CLUMIO

Old logo

New logo

CLUMIO
Brand Guidelines
Version 5
September 1, 2021

01
Brand Identity
Position
Personality
Voice and Tone
02
Visual Identity
Overview
Logo
Typography
Colors
03
Design Guide
Logo usage
Type usage
Color usage
04
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Icons
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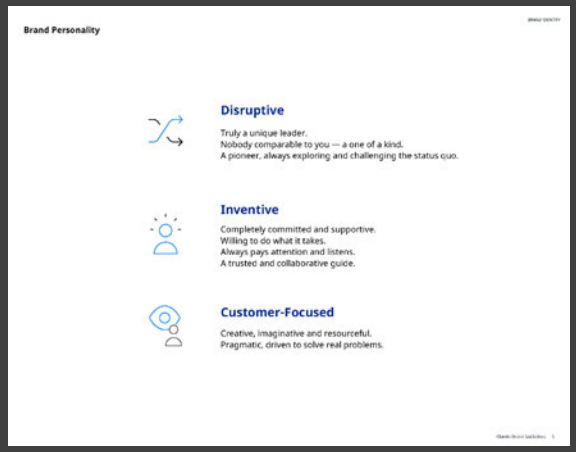
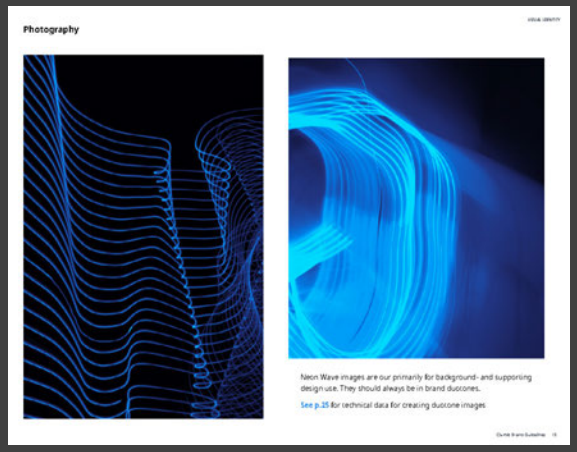
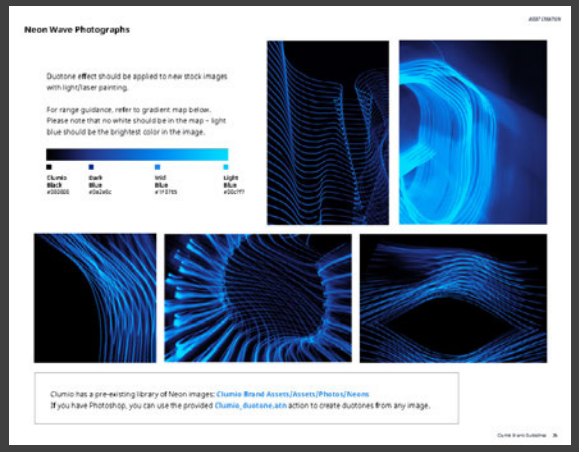
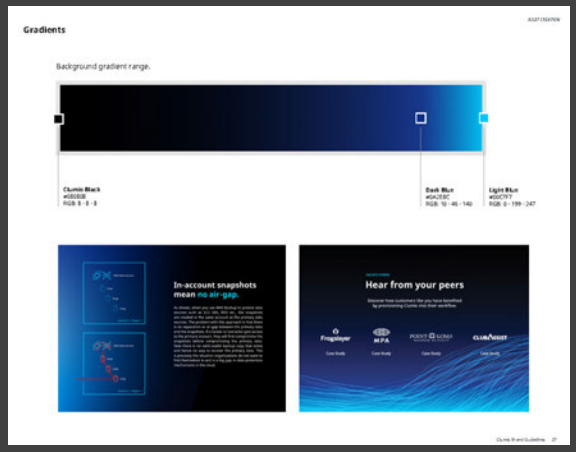
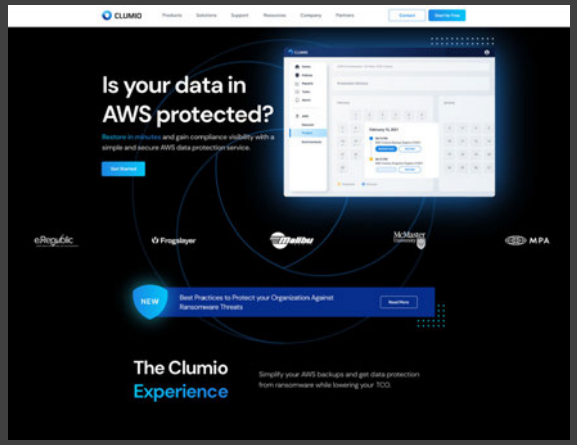
Example Designs

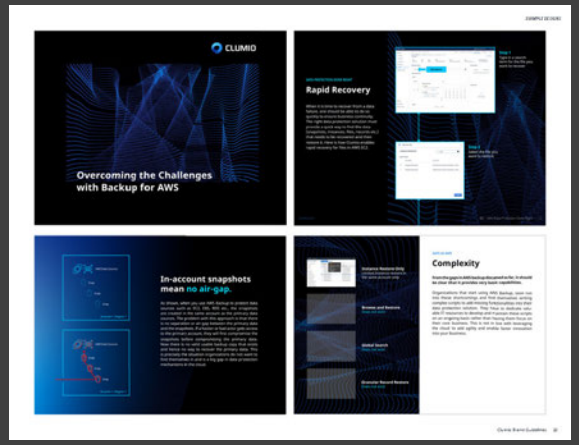

Brand Personality
Disruptive
Truly a unique leader.
Nobody comparable to you — a one of a kind.
A pioneer, always exploring and challenging the status quo.
Inventive
Completely committed and supportive.
Willing to do what it takes.
Always pays attention and listens.
A trusted and collaborative guide.
Customer-Focused
Creative, imaginative and resourceful.
Pragmatic, driven to solve real problems.


Photography
Neon Wave images are our primarily for background- and supporting design use. They should always be in brand duotones.
See p.25 for technical data for creating duotone images


Neon Wave Photographs
Duotone effect should be applied to new stock images with light/laser painting.
For range guidance, refer to gradient map below. Please note that no white should be in the map – light blue should be the brightest color in the image.
Clumio has a pre-existing library of Neon images: Clumio Brand Assets/Assets/Photos/Neons
If you have Photoshop, you can use the provided Clumio_duotone.atn action to create duotones from any image.


Gradients
Background gradient range.
In-account snapshots mean no air-gap.
Hear from your peers


Is your data in AWS protected?
Restore in minutes and gain compliance visibility with a simple and secure AWS data protection service.
NEW
Best Practices to Protect your Organization Against Ransomware Threats
The Clumio Experience
Simplify your AWS backups and get data protection from ransomware while lowering your TCO.


Overcoming the Challenges with Backup for AWS
Rapid Recovery
In-account snapshots mean no air-gap.
Complexity

Take Control of Your AWS Backups
Clumio Protect
Clumio Discover
Identify Top Consumers and Outliers

CLUMIO
4555 Great America Parkway | Santa Clara, California 95054
PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL
CLUMIO
CLUMIO
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Growth & Marketing
mike@clumio.com
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Santa Clara, California
95054
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REINVENTING CLOUD BACKUP

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Agenda

01 What is Clumio?
02 Challenges we help customers solve
03 What makes Clumio different
04 Our customers
05 Next steps

Wait ... why does AWS data need backup?

Rolling back if something breaks

Clumio is helping customers...

Build data resilience and uptime
Securely recover from ransomware and mass encryption
Avoid long outages due to erroneous deletions
Instantly recover data lost from corruption or overwrites

Exceed customer SLA's and compliance requirements
Meet increasingly stringent data retention requirements
Pass your compliance / DR audit for ISO / PCI / HIPAA...
Quickly sift through archives and retrieve records

Get backup costs under control
Rein in runaway costs of snapshots, versions, replicas...
Move away from bulky all-or-nothing backups
Get better cost visibility and trends

AIR GAP

Modern applications
Data Lakes, ML data
Records, archives, media

Why customers choose Clumio over AWS backup

AWS backup tools rely on native storage capabilities—bucket versions, object locks, full snapshots, etc.

Why customers choose Clumio over AWS Backup

Simpler.
Faster.

Less Expensive.

Up to 50% lower cost for operational backups, 80% lower for compliance backups

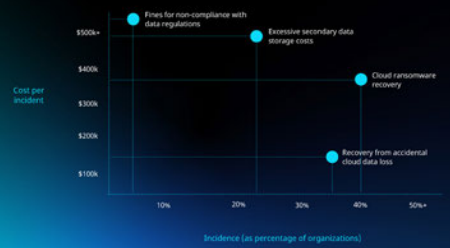
More granular protection and recovery

No mandatory versions and copies

Our Mission

Build the most secure, scalable and easiest to use cloud backup platform in the world

Cloud backup could have prevented...



CLUMIO

clumio.com

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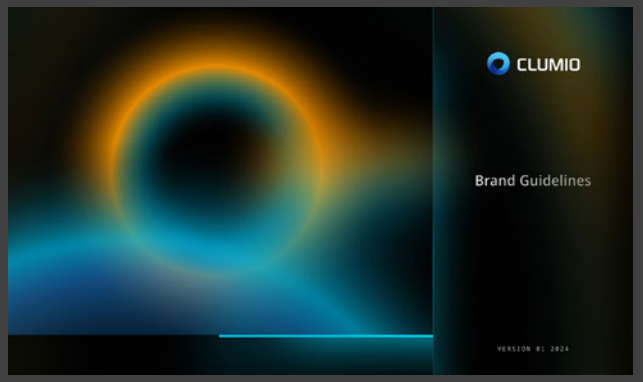
EARLY 2024

Visual Identity + Website Update


CLUMIO
Brand Guidelines

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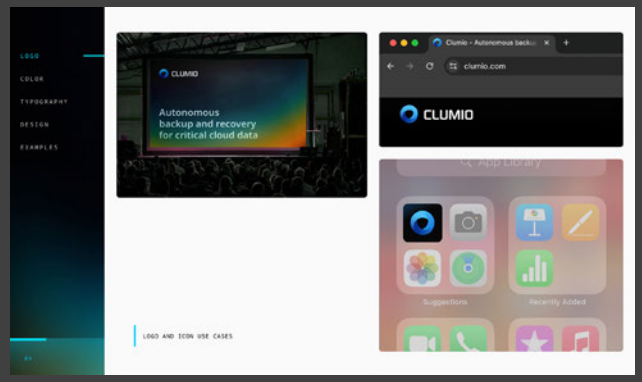
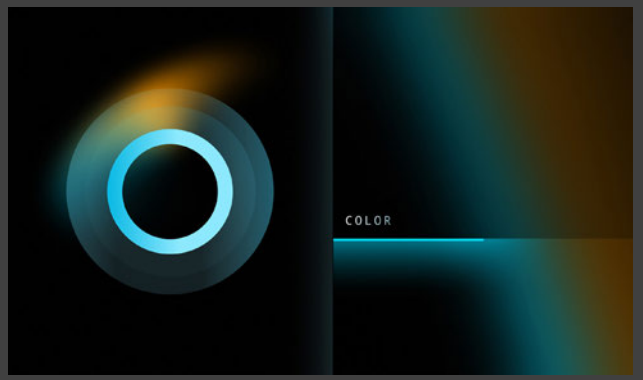
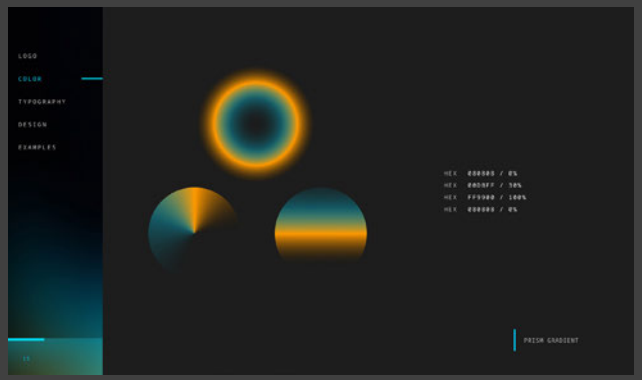
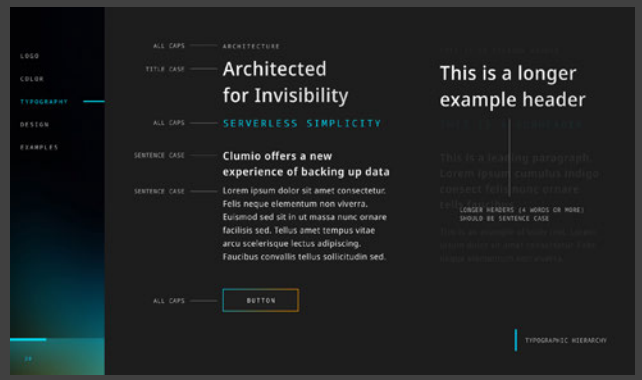
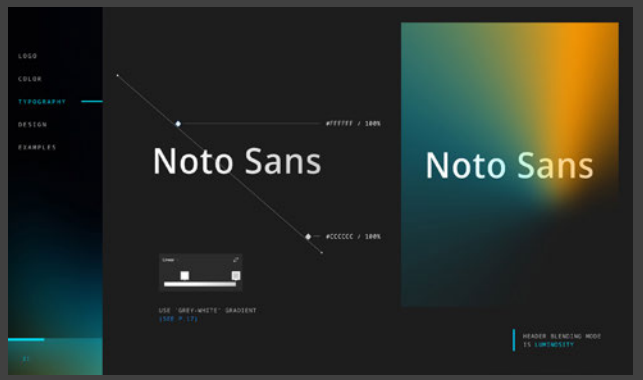
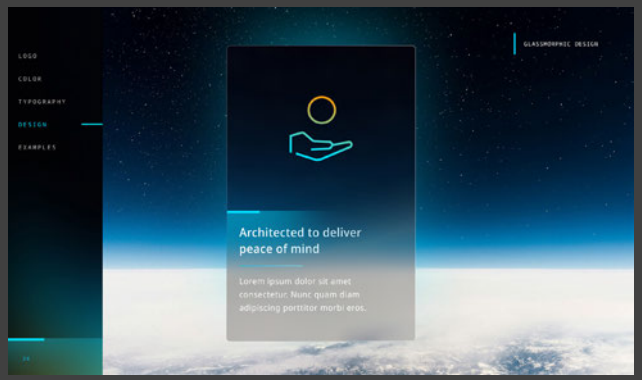

Autonomous
backup and recovery
for critical cloud data
CLUMIO

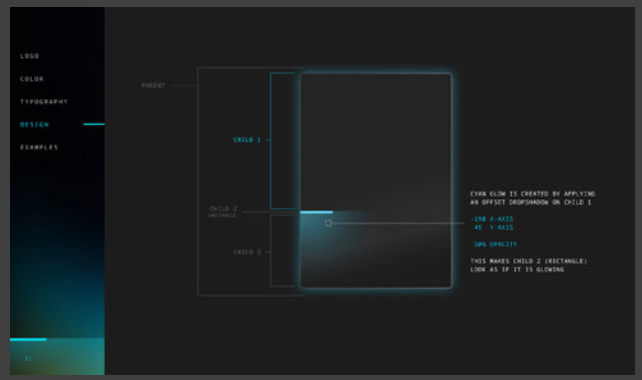

COLOR




Architected
for Invisibility
SERVERLESS SIMPLICITY
Clumio offers a new
experience of backing up data
This is a longer
example header


Noto Sans
Noto Sans


Architected to deliver
peace of mind



CLUMIO

LOREM IPSUM

Uniting infra, sec and data teams to build resiliency

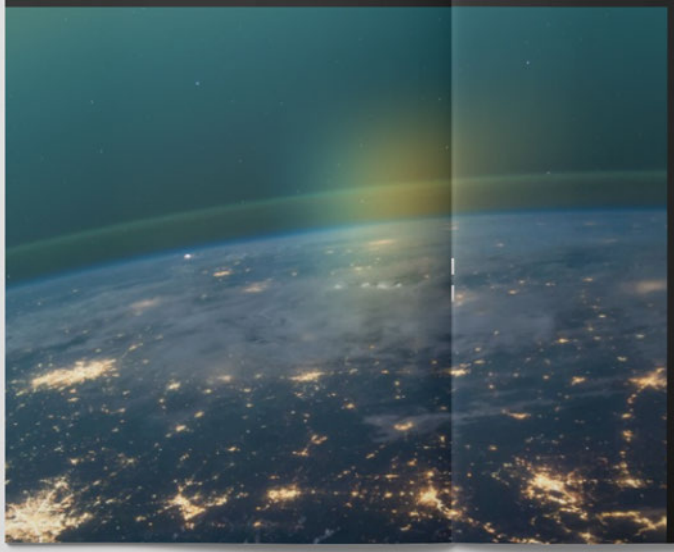
FINAL STOP FOR DATA RESILIENCE IN AWS

Clumio brings intuition to backup and recovery. Clumio engages with data sources at an event level, enabling you to backup exactly what you need, at the frequency you require.

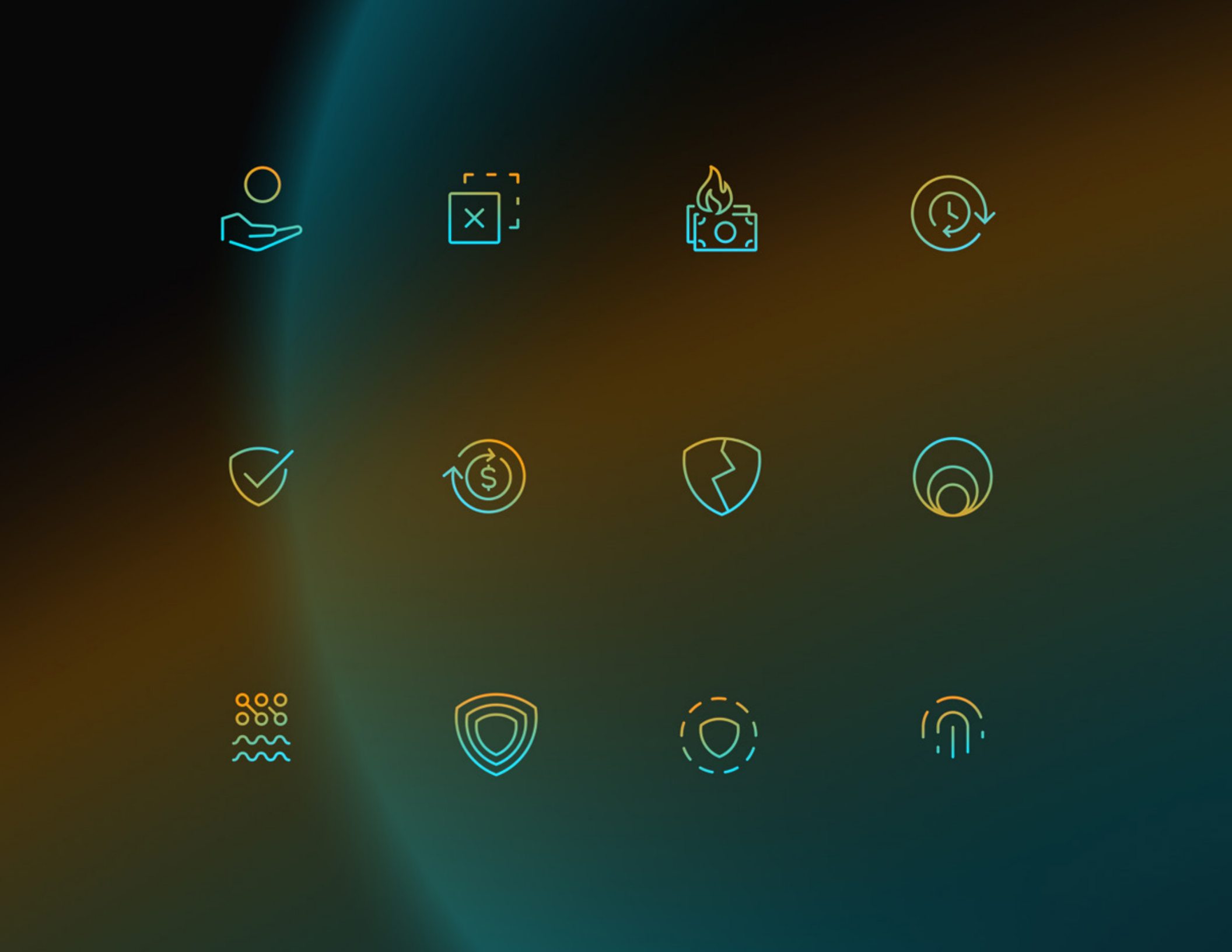
ULTRICES GRAVIDA

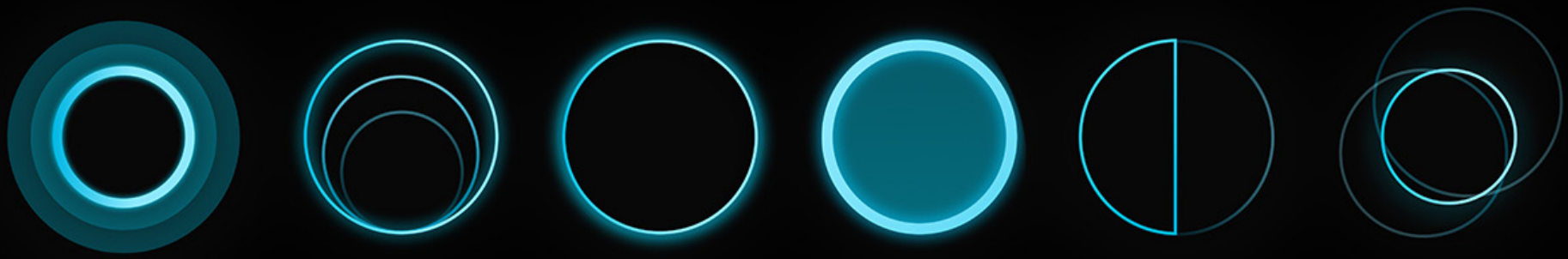
TEMPOR SUSPENDISSE

MAGNA ALIQUA



Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis ipsum suspendisse ultrices gravida.

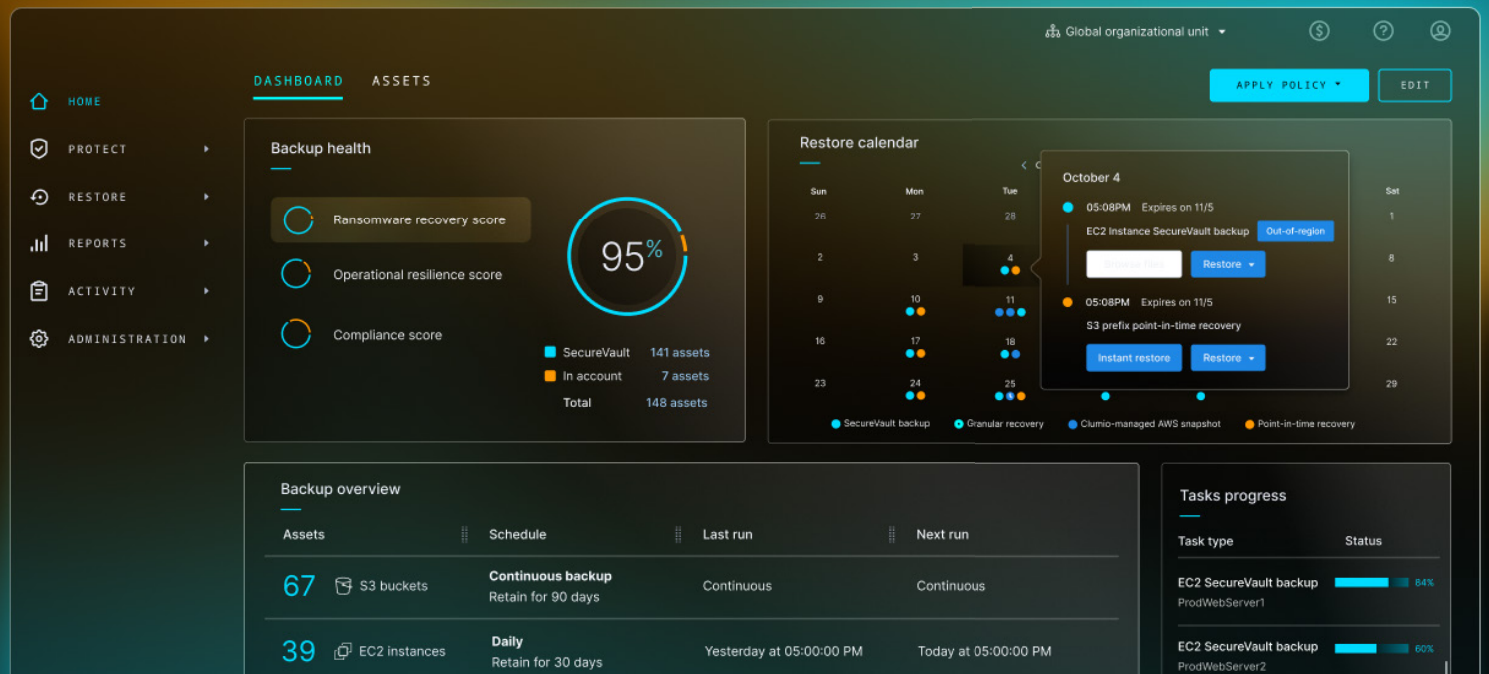



AIRGAP SECURITY
SCALE
SIMPLE
COMPLIANCE
LOWER COSTS
DISRUPTIONS

Autonomous backup and recovery for critical cloud data

Clumio keeps AWS customers resilient against cyberattacks and operational disruptions

REQUEST A DEMO >> START A BACKUP



Comprehensive data resilience for your applications, databases, and data lakes

Ensure continuous compliance

Clumio automates compliance with the most stringent data regulatory frameworks in your industry

Architected to deliver peace of mind

No management necessary

Serverless, autonomous backups that you can set and forget

Secure by design

Invisible, undeletable, and multi-layer access controlled

Zero RTO at any

Experience Clumio

REQUEST A DEMO

START A BACKUP >>

2022

AWS re:Invent Campaign

GET BACKUP AND RUNNING
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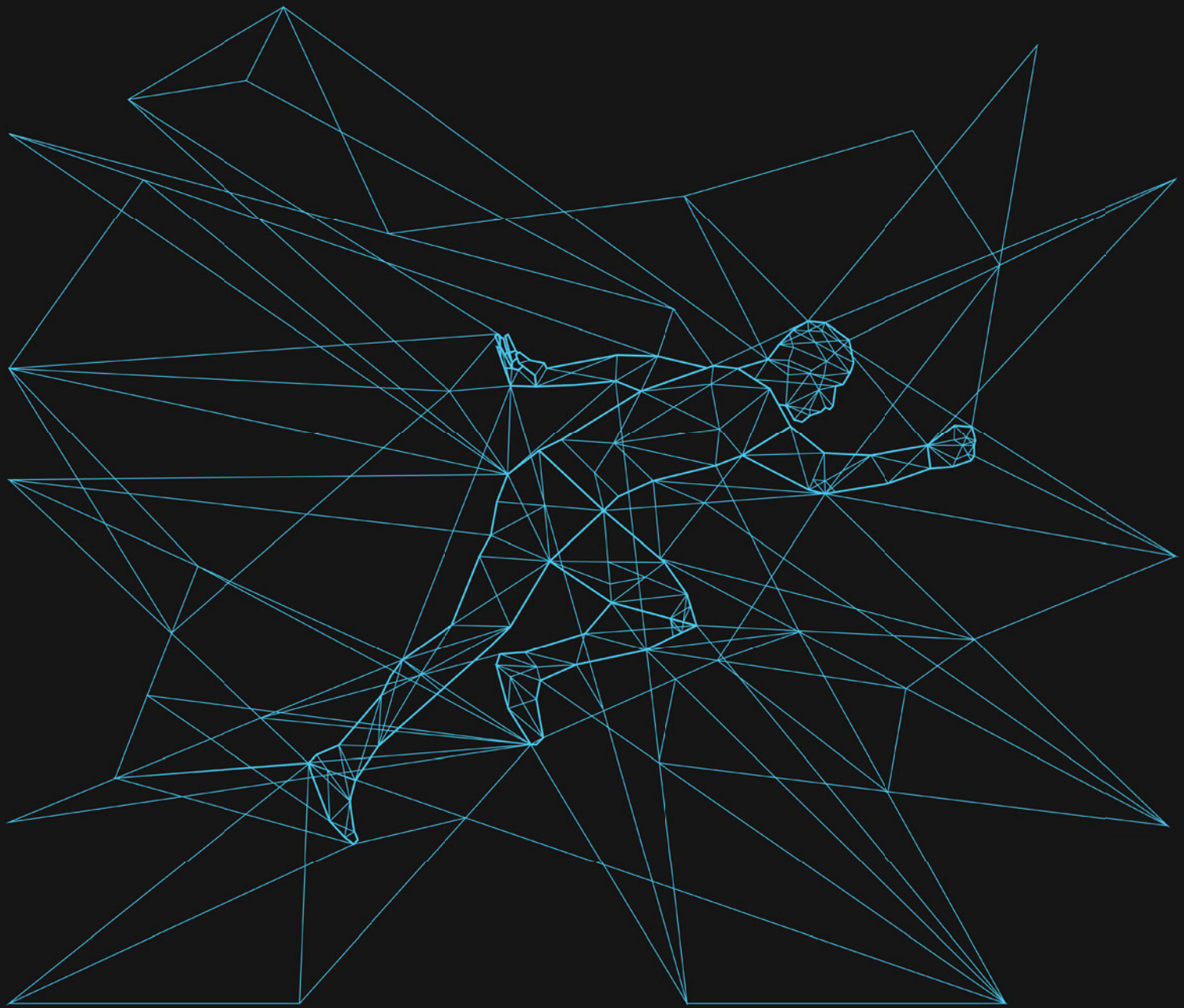
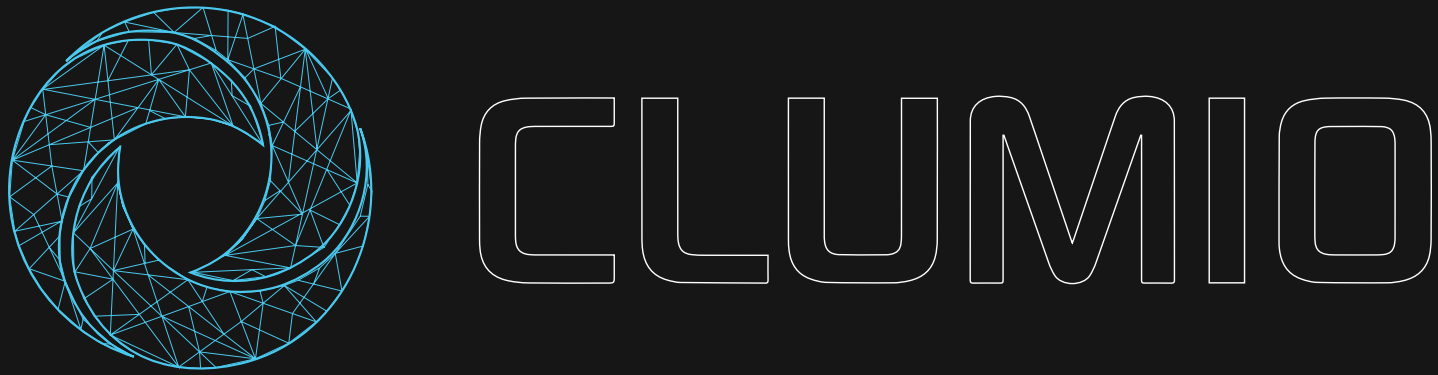
CLUMIO

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CLUMIO
GET BACKUP AND RUNNING
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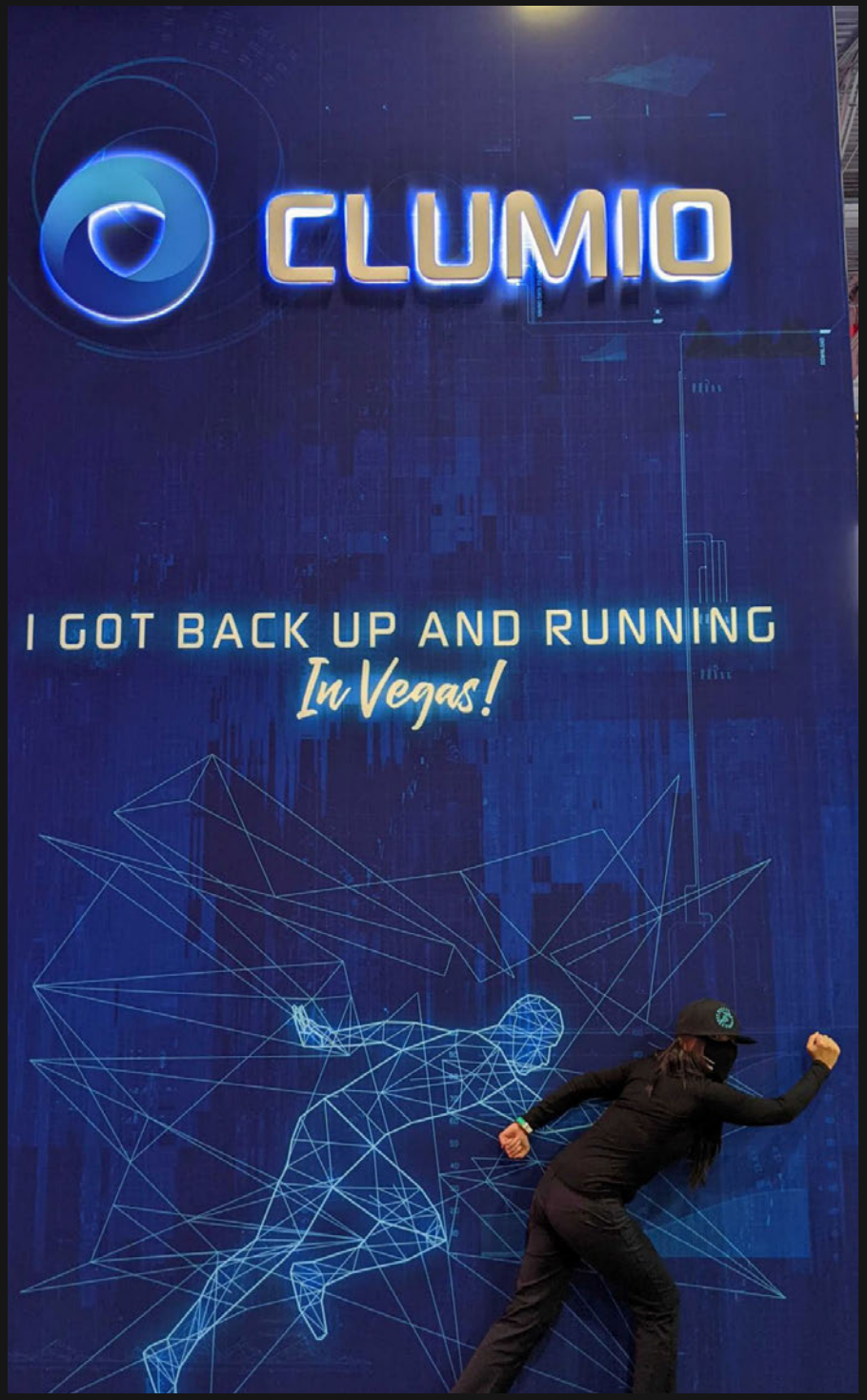
CLUMIO
I GOT BACK UP AND RUNNING
In Vegas!

CLUMIO
GET BACK UP AND RUNNING

CLUMIO
RANSOMWARE DEFENSE
YOU CAN BET YOUR JOB ON

Ville Kansanen
VILLE@VILLEVILLE.CO

VILLEVILLE.CO