



Brand Visual Identity

# INTRODUCTION

The objective of this brand book is to define the core guidelines of JFrog's brand identity in order to maintain a common visual display among all parties working on the brand. Abiding the guidelines ensures a consistent and coherent message. The design scheme in this brand book displays Jfrog's brand positioning, personality and values.

# CONTENT



## Toolbox

Brand Elements

Colors

Company Logo

Product Logos and Icons

Typography

3D images

# BRAND ELEMENTS

The brand identity is composed of 5 brand elements; the logo, the tagline, the colors, the typography and the product icons.

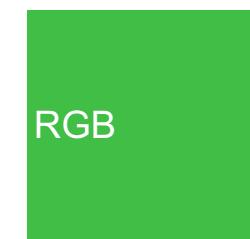
Logo



Tagline

The Liquid Software Company

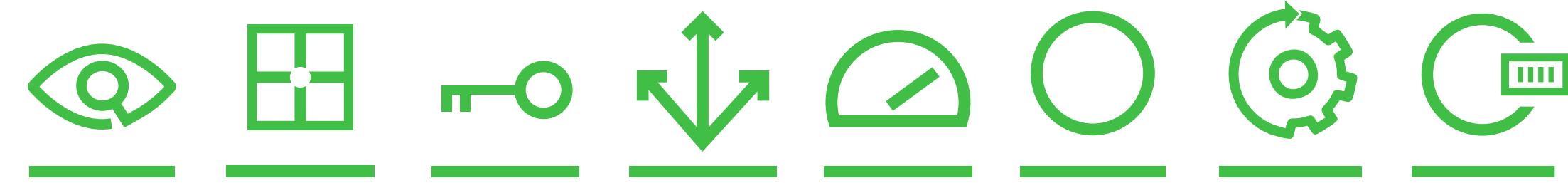
Color



Typography

Exo | BEBAS NEUE BOLD | Open SANS

Products



# MAIN LOGO

It is required to use the main logo option at all times, unless otherwise stated by JFrog's Marketing Team. Should another logo options be considered, you are obliged to ask the Marketing Team first.

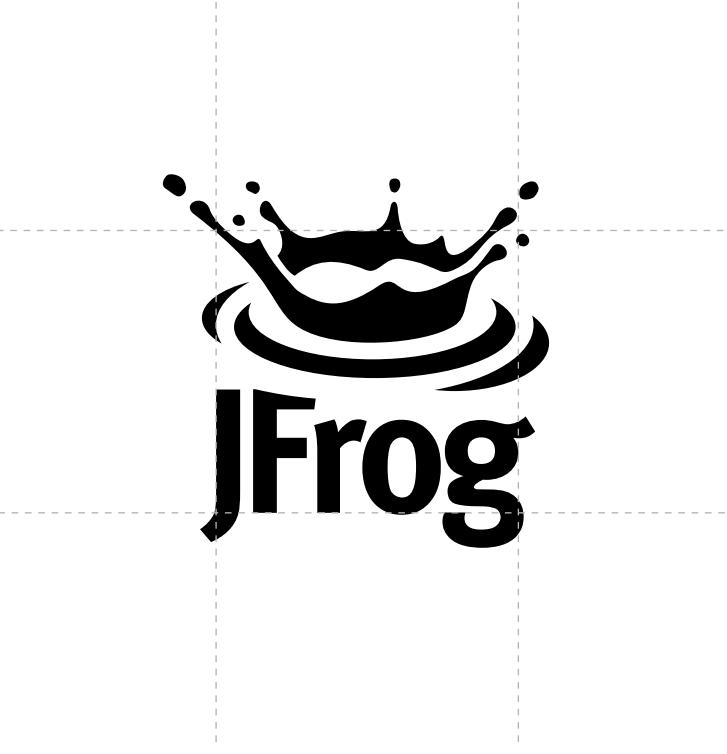
## POSITIVE LOGO

### Color

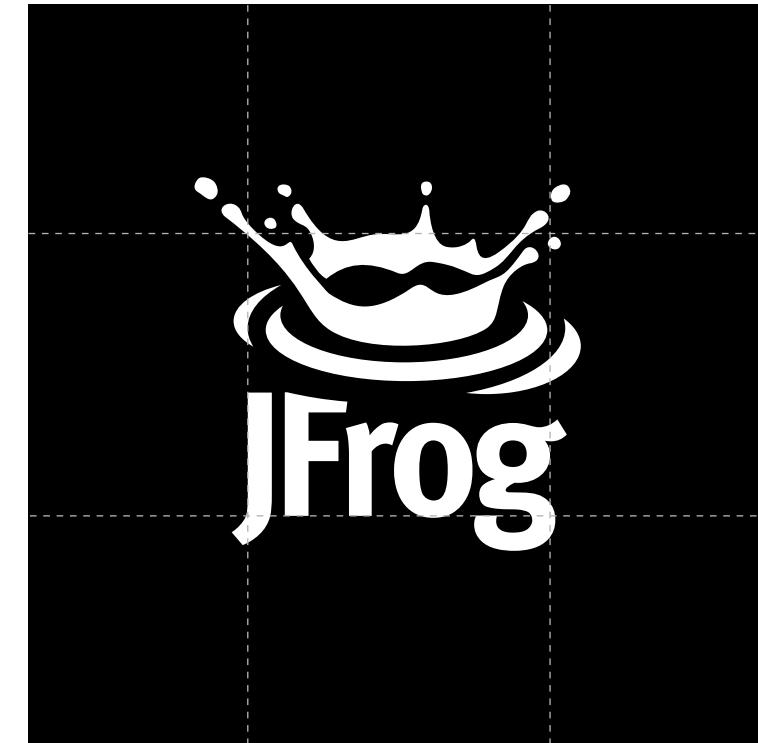
C70|M0|Y99|K0  
R64|G190|B70  
#40be46

### Black & White

C70|M0|Y0|K100  
R0|G0|B0



## NEGATIVE LOGO



# CLEAR SPACE

A clear space is the imaginary area surrounding the logo, thus preserving its visibility and preventing other design elements from overshadowing it.



# MINIMUM SIZE

The minimum width in print is 13mm.

The minimum width in digital is 100px.

**PRINT**



30mm

**DIGITAL**



90px

# LOGO DON'TS

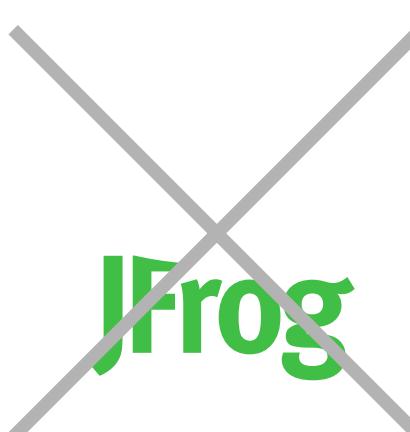
The appearance of the logo must be maintained.  
Presented are examples of Logo misuses.



Do Not Change Colors



Do Not Rotate



Do Not Delete / Divide Elements



Do Not Distort In Any Way



Do Not Transform or Change Proportions



Do Not Ignore Placement (Contrast)

# LOGO & TAGLINE

The tagline uses the typeface OpenSans and is represented primarily in our green color.



**The Liquid Software Company**



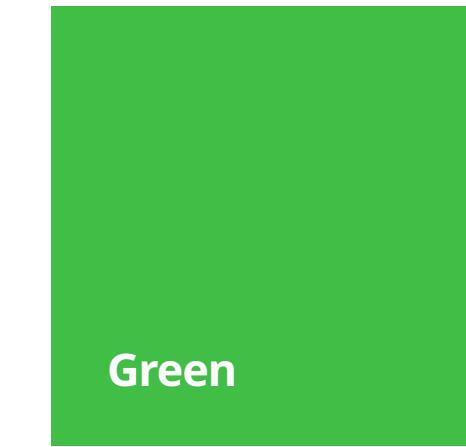
# COLORS

Displayed is the color palette of the brand identity. It is required to only make use of the colors and their respective gradients represented on this page, using the exact color values given.

For print, use the CMYK values.

For digital design, use the given RGB/HEX values.

## Primary Color



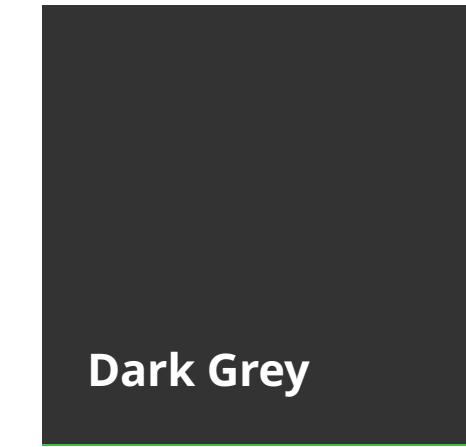
Green

**C** 70  
**M** 0  
**Y** 99  
**K** 0

**R** 64  
**G** 190  
**B** 70

# 40be46

## Secondary Colors

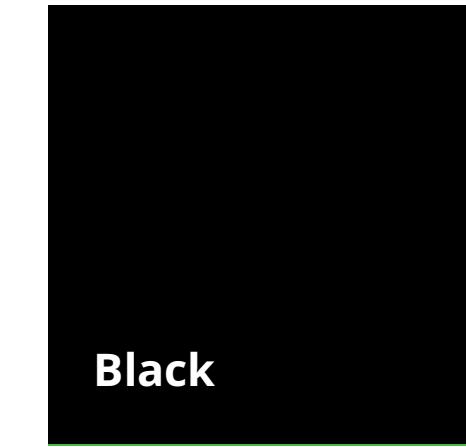


Dark Grey

**C** 74  
**M** 64  
**Y** 60  
**K** 73

**R** 50  
**G** 50  
**B** 50

# 333333



Black

**C** 0  
**M** 0  
**Y** 0  
**K** 100

**R** 0  
**G** 0  
**B** 0

# 000000



White

**C** 0  
**M** 0  
**Y** 0  
**K** 0

**R** 255  
**G** 255  
**B** 255

# FFFFFF



Purple

**C** 64  
**M** 85  
**Y** 0  
**K** 0

**R** 148  
**G** 58  
**B** 173

# 943aad

## Color Scale

Green  
L3

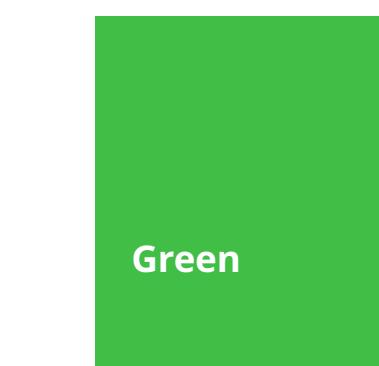
# B3E5B5

Green  
L2

# 6FCE74

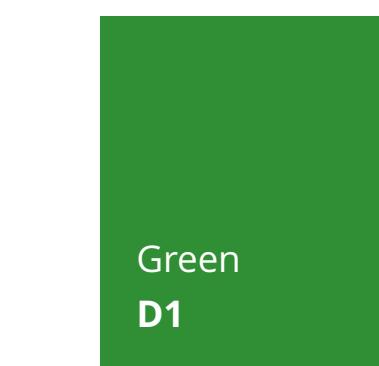
Green  
L1

# 53C558

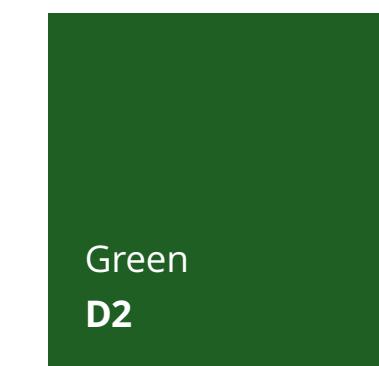


Green

# 40BE46

Green  
D1

# 308F34

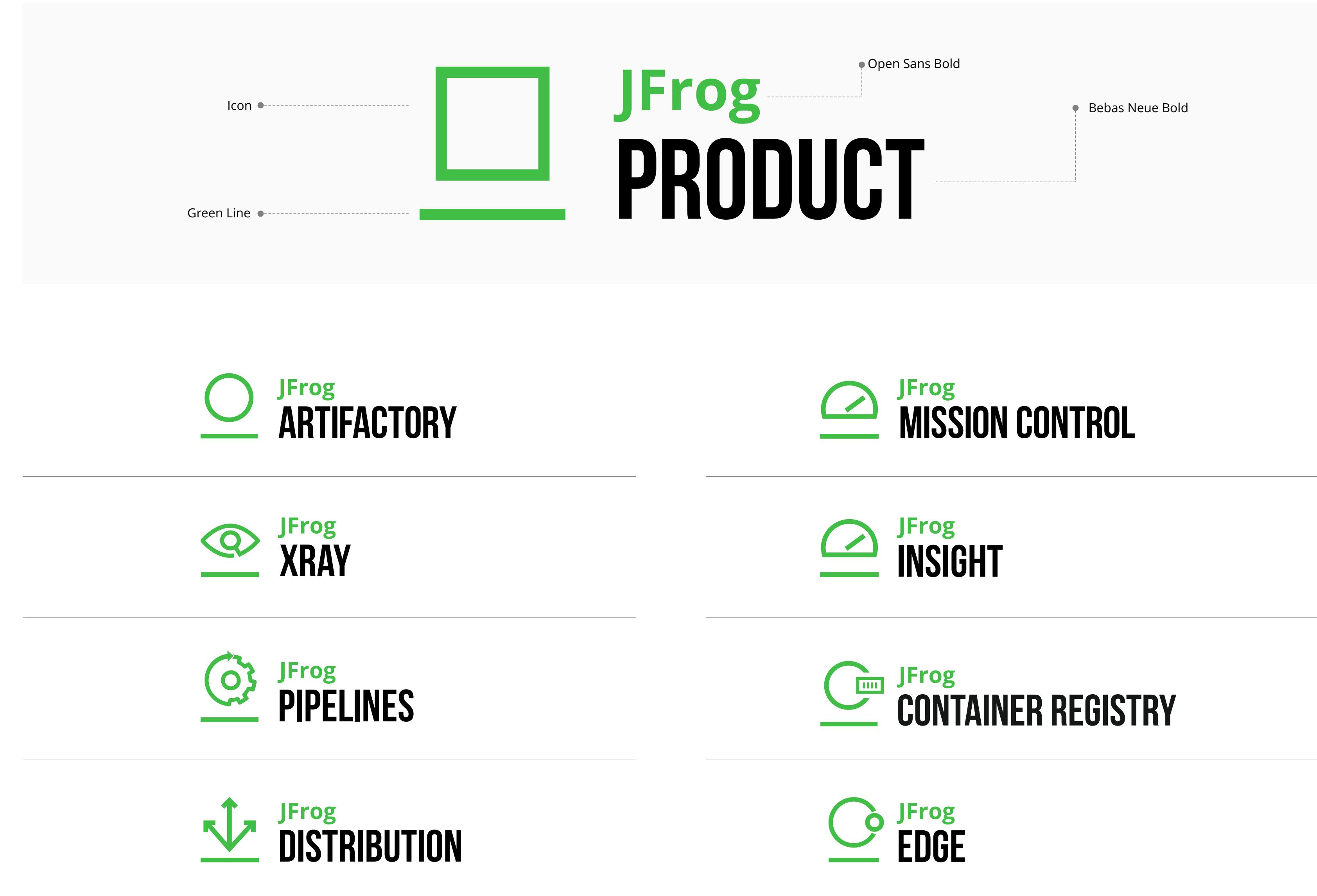
Green  
D2

# 205F23

# PRODUCT ICONS & LOGOS

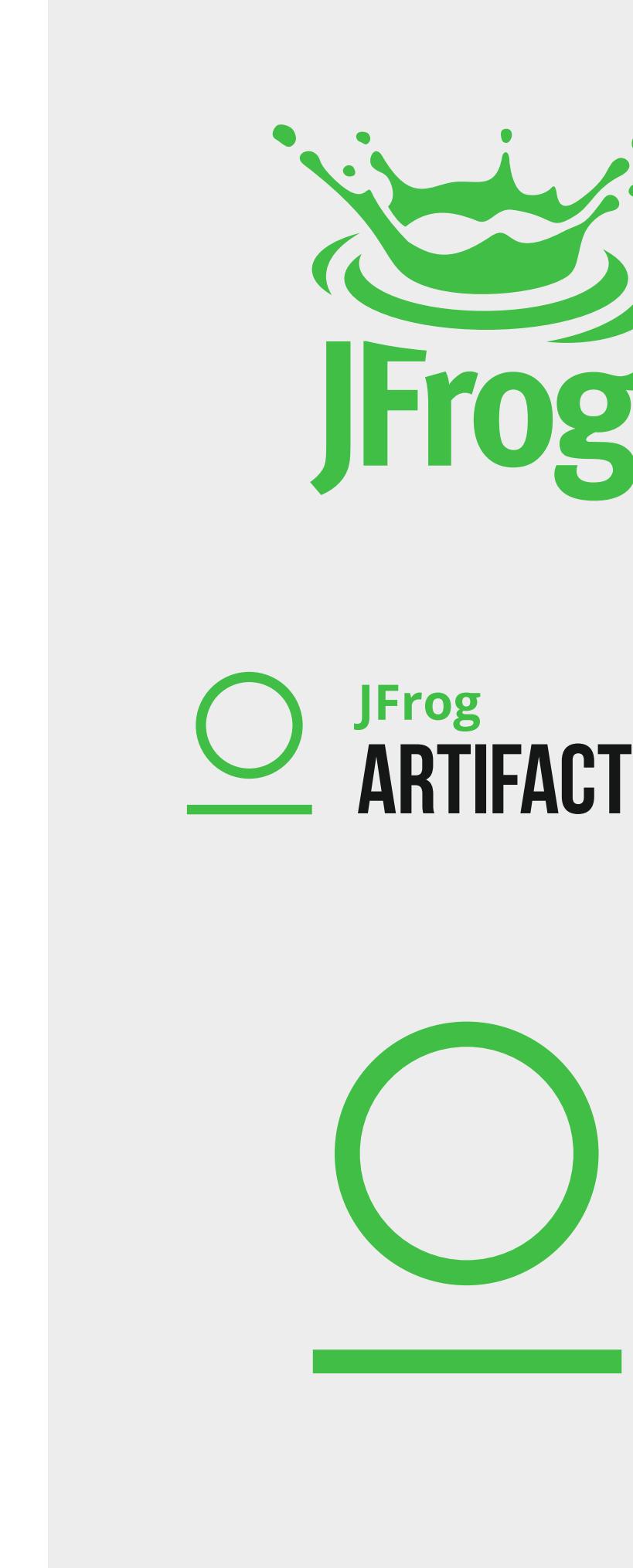
The product logos are composed of 3 elements:

- Product's icon (Bottom green line + Visual)
- JFrog's name (Typeface: Open Sans Bold)
- Product's name (Typeface: Bebas Neue Bold)



# LOGO COLORS

FULL COLOR  
on **LIGHT** background



WHITE on  
**DARK** background



FULL COLOR  
on **DARK** background



# TYPHOGRAPHY

The fonts of the JFrog Brand identity are  
BEBAS NEUE, EXO & OPEN SANS

## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
0123456789!?=+=-.,:;%&

*Open Sans is the primary font for all text in cases where a standard system font is required, such as when using Microsoft PowerPoint and Word.*

## Exo

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
0123456789!?=+=-.,:;%&

*Exo Regular is the primary font used for all body text.*

## Bebas Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!?=+=-.,:;%&**

*Bebas Neue Bold is the main font used for all header text and titles, which are all in caps lock. .*



**The Liquid Software Company**