BRAND & IDENTITY SYSTEM

The Harmonic Brand Guide

v2026.1

INSIDE THIS GUIDE

What's in here

Six chapters covering how the Harmonic brand looks, sounds and behaves, for internal teams and external collaborators.

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01 OF 06

Voice & tone

Principles, examples and tone by surface.

VOICE · PRINCIPLES

Three things our writing always does

01

Lead with the headline

Open with the one thing the reader needs to know: a number, a name, a stance. Everything else supports that lead.

"The control you need to unlock AI across your company."

02

Name the thing

We use short, noun-led titles. No verbing things for the sake of it. Headers feel like statements, not announcements.

Code Red | 2026 Outlook | The TX Gap

03

Confident, never loud

No exclamation marks. No buzzwords. No cheerleading. The brand earns weight through clarity, not through CAPS, emoji or stacked adjectives.

"Closing the TX Gap: brand vision to systemic reality."

VOICE · IN PRACTICE

Write it like this, not like that

Do

"The control you need to unlock AI."

Concrete. Declarative. Operator-direct.

"Code Red: China-based app use across the workforce."

Editorial framing. A statement, not a question.

"Brand vision to systemic reality."

Two nouns, a colon, a stance.

Don't

~~"Unlock the power of AI across your enterprise stack…"~~

Marketing pad. Says nothing.

~~"Detections."~~

Periods after standalone title text. Statements only, never single nouns.

~~"unlock control"~~

Lowercase in display text. ALL CAPS is reserved for eyebrows and 10–12 px labels, never for headlines or body.

VOICE · TONE

The same brand, four registers

Our voice stays fixed while tone shifts to match where the words live and what's at stake.

SURFACE	REGISTER	EXAMPLE	AVOID
Brand campaigns	Editorial, confident	"The control you need to unlock AI."	Buzzwords, slogans
Research & reports	Plain, urgent, useful	"Analyzing China-based app use across the workforce."	Drama, threat language
Web & social	Calm, declarative	"From brand vision to systemic reality."	Cheerleading, exclamations
Internal & ops	Frank, behind-the-scenes	"Closing the TX Gap."	Corporate-speak

Logo

The wordmark, the brandmark and the tagline lockup.

LOGO · WORDMARK

The logo

Always lowercase. Pair the Harmonic "h" and "harmonic" as a single lockup. Don't redraw.
Use the source SVG from the brand kit.



PRIMARY: RACING GREEN ON WHITE





REVERSED: WHITE ON BLACK

Clear space & min size

CLEAR SPACE	= height of the "a" on every side
MIN DIGITAL	24 px tall
COLOR	One color only: Racing Green, Kryptonite or white

LOGO · BRAND MARK

The brandmark

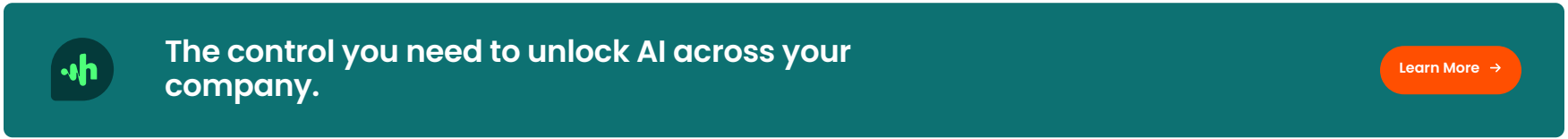
The "Pick" (or prompt graphic) is the brand's signature shape, carved from the dot in the Harmonic "i". It holds the Harmonic "h" at its center and sits on light or brand gradients.



With the Harmonic "h" at center.



On gradient: for color surfaces.



The tagline lockup

The wordmark pairs with the tagline "ai security for the workforce" in two lockups.
Use them as supplied artwork. Don't reset the tagline by hand.



HORIZONTAL: WIDE SPACES, HEADERS AND FOOTERS



HORIZONTAL, REVERSED: RACING GREEN ON WHITE



STACKED: SQUARE AND TALL SPACES



STACKED, REVERSED

Tagline rules

CASING	Always lowercase, like the wordmark
COLOR	Same single color as the wordmark. White or Kryptonite on Racing Green. Racing Green on white.
CLEAR SPACE	Same as the wordmark, around the whole lockup
DON'T	Rewrite, re-space or separate the tagline from the wordmark

Color system

The palette, print values, gradients, backgrounds and pairings.

COLOR · PALETTE

The palette

Racing Green is the primary color. Kryptonite is the primary accent. Secondary accents stay subtle, with Tangerine Dream as an optional CTA. Neutrals ground the layout.

PRIMARY COLOR

Any element can be this color.

Racing Green

#043A3A

Pantone 5463 C

CMYK 90 · 45 · 60 · 60

Logos, copy, backgrounds. The base of every layout.

PRIMARY ACCENT

Elements that need to stand out.

Kryptonite

#4EFF79

Pantone 902 C

CMYK 60 · 0 · 87 · 0

CTA, logos, headlines on dark backgrounds. Never as text or logo on white or light.

SECONDARY ACCENTS

Subtle usage: icons, icon chips, outlines, bullets. Emerald for backgrounds.

Tangerine Dream

#FF4F01

Pantone Orange 021 C

CMYK 0 · 80 · 100 · 0

Optional CTA. Alerts and the one number that matters.

Purple Rain

#7C8DFC

Pantone 2715 C

CMYK 50 · 40 · 0 · 0

Icon chips, outlines, internal surfaces.

Mellow Yellow

#FFA300

Pantone 137 C

CMYK 0 · 40 · 100 · 0

Icon chips, highlights, chart series.

Evergreen

#00BC79

Pantone 7480 C

CMYK 80 · 0 · 70 · 0

Icon chips, active and healthy states.

Emerald

#0A7979

Pantone 7474 C

CMYK 90 · 30 · 45 · 10

Used mostly in graphics, backgrounds and gradients when Racing Green is too dark.

NEUTRALS

Darks and lights that ground a dynamic layout.

Black

#000000

Logos and body text.

Charcoal

#262626

Backgrounds when green is too much, e.g. the website.

Ashes to Ashes

#EFEFEF

Backgrounds for presentations and documents.

Petrol Mist

#D0E1E3

Backgrounds only.

White

#FFFFFF

Logos and body text on dark.

COLOR · PRINT

Kryptonite on screen and in print

Kryptonite is a screen color. It sits outside what four-color print can reproduce, so a CMYK build always prints duller. Use the Pantone spot ink whenever Kryptonite has to hold up in print or omit and use white in cases with logos.



SCREEN · RGB

Kryptonite

#4EFF79 · RGB 78 · 255 · 121

Web, product, slides, video and social.



PRINT · CMYK

Process build

CMYK 60 · 0 · 87 · 0

Simulated. The same green printed in four inks loses its brightness. Use only when spot ink isn't possible, and approve a proof first.



PRINT · PANTONE

Pantone 902 C

Coated spot color

The print default for Kryptonite: swag, signage, packaging and events. Spot inks can't be shown accurately on screen. Match against a Pantone book.

PRINT RULE

When a piece is printed in CMYK only, use white instead of Kryptonite, especially for logos.

SCREEN RULE

On screen, Kryptonite is fine on dark backgrounds. Never on White, Ashes to Ashes or Petrol Mist.

Gradients

TWO-STEP Backgrounds and large surfaces.



Emerald to Black

Emerald #0A7979 Black #000000

THREE-STEP Use in special situations, except Kryptonite to Racing Green via Emerald, which is also a website background.



Kryptonite to Tangerine Dream

Kryptonite #4EFF79 Mellow Yellow #FFA300

Tangerine Dream #FF4F01



Kryptonite to Racing Green, via Purple Rain

Kryptonite #4EFF79 Purple Rain #7C8DFC

Racing Green #043A3A



Kryptonite to Racing Green, via Emerald

Kryptonite #4EFF79 Emerald #0A7979

Racing Green #043A3A

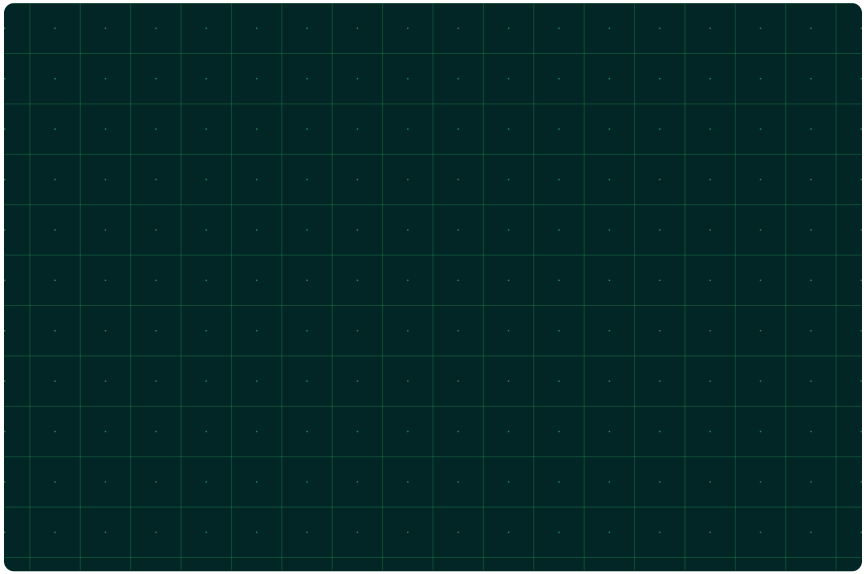
Pattern backgrounds

Two default patterns for covers, openers and hero surfaces. Use one per section, keep text off busy areas, and never place them behind small or light copy, tables or charts.



Bauhaus pattern

Bold geometric shapes in Racing Green over an Emerald to Black fade.



Grid & Dots

The control-layer grid on Racing Green.

COLOR · USAGE

Pair them like this

Default color options for your direct and corporate layouts. A 60·30·10 ratio keeps the brand calm and the lead accent loud.

BRAND SURFACE

Code Red

Racing Green carries the brand. Kryptonite carries the headline.

LIGHT SURFACE

2026 Outlook

White holds. Racing Green carries the headline, Emerald the highlight. Kryptonite punctuates as a fill, never as text.

EDITORIAL

The TX Gap

Charcoal grounds. Ashes softens. Kryptonite ignites.

- One Kryptonite headline per surface.
- Body & chrome live in 60·30 neutral / brand.

COLOR · ACCENTS IN PLAY

Beyond Kryptonite

The secondary palette (Tangerine, Purple Rain, Mellow Yellow, Evergreen) carries editorial, internal and signal-state surfaces. Same rules: one strong accent at display size, avoid fading to pastel tints.

SECONDARY ACCENTS ON RACING GREEN

harmonic

EDITORIAL

Calm in the chaos

For brand voice, highlighted words, links on dark surfaces.



harmonic

INTERNAL

The TX Gap

For coversheets, process docs, strategy slides.



harmonic

HIGHLIGHT

2026 Outlook

For warnings, swag, signage, secondary emphasis.



harmonic

STATUS

All clear

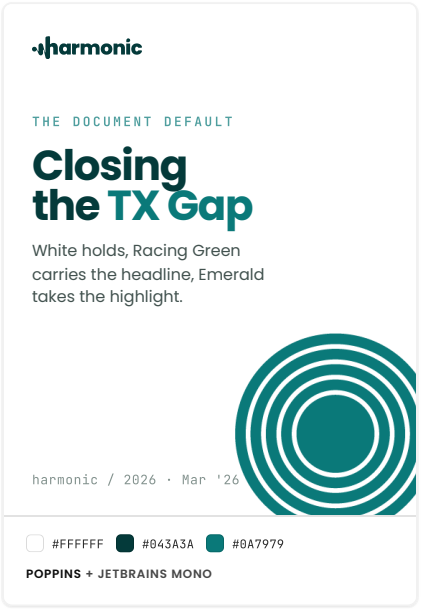
For healthy / connected / active states.



Pairings for light and dark

Dynamic and expansive. Examples of report covers. Racing Green and Charcoal carry the words on light; white carries them on dark. The accent does the pointing.

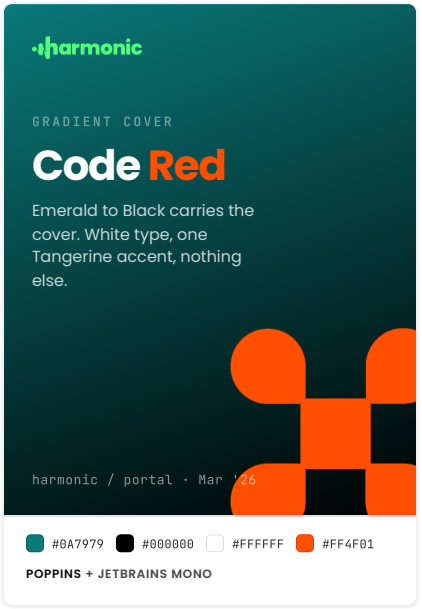
LIGHT SURFACES





DARK SURFACES





Typography

Poppins for everything. JetBrains Mono for eyebrows and technical text.

TYPOGRAPHY · FAMILY

Poppins

Poppins does everything from display to caption. JetBrains Mono is the secondary font, used for technical writing and eyebrows. We use weight, not capitalization, for emphasis.

Display · Black 128	**Harmonic**
H1 · Bold 56	**Closing the TX Gap**
H2 · SemiBold 34	**From brand vision to systemic reality**
H3 · Medium 24	The control you need to unlock AI across your company
Body · Regular 18	Editorial writing supports the headline. Sentences are short and noun-led; tone is direct.
Eyebrow · JetBrains Mono SemiBold 16	COLOR & TYPE · LIGHT MODE
Technical · JetBrains Mono Regular 18	`policy.detect("source_code") → block · v2026.1`

Light Regular **Medium** **SemiBold** **Bold** **ExtraBold** **Black**

Graphics

Icons and the Harmonic Band.

GRAPHICS · ICONS

Bauhaus icons

Custom marks: bold geometric shapes supplied in Racing Green and white. Used for system concepts: prompts, blocks, redirects, AI, control, visibility, policy and data. Tint them to any palette color with enough contrast.



Prompt



Block



Precision



Redirect



Feature



AI



Visibility



Control



Shadow AI



Coverage



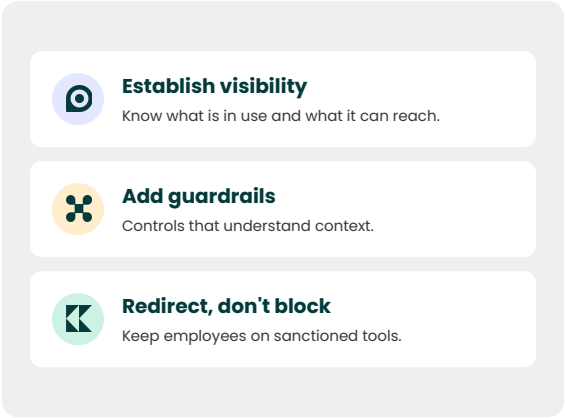
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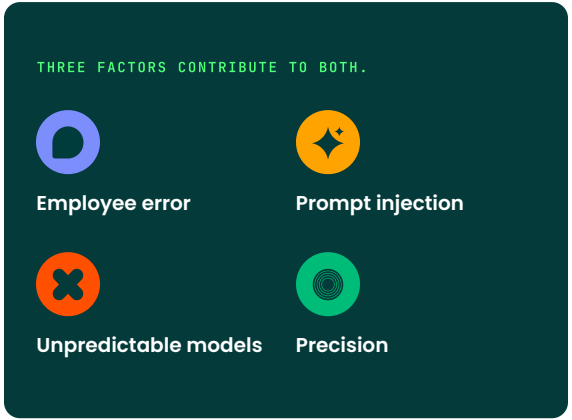


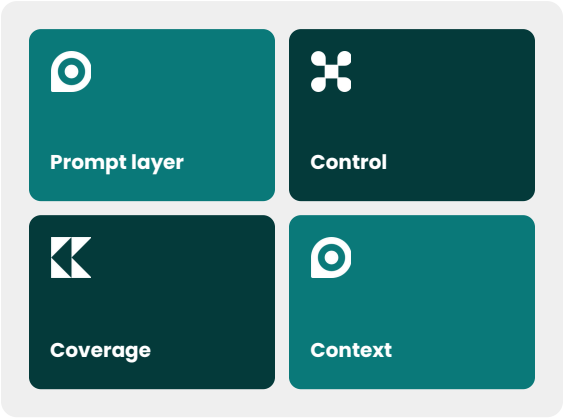
Data

Using the Harmonic icons

Icons label a concept. They sit small, top left, next to the words they describe. Three treatments cover every surface.







Tinted chip on light cards

Racing Green icon in a 20% tint of a secondary accent. Rotate tints across a set.

Solid chip on Racing Green

Racing Green icon in a solid accent circle. Labels in white below.

White icon on color tiles

No chip. White icon top left on Racing Green or Emerald, title below.

SIZE

Icon fills about 50% of its chip. Chips 40 to 56px on slides.

ONE PER ITEM

One icon per card, row or list item. Never decorative.

COLOR

Any palette color with enough contrast. Icon and key text in a block share one accent.

AS SUPPLIED

Don't rotate, crop, outline or redraw. Don't swap in stock icons.

The Harmonic Band in 3D



THE LEADER

Pix

The leader, the hero and represents Harmonic. Shape of the dotted i in Harmonic.



THE UPBEAT ONE

CTRL

Upbeat and knows what to do and where to be.



THE ANTAGONIST

Blox

The antagonist and one that keeps the beat coming.



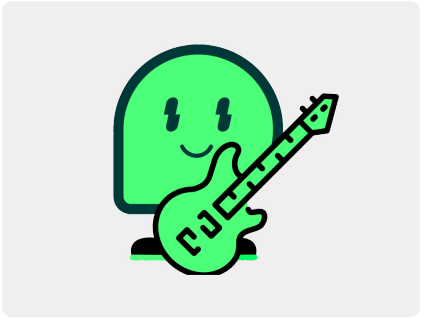
THE ASHAMED EMPLOYEE

Shadow

The ashamed employee that hangs back and keeps using AI at all costs.

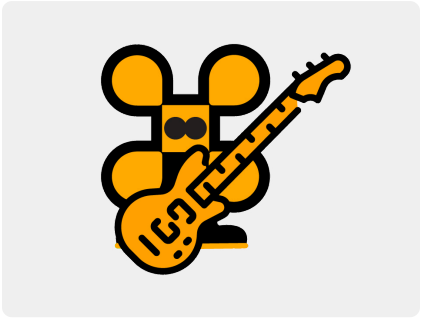
The Harmonic Band in 2D

Each character comes with and without their instrument. Use the plain version when the band is not the story, such as icons, spot art and small sizes.



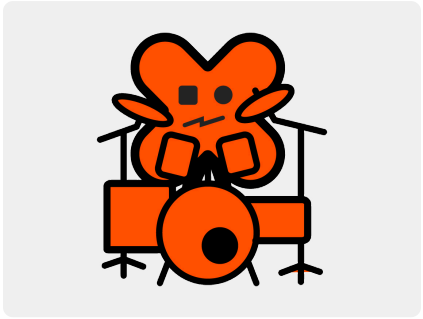
THE LEADER

Pix



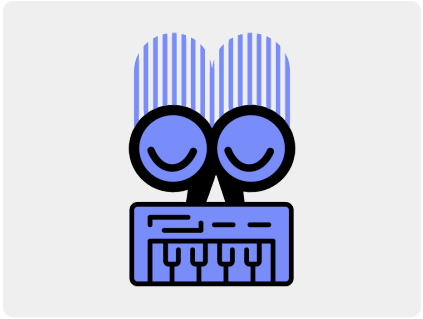
THE UPBEAT ONE

CTRL



THE ANTAGONIST

Blox



THE ASHAMED EMPLOYEE

Shadow

06 OF 06

Slides & Docs

Applying the brand in Google Slides and Google Docs.

SLIDES & DOCS · GOOGLE SLIDES

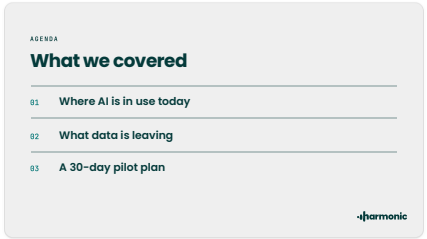
A meeting follow-up deck

Five slides to send after a customer meeting. Racing Green and Ashes to Ashes alternate, one accent per slide, logo bottom right from slide two.



01 · Cover

Kryptonite to Racing Green via Emerald, text on the dark end. The Pick brandmark sits in the Kryptonite corner, whole, never cropped.



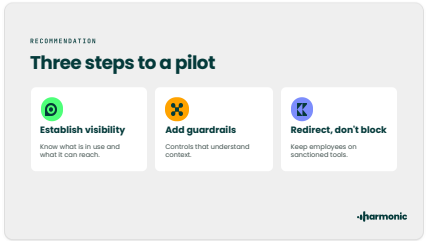
02 · Agenda

Ashes to Ashes. Racing Green type.



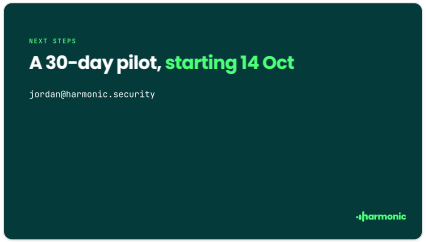
03 · The number

One stat, in the slide's accent.



04 · Content

White cards, one chip accent per card.



05 · Close

The ask and one contact.

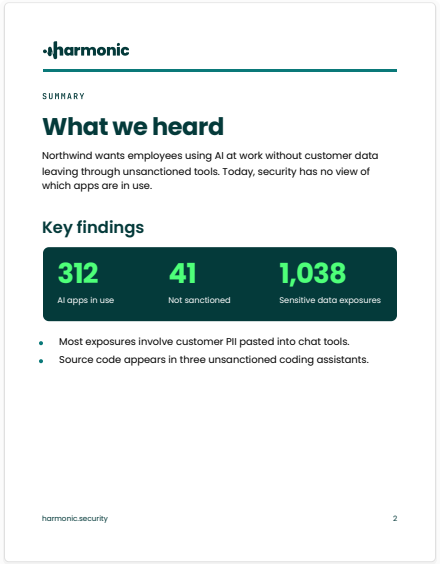
SLIDES & DOCS · GOOGLE DOCS

A meeting recap report

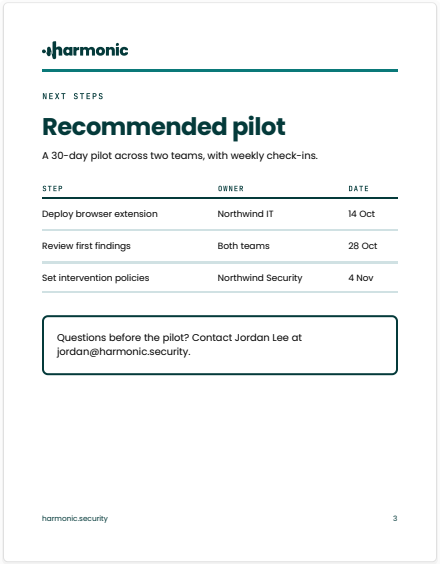
A short report to send after the meeting. Full-bleed cover, then white pages with clear headings, one callout and a footer.



Cover
Same gradient and Pick as the deck cover. Full bleed, title is the largest text.



Summary
Logo first, then eyebrow, Heading 1, body and a Racing Green callout.



Next steps
Plain tables with Racing Green headers. Outlined box for contact.

ONE ACCENT

Kryptonite on the cover and callout only. Racing Green carries everything else.

STEP THE SIZES

Title, then Heading 1, then Heading 2. Never a heading larger than the title.

KEEP IT SHORT

Two to four pages. Lead with what you heard, end with the ask.

SEND AS PDF

Share a PDF so fonts and the cover hold.

Setting up the files

Set these up once in a template file, then make a copy for each meeting.

GOOGLE SLIDES

Page size	Widescreen 16:9. `File › Page setup`
Theme colors	`Slide › Edit theme` Dark 1 Racing Green, Light 1 White, Dark 2 Charcoal, Light 2 Ashes to Ashes. Accents 1 to 6: Kryptonite, Emerald, Mellow Yellow, Tangerine Dream, Purple Rain, Evergreen.
Fonts	Add Poppins and JetBrains Mono once. `Font › More fonts`
Text	Cover title Poppins Bold 40pt. Headings Poppins Bold 28pt. Body Poppins Regular 14 to 16pt. Eyebrows JetBrains Mono SemiBold 10pt, typed in caps. Headings at 0.8 line spacing, all other text at 1.0. Extend text boxes 0.125 in to the right to stop reflow. `Format › Line & paragraph spacing › Custom`
Layouts	Cover, dark, light and closing layouts in the theme. Logo top left on the cover, bottom right on the rest.
Backgrounds	Alternate Racing Green and Ashes to Ashes. Patterns on the cover only.

GOOGLE DOCS

Page setup	Letter or A4, portrait, 0.75 in margins. `File › Page setup`
Paragraph styles	Title Poppins Bold 40pt. Heading 1 Poppins Bold 24pt. Heading 2 Poppins SemiBold 20pt. All Racing Green. Normal text Poppins Regular 11pt, Black. `Format › Paragraph styles › Options › Save as my default styles`
Logo	Supplied PNG as the first line of page two, with a thin Emerald rule beneath. Not in the header.
Footer	harmonic.security and the page number, 8pt Racing Green. Turn on `Different first page` to keep the cover clean.
Full-bleed cover	Build the cover as an 8.5 × 11 in slide and download it as a PNG. Insert it on page one, set `Behind text`, drag it to the page edges, then add a page break.
Sharing	Send as PDF. `File › Download › PDF`

Rules for AI tools

For anyone generating Harmonic work with Claude or another AI tool.
Share this guide to help brand your request.

ELEMENT	USE IT FOR	NEVER
Color	A Racing Green, White or Ashes to Ashes base. One primary accent at display size per surface. Secondary accents for icons, chips and outlines.	Two accents at display size together. Colors outside this palette. Kryptonite text or logos on white or light backgrounds.
Accent rotation	One accent per content block. The icon and its key text (stat or step number) share it. Rotations: Kryptonite, Mellow Yellow, Evergreen. Kryptonite, Tangerine Dream, Mellow Yellow, Purple Rain.	Two adjacent blocks in a row with the same accent. An icon in one accent and its stat in another.
Three-step gradients	Thin accents only: rules, progress bars, underlines, small data highlights. Under 10% of the surface. Exception: Kryptonite to Racing Green via Emerald is also a background, as on the website.	Any other three-step as a background or full-bleed fill. Behind text at the Kryptonite end. Inside shapes or icons.
Two-step gradients	Backgrounds and large surfaces: Emerald to Black.	Behind body copy at the light end. New color stops or gradients beyond those in this guide.
Backgrounds	Bauhaus pattern, Grid & Dots, Emerald to Black, or Kryptonite to Racing Green via Emerald, as shown on the pattern backgrounds and gradients pages. Sparingly: one per section, such as a cover, opener or hero.	Behind body copy, tables or charts. On consecutive pages or slides. Recolored patterns. Step and repeat icons as a background.
Icons	Bauhaus icons for concepts, one per item, bare or in circle chips, in any palette color with enough contrast. On report covers, one oversized icon or pattern mark bleeding off the bottom-right corner, in the headline accent. Cover backgrounds: Racing Green, White, Ashes to Ashes or Emerald to Black.	Emoji or stock icons. Icons as decoration. Step and repeats, chip sequences or color blocks on covers. More than one graphic per cover. Cropped, except large icons bleeding off a cover edge.
The Pick brandmark	The only shape that holds the Harmonic "h". One per layout, on light or brand gradients. For the plain Pick shape, use the Prompt icon.	Repeated as a pattern. Picture fills. Distorted or rotated.
The Band	Storytelling, social and campaign moments. Use supplied 3D or 2D art.	Redrawn, recolored, or generated. Mixing 3D and 2D in one layout.
Logo	Supplied SVG. Racing Green on light, Kryptonite on Racing Green or other dark backgrounds. Black or white only where green does not apply, such as swag.	Kryptonite on white or light. Racing Green on Racing Green. Retyped, uppercase, stretched or on busy imagery.
Type	Poppins for everything. JetBrains Mono for eyebrows and technical text. Emphasis by weight; avoid italics as a design style. Highlighted words in a headline change color only, never weight.	Other fonts, including Courier. Em dashes. Illustrations or imagery drawn by AI.

CONTACT

For inquiries and Harmonic brand questions email marketing@harmonic.security

WEBSITE

harmonic.security

BRAND PAGE

Logo downloads and more

harmonic.security/brand

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1 Old Street Yard
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