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.
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.
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.
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.
POOR LOGO USAGE

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

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

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

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

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

Do not rotate any part of the logo.

Do not change the typeface of the logo.

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

Do not outline the logo.

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

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

Founded in 2009, Reciprocity has reimagined 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

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.

ZenConnect

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.

ZenGage

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.
<table>
<thead>
<tr>
<th>Color Style</th>
<th>RGB Values</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reciprocity Blue</td>
<td>45,166,214</td>
<td>88, M73, Y40, K27</td>
</tr>
<tr>
<td>Cool Gray</td>
<td>83, 86, 90</td>
<td>8, M4, Y0, K65</td>
</tr>
<tr>
<td>50% Cool Gray</td>
<td>169, 170, 172</td>
<td>2, M1, Y0, K33</td>
</tr>
<tr>
<td>50% Cool Gray</td>
<td>203, 204, 205</td>
<td>1, M0, Y0, K20</td>
</tr>
<tr>
<td>White</td>
<td>255, 255, 255</td>
<td>0, M0, Y0, K0</td>
</tr>
</tbody>
</table>
An extended accent color palette is available upon request.
LOGO COLOR USAGE ON BACKGROUNDS
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.
This is a big title

Secondary and section titles

Title for multiple items on a page

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

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

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