

SEPTEMBER 2025

Partner Brand Guidelines



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As a Graphiant partner, you play a vital role in representing our brand to the world. These guidelines are designed to help you use the Graphiant brand consistently and correctly across all communications, ensuring our shared message is always clear, professional, and aligned.

Graphiant is redefining enterprise connectivity with a modern network edge solution built for the cloud era—secure, scalable, and simple. Our brand reflects this vision: forward-thinking, technology-driven, and confidently innovative.

Inside, you'll find the tools and standards you need to accurately represent the Graphiant brand—logos, color usage, typography, tone of voice, and more. Please follow these rules carefully when creating co-branded materials or referencing Graphiant in your marketing, sales, or digital content.

By working together with a unified voice and visual identity, we reinforce trust, communicate innovation, and show the strength of our shared mission.

Introduction



Visual Identity



Logo

Primary Logo Lockup

The Graphiant logo is the most recognizable element of our brand identity. It represents the seamless, modern, and intelligent nature of our network edge solutions—bold, simplified, and always connected.

The primary logo lockup should be used in most cases. It serves as the core visual identifier for Graphiant and must not be altered in any way. Use this version whenever space allows, ensuring it maintains proper contrast and clear space.

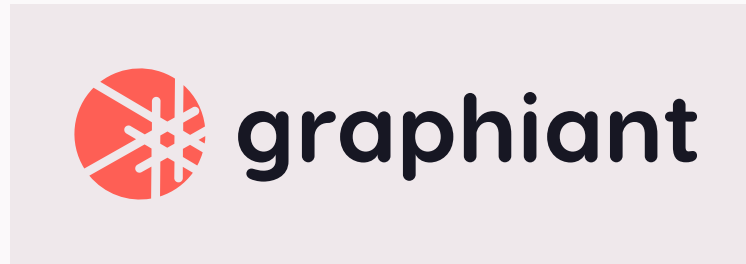
Clearspace

Maintain a minimum clearspace around to ensure visibility.

- Minimum clearspace for the primary horizontal logo is equivalent to $1/2$ of the logo's height.
- Keep this area free of any text or graphics.

[Download Logo Suite](#)

Primary Black Logo Lockup



Primary White Logo Lockup



Clearspace



Minimum Size



Minimum print size **0.8 inch (20 mm)** wide.

Minimum digital size **85 pixels** wide.

Logo

Alternate Logo Lockup

The vertical logo lockup is the alternate version of the Graphiant logo and is intended for use in narrow or vertically constrained spaces—such as stacked layouts, mobile headers, or printed collateral where horizontal space is limited.

While the primary horizontal logo should be used whenever possible, the vertical lockup ensures brand recognition remains strong across all formats.

Clearspace

Maintain a minimum clearspace to ensure visibility.

- Minimum clearspace for the Alternate logo is equivalent to 1/3 of the logo's width.
- Keep this area free of any text or graphics.

[Download Logo Suite](#)

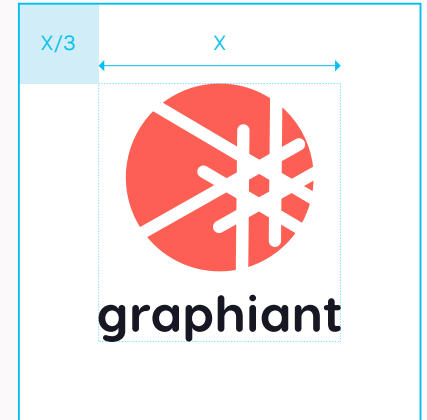
Alternate Black Logo Lockup



Alternate White Logo Lockup



Clearspace



Minimum Size



Minimum print size **0.4 inch (10 mm)** wide.

Minimum digital size **45 pixels** wide.

Logo

Black & White Logo Lockups

The monochromatic logotype should only be used when there aren't enough colors to properly reproduce the Primary Logotype. These versions are intended for limited-color scenarios such as single-color printing, embossing, engraving, or grayscale layouts.

Clearspace

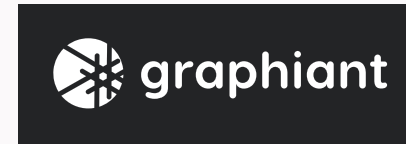
Maintain a minimum clearspace around the logo to ensure visibility. Keep this area free of any text or graphics.

- The Primary Logo minimum clearspace should be equivalent to 1/2 the logo's height
- The Alternate Logo minimum clearspace should be equivalent to 1/3 of the logo's width

Primary Black Logo Lockup



Primary White Logo Lockup



Clearspace



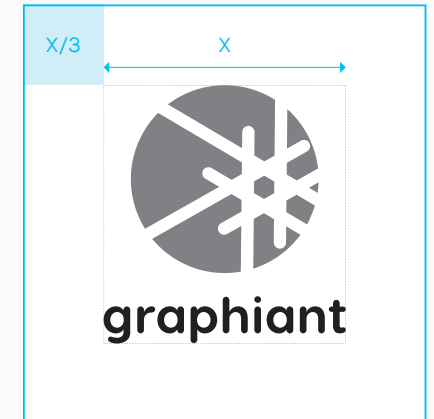
Secondary Black Logo Lockup



Secondary White Logo Lockup



Clearspace



Minimum Size - Vertical



Minimum print size **0.4 inch (10 mm)** wide.
Minimum digital size **45 pixels** wide.

Minimum Size - Horizontal



Minimum print size **0.8 inch (20 mm)** wide.
Minimum digital size **85 pixels** wide.

Partner logos

When co-branding with a partner, the Graphiant logo should always appear with proper spacing, alignment, and proportion to maintain clarity and brand integrity across joint communications.

Clearspace & Divider

A horizontal line should separate the two logos, with clearspace maintained on all sides.

Alignment

Whenever possible, the partner's logo should be center-aligned with either the Primary (horizontal) or Alternate (vertical) Graphiant logo.

Proportion & Spacing

We recommend that the partner logo height includes clearspace above and below. This creates visual harmony and balance between the two marks.

Always consult the partner's company guidelines for logo usage, minimum size, etc.

Relationship with Partnering Logos - Horizontal



Relationship with Partnering Logos - Vertical



Logo Misuse

To protect the integrity of the Graphiant brand, the logo must always be used as provided—clear, consistent, and free from distortion or alteration.

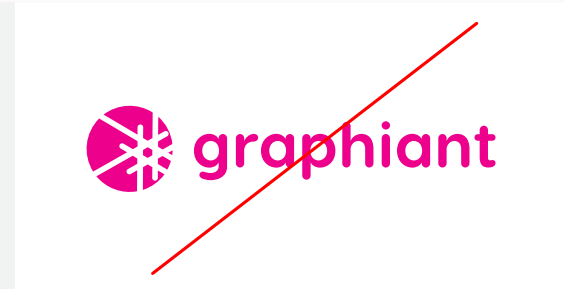
Any modification, however small, can dilute brand recognition and compromise visual impact.

Additionally:

- **Do not** use outdated or unofficial logo files
- **Do not** use the logo as a watermark or background element with reduced opacity
- **Do not** apply the logo on animated or motion graphics without approval



Do not separate the icon from the word mark.



Do not change the color of the logo



Do not use backgrounds that reduce legibility.



Do not alter, distort, or modify the logo in any way.



Do not change the angle or orientation.



Do not add any elements including strokes or shadows.

Color Palette

The Graphiant color palette is built to balance boldness and precision. It combines vibrant digital-first hues with foundational neutrals to support clarity, energy, and trust.

These colors should be used consistently across all branded materials, whether digital or printed.

Use HEX and RGB values for digital applications, and CMYK values for print to preserve accuracy and vibrancy.

GRAPHIANT EMBER HEX: #FE5F55 CMYK: C0 M80 Y75 K0 RGB: R254 G95 B85	NODE GLOW HEX: #FD8C66 CMYK: C0 M55 Y60 K0 RGB: R253 G140 B102	CLOUD LINK BLUE HEX: #4BB3FD CMYK: C70 M20 Y0 K0 RGB: R75 G179 B253	DATA VEIL HEX: #E8E8E9 CMYK: C5 M3 Y3 K0 RGB: R232 G232 B233
GRAPHITE CORE HEX: #171723 CMYK: C75 M65 Y45 K90 RGB: R23 G23 B35	IMPACT RED HEX: #F8494D CMYK: C0 M90 Y75 K0 RGB: R248 G73 B77	MAGENTA MESH HEX: #F03A67 CMYK: C0 M90 Y30 K0 RGB: R240 G58 B103	SIGNAL BLUSH HEX: #FFD7D4 CMYK: C0 M20 Y15 K0 RGB: R255 G215 B212

Brand Gradient

Graphiant's brand gradient is a dynamic visual element that transitions from Node Glow to Impact Red. It reflects movement, connection, and the warmth of transformation—reinforcing the energy and intelligence behind the brand.

This gradient can be used as a background in digital applications, social media, banners, or presentations to add visual energy while staying aligned with the brand palette.

NODE GLOW

HEX: #FD8C66
CMYK: C0 M55 Y60 K0
RGB: R253 G140 B102

IMPACT RED

HEX: #F8494D
CMYK: C0 M90 Y75 K0
RGB: R248 G73 B77



What Your Peers Are Saying



"Network architects have lost control of networks, thanks to the paradigm shifts toward multi-cloud and work-from-anywhere," said Shamus McGillicuddy, Vice President Research, Enterprise Management Associates. "Graphiant is developing a solution that puts control back in the hands of those architects."

Shamus McGillicuddy

Vice President Research, Enterprise Management Associates

Typography



Primary Typeface

Brand Communications

Font Family: Uncut Sans

Uncut Sans is the primary typeface for the Graphiant brand. Its clean, versatile design reflects our modern, intelligent, and focused identity.

This typeface is used for all brand-controlled, external-facing materials such as marketing collateral, the website, printed communications, and product-related design.

Uncut Sans
Regular, *Regular*
Oblique, Medium
Medium Oblique,
SemiBold, *Semi*
Bold Oblique,
Bold. Bold Obliqu

Typography

Usage Overview

- Primary weight:** Uncut Sans Regular
Used consistently across headlines, subheads, and body copy to maintain visual harmony and simplicity.
- Semi-Bold weight:** Reserved for rare emphasis (e.g., key product phrases or UI callouts)
- Case style:** Sentence case or Title Case preferred.
Avoid all-caps unless used in UI elements or short labels.

Best Practices

- Let the type breathe—don't overcrowd or overstyle. Use consistent spacing and line height to preserve readability.
- Avoid unnecessary typographic hierarchy—keep layouts minimal and balanced
- Graphiant's typography reflects its product philosophy: clear, efficient, and quietly powerful.

Headline: Uncut Sans Regular

Your Future is Data.

Subhead: Uncut Sans Semi-Bold

Graphiant delivers a single, unified network solution for AI, Cloud, SaaS, B2B, and Branch networking for tomorrow's AI leaders.

Body copy: Uncut Sans Regular

Graphiant's comprehensive suite of solutions simplifies complex network infrastructure, ensuring your organization has the speed, security, and agility to fully capitalize on data opportunities.

Annotation: Uncut Sans Semi-Bold

Visit graphiant.com for more information.

Button: Uncut Sans Semi-Bold

Contact Us

Secondary Typeface

Presentation and Documents

Font Family: Segoe UI

Segoe UI is the approved font for all documents and presentations created in Microsoft-based environments. It is pre-installed on all Windows devices, ensuring files display consistently for Graphiant teams and clients.

Segoe UI

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Brand Support



Need Help Using the Brand?

For questions about brand usage, partnerships, co-branded assets, or accessing design files, please reach out to our brand team.

We're here to help ensure the Graphiant brand remains consistent, impactful, and aligned across all touchpoints.

Brand Support Contact

■ marketing@graphiant.com





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