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# Brand Guidelines

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# The Brand

# 1.0

# The Vultr Brand

## The Everywhere Cloud

Welcome to the Vultr brand identity! This comprehensive documentation of the entire visual identity system will explain the ins and outs of our evolving brand.

From logo placement, to imagery, to iconography, to font typeface, each element of our brand has a role to play in how Vultr is visually represented across a variety of mediums. Here we will address each component—providing guidelines, rules of usage, and use cases—to show how each piece works together to cohesively create a powerful, proprietary brand that's ready to take on the future.

# Purpose-built for innovation.

We exist to bring democratized access to cloud computing to businesses of all sizes. We're here to level the playing field, reinvent the wheel, and spark change.

# Bold

Capturing our “dream big” mentality, and the aspirational nature of the Vultr brand. We are in constant pursuit of new ways of thinking, with a fierce drive to innovate and disrupt the status quo.

---

# Confident

An energetic and assured sense of confidence infuses our brand at every touchpoint. We fly high, and we own it. And we want to bring everyone else with us.

---

# Accessible

At the core of the Vultr brand lies accessibility. We not only strive to be open and approachable, but have a determination to simplify complex problems and democratize solutions for all.

---

# The Logo

2.0





## 2.2 — Logo Clear Space

To assure proper treatment, the logo should always be displayed with a generous area of clear space around it, ensuring no surrounding elements interfere with the logo. The minimum amount of clear space is defined by the height and width of the logo elements within. The logo clear space is based on the height of the “V” in the logotype.



## 2.3 – Logo Usage

The Vultr logo can be used on approved images or colored backgrounds. The logo must be represented in full color or reversed out. When placing the logo, make sure there is adequate contrast, and the logo retains legibility.

10

The Vultr logo may only be used in full white or full black when marketing materials are having to be printed in black and white.

Full Color



Reversed Out



**NOTE: Only used for black and white printing**

Full White



Full Black



## 2.3 – Incorrect Usage

All logos and symbols should only be used in their provided format, orientation, and approved colors. They should never be represented like any of the examples on this page.



Do not change the size of the graphic elements of the logo.



Do not change the position of the graphic elements of the logo.



Do not position the logo on angles unless approved by brand team.



Do not reproduce the logo in unauthorized colors.



Do not lock up promotional slogans to the logo.



Do not add elements to the logo.



Do not use special effects like drop shadows with the logo.



Do not place the logo or symbols on clashing backgrounds.



Do not place the logo on distracting backgrounds.

# Color Palette

3.0

### 3.1 — Color Palette

Our core color palette is how we express the Vultr brand in the most direct and dynamic way. Consistent and careful use of our color palette will help ensure that it becomes a recognizable feature of our brand. Our primary colors are Vultr Navy, Vultr Blue, Light Blue, Sky Blue.

<b>Vultr Navy</b>  HEX: 142149 RGB: 20 - 33 - 73 CMYK: 100 - 52 - 0 - 60 PMS: 2188 C PMS CMYK Coated: 108-16 C	<b>Vultr Blue</b>  HEX: 007BFC RGB: 0 - 123 - 252 CMYK: 90 - 16 - 0 - 0 PMS: 2194 C PMS CMYK Coated: 112-16 C	<b>Light Blue</b>  HEX: 51B9FF RGB: 81 - 185 - 255 CMYK: 57 - 0 - 0 - 7 PMS: 297 C PMS CMYK Coated: 115-13 C	<b>Sky Blue</b>  HEX: C9F4FF RGB: 201 - 244 - 255 CMYK: 18 - 0 - 0 - 2 PMS: 7457 C PMS CMYK Coated: 115-10 C
<b>75%</b>	<b>75%</b>	<b>75%</b>	<b>75%</b>
<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>
<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>

## 3.2 — Secondary Color Palette

Our secondary palette is how we accent and emphasize our brand personality. Our core colors are supported by a secondary palette of three colors chosen to complement the core palette. Orange, yellow, and red. A set of neutrals is also included in our brand color palette.

### Orange

HEX: FF840D  
RGB: 255 - 132 - 13  
CMYK: 0 - 59 - 100 - 0

### Yellow

HEX: FFCE4D  
RGB: 255 - 206 - 77  
CMYK: 0 - 19 - 80 - 0

### Red

HEX: FD3200  
RGB: 253 - 50 - 0  
CMYK: 0 - 92 - 100 - 0

### Off White

HEX: F4F4F4  
RGB: 244 - 244 - 244  
CMYK: 3 - 2 - 2 - 0

### Gray

HEX: 525666  
RGB: 82 - 86 - 102  
CMYK: 68 - 57 - 40 - 30

### Charcoal

HEX: 231F20  
RGB: 35 - 31 - 32  
CMYK: 70 - 67 - 64 - 74

# Typo graphy

# 4.0

## 4.1 — Typeface

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Core Typeface

# Roboto

### Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### *Light Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### *Medium Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### ***Bold Italic***

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%

### **Black**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 1234567890?&+@#!%



### Title Headline

# Headline Here

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.

Call to action button

### Title

Roboto Bold  
15 pt Font

### Headline

Roboto Bold  
50pt Font / 60pt Leading

### Body Copy

Roboto Regular  
17pt Font / 27pt Leading

### Call to Action

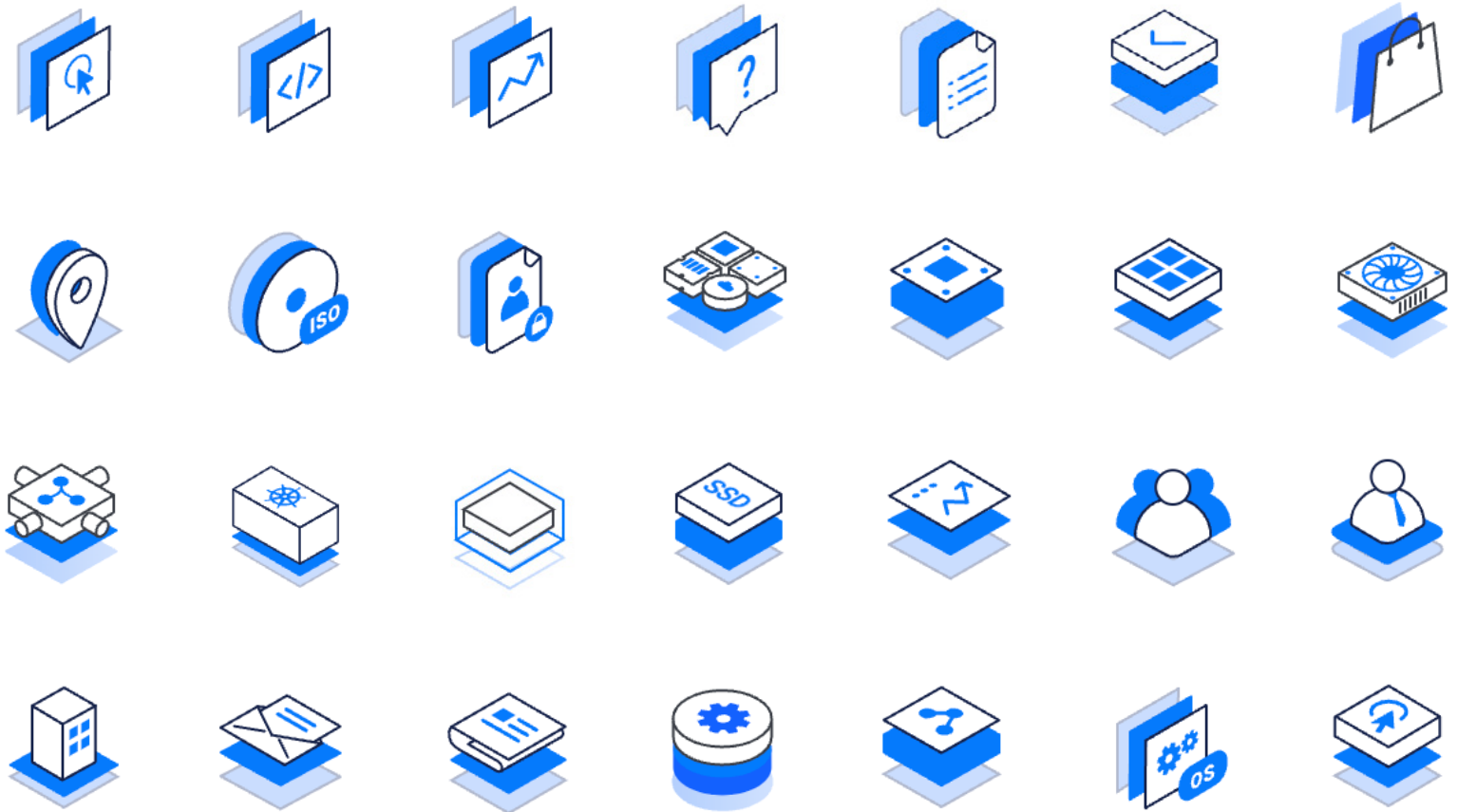
Roboto Bold  
17pt Font

# Icono graphy

# 5.0


## 5.1 — Iconography Library


Icons are used to visually represent a simple idea, object, or activity. They facilitate understanding, and should be easily recognizable and bold, not detailed. They need to be effective in both small and large scales. Icons should be used in a purposeful manner to maximize comprehension and reduce cognitive load when you need to call attention to a particular action, command, or section.





## 5.2 – Iconography Usage


Vultr Blue icons should be used for most applications. The icons should never be used in conjunction with other icons to represent one message.



**Optimized Cloud Compute**  
 Optimized cloud compute instances without the noisy neighbors.



**Bare Metal**  
 Dedicated servers with no virtualization.



**Managed Databases** New  
 Databases that 'just work' right out of the box.



**Cloud Compute**  
 Powerful compute instances.



**Kubernetes**  
 Containerized apps. Fully managed.



**Block Storage**  
 Fast SSD-backed storage.



**Cloud GPU**  
 VMs with fractional NVIDIA GPUs.



**Load Balancers**  
 Horizontal scaling. Simplified.



**Object Storage**  
 Flexible, scalable storage.



**One-Click Deploy**  
 As soon as you click deploy, the Vultr cloud orchestration takes over and spins up your instance in your desired datacenters - typically within 60 seconds.



**Powerful API**



**Easy management**


**Backups**  
 Automatic backups are extremely important for mission critical systems. Enable scheduled backups with just a few clicks from the customer portal.  
[Learn more about automatic backups](#)


**Snapshots**


**Firewall**


**Flexible Networking**


**DDoS Protection**

# Illustra- tions

# 6.0

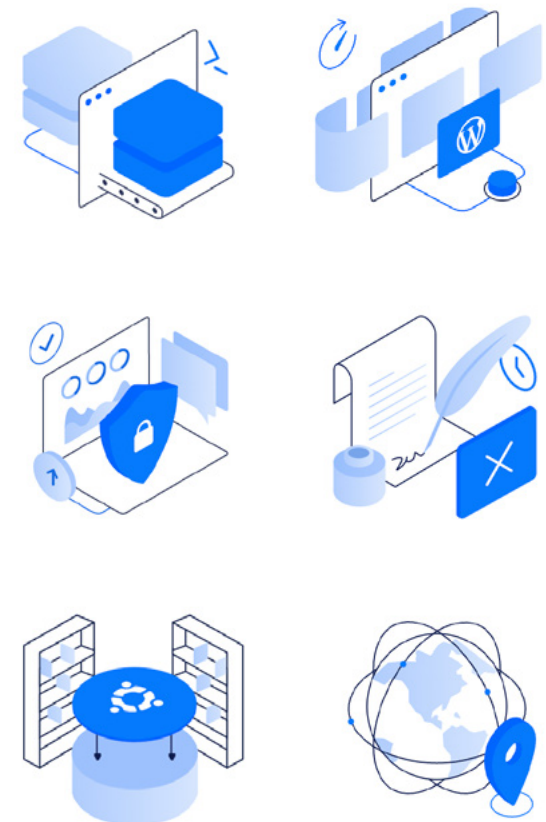
## 6.1 — Illustration Library

Illustrations are used to visually represent a simple idea, object, or activity. They need to be effective in both small and large scales. Illustrations should be used in a purposeful manner to maximize comprehension and reduce cognitive load when you need to call attention to a particular action, command, or section.

### 3D Illustrations



### 3D Line Illustrations



## 6.2 – Illustration Usage

Vultr illustrations should be used for most applications. The 3D illustrations should be used sparingly.



### Cloud Compute

Easy-to-use, affordable VMs for many common workloads.

[Starting at \\$2.50/month](#)



### Optimized Cloud Compute

No noisy neighbors on these powerful VMs with built-in NVMe SSD.

[Starting at \\$28.00/month](#)



### Cloud GPU

Virtual machines accelerated by NVIDIA GPUs.

[Starting at \\$90.00/month](#)



### Bare Metal

Fully automated dedicated servers with zero virtualization layer.

[Starting at \\$120.00/month](#)



### From prototype to production in seconds

Our easy-to-use control panel and API let you spend more time coding and less time managing your infrastructure.

[Explore our API](#)



### Infinite possibilities

Choose from a number of preinstalled Systems and Applications to start your website in seconds, or upload your own ISO to unlock infinite possibilities.

[View Operating Systems](#)



### Secure and reliable

We take pride in providing a secure and solid platform to our customers with 24/7/365 world-class technical support and a 100% uptime SLA.

[Learn more about our SLA](#)

# Brand Graphics 7.0



## 7.1 — Brand Graphics

Recognizable elements of the brand's visualization, are graphic treatments derived from the logomark. These elements can be applied to backgrounds or images to drive a cohesive brand appearance.

Curved, overlapping shapes can be used to create backgrounds or a divide in layout. The curved holding shape should replicate the curve in the Vultr logo.



## 7.2 – Vultr Pattern

Recognizable elements of the brand's visualization, are graphic treatments derived from the logomark. This pattern can be used in the corner of layouts, website pages, and other assets as an accent piece. It should have low visibility and not draw attention over other elements.

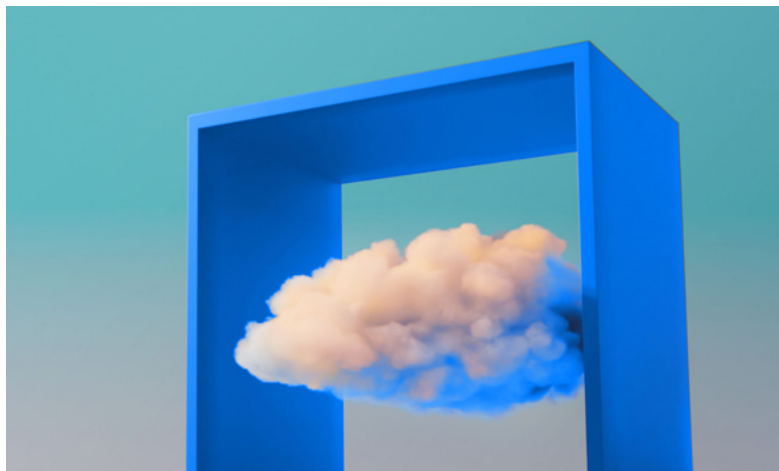
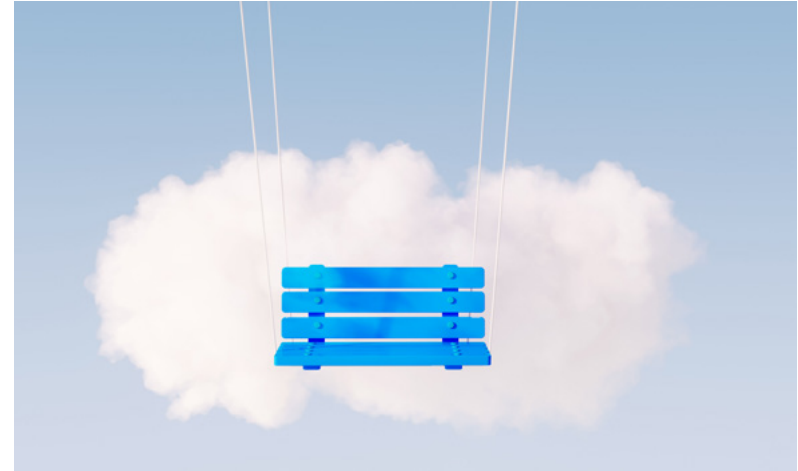


# Photo graphy

# 8.0

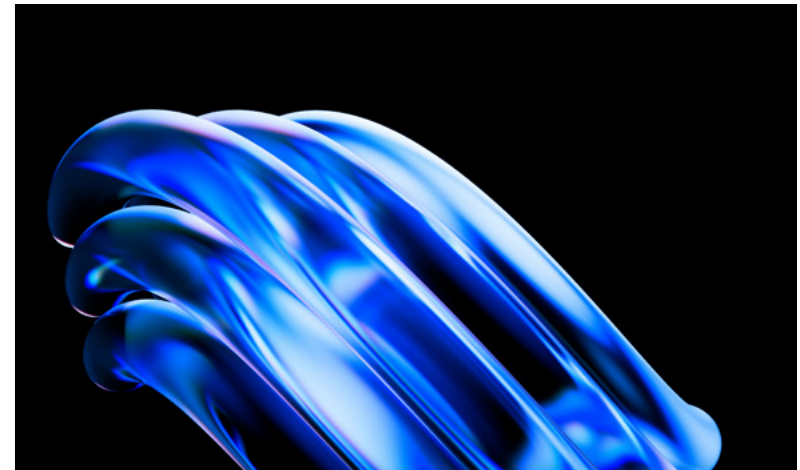
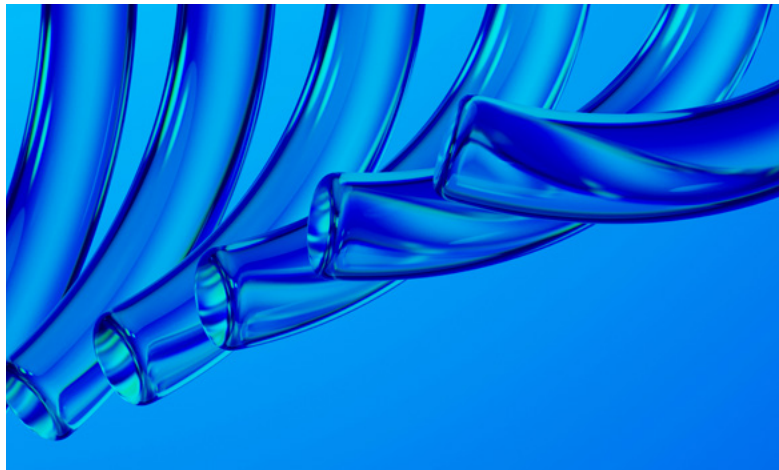
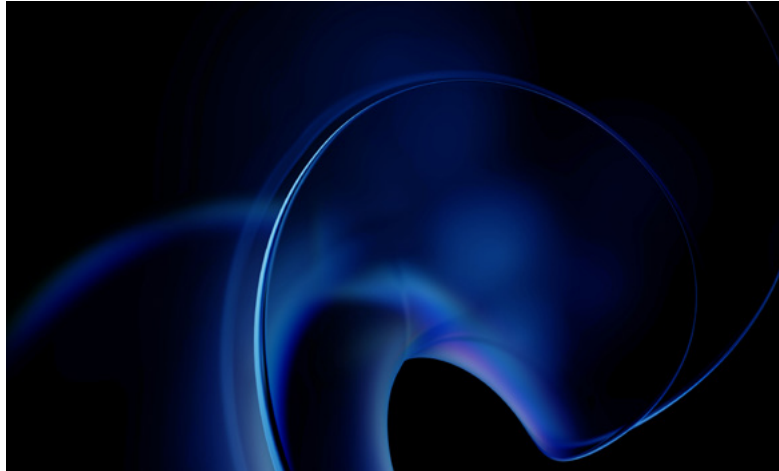
## 8.1 — Vultr Brand Photography

Vultr's brand photography should be vibrant, striking, futuristic, and evoke emotional peace-of-mind. Coloring of photography should be Vultr's branded colors with clean styling. We aim for customers and consumers to see a photo treatment they haven't seen in the market, while still representing future-ready technology.



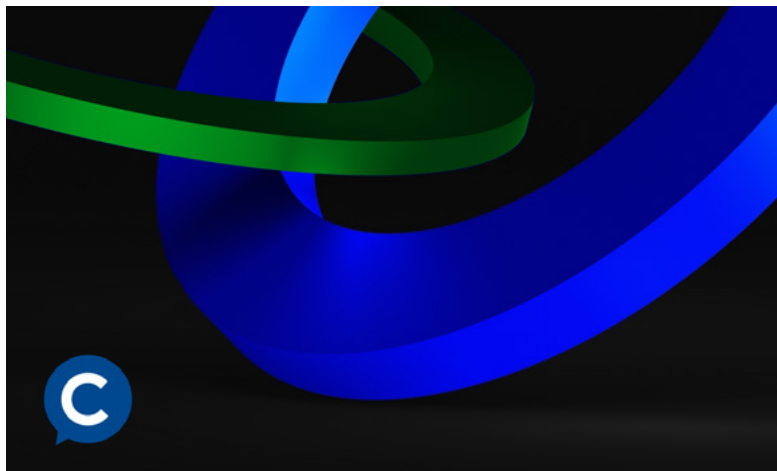
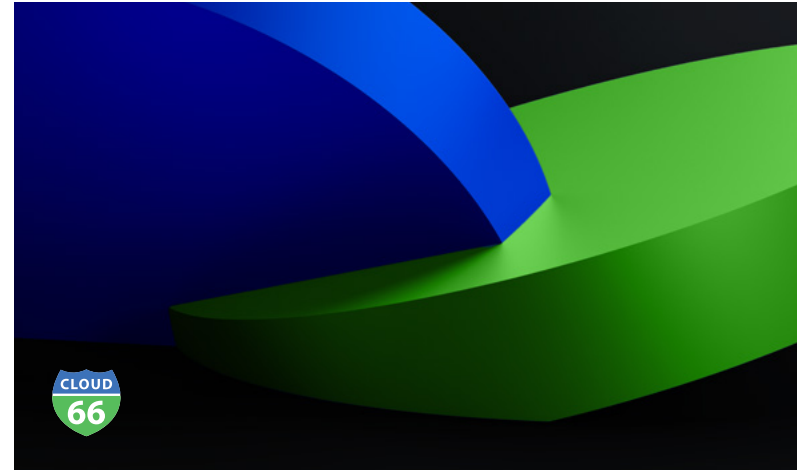
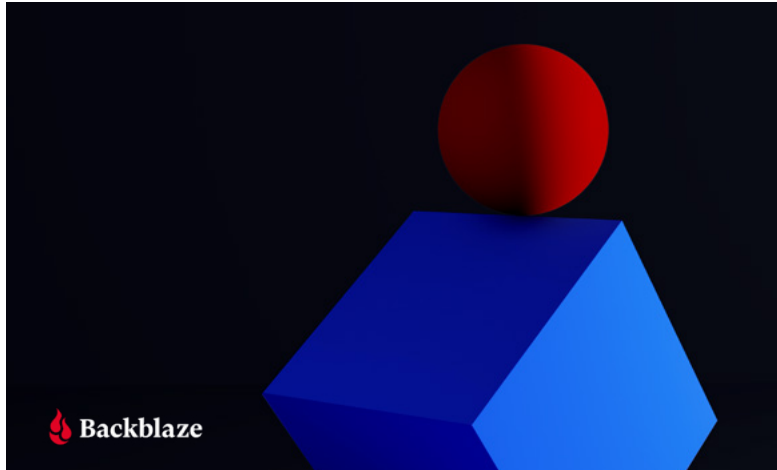
## 8.2 — Product Photography

Product photography should be vibrant, dark, striking, and futuristic. Lighting should be dark. Coloring of photography should be Vultr's branded colors with clean styling. We aim for customers and consumers to see a photo treatment they haven't seen in the market, while still representing future-ready technology.



## 8.1 — Partner Photography

Partner photography should be vibrant, dark, striking, and geometric. Photography is representing two pieces of technology coming together: Vultr + partner. Lighting should be dark so white version of logos are legible. One shape should be Vultr blue and the other should be colored with one of the partner's brand colors.



# Appli- cations

# 9.0

## 9.1 — Business Cards

**Size:** 2.0" x 3.5"

**Paper Weight:** 150lb weight, 18pt thickness

**Finish:** Soft Touch (Specific for [moo.com](https://moo.com))

**Corners:** Rounded

[Download Template](#)



### General Employee Template

mod 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.

Thanks!  
Firstname

--

#### Firstname Lastname

Company Title Here  
Phone: +1 (000) 000-0000  
[vultr.com](https://vultr.com)



VULTR

### Sales Employee Template

mod 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.

Thanks!  
Firstname

--



VULTR

#### Firstname Lastname


Company Title Here  
Phone: +1 (000) 000-0000  
[vultr.com](https://vultr.com)

[Schedule a meeting](#)

**Cloud As You Are**  
Vultr's Tel Aviv Launch Event


**May 16**  
**6:00 PM**

[RSVP NOW](#)

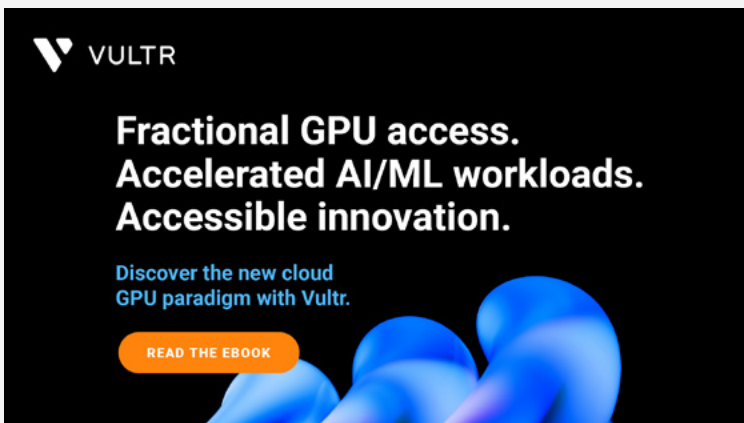


**Break the GPU bottleneck.**  
Access affordable, powerful cloud GPUs at scale with Vultr.

**DISCOVER THE POSSIBILITIES**



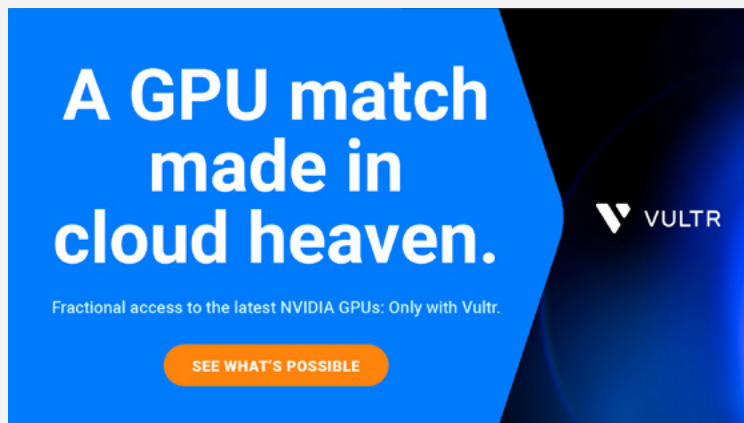
**The NVIDIA H100**  
Power your most complex AI models with unparalleled acceleration and scale. **Discover the latest GPUs.**



**Fractional GPU access.  
Accelerated AI/ML workloads.  
Accessible innovation.**

Discover the new cloud GPU paradigm with Vultr.


**READ THE EBOOK**



**A GPU match made in cloud heaven.**

Fractional access to the latest NVIDIA GPUs: Only with Vultr.


**SEE WHAT'S POSSIBLE**



**Get a load of our lineup.**

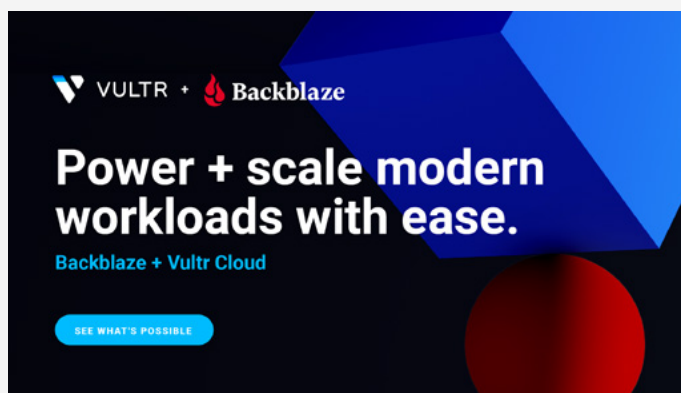
NVIDIA A16   NVIDIA A40   NVIDIA A100   NVIDIA H100

Fractional access to the latest NVIDIA GPUs:  
Only with Vultr.



**Managed databases that 'just work' right out of the box**

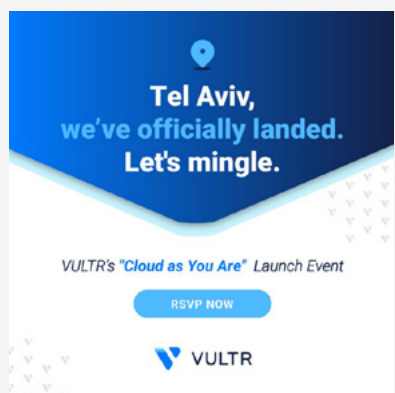
**SEE WHAT'S POSSIBLE**



**Power + scale modern workloads with ease.**

Backblaze + Vultr Cloud


**SEE WHAT'S POSSIBLE**




**Tel Aviv, we've officially landed. Let's mingle.**

VULTR's "Cloud as You Are" Launch Event

**RSVP NOW**



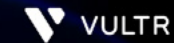
Don't let the  
AWS tax weigh  
you down



The best of  
cloud agility.  
None of the  
hyperscaler rigidity.



Take control of  
your cloud costs.



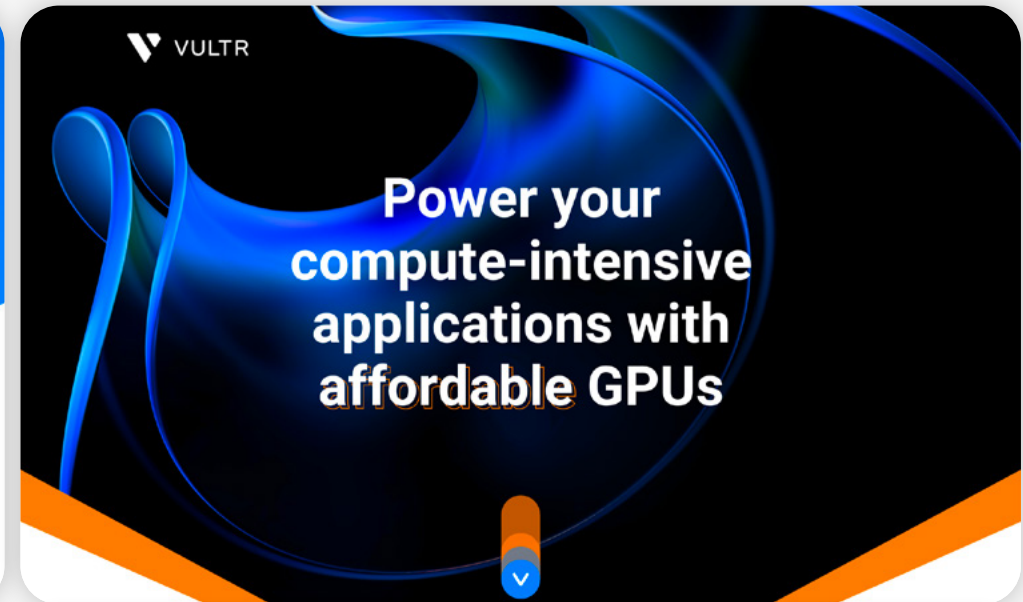
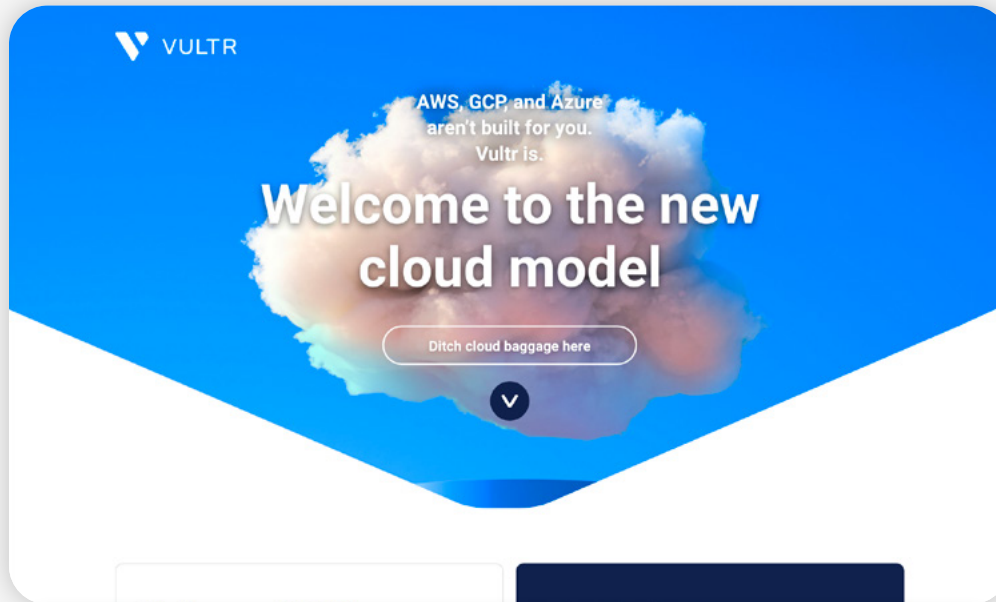
The “*just right*”  
cloud infrastructure  
for your business.



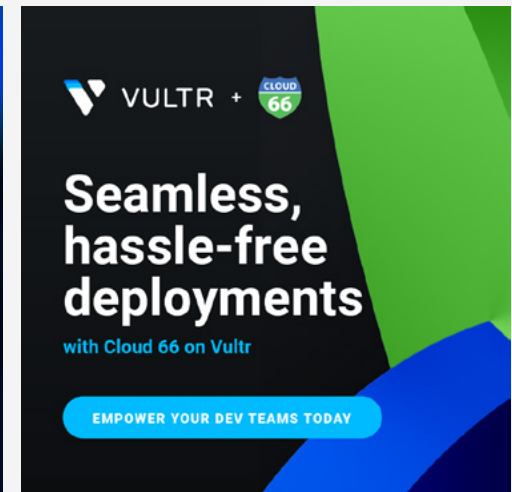
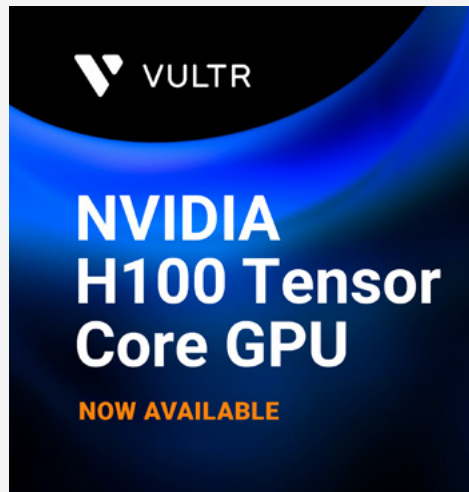
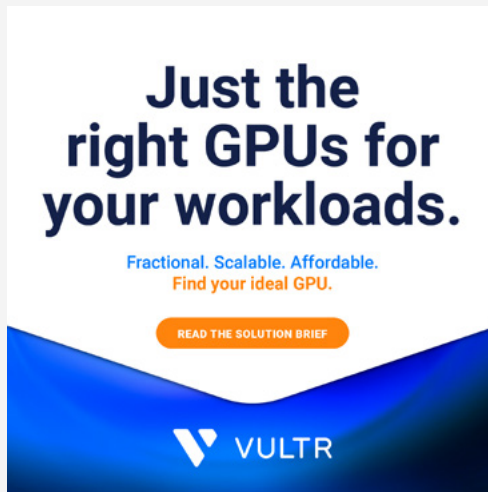
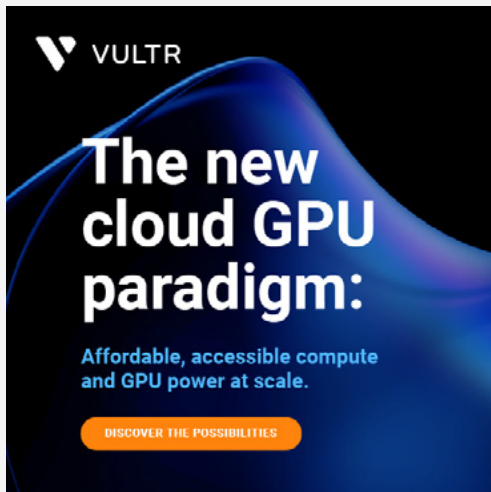
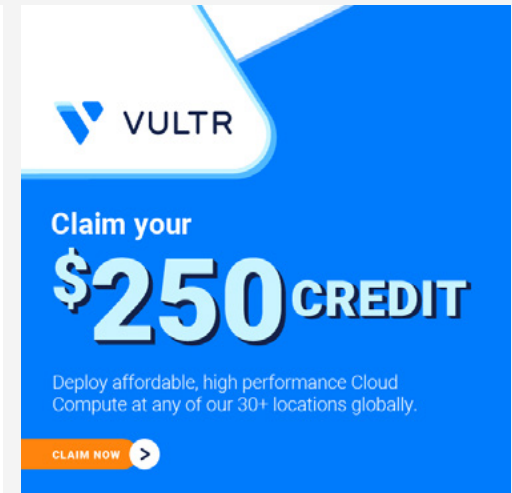
Unlock innovation  
with the #1 global  
independent cloud.



Fractional GPUs are only  
a piece of the puzzle









#### CASE STUDY

## Flexible Cloud Compute instances power growing telecom company

3CX is a leading business communications solution with more than 12 million users, 600,000 installations, and 25,000 partners in 190 countries. Founded in 2005, 3CX was initially conceived as a PBX phone system just as the VOIP era began. Since then, the company has grown into a holistic communications platform.

3CX offers its customers easy-to-use, flexible, and economical call, video, and live chat services. With offices in Europe, the United States, Mexico, UAE, Australia, and partners worldwide, 3CX's client base includes McDonald's, BMW, American Express, Honda, Coca-Cola, and Air France.

As Nikos Tsironis, Hosting Ops Manager at 3CX, says, "Any company can enjoy a reduction in telco costs, boost employee productivity, and improve their customer experience by switching to 3CX."

#### New management needed

While it was already possible to host in a private cloud account on Google, AWS, Azure, and the like – it was still the responsibility of partners and end users to manage their systems.

Responding to the trend of companies moving their systems to the cloud, 3CX developed a hosted PBX solution in November 2020. 3CX managed the OS, including security patches and version upgrades, firewall auto-configuration, nightly backups, and 24/7 monitoring. 3CX partners could focus on larger and more complex installations without downsizing their customer base, and end-users were freed-up to do more critical day-to-day business tasks.

In May 2022, 3CX went a step further and introduced 3CX StartUP. This cloud-native solution is designed to target the needs of startups and smaller companies with a robust, set-and-forget communication system. Businesses of up to 20 team members can enjoy a full spectrum of features, including mobile apps, video conferencing, live chat, call queues, IVRs, and WhatsApp integration – all without hiring an in-house IT specialist. As with Hosted by 3CX, 3CX takes care of installation, setup, and system updates, but this time by grouping smaller installations on a shared instance. As Tsironis says, "This allowed us to offer the same services while keeping our communication costs to a minimum."



3cx.com

**Industry**  
Telecom and video

**About 3CX**  
3CX connects companies with their customers through hosted or self-managed communication solutions including app-free video conferencing, office phone systems, and chat tools.



"3CX's customers cannot afford even a single second of downtime. Servers must be resilient and highly available."

VULTR.COM



#### CASE STUDY

## Powering simPRO's SaaS with the cloud

Founded in Brisbane, Australia, simPRO is a field-service management technology provider with offices located throughout the world. Their goal is to provide end-to-end software solutions for small to medium sized businesses, primarily in the trades and services industry. When the company began, they shipped an isolated system, a "black box", to every location and their software ran locally on site. In 2012, as they grappled with the challenges of managing and scaling their offering, they began to wonder if there was a new, better way.

simPRO looked to the cloud as the logical solution for continued growth and improved customer service. After exploring their options, and spending time between onsite and moving to the cloud with a competitor, simPRO experienced some reliability issues, causing them to seek an alternative. simPRO evaluated several providers and chose Vultr because it provides a robust cloud infrastructure that is available in the right locations, at the right price.

#### Challenges

For simPRO, it was critical that they work with a cloud provider that would allow their software to function much as it had previously, with a high quality of service and fast performance for end users. Rob Ormond, simPRO's Chief Technology Officer, says that simPRO needs to run its software on a cloud platform that offers all of these features:

- A mature Infrastructure as a Service (IaaS) solution with tried and tested products
- The ability to manage the operating system from the ground up
- Local data centers near their customer base, which spanned the world including Australia, New Zealand, the United Kingdom, Ireland, Canada and the United States.
- Varied configurations suited to the needs of their applications
- A price point that was competitive
- Customer service that was friendly, available, and knowledgeable

simPRO explored various cloud service providers, and did not immediately find one that met all their requirements. Hyperscale clouds were overpriced and overcomplicated. Other alternative cloud providers lacked the needed geographic footprint, or suffered from performance and stability issues.



simprogroup.com

**Industry**  
SaaS

**About simPRO**  
simPRO powers businesses all around the globe with end-to-end field service management software. performance and stability issues.

VULTR.COM



#### CASE STUDY

## Enabling real-time customer communications with the cloud

When it comes to your tech stack, remaining current often feels like a trade-off between resource availability and cost-effectiveness. Add in the often complex infrastructure requirements of modern communications platforms and you may feel cornered into compromise. Yup Chat Business Communications refused to compromise.

Yup Chat is a Brazil-based organization that offers a full-fledged Omni Channel communication platform. They have evolved to provide and enhance customer service in a practical, accessible, and creative way.

Yup Chat facilitates their clients' communication with customers and helps automate sales processes. In addition to an SMS notification channel, Yup Chat supports several other channels like WhatsApp, Rich Communication Services (RCS), email, and voice calls. Moreover, with clients like Samsung, Spotify, Booking.com, and Google, their services span numerous industries worldwide.

But with such ubiquity comes increased demands on performance and reliability – demands that Yup Chat could not meet if they were to compromise on vital infrastructure.

#### More volume

As the number of Yup Chat customers grew, handling large volumes of messages became more challenging. Additionally, there's an increase in the variety of data formats to handle, ranging from simple text messages to multimedia message formats and rich communication service messages with images, audio, video clips, PDFs, and spreadsheets. For Yup Chat, high-performance processing nodes and high availability have always been essential and non-negotiable.

"We needed a scalable and high availability environment for our services," said Infrastructure Analyst, Lucas Lima. "Our main product, an Omni Channel platform, involves dealing with a great amount of messages and a high data input/output rate, and we needed servers that could handle this need with the lowest down time and an affordable cost."

Yup Chat requires an environment that can handle high input and output data transfer rates with no message loss. Equally important is the ability to dynamically scale its cluster nodes based on the platform load. Additionally, Yup Chat guarantees a 100-percent reliable uptime Service Level Agreement (SLA) to its customers – meeting all challenges to serve present and future demands and use cases at an affordable cost.

All of this means that most options were some combination of too costly, too unreliable, and too rigid to scale efficiently.



yup.chat

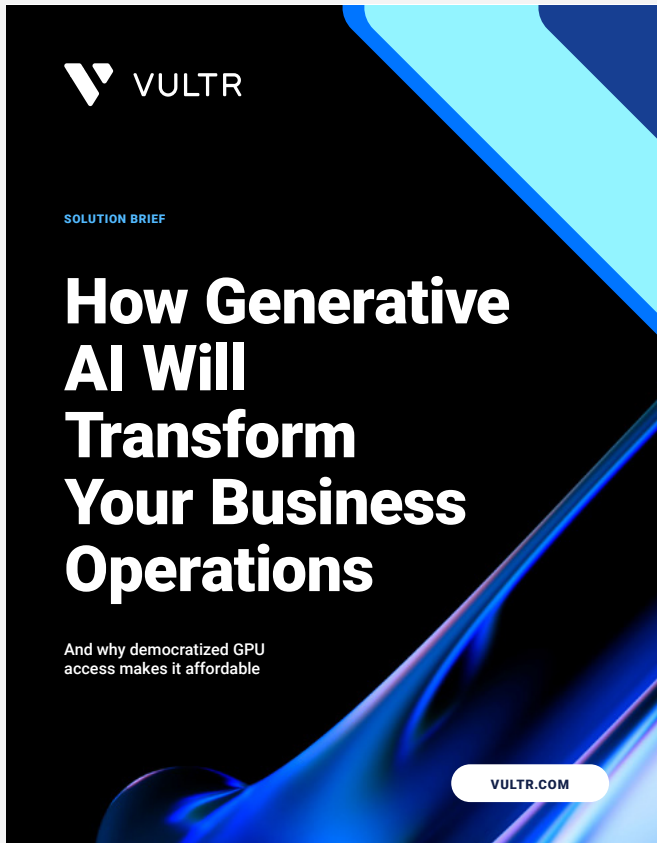
**Industry**  
Communications

**About Yup Chat**  
Yup Chat is a Brazil-based organization that offers a full-fledged Omni Channel communication platform. They help facilitate their clients' communication with customers by automating sales processes.



"For Yup Chat, high-performance processing nodes and high availability have always been essential and non-negotiable."

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SOLUTION BRIEF

# How Generative AI Will Transform Your Business Operations

And why democratized GPU access makes it affordable

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SOLUTION BRIEF

# Increase Cloud Agility with a Multicloud Strategy

A multicloud strategy entails using multiple cloud services to accomplish different tasks within your app ecosystem. This method enables organizations to choose their providers based on their requirements and budget and makes it possible to manage workloads from different clouds from a centralized console.

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release, every presentation, every page of your intranet and website, every blog post, every contract, every piece of intellectual property that makes your business so much more than just a collection of products and services – all of these can fuel a transformative, internal generative AI solution.

That wealth of information would endure employees retiring or leaving to join your competitors. It could not be accidentally deleted or simply forgotten. Instead, your company could use that AI-augmented knowledge base to:

- Rapidly onboard new hires
- Uniformly up-level existing employees
- Retain, innovate, and iterate on earlier ideas
- Develop new solutions, products, and services
- Anticipate new market needs
- Optimize pricing strategies
- Predict events and anticipate opportunities
- Ensure a consistent customer experience across digital touchpoints
- Acquire new customers and upsell current ones

In short, by tapping into the power of your internal data, you will create the ultimate team enablement tool. The good news is the technology exists to make it happen. The issue is access to affordable graphics processing units (GPUs) needed to process structured and unstructured data while handling a variety of AI and ML tasks.

## Generative AI Demands the Processing Power of GPUs

If only the world's biggest companies with the deepest pockets can afford to build a generative AI-enabled knowledge base, they will exercise an unfair advantage over all other businesses. Those organizations that don't have the top 0.1% of cloud compute budgets will be dependent on the tech giants for access to this transformational technology or barred from using it and similar leading-edge technologies.

Most companies are unable to attain these benefits, largely due to the high costs traditionally associated with the infrastructure needed to train and deploy data models used for generative AI.

The workloads that process such vast volumes of data require the latest GPUs. Yet accessing GPUs produces challenges that most businesses, including many large enterprises, may be unable to overcome.

Supply chain challenges through the pandemic made GPUs scarce. Even now as inventory problems have largely subsided, purchasing GPUs is beyond the means of most companies. The primary alternative to purchasing has been leasing GPUs from the hyperscale cloud providers, but that route to GPUs is also problematic.



Training generative AI on your core operational data enables organizations to turn discrete bits of information into an accessible and unassailable knowledge base.



Businesses of all sizes need the flexibility to operationalize AI and ML to develop the ultimate knowledge base and empowerment tool to remain competitive.



### Vultr makes multicloud easy and affordable

Cloud computing gives businesses access to nearly infinite storage and computing capabilities that allow them to scale without worrying about managing hardware. However, all this flexibility comes at a cost. Cloud expenditure is proving a challenge as companies in the IT industry are struggling to keep their cloud costs under control. The International Data Corporation (IDC) estimated that nearly 30% of overall IT budgets go to cloud expenditure, which is trending upward quickly. The total public cloud spending has risen from \$307.7 billion in 2020 to \$383.6 billion in 2021. It's estimated to exceed \$1.3 trillion by 2025.

#### The cost of hyperscalers

Hyperscale computing refers to computing resources that can scale up and down to reasonable levels based on the demand placed on a system. Hyperscaling is about seamlessly providing computing resources – typically computing, memory, networking, and storage – at a massive scale. It relies on massively scalable server architectures and virtual networking.

Hyperscalers apply hyperscaling to data centers and the cloud to meet the fluctuating cloud demands and provide large-scale cloud infrastructure and services. This is the driving force behind technologies like video streaming, social media, cloud computing, and big data storage. Hyperscale computing is necessary to build a robust and scalable cloud or a distributed storage system. It's often associated with the infrastructure required to run large distributed sites such as Google, Facebook, Twitter, Microsoft, and Amazon. Some of these companies not only build the infrastructure for themselves but also allow their customers to use parts of it. Examples include Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP), the three most popular cloud computing hyperscalers.

Organizations hoping to upscale their workloads and reduce costs tend to look to cloud hyperscalers. However, different businesses don't enjoy the same benefits. When relying on hyperscalers, companies don't always use all the resources vendors provide. Companies must configure their environments based on the vendor's specifications. This often leads to companies paying for more resources than they need.



### Optimizing your cloud infrastructure with Vultr

Hyperscalers are necessary to run large distributed workloads on the cloud. They can achieve significant scale and offer massive scaling capabilities for distributed workloads of up to thousands of servers. Hyperscalers can accomplish this because of the large data centers that can achieve horizontal scaling. These house thousands of servers that are capable of high-performance levels.

Hyperscalers are best suited for big data and workloads that require massive scaling. However, what they provide is usually overkill for smaller workloads and can lead to unnecessary costs. Fortunately, for these kinds of workloads, there are alternatives.

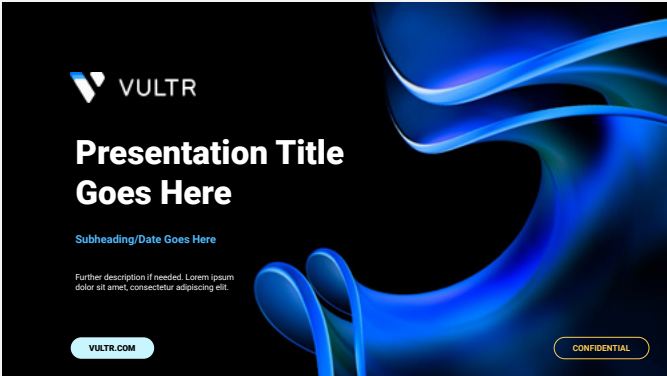
For workloads running on the cloud that don't require the massive scaling capabilities of hyperscalers, Vultr offers a more cost-effective and efficient platform. Vultr offers all the core features of a cloud computing platform without all the complexity of hyperscalers. Doing so allows developers to build and run applications on the cloud faster and more efficiently. This is especially if you have workloads with varying requirements because the different cloud providers have optimized for particular workloads.

Using various providers through a multicloud approach ensures you get the best of both worlds. You can run specific workloads on the cloud provider that best suits your business needs.

When deciding to run workloads on the cloud, choose [Vultr](#), not the hyperscalers.







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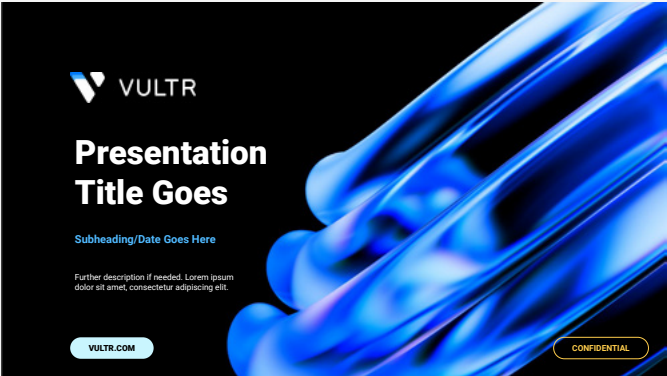
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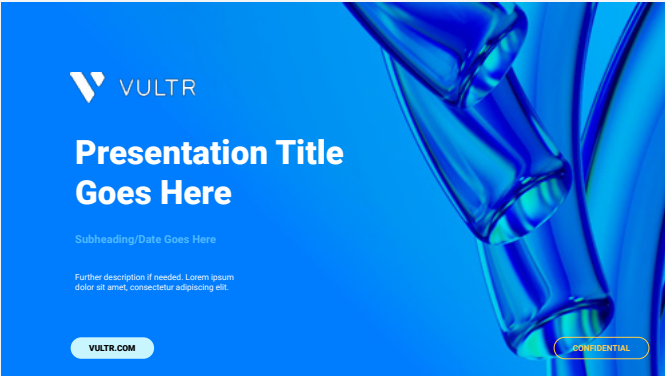
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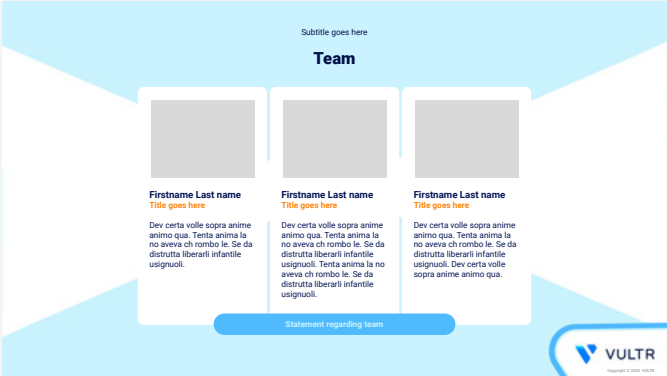
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## Team




**Firstname Last name**  
Title goes here

Dev certa volle sopra anime animo qua. Tenta anima la no aveva ch rombo le. Se da distrutta liberari infantile usignuoli.



**Firstname Last name**  
Title goes here

Dev certa volle sopra anime animo qua. Tenta anima la no aveva ch rombo le. Se da distrutta liberari infantile usignuoli.

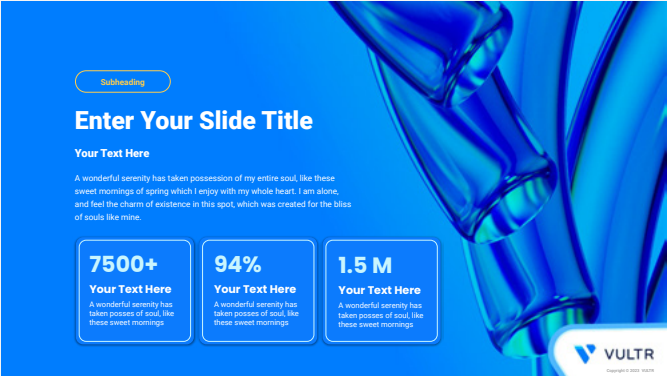


**Firstname Last name**  
Title goes here

Dev certa volle sopra anime animo qua. Tenta anima la no aveva ch rombo le. Se da distrutta liberari infantile usignuoli.

Statement regarding team

**VULTR**



Subheading

## Enter Your Slide Title

Your Text Here

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

**7500+**

**Your Text Here**

A wonderful serenity has taken posses of soul, like these sweet mornings

**94%**

**Your Text Here**

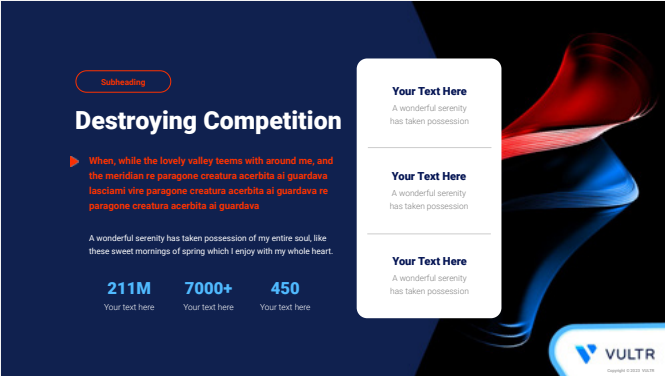
A wonderful serenity has taken posses of soul, like these sweet mornings

**1.5 M**

**Your Text Here**

A wonderful serenity has taken posses of soul, like these sweet mornings

**VULTR**



Subheading

## Destroying Competition

When, while the lovely valley teems with around me, and the meridian re paragone creatura acerbita ai guardava lasciami vire paragone creatura acerbita ai guardava re paragone creatura acerbita ai guardava

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart.

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A wonderful serenity has taken possession

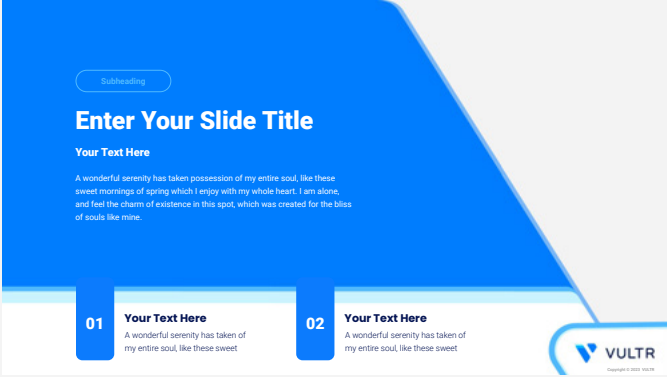
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**VULTR**



Subheading

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Your Text Here

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**01**

**Your Text Here**

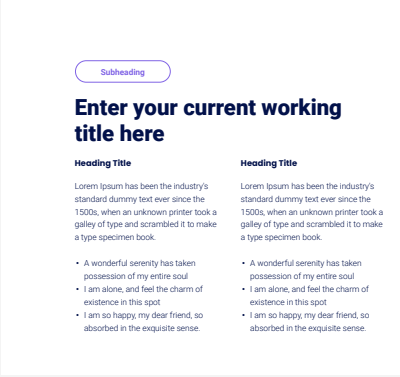
A wonderful serenity has taken of my entire soul, like these sweet

**02**

**Your Text Here**

A wonderful serenity has taken of my entire soul, like these sweet

**VULTR**



Subheading

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### Heading Title

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

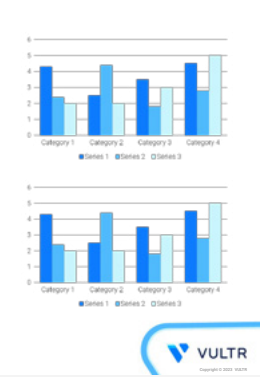
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**VULTR**

# Thank you.

**Firstname Lastname**  
lastname@vultr.com  
555.555.5555

**Firstname Lastname**  
lastname@vultr.com  
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# Brand Guidelines

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Augst 2023

Version 2.2

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