



➤ ORCA SECURITY BRAND GUIDE





OUR MISSION

**Empower People to Thrive
Securely in the Cloud**



ORCA LOGO

The Orca Security Logo

The Orca Security logo is the primary visual representation of our company.

It conveys our reliability and innovation and must always be applied with consistency. Any modification—including altering colors, distorting proportions, or reducing required clear space—weakens the integrity of the brand. To protect and strengthen our identity, the logo must be used strictly in accordance with the official brand guidelines.





LIGHTMODE



KNOCK OUT



KNOCK OUT



ALL BLACK

ORCA LOGO

Correct Logo Usage

Shown to the left are examples of the correct use of the Orca Security logo. Any other application is discouraged, as it weakens our brand and reduces market recognition. If space does not allow for the full logo, use the Orca Security "O" logo mark instead.



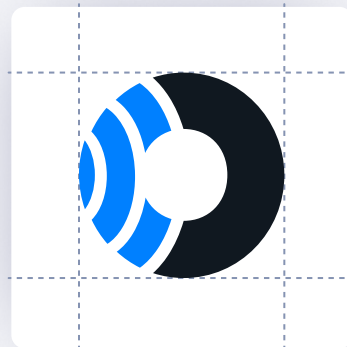
Light Mode: Use the light mode logo and logo mark on white or light gray neutral backgrounds.



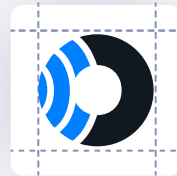
Knock out: Use the knockout logo and logo mark on the majority of black, or colored backgrounds.



Single Color Black: Use the single color black only in specific cases where the logo is placed on light colored backgrounds.



60%



70%



90%

ORCA LOGO

Logo Clear Space

To preserve the integrity and impact of the logo, always maintain adequate clear space around it. This space ensures the logo remains distinct and unobstructed. Failure to provide the minimum clear space compromises its visibility and effectiveness. Avoid placing distracting elements — such as text, imagery, or background patterns — within this protected area.

As the available space decreases, the clear space around the Orca Security "O" may be reduced to maintain readability.

- **Favicon (e.g., 16×16):** The "O" should occupy approximately 90% of the space.
- **Larger icons (e.g., 128×128):** The "O" should occupy approximately 60% of the space.

The figure to the left 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 use the blue line when displaying the standalone sonar mark



✘ DO NOT apply effects to the logo



✘ DO NOT apply non-approved patterns to the logo



✘ DO NOT apply non-approved colors to the standalone sonar mark



✘ DO NOT use the logo in a sentence.



✘ DO NOT distort the logo



✘ DO NOT apply effects to the standalone sonar mark



✘ DO NOT separate the logomark from logotype



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



✘ DO NOT alter the standalone sonar mark

ORCA LOGO

Incorrect Logo Usage

The Orca logo must never be altered except as specified in the Correct Usage Guidelines. The examples on this page illustrate prohibited treatments.

Do not:

- Redraw, distort, or recreate the Orca signature or logotype.
- Change the placement or size relationship between the logomark and logotype.
- Modify, extract, or rearrange individual parts of the logo.
- Use any artwork other than approved, authorized logo files.

Altering the logo diminishes its visual impact and weakens our legal protection. The logotype and graphic element must never be separated, except in constrained applications such as a favicon (see Website Specifications).



Partner



Partner



Partner



ORCA LOGO

Partner Co-Branding

Logo order: With Orca led materials the Orca logo comes first. In partner-led materials, the partner's logo may appear first.

Balance: Size the Orca logo proportionally so it carries equal visual weight to partner logos in all co-branded materials.

Alignment: Center-align the Orca logo with other logos—either vertically or horizontally.

Clear space: Maintain sufficient clear space around and between each logo to preserve legibility.

Separation: When possible, include a divider between logos, such as a vertical rule, a dotted rule, or a plus.



ORCA LOGO

What Not To Do

The Orca logo must be used strictly as outlined in the Correct Usage Guidelines. The examples on this page demonstrate prohibited uses.

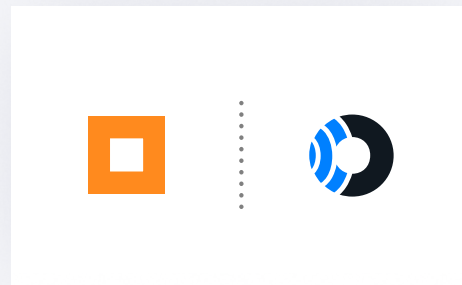
Do not redraw the Orca signature, alter its placement, adjust size relationships, or recreate the logotype in any form. Any modification diminishes visual impact and undermines legal protection. Only authorized artwork is permitted, and the logotype and graphic element must never be separated.



DO NOT:
Use a partner dark mode logo with the Orca logo knocked out. Both logos must be knocked out.



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.

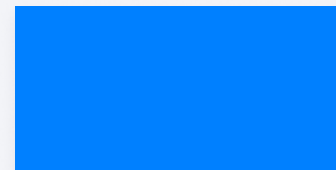


COLOR

Primary Color Palette

The Orca Security logo should always appear in PMS 285 and PMS Black 6. On dark backgrounds, use the reverse (light) logo; on colored backgrounds, use the all-white logo.

Color consistency is fundamental to brand recognition — primary brand colors should be applied to backgrounds and key visual areas across all Orca Security communications.



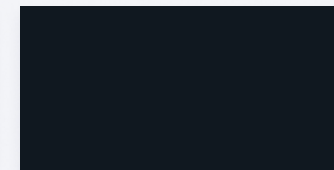
Orca Blue 285

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: Black 6



White

HEX: #FFFFFF

RGB: #FFFFFF

CMY: 0, 0, 0, 0

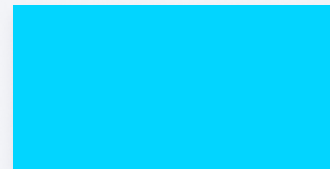


COLOR

Secondary Color Palette

The Orca Security secondary palette is built on a monochromatic range of blues that create cohesive, subtle variation. When contrast is required, pair the darkest and lightest values.

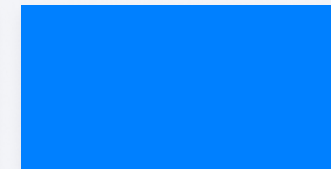
Red functions as a warm complement, reserved for strategic emphasis — such as focal points, calls to action, and buttons.



Blue 1 - Cyan
HEX: #02D6FF
RGB: 2, 214, 255
CMY: 99, 16, 0, 0
PMS: 2198



Blue 2 - Orca ADA Darkmode
HEX: #3FB1FF
RGB: 63, 177, 255,
CMY: 75, 31, 0, 0
PMS: 279



Orca Blue 285
HEX: #0080FF
RGB: 0, 128, 255
CMY: 100, 50, 0, 0
PMS: 285



Blue 4 - Orca ADA Lightmode
HEX: #0073E5
RGB: 0, 115, 229
CMY: 100, 50, 0, 0
PMS: 285



Blue 5
HEX: #0360C5
RGB: 3, 96, 197
CMY: 98, 51, 0, 22
PMS: 2935



Blue 6
HEX: #030659
RGB: 3, 6, 89
CMY: 96, 93, 0, 65
PMS: 2766



Button Red
HEX: #E41E5B
RGB: 228, 30, 91
CMY: 0, 86, 60, 11
PMS: 192



COLOR

Neutral Color Palette

The neutral color palette governs structural elements including backgrounds, borders, dividers, body copy, and tables. The brand neutral palette mirrors the product UI gray range, maintaining consistency across both contexts.

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






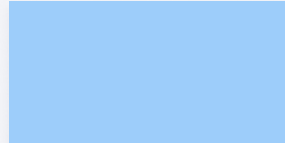
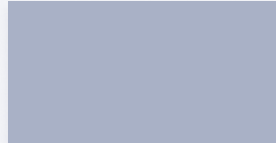
COLOR

Risk Color Palette





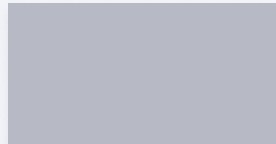
The tertiary palette is reserved for internal communications and employer branding. It is not intended for core branding or campaign marketing. Apply these colors as accents only — never as a primary foundation.

When showcasing the product, use the light mode Risk Prioritization view as the default; its tone aligns with our marketing palette. Dark mode should only appear when the context requires the product UI to be shown in dark mode.

LIGHTMODE

				
Critical HEX: #FF3342 RGB: 255, 51, 66 CMY: 0, 80, 74, 0 PMS: 1788	High HEX: #FE7B1F RGB: 254, 123, 31 CMY: 0, 52, 88, 0 PMS: 1495	Medium HEX: #E2B100 RGB: 226, 177, 0 CMY: 0, 21, 100, 11 PMS: 7408	Low HEX: #9DCDFB RGB: 248, 205, 57 CMY: 37, 18, 0, 1 PMS: 2717	Informational HEX: #A9B2C7 RGB: 169, 178, 199 CMY: 15, 11, 0, 22 PMS: 535

DARKMODE

				
Critical HEX: #C74D41 RGB: 199, 77, 65 CMY: 0, 0, 67, 22 PMS: 1788	High HEX: #CB803A RGB: 203, 128, 58 CMY: 0, 37, 71, 20 PMS: 1495	Medium HEX: #CFBD5E RGB: 207, 189, 94 CMY: 0, 9, 55, 19 PMS: 7408	Low HEX: #839DC6 RGB: 131, 157, 198 CMY: 34, 21, 0, 22 PMS: 285	Informational HEX: #B7BAC6 RGB: 183, 186, 198 CMY: 8, 6, 0, 22 PMS: 428



orca | TRUST CENTER

orca | RESEARCH POD

orca | RESEARCH POD

FAMILY: Gilroy
WEIGHT: Extra Bold
COLOR: #101921

FAMILY: Montserrat
WEIGHT: Regular
COLOR: #0080FF

orca | TRUST CENTER

orca | RESEARCH POD

TYPOGRAPHY

Orca Logo & Lock Up

The font used in the Orca logo is inspired by Gilroy, while "SECURITY" is set in a contemporary geometric sans-serif typeface. To ensure the Orca logo remains visually distinct, Montserrat is used for lockups — it pairs well with the "SECURITY" typeface and supports both vector and HTML lockup formats.

These lockups are part of the extended Orca logo family and should only be used in appropriate contexts. Any additional lockup needs must 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 within the body of the document. This approach preserves the clear space surrounding the logo and maintains consistency across all logo family treatments.

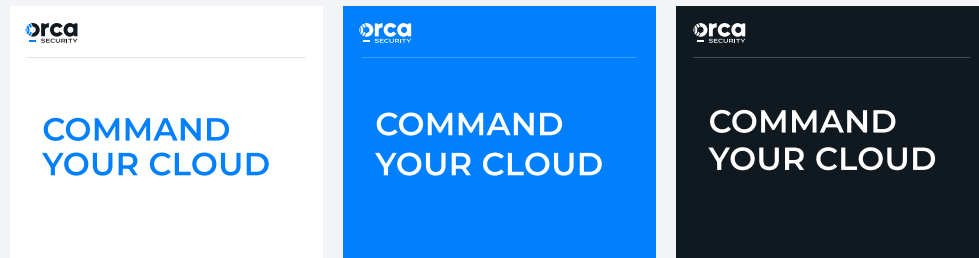


COMMAND YOUR CLOUD
COMMAND YOUR CLOUD

COMMAND YOUR CLOUD

- FAMILY: Montserrat
WEIGHTS: Semi Bold, Bold
COLOR OPTIONS:
- #0080FF
 - #101921
 - #ffffff

EXAMPLE HEADLINES



TYPOGRAPHY

Orca Headlines

Typography helps express a brand's personality. Consistent use of the same typefaces and typographic treatments allows our audience to readily recognize Orca Security's materials.

For the majority of headlines, Montserrat Medium is used to align with Orca's brand personality and archetype. To reinforce color recognition, headlines must only be set in primary brand colors.

In more unique use cases, the creative team may use Light or Semi-Bold weights for numbers and more graphical typographic treatments.



EYEBROW

BLOG 2023

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

H1

H1 Web Page

FAMILY: Montserrat
WEIGHT: Medium
LINE HEIGHT: 1.214
COLOR OPTIONS: #101921, #0080FF, #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 plays a key role in ensuring the clarity of Orca Security's message. To maintain consistency across the entire Orca experience, Mulish is the standard typeface for the majority copy except page headlines and eyebrows.

Mulish is a modern, minimalist sans-serif used throughout the Orca product UI to ensure optimal usability. The font family is robust, supporting all weights, italics, and multiple languages, making it suitable for both display and text typography.



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