Our visual identity is a core part of our user experience, so it’s important to us that it be used correctly.

This style guide has been put together to give you all you need to start crafting designs that properly reflect our work and values.

It is a guide, and there will be situations we can’t anticipate where you might need to bend the rules. That’s okay, just drop us a line.
LOGOTYPE

Our logo can be used in any of our primary colors, although green is the preferred colorway.

HORIZONTAL LAYOUT

The horizontal logo is our preferred one, use this unless horizontal space is restricted.

VERTICAL LAYOUT

MINIMUM SPACING

As a minimum the logo should have surrounding space about the width of the ‘e’ character in the logo. Vertically this is measured from the x-height of the type (the letter ‘m’).
Logo placement

**IN PRINT**

Top-left, centre-top or bottom-right are the preferred locations for our logo. Use whichever placement makes sense in the context of the design.

**OVER PHOTOGRAPHY**

Use a white or black transparent logo if it can be placed in a preferred location and remain legible.

If the logo can’t be placed on the photo in a legible way, use a primary color background strip with a white logo.
Our pattern is derived from the Fibonacci sequence, a homage to a fundamental part of cryptographic science. It shows that information security is the foundation of everything we do with the pattern peaking from beneath designs and spilling over borders.

Examples of the Fibonacci pattern in use on our website and business cards.

The tab isn't a replacement for our logo, but can be used in promotional materials and signage to add some "brand color."

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Security’s got to be easy and intuitive

We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and security a reality. We seek to understand existing challenges – while collaboratively developing resources and ideas that move us all toward our goal – and we’re hitting the ground running.
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Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palate.

Don't use the secondary colors by themselves, always try to pair them with a primary color.

Use warm, neutral shades instead of cold grays. Use pure white to draw the eye (but sparingly!)

### Primary colors

- **Green**
  - RGB: 26, 191, 122
  - HEX: #1ABF7A
  - CMYK: 86, 0, 36, 25
  - Pantone Solid Coated 7479 C

- **Red**
  - RGB: 232, 86, 64
  - HEX: #E85640
  - CMYK: 0, 63, 72, 9
  - Pantone Solid Coated 7625 C

- **Blue**
  - RGB: 63, 164, 174
  - HEX: #50B2BB
  - CMYK: 64, 6, 0, 32
  - Pantone Solid Coated 7709 C

### Secondary colors

- **Orange**
  - RGB: 250, 148, 73
  - HEX: #FA9449
  - CMYK: 0, 41, 71, 2
  - Pantone Solid Coated 715 C

- **Yellow**
  - RGB: 253, 205, 0
  - HEX: #FDCD00
  - CMYK: 0, 19, 100, 1
  - Pantone Solid Coated 7405 C

### Neutrals

- **White**
  - RGB: 255, 255, 255
  - HEX: #FFFFFF
  - CMYK: 0, 0, 0, 0

- **Off-white**
  - RGB: 250, 247, 242
  - HEX: #FAF7F2
  - CMYK: 0, 1, 3, 2
  - Pantone Coated Warm Gray 1 C

- **Light gray**
  - RGB: 239, 234, 227
  - HEX: #EFEAE3
  - CMYK: 0, 2, 5, 6
  - Pantone Uncoated 7527 U

- **Mid gray**
  - RGB: 157, 155, 152
  - HEX: #9D9B98
  - CMYK: 0, 1, 3, 38
  - Pantone Solid Uncoated Black 0961 U

- **Dark gray**
  - RGB: 108, 107, 104
  - HEX: #6C6B68
  - CMYK: 0, 1, 4, 58
  - Pantone Solid Uncoated Black 7 U

- **Black**
  - RGB: 51, 50, 48
  - HEX: #333230
  - CMYK: 0, 2, 6, 80
  - Pantone Solid Uncoated Neutral Black U
Illustrations are a key part of our brand, we use them to add visual interest to our content.

CHARACTERISTICS
- Flat colors
- Simple geometric shapes
- Simple shadowing
- Playful elements