Brand Guidelines

February 2025

Sandfly Security™

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UI Snippet
Product landing
Website
Posters
Social
Hat
Hoodie
Stickers

Logo

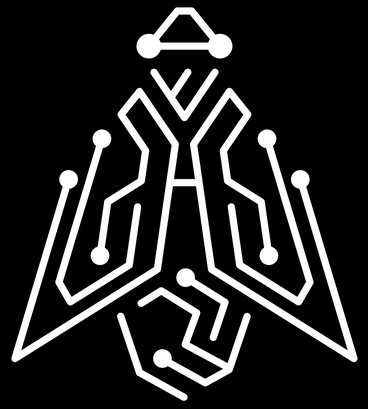
1.0

The Sandfly Security logomark features a stylized sandfly designed with circuitry elements, symbolizing technology and precision. Paired with a clean, sans-serif typeface, the logotype reinforces a modern and secure brand identity.

Sandfly Security®

1.1 Full Master Logo

The updated logo encompasses all the character of the original, retaining its essence while refining its form for greater clarity, versatility, and modern application.



1.2 Master Logomark

The updated logo mark has evolved from the original, preserving its core identity while refining its form for a more contemporary and adaptable application across all brand touchpoints.

1.3 Abbreviated Logo

Provided at client’s request. It consists of the logomark and an abbreviated logotype.
This version is recommended for use only once there is significant brand recognition.

The proportions and relationship between the logomark and the logotype has been carefully designed and considered and should never be altered.

1.4 Stacked Logo

The stacked logo consists of the logomark and and logotype.

The proportions and relationship between the logomark and the logotype has been carefully designed and considered and should never be altered.

1.5 Safe Zone

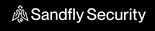
The safe zone is defined by the x-width of the letterforms, ensuring clear space around the logo for optimal visibility and impact.

1 MASTER - 28PX AND ABOVE

2 MEDIUM - W13PX TO W28PX

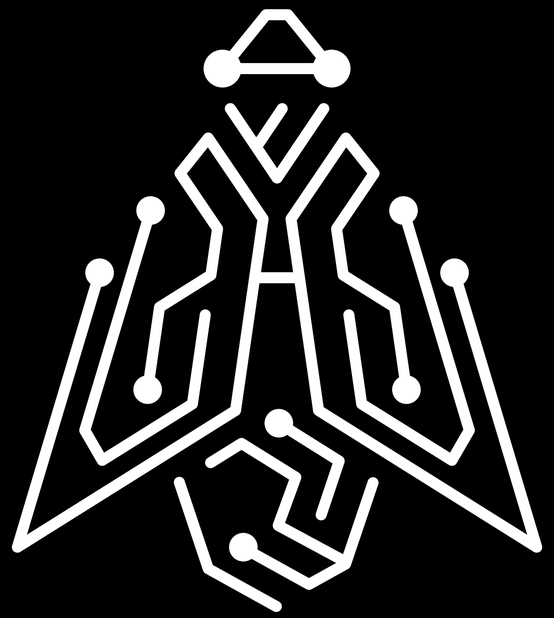
OPTIMAL USE IN PRODUCT

3 SMALL - W13PX AND BELOW



1.6 Logo Scaling

To maintain clarity and legibility at any size, the logo must be scaled appropriately, using the modified logomarks designed for specific scaling points to ensure optimal performance across all applications.



MASTER

MEDIUM

SMALL

1.7 Optical Alignment

The optical alignment of the logo at different sizes ensures it maintains visual balance and consistency, allowing it to scale seamlessly while preserving its integrity across all applications.

1.8 Colour Variations

The logo colors should always be used as specified to maintain brand consistency, ensuring the logo's visual impact remains strong and recognizable across all mediums

DO NOT APPLY A GRADIENT

DO NOT SKEW/DISTORT

DO NOT ROTATE

DO NOT OPEN LETTER SPACING

DO NOT OVERLAP

DO NOT OUTLINE

DO NOT CHANGE FONT

DO NOT ADD DROP SHADOW

DO NOT ROTATE LOGOMARK

DO NOT USE LOW CONTRAST COLORS

DO NOT USE ON TOP OF TYPE

DO NOT USE LOW CONTRAST COLORS ON IMAGES

1.9 Logo Improper Use

Make sure the logo is legible. Do not alter it. This means do not stretch it, distort it, colour it, use gradients, change the typeface, or add drop shadows.

When in use, it is all about common sense – think about contrast, backgrounds, and use approved colours and lockups.

Colors 2.0

The Sandfly Security color palette conveys a strong sense of trust, with a sprinkling of playful energy.

Sandfly Black

#000000
RGB 0/0/0
CMYK 60/60/40/100
PANTONE Black 6 C

Sandfly White

#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Visibility Teal

#21F4DB
RGB 33/244/219
CMYK 39/0/22/0
PANTONE 332 C

Detection Blue

#91D0FF
RGB 145/208/255
CMYK 38/4/0/0
PANTONE 291 C

Sandfly Slate Black

#2B2B2E
RGB 43/43/46
CMYK 48/29/26/76
PANTONE 425 C

Sandfly Dark Grey

#C3C4C9
RGB 195/196/201
CMYK 13/9/10/27
PANTONE Cool Gray 5 C

Sandfly Light Grey

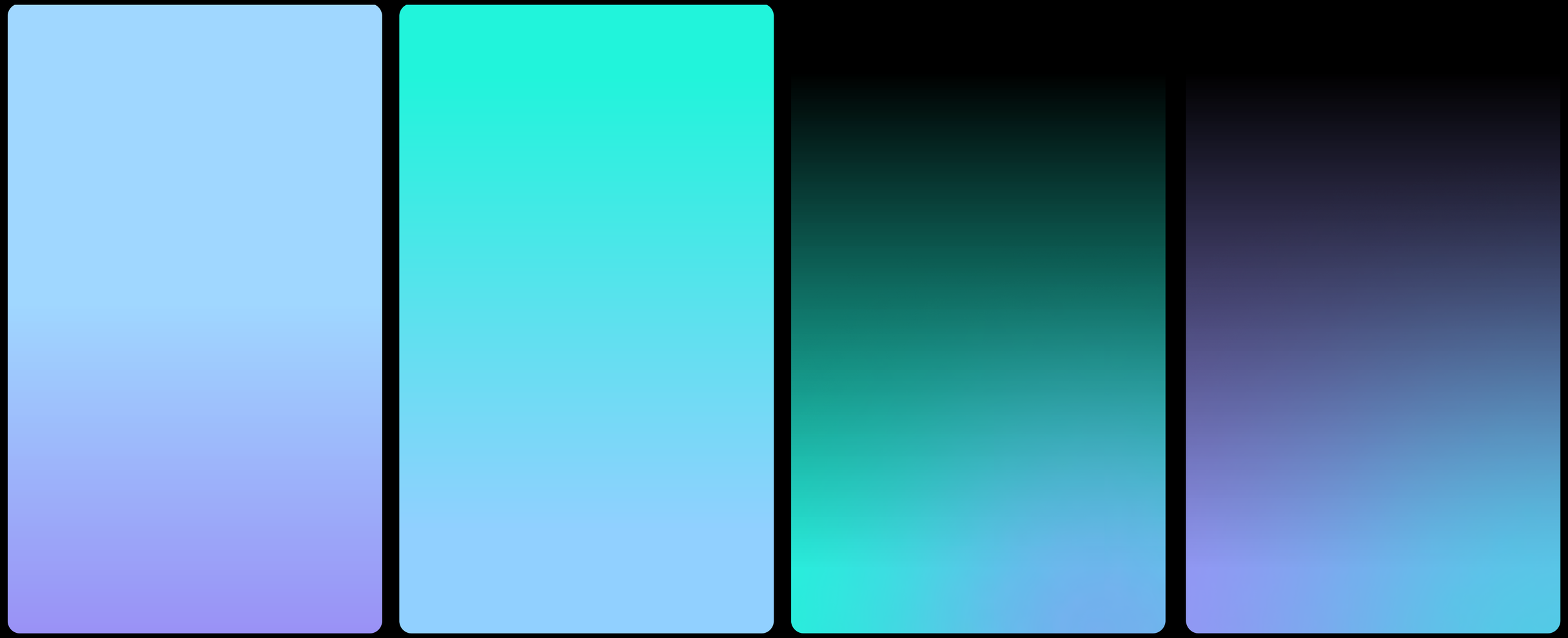
#E8E9EC
RGB 232/233/236
CMYK 4/2/4/8
PANTONE Cool Gray 1 C

Responsive Purple

#9992F5
RGB 153/146/245
CMYK 40/44/0/0
PANTONE 2645 C

2.1 Colour Family

When printing, PMS/spot colors are the recommended option. (C = coated)



2.2 Gradients

VISIBILITY TEAL

DIGITAL WHITE

DIGITAL DARK GREY

VISIBILITY TEAL

BLACK

DIGITAL DARK GREY

2.3 Logo Colour Usage

Preferred color logo usage on dark and light backgrounds.

Typography 3.0

ABCDEFGHIJKLMNOQRSTUVWXZY
abcdefghijklmnoqrstuvwxzy
0123456789

3.1 Inter

The primary font is Google font Inter.

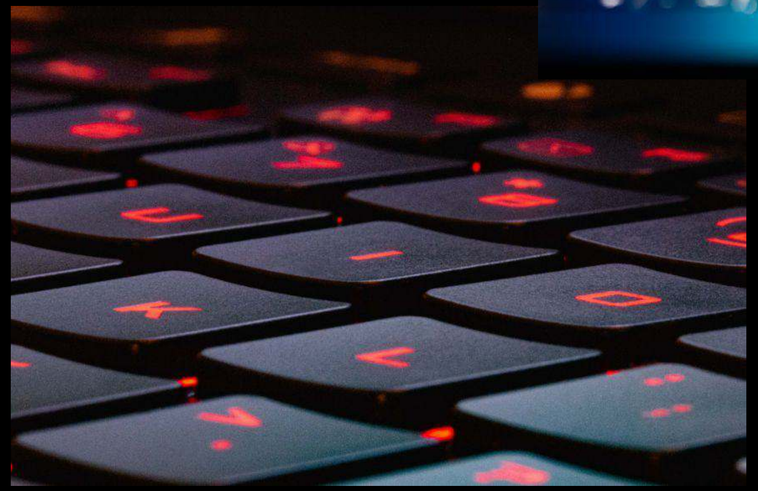
ABCDEFGHIJKLMNOQRSTUVWXZY
abcdefghijklmnoqrstuvwxzy
0123456789

3.2 IBM Plex Mono

Accent font is IBM Plex mono is used for typography accents and secondary titles.

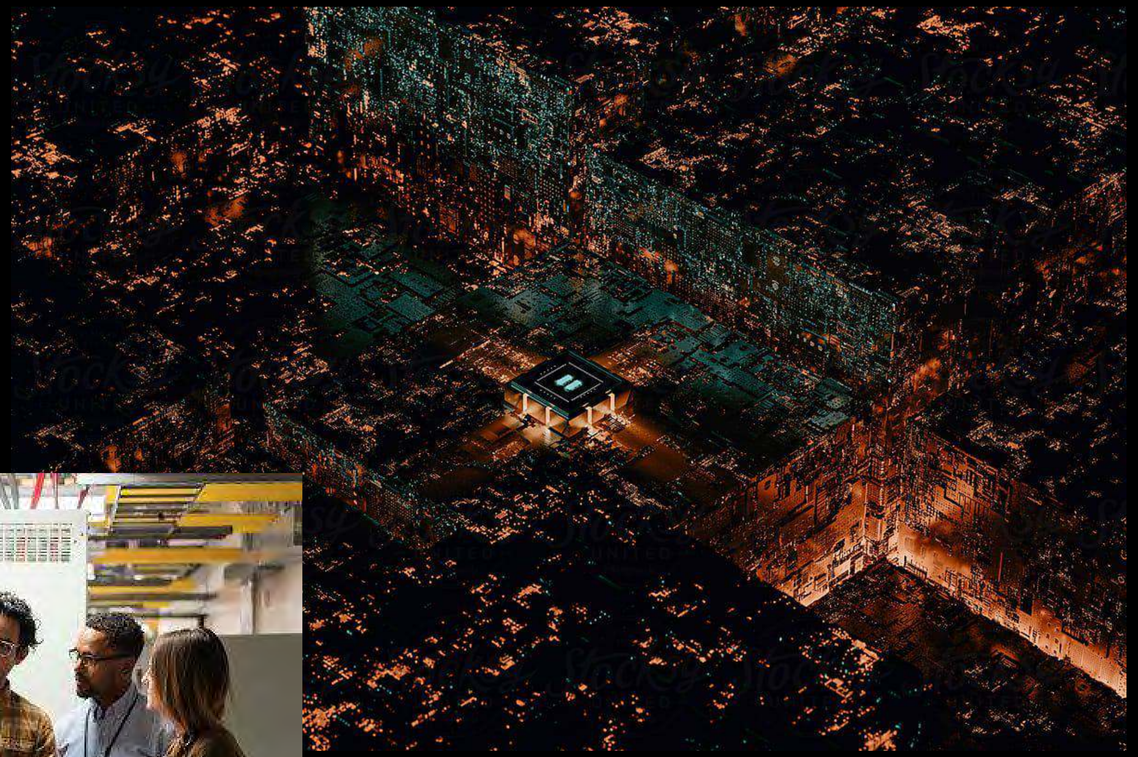
Brand Photography 4.0

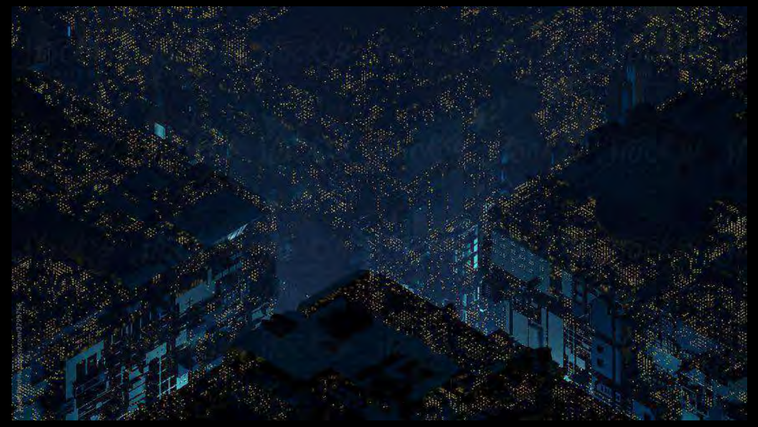
Sandfly Security brand photography uses a mix of industry related, energetic abstract imagery, and a strong use of UI abstractions and device mock-ups.



4.1 Free to Use

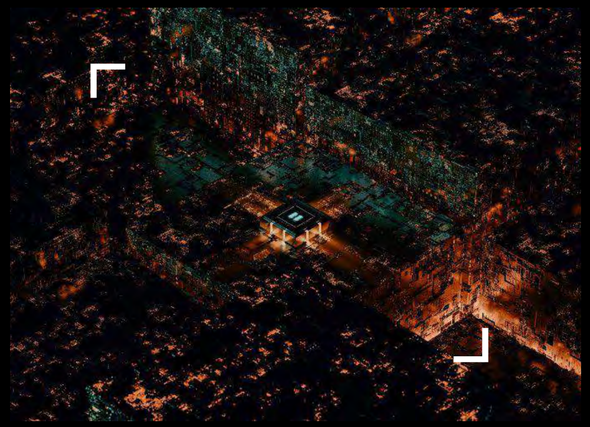
Free to use imagery can be found on Pexels or Unsplash.





4.2 To be Purchased

Imagery can be purchased via Stocksy or Getty.



4.3 Image Treatment

Imagery can be applied in abstract ways, to act as a pattern or background. Combined with graphic devices and mock-ups, they add visual intrigue while teaching the audience about the functionality of Sandfly Security.
Imagery can be purchased via Stocksy or Getty.

Brand System 5.0

Engaging typographic treatments are used as a device to explain key messaging, strengthening the core Sandfly Security business proposition of Linux intrusion detection and incident response.

5.1 The Black Hole Effect

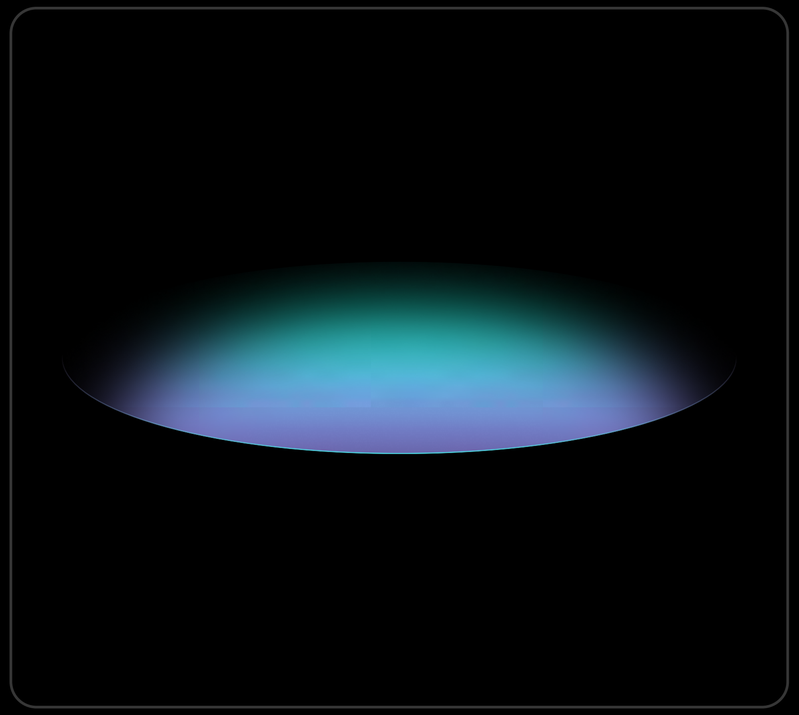
Gradient shape blurs with sharp, defined cuts should be used to highlight key content, adding a bold and dynamic contrast. These elements can be placed behind reversed-out text to enhance readability and impact. Use them sparingly, primarily for headline copy, to maintain a refined and intentional aesthetic.

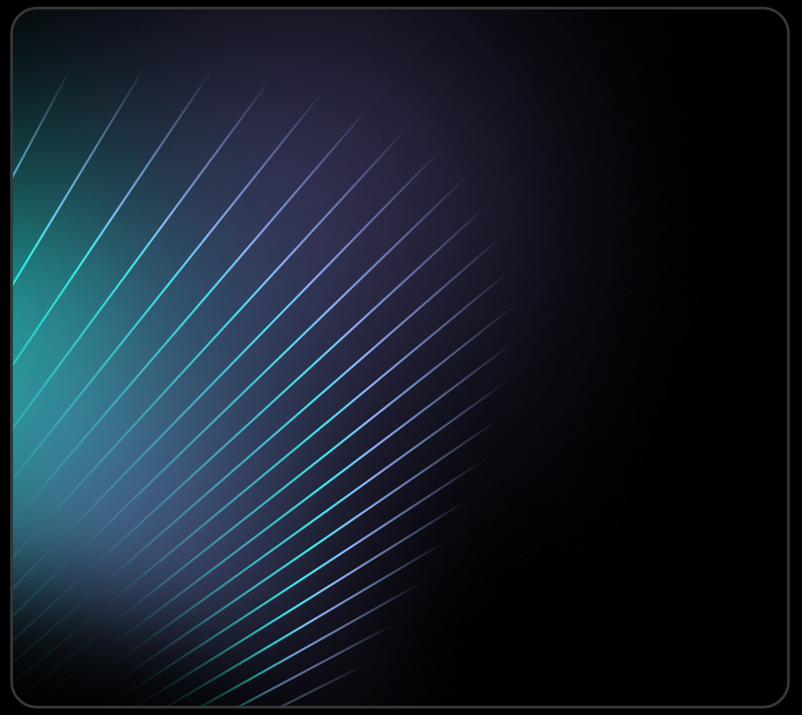
5.2 Convergance

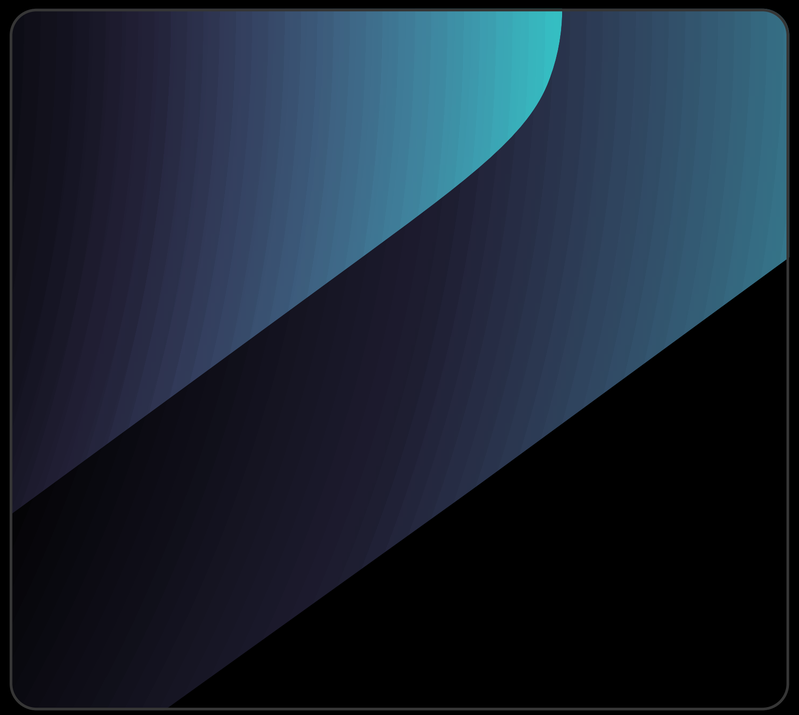
Experts in Linux
intrusion detection

5.3 Highlighting

Brand gradients can be used for highlighting specific key content. These can be applied behind reversed out text to reveal the copy. These should be used sparingly and mostly for appropriate headline copy.

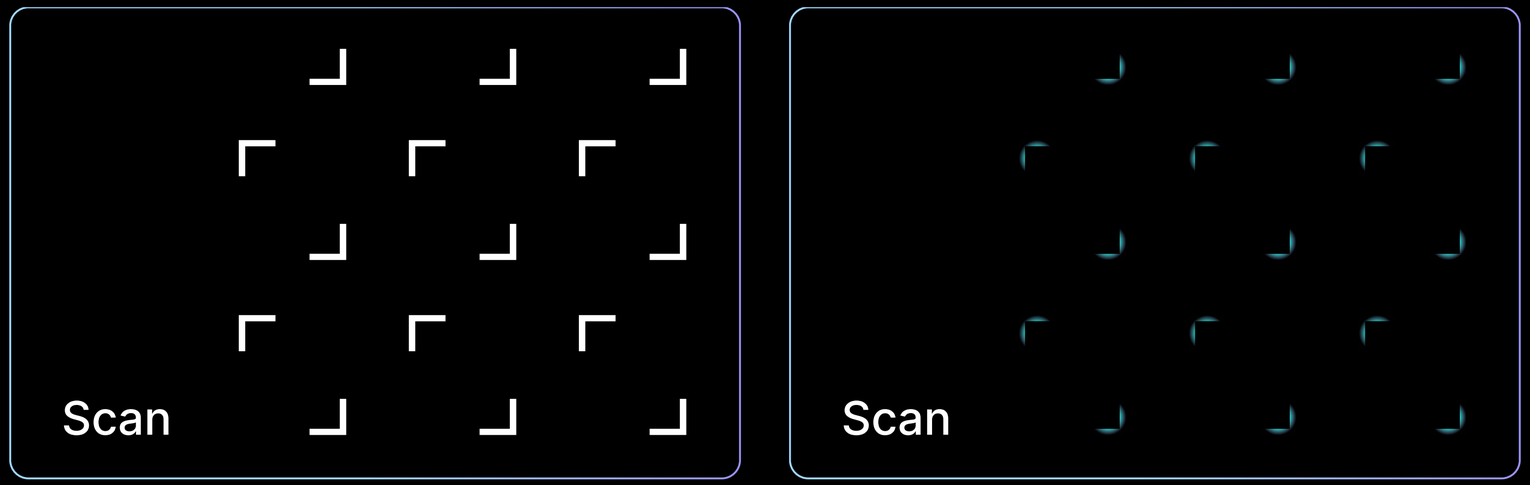






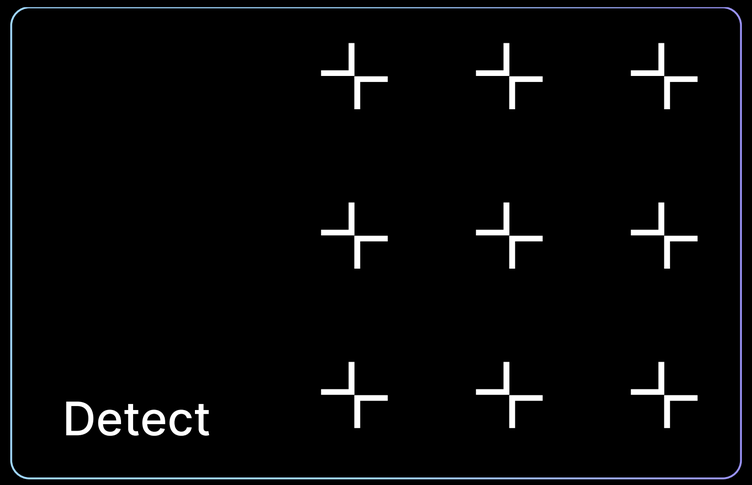
5.4 Graphic asset library

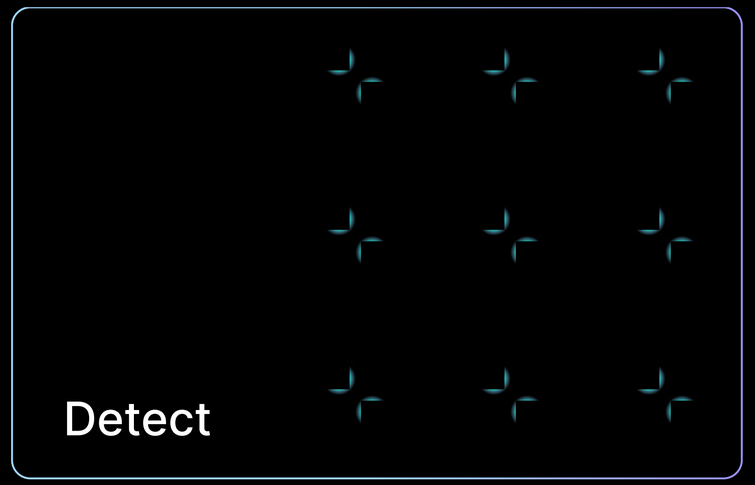
The brand assets are crafted from a dynamic interplay of blurred gradients and lines, creating a sense of depth, movement, and modernity that complements the core visual identity.

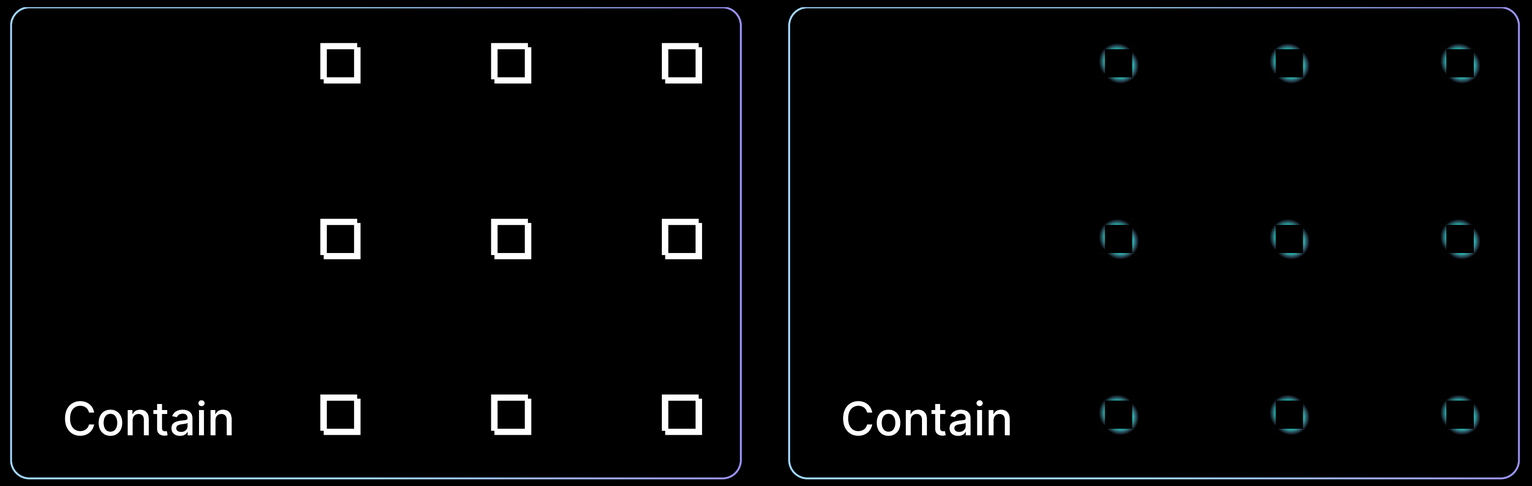


5.5 Secondary Graphic Device

The Sandfly identity includes a series of flexible graphics to quickly rationalize and demonstrate the software's core functionality in a simplified way. These right-angled shapes, like miniature sandflies, scan the area in search of intruders. To represent detection, two sandflies will come together forming a target shape. Finally, these form a square to demonstrate they have contained the security breach.

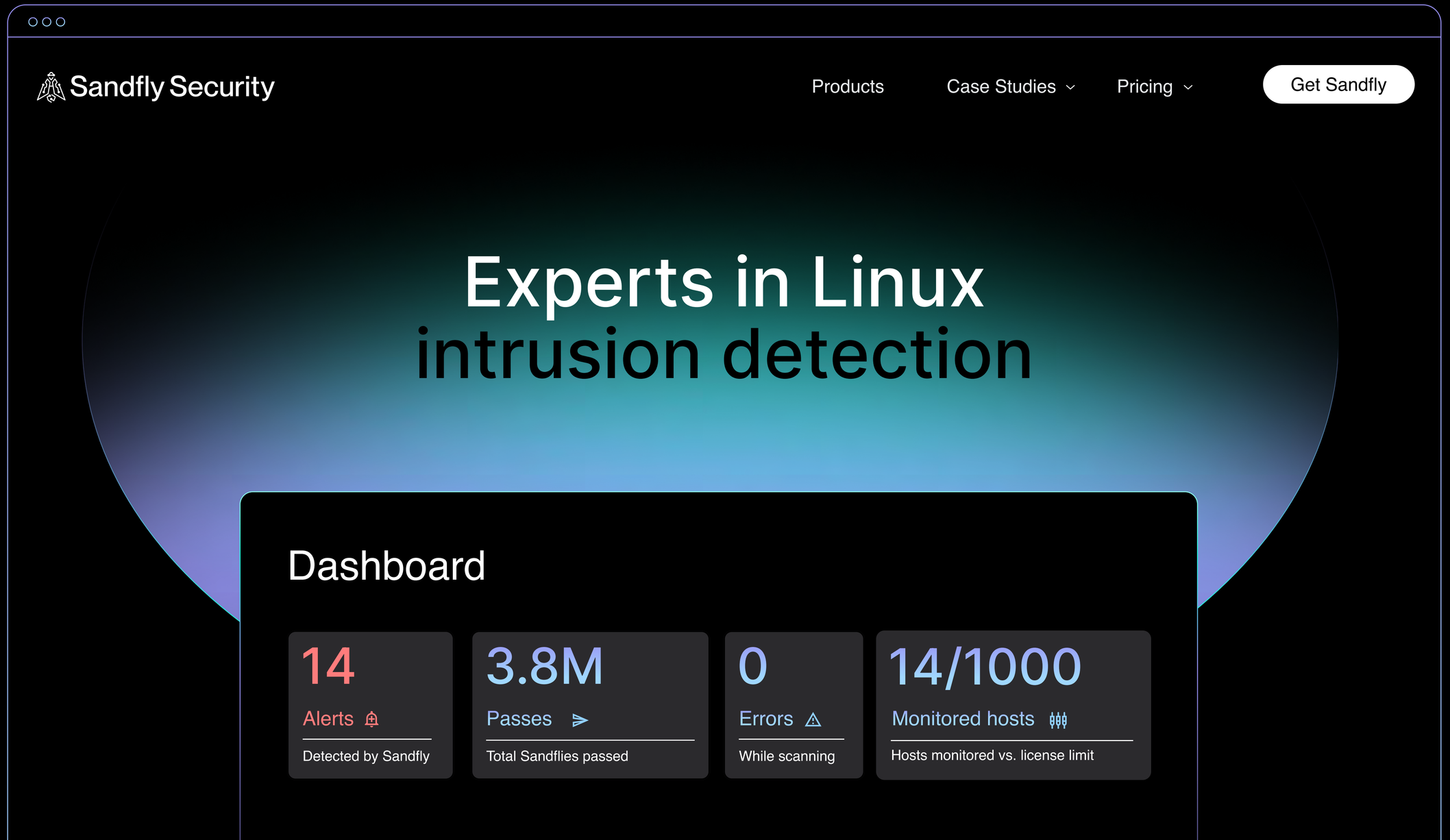

Detect

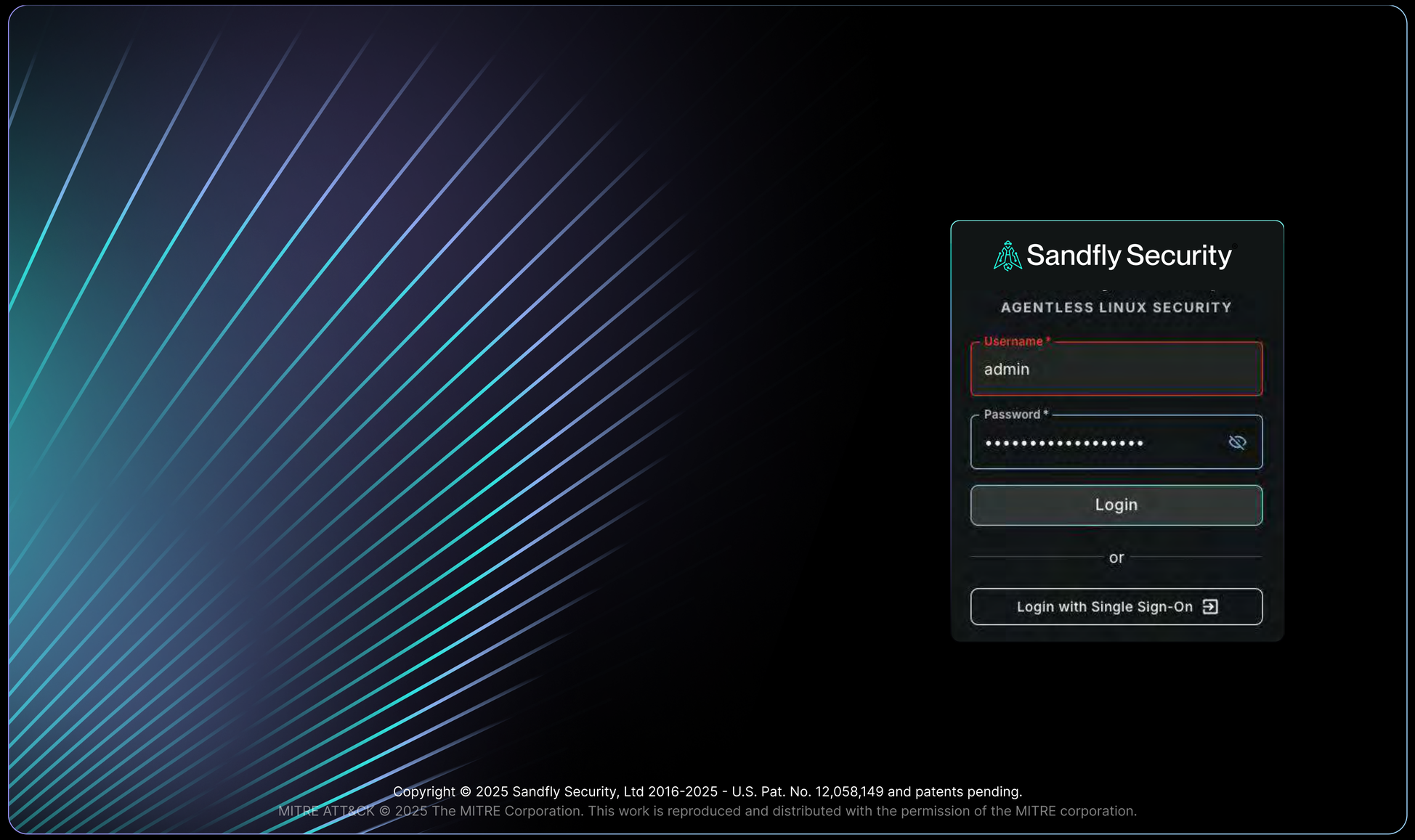

Detect


Contain
Contain

Brand Execution 6.0

The following pages show the combination of the brand elements across various executions.


Sandfly Security
Products
Case Studies
Pricing
Get Sandfly
Experts in Linux intrusion detection
Dashboard
14
Alerts
Detected by Sandfly
3.8M
Passes
Total Sandflies passed
0
Errors
While scanning
14/1000
Monitored hosts
Hosts monitored vs. license limit



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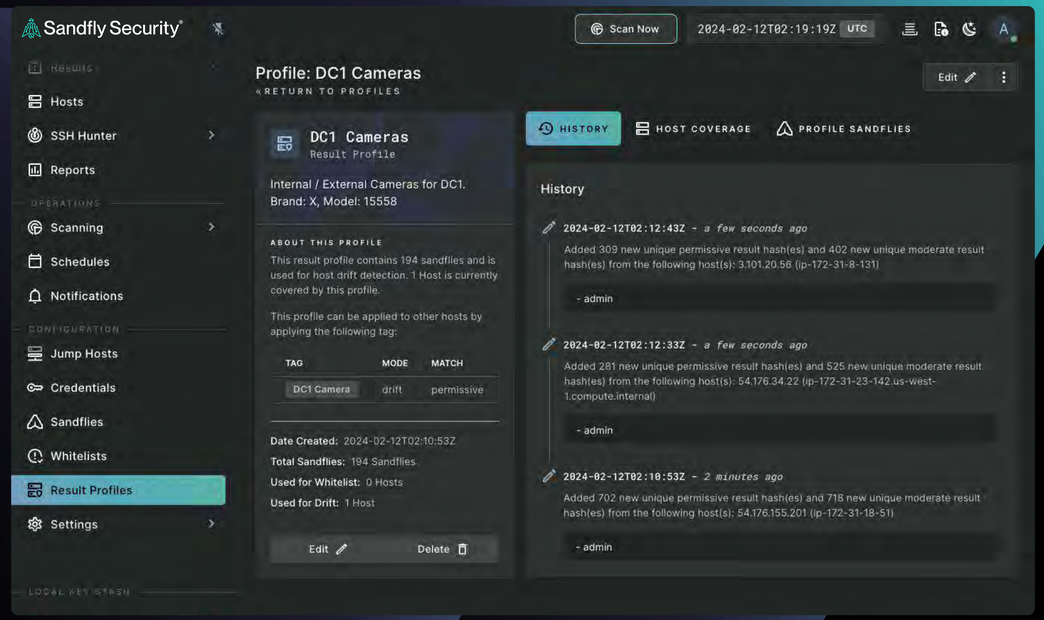
Products Case Studies Pricing Get Sandfly

Linux® Security Without Endpoint Agents

Trusted on critical infrastructure globally, Sandfly delivers agentless Linux EDR with no endpoint agents and no drama.

Learn more



01.

Agentless Linux Security

Instant depolyment without comprpomising stablility or needing endpointagents

02.

Threat detection

03.

Widest Linux coverage

04.

SSH Key and Password Monitoring

05.

Drift Detection

Linux Intrusion Detection
& Incident Response

Sandfly is a purpose-built platform to protect Linux systems of all flavors and footprints. We're Linux experts committed to helping you find intruders, malware and compromise , safely, efficiently.

Sandfly Security

sandflysecurity.com

Linux intrusion detection & incident response built by experts, for experts

Craig Rowland
Founder & CEO

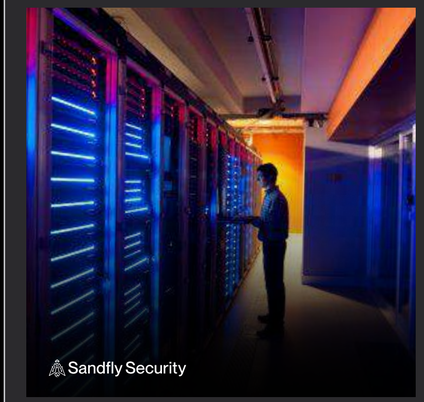
Linux Intrusion Detection
& Incident Response

Sandfly Security

sandflysecurity.com

Find attacks other solutions miss without deploying endpoint agents

Sandfly Security



Linux intrusion detection & incident response built by experts, for experts

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Thanks for following our guidelines

For files or further direction, please contact
jacob.carrington@sandflysecurity.com