

# Brand Guidelines

## Introduction

Welcome to the Sectigo Visual Identity Guidelines. This document is your essential resource for understanding and implementing our brand's visual language.

Inside, you'll find the core elements of our identity—from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

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# Brand Overview

# Brand Manifesto

## **Digital certificates are invisible, until they aren't.**

They sit behind every secure connection and every authenticated interaction that simply works as it should.

Sectigo exists to keep it that way.

We've helped define the modern certificate ecosystem, from our roots as a trusted Certificate Authority to the trust we hold across the browser community and standards bodies like the CA/Browser Forum. Today, a vast share of the world's internet transactions depend on certificates we issue and manage.

From small businesses and ambitious startups to global brands shaping entire industries, organizations depend on Sectigo to keep their infrastructure running reliably. Our technology and customer support rank among the best in the sector, helping customers stay secure, compliant, and confident in the systems they run.

The challenge now isn't trust alone. It's scale.

Certificate lifespans are shrinking. Infrastructure is expanding. Manual oversight can't keep pace. Intelligent automation must step in and prove its value immediately.

Sectigo Certificate Lifecycle Management (CLM) deploys quickly and automates the full lifecycle (issuance, deployment, renewal, and revocation) from the start. One platform bringing public and private certificates into clear view without introducing new complexity.

This brand mirrors that philosophy. Light instead of loud. Organized instead of cluttered. A visual language with just enough unexpected wit to make the invisible visible.

Serious engineering, presented without drama.

Sectigo Life Cycle Management,  
simplicity at scale.

# Tone of Voice

Sectigo communicates with clarity and composure. Our role is to make a complex, fast-moving category feel understandable.

Where the category often leans into urgency and technical noise, Sectigo brings calm and structure.

We are knowledgeable without being intimidating and human without becoming casual. Reading our content should feel ordered and considered.

## When we speak to inspire

Awareness campaigns, brand moments, trade shows.

In brand-building contexts, we aim to create memorability and curiosity. The writing works closely with imagery and design. Headlines are succinct and assured, leaving space for the visual system to carry meaning. The tone is:

**Calm but imaginative**

**Light, not loud**

**Assured, never dramatic**

**Distinctive without being gimmicky**

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We avoid cyber clichés and fear-based language. Rather than amplifying risk, we convey control.

**Invisible, in the best way.**

**Perfectly organized, at any scale.**

**Quietly taking care of everything.**

**Steady by design.**

## When we speak to inform

Mid–lower funnel content (Website, ebooks, sales materials etc).

In evaluation contexts, clarity is the priority. The writing is structured and focused on practical value. Technical depth is welcome when necessary, delivered in an accessible and organized way.

The tone is:

**Direct**

**Structured**

**Outcome-led**

**Precise**

We explain what the platform does, how it works, and why it matters. Sentences are straightforward and arguments are logically built. The reader should feel confident in both the solution and its impact.

Competence is demonstrated through clarity.

**Instead of:** “Leverage a comprehensive certificate orchestration ecosystem...”

**We write:** “Discover, issue, automate, and renew certificates across every team and environment.”

**Instead of:** “Mitigate future quantum vulnerabilities through forward-looking cryptographic modernization...”

**We write:** “Prepare for shorter lifespans with automation designed for continuous change.”

Logo

# Logomark

Logo

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.





## Logo on White

Logo

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



## Logo on Primary

Logo

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



## Logo on Secondary

Logo

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



## Minimum Size

Logo

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.



### Logomark

Print: 10mm  
Digital: 50px



### Full Logo

Print: 50mm  
Digital: 150px

# Clearspace

Logo

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.



## Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.

Logo



# Logo Misuse

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.

Logo



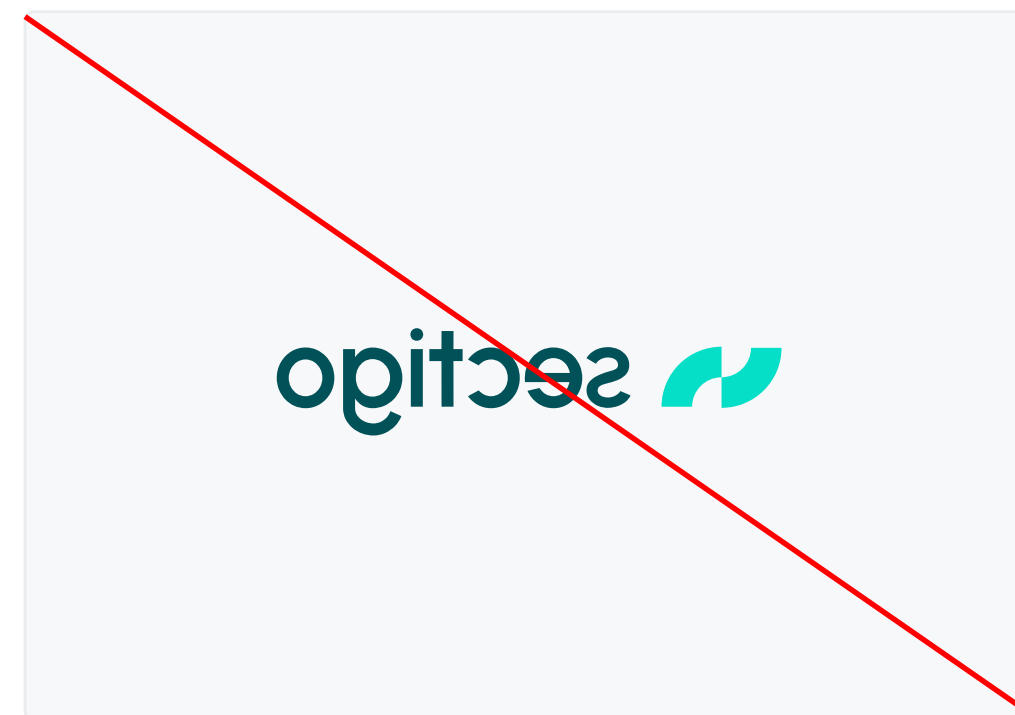
DO NOT STRETCH THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD CONTAINERS



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO

**Colors**

# Color Palette

Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary, and tertiary colors.

Primary colors form the foundation of our brand, while secondary, tertiary and custom shades provide flexibility for a vibrant and dynamic visual language.

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**Primary**  
Forest

HEX #015258  
RGB 1, 82, 88  
CMYK 90, 0, 40, 65  
PANTONE 7721 C

**Custom shades**

**Primary**  
Spearmint

HEX #06DFC7  
RGB 6, 223, 199  
CMYK 75, 0, 40, 0  
PANTONE 3265 C

**Custom shades**

30

**Secondary**  
Off White

HEX #F3F2EA  
RGB 243, 242, 234  
CMYK 6, 4, 10, 0  
PANTONE Cool Gray 1 C

**Custom shades**

10

**Tertiary**  
Coral

HEX #FF9479  
RGB 255, 148, 121  
CMYK 0, 50, 50, 0  
PANTONE 1635 C

**Custom shades**

**Tertiary**  
Scout

HEX #7FA9B4  
RGB 127, 169, 180  
CMYK 55, 20, 25, 0  
PANTONE 5503 C

**Custom shades**

**Secondary**  
Off Black

HEX #333132  
RGB 51, 49, 50  
CMYK 0, 0, 0, 100  
PANTONE Black 3 C

**Custom shades**

**Typography**

## Typeface

Our brand typefaces are clean, modern, and highly legible letterforms reflecting our brand's personality: confident, clear, and approachable.

These versatile font families are used across all brand communications to create a consistent and unified typographic voice.

### Backup font

If these fonts are unavailable, use Arial.

## Typography

**Urbanist - Bold**

**DM Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+=;'<>.,/?

## Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

### Typography

Header: Urbanist - Bold

# Keep it Short & Catchy

Sub-Header: DM Sans - SemiBold

## Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Body Text: DM Sans - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Annotations: DM Sans - SemiBold

**Visit the website to learn more**

Buttons / CTAS: DM Sans - SemiBold

**Learn more**

# Visual Elements

# Brand Patterns

The brand patterns are a unique graphic element used to add texture and visual interest.

Apply as a background or accent to reinforce our brand identity in a subtle, engaging way.

Visual Elements

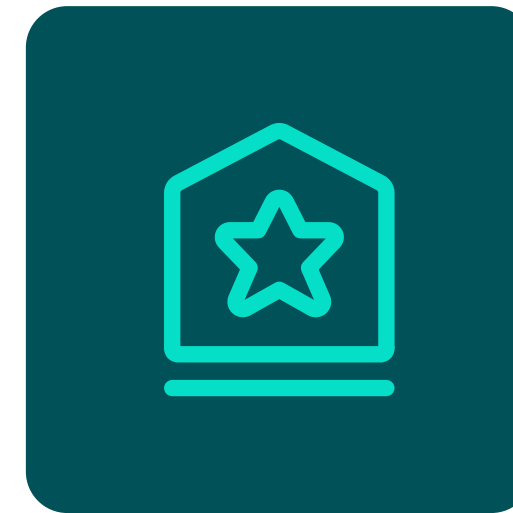
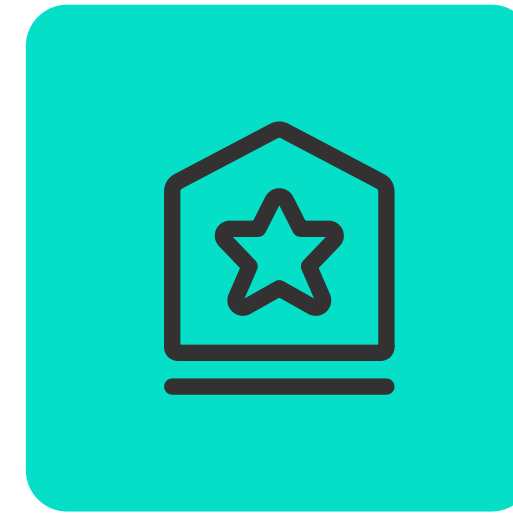


# Icons

Our icon set is designed for clear and simple communication. The consistent visual style ensures a cohesive look across all platforms.

Use them to enhance usability and guide users.

Visual Elements

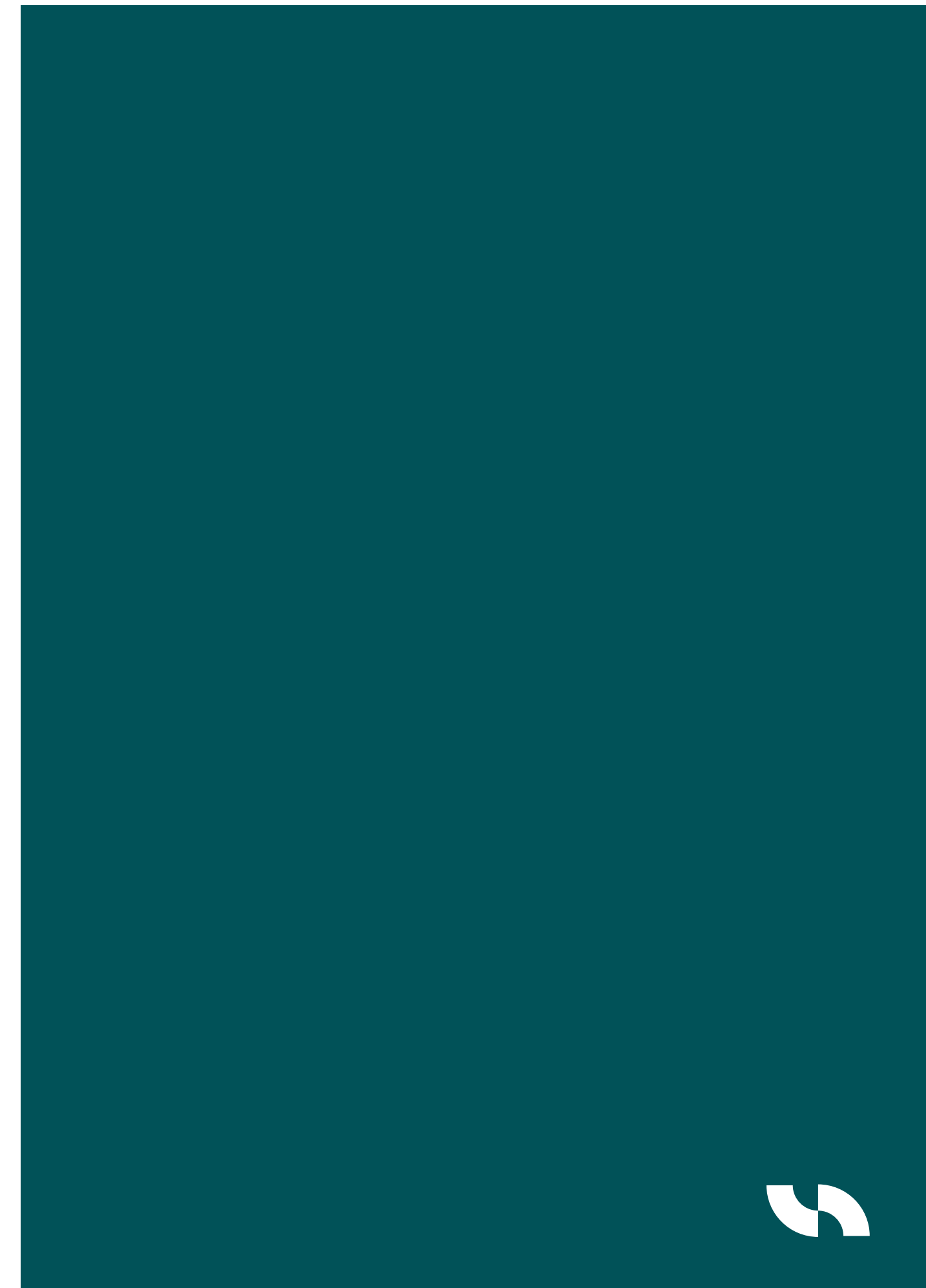


# Corporate Assets

# Reports

Use the official templates for all internal and external documents. This ensures professional communications are consistent and always on-brand.

Corporate Assets



# Business Card

Corporate Assets

Our business card is a key brand touchpoint. The design uses a clean layout and our core brand elements to make a professional and memorable impression.

## Print production

CMYK

400gsm

85 x 55mm (approx size)



**Images**

# Image Directions

## Images

Overall our imagery should feel:

**Slightly surreal**   **Dryly humorous**   **Unexpected**

### 1. Slightly surreal

Wes Anderson-Inspired Composition. A visual style defined by symmetry, controlled color palettes, and carefully staged scenes that evoke a nostalgic, cinematic quality.

### 2. Dryly humorous

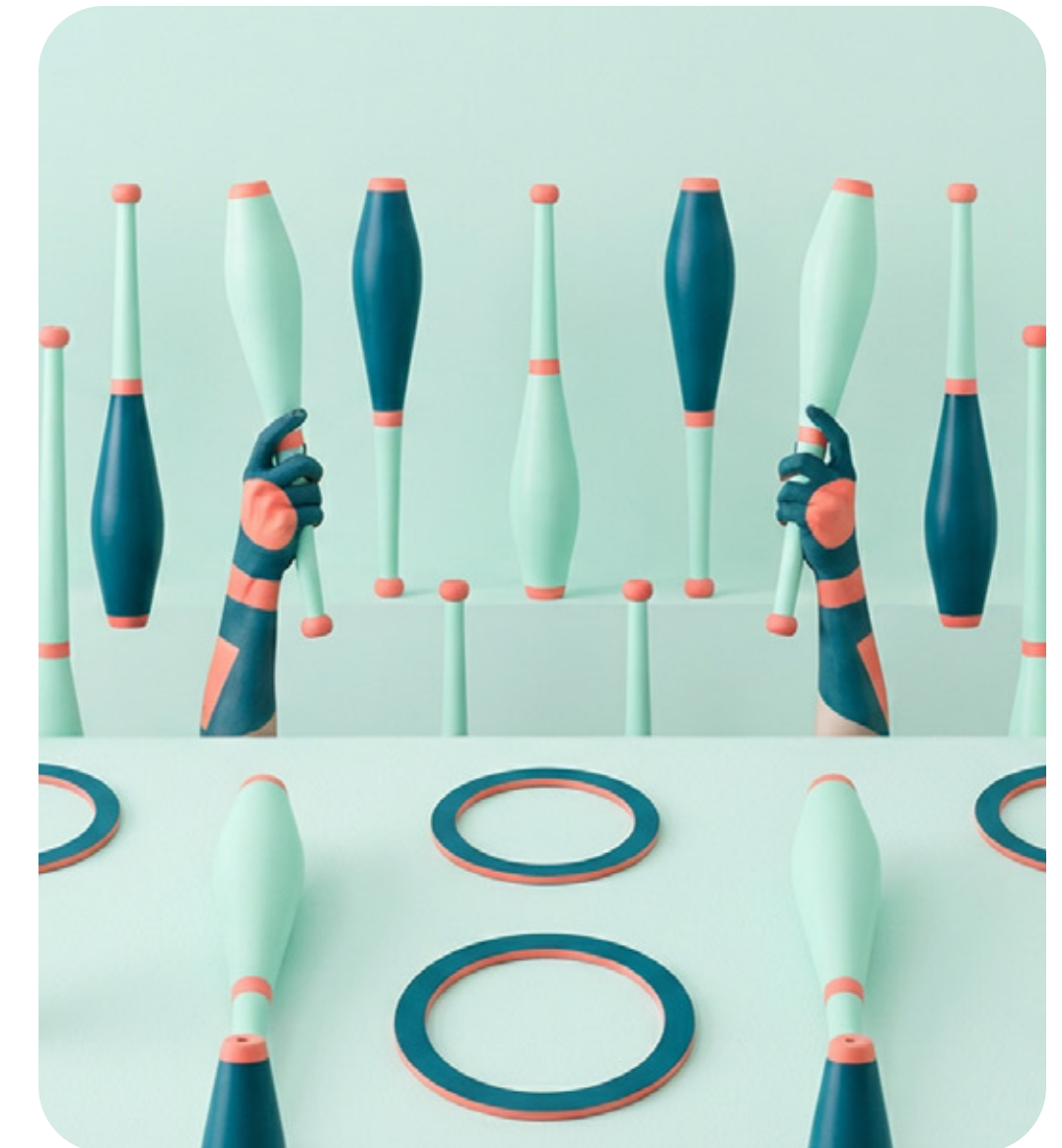
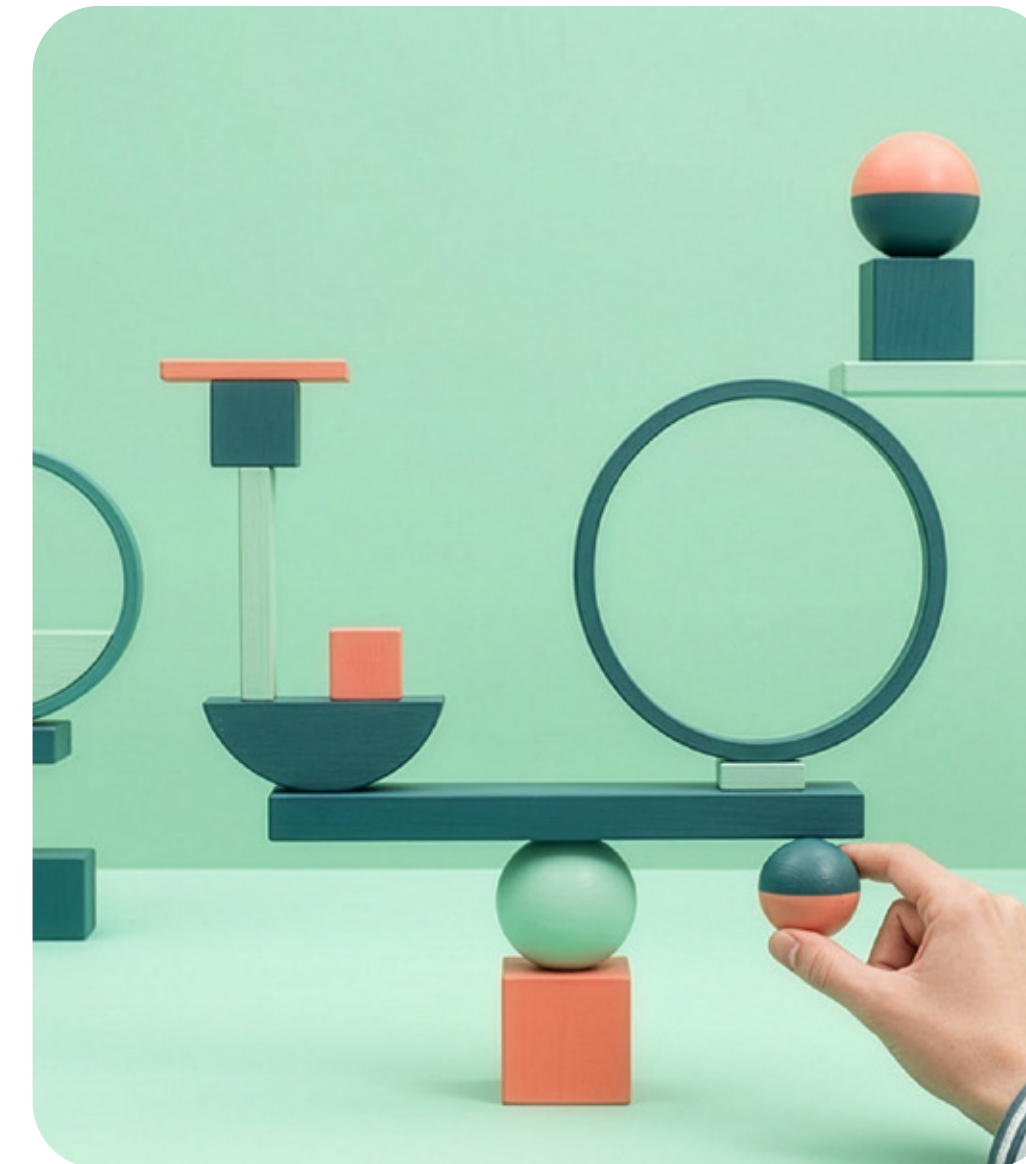
Humor or visual interest created through slightly odd or peculiar details within an otherwise normal scene. The goal is intelligent visual wit, not slapstick comedy.

### 3. Unexpected

A visual twist or disruption that breaks the normal logic of a scene. The unexpected element should feel surprising but deliberate.

### AI base prompt

Create a cinematic shot using (015258) and (06dfc7) for main highlights. The scene needs to show some part of a human but they are placed unexpectedly inside the scene, whilst hiding in plain sight. The theme for this is "Hiding in plain sight, quietly taking care of everything" The background is meticulously organized and symmetrical. The lighting is flat and even (high-key lighting), with a vibrant, pastel color palette dominated by 015258, mint greens and ff9479 subtle highlights. Sharp focus throughout the image. 4K resolution, photorealistic, ultra-detailed, sharp focus, high-definition, 8k texture, sharp, crisp.



# Illustration Directions

Used to decorate and draw focus as a supporting detail.

## AI Generated outlines

Illustrations are generated using AI text to image generators. Below is a base prompt to start the process but re-prompting will be necessary to get specific results. Image then converted in Illustrator to vectors and color added.

Fig. 1 as reference to create Fig. 2

## AI base prompt

From this reference create a series of 2 other illustrations. Keep it quirky and slightly bizarre. Showing something representing a window of opportunity, Very clean illustration and minimal, not busy detailed and cluttered. Avoid the cliché of using 'O' and 'I' s and locks. Don't use a human, be creative. Use symmetry and balance in the composition. Then remove reference image.

## Images

Fig. 1

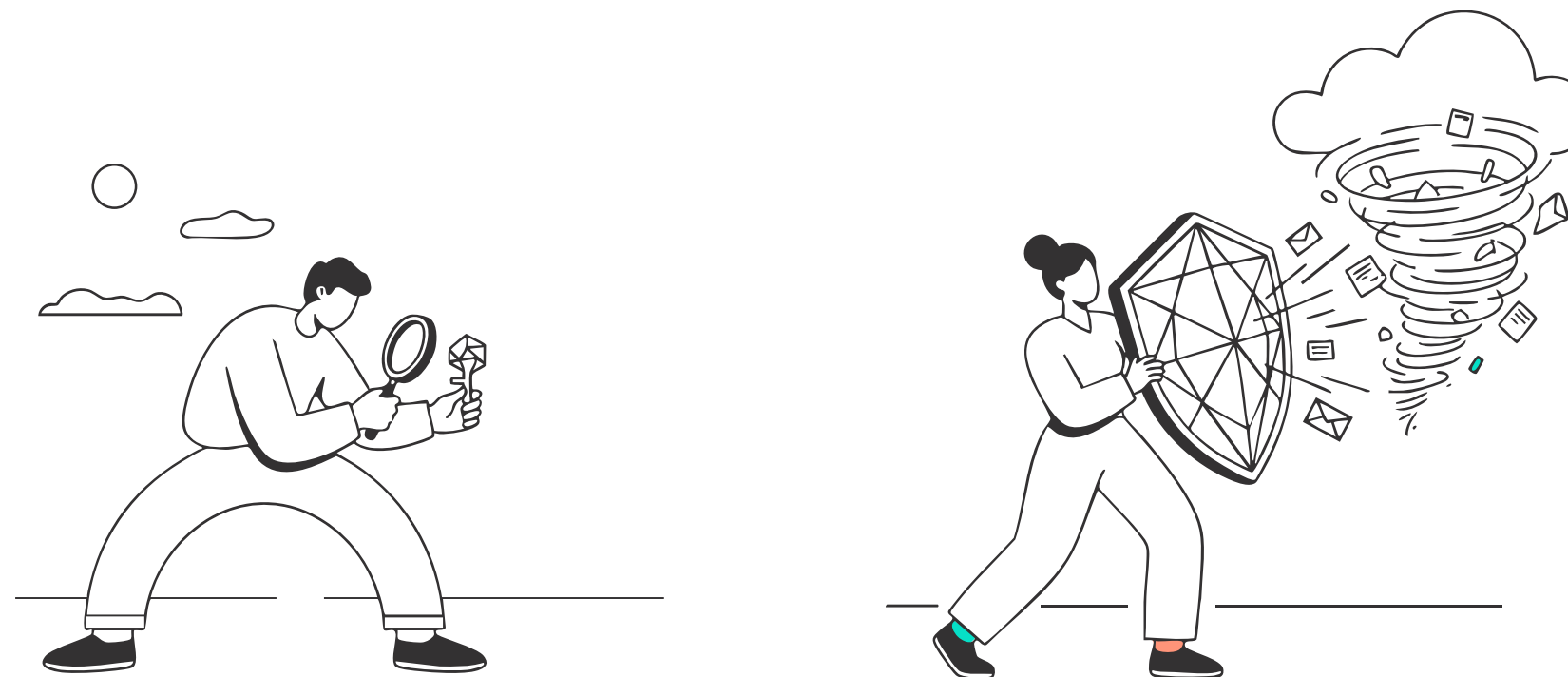
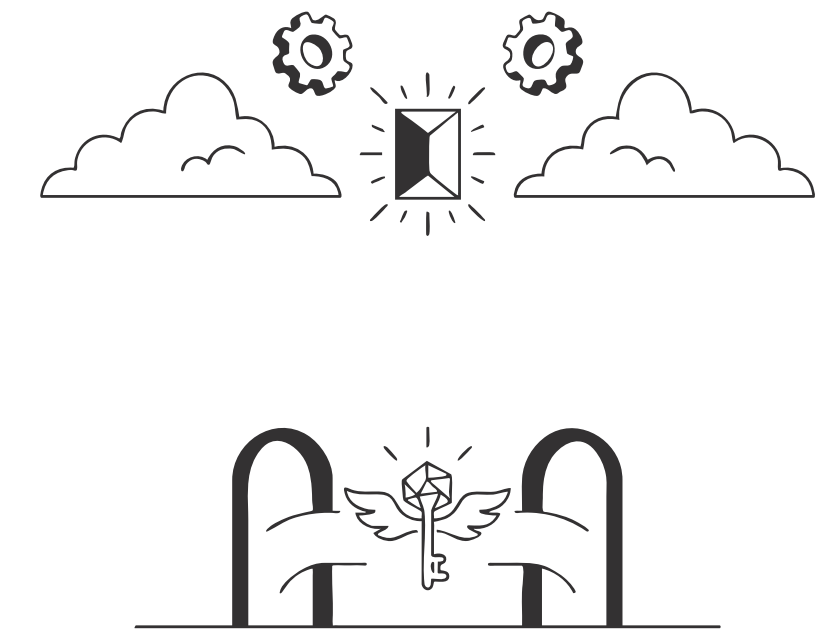
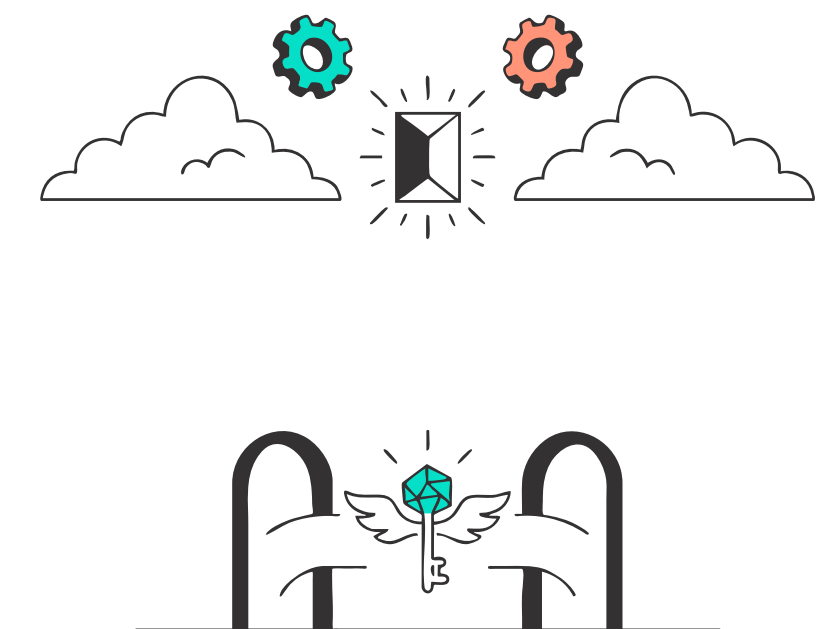
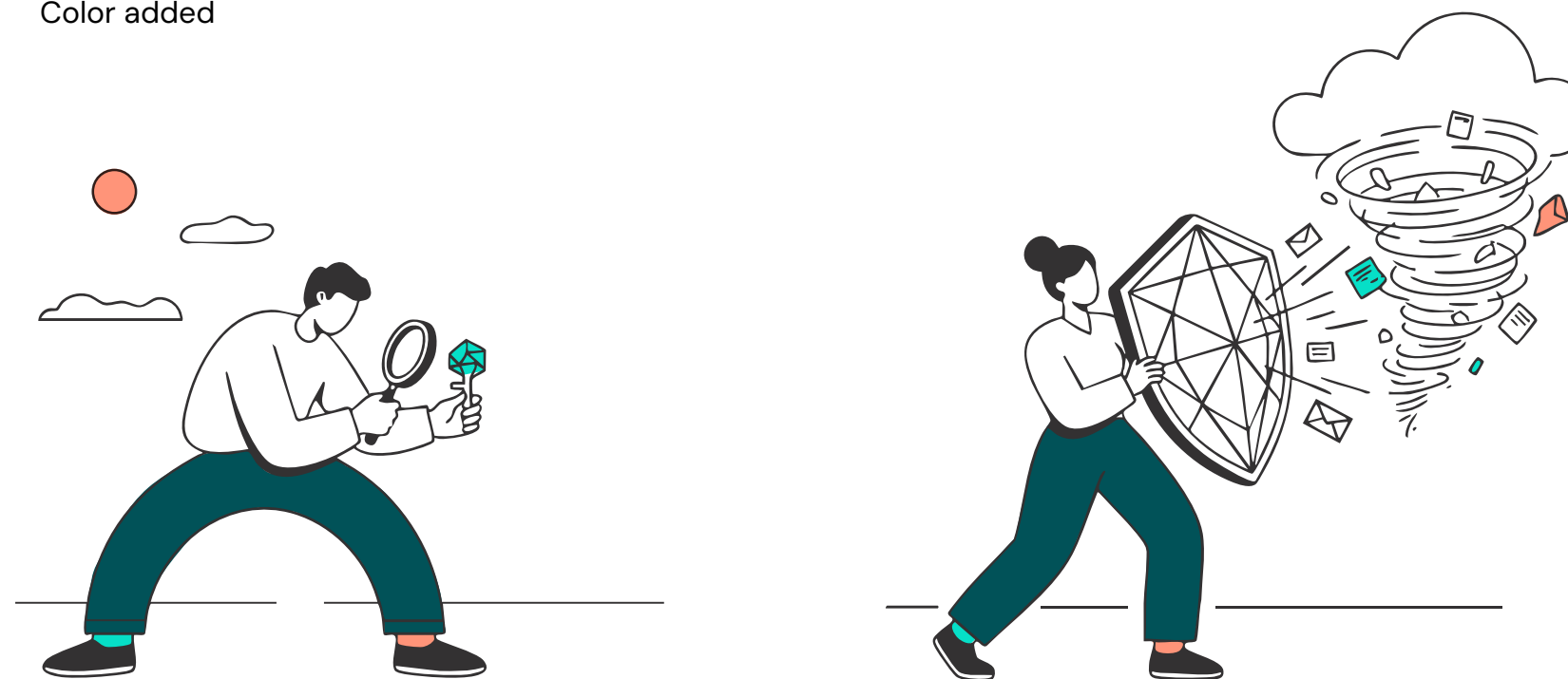


Fig. 2



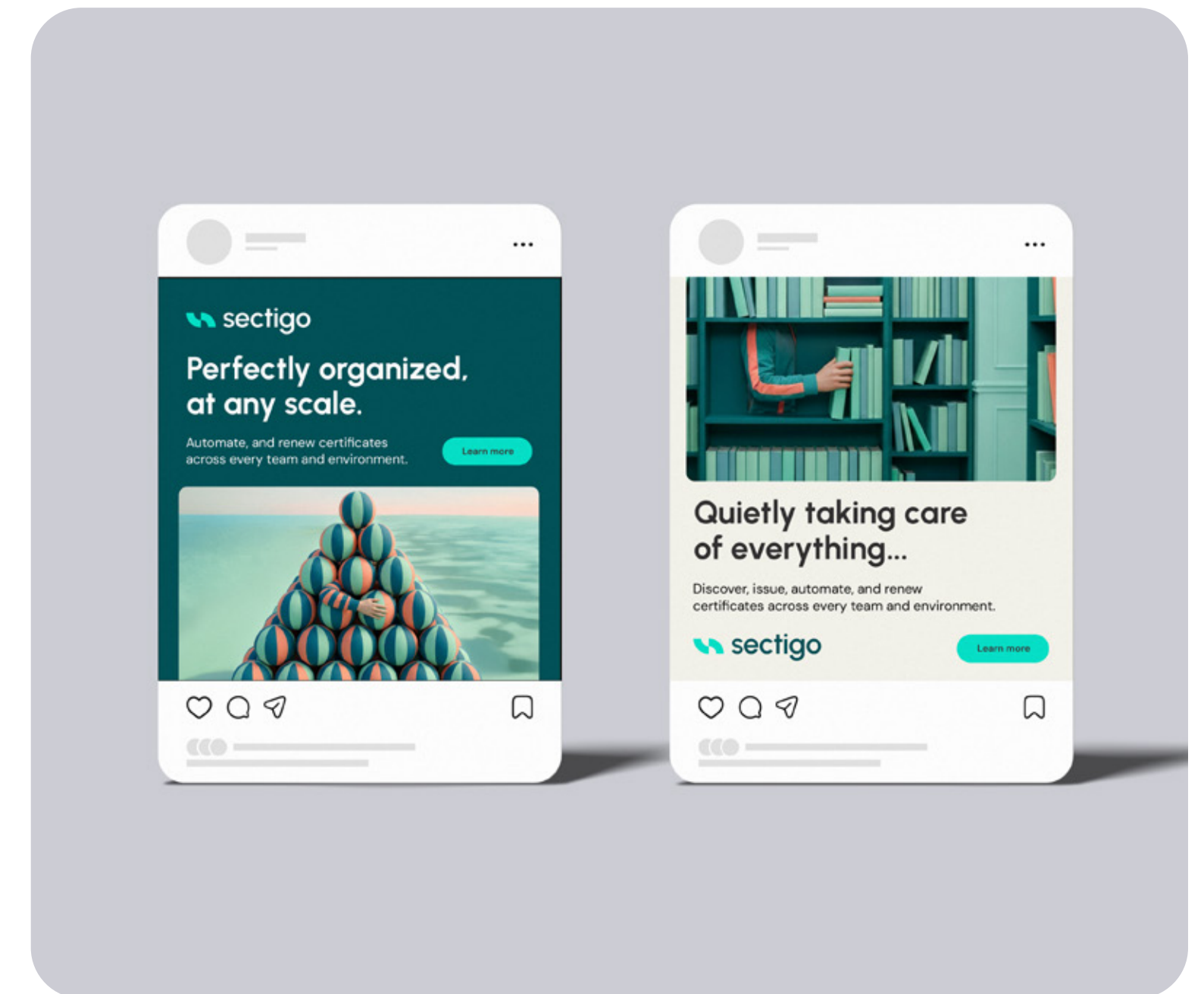
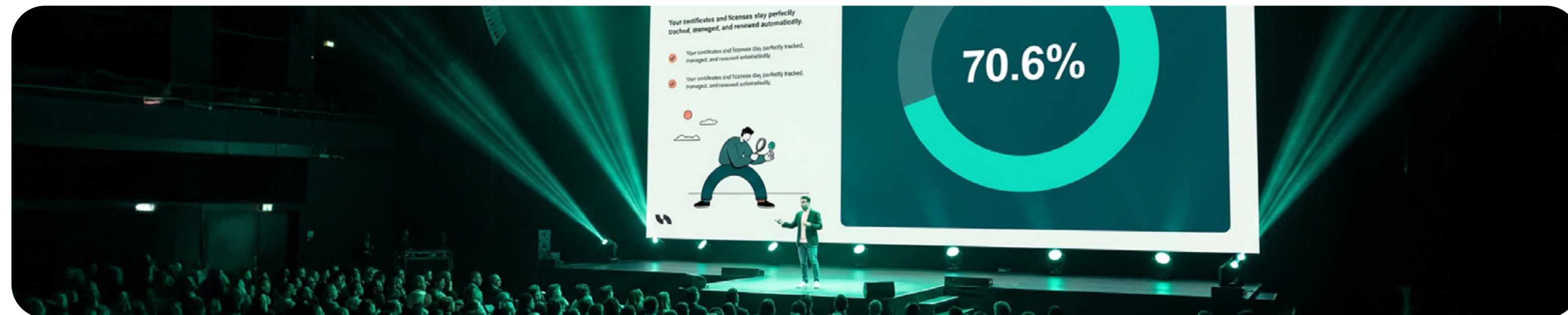
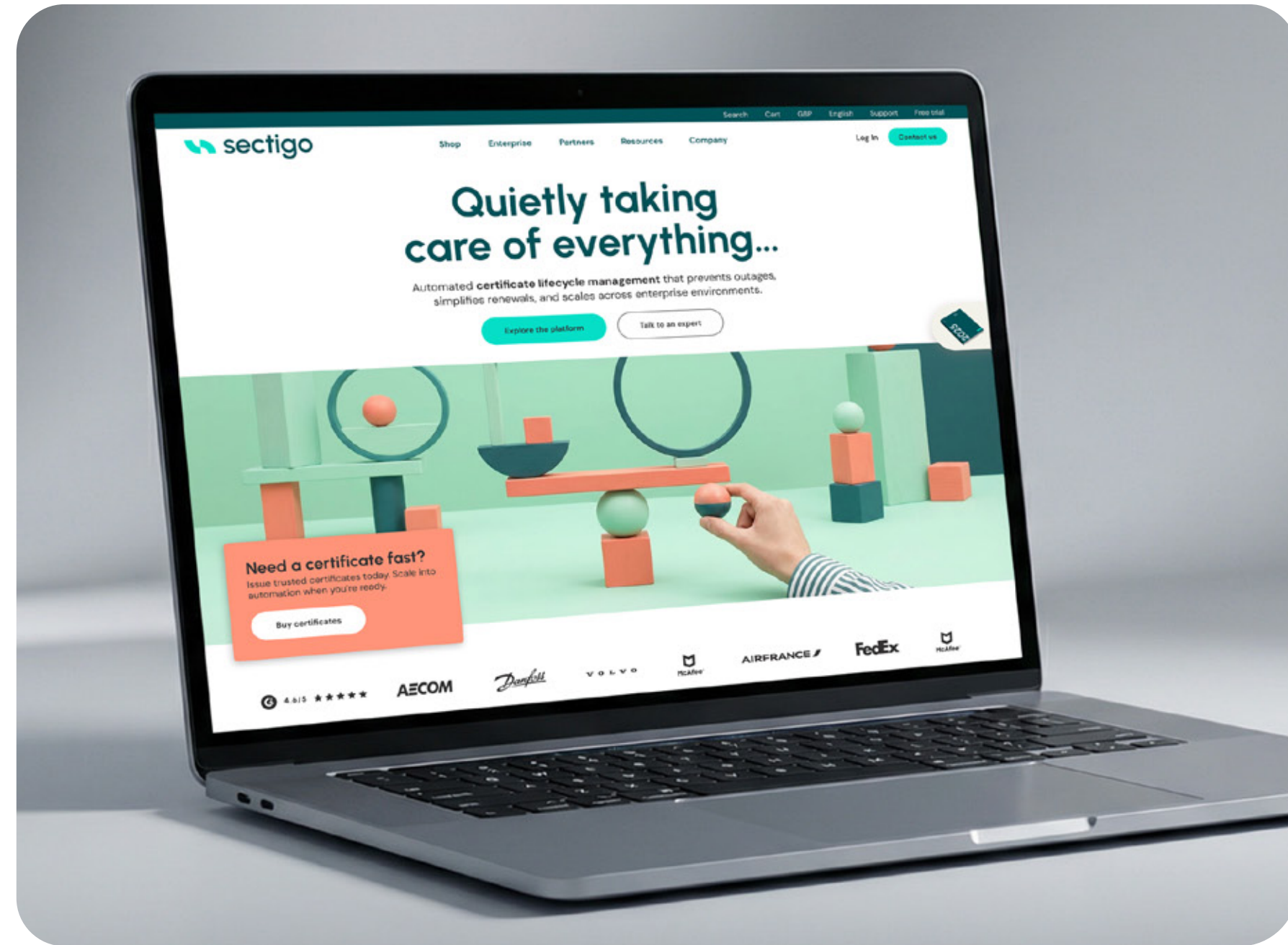
Color added



**Applications**

# Brand Summary

## Applications



# Get in touch