

**A10**

# A10 Networks Brand Guidelines



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# Welcome to the A10 Networks Brand

A brand is a promise, the big idea, the reputation and expectations that reside in a customer's mind about the company or its products. The brand tells a story.

We've created this useful book to help you tell our story no matter which communication touchpoint you work on. This book will guide your ideas so you can tell our story in a consistent and distinctive way.

**Let's create something amazing.**

# Brand Principles

Curiosity + Creativity + Consistency = Innovation

Ask questions. Learn new things. Think outside the box. Curiosity is the fuel for all great ideas.

Find great images to support your messaging. Play with color. Use illustrations and icons. And remember to keep it simple so you can communicate your point clearly.

Consistency helps create a better customer experience. It helps build credibility, reputation and trust.

New opportunities are driven by innovation. If there is a way to do it better – find it.



## Brand Promise

# Enabling a Secure and Available Digital World

Digital transformation is accelerating at a record pace. Enterprises and service providers must rapidly innovate to keep up.

At A10, we have earned the trust of our customers to protect their hybrid cloud and subscriber networks today and into the future.

Our brand promise is to support our customers to accomplish great things.

## Brand Personality

We are innovators. Problem solvers.

Trusted partners. Solution architects. Engineers.

Confident. Smart. Curious. Bold.

Always learning. Always growing.

Customer-centric in everything we do.

We win together.



“ A brand is a ‘trust mark.’ ”

– Tom Peters, Author



## Logo

Meet our logo. It inspires trust. It's bold and clean. The movement of the A speaks growth and innovation.

Our logo represents our company and should be treated with the utmost care. Give it space. Don't crowd it. Don't place it low on a page. Keep it clean, legible, and above all, give our logo the respect it deserves to help maintain the quality and longevity of our brand.

The logo consists of the letters 'A10' in a bold, blue, sans-serif font. The 'A' is a simple, blocky shape with a triangular cutout. The '1' is a vertical bar with a small top serif. The '0' is a rounded rectangle with a vertical cutout on the right side.

**Always Secure. Always Available.**

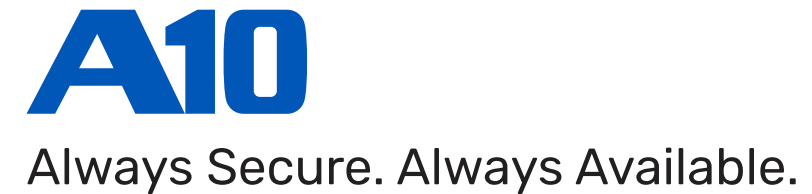
# Logo

## Primary and Secondary Lockups

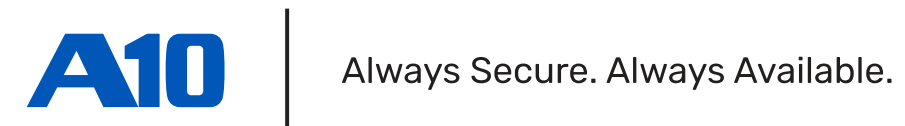
The A10 Networks logo displays the company name in a distinctive and proprietary form. Think of it as the official signature reflecting the A10 brand reputation of high quality products and services. This logo is critical in all applications, from advertising and packaging, to website branding, social media, and product promotion.

With few exceptions, as noted later on, the logo should not be separated, and shown in other colors or in combinations outside of what is specified in this guide. The position, size and color along with the spatial and proportional relationships of the signature elements are predetermined and should never be altered.

### PRIMARY HORIZONTAL LOCKUP



### SECONDARY CENTERED & ADDITIONAL HORIZONTAL LOCKUP



# Logo

## Clear Space and Preferred Placement

Maintain the proper clear space surrounding the logo to ensure it is not crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown on this page. Keep all other text and graphic elements outside of the clear space area.

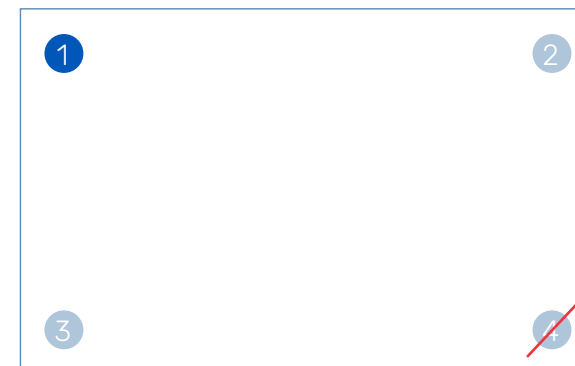
The preferred A10 logo placement is at the top left corner, as indicated by a blue (circle 1) indicator seen in the graphic below. When space is limited, follow the additional placement suggestions (circles 2 and 3). Please avoid placing the logo on the bottom right (circle 4).

### "X" SPACE

The gray box illustrates the required minimum clear space surrounding the logo, where "X" is equal to the height of the negative space inside "A" (see the white triangle inside the "A").



### PREFERRED LOGO PLACEMENT



# Logo

# Tagline

## **Always Secure. Always Available.**

This is the corporate tagline for A10 Networks. Use it as much as possible on your marketing communications so that stakeholders associate A10 Networks with being “Always Secure. Always Available.” The more we use the tagline, the faster we can help stakeholders understand the value A10 Networks offers.

The tagline is used in conjunction with the A10 Networks logo and cannot be used on its own. However, there may be some instances where the tagline does not fit or looks awkward, so use your discretion when placing the tagline.

### TAGLINE CONVENTIONS

Each word in the tagline is capitalized.

You must use a period and the end of each part of the tagline.

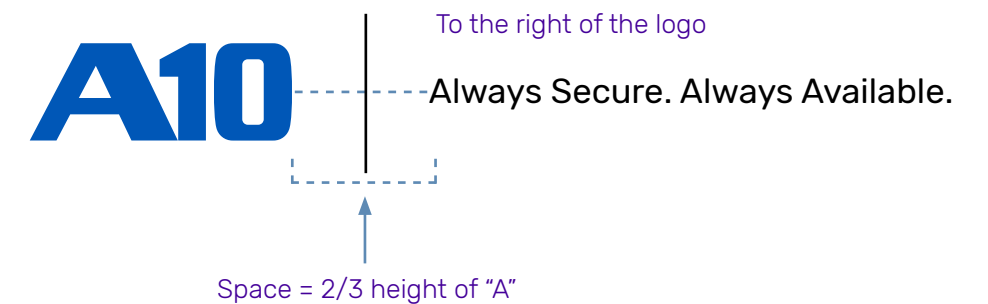
The tagline should never appear on its own without the A10 logo near by.

To the right are recommendations on how to use the tagline. The tagline text may be smaller or bigger in size than shown here based on the execution and, in some instances, it may be necessary to use the tagline in different ways. This is meant to be a guideline, not an exact rule.

Aligned to left justified (tagline is Rubik Regular, 1/3 the space from the A).

Centered (tagline is Rubik Regular).

To the right of the logo (tagline is Rubik Regular).



# Logo

## Tagline Clear Space

"X" SPACE

Apply the "X" space principle for the logo + tagline lockups. Use double the "X" space to allow extra air between the elements.





# Logo

## Minimum Size

PRINT / SCREEN

Although it can be reproduced in a variety of sizes, do not reduce the logo smaller than the minimum size shown on this page. Doing so will compromise its legibility and reproduction quality of the logo.



0.5 inches wide @ 300DPI

This logo image is at the minimum size for print.



50 pixels wide @ 72DPI

This logo image is at the minimum size for web/screen.

# Logo

## Dos and Don'ts

Treat our logo with care. Display it using our preferred colors (A10 Blue, Navy, White, Black). If the logo has to go on an image, make sure there is enough contrast.

DO



# Logo

## Dos and Don'ts

Do not alter the A10 logo in any way. Don't bend, sheer, rotate the logo. Don't add elements to the logo. Don't apply wrong colors to the logo. Don't apply outdated drop shadows or other effects to the logo. Don't place the logo on a busy or low-contrast background. Don't display the logo using Magenta color. Please don't use the old logo (first example on the right).

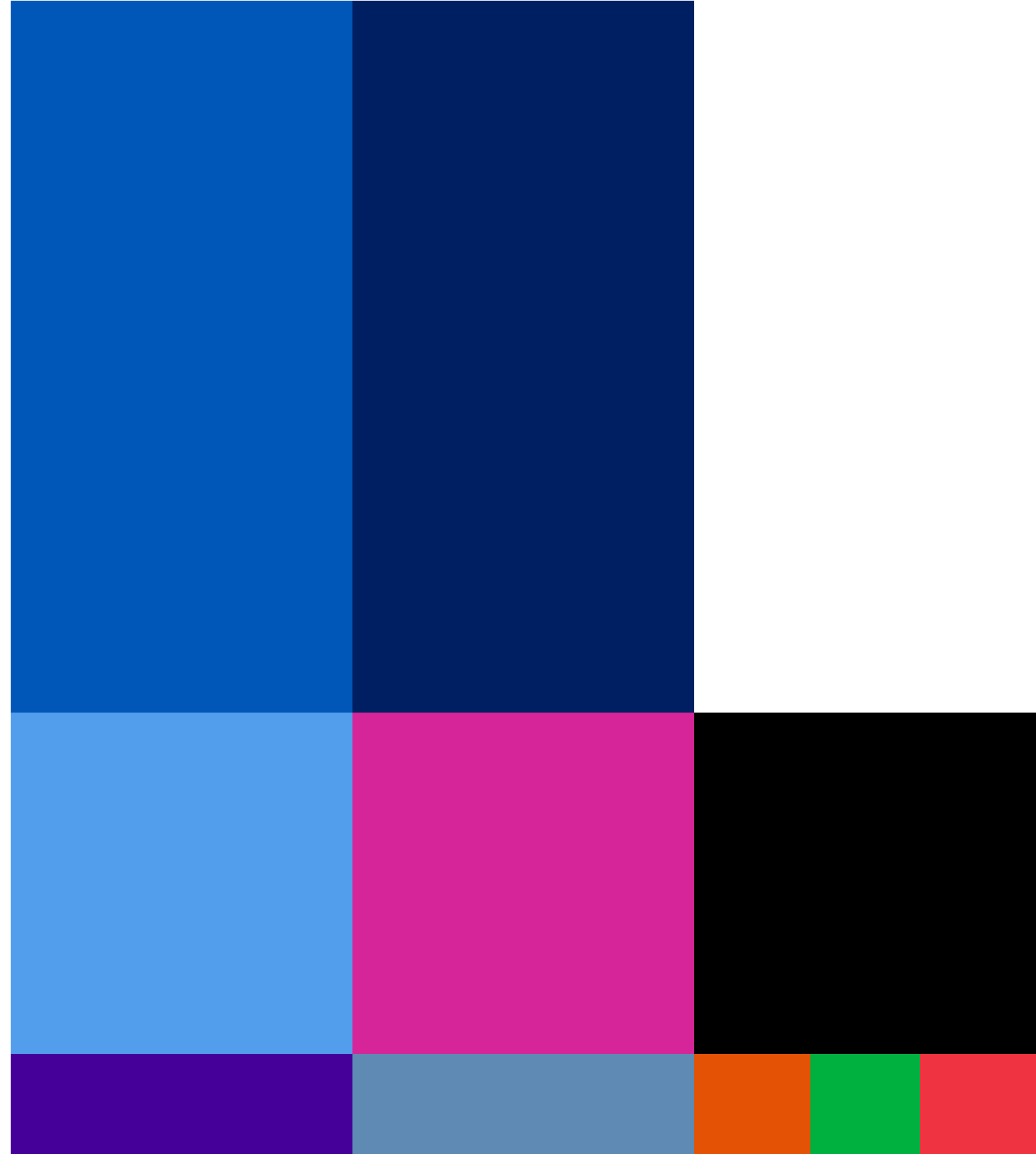
DON'T



# Color

So many tech companies use shades of blue for their identities. We did something different. Our main color is blue, but we introduced magenta into our brand as a secondary color, to help invigorate our identity and help us stand out from a busy landscape.

Color plays a vital role in the A10 branding strategy. Be strategic when using our colors. Be mindful of contrast and legibility. When used right, color could be the most powerful thing. Our color palette is here to help your ideas shine.



# Color

## Primary Colors

Our primary colors are A10 Blue and Navy Blue. White is also an important color and should not be forgotten. Tints and shades (lighter and darker screen values) of primary colors can be used to enhance the use of the primary color palette.

### WHITE

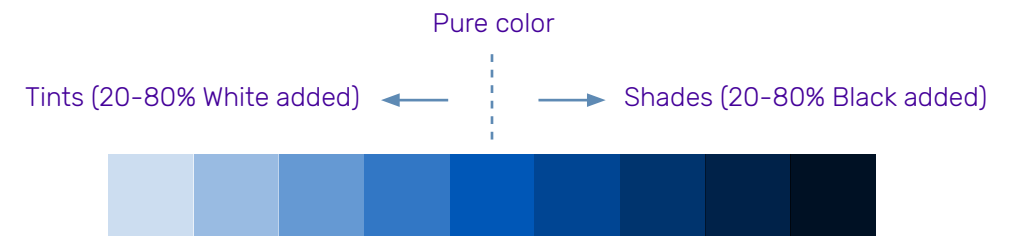
**Pantone –**  
CMYK: 0 0 0 0  
RGB: 255 255 255  
HEX: #FFFFFF

### A10 BLUE

**Pantone 2935 C**  
CMYK: 100 75 0 1  
RGB: 0 87 183  
HEX: #0057B7

### NAVY BLUE

**Pantone 2758 C**  
CMYK: 100 85 5 47  
RGB: 0 30 98  
HEX: #001E62



# Color

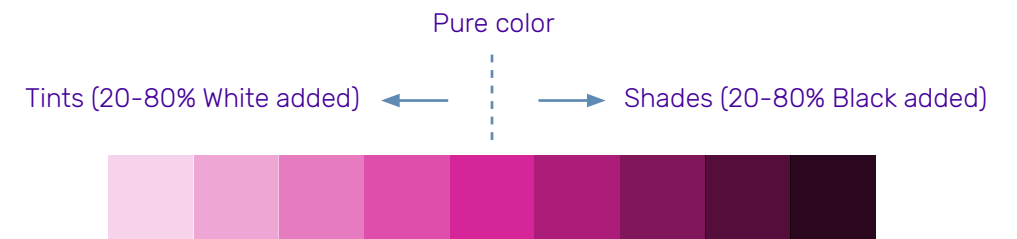
## Secondary Colors

Our secondary colors are Sky Blue, Magenta, and Black.

Though it does bring a great amount of excitement, magenta should only be used as a highlight color. It is our secondary color and should not be used as our main color.

Tints and shades (lighter and darker screen values) of secondary colors can be used to enhance the use of the secondary color palette.

<b>SKY BLUE</b>  <b>Pantone 292 C</b> CMYK: 58 31 0 0 RGB: 82 158 236 HEX: #529EEC	<b>MAGENTA</b>  <b>Pantone Pink C</b> CMYK: 10 96 0 0 RGB: 214 37 152 HEX: #D62598	<b>BLACK</b>  <b>Pantone Black</b> CMYK: 100 100 100 100 RGB: 0 0 0 HEX: #000000
---	---	---



# Color

## Accent Colors

Our accent colors are Purple, Orange, Cloud Blue, Green, and Red. Never use these colors for the A10 logo. Use the accent colors for charts in presentations, or for UI within digital applications. They can also be used in animations and illustrations. Use Cloud Blue when you need a fancier gray color treatment.

<b>PURPLE</b> <b>Pantone Violet C</b> CMYK: 94 100 4 2 RGB: 68 0 153 HEX: #440099	<b>ORANGE</b> <b>Pantone 166 C</b> CMYK: 0 76 100 0 RGB: 227 82 5 HEX: #E35205	<b>CLOUD BLUE</b> <b>Pantone 646 C</b> CMYK: 60 34 8 2 RGB: 94 138 180 HEX: #5E8AB4	<b>GREEN</b> <b>Pantone 354 C</b> CMYK: 85 0 98 0 RGB: 0 177 64 HEX: #00B140	<b>RED</b> <b>Pantone Red 032 C</b> CMYK: 2 98 85 0 RGB: 239 51 64 HEX: #EF3340
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# Color

## HEX Values for Digital Use

We've added some helpful HEX values to our color palette to help deliver the best user experience. Here you will find primary, secondary, and accent colors as well as tints and shades for extended color use (think visited links, button rollovers, charts and various UI applications).

### PRIMARY COLORS

<b>WHITE</b> HEX: #FFFFFF	<b>A10 BLUE</b> HEX: #0057B7	<b>NAVY BLUE</b> HEX: #001E62
------------------------------	---------------------------------	----------------------------------

#### Tints and Shades

HEX: #F0F4F8	HEX: #7CBAFF	HEX: #003EC8
HEX: #DFE8F0	HEX: #004189	HEX: #00174A

### SECONDARY COLORS

<b>SKY BLUE</b> HEX: #529EEC	<b>MAGENTA</b> HEX: #D62598	<b>BLACK</b> HEX: #000000
---------------------------------	--------------------------------	------------------------------

#### Tints and Shades

HEX: #BEDDFE	HEX: #E979C2	HEX: #7F7F7F
HEX: #3D77B1	HEX: #A01B72	HEX: #404040

### ACCENT COLORS

<b>PURPLE</b> HEX: #440099	<b>ORANGE</b> HEX: #E35205	<b>CLOUD BLUE</b> HEX: #5E8AB4	<b>GREEN</b> HEX: #00B140	<b>RED</b> HEX: #EF3340
-------------------------------	-------------------------------	-----------------------------------	------------------------------	----------------------------

#### Tints and Shades

HEX: #B070FF	HEX: #FB925C	HEX: #9EB9D1	HEX: #7AFFAA	HEX: #F5858C
HEX: #330073	HEX: #AA3D04	HEX: #42688B	HEX: #008530	HEX: #CA101D



# Typography

## Our Fonts

Meet our corporate font – Rubik – a sans serif font with softer, slightly rounded corners. This friendly font does a great job complimenting our powerful logo. Rubik is a Google font, which means it’s readily available.

Use Rubik Light for all larger titles, headlines, and bigger blocks of copy. Use Rubik Regular for body copy and all smaller text.

Use Calibri for all Microsoft Office documents, such as PowerPoint presentations.

Written communications are an essential tool in conveying the A10 brand, and consistent typography plays a significant role. Don’t use fonts that are not on our brand.

RUBIK

A large, bold, black 'Aa' in the Rubik font style. The 'A' is a simple sans-serif with slightly rounded corners, and the 'a' is a lowercase sans-serif with a rounded bottom and a small loop at the top.

Aa Light  
Aa Regular  
*Aa* Italic  
**Aa** Medium  
***Aa*** Medium Italic  
**Aa** Bold  
***Aa*** Bold Italic

# Typography

## Kerning, Leading and Ligatures

Set all copy on Optical. Turn off Hyphenation and don't use Justify. Kern larger copy. Pay attention to letter and number pairs like Ay, Is, Ko, 01, 07, 11; you may need to kern them some more.

Add a bit of extra leading to the body copy to allow text to breathe. Use smart quotes when quoting someone and use inch marks for measurements. Ligatures are fine in body copy, but avoid them in headlines.

DON'T ABUSE ALL CAPS. WHEN ALL TEXT ON THE PAGE IS SHOUTING AT YOU, IT'S REALLY HARD TO READ.

RUBIK LIGHT

# This Is a Headline

← -10 Kerning

## This Is a Sub-head

← -8 Kerning

RUBIK REGULAR

UT ENIM AD MINIM VENIAM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

← Optical Kerning  
10pt  
15 Leading

# Typography

## Things To Avoid

# NOT OUR HEADLINE

If *you* **highlight** EVERYTHING,  
nothing is highlighted

# Avoid hy- phenation

Headlines Should Be Initial Capped,  
But Don't Capitalize Every Single  
Word In Body Copy Um Dolor Sit  
Amet, Consectetur Adipiscing Elit,  
Sed Do Eiusmod Tempor Incidunt  
Ut Labore Et Dolore Magna Aliqua.

**Don't justify all lines** ipsum dolor sit amet, consecte-  
tur adipiscing elit, sed do eiusmod tempor incididunt ut  
labore et dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitation ullamco laboris nisi ut aliquip ex  
ea commodo consequat. Duis aute irure dolor in reprehen-  
derit in voluptate velit esse cillum dolore eu fugiat nulla pari-  
atur. Excepteur sint occaecat cupidatat non proident, sun.

# This is not our font

# Typography

## Names, Trademarks, etc.

When spelling our full company name, please do not separate A10 from Networks, keep A10 Networks together on the same line. This applies to product names as well – keep all words in a product name together on the same line (see examples on the right).

A10 Networks + product name only needs to be used together on first reference.

When mentioning our website, spell it with the capital A, like so: [A10networks.com](https://A10networks.com).

Please see A10 Networks Trademark Usage Policy at [A10networks.com/company/legal/trademarks](https://A10networks.com/company/legal/trademarks).

DO

Lorem ipsum dolor sit amet  
A10 Networks

Lorem ipsum dolor  
A10 Thunder<sup>®</sup> ADC

DON'T

~~Lorem ipsum dolor sit amet A10  
Networks~~

~~Lorem ipsum dolor A10 Thunder<sup>®</sup>  
ADC~~



# Imagery

## Photography

### 1. Relevant to the message > 2. Authentic > 3. Non-cliché

Those are the three most important aspects of our images. Each image should be memorable, bold, and uncluttered. Use natural light whenever possible. Avoid images that are too posed, over-saturated with color gradients, or have been processed with cheesy effects, such as lens flare. Utilize images that use our brand colors.

Make sure each image tells a story.



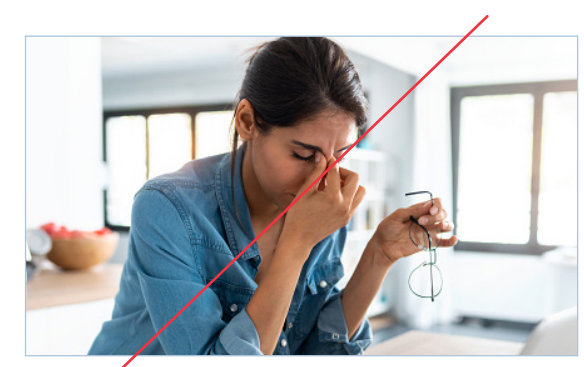
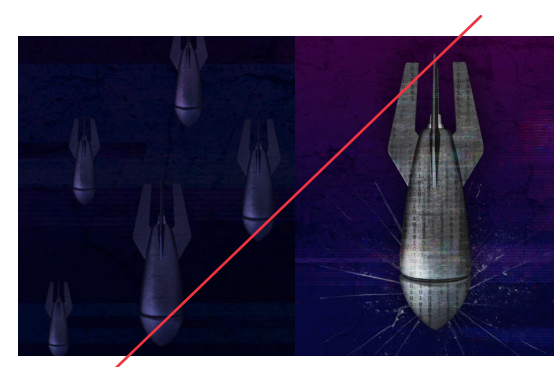


# Imagery

## Photography Don'ts

Don't use images that are cliché, overly complex, not relevant to the message, over processed with too many effects and colors, or staged / forced. Don't use images that lack diversity. Stay away from images that are too dark, dour, or unsettling.

When in doubt, go back to our brand personality and brand principles at the beginning of this book to help guide your ideas.



# Imagery

## Product Images

We are solution-centric, which means we provide software solutions in many form factors to meet our customer needs. Instead of showing specific physical hardware photographs, we always **lead with product icons** (ADC, CGN, TPS, etc.), **or form factor icons** (vThunder, Bare Metal, Thunder Hardware, etc.), as seen on page 29.

Occasionally, in limited cases, there is a requirement for a photo of an actual hardware appliance. In these rare cases, use examples on the right for visual guidance on how to show the requested products.



# Imagery

## Executive Portraits

A good professional headshot communicates personality. It inspires confidence and curiosity. It helps to make a great first impression. The photo should be an authentic representation of a person behind the camera.

For photography guidelines on photoshoot prep, clothing recommendations, and more please visit our [Global Marketing Library](#) on Teams or contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).



**Dhrupad Trivedi**  
President and Chief Executive Officer



# Icons

## Icon Library

We have a system of custom icons that are useful in many ways. These icons, with their clean lines and friendly look, compliment our brand very well. Our versatile icon library has many icons from which to choose.

We also use font-based (Font Awesome) generic icons for simpler needs, such as navigation icons on our website.

### External Designers

For a complete list of custom icons, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).

### A10 Networks Employees

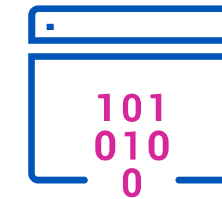
To download our custom icons, please visit our [Global Marketing Library](#) on Teams.

## CUSTOM ICONS

Premium multi-color icons (display on white background only)



Two-color icons



White icons in colored circle



One-color icons in circle

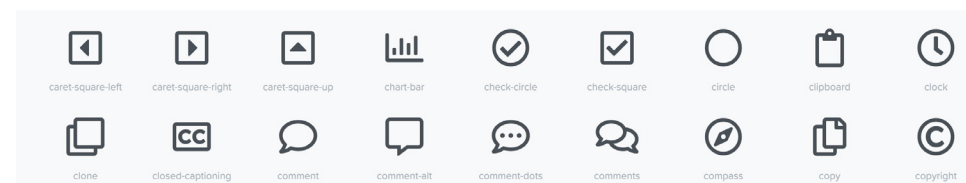


One-color icons without circle



## GENERIC ICONS

Font Awesome icons



# Icons

## Product Icons

### External Designers

For a complete list of product and form factor icons, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).

### A10 Networks Employees

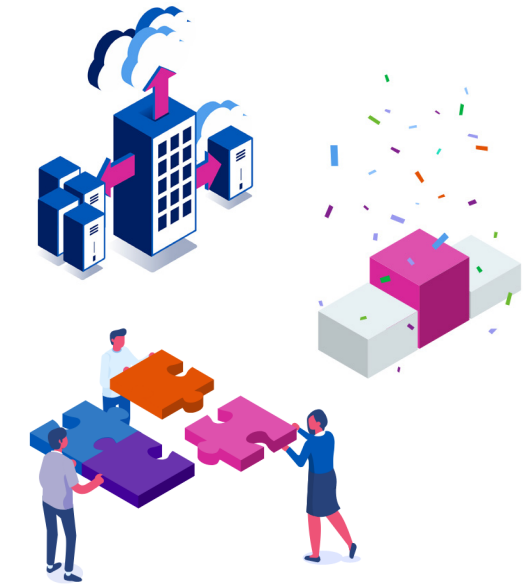
To get the latest product and form factor icons, please download the Icon Toolkit from our [Global Marketing Library](#) on Teams.



# Illustrations

## Graphics

Our illustrations are colorful, fresh, and smart. Done in a variety of ways, from 2D to isometric, they are there to help with a complex idea, when photography just isn't enough. Use them for banners, infographics, animations and all other instances when you need to deliver your information in a unique and memorable way.



# Illustrations

## Textures

We have a system of simple graphic shapes that complement the geometry of our logo. These shapes are there to aid with visual interest when solid color just isn't enough. Less is definitely more when it comes to using these shapes in your designs. Do not overuse them.

For access to these files, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).



# Program Graphics



We only have one logo, our A10 logo. To avoid confusion, the term “logo” should only be used for our A10 logo.

Occasionally, there will be a need for a graphic to represent a program or an initiative within the company. These internal program graphics should be called just that: program graphics.

Think carefully before creating a new program graphic. To ensure all program graphics are on-brand, they need to be approved by the creative team prior to use. Contact [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com) and we will review your program graphic or create one for you.





# Events

Our events – virtual, in-person, or hybrid – are meant to inspire our customers, support our partners, and motivate our employees. Each event offers an opportunity to network, showcase presentations, demo products, and connect with the A10 community.

When designing for these events, please make sure to follow the brand guidelines on our logo, colors, images, and everything else. Each event, while being unique, still has to belong to the overall brand.



# Website

Our website is informative and relevant. It constantly aims to deliver the best experience to our customers. It motivates our partners. It educates and inspires technology enthusiasts. Our site is clean, bold, and user-friendly.

We update our site often to ensure it's up-to-date with all the latest trends and features. For more information about our website, including HEX colors, typography, banners, and more please see **Web Guidelines** in our [Global Marketing Library](#) on Teams.

## External Designers

To get a copy of the Web Guidelines, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com)

Menu

Hero

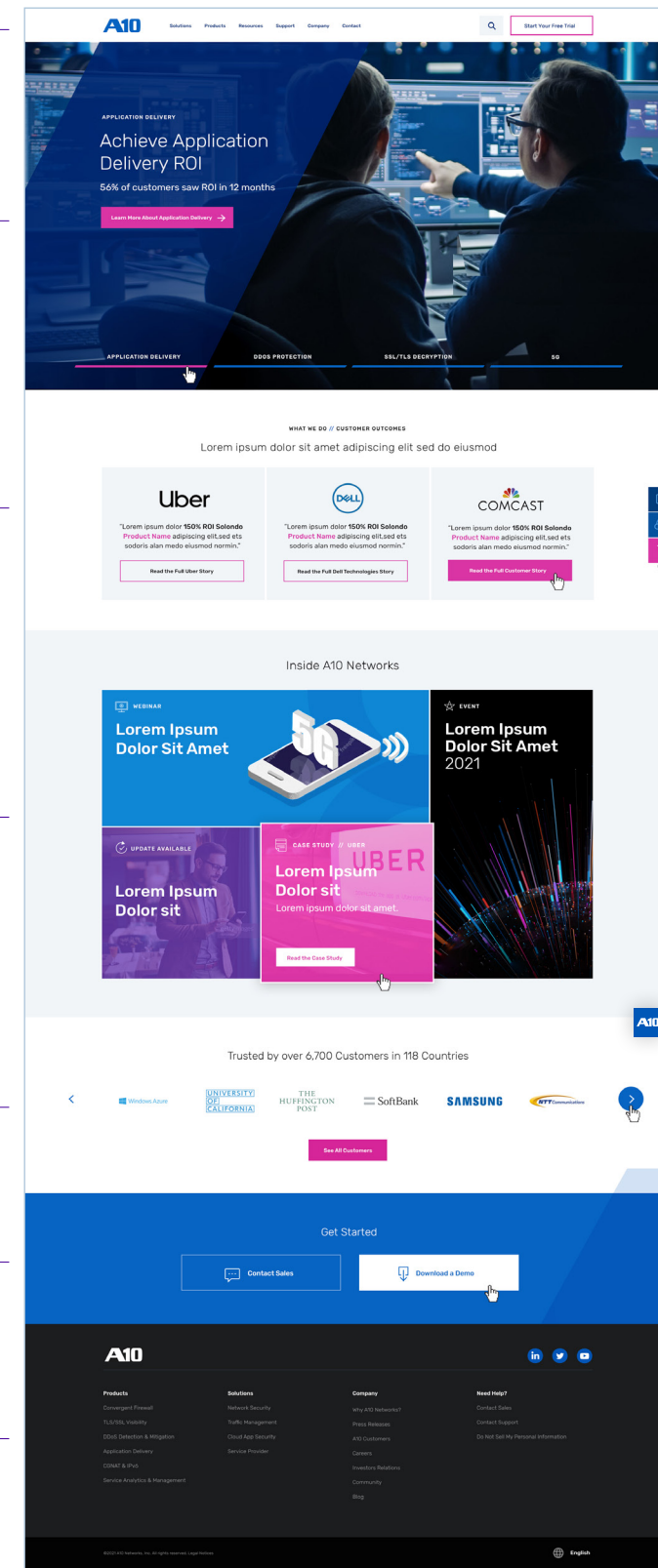
Customer Outcomes

Resources

Customers

CTA

Footer



Persistent Nav

Chatbot

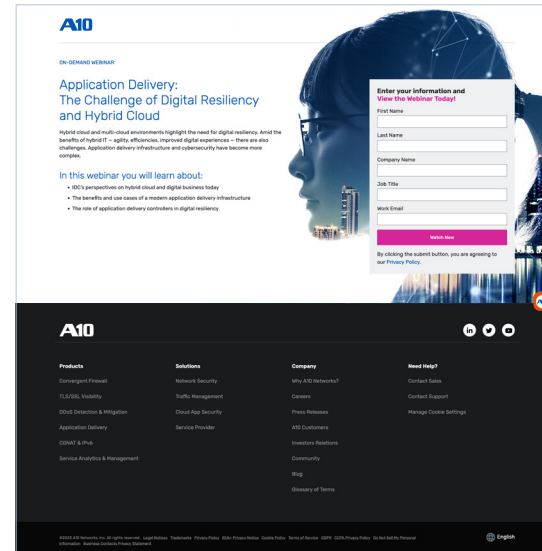
# Website

## Landing Page Examples

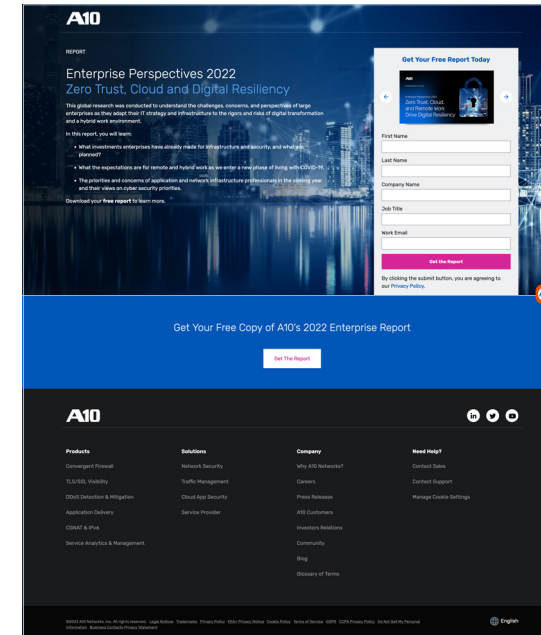
There are multiple landing page templates from which to choose. We use **Small** if we need to get into content quickly and keep the page to a minimum. We run with **Medium** if we need to have a few extra modules on the page. Or we use **Large** if we want to show even more, featuring multiple blades of information. All pages must have a clear CTA.

### LANDING PAGES

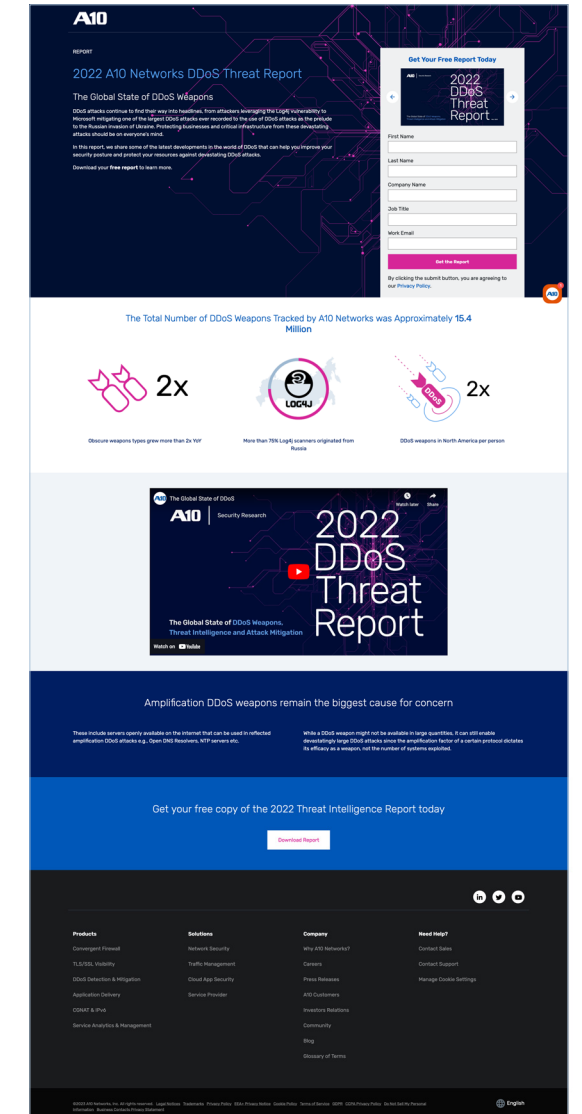
#### Small



#### Medium



#### Large





# Interactive Elements









## Buttons and Links

Buttons should have no slanted angles or rounded corners. Use Title Case for text inside a button. Get more info from our **Web Guidelines** on [Global Marketing Library](#) on Teams.

### External Designers

To get a copy of the Web Guidelines, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com)

**DEFAULT**

<p>Preferred Button</p>  <p>Rubik Medium 16px Height 56 px Variable width Centered</p>	<p>Outlined Button</p>  <p>Rubik Medium 14px Height 48px Variable width Stroke 2 px Centered</p>	<p>Using Secondary Color</p>  <p>Rubik Semibold 12px Height 40px Variable width Centered</p>	<p>Preferred Link</p>  <p>Rubik Semibold 16px Includes Carrot &gt; Left-aligned</p>
<p><b>HOVER-STATE</b></p> 			

# Website

## Blog Posts

Blog posts are an essential part of our website. This is where we educate our audiences about technology and share A10 news and events. When creating visuals for blog posts, make sure the graphics are relevant to the message, authentic and non-cliché. Use brand colors. Each image, photograph or illustration should help support the story of your post.



BLOG

## Data Center Operators React to Threats with DDoS Mitigation

A10 Blog / Cyber Security / Data Center Operators React to Threats with DDoS Mitigation

Terry Young | January 10, 2023



For commercial data center operators, business is good—but clouds are gathering. On the positive side, [inventory and workloads are growing](#) while the [percentage of vacant capacity is shrinking](#), with industry revenue projected to reach [\\$58.28 billion in 2025](#). But the cost of downtime is growing as well, reaching [more than \\$1 million](#) per incident for one in four data center operators. And with [DDoS attack](#) methods becoming more sophisticated, frequent, and damaging, the risk of downtime will only increase.

A recent survey by A10 Networks and Gatepoint Research of senior decision makers at commercial data centers finds an industry under siege by cyber criminals. As DDoS threats intensify, data center and colocation providers are concerned not only about cost, but also about lost business and reputational damage. Dissatisfied with their current data center security and DDoS defense capabilities, many are seeking better ways to address the threat—and an increasing number want to extend that protection-as-a-service to their tenants as well.

### DDoS Threats: Simple yet Devastating—and Getting Worse

As disclosed in the latest [A10 Networks DDoS Threat Report](#), DDoS threats are soaring. The number of tracked DDoS weapons in the environment has nearly tripled in the past two years, while the 3.45 Tbps DDoS attack on [Microsoft Azure](#) in November 2021 showed the unprecedented scale hackers are now capable of achieving. Of course, size isn't everything; even attacks under 500 Mbps that slip through data center security gaps can still have a significant impact on service—and these smaller exploits are proliferating fast, as [botnets-for-hire](#) make it easy for even unskilled hackers to wreak havoc. A single compromised server can open the door to a flood of malicious bogus in under half a minute.

Commercial data center operators are all too aware of the situation, reporting that DDoS threats in their networks are growing more sophisticated (64 percent), more frequent (48 percent), and larger (38 percent). Often, these attacks serve as cover for other types of attacks, such as ransomware, malware, and data theft. Even a single DDoS attack can have a serious impact, impairing or denying mission-critical services for an individual data center tenant or across the entire facility—and nearly one in 10 survey respondents is suffering such incidents weekly or more. Nearly two-thirds of providers are concerned about lost business and customer attrition from a DDoS attack, and rightly so.

### Staying Ahead of Hackers (or Falling Behind)

While data center security and DDoS defense capabilities such as fast detection and response can limit the damage from a DDoS attack, time is of the essence. Data center and colocation providers need to be able to distinguish a sudden flood of fraudulent requests from legitimate usage in real time, at massive scale, so they can filter out malicious traffic without disrupting their customers' normal business operations. DDoS mitigation solutions typically offer features and capabilities such as benchmarking, anomaly detection, IP reputation lists, connection and rate limits, and attack mitigation. Still, the question remains how well they perform these essential DDoS defense tasks.

According to the A10 Networks-Gatepoint survey, the answer is often disappointing. Data center operators report missed attacks, slowed performance, decreased service availability, and in an alarming number of cases, an inability to adequately detect DDoS threats at all. Nearly two in five are planning to reevaluate their DDoS defense solution in the near future.

### Shielding Tenants from the DDoS Threat

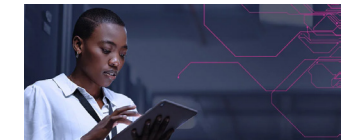
Value-added services are a core element of the commercial data center business, with a large majority of survey respondents going beyond space, power, and cooling to offer managed network services, professional IT consulting services, and remote management and troubleshooting. Given the tenant mix of the typical commercial data center, often dominated by financial services, retail, and government customers, data center security services are highly popular as well.

DDoS mitigation is particularly well suited to this model. From the tenant's perspective, a DDoS mitigation service makes it possible for even small businesses to tap into high-end features such as machine learning, automation, and rapid mitigation. For the data center provider, protection for individual tenants can reduce the risk of an out-of-control attack causing ancillary damage to neighboring tenants or the data center itself. When offered free of charge, DDoS mitigation can be a powerful competitive differentiator and customer enticement. Offered on a paid basis, potentially in multi-tiered models, DDoS mitigation services can open a rich new revenue stream. However, many in the industry have been slow to respond to either the advantages or the necessity of tenant DDoS mitigation, with only 58 percent offering such services either free or for an added fee.

To learn more about the current data center security concerns and DDoS defense plans of commercial data center operators in the face of rising DDoS threats, including a case study of a provider protecting its own environment while building a revenue-generating DDoS scrubbing service, download the full report: ["DDoS Protection Trends among Data Center and Colocation Providers."](#)



Categories: CYBER SECURITY



REPORT

### DDoS Protection Trends among Data Center and Colocation Providers

DDoS protection is critical for a data center and colocation provider's own infrastructure as well as for their tenant customers, but there are challenges.

[Read The Report](#)

A10 SURVEY REPORT  
How Data Center and Colocation Providers Are Defending Their Infrastructure and Their Clients

[Download Now](#)

# Social Media

Here are banner size guidelines for social media platforms:

**LinkedIn** – 1104 x 736 pixels

**Facebook** – 1200 x 628 pixels

**Twitter** – 1500 x 500 pixels

**Instagram** – 1080 x 1080 pixels

The guidelines for social media platforms change frequently, so please be sure to check the latest requirements for each platform before you design. Export your final images @2X for best resolution. If your image includes the logo, copy and CTA, make sure there is plenty of clear space around them.

The image shows two screenshots of LinkedIn posts from A10 Networks, Inc. The top post, dated 1 day ago, features a profile picture of a person's head with a digital brain overlay and the text: "While most respondents continue to host applications on-premises, 85 percent say they use public cloud platforms." The bottom post, dated 2 months ago, features a smartphone displaying a report titled "Encrypted Traffic Inspection Lags as Malware Rises" and the text: "Did you know that TLS SSL encryption can make security devices unable to detect #ransomware and other malware? Learn how a dedicated and centralized decryption platform offers a solution: https://bit.ly/3qBczWE".

A10  
Driving the Future of Innovation  
Come Be a Part of This Transformation  
Apply Now

This banner features the A10 logo in the top left, a shield icon with a checkmark on the right, and a pink "Apply Now" button at the bottom left.

A10  
A10 Networks, Inc  
43,338 followers  
5d · 🌐  
We want to hear from you! Take our survey and let us know if your application services are modernized and cloud-ready.  
...see more

This banner features the A10 logo, a blue background with a white cloud and data visualization icons, and a pink "Take the Survey" button with a right arrow.

A10  
Encrypted Traffic Inspection Lags as Malware Rises | A10 Networks  
a10networks.com · 4 min read

This banner features a smartphone displaying a report with charts and graphs, set against a dark blue and pink background.

A10  
A10 Networks, Inc  
47,590 followers  
1mo · 🌐  
Happy Presidents Day.  
...see more

This banner features the A10 logo, the text "Happy Presidents Day", and a stylized illustration of the US Capitol building.

A10  
Happy Presidents Day  
From A10 Networks

This banner features the A10 logo, the text "Happy Presidents Day", and a stylized illustration of the US Capitol building.

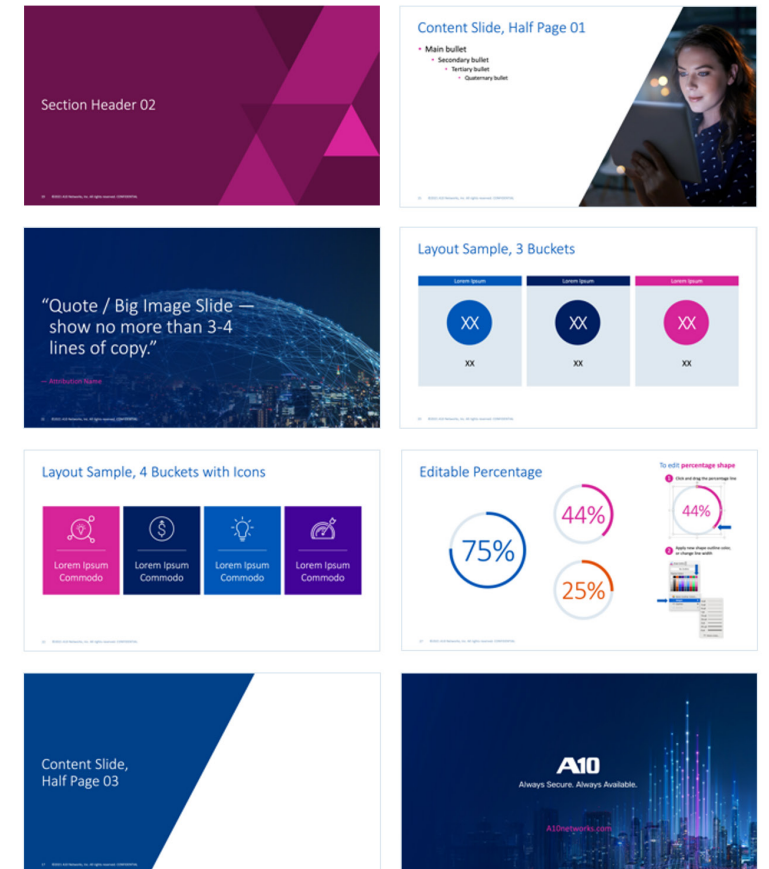
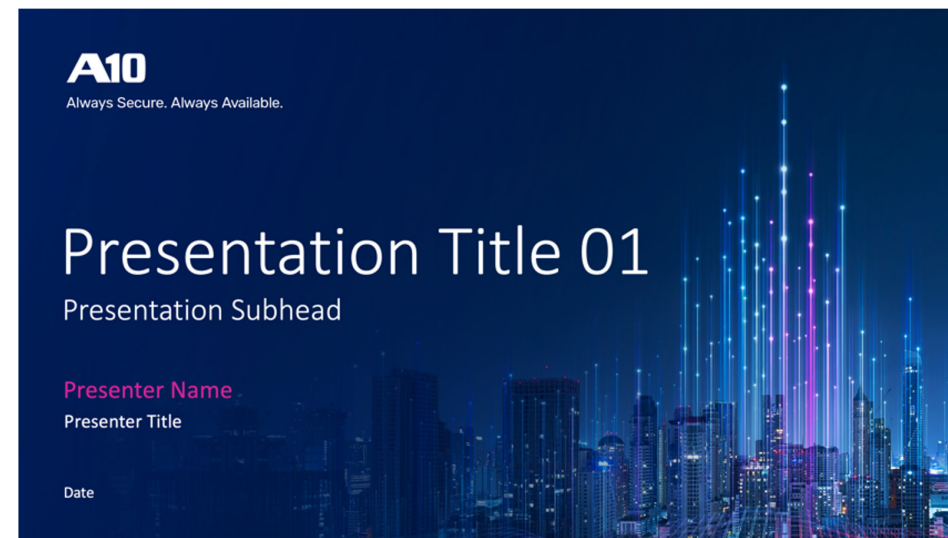
# PowerPoint Presentations

Our corporate PowerPoint templates come in light and dark versions. There are several versatile layouts available to help enhance the design of your slides. When designing, follow these **best practices**:

- Show copy size no smaller than 14 point (18 points for widescreen)
- Use the 6x6 rule (no more than six bullets of text per slide, no more than 6 words per bullet)
- If you have too much content on a single slide, split it into multiple slides
- Use animations sparingly
- Check masters before saving the final file

And remember, your presentation is meant to support your ideas. Don't use your presentation as a script from which you read to your audience.

## POWERPOINT TEMPLATE



# PowerPoint Presentations

## Dos and Don'ts

Do follow the best practices for PowerPoint presentations (see previous page). Keep the bullets short and succinct. Consider your audience.

Don't try to fit too much content into a single slide. Don't use small font size or graphics that are difficult to see.

Don't use cliché images. Don't use custom fonts or colors that are outside the A10 color palette.

### DON'T

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Chart Title

Category	Value
Category 4	25
Category 1	15
Category 2	10
Category 3	5

NEW

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### DO

**LOREM IPSUM DOLOR  
CONSECTETUR EST**

61%

LOREM IPSUM DOLOR

COMMODO EST

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# Email Signatures

## EMAIL SIGNATURES

Our email signatures come in two options: image + text and all-text. If you need to add a promotional graphic to your signature, be mindful of proportions: make sure the banner doesn't overpower the signature and is scaled appropriately (see example to the right).

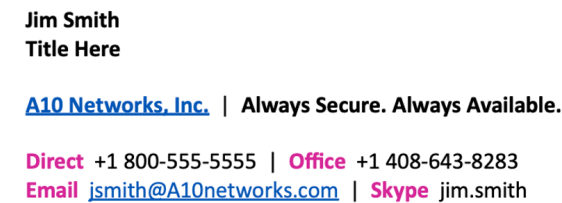
### A10 Networks Employees

The updated email signatures are available to download on our [Global Marketing Library](#) on Teams.

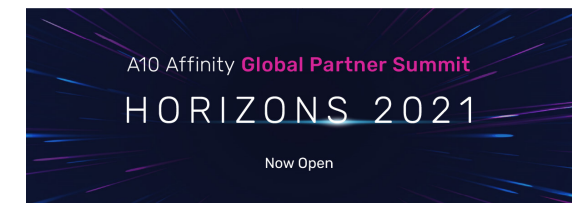
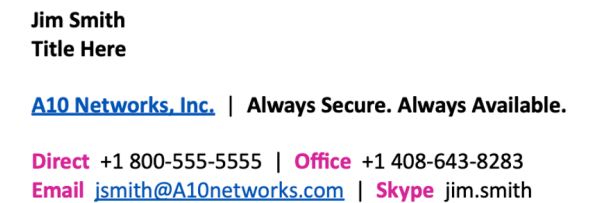
Image / Text Signature



All Text Signature



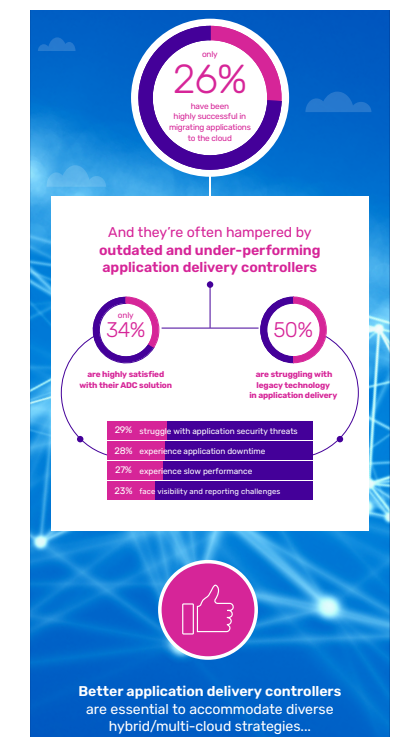
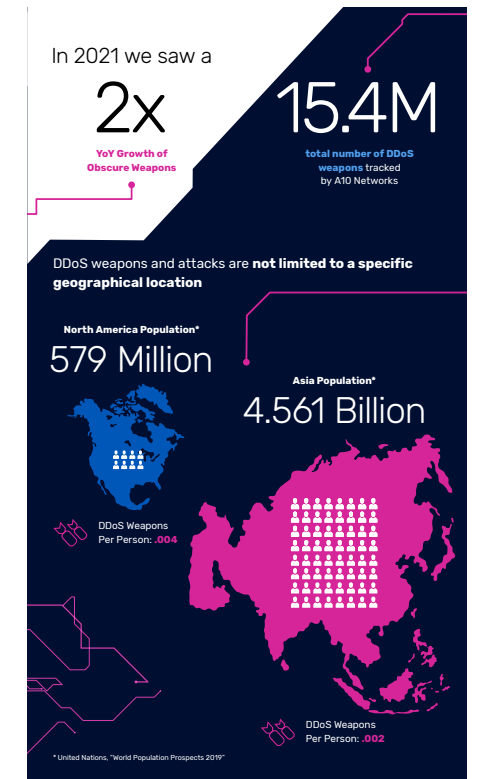
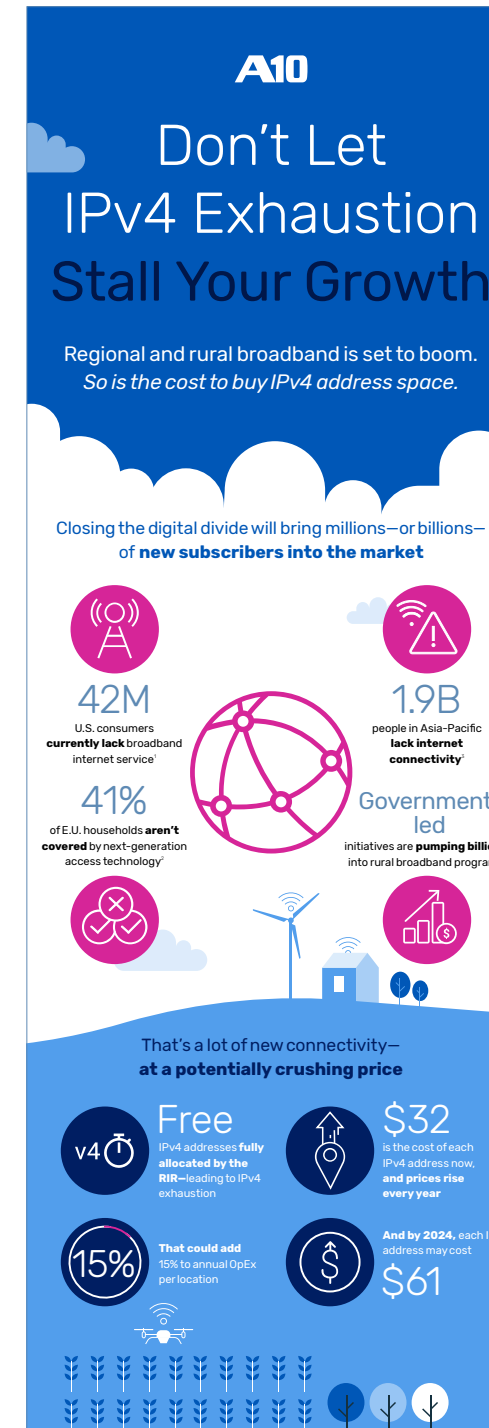
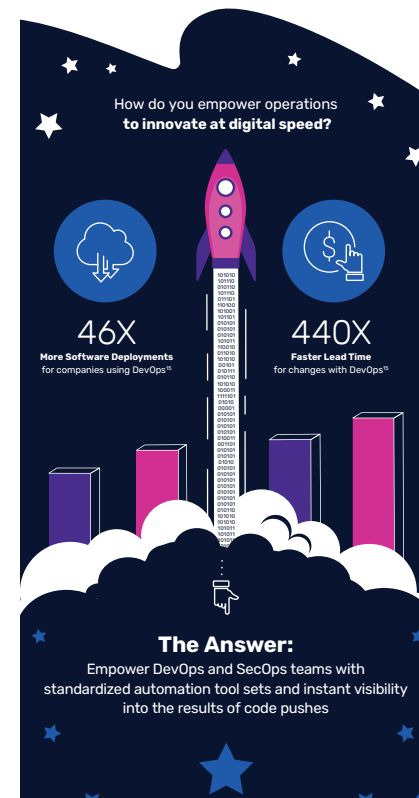
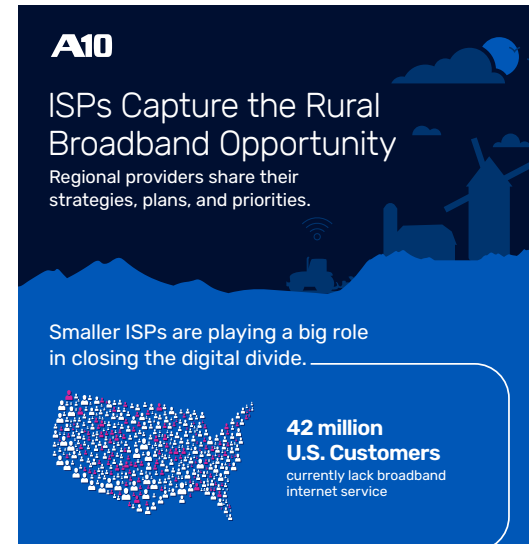
All Text Signature, Promo Banner Added





# Infographics

Our infographics are eye-catching, easy to digest, and above all, are very useful. They deliver complex information in a compelling and memorable way. We use icons, illustrations, and images that are on brand; see examples on the right that showcase a few of these ideas.



# Collateral

## Business Cards

A10 business cards contain the following:

- A10 logo
- A10 tagline
- First and last name
- Title
- Telephone number(s)
- Individual email address
- Company URL
- Office address

Please don't adjust or re-create our stationery templates.

Contact A10 corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com)

for edits or if you need new templates.

### BUSINESS CARDS



# Collateral

White Papers, Data Sheets, Case Studies and More

Contact A10 corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com) for latest templates.

## COLLATERAL EXAMPLES

### Data Sheet



### Spec Sheet



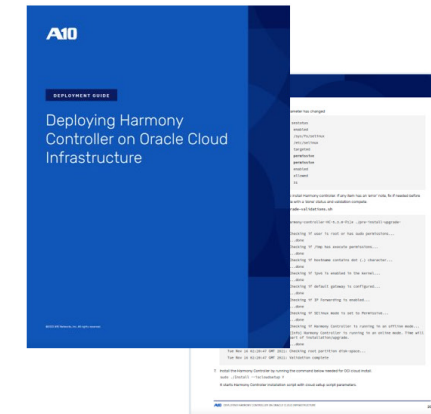
### Solution Brief



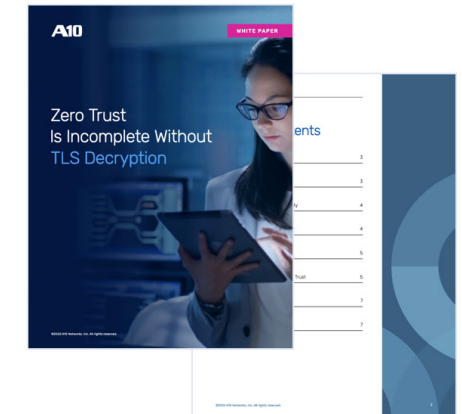
### Case Study



### Deployment Guide



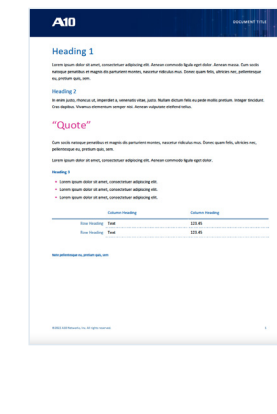
### White Paper



### Tech Note



### Word Template

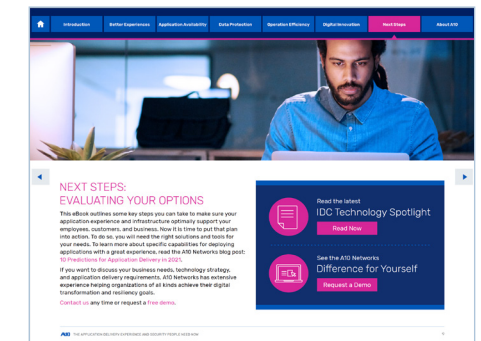
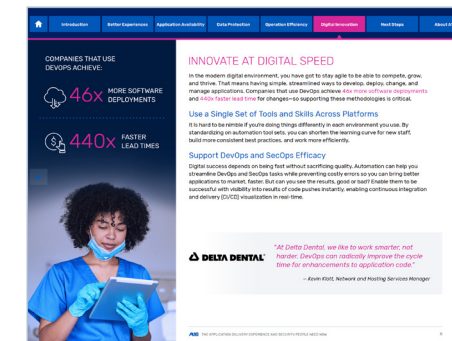
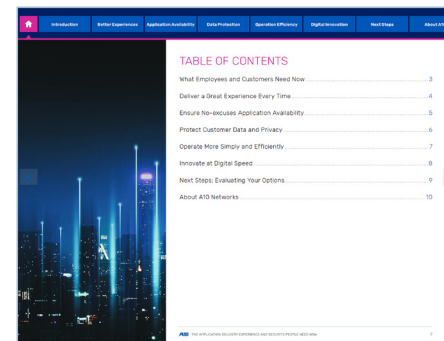


# Collateral

## eBooks

### EBOOKS

Our eBooks are designed to be viewed on-screen and are distributed electronically. Use clickable menus, buttons, and links throughout just like in the example on the right. Think of the viewer whenever you're bringing your content to life with the help of digital experience – make sure your eBooks are engaging, informative, and easy-to-use.

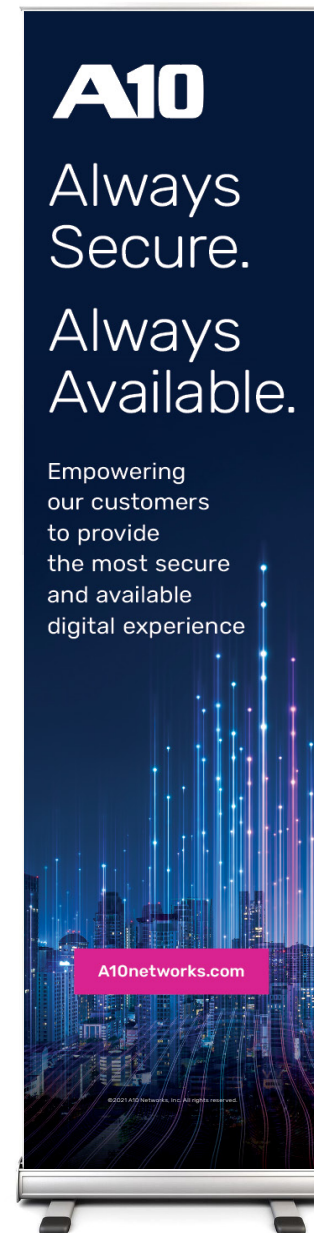




# Tradeshow Materials

Contact A10 corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com) for latest layouts.

## TRADESHOW GRAPHICS





# Videos

## A10 VIDEOS

Videos are even more important today. According to the latest data, 86% of businesses use video as a marketing tool – up from 63% over the last three years. That is because more people prefer to watch videos over consuming any other types of marketing assets. Make sure your video is telling a compelling story.

End each video with the A10 logo / tagline and the URL. To get our standard intro/outro videos, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).

Intro Video



Outro Video



# Merchandise

## A10 COMPANY SWAG

For cool company swag, latest event materials, or on-demand print collateral visit the [A10 Networks Company Store](#). Our store is updated frequently, but if there is an item you can't find, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).



# Environmental

## Signage

Examples on this page show various ways to display signage around A10 locations. From digital displays to printed signs to painted walls – no matter which you choose, be sure to use our corporate fonts, colors, and treatments to stay consistent with the A10 brand.



# Affinity Partner

## Partner Badges

The A10 Affinity Partner Program badges are now available for partner use. We encourage partners to utilize these badges on items such as:

- Partner website
- Email signatures
- Co-branded collateral
- Co-branded presentations

Apply the same principals to these badges as those with our corporate logo. Don't alter the badges, don't stretch them or change their colors. Don't rotate, sheer, add symbols, or edit them in any way. To download the Affinity Partner badges, please go to [channel.A10networks.com/English](https://channel.A10networks.com/English).

For eligibility and use of partner-level badges, please contact [A10partners@A10networks.com](mailto:A10partners@A10networks.com).

### A10 AFFINITY PARTNER BADGES



# Resources

## External Designers

To view or download A10 branded assets, such as our logo and product photos, please visit [A10networks.com/news/media-resources](https://www.a10networks.com/news/media-resources).

For other design resources such as icon library, collateral templates, or other inquiries, please contact A10 Networks corporate marketing at [marcom-DL@A10networks.com](mailto:marcom-DL@A10networks.com).

## A10 Networks Employees

To view or download A10 branded assets including our logo, icons, or templates, please visit our [Global Marketing Library](#) on Teams.



The guidelines in this book are just a start. Use examples in this book to explore the possibilities. Think outside the box. Ask questions. And always remember our brand principles: Curiosity + Creativity + Consistency = Innovation.

**Let's create something amazing.**

# Thank You

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A10 Networks helps enterprises and service providers build business-critical networks and applications that are secure, available, and efficient. A10's security and infrastructure solutions support on-premises and hybrid cloud environments and service provider networks, empowering our 7,000+ customers to provide the most secure and available digital experience. Founded in 2004, A10 Networks is based in San Jose, Calif. and serves customers globally. For more information, visit: [A10networks.com](https://a10networks.com) and follow us @A10Networks.

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Part Number: A10-GR-70100-EN-05 June 2023

