

Shadowserver Identity Guide

May 31, 2018

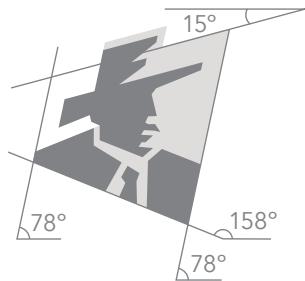
The Shadowserver Foundation is a nonprofit security organization working altruistically behind the scenes to make the Internet more secure for everyone.

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PRIMARY LOGO

This logo should be used most frequently compared to other logo variations. It can be shown in one-color or two-color. Logo colors vary depending on the background color. Approved background colors are white, black, and yellow. Reference the examples on this page for guidance on which colors to use. When using the logo, the face of the silhouette must always be a darker color than the background shape.



One-color logo



Logo on black background



Logo on yellow background

VERTICAL LOGO

The vertical logo should be used when there is not enough horizontal space available. The icon is 135% larger in the vertical lockup to create visual balance with the logotype.



Icon

The icon can be used without the logotype when used for social media, watermarks, or other applications where the logotype is not necessary. The silhouette must always be a darker color than the background shape.

SHADOWSERVER

Lighting the way to a more secure Internet



One-color logo



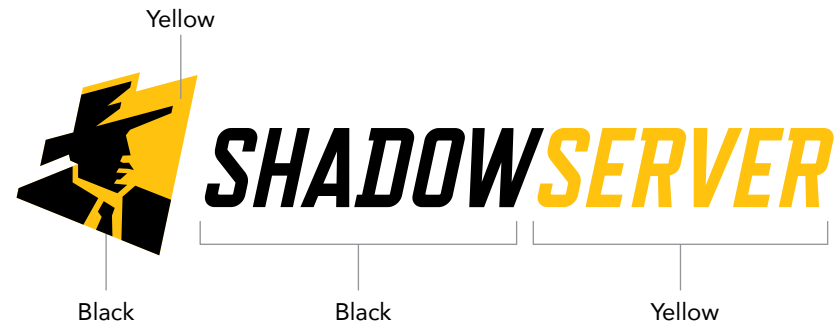
Logo on black background



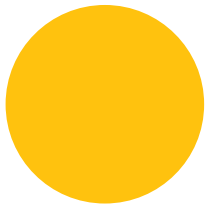
Logo on yellow background

COLOR PALETTE

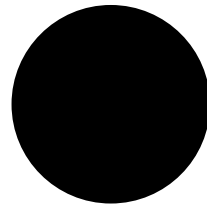
The Shadowserver brand primarily uses black, white, and yellow. Secondary colors such as dark yellow, orange, and various shades of gray are used to compliment the primary colors. Gray is used more prominently for web applications based on readability recommendations.



Primary colors



Yellow
CMYK 0 25 100 0
RGB 255 194 14
Hex #ffc20e

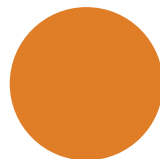


Black
CMYK 0 0 0 100
RGB 0 0 0
Hex #000000

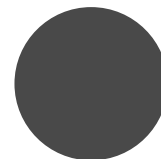
Secondary colors



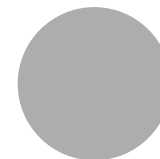
Dark Yellow
CMYK 12 31 100 0
RGB 226 175 36
Hex #e2ae24



Orange
CMYK 10 60 100 0
RGB 224 126 39
Hex #e07e26



Dark Gray
CMYK 66 59 58 40
RGB 73 73 73
Hex #494948



Light Gray
CMYK 34 27 28 0
RGB 172 173 172
Hex #acacac

SUPPORTING FONTS

When using **Microsoft Office Applications**, use Calibri Bold for headers and Calibri Regular for body copy. When using **Adobe Applications**, Refrigerator Deluxe Bold is used for headers and FreightSans Pro Book for body copy. FreightSans Pro Bold is used to highlight important body copy and FreightSans Pro Medium is used when type is placed on a color background. Standard body copy should be set at 10pt with 13.5pt leading.

For Microsoft Office Applications:

Calibri Bold
16pt w/ 17pt leading

PARAGRAPH HEADER

Calibri Regular
10pt w/ 13.5pt leading

Lorem ipsum dolor sit amet, dolor
consectetur adipiscing elit. Vestibulum
dapibus sapien nec imperdiet luctus.
Maecenas nec malesuada risus.

Calibri Bold
11pt w/ 13.5pt leading

Subheader

Lorem ipsum dolor sit amet, dolor simi
consectetur adipiscing elit nec sapien.

For Adobe Applications:

Refrigerator Deluxe Bold
16pt w/ 17pt leading

PARAGRAPH HEADER

FreightSans Pro Book
10pt w/ 13.5pt leading

Lorem ipsum dolor sit amet, dolor
consectetur adipiscing elit. Vestibulum
dapibus sapien nec imperdiet luctus.
Maecenas nec malesuada risus. .

FreightSans Pro Semibold
11pt w/ 13.5pt leading

Subheader

Lorem ipsum dolor sit amet, dolor simi
consectetur adipiscing elit nec sapien.

FreightSans Pro Book

Aa Bb Cc 1 2 3

FreightSans Pro Semibold

Aa Bb Cc 1 2 3

FreightSans Pro Bold

Aa Bb Cc 1 2 3

Refrigerator Deluxe Bold

Aa Bb Cc 1 2 3

CLEAR SPACE & MINIMUM SIZE

☒ = I **SHADOWSERVER**

Don't crowd the logo with other elements. Leave a minimum of the height of the logotype on all sides of the logo.

✓ Acceptable spacing



✗ Not enough space



The size of the logo is based on the x-height of the logotype. Do not allow for an x-height smaller than 0.1 inches.

0.1" I  **SHADOWSERVER**

WHAT NOT TO DO



Do not allow the face of the silhouette to be lighter than the background color



Don't change logo colors or use colors that are outside of Shadowserver's brand guidelines

SHADOWSERVER



Do not change the logotype or use typefaces that are outside of Shadowserver's brand guidelines



Don't apply a drop shadow to the logo



Don't use the logo on a complex photo background



Don't rotate or stretch the logo