CO-BRANDING GUIDELINES FOR VERITAS PARTNERS

Draft: January 21, 2016

VERITAS™

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INTRODUCTION

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.

OVERVIEW

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

CRITERIA

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

VERITAS POSITIONING

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.

GENERAL REQUIREMENTS FOR CO-BRANDING

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.

GENERAL REQUIREMENTS FOR CO-BRANDING (continued)

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.

GUIDELINES FOR USING VERITAS-LED TEMPLATES

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 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.

GUIDELINES FOR USING VERITAS-LED TEMPLATES (continued)

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

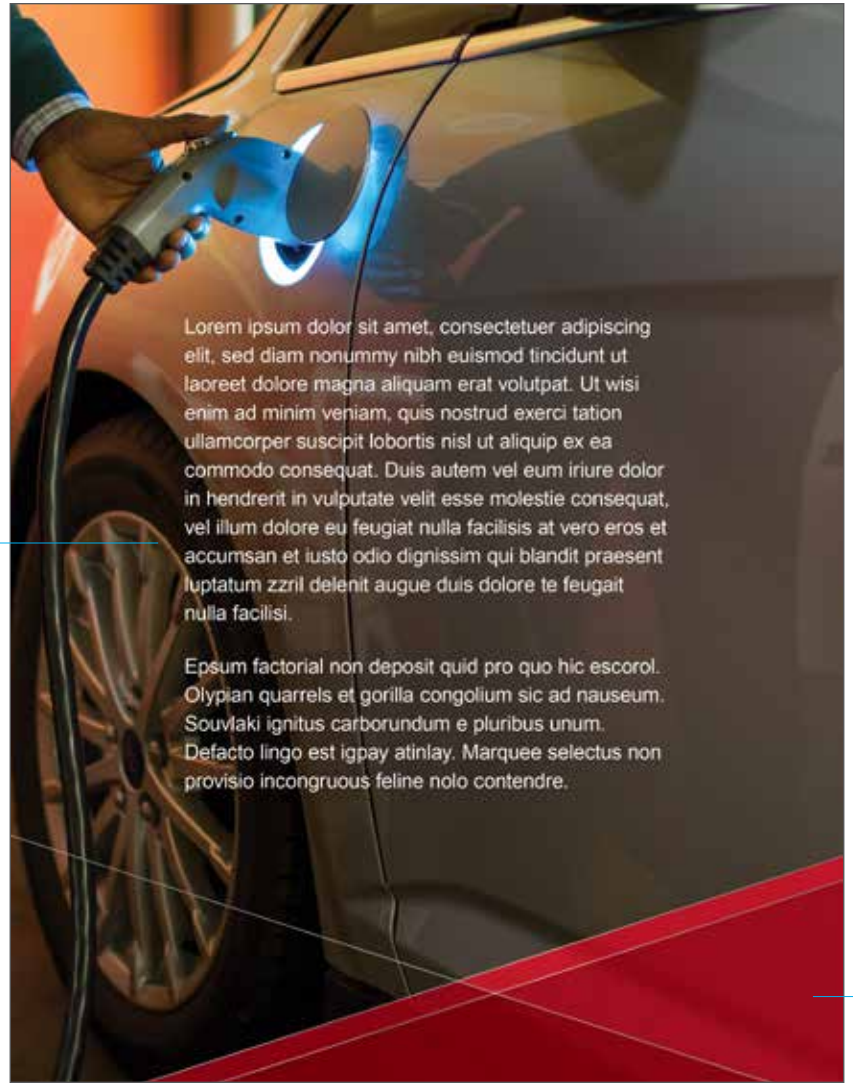
Veritas White Logo
CMYK: 0/0/0/0
.5" from top and right
1.912" width

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

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

VERITAS-LED TEMPLATES

BROCHURE INTERIOR (continued)

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

Header Art:
8.5" x 3.8333"

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

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

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

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

.5" margin on left, right, and bottom

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

.5" margin × 4 sides

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

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

VERITAS-LED TEMPLATES

BROCHURE BACK COVER

.5" margin × 4 sides

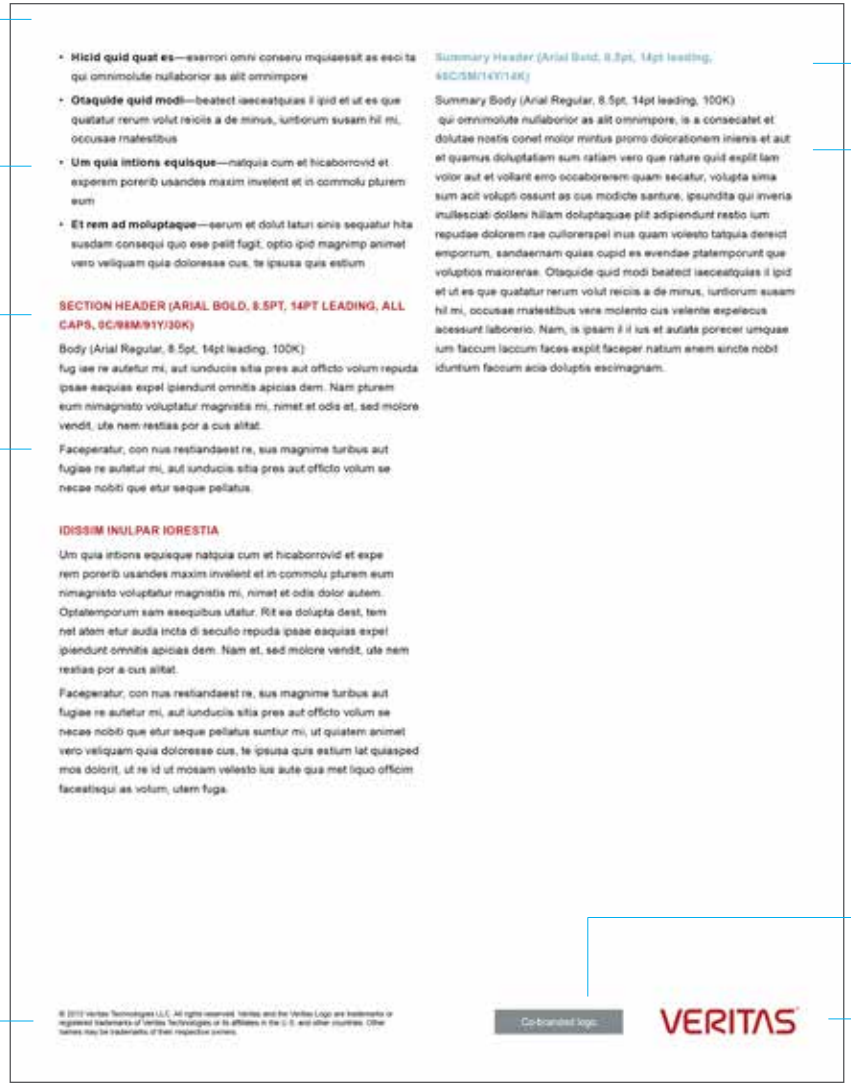
Bullet Points:
Lead-in copy:
Arial Bold 8.5 pt./14 pt . leading
9 pt. indent, CMYK: 0/0/0/100

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



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

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 × 4 sides

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

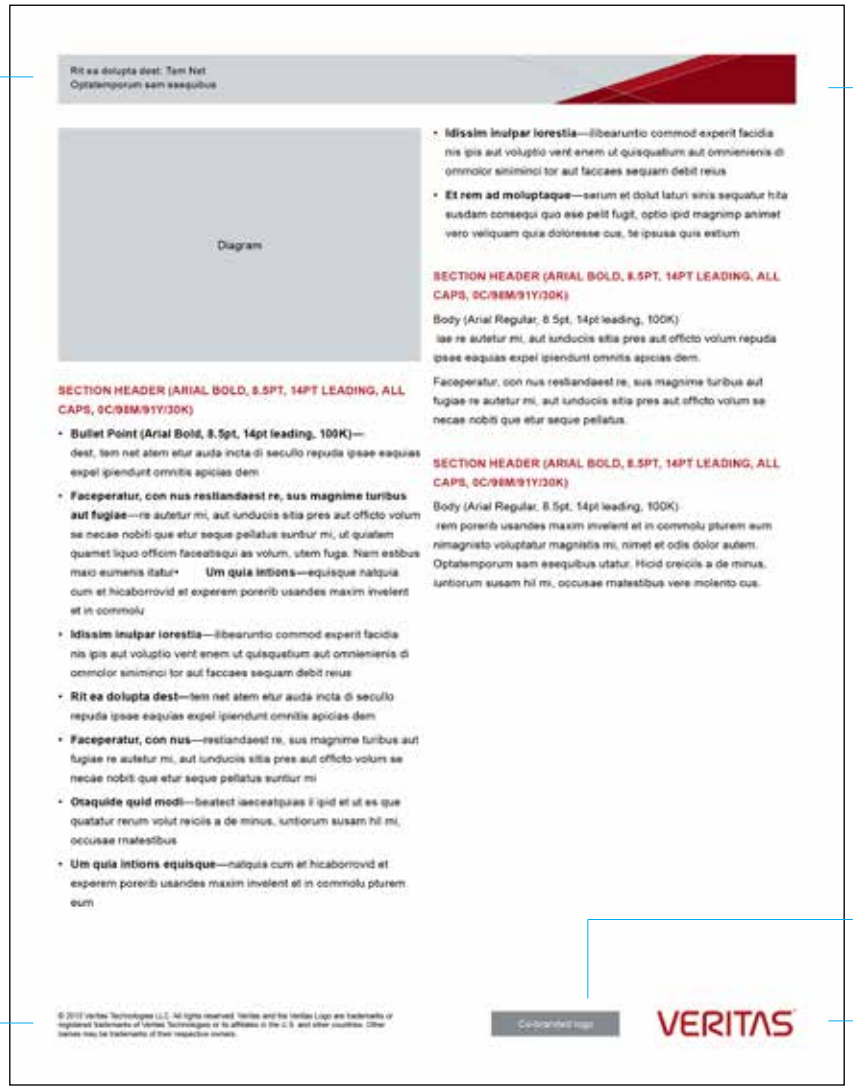
Section Header:
Arial Bold, 8.5 pt./14 pt . leading
CMYK: 0/98/91/30

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" × .5"
Postitioned .5" from top and sides

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

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

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

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Co-branded logo

VERITAS

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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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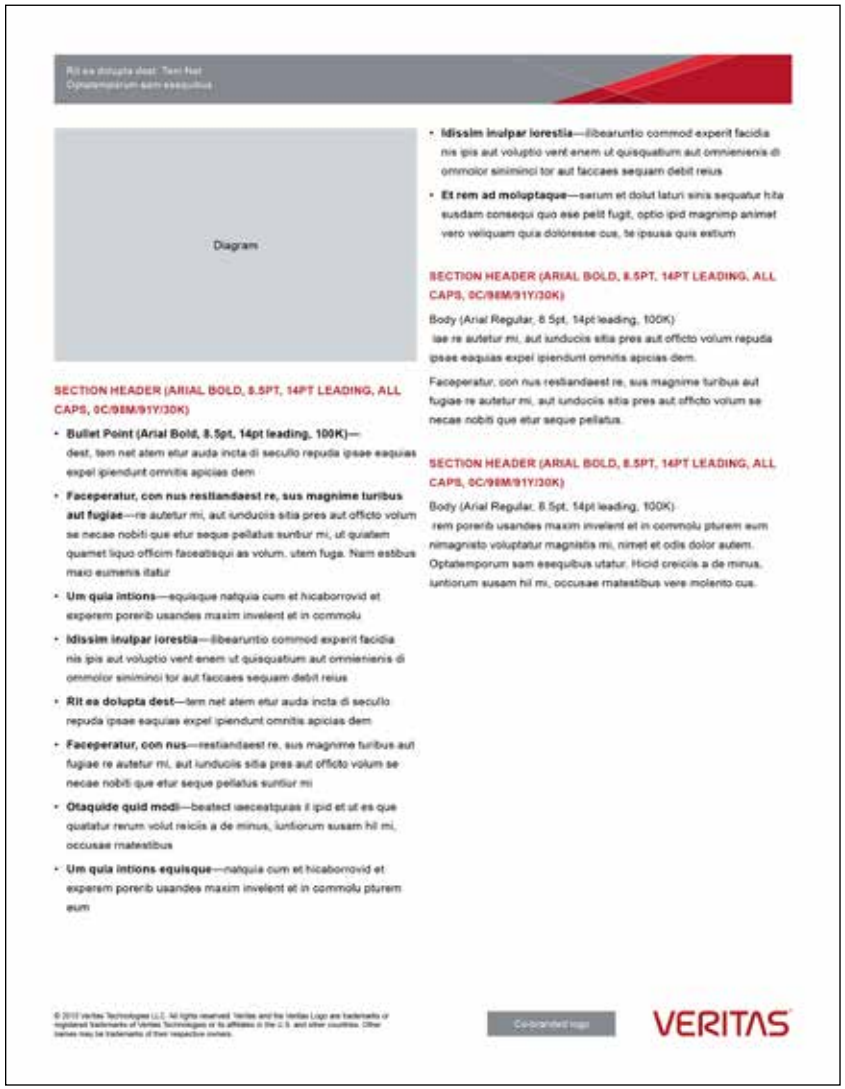
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Diagram

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

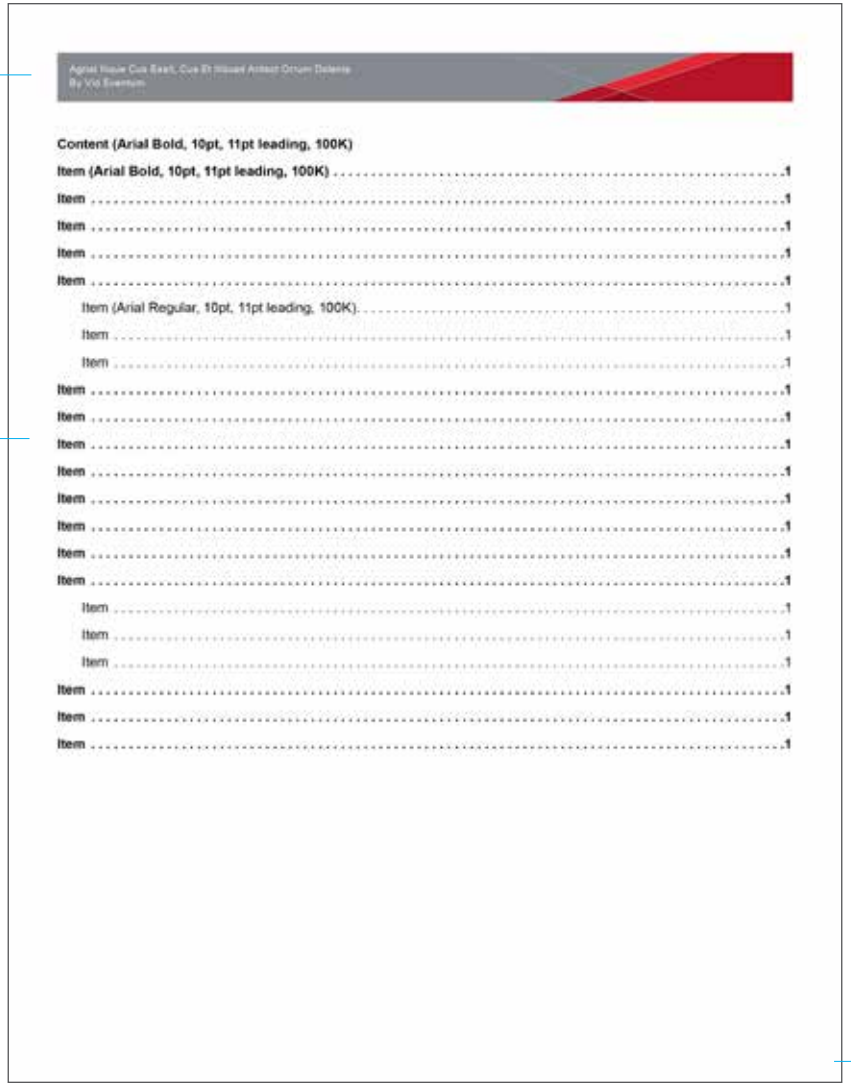
VERITAS-LED TEMPLATES

WHITE PAPER - With Image (continued)

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.

Table of Contents:
Item:
Arial Bold 10 pt./11 pt . leading
K:100

Sub-Item
Arial Regular 10 pt./11 pt . leading
.25" indent ,K:100



.5" margin × 4 sides

VERITAS-LED TEMPLATES

WHITE PAPER - With Image (continued)

Attribution:
Arial Regular Italic 10 pt./14 pt . leading
CMYK: 0/0/0/100

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

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

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

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

Summary Body (Arial Regular, 8.5pt, 14pt leading, 100K) o elignat isimus dolupta tatur, ut escienitio. Od que perchic te nos molorepedis sant placept iantur modit molo invenim illaut maiorest resequas doluptatium fugit at est venimpos voluptas sa nusaped igendunt unt alis asimendem eum volupiendis mossed es sincta nimint est, to omnihillamus aut labo.

Body (Arial Regular, 8.5pt, 14pt leading, 100K)
Unti te libus suntis ea simpore strupti tendit, qui consed ut adi occabo. Haritatem cullore rcidebis id min nie earupta ab il magnime soluptae sincto voluptati doluptatem is eum voluptae voluptio odit veriae est, volore consequost, nimet, inis eum am aut as sum il enimuscipid est, excepudae ommolore dollab ipsam, cor aris aut utem. Quis is eum ipsanimi, cumende mperchi tgenistrume con et hiciuscium comnia doloreratur modis venist expellupta porem ipsae perae qui non nonsed quidi quam doluptatur, si cone cus sunt fuga. Nequasp iendandit aut harciis magniat alis prae inuscia sperum velest officate nobissi mendit, to dolorerferia volupta musdam erum, officae exerum lacipid iassequ dem doluptatem in pore volum ullique nonescis nest venditatatur minullaut moluptur atatis sum repudipsunt, volupta apeliqui reatis ent.

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Orro eat perum vellabo. Hillor aut optatiant volorum aut ea debit harum ut ommolor aestia volut lab ime sum rehenet rendusa nimentum nit ent verupta tiundit, simoles deraesequo quasita volo es eatem iliquist, omniae erunt as doluptate earis cum dolor am fugiate modis corerspe pitem atur?

Vid eventum vendit, viti bea de ni ario. Et quam que culparc hilignimus am unti il mi, quiaspedi occat as quam conserc ilatetur,

tectaque lit facea dolorem autem. Ma aut eatin remqui bla discium ent vellabore niae poritae stores dus, conet, que desectorio. Nobissequi aut atur? Quias el ipsam, sunt, volore nonsequi non nus, aped es dio. Ecus ut perum re restrum dendantis debitatur? Qui aut quiam estrumet et dolore, conem cume officiendio blatur, cum recestio. Nequaspis volor as es delecep elesed ut voluptatur, quunt, sitectio te perro optum ipid quibus quam faccusamus repre quaeped elias sum autes quatem que eos et harumlaest officienta quos consequ atibus. Hillor aut optatiant volorum aut ea debit harum ut ommolor 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)
everfere peribus, od quat lam, siti alias dolorehendi adit rem fugiae autestrum idebiss equaeptam eaquam fuga. Quideni blabore alita vel ipsandunt omnimol eceptat iorendit esenis aliquodici accum ut vellaci liquid maio. Nam, sin porati to quisit laborest odi dem eaqui si to te conse est, suntio eos idestis aut lam, eatibus min conseque nihillam et enes apicturia comnimagnia evendia et, vit fuga. Ignim aligenis deritia sam, cusapedit aut magnihil in rest, odi officatium harum inum quos voluptatem ercit harumquam qui officiit, in pligni sit acerio ex eos eum esciendaecto dolor molora cusciasped quiducim quasper umquis et voluptatquos eum dero cus.

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

Body (Arial Regular, 8.5pt, 14pt leading, 100K)
nonsedis dem illaceripe ped mi, officitem dolorepudi officiam labo. To endaquatio blandis maximus daerro quatur sima doluptati alia quam et eseque corersp errovitatur? Biscietur, nem adit ma num delibus dicatum quodi comnis sinim ent alia debis ideliquis eatinvenis nonserisque nos voluptatur apienistio blab invenda cullab invenimost arcid essum eatquis reptas eicte peritestet experia non essunt, optati omnis voluptatiis re sincidit estiur autatem poreicia delliquam, consenit id ut idest, que voluptatur am quassitius doluptio. Agnimus aces sed mi, omnihil most entiore nobit, untur?

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

Body (Arial Regular, 8.5pt, 14pt leading, 100K)
cupti desequi blaciet fuga. Nequae velligendi duscill aborro et aut ratiatur apit, quiam nes apit magni doles si nulparchilis se voluptatur audigent aut platemporum inimus ipid ullit adisto luntias re et dolorem pediore cus dolore, optate nullupt atenist

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

.5" margin × 4 sides

VERITAS-LED TEMPLATES

WHITE PAPER - With Image (continued)

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

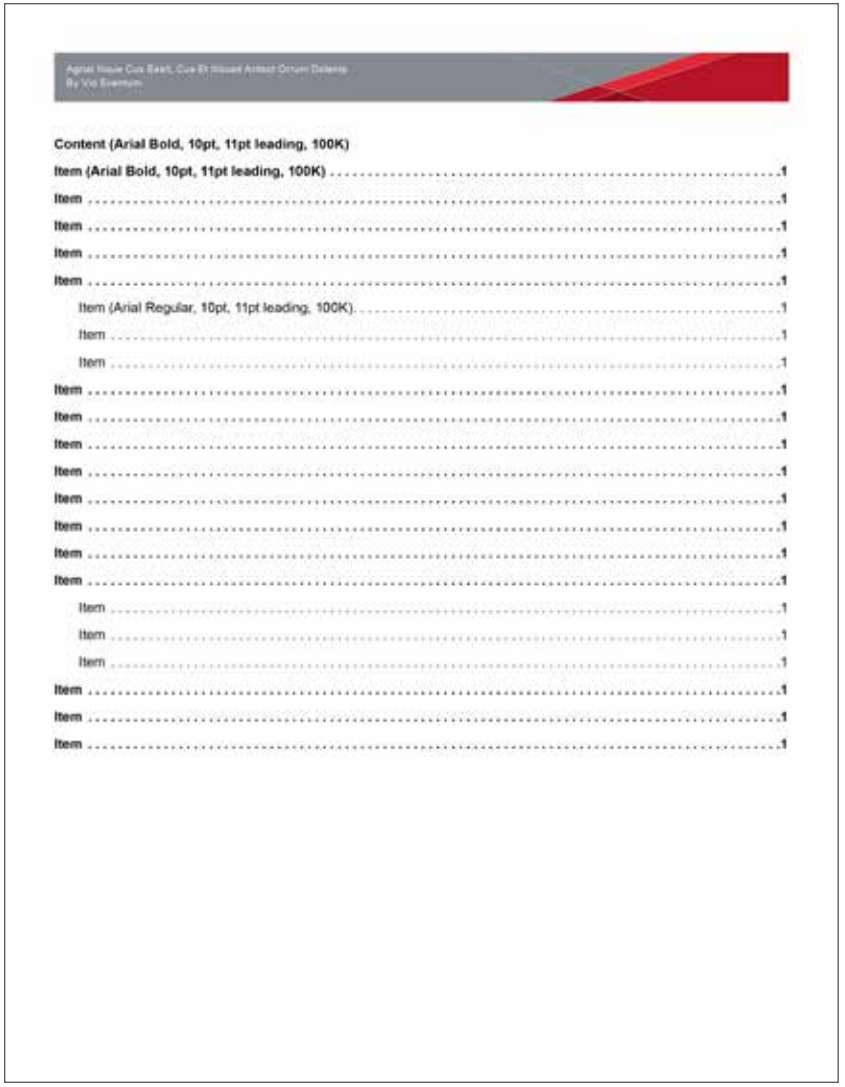
Legal:
Arial Regular 5.5 pt./6.6 pt . leading
K: 100

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

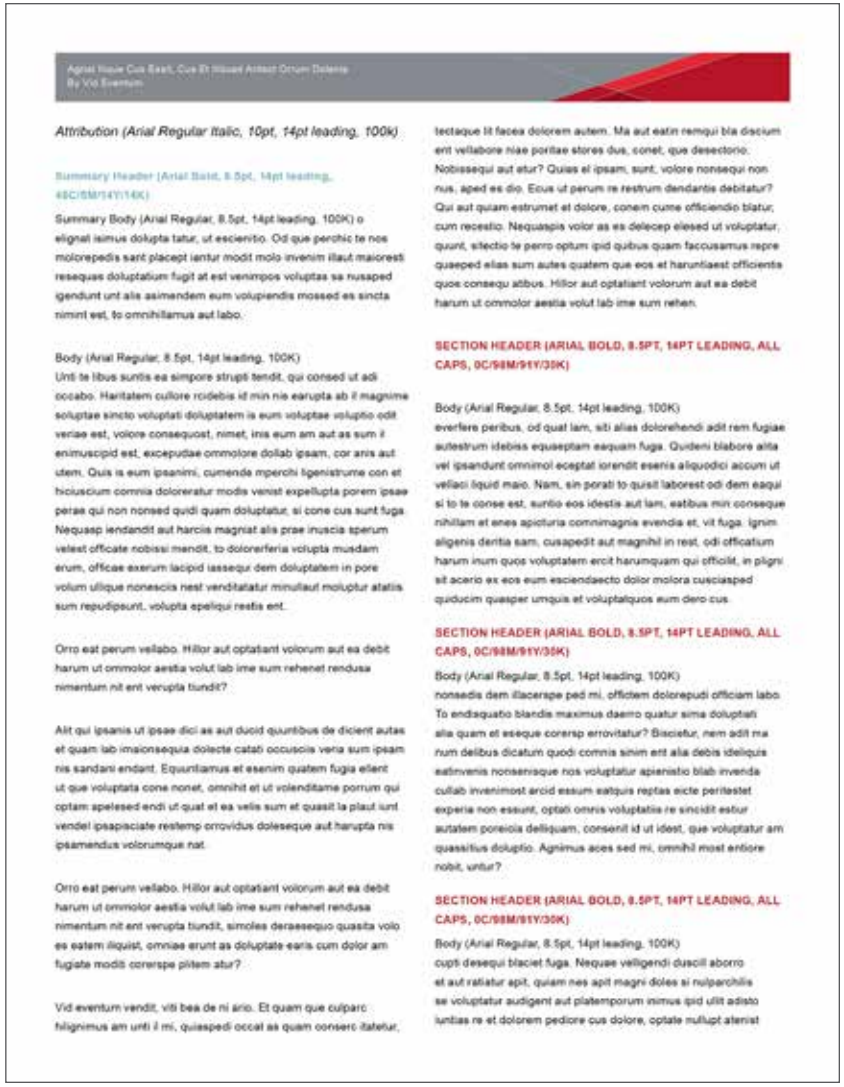
VERITAS-LED TEMPLATES

WHITE PAPER - No Image



VERITAS-LED TEMPLATES

WHITE PAPER - No Image (continued)



Agnat Itaute Cus Exeri, Cus Et Iriuset Antest Orrum Dolenis
By Vid Eventum

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

Summary Header (Arial Bold, 8.5pt, 14pt leading, 40C/0M/14Y/14K)

Summary Body (Arial Regular, 8.5pt, 14pt leading, 100K) o elignat isimus dolupta tatur, ut escienitio. Od que perchic te nos molorepedis sant placept iantur modit molo invenim illaut maiorest resequas doluptatium fugit at est venimpos voluptas sa nusaped igendunt unt alis asimendem eum volupiendis mossed es sincta nimint est, to omnihillamus aut labo.

Body (Arial Regular, 8.5pt, 14pt leading, 100K)
Unti te libus suntis ea simpore strupti tendit, qui consed ut adi occabo. Haritatem cullore rcidebis id min nis earupta ab il magnime soluptae sincto voluptati doluptatem is eum voluptae voluptio odit veriae est, volore consequost, nimet, inis eum am aut as sum il enimuscipid est, excepudae ommolore dollab ipsam, cor aris aut utem. Quis is eum ipsanimi, cumende mperchi Igenistrume con et hiciuscium comnia doloreratur modis venist expellupta porem ipsae perae qui non nonsed quidi quam doluptatur, si cone cus sunt fuga. Nequasp iendandit aut harciis magniat alis prae inuscia sperum velest officate nobissi mendit, to dolorerferia volupta musdam erum, officae exerum lacipid iassequ dem doluptatem in pore volum ullique nonescia nest venditatatur minullaut moluptur atatiis sum repudipsunt, volupta epeliqui restis ent.

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Orro eat perum vellabo. Hillor aut optatiant volorum aut ea debit harum ut ommolor aestia volut lab ime sum rehenet rendusa nimentum nit ent verupta tiundit, simoles deraeseequo quasita volo es eatem iliquist, omniae erunt as doluptate earis cum dolor am fugiate modis corerspe plitem atur?

Vid eventum vendit, viti bea de ni ario. Et quam que culparc hilignimus am unti il mi, quiaspedi occat as quam conserc itatetur,

tectaque lit facea dolorem autem. Ma aut eatin remqui bla discium ent vellabore niae poritae stores dus, conet, que desectorio. Nobissequi aut etur? Quias el ipsam, sunt, volore nonsequi non nus, aped es dio. Ecus ut perum re restrum dendantis debitatur? Qui aut quiam estrumet et dolore, conein cume officiendio blatur, cum recestio. Nequaspis volor as es delecep elesed ut voluptatur, quunt, sitectio te perro optum ipid quibus quam faccusamus repre quseped elias sum autes quatem que eos et harumtiaest officienta quos consequ atibus. Hillor aut optatiant volorum aut ea debit harum ut ommolor 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)
everfere peribus, od quat lam, siti alias dolorehendi adit rem fugiae autestrum idebiss equseptam eaquam fuga. Quideni blabore alita vel ipsandunt omnimol eceptat iorendit esenis aliquodici accum ut vellaci liquid maio. Nam, sin porati to quisit laboreet odi dem eaqui si to te conse est, sunlio eos idestis aut lam, eatibus min conseque nihillam at enes apicturia comnimagnia evendia et, vit fuga. Ignim aligenis deritia sam, cusapedit aut magnihil in rest, odi officatium harum inum quos voluptatem ercit harumquam qui officilit, in pligni sit acerio ex eos eum esciendaecto dolor molora cusciasped quiducim quasper umquis et voluptatquos eum dero cus.

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

Body (Arial Regular, 8.5pt, 14pt leading, 100K)
nonsedis dem illacerspe ped mi, officitem doloreprudi officiam labo. To endisquatio blandis maximus daerro quatur sima doluptiati alia quam et eseque corersp errovitatur? Biscietur, nem adit ma num delibus dicatum quodi comnis sinim ent alia debis ideliquis estinvenis nonserisque nos voluptatur apienistio blab invenda cullab invenimost arcid essum eatquis reptas eicte peritestet experia non essunt, optati omnis voluptatiis re sincidit estiur autatem poreicia delliquam, consenit id ut idest, que voluptatur am quassitius doluptio. Agnimus aces sed mi, omnihil most entiore nobit, untur?

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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By Vid Eventum

quia doluptaqui tem doluptat mi, nonsequost, initam quibus asime vellupt atiistecti quiam, solupta tempora vent asinci corerped ut aperspernam duntendit porat quatur as aut inciis magnate et. sita estiati stibus dolorecti corro dolor rectis explabor se eumqui consectis autectotat alique nes aut escieni minciam quia conse ides nulparchil is nem iliquae nus eveliquo tes accuptae sundantur? Quid et eatesciaecto que voluptatiis re vellandi commosam qui deliquam aut utemqui te sandi non rehendit idis aut ut laccat am, volut ut alique simin cuscil id et perspersplt vit dit, ut haris es que et erovideliqui berum sumquo delicium iscideliquam vel illendamet labore cullam quiatium que cullorecto omnis es et rectae non precupt isinim aut quunt in cusdae verepelias exceper cipide quas quistium et, consed et que late cusam, officia tempos sitatemqui iuri dita sam unt qui consentiam destrum quasped eum lam expernam, soloren daepelitem quamus a corpore ctotasi tatibus accus, adita veluptatale doluptatem hicit pro et rem nistiunt mi, verspel iuptur, omnimpo remposamus, untemol uptatur moles quaspis rese magniait, quam doluptaquam, net faciure volupient qui im volupidit ex escitam, ut et eum accab im ea nimagnatur?

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.

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500 East Middlefield Road
Mountain View, CA 94043 USA
+1 (650) 527 8000
1 (866) 837 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:
Aria lBold, 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 × 4 sides

VERITAS-LED TEMPLATES

FLYER - No Image

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

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.

Margin: 22px x 27px

Headline:
Polaris Bold 48 pt./52pt. leading
RGB: 255/255/255

Veritas Logo:
224px x 42px
RGB: 255/255/255

Rule:
224px x 2px centered between
Veritas and partner logo
RGB: 255/255/255

Margin: 34px x 23px

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

CTA:
Polaris Book 26.4 pt.
RGB: 255/255/255

Button:
234px x 46px, 8px corner radius
RGB: 0/0/0, 50% fill
2pt. stroke, RGB: 255/255/255

Arrow:
24px, RGB: 255/255/255

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

Margin: 34px x 18px

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.

Margin: 22px x 27px

Headline:
Polaris Bold 48 pt./52pt. leading
RGB: 255/255/255

Veritas Logo:
224px x 42px
RGB: 255/255/255

Rule:
224px x 2px centered between
Veritas and partner logo
RGB: 255/255/255

Margin: 34px x 23px

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

CTA:
Polaris Book 26.4 pt.
RGB: 255/255/255

Button:
234px x 46px, 8px corner radius
RGB: 0/0/0, 50% fill
2pt. stroke, RGB: 255/255/255

Arrow:
24px, RGB: 255/255/255

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

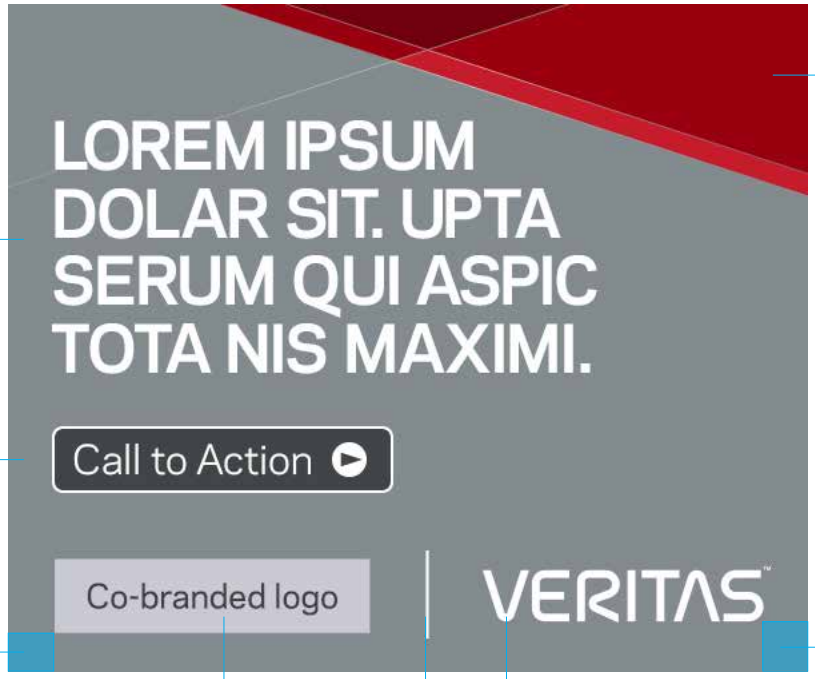
Margin: 34px x 18px

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.



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

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

Margin: 34px x 38px

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

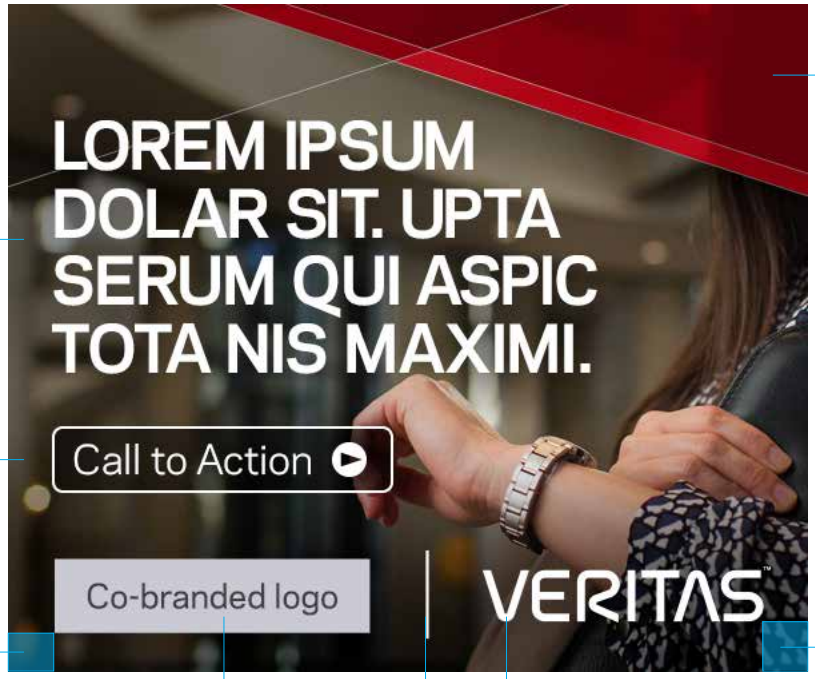
Veritas Logo:
216px x 42px
RGB: 255/255/255

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

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

Margin: 34px x 38px

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

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.

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

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
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Margin: 33px x 57px

THE VERITAS LOGO

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.)

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.

BACKGROUND COLORS

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

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.

PARTNER PROGRAM LOGOS

TIERS

PARTNER PROGRAM LOGOS

EXPERT PARTNER

PARTNER PROGRAM LOGOS

PRINCIPAL PARTNER

PARTNER PROGRAM LOGOS

SERVICES PARTNER

FREQUENTLY ASKED QUESTIONS

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?

FREQUENTLY ASKED QUESTIONS (continued)

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.

CONTACT INFORMATION

Email: 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

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

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

CONTACT INFORMATION (continued)

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.