BRAND GUIDELINES

SentinelOne®

TABLE OF CONTENTS

Everything in this guide has a purpose. Use it to your advantage as you bring the SentinelOne brand to life.

3 Brand Narrative
12 Brand Attributes
17 Visual Identity
18 Logo
30 Color
36 Gradient
43 Typography
53 Layout Structure
64 Photography
80 Visual Elements
92 Product Illustrations
100 Icons
104 Buttons & UI Elements
107 The Brand in Action
114 Contact

INTRODUCTION

These guidelines are built for SentinelOne team members and external contributors. Refer to the standards established here when creating marketing materials for the brand. While the style rules are fixed, they are not designed to be limiting. Creativity is encouraged within the context of the guidelines, provided that brand consistency is maintained.

BRAND NARRATIVE

Our brand narrative is the story that unifies SentinelOne. Staying true to it allows our brand to show up with clarity, consistency, and conviction across every channel, audience, and moment that matters.

BRAND VISION

The following section defines our brand "North Star." Before we write a single sentence of copy, we must align on these core truths. Our brand narrative ensures every piece of SentinelOne communication tells a consistent story.



VISION

A Safer Future For Humanity

THE STORY BEHIND OUR VISION

AI has changed how the world works, presenting new opportunities and new risks. As this new intelligence becomes woven into the fabric of society, securing AI systems becomes essential. Our vision is a future where progress remains safe. To get there, security must be both autonomous and human-led. Because when machines protect at scale and people guide the way forward, technology remains a trusted partner, not our greatest risk. Together, we will build a safer future.

BRAND NARRATIVE
OUR VISION

What it is:

The vision describes the world SentinelOne exists to create. It is the long-term goal and ultimate outcome that our company works toward over time.

What it is NOT:

A product claim or a technical description.

When to use it:

- Opening or closing high-level narratives
- Speaking to industry transformation
- Connecting SentinelOne to societal impact
- Executive communications and keynote framing

The tone is:

Human, visionary, and aspirational.





PURPOSE

To Give the Advantage to Those Who Secure Our Future

THE STORY BEHIND OUR PURPOSE

AI accelerates progress, and multiplies risk. The world is moving faster than people alone can secure it. That demands a new kind of platform, one built to match the speed, scale, and intelligence of what it protects. Whether confronting today's threats or securing tomorrow's innovations, our purpose is to give those who secure our world the advantage. Always.

BRAND NARRATIVE
OUR PURPOSE

What it is:

The purpose defines why SentinelOne exists every day. It is the constant motivation and driving force behind our decisions, priorities, and product direction.

What it is NOT:

It is not a tagline, a campaign theme, or a description of technology.

When to use it:

- Explaining why SentinelOne matters to customers
- Framing value and differentiation
- Connecting capabilities to customer outcomes
- Sales narratives and product storytelling
- Any moment requiring practical meaning

The tone is:

Confident, bold, and grounded in outcomes.



MESSAGING PILLARS

SentinelOne in three points.

Autonomous Cybersecurity
AI-native protection across the enterprise

Security must move at machine speed. SentinelOne delivers AI-native protection that prevents, detects, and responds across endpoint, cloud, identity, and AI attack surfaces with a single unified platform. By combining real-time telemetry, behavioral AI models, and automated response, threats are contained without manual intervention, and incidents are reduced before they escalate.

Customer Outcome
Stronger protection with fewer incidents and less operational overhead.

Human Amplification
AI that elevates human teams

Security teams should direct outcomes, not manage noise. SentinelOne uses AI and automation to absorb machine-scale analysis, correlation, and routine response. This keeps analysts in control of policy, oversight, and strategic direction while lifting the burdens of repetitive triage. Instead of reacting to every alert, they can focus on the incidents that truly require their input, increasing effectiveness without increasing workload.

Customer Outcome
More impact per analyst and greater control with less fatigue.

Intuitive by Design
Security that works the way teams think

Powerful security should not add complexity. SentinelOne unifies visibility, investigation, and action into a single experience, so teams spend less time operating tools and more time focusing on solutions. Alerts are enriched automatically, timelines are pre-built, and recommended actions are surfaced clearly. Analysts work from one console, with everything they need in one place. It's advanced security, made accessible and fast.

Customer Outcome
Faster decisions, simpler operations, and reduced time to resolution.

BRAND ATTRIBUTES

These details define how the SentinelOne brand looks, feels, and shows up in the market.

BRAND ATTRIBUTES

These are the core characteristics of the SentinelOne brand. We use them to create an identity that’s distinctive, scalable, and built to unlock our creative toolkit.

BRAND PERSONA

Our brand persona and voice are more than styles. They're strategies. They're how we connect with our audiences and tell our story in a way that sticks with them. It's the soul of our communication and the most concrete reflection of our brand personality. Use this section to internalize this persona and align your writing with our established narrative and key messaging.



Our Brand Persona

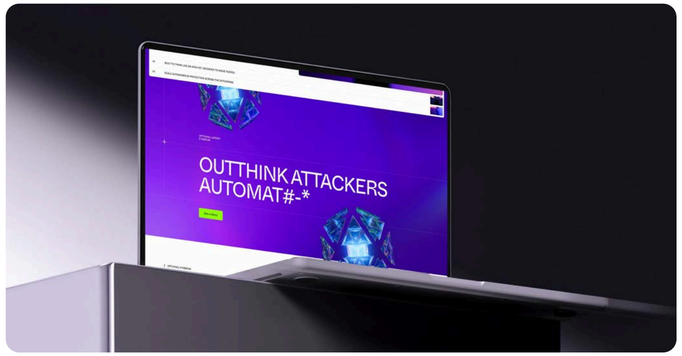
Our Brand Persona is a strategic tool that humanizes our brand. It allows us to craft messaging and experiences that align with a consistent personality, stand out in the marketplace, and foster emotional connections that build trust and drive loyalty.

We are not a legacy vendor. We are the architects of a new era of security. We have a unique perspective and a singular vision, and we speak to both with the authority of a pioneer that has been AI-native since day one. Our communications should reflect this.

Visionary Creator

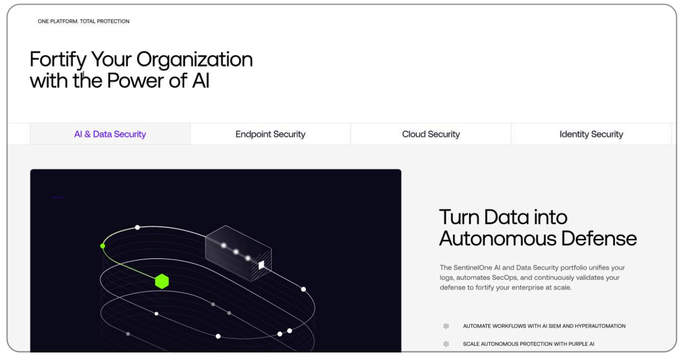
Standing at the intersection of foresight and execution, the Visionary Creator sees the horizon before others do while building the systems, safeguards, and strategies to meet it head-on. They don't just respond to change — they design for it. Rooted in purpose, unmoved by hype, they architect resilience for today and readiness for tomorrow. More than a defender, they are a creator of what's next. Built not to follow, but to lead.

BRAND VISUAL ATTRIBUTES



Sophisticated & Intelligent

Expressed through the totality of the system. Clean, modern, and world class.



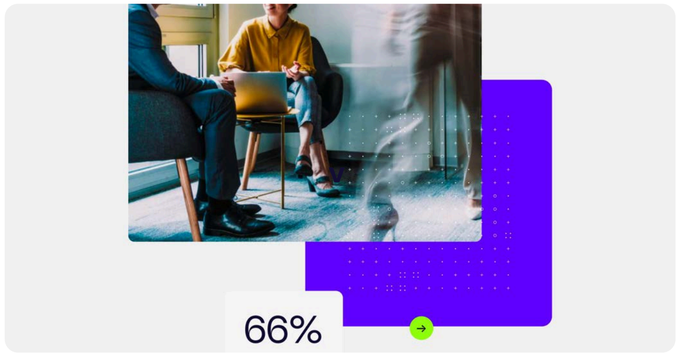
Focused & Precise

Expressed through structure, layout, and reduction in design.



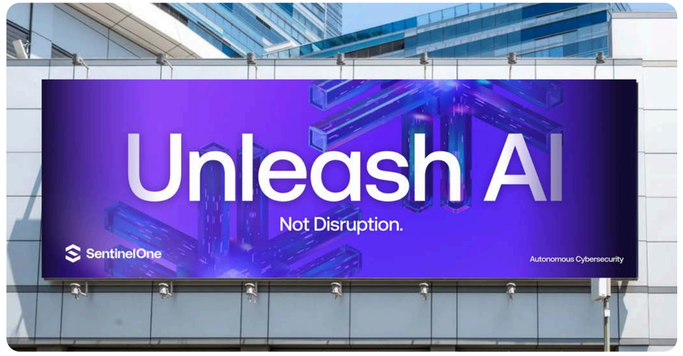
Futuristic & Vivid

Expressed through color, visuals, gradient, and intensity. A perfect touch of geek.



Human & Clever

Expressed through a mixture of copy and photography.



Bold & Unexpected

Expressed through copy, arresting visuals, activations, and experiences.



Calm & Confident

People or environments that feel grounded and present. Nothing frantic, nothing over-staged.

BRAND VOICE PILLARS

Our voice is how our brand expresses itself with words. It's not just the soul of our communications, it’s what makes us instantly recognizable and unforgettable.

Visionary

We don’t describe the world as it is. We describe what it could be. Our voice is future-forward, driven by insight, expertise, and precision instead of hype.

Empowering

We lift our audience up with words that inspire action. Our voice motivates and instills confidence, giving our audience the advantage to secure what matters most.

Concise

We don’t waste words. We write and speak with purpose. We write like every second counts. Because, to our audience, it does. Keep it short, sharp, clear, and impactful.

Expressive

We bring energy and emotion to our messaging to spark curiosity without sacrificing accuracy. When the moment calls for it, we surprise, we challenge, we inspire.

Bold

We don’t hedge. We don’t whisper. We speak with the authority of a leader who knows where they’re going. We’re leading the way to a safer future. We should sound like it.

VISUAL IDENTITY

Our identity is how we visually communicate with our audience. It brings our story to life with precision, quality, and a system built to scale.

LOGO

SentinelOne®

PRIMARY LOGO

The SentinelOne logo is the most visible representation of our brand, appearing across all communications. When applied correctly and consistently, the logo builds recognition and becomes a more valuable asset over time.



PRIMARY LOGO COLOR

There are two main color variations of our logo, 2 color and 1 color reversed. The primary 2 color variation is the preferred color variation to start with. The 1 color reversed variation should only be used when the 2 color variation is not applicable.

2 Color Primary

This is the preferred color variation of our logo and should be the first variation to consider. The S mark in this variation is made of a linear gradient and the wordmark is black. Do not alter or change these colors.

Logo type color:

#000000

S mark color:

#6100FF

1 Color Reversed

The 1 color reversed variation of our logo should be used when trying to maintain contrast and ensuring our logo stands out. Consider using this version over large floods of color like our primary Sentinel Purple or over one of our brand gradients. This variation is always represented in pure white.

Reversed color

#FFFFFF

2 Color Primary



1 Color Reversed



STACKED LOGO

The stacked logo variation is an option when horizontal space is limited. This can include square formats, small-scale placements, or vertical layouts where the primary horizontal logo would be too compressed to stay legible.

2 Color



1 Color Reverse



CLEAR SPACE

Clear space ensures the logo maintains maximum clarity and impact. This area must remain free of all text, graphics, images, and other visual elements to prevent crowding and protect the logo's legibility.

The minimum clear space is defined by the cap height of the word-mark. This measurement applies on all sides of both the primary and stacked logo configurations.

Maintaining this protective margin preserves brand integrity, especially in dense layouts. No elements should enter this area, and the logo must not be scaled or positioned in ways that compromise its clarity or recognizability.

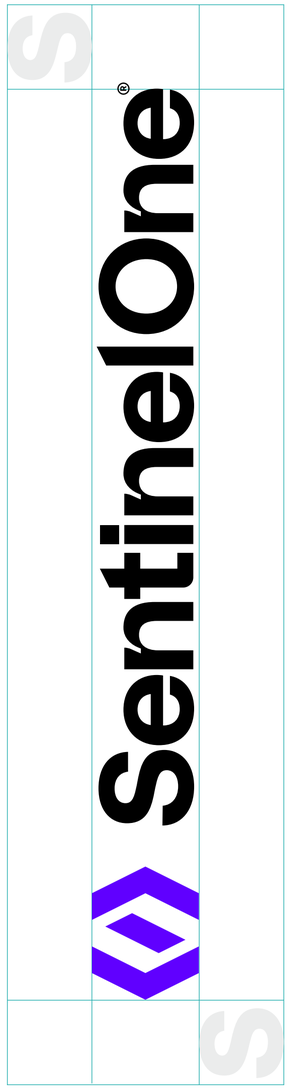
Primary Logo



Stacked Logo



Vertical Logo



MINIMUM SIZES

When scaling the logo, do not decrease the size below those listed here. Always prioritize readability and legibility when using the SentinelOne logo.

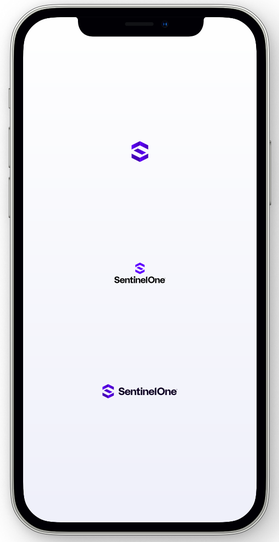
Depending on the application, omit the tagline if it becomes illegible, even if it meets the minimum size. Different screens and substrates can produce unexpected results due to compression, print processes, and other factors.

Minimum Sizes For Digital Usage

120px

90px

20px

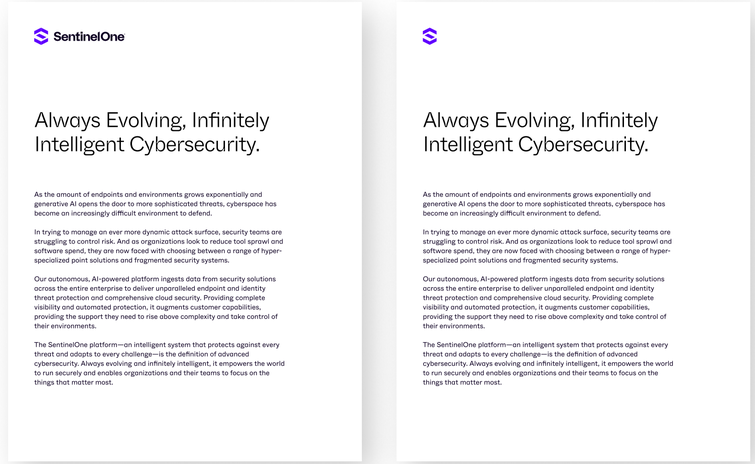


Minimum Sizes For Print Usage

1.25 in | 31.75 mm

1 in | 25.5 mm

0.25 | 6.4 mm



LOGO MARK

We use the shield from the logo as an extractable symbol to represent the SentinelOne brand. It should always appear alongside the full logo, and should not be considered a standalone replacement. Small-scale formats and social media applications are the exception.

Social Profile

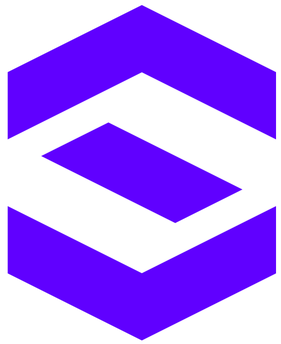
Primary - 1 Color Reverse



Secondary - 2 Color



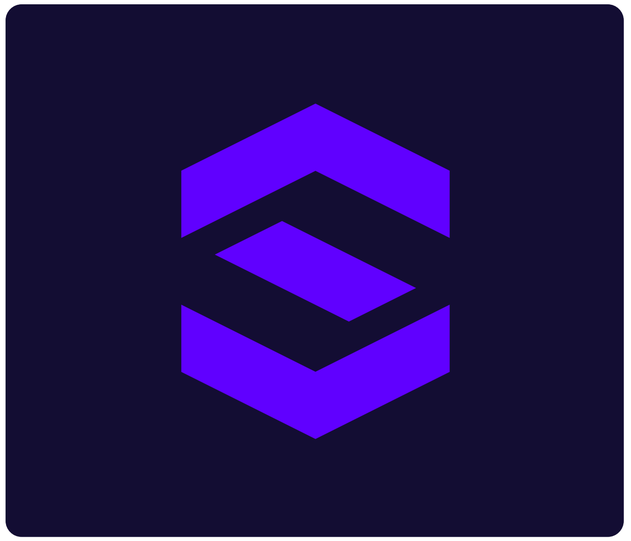
1 Color





1 Color Reverse

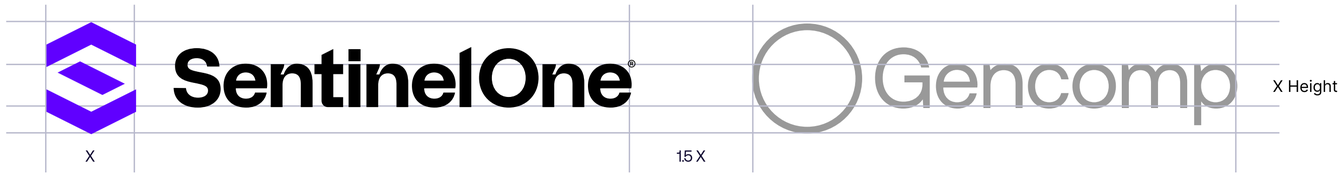




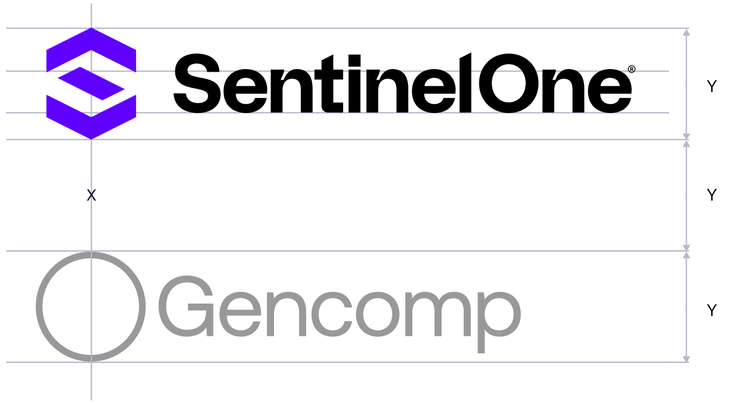
CO-BRANDING

When SentinelOne appears alongside a partner brand, both identities carry equal weight. The logo mark and wordmark stay intact. They should never be stretched or recomposed. Spacing follows a consistent X-height unit across all four configurations: horizontal, vertical, stacked, and mark-only. Neither brand dominates or disappears.

Horizontal Aligned



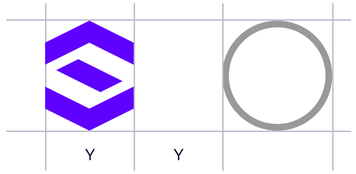
Vertical Aligned



Stacked Logo Aligned



Logo Mark Alignment



SUB BRANDS

Sub-brand lockups pair the SentinelOne logo with a product or program name (e.g., Wayfinder, Public Sector). Approved assets maintain consistent clear space, color, and proportions across all uses. New lockups require brand-team review before use.

Primary Sub Branding



Stacked Sub Branding



Sub Branding As Primary



Sub Branding When Primary Logo Isn't Present



TRADEMARK

A registered trademark or trademark symbol should always be applied when using any primary and secondary logos.

Do not alter the design or placement of the registered trademark on approved logos.

Logos



A registered trademark symbol is aligned to the upper right of the primary logo

Singularity Logo Mark



All secondary logos utilize a trade mark symbol aligned to the bottom right of the logo mark.

Purple Logo Mark



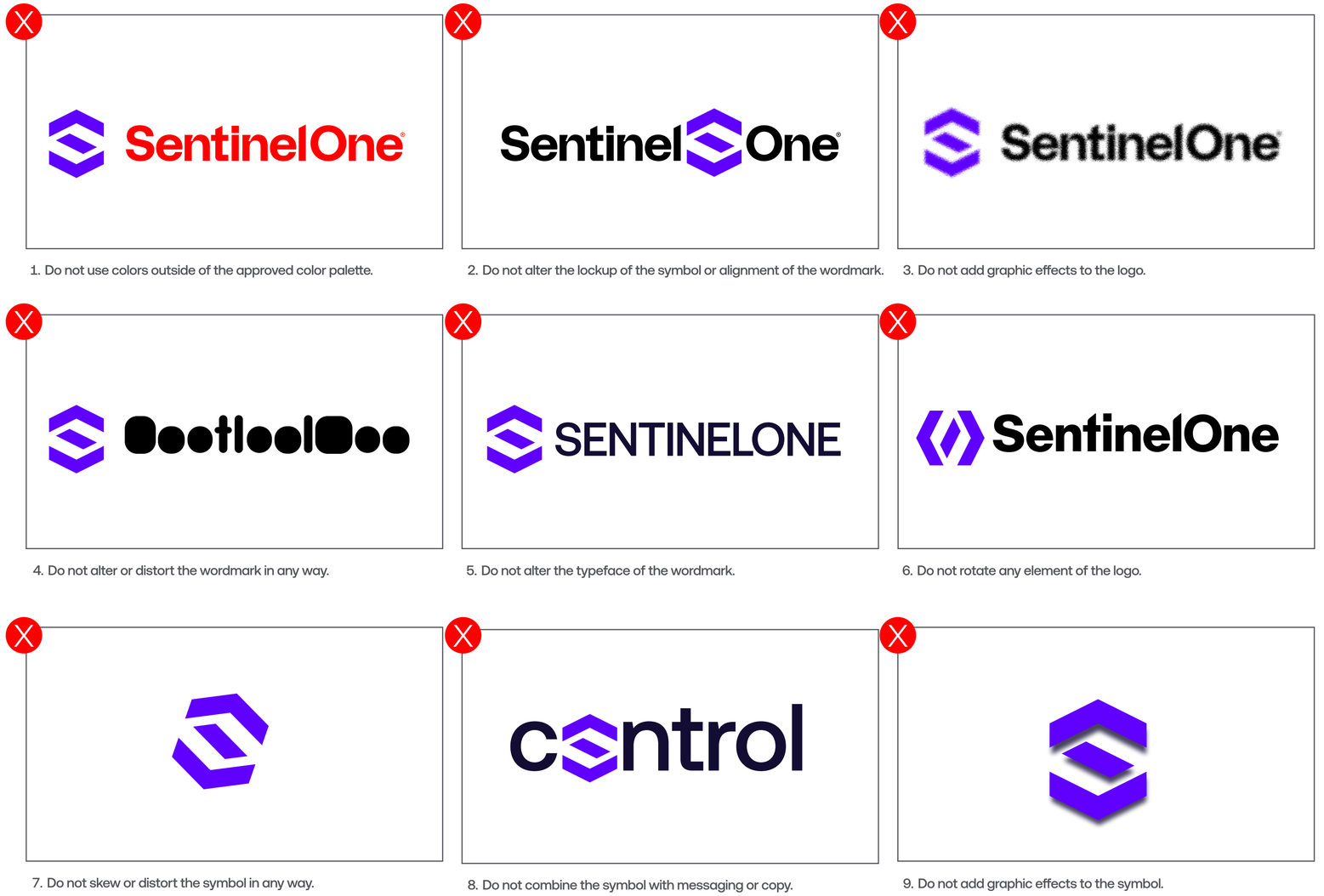
Trademark In Copy - SentinelOne®

When adding a trademark symbol in copy. Always use the superscript ® trademark symbol.

Do	Don't
SentinelOne®	SentinelOne®

LOGO MISUSE

To maintain clarity and recognition, do not alter the SentinelOne wordmark or symbol in any way not specified in this guide. The examples shown are common mistakes. Avoid any change to color, proportion, spacing, orientation, construction, or effects. Use official assets and approved lockups only.



1. Do not use colors outside of the approved color palette.
2. Do not alter the lockup of the symbol or alignment of the wordmark.
3. Do not add graphic effects to the logo.
4. Do not alter or distort the wordmark in any way.
5. Do not alter the typeface of the wordmark.
6. Do not rotate any element of the logo.
7. Do not skew or distort the symbol in any way.
8. Do not combine the symbol with messaging or copy.
9. Do not add graphic effects to the symbol.

COLOR

PRIMARY COLOR

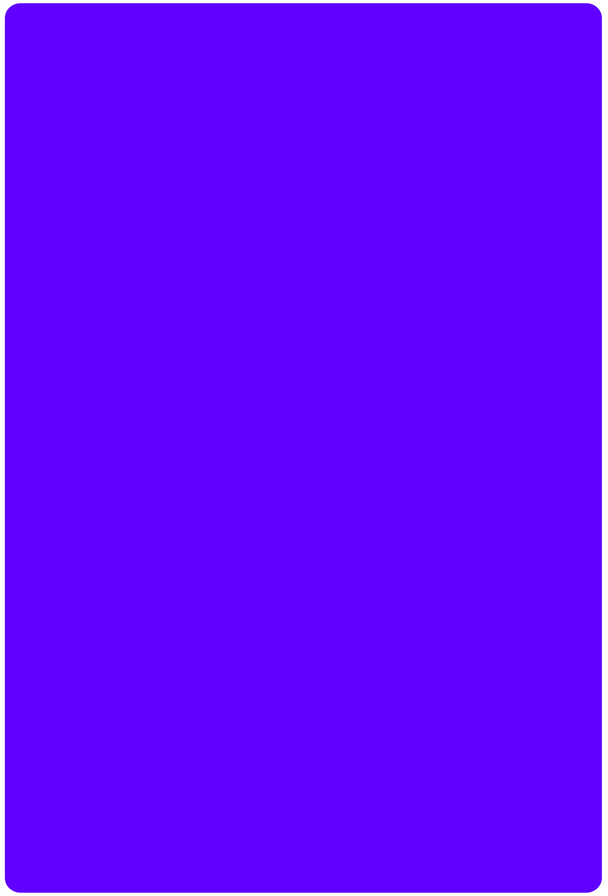
Color is one of the most immediate expressions of the SentinelOne brand. Applied consistently, it communicates precision, confidence, and identity at every touchpoint. Always use the exact Hex or RGB values specified. Screens vary in hue and density across platforms, and small deviations compound across applications.

Sentinel Purple

Sentinel Purple is the primary brand color and the cornerstone of every SentinelOne communication. It must always be present in some form, whether it's used as a dominant surface, a typographic accent, or a structural detail.

Even when used sparingly, Sentinel Purple should always read as the most prominent color in the composition. Deep Purple provides depth and foundation. White provides contrast and space. No other colors should challenge or displace Sentinel Purple as the visual anchor of the layout.

Primary Color



40%

Sentinel Purple
Pantone 2098C
HEX #6100FF
RGB 97/0/255
CMYK 83/88/0/0

40%

White
HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0



20%

Deep Purple
HEX #140D33
RGB 20/13/51
CMYK 94/95/44/58

SECONDARY COLOR

Our secondary colors are for limited use in specific situations where the primary palette needs support. They should never compete with or replace Sentinel Purple as the dominant color in a composition.

Color hierarchy

Color should have a clear hierarchy to allow for optimal legibility within any composition. Lead with the primary palette, introduce secondary colors with intention, and never allow accent colors to dominate the layout.

Secondary Color

Acid
PMS 2286
HEX #80FF08
RGB 128/255/8
CMYK 61/0/100/0

Atmosphere
HEX #EFF0FA
RGB 239/240/250
CMYK 4/4/0/0

Cloud
HEX #DFE1EF
RGB 223/225/239
CMYK 15/11/3/0

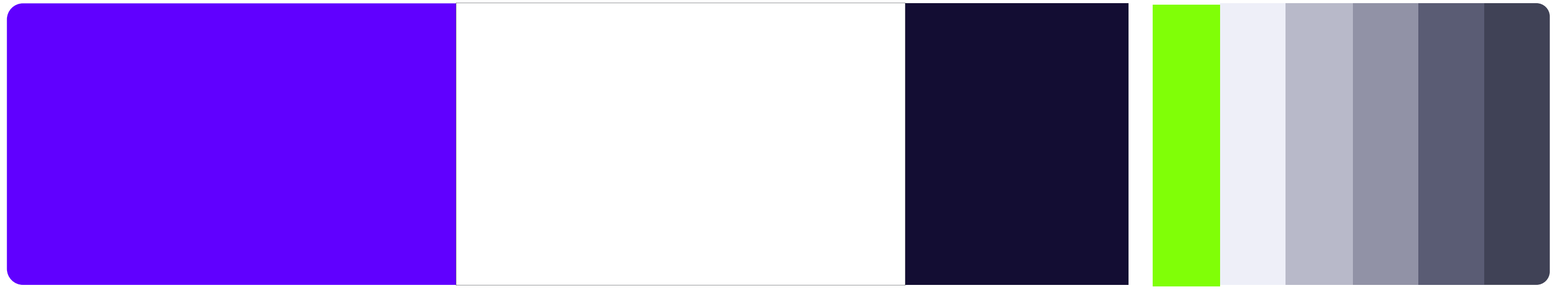
Dust
HEX #BBBACC
RGB 184/186/204
CMYK 28/22/10/0

Smoke
HEX #9193A8
RGB 145/147/168
CMYK 48/38/23/5

Iron
HEX #5A5C76
RGB 90/92/118
CMYK 69/59/34/20

Ore
HEX #3F4259
RGB 63/66/89
CMYK 78/70/43/32

Color Hierarchy



Primary colors

Secondary colors

COLOR - HIERARCHY

Within any combination, Sentinel Purple should always read as the dominant color. Supporting colors — White, Deep Purple, and Green — serve specific roles and should never overpower the primary brand color. Use White for contrast and legibility, Deep Purple for depth and grounding, and Green exclusively as an accent.

Sentinel Purple + White

The primary brand combination. Maximum contrast and clarity. Use for hero layouts, headlines, and any context where the brand needs to project confidence and precision at full strength.

Sentinel Purple + Green

This is the accent combination. Green is used sparingly to highlight a single element — a number, a CTA, a data point — within a Sentinel Purple composition. Never use green as a background or competing surface.

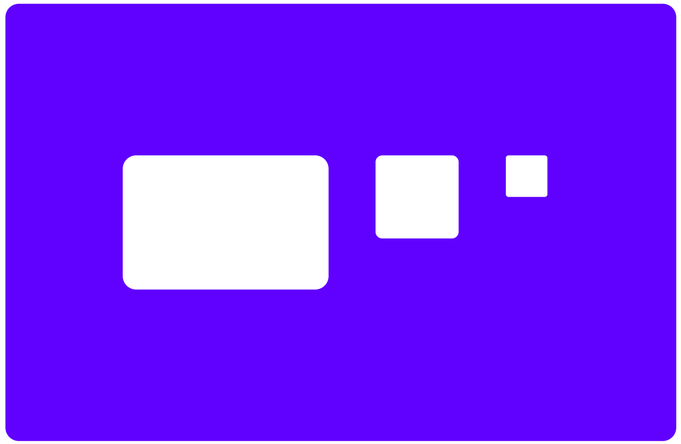
Sentinel Purple + Deep Purple

The depth combination. Deep Purple adds dimension and layering to Sentinel Purple compositions. Use for backgrounds, panels, and surfaces where tonal variation creates structure without introducing new colors.

Deep Purple + Green

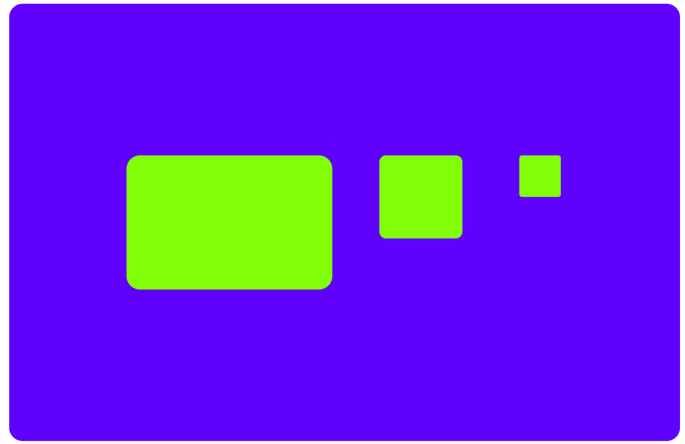
Deep Purple serves as a solid background to help our Green pop out. Use for backgrounds, buttons, and CTAs where you need to draw attention or drive action.

Color Combinations



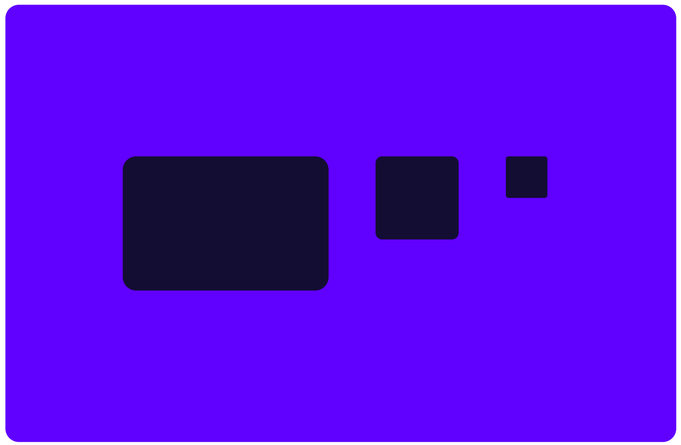
Sentinel Purple
HEX #6100FF

White
HEX #FFFFFF



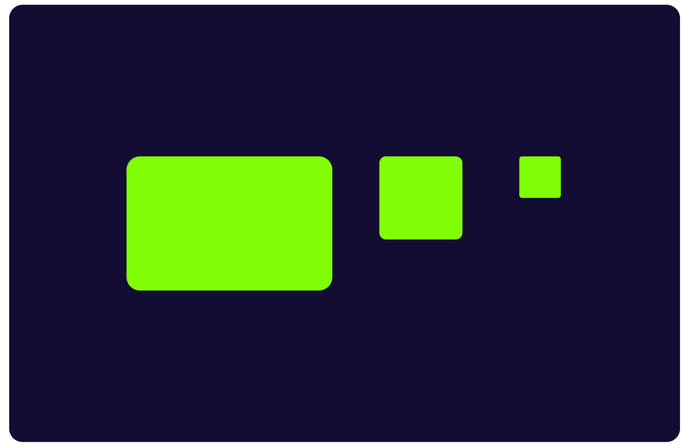
Sentinel Purple
HEX #6100FF

Acid
HEX #80FF08



Sentinel Purple
HEX #6100FF

Deep Purple
HEX #140D33



Deep Purple
HEX #140D33

Acid
HEX #80FF08

LINEAR COLOR BLEND

The linear color blend is a controlled application of the primary palette. It transitions between Sentinel Purple, Deep Purple, and accent tones in a single direction. It's used to add depth and movement to brand surfaces without introducing additional colors. Apply the blend consistently and only in the approved configurations shown.

Light to Dark

The light-to-dark blend transitions from Sentinel Purple to Deep Purple. Use for hero surfaces, event backgrounds, and large-format digital where depth and dimension are required.

Accent Integrity

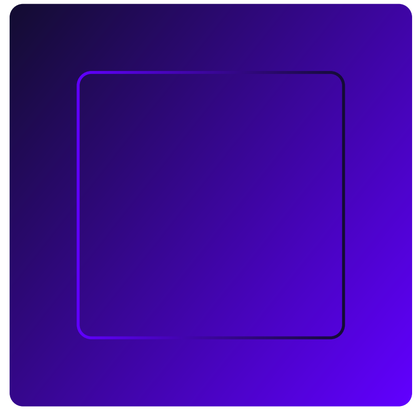
Acid (#80FF08) may be introduced as a highlight point within the blend, applied at a single edge or focal point only. Do not blend Green across the full surface.

Single Direction

Blends must always move in a single direction — horizontal, vertical, or diagonal at 30° or 45°. Do not use radial blends or multi-directional gradients outside of the approved gradient system.

Primary Linear Blend





Example of stroke color using Primary Linear Blend.

Secondary Linear Blend

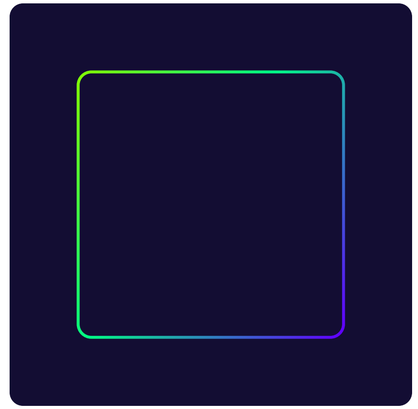


Acid
Hex #80FF08

Cool Green
Hex #00FF84

Sentinel Purple
Hex #6100FF

When creating linear color blends, consider using a neutral color to bridge the blend. Here, we're using a cooler green to bridge the gap between Sentinel Purple and Green.



Example of stroke color using Secondary Linear Blend.

Don't Do This



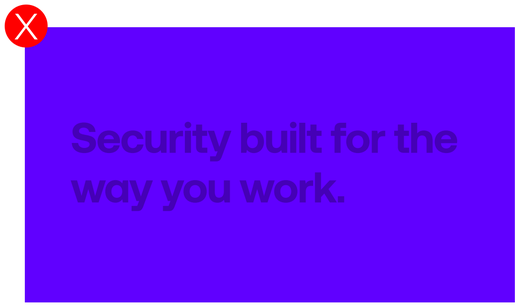
Here's an example of a secondary linear blend when no additional color is present. Without the additional color, the blend loses balance and muddies in the middle section.

COLOR MISUSE

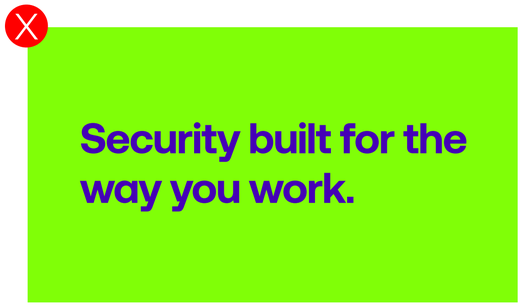
When color is applied incorrectly, it undermines brand recognition and accessibility. These examples show what to avoid, from unapproved combinations to contrast failures.



1. Do not use colors outside the approved primary and secondary palette in any brand communication.



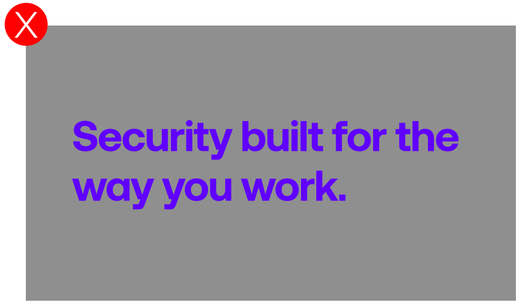
2. Do not substitute or approximate Sentinel Purple. Always use the exact Hex (#6100FF) or RGB values specified.



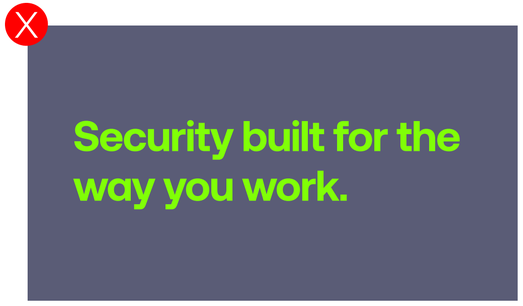
3. Do not use Acid (#80FF08) as a dominant or background color. It is an accent only.



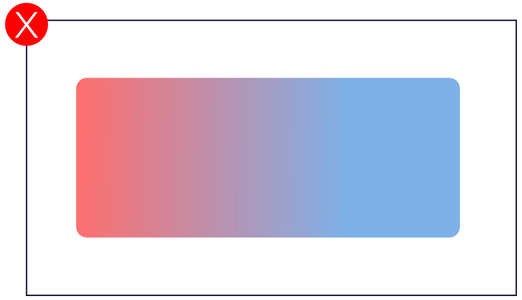
4. Do not apply the linear color blend in a radial or multi-directional configuration.



5. Do not place Sentinel Purple text on gray backgrounds. Insufficient contrast undermines legibility.



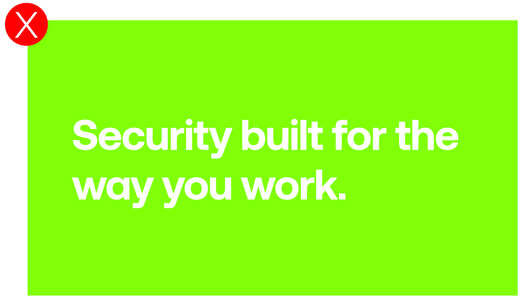
6. Do not use the secondary palette colors as primary brand colors or apply them without clear purpose.



7. Do not introduce gradients between non-approved color combinations.



8. Do not use tints or shades of approved colors. Only the exact values specified are permitted.



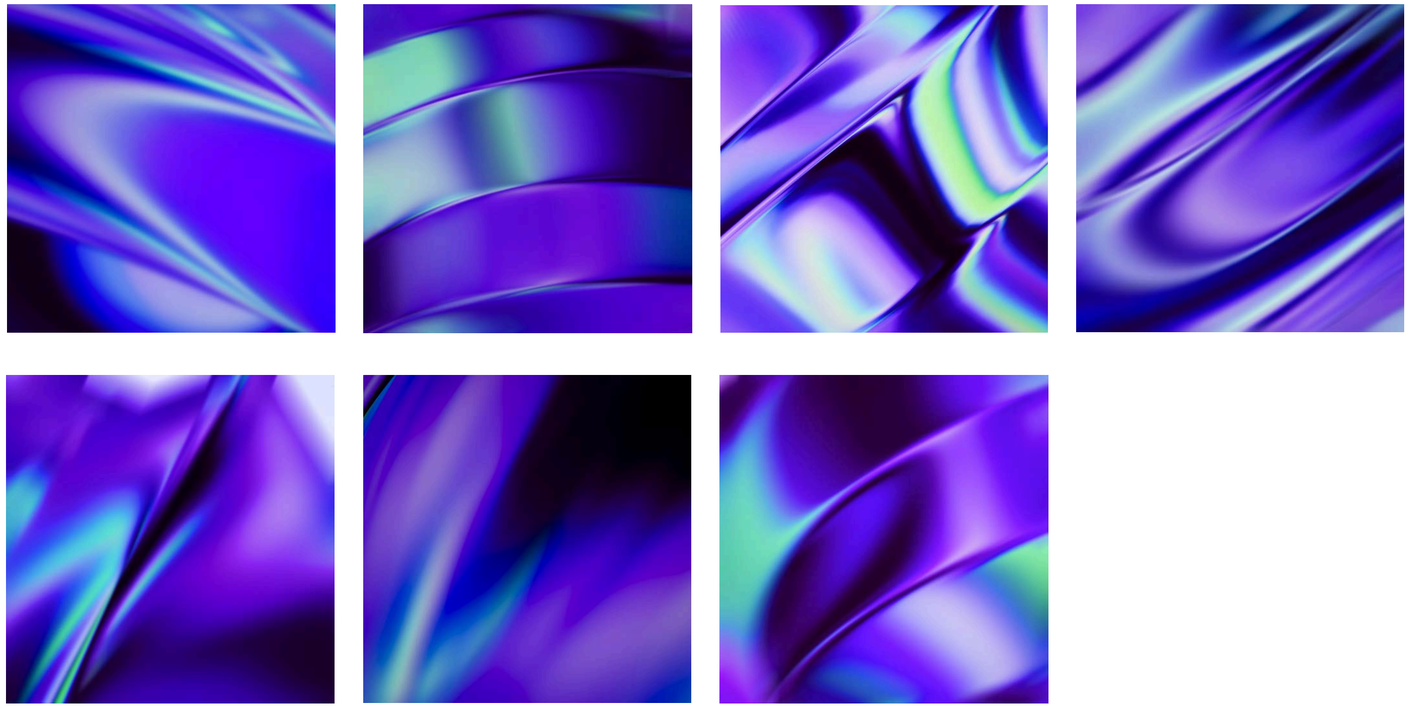
9. Do not place white text on Acid. The contrast ratio does not meet accessibility standards.

GRADIENT

CUSTOM GRADIENT VERSIONS

The custom gradient versions are secondary brand elements that add depth and dimensionality to backgrounds, panels, and motion surfaces. They are designed as flexible fields that can be cropped, scaled, or rotated to fit a layout while staying consistent in color and contrast.

Multiple variations provide range across applications, from large atmospheric sweeps to tighter detail crops. The gradient is a secondary graphic element within the system. It supports hierarchy and mood, but should never compete with photography, messaging, or system panels.



Custom Gradient Versions

Variations allow the gradient to flex across a wide range of compositions while maintaining consistent brand expression.

CUSTOM GRADIENT EXPRESSIONS

There are two expressions of our custom gradients. Both have their varied use. Consideration should be taken when selecting the right gradient expression. The following are suggested uses for the blurred and structured gradients.

Blurred

The blurred gradient expression should be used when you need a canvas for content or typography. Consider uses such as out-of-home media, ad backgrounds, and content sections.

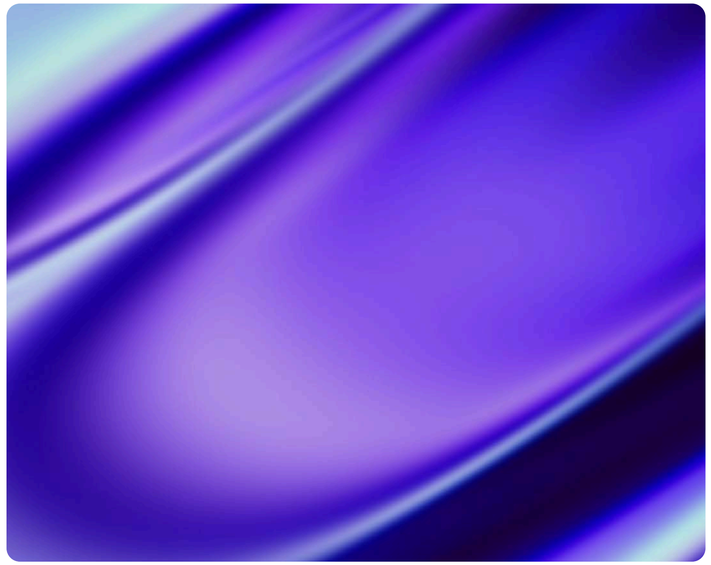
Structured

The structured gradient expression should be used when you want to add more depth and visual interest to your designs. Consider uses such as hero elements, standalone backgrounds, and accents.



Blurred

The blurred expression of our gradients consist of a medium blur. It can be considered when messaging is applied over the gradient.



Structured

The structured expression of our gradient system shows more detail.

CUSTOM GRADIENT CROP

Designed as a flexible visual field, the gradient texture can be cropped and scaled to fit any layout while maintaining a cohesive brand expression.

Hierarchy & Composition

Secondary, not primary: The gradient should support the typography, data, and imagery lead.

Avoid visual noise: Choose calm sections of the gradient and avoid high-contrast intersections behind type or UI elements.

Control density: Use a single gradient field per layout when possible. Avoid layering or stacking gradients.

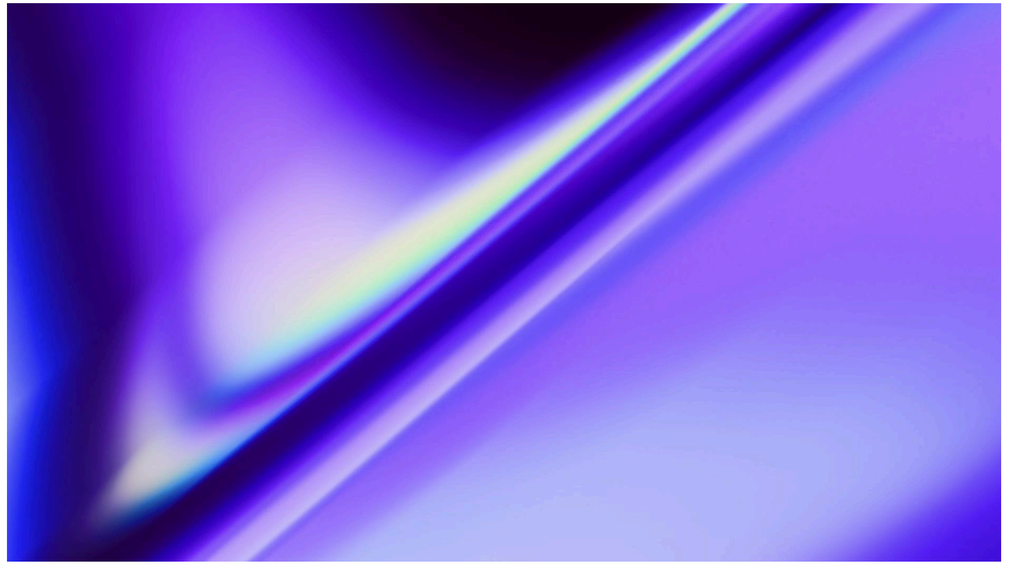
Light and dark detail crops: The gradient includes light and dark crop areas for easier balancing of tone, contrast, and readability.

Usage

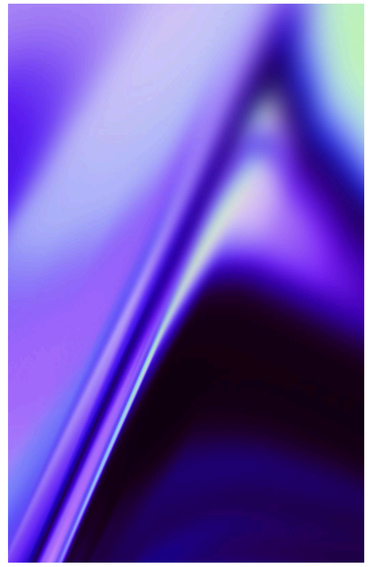
Crop and scale: Highlight specific color transitions or areas of interest to adapt the gradient to different layouts. 90-degree rotations are allowed when a different visual is needed. Maintain the original aspect ratio to preserve natural tonal flow and color transitions.

Use as a background or supporting layer: The gradient should enhance depth and atmosphere, not compete with primary content.

Maintain sufficient contrast: When placing text or UI elements over the gradient, use areas with clear tonal separation or contrast to ensure readability. Use approved color values only. Do not recolor, filter, or alter the gradient's hue or saturation.



Custom Gradient Texture



Vertical Crop



Light Detail Crop



Dark Detail Crop



Gradient as texture fill

CUSTOM GRADIENT & TYPOGRAPHY

Typography placed over the gradient must maintain legibility and hierarchy. The gradient should be a canvas for communication.

Do:

Use the blurred gradient expression: The blurred version reduces visual complexity behind type, improving readability across all sizes.

Maintain sufficient contrast: Place copy over areas with clear tonal separation. Avoid high-contrast color intersections.

Limit type weight variation: Use the established type hierarchy. One headline weight and one body weight per layout is sufficient.

Align to the gradient's natural light: Position type in areas where the gradient's luminosity supports the tone of the message — lighter areas for dark type, darker areas for reversed type.

Don't:

Do not place type over the structured expression: The structured gradient introduces visual noise that competes with and undermines typographic legibility.

Do not reverse contrast unintentionally: Avoid placing light type over light areas or dark type over dark areas of the gradient without verifying contrast ratios.

Do not use the gradient as a decorative headline treatment: No gradient fills, outlines, or clipping masks applied to type.

Do not allow the gradient to dominate: If the gradient is distracting from the message, re-crop or replace it with a calmer section.

Do



When placing typography over a gradient, consider cropping the gradient so there is negative space for the typography to be un-abstructed.

Don't



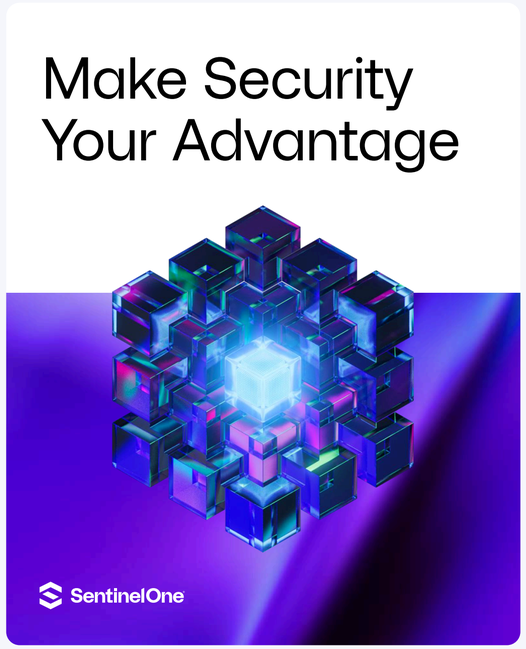
Position the gradient behind the text. This impacts readability.

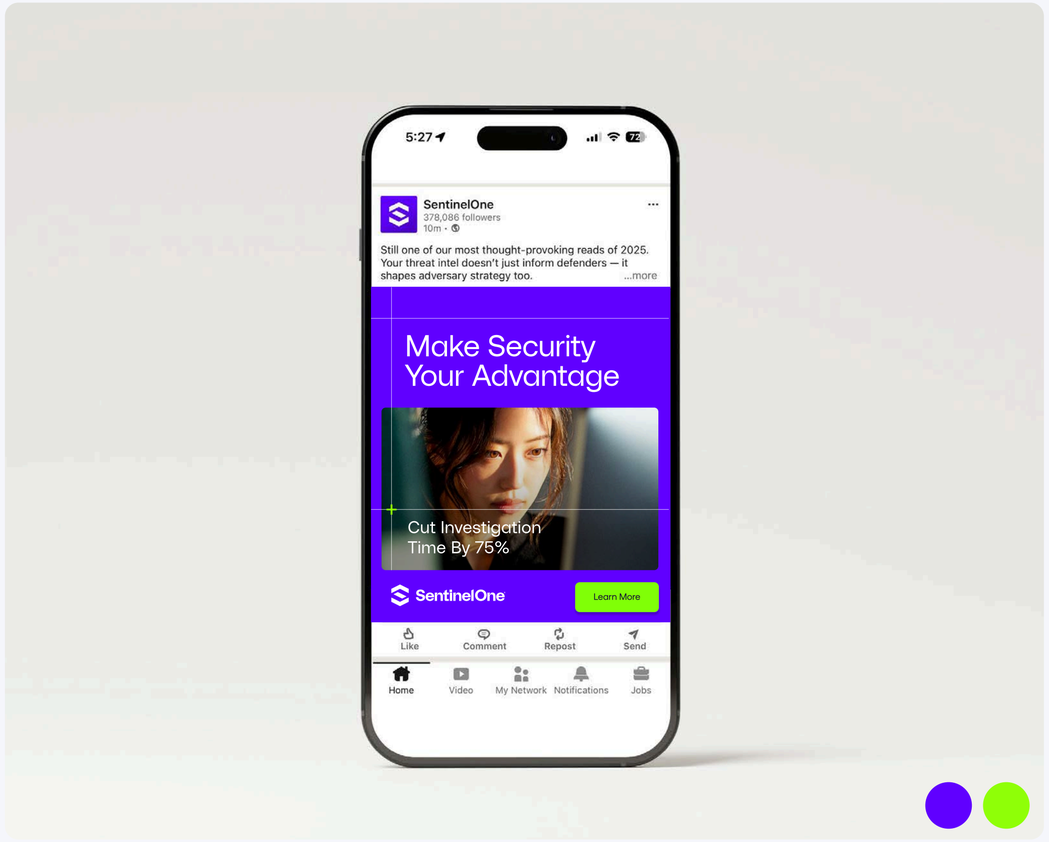
Don't

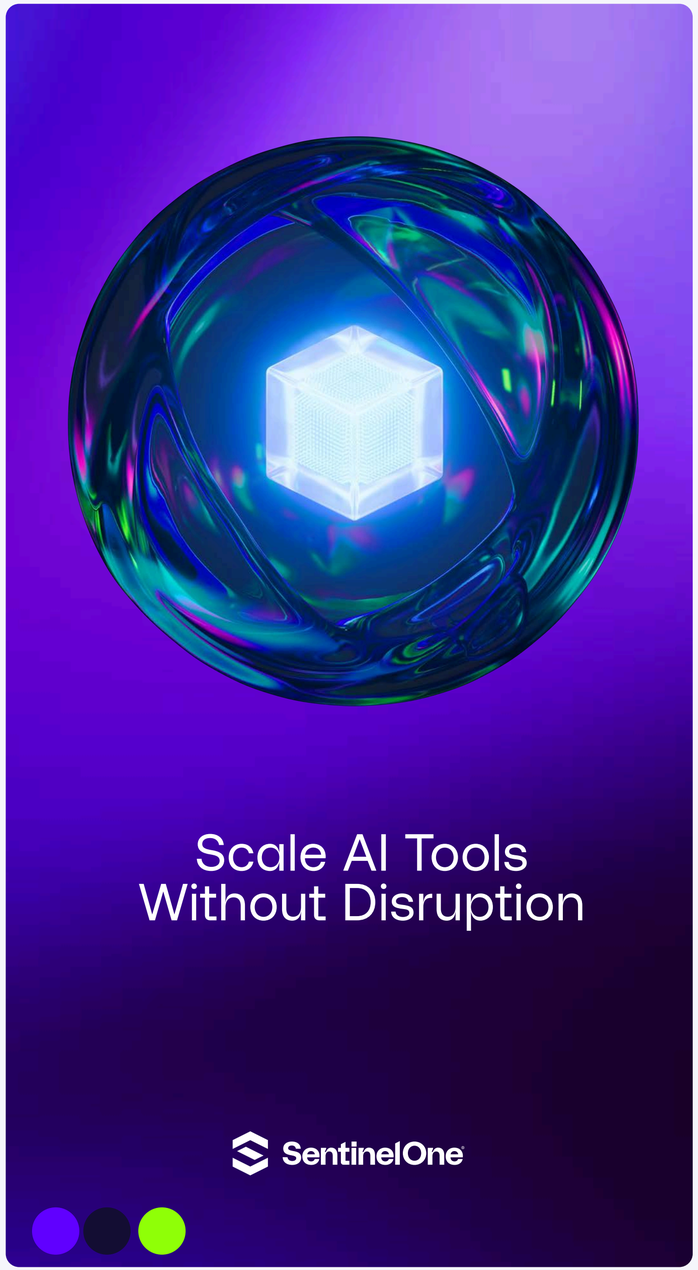


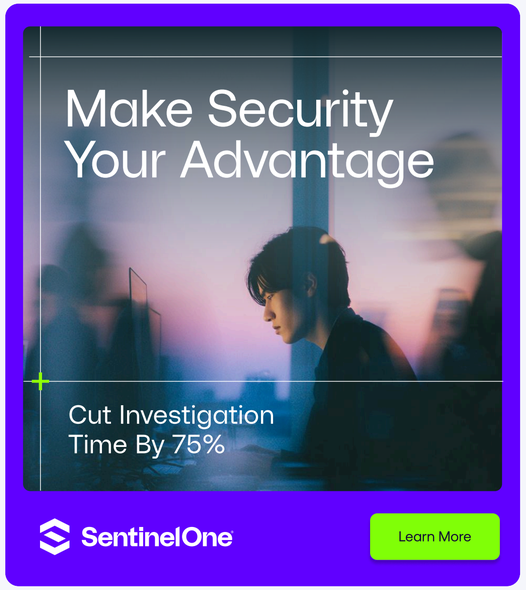
Position the lighter colors of the gradient behind white text.

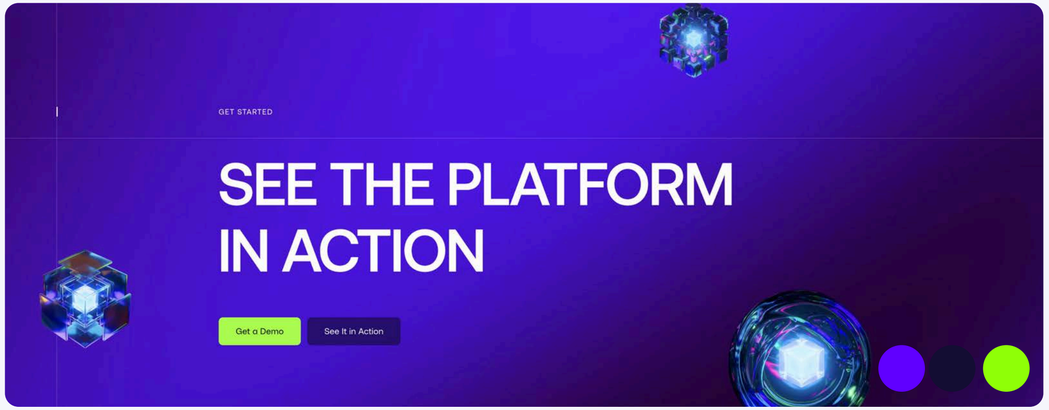
EXAMPLES OF USE





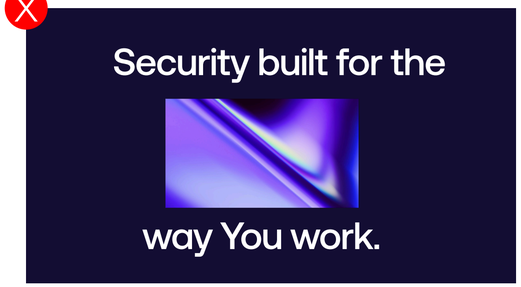




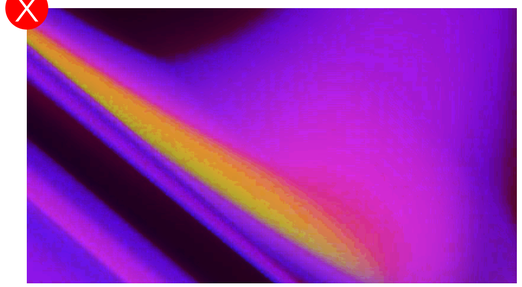


GRADIENT MISUSE

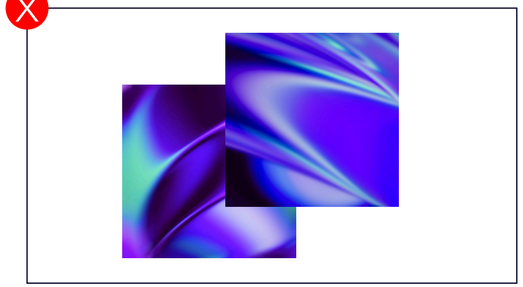
The custom gradient is a precise brand element. Consistent and intentional use preserves its integrity across all applications. The following examples illustrate common errors to avoid.



1. Avoid using the gradient as a primary focal element. It is always a supporting layer.



2. Avoid recoloring, filtering, or altering the gradient's approved hue or saturation.



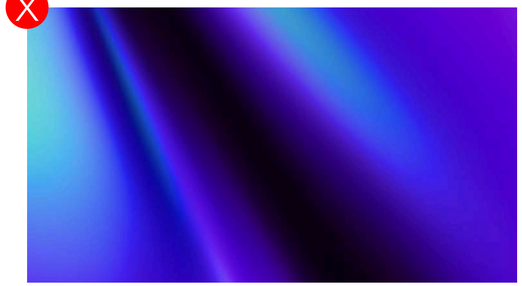
3. Avoid layering or stacking multiple gradient fields within a single layout.



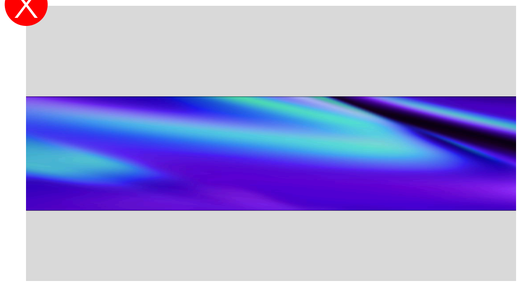
4. Avoid applying the gradient as a fill or clip mask to type or icons.



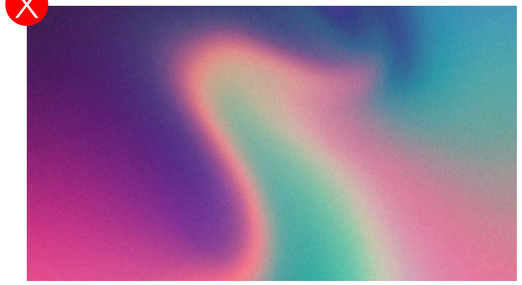
5. Avoid placing the structured gradient expression behind body copy or UI elements without clear spacing for legibility.



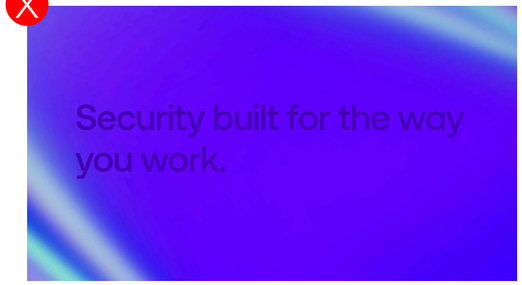
6. Avoid cropping the gradient in ways that produce unnatural or abrupt color breaks.



7. Avoid scaling the gradient non-proportionally, which distorts tonal transitions.



8. Avoid using an unapproved version of the gradient outside the defined asset library.



9. Avoid using the gradient on backgrounds where it reduces contrast below accessibility thresholds.

TYPOGRAPHY

OUR FONT

Sentinel Sans

PRIMARY FONT

Sentinel Sans is a custom typeface that's designed to perform at every scale. This versatile font family uses a range of weights to maintain clarity and alignment across a wide array of channels, contexts, and use cases, from UI and product experience to digital and print marketing.

Sentinel Sans

Sentinel Sans Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*

PRIMARY FONT

Sentinel Sans Display Light

Display light is our ALL CAPS headline weight. Light projects controlled confidence with a refined, modern profile. It reads as precise and intentional, supporting fast scanning and strong hierarchy without visual noise. Use Light for all headline treatments across brand, product, and marketing communications.

Sentinel Sans Display Regular and Text Regular

Sentinel Sans Display Regular is used for all title case headlines and text regular is optimized for body copy and longer reads, Regular balances clarity and warmth while preserving a technical, system-ready rhythm. It ensures consistent legibility, stable texture, and effortless flow for paragraphs, descriptions, and documentation.

Sentinel Sans Display Medium

Medium is used for headlines and feature moments that require presence and authority. It also delivers emphasis within layouts, making it ideal for subheads, callouts, and instances where additional weight is needed without overwhelming the composition.

Sentinel Sans Bold

Reserved for exceptional emphasis only — callout numbers, data labels, or isolated UI moments — where maximum weight contrast is required. Bold should never be used for headlines or body copy.

Primary font for translation

Noto Sans is the font that we use for when translating SentinelOne brand copy and advertising into other languages.

Systems font

Our default systems font in email and when using PPT or Google slides, is Arial in regular and **bold.**

Sentinel Sans

Confidence Is The Greatest Advantage.

Sentinel Sans Display Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Confidence Is The Greatest Advantage.

Sentinel Sans Display Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Confidence Is The Greatest Advantage.

Sentinel Sans Display Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans

自信は最大の強みです。

Noto Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

自信は最大の強みです。

Noto Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

自信は最大の強みです。

Noto Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY IN USE

Headlines use Sentinel Sans within a fixed set of specifications to ensure consistent hierarchy, legibility, and layout behavior. These are examples of sizing, weight, and spacing. They adjust for fit and content length without changing underlying style rules.

Headlines

Sentinel Sans Display Light or Display Medium are the primary weights for headline copy. Flush left or center alignment. Style 1 uses title case for longer headlines and readability. Headline Style 2 uses all caps for short, declarative statements with maximum punch and clean line breaks.

Subheads

Use Sentinel Sans Display Medium or Display Regular for subheads to add structure under the headline. Set in sentence case, flush left, and keep the line length shorter than the headline so the hierarchy reads clearly.

Body copy

Set body copy in Sentinel Sans Text Regular. Keep paragraphs flush left with comfortable line length and consistent spacing. Use Sentinel Sans Medium sparingly within body copy to call out a key phrase or term without introducing additional colors.

Layout

Maintain a simple, repeatable format: headline → subhead → body copy. Keep alignment consistent, avoid forced wraps, and let whitespace do the work so the system feels controlled and legible.

Headline Style 1

Sentinel Sans Display Medium
Size - 48pt/58pt
Minimum size - 16pt
Flush left or center

Sentinel Sans Display Regular
Size - 30pt/36pt
Minimum size - 12pt

Sentinel Sans Text Regular
Size - 12pt/18pt
Minimum size - 10pt
Flush left

Sentinel Sans Text Medium
Size - 10pt/16pt
Minimum size - 10pt

Control is the New Defense

Security built for the way you work.

Bernam sus ut eatint doluptatur a dolorem aut re volupta cuptia sunt mil ipsae sunto ventur. Ane voluptaque vitas explignit volorenitae seri coriatet. Equid quuntisque volum eum bisit imi officit quatur. Seque sus ipicae prae lab inulpa verem net ipid enimus ature voluptatur fugitiae. Dolorem aut re volupta cuptia sunt mil ipsae sunto ventur vitas explignit volorenitae.

Lecedipsam eos sum quiderit auditia volor epuda et atur audit a vollam que pore. Volupt inctam rere ipiti dis autem illab ium sum as abore eiumquae.

Headline Style 2

Sentinel Sans Display Light
Size - 48pt/52pt
Minimum size - 16pt
Flush left

Sentinel Sans Display Medium
Size - 30pt/36pt
Minimum size - 12pt

Sentinel Sans Regular
Size - 12pt/18pt
Minimum size - 10pt
Flush left

Sentinel Sans Medium
Size - 10pt/16pt
Minimum size - 10pt

BUILT FOR ADVANTAGE

Security built for the way you work.

Bernam sus ut eatint doluptatur a dolorem aut re volupta cuptia sunt mil ipsae sunto ventur. Ane voluptue vitas explignit volorenitae seri coriatet. Equid quuntisque volum eum bisitimi, officit quatur seque sus ipicae. Aprae lab inulpa verem net ipid enimus ature voluptatur fugitiae. Dolorem aut re volupta cuptia sunt mil ipsae sunto ventur vitas explignit volorenitae.

Lecedipsam eos sum quiderit auditia volor epuda et atur audit a vollam que pore. Volupt inctam rere ipiti dis autem illab ium sum as abore eiumquae.

HEADLINE STYLE

For consistency and legibility, headlines follow two approved treatments: title case for longer lines or a more conversational tone, and all caps for short, high-impact statements. Use emphasis sparingly. Color may highlight a key word, and a shift in placement can reinforce hierarchy and movement.

Headline Styles

Headline Style 1 – Title Case (CMOS)

Use for longer headlines, or when the message needs a more instructional tone. Set in Sentinel Sans Regular for readability at length. Keep breaks natural and avoid forced wrapping.

Headline Style 2 – ALL CAPS

Use for short, decisive headlines that need immediate impact. Set in Sentinel Sans Light or Regular in all caps with clean, confident line breaks. Best for top-level messaging.

Emphasis

Color emphasis

Use one accent color to highlight a single key word or phrase, ideally at the beginning or end of the headline. Emphasis should clarify meaning, not decorate. Keep the remaining words in the default text color.

Placement emphasis

Create emphasis through hierarchy by isolating one word on its own line or making the final line slightly stronger. Avoid combining multiple emphasis techniques within the same headline.

Headline Style 1 - Title Case

Control is the Greatest Advantage.

Headline Style 2 - All Caps

BUILT FOR ADVANTAGE

Color Emphasis

BUILT FOR ADVANTAGE

To add emphasis in headlines, words can be highlighted using color.

Placement Emphasis

ONE PLATFORM ENDLESS ADVANTAGE

TYPOGRAPHY PUNCTUATION

Consistent punctuation is an indicator of precision and a direct expression of our brand personality. These standards cover how punctuation is deployed across SentinelOne communications, so every touchpoint reads with the same precision and intent.

Headlines

- Periods on everything *except* single-sentence headlines.
- Single-sentence headlines should include a period if (1) the headline is one of several in a set where other headlines use periods, or (2) the line includes other punctuation, like a comma.
- Avoid Em-Dashes and Semicolons unless absolutely necessary.

Subheads

- Subheads should always be written in sentence case
- Standard Chicago Manual of Style punctuation rules apply.

General

- **Em Dashes:** Avoid them unless absolutely necessary.
- **Hyphens:** Hyphenated words should always appear on the same line in headlines. A line should never end on a hyphen.
- **Semicolons:** Avoid semicolons unless absolutely necessary. Try replacing semicolons with a period to keep a punchy cadence.
- **Ellipses:** Use sparingly. An ellipsis indicates a trailing thought or intentional pause, not an alternative to a period. Never use more than one per headline or subhead.
- **Quotation marks:** Use double quotation marks for direct quotes. Use single quotation marks for a quote within a quote. Punctuation goes inside the closing quotation mark.
- **Domains:** Use camel case, with a lowercase “.com” in SentinelOne.com

With Period

Protect Every Device.
Secure Every Identity.

Periods on everything except single sentence headlines.

Without Period

Security Built For
The Way You Work

Single sentence headlines without period

With Period

When Every Endpoint Is A
Target, Milliseconds Matter.

Include periods on headlines that include commas.

EXAMPLE OF USE



COLOR USAGE

Type color must always support clarity, contrast, and hierarchy. SentinelOne typography uses a focused set of approved colors to keep every composition clean, controlled, and on-brand.

Choose colors that deliver strong contrast against the background. Avoid combinations that reduce legibility or create unnecessary visual noise.

Usage

Prioritize contrast: Primary messaging should use the strongest contrast. Secondary elements can use supporting tones.

White for dark backgrounds: Use White on Deep Purple or Purple to achieve maximum clarity and balance.

Deep Purple for light backgrounds: Ideal for structured, high-contrast layouts on white or light backgrounds. Deep Purple delivers maximum readability in editorial, data-heavy, and product contexts.

Purple for emphasis: Sentinel Purple should be used sparingly for keywords, highlights, or short statements, not long body copy.

Avoid visual conflict: Do not place type over gradient hotspots, busy transitions, or areas with insufficient contrast.

Black when no brand color is needed: Black may be used in neutral or simplified compositions, especially in documentation or operational materials.

Purple Background

Security built for the way you work.

Security built for the way you work.

Dark Blue Background

Security built for the way you work.

Security built for the way you work.

Security built for the way you work.

White Background

Security built for the way you work.

Security built for the way you work.

Security built for the way you work.

All combinations shown above are approved. Select the pairing that provides the strongest clarity and hierarchy for the composition.

TYPOGRAPHY – MISUSE

Preserving a clear and consistent typographic language across all SentinelOne communications is essential. These are examples of common errors that compromise legibility, hierarchy, and brand integrity.

Security built for the way you work.

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

1. Avoid using color outside of the approved color palette.

SECURITY BUILT FOR THE WAY YOU WORK.

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

2. Avoid using Sentinel Sans bold for body copy.

SECURITYBUILTFOR THEWAYYOUWORK.

In accus antium error est reprehender atque cum quia ipsam. Vel doloribus praesentium cumus rerum quas quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolobus presentium.

3. Avoid using loose tracking for typography.

Security built for the way You work!!!

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

4. Avoid exclamation points.

Security built for the way you work.

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

5. Avoid formatting headlines and body copy flush right.

Security built for the way you work.

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

6. Avoid adding highlights or visual effects to typefaces.

Security built for the way you work.

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

7. Avoid using underscore for headlines.

SECURITY BUILT FOR THE WAY YOU WORK.

In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

8. Avoid spatial emphasis for more than one intentional line.

Security built for the way you work.

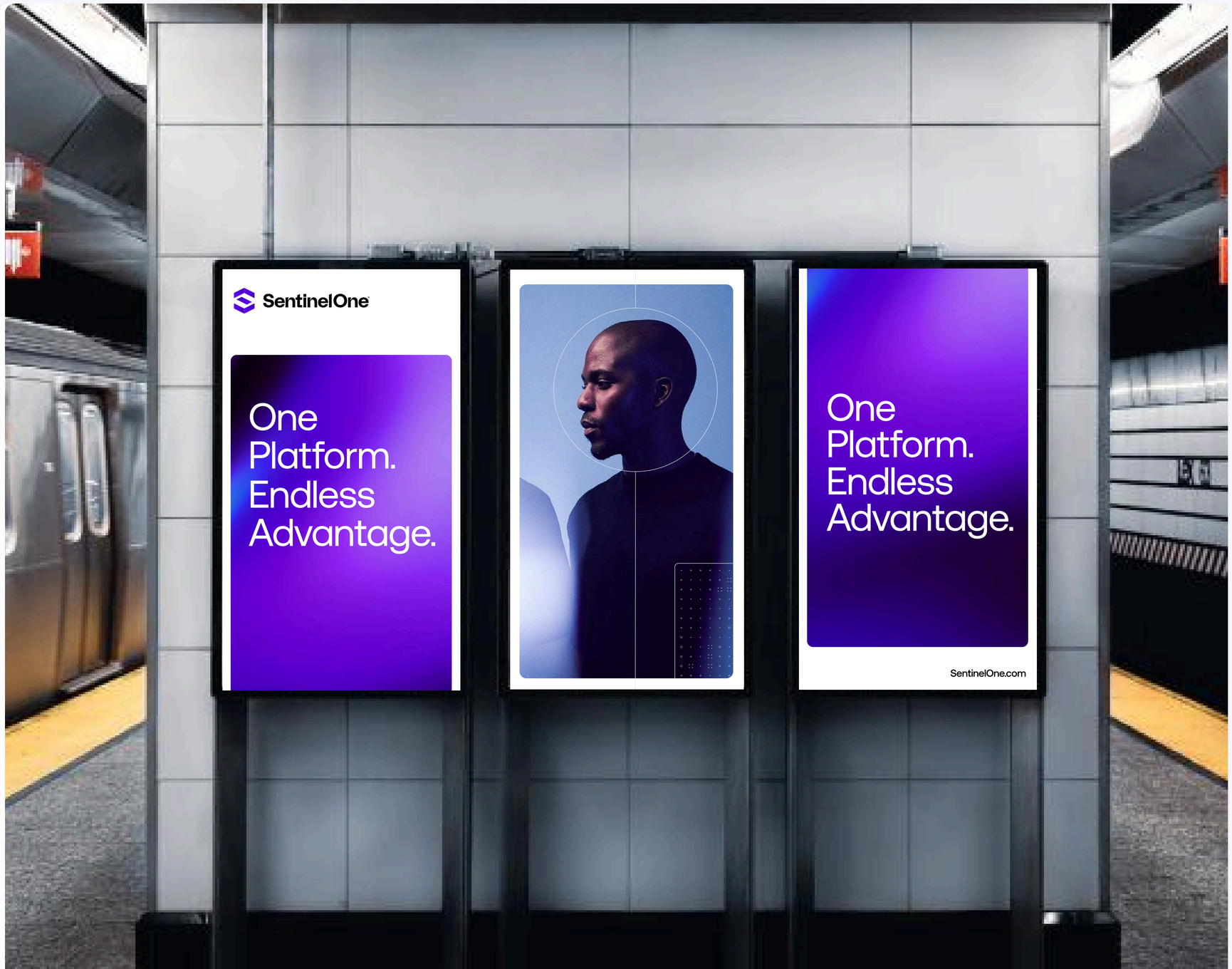
In accus antium errest reprehender atque cum quia rerum ipsam. Vel dolor bus praesentium cum rerum quas et quam dolorem et volupe otates ullam. Non itaque debitis vel labore dolore sed sint nihil est dolor bus praesentium cum rerum.

9. Avoid highlighting multiple or unimportant words.

LAYOUT STRUCTURE

LAYOUT STRUCTURE

SentinelOne delivers precision, control, and order. The layout system reflects those same values. A structured, repeatable approach to composition ensures that every communication projects confidence and clarity. The following pages define the system's components and how they work together.



SYSTEM PANELS

System Panels are a core layout device used to organize content with clarity and control. They create a consistent hierarchy across product and brand by holding messaging, shaping negative space, and framing imagery. Panels can be used alone or combined as a stacked system to guide attention without adding noise.

Panel Formats

System Panels appear in three formats: Anchor, Inset, and Window. Each format is designed to be flexible in placement while remaining consistent in geometry and proportion.

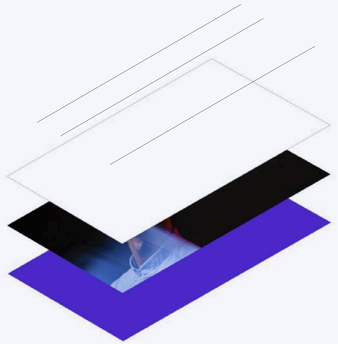
Containers, not constraints: Panels are structural containers that can expand, contract, or shift position to fit the content and composition, while maintaining the system's visual discipline.

Color and contrast: Panels may appear in Sentinel Purple, White, or Deep Purple. Choose panel color based on legibility and contrast against the image or background.

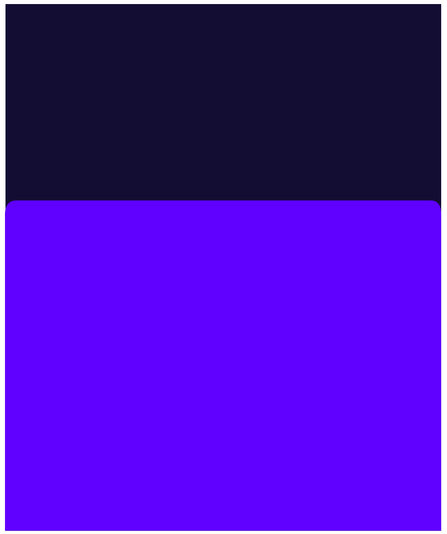
Corner Radius

Panels use a distinct corner radius on one vertical side only. Both corners on the same side are rounded with the opposite side remaining square. The radius applies only to exterior edges, and stays consistent when multiple panels appear together.

Panels appear as a layered stack

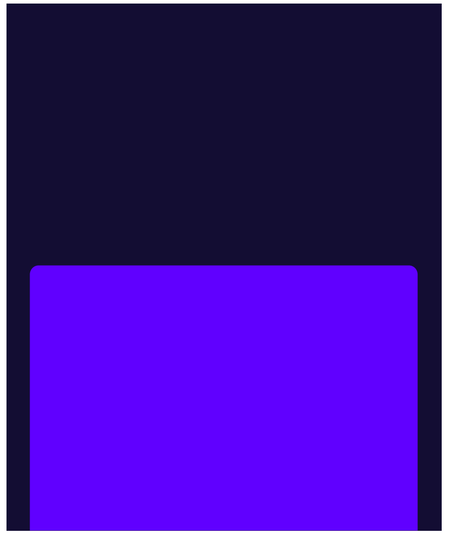


Anchor Panel



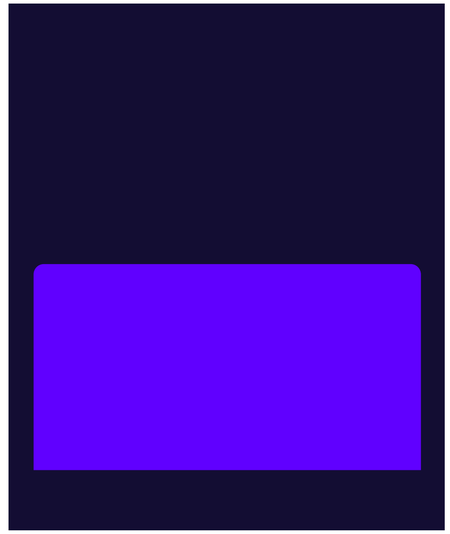
A grounding panel that "holds" the layout and establishes hierarchy.

Inset Panel



A large container panel that sits inside the frame, used to anchor content blocks.

Window Panel



A smaller floating panel that behaves like a callout or focus window.

Corner Radius Value:

Recommended radius: 10px
Acceptable range: 8–16px depending on scale and layout.

For large-format applications such as event booths and out-of-home, scale the radius proportionally from the 10px baseline.



SYSTEM PANEL COMPOSITION

These examples show how panels behave in layouts, and how the grid supports consistent placement.

Layered order

Use panels as a layered stack that separates message, image, and structure while keeping the composition clean and readable. Typography and messaging may sit on panels or align directly to panel edges.

Grid alignment

Panel edges align to the grid to maintain structure. Rounded corners snap to the grid so the system feels precise even when layouts vary.

Panel ratios

Use panel scale in a composition to control emphasis:
50/50 for balanced compositions
60/40 for message-led layouts
70/30 for visual-led or expressive compositions

Motion behavior

In motion, panels enter with directional intent (left-to-right, bottom-up, or staggered reveals). Movement should feel controlled and purposeful, reinforcing a sense of system and orchestration.

Anchor Panel

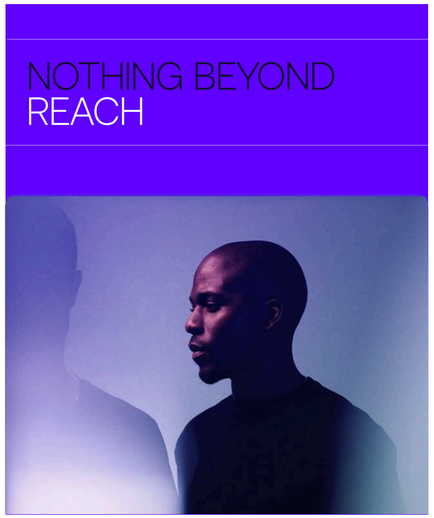


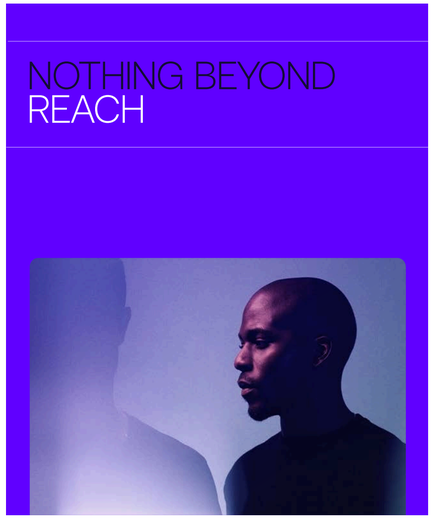
Inset Panel

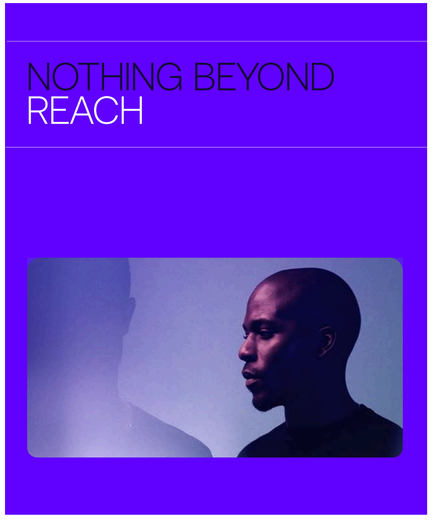


Window Panel









STRUCTURAL LINES

Structural lines are a fundamental element of the brand's visual language. They are a constant reminder that SentinelOne is built on precision, clarity, and control.

Strategic Role

Expose the grid: They make the invisible structure visible, signaling that every element is intentional and aligned.

Express order vs chaos: By revealing the underlying framework, they reinforce our narrative of transforming complexity into clarity.

Anchor motion and layout: They provide references for how elements move and scale, ensuring consistency across applications.

Structural line construction

Line weight for print applications: 0.5pt minimum.

Line weight for digital applications: 1px minimum width.

Line color: White (#FFFFFF) or our brand Atmosphere

Relationship to the system elements

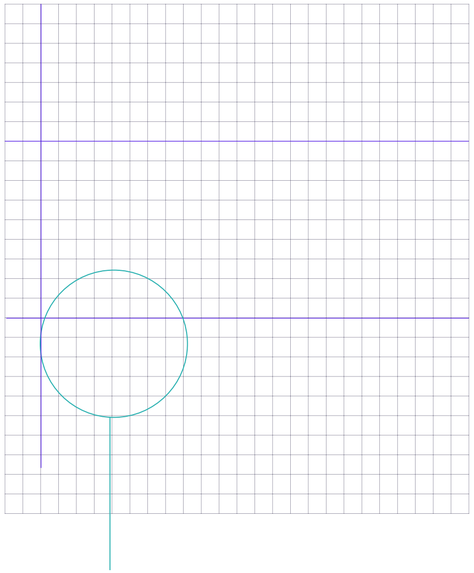
Typography: Lines reinforce headline modularity by connecting them to the grid. They anchor text and highlight information.

Panels: Lines add depth and tension, signaling dimensionality.

3D forms & motion elements: They act as a counterbalance to organic or fluid shapes, evoking a sense of engineered precision.

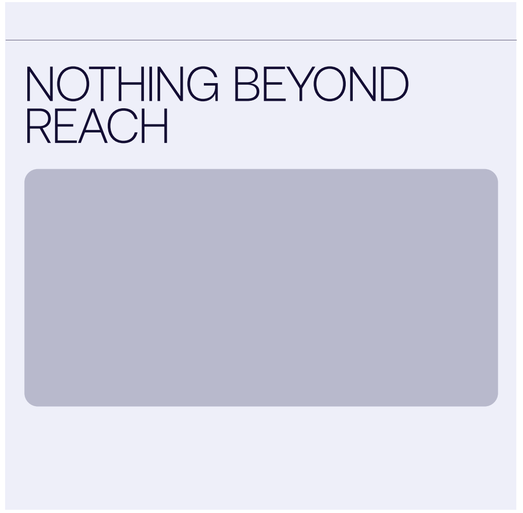
Motion and micro interactions: Lines can animate subtly sliding along the grid to echo the brand's kinetic identity.

Structural Line Element

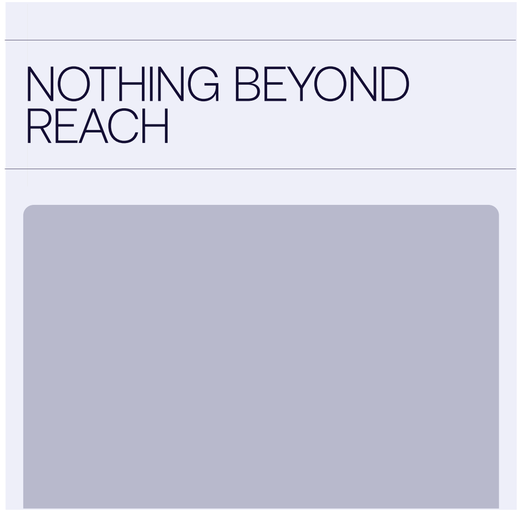


Align with grid system

Structural Line Guides System Panels



Structural Line Anchors Type



Structural lines in use

STRUCTURAL LINE USAGE

When used alongside system panels, structural lines define the boundary between content zones. The line should align to the top or bottom edge of the panel, never crossing through it.

Line width

Full width: Start with structural lines full width to the canvas, anchored on both sides.

Inset: Structural lines may be used inset to the canvas grid. Always make sure they are evenly spaced to the grid with equal margins on all sides.

Mixed use: Structural lines can be mixed at full width and inset based on layout.

Structural Lines - Full Width



Structural Lines - Inset



Structural Lines - Mixed Use



STRUCTURAL LINE & TYPE

Structural lines should not extend into the page margins or come within the defined safe zone. Lines must always align with the grid and maintain consistent spacing relative to the type they anchor.

Format

Always aligned: Structural Lines run horizontally, parallel to the baseline. They must align to a grid row and maintain consistent weight across all applications. Angled lines are not part of the system.

Reveal the system: By tracing the grid, lines make the invisible architecture visible showing how every element is placed with intention.

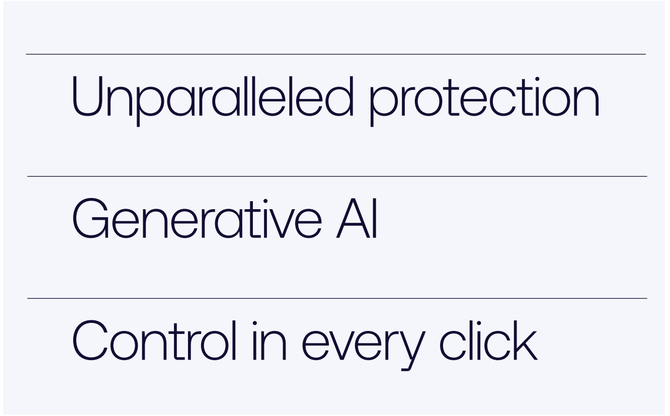
Color: Lines must always appear in dark blue #140D33 on light backgrounds, and white #FFFFFF or brand atmosphere on dark backgrounds.

Primary - Structural Line & Type Usage

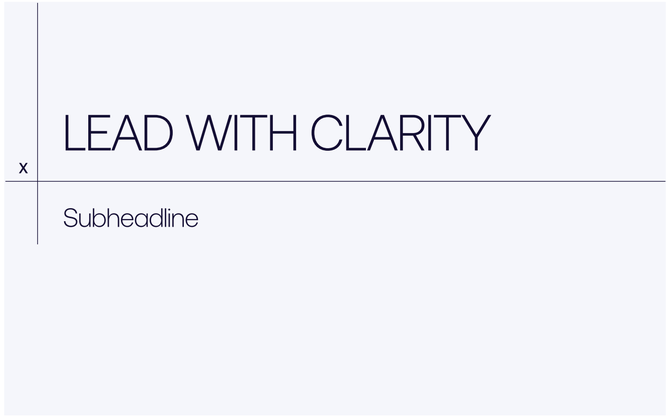


Structural lines should be spaced equal to the “x-height” from the median line (the line where lower case letters end).

Horizontal Line Used To Organize Content



Vertical Line Headline & Subhead - Spacing



Structural lines should be placed flush to the “cap-height” and the base-line (the full height of the letterforms).

Secondary Line Usage



Structural lines can be placed at the “cap-height”, and the baseline of second line of copy.

STRUCTURAL LOGO & CTA

When you are considering logo and CTA placement, consider hierarchy of messaging, logo, messaging, CTA.

Logo placement

Always try to maintain left alignment with logo placement. Align logo to copy and at the baseline of panels.

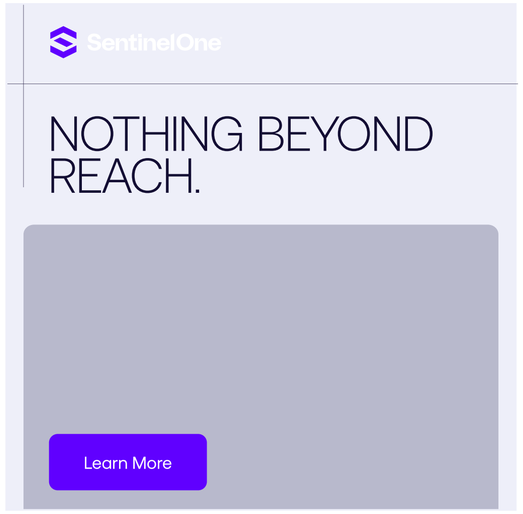
CTA

Always make sure CTAs are visible in a clear space and never in competition with our logo mark. They should anchor to the right or left of a layout.

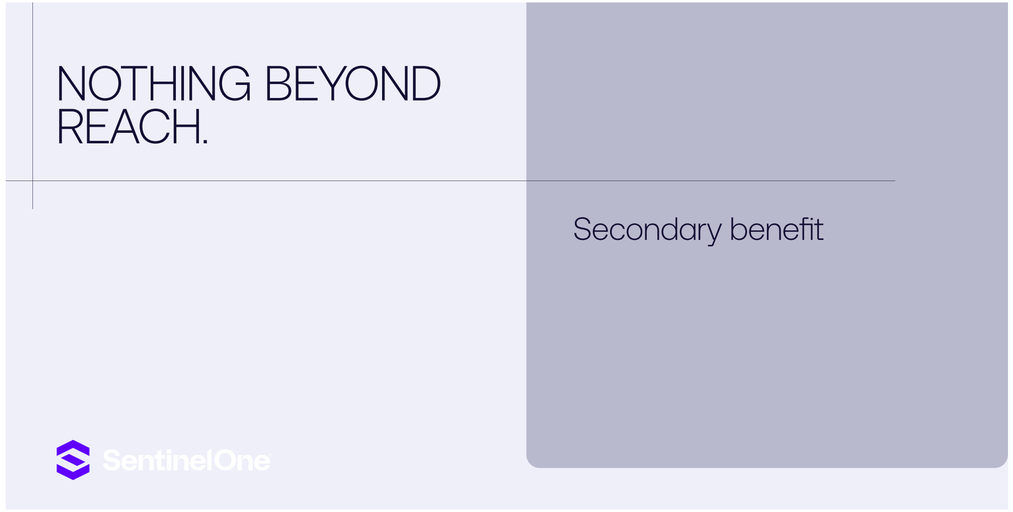
Logo Aligned To Panel



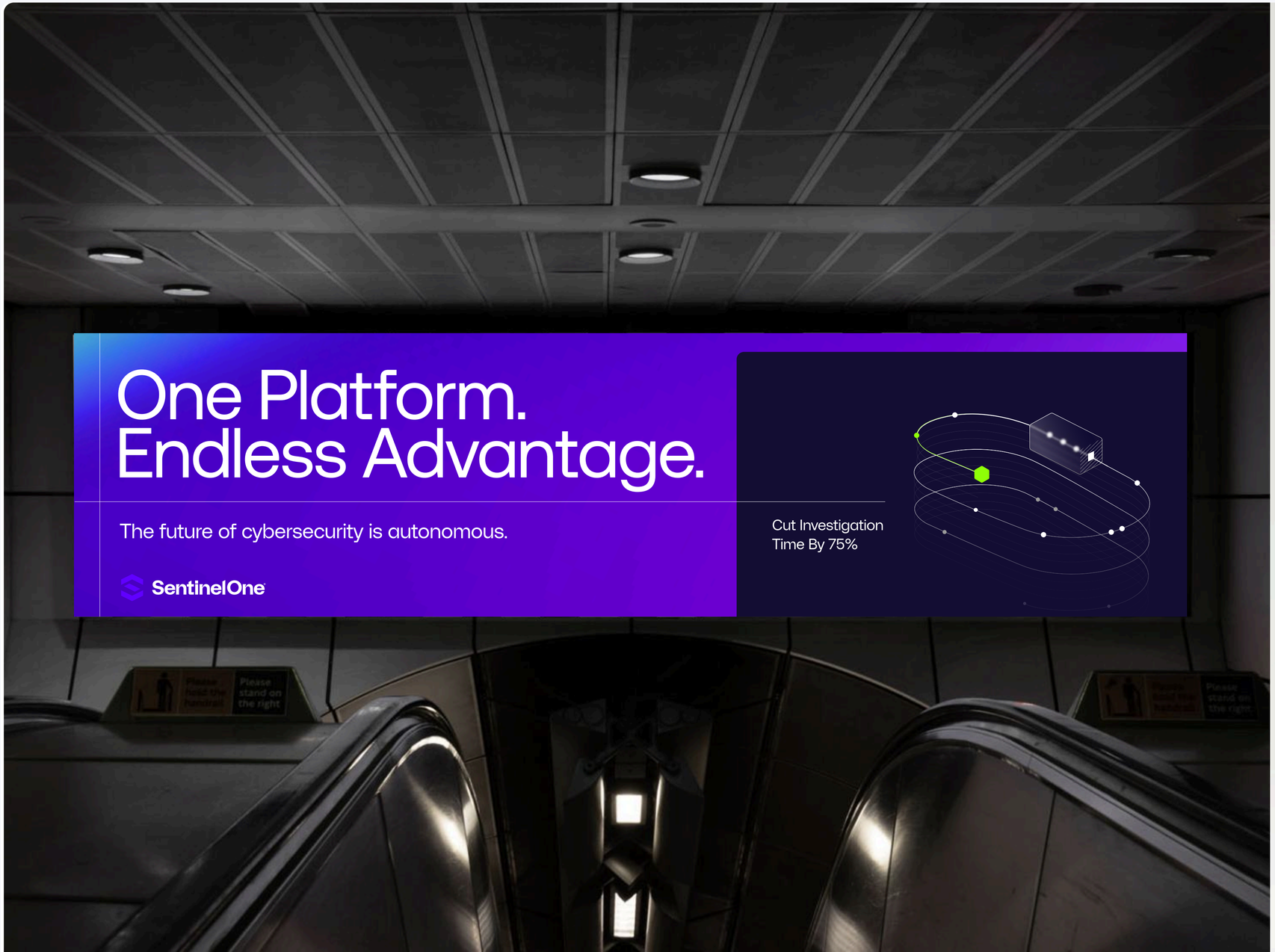
CTAs

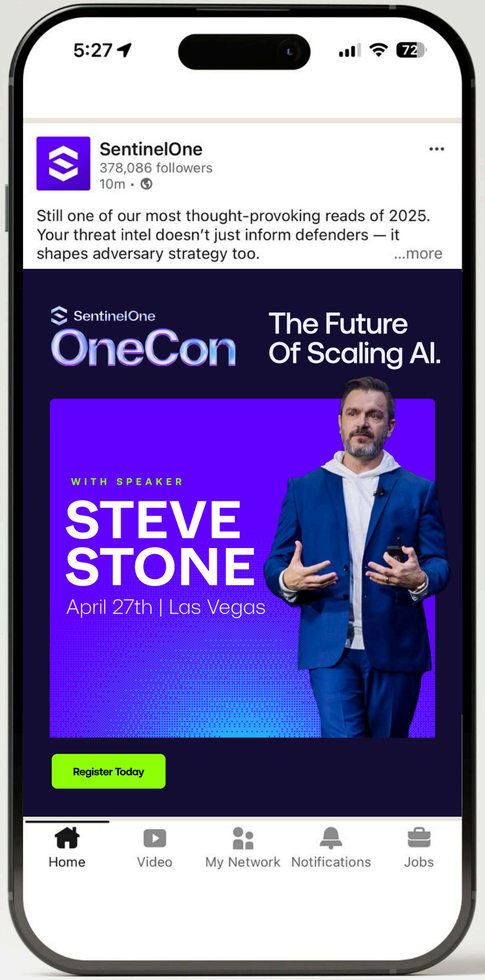


Structural Lines - Mixed Use



EXAMPLE OF USE





GRID SYSTEM

The system uses a 4-unit (4px) modular grid to keep spacing, alignment, and rhythm consistent across formats. Columns, rows, margins, and gutters snap to clean multiples, so panels, typography, and imagery lock into place with clarity and control. Use the same 4-unit logic to build additional sizes. Keep gutters consistent, keep margins on the 4-unit rhythm, and adjust cell dimensions to fit new canvases.

- **Base unit:** 4px (with 2px allowed as an optical half-step only).
- **Snap rule:** Align layout edges, panel seams, and type blocks to the grid.
- **Consistency:** Keep gutters consistent and margins on the 4-unit logic.
- **Format:** Build additional formats by adjusting dimensions while using the 4-unit logic.

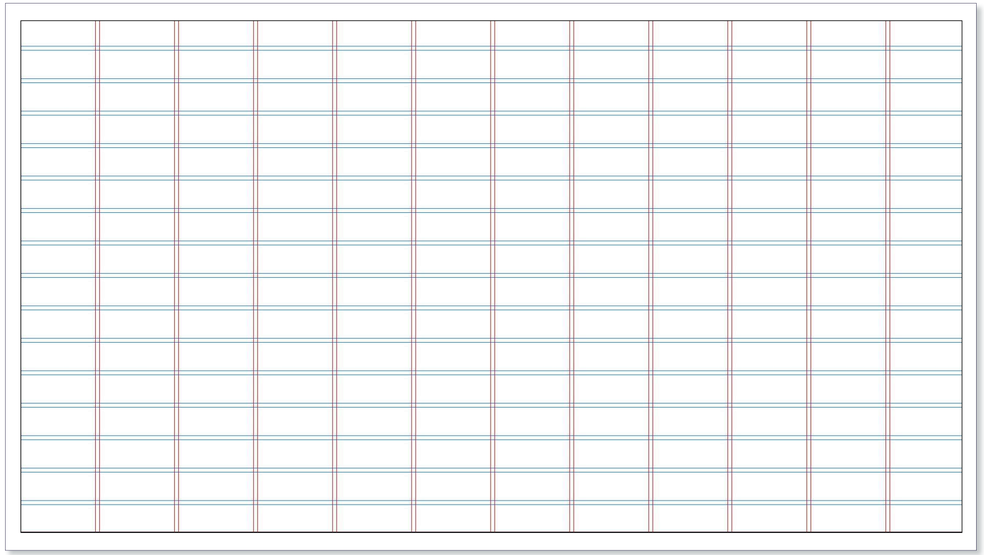
Examples at right illustrate recommended grids.

16:9 Horizontal
Columns: 12
Rows: 16
Margins: Start with 28/32px
Gutters: Start with 8px

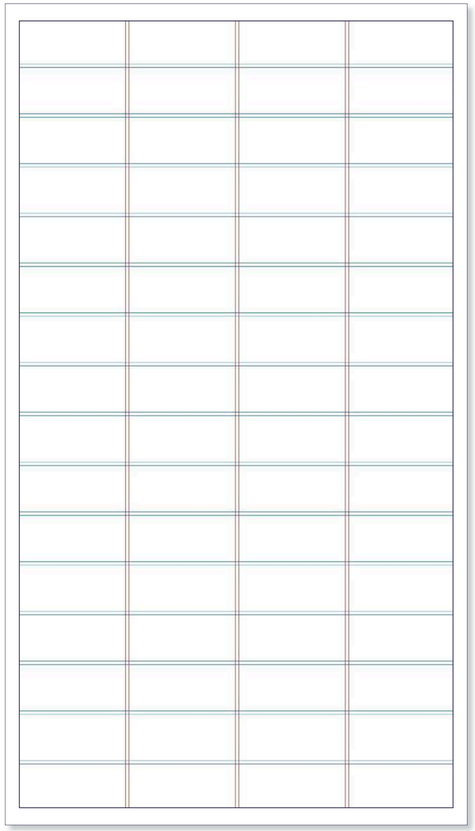
9:16 Vertical
Columns: 4
Rows: 16
Margins: Start with 28/32px
Gutters: Start with 8px

1:1 Square
Columns: 4
Rows: 8
Margins: Start with 28/32px
Gutters: Start with 8px

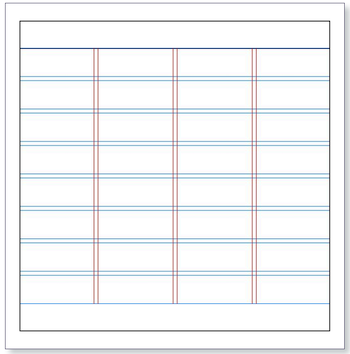
16:9 Horizontal - 12 Columns, 16 Rows



9:16 Vertical - 4 Columns, 16 Rows

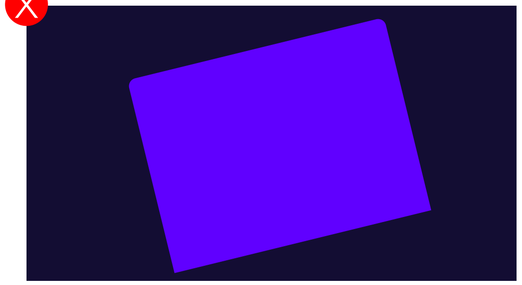


1:1 Square - 4 Columns, 8 Rows

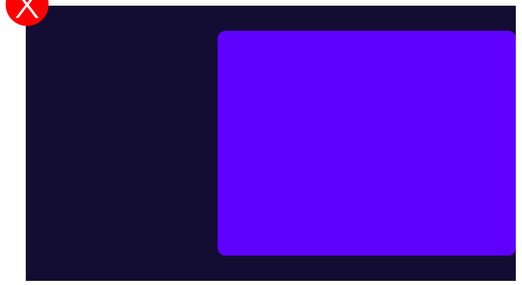


LAYOUT STRUCTURE MISUSE

Consistent application of the layout system maintains visual clarity and brand integrity. These are examples of common errors that undermine structure, hierarchy, and compositional control.



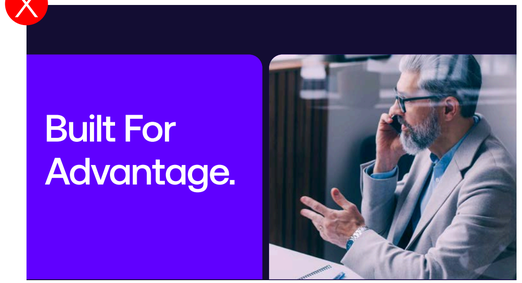
1. Avoid using system panels outside of the three approved formats: Anchor, Inset, and Window.



2. Avoid applying corner radius to both sides of a panel. Radius applies to one vertical side only.



3. Avoid floating panels off the grid or positioning them between column divisions.



4. Avoid stacking panels of equal visual weight in the same composition.



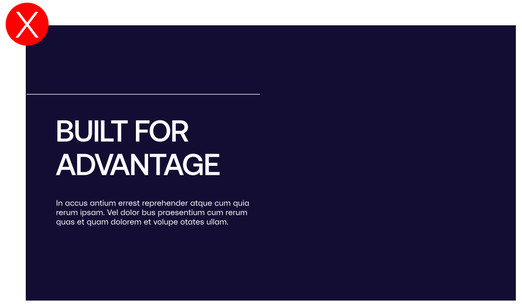
5. Avoid using structural lines diagonally or vertically outside of approved motion applications.



6. Avoid extending structural lines into page margins or beyond the defined safe zone.



7. Avoid mixing structural line weights within a single layout.



8. Avoid using panels in colors outside of the approved palette of Sentinel Purple, White, or Deep Purple.



9. Avoid allowing panel or line elements to compete with or overlap primary messaging.

PHOTOGRAPHY

PHOTOGRAPHY

Photography is one of the most direct expressions of the SentinelOne brand. Every image we use should reinforce our commitment to clarity, precision, and authentic human impact.

There are three distinct areas we focus on: lifestyle, environment, and verticals. Each serves a specific purpose within the system, and all must meet the standards of feeling real, grounded, and technically considered.



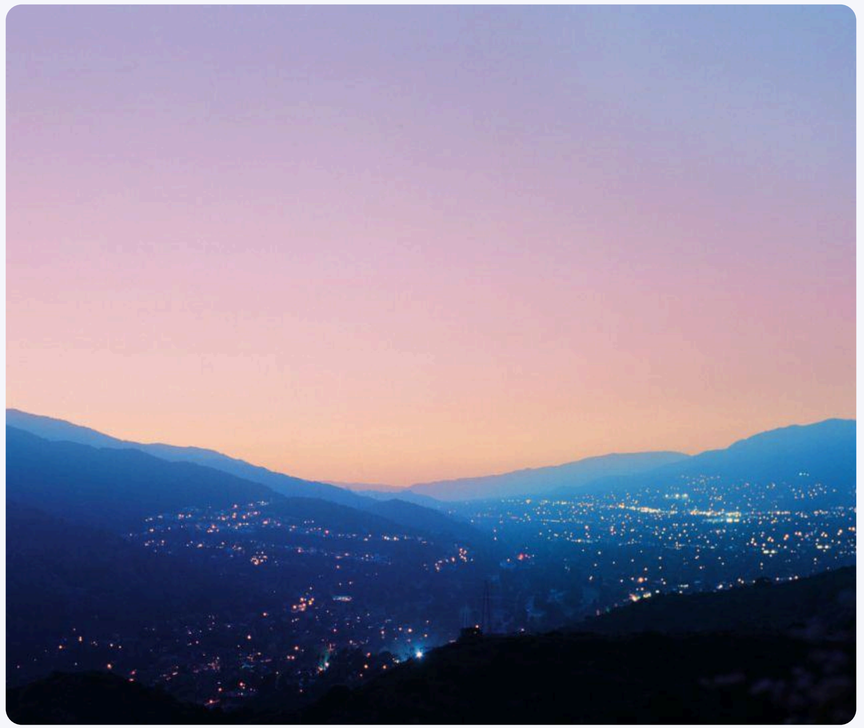
PHOTOGRAPHY

There are three distinct areas we focus on when considering photography needs for SentinelOne.

Lifestyle



World



Verticals



PHOTOGRAPHY — LIFESTYLE

Lifestyle photography humanizes the brand and connects SentinelOne's technology to the people it protects and empowers. These images should feature real professionals in authentic environments. They should not look staged or overly polished. The focus should always be on the human experiences of security, confidence, and control.

Brand treatment

Our brand photography treatment emphasizes the advantage SentinelOne brings its customers. In a world that can feel chaotic and overwhelming, SentinelOne gives them the tools to move freely.

Style direction

Our photography style utilizes motion blur, depth, color, and framing to push the idea of moving freely in a sometimes chaotic world.

Benefit forward

Benefit-forward images show the tangible impact of SentinelOne's platform — a defender in control, a team operating with confidence, a threat neutralized. The subject is empowered, not reactive.

Audience forward

These images are used when we're addressing the real world challenges the cybersecurity community faces. While maintaining the same visual aesthetic, this photography is darker in tone.





PHOTOGRAPHY — LIFESTYLE

Benefit Forward









Audience Forward

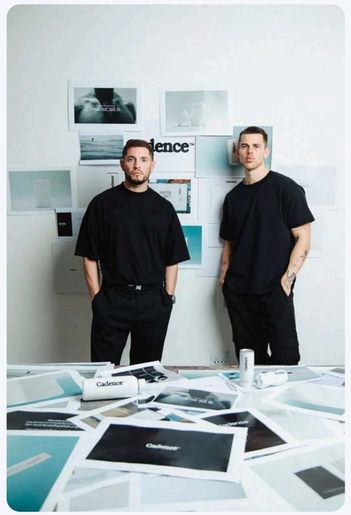


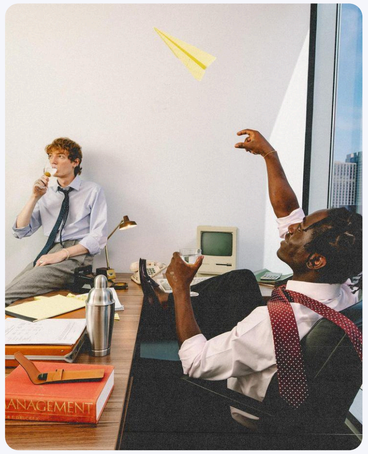


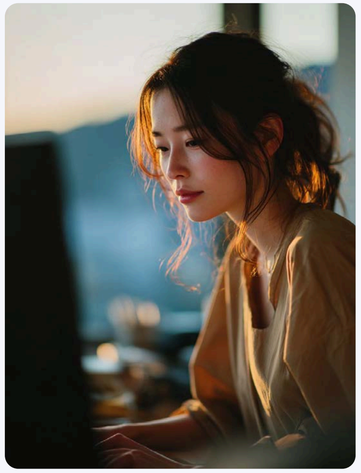
PHOTOGRAPHY — LIFESTYLE

What we are

- Confident
- Refined
- In-the-moment
- Aspirational
- Unique
- Bold





What we are not

- Staged
- Disingenuous
- Uninspiring
- Cliché
- Lame
- Overly Corporate








PHOTOGRAPHY — WORLD

Environment imagery should feel vast, precise, and purposeful. Favor shots with clear compositional structure, like strong horizons, architectural geometry, or controlled depth of field. Avoid chaotic or ambiguous scenes. The world in these images should feel like one SentinelOne understands and operates in, not one that is overwhelming or unpredictable.

Where we use environment photography:

- Keynotes
- Executive and thought leadership communications
- Campaign backgrounds and hero imagery
- Event environments and out-of-home
- Website and digital headers



PHOTOGRAPHY — WORLD EXAMPLES



PHOTOGRAPHY — VERTICALS

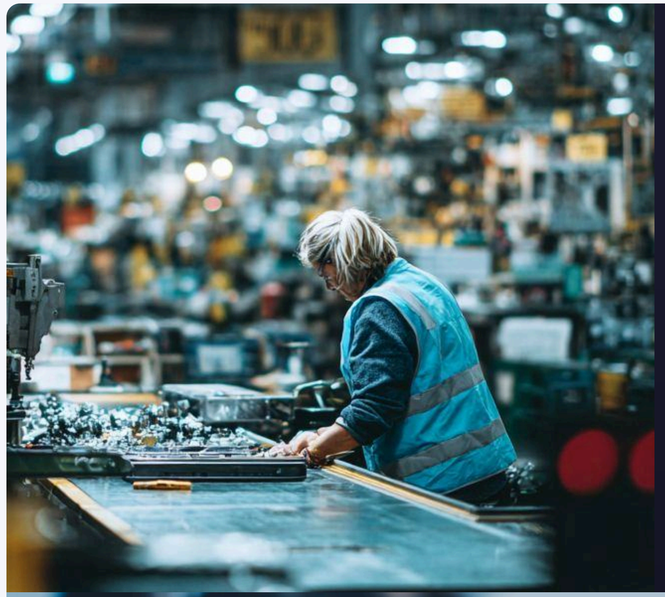
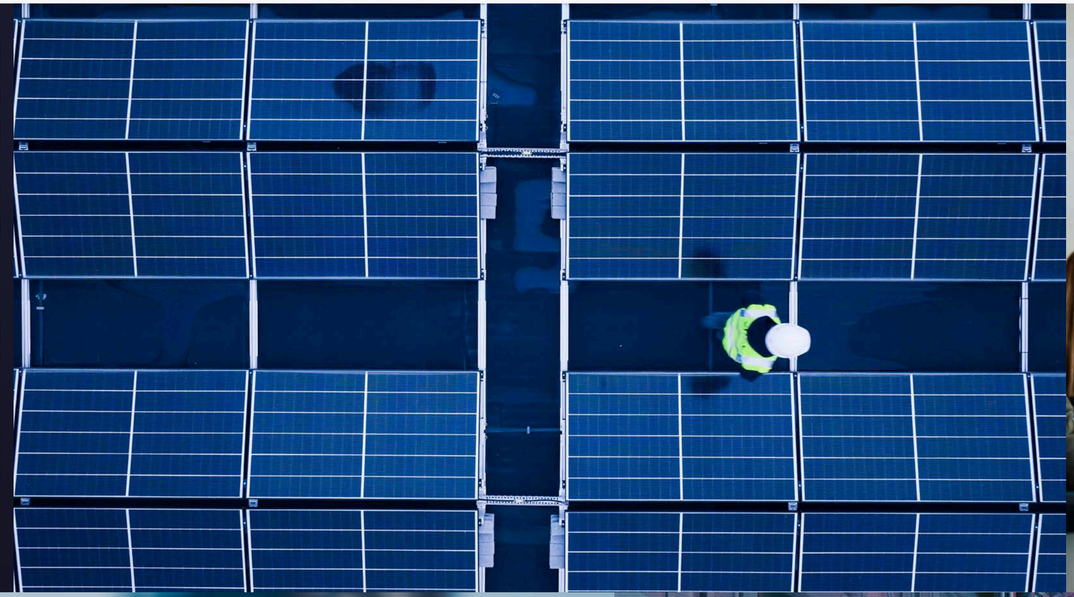
Verticals photography represents the industries and environments SentinelOne protects. These images ground the brand in the real-world contexts where security decisions matter most, such as finance, healthcare, critical infrastructure, or manufacturing. Vertical imagery should feel specific and credible, not generic.

Verticals we support:

- Healthcare
- Financial Services
- Federal Government
- State and Local Government
- Manufacturing
- Energy
- Transportation and Logistics
- Higher Education
- K-12 Education
- Retail and Hospitality
- Startups and SMB



PHOTOGRAPHY — VERTICALS EXAMPLES




PHOTOGRAPHY — GRAPHIC OVERLAY

Defender vision is our graphic overlay treatment. It combines photography with brand graphic elements to create compositions that are visually rich and speak to the technical side of our brand and product. Overlays should enhance the photograph, not obscure it. The image must remain legible and the graphic elements must serve the hierarchy of the message.



PHOTOGRAPHY — GRAPHIC OVERLAY

The graphic overlay system, known as Defender Vision, layers brand-coded elements over photography to signal intelligence, technical precision, and active threat awareness. Each element is drawn from the real language of cybersecurity and applied with intentional restraint. The overlay should enhance the image, not obscure it.

Defender Vision is made up of the following elements:

ASCII Pattern: A repeating character field that references data streams and computational activity. Apply with even padding. Never partially crop the pattern.

Structural Grid: A fine grid referencing network topology. All lines use Cloud (#DFE1EF). Scale cells in quarter increments: 25%, 50%, 75%.

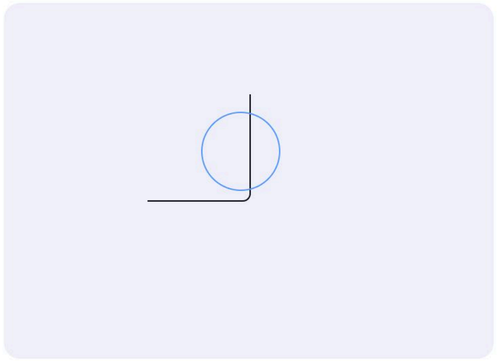
Nested Imagery: Cropped fragments of the primary image placed within grid cells or panels. Apply a blur of 40–60 and vary transparency for depth.

Data Numbers: Small annotations drawn from real cybersecurity data, including MITRE ATT&CK IDs, common ports, IP fragments, CVE fragments, and hex markers. Render in Cloud (#DFE1EF) at minimum size. Never overlay a face or primary subject.

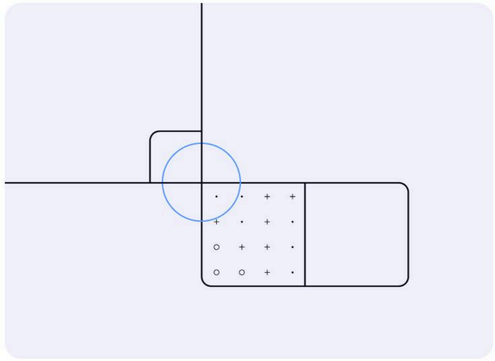
Panels and Containers: Rectangular containers with a 6px corner radius. Remove radius where shapes overlap. All strokes use Cloud (#DFE1EF).

Orb: A large circular element referencing radial detection and the SentinelOne brand symbol. Use sparingly. Show it fully or allow it to bleed deliberately off one edge. Never crop it into an ambiguous arc.

Overlay Structure

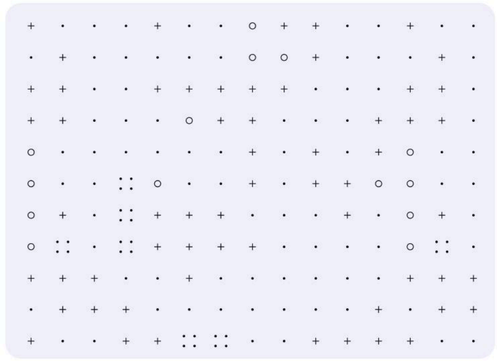


6px radius on all shapes.



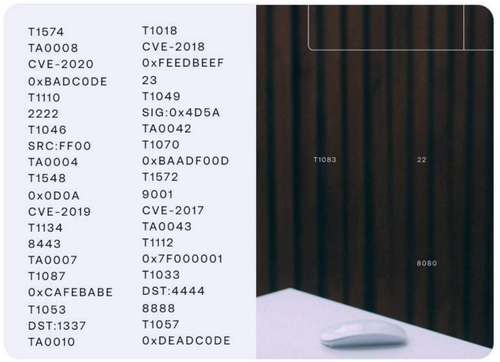
When shapes overlap, remove radius.

Extending shapes off of the canvas is recommended.



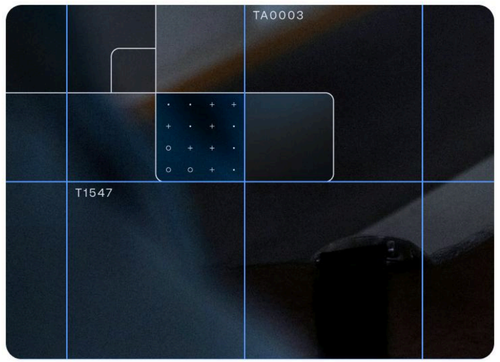
Do your best to cleanly apply the ASCII pattern so that it does not get partially cropped.

It should have even padding and look intentional.



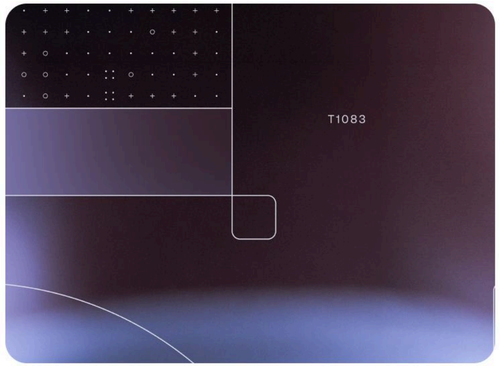
Number overlays are comprised of MITRE ATT&CK, common ports, IP fragments, CVE fragments, IOC labels, and Hex / memory markers.

Avoid overlaying the focal point of an image like a face.



When scaling objects within the grid you can half or quarter them to create more interesting layouts.

Always work in quarter increments: 25%, 50%, 75% etc.



Nested imagery should have a blur applied between 40-60.

Play with transparency for a more dynamic look.

All strokes and patterns use the color Cloud #DFE1EF

PHOTOGRAPHY — GRAPHIC OVERLAY

The graphic overlay is applied to photography using a flexible square grid as the structural foundation. All overlay elements must align to this grid. The grid ensures the overlay feels systematic and precise rather than decorative or arbitrary.

The examples to the right illustrate recommended grids.

1920 x 1080
Horizontal
Columns: 16 (120px)
Rows: 9 (120px)

1080 x 1920 Vertical
Columns: 9 (120px)
Rows: 16 (120px)

1920 X 1080 Horizontal - 16 Columns, 9 Rows



PHOTOGRAPHY — GRAPHIC OVERLAY

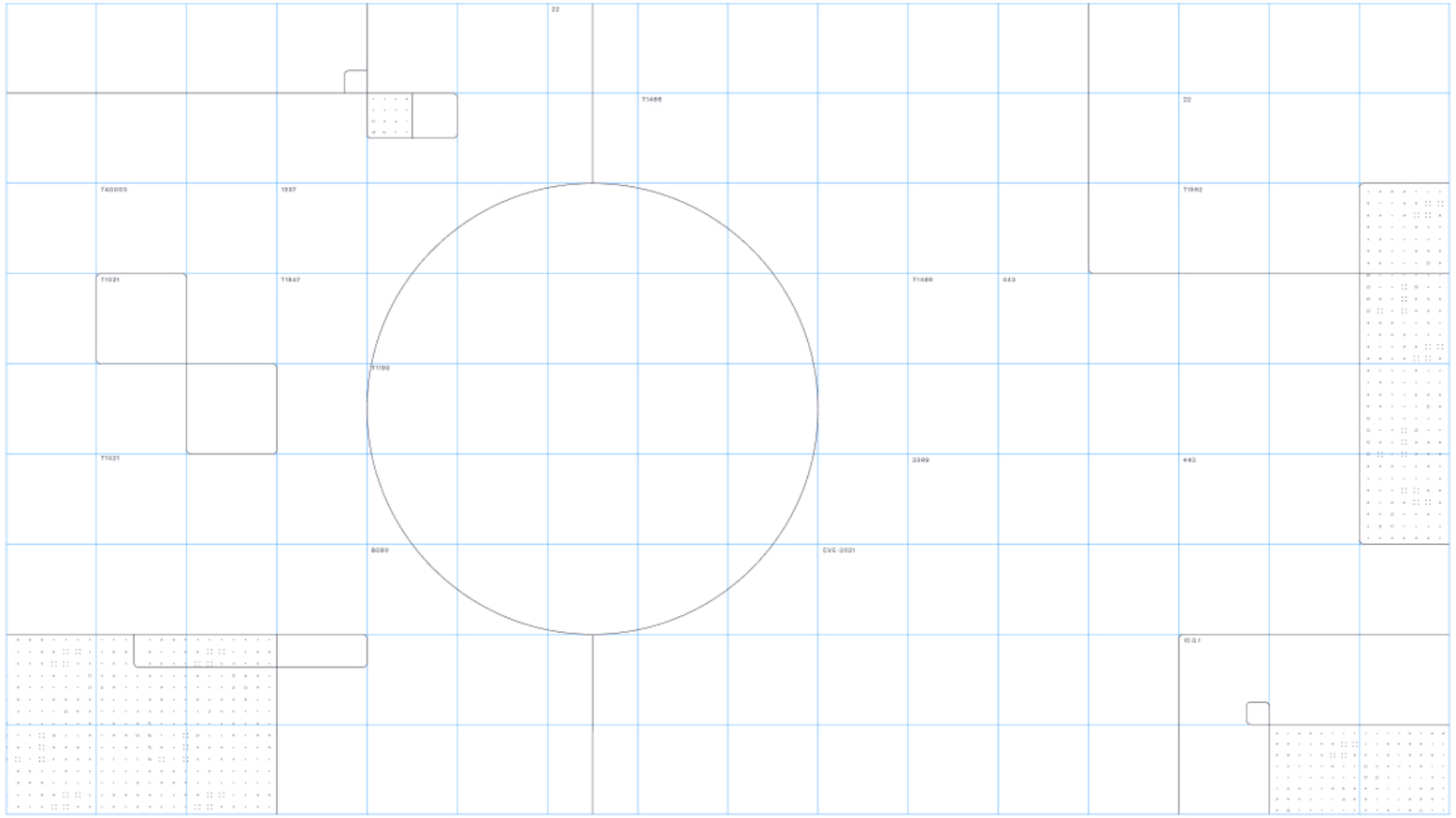
The graphic overlay is applied over photography using a 16-column, 9-row grid as the structural foundation. All overlay elements must align to this grid. The grid ensures the overlay feels systematic and precise rather than decorative or arbitrary.

The examples to the right illustrate recommended grids.

1920 x 1080 Horizontal
Columns: 16 (120px)
Rows: 9 (120px)

1080 x 1920 Vertical
Columns: 9 (120px)
Rows: 16 (120px)

1920 X 1080 Horizontal - 16 Columns, 9 Rows



PHOTOGRAPHY — GRAPHIC OVERLAY



PHOTOGRAPHY & GRAPHIC MISUSE

SentinelOne photography should appear real, grounded, and technically precise, supporting the brand's commitment to clarity and control.

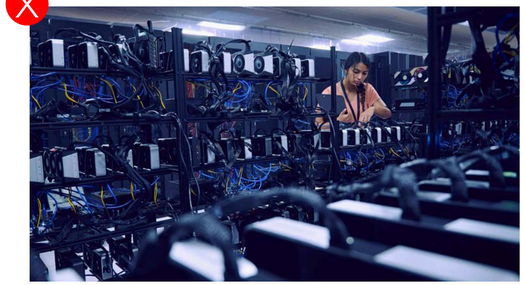
These are examples of treatments that do not meet brand standards and should be avoided in all applications. Images that introduce visual noise, artificial effects, overly stylized concepts, or distracting narratives weaken the system's focus and reduce the effectiveness of the message.



1. Do not pull photos with off-topic subject matter.



2. Don't use alternate graphic overlays.



3. Do not show generic, busy, or distracting images.



4. Do not use cliché cybersecurity visuals or sci-fi effects.



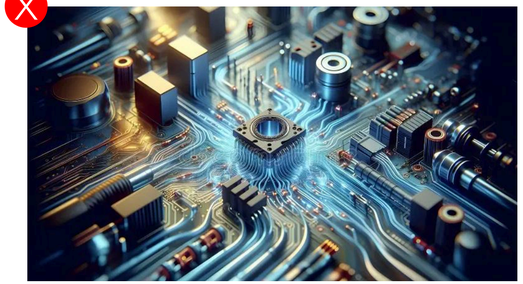
5. Do not use surreal, distorted, or concept-art portrait visuals.



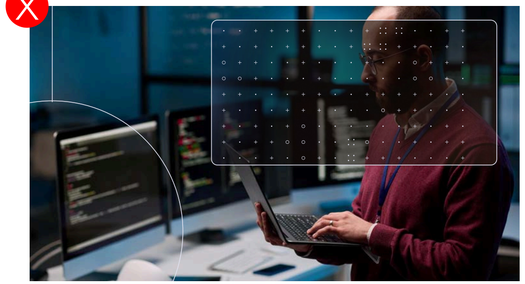
6. Do not use bright, playful, or saturated colors not in palette.



7. Do not use moody or heavily diffused lighting.



8. Do not show generic tech hardware.



9. Do not block subject matter with the graphic pattern.

VISUAL ELEMENTS

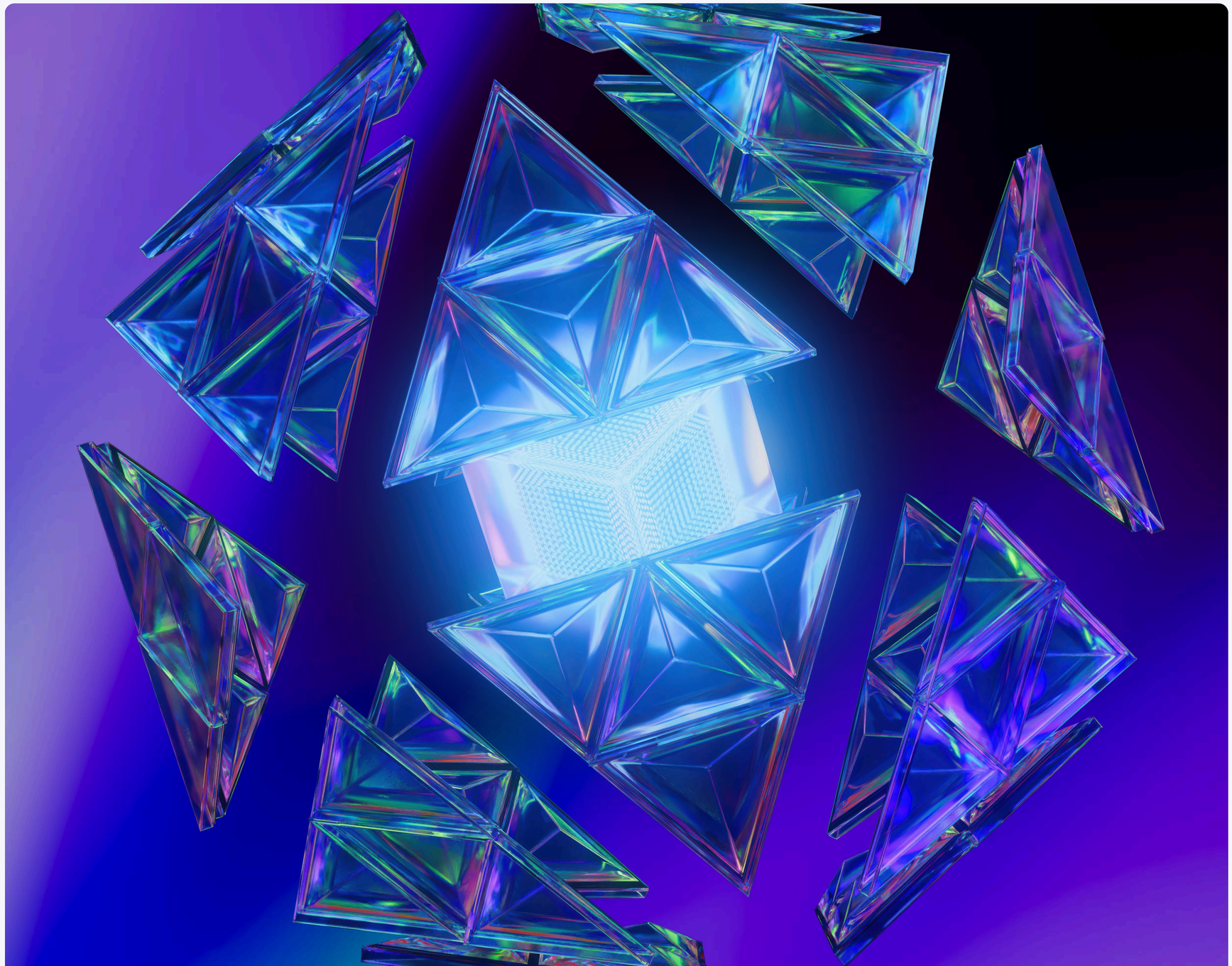
BRAND OBJECTS

The 3D Brand Objects represent the platform's core protection domains. Designed to feel intelligent, precise, and high-performance, each object is built with layered geometry and controlled light, symbolizing how the technology analyzes signals and responds to threat activity with clarity.

While each object has a distinct structure, all objects share the same material language and spatial logic. This consistency creates a unified family that builds and strengthens recognition across product, marketing, and platform surfaces.

Usage

- Use Objects as visual anchors for key domains and capabilities.
- Place objects near section headers, product descriptions, or primary attributes to reinforce meaning.
- Maintain color, size, and placement so the set reads as a family.

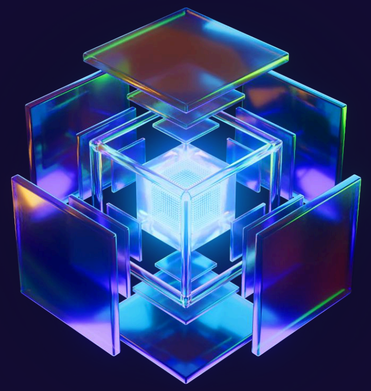



02
BUILT TO THINK LIKE AN ANALYST. DESIGNED TO MOVE FASTER.
03
SCALE AUTONOMOUS PROTECTION ACROSS THE ENTERPRISE
OPTIONAL LARGER EYEBROW
OUTTHINK ATTACKERS AUTOMAT#-*
Get a demo
OPTIONAL EYEBROW

BRAND OBJECTS



Purple AI



Endpoint



Data



Cloud



Identity

BRAND OBJECT – LAYOUT

Brand Objects integrate with the full visual system, including system panels, structural lines, typography, and photography. Here's how they can anchor compositions across panel formats.

Object as hero

Use the Brand Object as a primary visual alongside the Anchor Panel. Position the object within or adjacent to the panel to reinforce the domain being communicated.

Object as secondary element

Objects placed within an Inset Panel create a focused, high-impact composition. The panel frames and contains the object, maximizing its presence without distracting from messaging.

Object as transition

Objects as transitions create a focused, high-impact composition. In these situations, the object can be used to bridge the gap between two sections or during a long scroll on the website.

Scale and placement

Brand Objects should be used at a scale that gives them presence without dominating the layout. They work best when positioned to one side, allowing messaging to occupy the opposing space.

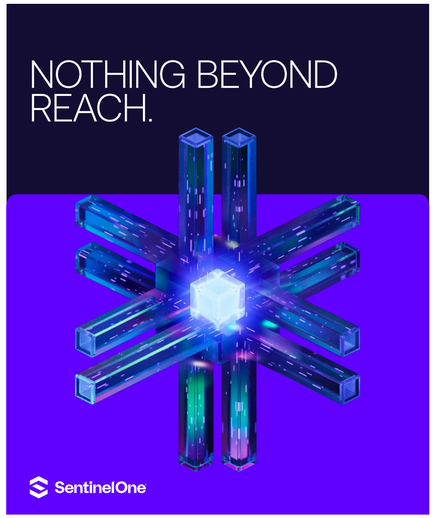
Cropping

Objects may be cropped at the canvas edge for compositional effect. Crop deliberately, always maintaining enough of the form that the object remains recognizable and its identity is clear.

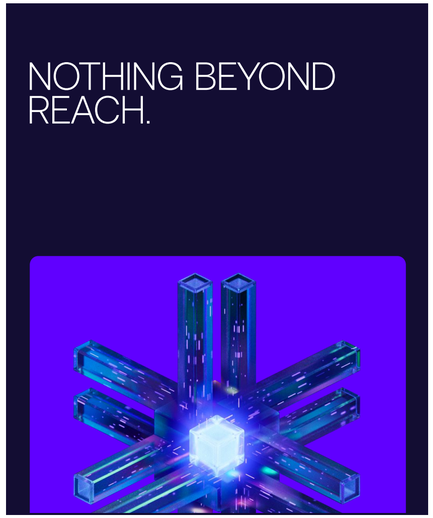
Pairing with typography

Objects work alongside structural lines and Sentinel Sans. Do not place type directly over the object's core form. Keep sufficient clear space between the object and any headline or body copy.

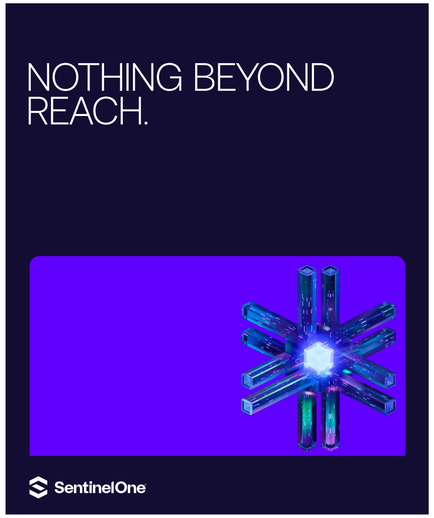
Object As Hero



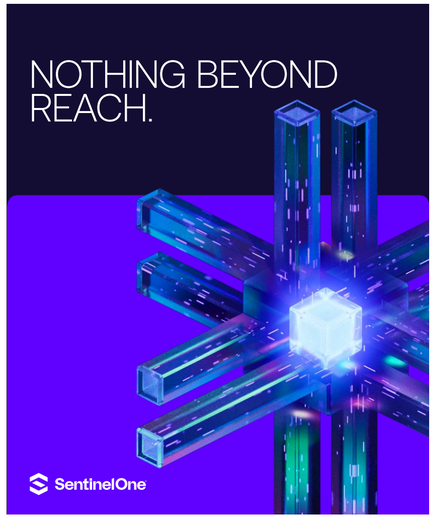
Object Crop



Object As Secondary



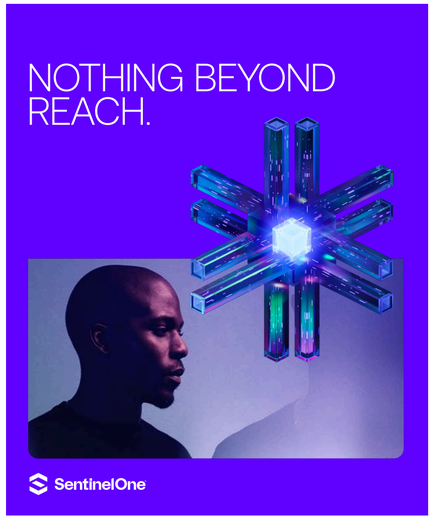
Object In Large Scale



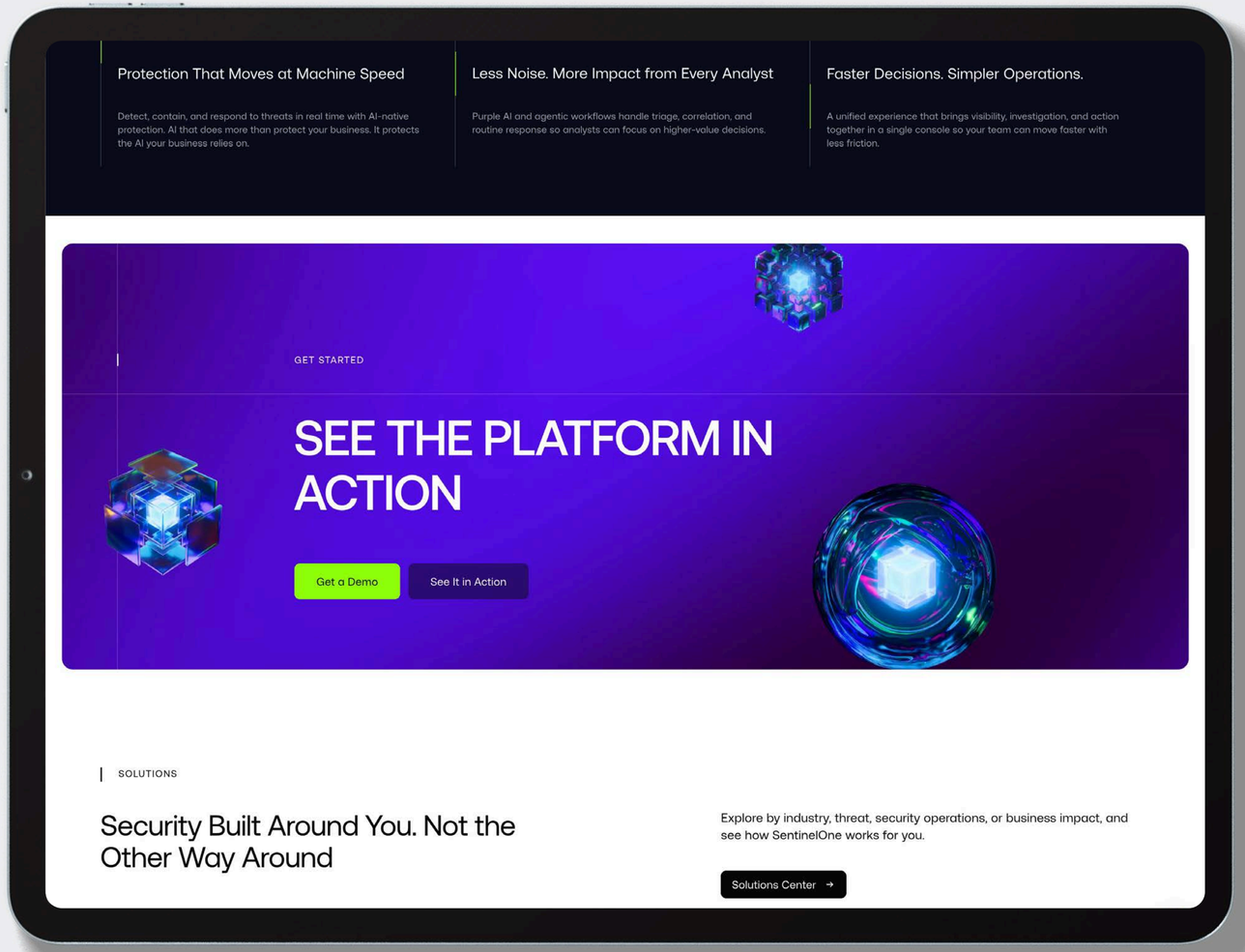
Object As Transition

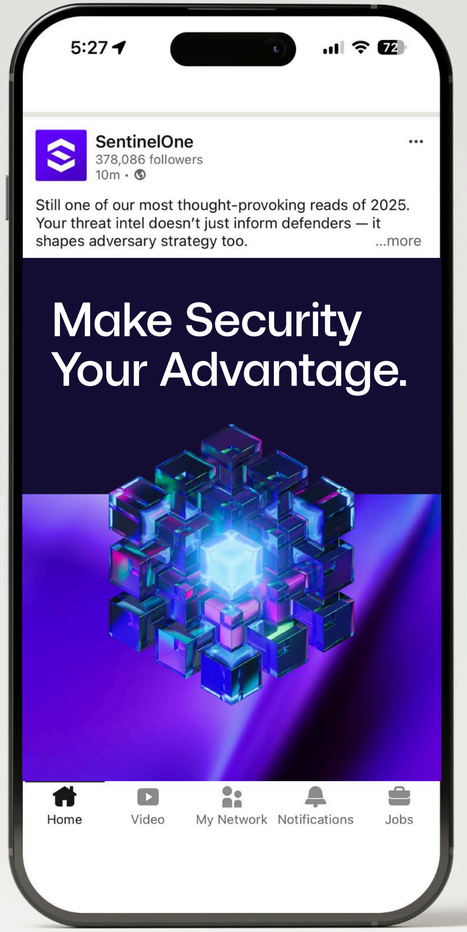


Object With Photography



EXAMPLES OF USE





PRODUCT DASHBOARDS & SNIPPETS

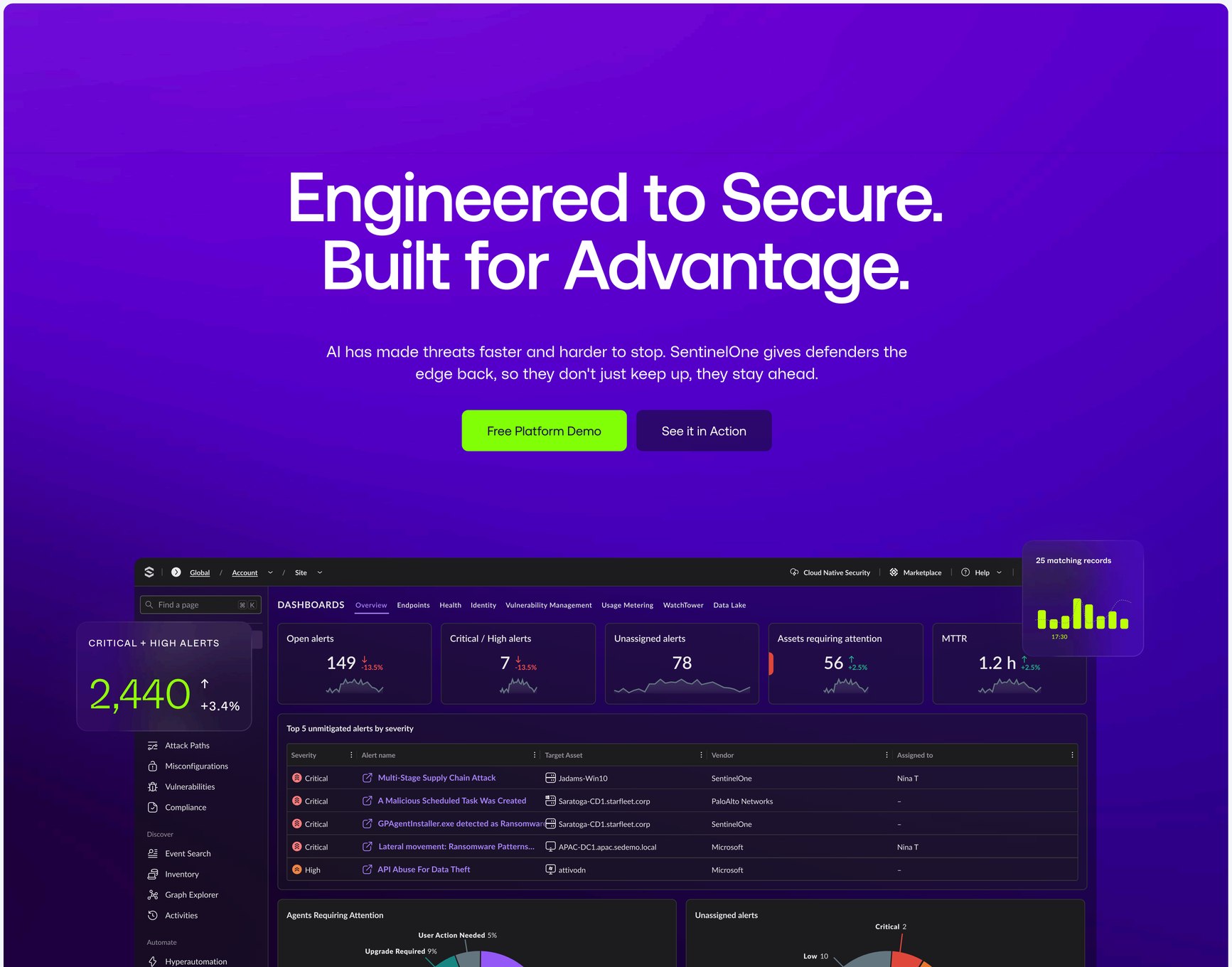
Product UI, dashboards, and data snippets are secondary brand elements that demonstrate SentinelOne's technical depth in context. When used in marketing and communications, they should feel authentic. They should be drawn from real platform experiences and applied with the same precision and discipline as every other visual element in the system.

Dashboards

Dashboard UI and product screens communicate the power and clarity of the SentinelOne platform in action. Use real or high-fidelity representations of the product interface. Avoid placeholder content, fabricated data, or interfaces that don't accurately reflect the platform experience.

Snippets

Data snippets reference the platform's detection and response capabilities through real signals such as alert counts, event timelines, process names, threat classifications, and metric outputs. Use them as secondary visual elements in layouts where technical credibility reinforces the message.



PRODUCT DASHBOARDS

Dashboards can be used in both light and dark layout contexts. When selecting a theme, choose the one that creates contrast between the UI element and the surrounding composition. The dashboard should always feel integrated with the layout, not dropped in as a standalone asset.

Dark Mode

Use the dark mode dashboard on lighter or neutral backgrounds, or when the composition calls for a more immersive, product-forward treatment. Ensure the panel or container framing the dashboard provides clear separation from the background.

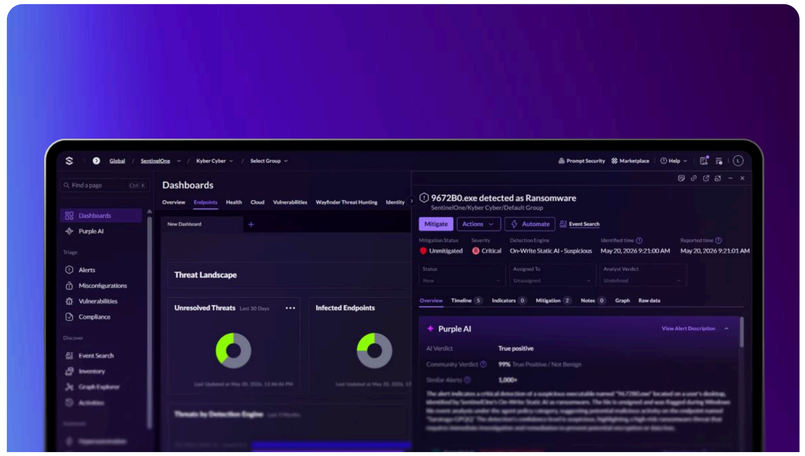
Light Mode

Always contain dashboard UI within a system panel or defined container. Do not place the dashboard as a floating element without a clear compositional boundary. The structural line can be used to anchor it to the layout grid above or below the dashboard.

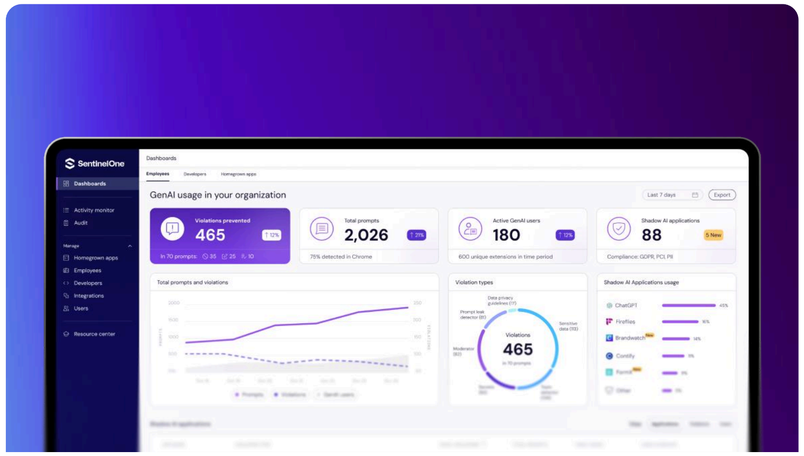
Cropping

When cropping dashboards, always maintain 2/3's for the dashboards visible area. Always crop to the left, right, or bottom of the dashboard.

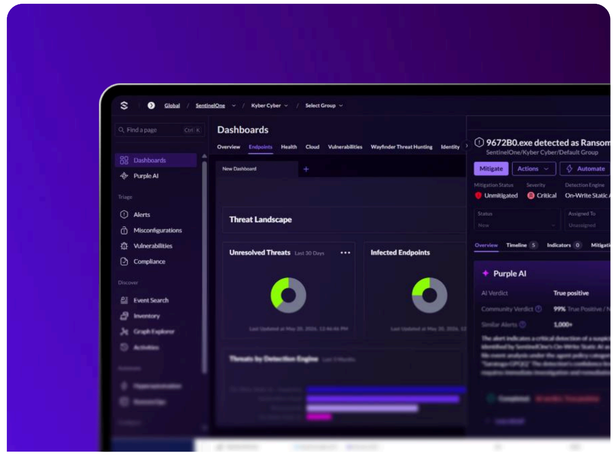
Full Dashboard Dark Mode



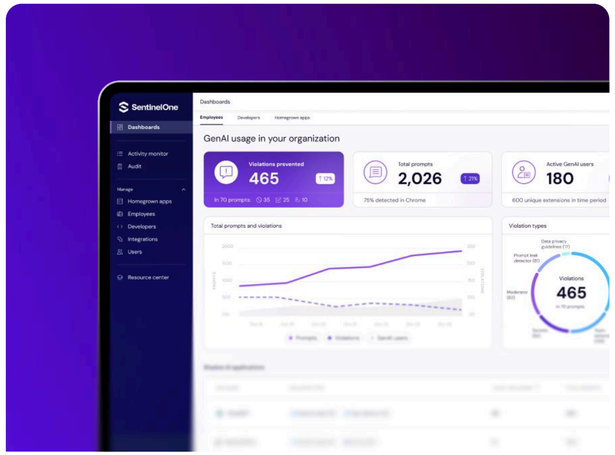
Full Dashboard Light Mode



Cropped Dashboard Dark Mode



Cropped Dashboard Light Mode



SNIPPETS

Snippets add technical texture and specificity to layouts. By referencing real platform outputs like detection data, metric counts, classification labels, and event timelines, they reinforce SentinelOne's technical authority.

Highlighting key data

Use Acid (#80FF08) to draw attention to critical numbers and data points within Snippets. Apply the highlight sparingly. One or two values per Snippet is sufficient. Overuse reduces the impact and adds clutter to the layout.

Overlay placement

When placing Snippets over photography or dark backgrounds, frame them within a panel or container. Do not float Snippets over complex imagery without a defined boundary. Maintain legibility at all times. If the Snippet content cannot be read clearly, its placement should be revisited.

Scale and context

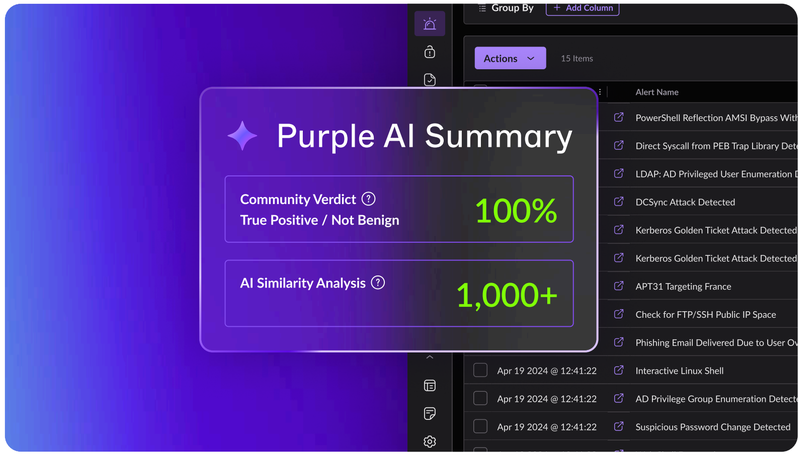
Snippets should be used at a scale where key data is legible without requiring the viewer to read every value. The goal is to convey technical depth at a glance, not to present a detailed report. Use Snippets as a secondary supporting element, never as the primary visual in a composition.

Snippet Content



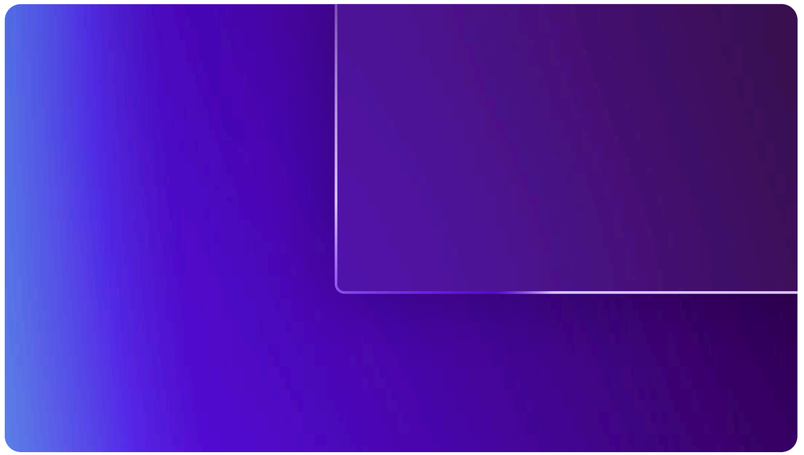
Acid (#80FF08) can be used to highlight numbers and key data in Snippets.

Snippet Over Dashboard



When overlaying Snippets, reserve them for key sections of the dashboard and keep the overlap centered on the Snippet.

Snippet Background



Use a 2px border with a linear gradient and a #FFFFFF background at 6-10%.

Snippet Over Image



When overlaying Snippets on photography, consider subject content and use clear spacing for Snippet placement.

DASHBOARDS & SNIPPETS

Dashboards and Snippets work together as a layered storytelling system. The Dashboard establishes the product context, showing the platform in action. The Snippet focuses the viewer's attention, surfacing a specific result, metric, or detection that makes the capability tangible. Together, they move from the broad to the precise, from platform to proof.

Dashboard as foundation

The dashboard provides the primary product context. It communicates scale, depth, and the breadth of the platform's visibility. Use it as the compositional anchor, or the environment the viewer steps into before the detail is revealed.

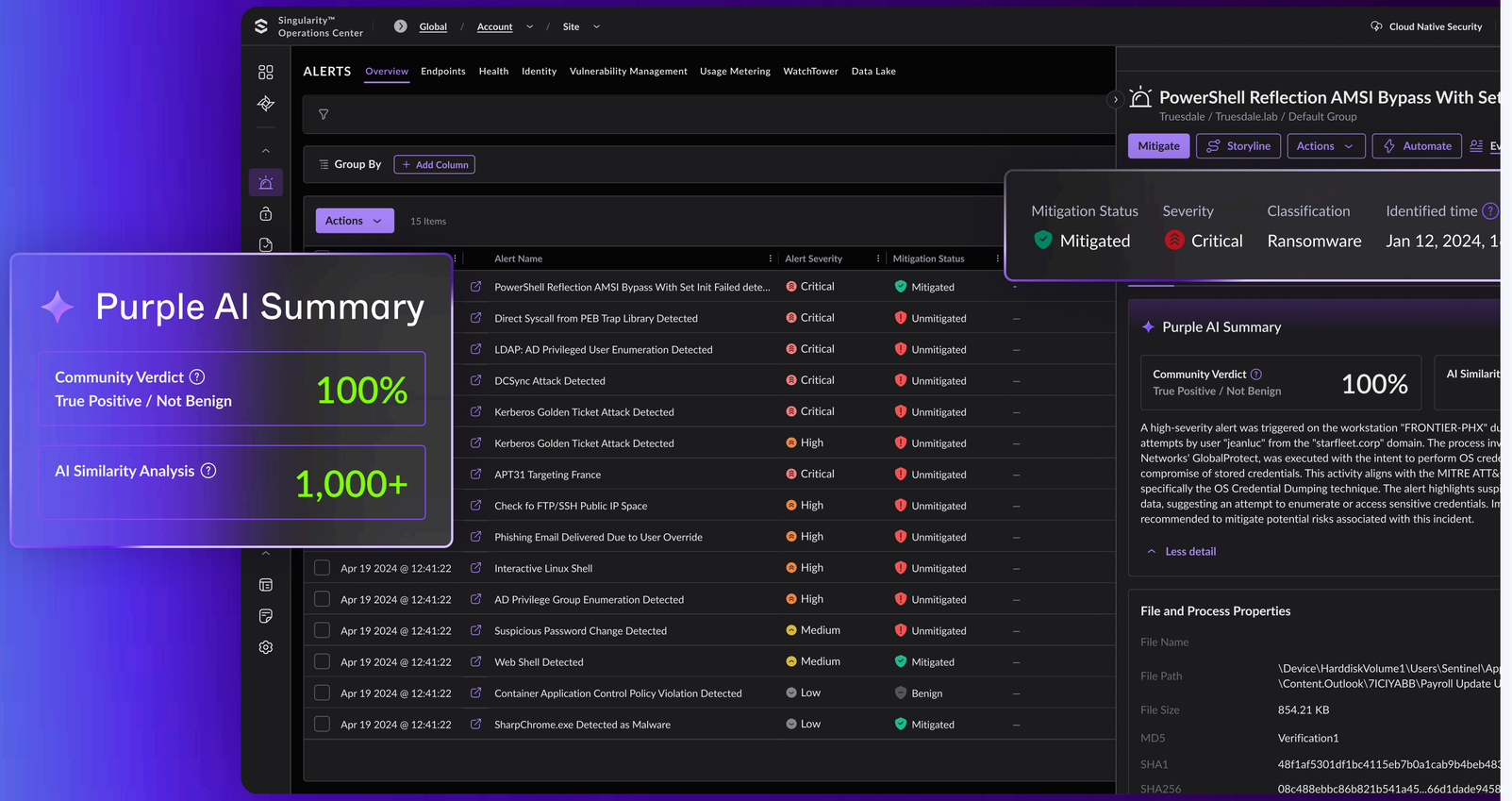
Snippets as spotlight

The Snippet operates as a callout layer on top of the dashboard. It isolates a single result, metric, or detection to drive interest and make the product's impact specific and immediate. Use Acid (#80FF08) to highlight the key data point. Keep it to one value per Snippet, and place it where the eye lands naturally within the composition.

Hierarchy and placement

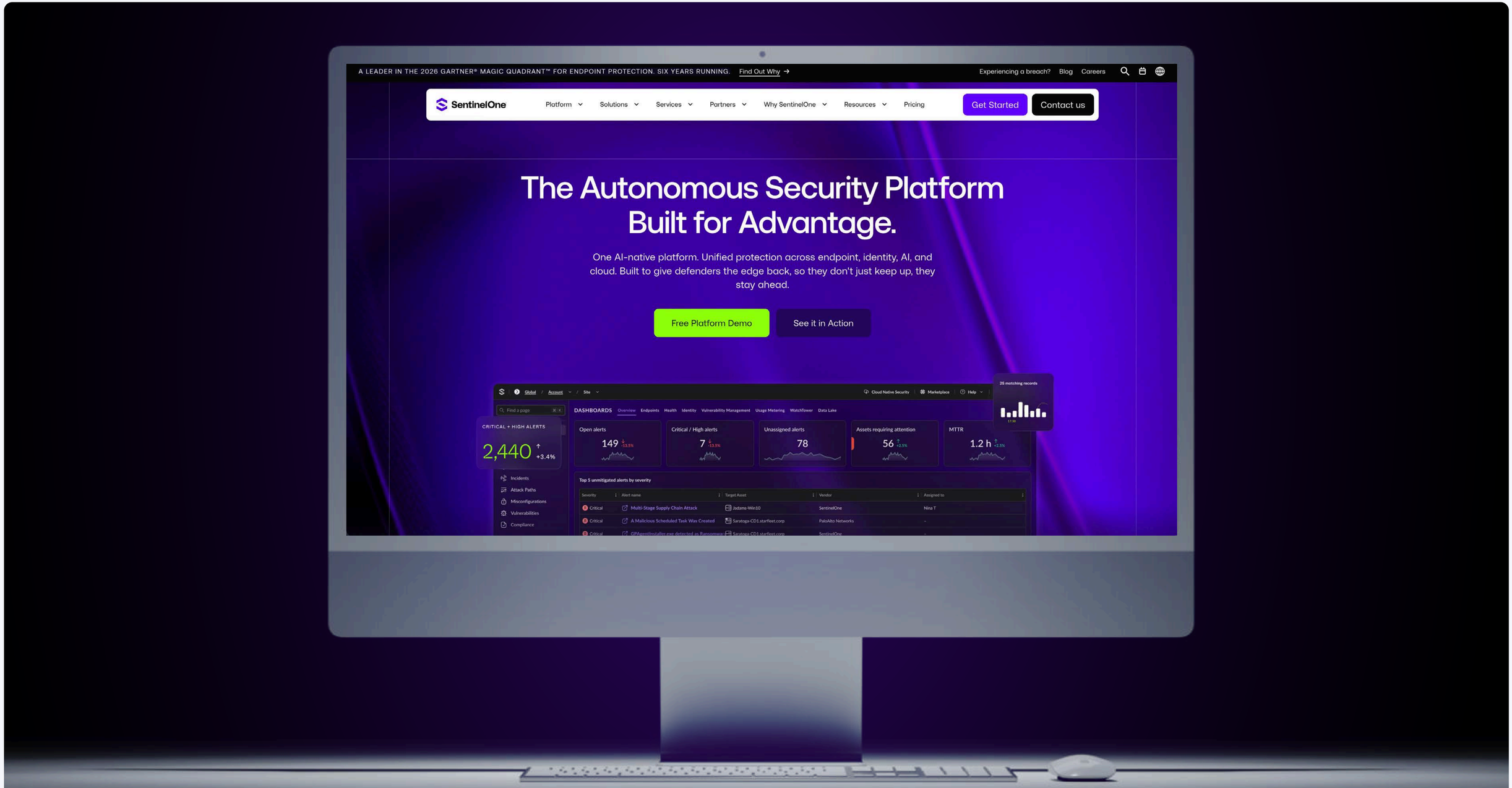
The dashboard should always occupy more visual area than the Snippet. The Snippet is a detail, not a competing element. Position it over a lower-complexity area of the dashboard so both remain legible. Never overlap the Snippet with primary navigation, chart labels, or critical UI elements.

Product Dashboards And Snippets



When using Product Dashboards and Snippets together, use Snippets that highlight a key dashboard feature and emphasize the benefit of the product.

DASHBOARDS & SNIPPETS



DASHBOARD & SNIPPET MISUSE

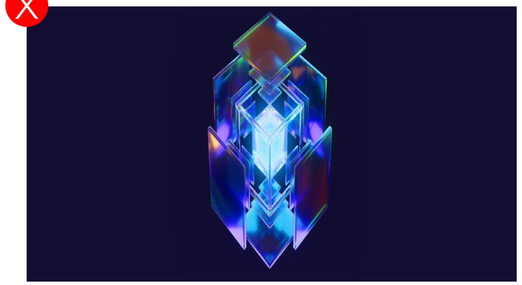
Consistent, disciplined application is required to maintain the integrity of the Brand Objects, Dashboards, and Snippets in the visual elements system. These are examples of common errors that undermine the system's precision, credibility, and brand alignment.



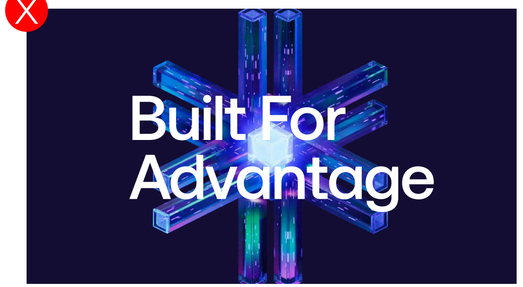
1. Do not recolor, relight, or alter the material finish of any Brand Object. Only use assets from the approved library.



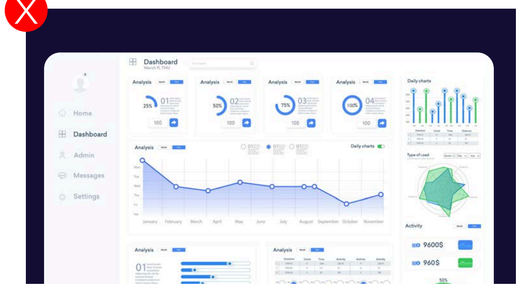
2. Do not crop Brand Objects in ways that make the form unrecognizable or ambiguous.



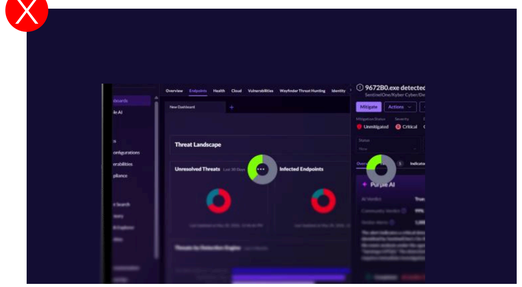
3. Do not scale Brand Objects disproportionately. Maintain the original geometry and aspect ratio at all times.



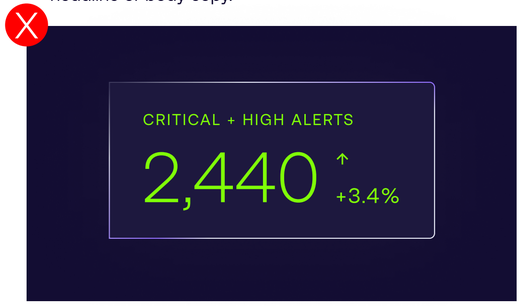
4. Do not place type directly over the core form of a Brand Object. Maintain clear space between the object and any headline or body copy.



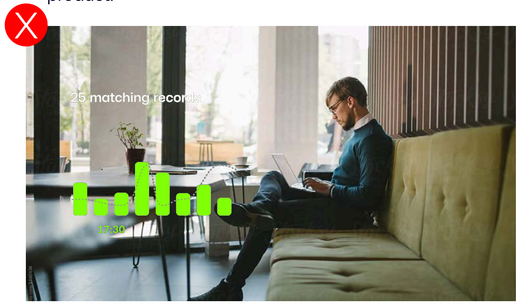
5. Do not use fabricated, placeholder, or non-product UI as a dashboard. All screens must reflect real SentinelOne product.



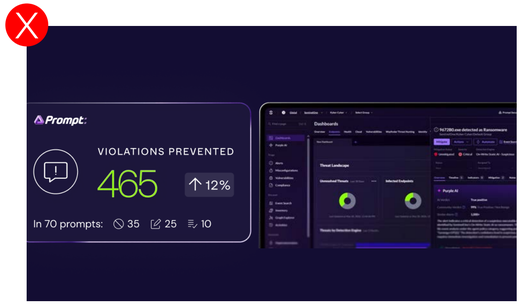
6. Do not crop dashboard UI in ways that make the Dashboard unrecognizable or ambiguous.



7. Do not use the Snippet highlight color (#80FF08) on more than one or two values per Snippet. Overuse reduces impact.



8. Do not overlay Snippets directly on complex photography or busy UI without a framing container.



9. Do not use the Dashboard and Snippet at equal visual scale. The Dashboard is always the foundation. The Snippet is always the detail.

PRODUCT ILLUSTRATIONS

ILLUSTRATION CONSTRUCTION

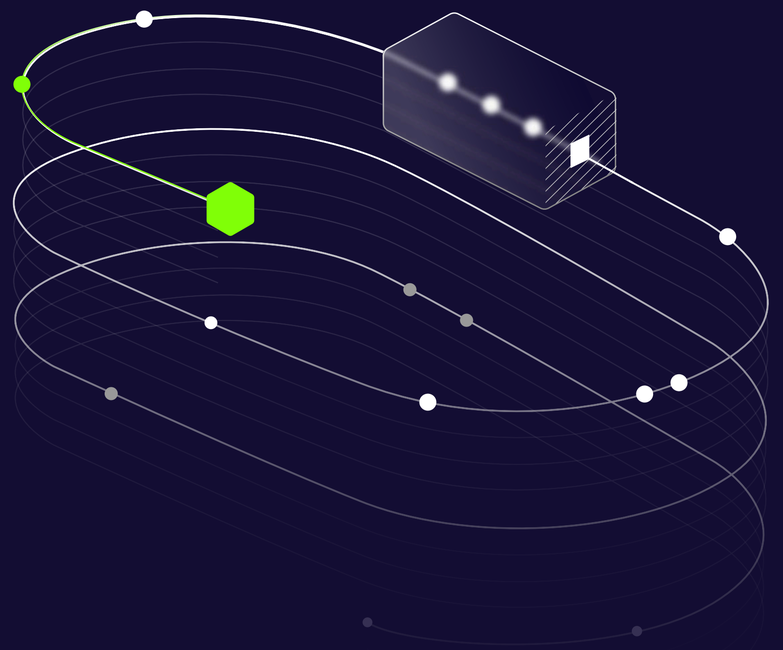
The brand illustration system uses isometric line forms to tell a story of complex technology working with clarity and control. These simple, expressive graphics bring structure and intelligence to the brand. Each form is built with clean geometry that adds rhythm and depth to layouts without distracting from the primary content.

Illustrations can stand alone, pair with color panels, or integrate into larger compositions that require a more refined layer of expression. When used consistently, they reinforce the precision, technical confidence, and control at the core of the SentinelOne identity.

- Use illustrations as expressive elements that add structure and intelligence to a layout.
- Pair them with color blocks or simple backgrounds to maintain clarity and contrast.
- Apply them sparingly so they support, rather than compete with, core content.

Illustrations are made up of four core elements:

- Geometric shapes
- Lines
- Gradients
- Isometric depth





Geometric shape

Geometric shapes are used throughout our illustration system representing technical concepts.

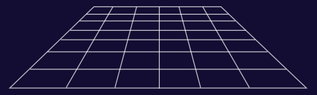
Line

Line weights should be consistent across all illustrations.



Gradient

Gradient application should be subtle and consistent.



Isometric depth

Isometric depth is used to create visual interest and depth.

ILLUSTRATION CORE SHAPES

The following core shapes appear consistently across the SentinelOne illustration system. Each represents a specific concept within the platform's visual language. Applying them consistently ensures that illustrations remain legible, purposeful, and aligned with the brand.

Purple

These shapes represent the Purple AI layer and autonomous response capability. Use these shapes when visually referencing the AI platform or its active role in a composition.

Platform

These represent the overarching SentinelOne platform. Use them when illustrating the breadth of the system, or its role as the central operational layer.

Attack

Attack shapes represent a threat event, breach, or adversarial activity. Use these shapes to illustrate the presence of risk or the moment before detection and response.

Data

These represent data flows, storage, or information when they’re at rest or in motion. Use Data shapes when referencing data security, visibility, or protection contexts.

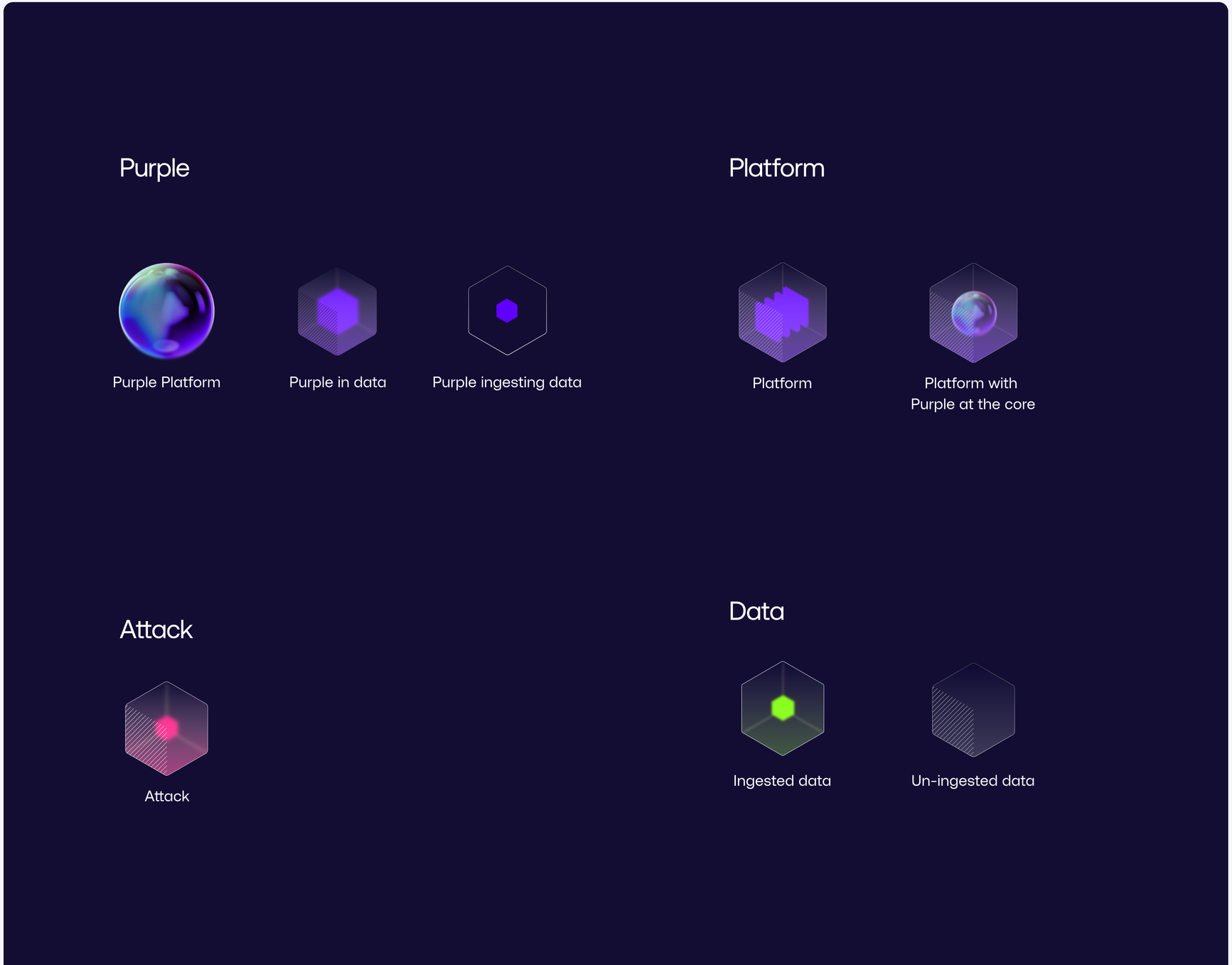


ILLUSTRATION BACKGROUNDS

Illustrations are designed to work on dark backgrounds — Deep Purple or Black — where the line work and subtle gradients have maximum clarity and contrast. Light backgrounds flatten the illustration's depth and are not recommended.

- Deep Purple (#140D33) is the primary background for all illustration use.
- Black may be used in high-contrast or full-bleed contexts.
- Do not place illustrations on white, light grey, or brand green backgrounds.
- When pairing with system panels, ensure the panel color does not reduce contrast between the illustration and its surface.

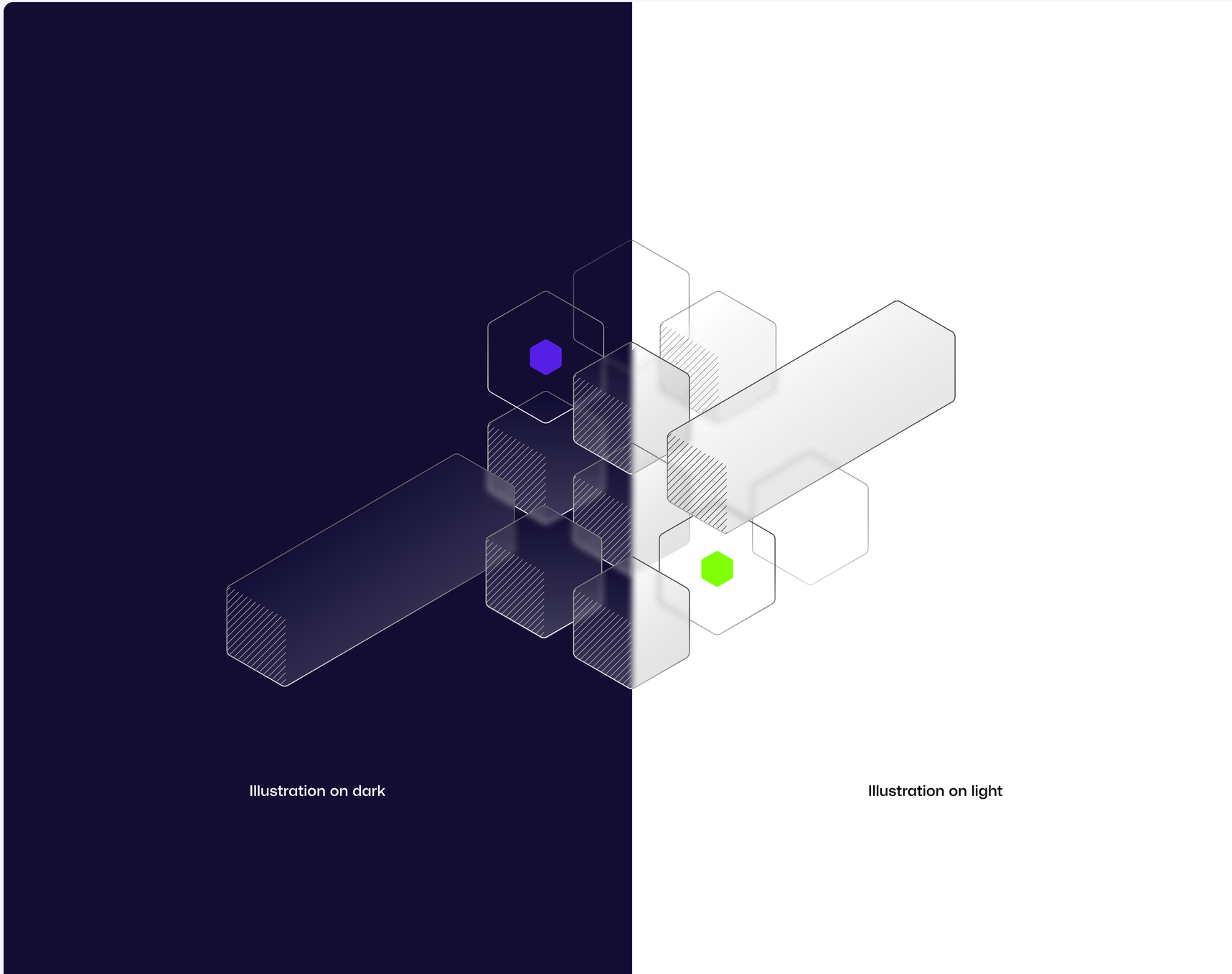
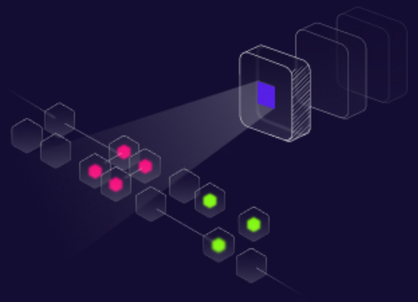


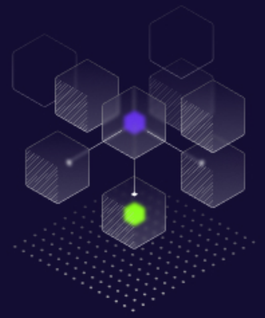
Illustration on dark

Illustration on light

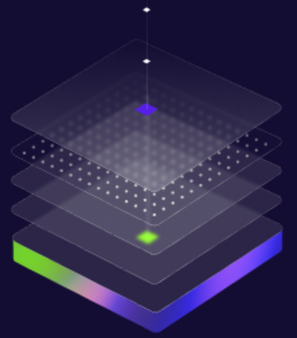
Endpoint



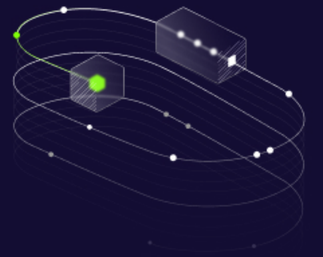
Detection & Containment



Lightweight Unified Agent

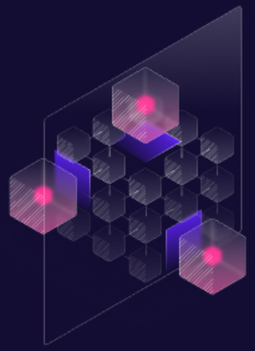


Reduce Complexity

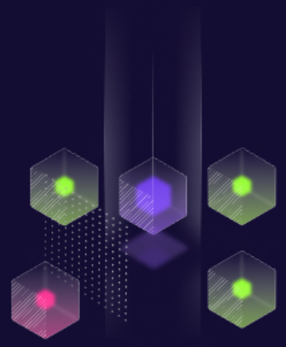


Guided Investigation

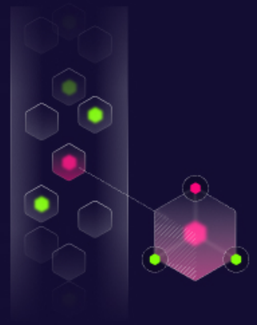
Cloud



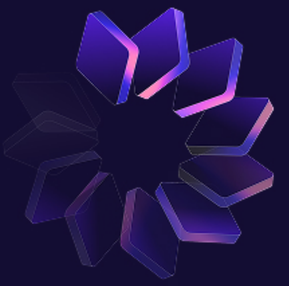
Close Off Initial Access to Attackers



Stop Runtime Threats

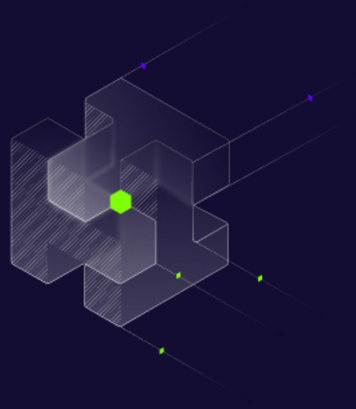


Accelerate Investigation and Response

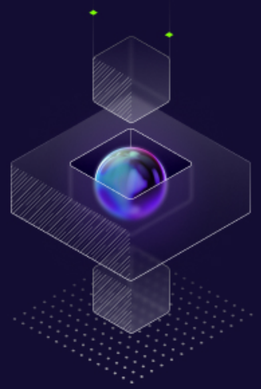


Innovate With Confidence

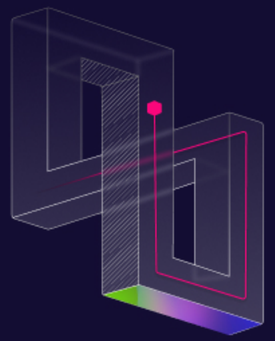
Identity



Gain Complete Visibility



Continuously Harden Posture

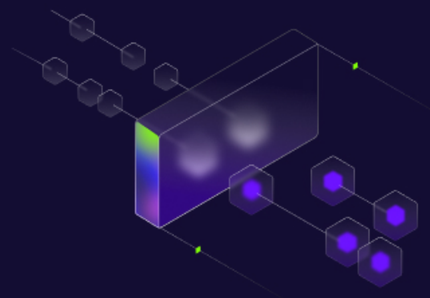


Proactively Disrupt Attackers

Data



Keep Humans in Control



Turn Data Into Defense

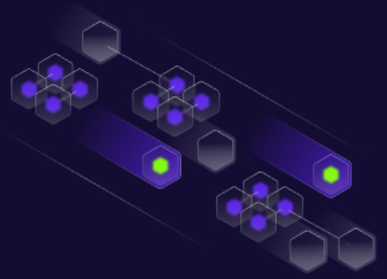


Secure AI, Applications

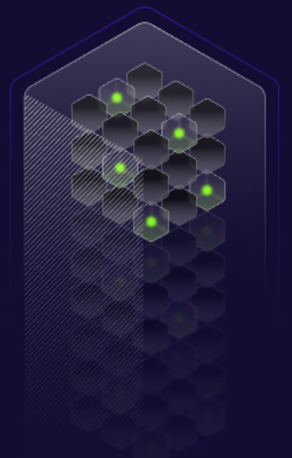
Purple



Simplify the Complex

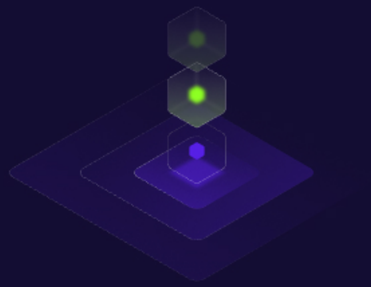


Accelerate SecOps

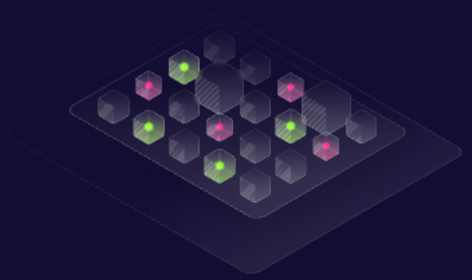


Safeguard Your Data

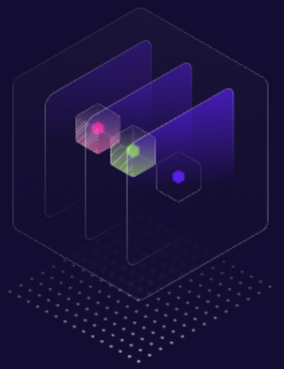
AI SIEM



Expanded Visibility Without Friction



Higher-Fidelity Detections



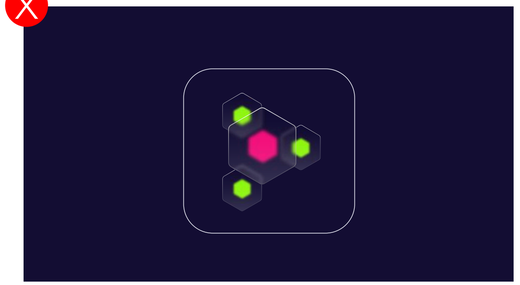
Easy, Fast Investigations



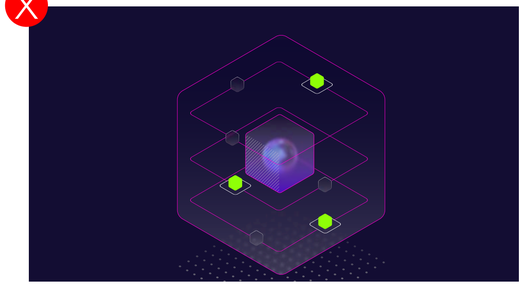
Respond in the Same Tool

ILLUSTRATION MISUSE

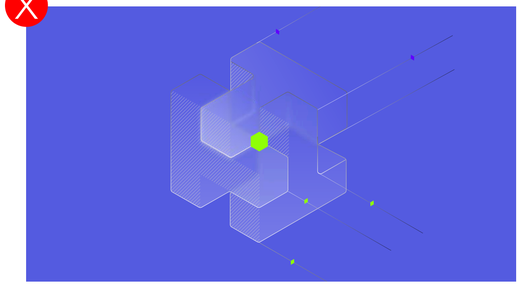
The illustration system relies on consistent geometry, controlled color, and disciplined application. The following treatments undermine the system's precision and should be avoided in all brand contexts.



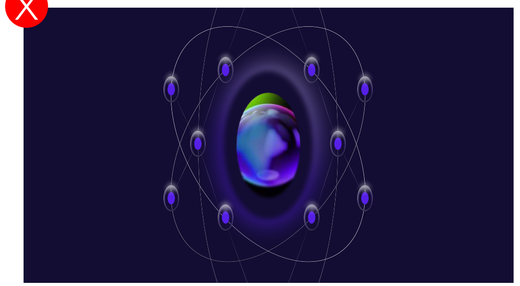
1. Do not create new illustrations outside the approved asset library.



2. Do not recolor illustration line work. Use only the approved palette.



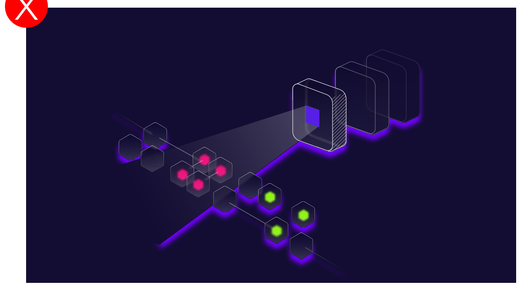
3. Do not place illustrations on non deep purple or white backgrounds.



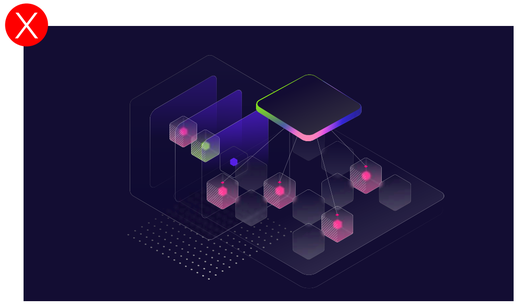
4. Do not scale illustrations non-proportionally or distort the isometric geometry.



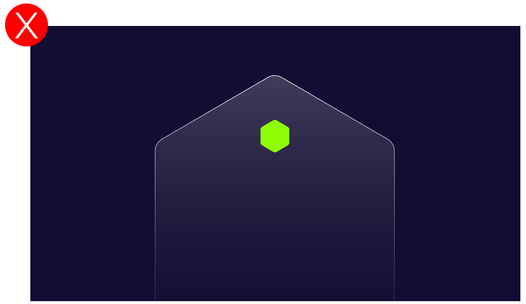
5. Do not use illustrations as primary visual elements. They are always supporting brand expression.



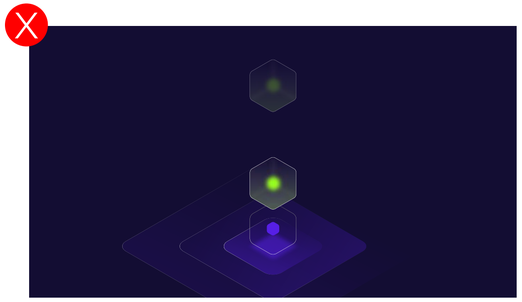
6. Do not apply effects, shadows, or filters not present in the original asset.



7. Do not overlap multiple illustrations in a single composition. Each illustration should occupy its own defined space.



8. Do not use illustration elements in isolation. Individual shapes or fragments pulled from a full illustration are not approved for standalone use.



9. Do not animate illustrations outside of the approved motion guidelines. Static assets should not be adapted for motion without following the defined system.

ICONS

ICONS

SentinelOne's icon system uses clean line forms with a consistent stroke weight to communicate single, specific ideas. Icons are designed for clarity at small sizes and function as functional communication elements, not decorative shapes. Each icon is built from precise geometry that reflects the platform's technical identity.

Construction

Our icons are built from clean lines with a uniform stroke weight and a black stroke. Green (#80FF08) highlights the core idea of each icon or the element that defines its meaning at a glance.

Primary icons color

The primary icon set uses a black stroke with a brand green highlight. This is the default treatment for use on white or light backgrounds across product, marketing, and communications.

Secondary icon color

The secondary purple variant uses a black stroke with a Sentinel Purple highlight. Use this when the icon references the Purple AI platform, or when the composition calls for a purple accent.

Reversed icon color

The white variant uses a white stroke with a brand green highlight. Use on dark backgrounds — Deep Purple or Black — where the primary black stroke would not provide sufficient contrast.

Primary icon colors



Primary icons are set in #000000 with a #80FF08 highlight

Icons colors



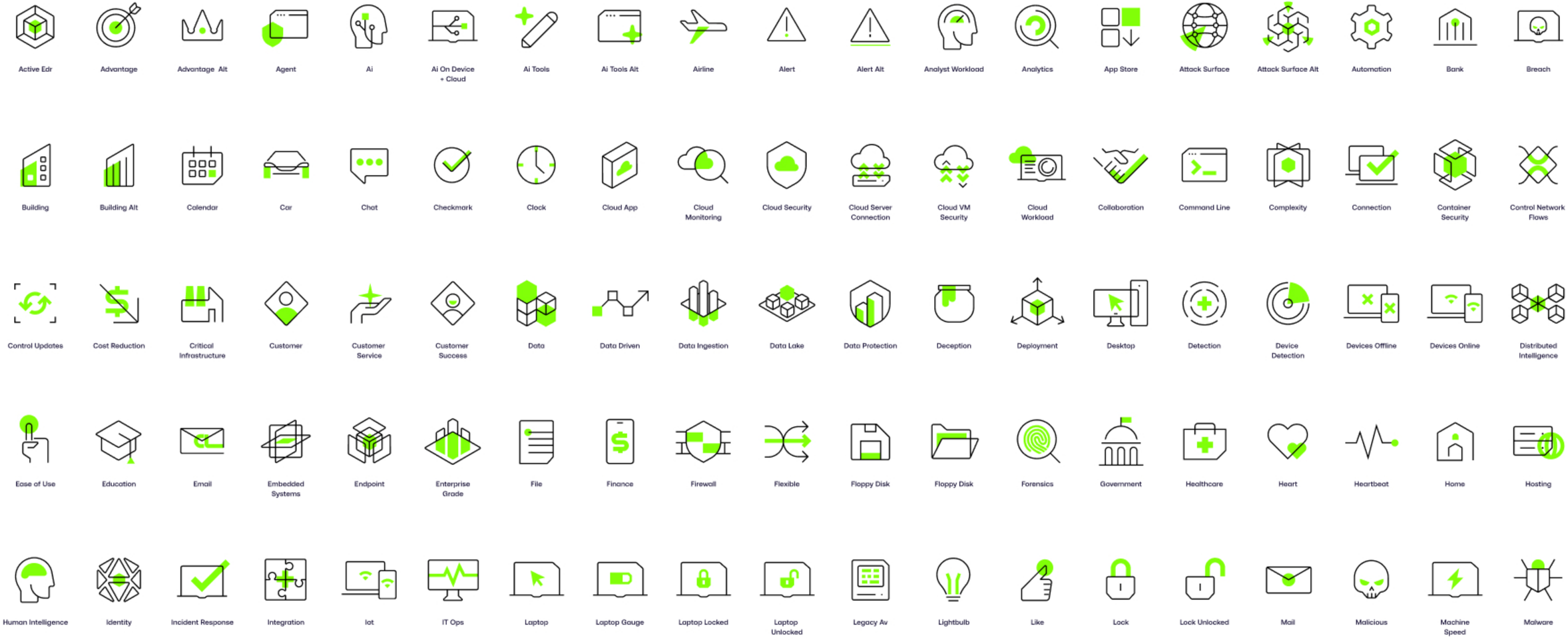
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Highlight: #80FF08

Base color: #000000
Highlight: #6100FF

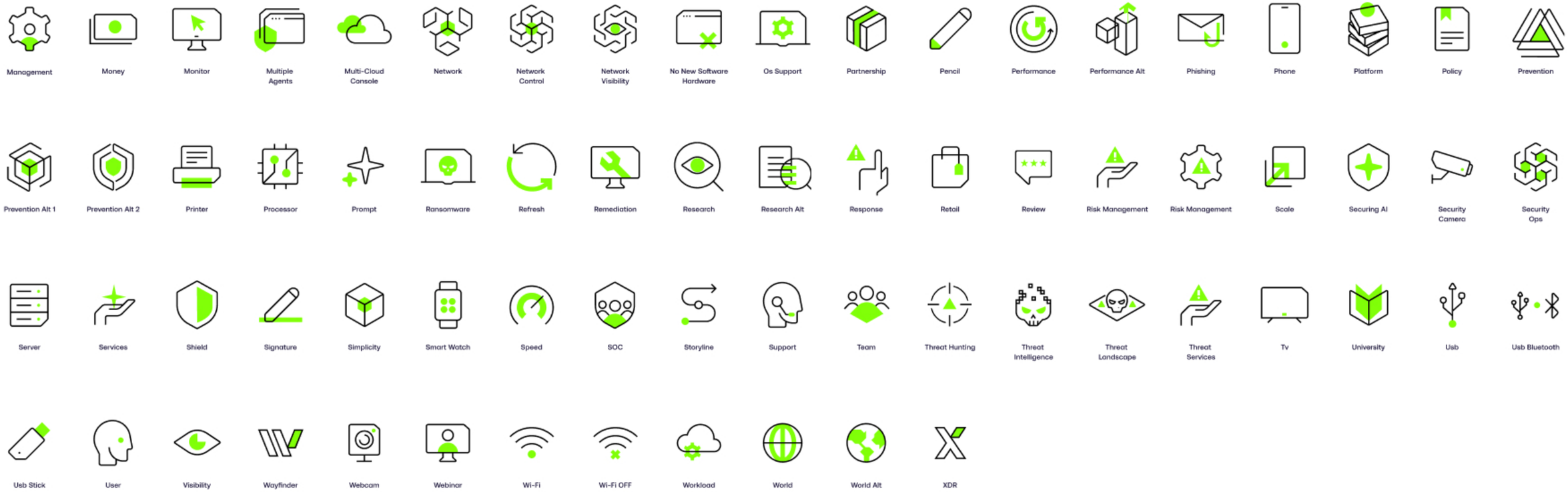
Base color: #FFFFFF
Highlight: #6100FF

Base color: #FFFFFF
Highlight: #80FF08

ICONS LIBRARY



ICONS LIBRARY



BUTTONS & UI ELEMENTS

BUTTONS & UI ELEMENTS

Button and UI element consistency is essential to a coherent brand experience. Every interaction point, from a primary CTA to a subtle secondary action, should feel like it belongs to the same system. Consistent button styles across marketing, product, and communications reinforce SentinelOne's identity as a precise, reliable brand.

Button usage

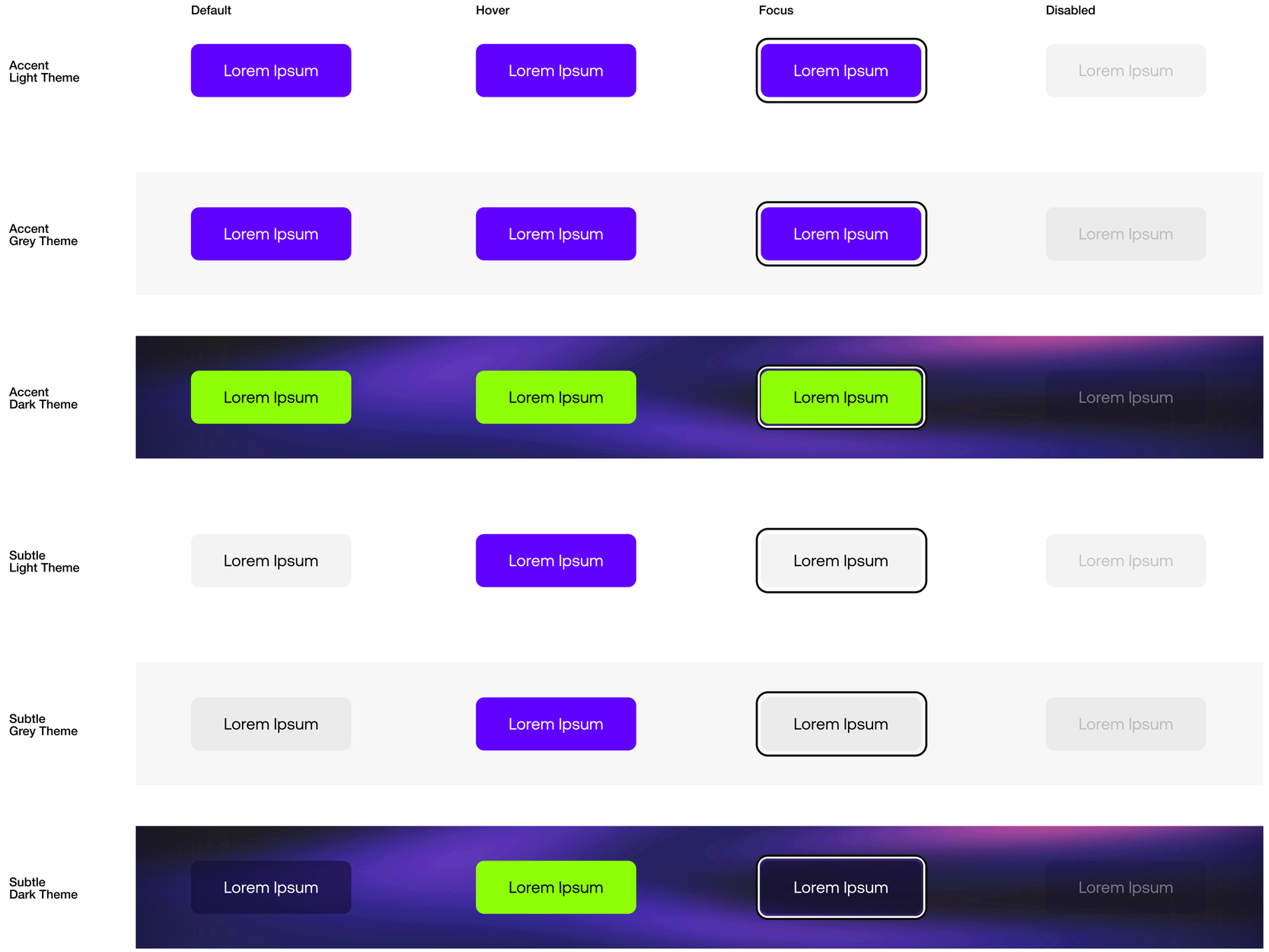
Buttons should always be applied in context using the approved theme and state. These examples demonstrate correct usage within brand layouts. They use brand typography, align to the grid, and scale appropriately for the format.

Construction

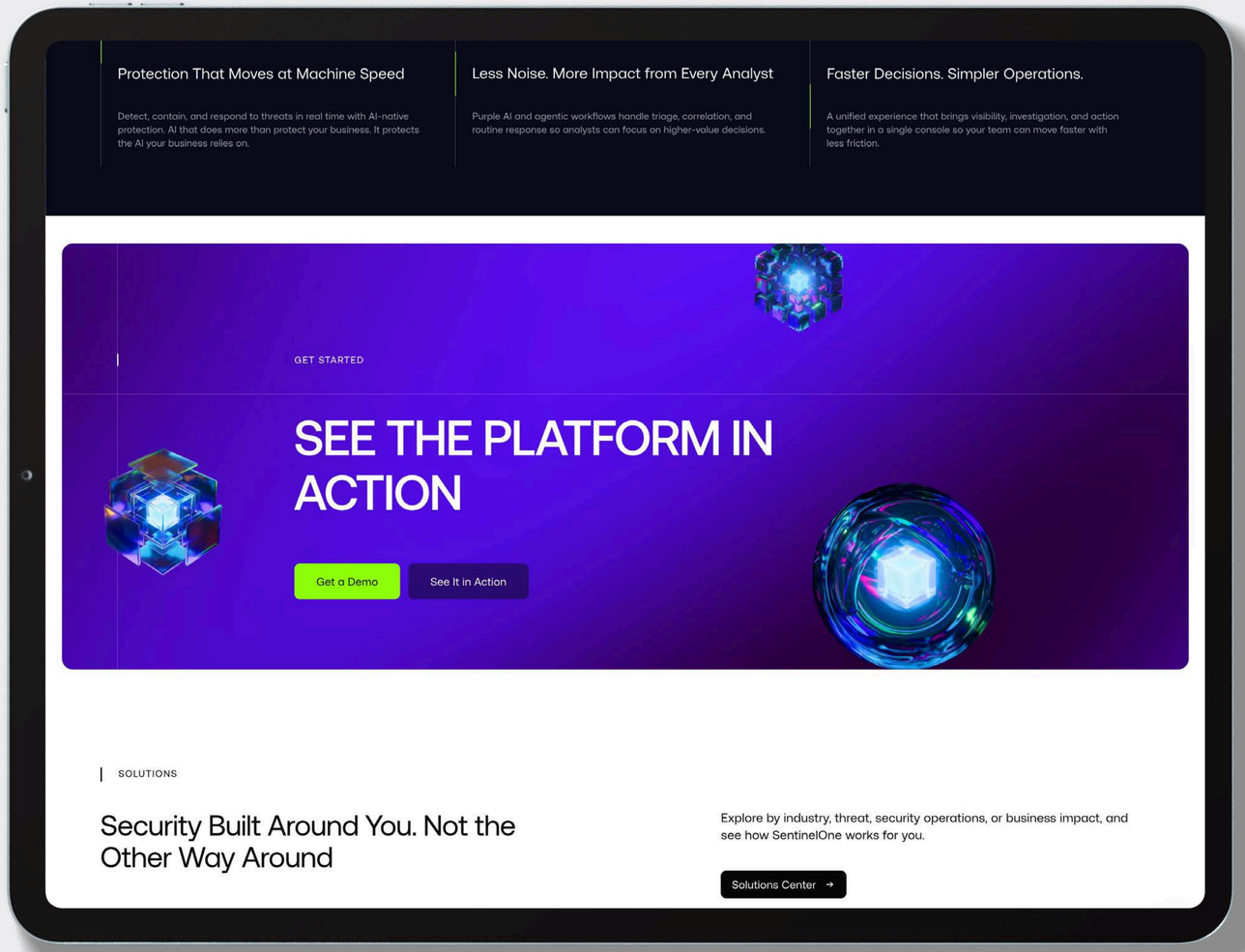
Font: Sentinel Sans Display Regular
Padding: 32px
Corner radius: 8pt

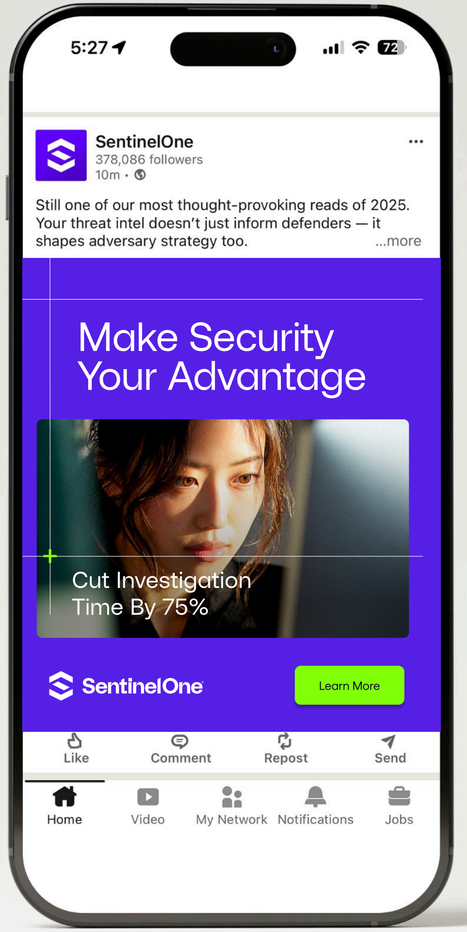
Call-to-Action (CTA) Buttons

- Limit button copy to 1-3 words whenever possible.
- Use title case capitalization standards.
- No punctuation should be included.

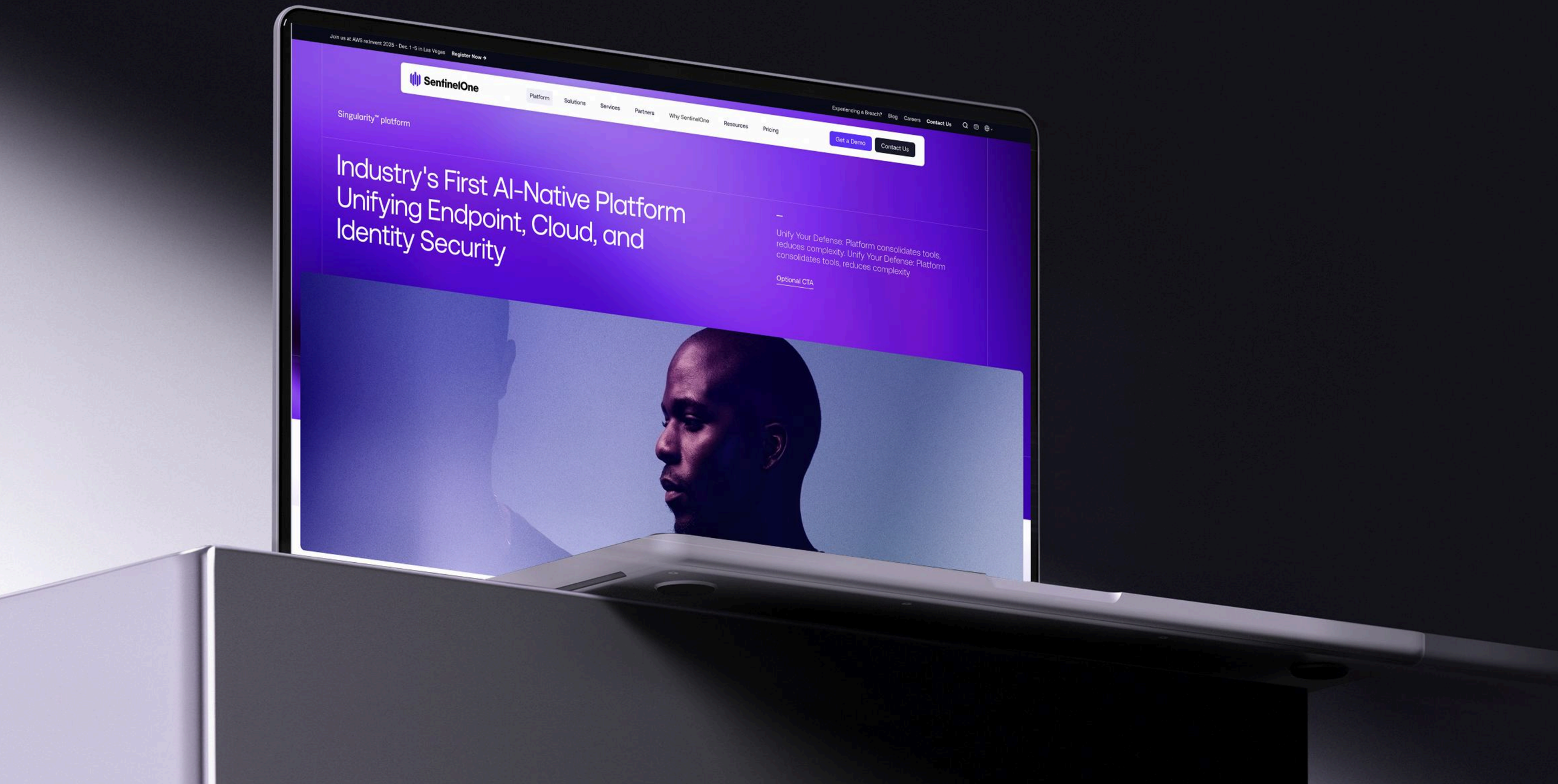


EXAMPLES OF USE





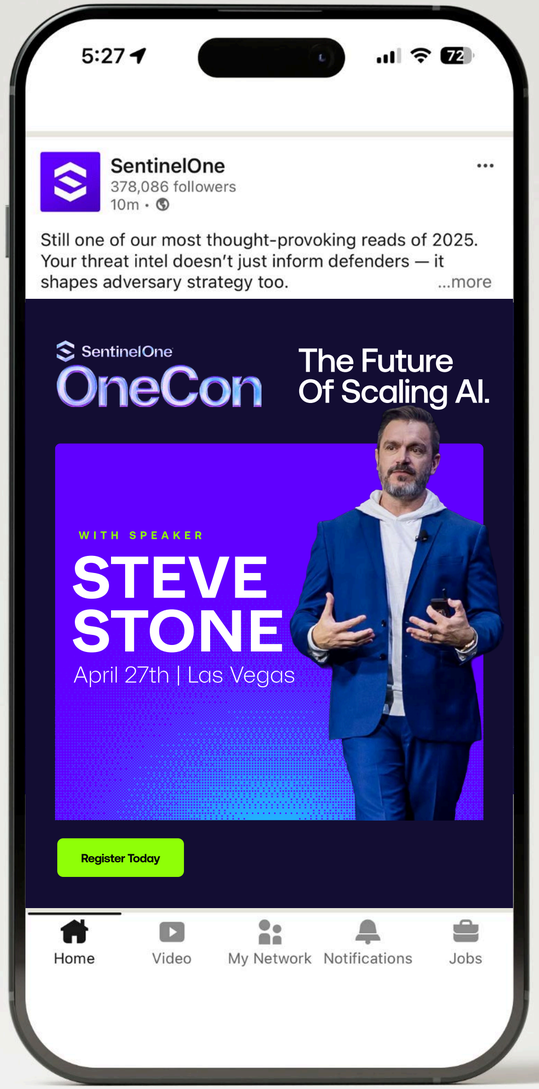
THE BRAND IN ACTION


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Contact Us
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Industry's First AI-Native Platform Unifying Endpoint, Cloud, and Identity Security
Unify Your Defense: Platform consolidates tools, reduces complexity. Unify Your Defense: Platform consolidates tools, reduces complexity
Optional CTA


Unleash AI
Not Disruption
SentinelOne
Autonomous Cybersecurity


AI Didn’t Just Help Attackers.
It Changed Who Can Attack.

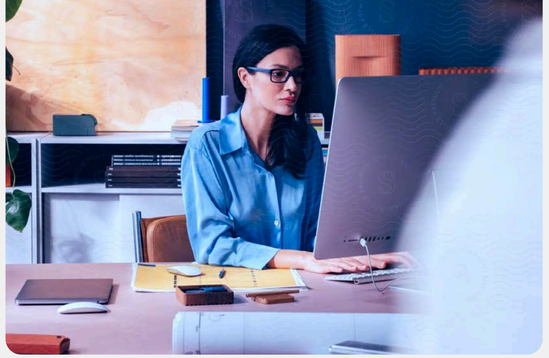

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Before Stuxnet, there was fast16.
A 2005 sabotage framework, hidden for two decades. Uncovered by SentinelLabs, reported by WIRED.
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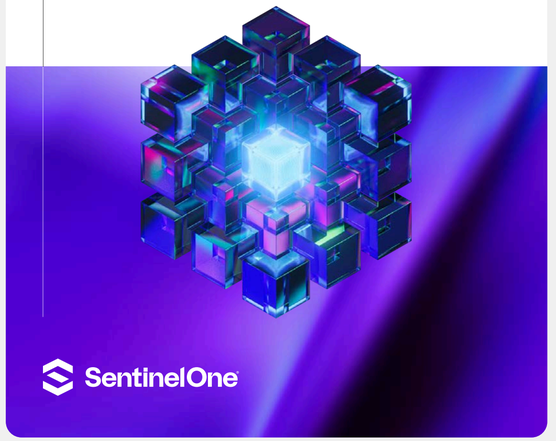


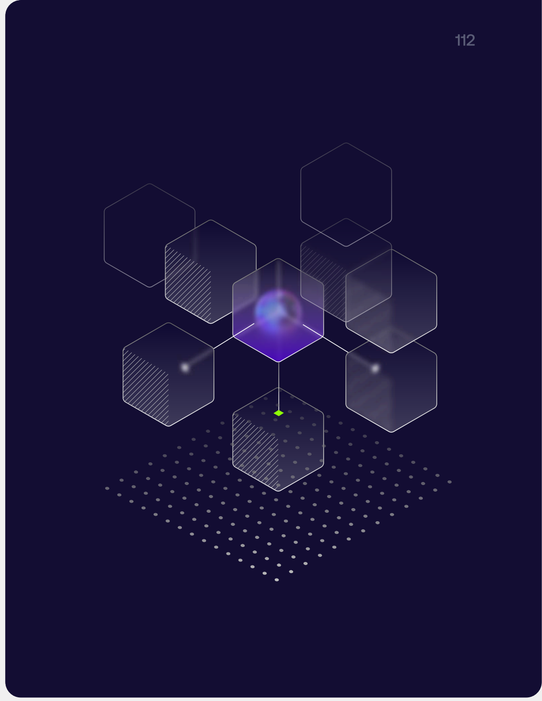
66%

Faster to identify
security threats



AUTONOMOUS
CYBERSECURITY



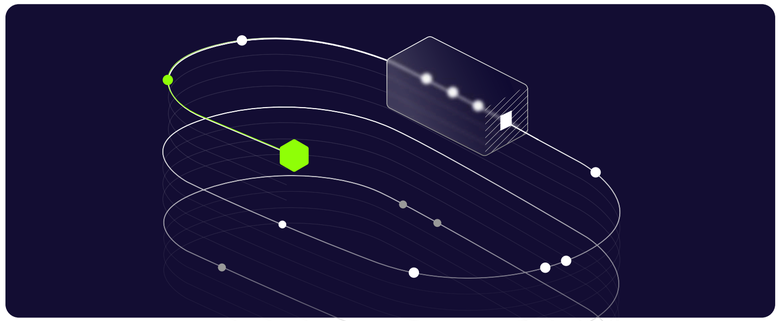


One Platform.
Endless
Advantage.



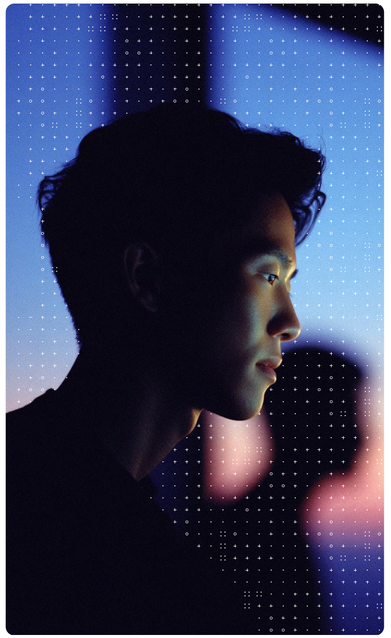






10% ↑

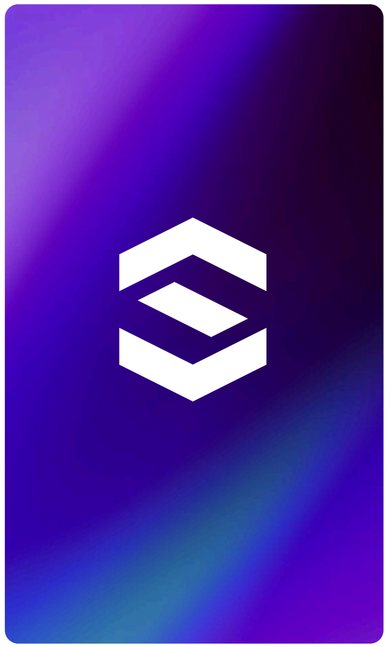
SentinelOne®



One Platform

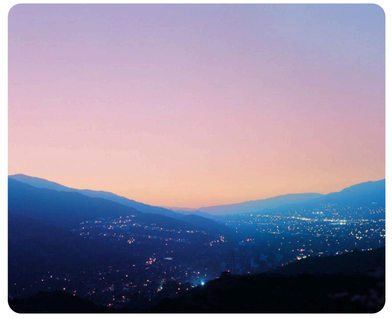


14M →





Endless Advantage



These visual guidelines are meant to cover the majority of the brand needs. For questions, asset requests from outside parties, or additional clarity, please contact:

brand@sentinelone.com