

anchore

Brand Guidelines

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SECTION 2

Logo

Logo

Anchore Logo

Anchore's logo is the unique graphic symbol that distinguishes the brand from all others. Use of the logo, typography, and color should follow the guidelines within this document so that Anchore presents a consistent image to its various audiences.

Mark

The shorthand mark is a representation of what Anchore provides: stability in a fluid world. It uses the same elements as the standard logo—modularity, stability, and fluidity—but in an abbreviated format. The Anchore mark should only be used to complement the full logo and should not be used in any context where the full logo is not seen first.



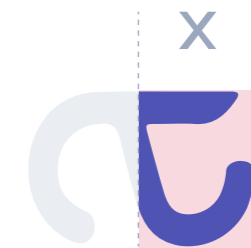
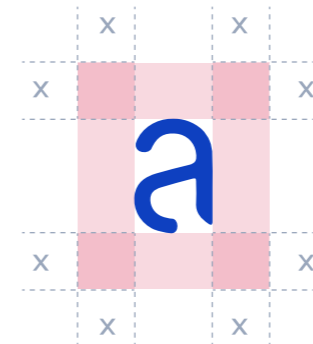
Space & Size

Clearspace

To maintain the integrity of the Anchore identity, keep a fixed amount of open space around the entire logo to help it stand out. An appropriate clearspace for the logo is equal to half the height of the “a” (marked as x in the diagram)

Minimum size

For readability, do not scale the logo or shorthand mark below these minimum sizes. The standard logo should be no smaller than 72px wide. The shorthand mark should be no smaller than 12px wide.



x = one half the height of “a”

anchore
72px

a
12px

Logo Colors

Colors

The logo displayed in Anchore Blue, Black, or Soft White to provide appropriate contrast in each context. Anchore's logo is used primarily in its Anchore Blue format when on white or a very light color background. A Soft White logo may be used on a medium to dark colored background. A black logo can be used in a black and white only setting.



anchore



a



anchore



a



anchore



a

Logo Usage

Usage

Maintain the visual integrity of the Anchore logo by avoiding these and any other modifications.



anchore

✘ Don't change color or grayscale the logo



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✘ Don't skew the logo



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✘ Don't make the logo transparent



🌀 Developers

✘ Don't combine the logo mark with other words or symbols



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✘ Don't change the font weight or add an outline to the logo



anchore

✘ Don't add the logo over backgrounds where it won't be legible



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✘ Don't crop or hide a portion of the logo



anchore

✘ Don't add shadows or effects to the logo



anchore

✘ Don't rotate the logo

SECTION 3

Colors

Colors

Primary

Color is a key piece to any brand. Anchore aims to use color intentionally to help communicate a message, a mood, and a meaning. Each brand color can be used at varying opacity, never less than 50%, and following an acceptable Color Combination. Anchore Blue is the primary brand color. Darkmode Blue is reserved for dark backgrounds.



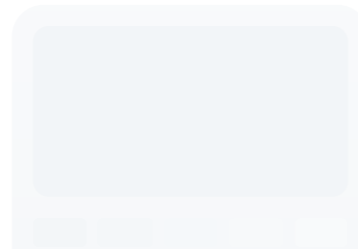
Anchore Blue

HEX: #0E40C0
RGB: 14, 64, 192
CMYK: 100, 83, 0, 0




Black

HEX: #0F131F
RGB: 15, 19, 31
CMYK: 82, 74, 57, 75



Soft White

HEX: #F2F5F8
RGB: 242, 245, 248
CMYK: 4, 2, 1, 0

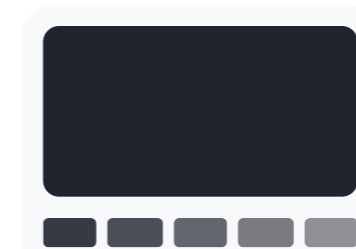


Darkmode Blue

HEX: #3E66CD
RGB: 62, 102, 205
CMYK: 88, 63, 0, 0


Gray

Gray shades are used for backgrounds, text, and other elements that don't require color. Anchore relies on grays and white for the majority of design to allow colors to stand out.



Darkmode Black

HEX: #20242E
RGB: 32, 36, 46
CMYK: 79, 71, 56, 65



Dark Gray

HEX: #333742
RGB: 51, 55, 66
CMYK: 76, 68, 52, 48



Slate Gray

HEX: #9AA7BC
RGB: 154, 167, 188
CMYK: 41, 29, 16, 0



Pure White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Accent Colors

Accent Light

Accent colors are used sparingly to create variation, focus attention, or differentiate items. They should not be used as background colors for paragraph text or for the text itself. Accents are used with varying opacity, never less than 50%.



Accent Darkmode


Accent Darkmode colors are used in dark mode settings on Background Black.



Gradient Colors


Gradients

Gradient colors are used as background colors only. Individual gradient stops are used for sequential or diverging data sets and diagrams. Blue-Blue has a set direction of 135deg. All other gradients use either 180deg or 0deg.



Blue - Yellow

POSITION: 0%	POSITION: 100%
OPACITY: 100%	OPACITY: 100%
HEX: #B3D0E1	HEX: #FEDFB1




Blue - Orange

POSITION: 0%	POSITION: 100%
OPACITY: 100%	OPACITY: 100%
HEX: #B3D0E1	HEX: #E9C3AF




Frost White

POSITION: 0%	POSITION: 100%
OPACITY: 50%	OPACITY: 75%
HEX: #F2F5F8	HEX: #F2F5F8



Blue - Green

POSITION: 0%	POSITION: 100%
OPACITY: 100%	OPACITY: 100%
HEX: #B3D0E1	HEX: #B7E4DA



Blue - Purple

POSITION: 0%	POSITION: 100%
OPACITY: 100%	OPACITY: 100%
HEX: #B3D0E1	HEX: #B8A7D4



Blue - Blue

POSITION: 0%	POSITION: 100%
OPACITY: 100%	OPACITY: 100%
HEX: #3E66CD	HEX: #0E40C0

Color Combinations

Blues

Color must be appropriately applied to elements to ensure a minimum required contrast ratio and brand consistency. Below are acceptable color combinations for text and backgrounds. Only use these combinations for text when designing interfaces that require user comprehension.

Soft White on Blue

7.63 : 1 ✓ AA ✓ AAA

Soft White on Blue–Blue

5.33 : 1 ✓ AA ✗ AAA

Soft White on Darkmode Blue

4.81 : 1 ✓ AA ✗ AAA

Color Combinations

Gradients

Color must be appropriately applied to elements to ensure a minimum required contrast ratio and brand consistency. Below are acceptable color combinations for text and backgrounds. Only use these combinations for text when designing interfaces that require user comprehension.

Black on Blue–Yellow

12.18 : 1 ✓ AA ✓ AAA

Black on Blue–Orange

11.31 : 1 ✓ AA ✓ AAA

Black on Blue–Green

12.02 : 1 ✓ AA ✓ AAA

Black on Blue–Purple

10.02 : 1 ✓ AA ✓ AAA

Color Combinations

Neutrals

Color must be appropriately applied to elements to ensure a minimum required contrast ratio and brand consistency. Below are acceptable color combinations for text and backgrounds. Only use these combinations for text when designing interfaces that require user comprehension – Pure White should not be used for text on dark backgrounds.

Soft White on Black

16.93 : 1 ✓ AA ✓ AAA

Soft White on Darkmode Black

14.18 : 1 ✓ AA ✓ AAA

Black on Soft White

16.93 : 1 ✓ AA ✓ AAA

Black on Frost White

17.55 : 1 ✓ AA ✓ AAA

Black on Pure White

18.53 : 1 ✓ AA ✓ AAA

Color Combinations

Don't...

Pure White text on dark backgrounds

✗ Don't use Pure White for text in any situation.

Blue or accent colors for text

✗ Don't use blue or accent colors for text

Accent colors as text background

✗ Don't use accent colors as backgrounds for text.

 Gray over gradient

✗ Don't use accent colors over gradient backgrounds.
Don't use light text over gradients.

Do...

Soft White text on dark backgrounds

✓ Use Soft White text on dark backgrounds.

Black for text headings

✓ Use Black for text on light backgrounds and gradients

Gradient Stops as text background

✓ Use gradient stops for text backgrounds

 Black over gradient

✓ Use dark, light, or brand blue colors for visual elements over gradients. Use Black for text over gradients.

SECTION 4

Typography

Typography

Font Family – Poppins

The relationship between fonts gives a brand its identity and its messages a voice. When used effectively, typography adds an essential dimension and distinctiveness to communications.

Anchore corporate design uses the Poppins font family as its primary typeface. Poppins Regular is used for body copy. Poppins Medium and Semibold are for headlines, subheads, and quotes.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Regular	Every great design begins with an even greater story.
Medium	Design is the silent ambassador of your brand
SemiBold	Good design is obvious, great design is transparent

Web Typography

Web Typography

Web typography is both responsive and adaptable to account for multi-device experiences. The Anchore brand embraces a disciplined hierarchy of typography to ensure the content is readable, accessible, and attractive on web and print.

Heading 1

Font Size:	80px	Line Height:	76px
Weight:	SemiBold (600)	Letter Spacing:	-5%

Heading 2

Font Size:	68px	Line Height:	68px
Weight:	SemiBold (600)	Letter Spacing:	-4%

Heading 3

Font Size:	48px	Line Height:	48px
Weight:	SemiBold (600)	Letter Spacing:	-4%

Subheading Large

Font Size:	32px	Line Height:	40px
Weight:	SemiBold (600)	Letter Spacing:	-1%

Subheading Regular

Font Size:	24px	Line Height:	32px
Weight:	Regular (400)	Letter Spacing:	0%

Web Typography

Web Typography Continued

Body SemiBold

Font Size: 20px
Weight: SemiBold (600)
Line Height: 28px
Letter Spacing: 0%

Body Regular

Font Size: 20px
Weight: Regular (400)
Line Height: 32px
Letter Spacing: 0%

Body Small

Font Size: 14px
Weight: Regular (400)
Line Height: 18px
Letter Spacing: 0%

Link Medium

Font Size: 16px
Weight: Medium (500)
Line Height: 22px
Letter Spacing: 0%

Link Regular

Font Size: 16px
Weight: Regular (400)
Line Height: 26px
Letter Spacing: 0%

Caption

Font Size: 14px
Weight: Regular (400)
Line Height: 24px
Letter Spacing: 1%

Tabs

Font Size: 14px
Weight: Medium (500)
Line Height: 16px
Letter Spacing: -1%

EYEBROW REGULAR

Font Size: 14px
Weight: SemiBold (600)
Line Height: 24px
Letter Spacing: 5%

EYEBROW LIGHT

Font Size: 14px
Weight: Regular (400)
Line Height: 24px
Letter Spacing: 5%

Web Typography

Web Typography Sample

Text combination sample from anchore.com

Eyebrow

FOR SOFTWARE VENDORS

Heading 1

**Earn customer
confidence.**

Subheader Regular

Ensure the security of software products you
release to customers or host as SaaS.

Link Medium

Request a Demo

Print Typography

Print Typography

Designing for a cross-media experience means typography needs to be both responsive and adaptable. In order to create an equally appealing experience on the web as in print, the Anchore brand embraces a disciplined hierarchy of typography by ensuring the content is readable, accessible, and attractive.

Heading 1

Font Size:	36px	Line Height:	42px
Weight:	SemiBold (600)	Letter Spacing:	-3%

Heading 2

Font Size:	26px	Line Height:	32px
Weight:	SemiBold (600)	Letter Spacing:	-3%

Heading 3

Font Size:	18px	Line Height:	24px
Weight:	SemiBold (600)	Letter Spacing:	-3%

Subheading

Font Size:	14px	Line Height:	20px
Weight:	Regular (400)	Letter Spacing:	0%

Body

Font Size:	12px	Line Height:	16px
Weight:	Regular (400)	Letter Spacing:	0%

Caption

Font Size:	10px	Line Height:	14px
Weight:	Regular (400)	Letter Spacing:	0%

Print Typography

Print Typography Sample

Text combination sample from an Anchore whitepaper.

Heading 1

Highlights

These platforms can be run in-house, through a hosting provider, or obtained from a cloud provider or another vendor.

Subheadline

Heading 2

Multiple Container Platforms

Heading 3

Multiple Container Platforms are Used

Respondents used a median of five container platforms. "Standalone" Kubernetes (that are not part of a PaaS service) is used most often by 71 percent of respondents. These instances may be run on-premises, through a hosting provider, or on a cloud provider's infrastructure.

Body Copy

SECTION 5

Photography

Photography

Photo Usage

Anchore utilizes photography in design to support web based content such as blogs, case studies, web pages, etc. Images should be selected following these guidelines to create consistent, meaningful design.



Avatars

Avatars are used to represent personas, users, or team members – either in their own likeness (e.g. Saïd Ziouani) or abstractly (e.g. DevOps Engineer).

Photography

Lifestyle photography portrays a person or people interacting with objects or others around them. It is Anchore’s primary photography style – as it can effectively communicate humanness, authenticity, and emotion in a digital world.

Still Life

Still life photography is a useful secondary photo style, often used when illustrating general concepts such as containers, security, or automation.



Photography

General Guidelines

While the perfect photo may not exist, these guidelines are meant to help in selecting strong photos. Follow these guidelines as closely as possible, but trust your own eye and intuition when weighing the strength of a photo.

1. Support the content

The primary purpose of an image in design is to support the content. Select photos that engage the user but don't detract or distract from the content within a design. Maintain a consistent theme between the copy, graphics, and images on a page.

2. Focused & harmonious

Focus and harmony apply to photos both in their concept and visually. "What is this photo about?" is easily answered in a well focused image. A harmonious image has visual consistency and directs a user to a single point within the image.

3. Real-world

Use photos of the real, physical world. If you are unsure, ask yourself if the photo would require a design tool to create (e.g. Photoshop), or if you could recreate the photo with just a camera.

4. High quality

Photos should be well lit, in focus, and high quality. Avoid using images with pixelation, visual distortion, or artificial lighting (e.g. colored lights).

Avatars

Avatar Guidelines

Avatar photos are people with a casual to happy expression in casual to semi-formal attire. Look for photos with good contrast between the subject and the background to make background removal easier.

Remove Backgrounds

Avatars representing personas or users should have their background removed and transparent. Stickermule provides a free tool to remove an image background.

Added Color Backgrounds

After the background is removed, the image should be placed on one of Anchore's accent or gradient colors. Avatars are typically displayed as round images, but should also be composed to work in a square format.



Lifestyle

Lifestyle Guidelines

Lifestyle photography captures an individual or group interacting with their environment. These photos are most effective at engaging a viewer with the content the image supports.

Human & Emotive

Photos of humans should retain a human touch. Emotion is one of the most powerful tools in photography. Try to find images that capture an emotion the audience can connect with and that supports the content. Avoid photos that only show a hand or arm or people facing away from the camera.

Authentic & Natural

Avoid staged or overly dramatic photos. While in reality many photos are staged, aim for photos that capture people interacting and positioned in a natural way, in realistic environments.

Inclusive & Diverse

Use photos that include a diverse audience. Especially when working to create a collection of photos (e.g. blogs) ensure that a selected photo complements and continues to diversify the collection.



Still Life

Still Life Guidelines

Still life photographs are a great way to communicate digital concepts such as containers, security, or automation using objects or scenes from the physical world.

Realistic

Photos should be of the real world, without added objects or graphics. Edits are acceptable, but should always enhance – the best edits are not noticeable.

Subject focused

The photo should have a single focal point or subject. In general stay away from repeating patterns, solid surfaces, or abstract spaces. Keep in mind that the subject of a photo does not have to be one-to-one with a title or headline.



Great Photos

Lifestyle



✔ What works: Candid interaction, can see people's faces



✔ What works: Good emotion, candid interaction

Still Life



✔ What works: Focused subject, clean composition



✔ What works: Universal metaphor, Anchor colors

Okay Photos

Lifestyle



- ✔ What works: Tells a story, well lit, genuine interaction
- ✖ What could be better: Photo is an over used stock image

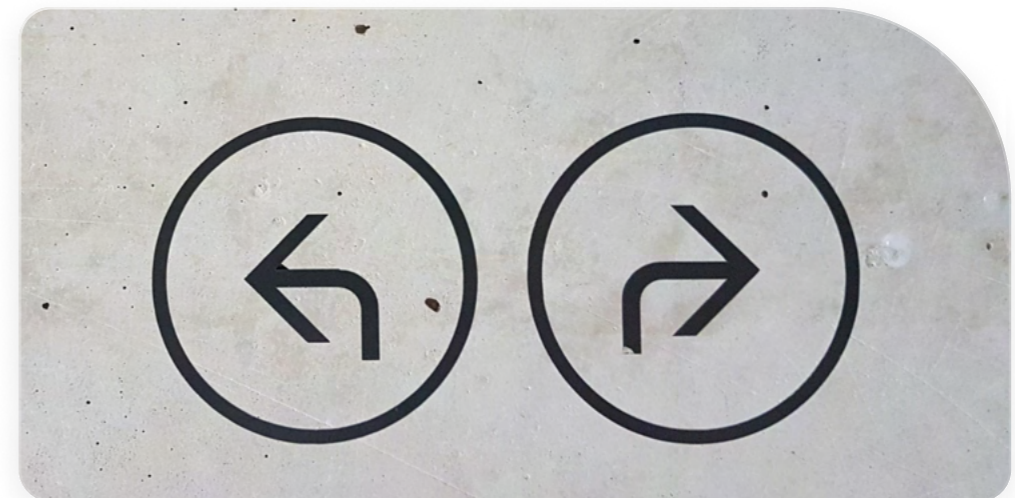
Still Life



- ✔ What works: Double meaning as containers and secure
- ✖ What could be better: Strong color, no single focal point



- ✔ What works: Strong emotion, good composition
- ✖ What could be better: Not well lit, computer may detract



- ✔ What works: Focal point, clear message
- ✖ What could be better: Lacks depth or color, could look like the UI

Bad Photos

Lifestyle



✘ What doesn't work: Majority of photo is blurred

Still Life



✘ What doesn't work: Prominent business logo



✘ What doesn't work: Subject is too small, facing away



✘ What doesn't work: Photoshopped elements

SECTION 6

Graphics

Graphics

Graphics

Promotional graphics for Anchore's web, social media, and ads utilize a combination of text, avatars, and graphical elements to create engaging visuals. These elements loosely represent concepts such as software containers, movement, and connectedness.

Style & Tone

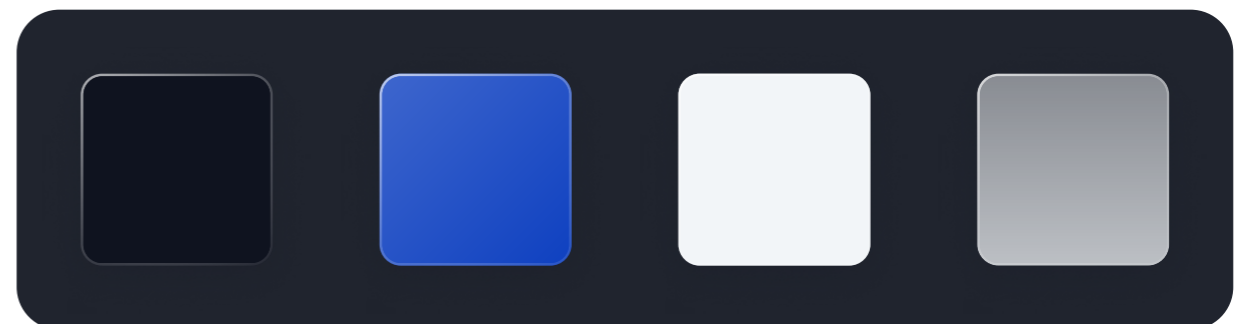
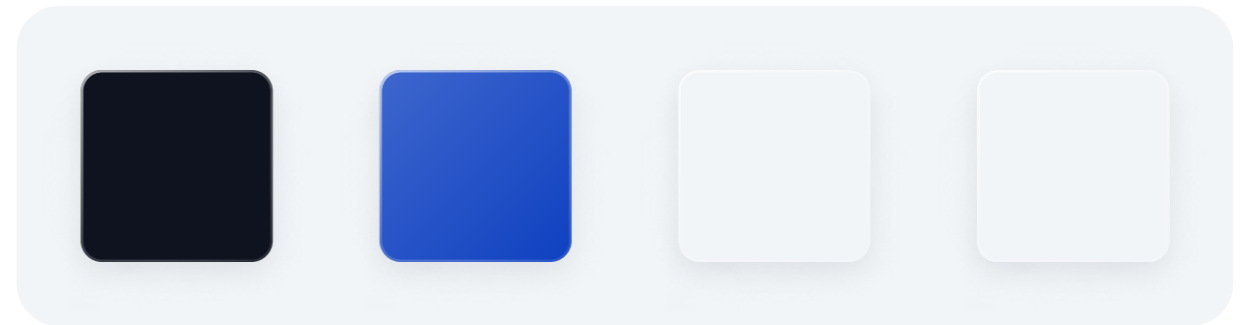
As an extension of Anchore's brand, graphics should come across as disciplined and approachable. Avoid combining colors or elements in an overly dramatic or playful manner. Graphics should focus primarily on security, software supply chain, software containers, integration, and automation.



Rectangles

Rectangles

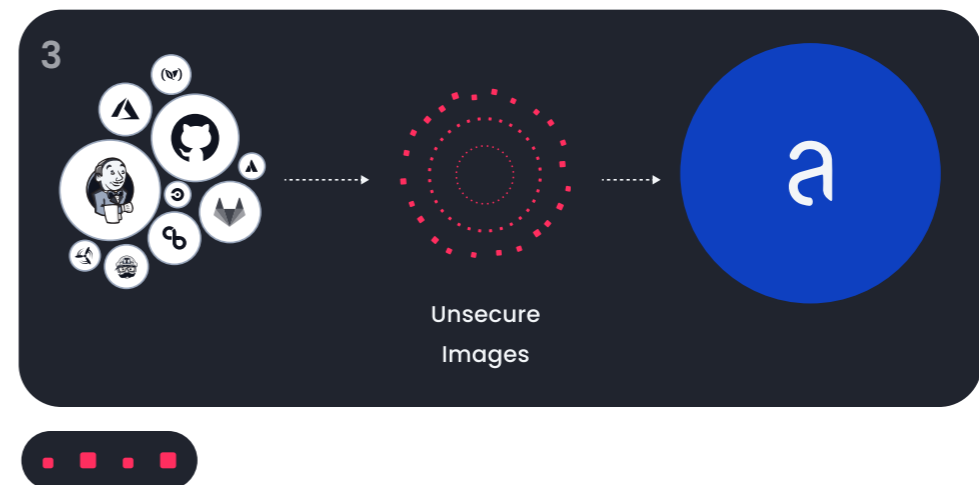
Rectangles can be used in a variety of contexts for containing icons, text, logos, or as accent elements in graphics. In addition, rectangles can be used to represent software containers. Each rectangle should have rounded corners and a Black, Blue-Blue gradient, Soft White, or Frost White background. Utilize opacity and shadows sparingly, when needed, to create a more cohesive design.



Rectangles

Software Containers

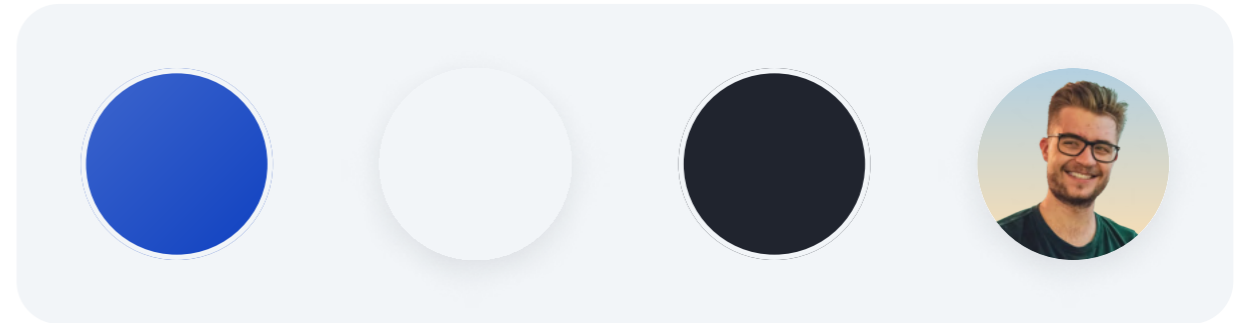
Software containers are specifically represented by small squares combined into groups and patterns with 2-3 sizes and 1-3 colors. These container groups can be visually connected with lines (1), contained with with a stroke (2), or freeform (3)



Circles

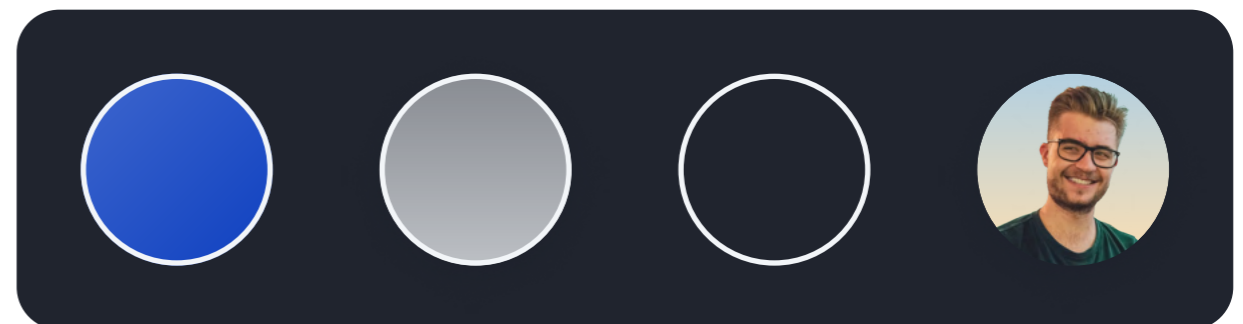
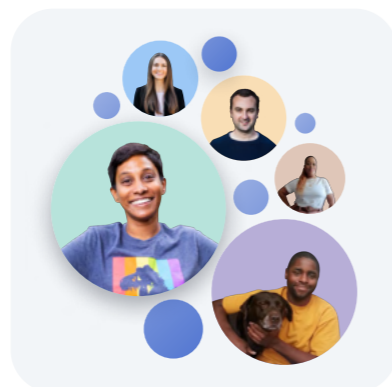
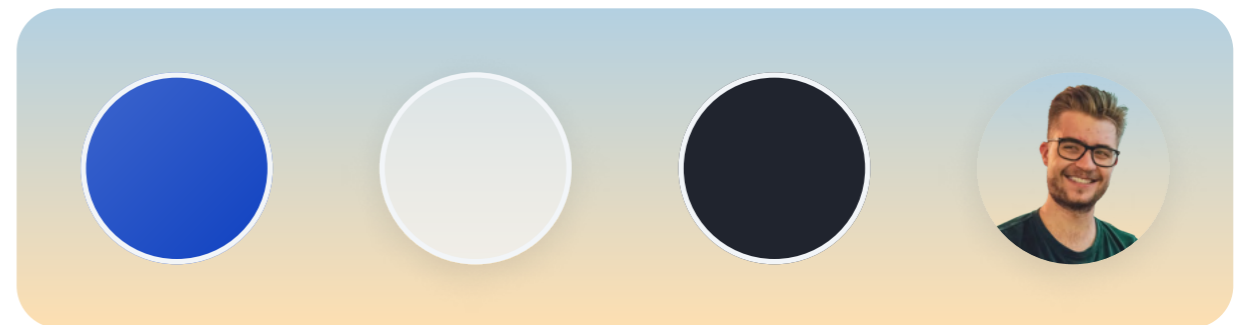
Icon & Image Containers

Circle containers are used to create a solid, focused point in a canvas to cleanly display icons, logos, avatars, or images. These circles typically work best with an outline stroke and drop shadow to help create contrast from the background.



Accent Circles

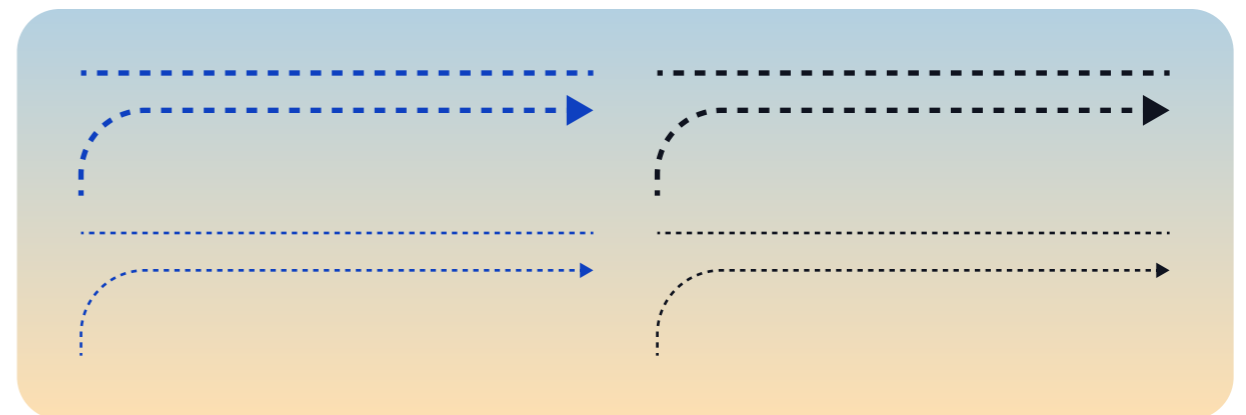
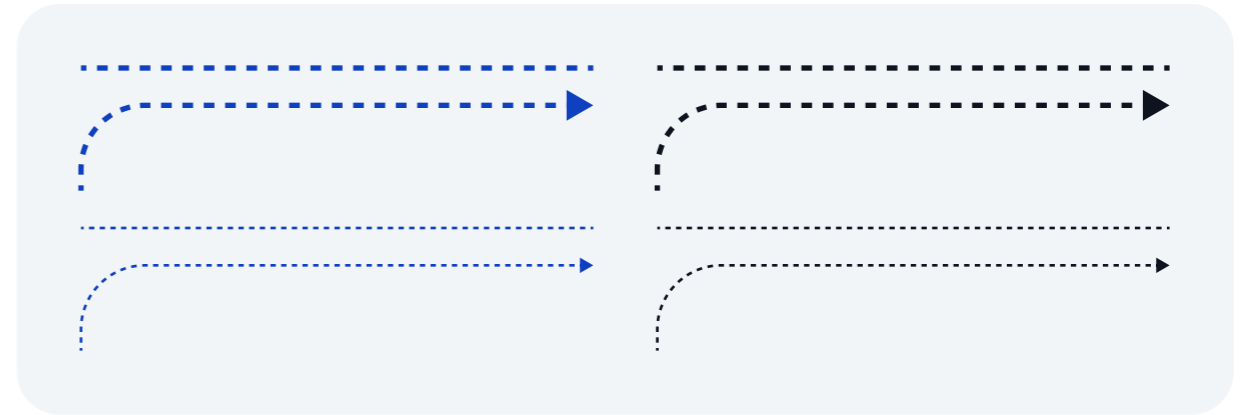
Circles can be combined in a collage fashion, using different sizes. Maintain a fairly uniform space between each circle to prevent any attention-grabbing gaps. Collages work best when circles contain either avatars, icons, or logos.



Lines & Arrows

Lines & Arrows

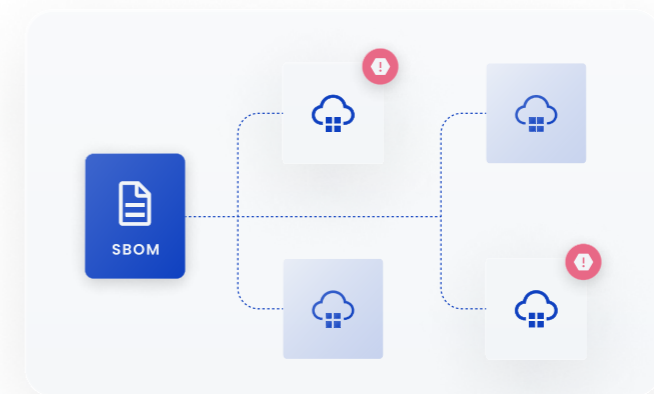
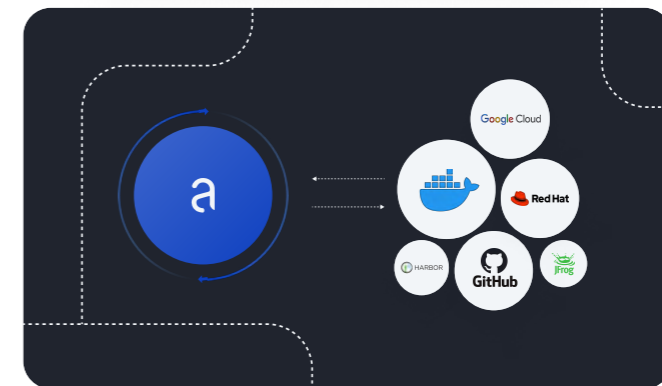
Lines and arrows are used to connect containers or other elements. They also help create structure and frame other content within a graphic. Strokes use a dash and gap double the width of the stroke itself. Corners use a border radius enough to span at least 8 dashes.



Backgrounds

Backgrounds

Rectangles and circles should be used as backgrounds for elements within a graphic, following the guidelines outlined in their respective sections. As backgrounds, these shapes use either primary brand colors (Blue, Darkmode Blue, and Soft White) or gradients Blue–Blue or Frost White.

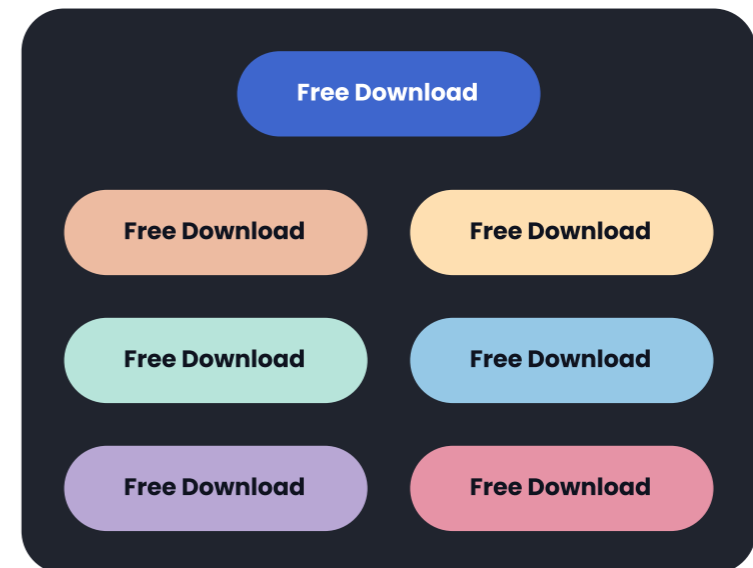
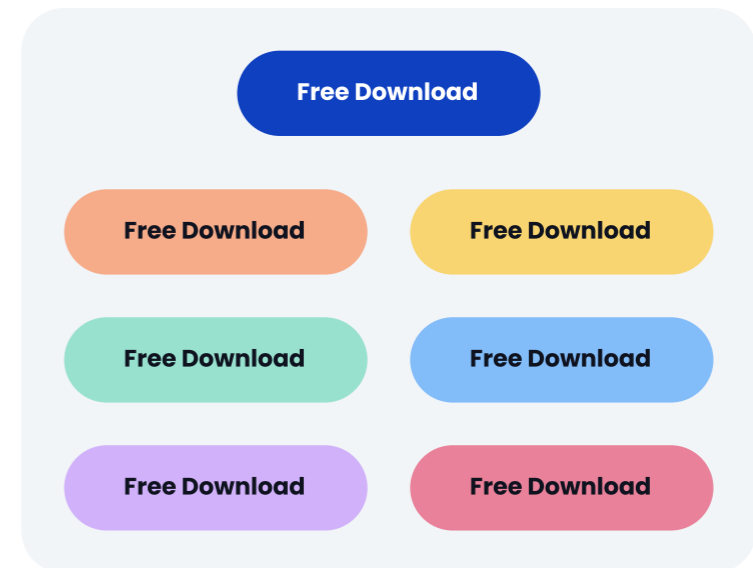


Call to Action

CTAs

Graphics such as ads and social media images may utilize a call to action within the graphic to encourage a user to click through. These CTAs follow the same patterns that Anchore uses within their website – a rounded button with bold text.

The primary button is Anchore Blue or Darkmode Blue. Additional buttons with accent color backgrounds may be used to create variations of a graphic.



Graphic Elements

Examples

ON-DEMAND WEBINAR

anchore

Secure the supply chain with Syft and Grype

anchore
Brooklyn Simmons
Senior Backend Engineer

Register for Free

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NEW BLOG

Your DevSecOps Toolchain:
6 Steps to Integrate Security
Into DevOps

Read Now

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WHITE PAPER

Container Security
for U.S Government
Systems

ON-DEMAND WEBINAR

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Secure the supply chain with Syft and Grype

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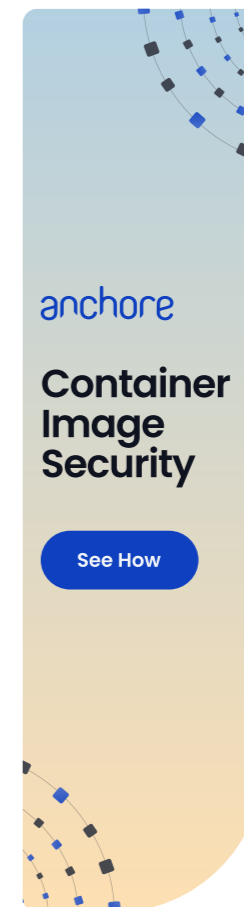
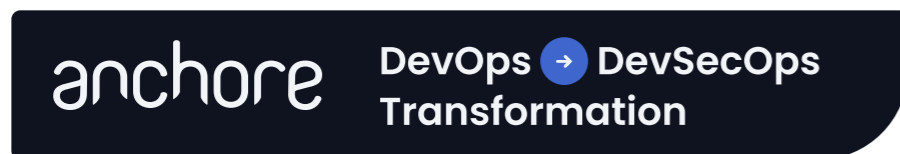
anchore

WHITE PAPER

Container Security
for U.S Government
Systems

Graphic Elements

Examples



SECTION 7

Iconography

Iconography

Icon Guidelines

Icons are useful to illustrate concepts, provide visual interest, and differentiate items in a list. Anchore icons use simple line strokes to create two dimensional icons of objects and abstract patterns.


Container


An icon's container is a 32px square. Icons are displayed at either 32px or scaled uniformly to 20px. The grid guide provides a standard icon grid that is followed when creating new icons.


Primary & Accent shape


Primary and Accent shapes are 2.5px thick strokes. The strokes are always aligned to the pixel grid. Outer corners use a 1px radius.


Colors


 Primary
Black

 Accent
Anchore Blue

 Primary
Soft White

 Accent
Frost White

 Primary
Soft White

 Accent
Soft White



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Questions?

Please direct any brand questions to press@anchore.com