



Brand Style Guide

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ABOUT THIS BRAND GUIDE





About This Brand Guide

Our new brand for Rafay is something to be proud of. This guide is a living document that shows you how to build the creative brand and identity for any customer-facing communication project. **Use this guide as a reference.** We've created the visual elements to tell the story of Rafay and deliver the message consistently and on-brand.

About Rafay

We believe infrastructure should be a launchpad for innovation—not a barrier to it.

Why We're Here

The vision for Rafay is simple but bold: empower platform engineering teams to give developers and data scientists instant access to the environments and compute they need—without complexity, without bottlenecks, and without compromising enterprise guardrails.

In the early days, that meant helping enterprises adopt and run Kubernetes at scale without forcing every developer to become a Kubernetes expert. Today, as Generative AI accelerates demand for GPU infrastructure, Rafay's mission has evolved to meet a broader need: transforming idle or fragmented compute into governed, self-service platforms that fuel innovation.

The Problem We Solve

AI and cloud-native initiatives pour billions into GPUs, CPUs, and Kubernetes estates. Yet too often, that investment sits underutilized—locked behind manual workflows, ticket queues, or fragmented tools.

Rafay solves this by turning a stack of compute—whether spread across public clouds or private data centers—into a secure, multi-tenant cloud. Developers and data scientists gain on-demand access to Kubernetes clusters, SLURM clusters, GPU slices, AI workbenches, and inference APIs, while enterprises and cloud providers gain chargeback, governance, and the ability to monetize infrastructure investments.

Our Approach

At Rafay, everything starts with user experience. We believe self-service shouldn't mean trade-offs—it should mean speed and control, innovation and governance. That's why the Rafay Platform is designed around turnkey workflows that meet each persona where they are: platform engineers, developers, operations teams, and data scientists.

The result? Infrastructure that looks and feels like a modern cloud—complete with self-service, multi-tenancy, chargeback, and monetization—whether deployed in the public cloud, private cloud, or air-gapped sovereign environments.



LOGO



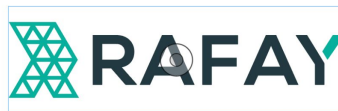
Logo

THE RAFAY LOGO

The logo was driven by our co-founder and Rafay CEO Haseeb Budhani. Rafay is of Arabic origin and means “to elevate” or “to raise.” Therefore, the logo represents elevation, scaffolding, and building toward new heights.

Capitalizing on the activity of “building”, we’ve broken down the logo and used its triangle shapes as brand elements, as you can see throughout the company’s communications.

Did you know that the company name also comes from his son, Rafay!



Logo

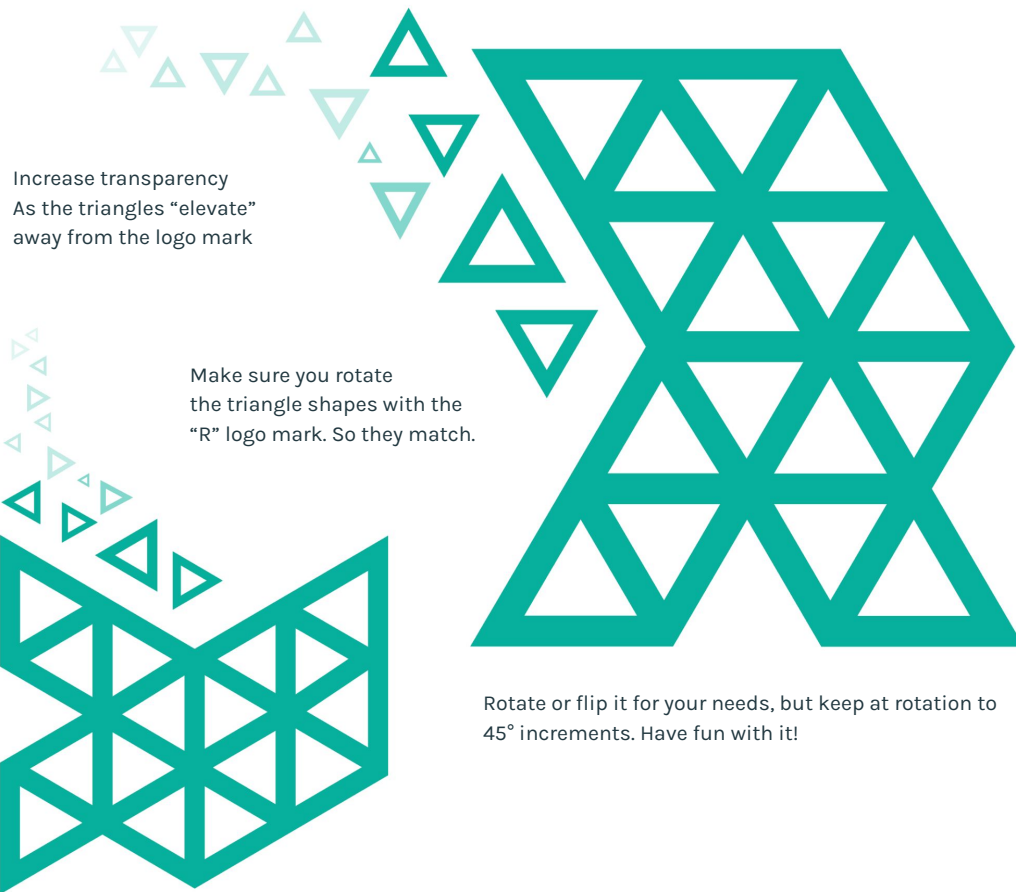
RAFAY logo mark “THE scaffolding”

The logo mark is the foundation of the brand visuals. We’ve deconstructed the logo and have used its triangle shapes as brand elements.

Use the triangles in progressive transparency as the triangles elevate from the main logo mark. They float away from the “R” seen here.

We can also use the logo mark as an anchor for photography mock-ups, hero images in the website and many other uses.

You can also rotate it at 45° degree increments, but make sure the triangles are rotated as well. So the shapes match up!



Increase transparency
As the triangles “elevate”
away from the logo mark

Make sure you rotate
the triangle shapes with the
“R” logo mark. So they match.

Rotate or flip it for your needs, but keep at rotation to
45° increments. Have fun with it!



BRAND COLORS



Colors

Rafay Brand Colors

The primary colors are your mainstay and should be used for most communications. Rafay green can be used for headlines, call to actions (CTAs), and of course the logo. **It's an actionable color** so use it to direct the user and message.

The secondary colors are used for backgrounds, UI elements, borders. The accent colors can be used for product and online in limited use cases.

Just ask the Marketing team with questions using the brand color palette.

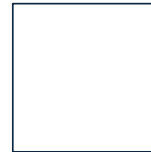
PRIMARY



Rafay Green
Hex #08B09C
RGB 35, 57, 65
CMYK 88, 75, 56, 71
PANTONE 3275 C

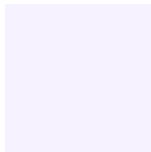


Rafay Dark
Hex #233941
RGB 35, 57, 65
CMYK 88, 75, 56, 71
Pantone



White
Hex #FFF

SECONDARY



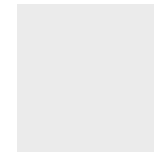
#F6F2FF
Lavender
New



#84D7CD
Light Green
New



#999999
Grey



#EBEBEB
Light grey
New



#FFEAC0
Pale Yellow
New



#E45252
Alarm

ACCENT (LIMITED USE)



FONTS



Fonts

Rafay Brand Colors

Our main font is **BW Modellica** for headlines, main points and call-to-actions. (Or Montserrat *) In online and print. Use in all caps for CTAs, Buttons and Highlights. Can be used in sentence case in headlines and subheads.

* For presentations and online tools, like Canva, you can use [Montserrat \(Google Web Font\)](#) as a substitute, when BW Modellica isn't available.

[Karla \(Google Web Font\)](#) is used for body and paragraph copy and messaging.

Just ask the Marketing team with questions using the brand fonts or need access to them.

BW MODELICA FAMILY (USE FOR HEADLINES)

SUGGESTED FONTS

LIGHT
LIGHT ITALIC

SEMI-BOLD
SEMI-BOLD ITALIC

BLACK
BLACK ITALIC

MEDIUM
MEDIUM ITALIC

BOLD
BOLD ITALIC

Montserrat Family (Google Font)

Light
Light Italic

Semi-Bold
Semi-Bold Italic

BLACK
Black Italic

Medium
Medium Italic

Bold
Bold Italic

Karla Family (Use for paragraphs & body copy)

SUGGESTED FONTS

light
light italic

semi-bold
semi-bold italic

medium
medium italic

bold
bold italic



PHOTOGRAPHY



Photography

BRANDED IMAGES

Rafay's elevated style of photos

Our branded photos are integrated into the “Scaffolding” iconmark and serve as the foundation for any hero photo treatment within the brand.

Subject, matters. Use global landmarks and monuments, cities, or our ideal customer profiles in these types of images. We aim to demonstrate that we're a global brand that prioritizes our customers.

Photo Treatment:

In a layered file, clip the photo over the “R” logo and reduce the normal transparency to 60-70%, so the scaffolding remains visible and the photo's color still shows through. Fill in the negative space of the logo to highlight interesting parts of the photo or to uncover faces. Use the triangles to complement the composition.

Please contact the Marketing team for any questions or access issues.



Photography

LIFESTYLE IMAGES

Library and Stock Photography

Use our library images or select your own photography of what our ideal actual customers could be.

Developers, engineers and decision makers in our space and working in their environment. Technical. Knowledgeable. Building and scaling their business.

Choose photos that show working environments, people in server rooms and engineering spaces, rather than a staged group of happy executives surrounding a laptop.

Just ask the Marketing team with questions and access.

STOCK PHOTOGRAPHY (ADOBE STOCK)





ICONS



Icons

OUR ICONS

Clean and clear. Our icons showcase a consistent style that relies on line art and color blocking. The icons should have think line art in Rafay Dark and a mix of Rafay Green, Light Green and White.

There's two styles

Main icons incorporate the cloud background, the elevated triangles, and the colors of Rafay Dark, Green, Light Green and white.

The Secondary Icons removes the background clouds and limits to 2 colors of Rafay Dark & Rafay Green.

MAIN ICONS



SECONDARY ICONS





How It Goes Together

Creative Use Case



Creative Example

USE CASE:

How it goes together

ELEVATED AND CLEAR

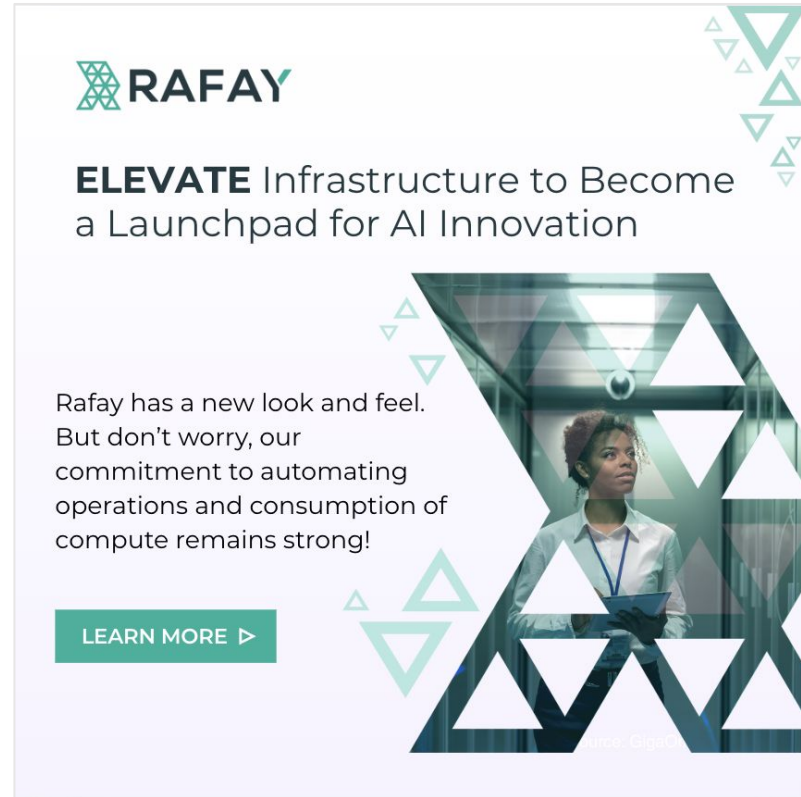
Here's a social creative on how it works. Let the visuals and the message tell the story.

Logo - Don't crowd the logo visually, give it space to stand out.

Copy - We are in a technical world with a lot of technical messaging and terminology. So remember you need concise messaging without getting too crowded with copy.

Visuals - Use the branded photos and incorporate the elevated triangles to compliment and balance the creative.

CTAs - Use BW Modelica in bold for the copy with the triangle at 45° in a Rafay Green color button





Brand Messaging & Voice



Brand Messaging

BRAND VOICE

Rafay's brand voice is professional, direct, and approachable. We speak with clarity, avoiding unnecessary jargon while still respecting the technical depth of our audience. Whether addressing developers, platform teams, or business decision-makers, our language is confident and precise, making complex infrastructure concepts easy to understand.

Our tone is modern and pragmatic, focused on outcomes and impact rather than hype. We aim to inspire trust by showing both authority and accessibility: credible enough for technical experts, yet clear enough for executives. Ultimately, the Rafay voice reflects our mission to elevate infrastructure into a launchpad for innovation, always grounded in real value and results.

UPDATED MESSAGING FRAMEWORK

CORE VALUE

We believe infrastructure should be a launchpad for innovation, not a barrier to it.

MISSION STATEMENT

The Rafay Platform is the infrastructure orchestration layer that unifies Kubernetes, GPUs, and CPUs into secure, self-service environments.

It enables organizations to:

- Simplify Kubernetes lifecycle ops across public cloud, private data centers, sovereign deployments, and edge
- Pool GPUs/CPUs into multi-tenant resources with strict isolation
- Deliver curated catalogs of compute & AI services for instant provisioning
- Monetize infrastructure with SKU management, billing APIs, and marketplaces

Brand Messaging

BRAND VOICE (cont.)

The DO's

Be clear and direct: Write in plain language that anyone can understand, even when explaining technical concepts.

Focus on outcomes: Emphasize business and technical impact (e.g., faster time-to-value, monetization, developer productivity) rather than only describing features.

Sound confident, not boastful: Position Rafay as an authority while keeping the tone professional and approachable.

Be consistent: Use the same terminology across all materials (e.g., always “the Rafay Platform” when referring to the product itself, not just “Rafay” unless talking about the company as the subject matter).

Highlight innovation and elevation: Reinforce Rafay’s role in transforming infrastructure into a launchpad for AI and cloud-native workloads.

THE DON'Ts

Don't overuse acronyms or jargon: Spell out terms where possible, and explain them briefly if needed.

Don't write like a technical manual: Keep copy conversational and engaging, even when speaking to experts.

Don't exaggerate or hype: Avoid vague claims; tie messaging to real customer outcomes and proof points.

Don't get stuck in features: Always connect features back to value, efficiency, and results.

Don't lose consistency: Avoid mixing tones (e.g., overly casual in one piece and overly academic in another).



Brand Messaging

MESSAGING EXAMPLES

Some copy examples or language, tone, and sentence case vs, capitalization rules vs. tone & etc.

SAMPLE CUSTOMER-FACING COPY

**Elevate infrastructure to become a
launchpad for innovation.**

Rafay empowers cloud providers and enterprises to transform their GPU and AI investments into scalable, secure, and revenue-ready platforms.

Whether you're running private, public, or sovereign clouds, Rafay makes infrastructure instantly consumable, monetizable, and compliant—so your teams spend less time managing complexity and more time building the future.



Boilerplate Messaging

TAGLINE & MESSAGE

Use our tagline and boilerplate as quick and effective tools to introduce Rafay to new audiences, ensuring consistent messaging across various platforms and materials. Include the boilerplate in your communications, eBooks, press releases, and wherever it helps raise brand awareness.

TAGLINE

Elevate Infrastructure to
Become a Launchpad for
Innovation

BOILERPLATE

Rafay is the infrastructure orchestration layer that helps enterprises and cloud providers scale AI and cloud-native workloads with efficient compute usage. It turns fragmented CPU/GPU resources into a self-service platform for infrastructure teams. Rafay is purpose-built for AI. Secure, scalable, and ready for production.



THANK YOU

HAVE ANY QUESTIONS?

Please Reach Out To The Marketing Team.