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Introduction
Our Mission

To offer web protection built on empathy for the people behind security. We do this by supporting the teams that secure software with a modern, powerful security platform that people love.
Our Vision

To provide everyone with peace of mind by making the web a safe place to connect, create, and do business.
Our Story

We know how important security is, but also know how emotionally draining it can be because we’ve been there. We started as security practitioners at Etsy where software moved fast while legacy security products slowed everyone down. We built our own technology for security problems that had no solutions and recognized that we could help prevent others from experiencing the frustrations we went through.

We took what we learned at Etsy and founded Signal Sciences because we care about the people behind security. Our different approach to web application protection is based on making security simple, accessible, and honest. Above all, we strive to be partners—not vendors.
Our Users

Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don’t get the recognition they deserve. Against tough odds, our users still thrive on finding solutions to complex problems and take pride in being in the trenches to protect people from web abuse. We know they’re heroes even if they don’t.
**Brand Values**

**Empathy**
We show appreciation for our customers by acknowledging the tough human realities of their work.

**Camaraderie**
We value building great relationships just as much as we value building great technology.

**Reliability**
We take great care in being honest and consistent in what we offer and how we communicate.

**Efficiency**
We make the effort to save time and energy for ourselves and our customers.
### Binaries

<table>
<thead>
<tr>
<th>We are</th>
<th>We are not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coworkers</td>
<td>Supervisors</td>
</tr>
<tr>
<td>Informed</td>
<td>Know-it-alls</td>
</tr>
<tr>
<td>Allies</td>
<td>Saviors</td>
</tr>
<tr>
<td>Passionate</td>
<td>Preachy</td>
</tr>
<tr>
<td>Current</td>
<td>Trendy</td>
</tr>
</tbody>
</table>
Voice and Tone
Introduction

Our voice and tone is how we communicate and show off our personality. It is manifested in every contact we have with our users: advertising, public relations, corporate communication, social, product range, learning material, and yes even in a simple email.

This chapter takes you through a few guiding principles on how to achieve a consistent voice and tone.
Our Voice

**Optimistic but Not Playful**
We are friendly, ambitious, and informal
We are not snarky, silly, or whimsical

**Expert but Not Impersonal**
We are trustworthy, perceptive, and respectful
We are not emotionless, dry, or corporate

**Confident but Not Sensational**
We are relatable, honest, and proud
We are not aggressive, boastful, or long-winded
Optimistic but Not Playful

What makes us different is our optimism in an industry usually associated with fearmongering. This means we communicate in a way that feels positive, friendly, and informal. Our optimism helps us focus on how we make our customers’ lives better.

Using friendly and informal language doesn’t mean we’re ok with becoming flippant or casual. Playful humor is not part of our nature.
Optimistic but Not Playful

**Just Right**

We’re built to match the fast-paced rhythm of constant code deploys—so you can keep delivering applications quickly while staying secure.

**Playful**

Did you know that your application could be jeopardized and left vulnerable to attacks without leveraging critical application protection? 😞 We’re super excited to empower the DevOps lifecycle 😊 with Signal Sciences! 🏋️

An optimistic voice focuses on benefits. Be informal and friendly while still confident.

Emojis are too playful and distracting. They break up sentence flow. It’s offputting to emphasize repercussions using playful affectations.
Expert but Not Impersonal

We know that our customers are skeptical people who are tired of having to translate corporate jargon, so we speak in a concise and easy to understand way. We’re comfortable with being conversational because our customers trust us and see us as leaders.

Our voice is strongest when we’re able to strike the right balance of communicating our expertise without being dry and emotionless.
Expert but Not Impersonal

**Just Right**

Whether you're a well-established company or a small startup, we're built to fit into your process without interrupting your current workflows.

**Impersonal**

Enabling top tier businesses to improve threat intelligence by powering the next frontier in digital transformation and seamlessly integrating into their current workflows.

- Speak directly in second person (you) to sound approachable.
- Keep it conversational—write in the same way you would speak to a colleague.
- Show our expertise by being perceptive to our customers' concerns.

- Writing in third person sounds too impersonal.
- Corporate jargon loses the reader's interest and can sound meaningless.
Confident but Not Sensational

We know what it's like to deal with vendors that overpromise and underdeliver—having once used those vendors ourselves. We don’t feel the need to exaggerate because we’re confident and proud of our work.

Confidence pushes us to make a bigger impact with fewer words and to cut out ambiguous filler. We know that trust is earned and shouldn’t be taken for granted. We’re careful not to sound boastful and never put down others.
Confident but Not Sensational

**Just Right**
We do the heavy lifting to protect your apps with our smart decisioning technology, so you don’t have to waste time fixing false positives or tuning.

**Sensational**
Elevate your application protection to the next level with unparalleled technology that will further increase your bottom line and unleash your potential to detect and prevent targeted web layer attacks without drowning in false positives or endless tuning.

Keep it short and direct
Speak to customers in a relatable way that makes them feel understood

Long-winded sentences lose focus on the main idea. It's too long if it's difficult to read out loud.
Sensational language can sound aggressive and boastful.
Introduction

Our identity is not just a logo. It is a design system composed of a number of elements working together to create an unique look and feel.

The following chapters takes you through the details of applying these elements to get the most out of your designs. In order to maintain visual consistency it is important that you, the designer, adhere to the content and rules of this guide to the best of your ability.
## Design Principles

| Confident but Not Sensational | We are clear, focused, and accessible  
|-------------------------------|-----------------------------------------|
| Engaging but Not Playful      | We are dynamic, approachable, and memorable  
| Modern but Not Trendy         | We are current, enduring, and sophisticated  
|                               | We are not over-designed, loud, or aggressive  
|                               | We are not whimsical, silly, or cheeky  
|                               | We are not conservative, followers, or ephemeral  |
Logo
The Shield

The shield is our logo mark. We use it in all forms of communication. It can be used on its own or with our wordmark.
Our wordmark is most often paired with the Shield. Though it could stand on its own, it has the most impact when it’s in a lockup.
Lockup
Our primary logo treatment is the lockup. Pairing the shield with the wordmark is our default logo treatment.

Shield Only
This is our secondary logo treatment. Using the shield alone should only be considered when the lockup does not work in the provided real estate.

Wordmark Only
This is our tertiary logo treatment. Using the wordmark on its own should only be considered when the lockup or shield does not work in the provided real estate.
Primary Alignment
This is the preferred alignment for our lockup. This alignment is our default logo treatment.

Secondary Alignment
This is a secondary alignment. This is used if the primary alignment does not work in the provided real estate.
White Logo
The logo should be in White or Light on Charcoal or color backgrounds.

Neutral Logo
The logo should be in Charcoal on White or Light backgrounds. Charcoal opacity variants can be used.

Indigo Logo
The logo can appear in Indigo on White or Light backgrounds.
Color
Indigo is our Primary Brand Color

Indigo
RGB  102, 73, 245
CMYK  58, 70, 0, 4
HSL  250, 90, 62
HEX  #6649F5
## Secondary Colors

**Make our Brand Approachable**

<table>
<thead>
<tr>
<th>Color</th>
<th>Orange</th>
<th>Green</th>
<th>Yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>250, 107, 10</td>
<td>26, 189, 78</td>
<td>255, 195, 0</td>
</tr>
<tr>
<td>CMYK</td>
<td>0, 57, 96, 2</td>
<td>86, 0, 59, 26</td>
<td>0, 24, 100, 0</td>
</tr>
<tr>
<td>HSL</td>
<td>24, 96, 51</td>
<td>139, 76, 42</td>
<td>46, 100, 50</td>
</tr>
<tr>
<td>HEX</td>
<td>#FA6B0A</td>
<td>#1ABD4E</td>
<td>#FFC300</td>
</tr>
</tbody>
</table>
### Primary Neutrals

**Keep our Brand Modern**

<table>
<thead>
<tr>
<th>Charcoal</th>
<th>RGB</th>
<th>CMYK</th>
<th>HSL</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28, 32, 41</td>
<td>32, 22, 0, 84</td>
<td>222, 19, 14</td>
<td>#1C2029</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Light</th>
<th>RGB</th>
<th>CMYK</th>
<th>HSL</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>242, 244, 247</td>
<td>2%, 1%, 0%, 3%</td>
<td>204°, 24%, 96%</td>
<td>#F2F4F7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White</th>
<th>RGB</th>
<th>CMYK</th>
<th>HSL</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>255, 255, 255</td>
<td>0, 0, 0, 0</td>
<td>0, 0, 100</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
Neutral Opacity

Six different opacity variants can be applied to our neutral swatches. These variants can be used in type treatments, rule lines, illustrations, etc.
Swatch Distribution

Though swatch distribution varies depending on content type, neutrals are generally used the most, followed by Indigo. Secondary colors are used the least.
Neutral Pairings

Charcoal can be paired with White background
Charcoal can be paired with Light background
White can be paired with Charcoal background

Charcoal opacity variants can be paired with White background
Charcoal opacity variants can be paired with Light background
White opacity variants can be paired with Charcoal background
Color Pairings

- Indigo can be paired with White background
- Indigo can be paired with Light background
- Indigo can be paired with Charcoal background
- White can be paired with Indigo background
- Secondary color can be paired with White background
- Secondary color can be paired with Light background
- Secondary color can be paired with Charcoal background
- White can be paired with Secondary color background
Color Misuse

Avoid color on color. Exceptions can be made for vendor or client logos

Avoid gradients

Avoid setting background in medium neutrals

Avoid color opacity variants

Avoid colors not in brand guide

Avoid Charcoal on Indigo background
Typography
Inter is an open source sans-serif. It is our primary typeface.

Inter is Our Primary Typeface
Inter comes in multiple weights, but we only use four weights on our communication materials.

<table>
<thead>
<tr>
<th><strong>Weight</strong></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extra Bold</strong></td>
<td>We use Extra-Bold for headlines, sub headlines, and any copy that needs emphasis.</td>
</tr>
<tr>
<td><strong>Semi Bold</strong></td>
<td>We use Semi Bold for sub headlines, eyebrows, and any copy that needs emphasis.</td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td>We use Medium for body copy when Regular is too light or illegible.</td>
</tr>
<tr>
<td><strong>Regular</strong></td>
<td>We use Regular for body copy, captions, footnotes, and any dense copy blocks.</td>
</tr>
</tbody>
</table>
Frustrate Your Attackers, Not Your Team.

Whether you’re a well-established company or a small startup, we’re built to fit into your process without interrupting your current workflows.

Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don’t get the recognition they deserve. Against tough odds, our users still thrive on finding solutions to complex problems and take pride in being in the trenches to protect people from web abuse. We know they’re heroes even if they don’t.
Frustrate Your Attackers, Not Your Team.

White or Light Type
Type can be set in White, Light, and White opacity variants.

Charcoal Type
Type can be set in Charcoal and Charcoal opacity variants.
Indigo Highlight
Significant words or phrases can be set in Indigo. Only use this styling on White or Light backgrounds.

Orange or Green Highlight
Significant words or phrases can be set in Orange or Green. Only use this styling on White or Light backgrounds.

Brand Highlight
Brand names can adopt their primary brand colors. This is a way to highlight other brands in place of using a logo.
Type should be tracked in relation to their font size. Larger headline fonts will have tighter tracking, while smaller body fonts will have looser or no tracking.

-32 pt

Our users are smart, resourceful

-24 pt

Our users are smart, resourceful people who are skilled at navigating the stressful world of security.

-16 pt

Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don't get the recognition they deserve.

-4 pt

Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don't get the recognition they deserve.
Type Misuse

- Avoid centering type
- Avoid right aligning type
- Avoid setting type in all caps
- Avoid setting headline type in Regular or Medium
- Avoid loose tracking
- Avoid setting type in Yellow
- Avoid using multiple highlight treatments at once
- Avoid setting long copy blocks in color

Whether you're a well-established company or a small startup, we're built to fit into your process.
Illustrations
Our illustrations draw inspiration from minimalistic Swiss design. We use basic graphic elements to communicate complex concepts and ideas.
Illustration Guidelines

Make it Abstract
We communicate ideas with basic shapes and elements so we are not boxed in by literal references.

Keep it Simple
We strive to keep our illustrations as simple as possible so we do not overcomplicate ideas.

Test for Scalability
We make sure our illustrations can scale for different asset types, including video.
Fundamentals

Build on simple geometric shapes

Play with patterns

Experiment with composition and bleeds

Use opacity variants to communicate depth and motion

Use stroke weights to communicate depth and motion

Experiment with stroke styles to add texture
Illustration Misuse

- Avoid building illustrations from complex shapes
- Avoid complex line work
- Avoid strokes or fills that feel too heavy
- Avoid color on White or Light backgrounds
- Avoid color on Charcoal backgrounds
- Avoid literal representations
Work Samples
Web protection should frustrate attackers, not the people behind security.

Mission Statement
Poster
Empathy
We show appreciation for our customers by understanding their unique needs.

Camaraderie
We value building deep relationships and work together as one dedicated team.

Reliability
We live by our word. Communicate with transparency and act with honesty and integrity.

Efficiency
We make complex ideas simple, and transform challenges into solutions.

Brand Value
Poster
Thank you