

TRAIL OF BITS

# BRAND & STYLE GUIDE

TRAIL  
OF  
BITS

04.17.2021

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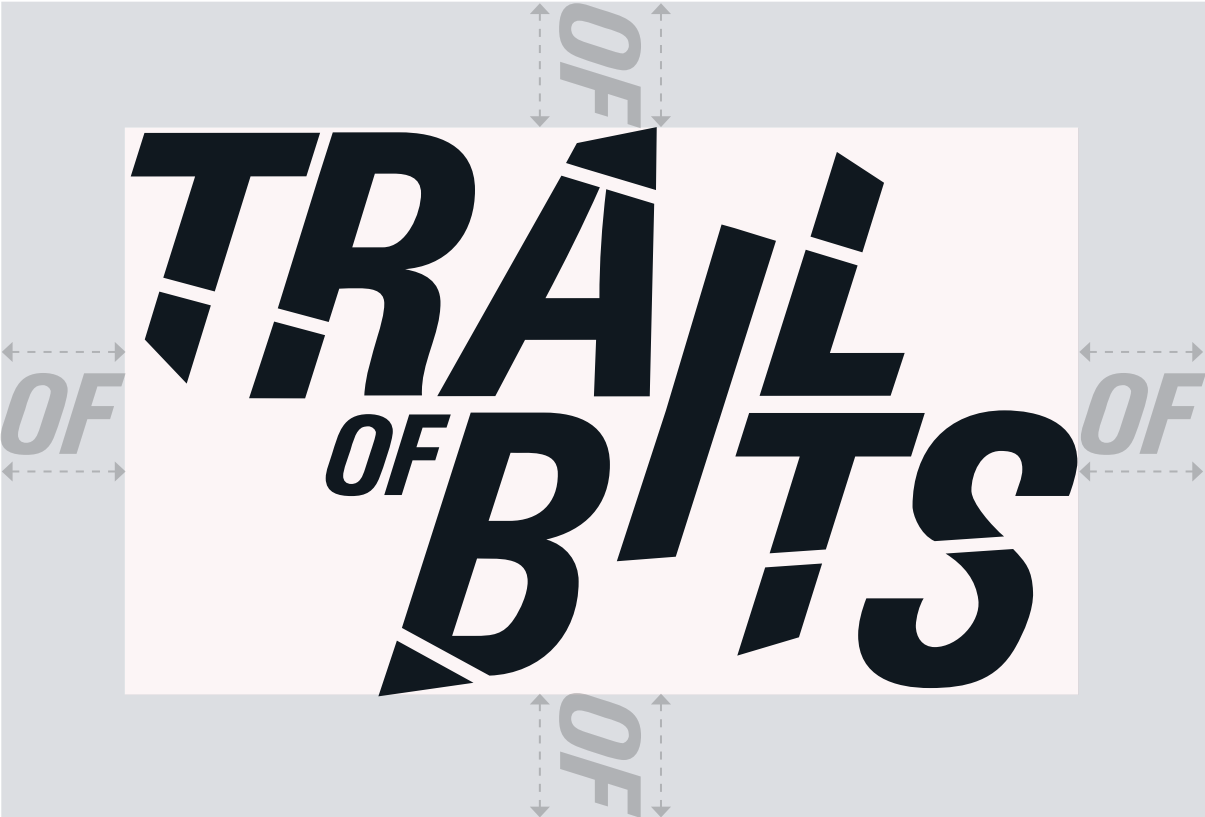
01

# LOGO

**TRAIL  
OF  
BITS**

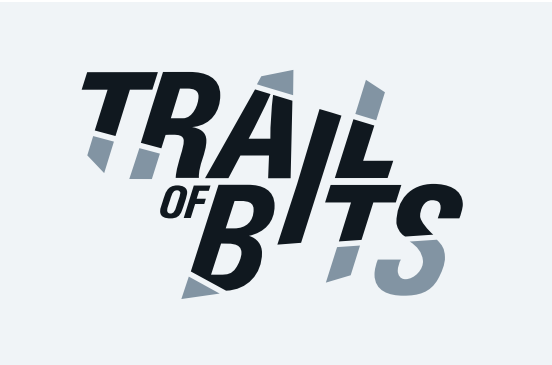
**LOGO**

Clearspace



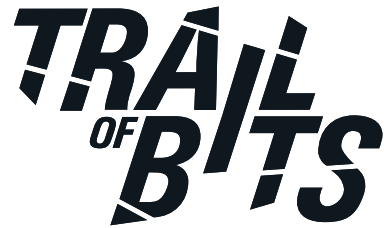
**LOGO**

Color Usage



# LOGO

Brand Lockup



**TRAIL**  
*OF*  
**BITS**

Defense Guided  
By Experience



**TRAIL**  
*OF*  
**BITS**

A diagram showing the spacing between the words. A vertical line is placed between the 'OF' and 'BITS' words. A grey rectangular box is positioned behind the 'OF' word. Four horizontal double-headed arrows indicate the spacing between the 'TRAIL' and 'OF' words, and between the 'OF' and 'BITS' words.

Defense Guided  
By Experience

**LOGO**

Cobranding

**TRAIL  
OF  
BITS**

*Amanda  
Morante  
Wolin*

**TRAIL  
OF  
BITS**



*Amanda  
Morante  
Wolin*



02

# COLOR

# COLOR

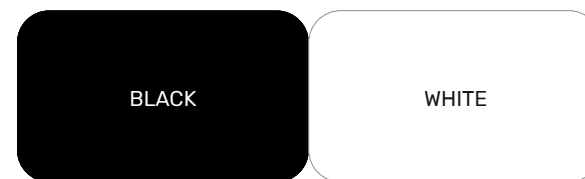
## Values + Proportions



**#9C253B**  
RGB: 156 / 37 / 59  
CMYK: 0 / 100 / 63 / 31  
PMS: 201 C

**#AD2B43**  
RGB: 173 / 43 / 67  
CMYK: 1 / 91 / 60 / 14  
PMS: 4060 C

**#AD2B43**  
RGB: 199 / 52 / 79  
CMYK: 1 / 94 / 61 / 12  
PMS: 4059 C



**#000000**  
RGB: 0 / 0 / 0  
CMYK: 0 / 0 / 0 / 100  
TRUE: 75 / 68 / 67 / 90  
PMS: PROCESS BLACK

**#FFFFFF**  
RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
PMS: PROCESS WHITE



**#10181F**  
RGB: 16 / 24 / 31  
CMYK: 100 / 61 / 32 / 96  
PMS: BLACK 6C

**#2A333D**  
RGB: 42 / 51 / 61  
CMYK: 88 / 57 / 27 / 65  
PMS: 7546 C

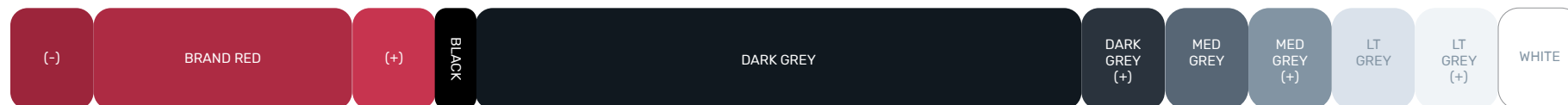
**#576675**  
RGB: 87 / 102 / 117  
CMYK: 63 / 45 / 34 / 25  
PMS: 431 C

**#8294A3**  
RGB: 130 / 148 / 163  
CMYK: 51 / 29 / 15 / 5  
PMS: 2164 C

**#DAE2EB**  
RGB: 218 / 226 / 235  
CMYK: 11 / 3 / 0 / 0  
PMS: 649 C

**#F0F4F7**  
RGB: 240 / 244 / 247  
CMYK: 10 / 2 / 0 / 0  
PMS: 646 C

## PROPORTIONS



## GRADIENTS



03

# TYPOGRAPHY

Aa  
Rubik

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

***Black***

***Black Italic***

LIGHT

*LIGHT ITALIC*

REGULAR

*REGULAR ITALIC*

MEDIUM

*MEDIUM ITALIC*

**BOLD**

***BOLD ITALIC***

***BLACK***

***BLACK ITALIC***

Aa  
Open  
Sans

Light

*Light Italic*

Regular

*Regular Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

**ExtraBold**

***ExtraBold Italic***

LIGHT

*LIGHT ITALIC*

REGULAR

*REGULAR ITALIC*

**SEMIBOLD**

***SEMIBOLD ITALIC***

**BOLD**

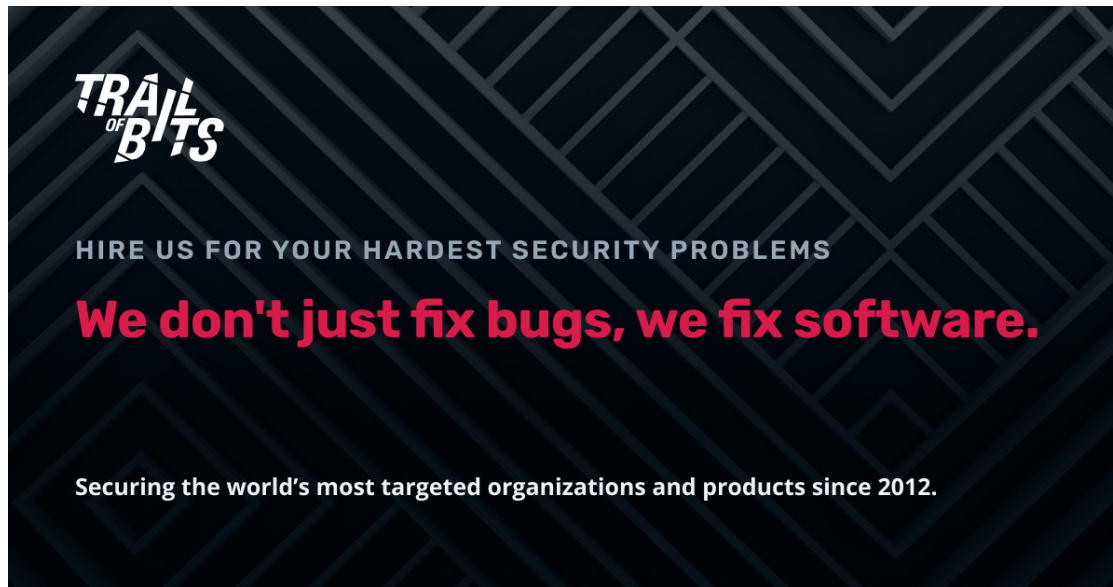
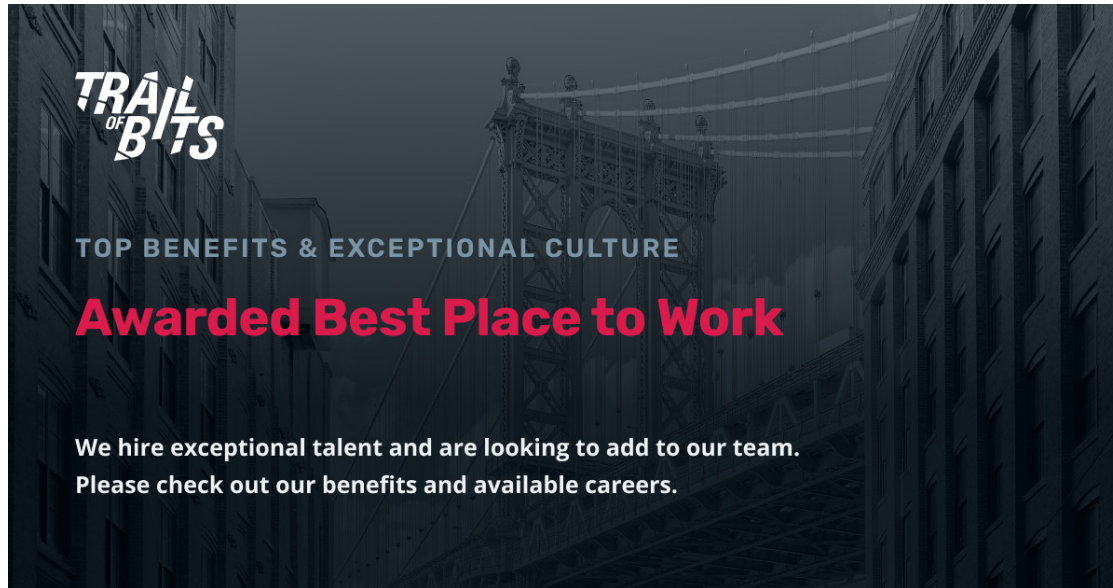
***BOLD ITALIC***

**EXTRABOLD**

***EXTRABOLD ITALIC***

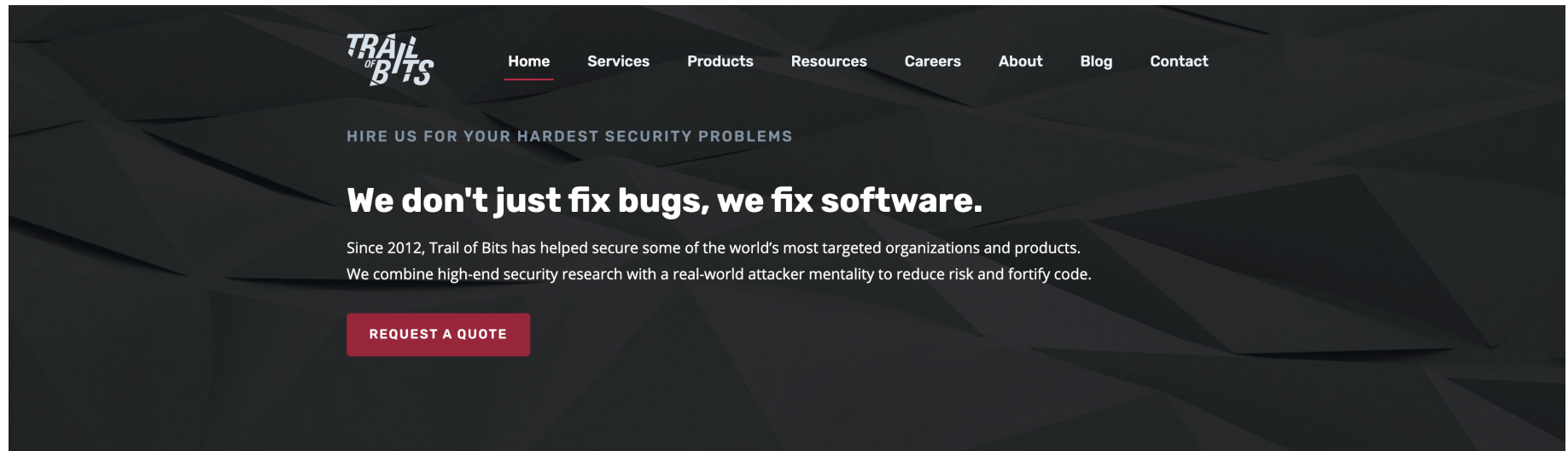
# TYPOGRAPHY

## Usage Examples



# TYPOGRAPHY

## Usage Examples



## Services

### Software Assurance



Get a comprehensive understanding of your security landscape and be absolutely confident in your technology and infrastructure. Our software assurance team are experts in systems software, blockchain, cryptography, and more.

**HARDEN YOUR ENVIRONMENT**

### Security Engineering



Trail of Bits Engineering is your support team for security projects. Our experts work with you to build custom tools and remediate system vulnerabilities to keep your software secure—from development to testing and throughout continuous deployment.

**OUR PROCESS + OUTCOMES**

### Research & Development



We are an industry leader in high-end security research. Our team has a track record of discovering critical Internet vulnerabilities in targets hardened by dedicated security

### Expert Training Courses



Bootstrap your team's understanding of reverse engineering, program analysis, penetration testing, infrastructure security, language security, and threat modeling.

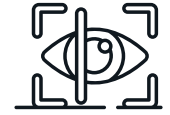
04

# ICONOGRAPHY



# ICONOGRAPHY

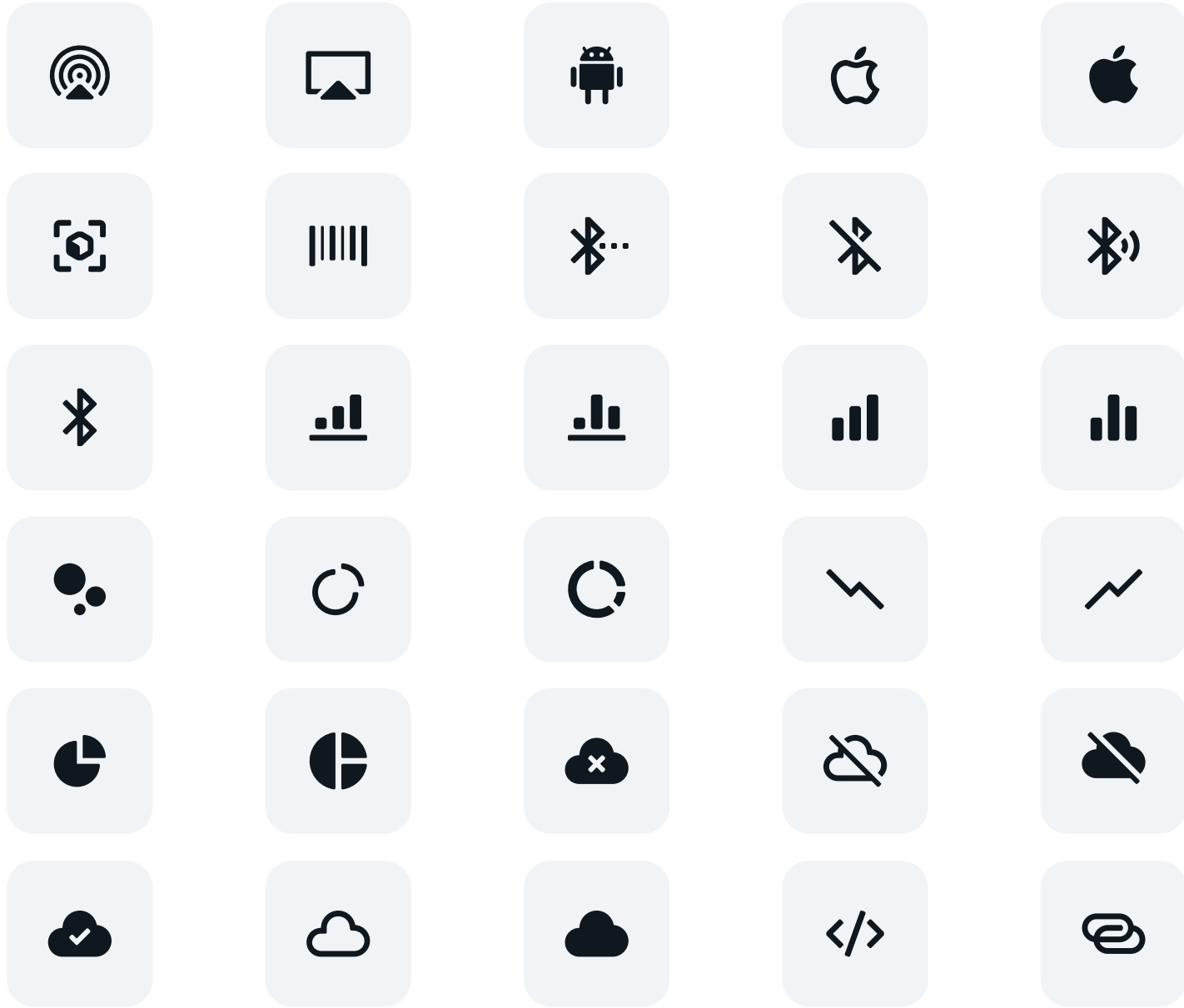
Illustrative



# ICONOGRAPHY

## Interface

Actions	126
Alert	20
Arrows	45
Audiovisual	64
Car control	35
Communication	63
Devices	62
Files	23
Food & drinks	28
Gestures & emotions	37
Health & medical	19
Keyboard	10
Map & places	23
Media & editing	176
Other	103
Payment	35
People & activity	12
Premium	20
Social media & tools	43
Technology & data	80
Transport	16
UI	85
User	14

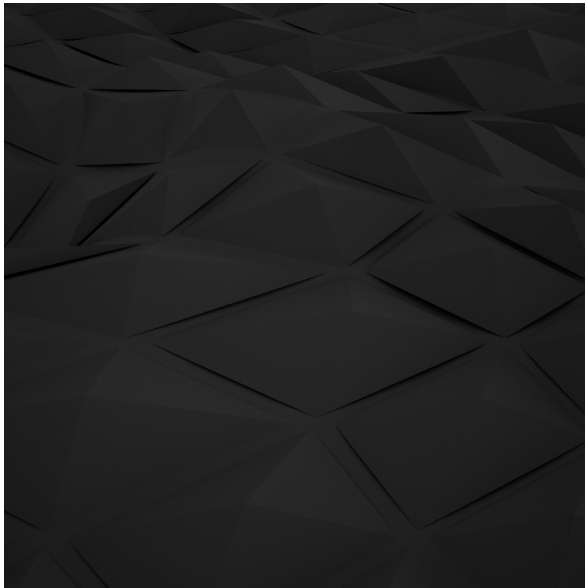
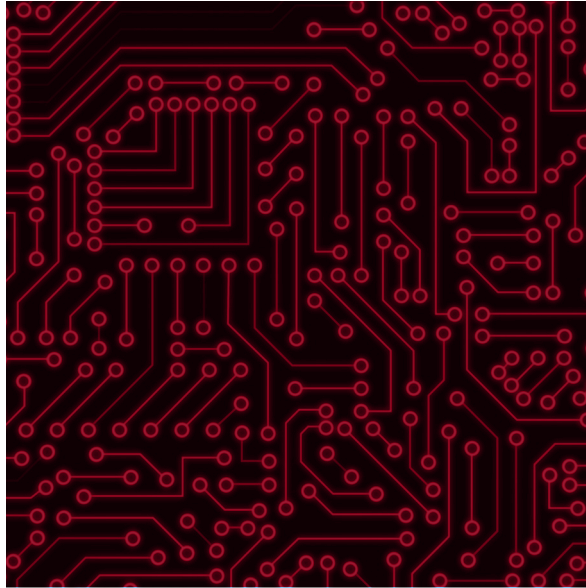


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# IMAGERY & PHOTOGRAPHY

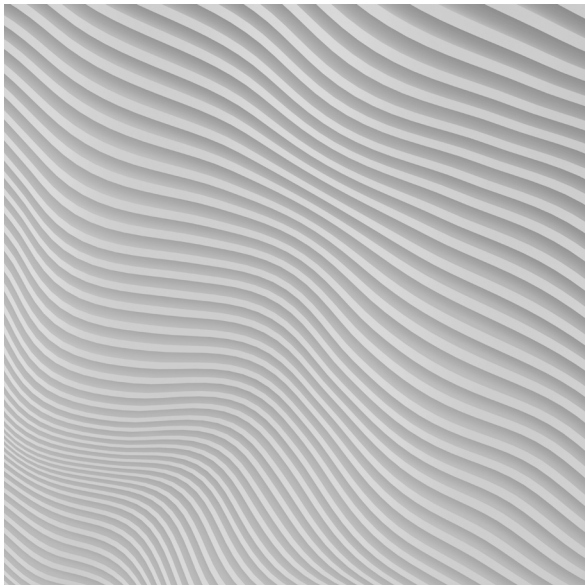
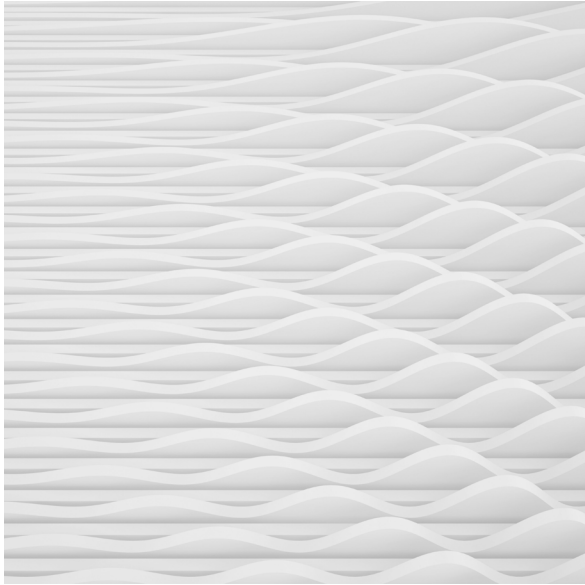
# IMAGERY

Dark



# IMAGERY

Light

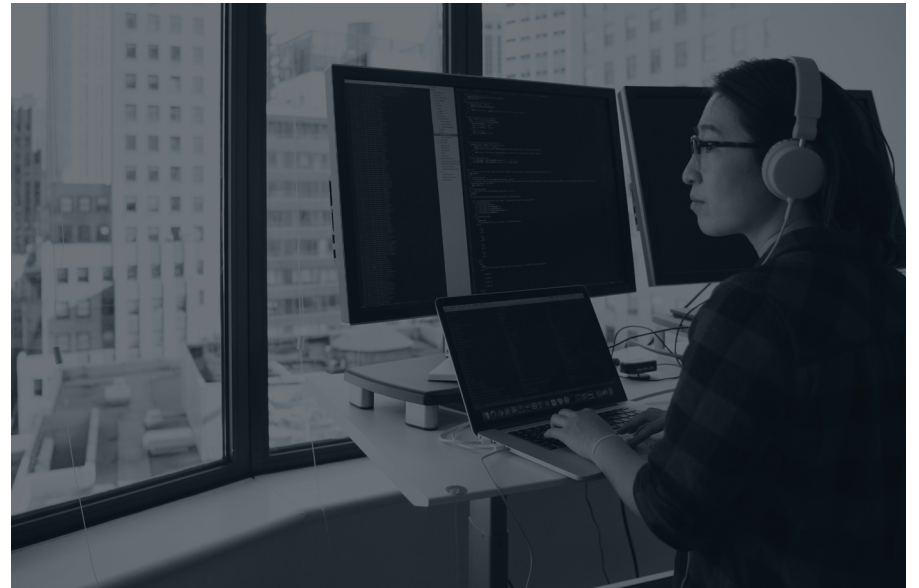




# PHOTOGRAPHY

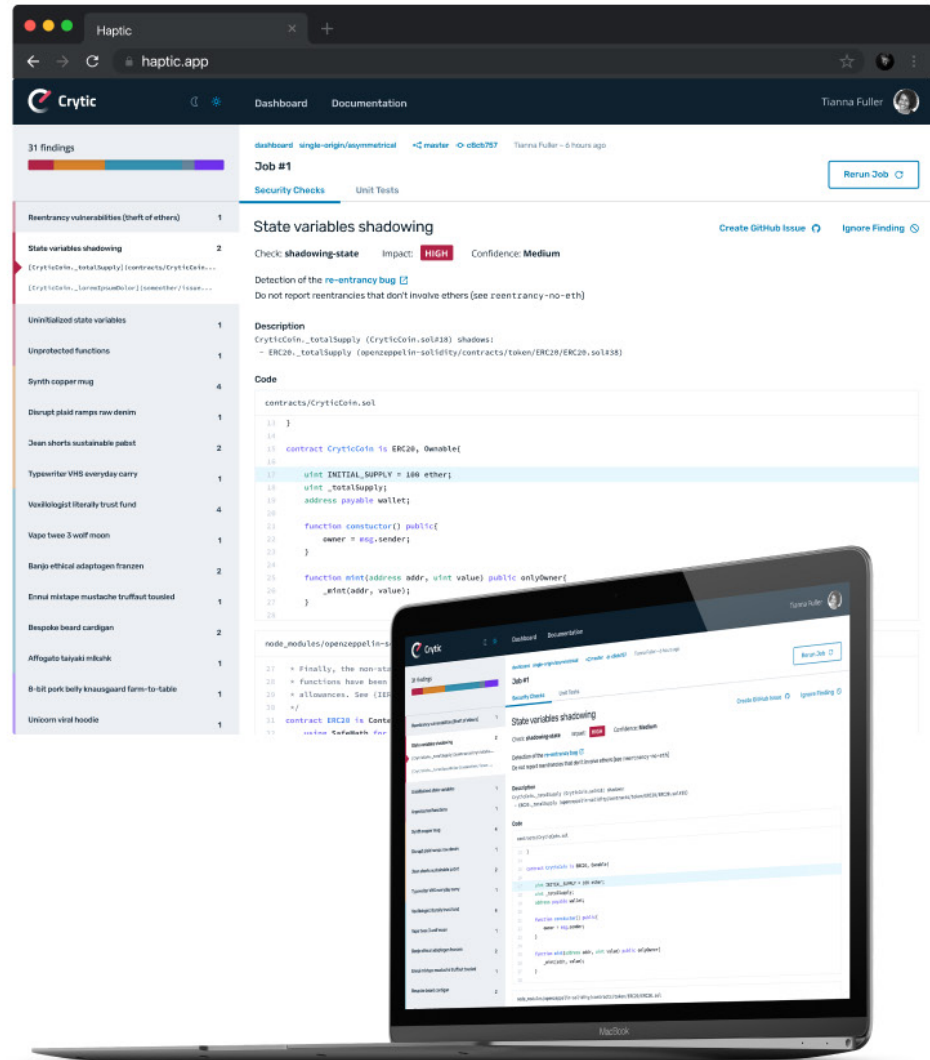
## General Style

Overlay: Layer 1: Dark Grey & Color Overlay 100%, Layer 2: 60% Dark Grey



# PHOTOGRAPHY

## Product Presentation





# PHOTOGRAPHY

Blog/Informal

