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Visual
Brand
Guidelines

V1.3 2025

Contents

Introduction

The Mimecast Visual Brand Guidelines act as a reference for both internal team members and external collaborators involved in content creation. When developing marketing materials for Mimecast, please follow the guidelines outlined in this document. Although the style rules are set, they are intended to foster creativity rather than restrict it. Feel free to be creative within the framework of the guidelines, ensuring that brand consistency is upheld.

-Mimecast Creative Team

Brand Identity

The Mimecast Visual Language

Logo
Wordmark

Our company logo is a key element of our brand identity and should be used consistently to maintain brand recognition and integrity. Here are the guidelines for its proper use:

Clear Space: Always maintain a minimum clear space around the logo to ensure it stands out. This space should be free of any text, graphics, or other elements.

Size: Ensure the logo is always legible. Avoid scaling it down too much or enlarging it to the point where it loses quality. Follow the minimum and maximum size guidelines provided.

Color: Use the logo in its approved color variations only. Do not alter the colors or apply any effects like gradients, shadows, or patterns that are not part of the official brand guidelines.

Backgrounds: Place the logo on backgrounds that provide sufficient contrast. Avoid busy or cluttered backgrounds that can obscure the logo.

Orientation: Do not rotate, flip, or otherwise change the orientation of the logo. It should always be displayed in its original, upright position.

Proportions: Maintain the logo's original proportions. Do not stretch, compress, or distort it in any way.

File Formats: Use the appropriate file format for different applications (e.g., PNG for web, EPS for print). Ensure the logo is always used in high resolution.

By adhering to these guidelines, we ensure that our logo remains a strong and recognizable symbol of our brand.

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Logo
"Tab" Version

The Why: Logos need to be used in many different situations. Because of this we have created an alternate version of the Mimecast logo that acts like a callout.

The When: In instances where there is a busy background or an abundance of similar color text and logo (e.g., white on a dark background) we use our this "Tab" Version of our logo.

The "Tab" only appears in our brand red color and the Mimecast wordmark will always be white.

When deciding whether to use the Solo Wordmark or Tab Version take a look at use case and scenario.

Clear Space: Always maintain a minimum clear space around the logo to ensure it stands out.

Size: Ensure the logo is always legible. Avoid scaling it down too much or enlarging it to the point where it loses quality. Follow the minimum and maximum size guidelines provided.

Orientation: Do not rotate, flip, or otherwise change the orientation of the logo. It should always be displayed in its original, upright position.

Proportions: Maintain the logo's original proportions. Do not stretch, compress, or distort it in any way.

File Formats: Use the appropriate file format for different applications (e.g., PNG for web, EPS for print). Ensure the logo is always used in high resolution.

WORDMARK & TAB

mimecast®

WORDMARK , TAB & CATEGORY

mimecast®
The Connected Human Risk Management Platform

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Logo
Monogram

The "M" from the Mimecast wordmark has become a monogram for the brand. When a small or simplified instance of branding is needed we use it. Featuring it's signature curve, the "M" can work as small as a favicon or large like an dimensional scuplture due to it's strong form.

Logo
Combinations

From the partnerships, programs, to product names and acquisitions, the Mimecast logo can appear in combination with many other logos and lockups.

This page illustrates the range of uses and how we balance the relationships between elements.

Events: Because event naming can be long and detailed we tend to use the "tab" logo as it acts like a cherry on top, acting as secondary punctuation to the overall logo.

Products: The Mimecast platform is made up of many different products. When focusing in on specific products we couple the wordmark along with the product name separated by a red vertical line.

Acquisitions: We represent acquired companies and technologies with the phrasing "now part of Mimecast."

Programs: Mimecast program logos are treated in a very similar way to event logos and use the "tab" logo.

Partnerships: With a broad range of technology alliance partners, Mimecast teams up with a "+" symbol. We always try and visually balance both brands which will dictate size and relationship.

EVENT LOGO
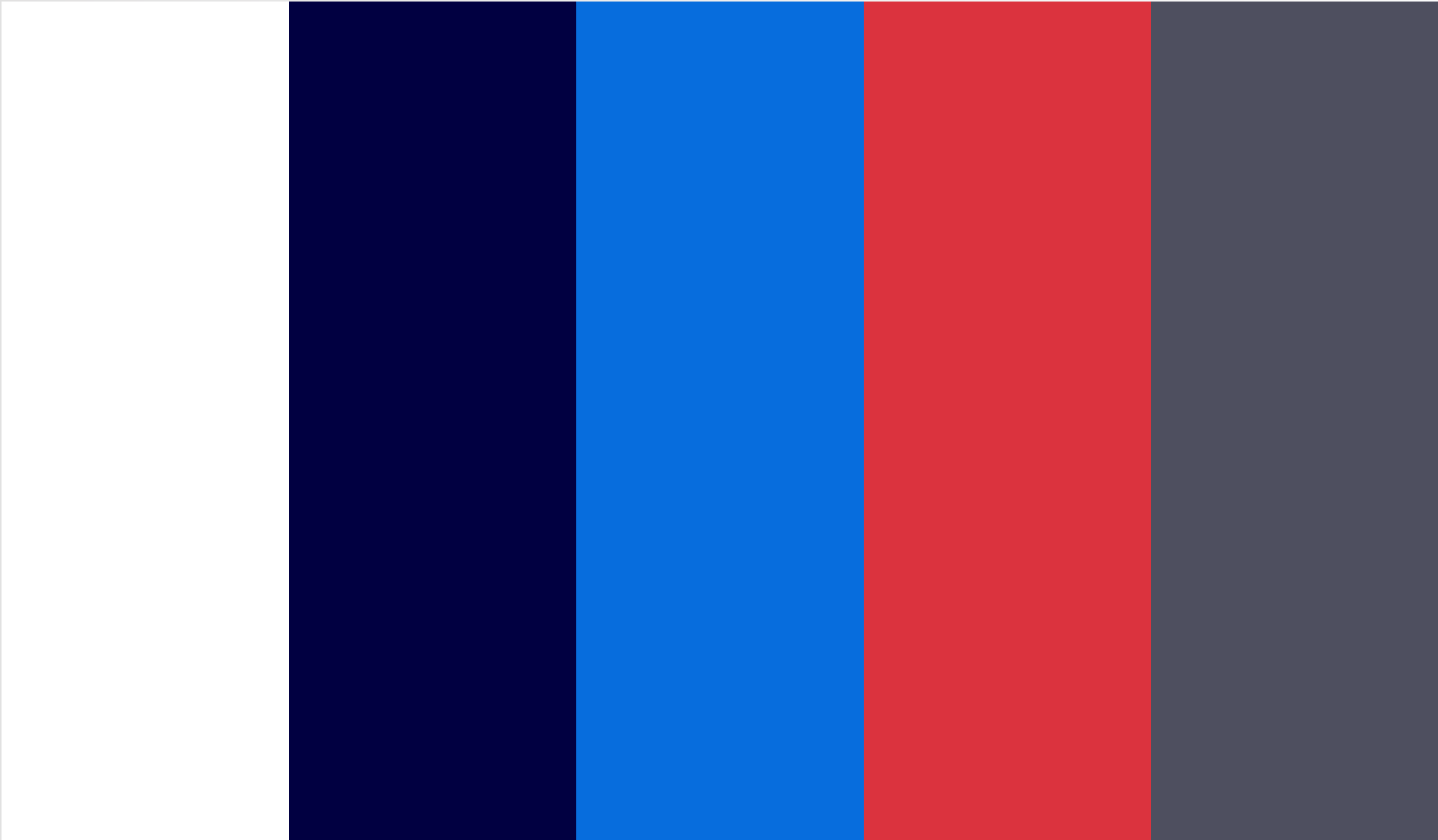
PRODUCT LOGO

ACQUISITION LOGO LOCKUP

PROGRAM LOGO

PARTNERSHIP LOCKUP

Color Palette
Primary Colors

WHITE

HEX   FFFFFF
RGB   255, 255, 255
CMYK   0, 0, 0, 0

DEEP NAVY

HEX   010041
RGB   1, 0, 65
CMYK   98,100, 0, 75
PANTONE   289c

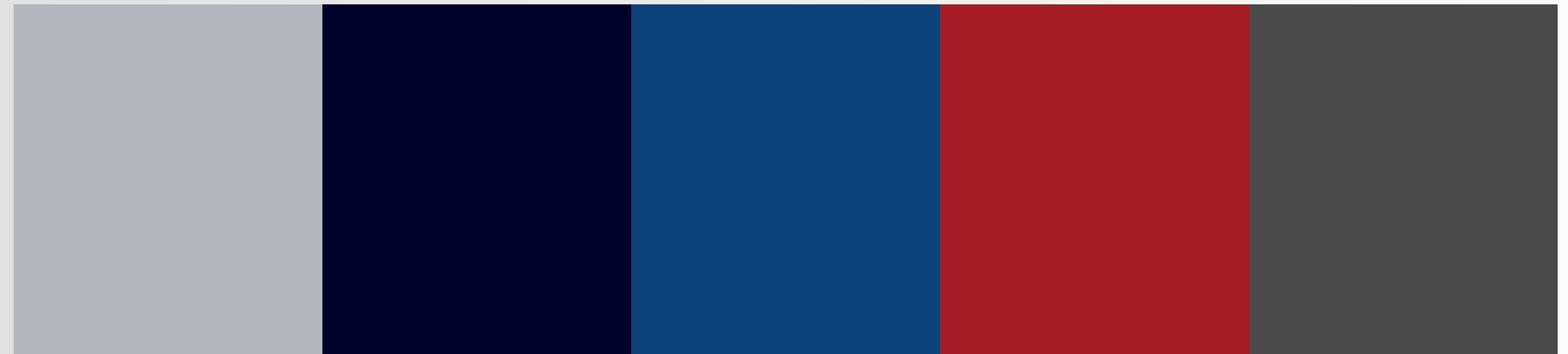**AZURE BLUE**

HEX   076DDD
RGB   7, 109, 221
CMYK   100, 40, 0, 0
PANTONE   285c

SCARLET RED

HEX   DB333E
RGB   219, 51, 62
CMYK   8, 94, 79, 1
PANTONE   032c

GRAPHITE

HEX   4E4F5F
RGB   78, 79, 95
CMYK   70, 63, 44, 27
PANTONE   432c

Color Palette
Secondary Colors

CYBER GREY

HEX   B6B6BE
RGB   157, 157, 168
CMYK   28, 23, 18, 0

DEEP SPACE NAVY

HEX   000129
RGB   0, 1, 41
CMYK   89, 83, 51, 71

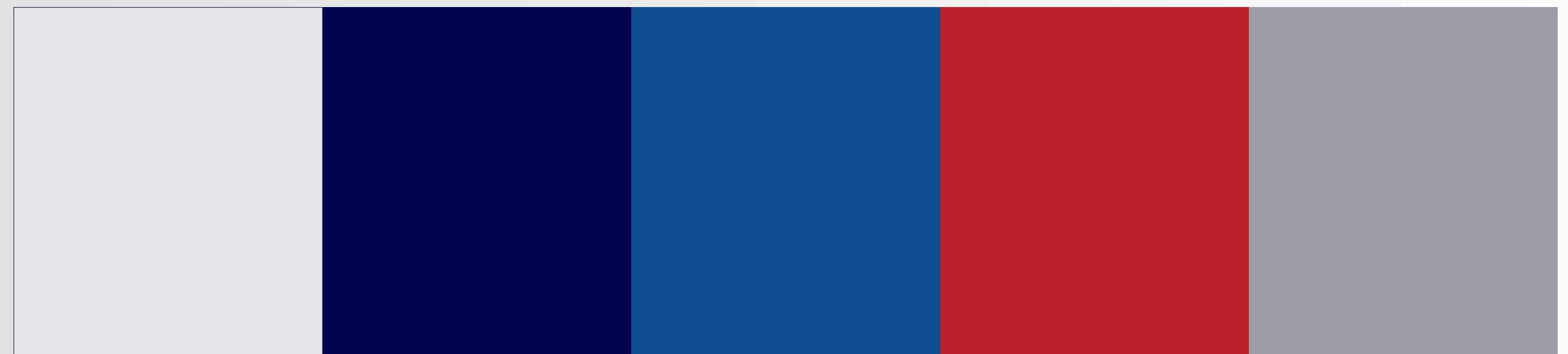**ATLANTIC BLUE**

HEX   0D417B
RGB   13, 65, 123
CMYK   100, 83, 25, 10

DEEP RED

HEX   A41D26
RGB   164, 29, 38
CMYK   24, 100, 94, 18

SLATE

HEX   4A4A4A
RGB   74, 74, 74
CMYK   66, 59, 57, 39

SHADOW WHITE

HEX   E5E5E9
RGB   229, 229, 233
CMYK   9, 6, 4, 0

DIGITAL NAVY

HEX   020251
RGB   2, 2, 81
CMYK   100, 97, 25, 44

ALPHA BLUE

HEX   104D92
RGB   16, 77, 146
CMYK   99, 78, 13, 2

RUBY RED

HEX   BA202A
RGB   186, 32, 42
CMYK   19, 100, 94, 9

TITANIUM

HEX   9D9DA8
RGB   78, 79, 95
CMYK   70, 63, 44, 27

The primary colors can be complemented by various secondary colors. However, these secondary colors should not replace the Mimecast primary colors, which must be included in all forms of media.

Secondary colors are often used when needing to show more variation within illustrations or diagrams.

Color Palette
Ratio

WHITE

DEEP NAVY

SCARLET RED

GRAPHITE
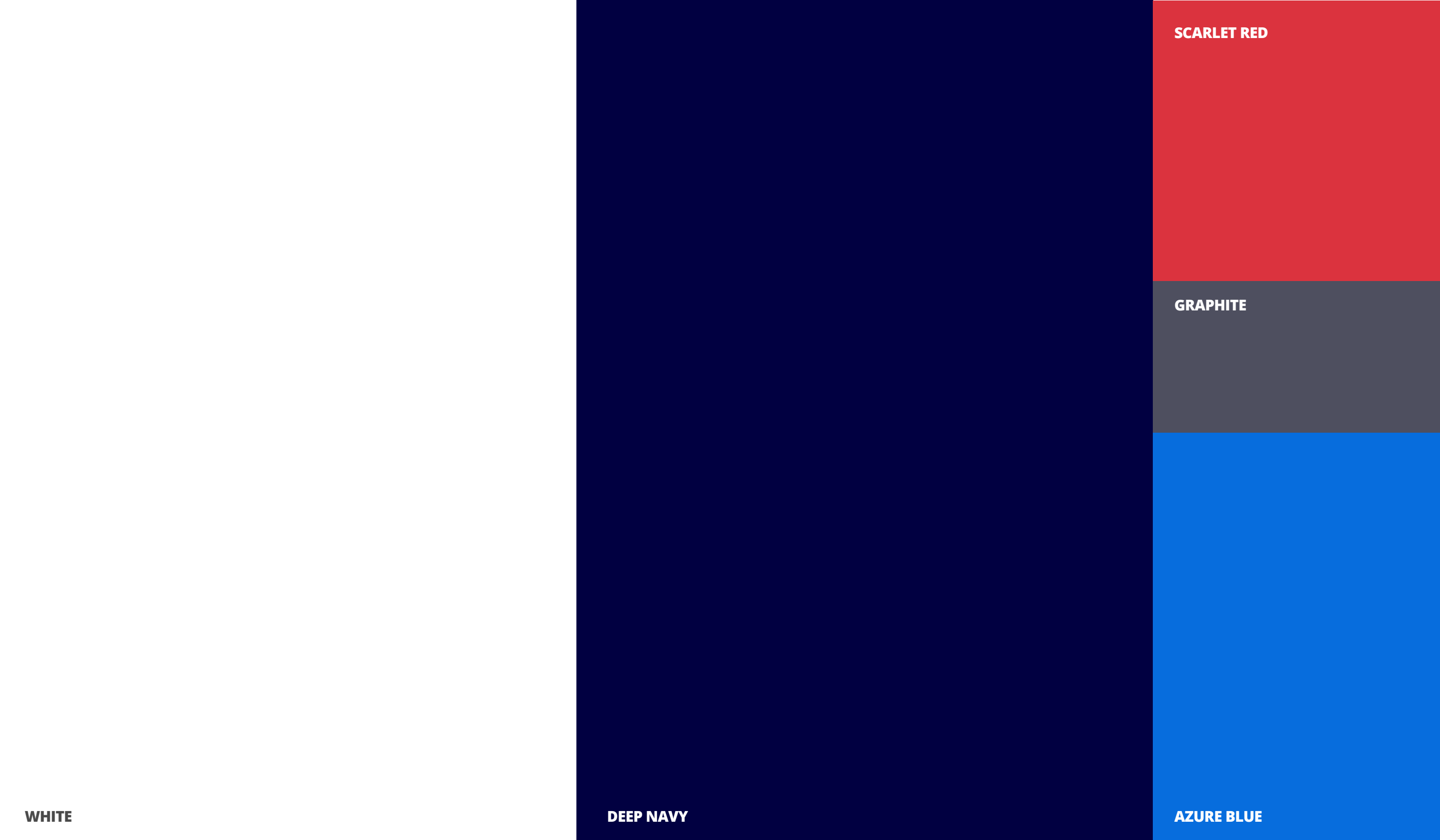
AZURE BLUE

The ratio in which we use our colors should always lean on white or deep navy as the base colors with scalet red, azure blue and graphite being accent colors.

Color Palette
Gradients

Our gradients are made up of the primary and secondary brand colors. The only colors that we do not use in gradient mixes are graphite, titanium, cyber grey, and shadow white.

When mixing or cropping, please ensure that we don't create large fields of purple or violet as those are not part of our color palette.

Typography
Primary Typeface

Neo Sans Black
Neo Sans Bold

HEADLINE OPTIONS

Neo Sans Regular
Neo Sans Light

SUB-HEADING OPTIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!;=-+#

Neo Sans is our primary font and is available through Adobe Fonts which requires an active Adobe Creative Cloud licence to access.

Black and Bold versions are typically used for headlines under 8 words or less.

Regular and Light are used for subheadings and in some situations can be used in headings 3 words or less and when used at a large ratio in layout.

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Typography
Secondary Typeface

Open Sans is our secondary font and is available through Adobe Fonts which requires an active Adobe Creative Cloud licence to access.

The most common use of Open Sans Regular is for body copy. Tracking for body copy is set at -10. Please ensure that body copy doesn't get any smaller than 11pt.

The secondary use of Open Sans Regular and Light is for our sub-headings.

In some instances Open Sans can be used as a headline font in its Bold and Extra Bold versions.

Open Sans Extra Bold
Open Sans Bold

HEADLINE OPTIONS

Open Sans Regular
Open Sans Light

SUB-HEADING OPTIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!;=-+#

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Typography
Type Styling Options

Our communication spans across many different mediums and audiences. For this reason we have several different type styling options to leverage.

Things to avoid with our typography:

Using italic versions of Neo Sans and Open Sans in headlines and sub-headings.

Using a headline font for something other than a headline.

**HEADLINE &
SUB-HEADING
OPTIONS**

Neo Sans Bold

Open Sans Light

This is a Sample Headline
With a supporting sub-heading

Neo Sans Black

Open Sans Regular

This is a Sample Headline
With a supporting sub-heading

Open Sans Extrabold

Open Sans Regular

This is a Sample Headline
With a supporting sub-heading

Open Sans Extrabold

Open Sans Light

THIS IS A SAMPLE HEADLINE
With a supporting sub-heading

Open Sans Regular

Open Sans Regular is the font we use for body copy in our collateral. We never use a font size smaller than 11pt for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CTA

Open Sans Bold all caps

LEARN MORE   LEARN MORE   LEARN MORE   LEARN MORE

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