

Does it look like Hitachi Data Systems?

TOP 5 QUESTIONS: BRAND CHEAT SHEET

1

Are you using an HDS template?

Find the following templates on the Brand Portal to help create consistent and brand-compliant materials:

- Presentations
- Email
- Collateral
- Ads



2

Are you using the correct logo(s)?

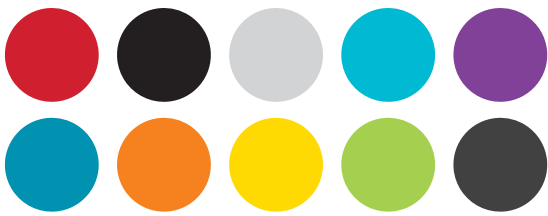
Find the right logo in the logo usage table on the brand portal. Then use the Logo Finder to find the correct file.



3

Does it use our colors?

Consistent and effective use of color helps establish a strong and memorable brand. Use our primary and secondary colors to enhance your communications.



4

What images are you using?

Image selections should help tell a rich, human story and show vertical industry examples, when possible. Use our image library to find images that are open, bright, active, and authentic.



5

What font are you using?

Consistent application of HDS approved typefaces plays a crucial role in communicating corporate brand messages with clarity, impact and legibility.

The primary font for use in all HDS brand collateral is **Helvetica** or **Helvetica Neue**.

Museo Sans is used as a secondary typeface in titles and headline banners across printed Hitachi Data Systems marketing communications.

Find more brand resources, templates and guidelines on the brand portal at [HDS.com/brand](https://hds.com/brand).

And remember, all externally facing branded materials and communications need to undergo a brand review (editorial and visual review) to obtain approval for publication.

Contact marcom@hds.com for more information.