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
A future where the cyber and physical worlds safely connect.
To help critical infrastructure organizations secure the cyber-physical systems that underpin our lives.
Claroty empowers critical infrastructure organizations to secure cyber-physical systems – OT, IIoT, IoMT, BMS and more – with a unified platform that integrates with existing infrastructure and provides a full range of controls for visibility, risk and vulnerability management, threat detection, and secure remote access.
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.

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

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

Integrity
We hold ourselves and each other to the highest standards of professionalism, ethics and integrity.
SECTION 02

Brand Elements
CLAROTY IDENTITY GUIDELINES

NEXUS 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
# Brand Colors

## Claroty Core Colors

- **Black**
  - PMS
  - Hex #000000

- **White**
  - PMS
  - Hex #FFFFFF

- **Light Gray**
  - PMS 427C
  - Hex #DADADA

- **Pink**
  - PMS 807C
  - Hex #E20AB7

- **Purple**
  - PMS 2725C
  - Hex #8815FF

- **Yellow**
  - PMS 123C
  - Hex #F9C930

## Claroty Solution Colors

- **Industrial**
  - PMS 7738C
  - Hex #68B643

- **Healthcare**
  - PMS 2727C
  - Hex #0B87E1

- **Commercial**
  - PMS 1495C
  - Hex #EA7E00

- **Public Sector**
  - PMS 7657
  - Hex #702C63

## Team82 Core Colors

- **Red**
  - PMS 200C
  - Hex #E50037

- **Black**
  - PMS
  - Hex #000000

- **White**
  - PMS
  - Hex #FFFFFF
CLAROTY IDENTITY GUIDELINES

TYPOGRAPHY

**Gotham**

Aa

Black
Claroty.com

Bold
Claroty.com

Medium
Claroty.com

Book
Claroty.com

Light
Claroty.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Claroty.com
Securing the Extended Internet of Things (XIoT)

Achieve unmatched visibility, protection & threat detection across Industrial (OT), Healthcare (IoMT), and Enterprise IoT assets
CLAROTY IDENTITY GUIDELINES

BUSINESS CARDS

UPA CAMPBELL
Chief Marketing Officer, Claroty
(321) 456-7890
upa.c@claroty.com
SECURING THE EXTENDED INTERNET OF THINGS (XIOT)

May 2023

AGENDA
- Introduction
- Solutions
- Conclusion
Data Sheet / At A Glance / Integration Brief

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White Paper

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Case Study

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CLAROTY IDENTITY GUIDELINES

LETTERHEAD TEMPLATE

Name
Address line 1
Address line 2

Date
Lorem ipsum,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur rhoncus sed dui ac rhoncus.
Suspendisse non mi nec neque placerat vulputate. Fusce blandit magna sit eros suscipit pharetra.
Mauris tristique posuere ultrices. Donec sit amet efficitur mi. Fusce faucibus dui ac vehicula
malesuada. Nam efficitur du pretium orci eleifend semper. Nullam eget vulputate neque, quis porttitor
fella.
Pellentesque quis placerat nunc, ac tristique pura. Donec nec porttitor mauris. In sit amet rhodum
velit, vulputate et massa et, tempus vehicula massa. Proin lectus lectus, vestibulum et sagittis eget,
lobortis et nunc. Aliquam pharetra odio ut magna sagittis, eget suscipit urna bibendum. Etiam
vulputate posuere vulputate. Nunc mauris enim, tempor non magna egestas, blandit interdum magna.
Proin pretium ipsum eget dignissim vulputate. Sed gravida tellus et turpis vehicula, eget maximus
est faucibus. Nunc vehicula odio sit amet consectetur dictum.

Dolor set amet,
Fin First Name Last Name

Address Line 1
Address Line 2
Phone: (000) 000-0000
Email: name@emailaddress.com
Claroty.com

Letter
A4
THANK YOU

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