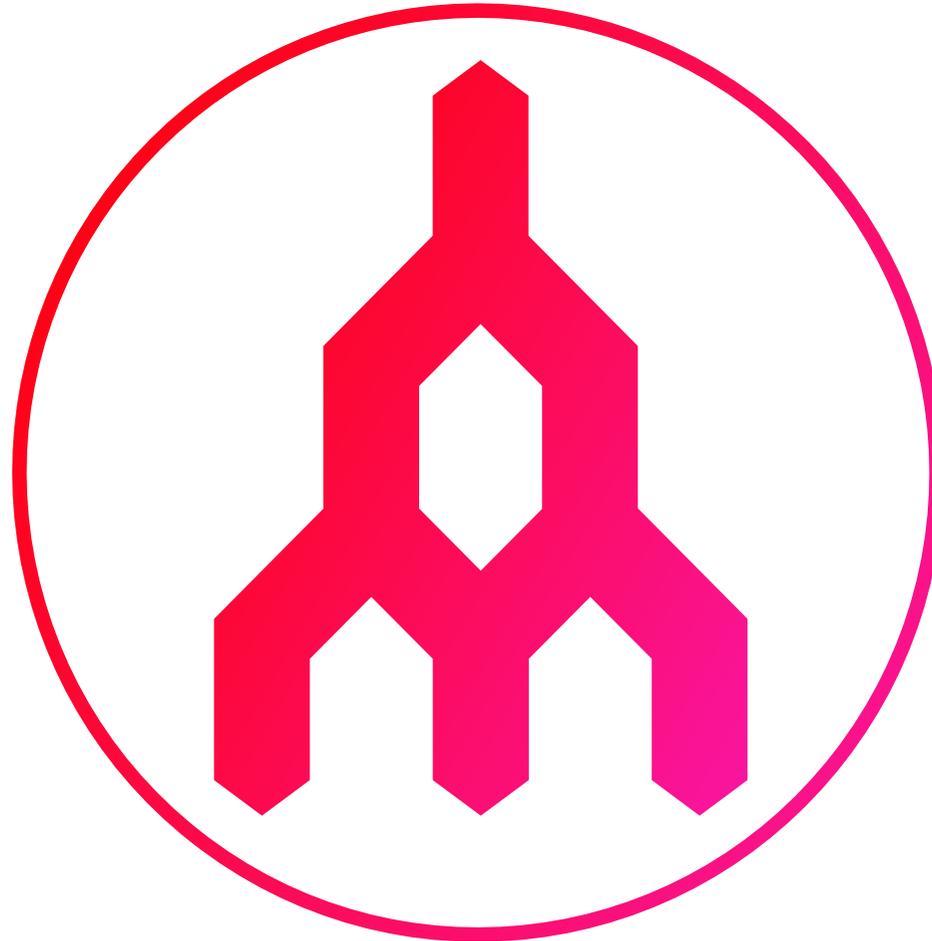


# Megaport Brand System

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2018



## About This Document

This document is designed to help authorised third parties execute Megaport's brand and brand assets, including Megaport's logo, content and trademarks.

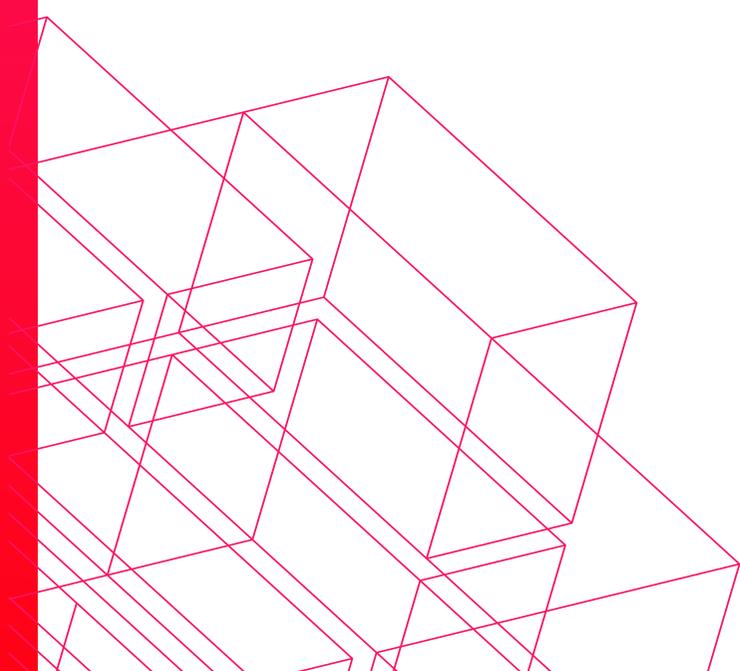
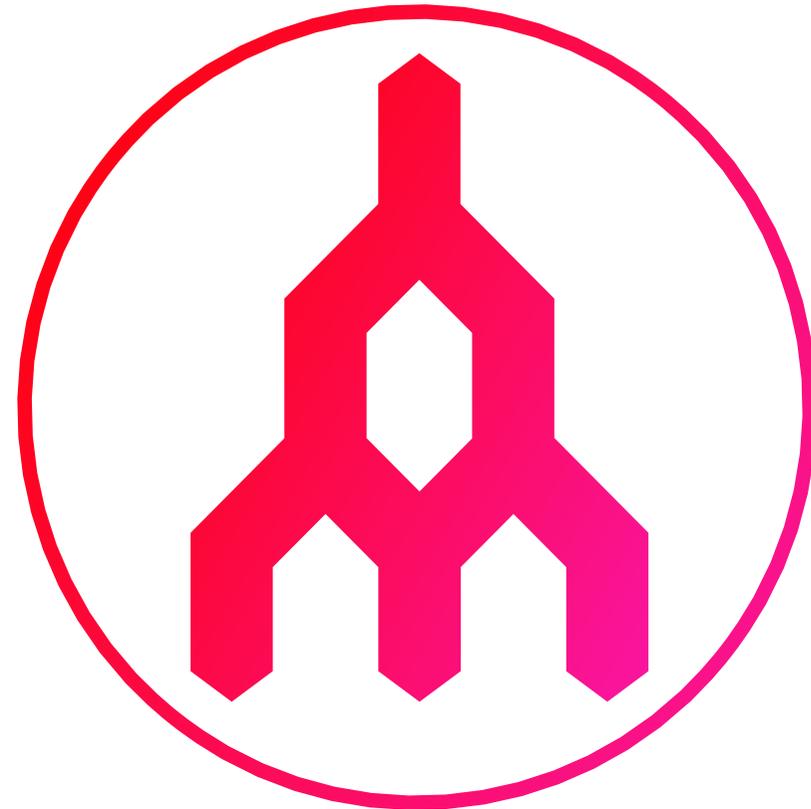
As a general rule, third parties may not use Megaport's logo or trademarks. This document outlines the limited circumstances under which third parties may use Megaport's logo and trademarks. The logo and trademarks must always be used in accordance with this Style Guide to identify Megaport, or Megaport services. Any use that is inconsistent with this Style Guide is strictly prohibited.

Third parties may only use the logo without a license in the following limited circumstances:

- In advertising, marketing collateral, or a website that references your connection with Megaport (e.g., the material states that you are an authorized reseller of Megaport services).
- In an area of a website, advertising, or marketing collateral dedicated to the sale of Megaport services, and in such a manner that associates Megaport services with the Megaport logo.

To make use of Megaport's brand assets in a way that is not covered by these guidelines, please contact us at [artroom@megaport.com](mailto:artroom@megaport.com)

Megaport is redefining the cloud networking industry. We give our customers more choice and control over how they build their cloud strategy, their network and what services they consume. Megaport services represent speed, connectivity, flexibility, innovation, simplicity. The Megaport brand has been designed for our industry with these core values in mind.



## Primary Logo Preference Use

To be used on all related Megaport products and branding collateral



Fig. 1.a. Landscape (standard colour)



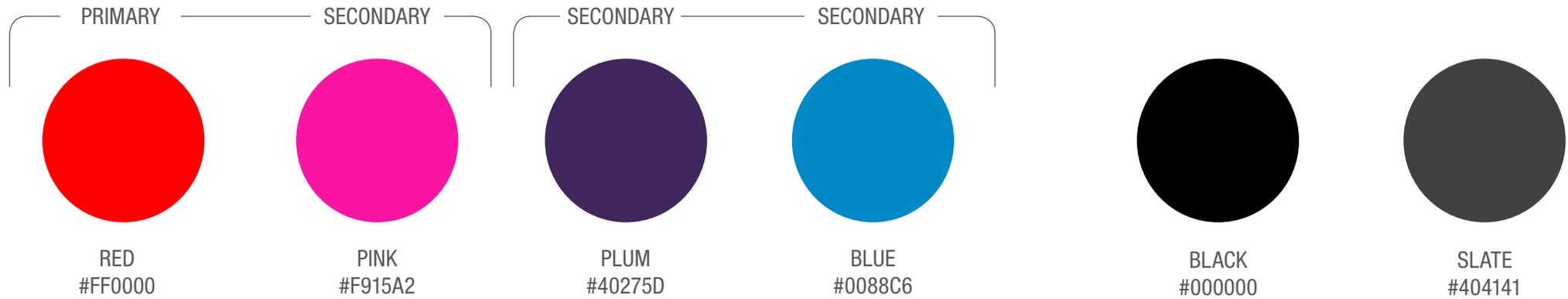
Fig. 1.b. Landscape (reversed)



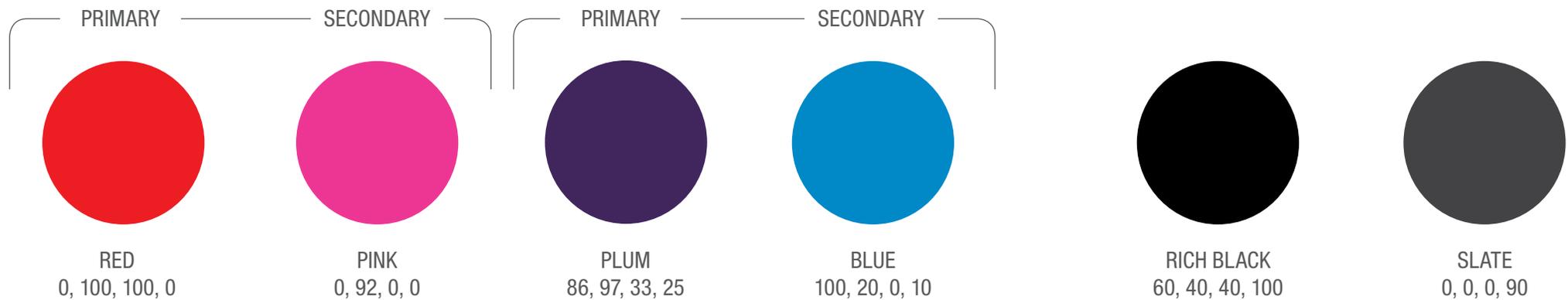
Fig. 1.c. Landscape (Mono for use when colour is absent)

The Megaport colour profile represents the exciting culture of our brand, our leading edge technology and the power of transition.

## RGB



## CMYK



Branding system | colour harmony

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The spectrum device is a key component of the Megaport brand and is designed to symbolise the transition of data through the Megaport network. There are two primary spectrums used in the brand, Flame and Sunset.

## MEGAPORT SPECTRUM



-30° angle on all uses



### BRAND TIP

The Megaport spectrum is our standard use spectrum for marketing use. It contains red, blossom and blue from the colour palette. The Sunset spectrum is for social media use only and is designed to symbolise our brand synergy with our cloud partners.

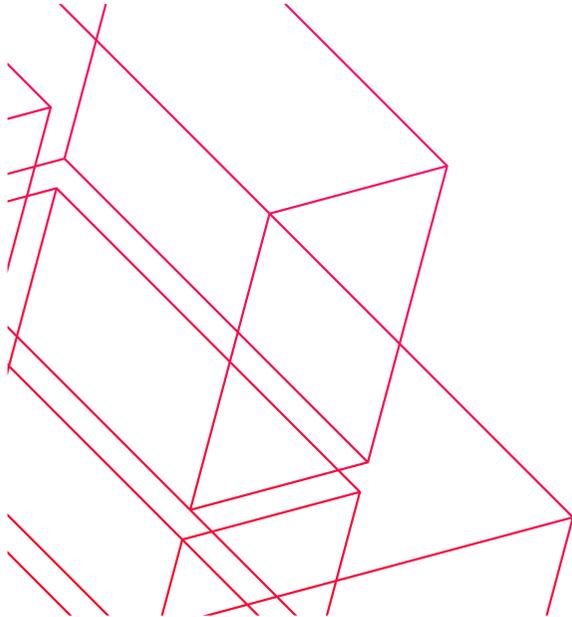
## SOCIAL SPECTRUM (SOCIAL MEDIA ONLY)



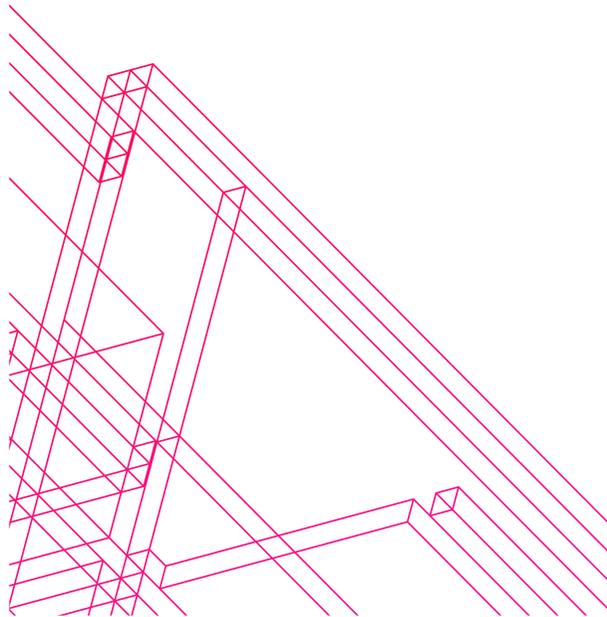
-30° angle on all uses



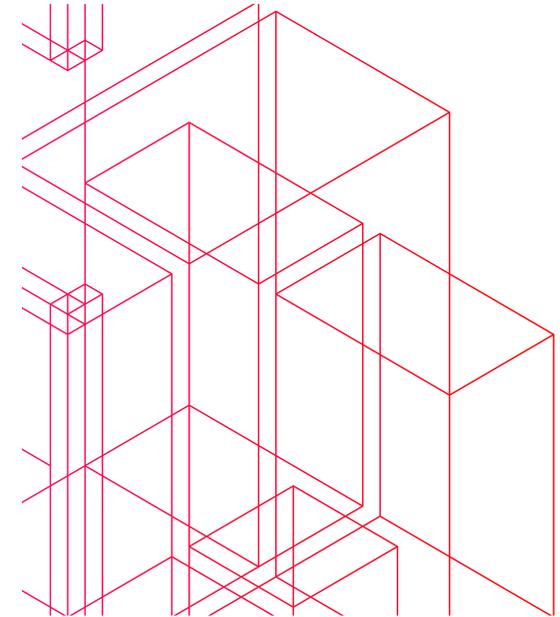
The brand devices symbolise our connected network and an abstract perspective of the many possibilities using Megaport's products. There are three devices for use, interface, prism and plexus.



**INTERFACE**



**PRISM**



**PLEXUS**

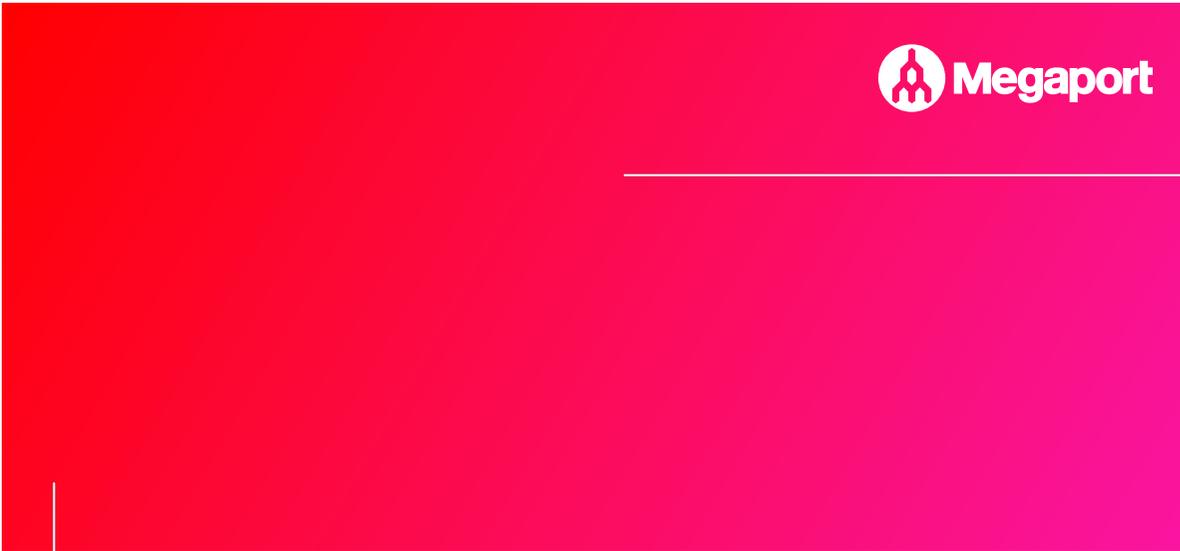


### **BRAND TIP**

The devices should only be used in the corners of the artwork. Only one device should be used at one time in any given artwork.

Brand devices must always be in a corner position and have the same spectrum applied as the background it sits on yet reversed.

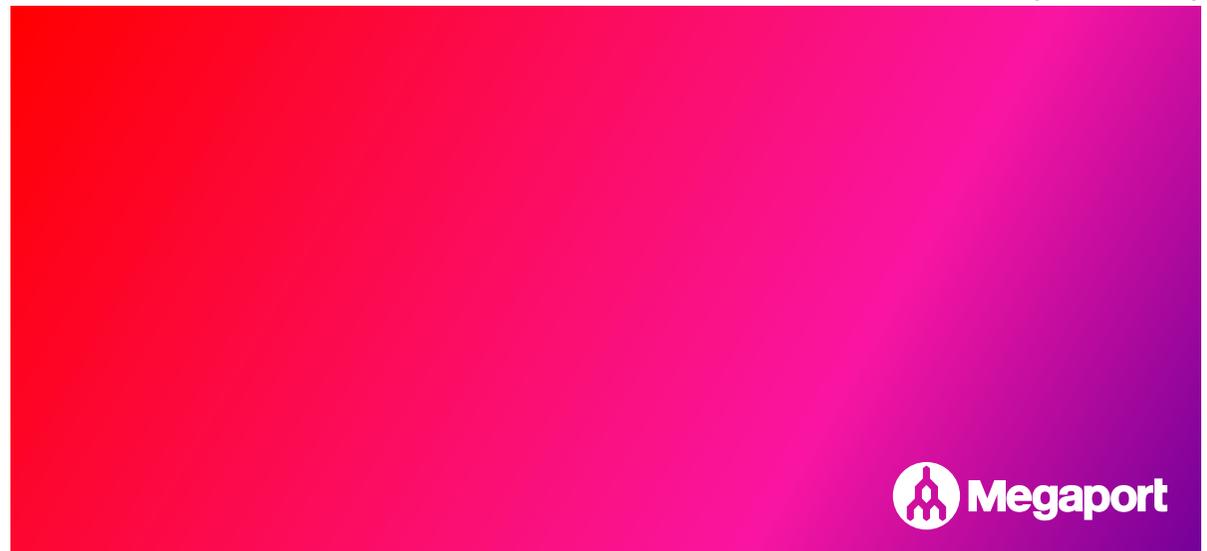
## SPECTRUM



• Standard Spectrum -30° angle on all uses

• -30° angle on all uses Corner position

## SUNSET SPECTRUM (SOCIAL ONLY)



### BRAND TIP

Megaport is a fun and energetic brand, use your best judgement for use of gradient and devices. Remember to always think of the end-user and how they will perceive the brand. Gradients tend to not print too well either so consider using it sparingly on large spaces.

Megaport's primary typeface is Helvetica Neue LT Pro. This typeface is versatile and works well across screen and print mediums. If Helvetica LT Pro is not available, please default to Arial.

HELVETICA NEUE PRO 37 THIN CONDENSED

Software Defined Network

HELVETICA NEUE PRO 47 LIGHT CONDENSED

Software Defined Network

HELVETICA NEUE PRO 57 CONDENSED

Software Defined Network

HELVETICA NEUE PRO 67 MEDIUM CONDENSED

Software Defined Network

HELVETICA NEUE PRO 77 BOLD CONDENSED

Software Defined Network

HELVETICA NEUE PRO 87 HEAVY CONDENSED

Software Defined Network



#### BRAND TIP

For web graphics, text weight should not go below Helvetica 57 in weight due to compression.

INFOPAPERS

# Headlines - 77 Bold Condensed

Secondary headline - 47 Light Condensed

**Google Cloud Platform**  
Interconnection Infopaper

BODY TEXT  
LONG DOCS

## Subheads - 12pt - 67 Medium Condensed

Body Copy - 10pt - 57 Condensed

- Bullet list 1
- Last Bullet 1
- Bullet list 2
- Last Bullet 2

Captions - 8pt

### How it Works

SEC is delivered as a Layer 3 routed service with a /31 IP range being provided. Customers access Salesforce services using public IPs and are required to run BGP to receive Salesforce routes. The network-to-network interfaces (NNIs) at each location are established on redundant.

There are two options when connecting to SEC:

- Megaport will allocate a /30 or /31 Public IP address assigned to each Salesforce customer. The user will be able to source NAT their customer LAN traffic to use the /30 or /31 Public IP interconnecting to Salesforce.
- The user can advertise their own /30 or /31 Public IP address space to Salesforce. Salesforce will not accept RFC1918 routes.

FLYERS

Headline - 47 Light Condensed

# Secondary headline - 77 Bold Condensed

Connect to any cloud in **Singapore**

SOCIAL /  
EVENTS

Headlines - 37 Thin Condensed

## Secondary headline - 77 Bold Condensed

# iCU'17 Amsterdam

Panel Discussion with Mark Cooper EVP Europe

Megaport's key iconography suite is used to highlight the products used in our branding. These icons must not have any other colour applied to them except for Slate in 100 or 50% tints.

## MEGAPORT PRODUCT SET | COLOUR: SLATE 100%



## BRAND TIP

Icons can be made white if used on spectrum or solid backgrounds.

## MEGAPORT PRODUCT SET | SLATE 50% TINT



## Real-Time Provisioning



Provision connections in 59 seconds on the Megaport Network.

## Scalable Connectivity



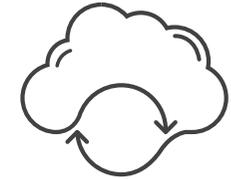
Increase and decrease your bandwidth at any time to suit your business demands.

## Multiple Cloud Regions



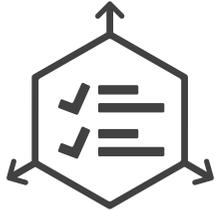
Connect to multiple cloud regions from a single interconnection point for cost-effective multi-region redundancy.

## Continuous Connectivity



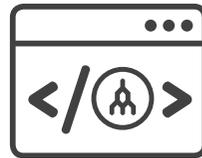
Maintain connectivity while scaling bandwidth to your preferred Cloud Service Provider. This means no downtime as you increase and decrease speeds.

## Flexible Terms



Minimise your financial commitment and avoid lock-in contracts with pay-as-you-need billing.

## Powerful API Integration



Manage your connectivity autonomously and optimise your workflow by utilising our powerful API.

## Multicloud Ecosystem



Provision direct connectivity to multiple leading Cloud and Network Providers on our Ecosystem.

## Secure and Private Connectivity



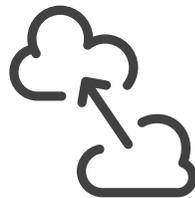
Utilise our private Network and keep your traffic secure when connecting between metros, regions, and countries.

## Megaport Cloud Router



On-demand, private, Layer 3 connectivity to leading service providers between key global routing zones.

## Cloud to Cloud Connectivity



Establish seamless connectivity between regions and Cloud Service Providers without the need to own and manage physical infrastructure.

## Global Reach



Leverage our global Software Defined Network to interconnect key locations across North America, Asia-Pacific, and Europe.

FRONT

# Connect to any cloud in Singapore

Enjoy 3 months off your Port when you order a new 100Mbps+ Virtual Cross Connect to any cloud in Singapore by 31st December 2017. Promo code and T&Cs apply. Contact your account manager for details.



### On-demand, scalable connectivity

- Seamlessly manage connectivity via our portal or API
- Scale right-sized bandwidth when you need it



### Multicloud ecosystem

- Build and manage a multicloud environment
- Connect to any of our 240+ service providers



### Rapid provisioning

- Enable a dynamic connectivity strategy in seconds
- Rapidly build into a global ecosystem of service providers



### Flexible Terms

- No long-term, lock-in contracts
- Pay for what you need



BACK

**165+** locations  
[megaport.com/locations](http://megaport.com/locations)



Megaport is the world's leading Network as a Service (NaaS) provider. Using Software Defined Networking (SDN), we provide a secure, seamless, and on-demand way for enterprises, networks, and service providers to interconnect. Our neutral platform spans 41 cities, across 165 data centres connecting 700+ customers to over 240 service providers.

Speed	Interface
1 Gbps	1000BASE-LX (10km)
10 Gbps	10BASE-LR (10km)



Full version



Minimal version

