



Brand Guidelines

These guidelines govern the composition, design and general look and feel of Napatech's branding.



A message from Ray



To maintain and enhance our competitive advantage, it is crucial that we stand out from the crowd. Our brand is instrumental in achieving this – representing our unique capabilities and providing visibility and recognition in the marketplace.

As our strategic focus is changing, so must our brand. In recent times, we have transitioned from hardware-centric to software-focused – and our appearance should convey that same story. To better represent the new Napatech, our brand has therefore been reinvented. This document is intended as a source of inspiration and guidance, describing our new visual identity and its correct implementation.

As members of the Napatech family, it is important that we all understand how and when to use the brand, adhering closely to the stated guidelines. Doing so will ensure consistency in how we represent Napatech, while bringing success to our company and customers.

Ray Smets, CEO

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Our brand purpose

Our brand underscores our core purpose: in everything we do, we are focused on delivering performance solutions to help our customers excel.

NAPATECH RECONFIGURABLE COMPUTING

Our brand positioning

All of our communication requires a clarity of purpose to help maintain brand consistency. The Napatech brand platform guides our messaging, clearly defining ourselves and effectively positioning Napatech.

The brand is a compass that guides all messaging so that we communicate consistently and successfully across all audiences and with all stakeholders.

Our benefit to the customer	Emotional benefit	We make you perform better			
	Functional benefit	We make technology solutions that are fast, efficient and reliable			
How we uniquely deliver our customer benefit	Reasons to believe	We make the complex simple	We help customers excel	We create world-class solutions	We are fully reconfigurable
Who we are	Foundation	Reliability	Performance	Quality	Knowledge
	Personality	Approachable. Positive. Confident. Flexible.			

CORE ELEMENTS

PRIMARY LOGO

Our primary logo is contemporary, strong and recognizable. Its inherent code element signifies a company that is software-driven and agile.

To reflect our software offerings, we use programming languages C and C++. The colon (:) separates expressions and the semicolon (;) terminates a statement.

The logo must always be reproduced in the correct Pantone color unless the application requires a four-color process or single color.

The logo and its components must never be altered or modified in any way.

napa:tech;

napa:tech;
RECONFIGURABLE COMPUTING

CORE ELEMENTS

LOGO VARIATIONS

The positive logo is the preferred and primary logo. Use it whenever possible.

If used on a color background, make sure there is enough contrast for the logo to be clearly legible.

The negative logo variant must only be used on a dark background.

Black and white logo variants are available for use when color is not a viable option.

All variants are available in Pantone, CMYK, RGB and black/white.

LOGO WITHOUT TAGLINE

napa:tech;

napa:tech;

napa:tech;

LOGO WITH TAGLINE

napa:tech;
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napa:tech;
RECONFIGURABLE COMPUTING

napa:tech;
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CORE ELEMENTS

LOGO VARIATIONS

On this page, the negative logo variants are displayed on a dark background. All variants are available in Pantone, CMYK, RGB and black/white.

LOGO WITHOUT TAGLINE

napa:tech;

napa:tech;

LOGO WITH TAGLINE

napa:tech;
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CORE ELEMENTS

PRODUCT LOGOS

For all product and lab logos, the positive variant is the preferred and primary logo. Use it whenever possible.

The negative logo variant must only be used on a dark background, see page 8. All variants are available in Pantone, CMYK, RGB and black/white.



CORE ELEMENTS

LOGO CLEARSPACE

To ensure maximum exposure, the logo must always be displayed in a prominent position. All collateral, adverts and merchandise should include a logo.

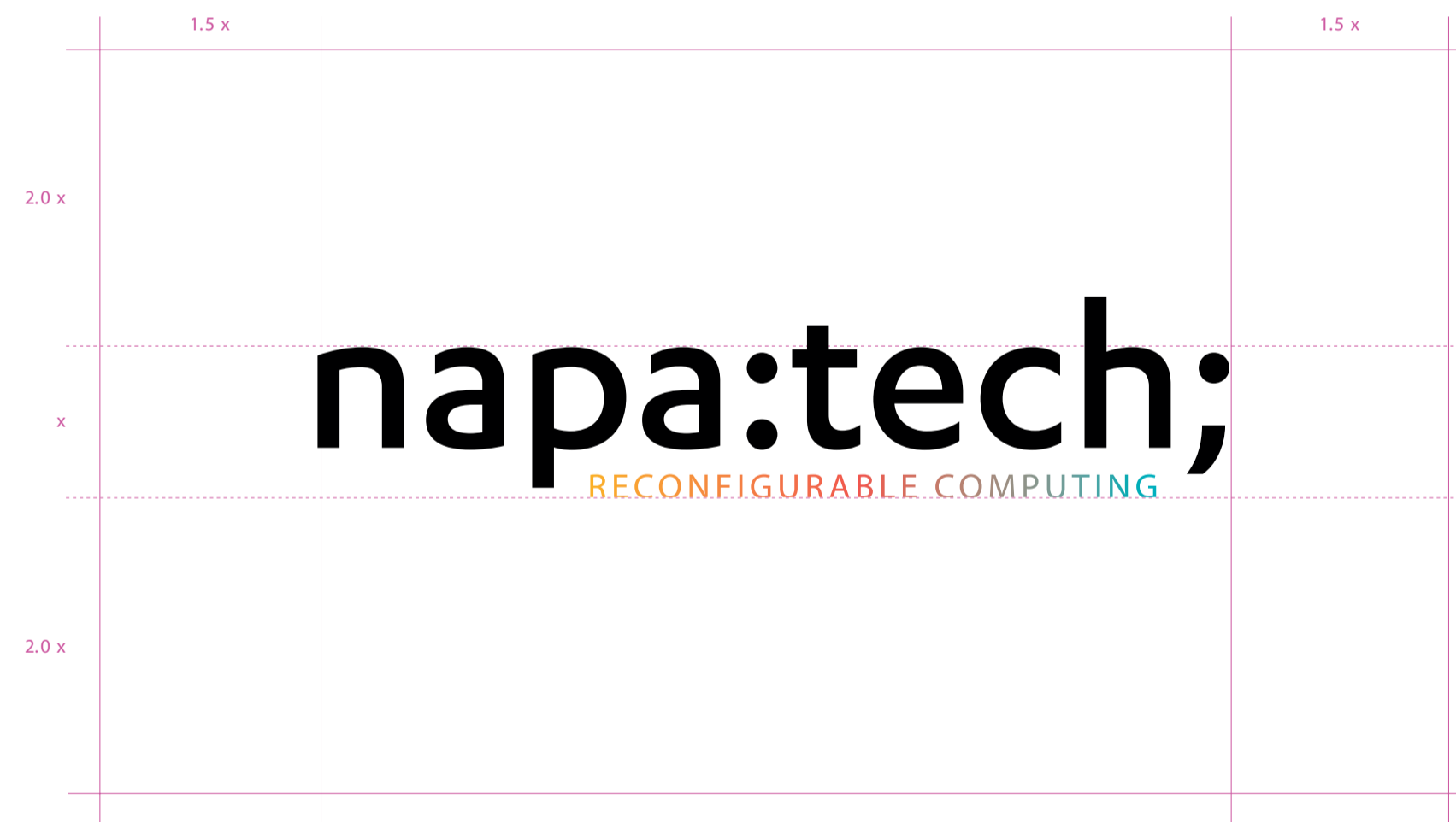
The logo should always be as visible as possible and not be overshadowed or crammed by other visual elements.

Clearspace around the logo must be in direct proportion to the size of the logo. This helps to protect its integrity.

Used on A4 or letter formats, the minimum logo size is 57 mm. See our templates for correct positioning.

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Logo with tagline: minimum width 48 mm.



CORE ELEMENTS

INCORRECT USE

The logo and its core elements must be used in accordance with these guidelines at all times.

When the logo is shared with external parties, ensure the following: that the party in question is familiar with the brand guidelines, that they have the appropriate artwork, and that they understand that no alterations of any kind must be made to the supplied artwork.

For guidance, examples of incorrect logo usage are illustrated to the right, containing errors in the letterforms, colors and formats.

Do not change colors

~~napa:tech;~~

Do not add effects

~~napa:tech;~~

Do not change proportions

~~napa:tech;~~

Do not skew or warp

~~*napa:tech;*~~

Do not use 3d

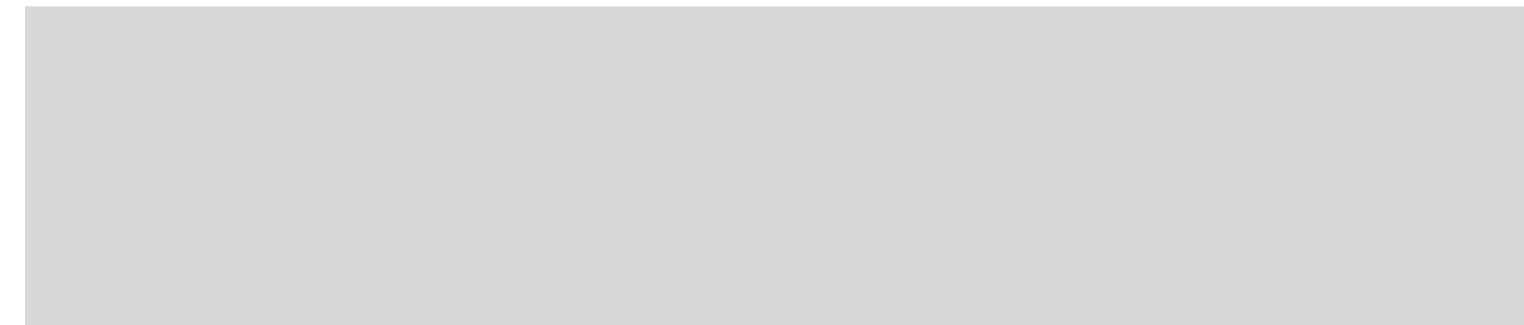
~~napa:tech;~~

CORE ELEMENTS

DECORATION

The logo can be used as a decorative element:

- Masked on a color background
- As is
- Cut along the bottom
- Masked



napa:tech;
nada:tech:
a:tech;

CORE ELEMENTS

TAGLINE

Our tagline is:
RECONFIGURABLE COMPUTING

Our tagline can be used in body copy, but is chiefly used either:

1. As a headline
2. At the end of body copy. When used at the end of body copy, the tagline always appears next to our company name in bold and all caps.

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END OF BODY COPY

Aqui aut et verumquid unt, qui consequ atatem. Et quatio que que es dereict eceaquam, occat vere doluptate vel iur sitisin cipsandebis samusciur sinteim sed ea deribusam, officipis doles dolupie ndelecupa consedipsum restoria suntem explaboratet etur?

NAPATECH RECONFIGURABLE COMPUTING

BOILERPLATE LONG VERSION

NAPATECH HELPS COMPANIES TO REIMAGINE THEIR BUSINESS, BY BRINGING HYPER-SCALE COMPUTING BENEFITS TO IT ORGANIZATIONS OF EVERY SIZE. WE ENHANCE OPEN AND STANDARD VIRTUALIZED SERVERS TO BOOST INNOVATION AND RELEASE VALUABLE COMPUTING RESOURCES THAT IMPROVE SERVICES AND INCREASE REVENUE.

OUR RECONFIGURABLE COMPUTING PLATFORM™ IS BASED ON A BROAD SET OF FPGA SOFTWARE FOR LEADING IT COMPUTE, NETWORK AND SECURITY APPLICATIONS THAT ARE SUPPORTED ON A WIDE ARRAY OF FPGA HARDWARE DESIGNS.

NAPATECH RECONFIGURABLE COMPUTING

BOILERPLATE SHORT VERSION

NAPATECH HELPS COMPANIES TO REIMAGINE THEIR BUSINESS, BY BRINGING HYPER-SCALE COMPUTING BENEFITS TO IT ORGANIZATIONS OF EVERY SIZE. WE ENHANCE OPEN AND STANDARD VIRTUALIZED SERVERS TO BOOST INNOVATION AND RELEASE VALUABLE COMPUTING RESOURCES THAT IMPROVE SERVICES AND INCREASE REVENUE.

NAPATECH RECONFIGURABLE COMPUTING

CORE ELEMENTS

COLORS

The defined color palette is a central part of our visual identity. Consistency is essential.

Our palette is defined in Pantone tints; these are the ideal source colors. All other color types should match the value of the coated Pantone as closely as possible to ensure consistency across all media and applications.

PRIMARY COLORS

Napatech Dark Blue/Green

Pantone Coated	546 C
Pantone Uncoated	546 U
CMYK	95, 15, 25, 85
RGB	7, 43, 49
HEX (web)	072b31

Napatech Burnt Orange

Pantone Coated	718 C
Pantone Uncoated	718 U
CMYK	15, 78, 100, 4
RGB	204, 85, 0
HEX (web)	cc5500

FONT COLOR

Napatech Dark Grey

Pantone Coated	Cool Grey 9 C
Pantone Uncoated	Cool Grey 11 U
CMYK	30, 22, 17, 57
RGB	117, 120, 123
HEX (web)	75787b

SECONDARY COLORS

Napatech Light Grey

Pantone Coated	Cool Grey 2 C
Pantone Uncoated	Cool Grey 1 U
CMYK	5, 3, 5, 11
RGB	224, 224, 223
HEX (web)	e0e0df

Napatech Medium Grey

Pantone Coated	Cool Grey 5 C
Pantone Uncoated	Cool Grey 5 U
CMYK	13, 9, 10, 27
RGB	177, 179, 179
HEX (web)	b1b3b3

Napatech Dark Grey

Pantone Coated	Cool Grey 9 C
Pantone Uncoated	Cool Grey 11 U
CMYK	30, 22, 17, 57
RGB	117, 120, 123
HEX (web)	75787b

Napatech Light Blue

Pantone Coated	310 C
Pantone Uncoated	310 U
CMYK	55, 0, 10, 0
RGB	99, 202, 225
HEX (web)	63cae1

Napatech Medium Blue

Pantone Coated	2726 C
Pantone Uncoated	2726 U
CMYK	82, 66, 10, 0
RGB	66, 92, 199
HEX (web)	435cc8

Napatech Dark Blue

Pantone Coated	282 C
Pantone Uncoated	282 U
CMYK	100, 87, 42, 52
RGB	8, 30, 63
HEX (web)	081e3f

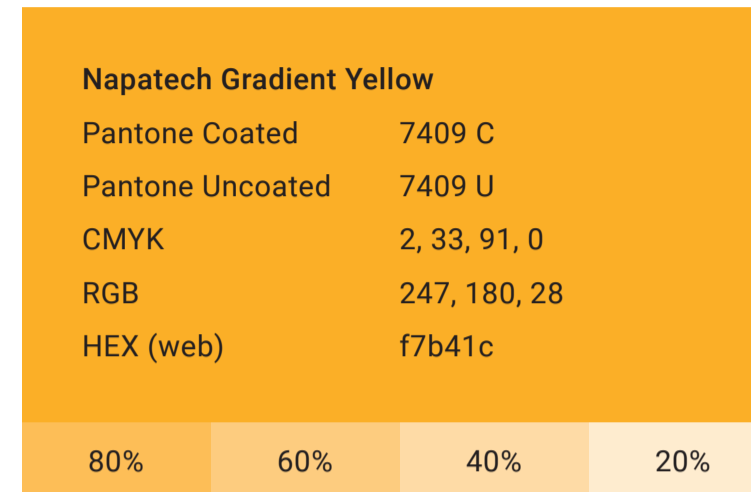
CORE ELEMENTS

GRADIENT

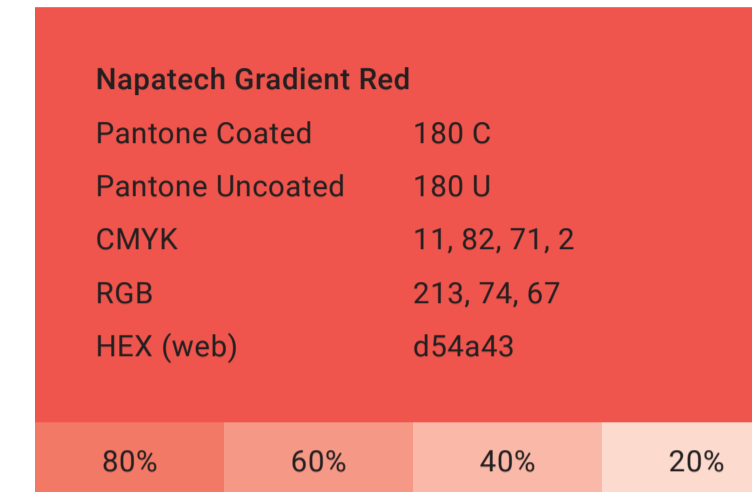
The distinctive gradient color palette can be used as appropriate to accentuate and differentiate our logo and supporting visuals.

GRADIENT COLORS

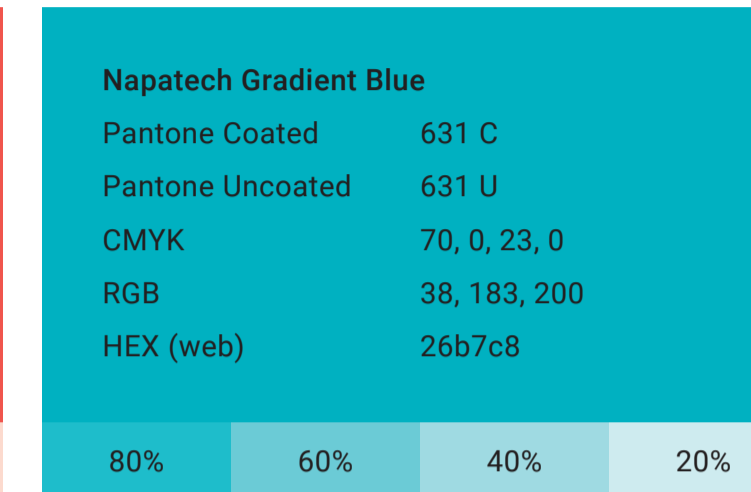
Napatech Gradient Yellow	
Pantone Coated	7409 C
Pantone Uncoated	7409 U
CMYK	2, 33, 91, 0
RGB	247, 180, 28
HEX (web)	f7b41c



Napatech Gradient Red	
Pantone Coated	180 C
Pantone Uncoated	180 U
CMYK	11, 82, 71, 2
RGB	213, 74, 67
HEX (web)	d54a43



Napatech Gradient Blue	
Pantone Coated	631 C
Pantone Uncoated	631 U
CMYK	70, 0, 23, 0
RGB	38, 183, 200
HEX (web)	26b7c8



GRADIENT HORIZONTAL AND VERTICAL



Start/Bottom:
Napatech Gradient Yellow
Opacity: 100%
Location: 0%

Middle:
Napatech Gradient Red
Opacity: 100%
Location: 50%

End/Top:
Napatech Gradient Blue
Opacity: 100%
Location: 1000%

CORE ELEMENTS

WEB COLORS

All variants of black are accepted as background for web and digital usage. Preferred colors are specified to the right.

BACKGROUND WEB COLORS

Napatech White	
Pantone Coated	Cool Grey 1 C
Pantone Uncoated	Cool Grey 1 U
CMYK	4, 2, 2, 0
RGB	242, 242, 242
HEX (web)	ffffff

Napatech Light Grey	
Pantone Coated	Cool Grey 1 C
Pantone Uncoated	Cool Grey 1 U
CMYK	4, 2, 2, 0
RGB	242, 242, 242
HEX (web)	f2f2f2

Napatech Black Light	
Pantone Coated	Neutral Black C
Pantone Uncoated	Black 6 U
CMYK	0, 0, 0, 87
RGB	32, 32, 32
HEX (web)	202020

Napatech Black Medium	
Pantone Coated	Black 6 C
Pantone Uncoated	Black 6 U
CMYK	0, 0, 0, 93
RGB	18, 18, 18
HEX (web)	121212

Napatech Black	
Pantone Coated	Black C
Pantone Uncoated	Black U
CMYK	100, 0, 0, 100
RGB	0, 0, 0
HEX (web)	000000

FONT COLOR

Napatech Black	
Pantone Coated	Black C
Pantone Uncoated	Black U
CMYK	100, 0, 0, 100
RGB	0, 0, 0
HEX (web)	000000

FONT COLOR

Napatech Dark Grey	
Pantone Coated	Cool Grey 9 C
Pantone Uncoated	Cool Grey 11 U
CMYK	30, 22, 17, 57
RGB	117, 120, 123
HEX (web)	75787b

LINK COLOR

Napatech Link Color	
Pantone Coated	285 C
Pantone Uncoated	285 U
CMYK	85, 55, 0, 0
RGB	0, 112, 201
HEX (web)	0070c9

CORE ELEMENTS

TYPOGRAPHY

Consistent use of strong typefaces helps to establish a recognizable and trustworthy identity.

The Roboto typeface family is used as our primary font. Roboto has a mechanical skeleton and the forms are largely geometric, which ensures legibility and signifies strength, decisiveness and authority.

Roboto is used for print and certain types of digital content, e.g. hero cards, brochures and website.

Roboto is a free Google font, which can be downloaded at:

<https://fonts.google.com/specimen/Roboto>

Roboto light

Headline and body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Roboto Regular

For sub-headline and body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Roboto Medium

Primarily for sub-headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Roboto Thin

For headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Roboto Bold

For headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Roboto Black

For headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

CORE ELEMENTS

TYPOGRAPHY
DIGITAL

The Calibri typeface family is used in emails and various digital programs such as PowerPoint, Word and Excel.

Calibri is a standard typeface that comes pre-installed on most computers.

Calibri Light

Headline and body text
(do not click bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Calibri Regular

For sub-headline and body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

Calibri Bold

For headline
(click Calibri to bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?.,:&*%@£\$)

CORE ELEMENTS

SOFTWARE, HARDWARE AND CUSTOMER ICONS

Our icons are created as application symbols. On the web, the icons are typically used as clickable symbols.

The icons are available in positive and negative variants.

SOFTWARE ICONS



Link-Capture™ Software



Link-Inline™ Software



Link-Virtualization™ Software



Link-Programmable™

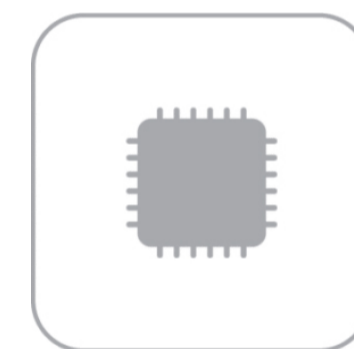
HARDWARE ICONS



Link™ SmartNICs

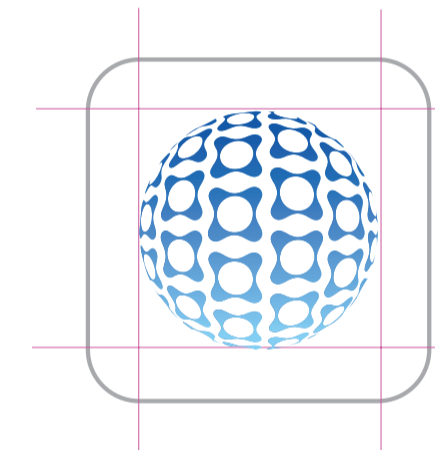


Think™ SmartCards



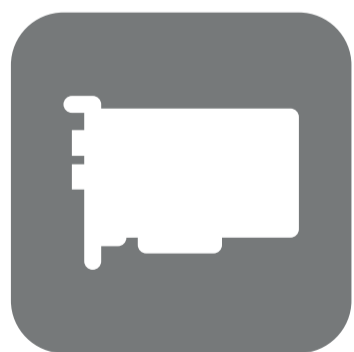
CPUs

THE GRID



Text

VERTICAL ICONS



Negative icon variant.
Background color Cool Grey 9.



Cloud Data Center



Service Provider



Enterprise



Government

CORE ELEMENTS

VIDEO

For consistency, all videos must include the corporate intro and outro.

INTRO ANIMATION



END SCREEN



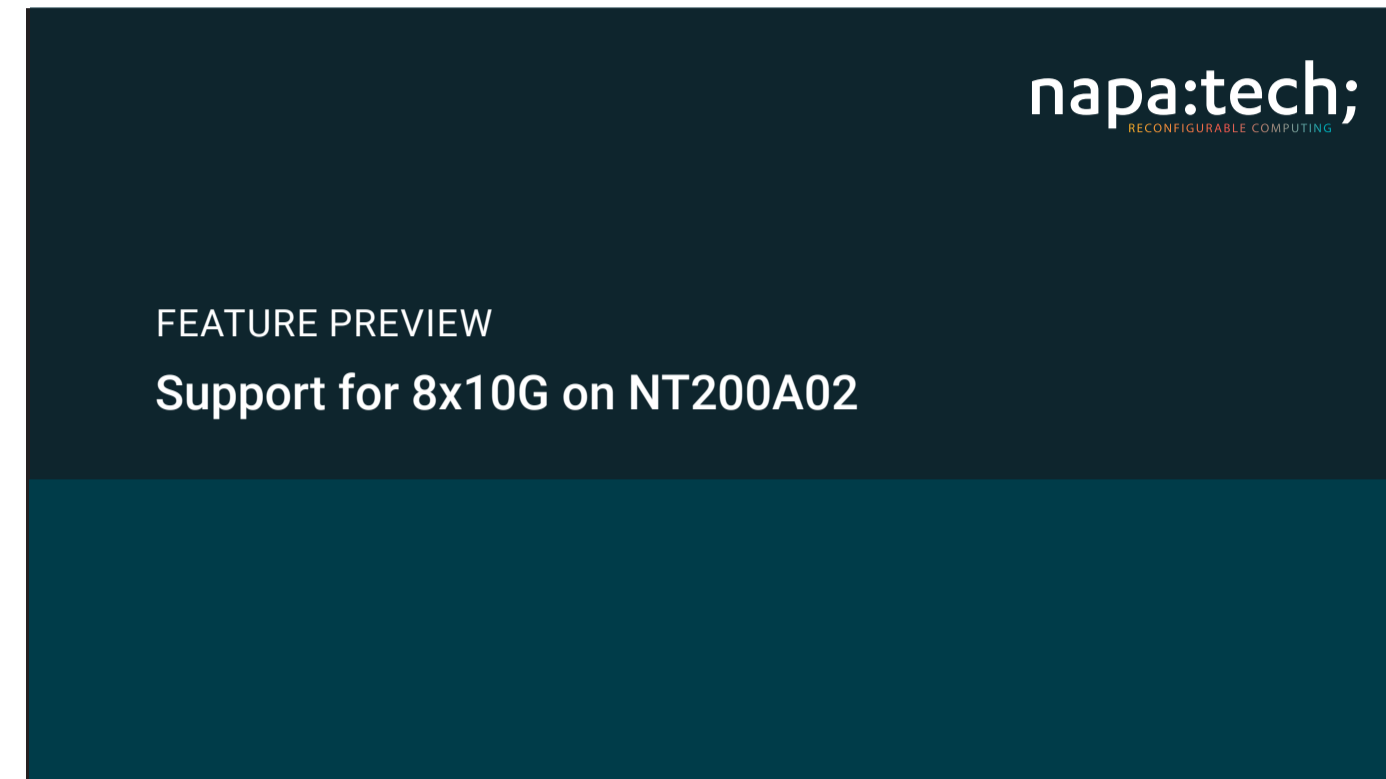
CORE ELEMENTS

YOUTUBE VIDEO PREVIEW

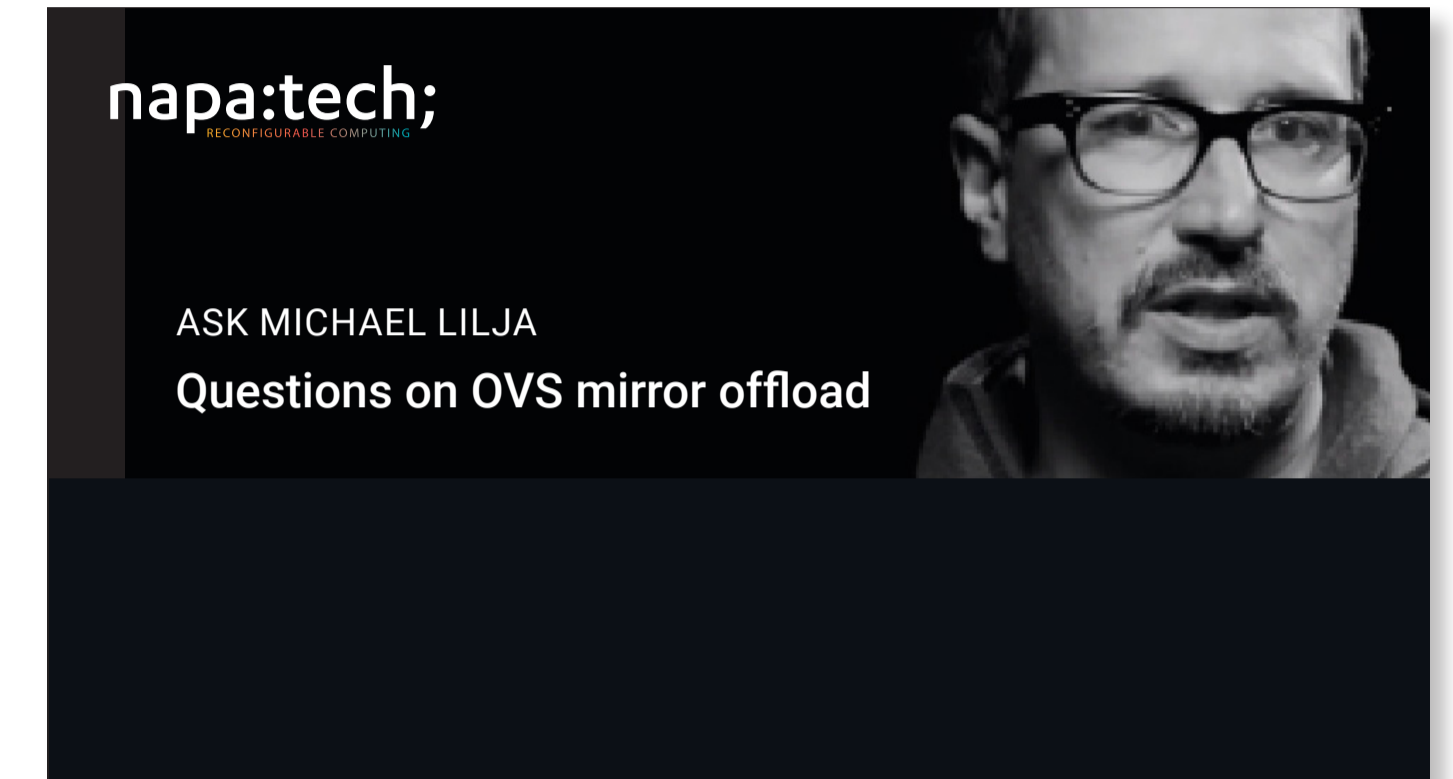
On YouTube, our videos have specific previews for each category:

- Tutorials
- Updates
- Feature Previews
- Tips & Tricks
- Community
- Ask Napatech (e.g. Michael Lilja)

FEATURE PREVIEWS

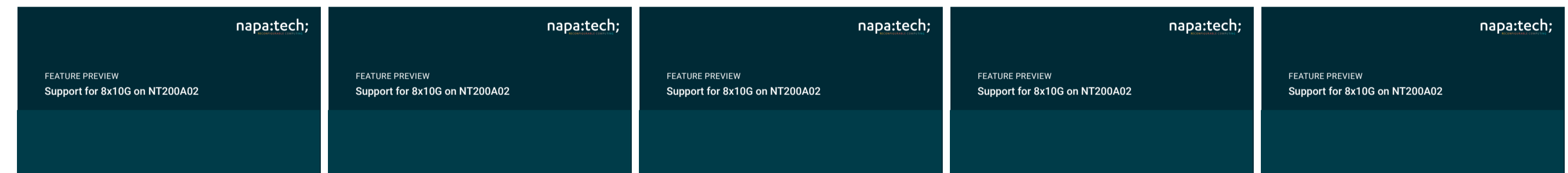


ASK MICHAEL



YOUTUBE CHANNEL

Feature Previews ▶ PLAY ALL



Feature Previews: Support for 8x10G on NT200A02

Napatech
4.2K views • 8 months ago

Feature Previews: Support for 8x10G on NT200A02

Napatech
4.2K views • 8 months ago

Feature Previews: Support for 8x10G on NT200A02

Napatech
4.2K views • 8 months ago

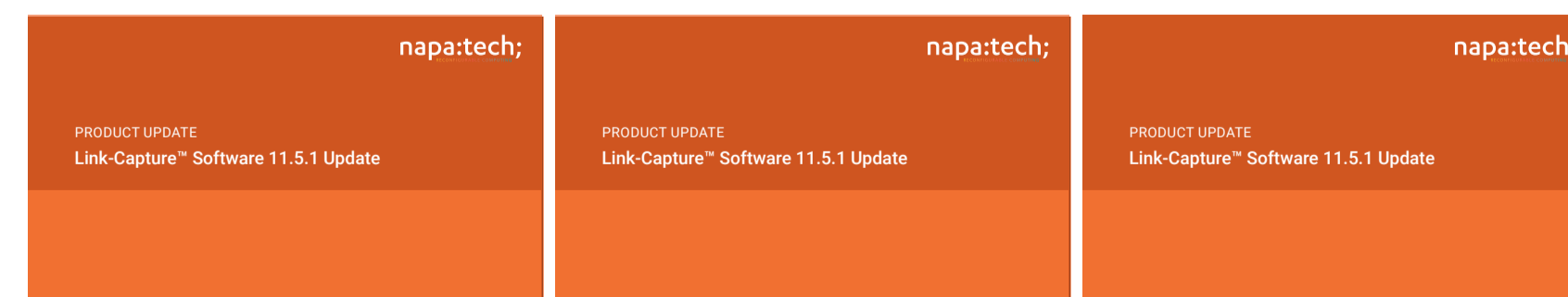
Feature Previews: Support for 8x10G on NT200A02

Napatech
4.2K views • 8 months ago

Feature Previews: Support for 8x10G on NT200A02

Napatech
4.2K views • 8 months ago

Product Updates ▶ PLAY ALL



Link-Capture™ Software Update: September 1, 2019

Napatech
4.2K views • 8 months ago

Link-Capture™ Software Update: April 1, 2019

Napatech
4.2K views • 8 months ago

Link-Capture™ Software Update: April 1, 2019

Napatech
4.2K views • 8 months ago

CORE ELEMENTS

POWERPOINT

Our PowerPoint design covers a selection of slide layouts used for various presentation categories.

Size: widescreen

GENERAL



CORE ELEMENTS

POWERPOINT

Example of cover slide and text slide.

Size: widescreen

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RECONFIGURABLE COMPUTING

Link™ SmartNICs Family

Emiliano Rodríguez
VP EMEA Sales

NOVEMBER 6, 2019

napa:tech;
RECONFIGURABLE COMPUTING

Continuous cost efficiency with Software reconfigurable FPGA-based SmartNICs

Manage cost-per-bit

- As data loads increase, costs increase
- The only way to manage cost-per-bit is to increase the capacity of installed equipment
- With reconfigurable SmartNIC solutions, the speed, capacity and capabilities of installed equipment can be increased
- Upgrades can be made remotely in real-time with minimal impact on traffic and assured fallback should issues arise
- Enables fast and assured management of equipment capabilities and cost-per-bit

YEAR 0
Today's
NFV capability support
e.g. OVS acceleration

YEAR 1
New
NFV capabilities
e.g. higher speed rate

YEAR 2
New
NFV capabilities
e.g. encryption/compression

Cost

Data Load

12

NAPATECH A/S © COPYRIGHT 2019

CORE ELEMENTS

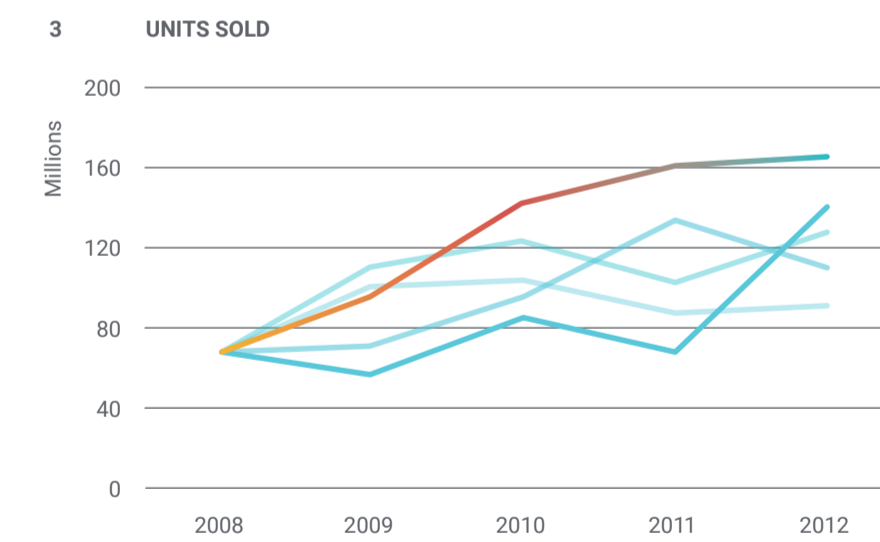
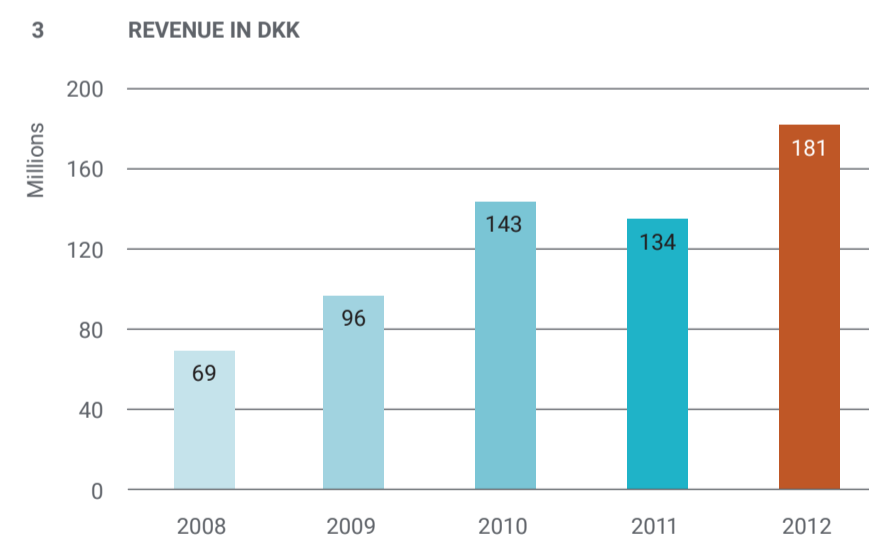
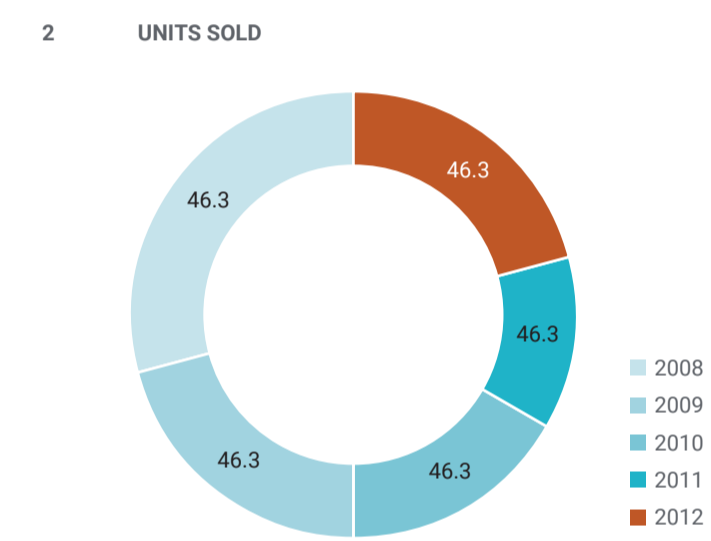
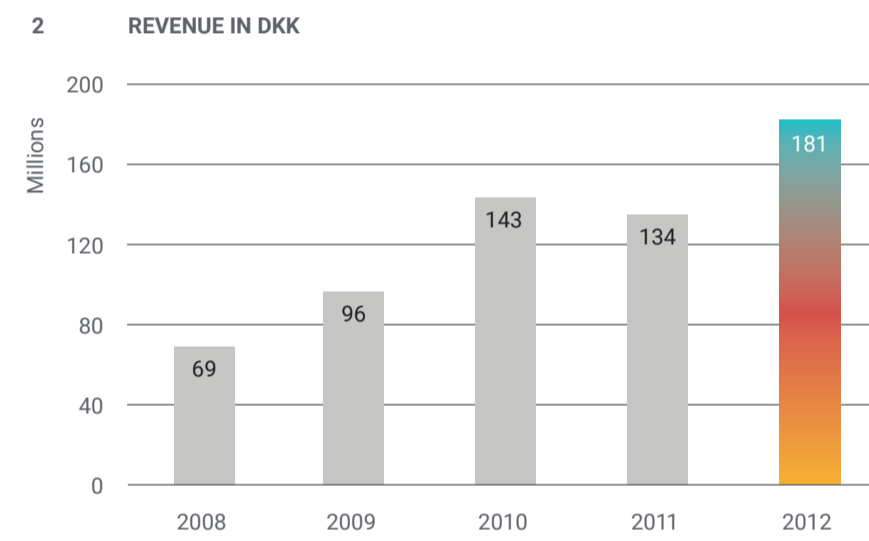
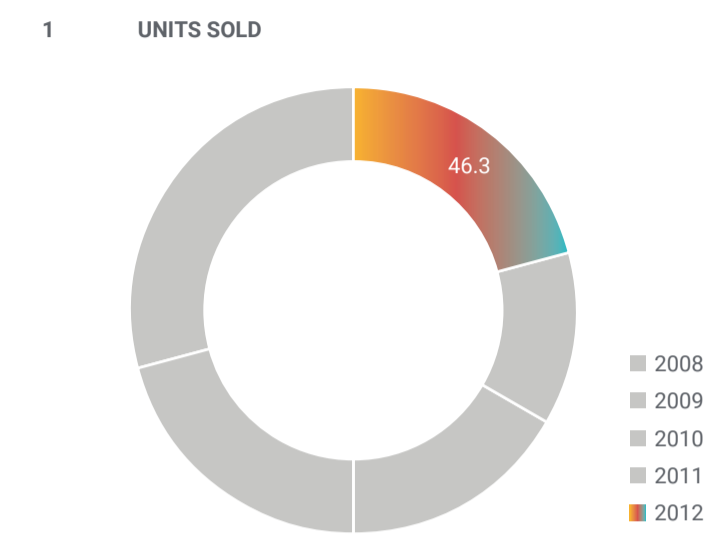
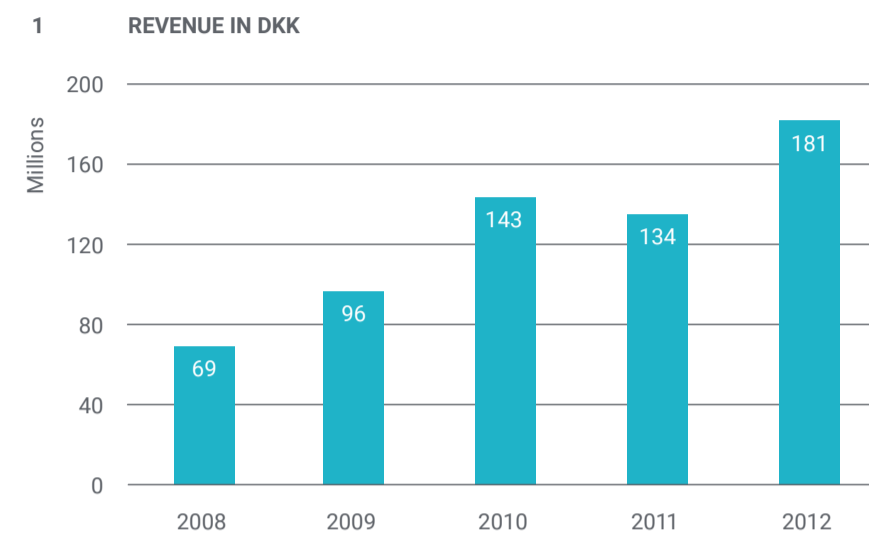
CHARTS AND GRAPHS

All colors from the defined palette can be used in charts and graphs.

When possible, use the Napatech Burnt Orange or the Gradient to symbolize Napatech or the current year.

Use one color (1), or monochrome, with one highlight color Gradient (2) or combined with the Burnt Orange (3).

Avoid effects, such as shadows, reflections, glows or 3D rotation.



CORE ELEMENTS
CLOTHING

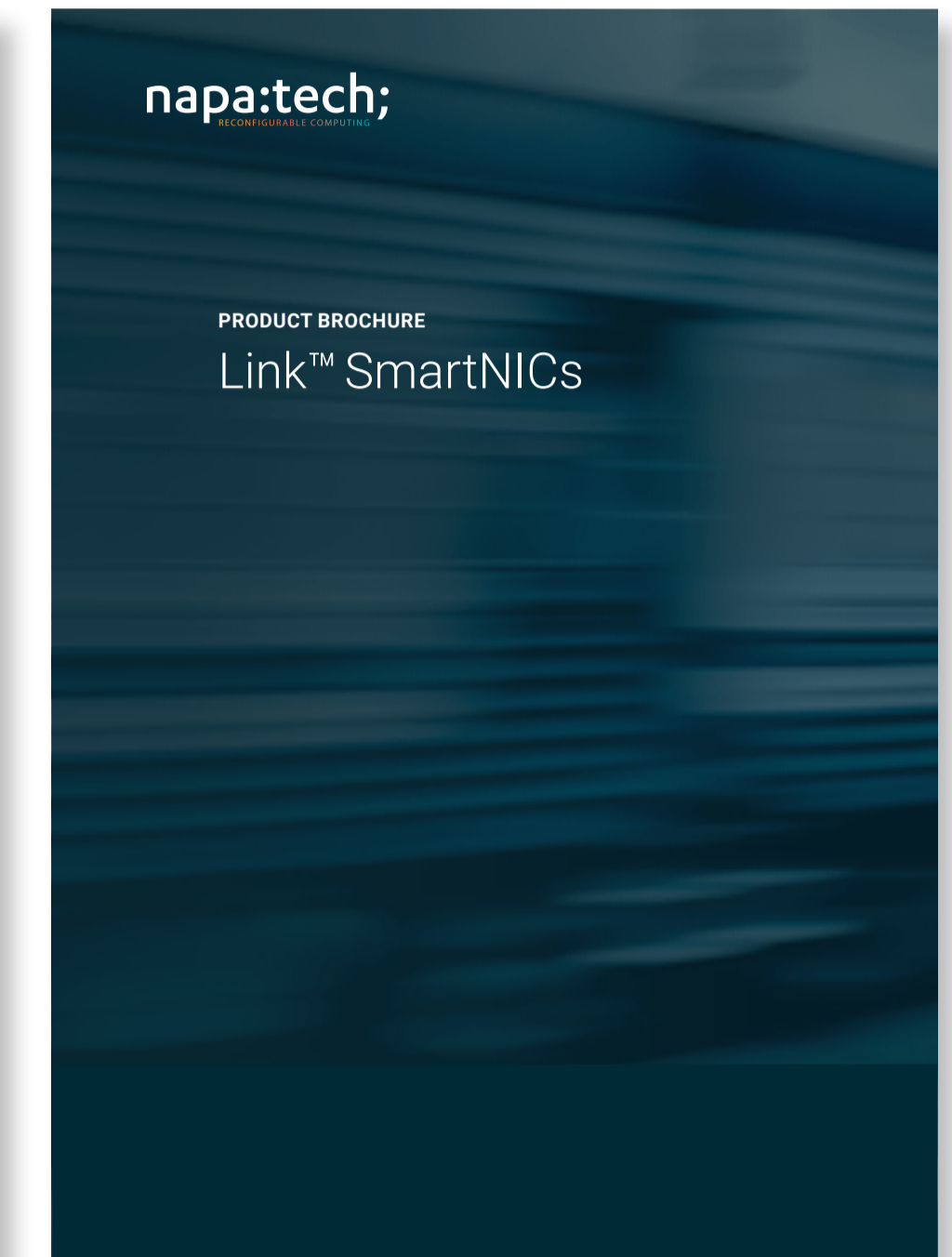
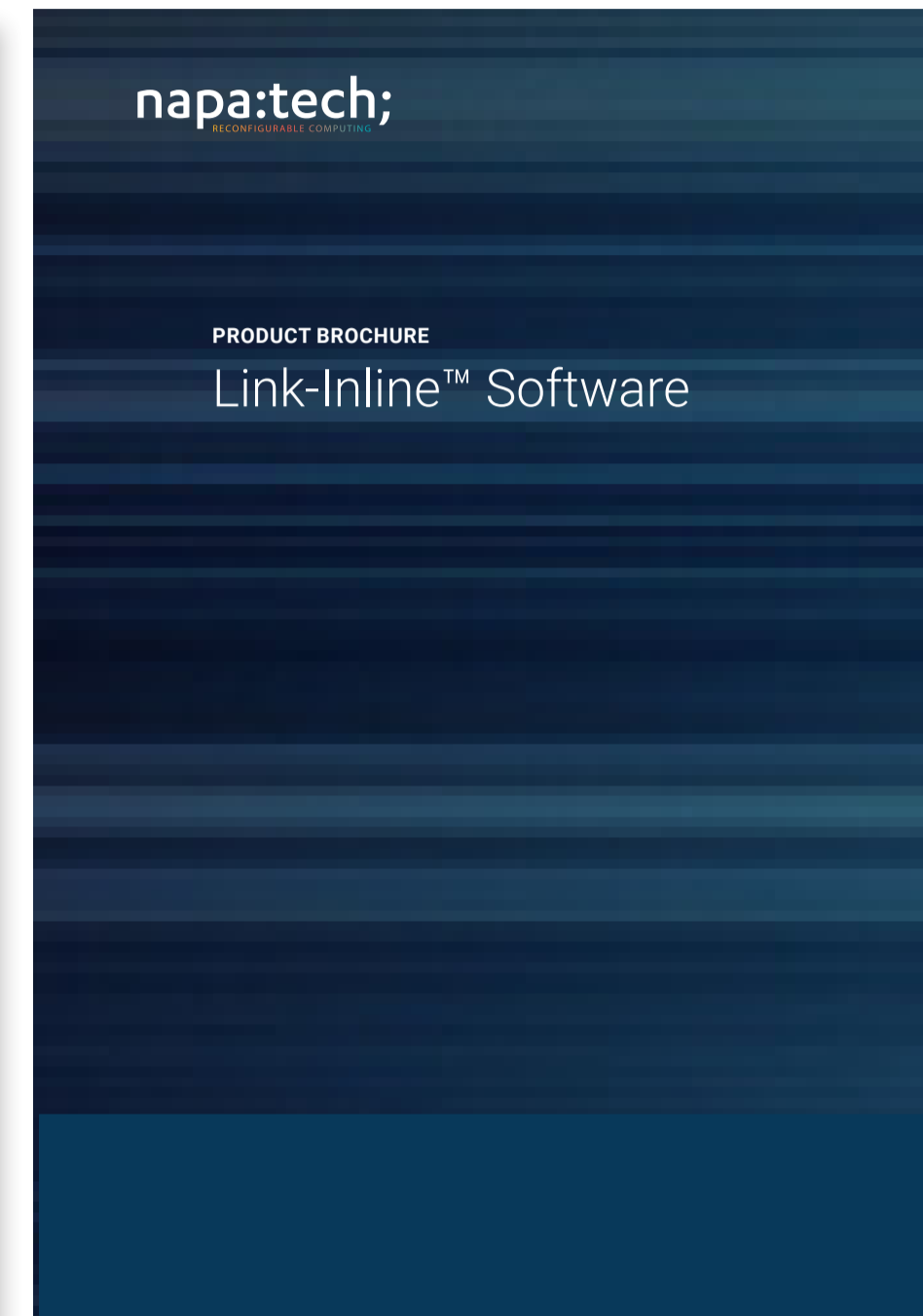


COLLATERAL

PRODUCT BROCHURE

The product brochure combines product overview and relevant data sheets in one document for each product class.

A4 format.

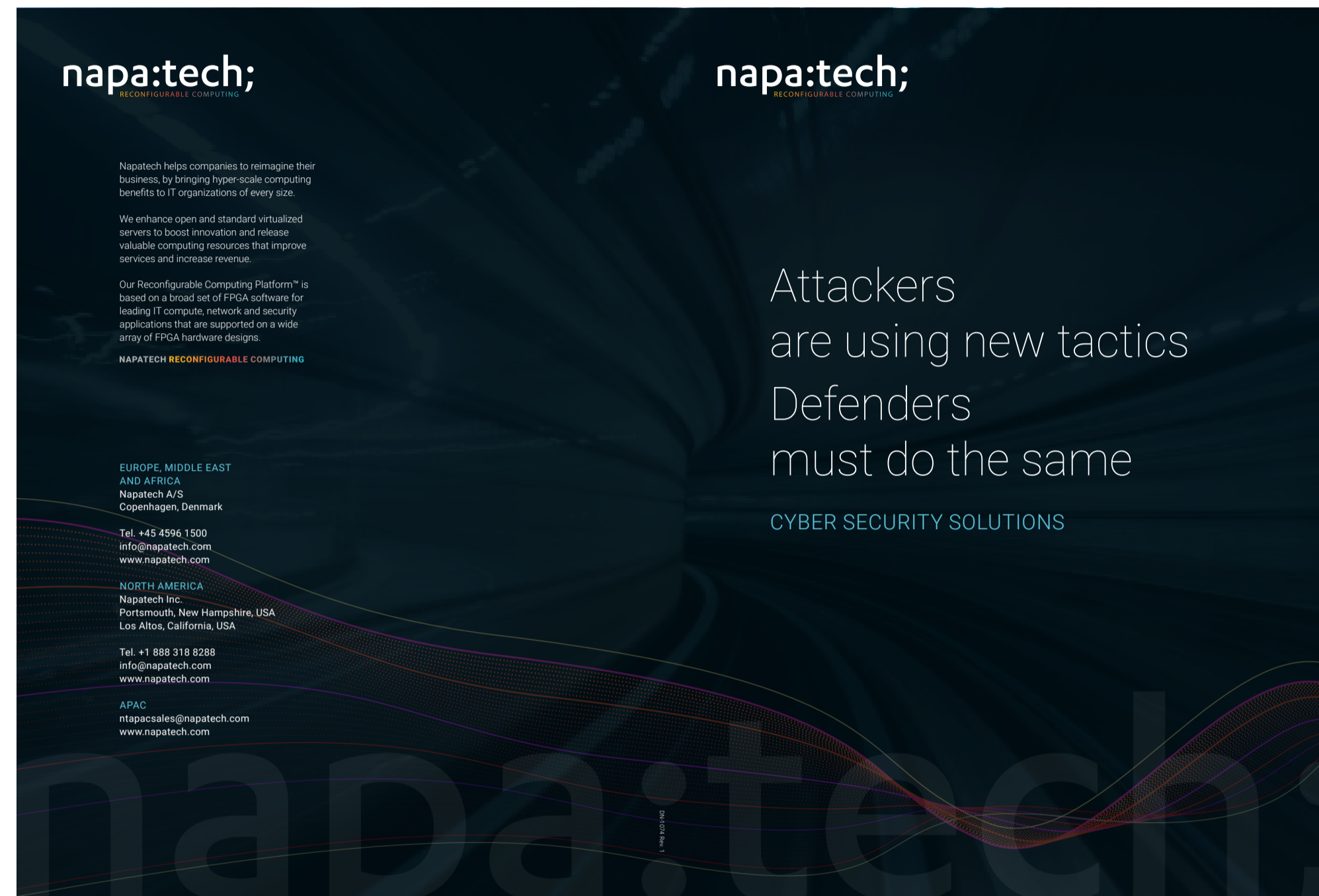


COLLATERAL

SOLUTION BROCHURE

The solution brochure combines our solution, product overview, relevant data sheets, benchmarks and ecosystem in one brochure for each solution area.

A4 format.



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RECONFIGURABLE COMPUTING

Napatech helps companies to reimagine their business, by bringing hyper-scale computing benefits to IT organizations of every size.

We enhance open and standard virtualized servers to boost innovation and release valuable computing resources that improve services and increase revenue.

Our Reconfigurable Computing Platform™ is based on a broad set of FPGA software for leading IT compute, network and security applications that are supported on a wide array of FPGA hardware designs.

NAPATECH RECONFIGURABLE COMPUTING

EUROPE, MIDDLE EAST AND AFRICA
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www.napatech.com

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Portsmouth, New Hampshire, USA
Los Altos, California, USA

Tel. +1 888 318 8288
info@napatech.com
www.napatech.com

APAC
ntapacsales@napatech.com
www.napatech.com

Attackers
are using new tactics
Defenders
must do the same

CYBER SECURITY SOLUTIONS

CYBER SECURITY SOLUTIONS

Attackers lorem ipsum dolor sitamet, 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.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione.

Wireshark
TRex
+ More

Services
Professional Services
Custom Development

COLLATERAL

CASE STUDY

The case study describes a customer success that was achieved by working with Napatech. Customer challenge, solution and benefits are highlighted on the front page.

A4 format.



COLLATERAL

HERO CARDS

Our hero cards replace traditional data sheets to highlight the uniqueness of the product and its outstanding features.

A5 format.

napa:tech;
RECONFIGURABLE COMPUTING

NT200A02 FPGA SMARTNIC
8x10G:2x40G:2x100G PCIe GEN3

SURICATA

ntop

TREX

DOC

NT200A02 FPGA SMARTNIC 8x10G/2x40G/2x100G PCIe GEN3

Use cutting-edge network SmartNIC technology to add real-time line-rate performance to your application. Napatech 8 x 10 Gbps / 2 x 40 Gbps / 2 x 100 Gbps SmartNICs provide full packet capture of network data at 100 Gbps and of traffic bursts at 200 Gbps with zero packet loss. The Napatech SmartNIC can capture all frames, including erroneous frames normally discarded by standard NICs. The Napatech NT200A02 can also be used for 100% packet replay with nanosecond precision of all networking traffic for analytics, testing and simulation.

napa:tech;
RECONFIGURABLE COMPUTING

NT200A02 8x10G/2x40G/2x100G PCIe GEN3
SPECIFICATIONS

Napatech-supported applications

Napatech SmartNICs enable OEM vendors to build high-performance network appliances based on standard servers. Examples of applications include:

- Revenue and services optimization
- Quality of experience optimization
- Financial latency measurement
- Customer experience analysis
- Data loss prevention
- Virtualized activity analysis
- Cyber defense
- Fraud detection and compliance management
- Infrastructure management and security
- Network and application performance
- Troubleshooting and compliance

General features

- Full line-rate processing for all frames from 64 bytes to 10,000 bytes - keep or discard erroneous frames
- IEEE standard: IEEE 802.3 100/40/10 Gbps Ethernet support
- Network interface: 2 x QSFP28 ports
- Supported modules: 100GBASE-SR4 and 100GBASE-LR4, or 40GBASE-SR4, 40GBASE-LR4 and 40GBASE-SR-BiDi, or QSFP+ breakout to 4 x 10GBASE-SR and 4 x 10GBASE-CR
- Data rate: 8 x 10 Gbps, 2 x 40 Gbps or 2 x 100 Gbps
- Typical CPU load: < 5%
- Time formats: PCAP-ns/µs and UNIX 10 ns / 1 ns
- Time stamp resolution: 1 ns
- Stratum 3 compliant TCXO
- Pluggable options for IEEE 1588-2008 PTP and PPS time synchronization
- PTP slave in IEEE 1588-2008 default and telecom profiles

SmartNIC software

- Operating systems: Linux, Windows
- Napatech API for high performance and advanced features
- libpcap, WinPcap and DPDK
- IEEE 1588-2008 PTP stack
- SDK tools included in source code for debugging and prototyping and as application examples

SmartNIC hardware

- Bus type: 16-lane 8 GT/s PCIe Gen3
- 12 GB onboard DDR4 RAM
- Flash: Support for two boot images
- Built-in thermal protection
- Physical dimensions: ½-length and full-height PCIe
- Weight excluding pluggable modules:
 - NT200A02-SCC: 355 g
 - NT200A02-NEBS: 350 g
- MTBF according to UTE C 80-810:
 - NT200A02-SCC: 317,821 hours
 - NT200A02-NEBS: 311,435 hours
- Power consumption including 100GBASE-SR4 modules:
 - NT200A02-SCC: max 75 Watts
 - NT200A02-NEBS: max 75 Watts

Environment for NT200A02-SCC

- Operating temperature: 0 °C to 45 °C (32 °F to 113 °F)
- Operating humidity: 20% to 80%

Environment for NT200A02-NEBS

- Operating temperature: -5 °C to 55 °C (23 °F to 131 °F) measured around the SmartNIC
- Operating humidity: 5% to 85%
- Altitude: < 1,800 m
- Airflow: >= 2.5 m/s

Regulatory approvals and compliances

PCI-SIG®, NEBS level 3, CE, CB, RoHS, REACH, cURus (UL), FCC, ICES, VCCI, RCM

Orderable products

Product	Data Rate
NT200A02-2x100/40	2 x 100 / 40 Gbps
NT200A02-2x40/8x10	2 x 40 Gbps / 8 x 10 Gbps
NT200A02-8x10/2x40	8 x 10 Gbps / 2 x 40 Gbps

Also available in NEBS variants.

DN-1710-0001

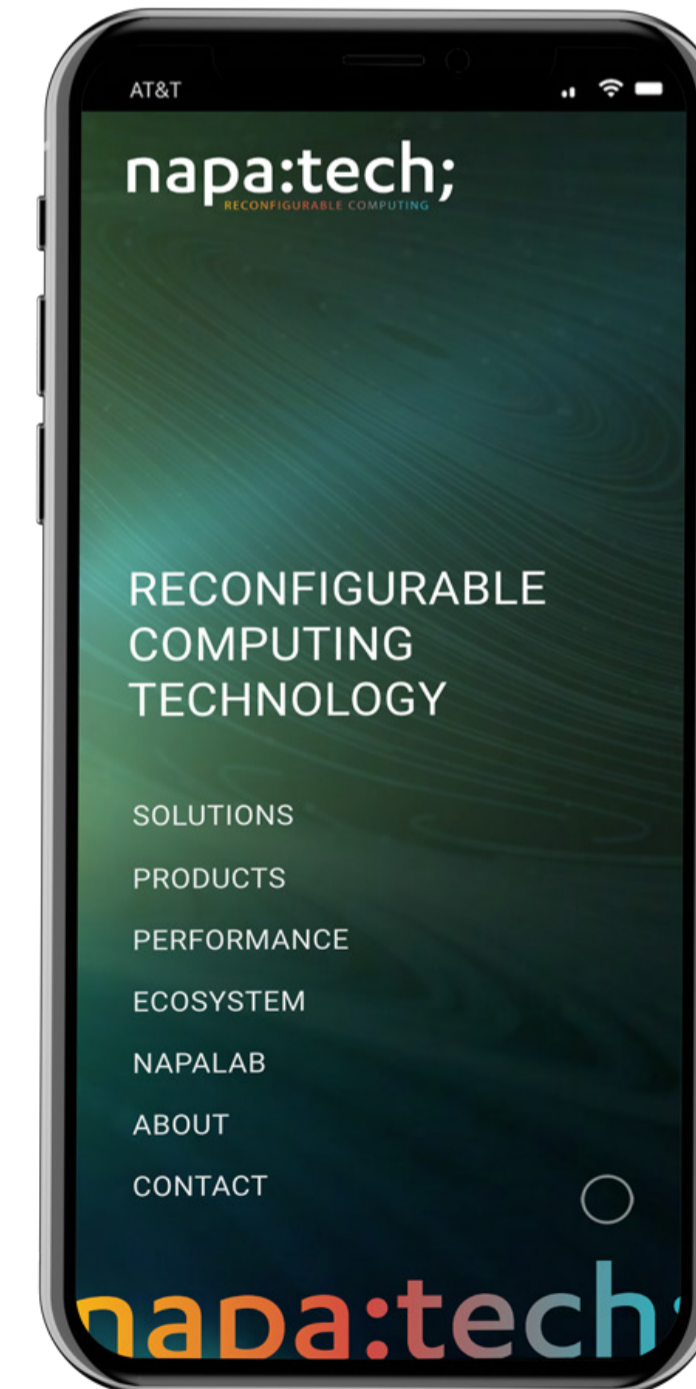
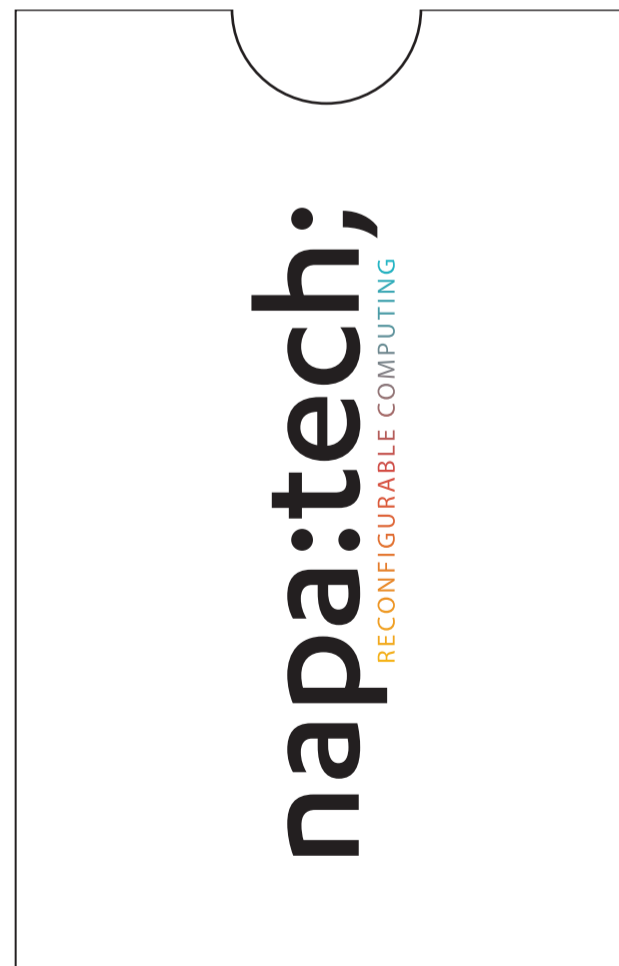
COLLATERAL

BUSINESS CARDS

The business card pocket contains a business card, a mini presentation brochure and a digital mini presentation app, which includes an overview of our:

- Solutions
- Products
- Performance
- Ecosystem
- NapaLab

The pocket is used as handout.



STATIONERY

LETTER HEAD

A4 format.

napa:tech;
RECONFIGURABLE COMPUTING

First line of address
Second line of address
Third line of address
Fourth line of address

Att: Name Surname

Date:
Copenhagen, 01.03.2014 / NASU

Regarding:
New Corporate Identity for Napatech A/S

Duis autem vel eum iriure dolor. Ut wisi etempor cum soluta nobis quod mazim placerat facer posi lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh lore possim at vero eros et perfect accumsan et iusto odio nos dignissim qui blandit nosor praesent luptatum zzril delenit orem vel illum dolore eu feugiat nulla facilisis at vero eros et perfect accuet dolore te feugait nullamos augue duis dolore feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend.

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Yours sincerely
Napatech A/S

Name Surname
Title

Dir: +45 1234 5678
nasu@napatech.com

Napatech A/S
Tobaksvejen 23 A, DK-2860 Soeborg, Denmark
Telephone +45 4596 1500, Telefax +45 6980 2970
info@napatech.com, www.napatech.com

STATIONERY

NOTEPAD

A4 format.



STATIONERY

ENVELOPE AND LABEL

Envelope C5 format.
Mailing label 120 x 80 mm.



STATIONERY

EMAIL SIGNATURE

We use the Calibri font in emails and email signatures, size 12 being the default.

The greeting line (Dear Name Nameson) is in Calibri, bold black, and the body copy in Calibri regular black.

In the email signature, the address, web address and phone number are in Calibri dark grey, size 11.

The confidentiality clause is automatically added for external emails.

Dear Name Nameson

Duis autem vel eum iriure dolor. Ut wisi etempor cum soluta nobis quod mazimmos placcrat facealoe feugiat nulla delenit augue dui dolore te feugaita facilisi. Nam liber tempor cum solutan nobis eleifend option perfectos placcrat facer possim assum. Lorem ipsum dolor sit amet nosotrossa, atquea amet vel illum dolore eu feugiat nulla facilisis at congue aliquam erat volutpatt wisi enimosad ad minim veniam lorem ipsum at novum iuegirem ipsum dolor sit.

Lore possim at vero eros et perfec accumsan et iusto odio nos dignissim qui blandit nosor praesent luptatum zzril aliquam erat volutpatt wisi enimosad ad minim veniam lorem ipsum at novum iuegia Lorem ipsum dolor sit.

Best Regards

Name Nameson
Title
Department

napa:tech;
RECONFIGURABLE COMPUTING

Napatech A/S
Tobaksvejen 23 A
DK-2860 Soeborg
Denmark

www.napatech.com

Email: lbp@napatech.com
Direct: +45 70 29 24 80
Mobile: +45 31 43 84 02
Phone: +45 45 96 15 00

Disclaimer: This email and any files transmitted with it may contain confidential information intended for the addressee(s) only. The information is not to be surrendered or copied to unauthorized persons. If you have received this communication in error, please notify the sender immediately and delete this e-mail from your system.

VISUAL IMAGERY

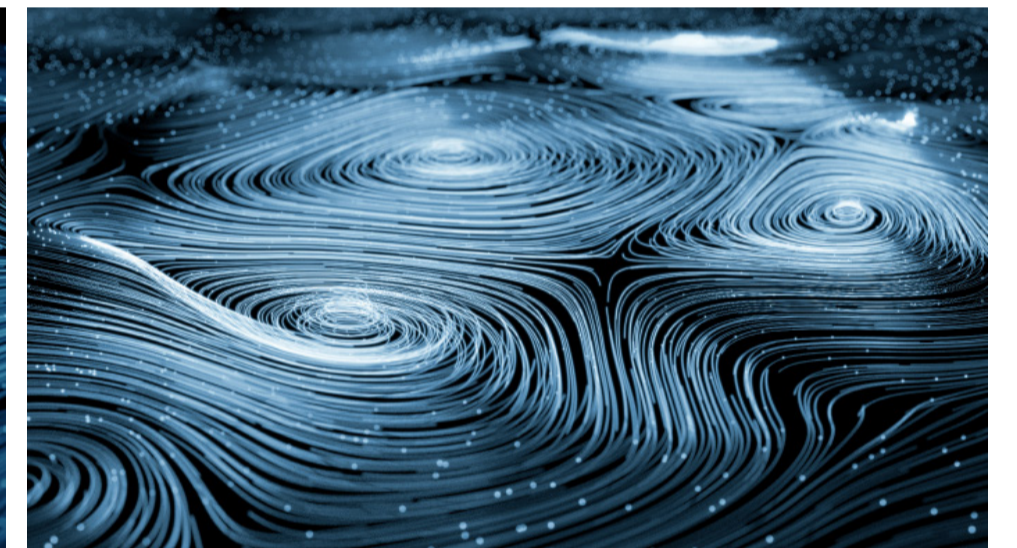
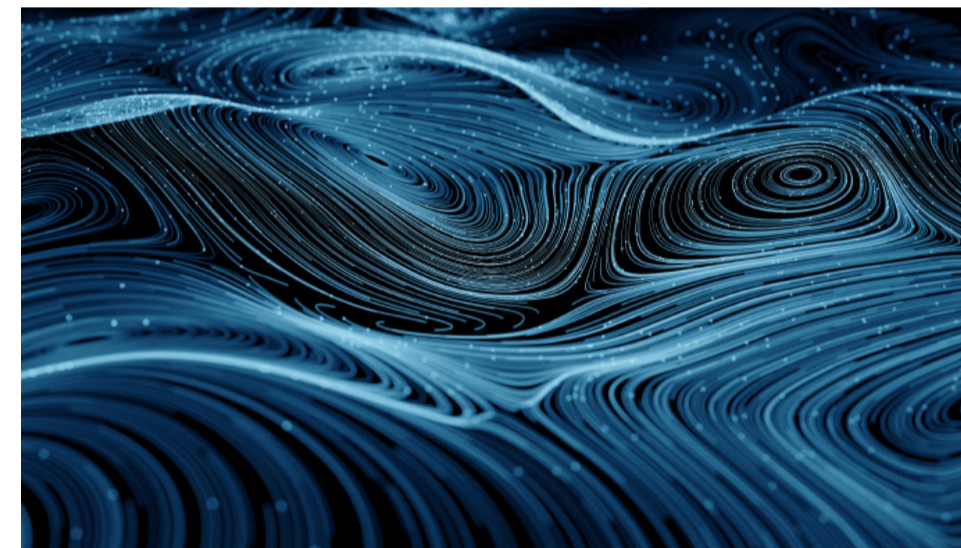
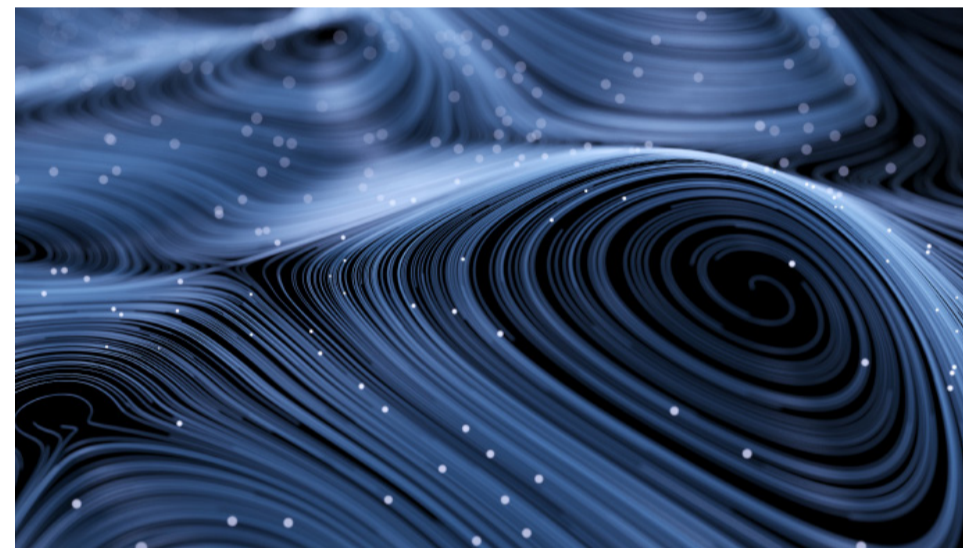
KEY VISUALS

Napatech's visual language is based on a vibrant, distinctive imagery, aiming to capture attention, prompt recognition and invoke trust and loyalty in the audience.

To avoid stock photo clichés, we primarily use abstract imagery aiming to bring associations of speed, acceleration, innovation, technology, performance, flexibility, quality, supremacy, authority, universality.

Keywords: Speed, acceleration, innovation, technology, performance, network, data, IT.

Color tone:
Blues and greens.



VISUAL IMAGERY

PORTRAIT PHOTOGRAPHY

Portraits are used to accompany individual content, e.g. videos, blogs, white papers.

The photo style is simple and rich on contrast.



COPY

TONE OF VOICE

All communication regarding Napatech must have a consistent and recognizable tone of voice.

Our core purpose and values define the tone of voice.

Think about these key words when creating content:

- Concise
- Precise
- Consistent
- Approachable
- Confident
- Positive

Performance

We outperform our competitors, capturing data at high speed and high volume. Use words such as speed, win, accelerate, perform, and a style that is concise and precise.

Reliability

Our customers value our integrity, quality and 100% guaranteed data delivery. Our tone of voice must be consistent across our content, to foster that sense of reliability and quality.

Flexibility

The heart of Napatech is FPGA technology that is uniquely programmable and flexible in the SmartNIC world. Our "software-focused and hardware-independent" messaging displays further flexibility. Our tone of voice must be approachable, displaying our ability to apply to all interested markets.

Authority

Napatech delivers world-class solutions based on unparalleled maturity and experience in the FPGA market. As an FPGA SmartNIC pioneer, we talk about our solutions with confidence and knowledge. Use confident, factual and positive terminology.

COPY

PRODUCT NAME CONVENTION

To ensure recognition and clarity of message, the naming convention defined below should be applied consistently.

The first reference to a product should include the full product name. For the sake of readability, any subsequent references should be as nonspecific as possible, except for when the unique product name has explicit impact on the meaning.

Examples:

Link-Capture™ Software dramatically increases application performance. Based on cutting-edge FPGA technology, **Link-Capture™** delivers guaranteed line rate throughput with zero packet loss and replay for any packet size. **The software** is used across industries to enhance performance and strengthen security.

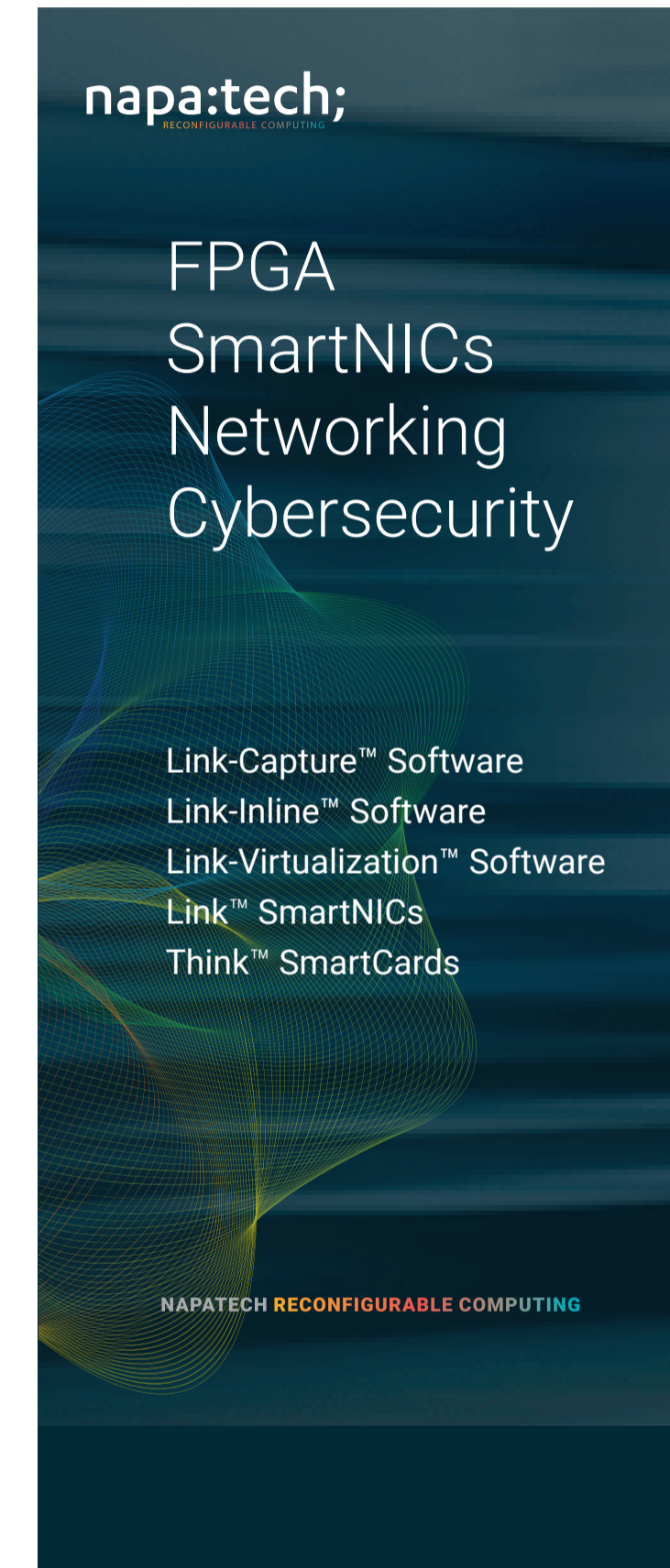
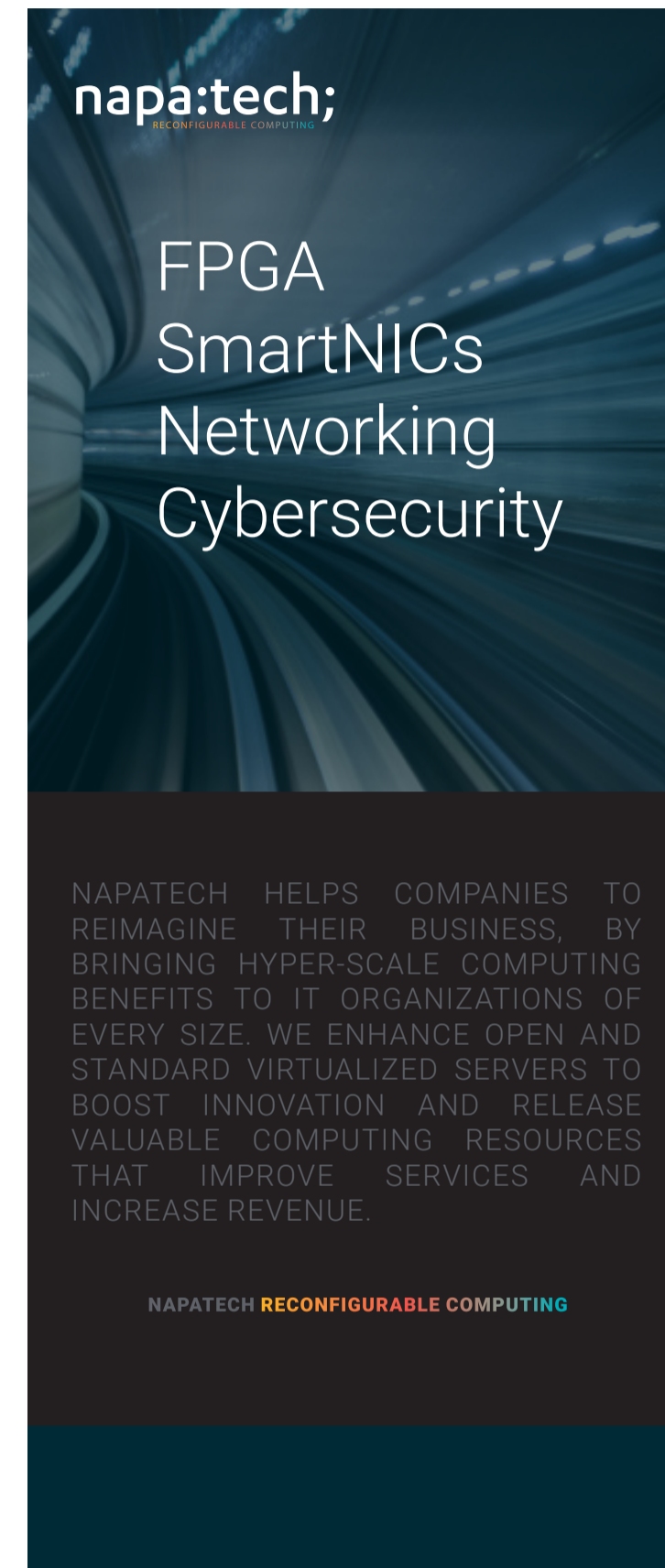
Link™ 100G SmartNIC is designed for ultimate network performance, precision and scalability. The high density and dual speed of the **Link™ SmartNIC** offers flexibility to create high-performance solutions in 1U server platforms. **The SmartNIC** is used across industries to enhance performance and strengthen security.

PRODUCT CATEGORY	PRODUCT GROUP/NAME	PRODUCT GROUP/NAME VARIATIONS
SmartNIC Software	Link-Capture™ Software Link-Inline™ Software Link-Virtualization™ Software	<p>Link-Capture™ Software: Link-Capture™ 1G Software Link-Capture™ 10G Software Link-Capture™ 25G Software Link-Capture™ 40G Software Link-Capture™ 50G Software Link-Capture™ 100G Software</p> <p>Link-Inline™ Software: Link-Inline™ 1G Software Link-Inline™ 10G Software Link-Inline™ 25G Software Link-Inline™ 40G Software Link-Inline™ 50G Software Link-Inline™ 100G Software</p> <p>Link-Virtualization™ Software: Link-Virtualization™ 1G Software Link-Virtualization™ 10G Software Link-Virtualization™ 25G Software Link-Virtualization™ 40G Software Link-Virtualization™ 50G Software Link-Virtualization™ 100G Software</p> <p>Link™ 1G SmartNIC: Link™ 4x1G COTS SmartNIC Link™ 4x1G NEBS SmartNIC</p> <p>Link™ 10G SmartNIC: Link™ 2x1:10G COTS SmartNIC Link™ 4x1:10G COTS SmartNIC Link™ 8x10G COTS SmartNIC Link™ 2x1:10G NEBS SmartNIC Link™ 4x1:10G NEBS SmartNIC Link™ 8x10G NEBS SmartNIC</p>
SmartCard Software	Think™ Compression Software Think™ Deduplication Software Think™ Encryption Software	<p>Link™ 25G SmartNIC: Link™ 2x25G COTS SmartNIC</p> <p>Link™ 40G SmartNIC: Link™ 2X40G COTS SmartNIC Link™ 2X40G NEBS SmartNIC</p> <p>Link™ 50G SmartNIC: Link™ 2x50G COTS SmartNIC Link™ 2x25:50G COTS SmartNIC Link™ 2x50G NEBS SmartNIC Link™ 2x25:50G NEBS SmartNIC</p> <p>Link™ 100G SmartNIC: Link™ 1x100G COTS SmartNIC Link™ 2x100G COTS SmartNIC Link™ 2x40G:2x100G COTS SmartNIC Link™ 1x100G NEBS SmartNIC Link™ 2x100G NEBS SmartNIC Link™ 2x40G:2x100G NEBS SmartNIC</p> <p>Think™ SmartCards: Think™ XS SmartCard Think™ XL SmartCard</p>
SmartNIC Hardware	Link™ 1G SmartNICs Link™ 10G SmartNICs Link™ 25G SmartNICs Link™ 40G SmartNICs Link™ 50G SmartNICs Link™ 100G SmartNICs	
SmartCard Hardware	Think™ SmartCards	

EVENT

ROLL-UPS

At events, our expression should build on the messaging and visual identity described above, creating associations of speed, acceleration, innovation, technology, performance, flexibility, quality, supremacy, authority and universality.



EVENT

ROLL-UPS

At events, our expression should build on the messaging and visual identity described above, creating associations of speed, acceleration, innovation, technology, performance, flexibility, quality, supremacy, authority and universality.

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RECONFIGURABLE COMPUTING

Superior App Performance

- **4x** Suricata
- **3x** Bro
- **6x** Snort
- **12x** Wireshark
- **30x** TRex
- **40x** ntop n2disk
- **20x** ntop nProbe Cento

NAPATECH HELPS COMPANIES TO REIMAGINE THEIR BUSINESS, BY BRINGING HYPER-SCALE COMPUTING BENEFITS TO IT ORGANIZATIONS OF EVERY SIZE. WE ENHANCE OPEN AND STANDARD VIRTUALIZED SERVERS TO BOOST INNOVATION AND RELEASE VALUABLE COMPUTING RESOURCES THAT IMPROVE SERVICES AND INCREASE REVENUE.

NAPATECH **RECONFIGURABLE COMPUTING**

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RECONFIGURABLE COMPUTING

FOR DATA CENTER

Accelerate Network & Security Apps

Link-Capture™ Software
Link-Inline™ Software
Link-Virtualization™ Software
Link™ SmartNICs
Think™ SmartCards

NAPATECH **RECONFIGURABLE COMPUTING**

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RECONFIGURABLE COMPUTING

FPGA Technology

- 200 Gbps throughput
- 10/25/40/50/100 GigE
- Line rate packet capture
- Stateful flow-aware
- Nanosecond timing accuracy
- Ultrascale+ and Virtex Support

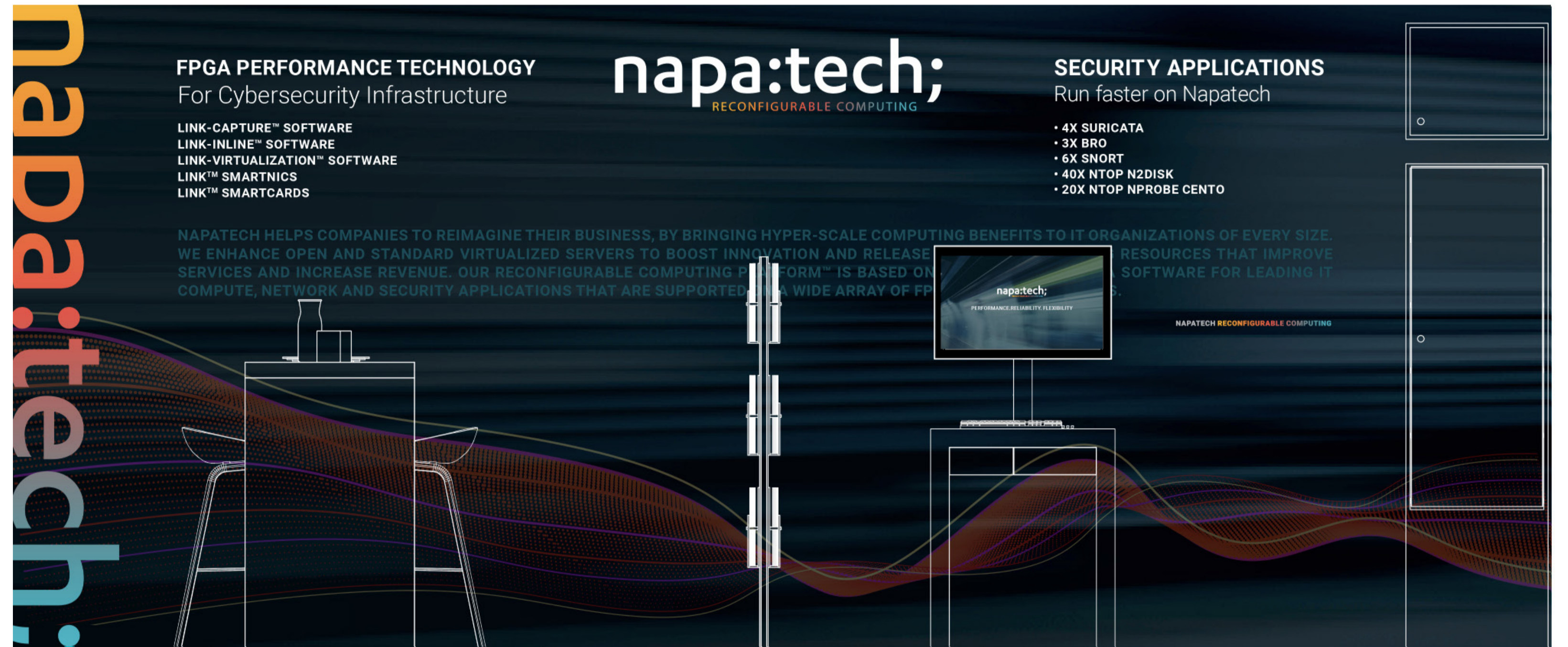
Link-Capture™ Software
Link-Inline™ Software
Link-Virtualization™ Software
Link™ SmartNICs
Think™ SmartCards

NAPATECH **RECONFIGURABLE COMPUTING**

EVENT

BOOTH DESIGN

Booth graphics should be vibrant, yet simple – again, using imagery that signifies speed, innovation, performance and technology.



EVENT

LIVE EVENT

Example of a virtual event.



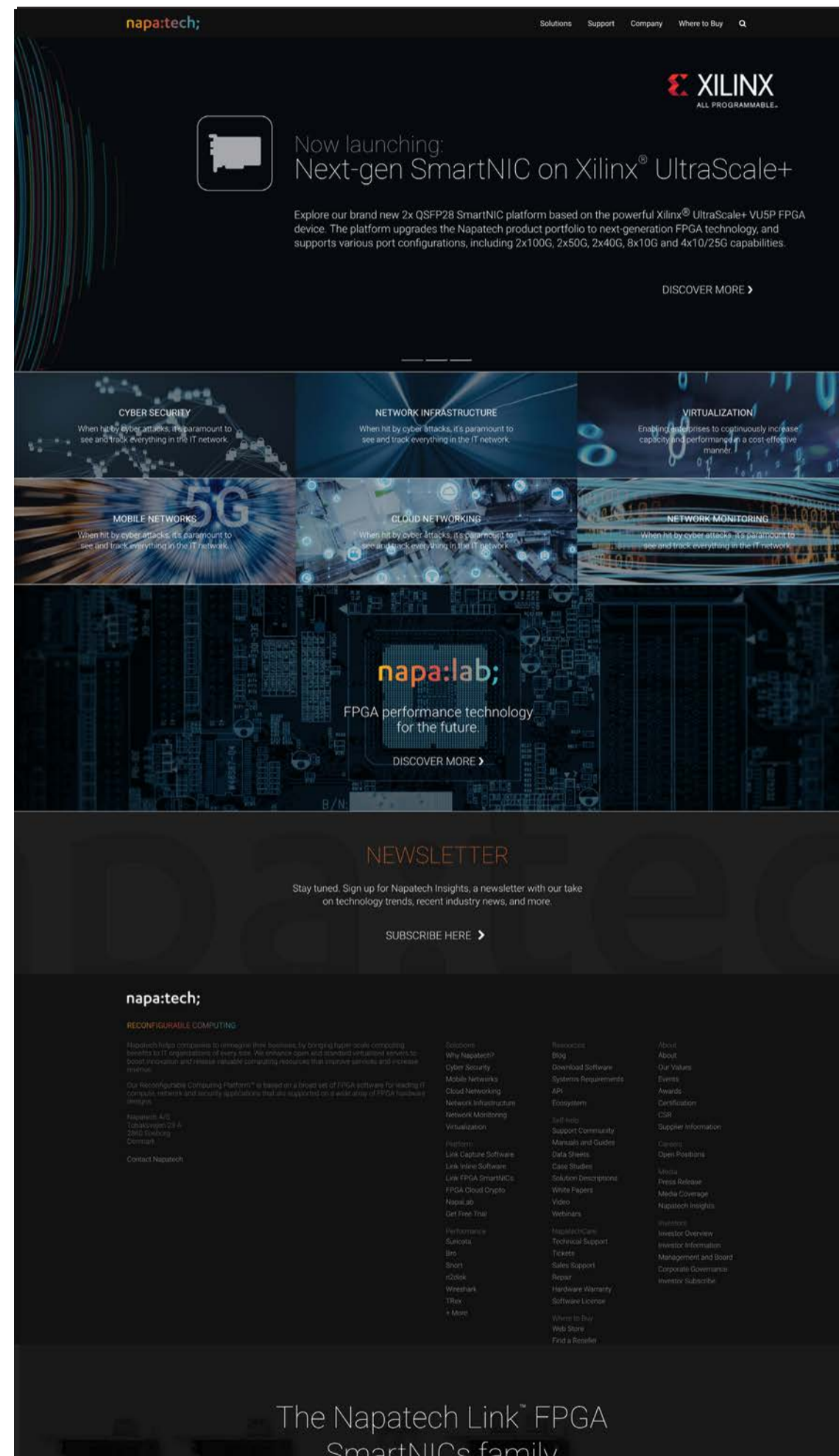
Napatech Live Event. September 7, 2019
Launching the Link™ 400G SmartNIC.

DIGITAL

WEBSITE

Our website embodies the messaging and visual identity described above. Both in structure, usability and expression, it aims for quality, simplicity and intuitiveness.

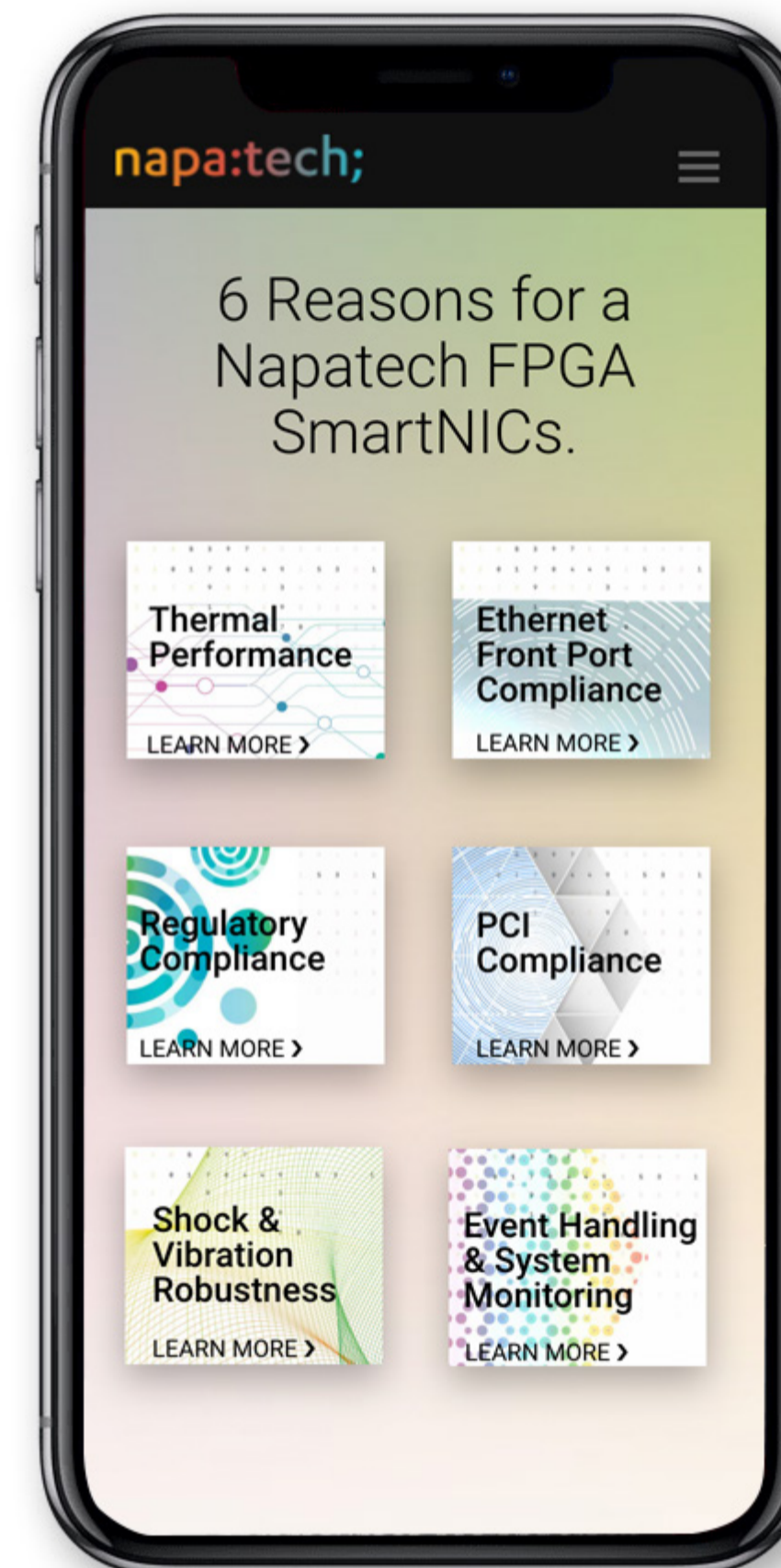
Examples illustrated on this page are the homepage and Link™ SmartNIC product page.



DIGITAL

MOBILE

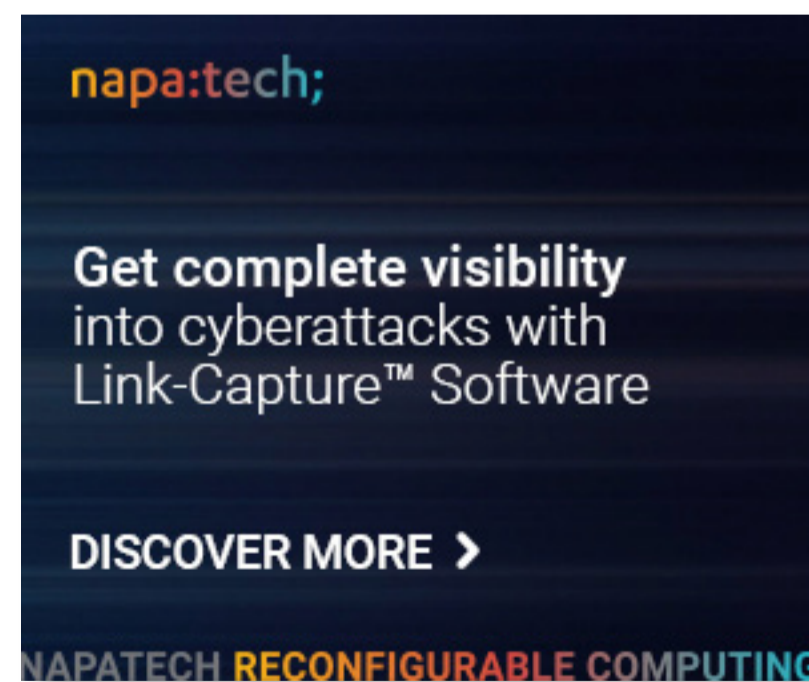
Our website is fully responsive and scales to all leading devices, ensuring full alignment with our messaging of leading-edge technology and agility.



DIGITAL

ONLINE ADVERTISING

Our online advertising follows the same visual and textual guidelines as all other material, aiming to signify speed, performance, reliability and flexibility.

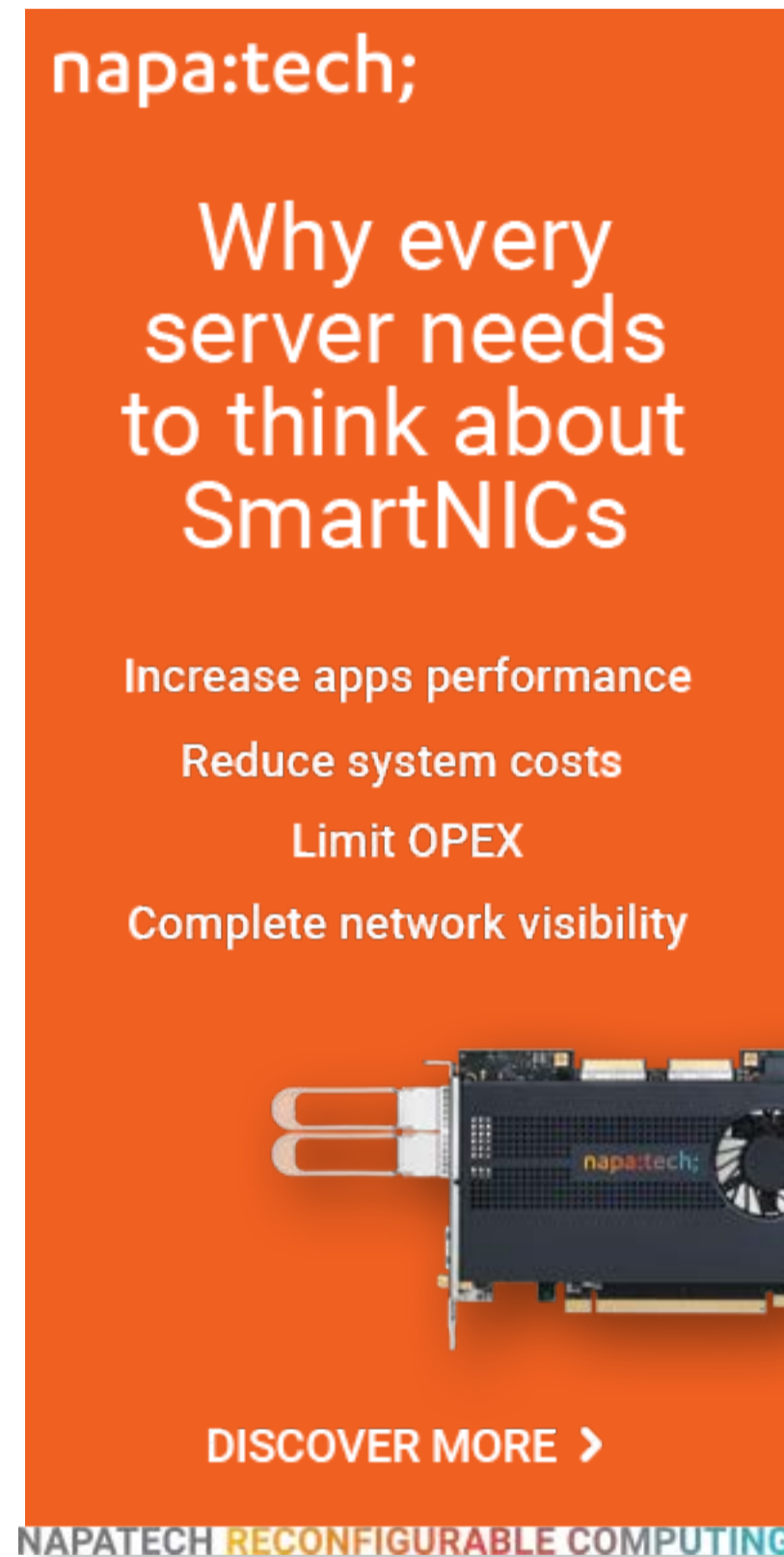


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Get complete visibility into cyberattacks with Link-Capture™ Software

DISCOVER MORE >


NAPATECH RECONFIGURABLE COMPUTING



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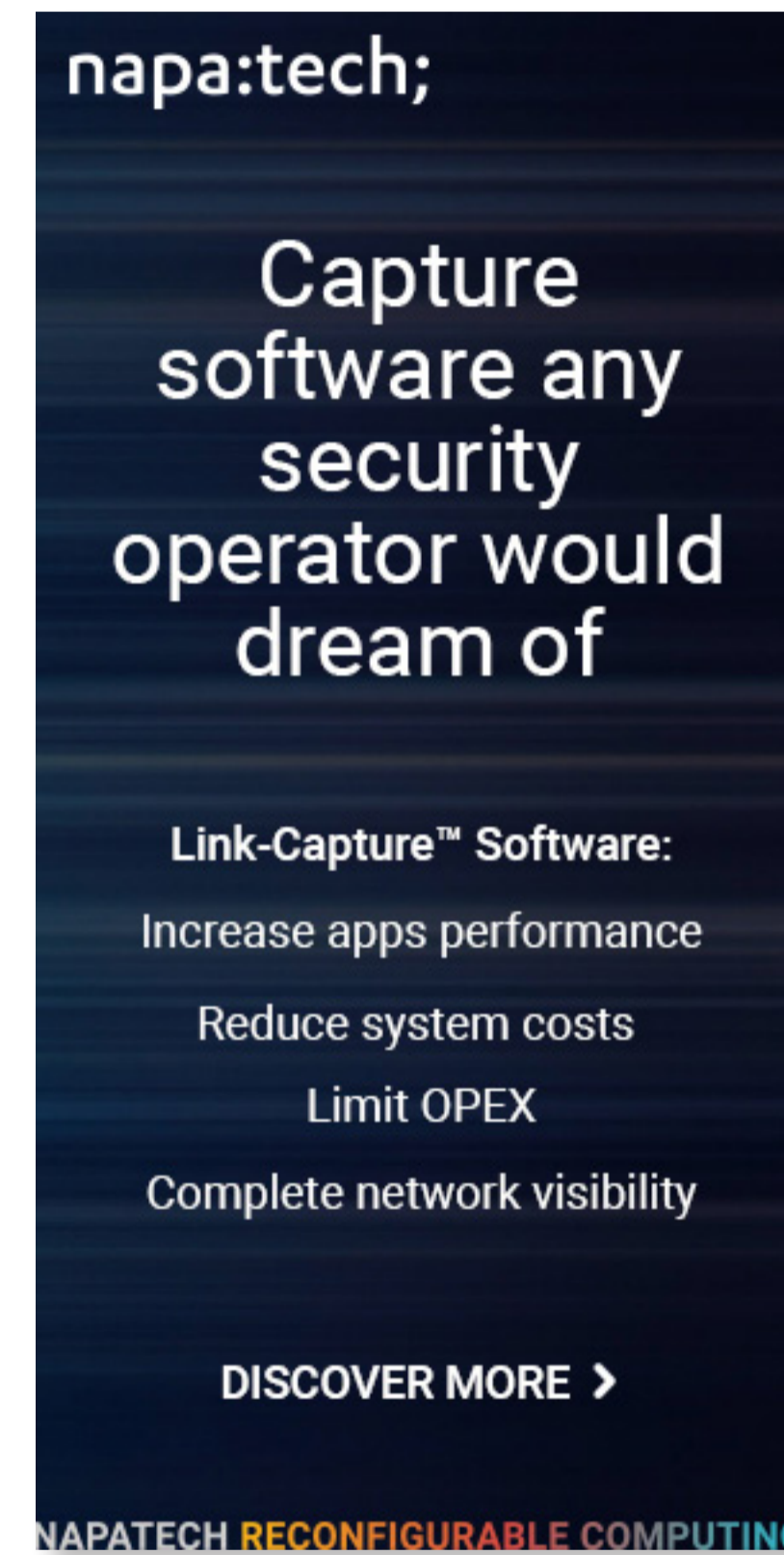
Why every server needs to think about SmartNICs

- Increase apps performance
- Reduce system costs
- Limit OPEX
- Complete network visibility



DISCOVER MORE >

NAPATECH RECONFIGURABLE COMPUTING



napa:tech;

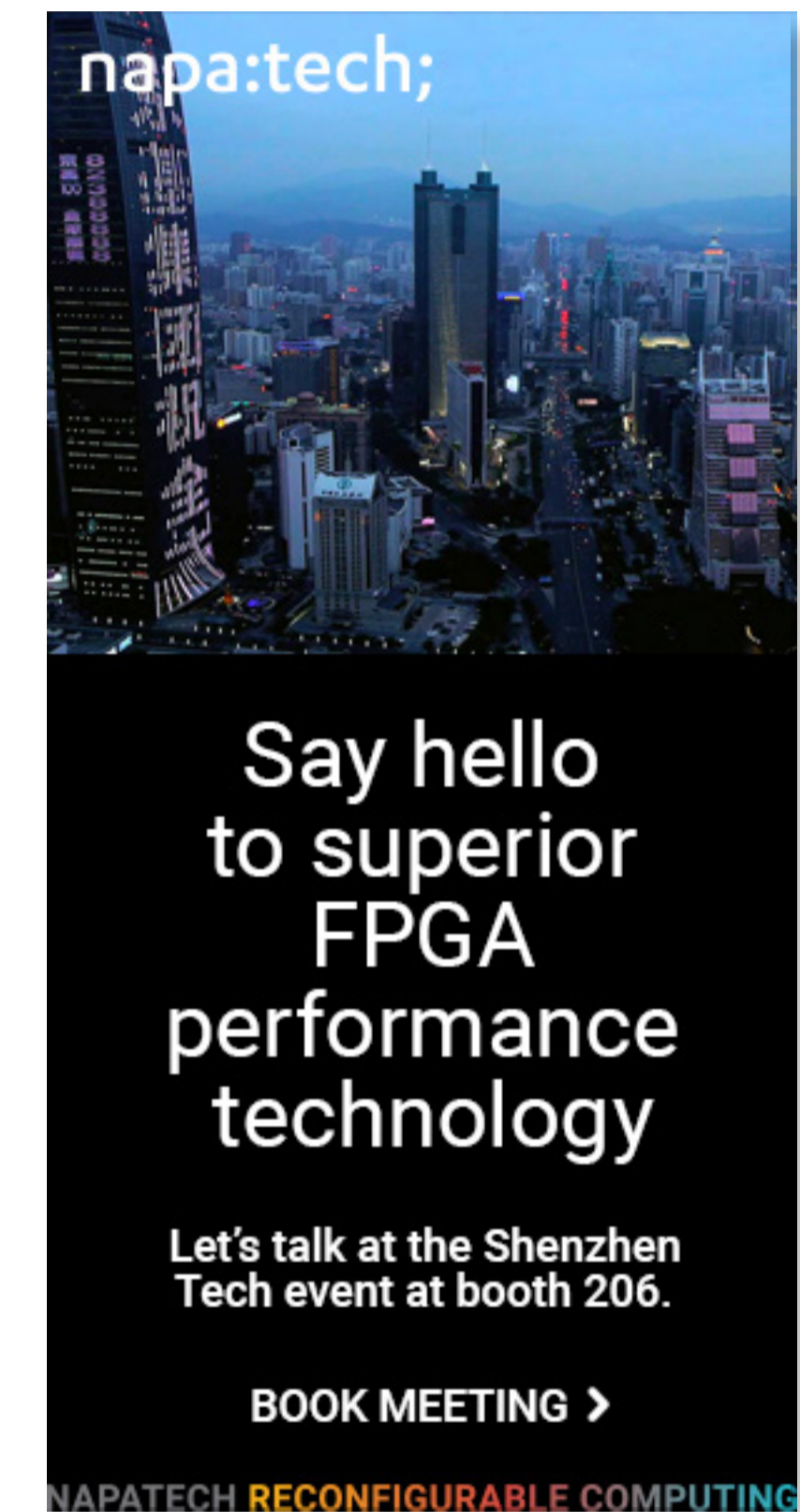
Capture software any security operator would dream of

Link-Capture™ Software:

- Increase apps performance
- Reduce system costs
- Limit OPEX
- Complete network visibility

DISCOVER MORE >

NAPATECH RECONFIGURABLE COMPUTING



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Say hello to superior FPGA performance technology

Let's talk at the Shenzhen Tech event at booth 206.

BOOK MEETING >

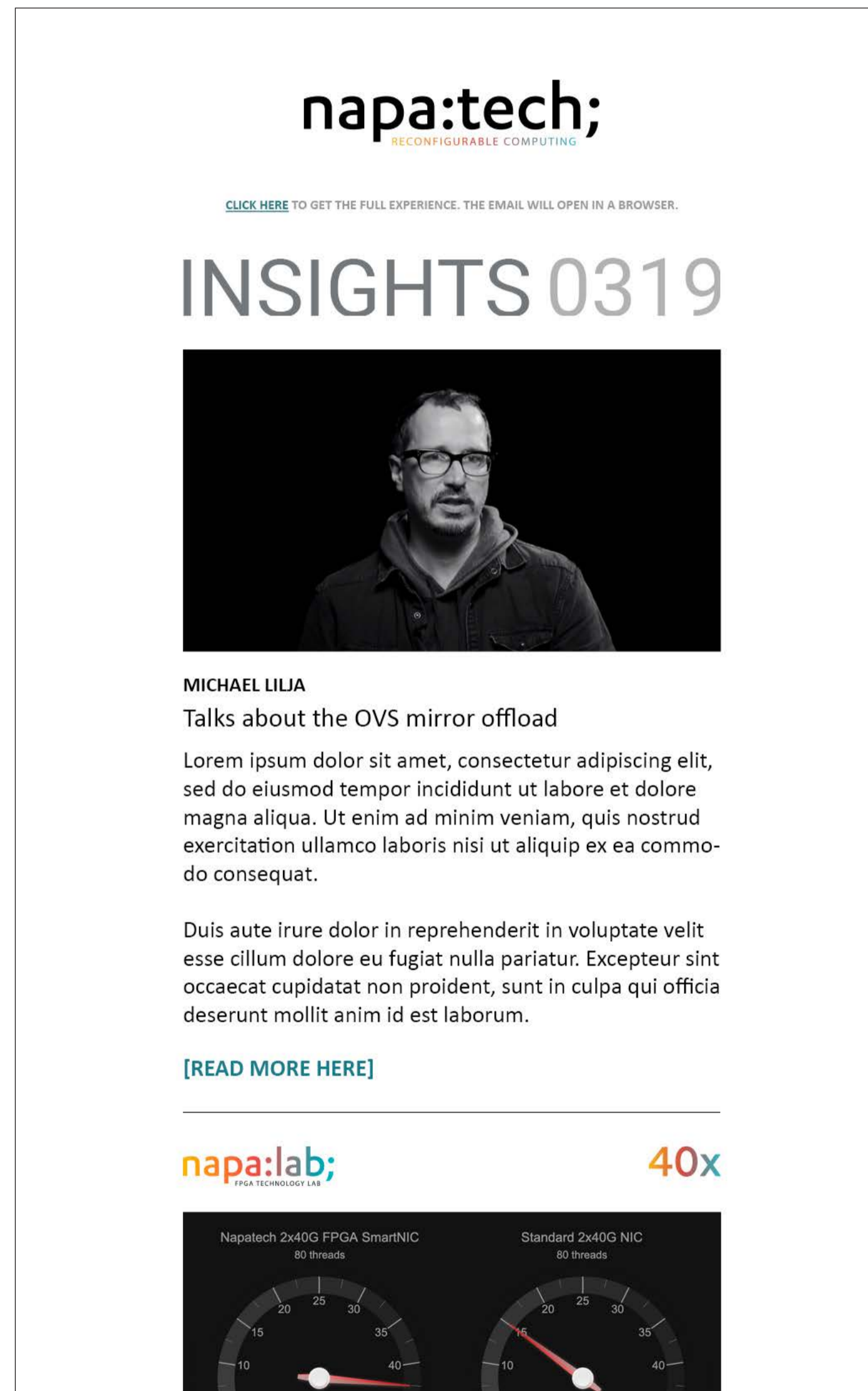
NAPATECH RECONFIGURABLE COMPUTING

DIGITAL

NEWSLETTER

Newsletter issues alternate between a black and white design, applied for contrast. The style is simple and contemporary yet distinct in its use of imagery. All content adheres to the overall messaging.


The newsletter is based on a content marketing strategy. So instead of directly pitching our products, we aim to provide relevant and useful information to our subscribers to help them solve their issues - as opposed to traditional marketing efforts (also referred to as push-marketing). This helps to build loyalty, which eventually converts the prospect into a buyer and, hopefully, long-term customer.



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[CLICK HERE](#) TO GET THE FULL EXPERIENCE. THE EMAIL WILL OPEN IN A BROWSER.

INSIGHTS 0319



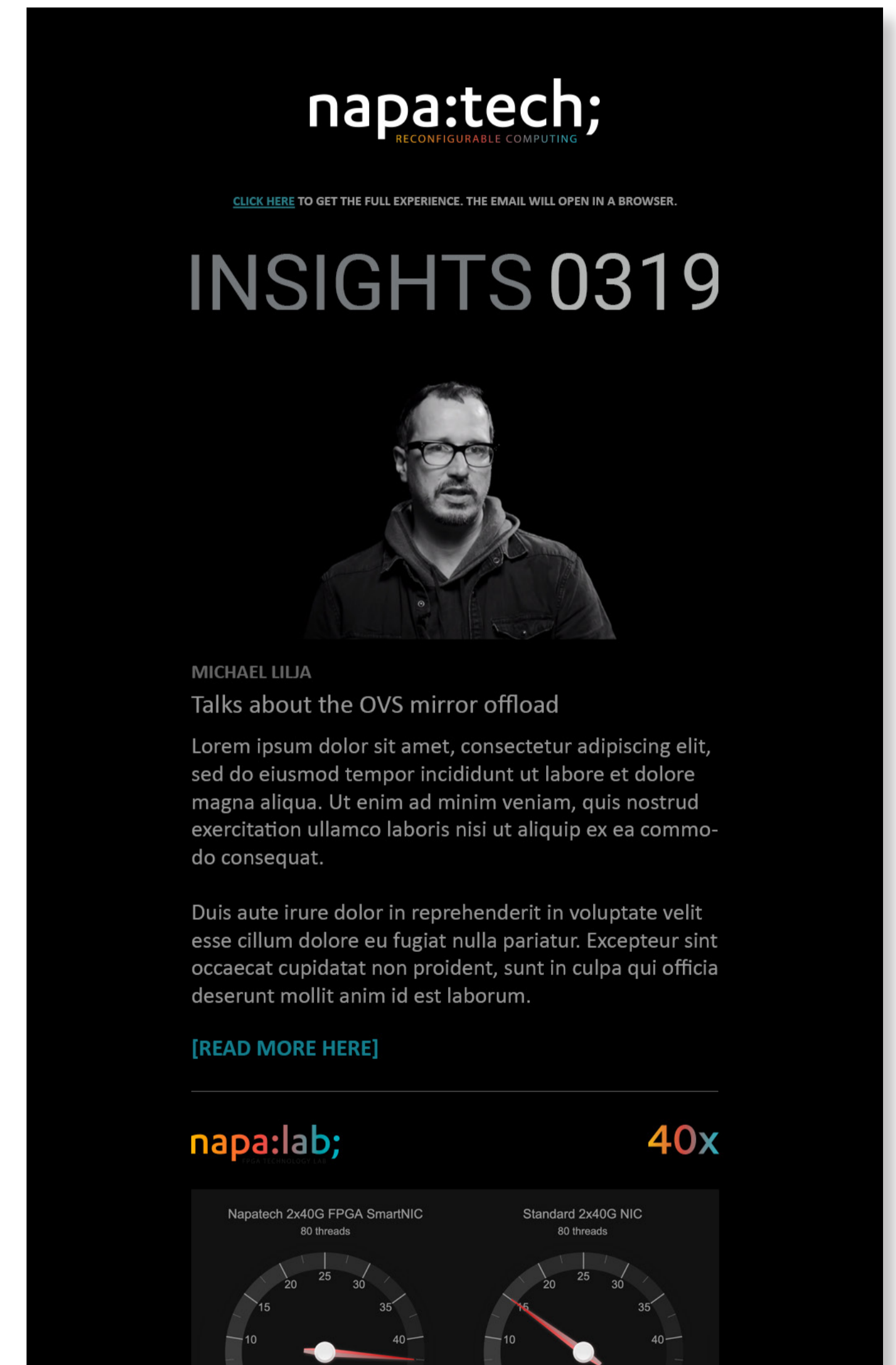
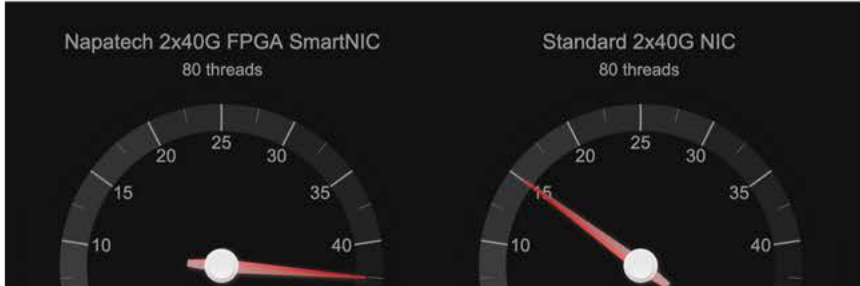
MICHAEL LILJA
Talks about the OVS mirror offload

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.

[\[READ MORE HERE\]](#)


napa:lab; **40x**
FPGA TECHNOLOGY LAB



napa:tech;
RECONFIGURABLE COMPUTING

[CLICK HERE](#) TO GET THE FULL EXPERIENCE. THE EMAIL WILL OPEN IN A BROWSER.

INSIGHTS 0319



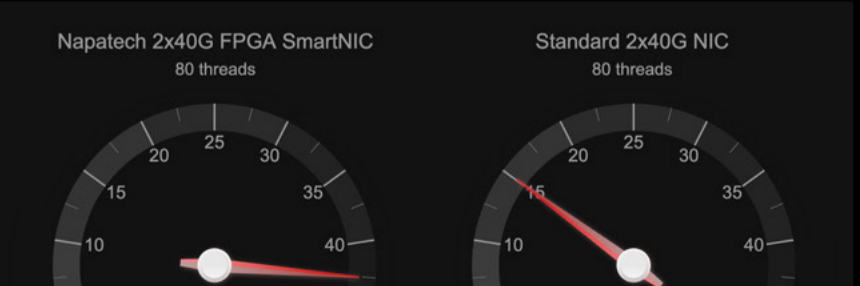
MICHAEL LILJA
Talks about the OVS mirror offload

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.

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[\[READ MORE HERE\]](#)

napa:lab; **40x**
FPGA TECHNOLOGY LAB



DIGITAL

PRESS RELEASE

Our press release design uses the logo as a decorative element, ensuring consistency and quick recognition. All press releases adhere to the overall messaging.

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RECONFIGURABLE COMPUTING

PRESS RELEASE

Napatech Launches First Encryption/Decryption FPGA Hardware Accelerator on Amazon Web Services Elastic Compute Cloud

Los Altos, California, April 9, 2019 – Napatech™ (OSLO: NAPA.OL), the leading provider of reconfigurable computing platforms, today announced availability of the world's first FPGA-based network encryption/decryption solution running in Amazon Web Services (AWS) Elastic Cloud Compute (EC2) F1. Napatech FPGA Cloud Crypto, a cryptography engine for the AWS Marketplace, is available only from Amazon Web Services, running exclusively on Xilinx **Virtex Ultrascale+** FPGAs.

Napatech is the first company to provide FPGA-as-a-Service (FaaS) encryption/decryption capabilities that are consumable using an Amazon EC2 F1 instance and joins a growing list of accelerated applications now available on AWS F1. Built for the open-source Data Plane Development Kit (DPDK), the Cloud Crypto hardware accelerator, powered by Xilinx FPGAs, is easy to attach to standard cloud applications.

Click to Tweet:
.@Napatech Launches First Encryption/Decryption FPGA Hardware Accelerator on AWS F1:
<https://amzn.to/2WQpsth> #encryption

The Cloud Crypto hardware accelerator is a versatile technology solution for users to learn, experiment and adapt use cases for FPGA-based crypto offload. The component seamlessly plugs into the DPDK framework and accelerates DPDK applications such as IPsec gateways and SSL end2end security.

The Xilinx FPGA-enabled base provides a cost-effective and future-proof solution, avoiding lock-in to standard ASIC-based hardware cryptography solutions. The flexibility of FPGAs enhances and strengthens the security architecture, allowing for seamless updates to hardware acceleration as cryptography standards evolve.

Jarrold Siket, chief marketing officer at Napatech, said:
"We are very proud to be part of the Amazon Web Services Partner Network (APN) and excited to be expanding our FPGA-based software and hardware capabilities into new virtualized environments. This is an important step in our journey to hyper-scale hardware and software acceleration in the cloud, and it is fantastic that the Xilinx SDAccel Development Environment has made this possible."

Jim Dworkin, director of marketing in the Data Center Group at Xilinx, said:
"Amazon AWS F1 has been an effective platform for independent software vendors to offer innovative application acceleration solutions to end customers. We are pleased to welcome Napatech to this growing ecosystem of independent software vendors. Napatech has been a valued technology partner for multiple generations of Xilinx FPGA-enabled hardware and software solutions. It's great to see them offer a differentiated security solution for AWS customers."

PAGE 1

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NAPATECH.COM

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RECONFIGURABLE COMPUTING

Cloud Crypto on AWS EC2:
[s.amazon.com/marketplace/pp/B07NRMXG41](https://aws.amazon.com/marketplace/pp/B07NRMXG41)

F1 instance information:
[s.amazon.com/ec2/instance-types/f1/](https://aws.amazon.com/ec2/instance-types/f1/)

company information on Amazon:
[s.amazon.com/marketplace/seller-profile?id=dd50035b-311b-4862-92b6-2c42c6f11114](https://aws.amazon.com/marketplace/seller-profile?id=dd50035b-311b-4862-92b6-2c42c6f11114)

product information:
www.napatech.com/products/cloud-crypto/

napatech helps companies to reimagine their business by bringing hyperscale computing benefits to IT organizations of every size. We help you enhance open and standard virtualized servers to boost innovation and release valuable computing resources that drive your business forward. Our Reconfigurable Computing Platform™ is based on a broad set of FPGA software designs for IT compute, network and security applications that are supported on a wide array of FPGA hardware designs.

More information is available at www.napatech.com

Forward-looking statements

This release may contain forward-looking statements which are only predictions and may differ materially from actual results or results due to a variety of factors, including but not limited to, business conditions, trends in the industry and global economic and geopolitical conditions, macro-economic factors, and other risks and uncertainties set forth in our reports. The matter discussed in this release is based on current expectations and maybe subject to change. We will not necessarily update this information.

For more information, visit us at www.napatech.com

For inquiries:
Shannon Tierney
VP of Marketing
Phone: 650 2409 shannon.tierney@nadelphelan.com

RECONFIGURABLE COMPUTING

napa:tech;
NAPATECH.COM

INTERNAL BRANDING

COMPUTER EAR

The most important factor in changing a brand identity is employee commitment.

To ensure easy transition, all employees will have the relevant details available on a computer ear, describing how to find the new guidelines, logo files, email signatures, etc.



BRAND PROTECTION

INFORMATION
AND CONTACT

These guidelines are updated on a regular basis. Please make sure that you are using the latest approved version.

Brand protection team

To protect our brand, all promotional material (visual or textual) must be submitted in pdf to the brand protection team for review: ntbrand@napatech.com

The brand protection team will process and return the submitted material within 48 hours.

For brand-related questions, please also email: ntbrand@napatech.com.

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