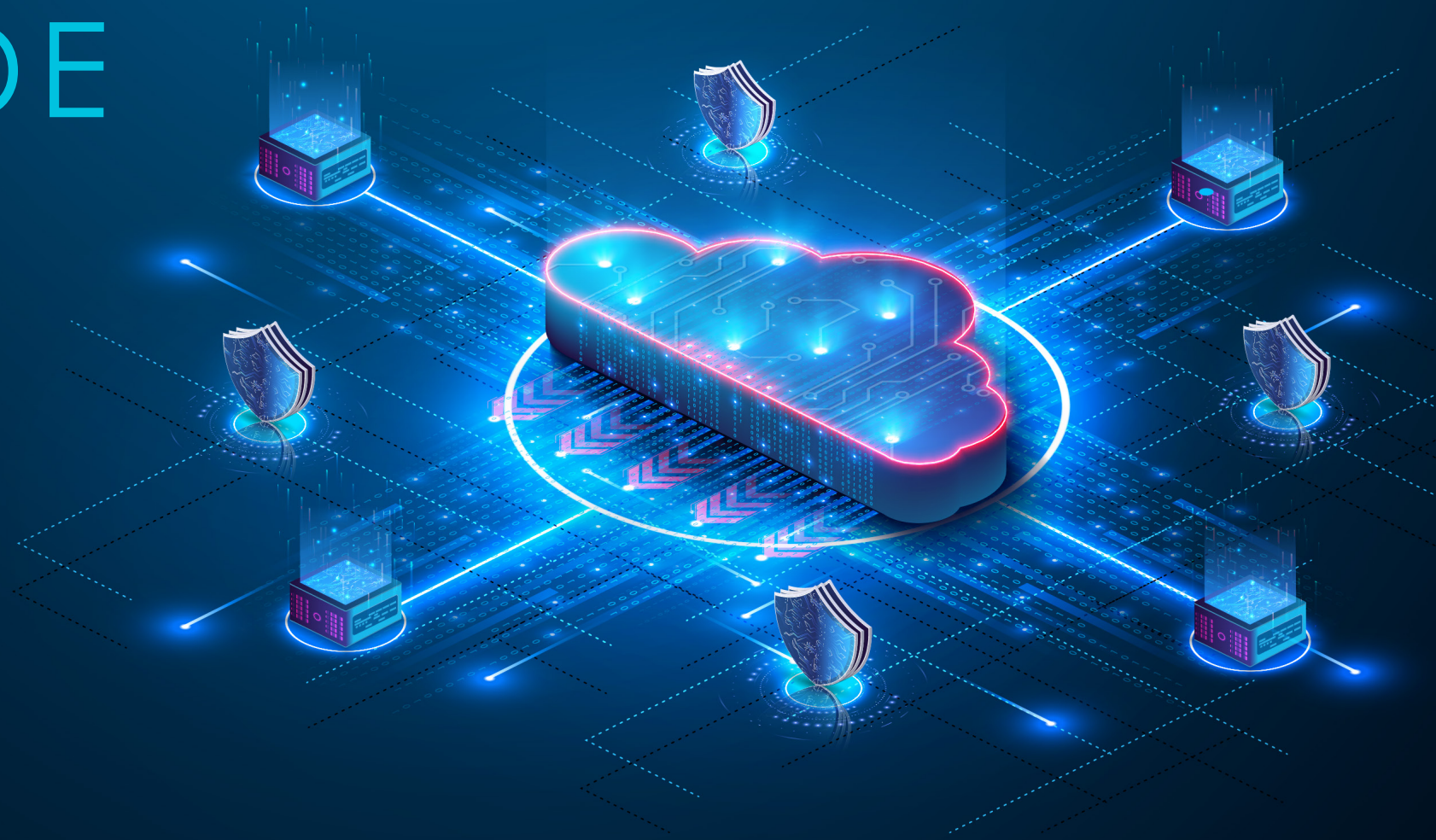


BRAND GUIDE





This set of brand guidelines was created to help guide you through how to implement our brand across a range of media.

For any questions please do not hesitate to get in touch with us.

Zenoss

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Online

info@zenoss.com
www.zenoss.com

Phone

+1 888-936-6770
+1 512-687-6854



About Zenoss

Zenoss works with the world's largest organizations to ensure their IT services and applications are always on. Delivering full-stack monitoring combined with AIOps, Zenoss uniquely collects all types of machine data, including metrics, dependency data, events, streaming data and logs, to build real-time IT service models that train machine learning algorithms to deliver robust AIOps analytics capabilities. This enables IT Ops and DevOps teams to optimize application performance, predict and eliminate outages, and reduce IT spend in modern hybrid IT environments.

For more information about Zenoss, please visit www.zenoss.com.

Voice

Zenoss is modern. We are also all about our customers. We express our fun-loving nature and our zeal for life, which are embodied in how we interact with customers and partners and how we come together as a team.

Tone

MODERN, SMART,
NOT TOO SERIOUS.

Logo Versions

We have reworked your logo. The new logo is made up of a logo mark and a logo face. Both are to be used in conjunction with each other. The following guidelines should help.

Logo Mark



Logo Face



Logo Face without tagline



Logo Versions

There are 4 different versions of the logo. The first is shown to the left, this is the main logo and is centrally aligned. This is the preferred logo and works more best when there is plenty of space.

Also included are one-color logo options.

(2 PREFERRED LOGO USEAGE)



Clearspace & Size

Be sure to leave a clearspace of 'x' around the logo. This stops the logo feeling crowded.

The minimum print size of the logo is 8mm in height as shown in the diagram



Error Usage



Do not rotate the logo



Do not flip or mirror the logo



Do not stretch or compress the logo to fit



Be careful not to let text touch the logo

Logo Variations

We have provided
two logo variations.

These variations are
the only variations to
be used by Zenoss.
Any other variations
will compromise
brand continuity.

Logo with tagline



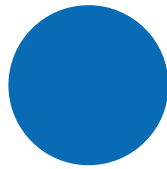
Logo without tagline



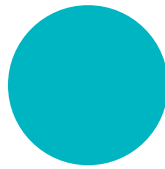
Colour Palette



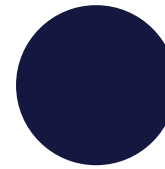
HEX: F26122
RGB: 241 : 98 : 36
CMYK: 0 : 76 : 98 : 0



HEX 0069B5
RGB 8 : 106 : 179
CMYK 90 : 58 : 1 : 0



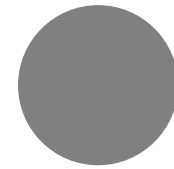
HEX 00B7C3
RGB 0 : 181 : 193
CMYK 74 : 4 : 26 : 0



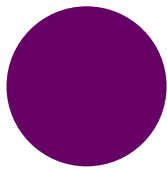
HEX 111642
RGB 21 : 23 : 65
CMYK 100 : 96 : 41 : 49



Web # 000000
RGB 000 000 000
CMYK 100% 100% 100% 100%



Web # ffffff
RGB 255 255 255
CMYK 0% 0% 0% 0%



HEX 660066
RGB 102 : 0 : 102
CMYK 68 : 100 : 26 : 18



HEX 66cc33
RGB 102 : 204 : 51
CMYK 60.92 : 0 : 100 : 0

Gradient Palette



Typefaces

L A T O (NON - WEB)

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly."

<https://fonts.google.com/specimen/Lato>

LATO

O P E N S A N S (NON - WEB)

Open Sans is a humanist sans serif typeface. Open Sans available in Light, Normal, Semi-Bold, Bold and Extra Bold.

<https://fonts.google.com/specimen/Open+Sans>

OPEN SANS

Aa

Print Fonts in Use

30pt Headline Copy

AI-Driven Full-Stack Monitoring

14pt Sub Headline Copy

Helping the world's largest organizations ensure their IT services and applications are always on. With the Zenoss SaaS-based hybrid IT infrastructure monitoring solution:

10pt Body Copy

Nullupta temperrorem velitaq uassunt iisquas ad molesto dis rerum ut quatkis re ressittem Abor emquas event.

Sus im es et hit doluptiis et es quistem porpore rrovid quo ea consenimaio minus Musciducimus Soluptatem quae miligendi ipsantem. Ut la qui berum aut voluptit offic tem abor autenim usandestrum imporec estioistis nam.

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6pt Legal Body Copy

C A P T I O N / L E G A L
Aquistem porpore rrovid quo ea
consenimaio minus
www.graphicriver.net

OPEN SANS

Web Fonts in Use

50px Headline Copy

AI-Driven Full-Stack Monitoring

40px Sub Headline Copy

Helping the world's largest organizations ensure their IT services and applications are always on. With the Zenoss SaaS-based hybrid IT infrastructure monitoring solution:

27px - 20px Body Copy

Nullupta temperrorem velitaq uassunt iisquas ad molesto dis rerum ut quatquis re ressittem Abor emquas event.

Sus im es et hit doluptiis et es quistem porpore rrovid quo ea consenimaio minus Musciducimus Soluptatem quae miligendi ipsantem. Ut la qui berum aut voluptit offic tem abor autenim usandestrum imporec estiostis nam.

Pet hit doluptiis et es quistem porpore rrovid quo ea consenimaio minus Musciducimus Soluptatem quae miligendi ipsantem. Ut la qui berum aut voluptit offic tem abor autenim usandestrum imporec estiostis nam. Quiam iunt fugiat imil inum suntiae. At explige nihillaut eumquamet officabore con pe debitia nimpot aut quunt acepeli tiant, quam aria nonsequia

A Closer Look | Lato

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%^&*

Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*01234567890!@£\$%^&**

Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%^&*

Italic Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%^&*

A Closer Look | Open San Web (Body copy only)

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%^&*

Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%^&*

SemiBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%^&*

Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*01234567890!@£\$%^&**

Zenoss Cloud

Zenoss Cloud delivers SaaS-based AI-driven full-stack monitoring at any scale.

We provide an intelligent IT operations management (ITOM) platform by building the most granular and intelligent infrastructure relationship models possible at any scale. Zenoss Cloud provides robust AIOps analytics capabilities for all data types, including metrics, dependency data, events and streaming data. It proactively delivers deep, unparalleled health and performance insights to provide immediate root-cause analysis and integrate with other ITOM tools to automate issue remediation.

KEY ATTRIBUTES

Model-Driven
Explainable AI/ML, Anomaly Detection, Correlation

Agentless + Agent-Based
Collect All Machine and Application Data

Multi-Tenant SaaS Platform
Large Enterprise, 400+ ZenPacks, MSP Ready

Intelligent User Interface
Dynamic, Adaptive, One Click to Root Cause

Cloud Scale
Serverless, Microservices Based

Internationally Deployed, Globally Ready
US (multiple regions), Europe, (APAC soon)

Predictive Agile
CI/CD, No Downtime, Biweekly Deployments

Security DNA
SOC II Type II, GDPR Compliant, (HIPAA/USIT soon)

"No other solution provides the complete coverage that Zenoss does. Our IT environment is also quite dynamic, and other solutions weren't nimble enough to keep up and definitely couldn't model the entire environment in real time." - Nutanix

KEY USE CASES

Monitoring Tool Consolidation	Digital Transformation	Cloud Monitoring/Migration
Full-Stack Monitoring	Microsoft Teams Monitoring	Automation
AIOps	Unified Communications Monitoring	Event Correlation

SELECT CUSTOMERS

Business Insights in the Front

ML & Analytics Party in the Back

MODERN MONITORING

TRY IT FREE

Full-Stack Monitoring + AIOps

Optimize application performance in any environment — from simple infrastructures to the most complex, dynamic multicloud IT deployments.

TRY IT NOW

High Cardinality

Collect and analyze metrics, streaming data, dependency data, events, logs and agent data across complex, modern environments.

Machine Learning

Transform machine learning (ML) accuracy and effectiveness with real-time, dynamic models of end-to-end IT services and applications.

Ludicrous Scale

Grow at warp speed with a serverless, elastic cloud-based architecture, real-time data streaming, and ML-based analytics.

Partnership Logo Usage

Make sure logos are visually balanced, and that both brands are equally prominent.

DON'T: Give one brand visual prominence over the other.

Horizontal Usage

Increase the space between the Zenoss logo and a paired partner logo from the *standard 1X the height of the "Z" to 2X the height of the "Z."*



Vertically Usage

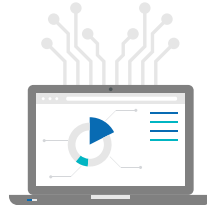
Stack logos vertically if necessary due to space constraints. When stacked vertically, the minimum clear space should be 1.5x.



Icon Style



ACCELERATE
TECHNOLOGY
ADOPTION



CONSOLIDATE
MONITORING
TOOLS



INCREASE
OPERATIONAL
AGILITY



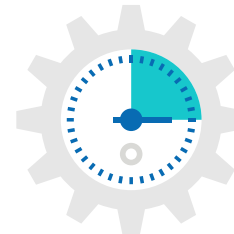
ENSURE SERVICE
RELIABILITY



ELIMINATE
BLIND SPOTS



PREDICT
IMPACTS



RESOLVE
FASTER



OPERATE
AT SCALE

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