Orca Values & Personality
At Orca Security, we’re on a mission to make it fast, easy, and cost effective for organizations to address the critical cloud security issues so they can operate in the cloud with confidence.
## Orca Principles, Personality & Values

### Principles

- **Coverage** cloud security requires 100% visibility and coverage of the entire cloud estate, 100% of the time.

- **Comprehensive** Cloud security must be holistic - one solution to detect or digest all security risks at every layer.

- **Context** Cloud security risks are best understood based on exposure and business impact, rather than endless lists of siloed alerts.

- **Consumable Cloud** security must be able to be consumed and integrated into workflows to eliminate more risks, faster.

### Personality

- **Competence**
  - Intelligent
  - Confident
  - Leader
  - Vigilant
  - Pioneering
  - Secure
  - Reliable
  - Simple

### Values

- **Customer First**
- **Act as one Team**
- **Relentless**
- **Innovative**
- **Communicate openly, directly, and respectfully**

### Persona

- **Sophisticated / Mature**
- **Trusted**
- **Simplicity**
- **Modern**
Brands need to connect with their audience in a deep and meaningful way in order to build authenticity, loyalty and trust. Brand archetypes provide a framework based on human psychology to help your company build a worthwhile and valuable relationship.

The primary brand archetype for Orca’s personality is the “Ruler”. Orca is a trustworthy and stable platform providing the world’s most comprehensive cloud security platform. At Orca Security, we’re on a mission to make it fast, easy, and cost effective for organizations to address the critical cloud security issues so they can operate in the cloud with confidence.

The secondary brand archetype is the “Hero”. Orca’s cloud security platform provides comprehensive security without coverage gaps, performance hits, and organizational friction. Within minutes, get prioritized alerts and full contextual visibility of your entire cloud estate.
Orca Elevator Pitch

Orca Security is the industry-leading Cloud Security Platform that identifies, prioritizes, and remediates security risks and compliance issues across your cloud estate spanning AWS, Azure, Google Cloud and Kubernetes.

Orca detects all of your cloud risks and prevents them from recurring in future. We're differentiated to provide

- 100% frictionless coverage
- Comprehensive platform of capabilities to address misconfigurations, vulnerabilities, lateral movement, active infections, and more
- Risk prioritization avoids long lists of alerts to focus on vital attack paths across multiple risk categories
The Orca Security Logo

The Orca Security company logo is the single most visible representation of our company.

We must promote Orca Security’s reliability and innovative qualities. Thus, changing our logo in any way, such as changing the color or infringing on clear space (the amount of open space surround the logo) dilutes the brand. While it is tempting to make changes in the name of creativity we must follow the brand guidelines to ensure consistency and to keep our brand strong.
Correct Logo Usage

These are examples of the correct use of the Orca Security logo.

Any other usage is not recommended because it weakens our brand and the markets brand identification.

If the space is too small for the full logo then use the Orca Security “O” logo mark.

- **Light Mode:** Use the light mode logo and logo mark on white or light gray neutral backgrounds.
- **Dark Mode:** Use the dark mode logo and logo mark on black or dark gray neutral backgrounds.
- **Knockout:** Use the knockout logo and logo mark on the majority of colored backgrounds.
- **Single Color Black:** Use the single color black only in specific cases where the logo is placed on light colored backgrounds.
Clear space is required around the logo in order to maintain its integrity. Maintain an appropriate amount of clear space around the logo at all times. If minimum clear space is not maintained, the logo’s impact is compromised. Understanding the appropriate use of clear space is essential to creating impact. Do not allow distracting elements, such as copy, background patterns to encroach on the clear space.

For usage of the Orca Security “O” as space gets smaller the clear space may need to shrink to ensure optimal read ability. For example if used in a favicon then the mark should occupy 90% of the space. If used in a larger 128x128 icon then the O mark should occupy 60% of the space.

The figure to the left defines and illustrates the appropriate clear space guidelines.
Incorrect Logo Usage

The Orca logo should never be altered in any way other than what is outline in the Correct Usage Guidelines. On this page are some examples of what NOT to do.

Never redraw the Orca signature, alter the placement, change the size relationship, or recreate the logotype. Modification of our logotype and its parts, diminishes its impact and weakens our legal protection. Only authorized artwork maybe used.

Do not separate logotype and graphic element except for small spaces like a favicon (see website).
These types of logos are a part of the extended Orca logo family and should only be used in the appropriate context. Any other need for a logo lock up be create by marketing creative services and authorized by the executive team.

DO NOT create your own category logo. Instead, use the preferred primary Orca logo and place the category description in the content of the document. This is meant to maintain the clear space surrounding the logo and contain the style of the family treatments.
The consistent placement of the Orca logo provides a predictable identification of our communications. Our goal is to clarify and consistently identify that the communications are from Orca.

For most of our standard business applications, including signage, printed materials, stationary and website the logo should be placed in the upper left position.

Since the O in Orca over hangs and “Security” justifies to the right the main headline copy in the main panel should be left justified and align to “r”. If the aspect ratio is tall and narrow then use a divider line to separate the logo from the headline. This will maintain balanced in the overall composition.
Color
Primary Color Palette

The Orca Security logo is presented in PMS 285 and PMS Black 6.

When the logo is placed on a dark background, it is appropriate to use the reverse dark mode logo. When used on a colored background make sure it is all white.

Color and color consistency is important for brand recognition. Use primary colors as backgrounds and main areas of interest in all Orca Security communications.
Example Use of Primary Colors
Secondary Color Palette

The Orca Security secondary palette is comprised of monochromatic blues that compliment each other and create subtle differences in look. We often pair the darkest blue with the lightest when contrast is needed.

The red and orange colors are warm compliments to be used for strategic focal points and actions like buttons.
Example Use of Secondary Colors

- Bright colors used in small amounts for alerts and strategic focal points.
- Blues used for color value to show layers or hierarchy.
- Bright primary CTAs to create a focal point for optimal clicks.

Malware HUE: Trojan - PSW. Win64. Co

BRIGHT COLORS USED IN SMALL AMOUNTS FOR ALERTS AND STRATEGIC FOCAL POINTS

BRIGHT PRIMARY CTAS TO CREATE A FOCAL POINT FOR OPTIMAL CLICKS
Neutral Color Pallet

The neutral color pallet is used for structural elements like backgrounds, borders, dividers, copy and tables.

The brand neutral pallet is using the same range of grays as the product UI.

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray 50</td>
<td>#FDFDFD</td>
<td>253, 253, 255</td>
<td>1, 1, 0, 0</td>
<td>147 (10% TINT)</td>
</tr>
<tr>
<td>Gray 100</td>
<td>#F9F9FC</td>
<td>243, 244, 249</td>
<td>1, 1, 0, 1</td>
<td>147 (25% TINT)</td>
</tr>
<tr>
<td>Gray 150</td>
<td>#F3F4F9</td>
<td>243, 244, 249</td>
<td>2, 2, 0, 2</td>
<td>147 (50% TINT)</td>
</tr>
<tr>
<td>Gray 175</td>
<td>#E8E9F1</td>
<td>232, 233, 241</td>
<td>4, 3, 0, 5</td>
<td>147 (75% TINT)</td>
</tr>
<tr>
<td>Gray 200</td>
<td>#E0E2EC</td>
<td>224, 226, 236</td>
<td>5, 4, 0, 7</td>
<td>147</td>
</tr>
<tr>
<td>Gray 300</td>
<td>#C9CFDB</td>
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<td>8, 5, 0, 14</td>
<td>537</td>
</tr>
<tr>
<td>Gray 400</td>
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<td>169, 178, 199</td>
<td>15, 11, 0, 22</td>
<td>536</td>
</tr>
<tr>
<td>Gray 500</td>
<td>#8693B2</td>
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<td>25, 17, 0, 30</td>
<td>2136</td>
</tr>
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<td>34, 24, 0, 44</td>
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<td>34, 25, 0, 54</td>
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<td>60, 75, 95</td>
<td>37, 26, 0, 63</td>
<td>4144</td>
</tr>
<tr>
<td>Gray 900</td>
<td>#272E3F</td>
<td>39, 46, 63</td>
<td>38, 27, 0, 75</td>
<td>285</td>
</tr>
</tbody>
</table>
Example Use Of Neutral Colors
The tertiary palette is mostly used internally and in the employer branding. These colors are usually not present in core branding efforts or campaign based marketing. These are considered supportive, and should be used as accents, not as the foundation.
Gradients

Gradients should only be used specific use cases. Use a flat primary color to reinforce brand recognition before the gradient.

Gradients should be used when the design team needs to create the illusion of depth or movement.
Example Use of Tertiary Colors and Gradients

- **COLOR**
- **ALERTS DONUT CHART**
- **DATA DONUT CHART**
- **BAR CHART**

**Top Alerts**
- jenkins-sev
- devops-orbit

**Top Policies**
- AmazonS3FullAccess
  - Accessible to 56 assets
  - Highly privileged to S3*

**Communicating Specific Meaning**

**Communicating Depth**

**Communicating Movement**

**Nuance Detailing to Communicate Specific Meaning**
Typography
TYPOGRAPHY

Orca Logo & Lock Up

The font used in the Orca logo is inspired by Gilroy. To ensure the Orca logo looks unique we reserve the use of Gilroy for lock ups.

These types of logos are a part of the extended Orca logo family and should only be used in the appropriate context. Any other need for a logo lock up be created by marketing creative services and authorized by the executive team.

DO NOT create your own category logo. Instead, use the preferred primary Orca logo and place the category description in the content of the document. This is meant to maintain the clear space surrounding the logo and contain the style of the family treatments.
Thrive Securely In The Cloud
Thrive Securely In The Cloud

Orca Headlines

Typography helps express a brands personality. The consistent use of the same type faces and typographical treatments allow our audience to readily recognize Orca Security’s materials.

For the majority headlines Manrope Medium is to used ensure we are aligning to Orca personality and archetype. To reinforce color recognition headlines can only be set in primary colors.

In some more unique use cases the creative team will use light or semi bold for numbers and more graphical type treatments.
Typography is important in ensuring clarity of Orca Security's message. To ensure consistency across the whole Orca experience we standardize on Mulish for all copy except headlines.

Mulish is a modern minimalist Sans Serif used in Orca product UI to ensure optimal usability. The font family is robust supporting all weight, italics and multiple languages. Mulish is designed for both display and text typography.

**Type Hierarchy**

- **H2 Heading**
  - FAMILY: Mulish
  - WEIGHTS: Semi Bold, Bold, Reg
  - LINE HEIGHT: 1.214
  - BACKGROUND: #0080FF, #FFFFFF
  - COLOR OPTIONS: #0080FF, #0073E5, #FFFFFF
  - Should be at least 4 points smaller than H2

- **H3 Heading**
  - FAMILY: Mulish
  - WEIGHT: Semi Bold
  - LINE HEIGHT: 1.214
  - COLOR OPTIONS: #101921, #0080FF, #FFFFFF
  - Should be at least 4 points smaller than H2

- **H4 Heading**
  - FAMILY: Mulish
  - WEIGHTS: Semi Bold or Medium
  - LINE HEIGHT: 1.214
  - COLOR OPTIONS: #101921
  - Should be at least 4 points smaller than H2

- **Lorem ipsum dolor sit**
  - FAMILY: Mulish
  - WEIGHTS: Reg, Italic, bold, bold italic
  - LINE HEIGHT: 1.75
  - COLOR OPTIONS: #101921
  - Should be at least 4 points smaller than H2

- **Lorem ipsum dolor sit**
  - FAMILY: Mulish
  - WEIGHTS: Reg, Italic, Medium Italic, Semi Bold Italic
  - LINE HEIGHT: 1.214
  - COLOR OPTIONS: #101921
  - Should be at least 4 points smaller than H2

- **Lorem ipsum dolor sit**
  - FAMILY: Mulish
  - WEIGHTS: Reg, Italic
  - LINE HEIGHT: 1.214
  - COLOR OPTIONS: #101921
  - Should be at least 4 points smaller than H2
At Otico Security, we recognize two key paradigms that organizations are facing as they move to the cloud.

**Secondary Topic Headline**

Vivamus sed interdum sapien, vel vehicula leo. Sed ut eros in dui vulputate rhoncus.

**Tertiary Topic Headline**

Donec risus magna tempus in tellus quis gravida sagittis tortor.

<table>
<thead>
<tr>
<th>Line Items</th>
<th>Type</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum</td>
<td>Donec risus magna tempus in tellus quis gravida sagittis tortor.</td>
<td>$2,175</td>
</tr>
<tr>
<td>Tellus elementum</td>
<td>Qui blanditiis praesentium voluptatum</td>
<td>$500</td>
</tr>
<tr>
<td>Occaecati</td>
<td>Quisque efficitur tellus nec elementum ac cumsan euismod velit</td>
<td>$250</td>
</tr>
<tr>
<td>Ullamco laboris</td>
<td>Quisque efficitur tellus nec elementum ac cumsan euismod velit</td>
<td>$425</td>
</tr>
</tbody>
</table>

**Total**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

-Denon McT rosa
Use Source Code Pro when displaying code for to highlight vulnerabilities or for instructional content we should use.

To ensure optimal usability and consistent aesthetic across the whole Orca experience refer to the treatment of line numbers, and colors coding of syntax in the right column.
Examples of Source Code
Texture
The orca skin is a foundational background texture to reinforce the Orca brand. This texture is used to create rhythm and repetition across all assets.

The bits and line art can be overlaid on the black parts of the Orca skin to further emphasize cloud and cyber security.
Digital Bits

The digital bits is also another foundational texture. This texture is used to create rhythm and repetition across line art textures on the following pages.

The bits are represented on blue, black, and white backgrounds. The bits can also be either bright blue or white.
Orca Topographic Cloud(s)

The Orca Cloud line art is a graphical topographical blueprint texture that is paired with “Thrive Securely in the Cloud”.

Orca Topographic Sonar

The Orca Topographic Sonar texture is a graphical concentric circle texture that correlates to Orca’s site scanning technology.