



LOGO GUIDELINES

JULY 2025

COHESITY

LOGO

USAGE

There are four approved versions of the Cohesity logo, each one optimized for different background color use cases.

Use the black and green logo on white/light backgrounds (print and digital). Use the white and green logo on black/dark backgrounds (digital only).

All-black and all-white logos are for general use. It is not mandatory to include the green S mark.

USING THE “S” AS A MARK

The “S” mark serves as a brand symbol and is meant to be used selectively. For example, when space constraints prevent you from using the entire Cohesity logo. Or, in a specific context such as an app dashboard. It is a trademarked symbol and should be treated with the same care as our company name and logo. Never use to replace the letter S in a word.



COHESITY

#009e60 | 75/0/100/0 | Pantone® 2421 C



COHESITY

#00dd68 (digital only)



COHESITY



COHESITY



LOGO

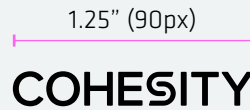
CLEAR SPACE

There should always be clear space around the logo to ensure maximum impact and create visual separation from other logos, copy, illustrations, and photography. As shown, the logo height can be used as a guide to establish clear space. Always maintain this minimum clear space, even when proportionally scaling the logo.

MINIMUM SIZE

Print: no smaller than 1.25" wide @300dpi

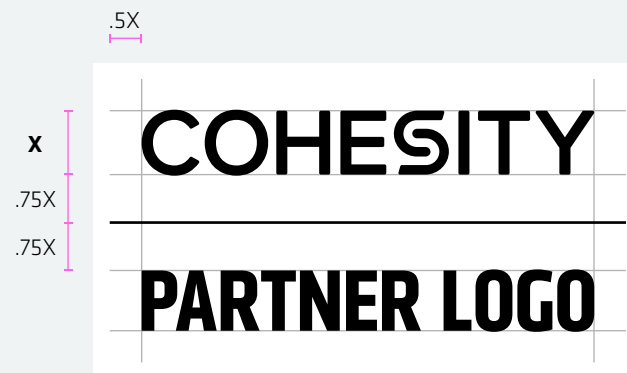
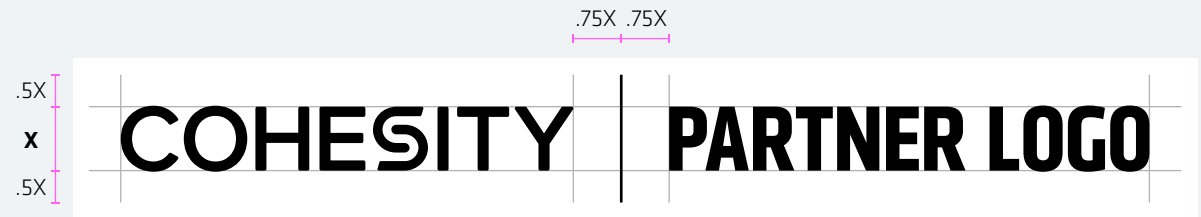
Digital: no smaller than 90px @72dpi



LOGO

CO-BRANDING

When the Cohesity logo appears as part of a lockup with another logo, both logos should maintain equal visual weight and be separated by a thin divider line (scale proportionately).



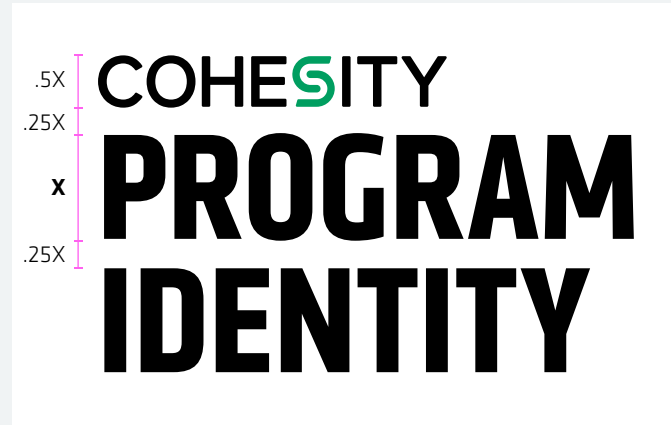
LOGO

PROGRAM IDENTITIES

Program identities follow a standard construct of the Cohesity logo stacked above the name of the program written in all caps.

Program identities do not have icons or other graphic attachments. Program identities should be treated as artwork and not be broken apart, used as pieces, combined with other elements, recolored or altered in any way.

Please do not create your own program identities. To have a new logo lockup created, submit a request with the pre-approved program name to Creative Services.



COHESITY
**TECHNOLOGY
PARTNER PROGRAM**

COHESITY
**CUSTOMER
SUCCESS SERVICES**

LOGO DON'TS



COHESITY

COHESITY

Do not change the color of the logo or the "S".



COHESITY

COHESITY

Do not use the bright green logo or "S" on a light background.



COHESITY

COHESITY

Do not use the white logo on a light/bright background or the black logo on a dark background.



COHESITY

Do not use the 2-color logo on a color background.



COHESITY

Do not create a stroke or outline.



COHESITY

Do not distort, stretch, warp, or rotate.



COHESITY

Do not apply effects or textures.



COHESITY

Do not use the logo as a mask.



COHESITY

Do not use the logo on top of busy images.



QUESTIONS?

Reach out to brand@cohesity.com. We're happy to help!