



Branding Guidelines

V1.2 SPRING 2021

Introduction

The SentinelOne Brand Guidelines serve as a guide for internal team members as well as external contributors assisting with content creation. Please adhere to the guidelines provided within this document when creating marketing materials for SentinelOne. While the style rules are fixed, they are not designed to be limiting. Creativity is encouraged within the context of the guidelines, provided that brand consistency is maintained.



Contents

	Introduction	2
	Contents	3
01	Brand Identity	4
	Logo	5
	Color Palette	10
	Typography	15
	Visuals	18
	Icons	22
02	Usage	24
03	Application	28
	Appendix	35

SECTION 02

Brand Identity

The Face of the Brand

Logo

Primary Version

This is our primary logo. It is composed of an icon - the helmet - and the wordmark. The helmet is a universal sign of protecting what's most important to each of us. During the most dangerous times of battle, a helmet keeps you safe. As our users and their endpoints forge uncharted paths into the precarious unknown, our logo reassures them that their most important possessions are autonomously secured against the threats of yesterday, today, and tomorrow.

As this is our primary logo, it should be your first choice when placing a logo. Please make sure to not use our logo in sizes smaller than the ones described on the pages in this document. The logo should always include the register mark.



Logo

Secondary Logos

In addition to our primary logo there are two additional logos that can be used. The stacked logo (left) and logomark (right) are to be used if readability of the primary logo becomes an issue.

For applications where the logo is restricted to a square please use the stacked or logomark.

All SentinelOne logos with a wordmark must include the register symbol.

STACKED LOGO

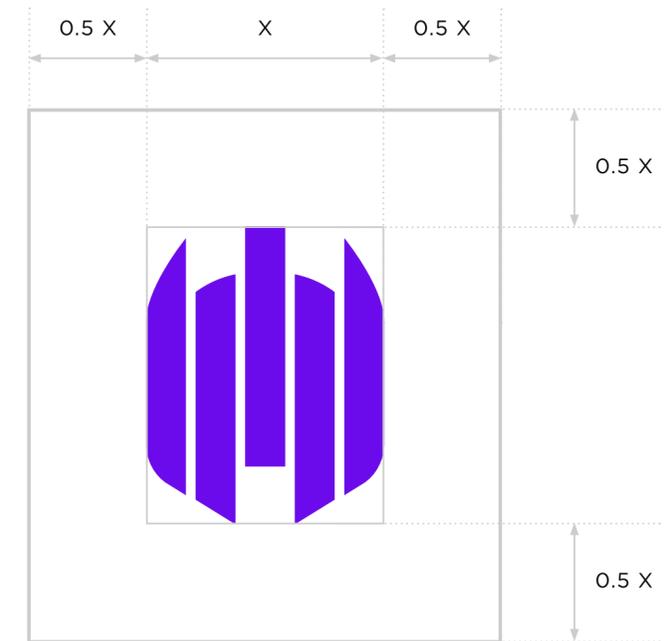


LOGOMARK



Logo

Clear space



To give the Sentinel One logo proper exposure on a page/ screen please provide ample clear space around the mark.

The clear space should be to equal at least the width of the icon. Use the accompanying diagrams for reference.

Logo

Wordmark



It is possible to use the SentinelOne wordmark by itself in very specific applications. This version of the logo should be used only in situations where the logomark and wordmark need to be separated.

When using the wordmark remember to provide the minimum clear space shown.

Logo

Minimum Sizes

DIGITAL USE



80 PX



40 PX



15 PX

PRINT USE



0.5 IN



0.3 IN



0.2 IN

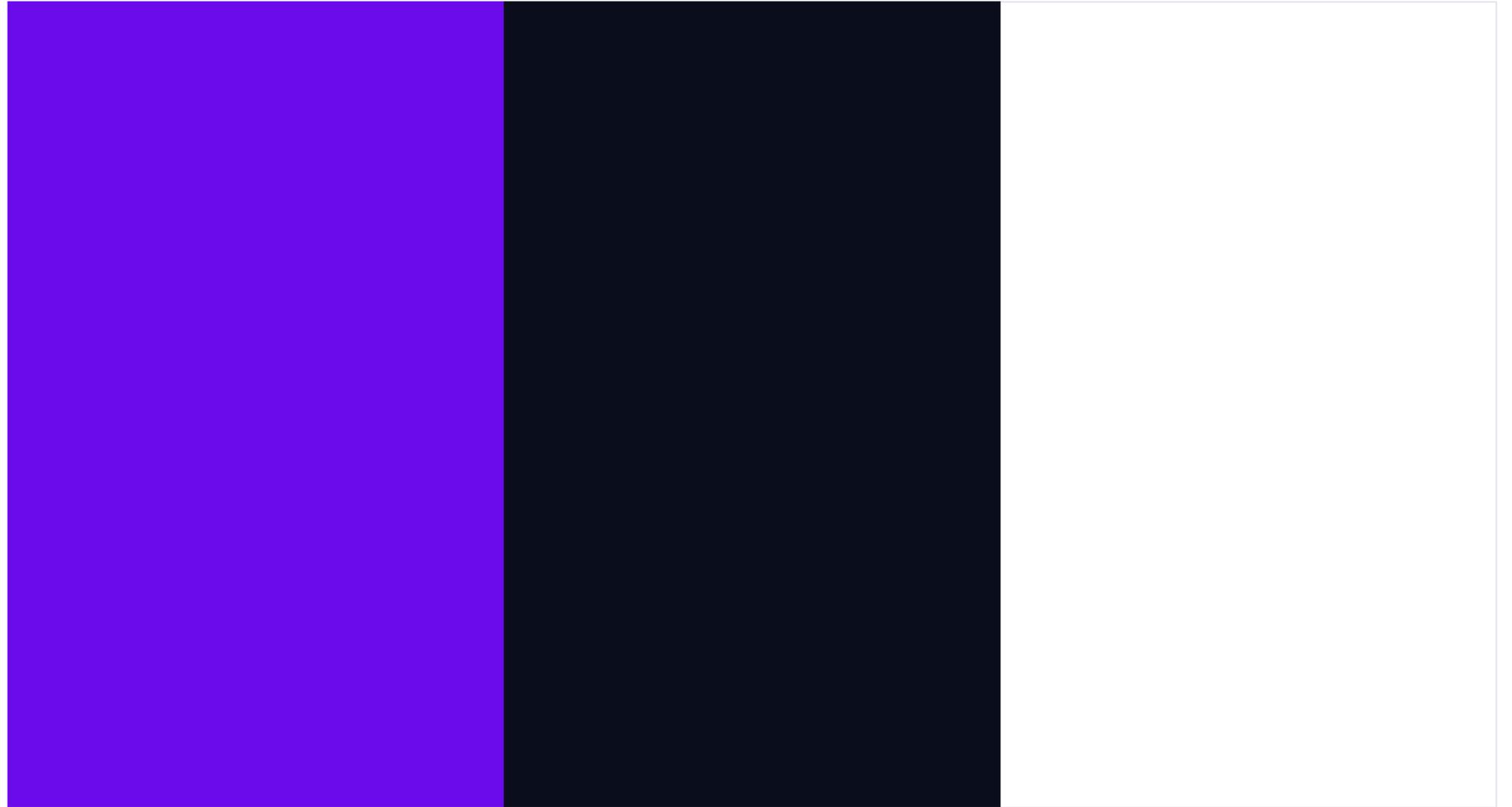
When scaling our logo do not make it smaller than the sizes listed on this page.

Color Palette

Primary Colors

Our brand identity is based on vibrant colors that harmoniously come together to help form a strong and powerful visual message.

Our purple is central to our visual identity and needs to be included in every form of media that we put out. The SentinelOne colors should not be adjusted or modified whatsoever.



Sentinel Purple

HEX 6B0AEA
RGB 107, 10, 234
CMYK 75, 79, 4, 0
PMS 2090

Vanta

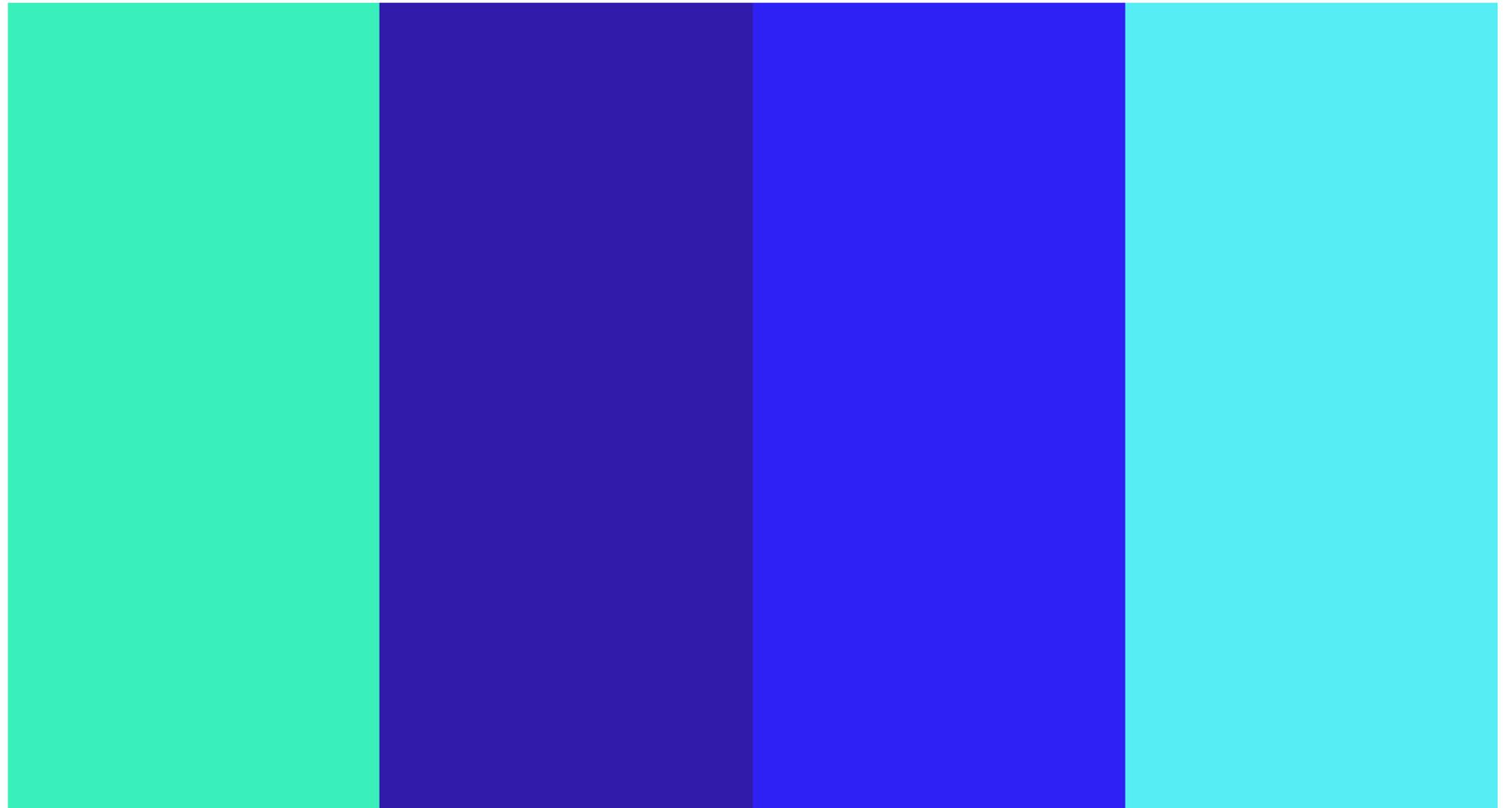
HEX 0B0C1B
RGB 11, 12, 27
CMYK 97, 87, 48, 66
PMS 433

White

HEX FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS N/A

Color Palette

Secondary Colors



The primary colors can be accompanied by a number of secondary colors. These colors should not be a substitute for the SentinelOne purple, which should be present in all forms of media.

Signal

HEX 39FOBA
RGB 57, 240, 186
CMYK 59, 0, 43, 0
PMS 332

Chimera

HEX 301BAA
RGB 48, 27, 170
CMYK 99, 76, 0, 0
PMS 2728

Kline

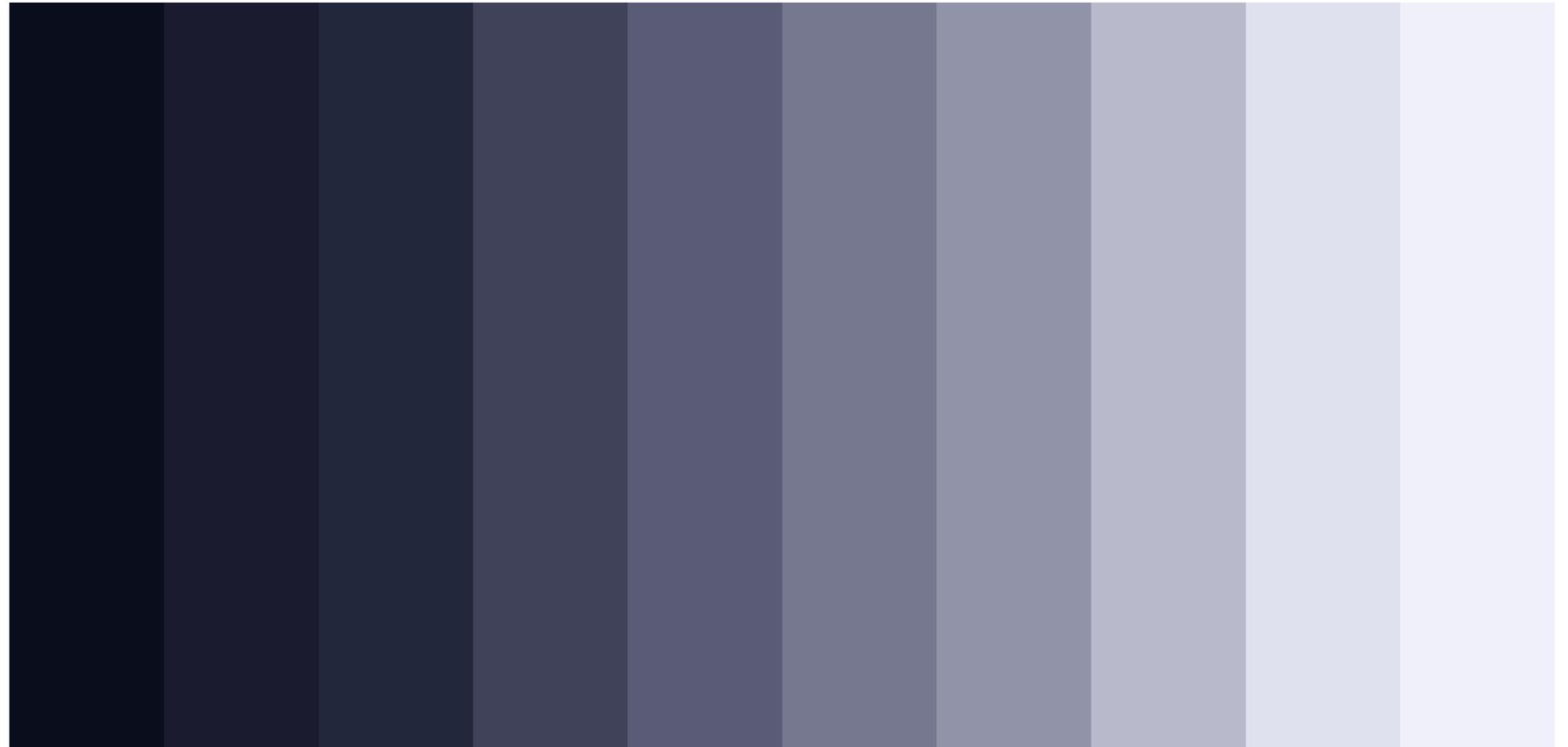
HEX 2E21F3
RGB 48, 27, 170
CMYK 90, 47, 0, 0
PMS 285

Iris

HEX 56EEF4
RGB 86, 238, 244
CMYK 49, 0, 7, 0
PMS 3105

Color Palette

Greys



To give a foundation to our colors, we've created a grayscale color palette. The majority of these colors should be used for backgrounds.

Vanta

HEX 0B0C1B
RGB 11, 12, 27
CMYK 97, 87, 48, 66
PMS 433

Obsidian

HEX 1A1B2E
RGB 26, 27, 46
CMYK 94, 86, 48, 66
PMS 432

Meteor

HEX 26273B
RGB 35, 39, 60
CMYK 91, 80, 46, 56
PMS 431

Ore

HEX 3F4259
RGB 63, 66, 89
CMYK 78, 71, 43, 32

Iron

HEX 5A5C76
RGB 69, 59, 118
CMYK 69, 59, 34, 20
PMS 430

Slate

HEX 76788F
RGB 118, 120, 143
CMYK 58, 50, 30, 5

Smoke

HEX 9193A8
RGB 145, 147, 168
CMYK 48, 38, 23, 5
PMS 429

Dust

HEX B8BACC
RGB 184, 186, 204
CMYK 28, 22, 10, 0

Cloud

HEX DFE1EF
RGB 223, 225, 239
CMYK 15, 11, 3, 0
PMS 427

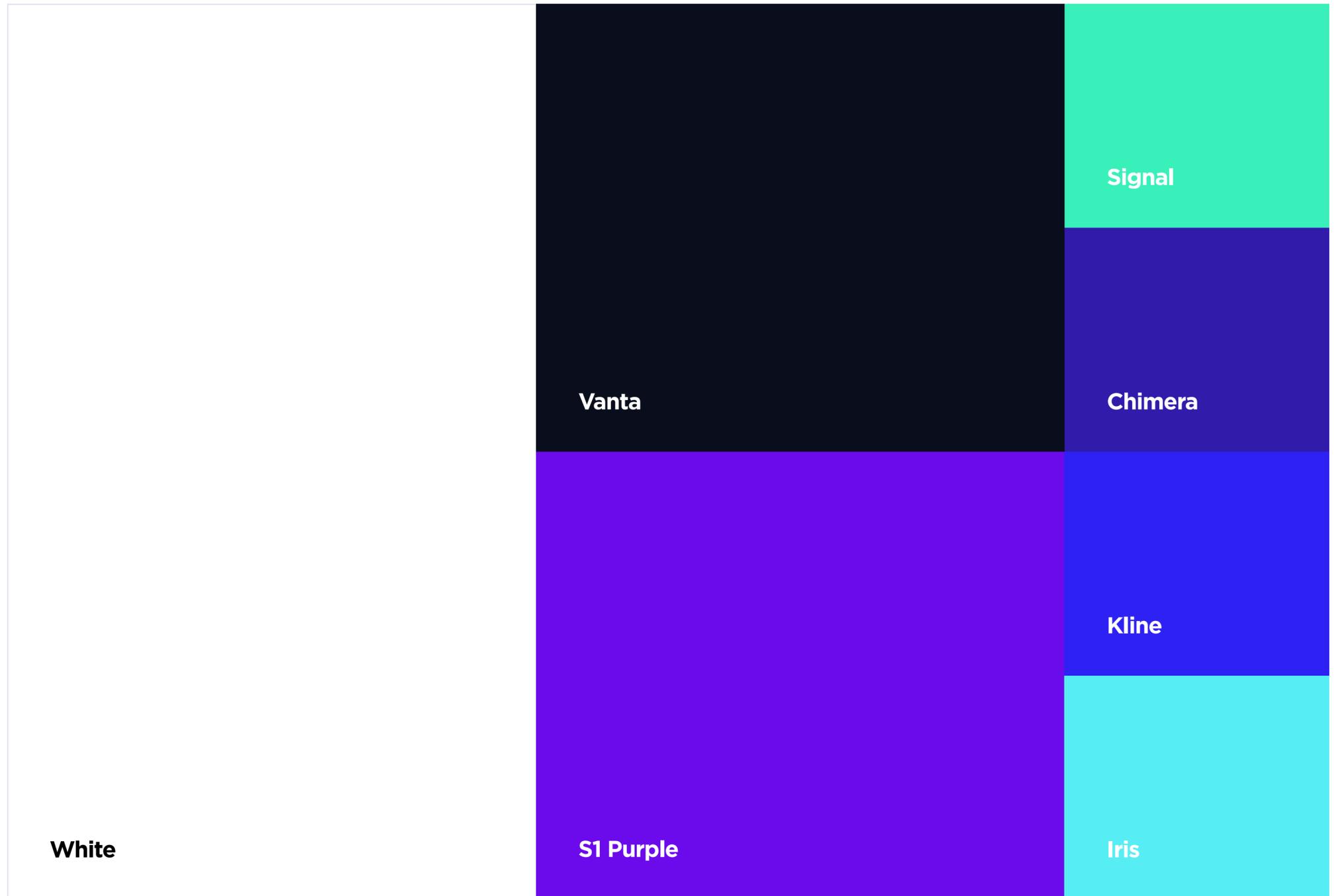
Atmosphere

HEX EFFF0FA
RGB 239, 240, 250
CMYK 4, 4, 0, 0

Color Palette

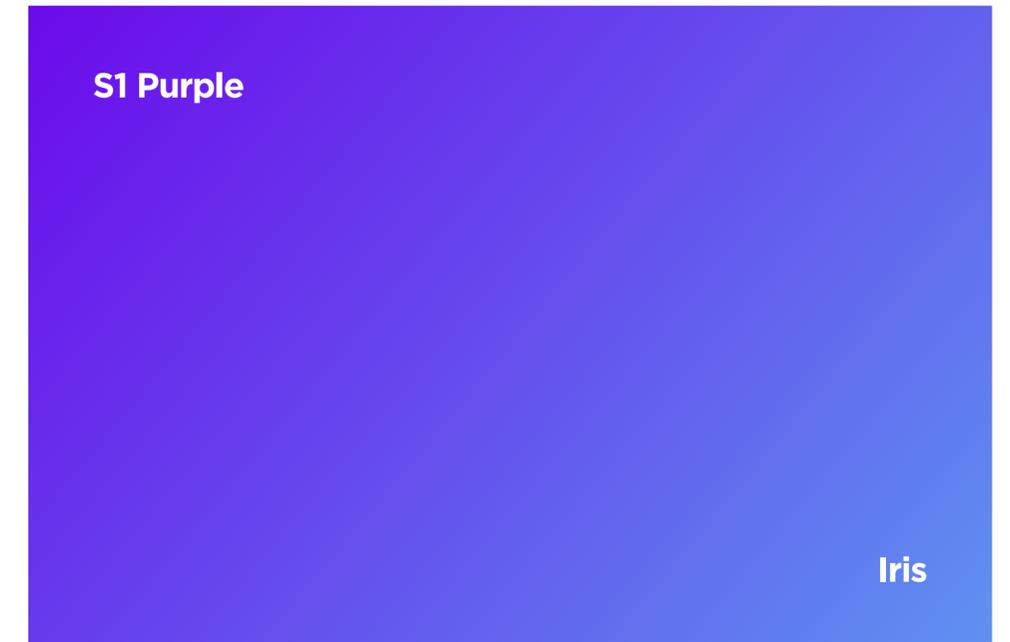
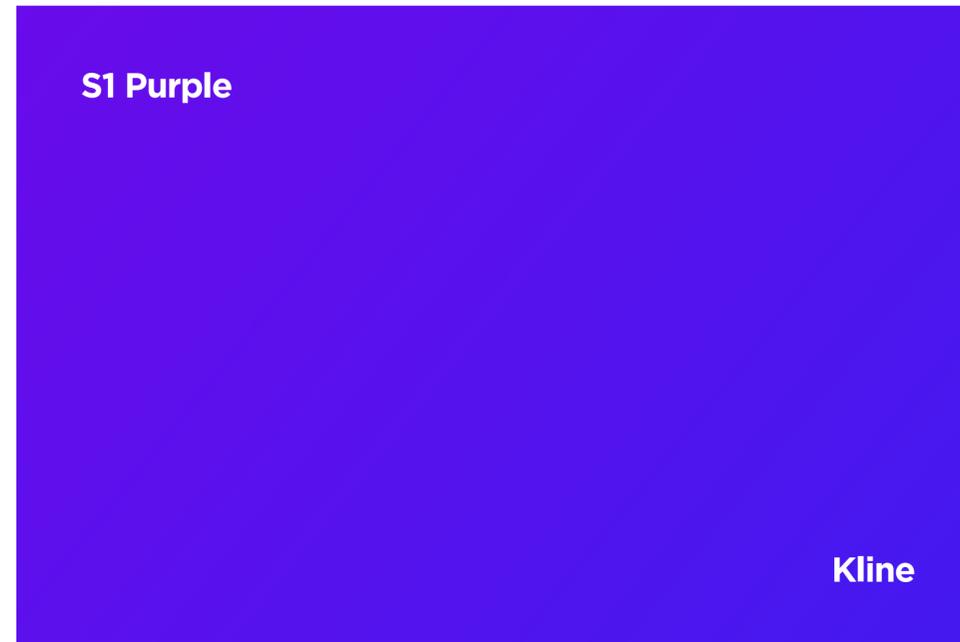
Ratio

Our brand identity is based on vibrant colors that harmoniously come together to help form a strong and powerful message across various types of media.



Color Palette

Gradients



Certain primary and secondary brand colors can be combined to form gradients. All the possible options are presented on this page.

Typography

Primary
Typeface

Gotham

We use this font for headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,/!' ;=-+()#

Our primary font is a contemporary and grotesque font called Gotham. It was developed by Hoefler&Co. The primary use for Gotham in its Bold weight but there are situations where using the light is acceptable.

Typography
Secondary
Typeface

IBM Plex

We use this font for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,/!' ;=-+()#

Our secondary font is IBM Plex. It was designed specifically for screens by IBM. We use IBM Plex Regular for body and long form copy.

Typography

Type Styles

This page consists of a few examples of how we pair our fonts together. Additionally, you can see these fonts paired together in the application section of this document.

Main Heading

GOTHAM BOLD

This is a Title

with a second line

Secondary Heading

GOTHAM LIGHT

This is an introductory paragraph
lorem ipsum dolor
sit amet

Secondary Heading

GOTHAM LIGHT

Body Copy

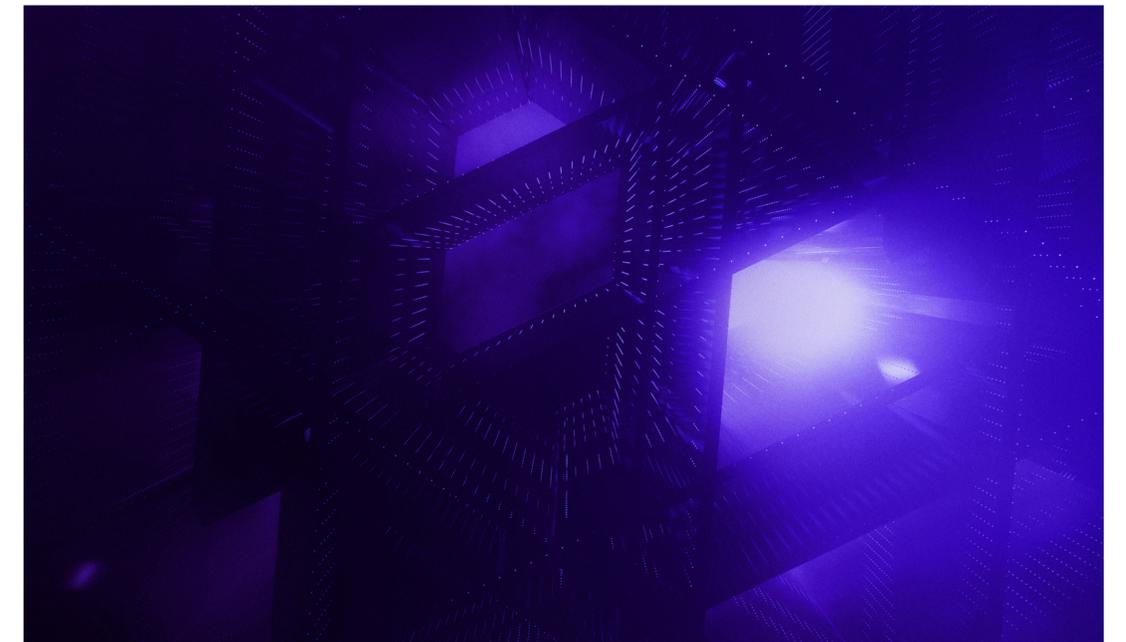
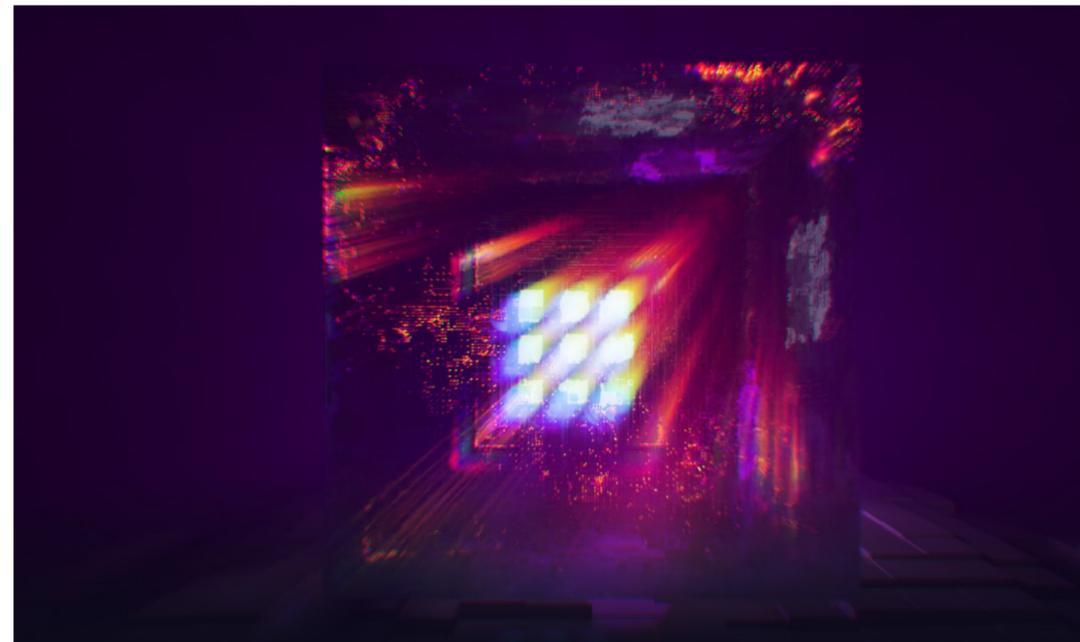
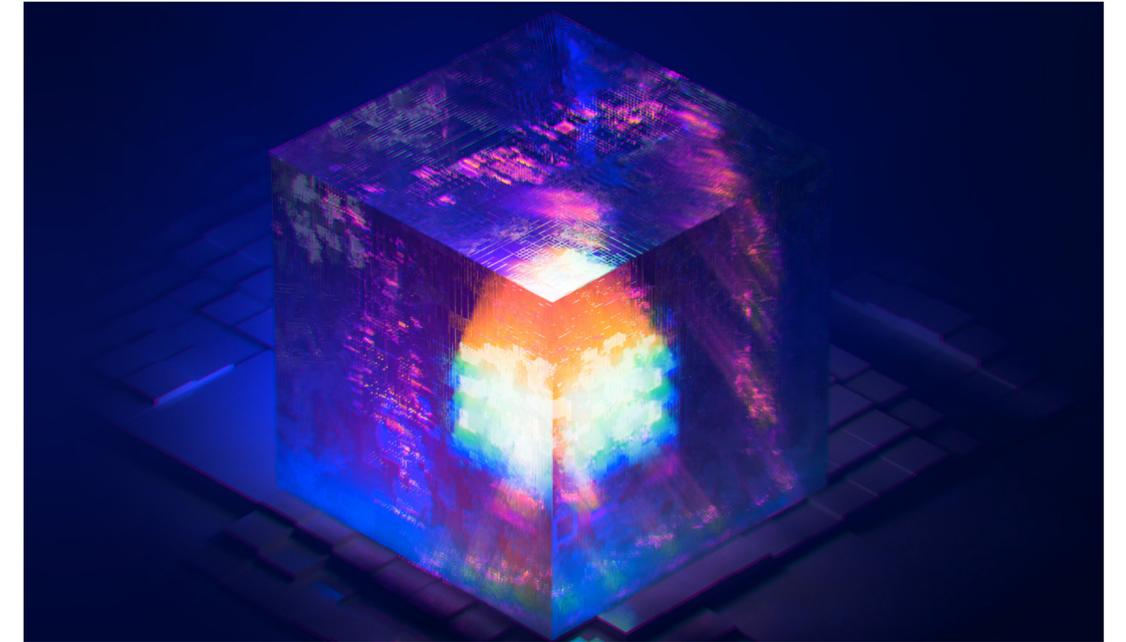
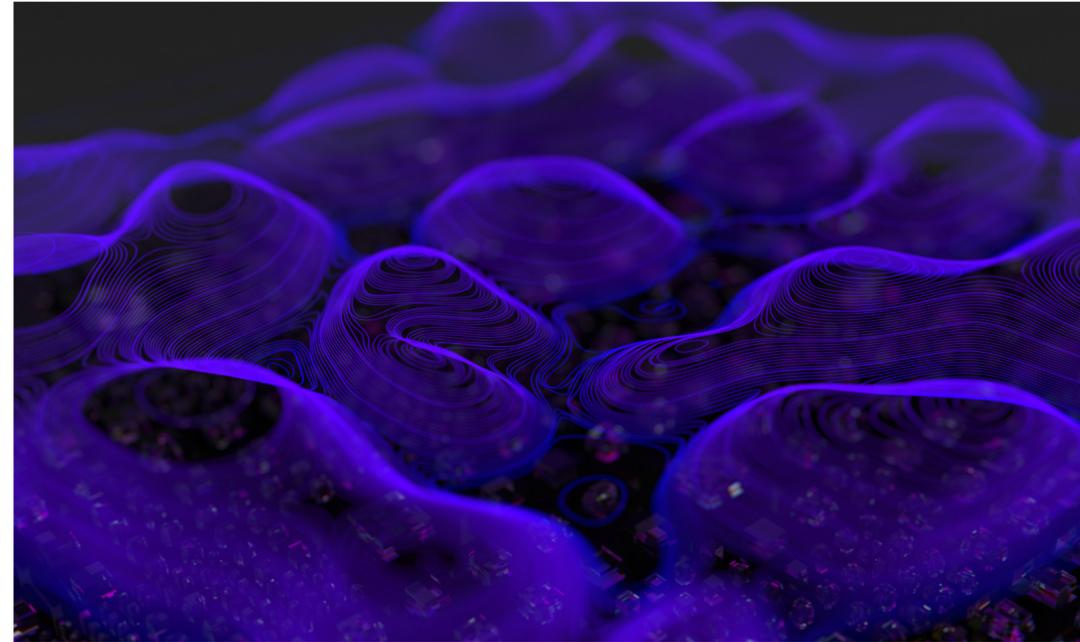
IBM PLEX REGULAR

This is body copy Equiatia veliquis dolupta dolor as autem rem. Ut fuga. Quamusandam am, con cus volor alissequi nost, torrunt iumenis essitae stectis ciaepud ignihillabor rem vel et mod et haruntibus doleste recus coria doluptatium re laut fugitio.

Itaqui deliqua menima inciasi mporem quibusaperum quas restione venda aliqui custe dolenem eicaes eictotatinum hillabo. Ernam, officimincia con.

Visuals

3D Visuals

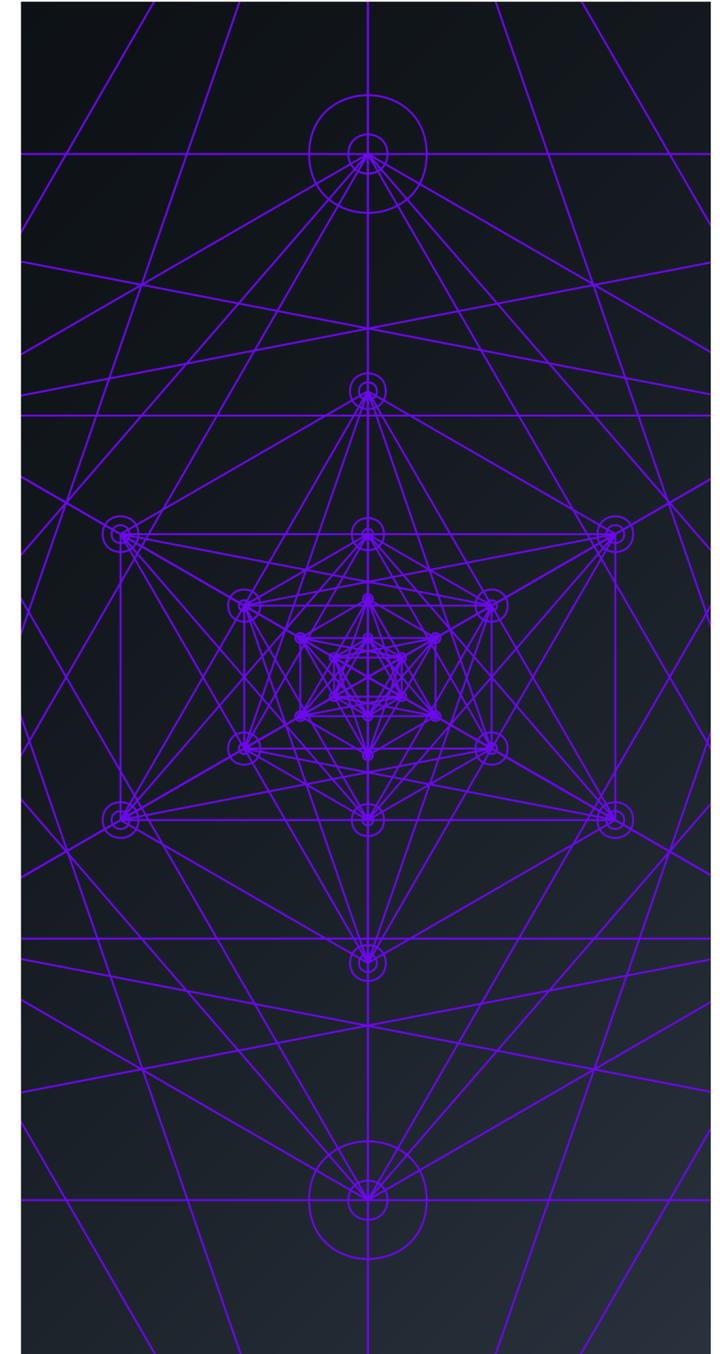
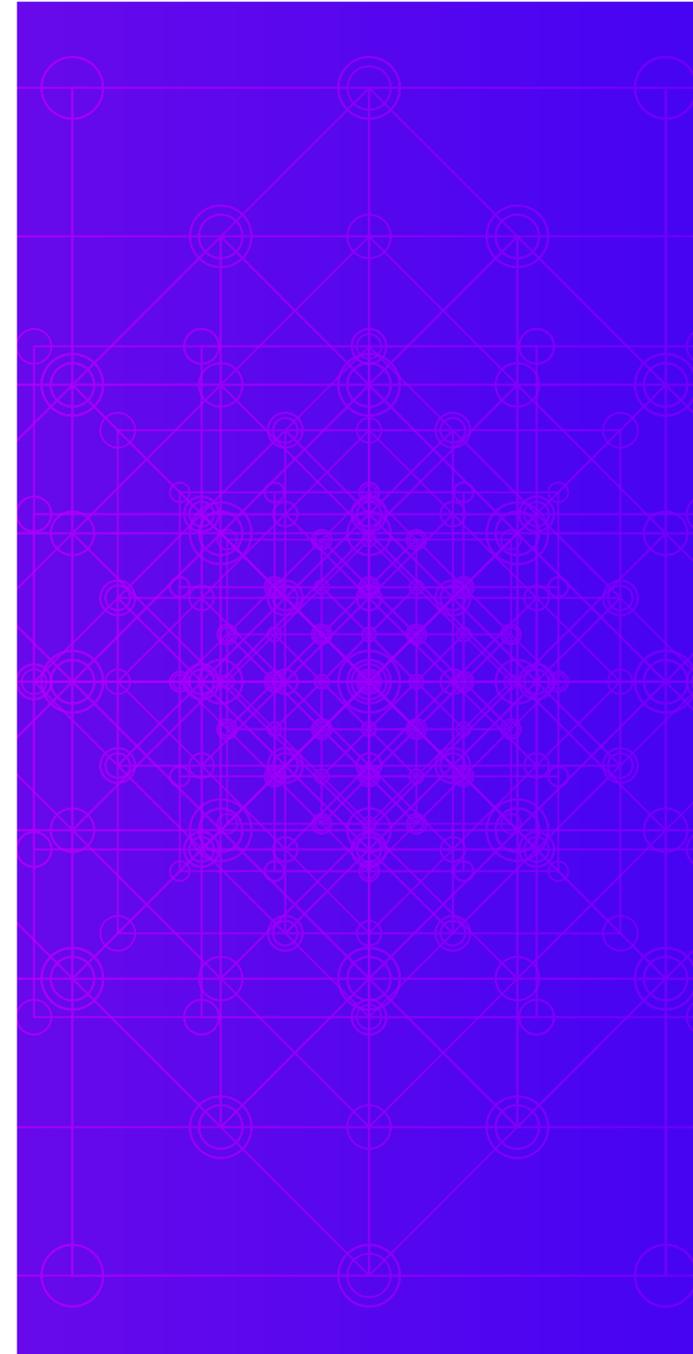
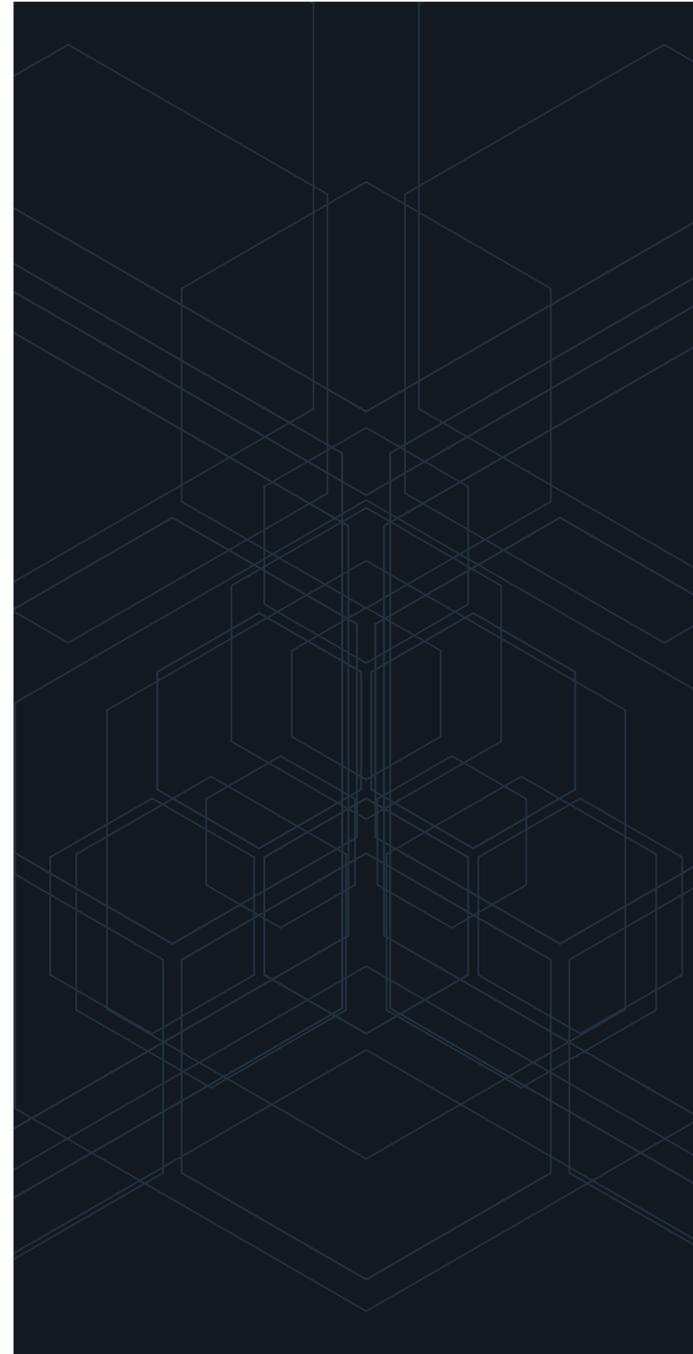


The majority of the imagery in the SentinelOne brand uses our proprietary 3D visuals. These visuals were created solely for SentinelOne and visualize multiple concepts of our platform.

Visuals

Vector Forms

The vector forms you see on this page can be used for any form of media where a background is needed. They use the SentinelOne color scheme and are based on the concept of sacred geometry.



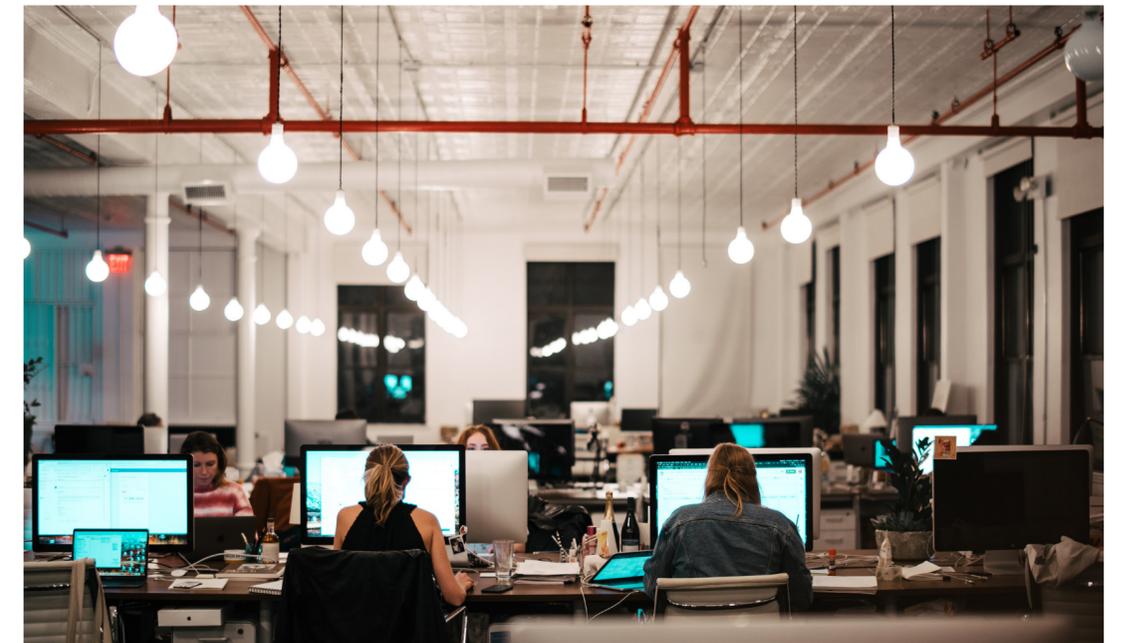
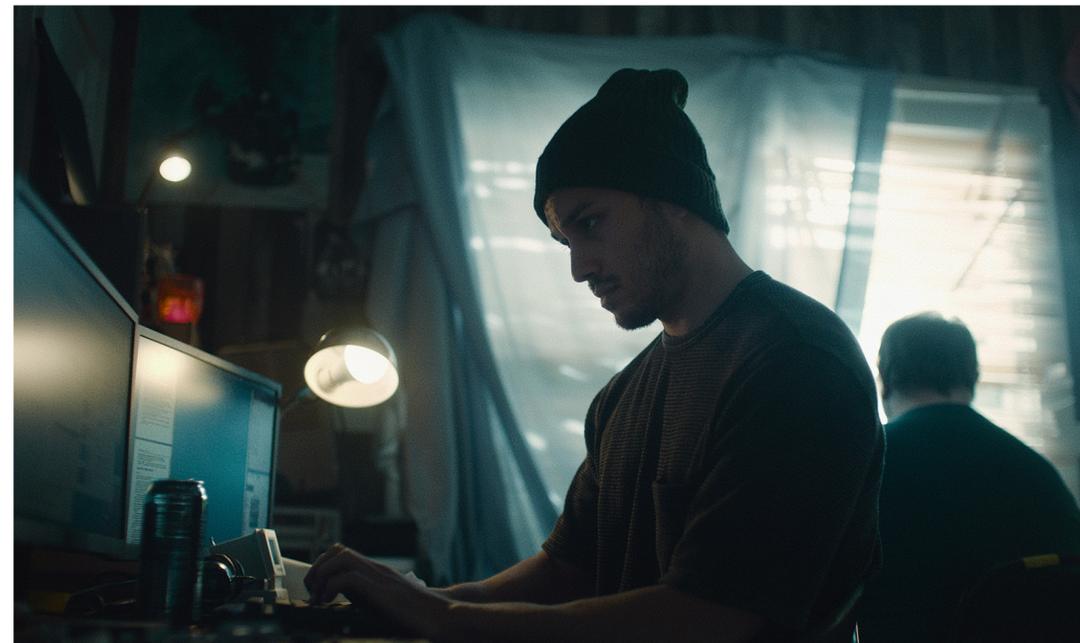
Visuals

Photography



Photography is a key element of the SentinelOne visual brand. It is our way of communicating key concepts in a very short manner. Whether the images are stock or custom, they should look natural, clean, and full of depth.

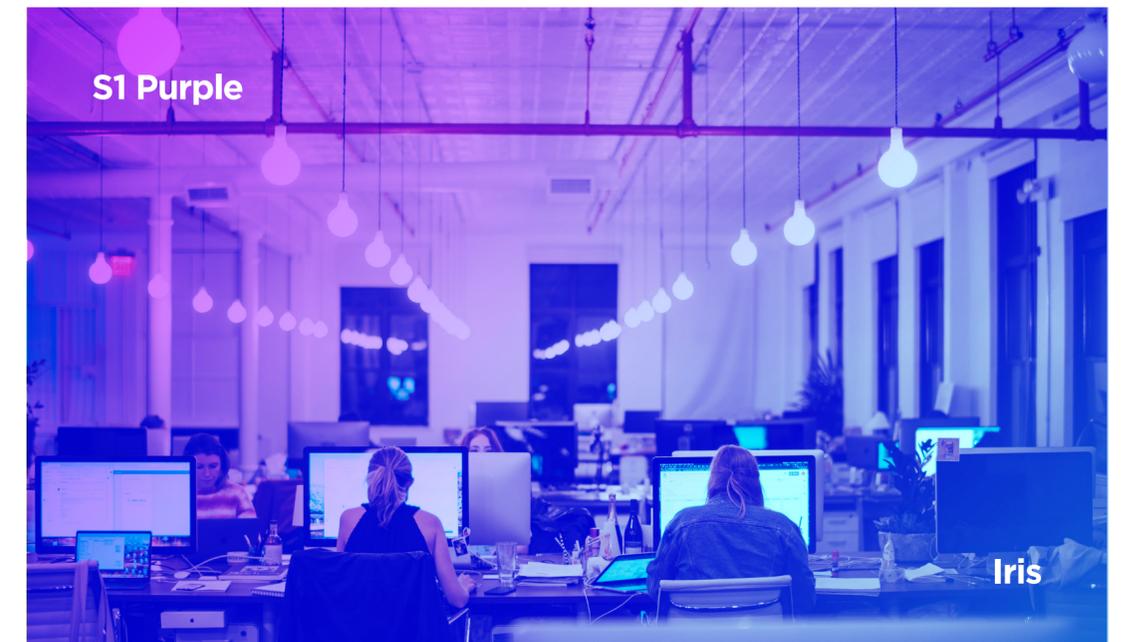
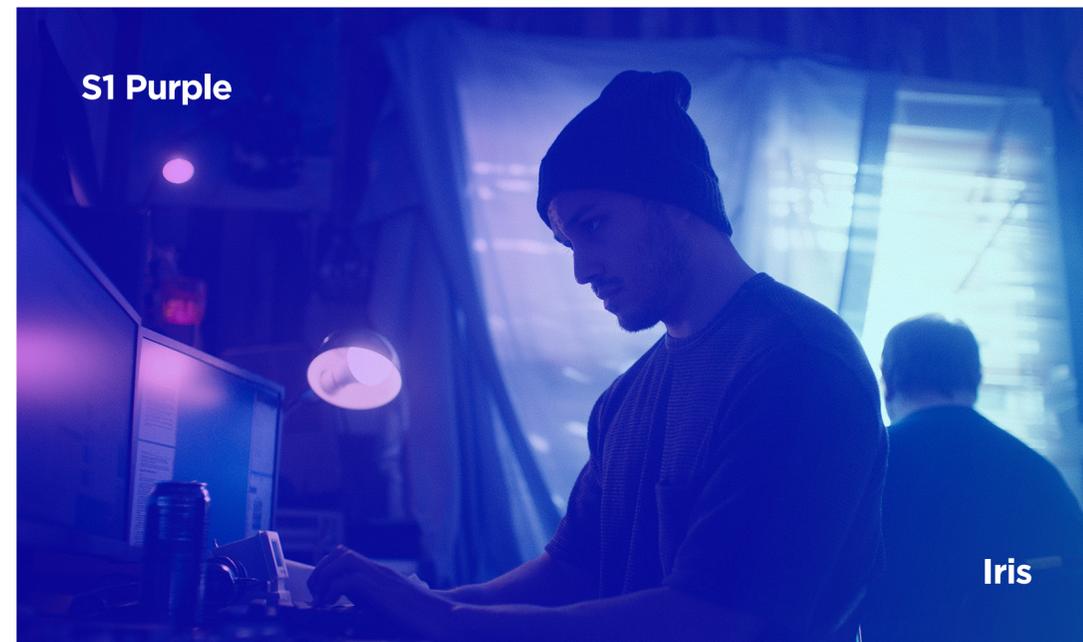
When selecting images, do not choose use any images with graphics overlays, high saturation, heavy color effects, or images that look overly like stock photography.



Visuals

Photography

Color Treatment



Gradient colors can be applied to photographs to help the images stand out. Gradient colors can also be applied to photography. The majority of the time, these color treatments require slight tweaks of the gradient. In this situation, edits to the gradient are allowed.

Icons



Our icons are custom made for the SentinelOne brand. We are continuously adding more icons to our library with each project. Icons should only appear in Sentinel Purple, Vanta, or White.

Icons

Construction

Our icons are created using a pixel grid and a specific stroke weight. All icons must be approved before being added to our icon library.



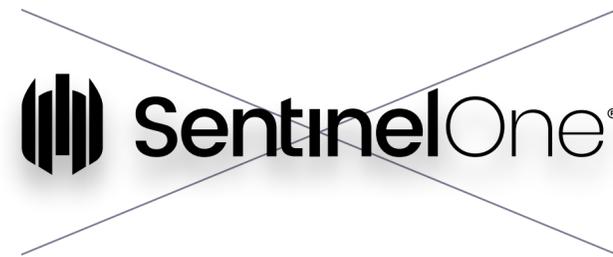
SECTION **03**

Usage

Guidelines for Our Identity

Usage

Incorrect Use of Logo



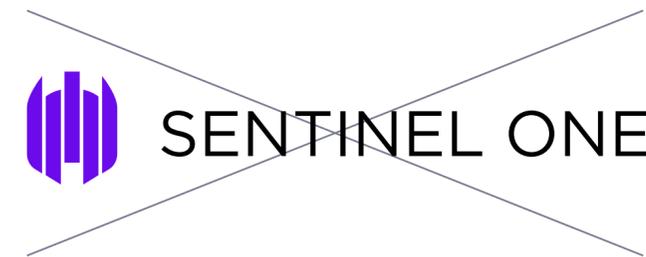
Do not add effects, drop shadows, blurs, or glows



Do not change logo proportions



Do not change logo colors



Do not alter the logo in any other way

The SentinelOne logo should not be altered in any way. Do not add drop shadows, glows, shadows, or any other effects that would change the logo.

Usage

Logo Backgrounds



When placing logo on different backgrounds please ensure maximum legibility.

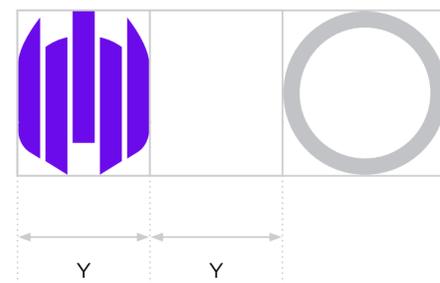
On this page you'll find a number of possible variants. Brand colors used in the backgrounds are defined in previous pages of this document.

Usage

Co-branding



In certain situations the SentinelOne logo must be paired with another brand. In such instances the SentinelOne logo and brand must be kept intact. Keep to the guidelines of logo selection and scaling. The following examples can be used when co-branding.



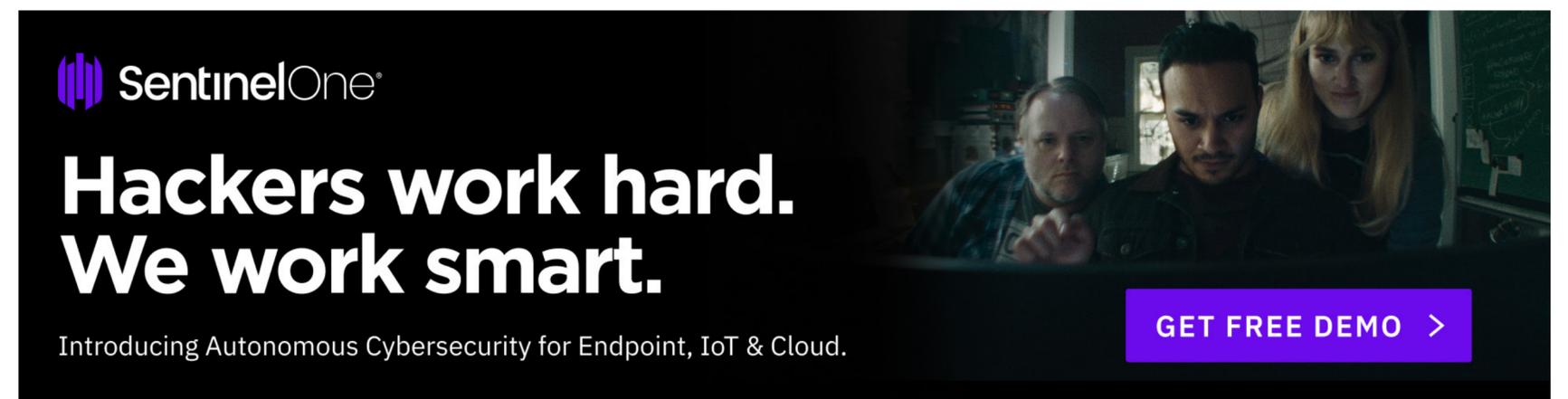
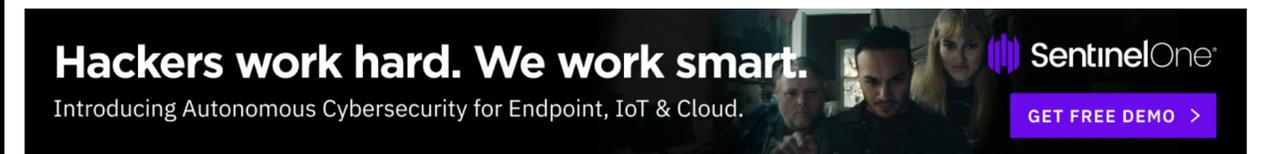
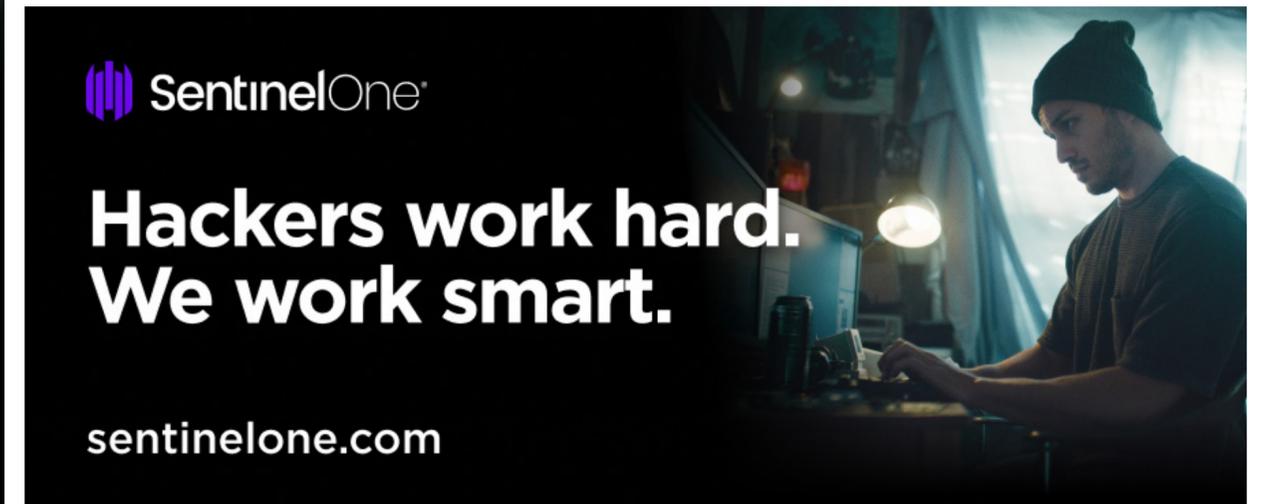
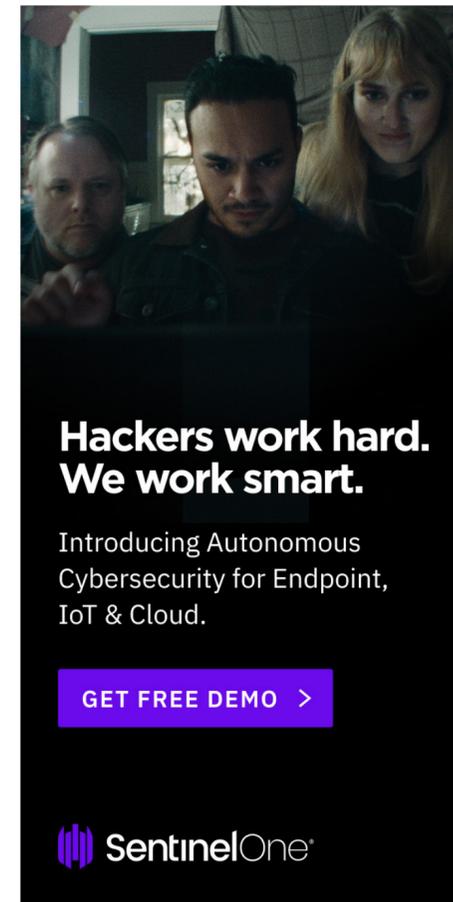
SECTION 04

Application

Putting It All Together

Application

Digital Advertisements

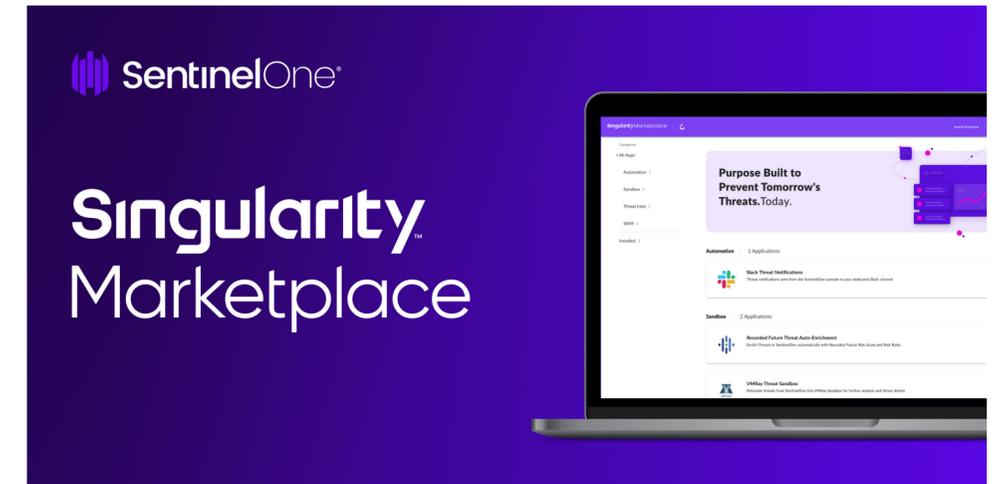


SentinelOne digital advertisements use the typographic and visual guidelines defined in previous pages of this document.

All advertisements must be approved by the SentinelOne Marketing department before submitting to digital publications.

Application

Digital Announcements



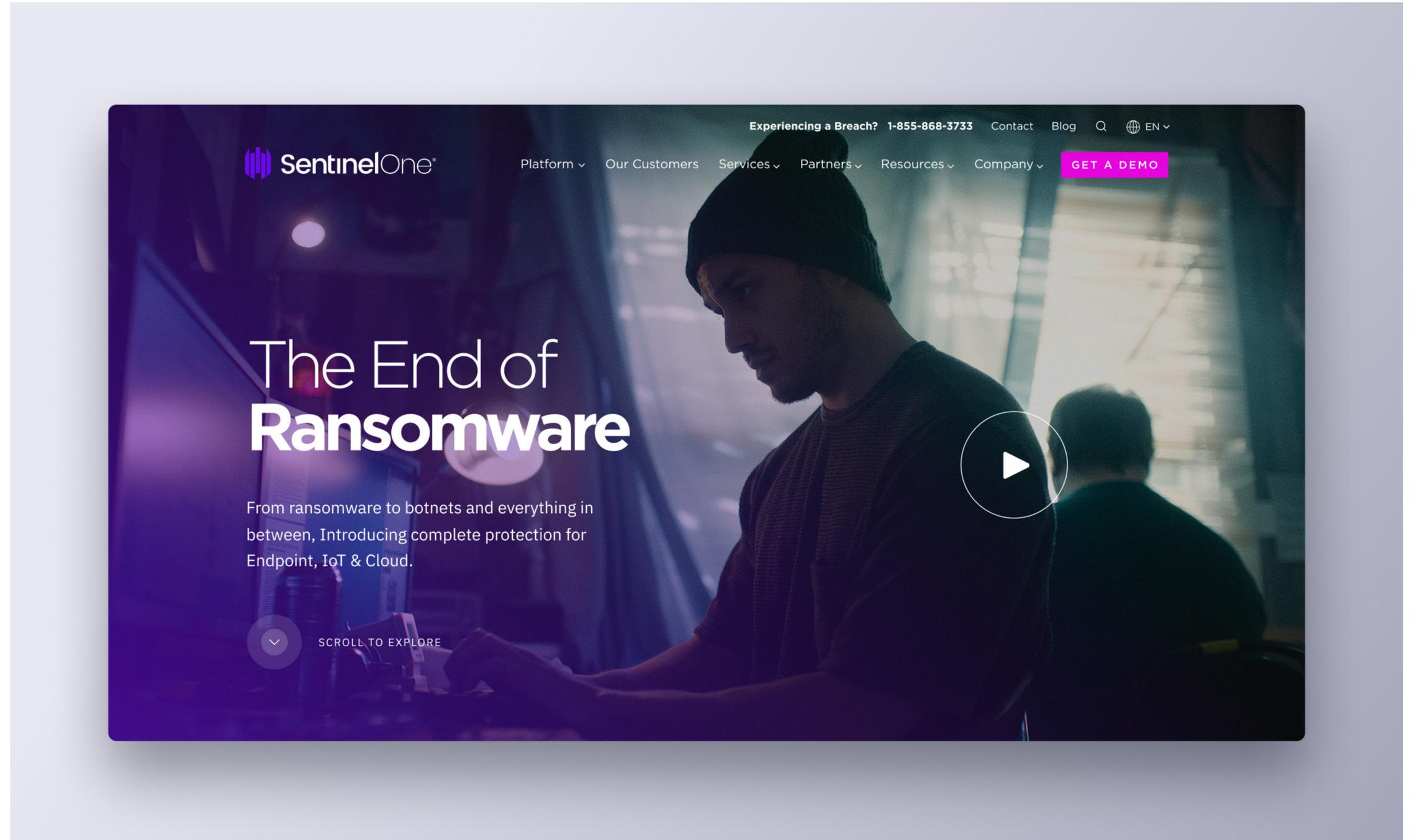
SentinelOne digital announcements use the typography guidelines and visuals defined in previous pages of this document.

Digital Announcements are produced by the SentinelOne marketing department and should not be launched by any outside sources.

Application Website

The SentinelOne website is the digital home of the SentinelOne brand.

Web pages are produced by the SentinelOne Marketing department and should not be launched by any outside sources without SentinelOne's approval.



Application PowerPoint



Endpoint Protection

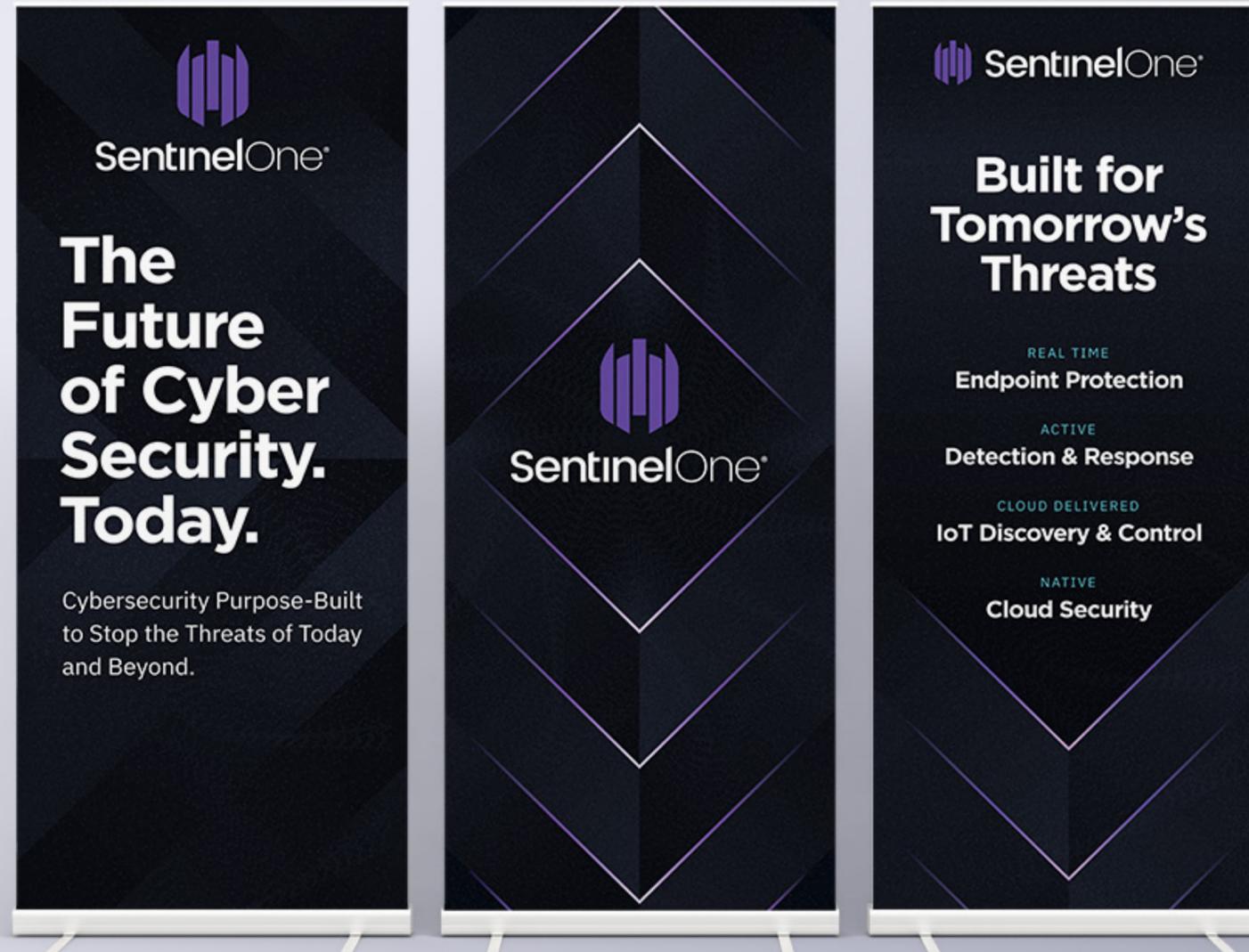
The future of security

March 2021

The SentinelOne branded PowerPoint template consists of hundreds of slides for all your presentation needs. It is designed to work on any system and does not require the installation of additional fonts. The PowerPoint template is available on request.

Application

Pull-up Banners



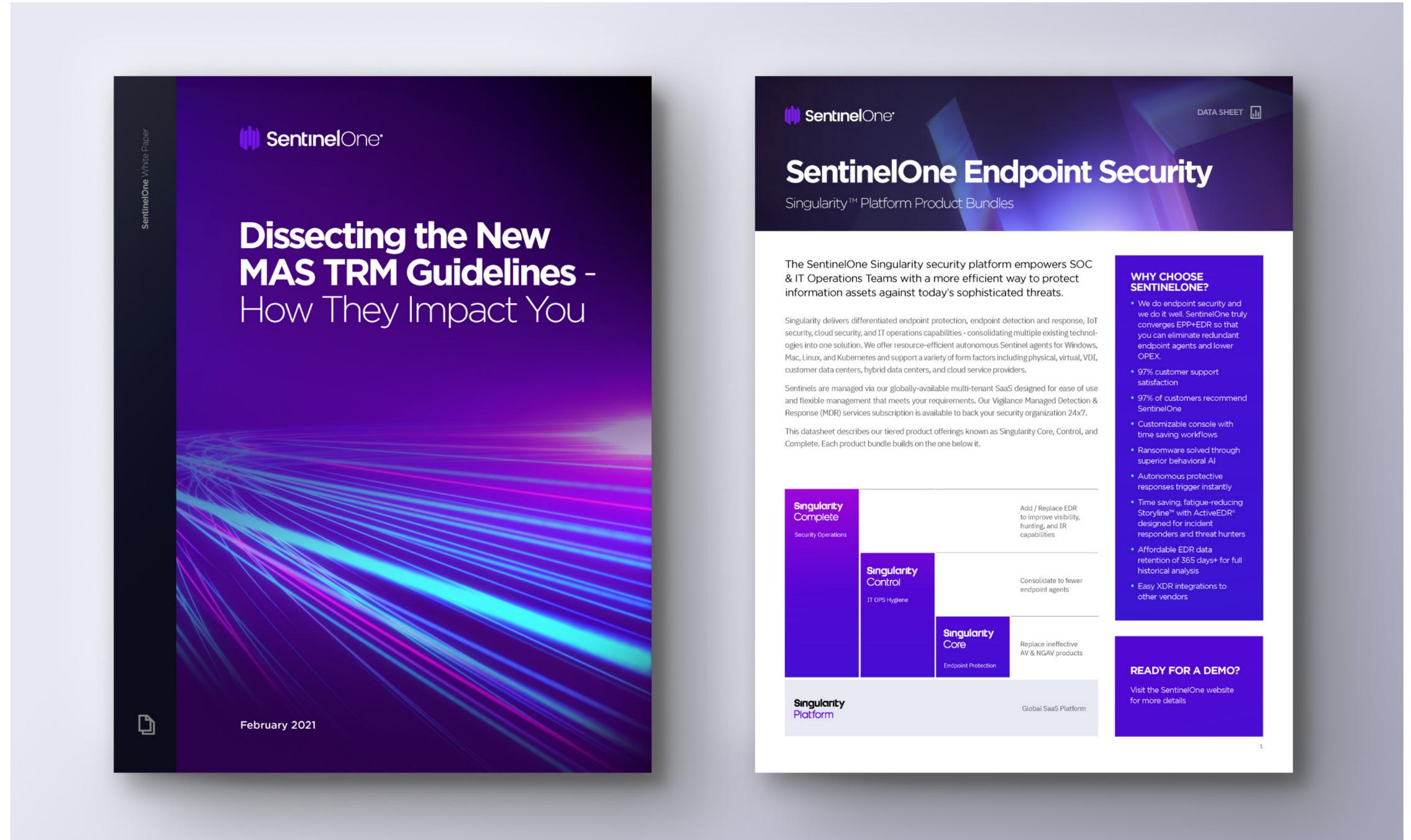
SentinelOne pull-up banners use the typographic and visual guidelines defined in previous pages of this document.

Printed pull-up banners are produced by the SentinelOne Marketing department and should not be printed by any outside sources without approval.

Application Documents

SentinelOne documents use the typographic and visual guidelines defined in previous pages of this document.

Our documents are produced by the SentinelOne Marketing department and should not be produced or launched by any outside sources.



Appendix

Thank You

These guidelines have been designed to address the majority of applications to which the SentinelOne identity is applied and have been made as flexible and adaptable as possible.

However, in order to maintain the consistent presentation of SentinelOne worldwide, please direct questions around how to best reproduce the S1 identity in a particular application to the S1 Marketing department.

Our brand and identity represents who we are and we greatly appreciate your commitment to keeping our brand materials consistent.

V1.2 Updates

- Added Signal color
- Changed Egyptian to Chimera
- Added CMYK values to greys
- Updated Sentinel Purple CMYK and PMS values
- Updated brand banners

Contact

For further information or questions about the SentinelOne brand please contact:

Daniel Bernard

CMO

db@sentinelone.com

Drew Hoffman

Creative Director

drew@sentinelone.com

Micah Ward

Art Director

micahw@sentinelone.com



V1.2 SPRING 2021

©2021 SentinelOne, All Rights Reserved.