Brand Guidelines

Brand Identity

Brand Overview

A brand is shaped by the sum of an organization's visual and written content assets, as well as the experiences employees, customers, partners, and others have with the brand.

The value of brand awareness and engagement is not based the quantity of interactions a customer, partner, employee, or others have with our brand but the quality and relatability of the interaction.

POSITION STATEMENT

Digital innovation is transforming all industries. Cybersecurity and networking professionals across large and small enterprises must be able to defend against the constantly evolving threat landscape to provide the organization with highest levels of business performance, user experience, and speed. Fortinet's cybersecurity platform enables digital innovation and protects every edge in the infrastructure through broad, integrated, and automated security protection.

ATTRIBUTES

We are dedicated
We are resourceful
We are agile
We are resolute
We are prescient

TONE

Engaging
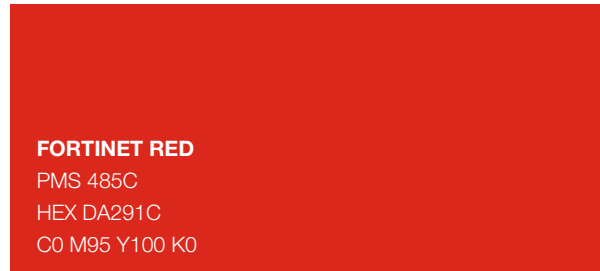**Authentic**
Optimistic
Astute
Assuring

SENTIMENT

Powering the secure [business]

Color Palette

Fortinet Red
is our primary brand color and should be featured in all designs.

FORTINET RED
PMS 485C
HEX DA291C
C0 M95 Y100 K0

Fabric Colors
have been carefully selected to represent Fortinet Security Fabric solutions. Feature these colors in your design alongside Fortinet Red.
Darker shades are used alongside their corresponding fabric color. Avoid combining multiple fabric colors in the same composition.

CRIMSON	TEAL	BLUE	PURPLE	GREEN
PMS 187C	PMS 310C	PMS 285C	PMS 265C	PMS 7480C
HEX BF2426	HEX 6AD1E3	HEX 0071CE	HEX 9164CC	HEX 00BF65
C0 M100 Y74 K26	C48 M0 Y9 K0	C91 M53 Y0 K0	C53 M68 Y0 K0	C75 M0 Y71 K0
DARK RED	DARK TEAL	DARK BLUE	DARK PURPLE	DARK GREEN
PMS 7421C	PMS 3035C	PMS 288C	PMS 273C	PMS 3305C
HEX 651D32	HEX 003E51	HEX 002D74	HEX 24135F	HEX 004E42
C18 M100 Y45 K67	C100 M30 Y19 K76	C100 M87 Y27 K19	C62 M80 Y0 K63	C93 M13 Y61 K62

Neutral Colors
complement the brand palette and can be used alongside them or on their own when a topic is not featured.

LIGHT GRAY	GRAY	DARK GRAY	BLACK
PMS 7541C	PMS 7544C	PMS 7546C	PMS 7547
HEX D9E1E2	HEX 768692	HEX 253746	HEX 131E29
C7 M1 Y3 K2	C35 M14 Y11 K34	C73 M45 Y24 K66	C99 M74 Y31 K84

Secondary Colors
should never be featured in your designs. Use them sparingly in charts, graphs, or diagrams to denote status or warnings.

ORANGE	YELLOW
PMS 151C	PMS 109C
HEX FF8200	HEX FFD100
C0 M49 Y100 K0	C0 M18 Y100 K0

Color Schemes

Color schemes align with Fortinet's Security Fabric Solutions.

| Security-driven Networking | AI-driven Security Operations | Dynamic Cloud Security | Zero-trust Network Access |

The dark scheme

features a dark background color paired with the corresponding brand color inside the rays. Fortinet red can be used with any dark scheme to emphasize key elements of the design.
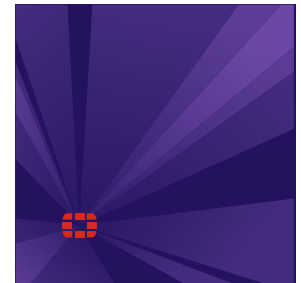
The bright scheme

features a bright background color paired with the corresponding dark shade inside the rays. This scheme does not offer enough contrast for Fortinet red and should be used with the white logo.

The light scheme

features a white background paired with a brand color inside the rays. Fortinet red can be used with any light scheme to emphasize key elements to the design.
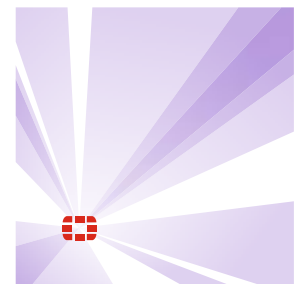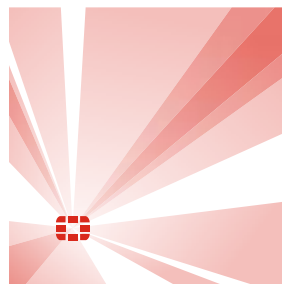
Topics and Solutions

	Security-driven Networking	AI-driven Threat Intelligence	Dynamic Cloud Security	Zero Trust Network Access	Fabric Management and General Topics	Fabric Ecosystem
PRODUCTS	FortiAP FortiDeploy FortiGate FortiOS FortiOS-Carrier FortiSwitch FortiTester FortiWAN Secure SD-WAN	FortiAnalyzer FortiGuard Subscription Services FortiGuard/FortiGuard AI FortiInsight FortiSandbox FortiSIEM Security Rating	FortiCASB FortiCloud FortiGate-VM FortiMail FortiWeb	FortiADC FortiAuthenticator FortiCache FortiCamera/ FortiRecorder FortiClient FortiConverter FortiDDoS FortiExtender FortiNAC FortiPortal FortiVoice FortiWLC/FortiWLM	FortiCloud FortiGate Cloud FortiManager	Fortinet Fabric APIs Fortinet Fabric Connectors
SOLUTIONS & TOPICS	SD-Branch SD-WAN SSL/TLS Encryption and Inspection Unified Threat Management	Adv. Threat Protection/ Sandboxing Artificial Intelligence/ Machine Learning Insider Threats Threat Intelligence	Hybrid Cloud Security	BYOD Data Center Security DDoS Endpoint Protection Identity and Access Management IoT Mail Security Operational Technology/SCADA/ ICS VoIP Systems Wireless Security	Digital Transformation Education Financial Services Government Healthcare Hospitality Manufacturing Physical Security Ransomware Retail ROI/TCO of Security Supply Chain Security	

Fortinet Logo

The Fortinet Logo

The Fortinet logo consists of a graphic symbol combined with logotype that together create a single, unified image.

The symbol replaces the letter "O" in "Fortinet," becoming an important part of the logo. This symbol is a graphic representation of the top-down view of a castle turret - representing a fortress or security. Each individual letter in the word "Fortinet" has been custom drawn for balance throughout the wordmark. Do not create your own version of the Fortinet logo.

The "®" registered trademark protection is a part of the logo artwork and must never be removed. It may be enlarged in instances where legibility is a concern.

The primary version of our logo is red and black and should be used wherever possible. However, when used over color or imagery, there is often not enough contrast for our logo to be readable. In those instances, one color versions of our logo have been created (black and white) for placement over color or imagery background.

Always select and use the version of the artwork that provides the logo with the most contrast and readability.
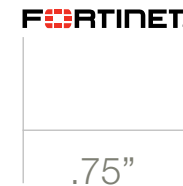
Download the Fortinet logo:
Print
Digital

LOGO ELEMENTS

Logotype

Symbol

Registered
Trademark

CLEAR SPACE

X X

X X

X

MINIMUM SIZE

.75"

SECONDARY LOGO VERSIONS

White and red version

White version

Black version

The Fortinet Symbol

The "O" symbol may be used as a shorthand to represent Fortinet in certain applications.

To maximize recognition, the symbol should be used when the Fortinet brand has already been established.

The symbol may also be employed in instances where there is insufficient room to accurately display the Fortinet logo. Some examples are social media icons or mobile application icons.

If you are ever unsure about the appropriate use of the logo or the symbol, please contact **brand@fortinet.com** for guidance.
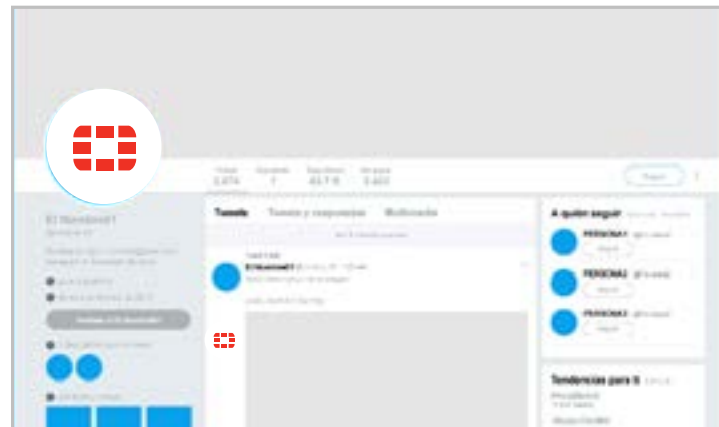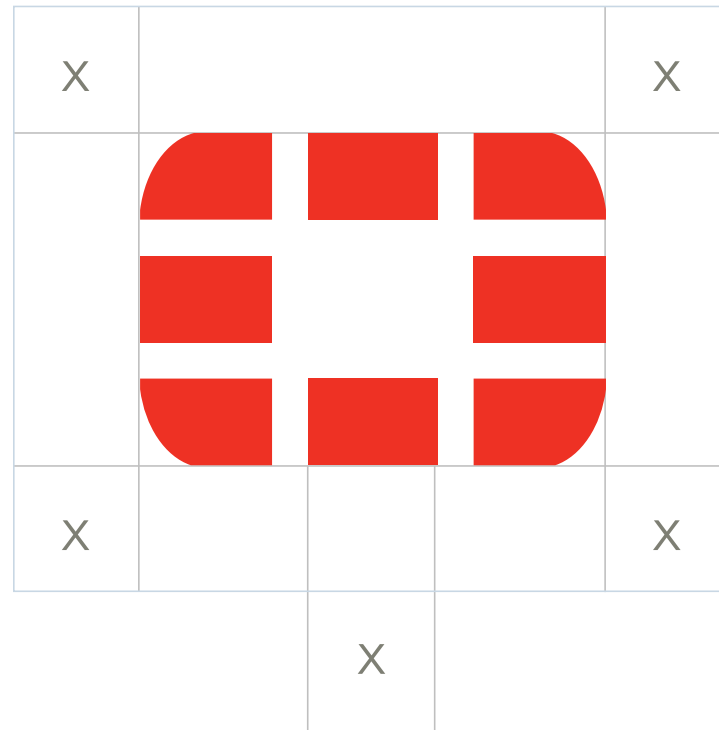
Logo Misuse

Please exercise care when using the Fortinet logo.

Do not modify, change, or otherwise alter any of the logo elements (color, typeface, proportions, etc.)

We have prepared several inappropriate uses on this page as examples of what **NOT** to do.

To obtain the official Fortinet logo artwork files, please contact brand@fortinet.com

LOGO MISUSE EXAMPLES

Do not change the size relationship between the symbol and the logotype.

Do not place the logo over backgrounds that do not provide sufficient contrast.

Do not compress or stretch the logo, or alter it's aspect ratio in any way.

Do not replace the symbol with other graphics.

Do not add shadows, gradients or other visual effects to the logo.

Do not use the symbol with other text.
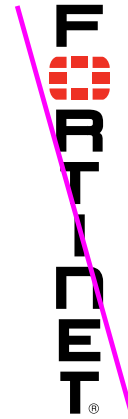
Do not recreate the logo in a vertical format.

Do not create your own type lockup by adding text in close proximity with the logo.

Do not place the logo over visually busy backgrounds.

Do not use the symbol next to the full logo.

Do not combine part of the logo with other words.

Do not use old versions of the logo.

Co-Branding

Co-Branding

Many co-branding instances will require the Fortinet logo to be placed side by side with a partner logo (locked up).

The guidelines on this page outline the proper way to construct a lockup with the Fortinet logo.

Each logo should be sized to be optically equal. The left position of the lockup indicates brand dominance in brand-neutral environments.

Fortinet Dominant

Fortinet dominance is established when Fortinet most heavily influences the communications experience—namely, when Fortinet is the foremost driver of the activities depicted or involved. Fortinet dominant experiences rely heavily on the Fortinet visual system for look and feel.

These examples demonstrate conceptually how Fortinet dominant co-branded communications should appear in common marketing vehicles.

Note: When the Fortinet visual identity is in the lead position, the partner logo is placed in a visually subordinate position.

Partner Dominant

Partner dominance is established when the partner brand heavily influences the communications experience. As a result, the partner brand is featured more and the design reflects the partner's visual system. While the execution is driven by the visual system of the partner's brand, the visual display of the Fortinet logo must be compliant with our logo guidelines.

These examples demonstrate conceptually how partner-dominant co-branded communications should appear in common marketing vehicles.

Note: When the partner visual identity is in the lead, the partner logo is placed in the primary position and the Fortinet logo is in a subordinate position.

LOGO LOCK-UP CLEAR SPACE REQUIREMENTS
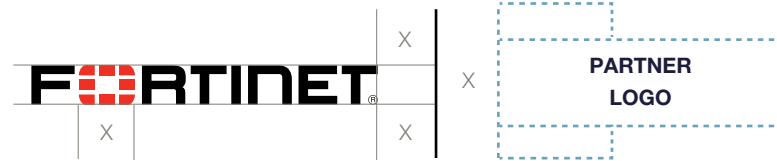
Co-Branding

Follow these instructions to add a partner logo to collateral inside the Partner Portal.

Step 1
Go the asset library inside the partner portal and turn on the filter for co-branding.

Step 2
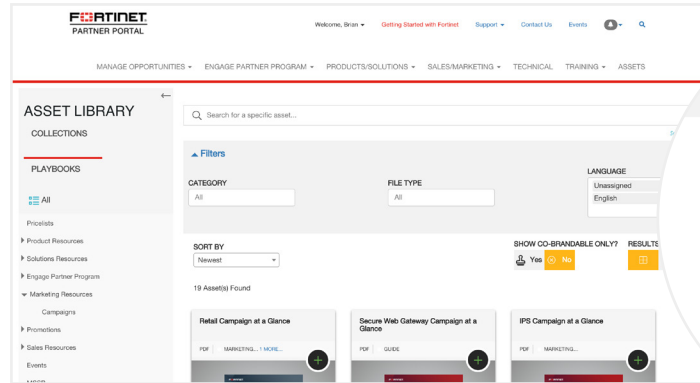Select the co-brand icon on the desired asset.

Step 3
Upload the logo file. Please make sure the logo will be legible on a dark background. Use the cursor to scale and position the logo in the upper right corner of the document.

Step 4
Go to the last page of the document. Replace the placeholder text with the desired call to action.

Step 5
Save the document and download the co-branded PDF.