sigstore

Identity Guidelines
v2.0 July 2022

sigstore is a Linux Foundation project. We provide a public good, non-profit service to improve the open source software supply chain by easing the adoption of cryptographic software signing, backed by transparency log technologies.

This document summarises the usage of the visual elements that make up our brand identity.

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PRIMARY LOGO

Use the Primary logo wherever possible.
Maintain a clear space equal to the icon on all sides.

Use at a minimum height of 30px or 6mm.

SECONDARY LOGO

In applications where width is limited,
the Secondary logo can be used.

Use at a minimum height of 60px or 12mm.

ICON

The Icon can be used without the wordmark where space is limited. It can also be used as a sign-off, where a Primary or Secondary logo has already been introduced.

TOOLS

The tools that are part of the sigstore project have their own logos.
Like the sigstore logo, there are horizontal (primary) and stacked (secondary) versions of each. Use at a minimum height of 30px or 6mm.

sigstore gitsign

sigstore fulcio

sigstore rekor

sigstore gitsign

sigstore fulcio

sigstore rekor

TOOLS

The tool logos can be used in the full color or single color variations provided as indicated here.

DARK BLUE
Use when single color is required on a light background.

FULL COLOR
The primary colorway that should be used whenever possible.

BLACK
Use when a printer requires pure black.

REVERSED COLOR
The primary colorway for use on a dark background.

WHITE
Use when a printer requires pure white.

CREAM
Use when single color is required on a dark background.

The rounded letter forms of GT Maru create warm, approachable headlines. Paragraph copy set in Inter is neutral and readible.

GT Maru Medium

Used for headlines.
Available to licence from Grilli Type

A new standard for signing, verifying and protecting software

Inter Regular

Used for Paragraph copy.
Available from Google Fonts under the Open Font licence.

sigstore was started to improve supply chain technology for anyone using open source projects. It’s a direct response to today’s challenges, a work in progress towards a future where the integrity of what we build and use is up to standard.

COLOR

Our primary brand color is Dark Blue.

The secondary colors can be combined to add visual interest and highlight elements as needed.

TEXT LEGIBILITY

Color combinations which pass WCAG 2.1 contrast requirements for AA-level accessibility are indicated on each swatch as follows:

- ● Passes on all text sizes
- ○ Passes on large text only (18pt / 24px or 14pt / 18.5px if bolded)

DARK BLUE

Primary Color
#2E2F71
CMYK: 98/96/24/12

YELLOW

Secondary Color
#F4BE37
CMYK: 4/26/89/0

DARK GREEN

Secondary Color
#117373
CMYK: 87/38/52/14

RED

Secondary Color
#ED6A5B
CMYK: 2/73/63/0

LIGHT BLUE

Secondary Color
#B3D0E7
CMYK: 28/9/3/0

LIGHT GREEN

Secondary Color
#DDECC5
CMYK: 14/0/28/0

CREAM

#F9F7EF
CMYK: 2/1/5/0

BLACK

#25252E
CMYK: 76/70/57/65

APPLICATION: UI

User Interface design is light and approachable; prioritizing the understanding of content.

Components use large radius corners and complementary combinations of flat color. Iconography uses simple geometric shapes and heavy outline strokes.

CASE STUDY

Connaisseur is using Cosign to verify container images in Kubernetes

Christoph Hamsen
SSE Secure Systems Engineering

View the project

View the project

Verify signatures

Easy authentication and smart cryptography work in the background. Just push your code, sigstore can handle the rest.

Sign your code

Easy authentication and smart cryptography work in the background. Just push your code, sigstore can handle the rest.

APPLICATION: BANNERS

IT'S 10 O'CLOCK.
DO YOU KNOW WHERE
YOUR PRIVATE KEYS ARE?
sigstore
DO NO HARM
TAKE NO SHIT
MY CODE IS SIGNED
sigstore dev
sigstore
I SIGN MY CODE
sigstore.dev

sigstore

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