

redis

Brand Guidelines

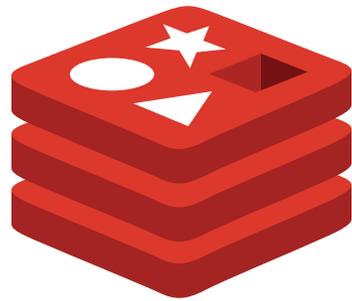
April 2023 v1



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Corporate Logo



Logomark

redis

Logotype

Logo Variations

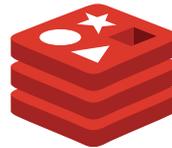
Primary Logo

The combination of the logomark and logotype makes up our primary logo.



Logomark

The logomark is reserved only for the Redis social media profile photo or for special circumstances, which must be approved by the Redis Creative + Brand team.

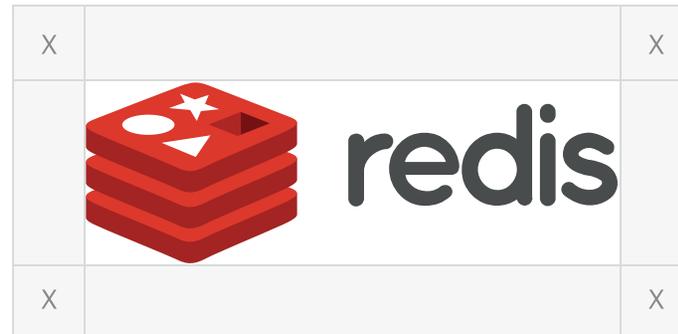


Clear Space

Primary Logo

When positioning the logo beside other elements, ensure there is sufficient spacing. The minimum distance is equal to the space of the “e” in the logotype.

Clear space = the space of the “e” in the logotype.



Logomark

Clear space = 2/3 the space of the “e” in the logotype.



Logo Misuse

To successfully reinforce the corporate identity, it is important that the Redis logo is presented accurately. Shown here are some common errors that could occur when using the logo. It is impossible to show all possible misuses, so if in doubt contact the Redis Creative + Brand team.



Do not alter the logo's proportion.



Do not alter the size of the logomark or logotype in relation to each other.



Do not use the logo on top of a busy graphic or image.



Do not change the color of the logo.



Do not add a drop shadow to the logo.



Do not outline the logomark or logotype.

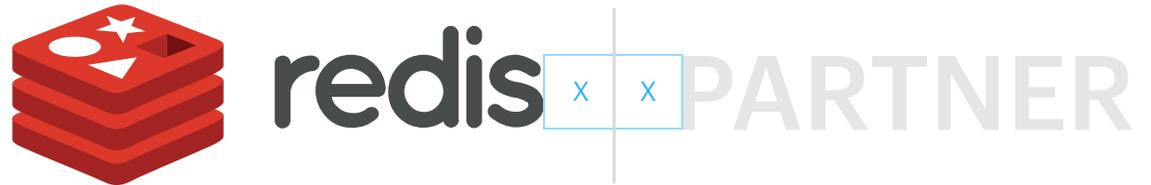
Corporate Partnership



Corporate Partner Lockup

Partner lockups are used to denote high-level corporate partnerships. Examples are shown for lockups used to represent the cloud partnerships between Redis and AWS, Google Cloud, and Microsoft Azure.

Examples are shown to the right for lockups used to represent the cloud partnerships between Redis and AWS, Google Cloud, and Microsoft Azure.



Enterprise Logo

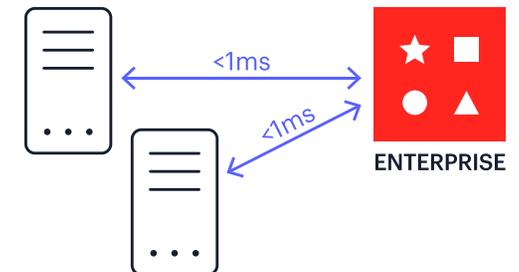
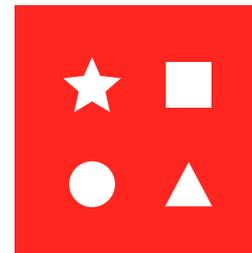
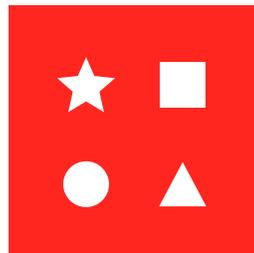
Original Isometric Logo

This original isometric version is still in use, but depending on the usage, the Creative + Brand team replaces it with the flat logo (see below).



Flat Logo

The flat logo was created to align with our color palette and our style of icons, illustrations, and diagrams (simple, clean, flat line art). We use this flat logo in diagrams on our website and throughout Marketing materials instead of the original isometric logo. It can be used with or without the "Enterprise" text depending on its use. To the right of the flat logos is a sample diagram using the flat logo.



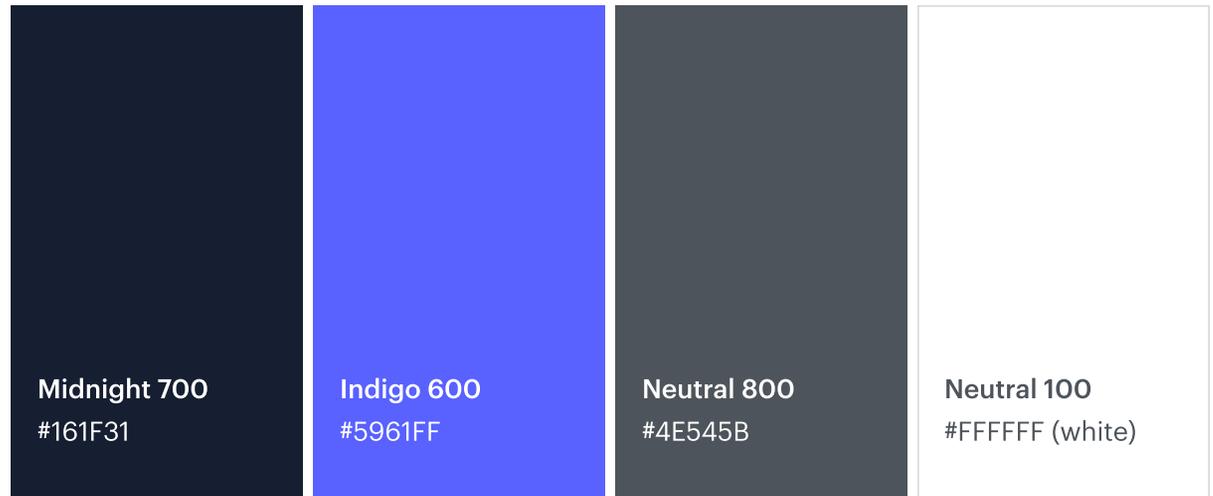
Brand Colors

The brand colors are reserved for only the Redis logo.

Brand Red 100 #DC382C CO M87 Y85 K0 Pantone 179 C	Brand Red 200 #A32422 C8 M93 Y78 K33 Pantone 7628 C	Brand Red 300 #741113 C16 M100 Y65 K58 Pantone 188 C
Brand Gray 100 #494C4D CO M0 Y0 K86 Black 86%		

Core Colors

Core colors are used in the majority of our web pages, presentations, and other collateral.



Secondary Colors

Secondary colors are limited to small pops of colors, such as for our accent icons or in some of our illustrations.



Tertiary Colors

Tertiary colors are extensions of the secondary colors with some darker and lighter tones. These colors have an even further limited use than our secondary colors. They apply to areas such as our accent icons or in some of our illustrations, but used sparingly.

Indigo 650 #454CD5	Indigo 500 #7688FF	Indigo 400 #AEB7FF	Indigo 300 #D2D7FE	Indigo 100 #F2F3FC
Purple 600 #990ADD	Purple 400 #FF8DFF	Purple 300 #FCBAFC	Purple 200 #FFDCFF	Purple 100 #FFFOFF
Teal 700 #065E5B	Teal 400 #B6F2FO	Teal 300 #D2FBFA	Teal 200 #E6FEFD	Teal 100 #FOFFFE
Orange 300 #FFD297	Orange 200 #FFEBD1	Orange 100 #FFF4E6		

Neutral Colors

Neutral 800 #4E545B	Neutral 700 #84898D	Neutral 600 #BFC2C4	Neutral 500 #D8DADB	Neutral 400 #E4E5E6	Neutral 300 #F1F1F2	Neutral 200 #F6F6F6
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Neutral 100 #FFFFFF (White)

Alert Colors

Negative Alert Red 500 #CF490E
--

Caution Alert Orange 500 #DF8B1B
--

Positive Alert Green 500 #0C8B57
--

Gradients

Dark: Midnight / Indigo

#161F31 / #3E1CC2

Dark: Midnight / Indigo

This is primarily used in backgrounds for **digital ads** and **event booths**. Gradient placement can vary, depending on its use. It can be linear or radial, corner to corner, top to bottom, etc. It can go from Midnight to Indigo or vice versa.

Dark: Purple / Teal

#4B138B / #009490

Dark: Purple / Teal

This is primarily used in backgrounds for **digital ads** and **website promo banners**. Gradient placement can vary, depending on its use. It can be linear or radial, corner to corner, top to bottom, etc. It can go from Purple to Teal or vice versa, but never place the Redis logo against the Teal.

Dark: Purple / Midnight / Teal

See Hex numbers listed below

#9C00BF, #3D0095, #2C0D6A,
#161F31, #103B47, #027E7C

Dark: Purple / Midnight / Teal

This is primarily used in backgrounds for **digital ads** and **occasionally a website hero background**. Gradient placement always stays as is.

Light: White / Indigo

#FFFFFF / #E9EBFD

Light: White / Indigo

This is primarily used in backgrounds for **digital ads**. Gradient placement can vary, depending on its use. It can be linear or radial, corner to corner, top to bottom, etc. It can go from White to Indigo or vice versa.

Light: Indigo / White - for website

#F2F3FC / #FFFFFF

Light: Gray / White - for website

#F6F6F6 / #FFFFFF

These two gradients are used as **section backgrounds on the website**. Gradient placement always stays as is: linear from top to bottom, color on top, and white on bottom.

Typography

Aa Bb Cc

[Graphik](#) is our primary brand font and should be used for all headlines, sub-headlines, body copy, titles, calls-to-action, and labels.

However, when it comes to our Google Docs, or Google Slides/presentations, we use the universal font, Calibri.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
!@#\$%^&*()-+[]{};'/,.**

Graphik Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Graphik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Graphik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Graphik Light

Iconography

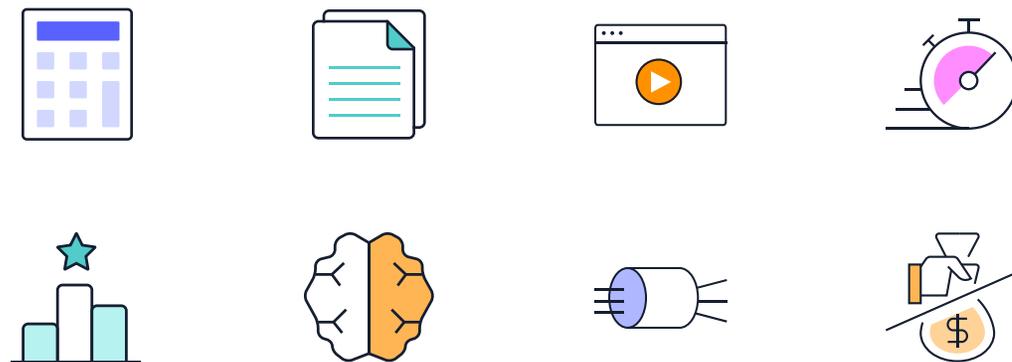
Primary Icons

Our iconography style is simple, clean, flat line art. These icons are used in presentations and the website. Icons are built with a 1pt stroke weight and within a 1-inch square. The sample to the right shows just a few. The full examples can be found in the Redis Corporate slide deck for Redis employees. As well, a full list and usage is provided with brand engagement. Color options for the line/stroke are: Indigo 600, Midnight 700, Neutral 700, and Neutral 100 (white).



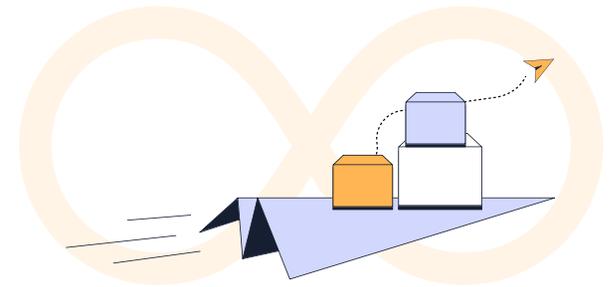
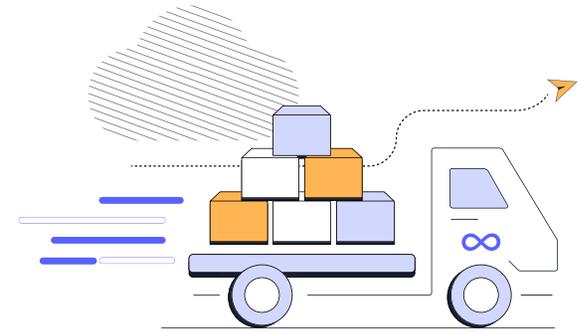
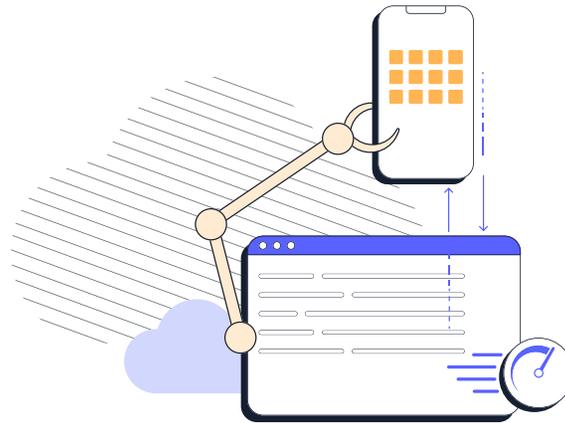
Accent Icons

This style of icon is a little more playful. The style approach remains the same using simple, clean, line art in Midnight 700, but here we see some areas filled in with a pop of color. These icons are reserved for key areas of the website. The sample to the right shows just a few.



Illustration

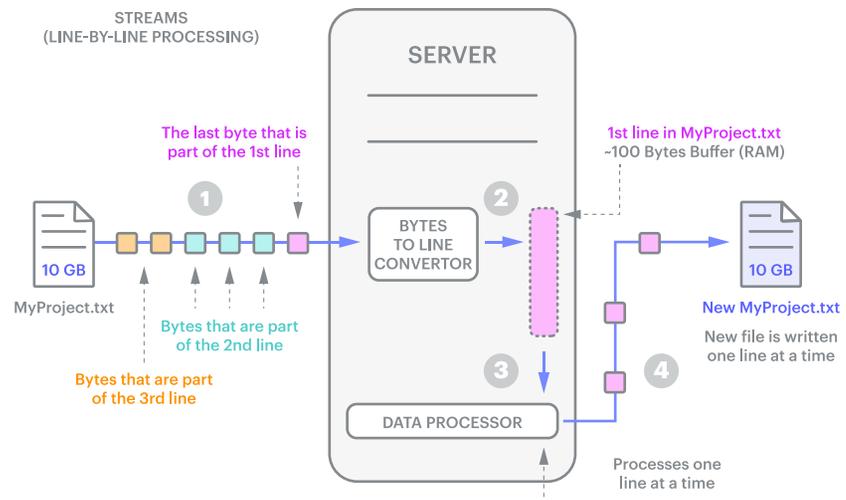
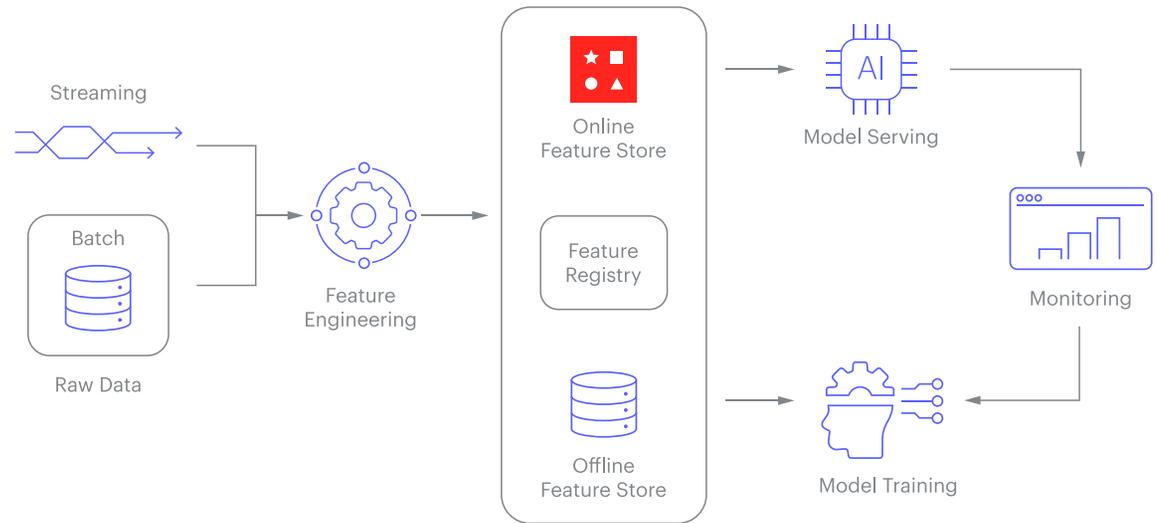
The personality of our illustrations can be fun and playful. The style is simple, clean, line art. We ground the base colors to Indigo, Midnight, and White. Then we add either a pop of Orange or Teal. The sample to the right shows just a few.



Diagrams

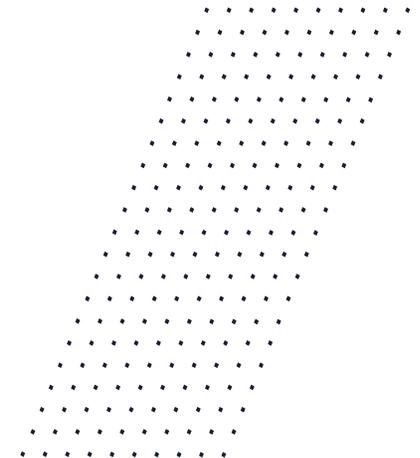
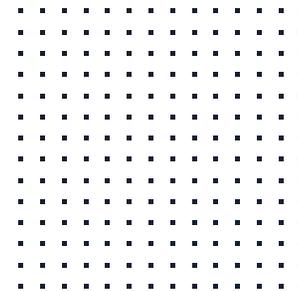
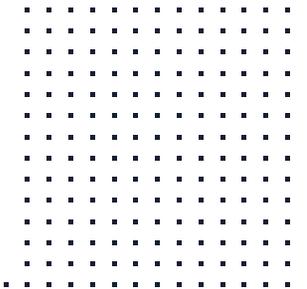
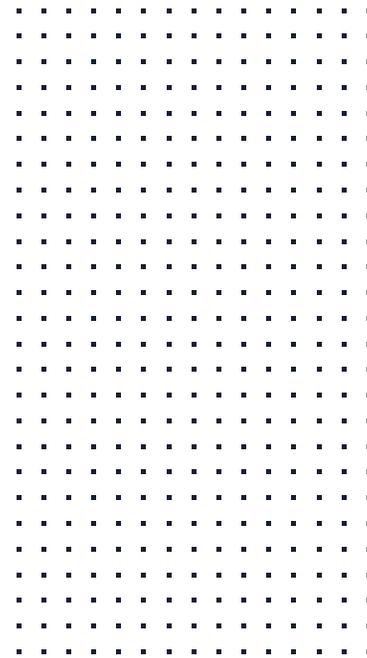
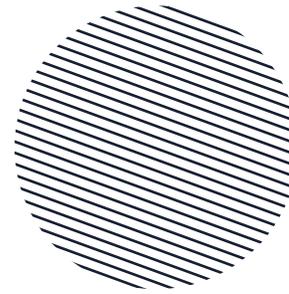
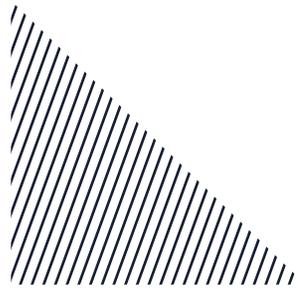
Redis diagrams are used throughout presentations and the website. The style is simple, clean, flat line art. Two examples are shown to the right. The top example is minimal and is the most widely used throughout the website and editorial assets.

The bottom example has a little more color and detail to it. This could be used in an editorial asset if needed.

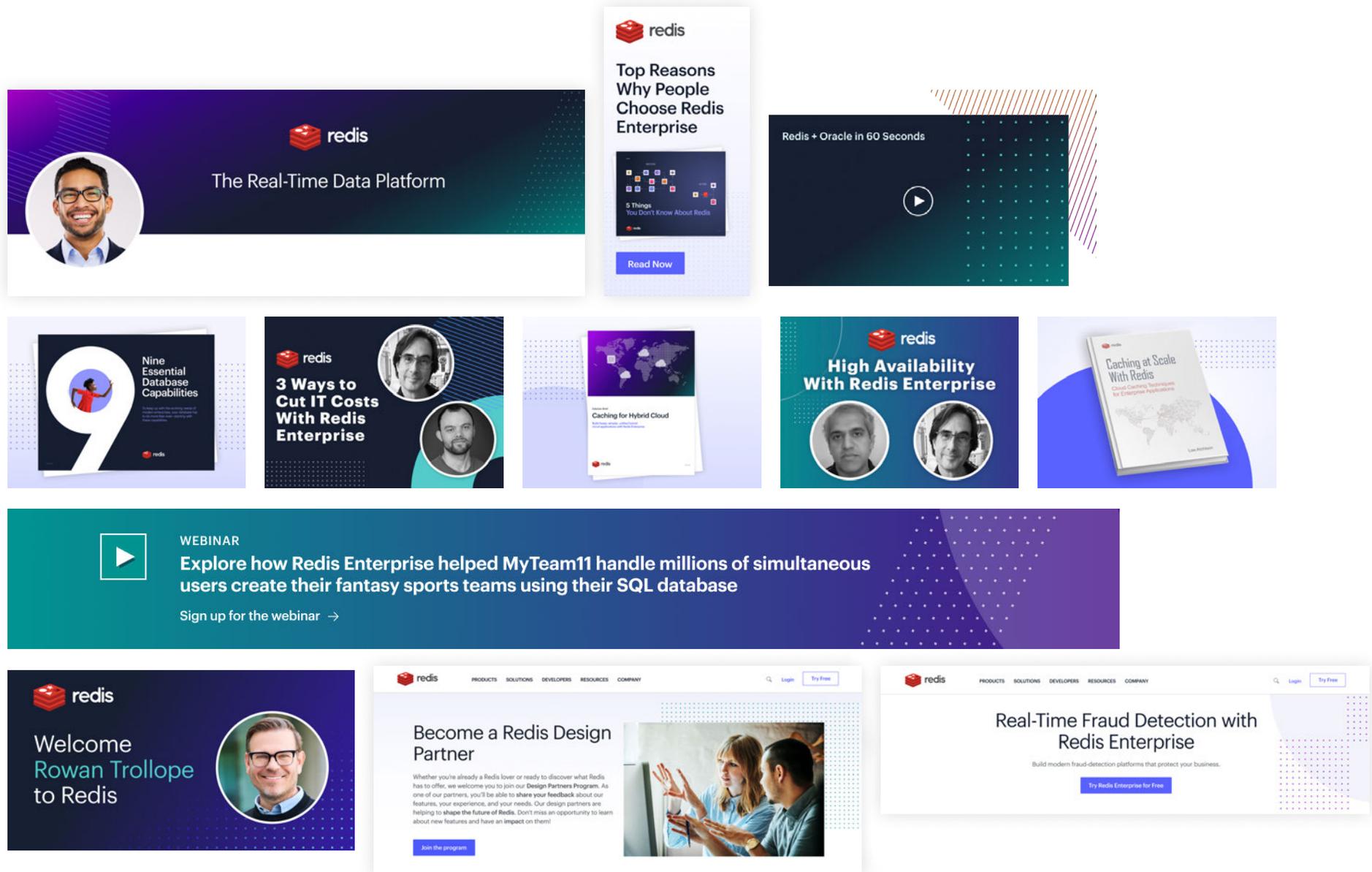


Patterns

Patterns and shapes are an extension from the shapes in the Redis logo. The lines and dots reference data in motion. We use them throughout our website and Marketing collateral for a layer of texture.



Pattern Applications

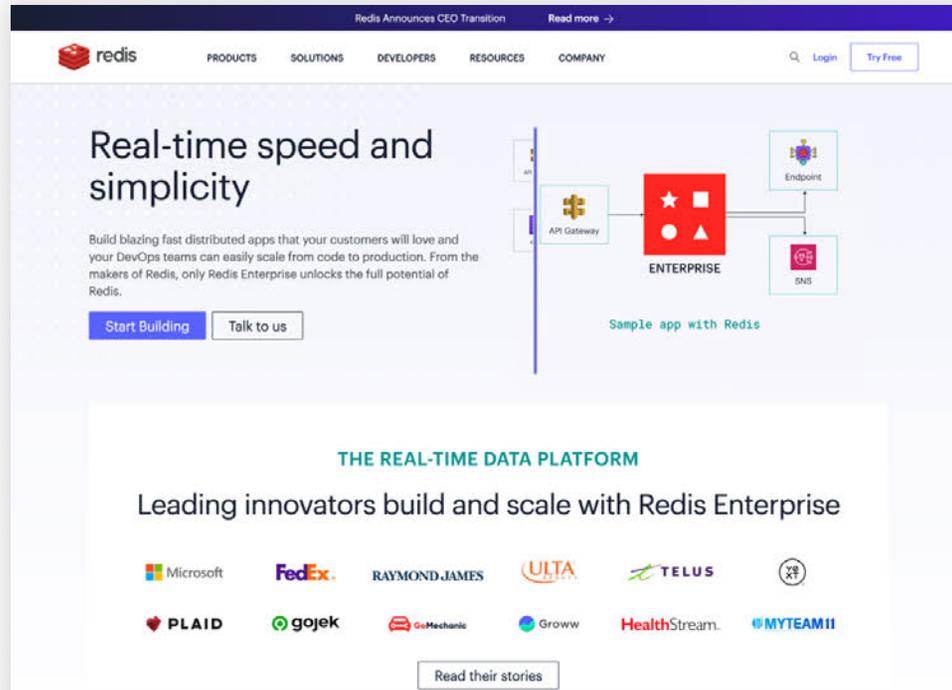


Photography

Lifestyle photographs are aspirational, inclusive, and allude to being confident, clear, focused, and collaborative.



Brand Application: Web



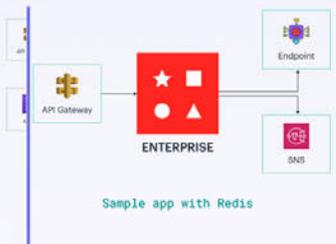
Redis Announces CEO Transition [Read more →](#)

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Real-time speed and simplicity

Build blazing fast distributed apps that your customers will love and your DevOps teams can easily scale from code to production. From the makers of Redis, only Redis Enterprise unlocks the full potential of Redis.

[Start Building](#) [Talk to us](#)



Sample app with Redis

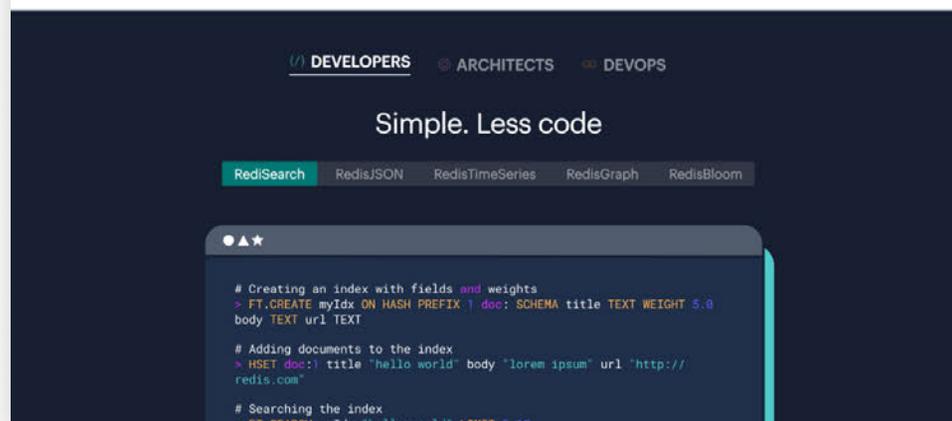
THE REAL-TIME DATA PLATFORM

Leading innovators build and scale with Redis Enterprise

Microsoft FedEx RAYMOND.JAMES ULTA TELUS

PLAID gojek GoMechanic Groww HealthStream MYTEAMII

[Read their stories](#)



DEVELOPERS ARCHITECTS DEVOPS

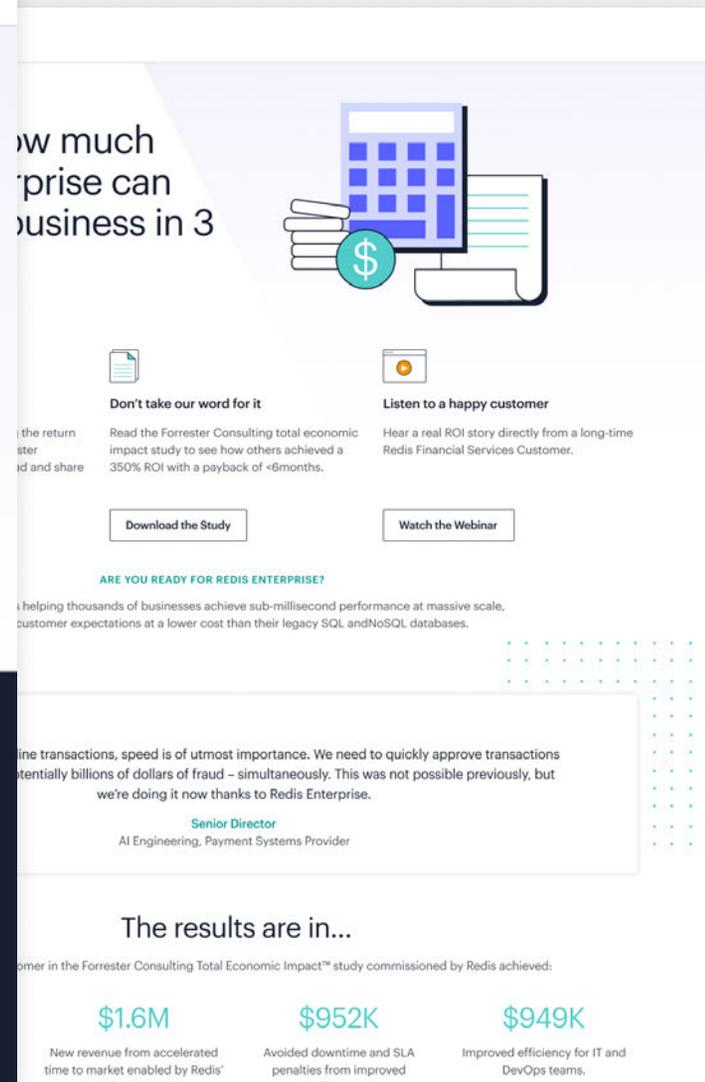
Simple. Less code

RedisSearch RedisJSON RedisTimeSeries RedisGraph RedisBloom

```
# Creating an index with fields and weights
> FT.CREATE myIdx ON HASH PREFIX 1 doc: SCHEMA title TEXT WEIGHT 5.0
body TEXT url TEXT

# Adding documents to the index
> HSET doc:1 title "hello world" body "lorem ipsum" url "http://redis.com"

# Searching the index
> FT.SEARCH myIdx "hello world" LIMIT 0 10
```



How much Redis Enterprise can save your business in 3 months



Don't take our word for it

Read the Forrester Consulting total economic impact study to see how others achieved a 350% ROI with a payback of <6months.

[Download the Study](#)

Listen to a happy customer

Hear a real ROI story directly from a long-time Redis Financial Services Customer.

[Watch the Webinar](#)

ARE YOU READY FOR REDIS ENTERPRISE?

helping thousands of businesses achieve sub-millisecond performance at massive scale, customer expectations at a lower cost than their legacy SQL and NoSQL databases.

line transactions, speed is of utmost importance. We need to quickly approve transactions potentially billions of dollars of fraud – simultaneously. This was not possible previously, but we're doing it now thanks to Redis Enterprise.

Senior Director
AI Engineering, Payment Systems Provider

The results are in...

omer in the Forrester Consulting Total Economic Impact™ study commissioned by Redis achieved:

\$1.6M	\$952K	\$949K
New revenue from accelerated time to market enabled by Redis' speed and stability.	Avoided downtime and SLA penalties from improved performance.	Improved efficiency for IT and DevOps teams.

Brand Application: Web

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Build Real-Time Applications with Redis Modules

Redis modules allow developers to build real-time applications by adding support for modern data models, and native processing engines while continuing to enjoy Redis' sub-millisecond speed.

Download Try Free

SEE WHAT OTHERS ARE BUILDING

Redis Launchpad

Redis Launchpad provides developers and architects an easy, fun way to find and visualize numerous sample apps that use Redis real-time data platform and primary database.

Explore More

Modern data models and native processing engines

Redis modules enrich the Redis core data structures with modern data models, native processing engines, and programmability. The Redis Enterprise offering gives you high availability, geo-distribution with Active-Active, and cloud and hybrid cloud deployment options.

- RedisSearch**
RedisSearch adds a secondary index, a query engine, and a full-text search to Redis.
Learn more →
- RedisJSON**
RedisJSON adds native support for storing and retrieving JSON documents at the speed of Redis.
Learn more →
- RedisGraph**
RedisGraph is a query graph data structure designed for time use cases.
Learn more →
- RedisTimeSeries**
RedisTimeSeries adds native time-series database capabilities to Redis.
Learn more →
- RedisBloom**
RedisBloom adds Bloom filter, Cuckoo filter, Count-Min Sketch, and Top-K capabilities to Redis.
Learn more →
- RedisAI**
RedisAI is a real-time inferencing service in Redis.
Learn more →
- RedisGears**
RedisGears is a distributed programmable engine in Redis. It makes it simple to execute server-side logic using functions, triggers and control workflows across data-model/data structures and shards.
Learn more →

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The best Redis GUI

Take your productivity to the next level when developing with Redis or Redis Stack! Use Redisinsight to visualize and optimize Redis data. A powerful desktop manager, Redisinsight provides an intuitive and efficient UI for Redis and Redis Stack and supports CLI interaction in a fully-featured desktop UI client.

Download Redisinsight for Free

The Redis GUI that works everywhere

Redisinsight is supported on multiple operating systems: Linux, Windows, and macOS.

Redisinsight supports all Redis deployments. Whether you use Redis Open Source, Redis Stack, Redis Enterprise Software, Redis Enterprise Cloud, and Amazon ElastiCache, Redisinsight makes it easy to interact with your data and your application.

Get a visual view of Redis data

The Redisinsight graphic user interface helps you visually browse and interact with Redis data.

- Browse, filter, and visualize Redis keys, perform CRUD operations, or delete keys in bulk.
- Display data in pretty-print, JSON, hexadecimal, MessagePack, and many other formats. Use friendly keyboard navigation.
- Use the Tree view to group data and enhance the navigation.

Intuitive CLI

Workbench, our advanced CLI, allows you to run Redis commands with the built-in Monaco Editor. It has syntax highlighting, developer shortcuts, and auto-completion.

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Become a Redis Design Partner

Whether you're already a Redis lover or ready to discover what Redis has to offer, we invite you to join our Design Partners Program. As a Design Partner, you'll have your feedback about our products and services heard by our product and engineering teams. Our design partners are not just users; they're our partners. Don't miss an opportunity to learn from the experts.

Where

- Online - All you need is a computer or mobile device (for some sessions, a webcam too).
- In-person at one of our offices - If you're a neighbor, we'd like to meet you face-to-face.
- In-person at your offices - We'd love to meet you where you use Redis.

When

- You decide! We'll send a scheduling link for you to choose the time that works for you.

Program activities

- **Usability tests** - Get a first glance of our new features and let us know what you think.
- **Interviews** - Speak with one of our designers and answer a few questions. It can be an open conversation about your experience, or a more targeted one regarding a specific feature we're working on.
- **Surveys** - Answer a few quick questions about any Redis topic.
- **Office visits** - We'll come to where the magic happens to see how you use Redis. This helps us improve your holistic experience. You can choose which to join. Surveys are always online and office visits are always in person. Usability tests and interviews can be online or in person, depending on your location.

Here are some

get to know you better so we can get your profile.

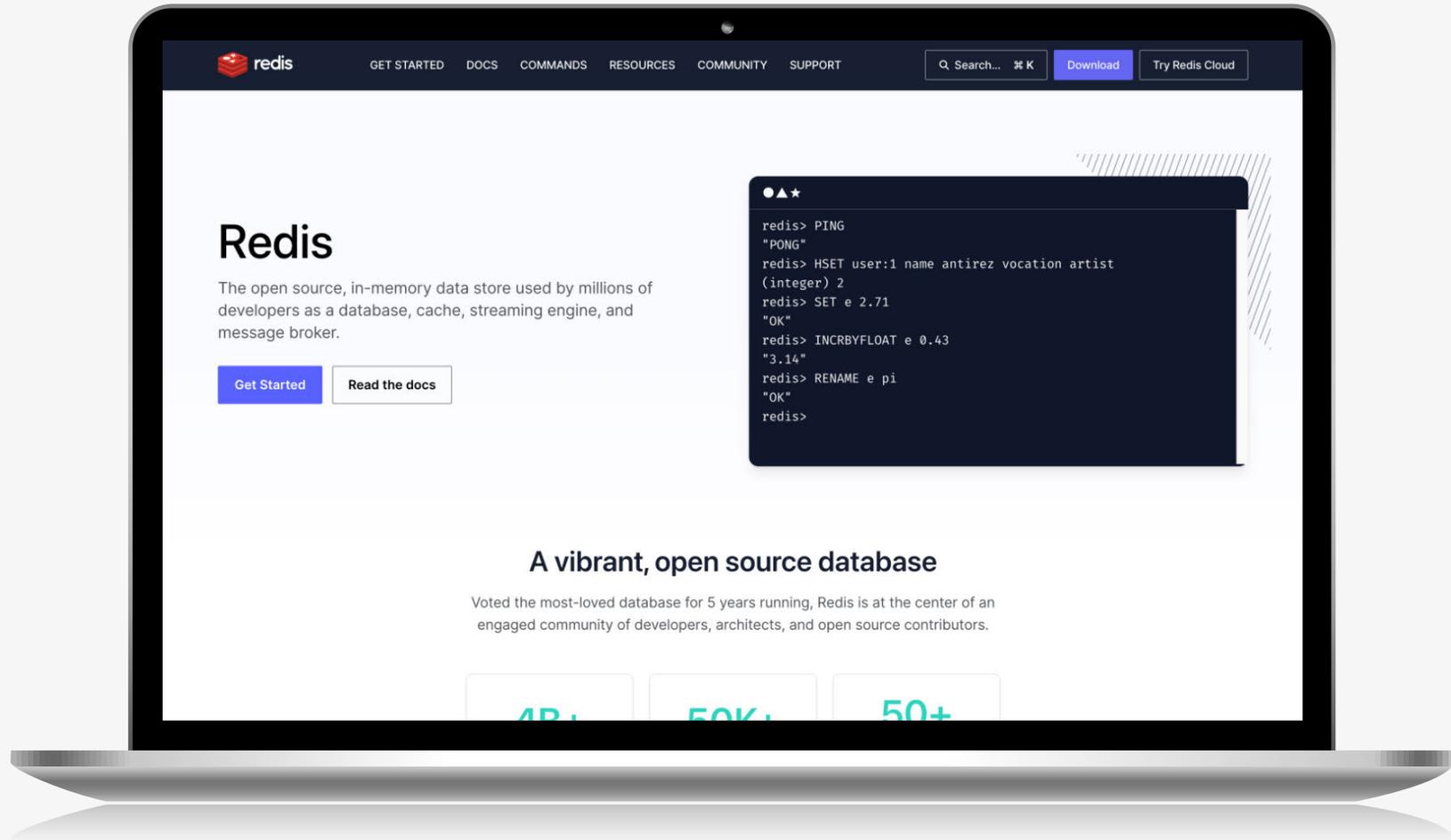
minutes for a short survey or up to 30 minutes for a more in-depth survey.

ready? We'll send you a survey link including full details (type, length, etc.) and you can choose when to complete it.

in the program? We can always email us at designpartners@redis.com and we'll be happy to answer your questions. We'll remove you from the program if you don't respond to our survey.

Join the program

Brand Application: Open Source Landing



Brand Application: Editorial Covers



SOLUTION BRIEF
**Modernize Your Ora
With Redis Enterpris**
Make Oracle faster and less expensive
with Redis Enterprise



White Paper

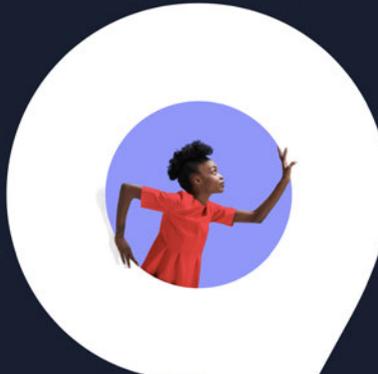


**Welcoming Patients
Through the Digital
Front Door**

How healthcare providers
can provide a seamless digital
experience with real-time data



**Understanding Streams in
Redis and Kafka**
A Visual Guide



**Nine
Essential
Database
Capabilities**

To keep up with the evolving needs of
modern enterprises, your database has
to do more than ever—starting with
these capabilities.



Brand Application: Digital Ads

The image displays a variety of digital advertisements for Redis, organized into several distinct ad formats:

- Large Banner (Top Left):** Features the Redis logo and the headline "Top Reasons Why People Choose Redis Enterprise". A prominent blue button labeled "Read Now" is positioned below the headline. To the right, a smaller version of the ad is shown as if pinned to a light blue dotted background.
- Vertical Ad (Top Middle):** A narrow vertical ad with the Redis logo at the top, followed by the headline "Top Reasons Why People Choose Redis Enterprise" and a "Read Now" button at the bottom.
- Vertical Ad (Top Right):** A vertical ad with a purple-to-teal gradient background. It features the Redis logo, the headline "Blazing fast and easy to use", and a "Try Redis Cloud for free" button. The bottom right corner contains an illustration of a person at a computer with various data visualization icons.
- Horizontal Ad (Middle Left):** A horizontal ad with the Redis logo and headline "Top Reasons Why People Choose Redis Enterprise", followed by a "Read Now" button with a right-pointing arrow.
- Vertical Ad (Bottom Left):** A vertical ad with the Redis logo and headline "Top Reasons Why People Choose Redis Enterprise", with a "Read Now" button at the bottom.
- Vertical Ad (Bottom Middle):** A vertical ad with a dark blue background. It features the Redis logo, the headline "You build. We scale.", and a "Try Redis Cloud for free" button. The bottom right corner has an illustration of a person at a computer with various cloud and data icons.
- Vertical Ad (Bottom Right):** A vertical ad with a light blue background. It features the Redis logo, the headline "Free to build and scale", and a "Try Redis Cloud for free" button. The bottom right corner has an illustration of a person at a computer with cloud and data icons.

Brand Application: Event/Booth Signage



Brand Application: Apparel





Thank you

Please reach out to design@redis.com
with questions.

