

Brand Guidelines

March 2021
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skyflow

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Introduction

We have created this document as a guide for anyone writing, designing, or producing Skyflow branded communications. These guidelines will help us capitalize on the brand's strengths and will serve as a guide to protect the integrity of the brand from incorrect usage.

Inside, you will find an overview of our core design elements and basic rules around how these elements can be applied to various communications. These are the key building blocks of our brand expression. Understanding our brand and using these tools correctly and consistently is crucial.

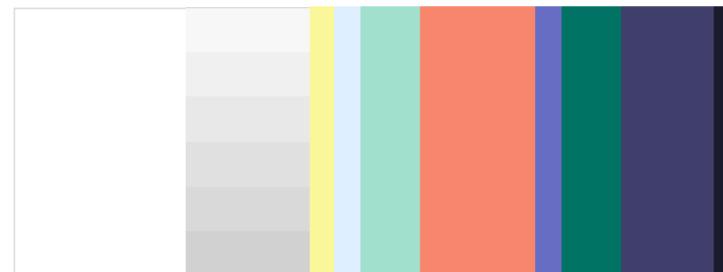
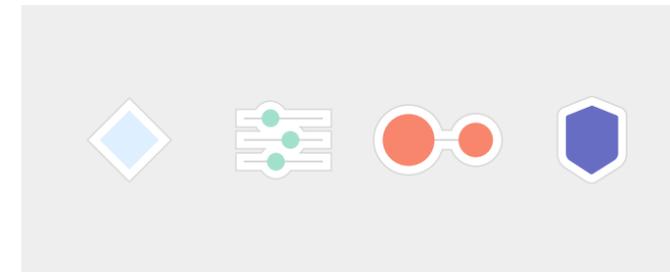
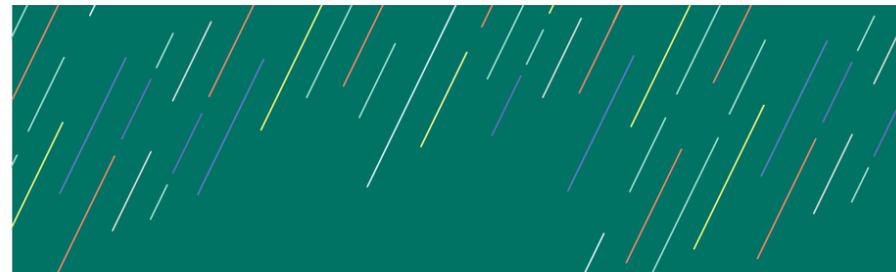
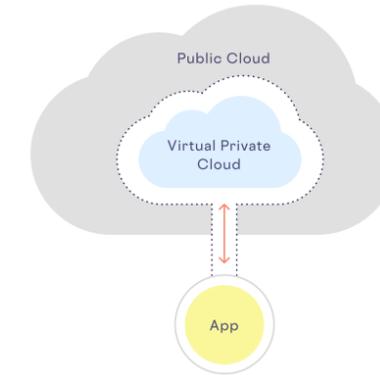
System Overview

The Skyflow Brand Identity is optimistic, lively, future-facing, and ever-evolving. It is comprised of the primary elements shown here—logo, color palette, typography, diagrams, illustrations and iconography.

Together these elements form a flexible system for creating stories and experiences that amplify the Skyflow brand and inspire customers, employees, and prospects.

Note: All photography contained in these guidelines is for reference only and may not be used outside of this document unless licensed.

skyflow



Brand Strategy

Brand Strategy informs and directs every aspect of brand expression. Alignment around Brand Strategy is key to achieving the greatest impact. What we do, what we say, and how we present ourselves impacts brand perception.

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Brand Idea

The Brand Idea is the essence or embodiment of what we stand for. It gives an emotional dimension to the brand. It is used to guide look, feel, and voice.

No More Either/Or

CTOs today face a series of false dichotomies. They're told they have to pick between privacy or personalization. Secure the data or use the data. Centralized or decentralized. Tackle the big problems or serve up the easy answers. Our view? Never trust anyone who is only giving you two choices. Through zero trust data vaults, Skyflow rejects the binary to wield the best of both worlds: data that is not only fully encrypted and compliant, but provisionable, customizable, governable, and actually usable. Point solutions are band-aids for repairing this or that, but a new, holistic approach is needed if we truly want to solve this problem once and for all. In the privacy data cloud, you no longer have to make deals with your data.

Brand Idea Truths

Supporting our Brand Idea are five underpinning truths about Skyflow. When it comes to what we say, how we say it, and how we visually represent ourselves, these are the philosophies that guide us.

Reject false dichotomies.

Skyflow exists to solve a fundamental problem in a very simple way. Normally, that's not possible. But Skyflow's DNA is built on rejecting false dichotomies.

Simple can be radical.

Simplicity isn't boring—it's the highest form of sophistication. It can be provocative, confident, and blistering in its clarity.

Make our audience feel at home.

We know developers are craftspeople. We know CTOs feel like Sisyphus, endlessly throwing money at point solutions. We have empathy and expertise for solving this pain in a straightforward way.

True security is about flexibility.

When data is truly secure, it's safe to flow, move, and solve new challenges. A vault is not a static thing—insights can vault from team to team, without jeopardizing security or privacy.

Resilience is the best offense.

When it comes to brand perception, some things we can control, some things we can't. We must build a brand that is consistent and resilient enough to endure the tide of any potential misconceptions.

Emotional Impact

Our Emotional Impact is defined by how the Skyflow Brand makes people feel. It is a set of four positive emotions that drive the behavior of our brand across all experiences and touchpoints.

Emotional Impact follows a journey



Emotional Impact

Skyflow makes people feel **like a peer.**

Our customers are our peers. There's a shared feeling of respect and understanding. No b.s., no fluff, no trickery. We're not trying to fool you (and we don't assume you can be fooled). We understand your pain, and we've stripped back everything that isn't essential to solve that pain. We speak developer, CTO, and can help translate between the two. Partnering with us should feel like whiteboarding a great idea with your smartest friend: clear, unadorned, low-key brilliant.

Skyflow makes people feel **confident.**

At our core, we're challenging an established paradigm people have about their data, its security, and its capabilities. We want people to feel confident in our abilities to tackle this challenge. We understand that we work with the world's most-sensitive data. At all times, we should instill trust, credibility, clarity, and certainty.

Skyflow makes people feel **this is inevitable.**

Some solutions are so obvious that they become radical. We want people to say, "Why hasn't someone already invented this?" It's going to be difficult to remember life before this existed. There's a feeling of enlightenment, of having your eyes opened to the obvious yet radical solution. For the first time in a long time, CTOs can be uncompromising in their technical vision. No more trade-offs between security and freedom.

Skyflow makes people feel **creative.**

Too often, developers are regarded as strictly rational. But when information is secure and usable, developers are free to craft stories and insights from their data. Within the protective overhead of an enterprise, developers are given an environment that feels like a startup—a place to safely experiment and innovate with data. A "vault" sounds like a static thing, but with Skyflow, insights can vault from team to team. It's security and creativity in one movement.

Brand Identity

The Skyflow identity is the visual manifestation of the brand idea *No More Either/Or*. As such, it is vital to implement all aspects of the Brand Identity in a consistent and thoughtful manner.

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Logo Overview

The Skyflow logo employs custom letterforms and optimized letter spacing to convey the creative and collaborative spirit of the company and its products.

Angles within the logo sweep skyward, left to right, and are formally unified to evoke the uplifting liberation of not only securing but using data—no more either/or.

The tangents and flow between letterforms symbolize partnerships and seamless collaboration, an expression of Skyflow's zero-trust data security integration into any workflow.

Note: The Skyflow logo is custom drawn. Do not recreate it or its elements. Always use the supplied artwork.

skyflow

skyflow + skyflow = skyflow

Collaboration
Partnership
Seamlessness
Flexibility

Upward
Secure
Structured
Technical

Optimistic
Creative
Eyes to the Future
Unexpected

Logo Clear Space & Minimum Size

The Skyflow logo must appear clearly and legibly in all applications.

Clear Space

Clear space is the area surrounding the entire logo. It must be kept free of any visual elements, including text, graphics, borders, patterns, and other logos.

Clear space is measured in relation to “X,” which equals the x-height of the logo. Minimum clear space should be equal to or greater than 0.5X on all four sides of the logo.

Minimum Size

The minimum size is the smallest the logo may appear without compromising legibility. The exhibit shown to the right indicates the recommended minimum sizes for both digital and print applications.

Consult Marketing for guidance and approval should an application of the logo require it to be scaled smaller than the recommended minimum size.

Note: The minimum size exhibit shown to the right is enlarged 200%.

Clear space



Minimum size

skyflow



Digital: 72 px

Print: 0.5 in / 13 mm

Logo Color Variations

The Skyflow logo is available in the seven brand colors shown to the right, plus black and white.

The preferred color variation is Night, which should be used in most cases. Other color variations may be used for variety or visual pacing, or when placing the logo on a colored background. (See following pages.)

A black variation of the logo is available for special-case print use, when reproduction is limited to 1-color. This color variation may also be used in co-branding situations, such as event sponsorships, or when the logo is applied to a surface (e.g. etched on glass or metal).

Note: The black logo variation may not be used on-screen or in full-color print applications.

Preferred color variation



Night

Additional color variations

Positive



Day



Dusk



Storm



Black (special-case use—print only)

Reverse



Dawn



Front



Air



White

Logo Background Usage Preferred Combinations

Shown to the right are the preferred background color pairings for our logo. These pairings have been chosen for their legibility and brand impact and should be used in most cases.

The logo may also be placed on other colors from our palette provided there is sufficient contrast for legibility. (Please see the contrast guide on the following page.)

Note: The Skyflow logo may never be placed on colors outside of our palette or on imagery.

For information about the Skyflow color palette, please see pages 20–21.



Logo Background Usage Contrast Guide: Color

The Skyflow logo may be placed on any of the colors from our palette provided there is sufficient contrast for legibility.

The logo/background color pairings shown on this page have been carefully chosen to be on-brand and legible. Do not use the prohibited pairings denoted with a red "X."

The Skyflow logo may not be placed on colors outside of our color palette.

For information about the Skyflow color palette, please see pages 20-21.

 Indicates preferred pairing

	White	Dawn	Air	Front	Day	Dusk	Storm	Night	Lunar (UI only)	Midnight
Night	skyflow	skyflow								
Day	skyflow	skyflow								
Dusk	skyflow	skyflow								
Storm	skyflow	skyflow								
Dawn	skyflow	skyflow								
Front	skyflow	skyflow								
Air	skyflow	skyflow								
White	skyflow	skyflow								

Logo Background Usage Contrast Guide: B&W

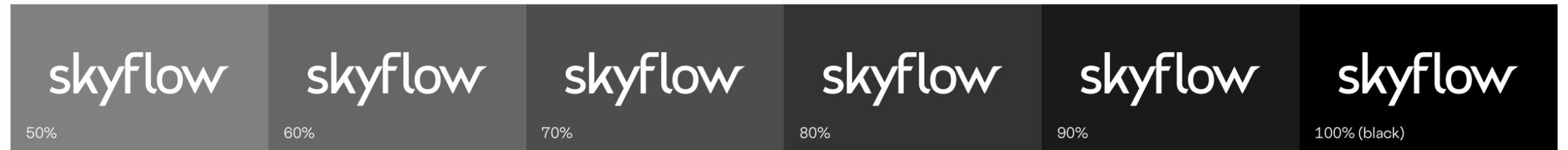
Use the contrast guide shown to the right when placing the black or white logo variation on black-and-white backgrounds.

The Skyflow logo may not be placed on photographic backgrounds.

Note: The black Skyflow logo may only be used in special-case print applications when reproduction techniques are limited to one color. It may not be used onscreen or in full-color print applications.



Use the black logo variation on backgrounds lighter than 50% black.



Use the white logo variation on backgrounds of 50% black or darker.

Logo Incorrect Usage

The examples shown to the right illustrate uses that should be avoided. These usage rules apply to all versions of the logo.

The Skyflow logo is custom drawn. Never modify or recreate it or its elements. Always use the logo artwork as provided.



DO NOT horizontally scale the logo.



DO NOT vertically scale the logo.



DO NOT alter the configuration of the logo.



DO NOT change the color of the logo.



DO NOT change the logo's font.



DO NOT add drop shadows or special effects to the logo.



DO NOT skew or distort the logo.



DO NOT outline the logo.



DO NOT crop the logo unless used as a super graphic.



DO NOT place the logo on colors outside of our palette.



DO NOT place the logo on imagery.



DO NOT use the black logo color variation onscreen or in full-color print applications.

File Nomenclature

Files are named so that you can easily find the right artwork for your needs. Once you know the details about the application you're creating (color vs. b&w, print vs. digital, color space), you'll be able to quickly locate the correct file.

Skyflow-Logo-Pos-Night-CMYK.pdf

Brand	Descriptor	Background Usage	Color Variation	Color Space	File Type
	Logo	Pos: Positive Rev: Reverse See pages 14-16 for guidance on background usage.	Air Black Dawn Day Dusk Front Night Storm White See page 13 for guidance on color variations.	RGB: RGB/Hex CMYK: 4-color process PMS: Pantone Matching System RGB/Hex files are used for digital applications. 4-color process and Pantone files are used for print applications.	Vector: .ai .pdf .svg Raster: .png Vector artwork may be scaled up or down without compromising visual quality. Raster files should never be scaled larger than their native resolutions. Contact Marketing if a raster file is required at a larger size. All files have transparent backgrounds.

Brand Elements

This section contains the visual elements that extend the Skyflow Brand Identity—color palette, typography, iconography style, diagram style, and illustration style. These elements work cohesively to create a recognizable system.

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Color Palette Overview

Core Palette

Rich and vibrant, our core color palette is anchored in Night, our primary logo color. Night's depth and richness are complemented by white, neutrals, and a range of brighter colors that should be used according to the ratios shown to the right.

In most situations, white and the lightest grays are used as background colors, but any of our colors may be used as backgrounds when contrast, visual pacing, and/or moments of brand impact are desired. Text may appear in any Skyflow color provided there is sufficient background contrast for legibility, but avoid using our brighter colors for long passages of text, which can be hard on the eyes.

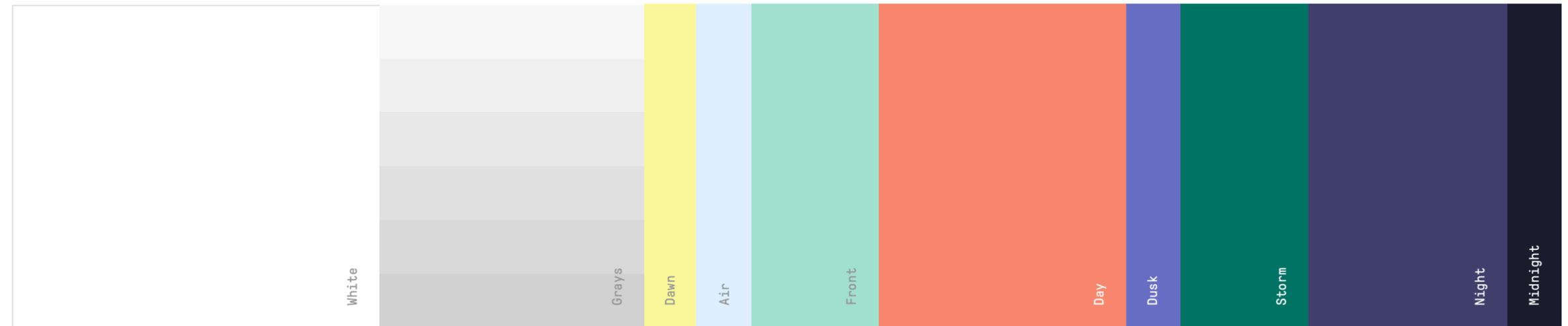
Note: Night should be used sparingly and purposefully. Do not overuse it, especially for backgrounds. Designs should never feel dark in overall value. (Exception: Dark Mode in UI.)

Dev/UI

Our Dev/UI palette draws from our core palette and includes the additional color Lunar. This palette is used exclusively for product and is separated into Light and Dark modes for optimal readability in different lighting environments. Light Mode prominently features white and our lighter colors, whereas Dark Mode leans into our darker colors, with Midnight used as a background color instead of white.

For examples of our color palette in use, please see the Brand Applications section.

Core palette



Dev/UI palette



Light Mode

Dark Mode

Color Palette Specifications

Skyflow colors are based on current RGB standards and the Pantone® Matching System. Shown to the right are specifications for reproducing our primary color palette in both digital and print applications.

These colors have been carefully chosen to represent our brand and should never be altered.

Midnight vs. Black

Our Midnight color looks black, but it is richer and deeper than standard black. Please be sure to use Midnight color specifications as noted here. Standard black specifications are RGB 0/0/0, Hex 000000, CMYK 0/0/0/100.

Note: The Pantone and CMYK colors specified here are for use on coated paper stocks. If a specific application requires printing on uncoated stock, please work with Marketing and your printer to determine optimum color matches.

Adobe Creative Cloud® color swatch libraries are available for both digital and print applications and are supplied with the Brand Assets.

The CMYK, RGB, and Hex values shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone color publications for accurate color.

Dawn	Air	Front	Day	White	Grays (% of black)
RGB 250 247 155 Hex faf79b CMYK 5 0 55 0 Pantone 600 C	RGB 222 239 255 Hex deefff CMYK 10 2 0 0 Pantone 656 C	RGB 162 224 206 Hex a2e0ce CMYK 27 0 18 0 Pantone 572 C	RGB 247 134 109 Hex f7866d CMYK 0 58 53 0 Pantone 2024 C	RGB 255 255 255 Hex ffffff CMYK 0 0 0 0	3%
					6%
					9%
					12%
					15%
					18%
Dusk RGB 104 109 196 Hex 686dc4 CMYK 76 56 0 0 Pantone 2366 C	Storm RGB 0 115 100 Hex 007364 CMYK 97 13 78 16 Pantone 335 C	Night RGB 64 62 107 Hex 403e6b CMYK 81 67 0 42 Pantone 5265 C	Midnight RGB 27 27 46 Hex 1b1b2e CMYK 95 72 15 67 Pantone 533 C	Lunar (UI only) RGB 62 62 78 Hex 3e3e4e	

Typography

Typography is an essential component of the Skyflow brand identity that adds to our unique personality. It helps unify our communications and tell our story.

The Skyflow typographic system is built around Cosmica, a geometric reinterpretation of the new classic Galaxie Polaris font. As a geometric sans serif font, Cosmica is not overly-constructed and was chosen for its unique and slightly quirky characteristics.

GT Pressure Mono complements Cosmica and is a nod to the coding environment of text editors and monospace type, evoking the native world of code and data.

GT Pressu
COSM

Typography

Primary Font

The Cosmica font family includes three weights and two styles, as shown. It supports almost all languages based in the Latin alphabet.

Cosmica is available for licensing at vllg.com.

Cosmica
 AaBbCcDdEeFfGgHh
 IiJjKkLlMmNnOoPpQq
 RrSsTtUuVvWwXxYyZz
 1234567890!@#\$%^&

Available weights

Cosmica Bold

AaBbCcDdEeFfGgHhIiJj
1234567890!@#\$%^&*

Cosmica Bold Italic

AaBbCcDdEeFfGgHhIiJj
1234567890!@#\$%^&*

Cosmica Medium

AaBbCcDdEeFfGgHhIiJj
 1234567890!@#\$%^&*

Cosmica Medium Italic

AaBbCcDdEeFfGgHhIiJj
*1234567890!@#\$%^&**

Cosmica Regular

AaBbCcDdEeFfGgHhIiJj
 1234567890!@#\$%^&*

Cosmica Regular Italic

AaBbCcDdEeFfGgHhIiJj
*1234567890!@#\$%^&**

Typography

Monospace Font

GT Pressura Mono is Skyflow's monospace font. Our visual system uses only the Regular weight, shown to the right.

Note: GT Pressura Mono should be used sparingly. Do not use it for body copy or text passages that are more than 4-5 words.

GT Pressura Mono is available for licensing at grillitype.com.

GT Pressura Mono
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&

Available weights

GT Pressura Mono Regular

AaBbCcDdEeFfGgHhIiJj
1234567890!@#\$%*

Typography

Alternate Fonts

DM Sans is our alternate font for instances when our primary font cannot be used. It should be used only for internal and external non-marketing documents in applications such as Microsoft Office and Google Workspace.

In situations where DM Sans is not available, such as email and email signatures, Arial may be used.

DM Sans is available as a free download from fonts.google.com.

Arial is available as a system font in both Windows and MacOS.

DM Sans

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#%&^

Available weights

DM Sans Bold

AaBbCdEeFfGgHhJjKkLl
1234567890!@#%&*

DM Sans Bold Italic

AaBbCdEeFfGgHhJjKkLl
1234567890!@#%&*

DM Sans Regular

AaBbCdEeFfGgHhJjKkLl
1234567890!@#%&*

DM Sans Italic

AaBbCdEeFfGgHhJjKkLl
*1234567890!@#%&**

Arial

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#%&^

Available weights

Arial Bold

AaBbCdEeFfGgHhJjKkLl
1234567890!@#%&*

Arial Bold Italic

AaBbCdEeFfGgHhJjKkLl
1234567890!@#%&*

Arial Regular

AaBbCdEeFfGgHhJjKkLl
1234567890!@#%&*

Arial Italic

AaBbCdEeFfGgHhJjKkLl
*1234567890!@#%&**

Typography

Basic Usage

Our typographic style is clean, simple, and sophisticated. A range of type weights brings flexibility and unity to our communications. Hierarchy is established across different levels of information through contrasting sizes, weights, and colors, creating a look that's eye-catching and aesthetically pleasing.

Cosmica is Skyflow's primary font. It is used for headings and headlines, where its personality can be most fully appreciated. It is also used for body text and captions.

GT Pressura Mono Regular is our monospace font. It may be used for section headings, buttons, tags, labels, navigation—anywhere a digital counterpoint to the more expressive Cosmica is useful.

For examples of typography usage, please see the Brand Applications section.

Large Headlines

Font: Cosmica Regular
Case: Sentence
Leading: 1.2x-1.4x
Kerning: Metrics
Tracking: -10

Large headline text is set in Cosmica Regular.

Medium Text

Font: Cosmica Regular
Case: Sentence
Leading: 1.2x-1.4x
Kerning: Metrics
Tracking: -10

Medium text is set in Cosmica Regular.

Medium Text (alternate)

Font: Cosmica Medium
Case: Sentence
Leading: 1.2x-1.4x
Kerning: Metrics
Tracking: -10

Medium text 30pt or smaller may also be set in Cosmica Medium for better legibility.

Section Headings, Tags, and UI Elements

Font: GT Pressura Mono Regular
Case: Sentence, all caps
Leading: 1.2x-1.5x
Kerning: Metrics
Tracking: 0-5

Tag SECTION HEADING

Navigation

Label

Button

Body Text

Font: Cosmica Regular / Bold
Case: Sentence, title for subheads
Leading: 1.2x-1.5x
Kerning: Metrics
Tracking: 0

Subhead (Cosmica Bold)

Body text is set in Cosmica Regular, with **Cosmica Bold** used for emphasis. When needed, *Cosmica Regular Italics* may be used to denote titles and names of works. Bis ium sequos nonecullaut est, aut reperum vent.

- Bulleted copy example est quo et etusam invel et res maxim acepe
- Quis et endis aci que si nobit ut voloreius ma demo moles unto

Iconography Style

Our iconography is evolving and conceptual. Shown on this page is a collection of icons that have been created thus far.

Skyflow icons fall into two categories: primary and supporting.

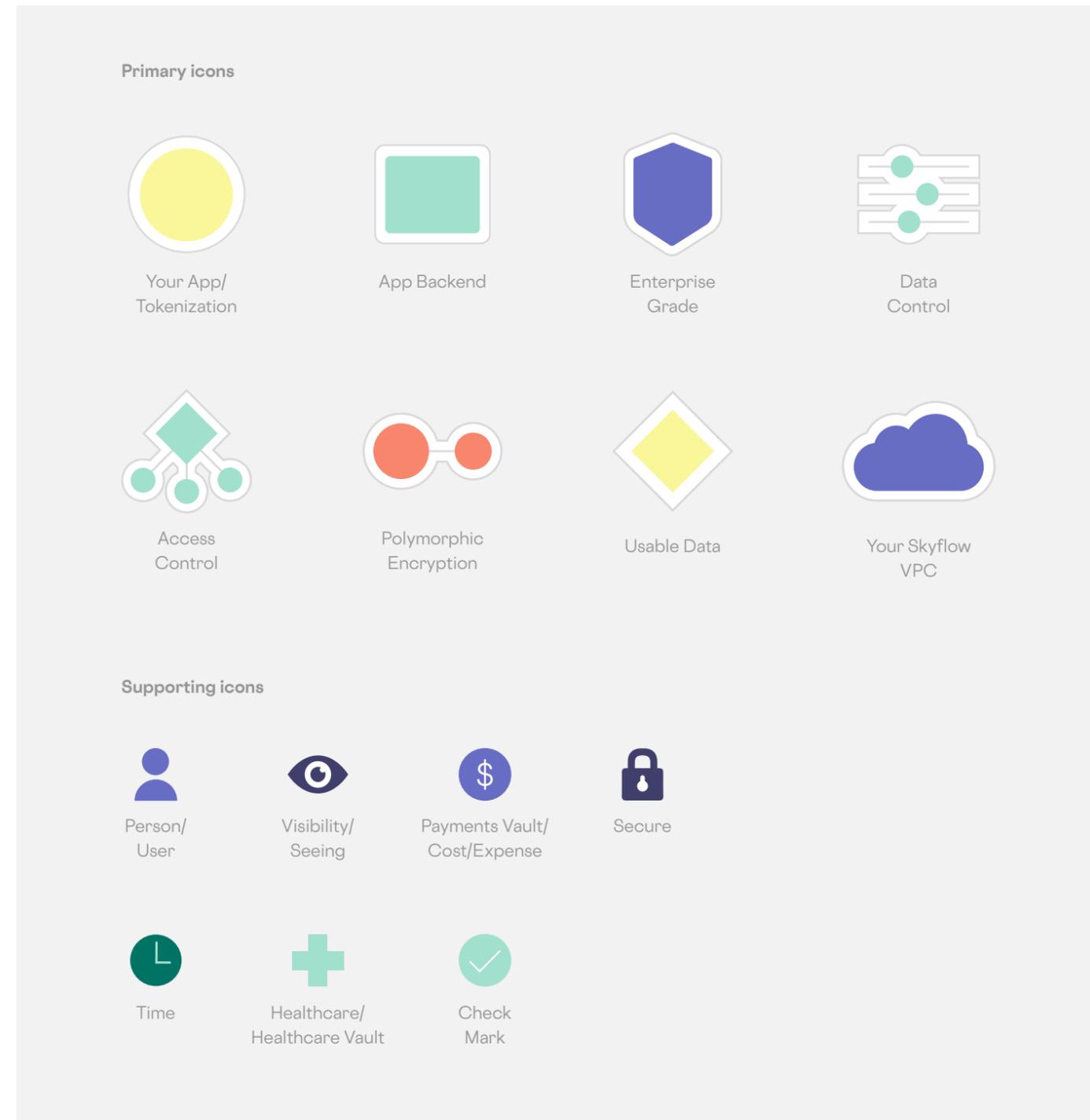
Primary icons

Primary icons are abstract and reductive. They appear front and center in our visual system and communicate key concepts and information. They are constructed with gray offset outlines that add gravitas and make the icons more ownable by the Skyflow brand.

Supporting Icons

Supporting icons play a secondary role in our visual system. They are more literal and representational than our primary icons and are used only within the context of diagrams. (See pages 28-31.) Supporting icons must never be used on their own, and they should always appear secondary in scale to our primary icons.

As the brand grows, we anticipate our set of iconography to grow with it. When creating new icons, use the examples shown on this page as a guide to inform future designs.



Specifications

Line

Only one line weight per icon may be used. Icons within a set should use the same line weight. When outlining primary icons, offset the outline from the shape, and use a white fill to make the icon stand out when placed on gray backgrounds. Supporting icons should not be outlined.

Shape

Our primary icons use shapes that are more abstract, whereas our supporting icons use shapes that are more representational. In either case, simplicity is key.

Color

Color use should be minimal, no more than 1-2 colors per icon (plus gray for primary icons).

Diagram Style Overview

In keeping with the rest of our visual system, the Skyflow diagram style is direct, clear, and stripped back to the essentials. Evocative of whiteboarding, it communicates information and ideas in a manner that is straightforward and easy to understand. Shapes and lines are uncomplicated, and use of color is minimal and purposeful.

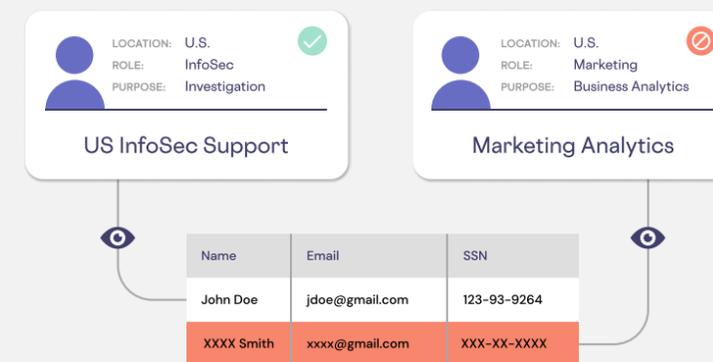
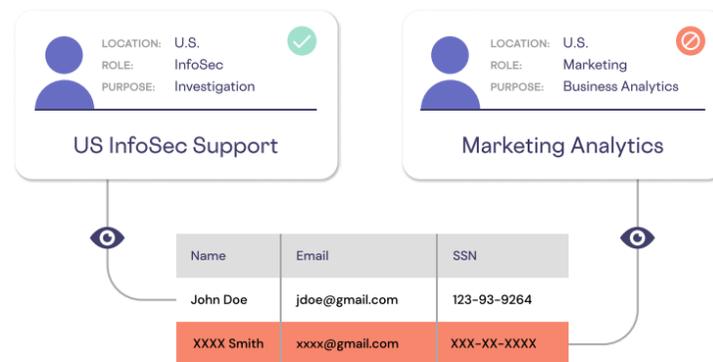
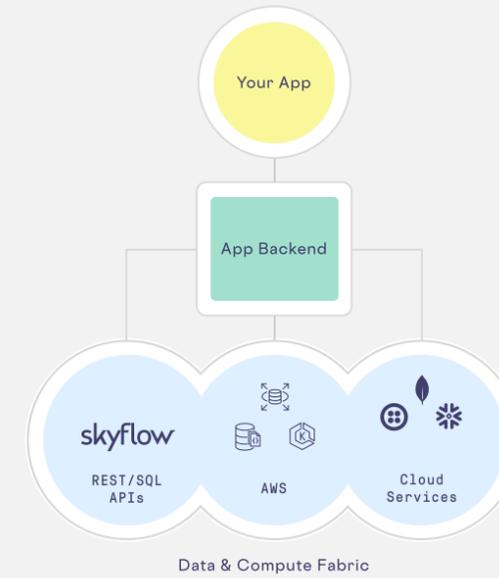
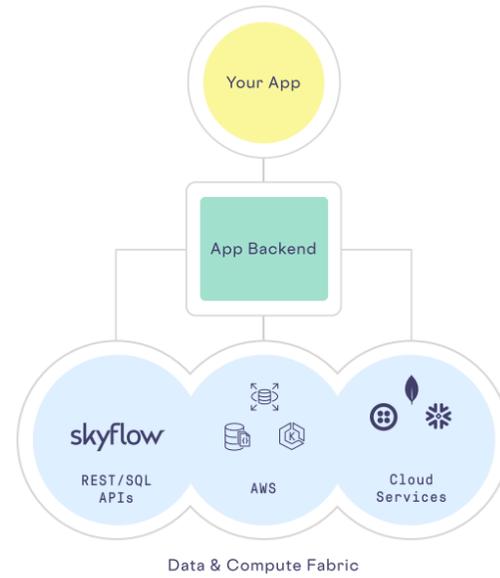


Diagram Style Elements

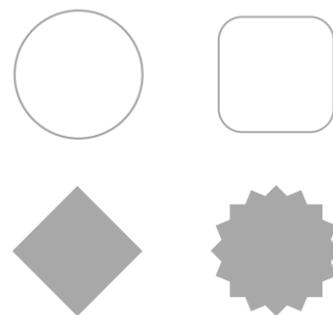
Skyflow diagrams are constructed using the elements shown on this page. Proper use of these elements will ensure legibility and brand consistency.

Lines



Diagram lines may be solid, dashed, or dotted, with butt caps. Simple arrowheads are used when needed.

Shapes



Our diagram system uses simple geometric shapes.

Color

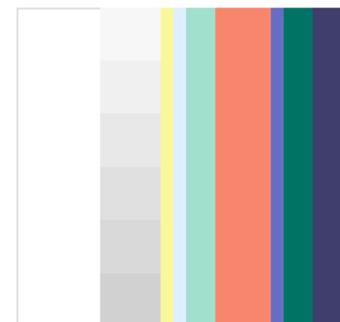
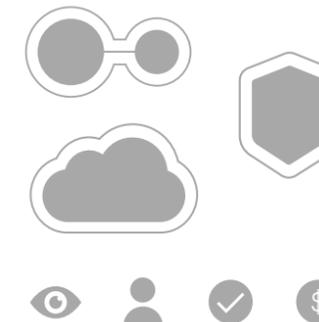


Diagram colors draw from the entire Skyflow palette. (Please see pages 20-21.)

Iconography



Both primary and supporting iconography are used throughout our diagrams. (Please see page 27.)

Typography

_HEADING

Tag

Heading

Body text lorem ipsum dolor lliquid ut mo enias iusam fuga.

Diagram typography follows the same general rules as the rest of the Skyflow visual system. (Please see pages 22-26.)

Diagram Style Usage

Shown to the right are examples of our diagram style in use.

Line

Solid lines are the default style, but dashed lines may also be used when needed to illustrate a concept. Only one line weight per diagram may be used. Arrows should be used only when necessary to indicate direction.

Shape

Simple geometric shapes, both solid and outlined, may be used. Avoid using shapes that are overly complex.

Color

Colors should always be used purposefully to communicate categorization, progression, etc. Avoid using colors purely for decoration, and only use the minimum number of colors necessary to communicate information.

Typography

Clear type hierarchy should be used to distinguish various elements. Title case and sentence case should be used in most situations, but all caps may also be used sparingly for categories and labels.

Iconography

Both our primary and supporting icons are used in our diagrams. Supporting icons should always be used at smaller scale and should never dominate.

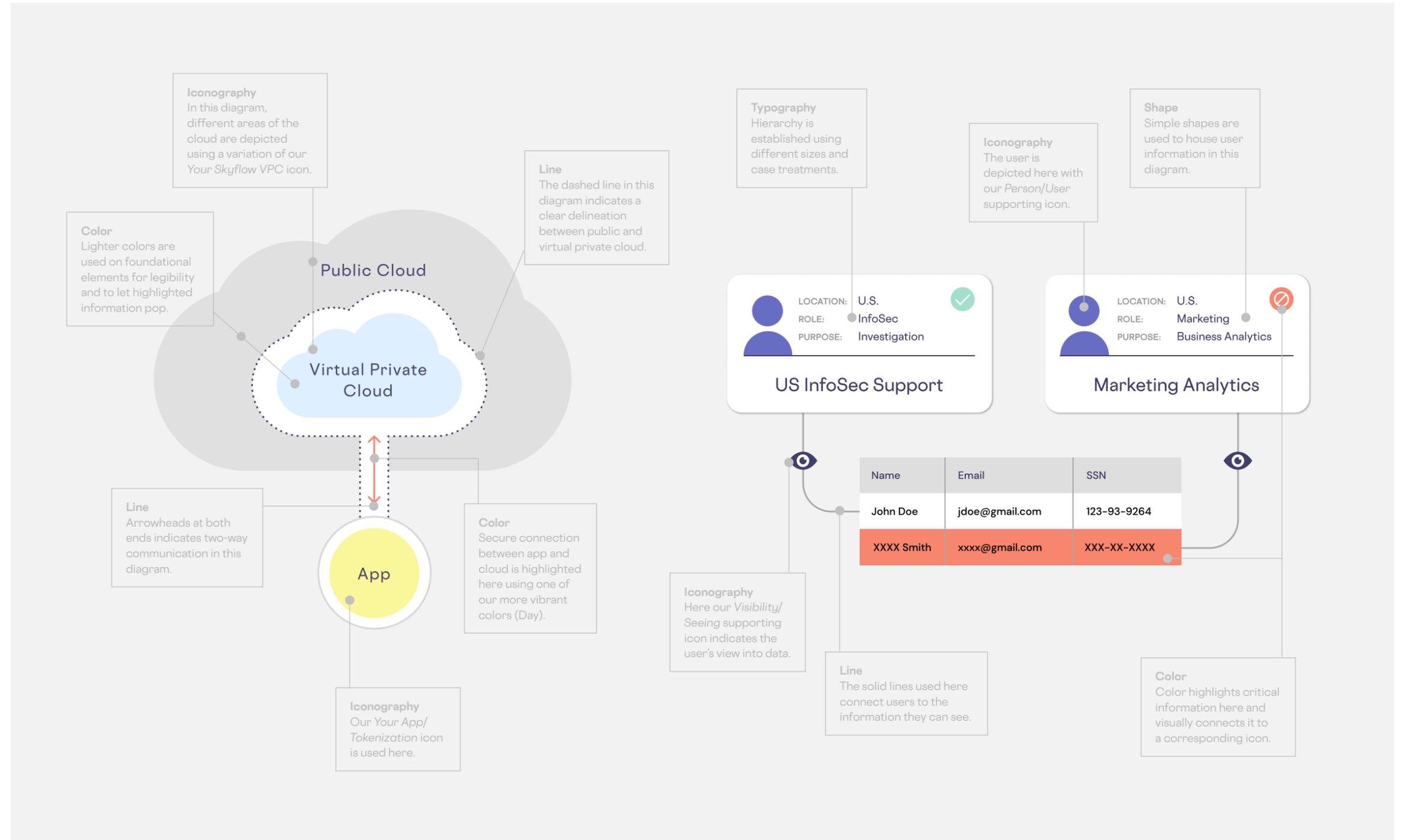


Diagram Style Assets

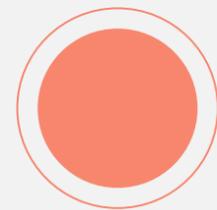
Like our iconography, our diagram system is evolving and conceptual. Shown on this page is a collection of assets that have been created thus far.

In the top row, we have defined our core products visually: Customer Vault is represented by a circle in Day, Payment Vault by a diamond in Dusk, and Healthcare Vault by an oblong oval in Front.

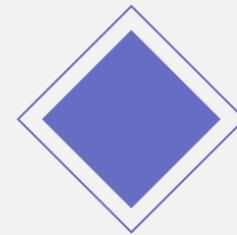
In the bottom row are unique representational elements. The device/mobile phone shown can be redesigned as needed. A device may also be shown as a tablet, laptop, or desktop computer.

The cloud shape, based on our *Your Skyflow VPC* icon, is very flexible and can be used in a variety of ways to depict different concepts, as shown here.

As the brand grows, we anticipate the set of diagram assets to grow with it. Please use the elements on this page as a starting point to inform future designs.



Customer Vault



Payments Vault



Healthcare Vault



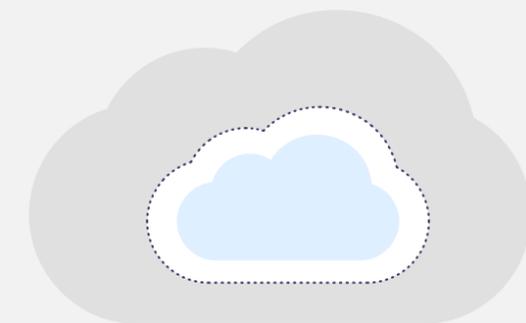
Device/mobile
phone



Your Skyflow VPC
(icon)



The cloud



Private cloud inside public cloud

Illustration Style

Our illustration style is abstract, bold and colorful. It follows the guiding principles of our diagram style (pages 28-31) to unify with the rest of the Skyflow visual system.

Illustrations fall into the following categories:

Linear Diagonal

Parallel diagonal lines and shapes mirror the sweeping, skyward-facing angles in the Skyflow logo. Angles are always 63°.

Linear Horizontal

Parallel horizontal lines evoke data and forward motion. Lines used are heavier than those in linear diagonal illustrations.

Linear Waves

These illustrations use undulating curved lines, with or without solid shapes. A single line or a series of identically-shaped lines may be used, but avoid using too many elements, which can result in busy or overly-complex illustrations.

Diagram Vignette

Diagram vignettes are simplified versions of diagrams used as evocative supporting imagery. Labels should be used minimally.

Logo

The Skyflow logo is showcased in these illustrations, either large as a bold super graphic, or small as a repeating pattern.

For examples of our illustration style, please see the Brand Applications section.

Linear Diagonal



Linear Horizontal



Linear Waves

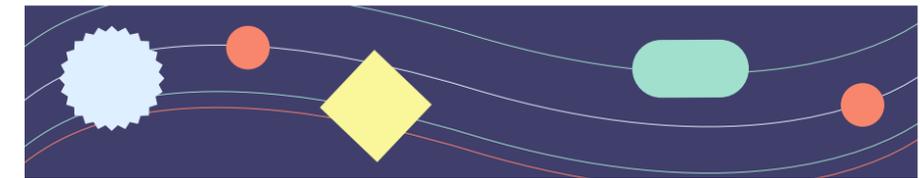
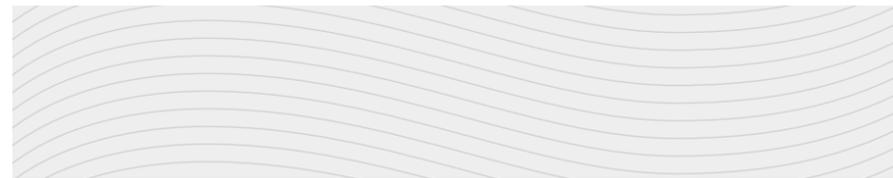


Diagram Vignette



Logo

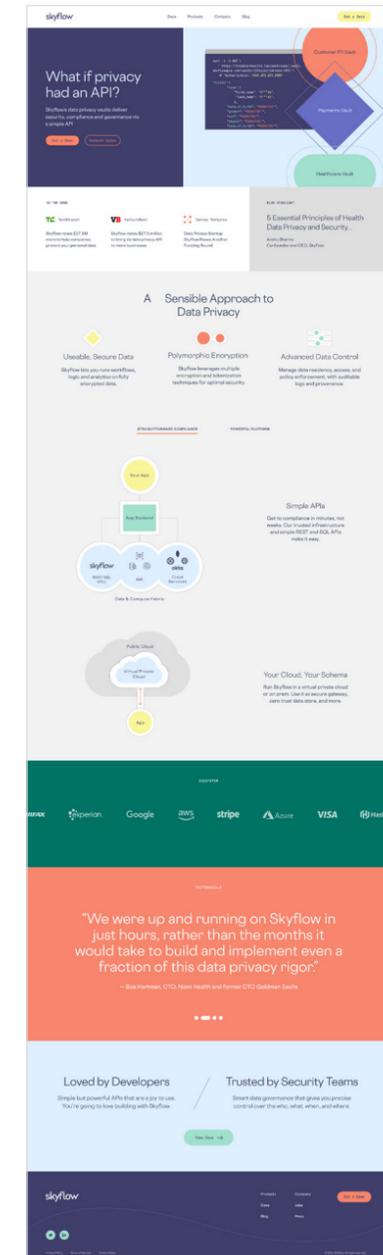
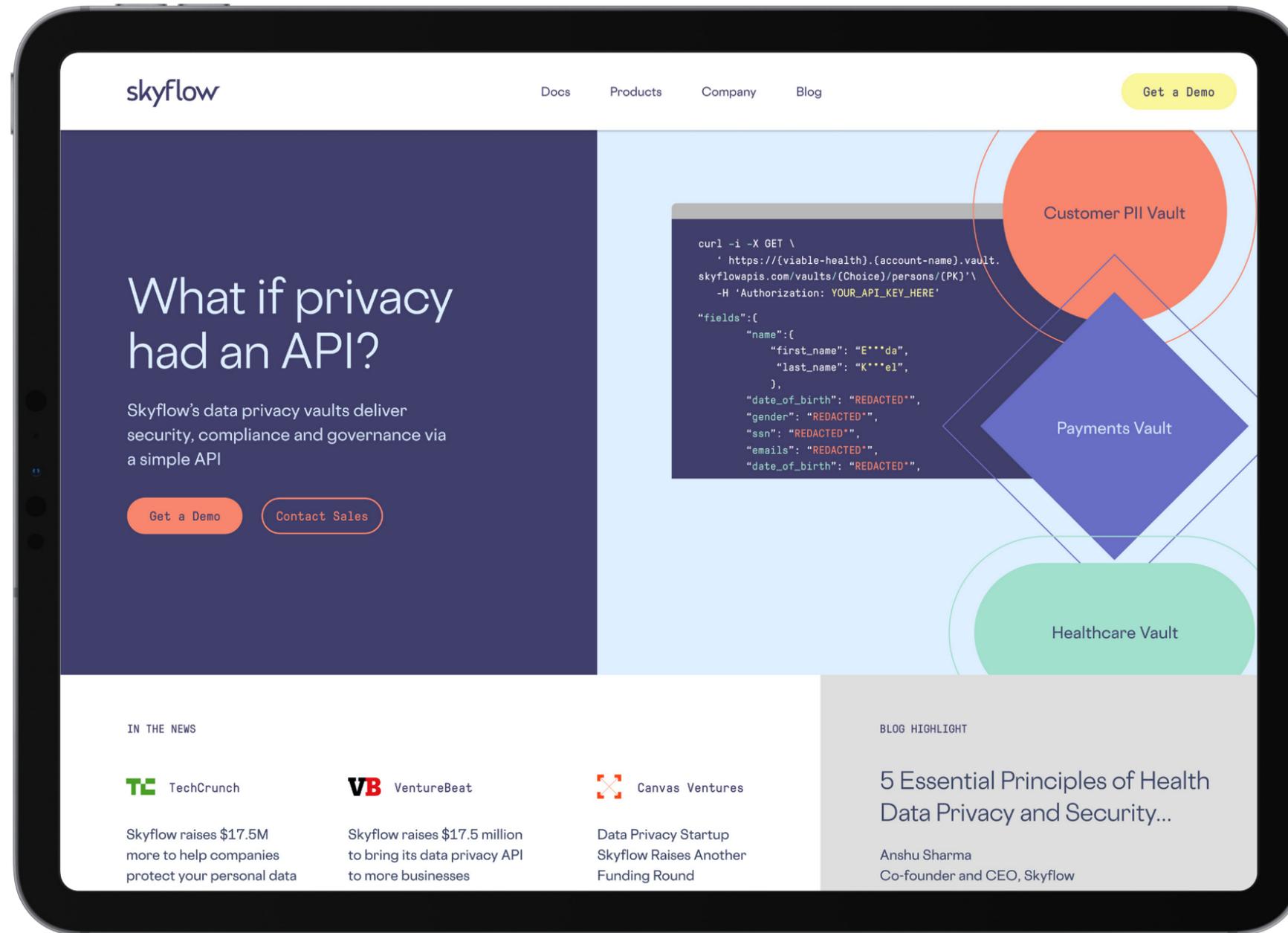


Brand Applications

This section illustrates how the Skyflow brand identity and design elements can be used together in a consistent way to create impactful communications. The examples shown here are meant to help guide and inspire further design exploration.

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Website



Swag



Presentation Template

skyflow

Building the Privacy Vault for B2C Customer Data

Paul Kopacki, CMO
April 1, 2021
DreamForce San Francisco

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Case Study: Fidelity Investments

Company: Fidelity Investments is one of the largest financial services company in the world.

Problem: They have 3 ongoing initiatives. First, secure data in Snowflake. Second, build a encryptor/tokenization service. Third, data sharing with third parties.

Solution: Skyflow is proposing POCs for using us as a PII tokenization service, and to be design partners for our upcoming Snowflake solution.

Benefits: Fidelity believes this is one of their top challenges, and is therefore willing to work with early stage startups. Data privacy is a regulatory challenge but they also need to solve it to derive value from data internally and externally. Sharing of data is a key use case.

Future: Next step is to agree on the proof of concept. We expect 6-12 month sales cycles with other enterprise customers similar to the likes of Fidelity.

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This Is a Longer Slide Heading Example

- Link disparate data sources based on patient identity
- Rule-based or ML-based matching
- Underpins vault index and dedupe feature
- Exposed as an API

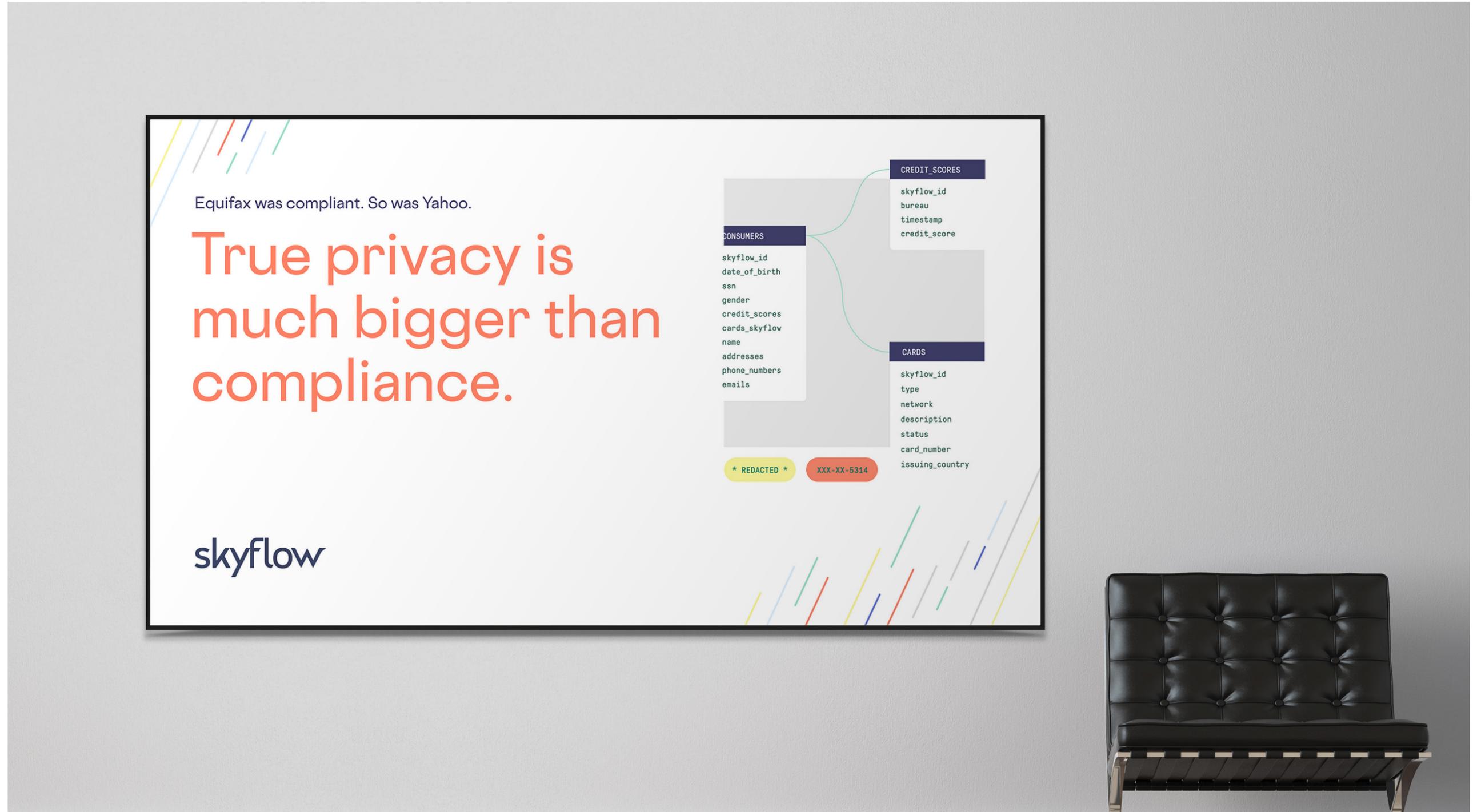
skyflow

Building the Privacy Vault for B2C Customer Data

"We were up and running on Skyflow in just hours, rather than the months it would take to build and implement even a fraction of this data privacy rigor."

Ben Hartman, CTO
Nomi Health and former CTO Goldman Sachs

Poster



Out of Home



Zoom Background





Contact

All inquiries regarding the Skyflow Brand Guidelines should be made to:

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