VARONIS

LOGO GUIDE 2019

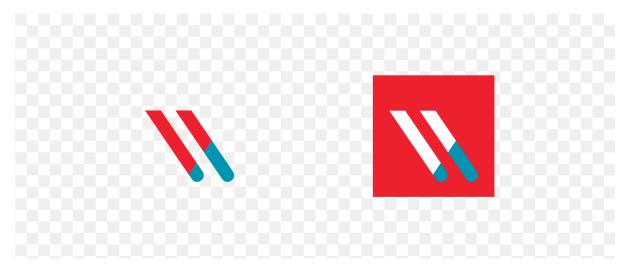# THE VARONIS LOGO

Distinctive and powerful, the iconic Varonis logo communicates connectivity, storage, framework, and access. It hints at strategies, systems, and organizing principles that can transform the seemingly random and chaotic into something more predictable.
It suggests a language within a language, a technology-speak that can communicate across platforms and audiences. Bold and confident, the logo asserts brand leadership and assures reliability.

The Varonis logo allows for flexibility to ensure it works across various platforms. Whether for usage online, in video, on screen the Varonis logo has the power to adapt to its contextual environment.

VARONIS HORIZONTAL LOGO

VARONIS ICON LOGOS

COLOR HORIZONTAL LOGO USAGE

CORRECT USE

*Bars with Text

INCORRECT USE

*Text without Bars

WHITE HORIZONTAL LOGO USAGE

CORRECT USE

*Gap Between Bars

INCORRECT USE

*No Gap Between Bars

CORRECT COLOR USAGE ✅

To preserve the integrity and visual impact, leave adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

HEX

RGB

FULL COLOR FOR ONLINE

HEX & RGB logos are available for web & online applications.

PMS Coated

PMS Uncoated

FULL COLOR FOR PRINT

PMS & CMYK logos are available for use in both uncoated [copier paper or newsprint] and coated [paper with glossy, matte or silk finishes] options for print & tradeshow collateral.

CMYK Coated

CMYK Uncoated

WHITE

The white logo must include a gap in the bars.

INCORRECT USAGE

DO NOT remove the backslashes from the logo. Backslashes must be present at all times.

DO NOT use the logo with a similar red background color. The Varonis logo must be clearly read.

DO NOT use the logo with a similar blue background color. The Varonis logo must be clearly read.

DO NOT alter or edit the typeface of the logo.

DO NOT combine greyscale shades with color.

DO NOT alter the colors of any logo elements.

DO NOT convert the full-color version into greyscale or halftone.

DO NOT alter the established sizing and spacing of any of the graphic elements.

DO NOT add any graphic elements to the logo or reverse the backslashes.

DO NOT remove any graphic element from the logo.

DO NOT make any portion of the logo semi-transparent.

DO NOT obstruct any portion of the logo with another graphic element or logo.

DO NOT rotate the logo.

DO NOT skew the logo.

DO NOT use portions of the logo to create another logo or design.