



Vultr Identity Guidelines

Version 3.0

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Brand Foundation

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 composable access to cloud computing to businesses of all sizes.
We're here to level the playing field, democratize innovation, and spark change.

Principles

Bold

Vultr is unapologetically aspirational. We set the bar high – and will stop at nothing to exceed our own expectations. We are in constant pursuit of new ways thinking, with a fierce drive to innovate and disrupt the status quo.

Purposeful

An assured sense of confidence and control infuses our brand at every touchpoint. We move deliberately, with every step we take a stride towards composability, empowerment, and growth.

Accessible

At the core of the Vultr brand lies accessibility. We strive to be open and approachable, and are driven by a determination to simplify complex problems and democratize solutions for all.

Logos

Logos

Core Logo

The Vultr logo visualizes various entities of the brand's functions and solutions: Infinite and evolving possibilities, pushing from prototype to production, and strong and reliable security.

Core Logo



Reversed Core Logo



Logos

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.

Core Logo



Minimum Size

Our logo is designed to be legible at a range of sizes, but it should not be any smaller than the minimum measurements detailed to the right.



Logos

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.

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.

Core Logo



Reversed Core Logo



White



NOTE: Only used for black and white printing

Black



NOTE: Only used for black and white printing

Logos

Incorrect Use

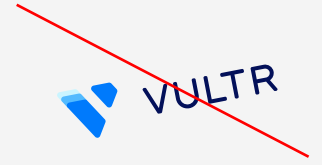
All logos and symbols should only be used in their provided format, orientation, and approved colors. They should never be represented like any of the examples on this page.



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.



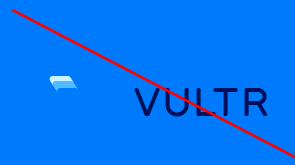
Do not lock up promotional slogans to the logo.



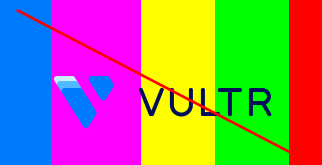
Do not add elements to the logo.



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

Color

Core 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.

Vultr Navy

HEX: 031059
RGB: 3 - 16 - 89
CMYK: 100 - 96 - 11 - 11
PMS: 2738 C

Vultr Blue

HEX: 007BFC
RGB: 0 - 122 - 252
CMYK: 99 - 36 - 0 - 0
PMS: 2194 C

Vultr Light Blue

HEX: 52BAFF
RGB: 82 - 186 - 255
CMYK: 61 - 11 - 0 - 0
PMS: 2190 C

Vultr Sky Blue

HEX: C9F4FF
RGB: 201 - 244 - 255
CMYK: 26 - 4 - 6 - 0
PMS: 7457 C

Color

Secondary Colors

Our secondary palette is how we accent and emphasize our brand personality. Our core colors are supported by a secondary palette of four colors chosen to complement the core palette. Secondary blue colors are mostly used to add depth. A set of neutrals is also included in our brand color palette.

Vultr Midnight

HEX: 172147
RGB: 23 - 33 - 71
CMYK: 100 - 94 - 24 - 22
PMS: 662

Vultr Blue at 20%

HEX: 1a3169
RGB: 26 - 49 - 105
CMYK: 98 - 89 - 19 - 6
PMS: 3584

Vultr Cobalt

HEX: 1e308c
RGB: 30 - 48 - 140
CMYK: 99 - 77 - 14 - 2
PMS: 7686

Vultr Blue at 60%

HEX: 2652ae
RGB: 38 - 82 - 174
CMYK: 95 - 73 - 2 - 0
PMS: 2133

Color

Neutral Colors

Our neutral palette is how we create visual separation and depth on digital platforms.

The neutral palette consists of seven neutral colors, five of which are warm-toned and two of which are cool-toned.

The neutral palette is used in the interest of maintaining visual contrast, appropriate clear space, and narrative pacing.

Warm 1

HEX: F7F7F7

RGB: 247 - 247 - 247

Warm 2

HEX: CCCCCC

RGB: 204 - 204 - 204

Warm 3

HEX: 414141

RGB: 65 - 65 - 65

Warm 4

HEX: 303030

RGB: 48 - 48 - 48

Cool 1

HEX: E6EAED

RGB: 230 - 234 - 237

Cool 2

HEX: A5AFB8

RGB: 165 - 175 - 184

Color Pairings

These carefully considered color pairings use our full color palette to create a fresh, modern, and energetic brand expression.

These color families can be used with our neutral palette in any combination as necessary.

We recommend using three blue colors at a time, per design.

<div>Vultr Navy</div> <div>Vultr Blue</div> <div>Vultr Light Blue</div>	<div>Vultr Navy</div> <div>Vultr Light Blue</div> <div>Vultr Sky Blue</div>	<div>Vultr Navy</div> <div>Vultr Blue</div> <div>Vultr Sky Blue</div>
<div>Vultr Navy</div> <div>Vultr Midnight</div> <div>Vultr Navy</div>	<div>Vultr Navy</div> <div>Vultr Blue 20%</div> <div>Warm 1</div>	<div>Vultr Navy</div> <div>Vultr Blue</div> <div>Vultr Blue 60%</div>
<div>Warm 1</div> <div>Vultr Blue</div> <div>Vultr Navy</div>	<div>Warm 1</div> <div>Vultr Midnight</div> <div>Vultr Light Blue</div>	<div>Cool 1</div> <div>Vultr Navy</div> <div>Vultr Blue</div>

Typography

Introduction

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.

Utilizing Roboto's lighter weights creates a sense of modernity and assurance that Vultr offers.

Roboto

Data

3' 4"
Location

Overview

Roboto is used in four weights with three alternative italic fonts for added emphasis when necessary.

Core Typeface

Roboto

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%**

Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%***

PRIMARY FONT

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%*

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%*

Print Hierarchy

To maintain consistency across our brand, we have defined an easy-to-use typographic hierarchy.

This page displays the hierarchy with type styles and sample text for copy in a print setting.

The global infrastructure to power AI and ML at scale

The Global Leader in Composable Cloud Infrastructure

32 Global Cloud Data Center Locations

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.

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.

[Learn more today](#)

Heading 3

Roboto Light
14 pt Font

Heading 1

Roboto Light
36 pt Font / 44pt Leading

Heading 2

Roboto Light
22 pt Font

Body Copy

Roboto Light
10pt Font / 13pt Leading

Call to Action

Roboto Bold
10 Font

Digital Hierarchy

To maintain consistency across our brand, we have defined an easy-to-use typographic hierarchy.

This page displays the hierarchy with type styles and sample text for copy in a digital setting.

Example One

Any GPU, any scale, any location

Meet the top-of-the-line NVIDIA GPUs that are available at any of our 32 global cloud data center locations.

[Learn More](#) →

Heading 1

Roboto Light
64 pt Font / 120% Leading

Body

Roboto Light
20 pt Font / 120% Leading

CTA Button

Roboto Semibold
16 pt Font / 120% Leading

Example Two

Vultr: The modern cloud alternative to the traditional hyperscalers

Vultr's cloud infrastructure offers global reach and flexibility that isn't attainable with big tech providers.

[Learn More](#) →

Heading 2

Roboto Light
40 pt Font / 120% Leading

Body

Roboto Light
20 pt Font / 120% Leading

CTA Button

Roboto Semibold
16 pt Font / 120% Leading

Typography

Accessibility

To ensure legibility and accessibility in our communications, we have defined these color pairings for type that maintains proper visual contrast.

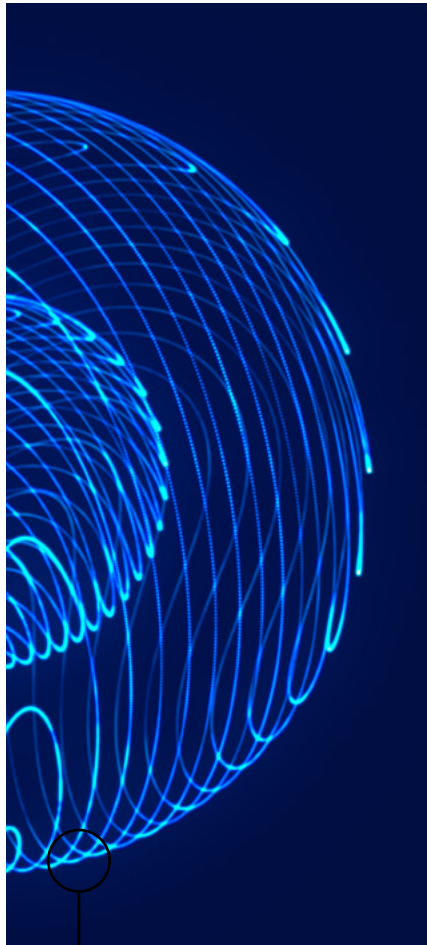
These type / color pairings are based on WCAG 2.0 Level AA compliance.

<p>Contrast Ratio 17.18:1</p> <p>Aa</p> <p>Roboto Light</p>	<p>Contrast Ratio 4.24:1</p> <p>Aa</p> <p>Roboto Bold</p>	<p>Contrast Ratio 8.03:1</p> <p>Aa</p> <p>Roboto Light</p>
<p>Contrast Ratio 14.61:1</p> <p>Aa</p> <p>Roboto Light</p>	<p>Contrast Ratio 4.04:1</p> <p>Aa</p> <p>Roboto Bold</p>	<p>Contrast Ratio 8.03:1</p> <p>Aa</p> <p>Roboto Light</p>
<p>Contrast Ratio 14.61:1</p> <p>Aa</p> <p>Roboto Light</p>	<p>Contrast Ratio 15.62:1</p> <p>Aa</p> <p>Roboto Bold</p>	<p>Contrast Ratio 3.67:1</p> <p>Aa</p> <p>Roboto Bold</p>

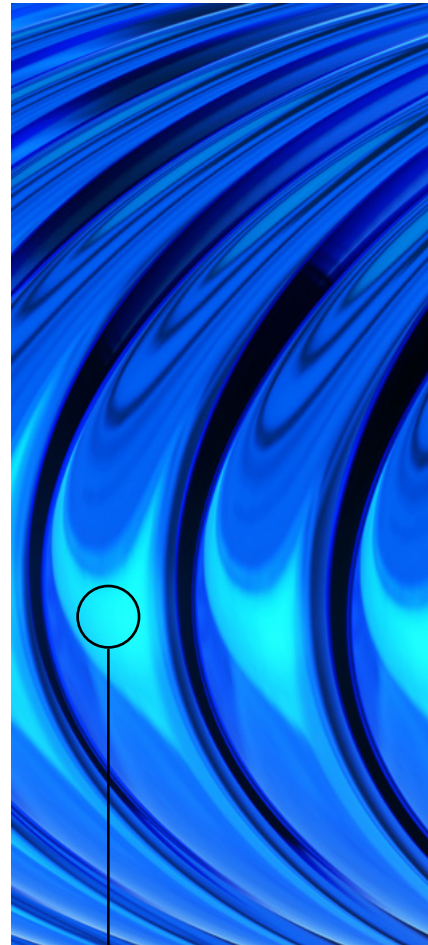
Photography

Introduction

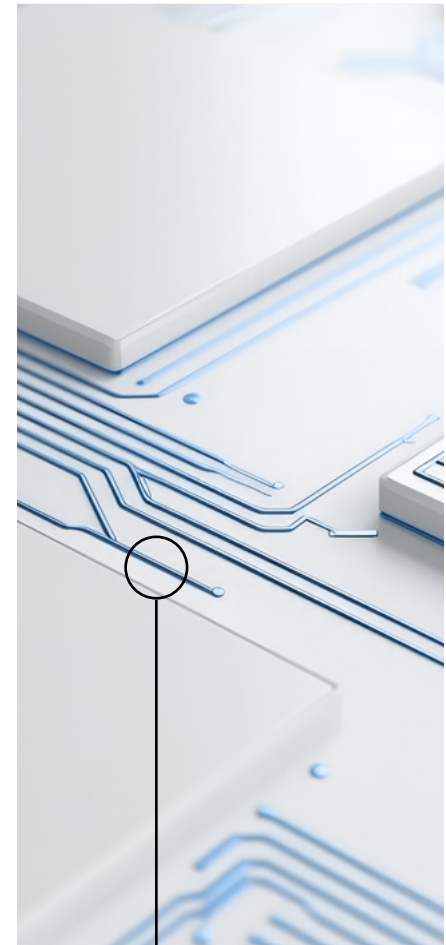
Vultr's brand photography should be vibrant, electric, futuristic, and evoke emotional reliability. Coloring of photography should be Vultr's branded colors with clean styling. We aim for customers and consumers to see a photo treatment they haven't seen in the market, while still representing future-ready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



Electric lines in
Vultr's colors.



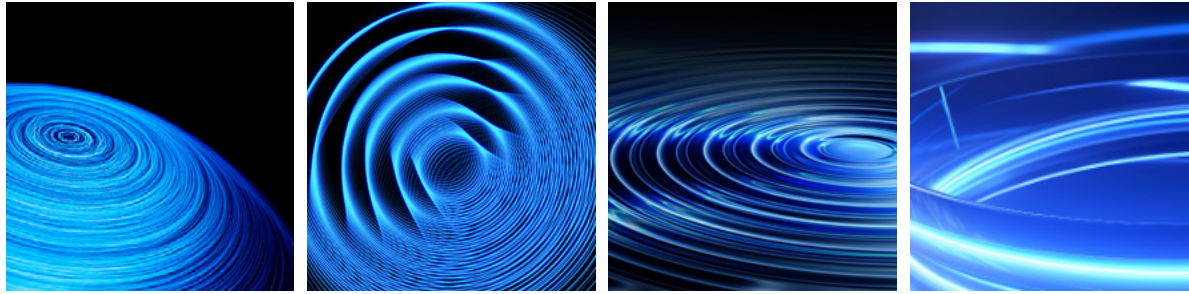
Movement and
elasticity in material.



Real photography of
circuit board – must have
bright, natural lit spaces.

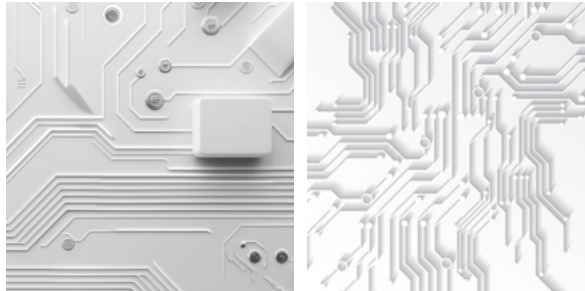
Categories

GenAI / GPU



- Electric lines
- Dark blue or black background

Small ENT Cloud



- 3D model of circuit boards
- All white/light color
- No Vultr colors

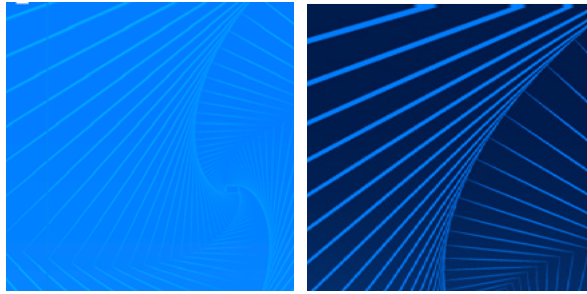
Large ENT Cloud



- *Real* photography of circuit boards
- Vultr colors appear in circuits
- Majority white/light

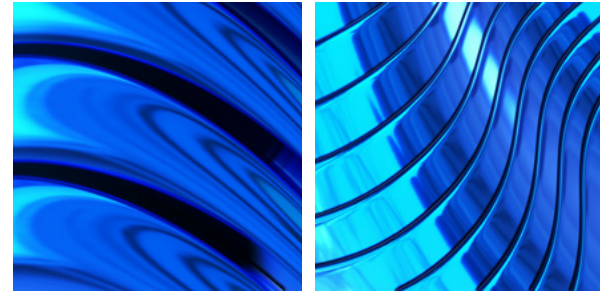
Categories

Generic



- Clean, flat lines
- Background can vary – must be Vultr colors

Competitor (Cloud)



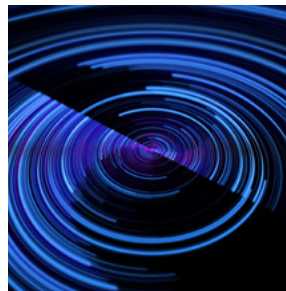
- 3D shapes - electric movement
- Close up of 3D shapes
- Vultr blue coloring

Events



- 3D model
- Close up of model
- Coloring can be any Vultr brand color

Verticals



- Electric lines
- Can have more colors in addition to Vultr colors

Cloud Alliance



- 3D shapes
- Half Vultr coloring
- Half Cloud Alliance partner coloring

Iconography

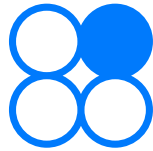
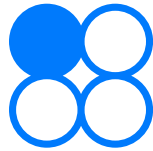
Introduction

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.

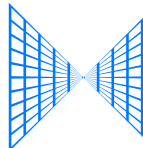
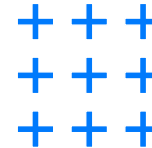
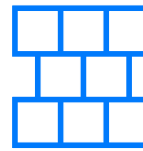
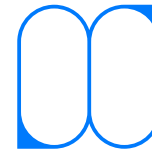
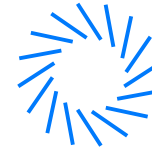
Our functional icons are used on our website and other digital platforms to communicate specific functions, counting, and tasks.

Our expressive icons help with visual storytelling and product offering messaging.

Functional

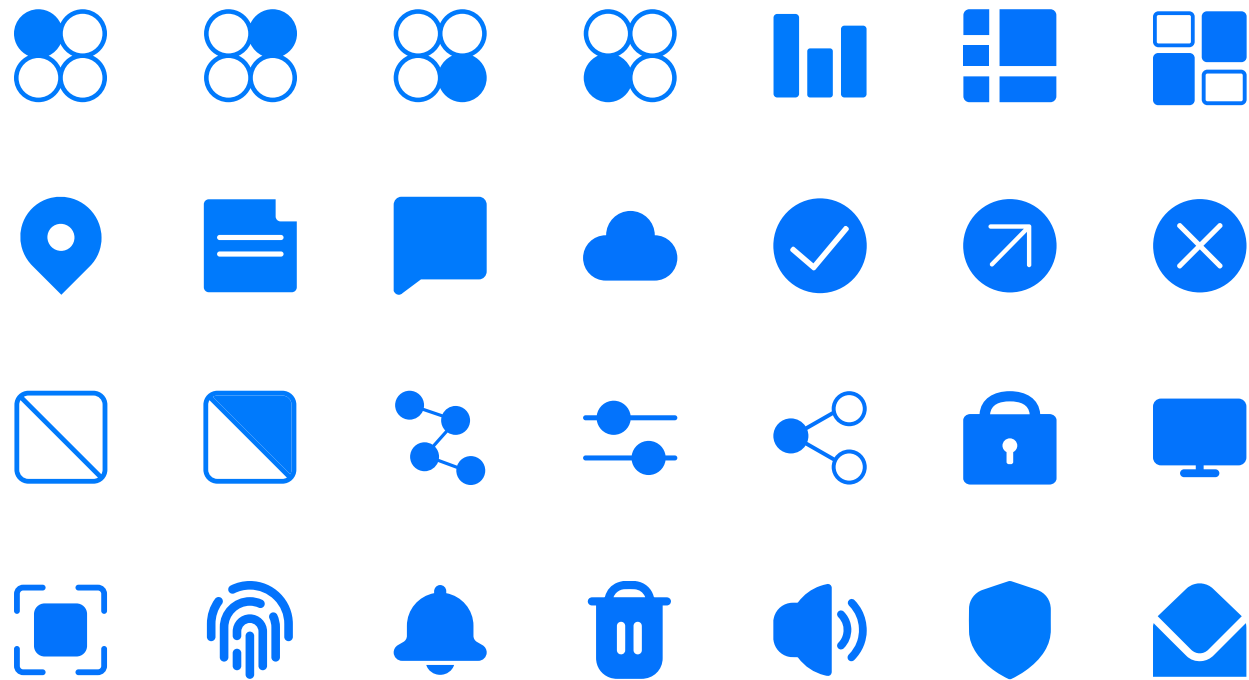


Expressive



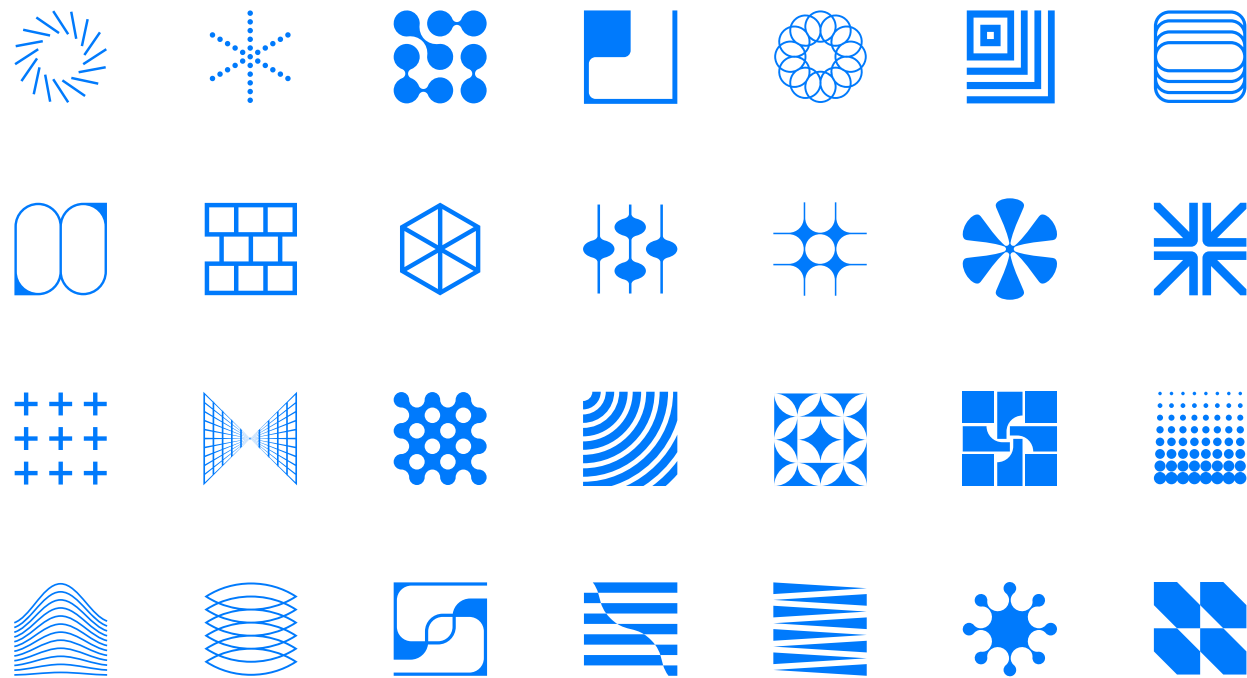
Functional Suite

Our functional icons are used on our website and other digital platforms to communicate specific functions, counting, and tasks.



Expressive Suite

Our expressive icons help with visual storytelling and product offering messaging.

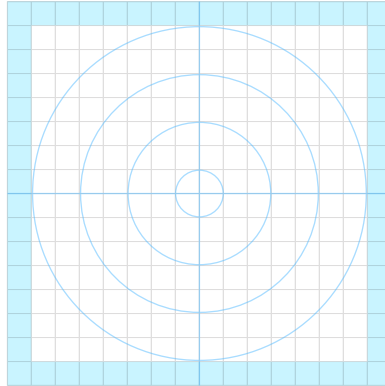


Sizing

Our icons are designed within artboards of the same size with clear space to ensure that each will appear visually consistent when placed at the same size.

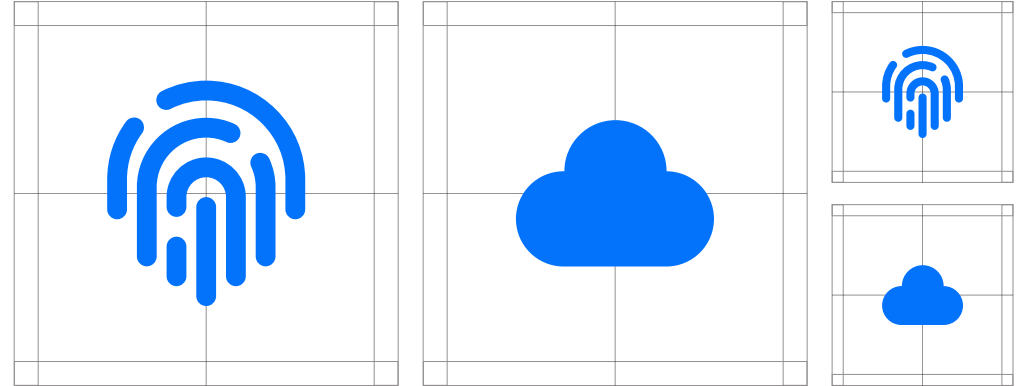
When scaling vector icons, do not scale to match width or height as each icon is different in design. Rather, use the bounding box, as shown to the right, as a reference point to ensure icons stay aligned and sit proportional to one another.

Grid with clear space



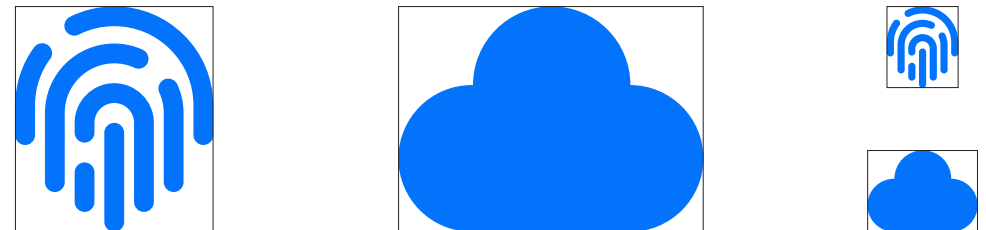
Correct

Icons sized by visual weight



Incorrect

Icons sized by matching height



Minimum Size

Our iconography is designed to be legible at a range of sizes, but for digital use icons should not be any smaller than the minimum measurements detailed to the right.

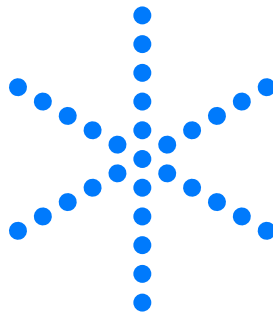
Note that functional icons are built to be more effective at smaller sizes than expressive icons.

Functional Icons



18px

Expressive Icons



25px

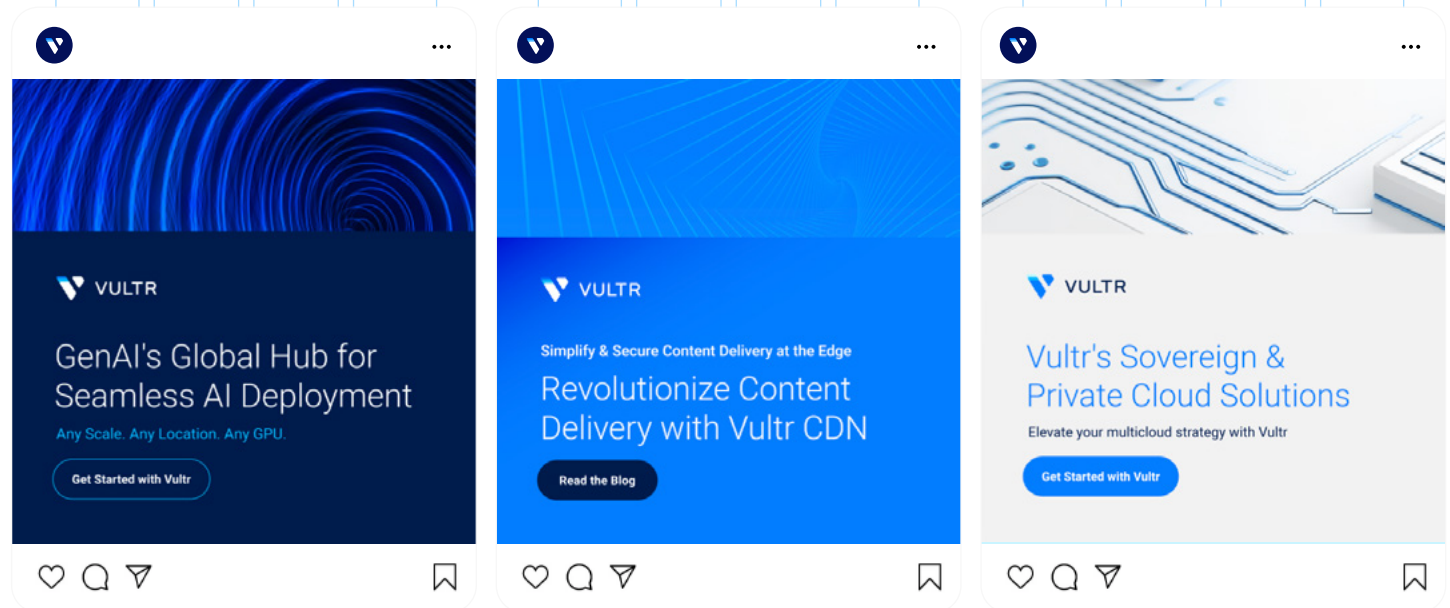
Layout

Layout

Introduction

To be sure our brand maintains flexibility and consistency, we've defined a layout system for placing copy, text, photography, and our logo.

Use these grids and guides to create dynamic layouts across multiple mediums.



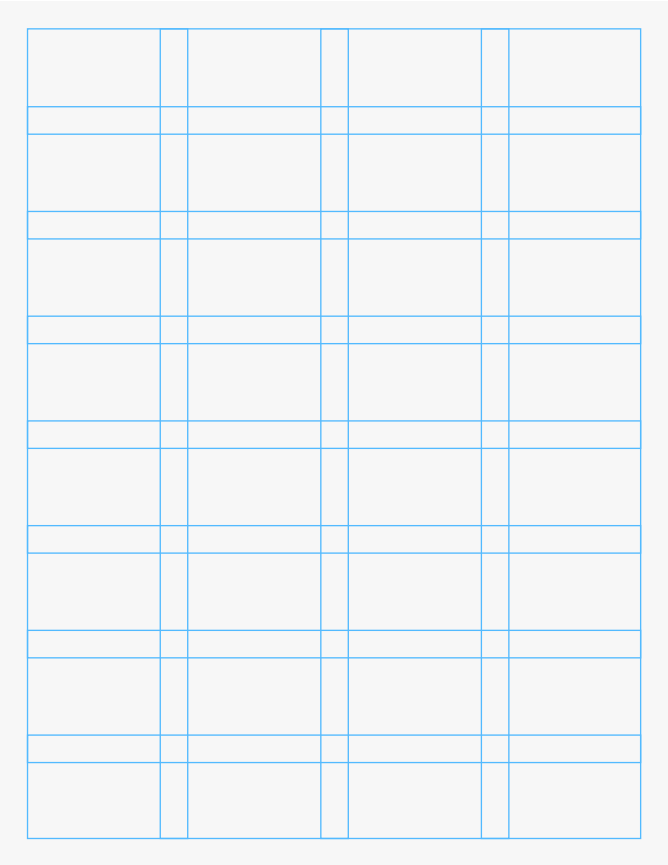
Grid System

The grid system, comprised of sequenced columns and rows, is a useful tool we use to align all our graphic elements and typography.

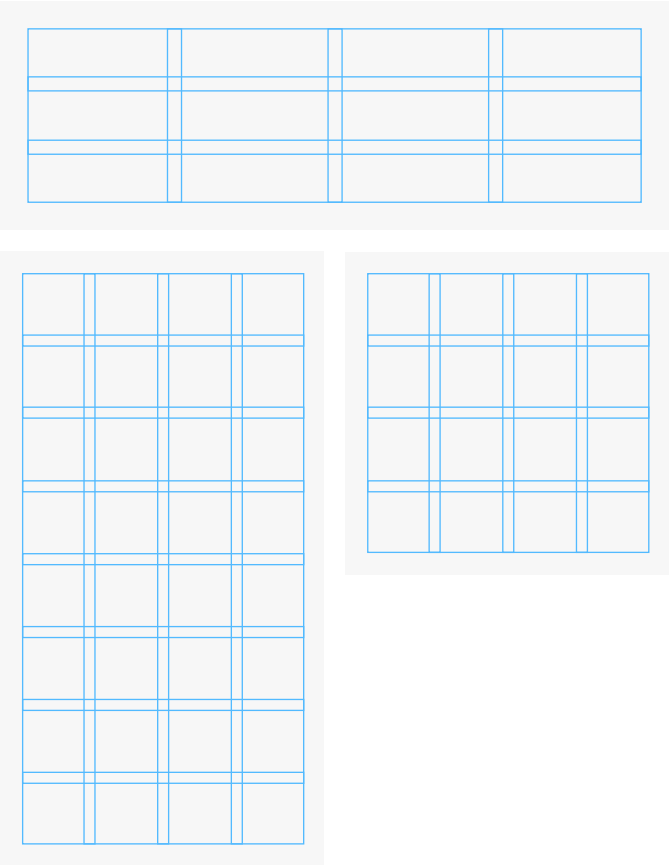
Grids are constructed using four columns and eight rows with equal gutters and margins at least as wide as the gutters.

We use this underlying structure to help size and place our logo, text, and imagery in a consistent way throughout all our touchpoints.

Print / Out-Of-Home



Digital

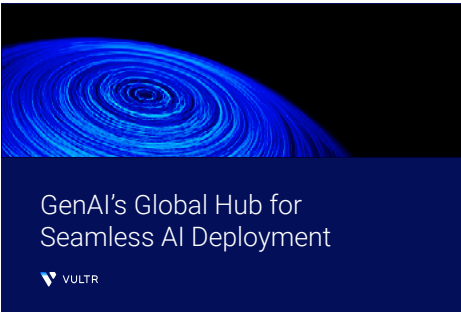


Cropping

Photography can be set within a variety of containers for a dynamic and flexible system.

If copy is placed over an image, it should be free of obstructions and maintain adequate contrast.

Partial Bleed - Half



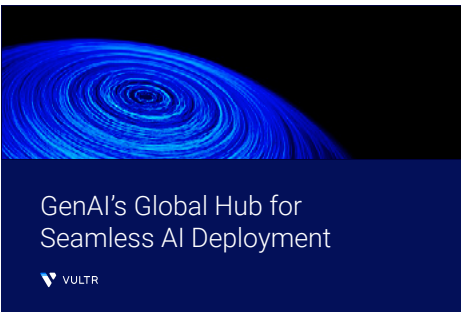
Partial Bleed - One-third



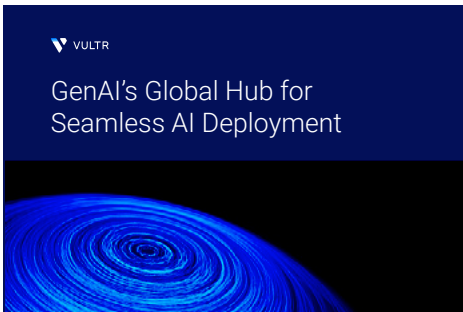
Full Bleed



Location - Top



Location - Bottom



Location - Right



Location - Left



VULTR

CATEGORY

Headline here

Subheadline here

Headline here

Subheadline here

VULTR.COM

VULTR

CATEGORY

Headline here

Subheadline here

Body copy goes 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.

VULTR.COM

VULTR

Headline here

Subheadline call out section 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.

Body copy goes 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.

Body copy goes 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.

Headline here

Subheadline call out section here lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Subheading

Body copy goes 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.

Body copy goes 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.

VULTR

 VULTR



WHITE PAPER

Global Implications of the EU AI Act

A Proactive Approach for Distributed Enterprises

VULTR.COM


 VULTR

SOLUTION BRIEF

Accelerate Delivery of Industry Specific Applications

Body copy goes 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.

VULTR.COM

 VULTR

The fluid nature of AI regulation

Enterprises scaling AI operations globally already feel the impact of the EU AI Act, the most significant legislation to date regulating AI practices. Other jurisdictions, from the UK to the U.S. and beyond, have enacted similar legislation or are working on the same. Additionally, a consortium of the EU plus an additional ten countries participating in the recent AI Seoul Summit have agreed to collaborate to make sure AI advances human well-being and help address the world's greatest challenges in a trustworthy and responsible way.

The clear message is that more AI regulation is coming, creating complexities for distributed enterprises working to scale their AI operations across geographies. Reacting to this evolving regulatory landscape is impractical and unsustainable. Instead, enterprises must proactively institute responsible AI practices, including model observability and data governance.

Doing so requires a systematic approach to embedding responsible AI into AI operations and deliberate choices of infrastructure, tooling, and processes to ensure compliance with current and future regulations while maintaining operational efficiency and innovation.

Infrastructure, tooling, and processes for responsible AI at scale

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Out-of-Home




Layout

Out-of-Home




Harness Vultr's Cloud GPU for Unmatched Performance.

FutureProof Your AI





High-performance computing, 30X faster.

Cloud GPU H100 Powered by NVIDIA



That's cloud compute built for developers.

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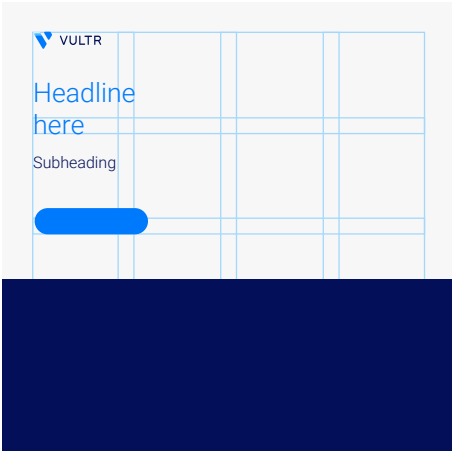
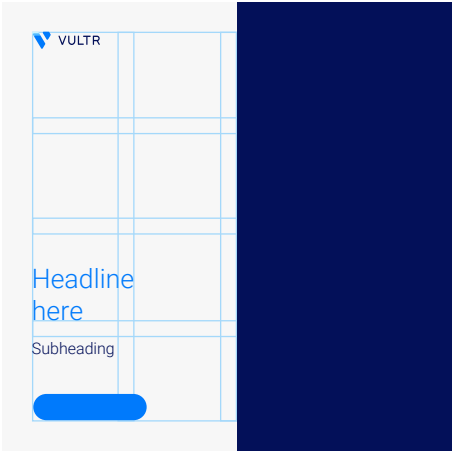
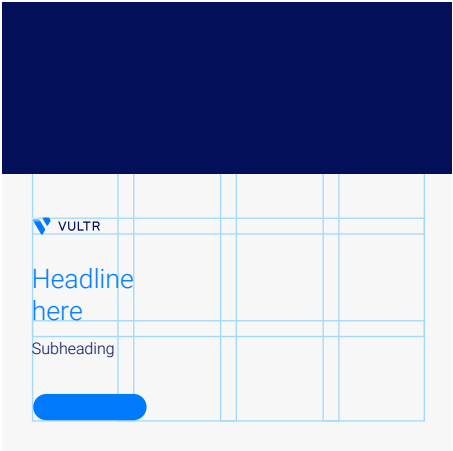


Empowering Media & Entertainment with AI

Unleash creativity and globally scale AI operations with a next-gen AI

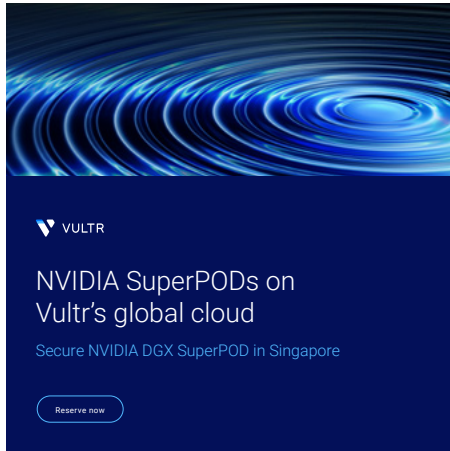
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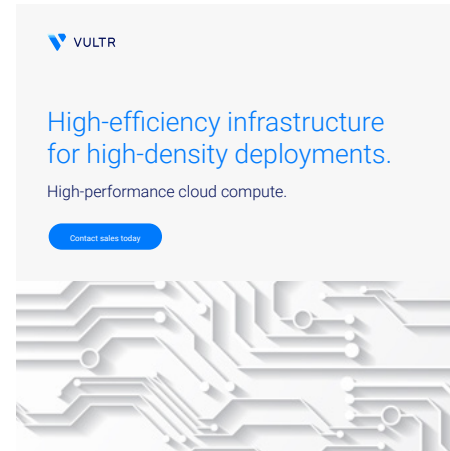


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strategy with Vultr

Get started with Vultr

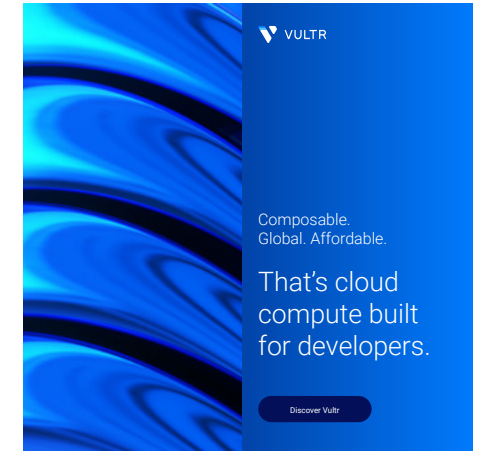


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Applications

Applications

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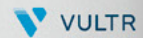
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Email Signatures

General Employee Template

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Sales Employee Template

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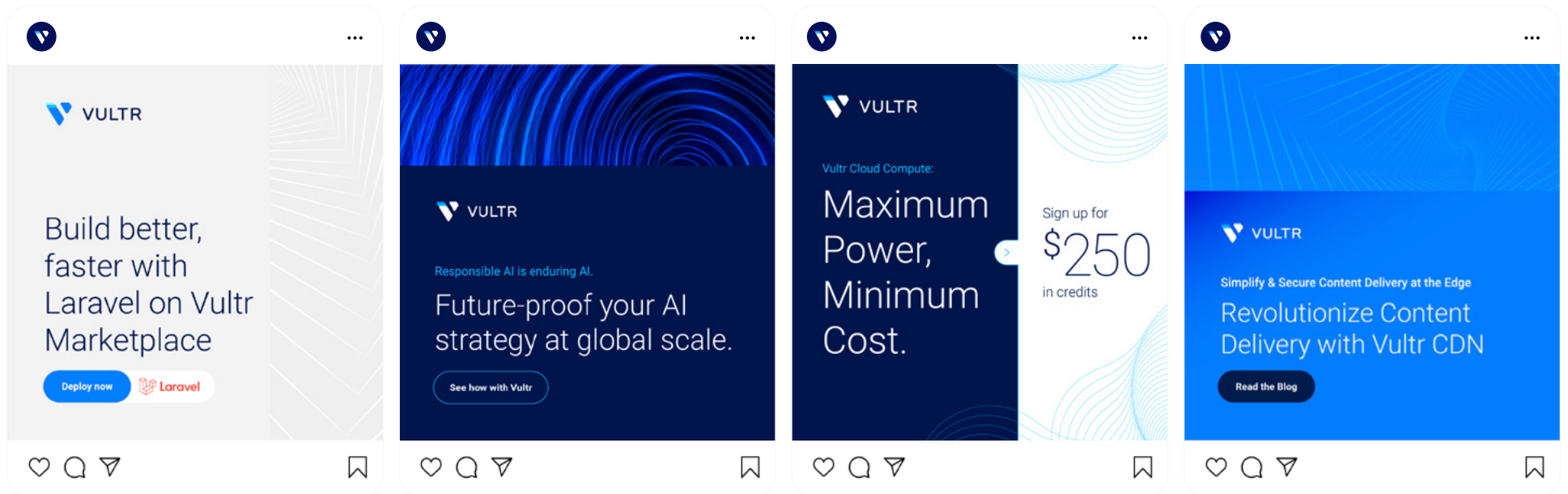
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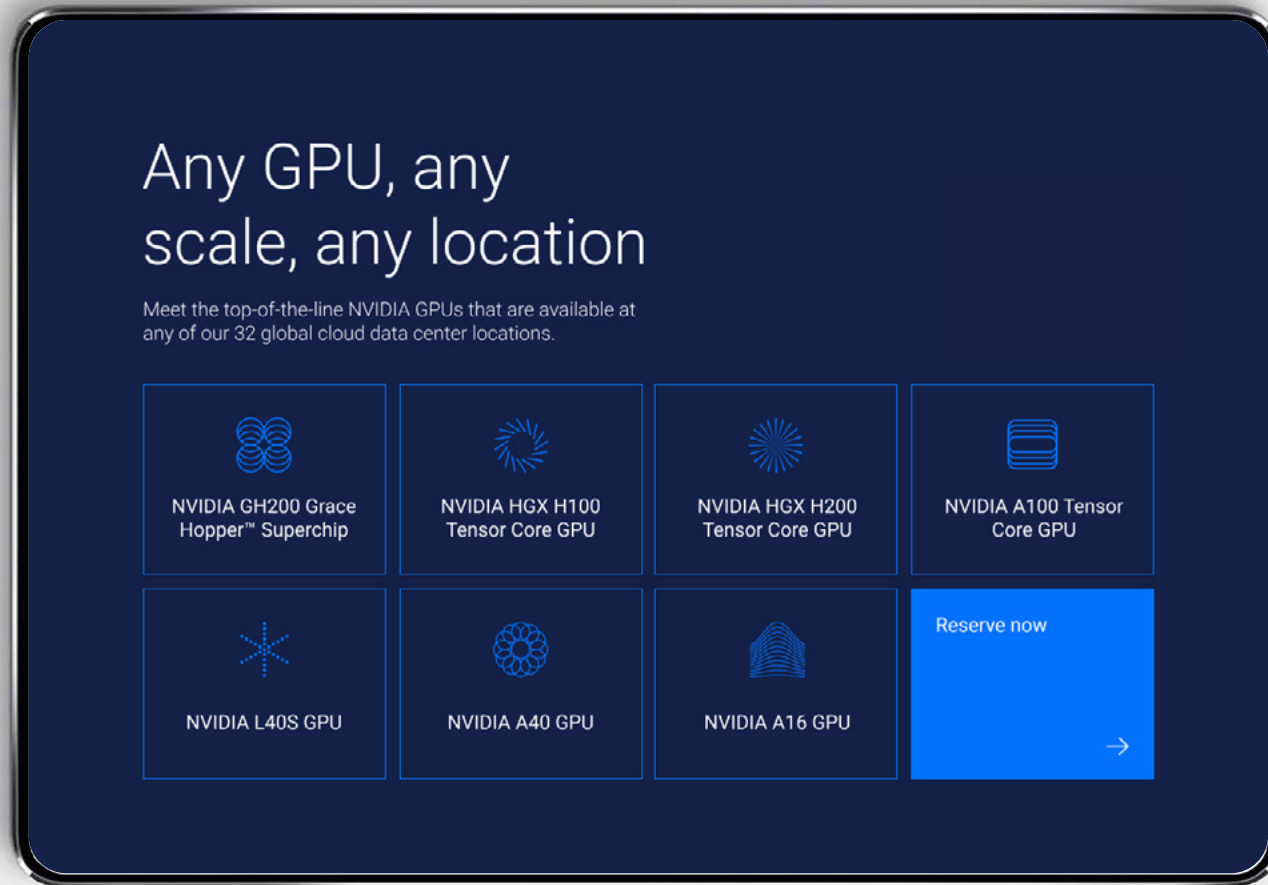
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Digital Ads



Landing Page



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CASE STUDY

GPUs Help Athos Discover Next-Generation Treatments and Medicine

Pioneering biotech company deploys NVIDIA HGX H100 on Vultr

Athos Therapeutics, Inc. is a pioneering biotechnology company dedicated to unraveling the complexities of autoimmune and cancer biology through molecular-level analysis. Their innovative drug development platform leverages a vast repository of high-quality patient samples and data from leading global hospital systems. Using a systems biology approach, Athos develops precision therapeutics, focusing on first-in-class treatments tailored to specific molecular subtypes of diseases.

"The Athos platform identifies novel drug targets by integrating clinical and molecular datasets into disease interactomes and matches them to its small-molecule computational chemistry platform. To date, Athos has analyzed samples from more than 25,000 human patients and identified novel drug targets across different autoimmune diseases and cancer, including our lead compound ATH-063," said Dr. Dimitris Chalkia, VP of Computational Biology at Athos.

This process enables Athos to pinpoint key hubs within these networks and align them with its advanced small-molecule computational and medicinal chemistry platforms. The cornerstone of Athos's innovation is its fully autonomous AI analytical platform.

The three Athos founders include: a key figure behind two multi-billion-dollar FDA-approved drugs (Xtandi and Erleada), one of the founders of Kite Pharma, and the discoverer of the miR-124 drug target currently in a Phase III trial for Inflammatory Bowel Disease (IBD). Athos' flagship compound, ATH-063, is being developed for IBD, and their robust pipeline features small molecule therapies aimed at various autoimmune diseases and cancers.

"Athos is committed to providing novel precision therapeutics for patients with autoimmune diseases and cancer. The combination of Vultr Cloud GPU, powered by NVIDIA, and Dell infrastructure enables us to achieve our aims. Our AI computational teams are excited about collaborating with Vultr."

Dimitrios Iliopoulos, PhD MBA, President and CEO, Athos



Athos

Industry

Biotechnology and medicine

About Athos Therapeutics

Athos Therapeutics Inc. is a clinical-stage biotechnology company pioneering the development of artificial intelligence-based precision small molecule therapeutics for patients with immune-mediated diseases and cancer

athosx.com



The challenge: Finding the right cloud provider to support medical breakthroughs

The Athos platform requires reliable access to GPUs to train AI algorithms. When searching for a cloud provider, Athos sought a platform that could offer:

- Scalable and agile solutions that can adapt to hardware upgrades and reduce the risk of limited technical support and increasing long-term costs
- A user-friendly interface allowing for simple interactions with computational resources
- Cost efficiency by eliminating the need to build, operate, and maintain their data centers – saving significantly on hardware, utilities, and maintenance expenses
- Engineering support and maintenance for hardware failures, driver, and software dependency issues
- Disaster recovery in the event of hardware or software failures – crucial for recovering data and AI algorithm checkpoints
- Security and confidentiality for intellectual property, omics data, and proprietary AI algorithms
- Monitoring and management for optimizing resources and increasing hardware utility rates and efficiencies

Athos takes flight with Vultr

Athos previously utilized public cloud platforms for training algorithms, but the pricing structure was high, and the support from engineering teams was limited. As Athos' data needs grew and operations scaled, they needed a new cloud solution. Athos was introduced to Vultr through their work with Dell Technologies. The solution: utilizing NVIDIA HGX H100 GPUs on Vultr Cloud GPU.

"Because our datasets continue to grow every year, Vultr and Dell's scalable and secure NVIDIA GPU infrastructure enables us to train such large datasets for precision medicine on autoimmune diseases and cancer," said June Guo, VP of Artificial Intelligence & Machine Learning at Athos.

"NVIDIA H100 Tensor Core GPU with the transformer engine allows us to train large models with mixed precision and great performance improvement, which makes the iteration of our AI model development much faster."

"Besides reliable access to NVIDIA HGX H100s, the excellent Vultr engineer support minimizes downtime and maximizes our productivity," said Guo.

Bringing medical innovation within reach with GPUs

By harnessing the power of the latest NVIDIA GPUs on Vultr's platform, Athos can scale their work to discover life-saving medicines and accelerate medical innovation.

"Athos is committed to providing novel precision therapeutics for patients with autoimmune diseases and cancer. The combination of Vultr Cloud GPU, powered by NVIDIA, and Dell infrastructure enables us to achieve our aims. Our AI computational teams are excited about collaborating with Vultr," said Dimitrios Iliopoulos, PhD MBA, President and CEO of Athos.

AI is powering tomorrow's treatments, helping to aid in drug discovery and development, genomics and precision medicine, and clinical imaging. Vultr Cloud GPU, powered by NVIDIA, brings advanced AI and machine learning capabilities within reach of businesses at the forefront of these developments, like Athos.

"Athos has developed state-of-the-art patient sample procurement, machine learning, and artificial intelligence platforms for unbiased omics analysis, medicinal chemistry, and AI-driven patient stratification for targeted clinical trials. Collectively, these advances power truly precision drug development. By partnering with Dell and Vultr we have now added high-performance infrastructure to expand and protect our advances," said Keith B-Hoffman, PhD, CBO of Athos.

"Because our datasets continue to grow every year, Vultr and Dell's scalable and secure NVIDIA GPU infrastructure enables us to train such large datasets for precision medicine on autoimmune diseases and cancer."

June Guo, VP of Artificial Intelligence & Machine Learning at Athos

Learn how Vultr enables healthcare and life sciences innovation at vultr.com/solutions/healthcare-life-sciences. To get started with your own Vultr success story, contact us at vultr.com/sales.

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Applications

Solution Briefs



SOLUTION BRIEF

Accelerate Delivery of Industry Specific Applications

Vultr provides composable cloud, high-performance AI, enterprise-grade security, and packaged sector-specific business applications. Our end-to-end modular infrastructure covers everything from initial deployment to ongoing management and optimization, allowing for greater customization, scalability, and agility.

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A Modern Infrastructure Stack with Industry Cloud Solutions

By leveraging Vultr's global and composable infrastructure, enterprises can ensure their operations are resilient, AI-ready, and tailored to specific industry needs. This foundation is critical for embedding industry-specific best practices.

In an era where technological advancement is paramount, driven by the need for increased speed, productivity, and innovation, enterprises seek cutting-edge solutions to enhance operational efficiency, adaptability, and competitive edge. Vultr offers robust, scalable, and cost-effective cloud solutions designed to meet the unique needs of specific industry sectors, compliance considerations, and data regulatory requirements. Our mission is to support enterprises with secure, high-performance cloud solutions, enabling them to thrive in a rapidly evolving landscape.

Vultr's offering integrates IaaS, PaaS, and SaaS into a composable infrastructure, allowing for dynamic allocation and reconfiguration of resources to meet specific application needs in real-time. Accelerated by NVIDIA, Vultr Cloud GPU supports high-performance AI and ML applications, ensuring optimal functionality for demanding tasks. This is essential for enterprises to manage distributed AI operations and accelerate adaptation with easy-to-integrate composable building blocks.

The state of the industry cloud

Over 70% of enterprises are expected to adopt industry cloud platforms by 2027, up from just 15% in 2023. Driven by a projected annual growth rate of 17% from 2022 to 2027, the market is set to reach \$260.9 billion by 2027. This trajectory highlights the accelerating shift towards specialized cloud solutions across various industries.

Global and composable cloud

Composable cloud offers ultimate flexibility and customizability across the entire cloud stack (IaaS, PaaS, SaaS), allowing customers to choose infrastructure, tools, and code to build, deploy, and optimize applications. Vultr industry cloud enhances this by providing easy-to-integrate composable building blocks, enabling efficient adaptation to industry needs, AI workloads, and regulatory requirements across 32 cloud data center locations worldwide.

Data fabrics, products, and tools

- Vultr's cloud computing, NVIDIA GPUs, database management, and cloud storage products provide a robust foundation for development and operations.
- The PaaS layer includes developer tools (SDKs, runtimes, databases, middleware) and application services (load balancing, performance monitoring, security, and management).
- The SaaS layer offers complete applications for developers and operators.
- Efficient AI operations also benefit from seamless GPU and CPU integration, optimizing workloads for cost-effective, high-performance processing.

Modular infrastructure: Replace monolith with containerization

- Vultr Marketplace uses prebuilt Kubernetes containers from which customers can assemble a composable cloud and build cloud applications. The container registry contains both PaaS and SaaS offerings.
- Vultr Cloud GPU, accelerated by NVIDIA, seamlessly integrates with Kubernetes clusters to handle the most resource-intensive workloads globally. This potent combination empowers enterprises to build sophisticated AI and machine learning systems, efficiently managing large-scale computing tasks.

Packable business capabilities: AI/ML, APIs, and more

- The Vultr Cloud Alliance ecosystem includes best-of-breed IaaS, PaaS, and SaaS providers that give Vultr customers the ability to compose enterprise-grade cloud operations without the cost, complexity, and lock-in of hyperscaler providers.
- Access NVIDIA AI Enterprise with Vultr Cloud Compute and state-of-the-art GPUs like the NVIDIA GH200 Grace Hopper™ Superchip and NVIDIA H100 Tensor Core GPU. Combined with Vultr's robust infrastructure, these tools enhance AI development workflows.
- With Vultr's API-first approach, customers benefit from streamlined operations and gain the flexibility to build custom projects tailored to their needs.
- Vultr's compliance with industry cloud standards protects your data and ensures adherence to regulations with their security and compliance artifacts.



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Vultr industry cloud blocks

Composability layer						
Out-of-the-box solutions with enhanced user interfaces, supported by low-code development tools for enterprises across all industries.						
Package business capabilities (PBC) Easy to use Vultr APIs	Vultr add-on layer	Vultr one-click marketplace	Vultr Cloud Alliance partner solutions	NVIDIA AI Enterprise	Partner-led government & industry experts	Vultr compliance & data protection
Integrated data fabric via user interface or APIs	Vultr services layer	High-performance cloud compute HPC	Industry focused AI factory and inference	Vultr Kubernetes Engine	Data fabric with Vultr managed databases	Vultr Cloud Storage
SaaS + PaaS + IaaS and DC	Vultr hardware layer	32 cloud data center locations worldwide	Vultr Bare Metal	Vultr Cloud GPU, accelerated by NVIDIA	Top-tier CPUs from AMD & Intel	Serverless run time

Industry cloud use cases

Financial services

Enhancing compliance and operational efficiency through industry cloud solutions is crucial in financial services. Vultr supports this with high-performance computing and the Vultr Kubernetes Engine for low-latency, high-transaction applications while optimizing operational costs. It ensures GDPR compliance, enhances real-time fraud detection and protects sensitive financial data with robust security measures and on-demand sovereign cloud availability.

Healthcare and life sciences

Improving patient experiences and clinical trial efficiency with a cloud-based platform while ensuring compliance is crucial for the healthcare sector. Vultr's HIPAA-compliant cloud ensures secure data handling for healthcare with high-performance compute, scalable storage, and secure networking. Managed databases and AI/ML tools enhance analytics, while Kubernetes and automated backups ensure reliability and efficiency. With an exceptional price-to-performance ratio, Vultr effectively supports critical healthcare operations.

Manufacturing

Modern manufacturers aim to accelerate equipment performance and longevity through data analytics and asset monitoring. Accelerating innovation and business growth, Vultr addresses critical manufacturing needs with tailored cloud solutions using composable infrastructure blocks. By leveraging AI-driven analytics, predictive maintenance, and automation and integrating IoT and edge computing capabilities, Vultr enhances operational efficiency, minimizes downtime, and ensures robust data security.

Media and entertainment

Media and entertainment businesses strive to drive customer engagement, create seamless and personalized experiences, and optimize viewer retention and brand loyalty. Enhanced customer engagement is achieved through cohesive experiences, leading to higher satisfaction and loyalty. Vultr's multicloud integration, scalable storage, and collaboration tools support these goals by enabling efficient workflows and reliable data protection. Leveraging high-performance computing, Vultr ensures uninterrupted content creation, video rendering, gaming, and delivery.

Retail

Advancing the omnichannel retail experience with digital tracking and predictive analytics, Vultr addresses critical needs such as scalable infrastructure, real-time analytics, and IoT integration. Vultr's global low-latency cloud data centers ensure seamless online access with various features and AI solutions to manage peak traffic, optimize customer experiences, and streamline operations. This allows retailers to offer personalized interactions and efficiently handle high-demand periods.

Telecommunications

In the telecommunications sector, businesses streamline customer service with personalized platforms. Vultr enhances these efforts by optimizing network performance, managing large data volumes, and supporting 5G and edge computing for improved connectivity, speed, and new services. This results in faster, more reliable, and personalized customer experiences while maintaining compliance and data protection. Additionally, our strategic partnerships provide robust private networking, further streamlining operations and improving overall efficiency.



Learn more about Vultr's approach to industry cloud solutions, and contact us at vultr.com to get started.





WHITE PAPER

Global Implications of the EU AI Act

A Proactive Approach for Distributed Enterprises

VULTR.COM

Infrastructure, tooling, and processes for responsible AI at scale

As enterprises scale their AI operations, they must ensure these operations remain compliant with evolving regulations. Doing so requires robust and flexible infrastructure, comprehensive tooling, and well-defined processes that support end-to-end observability and robust data governance throughout the AI model lifecycle. By strategically integrating these elements, enterprises can build a foundation for responsible AI practices at scale.

Global and composable AI infrastructure

A robust, flexible, and scalable AI infrastructure is essential for enterprises to manage distributed AI operations efficiently. There are several considerations global enterprises must take into account when choosing the optimal infrastructure to scale their AI operations:

Global distribution of data center locations


Enterprises need access to AI infrastructure wherever they do business. In almost all cases, this means aligning with a cloud partner that maintains a global footprint of data center locations configured for distributed AI's unique demands. This minimizes latency and ensures compliance with data residency requirements, which are crucial for effective and compliant AI inference at the edge.

Tight integration of GPUs & CPUs


Efficient AI operations require the seamless integration of GPUs and CPUs. This integration optimizes workloads by intelligently assigning tasks to the appropriate compute resources, ensuring cost-effective processing and high performance.

Composability to assemble & reassemble the right stack

The rapid evolution of AI and machine learning technologies demands a flexible and adaptable tech stack. A composable architecture allows enterprises to select best-of-breed components at each layer of the AI stack, ensuring interoperability and future-proofing the organization against changing requirements or emerging technological capabilities. Composability empowers enterprises to customize their AI stacks for specific business requirements and switch out components as needs evolve without being limited by vendor lock-in constraints.




By leveraging a global and composable AI infrastructure, enterprises can ensure their AI operations are resilient, scalable, and compliant with local, regional, or national regulations. This foundation is critical for embedding responsible AI practices across all AI operations.



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Platform engineering purpose-built for responsible AI at scale

To scale responsible AI, enterprises need platform engineering solutions purpose-built to incorporate end-to-end observability and strong data governance throughout the AI model lifecycle. This approach ensures that AI models operate ethically, securely, and in compliance with regulatory standards from development through deployment and beyond.




Self-service access with integrated observability

The baseline functionality of AI platform engineering is providing machine learning engineers and data scientists with self-service access to AI/ML infrastructure, including GPUs, CPUs, and vector databases. For responsible AI, platform engineering solutions must also integrate observability tools to enable real-time monitoring of model performance, data quality, and operational metrics, fostering transparency and accountability.




Curated templates with built-in governance and observability

Offering vetted templates for common AI/ML workflows, pre-equipped with observability and governance features, ensures adherence to data privacy, ethics, and compliance standards. These templates help streamline the development and deployment processes, making it easier for teams to implement responsible AI practices.




Automated workflows with observability checks

It is essential to leverage AI and intelligent automation to streamline the AI development lifecycle – from testing to deployment – while integrating checks for model drift, bias detection, and ethical AI usage. Automated workflows reduce manual oversight and enhance efficiency, ensuring consistent application of responsible AI principles.




Internal red team to probe for vulnerabilities

Establishing a dedicated team to test and tune models before they are moved to production helps eliminate errors, weed out biases, and validate models. This proactive approach ensures that only robust, compliant models are deployed, maintaining the integrity and trustworthiness of AI operations.



Centralized management and continuous monitoring


Implementing a centralized observability framework provides a unified view of all AI models across the organization, enhancing visibility and control. Continuous monitoring of models in production ensures they maintain accuracy and effectiveness over time, adapting to new data or conditions without compromising performance.




Collaboration and feedback loops


End-to-end observability facilitates structured feedback loops among data scientists, engineers, and stakeholders, aligning models with evolving business objectives, regulatory requirements, and ethical considerations. This collaboration promotes ongoing improvements and refinements to AI models.

By embedding these strategies within platform engineering solutions, enterprises can ensure their AI operations are efficient, innovative, and aligned with rigorous standards for responsible AI. This approach guarantees that AI systems are transparent, compliant, and ready to meet rapidly evolving technological and regulatory landscape challenges.



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DATASHEET

Vultr File System

Seamless, on-demand cloud storage shareable between multiple virtual machines or Kubernetes container environments

VULTR.COM



Vultr File System

Store files effortlessly on Vultr's powerful NVMe storage infrastructure and enjoy predictable pricing, high throughput, global deployment for low latency, and simultaneous access to files from multiple virtual machines or Kubernetes containers.

Introduction

Vultr File System is a seamless, dynamically scalable storage solution that enables users to store files in a hierarchical file and directory structure and access them with multiple client machines simultaneously. Files stored within Vultr File System can be modified by multiple Vultr Cloud Compute virtual machines or Vultr Kubernetes Engine containers at the same time, or permissions can be configured to lock a file to prevent others from making modifications. Powered by Vultr's quick and reliable NVMe infrastructure, Vultr File System is accessible across the globe with predictable and transparent pricing.

Why it's important right now

The demand for cloud-native workloads is increasing rapidly, but it can be difficult to ensure fast and reliable access to data and files across workflows, hindering collaboration, operational efficiency, and growth. Plus, high cloud storage prices, changing storage capacity needs, and global storage requirements add to the challenge of managing a cloud storage solution. Built for the needs of modern businesses, Vultr File System includes seamless, multi-instance integration access, dynamic scalability, and high-performance NVMe clusters to support the storage needs of demanding applications.

Built for complex workflows

Multi-instance access and write locking

Vultr File System is designed to support multiple simultaneous users, so different Vultr virtual machines and Kubernetes containers can access or modify files at the same time. Shared and exclusive write locks enable file owners to lock edit permissions to only one machine or multiple machines, depending on the use case. For Kubernetes, Vultr File System supports RWX persistent volumes for container environments.

Dynamically scalable global deployments

Available across the globe, Vultr File System enables file storage near users for high performance and low latency. Storage deployments can be quickly scaled up or down according to requirements with dynamic volume resizing, ensuring the required storage is always available while minimizing costs.

Reliable, high-performance infrastructure

Powered by Vultr's high-performance, robust NVMe infrastructure, Vultr File System ensures high throughput, high availability, and seamless integration with Vultr Cloud Compute instances and Kubernetes container environments. Vultr File System ensures consistent speed and high performance for real-time collaboration and analytics as well as durable storage of large datasets.

Simplified management

An intuitive control panel

Vultr's user-friendly interface and accessible API make it easy to create, attach, resize and destroy instances as needed, without complex technical management. Vultr File System's hierarchical structure of directories and files makes file and data management simple.

Predictable, affordable pricing

Priced at a consistent rate of \$100/TB/month, Vultr File System ensures it is easy to avoid surprise storage bills.



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Part of a complete platform

Secured by robust compliance and security frameworks

Vultr File System file storage meets the strictest global privacy standards, security regulations, and compliance requirements, including GDPR and HIPAA compliance. By providing local data storage for a network of VMs or containers, Vultr File System helps enhance data security.


Storage products for diverse use cases

Combined with Vultr Block Storage and Vultr Object storage, Vultr File System completes a full storage solution. Integrating seamlessly with Vultr's other types of storage, Vultr File System ensures the right type of storage is available for every application.

Designed for modern applications


Vultr File System is built to support the storage requirements of modern datasets and critical applications, so you can be confident you're ready for what's required now, and what comes next.

One complete cloud storage solution




Vultr File System

- Multiple Vultr Cloud Compute VMs or Vultr Kubernetes Engine containers can read and write one instance
- High performance and dynamically scalable



Vultr Object Storage

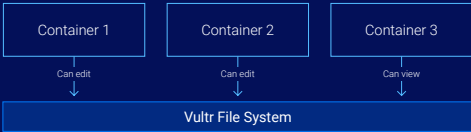
- Powerful S3-compatible storage
- Store files without managing storage volumes, paying only for what you use



Vultr Block Storage

- Expandable, high-speed NVMe or SSD storage volumes mounted directly to a compute instance
- Highly available and scalable independent of compute

Multi-instance access and write locking




Container 1 → Can edit → Vultr File System

Container 2 → Can edit → Vultr File System

Container 3 → Can view → Vultr File System

To learn more about Vultr File System, visit vultr.com to get started or contact our sales team. →



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 **Kevin Cochrane**
CHIEF MARKETING OFFICER, VULTR
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power AI and ML at scale

Vultr GPU Stack, accelerated by top-of-the-line NVIDIA GPUs:

- NVIDIA GH200 Grace Hopper™ Superchip
- NVIDIA H100 Tensor Core GPU
- NVIDIA H200 Tensor Core GPU
- NVIDIA A100 Tensor Core GPU
- NVIDIA L40S GPU


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Applications

Merchandise





Vultr Identity Guidelines

Thank you for taking the time to read through these guidelines.
Please refer to them frequently to ensure that the brand is
consistently represented the best that it can be.

August 2024

Version 3.0