



Brand Guidelines

Version 3.0

Who we are

At Dynatrace, we're proud of who we are.

We're the leaders of a revolutionary industry. We're on the front lines. We take our work seriously and are excited about what the future holds.

It's important our brand feels that way.

Just as important as who we are, is who we aren't. We're not goofy. We aren't slapstick. We aren't random or trend chasers. Instead, we're witty. We're clever. We're thoughtful and trend setters.

These Brand Guidelines are more than an explanation of colors and fonts. It's a recipe on how we cook up the emotion that is 'Dynatrace.' Our brand is like a stew, and the ingredients have been carefully measured. Too much color, too bold of type, and our brand will leave a bad taste in the mouths of our audience.

In use with care, these guidelines are guaranteed to lead you to a tasty meal.

Want to collaborate? Have questions?

Contact us at brand@dynatrace.com.





Table of contents

Our message	6	Illustrations: The DOs & DONT'S	46
Boilerplate	7	Office art	50
Our tone & grammar	8	Graphic elements	52
Our logo	10	Icons	53
Color vs. black and white	11	Charts & graphs	54
Correct uses on white	12	Information graphics	55
Restrictions	13	Web	58
Wrong uses	14	Web style	59
Co-branding	15	Text styles	60
Colors	16	Web Colors	70
A quick thought	17	Symbols	72
Our palette	18	Buttons	73
Grays, black & white	19	Collateral	80
A deep dive into our gradients	20	Digital collateral: Social	82
Our splash gradient	21	Digital collateral: Web ads	83
Typography	22	Print collateral: Ebooks	84
A quick thought	23	Print collateral: Whitepapers	85
Fonts & colors	24	Print collateral: Fact sheets	86
Imagery	28	Print collateral: Customer stories	87
Photography & videography: overview	29	Print collateral: Infographics	88
Photography & videography: workplace	30	Print collateral: Handouts & Print ads	89
Customer stories	34	Field exhibits: Booths & banners	90
Photography & videography: thought leaders	36	Merchandise	91
Illustrations	44		

Our message

Our message: Boilerplate

Boilerplate

Our boilerplate is everything about us in a nutshell: company statement, mission and description. The full version is found on our website, press releases and print collateral. The other versions are used as a short company description for events.

Full version:

About [Dynatrace](#)

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With advanced observability, AI, and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure, and the experience of all users. That's why many of the world's largest enterprises trust Dynatrace® to modernize and automate cloud operations, release better software faster, and deliver unrivaled digital experiences.

Curious to see how you can simplify your cloud? Let us show you. Visit our [trial page](#) for a free 15-day Dynatrace trial.

To learn more about how Dynatrace can help your business, visit [dynatrace.com](#), visit our [blog](#) and follow us on Twitter [@dynatrace](#).

50 word version:

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With advanced observability, AI and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure, and experience of all users.

25 word version:

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation through our all-in-one platform powered with advanced observability, AI and complete automation.

Our message: Our tone

Tone

Our Dynatrace tone of voice should be relatively informal. We want to be conversational with those who consume our assets. How we interact and communicate with audiences isn't always what we say but how we say it, which is why tone of voice is important. The key elements to remember include:

Conversational

We don't want to overwhelm readers with complex language, sentencing, or formality.

- Use conjunctions where applicable i.e. rather than "Had not" use "Hadn't" — it makes the content more informal and easier to read.
- Write in the active voice — try to make articles personal where possible.

Informative

We want to be assertive in what we're communicating, but without being "arrogant" about this. Ensure we are conveying information clearly, concisely, and directly.

- Use your expertise, but in short snappy phrases. Less is more.
- For branding of ads/banners especially, we need to define and convey core messages in the most concise and effective way possible.

Less is more

Don't over engineer. Keep it simple, to the point, and effective.

- Outline your call to action — Make this obvious from the outset, and consistent throughout.
- Don't give away more than necessary — It will make the piece of content/asset boring and uninviting, both visually and in readability.

Our message: Grammar

Grammar general points

Sentence case for headings/titles

Unless it's a product, service, person, or location name. For example, a title should be written as "Dynatrace adds Session Replay to its digital experience management capability" rather than "Dynatrace Adds Session Replay to Its Digital Experience Management Capability"

Spelling

American English (realize, center, organize), unless written for an international English audience. We would then use British English (realise, centre, organise).

Jargon

Try to avoid using jargon, or colloquialisms, because we want to be informative not complicated. Don't assume those consuming the asset are technically literate, understanding every aspect. Write for the mass, broader market.

Numbering

When writing numbers up to 10 they should be written in full, i.e. "one, two, three". When writing numbers over 10, they should be written in numerical format, i.e. "10, 20, 35".

Formatting

Visual formatting such as italics should be used for name of publications or companies for example, when discussing a news publication format as "The Times" or "The Telegraph" etc.

Our logo

Our logo: Color vs. black and white

Color

Color logos should only be used on pure white or our pure Dynatrace deep gray. If the environment the logo is being placed on is overly colorful, such as imagery, the color logo will probably not be the best option. Please see the following pages for all correct applications of color in the full color logo treatments.



Black and white

Black and white is the default state of our logo. It can be used in any instance; on top of imagery, solid colors, and everything in between. It fits nicely next to our Dynatrace gradient, however should never sit on top of it. When in doubt, go black and white.

NOTE: The signet box is a different form in the black and reversed logo treatments — the pieces of the box are not connected. These logos must be used for all one color work files.



Our logo: Correct uses on white

Variations

Color or black and white versions of the logo can be used on black or white backgrounds.



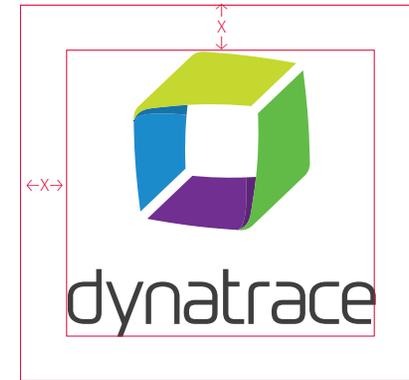
Logo: Correct uses on dark



Our logo: Restrictions

Spacing

X = clear space around logo, which is equivalent to the height of the "e"



Logo: Color bridge

Gray

html: #2583ee
rgb: 37/131/238
cmyk: 0/0/0/95
pms: 447

White

html: #ffffff
rgb: 255/255/255
cmyk: 0/0/0/0

Blue

html: #1496ff
rgb: 20/150/255
cmyk: 88/31/0/0
pms: 2173

Purple

html: #6f2da8
rgb: 111/45/168
cmyk: 69/99/0/0
pms: 527

Green

html: #73be28
rgb: 115/190/040
cmyk: 65/0/100/0
pms: 368

Black

html: #000000
rgb: 0/0/0
cmyk: 0/0/0/100
pms: Pro. Black

Blue accent

html: #1284ea
rgb: 18/132/234
cmyk: 75/47/0/0
pms: 2175

Purple accent

html: #591f91
rgb: 89/31/145
cmyk: 75/47/0/0
pms: 525

Lime

html: #bedf2a
rgb: 180/220/0
cmyk: 28/0/100/0
pms: 382

Our logo: Wrong uses

Incorrect treatments

Our logo is our image to the world so its placement color must be strong. Here are examples of wrong uses:

- Manipulating the size of the signet box in relationship to the text
- Changing the colorization of the colors in the signet box
- Placing a drop shadow or reflective effect on the logo
- Using the reverse treatment on light backgrounds or low contrast images and using the dark version on dark backgrounds and images
- Having the text appear without the signet box before it
- Tilting or stretching the logo
- Changing the color of the text to something other than the brand white or dark gray
- Placing the signet box aside anything other than Dynatrace

Co-branding

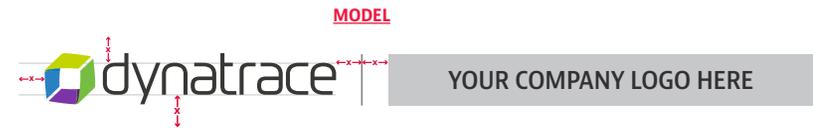
Logo co-branding

The following spacing applies to all Partner co-branded materials, including print collateral, event materials, promotional items, website and social media representations.

*X = width of 'e' in Dynatrace and clear space around logo

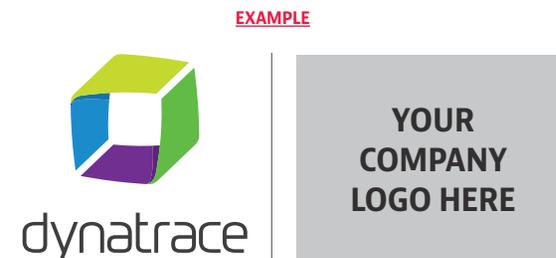
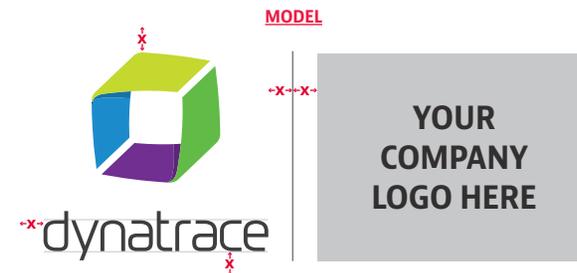
Horizontal logo

- Observe clear space around logo when placing graphics.*
- Apply a 0.5 pt rule the height of the box/signet to separate logos.
- Your company's horizontal logo height must not exceed the height of the Dynatrace logo.



Square logo

- Observe clear space around logo when placing graphics.*
- Apply a 0.5 pt rule the height of the Dynatrace logo to separate logos.
- Your company's logo height must not exceed the height of the Dynatrace logo.



Colors

Colors: A quick thought

Colors are fun. They're also dangerous. Dynatrace is not a colorful brand, so while we do have some brand colors, it is important we use them extremely sparingly in order to maintain the emotion that resonates with our audience. See how much color is on this page?

It feels about right.

Colors: Our palette

Our brand gradient

Our brand gradient is the only graphic color treatment that should be leveraged 99% of the time.



Blue/Purple gradient

"blue" to "purple"

Secondary

At (rare) times we need colors to show categories. When this occurs, blue and purple can be used separately, like for charts and graphs.



Blue

html: #1496ff
rgb: 20/150/255
cmyk: 88/31/0/0
pms: 2173



Purple

html: #6f2da8
rgb: 111/45/168
cmyk: 69/99/0/0
pms: 527

Positive and Negative

If we are trying to show the difference between "good" and "bad", our red and green are usable.



Green

html: #73be28
rgb: 115/190/40
cmyk: 65/0/100/0
pms: 368



Red

html: #d82949
rgb: 215/42/73
cmyk: 0/100/72/0
pms: 119

Colors: Grays & white

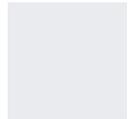


Dark gray

html: #1f1d21
rgb: 31/29/33
cmyk: 73/69/62/74

Uses

- Backgrounds
- Typography
- Iconography
- Graphic elements



Medium gray

html: #e6e9ed
rgb: 230/233/237
cmyk: 8/5/4/0

Uses

- Backgrounds
- Iconography
- Graphic elements



Light gray

html: #f8f8f8
rgb: 248/248/248
cmyk: 2/1/1/0

Uses

- Backgrounds
- Iconography
- Graphic elements



White

html: #ffffff
rgb: 255/255/255
cmyk: 0/0/0/0

Uses

- Backgrounds
- Typography
- Iconography
- Graphic elements

Colors: 2 big gradient no-nos

We **never** use the gradient over text like this.

We also **never** use the gradient as a background like this.

(except in CTAs and at rare times graphics)

Typography

Typography: A quick thought

We don't have many fonts because we don't need many fonts. As in all things Dynatrace, less is more and simple is best.

Typography: Headers & subheads

Treatment

We only have four fonts used for any and all headlines in the Dynatrace brand; Bernina Sans Narrow Bold, Bernina Sans Narrow Light, Bernina Sans Bold, and Bernina Sans Light

The narrow and regular fonts should never be used together. Narrow light should always be used with narrow bold, and regular light should always be used with regular bold.

The choice between narrow and regular is up to the designer. There are times where width restraints will require a narrow font. Likewise, there are times where legibility will require a regular font.

A light font should never be used alone. It should only be used when bold is also being used to emphasize a piece of the headline.

Lorem ipsum dolor

Font: **Bernina Sans**
Style: **Narrow Bold**

Lorem ipsum dolor

Font: **Bernina Sans**
Style: **Narrow Light with Narrow Bold for emphasis**

Typography: Body copy

Content

The font we use as general body copy is Bernina Sans Narrow Light.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Quisque gravida tortor at dolor ullamcorper molestie. In viverra nunc posuere, varius sem sit amet, sollicitudin orci. Pellentesque congue mattis lorem, sit amet lacinia ante maximus ut.

Interdum et malesuada fames ac ante ipsum primis in faucibus.

Font: **Bernina Sans**
Style: **Narrow Light**

Typography: Colors



Background



Text



Background



Text



Background



Text





Imagery

Imagery: Overview

Our imagery tells the story of our product through vibrancy and emotion. It connects our technology with human expression and illustrates how Dynatrace not only makes work experience better, it enhances life experiences.

Photography & videography: Workplace

When we capture Dynatracers in office, our lighting is a little brighter and colors a little more saturated than when we capture thought leaders. This is done purposefully, to create an inviting and friendly emotion, which is better for recruitment and customer success.

As you'll see, depth of field to focus a viewer on specific elements within the image is used constantly throughout all of our imagery styles. Our workplace photography is no exception.

Resources:

Our video kit, complete with lower 1/3 graphic and ending animation, is available by request at brand@dynatrace.com.



Stephen Pace
SVP, Global Sales



Dave Anderson
SVP, Marketing





Background:
out of focus

Subject:
in focus

Foreground:
out of focus



Foreground:
out of focus

Subject:
in focus

Background:
out of focus

Photography & videography: Customer stories

Treatment

Color for Customer Stories is muted. Don't be afraid to go extra wide and extra tight. As you can see here our initial shot is wide and then we get intimate with a close-up shot.



Photography & videography: Hero shots

We capture Dynatrace customers on a black background. Shots are up-close-and-personal, with facial characteristics in great detail. Their expression is relaxed and pleased, reflecting the ease of use Dynatrace gives their professional experiences..



Background pure black

Always lit right to left

Left side of subject never fades to full black, but gets close



Extremely high res focus

Background:

ear out of focus



Background pure black

Always lit right to left

Left side of subject never fades to full black, but gets close



Extremely high res focus

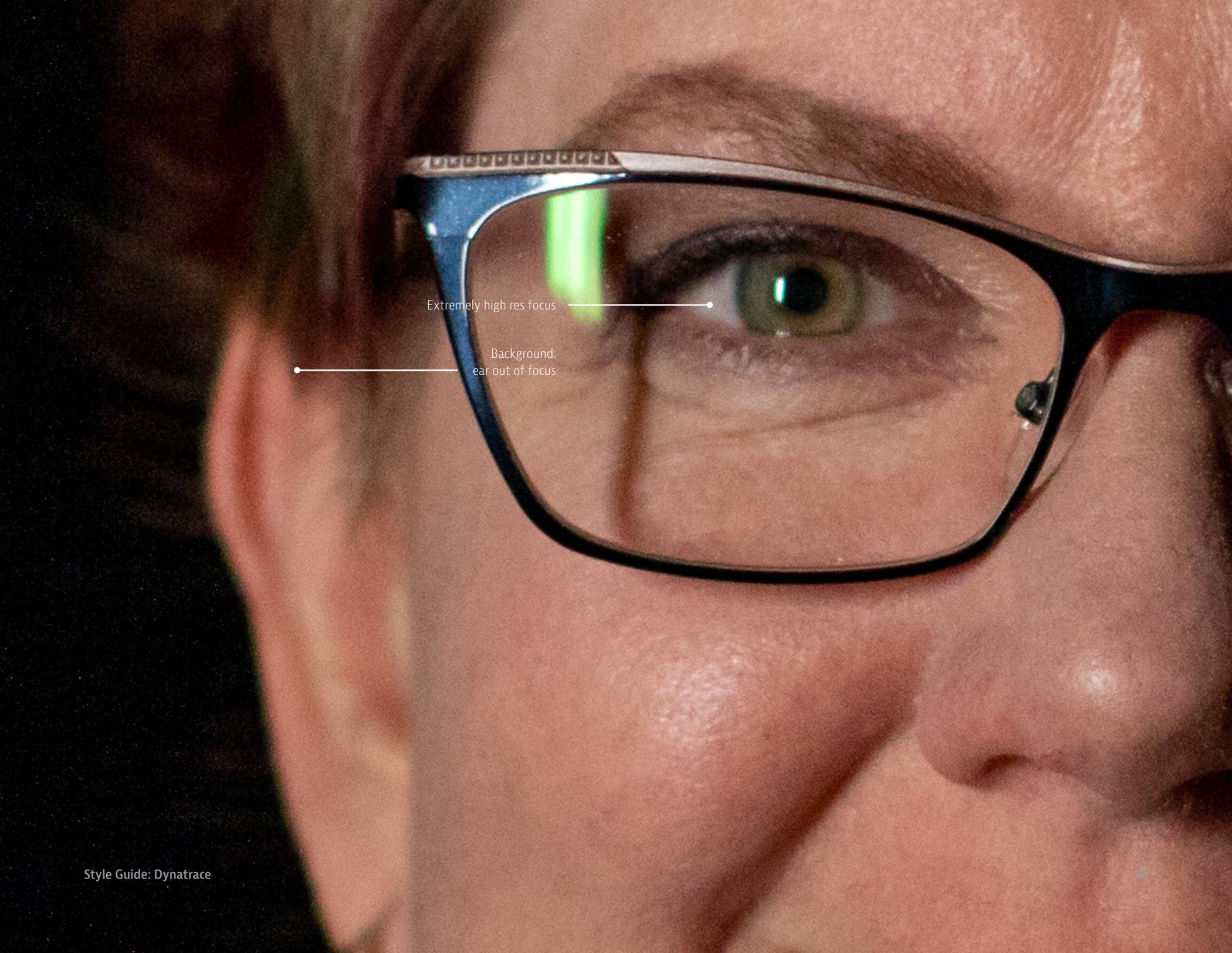
Background:
ear out of focus



Background pure black

Always lit right to left

Left side of subject never fades to full black, but gets close



Extremely high res focus

Background:
ear out of focus

Illustrations

Our illustration style conveys the presence of technology in the workplace in a simple, colorful way. Uncomplicated elements gently float as the user interacts with them. Workplaces have realistic elements such as desks, chairs and plants.

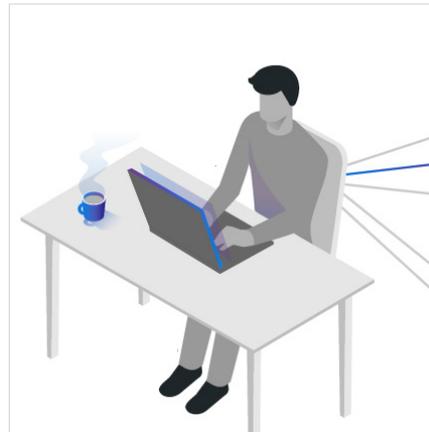


Illustrations: DOs and DON'Ts

Minimal gradient

Avoid using heavy use of gradient. Gradient can be used as an accent for a touch of color.

CORRECT



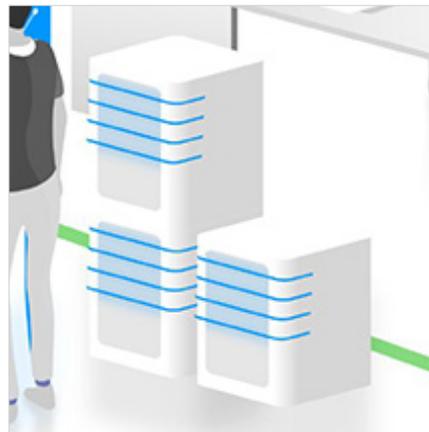
INCORRECT



Thin detail

Keep details of objects thin and minimal to create a more elegant look and feel.

CORRECT



INCORRECT



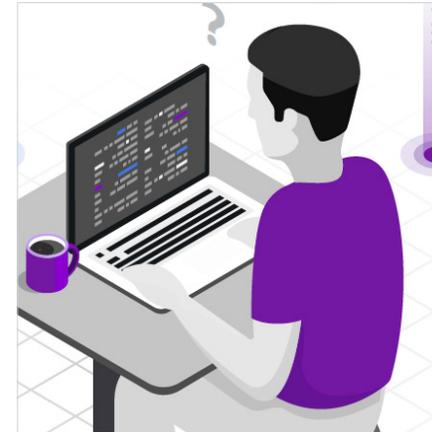
Use of people

Only use people on a smaller scale. The larger scale use tends to look more cartoon-ish. Also note the use of highlights and shadowing to push their engagement with their surroundings and to give them some movement.

CORRECT



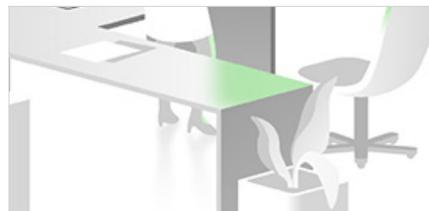
INCORRECT



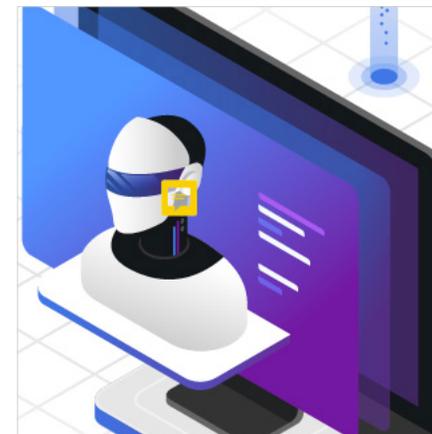
Dark vs. light

Use mostly lighter colors on white background and darker colors on dark background.

CORRECT



INCORRECT



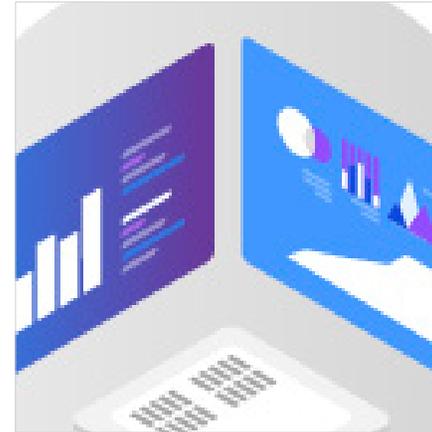
Screen details

When including content within screens, try and keep the colors and details very minimal.

CORRECT



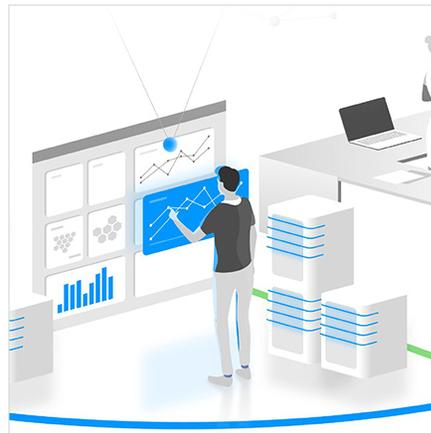
INCORRECT



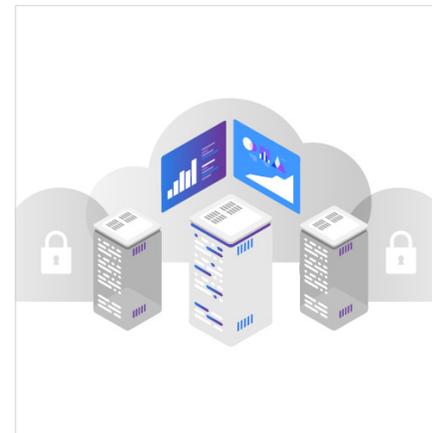
Organized scenes

If a situation occurs where a lot of content is needed in an illustration, instead of making a collage out of numerous graphics, try to make a scene or atmosphere out of it to give it some context. Note the use of highlights and shadows here as well.

CORRECT



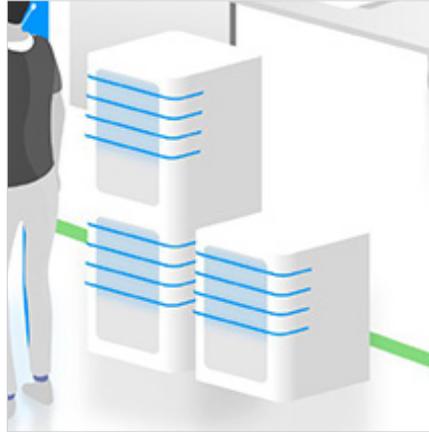
INCORRECT



Shadow and perspective

Use shadowing and shading to help with the 3D style. Also make the perspective more straight on rather than an overhead angle.

CORRECT



INCORRECT



Office art

Our office art reflects our company's personality; high tech, 3D and friendly. It utilizes elements of the brand's interface as well as the our friendly photography style.



Graphic Elements

Icons

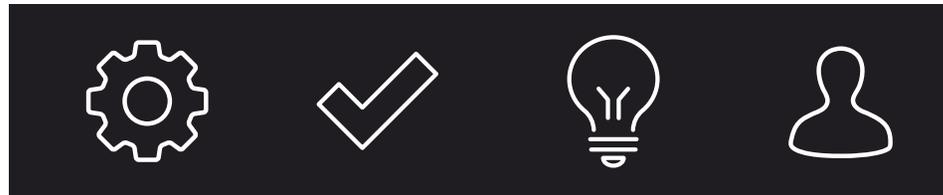
Gradient

Used on white or light gray background



White

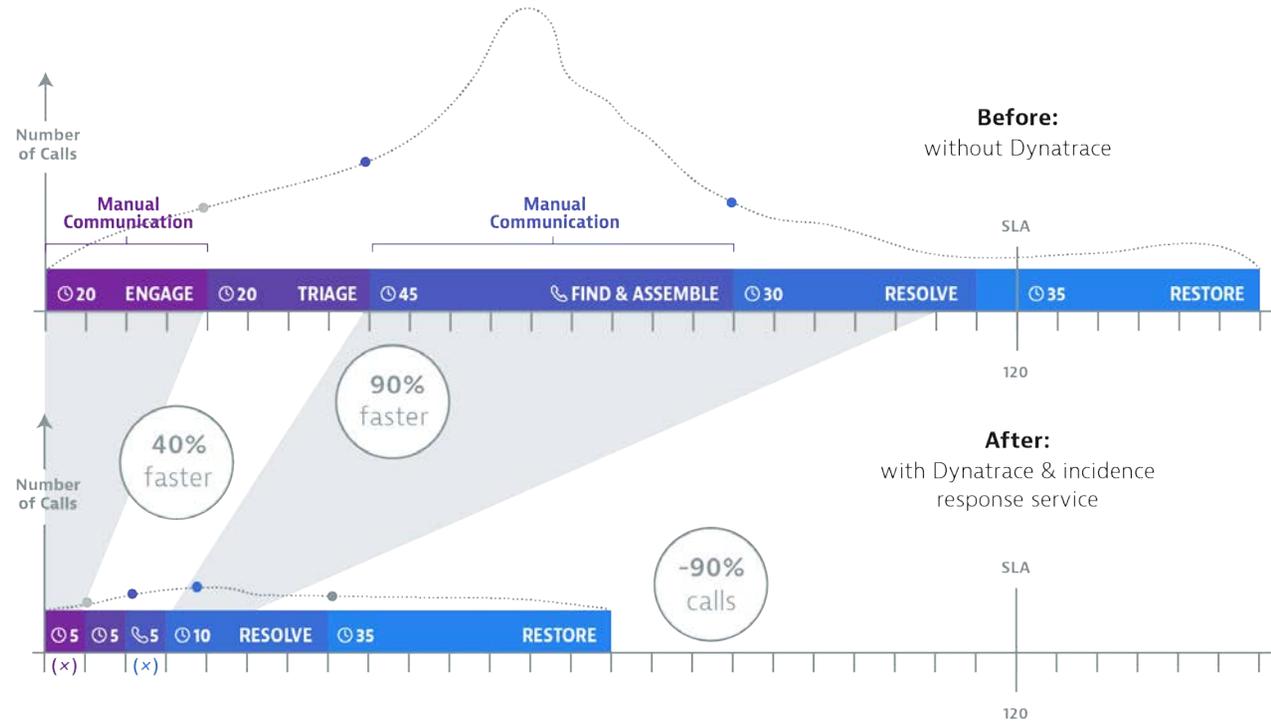
Used on dark gray background



Graphs & charts

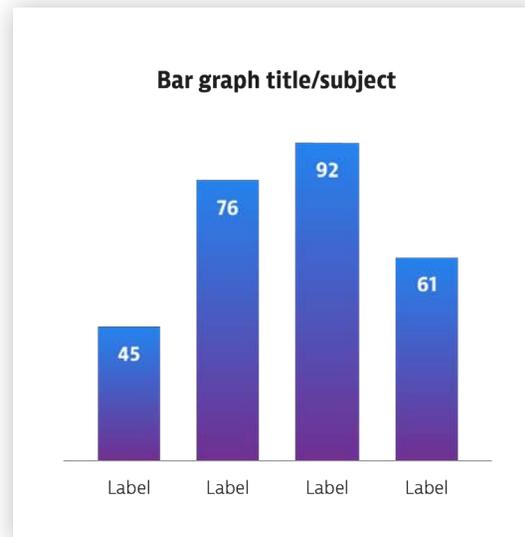
Statistic chart

These graphics are built on an XY axis and utilize a representation of the gradient to delineate information. Circles and bold text are used to pull out essential details and takeaways.



Bar graph

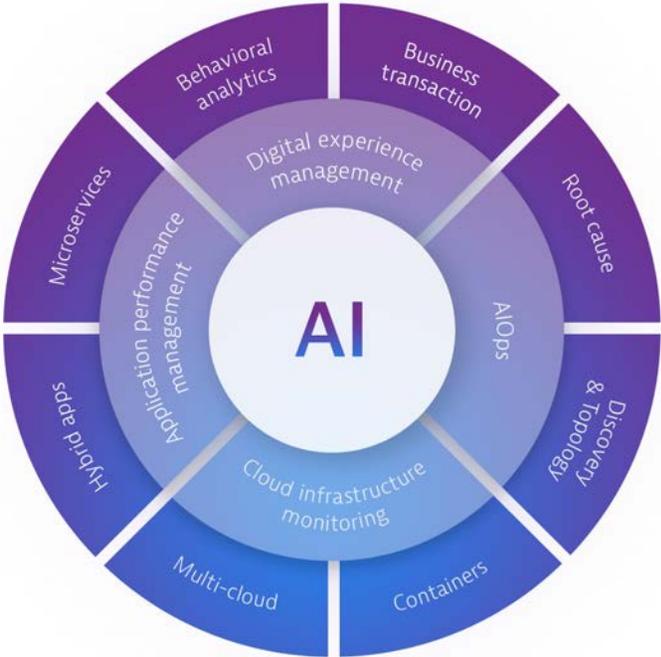
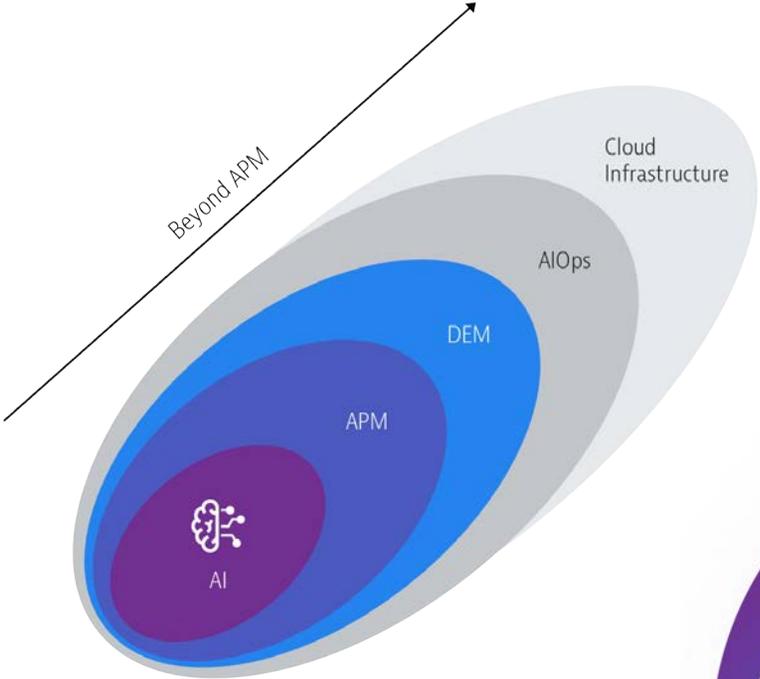
Utilizing the gradient, bars contain bold white numbers. A thin line and narrow light gray text convey the categories.



Informational graphics

Marchitecture variations

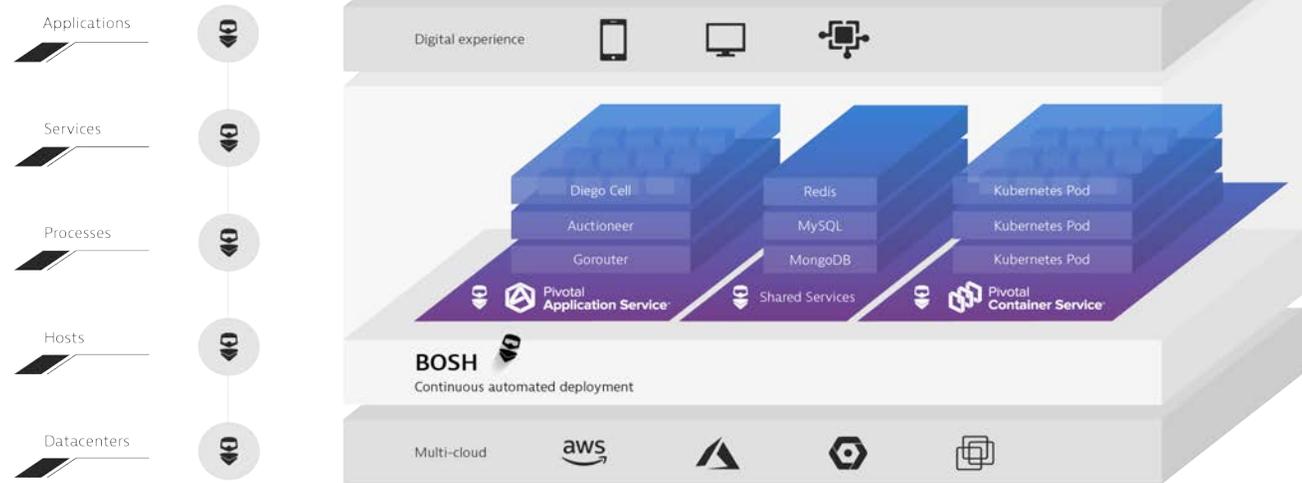
We are continuously finding ways to express how the Dynatrace product impacts the world of technology using simple shapes, an expression of the gradient and light typography.



Informational graphics

Solution graphic diagrams

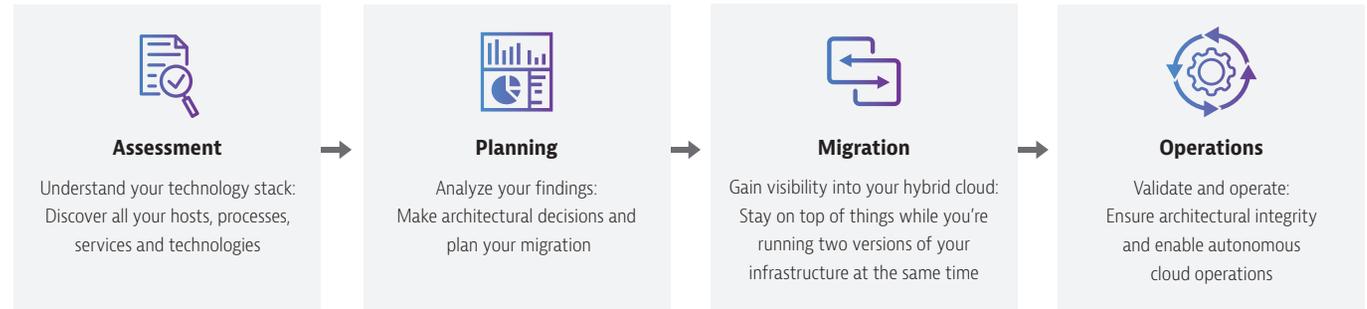
These graphics illustrate Dynatrace's relationship to solution technology in a layered, 3-D manner. The internal solution relationship utilizes the gradient and transparencies, with reverse type. The platform is always gray, with black icons.



Informational graphics

Process diagrams

Using basic shapes and gradient brand iconography, these illustrations take the viewer through a process with simplicity.



Web

Web Style

Our basic treatments are the bedrock of our web style. With these in place, we can innovate to express the Dynatrace brand.

- Text Styles
- Colors
- Symbols (buttons)

What we mean when we say...

Default = on our dark background

Inv (Inverse) = on our light background

Text styles: Headers (Default)

Hero

Bernina Narrow Bold | Font size: 100 px | #ffffff | Line height: 130 px

H1

Bernina Narrow Bold | Font size: 50 px | #ffffff | Line height: 70 px

H1

Bernina Narrow Light | Font size: 50 px | #ffffff | Line height: 70 px

H2

Bernina Narrow Bold | Font size: 40 px | #ffffff | Line height: 60 px

H2

Bernina Narrow Light | Font size: 40 px | #ffffff | Line height: 60 px

H3

Bernina Narrow Bold | Font size: 25 px | #ffffff | Line height: 35 px

H3

Bernina Narrow Light | Font size: 25 px | #ffffff | Line height: 35 px

H4

Bernina Narrow Bold | Font size: 22 px | #ffffff | Line height: 32 px

H4

Bernina Narrow Light | Font size: 22 px | #ffffff | Line height: 32 px

H5

Bernina Narrow Bold | Font size: 18 px | #ffffff | Line height: 28 px

H5

Bernina Narrow Light | Font size: 18 px | #ffffff | Line height: 28 px

Text styles: Paragraphs (Default)

P | Large

Bernina Narrow Bold | Font size: 18 px | #ffffff | Line height: 28 px

P | Large

Bernina Narrow Light | Font size: 18 px | #ffffff | Line height: 28 px

P | Medium

Bernina Narrow Bold | Font size: 16 px | #ffffff | Line height: 26 px

P | Medium

Bernina Narrow Light | Font size: 16 px | #ffffff | Line height: 26 px

P | Small

Bernina Narrow Bold | Font size: 14 px | #ffffff | Line height: 24 px

P | Small

Bernina Narrow Light | Font size: 14 px | #ffffff | Line height: 24 px

Text styles: Headers (Inverse)

Hero

Bernina Narrow Bold | Font size: 100 px | #000000 | Line height: 130 px

H1

Bernina Narrow Bold | Font size: 50 px | #000000 | Line height: 70 px

H1

Bernina Narrow Light | Font size: 50 px | #000000 | Line height: 70 px

H2

Bernina Narrow Bold | Font size: 40 px | #000000 | Line height: 60 px

H2

Bernina Narrow Light | Font size: 40 px | #000000 | Line height: 60 px

H3

Bernina Narrow Bold | Font size: 25 px | #000000 | Line height: 35 px

H3

Bernina Narrow Light | Font size: 25 px | #000000 | Line height: 35 px

H4

Bernina Narrow Bold | Font size: 22 px | #000000 | Line height: 32 px

H4

Bernina Narrow Light | Font size: 22 px | #000000 | Line height: 32 px

H5

Bernina Narrow Bold | Font size: 18 px | #000000 | Line height: 28 px

H5

Bernina Narrow Light | Font size: 18 px | #000000 | Line height: 28 px

Text styles: Paragraphs (Inverse)

P | Large

Bernina Narrow Bold | Font size: 18 px | #000000 | Line height: 28 px

P | Large

Bernina Narrow Light | Font size: 18 px | #000000 | Line height: 28 px

P | Medium

Bernina Narrow Bold | Font size: 16 px | #000000 | Line height: 26 px

P | Medium

Bernina Narrow Light | Font size: 16 px | #000000 | Line height: 26 px

P | Small

Bernina Narrow Bold | Font size: 14 px | #000000 | Line height: 24 px

P | Small

Bernina Narrow Light | Font size: 14 px | #000000 | Line height: 24 px

Text styles: Links (Default) Primary

Large link

Bernina Narrow Light | Font size: 18 px | #ffffff | Line height: 28 px

Medium link

Bernina Narrow Light | Font size: 16 px | #ffffff | Line height: 26 px

Small link

Bernina Narrow Light | Font size: 14 px | #ffffff | Line height: 24 px

Text styles: Links (Default) Secondary

[Large link](#)

Bernina Narrow Light | Font size: 18 px | #4BA6DD | Line height: 28 px

[Medium link](#)

Bernina Narrow Light | Font size: 16 px | #4BA6DD | Line height: 26 px

[Small link](#)

Bernina Narrow Light | Font size: 14 px | #4BA6DD | Line height: 24 px

Text styles: Links (Inverse) Primary

Large link

Bernina Narrow Light | Font size: 18 px | #000000 | Line height: 28 px

Medium link

Bernina Narrow Light | Font size: 16 px | #000000 | Line height: 26 px

Small link

Bernina Narrow Light | Font size: 14 px | #000000 | Line height: 24 px

Text styles: Links (Inverse) Secondary

[Large link](#)

Bernina Narrow Light | Font size: 18 px | #2483EE | Line height: 28 px

[Medium link](#)

Bernina Narrow Light | Font size: 16 px | #2483EE | Line height: 26 px

[Small link](#)

Bernina Narrow Light | Font size: 14 px | #2483EE | Line height: 24 px

Text styles: Legal

Legal

Bernina Narrow Regular | Font size: 12 px | #8B8B8B | Line height: 24 px



VMware vCenter esma-gdn-vc002		
	Last Fri	Today
Migrations	2	0 ↓
Guests	7	7 = 130 hosts



Web Colors

Web: Colors

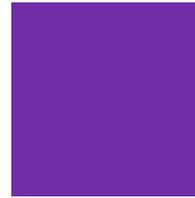
Brand



Primary
#1496FF - #6F2DA8

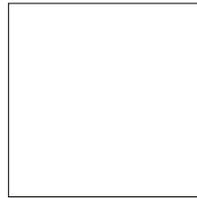


Secondary
#1496FF

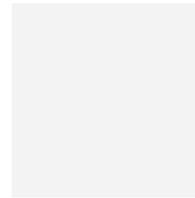


Tertiary
#6F2DA8

Grayscale



White
#ffffff



Gray
#F1F1F1



Charcoal
#85898B



Black
#000000

Status



Positive
#73BE28



Warning
#FFA300



Error
#D51629

Web Symbols

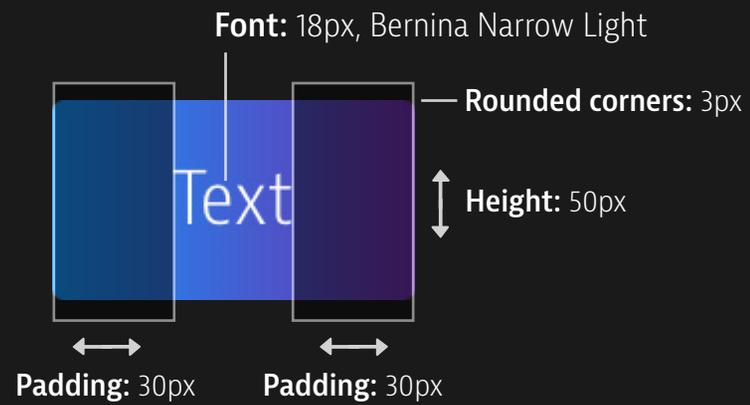
Web: Buttons — Rectangular style

✗ Styles that never change

- rounded corners
- height
- font size & weight
- padding

✓ Styles that do change

- font color
- background color
- width



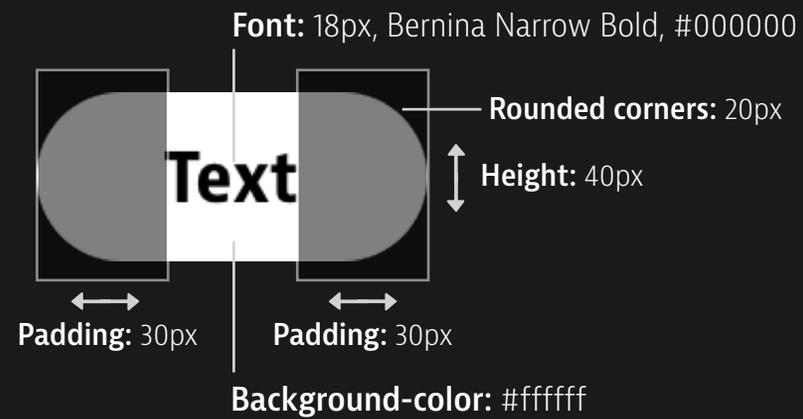
Rectangular style w/ icon (child to above)



Web: Buttons — Pill style

Styles do no change. Only the text changes.

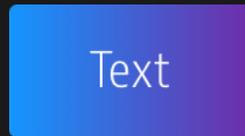
Pill style



Web: Buttons — Primary

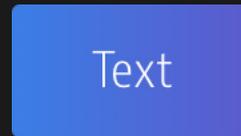
Primary

Idle



Background-color: #1496FF - #6F2DA8

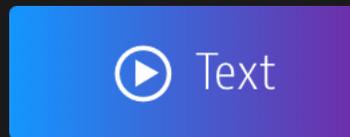
Hover state



Background-color: #3B7EE6 - #5C5ACC

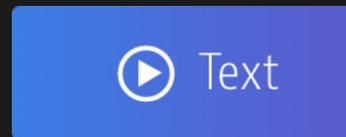
Primary w/icon

Idle



Background-color: #1496FF - #6F2DA8

Hover state

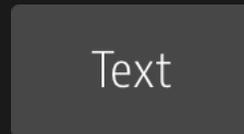


Background-color: #3B7EE6 - #5C5ACC

Web: Buttons — Secondary

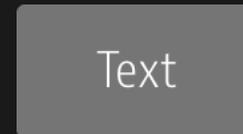
Secondary

Idle



Background-color: #FFFFFF 20% opacity

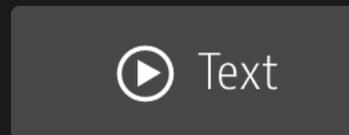
Hover state



Background-color: #FFFFFF 40% opacity

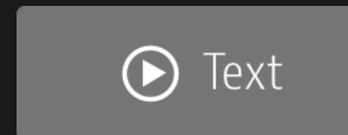
Secondary w/icon

Idle



Background-color: #FFFFFF 20% opacity

Hover state

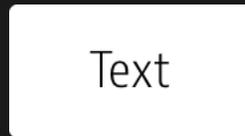


Background-color: #FFFFFF 40% opacity

Web: Buttons — Tertiary default

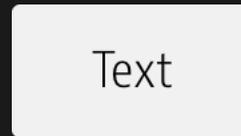
Tertiary — default

Idle



Background-color: #ffffff

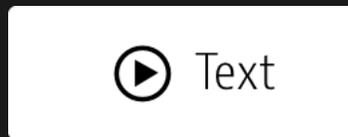
Hover state



Background-color: #F1F1F1

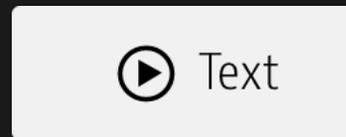
Tertiary — default w/icon

Idle



Background-color: #ffffff

Hover state

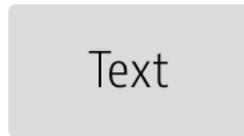


Background-color: #F1F1F1

Web: Buttons — Tertiary inv

Tertiary — inv

Idle



Background-color: #DADBDB

Hover state



Background-color: #C5C7C7

Tertiary — inv w/icon

Idle



Background-color: #DADBDB

Hover state

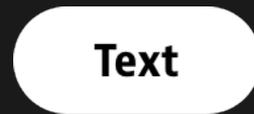


Background-color: #C5C7C7

Web: Buttons — Pill style

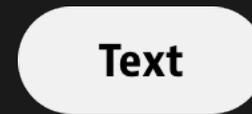
Pill style

Idle



Background-color: #ffffff

Hover state



Background-color: #F1F1F1

Collateral

Collateral Brand Pieces

Digital & Print

These pieces are the Dynatrace expression in the wild. Each component observes the brand look and voice closely. Need to collaborate on a piece? Contact us at brand@dynatrace.com.

- Digital social imagery
- Web ads
- Ebooks
- Whitepapers
- Product fact sheets
- Solution fact sheets
- Customer stories
- Infographics
- Handouts
- Print ads
- Field exhibits
- Merchandise and Dynatrace Store

Digital collateral: Social

Social

Social images promote a range of company activities — blogs, print collateral releases, events, webinars current events and recruitment efforts.

All social images have the Dynatrace logo and the basic details. We skip the CTA for organic and paid social posts.

Want to collaborate? Contact us at brand@dynatrace.com.



Digital Collateral: Web ads

Web ads

We have three general styles of web ads, yet each are malleable in design and content.

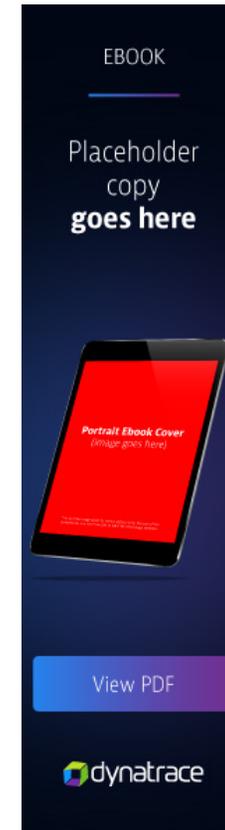
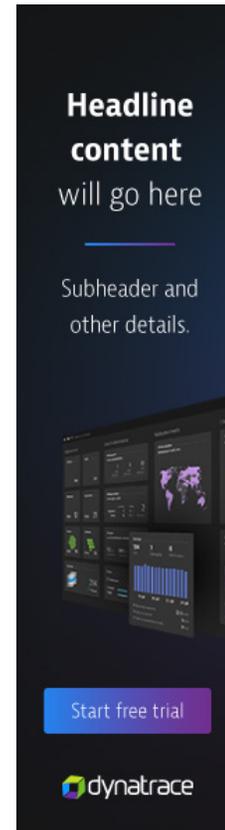
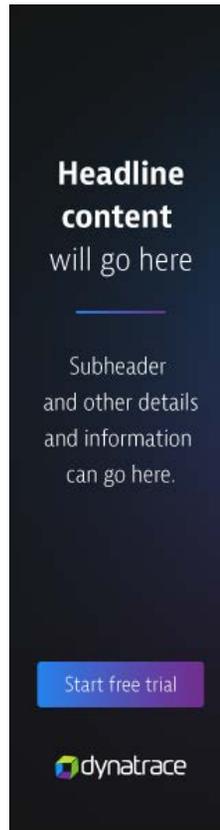
Headline
(5-7 words max.)

Subhead
(5-7 words max.)

Content Illustration

CTA
(3 words or less)

Logo



Content Designation:

- Webinar
- Ebook
- Blog
- Infographic
- Report
- Video
- Customer Story

Print Collateral: Ebooks

Ebooks

These long-form pieces of collateral are written with a story arch that keeps Dynatrace as the central solution. Images, graphs and charts help tell the story within.

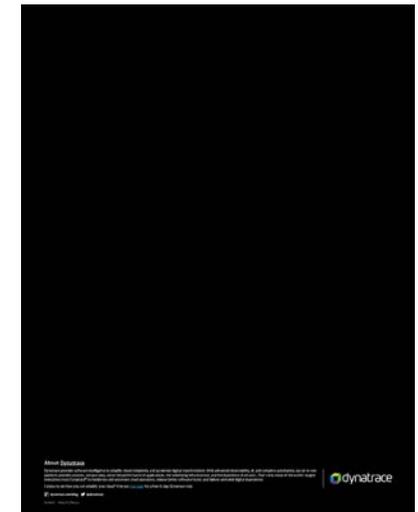


Print collateral: Whitepapers

Whitepapers

A whitepaper is a technical deep dive into a subject requiring more detail consisting of:

- Cover page
- Relevant content deep dive
- Back page



Print collateral: Fact sheets

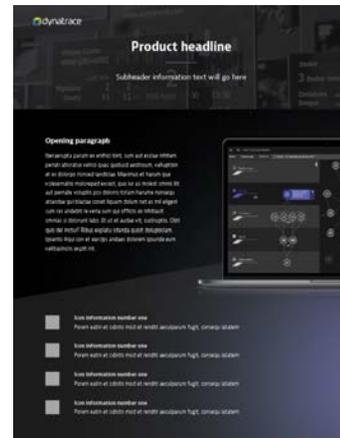
Fact Sheets

Define a problem using empathy and illustrate a clear model/path to create change. They also show benefit of creating the change with the following:

- Value from personal perspective
- Include a customer quote
- Market differentiators (include services/points/Dynatrace University)
- Business benefits
- Closing statement

There are two types of general fact sheets, **Product** and **Solution**.

Product



Headline
Subhead

Intro
Screenshot

Icons
Highlights



Customer quote
Headshot

Final statement
Bullets
Free trial URL

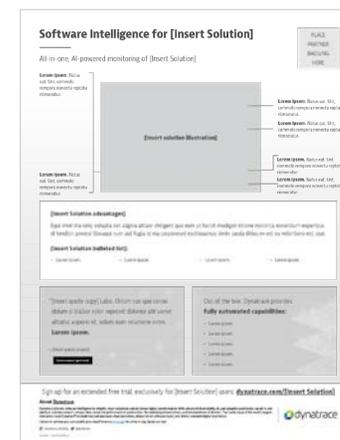
Solution



Common headline
Brand statement

Product Highlights

Technology statement



Solution illustration

Advantages
Bullets

Customer quote
Final statement
Bullets
Free trial URL

Print collateral: Customer stories

Customer Stories

Customer Stories present clearly defined customer business-critical problem from customer persona perspective. They always contain a human element (personnel, pains, quotes) while going through a basic story arch (beginning, middle, resolution) using trust-building statements for long-term partnership. They also show benefit of creating the change with the following:

- Industry and paragraph on company
- Products and/or services used in solution
- Show benefits that mature and grow in value over time
- Clear, measurable results (time, money, speed) that align to the business priorities of customer
- Improvement to work life
- Next steps for customer
- Closing statement



Headline
Subhead

Customer logo
Summary block

Challenge
Story



Customer quote
Headshot

Story
Bullets
Final statement

Print Collateral: Infographics

Infographics

These pieces use a story arch to express a humanized solution to a technical problem with icons, illustrations, copy and graphs.

They include a CTA that directs the viewer to learn more.

AI Ops done right
Why you need a software intelligence platform purpose-built for automating IT operations and business processes.

The promise of AI Ops
AI Ops platforms combine big data and artificial intelligence to support IT operations and drive the next generation of digital businesses.

Isn't machine learning enough?
A machine learning layer on top of point solutions monitoring tools can ease the burden of your users in today's hyper-competitive cloud. But ML is no cure.

Alerts, not answers.
Today's IT ops teams are overwhelmed by the volume of alerts, making it hard to find the root cause of an incident.

Point monitoring tools.
Point monitoring tools are siloed, making it difficult to correlate data across different systems.

Real answers.
AI Ops can help you find the root cause of an incident in minutes, not hours.

Machine-assisted efforts.
AI Ops can help you automate repetitive tasks, freeing up your team to focus on more complex issues.

Software intelligence
Fact-based, deterministic AI

AI-powered software intelligence solutions don't just tell you what your system is doing – and what exactly it needs to be fixed – but also how your customers and your business are impacted.

Open up and automate everything!
Meaningful, reliable, and precise AI-powered answers open up a whole new world of automation. Open AI is the key for vertical integrations with SaaS, PaaS, IaaS, and OaaS systems.

It is the foundation of entirely new business models in a digital software economy.

Self-remediation
Automatically remediate issues before they become critical.

Auto-optimization
Automatically optimize system performance.

Smart Ops
Automatically detect and respond to issues before they become critical.

Amidst cloud complexity, Dynatrace provides simplicity.
To learn more about how AI-powered intelligence simplifies cloud complexity, visit [dynatrace.com](#).

[Learn more](#)

Dynatrace

Print Collateral: Handouts & Print Ads

Handouts

Handouts are more than just flyers, they contain are often the customer's first preview into the product. They contain our brand statement, highlight our technology and end with the CTA being the free trial. On the back side they feature a customer hero with a quote and logo.



Print ads

Print is another way our customers come to first knowledge of our product. They also contain our brand statement, highlight our technology and end with the CTA being the free trial.



Need to collaborate on a piece?
Contact us at brand@dynatrace.com.

Field exhibits: Booths & banners

Booths

Field exhibit booths consist of the logo, lead differentiator statement, brand statement and icon features.

Banners

Field exhibit banners can either consist of the logo, lead differentiator statement, brand statement and icon features or the logo, lead differentiator statement, brand statement and brand image.

Merchandise

Branded Items

Logo on imprinted items must comply with the standards in this document.

All branded items containing any version of the logo must be approved by a member of the Brand Team before production. Please email brand@dynatrace.com for your approval.

Other Dynatrace branded items such as button-down shirts, t-shirts, sweatshirts, jackets, sweaters and accessories are available for individual purchase at the Dynatrace Store site store.dynatrace.com.

Full color signet box



White logo on black



Black logo on white



Want to collaborate?

Have questions?

Contact us at brand@dynatrace.com

About Dynatrace

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With advanced observability, AI, and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure, and the experience of all users. That's why many of the world's largest enterprises trust Dynatrace® to modernize and automate cloud operations, release better software faster, and deliver unrivaled digital experiences.

Curious to see how you can simplify your cloud? Visit our [trial page](#) for a free 15-day Dynatrace trial.

 [dynatrace.com blog](#)  [@dynatrace](#)

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