



CORPORATE BRAND GUIDELINES

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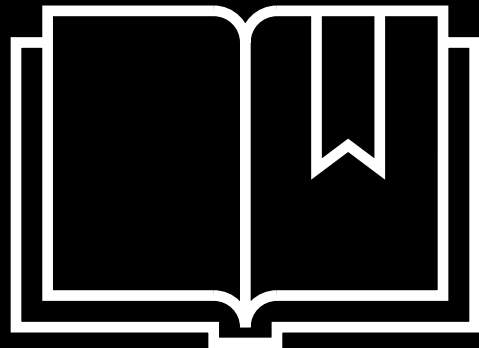
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Use this document happily, proudly and with great zeal.

This guide will help you understand the Rackspace story, speak to the essence of the Rackspace brand and produce all types of Rackspace materials with a consistent style, voice, tone and message.

Every interaction with a customer, prospect, Racker, vendor, potential new hire, analyst, investor and partner is a reflection of the Rackspace brand. That means we are all empowered to be brand ambassadors. And we all have a responsibility to represent the Rackspace brand essence in a true, authentic and believable way through a mix of tangible and intangible concepts, words and images.





OUR STORY

As with most things, it helps to understand where you've been if you want to understand where you are and where you're going. Here's a look at the history of Rackspace. Give it a read to learn how we came to be what we are today.

A LITTLE HISTORY

Breakthroughs in technology, whether in the earliest automobiles or the latest computing platforms, usually start with a flash of great promise, followed by consumer frustration with the new invention's complexity and uneven performance. Widespread adoption comes only after advances in customer service, reliability and ease of use.

That last stage is where Rackspace shines. We helped shape the managed hosting industry, allowing businesses to launch and grow without buying and managing their own computing gear. Now we're bringing the same approach to the cloud era through our leadership of the managed cloud market.

There will be other big advances in the evolution of IT and Rackspace will be there to make it all simple and powerful for businesses. That's what hundreds of thousands of companies around the world expect from us.

That's our brand.

What follows is the story of Rackspace and our brand — from the denial-of-service era to our leadership of managed cloud — and what it means to the innovators and job creators who count on us every day.

THE RACKSPACE BRAND STORY

For every company that wants the power of the cloud without the pain of running it themselves, managed cloud is the answer. And Rackspace is the #1 managed cloud company.

In the beginning, companies had to buy their own computing hardware and software and hire technical experts to run everything themselves.

Then a few providers started to offer IT hosting that allowed businesses to rent access to dedicated servers. This could help save on capital expenses. They saw that this was good — but not good enough. The technologies were complex and fast changing. Things went wrong.

Businesses wanted help. But hosting companies didn't provide it. They didn't even answer their phones... except for Rackspace. Starting in 1999, we began listening to customers and providing **Fanatical Support**[®]. We developed specialized expertise in areas such as Linux[®] and Windows[®] hosting and network security. We helped create the managed hosting industry.

Fast forward to 2006, Amazon[®] launched the first big multi-tenant public cloud. It was API-driven, virtualized and instantly provisioned. Customers were billed on-demand for only the computing that they used.

Developers could suddenly rent access to immense computing resources.

These early adopters loved the public cloud and quickly saw the benefits, but many mainstream businesses wanted more. Amazon (and later Microsoft[®] and Google[™]) sold access to high-quality infrastructure. However, to use it, a business had to hire experts in cloud infrastructure and the many complex tools, applications and databases that run on top of it.

Once again, Rackspace stepped in to help create a new market category — managed cloud. Rackspace helped customers manage dedicated servers and cloud infrastructure, tools, applications and databases, so they could focus on their core business. They could stay fast and lean and avoid swelling their payrolls with engineers to run IT that didn't differentiate their business.

Rackspace gave customers more than the world's leading expertise and support. We gave them their choice of the world's leading technologies. We helped them run each workload where it would achieve the best performance and cost-efficiency, whether on public cloud, private cloud or dedicated servers, or in data centers owned by Rackspace, the customer or a third party. Rackspace became a leading provider of expertise and support for OpenStack[®] public and private clouds, Microsoft products such as Office 365[®], Azure[®] and VMware[®] virtualization solutions.

In 2015, we added Fanatical Support for Amazon Web Services (AWS) and in 2017, we added support for Google Cloud Platform.

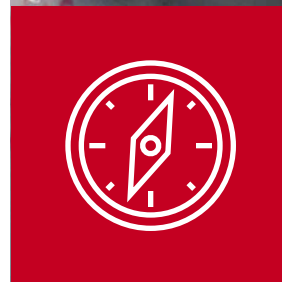
RACKSPACE TODAY

Today, every customer who uses the cloud has to decide how to manage it.

Businesses can rent access to raw infrastructure and then hire the technical talent to run it all. They can contract with multiple infrastructure and support providers. Or they can enlist the only trusted service partner who delivers Fanatical Support and specialized expertise across the world's leading technologies.

The customers who want a great partner have made Rackspace #1 in hybrid cloud, #1 in hosting the world's top 1,000 ecommerce sites, #1 in enterprise Magento, #1 in DevOps, #1 in running shared MongoDB, #1 in hosting SharePoint and #1 in hosting OpenStack private clouds.

For the new wave of pragmatic customers who want all the power of the cloud without the pain – who want to focus on their core business rather than on ever-changing cloud technologies – the answer is managed cloud, from the company that helped to invent it: **Rackspace**.





WHO WE ARE

The Rackspace brand is a reflection of our identity, vision, beliefs and values. It embodies the essence of our company in everything we do.

OUR VISION

"TO BE RECOGNIZED AS ONE OF THE WORLD'S GREATEST **SERVICE** COMPANIES."



service | serv-ice | noun

the action of helping or doing work for someone; an act of assistance; assistance or advice given to customers during and after the sale of goods

Everything we've built at Rackspace has service as its foundation. Our vision of being a great service company is our first and last goal.

Our brand is built upon **service** and cultivated through **expertise**.

But, it's our **attitude** that brings it to life.



LIVING OUR VISION

Our vision, values and attributes combine powerfully in our Rackers, the thousands of employees who reflect our brand promise every day. Each one of them is empowered to provide an exceptional level of service to our customers.

We call this over-the-top service, **"Fanatical Support"**.

Fanatical Support is at the center of everything we do. But it is more than a mantra. It's the way the world experiences Rackspace. It defines not only our identity, but also the impression people get and the feelings they have when they interact with us.

In short, it's the interface through which we bring our brand to the world.

WHAT IT IS...

- ✓ Smart
- ✓ Professional
- ✓ Proactive
- ✓ Engaged
- ✓ Passionate
- ✓ Selfless
- ✓ Approachable
- ✓ Honest
- ✓ Goodhearted
- ✓ Creative
- ✓ Fun

WHAT IT IS NOT...

- ✗ Elitist
- ✗ Thoughtless
- ✗ Lazy
- ✗ Dismissive
- ✗ Ambivalent
- ✗ Selfish
- ✗ Condescending
- ✗ Complicated
- ✗ Narrow-minded
- ✗ Bored
- ✗ Sarcastic



WE ARE RACKERS

“Racker” is more than a title or a label - it is an **attitude** and reflection of who we are, what we do and most importantly how we do it. Rackers provide the voice behind the phone call, the brains behind our expertise and innovation, and the heart behind our service to customers.

RACKERS ARE...EXPERTS

They recommend the right load balancer for your complex configuration.

RACKERS ARE...CONFIDENT

They feel empowered to ask hard questions – and aren't afraid of the hard solutions.

RACKERS ARE...HELPFUL

They lend a hand to a stranger with a flat tire. They follow the mantra: when in doubt, be useful.

RACKERS ARE...RESULTS-OBSESSED

They don't accept the words “good enough.”

Exceptionally talented, creative, smart people helping the world leverage technology to achieve a greater purpose - that's what Rackers are.



RACKER VALUES

These are the principles that guide our behavior and relationships among ourselves, with our customers and the rest of the world. They define who we are and the way we operate at work, in all situations.

FANATICAL SUPPORT IN ALL WE DO

- Ensure ownership
- Know your customers
- Act with urgency
- Seek opportunities to delight

RESULTS FIRST, SUBSTANCE OVER FLASH

- Value capabilities and contributions over appearance
- Speak up when you need help
- Be resourceful

TREAT RACKERS LIKE FRIENDS AND FAMILY

- Build relationships based on trust and respect
- Help Rackers in need
- Assume positive intent
- Address tough situations with direct conversations

PASSION FOR OUR WORK

- Believe in our cause and support the mission
- Play to your strengths
- Own your role
- Inspire others

FULL DISCLOSURE AND TRANSPARENCY

- Have safe, honest communication
- Admit mistakes and learn from them
- Disclose relevant information
- Share the “what” and the “why”

COMMITTED TO GREATNESS

- Don't settle for “good”
- Take pride in your work
- Collaborate to find solutions
- Improve every day



OUR BRAND PROMISE
IS BORN FROM OUR
CORE VALUES.

BRAND VALUES

Our **Core Values** are our lifeblood, but they are also an internal-facing measure of how we conduct ourselves. **Brand Values** are the outward-facing expression of us as employees and the attributes our audience expects from us.

To that end, they need to be distilled down to their essence for public consumption.

WE ARE: EXPERT

Smart. Strategic. Professional. Specialized.

WE ARE: CONFIDENT

Driven. Proactive. Dedicated. Empowered.

WE ARE: HELPFUL

Right Person. Responsive. Reliable. Friendly.

WE ARE: RESULTS-OBSSESSED

Eager. Hyper-Accountable. Forward-Thinking. Passionate.

At our core we are human. To be human is to show empathy, to listen, to care. It's the attitude of taking your work seriously, but at times, not yourself.

As the soul of the company, all Rackers embody these qualities. By living them every day, we establish trust with our customers and with each other.

In other words, our brand is rooted in our people.



TO LIVE OUR BRAND, WE MUST PROVE THAT WE ARE PEOPLE WHO EXCEED EXPECTATIONS.

GETTING TO OUR WHY

The world needs to know what we do, how we do it and, most importantly, **WHY** we do it.

Why does Rackspace exist? What's our purpose? What inspires us? And why should anyone care?

What (OUR BRAND POSITION)

We are the leaders in managed cloud with highly specialized expertise and best-in-class service across a full suite of business-critical technologies.

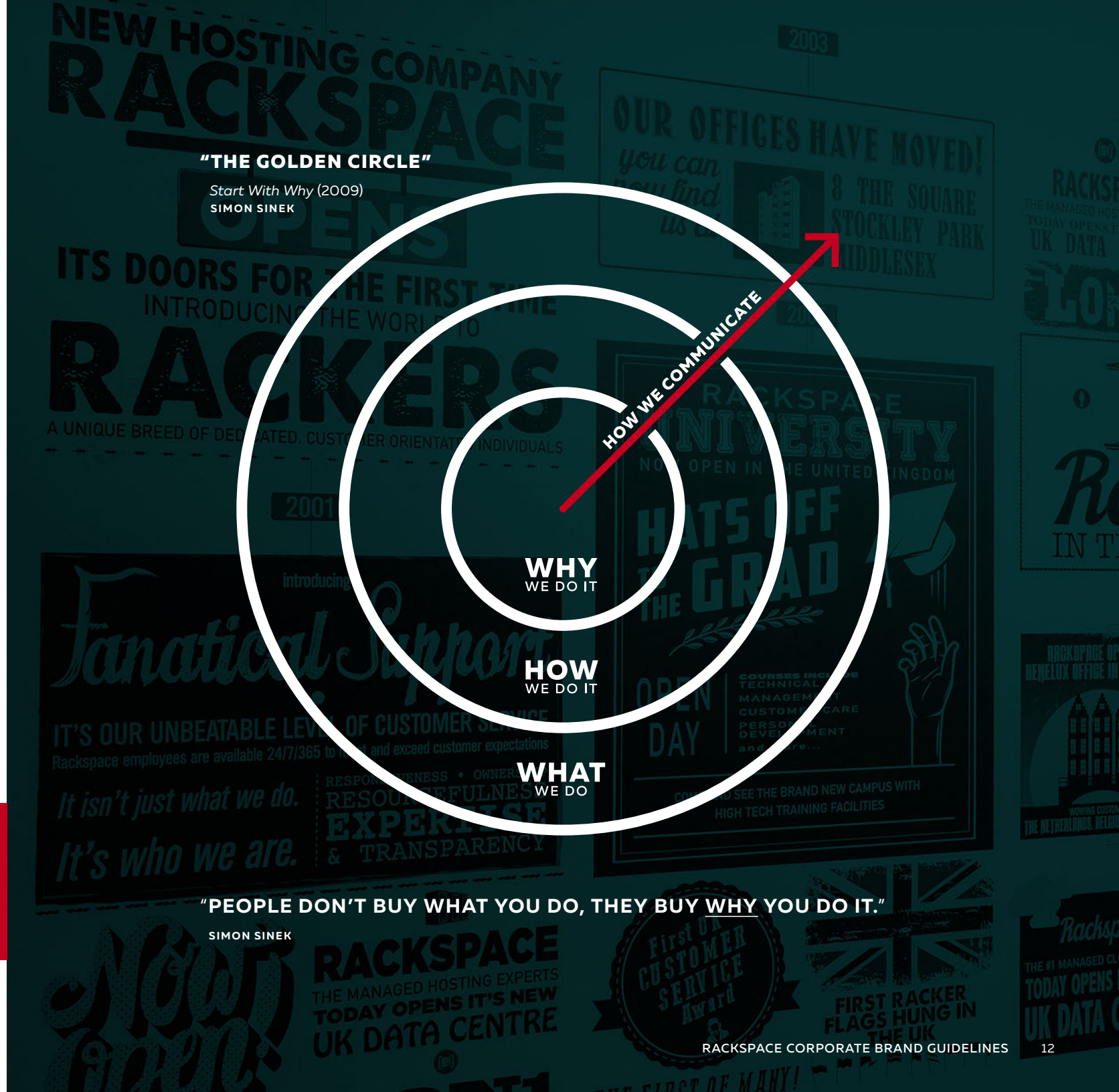
How (OUR BRAND DIFFERENCE)

We are inherently wired to solve problems in innovative and unexpected ways with a team of always-ready, always-accountable, always-helpful experts who embody Fanatical Support.

Why (OUR BRAND PROMISE)

We believe in amazing our customers by consistently doing more than they ever expected.

It's our **why** that unites our brand and ultimately delivers the **brand promise** that Rackspace believes in.



"THE GOLDEN CIRCLE"

Start With Why (2009)
SIMON SINEK

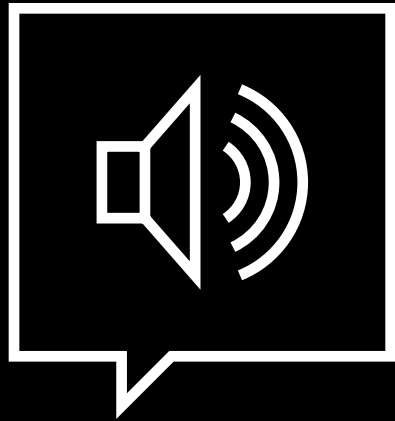
WHY
WE DO IT

HOW
WE DO IT

WHAT
WE DO

"PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT."

SIMON SINEK



HOW WE SOUND

What we say, and how we say it, is a key component of our brand personality and it affects how we are perceived by the world. It's important to be consistent and for our words to be an accurate reflection of our values and attributes. The following is a set of guidelines that will help you speak and write in ways that are true to the Rackspace brand.

OUR VOICE

Voice is our style, our point of view, our personality.

At its core, our voice is always human. Because that's what we are, how we talk and who we talk to. And it doesn't matter if it's marketing copy, phone calls, emails or notes on the fridge (see *how we said "fridge" and not "refrigerator?"*), Rackers talk to the world the way we want to be spoken to: with helpful words and phrases that are informative, simple, clear and easy to understand.

But since we're a technology company, sometimes there's only one right word or phrase, and it has more than two syllables. We avoid needless jargon, but in the right context, we don't flinch from using words like MapReduce or .htaccess. And while our audience and customers include some very technical folks who want simple descriptions for how something works or affects them, they don't want anything dumbed down.

OUR TONE

Tone is our attitude.

Everything we say should create feelings of empowerment in our audiences. We accomplish this by providing them with relevant insights and solutions, by using straightforward, relatable language, and by connecting with them on a personal level.

Now, let's apply it to Rackspace.



VOICE

Human
Conversational
Friendly
Confident
Passionate
Knowledgeable
Concise



TONE

Indispensable
Helpful
Approachable
Smart
Professional
Honest
Genuine

HOW WE SOUND

KNOWING YOUR AUDIENCE

Not just a formality

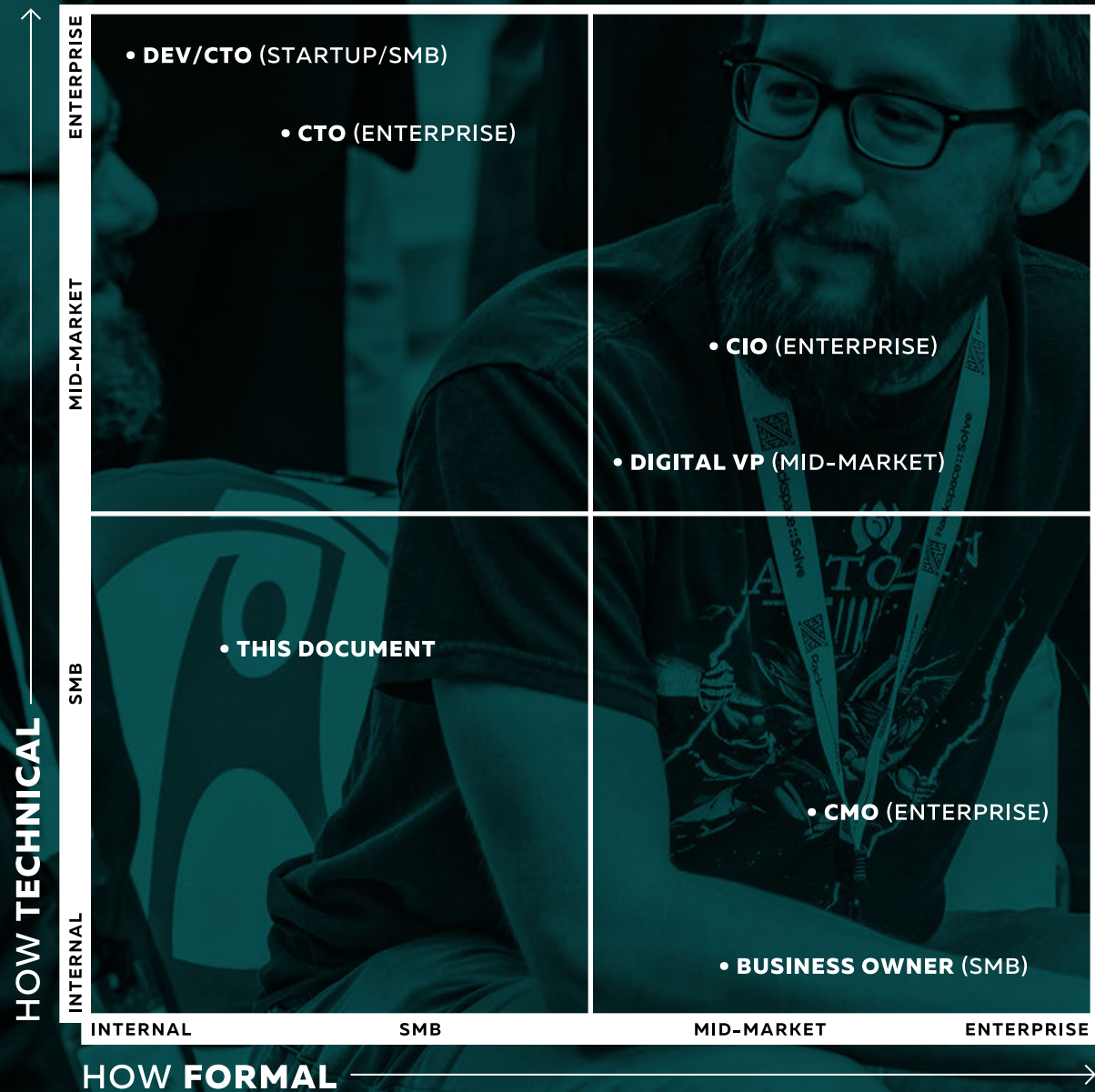
The Rackspace voice is conversational, friendly and confident. But it's also adaptable. So when it comes to our communications, the level of formality will vary slightly depending on our audience.

Technically speaking

Let's face it. Not everyone's ready for "fully isolated, single-tenant Layer 2 networks" or "complex network traffic topologies." Feel free to embrace your inner techie Racker when you're talking to CIOs and CTOs, but tone it down if someone doesn't know their USB port from their power supply.

Decisions, decisions

Let's put it all together now. Here's a chart that shows a basic guideline for the level of technicality and formality you can aim for when talking to different target audiences.



KNOWING YOUR AUDIENCE

For example, if someone asks about the relationship between Microsoft Azure and Rackspace, the first thing we need to know is...

WHO ARE WE TALKING TO?

BUSINESS OWNER (SMB)



We've taken our Fanatical Support[®] model and made it available on Microsoft Azure, so it's one more thing your team won't have to manage themselves.

CMO (ENTERPRISE)



Sometimes you need to select a specific platform for your marketing needs, like Microsoft Azure, but you still want the best experts managing it. We've brought our Fanatical Support[®] to that platform to give you the best of both worlds.

DIGITAL VP (MID-MARKET)



Wouldn't you want the same experts managing your ecommerce engine or CMS, no matter what platform they're running on? That's one reason why we created Fanatical Support[®] for Microsoft Azure.

CIO (ENTERPRISE)



Cost and risk drive choice, and those may be just some of the reasons you chose Microsoft Azure. But you'll still want the best experts and Fanatical Support[®] operating it.

CEO (ENTERPRISE)



You're seeing into the future every day, and in our future we saw that choice matters. Azure is building in an Internet-of-Things layer that can power tomorrow's applications. We're partnering with them for that evolution.

DEV/CTO (START UP/SMB)



For the first time, we took our superstars and set them loose on someone else's platform so you can mix & match Azure with Linux, .NET, Node.js, Docker or anything you need. Everybody wins.

GENERAL GUIDES FOR VOICE & TONE

Good writing should always be muscular. It should move the reader – not just from one line to the next, but give them a reason to react. Sometimes, in a technical description of identity management for Azure, it doesn't make sense to inject a lot of brand "personality." The goal, in that context, is to get out of the way. But in banner ads, emails, white paper intros and conclusions, even in data sheets and sales presentations, there are specific places where we can sneak in our personality.

Avoid flat, informational writing in lead-ins and intros. Make it specific, explicit, emotional and targeted.

For example, let's kill off the obligatory/third-person "Businesses today experience X" as our go-to first line of a white paper or data sheet intro. For a white paper on Managed Security, maybe we lead with an arresting statistic, targeted at our prospect: "Chances are good that you're already acutely aware of the risk of a data breach inside your business. According to last year's National Security Survey, 71% of all US organizations experienced a cyberattack in 2015."

Be Insightful. Avoid truisms.

Being bold and confident means we aren't afraid to demonstrate insight. If we begin a white paper intro with something dull like, "Businesses today face a multitude of challenges," we have already sent an implicit message: expect information, but not thought leadership from us.

Diction matters. So does concision.

When faced with two possible ways of phrasing something, choose the shorter, less formal way unless there's a contextual reason to do otherwise.

Being bold is not the same as bragging.

We're okay with sometimes blowing our own horn. But what prevents it from being an empty brag is that we connect it to why it matters – solving a problem for our customers.

CORRECT:

*Expertise across the world's leading clouds.
For when your team needs a team.*

WRONG:

*3 different clouds. 3 different vendors.
How's that working out for you?*

Avoid anything that could be perceived as condescending, snarky or egotistical.

HELPFUL TIPS

Here are a few more tips to help you keep your voice and tone sounding like a Racker.

- ✓ Try to write how you'd speak, so your words are more authentic, honest and natural.
- ✓ It's also OK (*encouraged, actually*) to use contractions, like "I'll," "we'll" and "haven't."
- ✓ But avoid informal spellings, like "wanna" and "gotta."
- ✓ Simplify complex phrases without diluting them.
- ✓ Short and simple is (*almost*) always better.
- ✓ Sentence fragments are OK when used for special emphasis. Just like this.
- ✓ And we don't mind sentences that start with conjunctions.
- ✓ Asking questions for rhetorical effect is OK as long as you answer them right away.

USE WORDS THAT ARE...

- ✓ Helpful
- ✓ Clear
- ✓ Simple
- ✓ Understandable
- ✓ Relevant
- ✓ Inspiring
- ✓ Grounded in expertise

AVOID WORDS THAT ARE...

- ✗ Jargon-y
- ✗ Marketing speak
- ✗ Corporate sounding
- ✗ Complex
- ✗ Confusing
- ✗ Extraneous
- ✗ Sleep inducing

NURTURE EMAIL COPY EXAMPLE

BEFORE

SUBJECT LINE:
Are you ready for the managed cloud?

PRE-HEADER:
The managed cloud difference, fueled by expertise

HEADLINE:
Let us help you solve your cloud challenges

BODY:
As an inventor of OpenStack, Rackspace is uniquely positioned to offer best-in-breed expertise and service. Whether you're running OpenStack, AWS or Microsoft Azure, we have thousands of certified cloud engineers to help you design and run a best-fit solution. It's why Gartner has recognized us in the Magic Quadrant for cloud-enabled managed hosting two years in a row.

We also offer dedicated and hybrid hosting solutions, so you don't ever have to compromise on performance.

See how our unique approach to building a best-fit solution for your business takes shape.

Watch Video

Or if you have questions, call us at 1-800-961-2888.

AFTER

SUBJECT LINE:
Stop letting the cloud manage you

PRE-HEADER:
Offload the burden of managing the cloud to a team of experts.

HEADLINE:
The cloud is hard. We can help.

BODY:
Whatever you want to do in the cloud, chances are we've already done it. Because we invented OpenStack with NASA – and just clocked up a billion managed server hours on that platform –we've had time to evolve our service and best practices. And now we bring that same maturity to the world's leading clouds, including Amazon Web Services and Microsoft Azure. It's why Gartner has recognized us in the Magic Quadrant for cloud-enabled managed hosting two years in a row.

And don't worry, we still host dedicated servers across 12 global data centers – it's how we got started in 1999, and it's part of our DNA.

See how our unique approach to building a best-fit solution for your business takes shape. Hint: it begins with us understanding your business, not with you understanding our products.

Discover

Or call 1-800-961-2888 to begin the next phase of your cloud journey, fueled by expertise.

WHY IT'S BETTER

— *More impactful and emotional, speaks directly to a pain point.*

— *It's about them, not us, and promises a solution.*

— *Simpler and more direct.*

— *Bolder, more confident and conversational.*

— *Injects some personality.*

— *Injects some playfulness and personality, while still driving to a benefit for them.*

— *An inspiring, short call to action is always better than a merely descriptive one.*

— *Instead of just listing the phone number as a sign off, we have a chance to remind them of the benefit and be proactive.*

WHITE PAPER COPY EXAMPLE

BEFORE

INTRODUCTION:

Ecommerce refers to the sum of all interactions a customer has with your business across website, mobile and other digital experiences. The more a customer shops on your website, the more likely they are to refer their friends and family. The brand experience you create online is integral to bringing shoppers back and spreading your reputation by word-of-mouth to attract new customers.

Starting with a basic ecommerce strategy helps you identify and plan for gaps, account for compliance, and support customer satisfaction by considering all of the moving parts of your store.

Without a strategy, you could face:

- Confusing layouts that result in increased bounce rates
- Security issues causing lost trust and bad press
- Lack of compliance, resulting in big fines or an inability to take payments
- Bad resource planning which might lead to outages that disable sales

The desired customer outcome should drive the business focus, the technologies used, and the security measures implemented to build trust, loyalty, repeat business and referrals.

In addition, overall site performance is extremely important. A one-second delay in response can lead to a 7% drop in conversions.

AFTER

INTRODUCTION:

Your ecommerce platform fundamentally shapes the way consumers experience your brand. If the experience is positive – not to mention seamless and fast on any device – then your business benefits from a growing word-of-mouth reputation. Especially in the age of social media.

But if your ecommerce platform is sluggish, it's likely to impact your bottom line quickly. A recent study from Gartner suggests that a one-second delay in an ecommerce website can lead to a 7% drop in sales conversions.

Building a basic ecommerce strategy allows you to identify and plan for gaps, account for compliance, and support customer satisfaction by considering all of the moving parts of your store.

Without a strategy, you could face:

- Confusing layouts that result in increased bounce rates
- Security issues causing lost trust and bad press
- Lack of compliance, resulting in big fines or an inability to take payments
- Bad resource planning which might lead to outages that disable sales

With the right ecommerce strategy in place, you'll lay the foundation for an optimized digital experience that builds trust, loyalty and referrals.

WHY IT'S BETTER

The prose is sharper and more direct. The logical flow is better and it's more concise and impactful.

We don't waste time telling them what ecommerce refers to or how repeat business works. We take it as a given they know that and move to insight.

We bring in the stat where it matters, instead of letting it languish at the bottom of the intro.

DATA SHEET COPY EXAMPLE

BEFORE

HEADLINE:

About Rackspace

SUBHEAD:

The cloud of your choice, without the expense and complexity of managing it all yourself

BODY:

Businesses today must tap the power of the cloud to stay competitive. They need to use cloud technologies to better serve their customers online and on mobile devices. They need to crunch data for insights into their operations and customer behavior.

But many companies are overwhelmed by the complexity and cost of trying to manage a cloud – or multiple clouds – by themselves. Cloud expertise is scarce and expensive.

The technologies are constantly changing. At the same time, companies struggle to meet compliance requirements and secure their apps and data.

To keep up, they can chase hard-to-find IT talent while juggling multiple providers.

Or they can find a single, expert technology partner to help them manage the world's leading clouds – whichever ones best suit their unique needs.

Rackspace combines specialized expertise, easy-to-use tools and results-obsessed customer service – across Amazon Web Services (AWS), Microsoft®, OpenStack® and VMware®. We'll help you choose from a broad portfolio of public, private and hybrid clouds, as well as dedicated servers, to design a best-fit solution for your business.

AFTER

HEADLINE:

About Rackspace

SUBHEAD:

Your clouds. Our expertise.

BODY:

The cloud was supposed to make our lives easier. But it turns out, the cloud is complicated to build, run, maintain and manage – especially across multiple platforms and locations, with technology that's always changing.

If it feels like the cloud has been managing you, it's time to turn the tables.

With Rackspace by your side, you can thrive in today's multi-cloud world. We will help you tap the power of cloud computing – across OpenStack®, Amazon Web Services (AWS), Microsoft® and VMware® technologies – without the pain, complexity and cost of doing it all yourself.

WHY IT'S BETTER

Simpler, more memorable, aligned to our new brand strategy.

It's immediate and acknowledges a customer pain point. It's a more concise and powerful story.

It's told from a first-person POV, referencing "you," the reader, and "we," the other participant in this conversation, instead of third-person references like "customers" and "they" and "companies."

SHORT COPY EXAMPLES

BEFORE

We provide best-in-class support for Microsoft, Skype, Google, Linux, Apache, MySQL and PHP (LAMP) configurations.

More than 12% of data breaches in 2014 were attributed to insider theft and accidental exposure. Learn how to mitigate it with Hosted Exchange at Rackspace.

Managed cloud is a platform that allows you to leverage a multitude of cloud-based services to achieve your strategic business goals at a lower cost and without the time investment of non-managed solutions.

Rackspace is comprised of experts who are always accountable, helpful and ready to provide you with Fanatical Support®.

You have made an error. Please fill in all fields before submitting the form.

AFTER

For a variety of leading technologies, our highly specialized experts can provide best-in-class service.

Sometimes data breaches happen from the inside out. Learn how to deal with insider theft and accidental exposure with Hosted Exchange at Rackspace.

Managed cloud lets you tap the power of the cloud for your strategic business goals without the frustration, cost and time of managing it yourself.

We're your team of always-ready, always-accountable, always-helpful experts who embody Fanatical Support®.

Oops. Something went wrong. There's a form field that needs to be filled in.

WHY IT'S BETTER

More engaging. Provides customer benefit.

More conversational, clear and to the point.

More casual but still professional. No corporate-speak.

Friendlier and more energetic.

Conversational and friendly. Non-accusatory.

COMMON PHRASES

These terms are always two words:

- **data center**
- **web page**
- **white paper**

These terms are always two words and never hyphenated:

- **cloud computing**
- **hybrid cloud**
- **managed cloud**
- **dedicated servers**

These terms are always shown exactly as follows:

- **multi-cloud**
- **24x7x365** (never shortened or with forward slashes)
- **around-the-clock** (hyphenate even when not modifying another word)

These terms are always one word and never hyphenated:

- **email**
- **ecommerce** (never “eCommerce”)
- **datastores**
- **website** (OK to use “web” too, but never “Web” or “the Web”)
- **cybersecurity**
- **cyberthreat**
- **cyberattack**
- **cyberdefense**
- **cybercrime**
- **cyberwarfare**

These terms can be either one word or two words:

- **log in** (verb) or **login** (noun and adjective)
- **sign up** (verb) or **signup** (noun and adjective)
- **back up** (verb) or **backup** (noun and adjective)

STYLE & PUNCTUATION

Lists

Generally avoid using the “Oxford comma” or “serial comma.” That means if you’re listing three or more things, avoid using a comma to precede the last item in the list.

EXCEPTIONS:

Its removal would alter the meaning of the phrase.

Its removal would impede understandability of the phrase.

You’re using it to separate long, more-complicated lists, as in “...horses without homes, dogs without bones, and rabbits who like to read”.

The context of your writing is more formal.

The last item in your list has “and” in it already, as in “dogs, rabbits, and goods and services”.

Acronyms & abbreviations

Unless something is always referred to by an acronym or abbreviation — like PHP or API — make sure you define the acronym or abbreviation parenthetically after its first use.

EXAMPLE:

Deliver your content at blazing-fast speeds, using our content delivery network (CDN).

Trademarks

Include a superscript trademark symbol (® or ™) only at the first instance of a trademarked term in the body copy. Do not include any trademark symbols in headlines.

Terminal punctuation & spacing

We always put punctuation at the end of our sentences, but when it comes to captions, callouts and other shortened phrases, you only need a period at the end if the phrase has a verb in it. And we prefer one space after periods. Period.

EXAMPLE:

Cloud server (has no verb)

Sends data faster. (has a verb)

Exclamation mark

We like to choose words that are so compelling that we don’t need exclamation marks. But if you must use it, one is always enough.

Dashes & hyphens

Use em dashes (the long ones) when you need to create a pause in a sentence. Use en dashes only in number ranges. Use hyphens to join words together. Include a space before and after the em dash.

Numbers

In general, write out numbers one through nine. You can write the others in number form.

EXCEPTION:

24x7x365

COPY DOS & DON'TS

"Rackspace" is never used in the possessive form when referring to product or service names. It is a brand name with a registered trademark, so it is treated as an adjective.

CORRECT:

Rackspace thought leadership

WRONG:

Rackspace's thought leadership

"Rackspace" is never used to modify "Fanatical Support". By modifying Fanatical Support with our brand, we are indicating that there may be other companies who offer Fanatical Support. It is solely owned by Rackspace.

CORRECT:

Fanatical Support[®] from Rackspace

WRONG:

Rackspace Fanatical Support[®]

"Fanatical" is never used in any other way except with the word Support to denote our branded service: Fanatical Support. Using the word fanatical in any other way or in any other form genericizes the brand and weakens the value and ability to protect it.

CORRECT:

Fanatical Support[®]

WRONG:

fanatic, fanatically, fanatical technology

"Fanatical Support" should never be lowercase. It is trademarked and should be identified exactly as it is registered.

CORRECT:

Fanatical Support[®]

WRONG:

fanatical support

"Rackspace" is always a single word. It should be capitalized when in text and never appear as camel-case or in two colors.

CORRECT:

Rackspace[®], Rackspace

WRONG:

Rack space, RackSpace, Rackspace, Rack-space,

"RAX" should never be used externally as an abbreviation or substitute for "Rackspace".

CORRECT:

Managed cloud from Rackspace allows you to focus on your business.

WRONG:

Managed cloud from RAX allows you to focus on your business.

Remember, the best way to protect the trademarks associated with the Rackspace brand, products and services is to use them the right way, every time.

[Click here](#) for more information regarding our trademarks.



HOW WE LOOK

When it comes to the success of the Rackspace brand, a strong visual identity is indispensable. Because we have one brand, we need to protect it by presenting our logo, icons, colors, typography, photography and other visual elements consistently.

OUR LOGO

Our logo is made up of two elements displayed in a specific arrangement – the “Fanatiguy icon” and the “Rackspace” wordmark. With few exceptions, this is how it should be displayed regardless of media or application.

FULL COLOR

Our full-color logo uses our two main brand colors – black and red. The wordmark and right half of the Fanatiguy icon is black and the left half of the Fanatiguy icon is red. Please do not swap this color arrangement.



SINGLE COLOR

It is perfectly OK to use our logo in any single color. Just make sure the every portion of the logo is the same tint and opacity of that single color. Never grayscale our full-color logo.



CLEAR SPACE

Our logos require space between them and other design elements. This padding helps to keep them visible and recognizable. The amount of space can be generous, but can't be too small. A good way of knowing if you've allowed enough space is to measure using the height of the “k”. Apply the same space rule to all variations of the logo.



Note: Ignore the width of the @ when measuring clear space.

AT SMALL SIZES

We've created a version of our logo that is optimized for use at small sizes or on low fidelity applications. This “small use optimized” version has enlarged cutouts in some of the letters to keep them looking sharp – even when small.

As a general rule, this version should not be used at sizes over one and a half inches wide.



MINIMUM SIZE



≈ 1 Inch wide for print



≈ 25 pixels tall for online

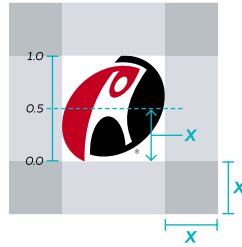
FANATIGUY ICON

Fanatiguy is the symbol of every Racker and what we stand for. He's more than just some icon. He's us. Change him and you don't just change his meaning — you change ours. So leave him as he is.



FANATIGUY ICON

NOTE: Fanatiguy should be accompanied by a registered trademark symbol (®) when making solo appearances.



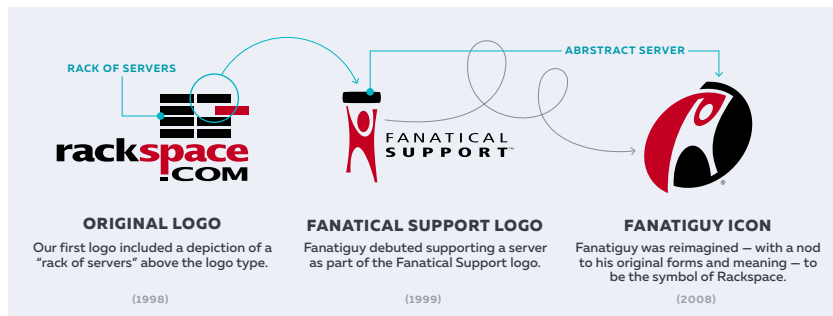
CLEAR SPACE



SINGLE COLOR EXAMPLES

Fanatiguy follows the same color rules as our logo. Refer to the [previous page](#).

FANATIGUY ORIGINS – ROOTED IN OUR HISTORY



WHAT NOT TO DO

 WRONG COLORS	 REDRAWN ELEMENTS	 RESIZED ELEMENTS	 FILTER APPLIED
 DISTORTED SIZING	 BACKGROUND TOO BUSY	 INCORRECT COLOR	 REPOSITIONED/RESIZED ELEMENTS
 ARTWORK SKEWED	 WRONG COLORS	 ELEMENTS ADDED	 REPOSITIONED/RESIZED ELEMENTS
 WRONG COLORS	 ARTWORK SKEWED	 ELEMENTS ADDED	 ARTWORK FLIPPED
 ELEMENTS REMOVED	 SUBSTITUTED SHAPE	 REDRAWN	 WRONG COLORS

OUR COLOR PALETTES

Colors are the most basic and emotive shortcut to use in design. From the beginning, red and black have been a mainstay of our identity, and we'll continue to build on it. We want people to instinctively link those colors with Rackspace.

PRIMARY COLORS

#C40022 RGB (196, 0, 34)	#000000 RGB (0, 0, 0)	#FFFFFF RGB (255, 255, 255)
CMYK (0, 100, 90, 5)	CMYK (0, 0, 0, 100)	CMYK (0, 0, 0, 0)
PMS 1797	PMS BLACK	WHITE

ACCENTS OF RED

Using darker shades of our red is perfectly acceptable.



Using lighter tints of our red (pink) should be avoided.

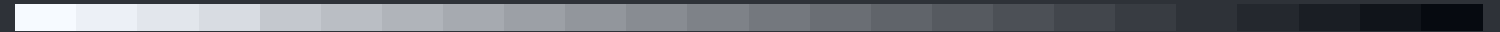
REDS

#C40022 RGB (196, 0, 34) CMYK (0, 100, 90, 5)	#B0000E RGB (176, 0, 14) CMYK (0, 100, 90, 18)	#9C0000 RGB (156, 0, 0) CMYK (0, 100, 90, 30)	#880000 RGB (136, 0, 0) CMYK (0, 100, 90, 40)	#740000 RGB (116, 0, 0) CMYK (0, 100, 90, 50)
--	---	--	--	--

GRAYS

#E2E6EC RGB (226, 230, 236) CMYK (2, 0, 0, 9)	#BABEC4 RGB (186, 190, 196) CMYK (4, 0, 0, 26)	#92969C RGB (146, 150, 156) CMYK (6, 0, 0, 42)	#6A6E74 RGB (106, 110, 116) CMYK (8, 0, 0, 60)	#42464C RGB (66, 70, 76) CMYK (10, 0, 0, 75)	#1A1E24 RGB (26, 30, 36) CMYK (12, 0, 0, 92)
--	---	---	---	---	---

FULL RGB SPECTRUM



SECONDARY COLORS

Perfect for accents, backgrounds, highlights and even text.

#1AE9EF RGB (26, 233, 239) CMYK (56, 0, 15, 0)	#0DCFD9 RGB (13, 207, 217) CMYK (64, 0, 15, 5)	#00B4C3 RGB (0, 180, 195) CMYK (72, 0, 15, 10)	#009AAD RGB (0, 154, 173) CMYK (82, 0, 15, 15)
#F6B100 RGB (246, 177, 0) CMYK (0, 33, 100, 0)	#F69D00 RGB (246, 157, 0) CMYK (0, 43, 100, 4)	#F68900 RGB (246, 137, 0) CMYK (0, 53, 100, 7)	#EC7500 RGB (236, 117, 0) CMYK (0, 63, 100, 10)

TERTIARY COLORS

Because sometimes you need more color options for charts and tables.

#88CD78 RGB (136, 205, 120) CMYK (48, 0, 70, 0)	#74B964 RGB (116, 185, 100) CMYK (56, 0, 78, 5)	#60A550 RGB (96, 165, 80) CMYK (64, 0, 86, 10)	#4C913C RGB (76, 145, 60) CMYK (72, 0, 94, 15)
#969CE6 RGB (150, 156, 230) CMYK (40, 35, 0, 0)	#8A8BD4 RGB (138, 139, 212) CMYK (55, 50, 0, 0)	#7D79C3 RGB (125, 121, 195) CMYK (65, 60, 0, 0)	#7168B1 RGB (113, 104, 177) CMYK (75, 70, 0, 0)

TYPOGRAPHY

Every visual element of our brand says something about us – even down to the fonts we use and how we use them. The specific styles, sizes and weights communicate the essence of the brand and place our brand within a meaningful hierarchy.

MULLER

Muller is a versatile typeface with 20 weights (including a Narrow variant), ranging from thin to heavy with matching Italics. It is used for sub-headlines, body copy, charts and data visualization. Muller is a clean, bold and confident face that looks great on screen and in printed materials.

Muller is a commercial font which means it cannot be freely distributed or used online without purchasing a license from <http://www.myfonts.com>.

ONLINE ALTERNATE:

If you're creating something for the web or just want the look of Muller without the expense, use **Montserrat**. It is licensed under the SIL Open Font License (v1.1) which means it can be downloaded, redistributed and used freely.

[Download Montserrat](#)

EVERYDAY ALTERNATES:

When it comes to documents and presentations, use the **Arial** font family. Arial is pretty ubiquitous. It's installed on nearly 100% of PCs and over 98% of Macs.

Muller

Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.

Montserrat

Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.

Arial

Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.
Sixty-five Rackers borrowed a famous jet and quickly zipped out of sight.

CONCEPTUAL ICONS

These icons help us to express the attributes of our brand, products, services, workloads, technology and ideas in ways that are immediately recognizable.

Our icons are custom-designed and unique to our brand. Stay true to them. Use only these icons as much as possible in all materials. Avoid mixing and matching these icons with other styles, which leads to inconsistency.

USAGE:

- Some icons represent specific ideas like, "SQL Injection", while others can be used to convey a range of concepts.
- Icons should have matching line weights when used together.
- Icons can move and be animated.
- Multiple icons – or parts of them – can be combined to create new icons.

EXAMPLES FROM OUR CONCEPTUAL ICON LIBRARY



REFERENCE ARCHITECTURE ICONS

These icons are used to create diagrams that help visualize how IT solutions are implemented.

Most icons represent specific products, services or functions within the infrastructure. Example can be seen on the [next page](#).

REFERENCE ARCHITECTURE ICON EXAMPLES



REFERENCE ARCHITECTURE DIAGRAMS

These diagrams are visual representations of IT solutions. They show how devices (physical or virtual), services and networks interact. They can depict any level of detail.

GUIDANCE:

- **Be concise:** Include only the details that are essential to explain the concept.
- **Be consistent:** An icon should be used to represent only one component within a diagram (or series of diagrams) to minimize any confusion.
- **Be neat:** Aligned lines, icons, networking layers, etc. increases legibility and appears more professional.
- **Be understandable:** Use labels, colors and legends as needed to highlight or differentiate components or processes.

EXAMPLES

FIG. 1

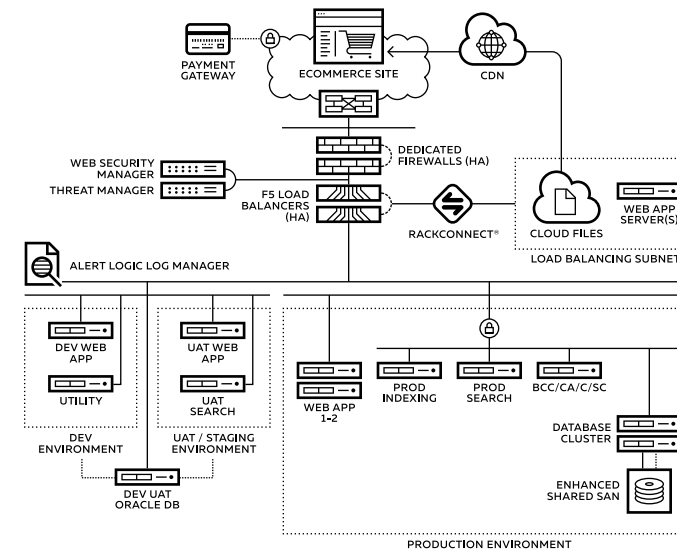


FIG. 2

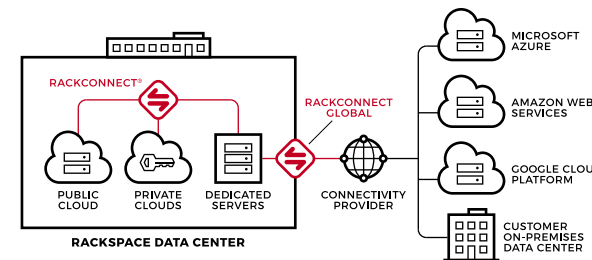
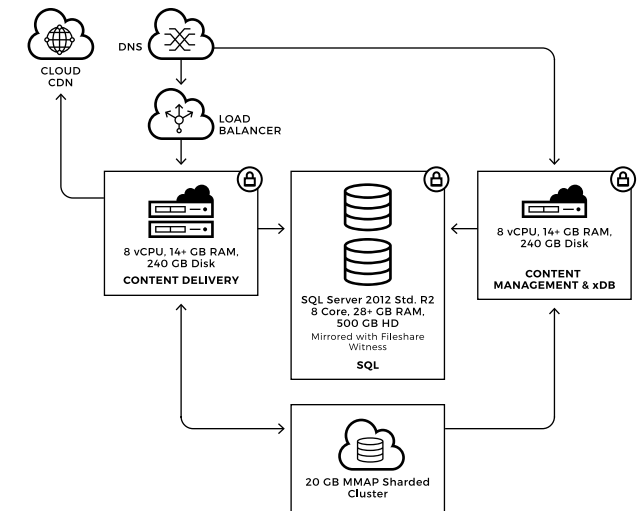


FIG. 3

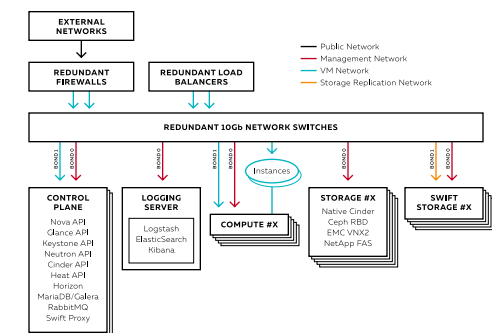


FIG. 4

IDEOGRAMS

Ideograms are created with elements from our icon library and line art to demonstrate depth of expertise, knowledge sharing and ultimately represent the way we think and arrive at solutions.

GUIDANCE:

- **Be uniform:** Make sure that all strokes are the same color and weight.
- **Be precise:** Ensure that all joints and connections align perfectly.
- **Stay perpendicular:** Connecting lines only run along the X and Y planes – joined by a 1/4 or 1/2 arc.
- **Make it meaningful:** Build a narrative with the icons chosen and how they connect.

EXAMPLES

FIG. 1

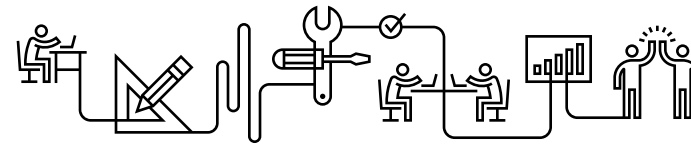


FIG. 2

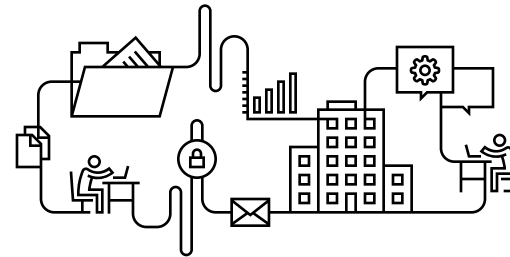


FIG. 3

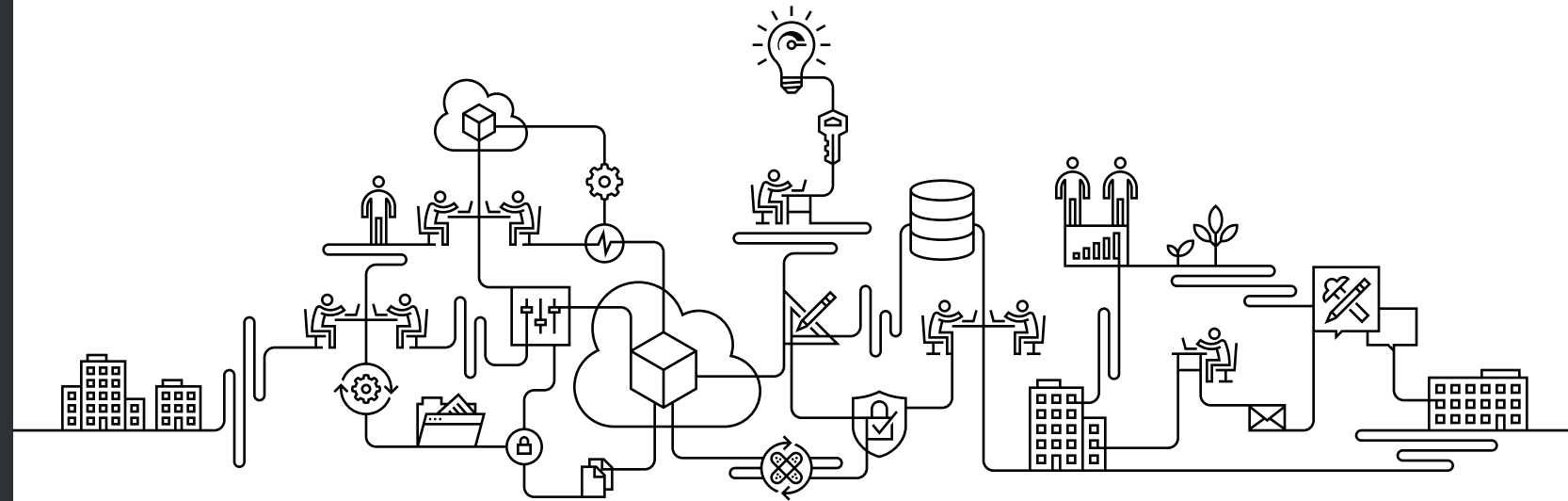
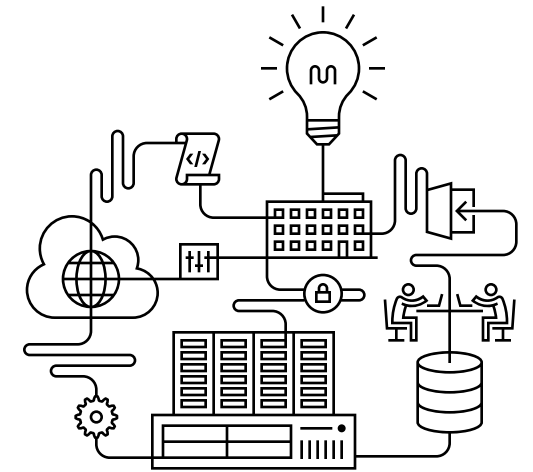


FIG. 4



PROCESS & EXPLANATORY DIAGRAMS

These diagrams provide clarity by turning a series of bullet points into attractive, digestible illustrations.

TIPS:

- Communicate ideas with icons to limit the amount of text needed.
- Understand the process you're trying to convey.
- Simplify to increase attention and clarity.
- Avoid mixing metaphors.

EXAMPLES

FIG. 1

THE KILL CHAIN

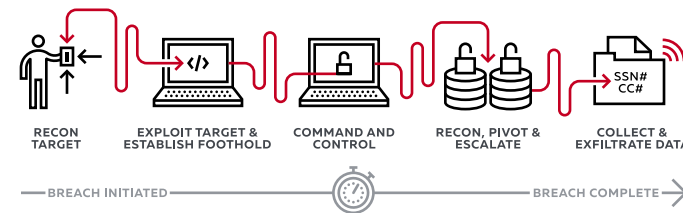
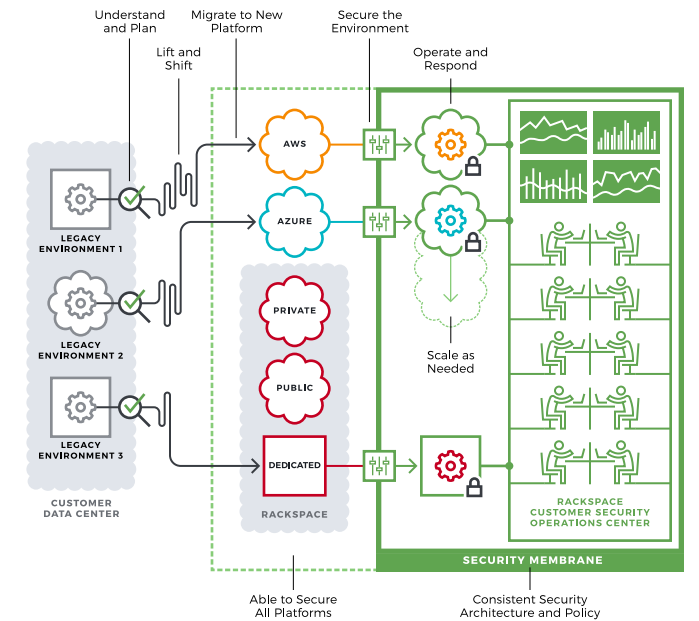


FIG. 2



NEED HELP?

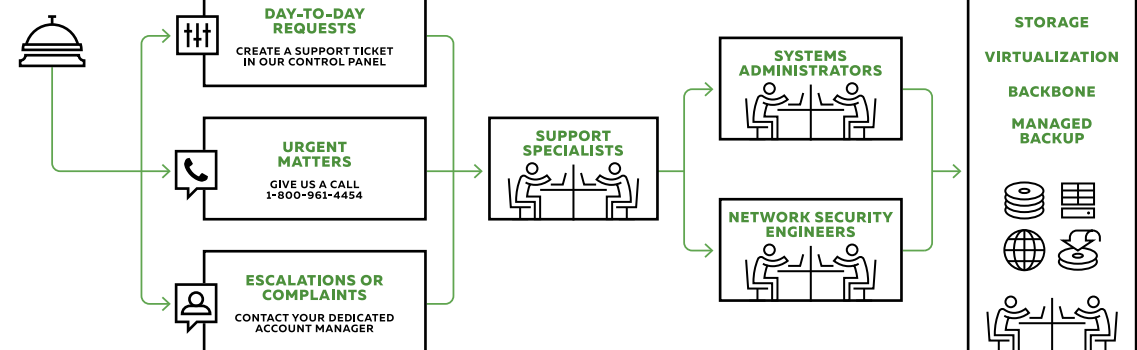


FIG. 3

PHOTOGRAPHY

The focus of our photography is to capture our people – the expert, helpful, results-obsessed and confident Rackers that are at the core of our brand. Capture them in real – not staged – moments. They should look optimistic, motivated and approachable. If an image focuses on just one Racker, attempt to bring to life their personality.

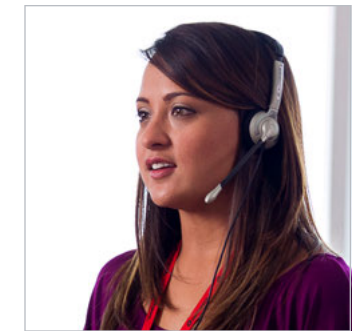
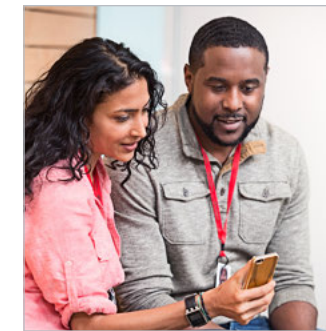
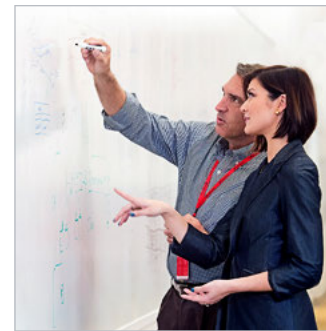
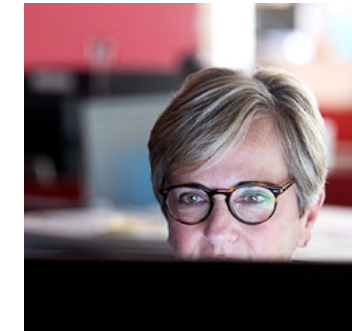
GUIDANCE:

- Rackers should be involved in situations that emphasize expertise, choice, technology, innovation, collaboration and Fanatical Support.
- Image environments should exhibit natural lighting when possible.
- Consider “room for copy” for image composition.
- Images should feel current and modern; avoid images with dated technology.
- Images should be engaging, appear authentic and capture natural emotions; avoid images that feel staged, posed or impersonal.
- Capture diversity (age, sex, culture, color, personality).
- Subjects should not look directly at the camera, if possible.

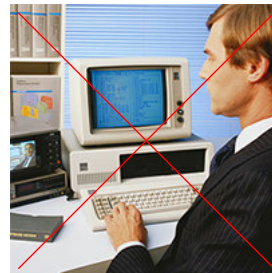
CHOOSING STOCK IMAGES:

- Keep the above guidance in mind.
- Avoid images that are cliché (overused and expected).
- Look for images that feel contemporary.
- Stay away from images that have been distorted or photoshopped to appear unnatural – especially with humans subjects.
- Never use any images that are vulgar or could be considered offensive.

EXAMPLES FROM OUR PHOTO LIBRARY



WHAT TO AVOID



Dated technology.



Subject looking into camera. Not authentic.



Cliché imagery.



Cliché imagery. Overly Photoshopped.



Proportions have been distorted. Unnatural.

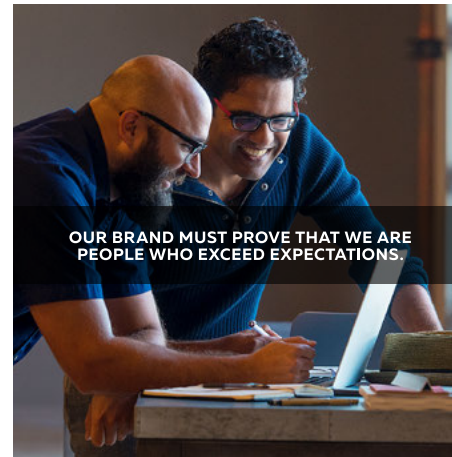
BACKGROUND PHOTOGRAPHY

Photos can add texture, interest, mood and strengthen the content that layers on top of it.

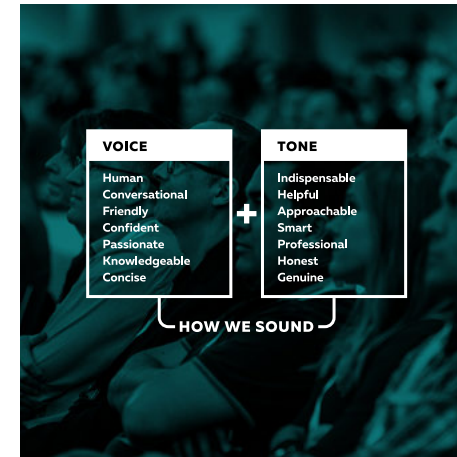
NOTE:

- Do not apply a red monochrome treatment over images containing people.
- If the image contains a person, avoid placing text frames over faces or any parts of the person in an awkward manner.

EXAMPLES



Color image supporting the messaging over a transparent, black band.



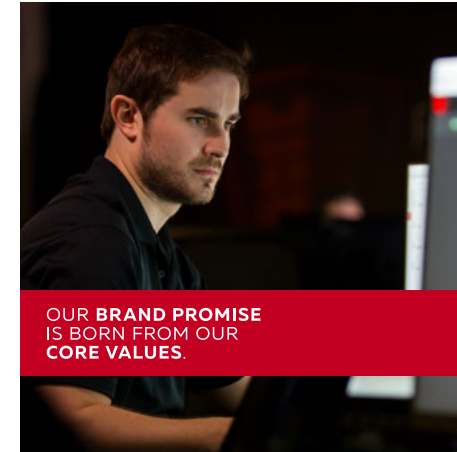
Blue monochrome image adding context to the overlaying content.



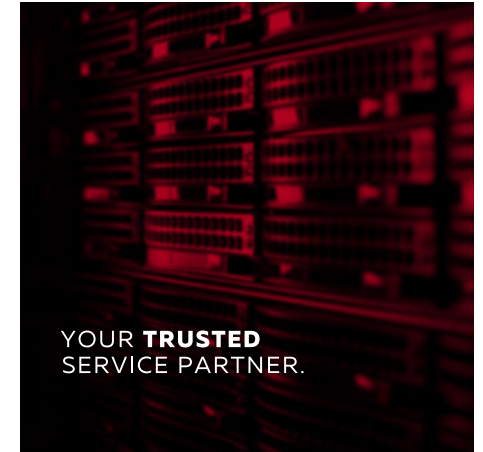
Black monochrome image supporting the overlaying content.



Color image supporting the messaging over a transparent, black band.



Color image supporting the messaging over an opaque, red band.



Red monochrome image.

WHITESPACE

Whitespace (or white space) is the area within a design that is purposely left empty. This empty space (margins, gutters, leading, kerning, padding) is what allows viewers to see and consume the individual elements in the design.

Judicious use of whitespace helps create designs that appear open, inviting, uncluttered, legible and sophisticated – and can also improve comprehension. Careful tweaks to your content to add appropriate whitespace can transform something “blah” into something “gorgeous” and will increase the likelihood of it being read.

USAGE:

- Whitespace isn’t wasted space. It serves an important role in any design. It helps guide the viewer through the design and allows them to consume the content in chunks or find what they want much faster.
- Adding whitespace can be seen as a continuous act of refinement. For example, grouping related sections, grouping related content within those sections and making sure the most important elements (headlines or calls to action) are isolated so that they really stand out.
- Whitespace alone can often highlight your key takeaways and calls to action more effectively than other design elements can.
- Readability is more important than making sure the entire design area is covered with “something.” Experiment with layout, text sizing and spacing to achieve the optimal balance of whitespace and content.

HOW WHITESPACE MAKES A DIFFERENCE

QUIS NOSTRUD EXERCITATION ULLAM CORPER

Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendere olypian quarrels et gorilla congolium sic ad nauseum.

TECHNOLOGY PARTNER: 

EUM IRIURE DOLOR

- Duis cursus lorem ut scelerisque ultrices
- Morbi volutpat erat sit amet nibh aliquam eu fringilla lorem vulputate
- Suscipiendisse congue leo eu lacus accumsan sed elementum massa scelerisque
- In sollicitudin lectus eu lorem viverra consequat pellentesque neque convallis

DUIS AUTEM VEL IRIURE DOLOR IN HENDRERIT

TAKIMATA
Consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum lorem ipsum.

INVIDUNT
At vero eos et accusam et justo duo dolores et ea rebum lorem ipsum. Consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

READY TO LEARN MORE? VISIT WWW.RACKSPACE.COM/LEARN OR SPEAK TO YOUR ACCOUNT MANAGER. 

A POOR USE OF WHITESPACE

QUIS NOSTRUD EXERCITATION ULLAM CORPER

Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendere olypian quarrels et gorilla congolium sic ad nauseum.

TECHNOLOGY PARTNER: 

EUM IRIURE DOLOR

- Duis cursus lorem ut scelerisque ultrices
- Morbi volutpat erat sit amet nibh aliquam eu fringilla lorem vulputate
- Suscipiendisse congue leo eu lacus accumsan sed elementum massa scelerisque
- In sollicitudin lectus eu lorem viverra consequat pellentesque neque convallis

DUIS AUTEM VEL IRIURE DOLOR IN HENDRERIT

TAKIMATA
Consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum lorem ipsum.

INVIDUNT
At vero eos et accusam et justo duo dolores et ea rebum lorem ipsum. Consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

READY TO LEARN MORE? VISIT WWW.RACKSPACE.COM/LEARN OR SPEAK TO YOUR ACCOUNT MANAGER. 

A BETTER USE OF WHITESPACE

WHY IT'S BETTER

- Increases legibility and tells the reader where to start.
- Helps group related content.
- Looks more professional and less daunting.
- Frames the content.

DESIGN DON'TS

Refrain from using our logo and the Fanatiguy icon in a single design element. No need to make Fanatiguy redundant since he is already in the corporate logo.

WRONG:



Do not remove the Fanatiguy icon from the Rackspace logo.

WRONG:



EXCEPTIONS:

The Fanatiguy icon may be removed from the Rackspace logo in a few situations.

- When the wordmark appears as an endorsement within the logo of a Rackspace subsidiary.

*a **rackspace** company*

- When space will not allow the full logo to render/print legibly.

Do not use the Rackspace logo font in any other text treatment. That is a custom design saved for our corporate logo only.

WRONG:

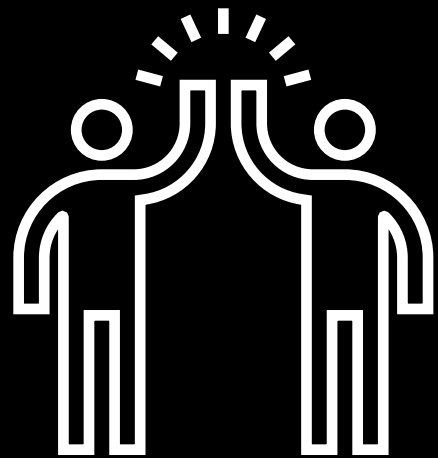


Do not intermix our [Architecture](#) and [Conceptual](#) icon libraries. Although they do appear to be very similar – even having equivalents in each – there are differences in line weights. Architecture icons have mixed internal/external line weights while conceptual icons have uniform line weights.



ARCHITECTURAL

CONCEPTUAL



HOW WE PARTNER WITH OTHER BRANDS

CO-MARKETING WITH OUR LOGO

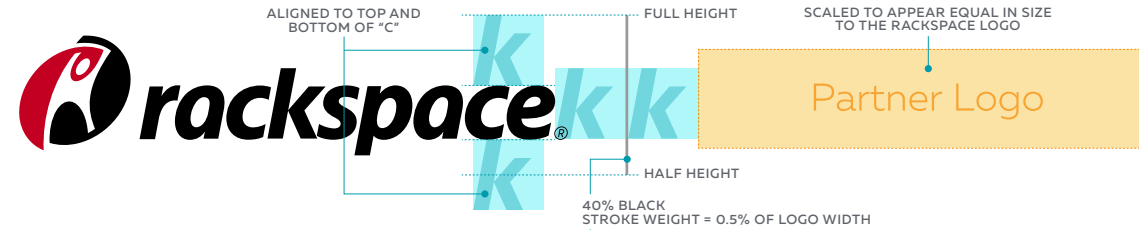
Brands can team up in numerous ways. So can their logos. To the right, you'll see how to combine our logo with the logos of our partners.

USAGE:

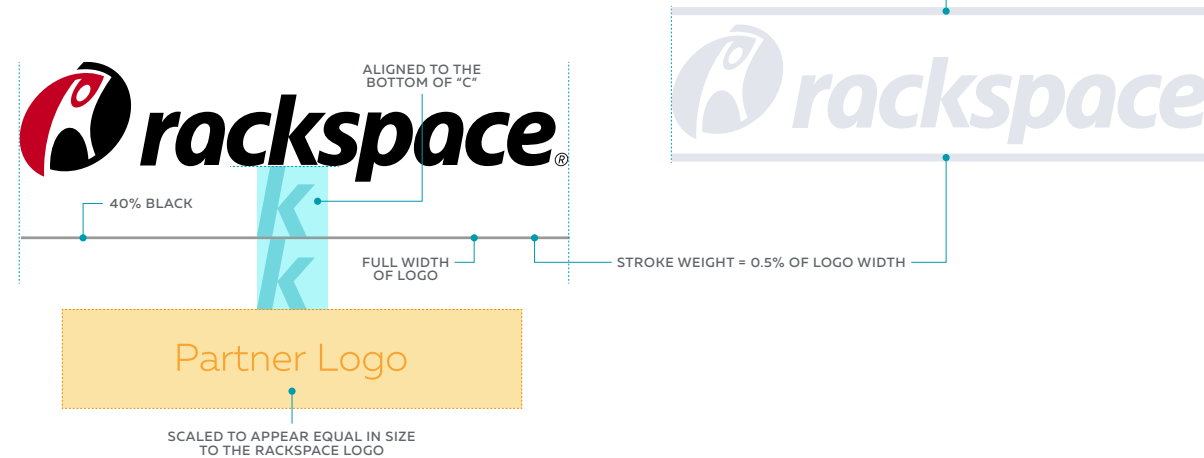
- Use these lockups when Rackspace is the dominant and equal partner in the marketing piece.
- Scale the partner logo to **appear equal in size** to the Rackspace logo. See the [next page](#) for more information and examples.
- Respect the logo usage rules of the partner brands.
- Follow the same clear space rules as our corporate logo (the height of the "k" all around).

NOTE: These lockup rules do not apply when Rackspace is not dominant or appears as an endorsement. Follow the partner's co-marketing/co-branding guidelines in those situations.

HORIZONTAL ARRANGEMENT (PREFERRED)



VERTICAL ARRANGEMENT



CLEAR SPACE EXAMPLES

PARTNER LOGO **TALLER** THAN RACKSPACE LOGO



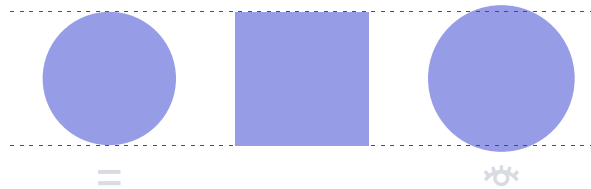
PARTNER LOGO **SHORTER** THAN RACKSPACE LOGO



PARTNER LOGO SIZING EXAMPLES

What does “**appear equal in size**” mean? Simply put, it means “measuring with your eyes.” You size objects so they appear to occupy an equal amount of space and have similar densities.

























The graphic below illustrates the difference between the circles **being equal** (left) and **appearing equal** (right) in size to the square.



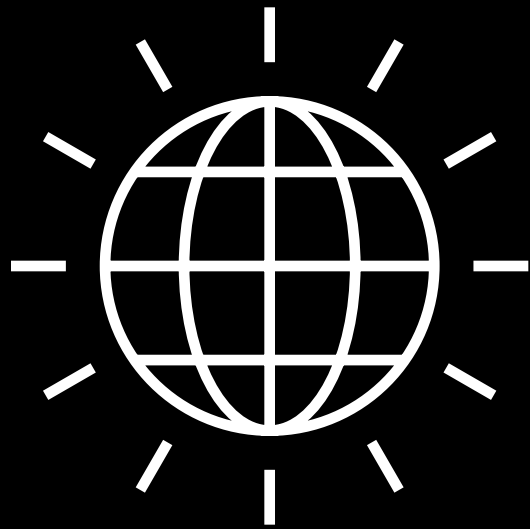
THE EXAMPLES:

Since logos come in all manners of shapes, we provided the logos* to the right to use as guidance. We made sure to cover a range of logo types – tall, long, asymmetrical, light and heavy. If you’re ever in doubt, don’t hesitate to [reach out to us](#) for assistance.

* All partner logos depicted are fictional. Any resemblance to actual logos, living or dead, is purely coincidental.



HOW WE BRAND OUR PRODUCTS

NAMING OUR PRODUCTS & SERVICES

RACKSPACE PRODUCTS



- Rackspace® Managed Cloud
- Rackspace® Cloud Servers
- Rackspace® Managed Security
- Rackspace® Application Services

RACKSPACE HOSTING & SERVICES FOR THIRD-PARTY TECHNOLOGIES



- Rackspace® Private Cloud powered by VMware®
- Rackspace® Managed Cloud for Magento®
- Rackspace® Private Cloud powered by Microsoft® Cloud Platform
- Rackspace® Application Services for SAP® BusinessObjects™

NAMING OUR PRODUCTS & SERVICES

RACKSPACE SUPPORT FOR THIRD-PARTY APPLICATIONS OR TECHNOLOGIES

FANATICAL SUPPORT®

+

FOR

+

(THIRD-PARTY APPLICATION / TECHNOLOGY)

Fanatical Support® for Office 365

Fanatical Support® for AWS

Fanatical Support® for Microsoft® Azure™

NAMING EXCEPTIONS

From time to time we have to bend our naming rules in order to comply with a technology partner. Below are some of the exceptions.

Rackspace® OpenStack® Private Cloud

Rackspace® Managed Services for Google Cloud Platform™

PRODUCT LOGOS

As a rule, we do not develop logos or identities for products, solutions, services, technologies, workloads, marketing verticals, business units or websites. Instead, we use a system that combines our corporate logo with the name of the entities in specific typographic lockups. Below are a few examples in both horizontal and vertical arrangements.



PRODUCT LOGO EXCEPTIONS:





THANKS

If you're ever in doubt about how to handle something related to our brand, just refer back to this document. If you can't find what you're looking for, just let us know and we'll figure it out for you. After all, that's what we do best.

Have questions? Contact branding@rackspace.com