

sigstore

Identity Guidelines
v3.0 March 2023

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

03

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.

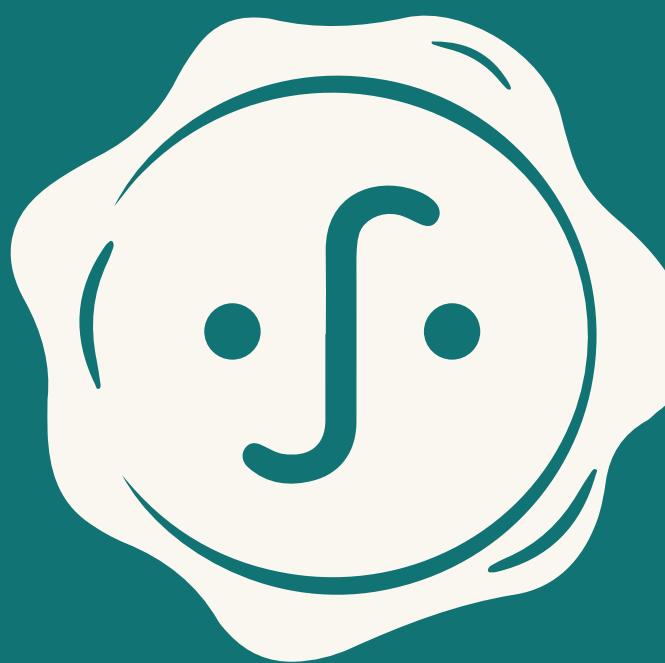
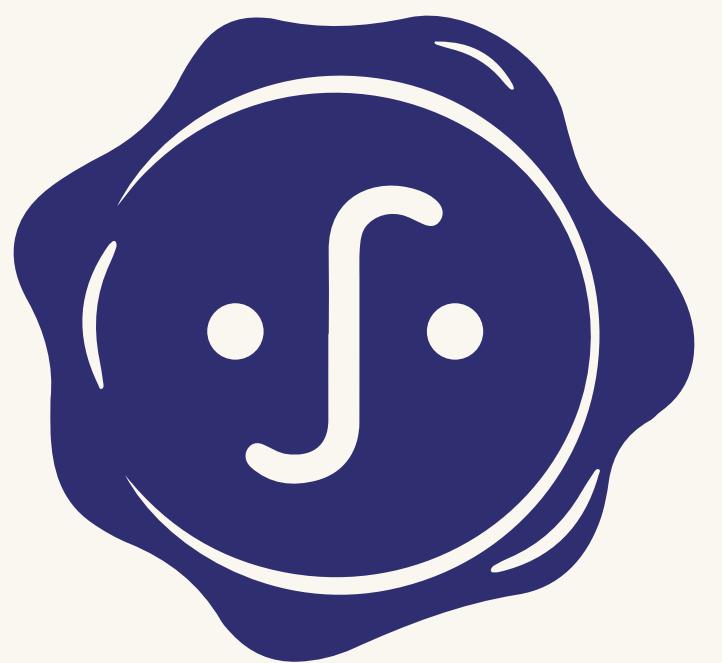
Use at a minimum height of 60px or 12mm.



ICON

05

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

06

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.



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 readable.

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.

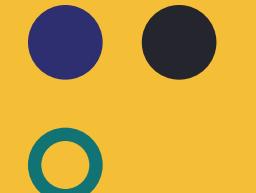
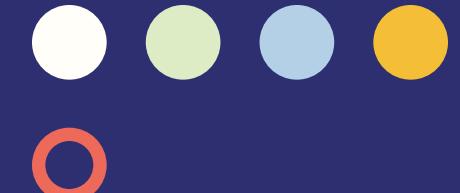
The secondary colors can be combined to add visual interest and highlight elements as needed.

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)

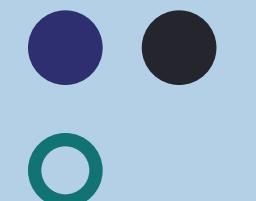


DARK BLUE

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

YELLOW

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



LIGHT BLUE

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

DARK GREEN

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



LIGHT GREEN

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



CREAM

#F9F7EF
CMYK: 2/1/5/0



BLACK

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

TOOL COLORS

These colors are distinct to the individual tools indicated and should be used only in the context of those tools to build and preserve their respective associations.

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)

POLICY- CONTROLLER BLUE

Tool Color
#4169B1
CMYK: 81/61/0/0

COSIGN BLUE

Tool Color
#599DCC
CMYK: 64/27/5/

FULCIO AQUA

Tool Color
#42BEB8
CMYK: 66/0/33/0

GITSIGN GREEN

Tool Color
#A8CA38
CMYK: 39/2/100/0

REKOR PURPLE

Tool Color
#8B5CA5
CMYK: 51/74/0/0



10



APPLICATION: UI

11

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

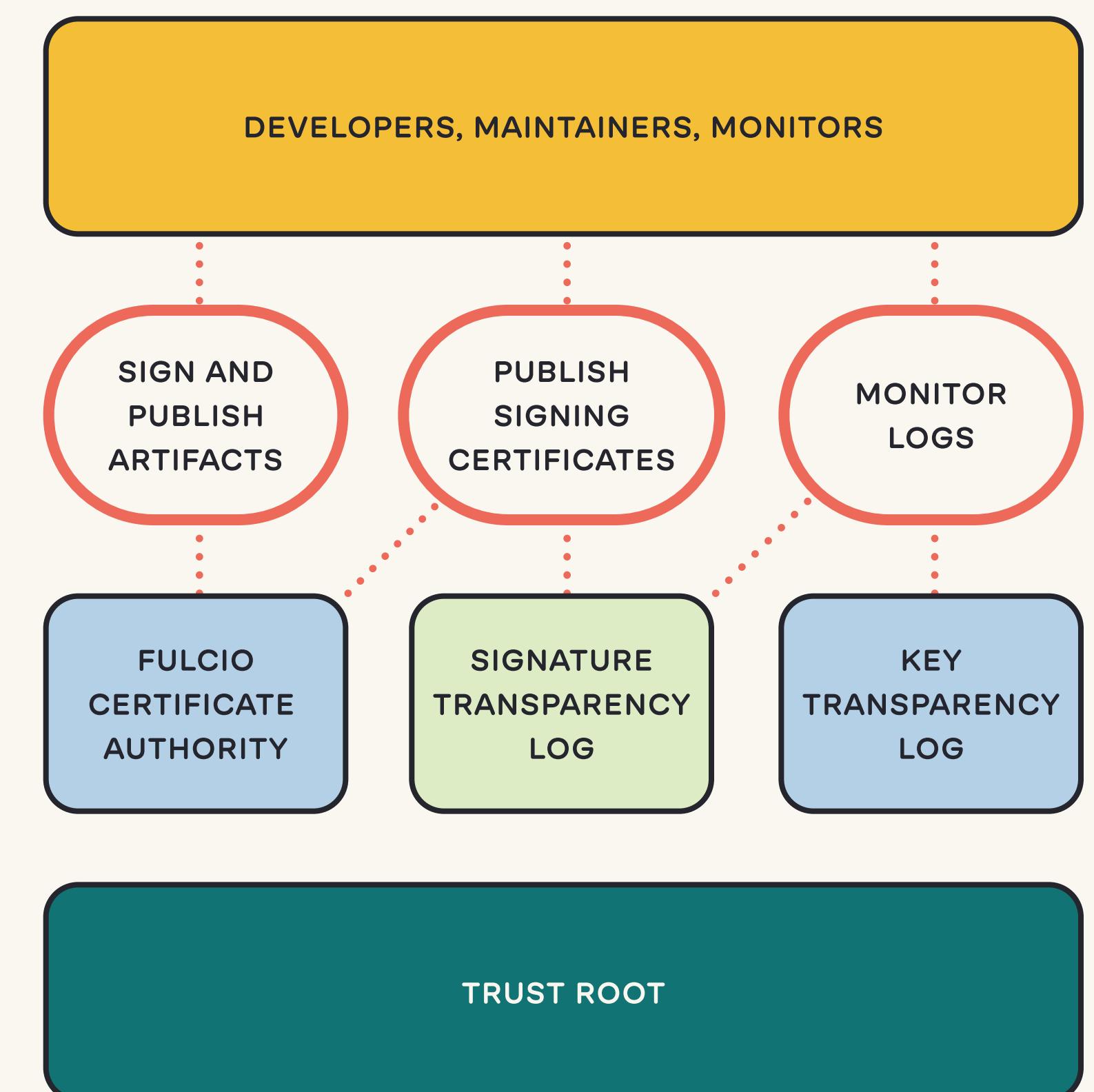
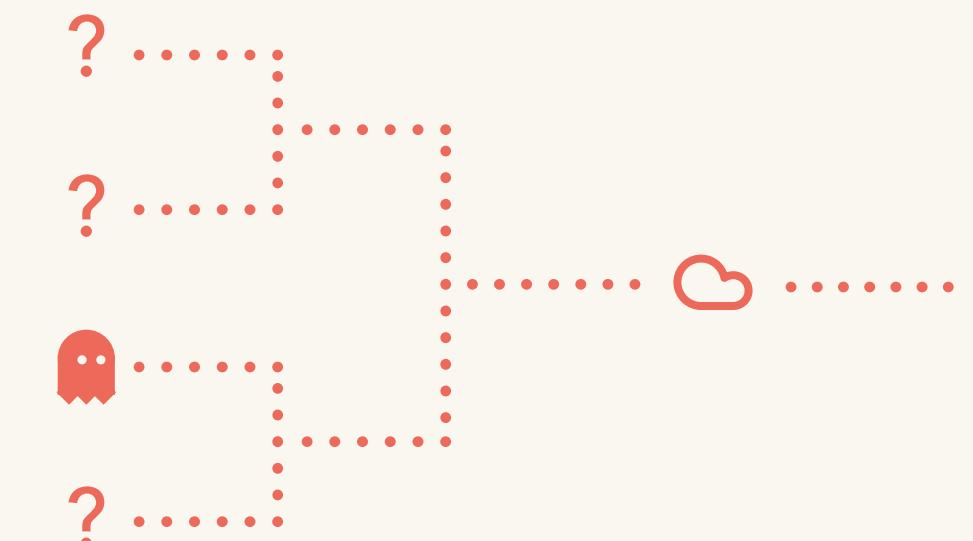
View the project

Verify signatures

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

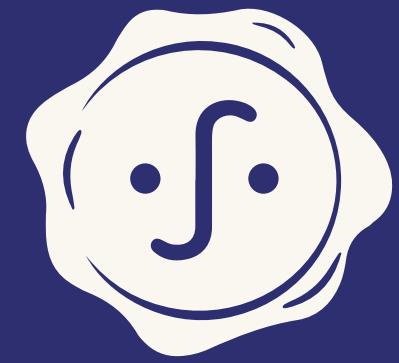
Sign your code

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









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