

# Elastic brand book

April 2025



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# Brand foundations

the core ideas that form the foundation of our brand

# Our vision

Our vision of the future and how we will contribute to it

We envision a world where everyone can unlock new possibilities by harnessing the power of unlimited data.

# Our mission

How we make our vision a reality

Elastic helps everyone transform data into answers, actions, and outcomes with Search AI.

# Our position

Our unique place in the world

Elastic is the Search AI Company.

# Brand pillars

Emphasize these themes when communicating about Elastic to bring our brand promise to life.

## Open by design

Openness fuels ingenuity and creativity. By embracing open standards, interoperability, and transparency, Elastic empowers organizations to be flexible and adaptable — for any use case — as they build for the future.

## Built for performance

Speed, scale, and relevance are non-negotiable. Whether searching, analyzing, or acting on data, Elastic ensures that every query, insight, and decision happens in real time — at any scale, with accuracy and reliability.

## Wired for innovation

The data landscape is constantly evolving. Elastic pushes the boundaries of what's possible, delivering all the capabilities needed to explore, correlate, and act on data of any type, from any source — where it's produced.

# Corporate messaging

# What is corporate messaging?

**The goal of this messaging document is to ensure we tell a consistent story** to our target audiences, including employees, customers, prospects, and partners.

**The messaging is purposefully simple and easy to understand**, without a lot of industry jargon, and it should remain consistent across the different audiences.

**Elastic corporate messaging is a high-level description of Elastic and its products.** It consists of who we are, our mission and values, what we are selling, and what differentiates us from the competition. It does not provide deep product messaging.

# Where to use corporate messaging

- **Website: landing pages, blog posts, woven throughout corporate-specific pages**
- **Sales and marketing collateral (internal and external)**
- **Internal presentations (sales kick off deck, corporate deck)**
- **Speeches and scripts**
- **Press releases (corporate and product)**
- **Media Q&As**
- **Award submissions**
- **Briefing documents**

## Vision

The aspirational future we aim to create and the impact we seek to achieve

We envision a world where everyone can unlock new possibilities by harnessing the power of unlimited data.

## Mission

How we will make our vision a reality

Elastic helps everyone transform data into answers, actions, and outcomes with Search AI.

## Position

Our unique place in the world

Elastic is the Search AI Company.

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## Brand pillars

What we believe are key to accelerating our mission / making our vision a reality

### Open by design

Openness fuels ingenuity and creativity. By embracing open standards, interoperability, and transparency, Elastic empowers organizations to be flexible and adaptable — for any use case — as they build for the future.

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Speed, scale, and relevance are non-negotiable. Whether searching, analyzing, or acting on data, Elastic ensures that every query, insight, and decision happens in real time — at any scale, with accuracy and reliability.

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The data landscape is constantly evolving. Elastic pushes the boundaries of what's possible, delivering all the capabilities needed to explore, correlate, and act on data of any type, from any source — where it's produced.



## **Evergreen/always-on themes**

Emphasize these themes — rooted in Elastic's brand pillars of open by design, built for performance, and wired for innovation — when communicating the outcomes Elastic delivers to our audience.

### **Make better decisions**

Elastic provides a real-time, complete view of all data, enabling organizations to instantly uncover critical insights. With Search AI, organizations can make faster, data-driven decisions with confidence — regardless of data source, type, or scale.

### **Maximize efficiency**

Elastic eliminates inefficiencies by delivering fast, accurate access to data with Search AI. Through a single, open platform that seamlessly integrates across environments, organizations can streamline workflows, automate tasks, reduce costs for any use case.

### **Accelerate innovation**

Elastic empowers organizations to unlock the full potential of their structured and unstructured data. With Search AI, they can seamlessly integrate data with generative AI — turning ideas into reality and pushing the boundaries of what's possible.

### **Elevate customer experiences**

Elastic empowers organizations to create intelligent, Search AI powered digital experiences. With an open, high-performance architecture, developers have the tools to build seamless, scalable, and personalized applications and services.

### **Improve operational resilience**

Elastic improves operational resilience by unifying logs, metrics, traces, and more into an open, flexible format and analyzing it with Search AI. This empowers SREs to root cause incidents quickly, enabling faster issue resolution and ensuring peak performance.

### **Mitigate security risk**

Elastic strengthens security postures by unifying security signals from cloud, endpoints, networks, and beyond. With Search AI powered threat detection and response, SOC teams can identify risks in real time, neutralize threats faster, and stay ahead of evolving attacks.



## WHAT is Search AI?

Search AI is the fusion of search technology and artificial intelligence.

## WHY Search AI?

While search technology revolutionized information retrieval through its ability to instantly return relevant results from massive datasets, it struggles when it comes to understanding context and generating insights.

Artificial intelligence, on the other hand, excels at analyzing complex patterns and generating insights, but it lacks the ability to find and access specific information within vast data stores.

As the fusion of search technology and artificial intelligence, Search AI is uniquely capable of transforming the exponential growth of underutilized, unstructured data into the right answers, impactful actions, and meaningful outcomes that can help organizations make better decisions, maximize efficiency, drive innovation, elevate customer experiences, improve operational resilience, and mitigate security risk.

## WHEN to use the term “Search AI”

Use the term “Search AI” when referring to any Elastic product, solution, capability, or feature that utilizes, or enables our users to use the combination of search technology and artificial intelligence.

For example, the following are correct uses of “Search AI”:

*Attack Discovery is a Search AI powered feature from Elastic.*

*Search AI is helping developers at DocuSign to build better generative AI experiences, faster.*

*Do not use the term “Search AI” when referring to a non-Elastic product, solution, capability, feature, or concept. In most of these use cases or circumstances, it will be more appropriate/accurate to use the terms “AI” or “generative AI.”*

## Our solutions

Emphasize these points when communicating about our products and solutions.

### Search AI Platform

Elastic makes Search AI available via the Search AI Platform. As the foundation for Elastic's two out-of-the-box solutions and as the platform of choice for developers seeking to build next generation, generative AI powered applications and services, the Search AI Platform is:

**Open by design:** Openness fuels ingenuity and creativity. By embracing open standards, interoperability, and transparency, the Search AI Platform empowers organizations to be flexible and adaptable, for any use case, as they build for the future.

**Built for performance:** Speed, scale, and relevance are non-negotiable. Whether searching, analyzing, or acting on data, the Search AI Platform ensures that every query, insight, and decision happens in real time — at any scale, with accuracy and reliability.

**Wired for innovation:** The data landscape is constantly evolving. The Search AI Platform pushes the boundaries of what's possible, delivering all the capabilities needed to explore, correlate, and act on data of any type, from any source — where it's produced.

### Elastic Observability

If your goal is to improve operational resilience, Elastic's Search AI powered observability solution, Elastic Observability, provides the unified visibility, actionable insights, and automation capabilities that SREs need to minimize downtime, optimize performance, and resolve incidents faster.

### Elastic Security

If you have a mandate to mitigate security risk or eliminate blind spots — Elastic's Search AI powered security solution, Elastic Security, provides the complete visibility across the entire attack surface that SOC analysts need to modernize their approach to detection, investigation, and response.

### Elasticsearch

If you are seeking to elevate customer experiences with generative AI powered applications — Elasticsearch provides the open and comprehensive set of capabilities that developers need to build enterprise-grade and production-ready generative AI applications faster.



## PR Boilerplate

Elastic, the Search AI Company, integrates its deep expertise in search technology with artificial intelligence to help everyone transform all of their data into answers, actions, and outcomes. Elastic's Search AI Platform — the foundation for its search, observability, and security solutions — is used by thousands of companies, including more than 50% of the Fortune 500. Learn more at [elastic.co](https://elastic.co).

### 50-word description

Elastic, the Search AI Company, integrates its expertise in search technology with artificial intelligence to help everyone transform data into answers, actions, and outcomes. Elastic's Search AI Platform — the foundation for its search, observability, and security solutions — is used by more than 50% of the Fortune 500.

### 100-word description

More than 50% of the Fortune 500 uses Elastic to solve smarter and innovate faster with the power of Search AI. Elastic, the Search AI Company, integrates its expertise in search technology with artificial intelligence to help everyone transform the exponential growth of underutilized, unstructured data into answers, actions, and outcomes. Elastic's Search AI Platform is the foundation for Elastic's two out-of-the-box solutions, Elastic Observability and Elastic Security, and is the platform of choice for developers seeking to build next-generation AI applications and services.



## Narrative on One Page

More than 50% of the Fortune 500 uses Elastic to solve smarter and innovate faster with the power of Search AI. Whether you're shopping online, working to minimize infrastructure downtime, optimizing application performance, seeking out fraudulent transactions, or hunting for security threats — for more than a decade — Elasticsearch has been the hidden engine that connects hundreds of millions of people to the answers they rely upon every day.

Today is a defining moment, characterized by two disruptive forces: rampant data growth and the seemingly infinite potential of artificial intelligence. At Elastic, we see these forces as opportunities to redefine what's possible with search.

Meet Search AI — the fusion of search technology and artificial intelligence. With Search AI you can transform the exponential growth of underutilized, unstructured data into the right answers, impactful actions, and meaningful outcomes that can help you make better decisions, maximize efficiency, drive innovation, elevate customer experiences, improve operational resilience, and mitigate security risk.

Elastic makes Search AI available via the Search AI Platform. As the foundation for Elastic's two out-of-the-box solutions and as the platform of choice for developers seeking to build next generation, generative AI powered applications and services, the Search AI platform is:

**Open by Design** - openness fuels ingenuity and creativity. By embracing open standards, interoperability, and transparency, the Search AI Platform empowers organizations to be flexible and adaptable, for any use case, as they build for the future.

**Built for Performance** - speed, scale, and relevance are non-negotiable. Whether searching, analyzing, or acting on data, the Search AI Platform ensures that every query, insight, and decision happens in real time — at any scale, with accuracy and reliability.

**Wired for Innovation** - the data landscape is constantly evolving. The Search AI Platform pushes the boundaries of what's possible, delivering all the capabilities needed to explore, correlate, and act on data of any type, from any source — where it's produced.

If your goal is to improve operational resilience, Elastic's Search AI powered observability solution, Elastic Observability, provides the unified visibility, actionable insights, and automation capabilities that SREs need to minimize downtime, optimize performance, and resolve incidents faster.

If you have a mandate to mitigate security risk or eliminate blind spots — Elastic's Search AI powered security solution, Elastic Security, provides the complete visibility across the entire attack surface that SOC analysts need to modernize their approach to detection, investigation, and response.

If you are seeking to elevate customer experiences with generative AI powered applications — Elasticsearch provides the open and comprehensive set of capabilities that developers need to build enterprise-grade and production-ready generative AI applications faster.

At Elastic, we're not just building technology, we're on a mission to help everyone unlock new possibilities by transforming data into answers, actions, and outcomes with Search AI.



# Search AI

Definition

**Search AI is the fusion of search technology and artificial intelligence.**

# Search AI terminology

Follow this guide to use Search AI and related terms consistently.

<b>Search AI</b>	The S in Search AI should always be capitalized.
<b>the Search AI Company</b>	<b>Elastic is the Search AI Company.</b> The word "the" in "the Search AI Company" should only be capitalized when it is the first word in a title or sentence or it is used in a standalone context (e.g., "Elastic   The Search AI Company" on the Elastic website home page). In all other instances, "the" should be lowercase.
<b>the Search AI Platform (replaces "the Elasticsearch Platform")</b>	The word "the" in "the Search AI Platform" should only be capitalized when it is the first word in a title or sentence. In all other instances, it should be lowercase — for example, "Customers can now benefit from the Search AI Platform." You can also say "our Search AI Platform" (capital P!) or "Elastic's Search AI Platform" when needed to provide context or clarity. <b>Do not use "the Elastic Search AI Platform" or "the Elasticsearch AI Platform."</b>

**Note: We are the Search AI Company.** We no longer use "the Search Analytics Company." Please use the correct Search AI Company versions of email signatures, slides, and other assets with this tagline.



# How to use Search AI in writing

**Search AI is the fusion of search technology and artificial intelligence.** Use the term “Search AI” when referring to any Elastic product, solution, capability, or feature that uses, or enables customers to use, the combination of search technology and artificial intelligence.

**When talking about Elastic, do not use the terms “AI-powered,” “generative AI-powered,” “GenAI-powered,” or “search powered AI.”**

Always try to incorporate “Search AI” instead, either by using “powered by Search AI” or “Search AI powered.”

**Do not use the term “Search AI” when referring to a non-Elastic product, solution, capability, feature, or concept.** In most of these use cases or circumstances, it will be more appropriate/accurate to use the terms “AI” or “generative AI.”

*See the next slide for examples of acceptable use of Search AI.*

# Search AI examples

**Don't:** Elastic's **AI-powered** platform addresses these needs by enabling real-time data processing while maintaining security and compliance.

**Do:** Elastic's platform, **powered by Search AI**, addresses these needs by enabling real-time data processing while maintaining security and compliance.

**Don't:** Attack Discovery is an **AI-powered** feature from Elastic.

**Do:** Attack Discovery is a **Search AI powered** feature from Elastic.

**Don't:** **Search powered AI** is helping developers at DocuSign to build better generative AI experiences, faster.

**Do:** **Search AI** is helping developers at DocuSign to build better generative AI experiences, faster.

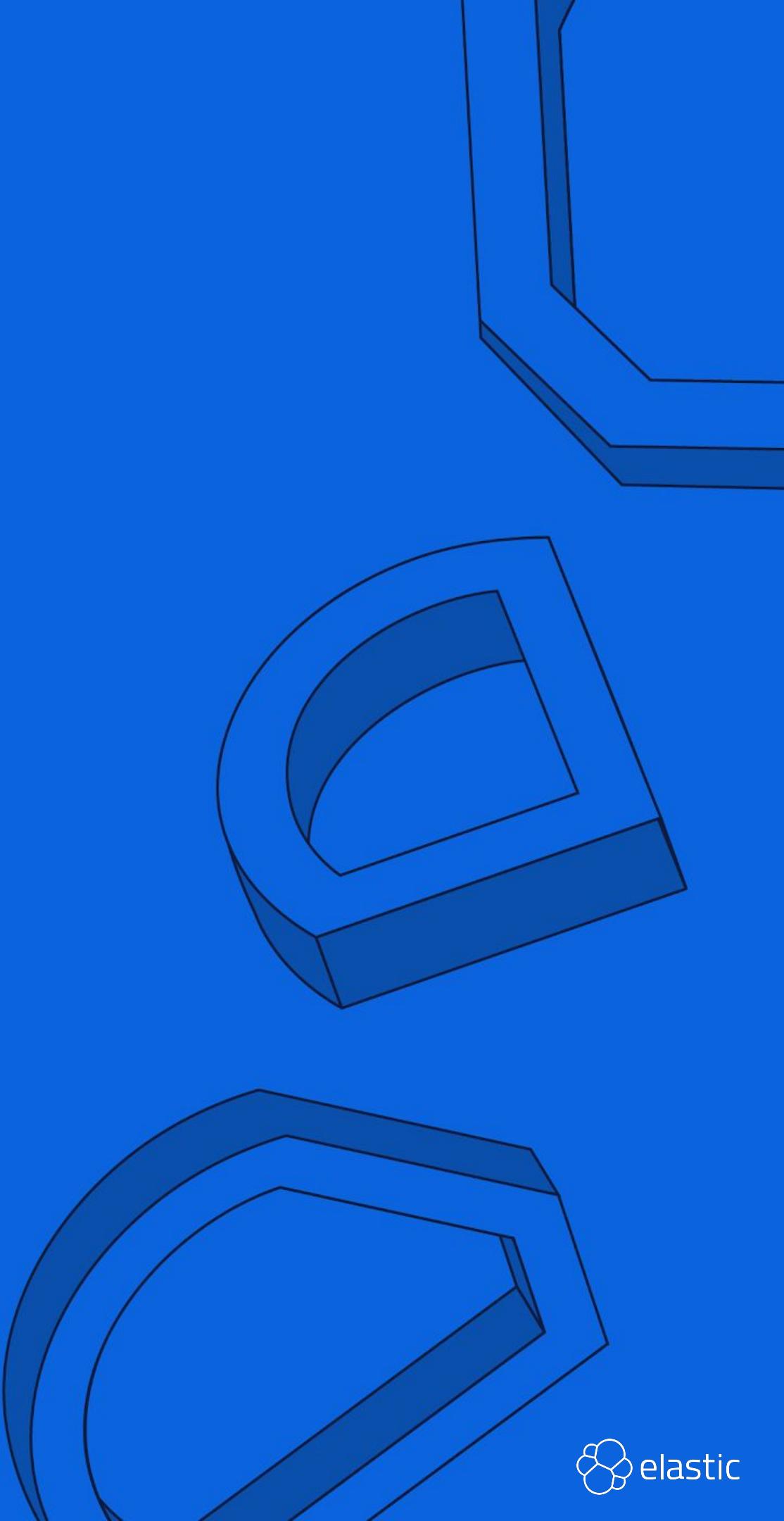
**Don't:** At Elastic, we're committed to providing developers with greater flexibility and scalability to build innovative **AI-powered** search experiences.

**Do:** At Elastic, we're committed to providing developers with greater flexibility and scalability to build innovative **Search AI** powered experiences.

# Localized corporate messaging

- [[Chinese](#)]
- [[Portuguese](#)]
- [[Korean](#)]
- [[Japanese](#)]
- [[French](#)]
- [[Spanish](#)]
- [[German](#)]

# Brand values and personality



# Our Source Code

These are some of the things  
that make Elastic, Elastic.

They are a set of ideals rather than a  
statement of values. Some are  
accurate to who we are while others  
are aspirational.

They are reminders that keep us  
steadfast because we're not perfect,  
we're human.



## Home, Dinner

There is no such thing as work-life balance. We are successful if we find balance in life. Elastic empowers you with the flexibility to do so. Be home for dinner, go for a run midday, care for a sick child, or visit a parent.

Finding balance means being more innovative and efficient at work. Which makes for a better Elastic.

## Space, Time

It's easy to get stuck in a day-to-day work pattern. Allowing for the space and time to dream requires conscious effort. Embracing a high failure rate does, too. Fulfillment comes from doing the obvious and dreaming up the un-obvious. Both are foundations of Elastic.

## IT, Depends

It's pretty complicated to make some things simple, and even more complicated to make other things possible. We embrace and value the knowledge required to do both.

When a question is asked, buckle up. Sh\*t is about to get real. Your journey will likely start with "it depends."

# Progress, **SIMPLE** Perfection

Perfection is not a destination. Color inside the lines or color outside the lines. Just pick a color. It's as simple as 2048.

An Elastic that moves is an Elastic that survives, thrives, and stands the test of time.

## 01.02, /FORMAT

Our products are distributed by design, our company is distributed by intention. With many languages, perspectives, and cultures, it's easy to lose something in translation. Over email and chat, doubly so. Until we get a perpetual empathy machine, don't assume malice.

A distributed Elastic makes for a diverse Elastic, which makes for a better Elastic.

## As YOU, Are

We all come in different shapes with different interests and skills. We all have an accent. Celebrate it. Just come as you are.

No need to invest neurons trying to fit an arbitrary mold. We'd rather you put them to work shaping Elastic.

## HUMBLE, Ambitious

Ambition drives us to challenge ourselves and the people around us to do better. It is not an excuse to be an asshole.

Be humble. Be ambitious. At Elastic, we are both.

## Speed, Scale, Relevance

Elastic is a search company. We focus on value to users by producing fast results that operate at scale and are relevant. This is our DNA. We believe search is an experience. It is what defines us, binds us, and makes us unique.

## Customer, 1st

Our customers, our community, are the heart of everything we do. In our actions. In our products. And in the experiences we create for them. Our passion for our users translates into their passion for Elastic.

# Elastic personality

Our distinguishing qualities that make our brand unique and recognizable,  
**both visually and in writing**

**Our Source Code is who we are.**  
Whether we're engaging with fellow Elasticians or external community members, we embody the Source Code in all we do.  
**And that shines through in our personality.**



## We're optimistic.

We believe innovative technology can and should be a force for good. The challenges we face only inspire us to keep looking ahead and explore what new things we can achieve together. We turn possibilities into realities that help people and organizations thrive.



## We're approachable.

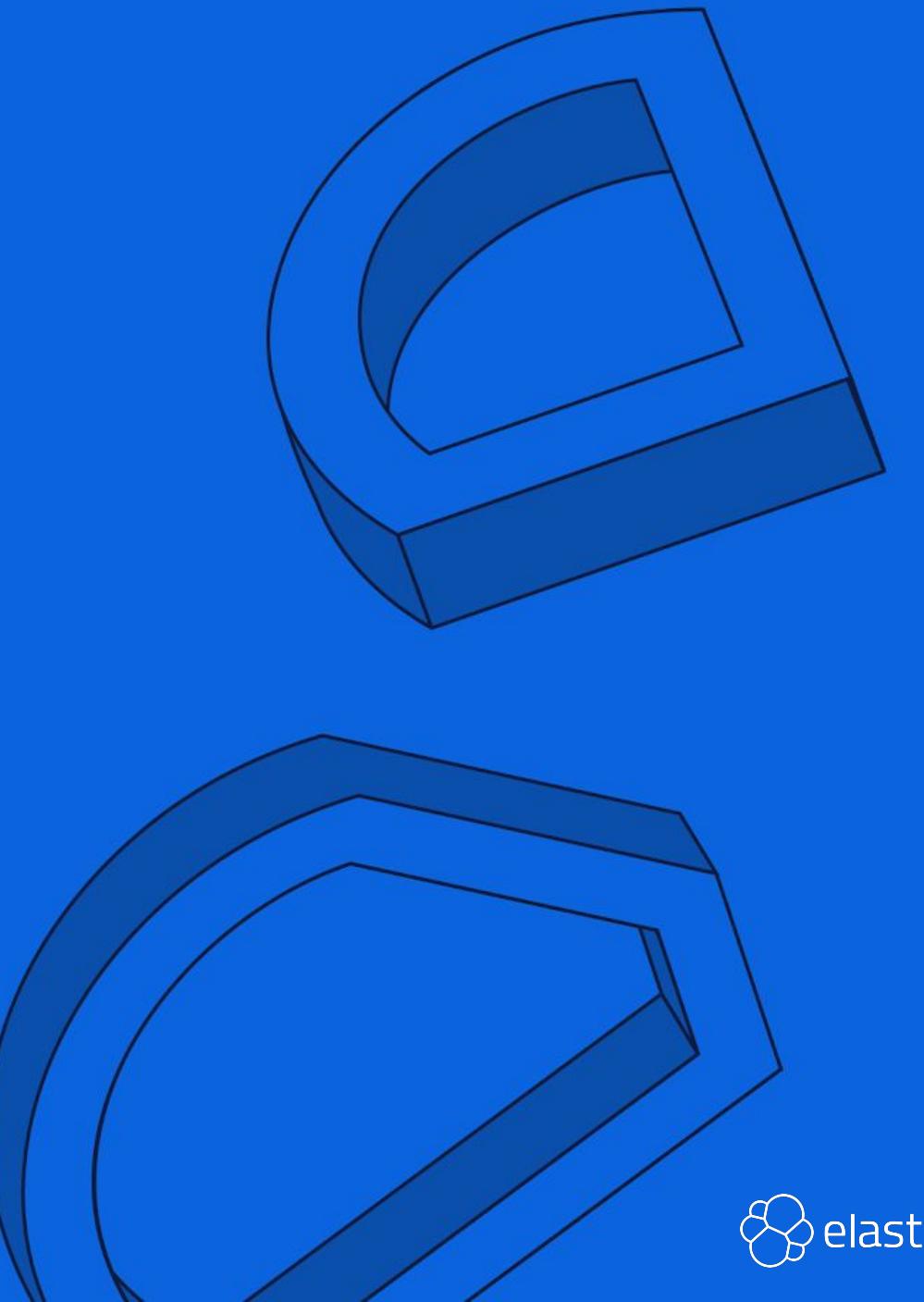
We don't see ourselves as B2B — we're P2P: person to person. While our technology is what drives us, our humanity is truly what guides us. We keep it candid yet professional and leave the formalities at the door. We care deeply about what our customers need and expect, and they know they can count on us. We come as we are, and we invite our community to do the same.



## We're unconventional.

We stand out from the crowd. We do things no one has done before, driven by our belief in ourselves and what we're capable of. We're confidently quirky (and we love a good pun!), but our eccentricity and sense of humor always have a purpose.

# Brand voice and tone



# What is a global brand voice?

Brand voice is the **distinct communication style** a brand uses in all of its written materials. Elastic's brand voice is defined by three characteristics that shape how we talk to our audiences — across different languages, countries, and cultures. It complements our brand personality and ensures we come across as wholly Elastic in all our communications.

# Why is it important?

Our voice **drives consistency in our brand experience**. When people read our content, it should align with their expectations of our brand and be recognizable and distinct from competitors. Without a clear and consistent voice, we miss a key element of our brand that shows our authenticity and fosters consumer trust.

# Elastic brand voice characteristics

## We're curious.

Search is in our DNA, and we're energized by discovery and possibility. We love to question, learn about, and understand everything. Our curiosity helps us get to know each other better and home in on our customers' needs. Plus, it's what allows us to stay ahead of (and lead) new technology advancements and adapt to anything that comes our way.

We'll tinker with our solutions until they perfectly meet our customers' expectations today and those they'll likely have tomorrow. We question the status quo and question the never quo-ed before. Because new questions lead to new technology.

## When writing

Tap into your audience's inquisitive nature. Consider opening with a hook that draws the reader into a story that feels familiar to them, and use insights they don't expect. Do that deep dive into a fascinating product ... and don't be boring. Use intrigue. Avoid details that are extraneous, obvious, or repetitive. Choose your words with intention and have some fun.

### Do

- Ask questions to invite readers in
- Be helpful and provide value
- Be descriptive yet concise
- Be clear, stick to the facts, and ensure accuracy

### Don't

- Use marketing fluff
- Make assumptions
- Use jargon
- Be overly wordy
- Exaggerate, overstate, or overpromise
- Use passive voice

# Elastic brand voice characteristics

## We're hum-bitious.

Drawing inspiration from our Source Code, we're both humble and ambitious — or, in a word, hum-bitious! It's the quality of being egoless in our work but also confident in our ability to make a difference.

Sounds bold, but the work we do changes how people interact with the world in a (very) good way. We think it's pretty cool. But we're not content to just stop with what we've created. We're constantly evolving to meet our customers' needs. And they can sense this. With every interaction, we want them to feel like "Elastic's got this." It's a great feeling for them. And it's a pretty great feeling for us.

## When writing

Make the customer the hero of every story. Don't trash talk the competition. We're proud of what we offer and know it can help. But we don't talk down to customers or tell them what they need. Instead, we provide information that educates and inspires them — without being pushy. Focus more on providing answers to customer problems and less on talking about ourselves.

### Do

- Keep the customer at the center of your messaging
- Be empathetic
- Make it easy for your reader to understand what you're explaining

### Don't

- Use corporate buzzwords like "disrupt" or "synergy"
- Use vague language like "world-class" or "best-in-class"

# Elastic brand voice characteristics

## We're open (source).

Our open source roots run deep. We believe great ideas don't just come from anyone; they come from everyone. We rely on our diverse teams to give us the best insights, so we strive to foster an open, inclusive atmosphere — because diversity without inclusion is just smoke and mirrors.

And we know that creativity isn't cultivated in a boardroom. Let's be honest: Sometimes it's hard to get inspired in an office, no matter how open it is. So we're distributed by design, allowing us to tap the brightest minds from all walks of life. And we keep things fun so our originality thrives.

All are invited, and we make everyone feel at home. And that includes our customers. So we listen, honor their opinions, and work hard to make them feel like the valued part of our team that they are.

## When writing

Remember that although the tech world is full of jargon and insider lingo, we don't talk in code (we just write it). Use metaphors or real-life examples to simplify the complex and make your content approachable. Be thoughtful about who you're communicating with, and choose words that will resonate with that specific audience. And don't just take your own word for it — incorporate peer reviews to diversify your perspective.

### Do

- Be fun and conversational; write how you'd speak
- Make sure your content is appropriate for your audience

### Don't

- Use terms or references that won't be understood globally
- Refer to products or updates as "sexy"
- Use violent language like "kill-shot tactics"

# The elasticity spectrum: How to tune your tone

Our brand personality and voice is a spectrum. While every piece of content should reflect our brand identity, how quirky or curious should it sound? Well, *IT depends!* The “elasticity” of the tone it takes on should align with its purpose.

Tone up or down how heavily you incorporate the elements of Elastic’s brand personality and voice in your writing based on the **type of content**, **how much you’re talking about Elastic**, and **where it will be published** to ensure you leave the optimal impression. *Note: For content that will be localized, avoid using US-centric or English-only references — these tend to creep in when infusing lots of personality.*



# Choosing the right tone: What to consider

**Note:** While **tone** should be adjusted, **voice** should stay the same.

*Think about first:*

**Audience:** Who are you talking to?

- Job title
- Industry
- Customer, prospect, partner, internal

*Think about next:*

**Topic:** What are you talking about?

**Perspective:** How much are you talking about Elastic?

**Channel:** Where are you communicating?

**Content type:** How is your message formatted?

# Brand writing style

# Elastic writing style essentials

1. In general, Elastic follows the [Chicago Manual of Style](#) for writing style and [Merriam-Webster Dictionary](#) for spelling. There are some specific elements of our style that stray from these guides, however, which are detailed in our [writing style guide](#).
2. We default to American English rather than British English. However, in content geared toward a specific region, use the spelling that's most common in that region.
3. We use sentence-style capitalization (i.e., only the first letter of the first word and proper nouns are capitalized) for titles, headings, subheadings, menus, and buttons.
4. We use the Oxford (serial) comma.
5. We aim to maintain a [reading level](#) of 10 or lower.

Looking for Elastic's full writing style guidelines and term glossary?  
Visit the [Elastic writing style guide](#).



# Referring to Elastic

## Company

Use Elastic to refer to our company in all marketing communications, including email signatures. Reserve the use of any of our formal legal names (e.g., Elastic NV, Elasticsearch, Inc.) for legal documents and legally binding communications.

Looking for guidance on referring to Elastic products, solutions, and features?  
**Visit the [Elastic naming guide](#).**

## Trademarks

In Elastic-created content, use the (R) and TM symbols on the first prominent use of the mark in the body text. At the bottom, please include: Elastic, Elasticsearch and associated marks are trademarks, logos or registered trademarks of Elasticsearch BV in the United States and other countries. All other company and product names are trademarks, logos or registered trademarks of their respective owners.

**For third-party created content, they can omit the (R) and (TM), but include the following at the bottom:**

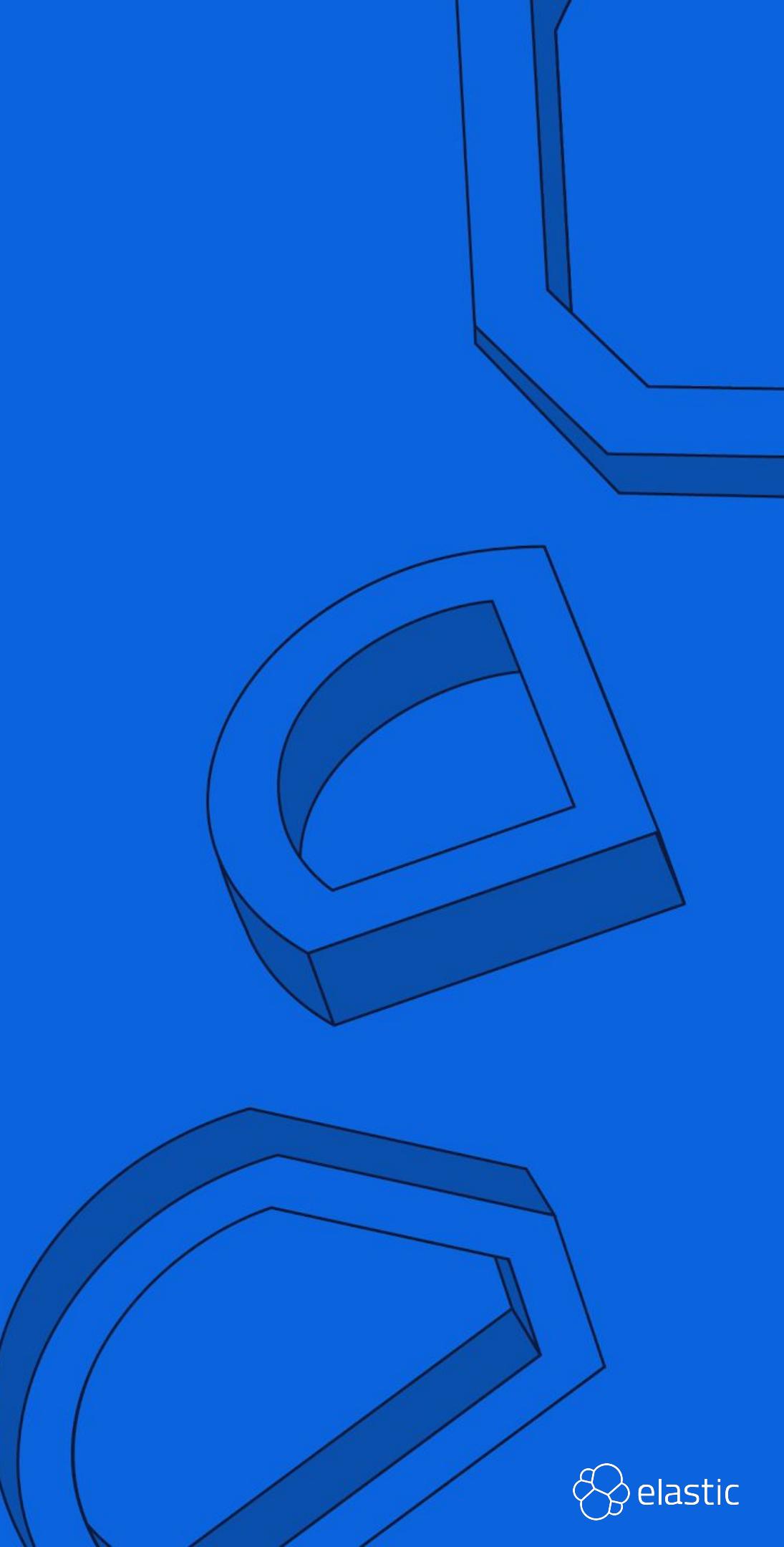
Elastic, Elasticsearch and associated marks are trademarks, logos or registered trademarks of Elasticsearch BV in the United States and other countries, used here with permission.



# Content-specific writing guides

- [Guide to writing technical content](#)
- [Guide to writing about competitors](#)
- [Guide to writing elastic.co web page copy](#)

# Visual expression



# Bold Minimalism

The potent fusion of refined, modern design and dramatic visual expression defines Bold Minimalism. This aesthetic cuts sharply through visual noise, instantly engaging audiences. Clear, direct visuals then solidify brand recognition with memorable simplicity.

# Design principles

## **Design with purpose. It's not just window dressing.**

In addition to looking interesting and cool, our work should always have clear objectives. Like helping a viewer understand or remember a concept, drive interactions, or reinforce our brand identity.

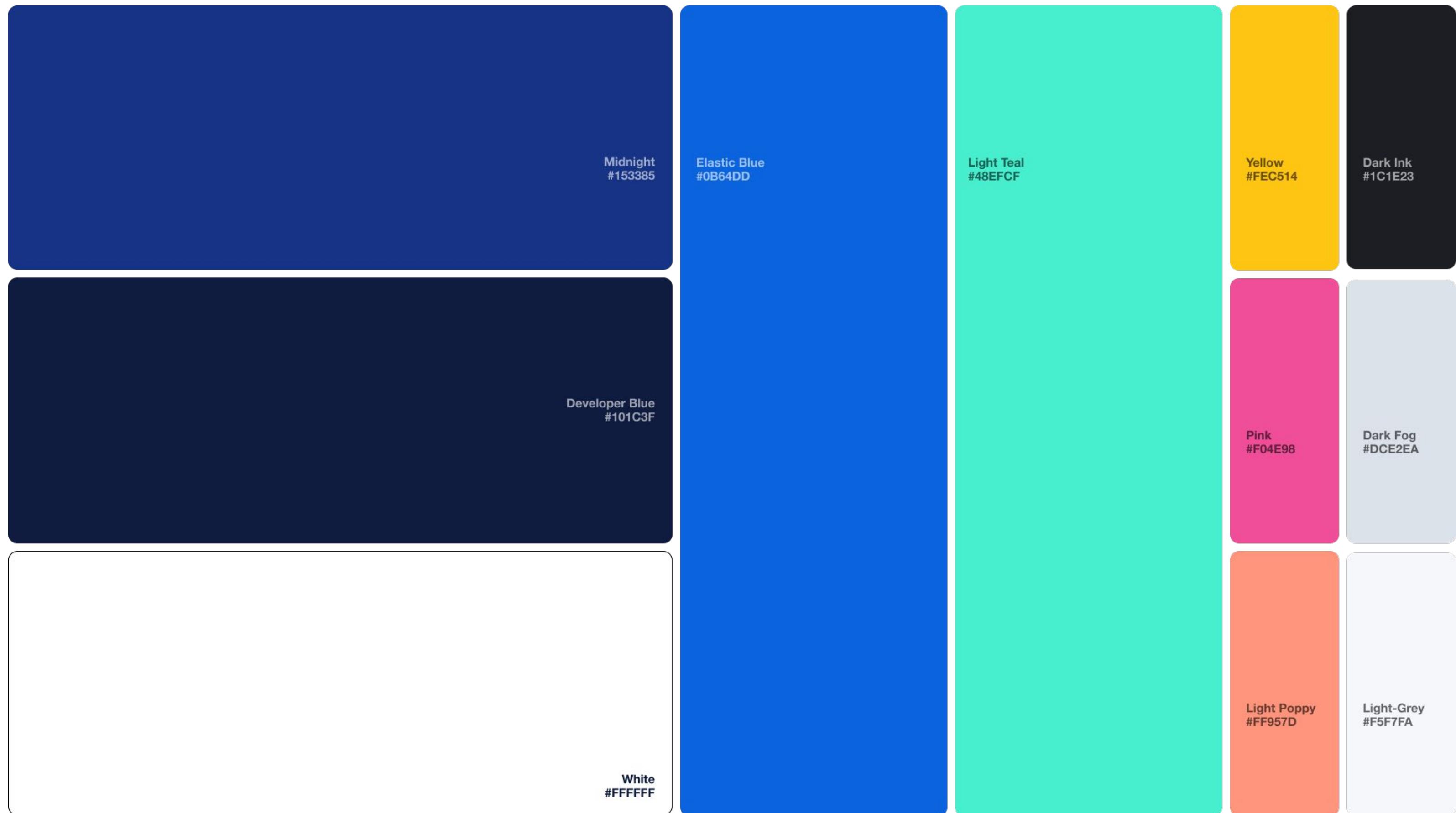
## **Stick to the plan. Consistency is key.**

We produce a lot of work of all types. It's important that our projects look and feel consistent. This reinforces our brand and creates a sense of quality, trust, and familiarity among our users.

## **Remember the audience. Be clear.**

Try not to distract viewers with unnecessary visual noise. Consider hierarchy and CTAs (calls to action). White space creates breathing room for content. Readability and comprehension of the material is our priority. Also, remember, you're an insider, you've heard or seen it before, but "they" have not.

## COLOR



## TYPOGRAPHY

The typographic system embraces bold, more assertive font weights that immediately elevate our visual communication. By strategically increasing font weights and optimizing contrast, we create a typographic hierarchy that speaks with clarity and conviction. Headings stand prominently, drawing the eye and signaling the importance of our message.

This approach reflects Elastic's strength, innovation, and market leadership with unmistakable confidence.

# Bold —

**Typography to leave  
a lasting impression**



## Candid moments

Authenticity is key. We want to capture real moments that don't feel overly staged or inauthentic. Focus on moments of action, when people are engaged, working, or moving in their environment.

[Detail photography here - TBD](#)



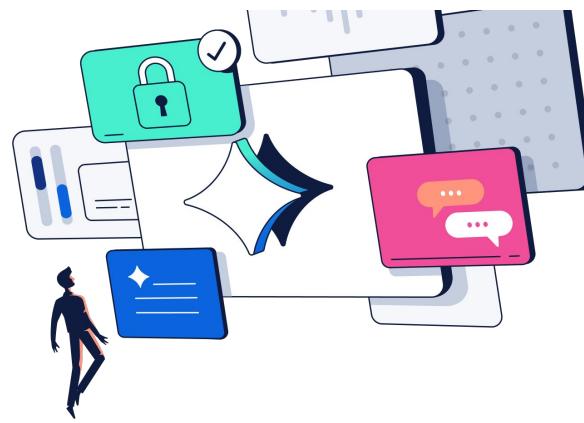
## Natural light

Imagery should convey a positive and optimistic vibe. To achieve this, choose clear, well-lit images that feel naturally bright. When possible, avoid overdramatic, moody, or artificial lighting.



## Vibrant colors

To maintain brand recognition, it's ideal for images to have a bold, vibrant color theme synonymous with our brand palette. Our bright colors help reinforce the overall positive feeling we want to resonate with our audience.



## Hero the main concept

Every illustration should tell a clear, focused story. We'll place our core message front and center, creating a visual narrative that immediately captures attention and communicates our key idea with crystal clarity. The subject becomes the hero, ensuring our message is unmistakable and compelling.



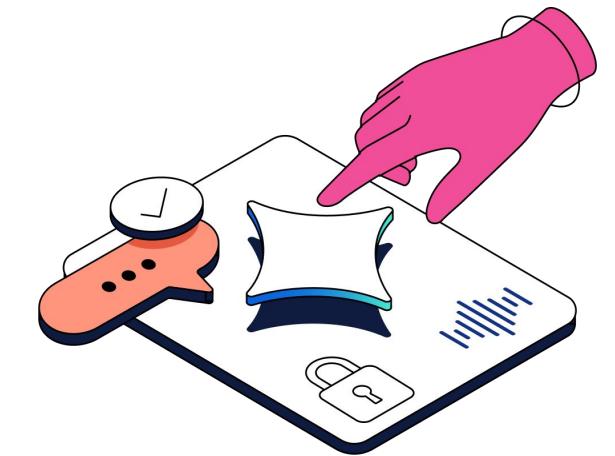
## Keep it simple

With our hero concept in focus, we'll strip away visual clutter. Each additional element must earn its place — if a shape or detail doesn't contribute to our core message, it doesn't belong. Simplicity is our ally, allowing the central concept to shine without unnecessary distractions.



## Human-centered actions

We breathe life into our illustrations through human interaction. Hands, figures, and purposeful actions transform abstract concepts into relatable stories. Whether it's a hand typing, pointing, or manipulating technology, these human moments create an immediate emotional connection, making our technical solutions feel more accessible and meaningful.



## Depth

Our illustrations will move beyond flat design, embracing a three-dimensional approach. Subtle shadows, hints of movement, and dimensional elements add richness and depth. This approach creates a more engaging visual experience that mirrors the complexity of our technological solutions while maintaining a clean, intentional aesthetic.

# Principles for video success

## The most competitive game in the world today

Video is the most effective and efficient way to get and stay in people's minds en masse, but attracting people's attention is the most [competitive game](#) in the world today. So in order to win, we need to be intentional, precise, data-driven, and creative.

## Opposite of a white paper

A white paper is long, highly detailed, comprehensive, and relatively laborious for a human to ingest. A great video is as short as possible, with as few details as possible, and is a pleasure for a human to watch.

## Conversation starter

The best business videos are conversations starters — not havers.

## Storefront vs. storage

YouTube is the second-largest search engine in the world, and we want to signal the strengths of our products and brand. This requires a unified, cohesive narrative showcasing how we are masters of our own story and our industry's story.

## Effective dosing

You can have the right medicine, but in the wrong dose, it's deadly. How much information is relayed, at what pace, by whom, and on which platform are all factors that, if left unconsidered, could make a great video a dud.

# Elastic visual style essentials

- 1. Logo**
  - a. Our primary logo should be used unless there are layout or production limitations.
  - b. Only place our logo on the approved colors and avoid busy backgrounds.
  - c. Do not alter the logo or create a new logo with the Elastic logo in any way.
  - d. Logos can be downloaded from [brand.elastic.co](https://brand.elastic.co).
- 2. Color**
  - a. Always use our brand color palette when creating Elastic branded assets.
  - b. Whether using developer blue or light gray or white for a background, be sure to use the following color ratios: ~70% primary brand colors and ~30% accent colors.
- 3. Icons**
  - a. Icons are decorative elements that support a text label. We do not use icons without a label.
  - b. Generic marketing icons can be repurposed to support different needs.
  - c. Product features are designed to support an unique Elastic product or solution feature. It can't be repurposed.
- 4. Visit [brand.elastic.co](https://brand.elastic.co) for the full guidelines.**



# Custom branding

# Elastic{ON} event branding

## Writing

✓ Elastic{ON}

Not:

- ✗ ELASTICON
- ✗ ElasticON
- ✗ ElasticOn
- ✗ Elastic{on}

## Logo



## Exceptions:

Banners and design elements utilizing the logo

# Thank you!

