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MISSION

Boilerplate _

Traceable is the industry's leading API security platform that identifies APIs, evaluates API risk posture, stops API attacks, and provides deep analytics for threat hunting and forensic research.

With visual depictions of API paths at the core of its technology, its platform applies the power of distributed tracing and machine learning models for API security across the entire software development lifecycle



Our Story —

Traceable was founded by serial entrepreneurs Jyoti Bansal and Sanjay Nagaraj. Bansal and Nagaraj saw the massive adoption of cloud-native architectures firsthand during their time at AppDynamics. As a result, they founded Traceable to protect APIs from next-generation attacks.

Traceable has grown to be the industry's leading API security platform that identifies and tests APIs, evaluates API risk posture, stops API attacks, and provides deep analytics for threat hunting and forensic research.

Traceable is the enterprise API security platform of choice for organizations looking to discover, test and secure their APIs – as they move to a cloud-first, API-driven world



TRACEABLE.

Our Values —

Mission

APIs are the lynchpin of modern applications. Literally everything is now integrated through APIs. They are now a requirement in sharing information and giving your customers a seamless experience with your services. In addition, the vast majority of sensitive data is now transmitted via API. Our mission at Traceable is to protect every API, to help ensure the security of the services and data that power modern applications.

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Vision

We aim to be the industry's chosen solution and trusted advisor to security and risk management leaders, data security leaders, as well as for software engineers looking to secure their APIs, and build better software faster.

Elevator Pitch

APIs are now the most frequent attack vector for data breaches. They open the door to vulnerable data. Also troubling, given that companies are dealing with unmanageable API sprawl, their risk exposure increases by 10-fold.

Traceable provides end-to-end API security, giving organizations confidence that every API in their environment is immediately and always discovered, tested and secured

LOGO MARK

Logo Mark _

Traceable's primary logo is in the dark theme, with a blue gradient watermark against a dark background. The logo watermark is inspired by connection lines in API security. The simplicity and use of block letters with a San Serif font creates a bold and minimalistic look.



LOGO MARK

Logo Mark

Primary Logo

The logo is composed of a symbol combined with the wordmark. These 2 key elements keep their original proportions.

Always use the main version in priority and on a dark background. The secondary logo is used in a white background.

Tagline Logo

The logo is composed of a symbol combined with the wordmark and a tagline.

Traceable's key tagline is "Intelligent API Security at Enterprise Scale"



TRACEABLE 

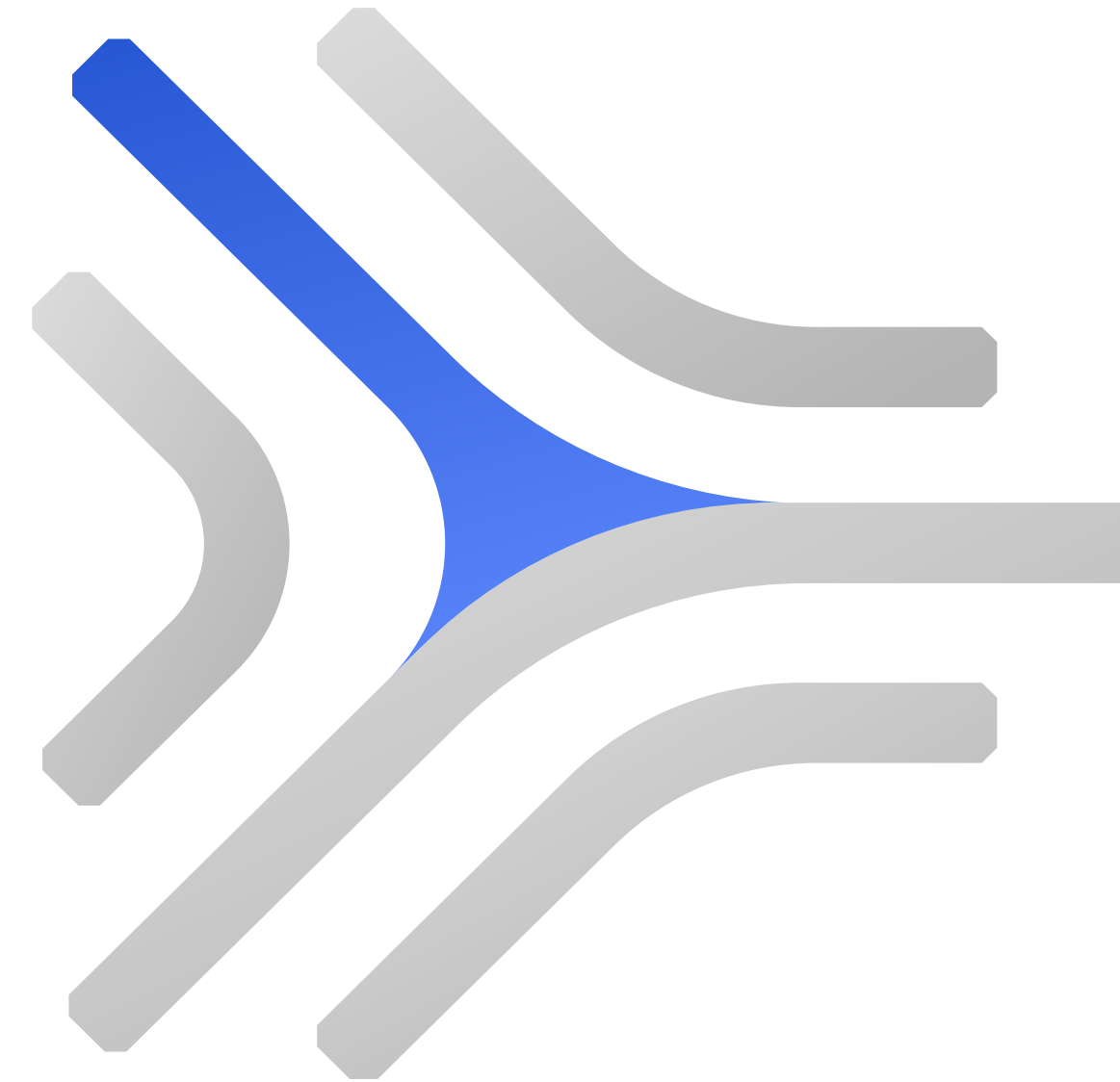


TRACEABLE 

Intelligent API Security at Enterprise Scale

LOGO MARK

Logo Mark



Logo Mark

To ensure legibility, always keep a clear minimum space around the logo.

The minimum distance between other elements and the logo is 50% of the logo height.

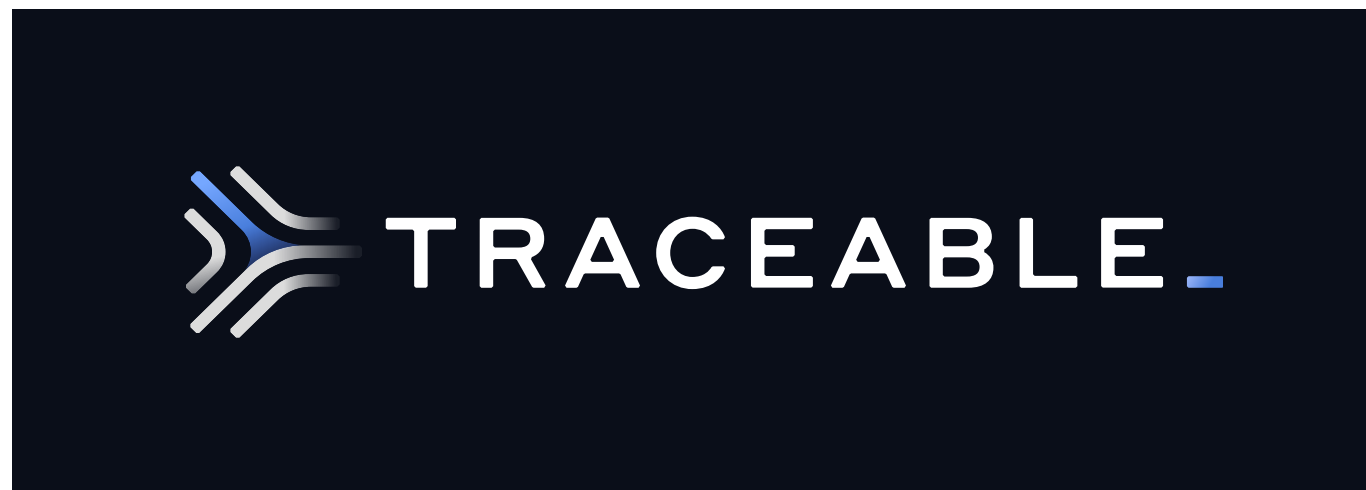


LOGO MARK

Logo Mark

Correct Usage

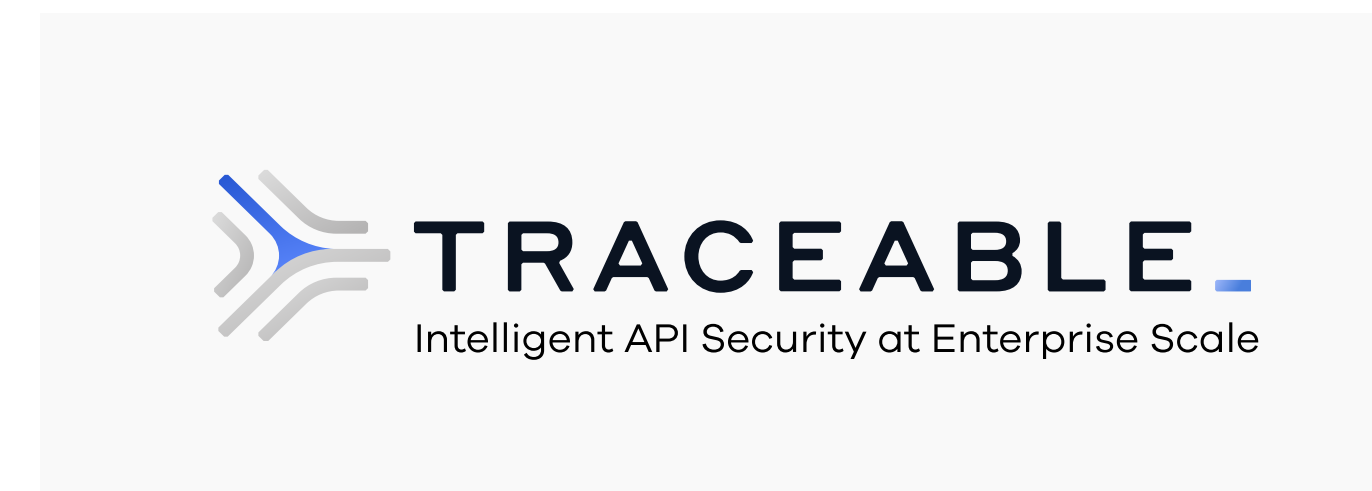
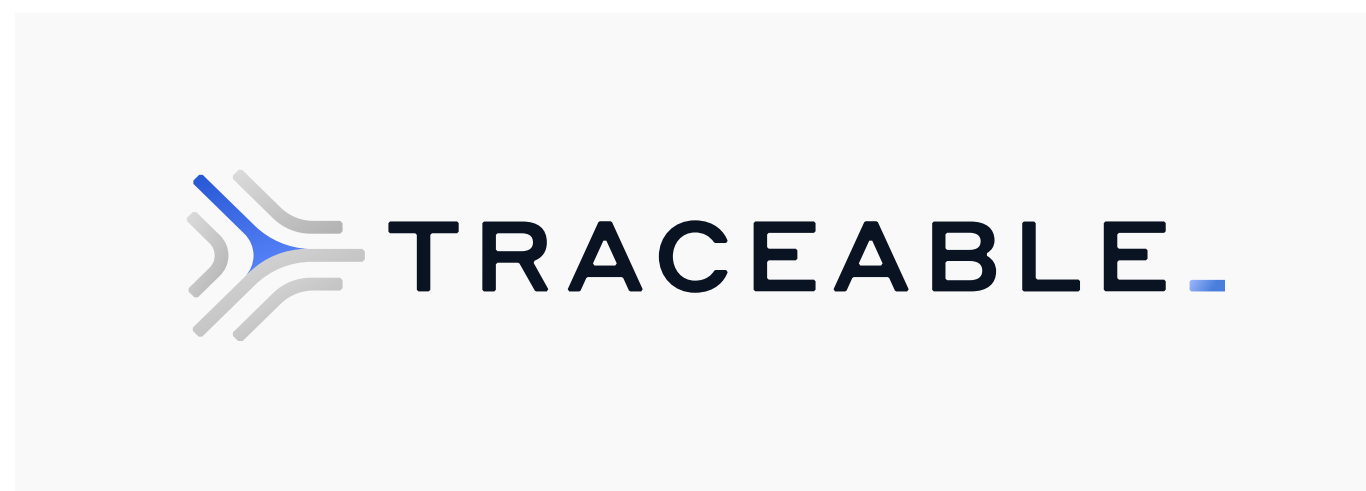
Set the logo in white over light background



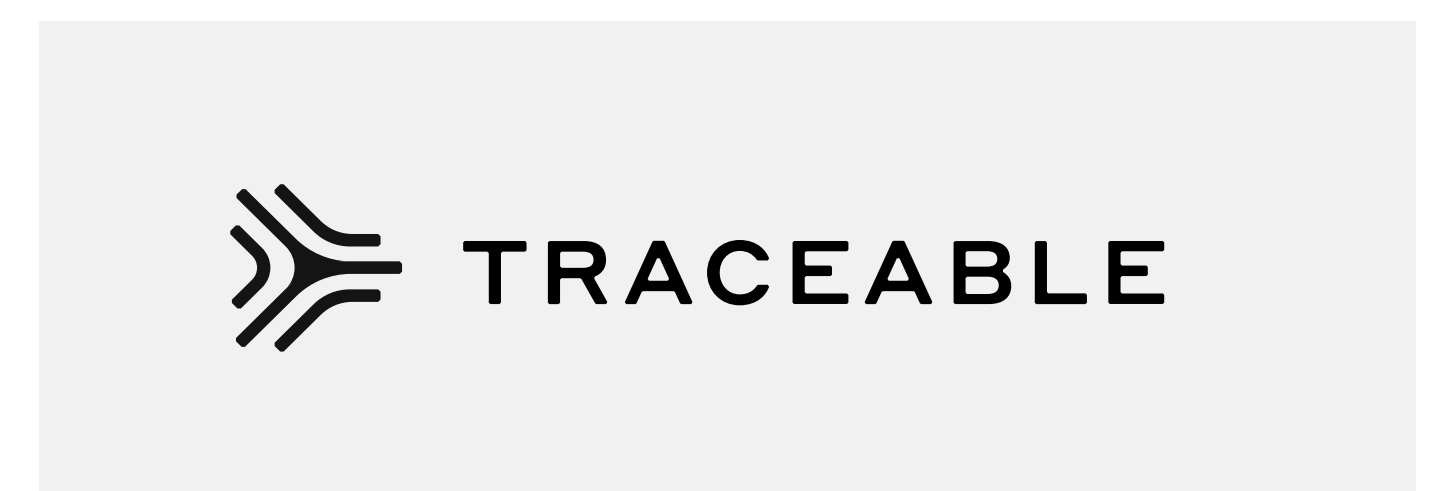
Set the logo in white over gradient colors



Set the logo in primary or white against black.



Monotone



Logo Mark

Incorrect Usage



Do not alter or use off brand colors



Do not add dropshadows or styling



Do not rotate logo



Do not alter scaling dimensions

COLOR STYLE

Colours

Primary Colors

Traceable's primary color is blue, with a cool and distinct blue color differentiation supported by hues of blue.

Solid colors are used typically in backgrounds and typography.

#4689FF

#F3F7FF

#75A7FF

#0A0E19

#304F93

LOGO MARK

Colours

Gradient Colors

Gradient colors are used mainly in styling of Traceable's brand design and visual assets



COLOR STYLE

Typography —

Aa

Galano Grotesque

Primary

Traceable's distinct brand font is Galano Grotesque, It is a geometric sans-serif typeface that is modern and legible to be used for both striking headlines as well as body text for everyday usage.

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.

1 2 3 4 5 6 7 8 9
!@#\$%^&*()'"|:>?

[Download Font](#)

Typography —

Aa

DM Sans

Secondary
For decks and slides, DM Sans is used as a open-source Google font that is readily available. As a low-contrast geometric sans serif design, it serves similar typography intentions as Traceable’s primary brand font.

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.

1 2 3 4 5 6 7 8 9
!@#\$%^&*()”|:;>?

[Download Font](#)

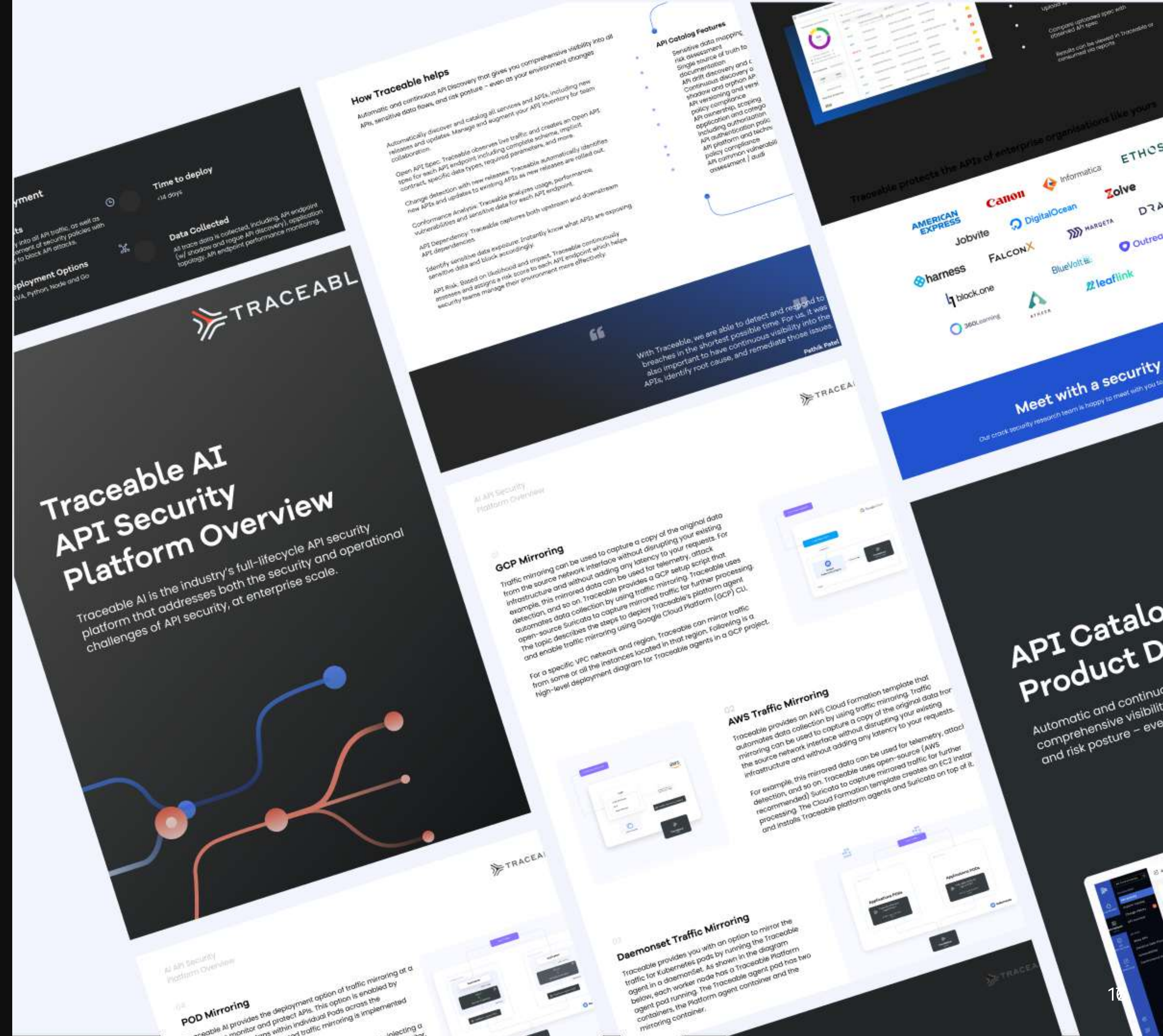
GRAPHIC

Graphic Style

Secondary

Line elements form the distinctive graphic style of Traceable's branding, evoking the connectivity of APIs but with an added depth and dimension to create visually appealing and understandable graphics.

Coupled the use of cool tones and modern gradient colours, a sleek and minimalistic graphic style is used.

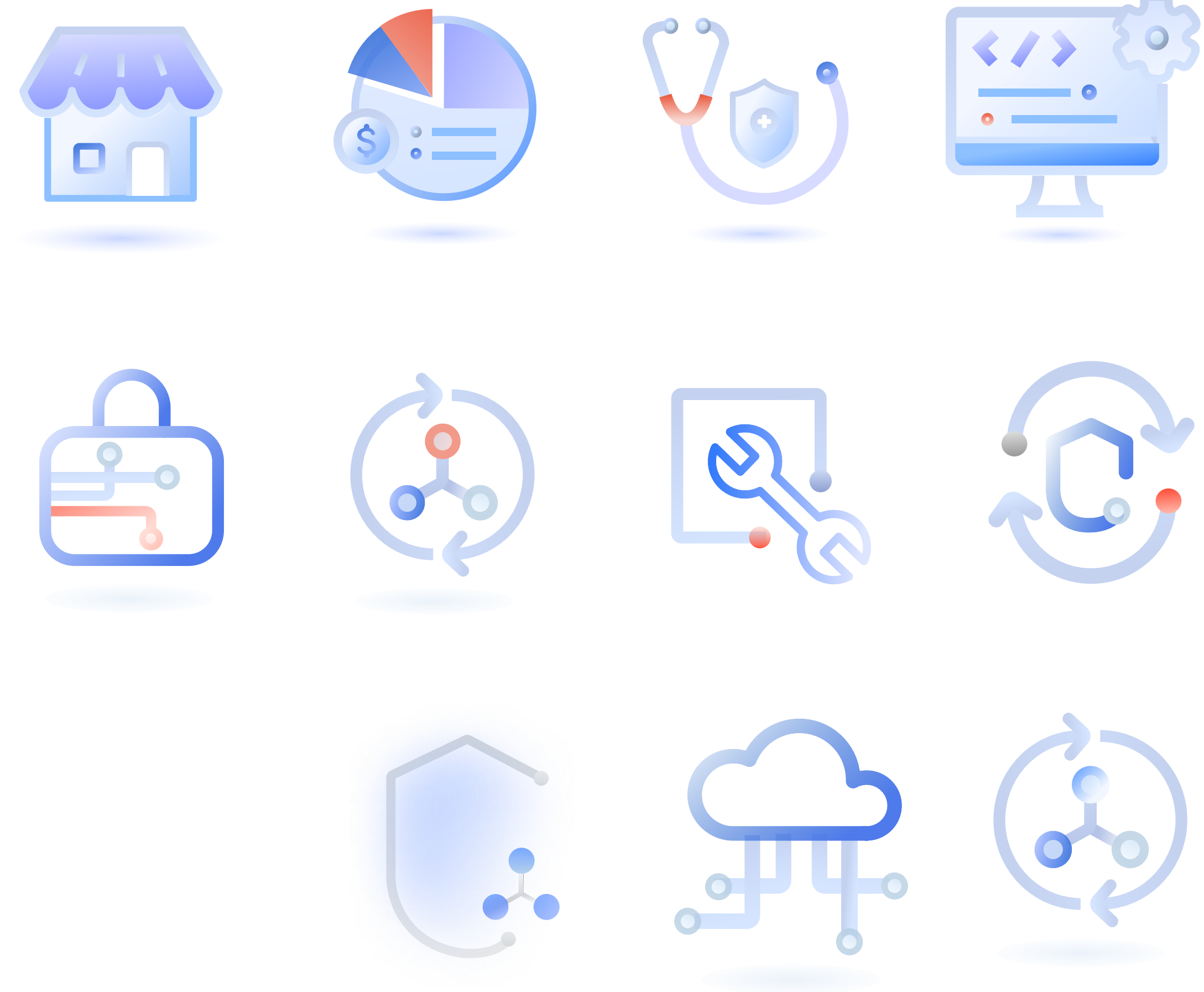


Illustrations

Secondary

Traceable's primary brand illustrations utilise a distinct line style, with vibrant accent colors under a consistent cool blue tone.

The use of contrasting gradients adds depth to the design. Primary brand illustrations are mainly used as the key visual in communication banners, social media and collaterals. They include key API descriptive elements (etc security, cloud, analytics) and verticals.



GRAPHIC

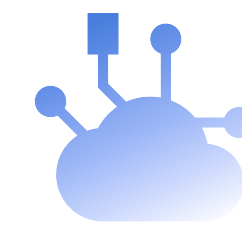
Iconography —

Secondary

Icons are used to communicate subpoints in collaterals or slide decks to improve presentation flow.

Icons with a light blue gradient and background glow is used for dark backgrounds, while a more vibrant blue gradient is used against light backgrounds for visual contrast.

A curved and simple outlined design style is consistent across all of Traceable's icon sets.

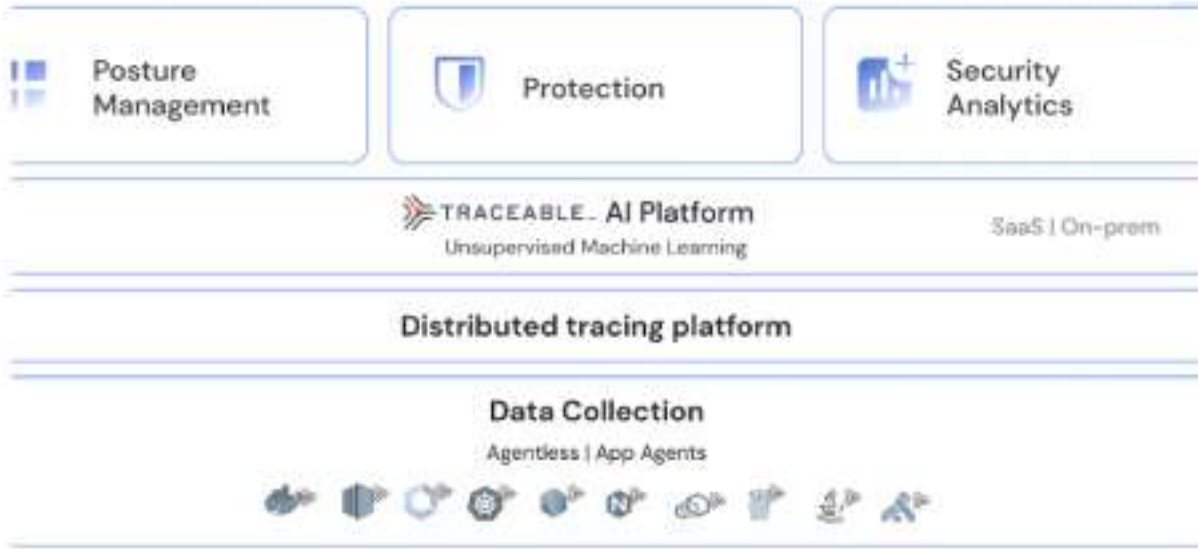
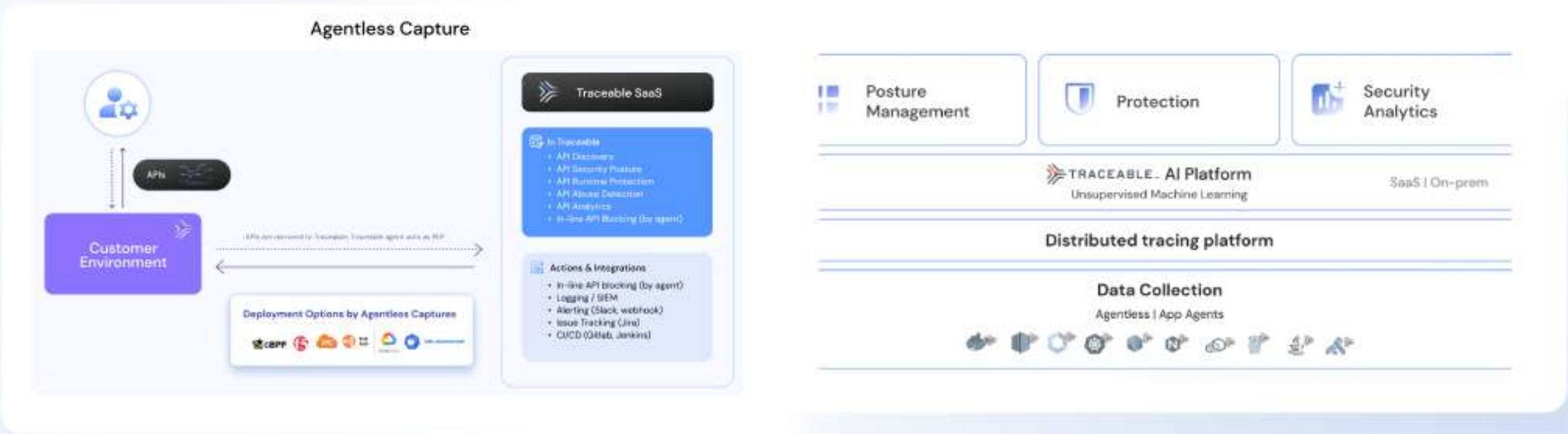


Diagrams

Secondary

The key goal of visual diagrams is to make Traceable’s solution architecture and process flows easily understandable.

Diagrams are created using clean lines, with a minimalistic look and feel. Simple visuals are used in both dark and light themes. While light theme is the default, dark theme visuals are also used for a more illustrative effect.



Assets

All Tracable assets and resources can be accessed via the links embedded. For all brand-related work, the Traceable brand drive has all out logos files and brand assets, and the Traceable Brand Figma File contains editable vectors of all graphics and icons. Canva, Figma and Slide templates allows for quick editing and scaling of design assets required.

Templates available:

- Slide Deck
- Indesign whitepaper
- Figma

QUICK LINKS

Figma

Editable graphic vectors, brand colors

Brand Drive

- Go-to drive for all brand assets
- Templates for slide decks, diagrams and Indesign whitepapers

Canva

- Templates for social media collaterals (Linkedin, banners, webinars)