

Brand Guidelines

Version 1.0 April 2021



Logo

Our Logo

Optical kerning, refined weight, and defined clear space, as well as well delineated placement in relation to other content all help to make it as instantly recognizable as possible at all sizes and in all contexts.



Logo

Clearspace

Clearspace around the logo is equal to the Orca "O" logotype.

Clearspace exceptions

Exceptions to the clearspace rules may be made in certain circumstances like social icons, avatars or other specific use cases where space is limited.



Logo

Minimum Size

The logo should never be smaller than 80 pixels wide for digital and 1.125 inches wide for print.



Digital: 80 px wide

Print: 1.125 in wide

Logo

Color

The color and reversed logo are Orca's primary logos and should be used whenever possible.

Do not adjust the logos in any way.



Color



Color (alternate)



Reversed



One-Color



Logo

Usage

Use the color or reversed versions of the logo when possible.

Color

This is the default logo for use on light backgrounds when possible.

Reversed

Use on dark backgrounds when possible.

One-Color

Use on complex backgrounds like photos, textures or when used on top of colors other than primary Orca colors

Always prioritize readability.



on Light



on Photo



on Dark



on Color

Logo

Logomark usage

When space is limited, it is acceptable to use the Orca “o” by itself. Always make sure it is centered in its background shape and leave sufficient space around the edges.

Brand approval is required to use the logomark by itself.



Hierarchy

These are general guidelines for the Orca type system. View this as a starting point and adjust based on size and purpose of the final deliverable.

Typographical hierarchy should be achieved by contrasting size and color rather than weight.

H1
Manrope Light
58/64

Orca Security

H2
Manrope Light
58/56

SideScanning technology

H3
Manrope Light
40/48

Light agentless, approach

H4
Manrope Regular
27/32

Context matters. A lot.

Label
Manrope Bold
12/16

BUILT-IN COMPLIANCE

Paragraph Large
Manrope Medium
22/32

With Orca, there are no overlooked assets, no DevOps headaches, and no performance hits on live environments.

Paragraph
Manrope Medium
16/28

We provide cloud-wide, workload-deep security and compliance for AWS, Azure, and GCP — without the gaps in coverage, alert fatigue, and operational costs of agents.

System Font Alternative

In applications where brand fonts
and Google fonts are unavailable,
use Arial in place of Manrope.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

SideScanning

SideScanning

Colors

Primary + Secondary Colors

Marketing and design materials for Orca should feel bright and modern. This ensures proper contrast against the darker product interface and helps Orca stand out as a modern, innovative cloud security provider.

The Orca Blues, Grays and White should be the primary colors with supporting accents in the Orca Sunset, Coral and Sunset to Coral gradient. Appropriate usage is defined in the graphic to the right.

Secondary + Backgrounds Orca Barely Blue	Backgrounds + Divider Lines Orca Barely Gray	Backgrounds + Text White
Secondary + Backgrounds Orca Light Blue	Backgrounds Orca Light Gray	
Secondary + Backgrounds Orca Mid Blue	Backgrounds + Light Text Orca Mid Light Gray	Secondary + Accents/CTAs Orca Sunset
Primary + Backgrounds Orca Bright Blue	Secondary + Accents Orca Gray	
Primary + Backgrounds Orca Surface Blue	Secondary Orca Mid Dark Gray	Secondary + Accents/CTAs Orca Coral
Primary + Headlines Orca Deep Blue	Body Text Orca Dark Gray	

Colors

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RGB 243.247.253
HEX F3F7FD
CMYK 4.2.0.1

RGB 241.242.246
HEX F1F2F6
CMYK 2.2.0.4

RGB 175.207.238
HEX AFCFEE
CMYK 26.13.0.7

RGB 223.225.235
HEX DFE1EB
CMYK 5.4.0.8

RGB 255.255.255
HEX FFFFFFFF
CMYK 0.0.0.0

RGB 107.167.223
HEX 6BA7DF
CMYK 52.25.0.13

RGB 191.198.217
HEX BFC6D9
CMYK 12.9.0.15

RGB 0.128.255
HEX 0080FF
CMYK 100.50.0.0

RGB 158.171.198
HEX 9EABC6
CMYK 20.14.0.22

RGB 255.151.0
HEX FF9700
CMYK 0.41.100.0

RGB 5.105.214
HEX 0569D6
CMYK 98.51.0.16

RGB 109.115.141
HEX 6D738D
CMYK 23.18.0.45

RGB 2.2.69
HEX 020245
CMYK 97.97.0.73

RGB 59.59.84
HEX 3B3B54
CMYK 30.30.0.67

RGB 255.69.111
HEX FF456F
CMYK 0.73.56.0

Gradients

Blue Gradient

When large areas of color are needed, use the Surface to Deep Blue gradient

- ✓ Large color areas/Backgrounds

Coral-Orange Gradient

This gradient should be used primarily for calls-to-action and accents.

- ✓ Buttons/CTAs
- ✓ Secondary Accents



Tertiary Colors

Tertiary colors should be used sparingly in marketing materials. Appropriate uses include depictions of the user interface, charts, graphs and other specific use cases such as success and warning messages.

✔ Product UI

✔ Charts & Graphs

✔ Warning/Success Messages

UI + Hazardous + Graphs

UI Yellow

RGB 248.205.57
HEX F8CD39
CMYK 0.17.77.3

UI + Graphs

Graph Blue Light

RGB 191.242.255
HEX BFF2FF
CMYK 25.5.0.0

UI + Graphs

Graph Purple Light

RGB 214.191.255
HEX D6BFFF
CMYK 16.25.0.0

UI + Graphs

UI Green Light

RGB 194.255.243
HEX C2FFF3
CMYK 24.0.5.0

UI + Imminent + Graphs

UI Orange

RGB 254.123.31
HEX FE7B1F
CMYK 0.52.88.0

UI + Graphs

Graph Blue Mid

RGB 129.197.223
HEX 81C5DF
CMYK 42.12.0.13

UI + Graphs

Graph Purple Mid

RGB 139.133.225
HEX 8B85E1
CMYK 38.41.0.12

UI + Graphs

UI Green Mid

RGB 97.220.196
HEX 61DCC4
CMYK 56.0.11.14

UI + At Risk + Graphs

UI Red

RGB 255.51.66
HEX FF3342
CMYK 0.80.74.0

UI + Graphs

Graph Blue Dark

RGB 55.110.180
HEX 376EB4
CMYK 69.39.0.29

UI + Graphs

Graph Purple

RGB 87.80.198
HEX 5750C6
CMYK 56.60.0.22

UI + Safe + Graphs

UI Green

RGB 0.184.150
HEX 00B896
CMYK 100.0.18.28

