Rackspace Brand Identity System

Essentials Guide

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About this document

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

This guide will introduce you to the foundational elements of the Rackspace brand and help you create materials with a consistent visual style, voice, tone and message.

Questions

Need something? Have questions?
Email us: brand@rackspace.com

Table of contents

We're here so you can be great

Our position

We're here so you can be great

We love what you do. It's as simple as that, really. From putting cars on the road, to clothes on peoples' backs, to powering towns and feeding millions. You make the world go, and everything that we do is so you can do it better. You've already achieved great things, but ambition never stops. So you take your achievements and you build on them. And your commitment — your greatness — is what motivates us. You set the bar for everything we do.

Our world is IT, and we obsess over it so you don't have to. We relentlessly consume every new technology. Then we plan, we scale, we make what seems complex and exhausting, simple and manageable for you, every step of the way. Because your success is our success. Your results are our results. Your purpose is our purpose. And that, is exactly why we do everything that we do.

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How we act

We make it a priority to know our customers' businesses inside and out. What they need now, and what they need to stay great in the future.

We won't hesitate to roll up our sleeves and take on a complex task, so our customers don't have to. We will do whatever it takes to make our customers great.

We're proactive. We anticipate our customers' needs to help them reach their goals, and provide solutions before they know they need them.

We fanatically embrace change. Not for change's sake, but to get to great.

We're relentless. The bar for greatness is always moving, and we never stop pursuing it.

We simplify. The only thing that matters to our customers is their end result (greatness).

We are Rackers. We make our drive and our expertise known, but our voice remains human and conversational.

We let our love for our customers show. We brag about them at every opportunity. We use our customers' successes to tell our story and prove our expertise.

We say, *"We're here so you can be great."*

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Messaging guidelines

Goals and principles

We aim to achieve these goals with all of our messaging.

Relate

Be a friend to our customers. Make it clear that we know their business and understand what they're going through. And that we are here to help them navigate whatever part of their journey they're currently on.

Inspire

Help our customers understand that Rackspace can give them the tools to be greater in everything they do.

Simplify

Make what is clearly a complicated, jargon-filled world a bit more palatable and easy to understand.

Educate

Give our customers the information they need to be great. Communicate in a friendly way that helps them understand their needs as we work to address them together.

In order to pull that off, our messaging should embody these principles.

Be clear

Have an in-depth knowledge of the topic you're addressing, so you can explain it in the simplest, most direct manner. Avoid the buzz and get to the goods.

Be approachable

Speak to our customers like they're real people (hint: because they are). Avoid being overly formal or stuffy. It's ok to have a little fun as long as we're still informative.

Be an expert

Speak as an authority on the subject. Be confident and knowledgeable but not preachy. And remember the previous principle!

Be outcome oriented

Where possible, explain what we do through the lens of how it impacts our customers. Use examples, tell success stories, celebrate their greatness and the role we played in helping them achieve it.

Be empathetic

Pay attention to where our customers are in their journey. Understand their challenges and obstacles so that you can better convey how we will help.

Be optimistic

Let your excitement for problem-solving show.

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Our voice

So what is our voice? Well, think of us as your friendly, insanely driven neighborhood genius, with a particular fondness for using our powers to help others. We inject life and personality into what many would consider a very dry field. We are genuinely excited about our customers' successes. The most important thing for us is to make sure our customers know that everything we do is in service of their endgame — their greatness.

Some things we are. And some things we are not.

- We're very smart, but not pretentious.
- We're conversational, but not flippant.
- We're witty, but not silly.
- We're simple and clear, but not dumbed down.
- We're optimistic, but not unrealistic.
- We're forward thinking, but not impulsive.
- We're proactive, but not presumptuous.

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Webpage headline examples

We don't say

Transform the way you do business
Expert guidance across today's leading technologies

Secure and protect your business

Business Email Hosting and Productivity Services Backed by Fanatical Support

Healthcare Solutions for the Well-Being of Your Digital Transformation

How Safe Is Your Business Data?

We say

Passionate experts, dedicated to your success
Your trusted partner across IT infrastructure, cloud, application and security services

Cybersecurity experts, proactive and always on your side

Make connecting and collaborating easier

We speak healthcare IT

Doing what it takes to keep your data safe

Paid media headline examples

We don't say

Our team of experts is always available for whatever needs arise

Our Fanatical Support means service whenever and wherever

We make the cloud manageable

Resell affordable email solutions

We say

Cloud management comprising 3,000 tech experts obsessed with your success

Need to talk about your IT at 3am? Not a problem.

We manage your cloud so you can do the things you never thought possible

Your customers need email. You need 100% network uptime that's secure and reliable.

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Customer stories

Customer success stories are how we prove the very core of our position: We're here so you can be great. So, needless to say, they carry a lot of weight on behalf of the brand. That means we treat them as opportunities to tell interesting, emotional success stories that connect with our audience on a human level, instead of cold, technical deep dives that speak to process rather than results.

Tips

Lead with results

Not everyone will read through an entire customer story, so lead with the good stuff. Get into the impact right away.

Don't get lost in the weeds

It's important to illustrate what we did for our customers, but don't make it a jargon-filled list of specific tasks. Speak to the reasons why we did everything we did.

Make it human

Customer stories are often formulaic and robotic. Break away from the cookie-cutter "Business, Challenge, Outcome" model. We're here to demonstrate how our services help our customers make a greater impact on everyone around them.

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Customer story examples

We don't say

Business

Sesame Workshop programs deliver crucial lessons about health, emotional well-being, respect and understanding to children in over 150 countries.

Challenges

The organization's traditional IT infrastructure design was limiting their ability to grow with their international audience.

Outcome

A flexible and scalable hybrid cloud that provides agility across mobile and over-the-top (OTT) platforms like Roku and Apple TV — plus the freedom to focus their IT and digital media engineering resources on their core mission.

Read the case study

We say

Sesame Street educates millions of kids every day. Together, we made it a whole lot easier to educate millions more.

When we met

Sesame Street was using a traditional IT infrastructure design that was making it difficult to grow their audience around the world.

Getting to great

Together, we built a flexible, scalable, hybrid cloud so Sesame Street could work smoothly across platforms like Roku and Apple TV. That meant freeing up countless hours for their internal IT team; but even better than that, it helped bring Bert, Ernie, Big Bird and the rest of the Sesame Street family to millions of kids all over the world.

Get the details

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Email examples

We don't say

Subject
AWS account best practices

Preheader
Getting better results from your AWS account

Body
To ensure you get the security, cost effectiveness, and scalability you need from AWS, it's important to choose an account management approach that is a good fit for your organization. Check out our white paper, Best Practices for AWS Accounts. James Cowe, Director of AWS Strategy & Architecture at Rackspace, discusses different methods of user account management and the potential benefits and detriments of each approach.

Download white paper

We say

Subject
Get more from your AWS account

Preheader
Done right, AWS can make you better at everything you do.

Body
The right account management can turn your AWS environment into a cost-effective, well-defended fortress of incorruptible data security.

Catch up on the latest and greatest best practices with this white paper from James Cowe, Director of AWS Strategy & Architecture at Rackspace. James gets into the different methods of user account management and the benefits you can get from each approach. Get all you need to be greater at everything you do.

Read the white paper

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Social media guidelines

Facebook

Publishing Time and Day

Optimal reach and engagement on Wednesdays and Thursdays, 12pm–2pm (EST).

Copy Guidelines (Organic)

Length: 40–80 characters, 14–20 words. Include clear, precise CTA.

Copy Guidelines (Paid)

- **Post copy:** 125 characters
- **Headline:** 25 characters
- **Link description:** fewer than 30 characters
- Include clear, precise CTA

Image Copy Overlay

Fewer than 5 words on images with copy overlay. Copy should take up less than one third of the total image area.

Video Best Practices

Always include captions; keep length under 2 minutes; preview screen should have a supporting caption to support video title; and brand the video at second zero continuously through to the end card.

LinkedIn

Publishing Time and Day

Optimal reach and engagement on weekdays, 9am–4pm (EST), favoring Monday, Tuesday, and Thursday.

Copy Guidelines (Organic)

Length: 100 characters or fewer, up to 20–25 words. Include clear, precise CTA.

Copy Guidelines (Paid)

- **Post copy:** 75 character limit
- **Headline:** 25 characters
- **Link description:** fewer than 30 characters
- Limit SEO term inputs to 8 entries
- Tag post with most relevant post content or industry term

Image Copy Overlay

Always post with at least a still image. Brand each asset and/or match brand color wheel.

Video Best Practices

Video should always be captioned. Preview screen should have a supporting caption to support video title. Brand from second zero to the end card.

Education Value

Messaging and CTA should offer a value proposition of an education benefit, enticing audience to learn something or to be served industry wisdom.

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General copy guidelines

- We no longer say, "Fanatical Support." Instead, we say, "Fanatical Experience" to be more inclusive of our full range of services and offerings. However, we will not use "Fanatical Experience" in a headline or anywhere that we do not have enough real estate to provide further context for the phrase.

- Headlines should be sentence case.

- Do not add a period at the end of a headline unless there is punctuation within that headline.
  - *We're here so you can be great*
  - *We focus on cloud management, so you can be great.*
  - *We're here to manage your cloud. You focus on greatness.*

Tagline

The tagline is not allowed to be used independently as a piece of copy. It must be paired with the logo in the visual style displayed here.

When used in messaging it should be written as follows:

Rackspace: So you can be great

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So you can be great™ ——————— Trademark symbol is required when the tagline and logo are paired. The registered trademark (®) is removed from the logo.

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Visual
guidelines

Foundations

Principles
+
Elements

Visual brand system

Principles guide our visual system and connect it to our larger purpose as an organization. Without them, compositions begin to lose meaning and erode brand representation. It is important to maintain these principles in the creation of all brand communications.

Elements are the individual parts that make up our brand. It is not enough to simply use the design elements; they must be used with intention based on our agreed upon design principles.

Symmetry
All communications must exhibit visual symmetry in the display of information.

Simplicity
The simplest compositions with the least amount of elements work best. Less is always more.

Balance
Different than symmetry, balance refers to the weight of a composition either vertically or horizontally.

Consistency
Designs should all follow the same rules in regard to grid, type, color, image, and shape usage. Designs should have their own character, but should feel like a piece of other designs in other mediums.

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Fonts and typography

Fira Sans Font

Fira Sans is a humanist sans-serif typeface designed by Erik Spiekermann, Ralph du Carrois, Anja Meiners and Botio Nikoltchev of Carrois Type Design. It was released under the SIL Open Font License which makes it free to download and use.

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

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

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

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

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

Text sizing and spacing

Finding the correct size for headlines and other text is straightforward. Each is a multiple of the size used for the body. In the example below, the body size is 20pt which happens to be the body copy size in this document.

H1	**4.5** x Body size size: **90pt** leading: **94.5pt** (1.1em) weight: **ExtraLight**
H2	**3** x Body size size: **60pt** leading: **66pt** (1.1em) weight: **ExtraLight**
H3	**1.75** x Body size size: **35pt** leading: **38.5pt** (1.1em) weight: **Light**
H4	**1.25** x Body size size: **25pt** leading: **30pt** (1.1em) weight: **Regular**
H5	**1.1** x Body size size: **22pt** leading: **26.4pt** (1.2em) weight: **Regular**
Body	size: **20pt** leading: **26pt** (1.3em) weight: **Light**
Caption	**0.75** x Body size size: **15pt** leading: **19.5pt** (1.3em) weight: **Light**

All sizes are a multiple of the **Body** size

Alternate font

Although Fira Sans is free, it isn't ubiquitous. So, when it comes to documents and presentations that need to be shared, it is best to use the Arial font family.

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

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

Where to use Arial
- Word documents
- PowerPoint or Keynote presentations
- Excel spreadsheets
- Emails

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Typography

Don'ts

Heavy weight used for a headline ✕

Example headline copy

All caps ✕

EXAMPLE HEADLINE COPY

Right-aligned text ✕

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

Center-aligned text ✕

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

Not enough letter spacing ✕

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

Correct tracking or letter spacing should be no less than -0.01em (-10 in Adobe Applications).

Too much letter spacing ✕

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

Correct tracking or letter spacing should be no greater than 0.01em (+10 in Adobe Applications).

Not enough leading ✕

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

H1, H2, H3, H4 = 1.1em (110%); H5 = 1.2em (120%); body, caption = 1.3em (130%)

Stretched text ✕

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

Fonts not listed in these guidelines ✕

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

Do not use any fonts other than Fira Sans or Arial. Stop using any fonts from any other brand or campaign guide.

Not a brand color ✕

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

Please stick to the colors in our palette.

Italic ✕

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

Italic text should only be used for pull quotes.

Low contrast, difficult to read ✕

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

Although brand colors are used in this example, the combination is difficult to read.

Text placed directly on a photo ✕

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

Text should never sit directly on an image. It should be in a container card to provide focus and readability.

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Our logo

Logo

Our logo is an isolated wordmark with a
registered trademark symbol appended.

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Minimum clear space

Our logo should be given enough room to
separate it from other composition elements.
The minimum clear space should measure the
height of the **r** on all sides.

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The **r** should align
to the left of the **e**,
not to the registered
trademark symbol.

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Logo

Minimum sizes

Digital

The logo can be used at any size above 72 pixels wide for digital applications.

Print

The logo can be used at sizes of 1 inch wide and above for print.

72px   1 inch   25.4mm

rackspace.   **rackspace.**   **rackspace.**

Below these sizes, the logo should be replaced by our icon.

rackspace. ⟶ **r**

Alignment rules

The logo is placed consistently relative to its container. It should always be positioned on the left and on the top or bottom.

Aligned to the left edge of the composition.

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments.
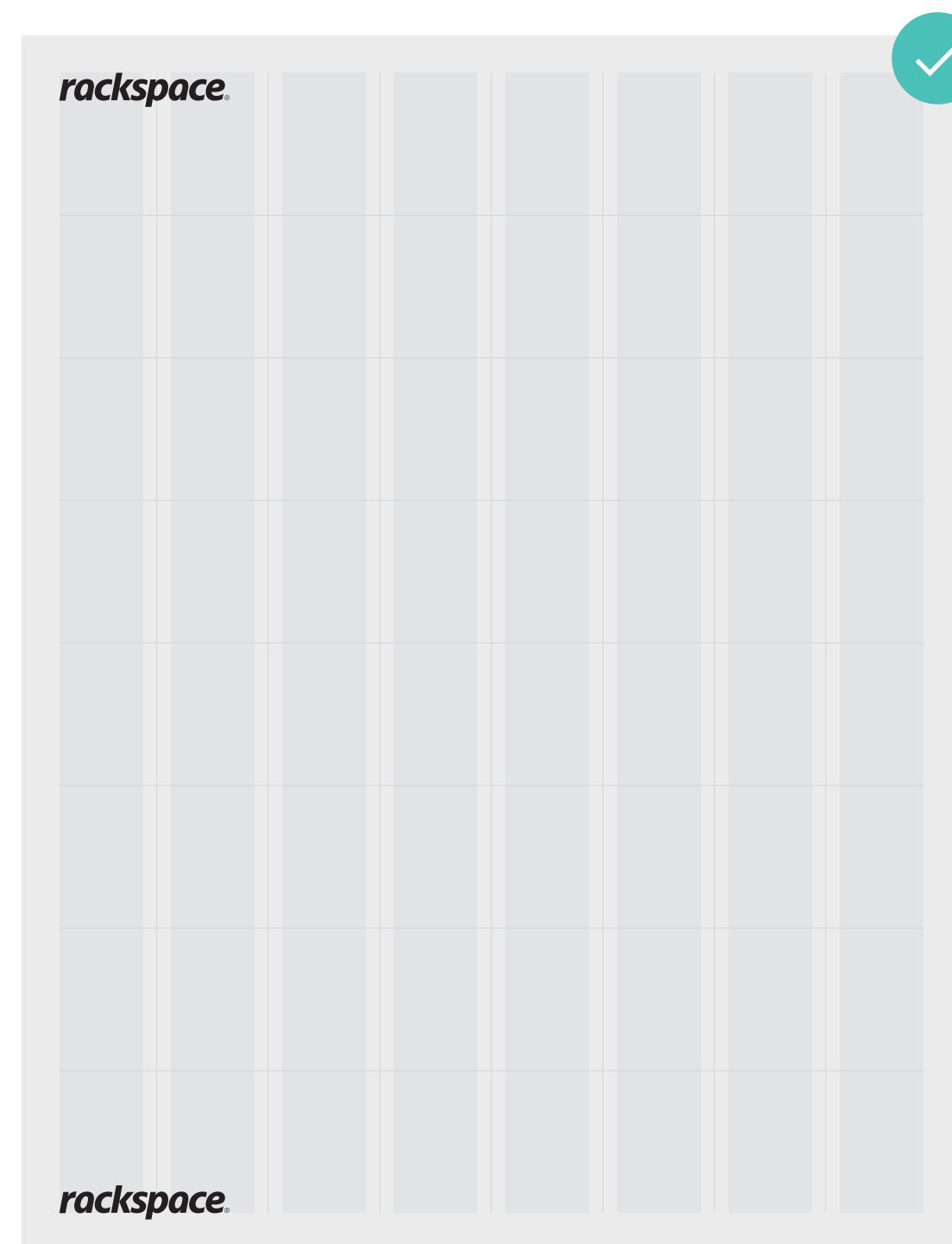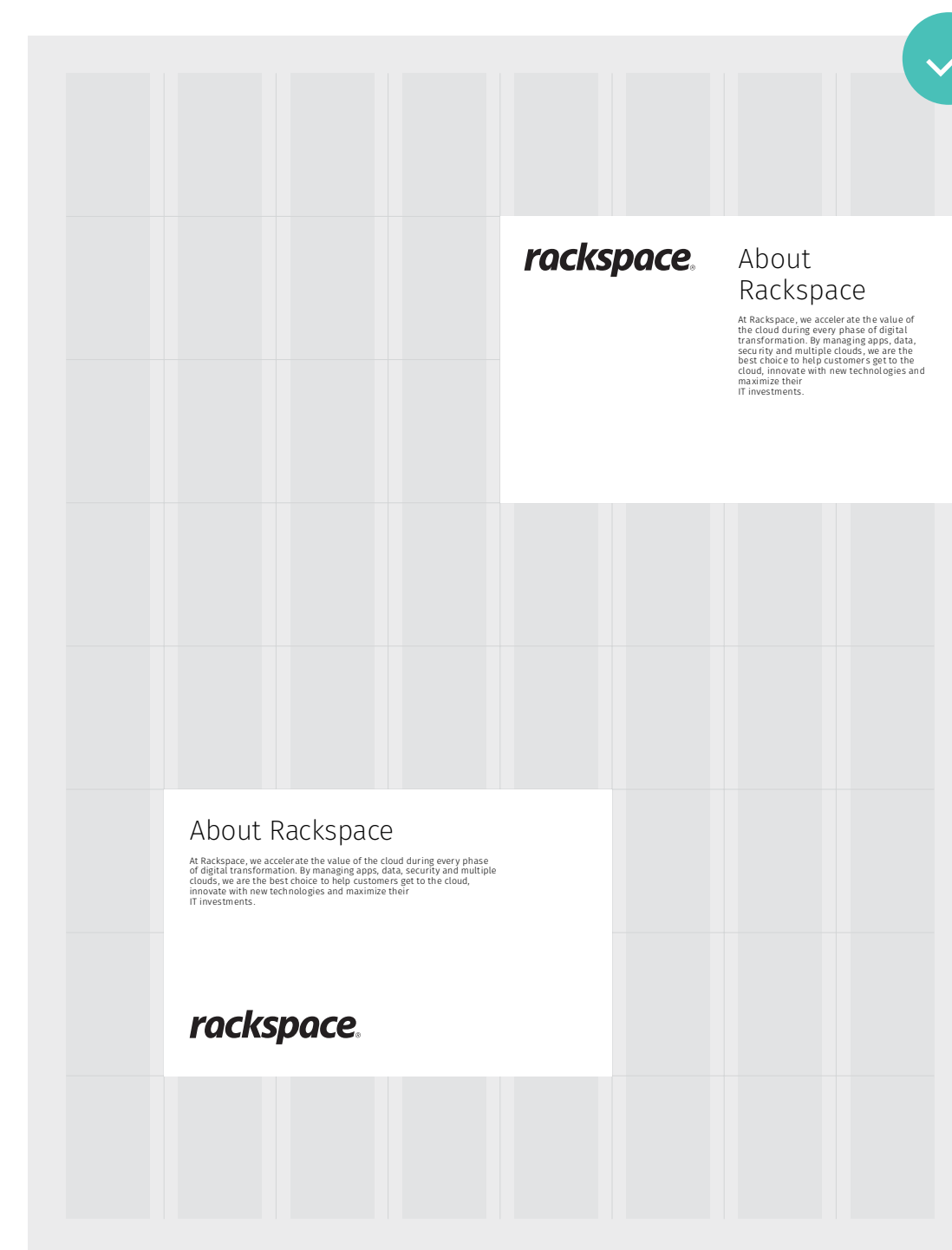
Inside a container, logo must be left-aligned to container. Container can be placed anywhere according to grid rules.

About Rackspace
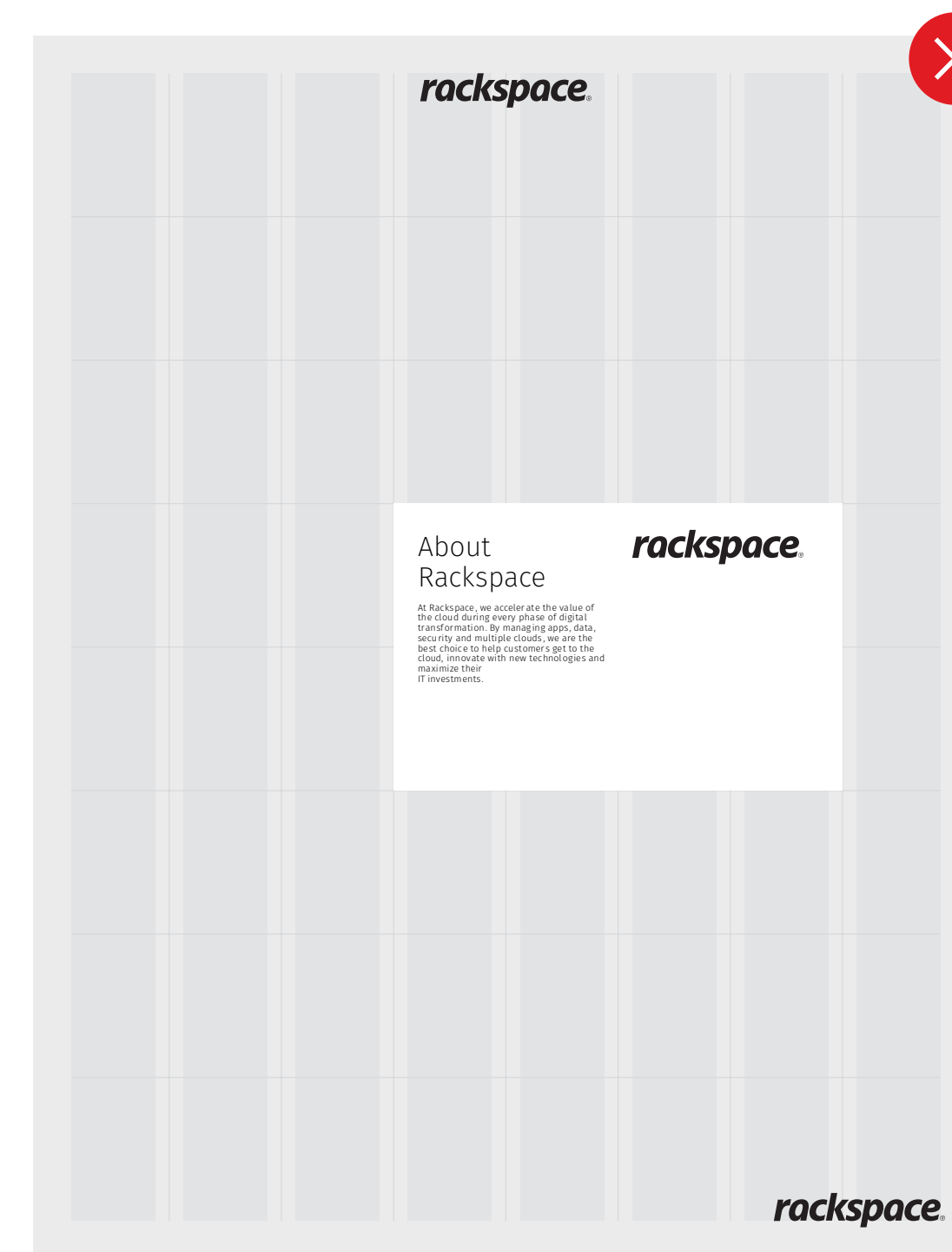
Logo should never be right-aligned or centered.

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Logo

Colors

Black

White

Red

HEX: #EB0000
RGB: 235, 0, 0
CMYK: 1, 100, 100, 3
PMS: 1795 C

Don'ts

Incorrect color

No pattern fills

No shadows

Logo over an image

No gradients

No pattern backgrounds

Logo rotated

Logo stretched

Logo cropped

Low contrast

Our icon

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Icon

Our icon can be used as a replacement for our logo at small sizes and to represent Rackspace for social media or site avatars. It can also be used as a graphic element in designs (more on).

Note: The r icon should always be used in conjuntion with our logo or the word "Rackspace". This proximity will help build brand equity in the icon.

Minimum clear space

Like our logo, the icon should be given enough room to separate it from other composition elements. The minimum clear space should measure half the height of the **r** on all sides.

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Icon

Alignment rules

The icon is placed consistently relative to the page. It should always be positioned on the left and on the top or bottom.

Minimum sizes

Digital

The icon can be used at any size above 25 pixels wide for digital applications.

Print

The icon can be used at sizes of 0.347 inches wide and above for print.

25px   0.347inch   8.8mm
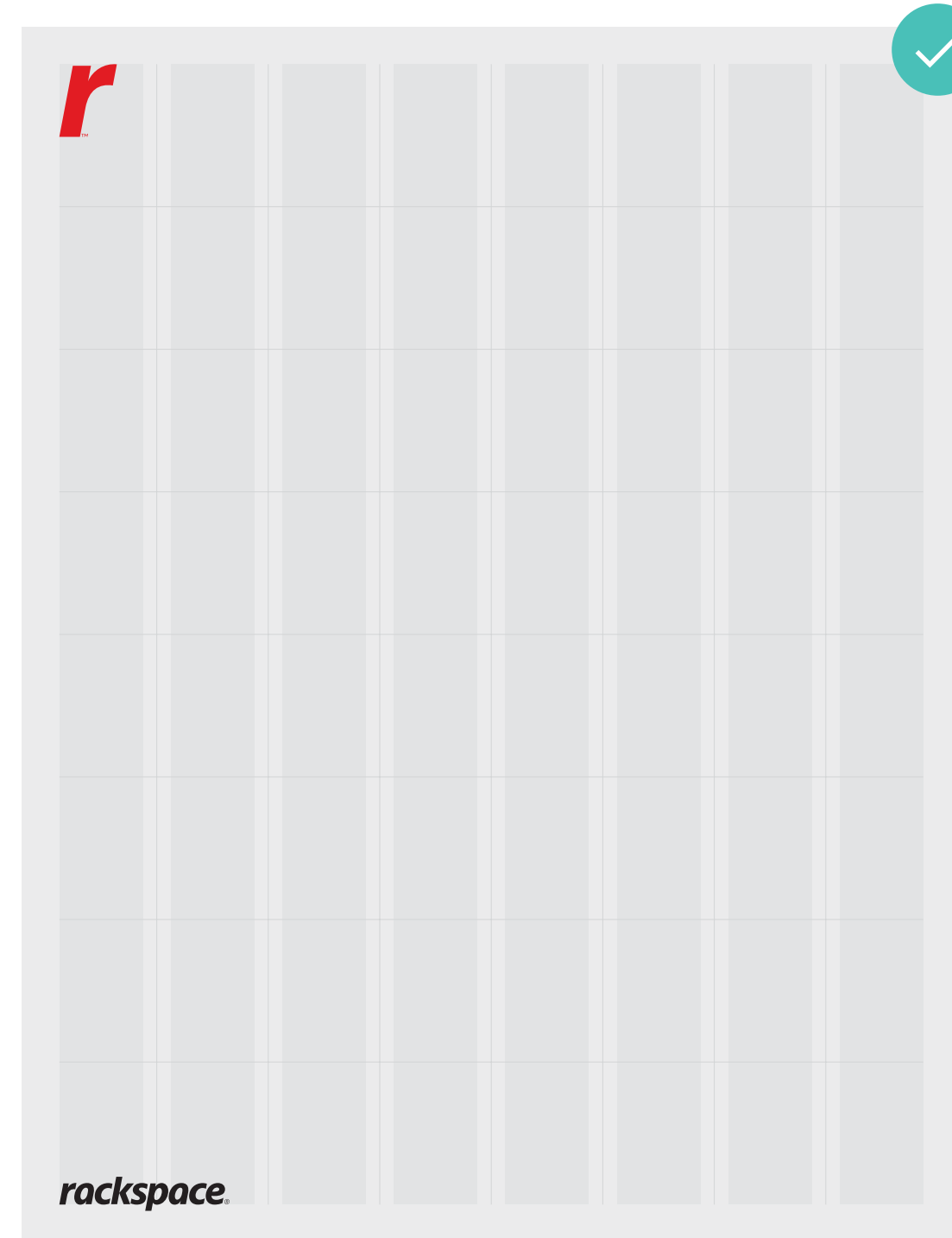
Aligned to the left edge of the composition. Used in conjunction with the Rackspace logo.
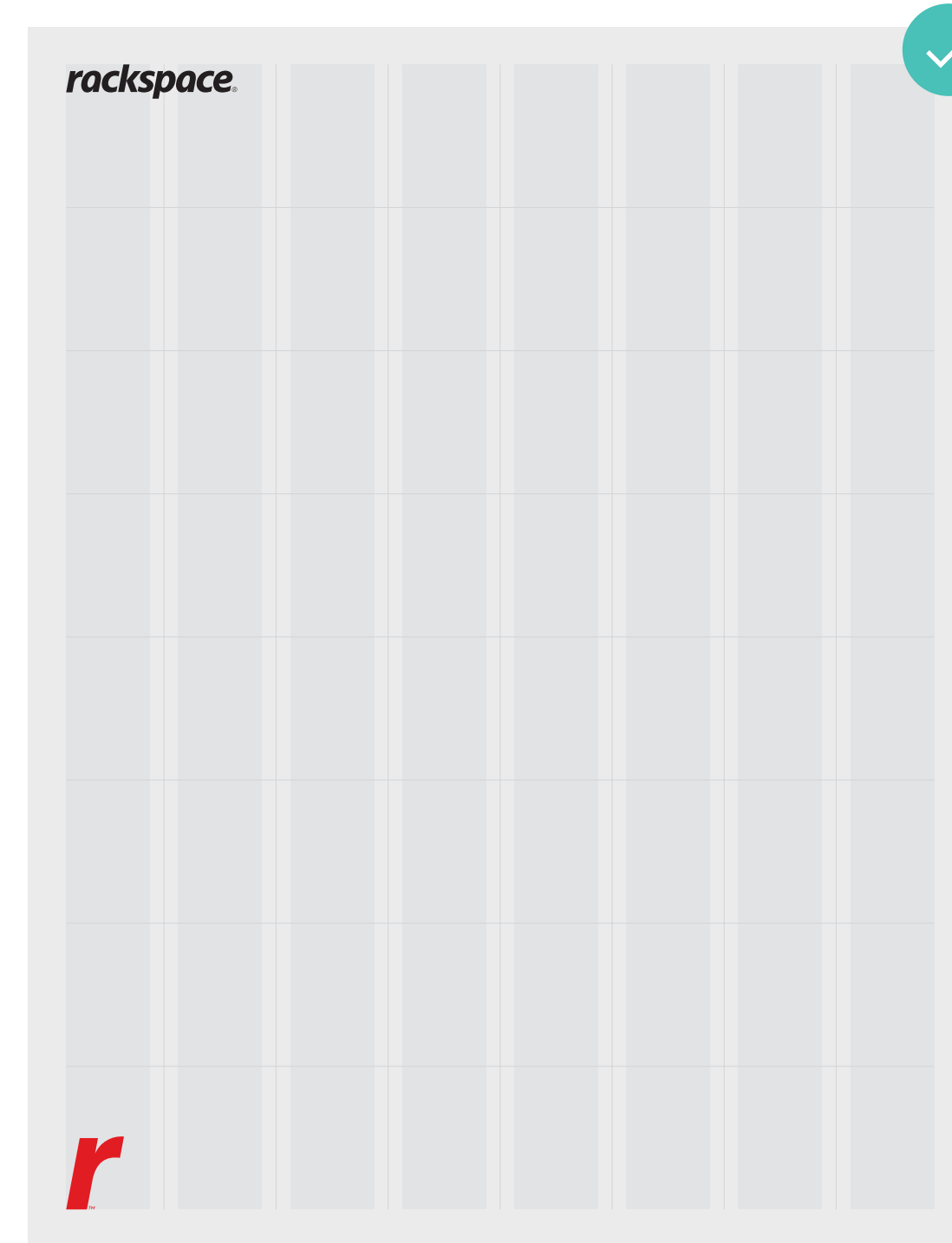
Aligned to the left edge of the composition. Used in conjunction with the Rackspace logo.
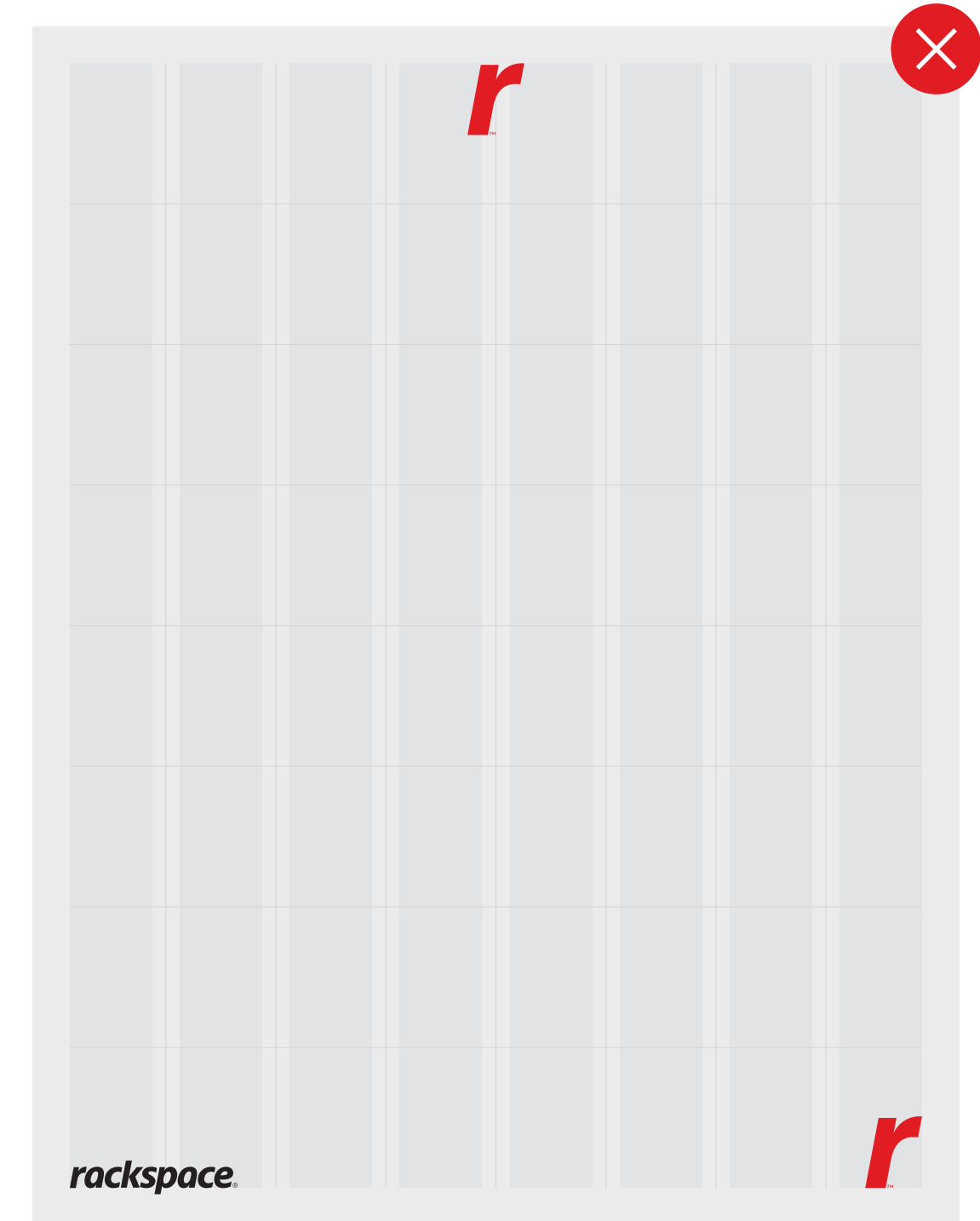
Icon should never be right-aligned or centered.

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Icon

Colors

Red

White

Gradient*

* The gradient version of the icon should only be used when combined with photography. See page 29 for an example of acceptable usage.

Don'ts

Incorrect color

No pattern fills
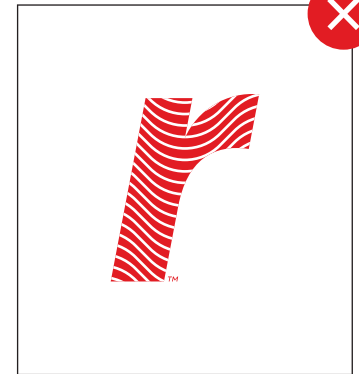
No shadows

Icon over an image

No gradient backgrounds
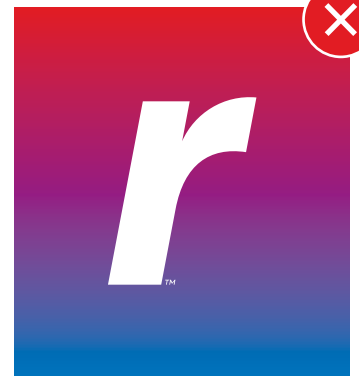
No pattern backgrounds

Icon rotated
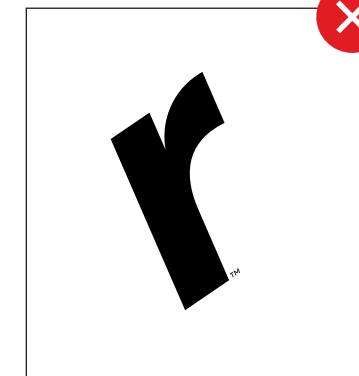
Icon stretched
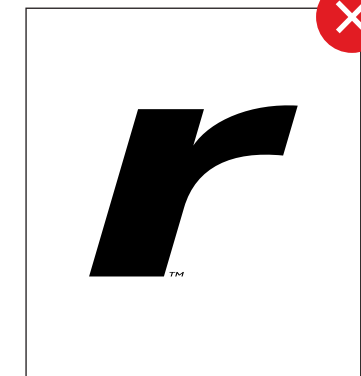
Multiple icons
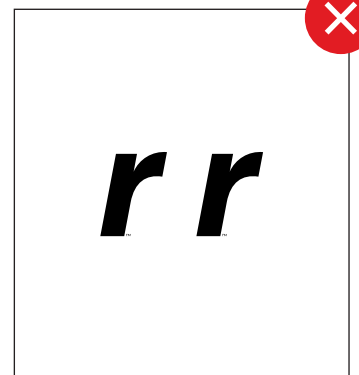
Right aligned
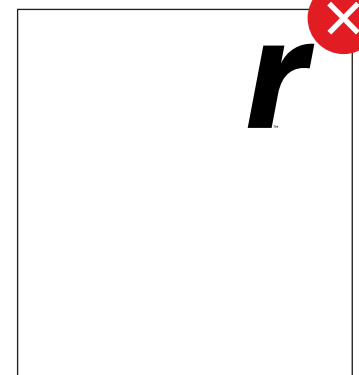
Used as a pattern
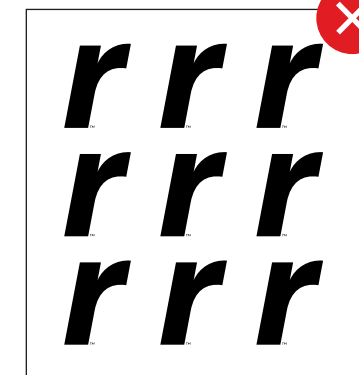
Placed inside a shape

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Our icon as a graphic element

Icon as a graphic

Our icon can be used as a graphic element in brand design communications. It can be used in three ways.

As a single design element

The r shape can be used to brand swag

Cropped within a layout

Our icon can be used as a graphic element in brand design communications.
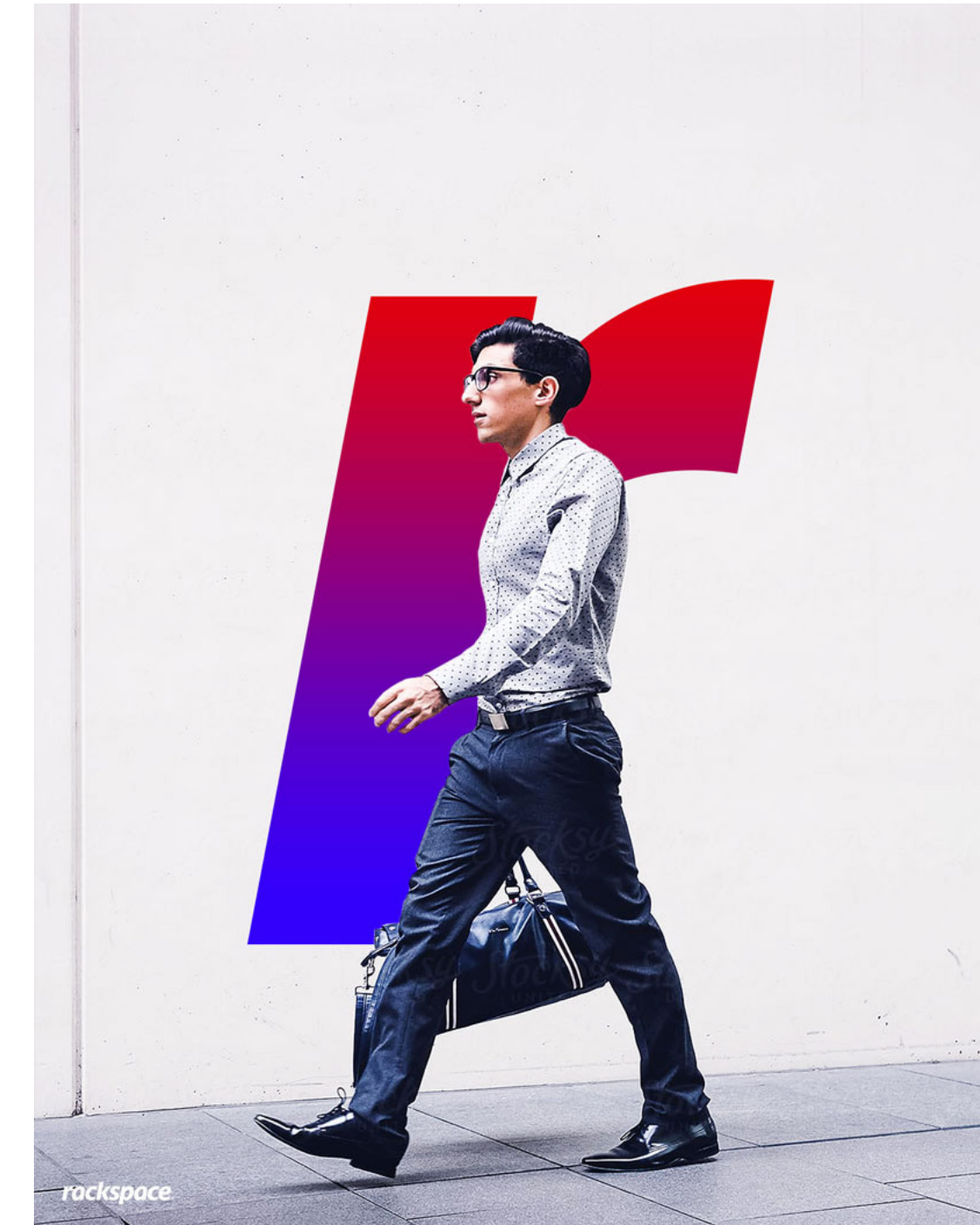
Incorporated into photography

This application of the r shape symbolizes the supportive relationship between Rackspace and our customers. We are behind them every step of the way. Ensuring they can do whatever they do, better.

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Icon as a graphic

Examples
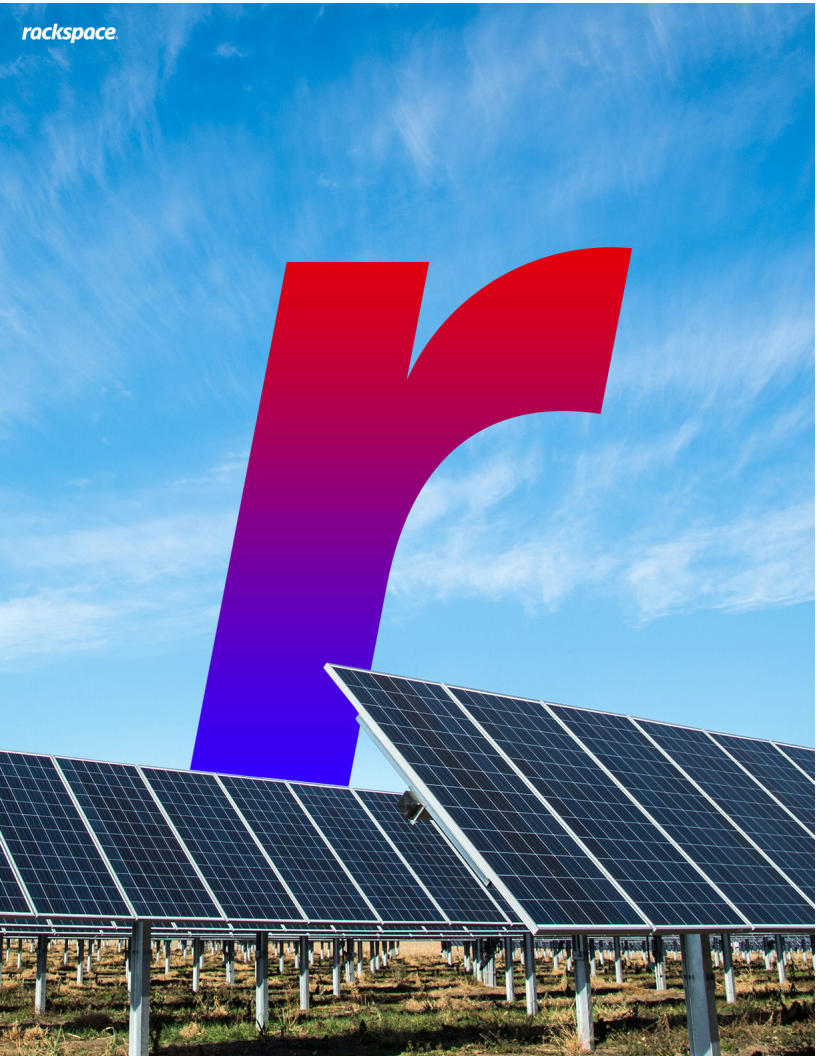
Icon as
a graphic

Place the r shape on top
of the subject

Create awkward empty space
between the r shape and the subject

Use another gradient color
for the r shape.

Use a white r shape on any
color besides red

Crop in a way that makes it difficult
to read as an r

Use the gradient colored r shape as a
standalone element

Use the r shape without being in
context or proximity to our logo

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Trademark symbols

Trademark symbols

Symbol sizing

As our logo, r icon and tagline artwork get smaller, the trademark symbols will need to be increased in size to keep them from disappearing. However, keep them below the sizes shown below.

The ® with our logo shouldn't be taller than 1/3 (33.3%) the height of the "e".

The ™ with our icon shouldn't be taller than 1/20 (5%) of its height. The symbol should be positioned 1/2 the width of the "T" in the symbol from the edge of the r, regardless of size.

Usage rules

Use a ® symbol when our logo is used by itself.

When combining our logo and tagline, the tagline should have a ™ symbol.

The r icon should have a ™ symbol when used alone.
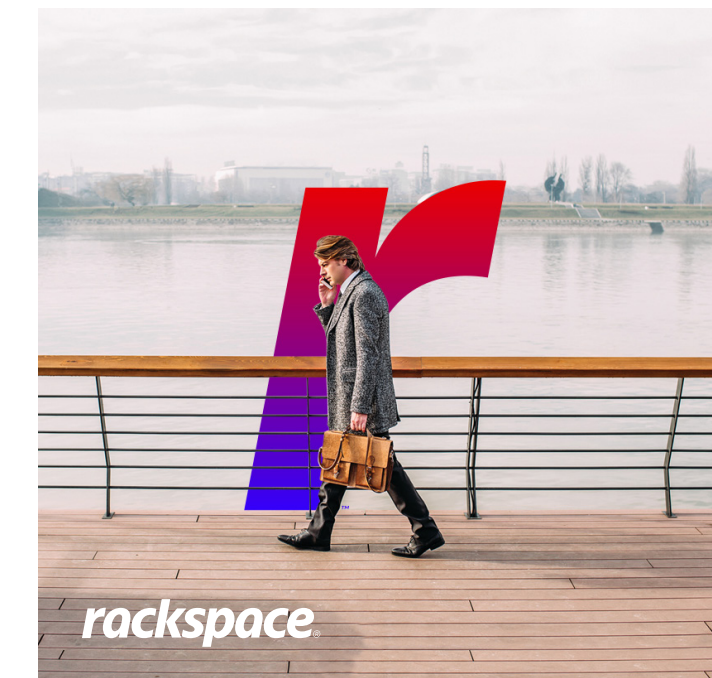
When our logo and r icon are used within the same composition, the logo should have a ® and the icon should have a ™.

When our logo and r icon are used together as a design, the logo should have a ™ appended. No symbol for the r icon.
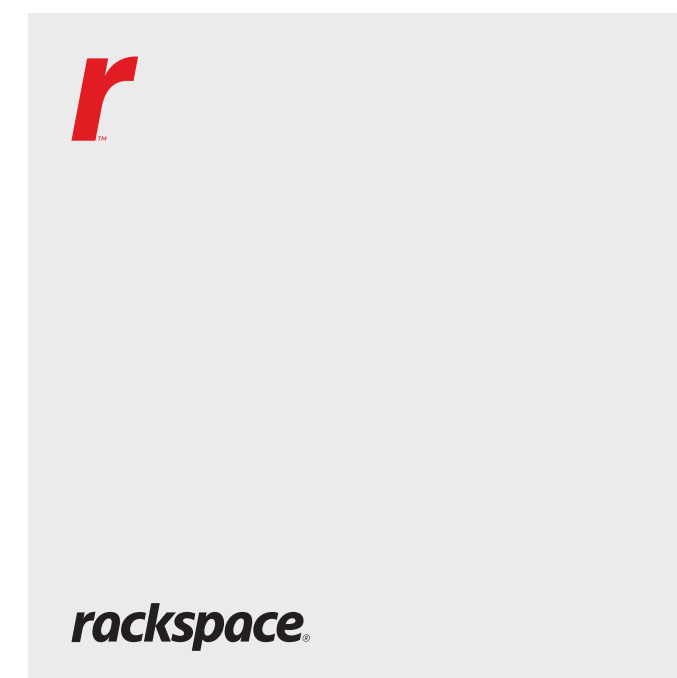
When our logo and r icon are used within the same composition, the logo should have a ® and the icon should have a ™.
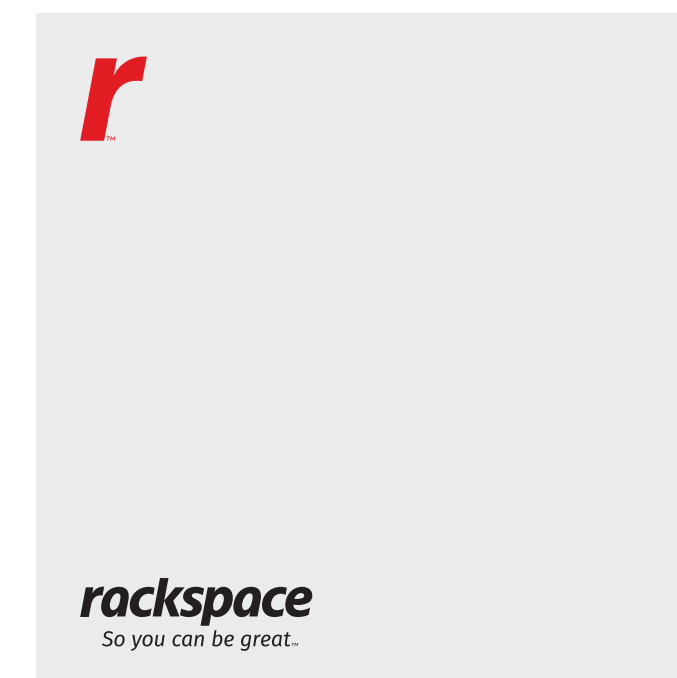
When our logo, r icon and tagline are used within the same composition, the tagline and icon should have a ™ symbol.
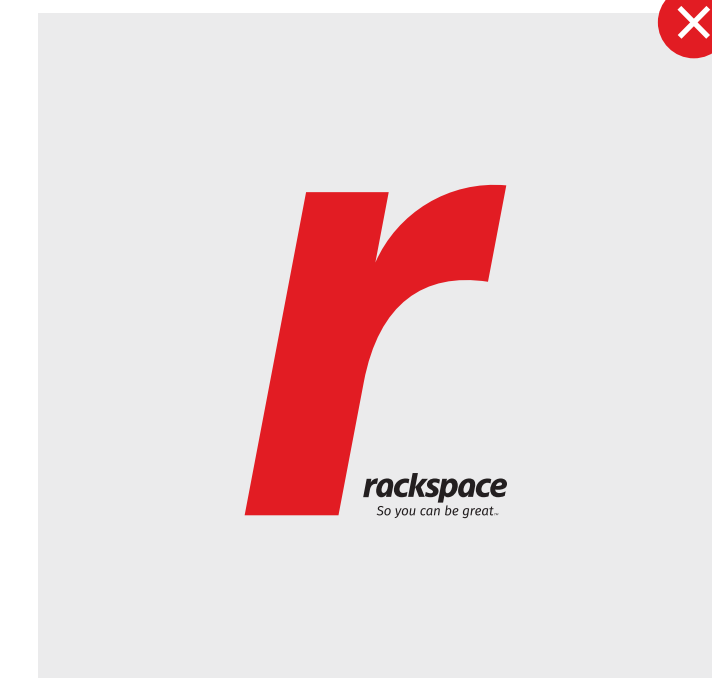
Don't combine our logo, r icon and tagline as a design. Please keep them separate like the example to the left.

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Color

Color

Primary, secondary and neutral palettes

Usage

Rackspace is still red at its core, with a broader set of colors to bring variety to our brand experiences. However, there is a logic to how to apply colors to brand communications. Red and white are always at the top of the color hierarchy, with additional primary colors playing a supporting role at 20% of total color usage. Secondary colors and neutrals make up the rest.

Color hierarchy

More used ⟶ Less used

Primary

Red family

HEX: #EB0000
RGB: 235, 0, 0
CMYK: 1, 100, 100, 3
PMS: 1795 C

Purple family

HEX: #95008A
RGB: 149, 0, 138
CMYK: 41, 100, 0, 9
PMS: 513 C

Blue family

HEX: #3300FC
RGB: 51, 0, 252
CMYK: 99, 47, 0, 0
PMS: 2174 C

Teal family

HEX: #00C8BC
RGB: 0, 200, 188
CMYK: 65, 0, 34, 0
PMS: 7465 C

Secondary

HEX: #C40023
RGB: 196, 0, 35
CMYK: 0, 100, 90, 21
PMS: 1805 C

HEX: #52194F
RGB: 82, 25, 79
CMYK: 69, 100, 37, 34
PMS: 519 C

HEX: #14064E
RGB: 20, 6, 78
CMYK: 100, 100, 15, 45
PMS: 2758 C

HEX: #056E8D
RGB: 5, 110, 141
CMYK: 92, 49, 31, 3
PMS: 7468 C

HEX: #FFDEDF
RGB: 255, 222, 223
CMYK: 0, 15, 5, 0
PMS: 2050 C

HEX: #F6D7F4
RGB: 246, 215, 244
CMYK: 6, 20, 0, 0
PMS: 2080 C

HEX: #E8F2FD
RGB: 232, 242, 253
CMYK: 8, 2, 0, 0
PMS: 2707 C

HEX: #D1FFFB
RGB: 209, 255, 251
CMYK: 22, 0, 10, 0
PMS: 7457 C

Neutral

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PMS: Black C

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: White C

The full spectrum between black and white may be used.

rackspace

Color

Bringing families together

Every standalone design should start with the red color family. But, as you move through a design, you can add in the other color families using the options below.

Start   Add family   Add family   Add family

Red family   Purple or blue   Teal or blue   Blue, teal or purple
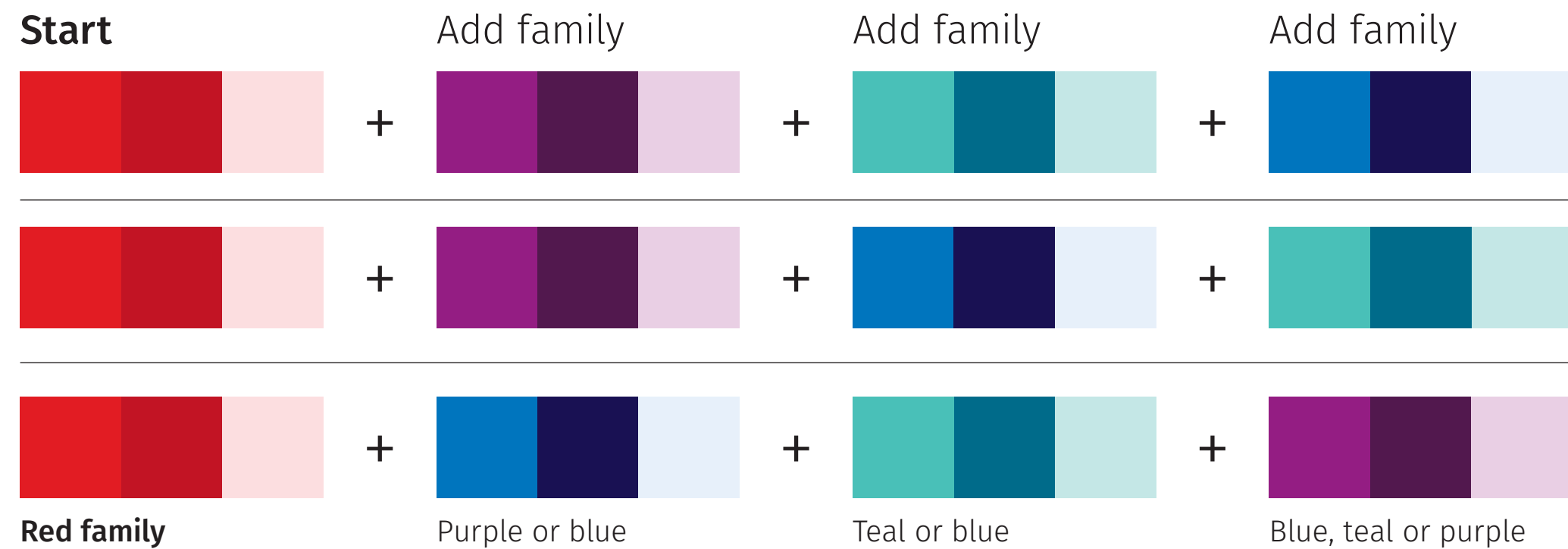
Extending the palette

Each color has tints that are designed to go with primary and secondary colors in more complex designs. These tints are never to replace primary colors, but are used to add the right amount of contrast for complex designs such as infographics and data visualization.

Reds	Purples	Blues	Teals
HEX: #EB0000 CMYK: 1, 100, 100, 3	HEX: #95008A CMYK: 41, 100, 0, 9	HEX: #3300FC CMYK: 99, 47, 0, 0	HEX: #00C8BC CMYK: 65, 0, 34, 0
HEX: #ED1717 CMYK: 1, 91, 91, 3	HEX: #9F1F95 CMYK: 37, 91, 0, 8	HEX: #4617FC CMYK: 90, 42, 0, 0	HEX: #17CDC2 CMYK: 59, 0, 30, 0
HEX: #EF2E2E CMYK: 1, 82, 82, 2	HEX: #A8369F CMYK: 33, 82, 0, 7	HEX: #582EFD CMYK: 81, 38, 0, 0	HEX: #2ED2C8 CMYK: 53, 0, 28, 0
HEX: #F04646 CMYK: 1, 72, 72, 2	HEX: #B24CAA CMYK: 30, 72, 0, 6	HEX: #6B46FD CMYK: 72, 34, 0, 0	HEX: #46D7CE CMYK: 48, 0, 24, 0
HEX: #F25D5D CMYK: 0, 62, 62, 1	HEX: #BC62B5 CMYK: 26, 64, 0, 5	HEX: #7D5DFD CMYK: 63, 30, 0, 0	HEX: #5DDCD4 CMYK: 40, 0, 20, 0
HEX: #F47474 CMYK: 0, 54, 54, 0	HEX: #C579BF CMYK: 22, 54, 0, 4	HEX: #9074FD CMYK: 54, 25, 0, 0	HEX: #74E1DA CMYK: 36, 0, 18, 0
HEX: #F68B8B CMYK: 0, 45, 45, 0	HEX: #CF8FCA CMYK: 18, 45, 0, 4	HEX: #A28BFE CMYK: 45, 21, 0, 0	HEX: #8BE6E1 CMYK: 30, 0, 15, 0
HEX: #F8A2A2 CMYK: 0, 36, 36, 0	HEX: #D8A6D4 CMYK: 15, 36, 0, 3	HEX: #D8A6D4 CMYK: 36, 15, 0, 0	HEX: #A2EBE7 CMYK: 24, 0, 12, 0
HEX: #FAB9B9 CMYK: 0, 27, 27, 0	HEX: #E2BCDF CMYK: 11, 27, 0, 2	HEX: #B5A2FE CMYK: 27, 11, 0, 0	HEX: #B9F0ED CMYK: 18, 0, 9, 0
HEX: #FBD1D1 CMYK: 0, 18, 18, 0	HEX: #ECD2EA CMYK: 7, 18, 0, 1	HEX: #DAD1FE CMYK: 18, 7, 0, 0	HEX: #D1F5F3 CMYK: 12, 0, 6 0
HEX: #FDE8E8 CMYK: 0, 9, 9, 0	HEX: #F5E9F4 CMYK: 4, 9, 0, 0	HEX: #ECE8FF CMYK: 9, 4, 0, 0	HEX: #E8FAF9 CMYK: 6, 0, 3, 0

Root color

rackspace

Color

Don'ts
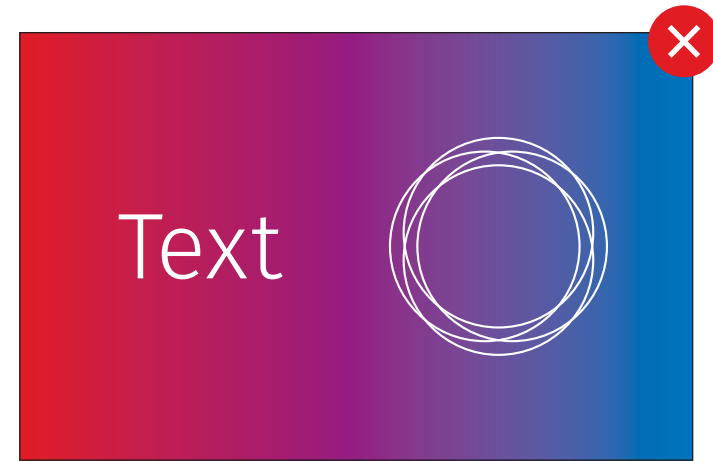
Use gradients as a background

Invent other gradients
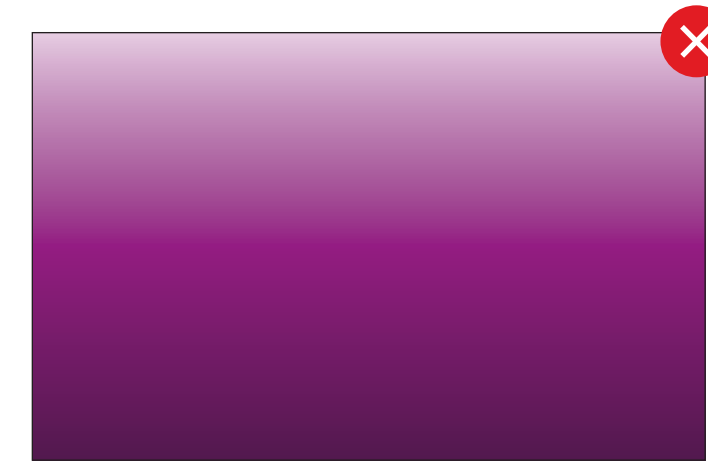
Create gradients using a color family

Use black as a background

Create gradients using the neutral color palette

Use radial gradients
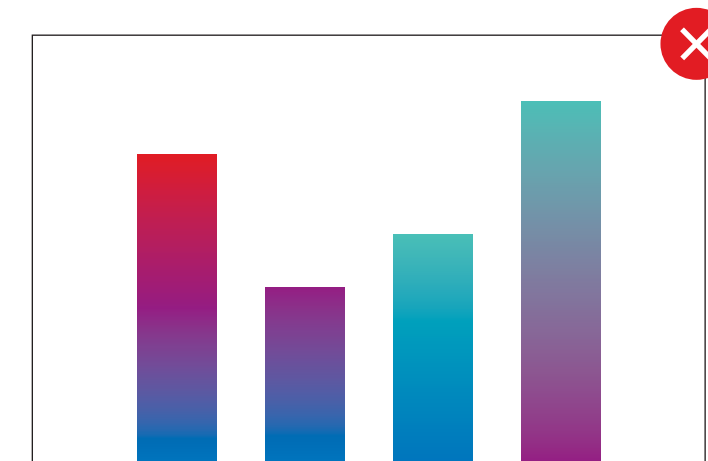
Use gradients in data visualizations

Apply color washes to images

Design experiences without one of the primary colors present

Apply gradients to type
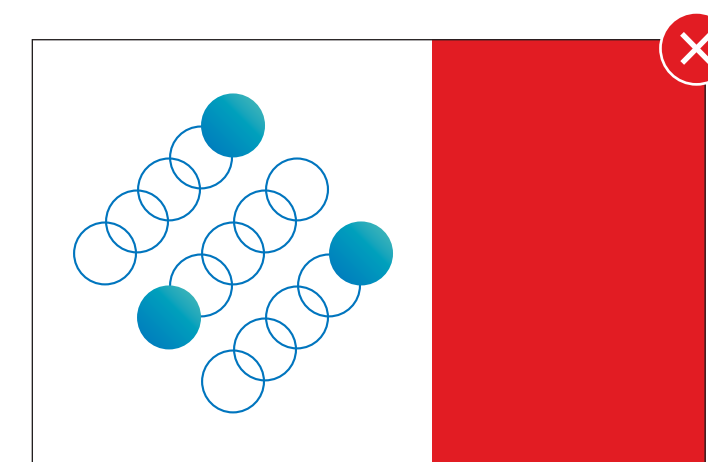
Mix color families

Use color combinations that do not provide sufficient contrast

rackspace

Rackshapes

Rackshapes

This graphic system is reflective of Rackers who strive for greatness in all that they do, whether internally or externally motivated. Rackshapes can be used with images as an accentuation of a theme, or on their own as a metaphor for the brand.

Philosophy

All Rackshapes evolve from the circle. Circles have represented many things throughout history. Circles symbolize perfection, the ideal state we are striving for, the place where people meet and work towards shared goals, and the cycle of feedback that occurs between Rackers and customers. More specifically, the Rackshapes represent a guiding, supportive element, or an aura that surrounds people who share a purpose.

Definitions

The use of hairline circles represents Rackers, the work they do and what is possible. Solid gradients represent customers and their outcomes. When paired together in various design combinations, they represent more complex concepts.

Rackspace and Rackers   **Our customer and their outcomes**   **Rackshape as a metaphor**
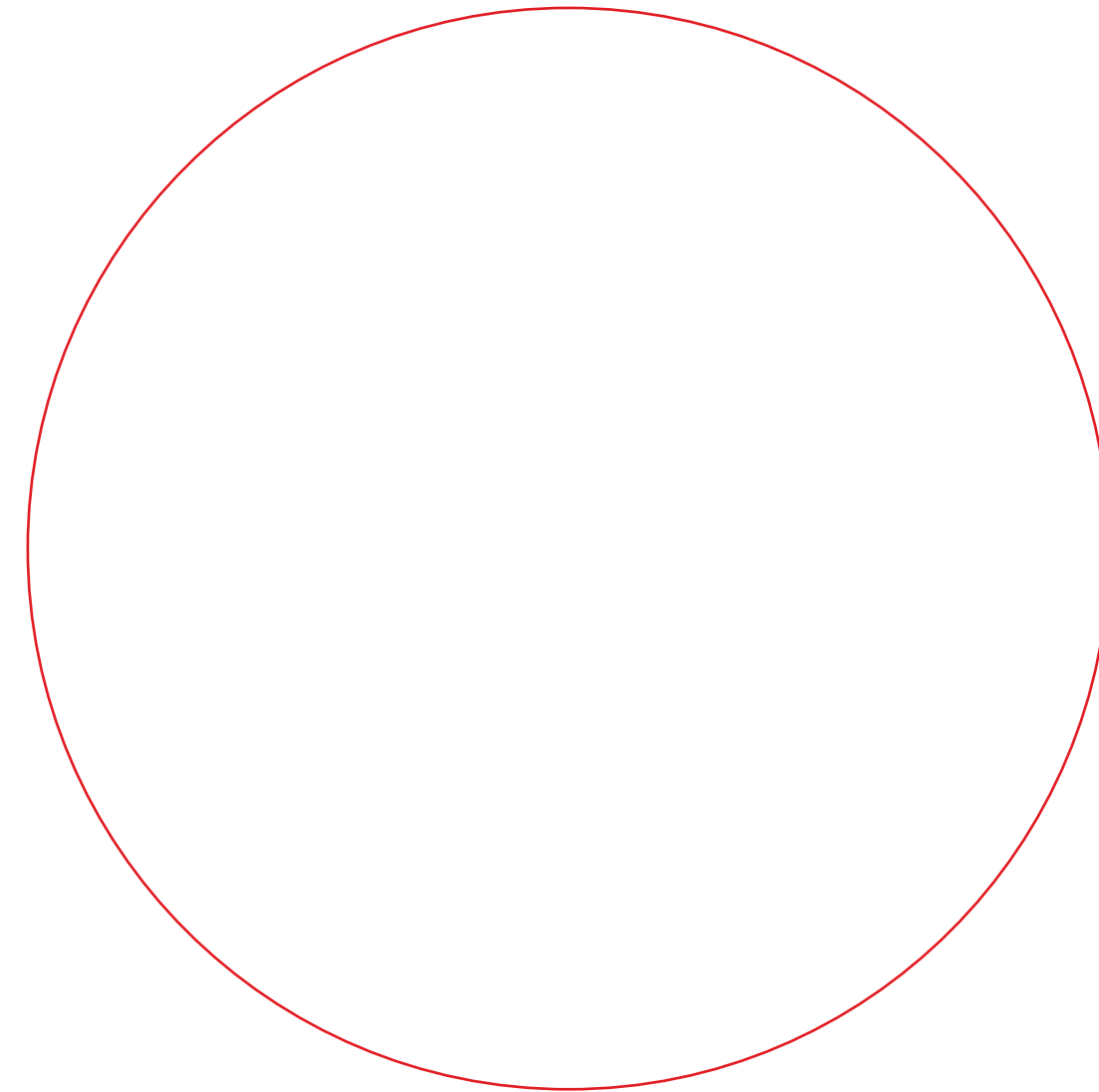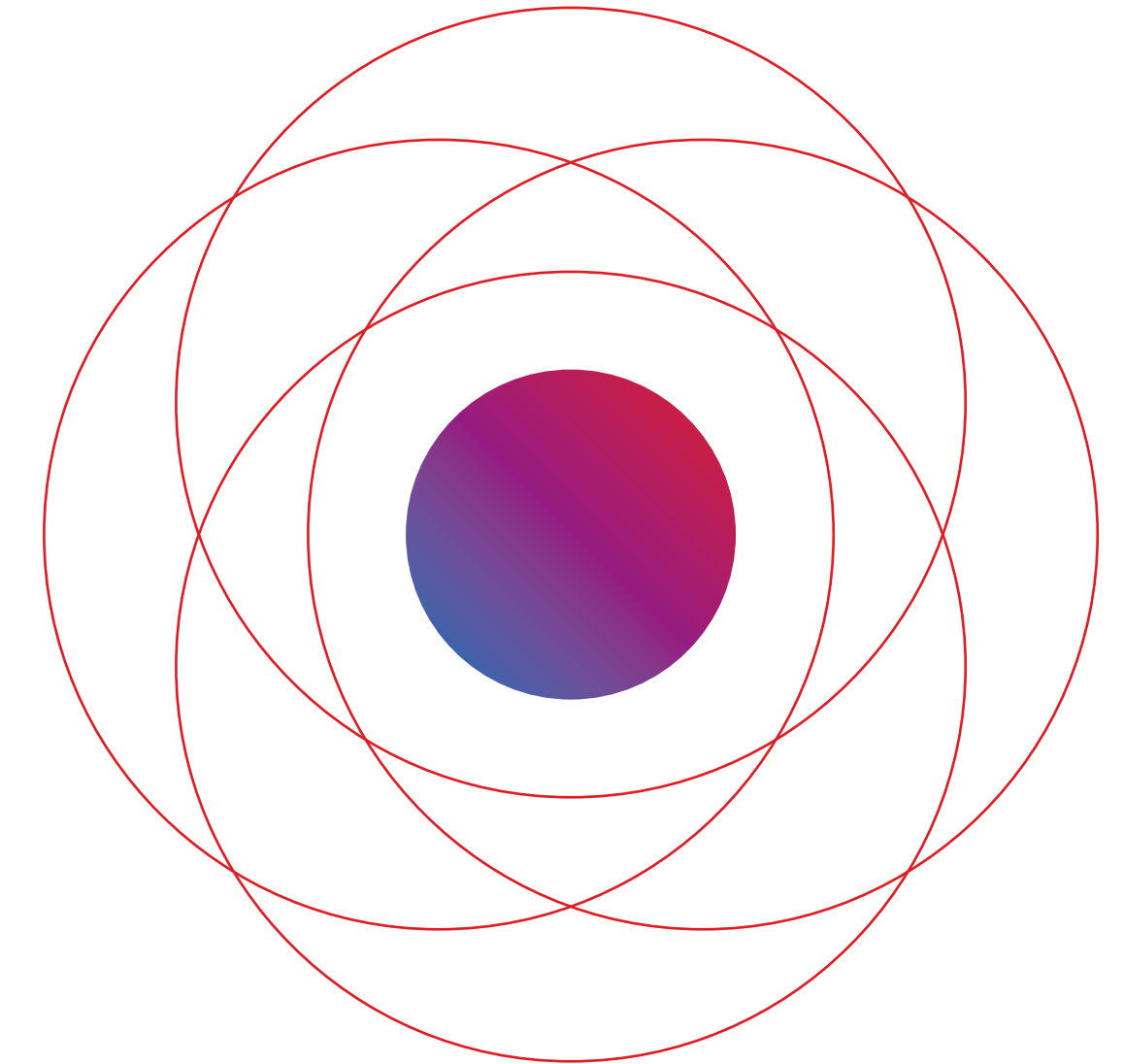
Examples
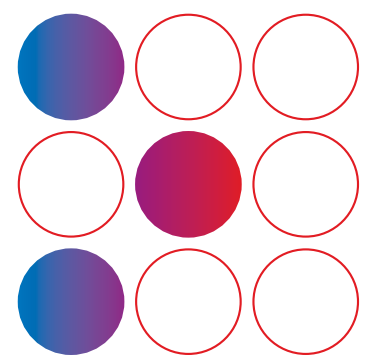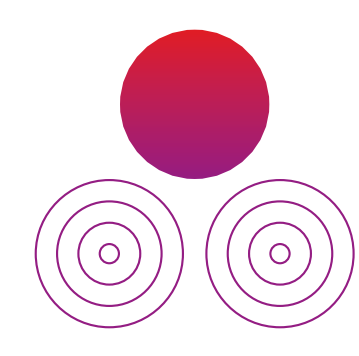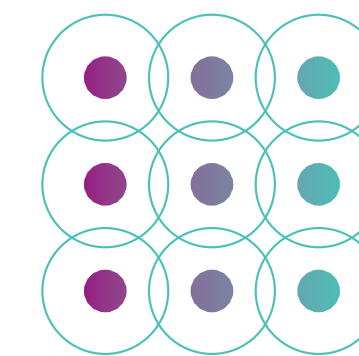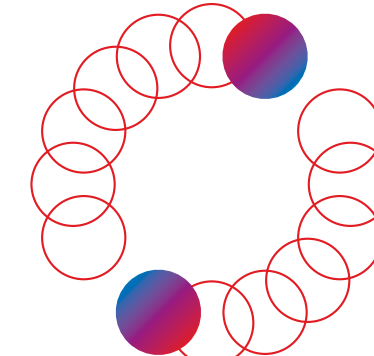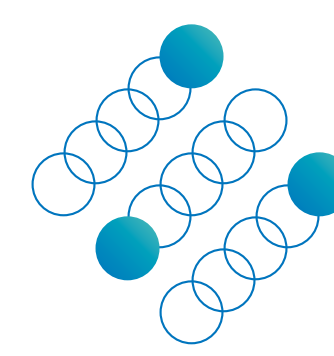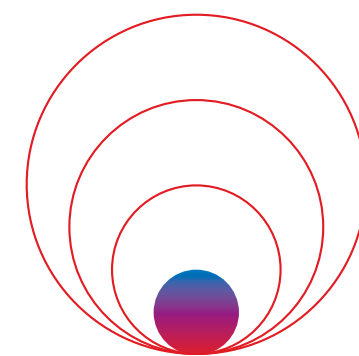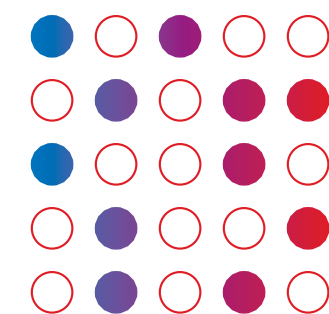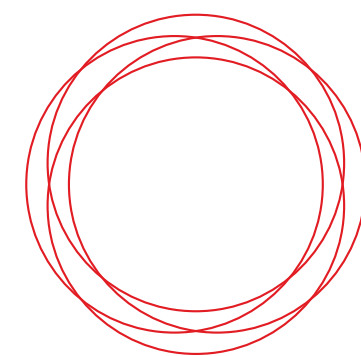
Rackshapes

Rackshapes should be designed with intent in mind. They are not a random collection of cirlces to be used freely. They can be created to complement a theme present in photography, or as an abstract concept when photography is not present.

Build grid

Every Rackshape must be created using the grid. Each point is a potential point of origin for a circle.
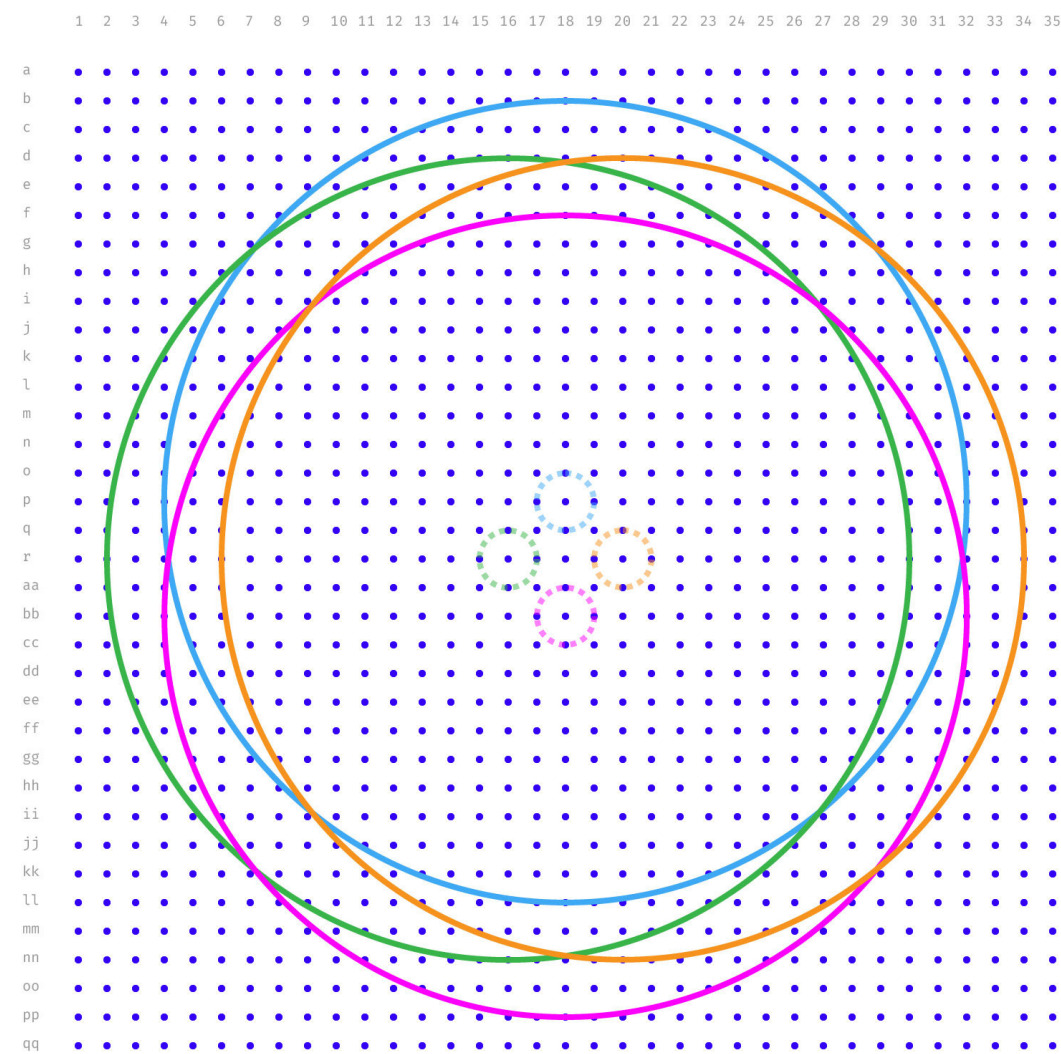
Each circle expands symmetrically outward, ending with its outside edges aligned to another origin point.
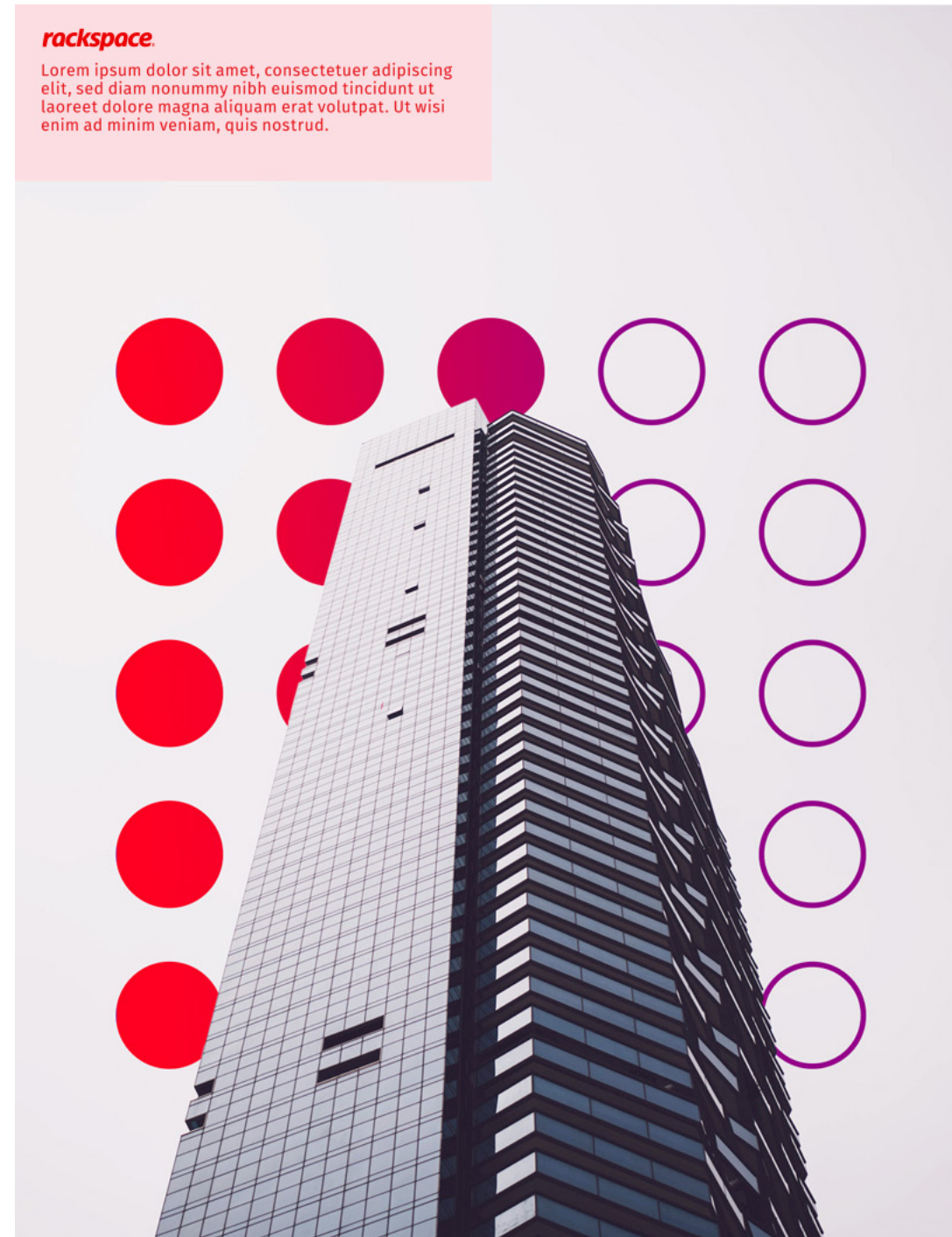
With a photo representing customer and Racker collaboration

This shape represents the integration of data through a joint customer and Racker relationship.

All your data, all over the world, all wrapped up in a well-managed, obsessively secure little bow.

rackspace.
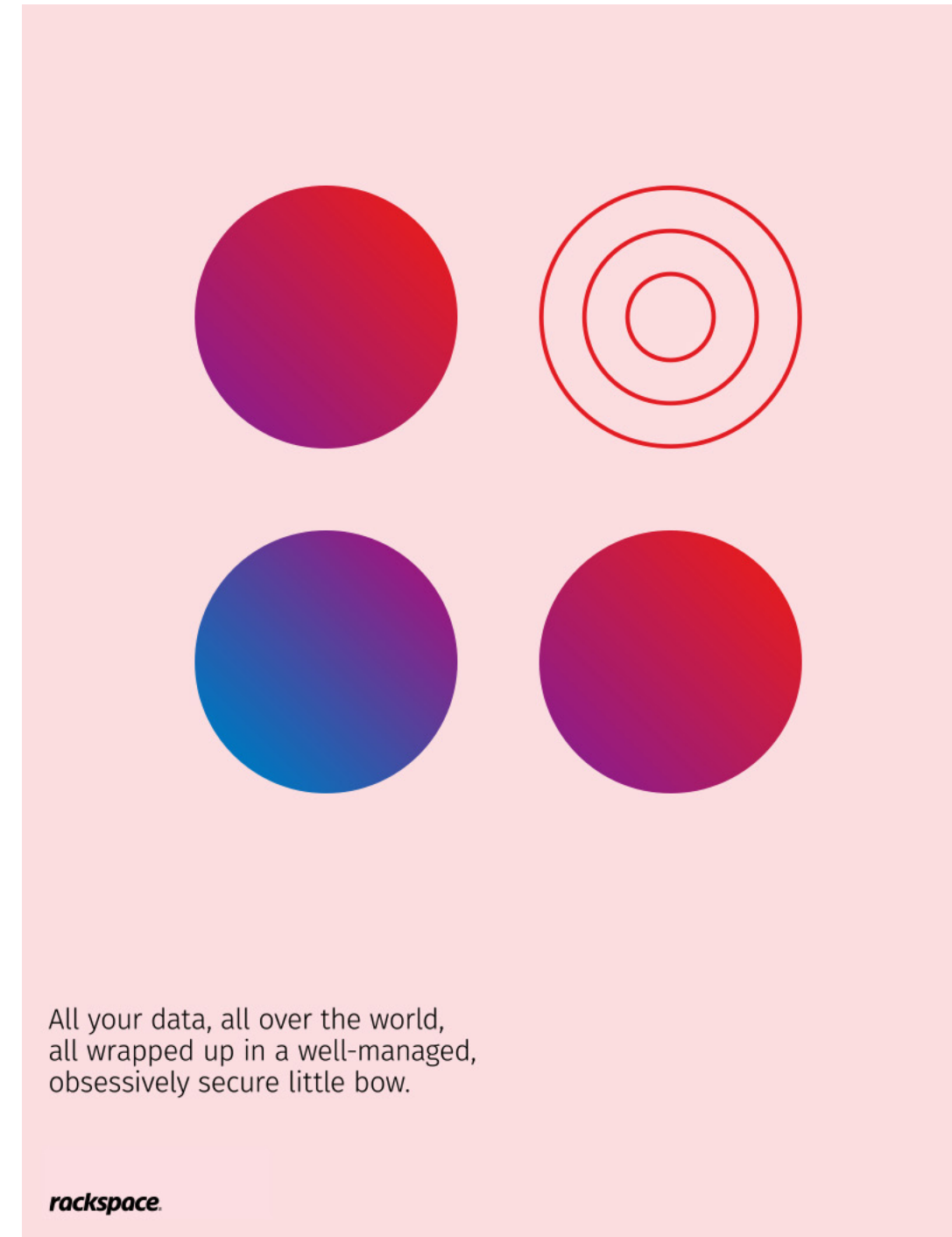
In isolation

This shape represents the consolidation of a customer's data with Rackers guiding the way.
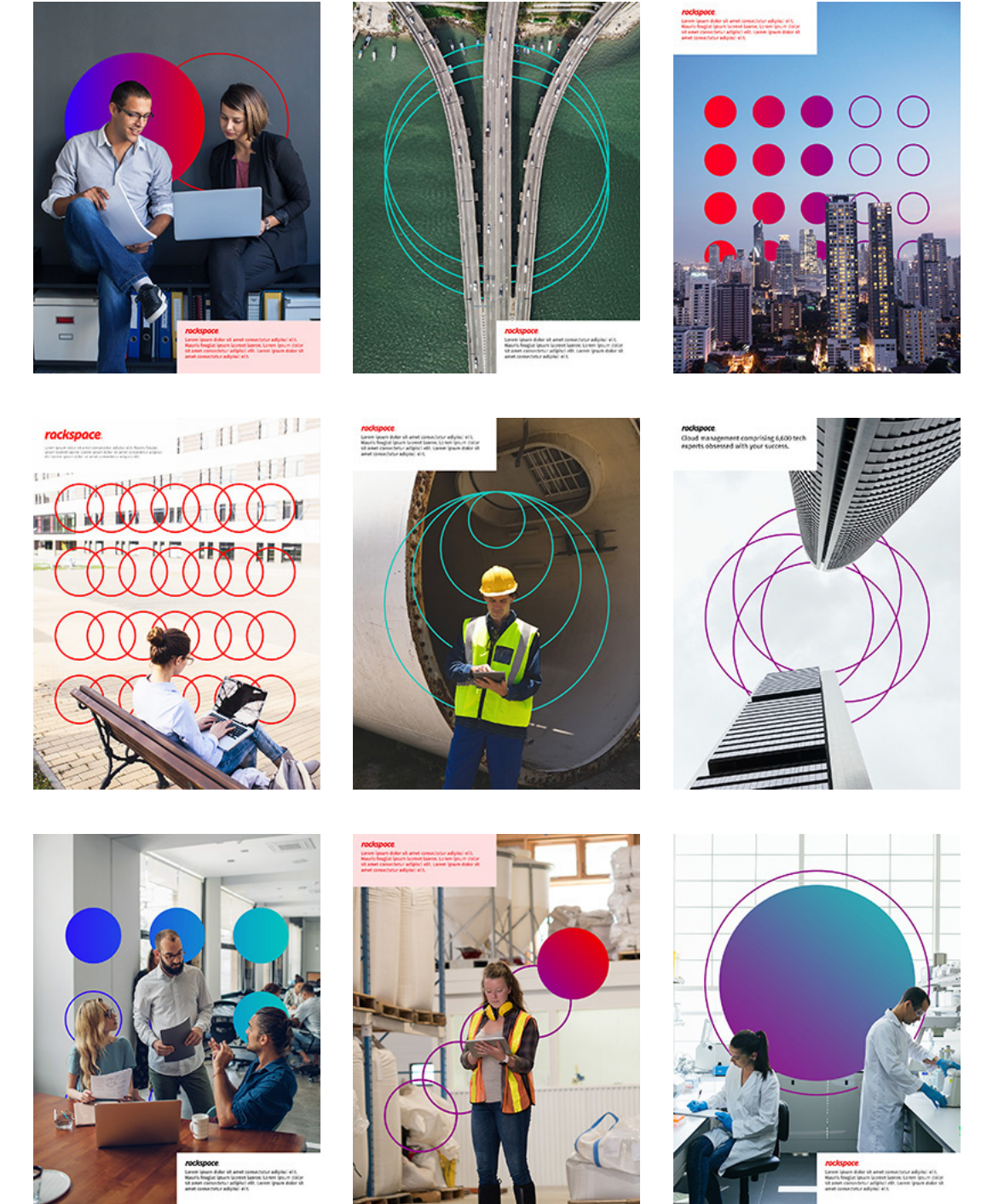
More examples with photography

Allowable colors

Rackshapes — along with the r shape paired with photography — are the only design elements that can use gradients. There are 5 gradient families within the color palette that align to the overall color families. These gradients are to be used on graphics only.
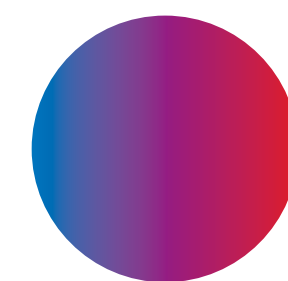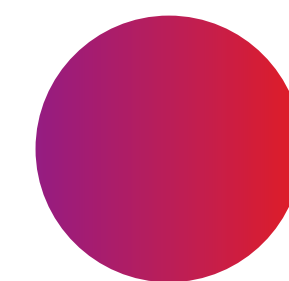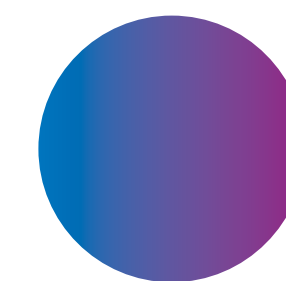
Blue – red   Purple – red   Blue – purple   Purple – teal   Blue – teal
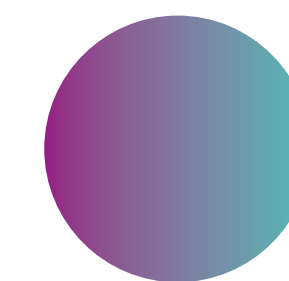
rackspace.
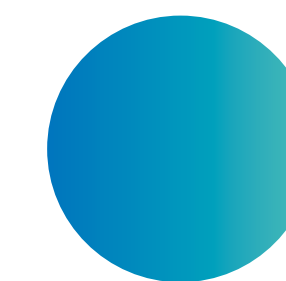
Rackshapes — Don'ts
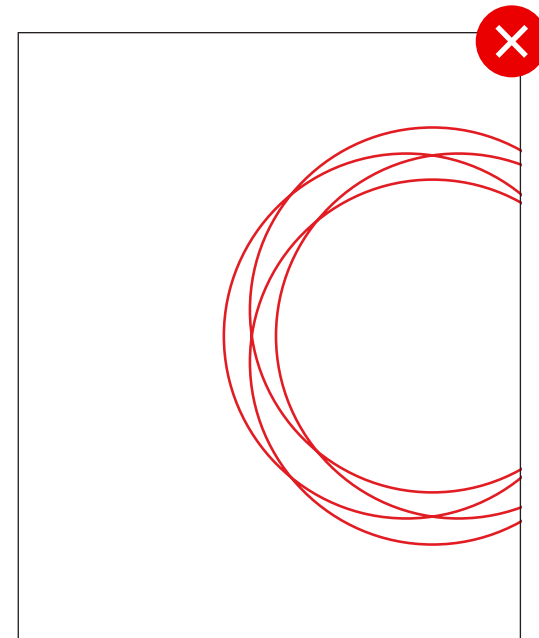
Crop to the edge of the canvas
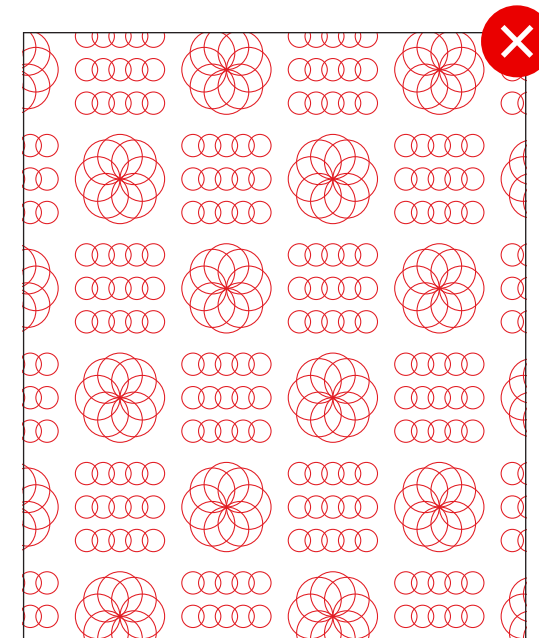
Create a backgound pattern
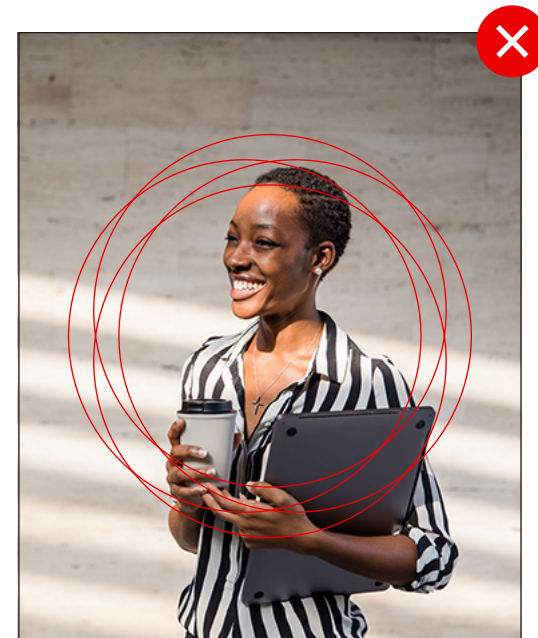
Place on top of image subjects
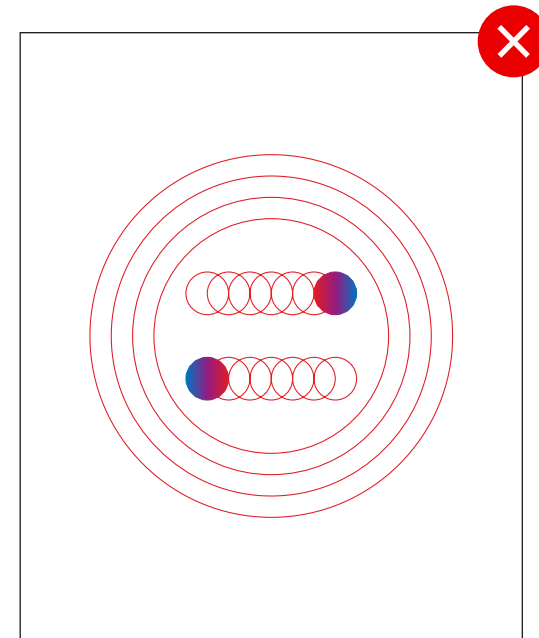
Combine Rackshapes
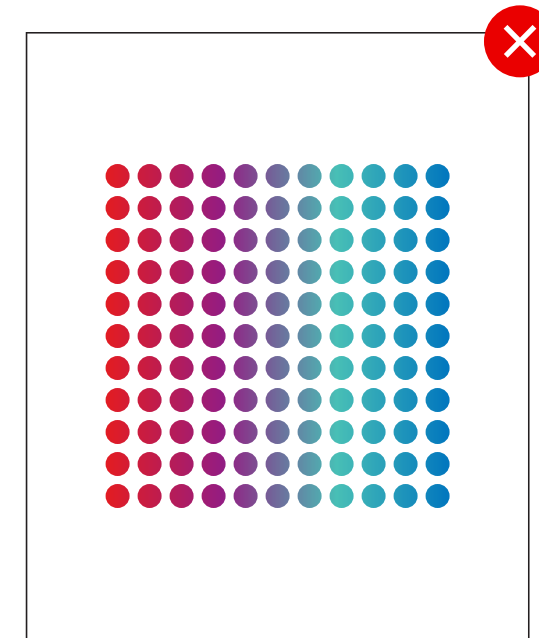
Mix gradient families
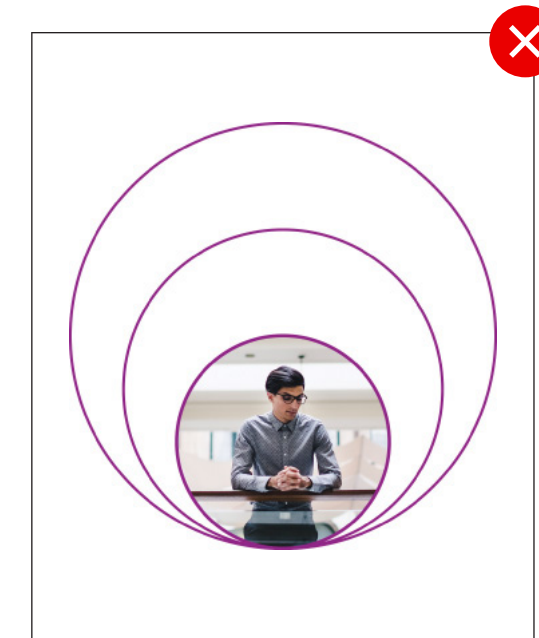
Mask images within the shape
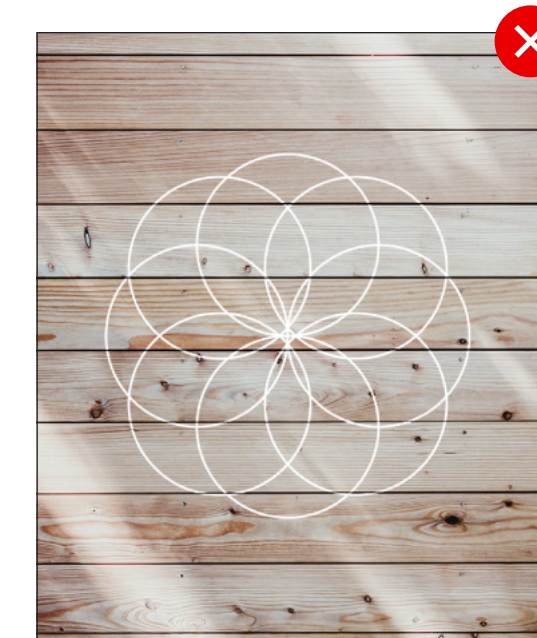
Stylize to make the shapes live in a physical environment

Use black
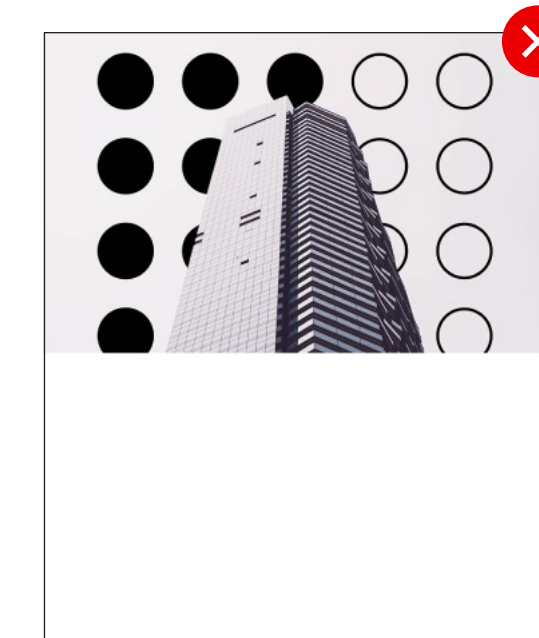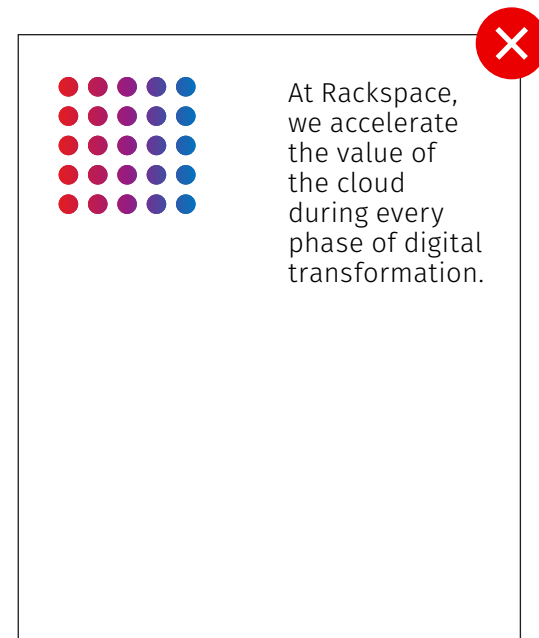
At Rackspace, we accelerate the value of the cloud during every phase of digital transformation.
Use simply to fill space
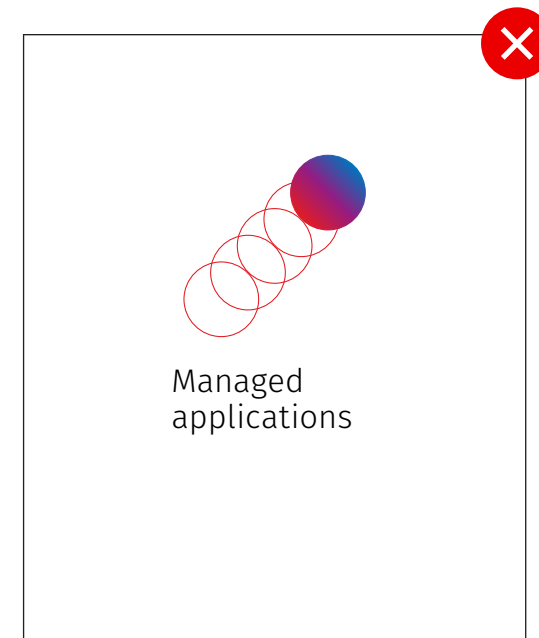
Managed applications
Use in place of icons
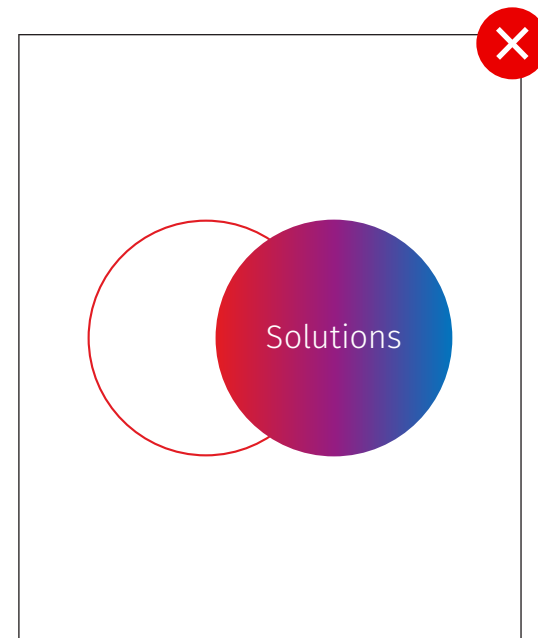
Solutions
Place text on top of Rackshape
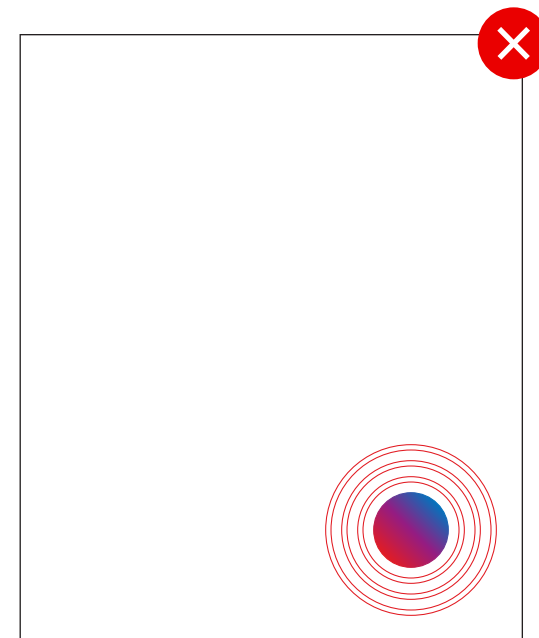
Align to compositions in ways not outlined in this document
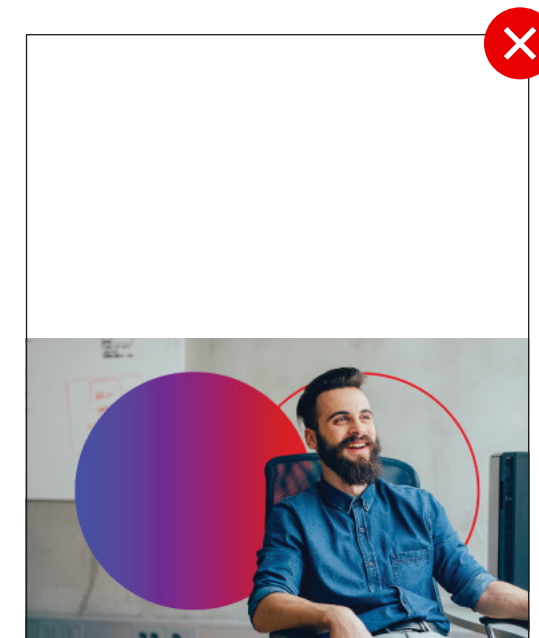
Apply to photography that is below the line or in editorial content
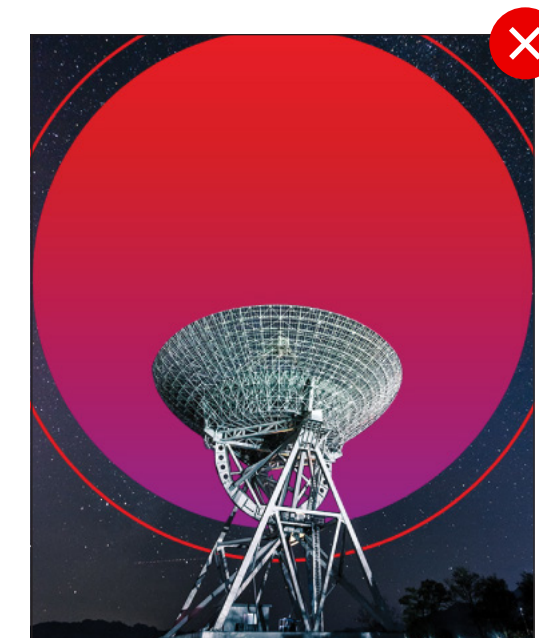
Use bigger than the established 85% width of the canvas
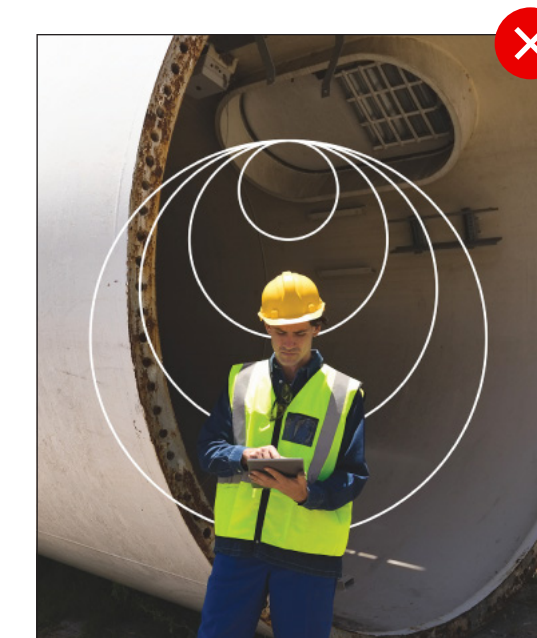
Color in white when masked behind of an object

Apply drop shadow
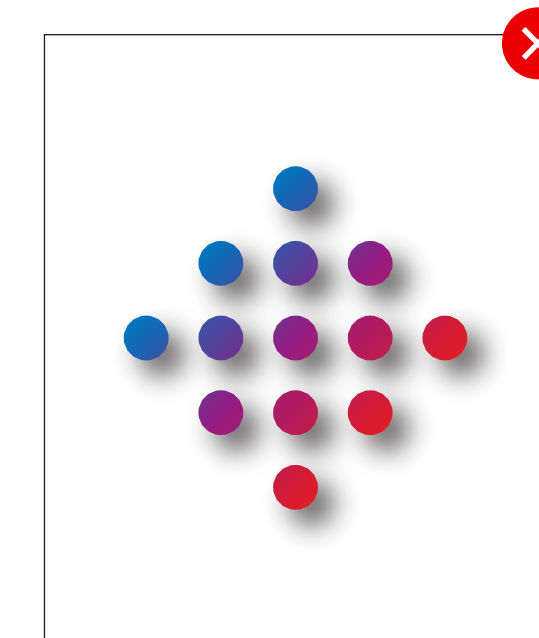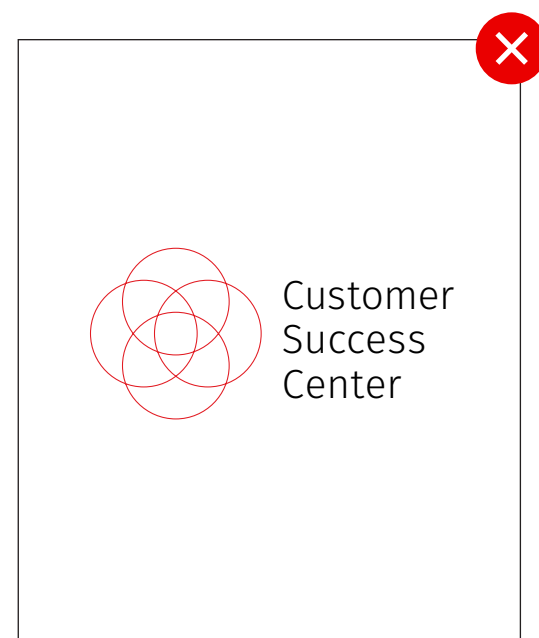
Customer Success Center
Use as a logo element next to the logo or department names
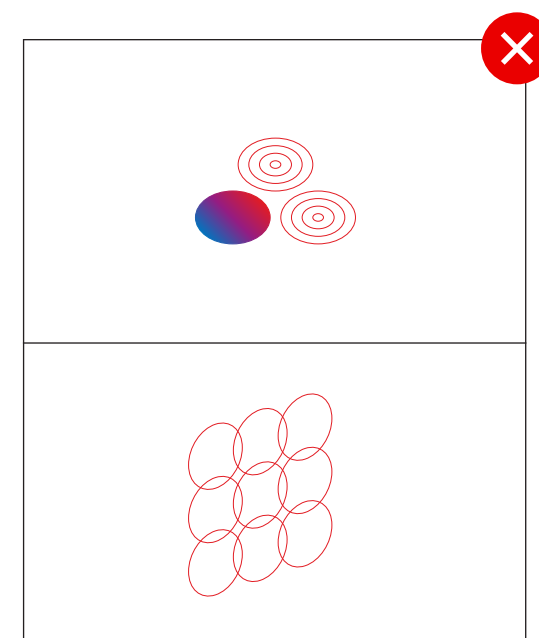
Stretch, distort, skew or change the perspective
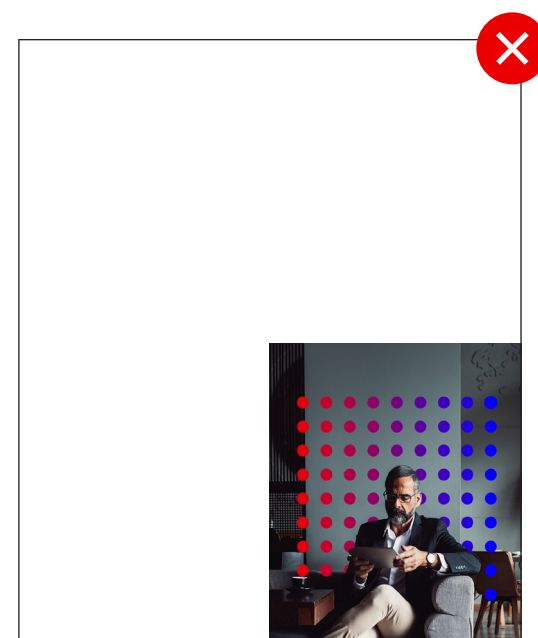
Apply to photography when it takes up less than 50% of a composition
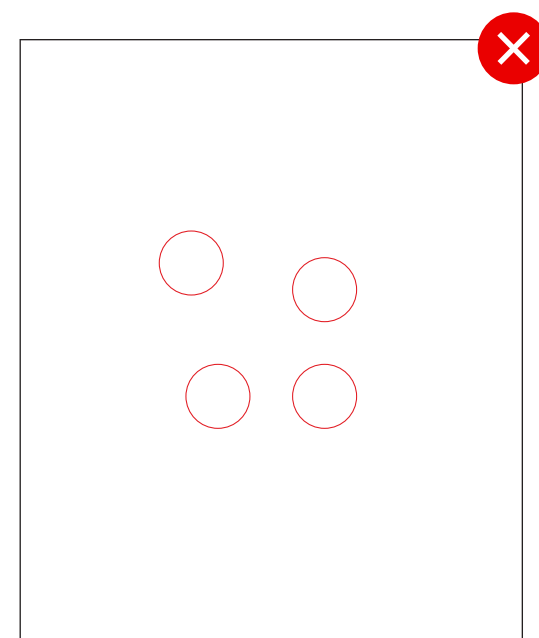
Create asymmetrical Rackshapes

Magnify and crop to create backgrounds
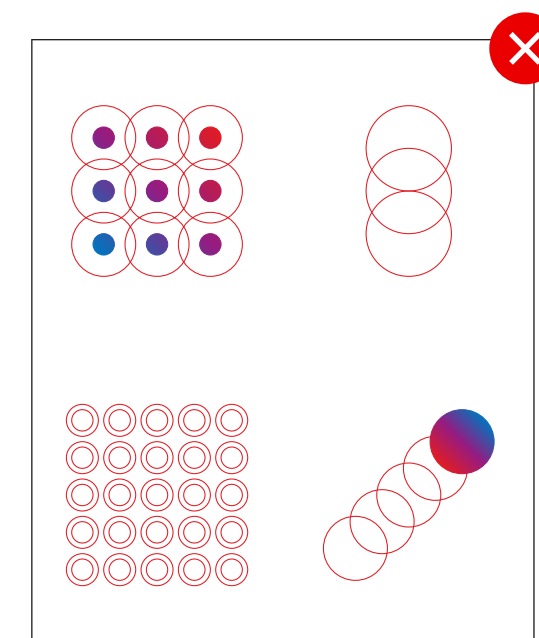
Mix more than one shape within a composition
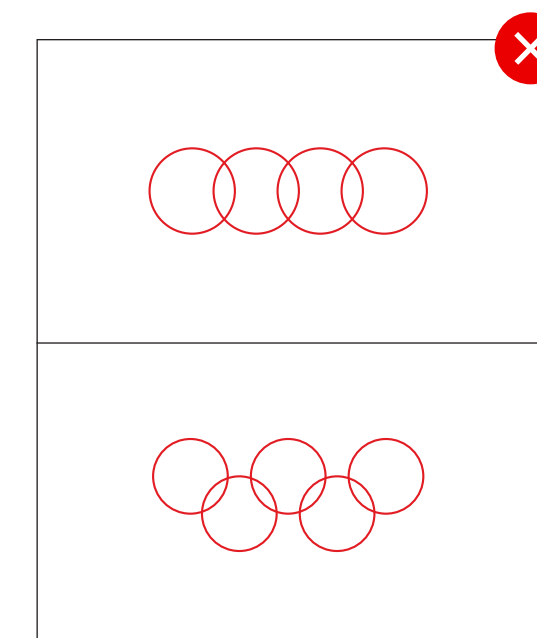
Create Rackshapes that resemble, or could be mistaken for, any known brands
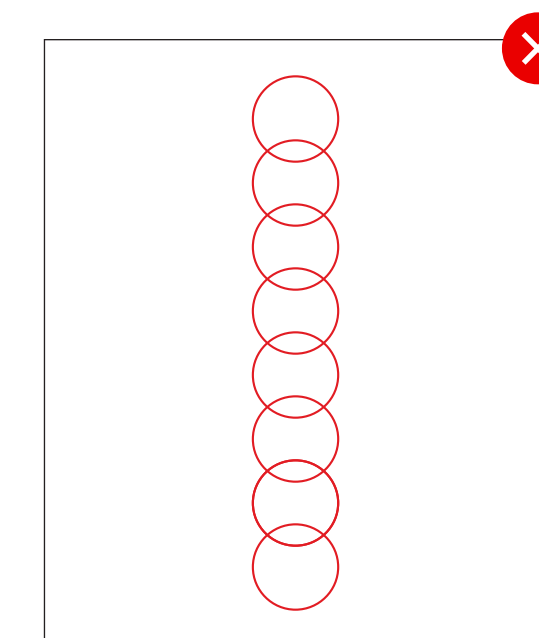
Create Rackshapes that extend beyond the build grid

rackspace

Photography

Photography

Image characteristics

Composition style
- Symmetrical
- Minimal
- Clear subject

Subjects
- Humanity
- People at work
- The world
- Where work happens
- Industry
- Technology

Lighting
- Natural light
- Medium / high contrast
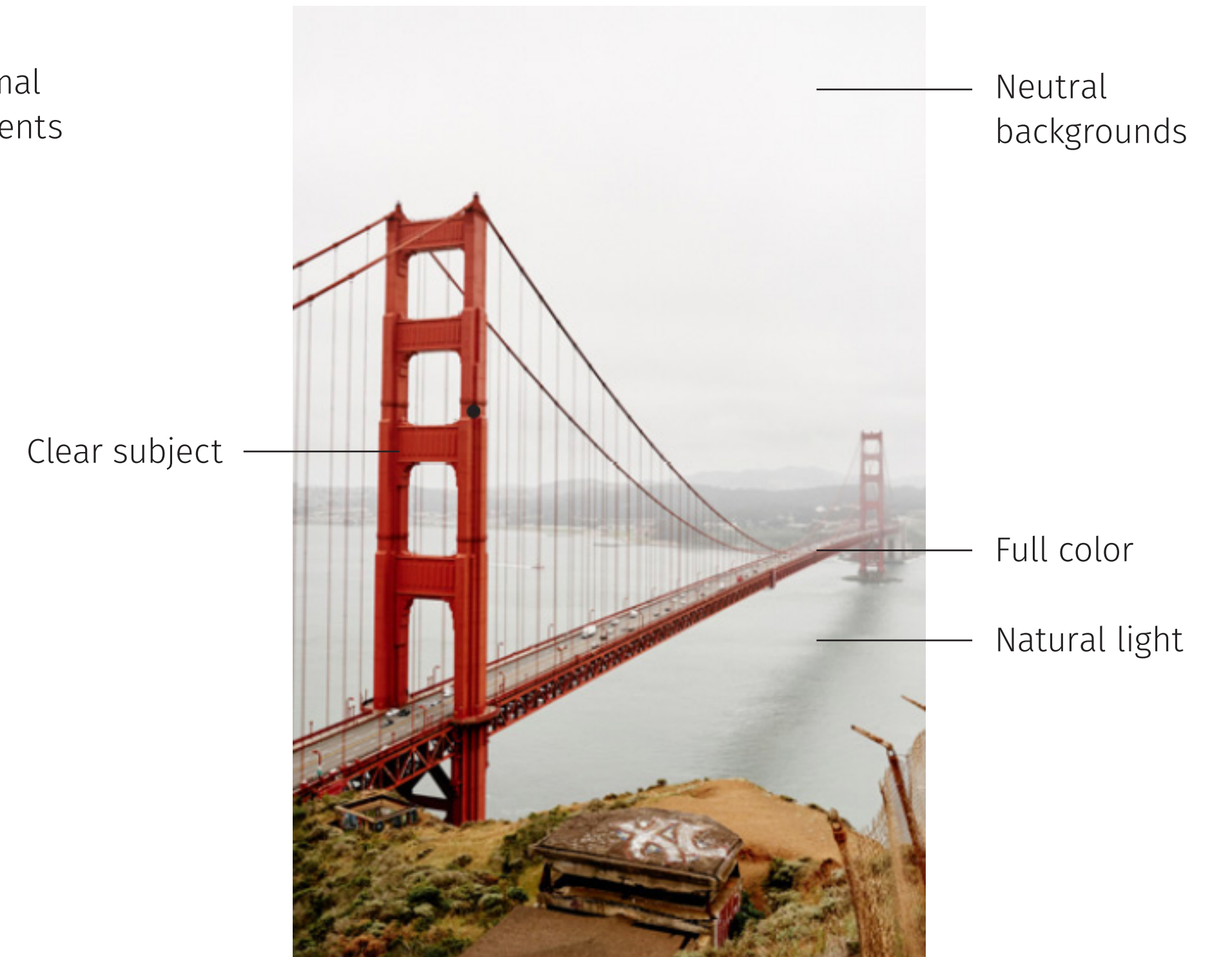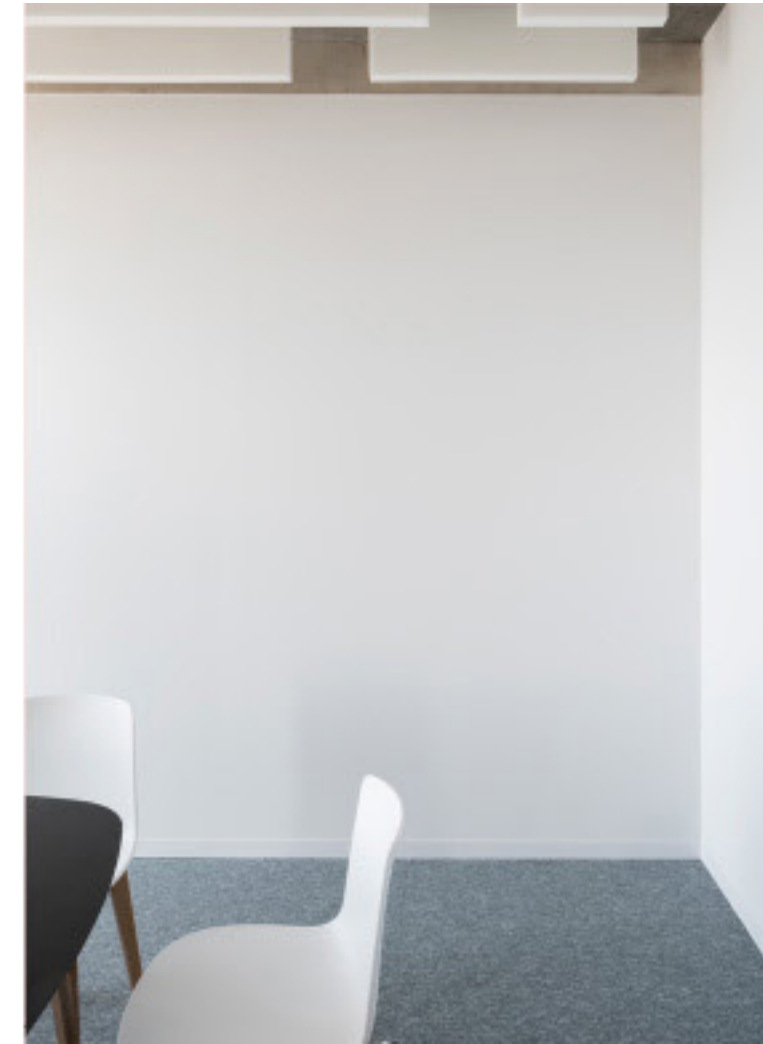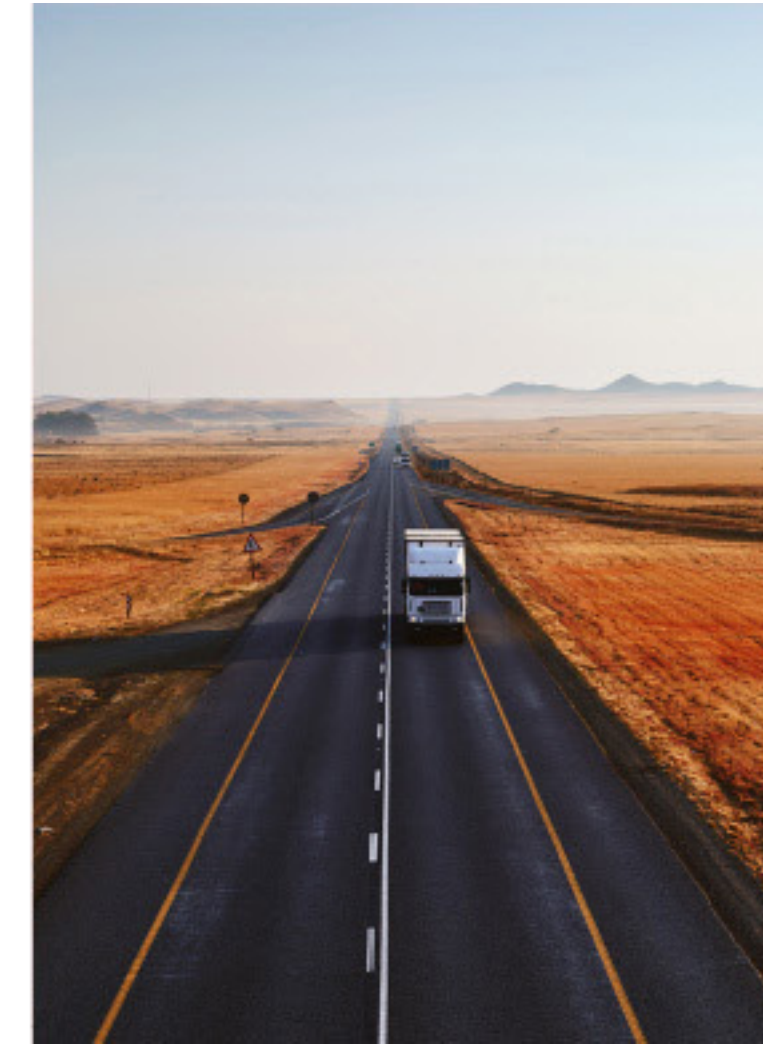- Full color
- Neutral backgrounds for contrast

rackspace

Photography

Composition details

Minimal
elements

Clear subject

Symmetrical
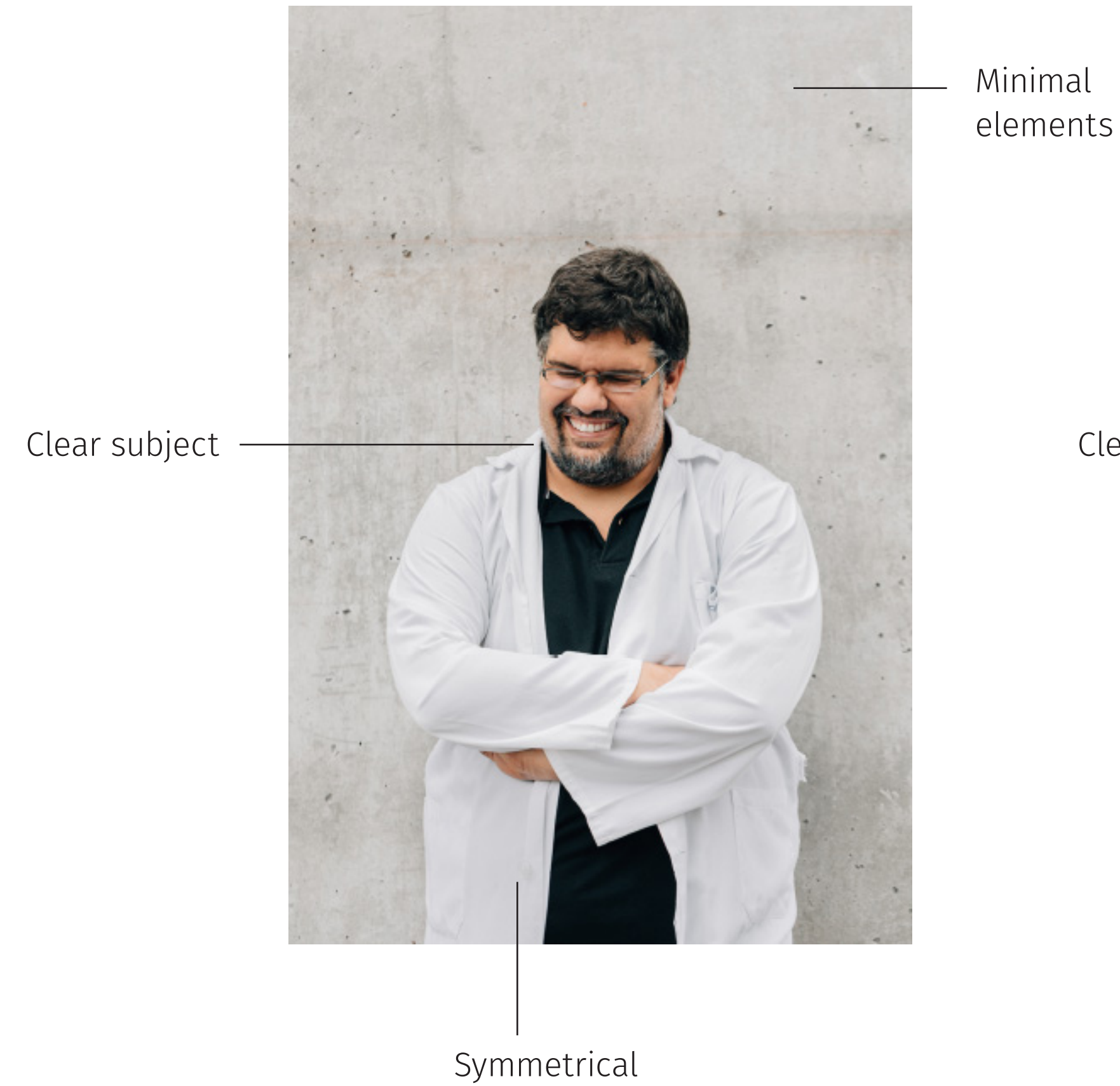
Lighting and color details

Neutral
backgrounds

Clear subject

Full color

Natural light

rackspace.

Photography

Subject matter spectrum

Humanity

People at work
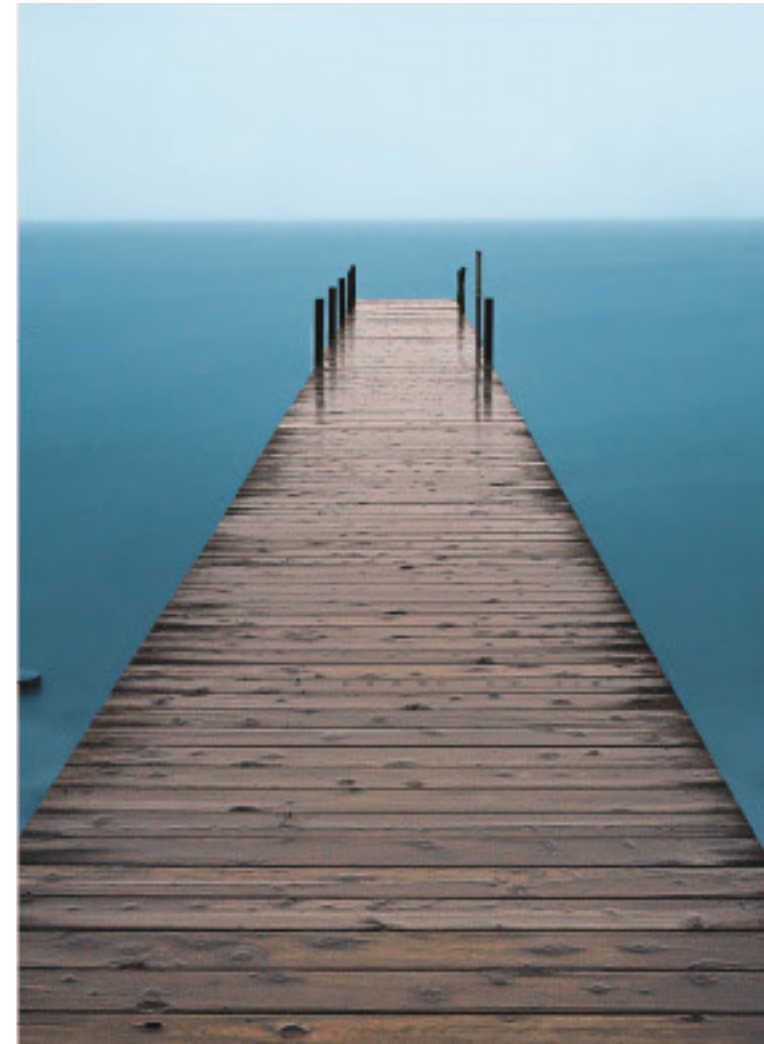
The world

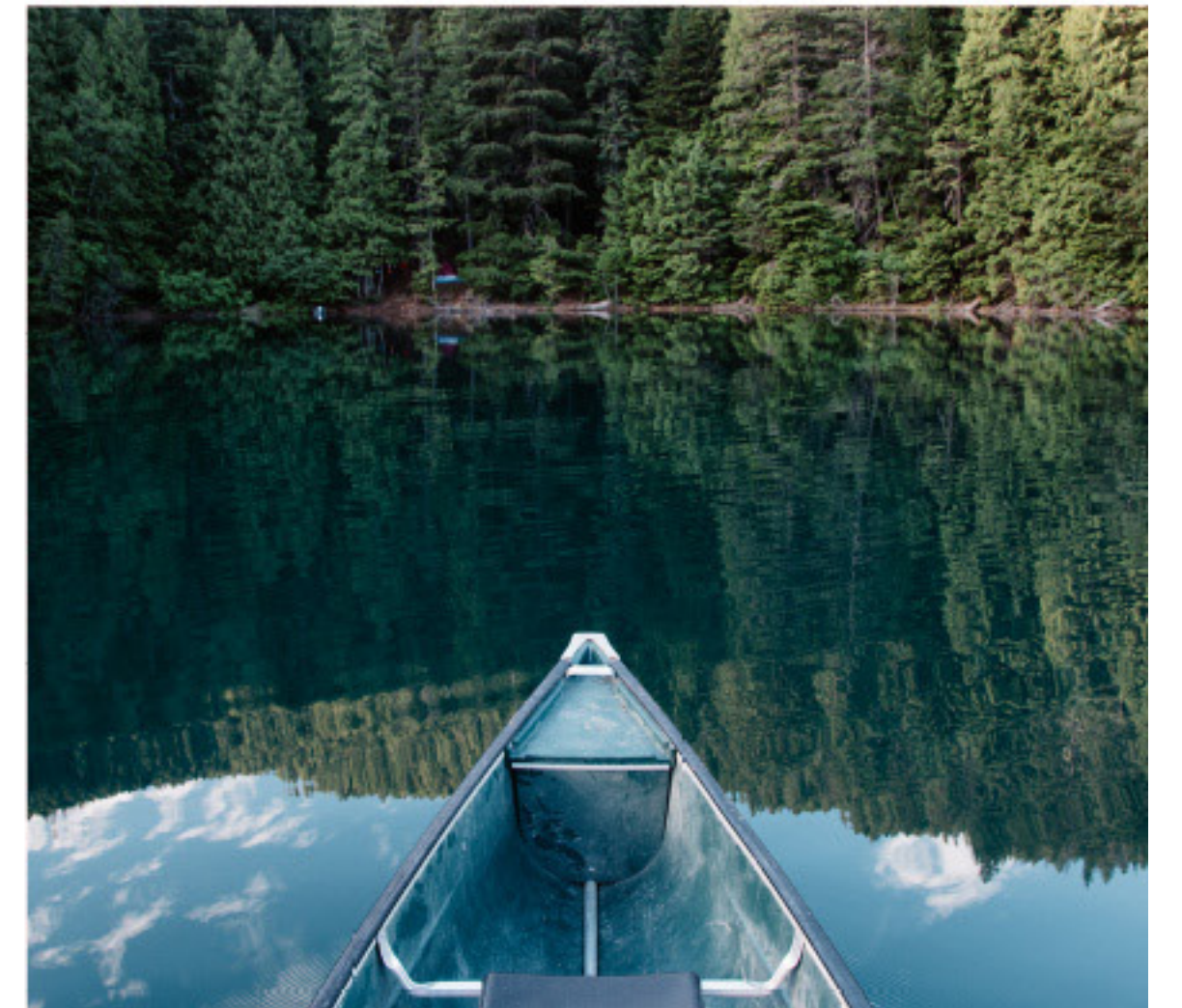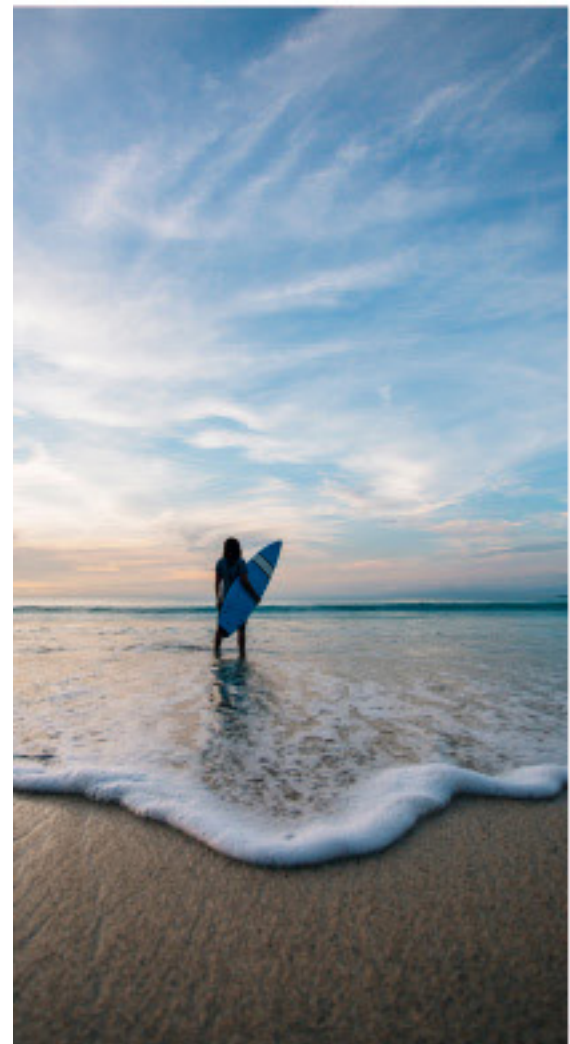**Where work happens**

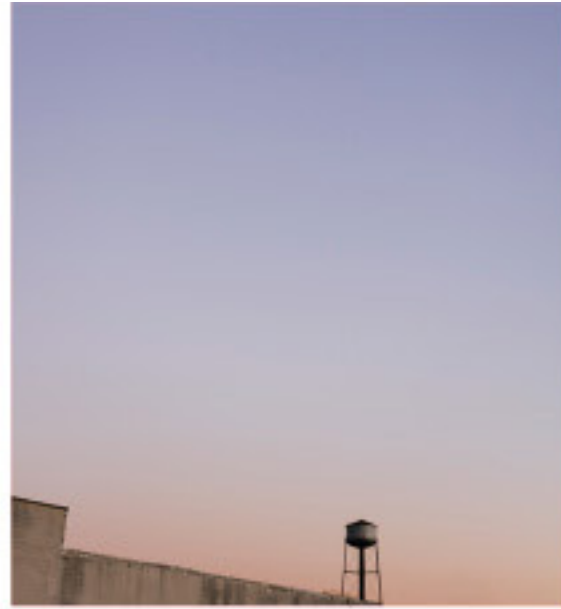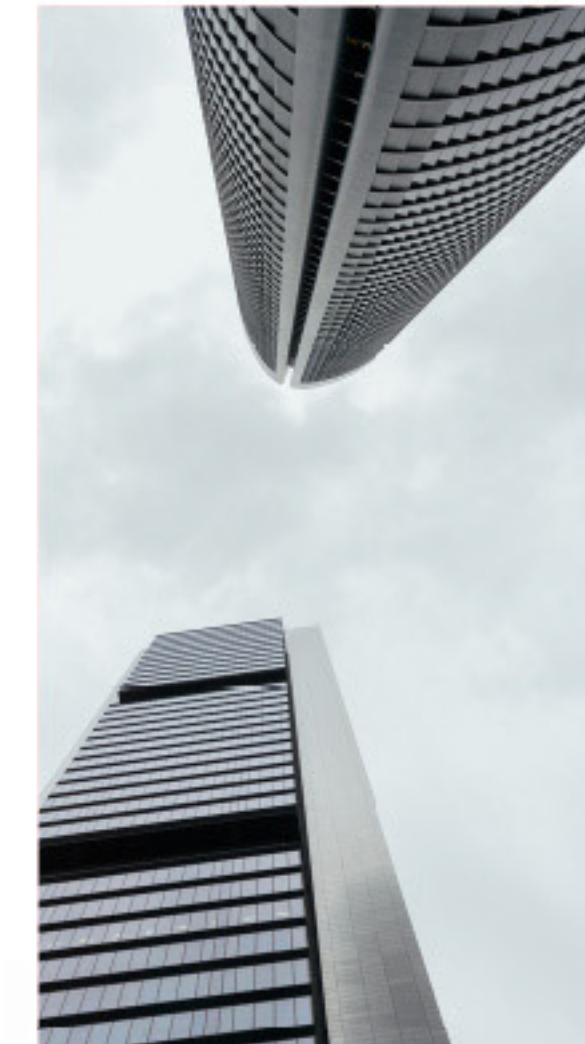**Industry**

Technology

Photography
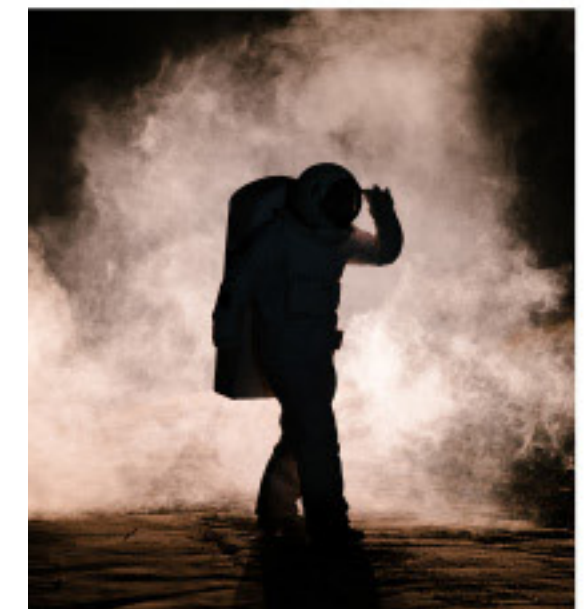
Humanity
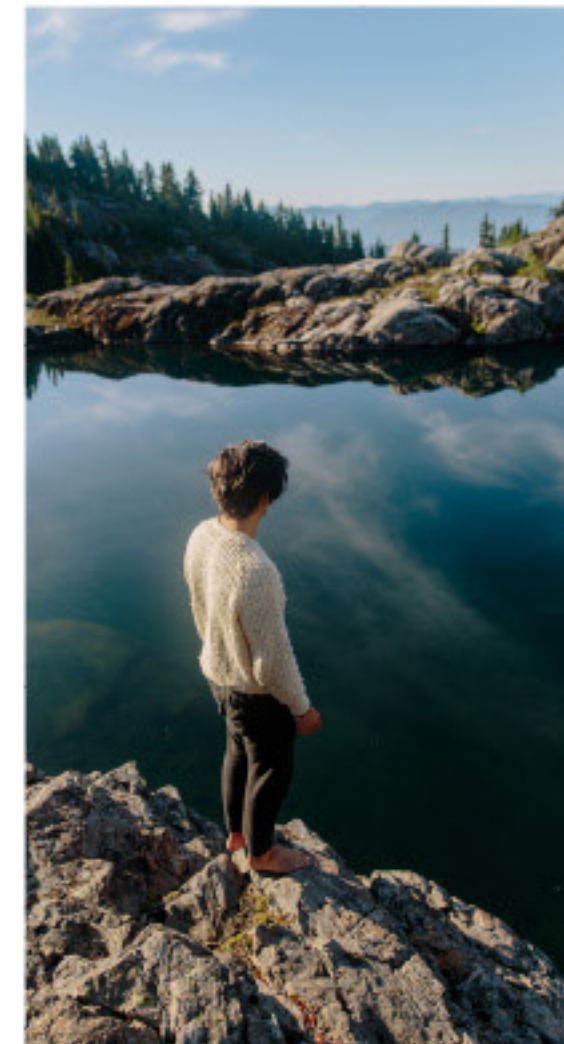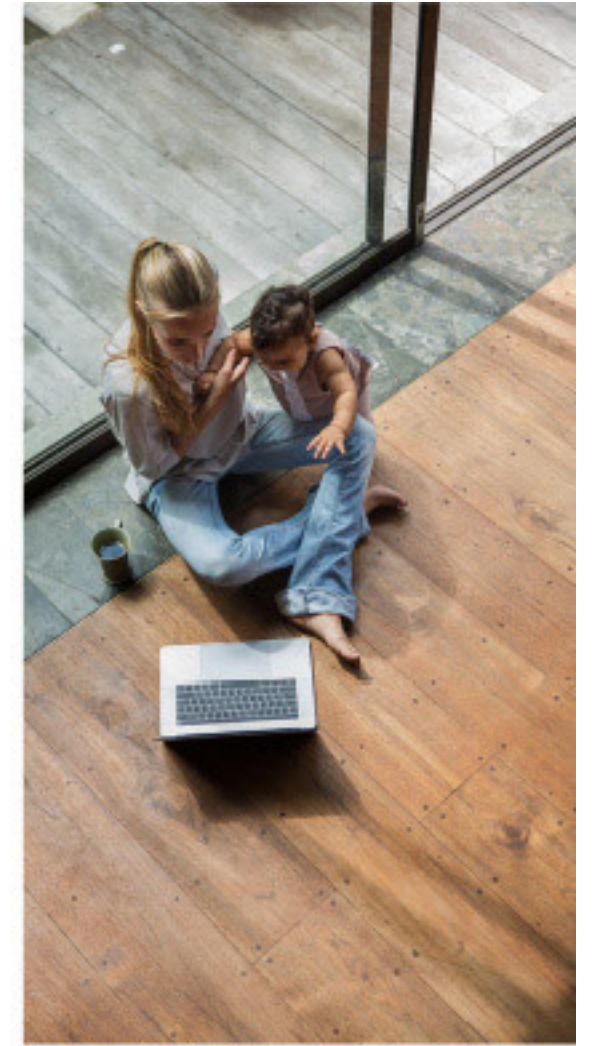
Photography

People at work
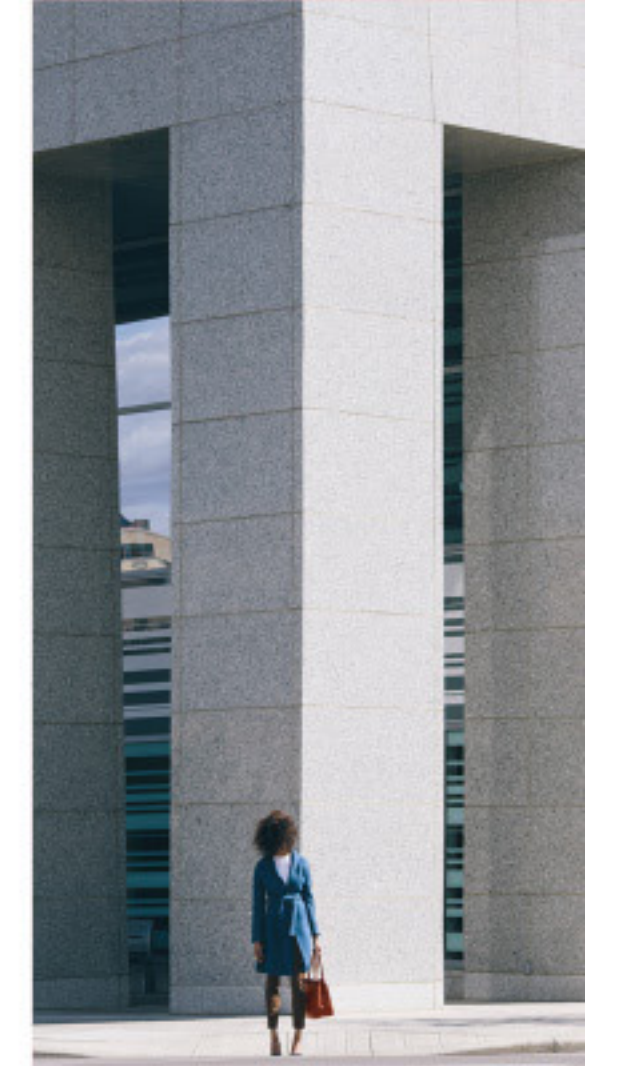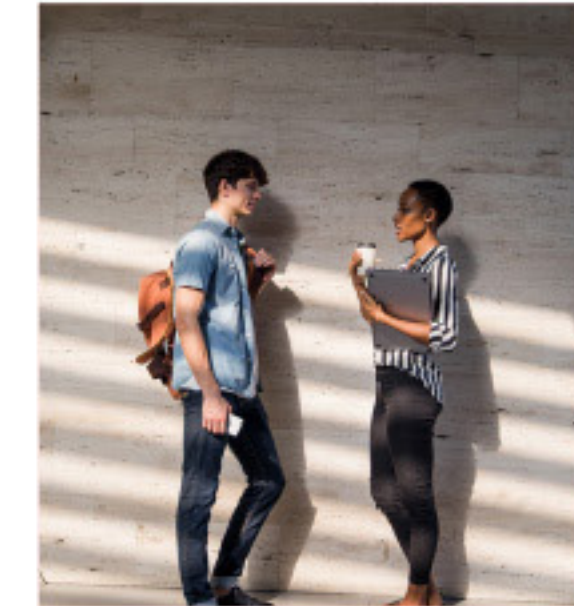
Photography
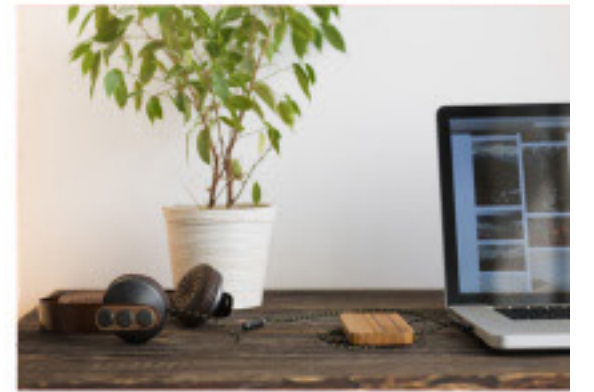
The world

Photography

Where work happens

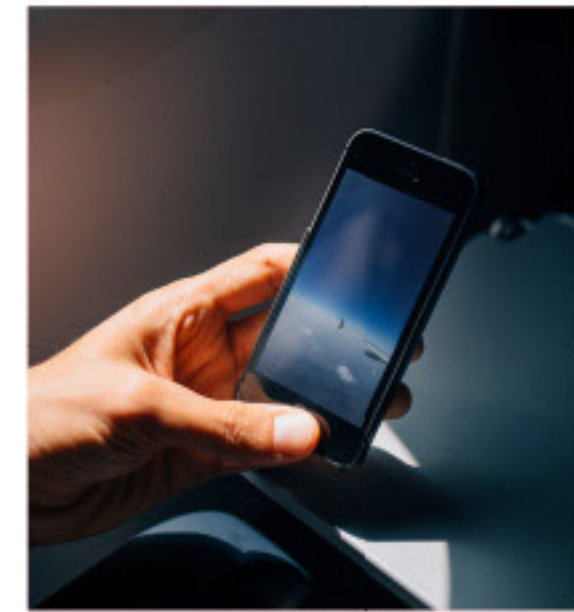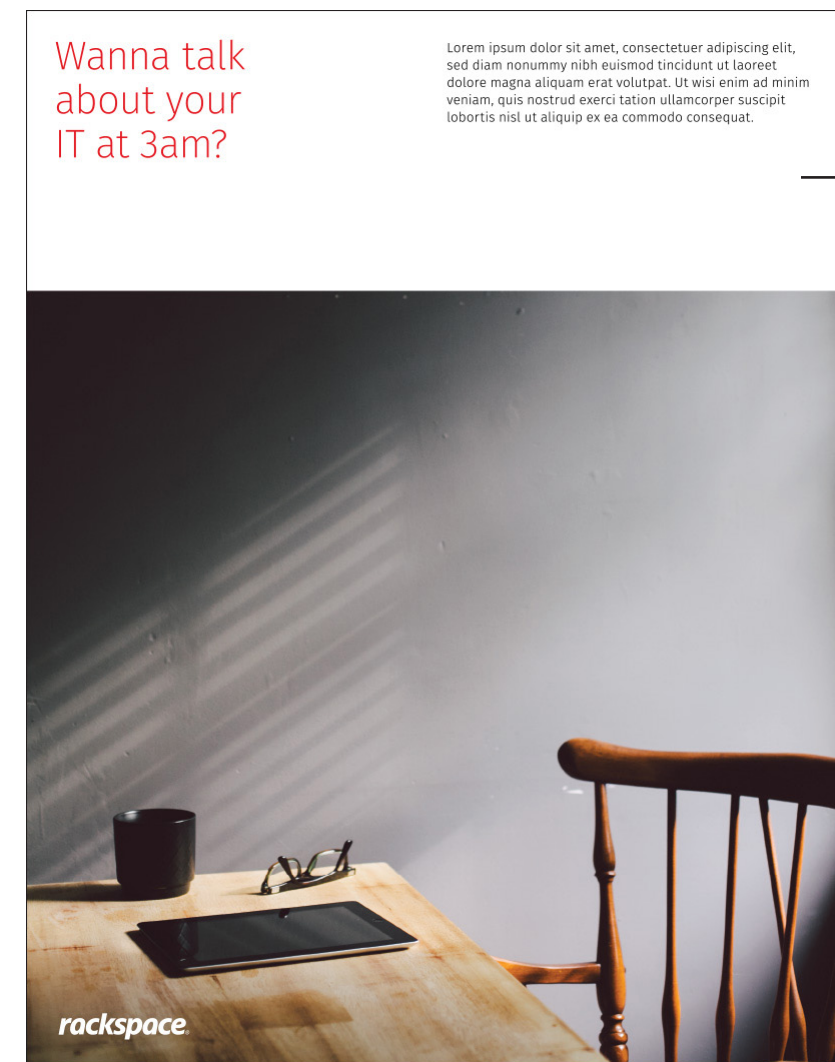# Photography

Photography

Technology

Photography

Rules for pairing type with images

Type is not allowed to be placed directly on top of photography. Instead, text should be contained within an opaque, solid color "card." This establishes a visual consistency while ensuring readability of the content.
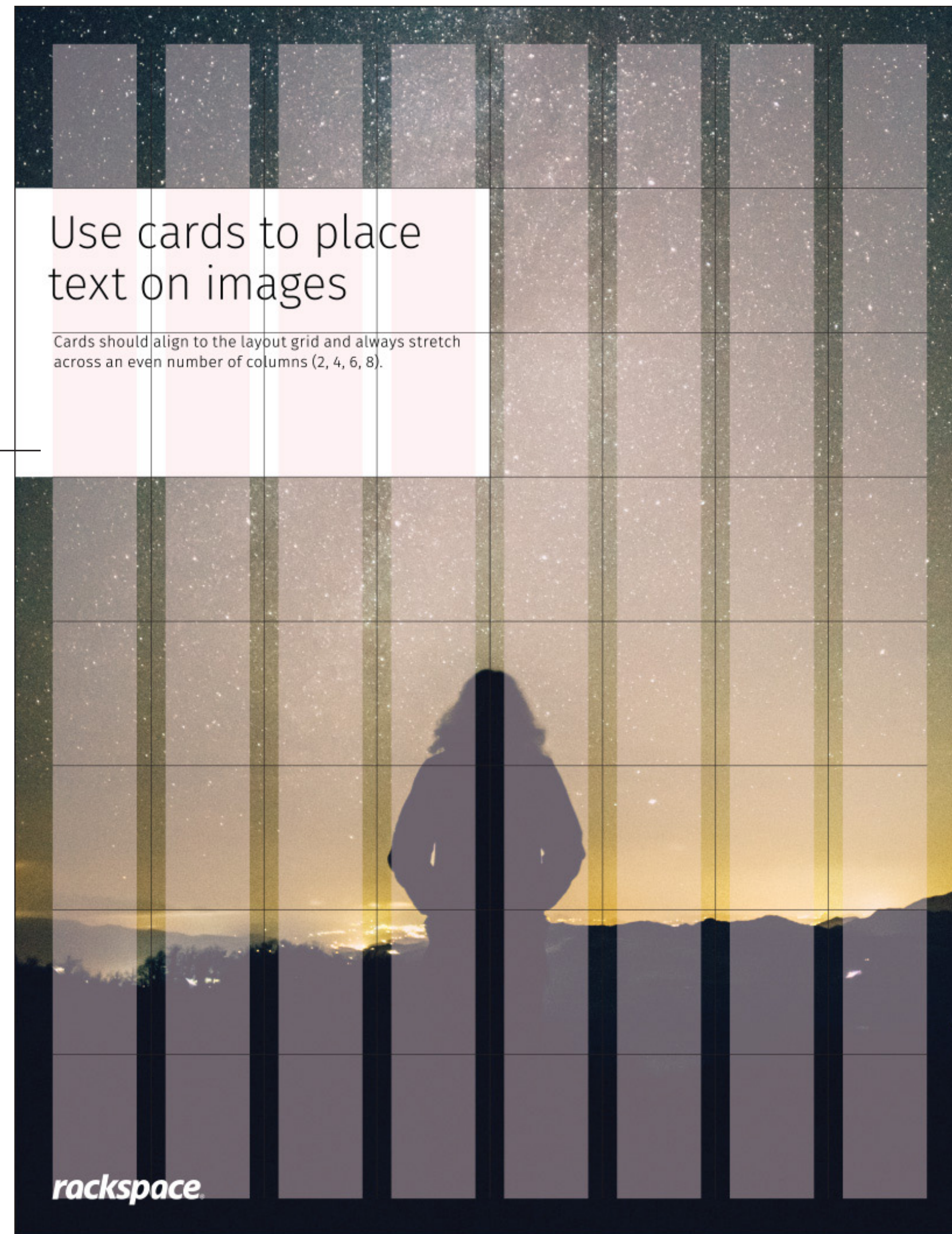
Cards can be various sizes and placed anywhere on the document grid to create a pleasing composition.

Card
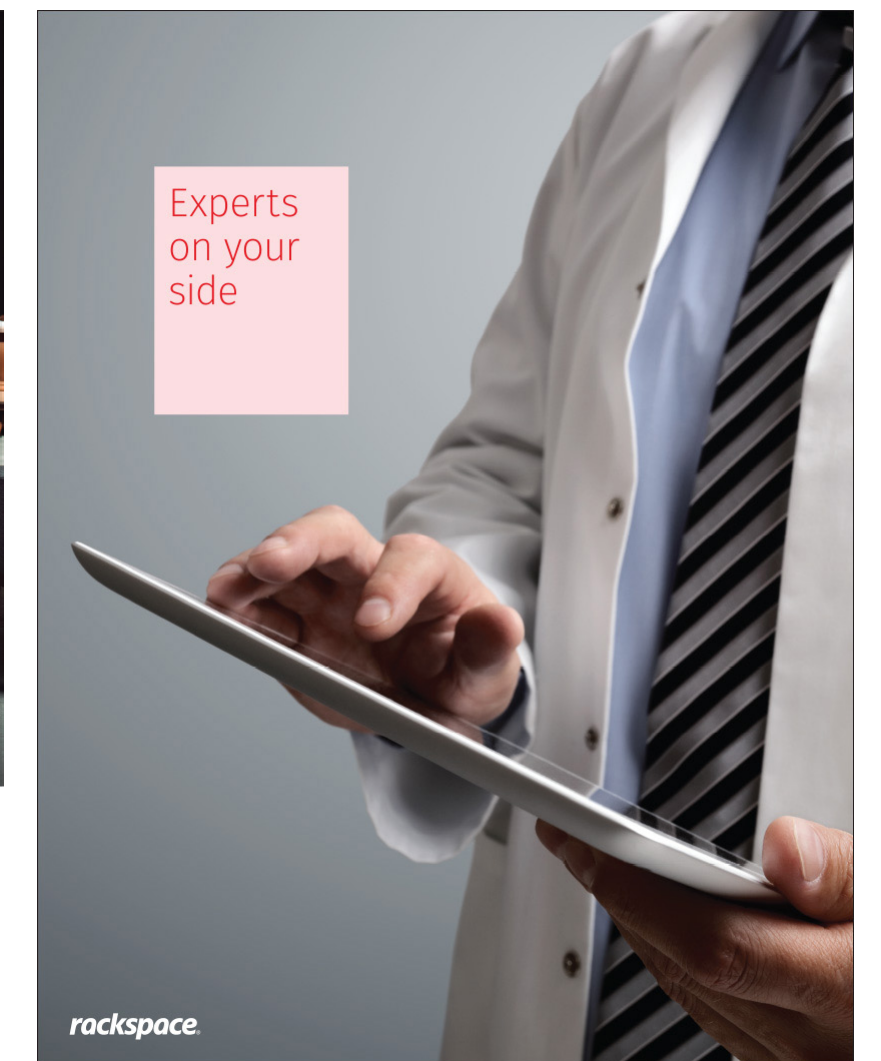
Full width, top-aligned

Card

Half width, left-aligned

Use cards to place text on images

Cards should align to the layout grid and always stretch across an even number of columns (2, 4, 6, 8).

This layout demonstrates the layout grid used to place and align design elements.

Full width, bottom-aligned

Delivered your way

Quarter width, floating on grid

Experts on your side

On towards greatness

Multiple cards can be used

Get out of the data center. Get into the cloud.
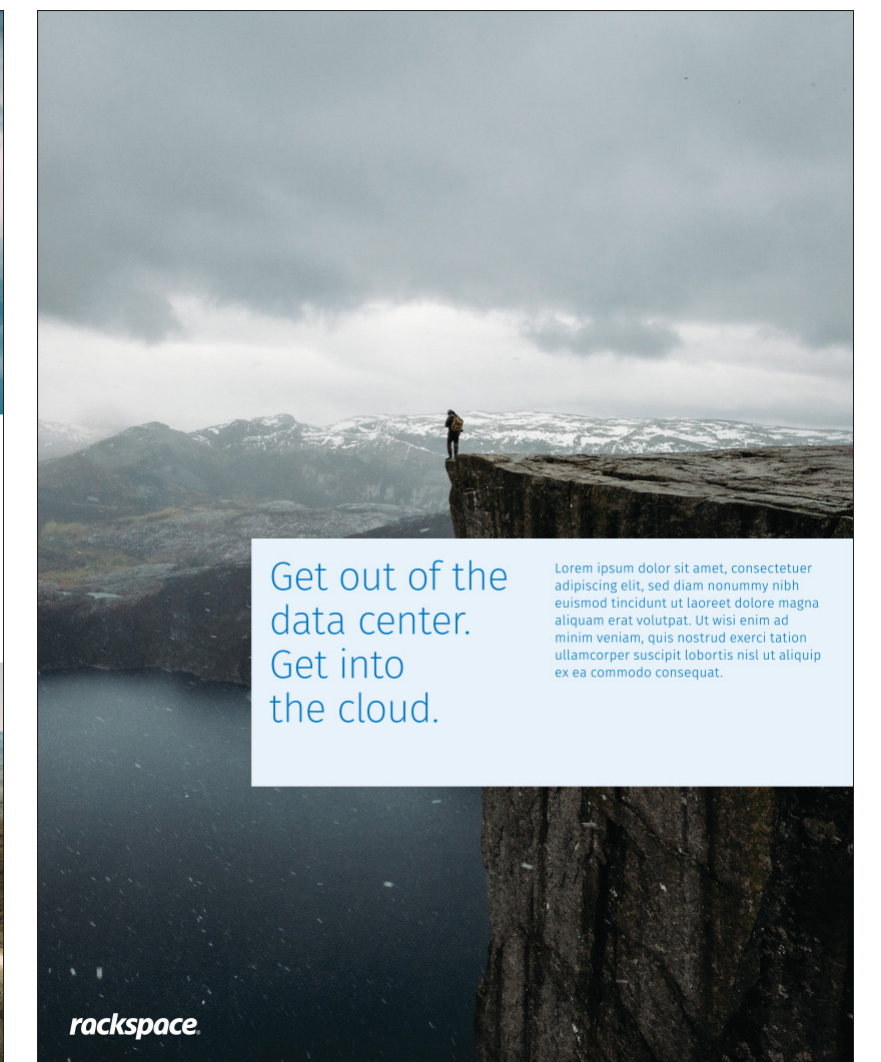
three-quarters width, left aligned

Photography

Don'ts

Color washes on images

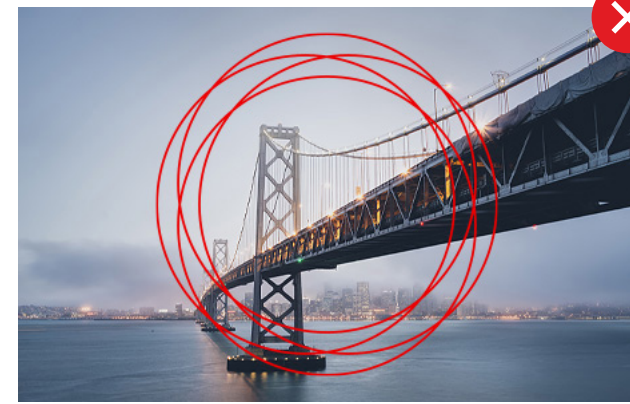
Black-and-white or desaturated photography

Photos that communicate "what"

Photos with artificial lighting

Stylized images (no photo filters)

Rackshape on top of subjects

Type placed directly on top of images

Obviously staged images (stocky)

Photos with crowded backgrounds

Photos that are wall-to-wall color

Photos that have visual effects applied to them

Photos with extreme lighting or sun flares

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Iconography

Iconography

The Brand Team is currently working on a new icon library along with a usage strategy.

Until then, continue to use our current icon library.

Design and layout principles

Design and layout principles

Things to keep in mind

Type

• Avoid using all caps.

• Avoid using heavy font weights.

• Text should always be left aligned.

• Use sentence case for headlines (unless the headline is a name).

Color

• Rackspace brand is red and it should lead in all experiences.

• Gradients should not be used for backgrounds.

Rackshapes

• Don't use Rackshapes to simply fill space.

• Rackshapes should have a purpose and support the content they accompany.

• Rackshapes are not icons.

• Rackshapes are not random circles.

• They must be built using the proper origin point grid.

Layout

• Limit icon usage.

• Light, clean layouts with generous whitespace.

• Use a document grid to maintain design consistency.

• Use photos that are uncluttered.

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That's it,
for now.

Questions?

Send us an email: brand@rackspace.com

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ — the best customer service experience in the industry. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at **www.rackspace.com**

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