



# TESTIFYSEC

## Brand Guidelines

April 2024



## Brand Identity

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Core Values

# Core Values

Trust

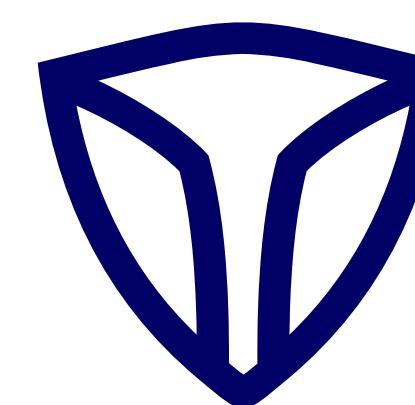
Collaboration

Innovate

Adaptability

Customer Centric

Empathy



TESTIFYSEC

Everyone deserves secure software.





# Trust

Trust is easy to lose, hard to gain.

Trust is the cornerstone of our core values, and influences all of our other values collectively.

Trust is embodied by the four Cs:

- Competency – Being able to do the things you say you are going to do
- Consistency – Trust is an ongoing effort and never stops, we must relentlessly strive to build trust among ourselves, our customers, and our users.
- Caring – Understanding that people are more people than business goals (people over process)
- Communication – Being open, honest and transparent in a remote workforce is crucial for clarifying intent and expectations. Using expected communication forms and cadence.





**TESTIFYSEC**

**Core Values**

## Innovate

Innovation is what drives our value as a company, nothing else matters as much to our bottom-line value as innovation: solving new and difficult problems for our customers.

Knowing when to innovate is just as important as innovation. Make the easy things simple, make the hard things possible. We don't innovate in a bubble. Don't be afraid to try something!

Make the easy  
things simple,  
make the hard  
things possible.





**TESTIFYSEC**

**Core Values**

## Customer Centric

Our focus is helping people solve difficult problems – if we help them, we will be successful.

We believe that by adopting a customer-centric mindset throughout our development process is critical in ensuring we build appropriate and successful solutions for our customers.

By closely identifying value streams that bring value to both our customers and our organization, we can hyper-focus on delivering value.

As a part of our customer focus, we aim to align every task with a relevant value stream.

**Helping people  
solve difficult  
problems is at  
the root of who  
we are.**





## Collaboration

Two brains are always better than one, so we don't work in bubbles. The more sharing of thoughts, ideas, decisions and opinions, the better we will be at outputting great solutions.

Just as collaboration within our organization is crucial, collaborating with the OSS community is just as important.

Empower team members to contribute to shared goals. To support a remote-first workforce across numerous time zones and efforts, we value and prefer asynchronous communication above all else.

We hold the importance of internal collaboration equally with external collaboration: sharing thoughts and ideas with customers and partners is beneficial for all parties and supercharges our business flywheel.

"If you want  
to go fast, go  
alone. If you  
want to go  
far, go  
together"

– African Proverb



## Empathy

We are all human beings, we all have and are entitled to our own emotions and opinions, and this defines who we are and needs to be mutually respected.

Treat people the way they want to be treated, not how we assume they want to be treated. We respect individuality and expect leaders to learn the unique habits and styles of their delegates. Empathy is the glue that holds everything together – we exemplify equally throughout the organization.

“Empathy works so well because it does not require a solution. It requires only understanding.”

– John Medina





TESTIFYSEC

Core Values

## Adaptability

We are built from the ground up to be adaptive – we recognize that things will change and we are prepared to adapt.

Our adaptive nature is built on feedback loops with customers and the community – if they think something needs to be done a different way because it works for them, we can adapt to meet their needs.

We are resilient.

To achieve customer centricity and exemplify innovation we must strive to adapt to our customers needs.

We are not scared of change – we thrive in it.

The only constant  
in life is change.



## Stacked Logo



The logo should have left and right spacing that is equal to the width of the T. It should have top and bottom spacing that is equal to the height.



The logomark and type should never be altered or recreated in any other way.





## Logo Usage

### Horizontal Logo



The logo should have left and right spacing that is equal to the width of the T. It should have top and bottom spacing that is equal to the height.



The logomark and type should never be altered or recreated in any other way.



## Logo Usage

### Other acceptable usages



The logo may be used in dark navy blue on orange.

The logo may be used in orange and white on dark navy blue.

The logo may be used as solid black for print materials that require black.





## Logo Usage

### Incorrect logo usage



Stretching the logo horizontally.



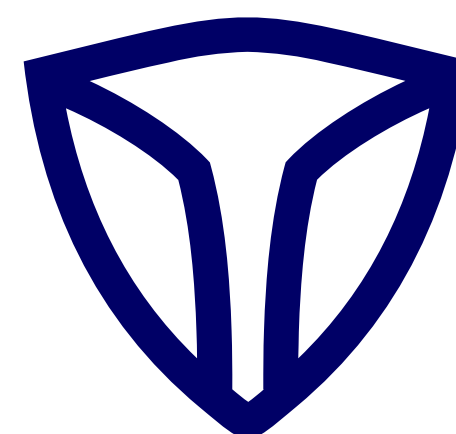
Stretching the logo vertically.



Modifying the arrangement and sizing of the logomark and the logotype.

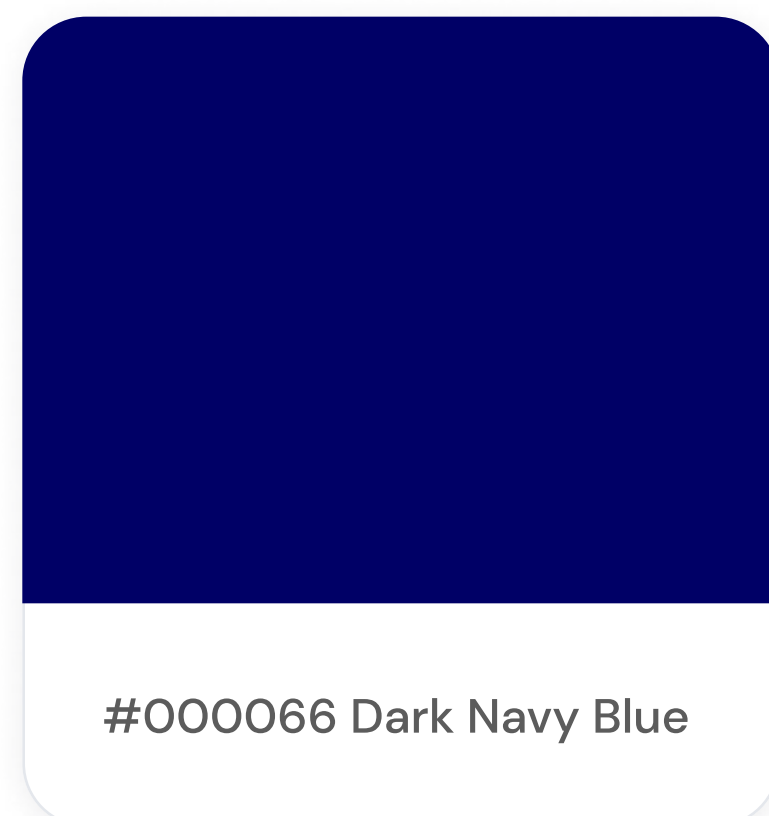


Alternate font styles and weights.

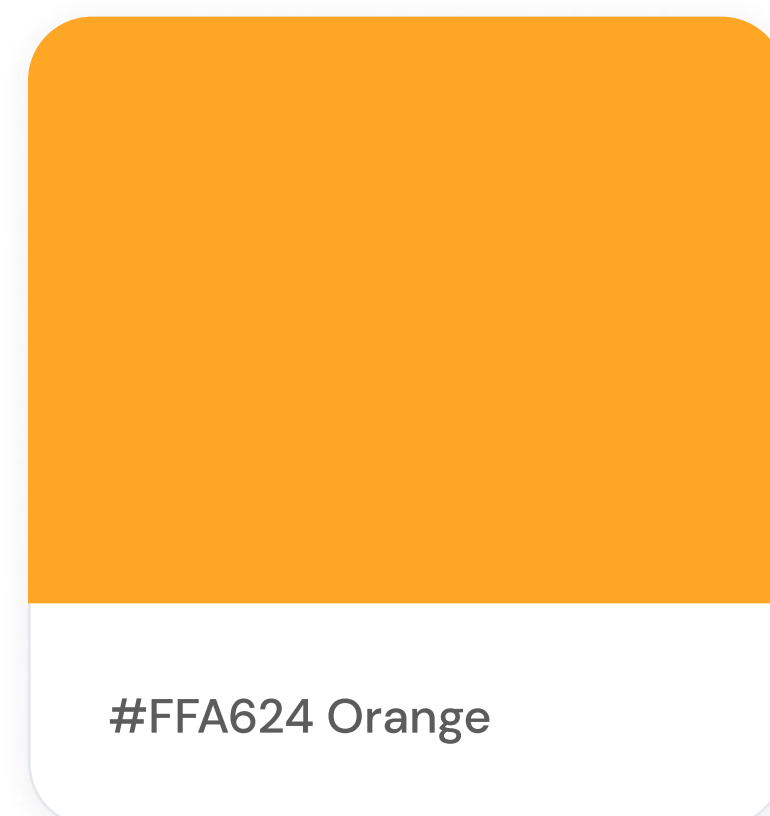


Using the logomark without the text

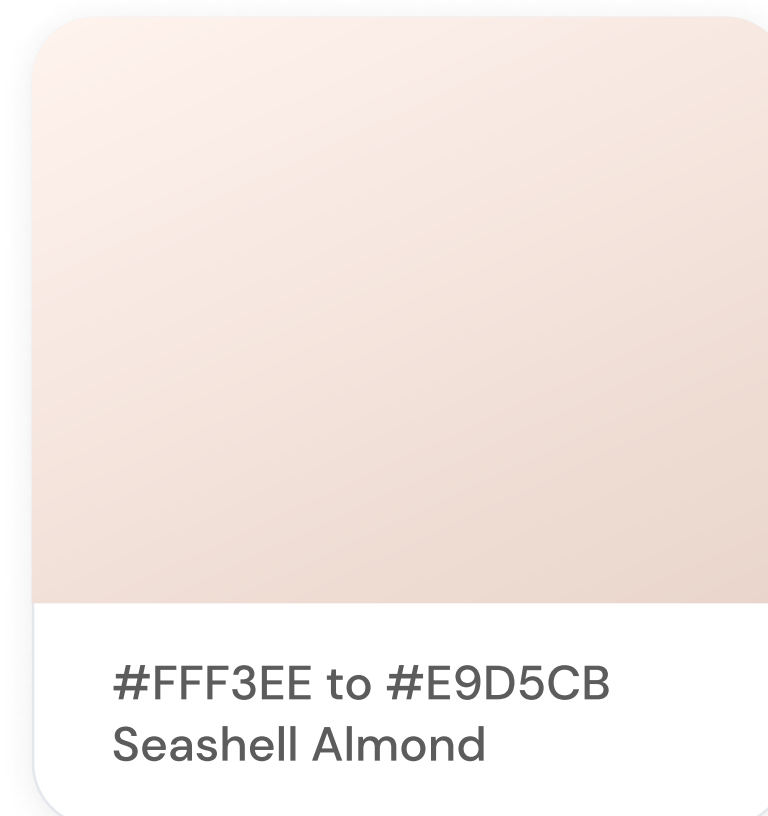
## Primary



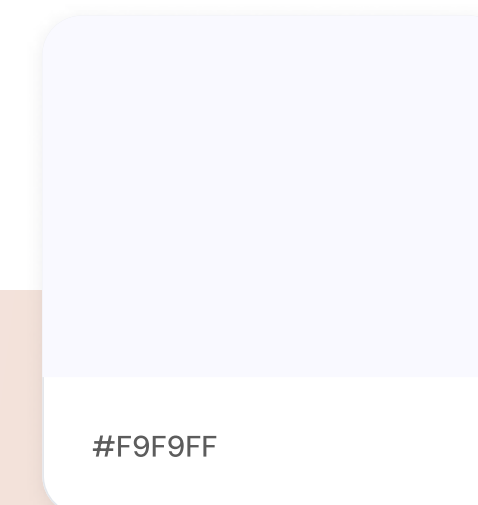
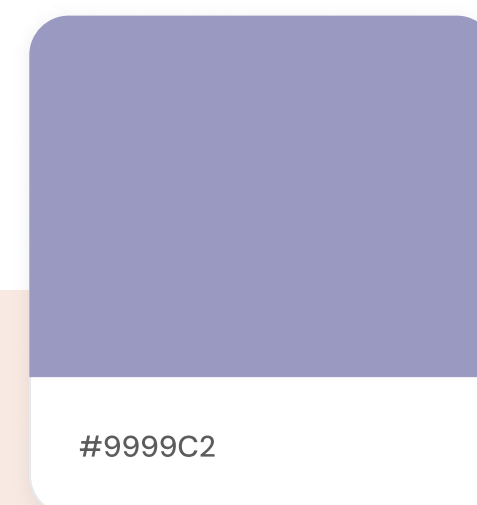
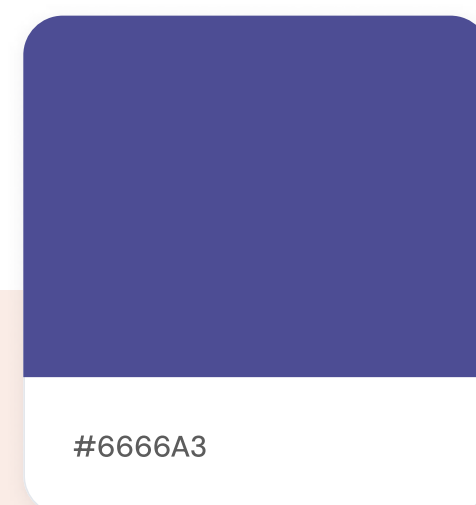
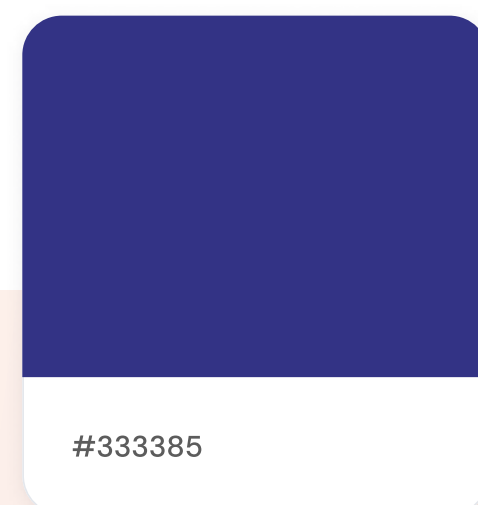
## Secondary



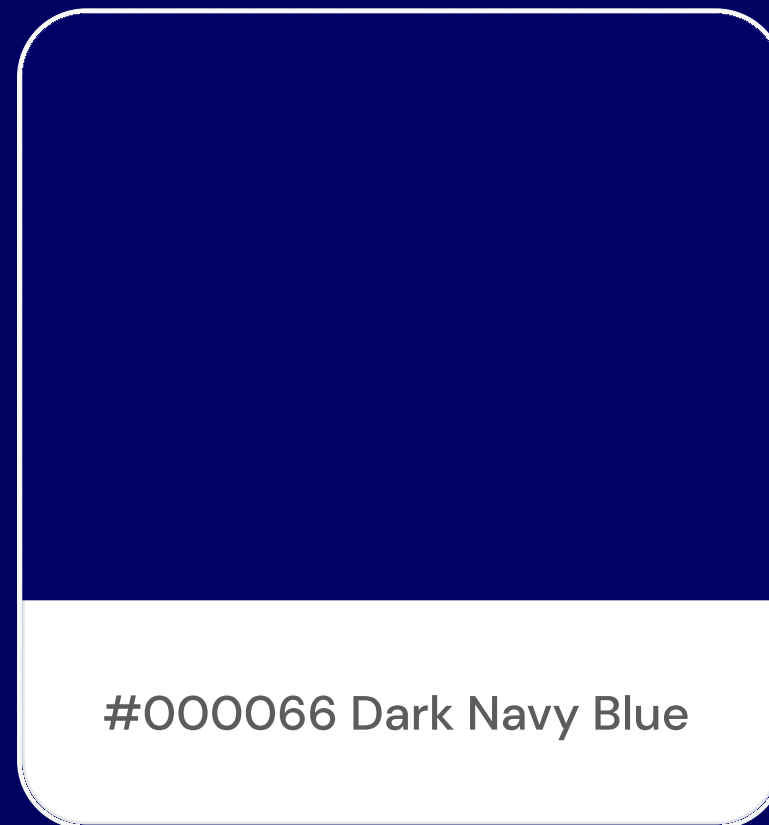
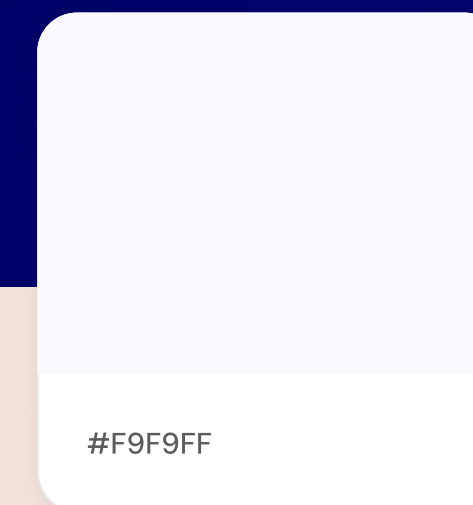
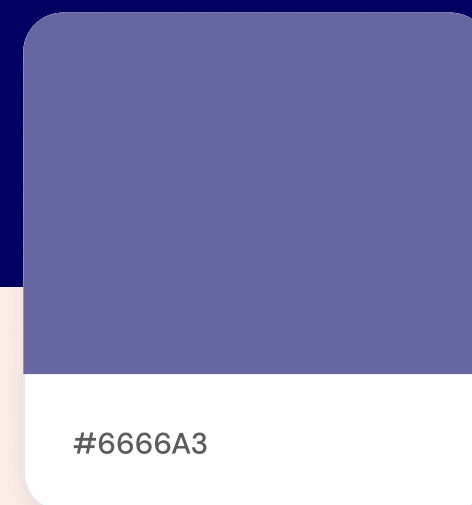
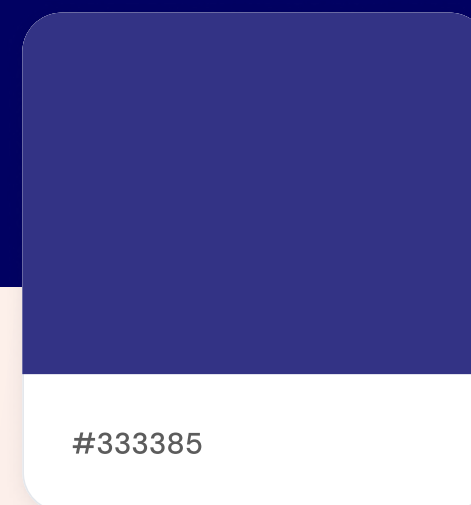
## Gradient

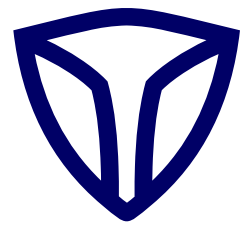


## Primary Tints





**Primary****Secondary****Gradient****Primary Tints**



Color Palette



#637381 Primary Blue



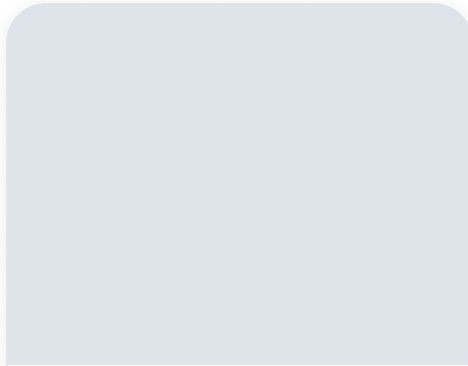
#060694 Accent Blue



#637381 Primary Text



#8899A8 Secondary



#DFE4EA Stroke



#FFA624 Orange



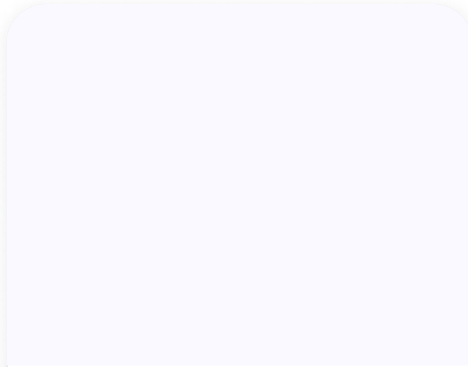
#6666A3



#9999C2



#CCCCEO



#F9F9FF



## DM Sans

Regular Medium **Bold**

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes. The font supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages.

[Download Font](#)

Aa



## DM Mono

Regular Medium Bold

DM Mono is a three weight, three style family.  
DM Mono was loosely based off of DM Sans, with a  
reduction in contrast and less geometric  
proportions. For use with code examples.

[Download Font](#)

Aa





## Headings

# Heading 1

Bold

60 px / 72 px

**Donec et odio pellentesqu diam  
volutpat commod.**

## Heading 2

Bold

48 px / 58 px

**Donec et odio pellentesque  
diam volutpat commodo.**

### Heading 3

Bold

40 px / 48 px

**Donec et odio pellentesque  
diam volutpat commodo.**

#### Heading 4

Bold

30 px / 38 px

**Donec et odio pellentesque diam  
volutpat commodo.**

## Headings

### Heading 5

Bold

28 px / 40 px

Donec et odio pellentesqu diam volutpat commod.

### Heading 6

Medium

24 px / 30 px

Donec et odio pellentesque diam volutpat commodo.

## Heading 3

Bold

40 px / 48 px

Donec et odio pellentesque  
diam volutpat commodo.

### Heading 4

Bold

30 px / 38 px

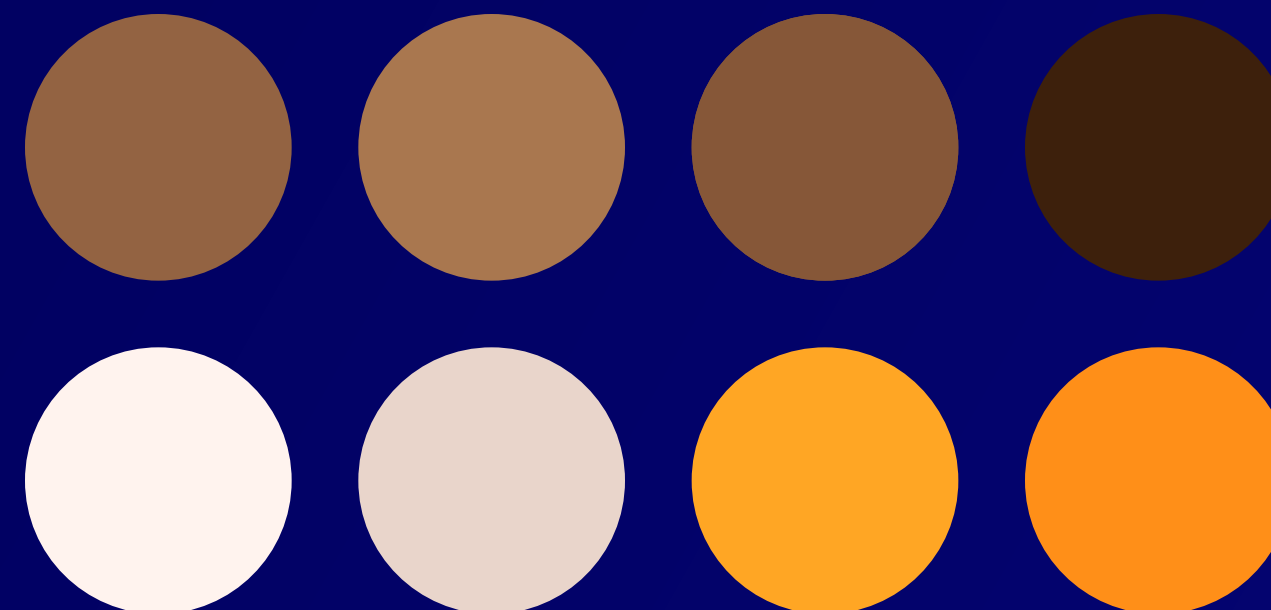
Donec et odio pellentesque diam  
volutpat commodo.



# Eagley



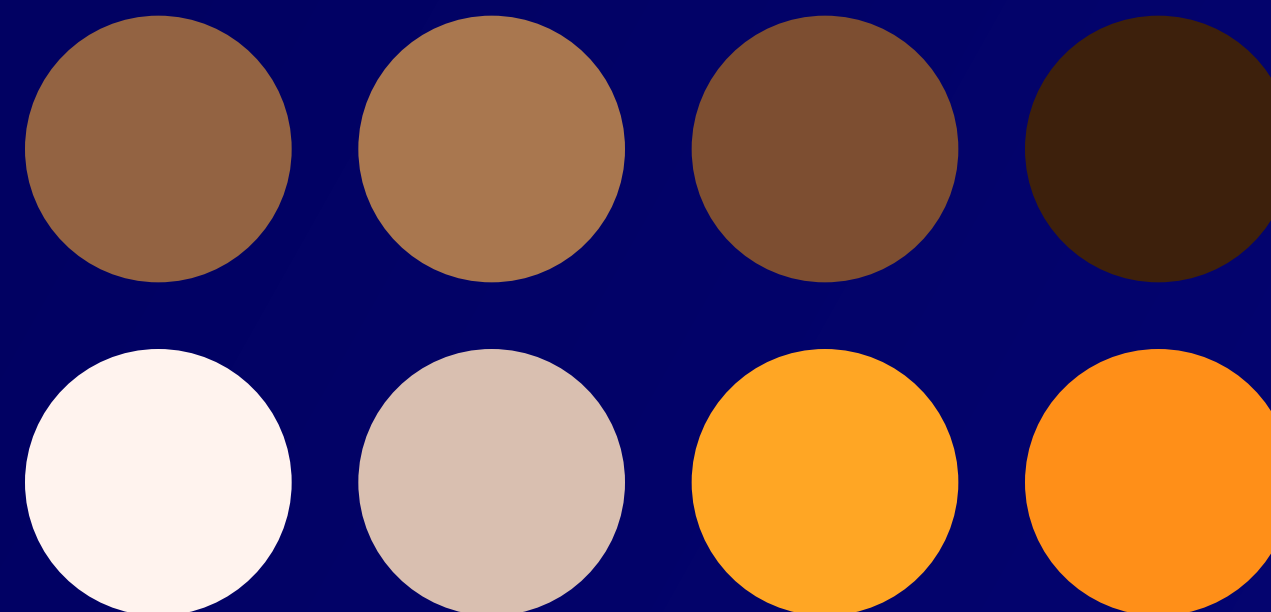
Eagley is our Judge mascot. Judge is a SaaS platform that puts Witness and Archivista to work for our users. It's job is to assist users in visualizing the health of their products with the help of the attestations they observe with Witness and store in Archivista. It also provides decision making capabilities so that security requirements can gate the devops process.



# Witty



Witness is a pluggable framework for supply chain security that creates an evidence trail of the entire software development life cycle (SDLC) to ensure the integrity of your software from source to target. It supports most major CI and infrastructure providers, and uses a secure PKI distribution system to enhance security and mitigate against software supply chain attack vectors. It observes all the work that is happening during a devops process and reports it all to Archivista.



Donated to

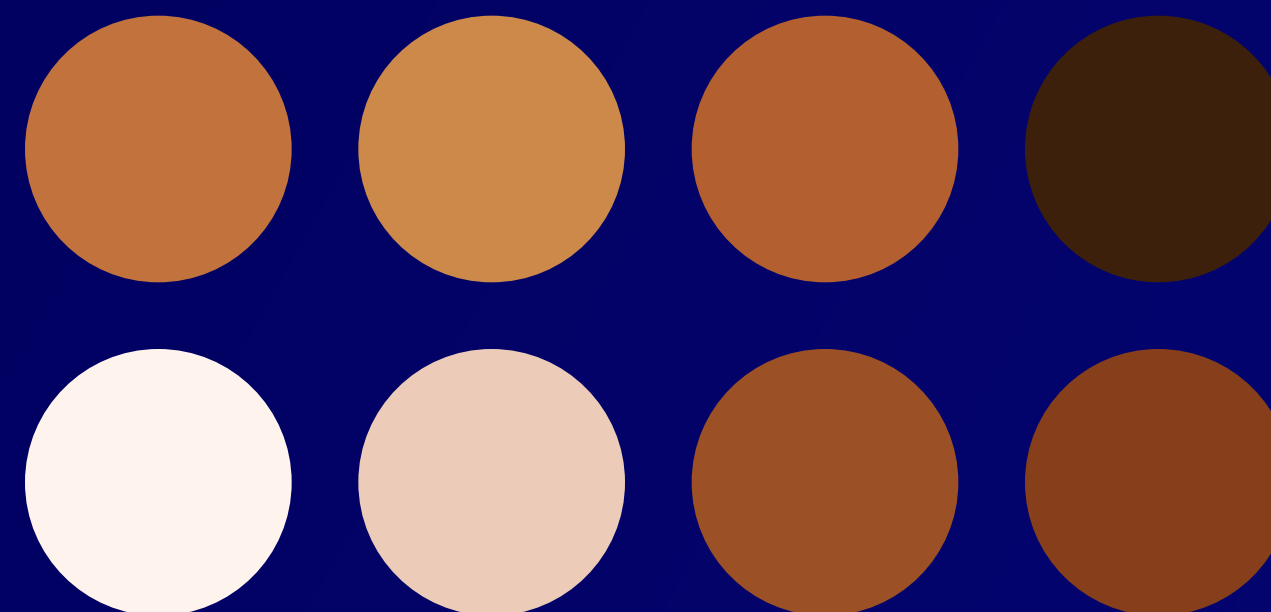




# Sandy



Sandy the Squirrel is our Archivista mascot. Archivista is a graph and storage service for in-toto attestations. Archivista enables the discovery and retrieval of attestations for software artifacts. Sandy takes the data that Witty observed and stores it for Judge.



Donated to



Mascot logo with name



WITNESS



JUDGE



ARCHIVISTA





## Incorrect mascot usage



No rotating of mascots



Do not alter the proportions of the mascots, stretching them vertically or horizontally.



No overlapping of the mascots





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Voice

# Brand Voice

Your brand voice is more than just words; it's the heartbeat of your identity. It's the friendly greeting, the reassuring guidance, and the trusted companion that connects you to your audience.

Having a distinct and consistent voice is not just important; it's imperative. It's how you communicate your values, establish trust, and make lasting impressions. Your brand voice isn't just what you say; it's how you say it, and it forms the emotional bridge between your business and your customers. It's the key to forging meaningful relationships, standing out in a crowded market, and leaving an indelible mark in the hearts and minds of those you serve.

## Your brand voice is more than just words; it's the heartbeat of your identity.





**TESTIFYSEC**

**Voice**

# Personality

As TestifySec continues to build and reinforce its brand, keep these tips in mind to ensure a consistent voice with your audience.

## Direct & Transparent

- "We believe in clear, no-nonsense communication. We're upfront and honest in everything we do."
- "Transparency is our policy. We provide information you can trust, without any hidden agendas."

## Trust as a Foundation

- "Trust is at the heart of our brand. We're here to earn your confidence with every interaction."
- "Your trust is our most valued asset. We work diligently to maintain it every day."

## Friendly & Approachable

- "Our friendly team is here to assist you with a warm, welcoming tone."
- "Approachable and eager to help, we're your partners on this journey."

## Professional & Knowledgeable

- "We combine professionalism with approachability to provide you with expert guidance."
- "Trust in our knowledge. We're here to provide you with the insights you need."

## Clear & Informative

- "Expect clarity and precision in our communications. We want you to understand every detail."
- "We're here to simplify complex matters and provide you with the information you need."





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**Voice**

# Messaging Tips

These messaging tips, when applied in your brand's communication strategy, should help convey your brand voice effectively and build a strong foundation of trust.

## Clear & Direct

Keep your messaging clear and to the point. Use straightforward language that avoids jargon and ambiguity. Communicate your message in a way that is easily understood by your audience. When addressing questions or concerns, provide concise and relevant answers.

## Humanize the Brand

Infuse your messaging with a friendly and approachable tone. Use relatable language and a conversational style. Share stories and anecdotes that humanize your brand and make it relatable to your audience.

## Educate & Inform

Provide informative content that adds value to your audience's knowledge. Share insights, tips, and relevant industry updates. Show that your brand is not just about selling but also about helping your audience make informed decisions.

## Consistency is Key

Maintain a consistent brand voice across all communication channels. Whether it's your website, social media, emails, or customer support, ensure that your tone, messaging, and values remain uniform.



# Checklist

This checklist can serve as a handy reference to ensure that your messaging aligns with your brand voice and effectively incorporates the tips.

## Clarity & Directness

- ☐ Is the message clear and straightforward?
- ☐ Have we avoided unnecessary jargon or ambiguity?

## Educational Content

- ☐ Does our messaging provide valuable information or insights?
- ☐ Are we helping our audience make informed decisions?

## Consistency Across Channels

- ☐ Is our brand voice consistent across our website, social media, emails, and other communication channels?
- ☐ Have we maintained a uniform tone and messaging style?

## Trust-Centric Messaging

- ☐ Is our messaging reinforcing the importance of trust in our brand?
- ☐ Are we consistently delivering on our trust-building promises?

## Friendly & Approachable Tone

- ☐ Does the messaging convey a friendly and approachable tone?
- ☐ Is the language relatable and conversational?





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Visual Language & Applications

# Visual Language & Applications





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Visual Language & Applications

Input Fields

Default input

Default input text

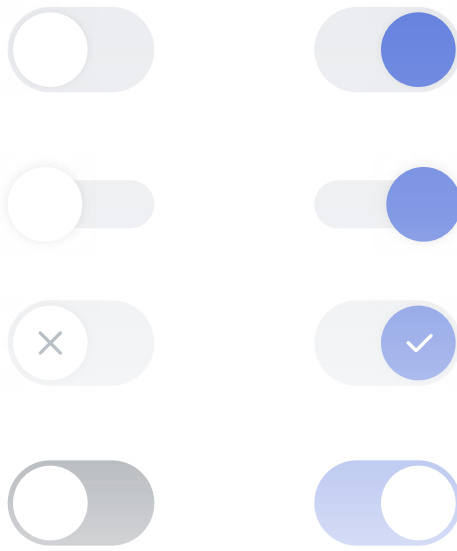
Active input

Active input text

Disabled input

Disabled input text

Toggle switch input



Textarea Fields

Default textarea

Default input text

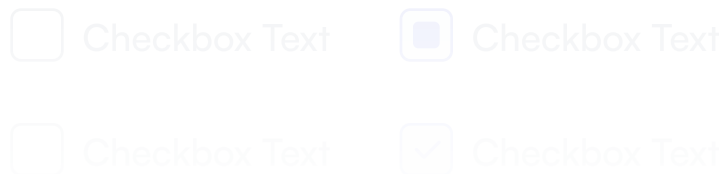
Active textarea

Active input text

Disabled textarea

Disabled input text

Checkbox and radio



Time and date

Date picker

dd/mm/yyyy



Select date

dd/mm/yyyy



File upload

Attach file

Choose file

No file chosen

Attach file

Choose file

No file chosen

Select input

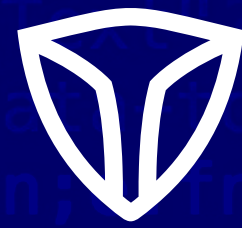
Select Country



United States



Full Design System Available in Figma



TESTIFYSEC

Visual Language & Applications

## Email Signature

One of the foundations of a strong brand is consistency throughout every interaction. We have created a Google Doc to make it easy to copy and paste your signature into Gmail.

[View the Google Doc](#) or [submit a request](#).

---

[Settings](#) / [See All Settings](#) / [Signature](#)

### Settings

[General](#) [Labels](#) [Inbox](#) [Accounts](#) [Filters and Blocked Addresses](#) [Forwarding and POP/IMAP](#) [Add-ons](#) [Chat and Meet](#)  
[Advanced](#) [Offline](#) [Themes](#)

#### Signature:

(appended at the end of all outgoing messages)

[Learn more](#)

Standard Signature



**David Elliott**

Director of UX & Design

616.443.1462 / [www.testifysec.com](http://www.testifysec.com)



Sans Serif



+ Create new

#### Signature defaults

FOR NEW EMAILS USE

Standard Signature

ON REPLY/FORWARD USE

Standard Signature

☒ Insert signature before quoted text in replies and remove the "--" line that precedes it.

#### Personal level indicators:

☒ No indicators

☐ Show indicators - Display an arrow ( > ) by messages sent to my address (not a mailing list), and a double arrow ( >> ) by messages sent only to me.

#### Snippets:

☒ Show snippets - Show snippets of the message (like Google web search!).

☐ No snippets - Show subject only.

#### Vacation responder:

(sends an automated reply to incoming messages. If a contact sends you several messages, this automated reply will be sent at most once every 4 days)

[Learn more](#)

☒ Vacation responder off

☐ Vacation responder on

First day: October 27, 2023

☐ Last day: (optional)

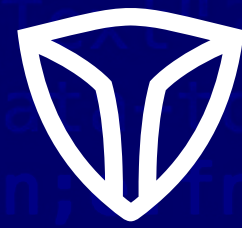
Subject:

Message:

Sans Serif







TESTIFYSEC

Visual Language & Applications

## Iconography

TestifySec currently leverages icon selections from The Noun Project. A full collection of our icons can be found in Lingo. As well as Heroicons, hand-crafted svg icons by the makers of Tailwind CSS.



heroicons

876 hand-crafted icons by the makers of [Tailwind CSS](#)

Browse all icons on [heroicons.com](#)



academic-cap



adjustments-horizontal



adjustments-vertical



archive-box



archive-box-arrow-down



archive-box-x-mark



arrow-down



battery-0



battery-100



battery-50



beaker



bell



bell-alert



bell-slash



cog-6-tooth



cog-8-tooth



command-line



computer-desktop



cpu-chip



credit-card



cube