

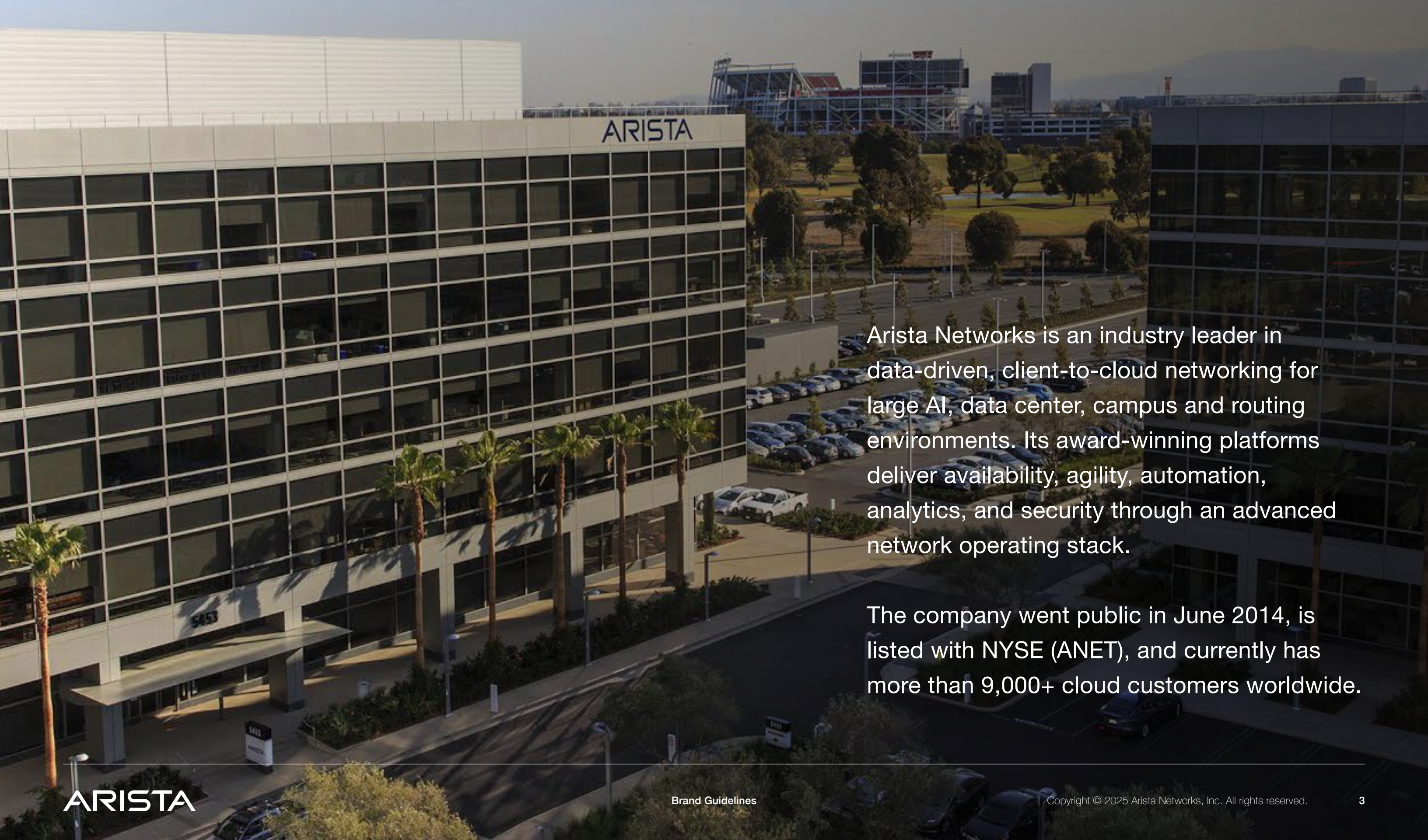
The background of the slide features a large, stylized 'A' logo composed of several overlapping triangles in various shades of blue. The word 'ARISTA' is written in a white, bold, sans-serif font in the top left corner.

ARISTA

Brand Guidelines

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ARISTA

Arista Networks is an industry leader in data-driven, client-to-cloud networking for large AI, data center, campus and routing environments. Its award-winning platforms deliver availability, agility, automation, analytics, and security through an advanced network operating stack.

The company went public in June 2014, is listed with NYSE (ANET), and currently has more than 9,000+ cloud customers worldwide.

The Arista Brand

The Arista brand is our company's face to the world. To effectively communicate our brand to current and potential customers, it is important that we maintain a consistent look and feel across all our materials. This guide has been developed to help both internal employees and external vendors adhere to the standards developed during the branding process and ensure that those standards are applied uniformly to all visual elements that represent Arista Networks.

The Arista Logo

Our logo is the cornerstone of our corporate identity and communication.

To ensure consistency and clarity of our brand identity, it is critical that only our correct logos are used. Follow these guidelines to ensure logo accuracy.

The logo requires a surrounding area clear of text or graphic elements.

Please use the exclusion zone graphic to the left as a guide when using the logo. The "x" measurement should be based on size ratio.

ARISTA

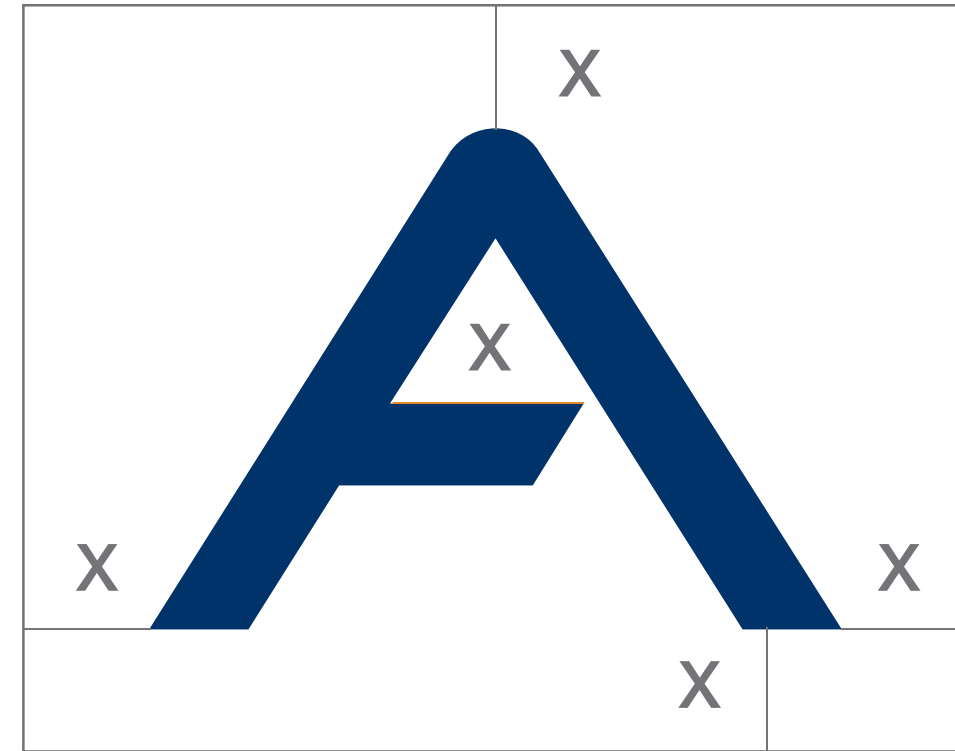


The Arista Favicon

Our favicon is a small icon version of our logo.

Designed to be clear and recognizable even at a small size. The consistent presence of our favicon reinforces our brand identity and ensures a seamless and professional appearance across all online platforms.

Use the favicon instead of the full logo when space is limited or when immediate recognition is key like on digital platforms such as apps and websites. Favicons simplify visual communication, making them ideal for smaller formats like social media profiles and browser tabs, ensuring the brand remains recognizable even in reduced dimensions.



Colors

Primary Colors

When choosing colors for a project, remember that clarity of communication is the most important factor.

Primary colors should not be used as tints and kept at 100% saturation. These colors are used for graphics and body text. The Arista Blue is the main logo color.

Arista Blue

PANTONE 648 C	CMYK 76 45 0 64	RGB 22 50 91	HEX #16325B	75% #506584	50% #8c98ab	25% #c6ccd5
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Arista Light Blue

PANTONE 646 C	CMYK 70 40 10 0	RGB 85 135 183	HEX #4473a9	75% #7396bf	50% #a1b9d4	25% #d0dce9
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Arista Dark Gray

PANTONE 425 C	CMYK 3 3 0 64	RGB 88 88 91	HEX #58585B	75% #828284	50% #ababad	25% #16325B
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True Black

PANTONE Black C	CMYK 0 0 0 100	RGB 0 0 0	HEX #000000	75% #404040	50% #7f7f7f	25% #bfbfbf
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Colors

Secondary Colors

Secondary colors are used to compliment the primary colors and make communication more visually interesting.

These colors can be used as tints at various saturations. Secondary colors are used for graphics and header text only. The Arista Blue is the main logo color.

Arista Medium Blue

PANTONE 647 C	CMYK 90 56 16 1	RGB 20 96 149	HEX #146095
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Arista Orange

PANTONE 1385 C	CMYK 10 55 96 1	RGB 224 134 46	HEX #d47122
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Arista Light Green

PANTONE 375 C	CMYK 39 0 99 0	RGB 170 208 55	HEX #aad037
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Arista Yellow

PANTONE 610 C	CMYK 10 10 80 0	RGB 233 213 84	HEX #e9d554
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Arista Gray Blue

PANTONE 10263 C	CMYK 59 38 33 3	RGB 115 138 150	HEX #738a96
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Arista Medium Gray

PANTONE 421 C	CMYK 43 36 36 1	RGB 150 150 150	HEX #969696
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Arista Light Gray

PANTONE 420 C	CMYK 27 20 19 0	RGB 187 189 192	HEX #bbbdc0
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Typography

Print and Web Fonts

Helvetica Neue

This is a very versatile universal font that should be used as header and body font in Banners, Digital Media, Presentations and Advertisements. The font can be used in light, regular or bold weights. Using this font in light requires extra kerning.

Roboto

This is the main font used on arista.com and related sites. Bold, regular and light fonts are acceptable.

Document Font

Myriad Pro

This minimalistic font should be used as header and body font in Whitepaper, Design Guide, Product Brief and Case Study templates. The font is clean and easy to read and can be used in light, regular, semibold or bold weights.

Helvetica Neue

Aa

Helvetica Neue Light
Helvetica Neue Light Italic

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&@#\$\$%

Helvetica Neue Regular
Helvetica Neue Italic

Helvetica Neue Bold
Helvetica Neue Bold Italic

Roboto

Aa

Roboto Light
Roboto Light Italic

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&@#\$\$%

Roboto Regular
Roboto Italic

Roboto Bold
Roboto Bold Italic

Myriad Pro

Aa

Myriad Pro Light
Myriad Pro Light Italic

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&@#\$\$%

Myriad Pro Regular
Myriad Pro Italic

Myriad Pro Semibold
Myriad Pro Semibold Italic

Myriad Pro Bold
Myriad Pro Bold Italic

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