

VIVIDSPARKS

VIVIDSPARKS CORPORATE AND
PRODUCT BRANDING GUIDELINES

The Purpose of This Document

These comprehensive guidelines contain guidance on VividSparks Global product branding usage and the visual identity system currently being used across the organization.

It is critical for the consistency and protection of the VividSparks brand and reputation that these branding guidelines are followed and no logos, lock ups, or other branded assets are created ad hoc. **Any requests for new branding should go to the branding team.**

For questions and approval, please contact branding@vivid-sparks.com

VIVIDSPARKS

BRANDING GUIDELINES

Bringing the Brand to Life

This section contains a kit of parts meant to help us bring the VividSparks brand to life visually and verbally. These tools are meant to open doors rather than close them. That means creative solutions are encouraged, but never at the risk of losing the equity that lies in a cohesive brand identity. We are one VividSparks – let's act that way.

Overview of Toolkit

Tone of Voice

We are solving fundamental problems in computer arithmetic.

Logo

VIVIDSPARKS

The VividSparks logo is the strongest visual representation of the company, so should be prominent on all communications.

Tagline

Enabling next generation
Komputer ArithmetiK.

Typography

THE NEXT LEVEL OF COMPUTATION

Gear up. The future is here. There's a reason VividSparks is the top choice for next generation computation engine. Actually, make that several billion reasons. VividSpark's built-to-spec chip technology powers billions of math computations. Get ready to get new math.

Color



Tone of Voice

The VividSparks tone of voice is based on being forthright – about our achievements, our partnerships, and our future.

It's about pioneering innovation that allows people to think beyond the status quo. It's about unlocking limitless potential so we can create a better tomorrow.

We speak clearly and in ways that empower our customers and partners. We tell them what we stand for, why we stand for it, and what that means for the future. We understand our customers' needs and always articulate the benefits of our products and solutions. We speak with confidence and authority – never arrogance.

Logo Overview

The VividSparks logo will work across all media. Using the logo correctly and abiding by its specifications will ensure clarity and identification as one VividSparks.

Logo -All Uses

VIVIDSPARKS

R: 153
G: 27
B: 30



External-facing logo appropriate for any media. Only the standard mentioned RGB logo or the reversed-out white logo may be used. The reversed logo should only be used on RGB: 153, 27, 30.

Logo Size and Placement

Minimum Clear Space



The VividSparks logo needs adequate space to stand out with confidence and clarity. The minimum clear space is measured by 1x. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

* Please note that after careful consideration, an exception to the minimum clear space around the logo was made on the application of VividSpark's product badges. Adhere to the guidelines above in every other instance

Preferred Logo Size

VIVIDSPARKS

Logo Preferred Size 38.1mm in width

Use caution when scaling the VividSparks logo up. If it is too big, it may become overpowering and the viewer will lose the true intent of the messaging.

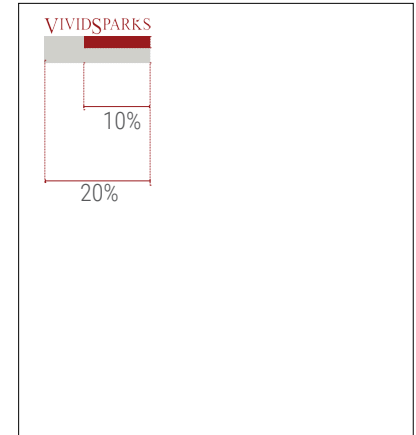
Logo Minimum Size

VIVIDSPARKS

Logo Size 20.60mm in width

As the VividSparks logo is reduced in size, it is important to make sure it stays legible and recognizable. For that reason, make sure the logo is never smaller than 20.60mm in width.

Logo Scaling and Positioning



For the best representation across all print and web medias – scaling the logo to 20% of total width or height is preferred with a minimum size requirement of 10%.

The VividSparks logo is always required. It should be placed in the top left corner whenever possible.

Corporate Logo Tagline and Lockup Overview

Tagline Lockup Examples

VIVIDSPARKS | Enabling next generation
Komputer ArithmetiK.

VIVIDSPARKS | Enabling next generation Komputer ArithmetiK.

R: 153
G: 27
B: 30

VIVIDSPARKS | Enabling next generation
Komputer ArithmetiK.

VIVIDSPARKS | Enabling next generation Komputer ArithmetiK.

Reversed

Both versions of the externally facing logo are appropriate for any media. The reversed logo should be used on RGB: 153, 27, 30.

NOTES:

- Tagline may be used separately.
- Tagline should not be used as a theme or event name.
- Typography is Roboto Condensed.

Minimum Clear Space



The VividSparks tagline lockup needs adequate space to stand out with confidence and clarity. The minimum clear space is measured by 1x. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Color

The corporate color palette is to be used in instances where product color palettes do not apply. For product creative, the product color palette takes precedence. In some cases it is acceptable to use a combination of a single product's color palette in conjunction with corporate colors. This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any VividSparks asset. Where multiple VividSparks products are represented in creative comms, e.g. on an event booth, a combination of VividSparks corporate and both product color palettes can be drawn from.

Color Palette

Primary Palette



R: 153
G: 27
B: 30

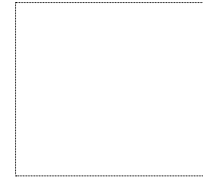
Secondary Palette



R: 88
G: 89
B: 91



R: 0
G: 0
B: 0



R: 255
G: 255
B: 255

The primary palette is the foundation of the color that makes up the VividSparks brand. The neutral palette has been created to bring balance to the expressive nature of the primary palette. Partner teams are encouraged to use any of these colors when creating corporate, GTM campaigns and product creative that is dynamic, confident and authentic. We do understand that, in certain instances, other colors will need to be used. For those circumstances, please use your best judgement or contact the brand team to discuss.

Typography

Typography plays a pivotal role in telling the VividSparks story. We use some range of fonts in our type to create a clearly defined hierarchy. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction.

Approved Fonts - Use in All Countries and Languages

VividSpark's corporate fonts are Roboto Condensed Light, Arial Narrow and Myriad Pro Regular. Roboto Condensed is our core and primary font. Arial Narrow and Myriad Pro Regular in Italic are our secondary fonts and are generally used in Technical Specifications, articles and in websites.

Roboto Condensed Light

ABDEGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

ABDEGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

ABDEGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRODUCT BRANDING GUIDELINES

The Purpose of This Document

These guidelines are an introduction to VividSparks' products branding usage and visual identity system.

This content is to be learned and absorbed – not transcribed or repeated verbatim.

For questions on VividSparks products guidelines and approval on branded assets, please contact branding@vivid-sparks.com

Brand Story

Computation is the currency of our existence, every bit computed is part of the mosaic of our culture and economy. The AI to datacenter are the epicenter of our lives. We must break from the current cycle of incremental advancements. THE TIME TO MAKE A BOLD LEAP, TO RECALIBRATE WHAT IS POSSIBLE, IS NOW.

VIVIDSPARKS SEES A WORLD MADE MORE COMPUTE INTENSIVE, AND MORE CONNECTED. Critical global communications relayed in a moment. Quicker, more astute life-saving diagnoses. Companies seeking more computation power and yet cheap as possible. Our finite time made more efficient, engaging and rewarding.

With these advancements comes an exponential increase in the volume of computation that must flow through and engage with our lives. To succeed, we must embrace the strength of “Zen”, creating physical solutions born in the cloud. THIS IS THE GENESIS OF OUR PRODUCTS. A thinking, solving core surrounded by an impenetrable will. Built to aggressively utilize time, not just with brute strength but with intelligent, balanced and adaptive response.

SUPERSONIK, FALKON, RACER AND TEZ are the manifestation of what we can accomplish when we work together, reimagining the possibilities of how we leverage power of computation to create the world we envision. OUR PRODUCTS SHATTERS THE CLOSED LOOP OF INCREMENTAL INNOVATION AND EMPOWERS REVOLUTIONARY SOLUTIONS. The moment it sparks to life, data is no longer stored, it is harnessed. Empowering, adapting and protecting for a new era from AI to datacenter.

BRANDING ELEMENTS

The following pages contain creative guidance to help you utilize the VividSparks' SUPERSONIK, FALKON, RACER AND TEZ branding elements effectively in your marketing and communications.

Logo Design and Treatment

The following pages address the correct treatment of the VividSparks' SUPERSONIK, FALKON, RACER AND TEZ logos for use in advertising, technical communications, marketing collateral and other printed, web or visual materials. The VividSparks' SUPERSONIK, FALKON, RACER AND TEZ logos will work across all media. Using the branding correctly and abiding by its specifications will ensure clarity and identification in the industry. These VividSparks' SUPERSONIK, FALKON, RACER AND TEZ branding are the preferred use of products branding across external communications and all consumer-facing marketing assets. VividSparks'-branded SUPERSONIK, FALKON, RACER AND TEZ branding are available to partners who wish to feature VividSparks' SUPERSONIK, FALKON, RACER AND TEZ processors in marketing assets that follow their own brand guidelines.

This VividSparks' SUPERSONIK, FALKON, RACER AND TEZ branding are to be used in VividSparks branded marketing assets and is appropriate for most web and print media, while following VividSparks corporate brand guidelines. If you have any questions please contact branding@vivid-sparks.com

VIVIDSPARKS
SUPERSONIK

VIVIDSPARKS
SUPERSONIK

VIVIDSPARKS
FALKON

VIVIDSPARKS
FALKON

VIVIDSPARKS
RACER

VIVIDSPARKS
RACER

VIVIDSPARKS
TEZ

VIVIDSPARKS
TEZ

Attention

Use of any stylized, animated, hand-drawn or alternate versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

Any and all uses of this branding on an asset needs to include the VividSparks corporate logo in the vicinity and the VividSparks font should be at least as big as our product fonts, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via WorkFront.

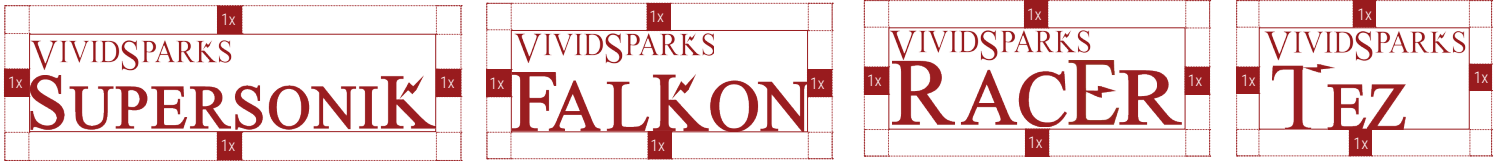
Logo Clear Space and Minimum Size Requirements: VividSparks Products Logos and WordMark

VividSparks product logos are most effective when surrounded by as much clear space as possible. Clear space is defined as an area completely free of other objects or elements. A minimum area demonstrated in the diagram below must surround the identity in all executions.

Clear Space

Definition

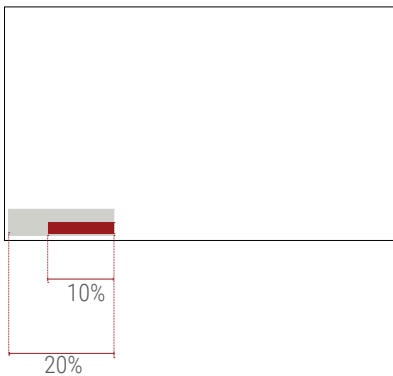
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.



Use caution when scaling the our products logos up. If they are too big, they may become overpowering and the viewer will lose the true intent of the messaging. As the our logos are reduced in size, it is important to make sure they stay legible and recognizable.

Logo Scaling and Placement

VividSparks branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The VividSparks corporate logo must always be prominent, ideally top left and the VividSparks font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.



Logo Co-Branding

When locking up the VividSparks Product logos with partner or vendor logos it is important to follow specific guidelines, including clear space between the logos and size considerations of a co-branded logo in relation to the VividSparks Product logo size. The guidance provided here is for an equal partner (where the logo sizes are equal).

Equal Partner

When VividSparks partners with another strong brand to offer complementary products or services that are sold and marketed together, we should position VividSparks as an equal partner. NOTE: Relative size should match and be measured by height of copy not whole logo.



Clear Space Guidance

A minimum of 1x the white square in the VividSparks Product logos of clear space should be maintained around each logo lock-up.



For information or assistance, please contact branding@vivid-sparks.com

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