

Brand Guidelines

DECEMBER 2021



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01

Brand Overview

Core Values

BRAND VALUES — WHO WE ARE

- Innovative
- Reliable
- Honest
- Bold

COMPANY VALUES — WHAT WE BELIEVE

- Put the customer first
- Get it done, do it right
- Don't wait
- Presume positive intent
- Leave the world a better place

What We Stand For

Our values are the driving force behind our brand, business, behaviors, and decisions. These are uncompromising truths and guiding principles that articulate what we stand for.

We Are Innovative

First to try new things: Thinking Thursdays. Product innovations are shared with customers. Rapid innovation. Winning Innovation Awards. We try new technologies. Wellness days. We challenge the status quo. Innovative office spaces. We compete. We push for the best, most creative ideas with annual SPARK program.

We Are Reliable

We are the experts on Insider Risk - we know how to build programs with resilience and are your go-to resource for all things data exfiltration. We figure out solutions to tough problems and know trust is something we have to earn every day.

They define what is most important to us and should be infused into each and every aspect of the company—our team, message, sales, marketing, service(s), and offerings.

We Are Honest

Direct feedback to team members, customers and candidates. Clear and human language. We answer hard questions – even if it makes us unpopular in the moment. We are transparent about our decisions, our numbers. We admit when we make a mistake.

We Are Bold

Ambitious Goals. Courageous Decisions and Speaking. “Go Big or Go Home” type decisions. Big trade-show booths. Bold Colors. Unapologetic. We build meaningful relationships with the best and brightest – both internally and externally – for big, strategic impact.

Brand Archetype

The Magician

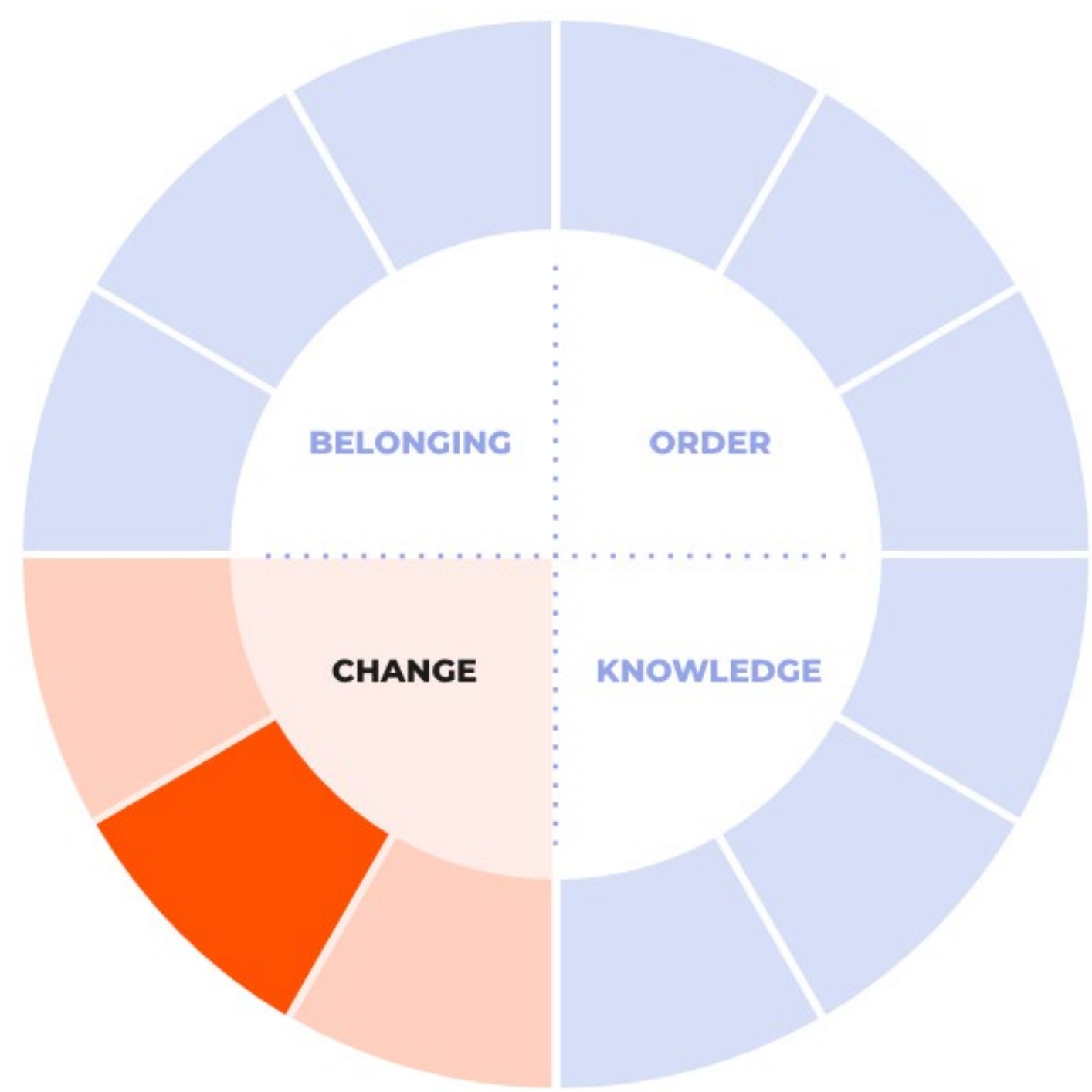
As an agent of change, the Magician is a powerful and transformative innovator who sees current challenges as future successes. Their intuition, drive, and vision often reveal hidden truths and new ways of thinking. The Magician redefines what's possible—paving the way for others.

Because brand archetypes are universally understood, the traits of the Code42 brand archetype—the Magician—should be used to anchor the brand with a personality that resonates with target audiences and customer personas.

DATA SECURITY

Reimagined.

The Magician



Goal	Bring the future to the present, redefine what’s possible
Traits	Visionary, imaginative, idealistic, compelling, driven, innovative, powerful, intuitive, agile, charismatic
Potential Negative Perceptions	Could take risks that lead to bad outcomes, could be characterized as manipulative or distant
Marketing Niche	Help people transform their world, agent of change, inspire change/curiosity, expand consciousness

ANALOG BRANDS



Brand Personality

PERSONALITY BREAKDOWN

(E) Extravert

Like to be with others and gain energy from people and their environment.

(N) Intuitive

Collect information by looking at the overall context—thinking about patterns, meaning, and connections.

(F) Feeler

Make decisions based on their emotions, values, and the needs of others.

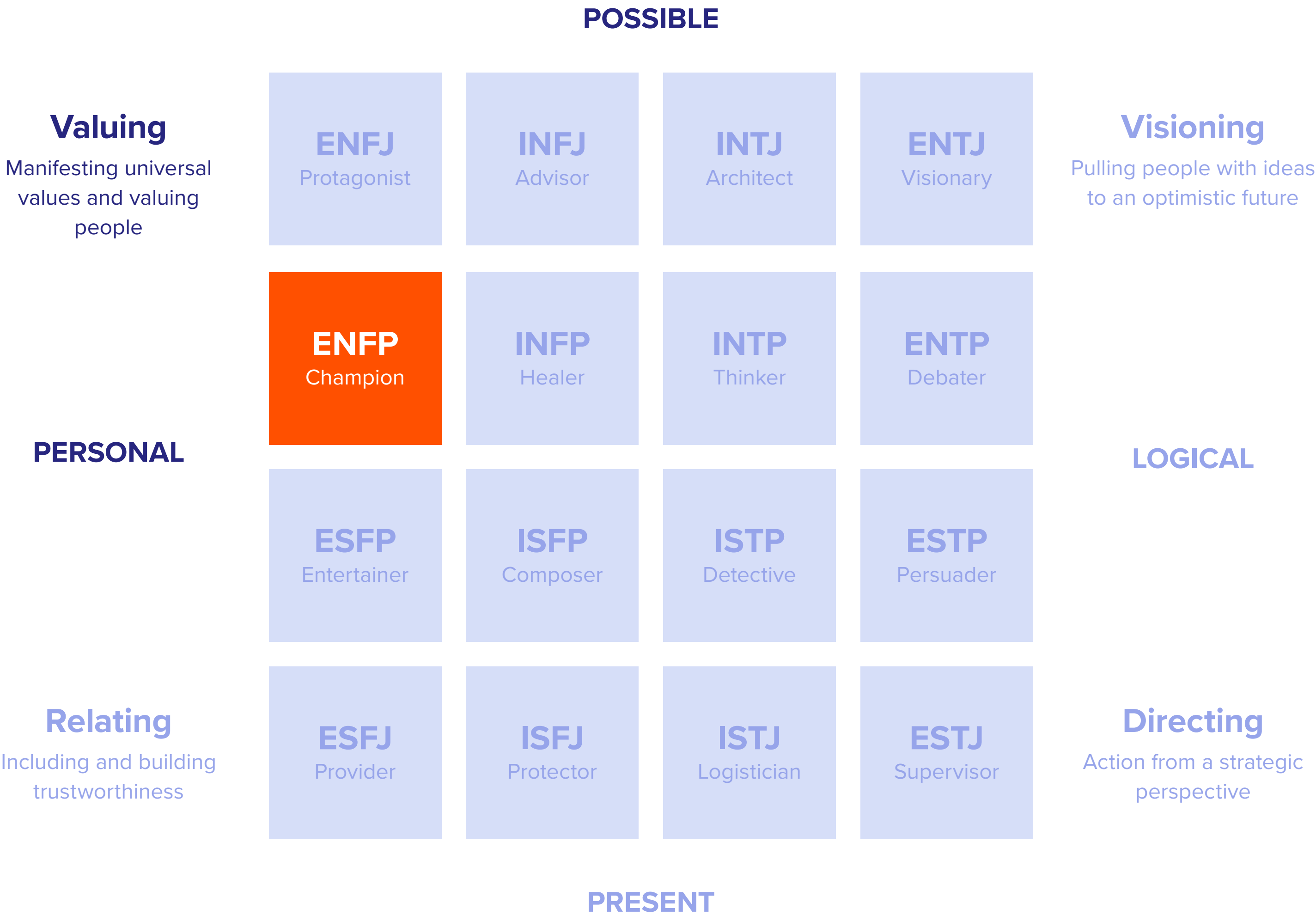
(P) Perceiver

Like things to be open and flexible and are reluctant to commit themselves.

ENFP — The Champion

The ENFP believes you can change the world with just an idea. Although fiercely independent, the Champion is a team player with exceptional people skills and a craving for creativity and stimulation. ENFP’s thrive when they have the freedom to be innovative—exploring new ideas

and pushing boundaries. They tend to see the world for its infinite possibilities—resisting almost anything that typifies them in a cookie cutter role.



Brand Voice & Tone

Voice and Tone

Grounded in terms of human characteristics, the traits below serve as a personification of the Code42 brand. These guardrails help us to differentiate ourselves and stand out from the crowd in a truly unique and memorable way.

Intentionally defining this core set of personality traits allows us to establish an ownable, consistent voice and tone for how the Code42 brand looks, sounds, and behaves. When crafting brand-level messages, please consider these characteristics.

Innovative	not	Detached / Aloof
Reliable	not	Infallible
Honest	not	Righteous
Bold	not	Showy / Inflated

Brand Messaging

PURPOSE

Secure The Collaboration Culture

UNIFYING THEME

**Protectors of ideas.
Enablers of collaboration.
Accelerators of innovation.**

BRAND PROMISE

We're here to support organizations made up people that move fast and think big – the ones who work together to solve hard problems and who relentlessly pursue better. We give security teams the visibility they need to keep valuable data safe, so their teams can thrive wherever inspiration does.

Brand Messaging

Brand Tagline

Innovation, protected.

Campaign Level Taglines

(Examples by industry)

- Inspiration, protected.
- Source code, protected.
- Trade secrets, protected.
- Genome sequence, protected.

OVERARCHING BRAND PLATFORM

Innovation, Protected.

Innovation needs room to thrive. Code42 has reimagined the way security teams address insider risk – without putting the breaks on progress. We protect your best ideas while embracing your need to collaborate. We help security teams protect their organizations regardless of where, when and how work is getting done. Code42 brings together the future of work and the future of data security for teams that aren't satisfied with the status quo.

Areas of Emphasis in Brand-Oriented Messaging

- We tell you when the data you care about most is in places you don't trust
- Winning combination of simplicity and context
- Supports organization's ability to innovate and grow
- Gives security teams the visibility and detection capabilities
- Culture of accountability and awareness

Emotional Benefit

- Trustworthy—power to protect innovation

Brand Messaging

Core Audience — Value Propositions

FOR ORGANIZATIONS

Collaboration without compromise

Code42 allows organizations to identify and reduce Insider Risk without compromising collaboration or innovation by protecting ideas in motion.

FOR SECURITY TEAMS

From signal to safety in seconds

Code42 tells security teams who, when, where and how data is being exfiltrated with the context-rich prioritization necessary to respond most effectively.

FOR CODE42 EMPLOYEES

Reimagining data protection

Code42 puts innovative, bold thinking at the core of everything we do – and it starts with our growing team. We move fast, value ideas that push boundaries and honor individuality. Bringing a new security category to life takes conviction – and brings huge rewards.

Expanded Audience — Value Propositions

FOR CISOS

Accountability for Insider Risks

Code42 allows organizations to effectively manage insider risk by fostering a culture of accountability and awareness rooted in positive intent.

FOR NON-SECURITY EXECUTIVES

Insider Risk Resilience

Code42 helps protect your business from the disruption by making sure the data you care about most does not fall into the wrong hands. We protect against the risk created by today's collaborative work culture and remote workforce.

Brand Messaging

Corporate Narrative

Modern organizations depend on the speed and simplicity of collaboration tools to exchange of information among colleagues, partners, external organizations and customers. And in that exchange – the sharing of original ideas, plans, customer lists, patents, designs and so on – risk is created. From people looking to do harm to the ones acting in their own best interests to the error-prone, valuable data is leaving organizations everyday.

We call this Insider Risk.

Old school thinkers want to turn the dial down on Insider Risk by blocking and limiting access to data for employees. We think that approach is best left in the 90s – along with Palm pilots, compact disks and dial-up internet. Others ignore its impact, but \$5m of source code walking out the door is hard to turn a blind eye toward. So is an entire client list. Or an M&A strategy.

We provide protection against Insider Risk in for our hyper-connected, collaboration-fueled, sharing-obsessed world – regardless of where and how work is being done. We're here to support organizations made up of builders, achievers and dreamers – for people that move fast and think big – the ones who solve hard problems and are always up for a challenge.

Code42 is where the future of work meets the future of data security. We give security teams the visibility they need to keep valuable data safe, so their teams can thrive wherever inspiration does.

Code42 helps security teams protect innovation.

Brand Messaging

About Us

We are not new to the cyber security scene — but our approach to insider risk protection is. For nearly 20 years, we’ve been safeguarding the the ideas of more than 50,000 organizations, including 18 of the world’s most valuable brands. And as their needs — and the needs of their workforces — have evolved, so have our data security solutions.

Today, our team is focused on delivering solutions built with the modern-day collaborative culture in mind. Tracking activity across computers, email and the cloud, our SaaS-based Insider Risk Management solutions surface and prioritize file exposure and exfiltration events that represent real business threats, need investigation, and response.

Here’s the game changer: we do this without locking down access to data. The end result? For security practitioners, it means speed to detection and response. For companies, it means a collaborative workforce that is productive and a business that is secure.

02

Audience

Personas

The DLP Angst

A feeling of deep anxiety or dread about the state of data security and protection in general.

→ “We need better data protection.”

→ “I need an excuse not to buy/renew this DLP.”

Who they are

Organizations with progressive risk-centric CISOs and security teams that report directly to the CEO. Security has a great deal of influence on strategy across the business.

How they think

Partner not police. Collaborate not control. Proactive not reactive. People-first (leadership) then process and technology.

Where they work

Cloud-first, tech-oriented, collaborative organizations where their core competency is providing innovative goods and services (Tech, Services, Manufacturing, Consumer Goods).

What they believe

They believe culture and security go hand-in-hand. They believe that partnering with lines of business is critical to improving security posture and maturity.

Angst do NOT have (or have a small deployment of) an endpoint DLP

- 1 Angst CISOs look for *new* ways to protect from end user data breaches
- 2 Angst Directors look for *better* ways to manage endpoint data risk
- 3 Angst Architects look for *proven* ways to fill visibility gaps in their SIEM

Personas

The Insider Mavens

An expert or connoisseur or one seeking expertise in the area of Insider Risk.

→ “We need Insider Risk protection.”

→ “Do we have all of our bases 100% covered?”

Who they are

Organizations with an established insider threat leader and dedicated team/program, or organizations actively hiring a leader and building an Insider Risk team/program.

How they think

Conscientious thinkers. Insider threat is personal. A person’s job, reputation and livelihood is on the line. We need to have 100% certainty.

Where they work

Industry agnostic. Insider Risk Mavens span all industries but tend to fall in larger more mature organizations.

What they believe

Insider Risk requires a different approach. There are different people skills, processes and technology requirements for managing and mitigating insider threats.

Mavens already have or are building an Insider Risk team/program

- 1 Mavens look for *faster* ways to investigate Insider Risk
- 2 Mavens looks for *newer* ways to detect Insider Risk
- 3 Mavens look for *proven* ways to analyze and report on Insider Risk

Personas

The DLP Zealots

A person or group that is uncompromising in pursuit of their beliefs (i.e. “We need to block in real-time.”)

→ “We need to be compliant.”

→ “Classify, Block. Classify, Block. Classify, Block.”

Audience Segments

Code42 is ideally suited for idea-driven, IP-rich organizations that want to protect their data while empowering employees to freely create, store and share ideas. We call these companies Progressive Makers. They are often known for their employee-centric and progressive cultures. They thrive on

collaboration and speed, and their futures depend on innovation.

Not all organizations fall into this category. The personas on the following pages offer an in-depth view into the various approaches to data security.

Who they are

Organizations with old-school CISOs and security teams typically reporting to the CIO. They have no strategic power or influence over the business or the organizational culture. They are order takers at the mercy of compliance.

Where they work

In large organization and/or highly regulated industries like Banking/Finance, Insurance, Healthcare Providers, Retail (Money markets where the fear is fines).

How they think

Be compliant. Compliance drives their data governance, risk and security mindset and their priorities. Technology/process-first, people last.

What they believe

They believe in passing audits first, that security is about command and control, and that employees are stupid.

Zealots have an endpoint DLP and a director & team focused DLP

- 1 Zealots look for *new* ways to augment their DLP with UEBA, ML or AI
- 2 Zealots look for *proven* ways to identify, classify and block data movement
- 3 Zealots look for *alternative* ways to manage DLP policies (i.e. outsource)

Buying Committee

Code42 sells to the security team. This team has budget and responsibility for managing risks to data posed by end users. Effectively mitigating file exposure and exfiltration risks without disrupting legitimate collaboration are valuable to this team. Though people from other teams may use the product or participate in work flows that Code42 improves, those users won't actively buy insider risk detection and response. Our security buyers are multifaceted and play different roles. Here's an introduction to our buying committee.

Solver	→	<i>always-on</i>
Smart	→	<i>and they know it</i>
Cynical	→	<i>hates marketing</i>
Authentic	→	<i>no buzzwords</i>
Busy	→	<i>cut to the chase</i>
Aware	→	<i>know more than we do</i>
Competitive	→	<i>need adversaries</i>
Impatient	→	<i>wants answers</i>
Basic	→	<i>no flash, no flare</i>



Frank

The Security Decider

CISO

- Military or law enforcement background
- Calls the shots on risk tradeoffs – security visionary
- Extremely disciplined
- Thinks strategically in quarters to years
- Strong relationships with law enforcement
- Always on 24x7



Vincent



Marcus

The Architectural Influencer

Security Architect

- Highly valued and well-paid
- Incredibly technical and skilled – technical visionary
- Has an advanced degree
- Thinks strategically in months to quarters
- Values good design and engineering
- Grew up trying to build a real DeLorean time machine



Terry



Joan

The Security & Risk Champion

Security Director

- Respected as a serious leader – aspires to be a CISO
- Business-minded problem solver
- Has an advanced degree
- Values building consensus, but not afraid to act alone
- Thinks like a planner in days to weeks
- Family, travel, arts and history, sports, foodie



Ed



Darlene

The Security Influencer/User

Security Analyst

- Impatient just wants the answer
- Young, well paid and in high demand
- Rebellious, sarcastic, cynical, arrogant
- Knows they are the smartest person in the room
- Thinks tactically in minutes to hours, days is pushing it
- Beer, trivia and mountain bikes

OS

Logo

Shield + Wordmark

In Text

When writing the company name in text, always do so as **Code42**.

Code42 Logo

The pairing of the shield (symbol) and the wordmark (text) combine to form the primary logo—also known as the combination mark. The combination mark should be used to represent the Code42 brand any time proper space allows for it to maintain its legibility.

Shield

The shield should only be used in very rare circumstances as a secondary, digital representation of the brand (e.g. within the product). It may also be used when space doesn't allow for the wordmark to maintain its legibility (e.g. social avatar or favicon).



Shield

code42

Wordmark

Clear Space

Code42 Logo

The minimum clear space is equal to the height or width of the “c” in the Code42. Please keep all visual elements outside of this zone. The spacing between the shield and wordmark is equal to the width of the “X” and should never be altered.

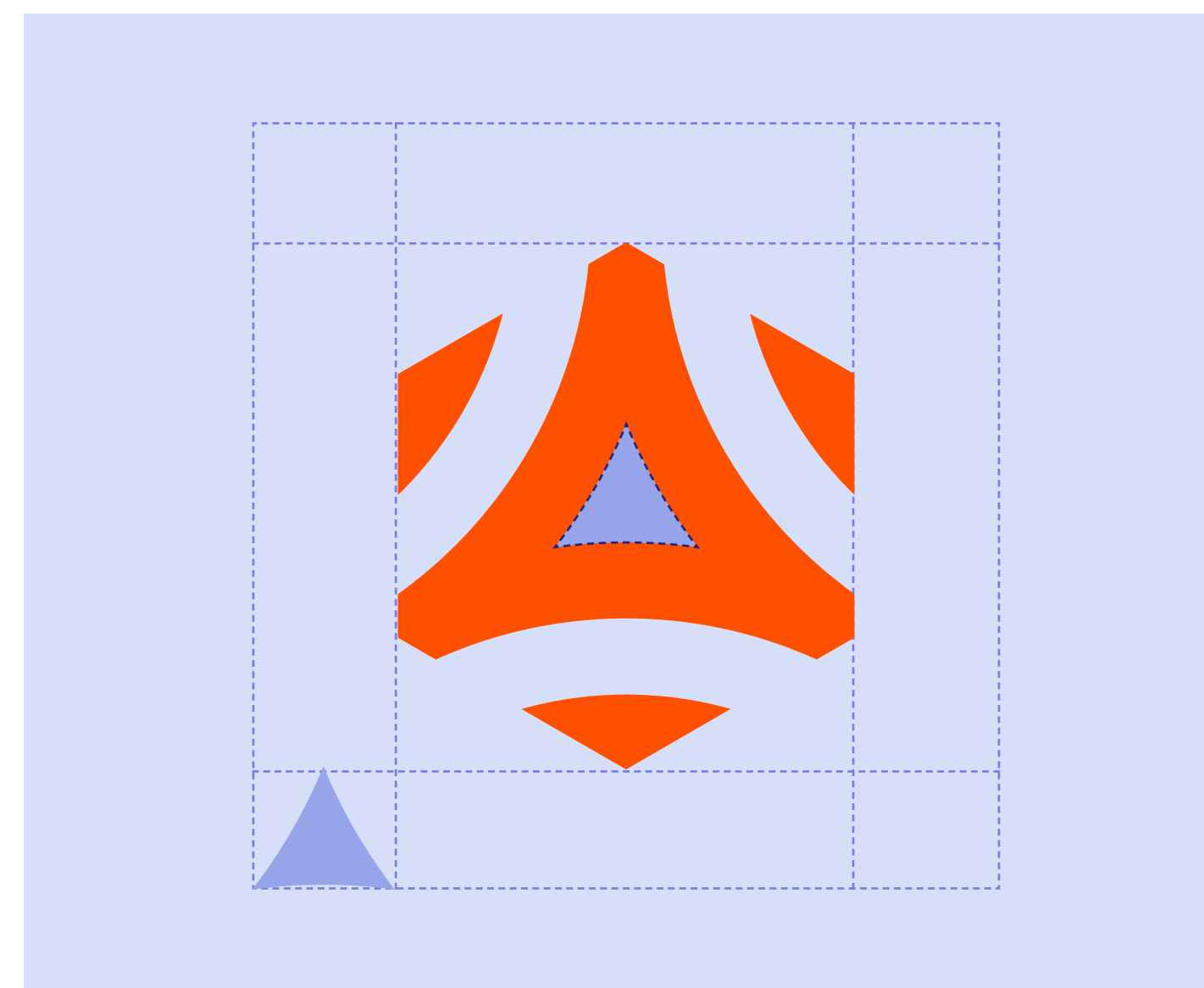
Shield

To help give our symbol maximum visual impact and to separate it from any other elements on the page, always maintain at least the minimum clear space around it, equal to the triangle at the center of the shield.

Logo Clear Space



Shield Clear Space



Shield / Wordmark Spacing



Color Usage

Full Color and Reverse Color

Always maintain our logo's visual impact by reproducing it in a high-contrast manner.

One-color

Black and white versions of the logo should only be used when the application doesn't allow color or when contrast is an issue for the color versions.

Primary



code42

Reverse



code42

One-color



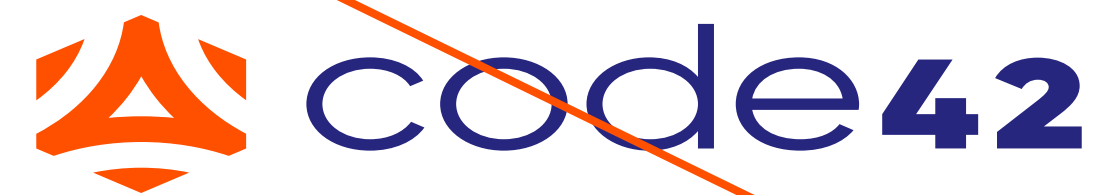
code42

Misuse

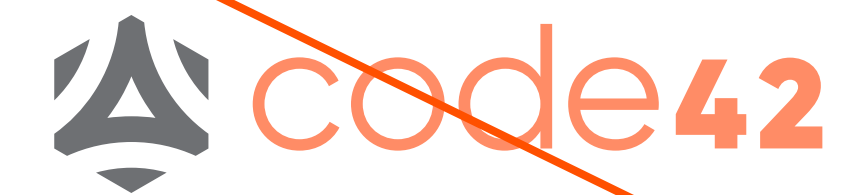
Logo No-No's

Consistent presentation is an important part of making our logo recognizable. The following examples highlight a few improper uses.

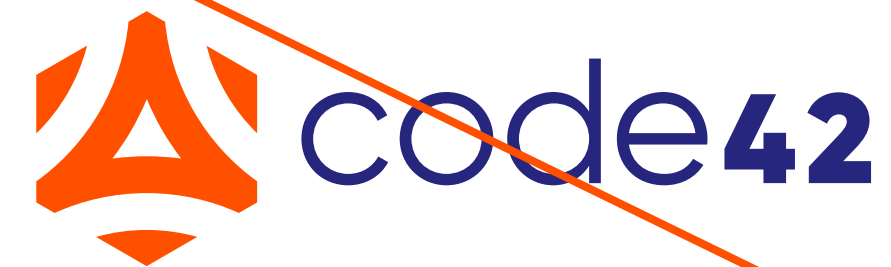
Do not stretch



Do not recolor



Do not resize elements



Do not add unapproved text elements



Do not use on low contrast backgrounds



Do not outline



LOGO

Lockups

In Text

When writing a product name in text, always do so as proper nouns (i.e., *Code42 Incydr* or *Code42 Instructor*, etc.).

Construction



Primary



Reverse



One-color



LOGO

Lockups

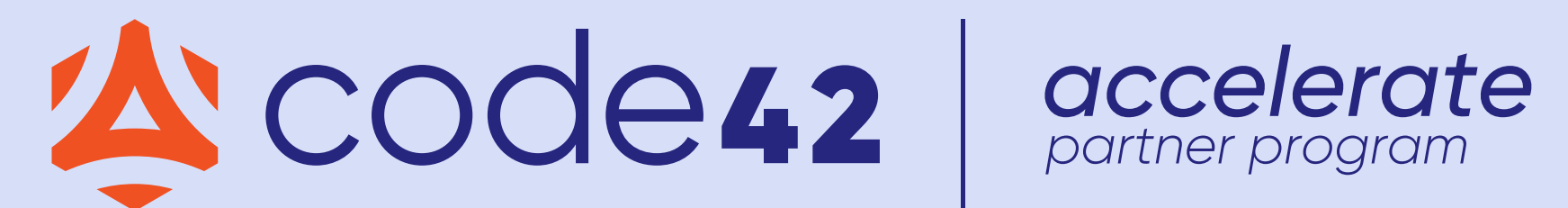
In Text

When writing the name of an owned webspace, environment, or program in text, always do so as proper nouns (*i.e.*, *Code42 Support*, *Code42 Accelerate Partner Program*, etc.).

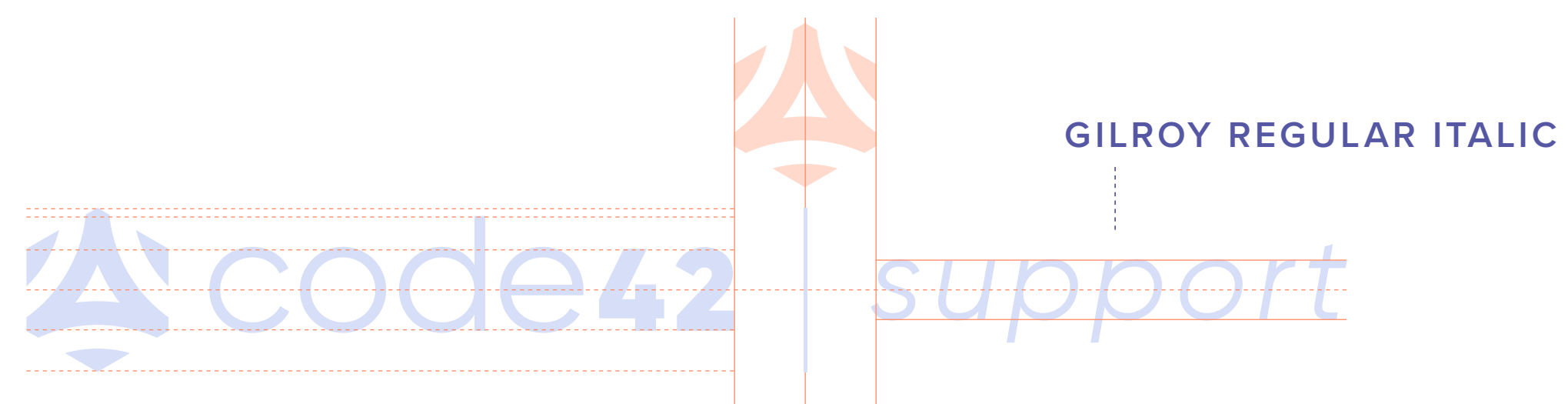
Owned Webspaces & Environments



Code42 Programs



CONSTRUCTION



CONSTRUCTION



INCLUDES

Support	Get Help
Blog	Status
Developers	IRM Enablement Hour

Lockups

Co-branding (Tech, Channel & Research Partners)



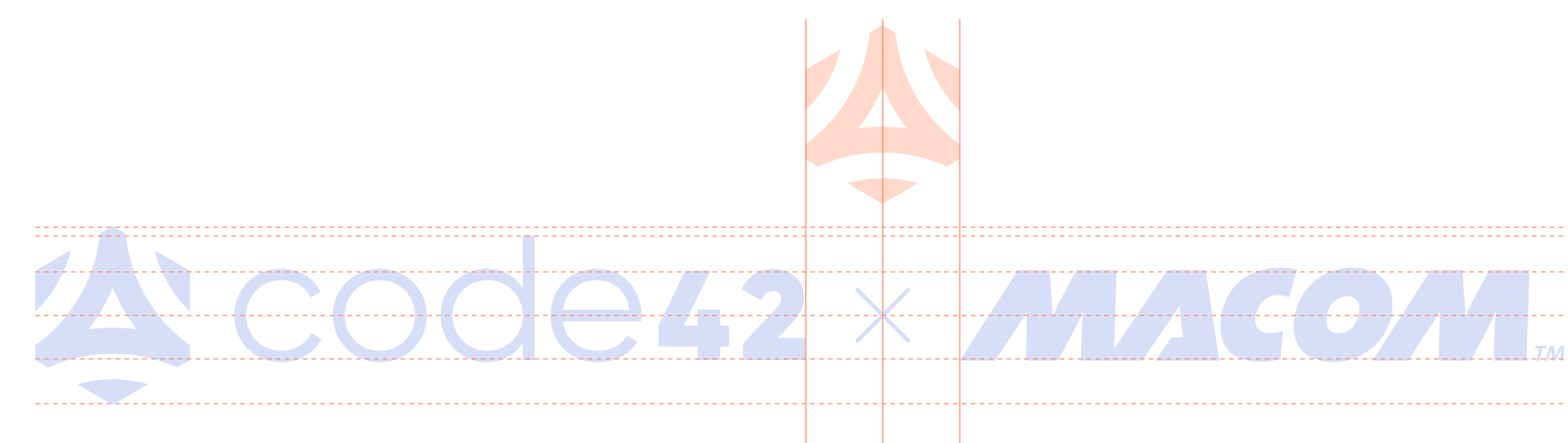
Co-branding (Customers)



CONSTRUCTION



CONSTRUCTION



LOGO

Lockups

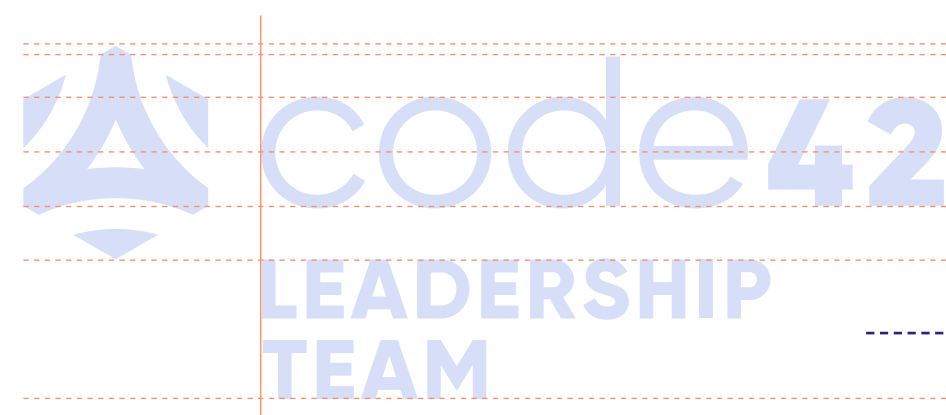
In Text

When writing the name of an internal team or corporate-owned group and association in text, always do so as proper nouns (*i.e.*, *Code42 Leadership Team*, *Code42 Foundation*, etc.).

Teams and Internal



CONSTRUCTION



..... GILROY EXTRABOLD ALL CAPS

INCLUDES

Leadership Team
Sales Enablement
President's Club
GKO

Corporate Owned Groups and Associations



CONSTRUCTION



..... GILROY REGULAR ALL CAPS

INCLUDES

Foundation
Cares

04

Typography

Brand Typeface

Proxima Nova

Originally designed in 2005 by Mark Simonson, Proxima Nova is a full-featured and versatile sans-serif typeface family that combines modern proportions with a geometric appearance. It works well in large sizes (for headlines) but is also very clear and legible in smaller sizes and longer texts.

Available in a total of 48 fonts, with 8 weights and 3 widths (all with matching italics and small caps), Proxima Nova has become the most popular commercial font family on the web.

The quick brown fox
jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . ; ? ! # \$ & { (/

ALTERNATIVE TYPEFACE

If an alternative option is needed (i.e. Microsoft products, email, etc.), please use **Arial** as a substitute.

LIGHT

AaBbCc 123

SEMIBOLD

AaBbCc 123

LIGHT ITALIC

AaBbCc 123

SEMIBOLD ITALIC

AaBbCc 123

REGULAR

AaBbCc 123

BOLD

AaBbCc 123

ITALIC

AaBbCc 123

BOLD ITALIC

AaBbCc 123

MEDIUM

AaBbCc 123

EXTRABOLD

AaBbCc 123

MEDIUM ITALIC

AaBbCc 123

EXTRABOLD ITALIC

AaBbCc 123

Style Guidelines

Section Heading

Proxima Nova Semibold

Size: 12pt | All Caps | Tracking: 100 | Indigo

Headline

Proxima Nova Bold

Size: 50pt | H1 = Title Case | Twilight
(H2-5 = Sentence Case)

Sub-Heading

Proxima Nova Medium

Size: 26pt | Sentence Case | Indigo

Body Head

Proxima Nova Bold

Size: 20pt | Title Case | Twilight

Body Copy

Proxima Nova Regular

Size: 18pt | Sentence Case | Graphite

Type Formatting

Typography is a core building block of any effective visual system. A consistent and distinct typographical style helps unify our personality while building brand awareness and recognition. As such, please refer to the text styling guidelines below. In addition, Code42 follows Associated

Press (AP) style guidelines. We deviate from these guidelines when it promotes comprehension. In written form, our company should always be referred to as **Code42** (with a capital “C”). When written as a url and/or call-to-action, always style as “**code42.com.**”

FREEDOM THROUGH SECURITY

Secure The Collaboration Culture

For the doers, the creators, and builders, Code42 has reimagined data protection with insider risk management.

Secure Your Ideas. Protect Your Edge.

For progressive security leaders who are frustrated with old-school approaches and ineffective technologies, Code42 provides a more holistic view of data risks across the organization in order to proactively manage insider risk and secure employee collaboration. This allows organizations to focus on innovation and speed without sacrificing data security.

05

Color

Primary Palette

Colorways

The Code42 color palette is comprised of two different spectrums—warm and cool. The warm spectrum is derived from our core red-orange color and consists of a range of lighter tints that add depth and flexibility across the visual system.

Similarly, the cool spectrum consists of a cascade of blue-violet values, but includes a wider range of hues (as opposed to true tints) to contribute more vibrance, saturation, and variance.

Warm Spectrum (W)

SUNRISE (W1)	CREAMSICLE (W2)	CORAL (W3)	VERMILLION (W4)	RED-ORANGE (W5)
Pantone 939 C C 0 M 17 Y 15 K 0 R 255 G 217 B 204 # FFD9CC	Pantone 925 C C 0 M 36 Y 35 K 0 R 255 G 179 B 153 # FFB399	Pantone 1635 C C 0 M 55 Y 60 K 0 R 255 G 141 B 102 # FF8D66	Pantone 1645 C C 0 M 74 Y 85 K 0 R 255 G 103 B 51 # FF6733	Pantone 021 C C 0 M 82 Y 100 K 0 R 255 G 80 B 0 # FF5000

Cool Spectrum (C)

MIST (C1)	PERIWINKLE (C2)	JACARANDA (C3)	INDIGO (C4)	TWILIGHT (C5)
Pantone 2706 C C 14 M 9 Y 0 K 0 R 214 G 222 B 248 # D6DEF8	Pantone 2716 C C 40 M 32 Y 0 K 0 R 150 G 164 B 234 # 96A4EA	Pantone 272 C C 57 M 53 Y 0 K 0 R 122 G 125 B 222 # 7A7DDE	Pantone 7670 C C 77 M 74 Y 2 K 0 R 86 G 87 B 163 # 5657A3	Pantone 2745 C C 100 M 100 Y 0 K 17 R 39 G 38 B 127 # 27267F

Secondary Palette

Neutral Palette

A set of cool, neutral grays serve as an extension of the brand palette. These grays are intended for secondary use only and should be featured sparingly throughout branded communication.

Accent Palette

Intended to stand out and draw attention, a range of vibrant, energetic and optimistic yellow-orange values provides a contrasting palette reserved specifically for calls-to-action (buttons).

Neutral Spectrum (N)

PEBBLE (N1)	SILVER (N2)	SHADOW (N3)	SLATE (N4)	GRAPHITE (N5)
Pantone 9380 C C 10 M 7 Y 3 K 0 R 230 G 231 B 239 # E6E7EF	Pantone 9383 C C 12 M 12 Y 4 K 0 R 208 G 211 B 227 # D0D3E3	Pantone 7450 C C 25 M 18 Y 5 K 0 R 189 G 195 B 218 # BDC3DA	Pantone 535 C C 47 M 32 Y 13 K 0 R 141 G 158 B 188 # 8D9EBC	Pantone 533 C C 91 M 82 Y 45 K 47 R 32 G 41 B 69 # 202945

Accent Spectrum (A)

BUMBLEBEE (A1)	HONEY (A2)	BUTTERSCOTCH (A3)
Pantone 108 C C 1 M 13 Y 100 K 0 R 255 G 214 B 0 # FFD600	Pantone 123 C C 0 M 25 Y 100 K 0 R 255 G 193 B 0 # FFC100	Pantone 137 C C 0 M 37 Y 100 K 0 R 255 G 172 B 0 # FFAC00

Gradients

Monochromatic Blending

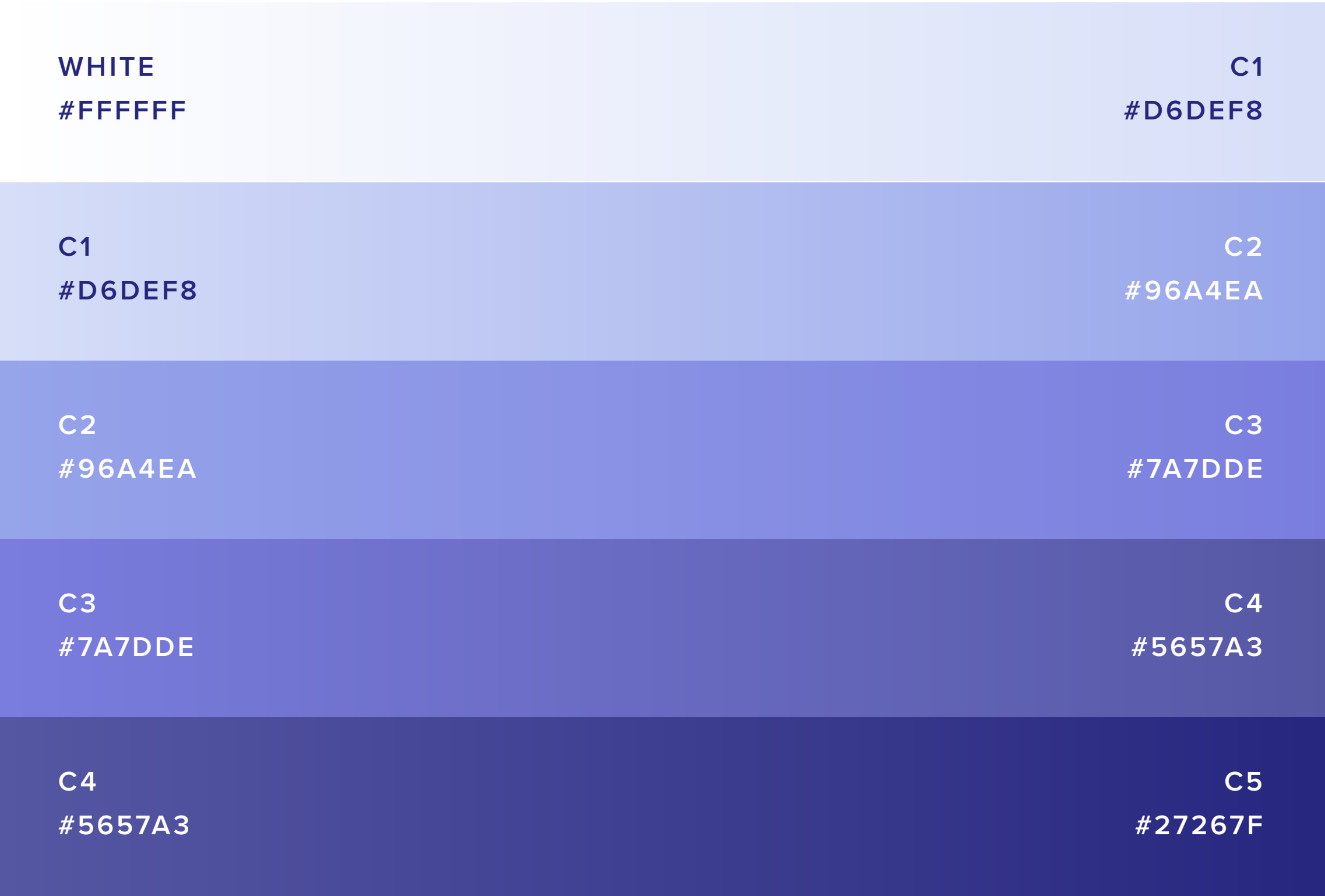
The use of two, separate spectrums (warm and cool) lend themselves to monochromatic color blending. Each gradient shown below is a systematic approach that blends two, neighboring colors—resulting in a smooth, subtle color shift that adds depth and dynamism to the identity.

The accent spectrum is also designed to be applied as a monochromatic blend, however, combines three colors (instead of two) into a single gradient. This accent palette is specifically used for calls-to-action and should not be used interchangeably with the warm or cool palettes.

Warm Spectrum (W)



Cool Spectrum (C)



Accent Spectrum (A)



Gradients

Duotone Blending

Our contrasting warm and cool spectrums can also work together to create a wide variety of duotone gradients. Although we primarily use the six swatches highlighted below, there is a robust collection of potential options that extend the palette for future use.

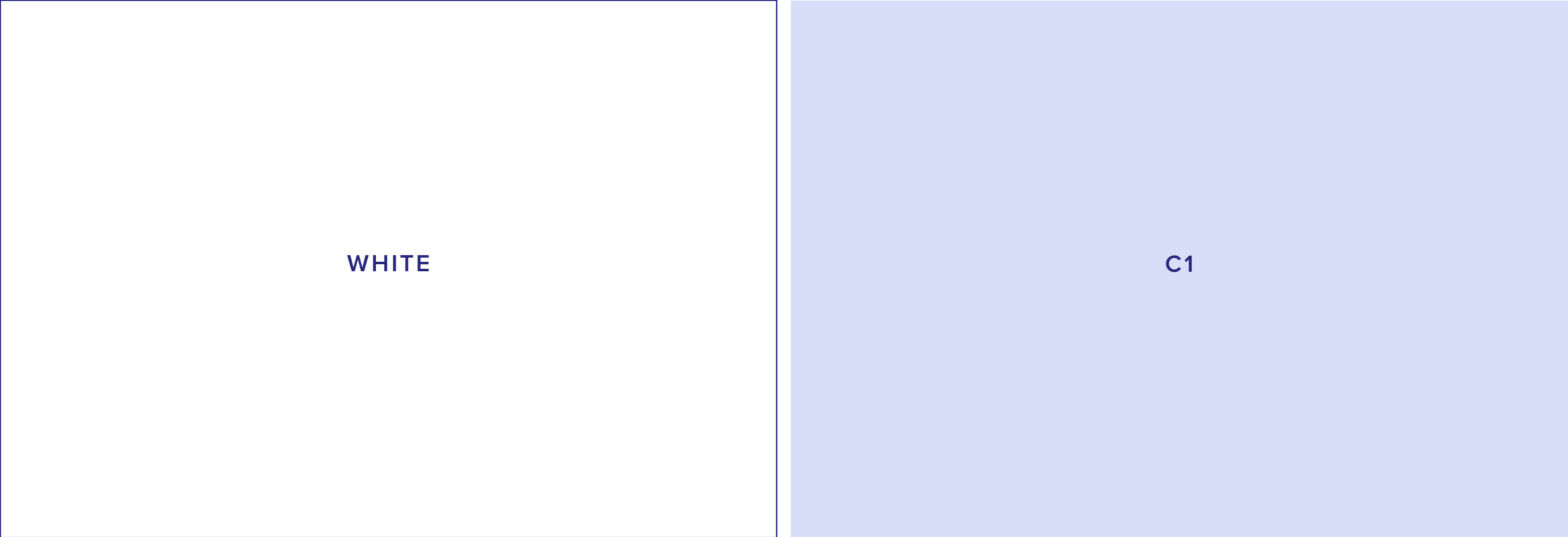


Proportions

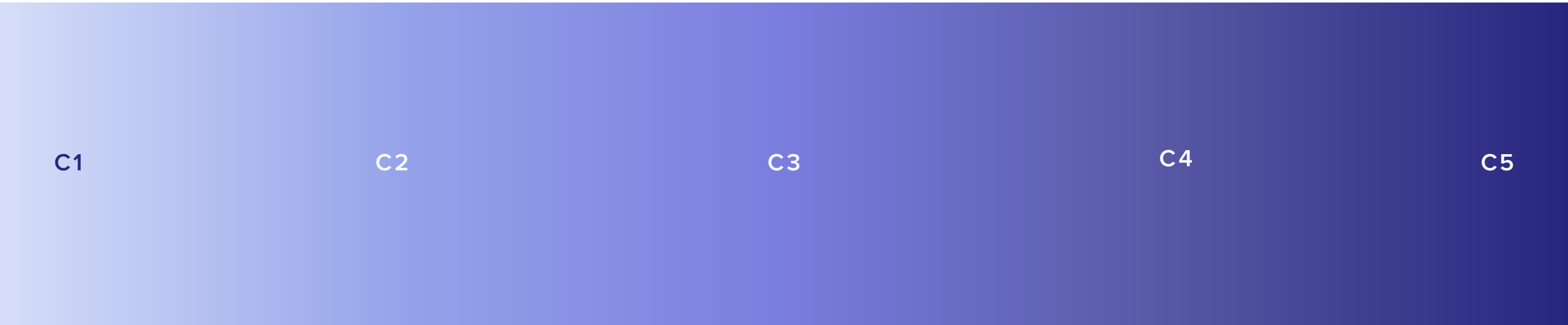
Color Relationships

For the sake of consistency, contrast, and flexibility, our color palette should be applied in a very intentional manner. Generally speaking, color relationships should follow the proportions demonstrated by the abstract diagram below.

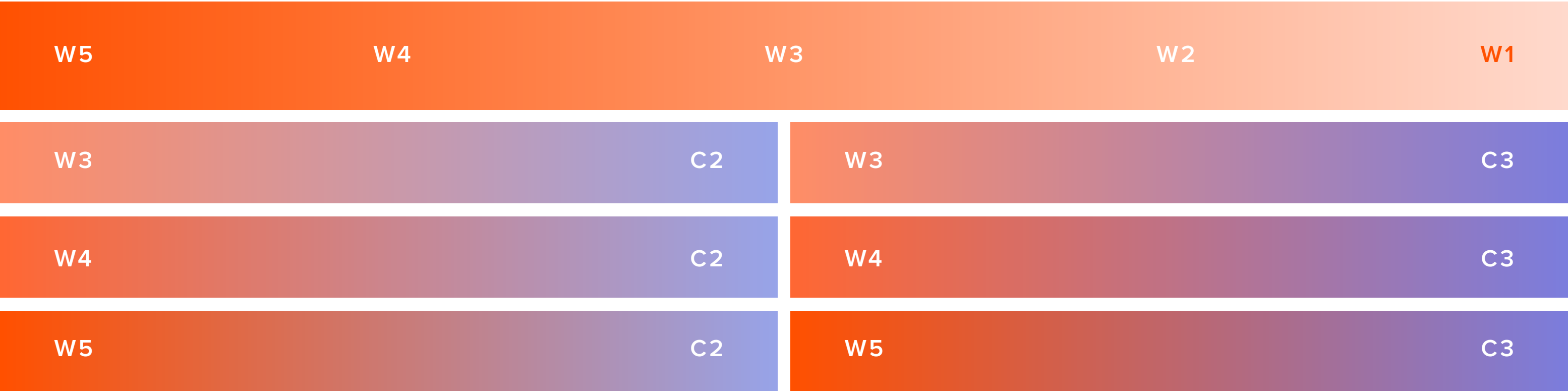
Primary
Dominant



Secondary
Sub-dominant



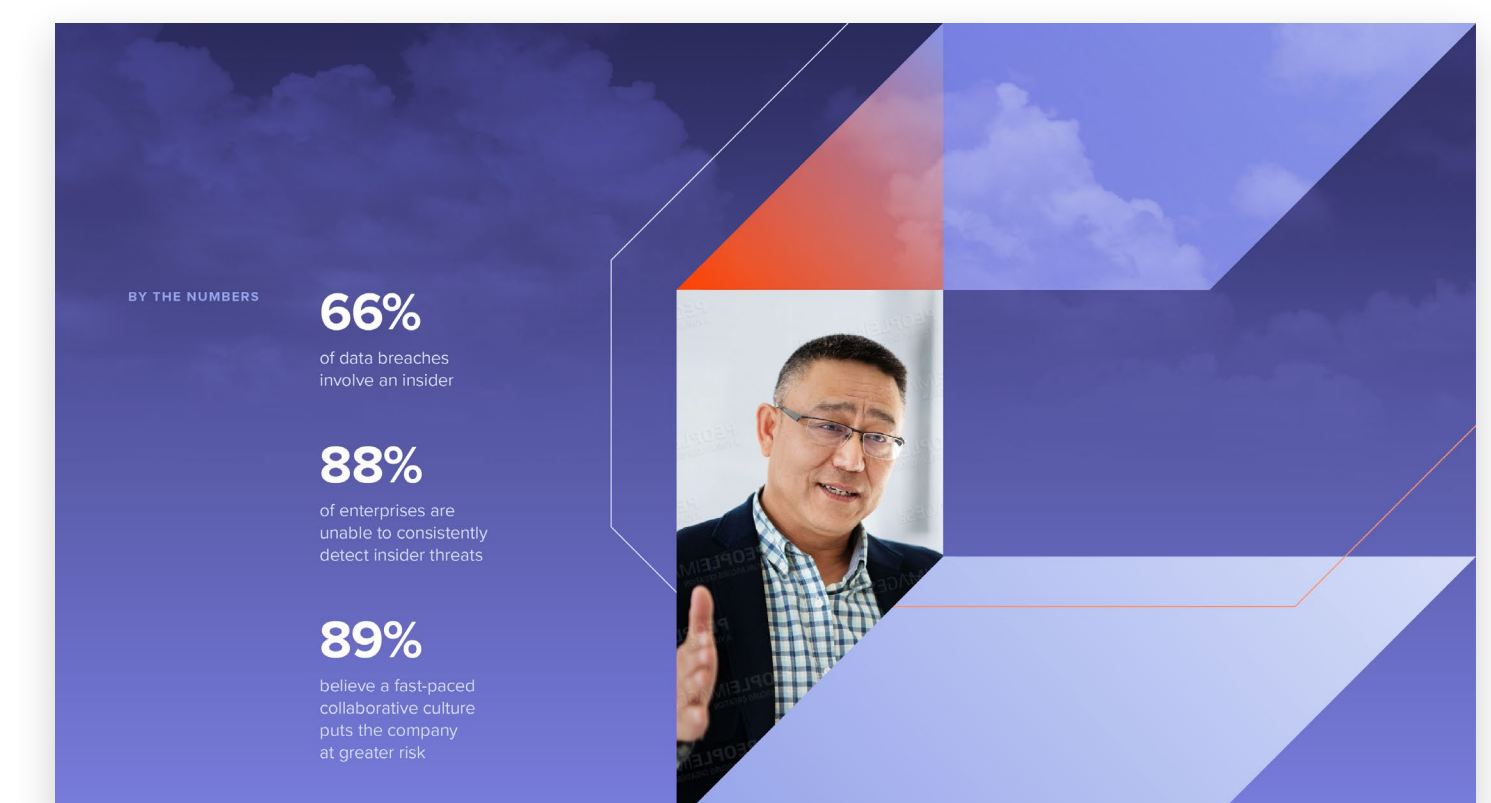
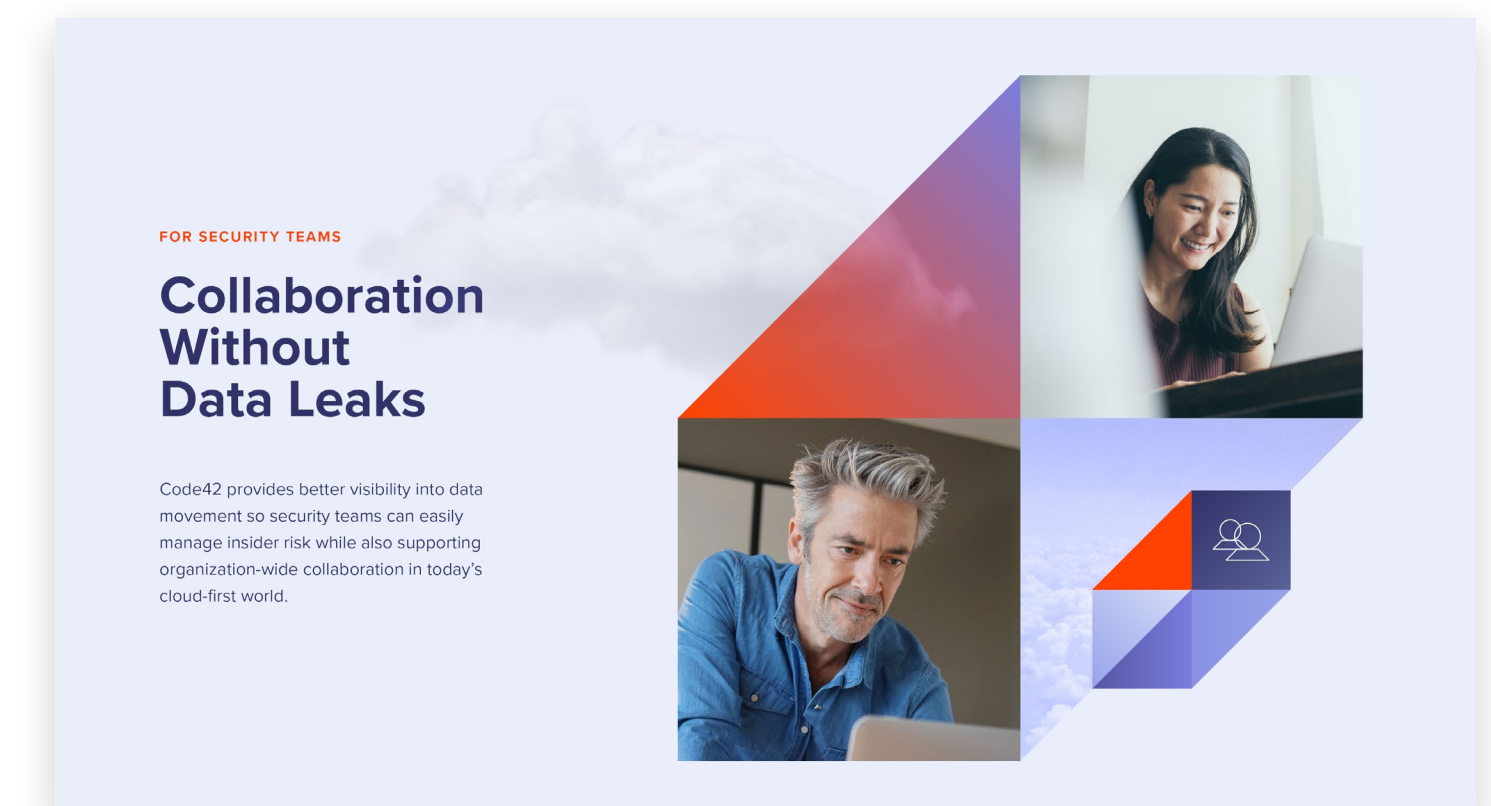
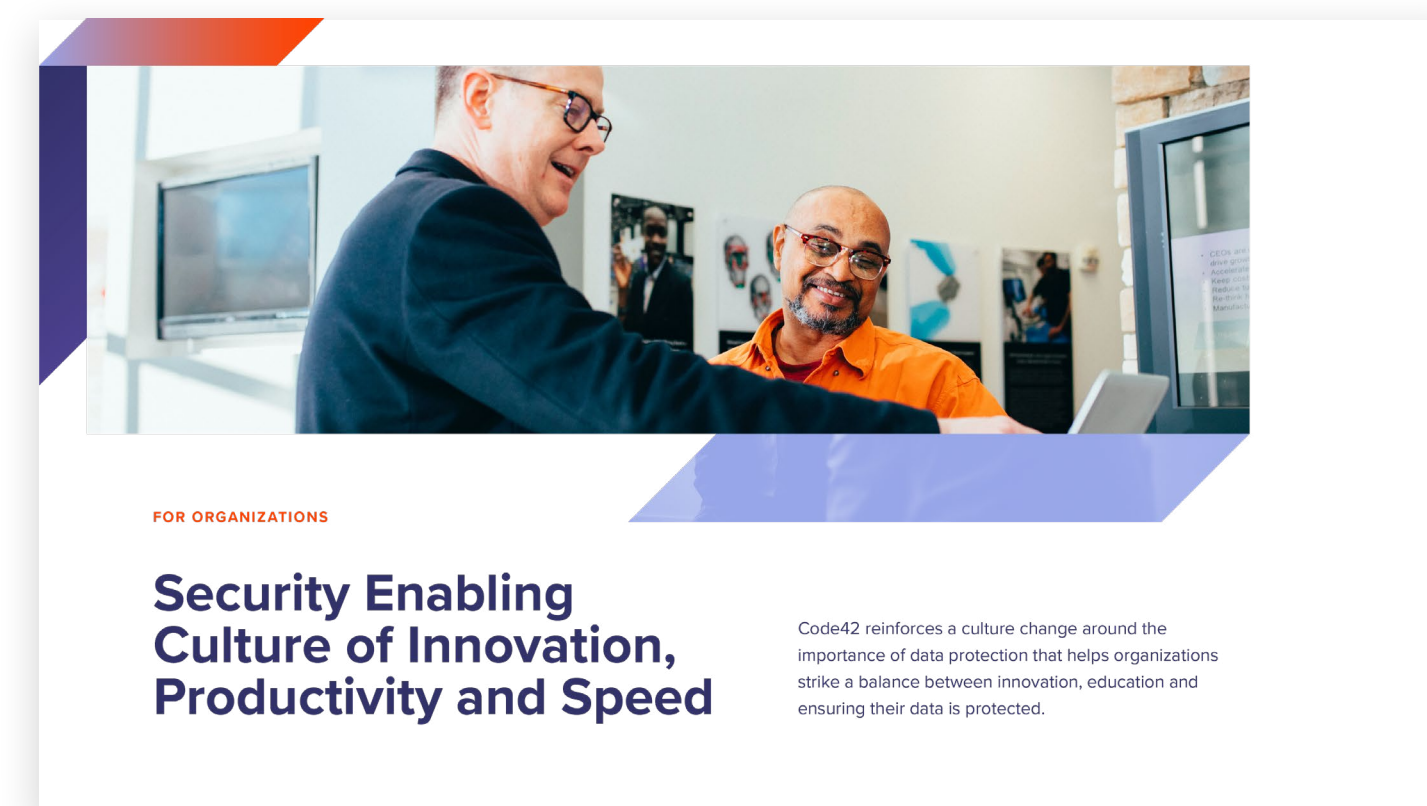
Tertiary
Accent



Application

Color Usage

As a general rule of thumb, the background color should typically dominate the layout. White and the full range of the cool palette are all suitable for background usage. Avoid using warm palette colors and gradients as primary backgrounds, as these are intended to be utilized as accents.



06

Visual Elements

Grid & Shapes

PRO TIPS

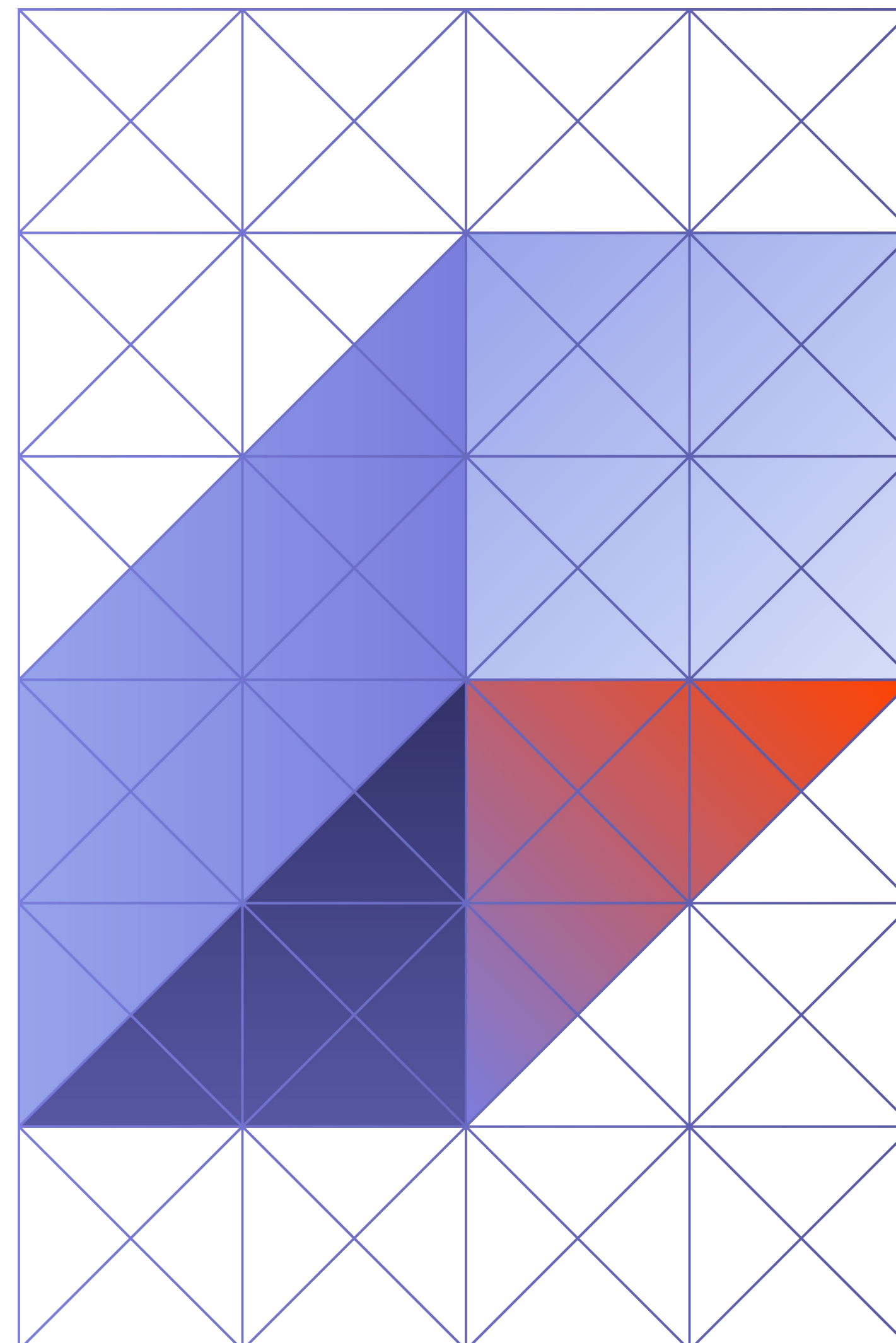
Shapes can be rotated in 45° increments in any direction and connected in any configuration.

When connecting shapes, make sure bordering edges contrast in color to avoid blending together.

They can also expand or contract both horizontally and vertically, as long as they retain their 45° and 90° angles.

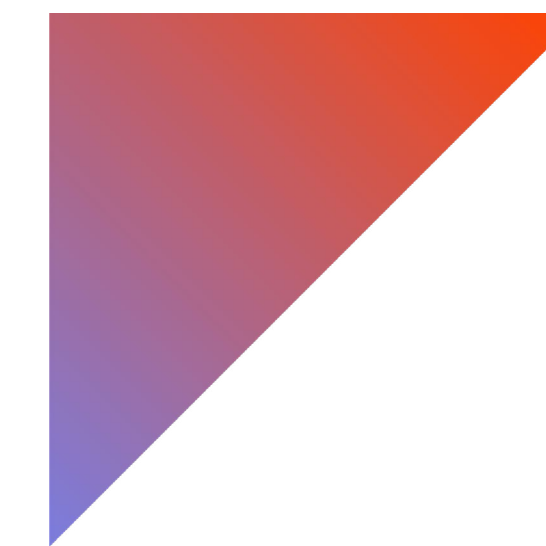
Grid

The grid shown below is to our visual identity what Code42 is to safe and secure collaboration. Composed entirely of 45° and 90° angles, this underlying grid provides a secure, yet flexible structure—allowing the creation and configuration of a variety of cube-like shapes.

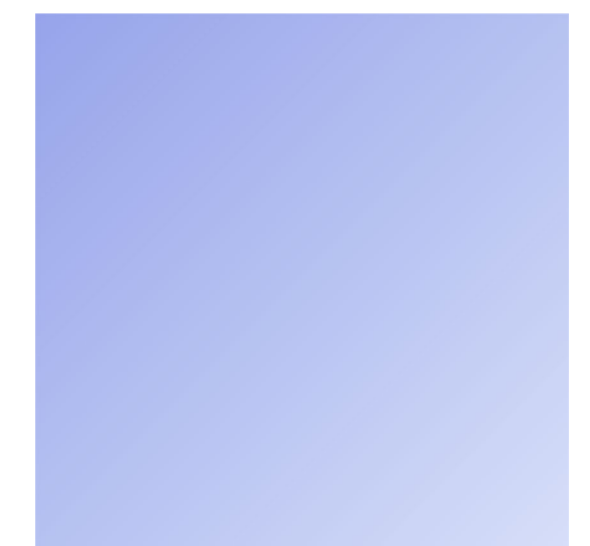


Shapes

These strong, angular shapes (softened by smooth gradients) contribute to a bold and recognizable visual language that is fundamental to the identity. The ability to connect and combine these shapes in endless variations is representative of the collaborative nature of today's cloud-first world.



Right Triangle



Square



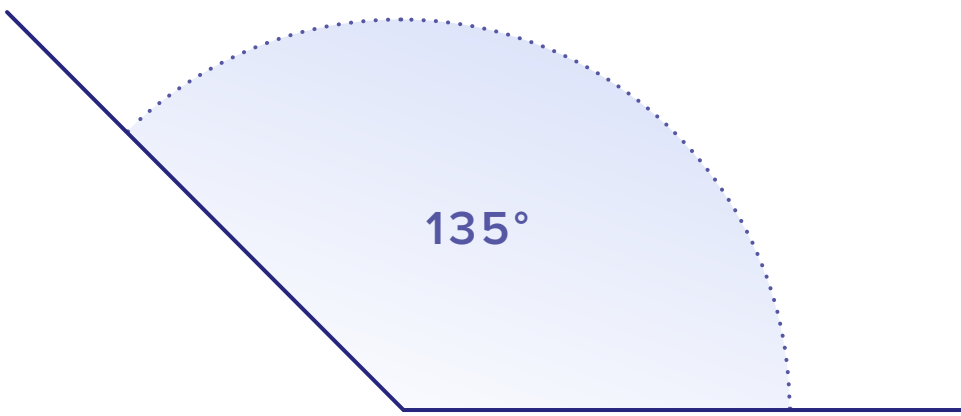
Parallelogram

Line Elements

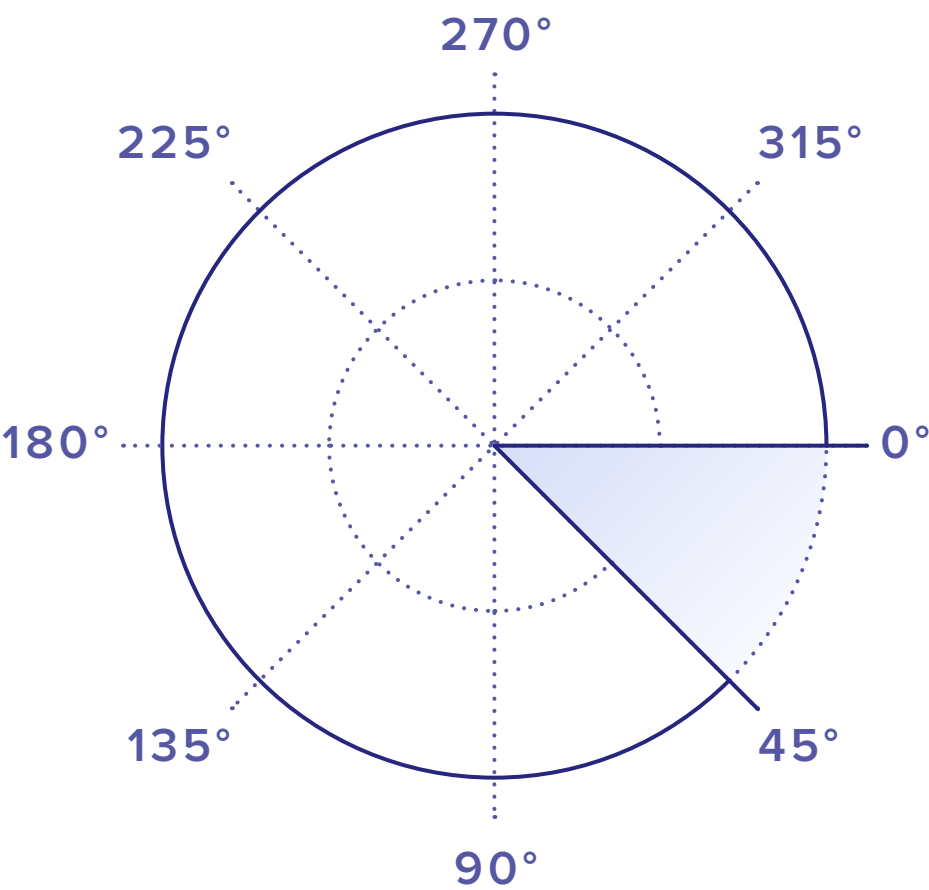
Line Elements

The use of thin line elements help to supplement and balance the bold shapes and vibrant colors of the visual identity—adding depth and movement to compositions as needed. Follow the guidelines below when incorporating these line elements.

1) *Only use 135° angles*



2) *Rotate by 45° in any direction*



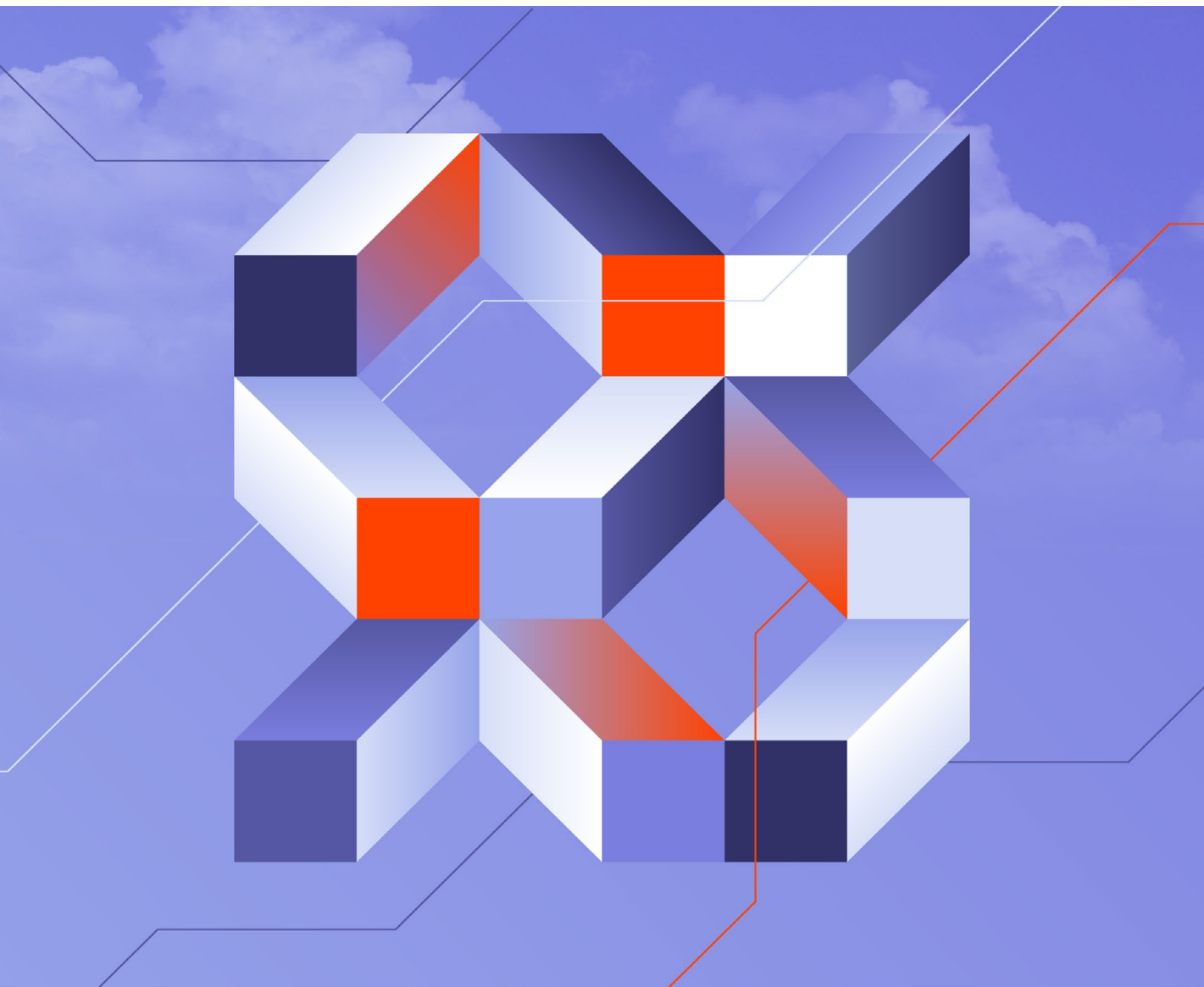
3) *Choose a one-color, monochromatic, or duotone color system that contrasts with the background*

ONE COLOR

MONOCHROMATIC

DUOTONE

4) *Layer in with surrounding visual elements*



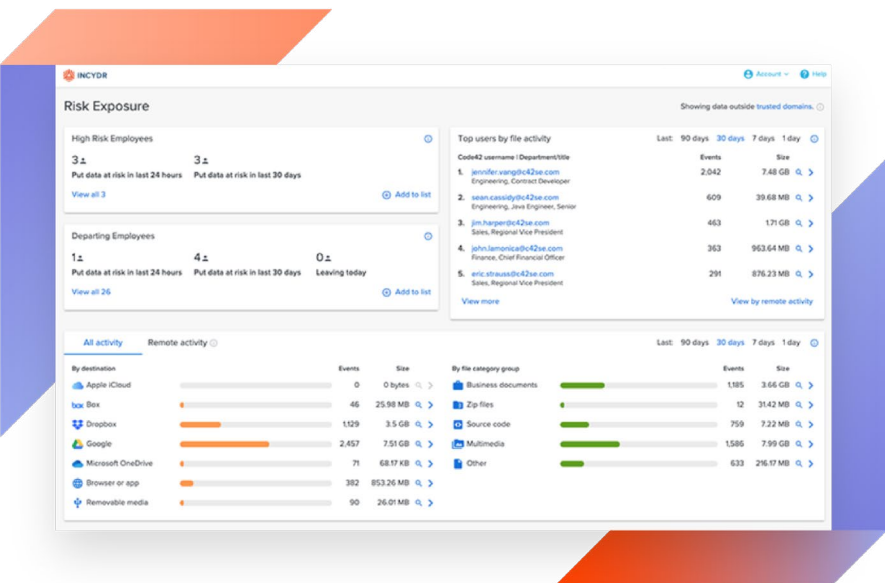
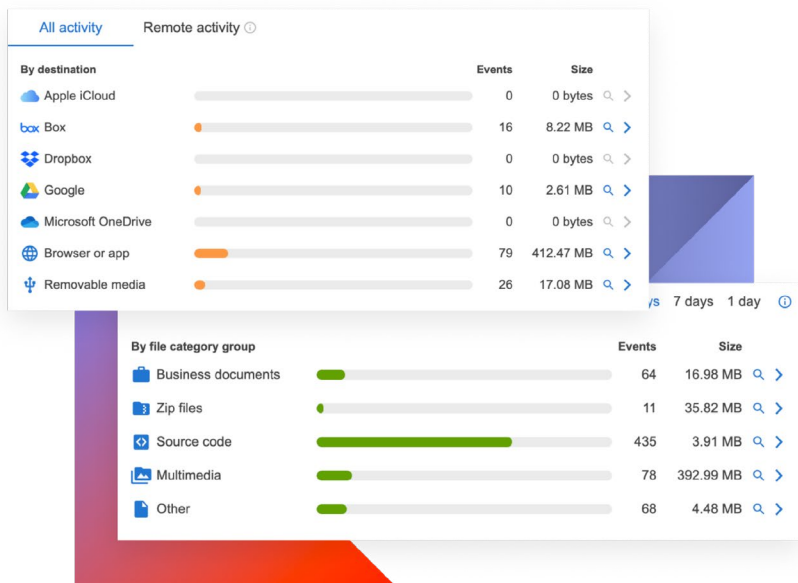
Visual Expression

Spectrum of Expression

Our graphic language is comprised of a range of visual expressions, spanning from minimal (most simple) to complex (most intricate/involved). This range of three distinct approaches allows our brand to flex depending on the tone and/or environment of communication.

Moving from left to right on the expression scale, compositions become more complex as more design elements (shapes, color, lines and photos) are introduced. This endless combination of elements helps to create dimensional, dynamic and intriguing layouts in our signature style.

1
MINIMAL



2
MODERATE



3
COMPLEX



Brand Illustration

Hero Illustrations

Hero illustrations can be used to capture several ideas and tell a more comprehensive story. They depict large thematic concepts and should be used to demonstrate how the Code42 solution works in a visual and imaginative way.

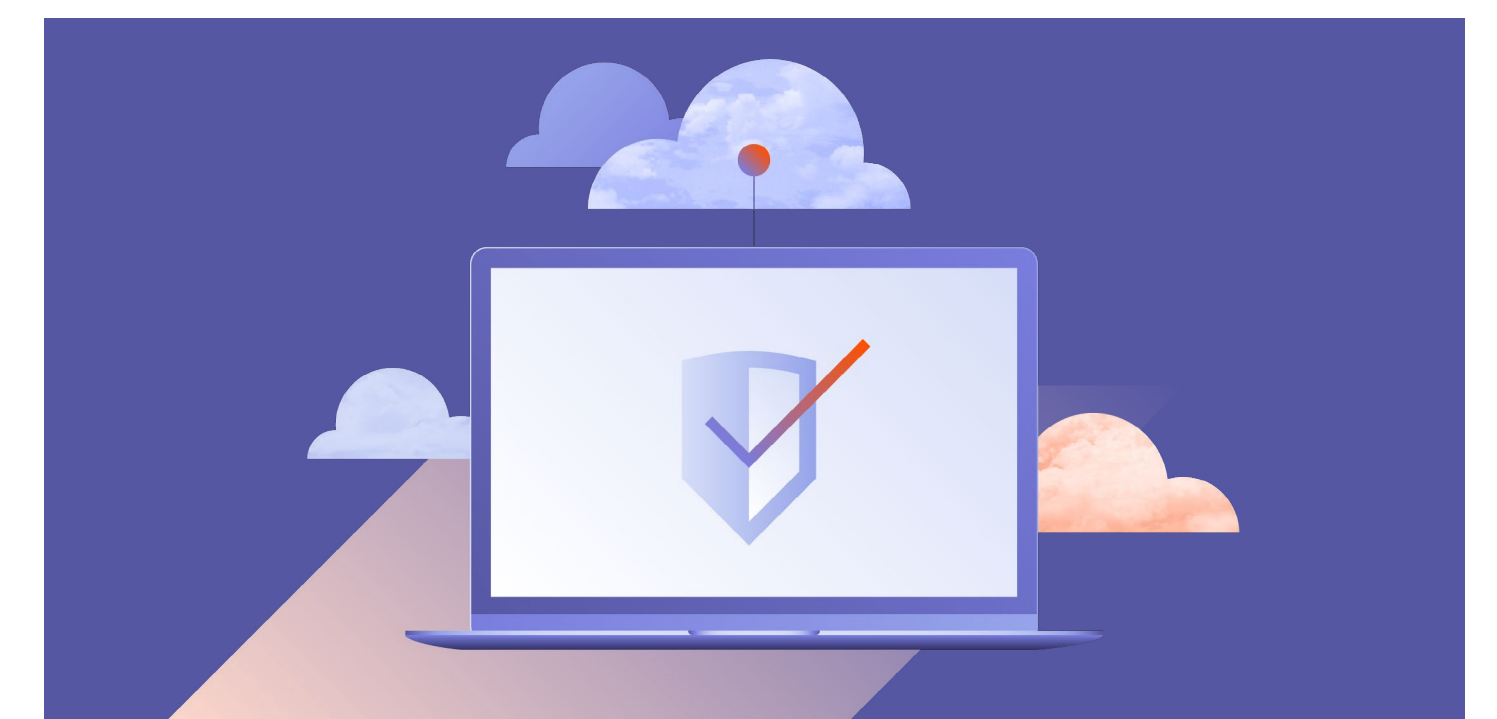
Spot Illustrations

Spot illustrations are simplified versions of hero illustrations. They are used to showcase a single idea or concept and should be used when content directly relates to the feature and benefits of Code42's products and solutions.

Hero and Spot Illustration

Illustrations are a key element of the Code42 brand identity system. We use illustrations across multiple marketing touch points to ensure a cohesive, clear and consistent story from start to finish. They should almost always be used with supporting copy.

The brand team or approved creative partners are the only members responsible for creating new illustrations. For approval to use illustrations, to obtain files or request additional illustrations, please contact **brand@code42.com**.



Secondary Illustration

ILLUSTRATION COLOR

- C1 #D6DEF8
- C2 #96A4EA
- White #FFFFFF (if necessary)

FUNCTIONAL ICONS

- W5 #FF5000

WORKFLOW ELEMENTS

Lines

- C2 #96A4EA

Text/copy

- C5 #27267F

Step-by-step

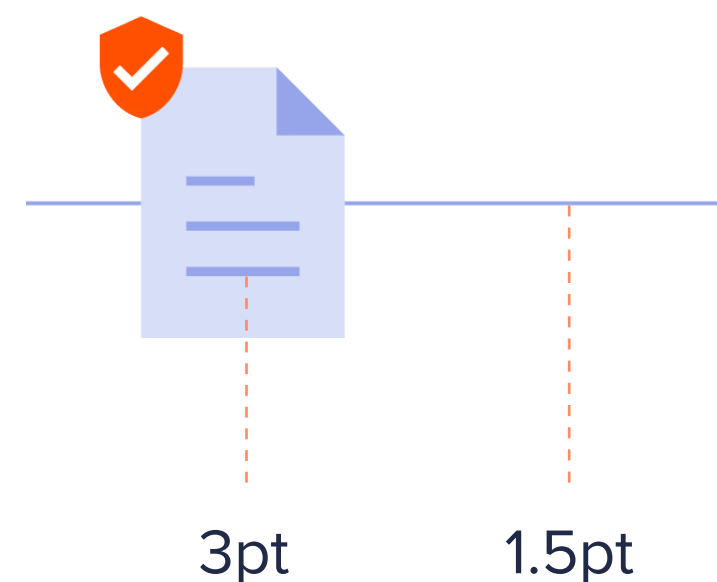
- W1 #FFD9CC

Additional elements

- C3 #7A7DDE
- C4 #5657A3
- W4 #FF6733

Line Weight

When considering line weights, the ratio for lines appearing in icons and connecting diagram lines is 2:1.



Product Workflows/Architectures

We employ a more simplistic secondary illustration style to help demonstrate more complex product workflows and architectures. These diagrams are designed to be more direct and guided as they communicate more technical subject matter.

The brand team or approved creative partners are the only members responsible for creating new product workflow illustrations. To obtain files or request additional illustrations, please contact brand@code42.com.

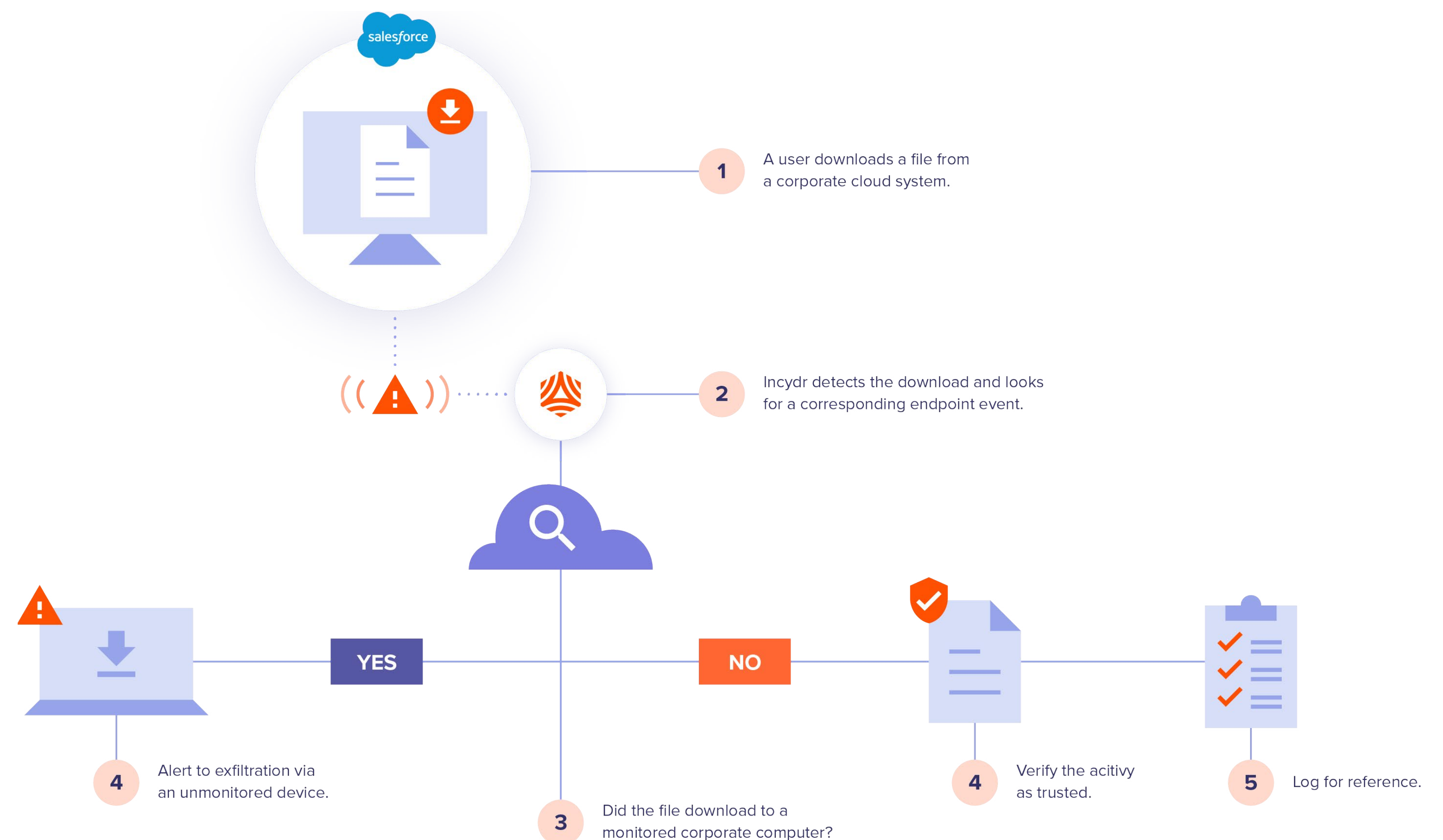


ILLUSTRATION EXAMPLES



Iconography

Hero Icons

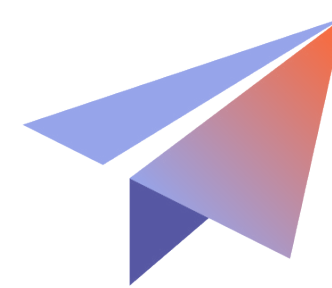
Hero icons are a signature reinforcement of the Code42 brand identity and used to represent higher level ideas/concepts like product pillars, features, solutions, benefits, or value. They will be more prominently featured and showcased on webpages, at events and in marketing materials.

Iconography Styles

Code42 icons should be simple, geometric and easy to read at a small scale. We have two styles of icons: hero icons and secondary icons. The brand team or approved creative partners are the only members responsible for creating icons for official use.

To request a new hero or secondary icon, please contact **brand@code42.com**.

To obtain icon files, visit **code42.com/brand** (internal) or contact **brand@code42.com** (external).



SIMPLICITY



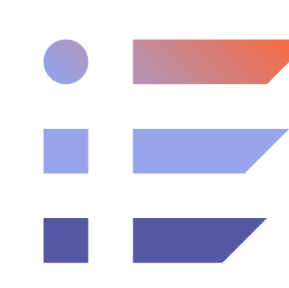
SIGNAL



SPEED



TRUST



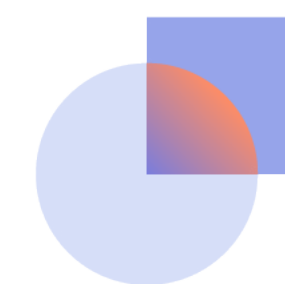
PRIORITIZE



RESPOND

Secondary Icons

Secondary icons are identical to hero icons in their construction, but feature a lighter palette to help visually differentiate and recede. These icons are used to depict product use cases and will be displayed less prominently than hero icons on webpages, at events and in marketing materials.

DEPARTING
EMPLOYEEREMOTE
WORKFORCEMERGERS &
ACQUISITIONS

LAYOFFS



DATA SPILLAGE



IP THEFT

Iconography

LIGHT BACKGROUNDS

ICON COLOR

○ White #FFFFFF
● C1 #D6DEF8

● C3 #7A7DDE

MEDIUM BACKGROUNDS

ICON COLOR

● C2 #96A4EA
● C3 #7A7DDE

○ White #FFFFFF

DARK BACKGROUNDS

ICON COLOR

● C4 #5657A3
● C5 #27267F

● W3 #FF8D66

Functional Icons (Pictograms)

First and foremost, this non-custom set of Google Material icons are intended for quick recognition and clear communication/direction. They will commonly be used to depict items such as content types, technology vectors, data types, actions, industries, departments, people, etc.

Typically displayed in less prominent places and not exceeding 75px in width/height, these icons will be deployed in product UI, presentations, webpages, technical documents, and marketing materials. Please see below for acceptable background/icon color combinations.



Functional Icon Library

PRODUCT FEATURES

Detection



Risk Exposure Dashboard



Risk Detection Lens



Detects Risk in Computers, Cloud and Email



High Fidelity Alerts

Investigation



Users Profiles

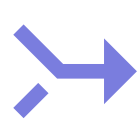


Forensic Search



SIEM Integrations

Response



Use Soar Platforms to Automate Response



Perform User Outreach to Remediate



Improve Security Awareness Via Training



Preserve Files for Potential Litigation



Recover from Malicious File Detections

ACTIONS



Alarm



Alert



Announcement



Delete



Download



Easy to Use



Save



Sync



Target

DATA TYPES



CAD



Credit Card Information



Customer List



Employee Records



Financial Records



Folder



HR Files



Images



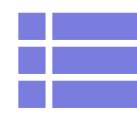
Marketing Plan



Product Roadmap



Source Code



Spreadsheet



Trade Secrets



Zipped Folder

INDUSTRIES



Biotech & Pharma



Government



Healthcare



Manufacturing



Media & Entertainment



Professional Services



Technology

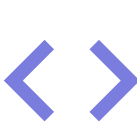


University/Higher Ed

DEPARTMENTS



Customer Services



Dev/Engineering



Finance



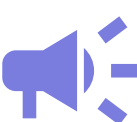
HR



IT



Legal



Marketing



Product



Sales



Security

ASSET TYPES



Article



Case Study



Customer Testimonial



Demo



Document



Ebook



Infographic



List



Presentation



Report



Toolkit



Video



Webinar



Whitepaper

TECHNOLOGY VECTORS



Browser



Chat



Cloud



Desktop Computer



Email



External Hard Drive



Flashdrive



Laptop Computer



Phone



Printer



Server



Web Application



WiFi

PEOPLE



Customer



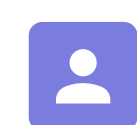
Group



One Person



Two People



Video Meeting

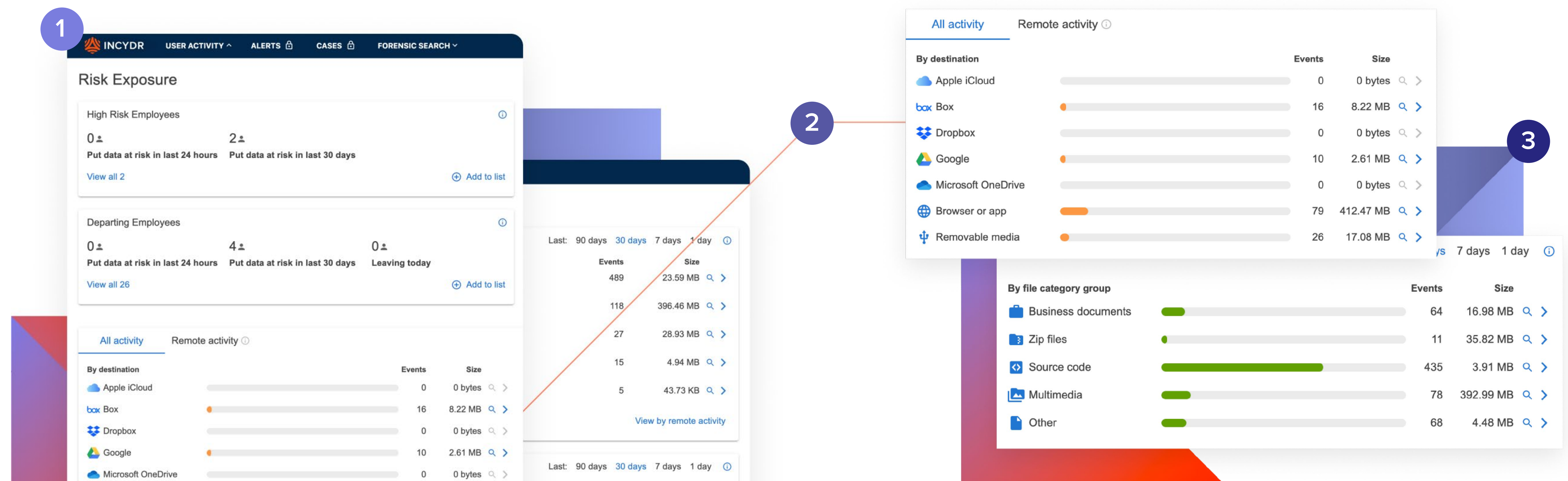
Product

Product Representation

Our products are an integral aspect of the Code42 brand. When shown, the product should be presented in a way that makes it the primary focus (or hero). Below are examples of a systematic approach to showcasing our product(s) with a flexible, branded layering technique.

Layering

- 1 **Foreground:**
Product UI visuals (up to 3 total)
- 2 **Middleground:**
Line elements (optional)
- 3 **Background:**
Brand expression ($\leq 25\%$ of visual)



Clipped

When a product visual is cropped by the edge of a page, composition, or section/module, make sure there is a defined edge to create an obvious termination point.

Floating

In instances where there is plenty of space, product visuals should float or hover freely with subtle drop shadows to create believable depth and establish the desired hierarchy.

Devices

Device Bezels

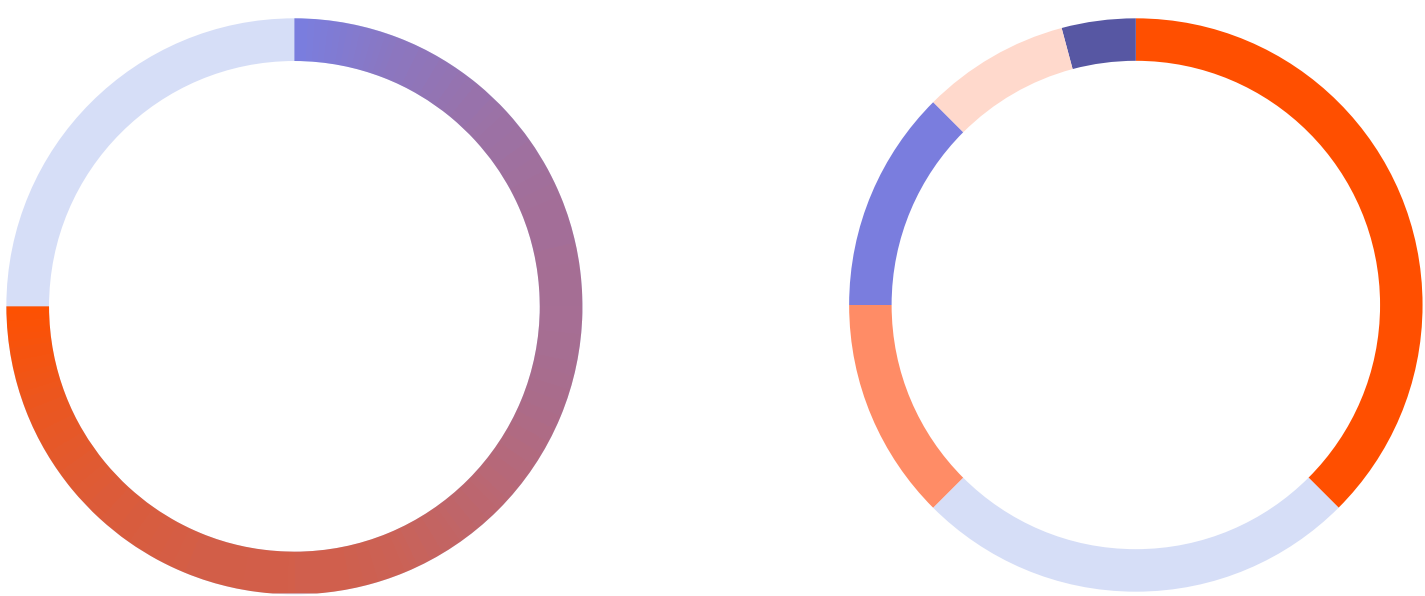
The four device mockups shown below (mobile, tablet, desktop and laptop) are rendered in a semi-realistic clay style for a consistent branded aesthetic. Each device is available as a transparent .png file with the screen knocked out for easy usage in various formats.

[Download devices](#)



Charts & Graphs

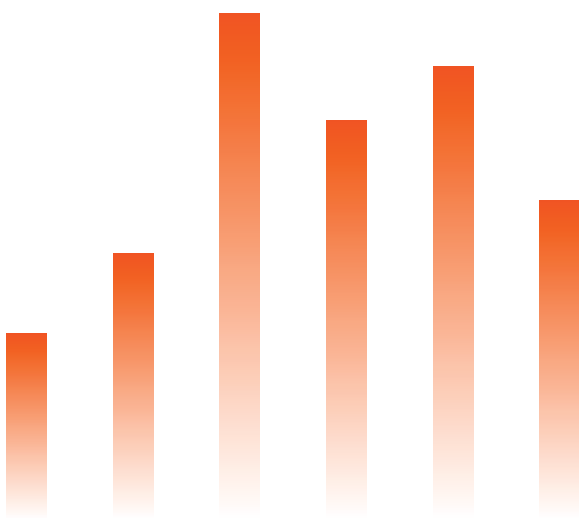
DONUT CHARTS



BAR CHARTS



HISTOGRAM



MULTILAYER DONUT



Data Visualization

Allow for open structures (freedom) and avoid tight/cozy tables/graphs.

	Incydr™ Basic	Incydr™ Advanced	Incydr™ Federal
Cloud Deployment	✓	✓	✓
RISK DETECTION SOURCES			
Computers	✓	✓	✓
Corporate Cloud & Email Services		1 Included	1 Included
RISK DETECTION			
Data Risk Detection Dashboards	✓	✓	✓
Personal Cloud App Detection	✓	✓	✓
Removable Media Detection	✓	✓	✓
Browser Upload Detection	✓	✓	✓
File Destination Detection for Browser Uploads	✓	✓	✓
Suspicious File Mismatch	✓	✓	✓
15-minute Alert Frequency	✓	✓	✓

07

Photography

Photo Style

PHOTO CHECKLIST

- ✓ Candid in nature
- ✓ Neutral in color
- ✓ High contrast
- ✓ Bright environment
- ✓ Business casual attire (no ties)
- ✓ Diverse people (gender, race, age and role)
- ✓ Engaged/action-oriented
- ✓ Collaborative (when applicable)
- ✓ Incorporates brand colors (if possible)

PRO TIP

When selecting/applying cloud photos to a layout or composition, some minor color correction may be necessary to achieve the desired look and feel. Use any of the color values from the cool palette to help your image feel cohesive.

To obtain approved photography, visit code42.com/brand (internal) or contact brand@code42.com (external).

People & Places

Photography subjects should be representative of the people/businesses we support—the doers, creators, and builders. Select photos that are candid in nature—demonstrating engagement or implying action. Avoid overly-posed subjects, direct eye contact, and stock photo clichés.



Clouds

Cloud imagery not only pays tribute to where modern businesses are collaborating, but they also help contribute a sense of openness and freedom that's core to our brand strategy. Favor cumulus clouds (the fluffy type) and feel free to use them as an isolated layer or as a grouping.



Photo Library

Stock Photography

Stock photography plays an important role in portraying the human aspect of our story and should reflect how people work and collaborate in today's connected and increasingly remote workforce. Photography will be used for blog posts, web pages, content, presentations and marketing collateral.

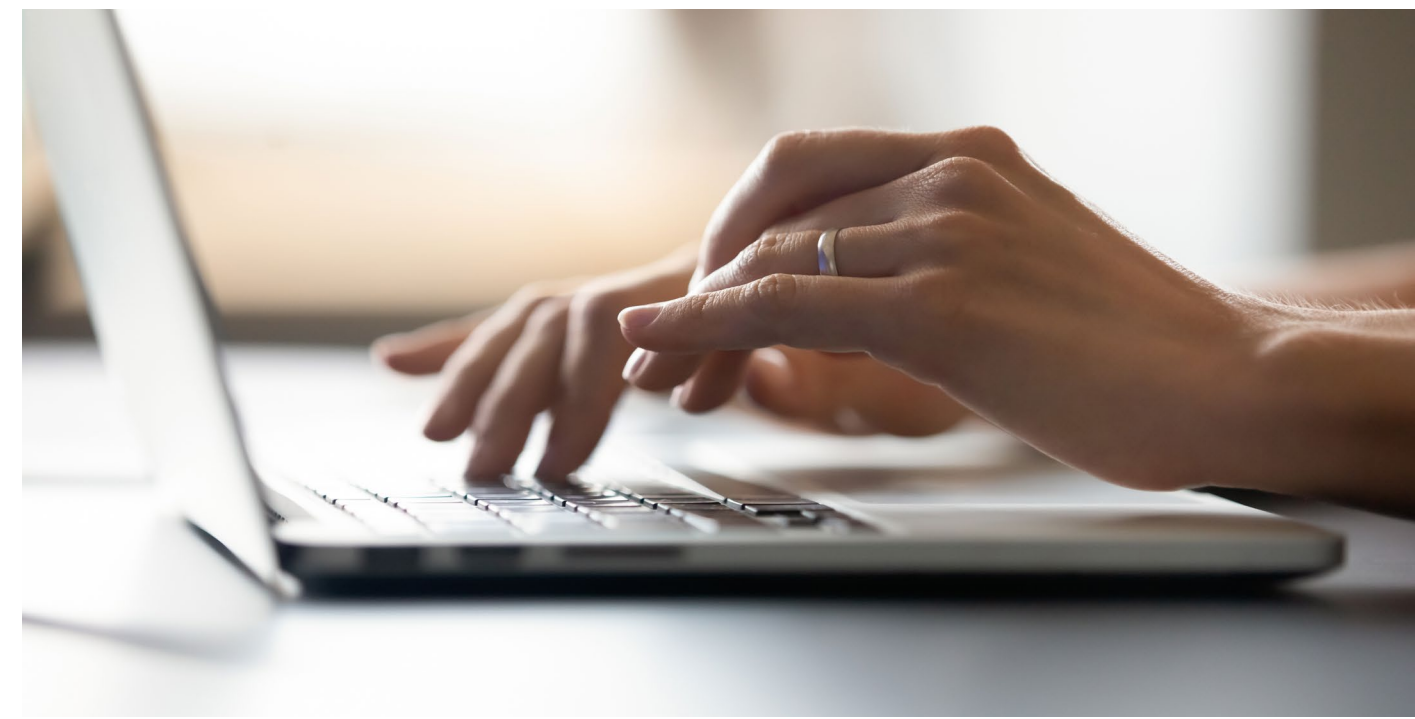


Photo Cropping

Containing Photos

Photography can be cropped in a variety of ways using the shapes outlined on page 29 (squares, right triangles, and parallelograms). These shapes create consistent containers that allow for photography to be incorporated into various layouts with more flexibility/modularity.

Squares & rectangles



Right triangles & parallelograms

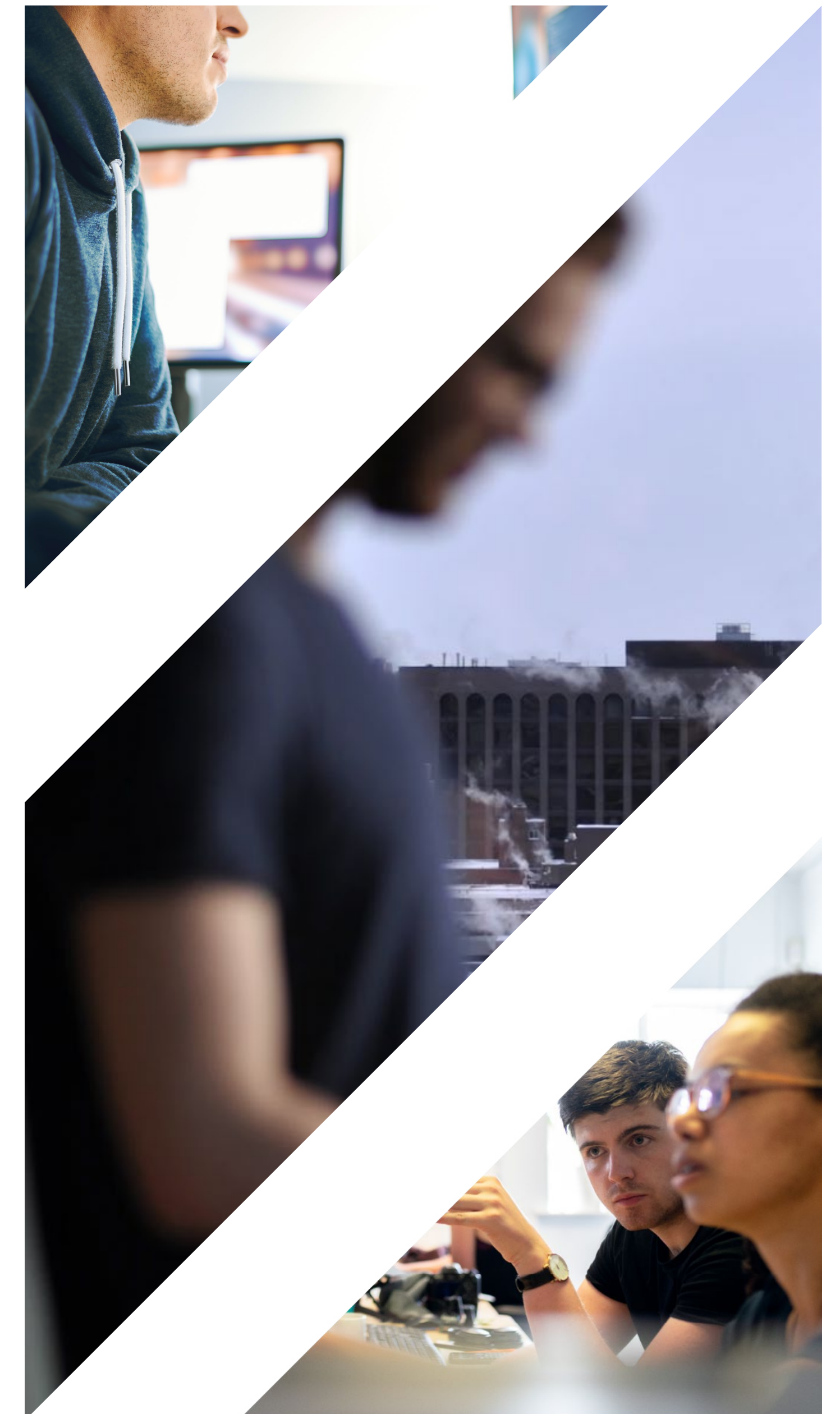


Photo Treatment

Gradient Maps

A signature color treatment can be applied to stock photos to provide a branded touch. We use a simple gradient map technique to create a unified and distinguishing effect. Below are three distinct categories of gradient maps—light, medium, and dark.

Light



HIGHLIGHTS

C1
#D6DEF8



SHADOWS

C2
#96A4EA



Medium



HIGHLIGHTS

C3
#7A7DDE

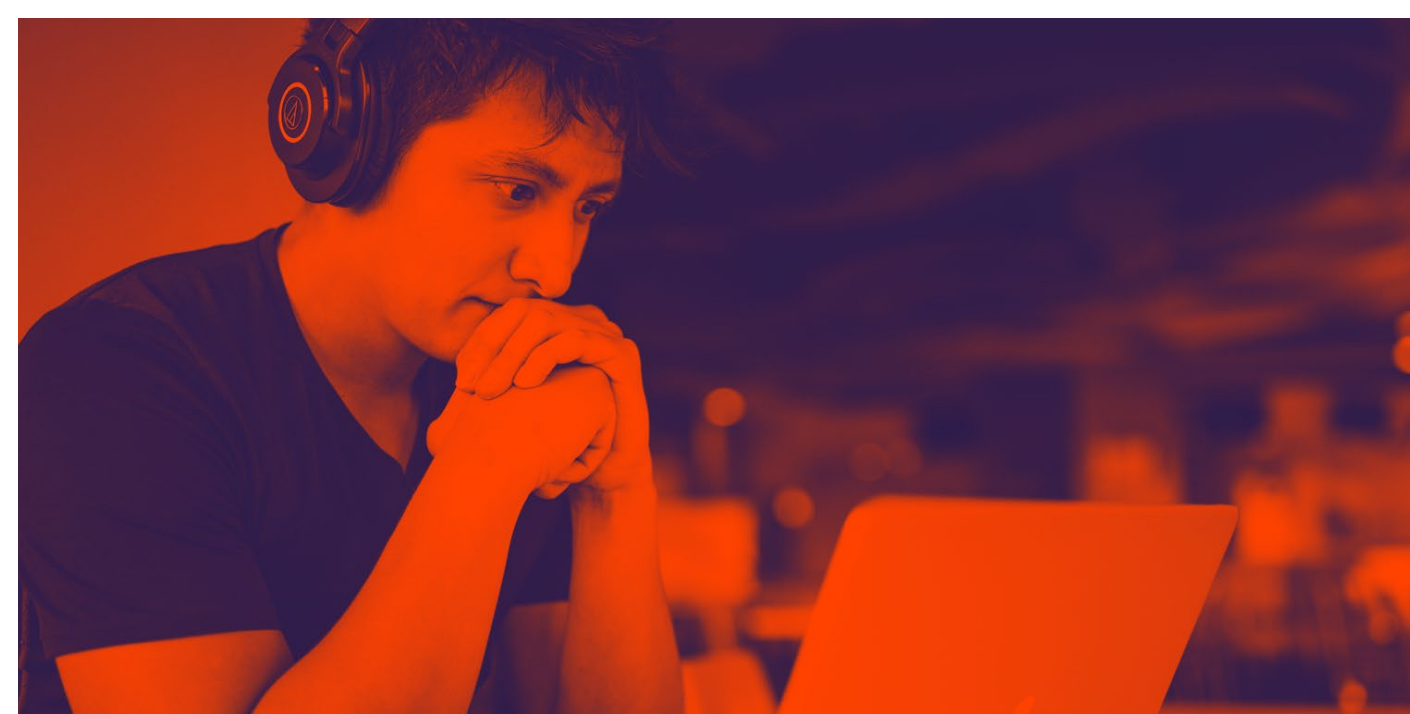


SHADOWS

C5
#27267F



Dark



HIGHLIGHTS

W5
#FF5000



SHADOWS

C5
#27267F

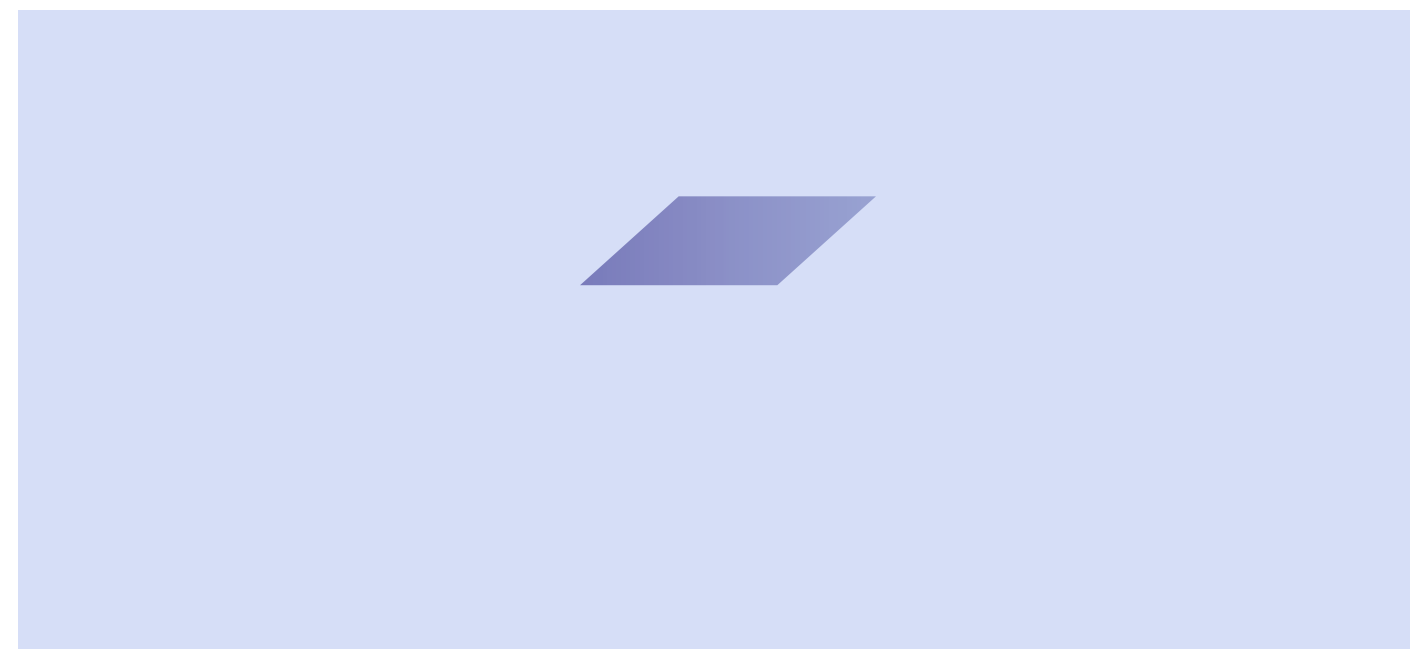




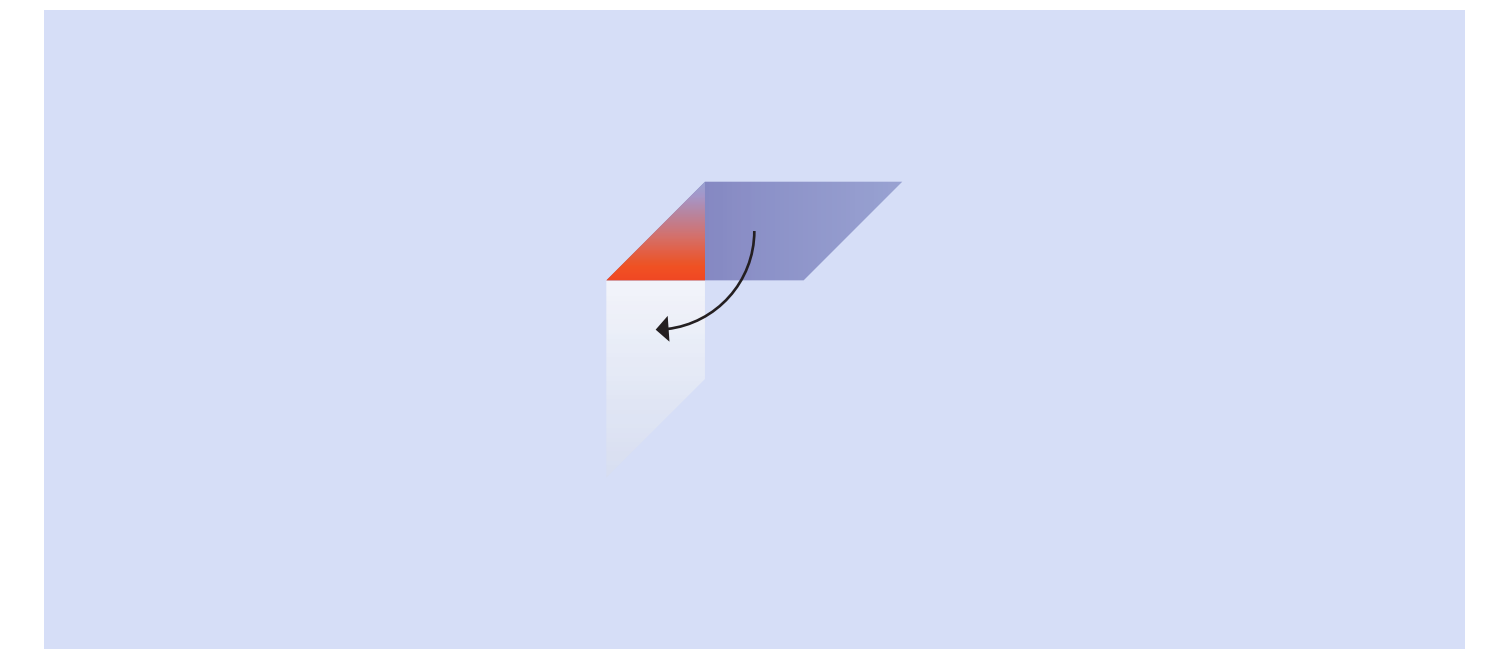
Video, Motion & Music

Loading Animation

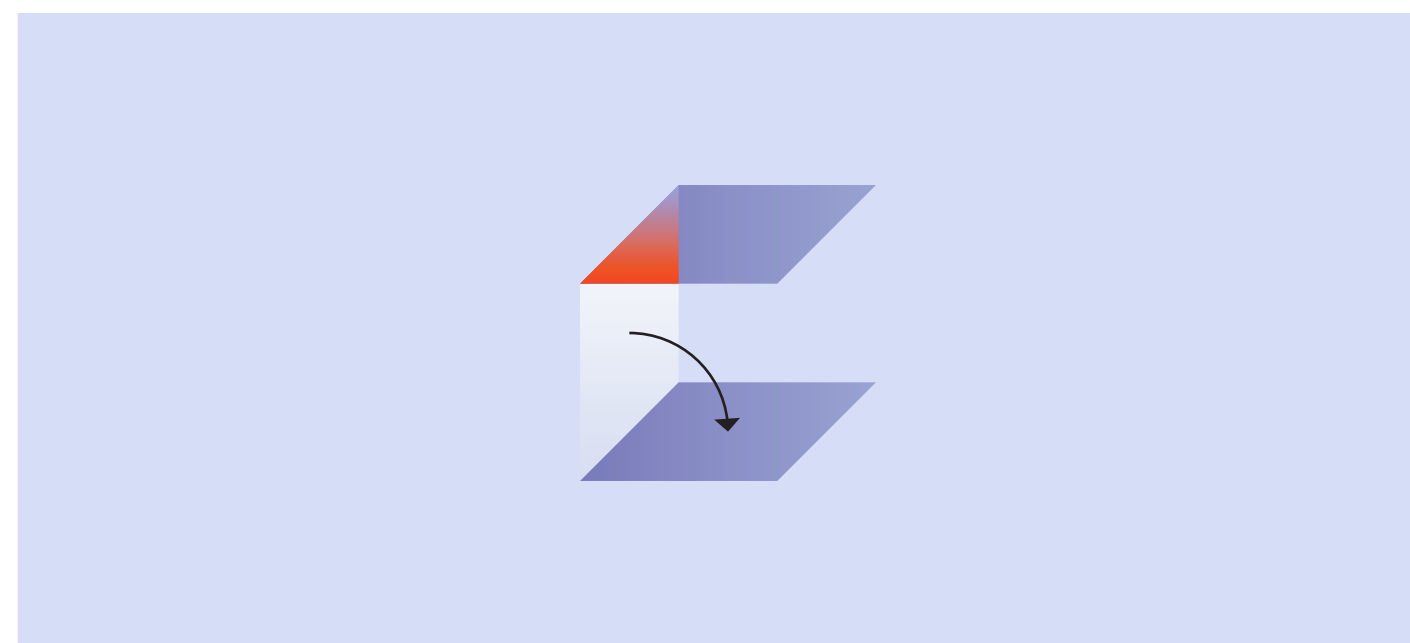
1) Begin with top parallelogram



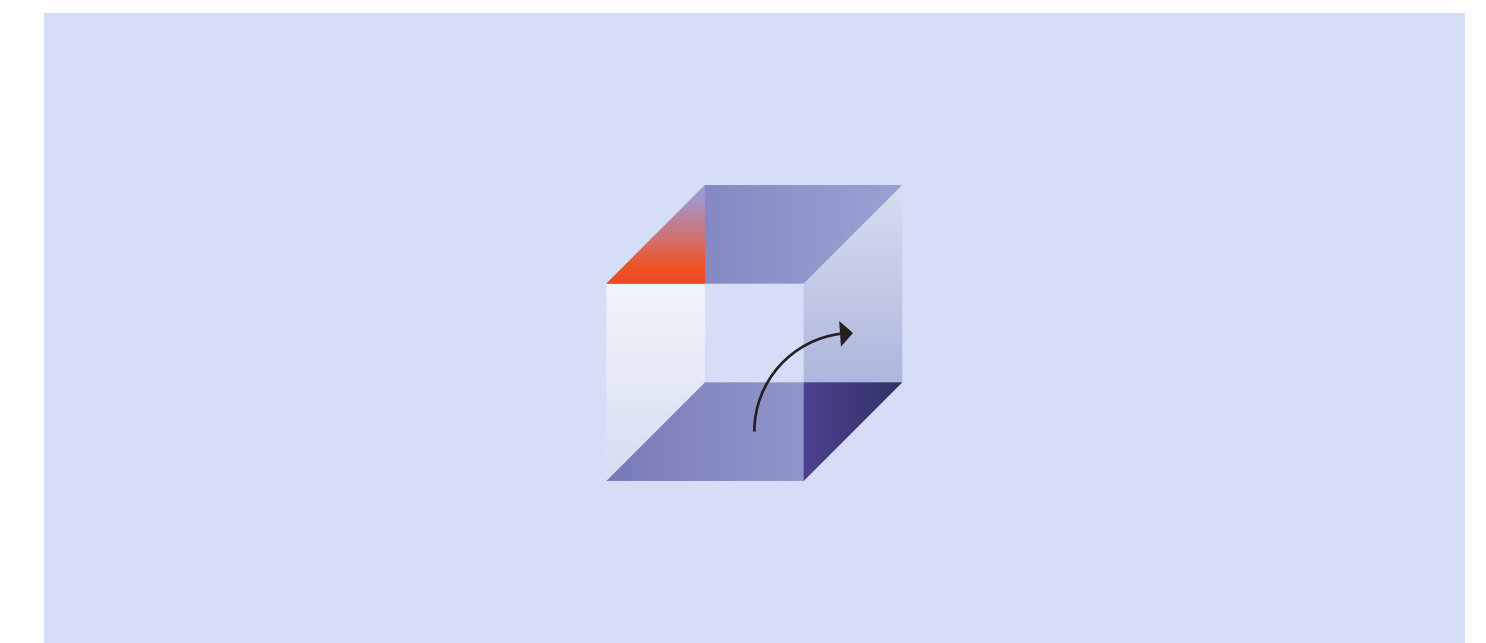
2) Second shape unfolds downwards



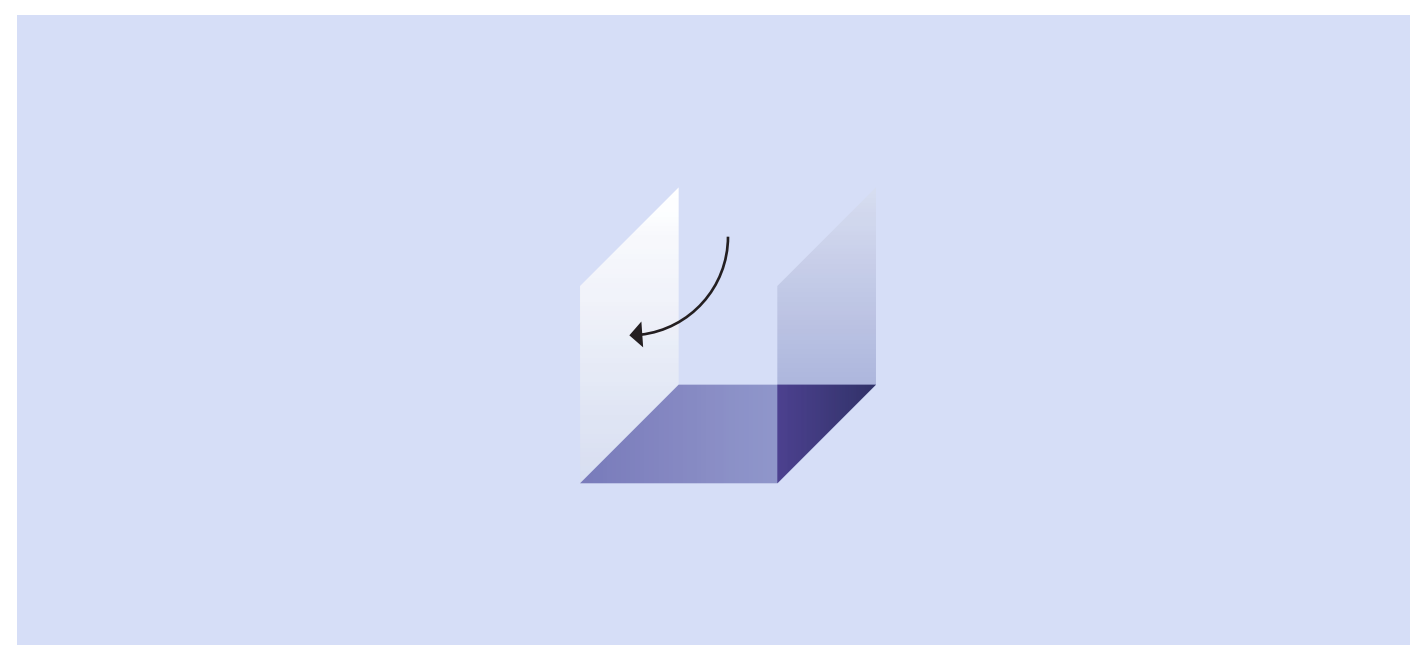
3) Third shape unfolds rightwards



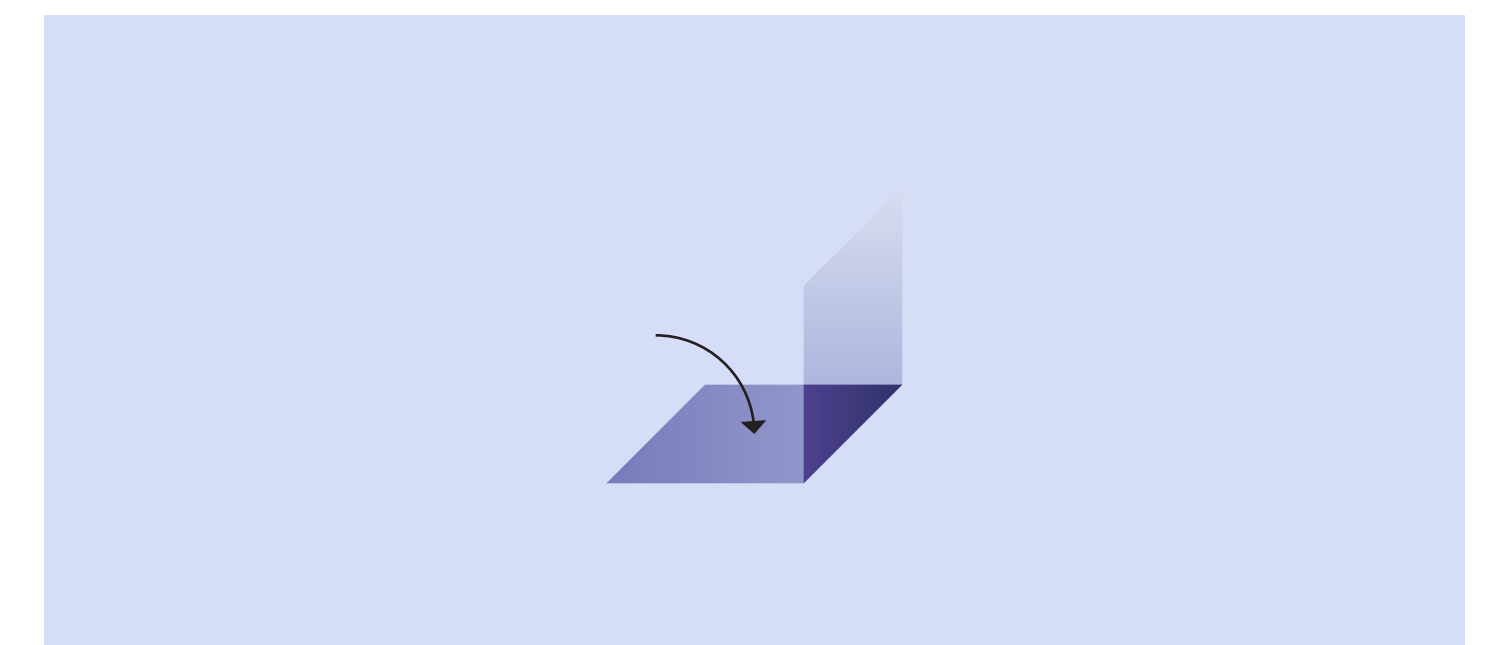
4) Fourth shape unfolds to complete cube



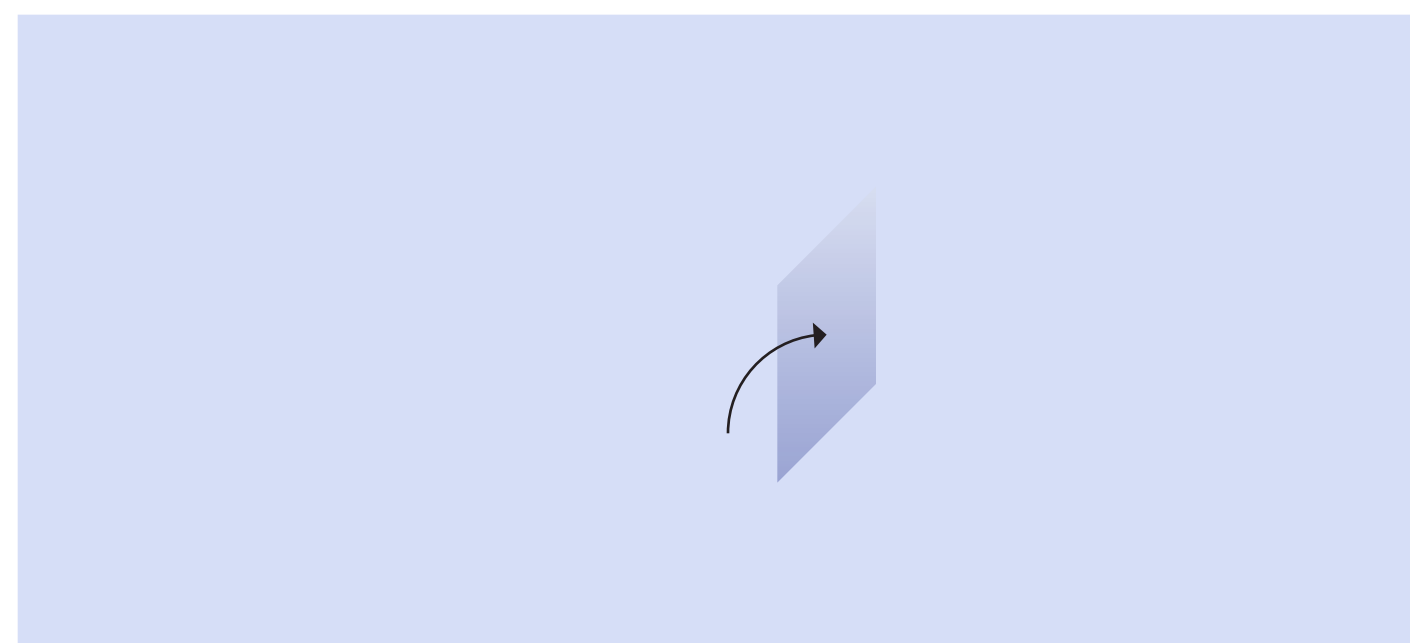
5) Top folds into left



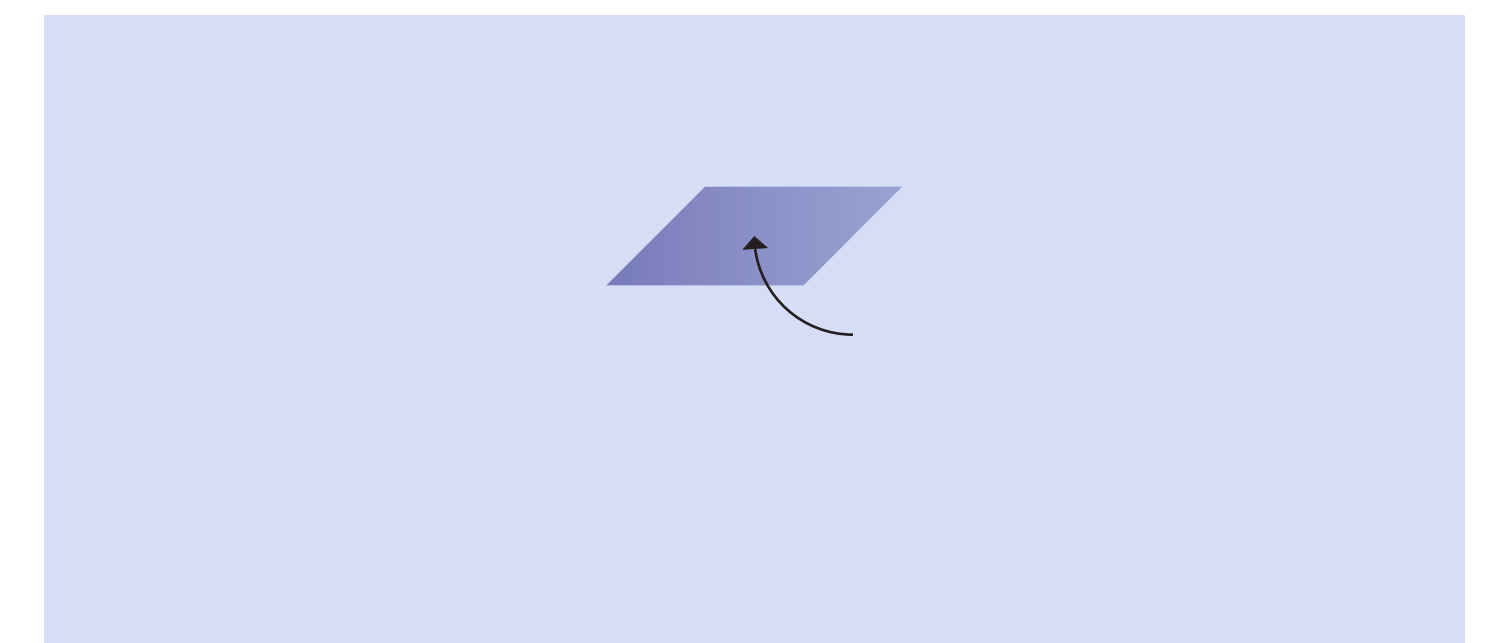
6) Left folds into bottom



7) Bottom folds into right



8) Right folds into top and color fades darker



Transition Animation

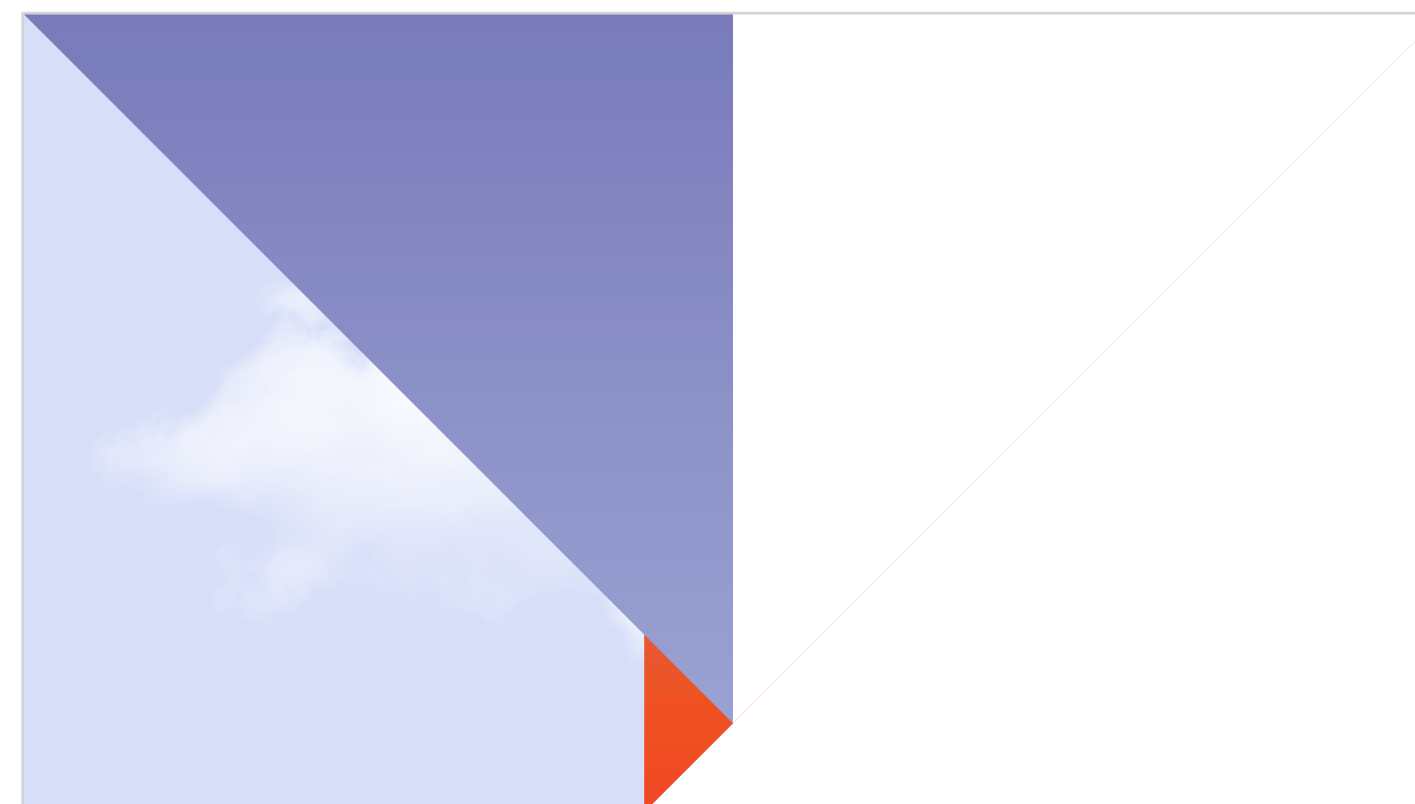
1) *Begin static screen*



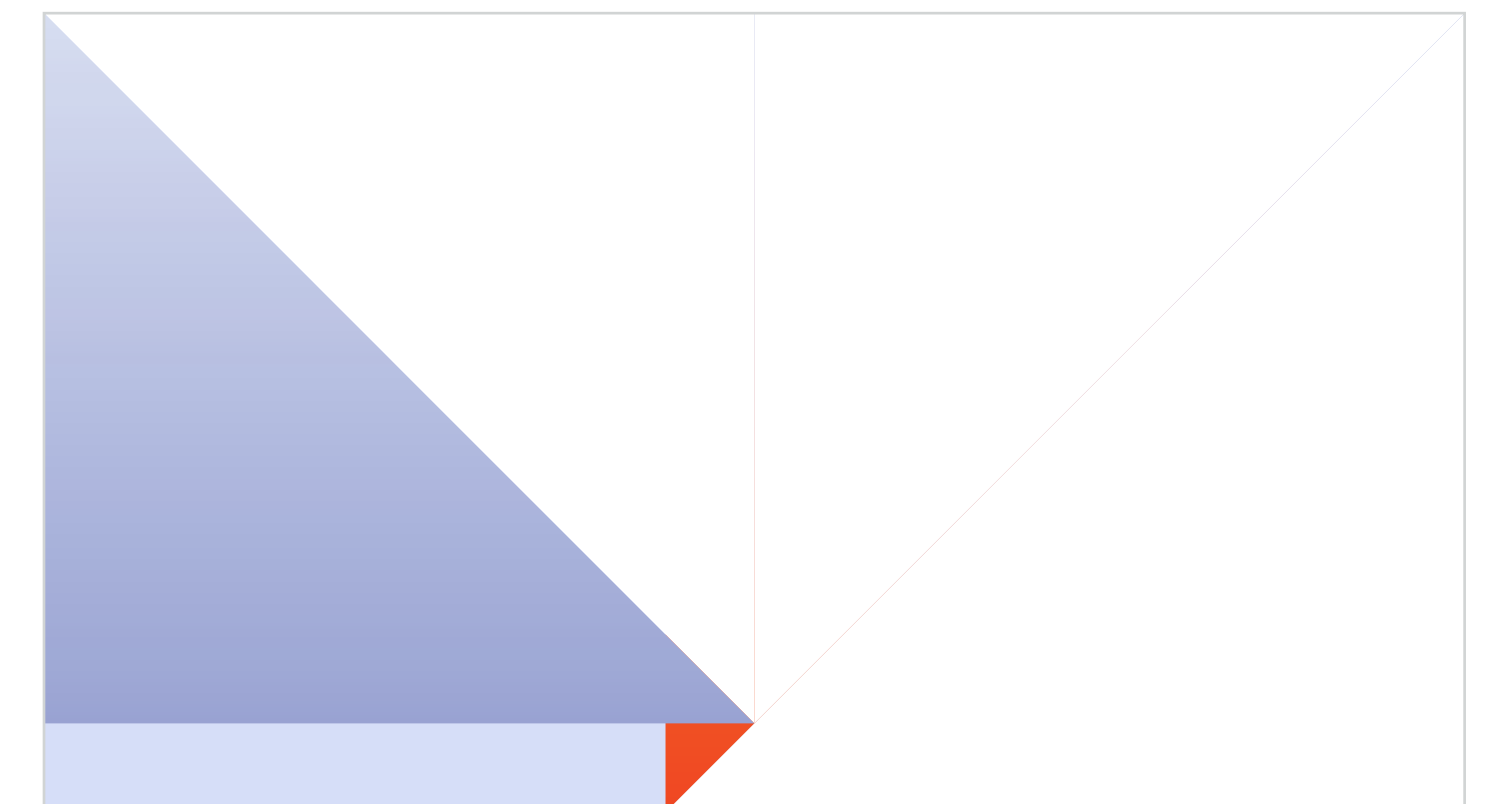
2) *Lower right corner folds up into triangle*



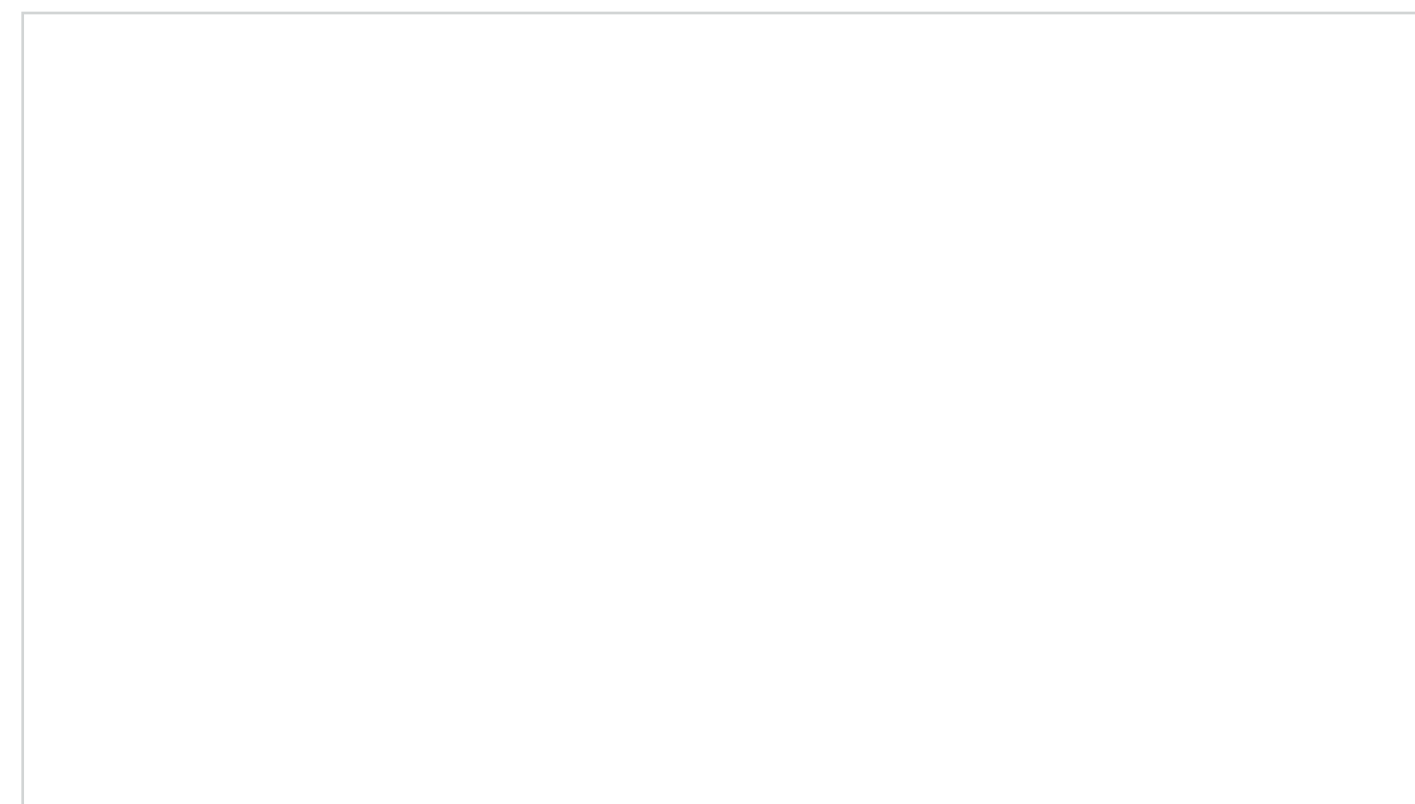
3) *Top right corner folds over to top left*



4) *Top right of triangle folds down left*



5) *Triangle folds down and peels away*



Lower Thirds

1) Triangle slides up and right at 45° angle



2) Long parallelogram extends to the right



3) Text wipes in as parallelogram extends



4) Corner triangle unfolds from behind



Music

SAMPLES

→ [Digital World](#)
Peter McIsaac Music

→ [Land of Blue](#)
Remember The Future

→ [Spellbound](#)
Gyom

Sound & Style

Our music doesn't get in the way of our brand story. It helps our audience experience the emotion behind our story. Consistent with our brand expression, Code42 music should feel:

Magical
Mystical
Intriguing
Inspiring

Following our Magician brand archetype, our music should create a magical or mystical mood that adds a sense of drama and intrigue to reinforce Code42 as an agent of change and transformative innovator.

Free
Light
Flowing
Effortless

The Code42 brand is a breath of fresh air and does not focus on the dark and scary aspects of security that other brands tend to hone in on. Our music should express a sense of freedom and highlight the bright, friendly, and human qualities of our brand.

Modern
Fresh
Innovative
Accessible

In our line of work, if we don't keep up, we're toast. Code42 is constantly innovating. Our music has to be today or tomorrow, but never yesterday. We want to stand out, we also want to be careful to choose tracks that can be enjoyed by people of all ages and cultural backgrounds.



Web & Digital

Email

NAME	COLOR
Type: San Serif, Bold Size: Regular	C5 #27267F
JOB TITLE	COLOR
Type: San Serif Size: Regular	C4 #5657A3
EMAIL	COLOR
Type: San Serif Size: Regular	N5 #202945
ADDRESS	COLOR
Type: San Serif Size: Regular	N5 #202945
URL	COLOR
Type: San Serif Size: Regular	W5 #FF5000

New Message

To

Subject

First Lastname

Job Title Goes Here

name@code42.com

code42

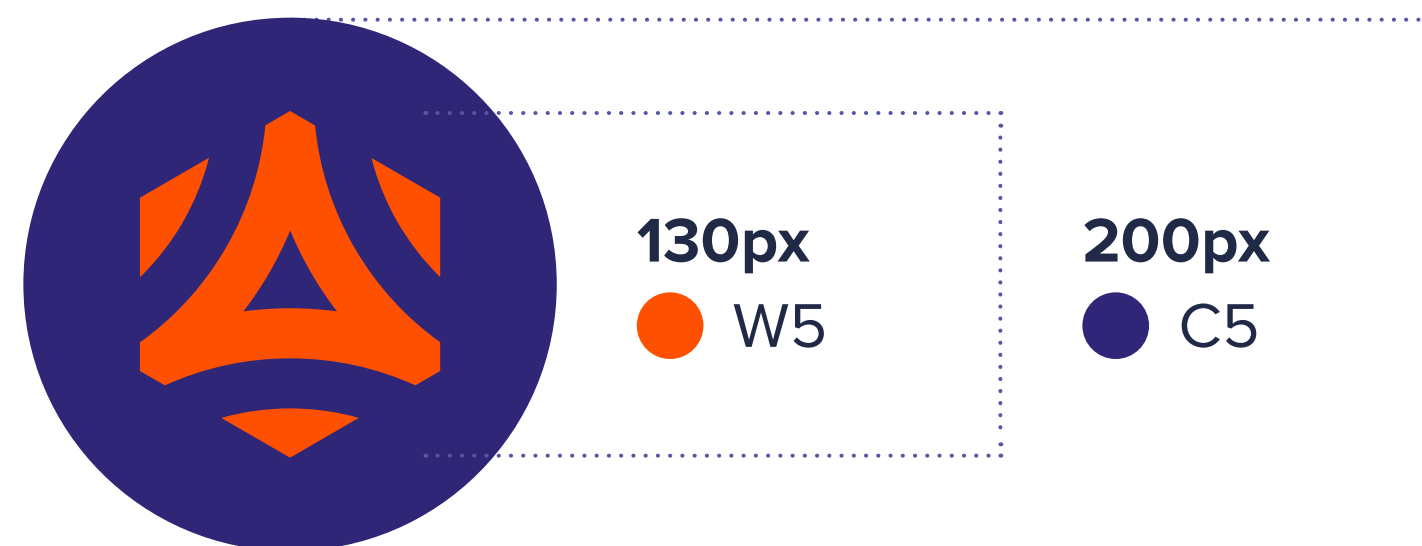
100 Washington Avenue South, Suite 2000 | Minneapolis, MN 55401

code42.com

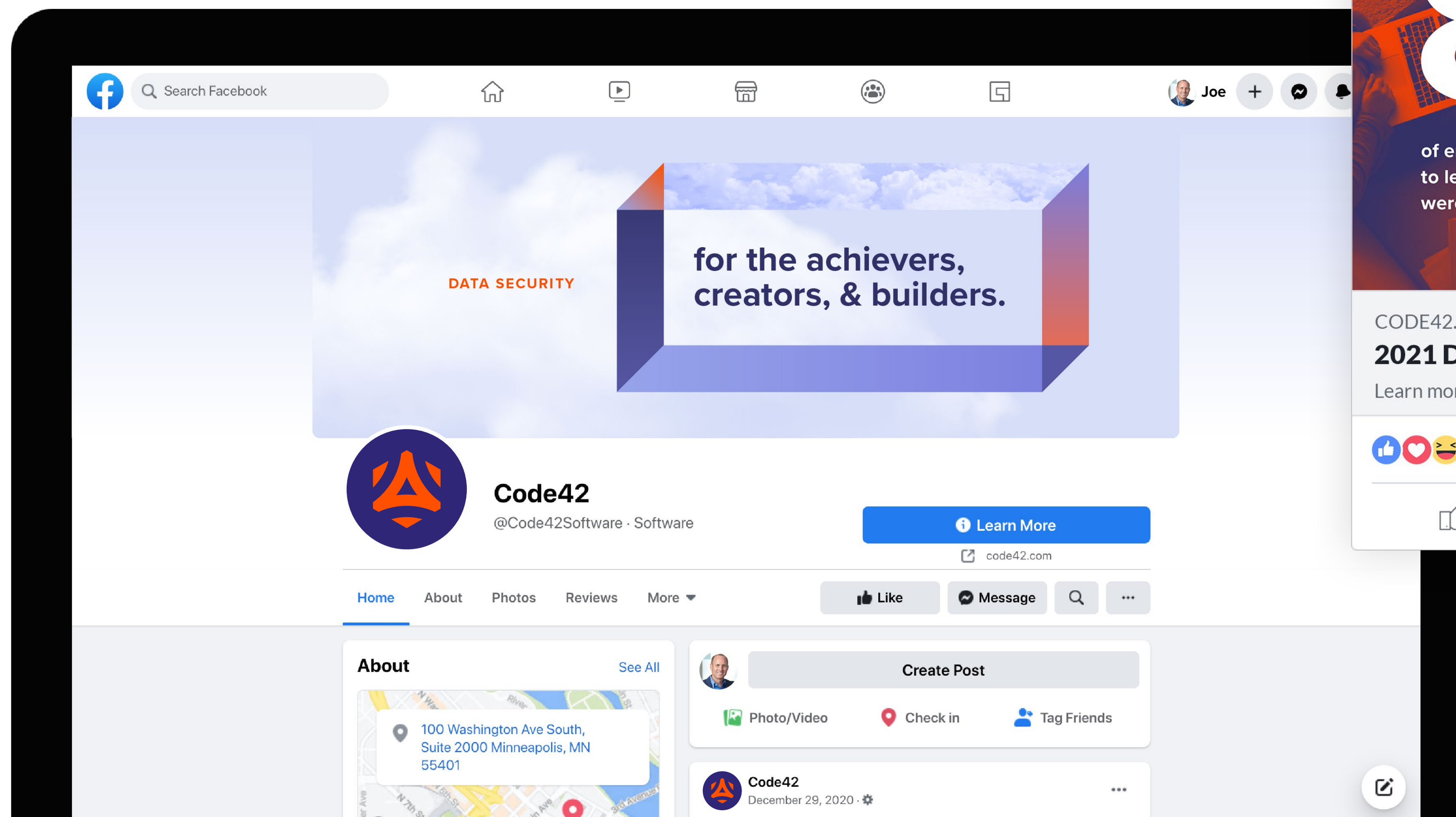
Send

Social Media

AVATAR



No matter the social platform (i.e. LinkedIn, Twitter, Facebook), the height of our shield should be exactly 65% the height of the container shape.



↑ Sample social post

← Sample social homepage cover

10

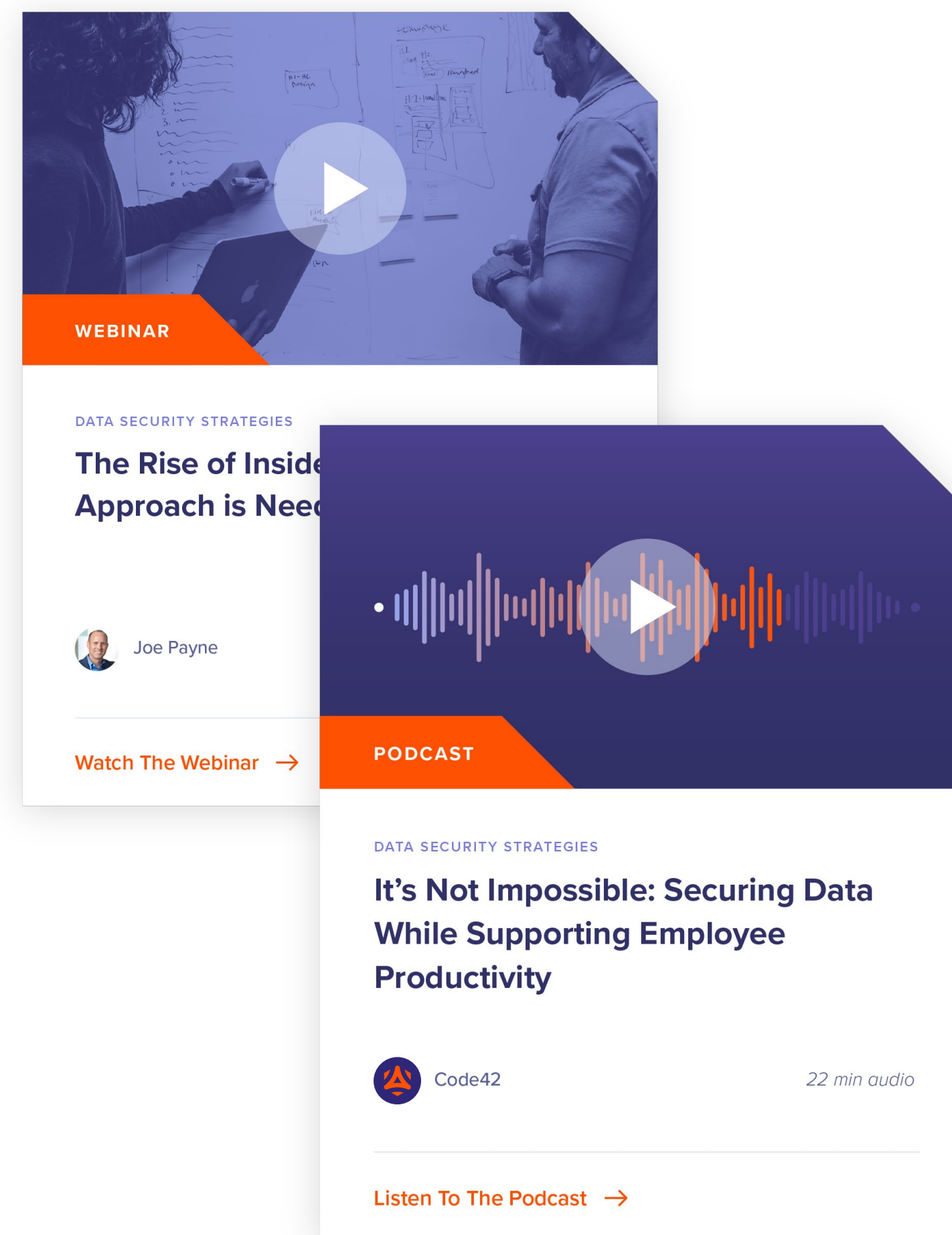
Brand Application

Application

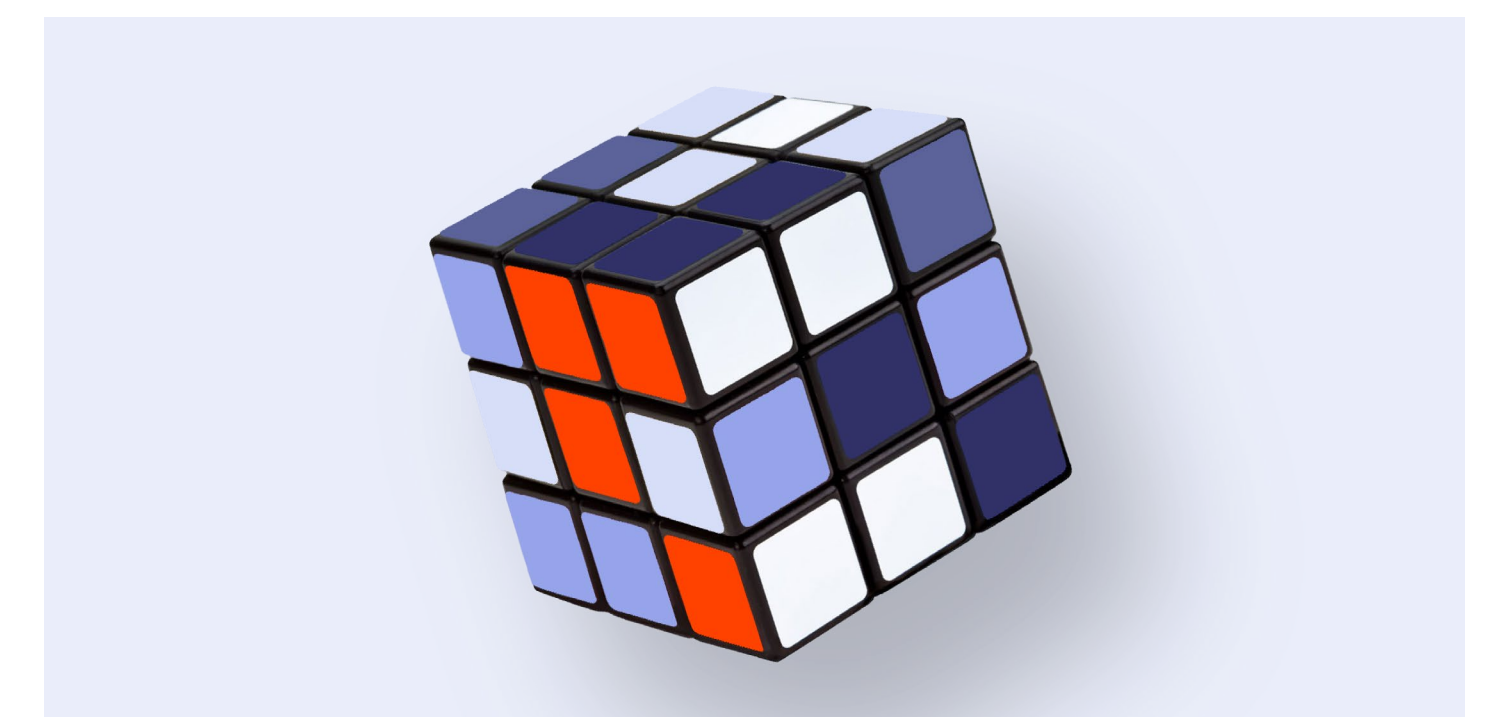
Ebook Cover



Web Modules/Cards



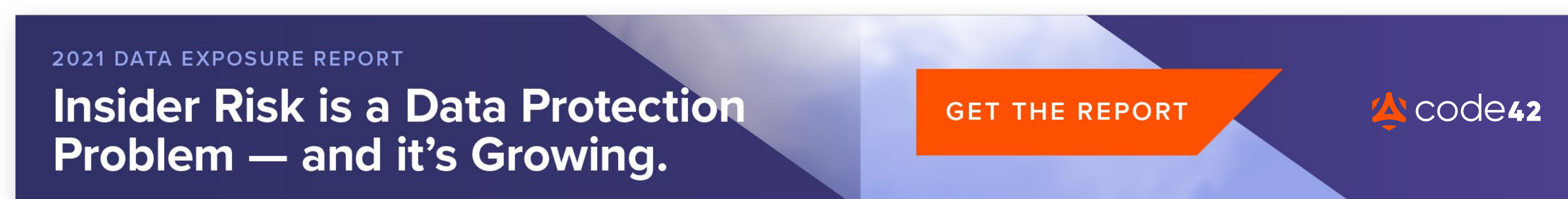
Promotional Item



Employee Swag



Display Ad





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