



STRATA

Identity Orchestration

Brand book

2023_v1.1a

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Voice

We are *the*
Identity Orchestration
company

The pinnacle of distributed identity is achieved with Orchestration.

Many organizations are doing digital transformation. For most that means moving to the cloud, and moving to the cloud means adopting multiple cloud technologies and platforms and becoming hybrid, with a mix of infrastructure, data, and applications residing across multiple clouds and on-premises.

Proliferating identity across hybrid and multi-cloud infrastructure makes identity management much more difficult to successfully implement. Identity Orchestration radically simplifies how identity works by decoupling applications from tightly coupled integrations with identity providers.

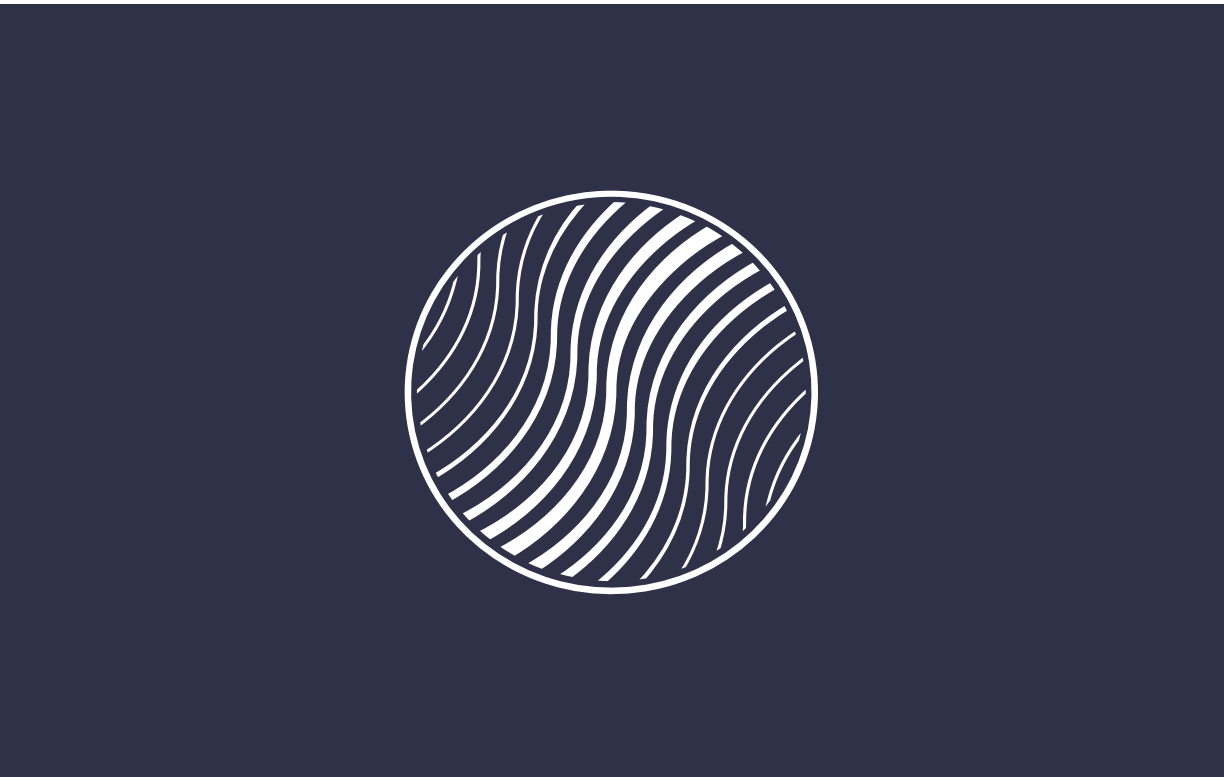
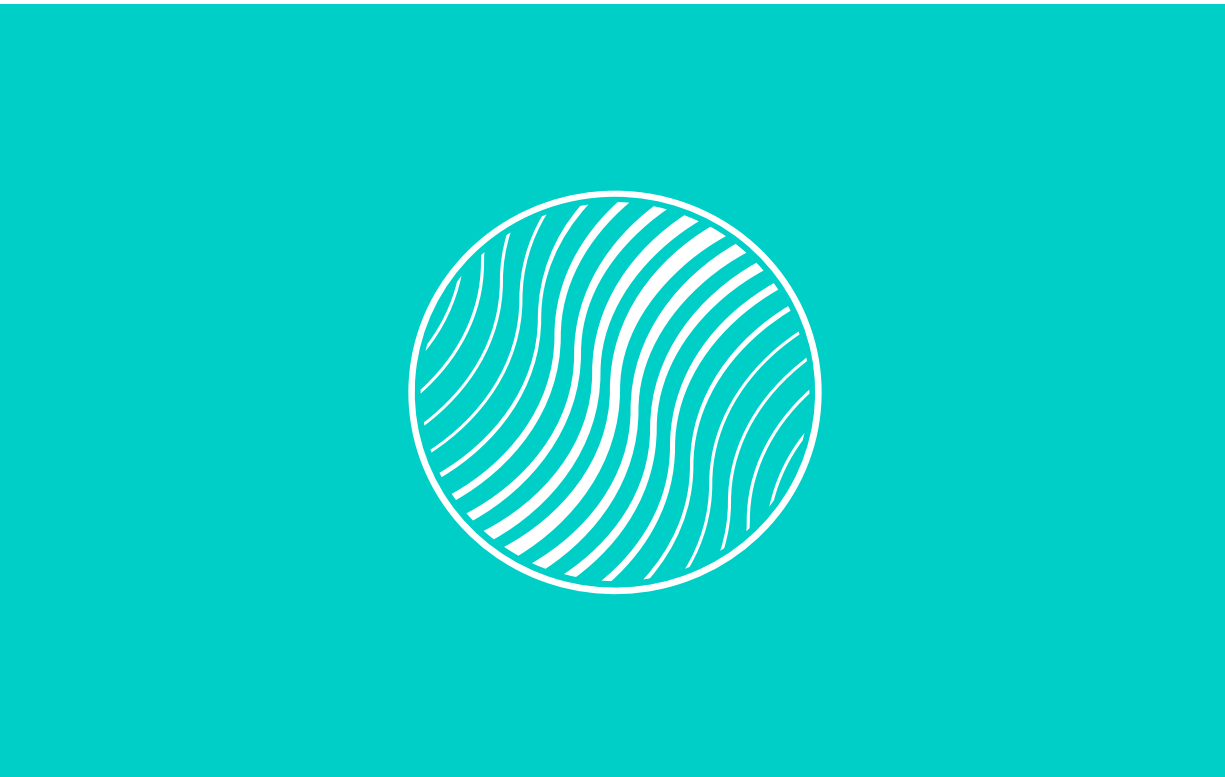
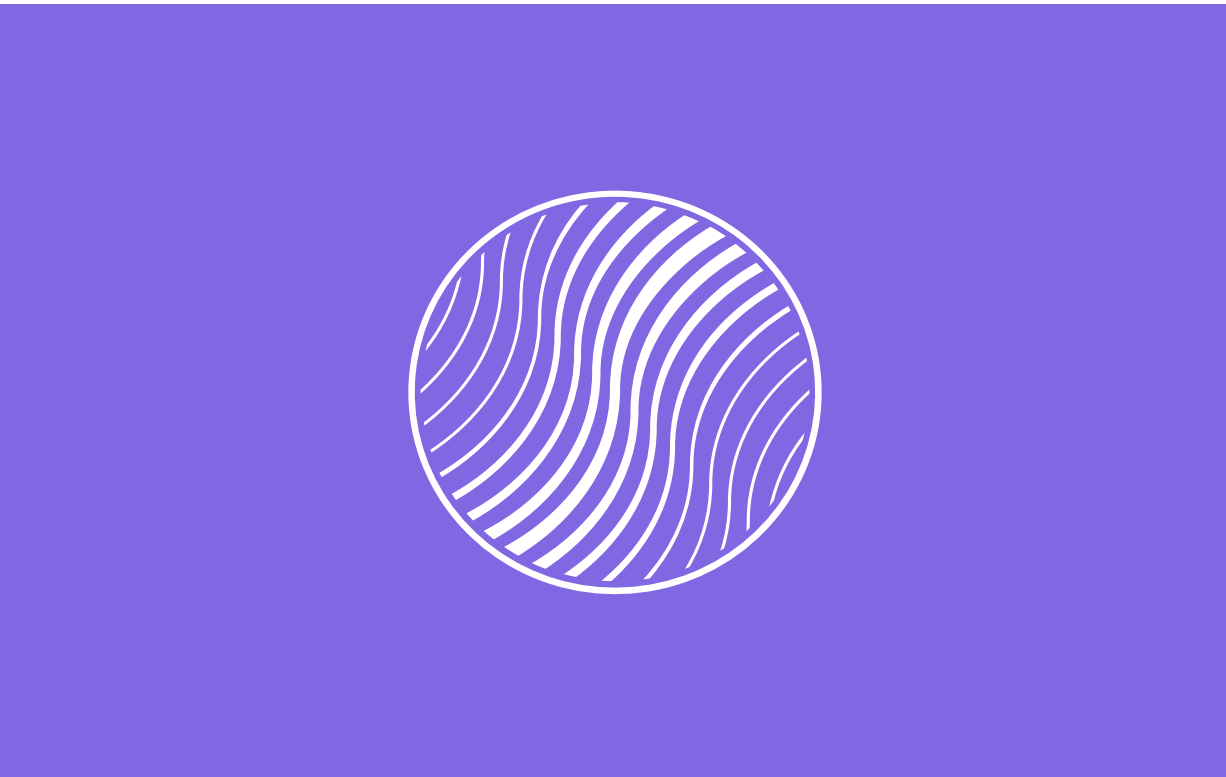
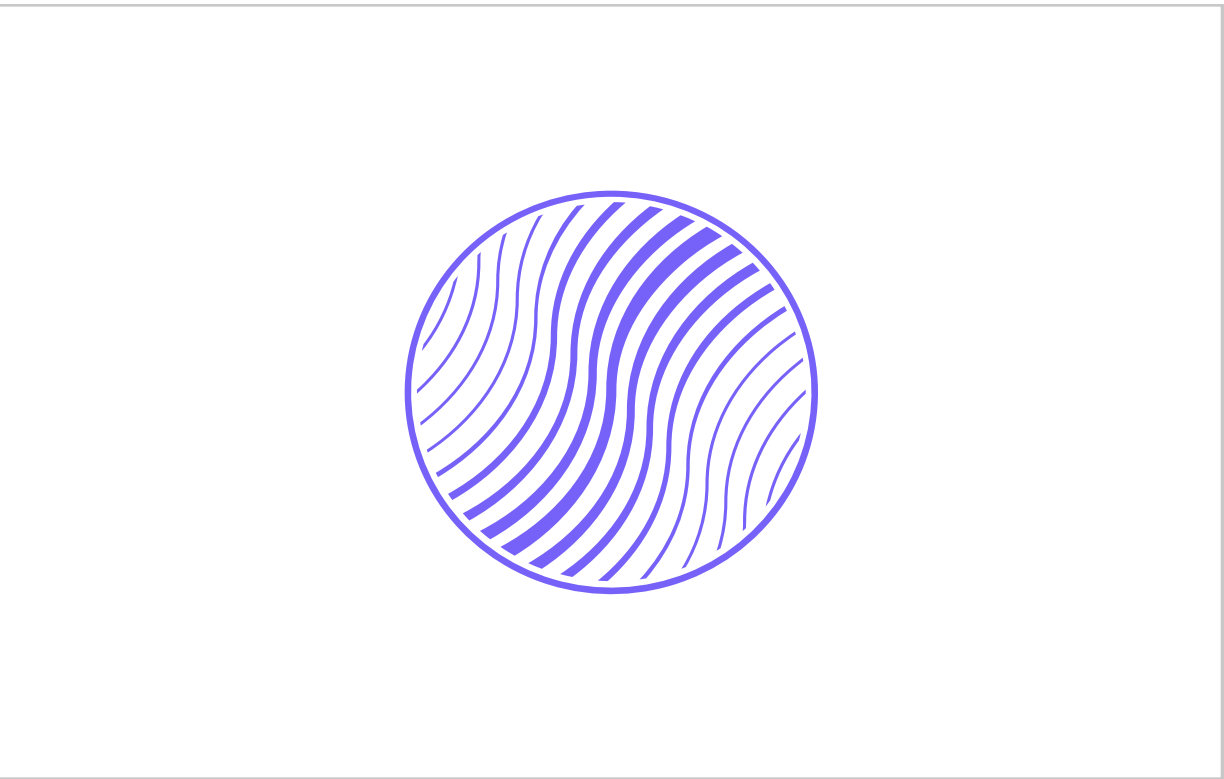
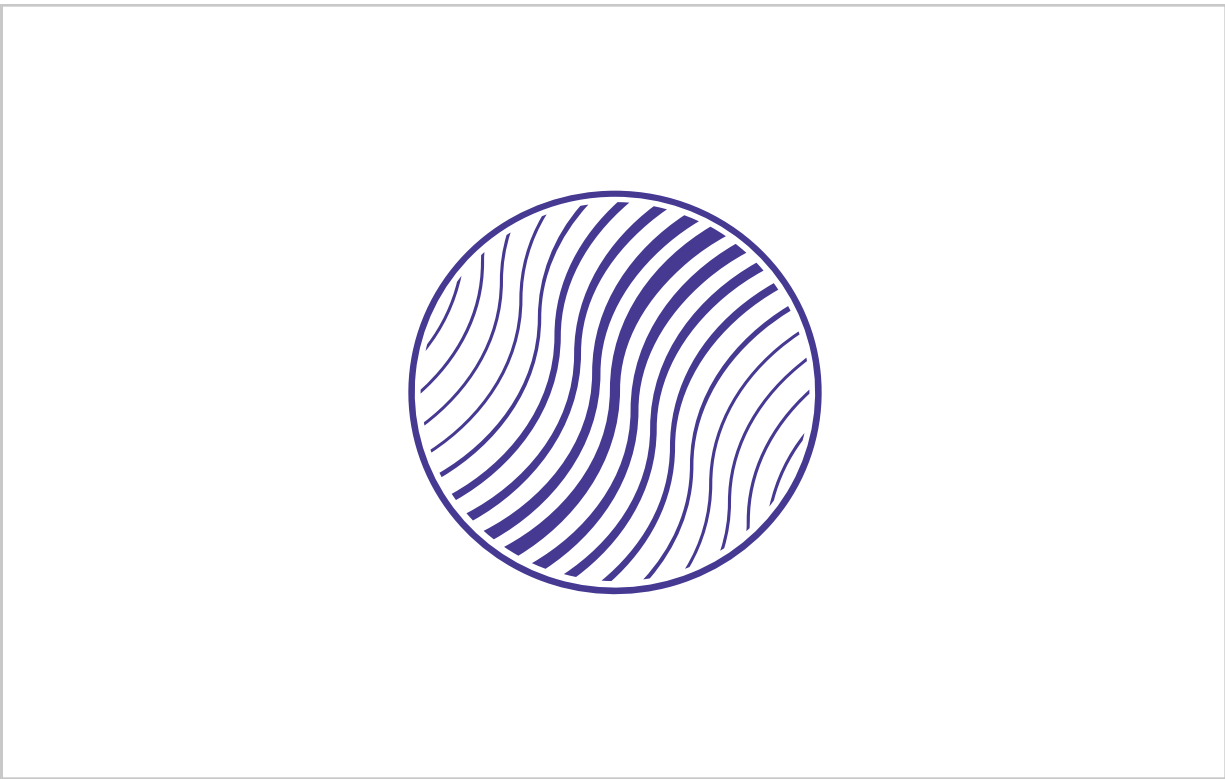
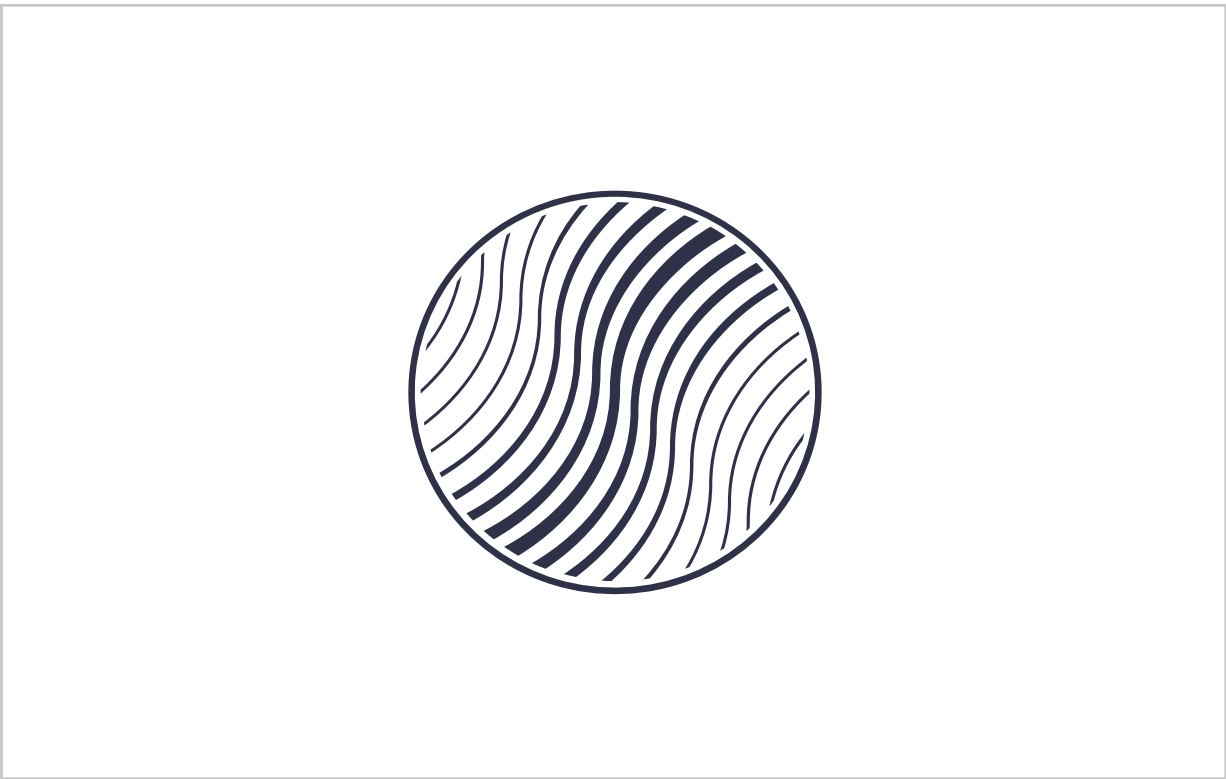
Strata's Identity Orchestration integrates your multi-cloud and hybrid identity infrastructure and allows you to enforce consistent identity and access policies.

Strata empowers IT and Business teams to integrate, automate, and secure identity across hybrid and multi-cloud environments—with the #1 platform for Identity Orchestration. Customers can now architect identity that's forever modern and permanently flexible.

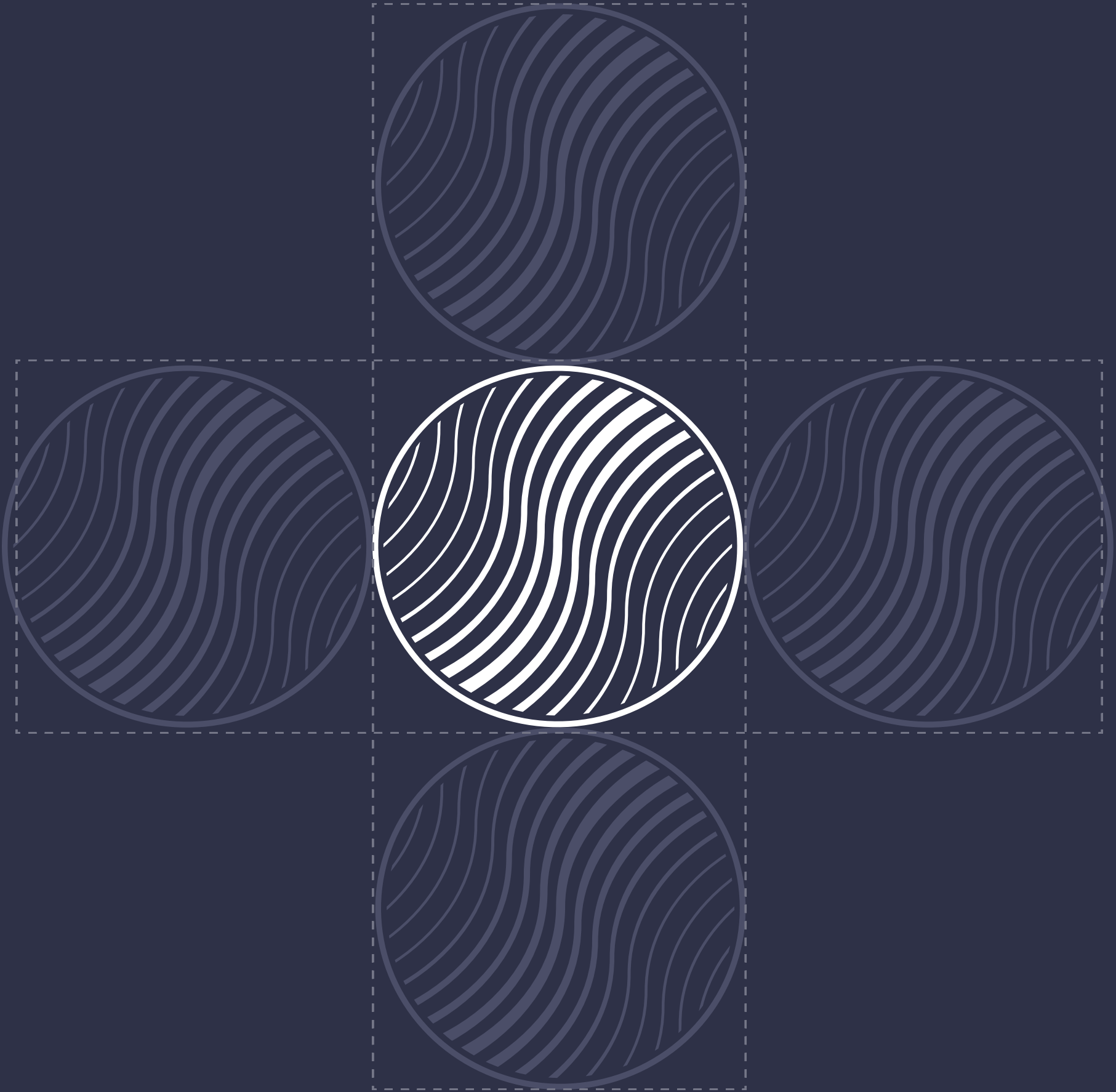
Logos



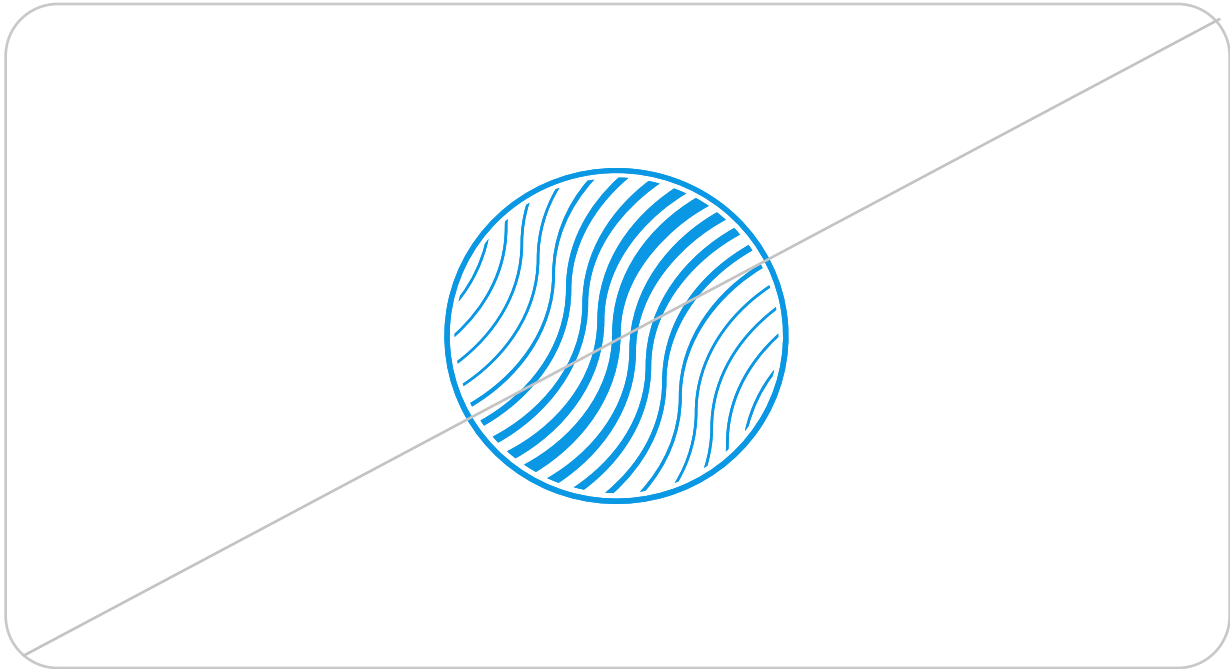
Our brand mark is called The Swell. The wavy lines inside of the circle represent a grouping of waves that have orchestrated themselves into a single force. This visual representation of waves defines what we do as a company and informs our visual approach throughout various touchpoints across the brand.



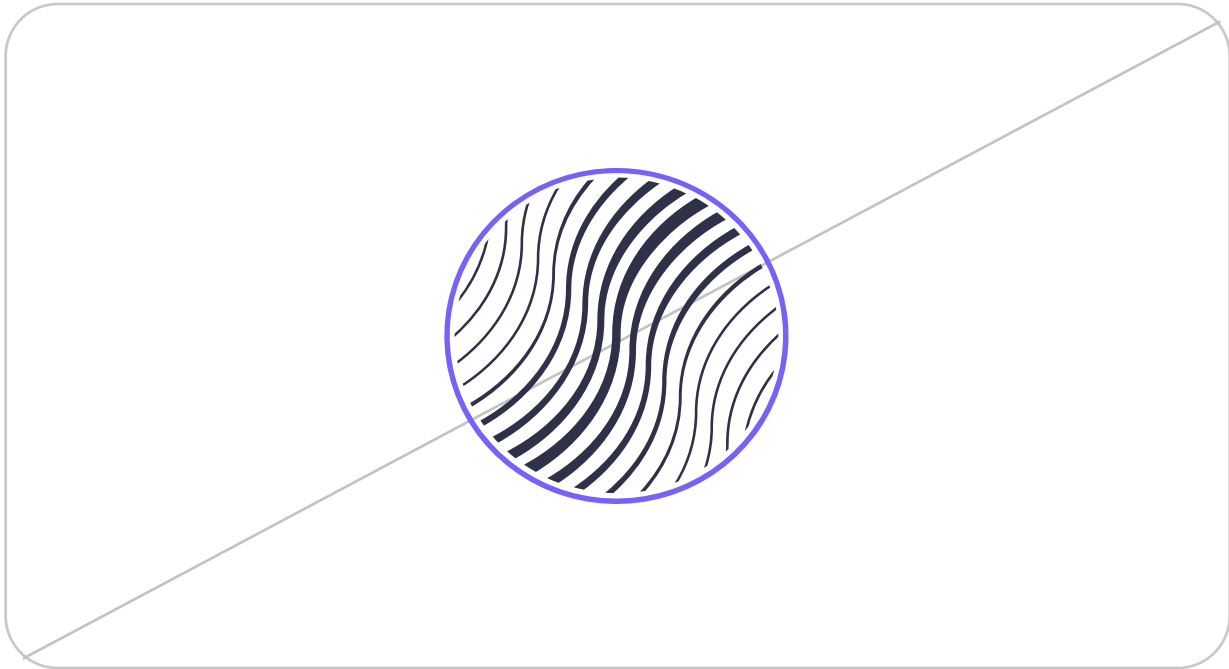
Shown here are the color ways that may be applied to the primary logo mark.



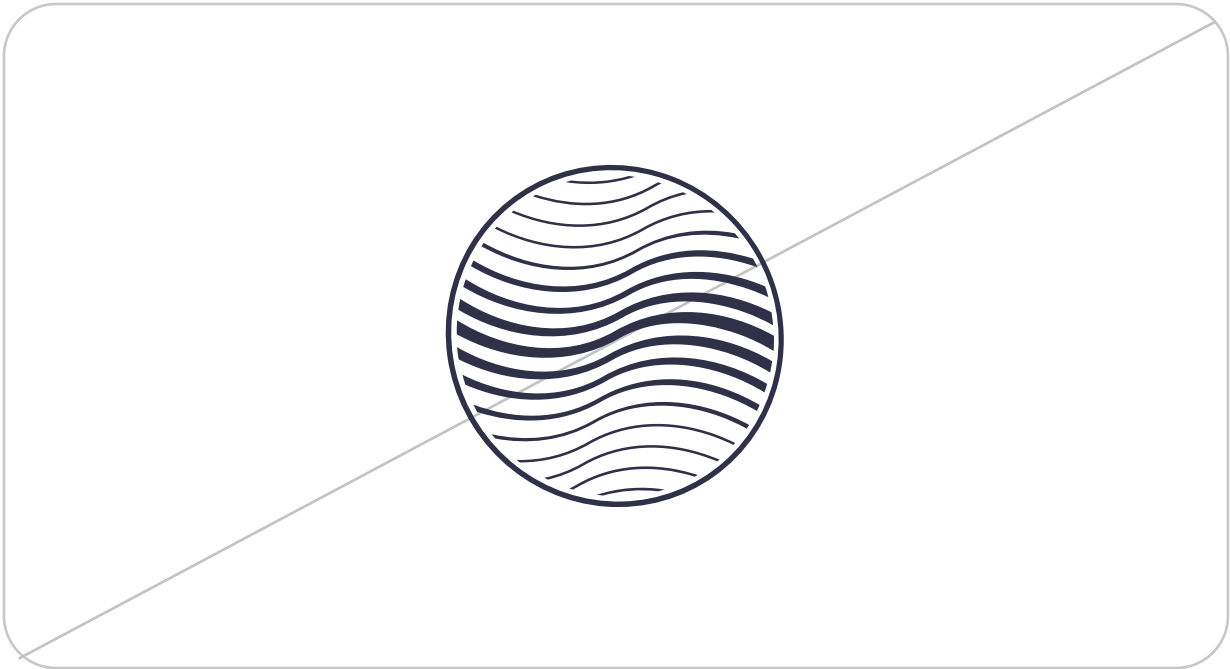
In order for the brand mark to maintain legibility, we should make sure to leave enough clearspace to seperate the mark from any surrounding design elements. The height & width of the brand mark can be used as a measurement tool.



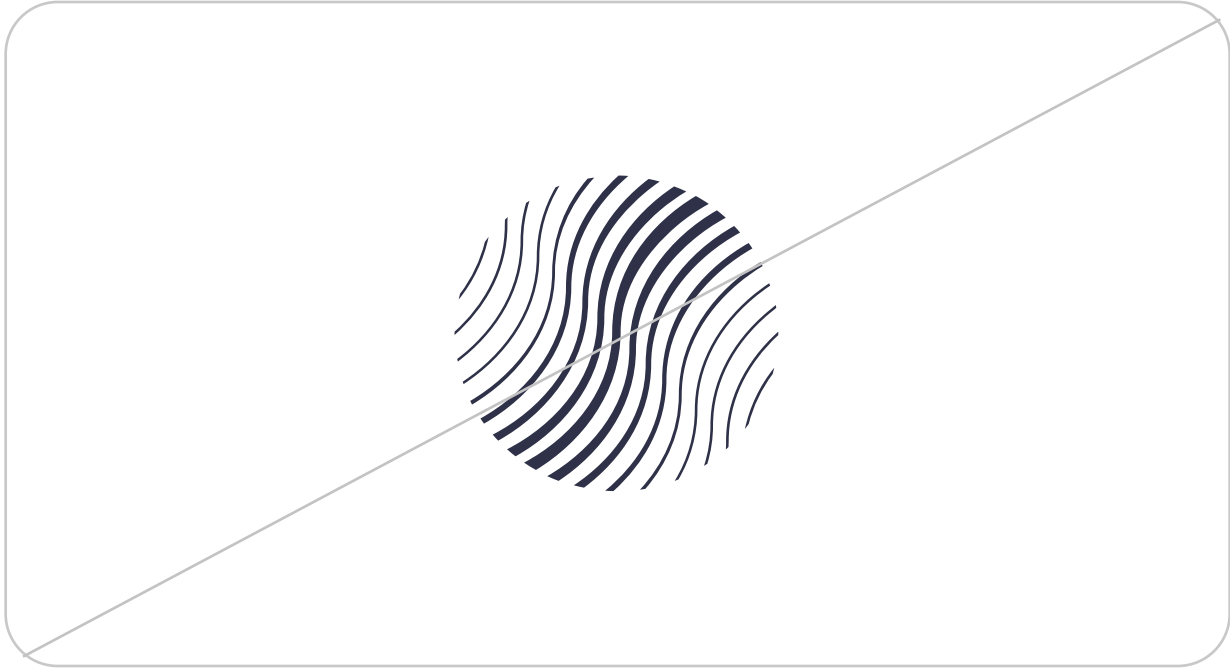
Do not display the brand mark in colors that have not been approved for use.



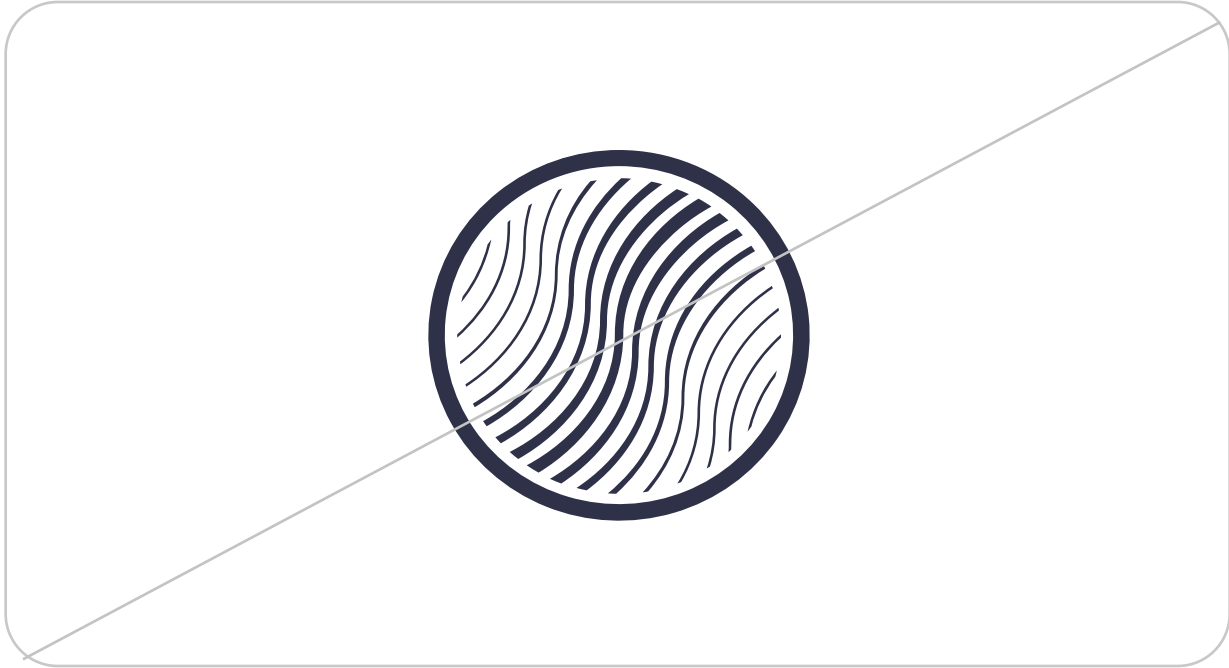
Do not change the line color of the brand mark to stand out in relation to the waves.



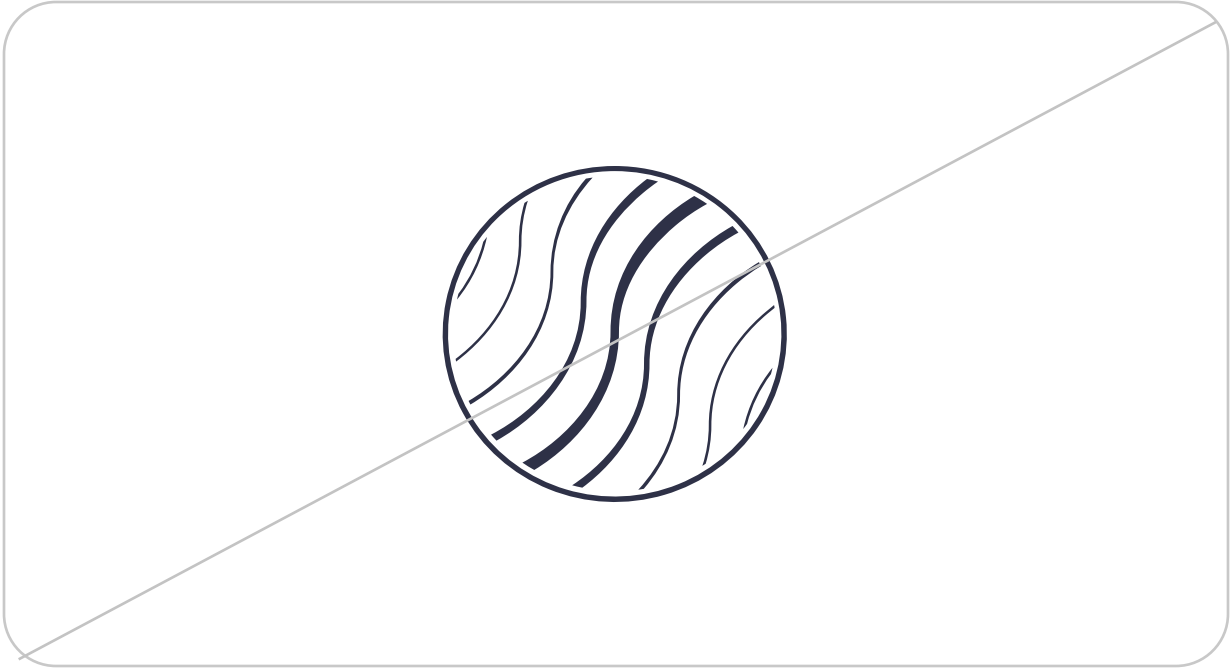
Do not rotate, twist or turn the logo in any way that would make it difficult to read.



Do not remove the line displayd on the outside of the brand mark.

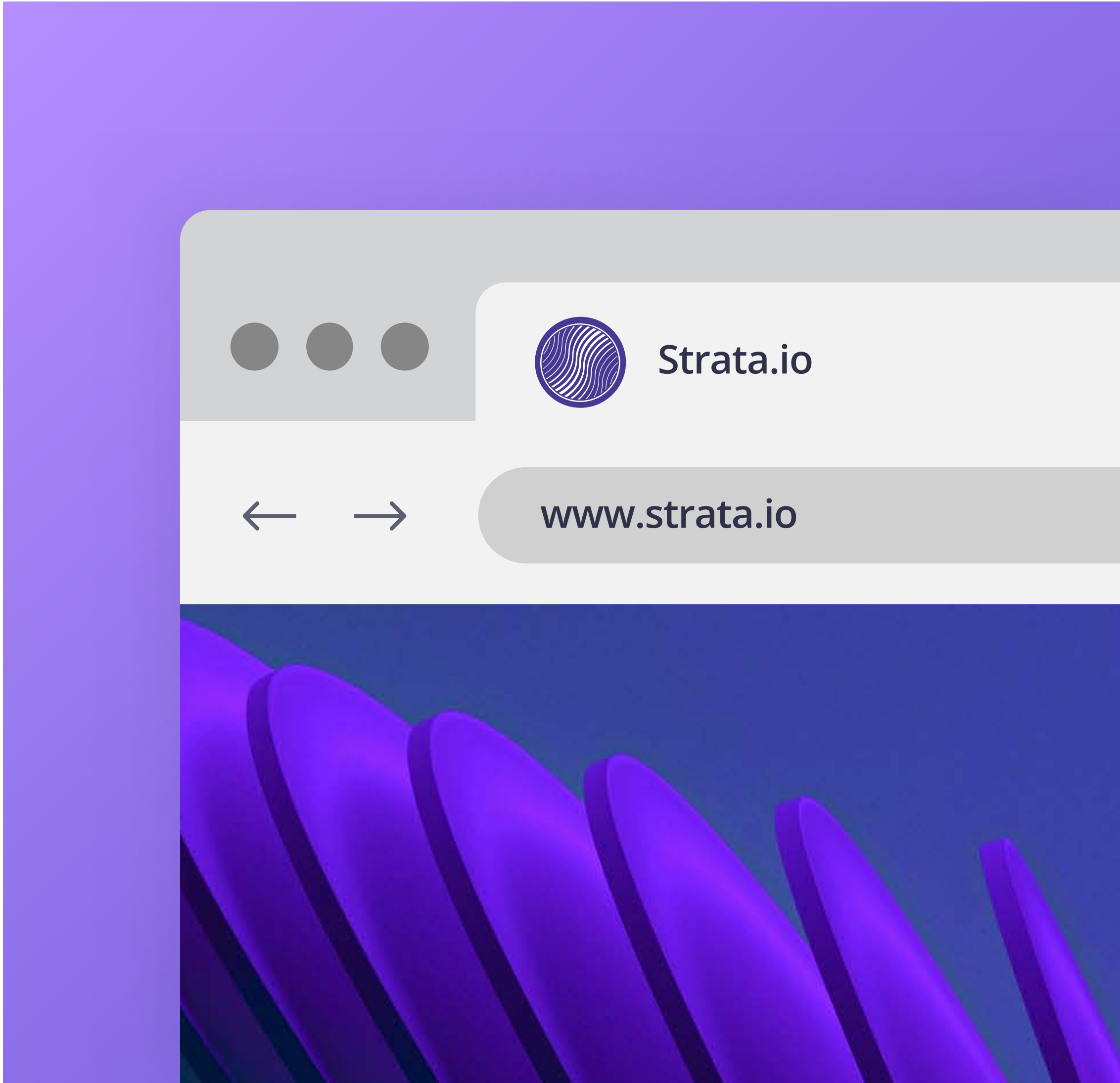
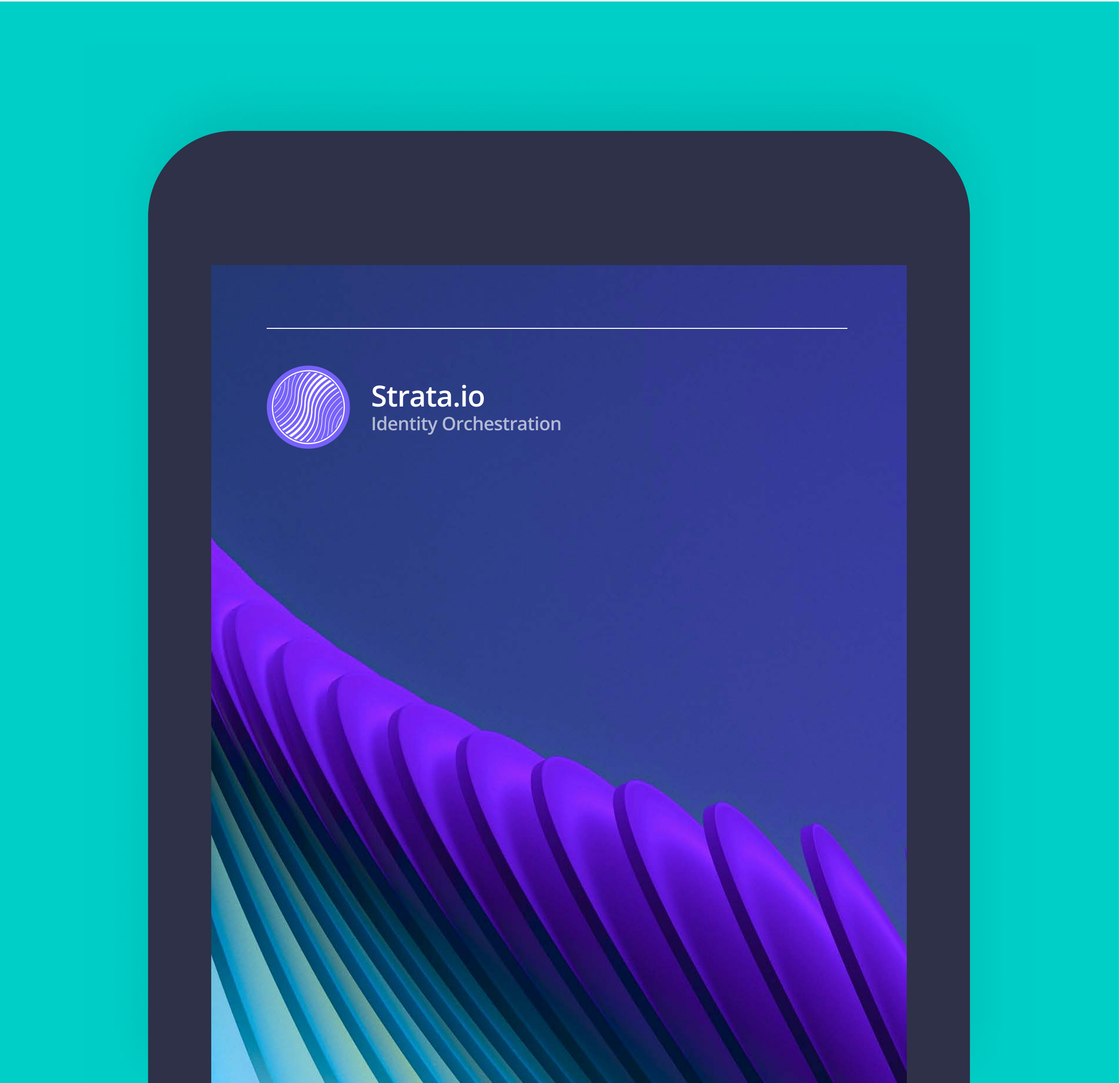


Do not change the thickness of the line that surrounds the brand mark.



Do not manipulate the internal lines of the brand mark by adding or subtracting from the initial value.







STRATA

Identity Orchestration

The primary logo (horizontal) is the most frequently used lockup in our brand book. This version of the logo features our signature brand mark, company name and a short tagline / description of the brand.



Shown here are the color ways that may be applied to the primary logo mark.



In order for the logo to maintain legibility, we should make sure to leave enough clearspace to separate the logo from any surrounding design elements. The height & width of the brand mark can be used as a measurment tool.



Do not display the logo in colors that have not been approved for use.



Do not change the color of the brand mark to stand out in relation to the typography.



Do not rotate, twist or turn the logo in any way that would make it difficult to read.



Do not change the scale of the brand mark in relation to the typography on the logo.



Do not position the brand mark on the right hand side of the logo for any reason.



Do not rotate, twist or turn the brand mark in any way that changes the direction of the wave lines.









STRATA
Identity Orchestration

The primary logo (vertical) is used when we have spacing constraints to work against. This lock up is best suited for vertical layouts. It features our signature brand mark, company name and a short tagline / description of the brand.



Shown here are the color ways that may be applied to the primary logo mark.



Do not display the logo in colors that have not been approved for use.



Do not change the color of the brand mark to stand out in relation to the typography.



Do not rotate, twist or turn the logo in any way that would make it difficult to read.



Do not change the scale of the brand mark in relation to the typography on the logo.



Do not position the brand mark on the below the logo for any reason.



Do not rotate, twist or turn the brand mark in any way that changes the direction of the wave lines.





The Secondary Logo (Horizontal) should be used when the logo needs to be presented at smaller sizes. This version of the logo excludes the tagline for increased legibility.



Shown here are the color ways that may be applied to the secondary logo mark.



In order for the logo to maintain legibility, we should make sure to leave enough clearspace to seperate the logo from any surrounding design elements. The height & width of the brand mark can be used as a measurment tool.



Do not display the logo in colors that have not been approved for use.



Do not change the color of the brand mark to stand out in relation to the typography.



Do not rotate, twist or turn the logo in any way that would make it difficult to read.



Do not change the scale of the brand mark in relation to the typography on the logo.



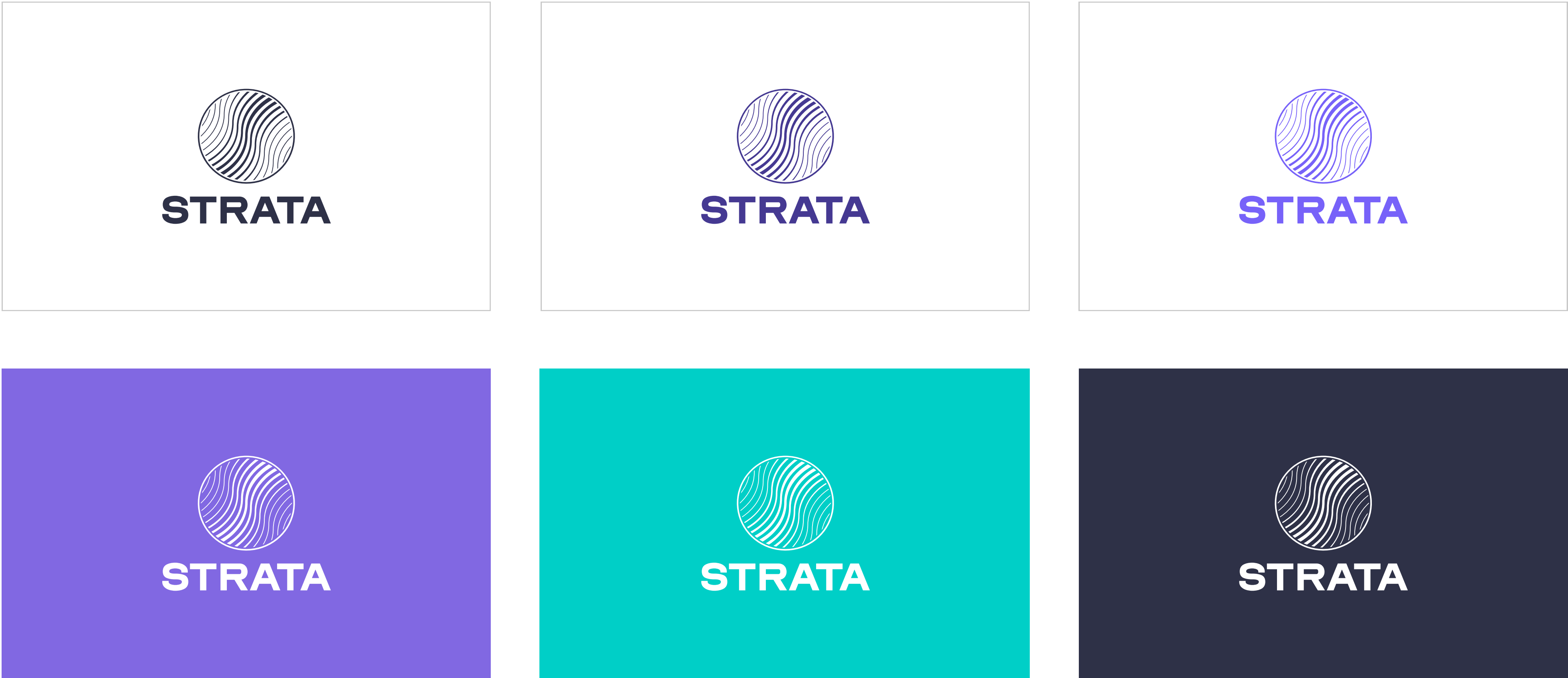
Do not position the brand mark on the right hand side of the logo for any reason.



Do not rotate, twist or turn the brand mark in any way that changes the direction of the wave lines.



The Secondary Logo (Vertical) should be used when the logo needs to be presented at smaller sizes. This version of the logo is optimized for vertical layouts and excludes the tagline for increased legibility.



Shown here are the color ways that may be applied to the secondary logo mark.



Do not display the logo in colors that have not been approved for use.



Do not change the color of the brand mark to stand out in relation to the typography.



Do not rotate, twist or turn the logo in any way that would make it difficult to read.



Do not change the scale of the brand mark in relation to the typography on the logo.



Do not position the brand mark on the below the logo for any reason.



Do not rotate, twist or turn the brand mark in any way that changes the direction of the wave lines.

Color

Sapphire

PMS

2104C

CMYK

89 - 94 - 3 - 0

RGB

69 - 57 - 146

HEX

#453992

Iris

CMYK

51 - 59 - 0 - 2

RGB

119 - 98 - 249

HEX

#7762F9

Turquoise

CMYK

81 - 0 - 3 - 19

RGB

0 - 207 - 199

HEX

#00CFC7

Midnight

CMYK

10 - 9 - 0 - 72

RGB

46 - 49 - 71

HEX

#2E3147

White

CMYK

0 - 0 - 0 - 0

RGB

255-255-255

HEX

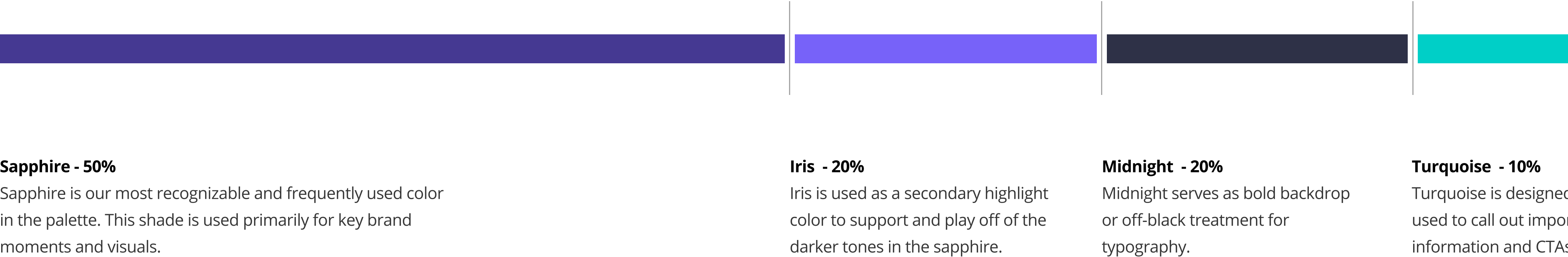
#FFFFFF

#CCF5F4	#E4E0FE	#D5D6DA
#99ECE9	#C9C0FD	#ABADB5
#66E2DD	#ADA1FB	#828391
#33D9D2	#9281FA	#585A6C
#00CFC7	#7762F9	#2E3147

Shown here are approved tints for our primary brand colors. Use these sparingly to increase contrast and create more color variety in your layouts.

Color Ratios

This page is designed to help guide the appropriate usage and ratio for each color in the brand guide.



Atmosphere

CMYK 51 - 59 - 0 - 2
RGB 119 - 98 - 249
HEX 0A97E3

Lilac

CMYK 32 - 49 - 0 - 0
RGB 173 - 131 - 255
HEX #AD83FF

Rubine

CMYK 0 - 85 - 51 - 14
RGB 200 - 2 - 89
HEX #DC0259

Mist

CMYK 2 - 2 - 0 - 4
RGB 242 - 242 - 246
HEX #F2F2F6





Schedule a Demo

Switch clouds, swap IDPs or deploy the next big thing in identity — without touching the apps.

Fill out the form below:

Email Address

Book a Demo

Dark Purple

#6F5EEA

#2C1D48

Light Purple

#B58EFF

#6150D0

Ocean Blue

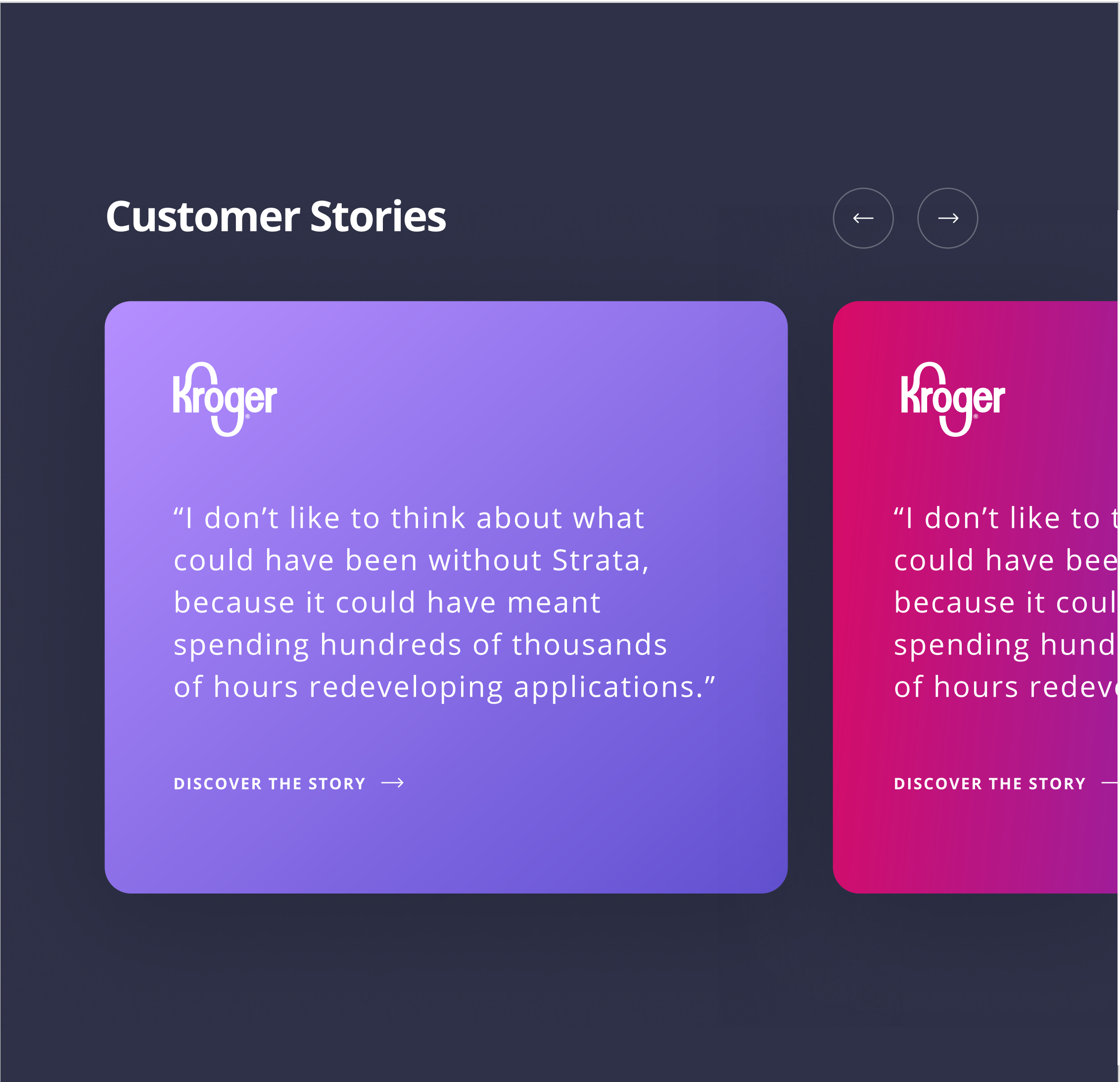
#08DBDA

#0A98E3

Magenta

#D80B66

#692FCB



Typography

Open Sans (google font)

Open Sans is a clean and modern sans-serif typeface. It is especially designed for legibility across print, web, and mobile interfaces. Open Sans is excellent for any type of use. It’s incredibly readable in small sizes and also works great when printed in huge letters.

Aa

Regular

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
!@#\$%^&*()

Semibold

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
!@#\$%^&*()

Bold

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
!@#\$%^&*()

Extrabold

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
!@#\$%^&*()

H1

Open Sans

Open Sans
Weight Extrabold
Size: 75px

BODY COPY (SMALL)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

H2

Open Sans

Open Sans
Weight Extrabold
Size: 50px

Open Sans
Weight Regular
Size: 16px

H3

Open Sans

Open Sans
Weight Extrabold
Size: 40px

BODY COPY (LARGE)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

H4

Open Sans

Open Sans
Weight bold
Size: 24px

H5

OPEN SANS

Montserrat
Weight Semibold
Size: 10px

Open Sans
Weight Regular
Size: 20px

IAM solutions for the
multi-cloud world.



Enterprise Edition

Deploy anywhere

Built for business leaders, IT security teams, architects, admins and app owners to get the most out of your existing and future identity investment.

\$ 250/app

Monthly

\$ 2500/IDP

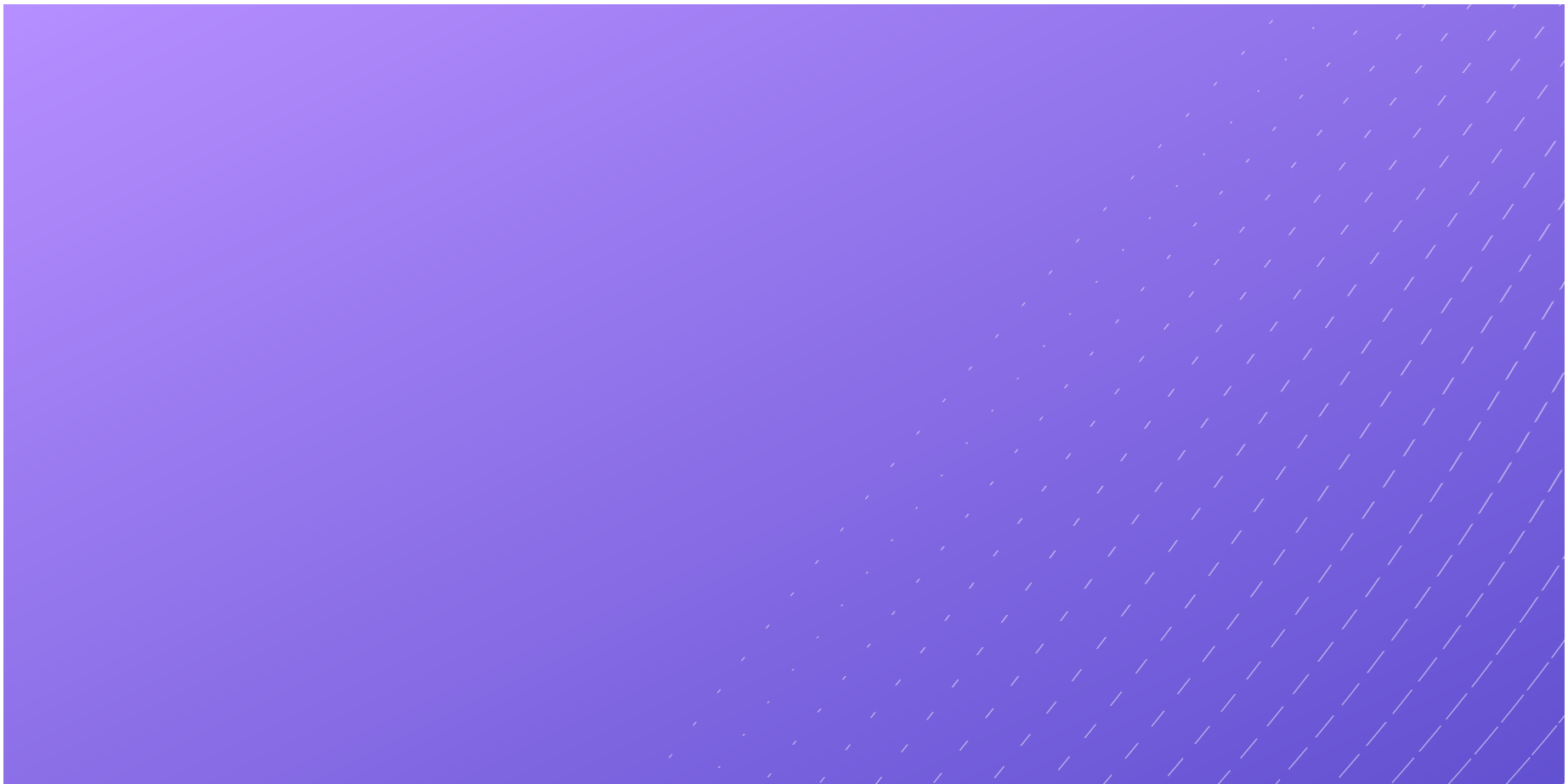
Monthly

Speak to a Sales Engineer

An identity Revolution

Built for business leaders, IT security teams, architects, admins and app owners to get the most out of your existing and future identity investment.

Graphics



The wave pattern can be applied in a variety of different ways in your design layouts.







We use bold, overlapping images to bring texture and vibrancy into our layouts.

Photography

Waves

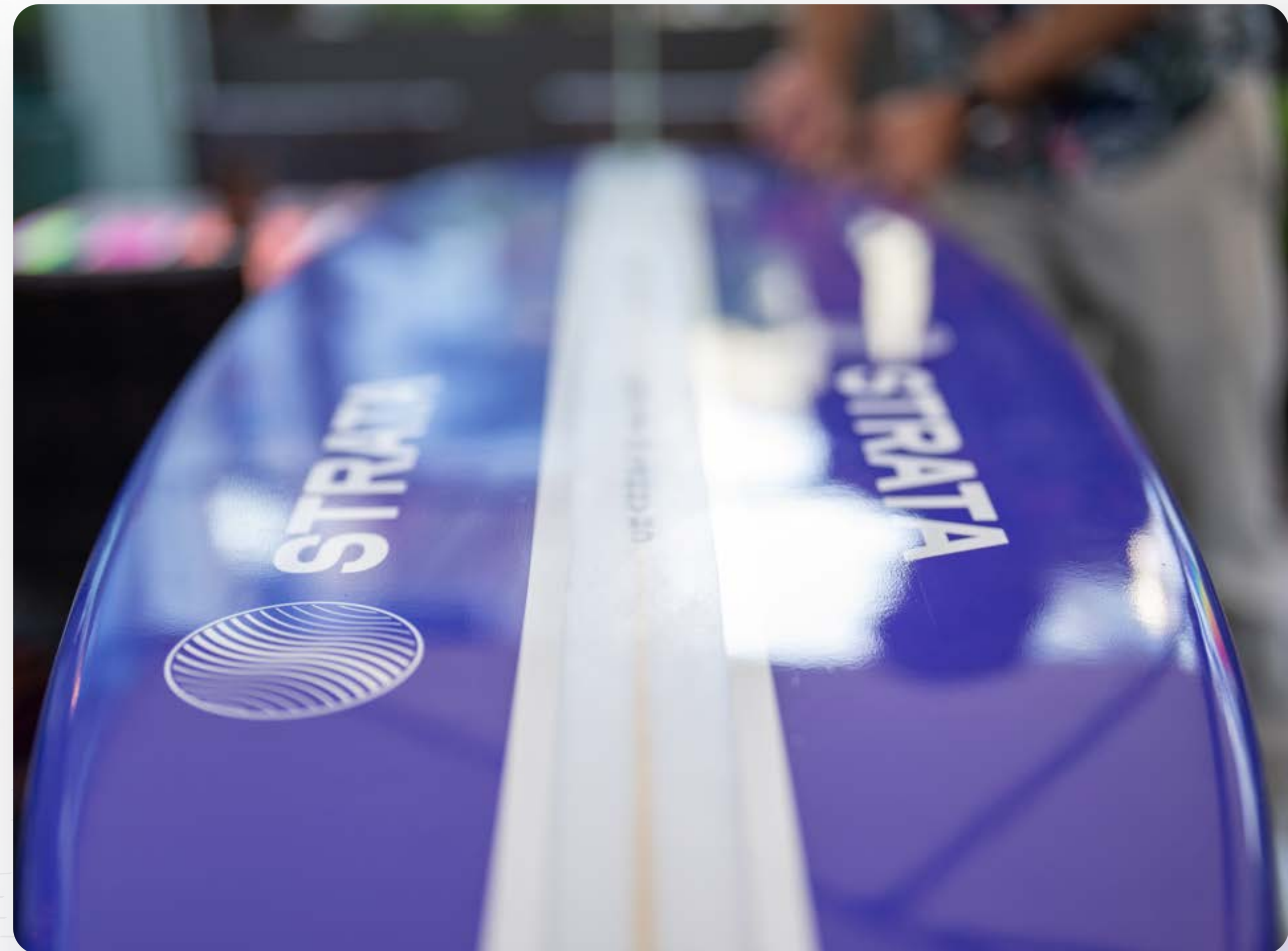
Waves are one the core visual components that make up our brand identity. We use imagery of waves and surfing to create texture and bring the natural world into our design layouts.





Culture and Events

Behind every brand is the culture that makes the company what it is. At Strata we believe in openly sharing our internal culture of Aloha and inviting customers and onlookers into that experience. Through the use of team portraits, company events, and key cultural moments, we aim to bring people into the world that we've created.





People

At the end of the day, technology only serves its purpose in as far as it helps people. In the this sense, we're bringing our focus back to what's important, aiming to humanize and demystify the brand. We use images of people to focus on the impact that our product has in real life. These can be portraits of customers, clients or internal team members





Iconography

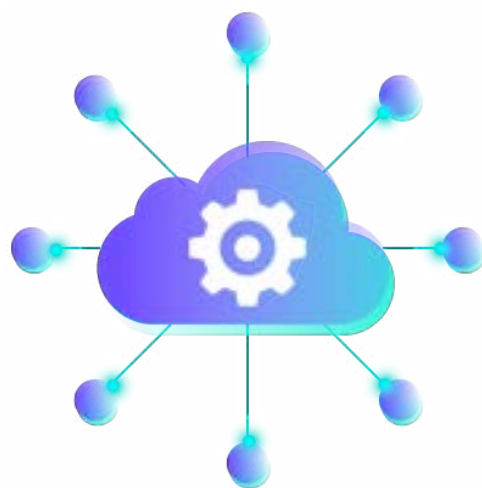
Marketing Icons

For all marketing related icons, we use a distinct and ownable style that leverages the use of purple and turquoise gradients. These icons are intended be more detailed so that we can convey a specific story about the product or brand.

We’ve created a library of these to work from, but it is likely that we’ll need to create more in the future as products change and evolve.



ORCHESTRATED
USER JOURNIES



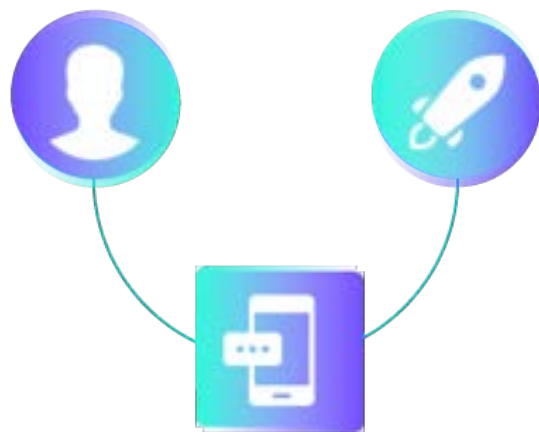
MODERNIZE APP
IAM OR IDPS



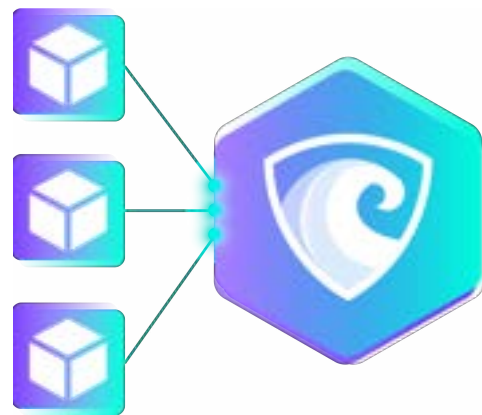
BUILD IDENTITY
RESILIENCE



BRIDGE IDENTITY AND
POLICY BETWEEN CLOUDS



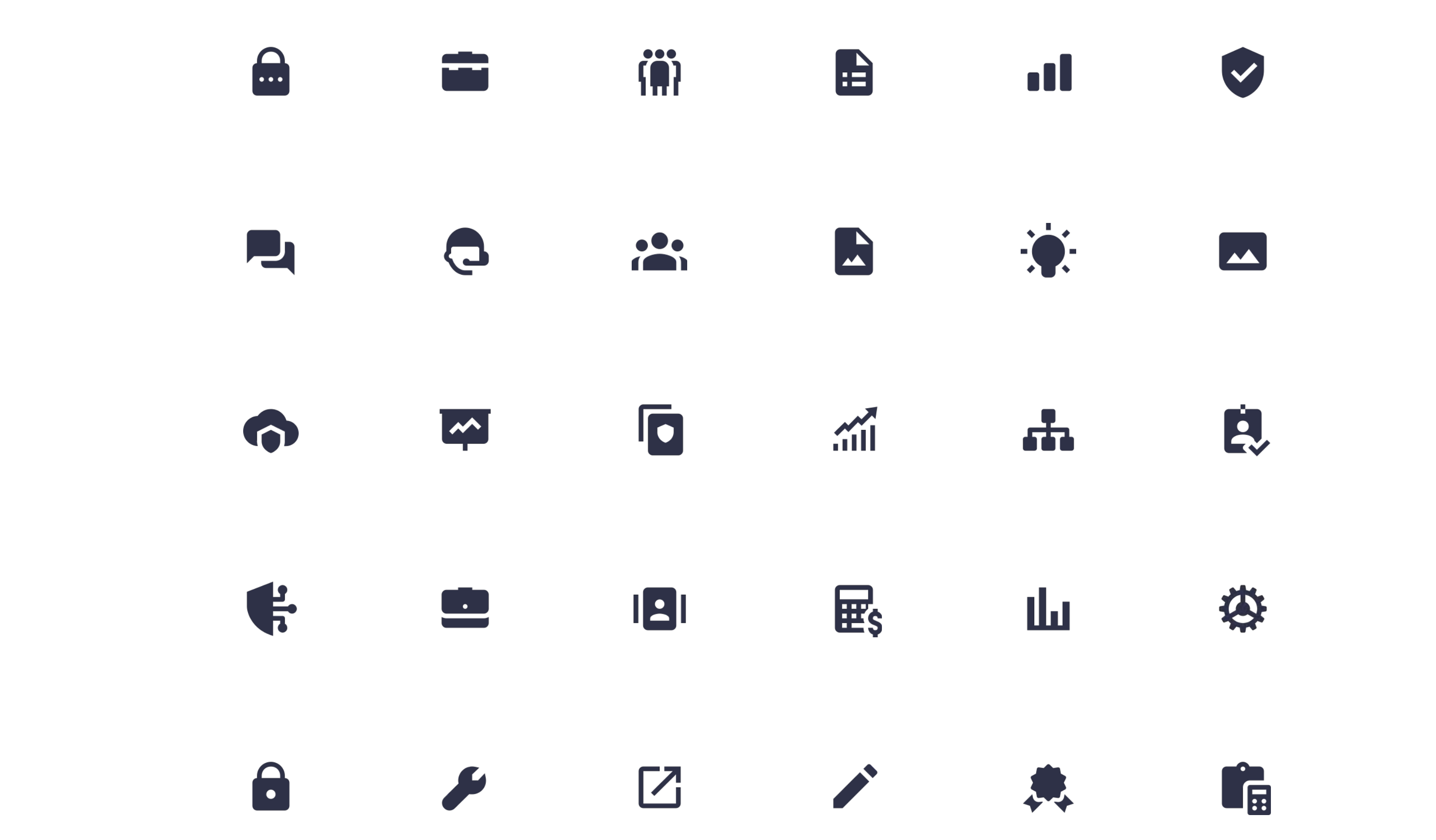
ADD PASSWORDLESS
TO ANY APP



PLATFORM AND
APP OWNERS

Material Icons

Material icons are used inside of the product and to represent more generic ideas. For these icons, we have a subscription to the icons-8 library. This allows us to maintain a consistent filled style while accessing thouands of icons quickly as we need them.





Thank you!

If you have any questions regarding the brand or any creative assets, please send an email to Brian@strata.io.