Our brand, at a glance.

Everything you need to use our logo, color and type correctly. Use only official files, and send proofs for approval before anything prints or goes live.

01 // LOGO

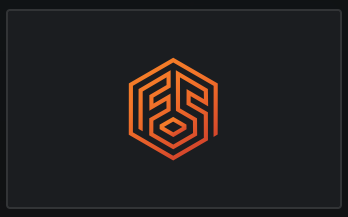
Use official files only. Never screenshot, trace or retype the logo.



Horizontal · primary
The default for most placements.



Vertical
Square spaces, like avatars.



Bug · icon only
Small sizes and favicons.

02 // CLEAR SPACE & SIZE



Clear space: x on every side, where x is half the icon's height (2x).
Minimum width: horizontal 1.25 in / 120 px · vertical 0.75 in / 72 px · bug 0.25 in / 16 px.

03 // BACKGROUNDS



Color on dark · preferred



Color on light



All-white on brand imagery



One-color dark for print

04 // DON'T

Never recreate, rearrange or modify any part of the logo.



Recolor or change its tones



Stretch, squash or warp



Rotate or tilt



Add shadows, glows or outlines



Place on low-contrast color



Crowd the clear space

05 // COLOR

Orange
#F27229
RGB 242 114 41
PMS 1585 C

Teal
#1BD0B8
RGB 27 208 184
PMS 3255 C

Near-black
#111214
RGB 17 18 20
Backgrounds

White
#FAFAFB
RGB 250 250 251
Headlines

Dark leads. Orange is the accent, used sparingly; teal marks actions. Two accents at most per piece. For CMYK, match the PMS swatch on press.

06 // TYPE

Space Grotesk
Headlines · Bold, tight tracking

Instrument Sans
Body, labels, buttons · Regular–SemiBold

IBM Plex Mono
Data labels and tags only

Free on Google Fonts. No Arial or Times.

07 // WORDS & IMAGERY

Our name

Write it as Finite State: two words, title case. Describe us as the Product Security Assurance platform for connected devices.

Messaging

Use approved lines, like "What's inside matters." CTAs are actions ("Get a Demo"), never "Learn More" or "Click Here."

Imagery & approvals

Devices are the heroes. No stock photos, lock icons, hoodies or Matrix-style code. Customer logos and quotes need written approval.