

sysdig

IDENTITY & STYLE GUIDE



OUR LOGO

The Sysdig logo is one of the most important elements of our visual identity. To maintain the integrity of the Sysdig brand, please use our logo correctly and consistently.

The Sysdig logo consists solely of the wordmark. It must be used on all branded assets (like our ads, website, pdfs, slides, etc.). Always display the logo in black or white. Do not modify the Sysdig logo – ever.

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LOGO MARGIN & SIZE

We all have to set boundaries and there's no exception for our logo. This space helps improve legibility of our logo and assures it won't be crowded out by other logos, type, or graphical elements.

Use the "S" guide as an approximate space to maintain between the logo and other elements.

When it comes to sizing, our logo should never appear smaller than ~75px wide for legibility purposes.

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sysdig
75px

LOCKUP

Our lockup consists of our logo and our tagline. Using the same lockup helps us increase our brand awareness through visual consistency.

You may use the lockup by itself or as a badge with the surrounding box. The badge helps to draw emphasis to the lockup by creating stronger contrast to busier compositions.

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The tagline is aligned from the baseline of the logo to the top of the d and i.



The image shows the 'sysdig' logo in a bold, lowercase sans-serif font, followed by the tagline 'SECURE EVERY SECOND.' in a bold, uppercase sans-serif font. The text is black on a white background. Two thin blue horizontal lines are positioned above and below the text to indicate alignment.



LOGO USAGE

Using the logo and lockup in correct ways helps us ensure a consistent experience for our users.

Please avoid these common mistakes.

DO NOT use color the logo or use with low contrast

~~sysdig~~

DO NOT use logo with any symbol or shovel

~~ sysdig~~

DO NOT stretch or change the proportions of the logo

~~sysdig~~

DO NOT alter tagline alignment and spacing

~~sysdig **SECURE
EVERY
SECOND.**~~

DO NOT use drop shadows or any glowing

~~sysdig~~

DO NOT use the logo on busy backgrounds

~~sysdig~~

LOGO OR LOCKUP?



Our message “Secure Every Second” is vital to the campaign and our overall awareness efforts. Use it whenever possible.

Our lockup is the preferred use of the logo.



There are some exceptions where it is best to use just the logo.

- ✓ Use the logo if the tagline in the lockup will not be readable.
- ✓ Use the logo if the tagline will be present in the same composition.
- ✓ Use the logo in situations like logo walls where the tagline will decrease the overall size and impact of the logo.

COLOR PALETTE

Our color palette is intended to light up the industry with a fresh take on what a cloud security company looks like.

Lumin, our strike color, represents our innovation and boldness, as well as the postive energy and care we infuse into every prospect and customer relationship.

While lumin is a primary brand color, use it deftly and intentionally alongside our neutral base colors of grays, black, and white.

*According to Urban Dictionary:
Lumin usually refers to someone who is extremely cool. People named Lumin usually have a lot of swagger.*

PRIMARY

<div>LUMIN</div> <div>#BDF78B R189 G247 B139</div>	WHITE	#FFFFFF R255 G255 B255
	GRAY 10	#EAEBED R234 G235 B237
	GRAY 20	#BBBDBF R187 G189 B191
	GRAY 30	#8A8C8E R138 G140 B142
	GRAY 40	#626466 R98 G100 B102
	GRAY 50	#535557 R83 G85 B87
	GRAY 60	#3E4042 R62 G64 B66
	GRAY 70	#2BD2D30 R43 G45 B48
	GRAY 80	#1E1E22 R30 G30 B34
	GRAY 90	#2B2D30 R18 G18 B33
	BLACK	#000000 R0 G0 B0

SUPPLEMENTARY

Supplementary colors are never a substitute for the primary color palette. They are used only for illustrations, diagrams or to represent Falco.

FALCO BLUE	#00CBE2 R0 G203 B266	VIOLET	#AE44C5 R174 G68 B197
RISK RED	#EA5255 R234 G82 B85	ORANGE	#FFC069 R255 G192 B105

TYPOGRAPHY

Typography brings our words to life and sets the tone for our brand.

Poppins is the primary font we use for the Sysdig brand. It's clean, modern, and accessible – like us!

Poppins is a variable font with 9 weights on a sliding scale for maximum flexibility in typesetting.

Use Poppins for headings and body copy.

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts.

POPPINS

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%&***

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%&*

COMMON USES

Cloud Security Requires Runtime Insights

Headings - Poppins Bold

Cloud security requires runtime insights.

Body Copy for digital - Poppins Regular

Cloud Security Requires Runtime Insights.

Heading and/or Body Copy for long form content - Poppins Light

COLOR & CONTRAST

While our fresh new color palette and typography bring our brand to life, there are some combinations to avoid.

Contrast is key when making decisions about type color and background color. If you're having trouble reading it, most likely others will too.

Our Lumin is here to accentuate and compliment, but it's not great for all use cases.

For background graphics, some contrast rules can be bent if there is higher contrast type or subject matter in the composition.

TYPOGRAPHY

No white or light gray text	Yes black or dark gray text
No lumin or light gray text	Yes black or highlighted text
No lumin or white text	Yes black or highlighted text
No light lumin text	Yes black , white, bold lumin text
No dark gray or black text	Yes white , light grey, lumin text

GRAPHICS

Yes black text with lighter graphic	Yes white , black , lumin with tonal graphic
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sysdig SECURE
EVERY
SECOND.

FOR FURTHER SUPPORT

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