sysdig

WELCOME TO THE SYSDIG LOGO GUIDE

Showcased in the following pages are guidelines for our new identity system. This resource is designed to help you understand how best to use our logo and color palette.

The Sysdig logo is the single most recognizable graphic representation of our business. Think of it as our own unique brand signature. It is how our business signs its communications. It is the face that our business presents to the world.

A successful business brand identity requires consistency across all communications; care should be taken when employing it. Through consistent usage, you will be playing a key role in defining and reinforcing our brand identity, as well as ensuring its lasting recognition.

VERTICAL LOGO

HORIZONTAL LOGO

LOGO FORMATS AND SIZES

The following Sysdig logo formats are available for use: eps, png, jpg, and svg files.
These formats are provided in three sizes: large, medium, and small.

Large vertical logo

Medium vertical logo

Small vertical logo

Large horizontal logo

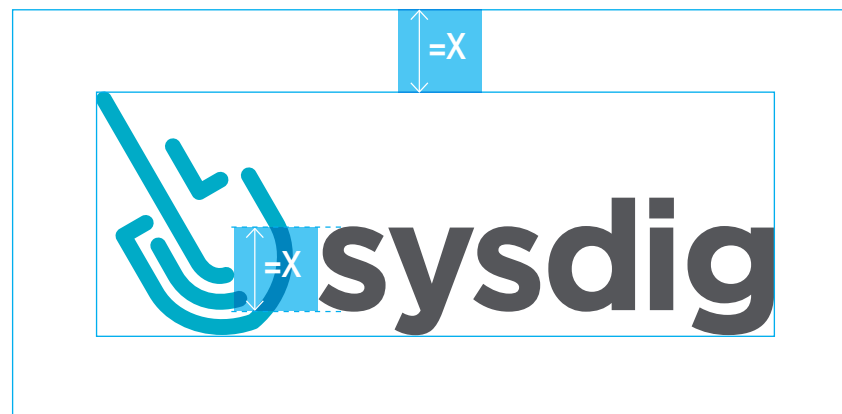Medium horizontal logo

Small horizontal logo

LOGO COMPONENTS

The logo consists of the logomark and wordmark. The wordmark is based on the font Gotham Bold. Do not attempt to recreate or rework the logo.

Logomark

Wordmark

Logomark

Wordmark

LOGO CLEAR SPACE

Always leave the required amount of clear space around the logo. The minimum clear space is equal to "X," which represents the height of the "s." This clear space gives the logo room to breathe and ensures the logo won't be obscured by neighboring elements or typography.

LOGO MINIMUM SIZE

The Sysdig logo shown below is the smallest suggested size for general use. It is important that our logo is never smaller than what can be clearly executed.

Vertical logo

Horizontal logo

sysdig

0.75 in.

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1.10 in.

PRIMARY COLOR PALETTE

The colors shown below are the spot colors for the Sysdig logo.
Ask your printer to match the PMS coated color chips for the best results.
Also listed are color options for four-color process, RGB, and HEX.

Corporate Color Palette

PMS 3125 C

Process	C	M	Y	K
	95	2	22	0

RGB	R	G	B
	0	171	199

HEX	# 0 0 a b c 7

PMS Cool Grey 11 C

Process	C	M	Y	K
	66	57	51	29

RGB	R	G	B
	85	86	91

HEX	# 5 5 5 6 5 b

CORRECT USAGE

1. Do use the logo (both horizontal and vertical lock-ups) in full color, be it in PMS colors, CMYK, or RGB on a light background.

2. Do use the logo (both horizontal and vertical lock-ups) in black and white, grayscale or black.

3. Do use the logo (both horizontal and vertical lock-ups) reversed to white on a colored, black, or simple photographic background.

INCORRECT LOGO USAGE

1. Don't outline the logo.

2. Don't alter the logo colors.

3. Don't change the proportion of the logo or distort it in any way.

4. Don't place the logo on a busy photographic or patterned background.

5. Don't place the full color logo on a background with a similar color value.

6. Don't change the lock-up.

On both horizontal and vertical lock-ups, the following are examples of incorrect usage:

1.

2.

3.

4.

5.

6.

FILE FORMATS

EPS: (Encapsulated PostScript) is a vector format designed for printing to PostScript printers and imagesetters. It is considered the best choice of graphics format for high resolution printing, both digital and offset. It is editable in its native program (in this case, Adobe Illustrator CS) and can be imported into multiple programs including Adobe Illustrator, Adobe InDesign, Microsoft Word and PowerPoint. It can be used on a variety of platforms including Macintosh and Windows.

JPG: (Joint Photographic Experts Group) A compressed file format that contains placed files, continuous tone, gradient fills and bitmap images. This format is best used for screen presentations in programs such as Microsoft Word and PowerPoint, as well as Web usage. This format is not recommended for use in offset printing.

PNG: (Portable Network Graphics) A file format that employs lossless data compression for bitmap, grayscale, and RGB images. This format supports transparency and replaces the GIF format in displaying far more than 256 colors. This format is also used for transferring images on the Internet. This is best used for screen presentations in programs such as Microsoft Word and PowerPoint, as well as Web usage. This format is not recommended for use in offset printing.

SVG: (Scalable Vector Graphics) Used with programs such as a Web browser that recognizes XML, and that can display the image using the information provided in the SVG format. Different from raster graphics that have a fixed number of pixels, vector graphics are a scalable, resolution-independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality. Thus, the SVG format enables the viewing of a graphic on a display of any type, size or resolution. In addition to ease of size manipulation, SVG allows text within the graphics to be recognized, which search engines can locate and easily translated into other languages.