



Let the journey begin.

Barracuda Brand Guidelines 3.1
March 2019



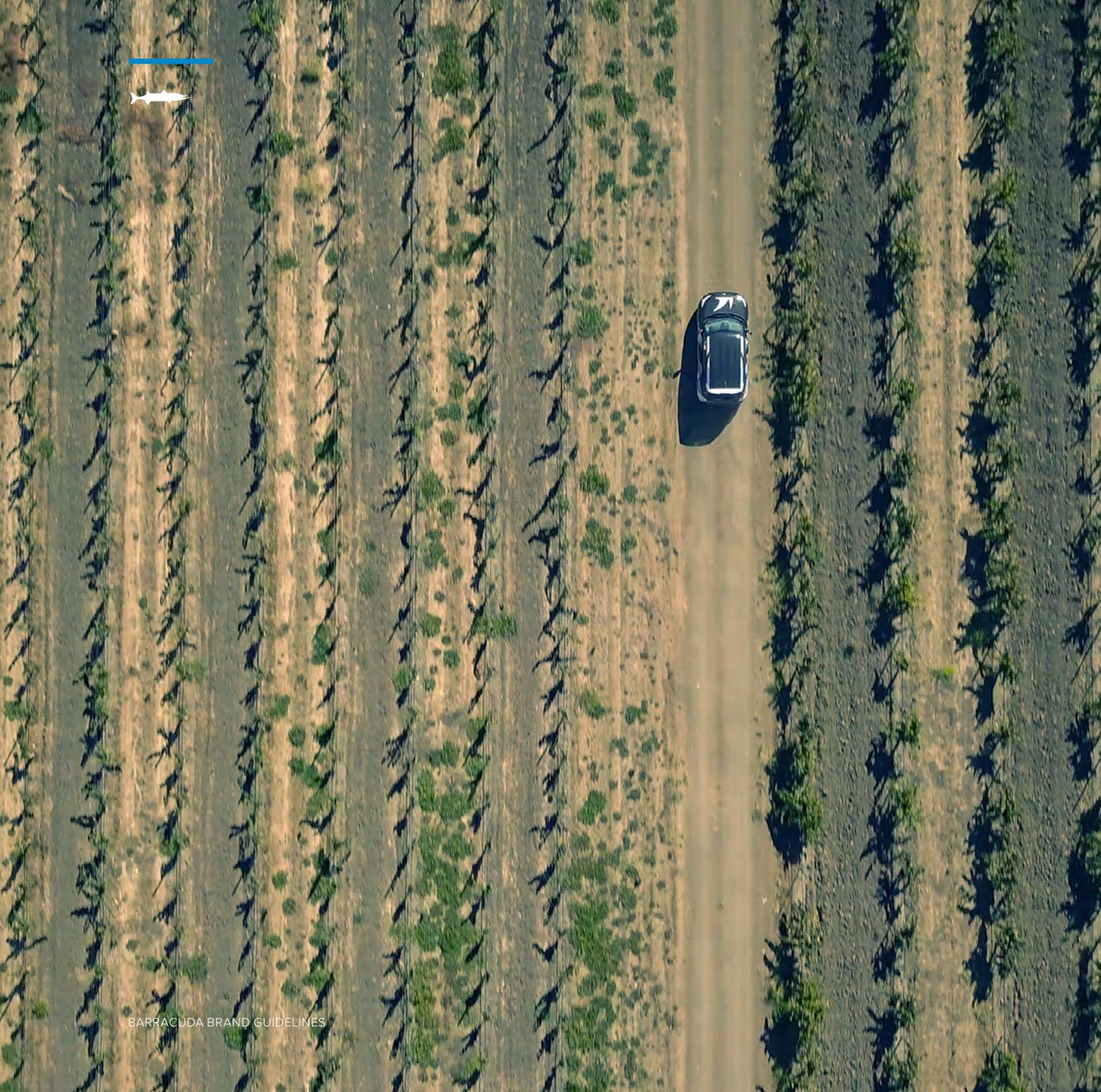
We exist to protect and support our customers in the most complete and lasting manner possible.

We strive to create a safer world.



We believe everyone deserves access to cloud enabled, enterprise-grade security products that are easy to buy, deploy, and use.





We are relentlessly obsessed with protecting people — in ways they may not know they are at risk.

So they can focus on what is most important.



We listen closely to understand the most critical needs.

We provide the tools and support that grow and adapt to our customers' journey.





Barracuda helps make
that journey secure.

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1.0 About the Barracuda brand

Today, the Barracuda brand needs to work harder than ever.
That means building strong connections across everything we do.

Every touchpoint provides an opportunity to express Barracuda as an innovative security company that is trusted, agile, practical, tenacious and obsessed with its customers.

So, who is Barracuda?

We are the trusted partner.

We exist to protect and support our customers in the most complete and lasting manner possible. We strive to create a safer world.

We believe everyone deserves access to cloud-enabled, enterprise-grade security products that are easy to buy, deploy, and use.

We are relentlessly obsessed with protecting people — in ways they may not know they are at risk — so they can focus on their business.

We listen closely to understand what's most important to our partners and customers. Unlike any other security company, we provide solutions and support that grow and adapt to our customers' journey.

Barracuda provides innovative solutions that secure the customers' journey.

A Fortune 500 manufacturer

Must cloud-enable their shop floor to gather performance data from the field, security concerns prevent this.



Barracuda helps them roll out thousands of cloud generation firewalls to protect manufacturing robots, enabling secure digital transformation.

A mid-sized hospital

Needs to expand patient care by enabling their doctors to communicate with patients electronically.



Barracuda helps them upgrade to Barracuda Essentials Compliance Edition for encryption and compliance archiving.

A small startup

Raises a seed round and sets up its first e-commerce website. The founders don't have any security experience and limited time.



Barracuda provides them with WAF-as-a-Service to protect their investment in their future.

Your email, secured.

Your network, secured.

Your data, secured.

Your apps, secured.

Your business, secured.



Barracuda brand attributes

We have invested heavily in building a strong brand and reputation. Our brand attributes define who we are and how we express ourselves. By understanding them, we maximize our ability to amplify our unique strengths and characteristics. At Barracuda, we are:

Trusted

We have earned a reputation for building products that work, support that delights, and relationships that stick. We are trusted and reliable because we say what we're going to do, and do what we say.

Customer-obsessed

Everything starts with the customer. Customer-obsession means having the passion to understand exactly what's needed, and doing whatever it takes to meet those needs. It drives our mission to provide the right products at the right time.

Agile

We have the vision and flexibility to pivot with the market. We hustle to make it work. We're brave enough to take risks. If we fail, we do it fast and fix it fast.

Practical

We're practical. That doesn't mean we're not stylish or cool — because we are. It means we are effective and successful in real circumstances. Our solutions are easy to use and designed to work well for everyone.

Tenacious

Tenacity has been in our DNA since the day we launched. We have a steadfast, unwavering drive to make our people, partners, and customers successful at every step of their professional journey.

The Barracuda voice

We have one voice but we speak in many tones. The approachability of the Barracuda brand differentiates us to our customers, partners and employees. When we write or speak we sound:

Confident

Approachable

Vibrant

Human

Modest

Honest

Clever

Energetic

Cool

Genial

Optimistic

Direct

→ We are never arrogant, intimidating, verbose, silly or dry.

Protect your email end-to-end? Totally.

Total Email Protection from Barracuda.

Want more DIY in your WAF?

Barracuda's easy to use cloud firewalls will have you protected in seconds.

Zero to security in 60 seconds.

Get Barracuda WAF-as-a-Service for the easiest way to protect your web apps.

Control freaks rejoice.

Cloud-based, self-managed WAF from Barracuda.

First in class, totally SaaS.

Cloud-enabled, enterprise-grade firewalls for everyone.

Writing basics

Write for all readers

Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

Focus your message

Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections and pages.

Be concise

Use short words and sentences. Avoid unnecessary modifiers.

Be specific

Avoid vague language. Cut the fluff.

Be consistent

Stick to the copy patterns and style points throughout your communication.

Use active voice

Avoid passive voice. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

Respect

Treat readers with the respect they deserve. Put yourself in their shoes, and don't patronize them. Remember that they have other things to do. Be considerate and inclusive. Don't market at people; communicate with them.

Speak the truth

have access to everything you know. Understand Barracuda's place in our users' lives. Avoid grandiose claims and focus on our real strengths.

Educate

Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you're the expert, and readers don't.

Be clear

Understand the topic you're writing about. Use simple words and sentences.

Know your audience

Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?

Be friendly

Write like a human. Don't be afraid to break a few rules if it makes your writing more relatable. All of our content, from splashy homepage copy to system alerts, should be warm and human.

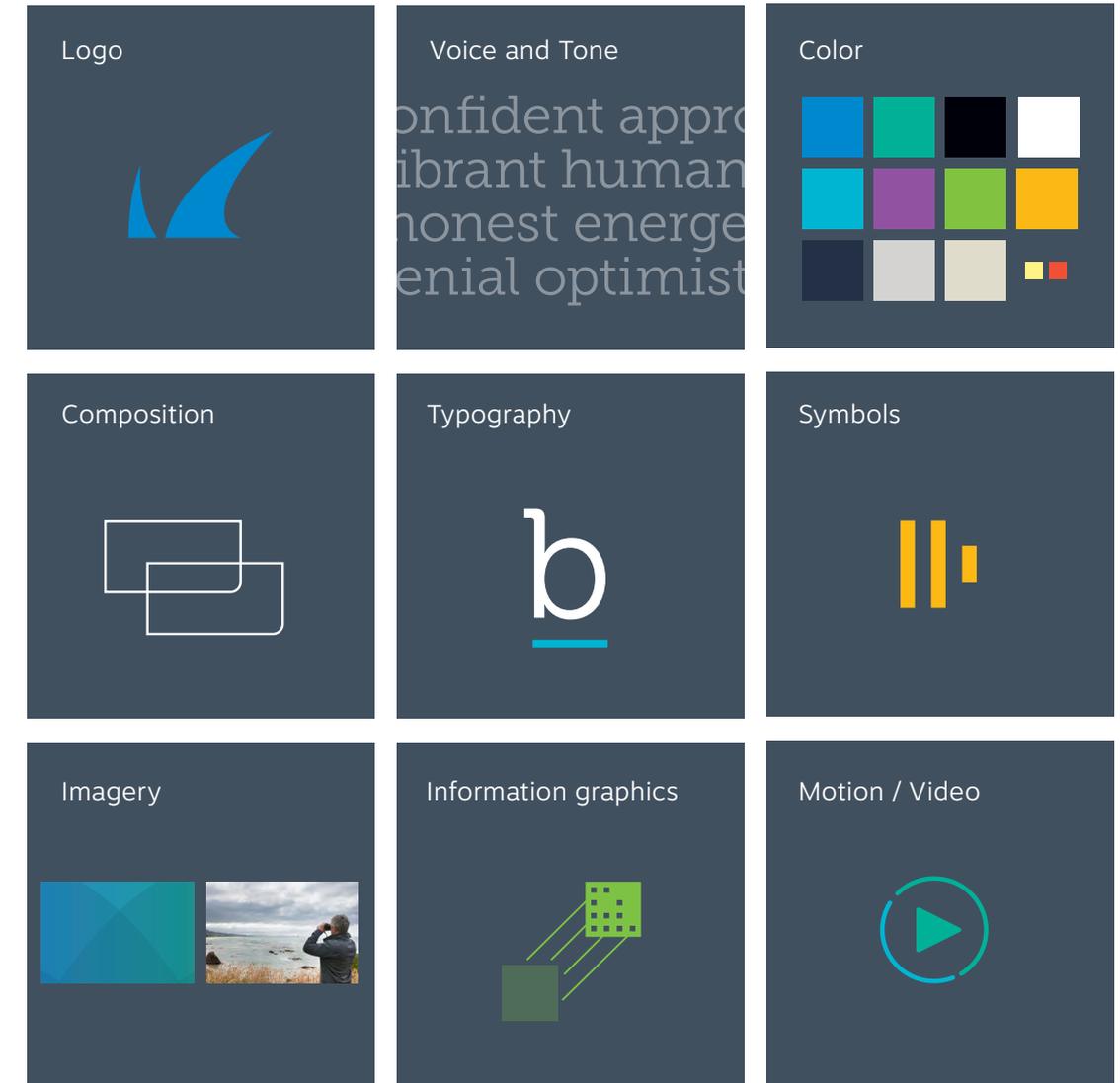
Empower

Help people understand Barracuda by using language that informs them and helps them understand our products.

The system at a glance

The Barracuda brand system is an important tool to demonstrate a distinguished level of professionalism to our employees, customers, partners and prospects. For the system to function as intended, all elements must be utilized correctly. The proper use of these tools coalesce to form the sum total expression of the brand.

Please contact the Barracuda Creative Studios with any questions.
barracuda_studios@barracuda.com.





2.0 The Barracuda logo

The Barracuda logo maintains the spirit it always has—the sharp teeth of a predatory fish that bites down hard. This version of the logo has been slightly sharpened, tightened, and carries a new tagline.



The Barracuda logo » what's changed

With the issue of the Barracuda Guidelines 3.0, (11.15.19) we announced some revisions to the Barracuda logo. While not drastic, this refresh provided an opportunity to clean up and reissue a new suite of Barracuda signatures. The following adjustments were made to the logo:

- The 'teeth' symbol has been reduced in size slightly for improved balance
- The wordmark has been kerned more tightly
- The wordmark moves from gray to Barracuda Black for improved legibility
- "Your journey, secured." replaces "Reclaim your network"
- The registered mark (®) is aligned to the baseline of the wordmark



Updated logo over top of previous logo lockup



Updated logo and new strapline lockup

The Barracuda logo » primary use

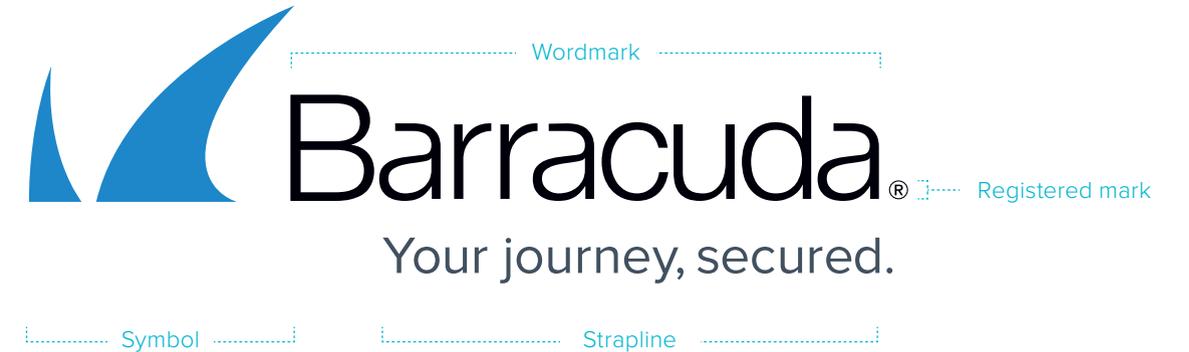
At its inception in 2003, the company's founders set out to name the organization around something that would portray aggressiveness. "Barracuda" was chosen as a species of fish well known for its speed, agility and territorial nature.

The logo is comprised of a symbol, wordmark, registered mark (®) and strapline.

- The symbol is an indication of the teeth of a Barracuda
- The wordmark is custom drawn
- The Barracuda name and symbol is a registered trademark, with (®)
- The strapline, "Your journey, secured." states our objective to secure the business journey of our customers and is set in Proxima Nova Semibold

It is also suitable to use the logo without strapline in places where space is limited or the message is duplicative.

→ The Barracuda logo should never be distorted, taken apart, cropped or misused in any way.



The Barracuda logo » secondary use

Vertical stack logo

A secondary version of the Barracuda logo exists as a vertical stack. This is intended only for occasions that require heightened visibility in a limited space, such as exhibit spaces and wearables. It is acceptable to use with or without the tagline — files are available in both versions. Color combinations and specifications are identical to the primary logo.



Secondary logo positive

For use against white or very light backgrounds



Secondary logo reverse

For use against black or very dark backgrounds



Secondary logo positive 1-color

For use against white or very light backgrounds, only when the full color logo cannot be reproduced.



Primary logo reverse 1-color

For use against black or very dark backgrounds, only when the color logo cannot be reproduced.



Secondary logo without tagline

It is acceptable to use all secondary logos without tagline following the same guidelines for color usage.

The Barracuda logo » color variations



Symbol: Barracuda Blue
Wordmark: Barracuda Black
Strapline: Humpback Gray

Primary logo positive

For use against white or very light backgrounds



Symbol: Barracuda Black
Wordmark: Barracuda Black
Strapline: Barracuda Black

Primary logo positive 1-color

For use against white or very light backgrounds, only when the full color logo cannot be reproduced.



Symbol: Barracuda Blue
Wordmark: Breaker White
Strapline: Scale Gray

Primary logo reverse

For use against black or very dark backgrounds



Symbol: Breaker White
Wordmark: Breaker White
Strapline: Breaker White

Primary logo reverse 1-color

For use against black or very dark backgrounds, only when the color logo cannot be reproduced.

The Barracuda logo » space and size

Clear space

Clear space refers to the area around the logo which must remain free to maximize impact and ensure the logo is not obscured. Elements that must remain outside of the clear space include the layout edge, copy, imagery, other logos, and any other graphic element. As the diagram below indicates, the clear space is equal to that of the x-height of the upper case “B” in the Barracuda logotype.

The specified clearspace is only a minimum requirement. When possible, allow as much space around the logo that is available.



Minimum size

The minimum size for the primary Barracuda logo is 1.5 inches wide for print and 150 pixels wide for digital applications. The minimum size for the secondary logo is 1.13 inches for print and 100 pixels for digital. Anything below these sizes will compromise legibility of the strapline.

Print minimum size



Digital minimum size



Universal minimum size

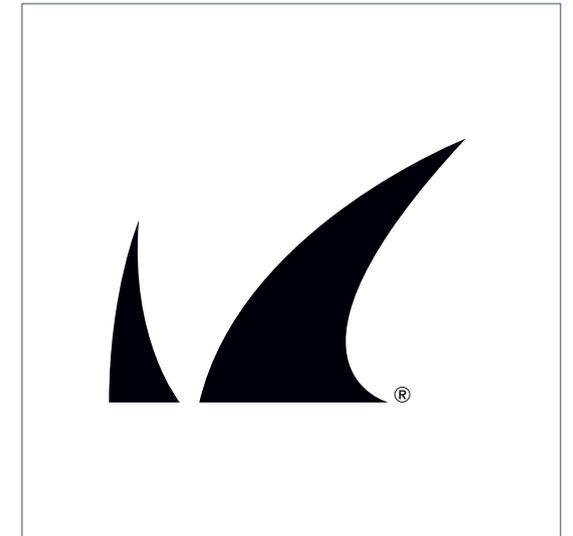


The Barracuda logo » special cases

Using the 'teeth' in isolation

The teeth may be used separate from the wordmark only when it is obvious it's being used within the context of a Barracuda device or communication, such as a Barracuda branded server rack.

The teeth may never be used as a replacement for the full logo.



The Barracuda logo » incorrect use

Respect the brand signature

Be nice to our logo. It's the signature that represents our brand. The following are examples of how not to treat the logo.



Do not display the logo as a tint or screen



Do not crop the logo



Do not alter the logo by substituting color or type



Do not add effects (i.e. drop shadows, bevels, glows)



Do not use only part of the logo



Do not rotate the logo



Do not place a stroke around the logo



Do not add a gradient to the logo



Do not stretch the logo in any direction



Do not change the type spacing of the logo



Do not change the relative sizes of the logo elements



Do not create new logos



Do not place the logo on a busy background



Do not create a pattern with the logo



Do not use incorrect background color combinations.



3.0 Imagery

The Barracuda imagery system contains a blend of photography, overlays, color treatments and graphic devices. The combination of these ingredients creates a proprietary look for the brand.

Photography

A key component to executing the Barracuda brand system correctly is the proper use of photography. A carefully curated group of images will illustrate the journey throughout its many phases.

Epic environments

These environments depict the scale of the world we're helping to protect. It may include outdoor or indoor scenes, but always feel aspirational and never trite.

Multiple angles

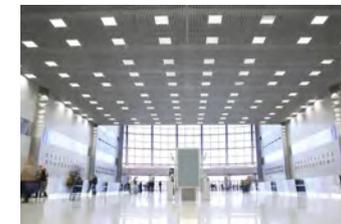
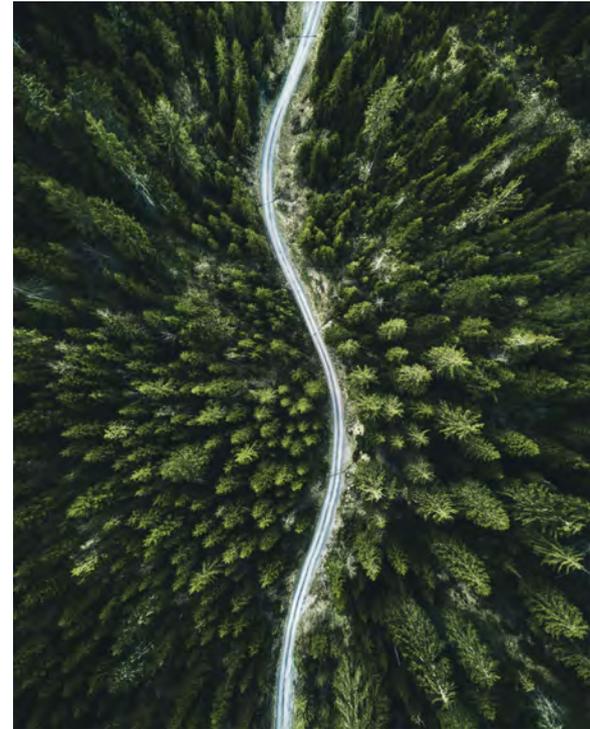
A view from the cloud, from the ground and everywhere in between. Barracuda has an eye toward protecting customers every step of the way.

People

Everything starts with the customer. We depict them in a manner that is natural and authentic.

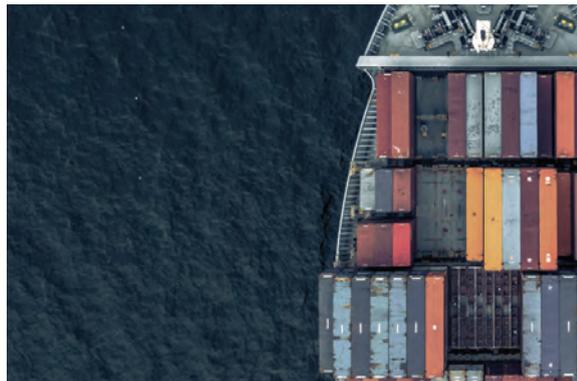
Style

Barracuda imagery is custom-styled to create a distinctive mood that is striking, memorable and feels secure.



Images in storytelling sequence

To fortify the experience of a customer journey, images can be used in succession to illustrate steps in a successful product experience.



Macro view of the industry →



The customer at work →



A protected work force →



Delivering products successfully

Creating the look

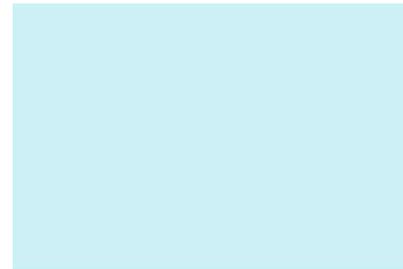
To create a proprietary look for Barracuda imagery, a simple three step process can achieve a unique look with any stock or original photography.



Step 1. Original stock photo →



Step 2. Desaturate →



Step 3. Add filter →



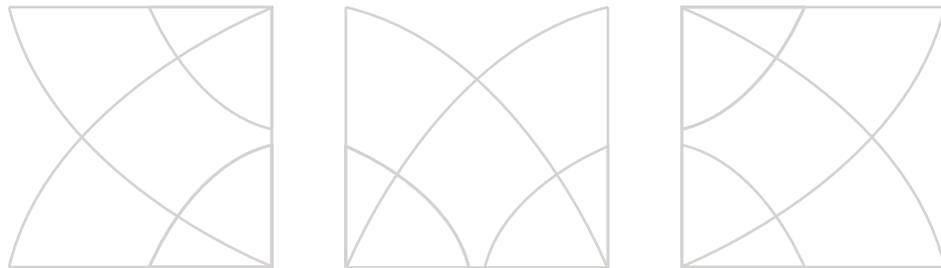
Final treatment

→ Use only images and vector files that are supplied by the Barracuda Creative Studio.

Graphic device » the macro scales

A key visual device for this system is the use of an abstract pattern inspired by the scales of a barracuda. In the same ways that Barracuda provides protection, the scales of a fish provide armor for the animal to survive attacks and infections.

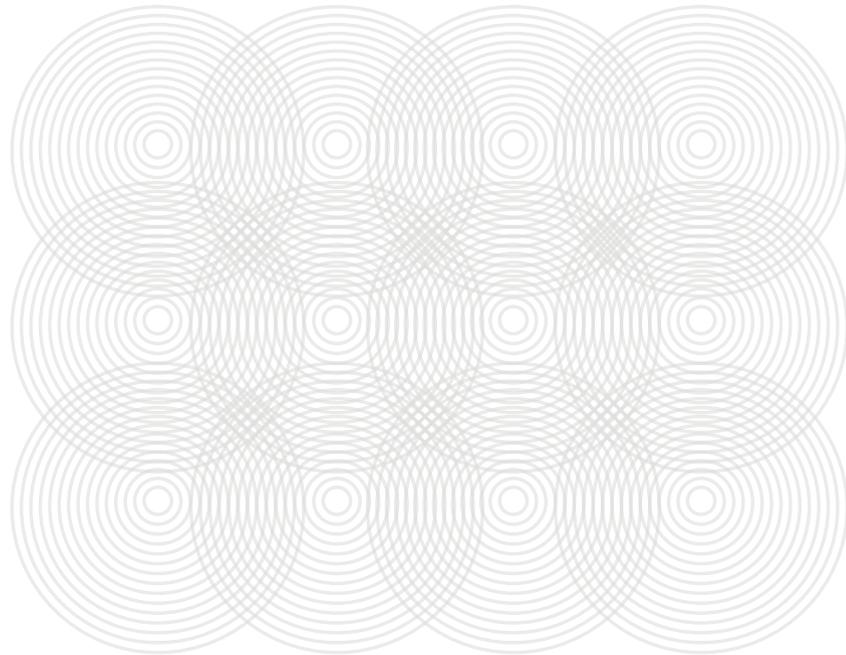
This overlay, as well as others on the following page provide interesting and unique depth and texture over solid colors, gradients and photographs.



Macro scales over photograph

Graphic device » the micro scales

The 'micro scales' are a series of overlapping concentric circles that combine for a scale-like texture. This technique provides another original way to create texture and depth.

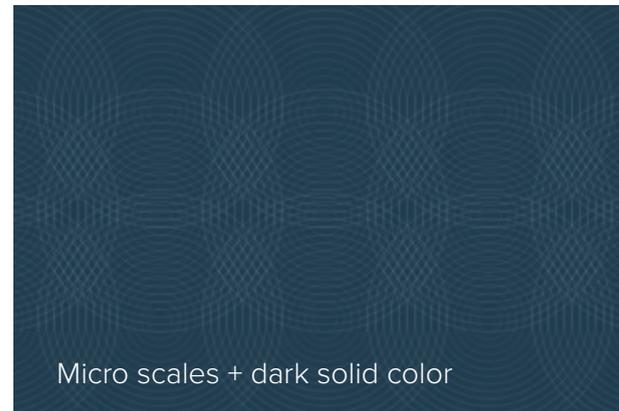


Micro scales used with Barracuda Blue and Barracuda Teal for background in web site

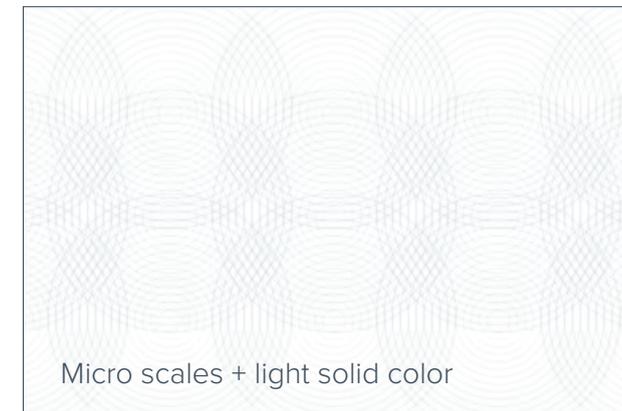
Graphic device » other treatments

Other approved examples of combining textures with color are displayed. Ocean textures are also available. Combining color, gradients and imagery creates a look and feel that is unique for Barracuda.

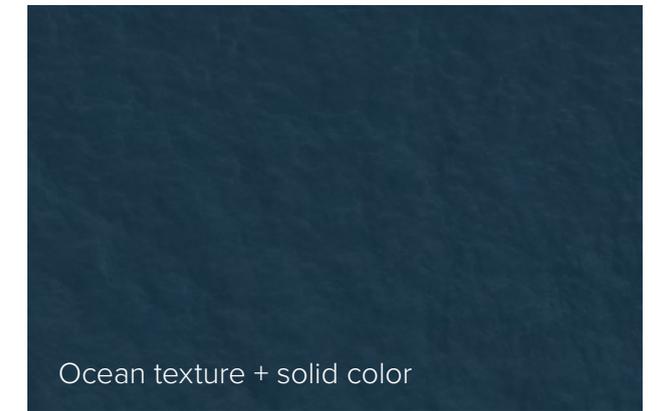
Always contact barracuda_studios@barracuda.com to obtain the correct vector files.



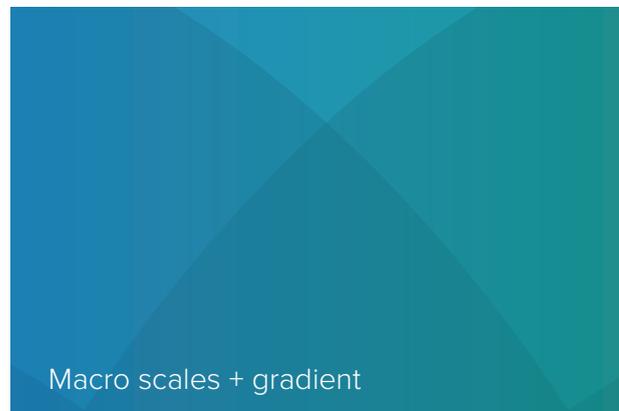
Micro scales + dark solid color



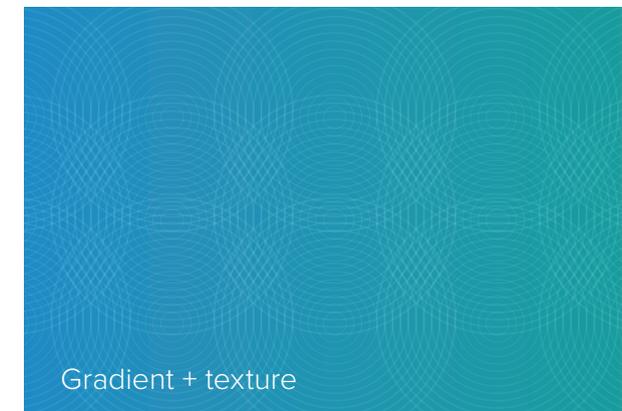
Micro scales + light solid color



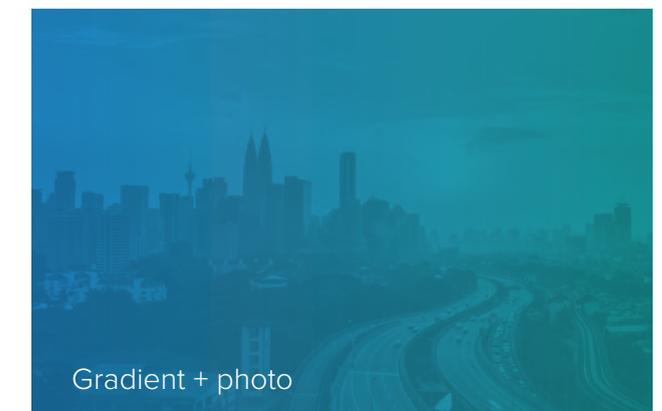
Ocean texture + solid color



Macro scales + gradient



Gradient + texture



Gradient + photo

Photo gallery » treated examples

This page demonstrates a range of images that have been selected and treated for use on the web. Note that it includes epic environments and people from unique, interesting angles.



Cloud Generation Firewall



Web Application Firewall



Email Security Gateway



SD-WAN



Backup



Essentials



Total Email Protection



PhishLine



4.0 Color

The colors in the Barracuda visual system have been carefully chosen to represent the brand in a manner that is both vibrant and prescriptive. New colors have been added, while others have been removed. Please observe these guidelines closely.

Color palette » the life aquatic

The Barracuda color palette is inspired by oceanic life. From the sea, to the sun to the silver scales of a Barracuda, these colors harmonize to create an environment representing a natural habitat that is peaceful but in control.

Primary colors for brand



Gradient blends



Barracuda Blue to Sky Blue



Barracuda Blue to Barracuda Teal



Barracuda Blue to Octopus Purple



Barracuda Blue to Seagrass Green

Secondary colors for products



Sky Blue



Octopus Purple



Seagrass Green



Starfish Orange

Tertiary colors for backgrounds



Humpback Gray



Deep Ocean



Scale Gray



Coastal Sand



Breaker White

Special use colors



Sunrise Yellow

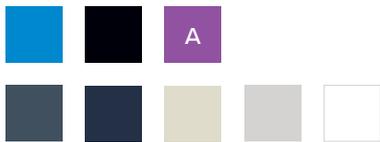
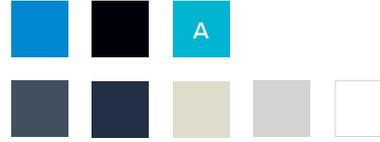


Coral Orange

Color palette » usage and specifications

For the Barracuda color palette to function correctly, proper color assignments must be followed. Each color category contains the primary Barracuda colors plus a unique accent which are not to be mixed and matched.

Color groups

<p>Brand</p> 	<p>Network and Application Security</p> 	<p>Email Security</p> 
	<p>Data Protection</p> 	<p>Public Cloud Security</p> 

	PANTONE	CMYK	RGB	HEX
Barracuda Blue	PMS 3005	C:100 M:31 Y:0 K:0	R:0 G:136 B:206	0088CE
Barracuda Black	PMS Black 6	C:100 M:79 Y:44 K:93	R:0 G:0 B:6	000006
Barracuda Teal	PMS 3268	C:86 M:0 Y:53 K:0	R:0 G:176 B:152	00B098
Sky Blue	PMS 3125	C:84 M:0 Y:18 K:0	R:0 G:181 B:209	00B5D1
Octopus Purple	PMS 2582	C:48 M:80 Y:0 K:0	R:146 G:83 B:161	9253A1
Seagrass Green	PMS 368	C:54 M:0 Y:100 K:0	R:130 G:195 B:65	82C341
Starfish Orange	PMS 124	C:0 M:30 Y:100 K:0	R:253 G:185 B:19	FDB913
Humpback Gray	PMS 432	C:30 M:10 Y:0 K:75	R:66 G:81 B:96	425160
Deep Ocean	PMS 7547	C:87 M:76 Y:48 K:45	R:38 G:49 B:70	263146
Scale Gray	PMS Cool Gray 2	C:16 M:12 Y:13 K:0	R:212 G:212 B:211	D4D4D3
Coastal Sand	PMS 7534	C:5 M:5 Y:15 K:8	R:222 G:217 B:201	DED9C9
Breaker White		C:0 M:0 Y:0 K:0	R:255 G:255 B:255	FFFFFF
Sunrise Yellow	PMS 106	C:0 M:1 Y:60 K:0	R:255 G:243 B:135	FFF387
Coral Orange	PMS 1665	C:0 M:83 Y:86 K:0	R:240 G:83 B:54	F05336



5.0 Typography

The Barracuda type system employs two typefaces that when combined, create a unique look for Barracuda. When used correctly, they create a tone that is both impactful and conversational.

Typography » headline typeface

Museo Slab is a slab serif typeface that is used primarily for headlines. The personality of this font lends itself naturally to the Barracuda look and feel. It should not be replaced by a different typeface that approximates the look.

For the Barracuda system, Museo Slab 100, 300, 500 and 700 are available.

Museo Slab 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

→ For PowerPoint presentations and other applications where the brand fonts are not available, **Segoe UI** is the replacement for Museo Slab and Proxima Nova.

Museo Slab 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Typography » subhead and body typeface

Proxima Nova is a sans serif typeface that is used for body text and subheads, and is available in light, regular, medium and semibold.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Typography » creating headlines

In this example, Museo Slab 500 is in 38pt. on 42pt. leading for the headline. A combination optical and manual kerning is used. Proxima Nova regular is used for the call to action.

The Journey Line

Used sparingly, the “Journey Line” can be useful to emphasize a point. This is primarily for high impact marketing visuals, such as adverts, home page imagery and social media.

Only one word should be emphasized. It should be the word in the line highlights a unique benefit, or what would be emphasized if actually spoken.

The color chosen for the line should connect to the business line it is associated with. For general brand use, the Barracuda Blue or Barracuda Teal. If used for the headline of an email security ad, the color would be Seagrass Green. Refer to the color guidelines in section 4.2 for further detail.

- The thickness of the ‘Journey Line’ should match the height of the period (.) in Museo Slab as set in the headline.

Your business is a
journey. Let's secure it.

Get started [↗](#)

CTA

Journey line

Stroke thickness is dictated by height of period.

Can we protect your
email end-to-end? Totally.

Total Email Protection from Barracuda [↗](#)

Typeface » pan-Asian

Source Han is the typeface for headlines, body text and subheads for Traditional Chinese, Simplified Chinese, Japanese and Korean. It is available in light, regular, medium and semibold.

通过更快的事件响应提高电子邮件保护。

Source Han Sans Light

这句话后来演变成“饮水思源”这个成语
意为喝水的时候想

Source Han Sans Regular

这句话后来演变成“饮水思源”这个成语
意为喝水的时候想

Source Han Sans Medium

这句话后来演变成“饮水思源”这个成语
意为喝水的时候想



6.0 Product identification

A new system has been developed to clearly indicate a specific line of business. Each is designed to carry a unique and memorable identity inside a family system.

Product category identification

The product category system is designed to provide easy, at-a-glance sorting. The symbols are an abstraction of the letters representing each category. The linear shapes are a simple indication of data and protection in action. Each product category carries its own color taken directly from the secondary color palette.



Email Protection

EMAIL PROTECTION

Total Email Protection Bundle

Combines Essentials, Sentinel, and Phishline.

Essentials

All-in-one email security, backup, and archiving service

Sentinel

A.I.-based protection from spear phishing, account takeover, and business email compromise

PhishLine

Anti-phishing training and simulation platform

Archiving

Solutions for data retention, compliance, and eDiscovery



Network and App Security

NETWORK AND APP SECURITY

CloudGen Firewall

Protection that goes beyond next generation firewalls

SD-WAN

Reduce network costs and ensure availability

IoT Devices

Protect your Internet of Things

Web Application Firewall

Protect websites and applications from cyber-threats

WAF-as-a-Service

Protect every web app, hosted anywhere, in minutes

Web Security and Filtering

Makes web browsing safe and preserves bandwidth



Data Protection

DATA PROTECTION

Backup

Cloud-integrated protection for business-critical data wherever it resides

Cloud-to-Cloud Backup

Cloud-based backup and recovery to protect Office 365 emails and data from accidental and malicious data loss



Public Cloud Security

PUBLIC CLOUD SECURITY

CloudGen Firewall

Protection that goes beyond next generation firewalls

CloudGen WAF

Protect applications and websites in the public cloud

Product name rules and conventions

It's important to consistently follow the correct product names when written in communications.

- Product names are always written or typeset in title case.
- All official product names begin with 'Barracuda', such as 'Barracuda CloudGen Firewall'.
- Product names are singular, not plural. Barracuda CloudGen Firewall, *not* Barracuda CloudGen Firewalls.
- First mention should always include the full product name, but can be shortened after for ease of language by removing 'Barracuda'. (i.e. CloudGen Firewall).
- Product names are straightforward and descriptive.
- Certain product names are stylized or contain hyphens, and must be repeated consistently. Examples are demonstrated on this page.

Barracuda CloudGen Firewall™

Stylized as one word

Barracuda PhishLine™

Stylized as one word

Barracuda WAF-as-a-Service™

Capitals Hyphenation

Barracuda Cloud-to-Cloud Backup™

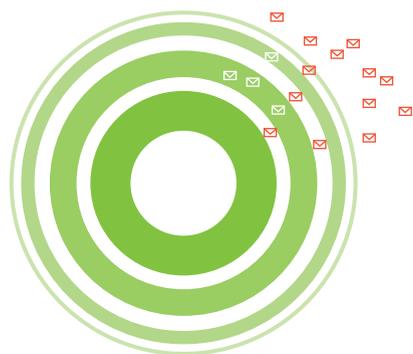
Hyphenation



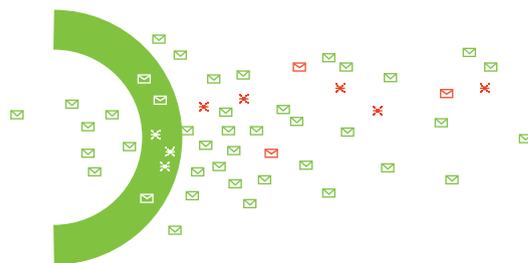
7.0 Information graphics

Our unique illustrations and icons are designed for storytelling and intuitive identification. These artifacts are custom drawn specifically for the Barracuda visual identity.

Information graphics » illustrations



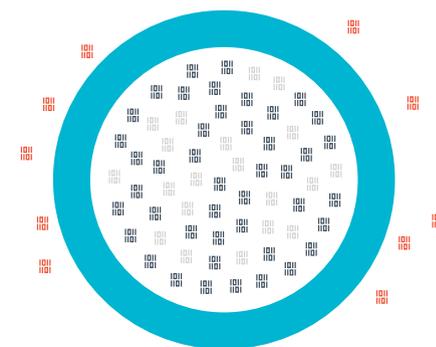
Block advanced threats
Barracuda Essentials



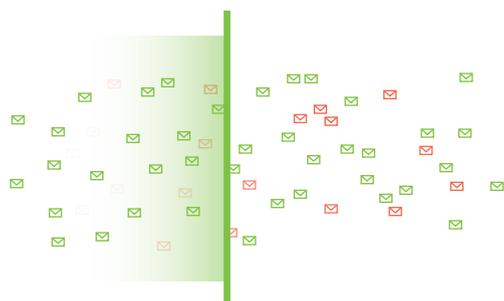
Stop malware with inbound filtering
Barracuda Essentials



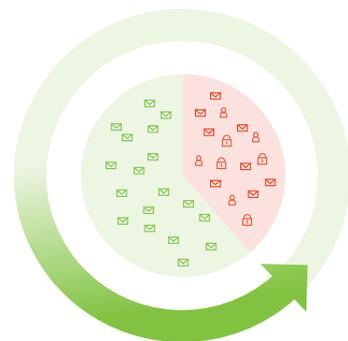
Protect data wherever it resides
Barracuda Backup



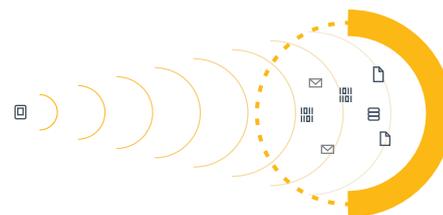
Eliminate latent threats from cloud storage
Barracuda Cloud Security Guardian



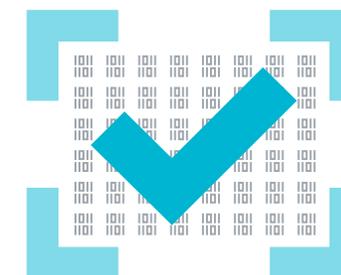
Forensics
Barracuda Essentials



Keep your data safe with cloud backup
Barracuda Essentials



Recover data fast from anywhere
Barracuda Backup

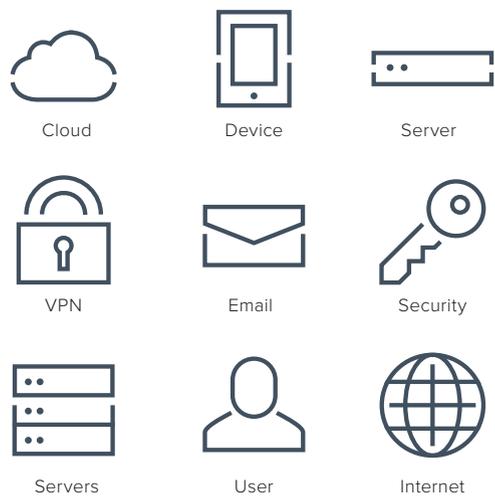


Enforce security policy compliance
Barracuda Cloud Security Guardian

Information graphics » icons: one color

Icons can be useful to represent subjects in a variety of applications. When applied correctly they provide quick identification and sorting of ideas. If an icon is too complex or irrelevant it will only obfuscate its intent.

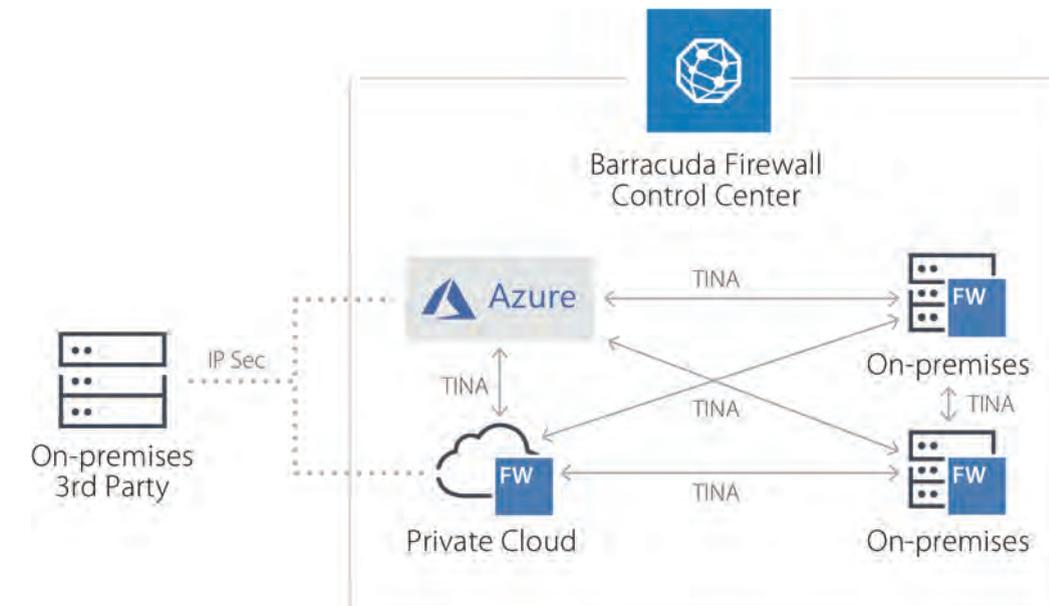
- Icons should represent a single idea and not repurposed
- Icons are available only in one and two color versions
- Contact barracuda_studios@barracuda.com for new icon creation



Icons in one color positive form



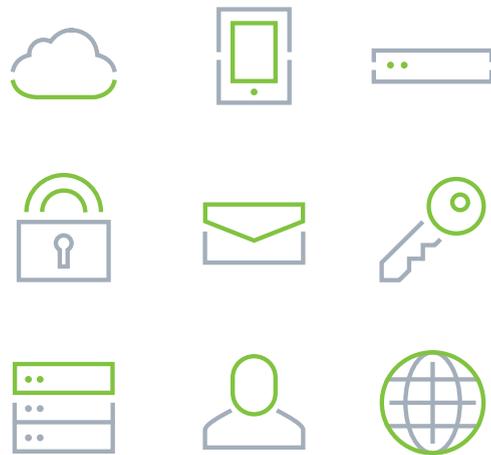
Icons in one color reverse form



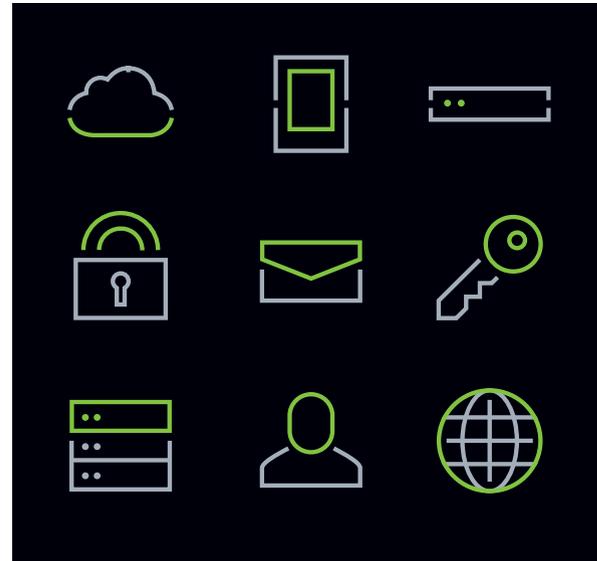
Icon usage in a diagram using Humpback Gray

Information graphics » icons: two color

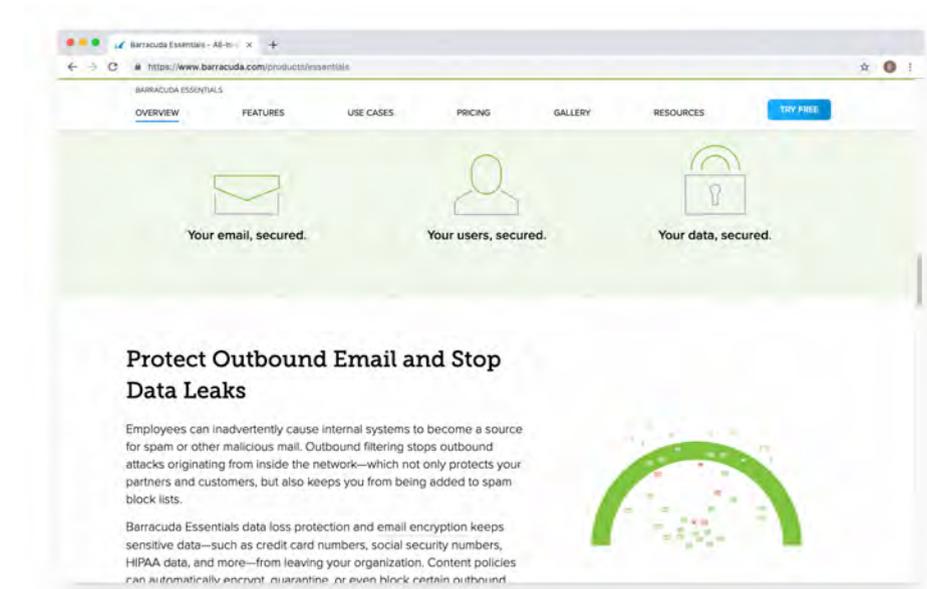
Our two color icon style is represented here. The gray lines are 40% Humpback Gray, which translates to either a white or black background. The accent color must associate with the the product category. In this example, Seagrass Green is indicated for email protection.



Icons in two color, positive form



Icons in two color, reverse form



Iconography and illustration used on a web page.

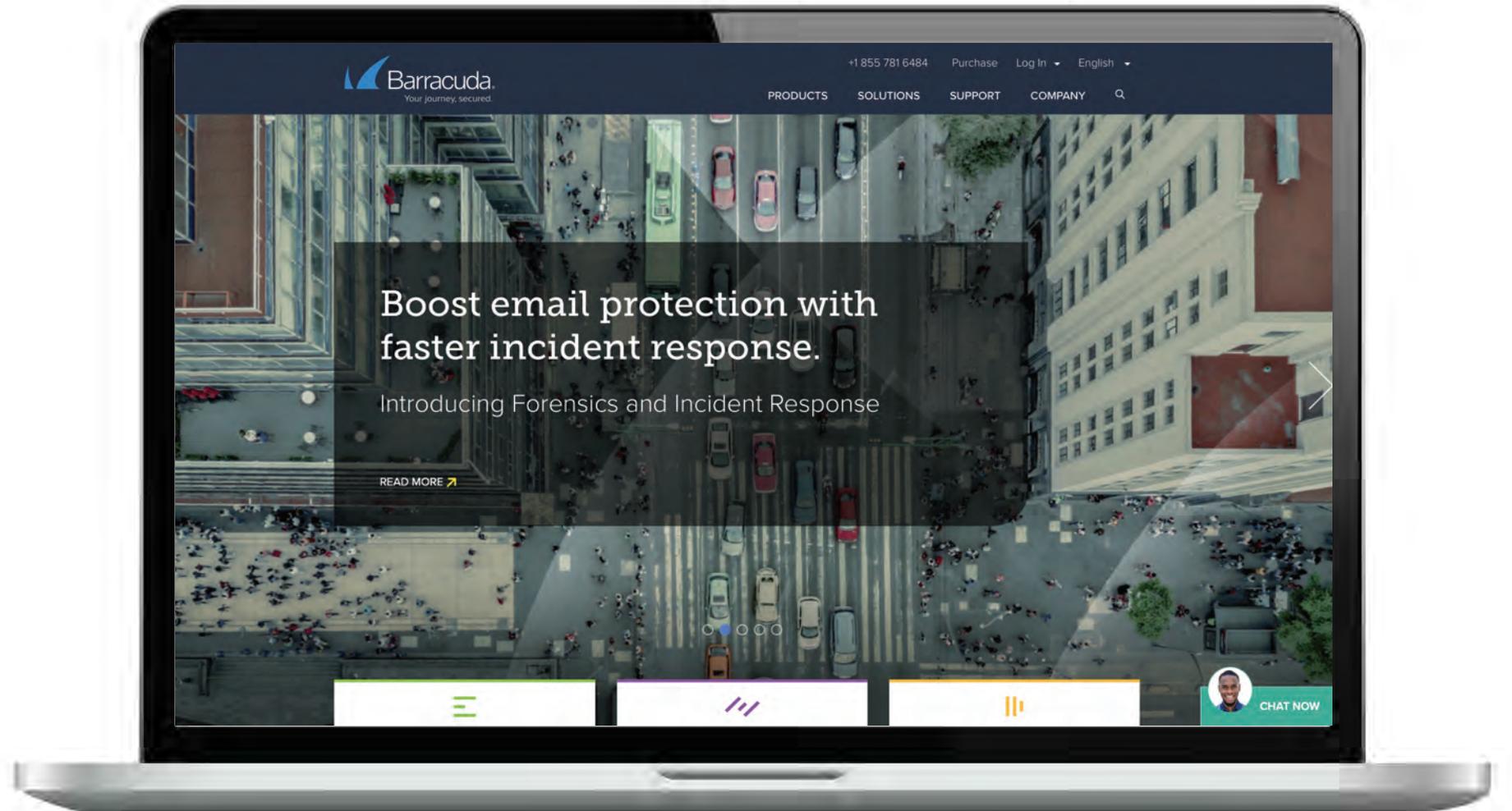
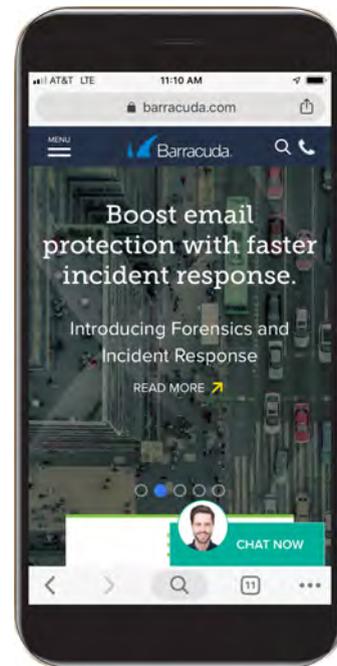


8.0 Showcase

The following contains examples new communications that follow these guidelines closely. This section will continue to expand to include only the work. To submit an exhibit for consideration, please email barracuda_studios@barracuda.com.

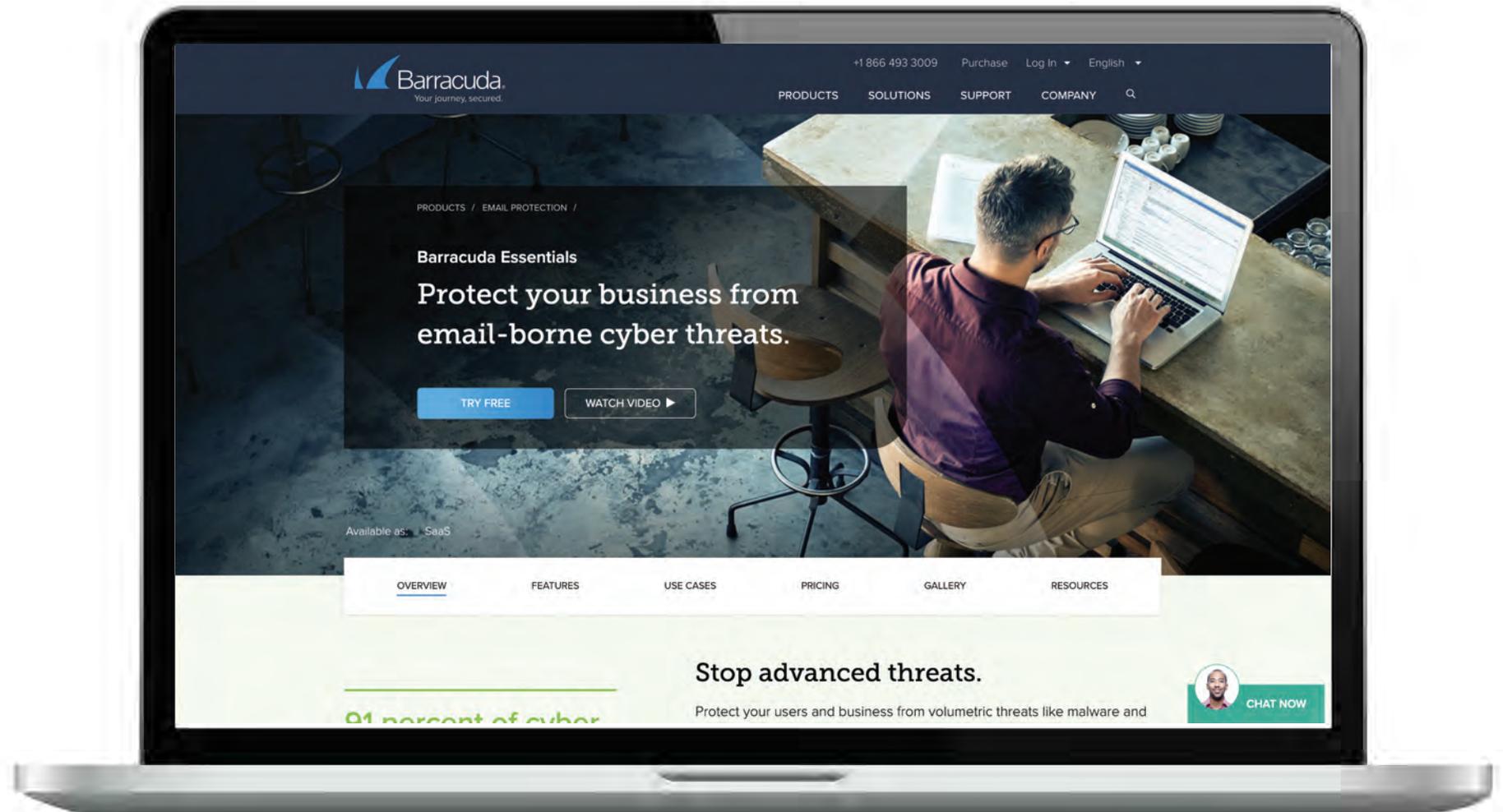
Web site » home page

Barracuda.com has been updated to include vibrant new imagery, simplified menus and navigation, improved UX and microinteractions. This example demonstrates a home page carousel.



Web site » product page

An example of a product page. Video content is presented above the fold to encourage greater viewing.



Web site » barracuda.co.jp

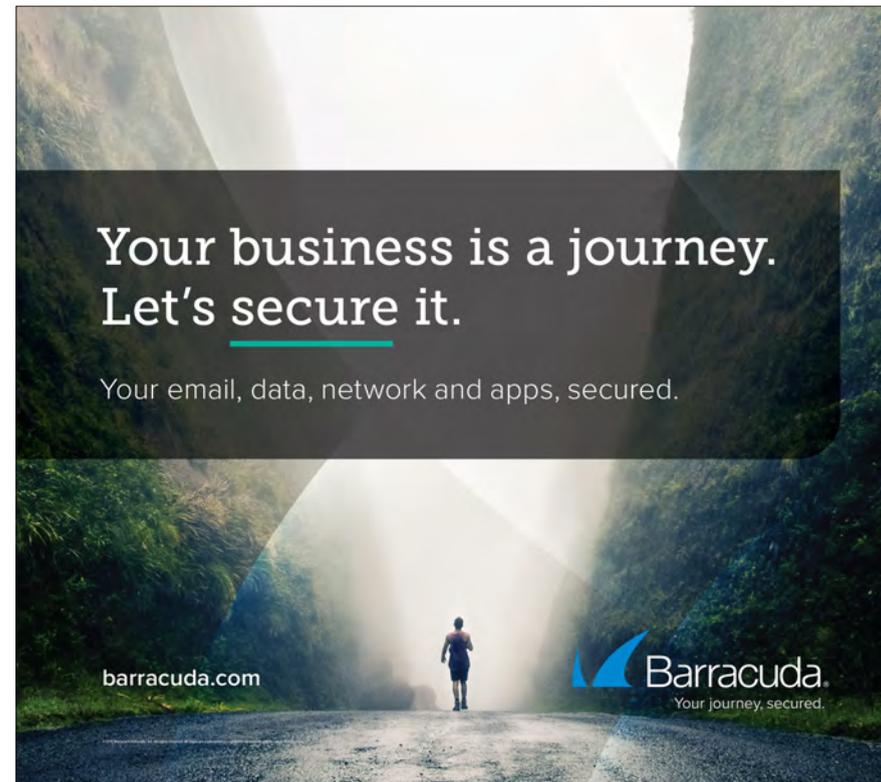
Our Japanese web site follows closely with other communications, with imagery adjustments made for regional authenticity.



Advertising » out of home

Barracuda targets audiences far and wide in metropolitan airports throughout the United States. Brand messaging is combined with a photographic background, while the product ads are set against the macro scales graphic.

Advertising provides an excellent opportunity to express the brand tone of voice with clever headlines and direct language.



Brand airport ad



Product airport ad

Advertising » out of home



Product ads in position at Denver International Airport



Product ad in position at Minneapolis/St. Paul International Airport

Advertising » digital

Barracuda has an aggressive digital advertising program that includes paid search, remarketing and social media. Messaging is tailored to specific audiences relative to their position in sales funnel.

Barracuda.
Your journey, secured.

Don't get caught with your network down.

Get the easiest way to connect and secure your network with **Barracuda CloudGen Firewall.**

[GET STARTED](#)

Network and Application Security

Barracuda.
Your journey, secured.

It's time to get real. Real secure.

Get connectivity, security and zero touch deployment with **Barracuda CloudGen Firewall.**

[GET STARTED](#)

Barracuda.
Your journey, secured.

Open for business, closed for email attacks.

Keep your business, email and data safe with **Barracuda Essentials.**

[GET STARTED](#)

Email Protection

Barracuda.
Your journey, secured.

Give spear-phishing attacks the hook.

Use real-time AI to block email threats with **Barracuda Sentinel.**

[GET STARTED](#)

Barracuda.
Your journey, secured.

Ransomware protection—without the ransom.

Recover from advanced threats and human error in no time with **Barracuda Backup.**

[GET STARTED](#)

Data Protection

Barracuda.
Your journey, secured.

Protect business data wherever it resides.

Get fast recovery of cloud and on-premises data with **Barracuda Backup.**

[GET STARTED](#)

Exhibitions » external

Pull-up banners are commonly used at events. Bold designs are necessary to break through the clutter of a busy environment.



Exhibitions » external

Booth environments should feel welcoming and informative. First impressions must be strong to draw visitors and provide an experience that align with the Barracuda brand.



Cloud Expo event in London



Exhibitions » internal

Our sales kickoff events are important opportunities to communicate strong messaging and create hype for employees. The branding can take on a life of it's own to support the key theme, but must also be highly derivative of the Barracuda brand essence and visual identity.



Sales Kick-off FY20 daytime digital sign



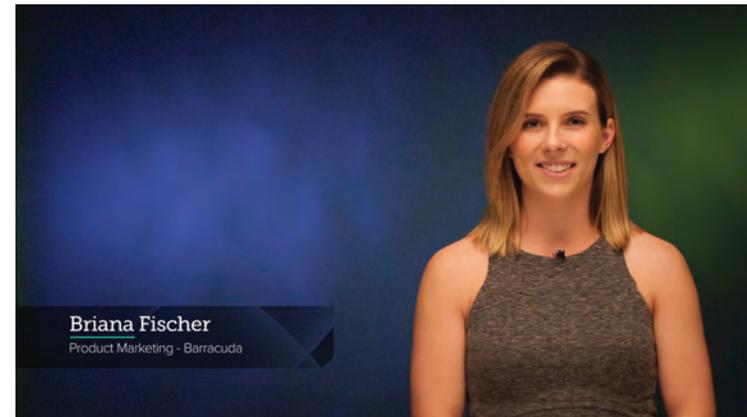
Sales Kick-off FY20 nighttime digital sign

Video » lower-thirds

Lower thirds are the space that occupies the lower area of the screen and typically identifies the name of the person on screen. These six versions are available.



Transparent Barracuda Black



Transparent Barracuda Black + macro scales



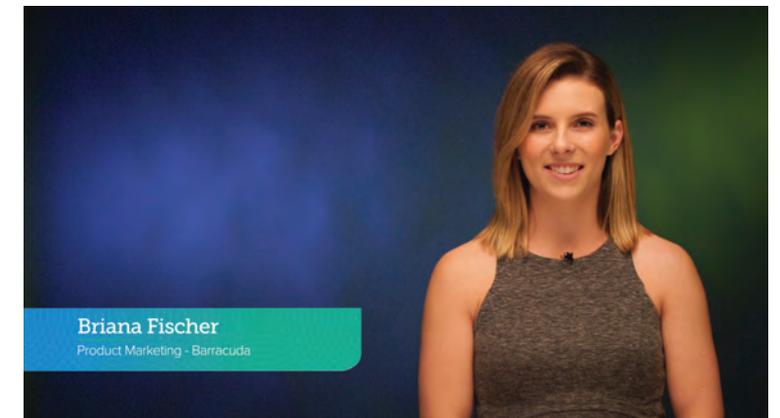
Transparent Barracuda Black + micro scales



Barracuda Blue to Barracuda Teal + macro scales



Barracuda Blue to Octopus Purple + macro scales



Barracuda Blue to Barracuda Teal + micro scales

Video » bumpers

Animated end bumpers provide a stylish and consistent way to conclude every external facing Barracuda video. Click the hyperlinks below to view the animations.



End bumper with logo animation against white



End bumper with logo animation against black

Collateral

Our collateral system is deep and varied, but maintains a standard grid system and and many shared styles. In addition to these examples, the system also includes solution briefs, data sheets, line cards, listicles, hunter cards and more.

For access to templates please email barracuda_studios@barracuda.com.

Total Email Protection
The world's most comprehensive email protection, made radically easy.

One SKU. All-Inclusive price. Built in discount.
SKU: BTEP100a12

Barracuda Essentials + **Barracuda Sentinel** + **Barracuda PhishLine**

The Pitch Advantage

- Shorter Sales Cycle
- Larger Deal sizes
- Single SKU

Historically you may have pitched Barracuda Email Security products as a choose-your-own adventure type of security. Yes this may have increased your deal size, however with it came more products and more decisions to be made, which may have resulted in budget implications and an extended sales cycle. Well... not anymore! With Barracuda Total Email Protection, it's one story, one sales cycle, and one SKU. Your customers get complete email security with a built in 17% discount. You get a shortened sales cycle and increased deal sizes. It's a Win-Win.

The Competitive Advantage

With Barracuda you get full stack **gateway defense, resiliency, inbox defense, and awareness.** Features that Microsoft, Mimecast, and even Proofpoint can't fully support. It's always faster and easier to have a "we have something that they don't" conversation with your customer. The conversation is no longer competition vs. Barracuda Essentials. It's now competition vs. Barracuda. The difference is clear.

The Threat Landscape

- 74% of all security breaches start with an email attack
- \$12B Business Email Compromise has cost businesses \$12B since 2013
- 78% of account takeover cases are results of a successful phishing attack
- 92% of malware is still delivered by email

The Barracuda Protection

- 1B Emails Protected Each Day
- >60K Email Protection Customers
- 17B Messages Archived
- 2.5M Mailboxes Trained On

For more information or assistance with your opportunities, contact your dedicated Channel Manager at channelteam@barracuda.com

Channel partner fact sheet

Barracuda.
Your journey, secured.

La sécurité juridique de votre archivage
avec Barracuda Message Archiver

LIVRE BLANC

EMAIL PROTECTION

White paper

Barracuda.
Your journey, secured.

CASE STUDY

Barracuda Email Protection Provides Cape Air Peace of Mind

Cape Air
Where you need us.

About Cape Air

Cape Air is the largest independent regional airline in the United States, serving the United States, Caribbean and Micronesia. It primarily flies short runs between its hubs and smaller community airports, usually within about 200 miles. The organization is also known for excellent customer service and their high frequency of flights.

Spam Inundation, Targeted Spear-Phishing Attacks, and Account Compromise

Lon Gifford is Cape Air's IT Applications and Systems Manager. He administers the mail system, manages the deployments of software packages and oversees a team that manages the rest of the IT infrastructure. For email, Cape Air uses Office 365, and although Gifford thinks it's a great service, its spam filtering is what he calls "acceptable." Cape Air's stakeholders, especially its executives, were being inundated with spam. "Anybody who's had their email published out on the web somewhere [got spammed], and our PR people were just being bombarded," says Gifford.

Native tools didn't give IT administrators enough insight into and control over their risk posture. Cape Air was also a victim of a crypto locking virus that was delivered via email and infected one of its endpoints. Although the message had been flagged as spam, one user opened it and it infected the system. Additionally, one of Cape Air's employees had their account compromised via a fraudulent Office 365 login. The Microsoft impersonator then went on to use this employee's account to further attack another group within the organization. This event made Gifford realize that he needed to do something about this immediately since

Profile

- Airline headquartered at Barnstable Municipal Airport in Hyannis, Massachusetts
- Primarily flies short runs between its hubs and smaller community airports (roughly 100 miles on average)
- Founded in 1989
- 900 employees

Challenges

- Stakeholder's emails were being bombarded with spam
- Account compromise led to employees receiving targeted phishing emails

Solution

Barracuda Essentials and Barracuda Sentinel

Results

- Protected from spam, malware, and targeted spear-phishing attacks
- Brand and reputation defended against account compromise and domain spoofing
- Rapid, easy deployment

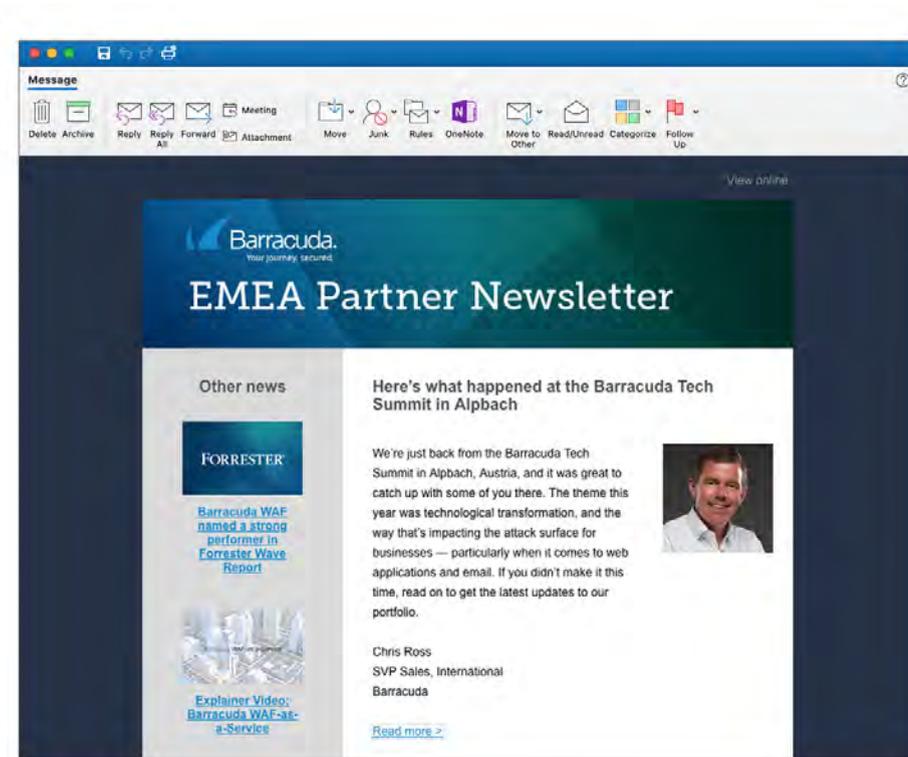
Barracuda Networks - CASE STUDY - Barracuda Email Protection Provides Cape Air Peace of Mind

EMAIL PROTECTION

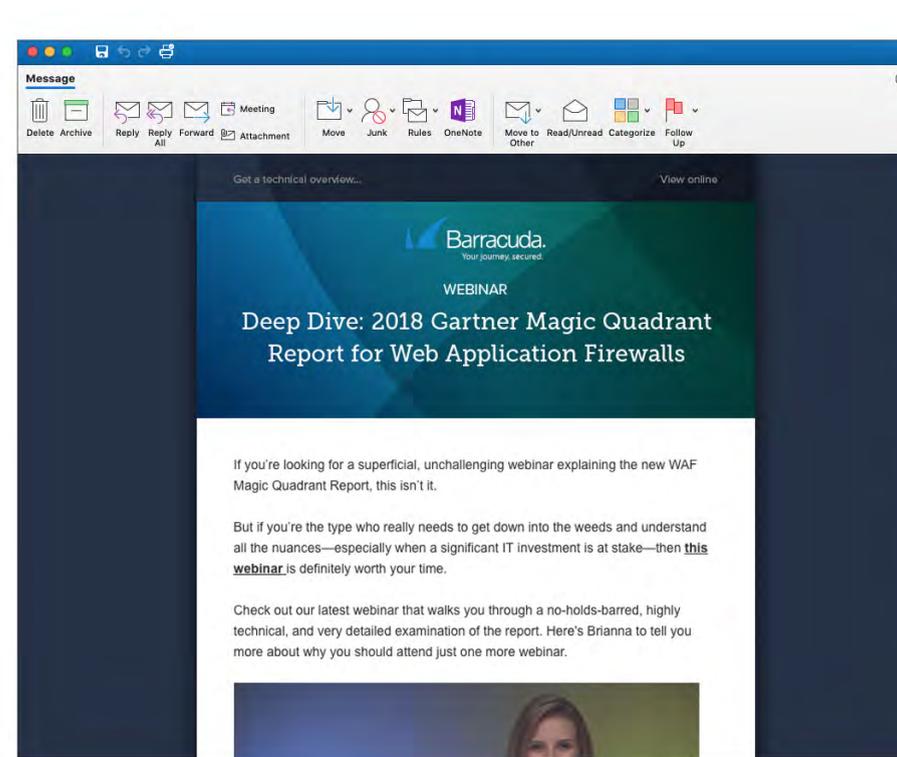
Case study

Email communications

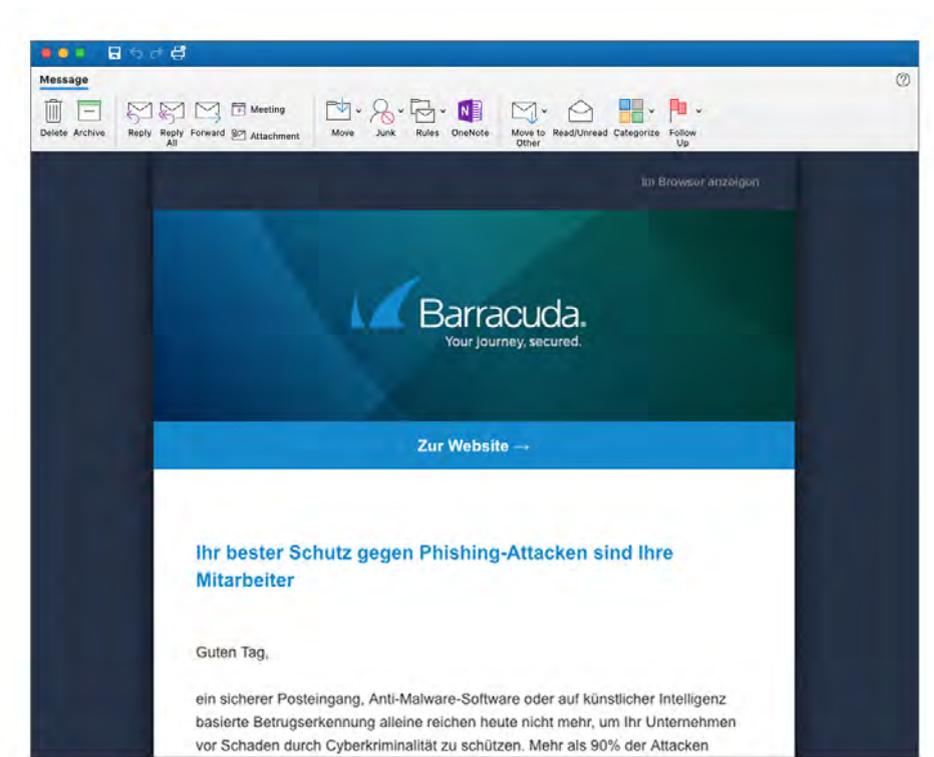
Email communications are an important customer and partner touchpoint. The same look and feel is applied globally for brand consistency.



EMEA channel partner newsletter



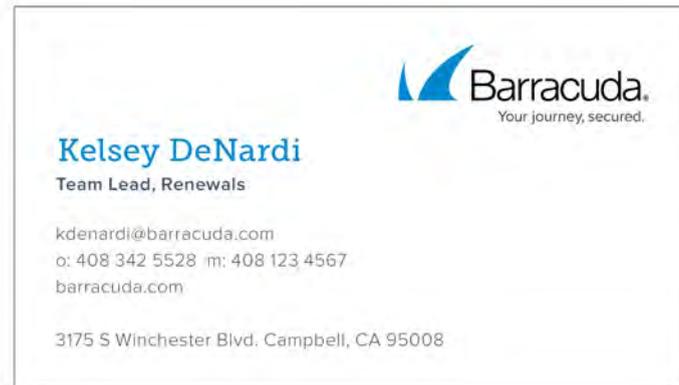
EMEA channel partner newsletter



EMEA autoresponder template

Corporate communications » business cards

Business cards are two-sided, with essential information on front, and graphics on the back. For regions in Asia, the option for a dual language card is available.



North American card front



Chinese card front



Barracuda MSP card front



North American card back



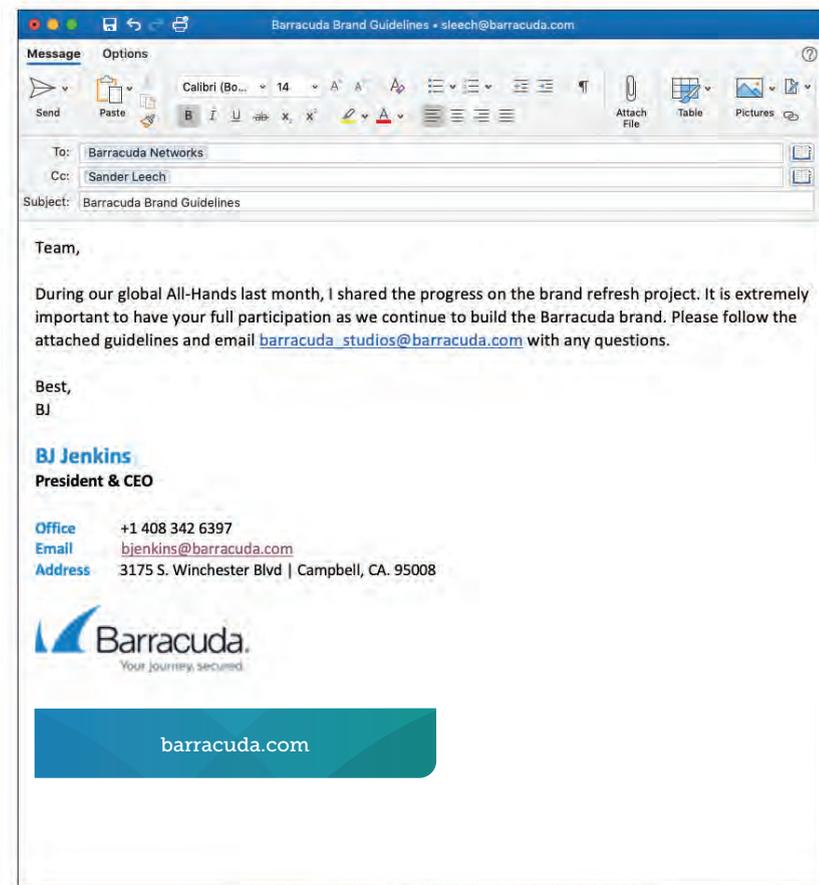
Chinese card back



Barracuda MSP card back

Corporate communications » email signatures

Consistent use of internal email signatures send a strong message to our audience. All signatures should follow identical formatting, with a choice of four different end tags: Standard, Email Protection, Network and Application Security and Data Protection.



BARRACUDA BRAND GUIDELINES

Standard tag



Email Protection tag



Network and App Security tag



Data Protection tag



Standard tag

Social media

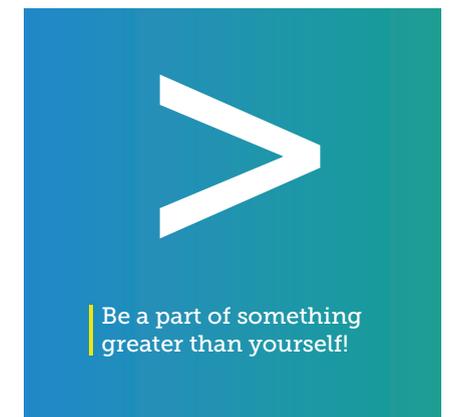
Due to the short attention span and multiple media sources these days, it's necessary to create eye-catching, thumb-scroll stopping assets for use in social media. These examples demonstrate effective executions.



LinkedIn webinar, event, and blog promos



Instagram examples





This is not the end

If you've just read these guidelines you have our appreciation.
If you follow them correctly we salute you. Further updates to these
guidelines will be published as we continue to build the Barracuda brand.

Please contact the Barracuda Creative Studio If you have any
questions or suggestions at barracuda_studios@barracuda.com.