

several 9s

Brand Book

March 2024

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Building an eye-catching

BRAND

We strive to stand out in a market of bland “stereotypical tech brands” to successfully market our products through the noise. We are tech pioneers with a message of sovereignty every organization should hear.

For our radical message to ring true in a world where it’s all too convenient to surrender control over your data, we need a bold, self-evident brand.

The same care we put into building our innovative products, we put into building a trustworthy and rebellious brand –while never forgetting that being a rebel can be fun!



BRAND

How to use the Brand Book

This is Severalnines' Brand Book – the blueprint that illuminates our brand's essence and acts as the keystone to our branding strategy and execution.

The Severalnines brand is more than just a logo or a color scheme; it embodies our values, our vision and the promise we make to our customers and partners.

Follow the guidance in this Brand Book to maintain a consistent and impactful brand presence in all touchpoints.

All brand-related materials are available in our internal "Assets - public" folder.

Let's get started!

BOOK



We're here to challenge the status quo.

several⁹s

We're Severalnines – The company that enables total control of your data while enjoying all the benefits of an enterprise-level DBaaS.

We're changing DBaaS.

Severalnines is a database ops tech company providing intelligent database orchestration solutions for open-source, source-available, and proprietary databases in any environment.

Self-funded and with founders who've been in the database industry since 2001, we built our credibility in open-source database operations solutions through a values-driven approach.

We give back control of organizations' data with solutions that enable them to implement DBaaS their way, because we believe maintaining control over your data is key to a sustainable future.

S9S HQ
56.63669476406737,
16.26418291948816

Vegemite-loving employee count at Severalnines: 0 [for now]

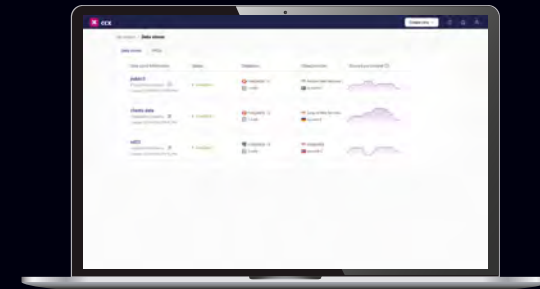
A clarification:
This employee is not working from a boat!

Severalnines products



Run your database ops in any environment you choose

Deploy open-source and proprietary databases on-prem, in the cloud, or both, and automate their full lifecycle ops as a private DBaaS.



The traditional, public DBaaS experience in the cloud

For those who want the classic DBaaS experience, CCX enables deploying fully managed, open-source databases in AWS and SafeSpring.

Sovereign DBaaS

Whether to mitigate compliance or other risks, more and more organizations need to assume sovereignty over their data.

A Sovereign DBaaS implementation provides organizations full control over where their data is stored and how it is managed.

It provides the reliability and scalability promises of a traditional DBaaS implementation without the workload access and portability trade-offs.

The result? A hybrid database ops orchestration solution that serves as a bonafide single pane of glass for open-source, source-available and proprietary databases.

Having been at the forefront of open-source database ops orchestration for over a decade, we at Severalnines are uniquely qualified to help users implement the Sovereign DBaaS concept.



**SOVEREIGN
DBaaS
CONTROL**

The data landscape is evolving, and so should you.

Vinay Joosery

CEO at Severalnines

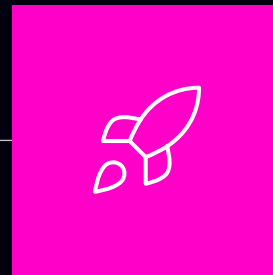


VALUES

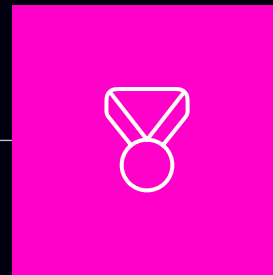
Severalnines values



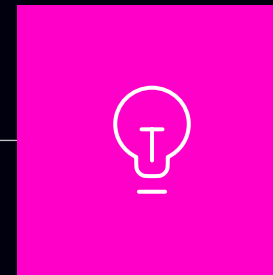
Team first



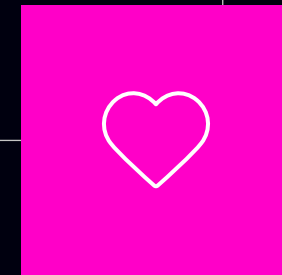
High standards



Extreme ownership



Pragmatic creativity



Sincerity

When established, practiced and protected, a **culture of excellence** helps to ensure team cohesion and its ongoing existence. It should guide our decisions, help us understand what is expected of us and act as a rubric through which to determine the fit of potential members. Consequently, it is every member's responsibility to uphold this culture and the values that underpin it.



Team first

✓ What it is

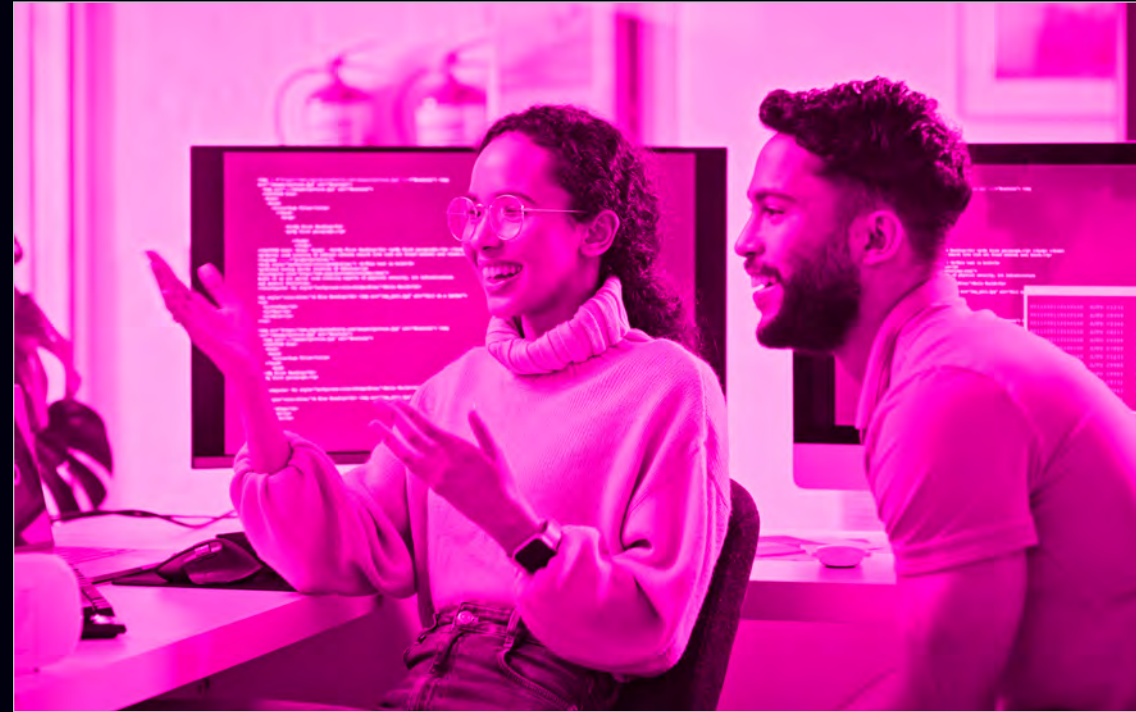
The team doesn't exist outside of Severalnines and we don't exist outside of the team; our purpose is to serve the Severalnines mission and we should serve the team as individuals in support of that purpose.

That means **prioritizing the team's needs** over our own professional aspirations, basing every decision in the best interests of the team, and pulling our own weight.

✗ What it is not

It is not blind subservience.

```
shorthand {  
  Honesty  
  Integrity  
  Conscientious  
  Put others first  
}
```





High standards

✓ What it is

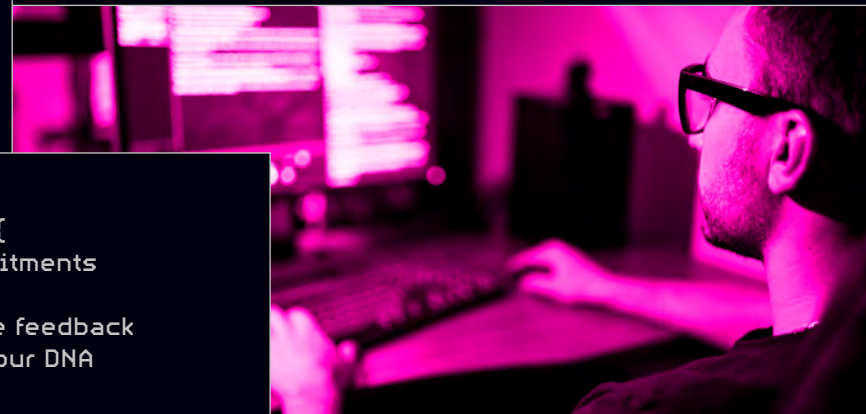
High standards are the lifeblood of our team's credibility, which is directly related to the quality of our output.

Therefore, we only do what will uphold the team's credibility over what is expedient, **solicit and provide feedback**, and hold each other accountable when our standards are not met.

✗ What it is not

It is not striving for perfection.

```
shorthand {  
  Make commitments  
  Deliver  
  Take & give feedback  
  Quality in our DNA  
}
```





Extreme ownership



✓ What it is

High standards cannot be upheld without ownership and **we practice extreme ownership**.

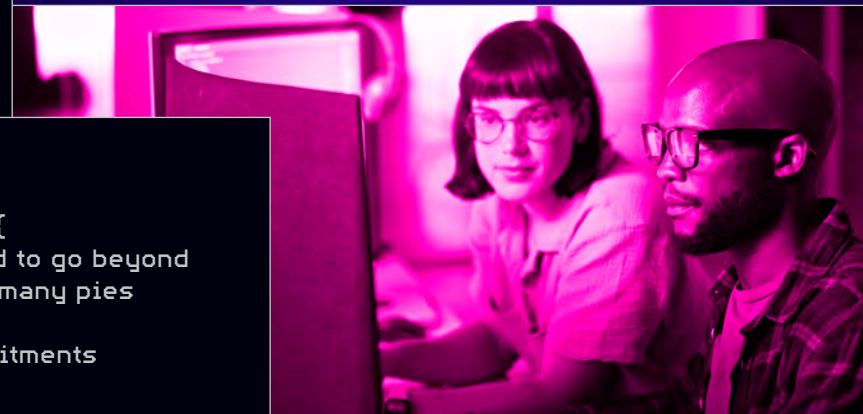
This means that every team member, owner or not, is considered **100% responsible** for the tasks and projects they are a part of, from production to outcome.

Consequently, **we all have the responsibility to take the initiative** when we see that something is wrong or could be improved.

✗ What it is not

It is not a way to assign blame.

```
shorthand {  
  Encouraged to go beyond  
  Fingers in many pies  
  Deliver  
  Make commitments  
}
```





Pragmatic creativity

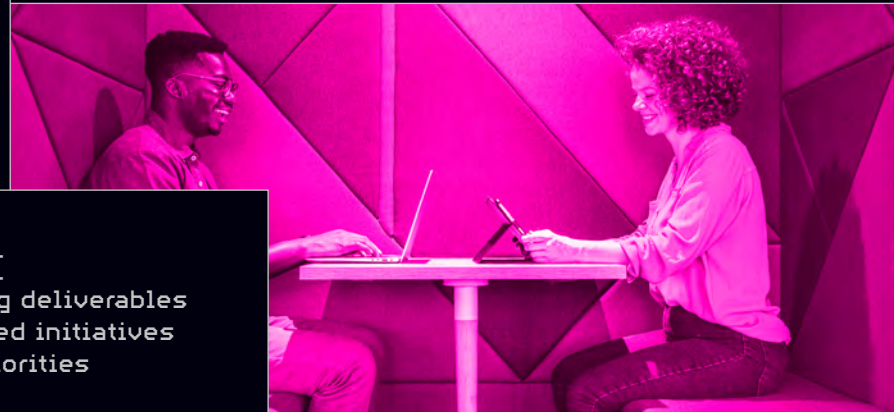
✓ What it is

We employ creativity to ensure that we are making the best decision based on what we think will produce the optimal outcome.

We are free to make unorthodox decisions and suggestions.

✗ What it is not

It is not creativity for creativity's sake or to serve our egos.



```
shorthand {  
  Overlapping deliverables  
  Customer-led initiatives  
  Tactical priorities  
}
```



Sincerity

✓ What it is

We possess honest intent in our efforts; we not only do what we say we will do, we do it with intention and purpose.

We are straightforward and transparent in our dealings, not deceptive.

✗ What it is not

It is not taking ourselves or what we do too seriously.

```
shorthand {  
Open-source  
Hearing customers  
Honesty  
Integrity  
Fairness  
},
```



VISION



We see a future where maintaining control of your organization's data is not only necessary to conduct business, but is part of being an ethical and responsible member in society.

With the constantly shifting data landscape, we know that relying solely on a single provider will not only be a costly but potentially dangerous endeavor that puts your organization and your customers at risk.

This is why we established the Sovereign DBaaS initiative; to empower organizations to maintain control over their data layer while enjoying the benefits of automation, and remain independent of providers with their own agendas.

VOICE TONE

Wise and candid, we speak our point of view from a place of truth. We are invested in the success of our customers, so we frame our message in their challenges, feelings and what any given topic means for them.

We keep in mind that our audience may be technical, but they are still human—for now. In this way, we speak to humans with emotions and challenges, who ultimately seek to be understood.



Tone of Voice elements

Speak as an expert

We know what we're talking about and we want to share those pearls of wisdom. Our confidence is rooted in our expertise—we are not young in our market—and we are proud of it. Our age makes us innovative thinkers. We are the authority when it comes to Sovereign DBaaS, however we do not talk down in our tone.

Be confident

We are expressive and have a point of view. We have insights into our market landscape and global trends in database operations. We are happy to share them, and do so whenever we can.

Challenge

We don't shy away from making bold statements or challenging the status quo. We can even appear a little snarky at times—in the manner of a wise-cracking friend—but we're never arrogant or mean. Our way of disruption stems from our sincerity and commitment to serve our customers.

Be clear and concise

No jargon here! We talk about technical topics, but avoid being too stuffy, corporate or overly complex. Acronyms and abbreviations are used when needed—and always defined the first time they're used. We write with a global audience in mind.

Add a touch of humor

We deal with serious issues, and technical topics, but we definitely use humor and fun to catch the eye and create thought-provoking content. We're living in this time and age—we can reference popular culture to connect with our audience and show our personality.

PERSONA

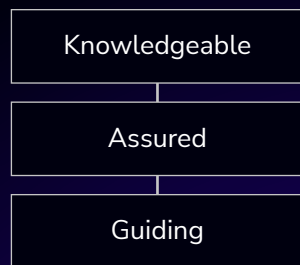


THE SAGE

**Wisdom is where
the answers lie.**

Our Brand Persona's sage nature shines through in understanding our customers' struggles and guiding them to a solution.

Brand voice



“The truth will
set you free.”

THE OUTLAW

**You don't have to settle
for status quo.**

Our Brand Persona is confident – and sometimes a little rebellious in nature.

Brand voice



“Rules are made
to be broken.”



Brand persona's attributes

This is a cheat-sheet for our brand's attributes and the persona they come from so you can better embody Severalnines.



Empowering

Reliable

Innovative

Knowledge leader

Rebellious

Dialing in our brand

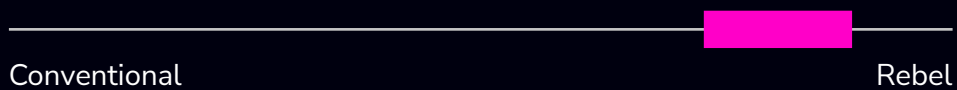
These spectrums were refined as a company-wide effort, and validated against our company values and goals. Our brand persona and guidelines are all designed to hit these targets.



We have a high-end product that makes DIY DBaaS accessible to everyone.



We lean slightly towards serious, because we challenge the status quo, but to do that we often use humour and fun visuals.



We are a rebel when it comes to our industry and our competitors. We are not afraid to say what we really think.



We care deeply for our customers, so we establish authority so that they can confidently trust our information and advice.



We have been around for a while, but we still innovate and challenge what is considered normal to propose what we consider as better.

LOGGO

several9s

Logo anatomy

several9s



letters

mark

letters

Logo minimum size

In digital

The width of the logo should not be less than 60 pixels for web use.

several9s

○————○
60 px in digital

In print

The width of the logo should not be less than 25 mm for print use.

several9s

○————○
25 mm in print

If screen printing a 25mm to 40mm sized logo, please use flat logo variant. Please note that an all-white logo variant can be more legible in small sizes.

several9s

Flat logo for printed logos under 40 mm in length

Logo clearspace

Safe area

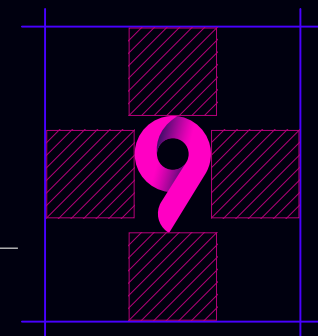
Whenever you use the Severalnines logotype, it should be surrounded with clearspace to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Use the high of the “l” to determine the clearspace:



Our logo deserves breathing room.

Our logomark as well!



Logo variants

Use the Primary logo whenever possible.

Flat logo for swag

This variant of the logo is to be used only in special cases, if printing the normal “9” logomark with gradient on a swag item is not possible, due to printing limitations. Contact Marketing first before using this variant.



Primary



Color



White



Black



TM version



Flat logo for swag

Logomark

Usage

The logomark by itself should only be used for instances when the logo absolutely will not fit. Common use cases are social media profile images and favicons.



Primary



Secondary

Favicons



Marketing site



Support & Docs site

Product logo anatomy



icon

letters

Brand architecture

At Severalnines, we utilize a Branded House brand architecture to build a strong recognisable brand. We have sub-brands (such as our products), but everything is operated under the umbrella of our parent brand Severalnines.

several9s

 clustercontrol

 CCX

several9s
podcast

Incorrect logo use

Our logo is the heart and soul of Severalnines's brand and the most crucial element of our brand identity.

Always use the original Severalnines logo. Do not distort or misuse our logo in any way, as it will diminish the power of our brand.

several9s

several9s



✘ Do not change the proportions of the logo or logomark.

several9s



✘ Do not change or unsettle the elements of the logo or logomark.

several9s



✘ Do not rotate the logo or logomark in any way or direction.

Incorrect logo use

Do not place our logo on busy backgrounds. Always ensure visible contrast between the Severalnines logo and the background.

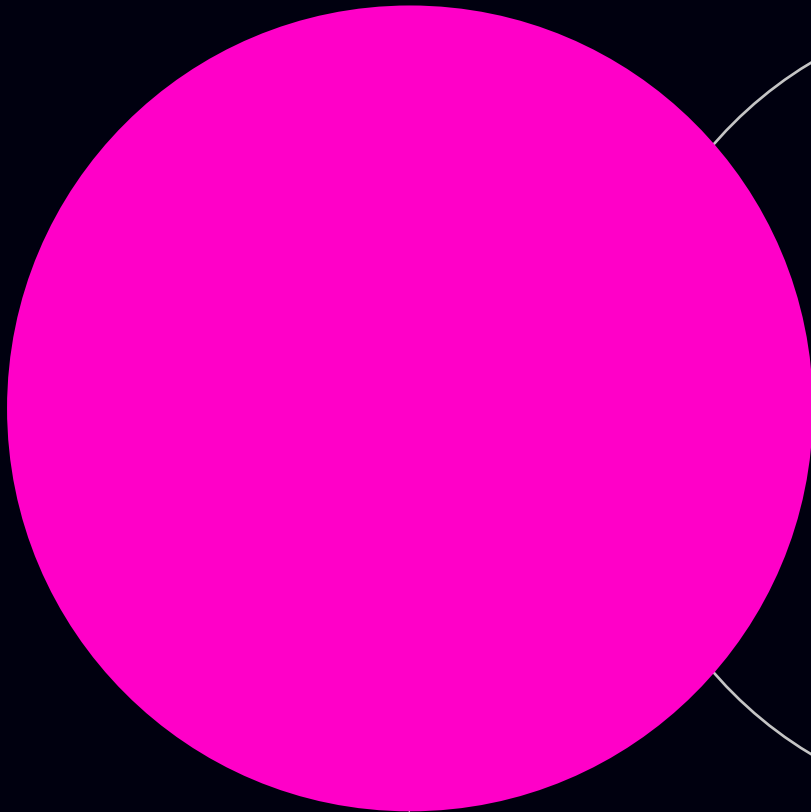


Do not place the logo on too busy backgrounds.

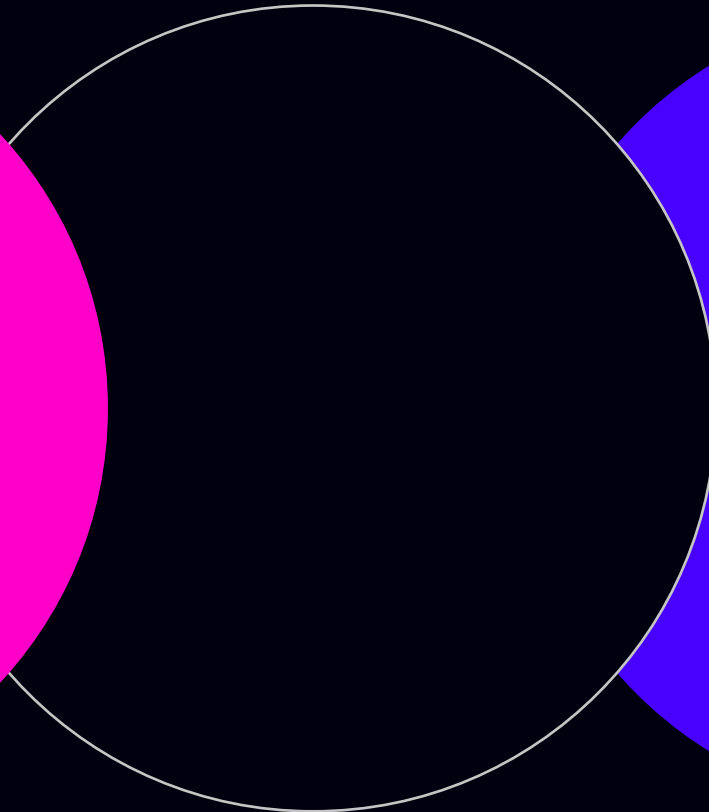


Do not place logo on backgrounds that have too low contrast.

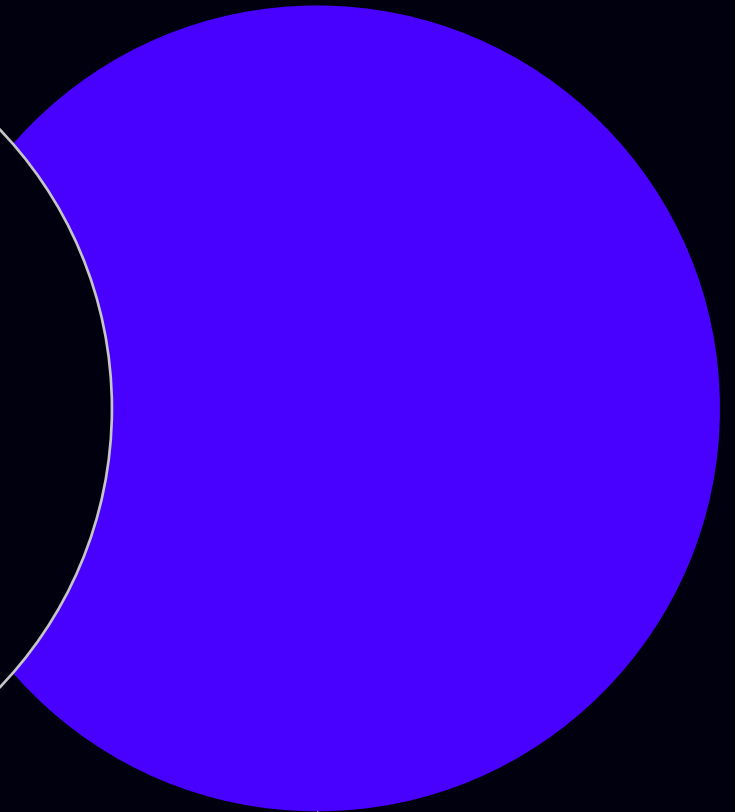
COLORS



#FF00C3

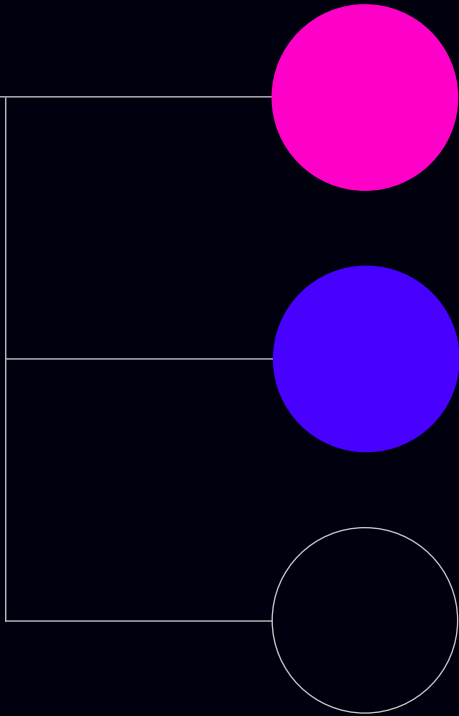


#000216



#3F00FF

Brand colors



See our three primary colors above.

Tints (for example 80% tint) of our brand colors can be used when a lighter shade is needed.

We're a digital-first company. If you need to print something with CMYK colors, please contact Marketing team first.

Brand colors



	HEX	RGB	CMYK
Pretty in Pink	#FF00C3	255, 0, 195	0, 100, 0, 0
Dark Pink	#990075	153, 0, 117	0, 100, 24, 40
Light Pink	#FFF0FC	255, 240, 252	0, 6, 1, 0
Blue My Mind	#3F00FF	63, 0, 255	75, 100, 0, 0
Dark Blue	#260099	38, 0, 153	5, 100, 0, 40
Light Blue	#EFF4FF	239, 244, 255	6, 4, 0, 0
Abyss Black	#000216	0, 2, 22	100, 91, 0, 91

Neutrals



White	#FFFFFF	255, 255, 255	0,0,0
Grey	#C4C4C4	196, 196, 196	0, 0, 0, 23
Rich Black (only for texts & CMYK printing)	#282828	40, 40, 40	75, 68, 65, 90

Links

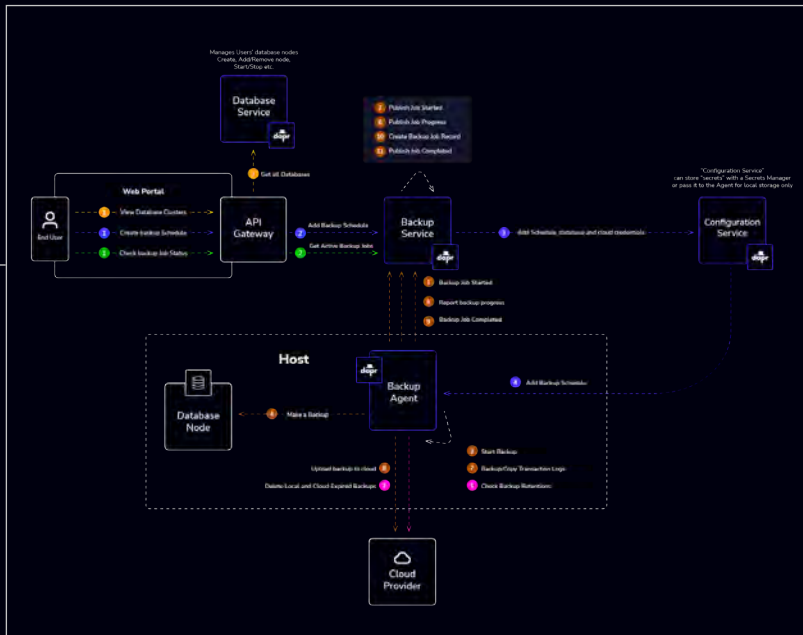


Cyan	#00FFFF	0, 255, 255	100, 0, 0, 0
----------------------	---------	-------------	--------------

Colors for diagrams

On some occasions, there's a use case for an extended color palette, for example in diagrams. The colors listed on this page are only for diagrams and technical documents when needed.

Diagram colors



HEX

RGB

Pretty in Pink	#FF00C3	255, 0, 195
Lighter Blue	#0062FF	0, 98, 255
Neon Yellow	#FFFF00	255, 255, 0
Neon Red	#FF0000	255, 0, 0
Neon Green	#00FF00	0, 255, 0
Cyan	#00FFFF	0, 255, 255
Brown	#B5651D	181, 101, 29
Neon Purple	#7F00FF	127, 0, 255
Orange	#FF7400	255, 116, 0
Grey	#C4C4C4	196, 196, 196
White	#FFFFFF	255, 255, 255

TYPEFACE

セベラルナインズ

Severalnines

Severalnines

nines

セベラルナインズ

Severalnines

Severalnines

Severalnines

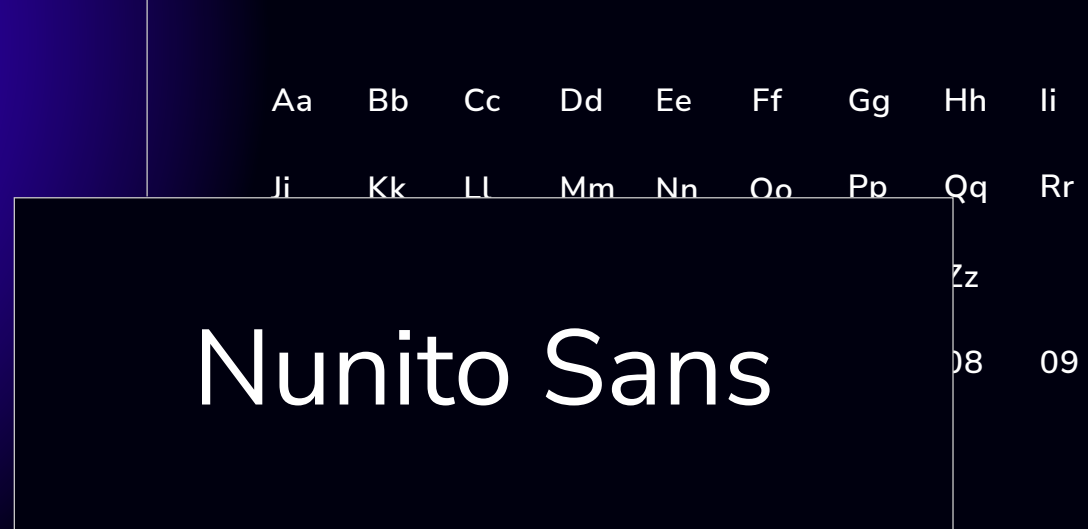
That's
"Severalnines"
in Japanese!

Typeface

[Nunito Sans](#) is our primary font. Use it for everything - blocks of texts, titles, in diagrams and tables.

[PF Videotext](#) is our secondary font, to be used when depicting code or other technical decorative details in graphic design.

[Noto Sans](#) is our secondary font family for other language markets (for example Japanese, Korean, Thai).



Primary font how-to

Font weights

Approved Nunito Sans font weights are:

Regular	400	All body text
Extrabold	800	All headlines
BLACK	900	Bold text treatment

There's some flexibility to using font weights according to the situation. But for accessibility reasons, please do not use the "Extralight", "Light" or any Italics font weights.

Font sizes

Established design templates will guide you on font sizing. Always maintain a good size hierarchy between headline and body text.

**Nunito Sans
ExtraBold**

**Automate your database ops
without giving up control**

Implement a Sovereign DBaaS to reliably scale your database ops without limiting yourself to an environment or giving up control of your infrastructure and database layer to third-party service providers.

**SOVEREIGN
DBAAS
CONTROL**

Nunito Sans
Regular

**NUNITO SANS
BLACK**

Secondary font how-to

PF Videotext - font for code

There is only one font weight available for PF Videotext: Regular. Use this font in our Brand Grey color #C4C4C4. Font is not to be used on the Severalnines website or in our products. Please make sure to use the correct straight double quotation mark " when writing code (instead of “ and ”). Please be aware that InDesign will often convert straight quotes to text quotes, and to use the “Find/Change” function to switch only the code snippets back to " .

Noto Sans - font for other language markets

The same guidance for font weight applies to Noto Sans as for our primary font Nunito Sans.

PF Videotext for technical texts:

```
cluster {  
  "id": "1",  
  "namespace": "production",  
  "project": "bluebird",  
  "cluster_name": "mybillingapp",  
  "last_updated": "1696494655",  
  "ttlseconds": "10",  
  "nodes": [  
    {  
      "id": "1",  
      "name": "db-node-1",  
      "status": "Online",  
      "ip_address": "192.168.1.101",  
      "role": "Primary"  
    },  
  ],  
}
```

Code text in
Grey color
#C4C4C4

Noto Sans for other market languages:

セベラルナインズ

That's "Severalnines"
in Japanese!

ARTIST STYLE

Bold text treatment

Orbs

Colorized photographs



“The brand is strong with this one...”

Severalnines is an established challenger brand that needs to convey the attitude that backs up our strong position. We use bold and unique colors to portray a bold, forward-leaning vision.

We know our audience—technical professionals. While they may be one of the most self-proclaimed “marketing averse” groups out there, they are just as susceptible to marketing psychology as everyone else; and they, like everyone else, just need marketing that is for them.

This is why our brand’s other elements consistently call up developer and technical visuals in a relevant way, while delivering moments of delight through humor and easter eggs.

A brand developers respond to



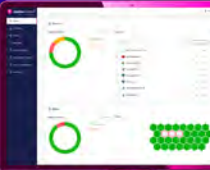
```
tool = "laptop"  
  
print("Developer's Creed:")  
  
print("This is my  
{0}.".format(tool))  
  
print(f"There are many like it,  
but this {tool} is mine.")
```

Orbs

We use a radial gradient that we playfully like to call “orbs”.

The orbs are implemented as a feathered object, and their total mass area should not contain more than 10% full opacity of the color they contain.

They are primarily used in our “Blue My Mind” color. The orbs can vary in size but should not be too small. The orbs are usually located behind an element or cut off at the page edge.



elasticsearch

Want to use Elasticsearch in your own on-premises, cloud, or hybrid environments and get the benefits of lifecycle automation? ClusterControl gives you the power to maintain cluster uptime at scale.

Version: 7.17.3, 8.1.3, 8.3.1

Elasticsearch on ClusterControl gives you

- ✓ The only full lifecycle orchestration platform outside of Elastic Cloud
- ✓ Automatic seamless scaling of primary and data nodes
- ✓ Backups on local shared or AWS S3 compliant cloud storage
- ✓ Click ops for essential tasks like add / remove nodes, reboot hosts, etc.
- ✓ On-premises, cloud, and hybrid management from a single CLI, API or GUI
- ✓ RBAC and LDAP and audit logging to track user authentications and activities

absa “ClusterControl enabled us to build automation around the platform for self-service provision while being able to determine the patterns of deployments consistently without DBA involvement.”

Kevin Naik, Head of Database, ABSA

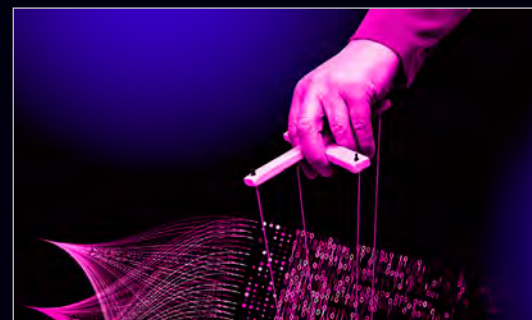
[Learn more](#)

Try Elasticsearch on ClusterControl risk-free for 30 days [no credit card required](#)

Also available on ClusterControl

- PostgreSQL
- MongoDB
- Timescale
- MaterialDB
- MySQL
- GALERA CLUSTER
- redis
- SQL Server

several9s Still have questions? Visit several9s.com/clustercontrol or reach out to sales@several9s.com



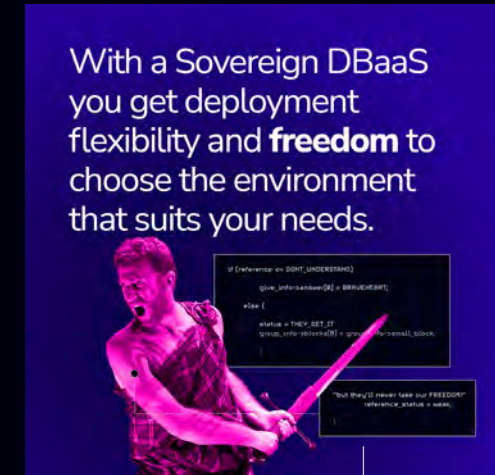
Technical detail

As our visual language is created with a developer audience in mind, we use technical elements in our designs, while not forgetting to have fun while we're at it.

Code (either accurate or humorous)

Code is used as part of our design compositions as a nod to our audience. In the case of creating marketing materials for document that includes actual example code, we can highlight some of those code snippets in our designs.

That said, relevant code can not always be inserted. We sometimes use "fake code" filled with humor, or meta statements, or both. These kinds of easter eggs will reward anyone who takes the time to have a closer look.



This is for the developers!

Line style

Our line style is reminiscent of architectural diagrams and can be used in versatile ways to bring a technical feeling to our visuals.

In addition to line, this style can include elements such as circles and boxes and can be paired with technical details like code snippets, numbers or callout texts.

Instructions

The thin line treatment is used to frame elements as needed, and to connect or highlight related elements. The line styling can continue from one page onto the next. The stroke of the line should be thin but visible, and the color is always our brand Grey. The circles do not have a fill color.

Line is aligned center

Line is aligned top left

Line is aligned on the side

Line can go under the element...

...or over the the element.

Callout in a larger circle

Callout 1

Callout 2

Lines can be used to create grids

```
"services": [  
  {  
    "id": "1",  
    "name": "mybillingapp-service",  
    "type": "ClusterIP",  
    "port": 3306,  
    "replicas": 3,  
    "status": "Running"  
  }  
]
```

Callout going over the element, with a dot

Callout touching the edge of the element

Code in a box

Bold text treatment

Our text treatment uses outline-stroked text in several instances for impact while adding a technical feel. This is currently achieved in three key ways:

The X-Ray

When text overlaps with an image, the text over the image is stroked only, or with a slight white fill to maintain contrast. (Usually 30% opacity, but use your eye and judgment.)

The accent word

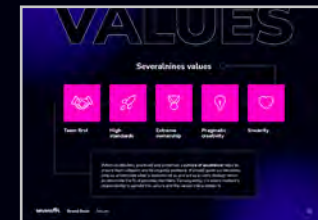
Used in a standalone headline, to highlight one or two words. This text is outline-stroked and in our “Pretty in Pink” color.

Oversized title

The oversized title can be implemented in several ways, but is outline-stroked only text being obscured by a shape or the borders of a composition.



**SOVEREIGN
DBAAS
GIVES
ULTIMATE
ACCESS**



Colorized photographs

As a challenger brand, our primary color is pink. The expression of that color in our art style is primarily through the colorization of our photos. This simple method allows rapid branding of photography and extreme consistency as we emerge as the challenger brand in our market.

Instruction

In addition to colorization, the tonality of the original photo may need to be altered so that the impression of the overall photo is our brand pink.



```
.developers_laptop {  
  similar_to: the pen of a writer,  
  the sword of a knight,  
  the chisel of a sculptor;  
}
```



Illustration style - WIP

Our illustration style is based largely on thin lines and simple shapes. It is a more elevated step from an icon and is meant to convey actions.

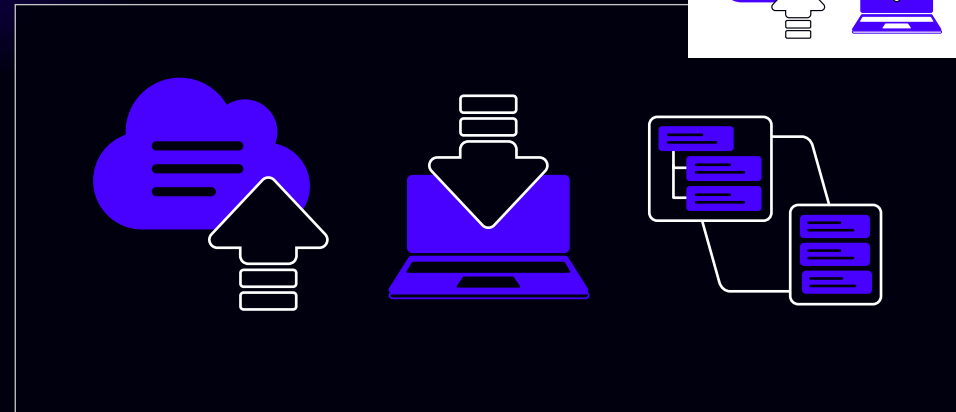
Our **Common Style** is used to convey technical actions like upload to the cloud, or download locally, or to indicate typology types. These show familiar iconography with imagery to convey action. In our product these can be used for things like empty states, or instructional diagrams. On our website these could be used for instances like “Billing” or “Contact sales”.

Our **Special Style** is used for, you guessed it, special use cases. Within our product these are cases above an empty state. Things like a 404 page, or access denied, or any situation where maximum attention is needed or an end point is established. In marketing this is commonly used for animations that tell a story that is not a technical how-to.

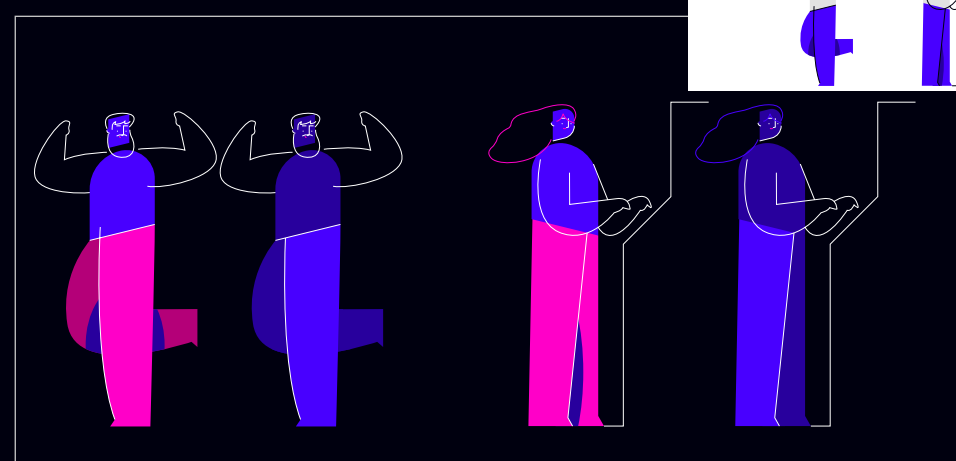
Example: Animating the download and installation of ClusterControl would be done in the Common Style. Showing a group of engineers becoming more productive after that installation would be done in the special style.

Example 2: Animation about a client that is a bank, would show the bank and client in the Special Style. Showing their DBaaS setup would be in the common style.

Common Style



Special Style



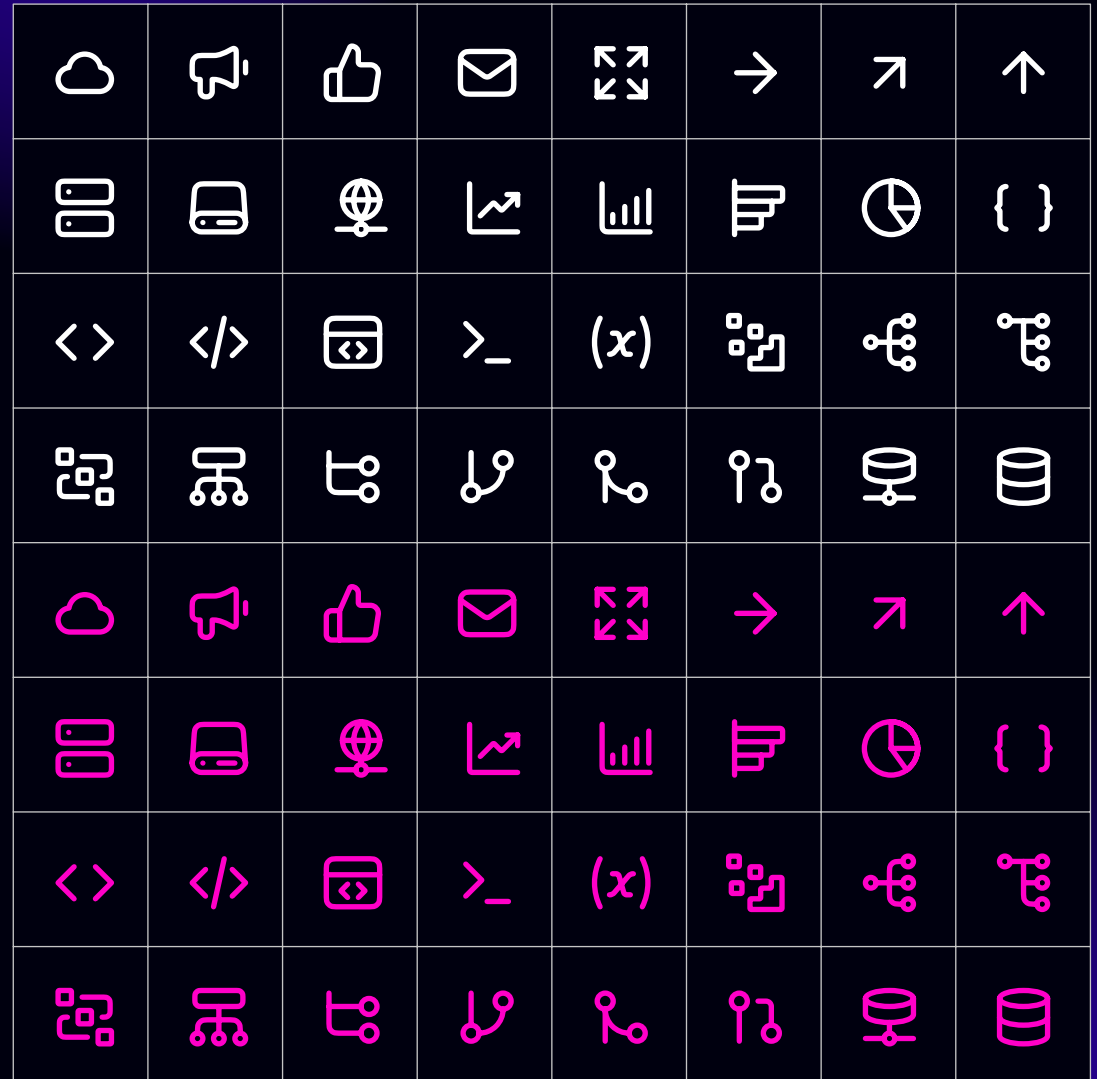
In product and for animation only!

Icons

Untitled UI

Our chosen icon library is “[Untitled UI Free](#)”. Use this icon library whenever possible. Any custom new icons should be created in the same style.

Icons can be used in either white or our brand pink (“Pretty in Pink”) color. Do not modify the stroke weight of the icons.



Untitled UI

Charts and diagrams

All diagrams, charts and tables should follow Severalnines' art style.

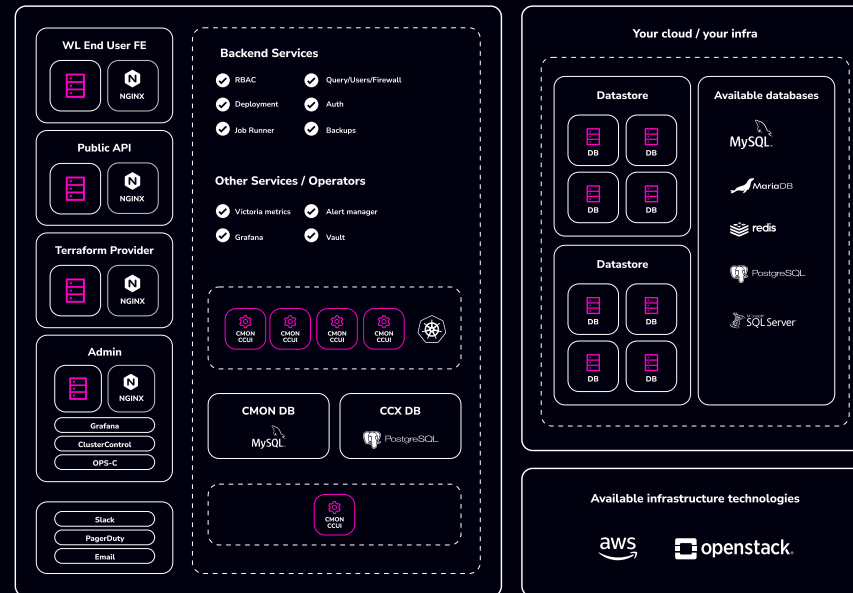
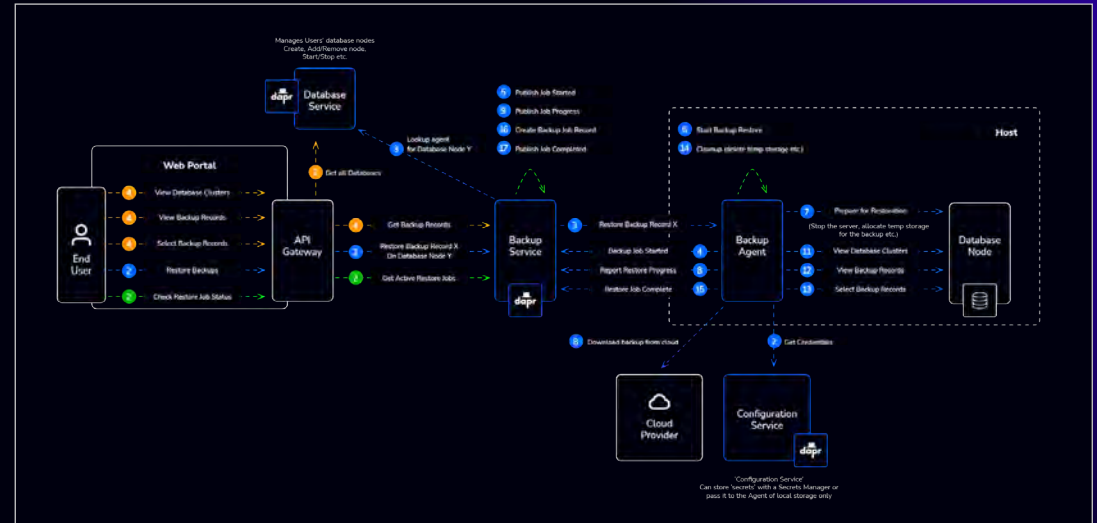
Fonts & icons

Use brand fonts and our selected icon package.

Use of colors

Our brand colors should be used in diagrams and charts whenever possible. For extended color palette needs, please refer to our separate Diagram colors instruction.

At all times, ensure enough contrast between the shades. Take also into consideration color accessibility aspects, e.g. red-green color blindness.



PHOTOS

ClusterControl
installation
100% complete



Photography spectrum

Our photo style consists of two major categories: colorized pink photos for bold statements, and natural color photos when showing real humans (for example our Severalnines employees) or when our need is to relate on a more emotional level.

In almost all occasions, we will show humans holding a laptop, or using a computer with visible code to reference our customers.

The laptop is our customers' toolkit. Compare it to the pen of a writer, the sword of a knight, the chisel of a sculptor. In this sense, we always show our customers with their toolkit!



Relatable



Impactful



Humans with laptops - Dos and Don'ts



- ✔ Humans holding their laptop under arm, close to their chest
- ✔ Natural poses and expressions
- ✔ Real developers coding (code is visible)
- ✔ Close-up portraits of developers at work
- ✔ Diversity



- ✘ Avoid over expressive people
- ✘ Avoid too business-like attire (business suits)
- ✘ Avoid people looking straight to the side
- ✘ Avoid unnatural or cliché poses and hand gestures (thumbs up)



That's all, folks!

We hope you've enjoyed this dive into Severalnines' Brand Book, and you're now ready to roll with our awesome brand.

If you have any questions, please reach out to the Marketing Team, we're happy to help you in all brand-related matters.

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THE END