

The logo for Data Domain, featuring the word "data" in red lowercase letters and "domain" in black lowercase letters. Both words have a small black triangle above the letter 'a'.

THE DATA DOMAIN LOGO

The Data Domain logo consists of two main elements: (1) the logotype, or typeface, and (2) the logo mark.

The logotype refers to the style of font or typeface used to create the logo. The logo mark is the combination of the typeface and the customized elements, such as the triangles above the "t" and the "i" that together form the logo, or logo mark.

The logo should never be mimicked or re-created using the logotype or similar fonts and colors. The logo must always be used as an imported file, intact, without any modifications.



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LOGO COLORS

PMS COLOR

The Data Domain red/gray logo is the preferred logo treatment. When printing spot colors, use PMS 186 Red and PMS Cool Gray 11

FOUR COLOR PROCESS

The red/gray Data Domain logo must be converted to cyan, magenta, yellow and black when printed in four-color applications. The CMYK values are:

RED – C 0 , M 100 , Y 75 , K 5

Gray – C 5 , M 0 , Y 0 , K 80

The red/gray logo must appear against a white background. The only exception would be against a very light background, no darker than 10% black or equivalent.

GRAYSCALE

The Data Domain logo can also be used as grayscale for newspaper ads and other black and white printing.

100% Black , 60% Black

You may place the logo against a background color, but no darker than 10% black or equivalent.

SINGLE COLOR

This rare usage may only be used on giveaways and promotional items that cannot reproduce two colors or cleanly reproduce a tint or screen of black. The logo may also be printed in all white if the background is dark.

The black-only logo is used for cardboard packaging and black-only documents where this provides the cleanest reproduction.



DARK BACKGROUNDS

When the Data Domain logo must appear against a dark background, there are three options.

Four Color Usage:

1. Red background: Use the white/black logo.
2. Black background: Use the red/white logo.

Black-Only Usage:

3. Use the white/gray logo. This is the only time this logo configuration may be used. The value of the gray tint is 40% black.

CLEAR SPACE REQUIREMENTS

“Clear space” refers to a space around all sides of the logo that must be kept clear to ensure that the logo is easily and quickly legible at all times.

The required clear space is equivalent to the height of the lower case characters in the logotype.



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INCORRECT USAGE

The Data Domain logo may NEVER be modified in ANY manner. These guidelines have taken into account all possible uses. If you have any questions, please contact the Data Domain marketing department.

A few examples of unacceptable usage are to the left, such as:

- > Changing the proportion of the logo to fit a small or short space
- > Separating the two words in the logo or removing elements such as the triangles above the "t" and "i"
- > Switching colors or stacking the two words
- > "Ghosting" or fading the logo for dramatic effect or for use as a watermark
- > Placing the logo in a white box so it appears against a dark background. Follow the instructions on the previous page for usage against a dark background
- > Using patterned or busy backgrounds. Any background must be a solid dark color, as in the examples provided on the preceding page
- > Using a gray or other non-dark background which will not provide sufficient contrast to clearly show the logo
- > Placing text or other objects within the clear space requirements described in page 2 of these guidelines