Identity Guidelines
This document is designed to provide a top level view of the components that make up the Claroty brand, and how these components can start to be used together.

It is supplemented by additional messaging frameworks and working templates, that are owned and managed by the Marketing Team.

If you have any questions about the brand or the tools available, please contact Chester Guo at chester.g@claroty.com.
Brand Promise
We envision a future where cyber and physical worlds safely connect to sustain our lives.
To secure cyber-physical systems of connected organizations.
Securing the Extended Internet of Things (XIoT)

Achieve unmatched visibility, protection & threat detection across cyber-physical systems in Industrial, Healthcare, and Commercial environments.
CLAROTY IDENTITY GUIDELINES

BRAND VALUES

People First
We put each other ahead of work, knowing that if we care for each other, the results will follow.

Strive for Excellence
We dedicate ourselves to Claroty, our customers, our partners, and each other.

Customer Obsession
We are fanatically obsessed with our customers and their success.

Integrity
We hold ourselves and each other to the highest standards of professionalism, ethics and integrity.
Brand Elements
CLAROTY IDENTITY GUIDELINES

CLAROTY LOGO

Primary Full Color

Primary Full Color Reversed

Black One Color

Reversed on Solid Background
CLAROTY IDENTITY GUIDELINES

TEAM82 LOGO

Primary Full Color

Black One Color

Primary Full Color Reversed

Reversed on Solid Background
CLAROTY IDENTITY GUIDELINES

LOGO SPECS

CLAROTY LOGO
Clear Space

TEAM82 LOGO
Clear Space

NEXUS LOGO
Clear Space

Min Size

1.25 in

1.25 in

1.25 in
CLAROTY IDENTITY GUIDELINES

BRAND COLORS

**CLAROTY CORE COLORS**

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**TEAM82 CORE COLORS**

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**CLAROTY SOLUTION COLORS**

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CLAROTY IDENTITY GUIDELINES

TYPOGRAPHY

Gotham

ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

FONT WEIGHTS

Black
Bold
Medium
Book
Light

Claroty.com
Claroty.com
Claroty.com
Claroty.com
Claroty.com
### Typography

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<thead>
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Securing the Extended Internet of Things (XIoT)

Achieve unmatched visibility, protection & threat detection across **Industrial (OT), Healthcare (IoMT), and Enterprise IoT** assets.
THANK YOU

For any queries, please contact:
Chester Guo  |  chester.g@claroty.com

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