



Brand Style Guide

October 2019

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1 Introduction

1.1

What's New

4/ Color

4.1–4.8 Updated RGB and CMYK values to better match our brand colors.

5/ Typography

5.1-2.3 Updated to reflect our new brand fonts; Gilmer and Metro.

1.2

Product Suite

Cloud Infrastructure Automation

Consistent workflows to provision, secure, connect, and run any infrastructure for any application.



Run

 **Nomad**

Connect

 **Consul**

Secure

 **Vault**

Provision

 **Terraform**

1.3

Tao of HashiCorp

The Tao of HashiCorp is the foundation that guides our vision, roadmap, and product design. It is valuable to understand the motivations and intentions behind our products.

Infrastructure as Code

The belief that all processes should be written as code, stored, and versioned. Operations teams have historically relied on oral tradition to pass along the knowledge of how to build, upgrade and triage infrastructure.

Workflows not Technologies

Product design starts with an envisioned workflow to achieve a set goal. We then identify existing tools that simplify the workflow. If a sufficient tool does not exist, we step in to build it.

Modular and Open

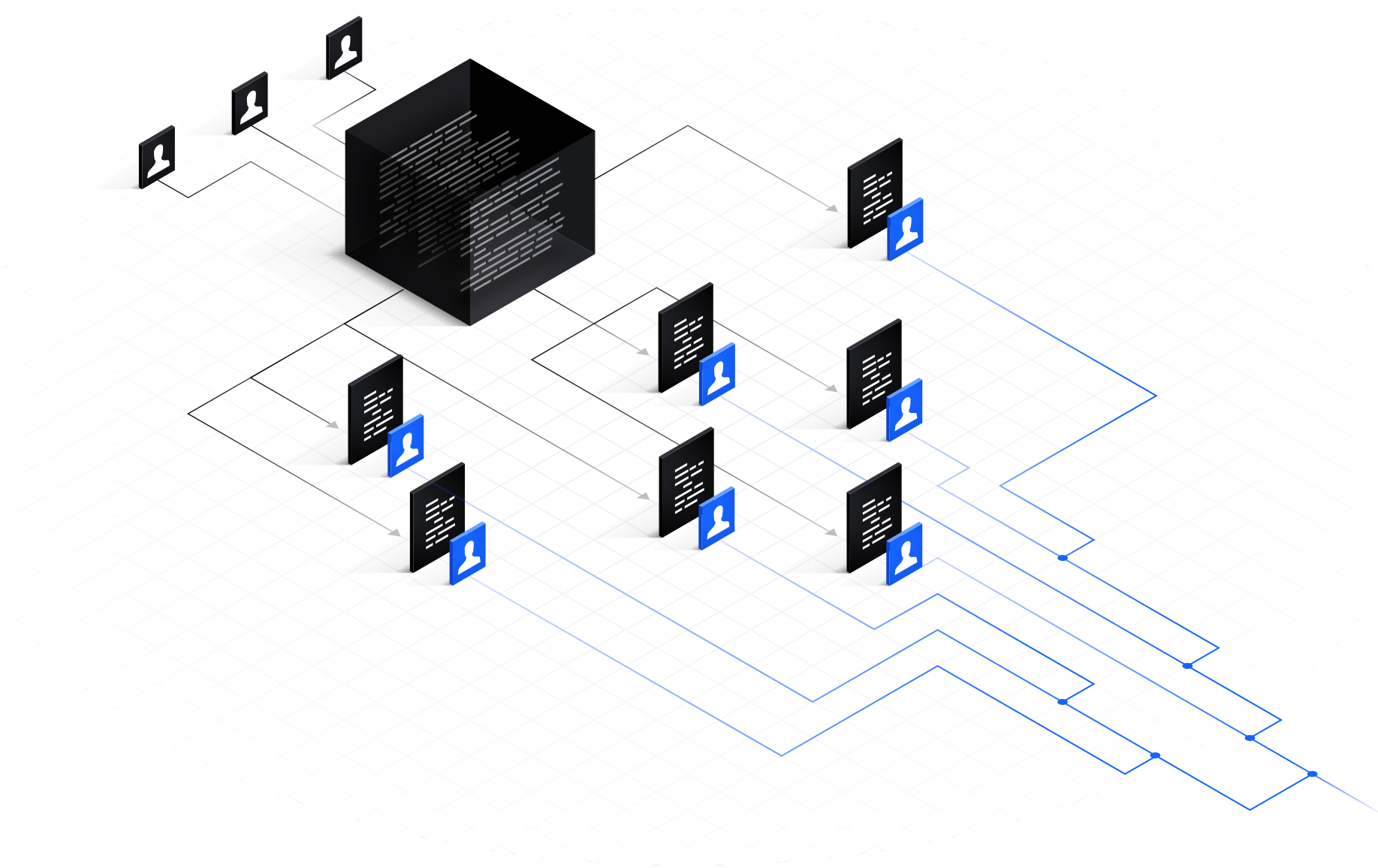
This approach prefers many smaller components with well defined scopes that can be used together. The alternative approach is monolithic, in which a single tool has a nebulous scope that expands to encompass new features and capabilities.

1.4

Infrastructure as Code

Infrastructure and code are central figures in design at HashiCorp. It allows teams to collaborate on infrastructure. This is where the complexity begins. An operator writes code which will be transformed. It is the systems we design that allow teams to create and orchestrate infrastructure at enterprise scale.

HashiCorp Vagrant is where our company’s journey started with infrastructure as code. Vagrant is also where design at HashiCorp started. In systems navigated by workflows it is where an individual users journey starts as well.

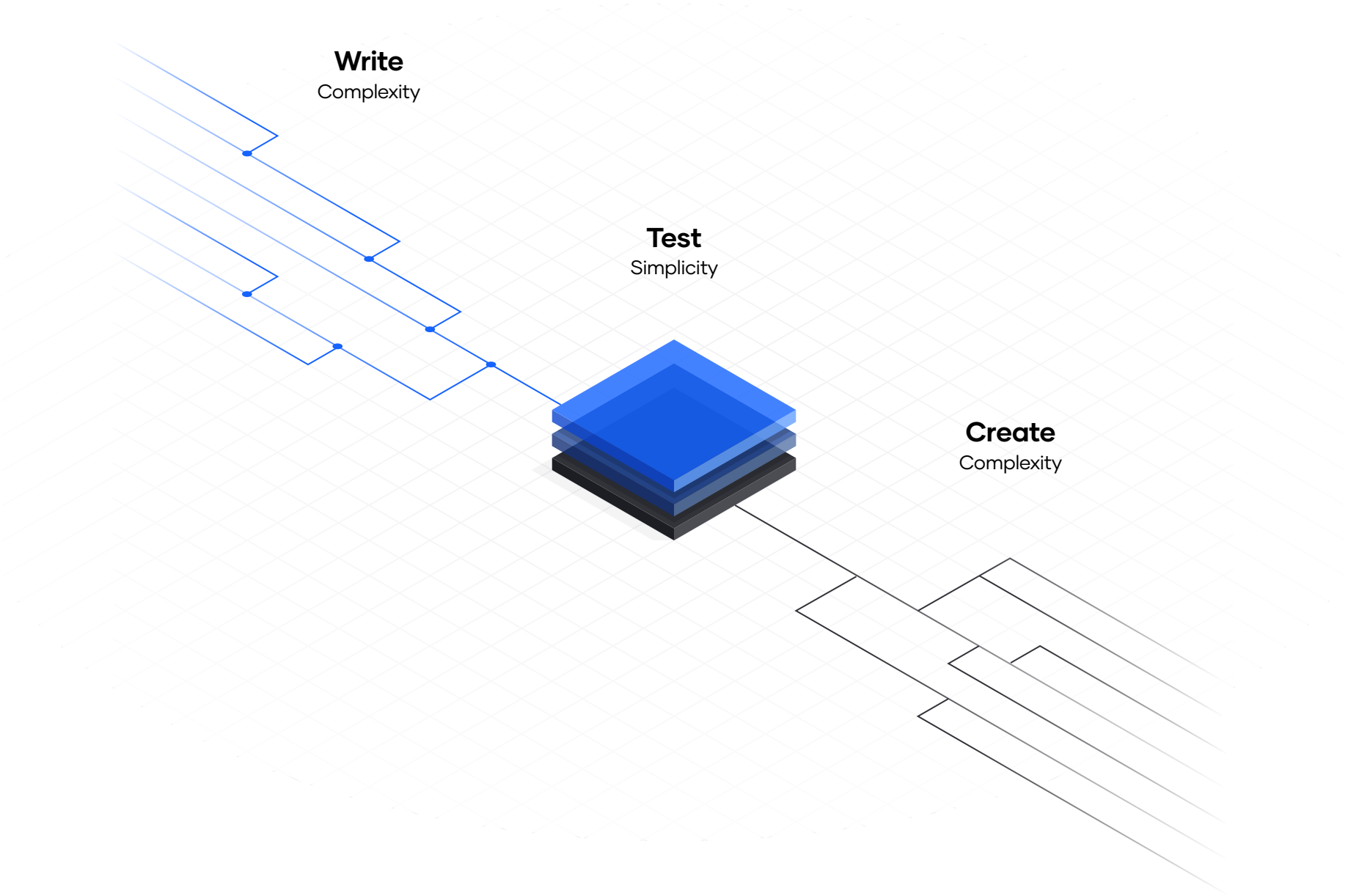


1.5

Workflows

Workflows at each layer of The Stack — provisioning, security, and runtime — provide teams the ability to work in parallel allowing greater application delivery speed and, as a result, exponential business value.

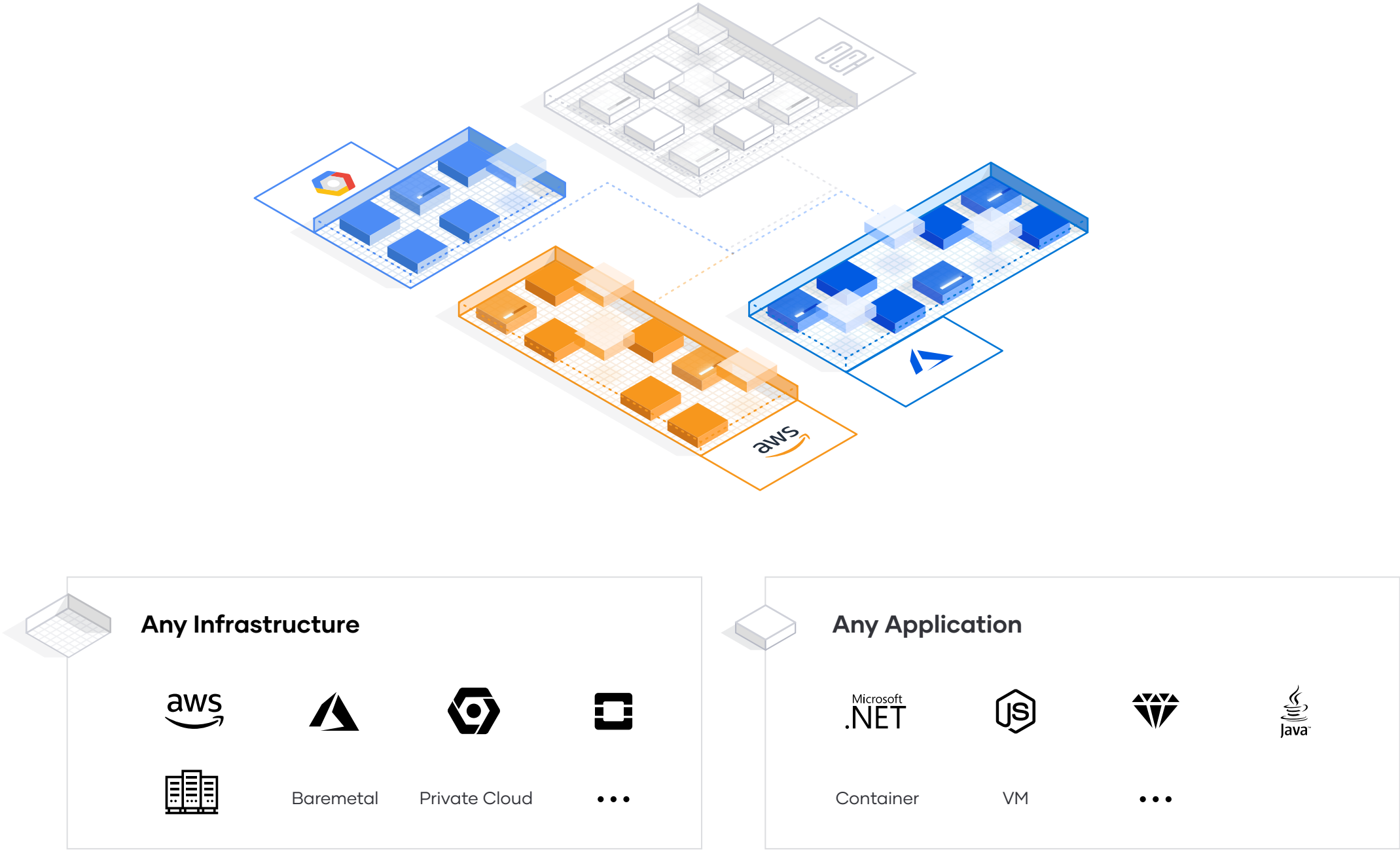
Workflows contain 3 stages — Write, Test, and Create. The aforementioned layers of The Stack encompass the Test stage. For teams, our products tame complexity arriving from the Write stage ultimately leading to further generation of complexity in the form of provisioned infrastructure, secure access, or deployed applications in the Create phase.



1.6

Modular and Open

HashiCorp embraces the open and extensible nature of the DevOps ecosystem of partners and technology. Diamonds are stacked. Mosaics are found in our patterns. Individual units are atomic, interchangeable, and composable.



2 Corporate Logos

2.1

HashiCorp Logo



Logomark



Logotype

2.2

Logo Variations

Primary Logo

The combination of the logomark and logotype makes up our primary logo.



Vertical Logo

The logomark and logotype may be used in a stacked format when space requires its use.



Logomark

The logomark may be used alone when the primary logo is also used in close proximity or when the primary viewers of the logomark are already familiar with the brand.



2.3

Clear Space

Primary logos

Clear space = the height of the logomark.

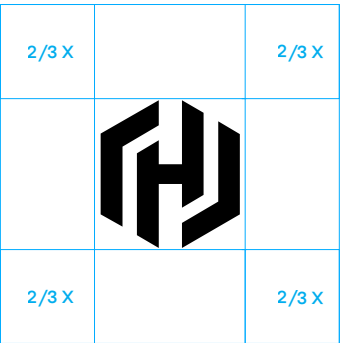
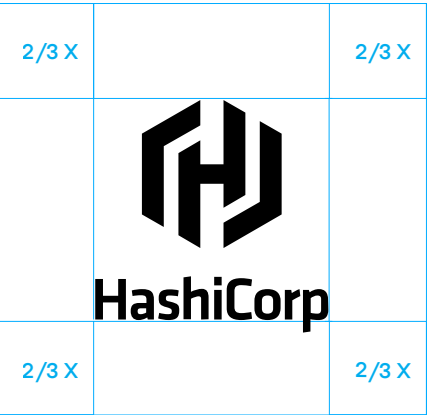


= X



Alternate logos

Clear space = 2/3 the height of the logomark.



2.4

Logo Misuse

To successfully reinforce the corporate identity, it is important that the HashiCorp logo is presented accurately.

Shown here are some common errors that could occur when using the logo. These same rules apply to all product and sub-brand logos. It is impossible to show all possible misuses, so if in doubt contact the HashiCorp creative team.



Do not alter the logo’s proportion.



Do not use old versions of the logo.



Do not outline the logo.



Do not use the logo on top of a busy graphic or image.



Do not alter the size of the logomark or logotype in relation to each other.



Do not change the color of the logo.

2.5

Brand Hierarchy

Division

The correct format for a Division of HashiCorp is to use the logo followed by a vertical rule and then the division name which should be set in Klavika light; the same point size as the logotype.

Attributed Product

The Attributed Product Logo should be used when the HashiCorp logo is not used in close proximity.

Enterprise Product

The Enterprise Product Logo should only be used when the product logo has already been introduced as a way of distinguishing enterprise content from general or open source content.

Parent



Division



Product



Attributed Product



Enterprise Product



2.6

Event Sub-Brands

HashiConf

Correct: HashiConf

Incorrect: HashiConf US, HashiConf 2019, HashiConf 19, HashiConf Seattle, HashiConf 2019 Seattle, HashiConf 19 Seattle

Parent



Parent



HashiConf EU

Correct: HashiConf EU

Incorrect: HashiConf EU 2019, HashiConf EU 19, HashiConf Amsterdam, HashiConf Europe, HashiConf EU Amsterdam

Year



Location



Year/Location



2.7

Event Sub-Brand Usage

HashiConf Primary Logo

This is the primary logo to be used in company with HashiCorp branding and location.



HashiConf Location Logo

This is the primary logo to be used in company with HashiCorp branding.

Minimum size: 250px wide



HashiConf EU Primary Logo

This is the primary logo to be used in company with HashiCorp branding and location.



HashiConf Location Logo

This is the primary logo to be used in company with HashiCorp branding.

Minimum size: 250px wide



2.8

HashiCorp User Group

HashiCorp User Groups are community run meet-ups all around the world. The community often refers to these meet-ups as “HUGs”.

Parent



Location



3 Product Logos

3.1

Vagrant Logo

Full Color



Monochrome Tonal



White



3.2

Packer Logo

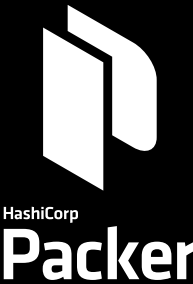
Full Color



Monochrome Tonal



White



3.3

Terraform Logo

Full Color



Monochrome Tonal



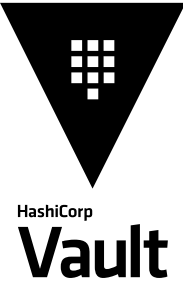
White



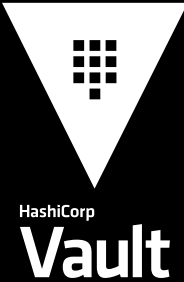
3.4

Vault Logo

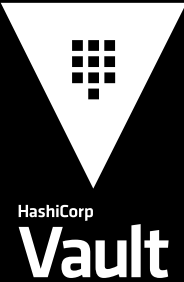
Full Color



Monochrome Tonal



White



3.5

Consul Logo

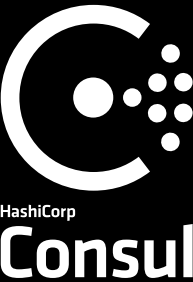
Full Color



Monochrome Tonal



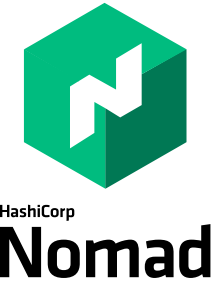
White



3.6

Nomad Logo

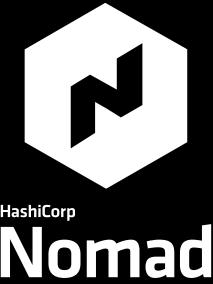
Full Color



Monochrome Tonal



White



3.7

Enterprise Logos

Enterprise Product Logos

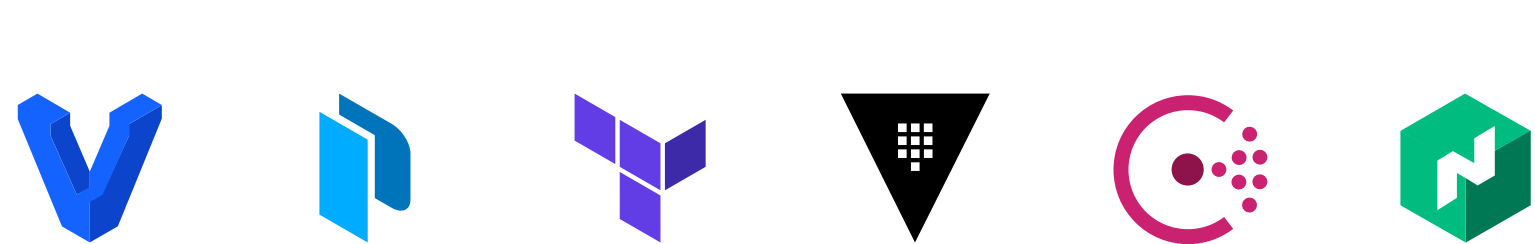
The Enterprise Product Logo should only be used when the product logo has already been introduced as a way of distinguishing enterprise content from general or open source content.



3.8

The Product Suite

All of HashiCorp’s foundational technologies are open source. Our tools are designed to address the realities of datacenter heterogeneity: physical machines, virtual machines, containers, serverless architectures and whatever comes after that. Our focus is on workflows, not technologies.



3.9

Open Source Suite

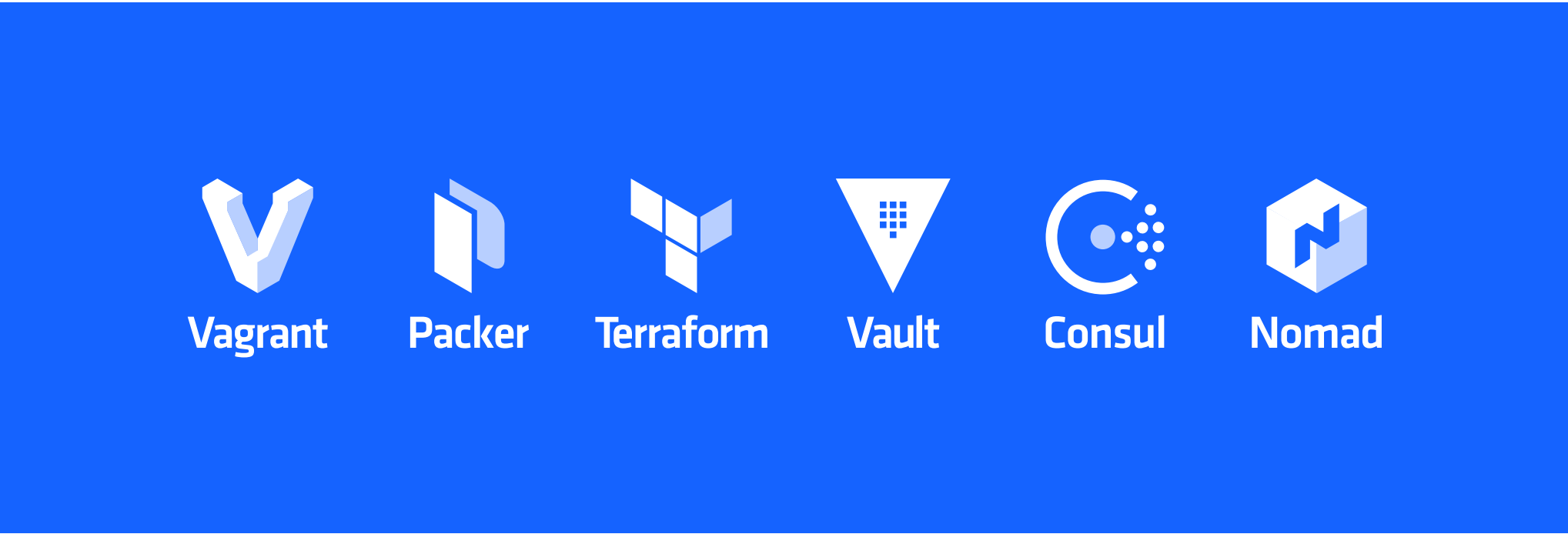
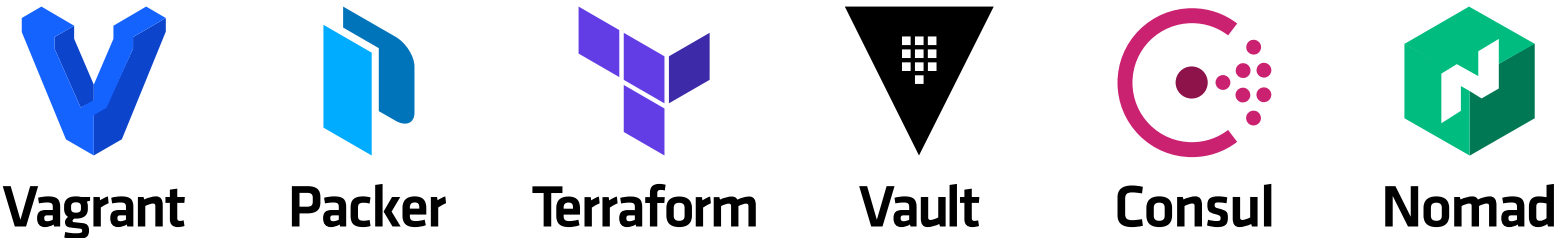
All of HashiCorp’s foundational technologies are open source. Our tools are designed to address the realities of datacenter heterogeneity: physical machines, virtual machines, containers, serverless architectures and whatever comes after that. Our focus is on workflows, not technologies.

When using the product logos within an open source context:

- Use full color logos
- Use a white background

When using the product logos in a row:

- Remove the HashiCorp attribution
- The HashiCorp logo should be in close proximity



3.10

Enterprise Suite

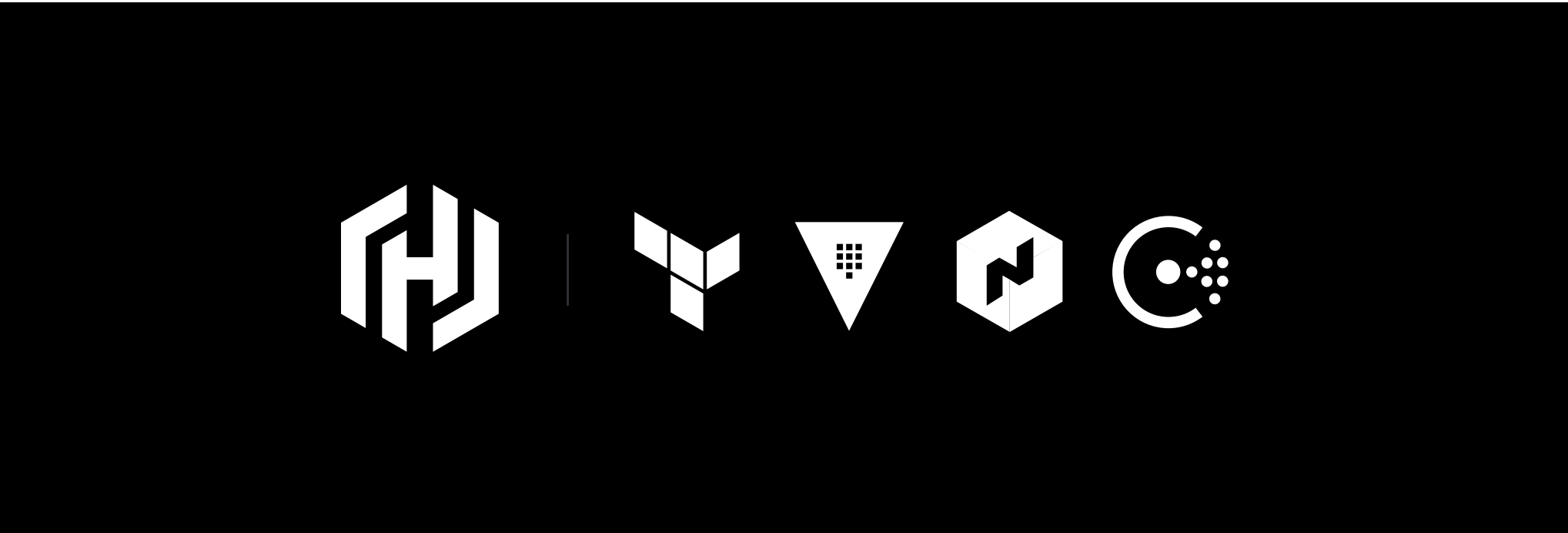
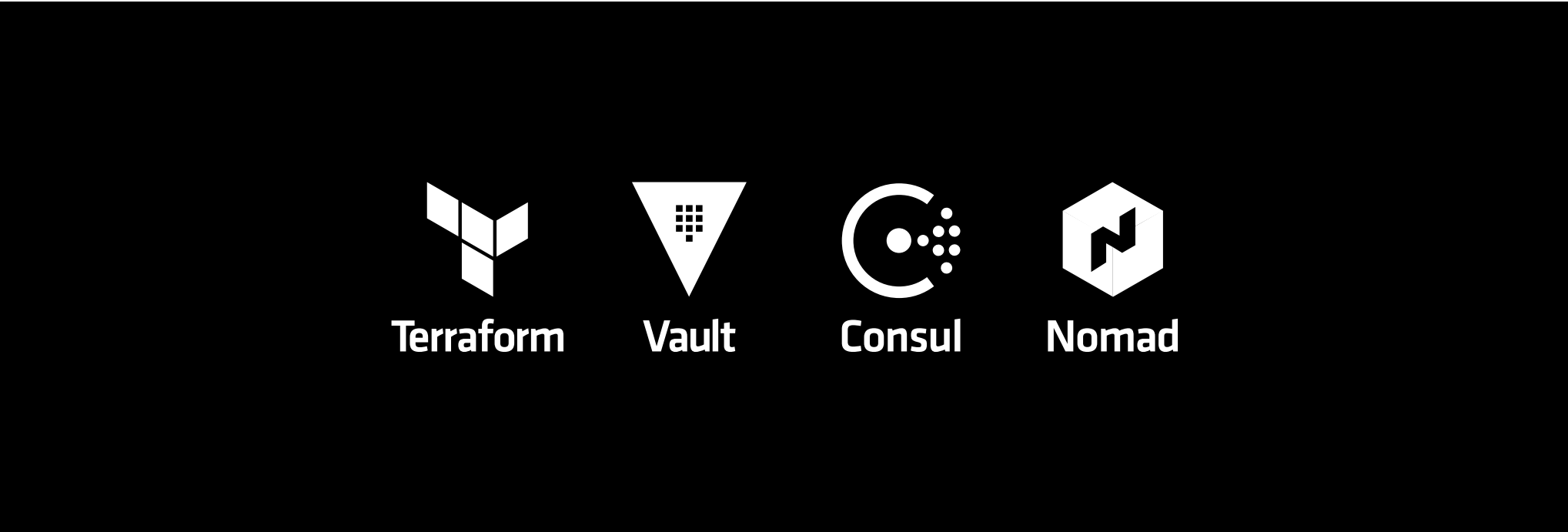
The HashiCorp suite empowers organizations to provision hybrid infrastructure, secure secrets across distributed applications, and run dynamic resources for modern applications.

When using the product logos within an Enterprise context:

- Use white logos
- Use a dark background

When using the product logos in a row:

- Remove the HashiCorp attribution
- The HashiCorp logo should be in close proximity
- If used where viewers are familiar with the product suite the product wordmarks may be removed

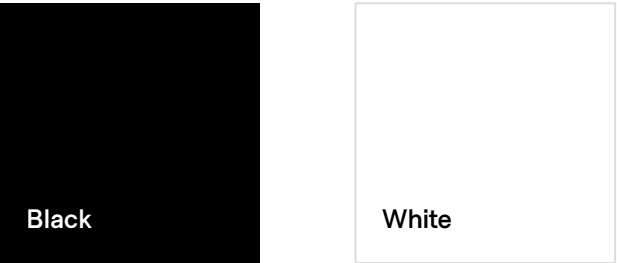


4 Color

4.1

HashiCorp Brand Colors

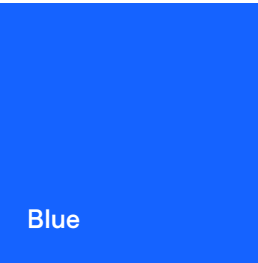
Primary Colors



PMS	Rich Black
C	50
M	40
Y	40
K	100
R	0
G	0
B	0
#	000000

PMS	White
C	0
M	0
Y	0
K	0
R	255
G	255
B	255
#	FFFFFF

Secondary Color



PMS	285
C	86
M	50
Y	0
K	0
R	21
G	99
B	255
#	1563FF

4.2

HashiCorp Grayscale

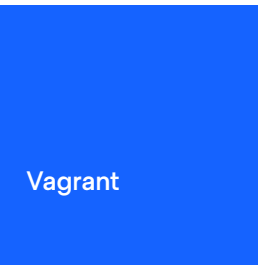
Grayscale

<div>White</div>	<div>Gray 7</div>	<div>Gray 6</div>	<div>Gray 5</div>	<div>Gray 4</div>	<div>Gray 3</div>	<div>Gray 2</div>	<div>Gray 1</div>	<div>Black</div>
<div><div>PMS</div><div>Paper</div><div>C 0</div><div>M 0</div><div>Y 0</div><div>K 0</div><div>R 255</div><div>G 255</div><div>B 255</div><div># FFFFFFFF</div></div>	<div><div>PMS</div><div>Cool Gray 1</div><div>C 4</div><div>M 2</div><div>Y 2</div><div>K 8</div><div>R 247</div><div>G 247</div><div>B 249</div><div># F7F7F9</div></div>	<div><div>PMS</div><div>Cool Gray 3</div><div>C 9</div><div>M 6</div><div>Y 6</div><div>K 17</div><div>R 220</div><div>G 221</div><div>B 224</div><div># DCDDE0</div></div>	<div><div>PMS</div><div>Cool Gray 5</div><div>C 14</div><div>M 9</div><div>Y 8</div><div>K 27</div><div>R 189</div><div>G 190</div><div>B 194</div><div># BDBEC2</div></div>	<div><div>PMS</div><div>Cool Gray 7</div><div>C 20</div><div>M 14</div><div>Y 12</div><div>K 40</div><div>R 127</div><div>G 127</div><div>B 134</div><div># 7F7F86</div></div>	<div><div>PMS</div><div>Cool Gray 9</div><div>C 30</div><div>M 22</div><div>Y 17</div><div>K 57</div><div>R 76</div><div>G 76</div><div>B 83</div><div># 4C4C53</div></div>	<div><div>PMS</div><div>Cool Gray 10</div><div>C 40</div><div>M 30</div><div>Y 20</div><div>K 66</div><div>R 50</div><div>G 51</div><div>B 57</div><div># 323339</div></div>	<div><div>PMS</div><div>Cool Gray 11</div><div>C 44</div><div>M 32</div><div>Y 22</div><div>K 80</div><div>R 29</div><div>G 30</div><div>B 35</div><div># 1D1E23</div></div>	<div><div>PMS</div><div>Rich Black</div><div>C 50</div><div>M 40</div><div>Y 40</div><div>K 100</div><div>R 0</div><div>G 0</div><div>B 0</div><div># 000000</div></div>

4.3

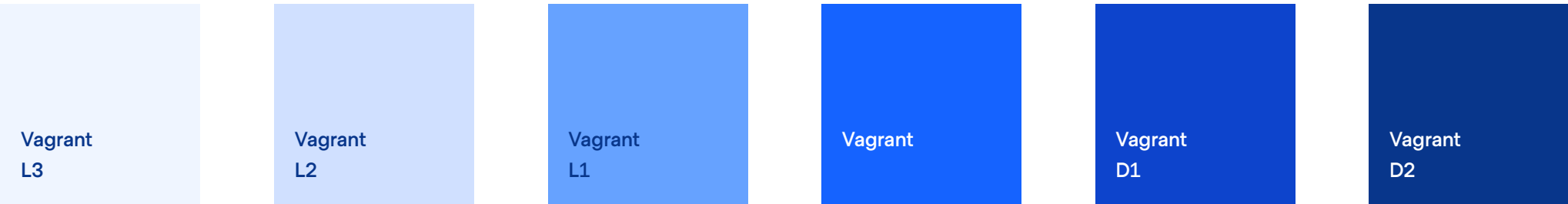
Vagrant Product Color

Primary Color



PMS	285
C	86
M	50
Y	0
K	0
R	21
G	99
B	255
#	1563FF

Color Scale

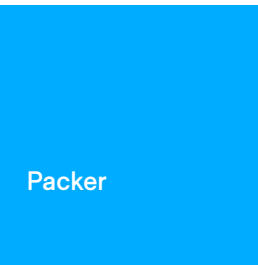


PMS	285 / 10%	PMS	285 / 25%	PMS	285 / 60%	PMS	285	PMS	286	PMS	288
C	9	C	25	C	58	C	86	C	94	C	96
M	4	M	10	M	25	M	50	M	58	M	66
Y	0	Y	0	Y	0	Y	0	Y	0	Y	0
K	0	K	0	K	0	K	0	K	20	K	40
R	239	R	208	R	102	R	21	R	13	R	8
G	245	G	224	G	162	G	99	G	68	G	54
B	255	B	255	B	255	B	255	B	204	B	139
#	EFF5FF	#	D0E0FF	#	66A2FF	#	1563FF	#	0D44CC	#	08368B

4.4

Packer Product Color

Primary Color



PMS		2995
C	82	
M	4	
Y	0	
K	0	
R	0	
G	172	
B	255	
#	00ACFF	

Color Scale

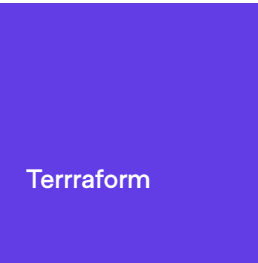


PMS		2995 / 10%	PMS		2995 / 25%	PMS		2995 / 60%	PMS		2995	PMS		7461	PMS		7463
C	8		C	24		C	46		C	82		C	98		C	100	
M	0		M	0		M	5		M	4		M	24		M	48	
Y	0		Y	0		Y	2		Y	0		Y	1		Y	6	
K	0		K	0		K	0		K	0		K	3		K	30	
R	235		R	191		R	107		R	0		R	0		R	0	
G	248		G	232		G	206		G	172		G	116		G	82	
B	255		B	254		B	255		B	255		B	186		B	131	
#	EBF8FF		#	BFE8FE		#	6BCEFF		#	00ACFF		#	0074BA		#	005283	

4.5

Terraform Product Color

Primary Color



PMS		2725
C	70	
M	74	
Y	0	
K	0	
<hr/>		
R	98	
G	60	
B	228	
<hr/>		
#	623CE4	

Color Scale

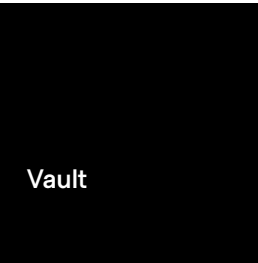


PMS		2725 / 10%	PMS		2725 / 25%	PMS		2725 / 60%	PMS		2725	PMS		2735	PMS		2745
C	5		C	13		C	35		C	70		C	86		C	96	
M	6		M	15		M	39		M	74		M	90		M	100	
Y	0		Y	0		Y	0		Y	0		Y	3		Y	6	
K	0		K	0		K	0		K	0		K	0		K	15	
<hr/>			<hr/>			<hr/>			<hr/>			<hr/>			<hr/>		
R	245		R	221		R	162		R	98		R	60		R	42	
G	243		G	214		G	140		G	60		G	42		G	28	
B	255		B	250		B	232		B	228		B	168		B	115	
<hr/>			<hr/>			<hr/>			<hr/>			<hr/>			<hr/>		
#	F5F3FF		#	DDD6FA		#	A28CE8		#	623CE4		#	3C2AA8		#	2A1C73	

4.6

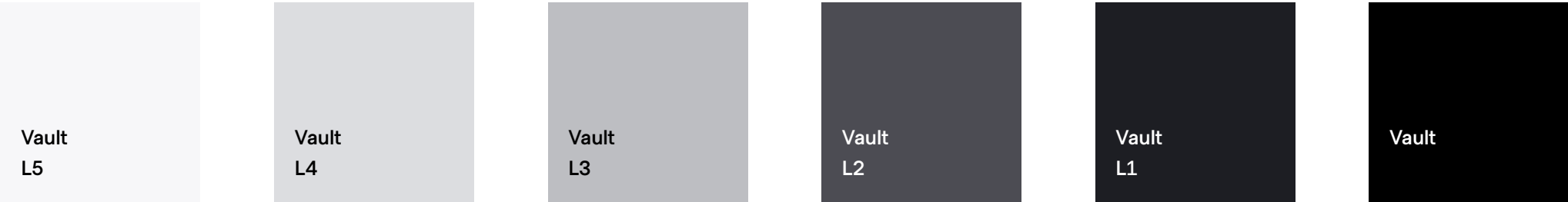
Vault Product Color

Primary Color



PMS	Rich Black
C	50
M	40
Y	40
K	100
R	0
G	0
B	0
#	000000

Color Scale



PMS	Cool Gray 1
C	4
M	2
Y	2
K	8
R	247
G	247
B	249
#	F7F7F9

PMS	Cool Gray 3
C	9
M	6
Y	6
K	17
R	220
G	221
B	224
#	DCDDE0

PMS	Cool Gray 5
C	14
M	9
Y	8
K	27
R	189
G	190
B	194
#	BDBEC2

PMS	Cool Gray 9
C	30
M	22
Y	17
K	57
R	76
G	76
B	83
#	4C4C53

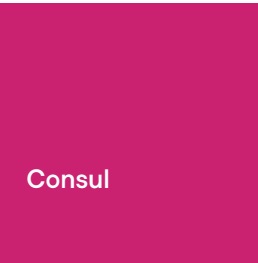
PMS	Cool Gray 11
C	44
M	32
Y	22
K	80
R	29
G	30
B	35
#	1D1E23

PMS	Rich Black
C	50
M	40
Y	40
K	100
R	0
G	0
B	0
#	000000

4.7

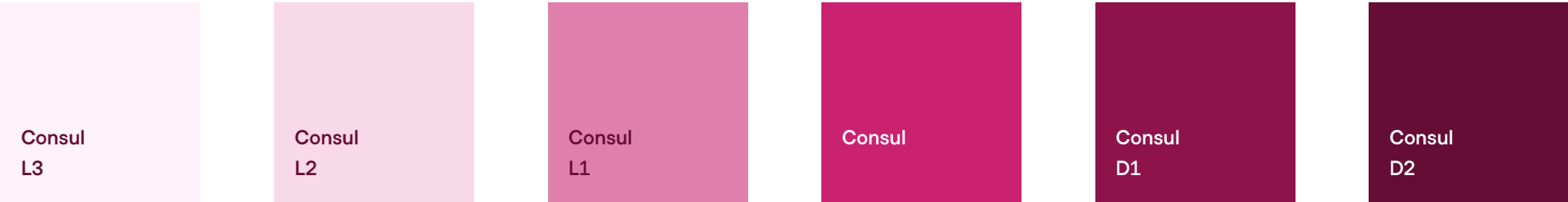
Consul Product Color

Primary Color



PMS		233
C	20	
M	100	
Y	14	
K	0	
R		202
G		33
B		113
#		CA2171

Color Scale

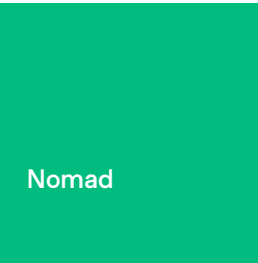


PMS		233 / 10%	PMS		233 / 25%	PMS		233 / 60%	PMS		233	PMS		234	PMS		228
C	0		C	0		C	5		C	20		C	13		C	14	
M	10		M	25		M	63		M	100		M	100		M	100	
Y	1		Y	1		Y	3		Y	14		Y	10		Y	16	
K	0		K	0		K	0		K	0		K	20		K	42	
R		255	R		248	R		224	R		202	R		142	R		101
G		242	G		217	G		126	G		33	G		19	G		13
B		248	B		231	B		172	B		113	B		74	B		52
#		FFF2F8	#		F8D9E7	#		E07EAC	#		CA2171	#		8E134A	#		650D34

4.8

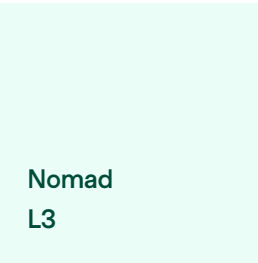
Nomad Product Color

Primary Color

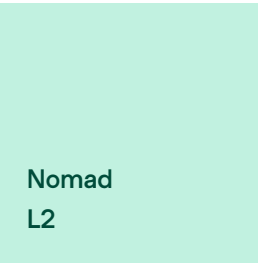


PMS	339
C	84
M	0
Y	63
K	0
R	0
G	188
B	127
#	00BC7F

Color Scale



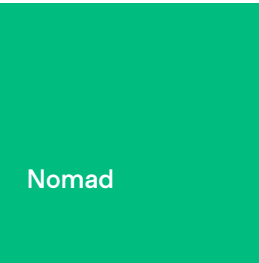
PMS	339 / 10%
C	7
M	0
Y	5
K	0
R	235
G	253
B	247
#	EBFDF7



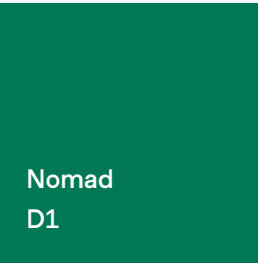
PMS	339 / 25%
C	20
M	0
Y	15
K	0
R	193
G	241
B	224
#	C1F1E0



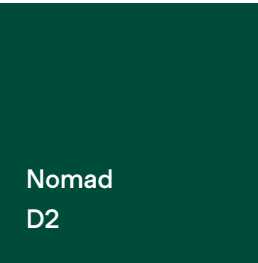
PMS	339 / 60%
C	51
M	0
Y	37
K	0
R	107
G	216
B	180
#	6BD8B4



PMS	339
C	84
M	0
Y	63
K	0
R	0
G	188
B	127
#	00BC7F



PMS	341
C	97
M	13
Y	73
K	16
R	0
G	120
B	84
#	007854



PMS	7728
C	97
M	4
Y	72
K	54
R	0
G	76
B	58
#	004C3A

4.9

Color Themes

Carefully consider the following when choosing a theme.

Persona

Know your audience. Developers find themselves in code editors all day. HashiCorp uses dark themes heavily as a homage to hacker culture.

Medium

Light themes are more appropriate, even necessary, in decks and print. Long form content, whether print or digital, should be on a light theme.

Emotion

Dark UI’s are trendy and elegant. Decks are a good example of combo usage where we set the tone with a dark cover slide and immediately switch to light for content.

Dark vs Light


The corporate color palette was created to work equally well on dark and light themes. The dark and light theme palettes were themselves created to span corporate and product. This document is itself an example of theme application and should be used as a catalog of usage.

4.10

Dark Theme

Black	Base color
Gray 1	Low contrast background / Gradient to black
Gray 2	Borders / Low contrast elements
Gray 4	Medium Contrast / Icons or inactive states
Gray 6	Body Copy
White	Headlines and CTAs

Theme Example



Thou art mine only hope

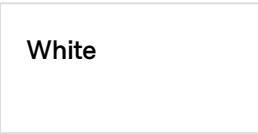
Friends, rebels, starfighters, lend me your ears. Wish not we had a single fighter more, If we are mark'd to die, we are enough To make our planets proud. But should we win, We fewer rebels share the greater fame. We all have sacrific'd unto this cause.

To Alderaan we fly

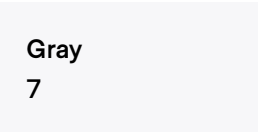
→

4.11

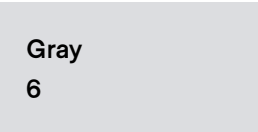
Light Theme



Base color



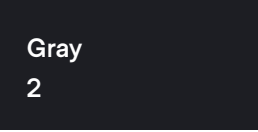
Low contrast background / Gradient to white



Borders / Low contrast elements



Medium Contrast / Icons or inactive states




Body Copy



Headlines and CTAs


Theme Example



Our cause is for the truth

Alas, poor stormtrooper, I knew ye not, Yet have I ta'en both uniform and life From thee. What manner of a man wert thou? A man of inf'nite jest or cruelty? A man with helpmate and with children too? A man who hath his Empire serv'd with pride?


Pow'r converters



4.12

Product Theme


<div>White</div>	Base color	Theme Example
<div>Gray 7</div>	Low contrast background / Gradient to white	
<div>Gray 6</div>	Borders / Low contrast elements	
<div>Product Color</div>	Highlights / CTAs / Icons	
<div>Gray 2</div>	Body Copy	
<div>Black</div>	Headlines and CTAs	



Our cause is for the truth

Alas, poor stormtrooper, I knew ye not, Yet have I ta'en both uniform and life From thee. What manner of a man wert thou? A man of inf'nite jest or cruelty? A man with helpmate and with children too? A man who hath his Empire serv'd with pride?

Pow'r converters



5 Typography

5.1

Gilmer

AaBbCc

Gilmer is a fresh, geometric, sans-serif font family desgined by Piotr Łapa. It is our primary brand font and should be used for all headlines, sub-headlines, titles, calls-to-action, and labels.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
!@#\$%^&*()-+[]{};'/,.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Light

5.2

Metro Sans

AaBbCc

Designed by Samuel Oakes, Metro Sans is the result of a study into the Paris Metro system; Metro Sans is a Grotesk typeface with personality. It bridges the gap between the stern terminals of a Swiss Neo-Grotesk, and the smooth curves of a modern day Geo-Grotesk. Metro Sans should be used for body copy or small titles within body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!
@#\$%^&*()-+[]{};'/,.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Regular

5.3

Menlo

AaBbCc

Menlo is a monospaced sans-serif typeface designed by Jim Lyles. One of the primary considerations during the design process of Menlo was legibility. This font should be used for all monospace applications such as code snippets.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567
89!@#\$%^&*()-+[]{};'/,.

Bold

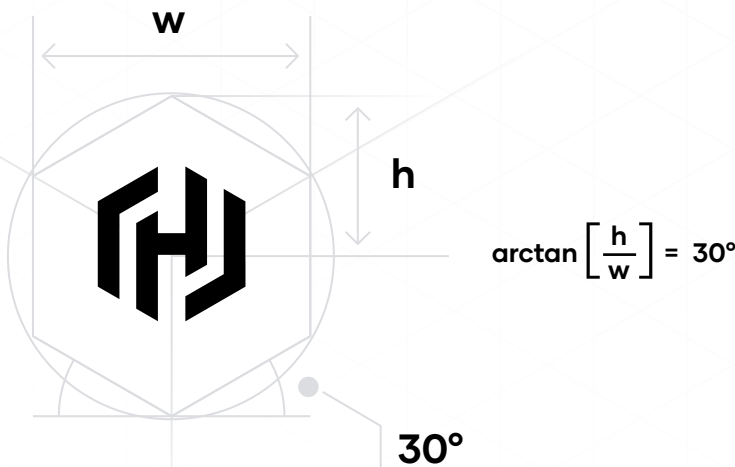
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Regular

6 Geometry

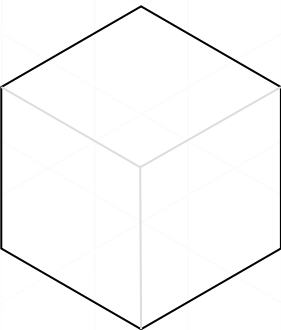
6.1

Isometric Grid



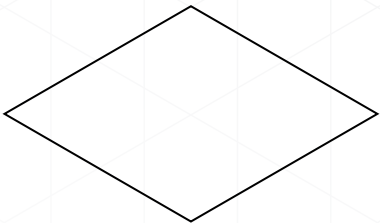
Isometric Projection

Isometric projection is a method for visually representing three-dimensional objects in two dimensions. HashiCorp uses the isometric grid used for this projection. There are 3 types of lines that comprise this base grid: vertical lines, 30° lines to the right, and 30° lines to the left. We make use of these lines, in different combinations, for patterns and graphics.



Hexagon

The HashiCorp icon is set inside a hexagon. The hexagon, along with our other core geometry—diamonds, parallelograms, circles (circumscribed), and triangles—can be found in the isometrics grids that underpin our design. Hexagons are used as icons when depicting resources. Hexagons are the building blocks of infrastructure.



Diamond / Rhombus

The term "diamond" is used in mathematics to refer to a rhombus. In our case it is a projected square. Diamonds atomically represent applications. In total they can represent micro service architecture. We often use filled shapes for apps, as opposed to stroked, as a contrast to the stroked planes that representing our products architecture and the infrastructure underneath.

7 Iconography


7.1

Feather Icon Set


HashiCorp uses an open source icon set called “Feather”. The set was designed to be simple, consistent, and legible. Icons should be used when an action, idea, or feature would benefit from a visual cue. Though icons can be used to quickly convey a concept it is proven they increase cognitive load. With this in mind use icons thoughtfully and sparingly.

Usage

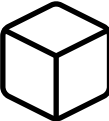
Please follow these guidelines when using icons.



16-22 px Stroke: 1 px



24-30 px Stroke: 1.5 px



32-56 px Stroke: 2 px



8 Patterns

8.1

HashiCorp Pattern

An Updated Pattern Library

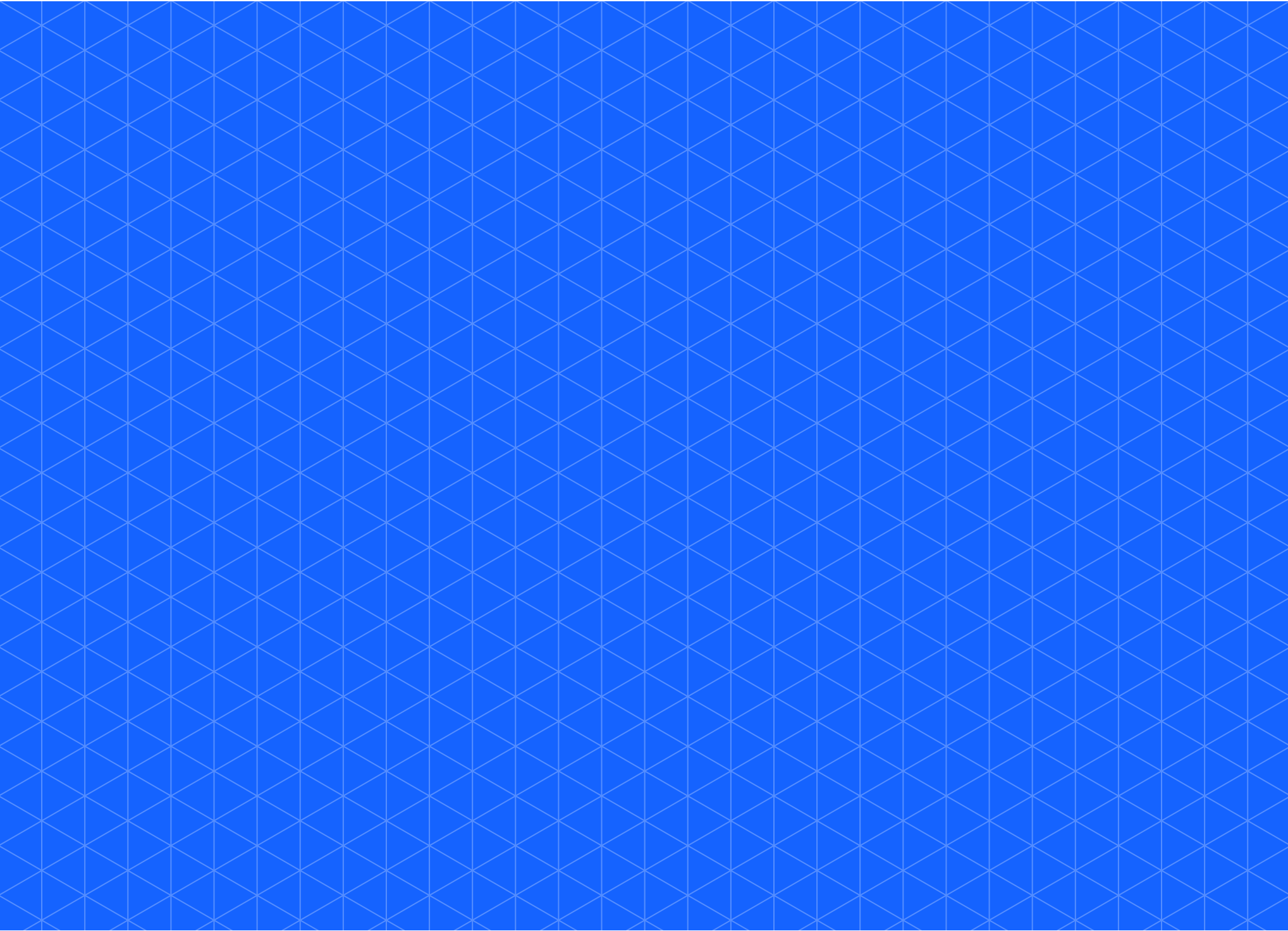
In an effort to strengthen HashiCorp’s unique brand identity, a set of patterns have been created to increase visual interest, variety, and to facilitate a look and feel that is more ownable.

These patterns were inspired from, and can be used in place of, our original product patterns. Over time a full library of several patterns will be created for HashiCorp’s corporate and each of our product identities.



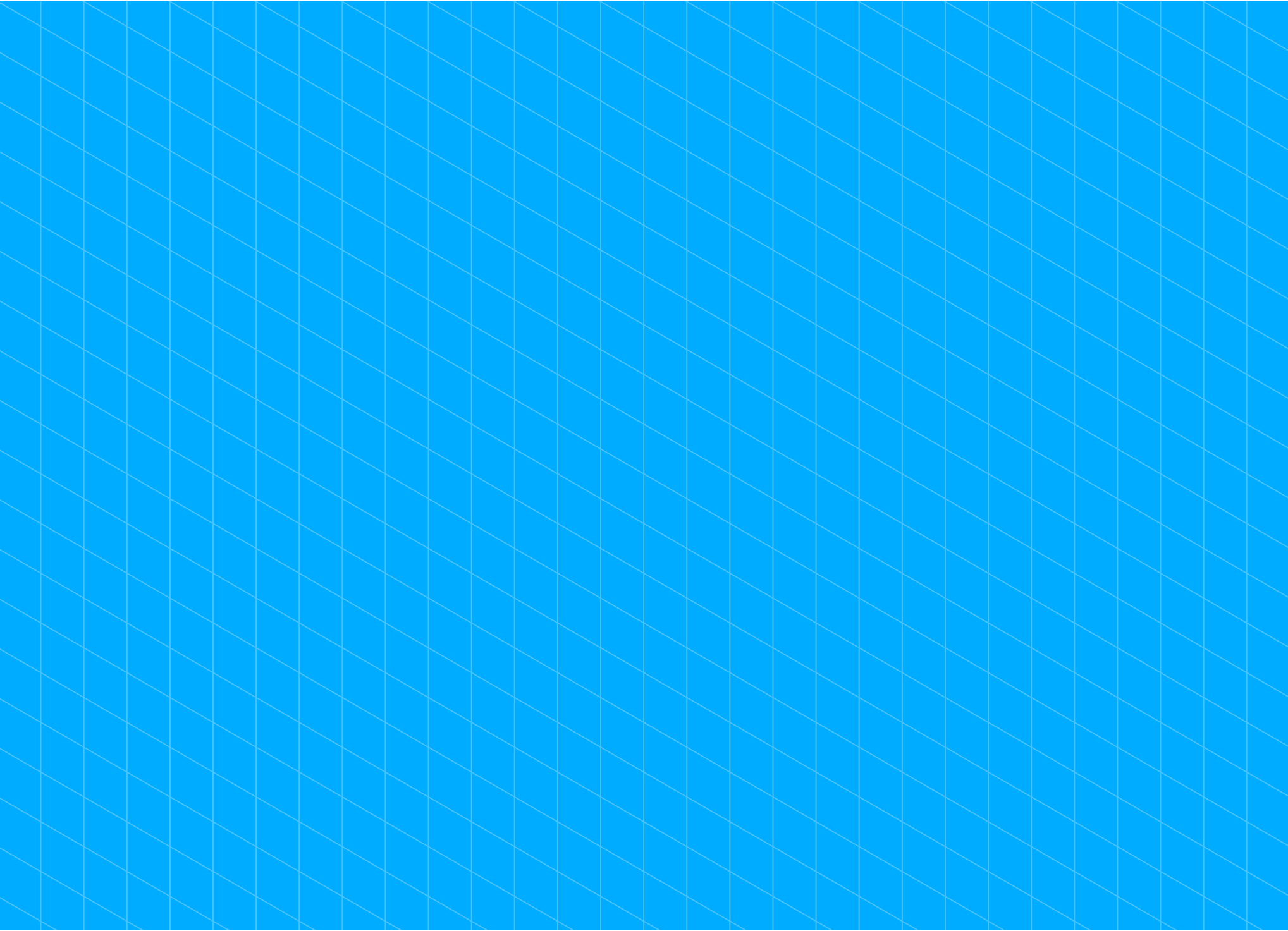
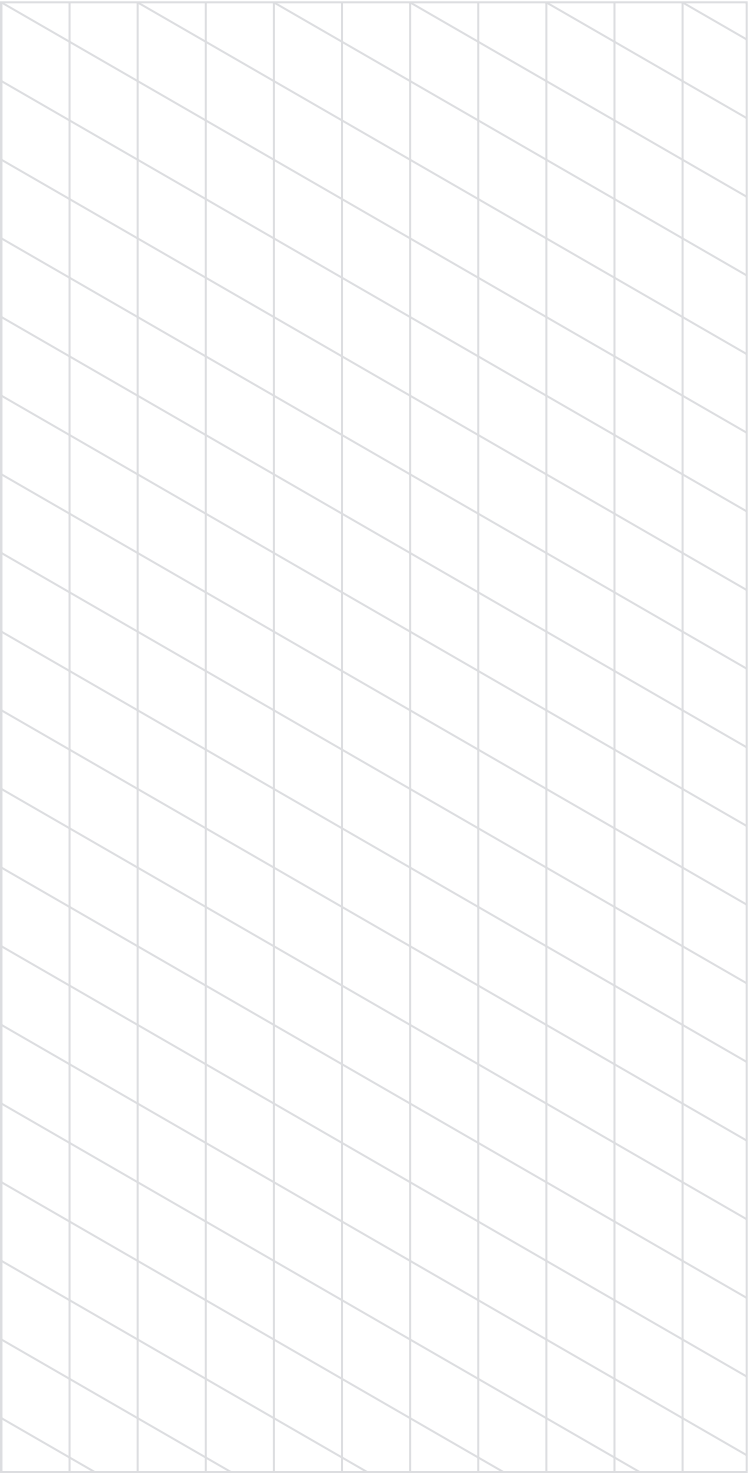
8.2

Vagrant Pattern



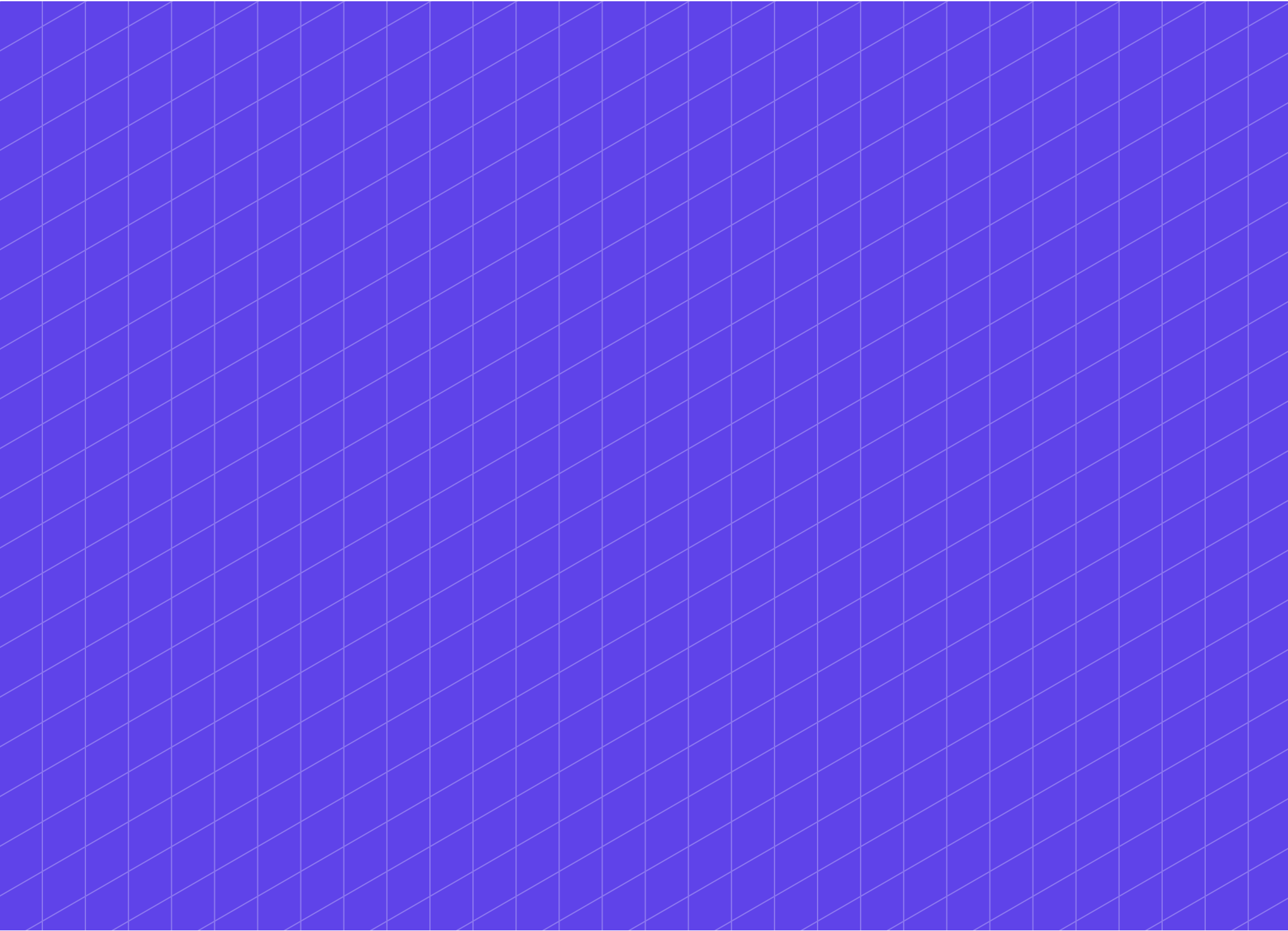
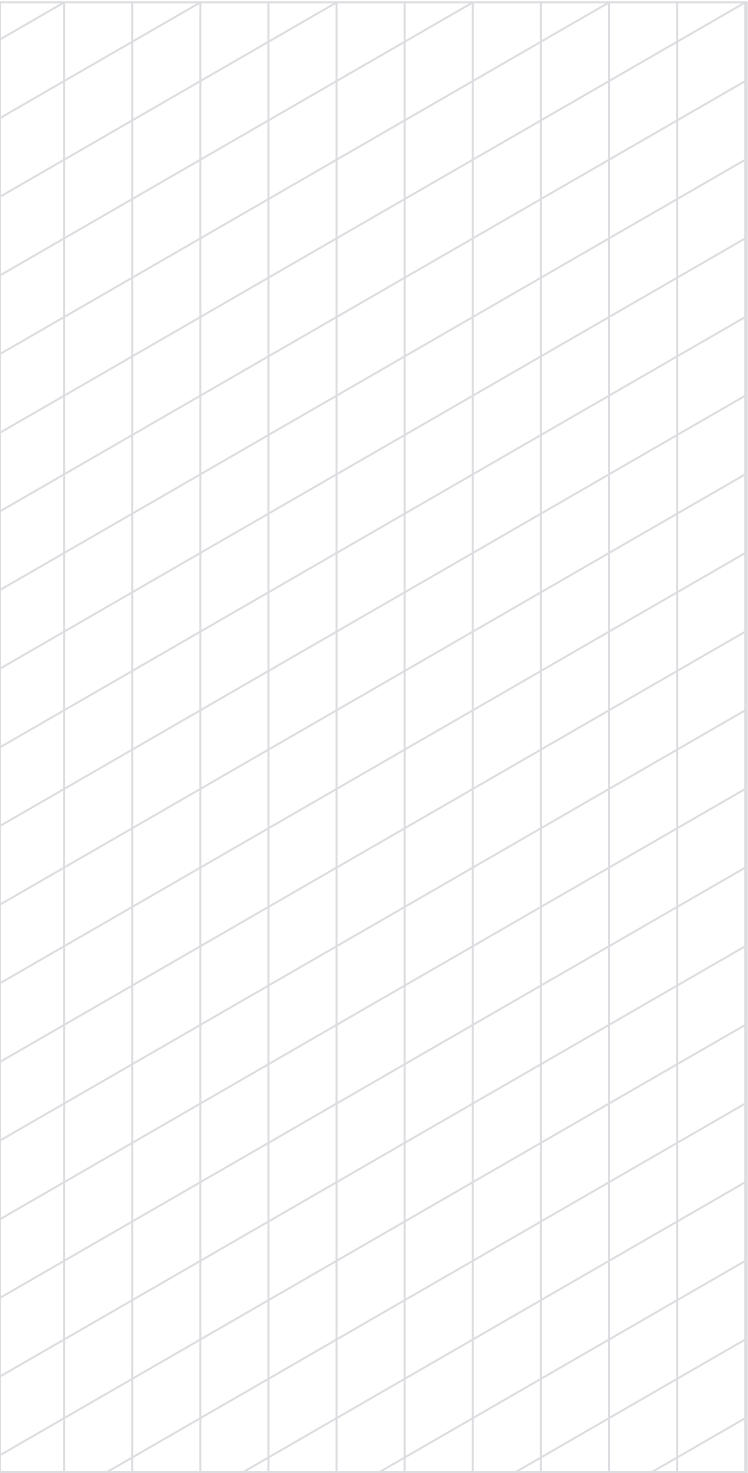
8.3

Packer Pattern



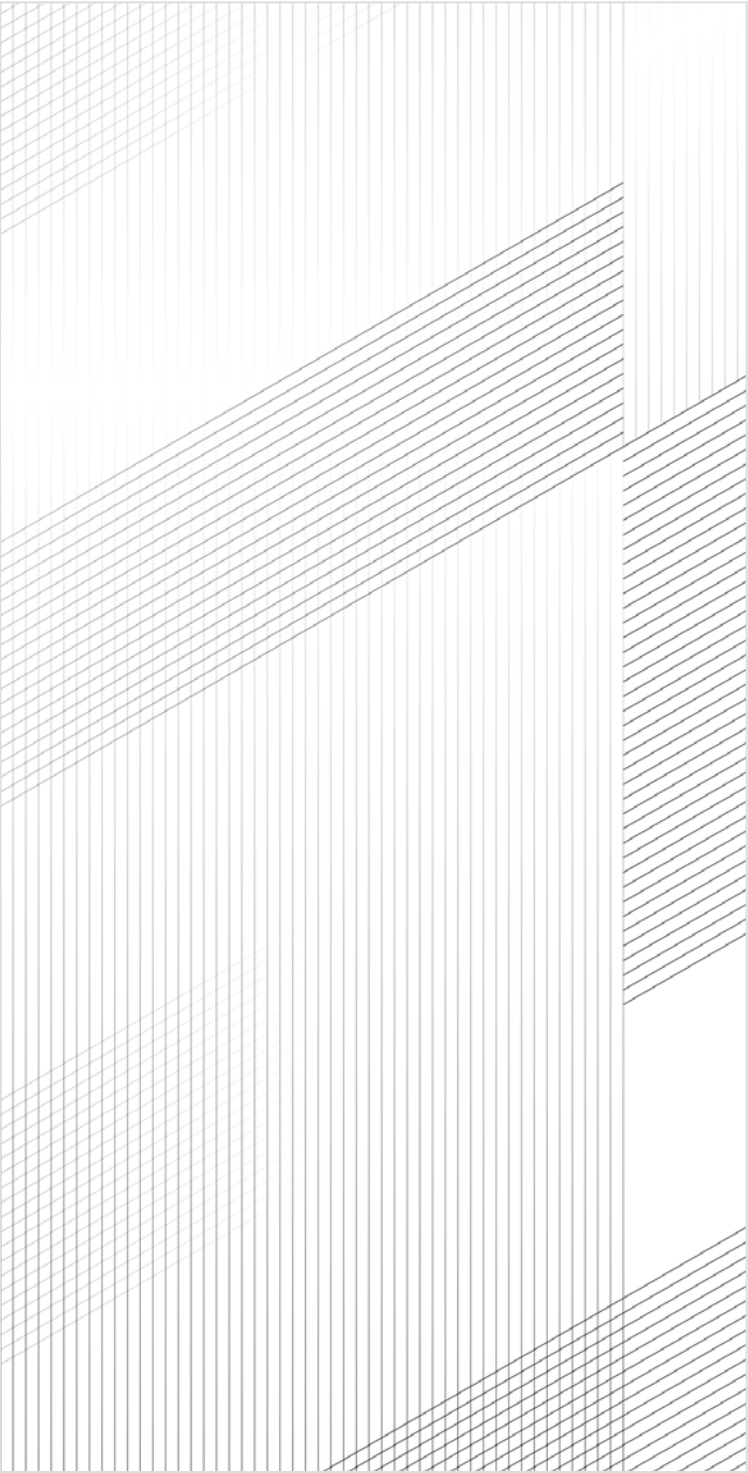
8.4

Terraform Pattern



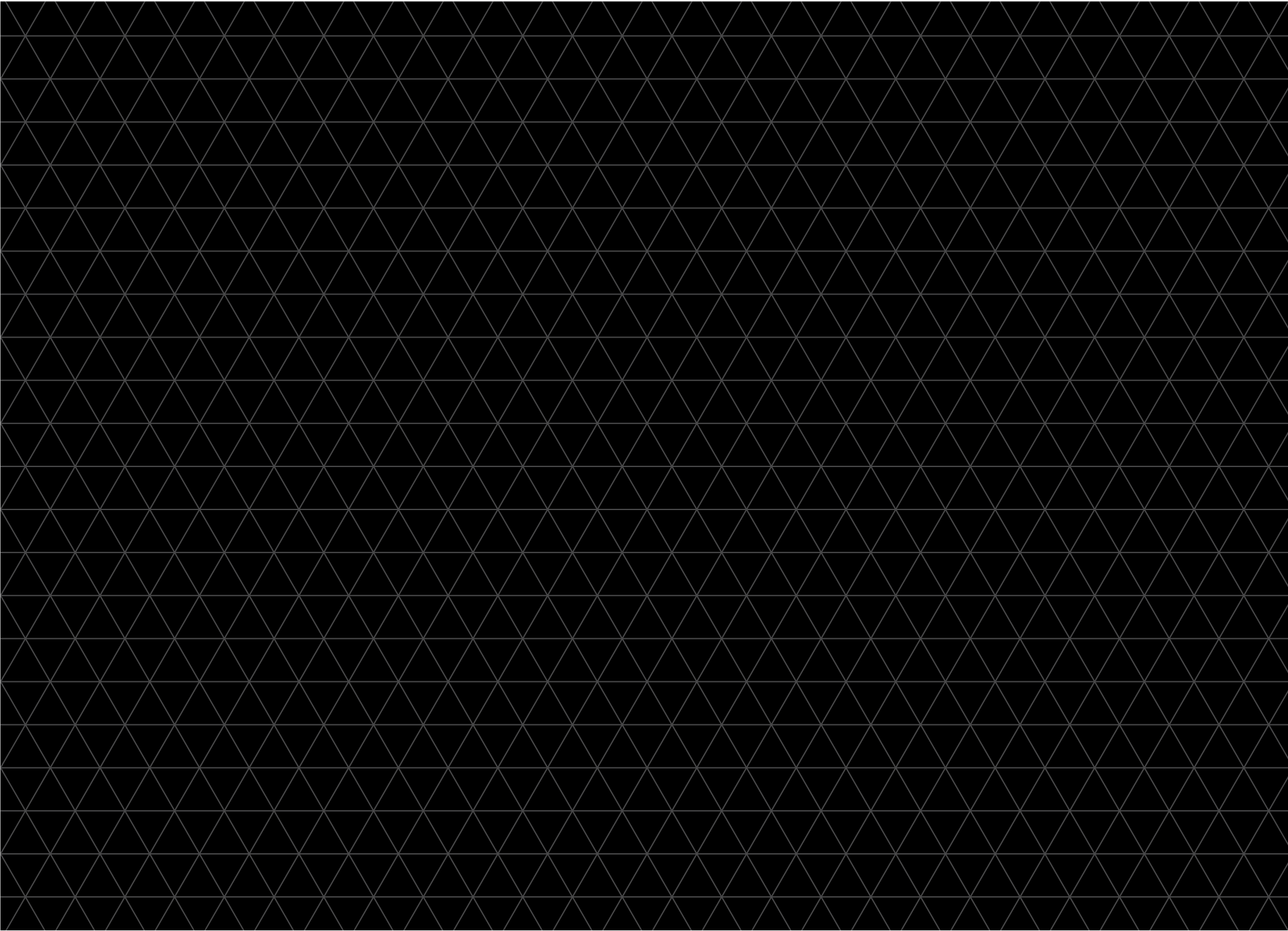
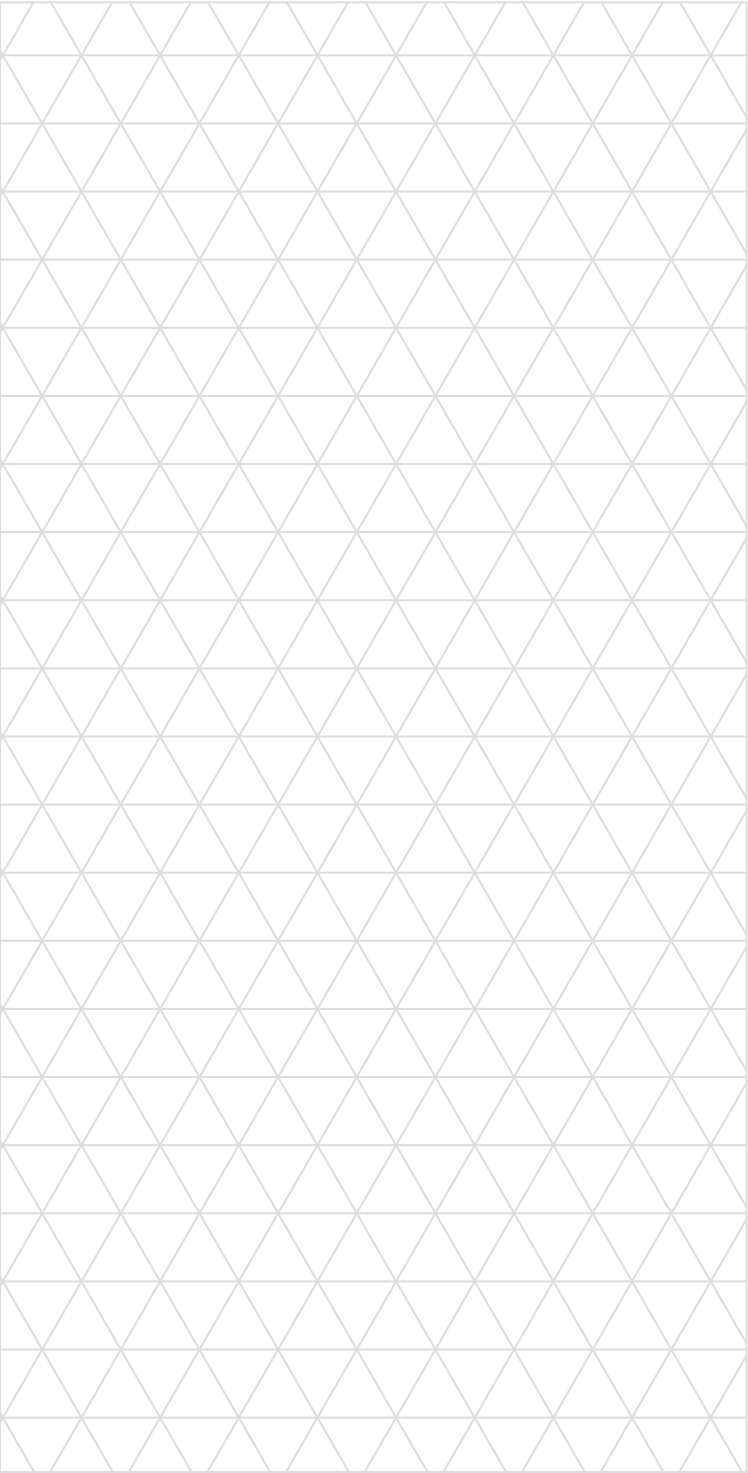
8.5

Updated Terraform Pattern



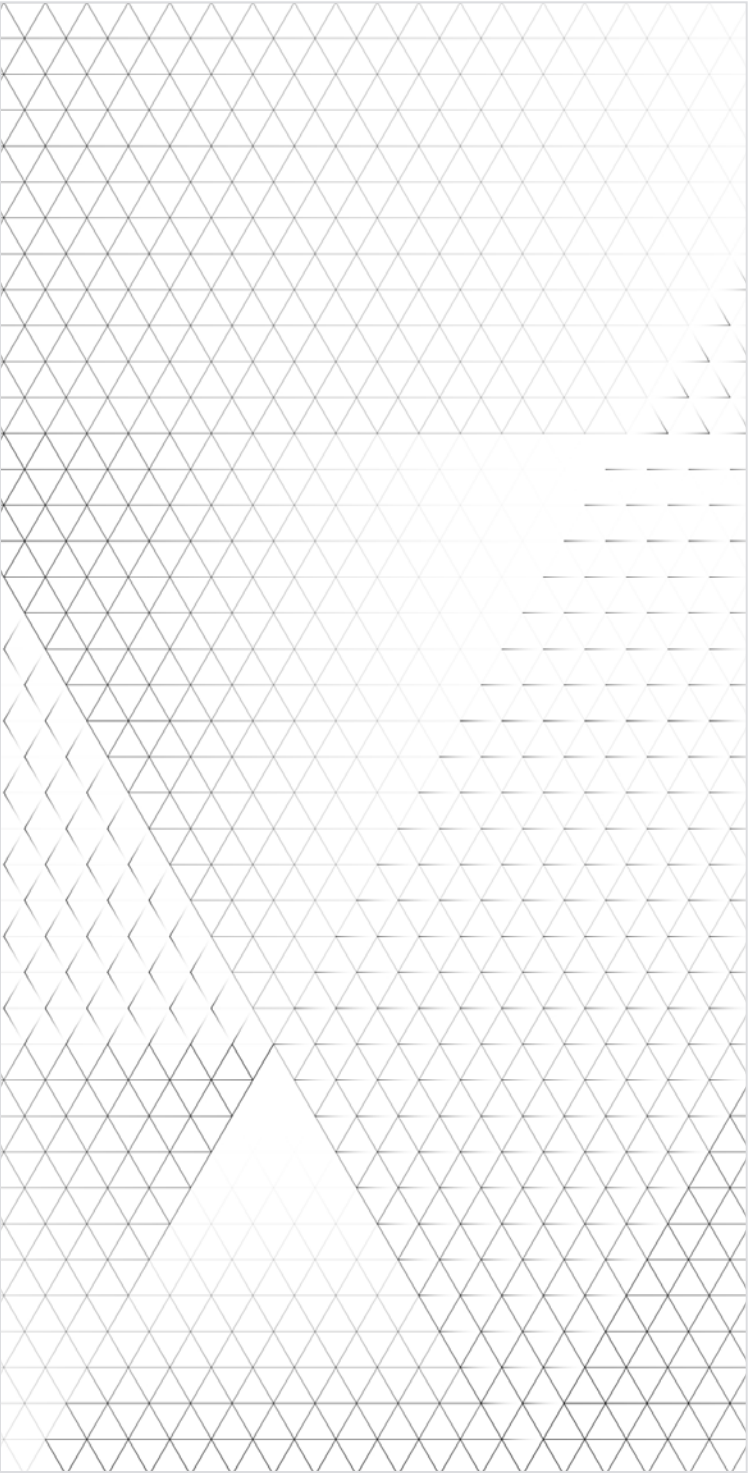
8.6

Vault Pattern



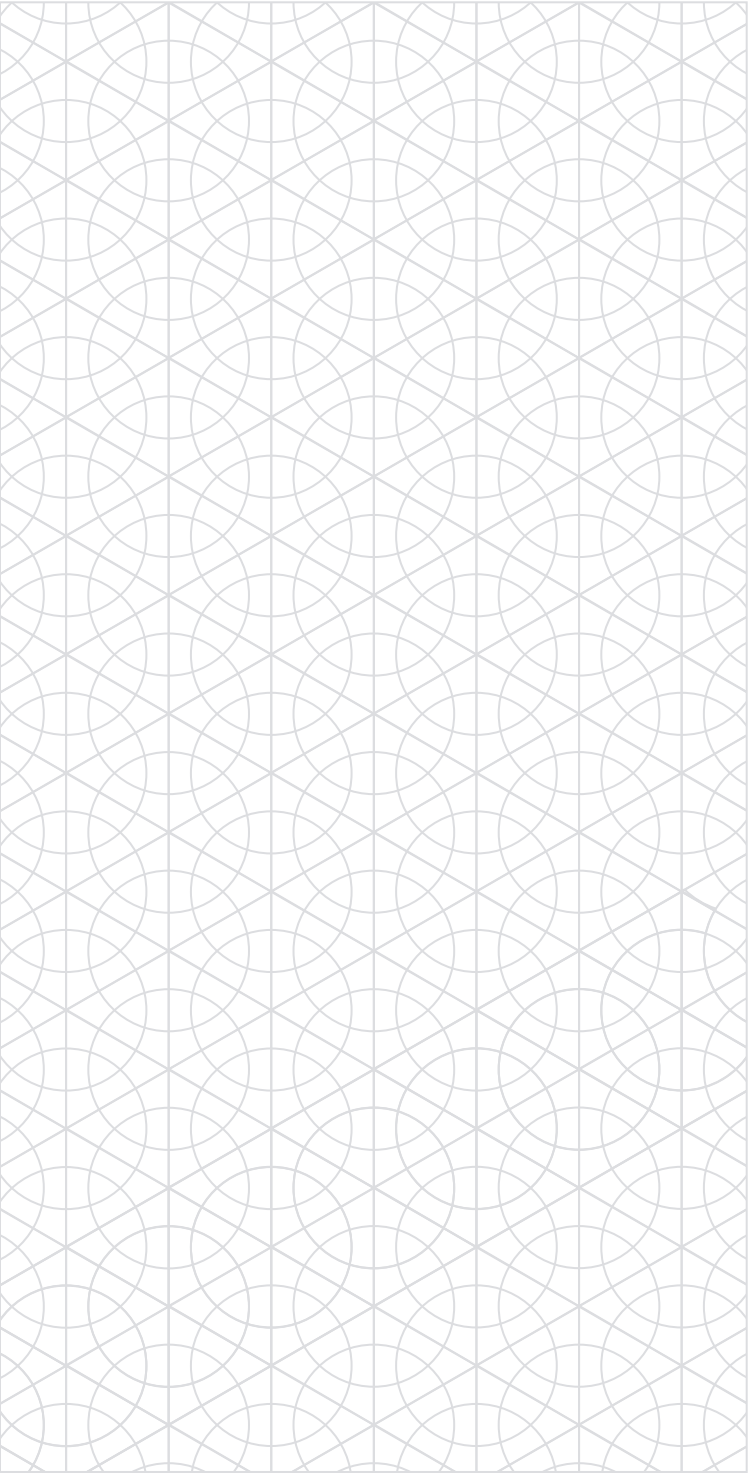
8.7

Updated Vault Pattern



8.8

Consul Pattern



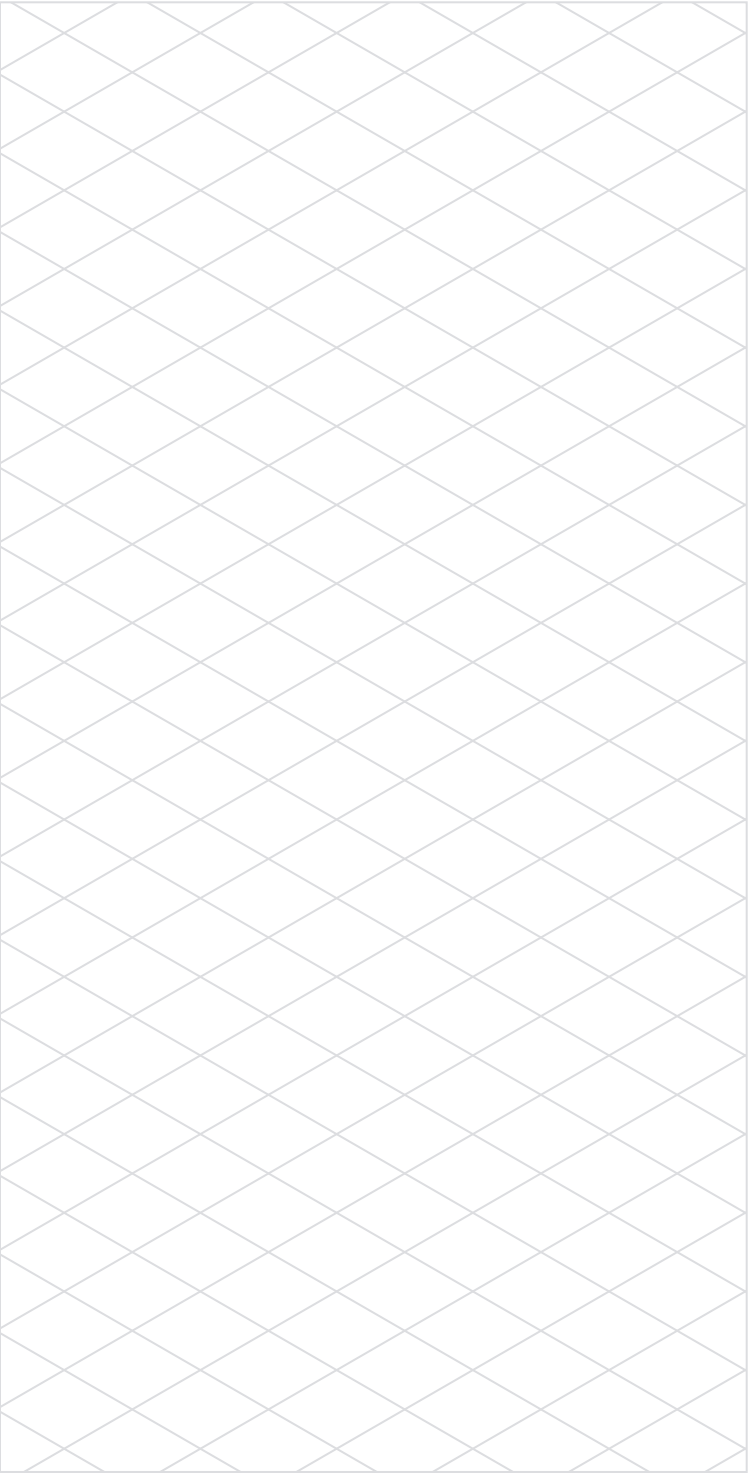
8.9

Updated Consul Pattern



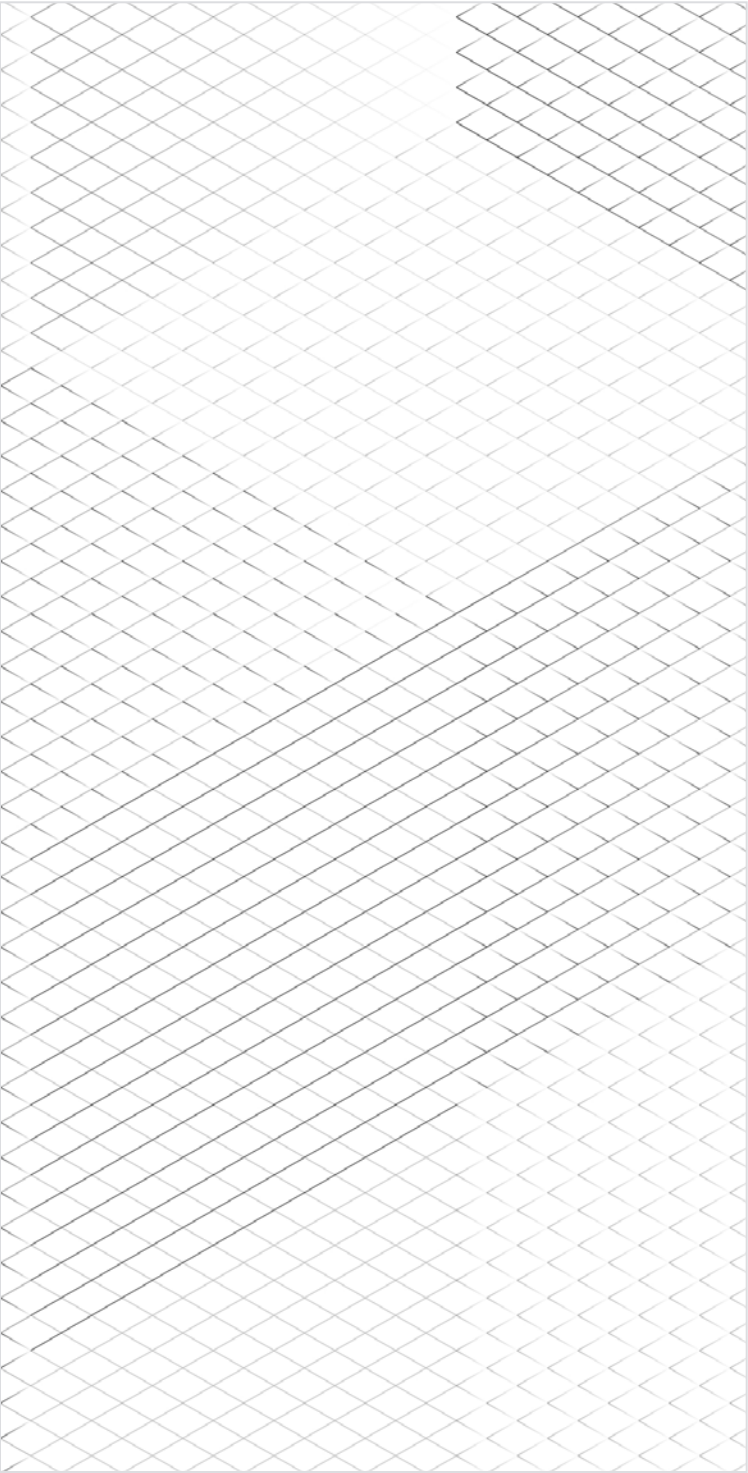
8.10

Nomad Pattern



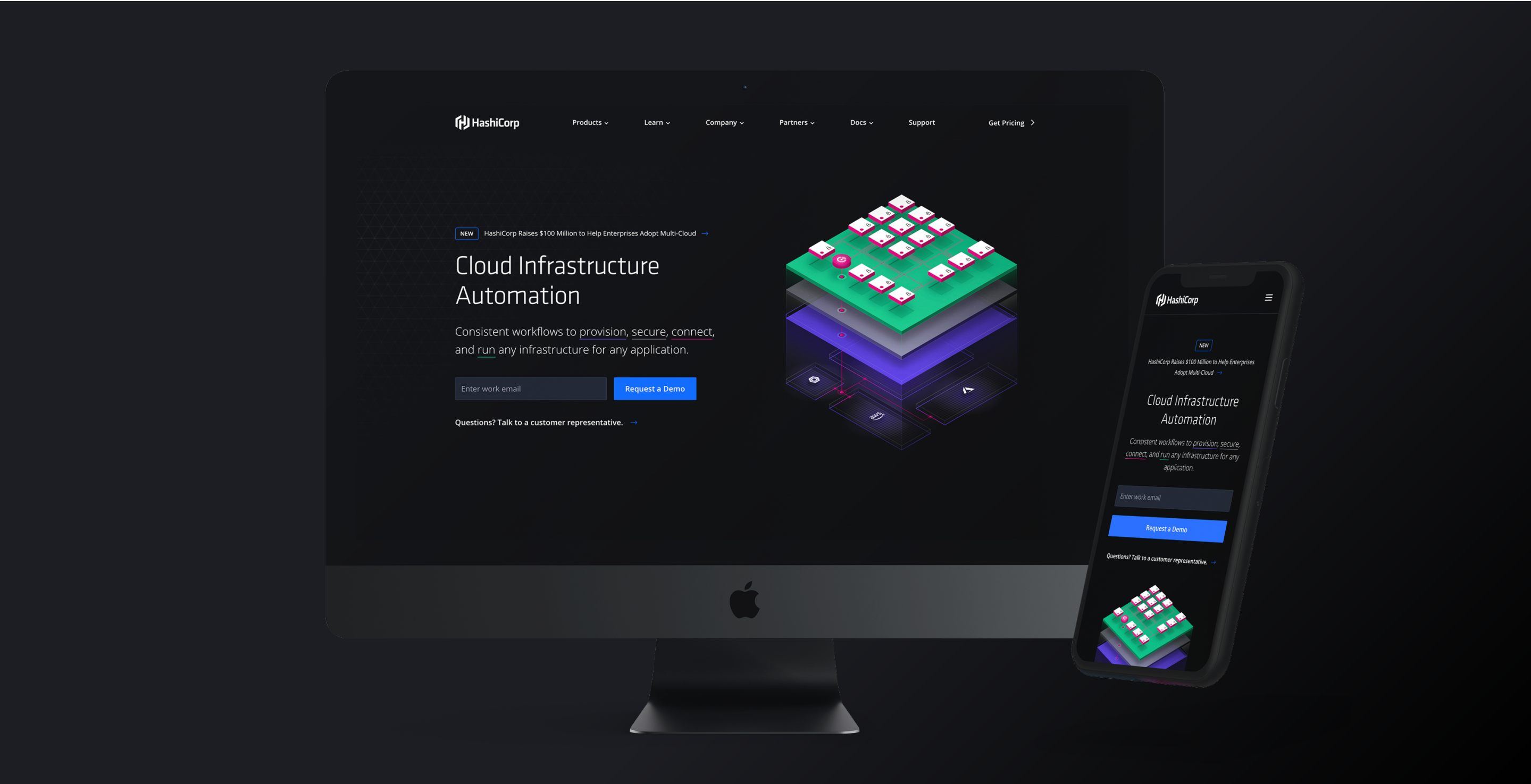
8.11

Updated Nomad Pattern



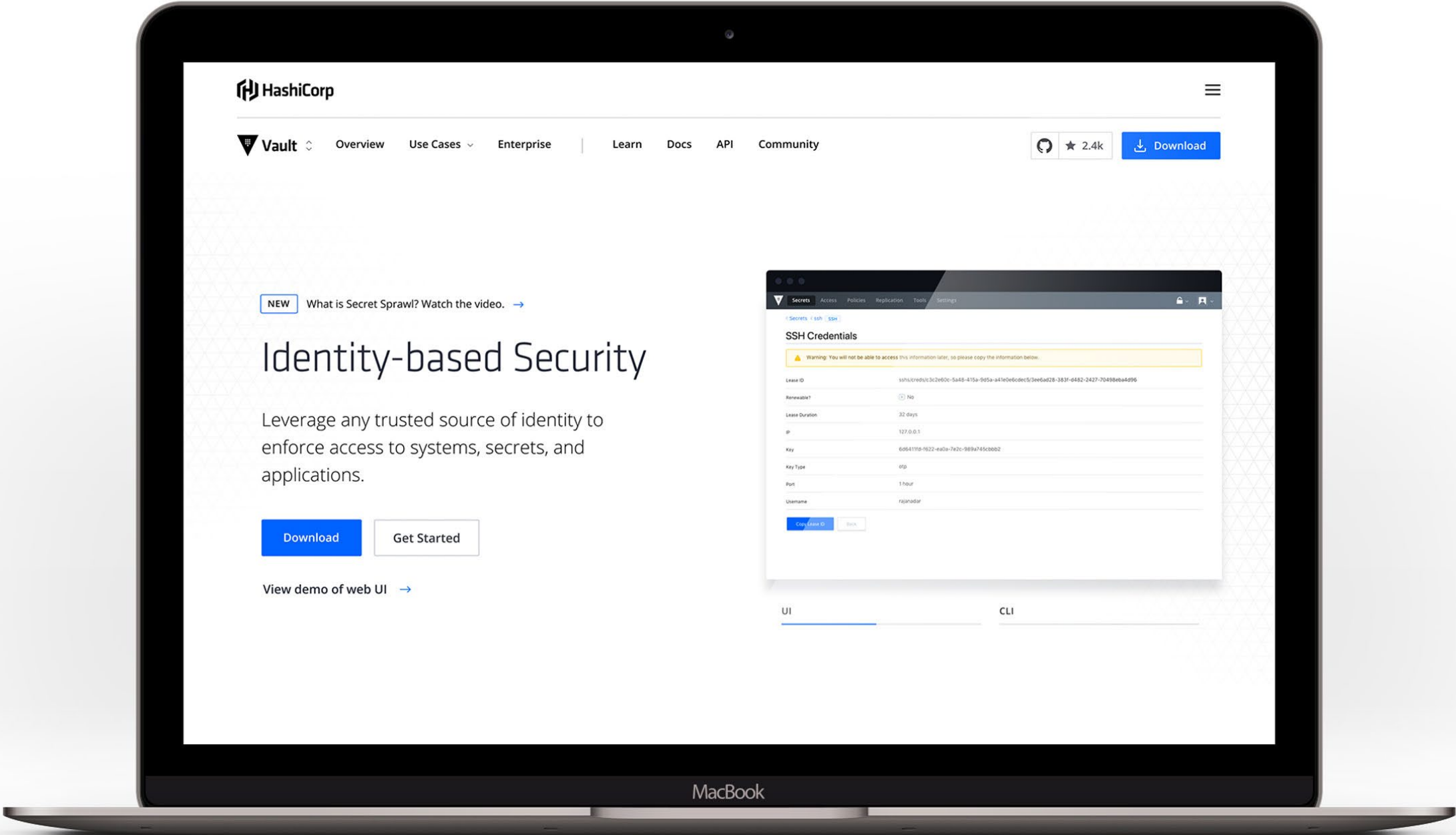
9 Brand Application

9.1
Homepage

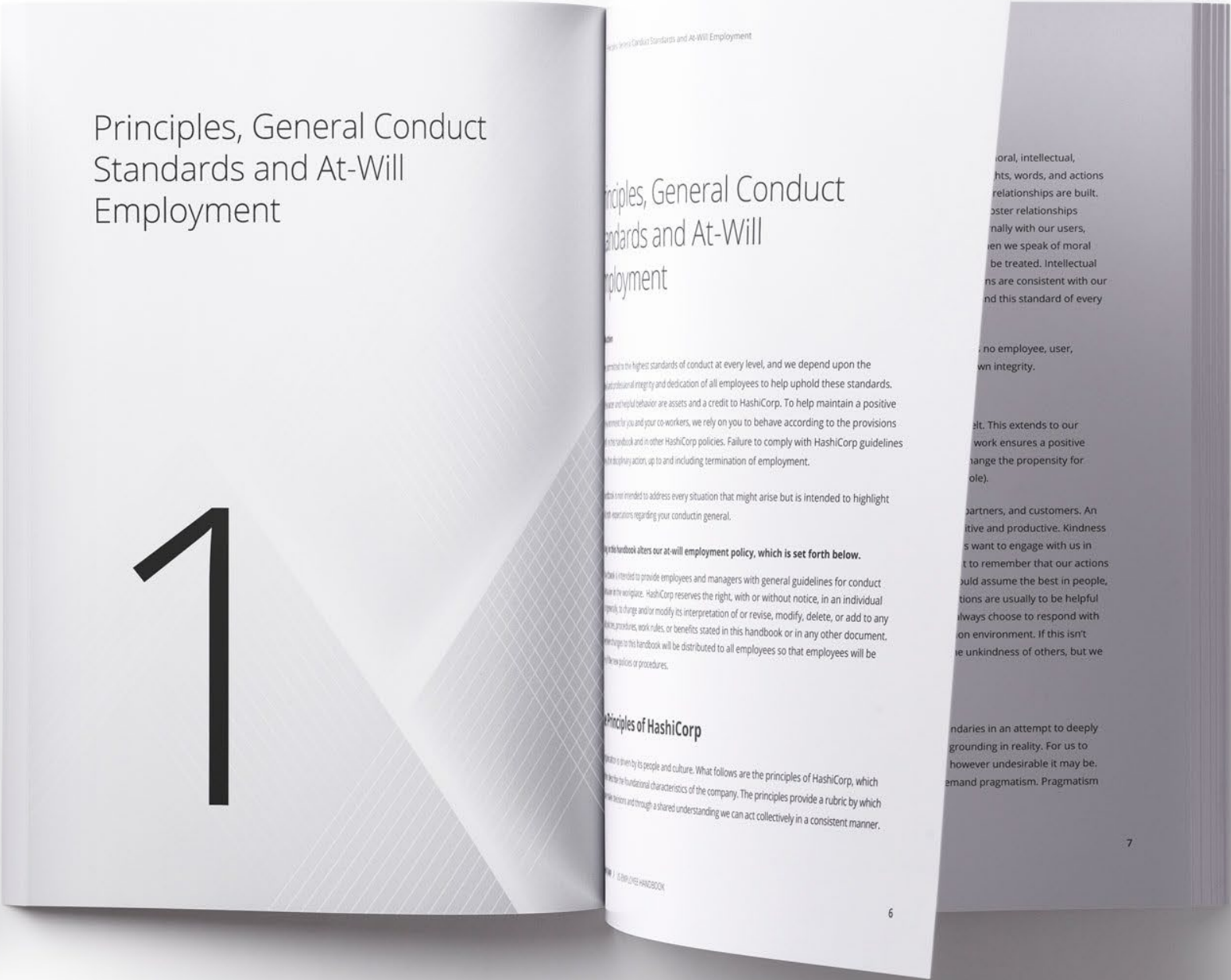
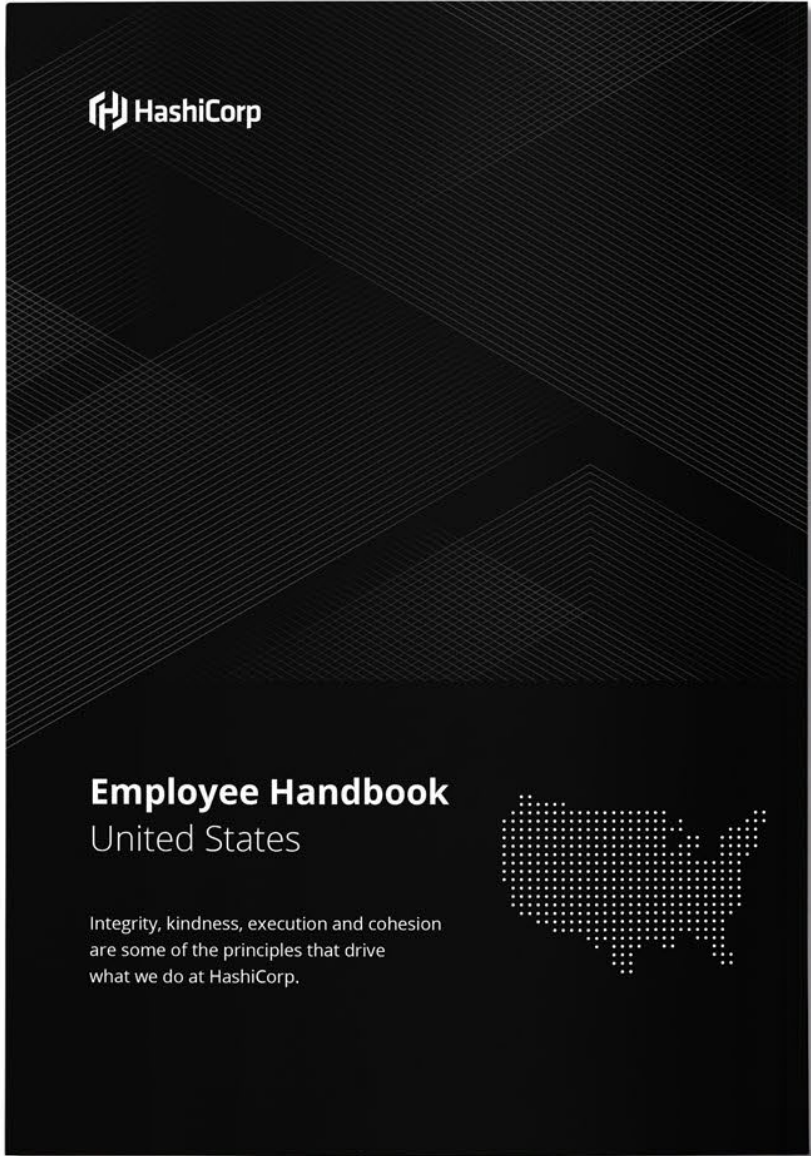


9.2

Open Source Landing



9.3
Employee Handbook

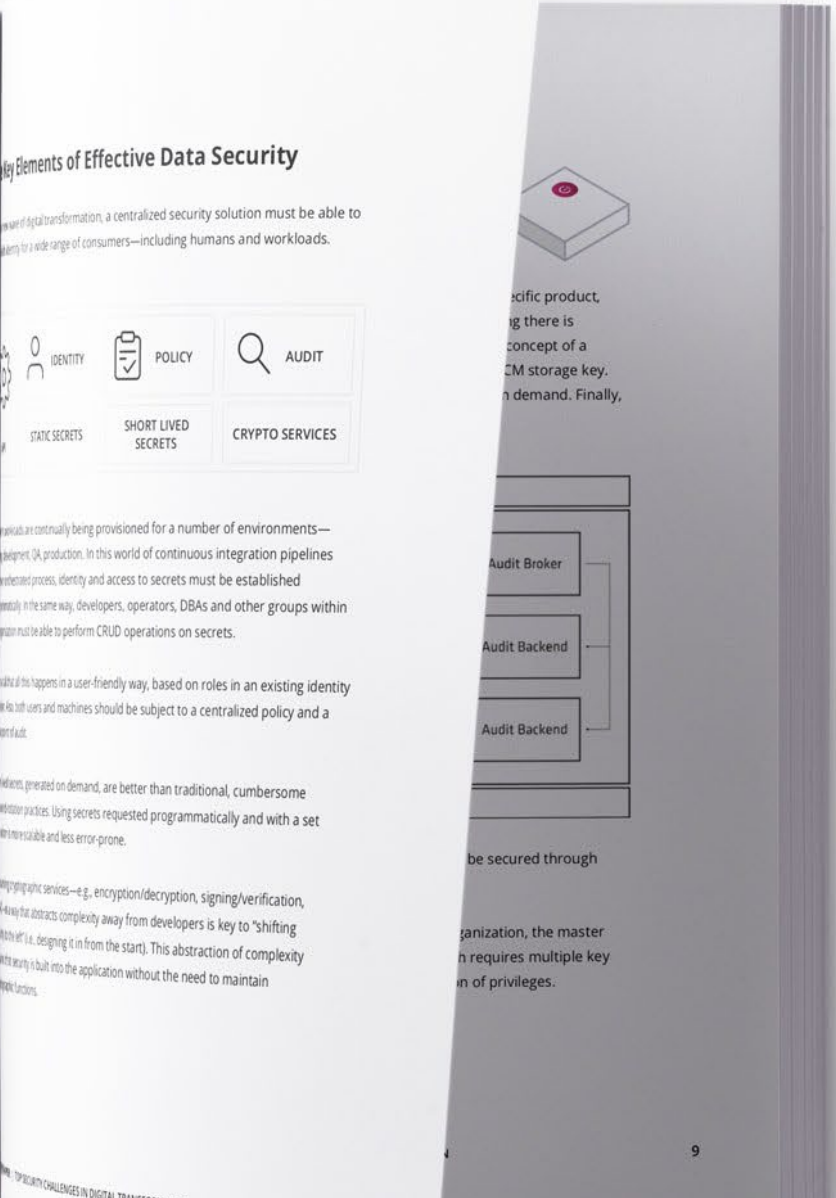


9.4

HashiCorp Notebook



9.5
Whitepaper



9.6

HashiConf

