Sectigo in Transition

As we transition from Comodo CA to Sectigo, our assets across the internet will be instrumental in informing customers and partners of this change. To effectively communicate this progression to all parties, these guidelines should be followed in all brand materials starting October 31, 2018.

LOGO LOCKUP

SECTIGO
FORMERLY COMODO CA

AS A SUBHEAD EXAMPLE

Sectigo
Formerly Comodo CA

Please Note

Only use "Sectigo, formerly Comodo CA," in the first instance of the company name appearing in body copy on the page. Thereafter, you can simply write "Sectigo."

BODY COPY EXAMPLE: ABOUT SECTIGO

In an ever-expanding digital universe full of mounting security threats, Sectigo (formerly Comodo CA) is the web security partner with the industry expertise and innovative technologies to help customers across the globe protect, monitor, recover, and manage their web presence and connected devices so that companies can have the confidence to seize their futures in the digital age.

Product Transition Chart

Comodo CA		Sectigo
Comodo EV SSL	*is now*	Sectigo SSL EV
Comodo OV SSL	*is now*	Sectigo SSL OV
Comodo DV SSL	*is now*	Sectigo SSL DV
Comodo SSL Wildcard	*is now*	Sectigo SSL Wildcard
Comodo SSL EV Multi-Domain	*is now*	Sectigo SSL EV Multi-Domain Certificate (MDC)
Comodo SSL Unified Communications	*is now*	Sectigo SSL United Communications Certificate (UCC)
Comodo SSL Free Trial	*is now*	Sectigo SSL Trial
Comodo IoT PKI Manager	*is now*	Sectigo IoT PKI Manager
Comodo Certificate Manager (CCM)	*is now*	Sectigo Certificate Manager (SCM)
Comodo Code Signing	*is now*	Sectigo Code Signing
Comodo Secure Email	*is now*	Sectigo Email Certificate (S/MIME)

SECTIGO

Brand Guidelines

Version 1.0 | October 2018

The Sectigo Brand Guidelines are designed to provide clear, reliable, and lasting guidance about how to best use and depict the Brand, so every effort effectively and efficiently communicates the Brand with the greatest impact.

Careful use of the Brand elements helps to unify and establish a strong Brand presence through implementation of the logo, colors, typography, Brand voice, and other elements.

This document covers all branding rules for those entrusted with the care of the Sectigo Brand.

Introduction

Brand Manifesto

We are at the edge of a digital revolution, an untamed frontier full of opportunities, and of pitfalls. Standing at the ready, between you and those who'd take advantage — is us. We think **collaboration**. We breath **security**. Our drive is helping you. When we sleep, **we dream of innovations**. When we wake, **we pioneer solutions** — and deliver them to you. We never stop, because they never stop. For over 20 years, **we've built tools that protect and empower users** — from the biggest brands to the smallest sites — to connect, to discover, to prosper. So, blaze your trail and seize your tomorrow with Sectigo.

Pronunciation
/sĕc•tēē•gō/

What Is a Manifesto?

A manifesto is a clear and public declaration of purpose and intent, and the beliefs, values, and actions that will deliver that intention. It not only inspires customers, but motivates employees and attracts future talent.
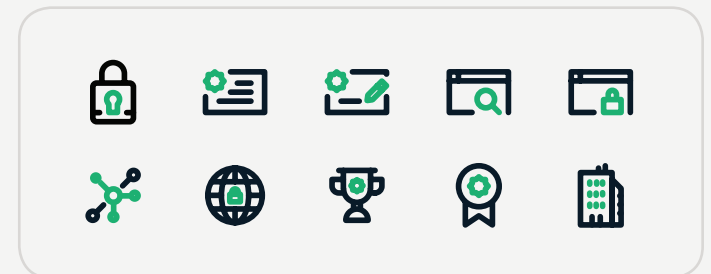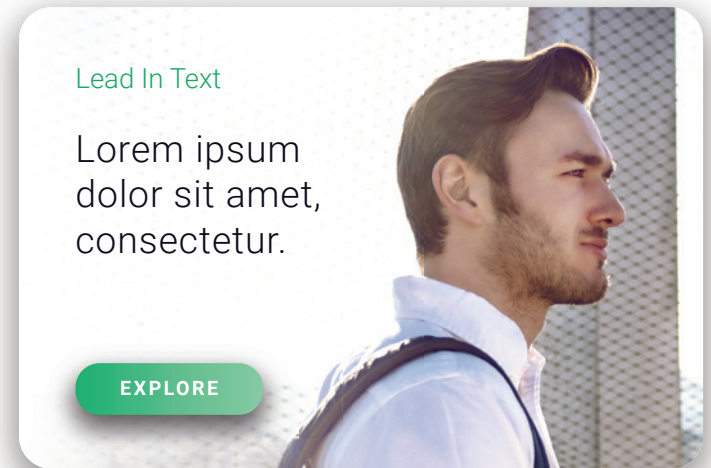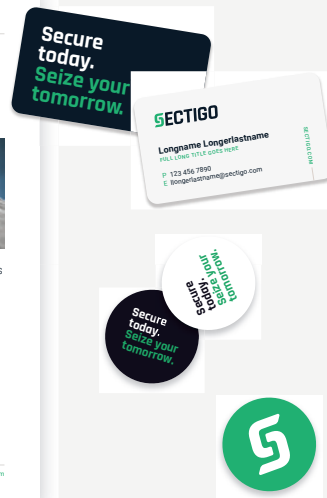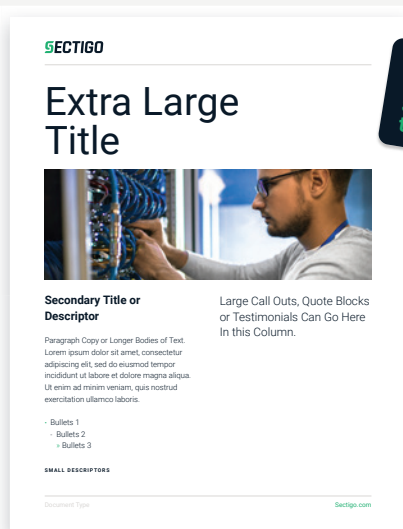
The Brand at a Glance

Brand Touchpoints can be found wherever the Brand exists across communication channels. The core elements of our identity are defined by the visual staples that make up our integrated and distinctive Brand.

BRAND BOARD

Secure today.
Seize your tomorrow.

Design Vision

As a leader in the industry, Sectigo will continue to forge the path ahead with a cutting-edge, forward-thinking Brand. Using concise communications and bold visuals, we will educate our customers and partners in a clear, concise, and conversational manner, helping them understand our suite of solutions so they can entrust us to deliver the products and services they need to **secure today and seize their tomorrow**.

Design Principles

To effectively communicate the benefits of Sectigo's solutions, the Design Principles will lay the groundwork for the creation of all assets in harmony with the Brand. By adhering to these principles, the creative will continue to carry the Brand forward and help customers and partners seize their tomorrow. Our four primary principles are:

Why It's Important?

Maintaining tone and core aesthetics across assets helps to tie all lines of communication together, making the Brand easily recognizable to our consumers and partners. Consistency helps to build a stronger and more understandable message, and makes Sectigo a more trusted, reputable source.

Bold.

As the leader in the industry, the creative must be ambitious and intrepid, with enterprising collateral that energizes the customer.

Innovative.

Exemplify our industry-leading solutions and forward-thinking Brand through visionary assets and inspired creative.

Engaging.

Connect with the customer through direct and responsive collateral that portrays the Brand as approachable and knowledgeable.

Authentic.

Connect with audiences through a genuine tone, supported by thoughtful, purposeful design and copy.

Tone &
Voice

Sectigo's tone and voice should reflect our status as a leader in the industry, but also be accessible to customers, from the web security novice to the expert. It should be **knowledgeable and trustworthy**, but also **conversational and approachable**. And — where possible — copy should **avoid industry jargon** that can be alienating to those not "in the know."

IoT PKI Manager – Organizations can upgrade to the next level in digital ecosystem security with advanced PKI management. Whether a device manufacturer; service provider; or standards body, privacy, and security of devices, every organization must protect its networks and standards. Without proper security, companies are exposing their customers to rogue, infected, and/or malicious devices. Sectigo's IoT PKI Manager provides trusted, mutual-authentication solutions for all IoT devices and networks, while enabling companies to achieve secure IoT scalability, secure the lifecycle, and build an IoT.

Certificate Management – Sectigo Certificate Manager (SCM) offers organizations of all sizes the ability to maintain their digital certificates with a simple, automated, robust management tool. The cloud-based platform enables businesses to have complete visibility and lifecycle control over any certificate in their environment, along with the tools, support, and capabilities to reduce risk, quickly respond to threats, and control operational costs.

Signing Certificates – Shows that your code hasn't been tampered with through Code Signing and Email (S/MIME) Certificate solutions.

- Code Signing allows developers to add a layer of assurance that tells users their software can be trusted and does not come from a malicious hacker. These certificates allow developers to digitally sign software before distribution.

- Email (S/MIME) Certificates – Enabling secure email communications helps organizations and individuals combat rising phishing attacks.

Website Backup and Recovery – CodeGuard enables companies to reverse damage caused to a website through a one-click restore option. Utilizing sophisticated version control software, CodeGuard provides incremental agentless backups, and empowers marketers and technologists alike to oversee their network of websites – with any mix of CMSs, WordPress, Joomla, Drupal – all in one place. Advanced features provide automated vulnerability patching and malware removal along with white-labeling and customization for agencies, managed service providers, and enterprises.

PCI Compliance and Website Vulnerability Scanning –
Businesses can keep websites compliant with Payment Card
Industry Data Security Standard (PCI DSS) using Sectigo's
automated network and application scans that work to identify
and fix security vulnerabilities.

Logo

Logo

The Sectigo logotype is the single most powerful element of our identity system. The logotype leverages the Google Font "Rajdhavi" with customized "S" and "G" letterforms. Additionally, special attention was given to the kerning to ensure a well-balanced appearance.

The Rajdhavi font should never be used anywhere else other than the logo. The only exception to this rule is the tagline graphic on page 23 (provided as a vector file).

The logo mark should never be used in isolation without the logotype appearing in context.

LOGOTYPE

LOGO MARK

Logo Variations

✓ **Acceptable**

SECTIGO

SECTIGO

Light gray background should alway be less than or equal to PANTONE Cool Gray @25% tint

SECTIGO

The knocked-out logo with a green "S" should only be used on PANTONE 296 C

SECTIGO

SECTIGO

The knocked-out logo should be used on all other color background options

SECTIGO

Place logo over images where there is an area of whitespace

SECTIGO

All black logo should only be used when printing is limited to one color.

PANTONE 2250C

All white

All black

Incorrect Logo Usage

⊗ **Not Acceptable**

DO NOT swap, change or alter the colors

DO NOT stretch the logo

DO NOT rotate the logo

DO NOT use the full color logo over a color background

DO NOT add any effects, gradients or drop shadows

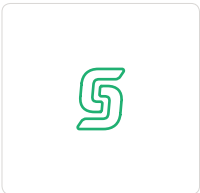DO NOT place the logo over a complex or busy background

DO NOT add any effects, gradients or drop shadows

DO NOT add any additional text to the logo (other than Formerly Comodo CA)

DO NOT make the logo mark two-toned

DO NOT outline the logo mark

DO NOT change the color of the logo mark to non-approved colors

Minimum Clear Space & Sizing

Clear space is the minimum "breathing room" maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece. When possible always aim to have more clear space around the logo to protect its integrity. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

The logo should never be printed smaller than 1" wide.

Transition Logo

For the first nine months after we embark on our company rebrand, the Sectigo logo will always be shown with the "Formerly Comodo CA" tagline beneath it. This will assist in our efforts to keep all customers and partners informed of our evolution.

Follow these logo lock-up guidelines to effectively communicate this transition.

After nine months, please transition to the official Sectigo logo (page 18) and remove any "Formerly Comodo CA" logos and language from your pages.

Tagline

The Sectigo tagline should be treated like a logo within the brand. It is important to always treat the tagline as its own object or design element to ensure that it appears consistent across all applications and mediums.

The font used is called "Rajdhani," which is the same used to create the Sectigo logo. This is done to ensure the tagline compliments the logo and has a consistent branded look.

It is acceptable to type out the tagline within body text, but the line can only be written in sentence case: "Secure today. Seize your tomorrow."

FOUR LINE

Secure today.
Seize your tomorrow.

Secure today.
Seize your tomorrow.

TWO LINE

Secure today.
Seize your tomorrow.

Secure today.
Seize your tomorrow.

ONE LINE

Secure today. Seize your tomorrow.

Secure today. Seize your tomorrow.

Value Brand Logos

ENTERPRISESSL
POWERED BY SECTIGO

instantSSL
POWERED BY SECTIGO

positiveSSL
POWERED BY SECTIGO

Partner Logos

SECTIGO | PLATINUM PARTNER

SECTIGO | GOLD PARTNER

SECTIGO | SILVER PARTNER

SECTIGO | REGISTERED PARTNER

Color Palette

Color Palette

Second to our logo, color will be the most recognizable aspect of our brand identity. Sectigo's colors were specifically selected to reflect the brand voice and differentiate ourselves from the competition.

Using color appropriately is an effective part of communicating. When used consistently, color can help make a brand more cohesive and recognizable.
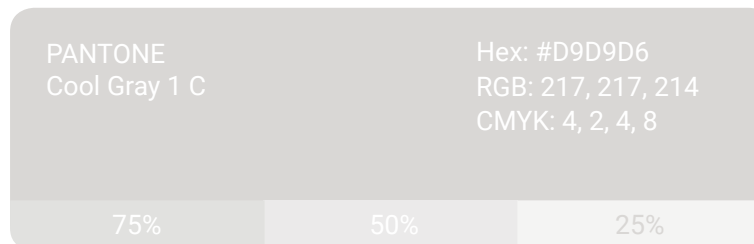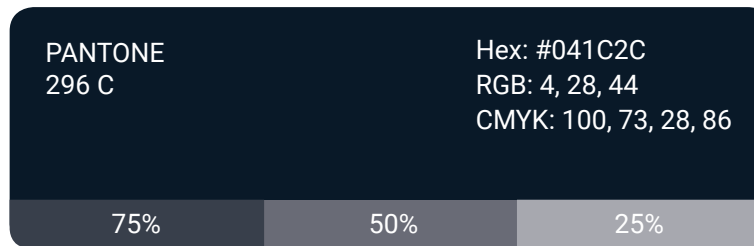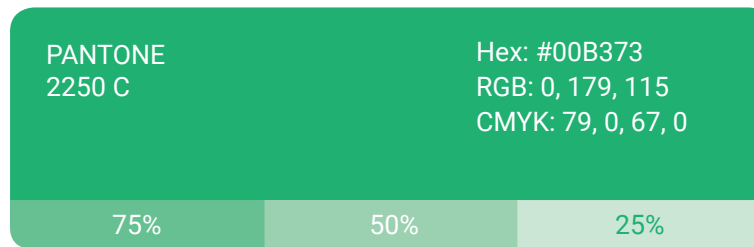
Primary Colors

The primary colors are fresh and distinguished. They represent Sectigo at the highest level and should be present in all communications.

Secondary Colors

Secondary colors are complimentary colors used to contrast and enhance — never dominate — a design and should always be used in conjunction with the primary colors.
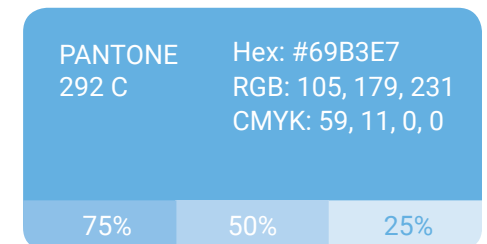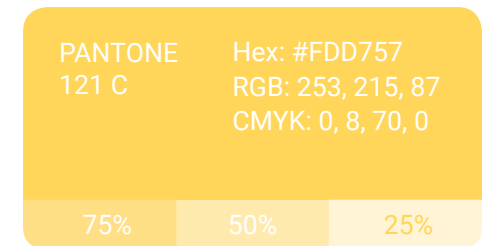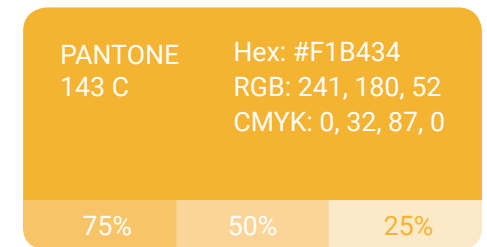
PRIMARY

PANTONE 2250 C
Hex: #00B373
RGB: 0, 179, 115
CMYK: 79, 0, 67, 0

| 75% | 50% | 25% |

PANTONE 296 C
Hex: #041C2C
RGB: 4, 28, 44
CMYK: 100, 73, 28, 86

| 75% | 50% | 25% |

PANTONE Cool Gray 1 C
Hex: #D9D9D6
RGB: 217, 217, 214
CMYK: 4, 2, 4, 8

| 75% | 50% | 25% |

SECONDARY

PANTONE 143 C
Hex: #F1B434
RGB: 241, 180, 52
CMYK: 0, 32, 87, 0

| 75% | 50% | 25% |

PANTONE 121 C
Hex: #FDD757
RGB: 253, 215, 87
CMYK: 0, 8, 70, 0

| 75% | 50% | 25% |

PANTONE 292 C
Hex: #69B3E7
RGB: 105, 179, 231
CMYK: 59, 11, 0, 0

| 75% | 50% | 25% |

GRADIENTS

PANTONE 2250 C ›   ‹ PANTONE 2250 C @ 60%

PANTONE 296 C ›   ‹ PANTONE 2250 C

Hierarchy of Color

It is important to maintain a sense of hierarchy, balance, and harmony when using the Sectigo color palette. Use the vertical banding to guide the ratios of each color. This isn't meant to be a precise mathematical system but is intended to give an idea of relative use. It is important to note that primary colors should always play a dominant role in all Sectigo communications.

Negative Space

Negative (or white) space also plays a key role in our visual identity. Rather than viewing negative space as a blank area, see it as a pause. Don't rush to fill white space. Use it to bring attention to what is there, not highlight what is not.
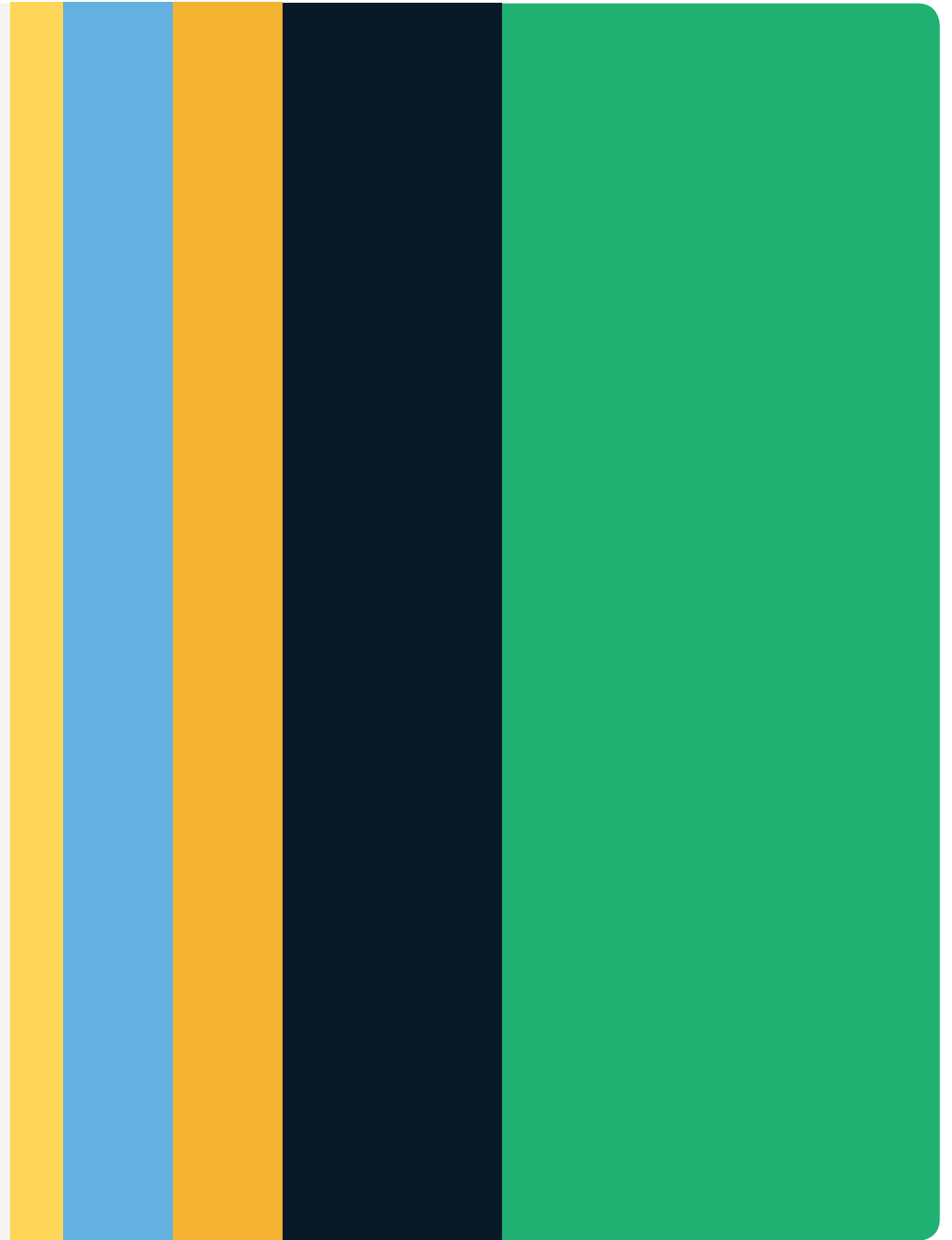
Typography

External-Facing

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated while unifying the aesthetic across different types of branded materials. Sectigo's typography is highly flexible, and communicates clearly and cleanly across all mediums.

Roboto — Chosen due to its geometric from and friendly, open curves, which intone Sectigo's brand voice. Roboto is a free Google font available for download. For instructions on how to download Roboto to your device, please refer to the next page.

Roboto should be used for all corporate, external-facing collateral. This includes but is not limited to:

- Website
- Advertisements (web & print)
- Branded Swag
- Adobe Creative Suite Applications

Roboto

Roboto — Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Light

Roboto — Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Regular

Roboto — Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Medium

Roboto — Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Bold

Internal-Facing

Arial — Selected because most computer users can find it as a system font. It is easy to read at large and small sizes, and in a variety of applications, Arial has been a staple screen font for decades.

Arial should be used for all corporate, internal-facing collateral. This includes but is not limited to:

- Letterhead
- Email
- Memos
- Microsoft Office Applications

Arial

Arial — Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Regular

Arial — Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@#$%&*(,.;:)

Bold

Hierarchy

The way we use type is crucial to making our designs look thoughtful and professional. Text styles (like the ones provided here) help organize our narrative and make it easier for the reader to digest the information.

Please note, these examples are meant to act as a guide and starting point. Designers should feel free to experiment with various combinations while using these examples as a foundation to build on.

Example 1

Title

Regular, Title case
Font weight: 36 pt
Leading: 36 pt

Secondary Title or Descriptor

Bold, Title case
Font weight: 36 pt
Leading: 48 pt

| Paragraph copy or longer bodies of text | • Bullets 1
  - Bullets 2
    » Bullets 3 | 1. Bullets 1
  a. Bullets 2
    i. Bullets 3 | Light, Sentence case
Font weight: 12 pt
Leading: 18 pt |

SMALL DESCRIPTORS

Bold, All caps
Font weight: 8 pt
Leading: 12 pt
Tracking: 150

" Quote blocks or testimonials "

Light, Sentence case
Font weight: 18 pt
Leading: 24 pt

Example 2

Title

Bold, Title case
Font weight: 36 pt
Leading: 36 pt

Secondary Title or Descriptor

Medium, Title case
Font weight: 36 pt
Leading: 48 pt

Paragraph copy or longer bodies of text	• Bullets 1
	  - Bullets 2
	    » Bullets 3
		1. Bullets 1
		  a. Bullets 2
		    i. Bullets 3

Light, Sentence case
Font weight: 12 pt
Leading: 18 pt

Small Descriptors

Medium, Title case
Font weight: 10 pt
Leading: 12 pt
Tracking: 15

"Quote blocks or testimonials"

Light, Sentence case
Font weight: 18 pt
Leading: 24 pt

Example 1

At harum esti ut laboria verum v

Occab inctem que is atur? Ovidem. Met in re, imus ma sinum reicteceat quo

Corem que nonsequi aut enias qui omnist quia videlle stotates eribus autatum nis solupid maionsequasi in ne pera debit andi temquiam solut di re sum acientus ad ut eatur? Bea si il is enempor erionsequata di te por sit fuga. Ur sitiam cume perumet di asi simi, vende ea quo volorem aliquam, ni cus dellant ibeateni disti am, occaeptur? Qui sitatqui consequi iunt ad quibere lab

LORRO DEMQUO

- Lorem ipsum aut enias
- Omnist quia videlle
  - Solupid maionsequasi
    » Bea si ilespor

LORRO DEMQUO

- Lorem ipsum aut enias
- Omnist quia videlle
  - Solupid maionsequasi
    » Bea si ilespor

Example 2

Harchilia quis voluptatibus quate esti

Vellorem qui aut aut eseditaspedi aut

Corem que nonsequi aut enias qui omnist quia videlle stotates eribus autatum nis solupid maionsequasi in ne pera debit andi temquiam solut di re sum acientus ad ut eatur?

> " Ga. Odios consequam, optassit quidebit quas ea et undis re nis et ut es delicte core ex explace sciatur adit "

Lorro Demquo

Bea si il is enempor erionsequata di te por sit fuga. Ur sitiam cume perumet di asi simi, vende ea quo volorem aliquam, ni cus dellant ibeateni disti am, occaeptur? Qui sitatqui consequi iunt ad quibere lab

Photography

Photography

Photography offers an opportunity to make a powerful brand impression, to creating a compelling connection that helps tell the brand story. Every image that appears in our communications should be chosen as thoughtfully as the copy.
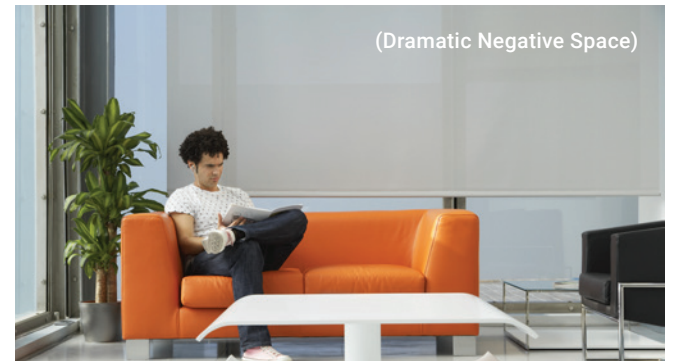
Our photography style is confident and positive. It incorporates clean configurations with unique angles to create bold, aspirational compositions.

Bright, Authentic & Clean Offices

(Confident & Positive)

(Dramatic Negative Space)

(Diversity)

(Personal & Focused)

(Unique Angles)

(Aspirational & Bold & Clean)

Our photography can be broken down into three subject categories: Authentic and bright office spaces; confident, ambitious, and proud subjects; and unique, dramatic angles.

AUTHENTIC & BRIGHT OFFICE SPACES

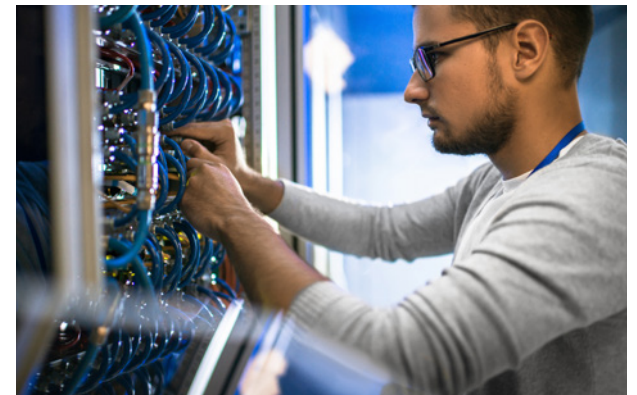**CONFIDENT, AMBITIOUS, & PROUD SUBJECTS**

UNIQUE AND DRAMATIC ANGLES

Photo Manipulation

In order to capture the essence of Sectigo's photography, creatives may choose to alter the color of the images to capture more of a green/blue/gray tonal value. To do this, open the image in photo editing software such as Adobe Photoshop and select the area(s) in which you'd like to manipulate the pixels. Next, add a hue/saturation adjustment layer and toggle the sliders to your hue, saturation, and lightness preference to best capture the Sectigo color palette.
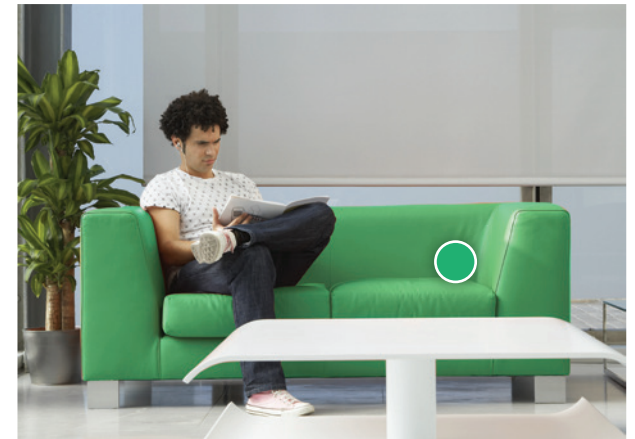
Graphic Elements

Icons

Icons are used to assist in visually communicating data and text. Sectigo's icon library consists of custom drawn icons representing the most common topics of web security. Each line drawn icon is built using navy (Pantone 296) and green (Pantone 2250) from the Sectigo color palette.

Modifications

Icons can be modified in color only as shown in the examples below: All navy, cool gray, or green. The icon library should never be shown in secondary colors, or with the two primary colors in reverse.

TLS/SSL Certificates

Certificate Management

Signing Certificates

Internet of Things (IoT)

Website Scanning

Website Backup & Recovery

Certificates Worldwide

Market Leader

Badge / Years' Experience

Fortune Company

Acceptable

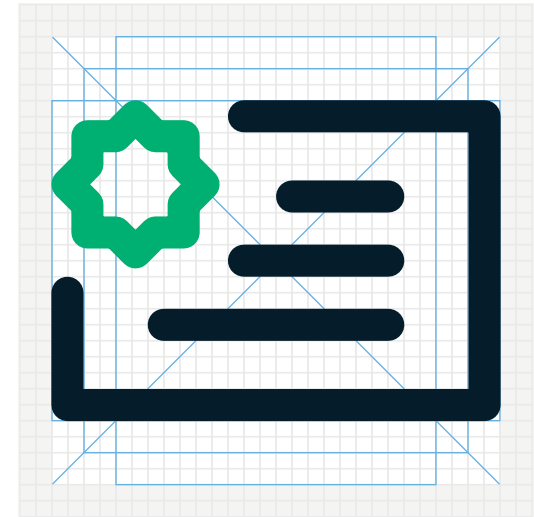Not Acceptable

Creating New Icons

The Sectigo icon library was built to be highly flexible and convenient, offering an icon for just about any visual execution. However, if you find you need to create new icons, please follow the structure provided here in order to maintain the library's cohesion.

Grid & Stroke

Each icon, despite its orientation, is built on a 32x32 pixel grid with a stroke weight of 2 pixels. There is a 2 pixel padding/buffer around each icon that should never be crossed unless absolutely necessary. New icons must follow these parameters using the provided .AI template to ensure consistency.

Vertical Oriented Icons

Horizontally Oriented Icons

Square Oriented Icons

Circle Icons

Scaling

At large scales, it is acceptable to reduce the weight of the stoke in the icon. Otherwise the icon can appear too clunky.

- When an icon is over 600% its original size, keep the weight of the stroke to 12 pts.

- When an icon is over 1200% its original size, keep the weight of the stroke to 18 pts.

- When an icon is over 1200% its original size, keep the weight of the stroke to 24 pts.

It's important to note that in any instance where icons are utilized, please use your best judgement to showcase the icon in a way that is visually appealing and clearly communicates the message at hand.

Original
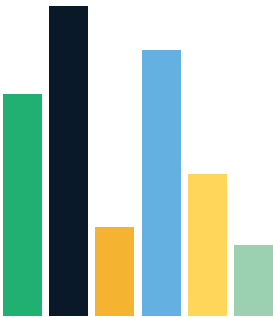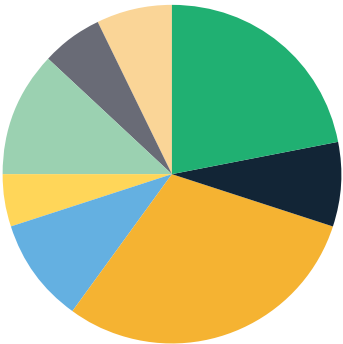

✓ Acceptable

✗ Not Acceptable

Tables & Graphs

Tables and graphs should always be clean, organized, and easy to read. When creating bar and pie charts, Sectigo colors and fonts should always be utilized, and the brand color hierarchy should be followed. The following examples are optional methods to build tables and graphs.

Column Header	Column Header	Column Header

Row Header	Table copy	• Table bullet
		• Table bullet
		• Table bullet
		  - Table bullet
		  - Table bullet

Row Header	Table copy	Table copy
Row Header	Table copy	Table copy

COLUMN HEADER	COLUMN HEADER	COLUMN HEADER
Table copy	Table copy	Table copy
Table copy	Table copy	Table copy
Table copy	Table copy	Table copy

Column Header	Column Header	Column Header
Row Header	Table copy	Table copy
Row Header	Table copy	Table copy
Row Header	Table copy	Table copy

Column Header	Column Header	Column Header
Row Header	Table copy	Table copy
Row Header	Table copy	Table copy
Row Header	Table copy	Table copy

Grammar

Grammar

To maintain consistency across all collateral, follow these grammatical rules:

Company Name

When writing our company name in headlines or body copy, it should be written as, Sectigo, not in all caps.

Product Names

Unless otherwise noted, Sectigo product names containing two words should be combined into one.

Example: *InstantSSL, TrustLogo, CodeGuard*

Title & Sentence Case

In title sections, capitalize all nouns, pronouns, verbs, adjectives, and adverbs. Do not capitalize prepositions or conjunctions. In non-title sections, please use sentence case.

Example: *Keep Your Website's Assets Safe and Protected. Website Backup & Recovery makes it easy to maintain and protect all your site's assets and restore them should a problem occur.*

"SSL Certificate"

- When writing body copy, "SSL" and "certificate" should always be together, where applicable.
  - **Example:** *Sectigo provides a wide range of SSL certificate options to fit any business size.*

- Unless being used in a title section, do not capitalize "certificate."
  - **Example:** *The presence of an EV SSL certificate triggers visible trust indicators in all popular desktop browsers.*

- When using a product name in a title section, don't include the word "certificate" as part of the name.
  - **Example:** *Why Choose EnterpriseSSL Pro EV?*

- When using a product name in body copy, always include the word "certificate" at the end of the product name.
  - **Example:** *EnterpriseSSL Pro EV certificates utilize proven, highly trusted authentication methods.*

Oxford Comma

When listing three or more items, actions, or clauses, use the Oxford comma before the penultimate item (i.e. before "and" or "or"). If listing items within a series of clauses, please separate clauses by semicolons.

Example: *Industry-leading solutions that identify, prevent, and combat web-based threats.*

Em Dash

When using an em dash, include a space on either end of the dash.

Example: *Cyberattacks are targeting users across the globe — and they're only becoming more successful.*

Spacing After Periods

Only add one space after a period — not two — when beginning a new sentence. Maintain this rule after question marks and exclamation points.

Example: *Secure Today. Seize Your Tomorrow.*

Other References

- Please write "website" as one word, uncapitalized.
- When using numbers 1-9 in copy, spell out the number. Numbers 10 and up can be written numerically.
  - **Example:** *Cost effective and efficient, the Wildcard SSL certificate allows for multiple subdomains to be secured under one domain. With over 20 years of experience, Sectigo stands as a leader in the industry.*

If you have questions about rules and usage not found in this section, refer to Sectigo's collateral to see how it appears elsewhere.