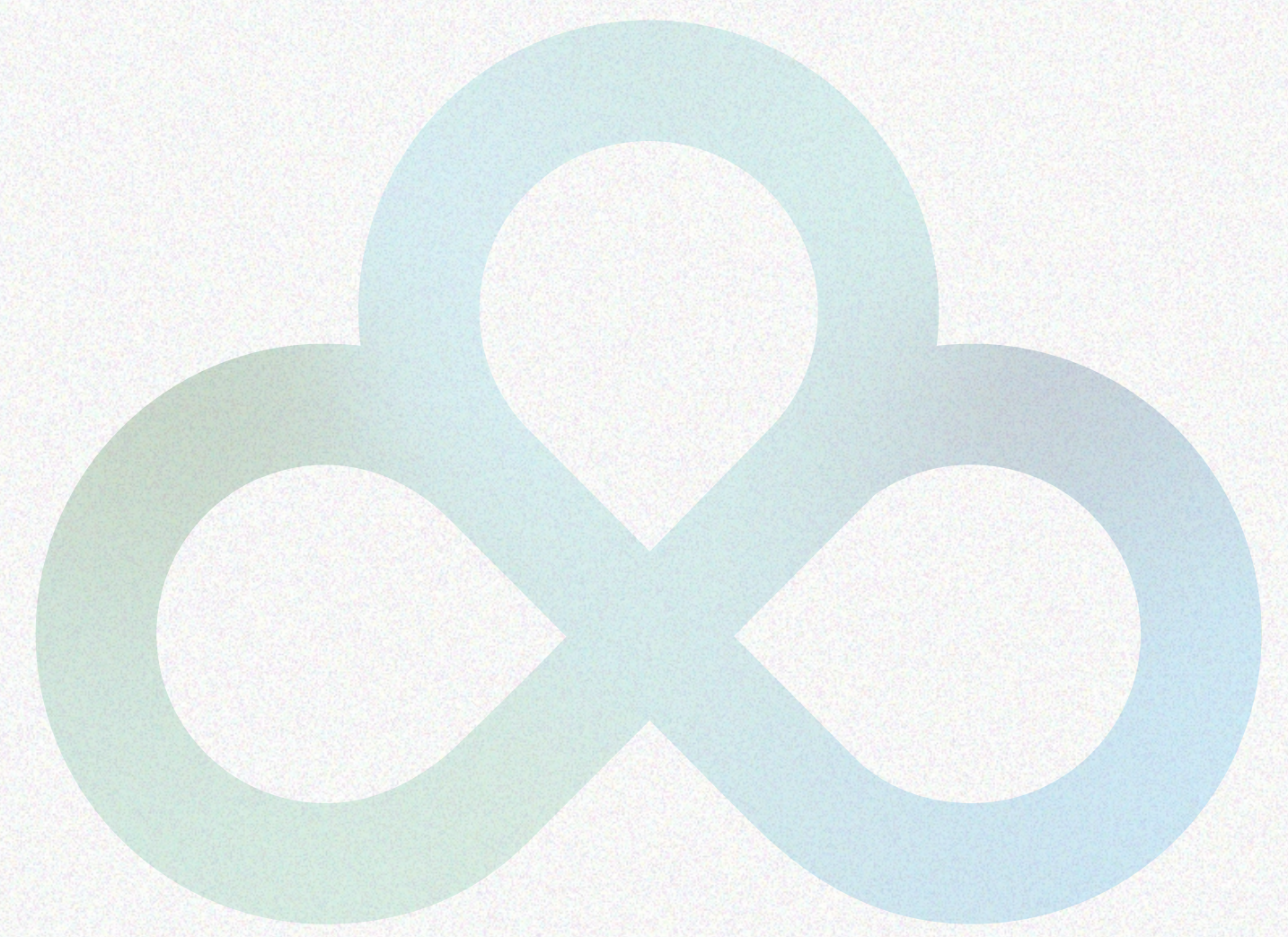# EDB

Postgres® for the AI Generation

GUIDING PRINCIPLES

Every story we tell must lead with our customer's challenge and the outcome we deliver. After first defining the value from the customer's point of view, we then explain how we help, and how and why we do it differently. We should be anchoring every message around real customer stories. Always remember these three principles:

THE FIRST PRINCIPLE
We thrive when we communicate the power of the outcomes we help deliver first, and then how we do it technically next.

THE SECOND PRINCIPLE
We win when we can connect outcomes to challenges and illuminate the value we help create.

THE THIRD PRINCIPLE
We really win when we can connect what we do with a customer to what they can do differently with their own customers because of it. We might call these the two steps of value creation.

As we put these principles into practice, we need to show, not just tell — bringing our brand to life through the eyes, minds, and hearts of our targets.

Think of the world as a storyboard for our customers, with associated products and services that meet their needs along a cohesive journey. We meet customers where, when, and how they want, and win from there.

With this in mind, all content should be story led, customer focused, and challenge oriented, and everything should feel connected under the overarching narrative of the EDB brand. Multiple products sell that single story, each with their own nuances and uniqueness as a second line.

This direction applies to everything from digital content to presentations, meetings, and other forms of storytelling. Person-to-person conversations should also have the same feel, with similar albeit deeper content.

Visually, we have gently retired the elephant and introduced Loop, a new dynamic, data-driven visual inspired by the "therefore" symbol in mathematics. We will keep the elephant-grey text as a link to our heritage.

PUTTING LOOP TO WORK

**LOOP MAY BE DEPLOYED IN
FIVE DISTINCT CONFIGURATIONS.**
The preferred instance of Loop for most applications
includes our "Postgres for the AI Generation" tagline and
logo lockup. When appropriate either in the service of
graphic impact or due to space constraints, Loop
may stand on its own.

EDB

EDB
Postgres® for the AI Generation

EDB
Postgres® AI

EDB

LOGO AND ICON

Let the logo breathe. Leave at least one logo's worth of space before introducing other elements.

Specific applications may appear more impactful with the icon or logo presented as a blank knockout.

Do not change the relationship (sizing or spacing) of the icon to the logotype

Do not stretch the logo

Don't place the logo on backgrounds that provide insufficient contrast.

Do not attach text of any kind to the symbol

Do not compress the logo

Don't alter the color specifications within the symbol or the logotype.

USING THE LOOP ICON

Get comfortable using the icon in creative ways that imply fusion of EDB into work and life.

Don't get too comfortable.

The icon supports our customers; it is not attempting to upstage their efforts.

The icon is not shy; it should not be so hidden or obscured that we lose impact.

The icon should evoke wonder and inspiration; contemplate larger and more dramatic uses.

The icon should not appear to be an insignificant part of the scene.

COLOR

WE ARE STILL BOLD

As we move away from our recent high contrast approaches to color and toward more contemporary and refined applications of color, it's important to note that the point is still to be bold.

Taking cues from the EDB Loop, our color palette is meant to reinforce our relevance to this moment in technology as well as the continuous nature of innovation and our rich history as an established leader in Postgres. The range of grays in our palette moves darker and lighter from a center point that the Pantone color system identifies as Elephant Hide.

Consistent use of the palette in each expression of the brand is essential to strengthening the association of EDB with these colors and all of their evocations. It is also essential to changing the way our customers, our community, and each of us understand who we are.

The EDB color palette is inspired by the green and blue gradients of Loop, and enriched with cool and warm colors derived from retro and vintage touchstones familiar to us all.

Blue Coal
RGB: 40, 73, 90
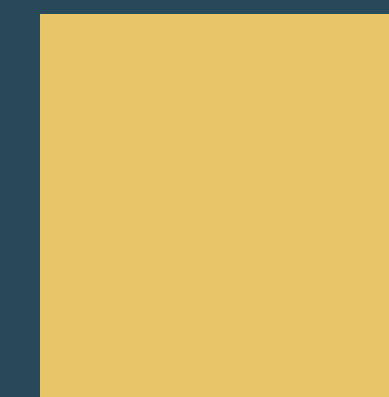**HEX:** #28495A
CMYK: 56, 19, 0, 65
Pantone: 7477 C

Aquamarine
RGB: 19, 106, 127
HEX: #136A7F
CMYK: 85, 17, 0, 50
Pantone: 3145 C

Juniper
RGB: 5, 130, 95
HEX: #05825F
CMYK: 96, 0, 27, 49
Pantone: 569 C

Teal for Fears
RGB: 66, 157, 158
HEX: #429D9E
CMYK: 8, 1, 0, 38
Pantone: 7472 C

Goldleaf
RGB: 231, 197, 104
HEX: #E7C568
CMYK: 0, 15, 55, 9
Pantone: 141 C

Tangerine Dream
RGB: 248, 158, 93
HEX: #F89E5D
CMYK: 0, 36, 63, 3
Pantone: 1565 C
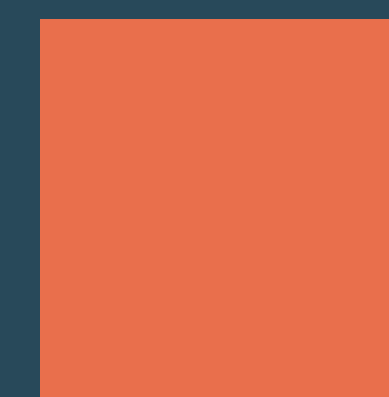
Rust
RGB: 233, 111, 76
HEX: #E96F4C
CMYK: 0, 52, 67, 9
Pantone: 7416 CP
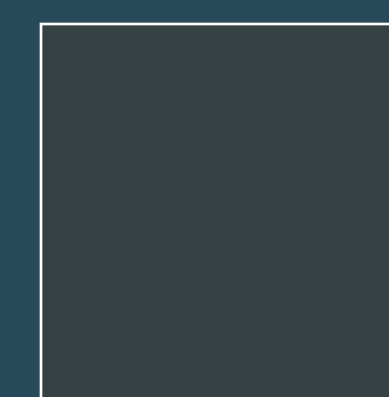
Graphite
RGB: 54, 65, 68
HEX: #364144
CMYK: 21, 6, 0, 73
Pantone: 446 C
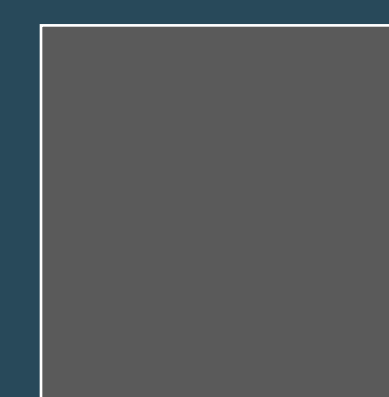
Concrete
RGB: 112, 112, 112
HEX: #707070
CMYK: 0, 0, 0, 56
Pantone: Cool Gray 9 C
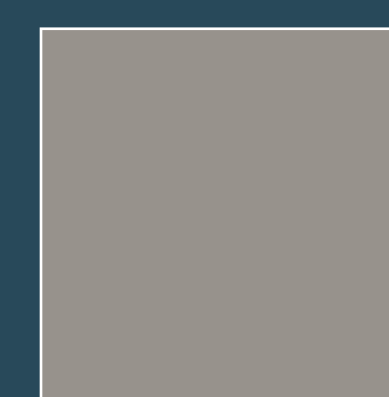
Elephant Hide
RGB: 59, 57, 55
HEX: #97928C
CMYK: 0, 3, 7, 41
Pantone: 402 C

GRADIENTS

**GRADIENTS ARE AN ESSENTIAL
ELEMENT OF OUR EDB VISUAL IDENTITY**

Use a gradient to create a natural sense of light and depth.
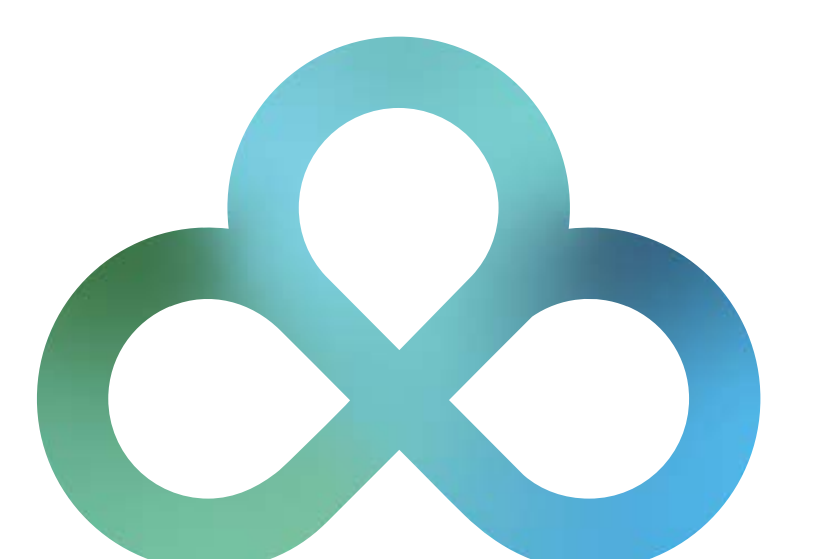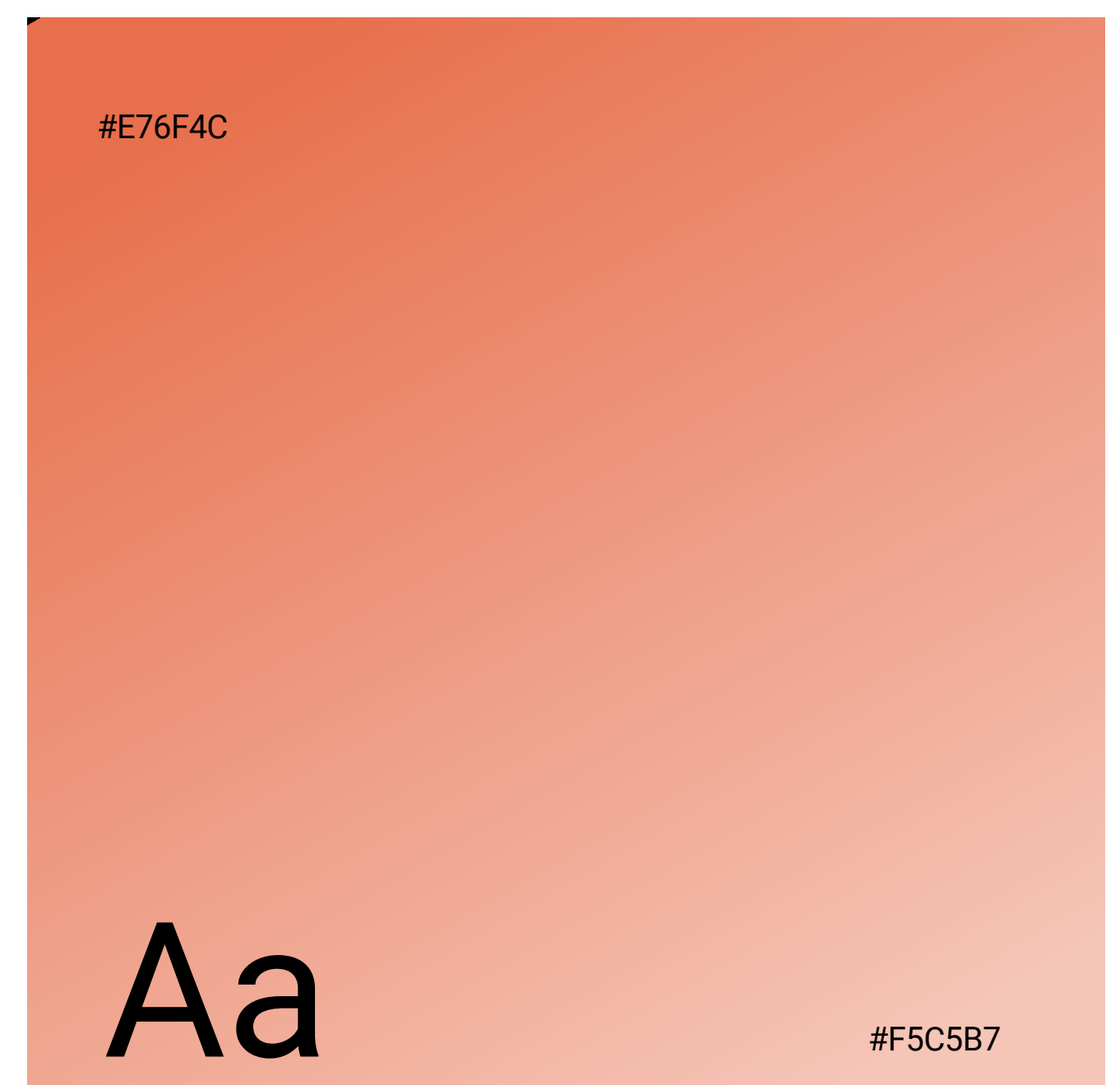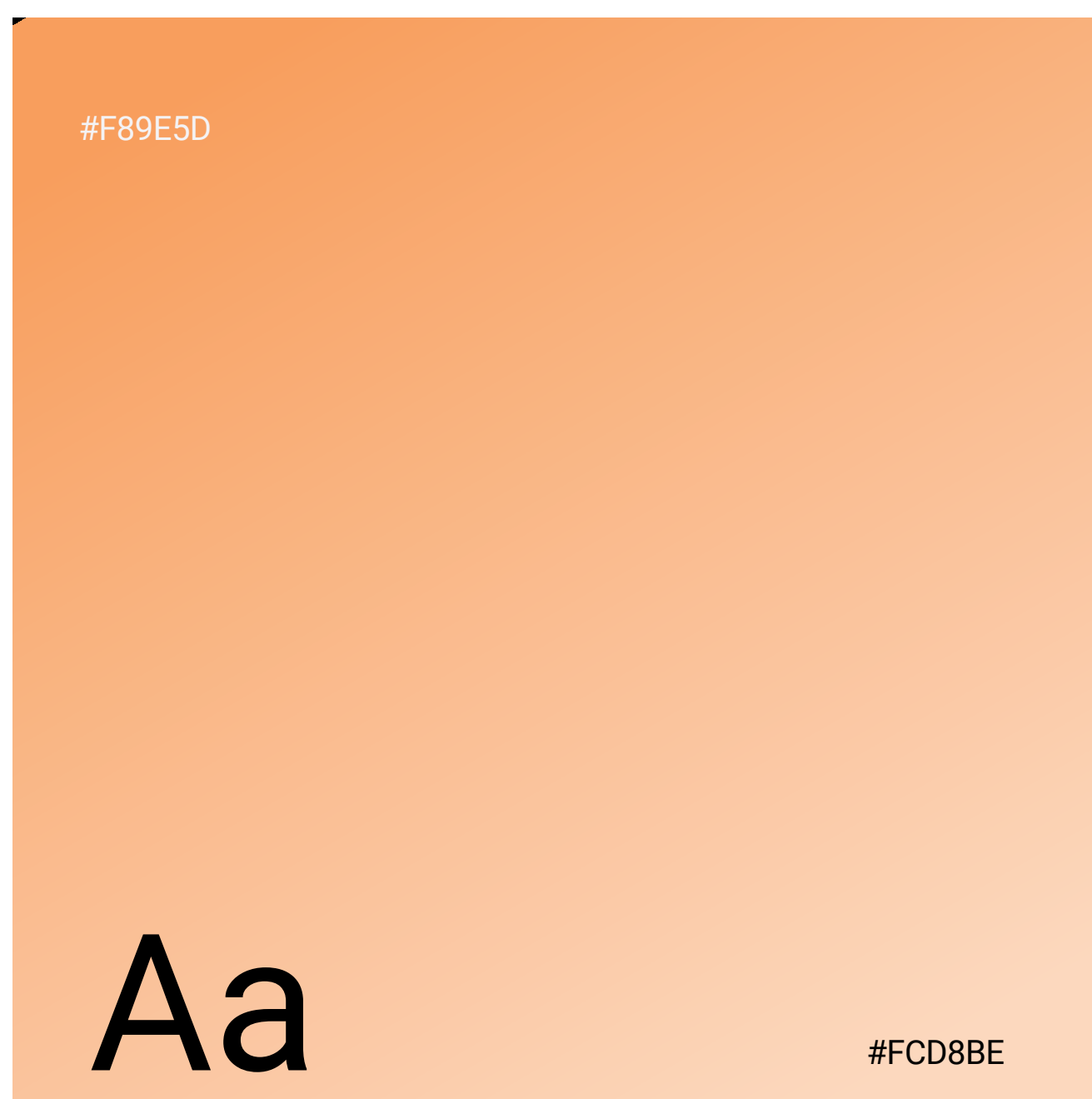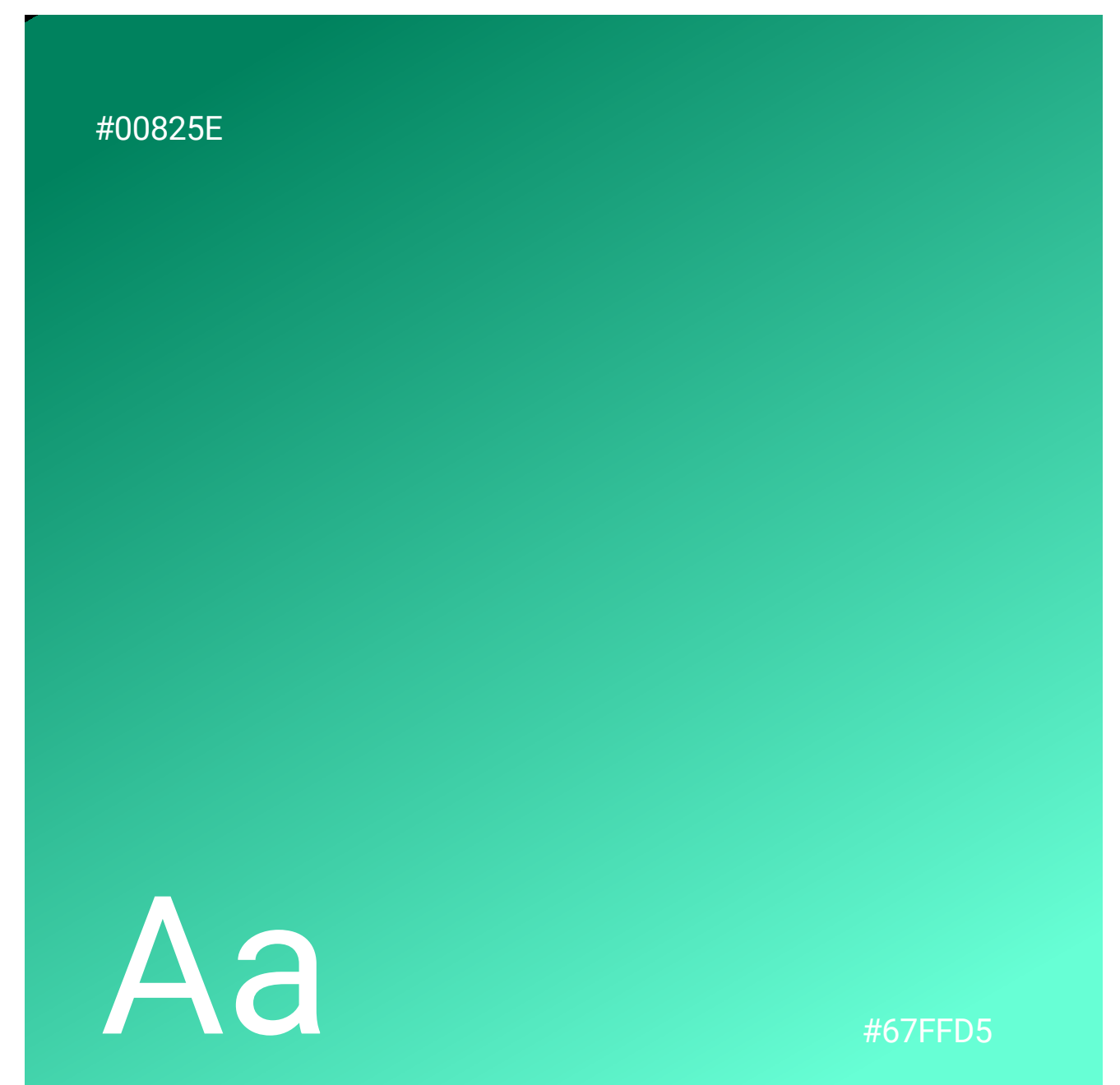
Gradients impart both light and depth, and can be used to emphasize the dimensionality of space as well as to call attention to specific forms or regions, particularly when background and foreground gradients are combined.

Defined gradients are provided for use in presentations and other assets, but if you find yourself in need of a custom gradient or needing to rebuild one on your own, be sure to use these Hex values.

Gradient discs (at right) can be used to introduce the signature colors of our EDB Loop into photographic environments. Use no more than three of these gradient discs at any one time.

Angled gradients meet accessibility requirements and ensure readability of the EDB logo. For light gradients, put the lighter tone in upper left where the logo generally sits. For dark gradients, invert this so the darker tone is behind the logo.

Always keep in mind that, as with most things, it is possible to overdo it with gradients.

#19425B	#14758B	#00825E
Aa	Aa	Aa
#83BBDD	#84DAED	#67FFD5

#E7C569	#F89E5D	#E76F4C
Aa	Aa	Aa
#F5E8C3	#FCD8BE	#F5C5B7

TYPOGRAPHY

THE EDB SYSTEM OF TYPEFACES
Based on two typefaces, Neue Haas Grotesk Display Pro and Roboto, the EDB system of typefaces is intended to provide clarity and legibility in digital and physical applications.

While less well known than Helvetica, Neue Haas Grotesk is its predecessor and enjoys the same uniformity of character. It is often described as neutral or rational. It is the primary typeface employed in EDB assets, and creative.

Word Spacing
Set the word spacing to a standard value (e.g., Min. = 70% / Desired = 80% / Max. = 100%).

Weights
The system includes a variety of weights from Thin to Black, and the associated italics. Note that the Thin weight may not be an acceptable weight for all EDB communications. The strokes of the Thin cut are quite narrow and do not reproduce well for screens.

NEUE HAAS GROTESK DISPLAY PRO
Thin, Light, Roman, Medium, Bold, Black

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Neue Haas Grotesk
The Helvetica we see today in the digital world is not the same as the original, pre-digital Helvetica. Throughout the years, many small features of Helvetica have been lost in translation due to it being tweaked for various typesetting technologies. Neue Haas Grotesk was Helvetica's original name and type designer Christian Schwartz has attempted to bring back the original Helvetica typeface and set history right.

ROBOTO
Thin, Light, Roman, Medium, Bold, Black

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Roboto
Roboto is an open source, grotesque sans-serif typeface designed by Christian Robertson in 2011 and released through Google. Sometimes accused of being a "frankenfont" mashup of DIN and Helvetica, the Roboto family of fonts has a rich variety of weights and is widely available for free. It renders particularly well on screen and is highly legible, even at smaller sizes. Roboto is the default font used in Google Maps and Google+.