



Brand Guidelines

**BRAND STRATEGY
AND DESIGN**

SUMMER 2021



Welcome to the Netskope Brand Guidelines.

This document will help you build material aligned to our brand strategy. From design to color to copy, we've got you covered.

For any questions, please email creative@netskope.com.

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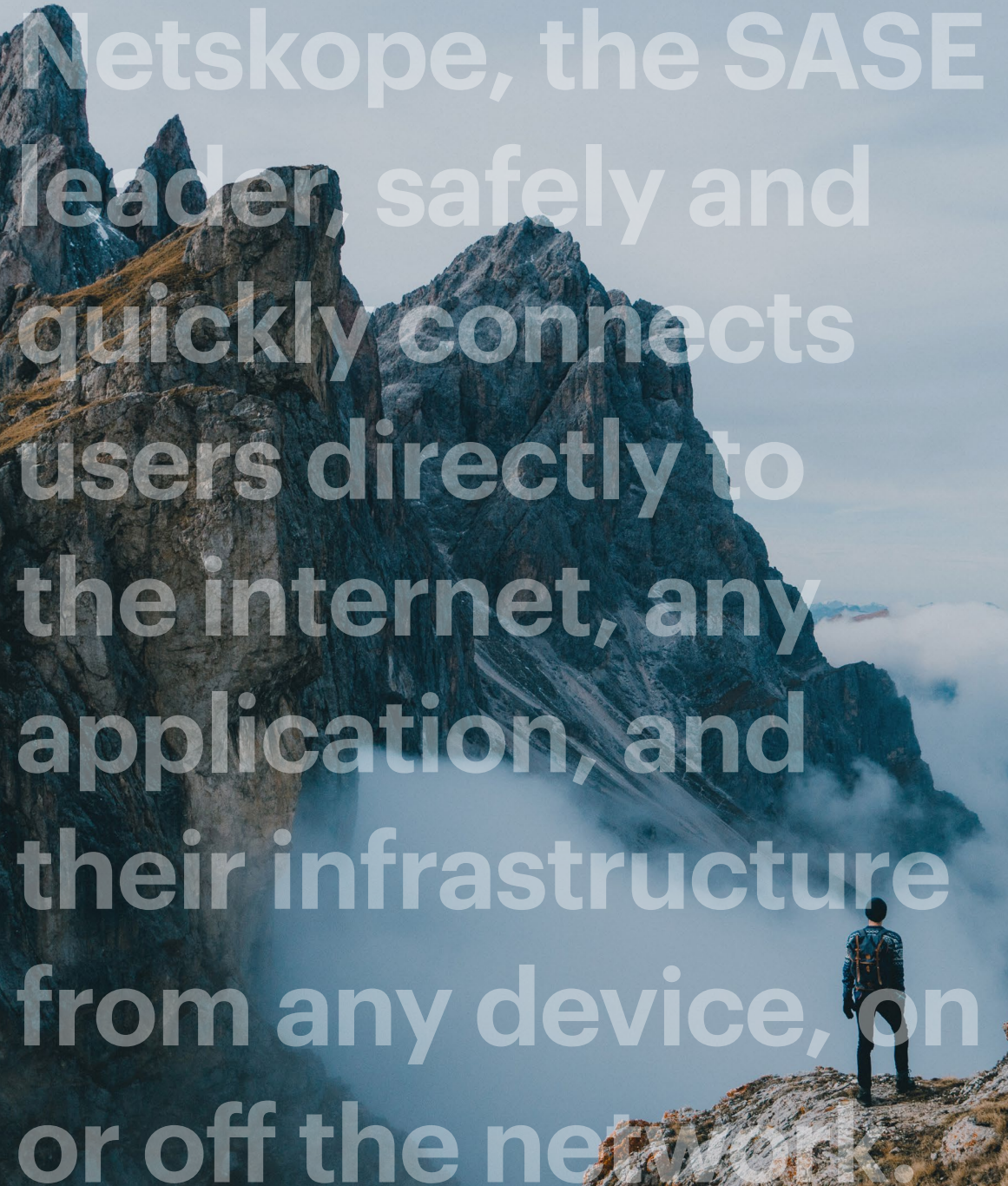
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01 Introduction

**The Netskope Brand
Vision
Boilerplates
Messaging Pillars
Values**

The Netskope Brand

The Netskope brand was built to support the identity of our company. It visually defines who we are, what we stand for, and the values we share. Every element of the Netskope brand is tailored to represent our confident and authoritative personality. The Netskope Brand Guidelines is an instructional blueprint on how to collectively use all design elements—individually and together. The brand will continue to evolve over time and is flexible to support Netskope campaigns and initiatives for years to come.

A person with a backpack stands on a rocky mountain peak, looking out over a valley filled with clouds. The scene is dramatic and scenic, with rugged mountains in the background.

Netskope, the SASE leader, safely and quickly connects users directly to the internet, any application, and their infrastructure from any device, on or off the network.

Vision

How do you transform security to enable digital transformation?

That's the vision of Netskope. The organic adoption of cloud and mobile in the enterprise presents challenges for security teams when it comes to managing risk without slowing down the business. Security has traditionally managed risk by applying heavy-handed controls, but today's business wants to move fast without having velocity throttled. Netskope is redefining cloud, network, and data security, empowering security teams with the right balance of protection and speed they need to secure their organization's digital transformation journey.

NETSKOPE IS



Fast everywhere



Data-centric



Cloud-smart

Boilerplates

Our boilerplates are intended to communicate the current value of Netskope to the market in simple, clear terms. They help Netskope maintain a compelling and consistent story across all platforms. This messaging will guide content and communications to promote the company and its solutions.

MASTER TAGLINE

Netskope—the SASE Leader

BOILERPLATE | SHORT

Netskope, the SASE leader, combines CASB, SWG, and ZTNA natively in a single platform that is fast everywhere, data-centric, and cloud-smart.

BOILERPLATE | MEDIUM

Netskope, the SASE leader, safely and quickly connects users directly to the internet, any application, and their infrastructure from any device, on or off the network. With CASB, SWG, and ZTNA built natively in a single platform, Netskope is fast everywhere, data-centric, and cloud-smart, all while enabling good digital citizenship and providing a lower total-cost-of-ownership.

BOILERPLATE | FULL

Netskope, the SASE leader, safely and quickly connects users directly to the internet, any application, and their infrastructure from any device, on or off the network. With CASB, SWG, and ZTNA built natively in a single platform, the Netskope Security Cloud provides the most granular context, via patented technology, to enable conditional access and user awareness while enforcing zero trust principles across data protection and threat prevention everywhere. Unlike others who force tradeoffs between security and networking, Netskope's global security private cloud provides full compute capabilities at the edge.

Netskope is fast everywhere, data-centric, and cloud-smart, all while enabling good digital citizenship and providing a lower total-cost-of-ownership.

Messaging Pillars

We weave Netskope's messaging pillars into our branding as well. They are fast everywhere, data-centric, and cloud-smart. Each pillar has a benefit-driven tagline.



FAST EVERYWHERE

Deliver security without performance tradeoffs.



DATA-CENTRIC

Protect data and users everywhere.



CLOUD-SMART

Safely enable enterprise use of the internet and any application.

Values

With every piece of content we create, we aim to:

EMPOWER

We want our audience to better understand Netskope and help them get the most out of their Netskope experience.

RESPECT

Give our readers the respect they deserve by being considerate and inclusive. Understand where they are coming from without patronizing or pandering. We want to engage them versus sell to them.

EDUCATE

Show readers what they need to know. We are giving our audience expert perspective on subjects they are curious about, so we need to make sure our design is informative.

GUIDE

Think of yourself as a visual tour guide for our readers. Whether you're leading them through how our products and solutions work, explaining high-level concepts, or detailing a new threat vector, it's important to communicate in a clear and helpful way.

SPEAK TRUTH

Understand Netskope's place in our users' lives. Avoid relying too much on the latest trends, and focus on Netskope's true strengths.

Values

In order to achieve those goals, we make sure our content is:

CLEAR

Understand the topic you're marketing. Use simple visuals and copy.

USEFUL

Before you start designing, ask yourself: What purpose does this serve?
Who is going to read it? What do they need to know?

CONFIDENT

We have a clear vision of what the industry or customer needs. We want to express that knowledge and expertise in a measured way that doesn't skew into cockiness. We are self-confident because our vision has been consistently accurate, and we want to design with awareness that we are doing it right and have the track record to back it up.

APPROPRIATE

Build content in a way that suits the situation. Just like you do in face-to-face conversations, adapt the design depending on who you're marketing to and what you're showcasing.

02

Logo

Introduction

Logo Options

Color

Misuse

Safe Space

Minimum Size

Introduction

Netskope exists to unite business with the cloud. The graphic logo mark (the three links) represent this connection. The center link is the secure, strong connection between enterprise business and the ever-growing landscape of cloud software apps.



Logo Options

The Netskope logo is available in two signatures: horizontal and stacked. To maintain the integrity of the Netskope logo, always provide sufficient clear space when the logo is used near another logo, graphic element, or text. The primary logo should be used in all instances possible. When horizontal space is limited, revert to using the stacked logo.



Horizontal Logo

The horizontal signature is our preferred mark. If the available space doesn't complement the ratio of the horizontal logo, opt for the stacked logo.



Stacked Logo

When limited space requires the horizontal signature to be smaller, use the stacked signature. A square or circular space is generally ideal for this application.

LOGO



Color

The Netskope logo has two color options—full color or reversed. Use the logo that creates the most contrast between the fill color and background.

Avoid busy photos or textures behind the logo. If the logo must live on top of a photograph, choose an area of the photograph that maximizes contrast and is free of distracting elements.



LOGO



Color

If color options are limited, the logo can be completely black, white, or Netskope Gray.



Misuse

Our logo is very valuable to our company. We aim to have a strong visual presence at all times. To maintain our high standards, we ask that you never alter the logo. The following are examples of incorrect ways to represent our logo.

01

Incorrect Size Relationship

Do not change the size of the icon. It should be the size of the baseline to ascender, no larger or smaller.



02

Incorrect Icon Location

Do not change the horizontal or vertical distance of the icon to the logo type. All of our elements are intentionally placed and cannot be altered.



03

Incorrect Color Usage

Do not modify the Netskope logo color options. There are two full-color versions of the logo that can be used. Otherwise, use white, black, or gray.



04

Stylizing the Logo

Do not add a drop shadow or gradient to the logo. Only use the logo as provided.



05

Outdated Logos

Over time, our logo has evolved. Please only use the logos linked above. The old logo has a thinner weight to the word netskope. Additionally, the link between the two gray gears is lighter. If you see these elements in a logo, it is an outdated logo. Please delete the instance and replace it with our latest version.



Safe Space

To maintain the integrity of the Netskope logo, always provide sufficient clear space when the logo is used near another mark, graphic element, or text. The safe space around the logo should be $\frac{1}{2}x$ on all sides.

Never alter the size and relationship between the word mark and graphic icon.

When working with a photographic background, create clear space by placing the logo on an area of the background that is free from distracting elements and provides sufficient contrast. Follow this guideline for all Netskope logos.



Horizontal Logo



Stacked Logo

Minimum Size

To ensure our logo is always legible, the smallest our logo can scale is to a width of 1.25 inches for print and 90 px for digital. Anything smaller than these sizes will be illegible. For any sizes under these values, use the graphic icon only.

When uploading an avatar to a site, please make sure there is enough padding around the mark and the edge of the frame.

1.25 inches



Minimum Print Size

90 pixels



Minimum Digital Size



03

Color

Introduction

Color Palette

Color Palette in Use

Gradients

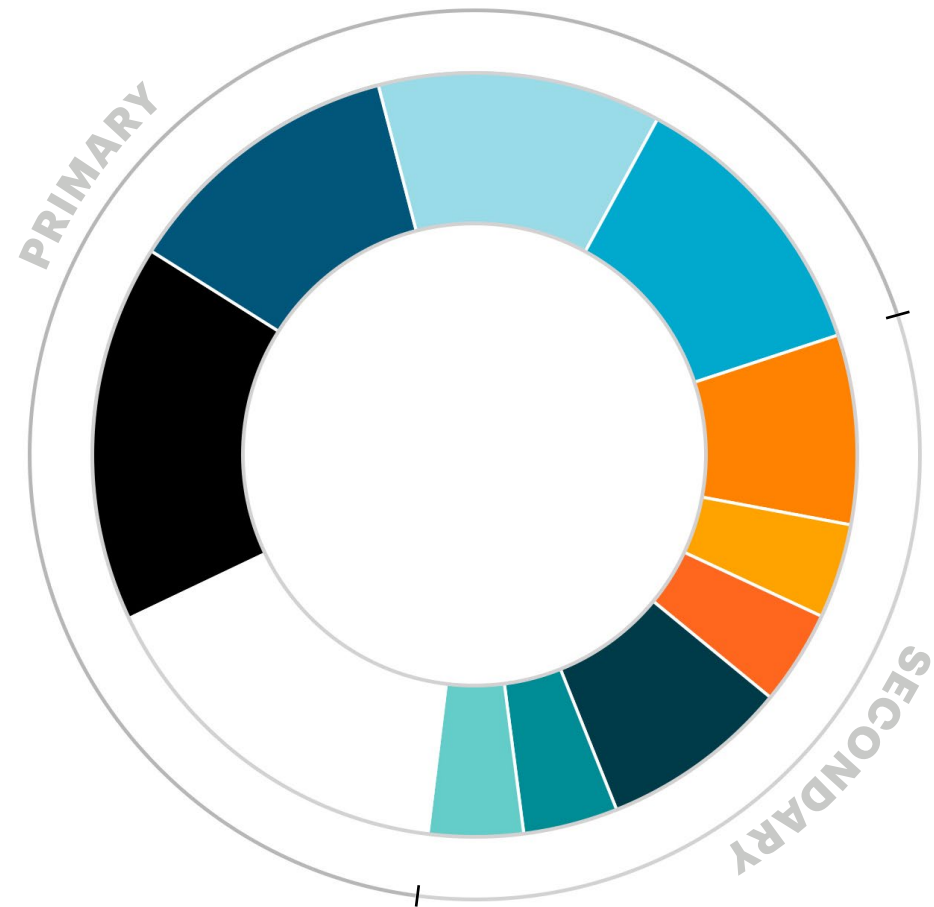
Misuse

Introduction

Color is a powerful way to separate and elevate the Netskope brand. Our color palette is bold, advanced, and trustworthy. We use our palette to build depth in our designs and highlight important content. Through thoughtful design, our limited palette can bring focus to our brand.

Color Palette

This chart shows the balance of color usage for Netskope brand design. All layouts should use negative space, in either white or black, to their advantage. This allows for the hints of color to make a big impact. Blue and its corresponding values are Netskope's primary brand color. The blue colors are best used for bold headlines. Gray tones are great for body copy type. Both orange and teal, along with their prospective tints are only accent colors and should be used sparingly.



COLOR

PRIMARY COLORS

Netskope Blue



Color Tints

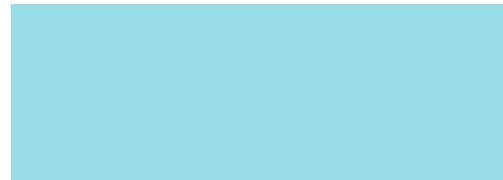


100% 80% 60% 40% 20%

Color Codes

CMYK 92, 0, 12, 0
RGB 0, 169, 206
HEX #00A9CE
Pantone 312 C

Light Blue



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 35, 0, 2, 0
RGB 154, 219, 232
HEX #9ADBE8
Pantone 304 C

Dark Blue



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 100, 10, 0, 52
RGB 0, 88, 124
HEX #00587C
Pantone 308 C

White



Color Codes

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF
Pantone N/A

Black



Color Codes

CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX #000000
Pantone Black 6 C

COLOR

SECONDARY COLORS

Netskope Orange



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 0, 54, 100, 0

RGB 255, 130, 0

HEX #FF8200

Pantone 151 C

Light Orange



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 0, 36, 100, 0

RGB 255, 164, 0

HEX #FFA400

Pantone 137 C

Medium Orange



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 0, 68, 96, 0

RGB 255, 103, 32

HEX #FF6720

Pantone 165 C

Netskope Teal



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 54, 0, 20, 0

RGB 100, 204, 201

HEX #64CCC9

Pantone 325 C

Medium Teal



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 100, 0, 37, 10

RGB 0, 140, 149

HEX #00BC95

Pantone 321 C

Dark Teal



Color Tints



100% 80% 60% 40% 20%

Color Codes

CMYK 100, 8, 20, 76

RGB 0, 59, 73

HEX #003B49

Pantone 309 C

COLOR

TERTIARY COLORS

Netskope Gray



Color Codes

CMYK 63, 52, 44, 33

RGB 83, 86, 90

HEX #53565A

Pantone Cool Gray 11 C

Medium Gray



Color Codes

CMYK 38, 29, 24, 5

RGB 151, 153, 155

HEX #97999B

Pantone Cool Gray 7 C

Light Gray



Color Codes

CMYK 18, 13, 10, 0

RGB 200, 201, 199

HEX #C8C9C7

Pantone Cool Gray 3 C

Color Palette in Use

Our color palette was designed to be bold, simple, and complementary. Each color has a specific function outlined next.

Blue and its corresponding values are Netskope's primary brand color. The blue colors are best used for bold headlines or background colors. Orange and teal colors are only for accent and should be used sparingly. Gray tones are great for body copy, keylines, icons, and subtle graphics.

Best used as colors to draw attention to certain elements. They are to be used sparingly and intentionally.



Best used as headline title or background colors.

Best used for body copy, lines, icons, and subtle graphics.

Gradients

The Netskope brand can also use two gradients to bring depth and life to designs. The gradient often appears as a color bar at the bottom edge of collateral or as a large color block underneath text.

BLUE TO BOLD



ORANGE RIBBON



COLOR

Misuse

These are examples of Netskope's color palette used incorrectly. All colors should be used subtly, so the design keeps a bold, impactful, and professional feel. Color is best used when paired with black or white negative space, so when two colors are paired together, we get a palette that is too saturated.



04 Photography

Introduction

Rights Management

Style

Tier One Photography

Tier Two Photography

Misuse

Treatment

Introduction

With the nature of our product, photographic expression isn't always an option. However, with the right resources, we can leverage photography that supports our message and contributes to the larger story. These standards show where to find the best existing photography, how to make selections, how to treat it, and how to present it.

Using stock photography can be a slippery slope. Our aim is to make the photography feel unique to Netskope. With the right quality, subject matter, and style, we can tell the Netskope story with uniformity.

Rights Management

Before using photography in any Netskope work, understand the limitations of use for that photo. This could include image size, placement (e.g., online, print), geographic distribution, or duration of use.

- 01 Netskope Created**
Images created by us for us. Use is unlimited.
- 02 Netskope Commissioned**
We have hired and paid freelance photographers to create and license their images.
- 03 Rights Managed**
Images licensed from a third party like Getty Images with restrictions on size, placement, geographic distribution, and duration of use.
- 04 Royalty Free**
Images licensed based on file size only, so they can be used multiple times and on multiple projects.

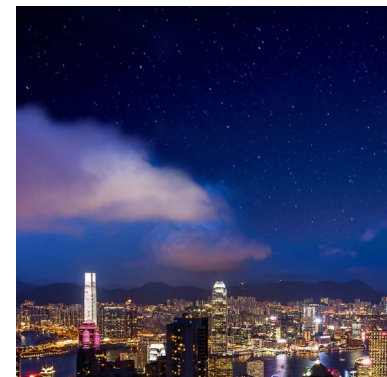
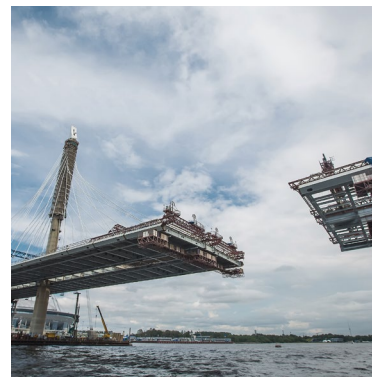
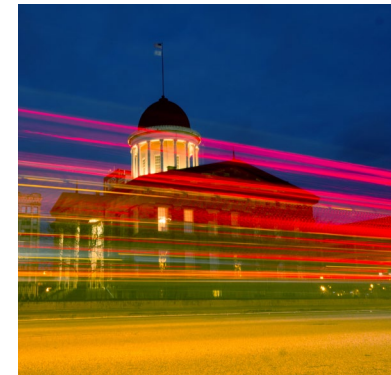
Style

Our photographic style is two tiered. Depending on the context of the design, the tiers distinguish the best type of photography to support it. Although different, both tiers aim to have a fresh, contemporary feel, relying on an interesting perspective and framing of the content.

The following pages outline these two tiers.

Using stock photography can quickly lead to common pitfalls of over-staged, over-stylized, non-organic images. Avoid the staged images with graphic overlays. And for the love of Netskope, never use an image of a hacker in a hoodie. We're better than that.

Imagery used in Netskope campaigns can live beyond these tiers, but please keep these principles in mind as content is developed.



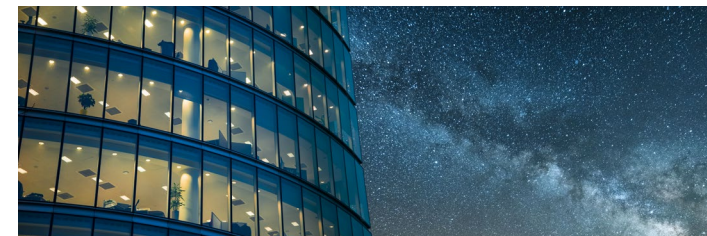
PHOTOGRAPHY

Tier One Photography

The first tier is our overarching photography tied to our brand and campaigns. The theme of this tier was born out of our tagline, “Reimagine your perimeter.” These images represent the idea of limitless data protection. The night sky shows the possibilities and vastness of Netskope’s protection, while the stars represent the data and applications beyond the perimeter.

However, these images are not limited to night sky photography. Tier one photos are flexible enough to support any campaign and any message. This can include architectural photography, light-painted street photography, or atmospheric photography. Visually, lean toward bold images with stark contrast between black and color or images with strong, structural composition.

Part of Netskope’s core belief is to provide visibility into cloud protection. Ultimately, these tier one photos must support the idea of transparency, speed, and cloud based.



PHOTOGRAPHY

Tier Two Photography

The second tier is a more varied collection of photography. These photographs often are used in branded collateral pieces or the website, where a more specific photograph reinforces the particular message being presented. These images are generally more abstract and provide visual texture. They should still feel professional, polished, and elevated.



Misuse

Here are examples of photography treatments that should be avoided. If the Netskope approved treatments aren't working on your photo, consider revisiting the subject matter guidelines and choosing a new photo.



Over-stylized



Cliché environmental scenes



Staged interactions



Hackers



Digitally enhanced + figure



Referencing irrelevant/generic data

Treatment

Photography plays a large role in our brand story and we aim to keep images edited consistently to apply uniformity across all touchpoints. Consider the saturation, contrast, and brightness of the image. Monitor these levels when using photography to ensure the photo is edited in an impactful way.

In instances where your photo is the background image with a text overlay, apply a black overlay to the image. To do so, set your overlay to multiply and reduce the opacity to 30–70 percent.

Duotone

Duotone is a unique way to unite multiple photographs in a single collateral piece or have a single image receded into the background. The duotone effect can only be used for tier two photography. For this effect, we use two colors: black and cyan.



Style: multiply
Opacity: 60%



Mode: duotone
Colors: black (#000000)
+ cyan (#05BDFA)



05 Graphics

Introduction

Icons

Icon Library

Icon Sizing

Icon Coloring

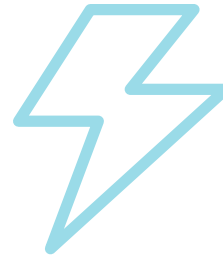
Icon Misuse

Introduction

Netskope's graphics are impactful and stately. We rely on illustration when a concept is more complex than photography permits. The Netskope iconography collection uses objects to convey concepts in a simple and understandable way. Laddering up to our core values, both illustrations and icons were designed to make bold statements.

Icons

All of our icons are designed to fit a 1:1 ratio and are best used to reinforce nearby copy. Our icons are intended to support the storytelling within the copy and should rarely live on their own without additional context.



Fast everywhere



Data-centric



Cloud-smart

Icon Library

Here is a partial library of our icons. Each icon has a corresponding meaning. Our icon library is ever growing, so the following icons are a sample of the extensive library we have created.

PRODUCT + PLATFORM



CASB



Cloud-smart



Data-centric



Data Loss Protection



Fast



IaaS



Netskope Client



Next Gen SWG



Private Access



SaaS

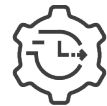


Single Console



Web

TECHNOLOGIES + CAPABILITIES



Agility



All Users and Locations



API



Cloud App Risk Score



Direct to Internet Coverage



Elasticity



Forward Proxy



GRE IPSEC



Multi-layer Defense



Quick Response to Threats



Strong Encryption



Unified Security

Icon Library

INDUSTRY



Automotive
Manufacturing



Benefit from Gold
Partner Status



Enterprise



Federal
Government



Financial Services
+ Insurance



Healthcare +
Life Sciences



Legal



Legal



Manufacturing



Retail +
Hospitality



Utilities

DEVICES/PEOPLE



BYOD



Remote User



User Data

Icon Sizing

Netskope's iconography allows icons to be used in three sizes. Our icons should scale down no smaller than 24 px.

As the icon scales, the stroke width should scale along with it. When scaling in Adobe Illustrator, expand the icon's stroke to keep the correct proportions. However, at an oversized scale, adjustments to the stroke can be made to keep the hierarchy intact.

There should always be ample space between the icon and surrounding elements of copy. Allow for at least $\frac{1}{4}$ x of space between an icon and another graphic element.

If using icons as a design element and copy is not paired with it, scaling up is permitted.



Icon Coloring

The stroke of the icon can be used in one of six colors: Dark Teal, Light Blue, Black, Netskope Gray, Netskope Orange, or White. Please choose the color that has the most contrast against your background color.



Dark Teal



Light Blue



Black



Netskope Gray



Netskope Orange



White

Icon Misuse

The following examples are misuses of our icon library. Please respect the icon design and do not alter it in the following ways.

01

Incorrect Line Weight

The default line weight is 1.5 pts and we prefer it stays at this scale. However, depending on the medium, the weight may need to increase.



02

Incorrect Color

The icon can be used in one of six colors: Dark Teal, Light Blue, black, Netskope Gray, Netskope Orange or white. Do not use our icons in any other colors.



03

Incorrect size

Our icons should always support nearby copy to further enhance the visual story. Because of this, icons should never overpower neighboring copy. Icons should stay at either 72 px, 48 px, or 24 px.



04

Incorrect Orientation

Our icons were intentionally designed to appear as is. There are no instances where rotating the icon is permitted.



05

Incorrect Safe Space

Always allow for at least ¼ x of space between an icon and another graphic element.



06 Typography

Introduction

Font Weights

Default Font Weights

Hierarchy

Color

Introduction

Graphik is the official typeface of the Netskope Brand. It is a simple, strong, sans-serif font available in a variety of weights.

Graphik was designed by Christian Schwartz in 2009. It draws from mid-century Swiss Modern posters. Graphik's design is derived from grotesques and geometric sans-serifs of the twentieth century, particularly the handwritten typefaces of Swiss Modern posters. It can function as bold display headlines to body copy.

Graphik can be purchased and licensed [here](#).

Graphik

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Font Weights

Graphik comes in a variety of weights and can create expressive typography when combined.

Only proven security platform that is data-centric, cloud-smart, and as fast as your business

a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The Netskope Security Cloud provides unrivaled visibility and real-time data and threat protection when accessing cloud services, websites, and private apps from anywhere, on any device. Only Netskope understands the cloud and delivers data-centric security from one of the world's largest and fastest security networks.

1 2 3
4 5 6
7 8 9

A B C D E F G H I J K L M ! @ # \$ % ^ & *
N O P Q R S T U V W X Y Z () : ; " { } []
 A B C D E F G H I J K L M ? / ½ ¢ £ ¥ \$
 N O P Q R S T U V W X Y Z © « ¿ ± ™ × ÷

Default Font Weights

If Graphik cannot be downloaded or is not compatible with your software or system, use Arial.

Arial is a default font on most operating systems.

Only proven security platform that is data-centric, cloud-smart, and as fast as your business

a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The Netskope Security Cloud provides unrivaled visibility and real-time data and threat protection when accessing cloud services, websites, and private apps from anywhere, on any device. Only Netskope understands the cloud and delivers data-centric security from one of the world's largest and fastest security networks.

1 2 3
4 5 6
7 8 9

A B C D E F G H I J K L M ! @ # \$ % ^ & *
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N O P Q R S T U V W X Y Z ? / ½ ¢ £ ¥ §
N O P Q R S T U V W X Y Z © « ¿ ± ™ ĉ Ć

Hierarchy

To help with legibility, type layout should have contrast between headlines, subheads, and body copy. As a general rule, combine a different point size with the nearby font weight or the same point size with a different font weight.

Different point sizes / different weights

Graphik Semibold

Netskope Discovery

Graphik Bold

Collaboratively administrate empowered markets via networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer convergence without ROI revolutionary technology.

Same point sizes / different weights

Graphik Semibold

Introducing Netskope Advanced Discovery

Graphik Regular

Collaboratively administrate empowered markets via networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer convergence without ROI revolutionary technology.

Color

Controlling the color of your type will build a hierarchy to your composition. Headlines or Highlight copy can be either black, gray, or Netskope Blue, while body copy can be either black or gray. Orange is reserved for small pops of color, such as a CTA or pull quote.

Headline in black or dark gray / Highlight copy in Netskope Blue

Netskope Discovery

Collaboratively administrate empowered markets via networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer convergence without ROI revolutionary technology.

Subhead in Netskope Blue / Body copy in black or dark gray

Introducing Netskope Advanced Discovery

Collaboratively administrate empowered markets via networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer convergence without ROI revolutionary technology.

07 Contact

Want to talk design?

Want to talk design?

QUESTIONS? CONTACT US.
CREATIVE@NETSKOPE.COM

Thank you.



Netskope, the SASE leader, safely and quickly connects users directly to the internet, any application, and their infrastructure from any device, on or off the network. With CASB, SWG, and ZTNA built natively in a single platform, Netskope is fast everywhere, data-centric, and cloud-smart, all while enabling good digital citizenship and providing a lower total-cost-of-ownership.

To learn more visit, <https://www.netskope.com>.