



# Identity Guidelines

VISUAL IDENTITY

05.01.23

ISSUE 2.0



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](mailto:chester.g@claroty.com).

# Brand Promise



Our  
**VISION**

A future where the cyber and physical worlds  
safely connect.



Our  
**MISSION**

To help critical infrastructure organizations secure the cyber-physical systems that underpin our lives.



Our  
**POSITION**

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.



## 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.

# Brand Elements

CLAROTY IDENTITY GUIDELINES

CLAROTY LOGO

Primary Full Color



Primary Full Color Reversed



Black One Color



Reversed on Solid Background



TEAM82 LOGO

Primary Full Color



Primary Full Color Reversed



Black One Color



Reversed on Solid Background



NEXUS LOGO

Primary Full Color



Primary Full Color Reversed



Black One Color



Reversed on Solid Background



CLAROTY IDENTITY GUIDELINES

LOGO SPECS

CLAROTY LOGO

Clear Space



Min Size



TEAM82 LOGO

Clear Space



Min Size



NEXUS LOGO

Clear Space



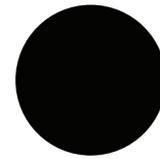
Min Size



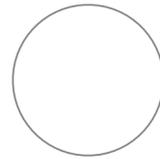
CLAROTY IDENTITY GUIDELINES

BRAND COLORS

CLAROTY CORE COLORS



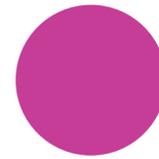
**Black**  
PMS  
Hex #000000



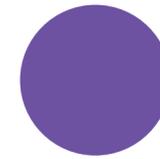
**White**  
PMS  
Hex #FFFFFF



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



**Pink**  
PMS 807C  
Hex #E20AB7



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

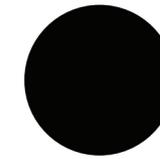


**Yellow**  
PMS 123C  
Hex #F9C930

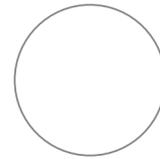
TEAM82 CORE COLORS



**Red**  
PMS 200C  
Hex #E50037



**Black**  
PMS  
Hex #000000

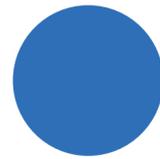


**White**  
PMS  
Hex #FFFFFF

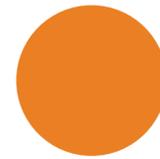
CLAROTY SOLUTION COLORS



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



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



**Commercial**  
PMS 1495C  
Hex #EA7E00



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

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### Gotham

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### FONT WEIGHTS

**Black**

**Claroty.com**

**Bold**

**Claroty.com**

**Medium**

**Claroty.com**

Book

Claroty.com

Light

Claroty.com

Accent / Gotham Bold  
Tracking +50



HEADER 1

Headline / Gotham Bold



# Securing the Extended Internet of Things (XIoT)

Body Copy / Gotham Light



Achieve unmatched visibility, protection & threat  
detection across **Industrial (OT)**, **Healthcare (IoMT)**, and

Subhead, Highlight /  
Gotham bold

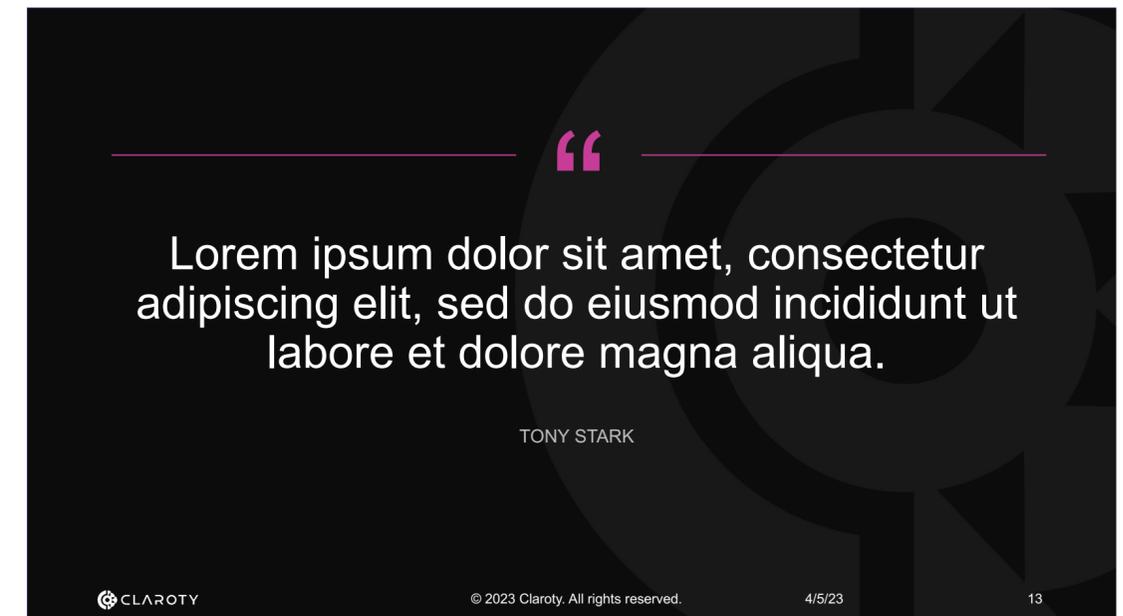
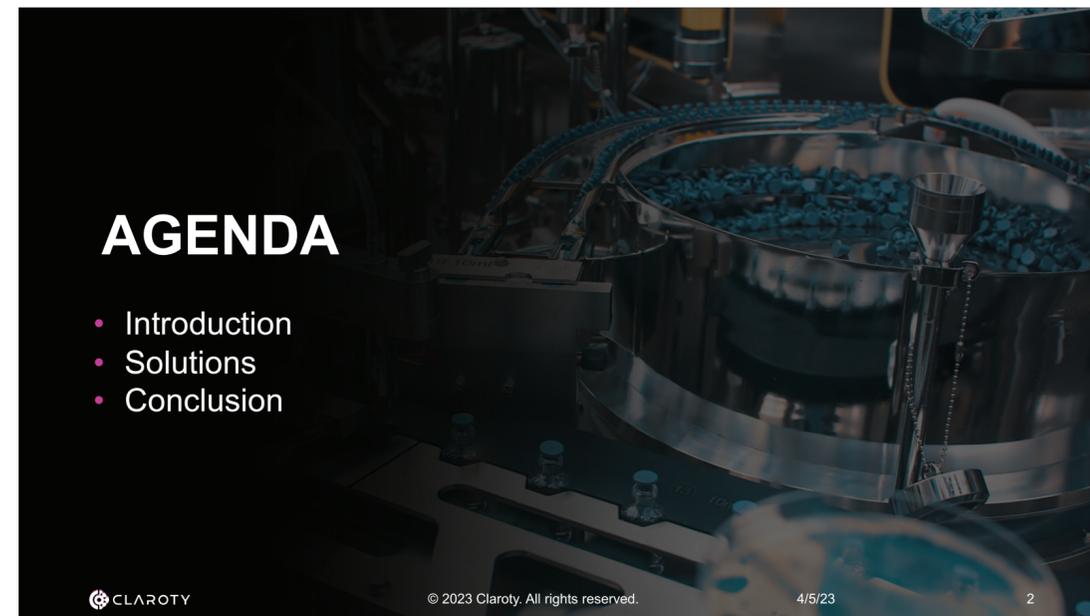
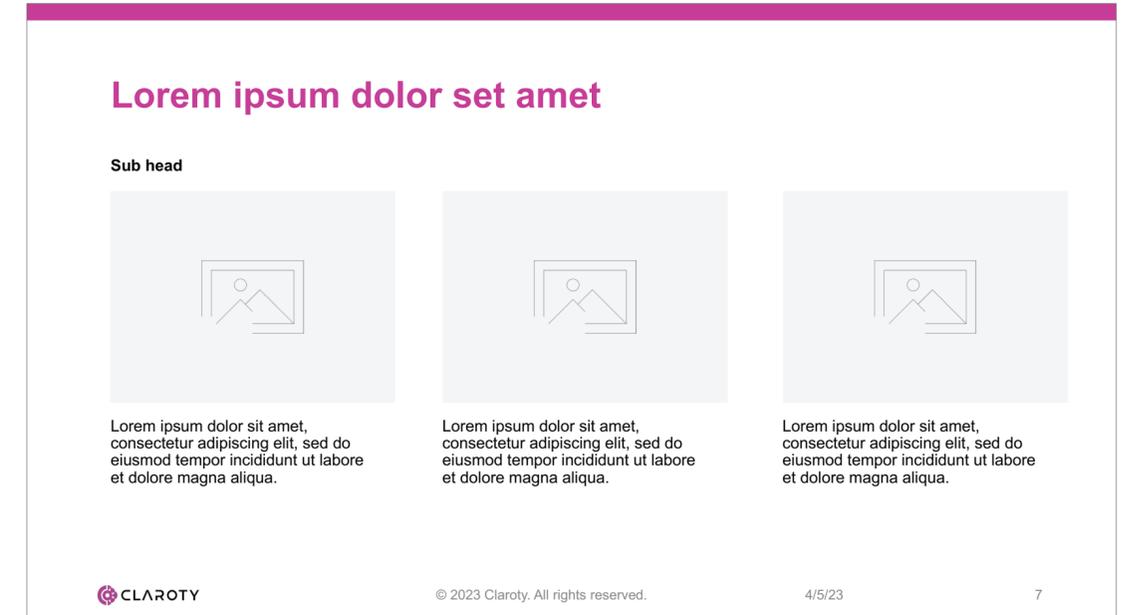


**Enterprise IoT** assets

CLAROTY IDENTITY GUIDELINES

BUSINESS CARDS





CLAROTY IDENTITY GUIDELINES

PRESENTATION TEMPLATE - CLAROTY SOLUTION SLIDES

CLAROTY HEALTHCARE

**MEDIGATE**  
by Claroty

**LOREM IPUSM  
DOLOR**  
Sub head



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CLAROTY INDUSTRIAL

**LOREM IPUSM  
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Sub head



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CLAROTY COMMERCIAL

**LOREM IPUSM  
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CLAROTY

**TEAM82**

**LOREM IPUSM  
DOLOR**  
Sub head



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### CLAROTY IDENTITY GUIDELINES

### COLLATERAL TEMPLATES - CLAROTY SOLUTION USAGE

Data Sheet / At A Glance / Integration Brief

**CLAROTY** INDUSTRIAL

**DATA SHEET**

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**CLAROTY** MEDIGATE by Claroty HEALTHCARE

**AT A GLANCE**

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**CLAROTY** COMMERCIAL

**INTEGRATION BRIEF**

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Case Study

**CLAROTY** INDUSTRIAL

**CASE STUDY**

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**LOGO HERE**

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**Name**

Title and Company

healthcare (IoT), unified platform, liability, risk and

deployed by

hundreds of organizations at thousands of sites globally. The company is headquartered in New York City and has a presence in Europe, Asia-Pacific, and Latin America.

For more information, visit [claroty.com](https://claroty.com) or email [contact@claroty.com](mailto:contact@claroty.com).

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## CLAROTY IDENTITY GUIDELINES

## LETTERHEAD TEMPLATE



Name  
Address line 1  
Address line 2

Date

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Dolor set amet,

First Name Last Name

Address Line 1  
Address Line 2

Phone: (000) 000-0000

Email: name@emailaddress.com

Claroty.com

Letter



Name  
Address line 1  
Address line 2

Date

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Dolor set amet,

First Name Last Name

Address Line 1  
Address Line 2

Phone: (000) 000-0000

Email: name@emailaddress.com

Claroty.com

A4



# THANK YOU

For any queries, please contact:

Chester Guo | [chester.g@claroty.com](mailto:chester.g@claroty.com)

VISUAL IDENTITY

05.01.23

ISSUE 2.0