

# Riverbed Logo Guideline

## Specifications, usage, and rules

Visually speaking, our logo is one of the most valuable assets we own. Therefore, it should not be altered under any circumstances. To maximize its impact, please use only approved master reproduction art that follows the standards and specifications outlined here. If you have questions regarding acceptable use, please contact [Alex.Grossman@riverbed.com](mailto:Alex.Grossman@riverbed.com).

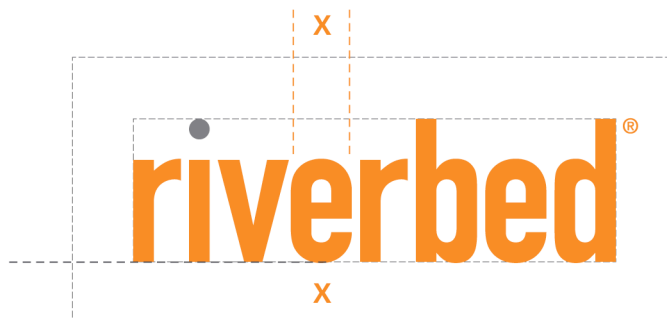
Use the color version of the logo whenever possible. Always maintain a distinct contrast between the Riverbed logo and the color of the background on which it appears. Do not use the logo on heavily-textured images or patterns.

Use only the colors designated for the logo: orange (PMS166) for most applications; black, white or dark gray as needed. Use the four-color orange version whenever possible. For special events or invitations, the logo may appear in metallic inks, letterpress or as a spot varnish.

## Space

The Riverbed logo should always have clear space around it for legibility and integrity. All four sides should have a clear space of  $x$ , which is the width of the Riverbed “e.” In instances where the Riverbed logo is locked with the tagline, measure clear space from the baseline of the tagline.

Align other graphic or copy elements to the bottom of the logo. It should sit on the ‘live’ of a print mechanical.



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### Minimum size

The Riverbed logo may be reduced to fit various placements; however, scaled logos should maintain legibility and not be printed smaller than 0.5 inches in width.

For on-screen display, the Riverbed logo should not be less than 50 pixels in width on a standard VGA screen.

### Maximum size

There is no maximum size for the Riverbed logo; however, when reproduced at sizes over three feet wide, the appropriate registration mark and trademark symbols should be reduced and positioned so as to be legible but unobtrusive.

### Registration mark sizing

In certain situations, the registered trademark will need to be enlarged to ensure legibility, thereby legally protecting the mark. The ® should not be reduced any smaller than 0.04 inches.

The image shows the Riverbed logo in a large, bold, orange font. The word "riverbed" is in lowercase, with a registered trademark symbol (®) at the top right. A small black dot is positioned above the letter 'i'.

typical size relationship

The image shows the Riverbed logo in a smaller size, with a registered trademark symbol (®) at the top right. A small black dot is positioned above the letter 'i'. A horizontal line is drawn below the logo, with a vertical tick mark at the center.

0.5 in.

® enlarged for legibility

# Riverbed Logo Guideline

## don'ts



riverbed™

Don't scale the logo disproportionately.



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Don't rotate the logo.



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Don't place lines or shapes inside the clear space.

A product of **riverbed** Technologies.

Don't use the logo as text.



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Don't crop logo in any way.



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Don't distort the logo.



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Don't introduce additional graphic elements to the logo.



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Don't use secondary colors unless noted in the guideline.



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Don't use the logo as a pattern.



riverbed™

Don't put a stroke around the logo.

# Riverbed Logo Tagline lock-up Guideline

## Usage and rules

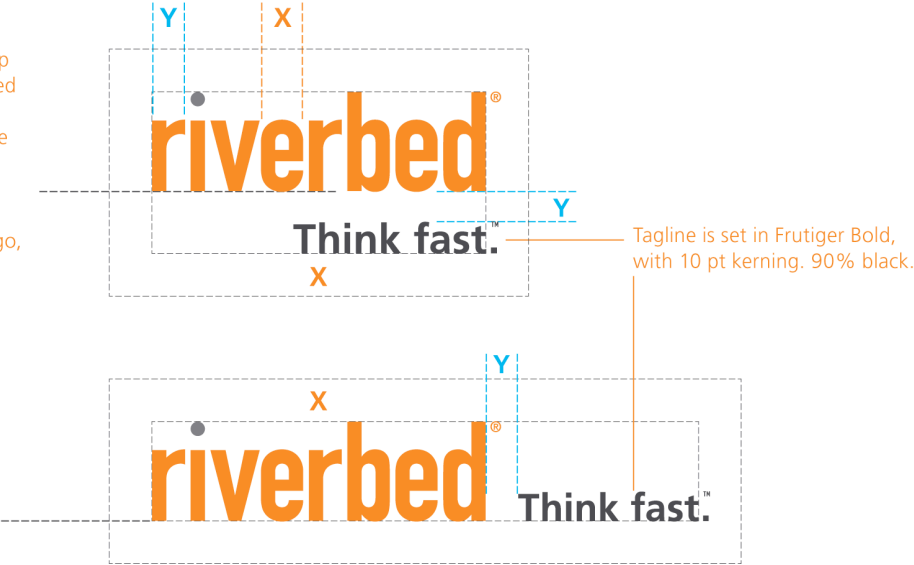
### Print

The tagline should always sit on the 'live' in a print mechanical. When a line of copy, a CTA or a graphic accompanies the ad, always align with the bottom of the logo, not the tagline.

Clear space of logo tagline lock-up should be the width of the riverbed "e" (x) and the distance between the logo and the tagline should be the width of the riverbed "r" (Y).

Align other graphic or copy elements to the bottom of the logo, not the tagline.

Align other graphic or copy elements to the bottom of the logo, not the tagline.



### Online

For online applications use the tighter lock-up when the width of the logo is smaller than 125 pixels. The distance to the edge of the banner should always be at least the distance of the space between the logo and the tagline so it doesn't look detached.

### Note:

When space is extremely limited (e.g. online banners) the space between the logo and the tagline can be adjusted to the minimum clear space requirement. The minimum is the width of the Riverbed "i," the maximum space is the width of the Riverbed "r."