



# Brand Identity Guidelines

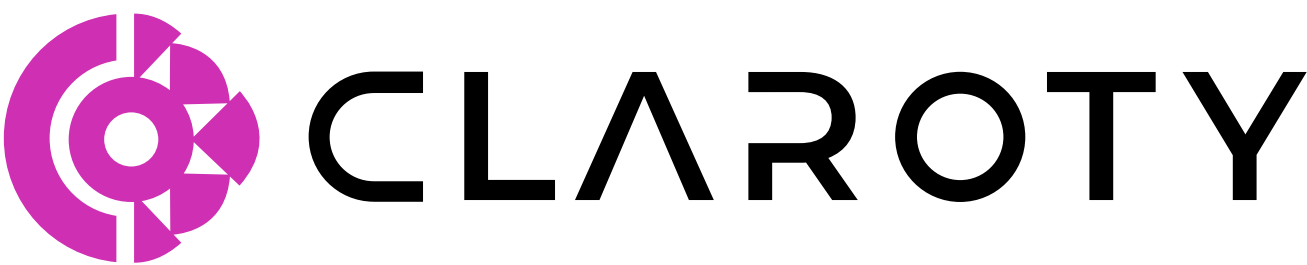
VISUAL IDENTITY

01.01.2026



# CLAROTY LOGO

Primary Full Color



Primary Full Color Reversed



DOWNLOAD **FULL CLAROTY LOGO KIT**  
AT THE BOTTOM OF [CLAROTY.COM](#)  
[NEWSROOM PAGE HERE](#)

Black One Color

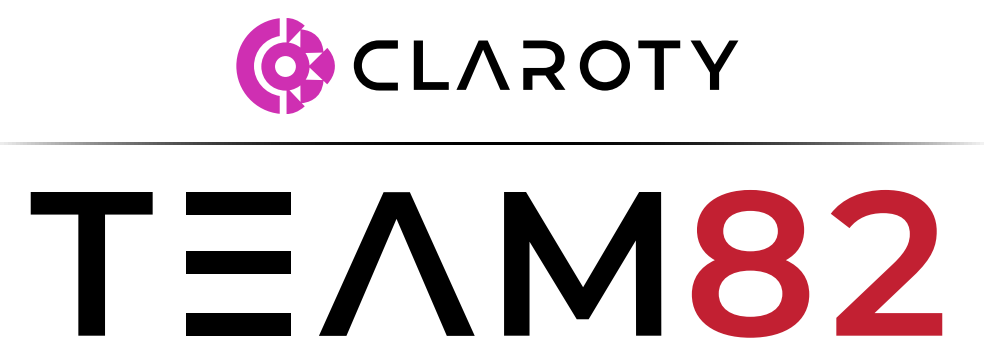


Reversed on Solid or Gradient Background



# TEAM82 LOGO

Primary Full Color



Primary Full Color Reversed



DOWNLOAD **FULL TEAM82 LOGO KIT**  
AT THE BOTTOM OF [CLAROTY.COM](#)  
[NEWSROOM PAGE HERE](#)

Black One Color



Reversed on Solid or Gradient Background





# NEXUS LOGO

Primary Full Color



Primary Full Color Reversed



DOWNLOAD **FULL NEXUS LOGO KIT**  
AT THE BOTTOM OF [CLAROTY.COM](https://claroty.com)  
[NEWSROOM PAGE HERE](#)

Black One Color



Reversed on Solid or Photo/Graphic Background



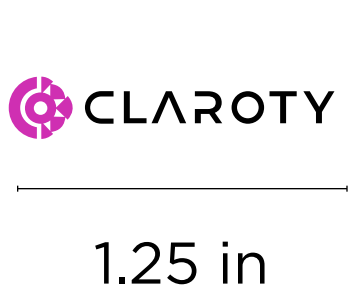
# LOGO SPECS

## CLAROTY LOGO

Clear Space



Min Size

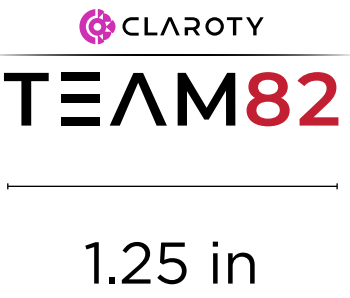


## TEAM82 LOGO

Clear Space

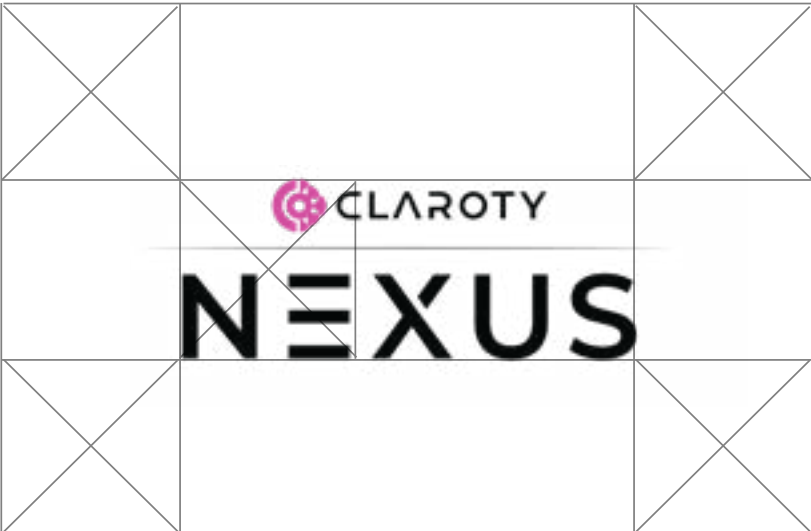


Min Size

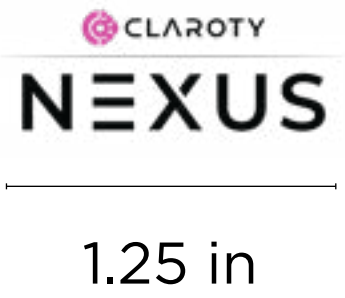


## NEXUS LOGO

Clear Space



Min Size



DOs AND DON'Ts





# SOLUTION BRANDING

PRIMARY STACK VERSION



SECONDARY HORIZONTAL VERSION



# PRIMARY CORE BRAND COLORS

TINTS

LIGHT PINK  
#D87EB4  
R=216 G=126 B=180  
C=12 M=62 Y=0 K=0  
PMS 673

MID PINK  
#9B2480  
R=155 G=36 B=128  
C=44 M=100 Y=13 K=1  
PMS 2415

CLAROTY PINK  
#E20AB7  
R=226 G=10 B=183  
C=14 M=81 Y=0 K=0  
PMS 807

DARK PINK  
#741F5F  
R=116 G=31 B=96  
C=56 M=100 Y=33 K=18  
PMS 249

CLAROTY PINKS

TINTS

LIGHT PURPLE  
#8764AB  
R=135 G=101 B=171  
C=53 M=69 Y=0 K=0  
PMS 7676

MID PURPLE  
#583996  
R=89 G=58 B=150  
C=80 M=93 Y=0 K=0  
PMS 267

CLAROTY PURPLE  
#8815FF  
R=136 G=21 B=255  
C=66 M=78 Y=0 K=0  
PMS 2725

DARK PURPLE  
#3C2B77  
R=61 G=43 B=120  
C=94 M=100 Y=19 K=7  
PMS 7672

CLAROTY PURPLES

TINTS

LIGHT GRAY  
#F5F5F5  
R=245 G=245 B=245  
C=3 M=2 Y=2 K=0  
PMS COOL GRAY 1

MID GRAY  
#DADADA  
R=218 G=218 B=218  
C=13 M=10 Y=11 K=0  
PMS COOL GRAY 3

DARK GRAY  
#474747  
R=71 G=71 B=71  
C=66 M=59 Y=58 K=41  
PMS COOL GRAY 11

CLAROTY BLACK  
#000000  
R=0 G=0 B=0  
C=75 M=68 Y=67 K=90  
PMS BLACK

CLAROTY NEUTRALS

GRADIENT

GRADIENT

GRADIENT

CORE PURPLE TO PINK GRADIENT

Claroty Brand Identity Guidelines

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# SECONDARY SOLUTION COLORS

TINTS

LIGHT GREEN  
#90C95D  
R=144 G=201 B=93  
PMS 367

MID GREEN  
#7CAD41  
R=124 G=173 B=65  
PMS 7737

INDUSTRIAL GREEN  
#7B953B  
R=123 G=149 B=59  
PMS 576

DARK GREEN  
#32582A  
R=50 G=88 B=42  
PMS 7735

INDUSTRIAL

TINTS

LIGHT ORANGE  
#F19D24  
R=241 G=157 B=36  
PMS 1375

MID ORANGE  
#E87124  
R=232 G=113 B=36  
PMS 716

COMMERCIAL ORANGE  
#E8612B  
R=232 G=97 B=43  
PMS 7578

DARK ORANGE  
#DD3A26  
R=221 G=58 B=38  
PMS 173

COMMERCIAL

TINTS

LIGHT BLUE  
#6BC9CB  
R=107 G=201 B=203  
PMS 310

MID BLUE  
#15A1BA  
R=21 G=161 B=186  
PMS 632

HEALTHCARE BLUE  
#2C769D  
R=45 G=119 B=157  
PMS 647

DARK BLUE  
#05476B  
R=5 G=71 B=107  
PMS 7693

HEALTHCARE

TINTS

LIGHT YELLOW  
#FBE59A  
R=251 G=229 B=155  
PMS 1205

MID YELLOW  
#FAD660  
R=250 G=214 B=97  
PMS 122

PUBLIC SECTOR YELLOW  
#F9C931  
R=249 G=202 B=49  
PMS 123

DARK YELLOW  
#D8A827  
R=217 G=169 B=40  
PMS 7555

PUBLIC SECTOR

TINTS

LIGHT RED  
#ED193C  
R=237 G=26 B=60  
PMS 185

TEAM 82 RED  
#CC1F32  
R=204 G=32 B=50  
PMS 186

MID RED  
#A21D29  
R=163 G=29 B=42  
PMS 7621

DARK RED  
#64071A  
R=101 G=7 B=27  
PMS 7421

TEAM82

GRADIENT

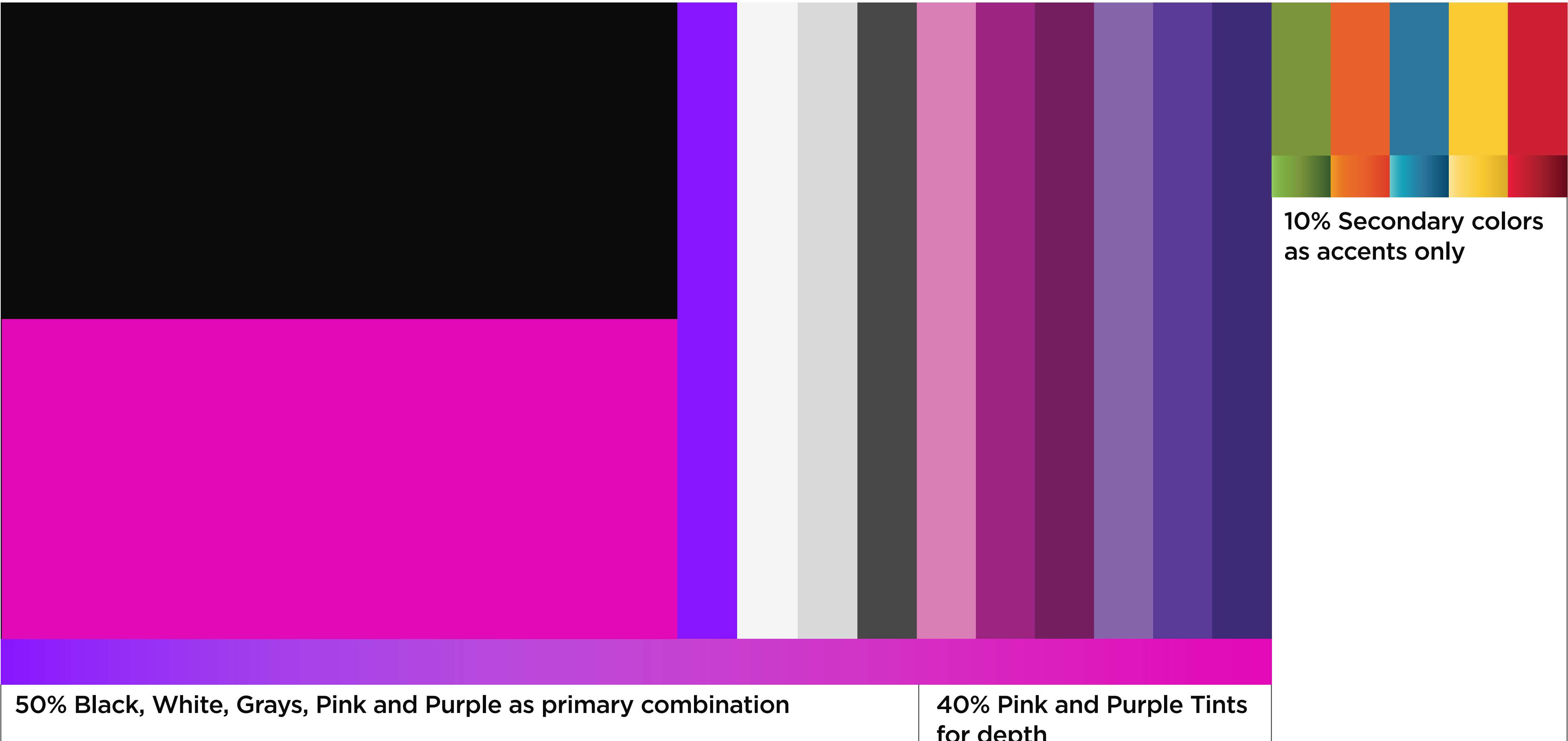
GRADIENT

GRADIENT

GRADIENT

GRADIENT

# COLOR PROPORTION RULE



TYPOGRAPHY

PRINT FONT - COLLATERALS, EVENT SIGNAGES, CORPORATE BRANDING

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

FONT WEIGHTS

|        |             |
|--------|-------------|
| Black  | Claroty.com |
| Bold   | Claroty.com |
| Medium | Claroty.com |
| Book   | Claroty.com |
| Light  | Claroty.com |

WEB FONT - PRESENTATIONS, WEB AND DIGITAL GRAPHICS

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

FONT WEIGHTS

|         |             |
|---------|-------------|
| Black   | Claroty.com |
| Bold    | Claroty.com |
| Medium  | Claroty.com |
| Regular | Claroty.com |
| Light   | Claroty.com |





# THANK YOU

VISUAL IDENTITY

01.01.2026

For any queries, please contact:  
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