



# 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.



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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

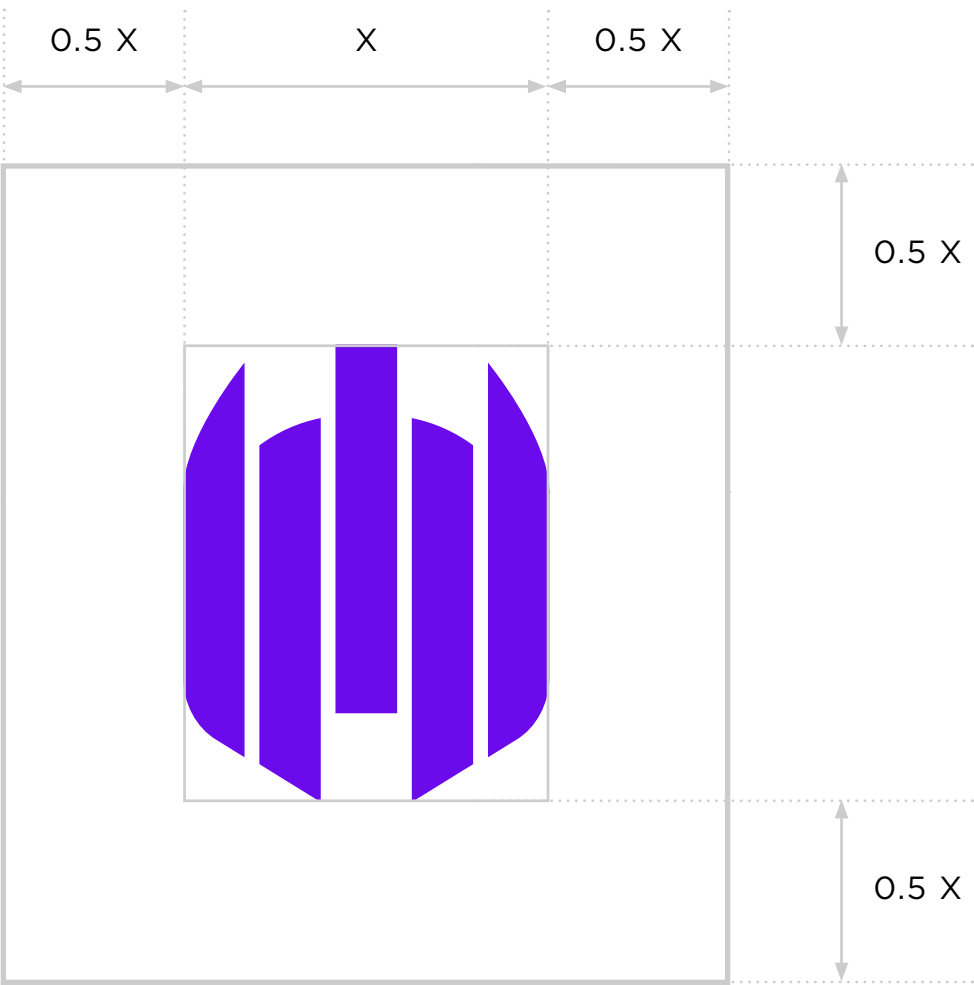
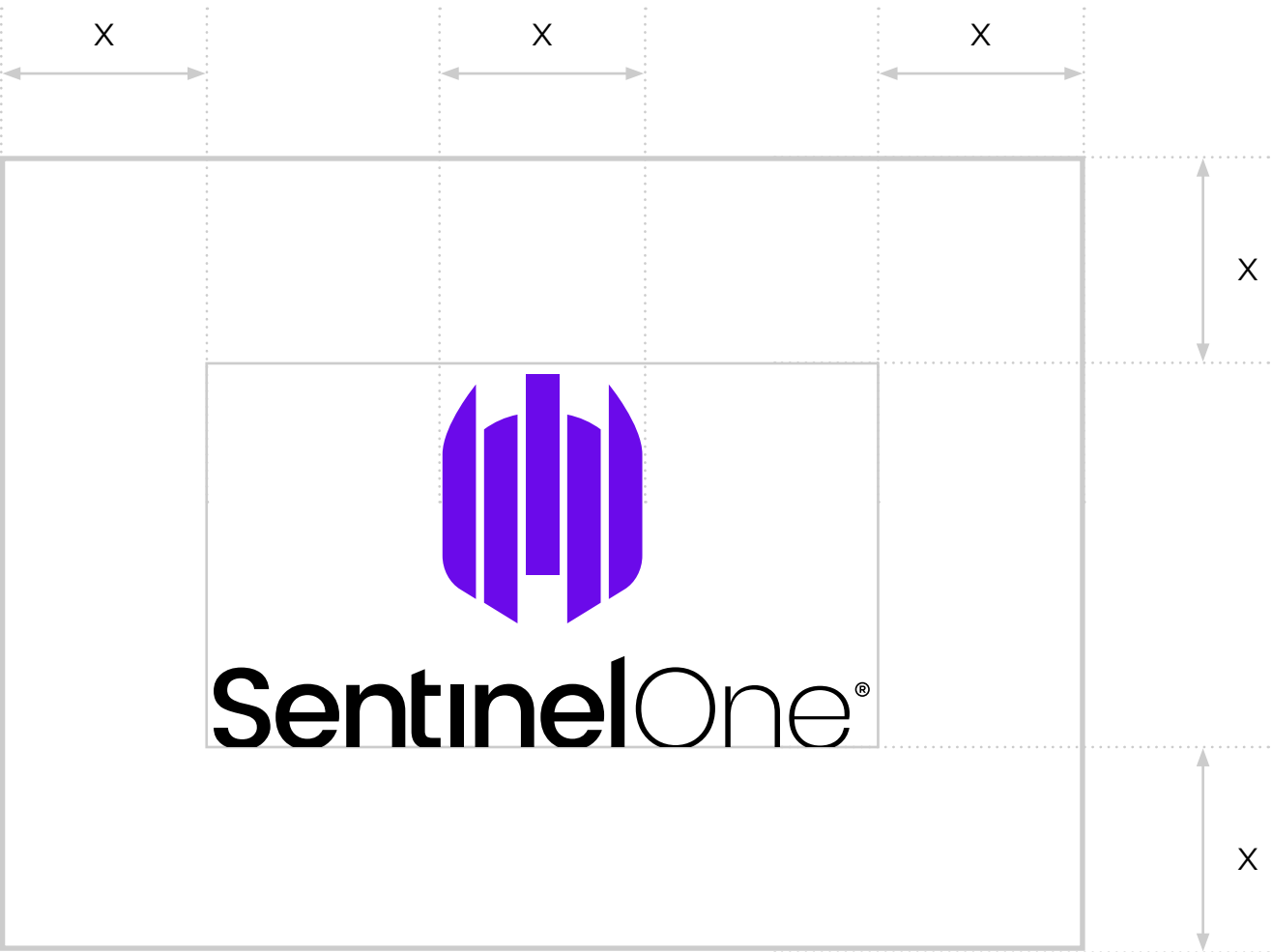


LOGOMARK



# 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.

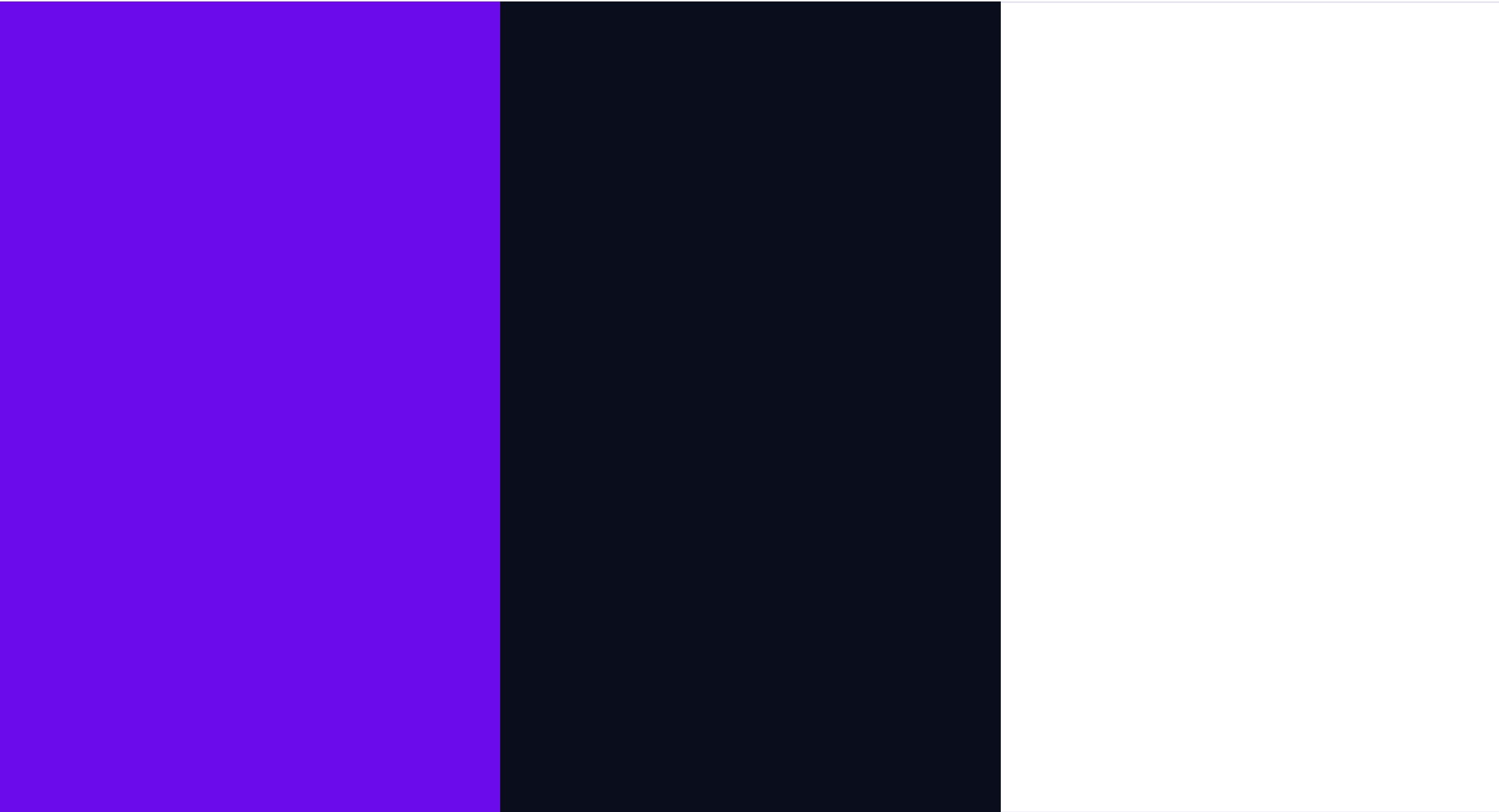


# Color Palette

## 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

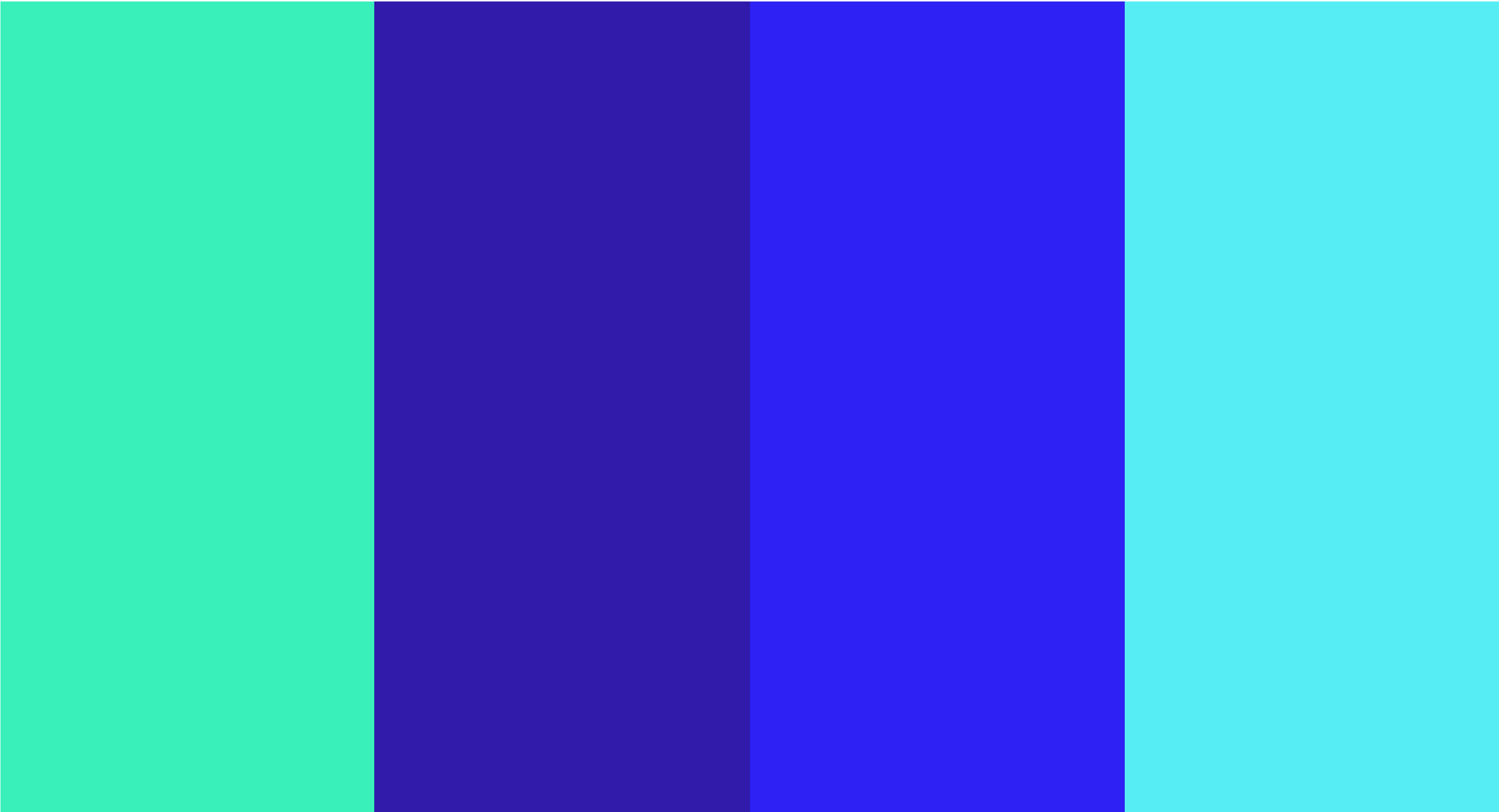
**HEX** 0B0C1B  
**RGB** 11, 12, 27  
**CMYK** 97, 87, 48, 66  
**PMS** 433

### 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

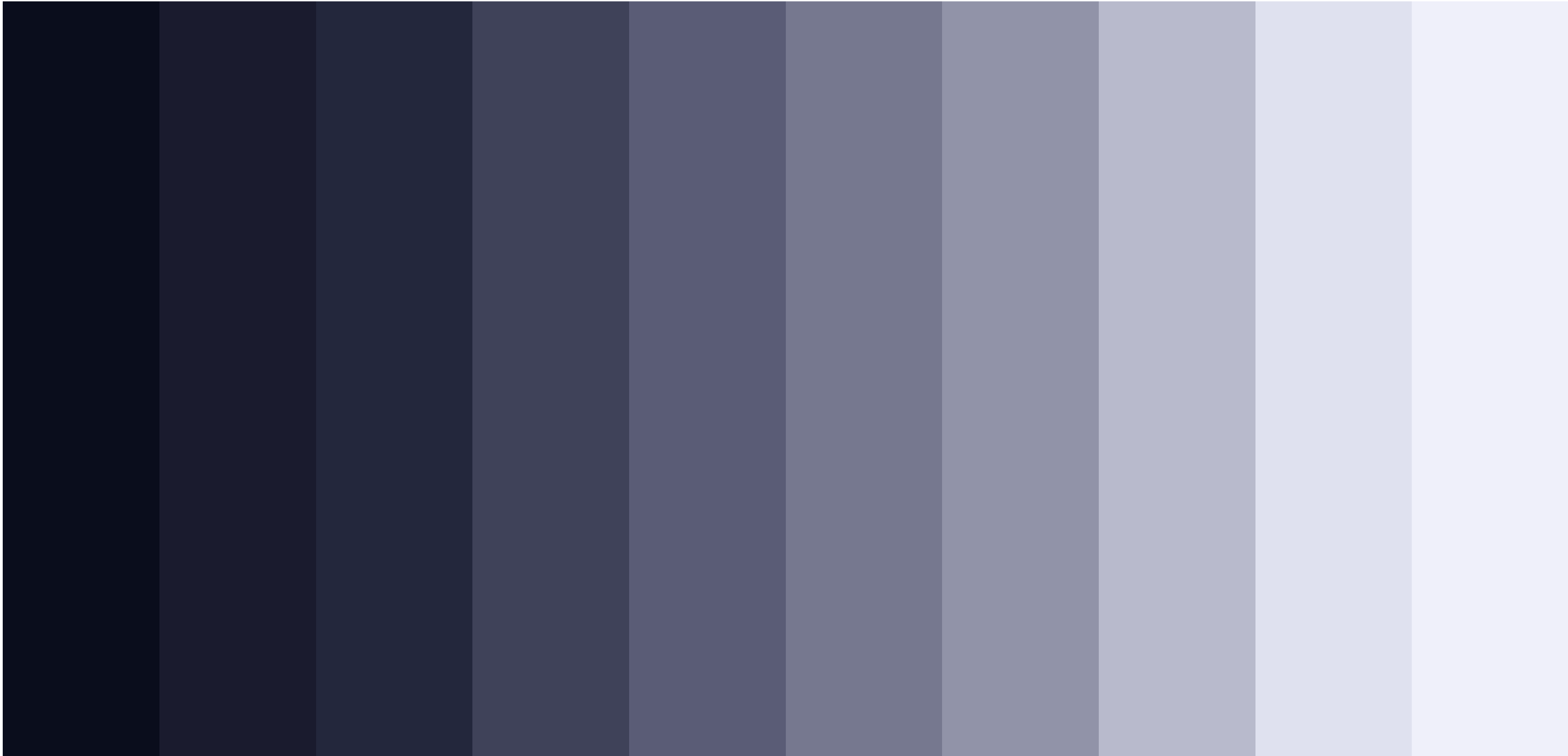
**HEX** 2E21F3  
**RGB** 48, 27, 170  
**CMYK** 90, 47, 0, 0  
**PMS** 285

### Iris

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

# Color Palette

## Greys



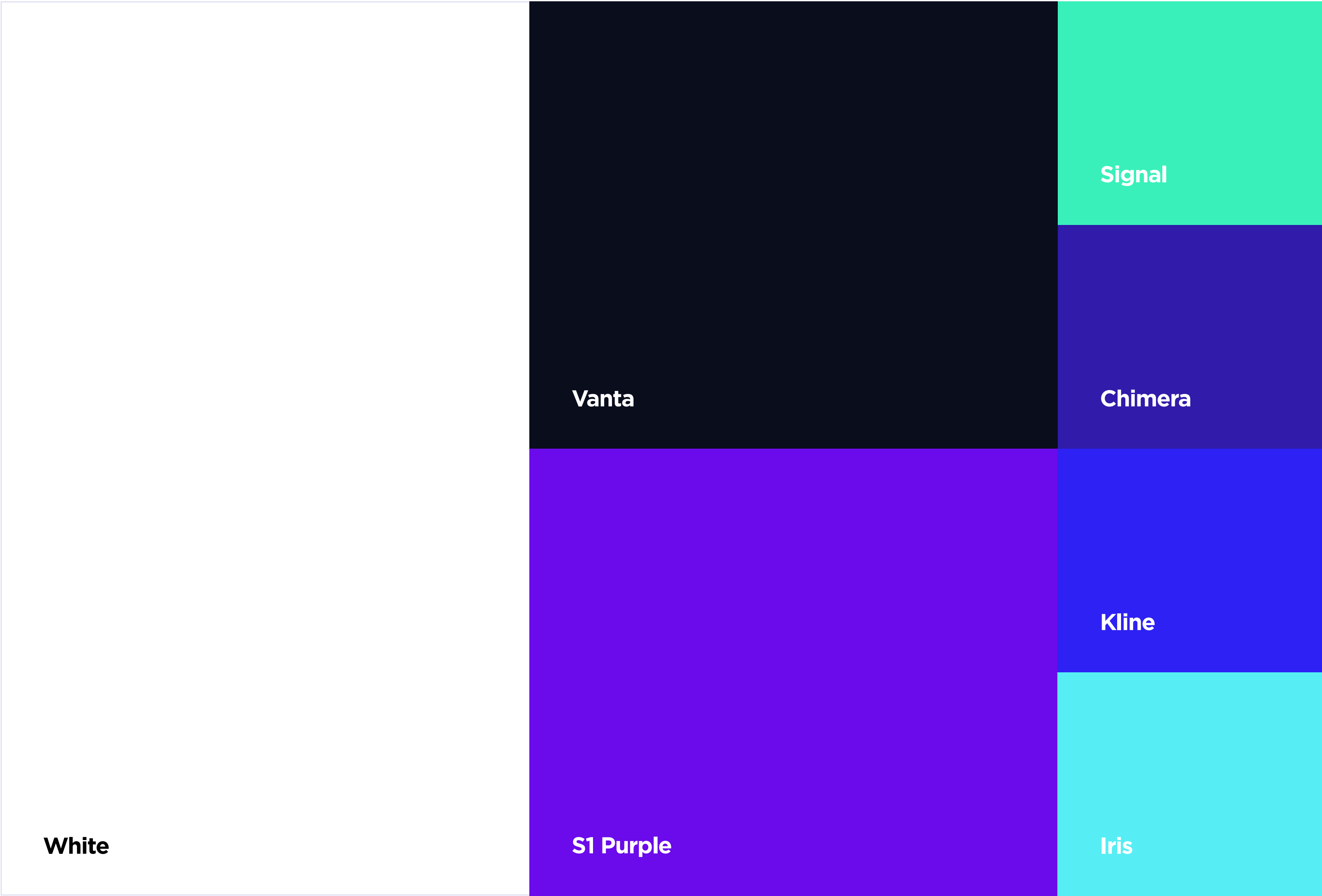
To give a foundation to our colors, we’ve created a grayscale color palette. The majority of these colors should be used for backgrounds.

Vanta	Obsidian	Meteor	Ore	Iron	Slate	Smoke	Dust	Cloud	Atmosphere
HEX 0B0C1B	HEX 1A1B2E	HEX 26273B	HEX 3F4259	HEX 5A5C76	HEX 76788F	HEX 9193A8	HEX B8BACC	HEX DFE1EF	HEX EFFF0FA
RGB 11, 12, 27	RGB 26, 27, 46	RGB 35, 39, 60	RGB 63, 66, 89	RGB 69, 59, 118	RGB 118, 120, 143	RGB 145, 147, 168	RGB 184, 186, 204	RGB 223, 225, 239	RGB 239, 240, 250
CMYK 97, 87, 48, 66	CMYK 94, 86, 48, 66	CMYK 91, 80, 46, 56	CMYK 78, 71, 43, 32	CMYK 69, 59, 34, 20	CMYK 58, 50, 30, 5	CMYK 48, 38, 23, 5	CMYK 28, 22, 10, 0	CMYK 15, 11, 3, 0	CMYK 4, 4, 0, 0
PMS 433	PMS 432	PMS 431		PMS 430		PMS 429		PMS 427	

# Color Palette

## Ratio

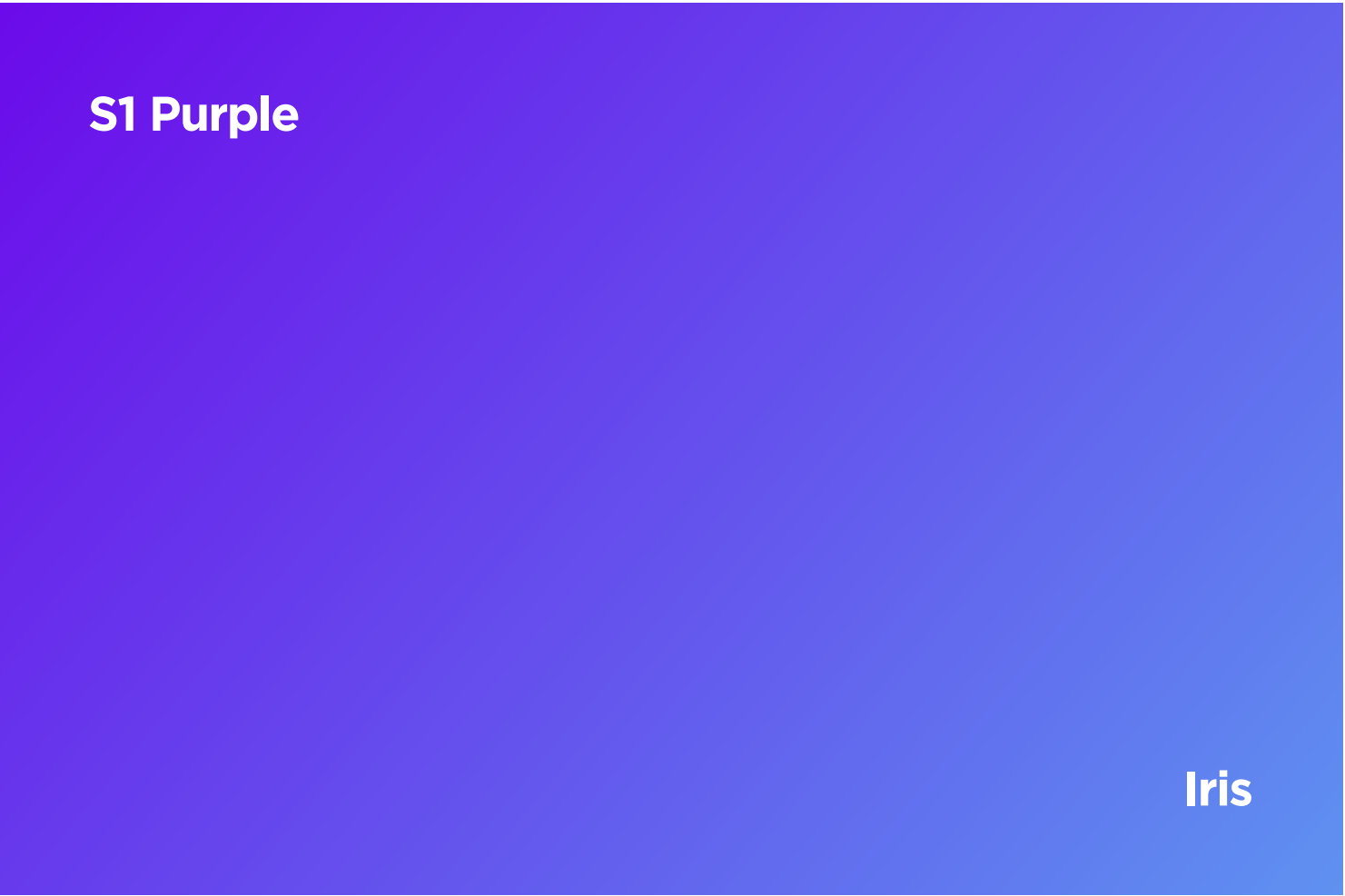
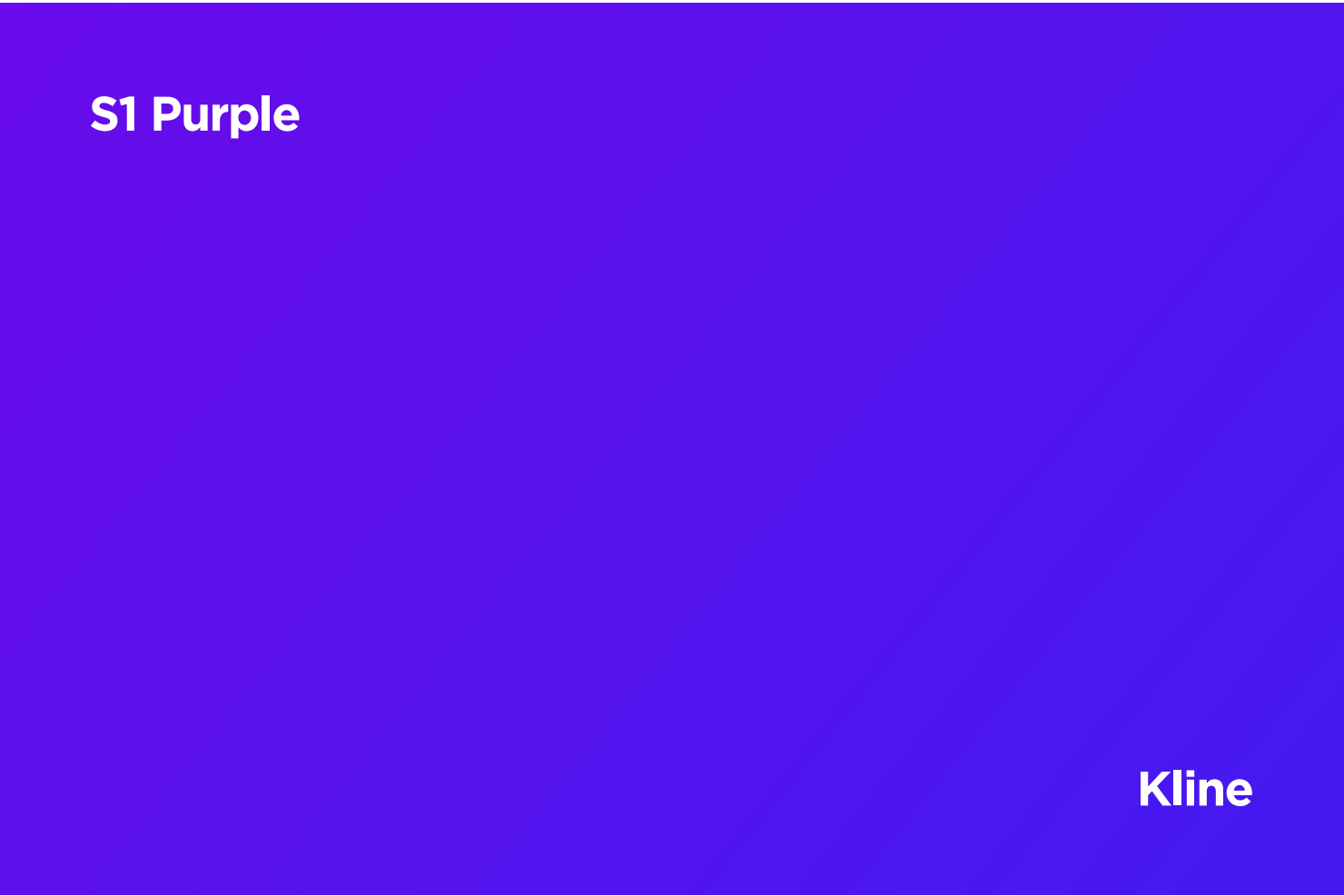
Our brand identity is based on vibrant colors that harmoniously come together to help form a strong and powerful message across various types of media.



# 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

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.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,/!’;=-+()#**

**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

### Secondary Heading

GOTHAM LIGHT

### Secondary Heading

GOTHAM LIGHT

### Body Copy

IBM PLEX REGULAR

This is a Title  
with a second line

This is an introductory paragraph  
lorem ipsum dolor  
sit amet

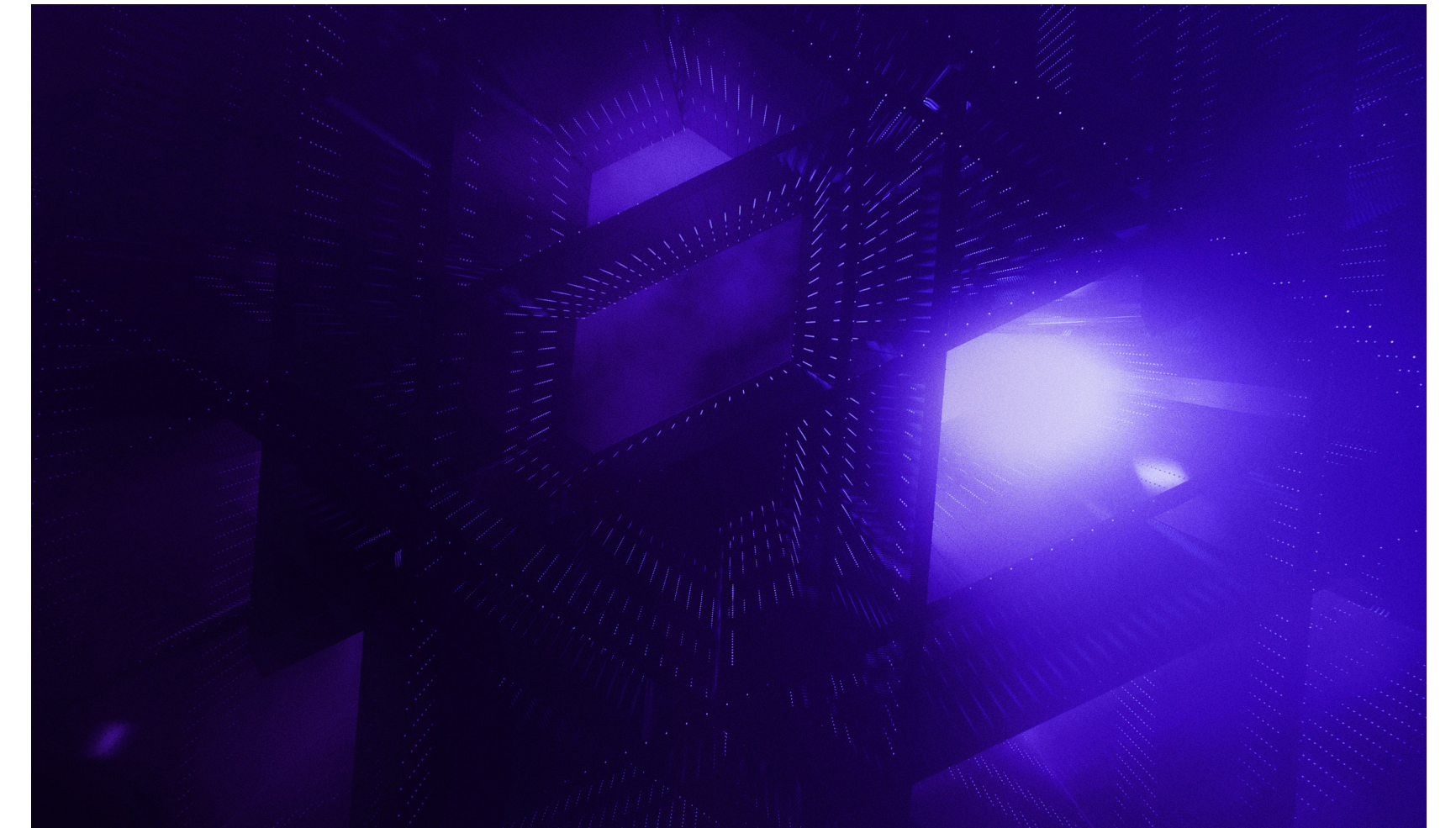
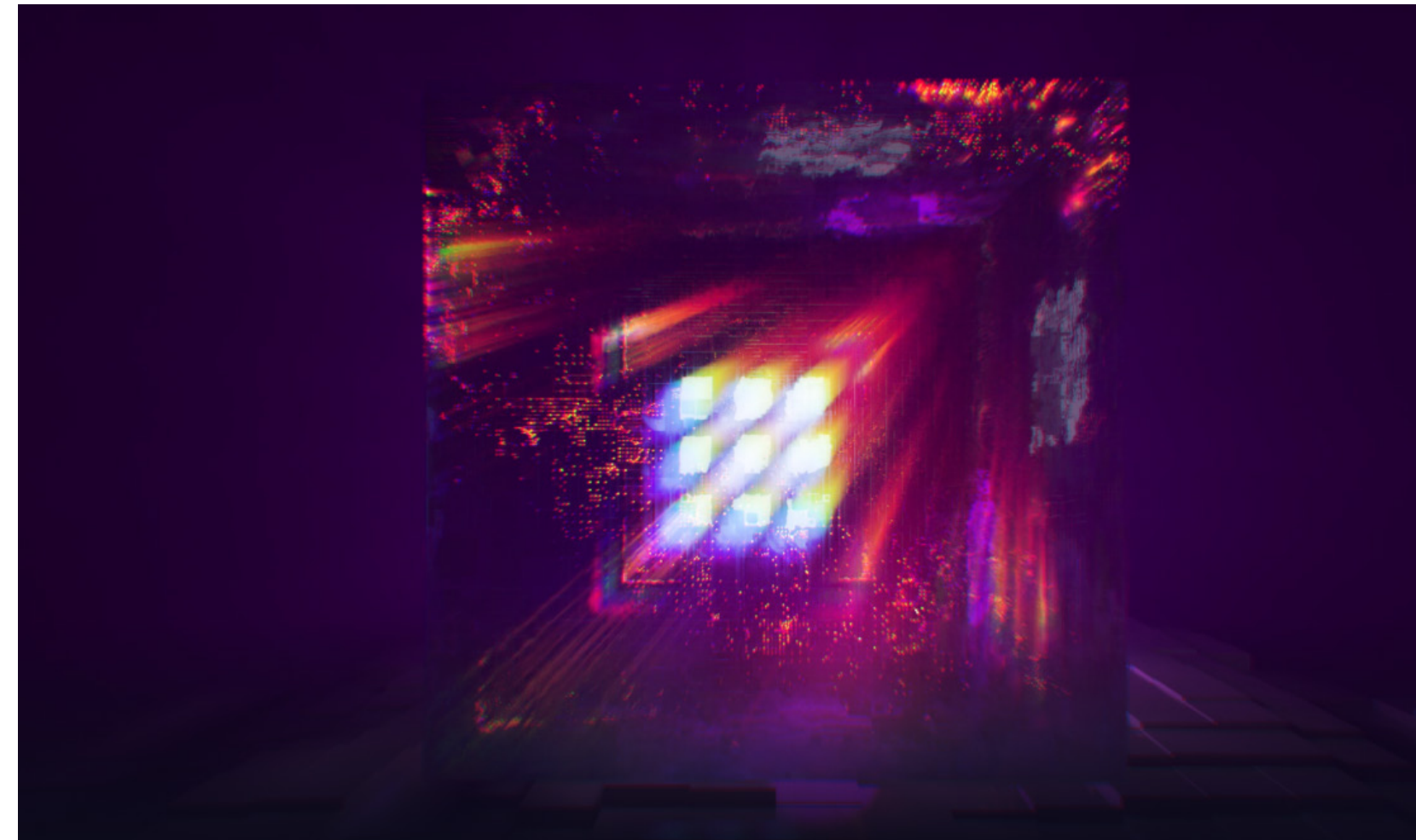
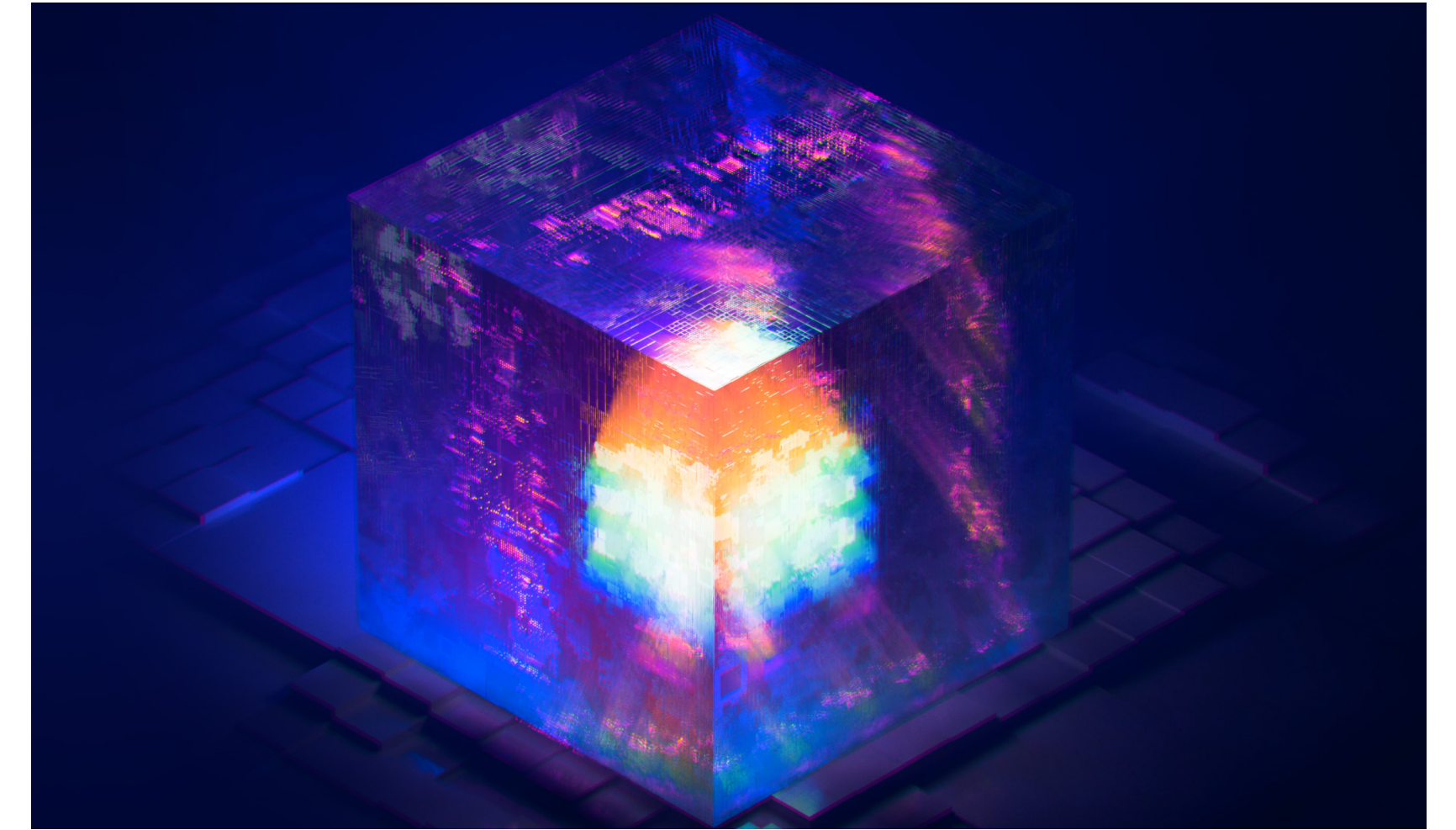
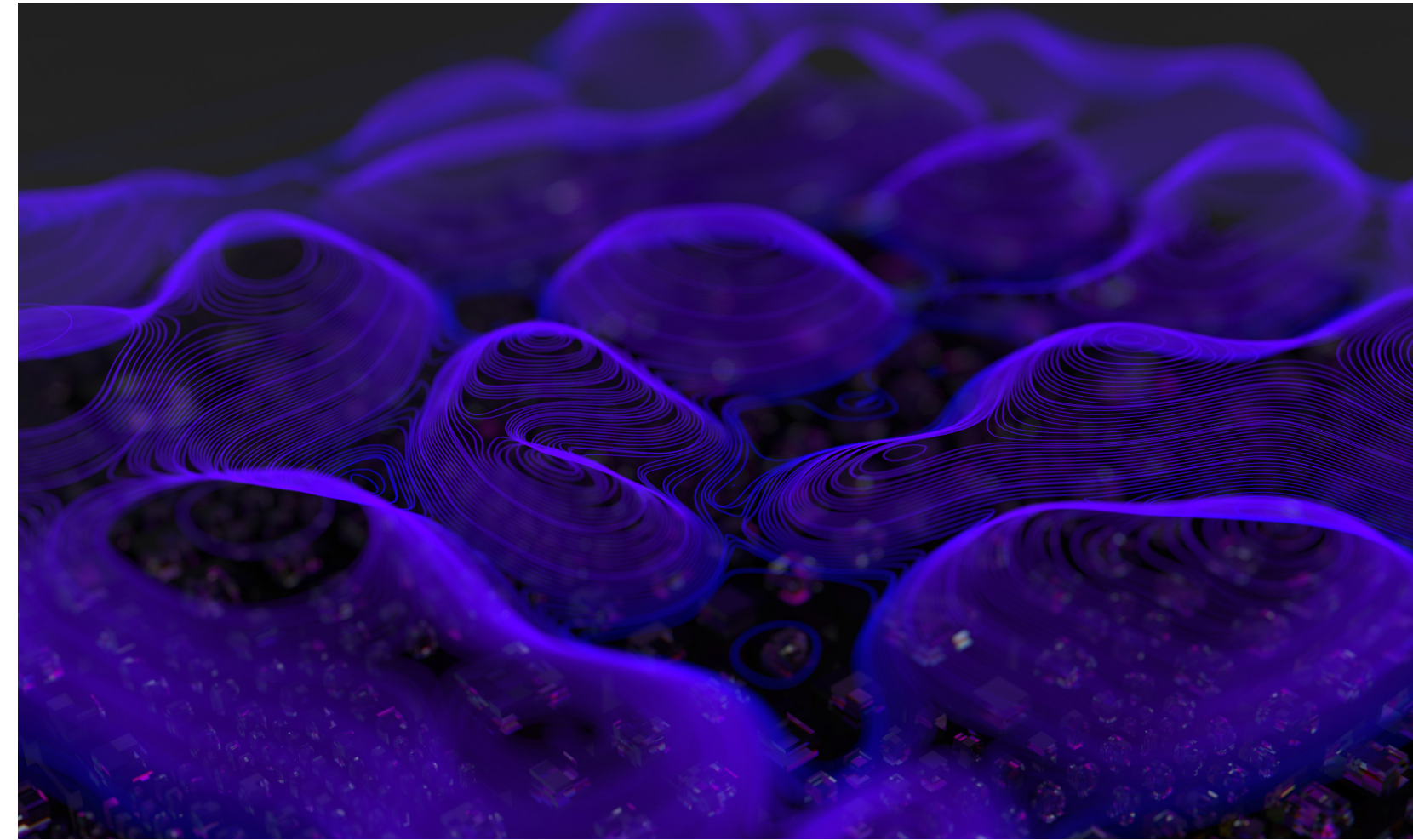
This is body copy Equiatia veliquis dolupta dolor as autem rem. Ut fuga. Quamusandam am, con cus volor alissequi nost, torrunt iumenis essitae stectis ciaepud ignihillabor rem vel et mod et haruntibus doleste recus coria doluptatium re laut fugitio.

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



# Visuals

## 3D Visuals



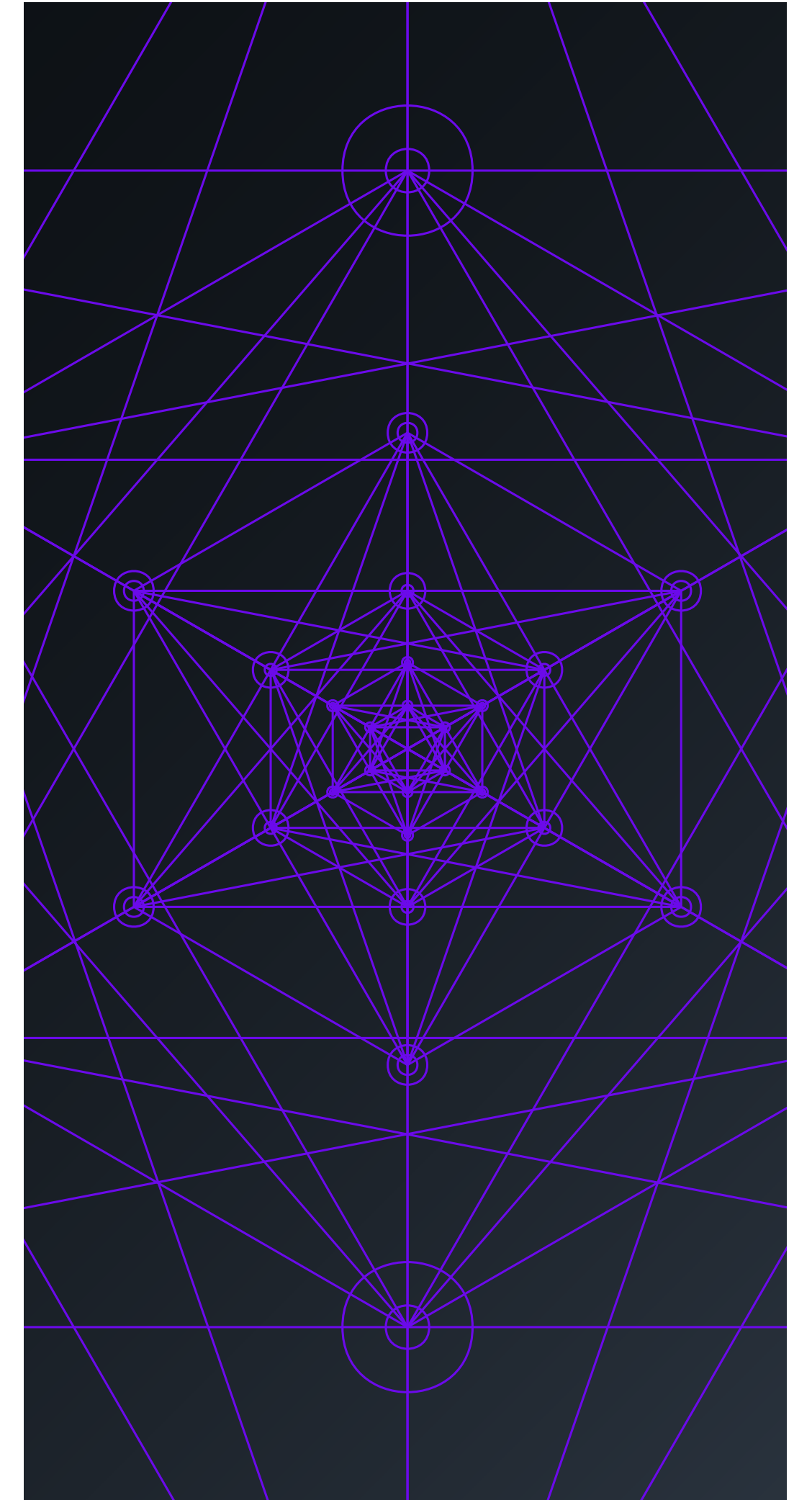
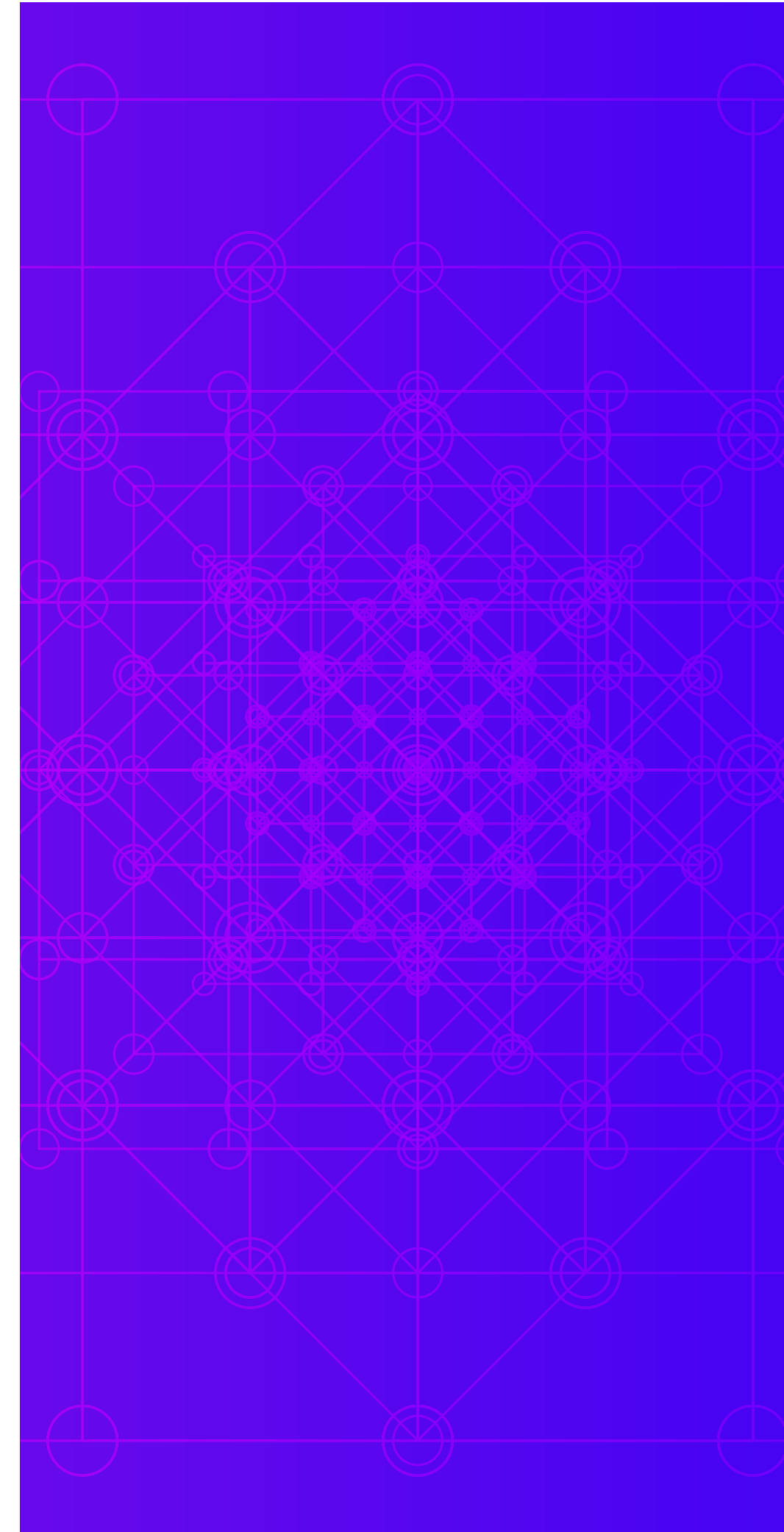
The majority of the imagery in the SentinelOne brand uses our proprietary 3D visuals. These visuals were created solely for SentinelOne and visualize multiple concepts of our platform.



# 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

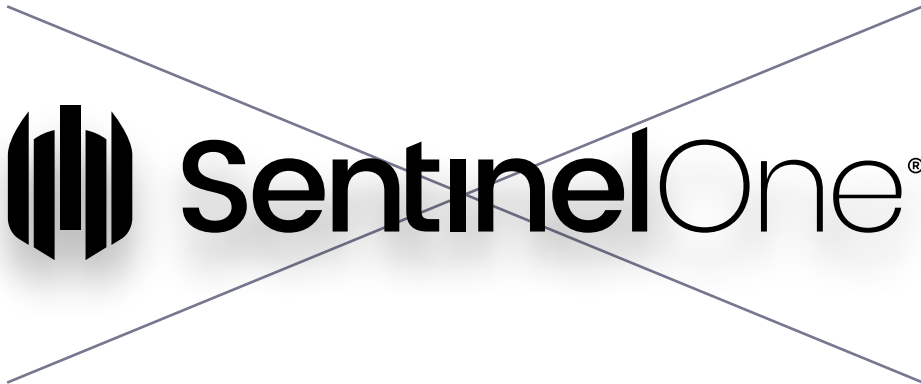
Guidelines for Our Identity



# Usage

## Incorrect Use of Logo

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.



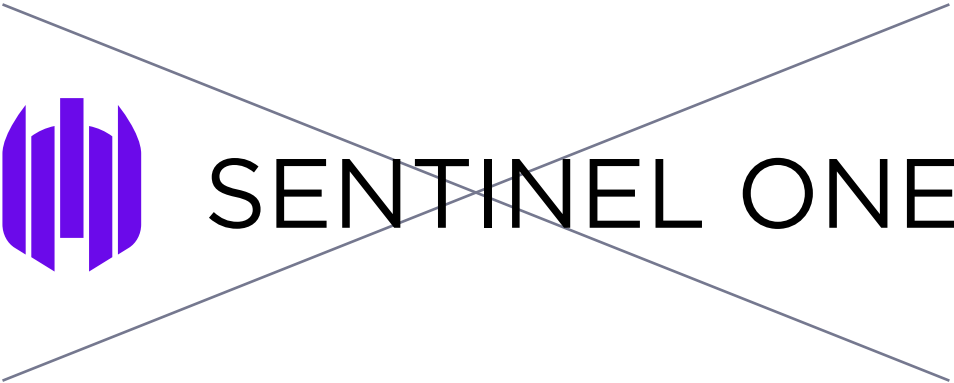
Do not add effects, drop shadows, blurs, or glows



Do not change logo proportions



Do not change logo colors



Do not alter the logo in any other way

# Usage

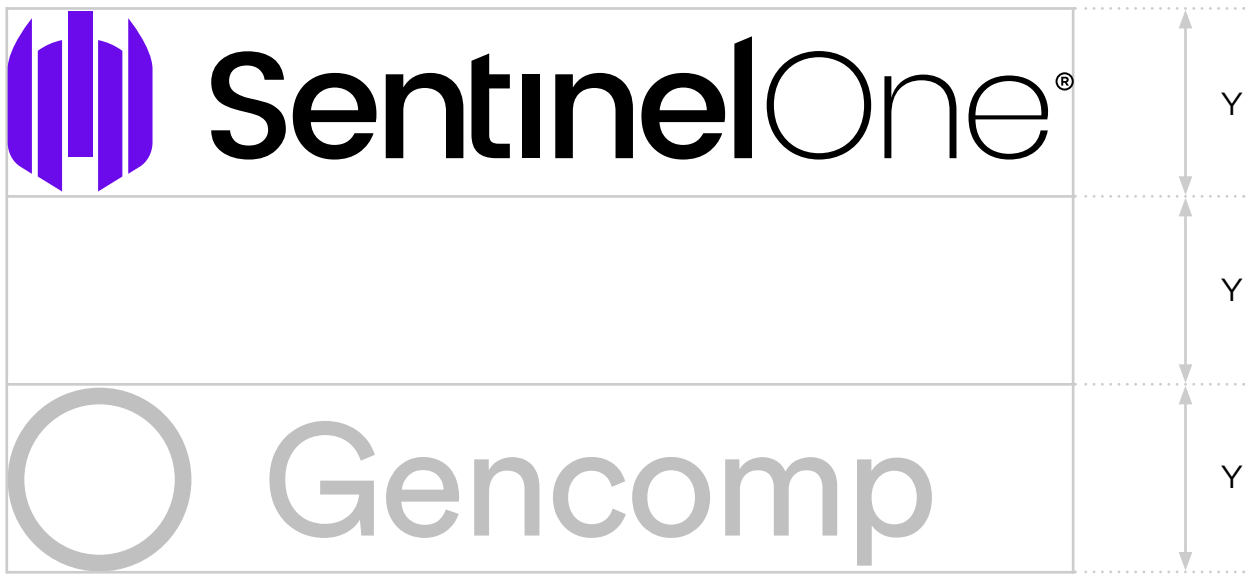
## Logo Backgrounds



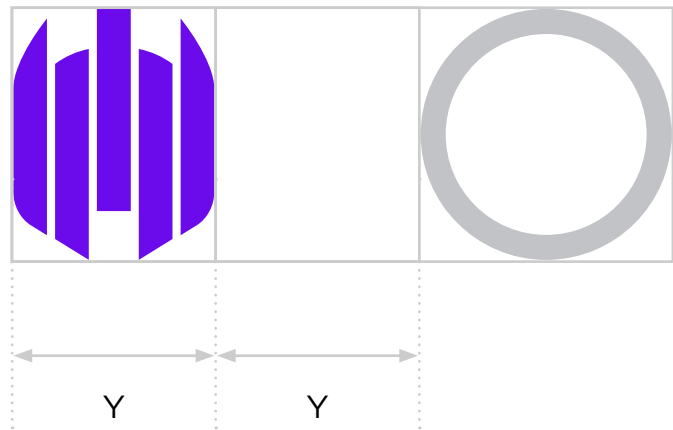
When placing logo on different backgrounds please ensure maximum legibility.

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.



**Hackers work hard.  
We work smart.**

Introducing Autonomous  
Cybersecurity for Endpoint,  
IoT & Cloud.

[GET FREE DEMO >](#)



**Hackers work hard.  
We work smart.**




 **Hackers work hard.  
We work smart.**

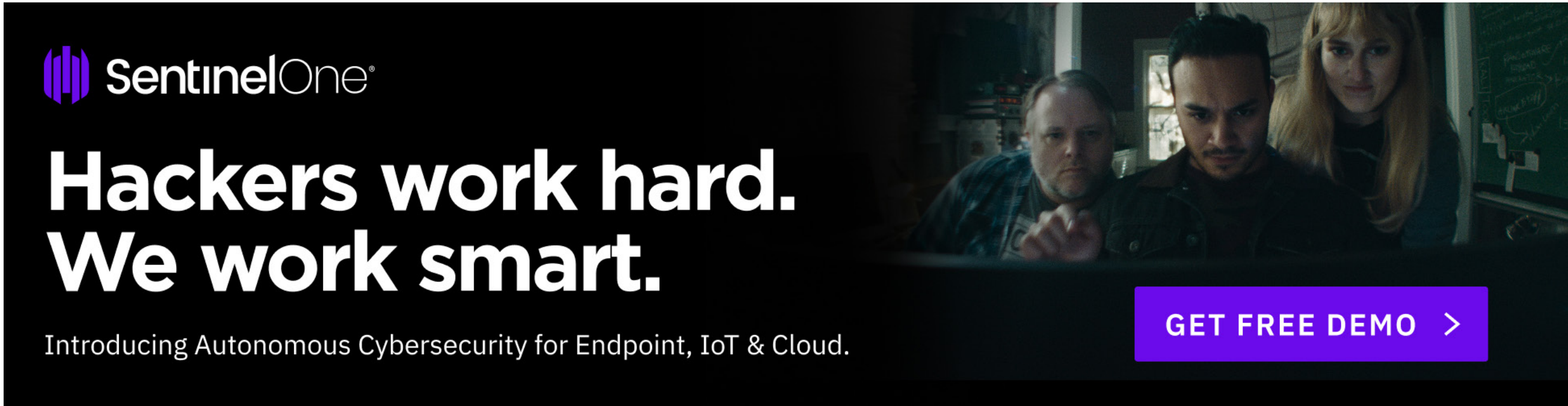
[sentinelone.com](#)


**Hackers work hard. We work smart.**

Introducing Autonomous Cybersecurity for Endpoint, IoT & Cloud.



[GET FREE DEMO >](#)



 **Hackers work hard.  
We work smart.**

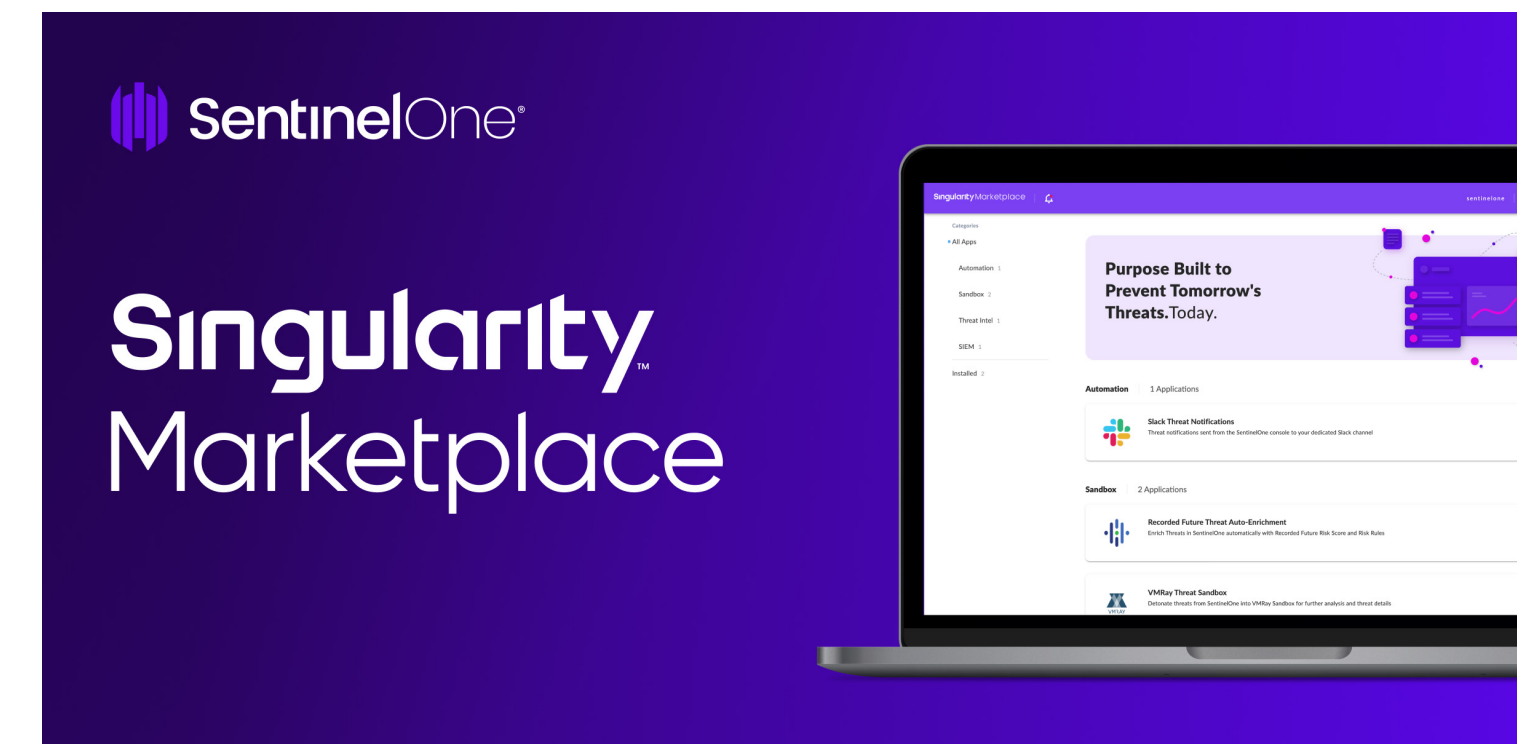
Introducing Autonomous Cybersecurity for Endpoint, IoT & Cloud.

[GET FREE DEMO >](#)



# Application

## Digital Announcements



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

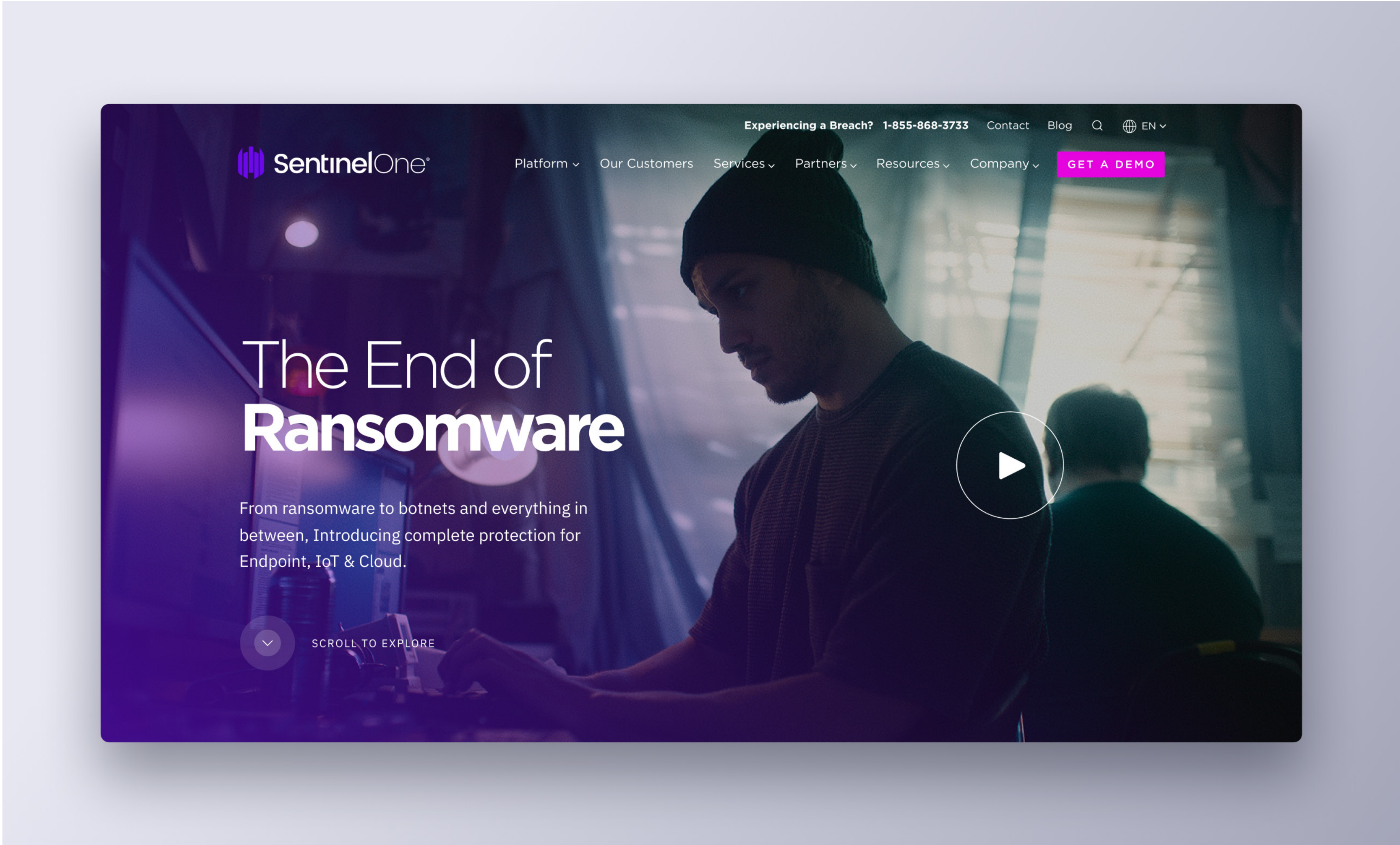
Digital Announcements are produced by the SentinelOne marketing department and should not be launched by any outside sources.



# 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

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.



## Endpoint Protection

The future of security

March 2021

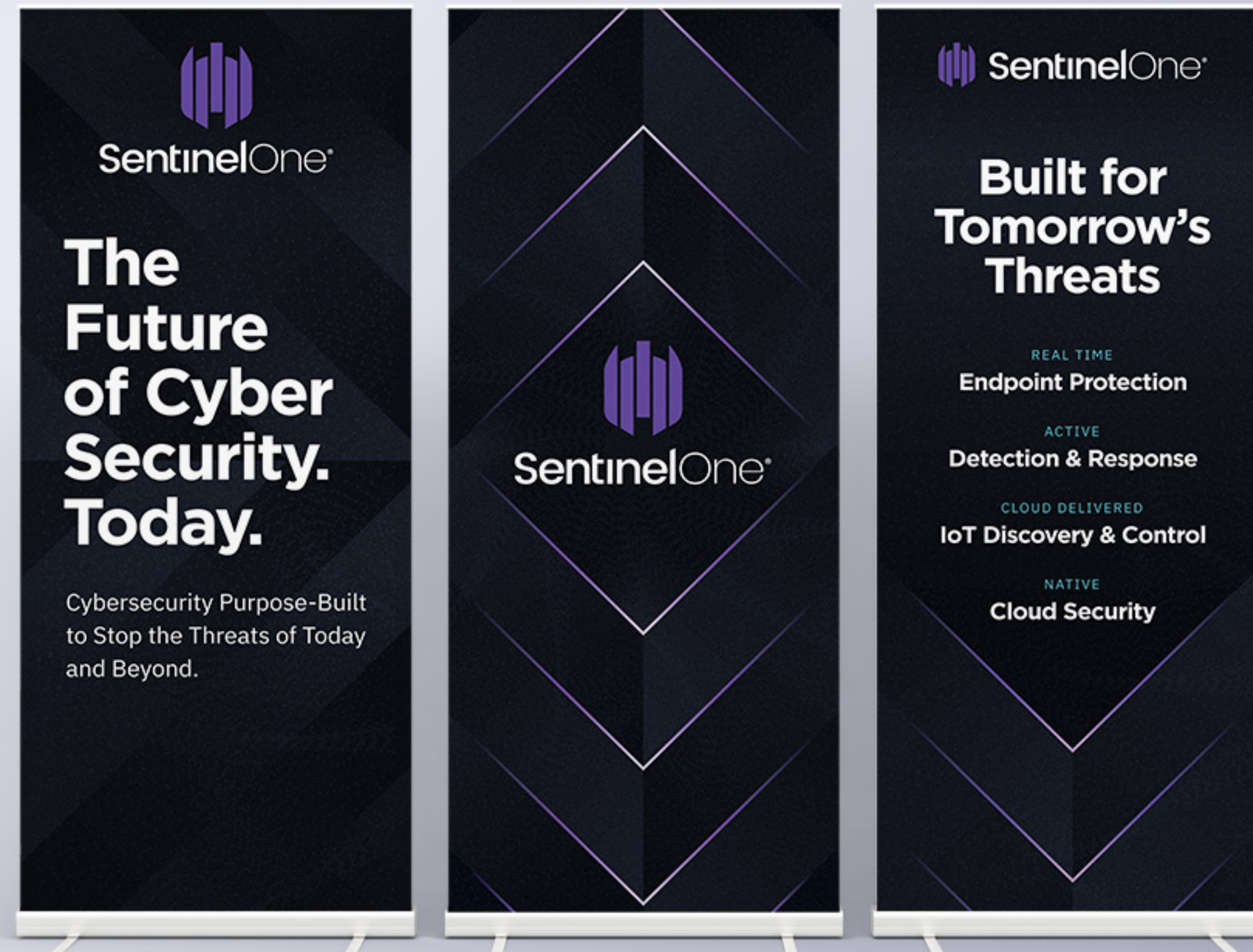


# Application

## 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.

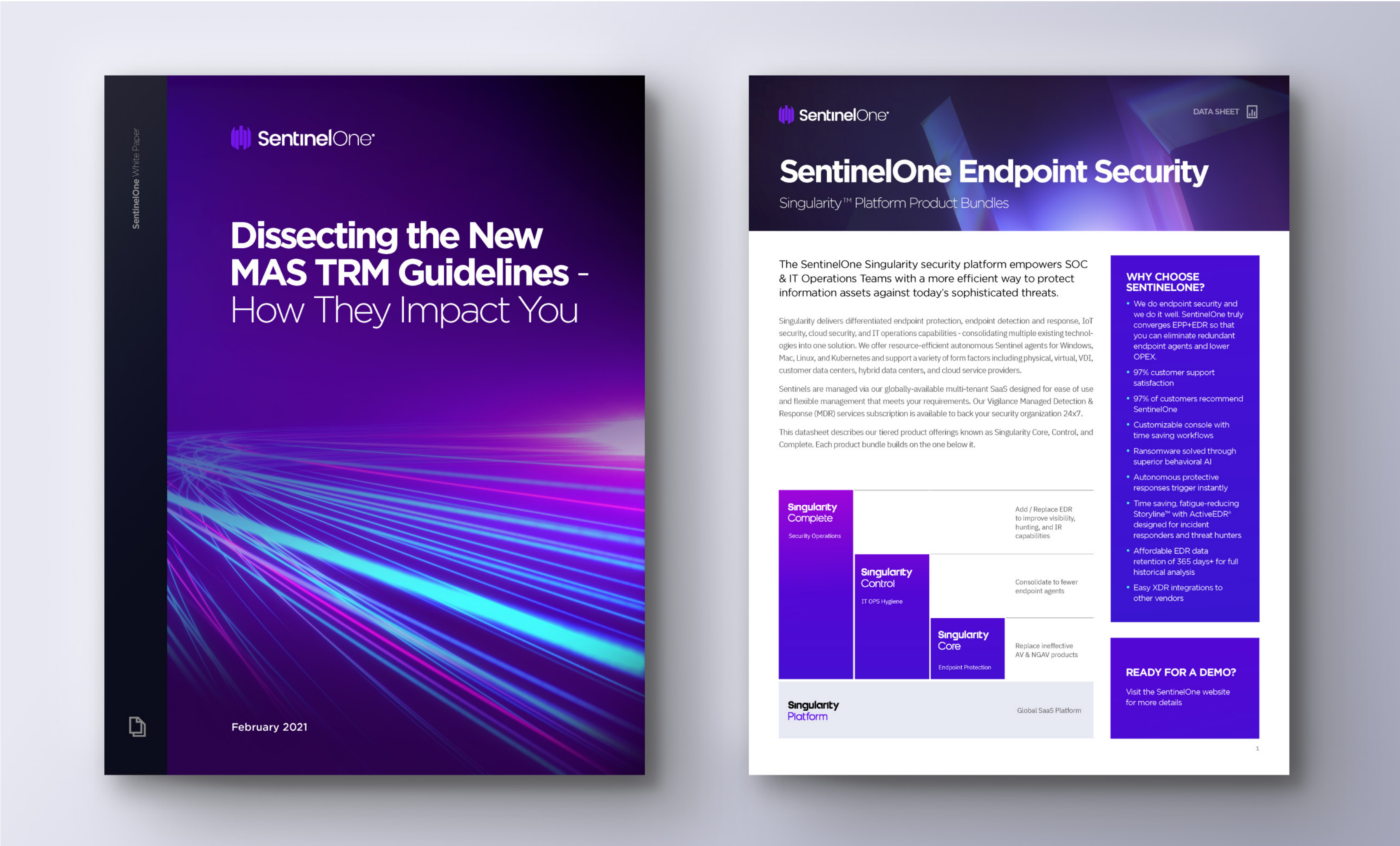




# Application Documents

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 areand we greatly appreciate your commitment to keeping our brand materials consistent.

## Contact

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

**Daniel Bernard**

CMO

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**Drew Hoffman**

Creative Director

drew@sentinelone.com

**Micah Ward**

Art Director

micahw@sentinelone.com

### 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





**V1.2** SPRING 2021

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