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The Mellanox logo should work across all media platforms.

To ensure the expression of the logo is right for its context, we’ve created a system that includes PANTONE® color, and an extended palette of solid colors and gradients as well as reversed logo treatments. So whether the Mellanox logo appears on packaging, the Web, TV, in print, on screen, or on a product, you have near infinite design flexibility to adapt the logo to its appropriate design context.

EXTENDED LOGO PALETTE

These are only partial palettes. For complete palettes, please refer to the following Color Pallet Section on page 6.
The Mellanox logo use incorrectly.

The consistency of building brand awareness is critical to customer loyalty. If the logo is presented in a disjointed manner it sends the message of inconsistency and lack or attention to detail.

LOGO ERRORS

These examples are some of the logo inconsistencies we have experienced in the past.
Color Pallet

To help you make effective color choices and ensure color is working to support the Mellanox message and meaning, we’ve developed a number of color palettes. These extended palettes allow you to dial up or down the intensity of any color combination for a wide range of applications, moods, and messages.

USING COLOR CORPORATE SET 1 COLORS

Corporate color palette consists of both cool and warm palettes and should be used when creating direct corporate Mellanox Brand such as Logo ID, letterhead, business cards and corporate business support collateral.

USING COLOR SET 2 COLORS

Marketing color palette Set 2 consists of brighter colors of both cool and warm palettes. This pallet should be used when creating Products, Service, Solution, Promotional, Event and Channel Marketing communications. This pallet can cross into Corporate Pallet.

USING COLOR SET 3 COLORS

Marketing color palette Set 3 consists of specialty color that can be used in combination with Pallets Sets 1 & 2 for specialty marketing, new media and event promotional marketing.

USING COLOR WITH GRAY

Whatever color palette you choose, both cool and warm palettes should be used with foundational shades of gray.

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Because Mellanox is a global company, we need to ensure our typographic language is communicated. Mellanox's fonts consist of two families that are universally used for print and/or web.

We provided full Universe Font Family and Arial Font Sets, in OpenType and TrueType formats so you can communicate on Macs and PCs, across Apple OS and Microsoft Windows operating systems.

**UNIVERSE FONT FAMILY**
The Corporate font family includes Universe in all of the weights, including oblique. These characters are shown here set in Universe font hierarchy of usage.

**OPENTYPE AND TRUETYPE FORMATS**
Universe is available in both OpenType and TrueType Formats. Optimized for cross-platform functionality, OpenType formats are preferred whenever possible.

**ARIAL FONT FAMILY**
Arial font family should only be used if web safe fonts are not available and should not be used in any high-profile campaigns.

**OPENTYPE AND TRUETYPE FORMATS**
Arial is available in both OpenType and TrueType formats. Optimized for cross-platform functionality, OpenType formats are preferred whenever possible.

---

**CORPORATE FONT**

**Universe 65 Light**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Universe 65 Light Oblique**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Universe 65 Roman**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Universe 65 Bold**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Universe 65 Bold Oblique**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Universe 75 Bold**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Universe 75 Bold Oblique**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

---

**WEB FONT**

**Arial Condensed**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Arial Narrow**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Arial Extra Bold**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Arial Black**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```

**Arial Rounded MT Bold**

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y  
```
Mellanox Logos

Mellanox Corporate Logo

Mellanox product or secondary logos should also be used with the same requirements as the corporate logo.

They should always be surrounded by an adequate amount of clear space in order to set it off from other elements.

• The Logo should be used as a single unit.
• Do not rearrange or stack the logo mark and logotype.
• Do not change the colors of the logo or logotype.
• Do not tilt or skew logo.
• Do not enlarge or shrink the logo or the logotype separately.
• Do not place logo on a background or backgrounds with conflicting colors.
• White is the recommended background.

EPS
Encapsulated Post Scrip or EPS is the true form of each Product Illustrated for the Mellanox Product Illustration Guide. Use the EPS if you wish to scale the graphic up for large format and higher resolution formats and save out to other formats such as TIFF, JPG, AI etc. Also color adjustments can be revised accurately in the vector graphic.

JPG
Is a common format for storing images and is a compressed image format that can be de-compressed and saved out to other formats such as TIFF, PSD. JPG files tend to be a lower resolution and need to be decompressed to the files highest resolution save-out to be effective.

PNG
Portable Network Graphic or PNG was designed for transferring images on the Internet, not for professional-quality print graphics, and therefore does not support non-RGB color spaces such as CMYK.
Mellanox ConnectX

Please follow the color palette guide of usage specs from page 9 of Brand Style Guide Products Logo.
Mellanox Product Logos

Mellanox SwitchX and BridgeX

Please follow the color pallet guide of usage specs from page 9 of Brand Style Guide Products Logo.
Mellanox CoolBox and MetroX

Please follow the color pallet guide of usage specs from page 9 of Brand Style Guide
Products Logo.
Trademarks, Registered Trademarks and Copyrights

A trademark is a word, phrase, logo, symbol or design, or a combination of these elements, used to identify or distinguish the goods and services of one company or individual from others.

Avoid plural or possessive forms of the mark
Never use a mark in the plural form or the possessive form.

Never hyphenate trademarks
INCORRECT: ConnectX®-compatible adapters are the best on the market.
CORRECT USE: "ConnectX® compatible adapters are the best on the market.

Appropriate placement of trademarks within text
The mark must be used with the first or most prominent appearance of a trademark in a publication or document, but need not be used with each subsequent appearance. As a safeguard, use additional markings rather than fewer within a document.

Trademark Attribution Statement
For publications containing third party trademarks, it is typical practice to provide a trademark attribution statement in small print at the end of the specific article. Below is the trademark statement that should be on all Mellanox marketing collateral.

Mellanox, Mellanox logo, BridgeX, ConnectX, CORE-Direct, InfiniBridge, InfiniHost, InfiniScale, MLNX-OS, PhyX, SwitchX, UFM, Virtual Protocol Interconnect and Voltaire are registered trademarks of Mellanox Technologies, Ltd. Connect-IB, CoolBox, FabricIT, Mellanox Federal Systems, Mellanox Software Defined Storage, MetroX, Open Ethernet, ScalableHPC and Unbreakable-Link are trademarks of Mellanox Technologies, Ltd. All other trademarks are property of their respective owners.

Copyright Notice
The notice should always contain:
1. The symbol © (the letter C in a circle), or the word “Copyright”;
2. The year of first publication of the work; and
3. The name of the owner of copyright in the work.
EXAMPLE: © 2013 Mellanox Technologies.
Trademarks, Registered Trademarks and Copyrights

Using the trademark properly is necessary in order to demonstrate that a mark is used in commerce, which is a fundamental requirement for trademark ownership in the United States.

Always use the full Registered Trademark text, never use abbreviations.

<table>
<thead>
<tr>
<th>REGISTERED TRADEMARK</th>
<th>DO NOT ABBREVIATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BridgeX ®</td>
<td>BX</td>
</tr>
<tr>
<td>ConnectX®</td>
<td>CX</td>
</tr>
<tr>
<td>ConnectX-2 ®</td>
<td>CX2, CX-2, ConnectX2</td>
</tr>
<tr>
<td>ConnectX-3 ®</td>
<td>CX3, CX-3, ConnectX3</td>
</tr>
<tr>
<td>Connect-IB ™</td>
<td>CIB, CX-IB</td>
</tr>
<tr>
<td>FabricIT ™</td>
<td>FIT</td>
</tr>
<tr>
<td>InfiniScale ®</td>
<td>IS</td>
</tr>
<tr>
<td>SwitchX ®</td>
<td>SX</td>
</tr>
</tbody>
</table>

Virtual Protocol Interconnect and Voltaire are registered trademarks of Mellanox Technologies, Ltd.

Connect-IB TM
CoolBox TM
FabricIT TM
Mellanox Federal Systems TM
Mellanox OpenEthernet TM
Mellanox Software Defined Storage TM
MetroDX TM
MetroX TM
OpenEthernet TM
ScalableHPC, and Unbreakable-Link are trademarks of Mellanox Technologies, Ltd. All other trademarks are property of their respective owners.
Print Collateral
Mellanox has many types of marketing collateral, signage, multimedia and technical documents. All collateral should follow corporate branding guidelines, colors, fonts and established templates when available.

- Case Studies
- Datasheets
- Product Briefs
- Product Brochures
- Reference Guides
- Technology Sheets
- Solution Briefs
- White Papers

The following documents have pre-established templates:

Detailed specifications for the Product Briefs and Case Studies and can be found on starting page <17>. All documents follow similar layouts, fonts and specifications. Samples without detailed specifications only indicated attributes that are different or unique for that document.

Some of the standard document element are in an InDesign library

Illustrations and Multimedia
Mellanox has developed illustrations and icons to be used in PPT and other collateral. In order to maintain consistency in imagery it is important to use the established illustrations and icons whenever possible. Illustration and icon examples can be found on starting page <25>.

Mellanox also utilizes Flash, animation and video for marketing purposes. It is also recommended that the corporate branding, colors and fonts be used as much as possible.

Document Numbers
The following documents should always contain a document number on the last page in the lower right corner. They should follow this format:

- Brochure = XXXXBR Rev 1.0
- Case Studies = XXXXCS Rev 1.0
- Data Sheets = XXXXDS Rev 1.0
- Product Briefs = XXXXPB Rev 1.0
- Solution Briefs = XXXXSBR Rev 1.0
- White Papers = XXXXWP Rev 1.0

All standard documents should be created and maintained in Adobe InDesign unless otherwise indicated.
Color Designations

Some of the Mellanox documentation and marketing collateral follow a color convention for specific product families or technologies. Below is the color designation and the product area associated with the color.

Mellanox Product Briefs and Product Brochures follow the color convention.

- **PMS 226**: Switches, Gateways, Switch Silicon, Gateway Silicon, Phy Silicon
- **PMS 371**: Ethernet and InfiniBand Adapter Cards, Ethernet Adapter Silicon
- **PMS 7545**: Cables, Modules
- **PMS 159**: Software
All rounded corners should be .125" radius. All image boxes should be .5pt, 100% black.
Datasheet – Two Sided

All rounded corners should be .125” radius. All image boxes should be .5pt, 100% black.
Solution Brief – Two Sided

All rounded corners should be .125” radius. All image boxes should be .5pt, 100% black

Some Solution Briefs Contain a Key Advantage Box style.

This element can be found in the InDesign library file.

---

**01 Key Features p1**
Bell Gothic Std, Bold
10pt
CAPS
White
Aligned Left

<table>
<thead>
<tr>
<th>01 Key Features/Apps</th>
<th>Key Advantages</th>
<th>Header</th>
<th>Sidebar Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>BB-47 Condensed LT</td>
<td>10% Black Box</td>
<td>.125” top corner radius</td>
<td>2.125”</td>
</tr>
<tr>
<td>9 pt/11</td>
<td>Inset 08 pt</td>
<td>1.125”</td>
<td></td>
</tr>
</tbody>
</table>

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OEM Reference Guide – Two Sided

All rounded corners should be .125" radius. All image boxes should be .5pt, 100% black.

Body Text
Univers LT 47 Condensed It
8.5 pt/10 pt
Tracking - 9 pt

Table Text
Univers LT 47 Condensed It
8.15 pt/9 pt
Tracking - 9 pt

Heading
Univers LT 55, Bold
11.5 pt
PMS 274 C

Contact Information

Tables
Tables can be arranged in one large column or two columns with an even width as shown.
White Paper or Technology Brief – Two Sided

All rounded corners should be .125" radius. All image boxes should be .5pt, 100% black.
Product Brochures

Mellanox Product Brochures are 10” x 6” horizontal format. They can be set up in a 2- or 3-panel configuration and should follow the color designations described on page 14.

2-PAGE CONFIGURATION: 4, 8, 12, OR 16 PAGES
Saddle Stitched

3-PAGE CONFIGURATION: 6 PAGES
Folded

Flexible I/O for the Dynamic Data Center
Mellanox 10 and 40 Gigabit Ethernet Converged Network Adapters

Brochure pages set up on 6 column grid starting at 5” from all page borders.

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Mellanox Product Illustrations

To ensure the correct Product Illustration is being used in the correct resolution you require. Please follow the guide of usage.

Set 1 Includes: Product Illustrations
Set 2 Includes: Verticals
Set 3 Includes: Icons

EPS
Encapsulated Post Scrip or EPS is the true form of each Product Illustrated for the Mellanox Product Illustration Guide. Use the EPS if you wish to scale the graphic up for large format and higher resolution formats and save out to other formats such as TIFF, JPG, AI etc. Also color adjustments can be revised accurately in the vector graphic.

JPG
Is a common format for storing images and is a compressed image format that can be de-compressed and saved out to other formats such as TIFF, PSD. JPG files tend to be a lower resolution and need to be decompressed to the files highest resolution save-out to be effective.

PNG
Portable Network Graphic or PNG was designed for transferring images on the Internet, not for professional-quality print graphics, and therefore does not support non-RGB color spaces such as CMYK.
Mellanox Product Illustrations

Silicon Chip FRONT
Silicon Chip LEFT
Silicon Chip RIGHT

Adapter FRONT
Adapter LEFT
Adapter RIGHT

SX5018 FRONT
SX5018 LEFT
SX5018 RIGHT

PC FRONT
PC LEFT
PC RIGHT

IS5300 FRONT
IS5300 LEFT
IS5300 RIGHT

Fabric Software FRONT
Fabric Software LEFT
Fabric Software RIGHT

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Mellanox Vertical Icons

These icons are to be used on collateral to designate the industry focus of the document. Industry icons are used on Case Studies and Solution Briefs.
### Channel Color Designations

Use color lines to signify interconnect

<table>
<thead>
<tr>
<th>Interconnect Type</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethernet</td>
<td>green</td>
</tr>
<tr>
<td>InfiniBand</td>
<td>blue</td>
</tr>
<tr>
<td>Fibre Channel</td>
<td>orange</td>
</tr>
<tr>
<td>Virtual Protocol Interconnect (VPI)</td>
<td>gray</td>
</tr>
</tbody>
</table>
For more information on Mellanox Branding standards or questions on typefaces and style considerations for a particular application, please contact:

Mellanox Marketing Contact
Brian Sparks
Sr. Director of Marketing Communications
Email: Brian@mellanox.com

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