

**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.

[DOWNLOAD LOGO FILES](#)

# sysdig

## 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.

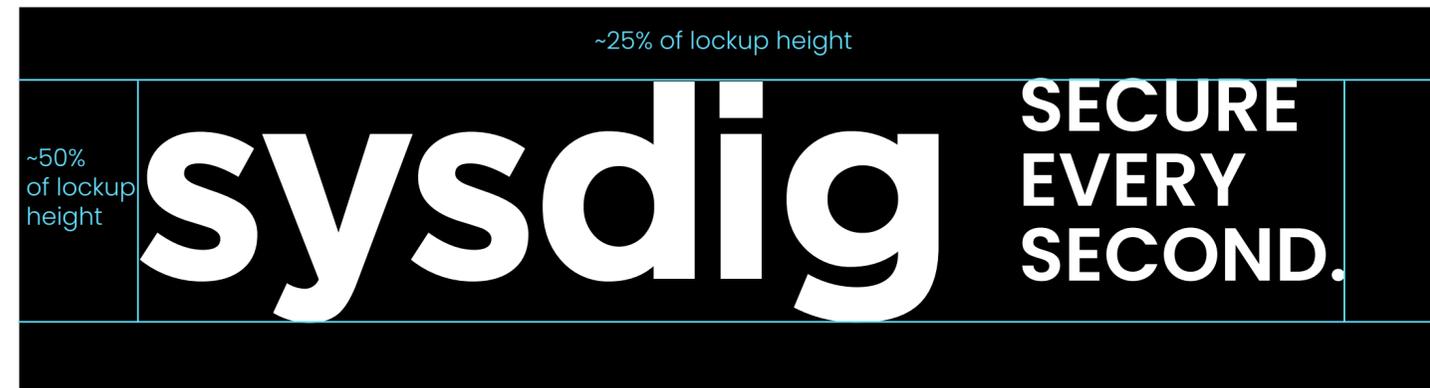
You may use the lockup by itself or as a badge with the surrounding box. The badge helps to draw emphasis to the lockup by creating stronger contrast to busier compositions.

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



sysdig **SECURE  
EVERY  
SECOND.**



## 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 positive 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

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

|                   |                         |               |                           |
|-------------------|-------------------------|---------------|---------------------------|
| <b>FALCO BLUE</b> | #00CBE2<br>R0 G203 B266 | <b>VIOLET</b> | #AE44C5<br>R174 G68 B197  |
| <b>RISK RED</b>   | #EA5255<br>R234 G82 B85 | <b>ORANGE</b> | #FFC069<br>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

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**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

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### **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 <b>black</b> or <b>dark gray</b> text   |
| No <b>lumin</b> or light gray text | Yes <b>black</b> or <b>highlighted</b> text |
| No <b>lumin</b> or white text      | Yes <b>black</b> or <b>highlighted</b> text |
| No light lumin text                | Yes <b>black, white, bold lumin</b> text    |
| No dark gray or <b>black</b> text  | Yes <b>white, light grey, lumin</b> text    |

## GRAPHICS

|  |   |
|--|---|
| Yes <b>black</b> text with lighter graphic | Yes <b>white, black, lumin</b> with tonal graphic |
|--|---|



**sysdig** SECURE  
EVERY  
SECOND.

**FOR FURTHER SUPPORT**

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