



**BRAND GUIDE**  
V 1.0 January 2022

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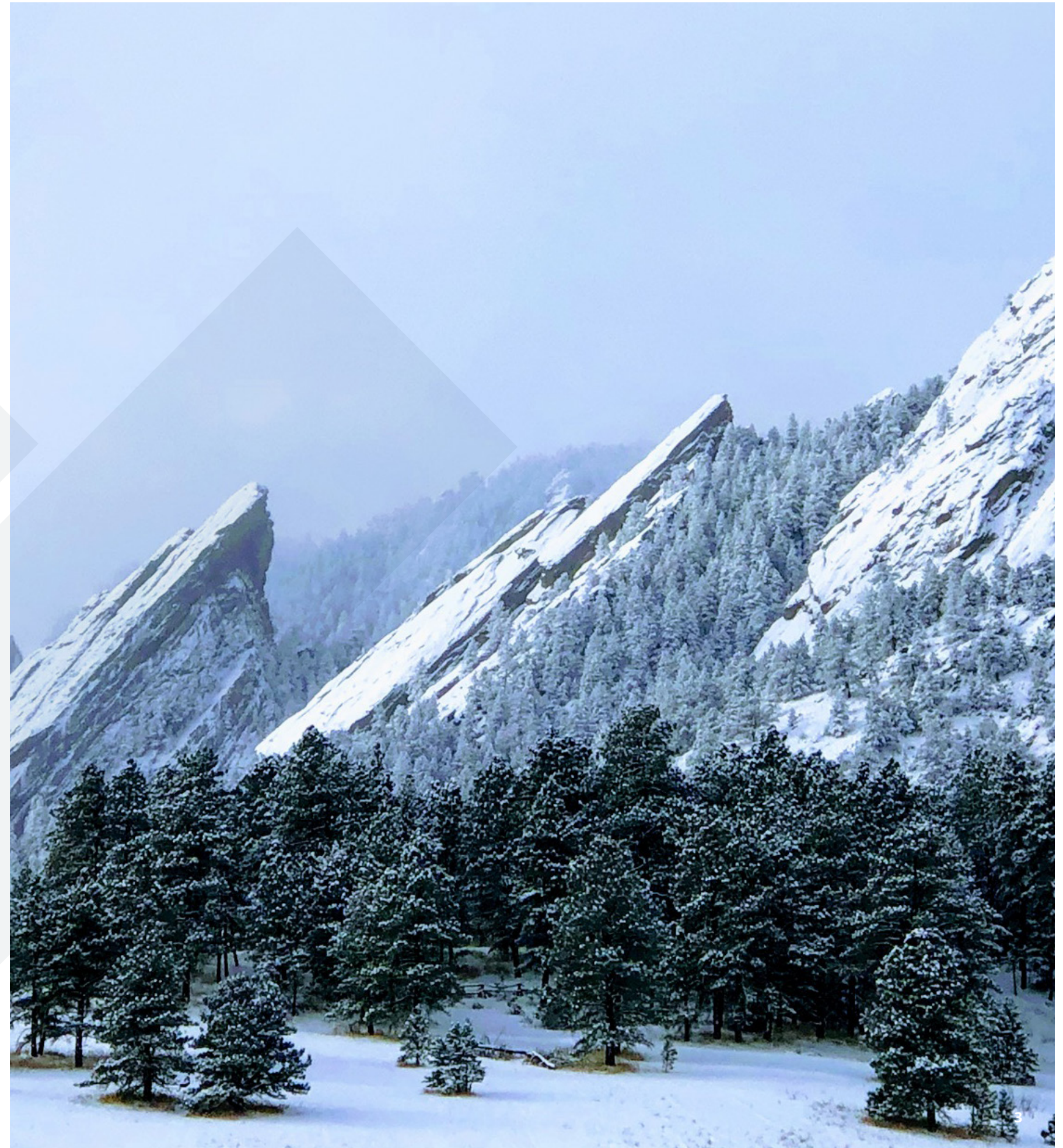
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## OUR STORY

**A brand cannot be built on words and pictures alone. Within the following pages, you will find the principles that define who we are, why we're here, what we do, and how we do it.**





## OUR STORY

Our values are the foundation for all we do for each other and for our customers. Keep these concepts in mind as core principals that guide our brand.

### One Team

We are mutually committed to our common goals. We are intent on fostering a culture of inclusive collaboration.

### Integrity

We are solid and unwavering in our dedication to a path of truth and honesty. We will always keep our word and honor principles.

### Respect For Individuals

We demonstrate respect for people in all aspects of our business by recognizing their humanity, valuing their contributions, and acting with equity for all.

### Accountability

We own the outcome. We value transparency, ownership, and a visible commitment powered by self-directed purposeful action.

### Innovation & Continuous Improvement

We are committed to innovation and the relentless improvement of our solutions, products, and processes.

### Giving Back

We give back by assisting communities in need, focusing on employee development and growth, spending quality time with our families, and recharging in our personal lives.



**We help busy and lean  
security operations teams  
save the day—day after day.**



## OUR STORY

There's a lot riding on the shoulders of cybersecurity operations teams. A company's reputation. A hospital's health records. An entire community's drinking water.

The weight of protecting the world.

It's a load LogRhythm helps lighten. Our engineers and analysts have been on the frontlines of many of the world's most significant attempted cyberattacks. As allies in the fight, we help busy and lean security operations teams close gaps in manpower, increase knowledge of new attacks and techniques, and save the day—day after day.

Our development team continuously monitors and identifies emerging cyber tactics. Then we build the solutions necessary to detect and disarm them. With a potent combination of technology, partnerships, and advisory services, we help security teams navigate a changing threat landscape with confidence.

Your team. Our cybersecurity expertise.  
Together we are *Ready to Defend*.

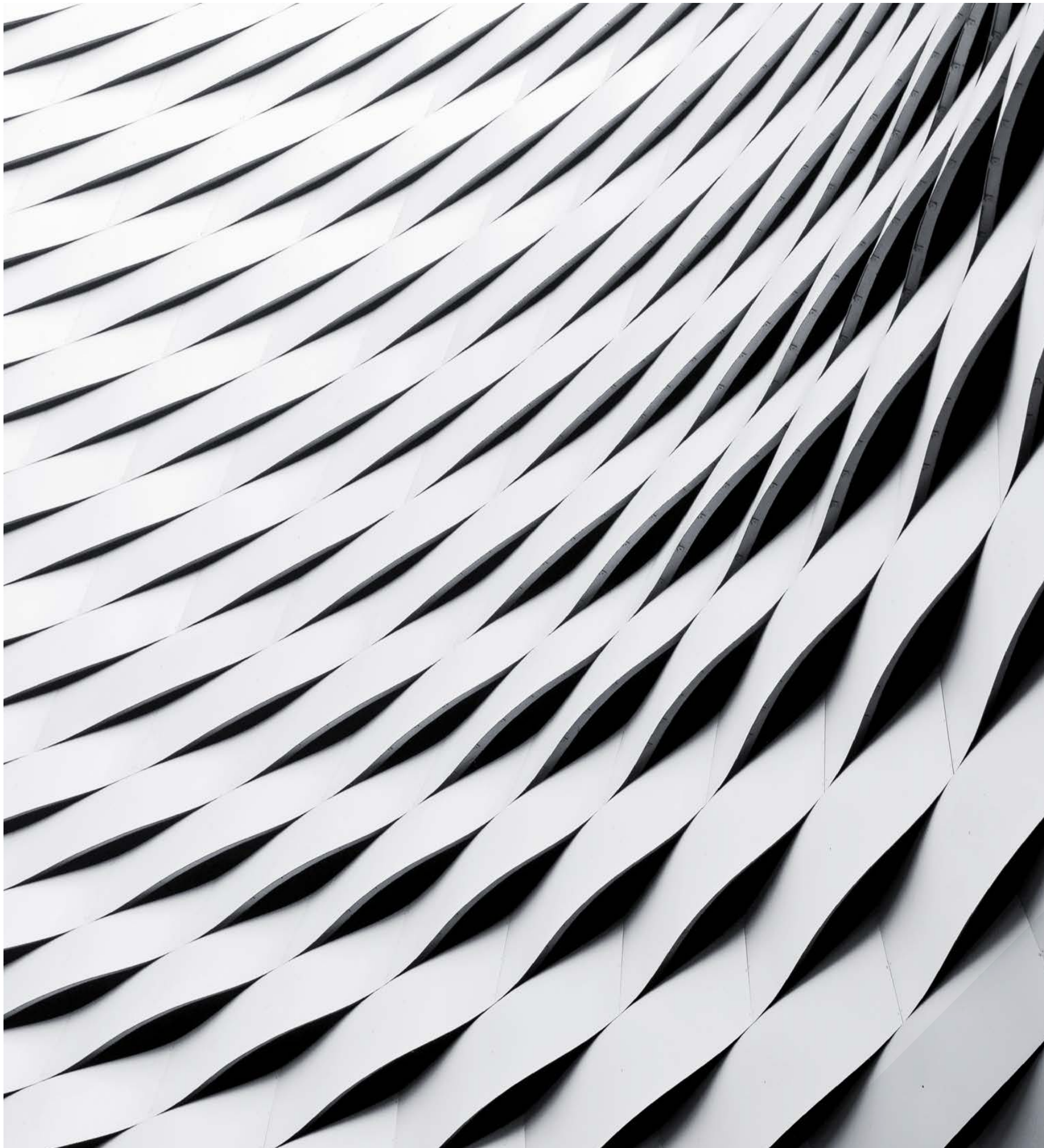




**Ready to defend.**

 **LogRhythm™**





## MESSAGE HOUSE

**Every time you send an email, speak at an event, or create a slide, you are building the LogRhythm brand. Here, you will get the words you need to communicate in a way that's true to you and true to LogRhythm.**



## MESSAGE HOUSE

### Master Message

**Ready to defend.**

### Position

Cyber advisory and technology allies.

### Mission

To protect humanity's most important information and infrastructure from those who wish to do it harm.

### Vision

To make cybersecurity operations easier and more effective for the people tasked with protecting our families, businesses and global communities.

### Values

- One Team
- Integrity
- Accountability
- Giving Back
- Respect For Individuals
- Innovation & Continuous Improvement

### Core message pillars and supporting messages

#### Prevent

#### Reduce your cybersecurity exposure.

- Introduce and support a security operations maturity model across your organization's internal and external systems.
- Be more vigilant against threats across remote and hybrid work environments.
- Ensure security compliance across vulnerable touchpoints.

#### Detect

#### Eliminate blind spots.

- Identify emerging threats that other vendor solutions and legacy systems miss.
- Improve threat detection with advanced models and machine learning that reduces false positives.
- Observe anomalies across your entire data footprint, gaining real-time visibility into threats.

#### Respond

#### Shut down the attack.

- Get more meaningful alerts with context for investigators, enabling them to make faster, more effective decisions.
- Automate mundane tasks to allow your team to focus on complex problems that require skills and creativity.
- Quarantine endpoints, shut down network access, suspend users, and kill processes with the click of a button.

#### Contain

#### Limit damage and disruption.

- Gain the insight and support you need to identify the type of attack so you can take fast action.
- Quickly determine which (if any) critical business systems have been compromised, what data has been affected, and whether any unauthorized entry points remain.
- Gather forensic evidence for future prosecution.

### Unique value proposition and differentiators

#### We Know the Enemy

With two decades of experience in cybersecurity, nobody understands the adversary better than we do. We give our customers the upper hand by proactively identifying threats and building technology to defend against them.

#### Collective Expertise

LogRhythm has assembled the world's most capable and respected ecosystem of people and partners. We are analysts, experimentalists, engineers, and data scientists working at the cutting edge of cyber technology.

#### Densest Defenses

A leader in the Gartner Magic Quadrant for nine consecutive years, LogRhythm brings together the most complete technology to improve your security posture. With traces, metrics, and logs for all applications and environments, we help organizations secure their systems and stay out of the news.

#### For Today and Tomorrow

We bring you continuously improving intelligence and tools — based on the threats your organization and thousands of others are facing — so you can mitigate risk in an evolving threat environment.

## MESSAGE HOUSE

**Primary Boilerplate**—shout it from the mountaintops:

LogRhythm helps busy and lean security operations teams save the day—day after day. There’s a lot riding on the shoulders of security professionals—the reputation and success of their company, the safety of citizens and organizations across the globe, the security of critical resources—the weight of protecting the world.

LogRhythm helps lighten this load. The company is on the frontlines defending against many of the world’s most significant cyberattacks and empowers security teams to navigate an ever-changing threat landscape with confidence. As allies in the fight, LogRhythm combines a comprehensive and flexible security operations platform, technology partnerships, and advisory services to help SOC teams close the gaps.

Together, LogRhythm and our customers are ready to defend.  
Learn more at [logrhythm.com](https://logrhythm.com).

**Secondary Boilerplate**—proclaim this when brevity is required:

LogRhythm helps busy and lean security operations teams save the day—day after day. With a potent combination of its comprehensive security operations platform, technology partnerships, and advisory services, LogRhythm empowers security teams to navigate a changing threat landscape with confidence.

Together, LogRhythm and our customers are ready to defend.

## tone of voice

Our three tone of voice principles inspire how we write and speak. Refer to them often when writing anything about LogRhythm.

**Friendly +  
Approachable**

**Helpful +  
Unpretentious**

**Intelligent +  
Informative**



## TONE OF VOICE

### Friendly + Approachable

We strive to talk and write the same way we would talk to our customers in person. We are authentic — we speak as a human to a human. We are passionate about the work we do and we know how to work hard, live well, and have fun.

- We don't speak as a company to a prospect or account
- We don't sacrifice our professionalism

### Helpful + Unpretentious

No matter what the challenge, we "roll 'em up" and help solve the problem. We help our customers make a difference for their organizations and their careers.

- We don't come across as patronizing or condescending.
- We don't use 50 words when 10 will do
- We don't use unnecessary industry jargon

### Intelligent + Informative

We have a lot of experience to share — we've been leaders in this space for more than 20 years. We love to teach, sharing our experience and new and innovative solutions. We are unwavering in our dedication to truth and honesty. We embrace creativity and innovation.

- We don't overstate what our solutions can do
- We don't avoid difficult questions





## LOGO

Our logo is the key expression of our visual identity. In this section, we'll show you how to use the logo consistently across all applications to protect the integrity of the LogRhythm brand.

## LOGO

Our logo and visual identity is evolving so the world can see we're not the same old SEIM.

Our old logo has been the standard bearer of the brand for 9 years and has earned the right to say it was the first logo to bring the LogRhythm brand to life.

With a focus primarily on the specific functionality provided by our original solutions, our old logo is passing the mantle of chief brand ambassador to a new and capable mark representative of the dynamic and evolving company LogRhythm has become.



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### 2012 – 2021

Our previous logo derives meaning from the functionality central to the LogRhythm solution. The center dot in the logo mark symbolizes anomalous activity within a network that gives rise to interesting activity that could signal concern and warrant further investigation. Today our solutions are significantly broader and more dynamic than our original logo conveys.



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### 2022 +

Our new logo recognizes our difference is not rooted in technology alone. It's both analog and digital; a mix of people, expertise, and know-how that's able to best apply technology to our customers' problems.

As a stylized sine wave the new logo mark connotes being in rhythm with our customers, colleagues, and partners. Perpetually in motion, the wave signals our commitment to adapting to the ever-changing threat horizon keeping our customers protected and proactive in the face of increasingly complex security challenges.

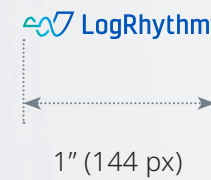


## LOGO

### Proper Use

Various formats of the LogRhythm logo are available for download at [logrhythm.com/about/branding-guidelines/](http://logrhythm.com/about/branding-guidelines/). You will find color and black and white versions in print and web formats.

The LogRhythm logo must be used on literature, advertising, technical documents, corporate signs, stationery, sales presentations or any other promotional communications as the official brand symbol.



### Clearspace

Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To ensure proper clear space measure the height of the "R" in from the left, top, right, and baseline of logo.

### Minimum Size

To ensure readability do not size the logo smaller than the minimum horizontal dimensions shown above.

### Background and Contrast

Always use the version of the logo that provides sufficient contrast with the background to ensure maximum readability.

### LogWave

The LogWave may be used on its own so long as the complete logo is used elsewhere in the piece.

## LOGO

### Improper Use

To protect the integrity of our logo please do not alter or modify it in any way. Here are a few examples of alterations and improper applications.



⊗ Reconfigure



⊗ Stretch



⊗ Special Effects



⊗ Outline



⊗ Recolor



⊗ Rotate



⊗ Omit TM



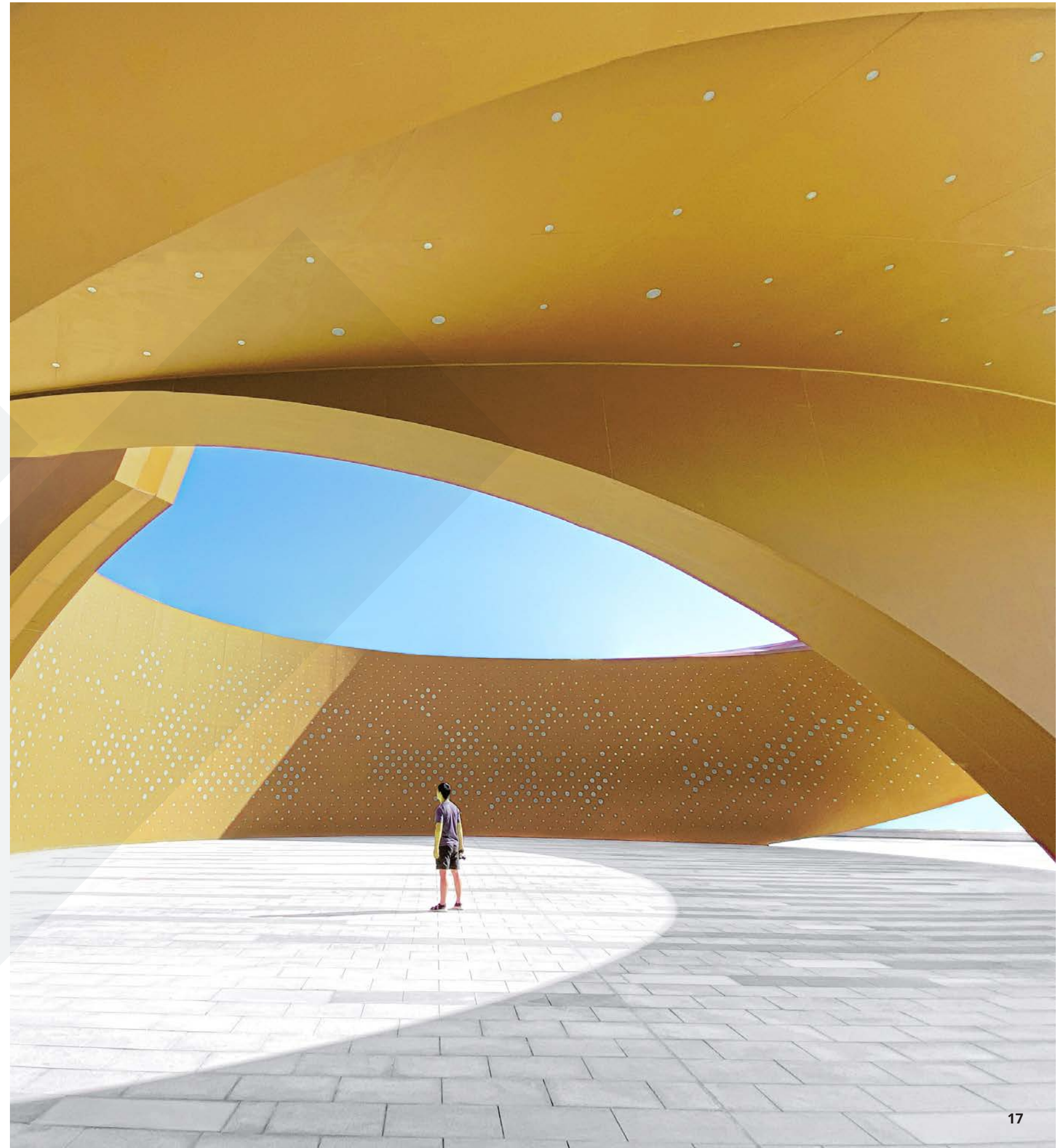
⊗ Omit Wave



⊗ Poor Contrast

## COLORS

Curated to create emotion,  
our colors engender trust  
and provide a versatile  
palette that brings life and  
vibrancy to the brand.





## COLORS

Our primary colors are Blue and Teal. They represent the assurance and reliability we offer to our customers.

The color shades are optional color values to be used in UI design, illustrations and similar. They should always be used in relation to the primary color, and the primary LogRhythm Blue should always be most prominent.

The LogRhythm Gradient provides visual interest and depth to the brand.

The LogRhythm Gradient is an element that can be used as a fill in large headlines and as a tertiary element to compliment any composition. Always build the gradient with the values and ratios shown to ensure proper color proportion use.

**LogRhythm Blue**

RGB - 0 / 85 / 184  
HEX - #0055B8

CMYK - 92 / 70 / 0 / 0  
Pantone - 2935 C

#CFE5FF	#96BEEB	#6AA3E3	#2C75C9	#004BA3	#002E65
---------	---------	---------	---------	---------	---------

**LogRhythm Teal**

RGB - 0 / 173 / 163  
HEX - #00ACA0

CMYK - 78 / 7 / 45 / 0  
Pantone - 2399 C

#B5EBE8	#96E3DC	#45D9CF	#00C7B9	#009C91	#008076
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**LogRhythm Gradient**

45°

22% Teal	26% Cyan	100% Blue
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## COLORS

Our vibrant secondary colors provide variation and playfulness to our overall branding. They should be used for to add flavor across various touchpoints.

### A note about contrast.

Visual accessibility plays an important role in our audience's interaction with the LogRhythm brand. Whether in print or digital applications, selecting color combinations with high contrast is key.

Please refer to the application of type over different colors in this guide and use the contrast checker to check the contrast of your colors to ensure optimum accessibility.

**Cyan**  
 RGB - 0 / 182 / 237  
 HEX - #00B6ED

CMYK - 70 / 6 / 6 / 0  
 Pantone - 306 C

#D4F5FF	#ADE6F7	#80DBF7	#3AC7F2	#009FCF	#006585
---------	---------	---------	---------	---------	---------

**Violet**  
 RGB - 53 / 5 / 147  
 HEX - #350593

CMYK - 95 / 100 / 0 / 5  
 Pantone - 2371 C

#D9D6FF	#9C90EB	#8052D9	#5926BD	#29007A	#1F005E
---------	---------	---------	---------	---------	---------

**Yellow**  
 RGB - 247 / 191 / 10  
 HEX - #F7BF0A

CMYK - 0 / 30 / 98 / 0  
 Pantone - 7409 C

#FFF2D6	#FFE7B3	#FFDC8F	#FFCF66	#E6A31E	#AB7A16
---------	---------	---------	---------	---------	---------

**Red**  
 RGB - 250 / 66 / 68  
 HEX - #FA4244

CMYK - 0 / 88 / 80 / 0  
 Pantone - Warm Red C

#FFD5D1	#FFB2AB	#FF988F	#FF7369	#CF201B	#A80D0D
---------	---------	---------	---------	---------	---------

**Black**  
 Pantone - 296C  
 HEX - #051C2C

#2C3A45	#32424D	#374956	#4B5B67	#5F6D78	#738089	#87929A	#99A4AB	#A8B6BC	#B9C8CD	#D0DCDE	#EAECED
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## PHOTOGRAPHY

**Our photography is intended to create an authentic connection with our customers. Following a few simple principals when using photography will ensure a consistent brand experience.**



## PHOTOGRAPHY

When selecting imagery for any composition keep these principals in mind:

# Tell Engaging Stories

Always consider how people or objects convey stories that support relevant messaging in a clear, simple and interesting way. Branded images should reflect the customers and industries we help.

# Be Authentic

Aim for a natural look and feel with appealing visuals and models that accurately reflect our customers and their environments. Work with believable models that don't look posed or forced. Seek models that naturally express confidence and ease.

# Get Close and Simplify

Consider how to reduce visual "noise" by leaving out visual elements that are not relevant or supporting the story. When getting close, people and objects can stand out in a more natural way.

## PHOTOGRAPHY

Zoom in and get close to simplify storytelling.

Get close to let photos tell a story in a more clear and simple way.

For people-driven imagery work mainly with photos using portrait (zoom) lenses. This will help isolate main subjects and elements.

Avoid compositions and situations that feel forced or staged.

As a rule of thumb, zoom in or crop the image to have only the most important subjects and elements (i.e., elements of interaction) while still allowing for clear context (i.e., location and environment).

Work with eye contact if it supports the story and does not seem unnatural or staged.





## PHOTOGRAPHY

Connecting with customers through industry images.

Data security is top of mind for every modern industry. We rely on imagery that shows our customers in their work environment to illustrate our connection to their business and build rapport through familiarity.

Industry imagery can be difficult to source in a consistent style because of the diverse constraints of our customers' working environments. To normalize a variety of photographic styles we always convert industry imagery to black and white and apply a color overlay.

Beyond unifying diverse styles, this technique represents the protection our customers receive from LogRhythm and our cybersecurity solutions.





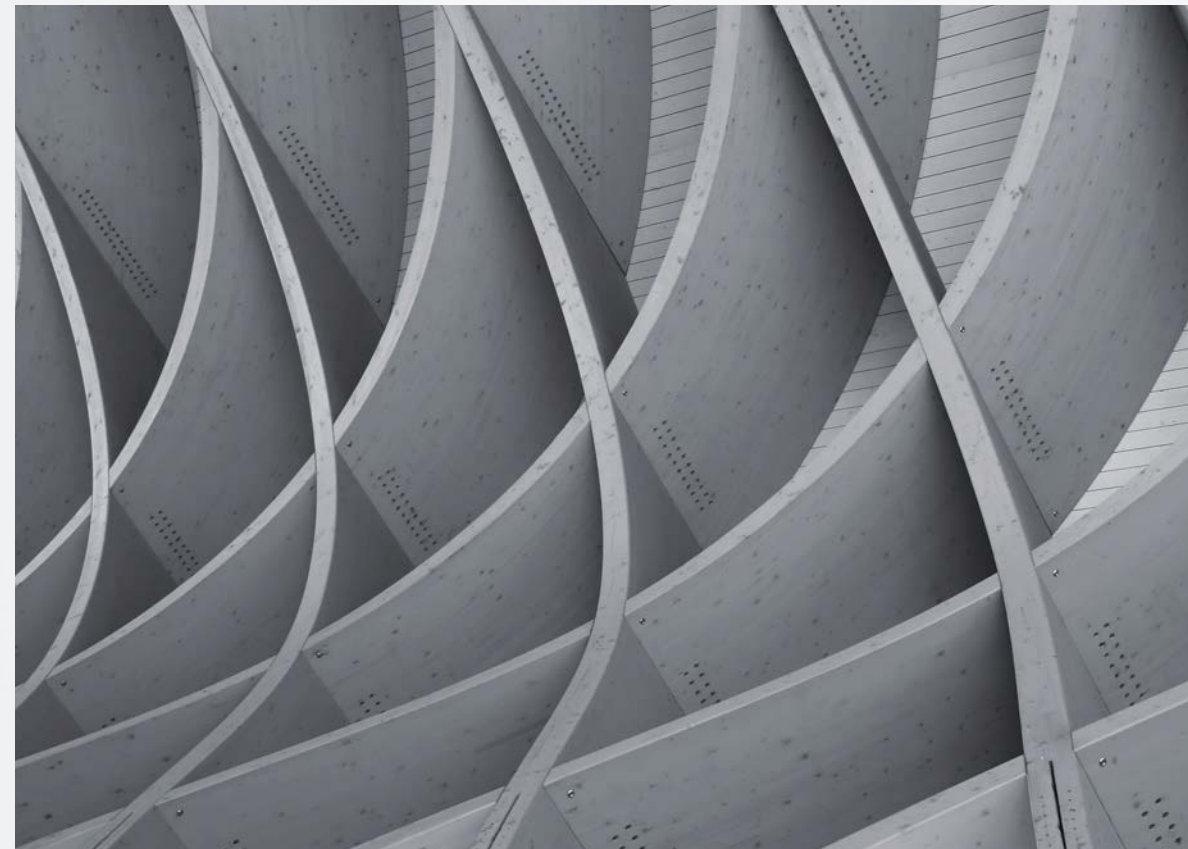
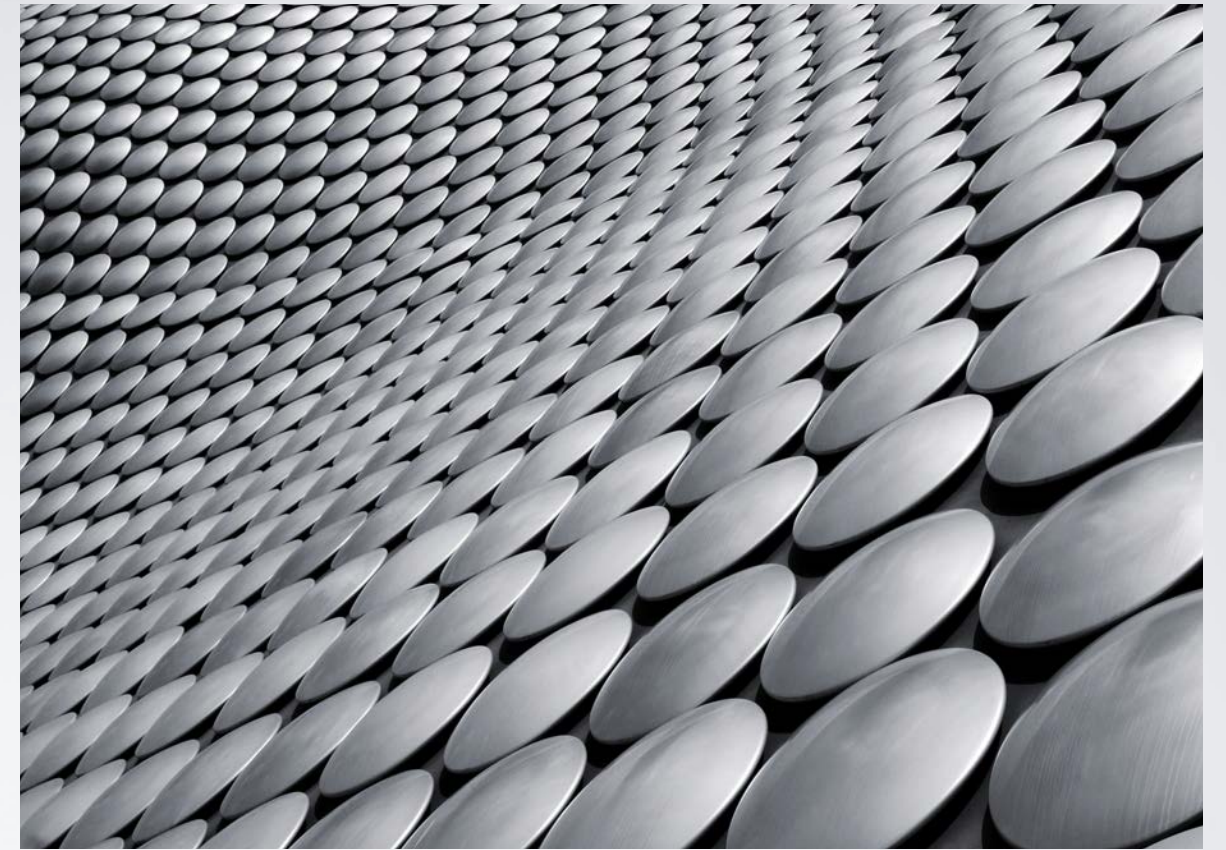
## PHOTOGRAPHY

Use architecture to add texture and visual interest.

We use architecture imagery to add visual interest, texture and provide a conceptual pause within our compositions.

Architecture imagery should compliment and support the messages in your composition and ideally provide a reaffirming message of solid support and stability.

Consider how architecture can create a sense of motion and direct the viewer's eye to your primary message.





## PHOTOGRAPHY

Show how our customers feel ready to defend.

To support our message of “Ready to Defend” select images of our customers on simple backgrounds that allow for placement of messaging and flatiron overlays.

Look for models that appear comfortable and confident. Subjects should address the camera with a relaxed disposition. Avoid subjects expressing exuberance or negativity.



Subjects can be clipped-out and positioned between the flatiron bars to convey the idea that with LogRhythm, they are ready to defend.



TYPOGRAPHY

Our typography provides harmony and consistency across the brand and allows for communication in a variety of languages.

**D** **I** **N** **o** **t** **o**



## TYPOGRAPHY

Our brand typefaces are DIN 2014 and Noto Sans. The following pages provide key parameters to ensure consistent use, while providing flexibility for creative expression across a variety of applications.

DIN 2014 is a bold geometric face with distinct characteristics that work well with the LogRhythm logo and our overall brand personality. DIN is used in headlines, subheads, captions and as a graphic element in compositions.

Noto Sans is our workhorse typeface. Noto pairs well with DIN, and we use it for everything that isn't a headline. Noto is a freely distributed font available on Google Fonts in 93 scripts making it ideal for localization.

### Headlines, Subheads, and Captions



**Visually powerful, intellectually elegant.**

**We like design to be visually powerful, intellectually elegant and above all timeless.**

**0123456789**

**ABCDEFGHIJKLM**

**NOPQRSTUVWXYZ**

**abcdefghijkl**

### Body, subheads, and Captions



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**0123456789**

**ABCDEFGHIJKLM**

**NOPQRSTUVWXYZ**

**abcdefghijkl**

## TYPOGRAPHY

Applying font scaling and predefined character styles.

### Font Scaling

The predefined font sizes and their leading and tracking values can be used for a more consistent typography and a better layout experience.

All font sizes can be changed and adapted, however when adding sizes and styles, use similar line heights and tracking shown in the example and follow overall principles of:

- larger typography (headlines) = more tracking and less leading
- smaller typography (subtitles or body) = less tracking and larger leading

### Predefined Character Styles

Use the available character styles in Adobe Library for various design applications and platforms (i.e., InDesign, Word, PowerPoint).

This will ensure consistency between font types and classes (i.e., when to use DIN 2014 and Noto Sans).

### Headline Scaling

**H1**  
DIN 2014 Bold  
88 pt / 94 pt  
Tracking -15 / -5

# Headline

**H2**  
DIN 2014 Bold  
74 pt / 80 pt  
Tracking -15 / -5

## Headline

**H3**  
DIN 2014 Bold  
63 pt / 68 pt  
Tracking -15 / -5

### Headline

**H4**  
DIN 2014 Bold  
53 pt / 58 pt  
Tracking -10 / -2.5

#### Headline

**H5**  
DIN 2014 Bold  
45 pt / 50 pt  
Tracking -10 / -2.5

##### Headline

**H6**  
DIN 2014 Bold  
38 pt / 42 pt  
Tracking -5 / 0

###### Headline

**H7**  
DIN 2014 Bold  
32 pt / 36 pt  
Tracking -5 / 0

###### Headline

### Subhead, Body, and Caption Scaling

**Subhead Large 01**  
DIN 2014 Demi  
18 pt / 22 pt  
Tracking -10 / -5

Natur solla que rem restistem ditis excepro maximus.

**Subhead Large 02**  
Noto Sans Regular  
16 pt / 22 pt  
Tracking -10 / -5

Natur solla que rem restistem ditis excepro maximus.

**Subhead Regular**  
DIN 2014 Demi  
15 pt / 20 pt  
Tracking -10 / -5

Natur solla que rem restistem ditis excepro maximus.

**Body Large**  
Noto Sans Regular  
11 pt / 17 pt  
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaqueae.

**Body Regular**  
Noto Sans Regular  
9 pt / 15 pt  
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaqueae.

**Caption 01**  
DIN 2014 Demi  
8 pt / 11 pt  
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaqueae.

**Caption 02**  
Noto Sans Regular  
8 pt / 10 pt  
Tracking -5 / 0

Natur solla que rem restistem ditis excepro vidusae nat lat pla corentiae nus et des etur sa voleseces nimenim odisciis eaqueae.



## FLATIRONS

**A foundational visual concept, the flatirons support the brand by connecting to the heritage of the business with the steadfastness of the people, products, and solutions we offer to our customers.**



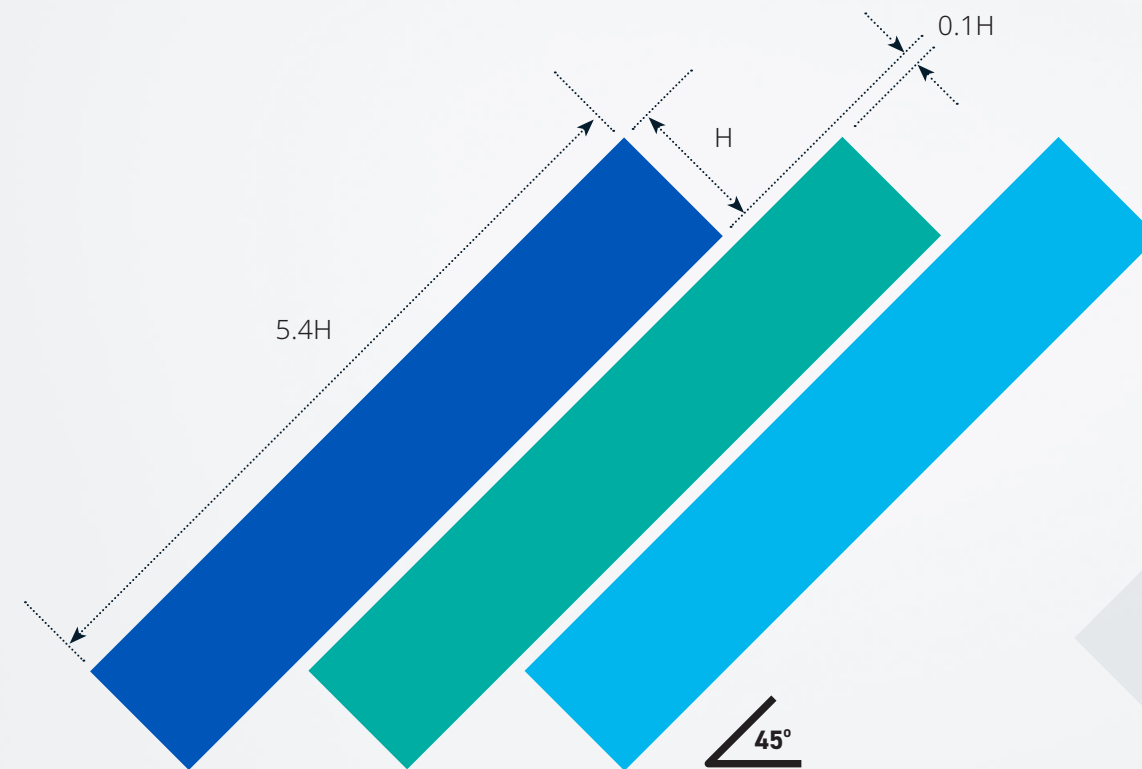
## FLATIRONS

The flatirons are a versatile graphic device that can be used in the foreground, background, and around images to reinforce the “Ready to Defend” creative theme.

### Foreground Flatirons

The flatirons are constructed using the following ratios. Always keep in a group of three and on a 45 degree angle.

Flatirons should appear no more than once in the foreground and once in the background in any one composition.



### Background Flatirons

Use the flatirons as a background (watermark) design element by increasing the scale and allowing them to overlay an image or other background element.

The background flatirons should bleed off two adjacent edges of your composition and not appear to create more than a 10% difference in overall darkness.

Start with 296 C fill, apply a multiply effect and adjust from there.



## FLATIRONS

Use these variations to add interest and variety to your flatiron compositions.

### Flatiron Colorways

There are four flatiron colorways. The first two bars are Blue and Teal followed by one of the secondary colors. Always use base colors for composing flatirons.



### Image Flatirons

Use the flatirons as a visual device to add interest to image compositions. When placing images in the flatirons be sure enough of the image is showing to convey the subject and setting. Use black and white photography with a color overlay applied.



## FLATIRONS

This is an example of how we use the flatirons with the “Ready to Defend” creative theme.

When composing “Ready to Defend” graphics the subject should be on a layer so that one or two of the foreground flatirons crosses in front of the subject. Take care that the flatirons don't draw undue attention to an area of the body or cover the subject's head or neck.

