

# BRAND GUIDELINES



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Welcome to Reciprocity's brand guidelines. This living document describes the visual identity that represents Reciprocity's brand to all internal and external stakeholders.

Our visual identity includes company and product logos, icons, color schemes, graphics and font types, as well as guidance on proper usage. Please review and refer to this carefully whenever needed.

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## BRAND STORY

Reciprocity's mission is to enable trusted relationships between people, partners, and systems. It is not by chance that our logo evokes the Zen-like infinity symbol, inspired by our flagship product, ZenGRC. Our logo represents our current mission and future vision to offer the leading infosec assurance solution while delivering the greatest value to our customers.

# 2

## PRIMARY LOGO

DOWNLOAD LOGO ASSETS

Horizontal alignment



Vertical alignment



min 1.0 in

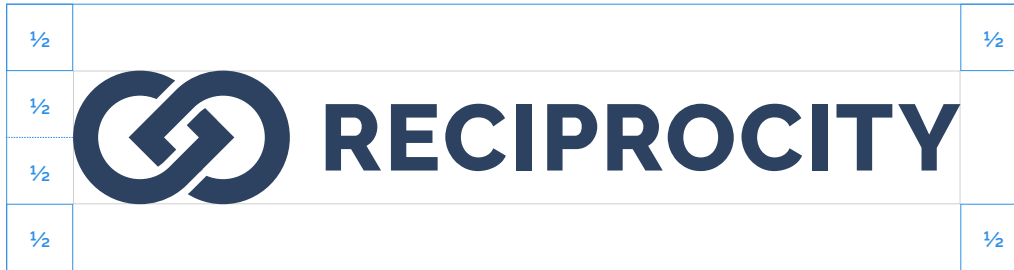


min 0.7 in

Our logo’s interlocking shape is representative of that connection we are committed to fostering. The “Reciprocity” infinity symbol, and our logotype is set in **Raleway Black**. This is the primary logo that should be used. Consistent use of the logo - from product collateral to email signatures - ensures greater brand recognition.

# 2

## CLEAR SPACE



The clear space around a logo helps maximize its impact and visibility. Without sufficient clear space, a logo appears crowded and messy. The minimum clear space required is in blue and is always relative to the size of the logo, equal to half the height of the symbol.

# 2

## POOR LOGO USAGE



Do not change the order of the symbol and logotype. Symbol should always be on the left, or above.



Do not flip any part of the logo horizontal or vertical.



Do not change the color arrangement on the logo, and make sure you are only using the allowed colors.



Do not change the size of the symbol or logotype independently.



Do not rotate any part of the logo.



Do not outline the logo.



Please only use the provided logo assets. Do not recreate.



Do not change the typeface of the logo.



Make sure you are not using the old versions of the logo.



Be mindful of logo proportions. Do not stretch or skew.



Do not use drop shadow effect, unless it's needed to assure better legibility.



Make sure there is a good contrast of the logo vs background.

# 3

## BOILER PLATES FOR COMPANY AND PRODUCT



Founded in 2009, Reciprocity has reimaged bulky legacy GRC software to meet the demands of today's dynamic data-driven ecosystem. The company is recognized for its forward-thinking cloud platform, ZenGRC, that elevates risk, compliance, and audit from a burdensome expense to a strategic advantage. Reciprocity has U.S. headquarters in San Francisco and global offices in Ljubljana, Slovenia; and Argentina.



ZenGRC is a cloud-based, end-to-end infosec risk and compliance management platform designed to tame today's complex data universe for mid-market and large enterprises alike. It offers the largest library of prebuilt integrations to third-party infosec apps to enable robust automation and continuous monitoring for audit, IT, risk and compliance teams. Key product features include automated evidence collection, workflows, and task management, customized risk assessment and object mapping, and real-time reporting dashboards.



Launched in 2019, ZenGage on Slack is a global community for infosec risk and compliance professionals, powered by Reciprocity. ZenGage is an invaluable resource for networking, sharing expertise, acquiring new skills and gaining perspectives in the ever-evolving field of information security. Its mission is to foster a community of like-minded people to quickly and easily connect, collaborate, share resources and engage in candid discussions with one another.



ZenConnect for ZenGRC is the ultimate power duo for infosec risk and compliance management. Through ZenConnect's out-of-the-box integrations to popular third-party business and infosec apps, ZenGRC becomes a central platform for your organization's entire information ecosystem. With ZenConnect for ZenGRC, you can simplify workflows, automatically gather and distribute data, and continuously monitor information from various sources to identify, assess and mitigate risk in real time.

# 4

## BRAND COLORS

### RECIPROCITY BLUE

#2D4260  
R45 G66 B96  
C88 M73 Y40 K27

### COOL GRAY

#53565A  
R83 G86 B90  
C8 M4 Y0 K65

### 50% COOL GRAY

#A9AAAC  
R169 G170 B172  
C2 M1 Y0 K33

### 50% COOL GRAY

#CBCCCD  
R203 G204 B205  
C1 M0 Y0 K20

### BLACK

#000000  
R0 G0 B0  
C0 M0 Y0 K100

### WHITE

#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0



# 4

## ACCENT COLORS

An extended accent color palette is available upon request.

### GRADIENT

0%  
#2D4260

100%  
#2E8FE7

### SLIGHTLY LIGHTER BLUE

#39537A  
R57 G83 B122  
C53 M32 Y0 K52

### GREYISH BLUE

#8C9BA5  
R140 G155 B165  
C15 M6 Y0 K35

### ACCENT YELLOW

#FFAC1F  
R255 G172 B31  
C0 M37 Y97 K0

80%  
ACCENT  
YELLOW  
#FFBD4C

60%  
ACCENT  
YELLOW  
#FFCD79

### ACCENT BLUE

#2E8FE7  
R46 G143 B231  
C80 M38 Y0 K9

### ACCENT GREEN

#3BBF74  
R59 G191 B116  
C69 M0 Y39 K25

### ACCENT RED

#EF4853  
R239 G72 B83  
C0 M70 Y65 K6

80%  
ACCENT  
BLUE  
#58A5EC

60%  
ACCENT  
BLUE  
#82BCF1

80%  
ACCENT  
GREEN  
#62CC90

60%  
ACCENT  
GREEN  
#89D9AC

80%  
ACCENT  
RED  
#F26D75

60%  
ACCENT  
RED  
#F59198

# 4

## LOGO COLOR USAGE ON BACKGROUNDS



# 5

## TYPOGRAPHY

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### Lato

Available from:  
Google Fonts

#### LATO BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 .,!?\$@#&\* \_-()/

#### LATO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 .,!?\$@#&\* \_-()/

#### LATO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 .,!?\$@#&\* \_-()/

#### LATO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 .,!?\$@#&\* \_-()/

Lato is our primary typeface. It's simple and clean, but especially legible at small sizes. Source Sans can be used as a substitute for other languages. Arial and Helvetica can be used where font choice are limited. We are using Raleway as a typeface for logos.

# 5

## TYPOGRAPHY USAGE

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### H1

Lato Black  
40 pt / 52 pt

**This is a big title**

### H2

Lato Black  
24 pt / 32 pt

**Secondary and section titles**

### H3

Lato Bold  
20 pt / 24 pt

**Title for multiple items on a page**

### H4

Lato Bold  
16 pt / 20 pt

**Listed titles for sections and highlights, but not more than one paragraph on a single page.**

### P

Lato Regular  
14 pt / 18 pt

This is the body copy. Use this style for general paragraphs.

### P

Lato Regular  
10 pt / 14 pt

This is smaller body copy for image captions, attributions, footnotes, etc.

Thank you.

October 2019