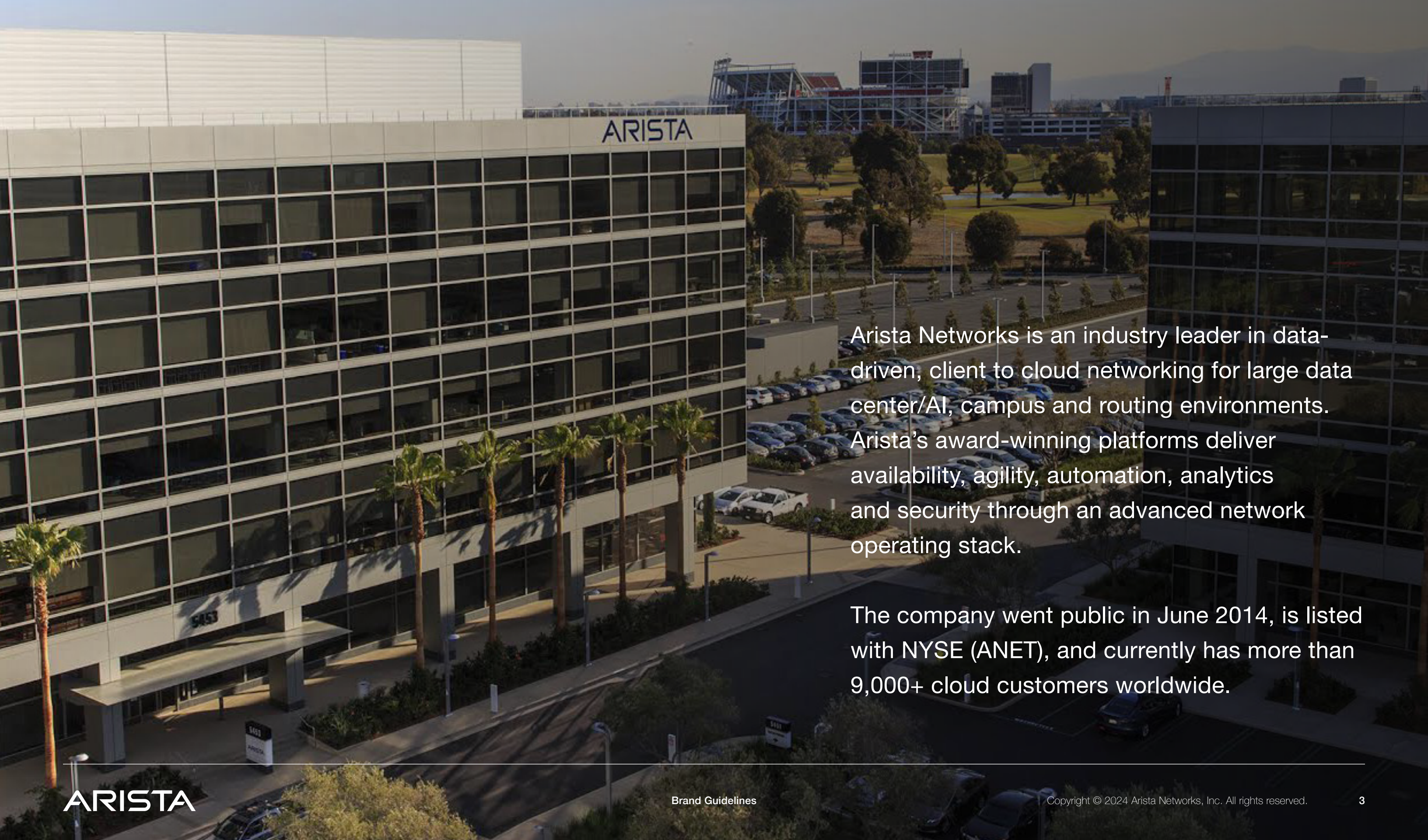


ARISTA

Brand  
Guidelines

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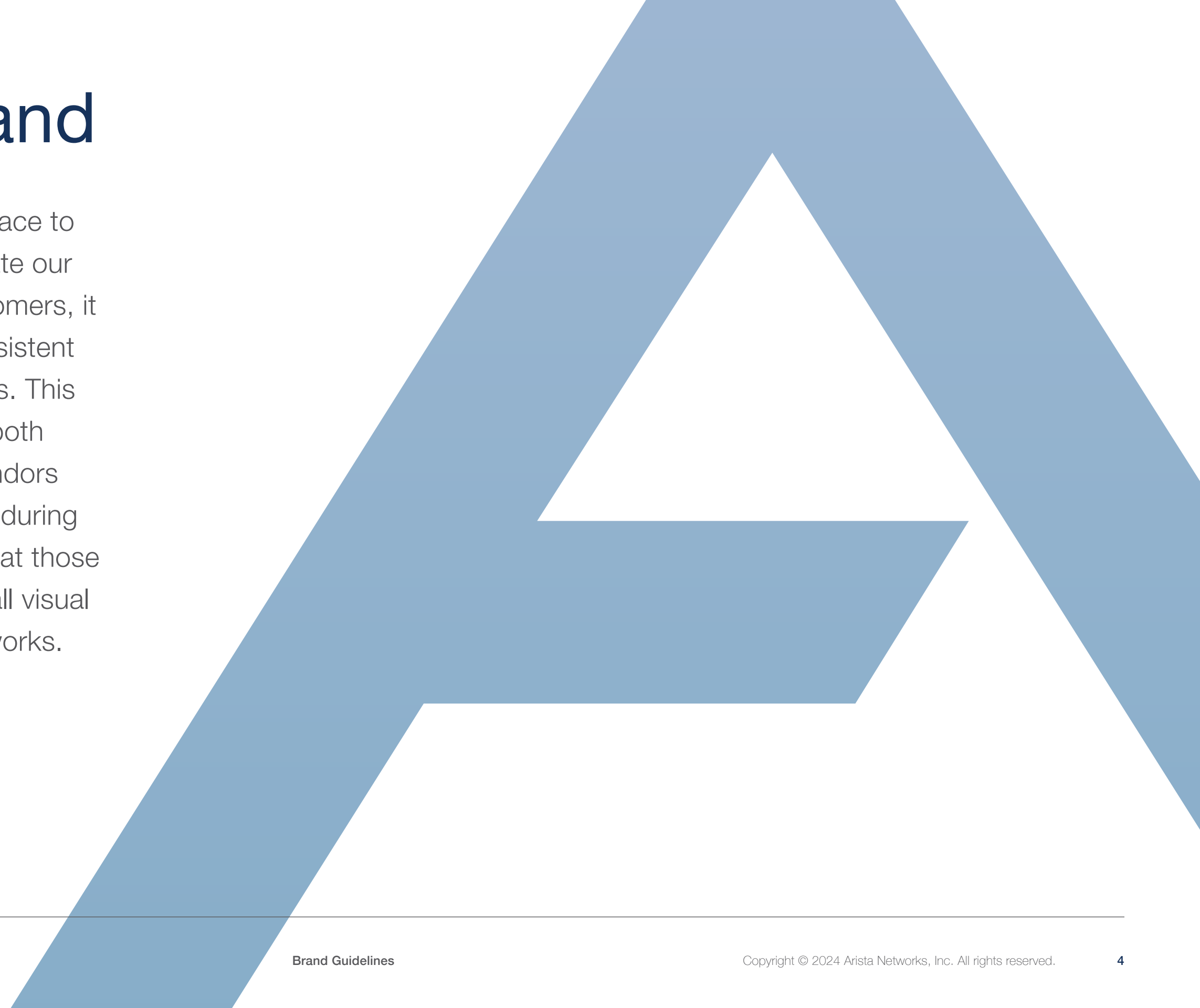
ARISTA

Arista Networks is an industry leader in data-driven, client to cloud networking for large data center/AI, campus and routing environments. Arista's award-winning platforms deliver availability, agility, automation, analytics and security through an advanced network operating stack.

The company went public in June 2014, is listed with NYSE (ANET), and currently has more than 9,000+ cloud customers worldwide.

# The Arista Brand

The Arista brand is our company's face to the world. To effectively communicate our brand to current and potential customers, it is important that we maintain a consistent look and feel across all our materials. This guide has been developed to help both internal employees and external vendors adhere to the standards developed during the branding process and ensure that those standards are applied uniformly to all visual elements that represent Arista Networks.



# The Arista Logo

Our logo is the cornerstone of our corporate identity and communication.

To ensure consistency and clarity of our brand identity, it is critical that only our correct logos are used. Follow these guidelines to ensure logo accuracy.

The logo requires a surrounding area clear of text or graphic elements.

Please use the exclusion zone graphic to the left as a guide when using the logo. The "x" measurement should be based on size ratio.

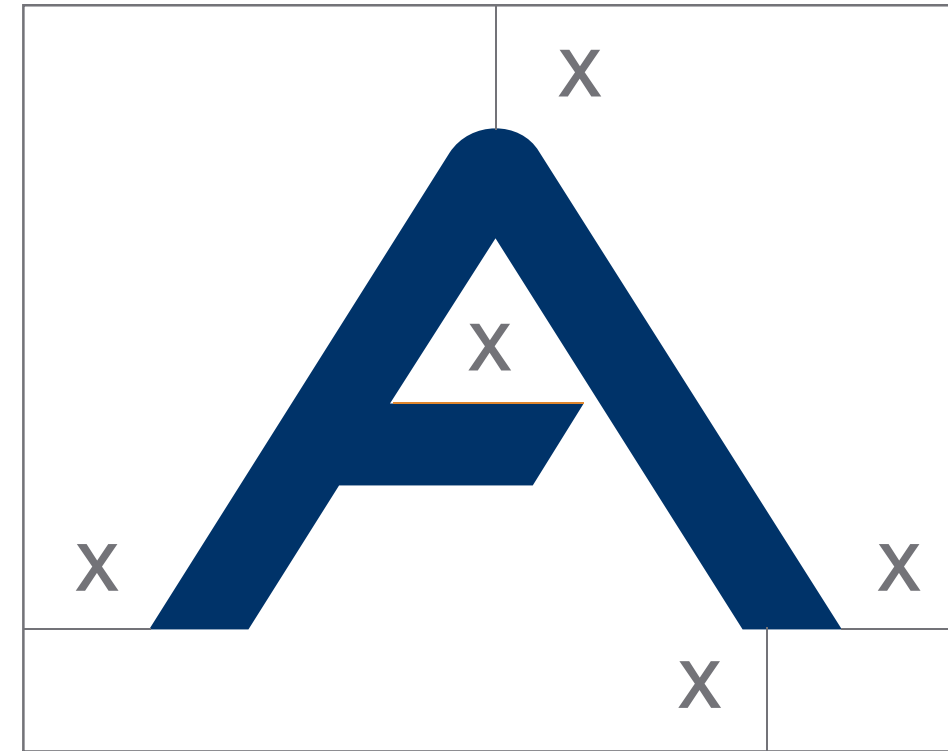


# The Arista Favicon

**Our favicon is a small icon version of our logo.**

Designed to be clear and recognizable even at a small size. The consistent presence of our favicon reinforces our brand identity and ensures a seamless and professional appearance across all online platforms.

Use the favicon instead of the full logo when space is limited or when immediate recognition is key like on digital platforms such as apps and websites. Favicons simplify visual communication, making them ideal for smaller formats like social media profiles, ensuring the brand remains recognizable even in reduced dimensions.



# Colors

## Primary Colors

When choosing colors for a project, remember that clarity of communication is the most important factor.

Primary colors should not be used as tints and kept at 100% saturation. These colors are used for graphics and body text. The Arista Blue is the main logo color.

## Arista Blue

<b>PANTONE</b> 648 C	<b>CMYK</b> 76 45 0 64	<b>RGB</b> 22 50 91	<b>HEX</b> #16325B	<b>75%</b> #506584	<b>50%</b> #16325B	<b>25%</b> #16325B
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## Arista Light Blue

<b>PANTONE</b> 646 C	<b>CMYK</b> 70 40 10 0	<b>RGB</b> 85 135 183	<b>HEX</b> #4473a9	<b>75%</b> #7396bf	<b>50%</b> #a1b9d4	<b>25%</b> #d0dce9
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## Arista Dark Gray

<b>PANTONE</b> 425 C	<b>CMYK</b> 3 3 0 64	<b>RGB</b> 88 88 91	<b>HEX</b> #58585B	<b>75%</b> #828284	<b>50%</b> #ababad	<b>25%</b> #16325B
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## True Black

<b>PANTONE</b> Black C	<b>CMYK</b> 0 0 0 100	<b>RGB</b> 0 0 0	<b>HEX</b> #000000	<b>75%</b> #404040	<b>50%</b> #7f7f7f	<b>25%</b> #bfbfbf
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# Colors

## Secondary Colors

Secondary colors are used to compliment the primary colors and make communication more visually interesting.

These colors can be used as tints at various saturations. Secondary colors are used for graphics and header text only. The Arista Blue is the main logo color.

### Arista Medium Blue

<b>PANTONE</b> 647 C	<b>CMYK</b> 90 56 16 1	<b>RGB</b> 20 96 149	<b>HEX</b> #146095
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### Arista Orange

<b>PANTONE</b> 1385 C	<b>CMYK</b> 10 55 96 1	<b>RGB</b> 224 134 46	<b>HEX</b> #d47122
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### Arista Light Green

<b>PANTONE</b> 375 C	<b>CMYK</b> 39 0 99 0	<b>RGB</b> 170 208 55	<b>HEX</b> #aad037
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### Arista Yellow

<b>PANTONE</b> 610 C	<b>CMYK</b> 10 10 80 0	<b>RGB</b> 233 213 84	<b>HEX</b> #e9d554
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### Arista Gray Blue

<b>PANTONE</b> 10263 C	<b>CMYK</b> 59 38 33 3	<b>RGB</b> 115 138 150	<b>HEX</b> #738a96
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### Arista Medium Gray

<b>PANTONE</b> 421 C	<b>CMYK</b> 43 36 36 1	<b>RGB</b> 150 150 150	<b>HEX</b> #969696
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### Arista Light Gray

<b>PANTONE</b> 420 C	<b>CMYK</b> 27 20 19 0	<b>RGB</b> 187 189 192	<b>HEX</b> #bbdbc0
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# Typography

## Print and Web Fonts

### Helvetica Neue

This is a very versatile universal font that should be used as header and body font in Banners, Digital Media, Presentations and Advertisements. The font can be used in light, regular or bold weights. Using this font in light requires extra kerning.

### Roboto

This is the main font used on arista.com and related sites. Bold, regular and light fonts are acceptable.

## Document Font

### Myriad Pro

This minimalistic font should be used as header and body font in Whitepaper, Design Guide, Product Brief and Case Study templates. The font is clean and easy to read and can be used in light, regular, semibold or bold weights.

### Helvetica Neue

Aa

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!&@#\$\$%

Helvetica Neue Light

*Helvetica Neue Light Italic*

Helvetica Neue Regular

*Helvetica Neue Italic*

**Helvetica Neue Bold**

***Helvetica Neue Bold Italic***

### Roboto

Aa

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!&@#\$\$%

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Italic*

**Roboto Bold**

***Roboto Bold Italic***

### Myriad Pro

Aa

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!&@#\$\$%

Myriad Pro Light

*Myriad Pro Light Italic*

Myriad Pro Regular

*Myriad Pro Italic*

**Myriad Pro Semibold**

***Myriad Pro Semibold Italic***

**Myriad Pro Bold**

***Myriad Pro Bold Italic***

# ARISTA

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