

WELCOME
TO THE
DATA AGE

OBJECTIVES

COOL MEETS CREDIBLE

We've created a new brand system that is smart and authentic to the category, yet exciting.

In short, we'll show how we and our customers make the impossible, possible.

1 / DESIGN SYSTEM

A design system that is clean, precise and easily adaptable to the web, events, social campaigns and collateral.

2 / CUSTOMER STORIES

Cloudera customer stories brought to life through photography and information graphics.

3 / IMAGE STYLE FOR KEY PLAYS

An image style to represent concepts such as IoT, Analytics, Cyber Security.

4 / TYPE TREATMENTS

Type treatments that add personality, scale and voice to the design system.

BRAND DNA

GUIDELINES

cloudera



cloudera

CLOUDERA & KOMATSU
EQUIPMENT UTILIZATION, DOUBLED.
THANKS DATA.

IoT



INTUITIVE

SIMPLE

EPIC

HUMAN

cloudera

CREDIBLE

PRECISE

BRILLIANT

BEAUTIFUL

LOGOTYPE: TYPES AND USAGE

The Cloudera logotype has 2 treatments:

Primary: Data Gray

White: For use cases where the Primary logotype is on a dark surface.



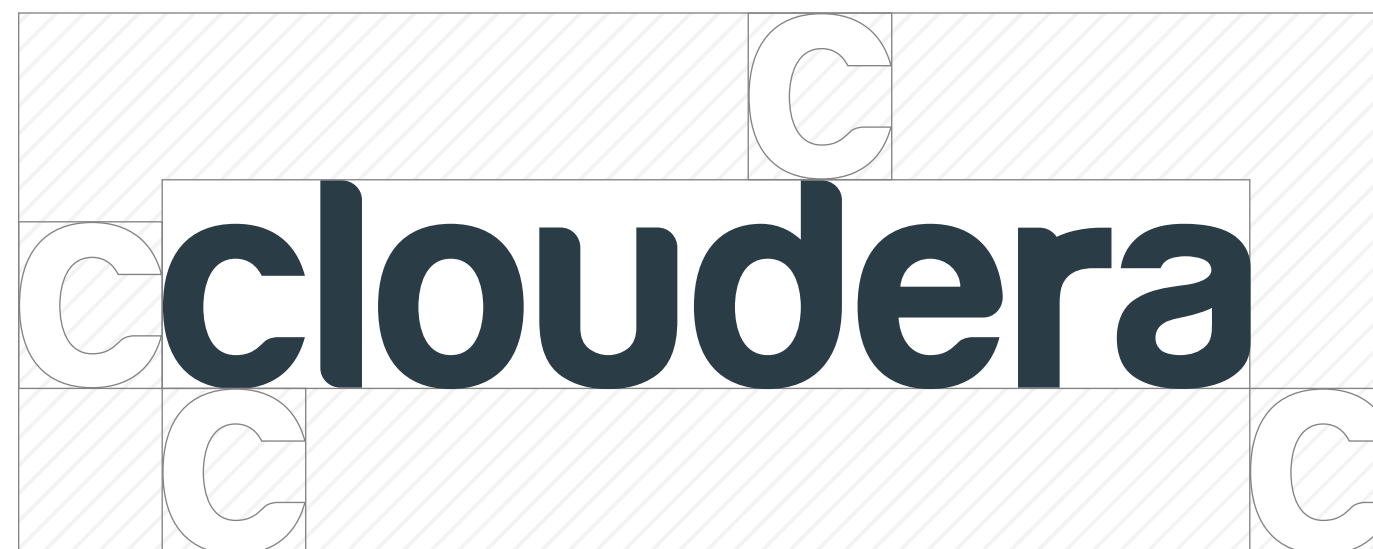
cloudera

PRIMARY LOGO



cloudera

SECONDARY [WHITE] LOGO



CLEAR SPACE

To ensure legibility of the logo, do not place graphics or text within the limits of its clear space.



cloudera — 14 pixels

MINIMUM SIZE

The size of the logo should never be reproduced below 14 pixels in height.

LOGOTYPE: SIZING

The Cloudera logotype should use a ® at certain sizes, as shown to the right. At small sizes the ® is omitted for optimal reproduction, and at large sizes it is omitted where it can be distracting.

A ® should be used once within a document or site, and should be used the first time it appears.

NO ®

_Omit the ® at sizes above 45px in height

cloudera

YES ®

_Include the ® at sizes between 25px and 45px in height

cloudera®
cloudera®

NO ®

_Omit the ® at sizes from the minimum size of 14px up to 24px in height

cloudera
cloudera

LOGOTYPE: CO-BRANDING

Co-branding lockups can be used on marketing materials that are developed with official Cloudera partners.

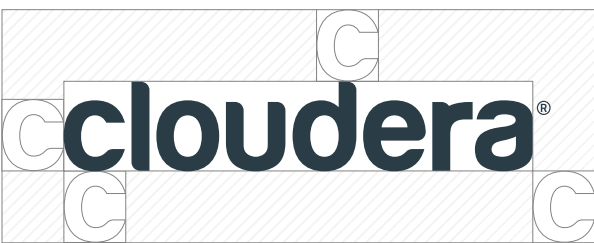
Two configurations can be used: For the vast majority of materials, the horizontal configuration should be used. For vertical formats, an alternate vertical configuration can be used.

All Cloudera clear space and minimum size standards apply to co-branded lockups.

The Cloudera logotype and the separating line can be reversed to white on dark backgrounds.

CO-BRANDING: HORIZONTAL

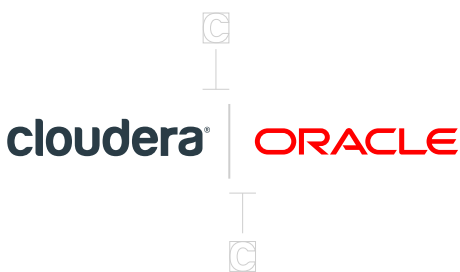
_This is the preferred co-branding lockup configuration



PARTNER

cloudera®

PARTNER



cloudera®

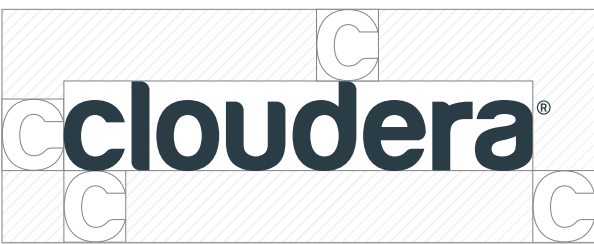


cloudera®



CO-BRANDING: VERTICAL

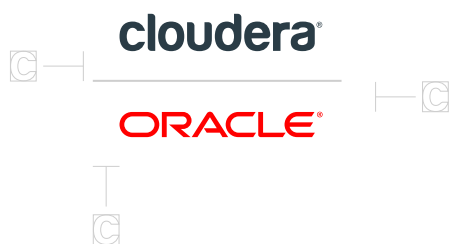
_For vertical applications, co-branding can be configured vertically.



PARTNER

cloudera®

PARTNER



cloudera®



cloudera®

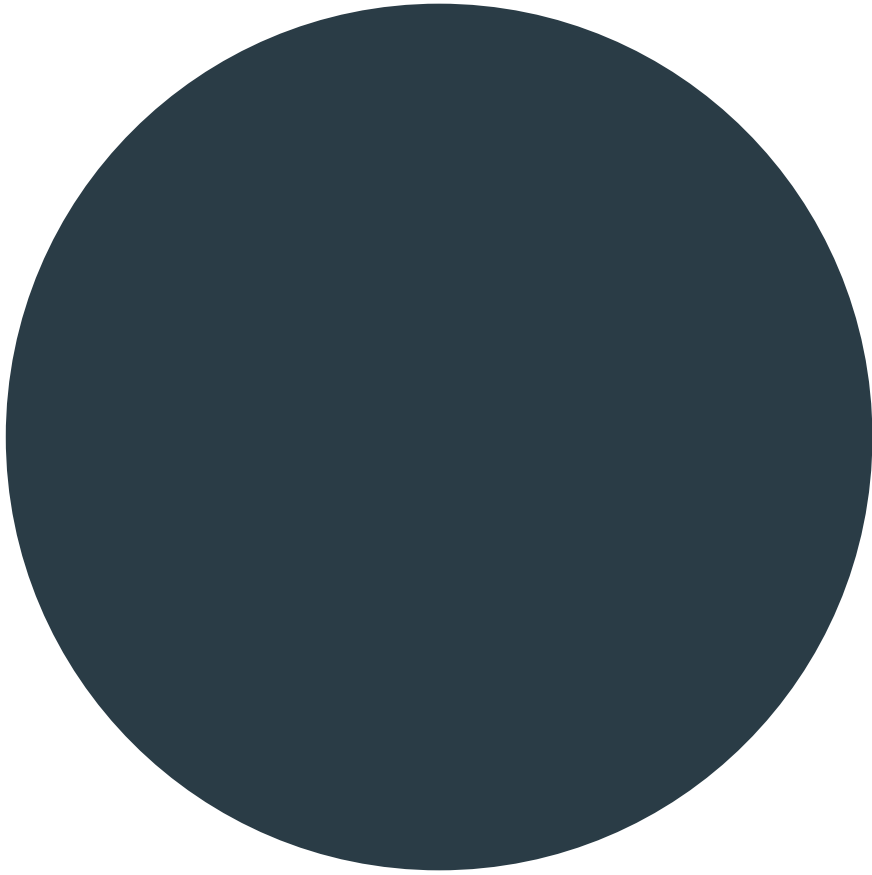


REFINED COLOR PALETTE: LESS IS MORE

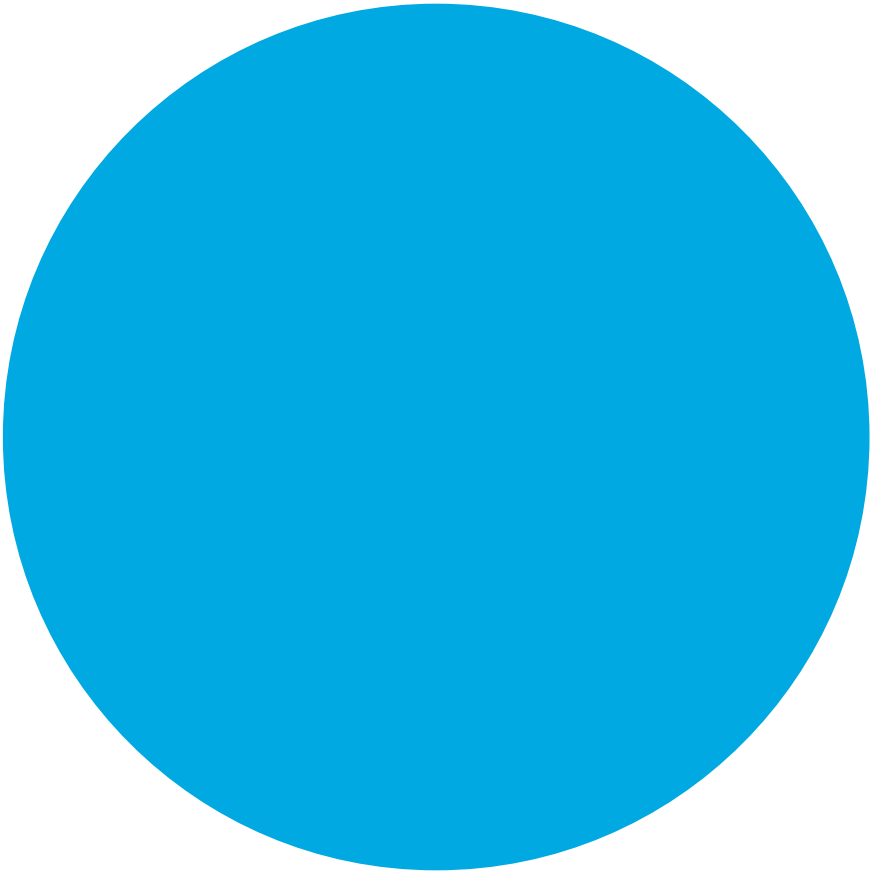
The color palette is based on the existing Cloudera palette, but with fewer colors, so we minimize the impact on existing materials.

- _ Reduced shades of grey from 6 to 4
- _ Reduced secondary bright colors from 6 to 4

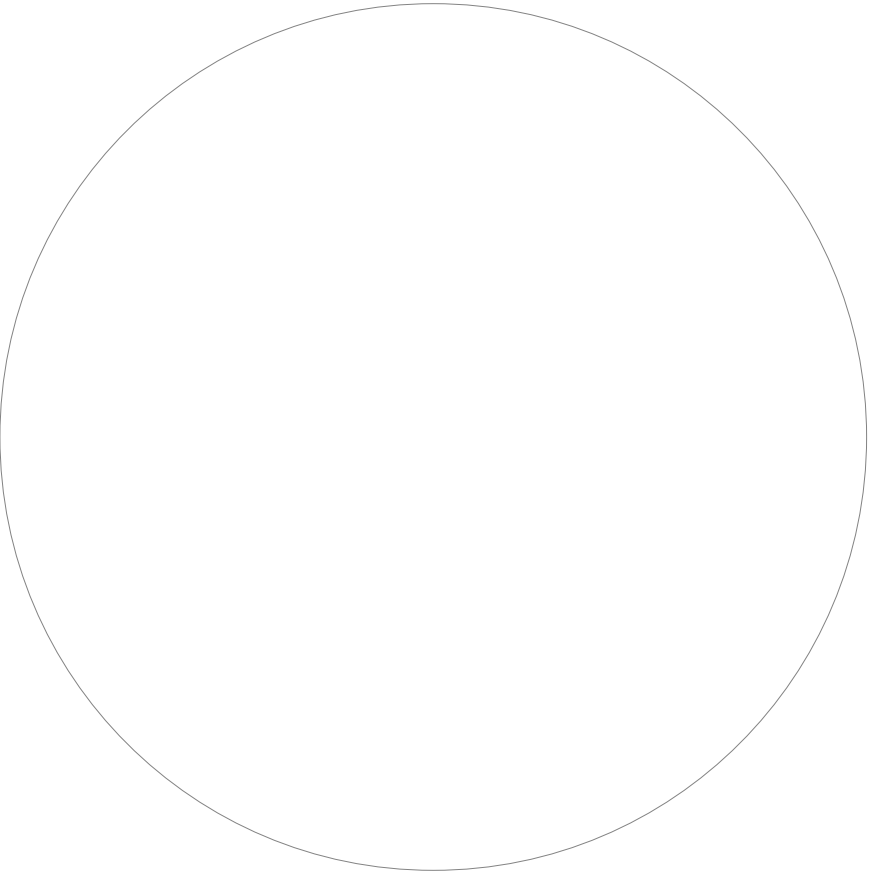
We have provided the palette in both RGB and PMS. Please work with your local printer to determine the appropriate 4-color equivalents to these PMS spot colors. We don't provide 4-color builds as the accuracy of these can shift.



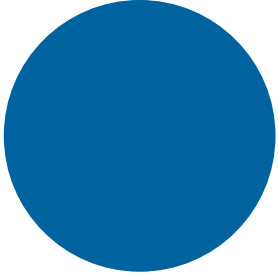
DATA GRAY
R51 / G62 / B71
PMS 432C



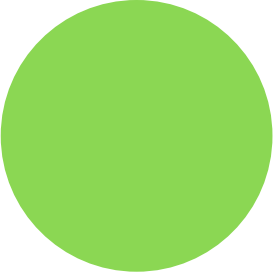
BRILLIANT BLUE
R41 / G167 / B222
PMS 2995C



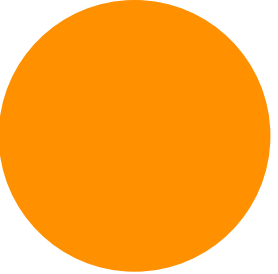
WHITE
R255 / G255 / B255
0K



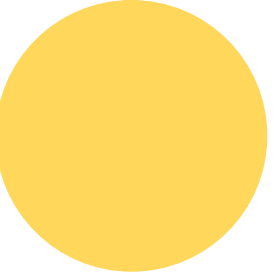
DEEP BLUE
R0 / G98 / B155
PMS 3015C



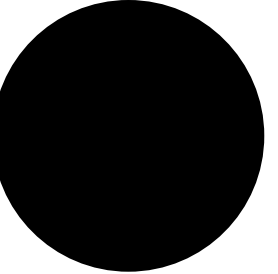
GREEN
R41 / G214 / B94
PMS 367C



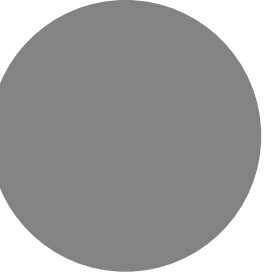
ORANGE
R255 / G143 / B0
PMS 1375C



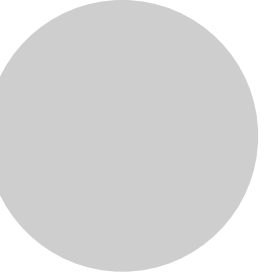
YELLOW
R255 / G214 / B100
PMS 128C



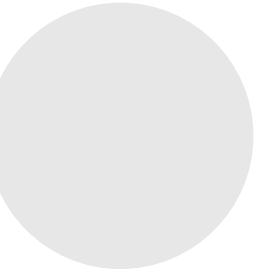
BLACK
R0 / G0 / B0
100K



DARK GRAY
R130 / G130 / B130
50K



MEDIUM GRAY
R205 / G205 / B205
20K



GRAY
R230 / G230 / B230
10K



LIGHT GRAY
R245 / G245 / B245
4K

CLOUDERA IMAGE STRATEGY

Brand Imagery

1_Portraits of people who make impact on the world through data science and analytics—data superheroes

2_Customer and industry images that demonstrate the unprecedented scale and reach of data analytics.

3_People, textures and environments that show the impact on the lives of the end user.

IMAGE TYPE

I DATA SUPERHEROES

A: CUSTOM PORTRAITS
B: OR SOURCED FROM CUSTOMER
IN BLACK AND WHITE



II INDUSTRY IMAGES

LANDSCAPES BY TOM NAGY
OR CUSTOMER PRODUCT
SILHOUETTES



III PEOPLE, TEXTURES
AND ENVIRONMENTS
[STOCK]

MACHINE LEARNING



CLOUD



IOT



INSIGHTS



SECURITY



CLOUDERA BRAND IMAGE ATTRIBUTES: INFORMATIVE, SIMPLE, EXHILARATING YET APPROACHABLE, SYMMETRICAL, SINGLE POINT OF FOCUS.

PHOTOGRAPHY: DATA SUPERHEROES

For premiere case studies, we will capture portraits of the people within Cloudera and within your customer who are instrumental in creating the data age.

- _ Capturing their personality in an engaging way, as if they are having a conversation with the viewer.
- _ PMS 432 backgrounds are used for portraits we shoot
- _ Black and white is used for portraits collected from partners



BRAND PHOTOGRAPHY: EPIC INDUSTRY

Photographer: Tom Nagy

We use images that show the epic achievements of our customers that are only possible in the data age.

Attributes: Awe-inspiring, bold, simple and exhilarating

- _ Single point of perspective
- _ Symmetry of composition
- _ Simple backgrounds
- _ Wide angle lens
- _ Low position of lens



BUILDING THE STORY

For premiere case studies, we combine both the data superhero portrait with the image showing the industry result.



HILARY MASON, VP OF RESEARCH
CLOUDERA



PHOTOGRAPHY: EPIC INDUSTRY SHOTS

Stock and customer images

Attributes: Awe-inspiring, bold, simple and exhilarating

- _ Single point of perspective
- _ Symmetry of composition
- _ Simple backgrounds
- _ Wide angle lens
- _ Low position of lens



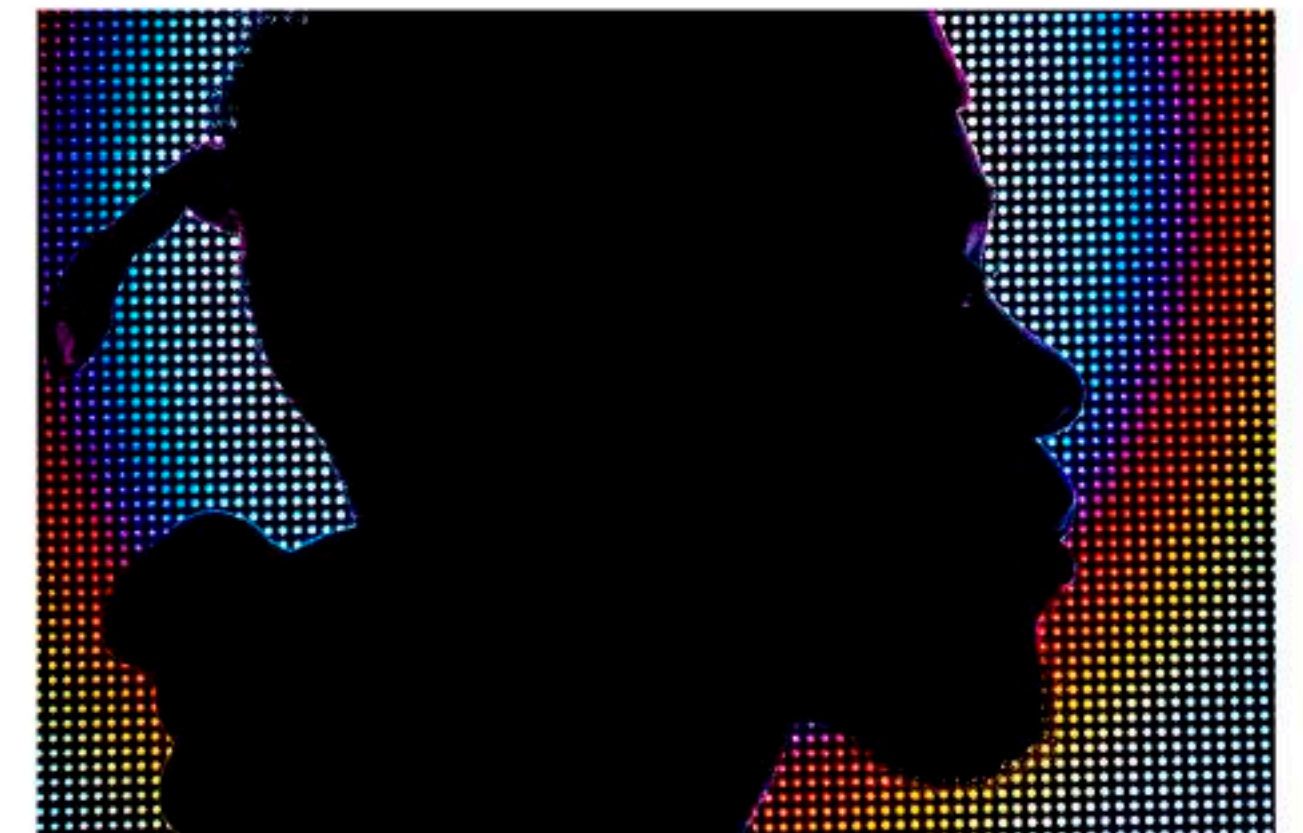
PHOTOGRAPHY USAGE: SUBJECT MATTER

Our design system aims to make the invisible, visible by showing the impact of our customer's work on society and in business. By showing the inventions and accomplishments of our customers, we demonstrate the epic scale and reach of data science on humanity. The following guidelines define the attributes for photography that are on-brand for Cloudera.

SUBJECT MATTER

Data science impacts every modern industry. Our goal is to show cutting edge industries that use data analytics to power their business.

When choosing imagery from our library, consider the greater impact and meaning of data. Rather than showing abstract images, make data tangible and human.



PHOTOGRAPHY USAGE: VISUAL DNA

Subject matter is just one critical consideration. Another is the visual attributes that define imagery as looking and feeling like Cloudera. These attributes are important when creating and choosing images.

FOCAL POINT

Imagery that has a defined focal point feels authoritative and confident. Our imagery is typically photographed with a wide angle lens, giving it a sense of drama.



SIMPLICITY

To break through the noise of the marketplace, we use images that are simple and make it easy to place messaging on the image itself.



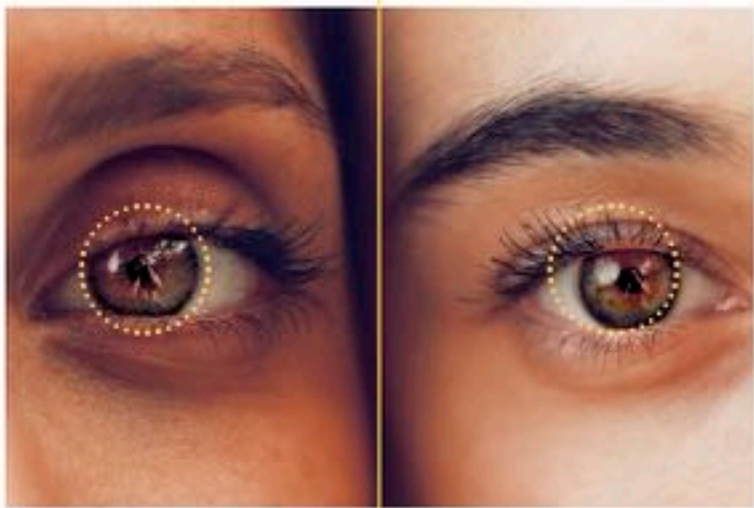
DRAMATIC VANTAGE POINT

When the lens is low, or very high, it adds drama and excitement to the image. Using images with an unexpected vantage point give our images a unique and memorable perspective.



SYMMETRY

Cloudera images are often, but not always, defined by symmetry, which gives our images stopping power and a sense of order.



BRAND LEVEL / PHOTOGRAPHY BY TOM NAGY



Please contact Cloudera Brand Marketing for image library access. These images are not cleared for use in advertising.

MACHINE LEARNING / STOCK



Please contact Cloudera Brand Marketing
for image library access.

CLOUD / STOCK

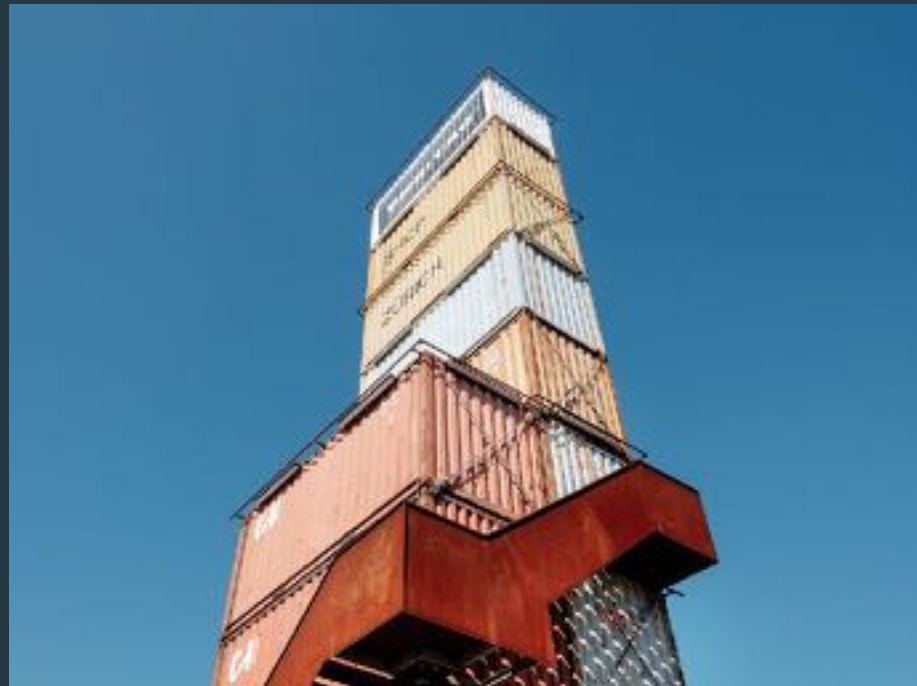


Please contact Cloudera Brand Marketing
for image library access.

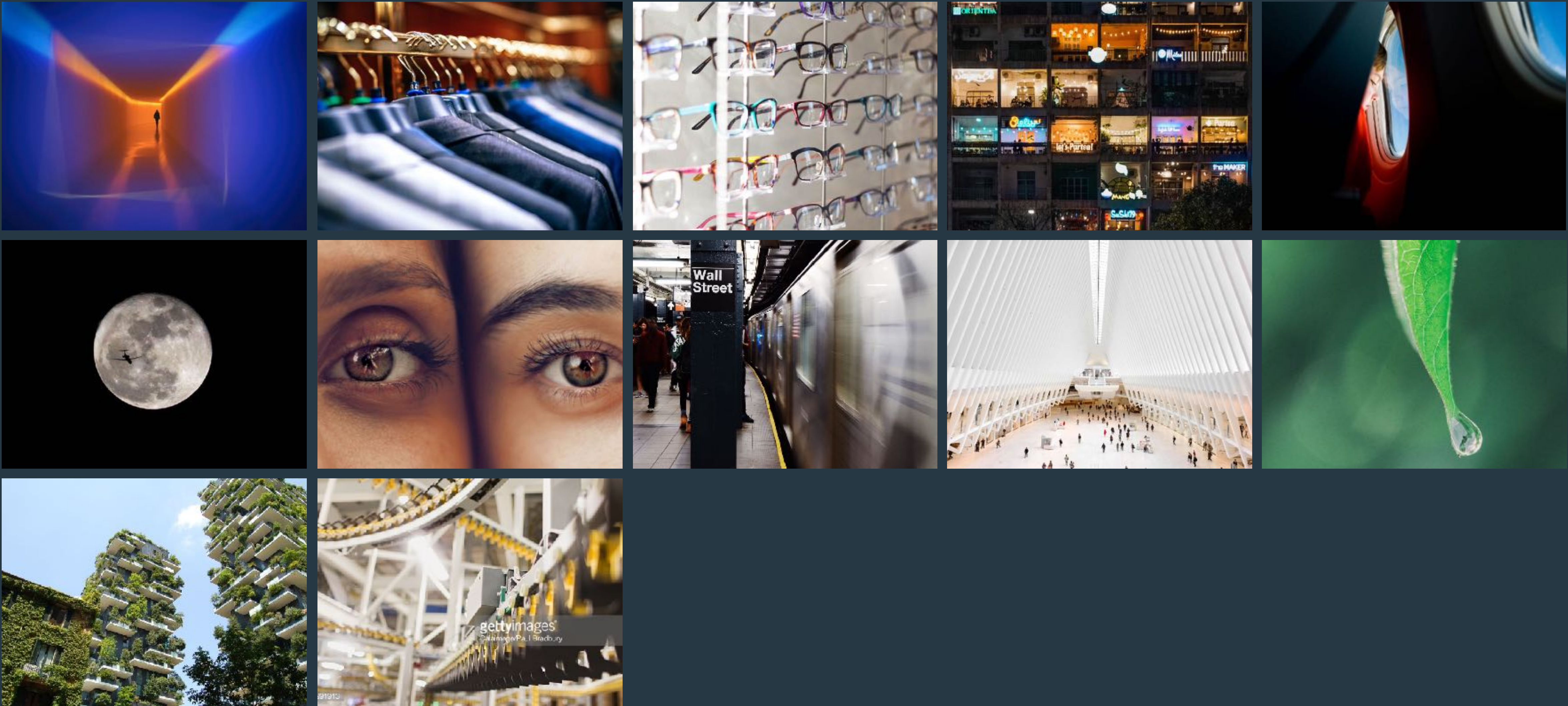
SECURITY / STOCK



Please contact Cloudera Brand Marketing
for image library access.

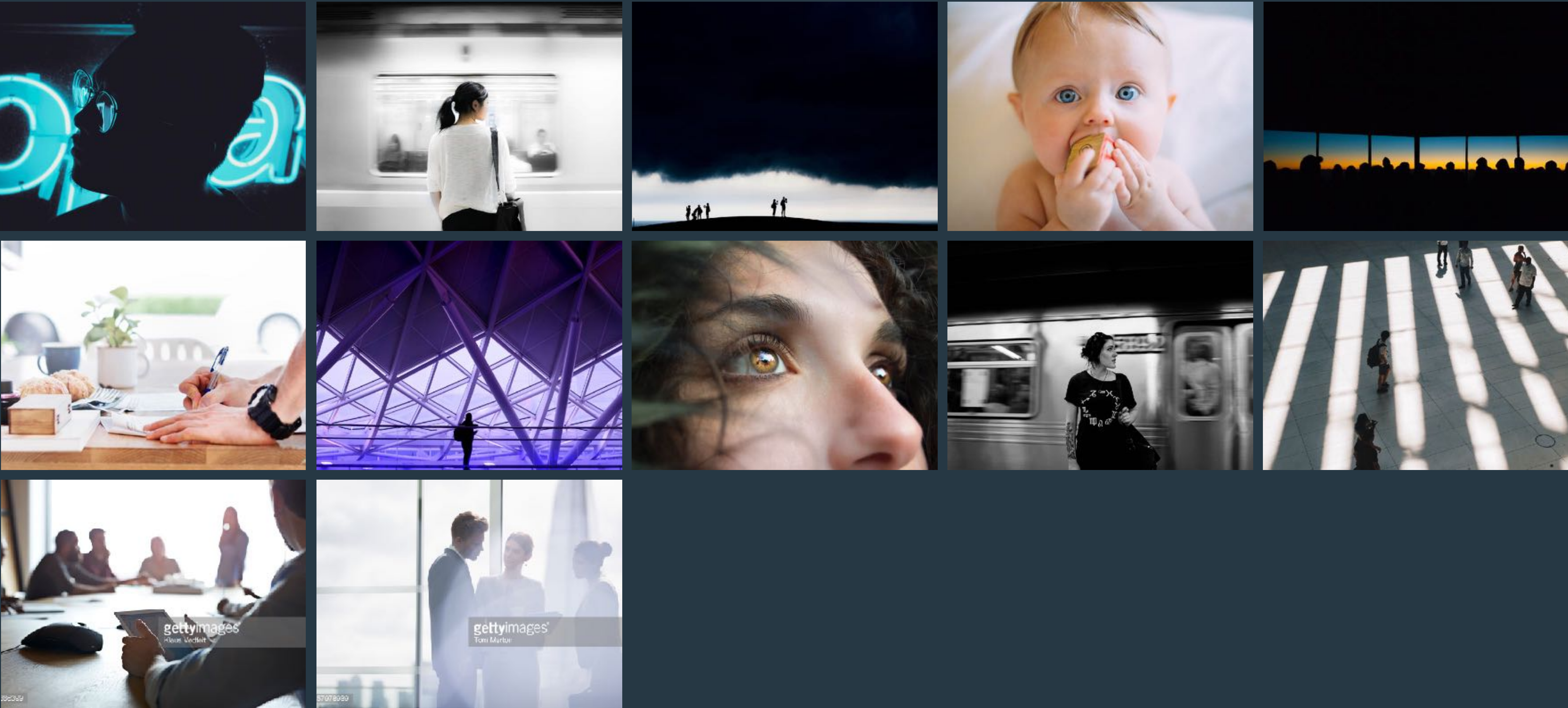


Please contact Cloudera Brand Marketing
for image library access.



Please contact Cloudera Brand Marketing for image library access.

PEOPLE / STOCK



Please contact Cloudera Brand Marketing for image library access.

TECHNOLOGY / STOCK



Please contact Cloudera Brand Marketing
for image library access.

TEXTURES / STOCK



Please contact Cloudera Brand Marketing
for image library access.

PHOTO ILLUSTRATION

Our illustration style exposes the invisible data that enables our customers to create the ground-breaking inventions and experiences that are changing the world.

Let's make the invisible, visible.



PHOTO ILLUSTRATION

Our illustration style exposes the invisible data that enables our customers to create the ground-breaking inventions and experiences that are changing the world.

Products Silhouettes_Large

Each starts with a simple silhouette of a customer's product and then applies a line pattern on the right edge to expose the hidden data that powers their innovations.

Product Silhouettes_Small

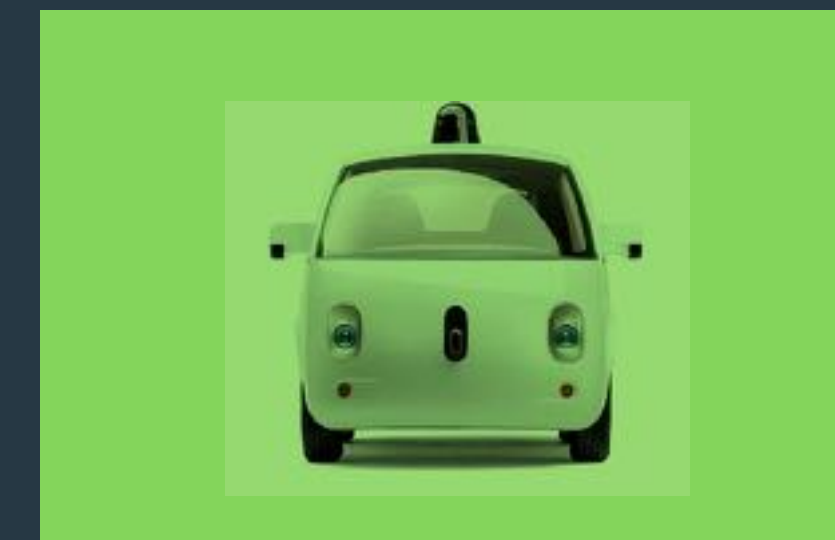
When used at sizes that are too small for the line pattern to reproduce well, we use a simple silhouette of the product on a Cloudera color.

Please contact Cloudera Brand Marketing for permission and resources to create photo illustrations.

Product Silhouette Illustrations_Large



Product Silhouette Illustrations_Small



GRAPHIC DEVICE: THE DATA LINE

The 45° angle

Cloudera uses a simple graphic device in all communications. The 45° angle can be used in the following ways:

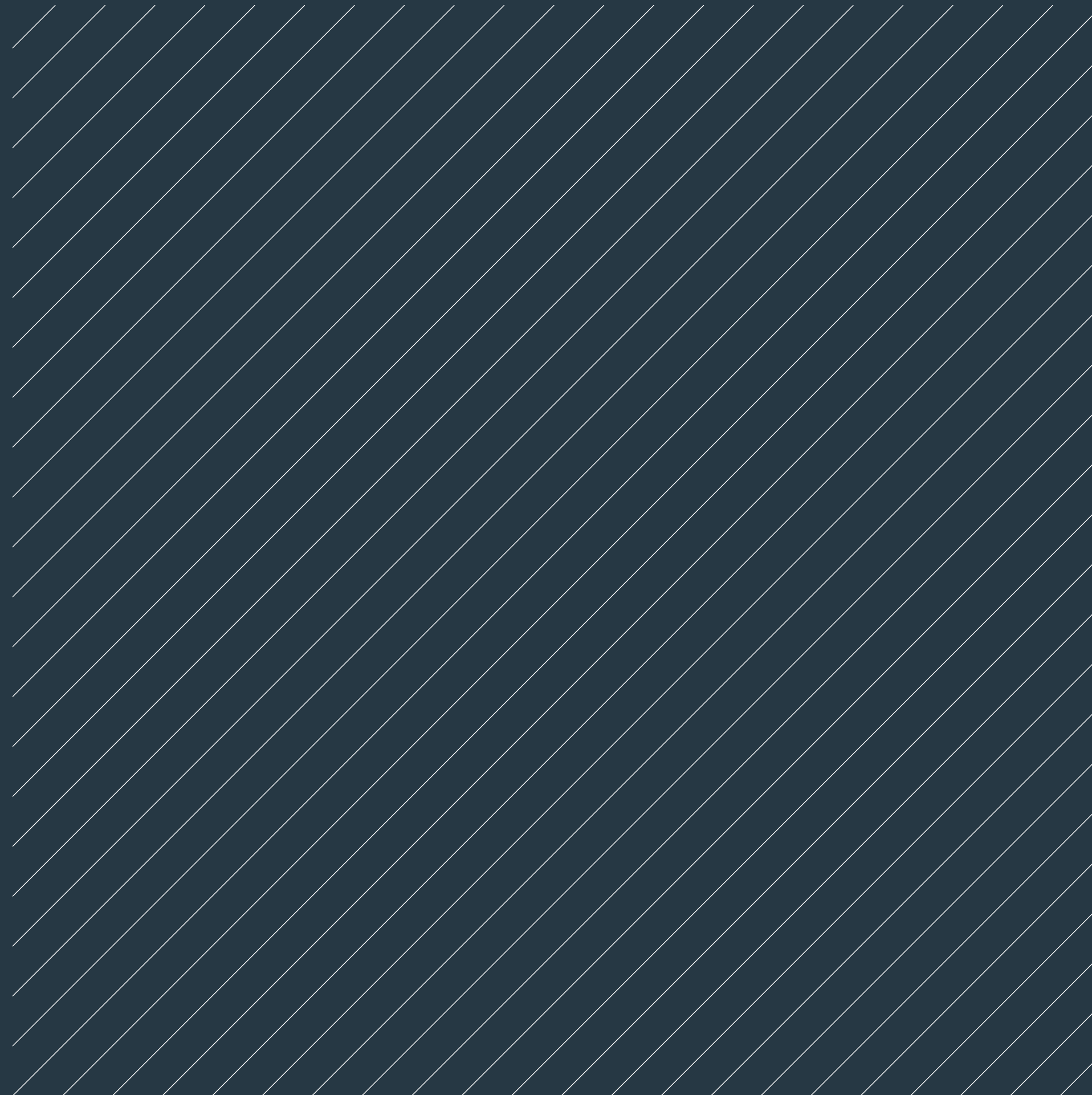
- _ As a way to highlight captions
- _ As a background pattern
- _ Type treatments

GRAPHIC DEVICE: THE DATA LINE

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- _ As a way to highlight captions
- _ As a background pattern
- _ Type treatments



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- _ As a way to highlight captions
- _ As a background pattern
- _ Type treatments

CLOUDERA & GE

Welcome to the
data age.

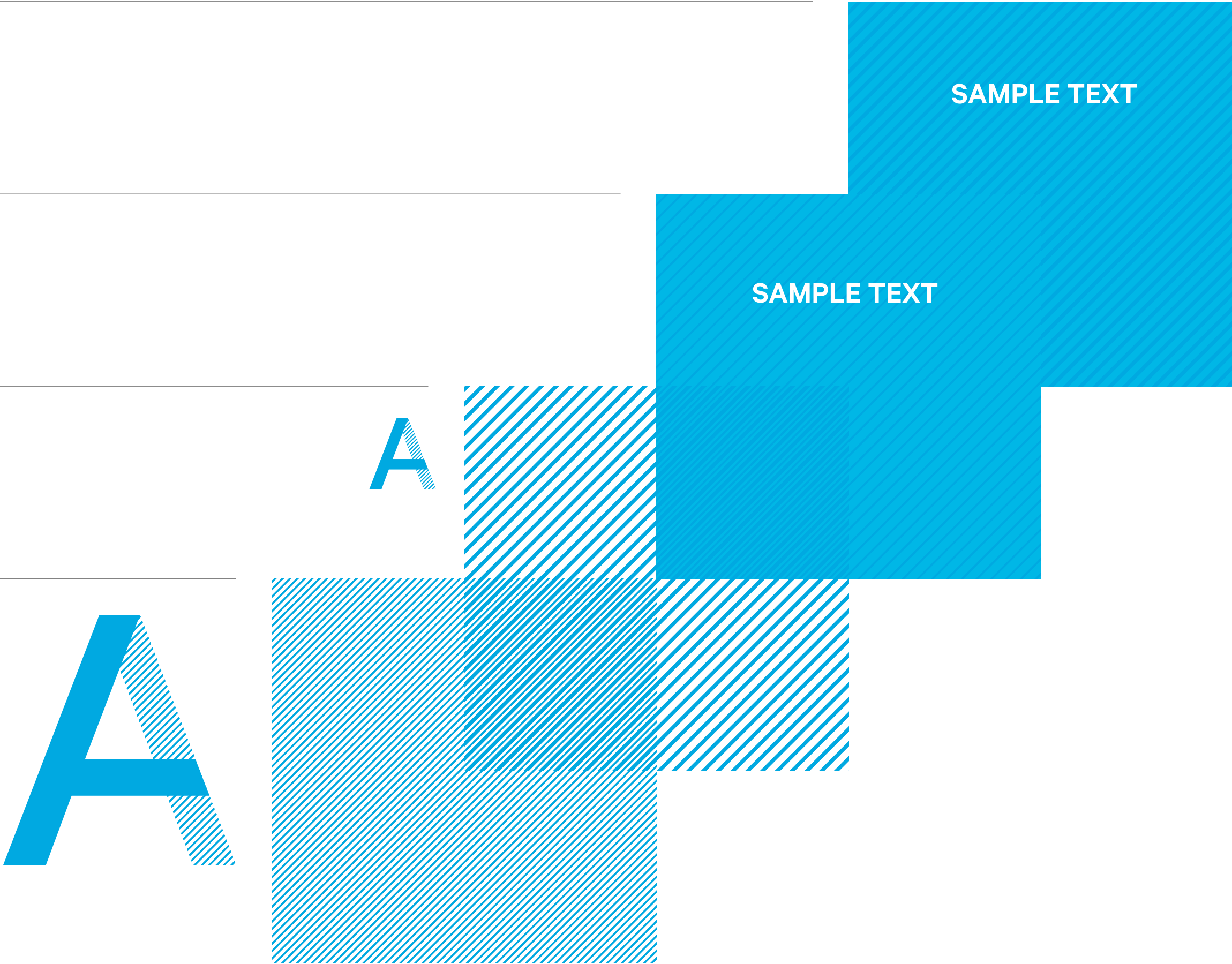
LET'S GO

GRAPHIC DEVICE: THE DATA LINE

The 45° pattern

The 45° pattern is used as backgrounds to give Cloudera materials a distinctive look and feel, and is used to create our titling typeface. The patterns are available in a variety of colors.

- STRIPES_BLUE_MED_SOLID**
_For color fields such as banner ads
- STRIPES_BLUE_THIN_SOLID**
_For color fields such as banner ads
- STRIPES_BLUE_MEDIUM**
_Used in the medium weight of calibre titling
- STRIPES_BLUE_THIN**
_Used in the large weight of calibre titling



GRAPHIC DEVICE: THE DATA LINE

The 45° pattern

The 45° pattern is used as backgrounds to give Cloudera materials a distinctive look and feel, and is used to create our titling typeface. The patterns are available in a variety of colors.

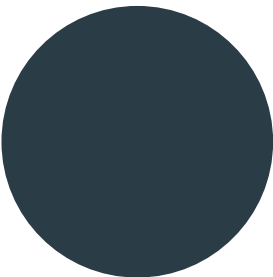
CLOUDERA PALETTE AND PATTERNS

STRIPES_[COLOR NAME]_THIN
COLOR STROKES ON A TRANSPARENT
BACKGROUND
_USED IN THE LARGE WEIGHT
OF CALIBRE TITLING

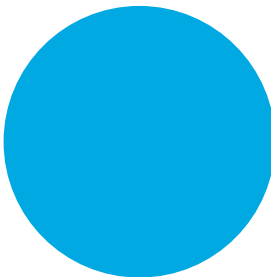
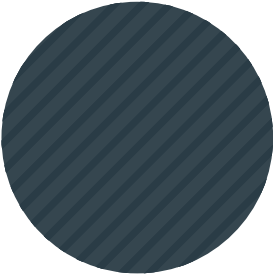
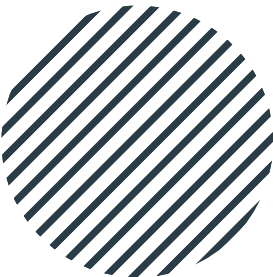
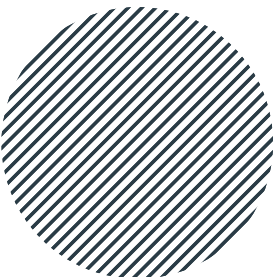
STRIPES_[COLOR NAME]_MEDIUM
COLOR STROKES ON A TRANSPARENT
BACKGROUND
_USED IN THE MEDIUM WEIGHT
OF CALIBRE TITLING

STRIPES_[COLOR NAME]_THIN_SOLID
COLOR STROKES ON A SCREEN
OF SOLID COLOR, CAREFULLY
COLOR BALANCED FOR IDEAL
TEXT LEGIBILITY
_FOR COLOR FIELDS SUCH AS
BANNER ADS

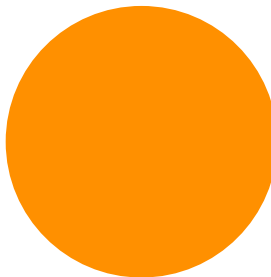
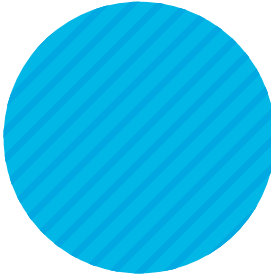
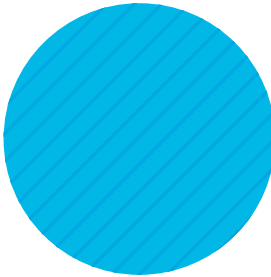
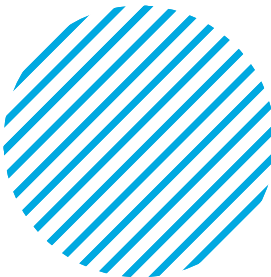
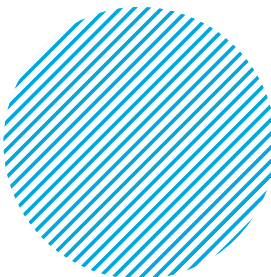
STRIPES_[COLOR NAME]_MED_SOLID
COLOR STROKES ON A SCREEN
OF SOLID COLOR, CAREFULLY
COLOR BALANCED FOR IDEAL
TEXT LEGIBILITY
_FOR COLOR FIELDS SUCH AS
BANNER ADS



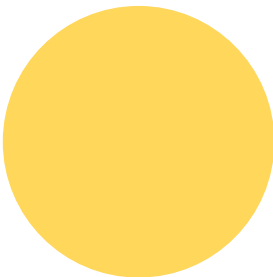
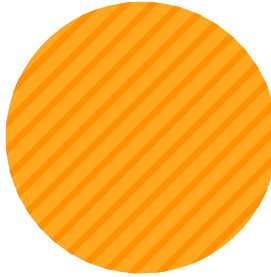
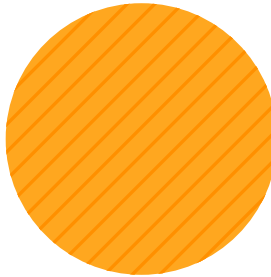
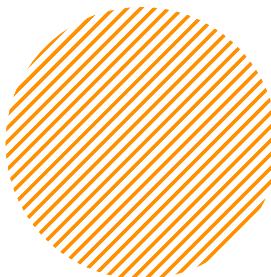
DATA GRAY
R51 / G62 / B71
PMS 432C



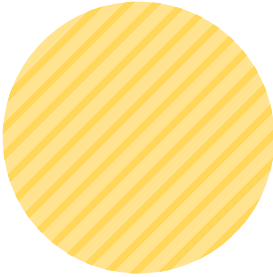
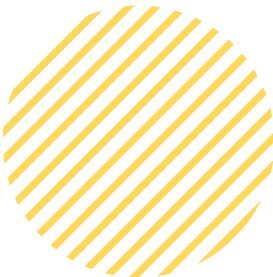
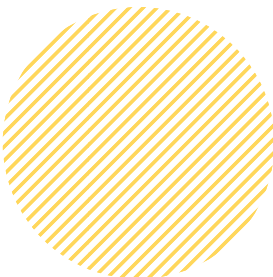
BRILLIANT BLUE
R41 / G167 / B222
PMS 2995C



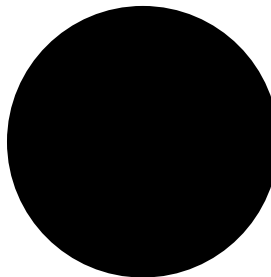
ORANGE
R255 / G143 / B0
PMS 1375C



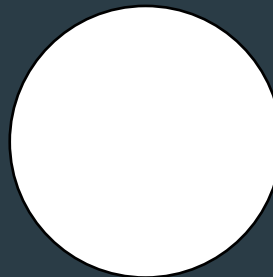
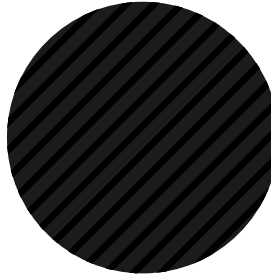
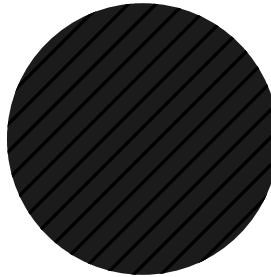
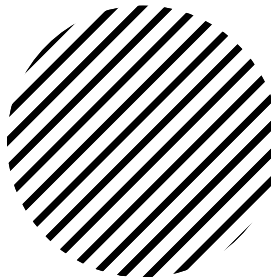
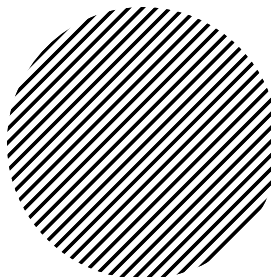
YELLOW
R255 / G214 / B100
PMS 128C



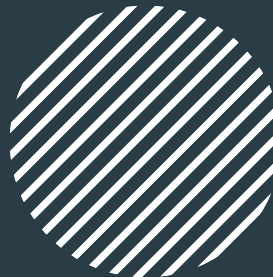
LIGHT GRAY
R245 / G245 / B245
4K



BLACK
R0 / G0 / B0
100K

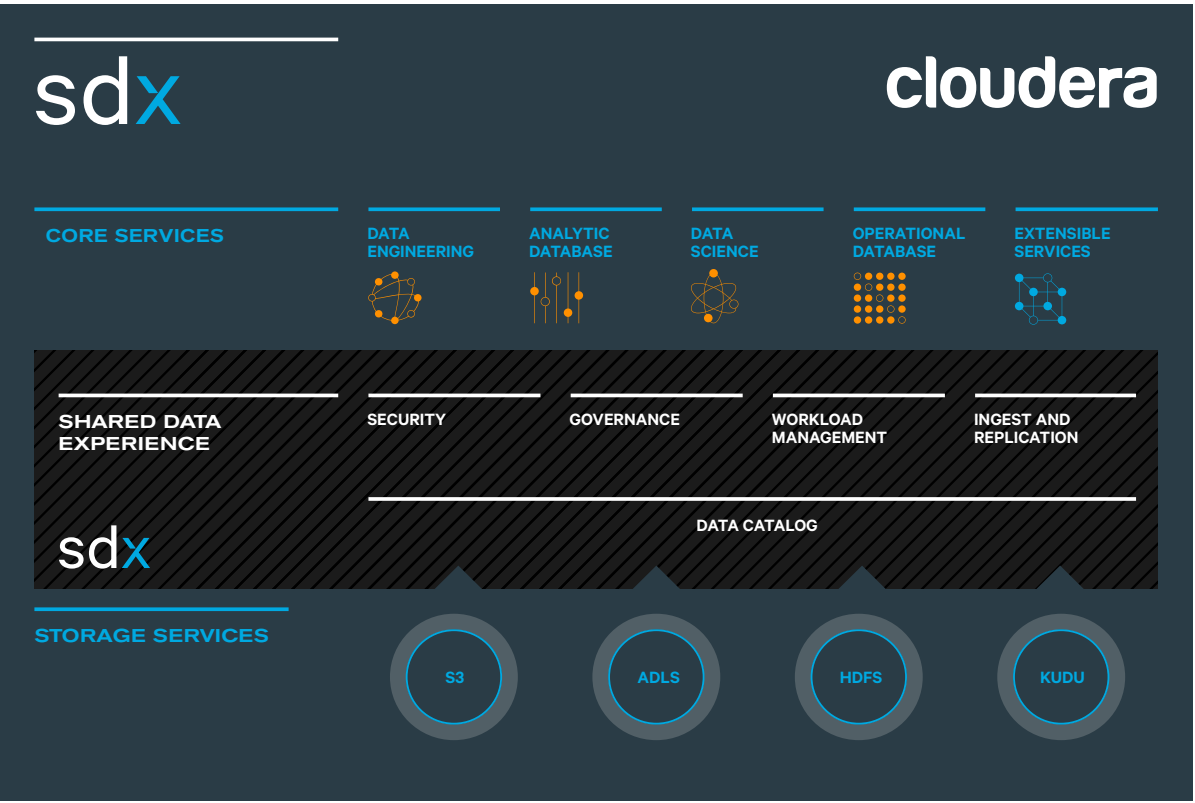
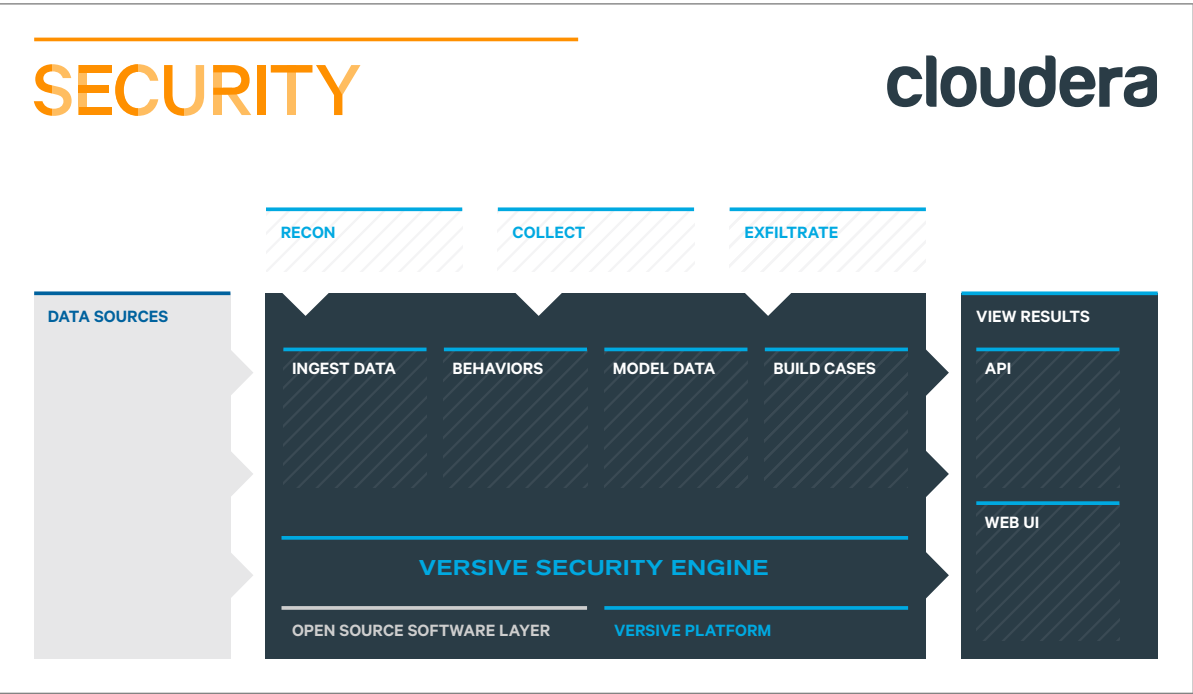
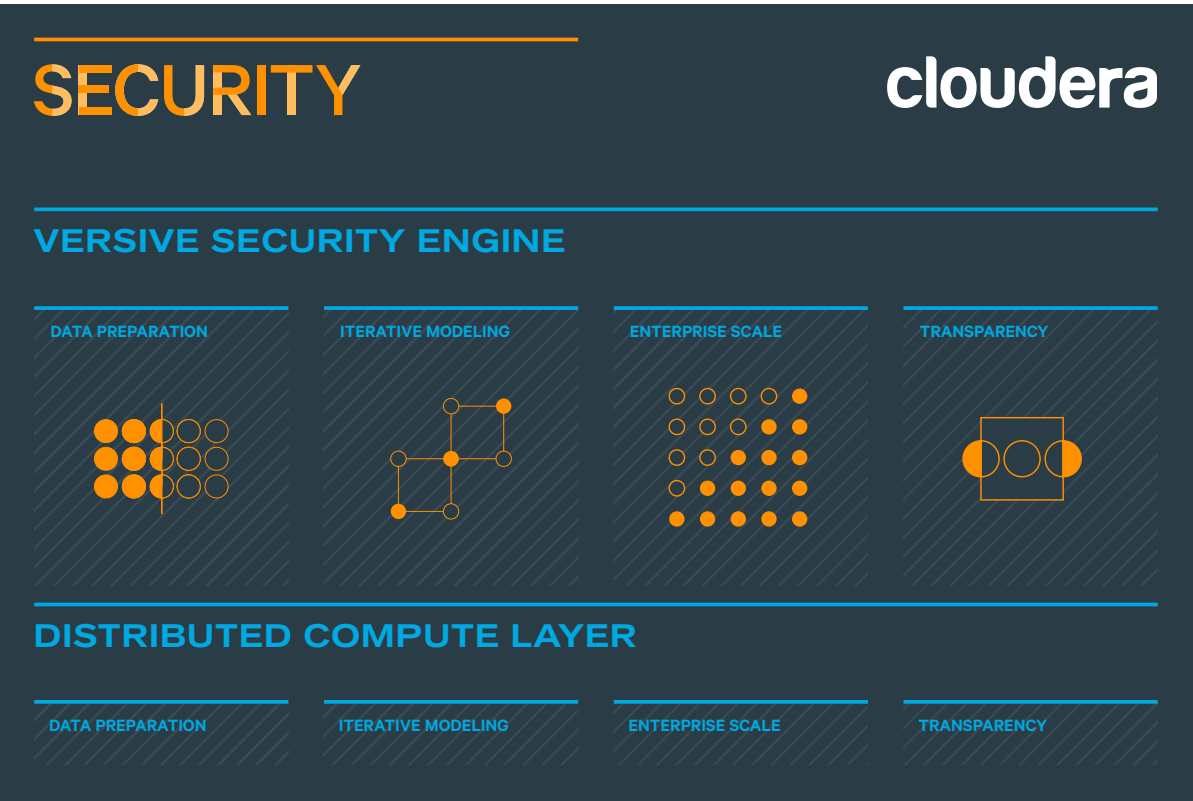


WHITE
R255 / G255 / B255
0K



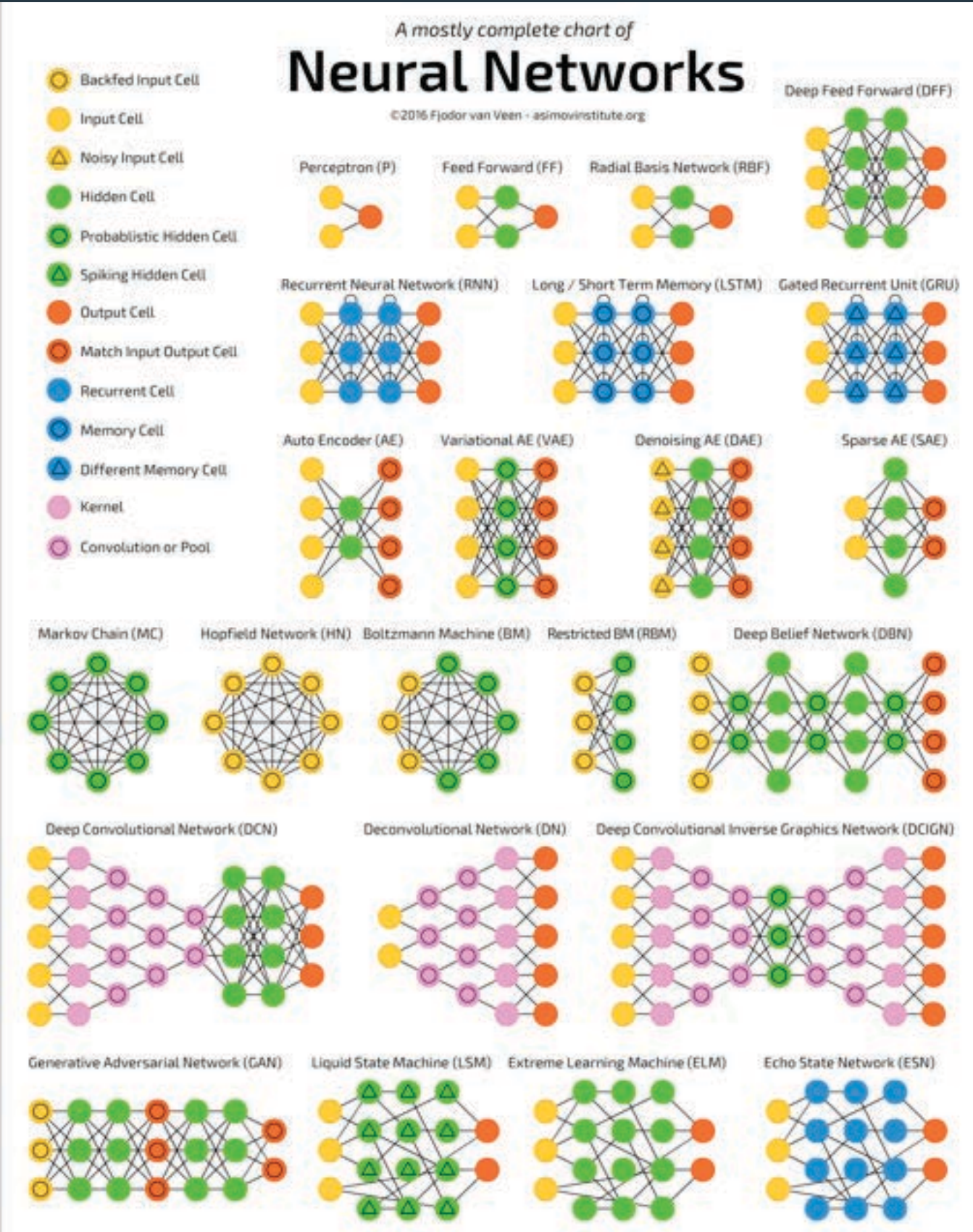
INFORMATION GRAPHICS

- _ Simple, clear and well-crafted
- _ Based on simple, geometric forms
- _ Text is paired down to only the essential information, with minimal iconography
- _ Palette is limited to 2 or 3 colors
- _ Can be simple and graphic, or placed in the context of an industry image

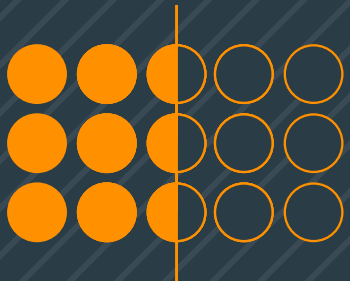


ICONOGRAPHY

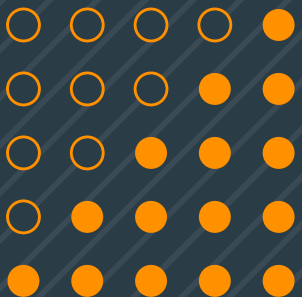
Cloudera icons don't use visual metaphors that will confuse a global audience. Instead, we take inspiration from the way that computer scientists draw neural networks—with circles and lines. The result is a simple, cohesive system of icons that feel truly scientific and universally appealing.



DATA PREPARATION



ENTERPRISE SCALE



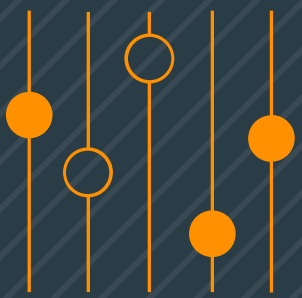
TRANSPARENCY



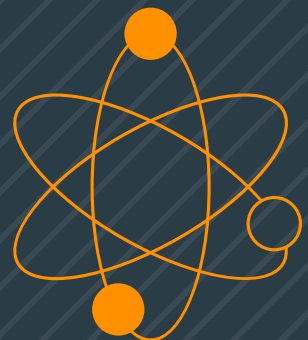
DATA ENGINEERING



ANALYTIC DATABASE

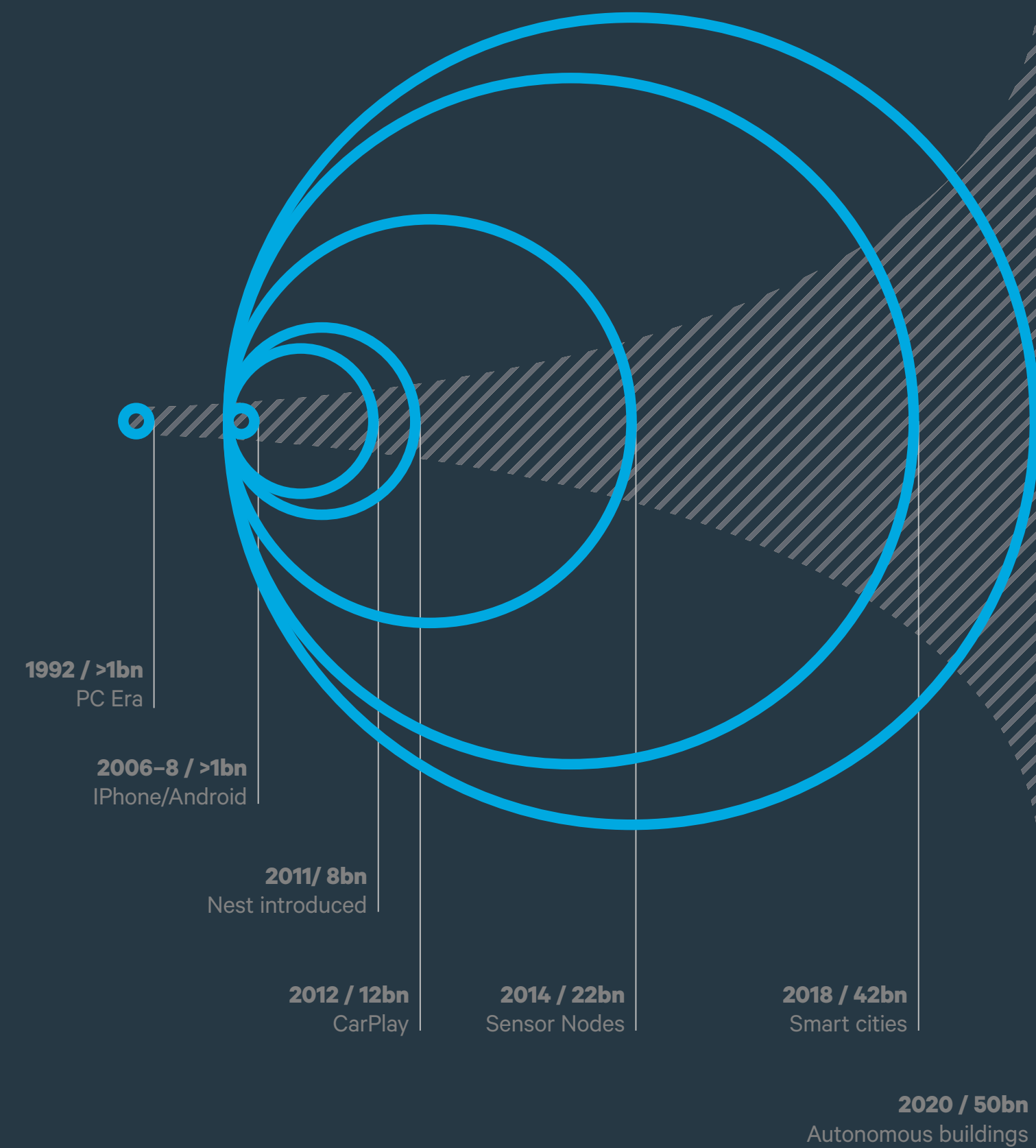


DATA SCIENCE



INFORMATION GRAPHICS

- _ Simple, clear and well-crafted
- _ Based on simple, geometric forms
- _ Text is paired down to only the essential information, with minimal iconography
- _ Palette is limited to 2 or 3 colors
- _ Can be simple and graphic, or placed in the context of an industry image



TYPOGRAPHY

There are three levels of typography for the Cloudera brand.

Our text face remains Calibre. For copy over 10 words, Calibre Regular should be used.

Our headline face is Akzidenz Grotesk Extended. It's a good pairing with Tom Nagy's expansive landscapes. All vendors and agencies must purchase [AG Next](#). Cloudera will not release the font externally.

Our display face, Calibre Titling, is a customized, data-informed version of Calibre. It is to be used only for key plays and specific Brand-approved applications. It comes in 3 versions, which can be used to optimize legibility in different use cases.

BODY COPY / CAPTIONS

Calibre Regular, Semibold

In 2017, we worked with the NYSE to make trades faster and more secure. Now the bull market makes trades at less than a millionth of a second.

Whew.

HEADLINES

[Akzidenz Grotesk Next Extended](#)

CLOUDERA & CYBERSECURITY

Future-proof your security platforms.



TITLING

Cloudera Titling

IoT

IoT

IoT

TYPOGRAPHY: BODY COPY

Our typeface for body copy and longer headlines is Calibre, which also comes in a web font.

We use the following weights of Calibre:

Most commonly used weights:

_Calibre Regular and Regular Italic

_Calibre Semibold and Semibold Italic

Print collateral and charts use an expanded selection of weights:

_Calibre Light and Light Italic

_Calibre Regular and Regular Italic

_Calibre Medium and Medium Italic

_Calibre Semibold and Semibold Italic

Calibre Regular, Italic

ABC
Lorem ipsum dolor sit amet.

ABC
Lorem ipsum dolor sit amet.

Calibre Semibold, Italic

ABC
Lorem ipsum dolor sit amet.

ABC
Lorem ipsum dolor sit amet.

Calibre Light, Italic

ABC
Lorem ipsum dolor sit amet.

ABC
Lorem ipsum dolor sit amet.

Calibre Medium, Italic

ABC
Lorem ipsum dolor sit amet.

ABC
Lorem ipsum dolor sit amet.

TYPOGRAPHY: HEADLINES

Our typeface for headlines is Akzidenz Grotesk Next Extended, which also comes in a web font.

We use the two following weights of Akzidenz Grotesk Next Extended:

- _Akzidenz Grotesk Next Light Extended
[this is the most commonly used weight]
- _Akzidenz Grotesk Next Medium Extended
[primarily for subheads, links and CTA buttons].
- _Akzidenz Grotesk Next Regular Extended
[this weight should only be used on-screen for circumstances where the light weight isn't legible].

We do not use the italic versions of AG Next Extended.

All vendors and agencies must purchase AG Next. Cloudera will not release the font externally.

Akzidenz Grotesk Next
Light Extended

ABC
Lorem ipsum dolor sit amet.

Akzidenz Grotesk Next
Medium Extended

ABC
Lorem ipsum dolor sit amet.

Akzidenz Grotesk Next
Regular Extended

ABC
Lorem ipsum dolor sit amet.

TYPOGRAPHY: HEADLINE USAGE

Caps vs Sentence Case

CAPS is preferred for the eyebrow above headlines. For example: “CLOUDERA & KOMATSU”. CAPS can be used for headlines that are 12 words or less.

Sentence Case is preferred for headlines that are longer than 12 words.

For headlines that are more than 20 words, we recommend using Calibre Regular.

CAPS: AG Next
12 words or less

CLOUDERA & KOMATSU
EQUIPMENT UTILIZATION,
DOUBLED. THANKS BIG DATA.

Sentence Case: AG Next
12–20 word headlines

CLOUDERA & KOMATSU
In 2017 we helped Komatsu
America double their fleet
utilization. Nice one, data.

Sentence Case: Calibre Regular
More than 20 words

CLOUDERA & KOMATSU
In 2017, we worked with the NYSE to
make trades faster and more secure.
Now the bull market makes trades at
less than a millionth of a second.
Whew.

WELCOME
TO THE
DATA-AC-RE

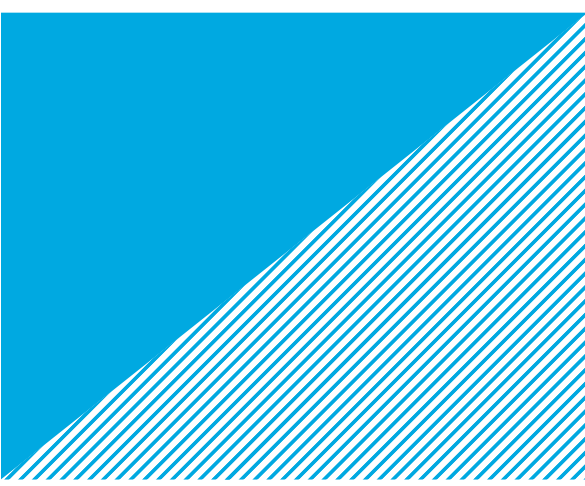
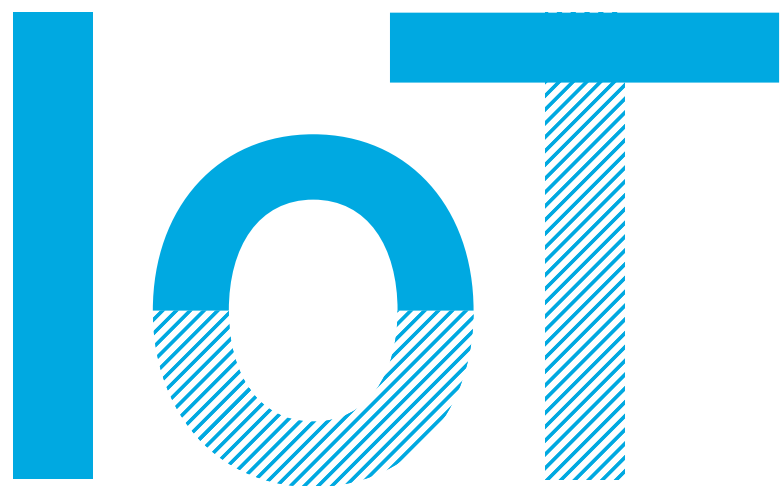
WELCOME
TO THE
DATA AGE

TYPOGRAPHY: CLOUDERA TITLING

Our display face, Cloudera Titling, is a customized, data-informed typeface for use at large sizes.

It comes in 3 versions, which can be used to optimize legibility in different use cases.

LARGE WEIGHT
_Uses the pattern
STRIPES_BLUE_THIN
_Sizing: 175px in height
& up



MEDIUM WEIGHT
_Uses the pattern
STRIPES_BLUE_MED
_Sizing: 50px–170px
in height

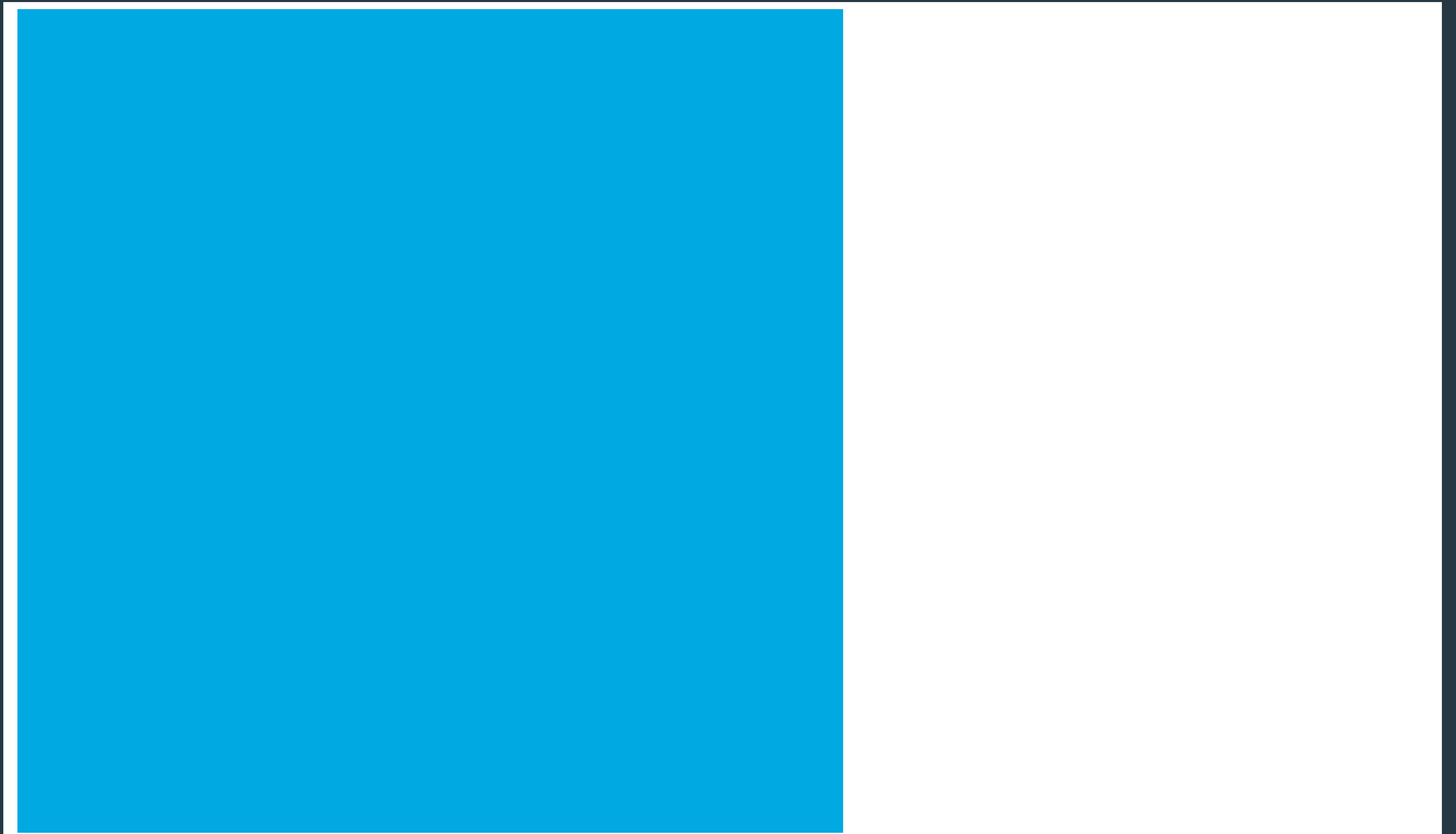


SMALL WEIGHT
_Uses the solid color
at 60% transparency
_Sizing: 15px–45px
in height



TYPOGRAPHY: CLUDERA TITLING

We typically set Cludera Titling in Data Gray, Brilliant Blue, Orange and White. We avoid setting it in Green, Deep Blue or Black. Cludera Titling tends to work best as a light color against a flood of a darker color [Brilliant Blue on Data Gray, for example].



ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890 !@#\$%^&*()-+=?;.,“”></

DISPLAY175PX & UP
IN HEIGHT USE "THIN" STRIPES

MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING

IoT IoT IoT

INSIGHTS
INSIGHTS
INSIGHTS

SECURITY
SECURITY
SECURITY

CLOUD
CLOUD
CLOUD

BRAND
DNA

MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING

WELCOME TO
THE DATA AGE
WELCOME
TO THE
DATA AGE
POWERING
POSSIBILITY

IMPOSSIBLE?
POSSIBLE.

MEDIUM50PX – 170PX IN HEIGHT
USE "MEDIUM" STRIPES

MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING

IoT
IoT
IoT

INSIGHTS
INSIGHTS
INSIGHTS

SECURITY
SECURITY
SECURITY

CLOUD
CLOUD
CLOUD

MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING

WELCOME TO
THE DATA AGE
WELCOME
TO THE
DATA AGE

POWERING
POSSIBILITY
IMPOSSIBLE?
POSSIBLE.
BRAND
DNA

ANALYST REPORT
ANALYST REPORT
ANALYST REPORT

CASE STUDY
CASE STUDY
CASE STUDY

WHITE PAPER
WHITE PAPER
WHITE PAPER

WEBINAR
WEBINAR
WEBINAR

SMALL15PX–45PX IN HEIGHT
USE SOLID COLOR @60%TRANSPARENCY

MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING

IoT
IoT
IoT

INSIGHTS
INSIGHTS
INSIGHTS

SECURITY
SECURITY
SECURITY

CLOUD
CLOUD
CLOUD

MACHINE LEARNING
MACHINE LEARNING
MACHINE LEARNING

WELCOME TO
THE DATA AGE
WELCOME
TO THE
DATA AGE

POWERING
POSSIBILITY
IMPOSSIBLE?
POSSIBLE.
BRAND
DNA

ANALYST REPORT
ANALYST REPORT
ANALYST REPORT

CASE STUDY
CASE STUDY
CASE STUDY

WHITE PAPER
WHITE PAPER
WHITE PAPER

WEBINAR
WEBINAR
WEBINAR

TYPOGRAPHY: HOW TO USE CLOUDERA TITLING

How to use Cloudera Titling

Cloudera Titling features stripes that can become moires when used incorrectly. For example, if you take the Display size and use it at very small pixel sizes, the stripes will become muddled.

In order to help you use the Cloudera Titling artwork, refer to the following step-by-step guide.

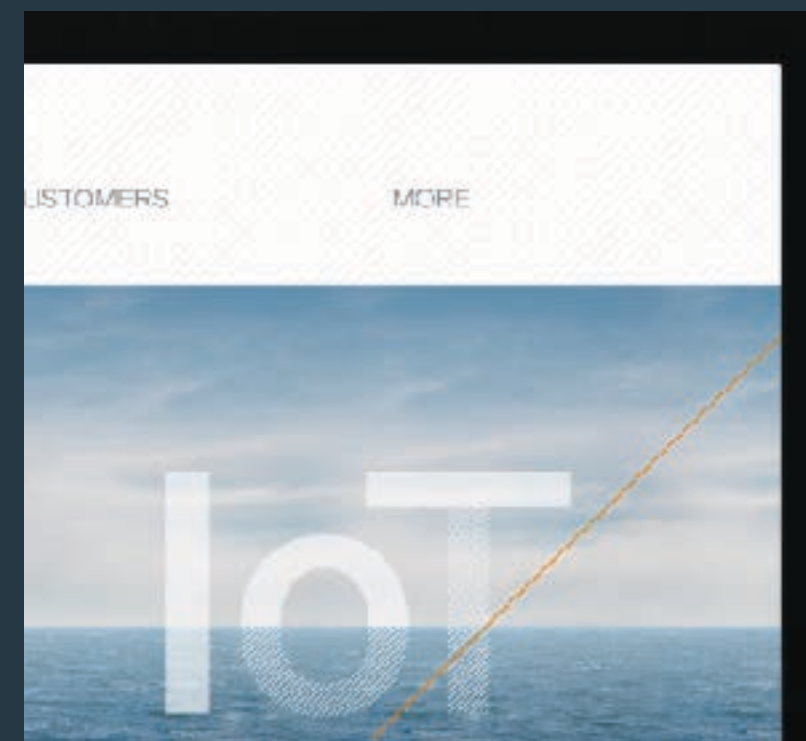
STEP 1

Determine the vertical pixel height that you need. For example, banner ads typically use Cloudera Titling at a height of 18 pixels, which necessitates using the Small size of Cloudera Titling.

cloudera

WEBINAR

Another example is setting a headline within a large format, such as a website. At a height of 265 pixels, use the Display size. [Note that this exhibit has been scaled to fit].



STEP 2

Once you know the vertical height you need, copy the artwork from the Cloudera Titling Art file in Illustrator. Copy and paste the artwork into your final art file, and scale it to the desired size.

Do not alter the stripe scaling within the letterforms, scale the entire letterform.



STEP 3

You can change the coloration of the letterform, as long as you work with the color palette and be sure to not alter the scale of the striping.



VOICE: BRAND LEVEL

Data is the new currency. At the brand level we can craft a voice which speaks to our reach and ambition [with a wink and an edge, of course].

Cloudera's voice is always:

- _ Confident, with a wink
- _ Optimistic, but clever
- _ Clear

IMPOSSIBLE? POSSIBLE.

~~ROCK 'N' ROLL~~
DATA WILL SAVE
THE WORLD.



VOICE: HEADLINES

Based on the key plays, the voice of Cloudera is a balance of clarity and personality, with a knowing wink that reveals the brilliance behind our work.

We use hashtags that speak to the power of data science to connect our social efforts and our web banner ads back to our site.

Cloudera’s voice is always:

- _ Confident, with a wink
- _ Optimistic, but clever
- _ Clear

SECURITY

Protect your business and your data

CLOUDERA & CYBERSECURITY

Future-proof your security platforms.

CLOUDERA & CYBERSECURITY

Outsmart fraud with advanced analytics.

CLOUDERA & CYBERSECURITY

Proactive detection and response to threats.

HASHTAGS [Conceptual examples]

#EPICDATA

#DATAPOWERED

INSIGHTS

Personalize your business services

CLOUDERA & SHOPPING

Create a store experience tailored to the individual.

CLOUDERA & GENE THERAPY

Treatment personalized for my needs? Thanks data.

CLOUDERA & OCTO

Taking the risk out of risk assessment.

IoT

Get more out of your business and products

CLOUDERA & IOT

0 to 50 billion devices in 30 years. Whew.

CLOUDERA & KOMATSU

Equipment utilization, doubled. Thanks big data.

CLOUDERA & SHIPPING

From guessing the best route, to plotting it.

VOICE: WOW NUMBERS

For online advertising and social, we bring our premier customer case studies to life, using key metrics that boil down Cloudera's impact into one "Wow Number".

- _ Concise
- _ Confident
- _ Optimistic
- _ Clear

The WOW number is set using Calibre Bold or Extra Bold. The number is outlined in a 2 or 3 pixel stroke, using one of the secondary highlight colors from our palette.

-1.5M

CLOUDERA & A.P. MOLLER-MAERSK

In 2017, we helped A.P. Moller-Maersk, the world's leading shipping company, save 1.5 million gallons of fuel.

Nice one, data.

±.1%

CLOUDERA & HEALTHCARE

The difference in genes between two people is less than .1%. Understanding what makes you, you helps your doctor create gene therapy treatments.

Thanks big data.

<1

CLOUDERA & NYSE

In 2017, we worked with the NYSE to make trades faster and more secure. Now the bull market makes trades at less than a millionth of a second.

Whew.

HASHTAGS [Conceptual examples]

#EPICDATA

#DATAPOWERED

IMPOSSIBLE?
POSSIBLE.

GALLERY

cloudera

PRODUCTS

SOLUTIONS

cloudera



CUSTOMERS

MORE

CLOUDERA & GE

Welcome to the
data age.

LET'S GO



HILARY MASON, CLOUDERA

INSIGHTS / IOT / SECURITY

Our data services help organizations around the world understand their customers,
connect their products and services, and secure their business.

PRODUCTS

SOLUTIONS

cloudera



CUSTOMERS

MORE



CLOUDERA & SHIPPING
From guessing the best
route, to plotting it.

LET'S GO

INSIGHTS / IOT / SECURITY

Our data services help organizations around the world understand their customers,
connect their products and services, and secure their business.

PRODUCTS

SOLUTIONS

cloudera



CUSTOMERS

MORE



IMPOSSIBLE? POSSIBLE.

CLOUdera & SUSTAINABILITY
Saving 2.5 billion gallons of water
with data-driven, clean energy.

LET'S GO

INSIGHTS / IOT / SECURITY

Our data services help organizations around the world understand their customers,
connect their products and services, and secure their business.

PRODUCTS

SOLUTIONS

cloudera

CUSTOMERS

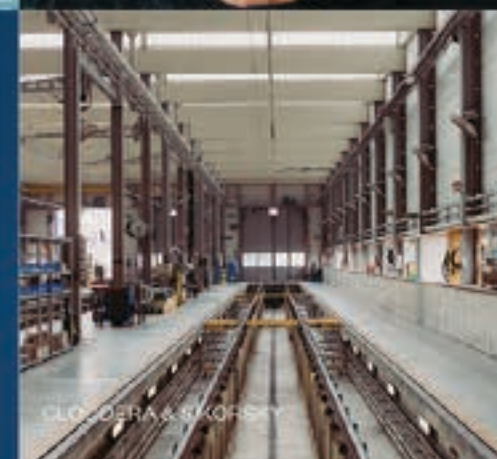
MORE

8 0 8

WELCOME TO THE DATA AGE

Our data services help organizations around the world understand their customers, connect their products and services, and secure their business.

See how our partners are creating a new data movement.



Banner Ad: IoT [white rules are just FPO]

cloudera

IoT

0 TO 50 BILLION
DEVICES
IN 30 YEARS.

#EPICDATA

LET'S GO

cloudera

IoT

0 TO 50 BILLION DEVICES
IN 30 YEARS.

LET'S GO
#EPICDATA

Banner Ad: IoT [white rules are just FPO]

cloudera

IoT

FROM GUESSING THE BEST
ROUTE, TO PLOTTING IT.



#EPICDATA

LET'S GO

cloudera

IoT

FROM GUESSING THE BEST
ROUTE, TO PLOTTING IT.



LET'S GO
#EPICDATA

Banner Ad: Webinar [white rules are just FPO]

cloudera

WEBINAR

CLOUDERA & MICROSOFT AZURE
PROACTIVE DETECTION
AND RESPONSE TO
THREATS.

SEE HOW

cloudera

WEBINAR

CLOUDERA & MICROSOFT AZURE
PROACTIVE DETECTION
AND RESPONSE TO THREATS.

SEE HOW

Banner Ad: Webinar [white rules are just FPO]

cloudera

WEBINAR

CLOUDERA & MICROSOFT AZURE
PROACTIVE DETECTION AND
RESPONSE TO CYBER THREATS.

SEE HOW

cloudera

WEBINAR

CLOUDERA & MICROSOFT AZURE
PROACTIVE DETECTION AND
RESPONSE TO CYBER THREATS.

SEE HOW

Banner Ad: Webinar [white rules are just FPO]

clouderaSESSIONS



MACHINE LEARNING, IN-DEPTH
MICK HOLLISON, CMO

WATCH LIVE

clouderaSESSIONS

MACHINE LEARNING,
IN-DEPTH
MICK HOLLISON, CMO



WATCH LIVE

Banner Ad: Partnership [white rules are just FPO]

cloudera



In 2017, we helped Komatsu America, the world's second-largest maker of Earth moving vehicles, double their fleet utilization. Nice one, data.

#DATAPOWEREDSEE HOW

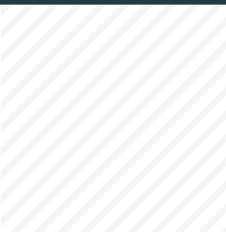
cloudera



In 2017, we helped Komatsu America, the world's second-largest maker of Earth moving vehicles, double their fleet utilization. Nice one, data.

SEE HOW
#DATAPOWERED

DIGITAL ADVERTISING: USAGE STANDARDS



STRIPES_WHITE_MED_SOLID
Scale: 85%



STRIPES_BLUE_MED_SOLID
Scale: 85%



STRIPES_DG_MED_SOLID
Scale: 85%

MATCH THE HEIGHT OF THE CLOUDERA LOGOTYPE AND THE SUBHEAD [WEBINAR, IN THIS CASE]

TO ENSURE LEGIBILITY, PLACE CONTENT WITHIN AREAS FREE OF COMPLEX VISUAL ELEMENTS

cloudera WEBINAR

CLOUDERA & MICROSOFT AZURE
PROACTIVE DETECTION AND
RESPONSE TO CYBER THREATS.

SEE HOW

MATCH THE HEIGHT OF THE CLOUDERA LOGOTYPE AND THE SUBHEAD [WEBINAR, IN THIS CASE]

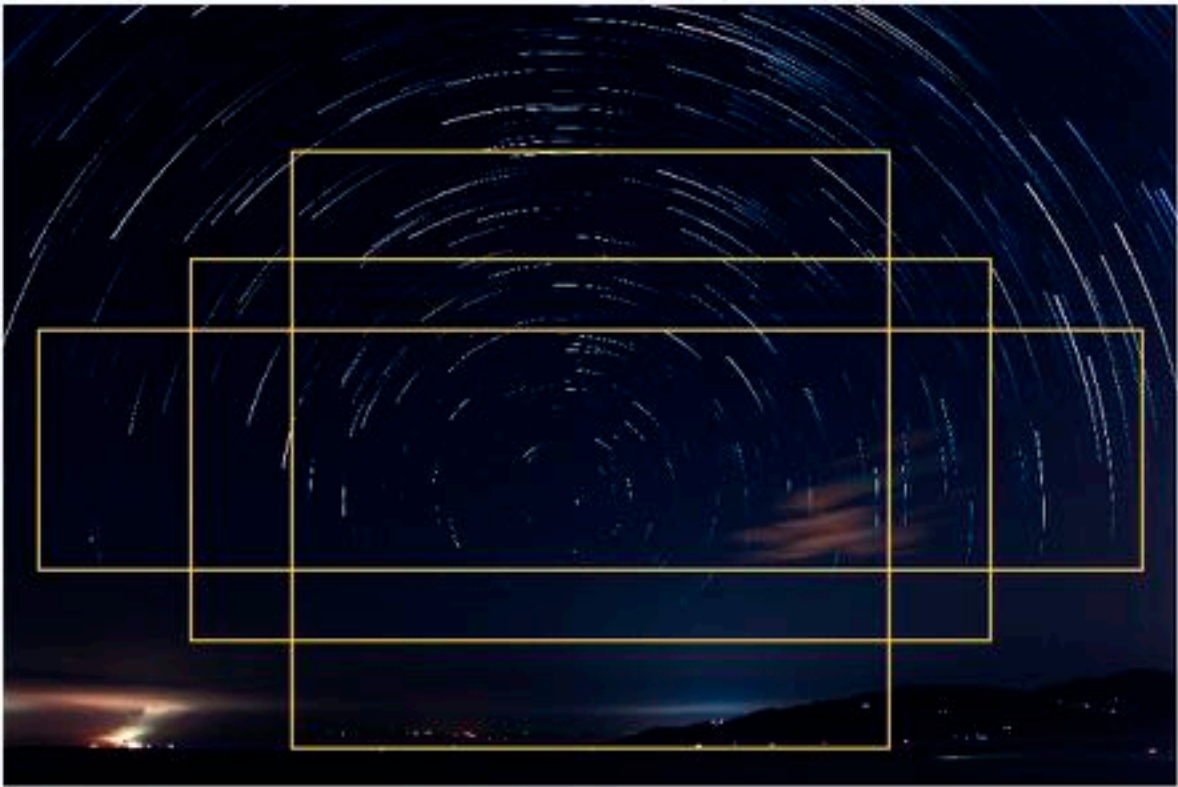
TO ENSURE LEGIBILITY, PLACE CONTENT WITHIN AREAS FREE OF COMPLEX VISUAL ELEMENTS

cloudera WEBINAR

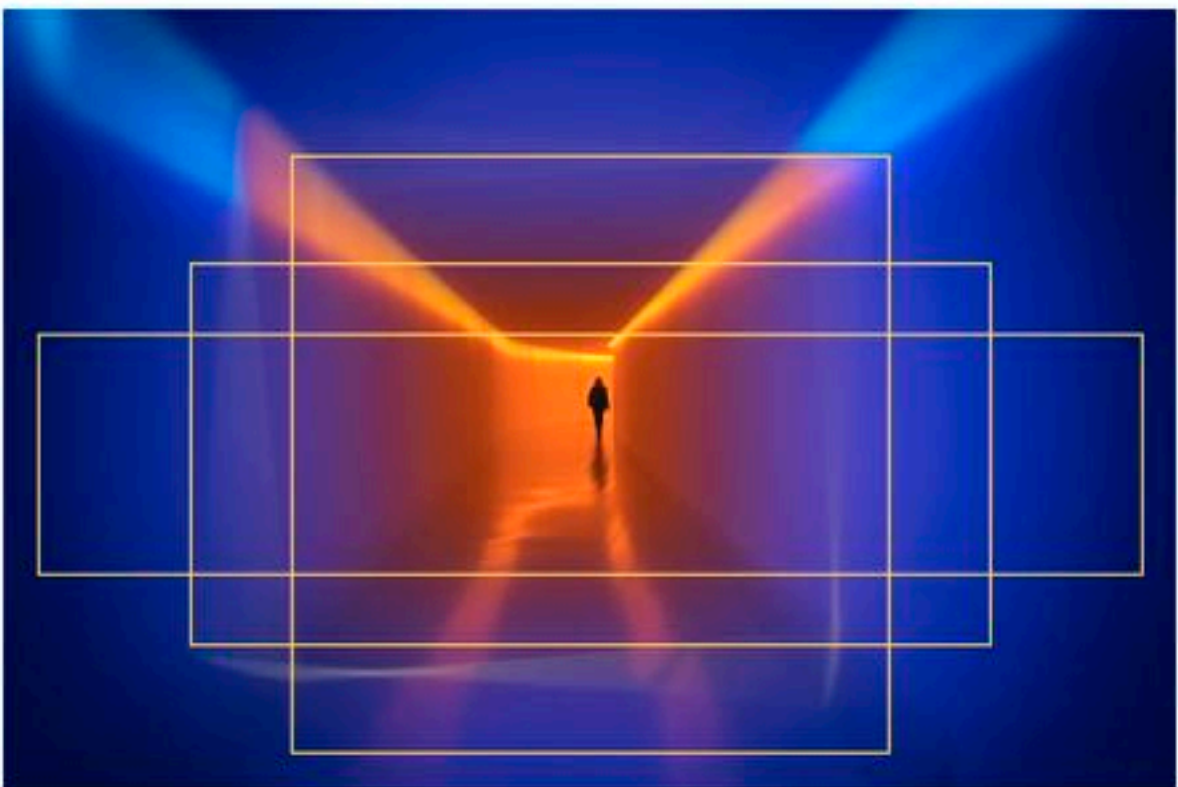
CLOUDERA & MICROSOFT AZURE
PROACTIVE DETECTION AND
RESPONSE TO CYBER THREATS.

SEE HOW

SELECT SIMPLE IMAGES THAT WORK RESPONSIVELY, IN A VARIETY OF FORMATS



FOR IMAGES THAT HAVE A FOCAL POINT [A PERSON, IN THIS CASE], MAKE SURE THAT YOU DON'T CROP THEM OUT



Maximize Uptime and Productivity with IoT Enabled Predictive Maintenance

Cloudera Enterprise Data Hub



Processing and analyzing
200 million calls per day
in real time.

Business Applications Supported

- „360-degree of calls and customers
- „Fraud detection

Impact

- „Call quality issues addressed in real time
- „Entire class of customer fraud eliminated
- „Business Services deployment schedule accelerated by two months

Data Sources

- „Call detail records from five to six systems per call
- „Customer data
- „Billing data

Big Data Scale

- „600 TB
- „Processing about 200 million records per day

Challenge

Lorem ipsum dolor sit amet, an sit consul hendrerit, id vis docere partem, maiorum consequuntur ad usu. An natum affert reprehendunt mel, ne his viris phaedrum sensibus. Per civibus molestie ad. Vero dolor pri ad, oportet mandamus temporibus eos in. Ex has dolorum gubergon, cum ne aperiri persecuti delicatissimi. Vim integre repudiandae ad. Et nec appareat sapientem concludaturque, vix ne solet cotidieque.

Solution

Ne cum stet discere scaevola, eos omittam delectus gloriatur no. An mel odio primis, an qui nobis labore nostro. Rebum nullam aliquid ut has. Ne pro alia nemore laboremus, ius id quidam vituperatoribus. Id ius cilia expetendis, nonumes eloquentiam ut me; eius nostro oblique nam id. Ad ancillae facilis comprehensam sit. Ponderum dignissim eum ad, vel te exerci meliore invenire. Vim ut facer alterum, mei vide brute an. Ad ius quem lorem praesent, eos ei wisi convenire appellantur.

Sit te dolorem convenire omittantur. Et pri utinam prebatus, vim in inure scripsent, case ceteros consulatu has et. Stet posim salutandi vim ex. Ea timeam aliquip qui. Et mea enim vivendo inductum.

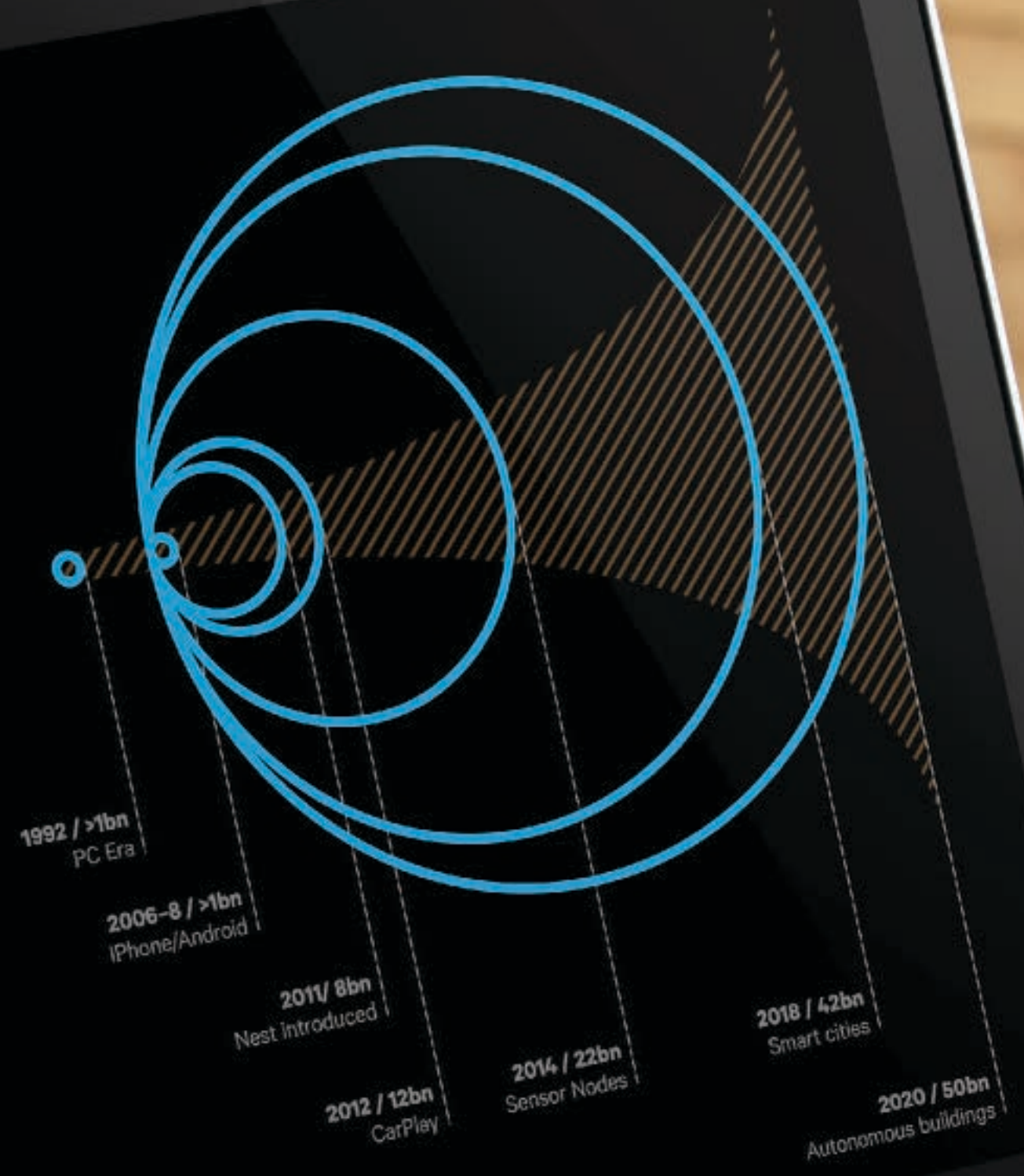
Results

Lorem ipsum dolor sit amet, an sit consul hendrerit, id vis docere partem, maiorum consequuntur ad usu. An natum affert reprehendunt mel, ne his viris phaedrum sensibus. Per civibus molestie ad. Vero dolor pri ad, oportet mandamus temporibus eos in. Ex has dolorum gubergon, cum ne aperiri persecuti delicatissimi. Vim integre repudiandae ad. Et nec appareat sapientem concludaturque, vix ne solet cotidieque.

Vim integre repudiandae ad. Et nec appareat sapientem concludaturque, vix ne solet cotidieque. Ne cum stet discere scaevola, eos omittam delectus gloriatur no. An mel odio primis, an qui nobis labore nostro. Rebum nullam aliquid ut has. Ne pro alia nemore laboramus, ius id quidam vituperatoribus. Id ius cilia expetendis, nonumes eloquentiam ut me; eius nostro oblique nam id. Ad ancillae facilis comprehensam sit. Ponderum dignissim eum ad, vel te exerci meliore invenire. Vim ut facer alterum, mei vide brute an. Ad ius quem lorem praesent, eos e wisi convenire appellantur.

IoT

CLOUDERA & IOT
0 TO 50 BILLION DEVICES
IN 30 YEARS.





CLOUDERA & A.P. MOLLER-MÆRSK
FROM GUESSING THE BEST
ROUTE, TO PLOTTING IT.



JONATHAN M HSIEH,
TECH LEAD

cloudera





IoT

cloudera



CLOUDERA & IOT
REAL-TIME MONITORING
OF YOUR HEART'S HEALTH.
THANKS DATA.

#EPICDATA

cloudera

BRAND DNA

DO NOTS

cloudera

LOGOTYPE USAGE: DO NOTS

Our logotype is our signature.

It should be treated with great care and consistency so that we can build awareness of the brand.

Don't stretch, extrude, revolve, crop, add a shadow to, make it 3D, make it too small, or use a color that deviates from the guidelines.



cloudera®



cloudera®



cloudera®



cloudera®



cloudera®



cloudera

PHOTOGRAPHY USAGE: DO NOTS

Our images should feel cool and credible.
Our design system aims to make the
invisible, visible by showing the impact of our
customer's work on society and in business.



Don't use images that position Cloudera as a generic storage company, and avoid generic, cliché tech imagery.

Don't confuse the viewer with images that are metaphorical, such as sports images or complex illustrations.

Don't use images that feel contrived or fake. Avoid too many smiles.



PATTERN USAGE: DO NOTs

We use the 45° line as a simple and elegant graphic device to create cohesion within all of our materials. Special care should be taken when using the pattern to maintain legibility of content and to avoid moires.

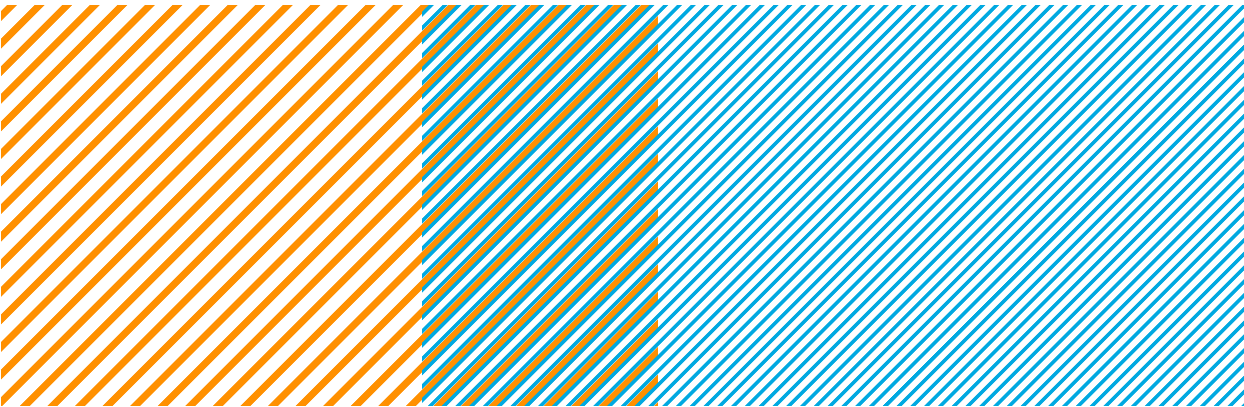
Do not use background patterns that interfere with the legibility of the content used on top of it.



Do not scale the patterns so that they compete with content. Avoid a “barbershop” pole look.



Avoid creating moires. Do not overlap patterns without permission from Cloudera marketing.



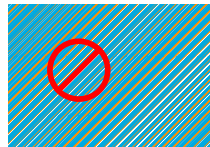
Do not stretch the patterns. Maintain a 45° angle at all times.



DO NOTS:
CLOUDERA TITLING

We typically set Cloudera Titling in Data Gray, Brilliant Blue, Orange and White. We avoid setting it in Green, Deep Blue or Black. Cloudera Titling tends to work best as a light color against a flood of a darker color [Brilliant Blue on Data Gray, for example].

Stripes should never be altered and should remain in the specific scale and density according to their size. Keep the color consistent between the solid part of the letterform and the striping.



Make sure to use the same color for both the striping and the solid fill.



Don't layer or overlap the Titling artwork without permission. Avoid creating moires with the patterns.



Be careful to follow the stripe scaling guidelines, to ensure legibility and the integrity of the Titing typeface.



Don't set it in phrases or headlines that aren't approved by Cloudera marketing. This is not a typeface to be used everywhere.



CAFETERIA

POWERING POSSIBILITY