



Brand Guidelines

2024

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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.

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Introduction

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

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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.

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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

The logotype consists of a stylized green 'S' followed by the word 'ECTIGO' in a bold, dark blue, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the 'O'.

LOGOMARK



Correct logo usage



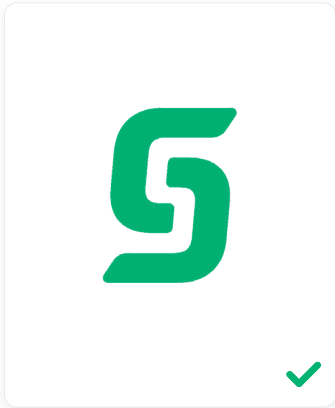
The Sectigo logo should always appear with the registered trademark symbol sized as shown above.



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



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



Green logomark over Pantone 000C



Green logomark over Pantone 5395 C



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



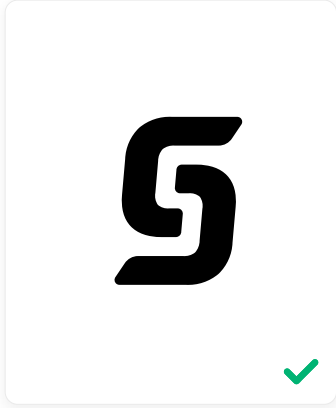
Place logo over images where there is an area of whitespace.



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



White logomark over Pantone 2945 C



Black logomark over white background in Black & White print assets



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



Identity-First Security logo



Secure Plus Partner logos



Secure Partner logos



Partner logos



Distributor logo



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.

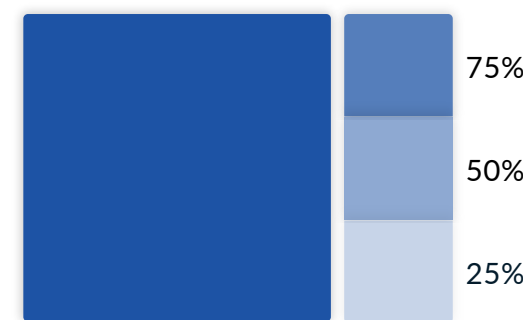
Primary colors

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

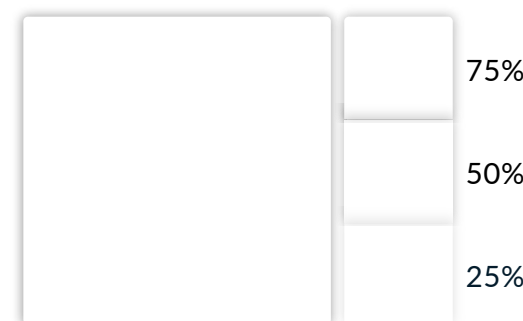
Secondary colors

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

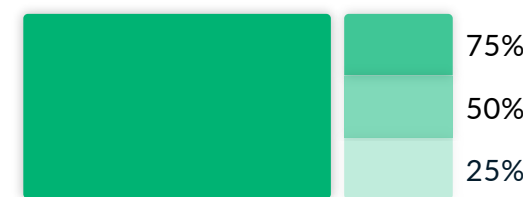


Hex: #1D53A5
RGB: 29, 83, 165
CMYK: 94, 76, 1, 0
Pantone: 2945 C

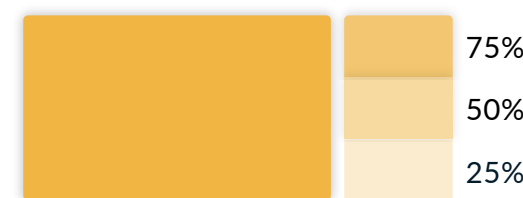


Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: 000C

Secondary colors



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



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



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.

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.

Calibri regular

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

Calibri bold

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

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 ■

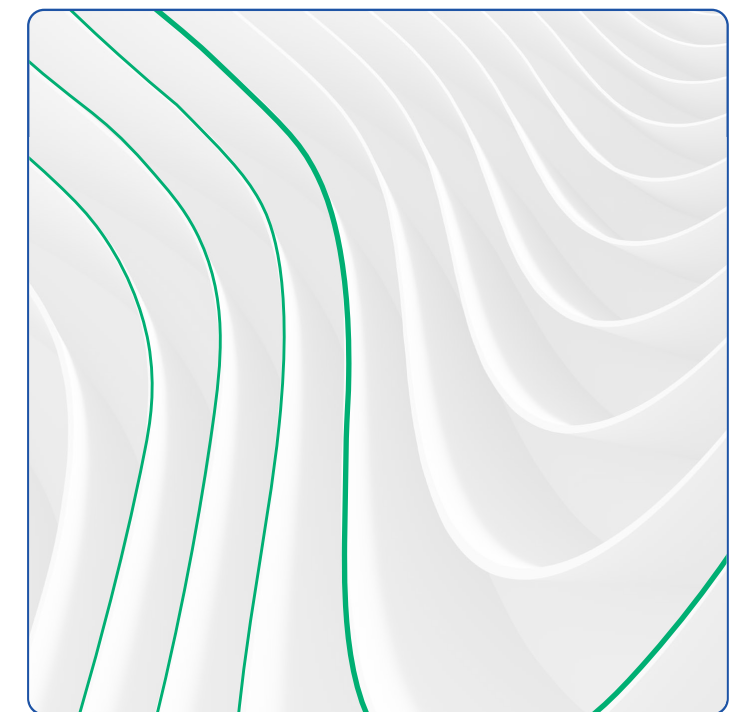
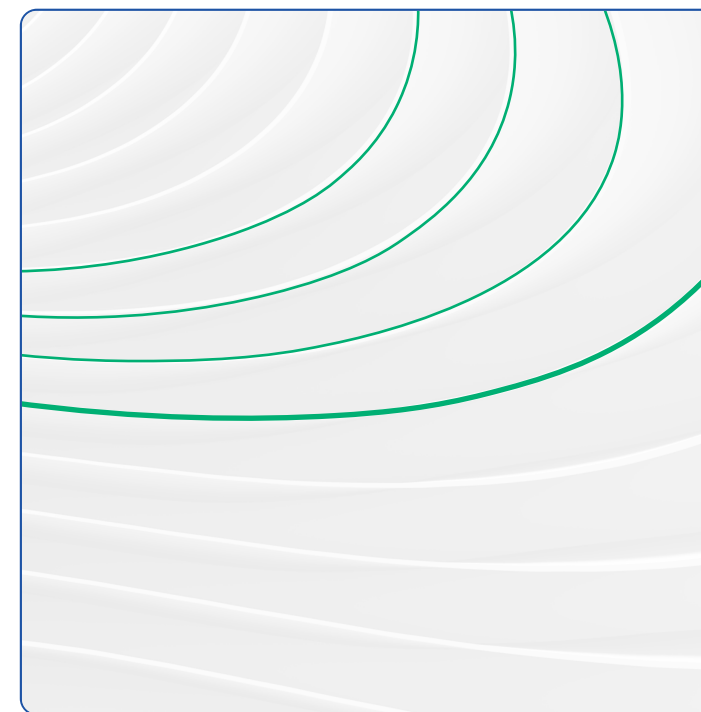
“Quote blocks or testimonials”

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 adapt to different applications.

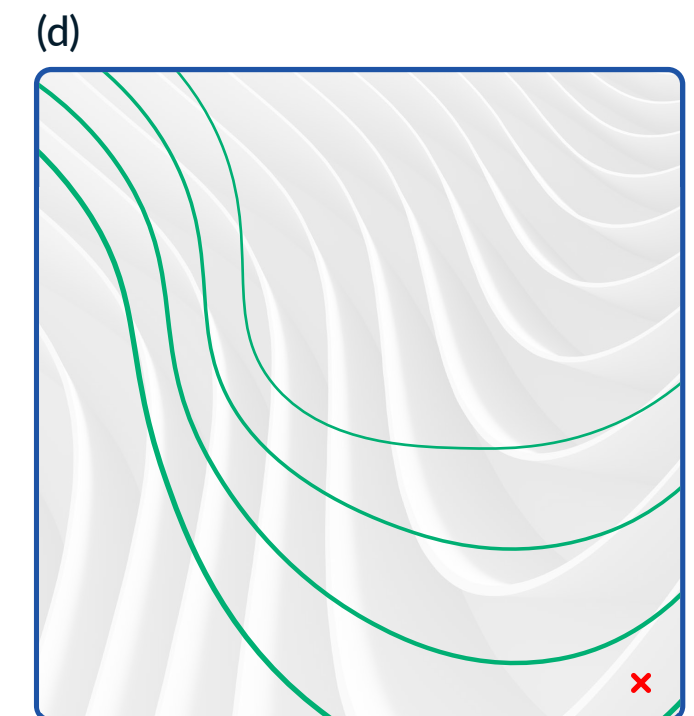
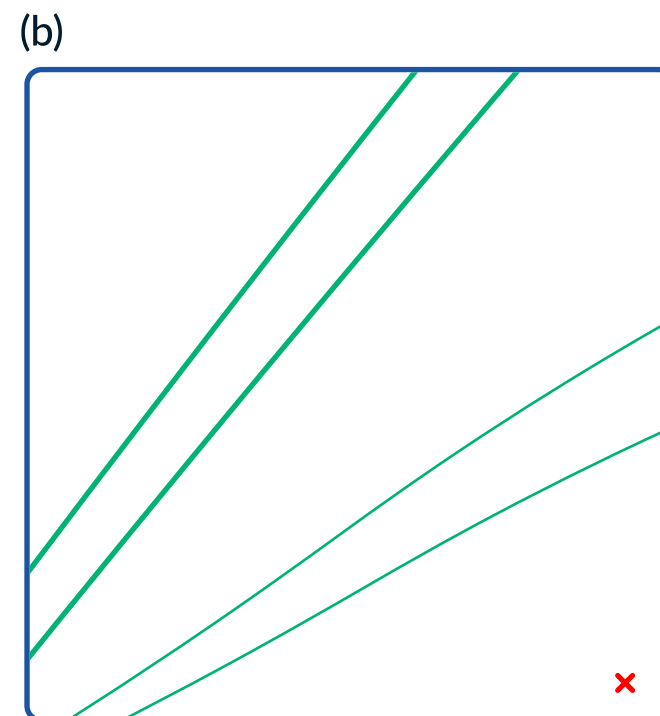
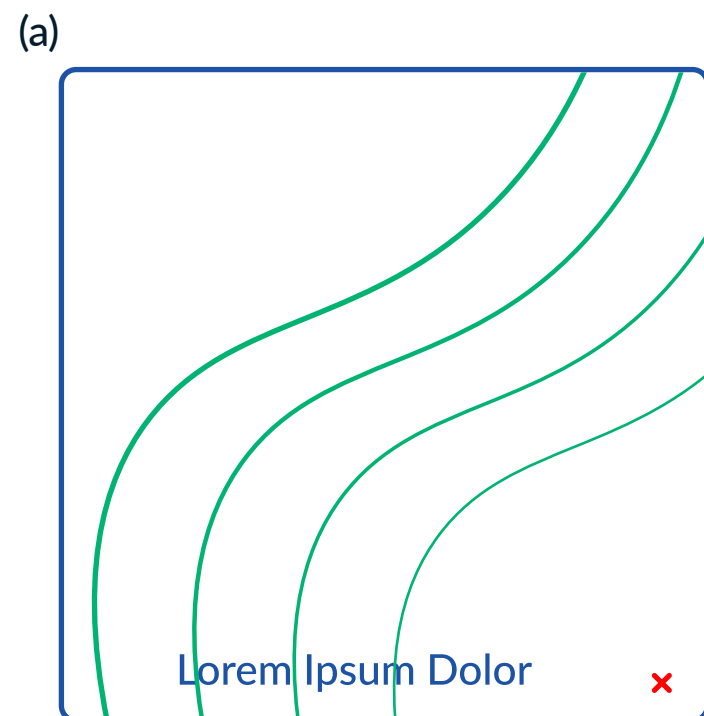
Designers should use the following guidelines when using the S-curve line element so that Sectigo materials carry the brand consistently, and the lines are featured prevalently.

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.



Iconography

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

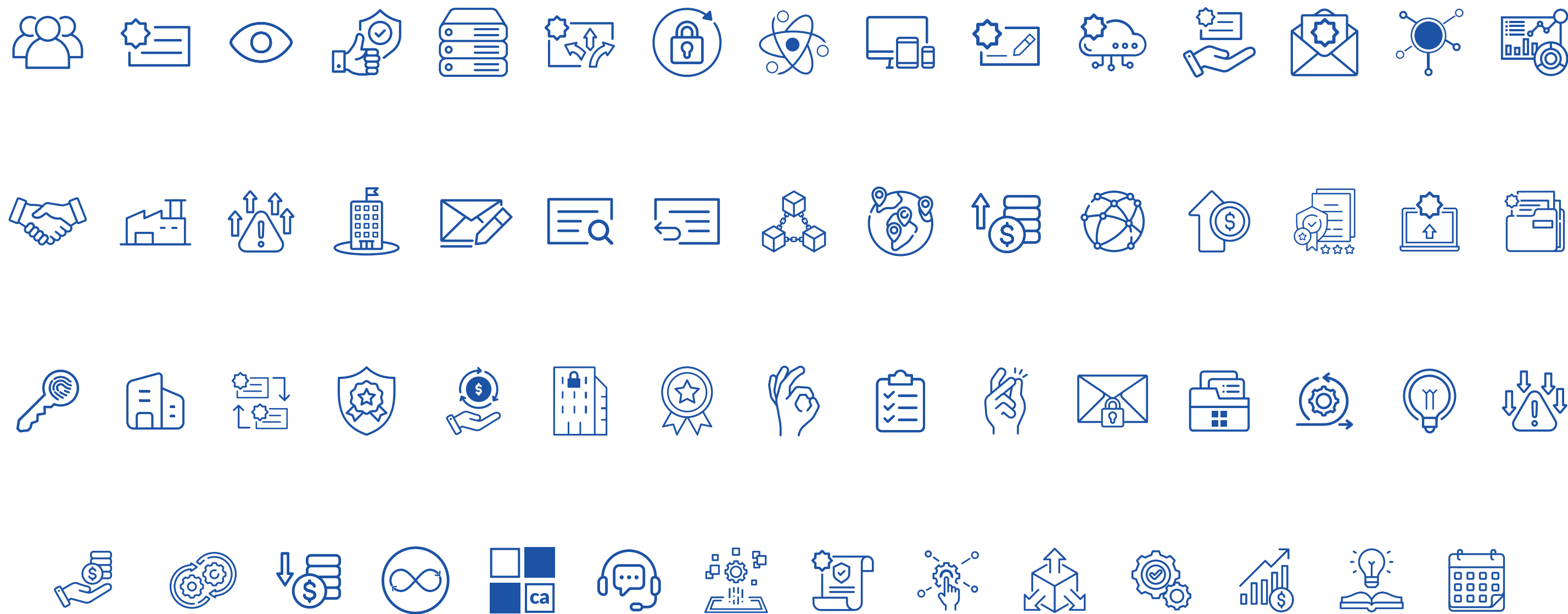
Sectigo’s icon library consists of custom-drawn icons that represent the most common topics in web security, as well as other commonly used symbols throughout Sectigo’s brand system.

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)



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.

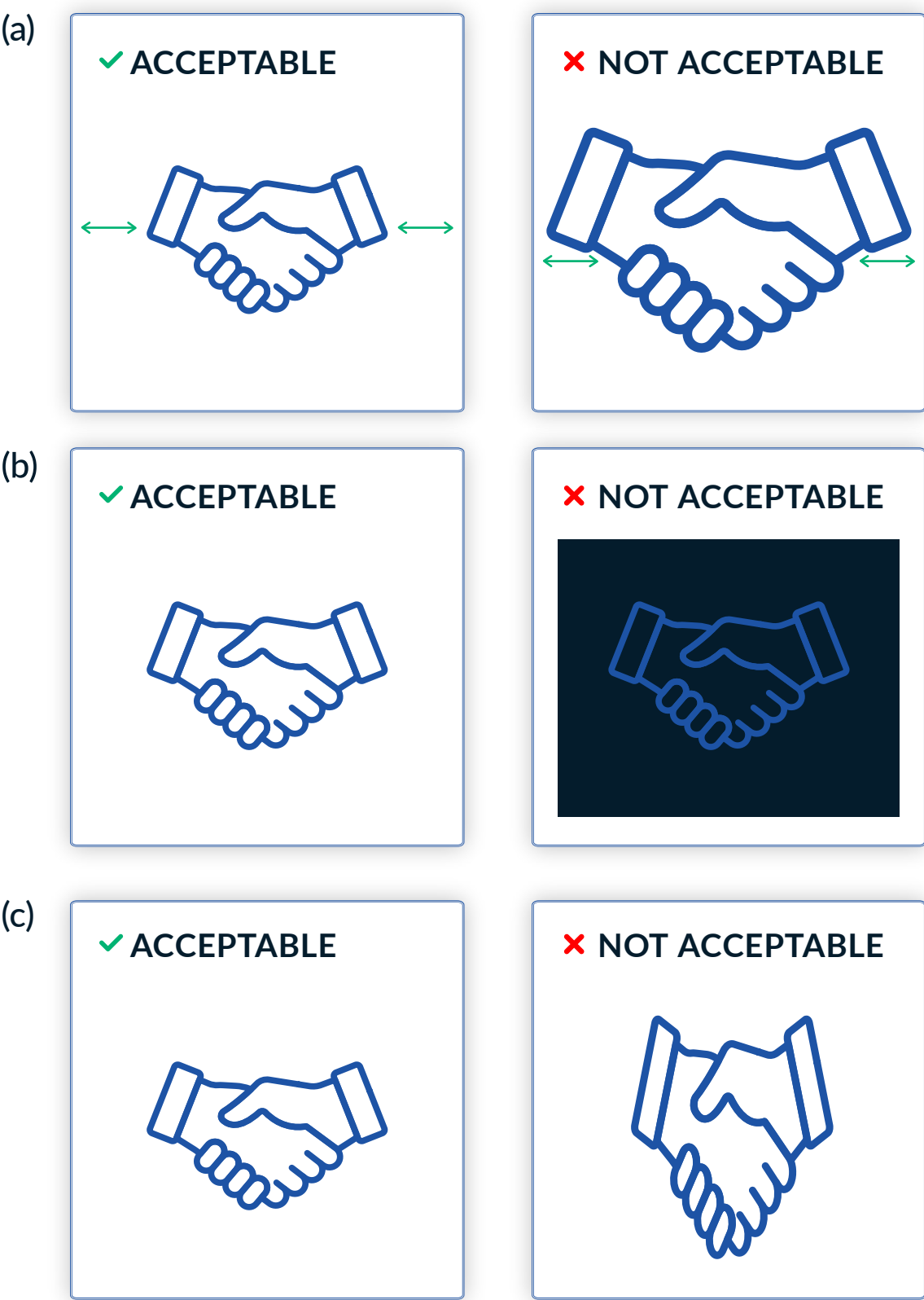
(c) Scaling

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.)



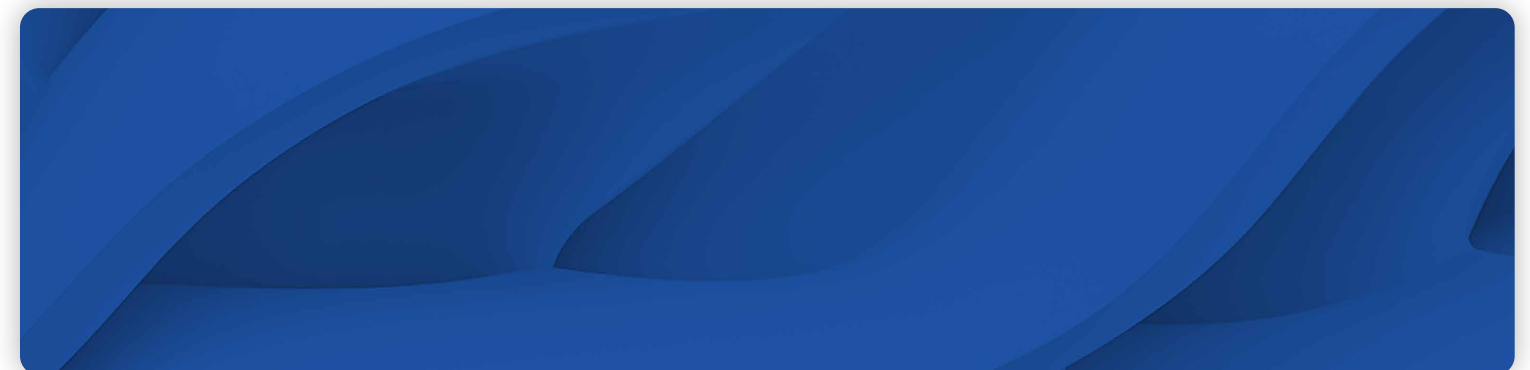
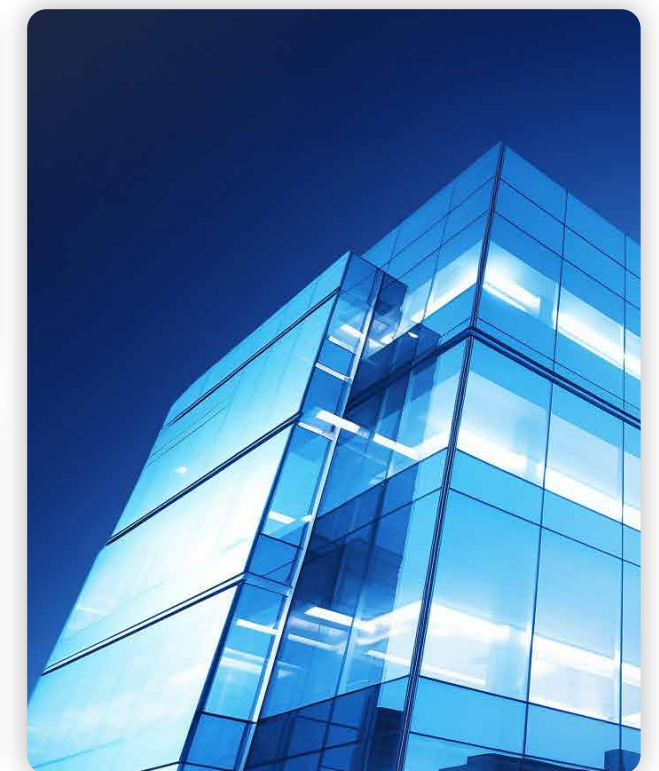
Photography

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

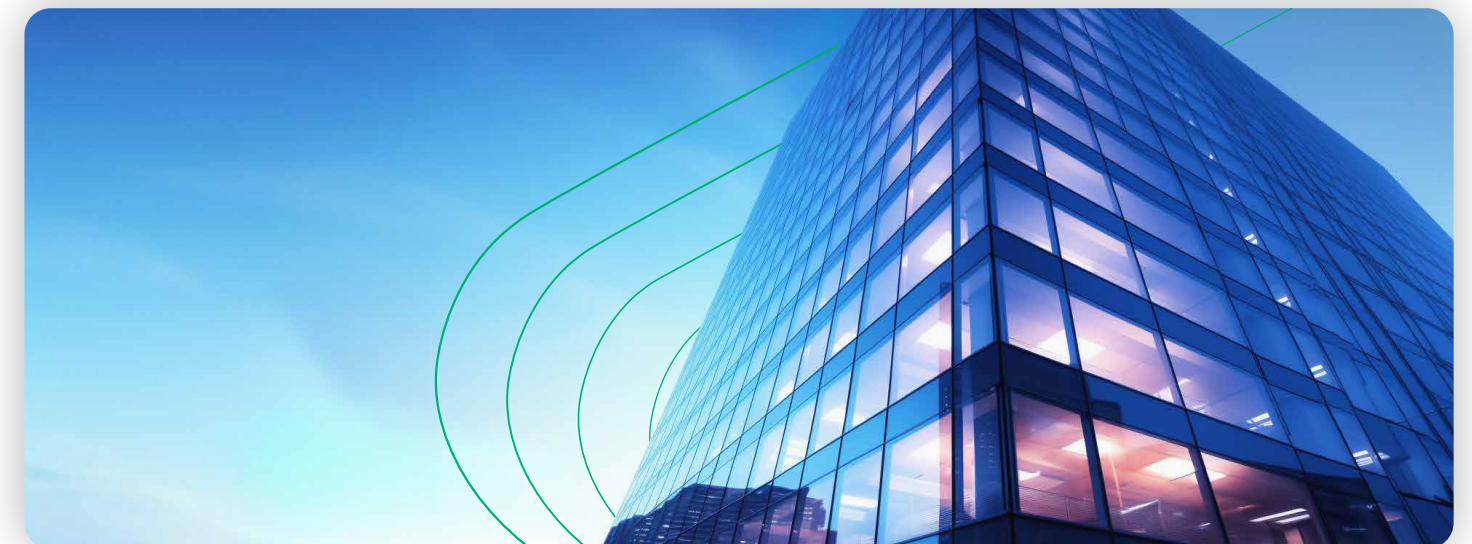
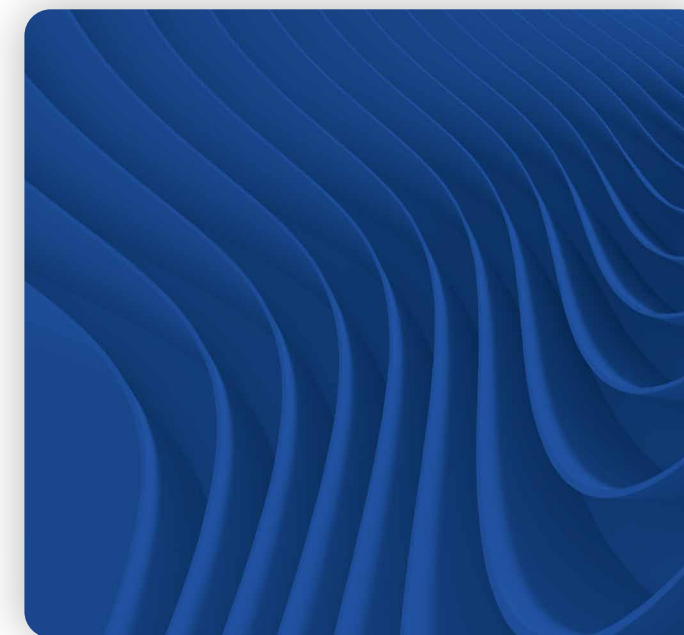
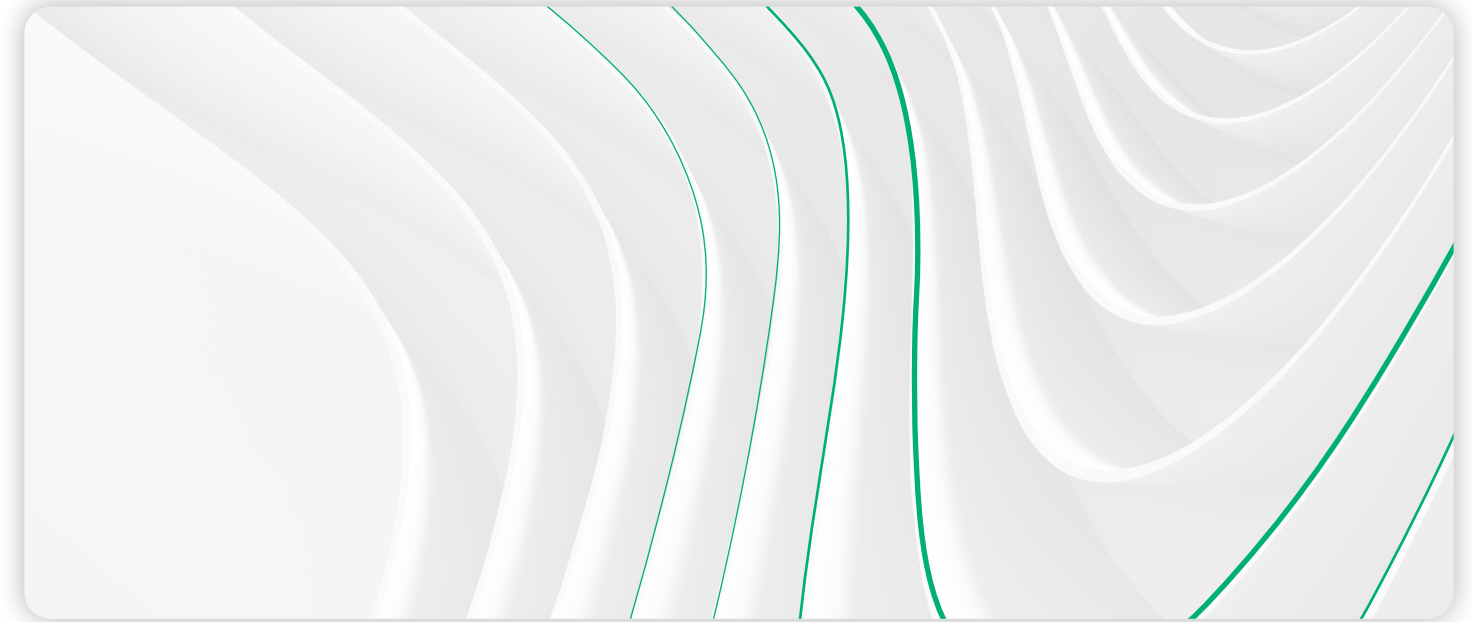
The photography used for the brand should only be shown with the unique styling applied.

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.



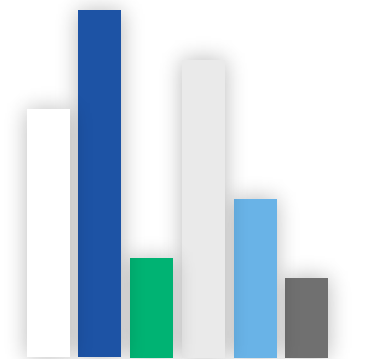
Tables and graphs

Tables and graphs should always be clean, organized, 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.

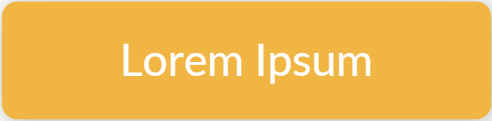
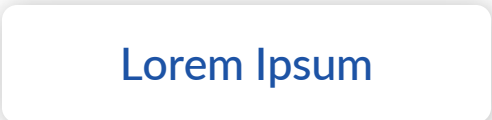
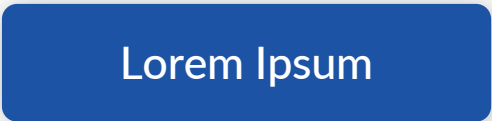
Lorem Ipsum Dolor Sit/Amet Crausius		
Lorem	Lorem	Lorem
Lorem Ipsum	Dolor Amet	Consectetur
Lorem Sit	Aenean	
Lorem Nam	Crausius Net	
Lorem Amet	Vivamus	Consectetur
Lorem Arcu	Duis Et Non	Consectetur
Lorem Morbi	Porta	Consectetur
Lorem Odio	Tellus Ut Viv	
Lorem Proin	Montes	
Lorem Ex Quis	Dapibus	Consectetur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

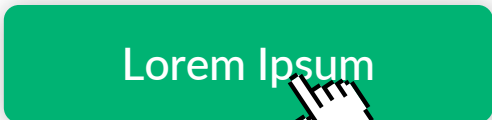


Web style guide

CTAs Inactive



CTAs Hover State



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.

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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 overuse conjunctions at the beginning of paragraphs

- ✗ **Examples:** Additionally, Importantly, And, However, But

Don't use too many pronouns

- ✗ **Examples:** This, that, the, these.

Avoid truism

- ✗ "Online threats are growing."

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

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PowerPoint

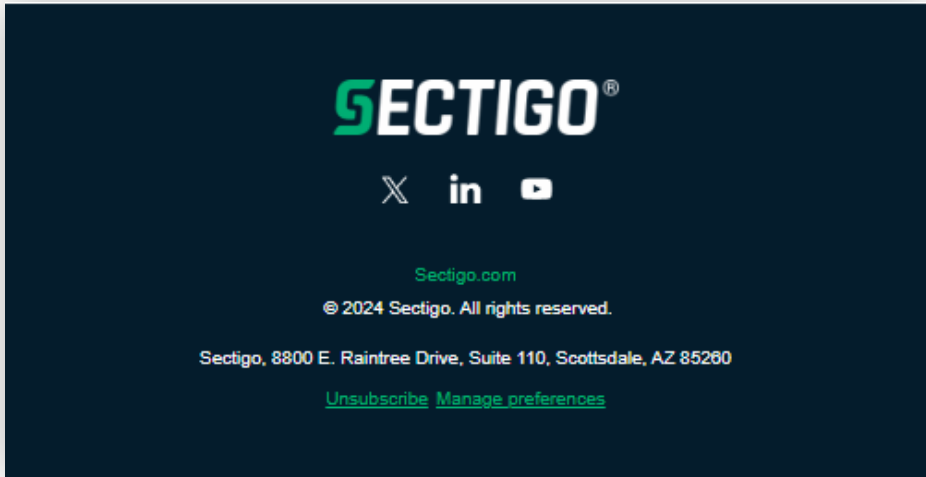


HTML emails

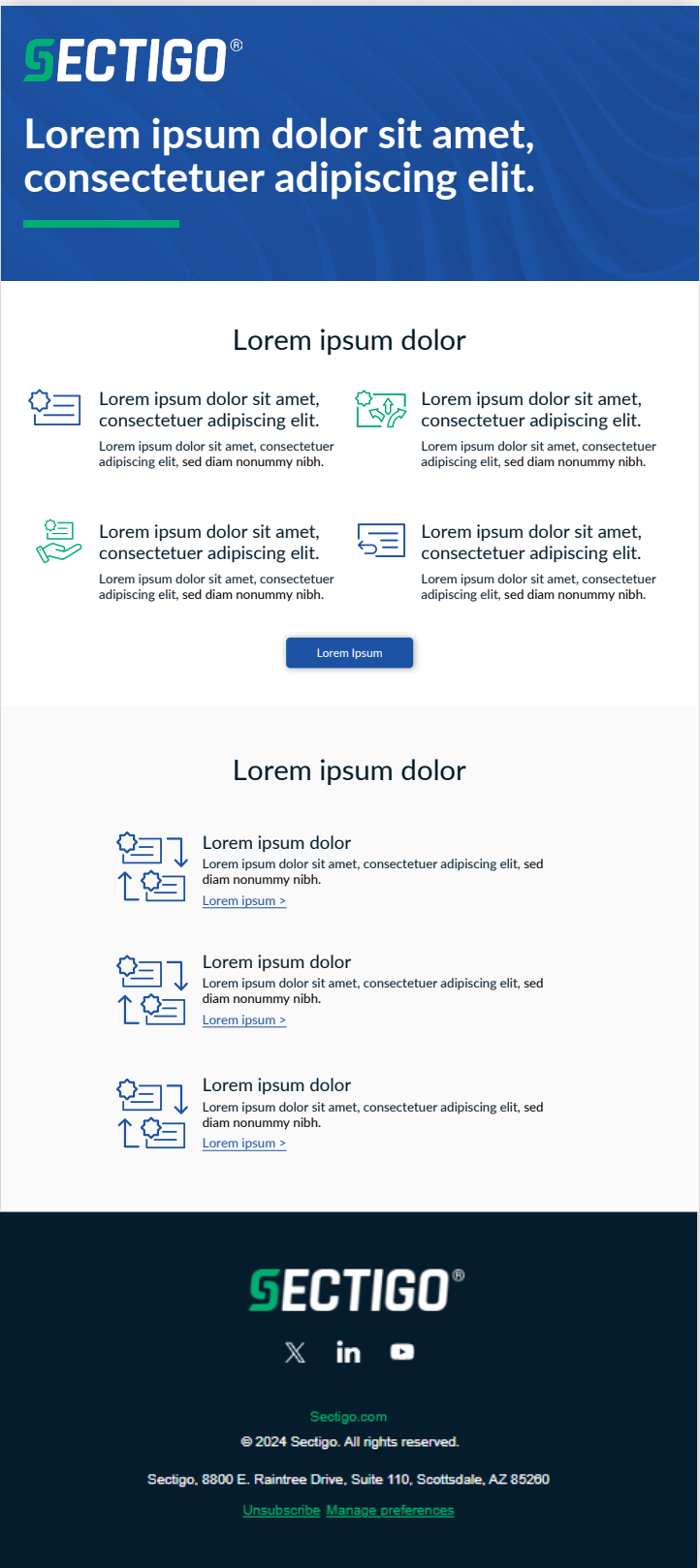
Header banner examples



Footer



Template example



Existing example



Datasheets



Datasheet

Simplify management.

Automate everything.

Avoid certificate outages.

SCM™ Pro

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A Certificate Lifecycle Management (CLM) for All

Sectigo Certificate Manager Pro is a comprehensive certificate lifecycle management (CLM) solution designed to empower web server administrators by automating the issuance, installation, and renewal of digital certificates via the ACME protocol. Say goodbye to manual processes and hello to streamlined certificate management with SCM Pro.

Partner with a leader

Sectigo extends protection from outages as Google and others move towards shrinking digital certificate duration. Its award-winning CLM solution delivers organizations of all sizes full visibility to all digital certificates with unparalleled automation in a single comprehensive cloud-native platform for all.



#1 CLM Usability
2024 CLM category winner G2 Grid



CLM Customer Value Leadership
2024 Frost & Sullivan award



Recognized as Best Company
2024 Comparably awards

Use cases

Explore real-world scenarios where SCM Pro transforms SSL/TLS management, providing automated solutions to common challenges faced by web server administrators.



Gain complete visibility:
Ever wondered where all your certificates are hiding? No more hunting through servers or spreadsheets. With SCM Pro, you can see them all in one place.



Automate certificate provisioning and renewal:
Tired of manually managing your DV certificates? Automatically provision and renew your public DV certificates, saving time and ensuring your website stays secure without any headaches.



Find rogue expiring certificates:
You can't manage what you don't know you have. Identify and address certificates at risk before they become a problem and cause costly outages.



Stay on top of expiry dates:
Don't let certificate expirations catch you off guard. Web browser mandates require shorter term certificates making it harder to keep track without timely notifications.



Optimize SSL/TLS management:
Why waste IT resources on tedious and redundant SSL tasks? With automation offload the heavy lifting of certificate management and focus on more critical business tasks.



Facilitate IT turnover:
Worried about what happens if your SSL/TLS expert leaves? Easily onboard and ramp up with an intuitive interface and guided workflows so you'll never miss a beat, even if your staff changes.

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Features

Unlock the power of an enterprise grade certificate lifecycle management (CLM) solution with features purpose built for all!

Complete discovery

- Cloud-Based tool:**
Eliminate the need for any type of installation and effortlessly locate all your public certificates from any location.
- Customized scheduling:**
Customize the time of your scans. Set up recurring scans daily, weekly, or monthly to ensure timely identification of expiring certificates.
- Various search parameters:**
Immediately and automatically identify certificates associated with your organization's IP addresses, host domains, and port configurations, minimizing the risk of missing critical certificates.

Complete management

- Automation via ACME:**
Automate certificate management tasks such as issuance, renewal, and revocation with SCM Pro's automation feature. Reduce manual effort and minimize the risk of human error with streamlined certificate lifecycle management.
- Control via manual management:**
Retain full autonomy and control over your certificate management processes with SCM Pro's manual management option. Enjoy the flexibility to manually handle certificate tasks according to your organization's policies and procedures.

Future-proof

- Certificates as a Service :**
Start our 30-day risk-free trial and immediately see value with the ability to issue unlimited DV certificates per domain. A completely self-service solution with no upfront costs and no commitments that offers continuous DV issuance and renewal to secure your business.

Benefits

- Know where your certificates are**
Without any installation find all your public certificates across different environments and avoid the risk of outages from overlooked certificates.
- Accelerate deployment**
Speed up the deployment of public DV certificates with SCM Pro's guided provisioning process. Certificate deployment has never been simpler, faster, or less complicated.
- Avoid certificate outages through automated renewals**
Your first setup will be your last by harnessing the power of automation with ACME. Lower the risk of service outages caused by expired certificates and error-prone human operations.
- Reduce IT workload with simplified workflows**
No more headaches from highly technical and complicated processes. By automating repetitive processes, you can reduce the burden on your IT team so they can focus on what they do best.



...We have been using Sectigo for almost two years and have been very happy with its ease of use... and how helpful it is in managing our SSL certificates. The process to configure the automation is simple..."

-SCM platform customer review on G2 Jan 2024

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Introduction

Corporate visual identity

Corporate messaging

Brand in action

39

Solution briefs



Effective certificate management
relies on enhanced discovery

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Digital certificates are everywhere

These small pieces of technology, powered by public key infrastructure (PKI), are the gold standard to secure and authenticate human and machine identities, and establish and maintain digital trust.

Certificates provide the strongest level of user and device authentication, underpin the security of the digital world, and are relied on by all technologies from the oldest to the newest, like blockchain and Web3.

Their ubiquity within a single organizational IT ecosystem can be staggering, being utilized to provide digital trust for everything from websites, applications, email messages, IoT devices, document signatures, mobile devices, and users.

The average IT ecosystem is more complex than ever and is often a mix of hybrid and multicloud infrastructures. As a result, organizations rely on increasing numbers of digital certificates to maintain digital trust. The number of digital certificates deployed in the average enterprise ecosystem can number thousands or tens of thousands. Each of these secures and authenticates critical internal and external processes.

For enterprise IT teams, the management of increasing numbers of digital certificates is a challenge. Those tasked with this important job know the importance of certificate discovery as the first step to proper management – after all, they cannot protect what they cannot see. As reliance on digital certificates increases, IT teams must have a seamless way to fully discover every single digital certificate deployed across an enterprise ecosystem or risk the ramifications of poor certificate management.



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O2, Ericsson, Cisco, Spotify, LinkedIn, Slack, Microsoft, SpaceX
Starlink, NASA. What does each of these companies have in common,
apart from being well-recognized and trusted by millions?



Every single one of them, and many more besides, have suffered costly outages as a direct result of an unexpected digital certificate expiry - in some cases affecting millions of customers, causing cascading sets of failures across the technology ecosystem and sometimes resulting in data breaches.

For modern IT teams, discovery must be the foundation of every certificate management solution, to avoid falling foul of unexpected expiry and the consequences that result.

The problem is that digital certificates don't live in just one place; they're distributed in significant numbers across web servers, load balancers, firewalls, containers, and multi-cloud environments causing management and visibility complications. The challenge for IT teams is to discover them. All of them.



97%

97% of organizations claim that
lack of visibility is a risk¹

Comprehensive visibility is critical

Market-leading Certificate Lifecycle Management (CLM) platforms enable an automated and continuous discovery process to search for and discover all certificates deployed across an enterprise IT ecosystem, as well as proactively ensuring that certificates are provisioned to align with company policies.

This is where organizations that rely on manual discovery and monitoring of increasing numbers of certificates, of different types, and from multiple origins, begin to struggle.

When someone changes their name or leaves the company, when a machine is disposed of, or when a cryptographic algorithm is compromised, IT teams must quickly find and revoke those certificates in a sea of other certificates.

Today's IT ecosystems are vast and interconnected. For those managing the lifecycle of digital certificates in an ecosystem, getting it wrong, or failing to discover all digital certificates deployed in an ecosystem can have far reaching consequences.

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Product briefs



Product Brief

Simplify management.

Automate everything.

Avoid certificate outages.

SCM™ Pro

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SCM™ Pro

Simplify management. Automate everything.

Avoid certificate outages.

Introduction

Are you tired of navigating the chaos of juggling SSL certificates and all the tasks related to them? Forgotten or expired certificates not only pose security risks, but can also lead to outages, damage brand reputation, and erode customer trust, impacting sales. If you oversee certificate management, you are likely familiar with the technical challenges and time-consuming tasks involved. Without a centralized system in place, keeping track of these certificates becomes a daunting task. You find yourself juggling between spreadsheets, manual renewal processes, and disparate tools, all while trying to ensure timely updates and compliance with best practices.

Today's certificate management challenges are real

- Dealing with the increasing number of certificates**
As organizations extend their online presence, the number of SSL certificates they administer grows dramatically. Compounded by the fact that web browsers require shorter certificate life terms, manual processes don't scale, resulting in increased administrative complexity, a larger chance of errors or oversights, and a greater likelihood of unexpected outages.
- Struggling with limited visibility**
Maintaining an accurate inventory of SSL certificates is essential for effective management and compliance. However, manual tracking methods often lack visibility and real-time updates, making it challenging to identify and address potential issues such as expiring certificates or vulnerabilities.
- Navigating complex configuration processes**
The intricacies of SSL certificate management, including certificate issuance, installation, and validation, require specialized knowledge and expertise. Without a clear understanding of these processes, IT administrators may find themselves grappling with technical complexities and inefficiencies.
- Juggling diverse SSL certificates**
Managing a multitude of SSL certificates from different vendors can quickly become overwhelming. Each certificate has its own set of requirements and expiration dates, making it difficult to maintain consistency and track renewals effectively.
- Ensuring timely renewals without outages**
Manual renewal processes rely heavily on human intervention, leaving room for oversight and missed deadlines. Without automated reminders or notifications, IT administrators may struggle to renew certificates on time, putting their organizations at risk of service disruptions and security breaches.

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Sectigo Certificate Manager Pro

In a world where SSL management is often complicated, Sectigo Certificate Manager (SCM) Pro stands out as a beacon of simplicity. We believe that managing public Domain Validated (DV) certificates should be easy, and SCM Pro is a Certificate Lifecycle Management (CLM) solution designed with that belief at its core. Take control and elevate your public DV certificate management game with effortless continuous SSL from SCM Pro and reap its CLM benefits.

Key Benefits:

- Automation:**
SCM Pro automates the entire SSL certificate lifecycle, from issuance and installation to renewal. Say goodbye to manual processes and hello to streamlined efficiency.
- Ease of use:**
With SCM Pro, complex SSL management tasks are simplified into intuitive workflows and user-friendly interfaces. No more technical headaches or steep learning curves.
- Total visibility:**
Gain complete control and visibility over your SSL certificate inventory with SCM Pro's centralized dashboard. Track certificates, receive alerts, and generate reports with ease.
- Certificates as a Service:**
Obtain an unlimited number of public DV certificates, implement proactive monitoring, and automate management capabilities to ensure continuous digital uptime and business critical operations. Leave behind the disruptions of the past and step into the future with peace of mind.

A closer look at SCM™ Pro

The SCM Pro advantage

Enterprise grade features accessible to all

Sectigo Certificate Manager Pro is not just another tool; it is a feature-packed solution designed to empower server administrators across businesses of all sizes. Whether you are managing a handful of digital certificates for a small-medium sized business or wrangling a double-digit count for an ecommerce giant, SCM Pro equips server administrators with advanced features and innovative technology to deliver seamless SSL management.

- Complete certificate discovery:**
Find and list your entire public certificate inventory within seconds with critical status data, including expiration dates, validation status, and associated domains.
- Automated management:**
SCM Pro allows you to leverage ACME (Automatic Certificate Management Environment) standard protocols to automate public DV certificate issuance, installation, and renewal processes, reducing the risk of errors and ensuring timely compliance.

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Case studies



Case Study

Vendor Consolidation

Organizations worldwide are increasingly focusing on vendor consolidation as an essential strategy to harness the full potential of automation, digital certificates, and digital security. By streamlining vendor relationships, organizations can achieve enhanced efficiency, improved security, reduced complexity, and in some cases substantial cost savings.

Businesses of all sizes should take advantage of consolidation through outsourcing to service providers. Regardless of the attack surface, the need to outpace demand and stay cybersecure while maintaining comprehensive security controls presents resourcing challenges many cannot sustain. Consolidating vendors provides an opportunity to improve overall security posture, be more cost effective, and reduce risk exposure, while simultaneously maximizing the fixed digital security budget.

Businesses must recognize the symbiotic relationship between automation, digital security, and vendor consolidation. When managed effectively, these elements can propel organizations towards greater success and resilience in the ever-evolving digital landscape. You can't secure what you can't understand, and working with multiple tools when one does it all introduces risk unnecessarily.

Consolidation isn't just about saving money

Vendor consolidation:

- Minimize security gaps
- Automate by simplifying processes
- Reduce costs
- One platform with a single interface
- Reduce operational complexity
- Improve security and risk posture
- Maximize fixed digital security budget

75%

Systems must be efficient and integrated rather than point security products, and Gartner (2023) found that 75% of organizations are pursuing vendor consolidation strategies, up from 29% in 2020, to put together platforms with universal coverage.



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"The worst enemy of security is complexity."

Bruce Schneider

Organizations currently pursuing a security vendor consolidation

2020

29% Pursuing consolidation

71%

n = 391; all respondents, excluding "don't know"

Q. Does your organization have plans to pursue a vendor consolidation strategy?

Source: 2020 Gartner Security & IAM Solution Adoption Trends Survey
774696_C

2022

25%

75% Pursuing consolidation

n = 418; total

Q. Are you currently pursuing a security vendor consolidation strategy?

Source: 2022 Gartner CISO: Security Vendor Consolidation XDR and SASE Trends Survey

Gartner

Sectigo Certificate Manager

Sectigo Certificate Manager (SCM) provides companies with a tool that not only fully automates digital certificate lifecycles and streamlines certificate operations, but also acts as a consolidation and cost-saving tool. It is a universal platform purpose-built to manage digital certificate lifecycles to secure every human and machine identity across an enterprise, all from a single interface.

SCM automates the issuance and management of certificates, alongside those from other publicly trusted Certificate Authorities (CAs) and private CAs, including Microsoft AD CS, Google Certificate Authority Service, and AWS Private CA. It delivers a single management system with the ability for businesses to set permissions and multiple user accounts—allowing for various departments to have full control of their certificate process. Through this streamlining, companies are given more insight into budgeting and overall management.

Whilst automation and the benefits of simplifying and modernizing processes may be the initial drawcard for IT teams, the ability to consolidate from multiple vendors into one CA agnostic platform further incentivizes teams to make the switch.

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Benefits of Sectigo Certificate Manager



Streamlines lifecycle administration with rapid enrollment, approval, issuance, revocation and renewal of all SSL certificates from any CA



Auto Discovery feature imports all existing and future SSL certificates (even for different vendors) on company websites and internal networks



Configurable email alerts to receive notifications about certificate requests and upcoming expiration notices



Flexible and reliable system for digital certificate issuance and lifecycle management



Automates and centralizes the management of cryptographic keys



Ensures no unexpected certificate expiration via a detailed notification process



Cloud-based solutions for ease of use and management



Expert technical assistance



Real-time status checking



50+ integrations with leading technology providers



Same-day expiration reissuance

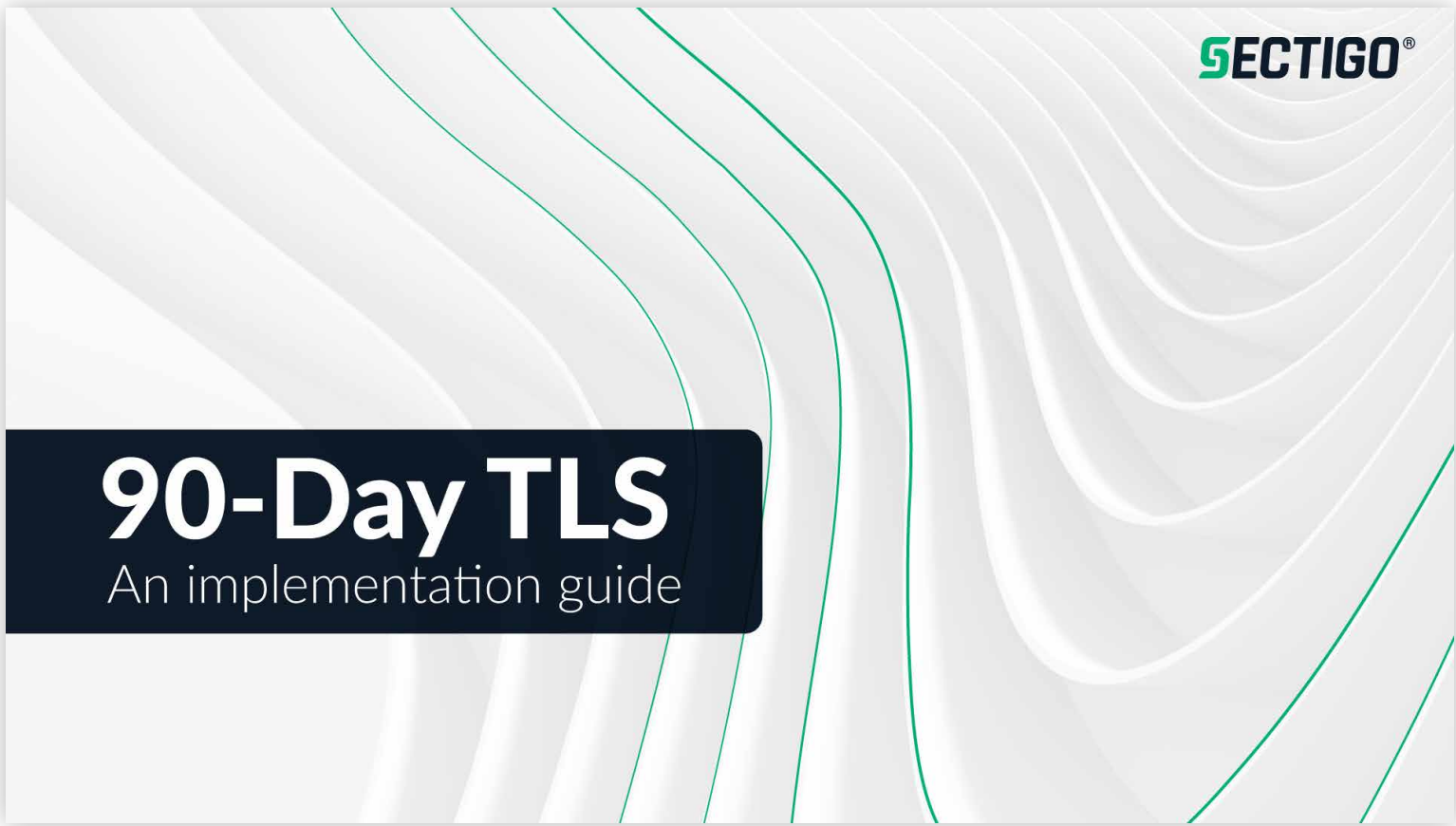
About Sectigo

Sectigo is a leading provider of automated Certificate Lifecycle Management (CLM) solutions and digital certificates - trusted by the world's largest brands. Its cloud-based universal CLM platform issues and manages the lifecycles of digital certificates issued by Sectigo and other Certificate Authorities (CAs) to secure every human and machine identity across the enterprise. With over 20 years establishing digital trust, Sectigo is one of the longest-standing and largest CAs with more than 700,000 customers. For more information, visit www.sectigo.com.



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Whitepapers / ebooks



Business card



Letterhead

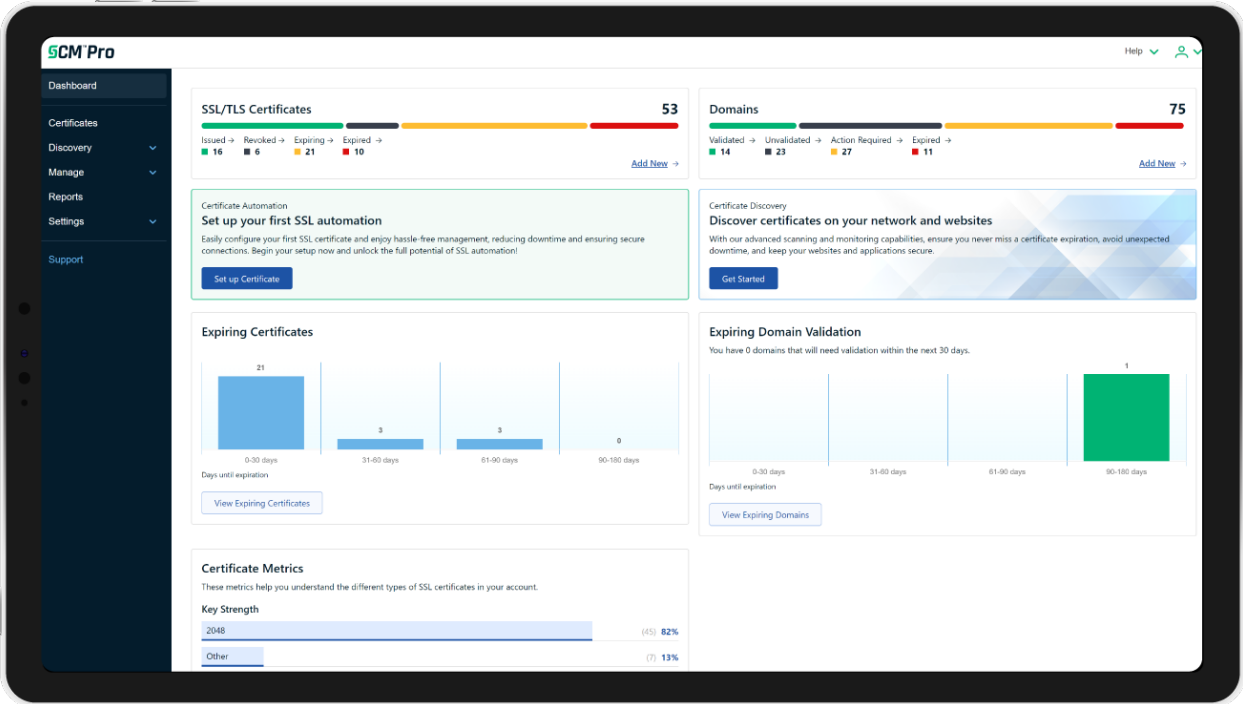
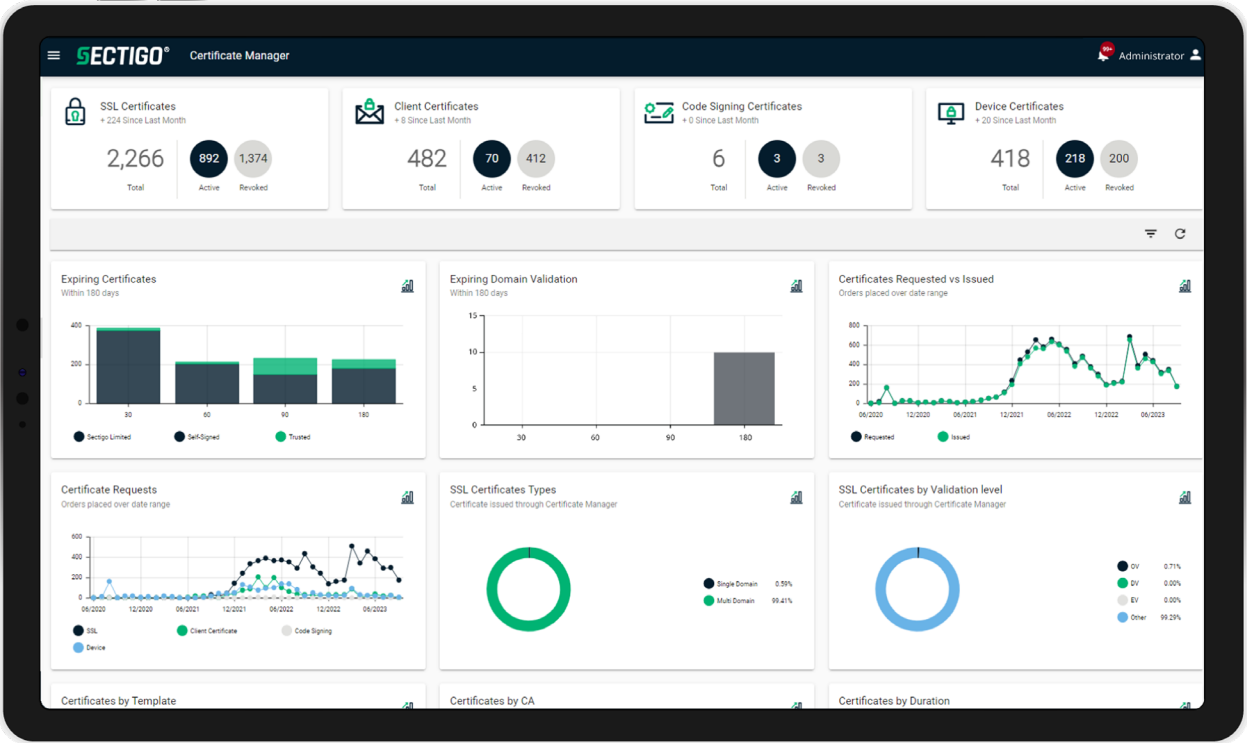


UI screenshot treatment

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





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

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