

# Brand Guidebook

10.17



# Table of Contents

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## Logo Use

- Logo/Lockup . . . . . 1
- Improper Logo Usage . . . . . 2
- Required Clear Space . . . . . 3

## Color

- Color Palette . . . . . 4
- Color Usage . . . . . 5

## Type

- Typography . . . . . 6

## Graphic Elements

- Photography . . . . . 7
- Photography to Avoid . . . . . 8
- Iconography . . . . . 9
- Infographics . . . . . 10
- Collateral . . . . . 11

# Logo/Lockup

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Standard horizontal logo.



Standard vertical logo.  
For use in square formats.



Grayscale logo.



Logo for use when only one color ink is available.  
Most often, this will be used for SWAG.



Reversed logo when only one color ink is available.



Reversed logo. For use when  
background is darker than 50% gray.



# Improper Logo Usage



Never stray from the color palette.



Never switch the standard colors.



Never use the logo on similarly colored backgrounds.



Never rearrange elements of the logo.



Never change the arrangement or size of the logo to the wordmark.



Never turn, rotate or tilt the logo.



Never apply graphic effects to the logo.



Never reproduce the logo on complex backgrounds.

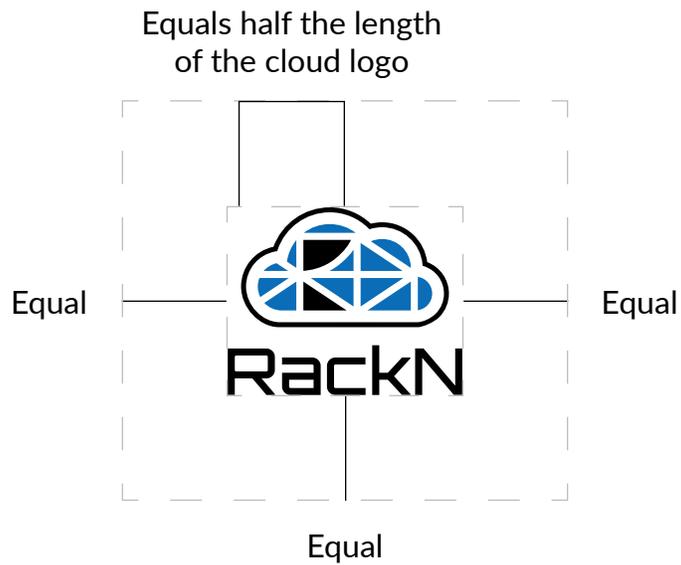
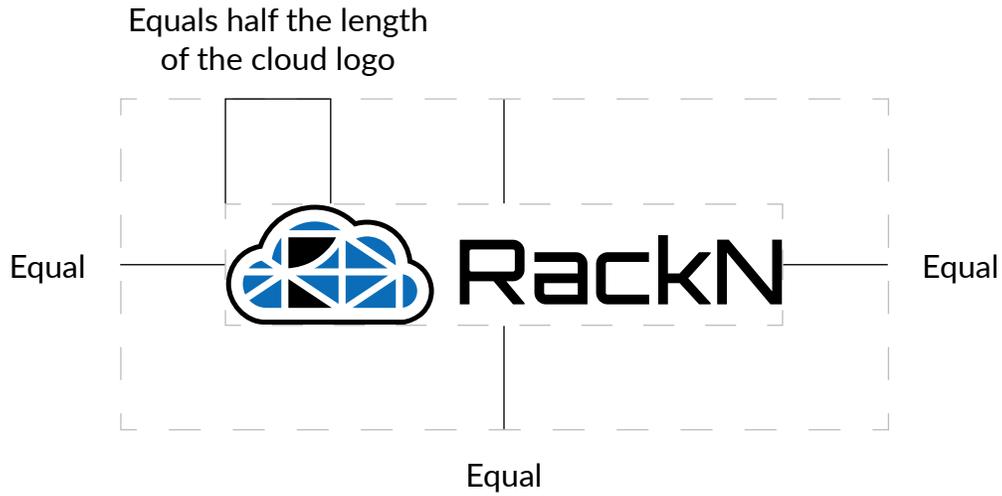


Never change the typeface.



Never stretch or distort the logo.

# Required Clear Space



# Color Palette

## Primary Colors

Pantone 300 U  
# 006CB6  
C92, M55, Y0, K0  
R0, G108, B182

Black  
# 231F20  
C0, M0, Y0, K100  
R35, G31, B32

White  
#FFFFFF  
C0, M0, Y0, K0  
R255, G255, B255

## Secondary Color

Pantone 7482 U  
# 26A570  
C79, M10, Y74, K0  
R38, G165, B112

## Tints and Shades

Pantone P 111-16 U  
# 00416A  
C100, M35, Y0, K60  
R0, G65, B106

Pantone P 107-15 U  
# 00578D  
C89, M46, Y0, K33  
R0, G87, B141

Pr

Pantone P 109-5 U  
# 5AA6DB  
C61, M21, Y0, K0  
R90, G166, B219

Pantone P 112-3 U  
# 96CBEE  
C38, M7, Y0, K0  
R150, G203, B238

Pantone P 115-2 U  
# D9F0FC  
C13, M0, Y0, K0  
R217, G240, B252

Pantone P 153-16 U  
# 145F1F  
C71, M0, Y100, K60  
R20, G95, B31

Pantone P 144-6 U  
# 238250  
C72, M0, Y75, K36  
R35, G130, B80

Se

Pantone P 139-5 U  
# 5FC08F  
C62, M0, Y58, K0  
R95, G192, B143

Pantone P 136-3 U  
# 94D1BA  
C42, M0, Y33, K0  
R148, G209, B186

Pantone P 133-9 U  
# DDEDE7  
C11, M0, Y8, K1  
R221, G237, B231

## Accent Colors

# 808E37

# B77329

# A83023

# A61E23

# 2C2A77

# A5B438

# EE9421

# DB4828

# D82127

# 353393

Pantone P 163-8 U  
# CFDC27  
C23, M0, Y100, K0  
R207, G220, B39

Pantone P 14-8 U  
# FBAD17  
C0, M36, Y100, K0  
R251, G173, B23

Pantone P 40-7 U  
# F26C42  
C0, M72, Y80, K0  
R242, G108, B66

Pantone P 55-7 U  
# EF4350  
C0, M89, Y65, K0  
R239, G67, B80

Pantone P 99-15 U  
# 444B97  
C83, M78, Y0, K8  
R68, G75, B151

# DDE359

# FDBC52

# F58863

# F1626A

# 5F58A6

# EAEB82

# FECC7D

# F8A78B

# F48C92

# 7F76B6

## Neutrals

Black 80%  
# 58585B  
C23, M0, Y100, K80  
R88, G88, B91

Black 50%  
# 939597  
C0, M0, Y0, K50  
R147, G149, B151

Black 30%  
# BBBDC0  
C0, M0, Y0, K30  
R187, G189, B192

Black 10%  
# E6E7E8  
C0, M0, Y0, K10  
R230, G231, B232

Black 5%  
# F1F1F2  
C0, M0, Y0, K5  
R241, G241, B242

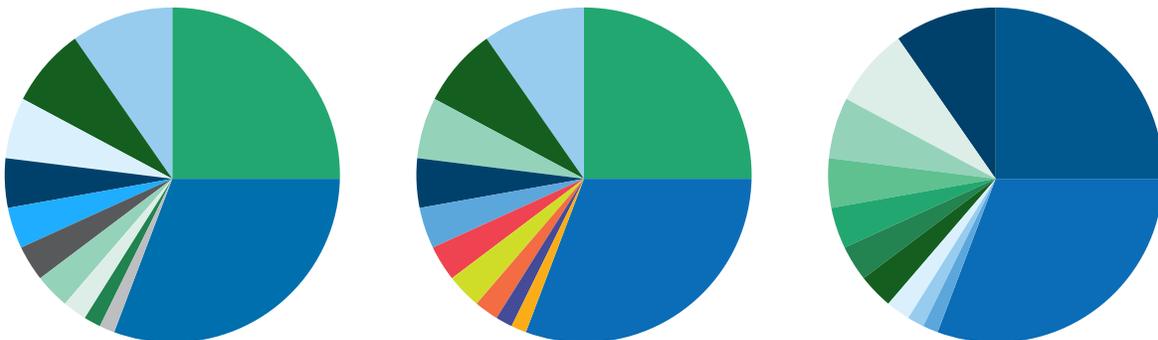
# Color Usage

When possible, use the RackN primary color set. Please adhere to the color values established on page

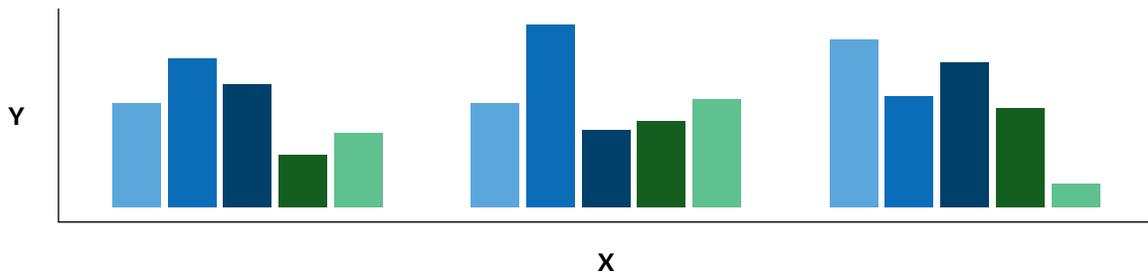
Title		
Lorem	Lorem	Lorem
Ipsum	Ipsum	Ipsum
Lorem	Lorem	Lorem
Ipsum	Ipsum	Ipsum
Lorem	Lorem	Lorem

Title		
Lorem	Lorem	Lorem
Ipsum	Ipsum	Ipsum
Lorem	Lorem	Lorem
Ipsum	Ipsum	Ipsum
Lorem	Lorem	Lorem

Charts and tables should try and be created in such a manner as to not distract from the information presented. Tints, shades and neutral colors, from the RackN palette are recommended.



In using the RackN color palette, it is important to use the accent color scheme as a small accent to the rest of the color schemes.



Primary colors and the secondary color, RackN Green, should work in tandem with one another as such. In this case, the primary colors of black and white are not needed.

# Typography

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**Lato** Lato Lato **Lato** *Lato* *Lato*  
**Lato** Lato Lato **Lato** *Lato* *Lato*  
**Lato** Lato **Lato** *Lato*

Download the Lato font family  
at [fonts.google.com](https://fonts.google.com).

These type sizes are not set in stone, but rather, they are to show the relationship and hierarchy between paragraph styles. This example is a good representation of a print piece.

**Headline**  
**Black | 32 pt**  
**Sub Headline**  
**Regular | 21 pt**

**Headline Lorem**  
Sub Headline Ipsum

**Callout**  
**Bold | 24 pt**  
**Callout Copy**  
**Bold | 11 pt**

**Callout Title Callout**

Callout Copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Title**  
**Bold | 14 pt**  
**Body Copy**  
**Regular | 9 pt**

**Title Title Title**

Body Copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.

# Photography

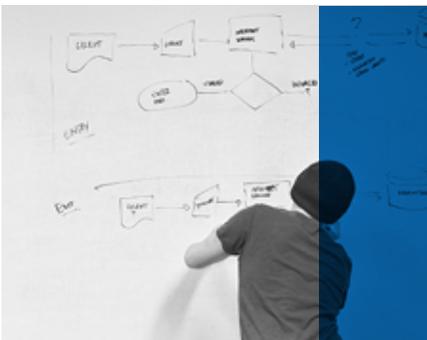
These photos create a framework to follow when choosing imagery to represent the RackN brand. The photography we choose should be editorial in style, have a candid feel and compliment the story we're trying to tell.



These images represent business, the work place and culture.



These images tell a specific story through metaphors and/or analogies. E.g. bridging a gap, building infrastructure, climbing a mountain.



This particular style relates back to the brand identity, in a more literal fashion, by taking a blue bar (RackN blue) and overlaying it onto a black and white photograph.

# Photography to Avoid

To ensure consistent brand presentation, please refrain from using the imagery seen below.



Avoid photography targeting the wrong audience.



Avoid overly staged photos.



Avoid portraits in a studio.



Avoid flash photography to supplement natural light.



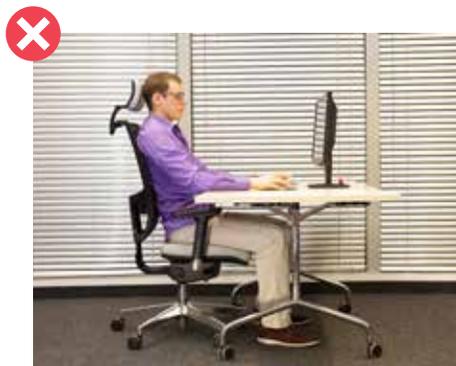
Avoid bad photoshopping.



Avoid dramatic filters.



Avoid highly cropped photos.



Avoid photos with bad composition.



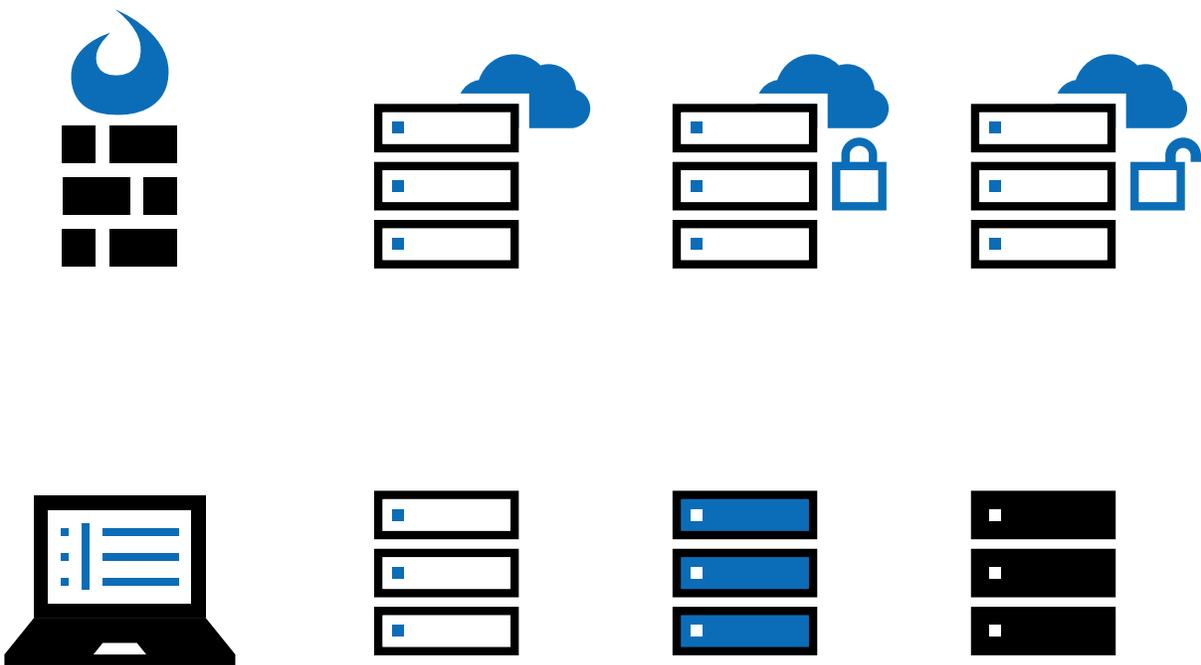
Avoid overly silly photography.

# Iconography

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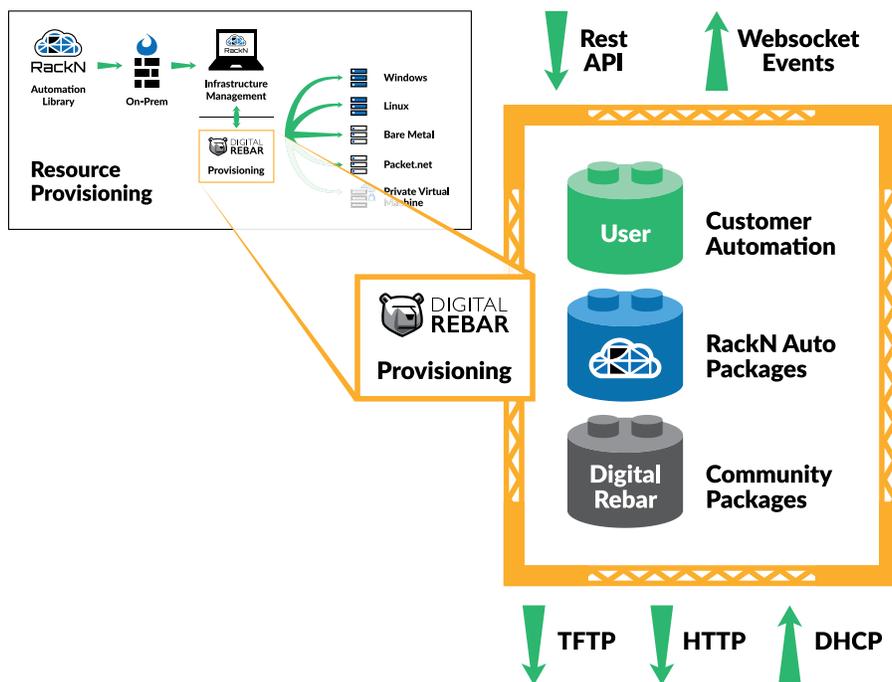
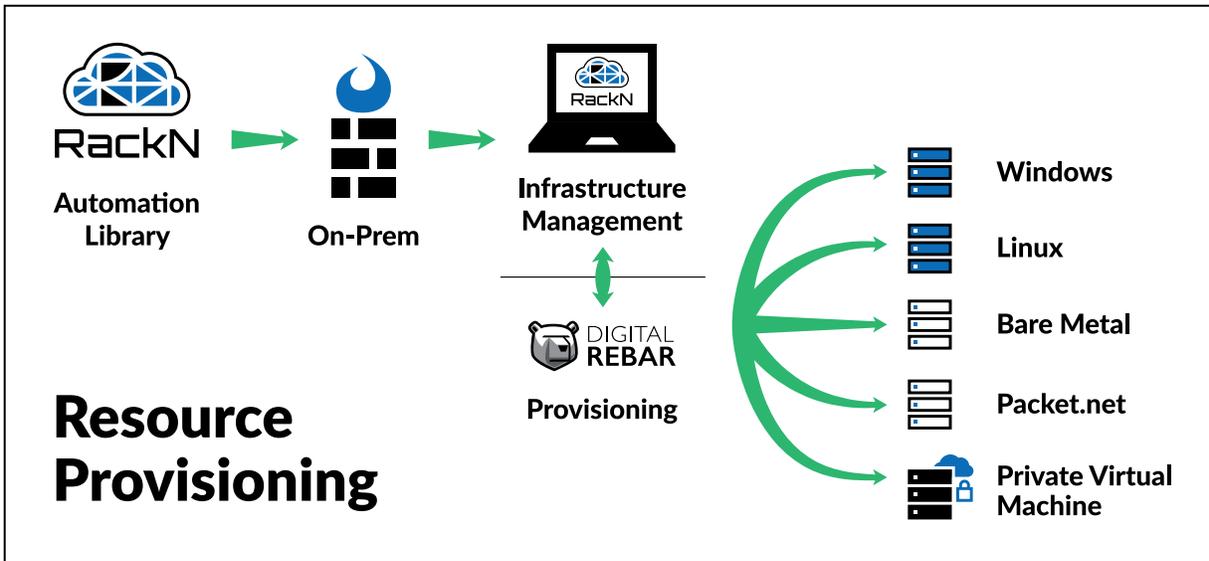
Icons should be clean and simple. Show objects from the front, in a flattened perspective, when possible.

For consistency, icons should use the primary color palette.



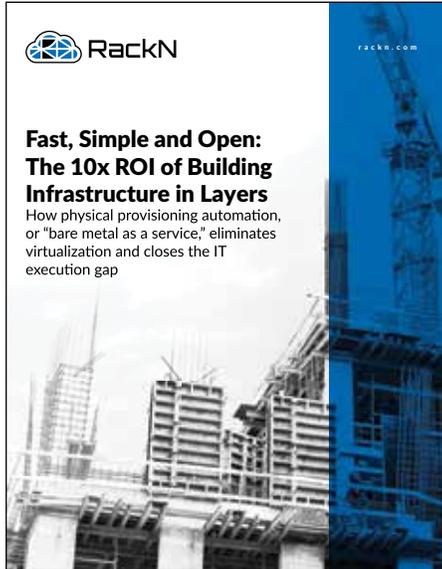
# Infographics

Infographics should be clean, simple and tell a story. When possible, avoid complex illustrations. In most cases, infographics will use the primary and secondary color palettes. In the example below, the accent color of orange is used to highlight a specific area in another corresponding diagram.



# Collateral

This layout exemplifies how a white paper, case study, datasheet, brochure, or any other piece of collateral should be treated.



**Fast, Simple and Open:  
The 10x ROI of Building  
Infrastructure in Layers**

How physical provisioning automation, or "bare metal as a service," eliminates virtualization and closes the IT execution gap

### Executive Summary

RackN allows Enterprises to quickly transform their current physical data centers from basic workloads to cloud-like integrated products. We turned decades of data center experience into data center provisioning software so simple it only takes 5 minutes to install and provides a progressive path to full autonomy. Our critical insight was to deliver automation in a layered way that allows operations teams to quickly adopt the platform into their current processes and incrementally add automation and self-service features.

### Introduction

This short paper discusses the history and key architectural drivers for the RackN open source component known as Digital Rebar Provision. We describe how we designed independent architectural layers for Provision, Control and Orchestration that smoothly underlay popular tools like Ansible, Terraform, Chef and Puppet. We also discuss how RackN enables the Digital Rebar Provision scaffolding with downloadable packages and a centralized management interface. Together, Digital Rebar Provision and RackN deliver a non-derivative enterprise approach to data center automation that can drive a 10x or higher improvement in infrastructure ROI.

### What is RackN Digital Rebar?

At its core, RackN Digital Rebar is data center infrastructure provisioning software managing well known protocols including:

- Windows
- Linux
- OpenStack
- VMware
- Network
- Storage
- Provisioning

1 | White Paper | Fast, Simple and Open

### Digital Rebar Provision Features

The following items are critical features for the Digital Rebar Provision scaffolding.

- Layered Storage System.** DDP storage model allows for layered storage tiers to support the content model and a read only base layer. These features allow operators to distribute content in a number of different ways and make file upgrades and multi site synchronization possible.
- Content packaging system.** DDP content API allows operators to manage packages of other models via a single API call. Content bundles are read-only and optimized so that file upgrades and patches can be distributed.
- Plug-in system.** DDP allows for extensions and event listeners that are in the same process space as the DDP server. This enables IPMI extensions and rack monitors.
- Stages, Tasks & Jobs.** DDP has a simple work queue system in which tasks are stored and tracked on machines during stages and their event listeners. This feature combines server and DDP client actions to create fast, simple and flexible workflows that don't require agents or SSH access.
- Websocket API for event subscription.** DDP clients can subscribe to system events using a long term websocket interface. Subscriptions include filters so that operators can select very narrow notification scopes.

### RackN Package Additions

The downloadable package model is an important design approach that highlights distinction between Digital Rebar Provision scaffolding and the automation artifacts that are needed to configure and run a data center.

There are three primary aspects to a running Digital Rebar Provision service: the vendor side (aka scaffolding), the configuration of the services and the automation artifacts (aka downloadable packages). The Digital Rebar Provision packages include items like operating systems (OS), boot environments, templates, automation scripts and management plug-ins. While there is a wide range of pre-existing packages, the choice of package is highly environment specific and often customized by operators. For this reason, only a minimal core package is included with the Digital Rebar Provision scaffolding so users can choose their own needs in new installs.

The RackN management service provides a large, and growing, library of Digital Rebar Provision packages. The service also allows users to create and share their own content. Since managing the content is independent of the Digital Rebar Provision instances, it is not automatically covered under the Digital Rebar Provision Apache 2.0 license.

Leveraging Digital Rebar Provision, RackN has created the following content extensions:

- Multi-path provisioning** including direct image, Preseed, Kickstart and Windows.

1 | White Paper | Fast, Simple and Open

### Backlog 2023 Dec 2023 is far?

Making complex provisioning and control simple and lightweight is the result of years of iteration around a difficult, heterogeneous space where we have very limited ability to change our operating environment, to build environments, being this involves provides more value.

The RackN team has been creating full stack data center automation since 2010. Now that we've delivered the first component of our fourth generation platform, it's possible to explain the evolution in practical terms that readers can experience first hand.

- Generation 1:** Tightly Integrated (Crewfoot)
- Generation 2:** Composable (Open-Crowd)
- Generation 3:** Microservices (Digital Rebar Multi-Service Platform)
- Generation 4:** Layered & Distributed (Digital Rebar Provision & RackN Control)

The guiding principle of all of our scaffolding since Generation 1 is to work within the existing infrastructure requirements. We believe that being able to adapt to different environments, while difficult, enables innovation because we can embrace new along with legacy environments. Since it's impossible to anticipate future needs, software that can drive updates must be feasible by design.

Enabling heterogeneity has a serious downside: complexity. While Generation 2 delivered on our vision of flexible and composable automation, it also required a significant investment to understand how the components were integrated. In Generation 3, microservices made it faster to deploy and possible to target limited functionality; however, the services were not designed to stand alone. This meant that the complexity of the full suite was exposed even for simple starter users.

For this version, we decoupled the integrated suite into clear physical, provision, control and orchestration layers that matched operator use cases. The layered approach adds progressive value so users can choose which layers add value and add their own tools into the mix.

For example, users can literally realize their existing provisioning tools (typically Cobbler, Foreman or MAAS) with Digital Rebar Provision with minimal disruption or training. They can then add more advanced control functions or orchestration integrations. This progression creates utility and value from basic IP assignment (DHCP) operating system provisioning (PXE) to controlling groups of servers through remote control interfaces and then to complete orchestration activities within and between hybrid infrastructure resources. Our direct experience is that adding complexity in advance of need adds risk and distraction; consequently, a layered design improves user experience and velocity.

### Decoupled Orchestration Enables Us or Hence

Separating control from orchestration is a major technical innovation in Generation 4.

Layering Digital Rebar Provision, control and orchestration provides significant benefits. Keeping provision and control services simple and lightweight reduces complexity and risk, unfortunately, orchestration adds significant complexity and overhead. Our design choice is to fully decouple the orchestration layer from Digital Rebar Provision.

Decoupling allows users to choose their own tooling for building and managing applications and clusters. For example, it is common to use Ansible, Puppet, Chef and Terraform on top of Digital Rebar Provision by building integrations directly to the control layer. These tools are typically deeply integrated into operator processes. Rebuilding them is not only painful and disruptive, it often causes operational risk and cost. Digital Rebar Provision creates significant value by focusing on integration and collaboration instead of duplication.

Platforms and applications such as Kubernetes and OpenStack require an additional layer above orchestration. They are typically installed by the same orchestration tools used in cloud environments but with integrations for Digital Rebar Provision. Consequently, these existing platforms are collaborative with the Digital Rebar Provision tool and are an expected part of deployments.

Note for Kubernetes v1.7 and above. Recent versions of Kubernetes include simplified provisioning triggers that do not require orchestration for installation. For this reason, RackN control operations are sufficient to build and maintain a Kubernetes cluster.

### Layers Enable Distributed Control

Layer decomposition makes it easier to distribute localized and independent Digital Rebar Provision services throughout a global infrastructure. This is because orchestration is generally centralized while control and provisioning actions can be localized. Digital Rebar Provision operations are specifically designed to maximize this benefit.

1 | White Paper | Fast, Simple and Open

- Resource pool management** to enable Terraform and similar cluster builders
- Out-of-Band Management** (via IPMI) using secure access channels
- Injection of SSH keys** during post-provisioning
- Inventory systems** (e.g. Puppet, Ansible, Saltstack)
- Live event notification** to publish activities to slack or similar chatbots
- Post-install configuration** without SSH access to enable secure configuration or hand-off to orchestration platforms like Chef or Puppet
- Baremetal test** as part of provisioning
- Decommissioning tasks** like disk scrub
- Integration with Chef, Puppet, Salt** and monitoring agents
- RAID/BIOS configuration** via vendor tools in a flexible, heterogeneous pattern.

### In Summary

Digital Rebar Provision v2 reflects nearly a decade of evolving data center automation. We now worked hard to make it easy to understand and adopt without limiting the upper bounds of its capability. We also work collaboratively with existing tools and platforms so that operators can pick and choose how to change their processes.

Tryng Digital Rebar Provision is easy - it only takes 5 minutes to install and 30 minutes to master.

RackN was founded by leading cloud innovators to change the economics of the data center.

www.rackn.com

1 | White Paper | Fast, Simple and Open