:  
7.5" x 2.625"  
1.0625" from top

Section Header:  
Arial Bold, 8.5 pt./14 pt. leading  
CMYK: 0/98/91/30

Callout Box:  
CMYK: 21/4/3/8  
Headline:  
Arial Bold, 8.5 pt./14 pt. leading  
K:100  
Bullet Point:  
Arial Regular 8.5 pt./14 pt. leading  
K:100

Sidebar Copy:  
Arial Regular, 8.5 pt./14 pt. leading  
K:100

.5" margin x 4 sides

# VERITAS-LED TEMPLATES

FLYER - No Image

Co-branded logo VERITAS

## FACEPERATUR CON NUS RESTIAN ANNU QUID

HICID QUID QUAT ES EXERRORI OMNI CONSERU

**Summary Header (Arial Bold, 8.5pt, 14pt leading, 46C/5M/14Y/14K)**

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**SECTION HEADER (ARIAL BOLD, 8.5PT, 14PT LEADING, ALL CAPS, 9C/9M/9Y/30K)**

- **Bullet Point (Arial Bold, 8.5pt, 14pt leading, 100K)** —dest, tem net alem etur auda incta di seculo repuda ipsae eaquias
- **Hicid quid quat es**—exerrori omni conseru mquiescit as escita qui omnimolite nullaborior as alit omnimpore, is a dolo rationem
- **Faceperatur, con nus restiandaest re, sus magnime turibus aut fugiae**—re autetur mi, aut iunducia sita pres aut offico volum se necae nobis que etur seque pellatus surtur mi, ut quatem quamet liquo officim faceatiqui as volum, utem fuga am estibus
- **Um qua litions**—iquisqua natqua cum et hicaborrovid et experem porerib usandes maxim inuent et in cotomolu

<b>Arial Bold, 8.5pt, 14pt leading, 100K</b> <ul style="list-style-type: none"><li>• Hicid quid quat es exerrori om</li><li>• Hicid quid quat es exerrori om</li><li>• Hicid quid quat es exerrori om</li></ul>	<b>Arial Bold, 8.5pt, 14pt leading, 100K</b> <ul style="list-style-type: none"><li>• Hicid quid quat es exerrori om</li><li>• Hicid quid quat es exerrori om</li><li>• Hicid quid quat es exerrori om</li></ul>	<b>Arial Bold, 8.5pt, 14pt leading, 100K</b> <ul style="list-style-type: none"><li>• Hicid quid quat es exerrori om</li><li>• Hicid quid quat es exerrori om</li><li>• Hicid quid quat es exerrori om</li></ul>
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# VERITAS-LED TEMPLATES

## HTML EMAIL - Webcast

35px of padding on the left

VeriRed Logo  
132px x 25px, RGB: 177/24/30  
35px from top

Headline:  
Arial Bold 30 pt./30pt. leading  
RGB: 255/255/255  
50px from top of header art

Subhead:  
Arial Regular 30 pt./30pt. leading  
RGB: 255/255/255

CTA:  
Arial Bold, 14 pt./auto leading, all caps  
RGB: 255/255/255  
CTA Box:  
200px x 44px, RGB: 234/104/60

Sidebar Top:  
Arial Regular 12 pt./18pt. leading  
Headline: RGB: 198/72/77  
Body: RGB: 65/65/66  
Box: RGB: 201/222/229

Sidebar Bottom:  
Arial Regular 11 pt./17pt. leading  
Headline: RGB: 198/72/77  
Body: RGB: 65/65/66  
Box: RGB: 201/222/229

Legal:  
Arial Regular 10 pt./auto leading  
RGB: 131/139/143

Links Copy:  
Arial Regular 9pt./auto leading  
RGB: 0/0/0, (Link copy) 131/139/143

Veritas Address:  
Arial Regular 9pt./auto leading  
RGB: 131/139/143

Redirect Copy:  
Arial Regular 10 pt./17pt leading  
RGB: 0/0/0, (Link copy) 118/176/189

Partner logo should not be taller than Veritas logo and baselines with Veritas logo

Rule:  
580px x 5px  
RGB: 183/207/220

Header Art:  
580px x 168px

Subhead 2:  
Arial Regular 15.5 pt./auto leading  
centered vertically in box  
RGB: 255/255/255

Subhead 2 Box:  
580px x 45px  
RGB: 177/24/30

Body Copy:  
Arial Regular 12 pt./17pt leading  
RGB: 65/65/66

Link Copy:  
Arial Regular 12 pt./17pt leading  
RGB: 118/176/189

CTA:  
Arial Bold, 12 pt./auto leading, all caps  
RGB: 255/255/255  
CTA Box:  
354px x 44px, RGB: 118/176/189

Rule:  
580px x 5px  
RGB: 183/207/220

# VERITAS-LED TEMPLATES

## HTML EMAIL - White Paper

First page of white paper  
is placed here

The screenshot shows an HTML email template for a white paper download. At the top, there is a header with the Veritas logo on the left and a 'PARTNER LOGO' placeholder on the right. Below the header is a hero image of a woman working at a computer, with the Latin text 'SE PLABORU TURESTO QUE DI CUPTAE PREICIP QUISCIDENDI DE VOLUPT.' overlaid. A red banner below the hero image contains the text 'Se plaboru pturesto que di cuptae quiscidendi de ma estrum is quae.' Below this is a 'DOWNLOAD NOW' button. To the left of the main text is a thumbnail of the white paper, with a large red 'FPO' watermark. The main text area contains a personalized greeting 'Hello John,' followed by three paragraphs of placeholder Latin text. Below the text is a link to 'Download the white paper to learn about our leading trackup solutions.' The email concludes with 'Thank you, Put signature here' and a footer containing copyright information, unsubscribe links, and the company address: 'Veritas Technologies LLC, 500 E. Middlefield Road, Mountain View, CA 94043, United States.'

# VERITAS-LED TEMPLATES

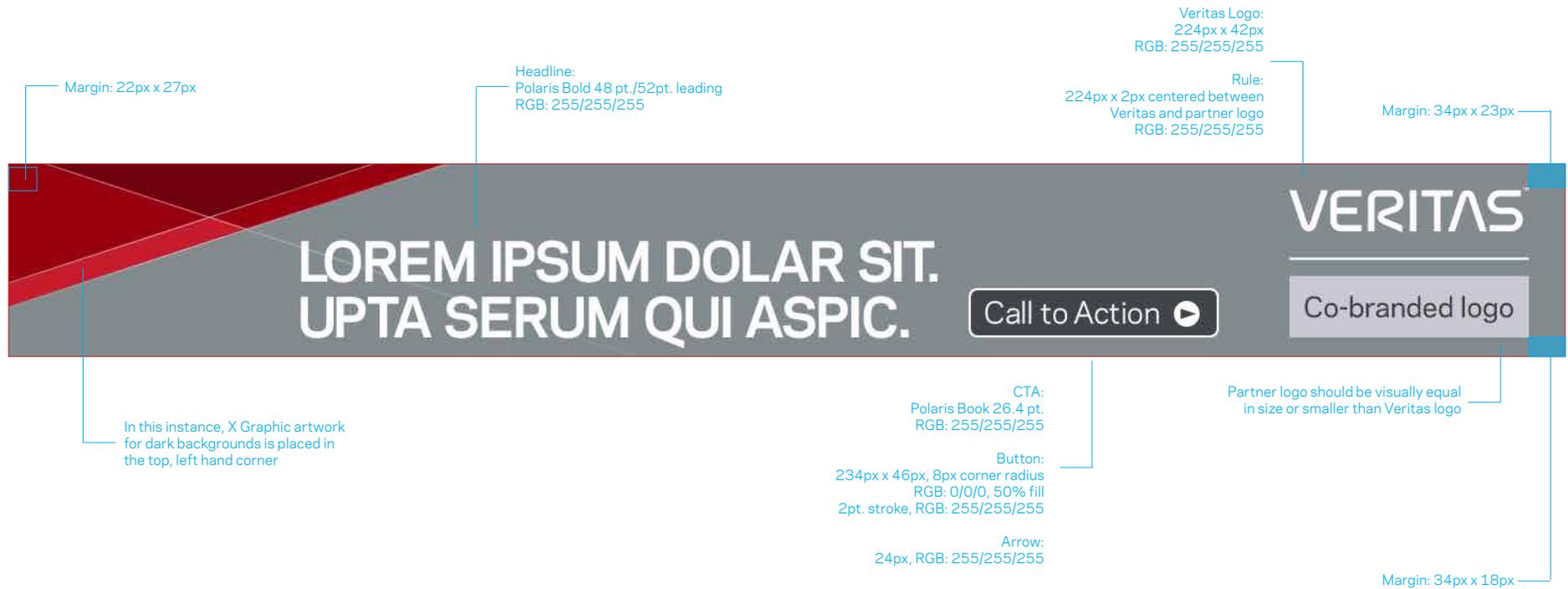
## HTML EMAIL - Generic



# VERITAS-LED TEMPLATES

## STATIC BANNERS - 728 × 90 No Image

\*Static banner templates are built at 200%.  
Sizes below apply to the template and are  
not final output sizes.



# VERITAS-LED TEMPLATES

## STATIC BANNERS - 728 × 90 With Image

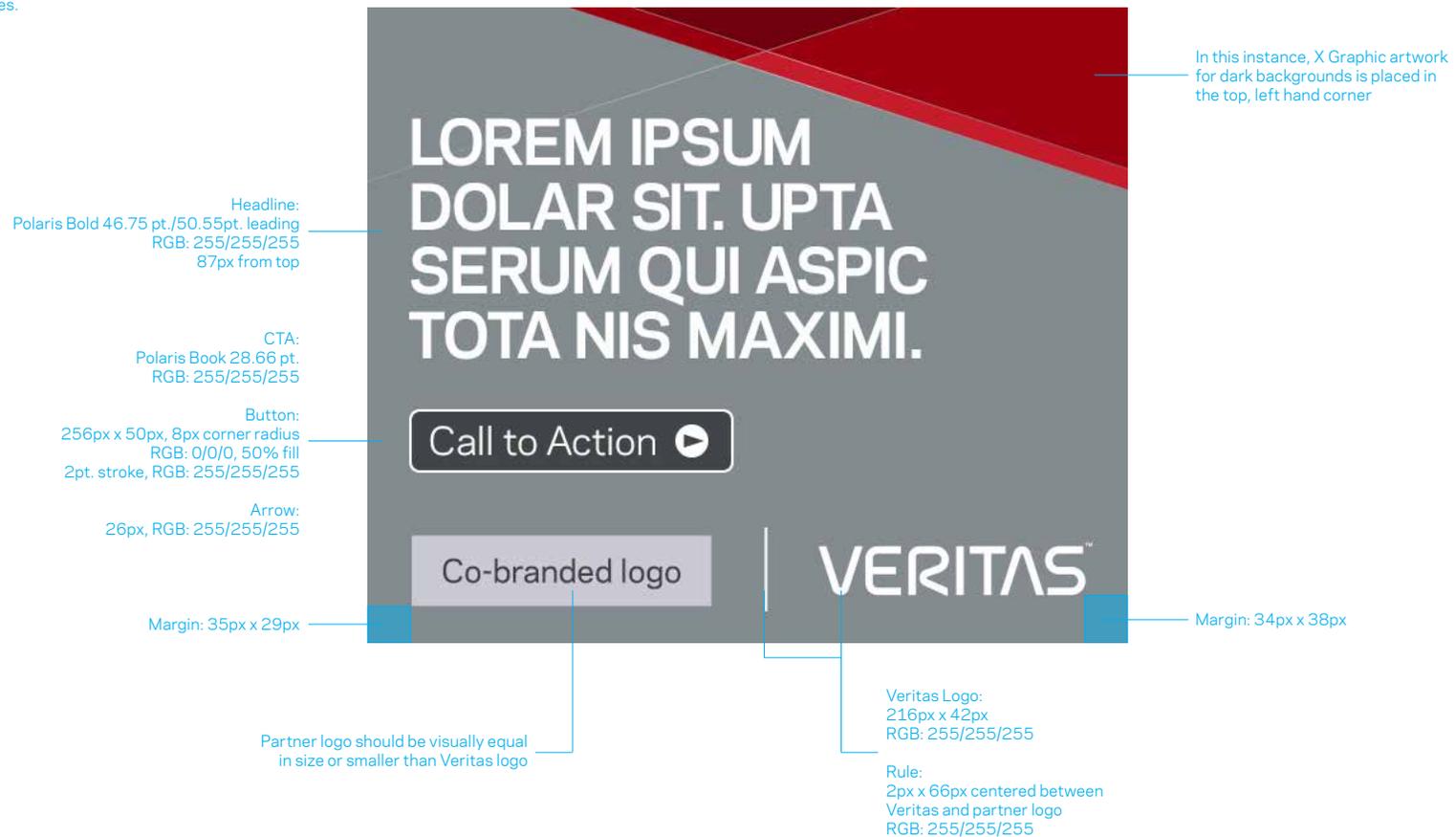
\*Static banner templates are built at 200%.  
Sizes below apply to the template and are  
not final output sizes.



# VERITAS-LED TEMPLATES

## STATIC BANNERS - 300 × 250 No Image

\*Static banner templates are built at 200%.  
Sizes below apply to the template and are  
not final output sizes.



# VERITAS-LED TEMPLATES

## STATIC BANNERS - 300 × 250 With Image

\*Static banner templates are built at 200%.  
Sizes below apply to the template and are  
not final output sizes.

In this instance, X Graphic artwork for dark backgrounds is placed in the top, left hand corner

Headline:  
Polaris Bold 46.75 pt./50.55pt. leading  
RGB: 255/255/255  
87px from top

CTA:  
Polaris Book 28.66 pt.  
RGB: 255/255/255

Button:  
256px x 50px, 8px corner radius  
RGB: 0/0/0, 50% fill  
2pt. stroke, RGB: 255/255/255

Arrow:  
26px, RGB: 255/255/255

Margin: 35px x 29px

Partner logo should be visually equal  
in size or smaller than Veritas logo

Veritas Logo:  
216px x 42px  
RGB: 255/255/255

Rule:  
2px x 66px centered between  
Veritas and partner logo  
RGB: 255/255/255

Margin: 34px x 38px

LOREM IPSUM  
DOLAR SIT. UPTA  
SERUM QUI ASPIC  
TOTA NIS MAXIMI.

Call to Action

Co-branded logo

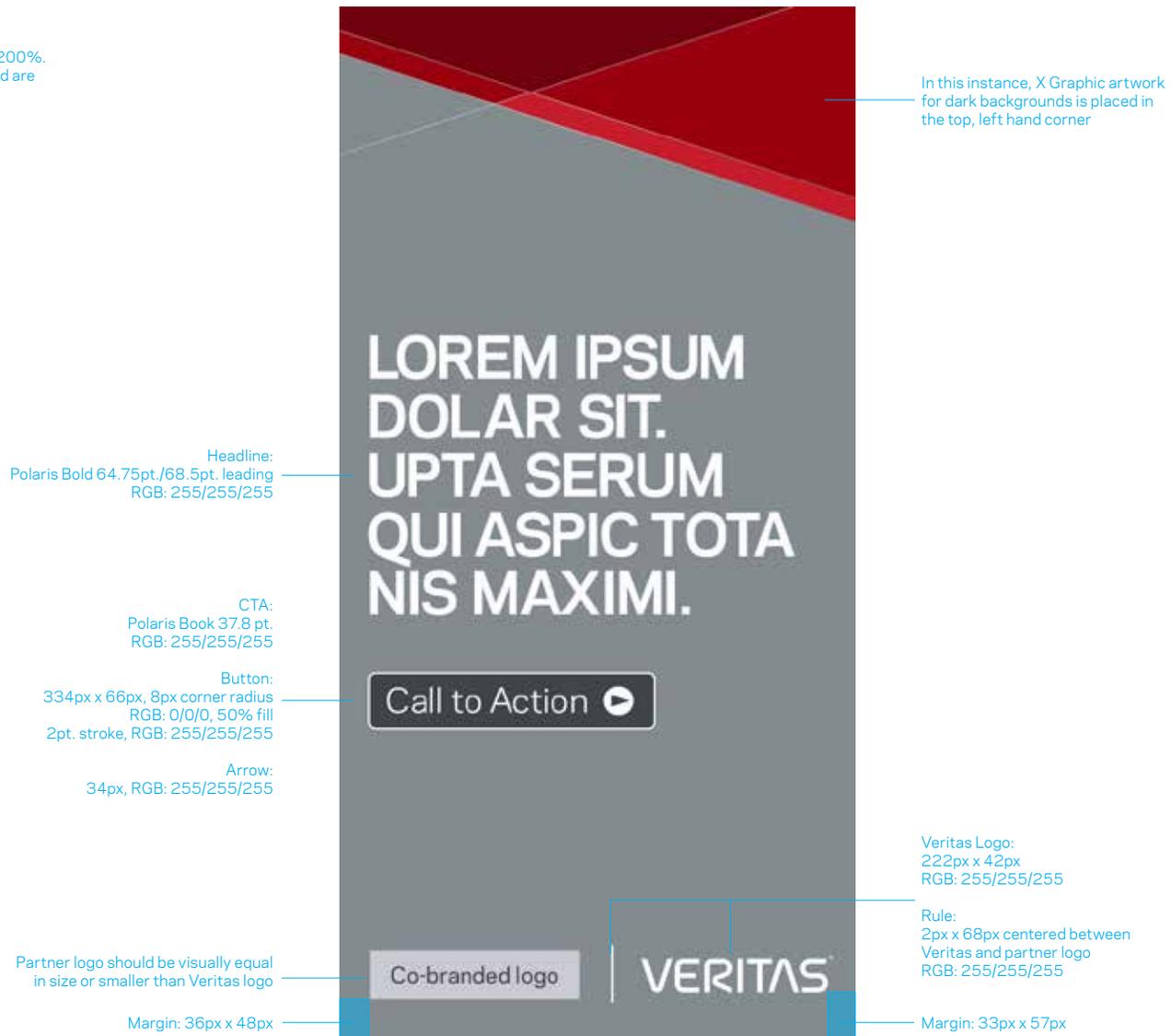
VERITAS

# VERITAS-LED TEMPLATES

## STATIC BANNERS - 300 × 600

### No Image

\*Static banner templates are built at 200%.  
Sizes below apply to the template and are  
not final output sizes.



# VERITAS-LED TEMPLATES

## STATIC BANNERS - 300 × 600 With Image

\*Static banner templates are built at 200%.  
Sizes below apply to the template and are  
not final output sizes.

In this instance, X Graphic artwork for dark backgrounds is placed in the top, left hand corner

Headline:  
Polaris Bold 64.75pt./68.5pt. leading  
RGB: 255/255/255

CTA:  
Polaris Book 37.8 pt.  
RGB: 255/255/255

Button:  
334px x 66px, 8px corner radius  
RGB: 0/0/0, 50% fill  
2pt. stroke, RGB: 255/255/255

Arrow:  
34px, RGB: 255/255/255

Veritas Logo:  
222px x 42px  
RGB: 255/255/255

Rule:  
2px x 68px centered between  
Veritas and partner logo  
RGB: 255/255/255

Partner logo should be visually equal  
in size or smaller than Veritas logo

Margin: 36px x 48px

Margin: 33px x 57px

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## THE VERITAS LOGO



VERITAS™

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The Veritas logo is the physical representation of our company in its simplest form. It is proprietary and it uniquely communicates our energy and positive trajectory. Each letter form reflects our heritage of openness and heterogeneity, and the logo as a whole reflects the solid and powerful agenda we have set for ourselves and the industry.

Because the logo unifies and strategically links all of our products, proper and consistent use as discussed in these guidelines is critical in all of its applications, from advertising and packaging to website branding and product promotion.

- The logo should be treated as a singular unit.
- The logo should be considered a picture, not a word.
- The logo should never be used in a communication title, headline, or sentence.
- The logo must not be redrawn or modified in any way. (Exceptions: If the signature is smaller than the minimum size, or if the signature is embossed/debossed, embroidered, engraved, or foil stamped in white, silver, or clear.)

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## CLEAR SPACE AND MINIMUM SIZE

Maintaining proper surrounding clear space ensures that the logo isn't crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown below. Keep all other text and graphic elements outside of this area.

---

### Clear space

The blue box illustrates the required minimum clear space surrounding the logo, where "x" is equal to 3/4 or 75% of the "X" height.



---

### Minimum size

Although it can be reproduced in a variety of sizes, do not reduce the logo smaller than the minimum size shown. Doing so will compromise its legibility and reproduction quality. The trademark has been intentionally removed at the smallest size for legibility.

0.1" (2.54mm/8 pixels) | VERITAS

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## BACKGROUND COLORS

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When positioning the logo on a colored background, the value of the background determines how the logo is used. When placed on a colored background, the logo should appear in VeriRed or reversed out to white.

### White background

The VeriRed logo is preferred when it is placed on a white background. Use the red, black, or silver logo for backgrounds that are equivalent to 20% black or lighter.

### VeriRed background

When the VeriRed color is desired as a background color, we recommend leveraging the reversed logo.

### Black background

The reversed logo is recommended when the background color is black.



---

## ALTERNATE BACKGROUND COLORS

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The Veritas logo may also appear on any color background as long as there is sufficient contrast between the logo and the background and the logo elements are not obscured. Place the logo in an area free of clutter or distracting patterns to ensure the legibility of the logo.

On light backgrounds, use the version of the logo in VeriRed. On dark backgrounds, use the reversed version of the logo.

When using colors other than those in the primary color palette, try to choose neutral light and dark tones for background colors that provide sufficient contrast to the logo.

Whenever the logo is placed on a color background, always ensure the center of the symbol is transparent and reveals the background color.

Blue background  
Use the red logo for backgrounds that are colored with the secondary gray palette.



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# PARTNER PROGRAM LOGOS

## TIERS



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# PARTNER PROGRAM LOGOS

## EXPERT PARTNER



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# PARTNER PROGRAM LOGOS

## PRINCIPAL PARTNER



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# PARTNER PROGRAM LOGOS

## SERVICES PARTNER



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## FREQUENTLY ASKED QUESTIONS

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1. Who is the first point of contact to get started on co-branding?

See contact information on following page.

2. Where do I find marketing deliverables that are appropriate to co-brand?

PartnerNet, Veritas's partner portal, is your primary resource for co-brandable marketing and demand-creation materials. All formats are included in an effort to make it as easy as possible for our partners to leverage and implement them. Additionally, Hot Topics and The Grid are available for Europe, the Middle East and Africa, Asia Pacific, and Japan area partners as well.

3. What is the difference between co-branding and co-marketing?

Co-branding is the joining of two or more brands for mutual benefit. Co-marketing focuses on two companies linking brands to go to market together and also jointly promoting each others' product for complementary benefit. Co-marketing is an ongoing initiative, whereas co-branding can be addressed with a set of guidelines.

If you are interested in an opportunity to co-market with Veritas, please contact the Partner Marketing Center (PMC) for more information.

4. My company would like to co-brand a Veritas white paper because we use Veritas technology. Is this acceptable?

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## FREQUENTLY ASKED QUESTIONS (continued)

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Showing your company's logo on a Veritas white paper insinuates that a third party supplied and/or contributed to the final content. Veritas highly recommends that unless your company has contributed explicitly to the content of the Veritas white paper, third party logos should not be displayed on copyrighted materials. For specific questions regarding this type of situation, contact your PMC.

5. Do I need to be a Veritas partner in order to co-brand?

Yes, authorization to co-brand materials using the Veritas logo is a privilege reserved for Veritas Partner Program members.

6. What partner contact details are permitted on co-branded materials?

Partners can include their name, email, website, and phone number for contact information.

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## CONTACT INFORMATION

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Email: [Partner\\_Marketing\\_Center@Veritas.com](mailto:Partner_Marketing_Center@Veritas.com)

### Hours & Phone Numbers

#### Americas

Operating Hours 7 a.m. to 5:30 p.m. (MST)  
USA and Canada +1 (877) 378-8030

EMEA: [Caroline.Garrett@veritas.com](mailto:Caroline.Garrett@veritas.com)

Operating Hours 9 a.m. to 5 p.m. (GMT)  
PMC Toll Free #

United Kingdom, Germany, Austria, Switzerland, France, Italy, Spain, Russia, and Belgium  
+00 800 224 26 635

All Other Countries +44 (0) 1844 393060

APJ: [pmc.apj@veritas.com](mailto:pmc.apj@veritas.com)

Operating Hours (based on SG/BJ time)  
CH/JP/KO/HK/MC/TW 9 a.m. to 6 p.m.  
ID/MY/PH/SG 9 a.m. to 6 p.m., TH: 10 a.m. to 7 p.m.  
India/Sri Lanka 11 a.m. to 8 p.m.  
ANZ 7 a.m. to 4 p.m.

PMC Toll Free #

Thailand, Malaysia, Philippines, and Singapore +001 800 2742 8848

HK, Korea +001 800 2742 8848

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## CONTACT INFORMATION (continued)

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China, Taiwan, and Macau +00 800 2742 8848

Japan +010 800 2742 884

India +000 800 440 2040

Indonesia +001 803 442 386

Australia +0011 800 274 288 48

New Zealand +00800 274 288 48

PartnerNet

For information regarding additional guidelines, please visit [PartnerNet](#).