

cloudera[®]

Brand & Integrated Marketing Campaigns Creative Execution Guidelines

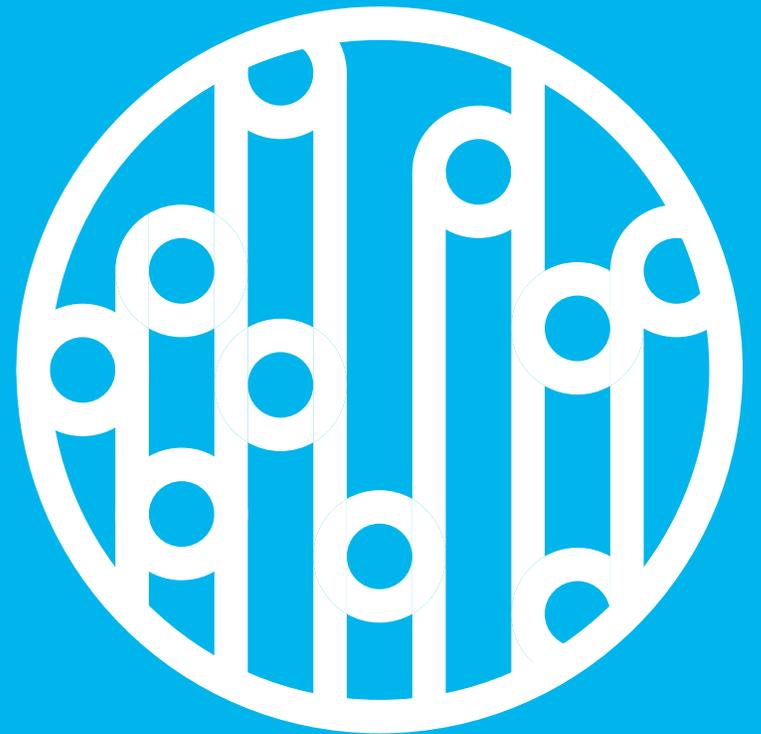


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Introduction

The goal of this guide is to show you how the integrated marketing campaigns fit into the overall brand, best practices on how and when to use campaign artwork, and technical specs.

Understanding: Brand vs. Campaigns

Brand — Cloudera “The Company”

The main brand is what we use for the bulk of our executions. It represents our company, who we are, and what we offer. It consists of the bright blue or white and generalized data art. Do not confuse the main brand with the campaigns.

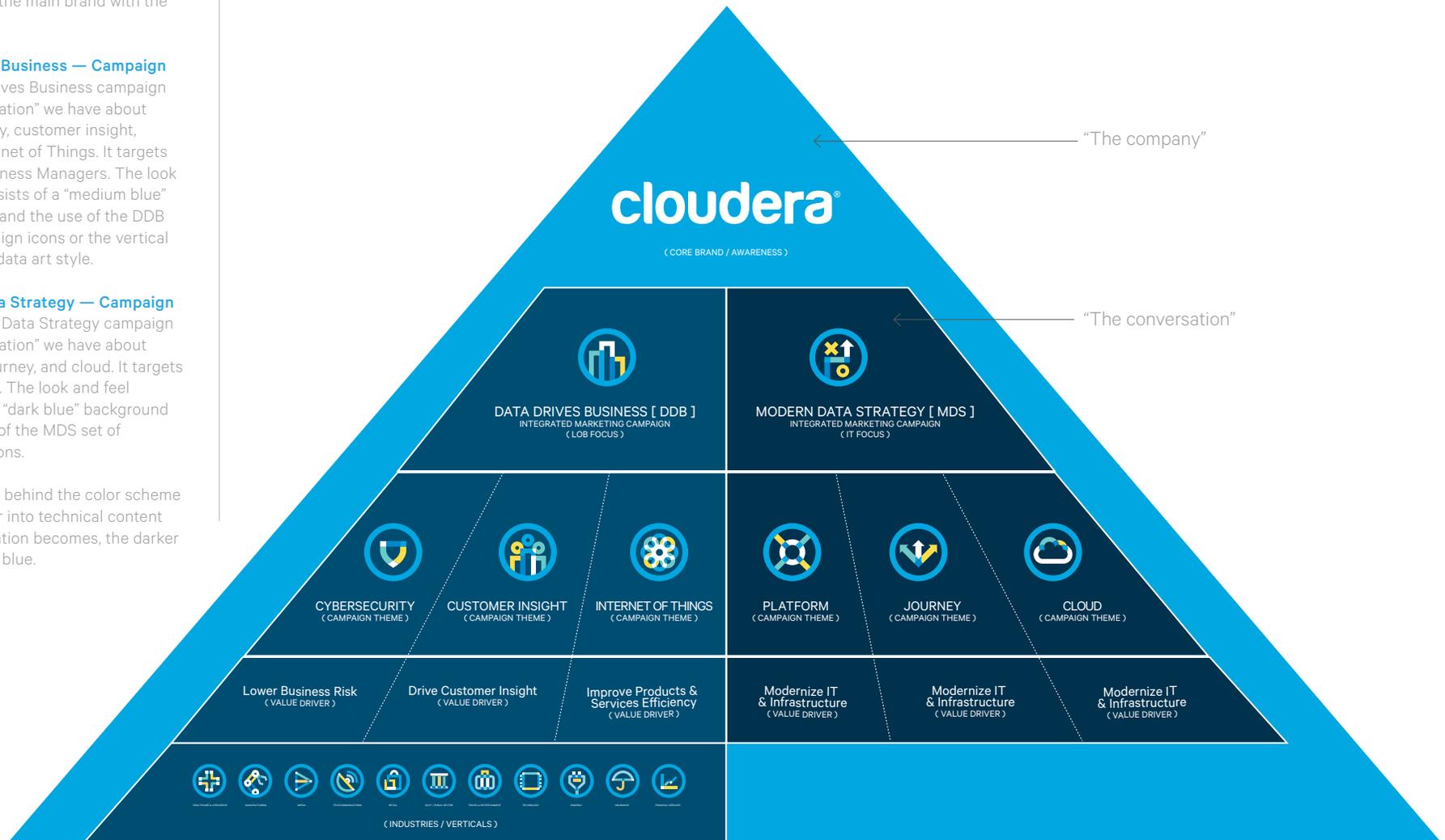
Data Drives Business — Campaign

The Data Drives Business campaign is “a conversation” we have about cybersecurity, customer insight, and the Internet of Things. It targets C-Level Business Managers. The look and feel consists of a “medium blue” background and the use of the DDB set of campaign icons or the vertical icons in the data art style.

Modern Data Strategy — Campaign

The Modern Data Strategy campaign is “a conversation” we have about products, journey, and cloud. It targets IT Managers. The look and feel consists of a “dark blue” background and the use of the MDS set of campaign icons.

The thinking behind the color scheme is the deeper into technical content the conversation becomes, the darker the shade of blue.

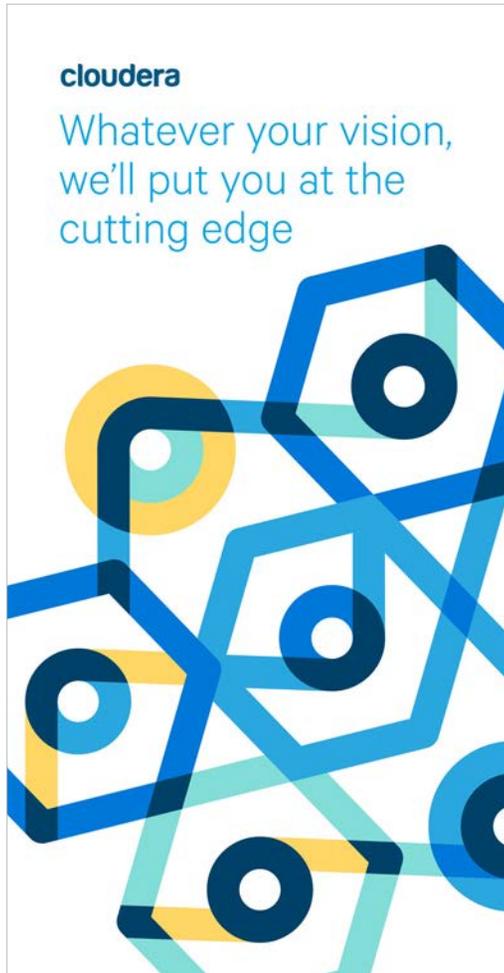
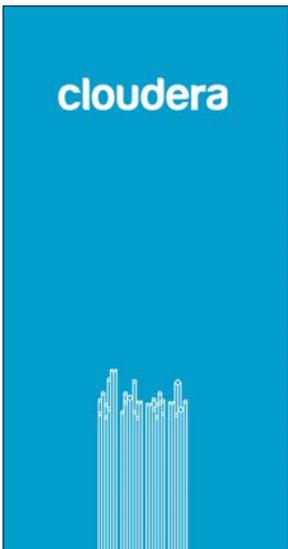
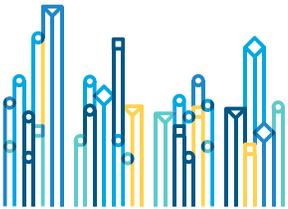


Brand

Cloudera Corporate

This is the default look and feel for the overall brand. We use this for all high-level branded items. In other words, anything that represents “Cloudera the company.”

The overall brand is defined by the two main colors, white and light blue, and the generalized data art.



Campaigns

Data Drives Business

This is the default look and feel for the Data Drives Business campaign ONLY.

We use this artwork for anything that is being tracked as part of the DDB campaign or when the conversation is about one of the DDB themes—Cybersecurity, Customer Insight, or IoT. It is NOT to be used interchangeably with the overall brand.

Key attributes are the “medium blue” background and one of the DDB icons.

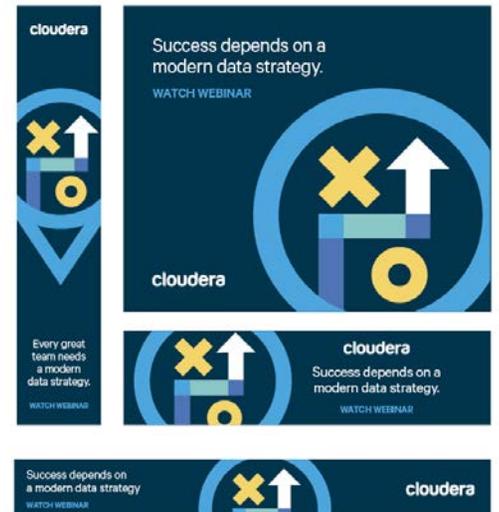


Modern Data Strategy

This is the default look and feel for the Modern Data Strategy campaign ONLY.

We use this artwork for anything that is being tracked as part of the MDS campaign or when the conversation is about one of the MDS themes—Product, Journey, or Cloud. It is NOT to be used interchangeably with the overall brand.

Key attributes are the “dark blue” background and one of the MDS icons



How the brand and campaign artwork work together

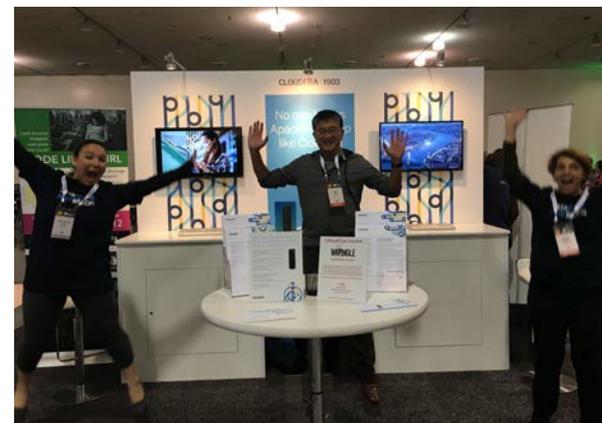
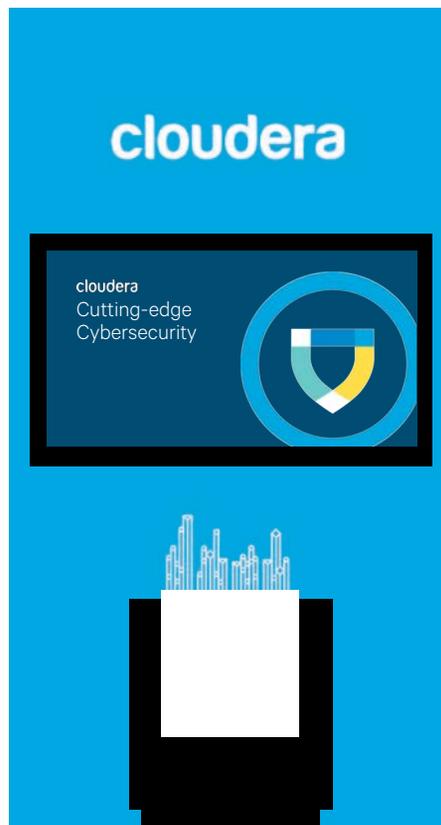
Company vs. Conversation

This demo station is a great example of how to separate the brand from the campaign look and feel.

The structure, represents the core brand—you see there's a light blue background with the generic data art.

The monitor is where we showcase our technical content—whether it be a demo of the latest product or a slide on one of our important topics of conversation like cybersecurity. It is backlit and attention-getting.

NOTE: Do not confuse the main brand with the campaigns. For example, DO NOT use the circular campaign icons on the booth structure itself, as the booth represents the company, not the conversation.



PLEASE NOTE:
This is the extent of the campaign artwork in context of the total brand

How the brand and campaign artwork work together

Theme for Strata example:

This is an overview of the booth panels and theme for Strata+Hadoop World events starting Fall 2016.

Notice the bulk of the panels use the main brand, as the booth itself represents Cloudera "the company".

The Campaign artwork comes into play on the electronic panels where we highlight more technical content and the "conversations" around certain topics, such as cybersecurity or cloud.



PLEASE NOTE:
This is the extent of the campaign artwork in context of the total brand

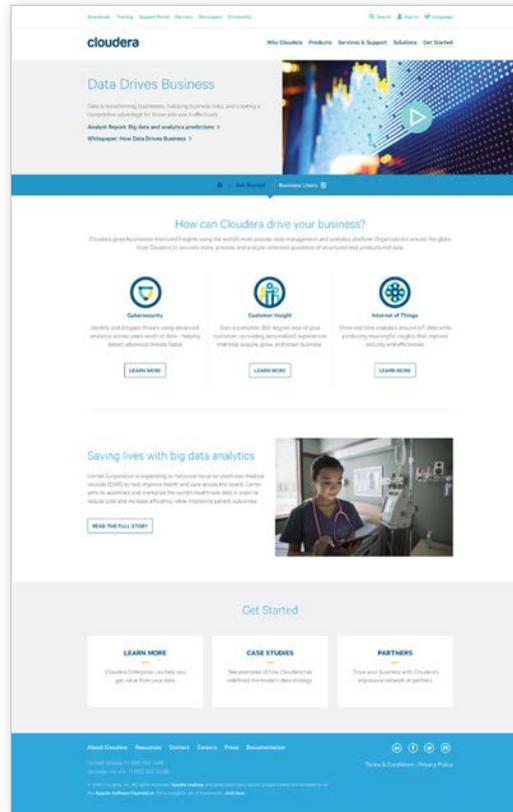
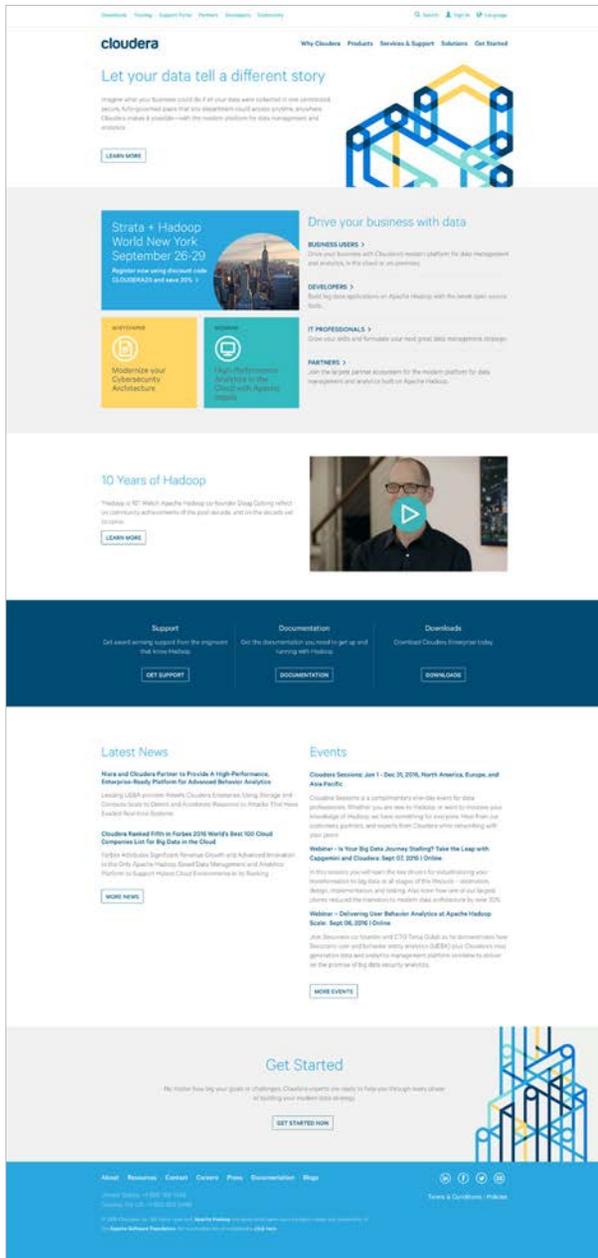
Notice we DO NOT USE the brand data art on all the pieces. We try to balance the use of the data art as to limit the "busy-ness" across all the artwork. Please see the Corporate Brand Guidelines for specifics.

When in doubt, less is more.

RULE OF THUMB:
If Data Art were a seasoning, it's like , please use sparingly!



How the brand and campaign artwork work together



On the web

Here's a quick look at the Cloudera website homepage and the two campaign pages. Note the whole of the website represents the company, and the pages in the places that we talk about the campaign topics are where we show the campaign artwork.

The look is simple and elegant, and not forced. We don't go overboard with the campaign look and feel because this is the Cloudera website first.

PLEASE NOTE: This is the extent of the campaign artwork in context of the total brand. Simple, because we're having a conversation about Cyber, Customer Insights & the IoT. Remember, less is more.



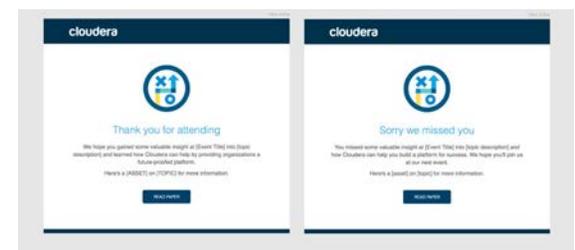
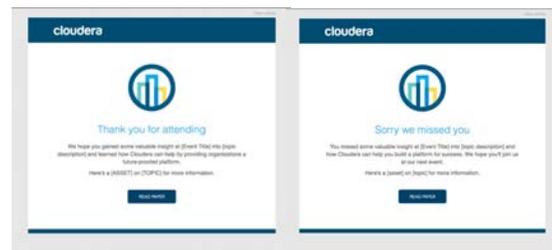
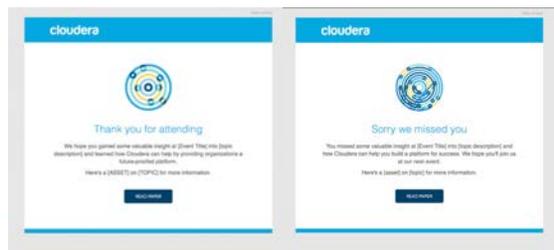
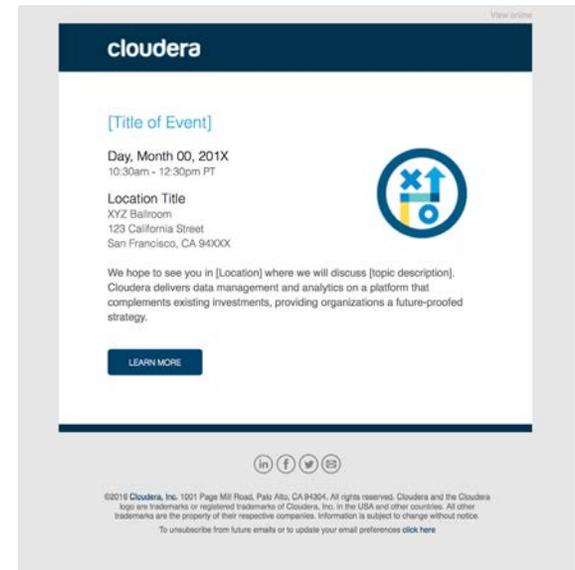
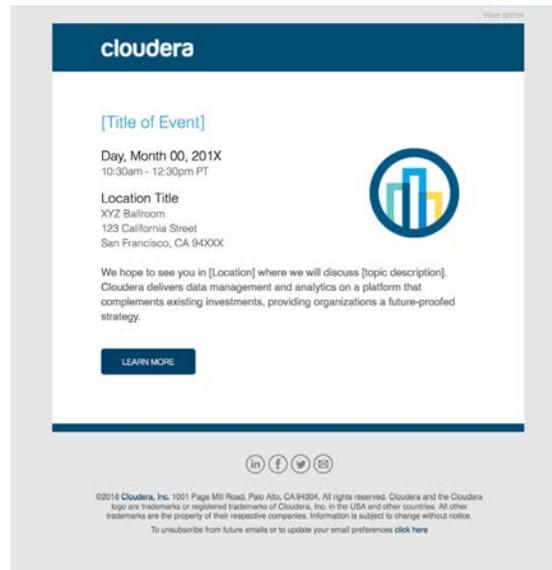
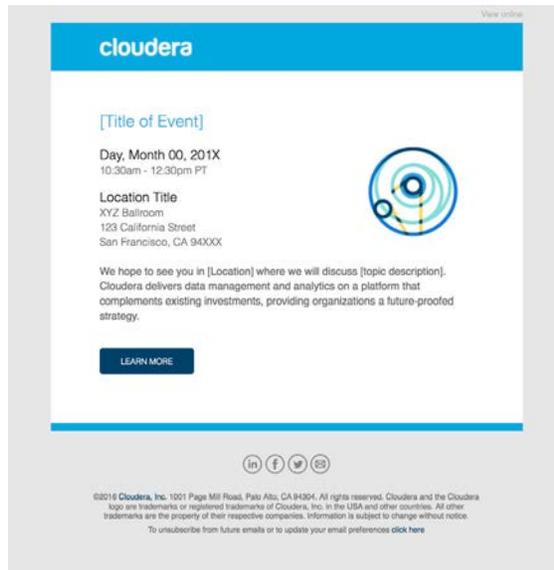
PLEASE NOTE: This is the extent of the campaign artwork in context of the total brand

Side-by-side example

BRAND

CAMPAIGN
DATA DRIVES BUSINESS [DDB]

CAMPAIGN
MODERN DATA STRATEGY [MDS]



Designs are used for:

- General Communications
- Training
- Partners (general, non-campaign related)
- Voice of the Customer (VOC)
- Product Release
- Developers
- Corporate/Government

Designs used for DDB-related communications:

- Webinars
- Nurtures
- Partners (campaign related)
- Field Events
- Corporate Events to LOB audience.
- i.e Executive Breakfasts
- Data Drives Government LOB

Designs used for MDS-related communications:

- Webinars
- Nurtures
- Partners (campaign related)
- Field Events
- Corporate Events to IT/Tech audience
- i.e. Cloudera Sessions
- Data Drives Government IT

Resources

For complete brand guidelines visit [Wiki/Marketing/Corporate Marketing/Creative](#) for links to all materials, tools, and guidelines.

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Data Drives Business Campaign Creative Execution Guidelines



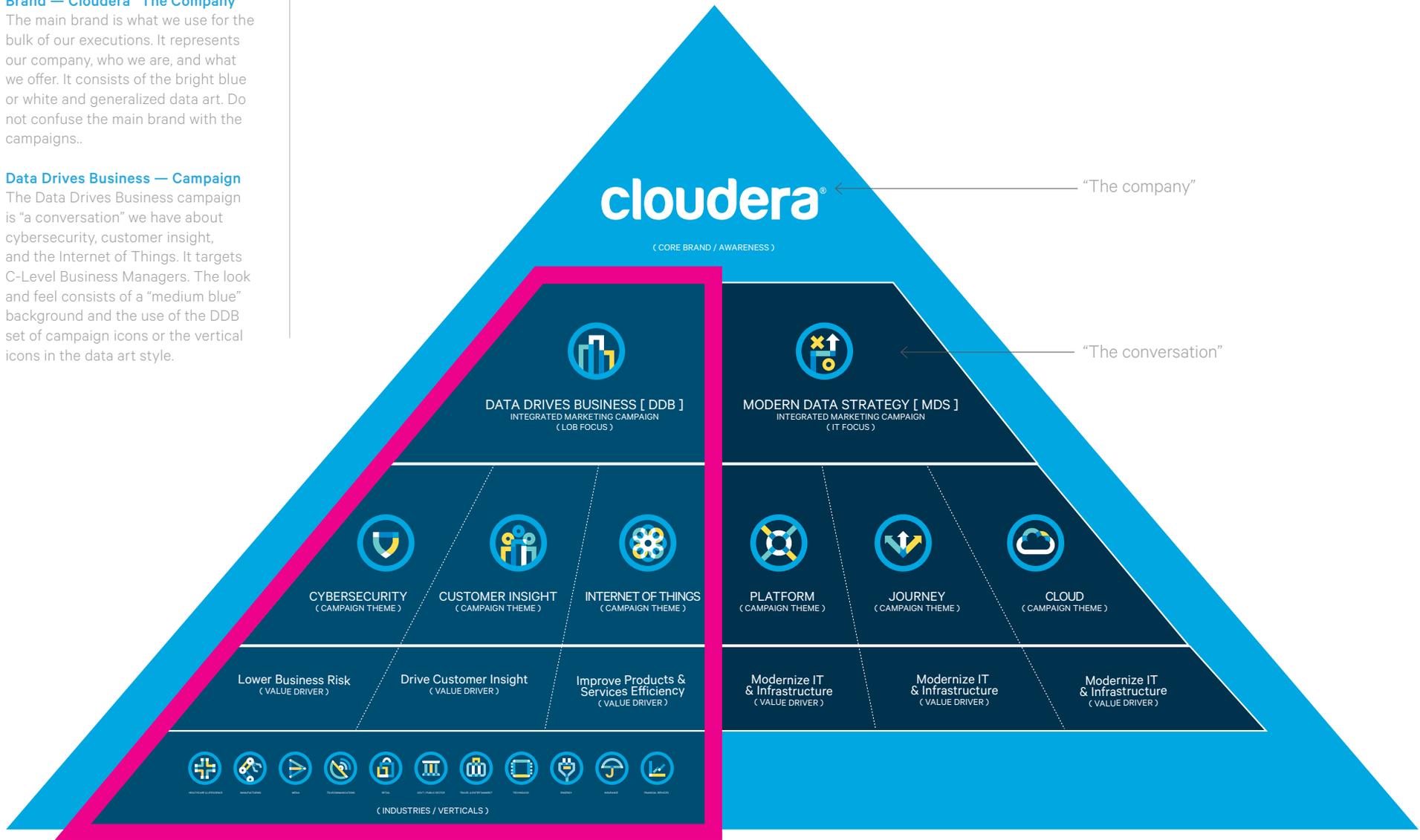
Data Drives Business Campaign

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Data Drives Business — Icons

DDB Overview

This is the default look and feel for the Data Drives Business campaign ONLY.

We use this artwork for anything that ties back to the DDB campaign in Salesforce or when the conversation is about one of the themes below. It is NOT to be used interchangeably with the overall brand.

Key attributes are the “medium blue” background and one of the DDB icons.

BACKGROUND COLOR



CMYK

C 100 M 20 Y 0 K 60

RGB

R 000 G 076 B 115

HEX

004c73

NOTE: This background color is slightly darker than the “Midnight blue” on the main brand color palette. This is to make the artwork pop more when overlaid on the dark background.



DISPLAY AD — DATA DRIVES BUSINESS (GENERIC)



DISPLAY AD — BY THEME

ICONS



DATA DRIVES BUSINESS
(HIGH-LEVEL)



DDB
CYBERSECURITY



DDB
CUSTOMER INSIGHT



DDB
INTERNET OF THINGS

Data Drives Business — For Verticals

DDB Default and Vertical Executions

This is the default look and feel for the Data Drives Business campaign ONLY.

The larger example on the left shows the overarching DDB icon, whereas on the right you see three examples of using the vertical icons instead.

BACKGROUND COLOR



CMYK

C 100 M 20 Y 0 K 60

RGB

R 000 G 076 B 115

HEX

004c73

NOTE: This background color is slightly darker than the "Midnight blue" on the main brand color palette. This is to make the artwork pop more when overlaid on the dark background.



DISPLAY AD — DATA DRIVES BUSINESS (GENERIC)



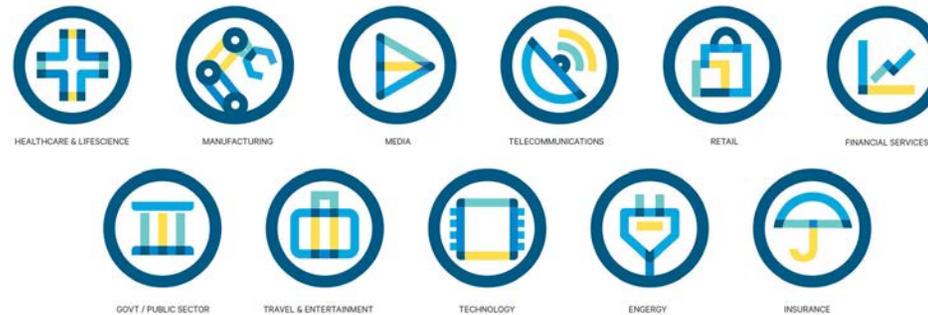
DISPLAY AD — BY VERTICAL

NOTE:

When referring to Government the overall message shifts from:

Data Drives Business to
Data Drives Government

ICONS

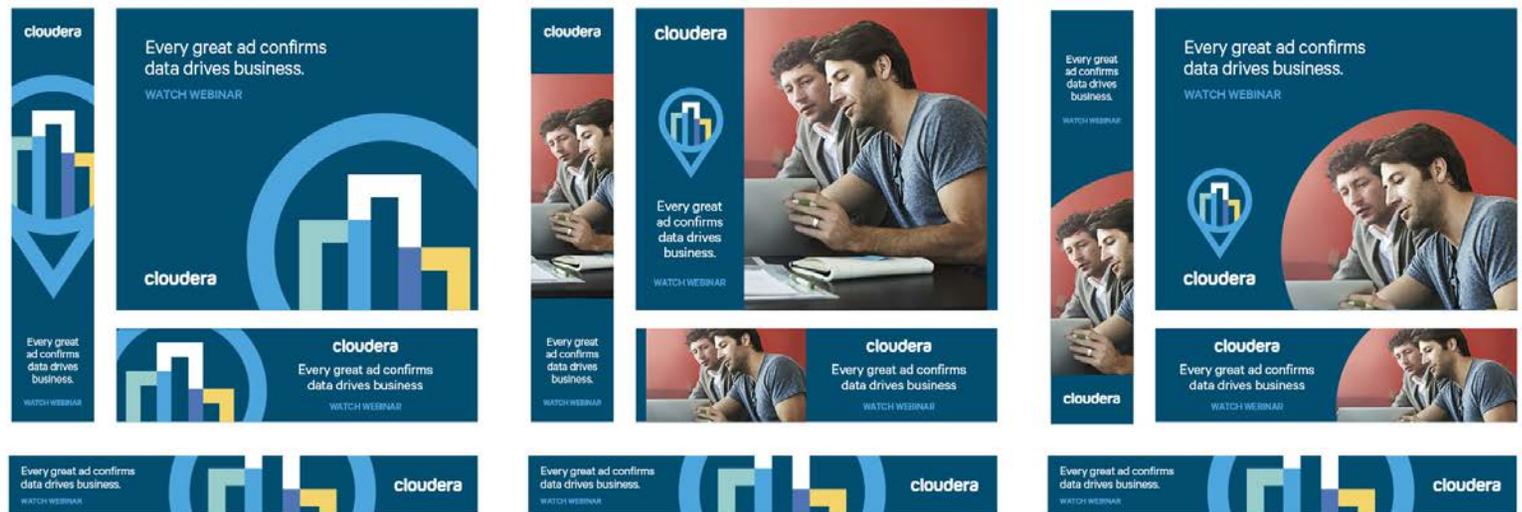


Data Drives Business — Beyond the Icons

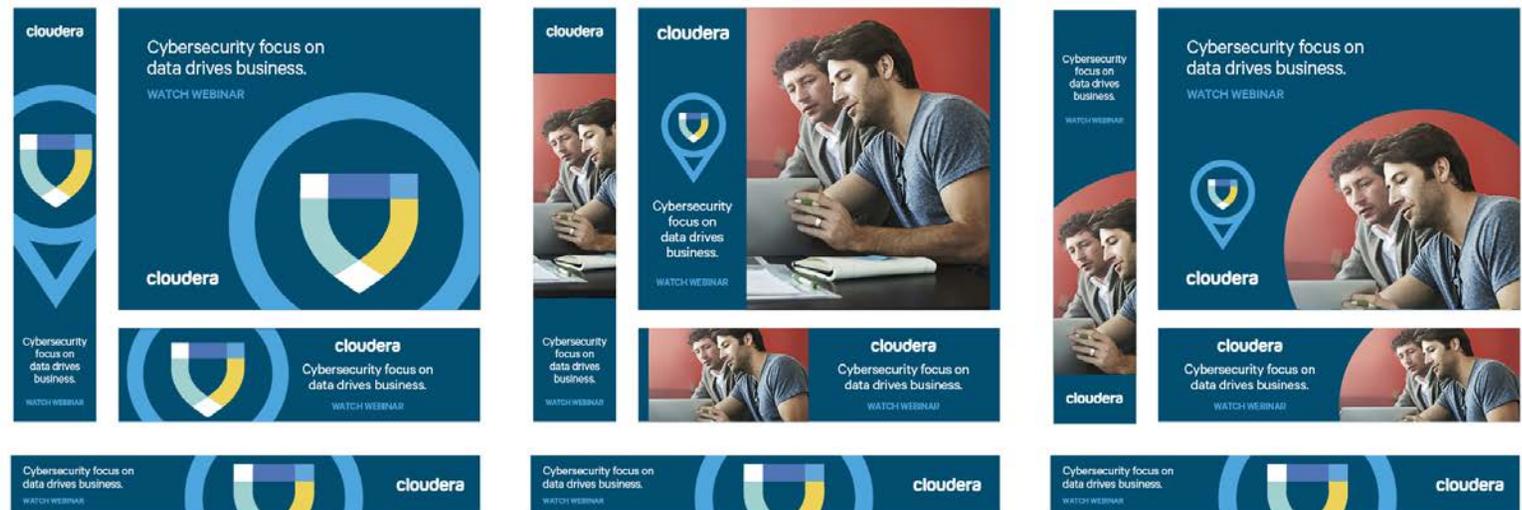
Display banner ad template options

There are three different design options within the templates, as well as options for using different DDB icons—that makes 12 options for 10 different size banners.

The default is the design with the icon only, however in order to avoid fatigue, there are designs for implementing photographic images instead.



NOTE: On the smaller banner ads, you can mix-and-match using the icon instead of the image, since it's difficult to crop images in the smaller sizes.



Email Templates

Invites & Follow-Ups

These are the email templates showcasing the overarching Data Drives Business icon. In addition to this icon, there are three other theme options—cybersecurity, customer insights, and internet of things.

Copywriting

There is a corresponding copy template in which you can use as a guide when providing the finalized content. This information is provided on the Wiki as well as in the MOps template. In the example here, the content that needs to be provided is shown in "brackets", with the exception of the date and location. The rest of the copy will remain constant.

If you have any questions regarding copy, email: brand@cloudera.com

Process

The process for inputting email requests remains the same, with the Marketing Ops team. However the copy will need to be reviewed, edited or approved before it can be sent.

View online

cloudera

[Title of Event]

Day, Month 00, 201X
10:30am - 12:30pm PT

Location Title
XYZ Ballroom
123 California Street
San Francisco, CA 94XXX



We hope to see you in [Location] where we will discuss [topic description]. Cloudera delivers data management and analytics on a platform that complements existing investments, providing organizations a future-proofed strategy.

LEARN MORE



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To unsubscribe from future emails or to update your email preferences [click here](#)

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Thank you for attending

We hope you gained some valuable insight at [Event]. They can't wait to see you again and we hope that Cloudera can help you realize your vision. We hope you'll join us at our next event.

Here's a quick link to help you learn more.

LEARN MORE

cloudera



Sorry we missed you

We hope you gained some valuable insight at [Event]. They can't wait to see you again and we hope that Cloudera can help you realize your vision. We hope you'll join us at our next event.

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LEARN MORE

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Presentations now available

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LEARN MORE

cloudera

[Title of Webinar]

Day, Month 00, 201X
10:30am - 12:30pm PT



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LEARN MORE

Powerpoint Title Slide Templates

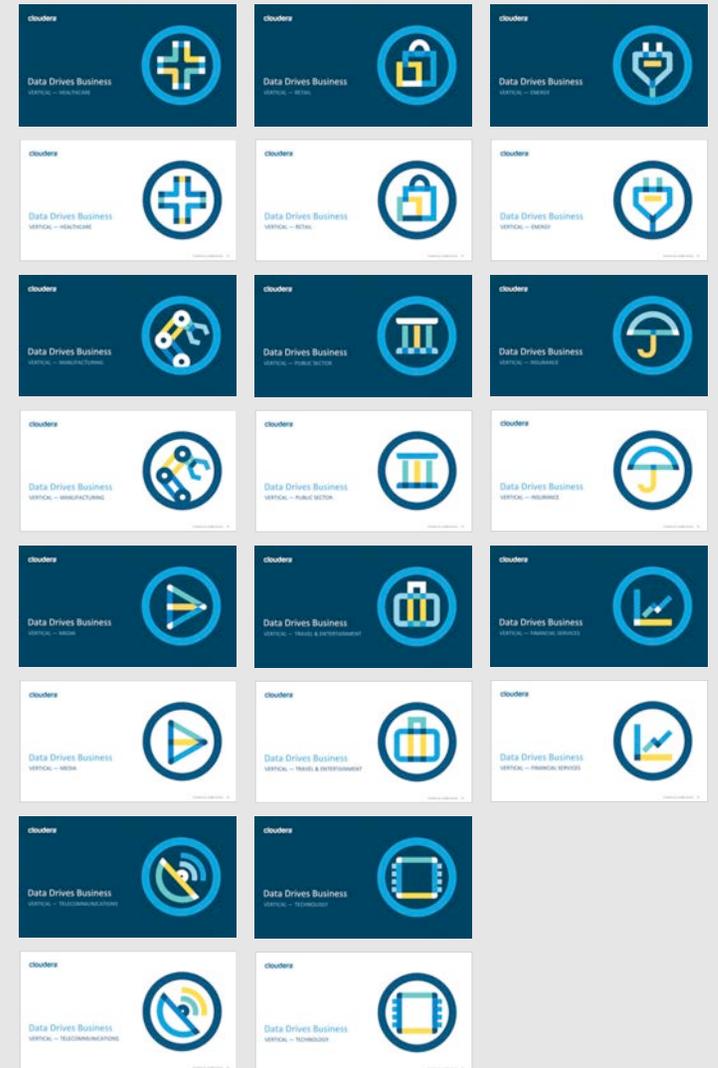
DDB MAIN TITLE SLIDES



DDB THEME TITLE SLIDES



VERTICAL TITLE SLIDES



Social Media Templates

Social Media

These social media templates are built for the US in Powerpoint, so they're editable without a design team.

Simply change the copy and save out as a JPG. It's as simple as that.

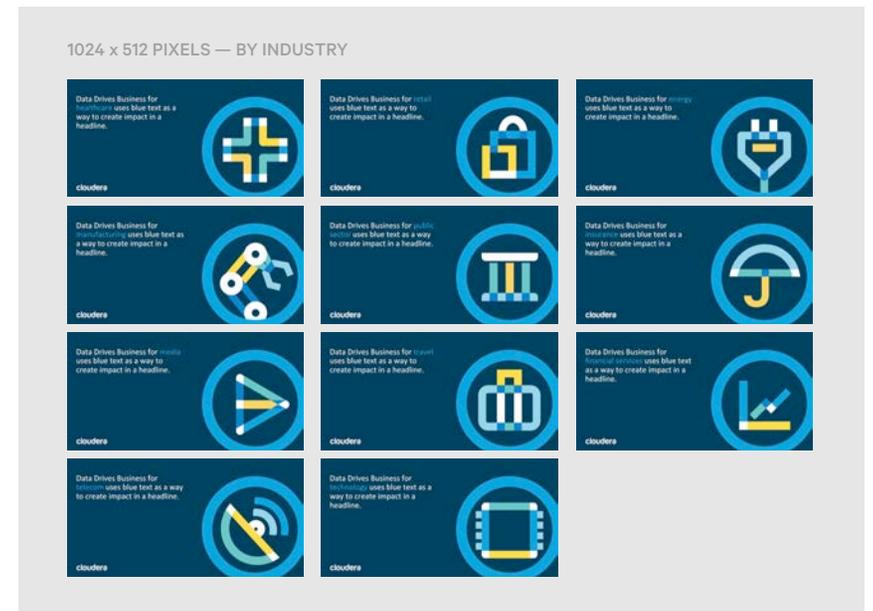
If you need alternate sizes built for your region, please let the Creative team know along with the sizes needed.



808 x 808 PIXELS



1024 x 512 PIXELS



Data Drives Business — Partner Kit



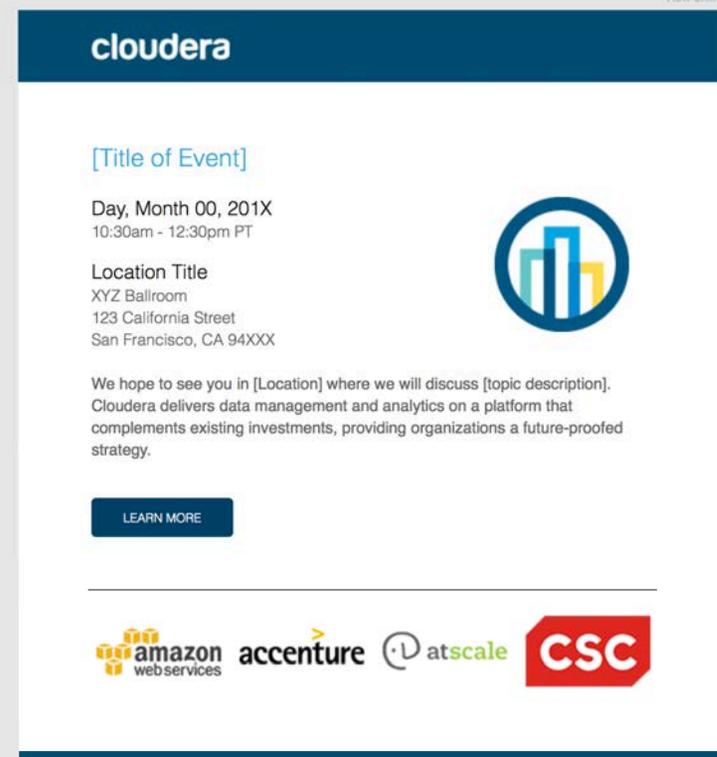
DISPLAY ADS



SOCIAL MEDIA TILES (PPT)



POWER POINT TEMPLATE



EMAIL TEMPLATES



Modern Data Strategy Campaign Creative Execution Guidelines



Modern Data Strategy Campaign

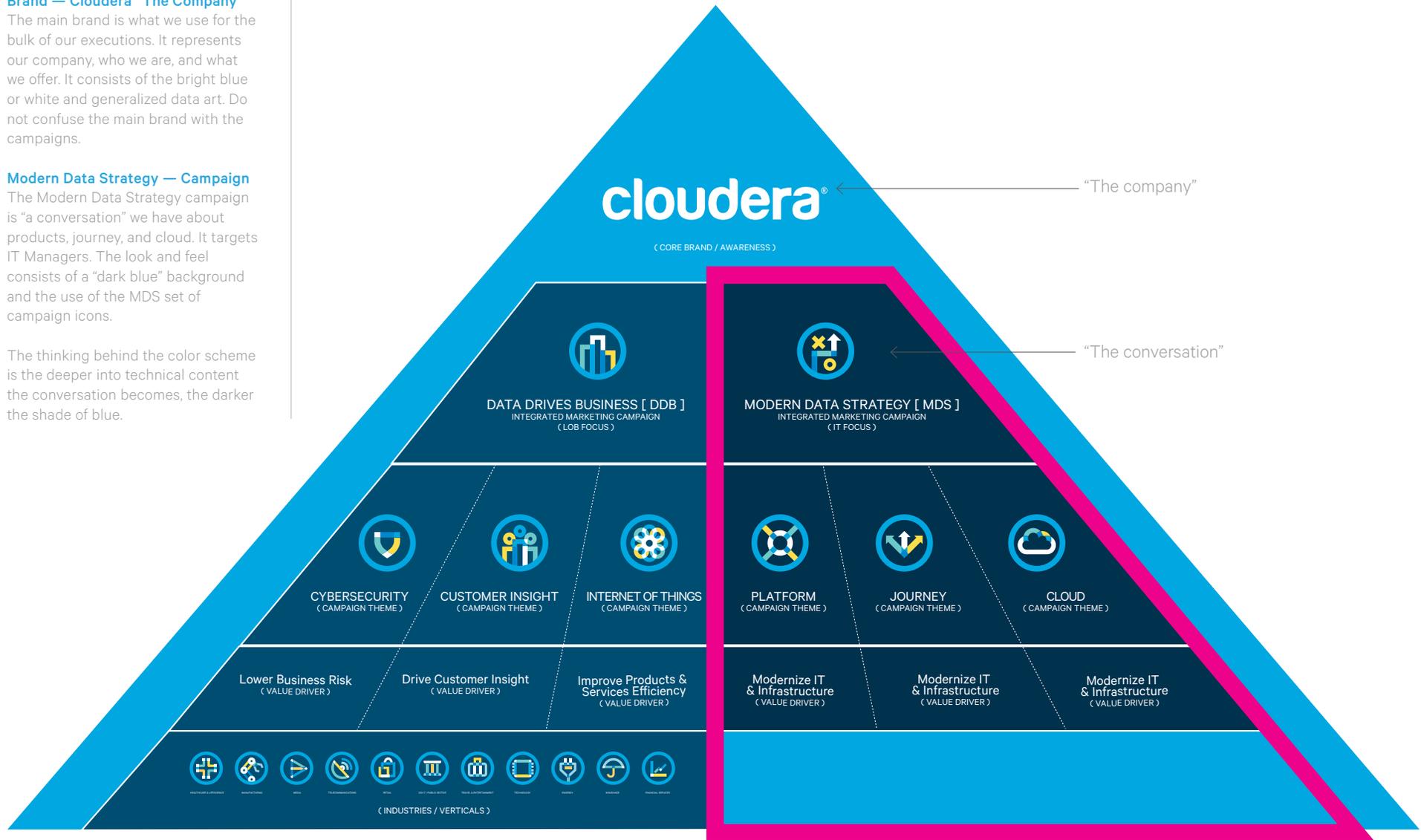
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CMYK

C 100 M 20 Y 0 K 80

RGB

R 000 G 049 B 079

HEX

00314f

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DISPLAY AD — MODERN DATA STRATEGY (GENERIC)



DISPLAY AD — BY THEME

ICONS



MODERN DATA STRATEGY (HIGH-LEVEL)



MDS PLATFORM



MDS JOURNEY



MDS CLOUD

Beyond the Icons

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cloudera



Thank you for attending

We hope you gained some valuable insight at Event. Thank you for attending and we look forward to seeing you at our next event.

Need a hand? Contact us for more information.

[button]

cloudera



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[button]

cloudera



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[button]

cloudera

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cloudera



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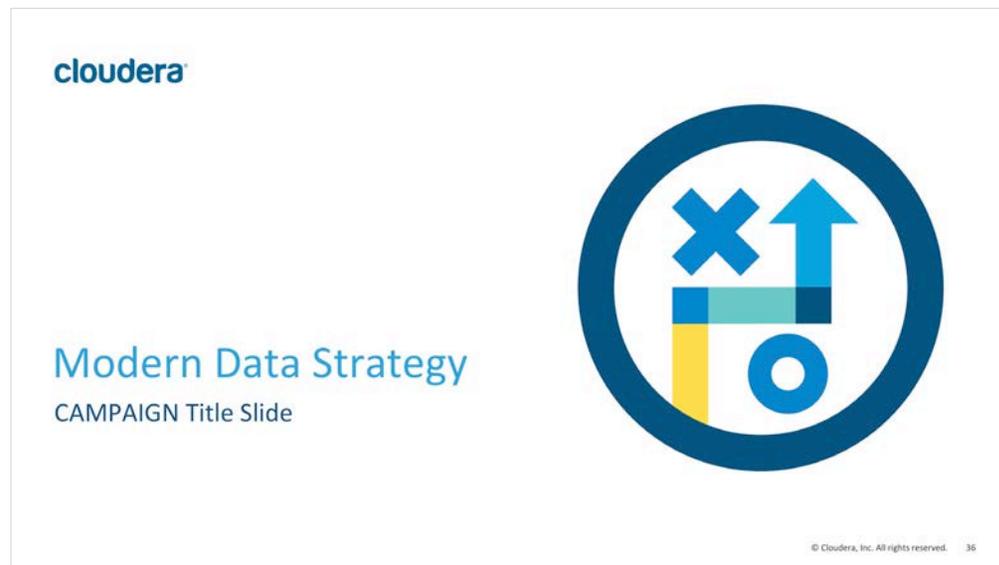
Need a hand? Contact us for more information.

[button]

Powerpoint Title Slide Templates

Powerpoint Title Slides

This is the default look and feel for the Modern Data Strategy campaign ONLY.



MDS MAIN TITLE SLIDES



MDS THEME TITLE SLIDES

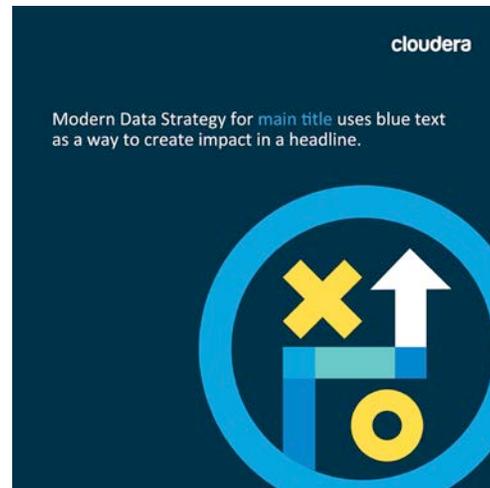
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808 x 808 PIXELS



1024 x 512 PIXELS

Modern Data Strategy — Partner Kit



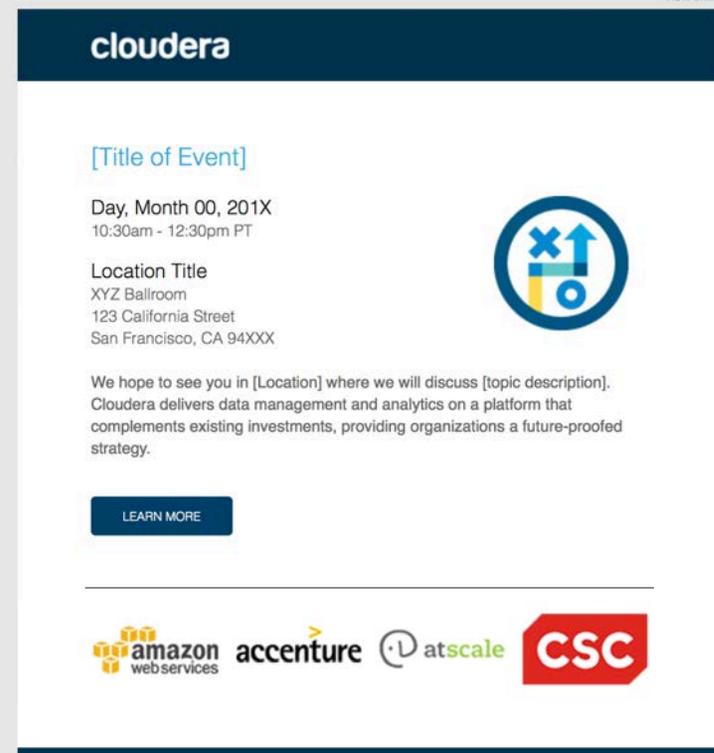
DISPLAY ADS



SOCIAL MEDIA TILES (PPT)



POWER POINT TEMPLATE



EMAIL TEMPLATES

Technical Specs

This section is for the production team. It outlines the file structure for display ads and how to find the components in the layered photoshop files.

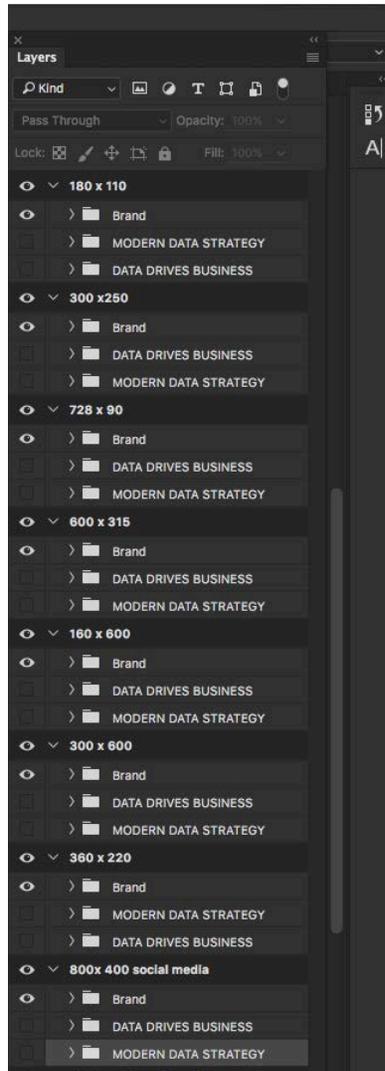
Display Ad Templates — What's Inside

DISPLAY AD SPECS

- 180 x 110 pixels
- 728 x 90 pixels
- 600 x 315 pixels
- 300 x 250 pixels
- 160 x 600 pixels
- 300 x 600 pixels
- 360 x 220 pixels

SOCIAL TILE SPECS

- 800 x 400 pixels
- 1200 x 628 pixels



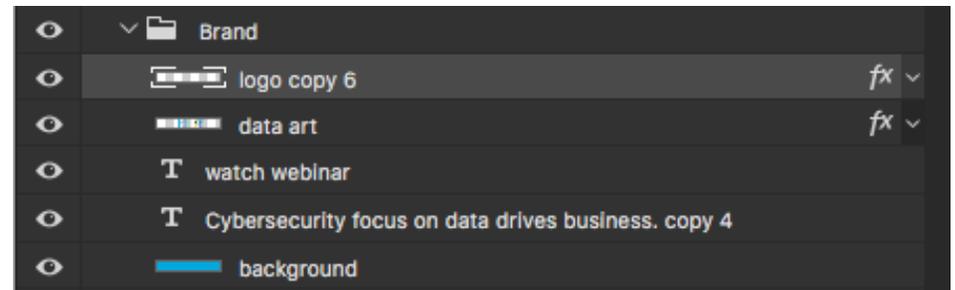
LOGO >

DATA ART >

CTA >

HEADLINE >

BACKGROUND >



DDB ICONS (X4) >

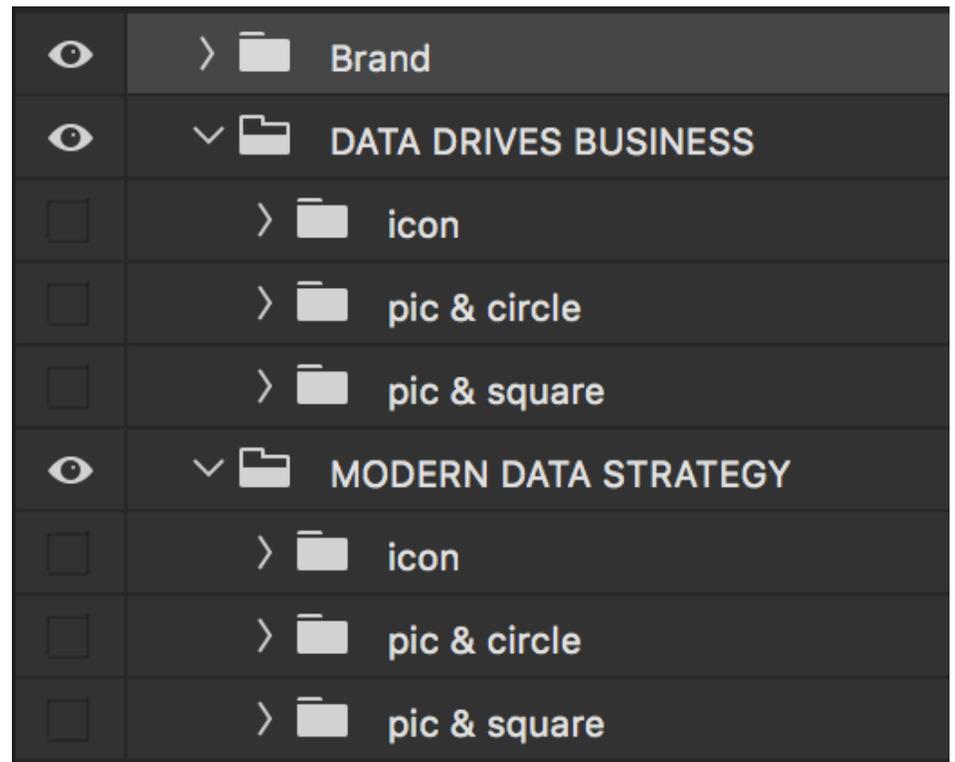
PICTURE IN CIRCLE >
(MASK LAYER)

PICTURE IN SQUARE >
(MASK LAYER)

MDS ICONS (X4) >

PICTURE IN CIRCLE >
(MASK LAYER)

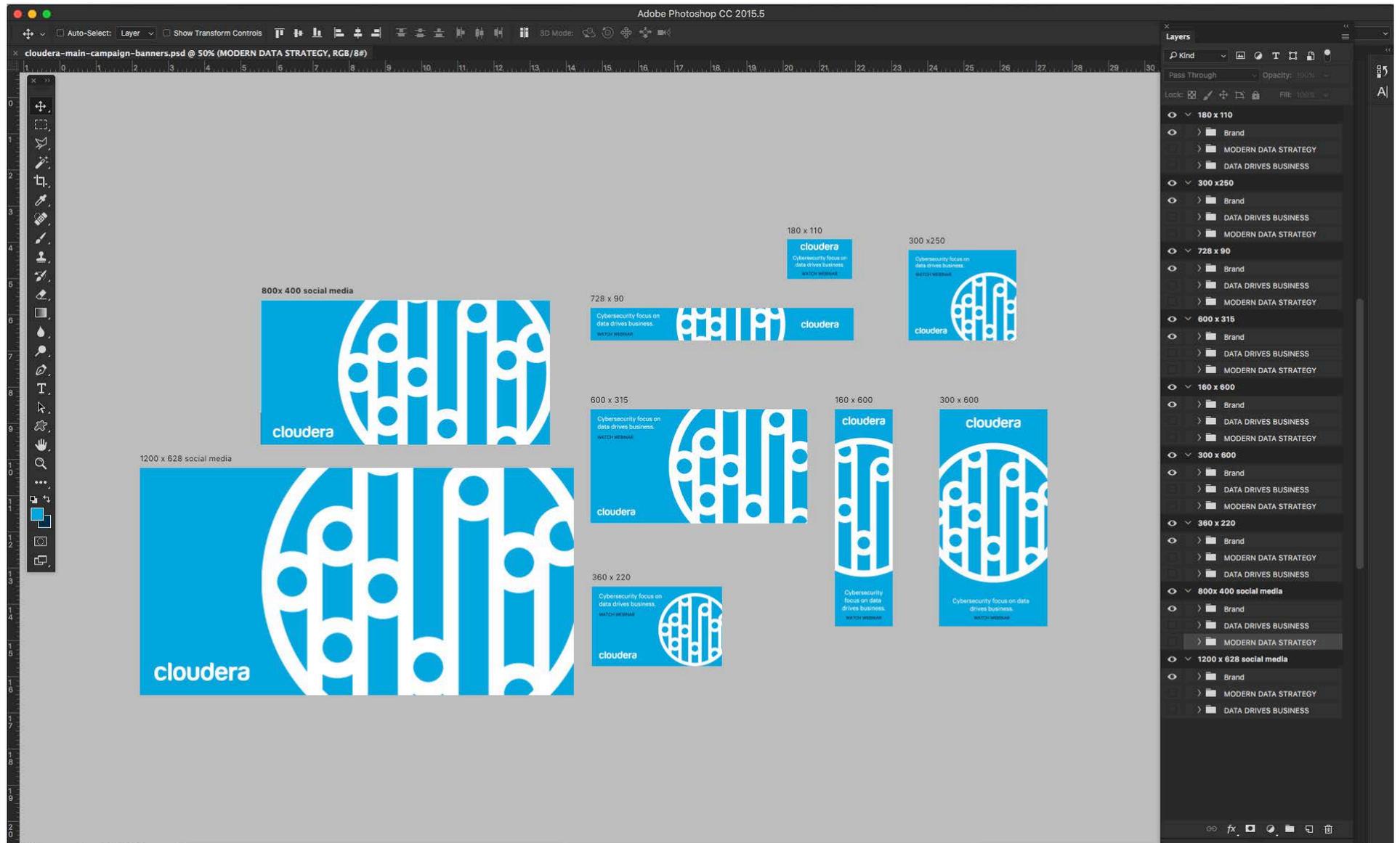
PICTURE IN SQUARE >
(MASK LAYER)



Display Ad Templates — Brand

BRAND LAYERS

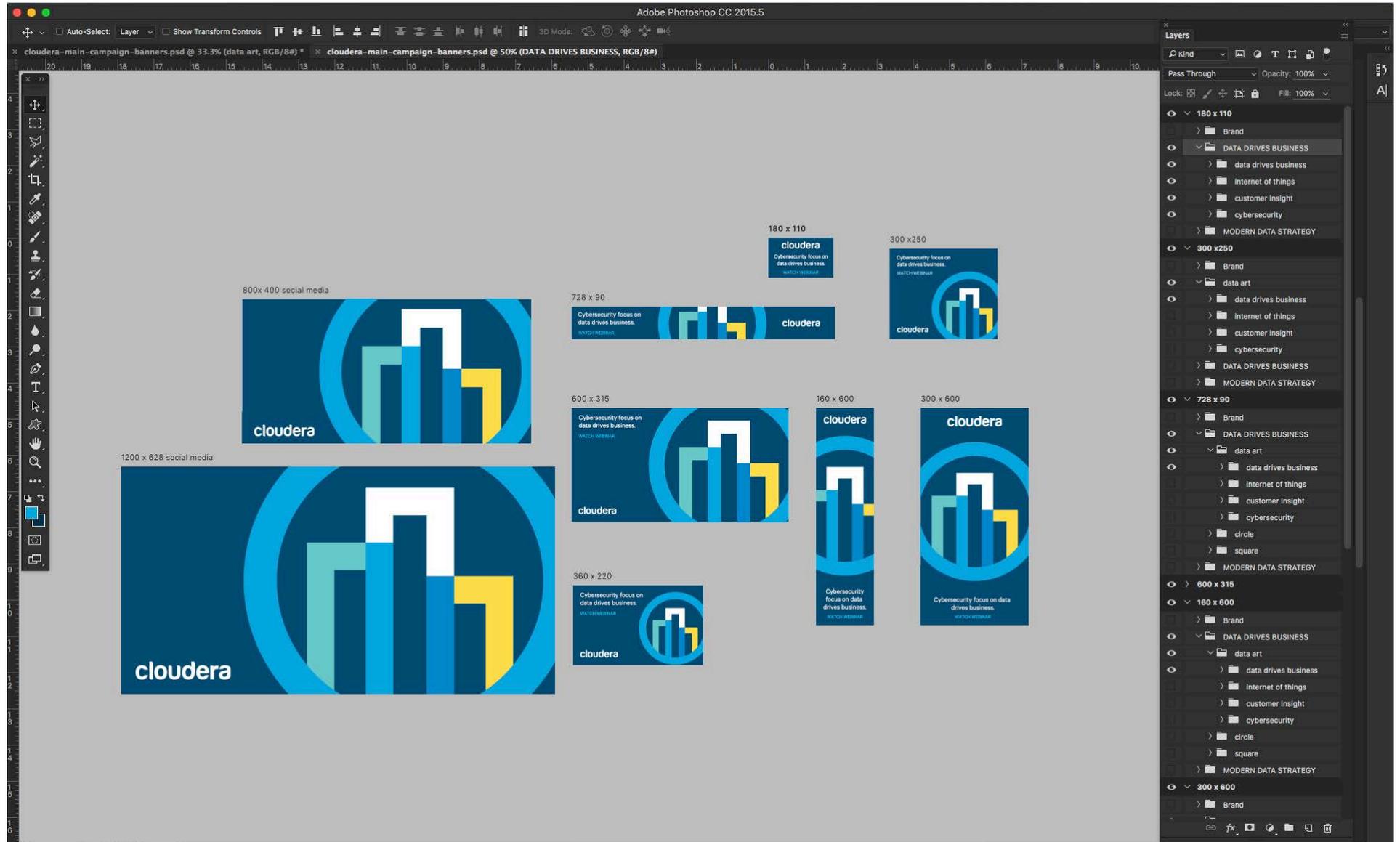
The Photoshop file is a starting point. You can add new text, replace the data art with either white or blue (single color) or use an image in place of the artwork. If you have any questions, please feel free to contact the Creative team at brand@cloudera.com



Display Ad Templates — Data Drives Business (Icon)

DDB LAYERS

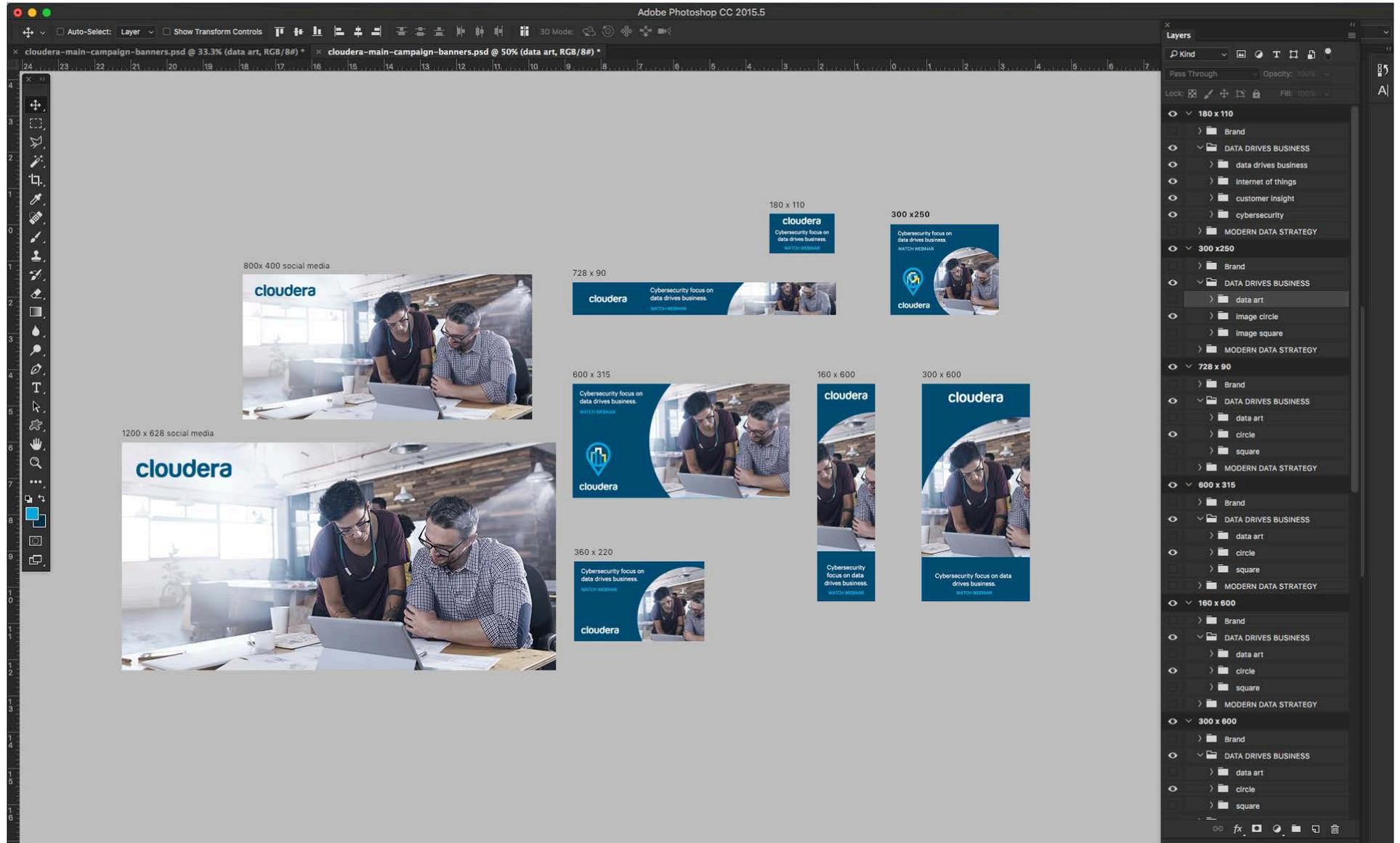
The Photoshop file for the campaigns is ready to drop your copy in and go. Each sized file has the icon in position, you just need to choose which icon is right for your message—DDB High-level, Cybersecurity, Customer Insights, or the Internet of Things. If you have any questions, or need help, please feel free to contact the Creative team at brand@cloudera.com



Display Ad Templates — Data Drives Business (Pic & Circle)

DDB LAYERS

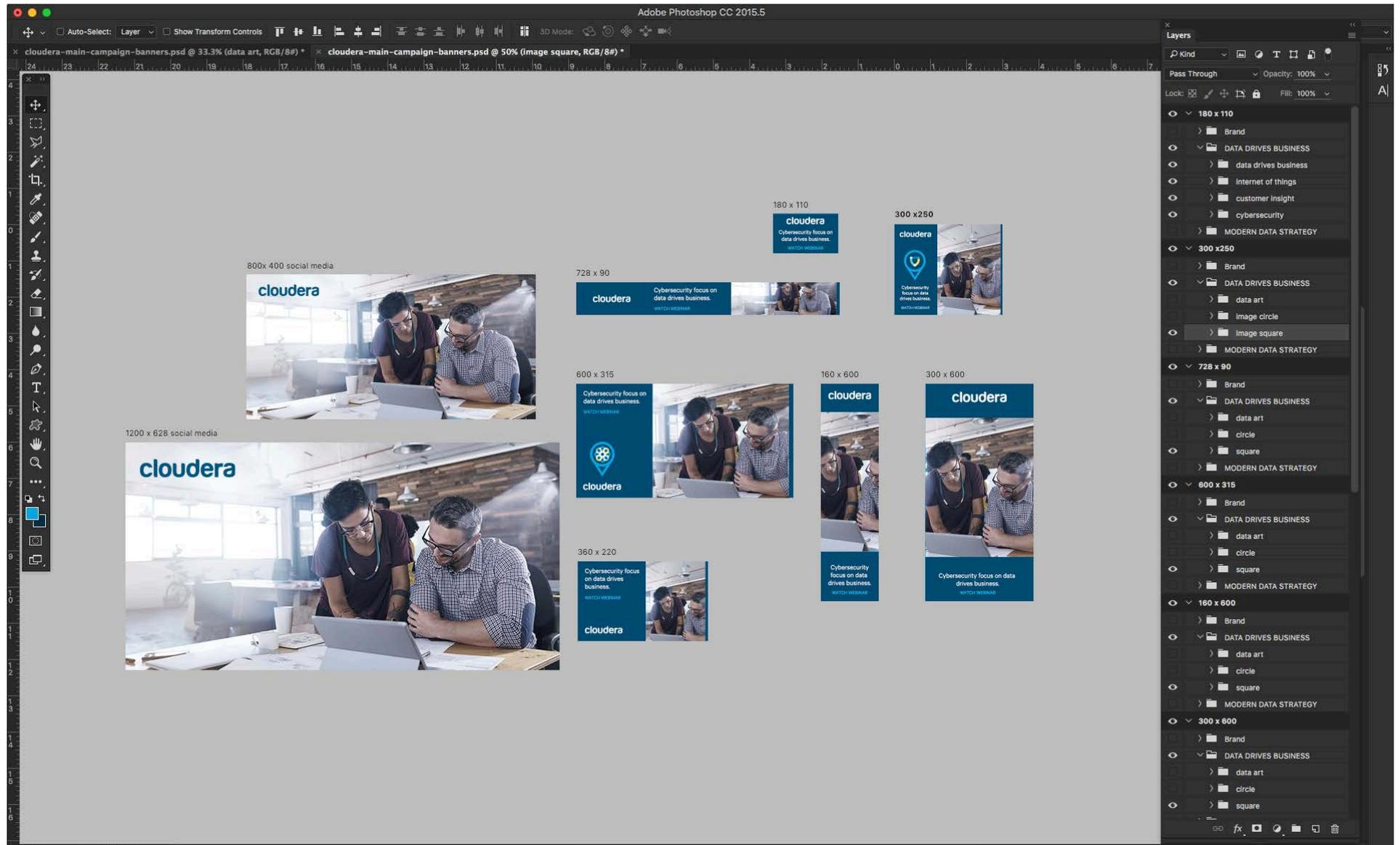
The Photoshop file for the campaigns is ready to drop your copy in and go. Each sized file has all the elements in position, you just need to drag a new image into the image layer. If you have any questions, or need help, please feel free to contact the Creative team at brand@cloudera.com



Display Ad Templates — Data Drives Business (Pic & Square)

DDB LAYERS

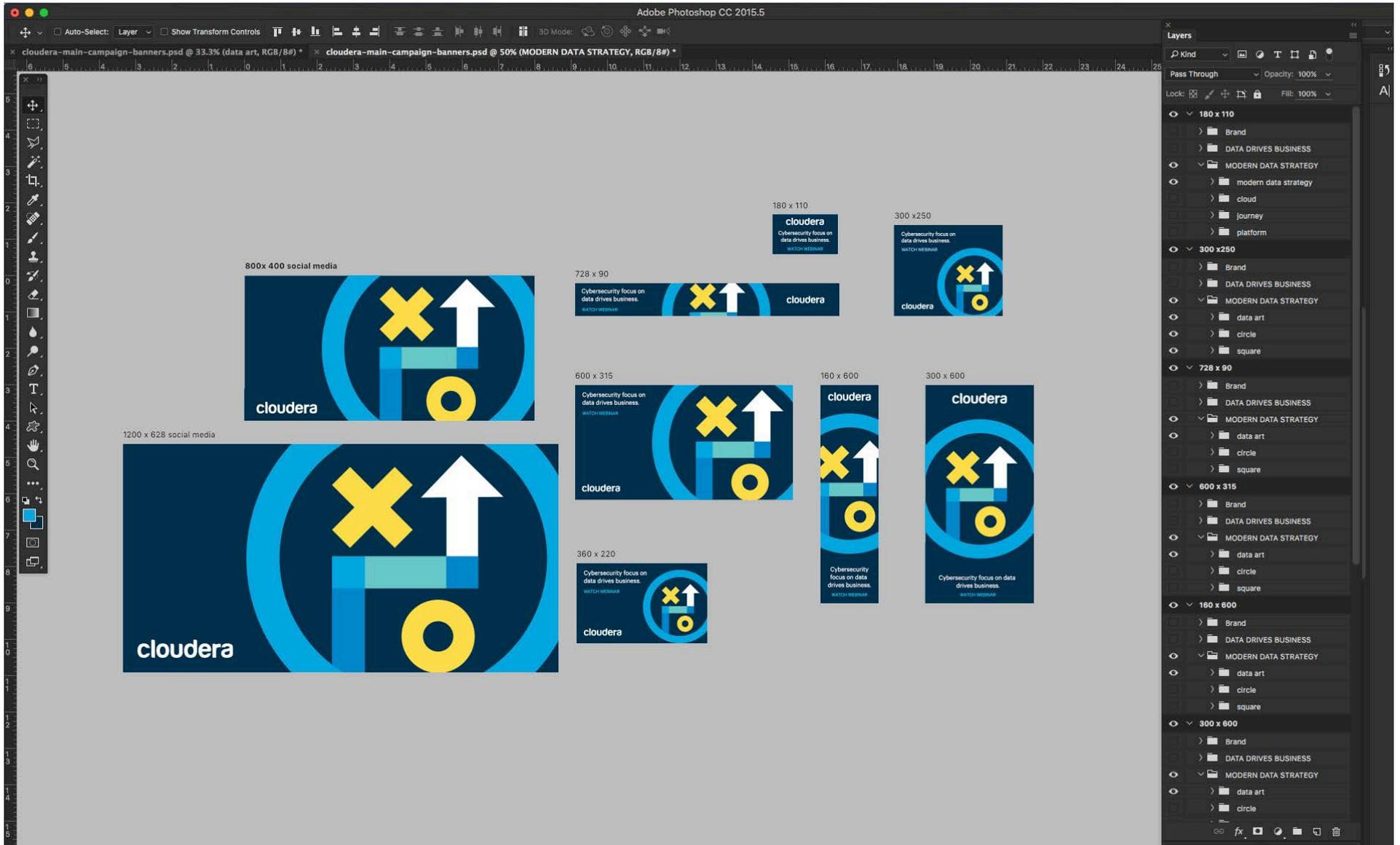
The Photoshop file for the campaigns is ready to drop your copy in and go. Each sized file has all the elements in position, you just need to drag a new image into the image layer. If you have any questions, or need help, please feel free to contact the Creative team at brand@cloudera.com



Display Ad Templates — Modern Data Strategy (Icon)

MDS LAYERS

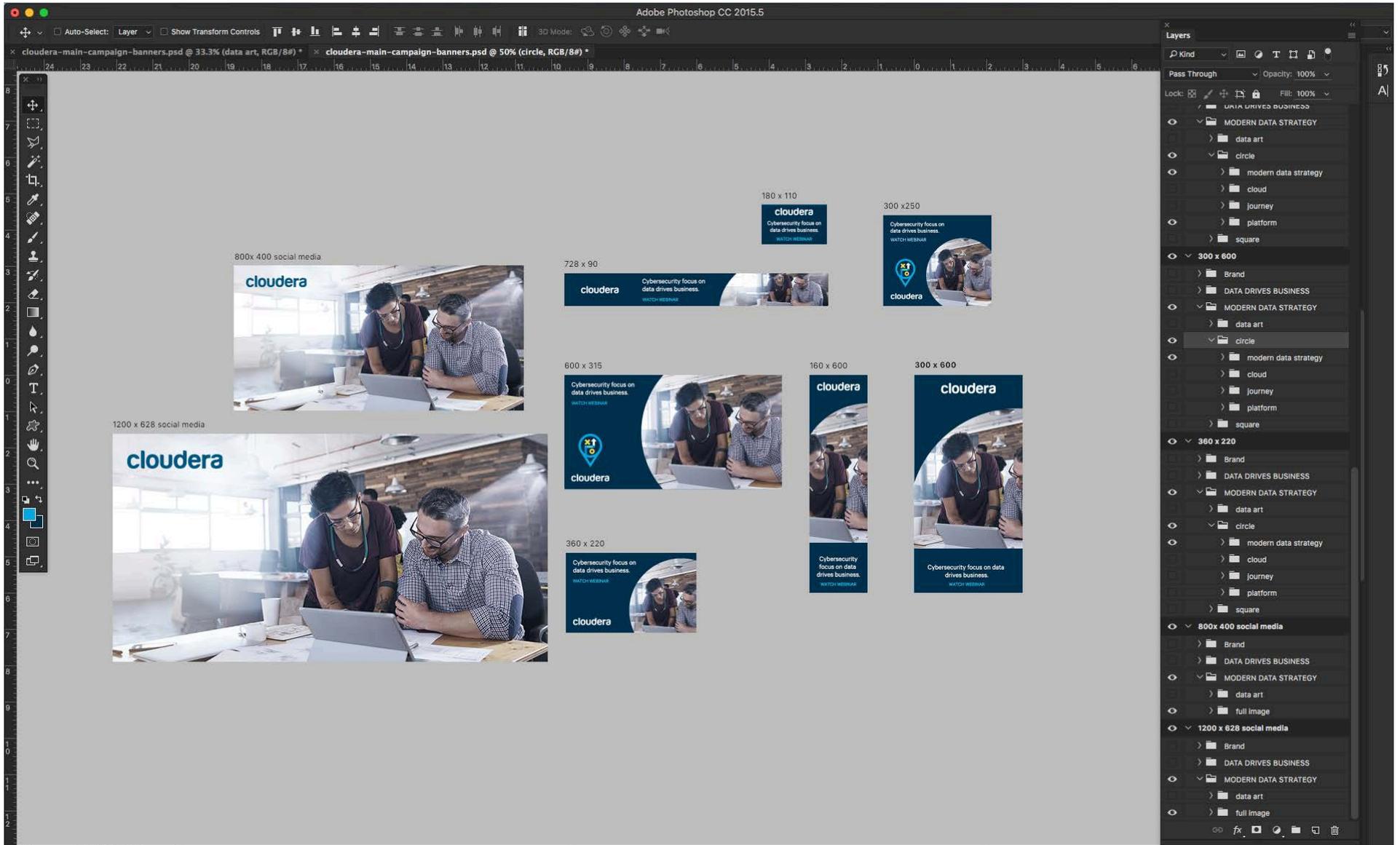
The Photoshop file for the campaigns is ready to drop your copy in and go. Each sized file has the icon in position, you just need to choose which icon is right for your message—MDS High-level, Product, Journey, or Cloud. If you have any questions, or need help with the files please feel free to ccontact the Creative team at brand@cloudera.com



Display Ad Templates — Modern Data Strategy (Pic & Circle)

MDS LAYERS

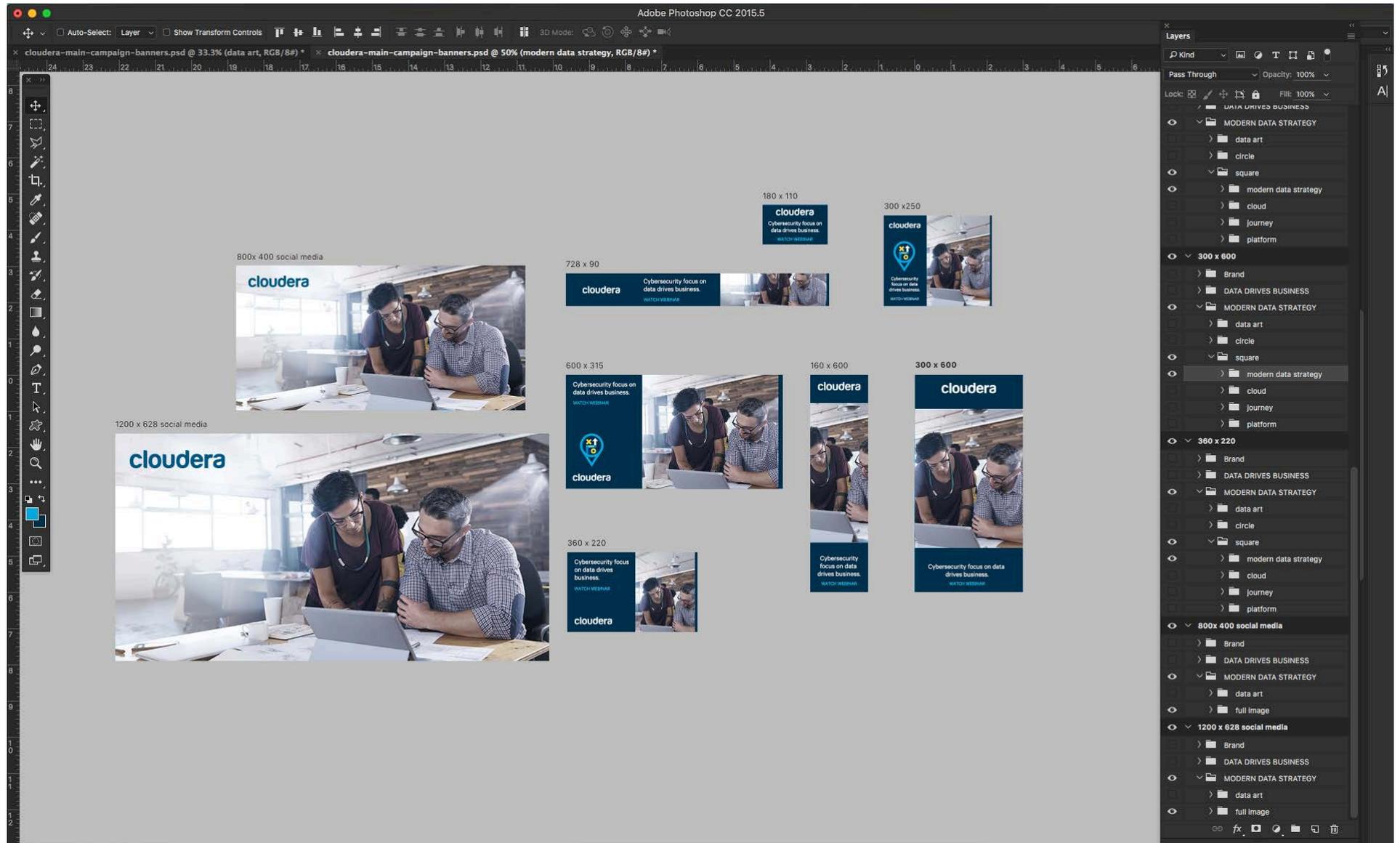
The Photoshop file for the campaigns is ready to drop your copy in and go. Each sized file has all the elements in position, you just need to drag a new image into the image layer. If you have any questions, or need help, please feel free to contact the Creative team at brand@cloudera.com



Display Ad Templates — Modern Data Strategy (Pic & Square)

MDS LAYERS

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If you have questions about the guidelines or need to submit for approval, please contact the Creative Services team:

brand@cloudera.com