

BRAND GUIDELINES

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digicert®

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Do it right

Our values are our identity. Our identity is our brand. Our brand is our livelihood.

There is nothing more important than protecting our brand. That means exemplifying our values in everything we do and in every interaction we have. Everywhere. Every time.

Our values

WE TAKE CARE OF OUR CUSTOMERS AND OUR PEOPLE.

Our success is built on trust. Trust is built through relationships. That's why people—whether they buy from us or work for us—must always be the central focus of our creativity.

WE DO WHAT'S RIGHT FOR DIGITAL SECURITY.

Our reputation is defined by our words and actions. What we create must reflect what we believe. We do what we say. We say what we mean. And we always strive for the greater good.

WE INNOVATE TO SOLVE PROBLEMS.

Innovation without purpose is meaningless. We lead the industry by looking ahead and tackling big challenges. When we create, we don't settle for "good enough." There's always a better way.

Our logo is our signature

The presence of the DigiCert logo ties our brand to our content, and vice versa. Because it's the most visible and recognizable symbol of our brand, it's absolutely vital to make sure the logo is always used appropriately and in a way that accurately and positively reflects our core values.

Where's the "blade"?

It's gone.

Why?

1. Practically, it competed with our name mark, which is where we want to build recognition and create retention.
2. It also required a larger footprint in layout and made our name harder to read at a glance.
3. Visually, the graphic wasn't very clear. Without explanation, it was merely ornamentation.
4. Part of valuing innovation is being open to evolution, growth and change.

digicert[®]

Logo spacing and sizing

An important element of the DigiCert logo is the negative space around it. To determine the appropriate amount of space use the height of the DigiCert "d" on all sides of the logo. The minimum size to print the logo is 1^{1/4"}.



Logo color

The DigiCert logo may be displayed in the following colors: DigiCert blue, white and black.

digicert[®]

digicert[®]

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Incorrect logo use



Do not display the logo on a color that does not provide sufficient contrast.



Do not display the logo on a non-brand color background.



Do not display the DigiCert logo on a complex photo.



Do not use pixelated, or low resolution files when displaying the logo.



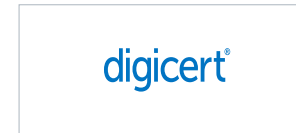
Do not place type over the DigiCert logo.



Do not add effects to the logo, including drop shadows, gradients, etc.



Do not rotate or skew the logo.



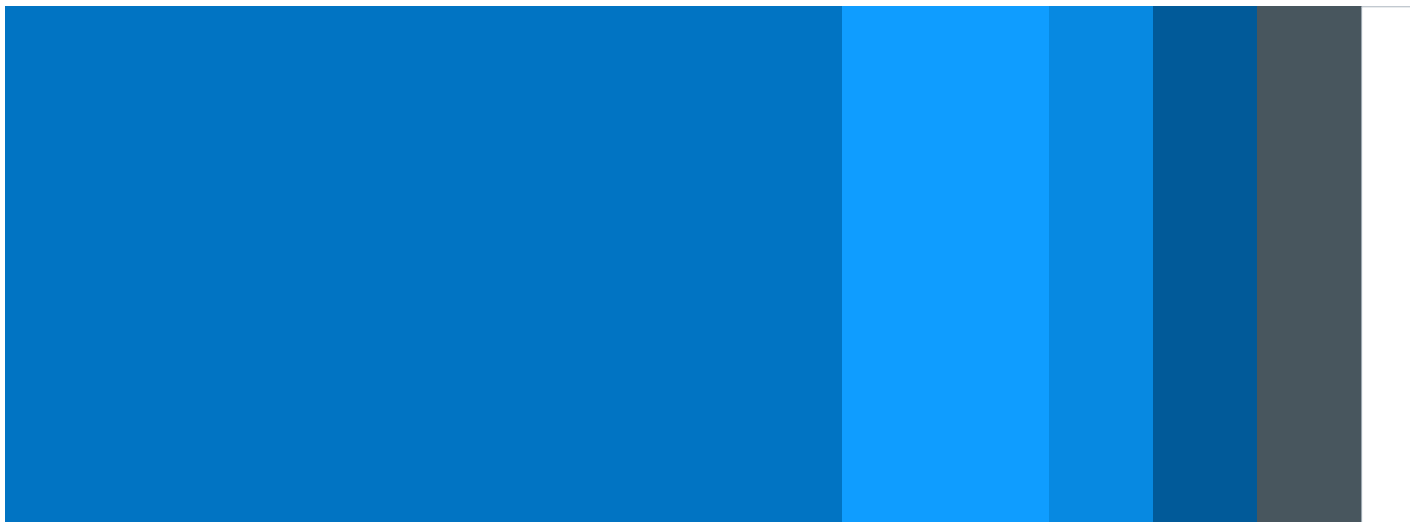
Do not squish or stretch the logo.

Blue

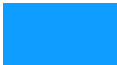
We are a blue company.

It's not just preference, either. In color theory, blue represents trust. It subconsciously broadcasts that we're knowledgeable, experienced, stable and professional. DigiCert blue, in particular, expresses a sense of vibrancy, energy and simplicity that mirror our core values.

Below is our color palette. Embrace it. It's our history and our future. The larger the bar (and the further to the left), the more prominently that color/shade should be featured in design.



DigiCert primary color palette

	DigiCert Blue	Pantone 3005U	Hex #0174C3	R: 1 G: 116 B: 195	C: 86 M: 51 Y: 0 K: 0
	Electric Blue	Hex #0F9DFF	R: 57 G: 157 B: 255	C: 69 M: 31 Y: 0 K: 0	
	Light Blue	Hex #0789E1	R: 7 G: 137 B: 225	C: 77 M: 40 Y: 0 K: 0	
	Dark Blue	Hex #015A99	R: 1 G: 90 B: 153	C: 97 M: 69 Y: 13 K: 1	
	DigiCert Gray	Hex #48565E	R: 94 G: 108 B: 117	C: 66 M: 49 Y: 43 K: 14	
	White	Hex #FFFFFF	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0	

Secondary colors should be used intentionally and specifically (green for action, yellow for warnings, red for cautions, etc.).

	Green	Hex #62B54E	R: 98 G: 181 B: 78	C: 66 M: 4 Y: 96 K: 0	
	Yellow	Hex #FFB546	R: 255 G: 181 B: 70	C: 0 M: 33 Y: 82 K: 0	
	Red	Hex #D9482F	R: 217 G: 72 B: 47	C: 9 M: 87 Y: 93 K: 1	

DigiCert gray palette

	Black	Hex #000000	R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90
	900	Hex #334147	R: 51 G: 65 B: 71	C: 78 M: 61 Y: 55 K: 44
	800 (DigiCert Gray)	Hex #48565E	R: 94 G: 108 B: 117	C: 66 M: 49 Y: 43 K: 14
	700	Hex #5E6C75	R: 94 G: 108 B: 117	C: 66 M: 49 Y: 43 K: 14
	600	Hex #707E86	R: 112 G: 126 B: 134	C: 60 M: 43 Y: 39 K: 7
	500	Hex #909CA5	R: 144 G: 156 B: 165	C: 47 M: 32 Y: 29 K: 0
	400	Hex #ABB6BF	R: 171 G: 182 B: 191	C: 33 M: 22 Y: 18 K: 0
	300	Hex #C1CBD3	R: 193 G: 203 B: 211	C: 24 M: 14 Y: 12 K: 0
	200	Hex #D2DCE3	R: 210 G: 220 B: 227	C: 16 M: 8 Y: 6 K: 0
	100	Hex #E9EEF1	R: 233 G: 238 B: 241	C: 7 M: 3 Y: 3 K: 0
	0	Hex #E2E2E0	R: 226 G: 226 B: 224	C: 10 M: 7 Y: 9 K: 0

Typography

We use a combination of fonts to create a clear contrast between headlines and body copy and establish a logical content hierarchy.

Din Condensed

Use Din Condensed for headlines. Be careful about length. Too much Din can become loud and distracting. As a rule, most good headlines shouldn't exceed seven words. Download font [here](#).

Roboto Light

We chose Roboto because it is readable while still being condensed. This makes it more appropriate for global localization and ideal for a wide variety of print and digital media (unlike Muli, which simply takes up too much space—particularly in languages with a higher character-per-word count).

For web, use only Roboto Light for both headlines and body copy. When neither Din or Roboto are available, use Arial. Avoid using bold or italics to emphasize individual words. Well-written copy should be all the emphasis you need. Download font [here](#).

**DIN CONDENSED
HEADLINES**

Roboto Light for headlines

Roboto Light for body copy. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus accumsan finibus nibh, eu sagittis enim fringilla eget. Ut vel eros neque. Nam nec sollicitudin purus, id varius mauris. Suspendisse malesuada leo elementum auctor vehicula. Donec eget leo ac augue rhoncus rhoncus.

Typography examples

DESCRIBING DIGICERT

25 WORDS

From the industry's most trusted and respected high-assurance certificates, to innovative tools and solutions—DigiCert is the uncommon denominator in SSL, IoT and PKI solutions.

50 WORDS

DigiCert is the industry's premier provider of high-assurance certificates, trusted by the world's top companies to secure billions of transactions every day. From innovative management tools, to developing new solutions for the post-quantum age, DigiCert is the uncommon denominator in SSL, IoT and PKI solutions.

100 WORDS

DigiCert is the industry's most trusted and widely respected provider of high-assurance certificates, trusted by the world's top companies to secure billions of transactions, worth billions of dollars, every day. For good reason. Since their founding almost two decades ago, DigiCert has been committed to doing what's right for the internet, putting people ahead of technology, and constantly searching for a better way to solve tomorrow's most challenging problems. From innovative tools to make the certificate process faster and easier to manage, to security solutions for the post-quantum computing age, DigiCert is the uncommon denominator in SSL, IoT and PKI solutions.

Comparing a managed PKI service to an on-premise solution

Alternatively, organizations can use a managed PKI service, which delivers PKI capabilities on demand. A managed service dramatically reduces the burden on the enterprise while ensuring scalability and availability. Policies, operational processes, and certificate management can be handled by the service provider.

A managed service can also scale more easily to the growing needs of the business. To scale an on-premise solution, organizations must often install separate instances of the software, requiring more hardware, backup, disaster recovery, and other infrastructure. The cost of deploying PKI using a managed PKI service is

Assumptions

The following cost analysis is based on a three-year time-frame, with one-time costs occurring in the first year. All amounts are in U.S. dollars and are based on publicly available U.S. General Services Administration (GSA) Advantage pricing. Professional services costs are based on industry averages for comparable services. The number of seats/certificates used in the analysis is 1,000 — representing an average enterprise deployment.¹

The number of seats/certificates used in the analysis is 1,000 — representing an average enterprise deployment.¹

The benefits of DigiCert PKI Platform

DigiCert PKI Platform is a hosted solution enabling complete management of digital certificates (issue, revoke, renew, escrow keys, view status, run reports) for authentication, encryption, and digital signing. Using the platform, organizations can establish a robust PKI and CA system without the cost and time-to-market burden of on-premise PKI deployment.

Leading organizations, government agencies, and digitally connected communities choose our PKI Platform because it delivers:

- **Lower total cost of ownership:** Organizations drastically reduce up-front capital investments and ongoing IT personnel costs for PKI.
- **Fast deployment:** DigiCert enables organizations to deploy PKI rapidly to employees, customers, business partners, web services applications and network devices.
- **Seamless integration:** DigiCert PKI Platform can integrate into many organizations' existing architecture without expensive custom programming.

SOCIAL MEDIA FAQs

1 Q: Who is DigiCert?

A: DigiCert is the world's leading provider of TLS/SSL and PKI that provides identity, authentication, and encryption solutions for the web and the Internet of Things (IoT). We are also expanding our solutions to related fields, like security for blockchain via our DigiCert Labs research & development efforts.

2 Q: What is an SSL/TLS certificate?

A: SSL stands for Secure Sockets Layer and, in short, it's the standard technology for keeping an internet connection secure and safeguards any sensitive data being sent between two systems, preventing others from reading and modifying any information transferred, including potential personal details. TLS (Transport Layer Security) is an updated, more secure, version of SSL.

3 Q: What type of certificates do you

A: We sell Business and Basic TLS/SSL as Code Signing, Document Signing, certificates. Our certificates are used in use cases. In addition to certificate security solutions and the industry management platform.

4 Q: Do you sell to SMBs?

A: Yes, we offer a full range of solutions to meet small shops to enterprise needs.

The Universal Plot Structure

Regardless of whether you're creating a case study video or a short film, sticking to a basic plot structure will help to streamline the story.

The hook (exposition):

Establish a compelling reason for the viewer to keep watching. It might be a bold statement, a question, setting up a problem, or establishing a scene that resonates with your viewer.

The connection (rising action):

Establish an emotional connection with the audience's wants, interests and/or needs. Show how you're offering value or solving a problem they face.

The turn (climax):

Pay off that emotional connection in a tangible, meaningful, believable way.

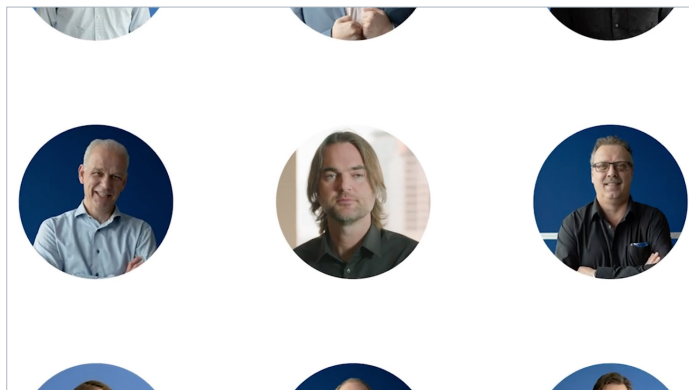
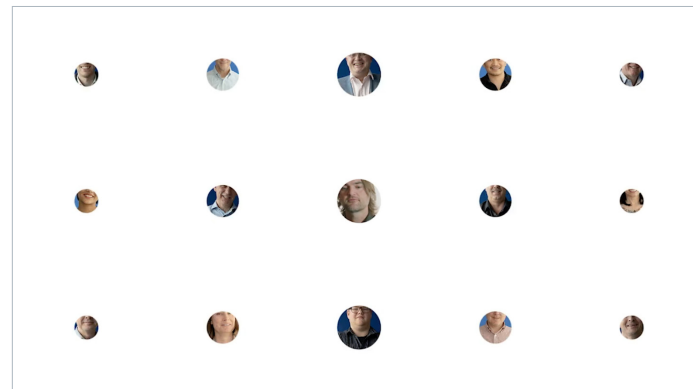
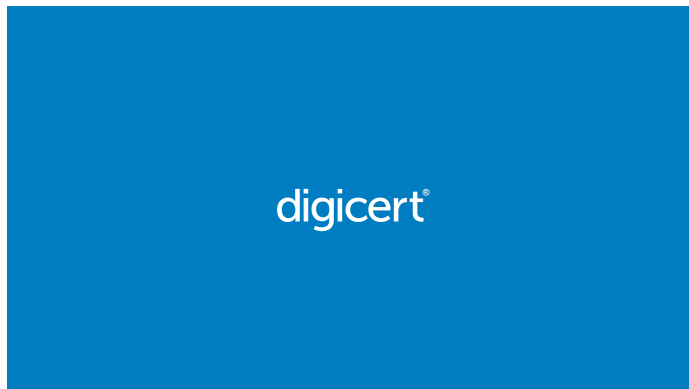
The invitation (resolution):

Give the viewer a simple action to take.

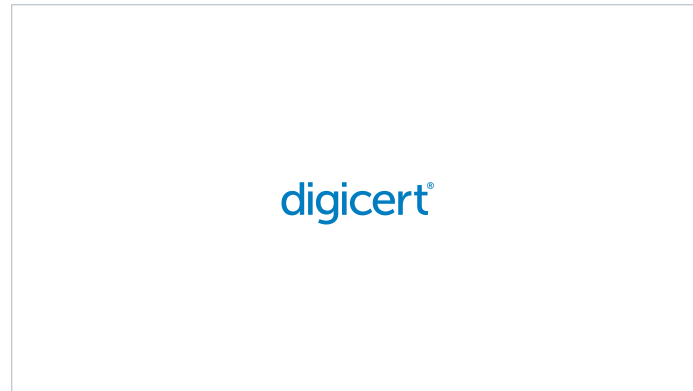
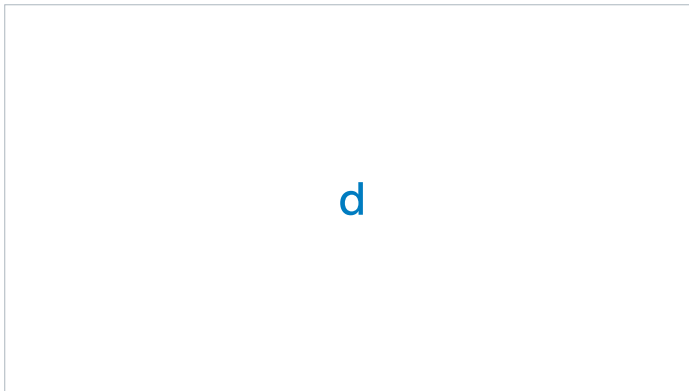
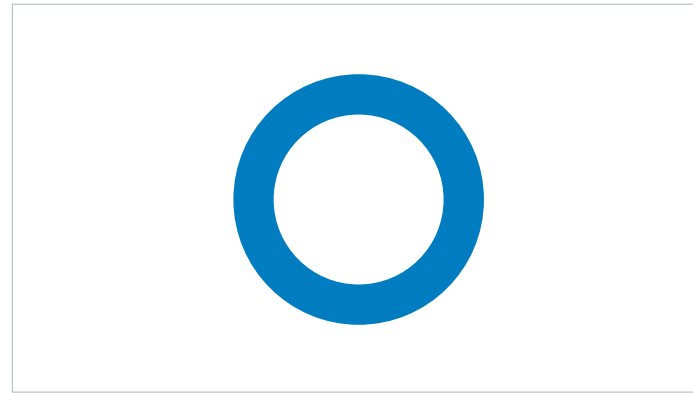
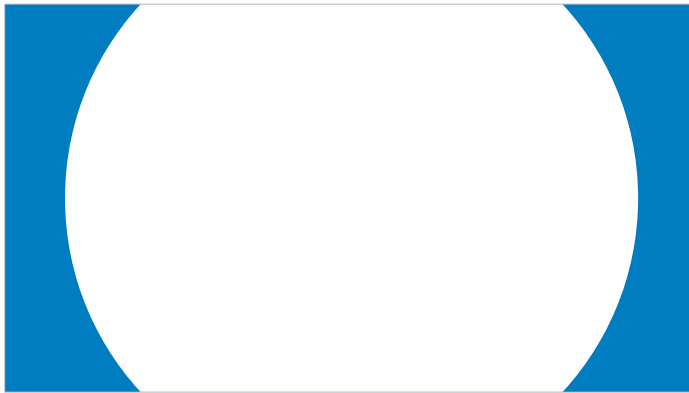
Brand It with Bumpers

It's important to tag our videos with a consistent intro and outro sequence (bumpers). This helps to train viewers to recognize our branded content, differentiates our videos from sound-alike competitors, and allows us to own our content no matter where it might be played.

Intro bumper



Exit bumper



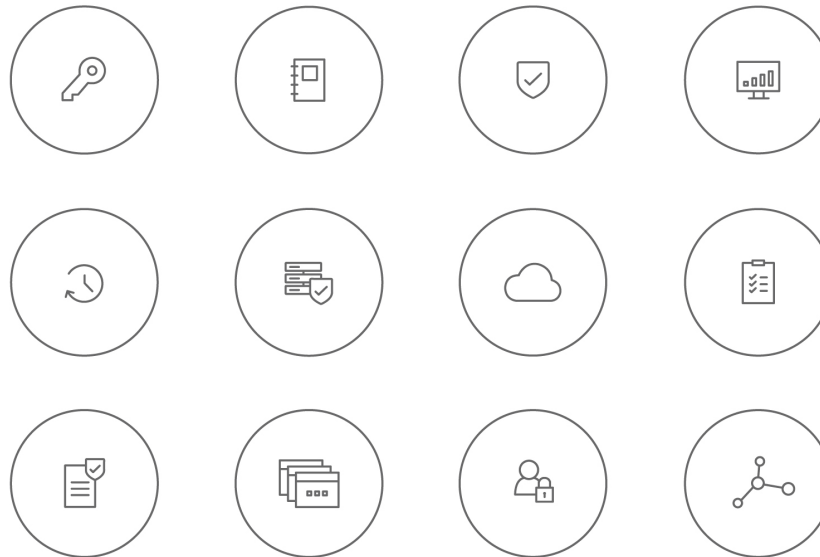
In summary: always use the brand bumpers (which is particularly easy if you follow process and involve the brand team in your production). Here's who to contact: askbrand@DigiCert.com

Some traps to avoid

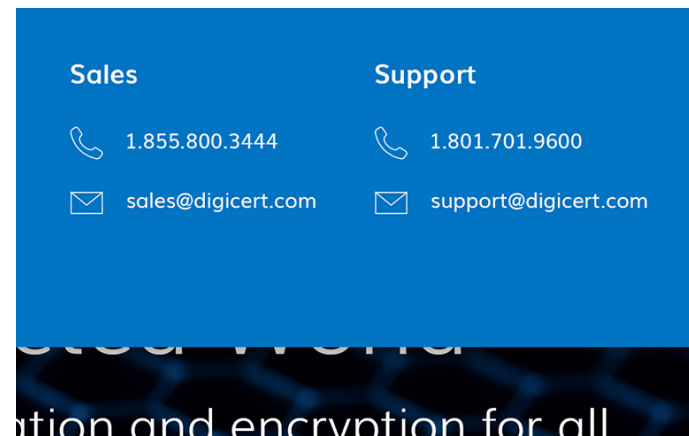
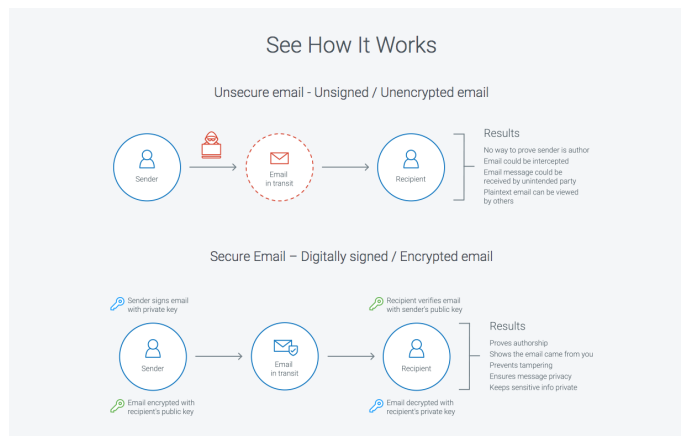
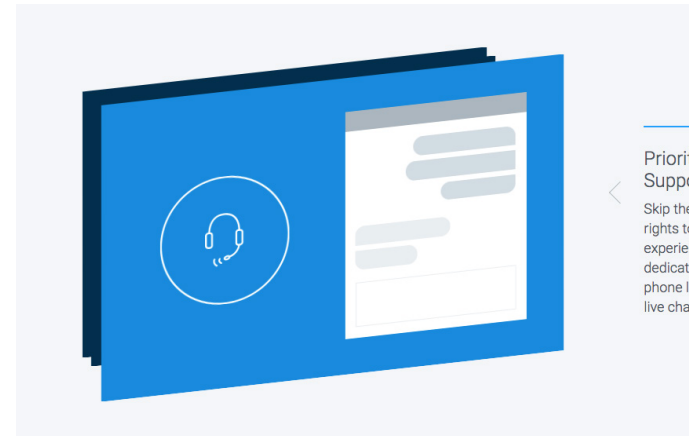
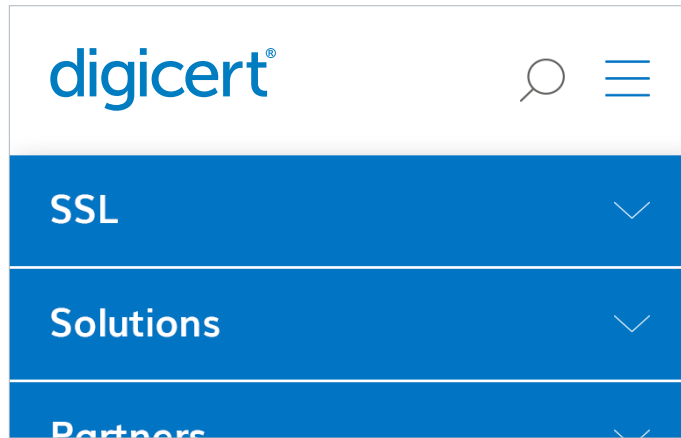
- 1 **People:** Generally, adding people to a video adds complexity (and cost) and makes for a more difficult execution.
- 2 **Animation:** Animation can be a great tool, but if it isn't executed well it can derail a project. Additionally, never, ever animate humans. Leave that to Pixar.
- 3 **The “talking head” interview:** Seated interviews are boring, overused and difficult to edit. There is almost always a better way.
- 4 **Humor:** It isn't easy to be funny, and going after the joke can often get in the way of the story. If you aren't 100% sure you can pull it off, it isn't worth the risk.
- 5 **Asking your video to do too much:** It can be tempting to try to make a video “everything to everyone,” but that almost always results in an end product that does little for anyone.
- 6 **Getting too close to your content:** Self-editing is hard, but making a good video requires ruthless streamlining. No matter how much you love something, if it doesn't drive the story forward, it needs to be cut.
- 7 **Imitation, rather than inspiration:** It's okay to be inspired visually or tonally by someone else's work, but be careful that your video doesn't come off as an imitation. It's not a good look.
- 8 **Close enough—or never close enough:** Cutting corners to meet budget or time constraints always seems like a good idea at the time, but will unequivocally come back to bite you in the end. Conversely, too much perfectionism can take all the character out of your video.

Illustrative icons

Illustrative icons are used for aesthetic appeal more so than functionality. These icons should be used to help illustrate ideas in a simple way. Below is a sampling of illustrative icons that have been used in print and web. These icons may be interactive (change color on hover), but are not functional.



Icon use examples



“Un” as a Positioning Tool

As part of the DigiCert organization, we invite you to make an effort to use the term “Uncommon” where you might otherwise use words like different, new, improved, changed, or better. By framing messages in a common vs. uncommon way, we naturally help our customers understand the value of our brand, products and services. This same common vs. uncommon construct is perhaps even more useful in helping internal groups define uncommon roadmaps, messages, training, products and services that will be unique and therefore better for our business.

Getting the Tone Right

As an idea, the Uncommon Denominator is a humble brag. At times we will use claims like leading, largest, or most trusted, but we temper those absolutes by signing off with the Uncommon Denominator. Even the official campaign line that anchors us in our categories has a tempering effect.



**SSL AT CHECK-OUT.
PKI AT CHECK-IN.**

Secure your data with the uncommon denominator in SSL, IoT and PKI solutions

[See how](#)

digicert



**SECURE ON SITE.
SECURE IN THE PATIENT.**

Secure your data with the uncommon denominator in SSL, IoT and PKI solutions

[See how](#)

digicert



**FROM TICKET.
TO TURBINE.**

Data travels safely with the uncommon denominator in SSL, IoT and PKI solutions

[See how](#)

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How to Use “The Uncommon Denominator” Externally

The official line is:

The Uncommon Denominator in TLS/SSL, IoT and PKI solutions. The order of the terms isn't by accident, as what we do in TLS and IoT are PKI-based solutions. Do not adjust the order of the words or alter the line without the express permission of the DigiCert Brand Team.

New Boilerplate:

At DigiCert, finding a better way to secure the internet is a concept that goes all the way back to our roots. That's why our certificates are trusted everywhere, millions of times every day, by companies across the globe. It's why our customers consistently award us the most five-star service and support reviews in the industry. And it's why we'll continue to lead the industry toward a more innovative and secure future. In SSL, IoT, PKI, and beyond—DigiCert is the Uncommon Denominator.

Headline Samples:

These headlines use a construct to connect the more common (TLS) to the uncommon things we enable (PKI, IoT). Not all headlines must use this construct, but it is effective in messaging across all of our products.

- From ticket to turbine, we're the Uncommon Denominator in TLS/SSL, IoT and PKI solutions.
- From SSL at check-out to PKI at check-in, we're the Uncommon Denominator in TLS/SSL, IoT and PKI solutions.
- From on the website to in-the-patient, we're the Uncommon Denominator in TLS/SSL, IoT and PKI solutions.
- From a common technology to uncommon applications.
- From now to next.
- Secure your data with the Uncommon Denominator in SSL, IoT and PKI solutions.

Campaign Copy Blocks in Use: (here as inspiration and guidance)

From check-out to check-in. The world's most trusted brands choose DigiCert TLS/SSL certificates to secure everything online. And when those customers connect in person, DigiCert secures the data in that experience, too. And there's nothing common about that.

From ticket to turbine. There's a difference between making a connection and making every connection. Our SSL and IoT solutions can encrypt and authenticate data any time it's on the move, across any network, every time. So it always arrives safely—and you do too.

From passcode to pacemaker. We've adapted the encryption technology trusted to secure online patient records to now protect connected IoT and medical devices. Because with so much online today, there's even more on the line tomorrow.

Encryption is common. Making it easy isn't. With DigiCert CertCentral, we've developed smart tools and lifecycle management platforms to make it easy to manage the scale, complexity and immediacy of keeping your business protected.

Everyone needs encryption. But the world's most trusted companies choose DigiCert to secure billions of transactions every day. Why? Because when your reputation is your livelihood, an uncommon approach makes all the difference.



Extending “Un/common” to Build Our Brand

One way to make the investment in this campaign yield a higher return is to extend and increase our use of “Un” in other ways. This creates a positioning cadence where each use is amplified. This is not required, but recommended. Use your best judgment and properly pace each “Un” for your audience. Here are some examples of other “Un” words and possible supporting statements you can use:

- 1** **Un/compromising (instead of “no compromise”)**
In a world pushing the minimum viable product, we take an uncompromising approach to deliver solutions that push the industry forward.
- 2** **Un/common (instead of “better or best”)**
Everyone has customer service and support. DigiCert has more 5-star reviews than everyone else combined.
- 3** **Un/complicated (instead of the overused “simple”)**
Standard PKI management platforms are complicated. DigiCert’s PKI platform takes the complexity out of managing even billions of connected devices.
- 4** **Un/precedented (instead of listing a dollar amount)**
We didn’t just invest in infrastructure. We made an unprecedented investment in the industry’s most advanced hyper-converged infrastructure.
- 5** **Un/expected**
Everyone expects secure transactions. No one expects a perfect track record of securing billions of transactions every day.

6

Un/conventional

Anyone can sell a security certificate today. We're building certificates for the post-quantum-age.

7

Un/daunted

Where most companies see problems, we're actively working to create solutions before they happen.

8

Un/wavering

Seated interviews are boring, overused and difficult to edit. There is almost always a better way.

9

Un/usual

We're not your standard tech company. We're the company other tech companies trust to keep their data secure.

