cloudera

Brand Guidelines
Version 1.0

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The Cloudera Brand Guidelines were created to establish the visual identity and voice of Cloudera—its look, feel and brand language.

They are intended to drive continuity throughout all Cloudera brand experiences and executions.

Our Story

90% of the world's data has been created in just the past two years. Every day we generate 2.5 quintillion bytes of data.

Quintillion. (That's a one followed by 18 zeros.)

This new world of big data is the phenomenon of our time. And its possibilities to improve all aspects of society—from business, to health care, to the environment, to education—are limitless.

At the heart of the big data movement is Hadoop, a fundamentally new way of storing and processing data.

No one knows Hadoop like Cloudera.

We were the first company to build an integrated Enterprise Data Hub on it.

Without this, most organizations' data is divided across silos—unable to connect and provide a meaningful, unified picture.

We provide a secure way to give them a full view of what's happening with their customers, products and businesses.

Cloudera made what was once possible only in the biggest companies with teams of data scientists, available to organizations of all sizes.

Cloudera has become the world's most popular big data management solution, helping leading organizations across industries.
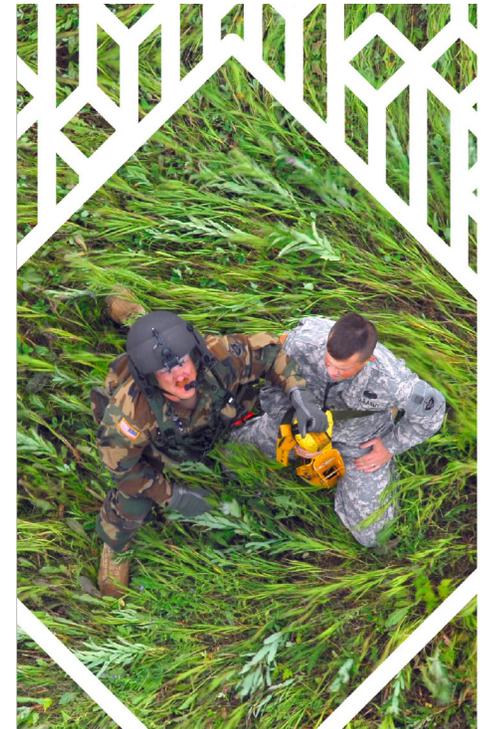
We power nearly three quarters of the world's smart phones.

Nike uses Cloudera to track and analyze the health and fitness of millions of athletes.

With our platform, Visa eliminated $2 billion in credit card fraud.

And Cloudera is serving over a petabyte of defense mission intelligence to the U.S. Army.

We're giving organizations the knowledge that transforms how they make decisions.

Providing the power to prove hypotheses with facts.

To make new observations as they happen, and be fast enough to act on them.

To discover patterns and predict trends that spark innovations.

Cloudera gives leaders the confidence to ask bigger questions.

And that makes anything possible.

Our brand principles represent the thinking behind the brand's look, feel and visual language. They inform the consistent execution of Cloudera's identity at every touchpoint.

Simple

Be radically simple to reflect our positioning that we bring data management within reach.

Bold

Be bold, iconic and differentiated to reinforce our leadership position.

Aspirational

Support the sense of discovery and unlimited possibility that Cloudera enables.

Real-world

Show how we transform businesses and improve lives in a way that's meaningful.

Approachable

Be engaging and candid, communicating that Cloudera makes the world better in ways that are easy to understand.

Our Design Strategy

Simplify

Simplify the technical and make it accessible to anyone,
not just technology experts.

+

Amplify

Reflect the bigness in an approachable (not scary-techy) way.
This is the future. The possibilities are exciting. Cloudera is the
powerful (in a good way) solution.

The Cloudera voice expresses our brand essence in a way that creates an authentic connection with our target audiences. It's an essential part of establishing and differentiating our brand.

Our voice is...

Simple

Simple phrasing and digestible details that real people (not just PhD data scientists) can understand.

Like this...
No one knows Hadoop like Cloudera.
and...
We provide the power to prove hypotheses with facts.

Bold

With the authority of a true leader—in a voice that's confident and self-assured.

Like this...
Hadoop is the future and Cloudera is the leader.
and...
Cloudera gives leaders the confidence to ask bigger questions.

Approachable

A conversational tone—clear and to the point.

Like this...
Learn why data-driven organizations worldwide are using Cloudera.
and...
Our big data platform is the most popular in the world, powering hundreds of customers in all industries.

Aspirational

Inspirational, expressing a sense of unlimited possibility.

Like this...
This new world of big data is the phenomenon of our time.
and...
Cloudera made what was once possible only in the biggest companies with teams of data scientists, available to organizations of all sizes.

Real-world

Real-world examples that are meaningful to our target audiences.

Like this...
We power nearly three-quarters of the world's mobile phones.
and...
With our platform, Visa eliminated $2 billion in credit card fraud.

Our voice is not...

Embellished

It's not flowery language or unrelatable metaphors.

It's not...
Our world is awash in a world of data and companies today are trying to take advantage of the tidal wave of potential insights and advantage flowing through their walls.

Weak

It's not a lack of confidence or small in meaning or tone.

It's not...
Cloudera can help you leverage Apache Hadoop to meet your data management needs.

Tech-speak / Complex

It's not clichés or complicated language that is difficult to understand.

It's not...
With Cloudera Enterprise architected directly into an application, vendors can improve an application's performance and its capabilities, thereby generating more value for customers and increasing profitability for their lines of business.

Visual Elements

Visual elements form the core building blocks of any brand execution.

Together, they are a wide range of tools designed to be flexible—so you can adapt across all media.

To effectively define the Cloudera brand experience, these core elements should align across every touchpoint—from customer to shareholder, from partner to employee.

Logotype

cloudera
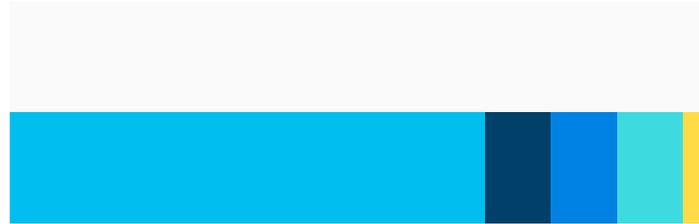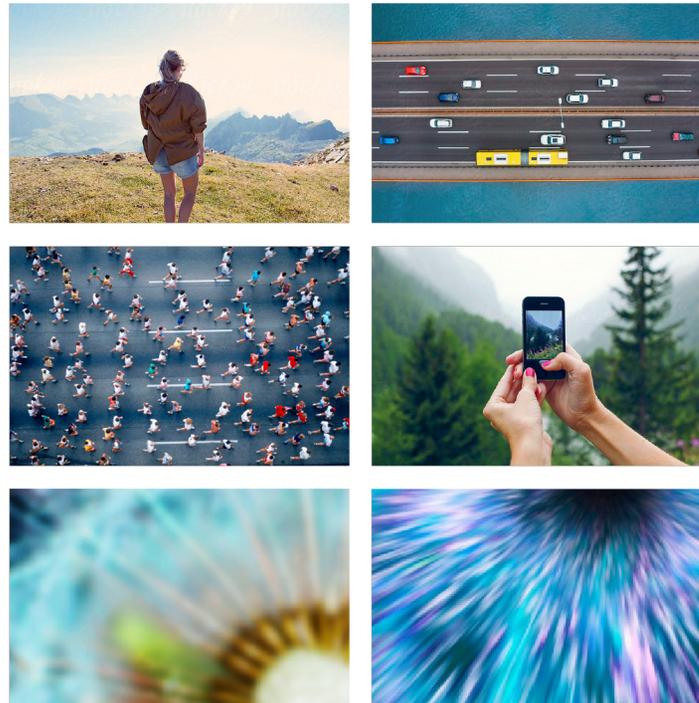
Typography

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#$%^&*+?)

Color Palette

Iconography Style

Photography Style

Data Art / Illustration Style
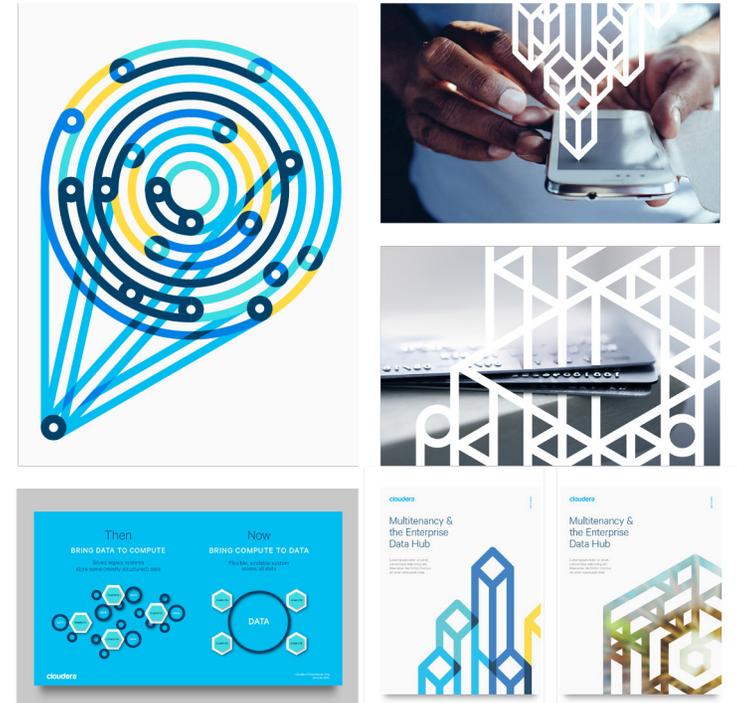
The Cloudera logotype is the core identifier for the brand. It provides a consistent foundation for building and maintaining brand equity while reinforcing bold brand leadership, confidence and approachability.

The logotype should be used consistently in all global communications. To ensure legibility of the logotype, it should never be reproduced smaller than the minimum size.

Logotype

cloudera

Clear Space

X cloudera®

Minimum Print Size

cloudera

9 pt. / 0.125"

Minimum Screen Size

cloudera®

14 px.

Visual Elements
Logotype
Color Variations

For consistency, the Cloudera logo may only be applied in a limited number of colors. Logo application should optimize legibility and follow all guidelines and standards set by Cloudera corporate marketing.

Usage
The primary, one-color logo in Cloudera Blue should be primarily used in executions to build equity in the brand.

Secondary colors, as well as one-color black/white logos, may be used, but only in exceptional instances.

Primary

Cloudera Blue Logotype / White

White Logotype / Cloudera Blue

Secondary

White Logotype / Midnight Blue

White Logotype / Royal Blue

White Logotype / Aqua Blue

Black & White

Black Logotype / White

Gray Logotype / White

White Logotype / Black

Visual Elements
Logotype
Photography

When placing the Cloudera logotype over top of photography, ensure that there is adequate contrast between the logotype and the imagery.

White Logotype / Photograph

Cloudera Blue Logotype / Photograph

Contrast

To maintain legibility of the Cloudera logotype on top of photography, be conscious of the contrast between the logotype and the background photo.

Equivalent to 50% black.

Visual Elements
Logotype
Misuse

In order to build and sustain the equity and recognition of the Cloudera brand, it is imperative to use the logo in a consistent and legible manner.

Altering the logo will degrade its value, damaging the Cloudera brand. The following are examples of unacceptable alterations.
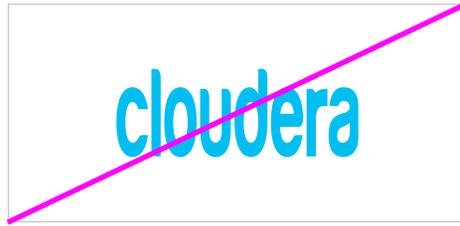
Do not stretch or transform the logotype.
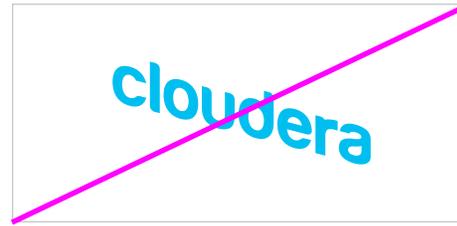
Do not skew the logotype.
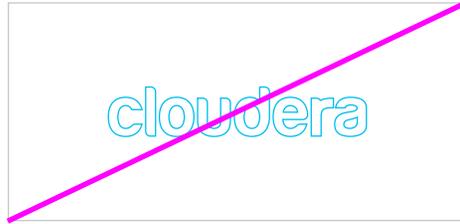
Do not use stroke outline on the logotype.
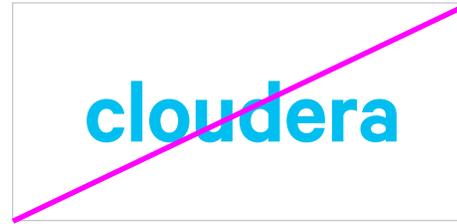
Do not put the logotype in another typeface.
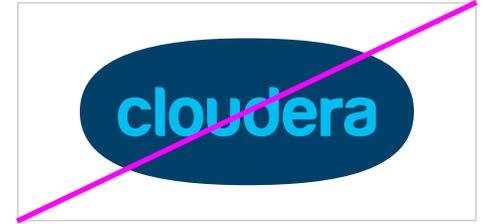
Do not add containing shapes for the logotype.
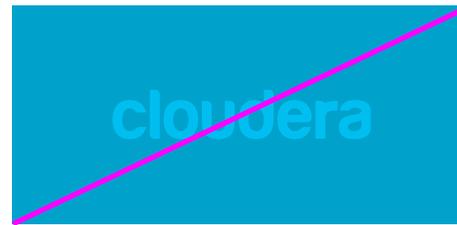
Do not place logotype on a background with improper contrast.
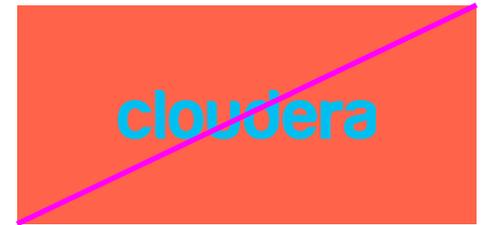
Do not put the logotype in an unapproved color combination.
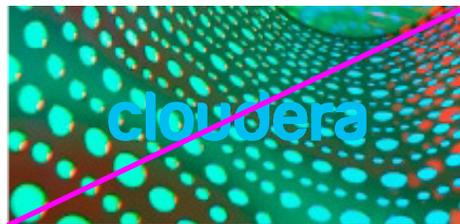
Do not place the logotype over busy photography.
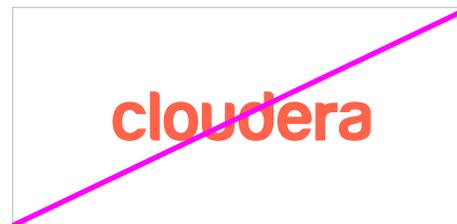
Do not use the logotype in unapproved colors.

Do not create new partner lockups that do not follow our guidelines.

Visual Elements
Logotype
Registration Mark

Requirements & Exceptions
The ® symbol is required on all logo executions except where space, style or size criteria prevent such use.

Exceptions may apply to promotional materials, apparel and large-scale logos.

The ® symbol may also be removed if the logo is embossed/debossed, embroidered, engraved or foil stamped in white, silver or clear.

Body Copy
In body copy, the trademark symbol should be superscripted. When a trademark appears in the document so frequently that the marking becomes distracting, the ® mark should be used the first time Cloudera is mentioned on the page. All other instances of the word Cloudera should not have the trademark symbol.

Omit registration mark when logo is above 0.625" in height.

cloudera

45 pt. / 45 px.

Include registration mark when the logo is between 45 pt. and 14 pt. in height.

cloudera®

cloudera®

14 pt. / 14 px. (minimum size)

Omit registration mark when logo is smaller than minimum size.

cloudera

Visual Elements
Logotype
Co-branding

Co-branding may appear on marketing materials that are developed with an official Cloudera business partner. All logo standards and guidelines apply.

Sizing & Weight
Make all co-branded logos equal in size and visual weight to the Cloudera logo.

Space & Dimensions
Center align the Cloudera logo horizontally or vertically with other company logos.

Create a 1-pt., 20% black-stroke divider (white-stroke if reversed out) between the logos with the spacing guidelines shown. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the Cloudera logo.

Color Standards
Co-branded logos can appear in full color, black, grayscale or reversed white. Guidelines for background colors are the same as for the Cloudera corporate logo.

Co-brand Lockup
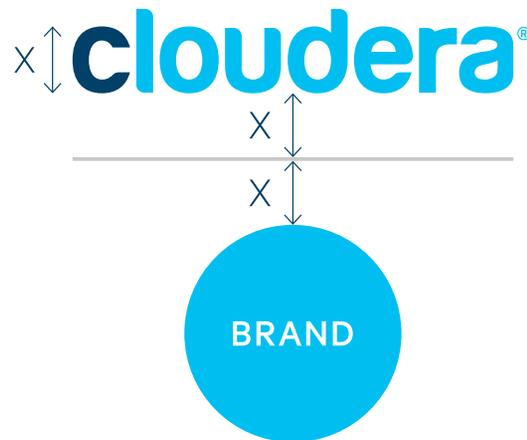
Co-branding Examples

When creating a co-branded lockup, keep the visual weight of both logos in mind. The partner logo should be of the same weight as the Cloudera logotype.

Visual Elements
Color Palette
Primary

The Cloudera color palette draws from dynamic blues and a pop yellow, used sparingly as an accent.

Usage
Use the signature color, Cloudera Blue, for the logo and prominently in executions to build brand equity.

The primary palette, shown to the right, should also be primarily used in executions.

White

Cloudera Blue

Pantone 2995 C
R0 G190 B240
C83 M1 Y0 K0

Midnight Blue

Pantone 302 C
R0 G65 B105
C100 M48 Y12 B58

Aqua Blue

Pantone 319 C
R60 G220 B225
C59 M0 Y22 B0

Royal Blue

Pantone 2195 C
R0 G130 B230
C98 M40 Y0 K0

Sunrise Yellow

Pantone 128 C
R255 G220 B70
C0 M7 Y75 K0

Visual Elements
Color Palette
Tints & Shades

Tints and shades, along with the secondary palette, are meant only for executions which require more color variation—such as charts, graphs or digital executions. Both should be used sparingly.

Primary Palette

PANTONE 2995 C / R0 G190 B240 / C83 M1 Y0 K0	R0 G162 B204 / C83 M1 Y0 K15	R0 G133 B168 / C83 M1 Y0 K30
PANTONE 302 C / R0 G65 B105 / C100 M48 Y12 K58	R0 G55 B89 / C83 M1 Y0 K73	R0 G45 B73 / C83 M1 Y0 K88
PANTONE 2195 C / R0 G130 B230 / C98 M40 Y0 K0	R0 G111 B196 / C83 M1 Y0 K15	R0 G91 B161 / C83 M1 Y0 K30
PANTONE 319 C / R60 G220 B225 / C59 M0 Y22 K0	R51 G187 B191 / C83 M1 Y0 K15	R42 G154 B157 / C83 M1 Y0 K30
PANTONE 128 C / R255 G220 B70 / C0 M7 Y75 K0	R217 G187 B60 / C83 M1 Y0 K15	R178 G154 B49 / C83 M1 Y0 K30
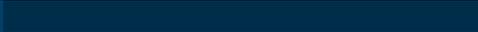
Grays
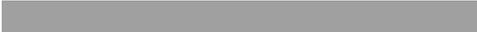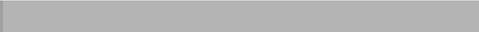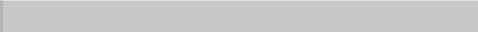
R160 G160 B160 / K40	R180 G180 B180 / K30	R200 G200 B200 / K20
R220 G220 B220 / K12	R240 G240 B240 / K7	
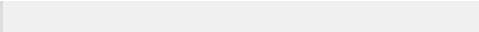
Secondary Palette

PANTONE 74792 C / R0 G220 B125 / C67 M0 Y73 K0	R0 G187 B106 / C67 M0 Y73 K15	R0 G154 B87 / C67 M0 Y73 K30
PANTONE 7487 C / R180 G240 B120 / C31 M0 Y69 K0	R153 G204 B102 / C31 M0 Y69 K15	R126 G168 B84 / C31 M0 Y69 K30
PANTONE WARM RED C / R255 G100 B75 / C0 M75 Y71 K0	R217 G85 B64 / C0 M75 Y71 K15	R178 G70 B52 / C0 M75 Y71 K30
PANTONE 1375 C / R255 G143 B0 / C0 M41 Y95 K0	R217 G140 B30 / C0 M41 Y95 K15	R178 G115 B24 / C0 M41 Y95 K30
PANTONE 2665 C / R130 G100 B210 / C59 M67 Y0 K0	R111 G85 B179 / C59 M67 Y0 K15	R91 G70 B147 / C59 M67 Y0 K30
PANTONE 252 C / R215 G100 B210 / C25 M69 Y0 K0	R183 G85 B179 / C25 M69 Y0 K15	R150 G70 B147 / C25 M69 Y0 K30

Calibre is a modern sans serif with small quirks that give it personality.

The light weight is the primary font in the Cloudera visual system and is used for all headlines.

Regular weight is used for body copy and other large copy blocks.

Calibre medium weight is used typically for subhead copy.

Calibre Light / Headline

Calibre Light

AaBbCc
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#$%^&*+?)

Calibre Regular / Body Copy

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#$%^&*+?)

Calibre Medium / Subhead

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#$%^&*+?)

NOTE: All typefaces must be licensed by Cloudera prior to use. Licenses may be purchased from the specified foundry.

Foundry: Klim Type
Font: Calibre Light / Regular / Medium   Purchase: https://klim.co.nz/retail-fonts/calibre

Visual Elements
Typography
Usage

Large Headlines
Calibre Light to be set at x pt. / x pt. leading and set to optical character spacing.

Body Headlines
Calibre Medium to be set at x pt. / 1.2 pt. leading and set to optical character spacing.

Body Copy
Calibre Regular to be set at x pt. / 1.2x pt. leading and set to optical character spacing.

Large Headline
Calibre Light

Large Headline
Calibre Light

Body Headline
Calibre Medium

cloudera

WHITE PAPER

Hadoop—
Extending Your
Data Warehouse

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas nisi tortor, rhoncus sit amet malesuada vitae.

Short Body Copy
Calibre Regular

Tesla sets
new records
for speed—
in analyzing
driver data.

Hadoop for the Enterprise

Cloudera Enterprise helps you become information-driven by leveraging the best of the open source community with the enterprise capabilities you need to succeed with Apache Hadoop™ in your organization. Designed specifically for mission-critical environments, Cloudera Enterprise includes the world's most popular open source Hadoop-based platform as well as advanced system management tools plus dedicated support and community advocacy from our world-class team of Hadoop developers and experts. Cloudera is your partner on the path to big data.

Rethink Data Management

Cloudera Enterprise is designed to function as an enterprise data hub: one massively scalable platform to store any amount or type of data, in its original form, for as long as desired or required; integrated with your existing infrastructure and tools; with the with the flexibility to run a variety of enterprise workloads—including batch processing, interactive SQL, enterprise search and advanced analytics together with the robust security, governance, data protection, and management that enterprises require. With Cloudera Enterprise, today's leading organizations can put their data at the center of their operations, to increase business visibility and reduce costs, while successfully managing risk and compliance requirements.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean non tempor dolor. Cras elementum molestie fermentum. Vestibulum dui lorem, feugiat in euismod convallis, aliquet a mi. Sed aliquet turpis et orci mattis id blandit dolor fringilla. Integer nec mi non urna feugiat egestas. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae praesent nec tincidunt ante. Vestibulum rhoncus semper tellus ut elementum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Varius at, vulputate eget nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae aenean ac blandit massa. Aenean non lorem augue, at euismod elit. Sed in enim a urna mollis feugiat a quis risus. Fusce auctor posuere erat commodo sagittis. Aenean massa libero, fermentum in ullamcorper vel, ullamcorper sed massa. Cras elit quam, dictum sit amet blandit ut, tincidunt eget turpis. Aliquam erat volutpat. Phasellus at felis odio.

cloudera

Body Copy
Calibre Regular

Visual Elements
Photography Style
Lifestyle

Cloudera lifestyle photography has an editorial feel, documenting real people, places and moments. It feels genuine—not overly posed or dramatic—to communicate the simplicity and approachability of the brand.

Our photography should follow these four principles:

Simple
Use a clean horizon with a straight point of view on the subject matter and adequate negative space.

Real-world
Interactions feel genuine and candid between subject matter and camera.

Approachable
Visual subjects feel a part of ordinary life.

Light, Bright & Natural
Images are simple, aspirational and genuine.

Visual Elements
Photography Style
Lifestyle
Color Treatment

Photography in the Cloudera system should be treated with a blue hue whenever possible. This will create a line of association through the Cloudera photography library that connects with the overall visual system.
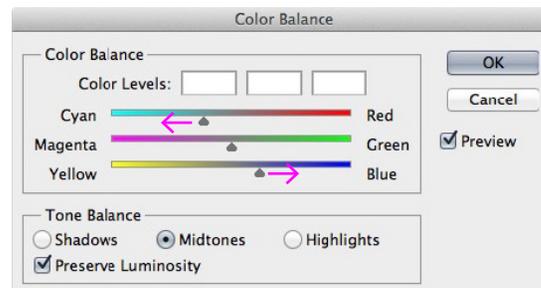
The blue hue is achieved by using the "Color Balance" menu in Adobe Photoshop and sliding the "Cyan" and "Blue" buttons accordingly.

Do not add too much blue hue to imagery.

Visual Elements
Photography Style
Lifestyle
Misuse

To remain consistent with the Cloudera brand principles, photography should never feel staged or suggest a stock-image look.

Examples to the right specify different types of improper usage.

Try to avoid blocked horizon lines and angled or titled points of view on the subject matter.
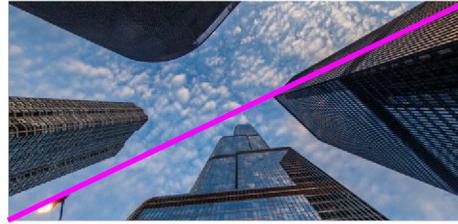
Avoid using wide-angle lenses or shooting at an angle. It draws the viewer out and makes the image feel less natural.

Do not use overly posed or forced photography.

Do not integrate other graphic elements other than Cloudera data art. (See page 31)

Do not use black and white photography.

Do not use overly saturated imagery.

Do not add too much blue hue to imagery. See page 25 for specific instructions on how to apply blue tinting.
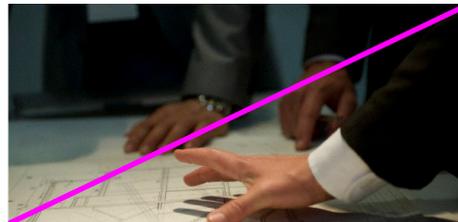
Avoid using artificial light to illuminate a scene.

Do not rotate or distort images.

Visual Elements
Photography Style
Abstract

The visual system uses abstract imagery in instances where lifestyle photography cannot visually communicate the content or story of the work.

Abstract images are never used on their own and always have a mask. See page 39 for instructions.
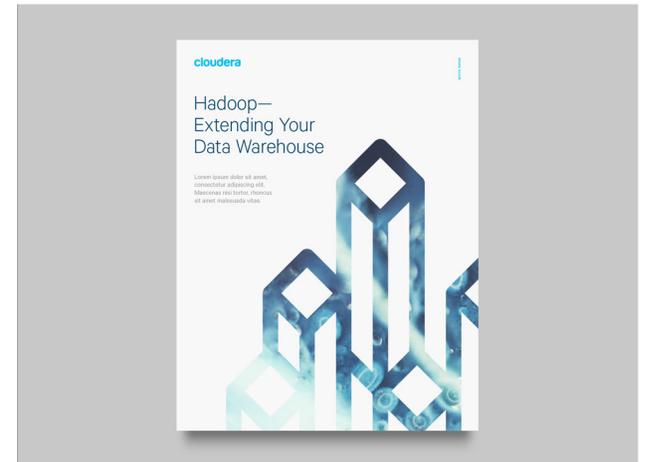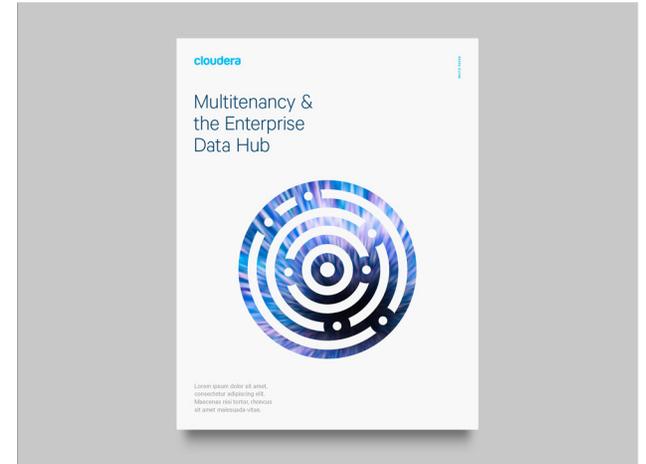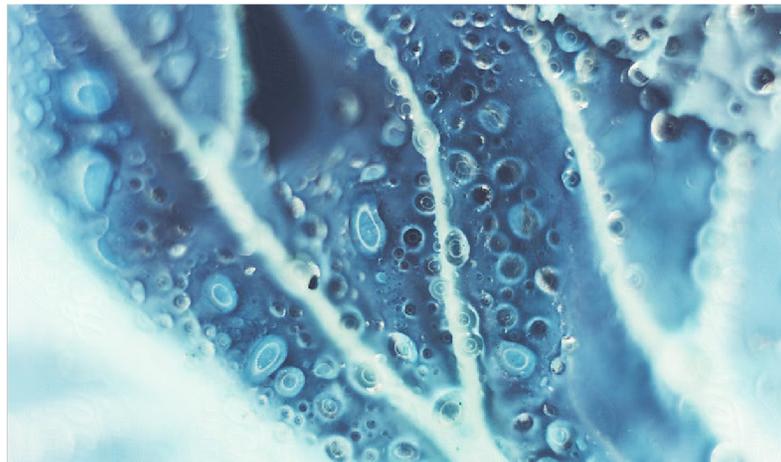
Visual Elements
Photography Style
Abstract Color
Treatment

Apply a blue hue to abstract
photography whenever possible
to help tie photography to the
Cloudera brand.
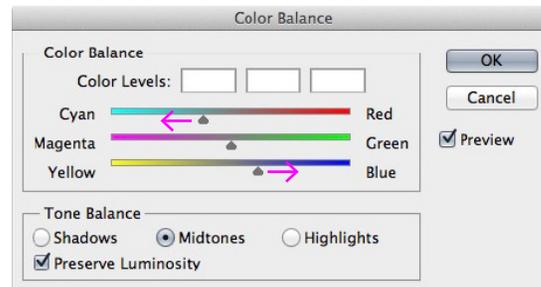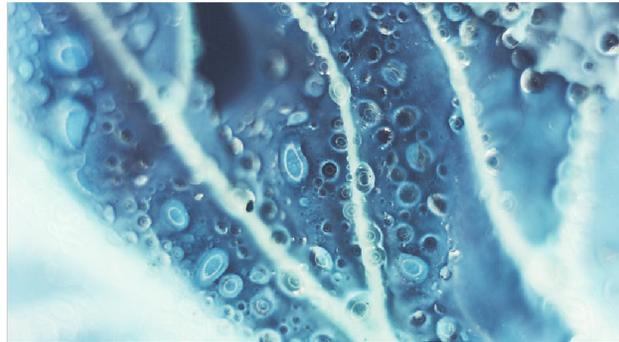
The blue hue is achieved by using
the "Color Balance" menu in Adobe
Photoshop and sliding the "Cyan" and
"Blue" buttons accordingly.
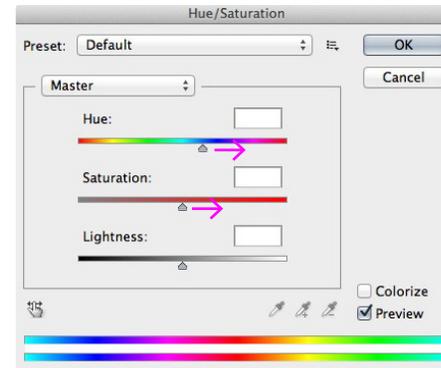
Sometimes more manipulation is necessary to create the
desired effect. Use the "Hue and Saturation" and "Gaussian
Blur" menus in Adobe Photoshop to add color, saturation and
lightness to photography.
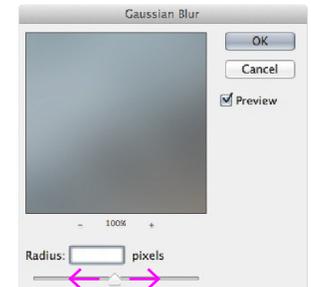
Abstract photography should not be too noisy or have too many contrasting colors.

Abstract photography should not visually compete with Cloudera graphic elements.
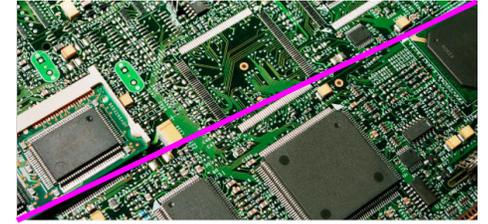
Avoid using cliché tech imagery or generic tech objects when looking for abstract imagery.
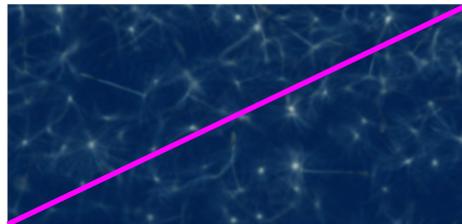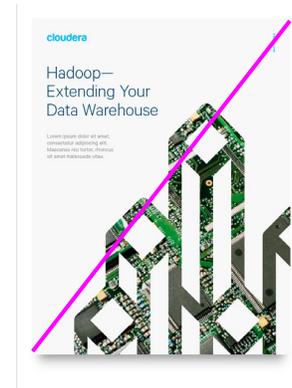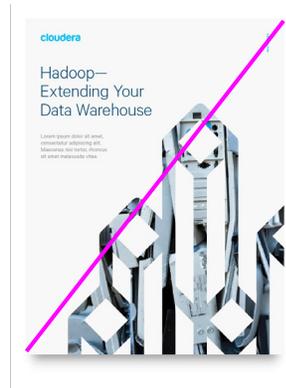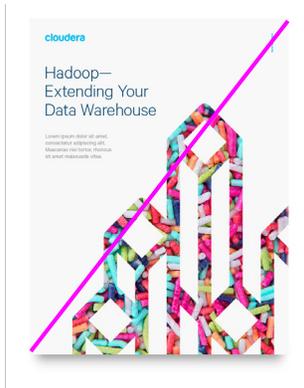
Abstract photography should not be too flat.
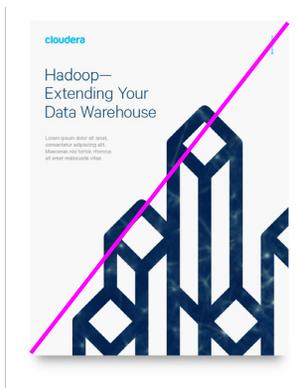
Visual Elements
Photography Style
Circle Crop

To create more white space and
simplicity in layouts, use the
circle device to crop imagery.

Execution Examples

Visual Elements
Data Art / Illustration Style
Overview

Data art provides an
approachable way to visually
represent the massive amounts
of invisible data moving through
the world.
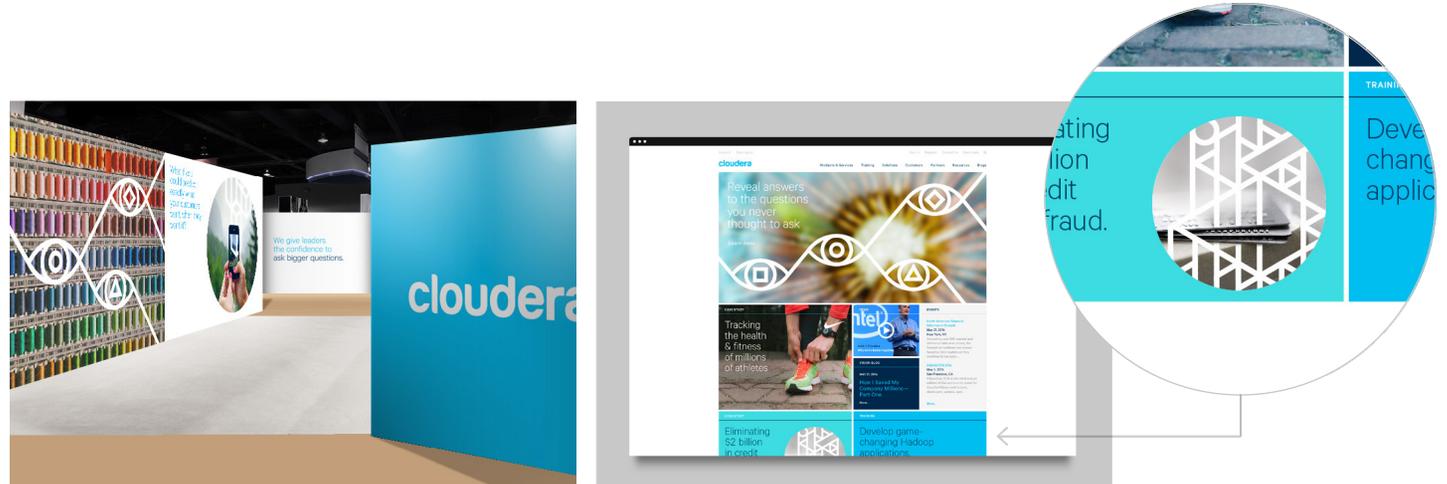
Visual Elements
Data Art / Illustration Style
Examples
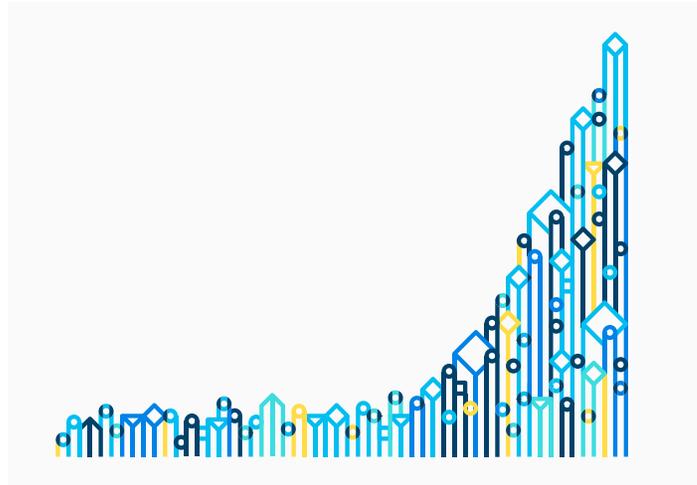
Cloudera_Data_Art_Color_1.ai
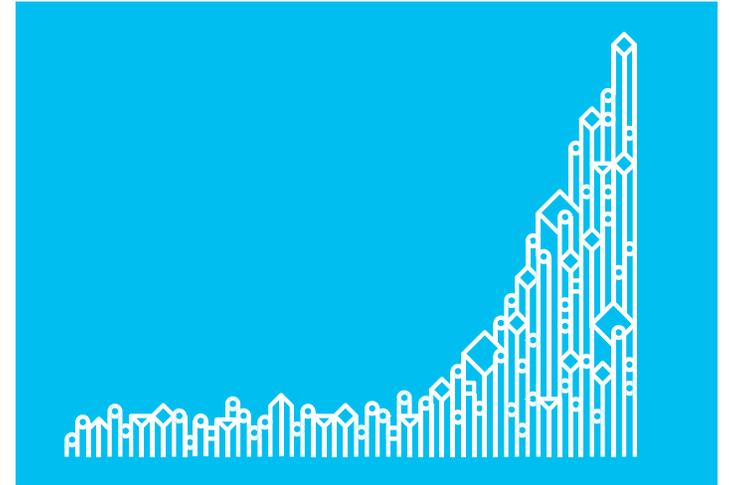
Cloudera_Data_Art_White_1.ai

Cloudera_Data_Art_Color_2.ai

Cloudera_Data_Art_White_2.ai
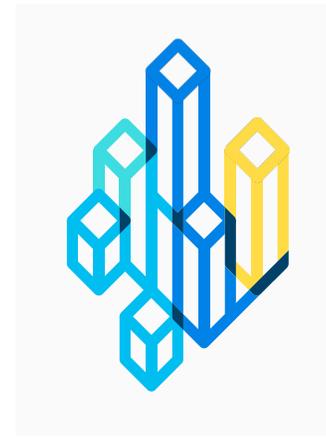
Cloudera_Data_Art_Color_3.ai
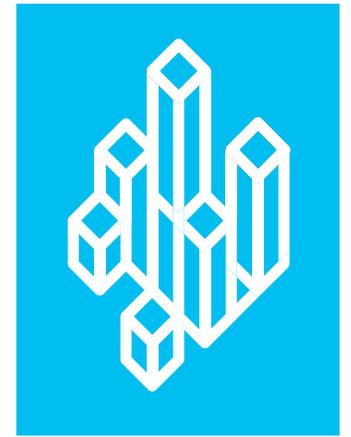
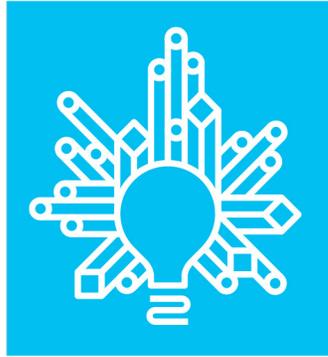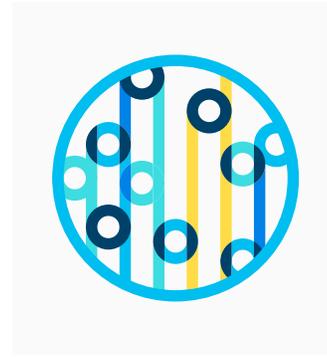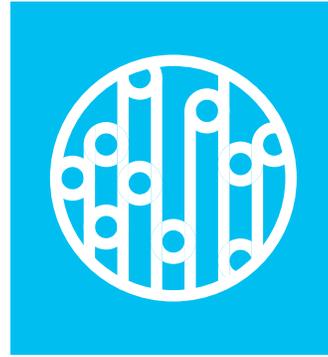Cloudera_Data_Art_White_3.ai
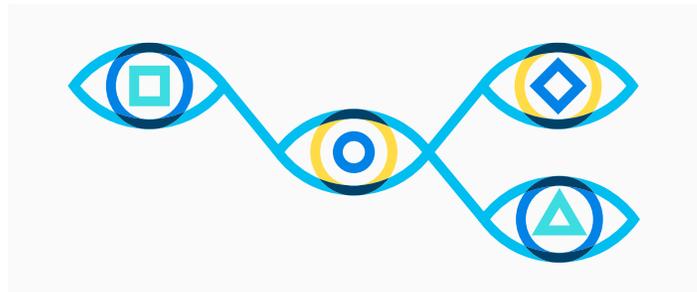
Cloudera_Data_Art_Color_10.ai
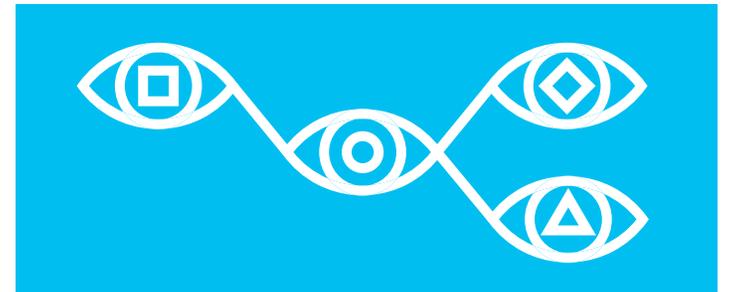
Cloudera_Data_Art_White_10.ai

Visual Elements
Data Art / Illustration Style
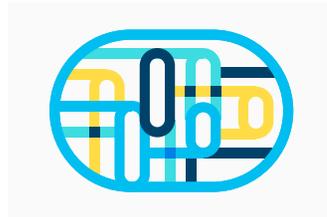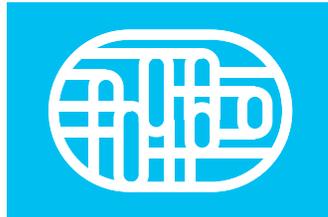Examples

Cloudera_Data_Art_Color_9.ai
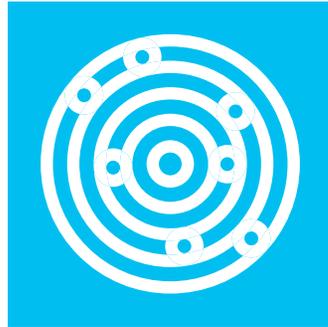
Cloudera_Data_Art_White_9.ai
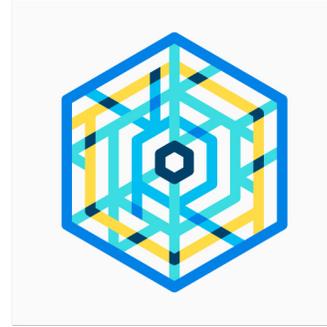
Cloudera_Data_Art_Color_4.ai
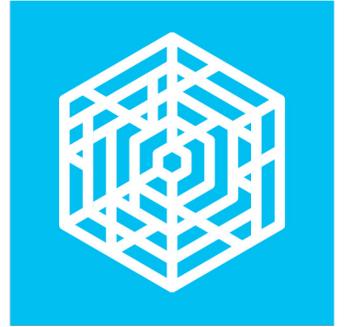
Cloudera_Data_Art_White_4.ai
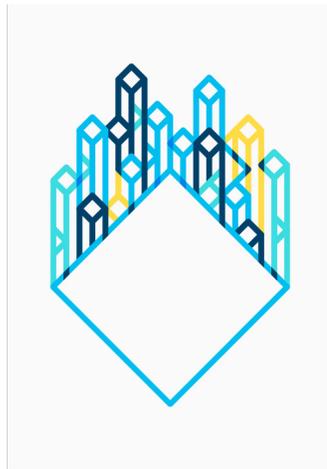
Cloudera_Data_Art_Color_8.ai
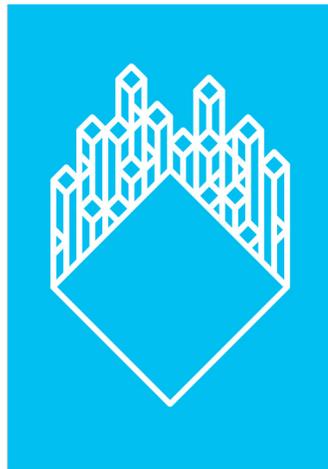
Cloudera_Data_Art_White_8.ai

Cloudera_Data_Art_Color_7.ai
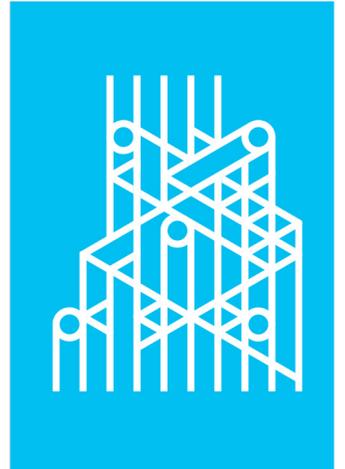
Cloudera_Data_Art_White_7.ai

Cloudera_Data_Art_Color_6.ai

Cloudera_Data_Art_White_6.ai

Visual Elements
Data Art / Illustration Style
Examples
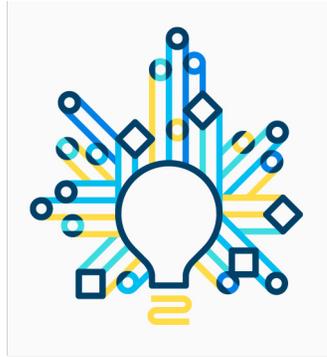
Cloudera_Data_Art_Color_11.ai

Cloudera_Data_Art_White_11.ai
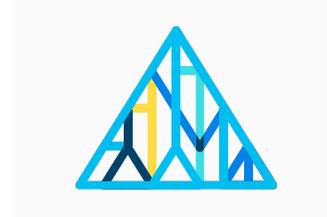
Cloudera_Data_Art_Color_12.ai
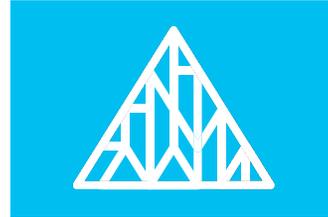
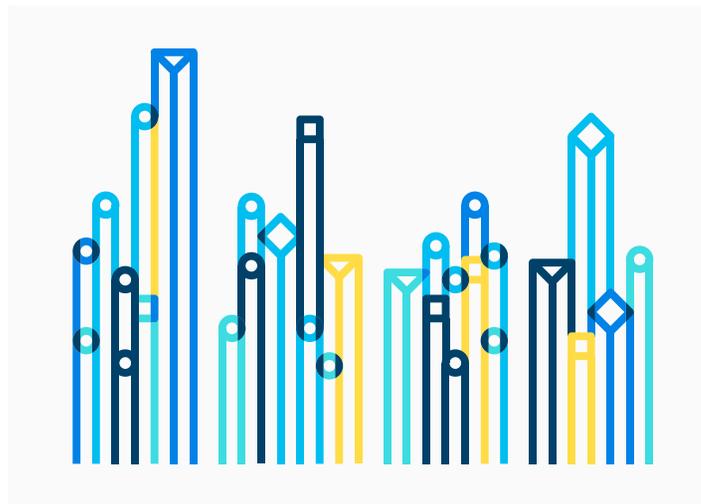Cloudera_Data_Art_White_12.ai

Cloudera_Data_Art_Color_14.ai
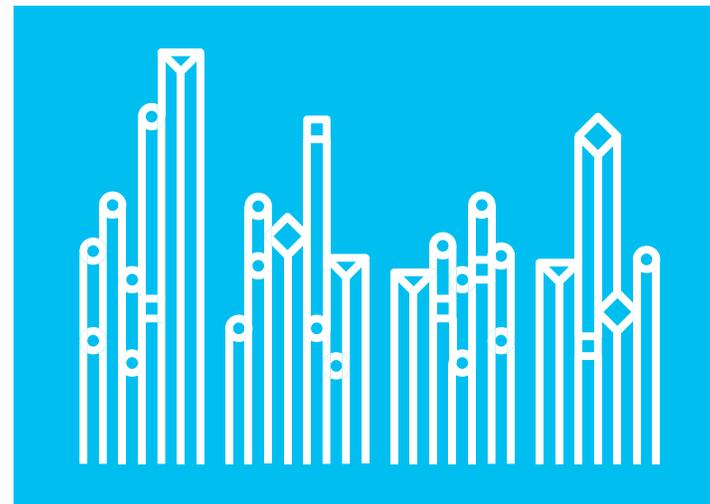
Cloudera_Data_Art_White_14.ai

Cloudera_Data_Art_Color_13.ai
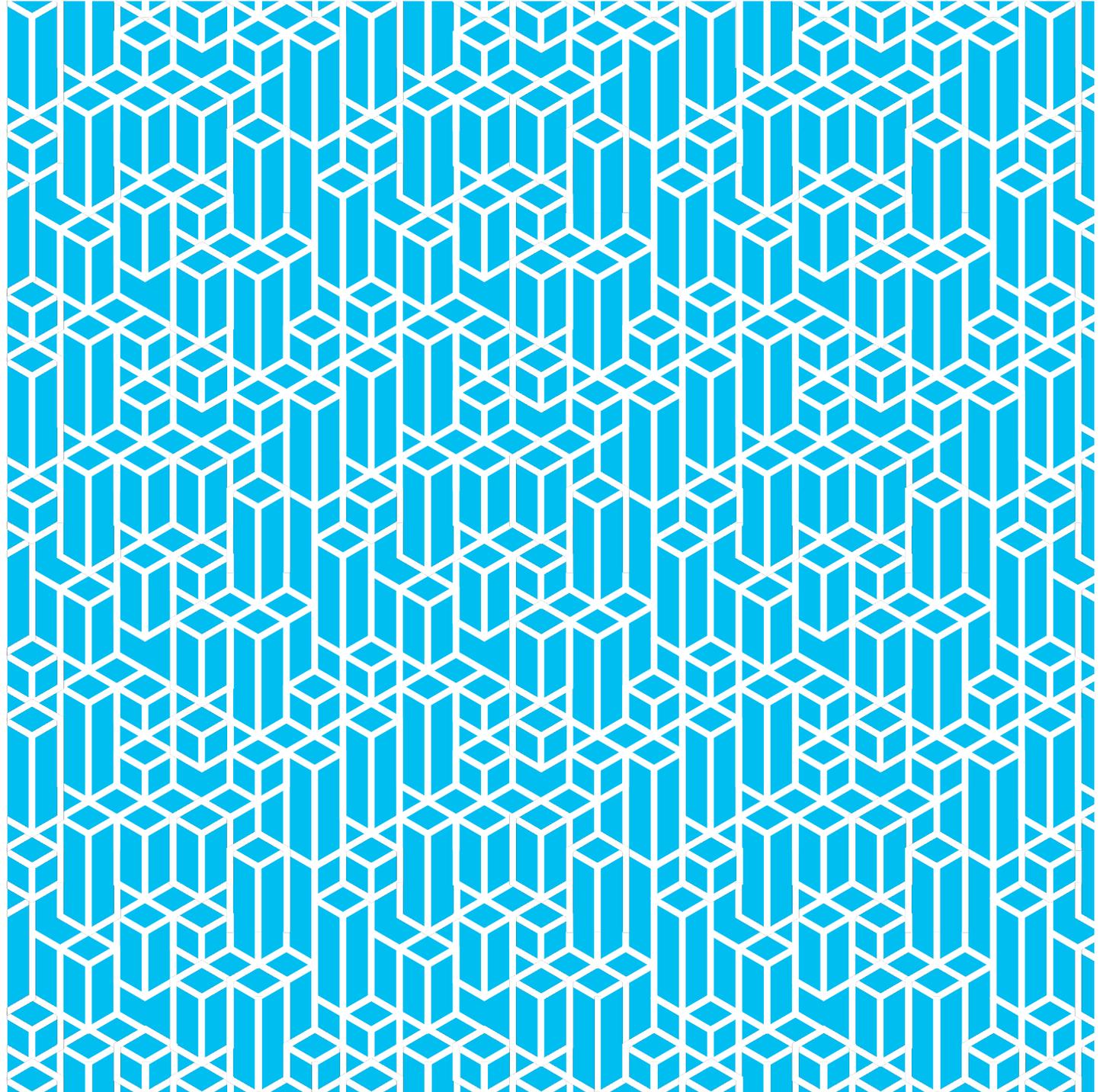
Cloudera_Data_Art_White_13.ai

Cloudera_Data_Art_Color_5.ai

Cloudera_Data_Art_White_5.ai

Visual Elements
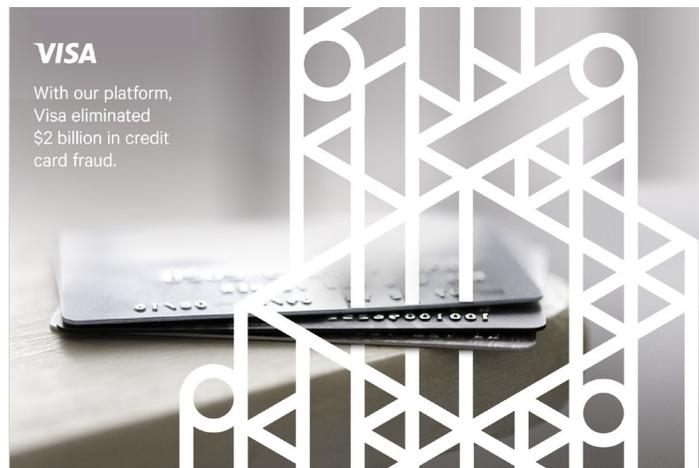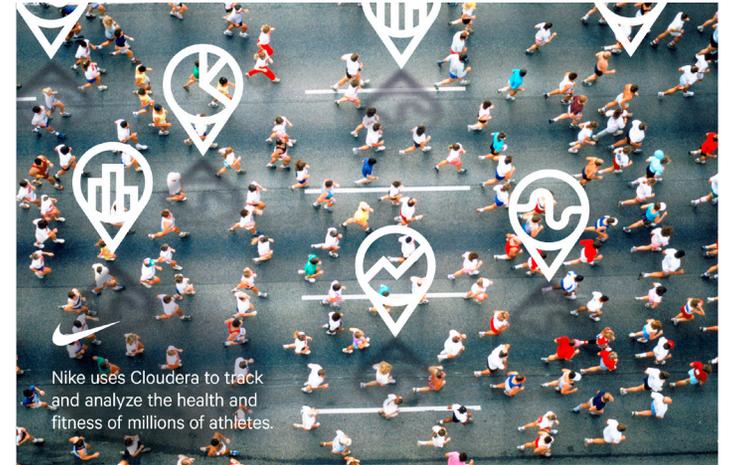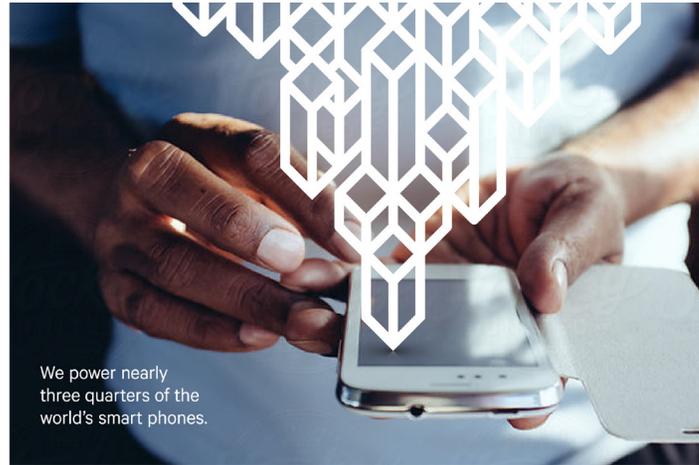Data Art / Illustration Style
Pattern

Visual Elements
Data Art / Illustration Style
Execution
Over Photography

Data art over photography
represents how data technology
is an invisible but active part of
our lives.

Usage
Use data art to amplify or bring
focus to a particular part of an
image.

Adding subtle shadows or an
interaction with images makes our
photography more proprietary.
(E.g., note the slight shadows
under the data art in the Nike
example to the top right.)

We power nearly
three quarters of the
world's smart phones.

Nike uses Cloudera to track
and analyze the health and
fitness of millions of athletes.

VISA

With our platform,
Visa eliminated
$2 billion in credit
card fraud.

U.S.ARMY

And Cloudera is serving over
a petabyte of defense mission
intelligence to the US Army.

To make new observations
as they happen, and be fast
enough to act on them.

To discover patterns
and predict trends that
spark innovations.

Visual Elements
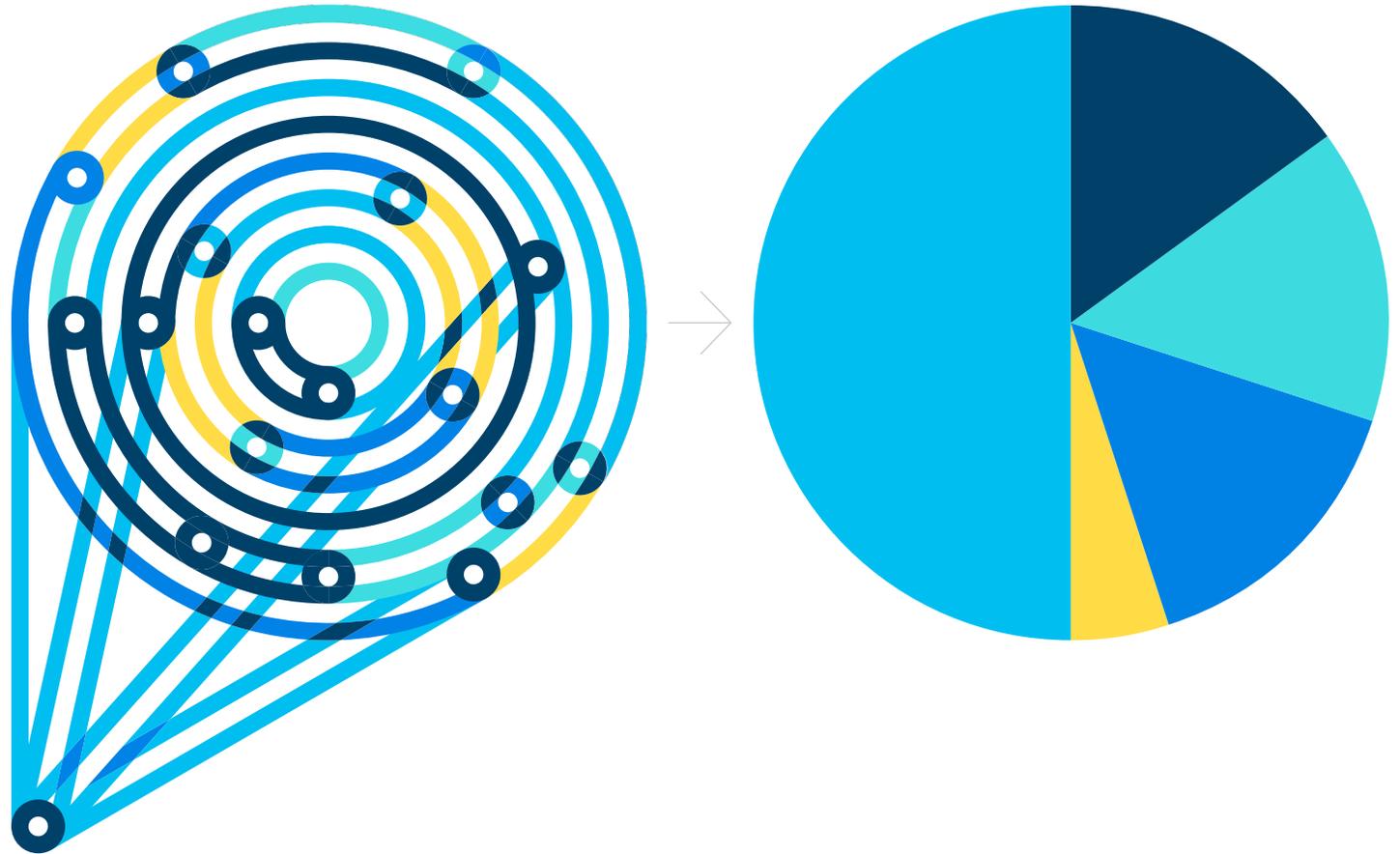Data Art / Illustration Style
Execution
Color

Cloudera data art is also used in a graphic manner without photography for a bold, dynamic design.

Use Cloudera blues (Midnight Blue, Royal Blue and Aqua Blue) as the dominant colors, with Sunrise Yellow acting as a small pop.

Always use color multiply to give depth to the illustrations.

Additional Applications
Data art can appear in white on top of any solid primary color from the Cloudera palette.
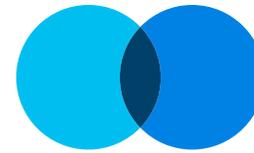
Visual Elements
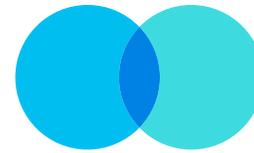Data Art / Illustration Style
Construction

In colored data art, intersecting colors create a sense of depth, and rounded corners reflect the Cloudera logotype.

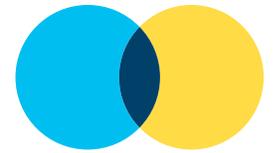When constructing data art, follow the instructions to the right for a consistent look across all executions.
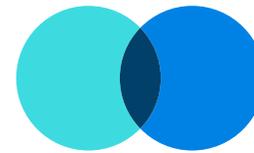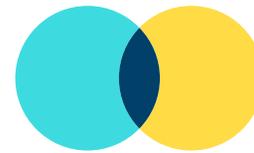
Color Intersections
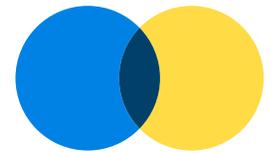

Cloudera Blue + Sky Blue

Cloudera Blue + Aqua Blue

Cloudera Blue + Sunrise Yellow

Aqua Blue + Sky Blue

Aqua Blue + Sunrise Yellow

Sky Blue + Sunrise Yellow

Construction

Rounded corners used in data art reference the construction of the Cloudera logotype. They're achieved by using the "Rounded Joints" tool in Adobe Illustrator.

Visual Elements
Data Art / Illustration Style
Execution
Mask

Data art is primarily used as a
mask for abstract photography.
This makes abstract visuals more
dynamic and proprietary.
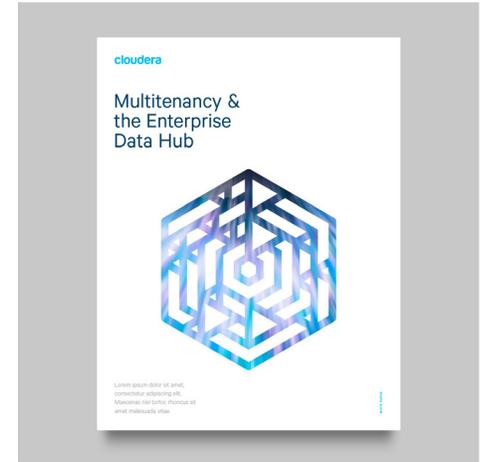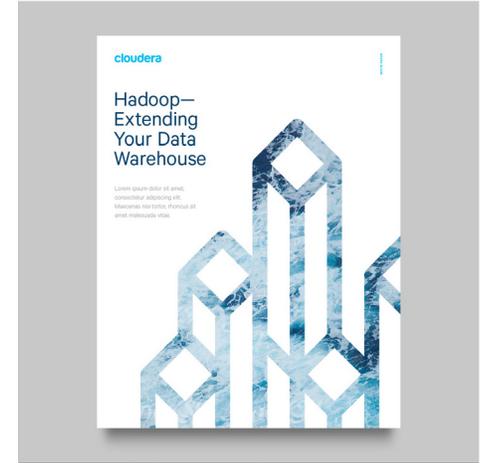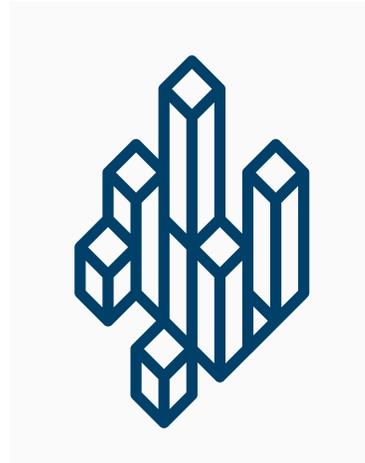
Visual Elements
Data Art / Illustration Style
Scaling

It's essential to scale data art appropriately to ensure a consistent look across all executions.

When scaling up or down, the line weight should adjust proportionately with the dimensions of the data art.

Small-scale Application

Large-scale Application

Proper Scaling

Improper Scaling

Visual Elements
Data Art / Illustration Style
Proper Scaling

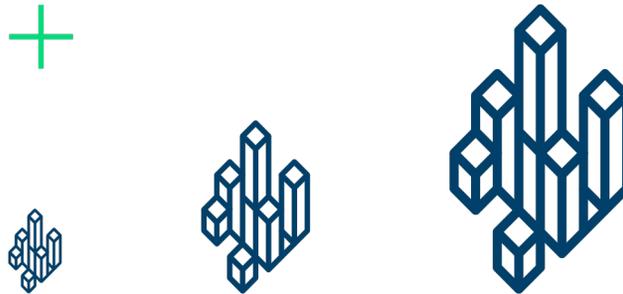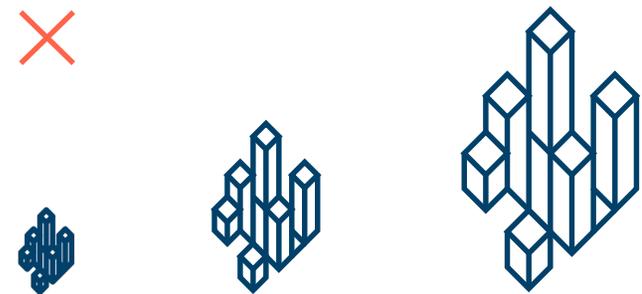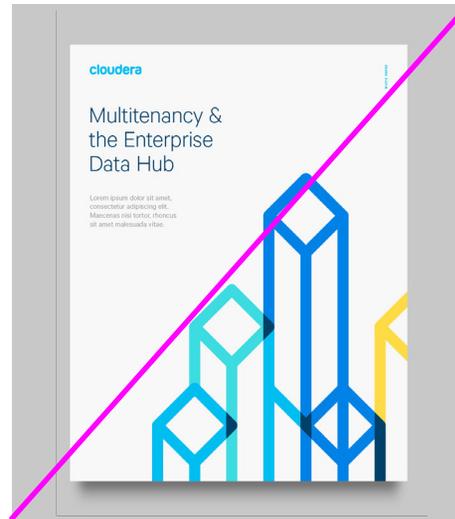When scaling data art, you may have to adjust stroke width based on the parameters of the execution in order to achieve a look and feel consistent with the visual system.

Data art is too thick.
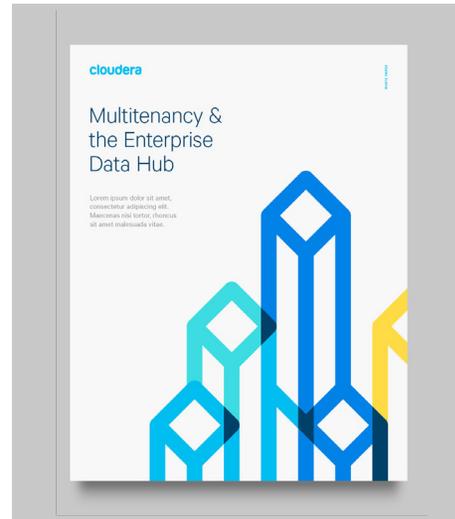
Data art is too thin.

Data art is too thin.

Visual Elements
Data Art / Illustration Style
Misuse
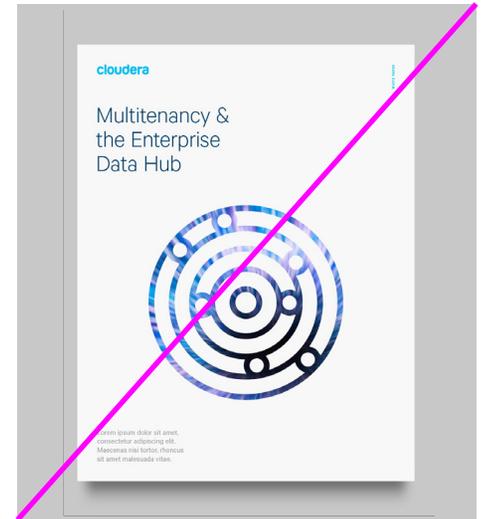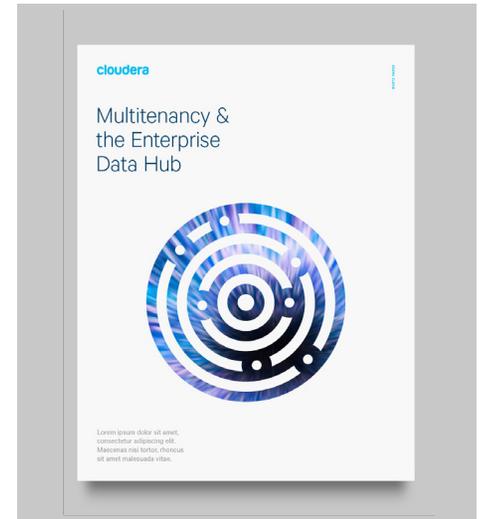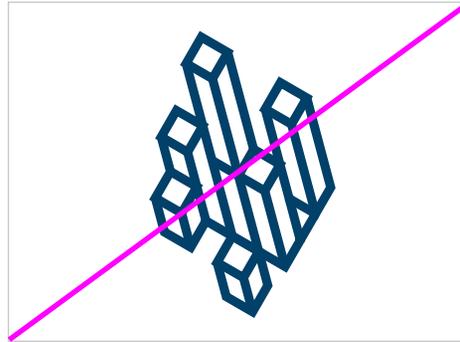
Only rotate data art in 45-degree increments.
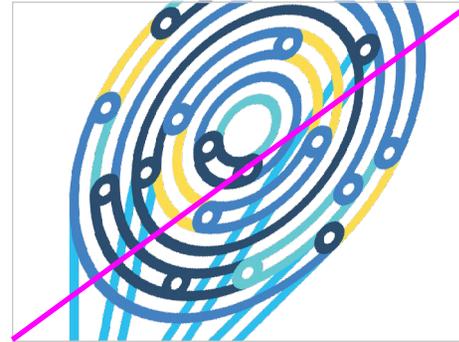
Do not skew data art.
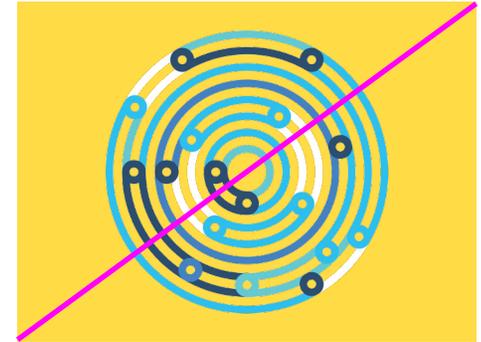
Do not place colored data art on top of a colored background.
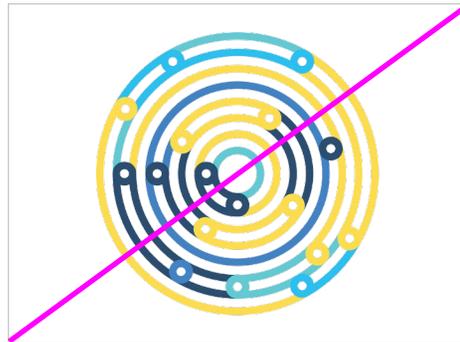
Make sure Sunrise Yellow does not overpower the Cloudera blues in color executions.

Do not create an illustration with colors outside of the primary palette.

Do not use any colored data art over photography.
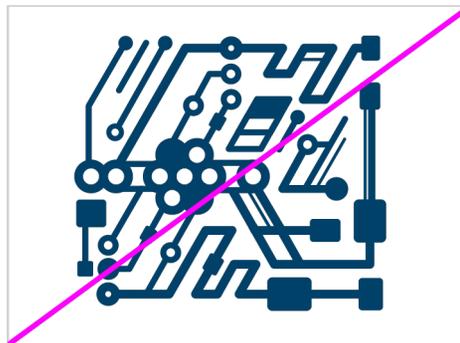
Do not create overly "techy"/complex imagery or multiple line weights in the same illustration.
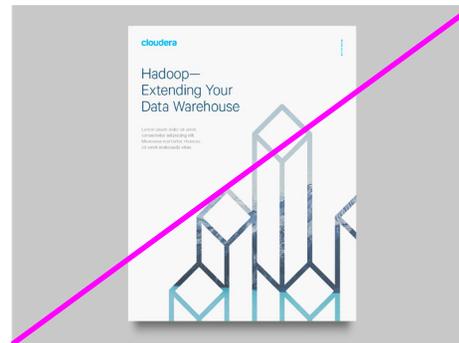
Do not create data art that is too thin.

Do not create data art that is too thick.

Cloudera Brand Guidelines
Version 1.0
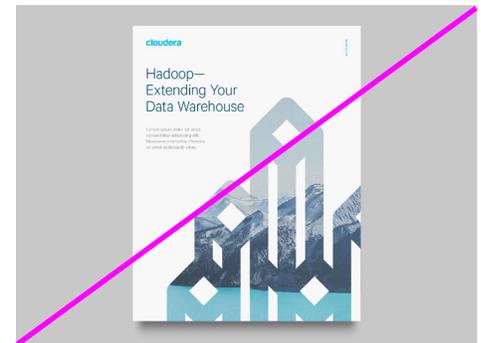
Visual Elements
Iconography Style

Our iconography style is based on Cloudera data art—mono-weight and simple with straightforward icons that are approachable yet bold.

Iconography is applied in several ways within the Cloudera visual system—for example, as an industry signifier, in collateral or as a navigational tool in digital executions.

Industry Icons

| Health Care | Government | Technology | Retail | Media |

Minimum Size

Icons should never be less than 18 px. in diameter.

Color Application

Midnight Blue / White

Cloudera Blue / White

White / Solid Color

With Photography

White / Photography

Icon as Window

Visual Elements
Iconography Style
Construction

The instructions to the right
outline how to create an icon
consistent with the visual system.

X

2X

9X
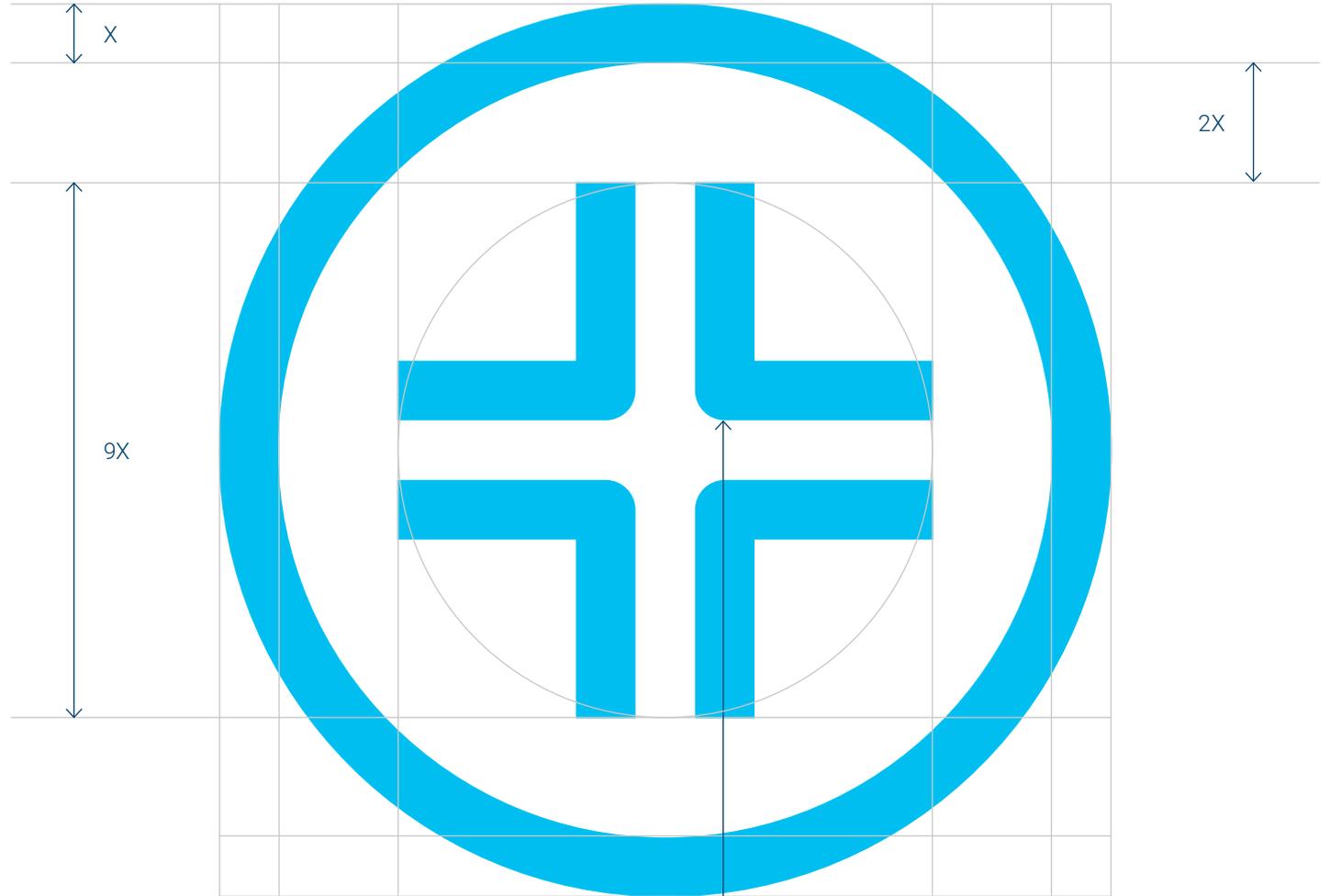
Rounded corners achieved by
using the "Rounded Joints" tool in
Adobe Illustrator.

Visual Elements
Charts & Graphs Style

Charts, graphs and tables are all built with basic, symmetrical shapes to reflect a clean, bold design.

They help simplify complexity and maintain a consistent visual system.

Provided Shapes
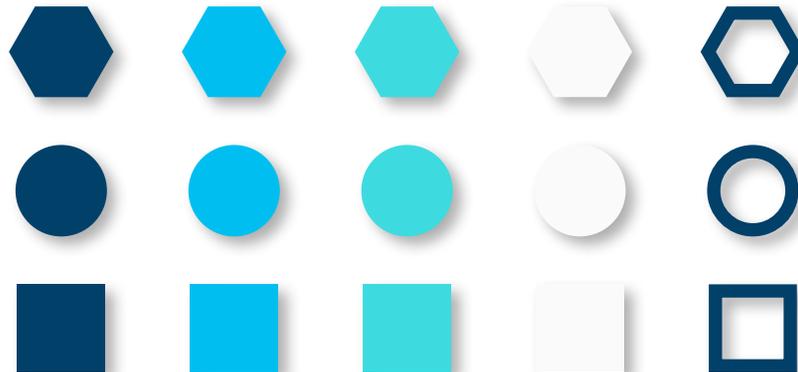
Situate simple, geometrical shapes like a puzzle to tell stories and communicate data.

File: Cloudera_Shapes.ai

Rounded corners on charts, graphs and tables reflect the Cloudera logotype.

From Hadoop to an Enterprise Data Hub

Open Source Scalable Flexible Cost-Effective	Cloudera's Enterprise Data Hub

Open Source Scalable Flexible Cost-Effective

Managed

Open Architecture

Secure & Governed

Cloudera's Enterprise Data Hub

| Batch Processing MAPREDUCE | Analytic SQL IMPALA | Search Engine SOLR | Machine Learning SPARK | Stream Processing SPARK STREAMING | 3rd Party Apps |

Data Management CLOUDERA NAVIGATOR

Workload Management

Storage for any type of data
Unified, Elastic, Resilient, Secure

| File System HOFS | Online NOSQL HBASE |

System Management CLOUDERA MANAGER

cloudera

Corners on tables have a 3-pt. radius.

Execution Examples

Execution Examples
Website
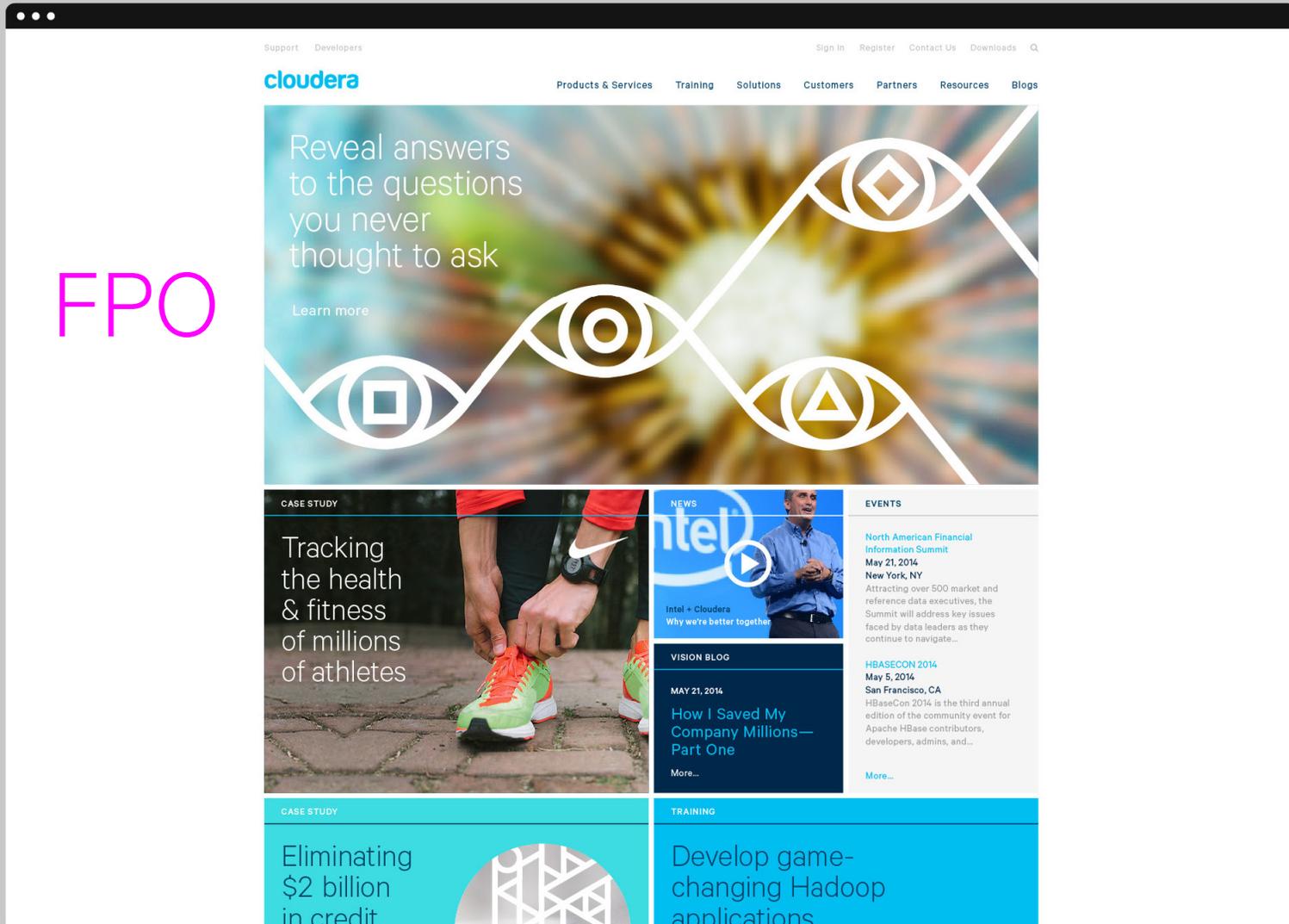
Execution Examples
Website Homepage
Banner Images
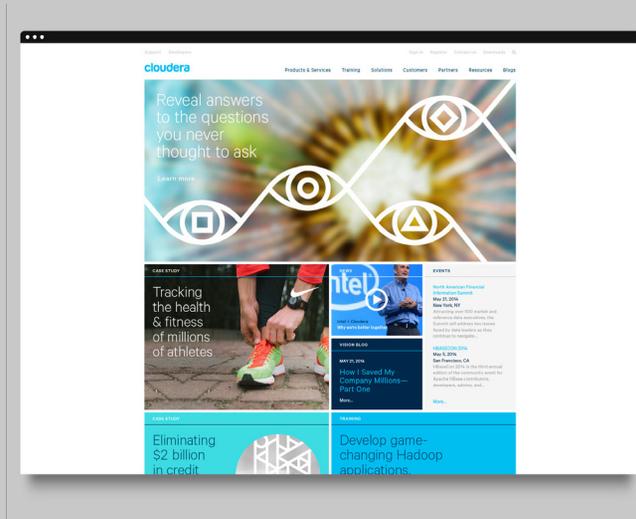
White data art over Cloudera blue background.
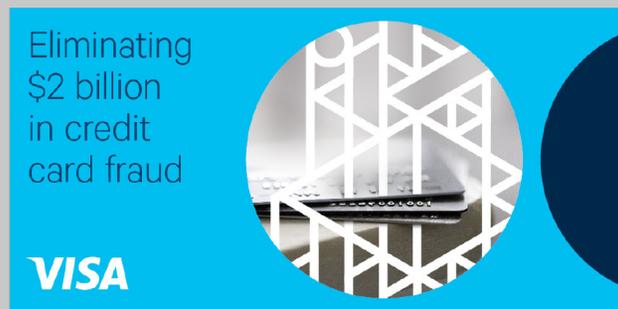
Circle cropped photography on colored background.

Data Art as mask

Full bleed photograph

Colored data art on white background.

Execution Examples
Tradeshow

Execution Examples
Presentation Template

cloudera

WHITE PAPER

Hadoop— Extending Your Data Warehouse

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WHITE PAPER

Multitenancy & the Enterprise Data Hub

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WHITE PAPER

Cloudera & Open Source

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas nisi tortor, rhoncus sit amet malesuada vitae.

Execution Examples
Collateral
Illustrated White Paper Covers

cloudera WHITE PAPER

Hadoop—
Extending Your
Data Warehouse

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sit amet malesuada vitae.

cloudera WHITE PAPER

Multitenancy &
the Enterprise
Data Hub

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consectetur adipiscing elit.
Maecenas nisi tortor, rhoncus
sit amet malesuada vitae.

cloudera WHITE PAPER

Hadoop—
Extending Your
Data Warehouse

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consectetur adipiscing elit.
Maecenas nisi tortor, rhoncus
sit amet malesuada vitae.

cloudera WHITE PAPER

Multitenancy &
the Enterprise
Data Hub

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Maecenas nisi tortor, rhoncus
sit amet malesuada vitae.

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WHITE PAPER

Hadoop—
Extending Your
Data Warehouse

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Multitenancy &
the Enterprise
Data Hub

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Credit card company stops criminal before the crime was set to occur.

Hadoop for the Enterprise

Cloudera Enterprise helps you become information-driven by leveraging the best of the open source community with the enterprise capabilities you need to succeed with Apache Hadoop™ in your organization. Designed specifically for mission-critical environments, Cloudera Enterprise includes the world's most popular open source Hadoop-based platform as well as advanced system management tools plus dedicated support and community advocacy from our world-class team of Hadoop developers and experts. Cloudera is your partner on the path to big data.

Rethink Data Management

Cloudera Enterprise is designed to function as an enterprise data hub: one massively scalable platform to store any amount or type of data, in its original form, for as long as desired or required; integrated with your existing infrastructure and tools; with the with the flexibility to run a variety of enterprise workloads—including batch processing, interactive SQL, enterprise search and advanced analytics together with the robust security, governance, data protection, and management that enterprises require. With Cloudera Enterprise, today's leading organizations can put their data at the center of their operations, to increase business visibility and reduce costs, while successfully managing risk and compliance requirements.

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Tesla sets new records for speed— in analyzing driver data.

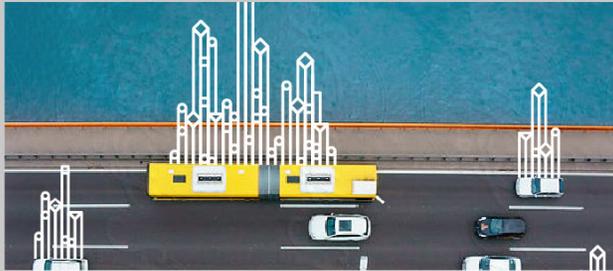**Hadoop for the Enterprise**

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Nike uses Cloudera to track the health and fitness of millions of athletes.

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If you have questions about the Cloudera
Brand Guidelines, please contact:

Marci Peters
Creative Director
415.999.2726 (Mobile)
650.683.4705 (Office)
marci.peters@cloudera.com

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