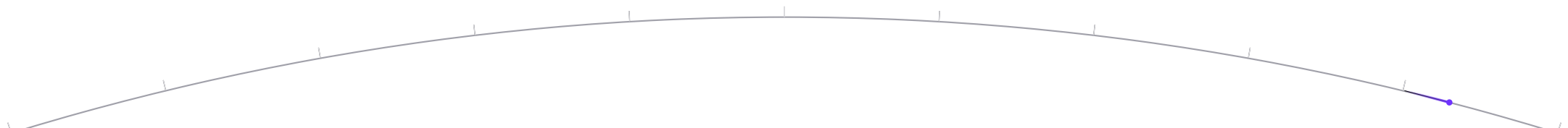




Co-marketing guidelines

Safeguard & Self-Heal your software supply chain.

BRAND SYSTEM v2.8 · safeguard.sh



Showcasing your Safeguard integration

Safeguard is the AI-native software supply chain security platform. Safeguard catches Zero Days, autonomously remediates them at 100-layer dependency depth, and ships 500K+ curated zero-CVE components so customers deploy clean.

These guidelines exist so you can demonstrate the value of your Safeguard-connected offering to your customers — accurately, and in a form both brands can stand behind.

Messaging

- Referencing Safeguard
- Referencing your integration
- Generally
- What to avoid

Logo

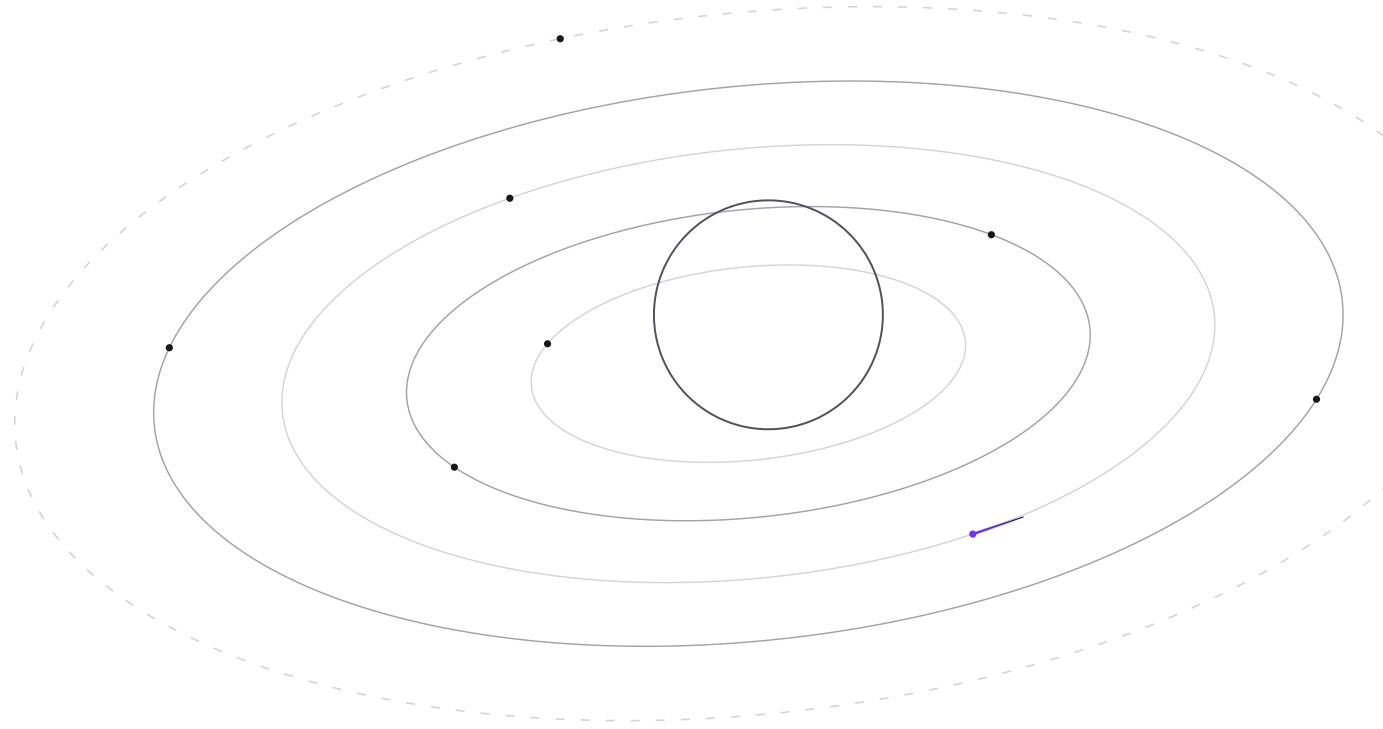
- Safeguard monogram
- Safeguard wordmark
- Safeguard lockup
- Partner lockup
- Powered by Safeguard
 - partner lockups
 - in context
- Logo colors
- Logo misuse
- Logo clearspace
- Logo usage rights
- Video & demo guidelines

Reference

- Brand colors
- Typography
- Approvals & assets

CO-MARKETING GUIDELINES

Messaging



When referencing Safeguard

- ✓ Write **Safeguard** — always. Never “SafeGuard”, “SAFEGUARD”, or lowercase “safeguard” in prose.
- ✓ On first external mention, name a product as “**Safeguard <Product>**” — for example **Safeguard SBOM Studio** or **Safeguard Griffin AI**. The product name may stand alone after that.
- ✓ **Griffin AI** is always two words, and is a technology name rather than a sub-brand. Model tiers take no additional styling: Griffin Lite, Griffin S, Griffin M, Griffin L, Griffin Zero.
- ✓ Follow the capitalization rules: **Zero Day / Zero Days** capitalized, **zero-CVE** and **AI-native** hyphenated and lowercase, **software supply chain** lowercase and unhyphenated.
- ✓ Set endpoints and domains lowercase in mono: `safeguard.sh`, `app.safeguard.sh`, `mcp.safeguard.sh`. CVE IDs and packages are mono too: `CVE-2024-3094`, `lodash@4.17.21`.
- ✓ Use descriptions from `safeguard.sh` when describing Safeguard products, and one of the three canonical boilerplate lengths rather than a loose paraphrase.

When referencing your integration with Safeguard

- ✓ Describe the integration plainly and factually: “**Integrates with Safeguard**”, “**Scans with Safeguard**”, “**Available on the Safeguard Marketplace**”. Say what the integration actually does.
- ✓ Emphasize how your solution integrates and functions with Safeguard — the surface it meets engineers on (CLI, IDE, CI, MCP), the data exchanged, and the outcome for the customer.
- ✓ Use “**Safeguard customer**” to describe your relationship. Do not use the designation “**Safeguard partner**” unless permission has been granted by the Safeguard team and a partner relationship has been contractually established.
- ✓ There is **no separate “powered by” badge**. Safeguard has exactly two logos — the monogram and the wordmark. Set any relationship phrase as plain text in your own typeface, outside the logo clearspace; never merge it into the mark.
- ✓ If you reach Safeguard through a marketplace, reseller, or channel partner, name that route rather than implying a direct relationship.

Generally

- ✓ Ensure your content is informative, accurate, and backed by reliable data, sources, and citations.
- ✓ Use clear, concise, technically precise language. Sentence case for headings and UI; never ALL-CAPS for emphasis (short mono labels only).
- ✓ Exclusively use visuals, illustrations, and branding elements for which you have obtained the necessary corporate authorization or explicit consent.
- ✓ Keep every claim about Safeguard accurate, current, and substantiated. Stats are point-in-time totals — use the current snapshot and never round up.
- ✓ Reflect Safeguard's compliance and audit status honestly. Say “audit in progress” where that is the case rather than implying a completed certification.
- ✓ Obtain written approval from Safeguard before using any messaging or claims that deviate from these guidelines, and attribute any approved quote or testimonial properly.

What to avoid

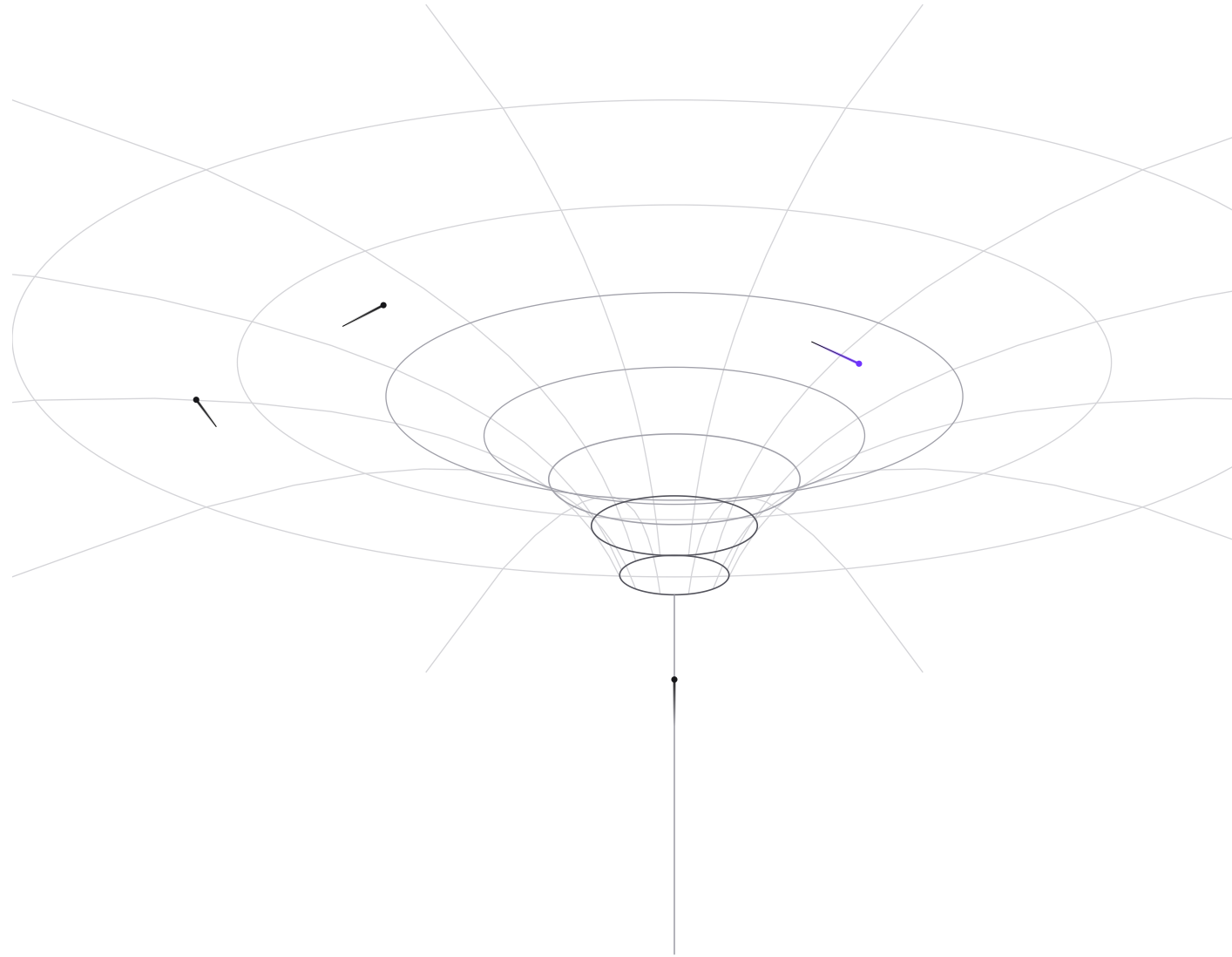
- ⊗ Using the words “**partnership**”, “**strategic**”, “**developed with**”, or “**joined forces**” with regard to your connection to Safeguard, unless a partner relationship has been contractually established.
- ⊗ Incorporating “**Safeguard**” or “**Griffin**” in your product name, domain name, mobile app title, or social media handle.
- ⊗ Making false, misleading, or exaggerated claims about Safeguard’s products, services, capabilities, or your relationship with the company.
- ⊗ Attaching a tagline, product name, or “AI” to the Safeguard logo, or inventing a “secured by” badge, seal, or third mark of any kind.
- ⊗ Absolute or fear-based claims — **unhackable**, **bulletproof**, **100% secure**, **threat-proof**, **silver bullet**. Safeguard never promises perfect security.
- ⊗ Fear-selling: breach theatrics, countdown-to-catastrophe framing, “you’re already breached”. The threat is dramatic; the voice stays level.

What to avoid

- ⊗ Naming Safeguard's competitors or building feature-table teardowns. Contrast the category — “legacy SCA” — and be specific about the difference.
- ⊗ Messaging that disparages, negatively compares, or characterizes Safeguard or its competitors in a negative light.
- ⊗ Hype and vague adjectives: **revolutionary**, **game-changing**, **next-gen**, **robust**, **seamless**, **holistic**, **best-in-class**.
- ⊗ Asserting superiority — “**the best**”, “**the only**”, “**the leader**” — without clear substantiation from independent third-party research.
- ⊗ Modifying, altering, or translating Safeguard's official messaging without prior written consent and proper review.
- ⊗ Disclosing personally identifiable information, or showing real customer findings, CVE results, SBOM contents, or scan output in demos and screenshots.
- ⊗ Using Safeguard's messaging in a way that implies endorsement or sponsorship of your product, or making guarantees about Safeguard's offerings without official support.

CO-MARKETING GUIDELINES

Logo



LOGO

Safeguard monogram

The master mark: a bold “S” in **#F1F1F1** on a clean rounded **Iris #7033FF** tile. No border, no shadow, no gradient.

This is the favicon, app icon, and avatar. The tile corner radius is fixed at **208/1080** of the tile size. Ink and white flat variants exist for mono and print runs.

There is no bare-S mark as a standalone logo.

safeguard-monogram.svg · -ink · -white

Minimum 16 px tall / 5 mm



LOGO

Safeguard wordmark

“Safeguard” set in the supplied SemiBold lettering (624 x 126 artwork, cap height 98.432).

Allowed in **Iris**, **ink**, or **white** — solid color only, never a gradient. Never re-set it in another typeface, weight, or casing.

safeguard-wordmark-iris.svg · -ink · -white
Minimum 90 px wide / 24 mm

Safeguard

LOGO

Safeguard lockup

For headers and co-branding, the monogram sits left of the wordmark. This is the two logos combined — not a third mark.

With mark height **H** as the unit: wordmark cap height **0.62 H**, gap **0.34 H**, wordmark cap-center aligned to mark center. The resulting lockup is **5.0 H × 1.0 H**. Stacked: gap 0.30 H, cap 0.30 H, centered.

Wordmark ink on light, white on dark. The tile stays Iris.

safeguard-lockup-ink.svg • -white
Minimum 120 px wide / 30 mm (horizontal)



Partner lockup

For sanctioned co-marketing, the two brands sit side by side in a **Safeguard x Partner** arrangement.

Both logos carry **equal optical weight**, each in its own correct monochrome form, separated by a thin divider. Neither logo enters the other's clearspace, and neither is scaled to dominate.

Do not create a merged mark, a shared container, or a new combined logotype. The partner lockup requires written approval from Safeguard before it is published.



PARTNER LOGO

Equal optical weight · thin divider · clearspace preserved on both sides

LOGO

Powered by Safeguard

For **white-label** and **OEM deployments**, where the interface carries the partner's brand and the engine underneath is Safeguard.

This is an **attribution set from the wordmark**, not a badge or a third mark. "Powered by" is set in **Geist Medium** and locked to the wordmark. The monogram tile is never included, so it can never compete with the partner's own app icon.

Construction, with wordmark cap height **C** as the unit: "Powered by" cap height **0.70 C**, gap **0.45 C**, shared baseline. Clearspace **0.8 C** on all sides — the standard 0.5 H.

The whole attribution is **one color** — ink on light, white on dark, Iris only where it clears 3:1. Never two-tone, never gradient.

Min 150 px / 40 mm • links to <https://safeguard.sh>
Proposed • pending brand sign-off

Powered by **Safeguard**

Powered by **Safeguard**

WHERE IT GOES

- Settings / About screen
- Scan report and dashboard footer
- SBOM, VEX, and attestation artifacts
- Docs footer and marketplace listing
- At least once, reachable by the end user

WHERE IT NEVER GOES

- App title, sub-heading, or splash
- Favicon, app icon, or avatar
- Inside the partner's own logo lockup
- Any product not running on Safeguard
- Stripped from generated artifacts

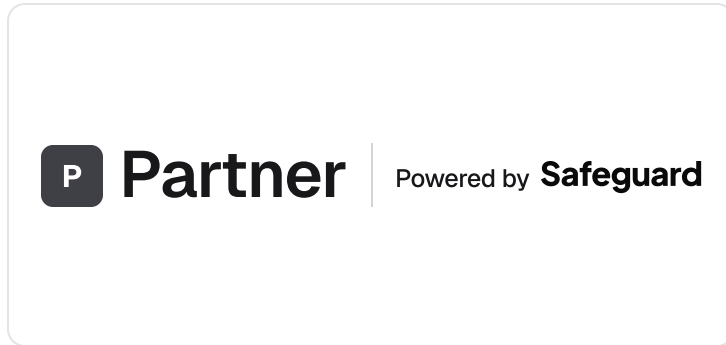
Always links to <https://safeguard.sh>

Wherever the attribution can be clicked or tapped, it is a live link to that URL — nowhere else, and never a partner-owned redirect. Where it cannot be clicked (print, a PDF report footer, swag), print the URL in mono beneath it.

Powered by Safeguard — partner lockups

Three sanctioned ways to set the partner brand together with the attribution. The internal ratio never changes — “Powered by” stays at **0.70 C** of the Safeguard wordmark, on a shared baseline. What changes is how subordinate the whole attribution sits against the partner cap height **P**.

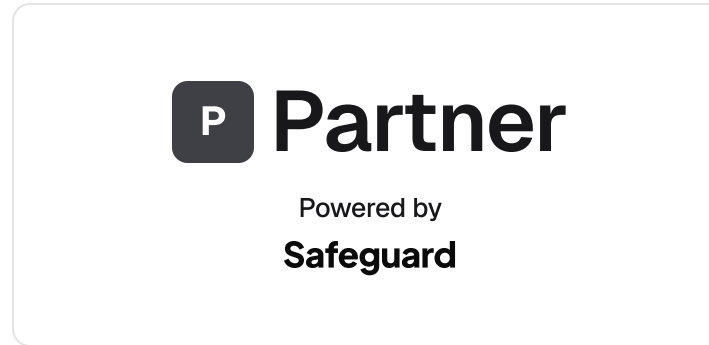
1 · INLINE



Use for app nav and headers, site footers, email signatures, marketplace tiles — anywhere wide and short.

Safeguard cap 0.55 P
divider 1.4 P · gap 0.5 P each side
all four baselines shared

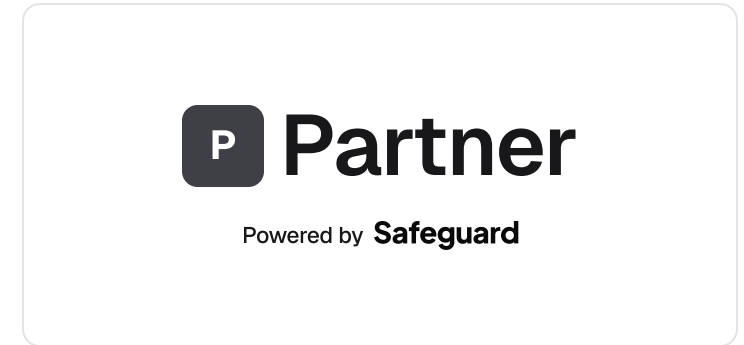
2 · THREE-LINE STACK



Use for narrow and square spaces — splash screens, booth panels, swag, report covers, sidebars.

Safeguard cap 0.45 P
leading 0.42 P then 0.30 P
centered on a shared axis

3 · TWO-LINE STACK



Use for the default stacked case — cards, About screens, PDF covers, slide footers. Start here unless the space forces 1 or 2.

Safeguard cap 0.38 P
leading 0.45 P
centered, or both lines flush left

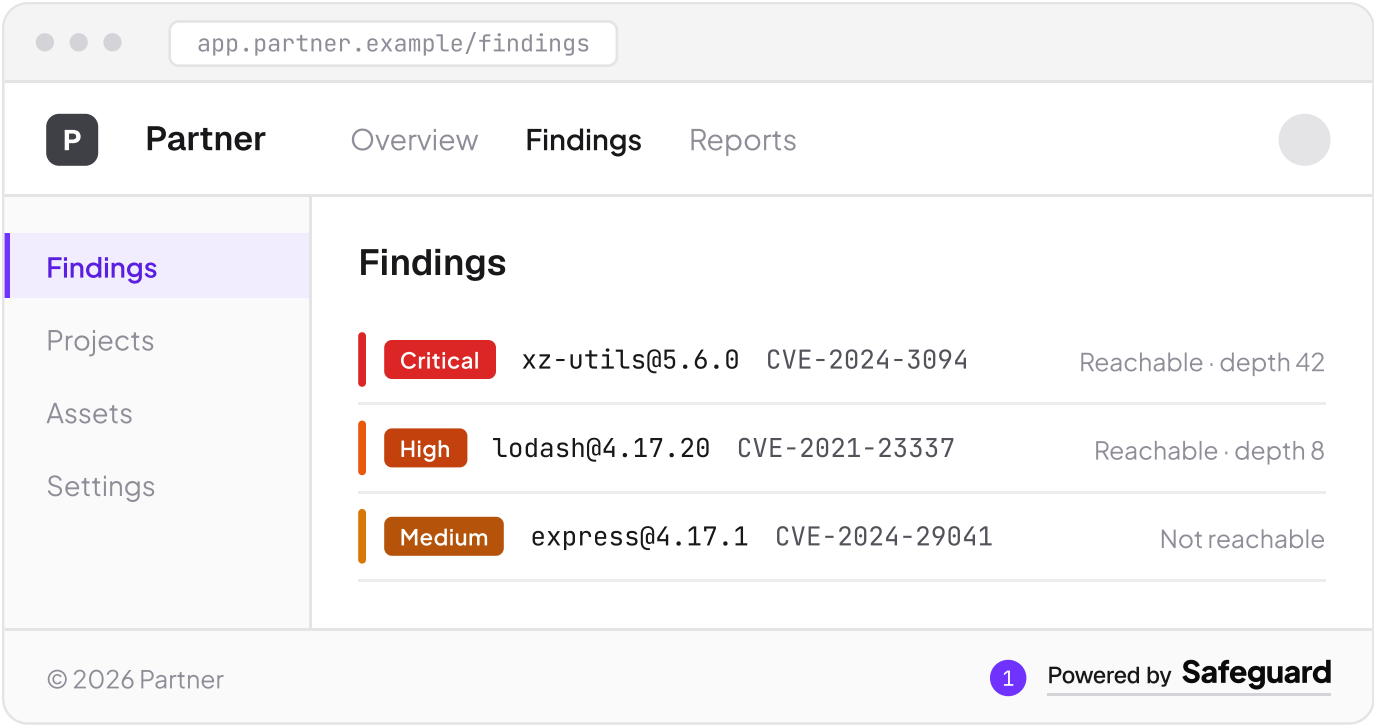
The attribution is always subordinate. Safeguard cap never above 0.55 P, never below 0.30 P.

One color throughout, matching the partner mark’s register — never two-tone across the lockup.

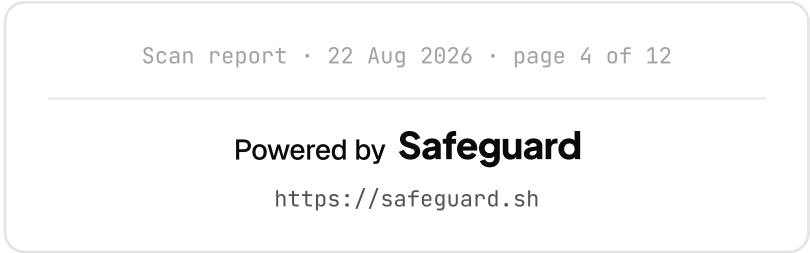
Clearspace 0.8 C around the whole lockup, and every instance links to <https://safeguard.sh>.

Powered by Safeguard — in context

A white-label deployment: the interface is the partner's, the engine is Safeguard. Three placements, one attribution string, and every instance resolves to `https://safeguard.sh`.

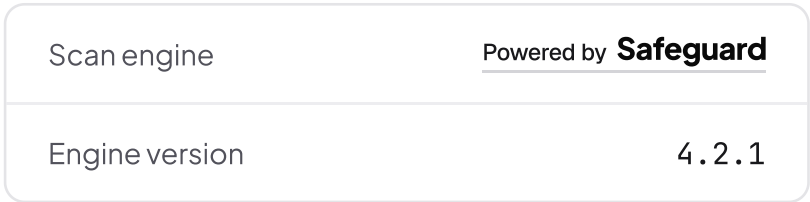


2 · PDF REPORT FOOTER



Not clickable, so the URL is printed in mono beneath.

3 · SETTINGS / ABOUT ROW



Live link to `https://safeguard.sh`.

Partner branding is a placeholder. Never depict a real company as a Safeguard white-label customer without their written consent and a signed agreement.

LOGO

Logo colors

The logo should always maintain adequate contrast with its surroundings and be clearly visible and legible.

- The wordmark is **Iris #7033FF**, **ink #0A0A0A**, or **white #FFFFFF** — solid fills only.
- The tile is a **#F1F1F1** S on **Iris #7033FF**; ink is the mono alternate.
- Ink on light grounds, white on dark grounds and photography (over a scrim if needed).
- Minimum **3:1** contrast against the background; aim for 4.5:1.
- Never fade the logo with *opacity*, and never place it on pure black #000.



Safeguard



Logo misuse

Do not alter, modify, or recreate the logo in any way.

1. Do not stretch, squash, or otherwise distort it.
2. Do not apply a gradient, shadow, glow, or bevel.
3. Do not outline or stroke the letterforms.
4. Do not tilt, skew, or rotate it.
5. Do not attach product names, taglines, or “AI” to the lockup.
6. Do not re-set the wordmark in another typeface, weight, or casing.
7. Do not place the mark in any container other than the sanctioned tile.
8. Do not use the retired shield mark or the gradient-text wordmark.

1



Distorted

2



Gradient fill

3



Outlined

4



Tilted

5



Tagline attached

6



Re-typeset / wrong casing

LOGO

Logo clearspace

The logo should always have space to breathe.

Keep clearspace all the way around the logo of at least **0.5 H**, where **H** is the height of the monogram tile in the asset being used. Nothing enters this zone — no text, no icons, no partner logos, no page edges.

ASSET	DIGITAL	PRINT
Horizontal lockup	120 px wide	30 mm
Stacked lockup	64 px wide	18 mm
Monogram alone	16 px tall	5 mm
Wordmark alone	90 px wide	24 mm



H = height of the monogram tile

Brand colors

Iris is the Safeguard primary and carries interactive intent. Neutrals are cool zinc. Use the values below exactly — never sample them from a screenshot, and never approximate them with opacity.

 #7033FF	 #5A1FE0	 #A385FF	 #F2ECFF
Iris 600 · primary Buttons, links, the monogram tile. White on it: 5.82:1 AA	Iris 700 · text on light Iris text on white: 7.76:1 AAA	Iris 400 · dark accent Accent and text on dark grounds: 6.97:1 AA	Iris 50 · tint Soft backgrounds, callouts, selected rows
 #0A0A0A	 #18181B	 #52525B	 #FAFAFA
Ink Art ground and the logo's positive form on light	Zinc 900 · body text Body text on light: 16.97:1 AAA	Zinc 600 · muted Muted text on paper: 7.41:1 AAA	Zinc 50 · light ground Light page background



Signature gradient — Linear-gradient(92deg, #7033FF, #A855F7)

One gradient moment per surface. Allowed on hero headlines, a single emphasis word, dividers, and social art. **Never** on the logo, on body text, on large flat fills, or on interactive borders. Severity colors are reserved for findings and are never used decoratively — and severity is never encoded by color alone.

Typography

A role-based system — the role picks the face, always. All three are open source and available from Google Fonts.

Geist

DISPLAY & HEADINGS

Page titles, section and card titles, subheadings, hero lines, and stat numbers. SemiBold-led — reserve 700 for a single hero line per page. Tracking -0.02em.

Aa · 100 layers deep

Plus Jakarta Sans

BODY & UI

Paragraphs, labels, form text, tables, and dense product chrome. 14–16 px, line-height 1.6, ~65 characters per line. Emphasis is weight 600, not italic.

Aa · Ship clean. Stay clean.

JetBrains Mono

TECHNICAL

Every literal technical value: CVE IDs, package@version, hashes, file paths, endpoints, and numbers in data tables. Ligatures off, tabular numerals on.

CVE-2024-3094 · lodash@4.17.21

DISPLAY	H1	H2	H3	BODY	BODY S	CAPTION
48 / 700 / -0.025em	36 / 600 / -0.02em	30 / 600 / -0.02em	24 / 600 / -0.015em	16 / 400 / 1.6	14 / 400 / 1.55	12 / 500 / 1.4

Never set body copy in Geist below 16 px, and never set a heading in Plus Jakarta Sans — that inverts the system. Technical values are always mono, even inline. Headings are sentence case.

Logo usage rights

DO

- ✔ Obtain written permission from Safeguard before using the logo or brand assets in any marketing material, publication, or presentation.
- ✔ Use the supplied SVG artwork from the Safeguard press kit — never redraw, re-trace, or re-export the mark yourself.

DON'T

- ✘ Use the Safeguard logo in a manner that implies endorsement or sponsorship of your product or service without prior written consent.
- ✘ Use Safeguard logos in connection with a product that is not actually integrated with Safeguard.
- ✘ Combine the Safeguard logo with other logos, graphics, or visual elements in a way that creates a new logo or implies co-branding without permission.
- ✘ Use design elements — &, -, =, + — to signify a relationship with Safeguard.
- ✘ Place the logo on cluttered backgrounds, or on materials containing offensive, discriminatory, or inappropriate content.
- ✘ Create derivative works from, or otherwise modify, the Safeguard logo without express written permission.

Video & demo guidelines

DO

- ✓ Clearly mark Safeguard with the correct logo for the forum whenever the product appears on screen.
- ✓ Show the logo clearly when Safeguard output, findings, or remediation appear in a recording.
- ✓ Name the specific Griffin AI model tier — Griffin Lite, S, M, L, or Zero — when running an active demo or use case.
- ✓ Use synthetic or clearly-labelled sample repositories and findings.

DON'T

- ✗ Anonymize Safeguard, or present Safeguard output as your own product's result.
- ✗ Show real customer data, real findings, SBOM contents, scan output, or internal endpoints on screen.
- ✗ Imply autonomous remediation happens without human command — the AI acts, the human commands, and every fix is reviewable and reversible.
- ✗ Speed up, edit, or stage a demo in a way that misrepresents actual scan or remediation timing.

Approvals & assets

Anything that carries the Safeguard name or logo and will be published externally needs written approval before it ships — press releases, launch banners, marketplace listings, partner pages, decks, and video.

Allow time for review. Send the asset in the form it will be published in, with the claims you intend to make and the source for each.

Brand assets and press kit • safeguard.sh

Approvals • [add your Safeguard contact]



**Safeguard & Self-Heal your
software supply chain.**

BRAND SYSTEM v2.8