

Brand Guidelines

Everything You Need To Succeed

2024



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Creating a world-renowned brand depends upon a collective effort to communicate, engage, and deliver exceptional experiences for everyone we come in contact with on a daily basis. The speed at which communication now moves means we must be highly effective at expressing who we are and delivering on our brand promise.

The brand represents our organization, people, and culture to our customers, and a strong brand guideline system allows us to tell our collective story with the power of one voice. As we aim to ensure that Megaport is well known, highly valued, and deeply connected worldwide, we appreciate your respect and collaboration in supporting Megaport's next stage in its evolution.

We thank all of you for your dedication and support.

Our Brand

It's More Than A Logo

A Brand is the corporate philosophy that focuses on implementing the company's core culture, identity, and promise to its employees and customers. This enables employees at all levels to become ambassadors for the company and its core values.

The brand's foundation is built on its purpose, vision, mission, and values.

These core elements develop strength internally, creating the strategic framework and functionality of the company before the brand introduces itself to the public marketplace.

“I am very proud of Megaport's enduring drive to innovate and deliver value to our customers, partners, and shareholders.”

- Bevan Slattery, Founder

We Are Creators

We Challenge The Status Quo

We were born out of a desire to create connection. We built something that improves the lives and business processes of those using our connection.

Megaport strives for its customers, partners, and employees to pursue their visions and dreams in hopes of creating change. We push the boundaries of possibility and challenge the status quo.

Through understanding our role as Creators, we allow deeper connections with our audience and customers based on strong emotional interactions.

Creators

Innovation
We Challenge The
Status Quo

Our Purpose

Why Do We Exist? What Is Our Story?

It's our reason for existence relating to the greater good. It's why the brand exists and why people beyond our community should care.

How and why do we connect with our customers and partners?

How does our product make an impact?

What is our mission? What do we want to accomplish?

What vision and values support everything Megaport does?

**Our purpose is to evolve
technology for the world's
most significant networking
and connectivity challenges.**

Our Mission

Our Ultimate Goal

Our mission is the plan and outline of how we will reach our ultimate goal as a business. It focuses on delivering impact specifically to our direct stakeholder groups, including customers, employees, and shareholders.

Our mission is to empower businesses to efficiently and securely connect their IT infrastructure to the world.

Our Vision

The Aspiration Of Our Brand

It's what the brand wants to accomplish and the brand's desired future; it establishes a social presence. It's a reflection of the company's mission and values.

**Our vision is to make
connectivity smart, simple, and
accessible so that businesses
throughout the world can reach
their full potential.**

Our Values

How We Conduct Ourselves

Our values are at the center of everything we do, including our broader impact to communities both local and around the globe.

Our core values are part of our strategic foundation. Values are enduring, passionate, and distinctive core beliefs. They are based on guiding principles, no matter what mountain we climb.

**Encourage Adaptability,
Accessibility, and
Accountability.**

To connect the world.

WHO WE ARE

Our Personality

Our Expression

These four topics are the pillars that define our personality and the way we establish all communications with our audiences.

Use it to build a foundation for yourself when constructing a narrative. It's a catalyst for all writing and communications, and will help you to create a clear message for your audiences.

What is our culture? What characteristics and “personality traits” make you think of Megaport?

How do we communicate? What keywords do we use?

What is our tone, mood, and authentic point of view?



FORMALITY

This is our dress code but with words.

Bold

NOT AFRAID TO SEE ANY SITUATION FROM
A NEW PERSPECTIVE AND PUSH BOUNDARIES



DOMAIN

This is how we address our audience.

Creative

ALLOWS SOME INTENTIONAL BENDING OF
RULES AND CONVENTIONS.



AUDIENCE

This is the ideal consumer we are trying to
engage with.

Knowledgeable

REQUIRES FOCUS TO READ & UNDERSTAND.



INTENT

This is why we want to communicate.

Storyteller

BUILDING NARRATIVE AND SHARING

Our Voice & Tone

Actions, Internally & Externally

Our tone of voice has nuances to keep in mind. We don't need to change who we are when we meet or speak to people in different contexts, but we should consider how we change our tone when communicating. For example, your tone and actions when connecting with a colleague about an idea has a different nuance than when you present that same idea to the entire organization, which can change again when presenting it to a customer.

No matter the recipient, the tone should be conversational, but be aware of the actions you must take to apply them to a desired audience.

ALL INTERNAL & EXTERNAL TONE

Conversational


ACTIONS: INTERNAL & EXTERNAL

Proactive

TAKE ACTIONS THAT SERVE ORGANIZATIONAL PURPOSES.

Helpful

TAKE ACTIONS THAT ARE MEANT TO HELP OTHERS WITHOUT ANY EXPECTATIONS OF PERSONAL GAIN.



OUR STORY

Brands Are Built Around Stories

Creating A Compelling And Authentic Brand Narrative

Our Story

Brings It All Together

It isn't about creating a false illusion or obscuring reality, it's about revealing our products and solutions through authentic experiences that make them relatable — this enables our customers to see themselves within the Megaport landscape.

The stories we choose to tell must educate, inspire, and open the door to new possibilities that only Megaport can provide as a leader in the next generation of connectivity.



The stories we create can take our audience into the unknown, where discoveries are made, and where exploration is a passion that inspires curiosity about the work we do. We don't have all the answers, but we're looking for them, and when we find them, the community benefits.

Our story focuses on an authentic desire to enact real change in the world and share it with the global community.

Our Writing

How To Keep It Simple

There is a certain elegance in writing concisely.

To create a message that's easy to digest and simple to understand is our ultimate goal.

The words we choose should make it easy for someone to understand the story we are trying to tell. They should understand our brand personality, tone, and voice.



Do

Complex Networks, Simplified.

Deploy global private connectivity in minutes.



Don't

Agile Networking for Real-time IT Transformation.

Deploy a global, high-availability network in minutes on Megaport's industry-leading Network as a Service (NaaS) platform.

Subtle shifts in what we choose as our messaging and how we communicate, by limiting jargon and narrowing our focus, will create better clarity for a consumer so they can find what they are looking for.

We will do this by implementing parts of our mission, vision, values, voice, and tone into the core of all our messaging regardless of platform.

Second Person Pronouns

All About “You”, The Consumer

Speak directly to your customers, partners, employees, and consumers using the pronoun “you.” Remove barriers and avoid sounding like you’re communicating from an ivory tower. It shows you care and puts the focus squarely on our customer.

Saying “It’s Yours” differentiates Megaport by its bold declaration that we first and foremost serve our customers and support them in reaching their greatest potential.



With

Transforming Your Multicloud Experience

Our Tips And Tricks
For Simplifying Operations



Without

Tips for Simplifying Multicloud Management and Operations

As a rule of thumb, make sure you use second person pronouns in at least 80% of your copy and first person pronouns in no more than 20% of your copy. This will give you a good balance and ensure that your ad speaks directly to your customers.

10 General Writing Tips

For Everyday Usage

This list provides 10 general writing tips to improve writing skills. It suggests organizing ideas, considering the target audience, using headings, and avoiding unnecessary words.

It also recommends a personal touch, using everyday language, and editing to improve your writing.

1. Think about what you are trying to say

Take a few moments first. What are you trying to say? Jot down the main points. Don't worry about structuring them. Let the ideas flow; you can organize them later.

2. Remember who you are talking to

What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out. Would you talk to this person like this?

3. Create a clear structure

Divide your work into manageable paragraphs of no more than eight sentences and sentences of no more than 20-25 words with a single idea in each. This helps create a clear narrative that people can easily navigate. It helps you get your message across too.

4. Use headings

Headlines for chapters, pages, subsections, and paragraphs create a narrative. These act as signposts for busy readers and ensure they get, even at the quickest glance, some of the messages you want them to.

5. Just start

Now you have the bones of a structure. Start writing. Write to your structure, but let the ideas flow. Don't worry about getting it right the first time. You can edit it later.

6. Edit, edit, edit

Always edit. Editing is as important as writing itself. The art of great editing is knowing when to stop. Strive for concision, but don't cut it back so far that the language has no personality. Be brutal. Your writing will be better for it.

7. Avoid the passive

Why? A passive tone sounds weaker and is less direct, more formal, and impersonal. Have a look at this simple example: "Your letter will be replied to in due course." versus "We'll reply as soon as we can."

8. Get straight to the point

No one has time to navigate reams of copy to find out what you're trying to say. Get to the point quickly and make it enjoyable. Be clear about what you want to say and stick to it.

9. We / You

Give your writing a more personal, human touch. Instead of saying, "Megaport has an active relationship with its partners", say, "You can get involved." The emphasis here is on "we" and "you" rather than "we, we, we". Remember, it's about what our readers want to know and not just what we want to tell them.

10. Use everyday American Dialect English

- Additional – extra
- Advise – tell
- Applicant – you
- Commence – start
- Complete – fill in
- Comply with – keep to
- Consequently – so
- Ensure – make sure
- Forward – send
- In accordance with – under/keeping to
- In excess of – more than
- In respect of – for
- In the event of – if
- On receipt – when we/you get
- On request – if you ask
- Particulars – details
- Per annum – a year
- Persons – people
- Prior to – before
- Purchase – buy
- Regarding – about
- Should you wish – if you wish
- Terminate – end
- Whilst – while

10 Digital Writing Tips

For Everyday Usage

These digital writing tips are important for creating effective online content. They suggest dividing content into smaller chunks, using shorter sentences and more economical language, and avoiding ambiguity. Legibility and credibility are essential, and content should be structured with the most important information first. To make digital content accessible, use descriptive tags and captions, avoid too many images, and write with personality. Lastly, avoid making the content look like spam.

Following these tips can ensure well-structured, credible, and accessible content that engages readers.

1. Digital content

It's different from print content. People encounter and read it differently—they scan it—so you need to write it differently. Divide it into smaller chunks with subheadings.

2. Language

It's most powerful when used economically, and that's doubly true online. Write in tabloid-sized packages utilizing a maximum of 25 words per sentence, one sentence per paragraph, and four to six words per headline.

3. Legibility.

It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go crazy with bolding, italicizing, and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

4. Credibility.

There can be no excuses for poor spelling and grammar. Sloppy spelling will not make you look serious or professional. It could even make your communications appear fraudulent. It seriously undermines the credibility of your message.

5. Ambiguity isn't good.

Your writing should do what it says on the tin.

6. Searchability.

Write to be found. What words would people type into Google to find you? Use those words in your copy.

7. Accessibility.

Refrain from letting your copy rely heavily on imagery, and use tags and captions as opportunities to fully describe pictures. Remember to also fully describe hyperlinks. Don't exclude visually impaired or blind readers.

8. Personality.

Just because you're writing for digital media, doesn't mean you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality.

9. Spam.

Don't unintentionally make emails to customers look like spam. This is especially important in subject lines. Avoid words like 'free', and 'win'. Avoid spelling mistakes. Text speak abbreviations and acronyms, as these are all on the spam filter hit list. Think about your words and how they'll look in your customer's presence.

10. Structure.

When structuring your work, think of an inverted pyramid. The most important information is first, and the broader base of detail comes later.

VISUAL IDENTITY

Building Heritage With Our Logo

Guidelines For Consistent And Effective Usage

VISUAL IDENTITY

The Logo

Meet Our Mark

The Megaport symbol has remained in its original form, proportion, and composition.

As a leaders in our industry, we find it imperative to build a strong heritage for the icon and wordmark.

Our new logo usage guides will allow for better and more seamless scalability and implementation across platforms and applications.

The Megaport Logo



Icon: Gemini

The Wordmark

The Logo With Secondary Service



Secondary Service

Powered By Megaport



Horizontal

Stacked

The Wordmark In Written Form

Always capitalize the “M” in Megaport

The Icon: Gemini

And What It Means

Rockets signify exploration, a journey, science, and technology. Our logo mark, the Megaport rocket ship, symbolizes the cutting-edge technologies we've developed to accelerate and elevate the capabilities of humanity around the planet. Once you gain access and enter the rocket ship, you're free to travel vast distances across our world.

We're simply providing access to the rocket ship, and the science and technology it took to build it. It was challenging and everyone who participated poured their hearts and minds into it. We did it to create something innovative, something special, something safe, something simply awesome! It's no longer rocket science for our customers... just get on board.

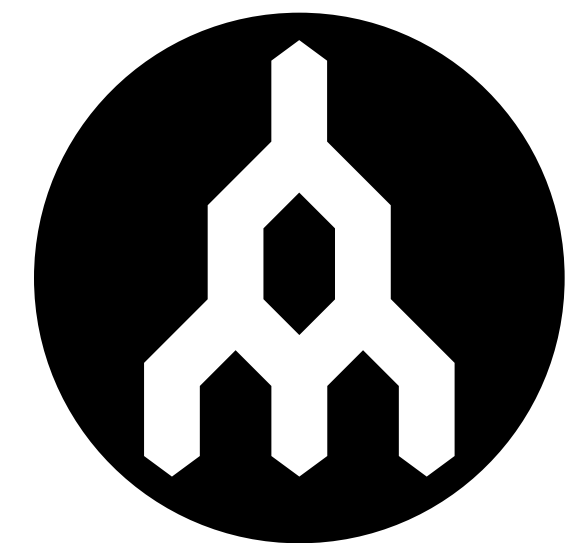
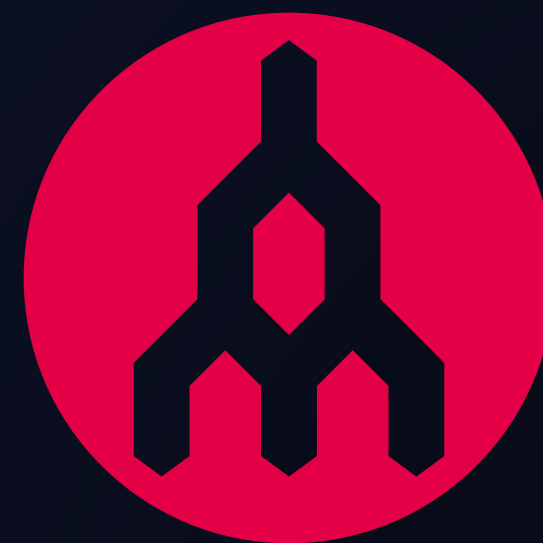
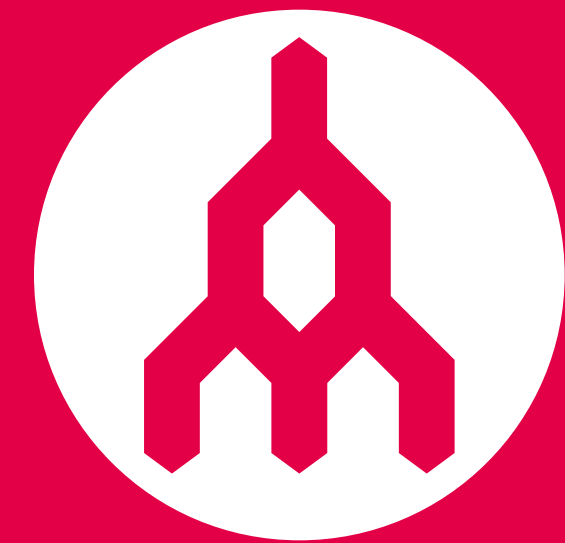
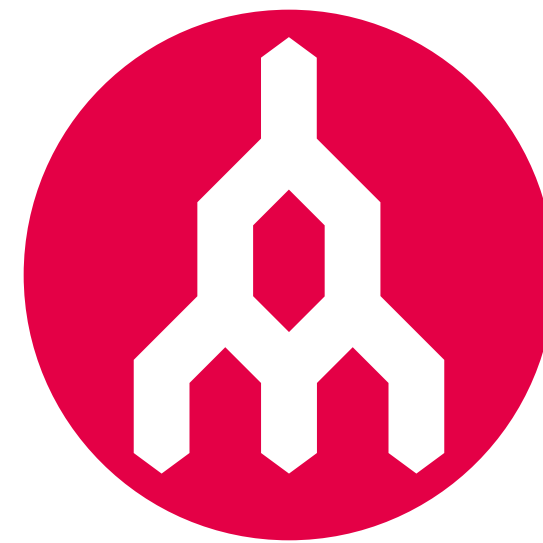


Icon Usage Combinations

Main Icon Color Representation

The Megaport Icon, Gemini, is represented best in these example color contrast options.

When in doubt, light or dark is best.



Logo Usage Combinations

Main Logo Color Representation

The main Megaport logo is represented best in these example color contrast options.

When in doubt, light or dark is best.



Logo Primary Placement

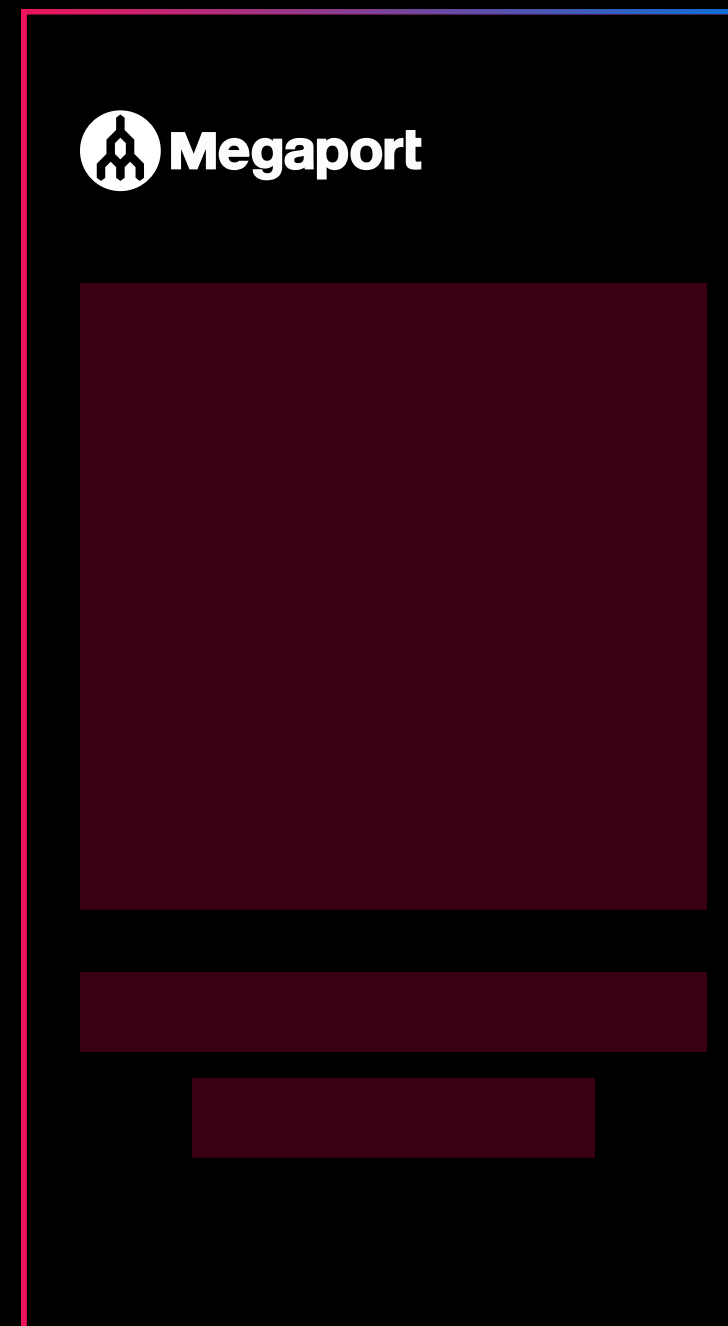
Usually Top-Left Alignment

Whenever possible, the logo should be centered at the bottom of the layout. In some instances, the logo may need to move.

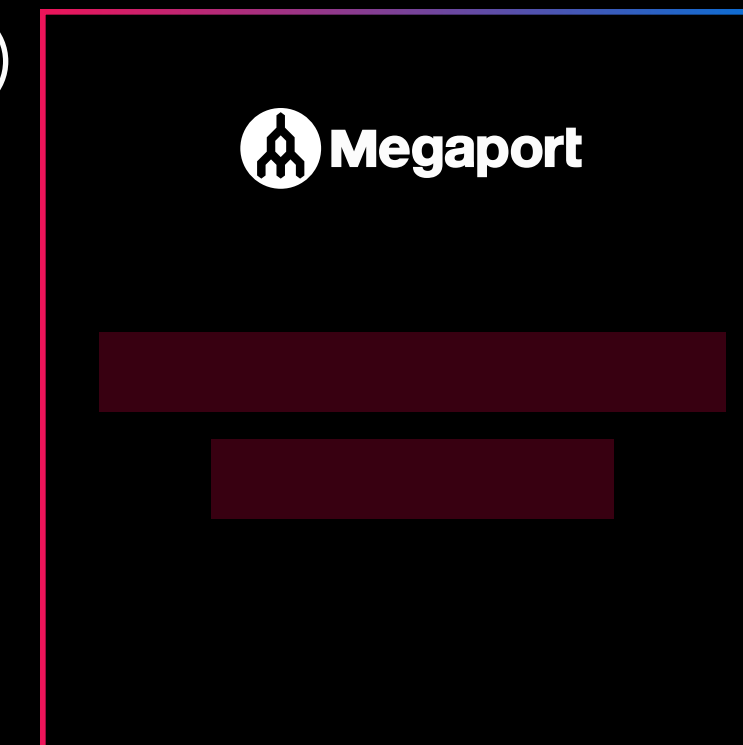
Here are a few examples of logo placement in some standard dimensions.

1. Portrait
Default to logo placed top-left.
2. Square
Default to logo placed top-left.
3. Landscape Wide
Preferred to place logo center-left.
4. Landscape
Preferred to place logo top-left.

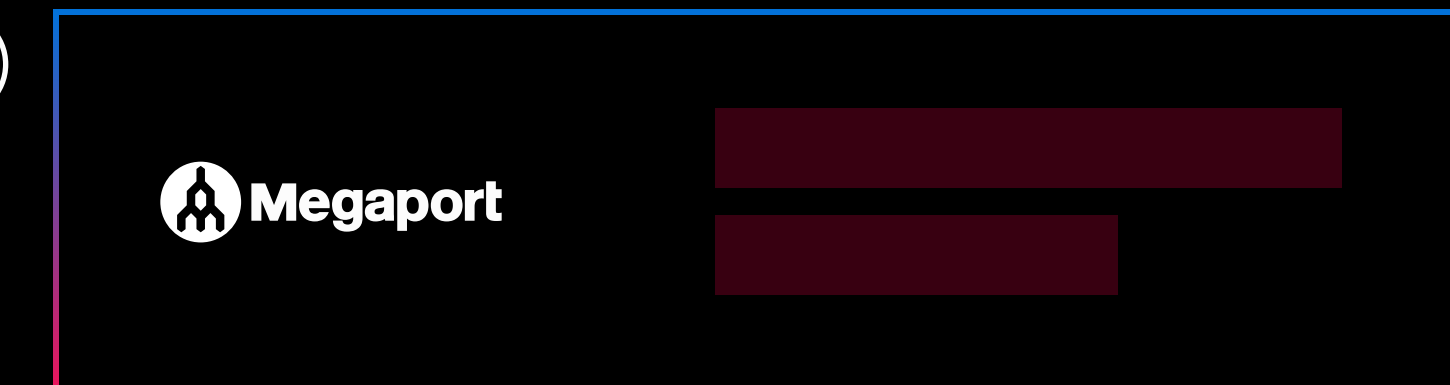
1



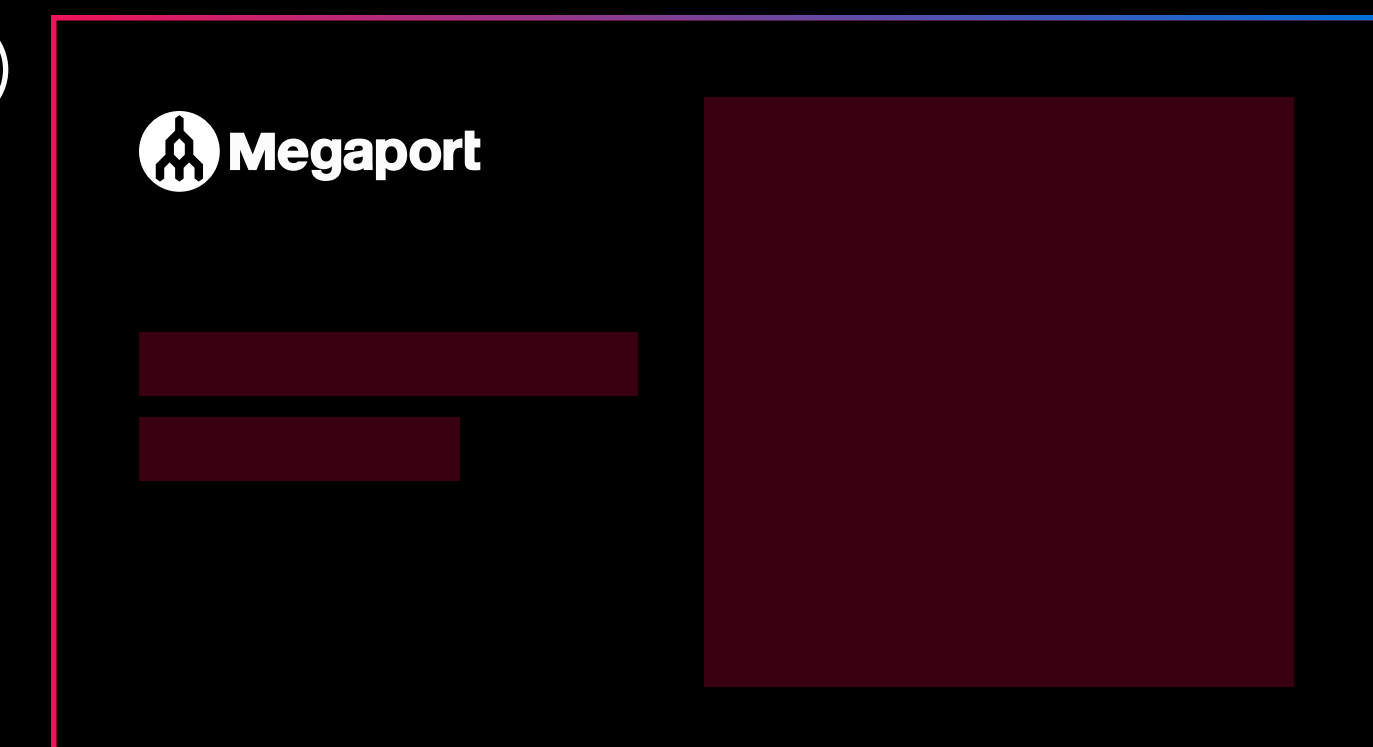
2



3



4



Logo Secondary Placement

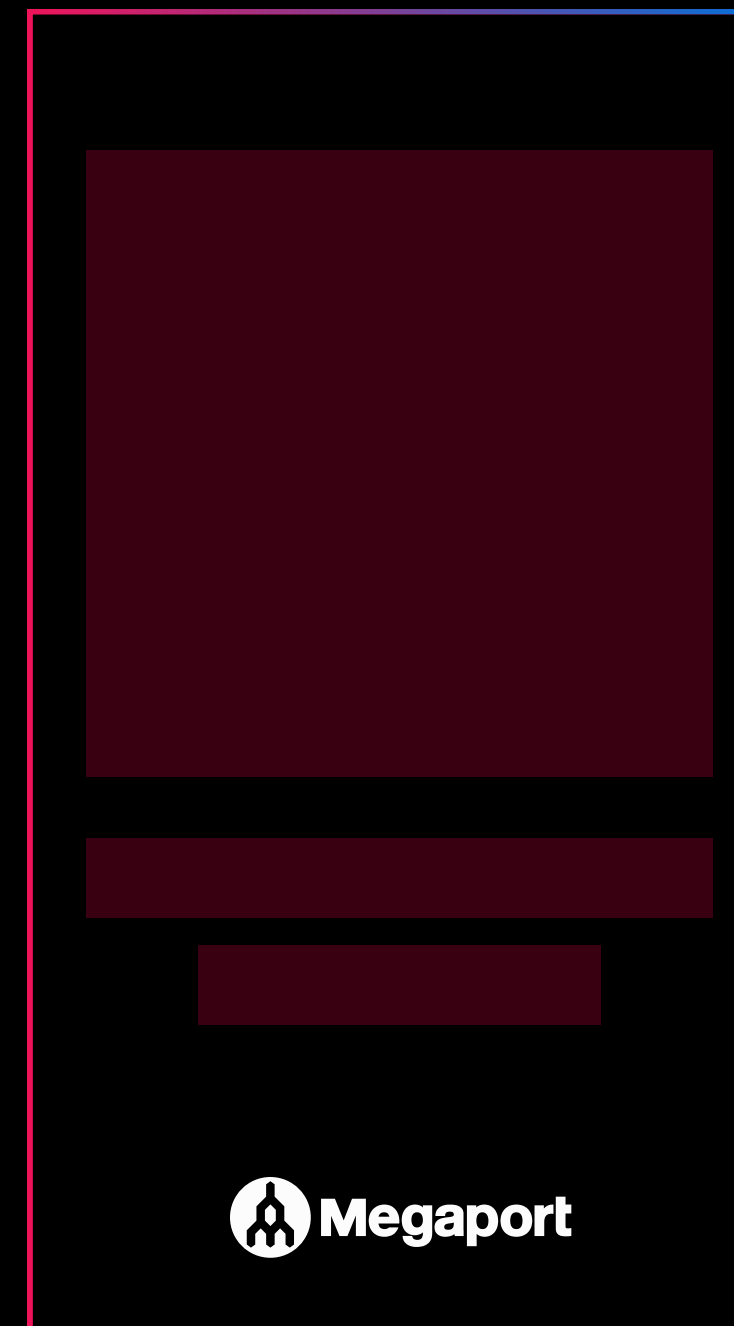
Usually Bottom-Right Alignment

Whenever possible, the logo should be center-bottom of the layout with the intention to prioritize the message and call to action.

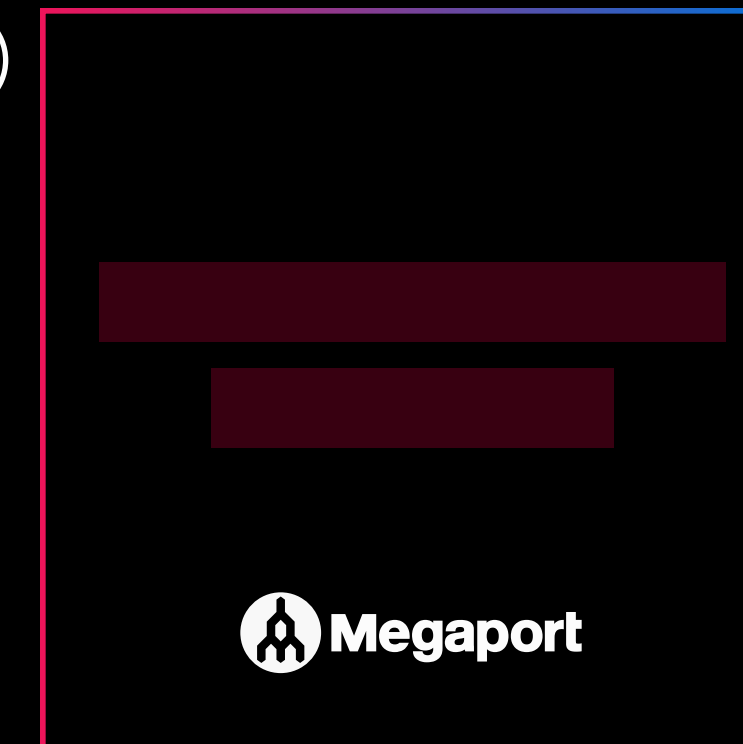
Here are a few examples of logo placement in some standard dimensions.

1. Portrait
Default to logo placed center-bottom.
2. Square
Default to logo placed center-bottom.
3. Landscape Wide
Preferred to place logo center-right.
4. Landscape
Preferred to place logo bottom-right.

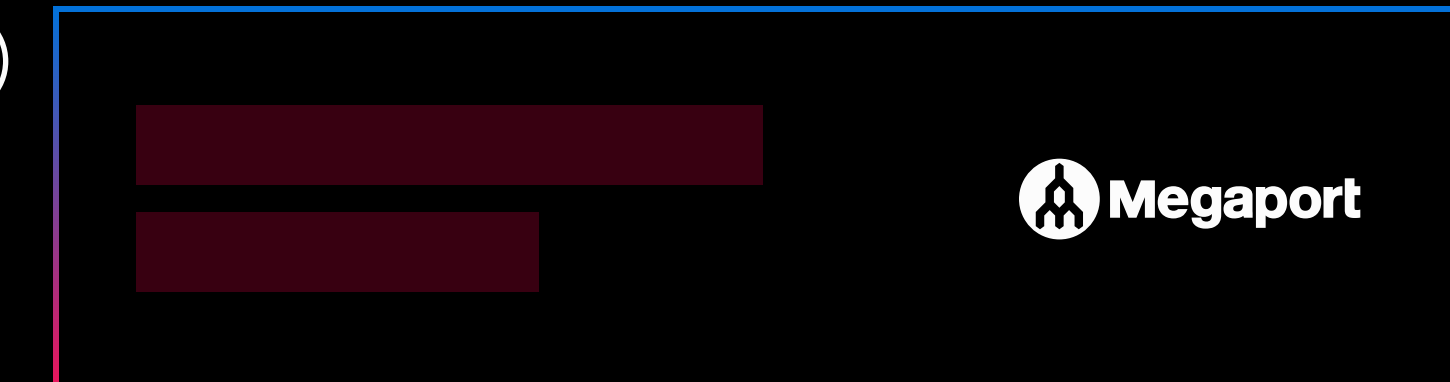
1



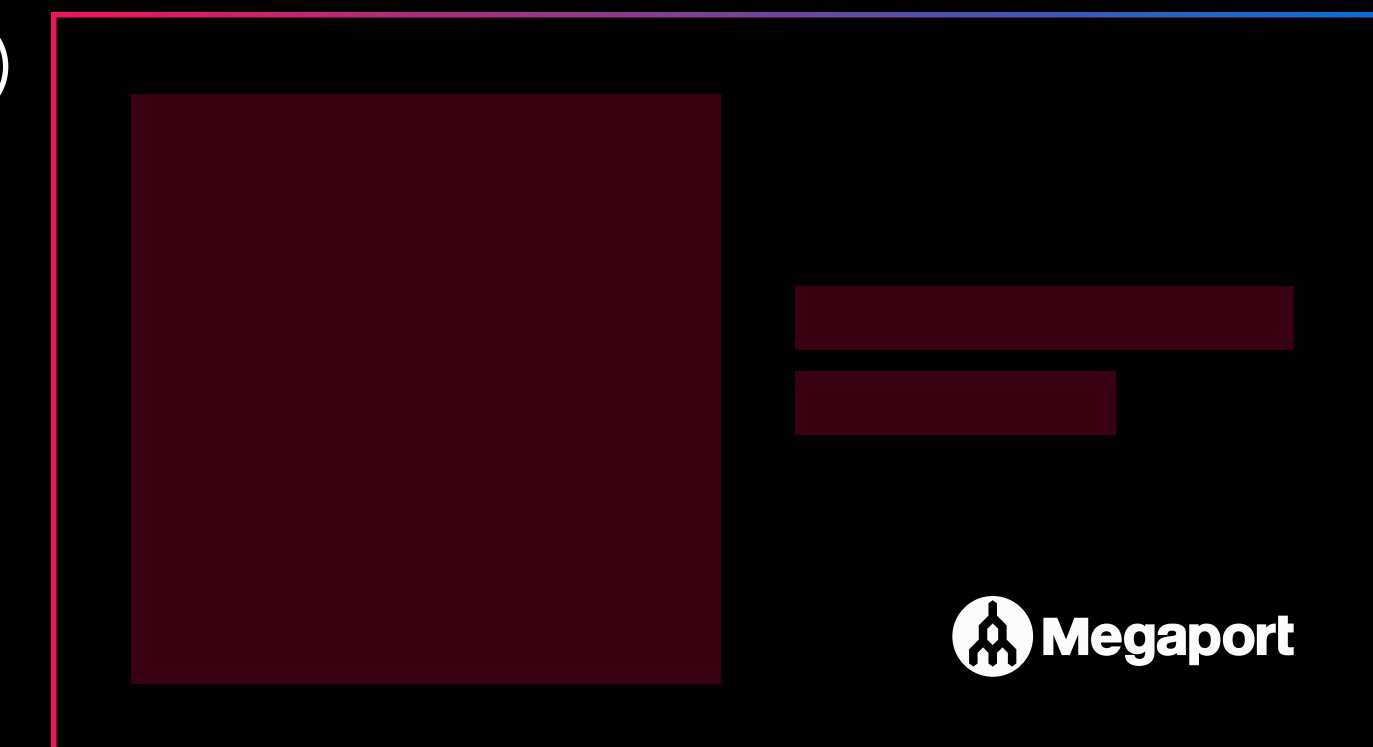
2



3



4



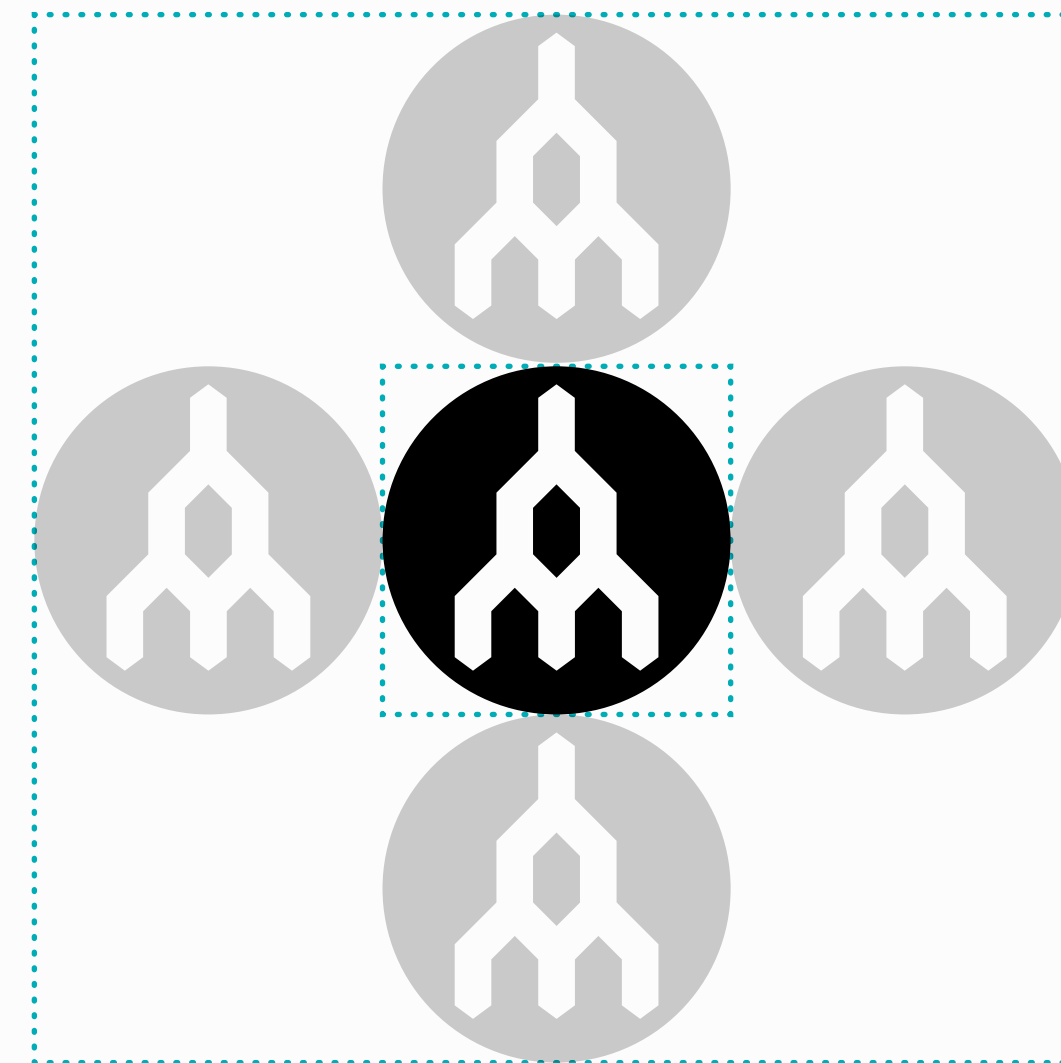
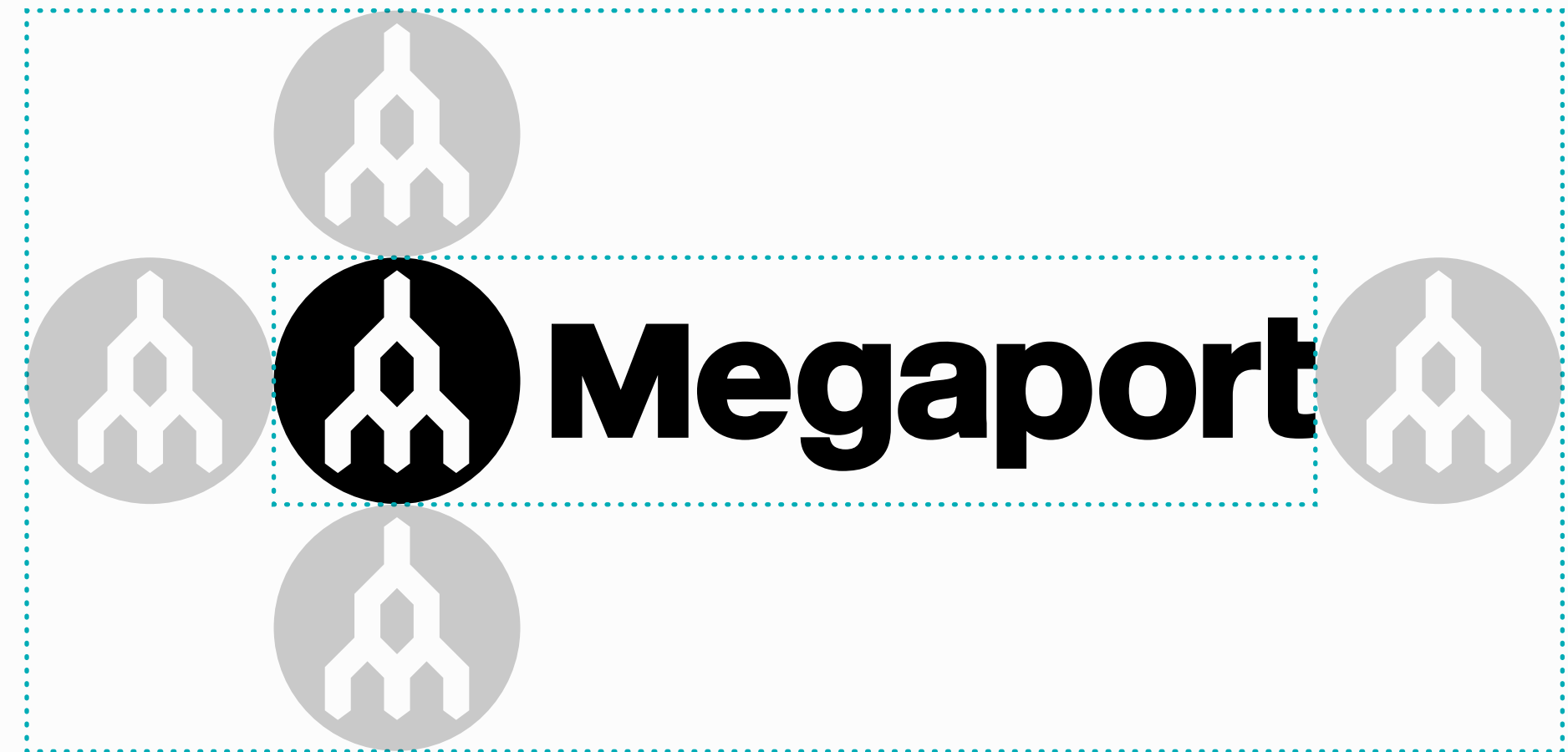


Logo Do's

You've Got This

The following examples are the approved usage of the logo and have been established to ensure consistency and proper usage of the logo across all brand touchpoints.

Minimum Clearspace Using Megaport Icon, Gemini





BRAND COLORS

The Colors That Connect Us

Building Strong And Memorable Identities Through Strategic Use Of Color

Our Brand Colors

A Palette With Purpose

Our brand color palette is meant to connect communications across the organization, enhancing familiarity and recognition.

Colors have important associations that express and emphasize elements of a brand presence, making Megaport’s color palette a powerful element of communication.



Primary Colors

More Prominent Use

Purple Cloud is the main core color of Megaport.
Purple is the color of wisdom
and imagination.

It is a powerful, ambitious color of creative
problem-solving.

Since it's not commonly found in nature,
it inspires curiosity and engagement.

Primary

Rad Red

#E40046

PMS 192 C

RGB (228, 0, 70)

CMYK (0, 100, 69, 11)

Primary

Deep Night Blue

#0C1124

PMS 276 C

RGB (12, 17, 36)

CMYK (67, 53, 0, 86)

Accent Colors

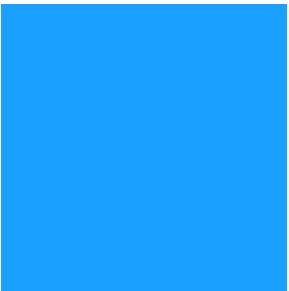
Extended Palette For Additional Usage

Accent colors can provide extra flexibility to the expression of our brand.

Some may be used more frequently or prominently than others, almost as a tertiary color, but nonetheless all can be useful.



Nexus 6
Blue
#0072DA
PMS 285 C



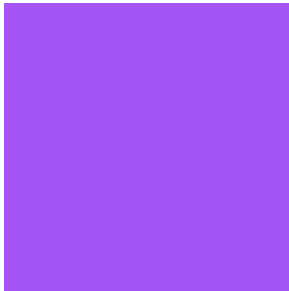
Almost
Dodger Blue
#1AA0FF
PMS 2925 C



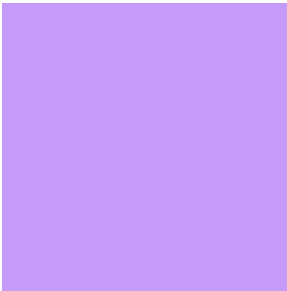
Sky Blue
#70D9F8
PMS Blue
0821 C



Purple
Cloud
#6500D1
PMS 267 C



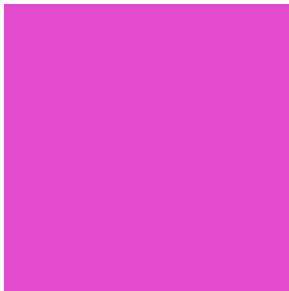
Plum
#A555F5
PMS 265 C



Mauve
#C49BF8
PMS 264 C



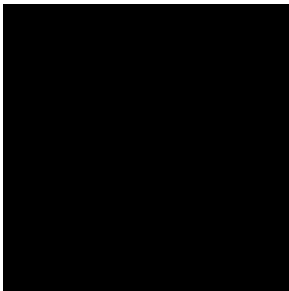
Pink
#EA3388
PMS 1915 C



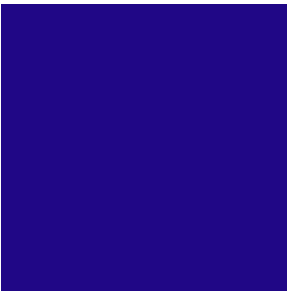
Magenta
#E24BCC
PMS 238 C



Sunset
Orange
#FF7F32
PMS 1575 C



Black Hole
Black
#000000
PMS Black C



Dark Blue
#200786
PMS 2735 C



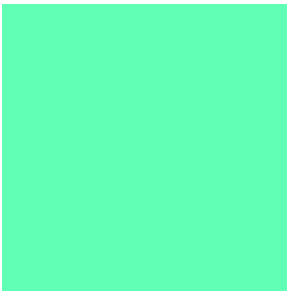
Gold Yellow
#FAAE3B
PMS 1365 C



Teal
#00ACB6
PMS 7466 C



Link Green
#00B171
PMS Bright
Green C



Electric
Lime
#61FFB6
PMS 3375



Logo Don'ts

Please Do Not

This is a list of things to avoid in most circumstances when applying the logo:

1. Do not add a drop shadow
2. Do not alter color of icon
3. Do not stroke logo
4. Do not remove icon from the word mark
5. Do not change color of word mark
6. Do not rotate
7. Do not recolor logo
8. Do not use logo in low contrast

1.



2.



3.



4.

Megaport

5.



6.



7.



8.



Neutral Base Colors

Neutral Base Used Everywhere

Base colors provide a consistent, neutral connective tissue for brand expressions.

They are necessary in contexts like product and web for easy usability and to establish visual hierarchy.

This base color value set is to be used in all color instances.



| | | |
|----------------------|--|---------|
| BASE 01 Off-White | | #FCFCFC |
| BASE 02 | | #FAFAFA |
| BASE 03 | | #EEEEEE |
| BASE 04 | | #E6E6E6 |
| BASE 05 | | #CCCCCC |
| BASE 06 | | #757575 |
| BASE 07 | | #424242 |
| BASE 08 | | #333333 |
| BASE 09 | | #2B2B2B |
| BASE 10 Off-Black | | #171717 |

BRAND COLORS

Blue Grey Base Colors

Blue Gray Base Used On The Platform

Base colors provide a consistent, neutral connective tissue for brand expressions.

They are necessary in contexts like product and web for easy usability and to establish visual hierarchy.

This base color value set is to be used for the Megaport One portal.



| | | |
|------------------------------|--|---------|
| BASE 01 Off-White | | #FCFCFC |
| BASE 02 | | #F5F6FA |
| BASE 03 | | #EDEFF6 |
| BASE 04 | | #D7D9E6 |
| BASE 05 | | #CACDE2 |
| BASE 06 | | #A7ADCD |
| BASE 07 | | #8087A7 |
| BASE 08 | | #5D637F |
| BASE 09 | | #39394F |
| BASE 10 Dark Blue Gray | | #19192B |

Color Gradient Interactions

Color Gradient Examples

Here are some sample color interations showing combinations of various blends and spectrums.

Options include warm, cool, light and darker tones. **Generally stick with these blend examples, or seek brand approval.**





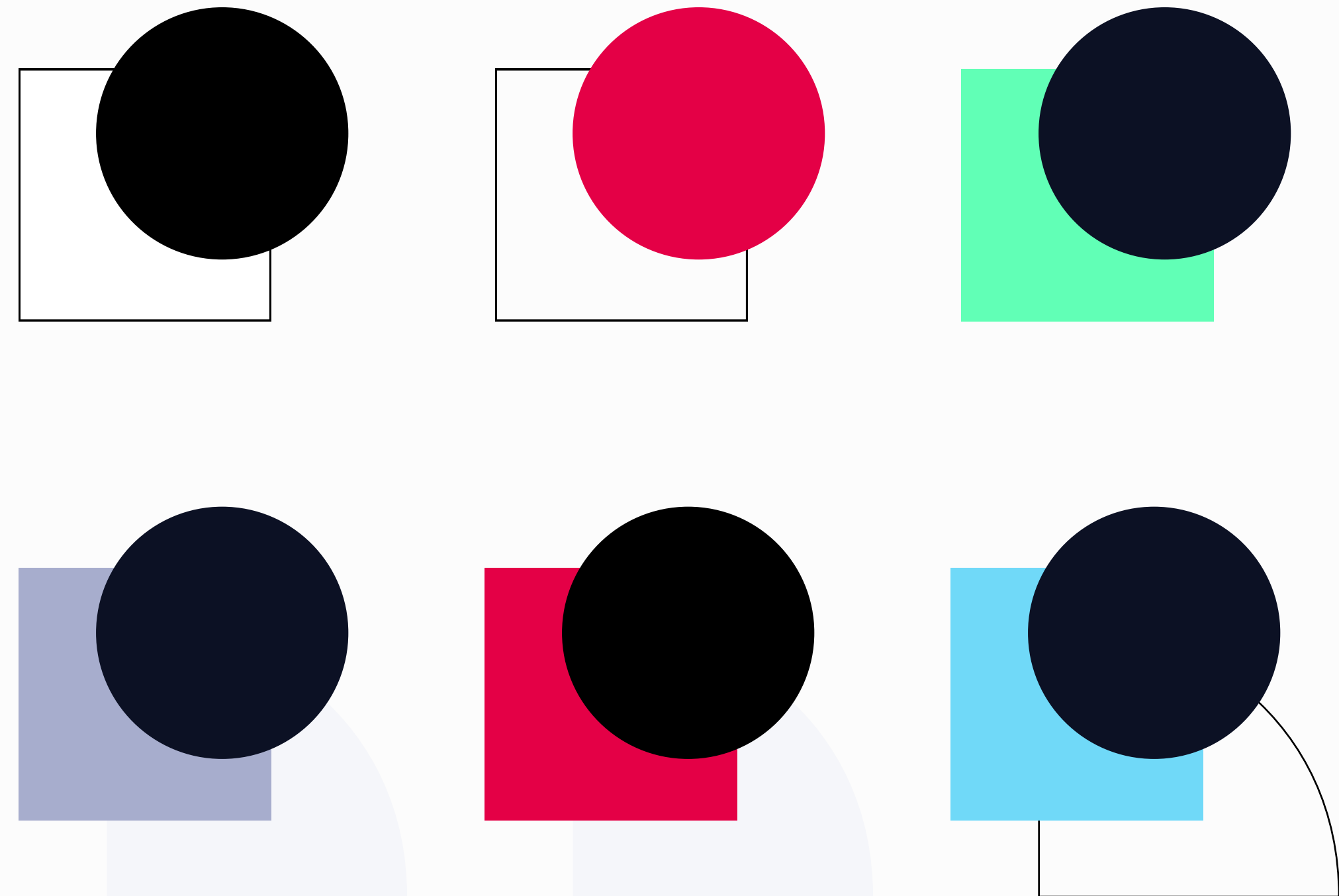
Color Do's

Primary Color Usage & Suggestions

Some colors work better together than others. Determining when to use certain arrangements will depend on the content and context of use.

Here are some samples of potential color pairings of two to three colors.

(Check with Brand for approval and oversight.)



These color combinations **do** provide enough contrast.



Color Do Not's

Primary Color Usage & Suggestions

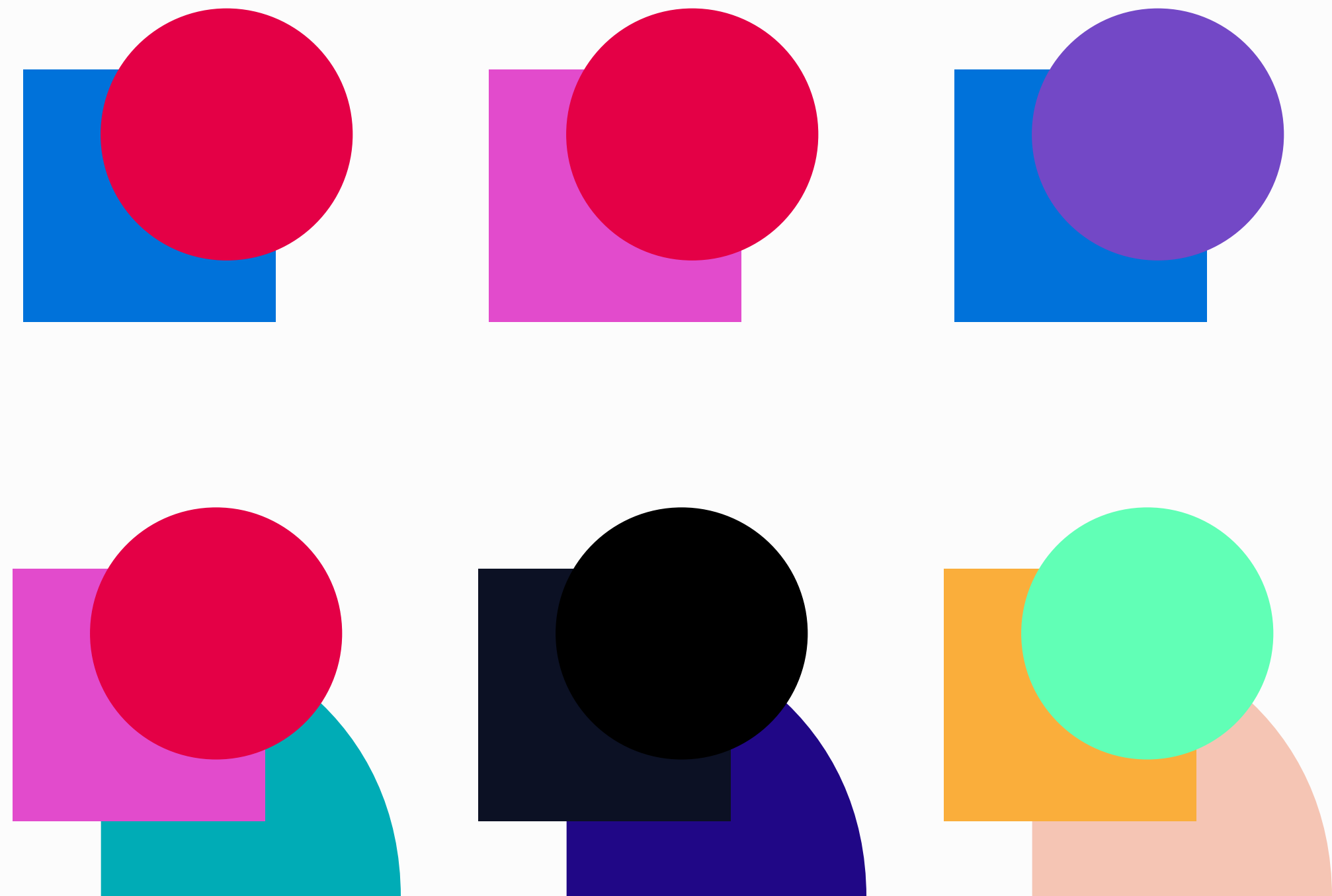
Here are some samples of color pairings to avoid.

These combinations do not provide enough contrast, although there may be some exceptions in rare instances and depending on context.

Accent colors are not recommended to combine together on their own. Most of these combinations are too close in hue or value, and may be more appropriately used in spectrums and gradations.

With some exceptions, they generally should not be used without the context of the primary or secondary colors.

It is especially important not to use these combinations for text on colored backgrounds.



These color combinations generally **do not** provide enough contrast.

TYPOGRAPHY

The Typography Selections

The Typefaces That Define And Complement Our Brand

Primary Typeface

Mulish (Google Fonts)

Our primary typeface is **Mulish**.

This typeface is simple and elegant. The combination of header, subheader, and body copy suit the content we produce with the tone of our brand.

Mulish

Primary Typeface - H1

Black

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Secondary Typeface

IBM Plex Sans (Google Fonts)

Our secondary typeface is **IBM Plex Sans**.

This typeface is rooted in the idea of man and machine and borrows influences from sources such as the IBM logotype and historical typewriter typefaces. The balance of engineering versus design set the principles from which this design was born.

IBM Plex Sans SemiBold

Secondary Typeface - H2

IBM Plex Sans Regular

Tertiary - Body Copy

Regular

AaBaCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

SemiBold

**AaBaCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789**

Special Use Typeface

Orbitron (Google Fonts)

Our special use typeface is **Orbitron**.

This typeface provides a sense of exploration, innovation, and evoking sensibilities of space and venturing into the next frontier.

Orbitron

Special Use Typeface - H1

Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Special Use Typeface

Space Ranger (Custom File)

An additional special use typeface is **Space Ranger**.

This typeface provides a sense of forward-thinking, futurism, and cyber space. It creates intergalactic content that is out of this world.

SPACE RANGER

Special Use Typeface - H1

Bold

AABBCCDDDEEFFGG
HHIJJJKLLMMNN
OOPPPQQRRSSTTUU
VVWWXXYYZZ
0123456789

Regular

AABBCCDDDEEFFGG
HHIJJJKLLMMNN
OOPPPQQRRSSTTUU
VVWWXXYYZZ
0123456789

Outline



AABBCCDDDEEFFGG
HHIJJJKLLMMNN
OOPPPQQRRSSTTUU
VVWWXXYYZZ
0123456789



ICONOGRAPHY

The Icons That Prompt Actions

Iconography Enhances Visual Storytelling



ICONOGRAPHY

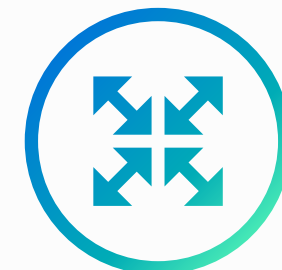
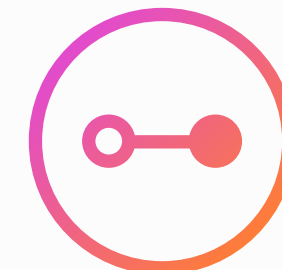
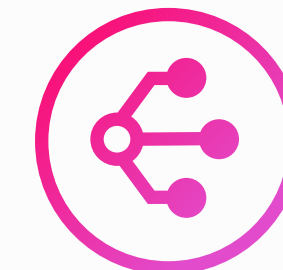
Services Icon Set

Enhancing Brand Identity With Service Icons And Styling

These are the company's primary service icons. These icons can be styled in different ways to suit various applications while maintaining consistency in the brand's visual identity.

The primary style is established for general use, while a secondary style is developed for specific use cases and implementations. This approach ensures that the brand's service icons are recognizable and consistent across all touchpoints while also allowing for flexibility and customization when necessary.

Light Mode

**MCR****VXC****PORT****MVE****IX****Marketplace****Internet**

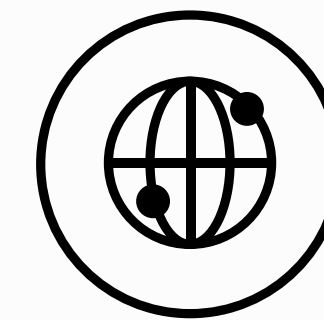
Dark Mode

**MCR****VXC****PORT****MVE****IX****Marketplace****Internet**

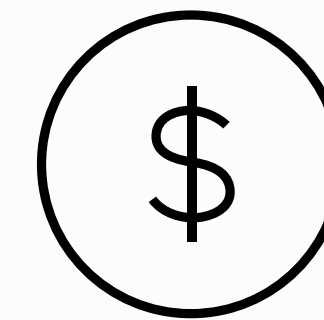
General Use Icon Set

Expanding Your Touchpoints

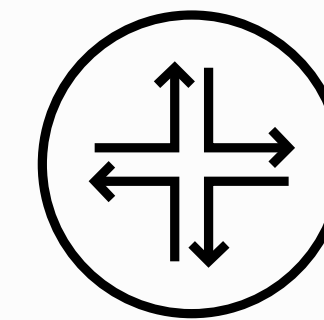
The provided icon set is designed to be used in diagrams to explain technical information, as well as for general use to expand on key touchpoints.



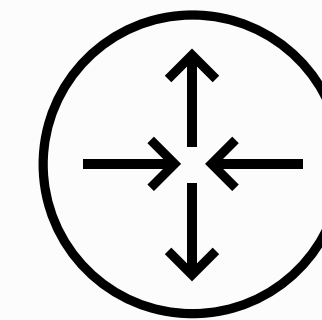
Internet



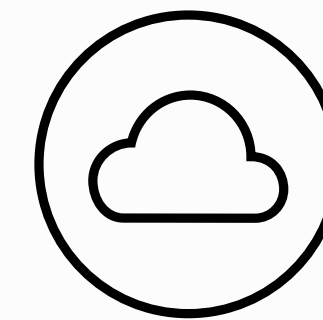
Billing / Cost



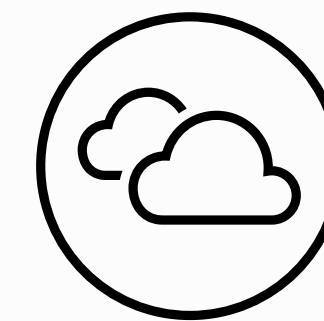
Networking



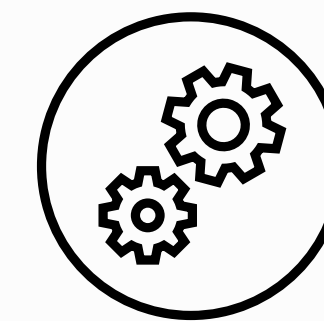
Router



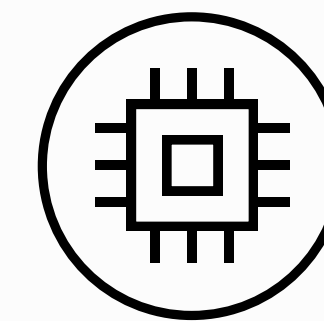
Cloud



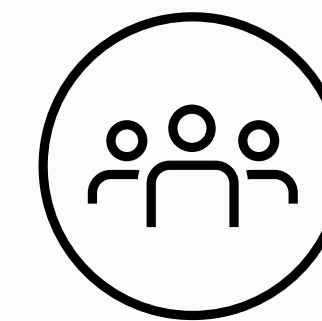
Multicloud



Operations



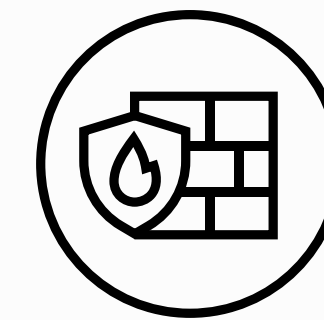
Chip / Compute



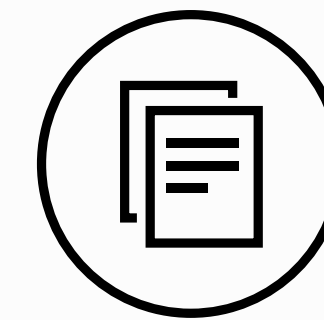
Customers



Security



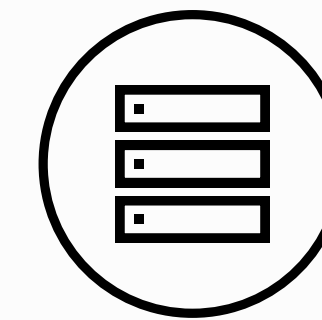
Firewall



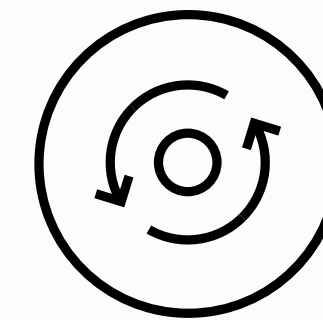
Documentation



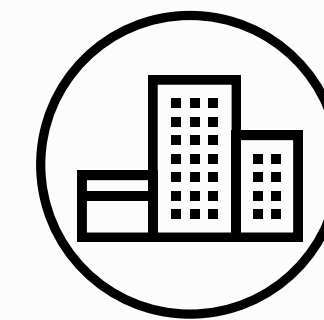
Locations



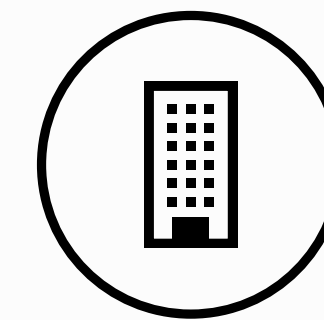
Server



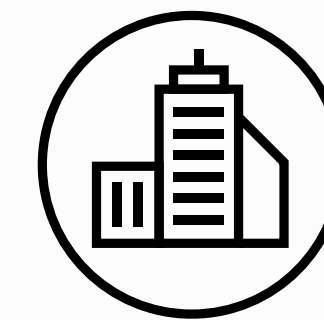
Enable



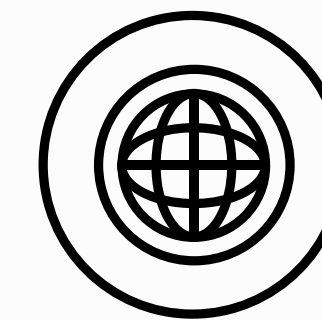
Data Center



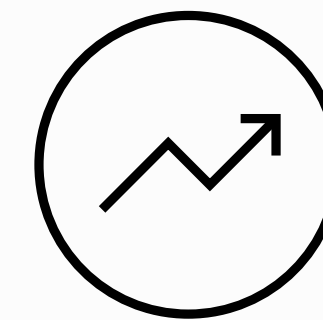
Branch



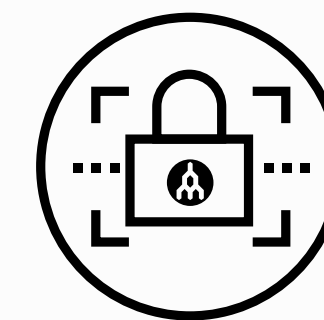
HQ



Global



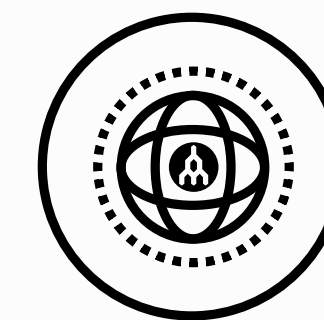
Agility / Speed



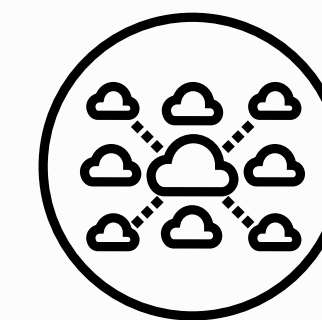
Secure & Private



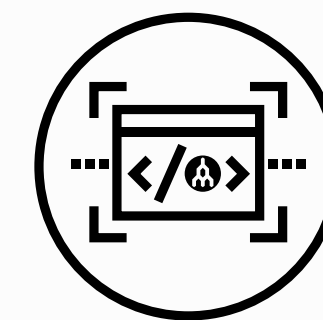
Multiple Cloud Regions




Global Reach



Multicloud Ecosystem



API



IMAGERY

The Images That Shape Our Identity

How Visuals Enhance Our Mission

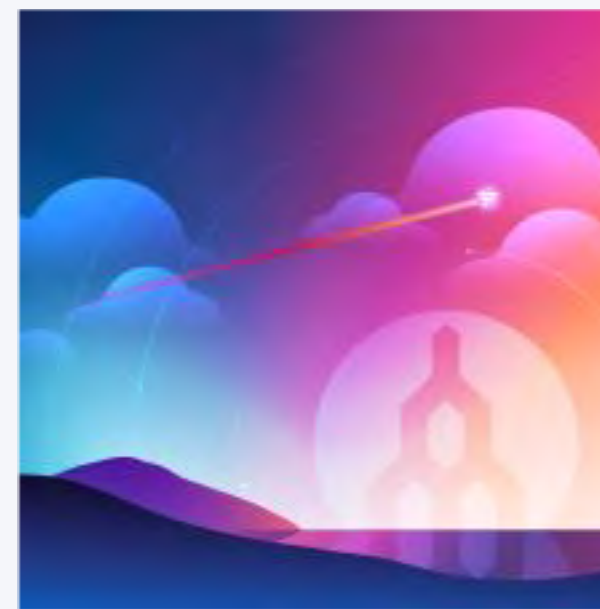
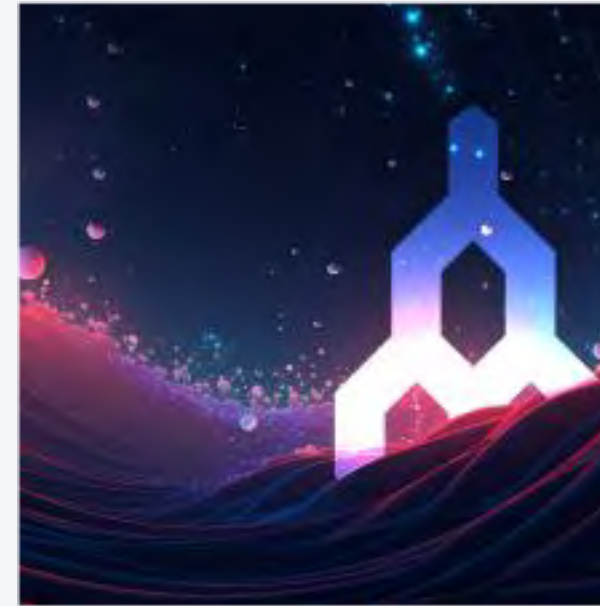
Imagery & Visuals

Concepts & Category Examples

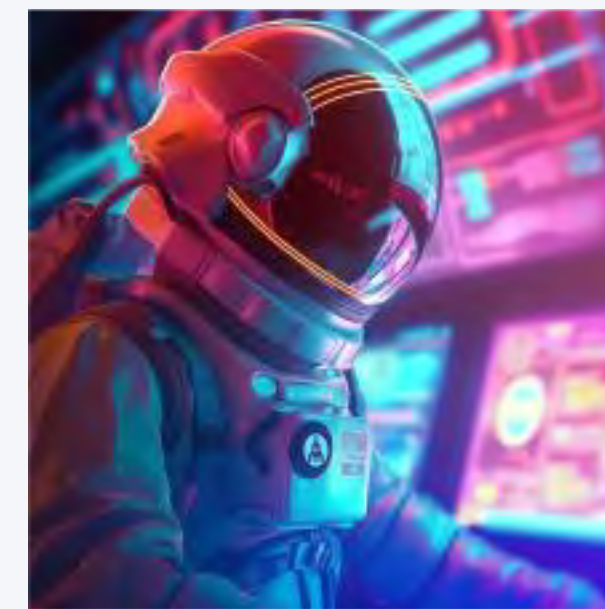
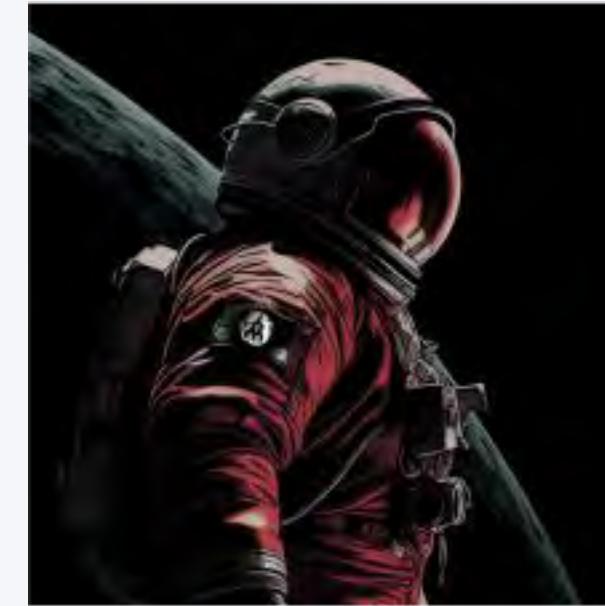
There are a few primary concepts and categories for our main imagery. Including, but not limited to:

- 1. Landscapes:** Convey the Megaport ecosystem, exploration, and expansion. Often incorporating the Gemini icon into the atmosphere or surroundings.
- 2. Astronauts:** The Megaport astronauts represent our innovative values, leadership, and exploration. Often used to represent our awesome team of Megaporters.
- 3. Abstract:** Utilize abstract imagery when a topic is broad or highly conceptual. Bright neons and “light speed” styles communicate agility in an engaging way.
- 4. Global Technology:** Reference our product and infrastructure as imagery with elements of other categories, when appropriate. Showcase the global reach of our business.

Landscapes



Astronauts



Abstract



Global Technology



Imagery & Visuals

Do's And Don'ts

The following includes extra tips and principles to keep in mind when selecting imagery.

Images not borrowed from the image library should be approved by Marketing with the Brand & Communications team.

Creation & Execution

Images are created as original images in-house or contracted, as well as curated and generated from specific search and prompts in Adobe software.

Use of generative images requires approval from Brand & Communications a case-by-case basis for materials related to corporate channels.



Do

- Space exploration; astronauts, planets, galaxies, super novas, star fields, space rockets. To represent our innovative values.
- Futuristic, sci-fi, aesthetics that capture a high tech world of possibility.
- Landscapes as backgrounds and settings.
- Bright colors, glowing neon, “light speed” to communicate energy and agility.



Don't

- No use of cartoonish or children's style imagery.
- No illegal paraphernalia.
- No hate symbols.
- Limit use of figures and specific photographs of human and people. (Anonymous preferred unless using company approved images.)
- No publishing external content from corporate Megaport accounts without approval.

EXAMPLES

Using The Design Elements

Maximizing Megaport's Brand Potential
Through The Strategic Use Of Design Elements

Blog & Social Post

Example Images In Use

An effective blog post featured image design should be visually appealing, relevant to the content of the blog post, and convey the main message of the post.

It should be high-quality and in the appropriate size and format for the platform on which it will be published. The image should also have a clear focal point, be easy to understand, and use contrast and color effectively to draw the viewer's attention.

Additionally, it should be optimized for search engines and social media by including relevant alt text and metadata, and it should be shareable on social media platforms.

Blog Header Image



Social Landscape Image



Social Square Image



Blog & Social Post

Do's And Don'ts

When creating a blog post, the featured image is typically the first thing that readers will see, and it can have a significant impact on their decision to read the post. Therefore, it is important to consider the following key points when designing the featured image.



Do

- Understand the blog post's topic and message.
- Use high-quality and relevant images.
- Use legible typography and complementing colors.
- Use visual hierarchy to emphasize the post's main message.
- Optimize image size and resolution.
- Create shareable images with clear branding and post titles.



Don't

- Use low-quality or irrelevant images.
- Use difficult to read typography or mismatched colors.
- Overload the feature image with too much information or design elements.
- Use too many fonts or font sizes in the same design.
- Forget to include alt tags for images.
- Forget to check image display on all devices.

Email Campaign

Example

The goal of an email campaign is to create effective and engaging emails that are more likely to be opened, read, and acted upon.

To achieve this, the design should be visually appealing and simple, the content should be clear and concise with a strong call to action, and the email should be mobile-friendly and personalized. Testing the email on different email clients is also important. By following these guidelines, the success of the email campaign can be increased.

Email Sample Insights Newsletter



EDITION 01:

Welcome to Megaport Insights!

We hope these updates will be the email highlights of your 2024.

Digital transformation doesn't just have to be a buzzword. Here, we've made it easy for you to stay ahead of the curve by collating all the resources you need in one place.

WHAT'S NEW?

Ecosystem Updates

We're expanding our global footprint all the time.
Here are the latest additions to the Megaport network.



Port Locations:

- TBD
- TBD
- TBD



100G Port Locations:

- TBD
- TBD
- TBD



Large VXC Locations:

Email Campaign

Do's And Don'ts

When designing an email campaign, there are certain "do's" and "don'ts" that can help you create effective and engaging emails that are more likely to be opened, read, and acted upon.



Do

- Keep the design simple and visually appealing.
- Make the email mobile-friendly.
- Use clear and concise language with a strong call to action.
- Use an attention-grabbing subject line.
- Include relevant images or videos.
- Use a clear hierarchy of information.
- Personalize the email.
- Test the email on different clients.



Don't

- Include too much information or clutter.
- Use too many fonts or colors.
- Use too many images or videos.
- Use a misleading subject line.
- Use spammy words or phrases.
- Forget to include an unsubscribe link.
- Send emails too frequently or at inappropriate times.

EXAMPLES

Info Papers & Case Studies

Examples

Whether a one-page overview, info paper, or case study needs to be showcased – be sure to create a clear outline of desired materials in preparation for design.

The goal is to ensure that the materials are clear, concise, and provide insights that are relevant to the audience.

Megaport
Complex Networks, Simplified.
Deploy global private connectivity in minutes.

Megaport is the leading provider of Network as a Service (NaaS) solutions. Our global Software Defined Network (SDN) helps businesses rapidly connect their network to services on demand via our easy-to-use portal or open API.

Megaport makes network connectivity easy and agile compared to traditional networking solutions. Our global ecosystem includes the world's top cloud service providers, data center operators, systems integrators, and managed service providers.
One platform for every connection.

ACCESS

PORT
High-speed Ethernet Interface (1G, 10G, and 100G) that connects to the Megaport Software Defined Network.

MCR
Megaport Cloud Router: Managed routing platform with integrated control via the Megaport Portal for easy public or private connectivity on L3.

MVE
Megaport Virtual Edge: Provides VNF capabilities, including SD-WAN, Virtual Routing, and Virtual Firewall.

Our Unique Value Proposition

GLOBAL
Connect to leading service providers, anytime, from anywhere.

SECURE
Enable private paths in minutes.

SCALABLE
Build what you need when you need it.

SIMPLE
Manage your network with easy-to-use software tools.

CONNECTIVITY

VXC
Virtual Cross-Connect: Direct Ethernet connections to any endpoint on our network, spun up in 60 seconds, with options from Mbps to 100Gbps.

Mega-IX
Megaport's 100% neutral Internet Exchange provides connectivity across multiple regions.

Marketplace
Megaport's entire suite of global service providers.

Service Key
Provides automatic connectivity to endpoints outside the user's account.

“Using Megaport is so easy and consistent... we no longer have to worry about any cloud-based sort of workloads.”
— FRAMESTORE

2800+ Customers

100+ Unique Data Center Operators

360+ Service Providers

Our Global Reach*

| Region | Country | City | Installed | Enabled |
|--------|---------|------|-----------|---------|
| NAM | 3 | 65 | 208 | 465 |
| | 16 | 24 | 91 | 231 |
| | 6 | 13 | 100 | 141 |
| | 6 | 13 | 100 | 141 |

*Global Reach accurate as of March 2024

JOIN THE NETWORK REVOLUTION
megaport.com

MEGAGUIDES
Connectivity in a Multicloud Environment

The level of modernization required simply can't be achieved in a time when large computing projects are shifting to multicloud. An agile, a "best in breed" approach.

Multicloud provides the gap between public and private cloud, successful digital transformation of multicloud connectivity, key benefits and costs started with it.

CONTENTS

- Common ways to use a public cloud
- Private cloud as a service
- Private software network as a service
- Cost Considerations
- Key components
- Multicloud with Megaport
- Glossary
- About Megaport

Provider (CSP)

to use a public cloud, the basic method is to run a service provider's network and location.

able and easy solution is in the cloud, that don't place to be a preferred in single regions and that a VPN be

ended, when used in cloud is used of-both-worlds looking to quickly and build the foundations

Connectivity in a Multicloud Environment

03

Any additional questions or inquiries – please bring them to the attention of the Marketing team,
Brand & Communications will address your requests as promptly as possible.

With our collective efforts to uphold the Megaport brand,
we'll achieve world domination.

Thank you!

You've got this!

2024

