PENGUIN™

SOLUTIONS

BRAND GUIDE

V 1.3 May 2022

CONTENTS

We are Penguin Solutions.

Today, marks the beginning of an exciting new era for our brand. Acquisitions, rapid growth, and shifting market dynamics have created the need for change. Now is the time to redefine ourselves as one team, with one mission, under one brand: **Penguin Solutions.**

We are excited to unveil a new brand identity that aligns with our company's evolving story. At the heart of this rebrand is our desire to convey who we are — allies in AI, HPC and Edge for our customers. We've refreshed and upgraded our brand elements to accurately reflect who we are today as a company and to symbolize our dynamic future.

Moving forward, every one of us will be unified under the Penguin Solutions brand.

This will be reflected in everything from your email address to our corporate signage to your paycheck stub. To ensure our collective success, embrace this new brand. What follows is your guide to our new brand elements and how to use them.

OUR VALUES

Our values are the foundation for all we do for each other and for our customers. Keep these concepts in mind as core principals that guide our brand.

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IN DEVELOPMENT

ALLIES IN AI, HPC AND EDGE

We're the team to partner with when you're facing your most complex and massive data projects.

1.

MESSAGE HOUSE

Every time you send an email, speak at an event, or create a slide, you are building the Penguin Solutions brand. Here, you will get the words you need to communicate in a way that's true to you and true to Penguin Solutions.

PENGUIN
SOLUTIONS

Mantra

Be First to the Future

Mission

To accelerate and amplify customers' success by helping them leverage the power of technology.

Vision

To expand our reach as a leading technology partner within our markets and across the continuum of edge, core, and cloud.

Position

Allies in AI, HPC and Edge: We're the people to partner with when you're facing the most complex and consequential data project of your career.

Core message pillars

TECHNOLOGY STORY

Build what's next

Gain a first-to-production advantage, deploying emerging technologies on future-ready infrastructure that Penguin Solutions architects for demanding workloads and applications.

- Scalability
- Next-gen technologies, applications, and workloads
- Vendor agnostic, open standards
- Edge, data center, cloud continuum

SERVICE STORY

Deploy emerging tech with confidence

With Penguin Solutions, there's no need to configure and maintain complex infrastructure yourself. We stand up your solution quickly, manage it and continuously optimize it for your application, use case and environment.

- Planning
- Design and engineering
- Tuning and optimization
- Managed service

PEOPLE STORY

Amplify your imagination

Collaborating with your innovation team, our team of experts ask the right questions, gain a complete understanding of your workloads, and optimize the right solutions for you so you can achieve your vision faster and with confidence.

- Limitless innovation
- Most experienced infrastructure team with 20+ years of experience in the industry.
- Track record of technology innovation at any scale

MESSAGE HOUSE

Supporting messages

TECHNOLOGY STORY

Speed time to adoption of artificial intelligence, machine learning, IoT and other emerging technologies.

Future proof your solution with infrastructure built for performance at any scale.

Jumpstart HPC and AI initiatives with ready-to-run enterprise clusters.

Optimize performance with infrastructure we've architected and tested for emerging technologies, workloads and use cases.

Build and integrate technology solutions that enable analytics across the continuum of edge, core and cloud.

Modernize your technical infrastructure with cloud-native technologies.

SERVICE STORY

Advisory Services — Work with Penguin Solutions experts to form a clear vision of your current and future-state infrastructure requirements.

Design Services — With over two decades of experience, we solve complexity others can't, ensuring reliable performance for your workload.

Deployment Services — From small clusters to the world's most powerful supercomputers, our certified engineers expedite deployments to give you a speed advantage.

Managed Services — We run and continuously optimize your infrastructure, offering multiple service levels to help you get the full ROI for your solutions.

PEOPLE STORY

We join forces with the world's most fearless innovators, pairing our knowledge with your imagination to shape the next generation of innovative solutions.

We bring a thoughtful and collaborative approach to every one of our partnerships, always looking to raise the bar and deliver with excellence.

Our expert team has a track record of successfully designing and deploying the world's most powerful machines and networked systems.

We simplify and accelerate your journey by partnering with the industry's leading hardware and software vendors, including AMD, Intel, NVIDIA, Red Hat and Qualcomm.

Headlines

Built for Breakthroughs.

Innovate at Will on Infrastructure that's Ready to Run.

Build on Infrastructure that's Fit for the Future.

Making the World Better One Exabyte at a Time.

HPC Infrastructure for the AI Revolution.

Infrastructure for Emerging Tech? Check.

Epic Speed. Endless Scale. Easy for All.

Accelerate Data at Any Scale.

Infrastructure that Knows No Limits.

Amplify the Potential of AI.

Futureproof your infrastructure investments.

This Penguin Flies.

Focus on Innovation, Not Infrastructure.

A New Era for Infrastructure — Everything On-Demand

Eliminate Infrastructure Complexity. Liberate Innovation.

Accelerate AI Projects from Pilot to Production.

Build More. Manage Less.

We Make Ultra-Scale Infrastructure Ultra Easy.

Simplify your AI, HPC and Edge Journey.

Expertise to Make the Very Difficult Very Possible.

Let's Show the World What's Possible, Together.

We Solve Your Most Daunting Data Dilemmas.

The Brains Behind the World's Most Powerful Supercomputer.

The Expertise you Need to Work Wonders.

Unrivaled Experience at Ultra-Scale.

Put Penguin Solutions in Your Corner.

Expertise for Your Most Ambitious Projects.

Position

We accelerate the delivery of AI and HPC.

Core message pillars

Architected and validated for performance

Deploy AI and advanced analytics solutions faster than anyone else on infrastructure we've designed, architected and tested for emerging tech and next-gen data workloads.

- Reference architectures
- Ready for emerging tech
- Designed, tested, validated, secured
- Scale and performance

Zero-friction deployment and management

With Penguin Solutions, there's no need to configure complex services and infrastructure yourself. We handle it for you so your teams can focus on high-value work.

- Services
- Experience / leadership
- Manageability

Flexible access: multi-cloud, hybrid, on-prem

Allow workflows to securely access data and applications with unified infrastructure we deploy to align with your organization's consumption preferences and financial objectives.

- Flexible deployment and accessibility
- Multi-cloud, multi-hybrid, on-prem
- -as-a-Service, cost predictability (future)

Headlines

- Unleash the capabilities of your data scientists and researchers.
- Accessibility meets flexibility
- Pre-architected platforms for data that demands more.
- DIY'er beware. Let Penguin Solutions solve HPC complexity for you.
- Move AI beyond theory to production.
- Be first to the future of AI.
- Allies in AI.

MESSAGE HOUSE

PENGUIN™
EDGE

Position

We enable intelligence at the edge.

Core message pillars

Innovate faster with edge-native architectures

Penguin Solutions accelerates your time to market with pre-architected, validated and cyber-resilient designs for emerging edge, AI and IoT use cases.

• Reference architectures

• Edge native, edge ready (low latency, real-time)

• Designed, tested, validated, secured

Simplify connectivity across the continuum

We connect the dots others can't, unifying the hardware, software and workflows required to process raw data at the edge and send what's relevant to the cloud/core for model training and inference.

• Services so you can avoid complexity

• Hardware and software solutions

• Integrated solutions

Create transformational outcomes and experiences

From IoT and autonomous systems to video analytics and digital signage, Penguin Solutions is your experienced ally for building context-aware AI solutions at the edge.

• Experience

• Industry expertise

• Talent and resources

Headlines

• Let your data flow with edge to cloud connectivity.

• Drive intelligence at the edge.

• Be first to the future of IoT.

• Deploy modern applications anywhere.

• Together, we're leading Edge.

• Transform edge data into business outcomes.

• Achieve more at the edge.

• Edge solutions that power possibilities.

MESSAGE HOUSE

Primary Boilerplate — shout it from the mountaintops:

At Penguin Solutions, we enable the world's most innovative organizations be first to the future by delivering the advanced infrastructure and machines required to deploy emerging technologies. As allies in AI, HPC and edge, we are the team businesses and organizations partner with when facing their most complex and daunting data projects.

Strengthened by our ready-to-run clusters, a spectrum of professional services, and an extensive partner network, we accelerate transformation across technical, industrial, scientific and government initiatives. Our expert team has a track record of successfully designing and deploying the world's most powerful machines and networked systems for customers like Meta and multiple branches of the US government.

From ultra-scale computing and data analytics to simulation and AI, Penguin Solutions is at the forefront of the real-world deployment of high-performance applications for scientific discovery and mission-critical outcomes. Penguin Solutions is a SMART Global Holdings company, and has over two decades of experience designing and optimizing advanced infrastructure for exponentially growing workloads.

Visit PenguinSolutions.com and connect with us on LinkedIn and Twitter.

Secondary Boilerplate — proclaim this when brevity is required:

At Penguin Solutions, we enable the world's most innovative organizations be first to the future by delivering the advanced infrastructure and machines required to deploy emerging technologies. As allies in AI, HPC and edge, we are the team businesses and organizations partner with when facing their most complex and daunting data projects. Strengthened by our ready-to-run clusters, a spectrum of professional services, and an extensive partner network, we accelerate transformation across technical, industrial, scientific and government initiatives. Penguin Solutions is a SMART Global Holdings company, and has over two decades of experience designing and optimizing advanced infrastructure for exponentially growing workloads.

Visit PenguinSolutions.com and connect with us on LinkedIn and Twitter.

2.

Our language and voice principles inspire how we write and speak. Refer to them often when writing all things Penguin Solutions.

TONE OF VOICE

The Penguin Solutions editorial voice is authentic and direct, speaking with technical savvy but with humor and energy.

This tone of voice reflects the company's business strategy of providing design expertise, advanced professional services, and highly-rated support to help customers solve organizational challenges rather than just being a parts provider.

Our core audiences are prospects, customers, partners, potential employees, and investors so our copy must be clear enough for the novice to understand and useful enough that technically advanced readers will still find value. This means avoiding jargon, spelling out acronyms, and getting to the point quickly

We use the active tense (see The Elements of Style by Strunk and White for details). We sometimes use contractions (ie, "that won't help achieve the performance levels most businesses need today"). We use humor periodically (ie, "and, really, isn't more power better?"). And we occasionally start sentences with "and" and "because."

Friendly + Approachable

We strive to talk and write the same way we would talk to our customers in person. We are authentic — we speak as a human to a human. We are passionate about the work we do and we know how to work hard, live well, and have fun.

- We don't speak as a company to a prospect or account
- We don't sacrifice our professionalism

Helpful + Unpretentious

No matter what the challenge, we "roll 'em up" and help solve the problem. We help our customers make a difference for their organizations and their careers.

- We don't come across as patronizing or condescending
- We don't use 50 words when 10 will do
- We don't use unnecessary industry jargon

Intelligent + Informative

We have a lot of experience to share — we've been leaders in this space for more than 20 years. We love to teach, sharing our experience and new and innovative solutions. We are unwavering in our dedication to truth and honesty. We embrace creativity and innovation.

- We don't overstate what our solutions can do
- We don't avoid difficult questions

LANGUAGE USAGE

Penguin Solutions uses the Chicago Manual of style (which is consistent with Strunk & White) and the modifications shown here.

NUMBERS

- When used in text, numbers up to 10 are spelled out (i.e., one, two, three, etc.) while the number 10 and above are represented in Arabic numerals (i.e., 10, 11, 12, etc.)
- When used next to a measurement (i.e., 3TB) or in a table, numbers are written in Arabic numerals
- Do not put numbers in parentheses, i.e., one (1)
- Do not put an 'x' after a number unless you are actually meaning it to be read as 'times', i.e., 1x as 'one times'
- Hyphenate 3-year/three-year, using the Arabic numeral 3 when in a table and spelling it out when in text

PUNCTUATION

- In a series of 3 words, the last two words have a comma and the word "and" between them (ie "this, that, and the other") this is called a serial or Oxford comma
- Do not overuse commas (or semicolons) in sentences. Instead, divide sentences into two shorter sentences

HYPHENATION

- data center is two words with NO hyphen
- bare metal is two words with NO hyphen
- on-demand is two words with a hyphen
- turn-key is two words with a hyphen
- trade show is two words with NO hyphen

SENTENCES & PARAGRAPHS

- There is one space between sentences
- There is one line space between paragraphs

BULLETED LISTS

- Do not use a period at the end of a bulleted item, period

TRADEMARKS

Proper usage and attribution of Penguin Solutions™ trademarks is important for their continued legal protection. It helps customers distinguish Penguin Computing goods and services from competitors and prevents our trademarks from becoming generic.

COMPANY NAME

Our legal company name is: Penguin Solutions. Our name is written as 'Penguin Solutions' and to retain legal protection. Never use the word 'Penguin' alone. Always use the trademark "TM" designation in superscript upon the first mention of Penguin Soltuions in copy.

TRADEMARKS

PENGUIN COMPUTING	USA / Canada
RELION®	USA
SCYLD CLUSTERWARE®	USA
ALTUS®	USA
NIVEUS®	USA
SCYLD HPC CLOUD APPLIANCE®	USA
ARCTICA®	USA
TUNDRA®	USA

PENDING TRADEMARKS

SCYLD

FROSTBYTE

ICEBREAKER

MAGNA

VALKRE

POD

TRADEMARKS USE

Trademarks are adjectives and should be followed by the generic term (noun) they modify, such as "server" or "product."

On the first mention of a specific product, begin with "the Penguin Solutions™ " and add relevant trademark symbols. Both can be omitted in subsequent uses. The only exception to this rule is in page titles and banners.

Usage:
Correct: The Penguin Computing™ Relion® server provides...

Incorrect: The Penguin Computing™ Relion® provides...

Examples:
Penguin Computing™ software
Penguin Computing™ POD™ HPC cloud
Penguin Computing™ solutions
Penguin Computing™ Relion® server
Penguin Computing™ Tundra® server
Penguin Computing™ Altus® server
Penguin Computing™ Arctica® switch
Penguin Computing™ FrostByte™ storage solution
Penguin Computing™ Scyld™ products
Penguin Computing™ Accelion™ platform
Penguin Computing™ Scyld Clusterware® software

TRADEMARKS ATTRIBUTION STATEMENT

In addition to indicating trademark using symbols next to the mark, you should include an attribution statement in all published materials, including packaging, manuals and leaflets. The attribution statement may appear in small, but still legible, print and is typically included with other legal lines, such as the copyright notice, at the end of a document or on the copyright page or a book or manual.

The statement must include all Penguin Solutions marks used in the text or graphics, beginning with "Penguin Solutions" and "the Penguin Solutions logo" (if used) followed by any other marks in alphabetical order. Logos must be in the correct, trademarked form when listed in the attribution statement.

The list of marks must then be followed by "are either registered trademarks or trademarks of Penguin Solutions in the United States and/or other countries."

Then, to account for partner trademarks, include the statement "All other product names, trademarks and registered trademarks are the property of their respective owners. All company, product and service names used in this document are for identification purposes only. Use of these names, trademarks and brands does not imply endorsement."

Example:
Penguin Solutions, the Penguin Solutions logo, Relion, Niveus, and Scyld ClusterWare are either registered trademarks or trademarks of Penguin Solutions in the United States and/or Canada. All other product names, trademarks and registered trademarks are property of their respective owners. All company, product and service names used in this document are for identification purposes only. Use of these names, trademarks and brands does not imply endorsement.

COPYRIGHT

A copyright notice is a statement placed on intellectual property to inform the public that a copyright owner is claiming ownership of it. The use of a copyright notice is the responsibility of the copyright owner and does not require permission from, or registration with, the U.S. Copyright Office. Per the Copyright Office, notice consists of three elements that generally appear as a single continuous statement

• The copyright symbol ©, the word "copyright" or the abbreviation "copr."
• The year of first publication of the work
• The name of the copyright owner

Penguin Soliutions, not the author of the text, is the copyright owner for:

• a work created by an employee within the scope of employment, and

• a commissioned work that falls within a certain category of works and that is the subject of a written agreement.

For materials created for Penguin Solutions, the copyright notice is as follows:

• © [Year of Publication] Penguin Solutions, All rights reserved.

Include a copyright notice and an attribution statement in all published materials, including packaging, manuals and leaflets. Logos must be in the correct, trademarked, graphical form. The attribution statement may appear in small, but still legible, print and is typically included with other legal lines, such as the copyright notice, at the end of a document or on the copyright page or a book or manual.

3.

VISUAL IDENTITY ELEMENTS

Use the following visual identity elements to create memorable and visually appealing content and campaigns that consistently reinforce the core attributes of the Penguin Solutions brand.

MASTERBRAND LOGO

As the key expression of our visual identity, the masterbrand logo is to be used consistently across all applications to protect the integrity of the Penguin Solutions brand.

The Penguin Solutions logo reflects the strength and reliability of the brand. The yellow bar emphasizes the letters IN to signify that intelligent innovation is baked in to everything we do.

MASTERBRAND LOGO

The Penguin Solutions logo is our masterbrand mark and must be used on literature, advertising, technical documents, corporate signs, stationery, sales presentations or any other promotional communications as the official brand symbol.

The Penguin Solutions logo can be used by itself or in conjunction with Penguin Solutions category marks and product marks.
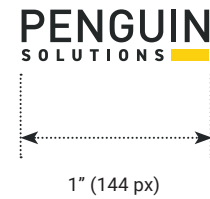
Usage Guidelines:

• The Penguin Solutions logo must appear as the primary brand mark in all communications

• Whenever possible, place the logo in upper left or bottom right of materials

• Ensure the Penguin Solutions logo doesn't appear smaller or subservient to other logos (especially the category logos)

• The logo should always appear with ample clearspace. Never combine the logo with other text or logos

1" (144 px)

Color logo on white

Color logo on <50% black

Black logo on white

Reversed logo on > 50% black

Reversed logo on black

White logo on black

Clearspace

Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To ensure proper clear space measure the height of the "P" in from the left, top, right, and baseline of logo.

Minimum Size

To ensure readability do not size the logo smaller than the minimum horizontal dimensions shown above.

Background and Contrast

Always use the version of the logo that provides sufficient contrast with the background to ensure maximum readability.

MASTERBRAND LOGO

Improper Use

To protect the integrity of our logo please do not alter or modify it in any way. Here are a few examples of alterations and improper applications.

❌ Reconfigure

❌ Stretch

❌ Special effects

❌ Outline

❌ Color background

❌ Recolor

❌ Rotate

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❌ Clearspace violation

❌ Poor contrast

CO-BRANDING

Usage Guidelines

One of Penguin Solutions unique differentiators is our partner network. Working closely with a variety of partners enables us to deliver outcomes that support business objectives without constraint.

- When combining Penguin Solutions logo with our partner logos, be sure to provide adequate separation and clear delineation between the marks

- Generally brand marks should be sized so they appear visually balanced.
  Logos should honor Penguin Solutions' clearspace requirements and be separated by a line when used next to one another

- The primary partner should appear first in the logo lockup. If the partnership is equal, place the Penguin Solutions logo first

Vertical Orientation

When combining the logos in a vertical orientation separate the logos with a horizontal hairline and maintain minimum clearspace of the height of the "P" in Penguin between the logos and the line.

Horizontal Orientation

When combining the logos in a horizontal orientation separate the logos with a vertical hairline and maintain a minimum clearspace of the height of the "P" in Penguin between the logos and the line.

CATEGORY LOGOS

Category logos provide distinction for our solution offerings while providing continuity with the masterbrand.

The Penguin Solutions category logos are used on literature, advertising, technical documents, corporate signs, stationery, sales presentations or any other promotional communications.

PENGUIN™ COMPUTING

Use the Penguin Computing logo on all Penguin Computing related product and service offerings.

PENGUIN™ EDGE

Use the Penguin Edge logo on all Penguin Edge related product and service offerings.

CATEGORY LOGOS

Usage Guidelines:

- Category logos can be used to distinguish the product offerings within our portfolio
- These logos should be used sparingly within marketing and sales materials that highlight solutions that fall under one specific segment of our business
- Category logos should appear subservient to the Penguin Solutions masterbrand logo
- Avoid using the category logos in corporate-level communications (instead use the Penguin Solutions logo alone)
- Avoid using the Penguin Computing and Penguin Edge logos together. In the rare case where it calls for them to be used in unison, the logos should be the same size and aligned evenly
- The logo should always appear with ample clearspace. Never combine the logo with other text or logos

1" (144 px)

1" (144 px)
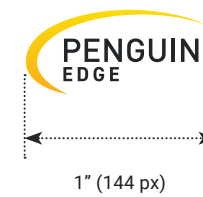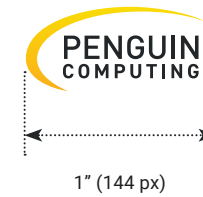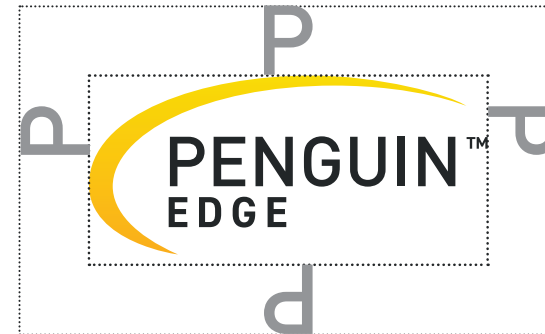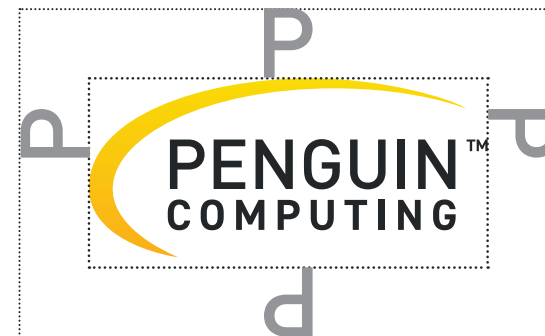
Color logo on white background

Reversed logo on > 50% black

Color logo on white

Reversed logo on > 50% black

Color logo on <50% black

Reversed logo on black

Color logo on <50% black

Reversed logo on black

Black logo on white

White logo on black

Black logo on white

White logo on black

Clearspace

Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To ensure proper clear space measure the height of the "P" in from the left, top, right, and baseline of logo.

Minimum Size

To ensure readability do not size the logo smaller than the minimum horizontal dimensions shown above.

Background and Contrast

Always use the version of the logo that provides sufficient contrast with the background to ensure maximum readability.

CATEGORY LOGOS

Improper Use

To protect the integrity of our category logos please do not alter or modify them in any way. Here are a few examples of alterations and improper applications.

⊗ Reconfigure

⊗ Stretch

⊗ Special effects

⊗ Outline

⊗ Recolor

⊗ Rotate

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⊗ Clearspace violation

⊗ Poor contrast

LOGO PLACEMENT

For printed and digital documents place the Penguin Solutions logo in the upper 1/3 on either the left or the right.
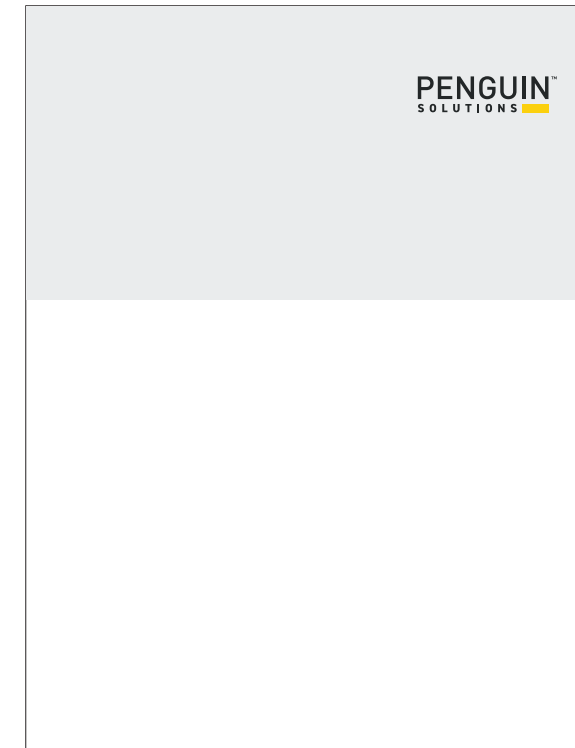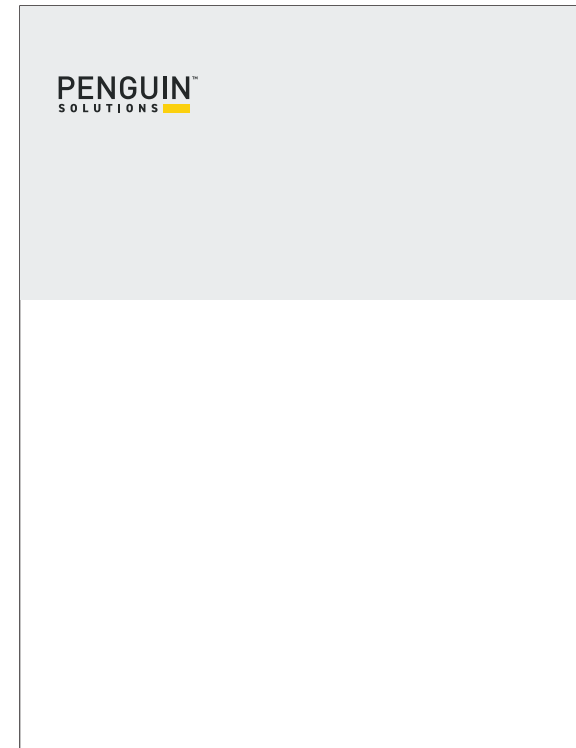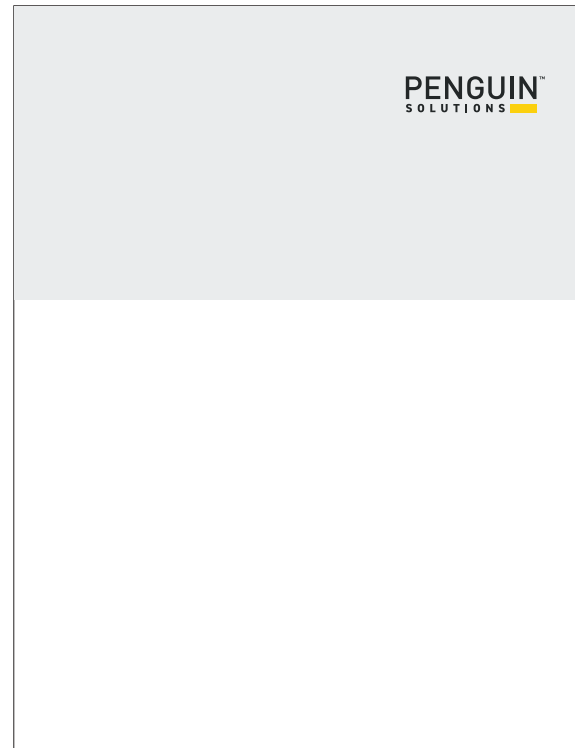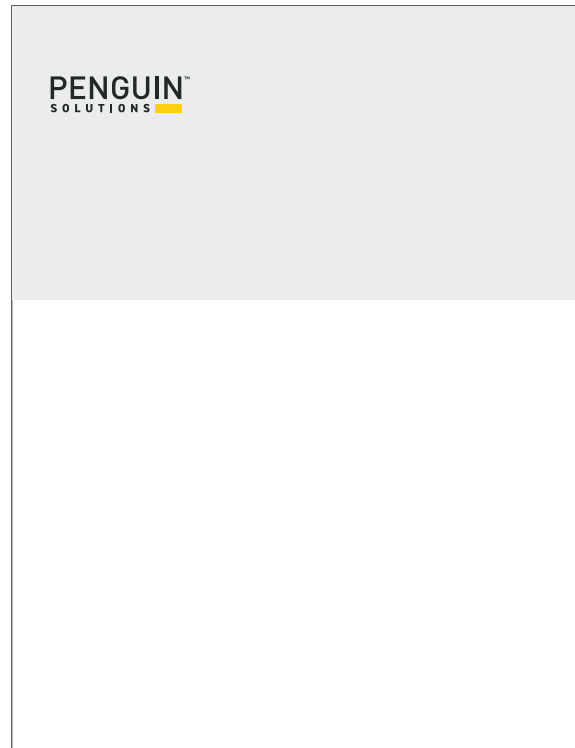
For Penguin Computing and Penguin Edge documents, place the Computing or Edge logos in the lower 1/4 on either the left or the right.
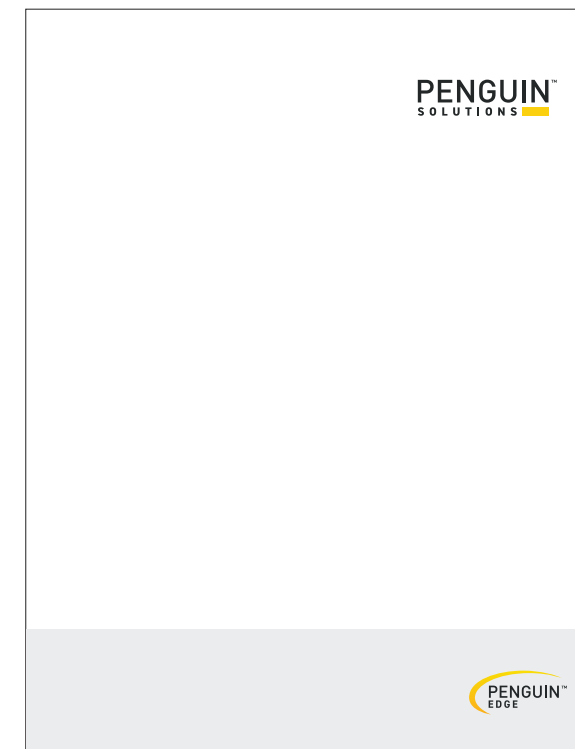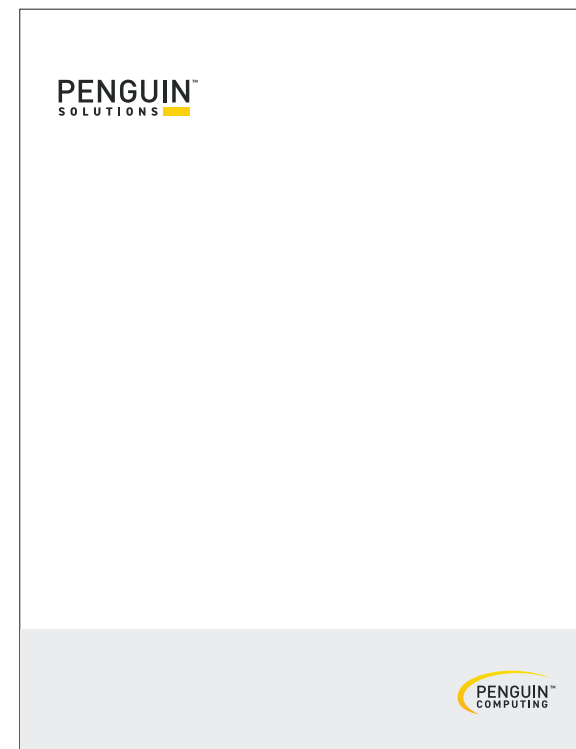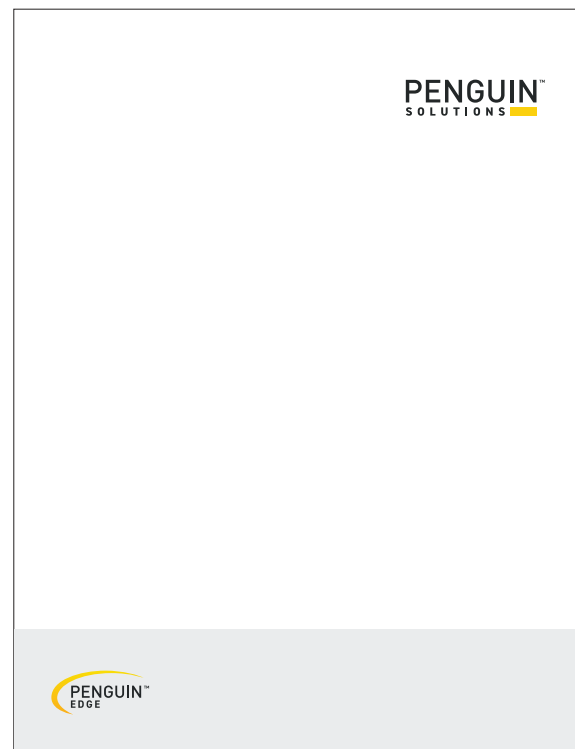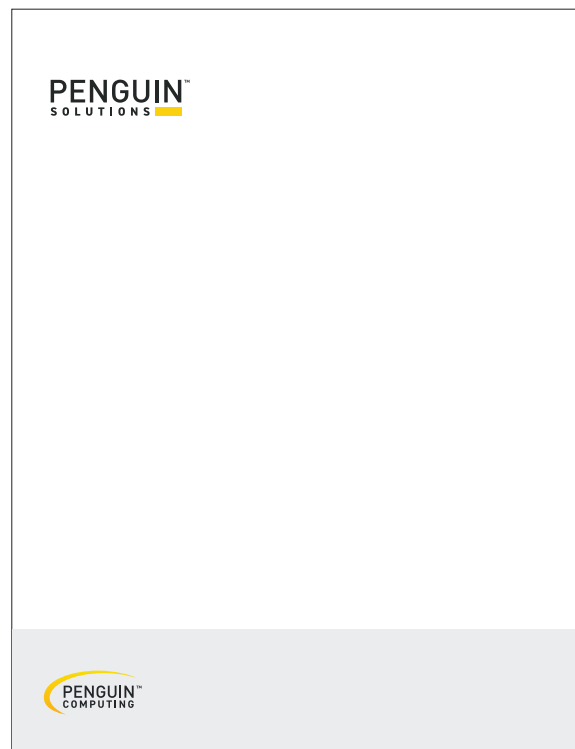
LOGO PLACEMENT

For horizontal digital ads place the Penguin Solutions logo on either the left or the right 1/3.

For vertical and square digital ads place the Penguin Solutions logo within the top or bottom 1/3.

Always leave the required amout of clearspace around the logo.
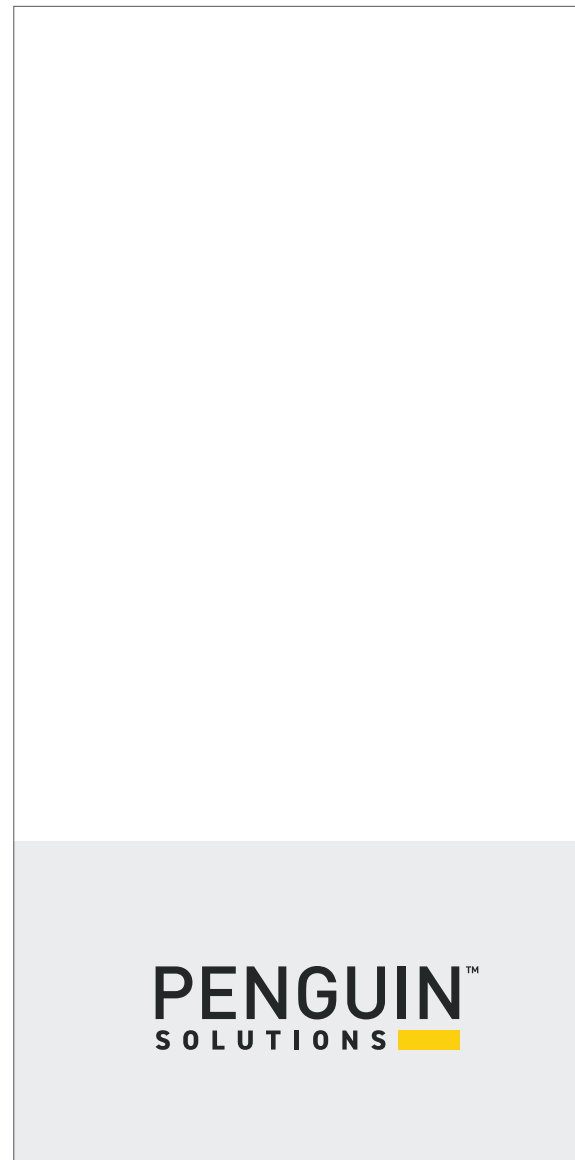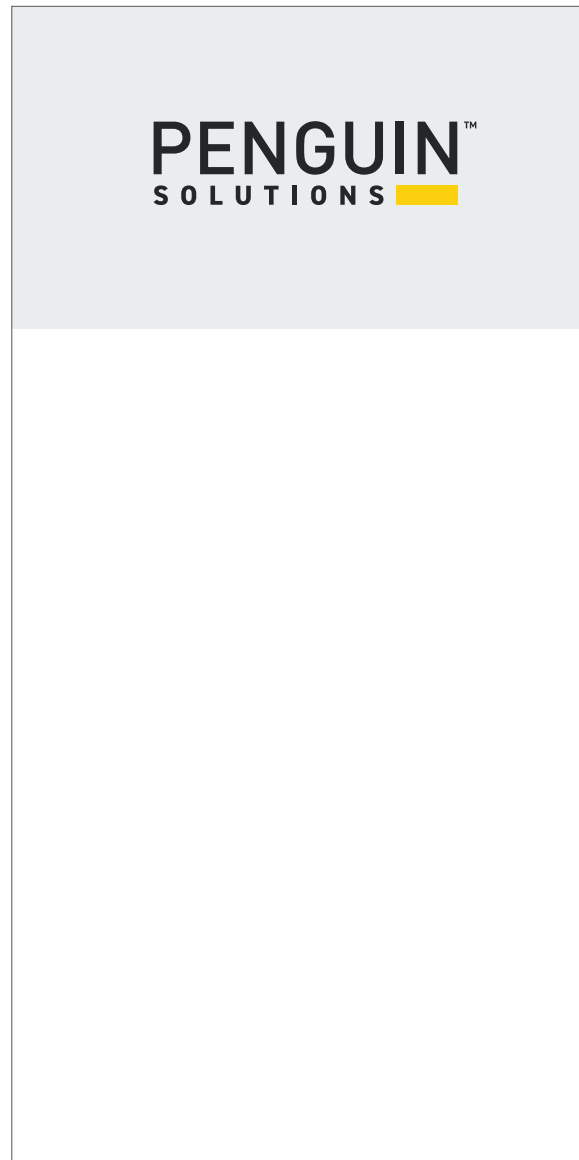
COLORS

Our primary colors are Yellow and Black. They represent the assurance and reliability we offer to our customers.

The color shades are optional color values to be used in UI design, illustrations and similar. They should always be used in relation to the primary color, and the primary Penguin Solutions Yellow should always be most prominent.

Our color palette was originally inspired by the markings found on Emperor penguins. As the mascot for Linux (on which Penguin Computing solutions were based) is Tux the Penguin. Today these colors remind viewers that Penguin Solutions remains unique from its larger competitors.

Penguin Solutions Yellow

RGB – 254 / 209 / 7
HEX – #FED107

CMYK – 1 / 16 / 99 / 0

Pantone – 109 C

| #FEF2BF | #FEEEA5 | #FEE77F | #FEDE4C | #FED419 | #F7CA00 |

Penguin Solutions Black

RGB – 37 / 40 / 42
HEX – #25282A
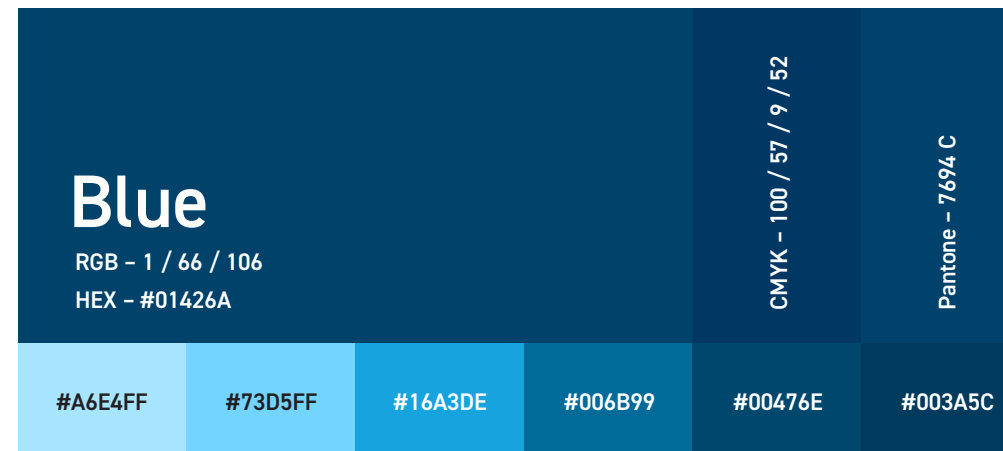
CMYK – 74 / 65 / 62 / 67

Pantone – 426 C

| #EAECED | #C8CDD1 | #9DA2A6 | #535659 | #2C3032 | #1A1D1E |

COLORS
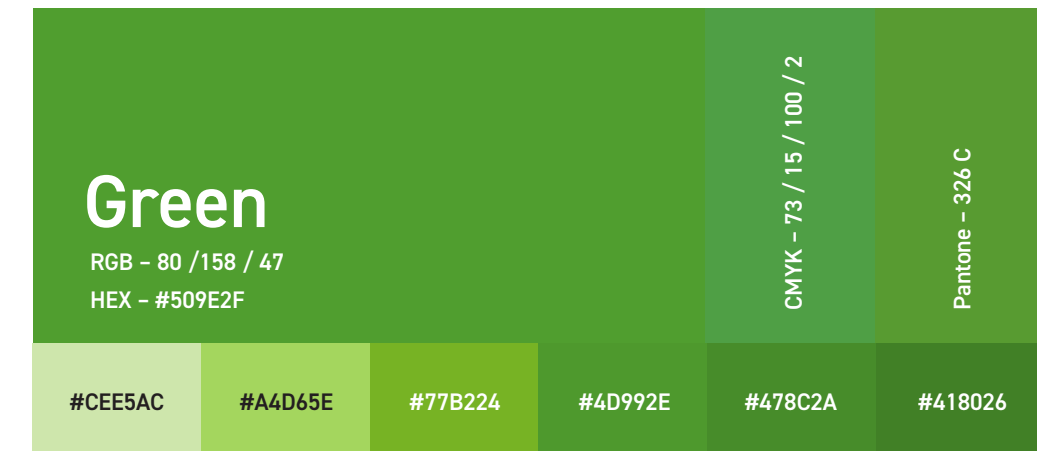
Our vibrant secondary colors provide variation and playfulness to our overall branding. They should be used to add flavor across various touchpoints.

A note about contrast.

Visual accessibility plays an important role in our audience's interaction with the Penguin Solutions brand. Whether in print or digital applications, selecting color combinations with high contrast is key.
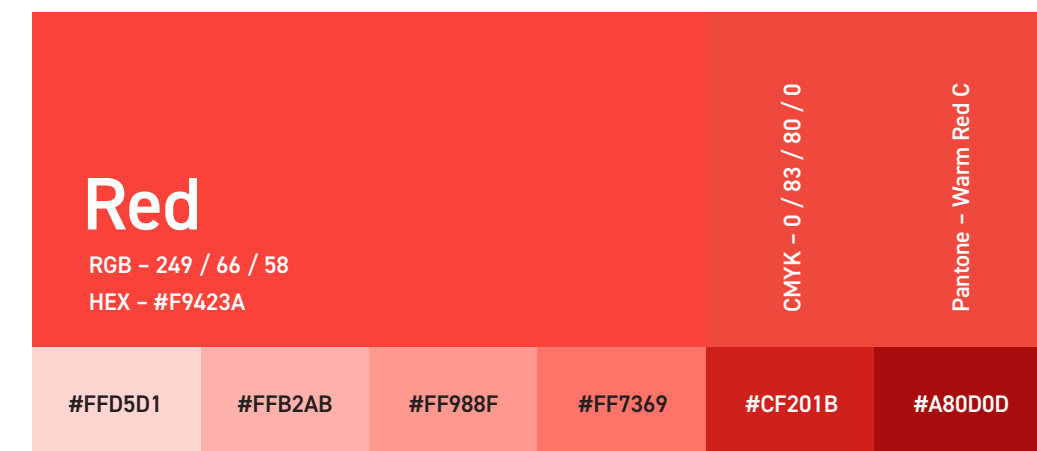
Please refer to the application of type over different colors in this guide and use the contrast checker to check the contrast of your colors to ensure optimum accessibility.

Blue
RGB – 1 / 66 / 106
HEX – #01426A

CMYK – 100 / 57 / 9 / 52

Pantone – 7694 C

#A6E4FF #73D5FF #16A3DE #006B99 #00476E #003A5C

Green
RGB – 80 / 158 / 47
HEX – #509E2F

CMYK – 73 / 15 / 100 / 2

Pantone – 326 C

#CEE5AC #A4D65E #77B224 #4D992E #478C2A #418026

Orange
RGB – 255 / 158 / 27
HEX – #FF9E1B

CMYK – 0 / 45 / 94 / 0

Pantone – 1375 C

#FFEABF #FFDB99 #FFB759 #FFA733 #E58E18 #CC7E16

Red
RGB – 249 / 66 / 58
HEX – #F9423A

CMYK – 0 / 83 / 80 / 0

Pantone – Warm Red C

#FFD5D1 #FFB2AB #FF988F #FF7369 #CF201B #A80D0D

PHOTOGRAPHY

When selecting imagery for any composition keep these principals in mind:

Tell Engaging Stories

Always consider how people or objects convey stories that support relevant messaging in a clear, simple and interesting way. Branded images should reflect the customers and industries we help.

Be Authentic

Aim for a natural look and feel with appealing visuals and models that accurately reflect our customers and their environments. Work with believable models that don't look posed or forced. Seek models that naturally express confidence and ease.

Get Close and Simplify

Consider how to reduce visual "noise" by leaving out visual elements that are not relevant or supporting the story. When getting close, people and objects can stand out in a more natural way.

PHOTOGRAPHY

Zoom in and get close to simplify storytelling.

Get close to let photos tell a story in a more clear and simple way.

For people-driven imagery work mainly with photos using portrait (zoom) lenses. This will help isolate main subjects and elements.

Avoid compositions and situations that feel forced or staged.

As a rule of thumb, zoom in or crop the image to have only the most important subjects and elements (i.e., elements of interaction) while still allowing for clear context (i.e., location and environment).

Work with eye contact if it supports the story and does not seem unnatural or staged.

PHOTOGRAPHY

Connecting with customers through industry images.

HCP and Edge applications are top of mind for every modern industry. We rely on imagery that shows our solutions in context to illustrate our connection to our customers' businesses and build rapport through familiarity.

Industry imagery can be difficult to source in a consistent style because of the diverse constraints of our customers' working environments. Take care to select photography with good lighting and are natural "in the moment" situations.

Feel free to explore a variety of tightly cropped and zoomed out images in your composition to provide variety and interest.

Avoid photo compositions and obvious metaphors.
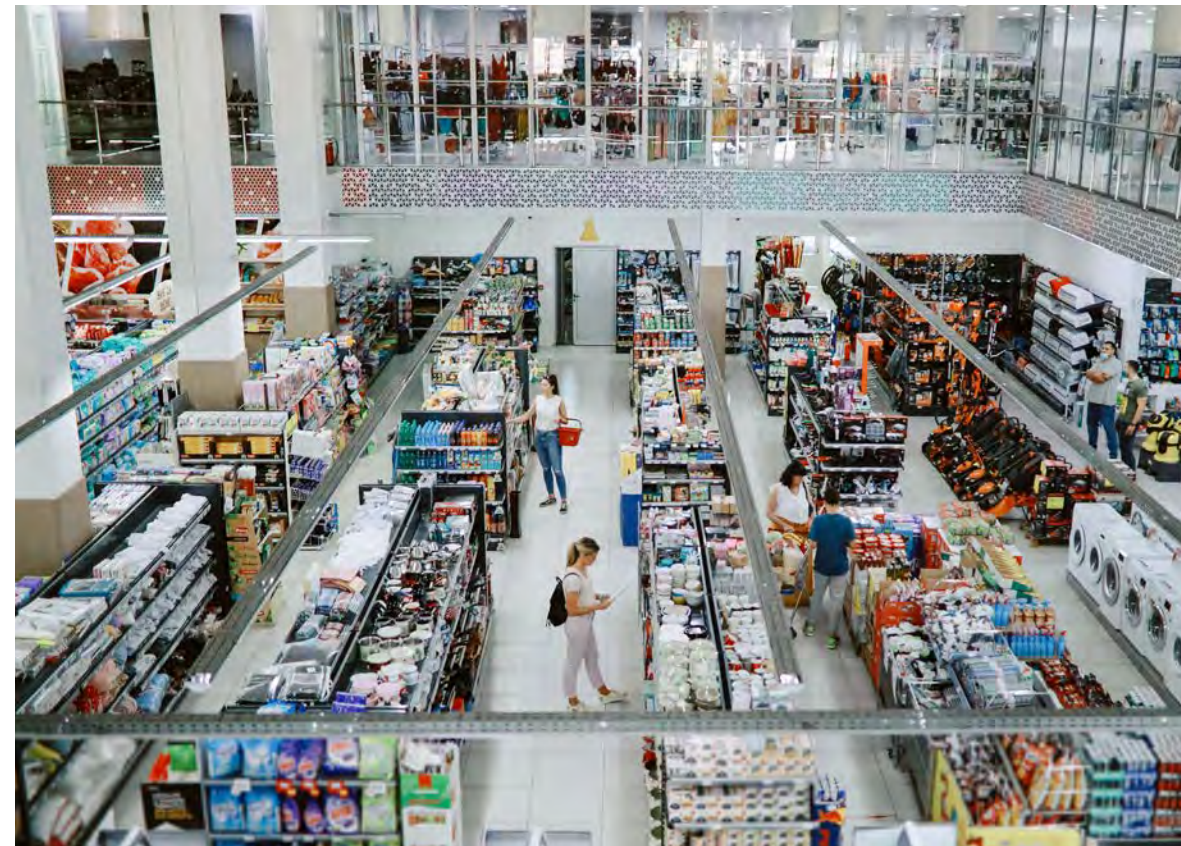
GRAPHIC ELEMENTS

Use technology textures to add texture and visual interest.

We use technology textures to add visual interest, and provide a conceptual pause within our compositions.

Technology imagery should compliment and support the messages in your composition and ideally provide a sense of futurism.

Also consider how technology textures can create a sense of motion to direct the viewer's eye to your primary message.

PRODUCT IMAGERY

Use hero-style shots to showcase our clusters

Penguin Solutions clusters need to look impressive and iconic, reflecting the engineering expertise required to design and build these systems.

This look is accomplished by photographing clusters of 4-5 racks from a slightly lowered point of view at a distinct angle with sharp focus and natural-looking studio lighting. A reflection should then be applied (the reflection is more involved because the racks are shot on angle).

Consider ways to increase the depth of field. Also consider 3D renders, such as those used by Cray Inc., as an alternative.

PRODUCT IMAGERY

Use information-style shots for individual components

Our informational style presents our products in a clear, honest and consistent manner. It appears on product web pages, datasheets and manuals. This style features products silhouetted against white backgrounds. Clear lighting accurately depicts our product's colors, textures, design and features. Every product must have the front view but back, perspective, and top views are optional.

Shooting Product Images:

Our product images are all shot in house by the Corporate Marketing team, using a basic hot light system, a paper backdrop, and a DSLR camera. Using a simplistic lighting setup, aim to balance the light across the entire product. Be aware of reflections adding color to the product, and harsh light from any direction. To achieve balance, we use three lights in the setup. First, we use the ambient light provided by the lights in the room, a primary light to the right, and a fill light slightly to the left. Utilize softboxes and umbrellas wherever possible to diffuse light sources.

When shooting an image with the cover off, ensure that all internal parts and wires are properly connected and organized in a clean, professional way.

Editing should be minimal, and should only consist of minor lighting corrections and removing the backgrounds. Ensure that all parts of the background, including any holes visible in the back of the server, are removed, allowing for complete transparency.

Front—REQUIRED

Shoot from the front and just slightly above. Cover is on. Make sure to shoot all the hard drive variations, like 2.5" and 3.5"

Back—OPTIONAL

Shoot from the front and just slightly above. Cover is on. Hard drive type doesn't matter.

Perspective (profile)—OPTIONAL

Server has the top cover removed and is positioned at an angle, showing perspective. Use a modified trimetric projection with a lowered horizon line (so you see less of the top and more of the front and side). Chassis hard drive type is whatever you have accessible.

Top detail—OPTIONAL

Either of the two views is acceptable:

• Straight down with cover off

• Single-point perspective top down detail with cover off

TYPOGRAPHY

Our brand typefaces are DIN 2014 and Roboto. The following pages provide key parameters to ensure consistent use, while providing flexibility for creative expression across a variety of applications.

DIN 2014 is a bold geometric face with distinct characteristics that work well with the Penguin Solutions logo and our overall brand personality. DIN is used in headlines, subheads, captions and as a graphic element in compositions.

Roboto is our workhorse typeface. Roboto pairs well with DIN, and we use it for everything that isn't a headline. Roboto is a freely distributed font available on Google Fonts.

When DIN and Roboto are not available use Arial as the fall-back typeface.

Headlines, Subheads, and Captions

Di   DIN 2014

Visually powerful, intellectually elegant.

We like design to be visually powerful, intellectually elegant and above all timeless.

0123456789

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijkl

nopqrstuvwxyz

Body, subheads, and Captions

Ro   Roboto

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Fall-back Typeface

Ar   Arial

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TYPOGRAPHY

Applying font scaling and predefined character styles.

Font Scaling

The predefined font sizes and their leading and tracking values can be used for a more consistent typography and a better layout experience.

All font sizes can be changed and adapted, however when adding sizes and styles, use similar line heights and tracking shown in the example and follow overall principles of:

- larger typography (headlines) = more tracking and less leading

- smaller typography (subtitles or body) = less tracking and larger leading

Predefined Character Styles

Use the available character styles in Adobe Library for various design applications and platforms (i.e., InDesign, Word, PowerPoint).

This will ensure consistency between font types and classes (i.e., when to use DIN 2014 and Noto Sans).

Headline Scaling

H1
DIN 2014 Bold
88 pt / 94 pt
Tracking -15 / -5

Headline

H2
DIN 2014 Bold
74 pt / 80 pt
Tracking -15 / -5

Headline

H3
DIN 2014 Bold
63 pt / 68 pt
Tracking -15 / -5

Headline

H4
DIN 2014 Bold
53 pt / 58 pt
Tracking -10 / -2.5

Headline

H5
DIN 2014 Bold
45 pt / 50 pt
Tracking -10 / -2.5

Headline

H6
DIN 2014 Bold
38 pt / 42 pt
Tracking -5 / 0

Headline

H7
DIN 2014 Bold
32 pt / 36 pt
Tracking -5 / 0

Headline

Subhead, Body, and Caption Scaling

Subhead Large 01
DIN 2014 Demi
18 pt / 22 pt
Tracking -10 / -5

Natur solla que rem restistem ditis excepro maximus.

Subhead Large 02
Noto Sans Regular
16 pt / 22 pt
Tracking -10 / -5

Natur solla que rem restistem ditis excepro

Subhead Regular
DIN 2014 Demi
15 pt / 20 pt
Tracking -10 / -5

Natur solla que rem restistem ditis excepro maximus.

Body Large
Noto Sans Regular
11 pt / 17 pt
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaquae.

Body Regular
Noto Sans Regular
9 pt / 15 pt
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaquae.

Caption 01
DIN 2014 Demi
8 pt / 11 pt
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaquae.

Caption 02
Noto Sans Regular
8 pt / 10 pt
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaquae.

4.

SAMPLE APPLICATIONS

The following pages contain real-life examples and inspiration for composing the Penguin Solutions visual identity elements into compelling brand visuals.

BE FIRST TO THE FUTURE

We're Penguin Solutions and we're in the breakthrough business. The pushing what's possible business. The reimagine your industry business.

Put simply, we're the team to partner with when you're facing your most complex and massive data projects. We are here to simplify and eliminate pain points of designing and operating advanced infrastructure, so you don't have to. This frees your teams of scientists, researchers, and developers to make bigger innovations and discoveries. We enable businesses to grow and differentiate faster.

From artificial intelligence and deep learning to video analytics and digital signage, Penguin Solutions accelerates the real-world deployment of high-performance applications for your science or business needs.

So bring us those demanding workloads you're not sure how to pull off, and even less sure who to ask. Penguin Solutions will listen, partner and implement the right solution for you. We're your allies in technology, from HPC to AI to IoT -- at the Edge, in the core or in the cloud.
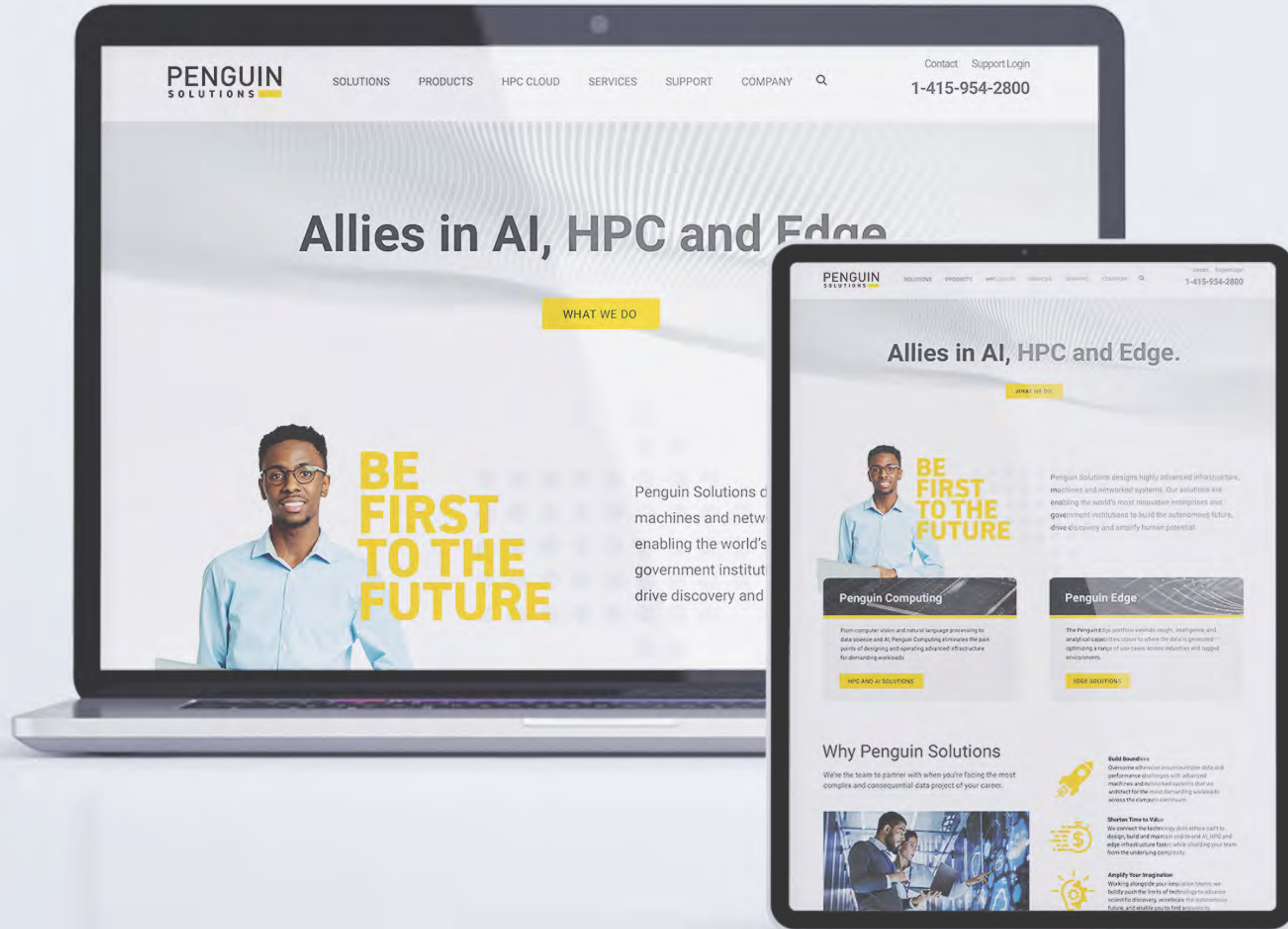
When you're ready to reshape the world, put Penguin Solutions in your corner, and **#BeFirstToTheFuture**

CAMPAIGN

BE
FIRST
TO THE
FUTURE

PENGUIN™
SOLUTIONS

WEBSITE

DISPLAY ADS

IN DEVELOPMENT

EMALS

IN DEVELOPMENT

NEWSLETTERS

SOCIAL MEDIA

IN DEVELOPMENT

EVENTS

IN DEVELOPMENT

LAUNCH SIGNAGE

Floor Sign
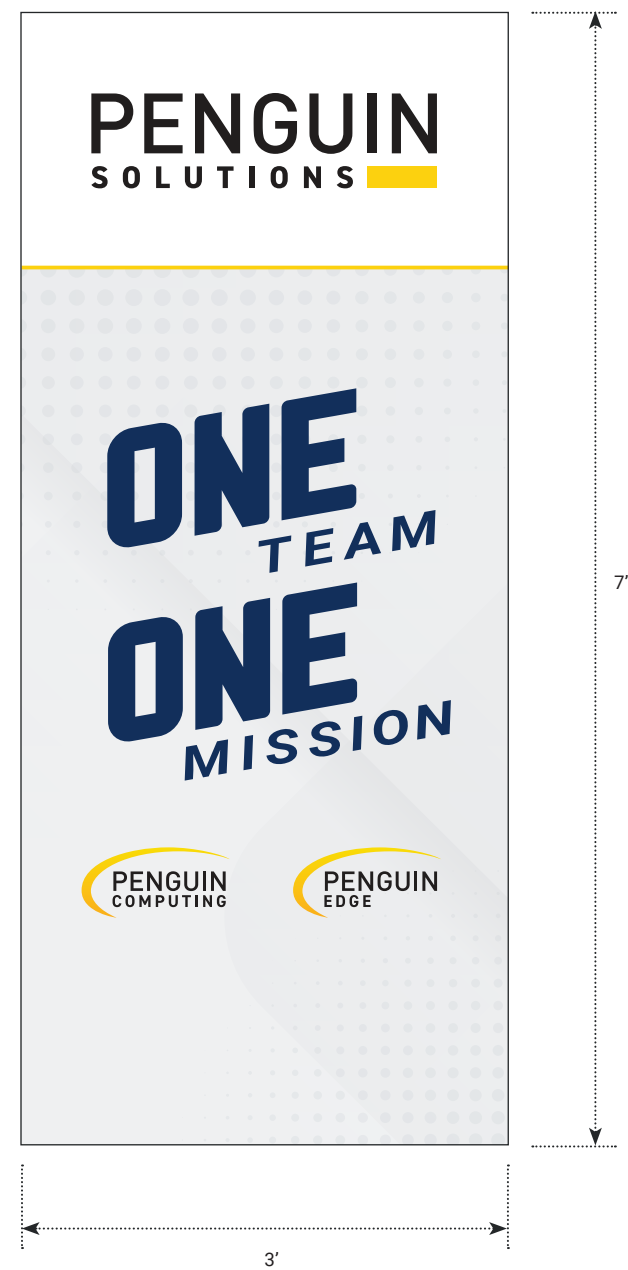
Hanging Banner

Table Tent

5.

Collateral Templates

The following templates have been created as a starting point for you to create new and engaging marketing collateral.

CHECKLISTS AND LISTICLES

IN DEVELOPMENT

DATA SHEETS

PRODUCT MANUALS

IN DEVELOPMENT

CASE STUDIES

IN DEVELOPMENT

SOLUTION BRIEF

PENGUIN
SOLUTIONS

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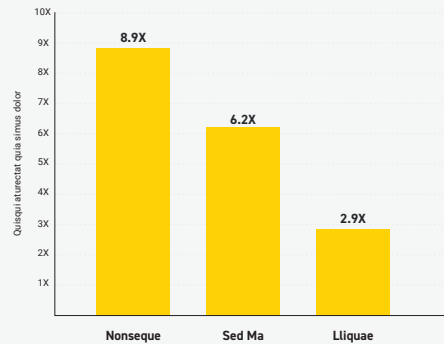

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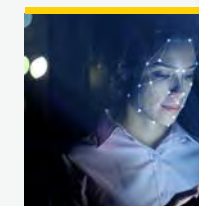
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Learn More

See related solutions at www.penguincomputing.com/gpu-accelerated-servers

For pricing on your specific design needs, contact a representative by email at sales@penguincomputing.com or call 1-888-PENGUIN (736-4846).

Purchase with Financing
Finance products, services, even soft costs with Penguin Computing Capital. Choose from options such as no money down, flexible billing choices, extended repayment timelines, and a variety of end-of-term alternatives.

PENGUIN
SOLUTIONS

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WHITE PAPERS

Presentation Title Goes Here

OPTIONAL ALL-CAPS SUBHEAD

PENGUIN
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Enter Page Title

Simple special-purpose devices like microwave ovens and remote controls are included, as are factory devices like industrial robots and computer-aided design, as well as general-purpose devices like personal computers and mobile devices like smartphones.

- Nettop (Small form factor, PCs, Mini PCs)
- Home theater PC
- Keyboard computer

- Nettop (Small form factor PCs, Mini PCs)
- Home theater PC
- Keyboard computer

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PENGUIN
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Agenda Title

- Agenda Item One
- Agenda Item Two
- Agenda Item Three

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PENGUIN
SOLUTIONS

New Section Transition Slide

Enter subhead text in this box here

PENGUIN
SOLUTIONS

BUSINESS CARD

Christian Childs
Marketing Manager
Penguin Computing

📞 512-987-1466
✉ cchilds@penguinsolutions.com
📍 45800 Northport Loop West,
    Fremont,CA 94538 USA

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An **SGH** Company

www.penguinsolutions.com

PENGUIN
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LETTERHEAD

IN DEVELOPMENT

EMAIL SIGNATURE

Christian Childs
Marketing Manager
Penguin Computing

📞 512-987-1466
✉ cchilds@penguinsolutions.com
📍 45800 Northport Loop West, Fremont, CA 94538 USA

EMAIL BANNERS

IN DEVELOPMENT