



perimeterx

Brand Guidelines



perimeterx

PerimeterX prevents automated attacks by detecting and protecting against malicious web behavior.



perimeterx

Our Logo

WORDMARK

The wordmark is our primary mark and should be used across all our internal and external material.

The PX Red (view page 7) version of the logo should be used whenever possible. Graphics files which include the Perimeterx logo should never be saved in .jpg format, as this may pixelate or muddy the true colors of the logo. For use in online application, save logo files/graphics as .gif, .eps, .ai, .png, .bmp or .tif format.

If a 1-color version of the logo must be used, it is preferred to have the logo print positive in black. The logo may reverse to white or white and gray if there is no other acceptable alternative.

In order to maintain brand unification you must never attempt to recreate our logo on your own. If you need this logo, ask us at marketing@perimeterx.com.

CLEAR SPACE

When using our wordmark on any application—print or digital—a visual clear space should be considered in order to maintain its integrity.

The space is equal to the width of the x letter on the PerimeterX wordmark.



SIZING

Always reproduce the Mark at a size that is clear and legible on screen and print material.

In general, to ensure legibility of logo type, the logo minimum size should be no less than 1/2", size may depend on screen/print resolution. **If you are not sure about the best size for your material, ask us at marketing@perimeterx.com.**

A large, bold logo consisting of the word "perimeterx" in white lowercase letters. The letters are set against a solid red rectangular background. The 'x' is slightly larger and more prominent than the other letters.A smaller version of the "perimeterx" logo, rendered in white lowercase letters on a red rectangular background. The logo is enclosed within a thin black rectangular border.

30 mm/ 114px



INCORRECT USAGE

Our logo reflects who we are, therefore it should never be altered or manipulated. If the size of the logo needs to be modified in any way, be sure to scale the height and width proportionately.

Here is a visual explanation of what things are forbidden when using our logo.



Do not stretch or distort



Do not change its color



Do not apply outlines



Do not apply any effects



Do not change the fonts



Do not change element colors



Do not use on top of complex images



Do not put the entire word inside the rectangle

PROTECTED BY PERIMETERX

The Protected by PerimeterX mark is used at our Customers and Partners websites. This mark can only be used to indicate that they use us to protect their site. It represents that the site is being monitored and protected by our powerful, accurate, and proven bot detection solution.

Since we take our brand very seriously there are some restrictions as to where and how this mark can be used. Therefore, the only wording we authorize is "protected by".

For web pages, this mark should only be used in the top left-hand corner or bottom right-hand corner. For printed documents bottom right-hand corner.

You must never attempt to recreate this mark on your own. If you need this logo, ask us at marketing@perimeterx.com. You can also see this guidelines at <https://www.perimeterx.com/resources/>



FAVICON

Our favicon is a small version of our logo to fit perfectly without losing visibility. We use the favicon for the website if there are lots of windows open.





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Color Palette



PRIMARY COLORS

The PerimeterX color palette is very modest and with enough contrast to create an impact when talking about threats.

We are very mindful about using PX Red as it usually implies problems in client's industry. Make sure to always represent with the colors that we are the solution to those threats.

To compliment our color palette we use shades of grey. Used on our icons, typography and other support elements.



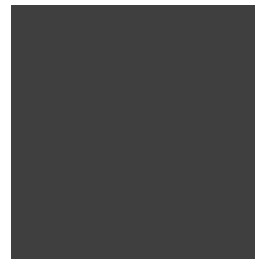
PX Red

Pantone 185 C
CMYK 0, 100, 100, 0
RGB 237, 28, 36
HEX #EC2027



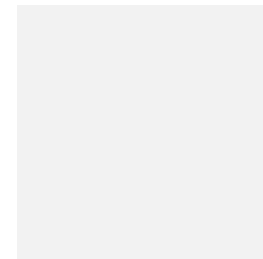
PX Black

Pantone Black 6 C
CMYK 70, 70, 70, 90
RGB 0, 0, 0
HEX #000000



PX Dark Grey

Pantone 446 C
CMYK 68, 60, 61, 48
RGB 63, 63, 63
HEX #3F3F3F



PX Light Grey

Pantone 663 C
CMYK 4, 2, 2, 0
RGB 242, 242, 242
HEX #F2F2F2



GRADIENTS

We use gradients using our primary colors to help soften other graphical elements (mostly polygon elements) and pull together backgrounds for page and banner layouts.



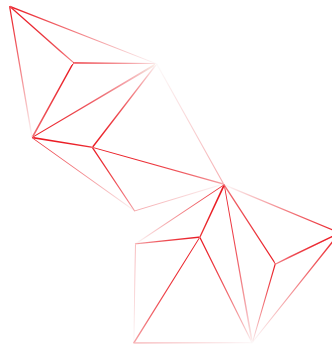
PX Red to White



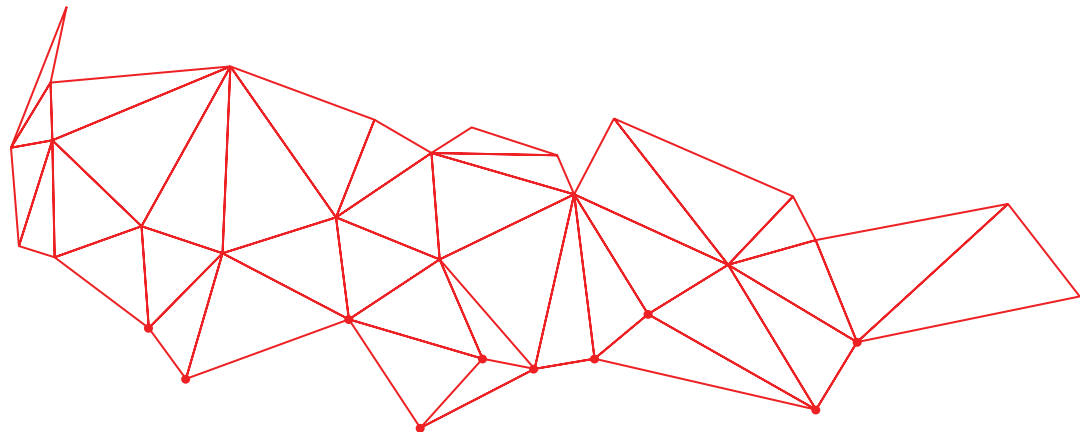
PX Red to PX Black

POLYGON ELEMENTS

We mostly use these gradients at our polygon elements, although we also use a flat version of these polygons as well. They often go from PX red to PX Black on top of dark backgrounds and from PX Red to White on top of white backgrounds. When using the flat version they are always PX Red on top of dark and light backgrounds.



Incorporate polygon shapes where applicable as they represent visually the ever-changing nature of the “threats”. It is important to always make sure that these elements are not competing with the text. They should always work as secondary and support elements only.



The image features a black background with several abstract, glowing red geometric shapes. These shapes are composed of thin red lines forming triangles and other polygons, with some vertices appearing as bright red points. The shapes are scattered across the frame, with one prominent shape in the upper left and another in the lower right. In the center, the word "perimeterx" is written in a white, lowercase, sans-serif font. The letters "perimeter" are white, while the final "x" is red and partially overlaps a red rectangular highlight box that covers the text.

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