

**SOFTLAYER<sup>®</sup>**

Primary Signature

**SOFTLAYER<sup>®</sup>**

Icon Signature



## Our Logo: Configuration

The configurations shown above are the only authorized signatures for SoftLayer Technologies. These are to be used for all promotional and other normal identity functions. The logo typeface is Bank Gothic.

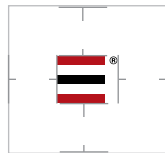
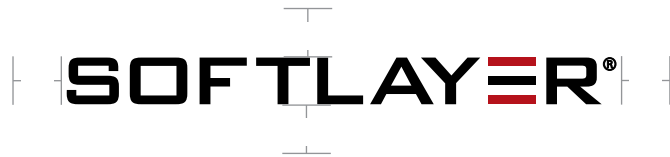
**Primary Signature:** This version is to be used in all instances except where prohibited by space limitations.

**Icon Signature:** This is authorized only on an exception basis where the use of the primary version would result in substantially reduced identity for the organization. The icon signature should only be used when the primary signature can also be seen somewhere within the communication.

The signature of SoftLayer Technologies consists of a symbol (the three bars) and logotype (typography for “SoftLayer”). Together, they form the primary visual element of SoftLayer’s identity. The signatures should appear exactly as shown in these guidelines; the elements, proportions and relationships never change.

If you have any questions concerning appropriate use of the signature, please contact SoftLayer’s Marketing Department at [marketing@softlayer.com](mailto:marketing@softlayer.com) or (214) 442-0600.

x =  SOFTLAYER®



## Our Logo: White Space

The signature is the essential part of any SoftLayer communication. Its impact and importance must be considered at the beginning of the design process for any visual communication format. To ensure its clarity and importance, adequate space must be left around the signature.

Above, the minimal white space (noninterference space) is indicated for each signature. To measure the appropriate white space, measure the height of the logotype and apply that distance as shown. However, whenever possible, the addition of white space increases legibility and distinction to the signature.

---

Primary Signature Minimum Size



---

Icon Signature Minimum Size



---

## Our Logo: Size

The minimum print sizes of the signature logos are displayed above.

Primary Signature Minimum Size Width: 1.5"

Icon Signature Minimum Size Width: .25"

1. Primary Signature  
2/color, 4/color or RGB



2. Primary Signature  
Reverse 2/color, 4/color or RGB



3. Primary Signature  
Black



4. Primary Signature  
Reverse Black



5. Icon Signature  
2/color, 4/color or RGB



## Our Logo: Signature Color

Color is a vital element in signature identification. To ensure recognition of the identity, color must be used correctly and consistently. These color combinations apply to the Primary and Icon signatures.

Diagram 1: PMS 1807  
(100 Magenta, 96 Yellow, 28 Black)  
(181 Red, 17 Green, 27 Blue)

Every effort should be made to use a 2/color, 4/color or RGB signature in all communications.

Primary Signature (1/color versions) should never appear within field other than black or white.

Icon signature should never be used as 1/color or reverse black.

All trademarks, notices, i.e. ™ or ®, should be used as set forth by SoftLayer.  
The SoftLayer marks should not be manipulated or modified in any way, and only the downloadable logos found at [www.softlayer.com](http://www.softlayer.com) should be used.

If you have any questions concerning appropriate use of the logos, please contact SoftLayer's Marketing Department at [marketing@softlayer.com](mailto:marketing@softlayer.com) or (214) 442-0600.

# Typography

## TYPEFACE

SoftLayer Technologies employs Arial as the primary typeface for external communications.

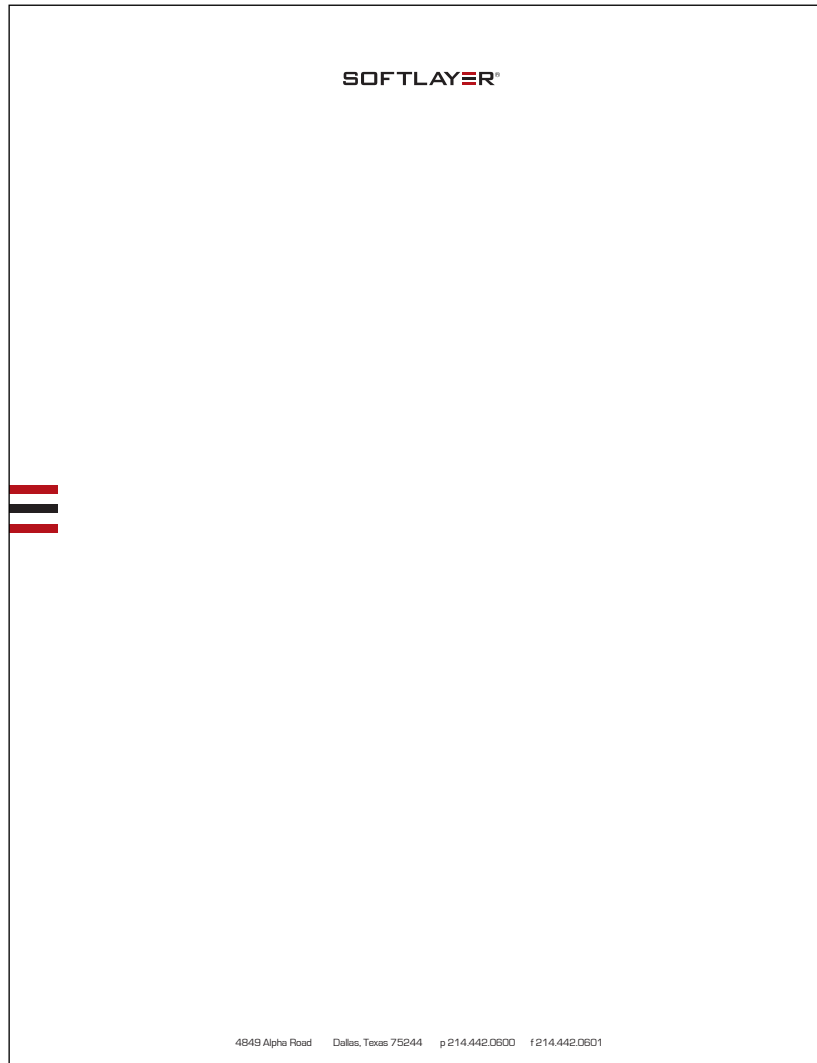
The font is highly legible and are appropriate for general correspondence, e-mail, online content, and text-heavy documents. DO NOT use use condensed or extended versions of this typeface for any communications.

## ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

# Logo Applications

The following pages show how the SoftLayer logo is used in a variety of applications, from letterhead and envelopes to business cards, apparel and more.

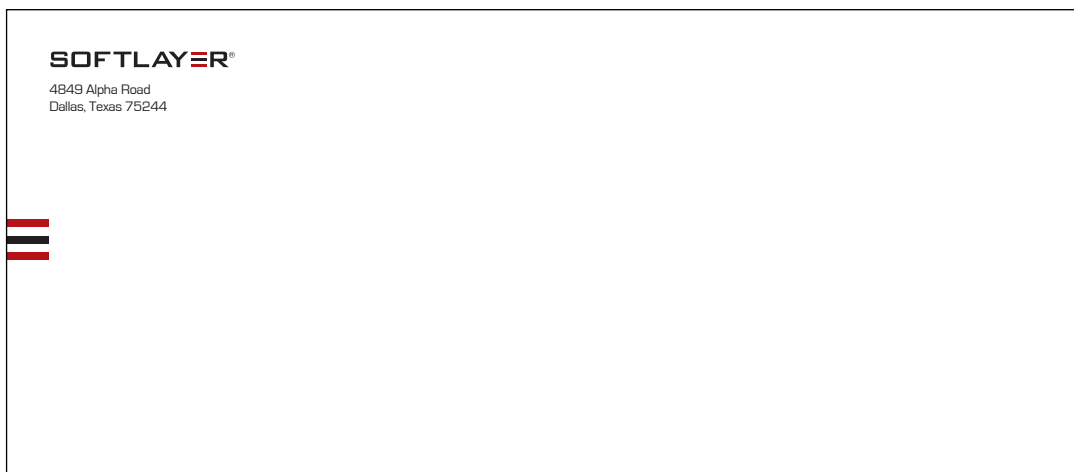


## Stationery

### LETTERHEAD

The above is an example of how the SoftLayer Technologies logo is correctly applied to letterhead.

The secondary typeface used within the stationery package is Eurostile.  
This is the only instance where Eurostile may be used for communications.



## Stationery

### ENVELOPES

The above is an example of how the SoftLayer Technologies logo is correctly applied to a business envelope.

The secondary typeface used within the stationery package is Eurostile. This is the only instance where Eurostile may be used for communications.



## Stationery

### BUSINESS CARDS

The above is an example of how the SoftLayer Technologies logo is correctly applied to business cards.

The secondary typeface used within the stationery package is Eurostile.  
This is the only instance where Eurostile may be used for communications.



## Stationery

### MAILING LABELS

The above is an example of how the SoftLayer Technologies logo is correctly applied to mailing labels.

The secondary typeface used within the stationery package is Eurostile. This is the only instance where Eurostile may be used for communications.

Your Name  
Title  
yourname@softlayer.com  
xxx.xxx.xxxx direct  
xxx.xxx.xxxx cell  
866.398.7638 toll-free  
xxx.xxx.xxxx fax

**SOFTLAYER®**

4849 Alpha Road  
Dallas, Texas 75244  
<http://www.softlayer.com>  
[www.twitter.com/softlayer\\_news](http://www.twitter.com/softlayer_news)

## Stationery

### EMAIL SIGNATURES

The above is an example of how the SoftLayer Technologies logo is correctly applied to email signatures.

Type should be black (except for hyperlinks), san-serif for universal applications, and 10 pt.

Please contact SoftLayer's Marketing Department at [marketing@softlayer.com](mailto:marketing@softlayer.com) or (214) 442-0600 for appropriate logo to use.



## Apparel

### EMPLOYEE APPAREL

The above is an example of how the SoftLayer Technologies logo was applied to employee apparel.



## Apparel

### EMPLOYEE APPAREL

The above is an example of how the SoftLayer Technologies logo was applied to employee apparel.



## Apparel

### EMPLOYEE APPAREL

The above is an example of how the SoftLayer Technologies logo was applied to employee apparel.



## Apparel

### EMPLOYEE APPAREL

The above is an example of how the SoftLayer Technologies logo was applied to employee apparel.



## Apparel

### EMPLOYEE APPAREL

The above is an example of how the SoftLayer Technologies logo was applied to employee apparel.



## Apparel

### EMPLOYEE APPAREL

The above is an example of how the SoftLayer Technologies logo was applied to employee apparel.

# Product Development

The following pages show how the SoftLayer logo is applied in product development.

Individual products can be branded and identified with the three-bar icon used in conjunction with the supporting logo typeface. These communications are considered secondary to the primary logo signature, and should be always be used in conjunction with the primary logo signature.

---

1. Primary Signature  
2/color, 4/color or RGB



SOFTLAYER® DEVELOPMENT NETWORK

---

2. Secondary Signature  
2/color, 4/color or RGB



SLDN™

---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications. The secondary signature should only be used when space does not allow.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to us the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



CLOUDLAYER™ COMPUTING

---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to us the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to us the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



BARE METAL CLOUD

---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to us the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

- 
1. Primary Signature  
2/color, 4/color or RGB



---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

- 
1. Primary Signature  
2/color, 4/color or RGB



---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to us the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.

---

1. Primary Signature  
2/color, 4/color or RGB



---

## Product Development

The above is an example of how the SoftLayer Technologies logo was applied to cross-branded products. Every effort should be maintained to use the primary signature in communications.

The same color dynamics, white space, and proportions apply to product signatures. If you have any questions regarding appropriate use of these signatures, please contact the SoftLayer Communications Department.