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Introduction

Our Mission

To offer web protection built on empathy for the people behind security. We do this by supporting the teams that secure software with a modern, powerful security platform that people love.

Our Vision

To provide everyone with peace of mind by making the web a safe place to connect, create, and do business.

Our Story

We know how important security is, but also know how emotionally draining it can be because we've been there. We started as security practitioners at Etsy where software moved fast while legacy security products slowed everyone down. We built our own technology for security problems that had no solutions and recognized that we could help prevent others from experiencing the frustrations we went through.

We took what we learned at Etsy and founded Signal Sciences because we care about the people behind security. Our different approach to web application protection is based on making security simple, accessible, and honest. Above all, we strive to be partners—not vendors.

Our Users

Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don't get the recognition they deserve. Against tough odds, our users still thrive on finding solutions to complex problems and take pride in being in the trenches to protect people from web abuse. We know they're heroes even if they don't.

Brand Values

Empathy

We show appreciation for our customers by acknowledging the tough human realities of their work.

Camaraderie

We value building great relationships just as much as we value building great technology

Reliability

We take great care in being honest and consistent in what we offer and how we communicate.

Efficiency

We make the effort to save time and energy for ourselves and our customers.

Binaries

We are

Coworkers

Informed

Allies

Passionate

Current

We are not

Supervisors

Know-it-alls

Saviors

Preachy

Trendy

Voice and Tone

Introduction

Our voice and tone is how we communicate and show off our personality. It is manifested in every contact we have with our users: advertising, public relations, corporate communication, social, product range, learning material, and yes even in a simple email.

This chapter takes you through a few guiding principles on how to achieve a consistent voice and tone.

Our Voice

**Optimistic but
Not Playful**

We are friendly, ambitious, and informal
We are not snarky, silly, or whimsical

**Expert but
Not Impersonal**

We are trustworthy, perceptive, and respectful
We are not emotionless, dry, or corporate

**Confident but
Not Sensational**

We are relatable, honest, and proud
We are not aggressive, boastful, or long-winded

Optimistic but Not Playful

What makes us different is our optimism in an industry usually associated with fearmongering. This means we communicate in a way that feels positive, friendly, and informal. Our optimism helps us focus on how we make our customers' lives better.

Using friendly and informal language doesn't mean we're ok with becoming flippant or casual. Playful humor is not part of our nature.

Optimistic but Not Playful

Just Right

We're built to match the fast-paced rhythm of constant code deploys—so you can keep delivering applications quickly while staying secure

An optimistic voice focuses on benefits.

Be informal and friendly while still confident.

Playful

Did you know that your application could be jeopardized and left vulnerable to attacks without leveraging critical application protection? 🤔 We're super excited to empower the DevOps lifecycle 😁 with Signal Sciences! 💪

Emojis are too playful and distracting. They break up sentence flow.

It's offputting to emphasize repercussions using playful affectations.

Expert but Not Impersonal

We know that our customers are skeptical people who are tired of having to translate corporate jargon, so we speak in a concise and easy to understand way. We're comfortable with being conversational because our customers trust us and see us as leaders.

Our voice is strongest when we're able to strike the right balance of communicating our expertise without being dry and emotionless.

Expert but Not Impersonal

Just Right

Whether you're a well-established company or a small startup, we're built to fit into your process without interrupting your current workflows.

Speak directly in second person (you) to sound approachable.

Keep it conversational—write in the same way you would speak to a colleague.

Show our expertise by being perceptive to our customers' concerns.

Impersonal

Enabling top tier businesses to improve threat intelligence by powering the next frontier in digital transformation and seamlessly integrating into their current workflows.

Writing in third person sounds too impersonal.

Corporate jargon loses the reader's interest and can sound meaningless.

Confident but Not Sensational

We know what it's like to deal with vendors that overpromise and underdeliver—having once used those vendors ourselves. We don't feel the need to exaggerate because we're confident and proud of our work.

Confidence pushes us to make a bigger impact with fewer words and to cut out ambiguous filler. We know that trust is earned and shouldn't be taken for granted. We're careful not to sound boastful and never put down others.

Confident but Not Sensational

Just Right

We do the heavy lifting to protect your apps with our smart decisioning technology, so you don't have to waste time fixing false positives or tuning.

Keep it short and direct

Speak to customers in a relatable way that makes them feel understood

Sensational

Elevate your application protection to the next level with unparalleled technology that will further increase your bottom line and unleash your potential to detect and prevent targeted web layer attacks without drowning in false positives or endless tuning.

Long-winded sentences lose focus on the main idea. It's too long if it's difficult to read out loud.

Sensational language can sound aggressive and boastful.

Visual Identity

Introduction

Our identity is not just a logo. It is a design system composed of a number of elements working together to create an unique look and feel.

The following chapters takes you through the details of applying these elements to get the most out of your designs. In order to maintain visual consistency it is important that you, the designer, adhere to the content and rules of this guide to the best of your ability.

Design Principles

**Confident but
Not Sensational**

We are clear, focused, and accessible
We are not over-designed, loud, or aggressive

**Engaging but
Not Playful**

We are dynamic, approachable, and memorable
We are not whimsical, silly, or cheeky

**Modern but
Not Trendy**

We are current, enduring, and sophisticated
We are not conservative, followers, or ephemeral

Logo



The Shield

The shield is our logo mark. We use it in all forms of communication. It can be used on its own or with our wordmark.

Signal Sciences

Wordmark

Our wordmark is most often paired with the Shield. Though it could stand on its own, it has the most impact when it’s in a lockup.



Lockup

Our primary logo treatment is the lockup. Pairing the shield with the wordmark is our default logo treatment.



Shield Only

This is our secondary logo treatment. Using the shield alone should only be considered when the lockup does not work in the provided real estate.



Wordmark Only

This is our tertiary logo treatment. Using the wordmark on its own should only be considered when the lockup or shield does not work in the provided real estate



Primary Alignment

This is the preferred alignment for our lockup. This alignment is our default logo treatment.



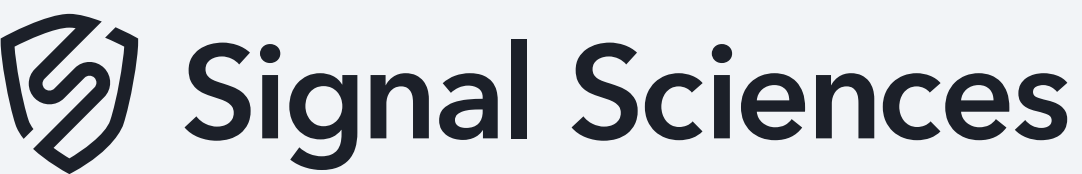
Secondary Alignment

This is a secondary alignment. This is used if the primary alignment does not work in the provided real estate.



White Logo

The logo should be in White or Light on Charcoal or color backgrounds.



Neutral Logo

The logo should be in Charcoal on White or Light backgrounds. Charcoal opacity variants can be used.



Indigo Logo

The logo can appear in Indigo on White or Light backgrounds.

Color

Indigo is our Primary Brand Color

Indigo

RGB	102, 73, 245
CMYK	58, 70, 0, 4
HSL	250, 90, 62
HEX	#6649F5

Secondary Colors

Make our Brand Approachable

Orange

RGB	250, 107, 10
CMYK	0, 57, 96, 2
HSL	24, 96, 51
HEX	#FA6B0A

Green

RGB	26, 189, 78
CMYK	86, 0, 59, 26
HSL	139, 76, 42
HEX	#1ABD4E

Yellow

RGB	255, 195, 0
CMYK	0, 24, 100, 0
HSL	46, 100, 50
HEX	#FFC300

Primary Neutrals

Keep our Brand Modern

Charcoal

RGB	28, 32, 41
CMYK	32, 22, 0, 84
HSL	222, 19, 14
HEX	#1C2029

Light

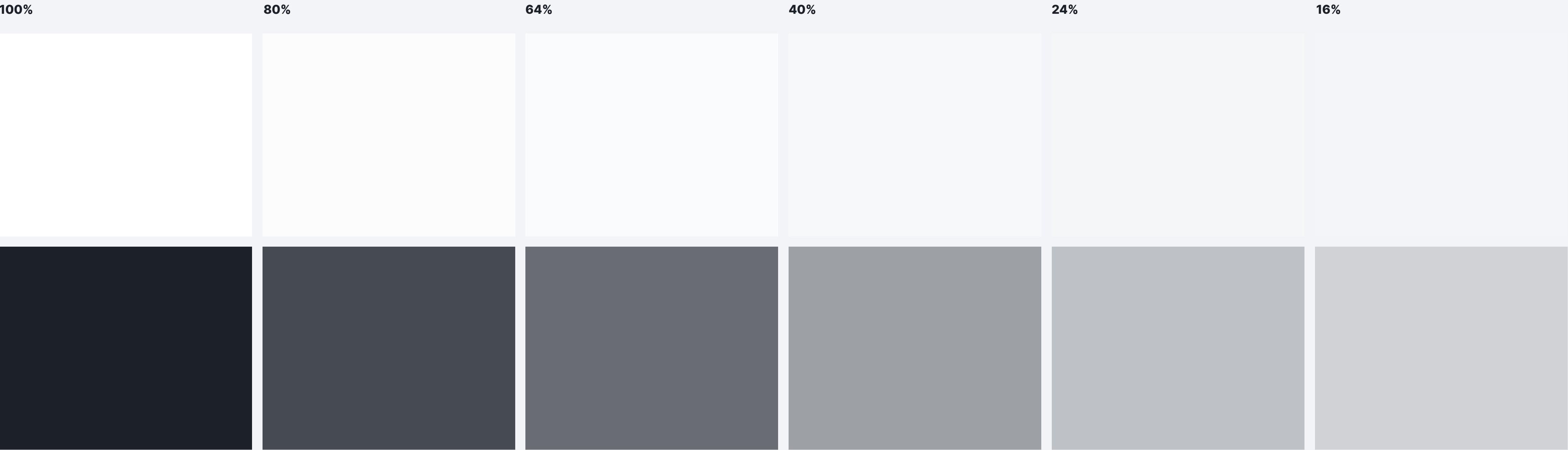
RGB	242, 244, 247
CMYK	2%, 1%, 0%, 3%
HSL	204°, 24%, 96%
HEX	#F2F4F7

White

RGB	255, 255, 255
CMYK	0, 0, 0, 0
HSL	0, 0, 100
HEX	#FFFFFF

Neutral Opacity

Six different opacity variants can be applied to our neutral swatches. These variants can be used in type treatments, rule lines, illustrations, etc.

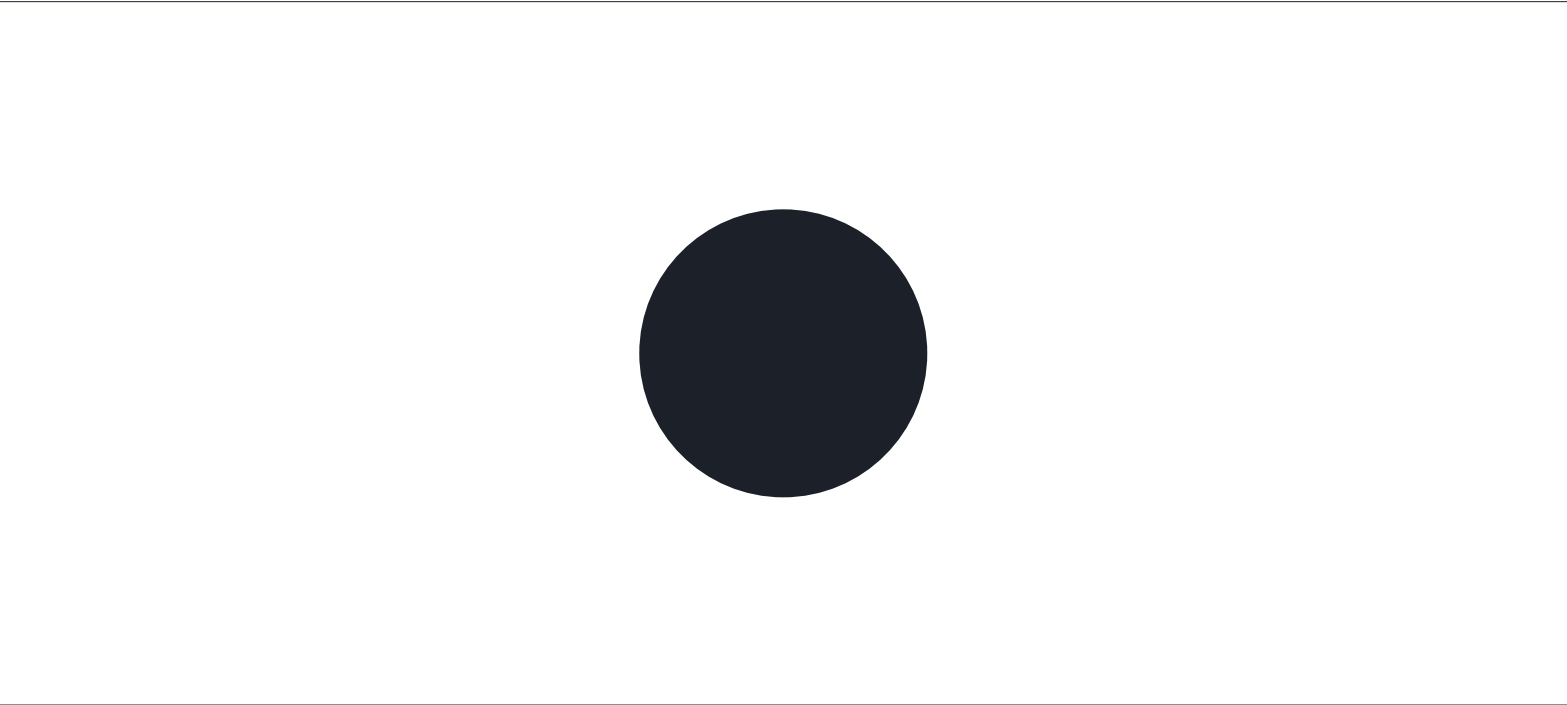


Swatch Distribution

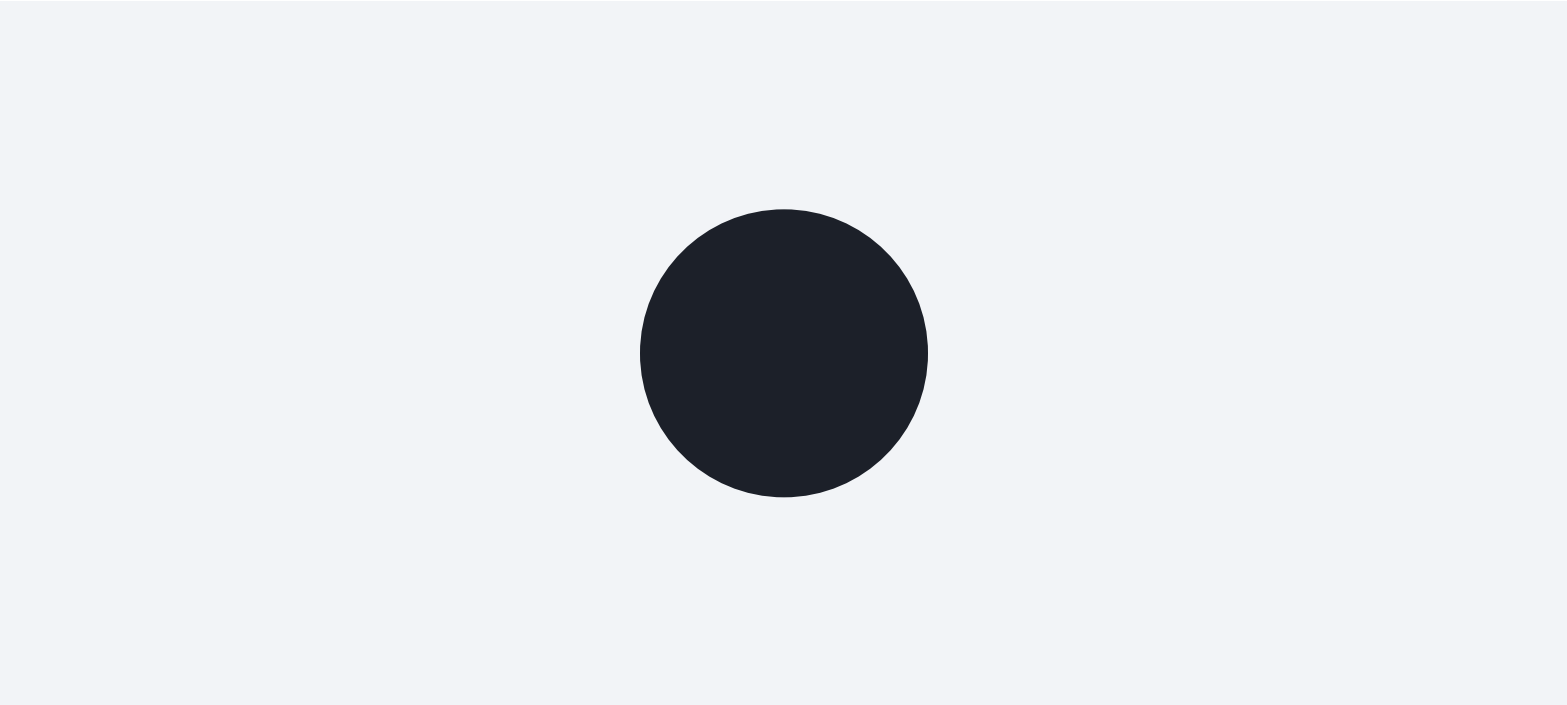
Though swatch distribution varies depending on content type, neutrals are generally used the most, followed by Indigo. Secondary colors are used the least.



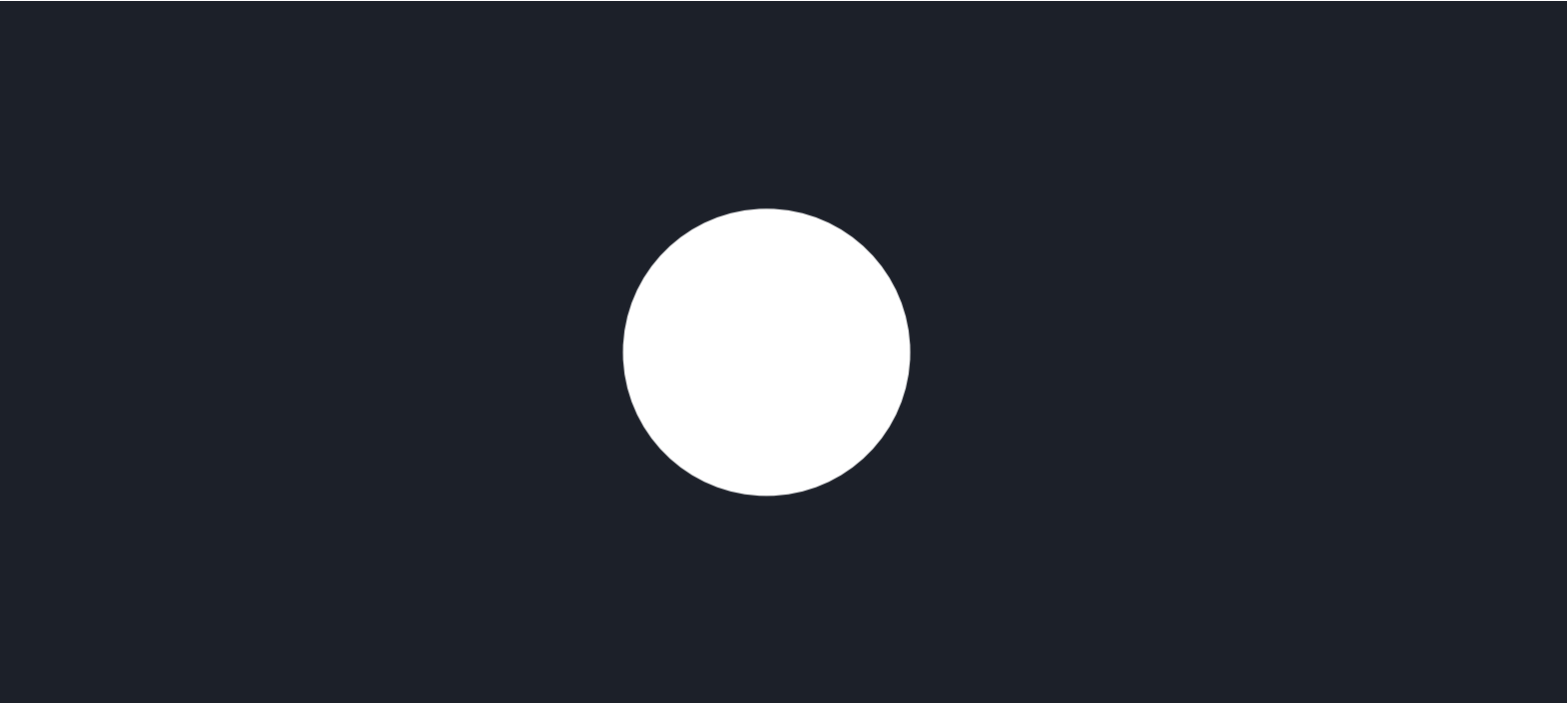
Neutral Pairings



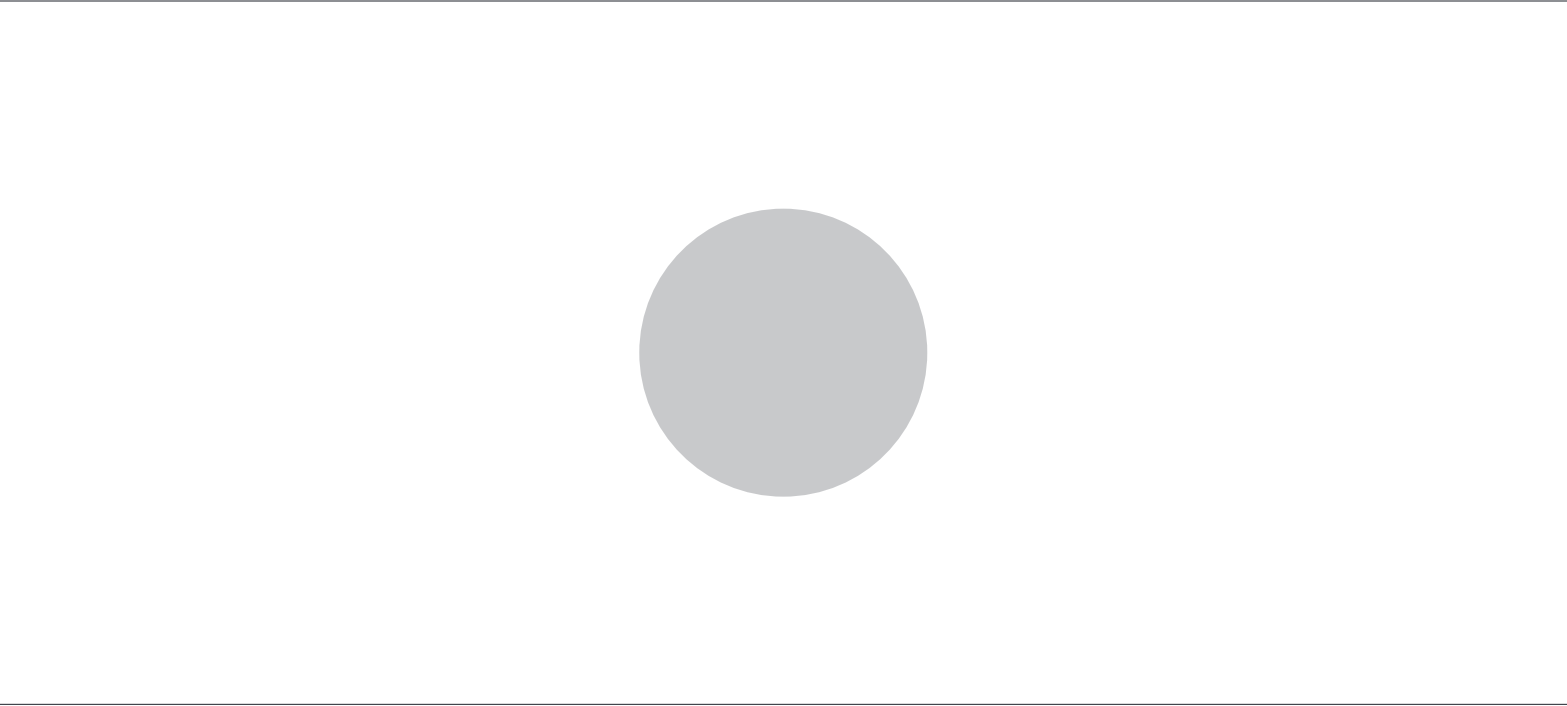
Charcoal can be paired with White background



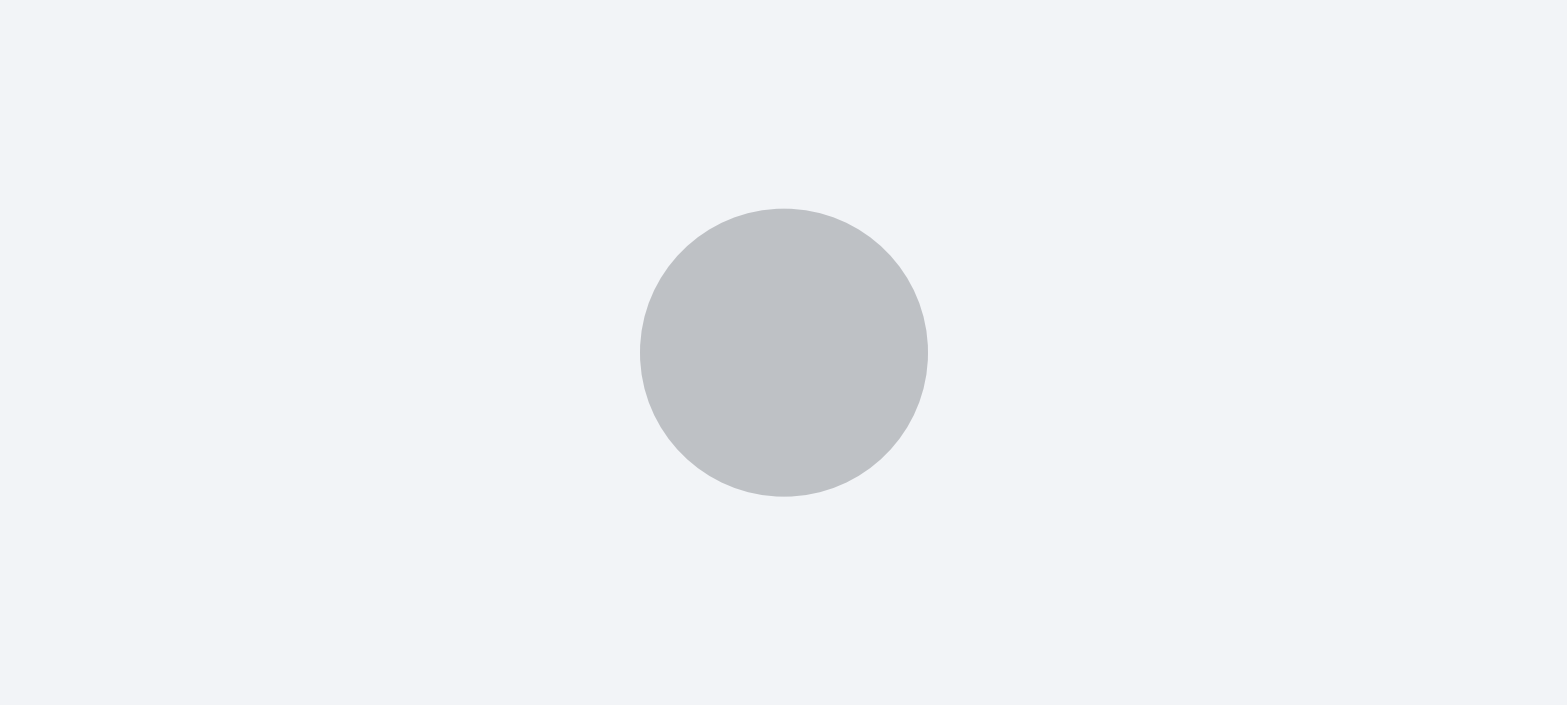
Charcoal can be paired with Light background



White can be paired with Charcoal background



Charcoal opacity variants can be paired with White background

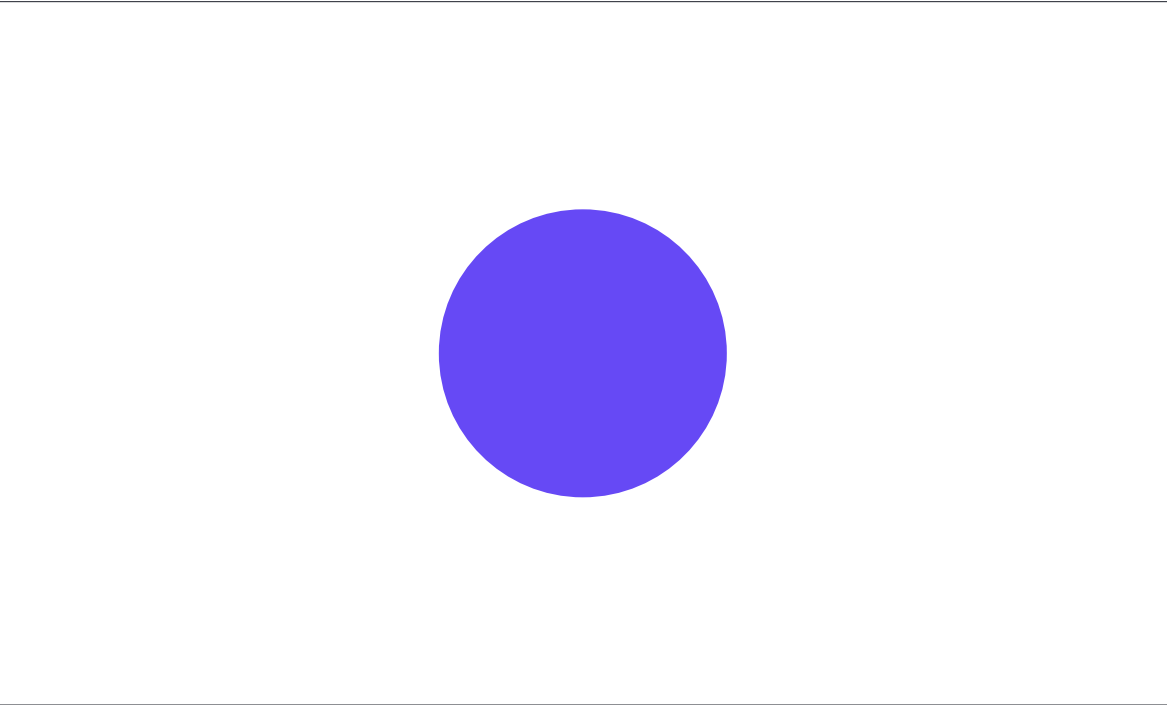


Charcoal opacity variants can be paired with Light background

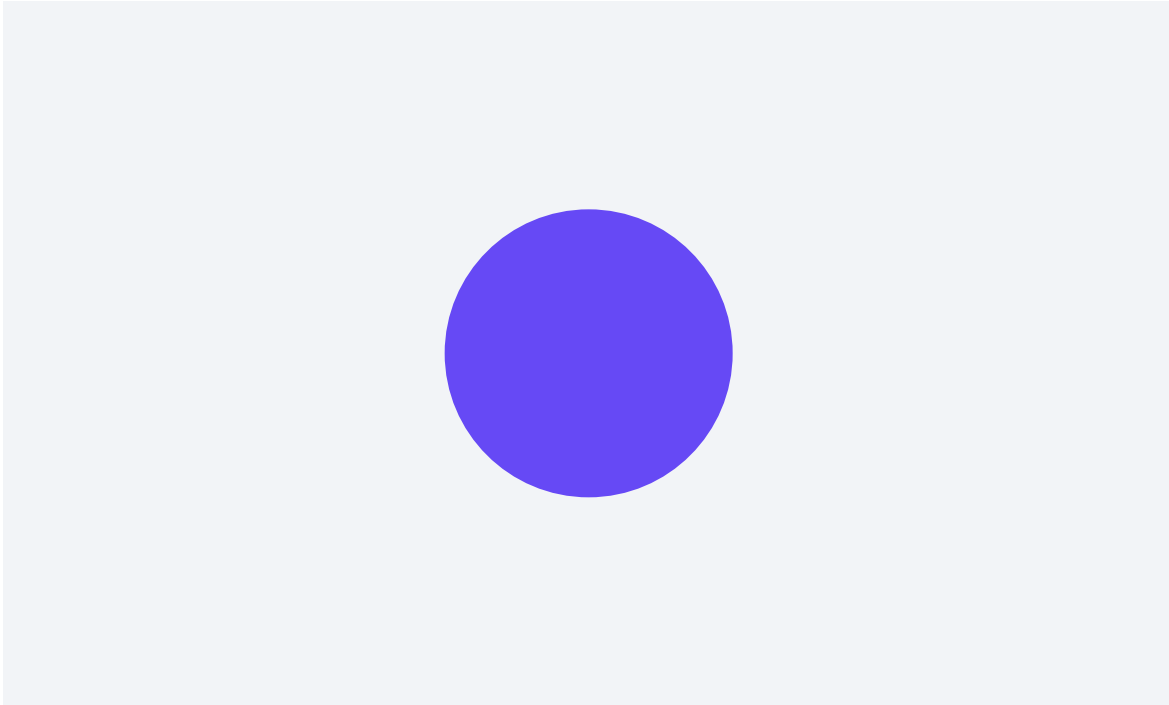


White opacity variants can be paired with Charcoal background

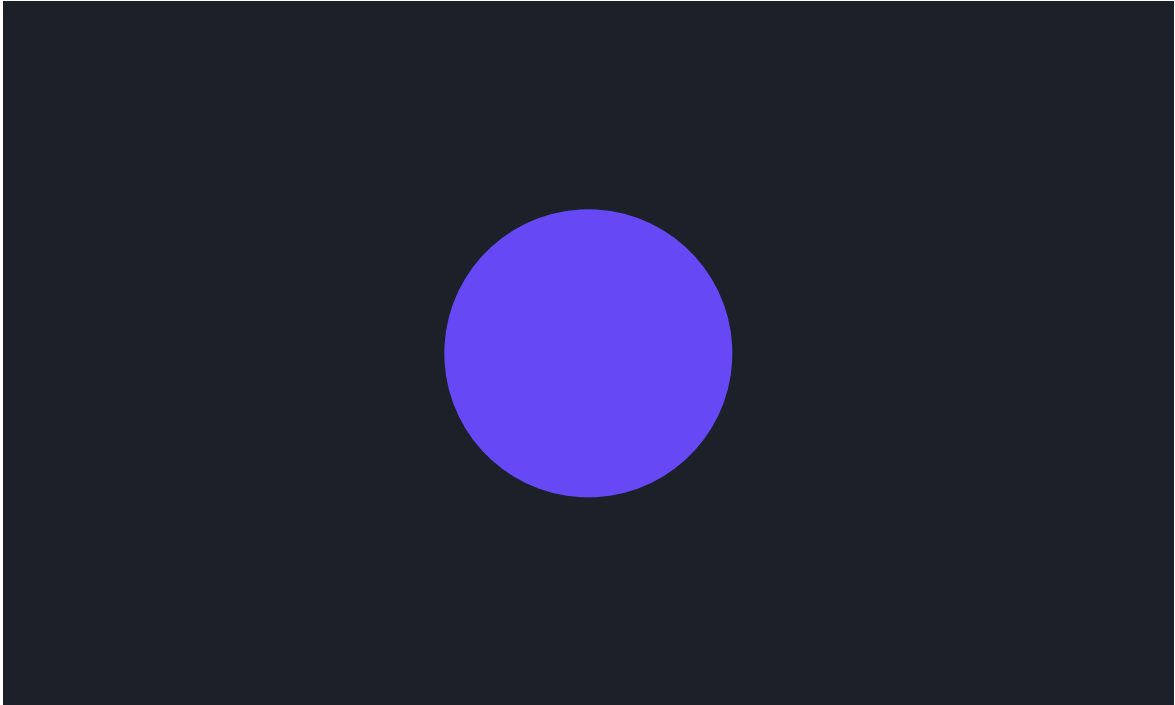
Color Pairings



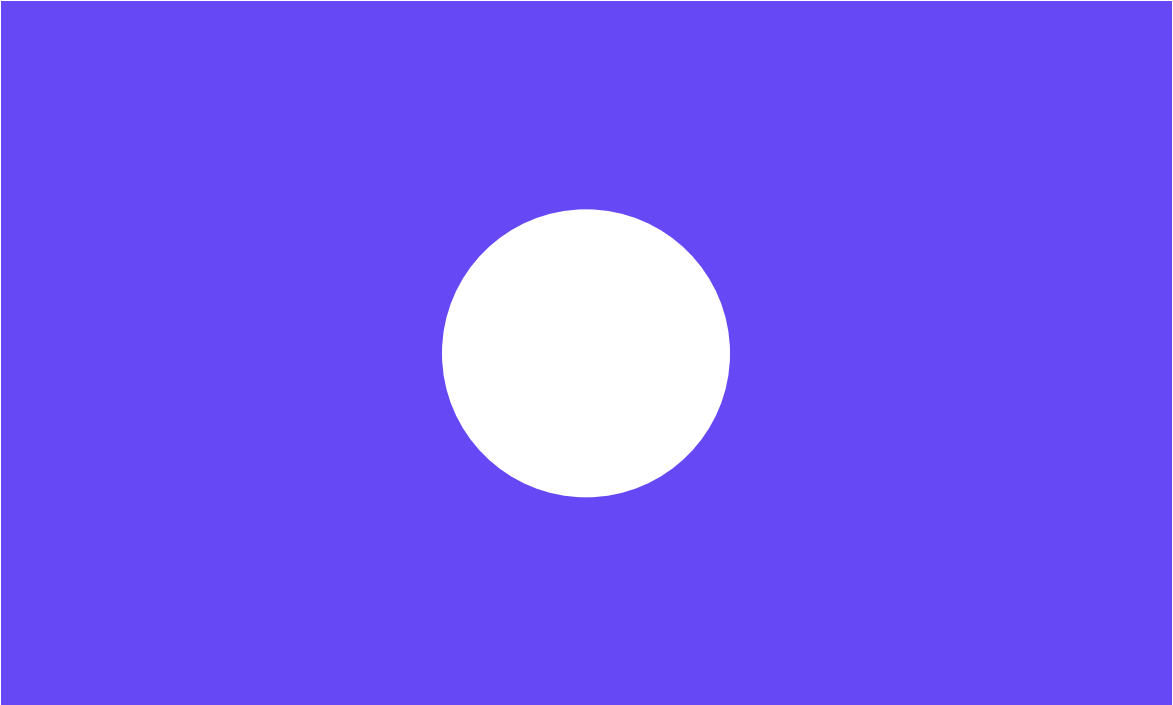
Indigo can be paired with White background



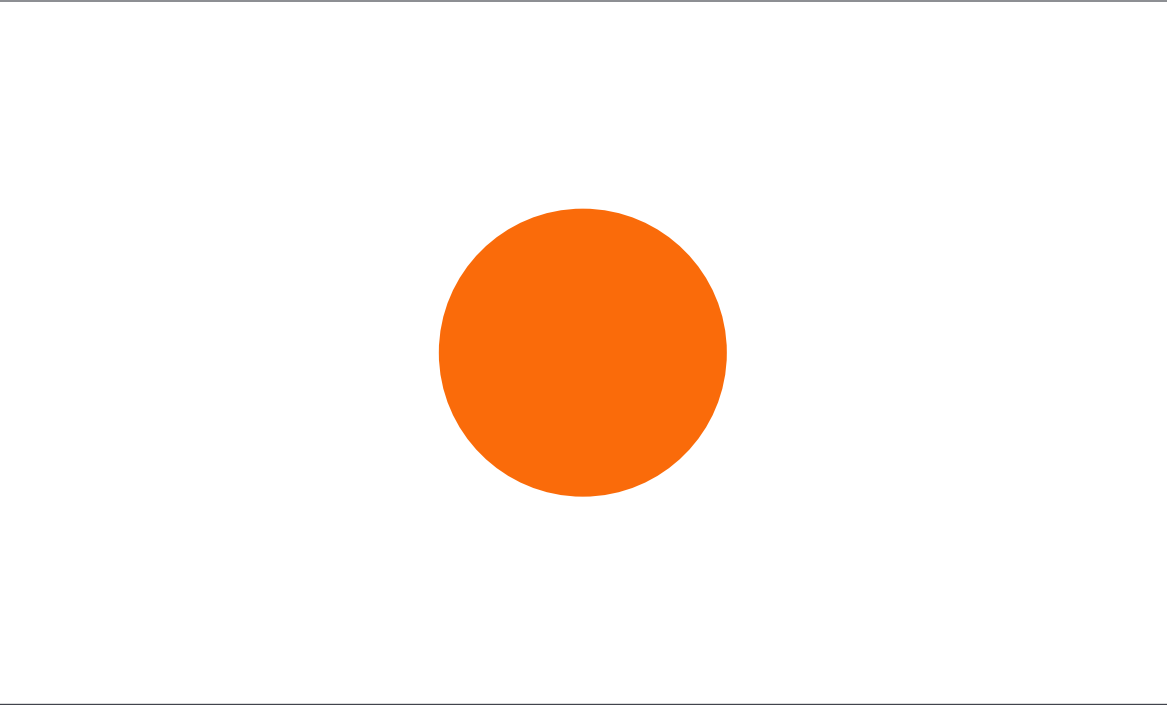
Indigo can be paired with Light background



Indigo can be paired with Charcoal background



White can be paired with Indigo background



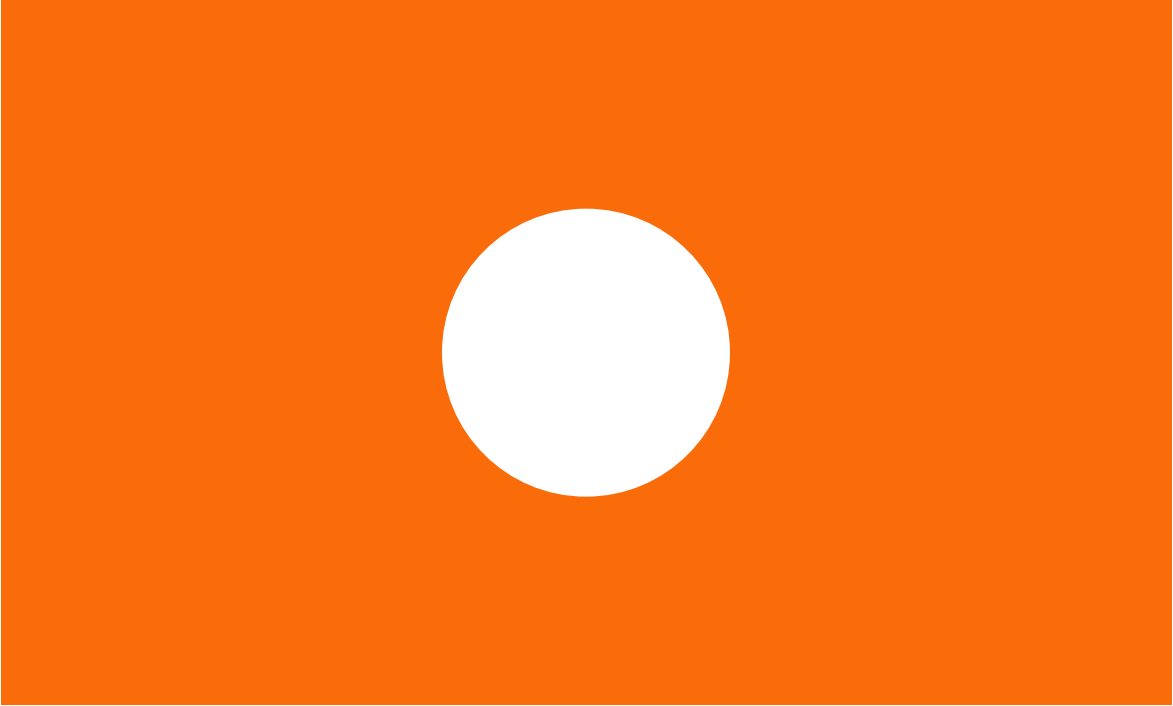
Secondary color can be paired with White background



Secondary color can be paired with Light background



Secondary color can be paired with Charcoal background

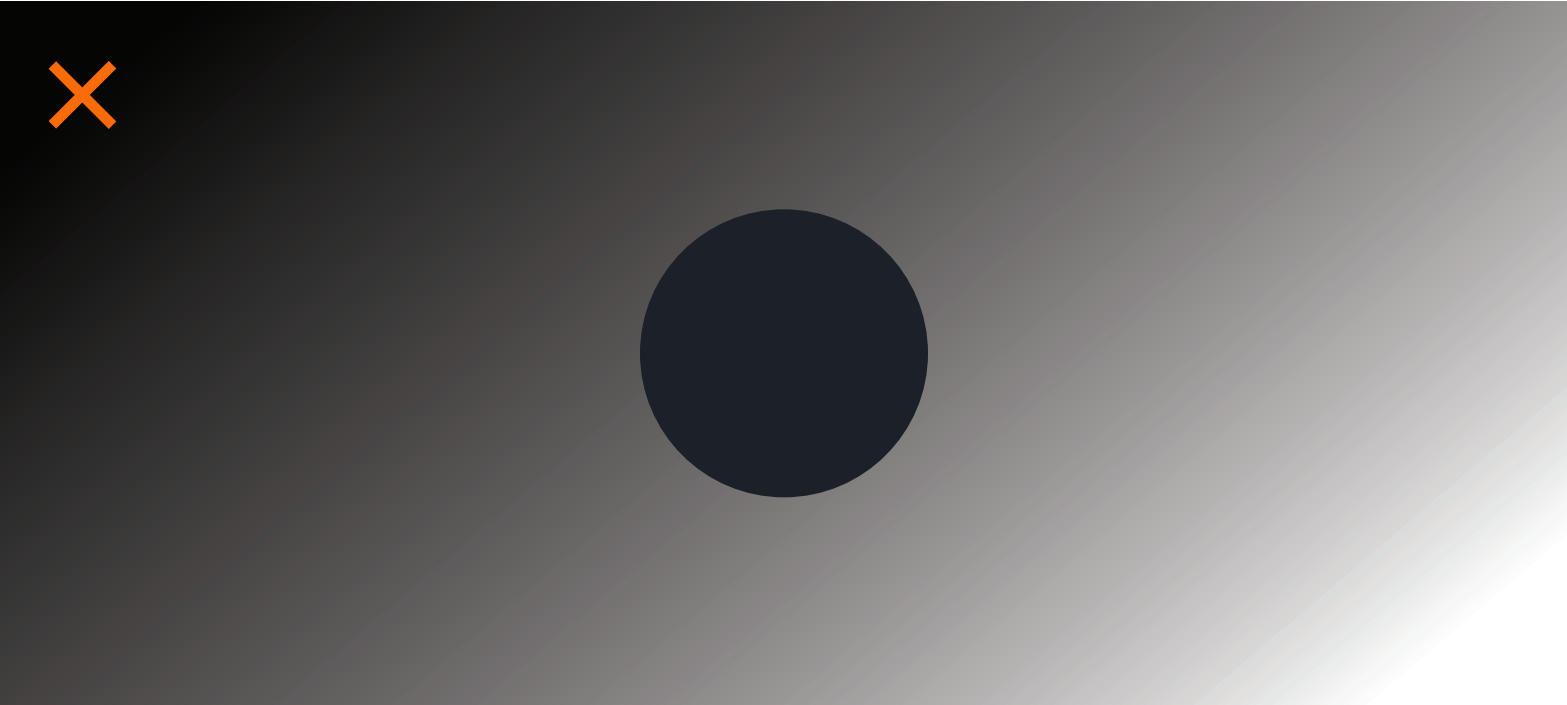


White can be paired with Secondary color background

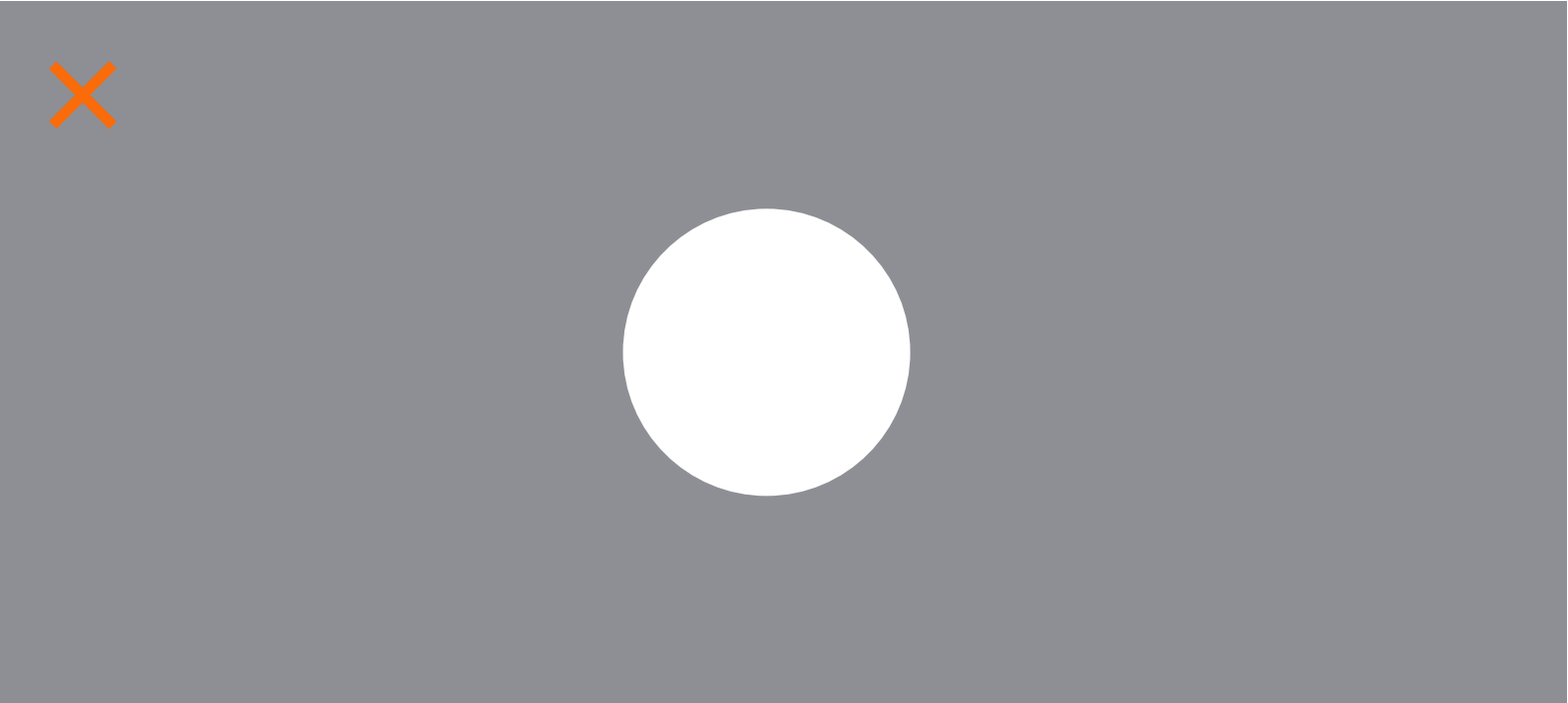
Color Misuse



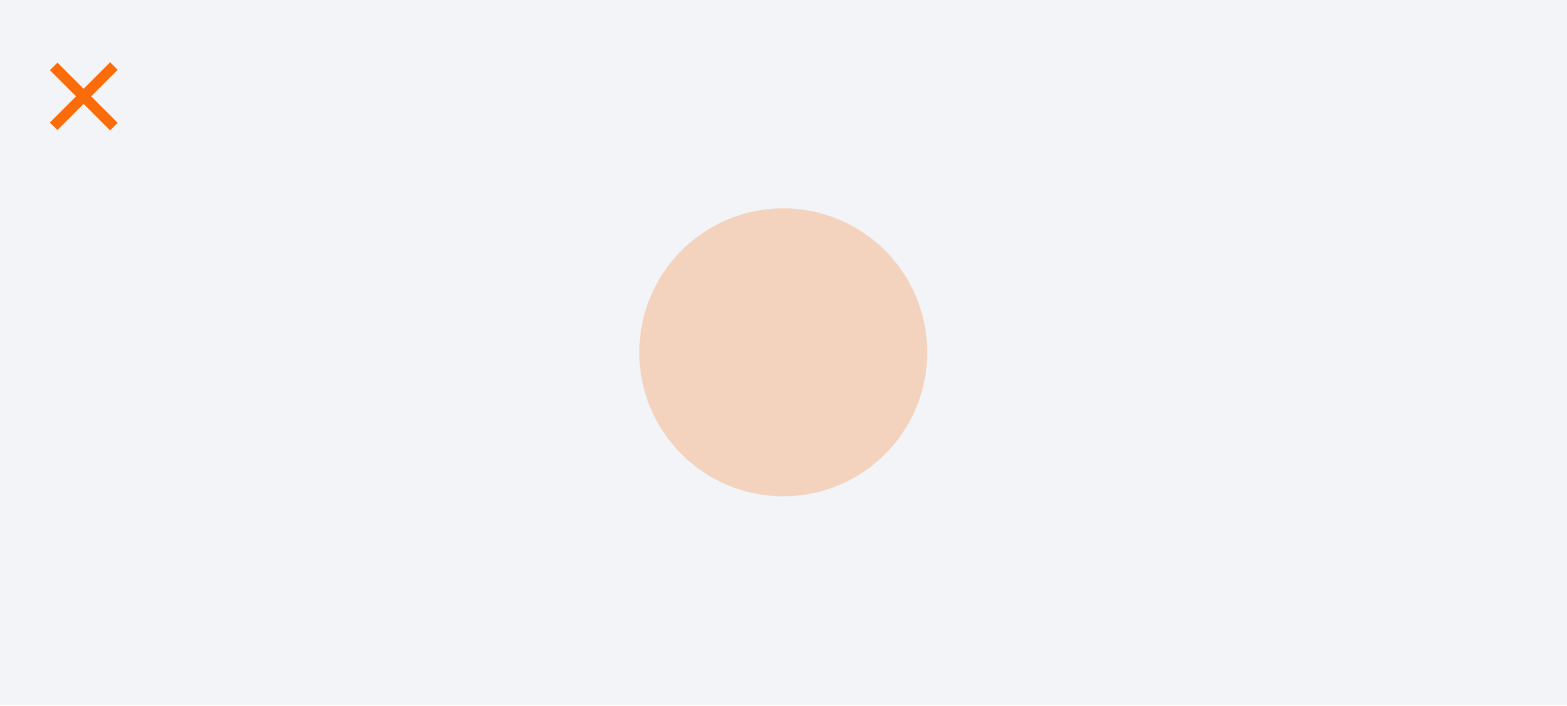
Avoid color on color. Exceptions can be made for vendor or client logos



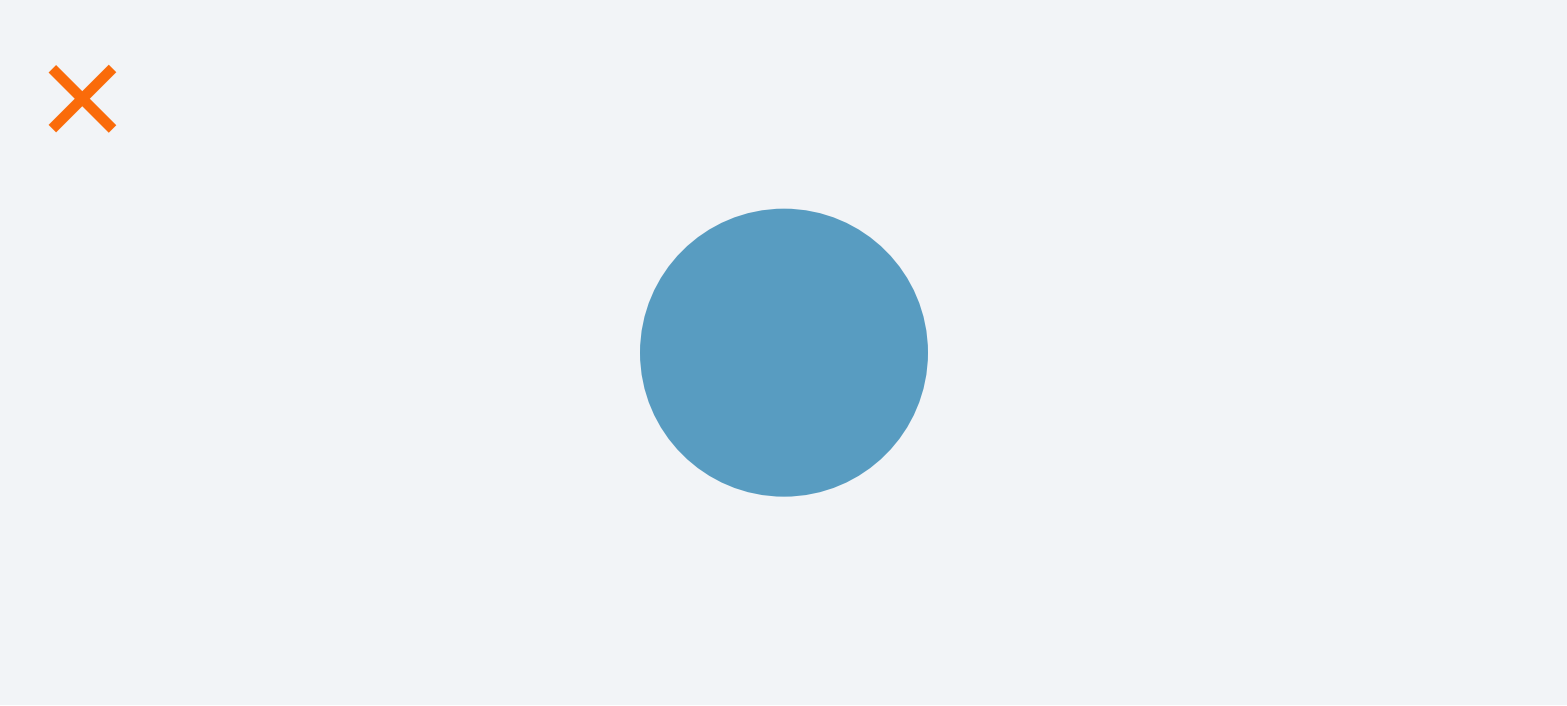
Avoid gradients



Avoid setting background in medium neutrals



Avoid color opacity variants



Avoid colors not in brand guide



Avoid Charcoal on Indigo background

Typography

Inter is an open source
sans-serif. It is our primary
typeface.

Inter is Our Primary Typeface

Inter comes in multiple weights, but we only use four weights on our communication materials.

Extra Bold

We use Extra-Bold for headlines, sub headlines, and any copy that needs emphasis.

Semi Bold

We use Semi Bold for sub headlines, eyebrows, and any copy that needs emphasis.

Medium

We use Medium for body copy when Regular is too light or illegible.

Regular

We use Regular for body copy, captions, footnotes, and any dense copy blocks.

Headline

Main headline is set in Extra Bold

**Frustrate Your Attackers,
Not Your Team.**

Sub Headline

Sub headline and longer headlines can be set in Semi Bold

Whether you're a well-established company or a small startup, we're built to fit into your process without interrupting your current workflows.

Body

Body copy is set in Regular. If Regular is too light, Medium can be used instead.

Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don't get the recognition they deserve. Against tough odds, our users still thrive on finding solutions to complex problems and take pride in being in the trenches to protect people from web abuse. We know they're heroes even if they don't.

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**Frustrate Your
Attackers, Not
Your Team**

White or Light Type

Type can be set in White, Light, and White opacity variants.

**Frustrate Your
Attackers, Not
Your Team.**

Charcoal Type

Type can be set in Charcoal and Charcoal opacity variants.

**Frustrate Your
Attackers, Not
Your Team**

Indigo Highlight

Significant words or phrases can be set in Indigo. Only use this styling on White or Light backgrounds.

**Leading the
Industry to a
Better Future**

Orange or Green Highlight

Significant words or phrases can be set in Orange or Green. Only use this styling on White or Light backgrounds.

**Vimeo Loves
our Smart
Decisioning**

Brand Highlight

Brand names can adopt their primary brand colors. This is a way to highlight other brands in place of using a logo.

Type should be tracked in relation to their font size. Larger headline fonts will have tighter tracking, while smaller body fonts will have looser or no tracking.

-32 pt	Our users are smart, resourceful
-24 pt	Our users are smart, resourceful people who are skilled at navigating the stressful world of security.
-16 pt	Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don't get the recognition they deserve.
-4 pt	Our users are smart, resourceful people who are skilled at navigating the stressful world of security. Fighting an endless stream of web attackers can feel thankless and they often don't get the recognition they deserve.

Type Misuse




**Frustrate Your
Attackers, Not
Your Team**

Avoid centering type




**Frustrate Your
Attackers, Not
Your Team**

Avoid right aligning type



**FRUSTRATE YOUR
ATTACKERS, NOT
YOUR TEAM**

Avoid setting type in all caps




Frustrate Your
Attackers,
Not Your Team

Avoid setting headline type in Regular or Medium




**Frustrate Your
Attackers, Not
Your Team**

Avoid loose tracking




**Frustrate Your
Attackers, Not
Your Team**

Avoid setting type in Yellow



**Frustrate Your
Attackers, Not
Your Team**

Avoid using multiple highlight treatments at once



Whether you're a well-
established company or a small
startup, we're built to fit into
your process.

Avoid setting long copy blocks in color

Illustrations

Our illustrations draw inspiration from minimalistic swiss design. We use basic graphic elements to communicate complex concepts and ideas.

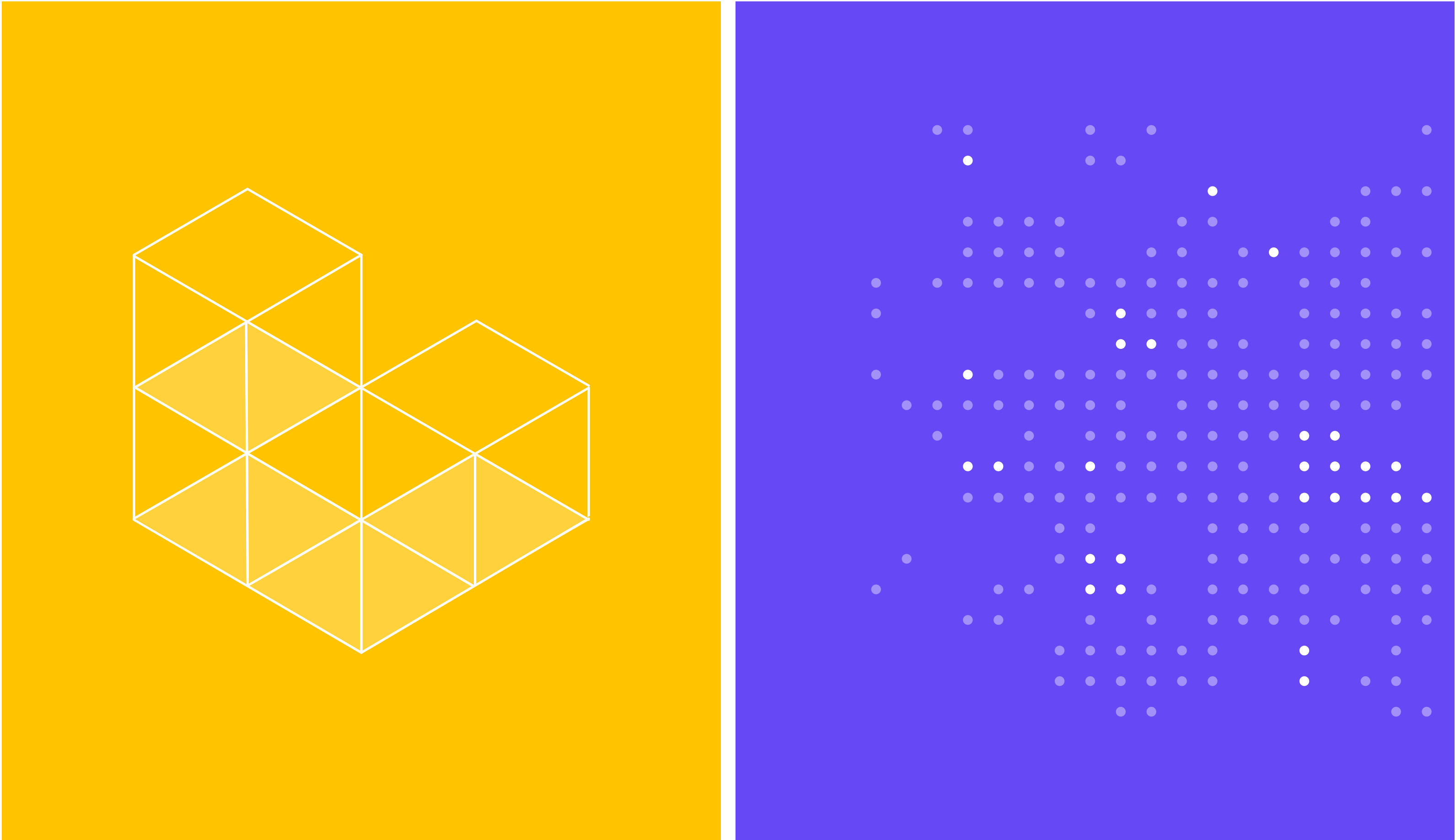


Illustration Guidelines

Make it Abstract

We communicate ideas with basic shapes and elements so we are not boxed in by literal references.

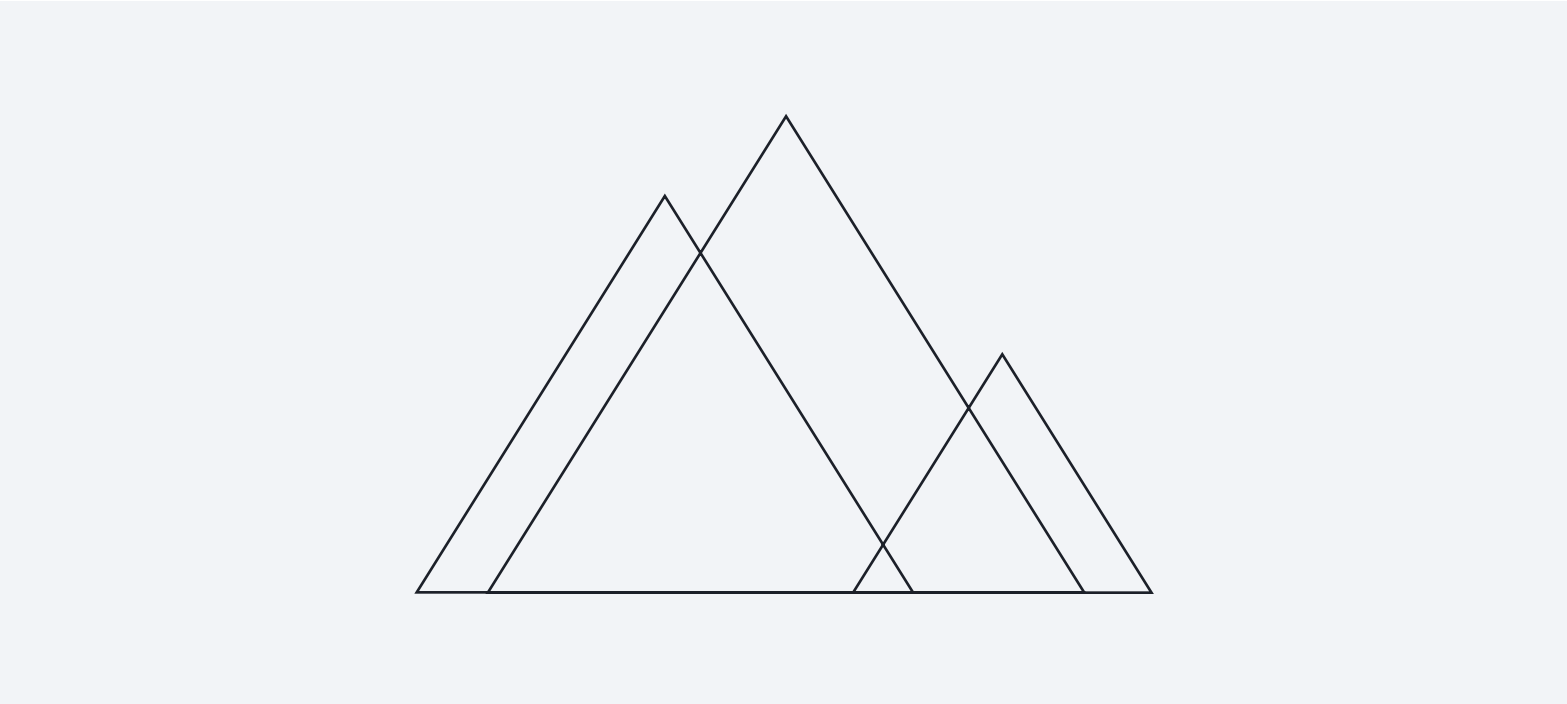
Keep it Simple

We strive to keep our illustrations as simple as possible so we do not overcomplicate ideas.

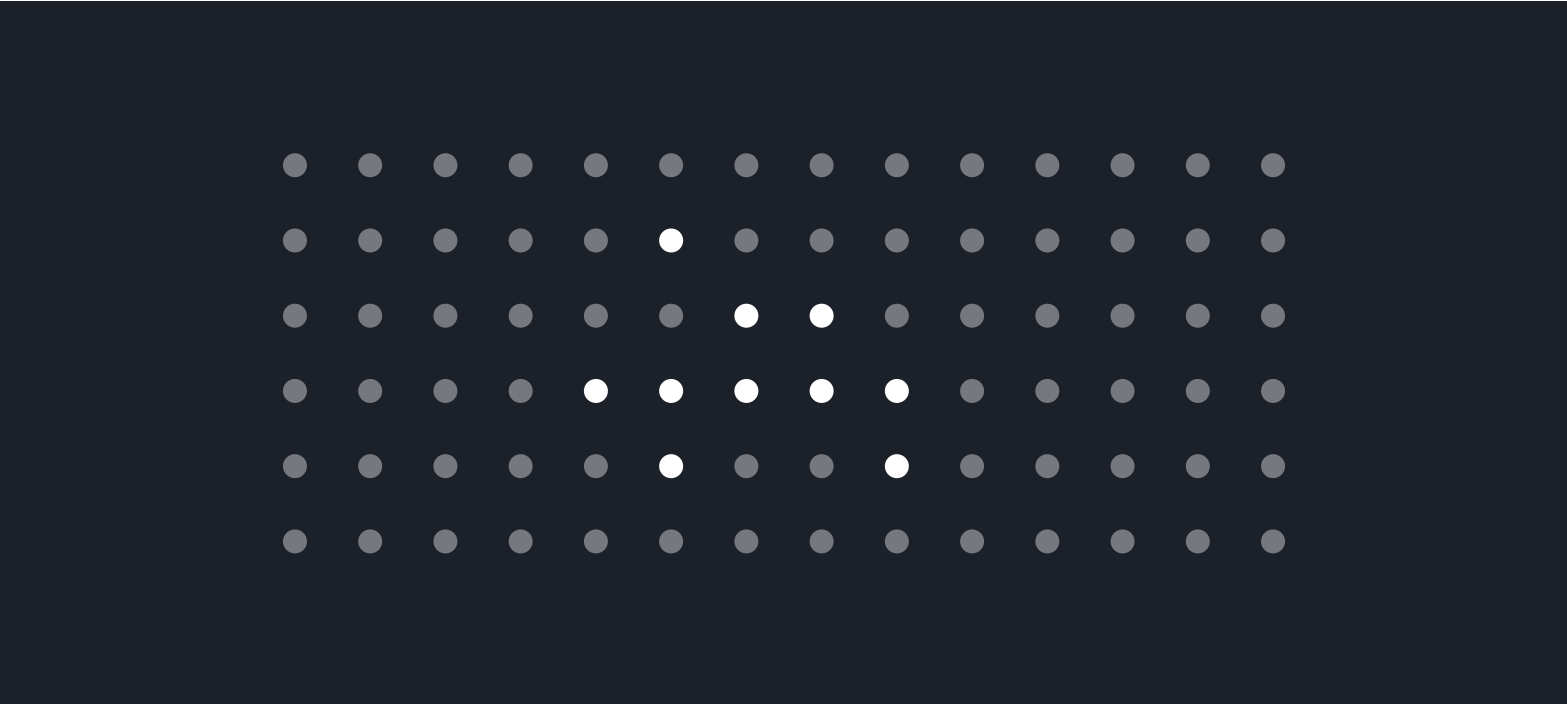
Test for Scalability

We make sure our illustrations can scale for different asset types, including video.

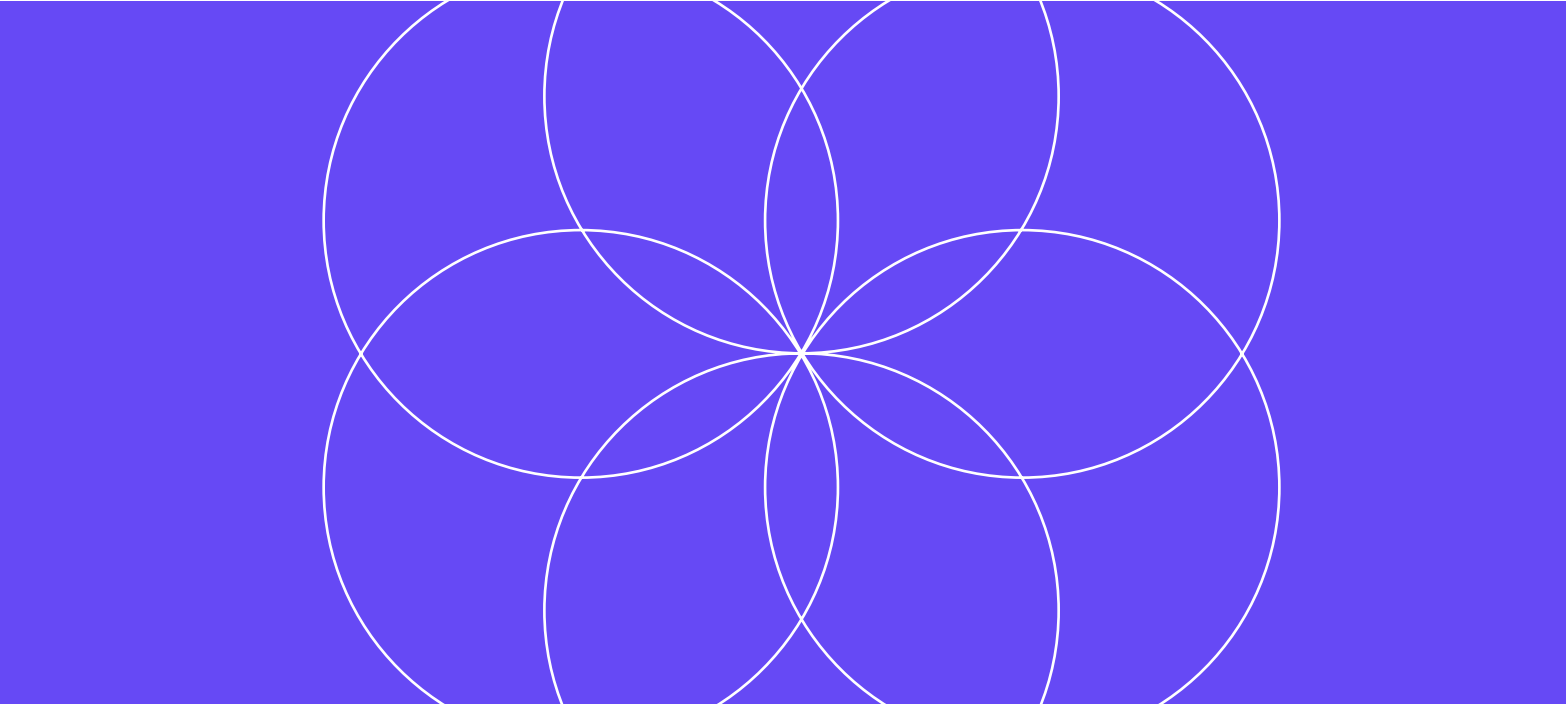
Fundamentals



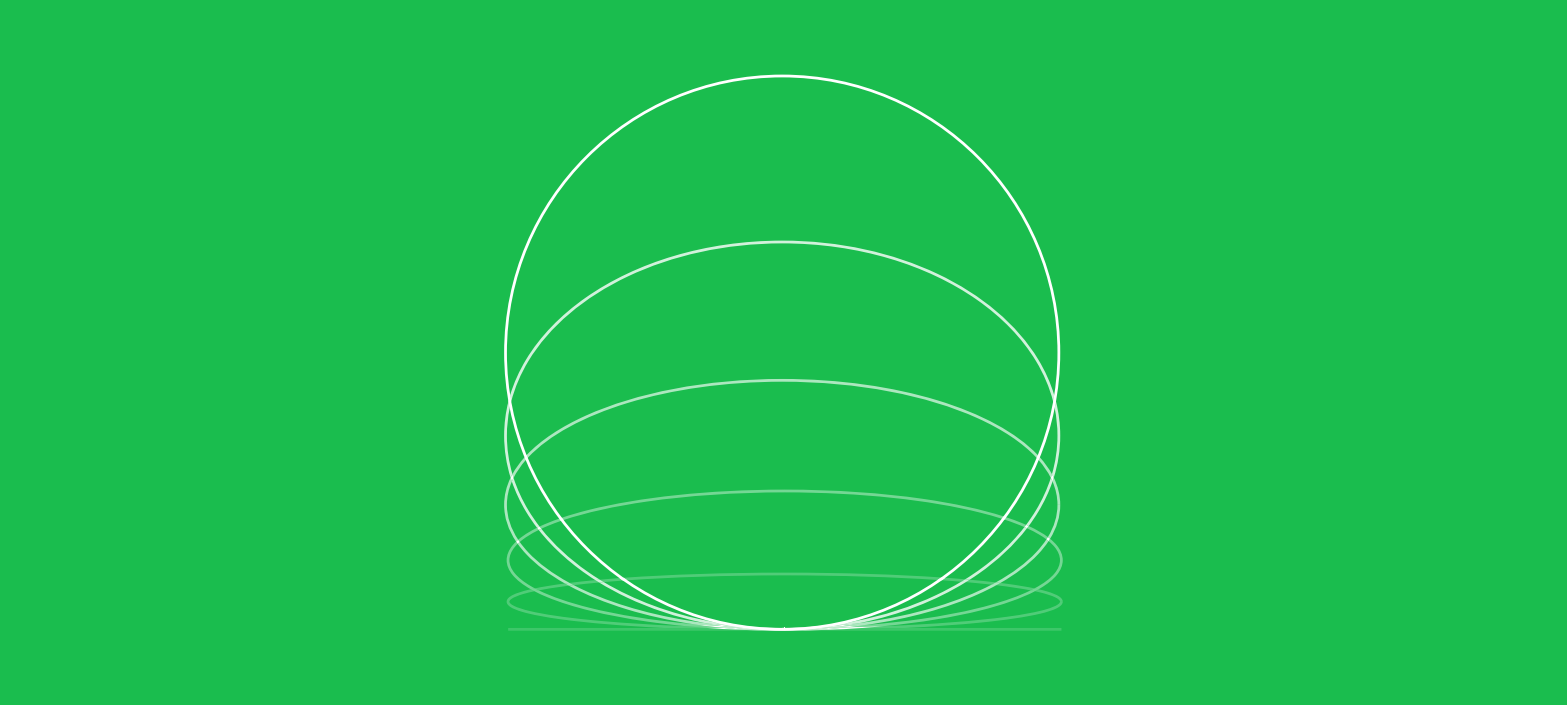
Build on simple geometric shapes



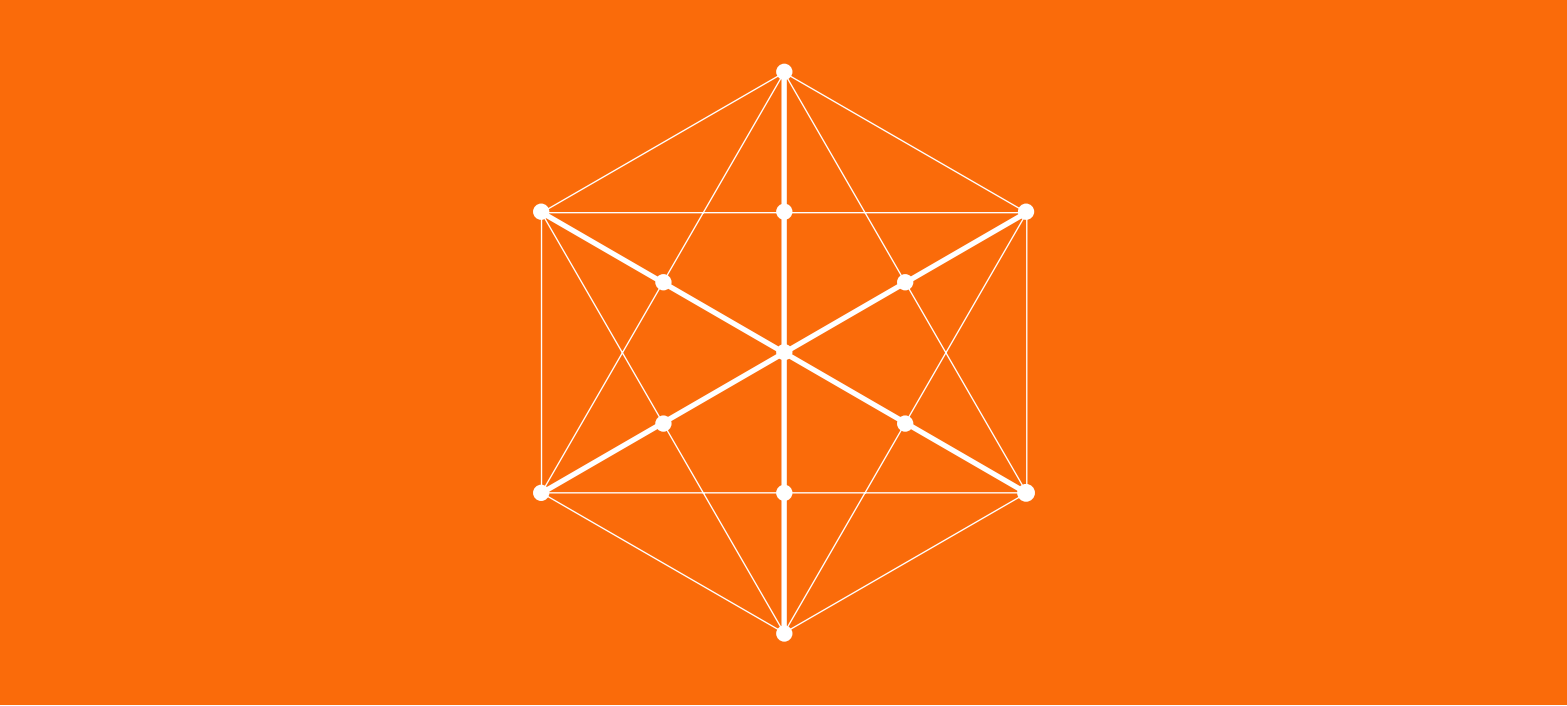
Play with patterns



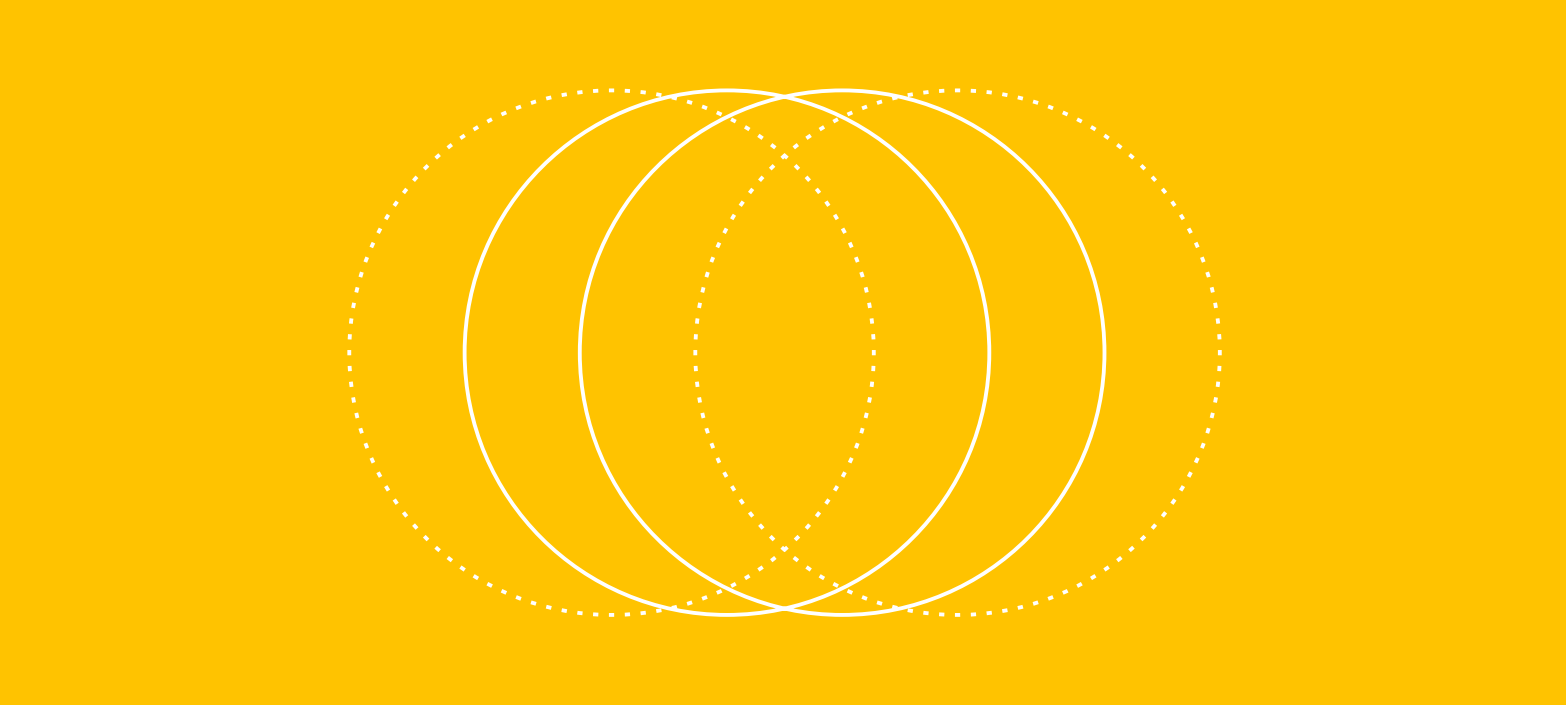
Experiment with composition and bleeds



Use opacity variants to communicate depth and motion

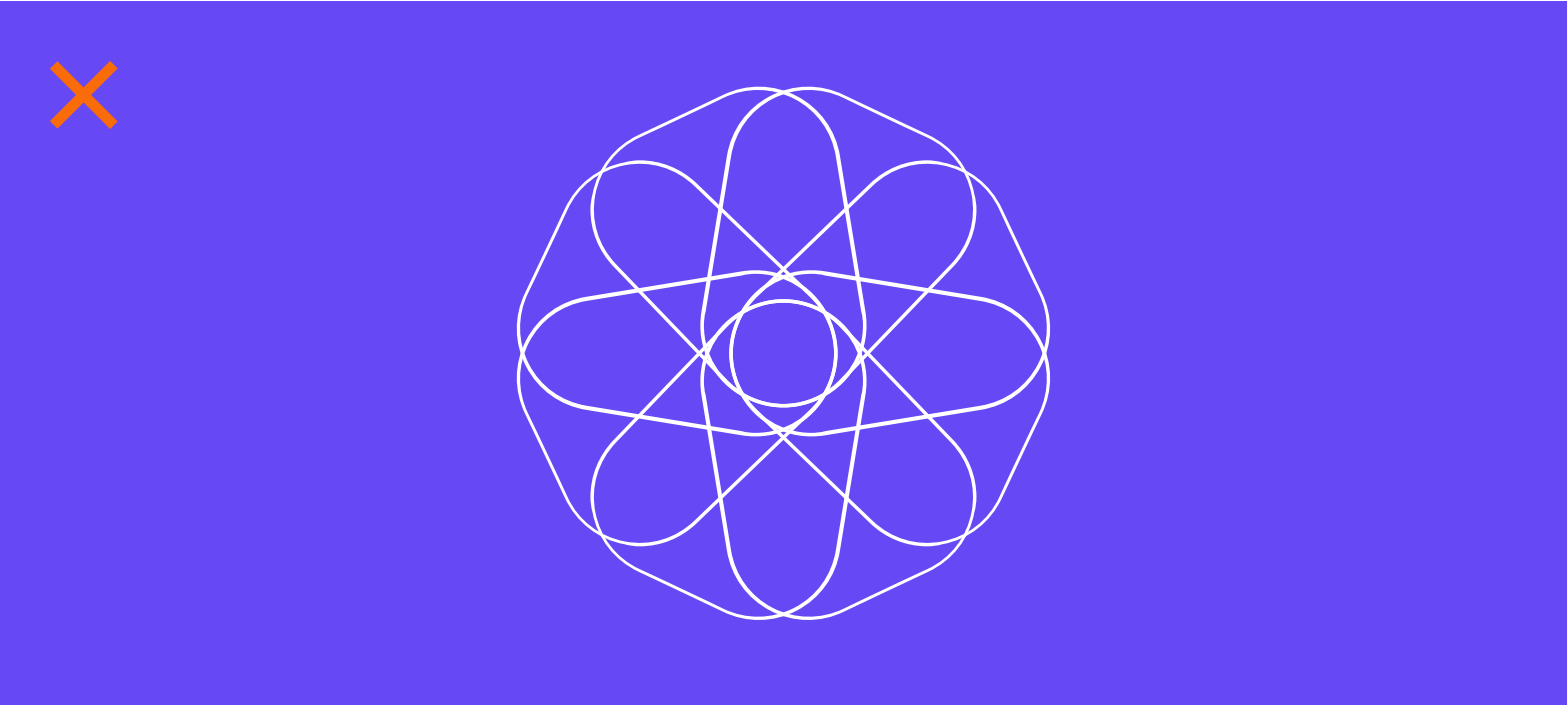


Use stroke weights to communicate depth and motion



Experiment with stroke styles to add texture

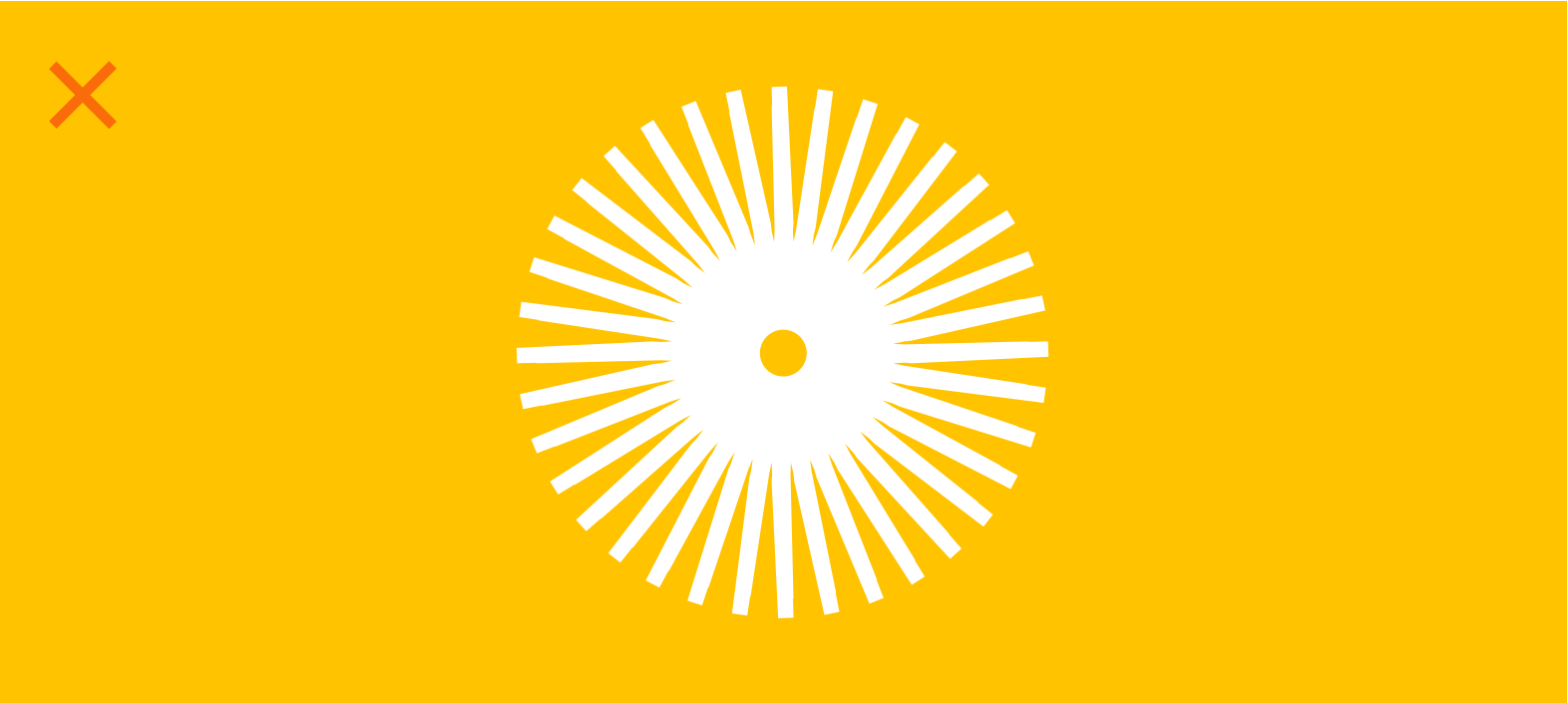
Illustration Misuse



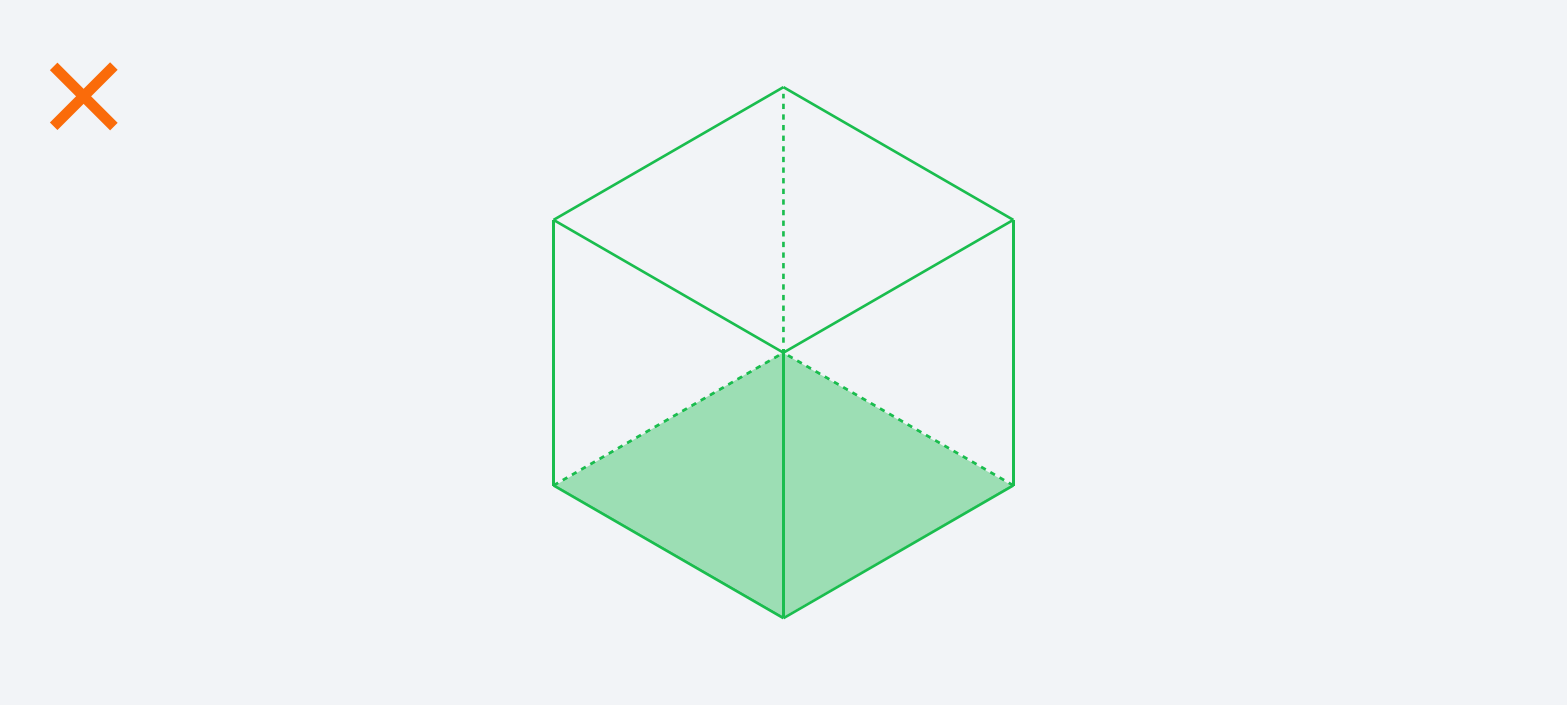
Avoid building illustrations from complex shapes



Avoid complex line work



Avoid strokes or fills that feel too heavy



Avoid color on White or Light backgrounds




Avoid color on Charcoal backgrounds



Avoid literal representations

Work Samples

 Signal Sciences

Learn more at www.signalsciences.com

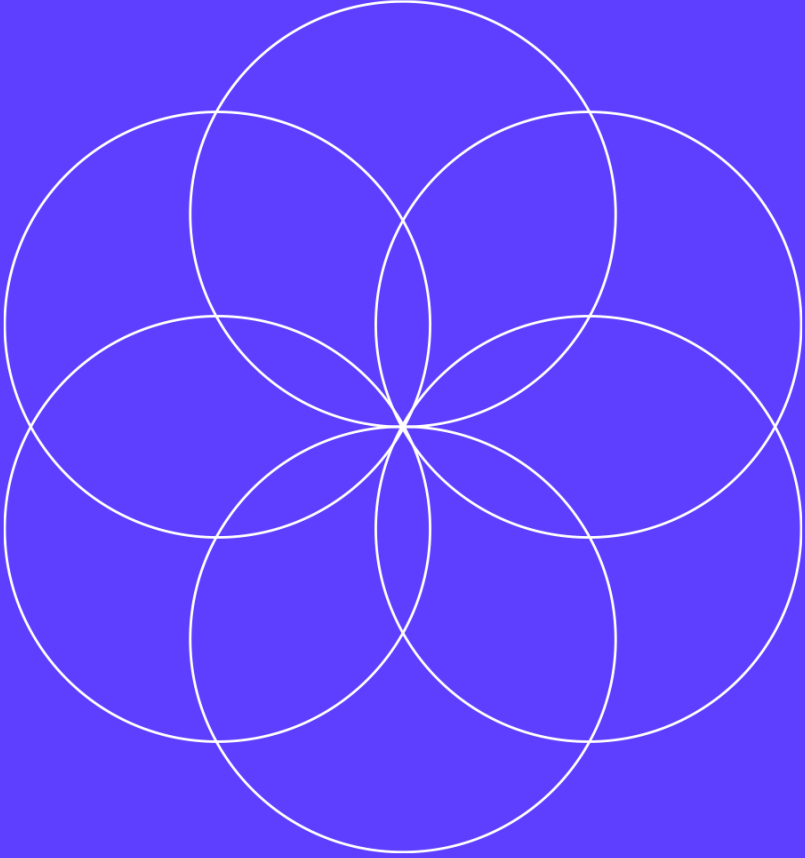
Web protection should frustrate attackers, not the people behind security.

The Signal Sciences mission

We offer web protection built on empathy for the people behind security. We do this by supporting the teams that secure software with a modern, powerful security platform that people love


Our Value

01



Empathy

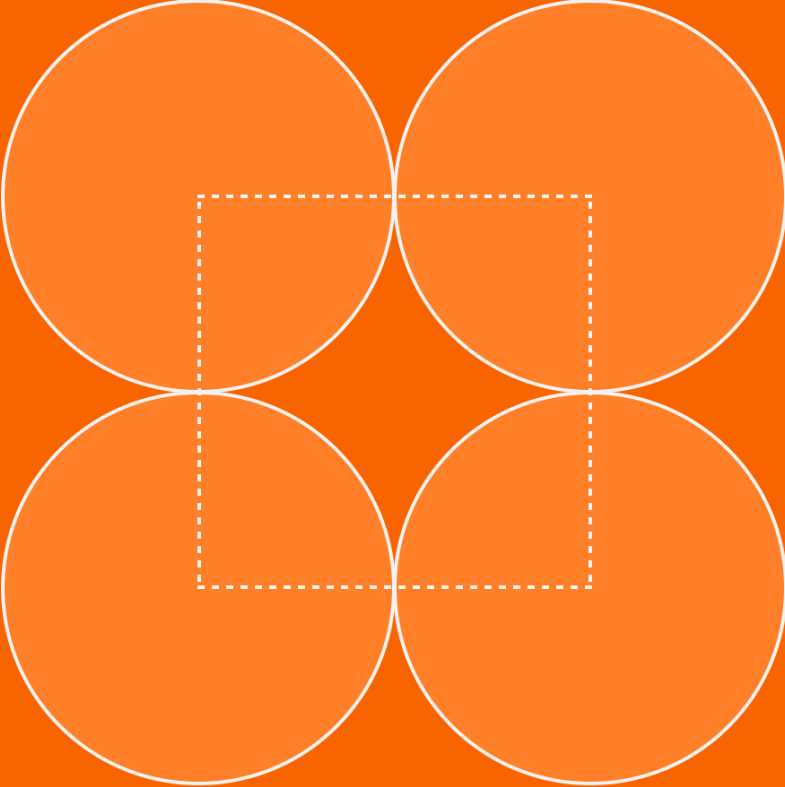
We show appreciation for our customers by acknowledging the tough human realities of their work.

Signal Sciences

Simple when security is not


Our Value

02



Camaraderie

We value building great relationships just as much as we value building great technology.

Signal Sciences

Simple when security is not

Our Value

03



Reliability

We take great care in being honest and consistent in what we offer and how we communicate.

Signal Sciences

Simple when security is not

Our Value

04



Efficiency

We make the effort to save time and energy for ourselves and our customers.

Signal Sciences

Simple when security is not

Signal Sciences

Simple when security is not

The modern web security platform companies love

May 2020

Founded January 2014

Signal Sciences is an organization of over 150 employees across Engineering, Sales, Marketing, Human Resources and Executive Management.

May 2020

The number one source of data breaches: Web App Attacks

Companies are investing in AppSec, but attacks continue to rise. Signal Sciences is here to help.

Source	% of Breaches
Web App Attacks	75%
Backdoor File (C2)	25%
Desktop Sharing	5%
Desktop Sharing Software	5%
Other	5%
VPN	5%
Partner	5%
Command Shell	5%
Third-Party Desktop	5%
Physical Access	5%

May 2020

03 Decisioning Engine

May 2020

Your legacy doesn't define your future

Signal Sciences was founded to relieve the pain of legacy WAFs

False positives break your production applications and APIs

Built for datacenters even though your apps are moving to containers and the cloud

No coverage for modern attacks like account takeover, API abuse, and malicious bots

May 2020

“ Dev teams are actually coming to us requesting to deploy Signal Sciences. All we have to do is provision them a login and point them to the documentation ”

turner

Keith Anderson, VP Information Security

Thank you