



Brand Expression Guide

August 2025

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Introduction

At Ivanti, innovation in IT and security empowers the way the world works.

We believe technology should do more than just function—it should drive inspiration, fuel creativity, and enable progress. By placing innovation at the heart of IT and security, Ivanti helps organizations and individuals work smarter, faster, and more securely, overcoming challenges and adapting to a rapidly changing world.

Our brand embodies these aspirations. It is bright and optimistic—flexible, assertive, and dynamic. Through color, shape, and movement, we convey the limitless possibilities innovation unlocks. We champion individuality, celebrating moments when technology transforms work—moments of breakthrough, safety, and success.

At Ivanti, we put innovation at work—so people and organizations alike can realize their greatest potential.



Ivanti Logo

Our logo is the single most important visual representation of the Ivanti brand. It is the most succinct way to communicate our presence and the starting point for brand awareness among customers, partners and media.

↓ [Download logo files here](#)

The image shows the Ivanti logo in a large, bold, red font. The word "ivanti" is in a lowercase, sans-serif typeface. Above the 'i' is a small red square, and above the 'ti' is a red icon consisting of two nested squares, with the top-right corner of the outer square missing.

Ivanti Red



Black

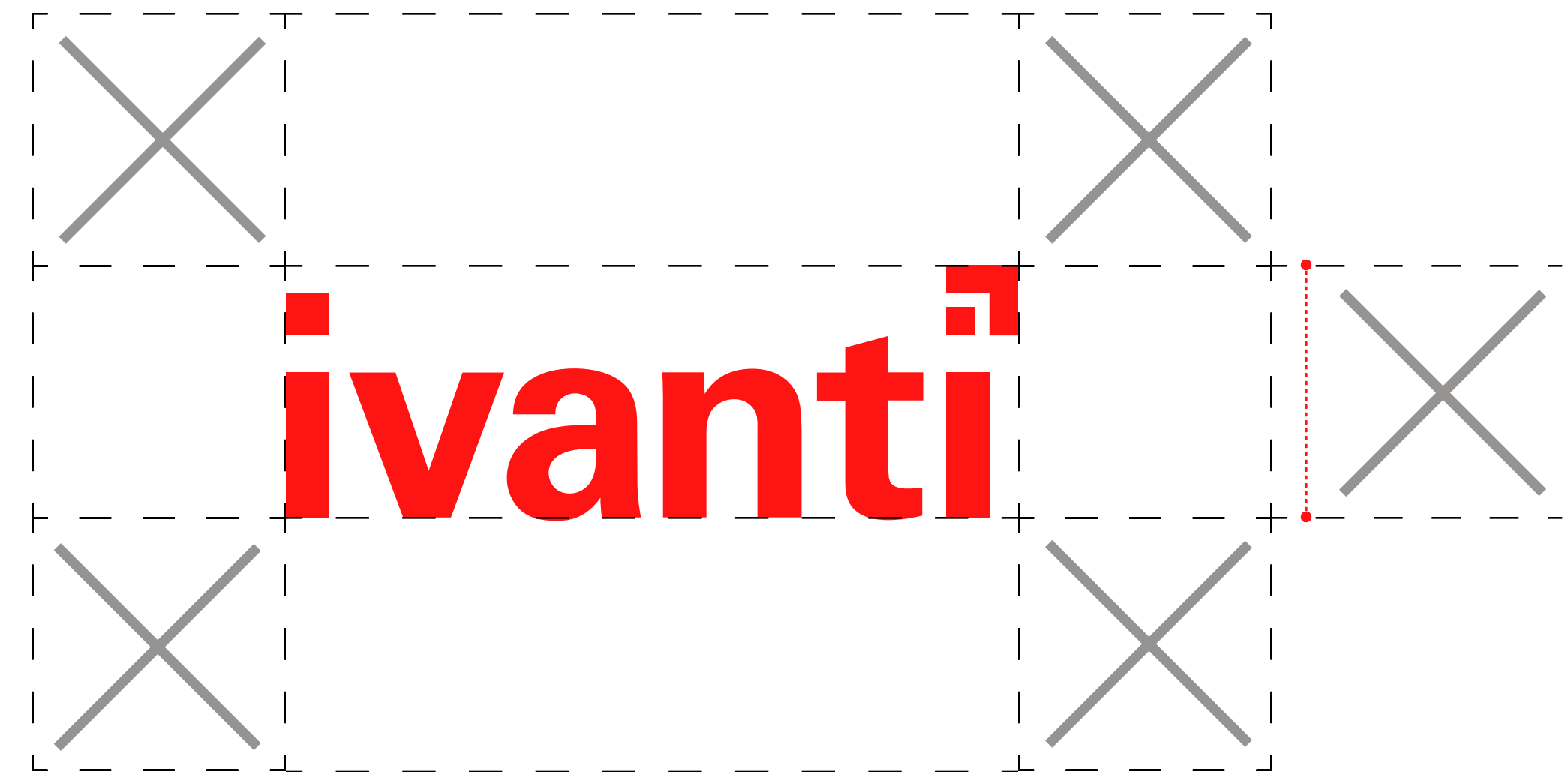


White

Ivanti Logo: Clear Space

Clear space is the area surrounding the Ivanti Logo where nothing else should appear. It must be kept free of text and graphics, and away from the edge of the page. The sole purpose of clear space is to ensure the Logo stands out wherever it appears. If the Logo is placed too close to graphics or type, its impact and legibility are diminished.

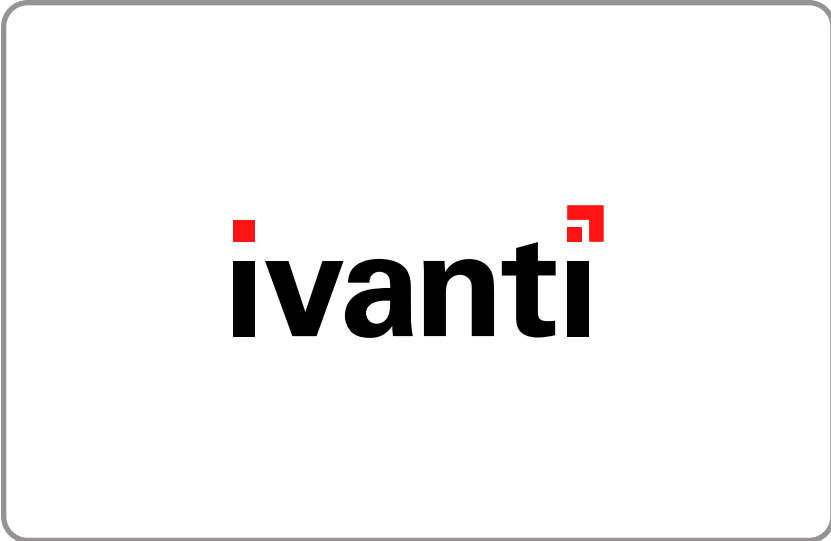
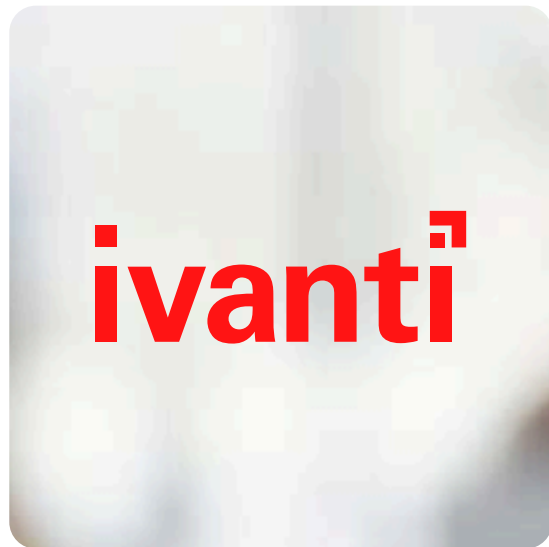
Tip:
Ensure sufficient color contrast between the Logo and the background it sits on.



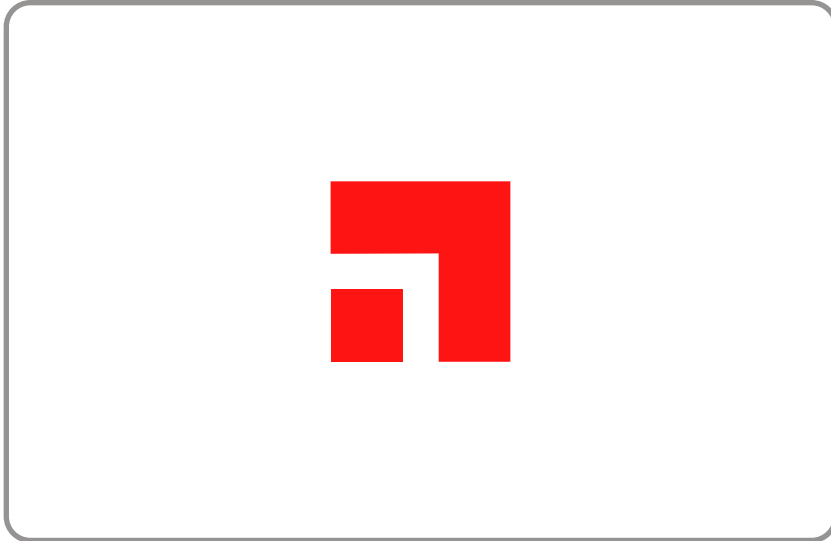
x = the height of the Ivanti Wordmark.
This measurement is the clear space around the Ivanti Logo.

Ivanti Logo: Guidance and restrictions

Use a version of the logo that helps maintain contrast with the environment in which it is presented.



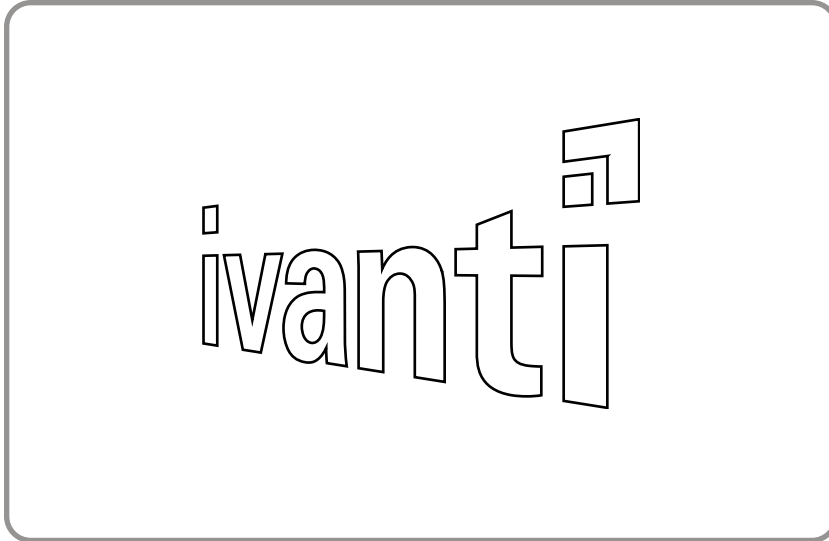
⚠ DON'T use this outdated two-color logo. All presentations of the logo should be one-color.



⚠ DON'T use the chevron icon by itself. This icon should only appear as part of the complete logo.



⚠ DON'T crop or cut off the logo.



⚠ DON'T rotate, skew, distort, outline or manipulate the shape of the logo.

DON'T make the logo transparent.



⚠ DON'T present the logo using a color other than Ivanti Red or White, even if it is a color from the brand palette.

Ivanti Neurons Logo

Ivanti Neurons® is Ivanti’s technology platform, and acts as a sub-brand of Ivanti. It has its own brand mark, though it is used sparingly—limited to the Neurons graphic user interface (GUI) and applications that refer only to the platform.



Red stacked logo



White stacked logo



Red horizontal logo



White horizontal logo

Colors

Color is essential to the Ivanti brand.
Ivanti colors breathe life into our communications and help us stand out from our more timid competitors.

PRIMARY

	<div>#4E0389</div>	<div>#7C076C</div>	<div>#A80C4F</div>	<div>#CF1135</div>	<div>#FF1515</div>	<div>#FF5E09</div>	<div>#FF8303</div>
R	78	124	168	207	255	255	255
G	3	7	12	17	21	94	131
B	137	108	79	53	21	9	3
C	85	0	0	12	0	0	0
M	100	94	93	100	100	78	60
Y	0	13	53	84	89	100	100
K	13	51	34	3	0	0	0

NEUTRALS

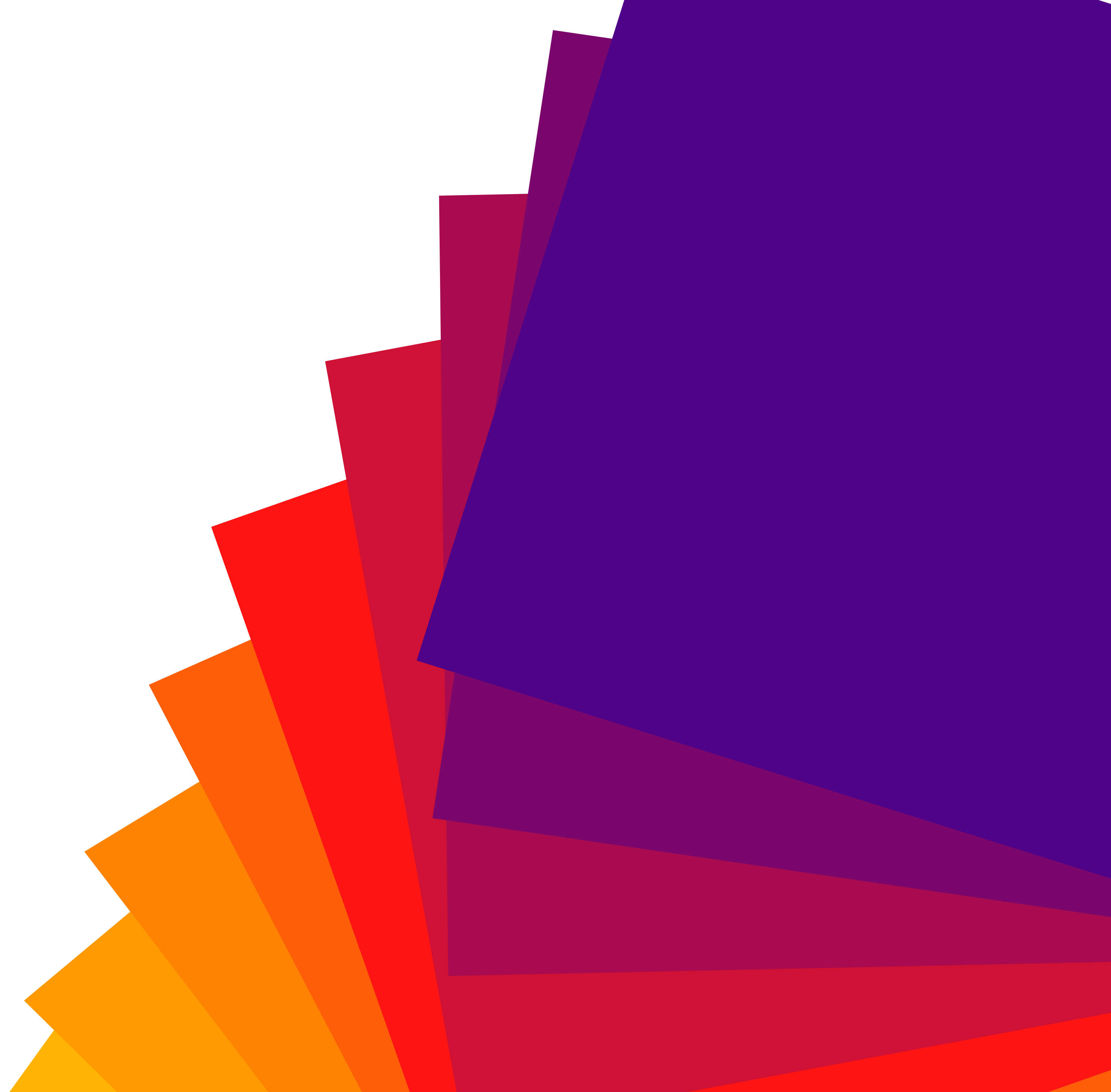
<div>#F8F1E9</div>	<div>#280B3F</div>
248	40
241	11
233	63
0	37
3	83
6	0
3	75

Expressive Textures

The unique visual signature of the Ivanti brand is created using “expressive” stepped color gradients applied to geometric shapes. We use these “expressive textures” to convey a lively spirit and an action-oriented outlook.

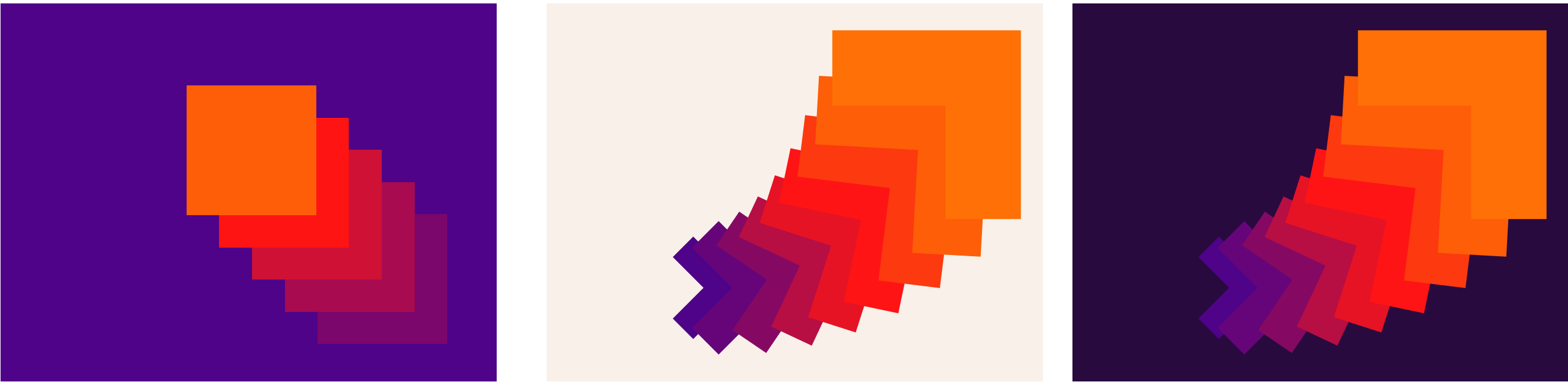
Expressive textures can be applied as **foreground art** (bright, high-contrast, bold) or as **background art** (textural, low-contrast, complementary). See examples and color scales for both types of application, to the right and on the following pages.

↓ [Download textures](#)



Expressive Textures: Examples

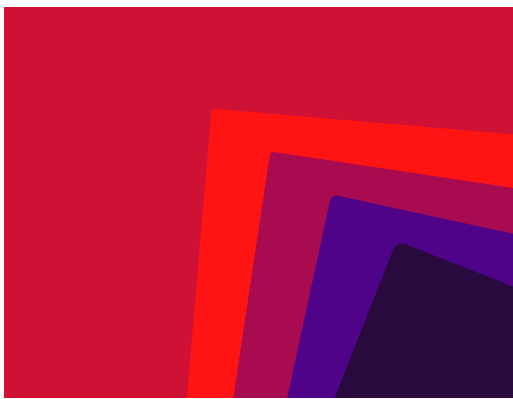
Foreground art examples



Background art examples



Bad examples



⚠ This example uses the neutral color in the gradient steps



⚠ This examples does not use smooth steps



⚠ This examples uses steps are too far apart



⚠ This example uses a pattern

Expressive Textures: Color scales for stepped gradients

Expressive texture color sets are vibrant and flexible, but care needs to be taken to avoid compositions that are too busy or distracting.

In both cases, the color values that are applied to the geometry are always *lighter* than their background color, following logical properties of light, where objects in a composition closer to the foreground are brighter than objects in the background.

Foreground art color scale



In foreground applications, light or dark neutral colors are applied to backgrounds, while the primary color palette values are applied to geometry.

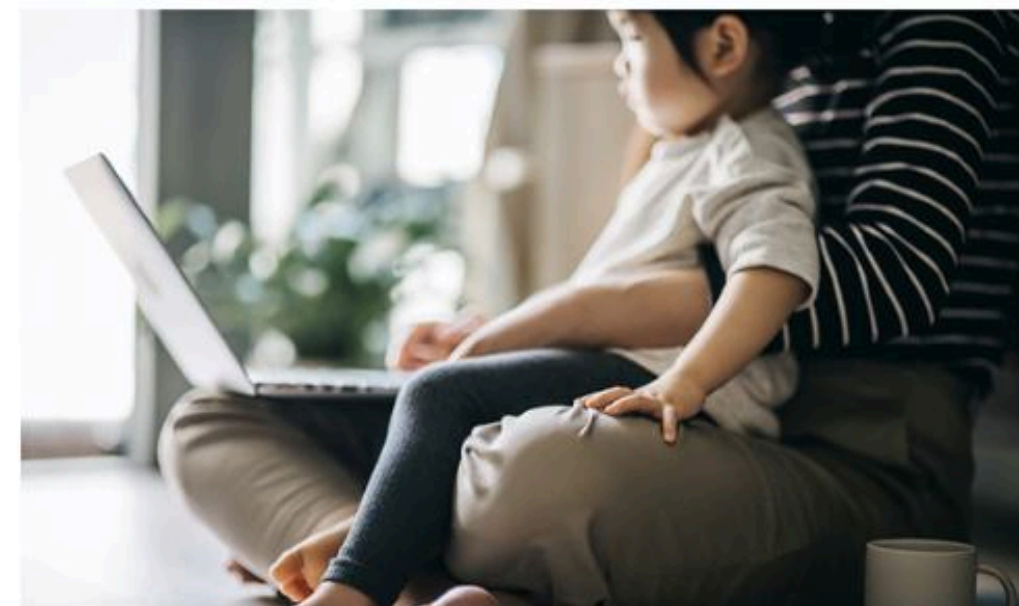
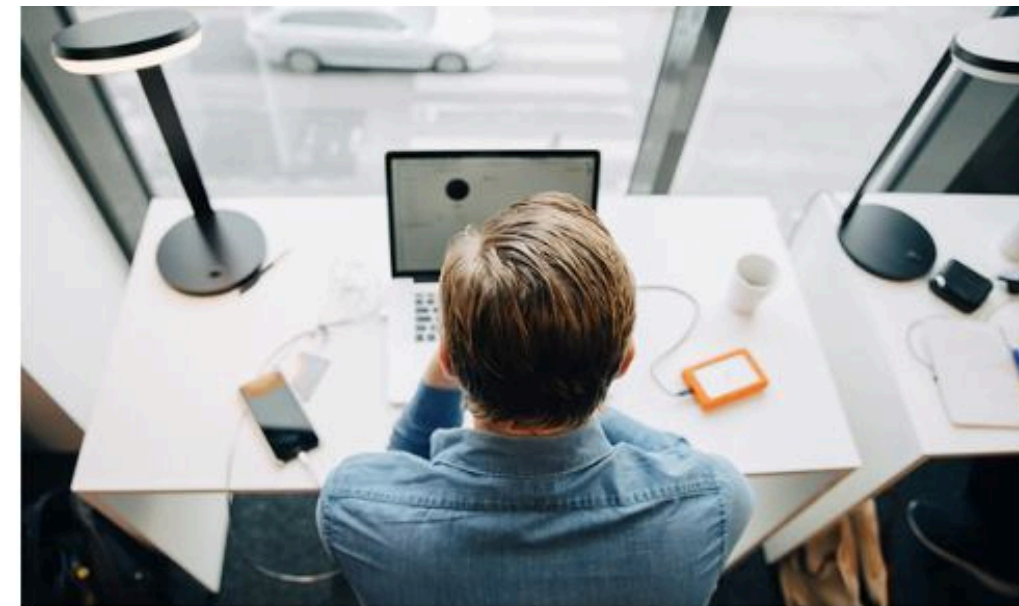
Background art color scale



In background applications, the primary color palette values are applied to backgrounds, while intermediate steps between primary color values are applied to geometry.

Photography

We use photography to make a visual connection between the technologies that we facilitate and the people that use them to accomplish great things. These images should feel genuine, and portray real people in real environments. We are a global company, that supports a wide range of industries. The people, environments, and activities portrayed in our photos should reflect that. The mood is: optimistic and productive, while being relatable.



⚠️ Avoid photos that lean on clichés, portray exaggerated expressions, artificial environments, fantastical technologies, break the fourth wall, or feel staged.

Iconography

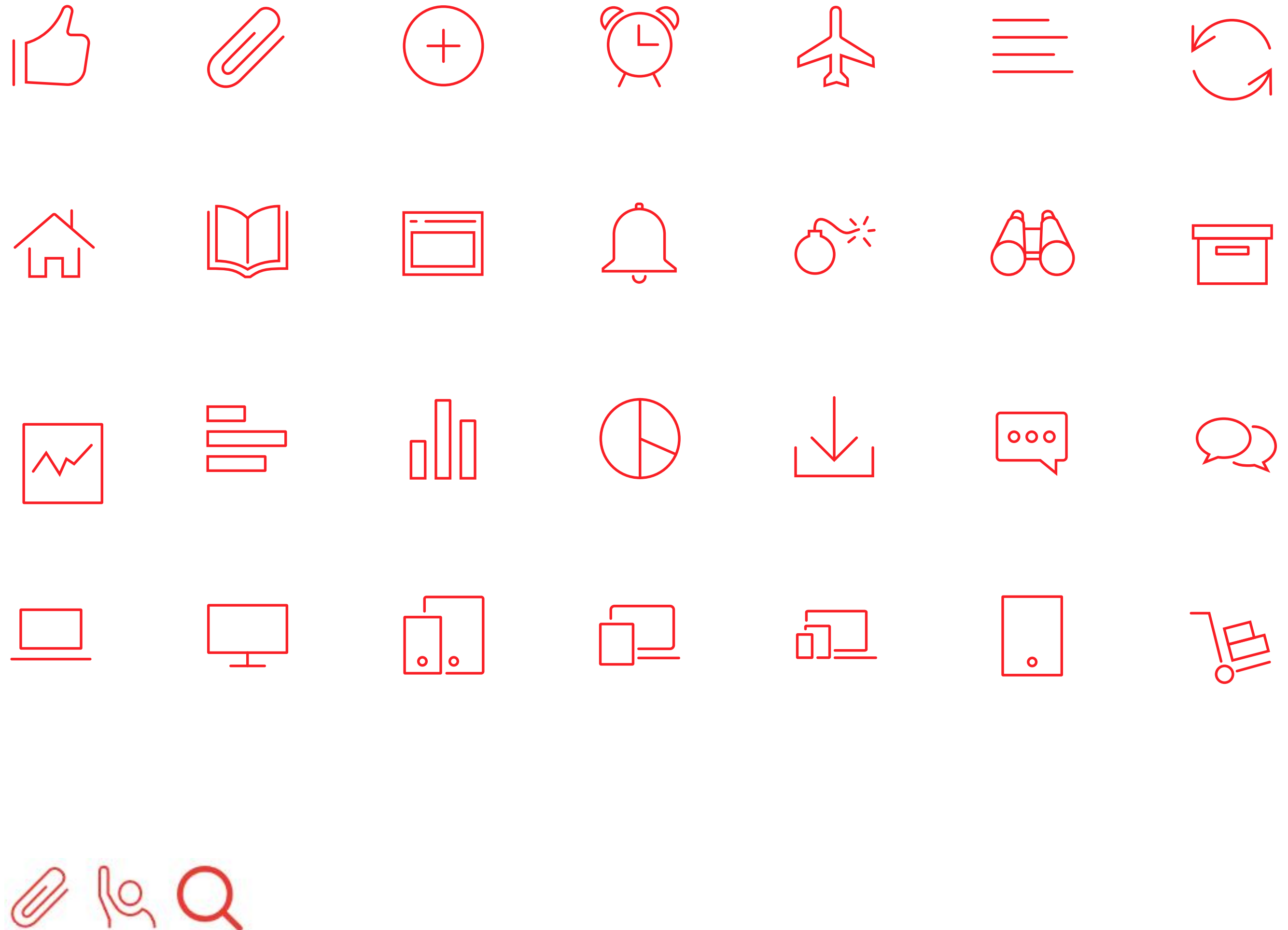
We use thematic icons to represent ideas and make written content easier to consume. Stylistically our icons are line-based and can be rendered in any of the brand colors.

Appropriate uses include:

- Creating a visual distinction between different ideas on a PowerPoint slide
- Representing technologies or other concepts in a technical diagram
- Highlighting a call-to-action

Avoid using icons to:

- Represent the company or specific products
Use the logo, text, or word-mark instead
- Act as the main focus of a visual composition
Most of the time we use text, photography or an expressive gradient as the main focus

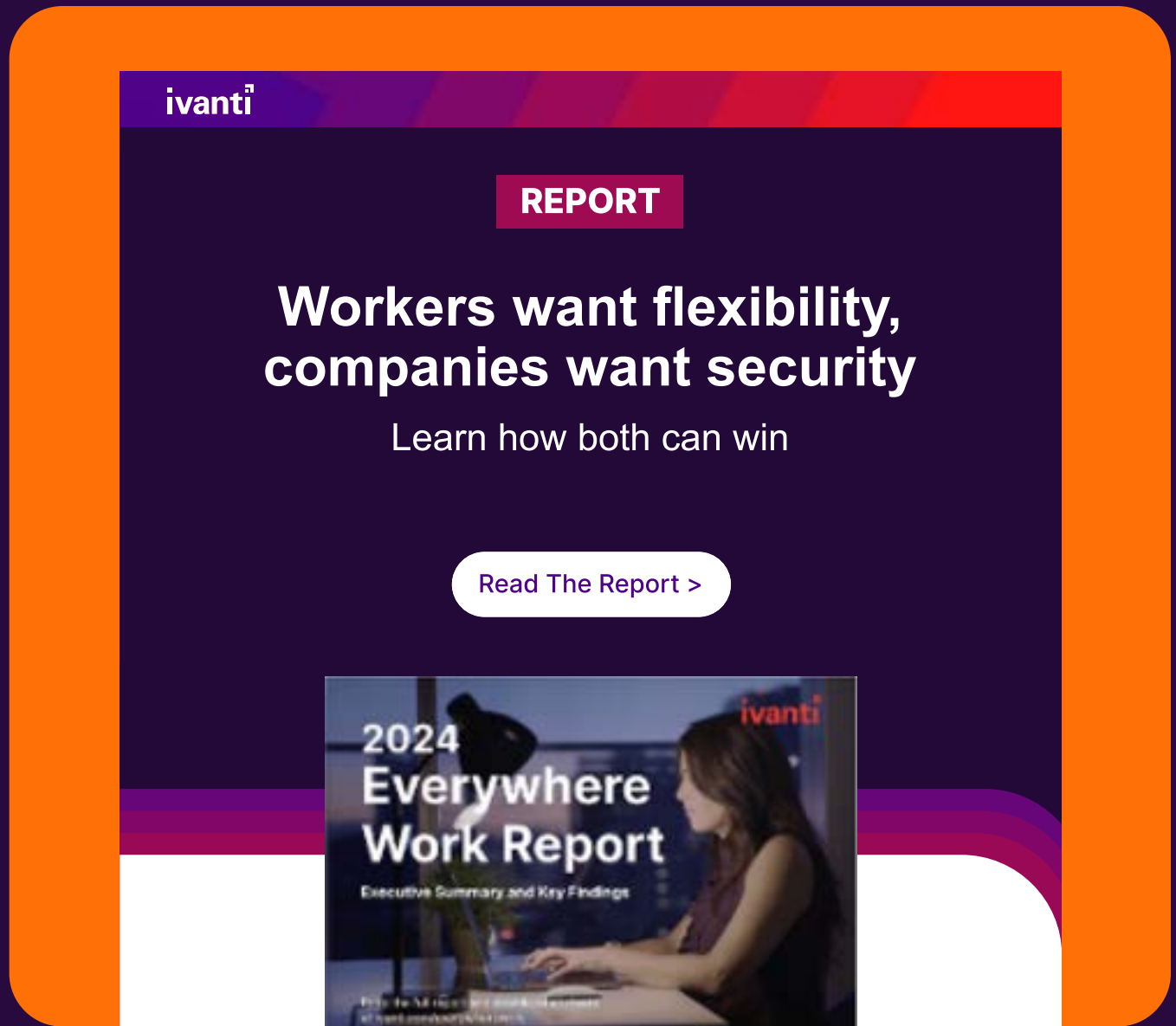
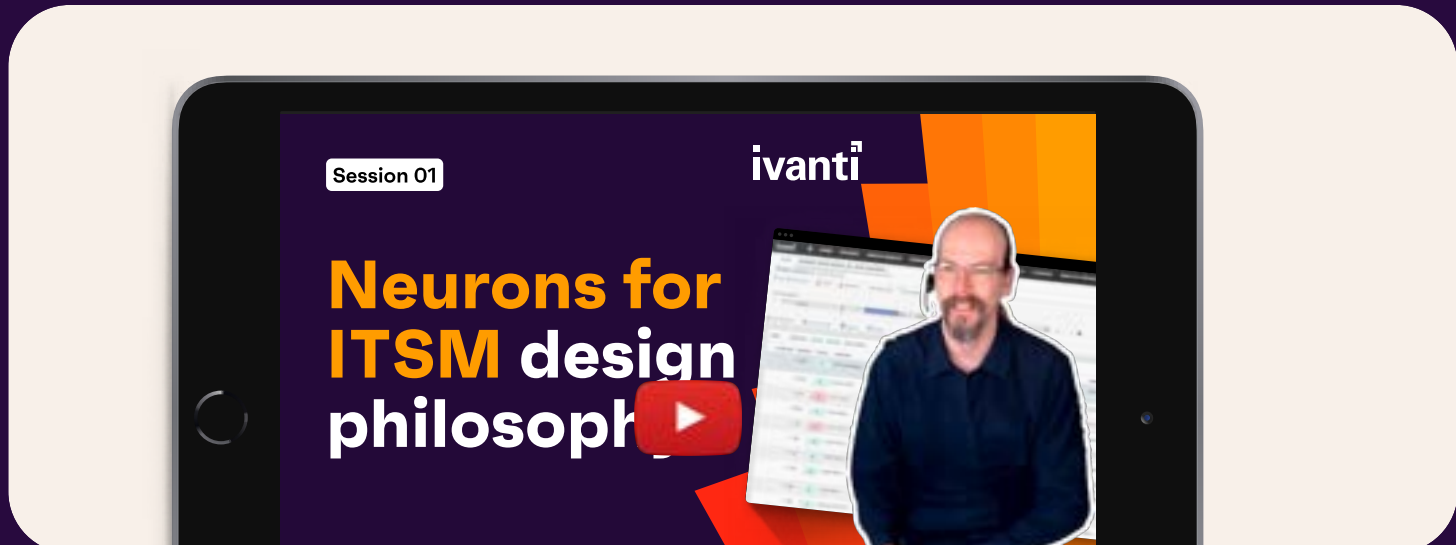
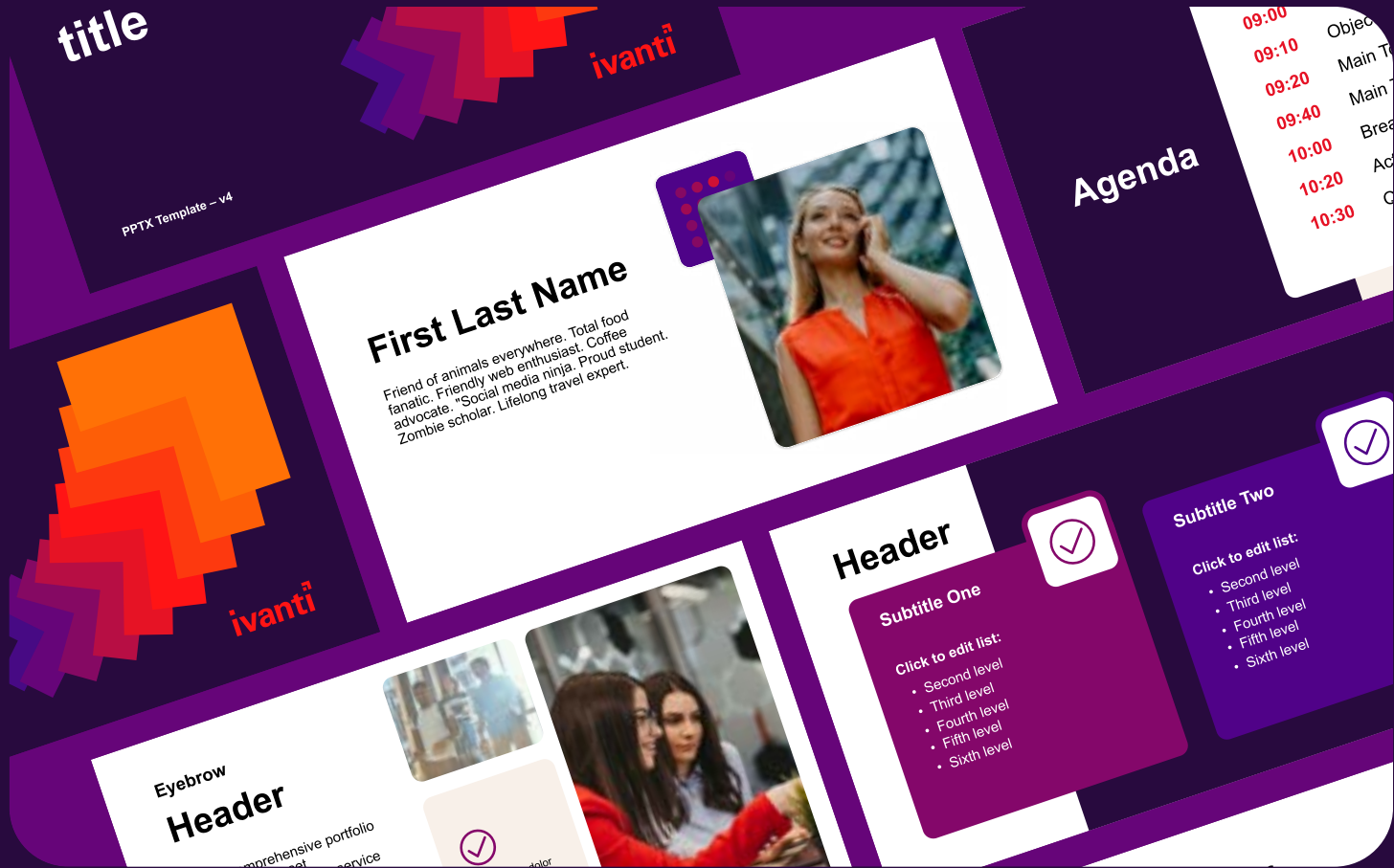
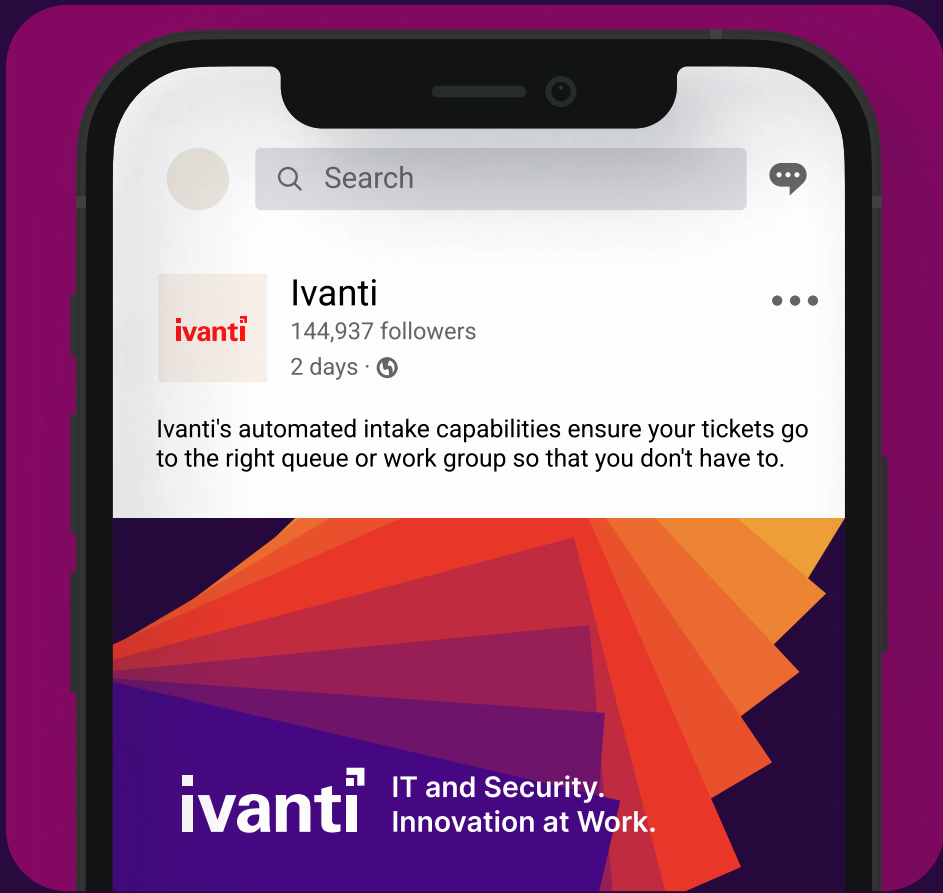


↓ [Download the icon library \(.pptx\)](#)

⚠ DON'T combine different line weights in the same composition

Applying Creative Expression Elements

These sample applications demonstrate both the flexibility and the eye-catching nature of Ivanti's graphic language. No matter the context, our branded materials effectively, simply, and relatably communicate information to our audience.

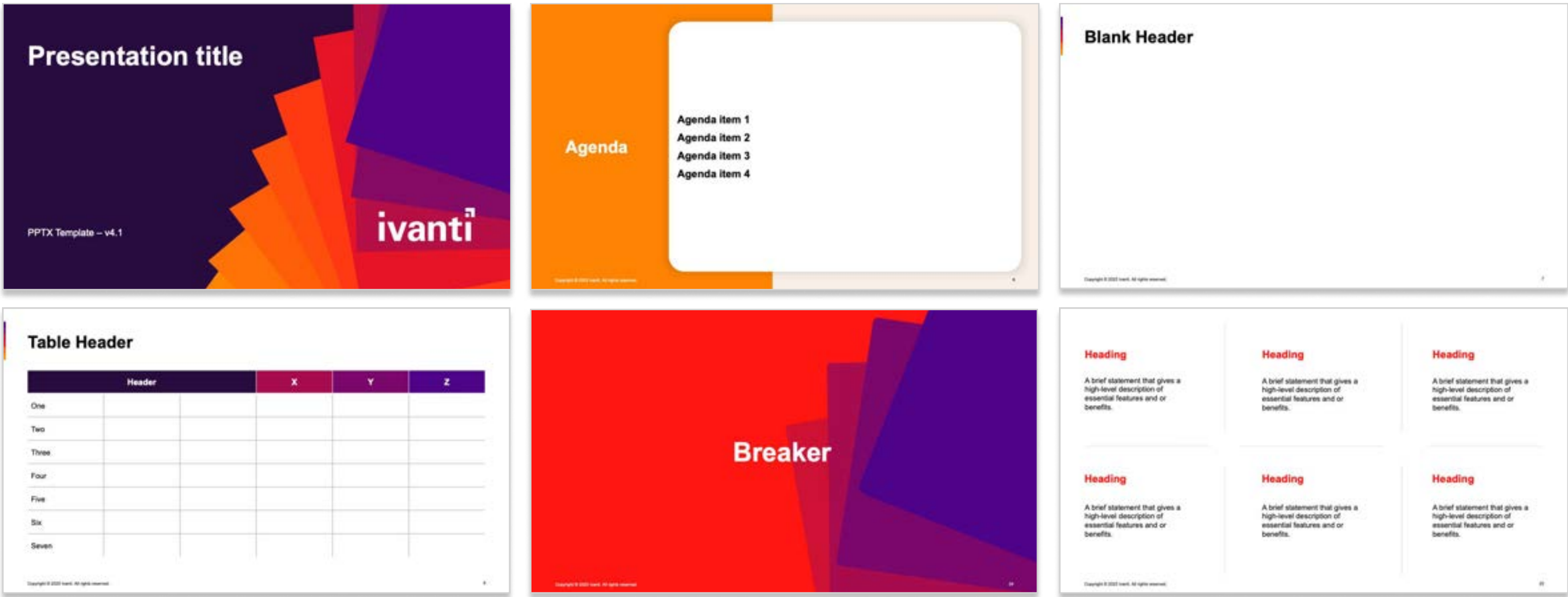


Presentations: Powerpoint template and assets

We have a corporate template that should be used for most Ivanti presentations. We will periodically issue variations of the corporate template for use at specific events.

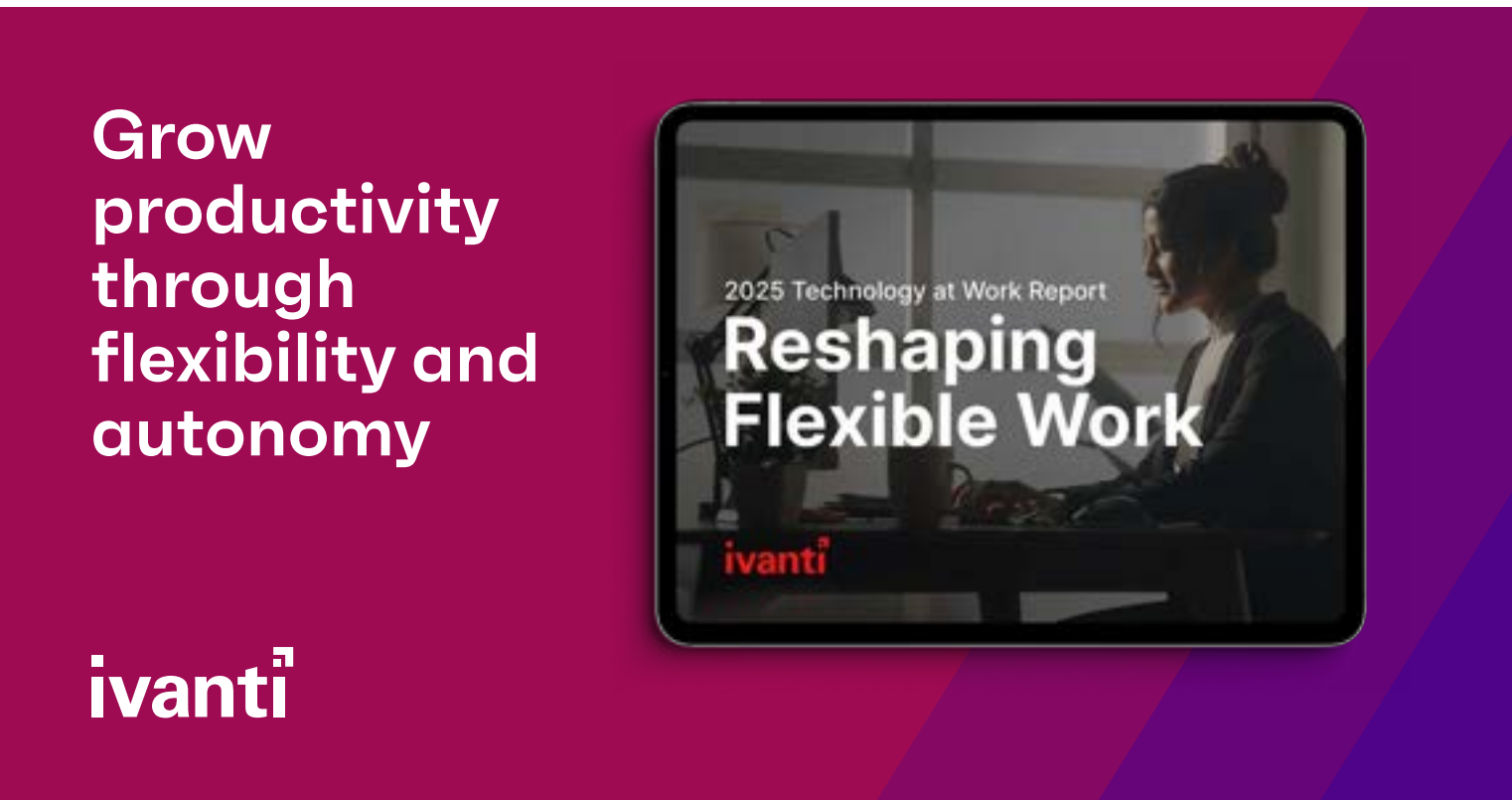
Quick tips for improving your presentations:
Your slides should support the presenter, not compete for attention with the presenter.
Minimize the volume of text on each slide and use imagery to create interest.

↓ [Download the Powerpoint template](#)



Digital Media: Banner ads and social media cards

Graphics for banner ads, email signatures, social networks and other digital media are some of the most numerous applications of Ivanti visual brand standards. These can be static or animated.

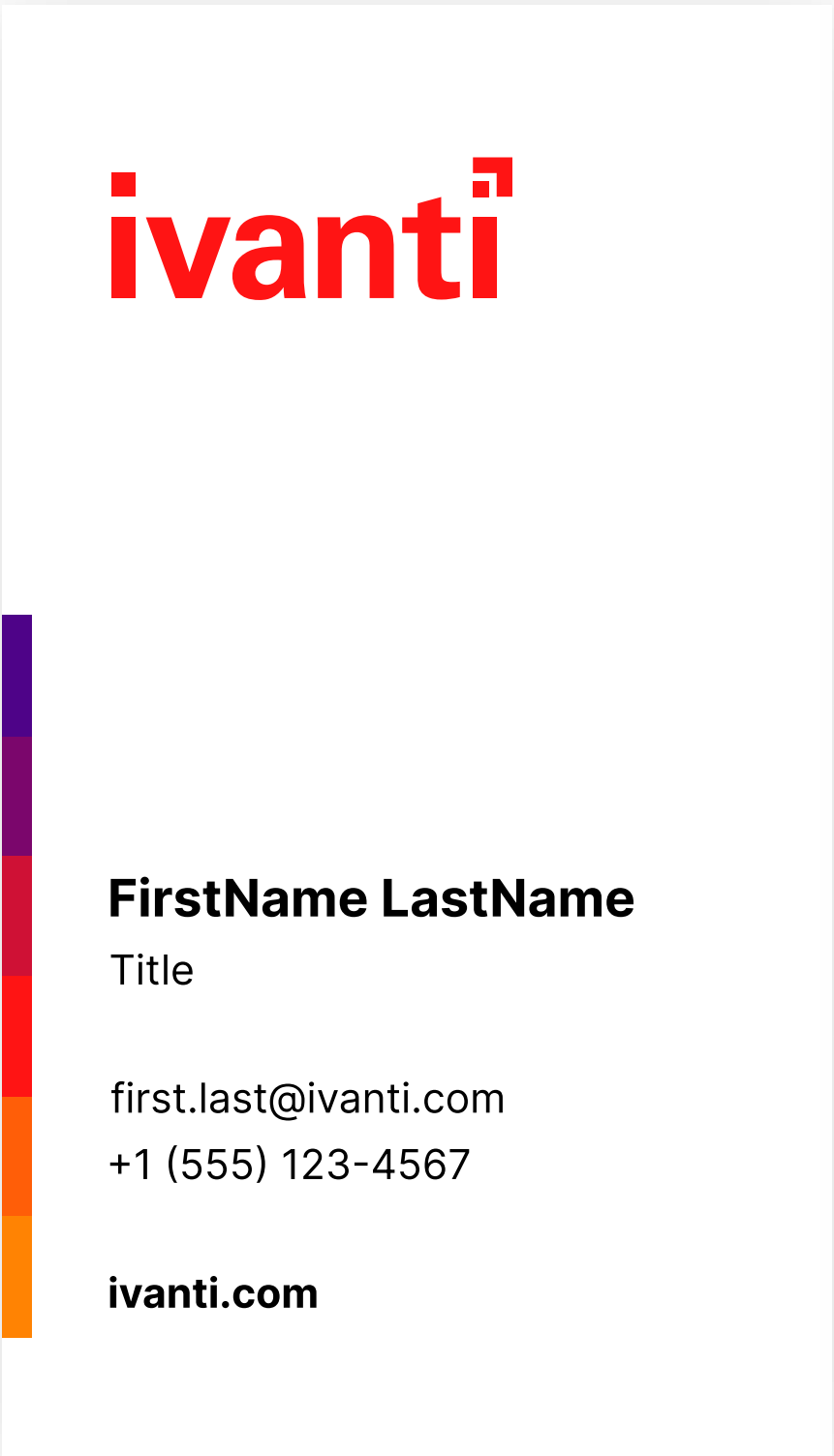


Business Cards

In 2025 we introduced a new business card layout. Some variations are available to accommodate the special requirements of some regions.

You can order new cards directly using our online portal.

↓ [Order business cards here](#)



Additional Resources and Brand Support

Please contact the Creative Services team if you have questions or need guidance on applying the Ivanti brand. We're here to help you!

↓ [Put in a creative request](#)