↗ Orca Security Brand Guide

Q1 2024

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
security

orca
security

orca
security

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.

LIGHTMODE

KNOCK OUT

DARK MODE

SINGLE ALL BLACK

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 to 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.

Knock out: 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.

60%

70%

90%

Logo Clear Space

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.
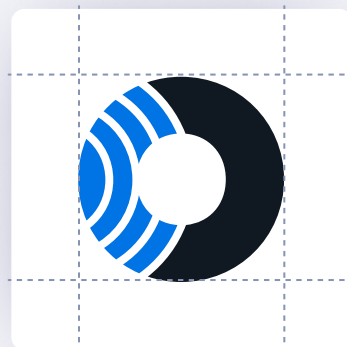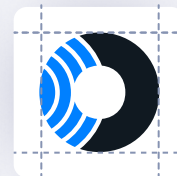
DO NOT alter the size relationship of the logo elements.

DO NOT apply non-approved colors to the logo

DO NOT alter the size relationship of the logo elements.

DO NOT apply non-approved colors to the logo

DO NOT use the logo in a sentence.

DO NOT distort the logo

DO NOT separate the logo mark from logo type

DO NOT place the logo on a background that interferes with legibility

ORCA LOGO

Incorrect Logo Usage

The Orca logo should never be altered in any way other then 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 it's 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).

Partner Co-Branding

Logo Order: When producing partner-led marketing materials, partners must make sure that their logo is used first.

Balance: The Orca Logo must be sized in proportion with any partner logos in any co-branded materials.

Alignment: The Orca Logo should be either vertically or horizontally center-aligned with any other logos.

Clear Space: Enough clear space must be maintained around and between each logo.

Separation: When possible, include a dividing element between the logos, such as a vertical rule, a backslash, or an 'x'.

What Not To Do

The Orca logo should never be altered in any way other then 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 it's parts, diminishes its impact and weakens our legal protection. Only authorized artwork maybe used.
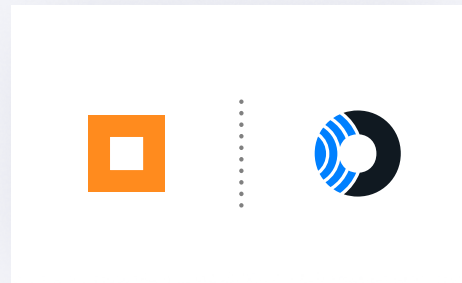
Do not separate logotype and graphic element.

DO NOT:
Place the Orca logo first in partner-led marketing materials

DO NOT:
Convert the Orca logo into grayscale

DO NOT:
Use the Orca Logomark in partner-led marketing materials

DO NOT:
Give one brand visual prominence over the other

DO NOT:
Recreate Orca Branding in partner-led marketing materials

DO NOT:
Create or use an Orca lockup in partner-led materials

DO NOT:
Place the Orca logo too close to another logo

DO NOT:
Display the Orca logo on busy photography or alongside Orca whales

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.
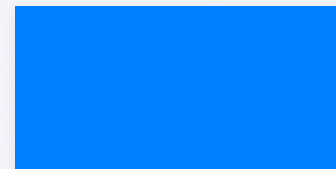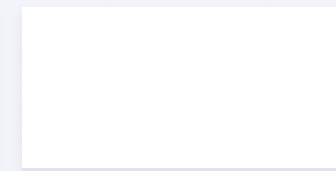
Orca Blue 285

HEX: #0080FF

RGB: 0, 128, 255

CMY: 100, 50, 0, 0

PMS: 285
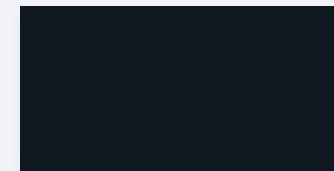
Orca Black 6

HEX: #101921

RGB: 16, 25, 33

CMY: 100, 61, 32, 96

PMS: Black6

White

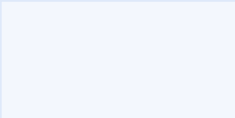HEX: #FFFFFF

RGB: #FFFFFF

CMY: 0, 0, 0, 0

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.

Blue 1
HEX: #F3F7FD
RGB: 243, 247, 253
CMY: 4, 2, 0, 1
PMS: 277 (50% TINT)

Blue 2
HEX: #AFCFEE
RGB: 175, 207, 238
CMY: 26, 13, 0, 7
PMS: 277

Blue 3
HEX: #6BA7DF
RGB: 107,167, 223
CMY: 52, 25, 0, 13
PMS: 2171

ADA Blue
HEX: #0073E5
RGB: 0, 115, 229
CMY: 100, 50, 0, 0
PMS: 285

Blue 5
HEX: #0360C5
RGB: 5, 105, 214
CMY: 98, 51, 0, 16
PMS: 2935

Blue 6
HEX: #030659
RGB: 3, 6, 89
CMY: 99, 98, 0, 35
PMS: 2766

UI Orange
HEX: #FE7B1F
RGB: 254, 123, 31
CMY: 0, 52, 88, 0
PMS: 151

UI Red
HEX: #FF3342
RGB: 255, 51, 66
CMY: 0, 80, 74, 0
PMS: 185

Neutral Color Palette

The neutral color palette 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.

Gray 50
HEX: #FDFDFF
RGB: 253, 253, 255
CMY: 1,1,0,0
PMS: 147 (10% TINT)

Gray 100
HEX: #F9F9FC
RGB: 243, 244, 249
CMY: 1,1,0,1
PMS: 147 (25% TINT)

Gray 150
HEX: #F3F4F9
RGB: 243, 244, 249
CMY: 2,2,0,2
PMS: 147 (50% TINT)

Gray 175
HEX: #E8E9F1
RGB: 232, 233, 241
CMY: 4,3,0,5
PMS: 147 (75% TINT)

Gray 200
HEX: #E0E2EC
RGB: 224, 226, 236
CMY: 5,4,0,7
PMS: 147

Gray 300
HEX: #CACFDB
RGB: 202, 207, 219
CMY: 8, 5, 0, 14
PMS: 537

Gray 400
HEX: #A9B2C7
RGB: 169, 178, 199
CMY: 15, 11, 0, 22
PMS: 536

Gray 500
HEX: #8693B2
RGB: 134, 147, 178
CMY: 25, 17, 0, 30
PMS: 2136

Gray 600
HEX: #5F6D8F
RGB: 95, 109, 143
CMY: 34, 24, 0, 44
PMS: 2139

Gray 700
HEX: #4D5875
RGB: 77, 88, 117
CMY: 34, 25, 0, 54
PMS: 4143

Gray 800
HEX: #3C465F
RGB: 60, 75, 95
CMY: 37, 26, 0, 63
PMS: 4144

Gray 900
HEX: #272E3F
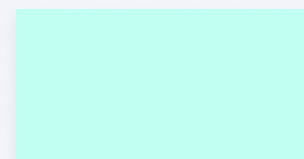RGB: 39, 46, 63
CMY: 38, 27, 0, 75

Tertiary Color Palette

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
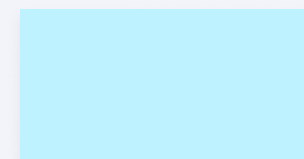
UI Yellow
HEX: #F8CD39
RGB: 248, 205, 57
CMY: 0, 17, 77, 3
PMS: 147 (10% TINT)

UI Green Light
HEX: #C2FFF3
RGB: 194, 255, 243
CMY: 24, 0, 5, 0
PMS: 147 (75% TINT)

Graph Blue Light
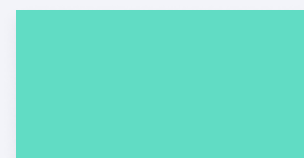HEX: #BFF2FF
RGB: 191, 242, 255
CMY: 25, 5, 0, 0
PMS: ----

Graph Purple Light
HEX: #D6BFFF
RGB: 241, 191, 255
CMY: 16, 25, 0, 0
PMS: ----

UI Orange
HEX: #FE7B1F
RGB: 254, 123, 31
CMY: 0 52 88 0
PMS: 151

UI Green Mid
HEX: #61DCC4
RGB: 97, 220, 196
CMY: 56, 0, 11, 14
PMS: ----

Graph Blue Mid
HEX: #81C5DF
RGB: 129, 197, 223
CMY: 42, 12, 0, 13
PMS: ----

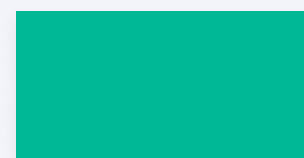**Graph Purple Mid**
HEX: #8B85E1
RGB: 139, 133, 225
CMY: 38, 41, 0, 12
PMS: ----

UI Red
HEX: #FF3342
RGB: 255, 51, 66
CMY: 0, 80, 74, 0
PMS: 185

UI Green
HEX: #00B896
RGB: 0, 184, 150
CMY: 100, 0, 18, 28
PMS: ----

Graph Blue Dark
HEX: #376EB4
RGB: 55, 110, 180
CMY: 69, 39, 0, 29
PMS: ----

Graph Purple
HEX: #5750C6
RGB: 87, 80, 198
CMY: 56, 60, 0, 22
PMS: ----

Orca | TRUST CENTER

Orca | LIVE

Orca | RESEARCH POD

Orca | X-CHANGE

FAMILY: Gilroy
WEIGHT: Extra Bold
COLOR: #101921

FAMILY: Gilroy
WEIGHT: Medium
COLOR: #0080FF

Orca | TRUST CENTER

Orca | LIVE

Orca | RESEARCH POD

Orca | X-CHANGE

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 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.

Thrive Securely In The Cloud

Thrive Securely In The Cloud

Thrive Securely In The Cloud

FAMILY: Manrope
WEIGHT: Medium
COLOR OPTIONS:
- #0080FF
- #101921
- #ffffff

EXAMPLE HEADLINES

orca security

Thrive
Securely
In The Cloud

orca security

Thrive
Securely
In The Cloud

orca security

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.

BLOG 2023

FAMILY: Mulish
WEIGHTS: Semi Bold, Bold, Reg
LINE HEIGHT: 1.214
BACKGROUND: #0080FF, #FFFFFF
COLOR OPTIONS: #0080FF, #0073E5, #FFFFFF

H2 H2 Heading

FAMILY: Mulish
WEIGHT: Semi Bold
LINE HEIGHT: 1.214
COLOR OPTIONS: #101921, #0080FF, #FFFFFF

H3 H3 Heading

FAMILY: Mulish
WEIGHT: Semi Bold
LINE HEIGHT: 1.214
COLOR OPTIONS: #101921, #0080FF, #FFFFFF

H4 H4 Heading

FAMILY: Mulish
WEIGHTS: Semi Bold or Medium
LINE HEIGHT: 1.214
COLOR OPTIONS: #101921

LEAD Lorem *ipsum* **dolor** *sit*

FAMILY: Mulish
WEIGHTS: Reg, Italic, bold, bold italic
LINE HEIGHT: 1.75
COLOR OPTIONS: #101921

P Lorem *ipsum* **dolor** *sit*

FAMILY: Mulish
WEIGHTS: Reg, Italic, bold, bold italic
LINE HEIGHT: 1.75
COLOR OPTIONS: #101921

QUOTE *Lorem ipsum dolor sit*

FAMILY: Mulish
WEIGHTS: Reg, Italic, Medium Italic, Semi Bold Italic
LINE HEIGHT: 1.214
COLOR OPTIONS: #101921

TYPOGRAPHY

Type Hierarchy

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.

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