PRESIDIO®

Brand Guidelines

VERSION 2.0

Welcome

INTRODUCTION

The purpose of these guidelines is to help you bring the Presidio brand to life. The following pages explain what our brand stands for and contains tools to translate our brand strategy into concrete, coherent brand communications. Our collective goal is to create stand out brand experiences that consistently and effectively express our brand to the outside world. These guidelines will enable you to do just that.

THE VALUE OF BRAND

Our brand is our promise to the world. When we all share one common understanding of our promise and how we deliver it, we can bring that promise to life in the brand experience. Our communications become clearer and more consistent. Our audiences understand us better. Our brand becomes more ingrained internally, and we build brand equity and brand loyalty among all of our audiences.

USING THIS GUIDE

Every brand experience we create – from product sheets to phone calls to trade show booths – is an opportunity to express and reinforce the Presidio brand. The elements outlined in this document are designed to help you achieve your individual communications goals while also painting a clear, consistent picture of our brand.

Our Brand Aesthetic

The following pages will give you more information about the tools we'll use to build the Presidio brand through our communications.

Our brand toolbox includes our logo, color palette, typography, photography, graphic elements and contextual examples. Individually, no one visual component tells the complete story of our brand. However, when all of the elements come together successfully, they work as a whole to create a powerful and consistent brand experience.

01

Logo

Logo Type

PRESIDIO®

PRESIDIO LOGO
The Presidio logo, characterized by boldness and confidence, sits at the center of our look and feel. As a sign off, our logo can be used consistently to mark our communications. Furthermore, as a design element, our logo is more flexible when it is used as a design element to add visual interest to our collateral.

The Presidio logo has not been changed, but has been updated to include a version that uses the core blue from our primary color palette.

The ® symbol on the Presidio Logo has been sized appropriately for most applications; however, if you reduce the size of the logo, you may need to enlarge the ® for it to be legible. Likewise, if you enlarge the logo significantly, you may need to reduce the size of the ® so that it doesn't become a distraction.

TRADE MARK
PRESIDIO is a U.S. registered trademark and is a protected brand asset. Proper use of the Presidio trademark in promotional, advertising, instructional or reference materials reinforces the brand and prevents the trademark from becoming diluted or generic.

PROPER USE OF THE TRADEMARK
The Presidio trademark should be used as an adjective to modify a noun that is a generic name of a product or service. The Presidio trademark should never be used as a verb or in plural or possessive form.

Correct: Presidio Digital Infrastructure solutions help make existing IT infrastructure more efficient.

Incorrect: Presidio Digital Infrastructure helps make existing IT infrastructure more efficient.

Correct: Media clients utilize Presidio services.

Incorrect: Media clients utilize Presidio.

USAGE OF ® AND TM SYMBOLS IN THE UNITED STATES AND OTHER COUNTRIES
The ® symbol should be used in the United States. For all other countries, please use the TM symbol. The ® or TM symbols should appear on the first mention of PRESIDIO when in written content, but does not have to appear after the first mention.

Example (for use in the United States): The Presidio® IT solutions assist clients in harnessing technology innovation. These Presidio services enable thousands of middle market, enterprise and government clients to take advantage of new revenue streams.

"PRESIDIO" AS A TRADE NAME
A trade name is a business name of a company and differs from a trademark. If "Presidio" is used as a substitute for Presidio, Inc., it is being used as a trade name. A trade name is a noun and can be used in the possessive and does not need to be followed by a generic noun. The ® and TM symbols should not appear when "Presidio" is used as a trade name or appears as part of the full corporate name.

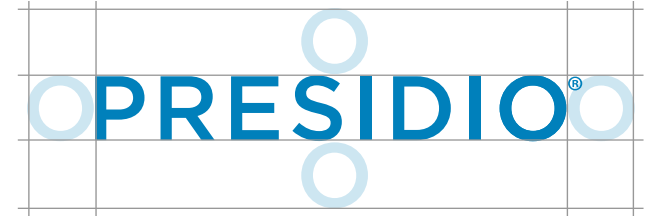# Logo Type | Acceptable Colors & Spacing

PRIMARY COLOR USAGE

PRESIDIO®

PRESIDIO®

PRESIDIO BLUE

SECONDARY COLOR USAGE

PRESIDIO®

PRESIDIO®

PRESIDIO GRAY

PRESIDIO®

PRESIDIO®

DARK GRAY

CLEAR SPACE
The logo's clear space is defined by the measurement "O," where x is equal to the height of the Presidio logo. The minimum amount of clear space required is the O height around all sides of the logo. The Presidio Aesthetic does allow for use of the logo flush against page edges. However, the following clear space guidelines should generally be followed, especially in the cases when our logo appears beside one of our partners' logos.

MINIMUM SIZE
When sizing the logo, the length of the entire logo should never be less than 1" in total length, or 203 px wide by 27 px high for web.

FAVICON FOR WEB ℗

Logo Type | Layout Spacing

The Presidio masterbrand logo must always be isolated by itself. No exceptions.

Labeling external marketing assets by division, IP, offerings, BU or organization is not permitted.

ACCEPTABLE

PRESIDIO®

Subcategories can be determined by pillar, capability, solution or customer requirement. Any subcategory designation must be represented in plain text with sufficient separation from the masterbrand logo. Below are examples of acceptable and unacceptable subcategory placements in relationship with masterbrand.

ACCEPTABLE

Header - Subcategory name must be on opposite side of masterbrand

PRESIDIO®   *Cybersecurity*

Banner - Subcategory name must be in banner below masterbrand

PRESIDIO®

Managed Services

Footer - Subcategory name separated by a rule/line below masterbrand

PRESIDIO®

(Your Subcategory Here)

UNACCEPTABLE

PRESIDIO
Managed Services
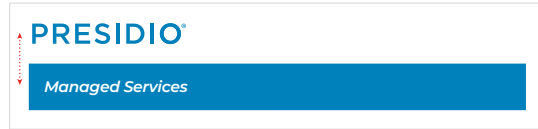
PRESIDIO®
Managed Services

Logo Type | Violations

The Presidio masterbrand logo must always be isolated by itself. No exceptions.

USE OF THE "FUTURE BUILT" TAGLINE IS NO LONGER PERMITTED.

THE PRESIDIO MASTERBRAND LOGO MUST ONLY BE PRESENTED BY ITSELF WITHOUT ANY ATTACHED SUBCATEGORY NAMES OR ICONS.

Subcategories must be separated from the masterbrand logo and be in plain text.
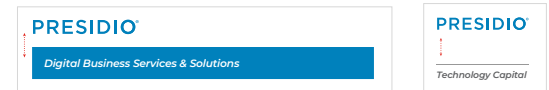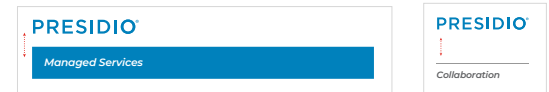
Logo Type | Subcategories | Real world examples

Name of subcategory must be separated from the Presidio masterbrand logo.
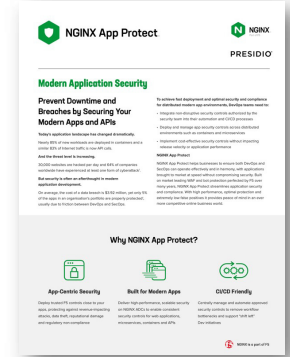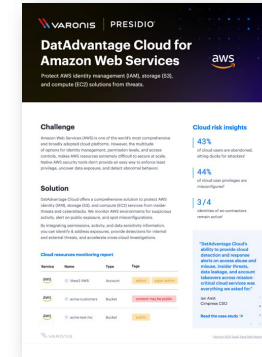
Logo Type | Co-branding

Presidio does not have any specific co-branding requirements or restrictions. We recommend that any horizontal logo lockups should be separated by a vertical hash and given equal size and space between.

Presidio-led examples:
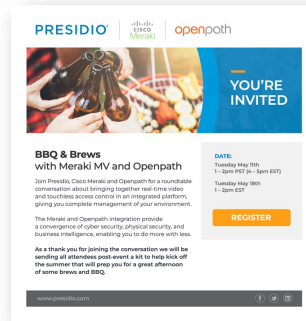
Partner-led examples:

02

Color Palette

Color Palette

PRIMARY COLOR BALANCE

PRESIDIO BLUE

PMS - 2925 C
CMYK - 84/41/5/0
RGB - 0/129/188
HEX - #0081bc

PRESIDIO GRAY

PMS - 425 C
CMYK - 62/53/51/23
RGB - 95/96/98
HEX - #5f6062

PRESIDIO ORANGE

PMS - 1235 C
CMYK - 0/45/99/0
RGB - 255/158/22
HEX - #ff9e16

SECONDARY COLORS

PRESIDIO ORANGE	DARK BLUE	LIGHT BLUE
PMS - 1235 C	PMS - 288 C	PMS - 292 C
CMYK - 0/45/99/0	CMYK - 100/80/27/11	CMYK - 69/15/0/0
RGB - 255/158/22	RGB - 0/69/123	RGB - 0/173/240
HEX - #ff9e16	HEX - #00457b	HEX - #00adf0

NEUTRAL GREY TONES

BLACK	DARK GRAY	PRESIDIO GRAY	MID GRAY	LIGHT GREY 1	LIGHT GREY 2
PMS - Black	PMS - 7547 C	PMS - 425 C	PMS - 423 C	PMS - 421 C	PMS - 7541 C
CMYK - 75/68/67/90	CMYK - 69/63/62/58	CMYK - 62/53/51/23	CMYK - 43/35/35/1	CMYK - 14/11/11/0	CMYK - 4/2/2/0
RGB - 0/0/0	RGB - 51/51/51	RGB - 95/96/98	RGB - 153/153/153	RGB - 216/216/216	RGB - 242/242/242
HEX - #000000	HEX - #333333	HEX - #5f6062	HEX - #999999	HEX - #d8d8d8	HEX - #f2f2f2

TERTIARY COLORS

GREEN	RED	PURPLE	YELLOW
PMS - 7488 C	PMS - 485 C	PMS - Pantone Violet	PMS - 123 C
CMYK - 56/0/93/0	CMYK - 5/98/100/1	CMYK - 89/100/1/2	CMYK - 0/23/92/0
RGB - 114/213/74	RGB - 226/35/26	RGB - 67/0/152	RGB - 255/197/42
HEX - 72d54a	HEX - #e223la	HEX - #430098	HEX - #ffc52a

GRADIENTS (SPECIAL USE CASE ONLY)

03

Typography

Typography | Fonts

SECONDARY:
For use on body copy ONLY
when narrow font is needd

UTILITY:
For use with Microsoft and Word only

Montserrat

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

1234567890

Lato

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

1234567890

Arial

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

1234567890

Google Fonts   https://fonts.google.com/specimen/Montserrat
https://fonts.google.com/specimen/Lato

Typography | Style

HEADLINE 1

LOREM IPSUM DOLOR SIT AMET CONSEC TETUER ADIPISCING ELIT

HEADLINE 2

Lorem ipsum dolor sit amet consec tetuer adipiscing elit

SUBHEAD 1

TINCIDUNT UT LAOREET

SUBHEAD 2

Euismod tincidunt ut laoreet

BODY

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

HEADLINE 3

Lorem ipsum dolor sit amet consec tetuer adipiscing elit

BODY NARROW (LATO)

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Google Fonts
https://fonts.google.com/specimen/Montserrat
https://fonts.google.com/specimen/Lato

Typography | Notices & Marking

COPYRIGHT NOTICE

Copyright notice informs the public that the work is protected by copyright.

EXAMPLE: © [YEAR] Presidio, Inc. All rights reserved.

TRADEMARK CREDIT NOTICE

Trademark credit notices help clarify that the Presidio trademark belongs to Presidio, Inc. Include trademark credit notices on service documentation or other service communication.

EXAMPLE (FOR USE IN THE UNITED STATES):
PRESIDIO is a registered trademark of Presidio, Inc.

EXAMPLE (FOR USE OUTSIDE OF THE UNITED STATES):
PRESIDIO is a trademark of Presidio, Inc.

EXAMPLE (FOR USE OUTSIDE OF THE UNITED STATES): PRESIDIO is a trademark of Presidio, Inc., registered in the U.S.

CONFIDENTIALITY MARKING

The purpose of marking or labeling material as "confidential" is to announce to the recipient that the marked material is to be treated as confidential and therefore should not be disseminated without the permission of Presidio, Inc. Many confidentiality agreements, such as the ones provided by Presidio, Inc.'s customers, require that informa-tion must be marked "confidential" in order to be protected under the applicable confidentiality agreement.

Since the intention of marking material as "confidential" is to put the recipient on notice that the material should not be disseminated, the font, size, and placement of the confidential label should be conspic-uous and legible, but need not be larger than the surrounding text. In some circumstances a size larger than the surrounding text may be warranted in order to make the label obvious to the recipient. The "confidential" label should be in addition to the legal boilerplate footer identified in the section above. It may also be appropriate in some circumstances to specifically mark individual items of confidential information. For example, a sales package may contain the large "confidential" marking on the first page, but it may also be appropriate to put another "confidential" marking on a highly confidential price list contained within the sales package.

Documents that are deemed confidential by Presidio, Inc. should be clearly marked "confidential" on the first page. Additional marking may be appropriate as discussed above. Visual items for confiden-tial treatment (e.g. a PowerPoint presentation) should also be marked "confidential" like documents. Physical items (e.g. a DVD) containing confidential information should be appropriately labeled on the exterior or, if appropriate, on the container, and materials that may be con-tained on the physical item (e.g. documents) should also be marked confidential. Items should be marked as confidential even if they are for internal circulation only so that the recipients can understand that the information should be treated as confidential.

Presidio, Inc. has identified the following list of items as confidential, which should be marked as confidential in the manners discussed above. This list is provided for illustrative purposes, and does not list every item that Presidio, Inc. considers confidential.

If there are any questions as to whether an item should be considered confidential, such questions should be presented to [Presidio legal counsel].

Typography | Notices & Marking

EXAMPLES OF COPYRIGHT NOTICE, TRADEMARK CREDIT NOTICE, AND CONFIDENTIALITY MARKING

FOR USE IN THE UNITED STATES

EXAMPLE (INTERNAL ONLY):

© 2023 Presidio, Inc. All rights reserved. PRESIDIO is a registered trademark of Presidio, Inc. This document contains Presidio, Inc. confidential and proprietary information and is for internal use only. Use of any part of this document without the express written consent of Presidio, Inc. is prohibited.

EXAMPLE (EXTERNAL & CONFIDENTIAL):

© 2023 Presidio, Inc. All rights reserved. PRESIDIO is a registered trademark of Presidio, Inc. This document contains Presidio, Inc. confidential and proprietary information. Use of any part of this document without the express written consent of Presidio, Inc. is prohibited.

EXAMPLE (EXTERNAL & NOT CONFIDENTIAL):

© 2023 Presidio, Inc. All rights reserved. PRESIDIO is a registered trademark of Presidio, Inc. Use of any part of this document without the express written consent of Presidio, Inc. is prohibited.

EXAMPLE (COPYRIGHT & TRADMMARK CREDIT NOTICE ONLY):

© 2023 Presidio, Inc. All rights reserved. PRESIDIO is a registered trademark of Presidio, Inc.

FOR USE OUTSIDE OF THE UNITED STATES

EXAMPLE (INTERNAL ONLY):

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EXAMPLE (EXTERNAL & CONFIDENTIAL):

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EXAMPLE (EXTERNAL & NOT CONFIDENTIAL):

© 2023 Presidio, Inc. All rights reserved. PRESIDIO is a trademark of Presidio, Inc. Use of any part of this document without the express written consent of Presidio, Inc. is prohibited.

EXAMPLE (COPYRIGHT & TRADMMARK CREDIT NOTICE ONLY):

© 2023 Presidio, Inc. All rights reserved. PRESIDIO is a trademark of Presidio, Inc.

04

Iconography

Iconography

All Presidio icons must be created using a lined style. This provides more flexibility in color combinations and stroke weight.

Our primary set represents our 5 go-to-market pillars. These specific icons should be the only ones used when a specific pillars is being featured.

A miscellaneous set example has been provided to illustrate how the icon family style should remain consistent. Stroke weights should not vary on when shown in a group.

Color usage is nonrestrictive and will depend on the design.

All symbols should have clear meaning and should connect to the idea(s) you are representing in your communication.

PRIMARY PILLARS

| Cloud | Infrastructure Modernization | Workforce Transformation | Cybersecurity | Lifecycle Services |

MISC. SET

Application Stack · Application Development · Global · Data & Analytics · Datacenter · Services · Apps & Infrastructure · Integrate Public Clouds · DevOps & CI/CD Lifecycle Management · Digital Transformation · Managed Services · Cloud Security

Devops · Life Cycle · Networking · Spotlight · Wireless · Collaboration · Lifecycle Management · Software-Defined Infrastructure Solutions · Digital Workspace · Servers · Desktop Transformation · Empower Digital Workspaces

Download · Systems · Security Analytics · Multi-Cloud · Location · Managers · All Flash Storage Systems · Resource · Full Stack Solutions · Protect · Hyper-Converged Solutions · Virtual Desktop Solutions

Folder · Firewall · Employees · Email · Computer · Mobile Device · Access · Modernize Data Center · Process · Infrastructure · Data · App

Secure · Unified · Modern Device Management · DVI · Data · Data Security · Software Automation · Computer Link · Cloud Management · Handshake · Transform Networking & Security

05

Photography

Photography

REAL PEOPLE IN REAL SITUATIONS USING REAL TECHNOLOGY

Our photographic style conveys how Presidio is seen by our internal and external audiences.

Our photography should feel genuine, smart, dynamic, diverse, global, collaborative and customer-centric.

Successful compositions should appear candid and not overly posed. The best solutions will have people looking away from the camera lens, but looking into the lens is acceptable if the expression feels genuine, smart, dynamic and global.
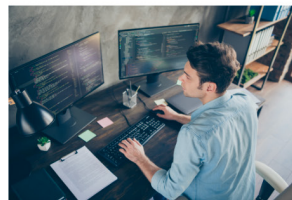
06

Graphic Devices

Graphic Devices | Flow Diagram

At the core of all Presidio branded compositions, you can find elements of our signature graphic device, the "flow diagram". This element can be incorporated in many different ways and carries underlying meanings ranging from connectivity and networking, to building solutions and strategy.

Flow Diagram
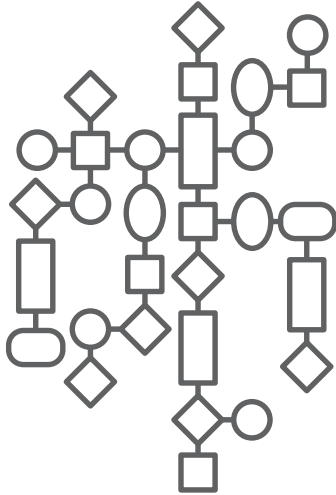
Usage Style #1
Background texture

Example
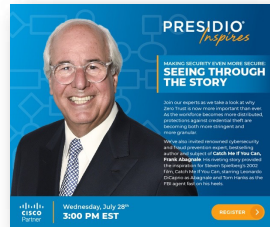
Usage Style #2
Focus on object
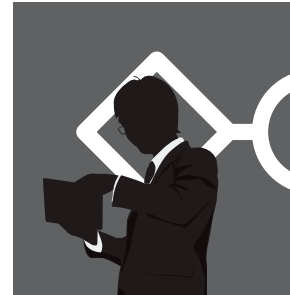
Example

Usage Style #3
Creating composition with shape combination

Example

Graphic Devices | Shape Compositions

Numerous compositions can be achieved by combining and/or intersecting the various shapes that make up the flow diagram. Successful compositions should feel dynamic, yet balanced, reinforcing the uniqueness of the Presidio brand.

Examples
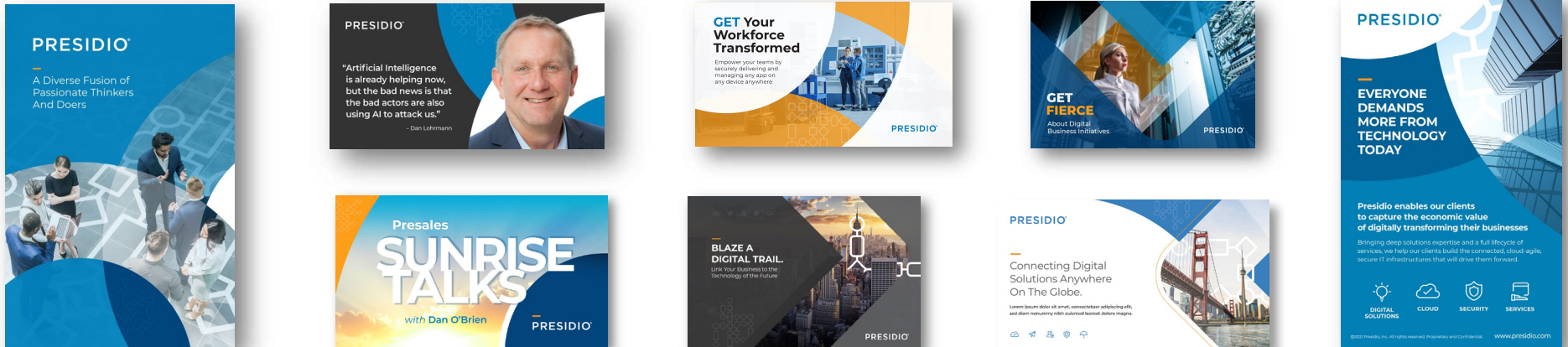
07

Design Examples

Design Examples

Advertisement & Signage
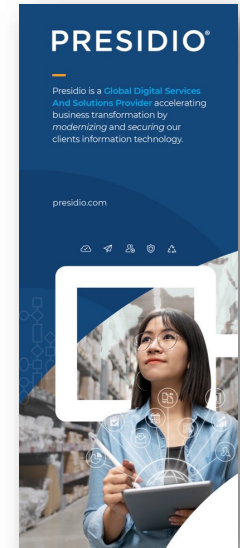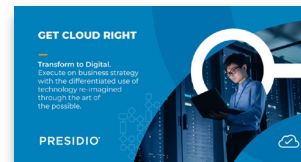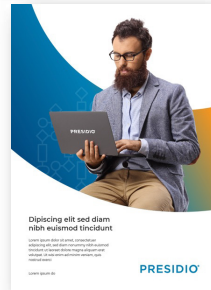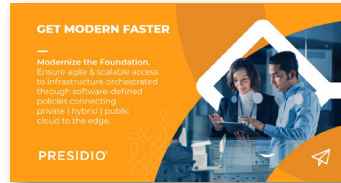
Design Examples (Continued)

PPT template
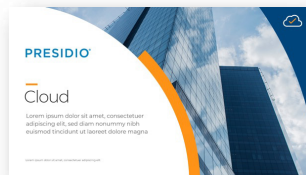
Invite
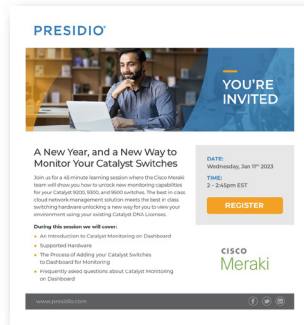
Banners
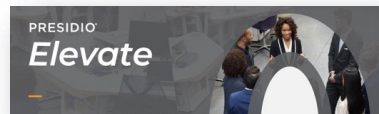
Web
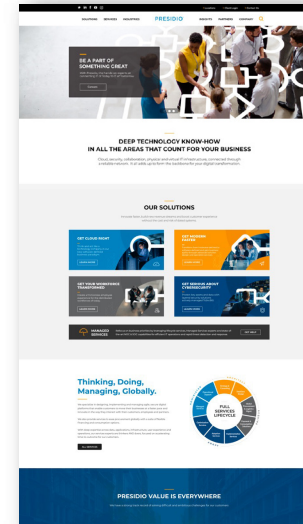
Design Examples (Continued)

Collateral

Infographics

08

Corporate ID

Corporate ID | Business Card

PRESIDIO®

Name (mandatory) → **James Redenbacher**
Primary title (mandatory) → Practice Principal
Secondary title (optional) → *Cloud Engineer*

twitter handle (optional) → @twittername

m: 512.587.2856 ← mobile (mandatory)
o: 512.587.2856 ← office (optional)
e: jredenbacher@presidio.com ← email (mandatory)
w: www.presidio.com ← URL (mandatory)

FRONT (STANDARD FONTS)

PRESIDIO®

Montserrat Bold 10pt → **James Redenbacher**
Montserrat Med 8pt → Practice Principal
Montserrat Med Italic 7pt → *Cloud Engineer*

Montserrat Med Italic 7pt → @twittername

m: 512.587.2856
o: 512.587.2856
e: jredenbacher@presidio.com
w: www.presidio.com

Montserrat Bold 7pt
Montserrat Med 7pt

PMS - 7547 C	PMS - 2925 C	PMS - 425 C
CMYK - 69/63/62/58	CMYK - 84/41/5/0	CMYK - 62/53/51/23
RGB - 51/51/51	RGB - 0/129/188	RGB - 95/96/98
HEX - #333333	HEX - #0081bc	HEX - #606162

MINIMAL EXAMPLE

PRESIDIO®

James Redenbacher
Practice Principal

m: 512.587.2856
e: jredenbacher@presidio.com
w: www.presidio.com

Contact info is always bottom/right justified

BACK STANDARD

PRESIDIO®

09

Core Messaging

Core Messaging

Presidio's core messaging aligns with our brand strategy and can be used to satisfy high level content development needs supporting sales, marketing and general outreach activities.

Top Line

From foundational IT
to cutting-edge AI:
Presidio is your trusted ally.

Elevator Pitch

A short and sweet answer to the question "What does Presidio do?"

From foundational IT to cutting-edge AI: Presidio is your trusted ally. We are your technology partner and digital journey guide. Our expert team earns your trust by providing strategic counsel, innovative solutions, hands-on engineering, and software development.

Mission

Presidio's mission is to make clients' top priorities possible through innovative solutions that drive greater agility, flexibility, security, performance, insights and improved customer experiences.

Vision Statement

Presidio guides clients through the fast-changing tech landscape. We bridge the gap between traditional IT environments and an automated, digitally-transformed future.

Value Proposition

Answers "Why Presidio?", proves you understand your audience's needs. For website and sales materials.

Presidio is here to guide your digital journey and help you navigate the fast-changing tech landscape. Our experts reduce risk and get things done. Presidio is your trusted ally.

We are with our customers for a lifetime. We understand where you've been and where you're going. We bridge the gap between traditional IT environments and an automated, digitally-transformed future. We see the big picture, take on any challenge, and help you adapt.

Our approach is fearless, fast, flexible, and compassionate. We get involved at all levels to earn your trust and deliver innovative, high-quality results at the speed your business needs to succeed.

Core Messaging | Boilerplates

Boilerplate One

"Straightforward", recommended for press releases and formal public materials

At Presidio, speed and quality meet technology and innovation. With a decades-long history of building traditional IT foundations and deep expertise in automation, security, networking, digital transformation, and cloud computing, Presidio is a trusted ally for organizations across industries. Presidio fills in gaps, removes hurdles, optimizes costs, and reduces risk. Presidio's expert technical team develops custom applications, provides managed services, enables actionable data insights and builds forward-thinking solutions that drives strategic outcomes for customers globally. For more information, visit www.presidio.com.

Boilerplate Two

"More playful", for potential use on LinkedIn and website

Presidio tackles challenges and manages tech needs across industries. Presidio is a trusted ally, a digital journey guide, a "get-it-done" innovator, a vision achiever. Presidio's bench of experts are tapped into fast-moving trends in the AI-enabled cloud-native world. And, for decades, we've built IT foundations through networking and infrastructure. Presidio is home to some of the smartest minds in automation, security, digital transformation, connectivity, and more. Our team doesn't flinch at complex problems. We guide organizations into the future through innovative solutions, custom applications, actionable data insights and leading-edge managed services. Presidio makes it possible to evolve at the speed of technology. For more information, visit www.presidio.com.

Thank You

Presidio corporate logos can be downloaded at
www.presidio.com/brand-assets

For questions about our brand guidelines, please contact
marketing@presidio.com

PRESIDIO®