SECTIGO®

Brand Guidelines

2024

Contents

This document's purpose is to provide the rules and expectations around the different applications of the Sectigo brand. All designers who are creating materials with the Sectigo branding should abide by the rules in this document so that the brand is applied clearly and consistently throughout all collateral.

Introduction

This section describes the Sectigo brand manifesto and principles from a high-level perspective.

Navigate this section

Brand manifesto

Pronunciation: /sec•tee•go/

Sectigo is the industry's most innovative provider of comprehensive certificate lifecycle management (CLM), with automated solutions and digital certificates that secure every human and machine identity for the world's largest brands. Its automated, cloud-native, universal CLM platform issues and manages digital certificates provided by all trusted certificate authorities (CAs) to simplify and improve security protocols across the enterprise. Sectigo is one of the longest-standing and largest CAs with more than 700,000 customers and two decades of delivering unparalleled digital trust.

Sectigo provides the simplest, most comprehensive automated lifecycle management of digital certificates to protect online transactions and secure human and machine identities. We deliver a secure, scalable, cloud-native platform that works across many different certificate types to simplify and improve security for organizations of every size.

What is a manifesto?

A manifesto is a public statement of the company's purpose that reflects the firm's core values and intentions. The manifesto for Sectigo should inform and inspire designers so that they can create materials that best reflect the Sectigo brand.

Design principles

Sectigo's innovative solutions and established expertise are reflected in a brand that is modern, dynamic, and interpretable.

The key design principles will guide creatives on how to best represent the Sectigo brand. All creative and materials created in the Sectigo branding should position Sectigo as the following:

Innovative
Future-Proof
Authoritative
Global
Trusted

Corporate visual identity

This section describes the visual elements of the Sectigo brand and the guidelines designers will need to use to execute them properly.

Navigate this section

Logo

The Sectigo logo is the most important element of the brand system, with established brand awareness that holds credibility in the industry of managing digital identities.

The logotype leverages the Google Font "Rajdhani" with customized "S" and "G" letterforms. Additionally, special attention has been given to the kerning to ensure a well balanced appearance.

- The Rajdhani font should never be used anywhere else other than the logo.
- The logomark should never be used in isolation without the logotype appearing in context.
- The trademark symbol should always be used with the logo.

LOGOTYPE

SECTIGO®

LOGOMARK

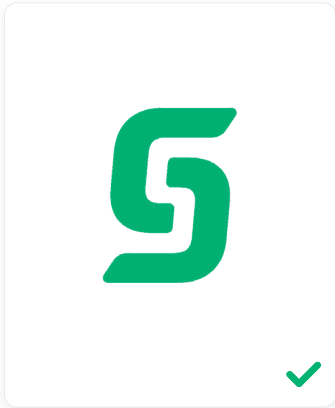# Correct logo usage

SECTIGO® ✓

The Sectigo logo should always appear with the registered trademark symbol sized as shown above.

SECTIGO® ✓

The regular Sectigo logo should be used on all white-light gray backgrounds.

SECTIGO® ✓

The knocked-out logo with a green "S" should be used on dark simple backgrounds.

S ✓

Green logomark over Pantone 000C

S ✓

Green logomark over Pantone 5395 C

SECTIGO® ✓

The knocked-out logo should be used on all other color background options.

SECTIGO® ✓

Place logo over images where there is an area of whitespace.

SECTIGO® ✓

All black logo should only be used when printing is limited to one color.

S ✓

White logomark over Pantone 2945 C

S ✓
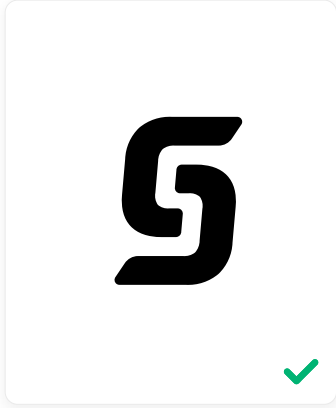
Black logomark over white background in Black & White print assets

SECTIGO® ✓

The reversed Sectigo logo should be used on the blue patterned backgrounds.

Incorrect logo usage

DO NOT swap, change, or alter the colors.

DO NOT stretch the logo.

DO NOT rotate the logo.

DO NOT add any effects, gradients, or drop shadows.

DO NOT make the logomark two-toned.

DO NOT use the full color logo over a color background.

DO NOT place the logo over a complex, busy background.

DO NOT add any additional text to the logo (other than Formerly Comodo CA).

DO NOT outline the logomark.

DO NOT change the color of the logomark.

DO NOT use a logo that has the trademark incorrectly sized.

DO NOT use the Sectigo logo without the registered trademark symbol.

Minimum clear space and sizing

Clear space is the minimum "breathing room" maintained around our logo.

It also defines the minimum distance between the logo and the edge of a printed piece. When possible, always aim to have more clear space around the logo to protect its integrity. Do not position any text, graphic elements, or other visual mark inside the recommended clear space.

Clear space

Minimum size

The logo should never be printed smaller than 1" wide.

Supporting logos

Product logos

SECTIGO® | CERTIFICATE MANAGER

SCM™ Pro

SCM™ Enterprise

Identity-First Security logo

SECTIGO®
DELIVERING DIGITAL TRUST

Secure Plus Partner logos

SECTIGO® SECURE PLUS PARTNER | CONNECT PARTNER PORTAL

SECTIGO® SECURE PLUS PARTNER | CONNECT. SECURE. SUCCEED.

Secure Partner logos

SECTIGO® SECURE PARTNER | CONNECT PARTNER PORTAL

SECTIGO® SECURE PARTNER | CONNECT. SECURE. SUCCEED.

Partner logos

SECTIGO® SECURE PLUS PARTNER | SILVER

SECTIGO® SECURE PLUS PARTNER | GOLD

SECTIGO® SECURE PLUS PARTNER | PLATINUM

Distributor logo

SECTIGO®
Distributor

Color palette

Second to our logo, color will be the most recognizable aspect of our brand identity.

Sectigo's colors were specifically selected to reflect the brand voice and differentiate ourselves from the competition.

Using color appropriately is an effective part of communicating. When used consistently, color can help make a brand more cohesive and recognizable.

Primary colors

The primary colors are fresh and distinguished. They represent Sectigo at the highest level and should be present in all communications.

Secondary colors

Secondary colors are complementary colors used to contrast and enhance — never dominate — a design and should always be used in conjunction with the primary colors.

Primary colors

75%
50%
25%
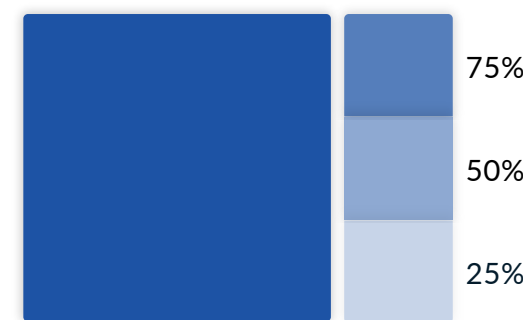
Hex: #1D53A5
RGB: 29, 83, 165
CMYK: 94, 76, 1, 0
Pantone: 2945 C

75%
50%
25%
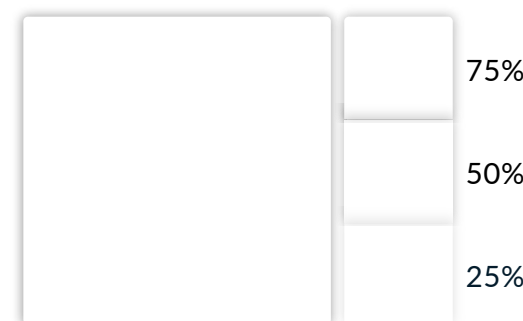
Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: 000C

Secondary colors

75%
50%
25%
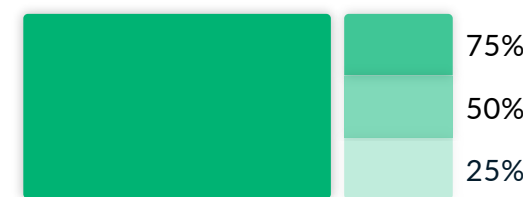
Hex: #00B373
RGB: 0, 179, 115
CMYK: 8, 0, 75, 0
Pantone: 2250 C

75%
50%
25%
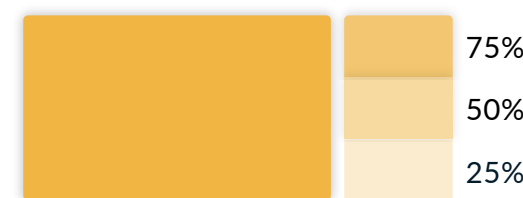
Hex: #F0B542
RGB: 240, 181, 66
CMYK: 5, 30, 86, 0
Pantone: 143 C

75%
50%
25%

Hex: #69B3E7
RGB: 105, 179, 231
CMYK: 59, 11, 0, 0
Pantone: 5395 C

Hierarchy of color

It is important to maintain a sense of hierarchy, balance, and harmony when using the Sectigo color palette.

Use the vertical banding to guide the ratios of each color. This isn't meant to be a precise mathematical system but is intended to give an idea of relative use. It is important to note that primary colors should always play a dominant role in all Sectigo communications.

Retail color hierarchy

Enterprise color hierarchy

Partners color hierarchy

External-facing typography

Using a consistent typography style is imperative to presenting the brand across any written assets.

Lato – the semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness that is Sectigo's brand voice.

Lato is a free Google font available for download. This type should be used for all external-facing collateral created for the Sectigo brand.

Lato Light

Lato - Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Lato Regular

Lato - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Lato Bold

**Lato - Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)**

Lato Black

**Lato - Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)**

Internal-facing typography

Calibri – this font was chosen to be used internally because it should be available to most computers as a system font. Calibri is easily legible, scalable, and applicable to all types of internal documents.

For any collateral that is only seen internally, the team should consistently use Calibri font.

Calibri regular

Calibri - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Calibri bold

Calibri - Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Web typography

Aktiv Grotesk– this font was chosen to be used internally because it should be available to all computers as a web font. Aktiv Grotesk is easily legible, scalable, and applicable to all types of internal documents.

For any web pages built by the Sectigo team, they should consistently use Aktiv Grotesk font.

Aktiv Grotesk regular

Aktiv Grotesk - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Aktiv Grotesk bold

Aktiv Grotesk - Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Typographical hierarchy

The correct use of typographical hierarchy is necessary for creating scannable, organized text passages.

The text stylings shown to the right provide examples of how we should structure the various content levels used throughout collateral. Designers should abide by these stylings to make content easier for readers to digest.

Please note that we have specified the correct list styling to the right as well. Bulleted or numbered lists should always be presented in this coloring and styling.

Title Style

Lato Light, Sentence case
Font weight: 35pt
Leading: 42pt
PANTONE 5395 C ■

Subheading Style

LATO BOLD, Sentence Case
Font weight: 18pt
Leading: 24pt
PANTONE 2945 C ■

Subheading Style

Lato Medium, Sentence Case
Font weight: 18pt
Leading: 24pt
PANTONE 5395 C ■

Paragraph copy or longer bodies of text

Bullets Header:
- Bullet 1
  - Bullet 2

Number List:
1. List Item 1
2. List Item 2

Lato Regular, Sentence case
Font weight: 12pt
Leading: 19pt
PANTONE 5395 C ■

Highlight heading or sentence style

Lato Regular, Sentence Case
Font weight: 14pt
Leading: 19pt
PANTONE 2945 C ■

" Quote blocks or testimonials"

Lato Regular, Sentence case
Font weight: 18pt
Leading: 24pt
PANTONE 5395 C ■

Sectigo curves

As shown below, we use a pattern of four Sectigo curves with the lines fading inward.

These lines show the movement and progress with Sectigo's brand. This stylistic element helps portray Sectigo as a forward-thinking, innovative company, while still conveying reliability and long-standing experience.
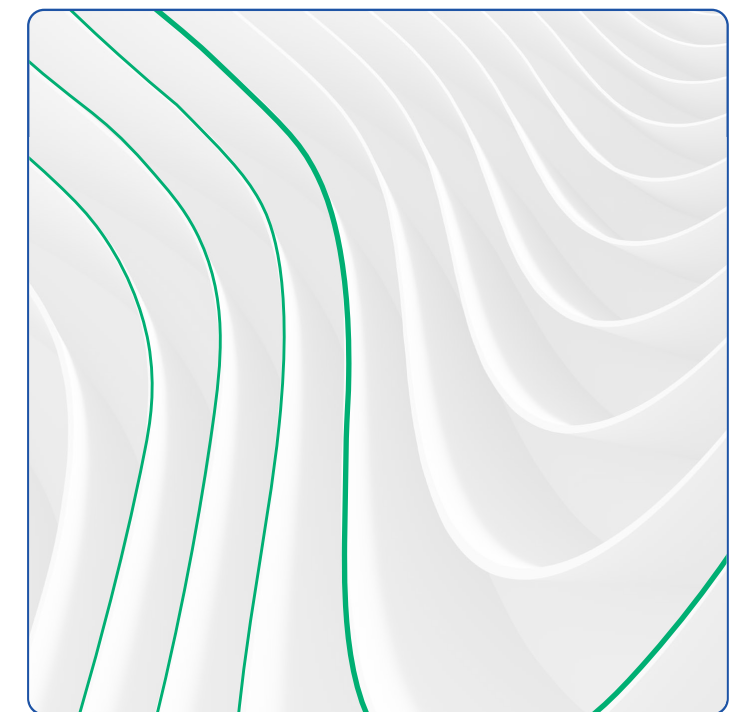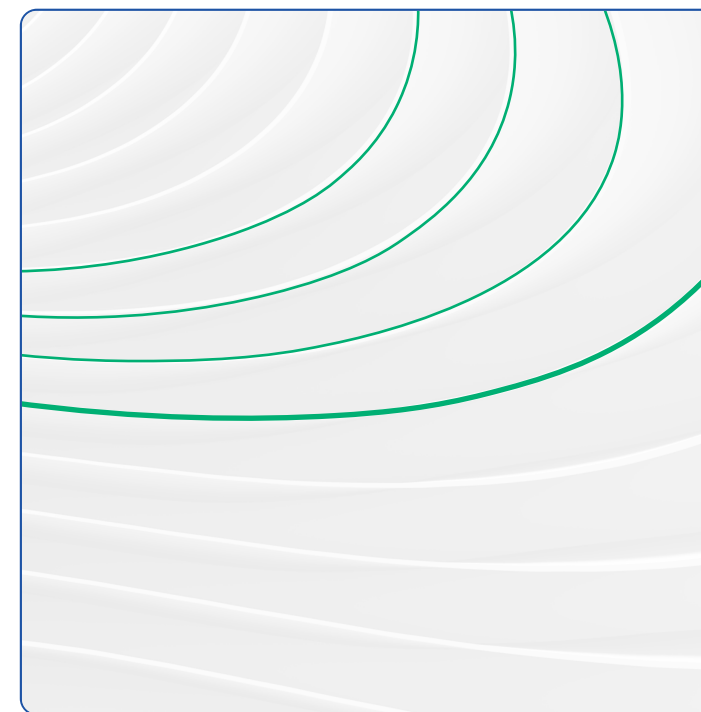
Sectigo curves usage

The Sectigo curves can be applied to the branding in a variety of ways. The element is used flexibly throughout the brand to addapt to different applications.

Designers should use the following guidelines when using the S-curve line element so that Sectigo materials carry the brand consistently, and the lines are featured prevalently.

Sectigo curve guidelines

- Lines can only be features in the brand color of Green (Pantone: 2250C).

- Designers should use this element thoughtfully in a way that does not distract from the content of components or material, in order to tie the branding to the collateral.

- The lines should have an equal distance between them, but can start from a small distance and increase to a larger distance as the lines progress.

- The lines facing inward toward the content of the collateral, should have a 1px stroke, while the lines on the outside edge of the collateral should have a stroke of 3px. The lines should never appear thicker than 3px.

- The opacity of the lines should never be less than 100%.

- The Sectigo curves should be used sparingly and should always follow the flow of the background image, when using an architectural texture.

Sectigo curves incorrect usage

a) When the curves are used, the lines should not be over other components on the page, but rather flow seamlessly under or around them.

b) The spacing or sizing should not be uneven in ways that makes like Sectigo curves appear detached, this would be in disagreement with the guidelines specified on the previous page.

c) If placed on a background image, the lines should be placed in a space where they do not overlap complicated imagery.

d) If placed on a background pattern, the lines should flow smoothly with the pattern.

(a)

(b)

(c)

(d)
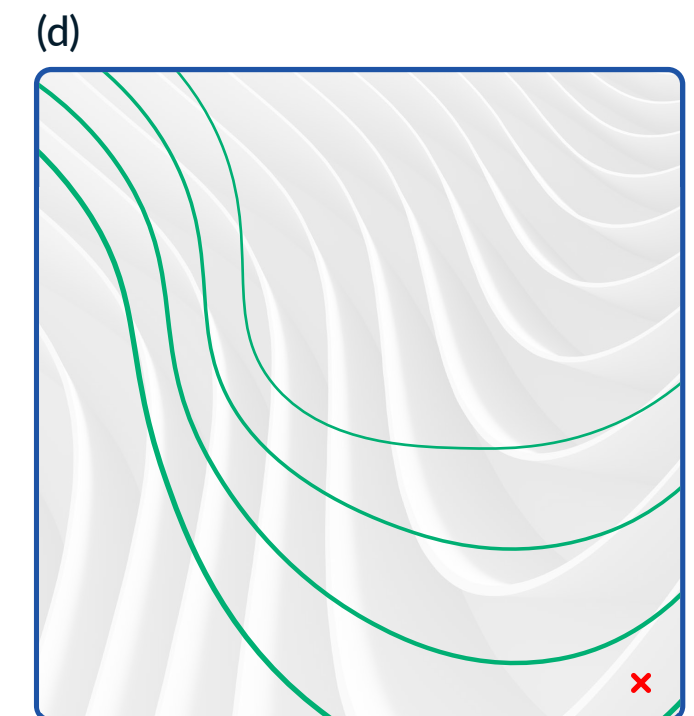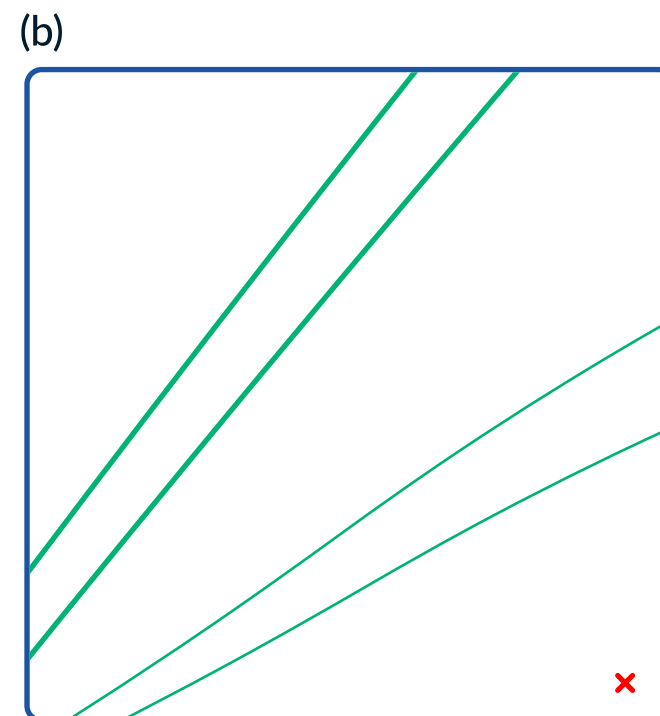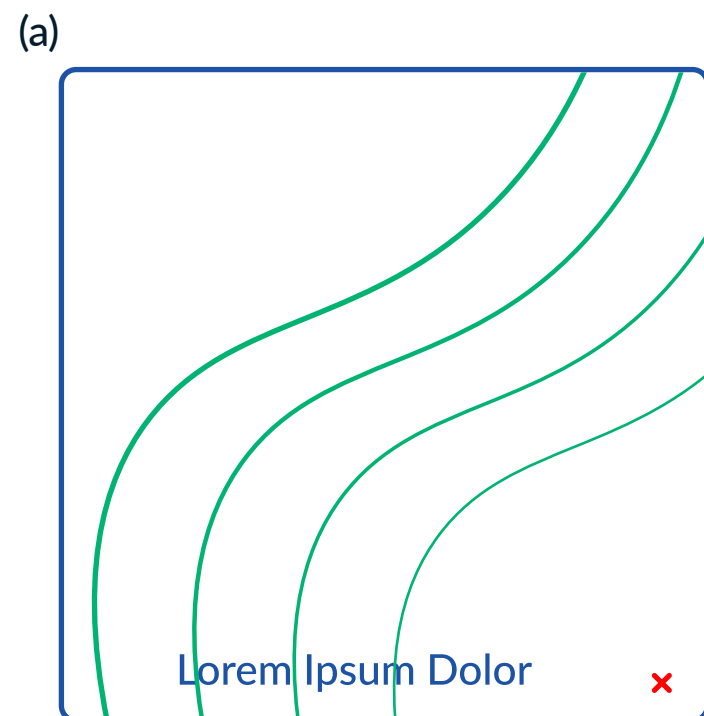
Iconography

Iconography helps the audience to interpret content and skim sections of text more easily.

Sectigo's icon library consists of custom-drawn icons that represent the most common topics in web security, as well as other commonly used symbols throughout Sectigo's brand system.

These icons are designed with the custom line styling in order to reflect the treatment of the Sectigo curves used elsewhere in the branding. All icons used in any design collateral should abide by the styling shown here.

All icons have been created in both light and dark modes to ensure flexibility in their application on different backgrounds.

Iconography preview
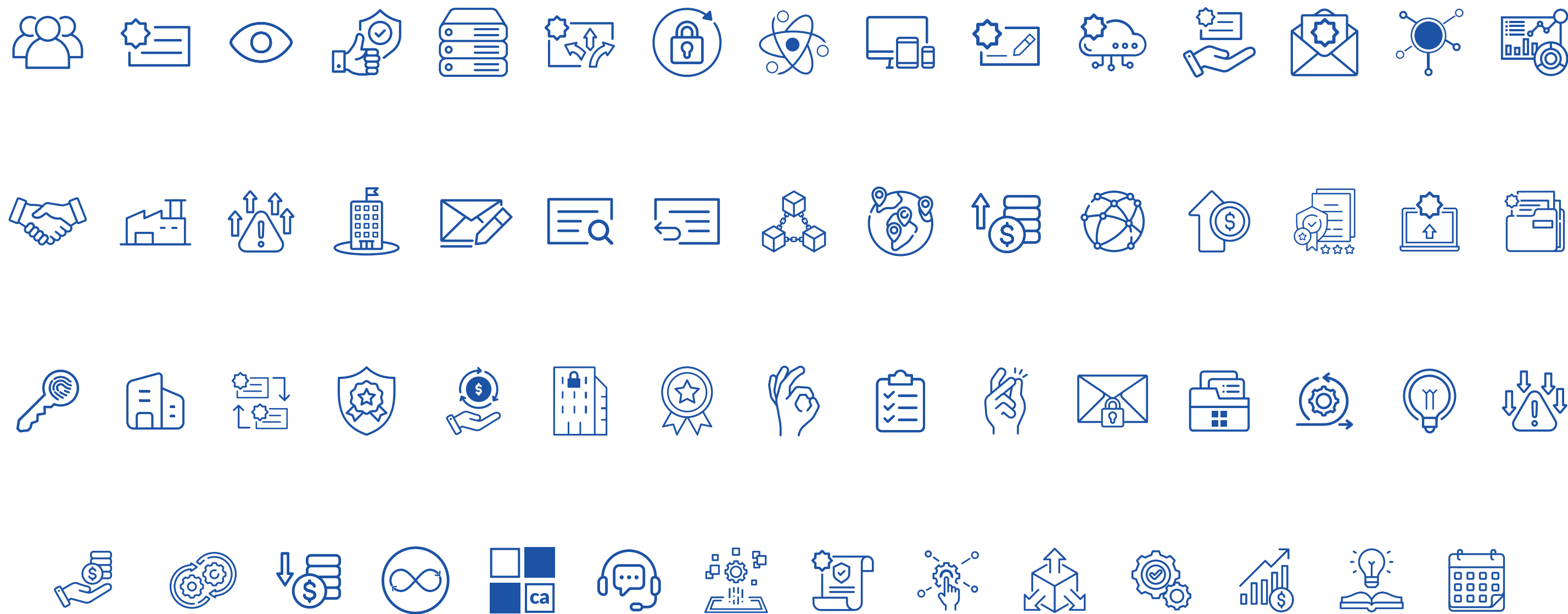
Correct icon usage

a) Sizing

All icons should be built in a square ratio artboard. The stroke weight for the icons should be consistent across the library.

b) Color contrast

Light icons should always be used on dark colored backgrounds and dark icons should always be used on light colored backgrounds.

c) Scaling

Note: Upon creating new icons, the icons should be expanded before use in order for the icons to scale proportionately.

d) Minimum size

Every icon should be no smaller than 10 pixels in height and/or width.

(a)

(b)

(c)

(d) 10px

Incorrect icon usage

(a) Padding

Icons should not cross over the 2 pixel buffer area at the edges of the pixel grid they're created on unless absolutely necessary.

(b) Color Contrast

Light icons should never be used on light colored backgrounds and dark icons should never be used on dark colored backgrounds.

(c) Scaling

The icons should not be scaled disproportionately to their original sizing.

Existing Icons

If an icon already exists in the icon library, that is the icon that should be used to represent that topic in designs. Designers should not create new or alternative symbols for any of the icons that already exist.

(ex. The Passwordless icon has already been created, so designers should only use the existing passwordless icon, rather than creating a new one for the same topic.)
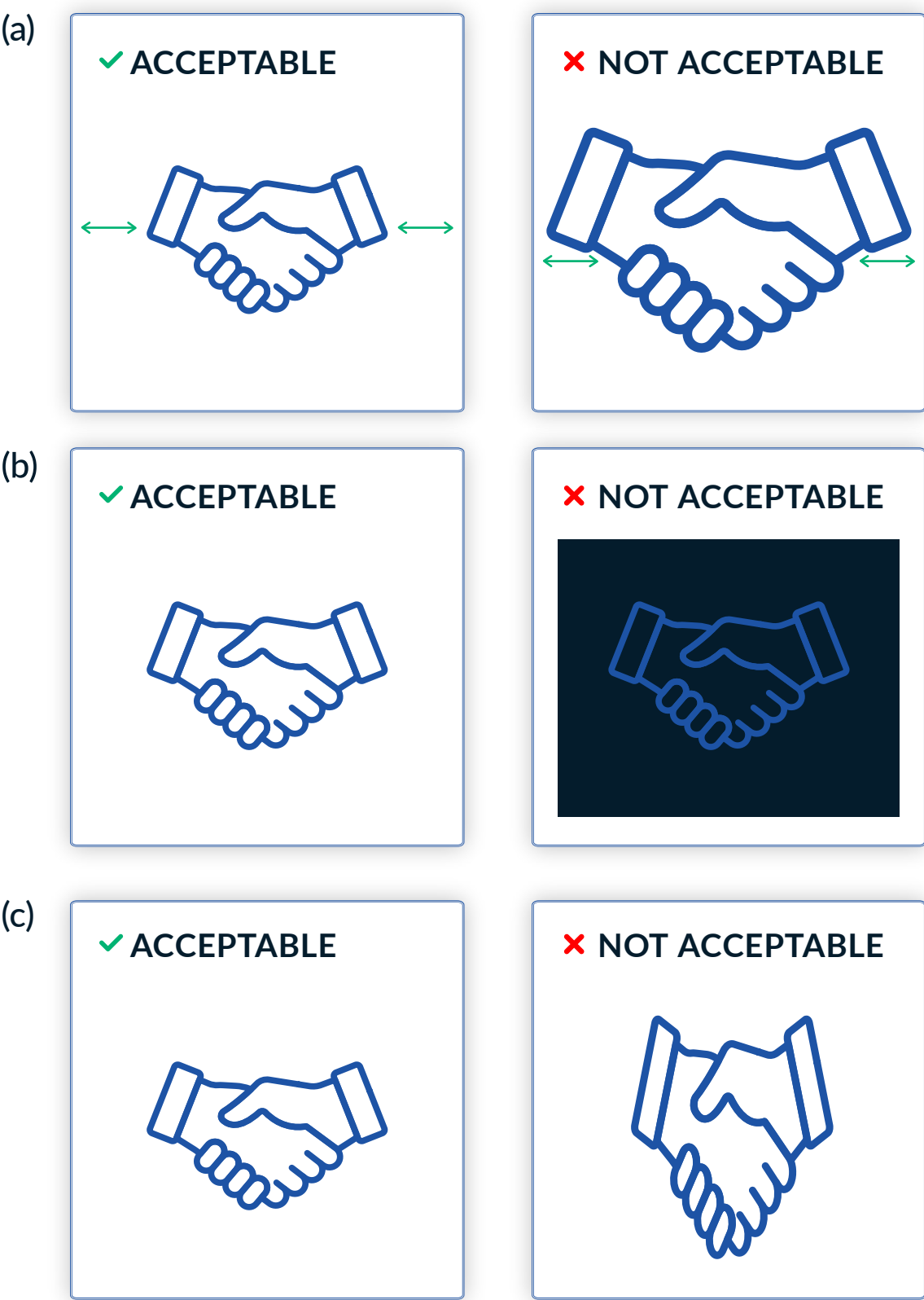
Photography

Photography help to visually break up the information in collateral pieces, while also creating an impression of the brand through the look and feel of the imagery used.

The Sectigo brand utilizes two different style of photography: Abstract Architecture, and Corporate Building Scenery.

Abstract architecure

Abstract architecture imagery is the predominant style used for Sectigo branding. Architectural images convey connections to established enterprises and futuristic thinking in a way that portrays Sectigo with trust and authority. These images are often used stylistically in the mask treatment shown on this page.
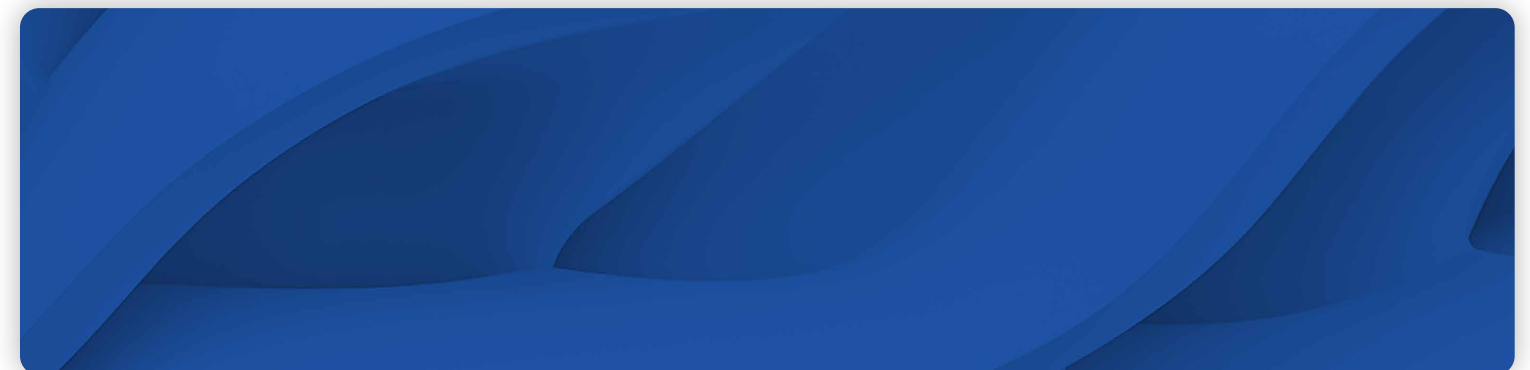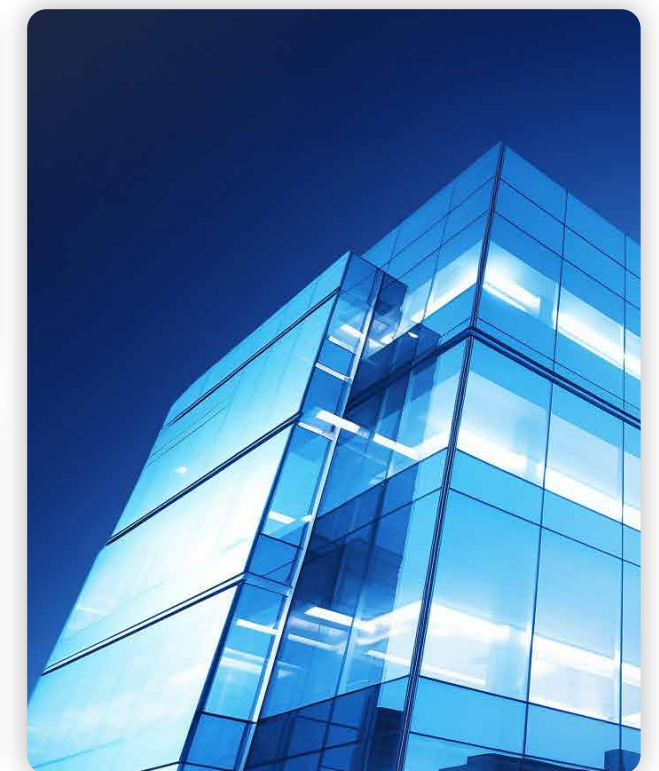
Photography we avoid

We avoid the following styles of imagery:

- Stereotypical tech imagery
    - Neon Lights
    - Glow effect treatments
    - Dot + line illustrations

- Corporate Stock Imagery
    - Collaborative team environments
    - Human subjects appearing excessively happy in work environments

These imagery styles do not reflect the Sectigo brand. This imagery appears outdated, casual, and cliché. Sectigo is instead portrayed with authority and innovation.

Incorrect use:

Photographic treatments

The photography used for the brand should only be shown with the unique styling applied.

White patterned backgrounds should be used in the background with a low opacity of 15%-20% to not distract from the content above. When used as a separate element from content, it may be used with more opacity %.

Blue patterned backgrounds should be achieved with the Sectigo Light Blue (Pantone 2945 C) as a multiply effect over the pattern with 100% opacity.

The Sectigo curves can be featured over patterned images in a way that flows with the direction of the patterns.

The Sectigo curves can be featured over corporate building images in a way that does not go over complicated sections of the imagery. **For example,** they may be featured in empty spaces where the sky is visible.
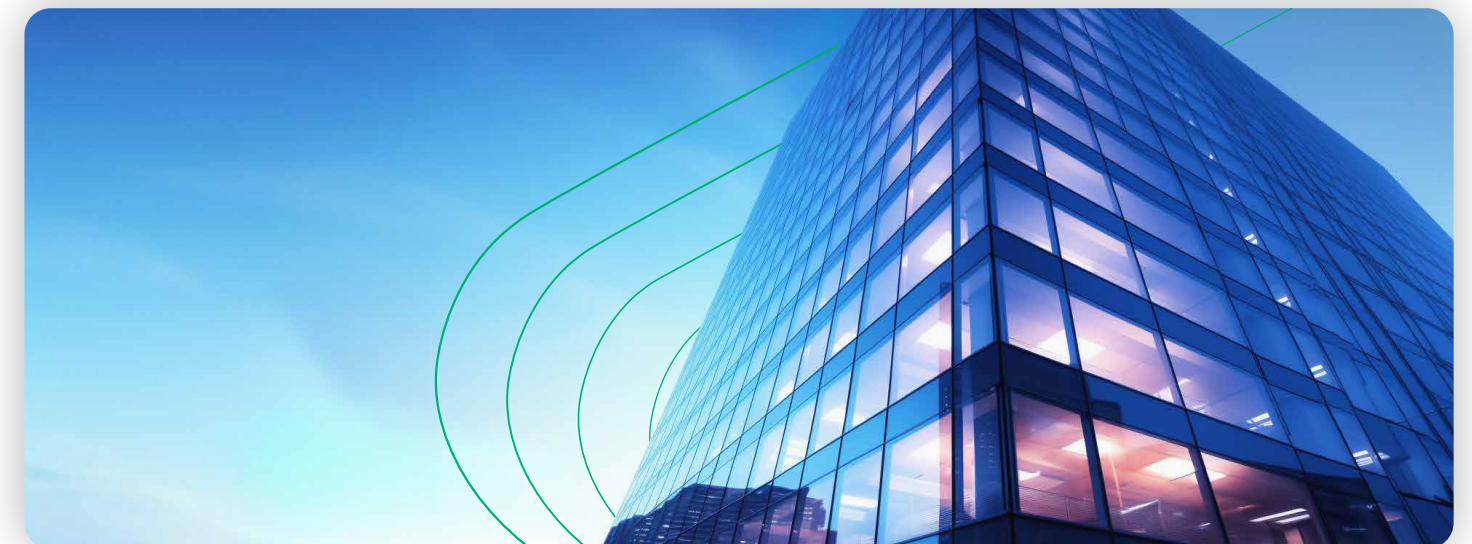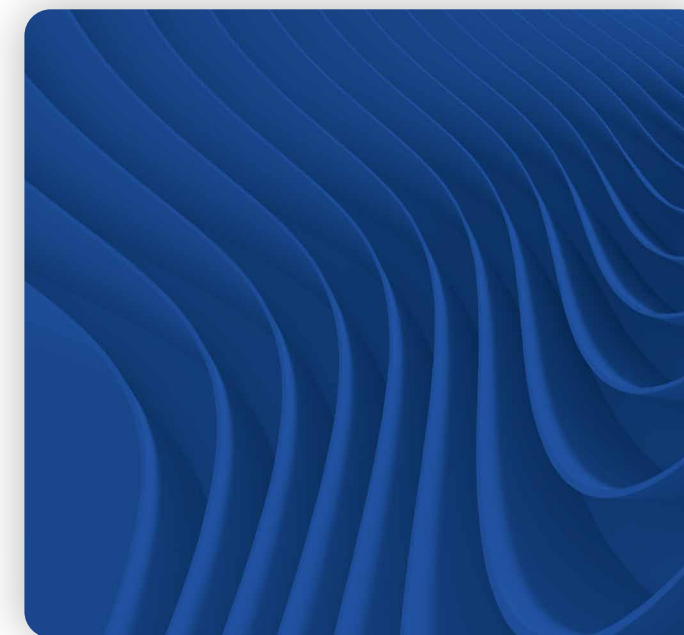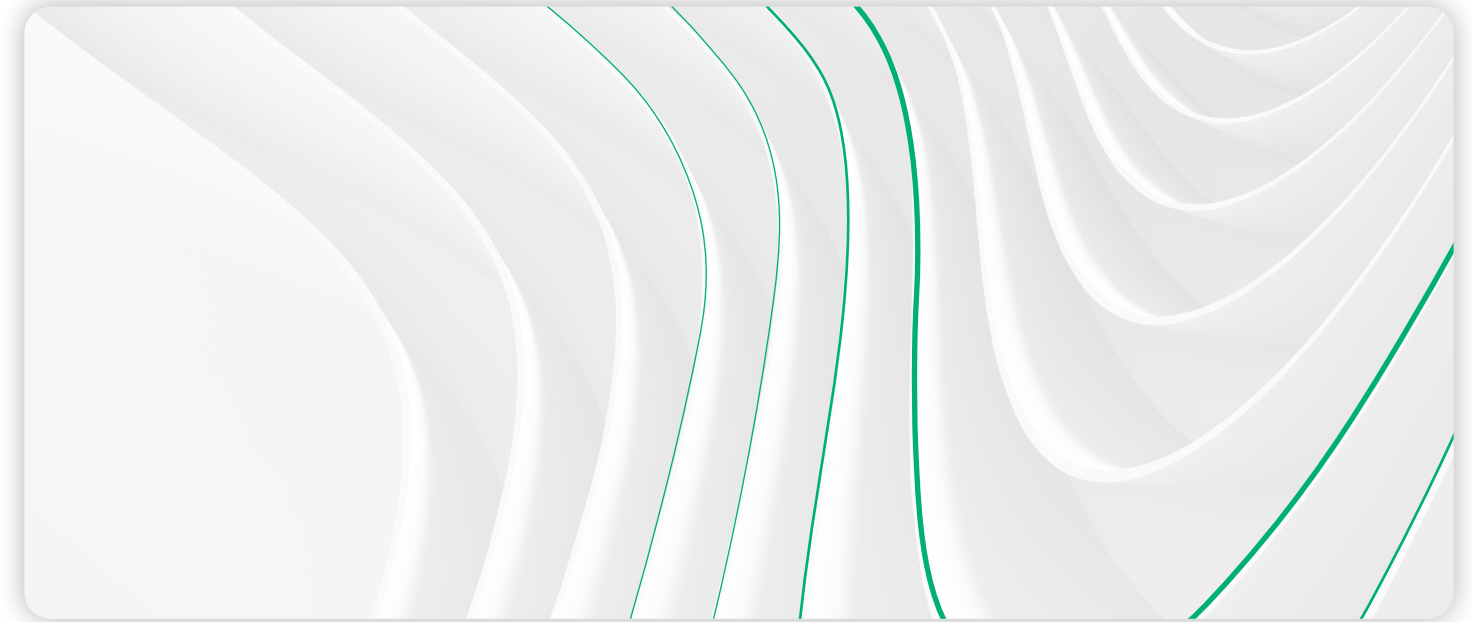
Tables and graphs

Tables and graphs should aways be clean, organzed, and easy to read.

When creating bar and pie charts, Sectigo colors and fonts should always be utilized, and the brand color hierarchy should be followed. The following examples are optional methods to build tables and graphs.

Lorem Ipsum Dolor Sit/Amet Crausius		
Lorem	**Lorem**	**Lorem**
Lorem Ipsum	Dolor Amet	Consectetur
Lorem Sit	Aenean	
Lorem Nam	Crausius Net	
Lorem Amet	Vivamus	Consectetur
Lorem Arcu	Duis Et Non	Consectetur
Lorem Morbi	Porta	Consectetur
Lorem Odio	Tellus Ut Viv	
Lorem Proin	Montes	
Lorem Ex Quis	Dapibus	Consectetur
Lorem Nullam	Justifo	

Lorem Ipsum Dolor Sit/Amet Crausius		
Lorem	**Lorem**	**Lorem**
Lorem Ipsum	Dolor Amet	Consectetur
Lorem Sit	Aenean	
Lorem Nam	Crausius Net	
Lorem Amet	Vivamus	Consectetur
Lorem Arcu	Duis Et Non	Consectetur
Lorem Morbi	Porta	Consectetur
Lorem Odio	Tellus Ut Viv	
Lorem Proin	Montes	
Lorem Ex Quis	Dapibus	Consectetur
Lorem Nullam	Justifo	

Web style guide

CTAs Inactive

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

CTAs Hover State
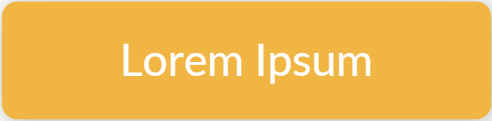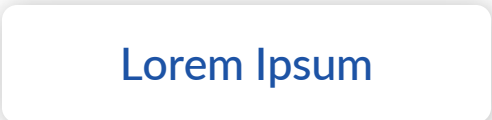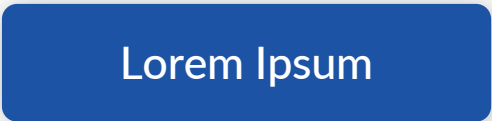
Lorem Ipsum

Lorem Ipsum
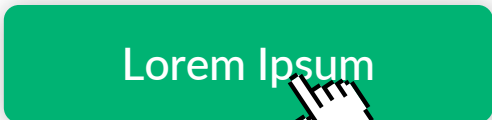
Lorem Ipsum

Hyperlinks Inactive

Lorem Ipsum

Social Icons Inactive

Hyperlinks Hover State

Lorem Ipsum

Social Icons Hover State

Corporate messaging

Different audiences encounter our content in various ways. So, it's important that we communicate with each audience in the right way.

The following guidelines will help you "speak" in the Sectigo voice and deliver quality, journalist-grade writing consistently.

Navigate this section

Tone of voice

Although closely connected, voice and tone are not interchangeable.

Our voice reflects our personality and point of view, while our tone shifts depending on our audience, message, or context.

You might use one tone when writing a technical document, for example, and a different one when producing a thought leadership piece.

The following principles and guidelines will help you master both when you create copy for Sectigo.

Our voice

Every piece of copy you create should embody the three key principles that describe the way Sectigo "speaks".

Sectigo's communication style is conversational and consultative, but we also strive to write with precision and control: We prefer, for example, *Sectigo secures the world's information to Sectigo provides the ability to secure information around the world.*

Our marketing materials should showcase the business benefits customers receive from our offerings without too much industry jargon or technical details.

01 We are wise, but not stubborn.
- Our approach to embracing change is rooted in our tenured past.
- We've seen what works and what doesn't.
- Our past allows us to have foresight.

02 We are technical, but human.
- We know what we are talking about.
- We are credible in our technical prowess.
- We don't lose sight of the bigger picture/vision.
- We don't sound robotic—we are human after all.

03 We are visionary, but not aspirational.
- We are transparent in our ideas.
- We embrace engagement from the wider community.
- We're here to help make the world a more secure place.

Sectigo is not...

When you're writing, always consider the reader's state of mind and reason for seeking information.

Could they be actively searching for a new solution and need to know what differentiates Sectigo from competitors? Are they intrigued to learn the latest news in the certificate lifecycle management space? Maybe they have a problem that is causing confusion and are seeking a solution?

Once you have at least an idea of their state of mind, you can then adjust your tone accordingly.

We are almost always communicating with a technically astute audience, so should assume a knowledge level that is more advanced than the general public.

However, here are a few guiding tips to help keep you on the right track.

Political
We can talk about security issues that may relate to politics, but we will not take sides.

Arrogant
As an authoritative source, we want to come off as smart and leaders in our space, but we are not know-it-alls.

Cheesy or Facetious
Witty humour is fine, but we should be careful to not come across as tongue in cheek or disingenuous.

Hectoring
We are authoritative and fair, we do not put down others, competitors or the like. We want to be seen as approachable, open, and kind.

Writing rules of engagement

Don't overuse words

× Try not to use repetition, especially for technical terms.

Don't use too many pronouns

× **Examples:** This, that, the, these.

Avoid truism

× "Online threats are growing."

Don't overuse conjunctions at the beginning of paragraphs

× **Examples:** Additionally, Importantly, And, However, But

Avoid inaccessible language

• We want to sound smart, but some words come off as pompous.

• Only use inaccessible language when it is necessary to drive the point.

• Some words don't have proper synonyms, so in these instances, they are permitted.

× **Examples:** Specificity, serendipitous, amalgamation, celerity, etc.

Grammar

American English

All Sectigo copy should be in American English, without exception.

Company name

When writing our company name in headlines or body copy, write it as 'Sectigo', never in all caps.
E.g. Sectigo, never SECTIGO

Product names

Unless otherwise noted, Sectigo product names are capitalized.
Eg. Sectigo Certificate Manager, SCM Pro, Sectigo Distributor

Title and sentence case

Title case should only be used on CTAs and main headers.
Examples:

Read More   Read More

Style tips

Think of these tips as advice for writing in the Sectigo tone of voice, rather than hard and fast rules.

Use active voice, not passive voice (active: subject performs action stated by verb; passive: subject acted upon by verb)

⊗ A great time was had by all attendees.

⊘ All attendees had a great time.

Use the third person over first or second (as a general rule)

⊗ You will soon receive the benefits.

⊘ Companies will soon receive the benefits.

Use positive language and phrasing

⊗ No other digital identity solution can compare to our game-changing solution.

⊘ We're excited to share why our digital identity solution is a game-changer.

Get to the point!

⊗ The highly advanced program is designed to expand the individual needs of customers by deploying completely unique, customizable solutions like those that comprise the new Sectigo Web Security Platform.

⊘ The program expands each customer's individual needs through customizable solutions like those in the new Sectigo Web Security Platform.

Brand in action

Now we know the rules for each individual element of the Sectigo brand, let's look at examples across a mix of collateral.

Navigate this section

PowerPoint

HTML emails

Header banner examples

Footer
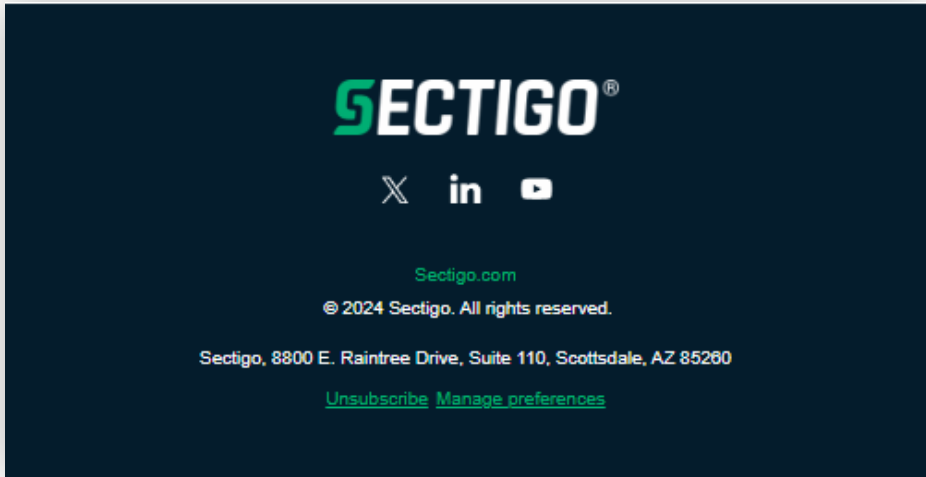
Template example

Existing example

Datasheets

Solution briefs

Product briefs

Case studies

Whitepapers / ebooks

90-Day TLS
An implementation guide

Moving beyond Microsoft AD CS
Why it's time to adopt an enterprise-wide certificate management solution

Business card

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Vice President of Global Partner Sales

jairo.fraile@sectigo.com
+34 647 5616
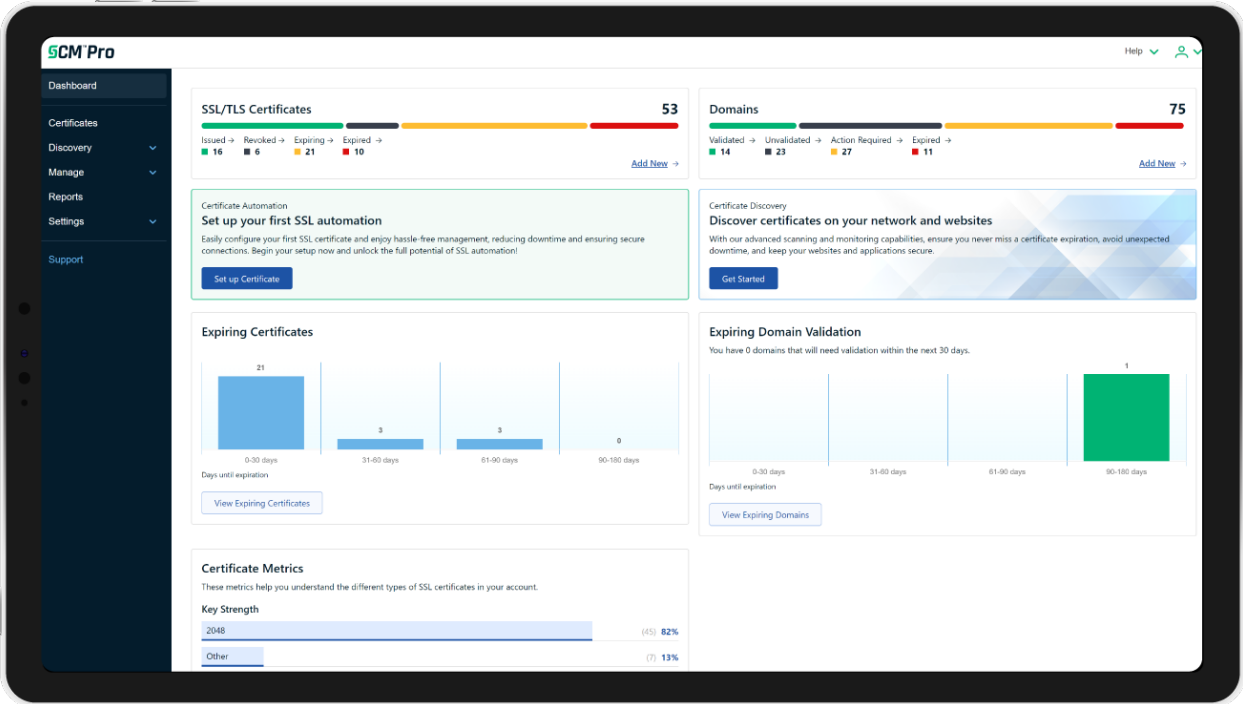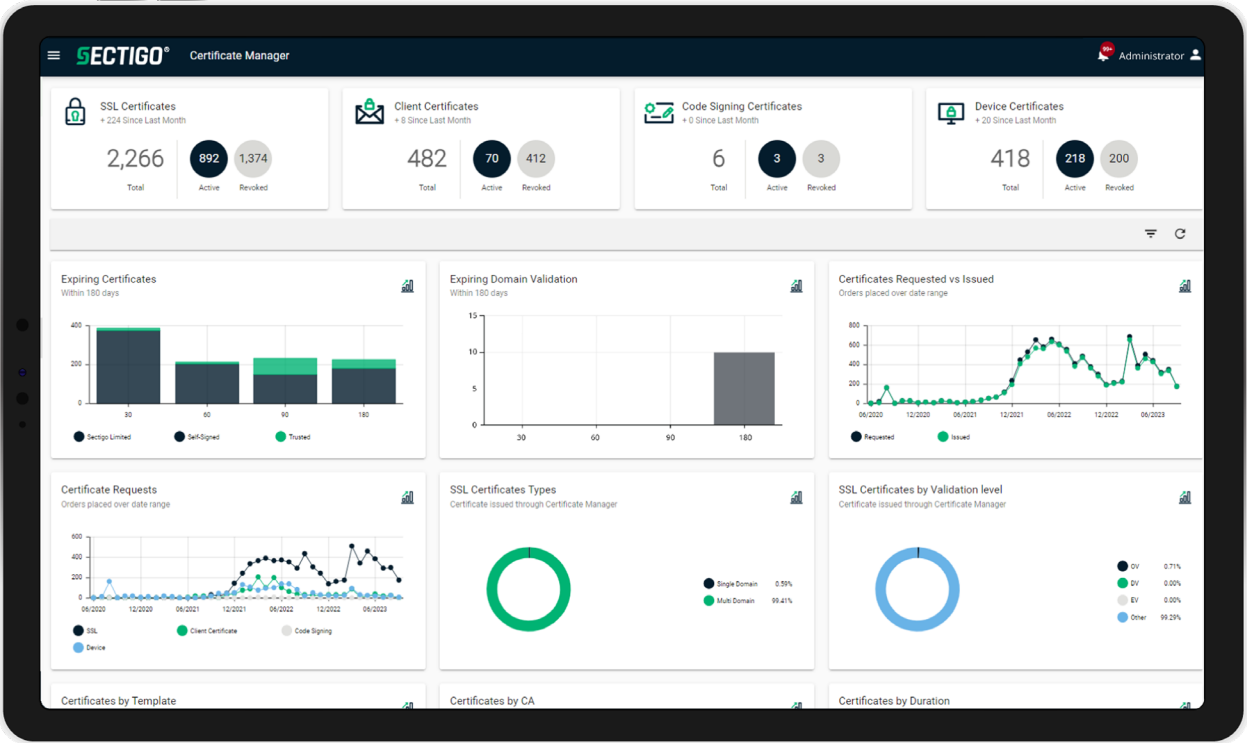www.sectigo.com

SECTIGO®

Letterhead

UI screenshot treatment

Screenshots of any Sectigo-related UI assets should be displayed on these devices as a mockup.

The UI screenshots should never be displayed without a device mockup.

The UI screenshots should never have additional artwork around the device mockups, besides the existing Sectigo curves, and iconography.

Social ads

Carousel ads

.GIF animation

Single-image ads

SECTIGO®

Email us, for more information on our brand:
marketing@sectigo.com

sectigo.com