

Brand Guidelines

MINI EDITION

Got questions?

Reach out to C1's
Marketing team.

Key words

Conductor

Connection

Flexible

Speed

Growth

AI-native

Main Logo and Mark - [Download here](#)

 ConductorOne



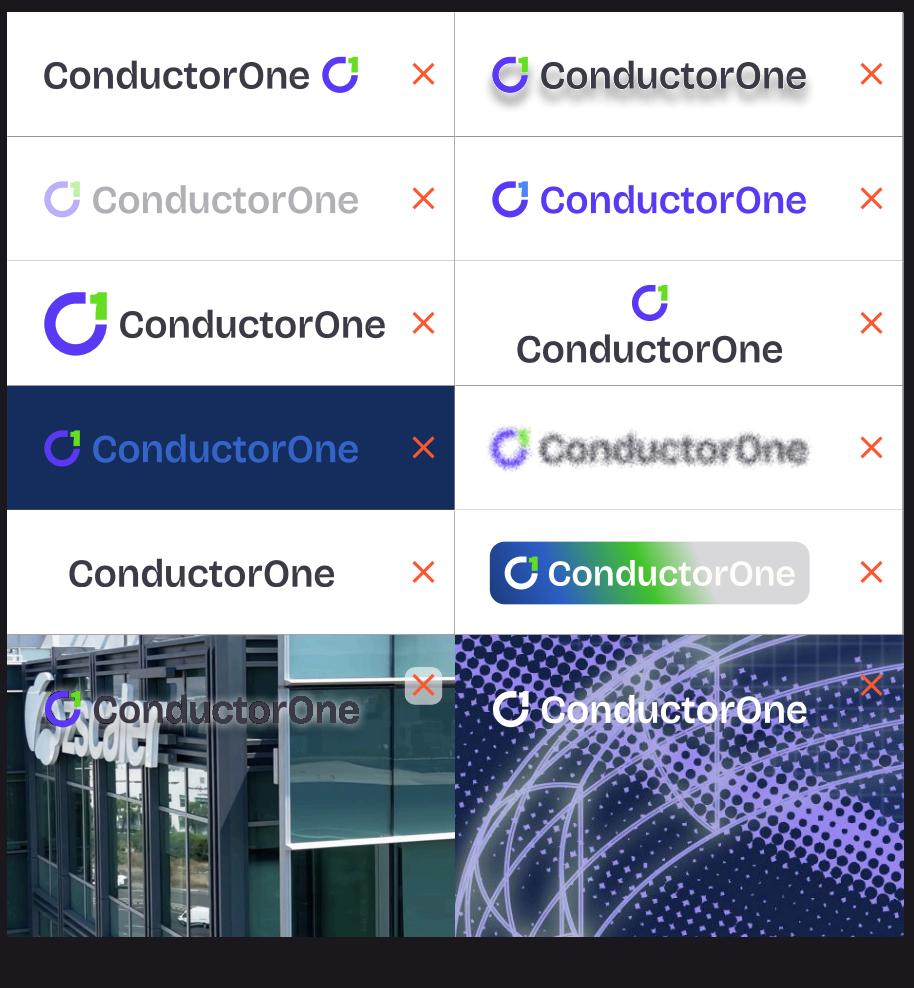
Logo variations



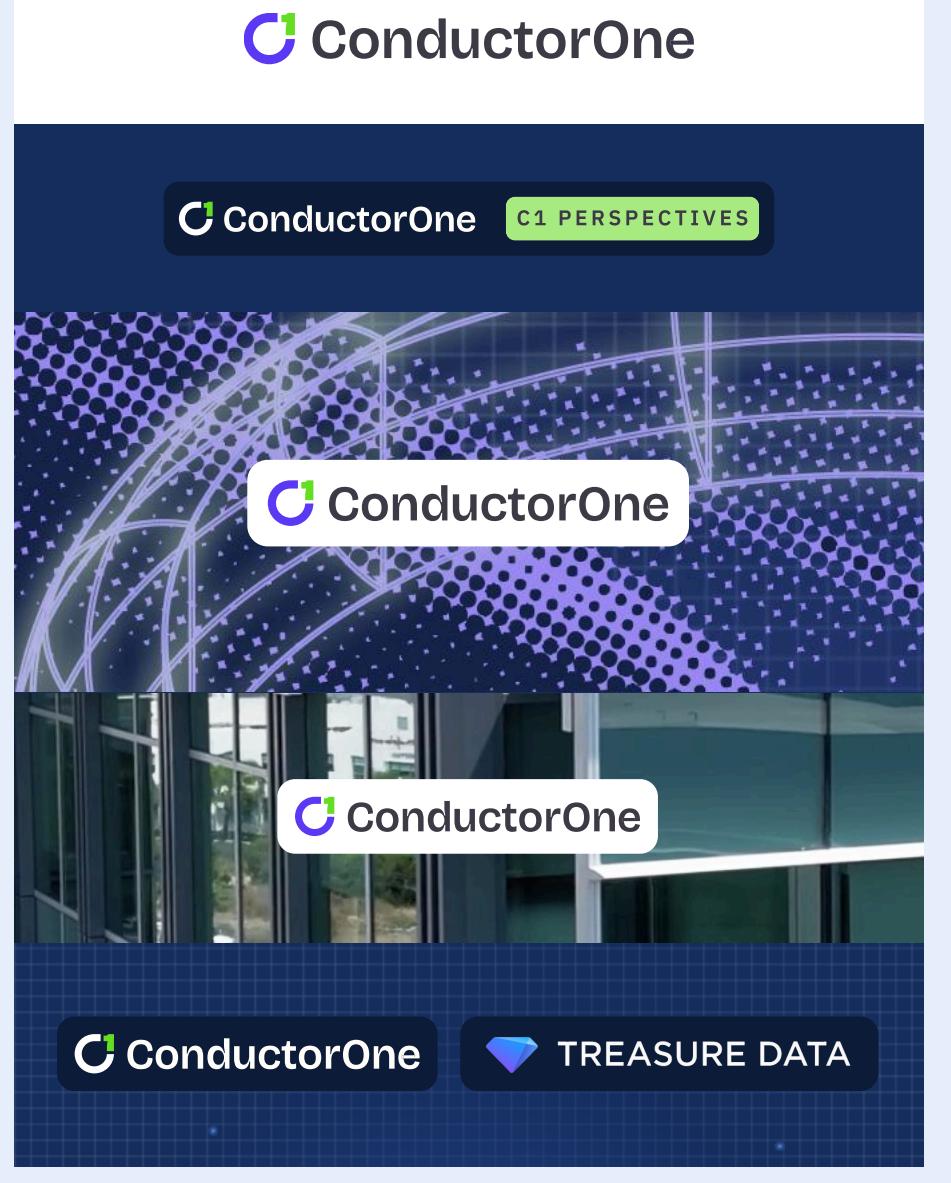
Logo Dos and Don'ts

Please don't change the logo/mark composition or shape, the color palette/placement or proportions. Don't add any effects, (such as drop shadows, blurs etc.) to the logo. Always ensure the logo's readability as much as possible.

Dont's ✗

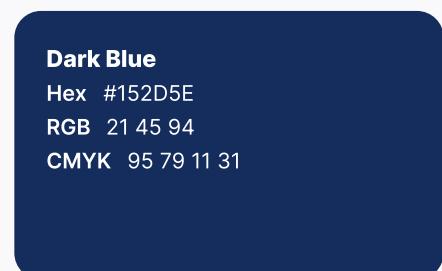


Dos ✓

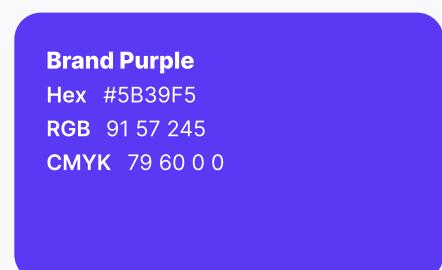


Color Palette

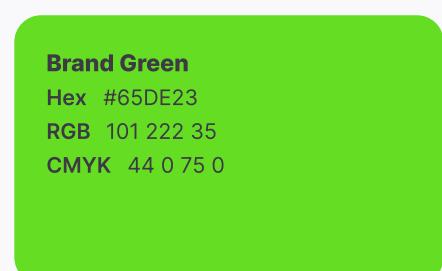
Primary colors



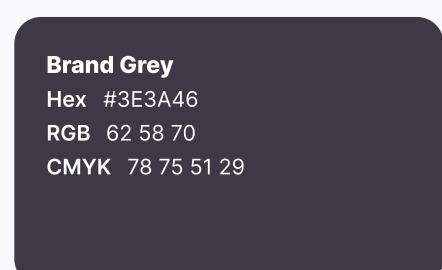
Dark Blue
Hex #152D5E
RGB 21 45 94
CMYK 95 79 11 31



Brand Purple
Hex #5B39F5
RGB 91 57 245
CMYK 79 60 0 0



Brand Green
Hex #65DE23
RGB 101 222 35
CMYK 44 0 75 0



Brand Grey
Hex #3E3A46
RGB 62 58 70
CMYK 78 75 51 29

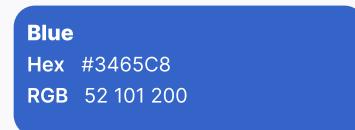
Secondary colors



Medium Blue
Hex #123F97
RGB 18 63 151



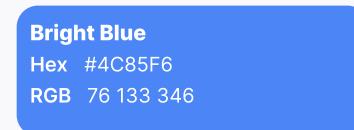
Dark Purple
Hex #251865
RGB 37 24 101



Blue
Hex #3465C8
RGB 52 101 200



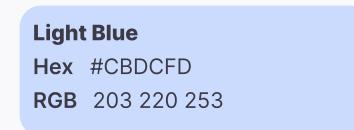
Bright Purple
Hex #9D88F9
RGB 157 136 249



Bright Blue
Hex #4C85F6
RGB 76 133 346



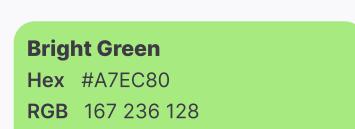
Light Purple
Hex #DED7FD
RGB 222 215 253



Light Blue
Hex #CBDCFD
RGB 203 220 253



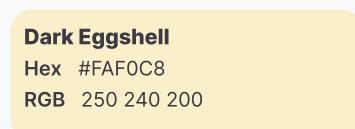
Dark Green
Hex #183408
RGB 24 52 8



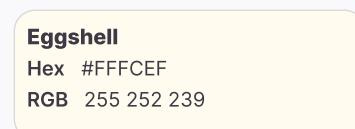
Bright Green
Hex #A7EC80
RGB 167 236 128



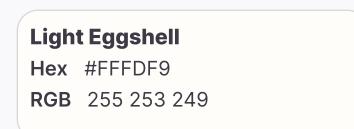
Light Green
Hex #D7F6C5
RGB 215 246 197



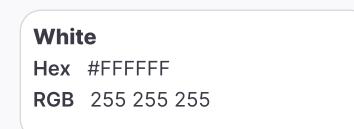
Dark Eggshell
Hex #FAF0C8
RGB 250 240 200



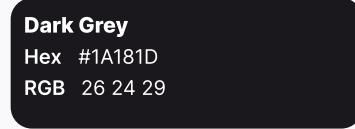
Eggshell
Hex #FFFCEF
RGB 255 252 239



Light Eggshell
Hex #FFFDF9
RGB 255 253 249



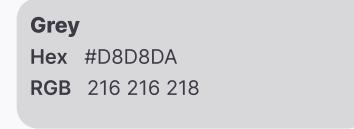
White
Hex #FFFFFF
RGB 255 255 255



Dark Grey
Hex #1A181D
RGB 26 24 29



Medium Grey
Hex #8B8990
RGB 139 137 144



Grey
Hex #D8D8DA
RGB 216 216 218



Bright Grey
Hex #ECEBEC
RGB 236 235 236



Light Grey
Hex #FAFAFB
RGB 250 250 251

Additional Colorways



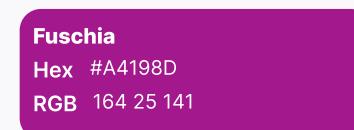
Vermillion
Hex #F85931
RGB 248 89 49



Turquoise
Hex #58C6CD
RGB 88 198 205



Bright Yellow
Hex #F6D86B
RGB 246 216 107

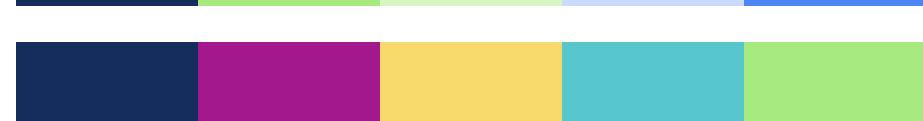
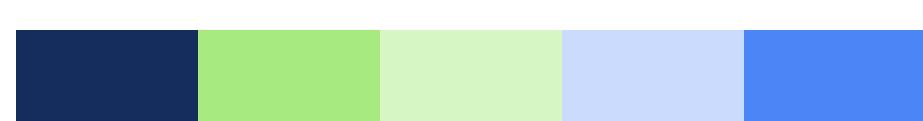
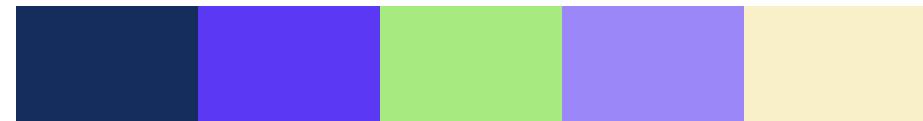
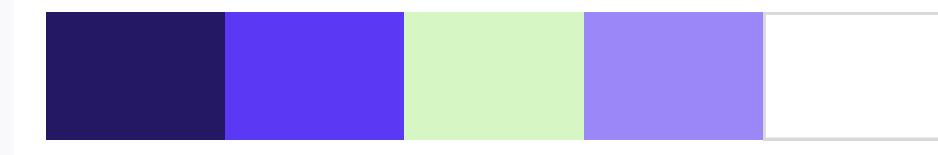


Fuschia
Hex #A4198D
RGB 164 25 141

Possible color combinations

These color combinations are suggestions; more can be made.

Please keep in mind the following factors: information readability; contrast and brightness; where the assets are being used. If we're working on a deck, let's use our brand blues and lighter main colors. If we're working on a campaign (depending on the ICP) or on team assets/socials, we can be bolder in color combinations.



Typography

Inter Typeface

[Download here](#)

We use Inter on all our assets, internal and external facing, as well as on our marketing website. For a harmonious look and feel, we explore Inter's weights from Regular to Extrabold.

Inter is also used in our product, which allows the user to experience brand and visual consistency throughout their journey with us.

Hierarchy Example

You shouldn't lose months (or years) implementing an identity solution

C1 customers go live in an average of 4 weeks

Yeah, we're impressed too

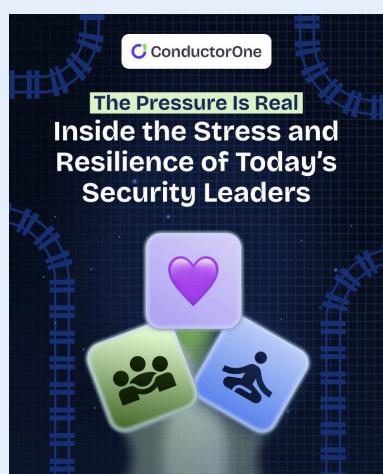
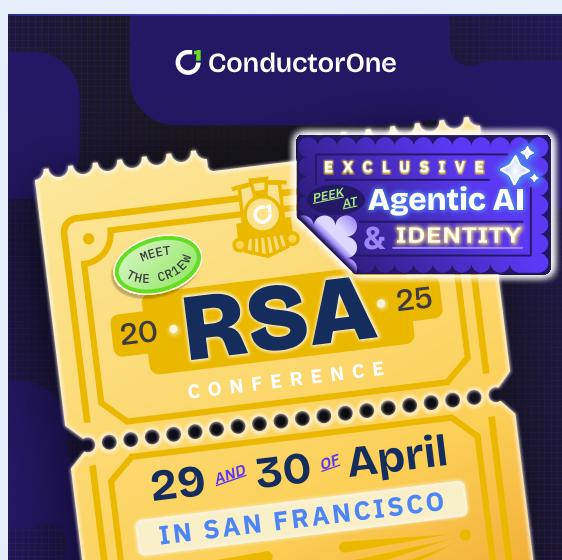
How? Connectors are a foundational component of our platform, not an afterthought. With 300+ out-of-the-box connectors and no-code custom connector options, all your apps—including legacy and homegrown—are integrated in just days or weeks.

[Learn more about our connectors →](#)

Bricolage Grotesque

[Download here](#)

Bricolage Grotesque is the font used on our logo. It's sparsely used, mostly on headings for social assets. It's not used on videos, or any formal posts/communications.



Geist Mono

[Download here](#)

Geist Mono is our monospace typeface, used on code snippets for our product shots, or on assets where a "dev environment" visual would be useful.

It's not used on videos or any formal posts/communications.

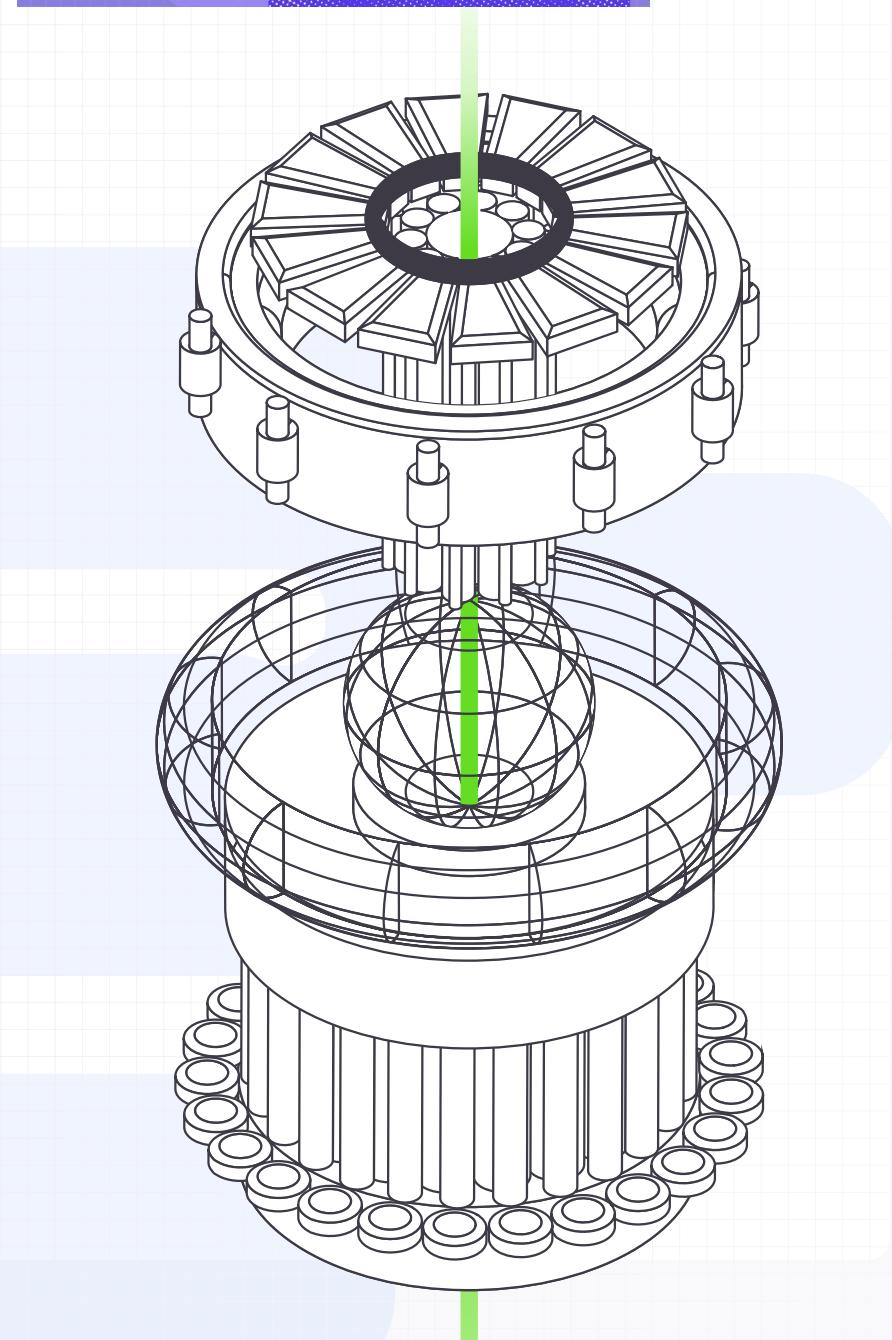
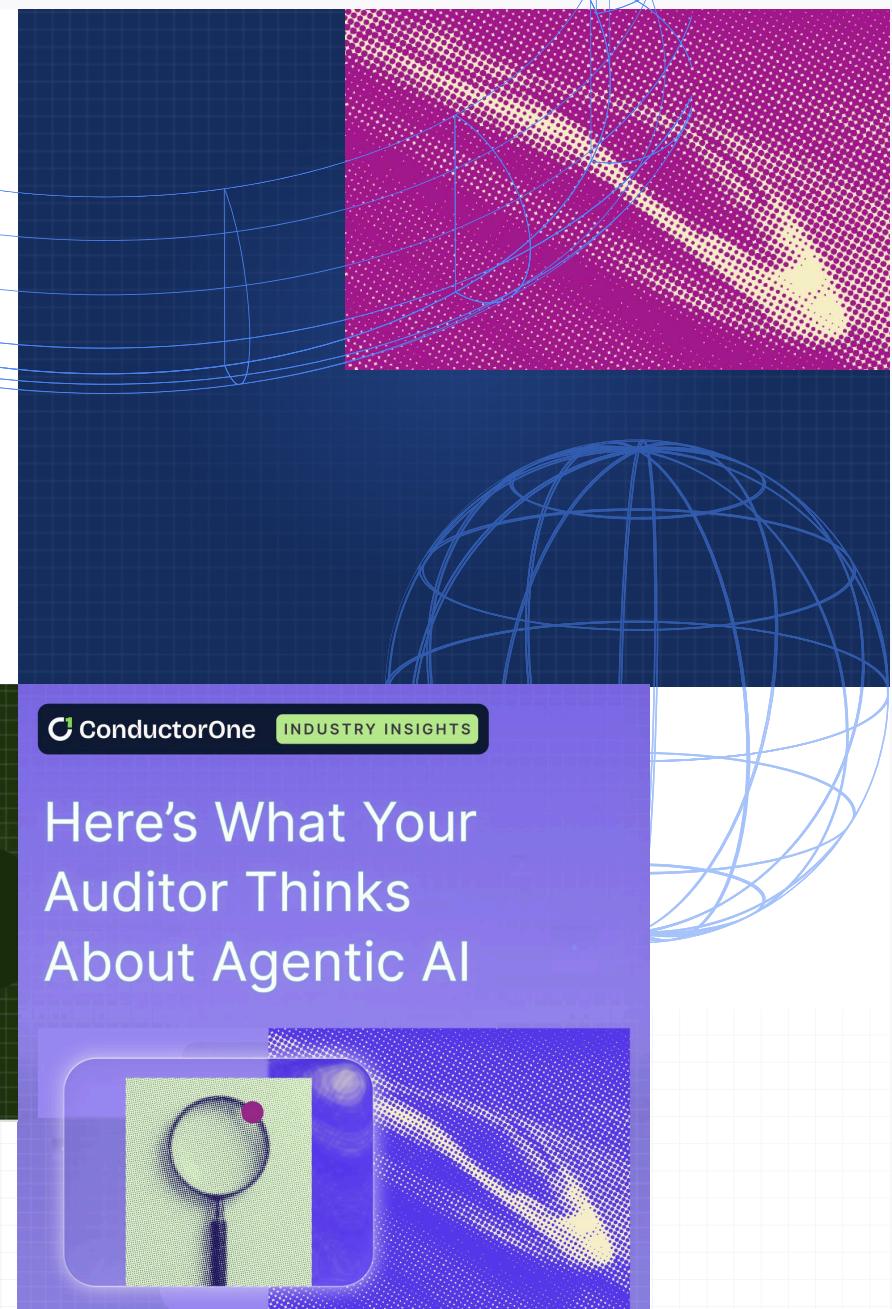
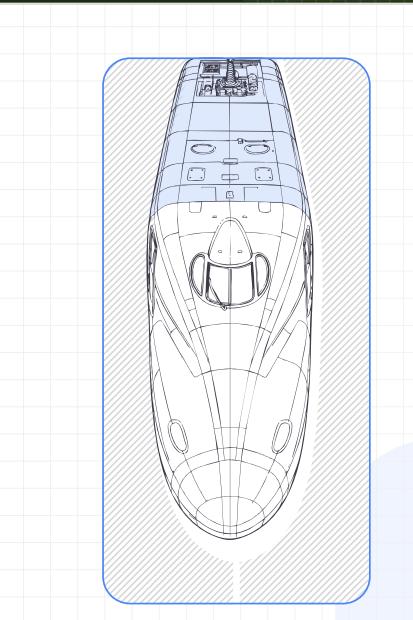
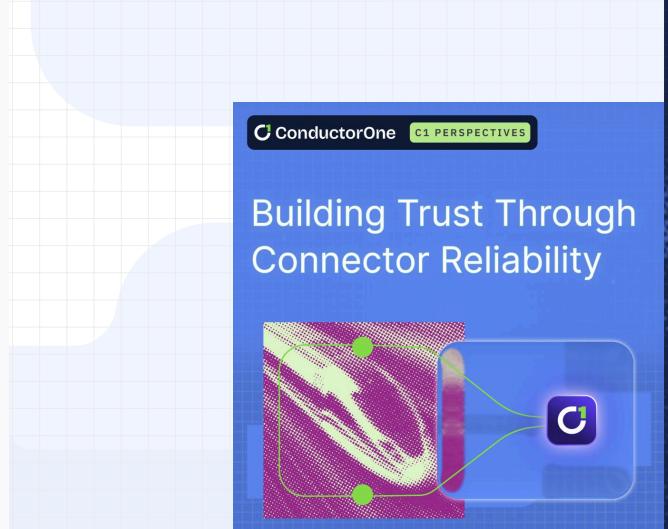
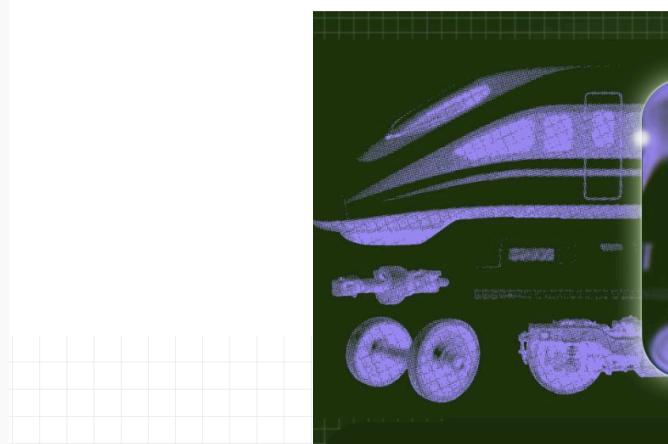


```
# Creates a service account
resource "google_service_account" "devops-sa" {
    account_id      = "devops-sa"
    display_name   = "devops service account"
}

# Grants secret manager role to service account
resource "google_project_iam_member" "secret_manager_bit" {
    project      = "abc1234567"
    role        = "roles/secrestmanager.admin"
    member      = "serviceAccount:${google_service_account.devops-sa.email}"
}
```

How We Stand Out

Imagery, Illustrations and Patterns



How We Stand Out

Marketing Website

For our marketing website, we focus on appealing to our ICP and communicating our platform as clearly as possible. Therefore, we use mostly the blues from our palette. The use of brighter colors is done intentionally so that it helps the information, rather than overpowering it.

For imagery, we focus on using edited product shots that highlight the features. These product shots are, as much as possible, kept visually close to our actual product, to preserve brand recognition and a visual harmony throughout the user's journey with us.

Pages such as campaign-specific landing pages, blogs, guides, and yearly reports can be slightly less formal and use bolder imagery.

ConductorOne

Platform Solutions Resources Customers Company

Sign in Book a demo

Discover the power of autonomous identity security

Automate security for all your human, non-human, and AI identities with one intelligent platform.

Take a tour Get a demo

Welcome!

What help do you need today?

Ask anything

Get access Complete my reviews Onboard someone

Complete my tasks

Hi Sam! No problem at all. How long do you need it for?

Can I get AWS app access? 

Need access for one month 

Got it! Looks like you have the right permissions, let me set you up!

C1 DRIVES A 95% REDUCTION IN IT EFFORT FOR ACCESS REQUESTS

PriceSmart ramp instacart zscaler DigitalOcean Brex klaviyo

Platform Solutions Resources Customers Company

Sign in Book a demo

SUPER DIRECTORY

Your single source of truth for every identity.

No more silos. Centralize identity data, group, and password management across complex enterprise environments.

Book a demo

Profile types

- AI agents
- Contractors

Details

Owner Jai Anand Attributes 328 attributes

Owner Matteo Riva Attributes 16 attributes

Data sources

Directories Attribute manager Profile types Push set

Designate your directory app, which will be used to create C1 users.

Search

Directory Accounts import condition

Active Directory

Google Workspace accountType == "ACCOUNT"

Github

Okta

igsenergy

"Pulling all of our data together and automating processes with ConductorOne is the biggest driver of ROI."

Chris Hatfield, Manager of Infrastructure and Security

With Super Directory, managing multiple directories, user types, passwords, and groups across all your systems becomes unified, secure, and automated.

C1 Brand in the Wild

How We Stand Out

Video

Apart from campaign videos, which usually have a defined theme that can change the visual direction, we try to keep our videos as simple as possible, especially when they are focused on telling our customers' stories.

For Customer Videos:

We want to focus on our customers' experience being told firsthand. In order to do this, we avoid disruptive animations and effects and prioritize the use of our brand's blues, grays, and white. Whenever possible, it's preferable to use shots from the client's environment (such as videos of the street view of the company building) instead of abstract graphics, animated or not. For intro and outro, we use our established logo animation—no changes or additions.

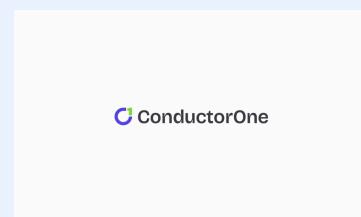
C1 Academy Videos:

For C1 Academy, our goal was to share our team's knowledge with a technical audience. These videos need to feel approachable and easy to follow and convey who we are as a team.

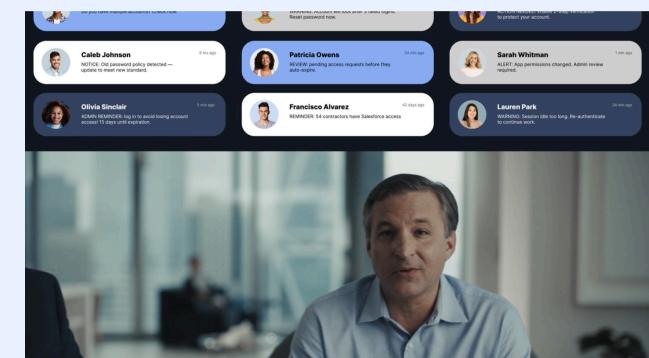
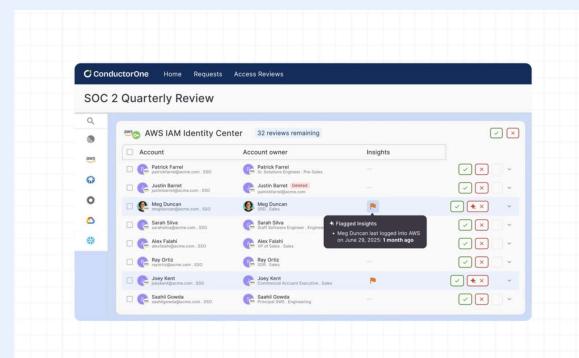
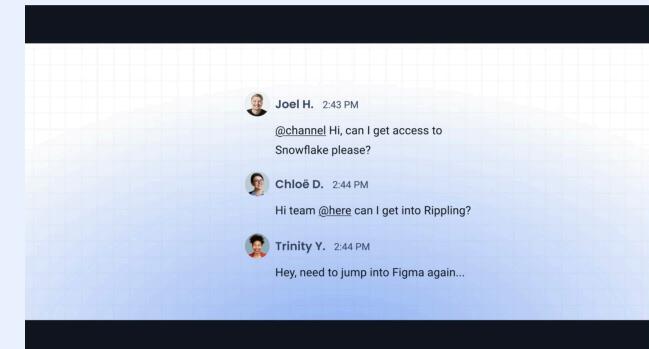
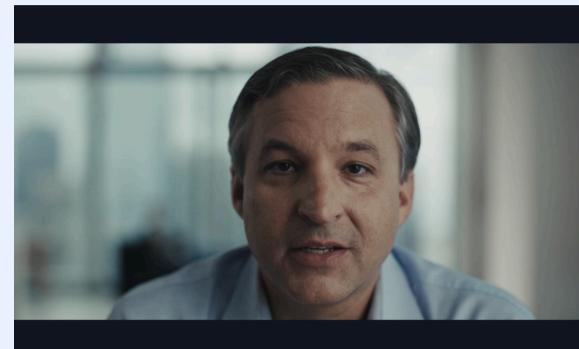
Campaign Videos:

As mentioned above, these videos can differ in tone of voice (funnier, dynamic, bolder) and in graphic language, respecting our brand organism. Concepts can be created internally or with the help of an agency, curated by the C1 team.

Customer Videos [See the video](#)



Series B video [See the video](#)



C1 Academy Video [See the video](#)



Thank you!

Got questions?
Reach out to C1's Marketing team