The New Hitachi Vantara Brand

Brand and Creative Services
January 2020

HITACHI
Inspire the Next

Our Brand

Brand Platform

BRAND ASPIRATION

Hitachi Social Innovation is POWERING GOOD

BRAND PROMISE

We connect what's now to what's next

MESSAGE 1 Maximize your infrastructure advantage	**MESSAGE 2** Unleash your DataOps advantage	**MESSAGE 3** Scale your digital advantage
CAMPAIGN INTERPRETATION Your Infrastructure Advantage	**CAMPAIGN INTERPRETATION** Your DataOps Advantage	**CAMPAIGN INTERPRETATION** Scale Your Digital Advantage

BRAND PERSONALITY

Confident   Pioneering   Empowering   Conversational

Brand Personality
How We Look, Feel and Sound

- **Confident**
  We are bold in our ideas and actions. We earn our swagger by joining our customers on their journey, with the deep knowledge that we've been there before.

- **Pioneering**
  We embrace fresh thinking and boldly advocate innovative new routes and best practices to ease our customer's passage.

- **Empowering**
  We use our experience and insight to guide customers to where they need to go and make sure they arrive safe – maybe exhausted but delighted.

- **Conversational**
  We engage as peers with our customers, listening to their hopes, exchanging ideas and responding with advice and action.

Written Brand

How We Describe Ourselves

Boilerplate

Hitachi Vantara, a wholly-owned subsidiary of Hitachi, Ltd., guides our customers from what's now to what's next by solving their digital challenges. Working alongside each customer, we apply our unmatched industrial and digital capabilities to their data and applications to benefit both business and society. More than 80% of the Fortune 100 trust Hitachi Vantara to help them develop new revenue streams, unlock competitive advantages, lower costs, enhance customer experiences, and deliver social and environmental value. Visit us at hitachivantara.com.

Notable changes

- "connect what's now to what's next" replaces "Your DataOps Advantage"

- "guide, co-create, work alongside" are how we engage with customers

- "unmatched industrial and digital capabilities" replaces "100 years of IT and OT"

How We Write for Our Brand

- Use common, conversational language

- Write with "you" and "our"

- Be logical and literal

- Avoid business speak: enable, designed to, represents, leverage

- Use short sentences, mostly of 25 words or fewer

- Use our full brand names as often as possible

- Follow Associated Press style

    – https://www.apstylebook.com/

- Naming Guide: https://apps.hitachivantara.com/brand/guidelines/naming-trademarks/

Hitachi Brand Names of Products, Services, Solutions

- Follow the approved Hitachi names exactly from the Name Guide
  - Use the full name as often as possible
    - Hitachi Virtual Storage Platform
  - Use the short name or initials when space or repetition demands
    - Virtual Storage Platform, VSP

- Trademarks
  - Use trademark symbols (®,™) on IBM trademarks only. Not Hitachi, Microsoft, Intel or others, unless specifically requested by that company
  - With other companies' trademarks, use the company and product name on the first mention: Dell EMC PowerMax, Microsoft Azure, Amazon S3
  - List the referenced IBM and Microsoft trademarks in the footer's legal text

Your Reader Wants Information NOW

- It's a fast "F scan" over the page

- You have about three seconds – yes, three
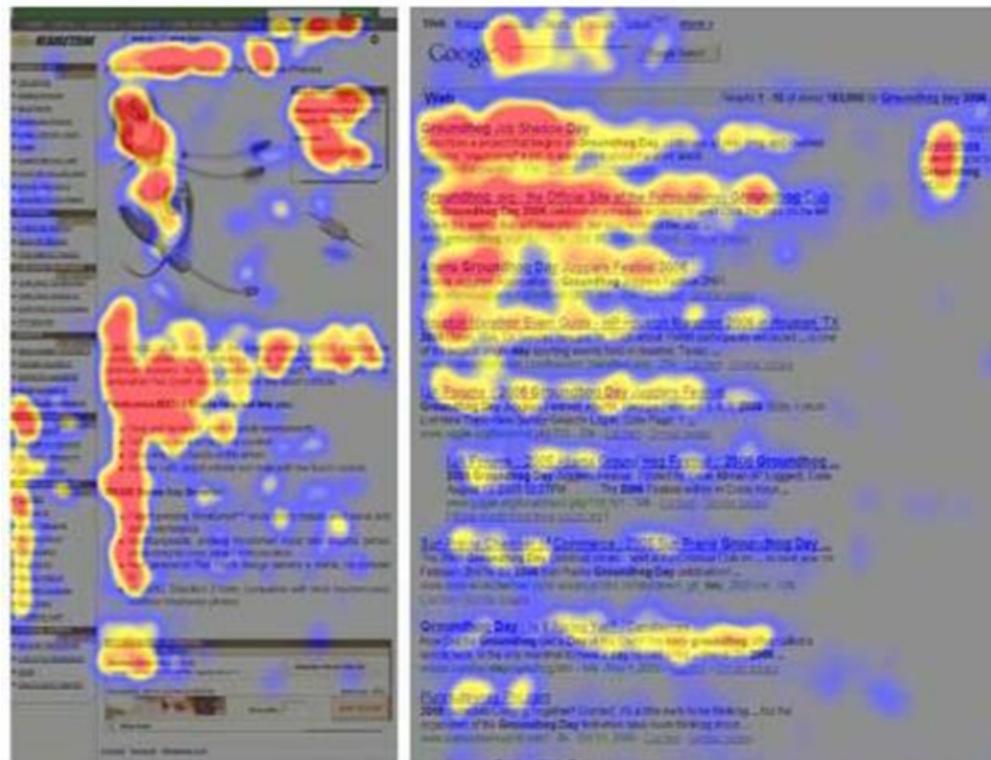
- Heat map showing reader eye motion

What Does All That Look Like?

Not this

- VSP 5000 is designed to leverage Hitachi expertise in IT and OT, optimizing enterprise-scale companies' data centers to be transformed with 2x and 8x performance and scalability.

  – (Back-loaded, wordy, complicated, passive, impersonal)

This

- Transform your data center and maybe the world with today's most powerful data system. Gain 2x performance and 8x scalability improvements over anything else: VSP 5000.

  – (Front-loaded, brief, clear, active, personal)

Visual Brand

Our Company Logo:
Hitachi Corporate Statement Logo

- The Hitachi Corporate Statement
  (CS) logo is the only logo for our organization.

- It creates a consistent brand presence across all
  the Hitachi companies as we apply the significant
  trust and awareness of Hitachi.

- In most cases, we now use it in a red box
  anchored to the top right corner of all designs.

  – The box's width should be twice
    the height, with the logo in the
    center third of the box's height.

  – Exceptions: Corporate
    presentations, video bumpers,
    Hitachi-branded web header,
    business cards, stationery.

2:1 RATIO

1/3 HEIGHT OF RED BOX

Lumada Logo Guidelines

- For Lumada messages, we have a logo with a symbol and wordmark that cannot be separated.

Lumada Symbol   Lumada Wordmark

Refer to the Lumada Guidelines on the Brand Portal for more info

Typography: DIN (URW)

- DIN is our primary typeface. It has a proven track record for readability and is known for its geometric shapes and lean lines. The URW-DIN font family which includes several font weights as well as condensed versions, can be installed via Adobe Typekit.

- For most headlines, we'll use title or sentence case in DIN "Thin," scaled large for simplicity and readability. Call outs or CTAs appear in all caps DIN "Bold," with loose tracking and are anchored with a red rule line in Inspire Red, with a 2-point or 2-pixel thickness and left-aligned to the headline above it.

- For presentations and emails, Arial is the default typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Example of headline and callout with red rule line

Hitachi Vantara
Brand Guidelines
JANUARY 2020

Get smart for a safer, more profitable environment.
— SEE HOW

COVID-19 Research Gets a Digital Advantage
We're expanding resources for COVID-19 research through a new data challenge with the American Heart Association and BurstIQ.
— CHECK OUT THE PRESS RELEASE
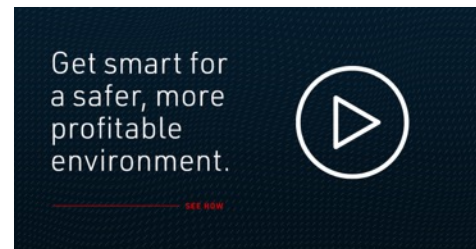
Color Palette

- #GetYourRedOn is definitely still a thing! We use a narrow color palette focusing on Hitachi's Inspire Red as the primary color. Red should be the focus of all design pieces.

- Accent colors: Deep blue and teal have been added to help punctuate Inspire Red. Teal should only be used in small areas or in our vector pattern.

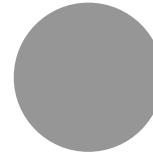- Gradients: We use these as backgrounds, in our vector pattern or to apply lighting effects to photography.
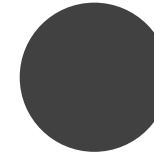
PRIMARY COLORS
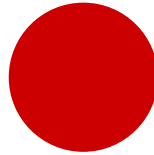
Inspire Red
PMS 186C
0/100/85/0
204/0/0
#CC0000

Light Gray
PMS Cool Gray 2C
0/0/0/15
217/217/217
#D9D9D9

Medium Gray
PMS Cool Gray 6C
0/0/0/40
150/150/150
#969696

Inspire Gray
PMS Cool Gray 11C
0/0/0/90
65/65/65
#414141
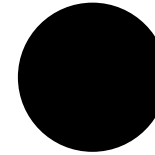
Black
PMS Black 6C
0/0/0/100
0/0/0
#000000

White
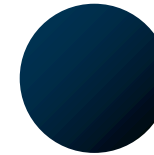255/255/255
#FFFFFF

ACCENT COLORS
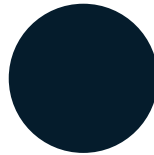
Deep Blue
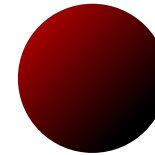PMS 295C
100/84/36/39
5/28/44
#051C2C
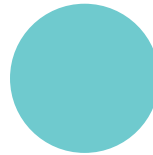
Teal
PMS 3242C
74/0/29/0
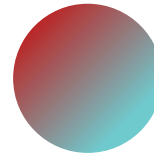111/202/206
#6FCACE

**GRADIENTS**

Blue Background
Deep Blue to Black

Red Background
Red to Black

2-Point Lighting
Red to Teal

3D Imagery

- 3D imagery is the primary anchor for all Hitachi Vantara creative. They also contain "data dust" as part of the rendering, as well as a 2-point lighting gradient. This allows the artwork to work on both light and dark backgrounds.

- We are building a library to fit major themes and focus areas for the company, in both <u>static</u> and <u>motion graphics</u>.
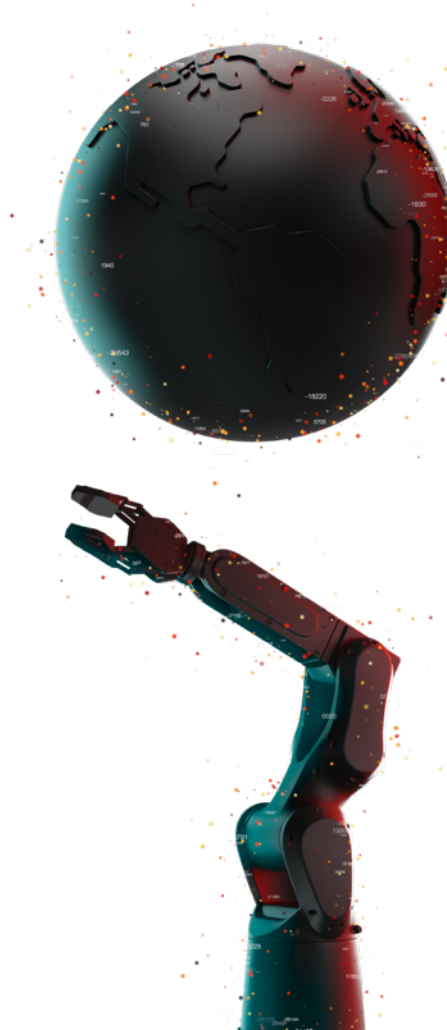
Automotive

Cityscape

Energy

Financial Services and FinTech

Globe

Government

Healthcare
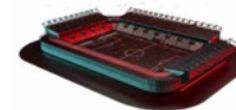
IT

Manfacturing

Media and Entertainment

Oil and Gas

Retail

Smart Spaces

Telecom

Transportation

Photography and Grids

- Photography should be as authentic and simple in subject matter as possible. It works best if we align to a similar approach that our 3D graphics take and choose imagery that focuses on one subject. You'll also notice subtle use of the Inspire Red to Cyan gradient overlaid on the photography. This is meant to mimic the color treatments and lighting we use in 3D.

- Imagery can appear with or without people, depending on the content and usage of the imagery. People appearing in our photography should not look like models, should be dressed appropriately for the setting, and should display diversity in age, gender and ethnicity.

- We use a 5-column grid whenever possible. 2/5 or 3/5 columns should display one of our gradients, with our vector pattern and typography. The remaining should display photography or 3D renderings, and the Hitachi CS logo.

Graphic Devices: Icons

- Icons can both add visual interest to a design and help to visually tell or reinforce a story. They are created in a flat style so they are flexible enough to work in any medium and on any background.

  – Icons can be used in a single brand color, or in a 2-tone style incorporating brand colors. They should never be used in place of the company logo or a product or solution name.

  – On the Brand Portal, you'll find a large library of icons for our products and industries
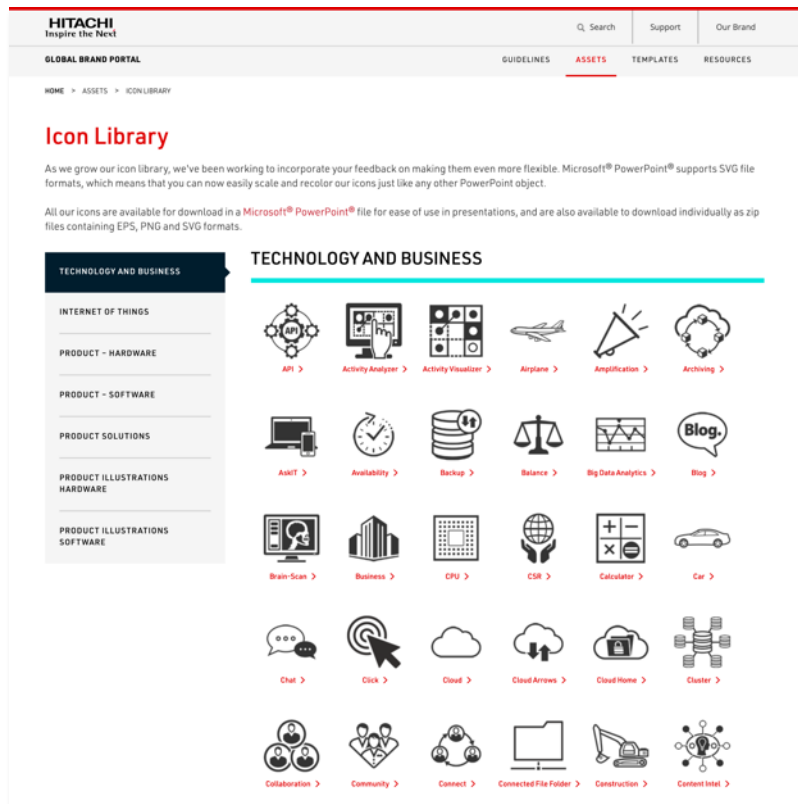
Graphic Devices: Vector Pattern

- Our vector pattern is a new graphic device that is a subtle visualization of data. It can be used in a band to call attention to a grid, or headline in a design. If used across the entire background, it should be subtle with opacity, strategically faded out behind text for better readability.

- Be mindful of scale when using the pattern, it is a supporting element and not the primary brand element. For rough guidance, make the lines within the pattern about 3/4 the height of the "H" in the Hitachi CS logo.

Eliminate up to 90% of Your Manual Tasks?

Yes, powerful AIOps this April.

Isn't It Smarter for AI To Do the Hard Work?

Yes, powerful AIOps this April.

Hitachi Vantara
#WaitingEnds

Gajen Kandiah has an impressive track record in rapidly scaling digital businesses. He is the perfect CEO to help Hitachi Vantara, its partner ecosystem and our customers further accelerate their success.

— Toshiaki Tokunaga | Chairman of the Board

Branded Videos

- We also use video to engage with our customers
- Branded elements are available on the Brand Portal
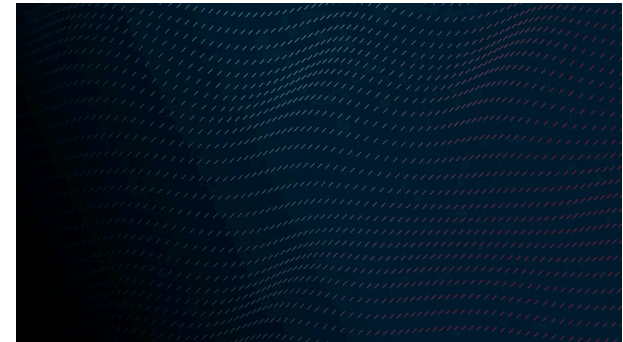
Lower thirds

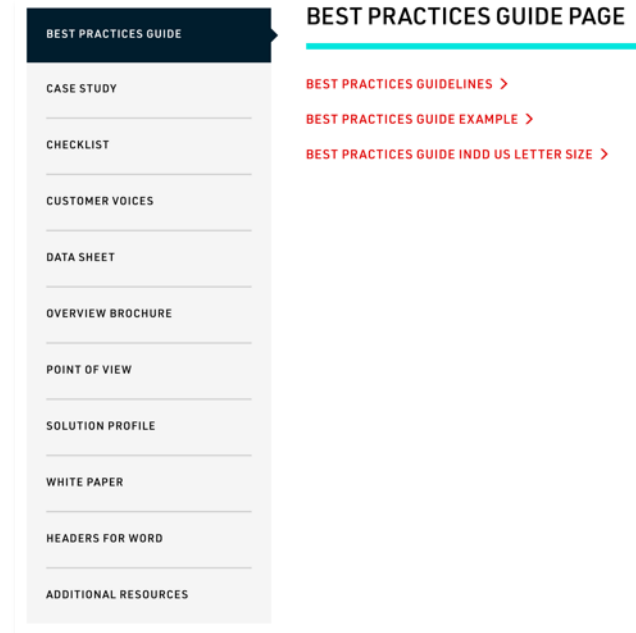**Branded video bumpers**
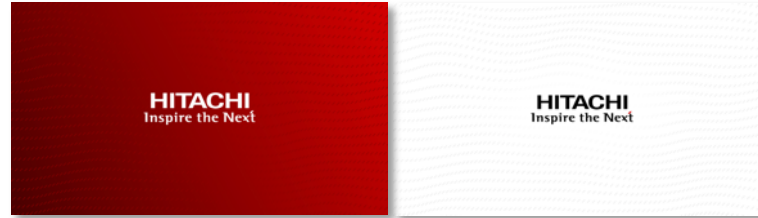
Video transitions

- We also have 3D video assets and an animated vector pattern

Branded Templates

- To ease your way to other branded assets the Brand Portal has an extensive collection of templates

  – Email

  – PowerPoint

  – Collateral

    – Best practice guides

    – Checklists

    – E-books

    – Brochures

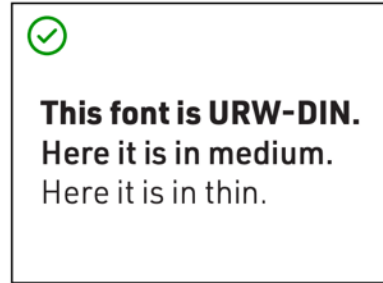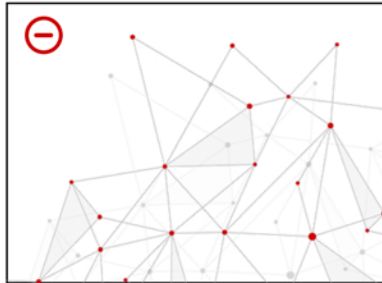   – Much more

Key Things to Remember

3D instead of diagonals.

Photography with 2-point lighting instead of abstract.
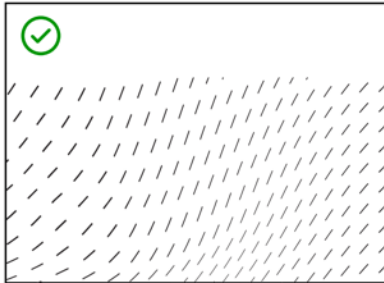
Vector pattern instead of dataweb.

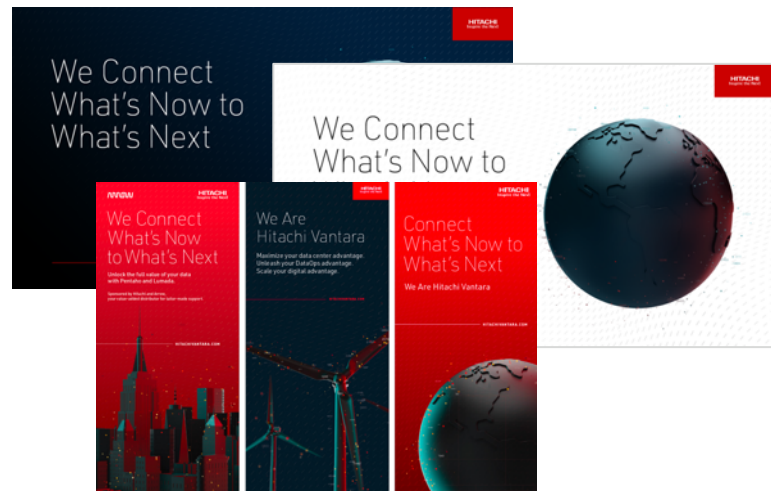**This font is URW-DIN.**
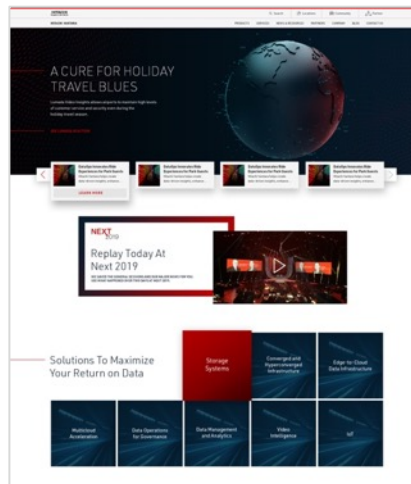Here it is in medium.
Here it is in thin.

This font is Open Sans.
Here it is in regular.
Here it is in light.

DIN instead of Open Sans font.

Execution Examples

Ads and Banners
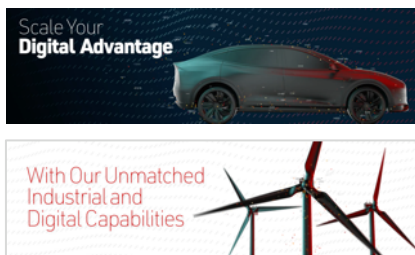

Web Page

Social

Video

Collateral

Events

Tools and Resources

Full Brand Guide Has Everything You Need

Our Brand

- Brand Platform
- Value Proposition
- Messaging Platform
- Key Messages
- Brand Personality
- Brand Story
- Company Description

Our Written Brand

- Voice and Tone
- Writing Style
- Writing Tips
- Write With Partners in Mind
- Editorial Style
- Our Additions to AP Style
- Common Terms
- Brand Names
- Copyrights and Trademarks
- Third-Party Logos

Our Visual Brand

- Our Logo
- Typography
- Color Palette
- 3D Imagery
- Photography
- Graphic Devices
- Video
- Web
- Events
- Social Media
- Co-Branding
- Product Brand Elements

Brand Portal and Brand Toolkit

- Your destination for assets, templates, videos and guidelines you need to apply the strength of the Hitachi brand

  - For access, please use your network username and password (NT credentials). www.hitachivantara.com/brand

  - For questions, contact: brand@hitachivantara.com

- For additional training be sure to check out our Brand Training video
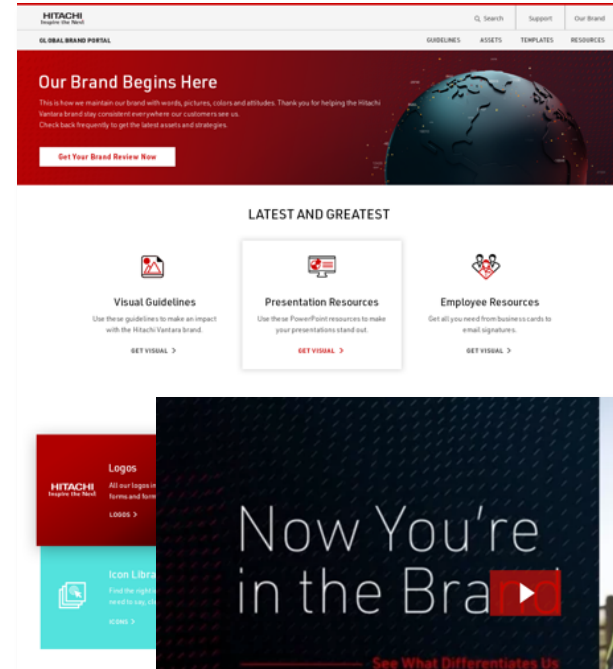
Thank You

HITACHI

Inspire the Next