

2025

# CrowdStrike Brand Identity

# One team. One fight. One brand.

## Welcome to the Official CrowdStrike Brand Identity Guidelines

Here, we've outlined the essential elements and guidelines that define who we are and what we do. From adversary art to the color palette, this collection provides carefully curated components to ensure a consistent and professional representation of CrowdStrike, while staying true to our roots as the coolest and most innovative cybersecurity company in the industry.



# Approved Logos

## Duotone (primary)

Represent the CrowdStrike brand with our primary logo, for use in internal and external messaging.

Light backgrounds should use the top logo. Dark backgrounds should use bottom logo.



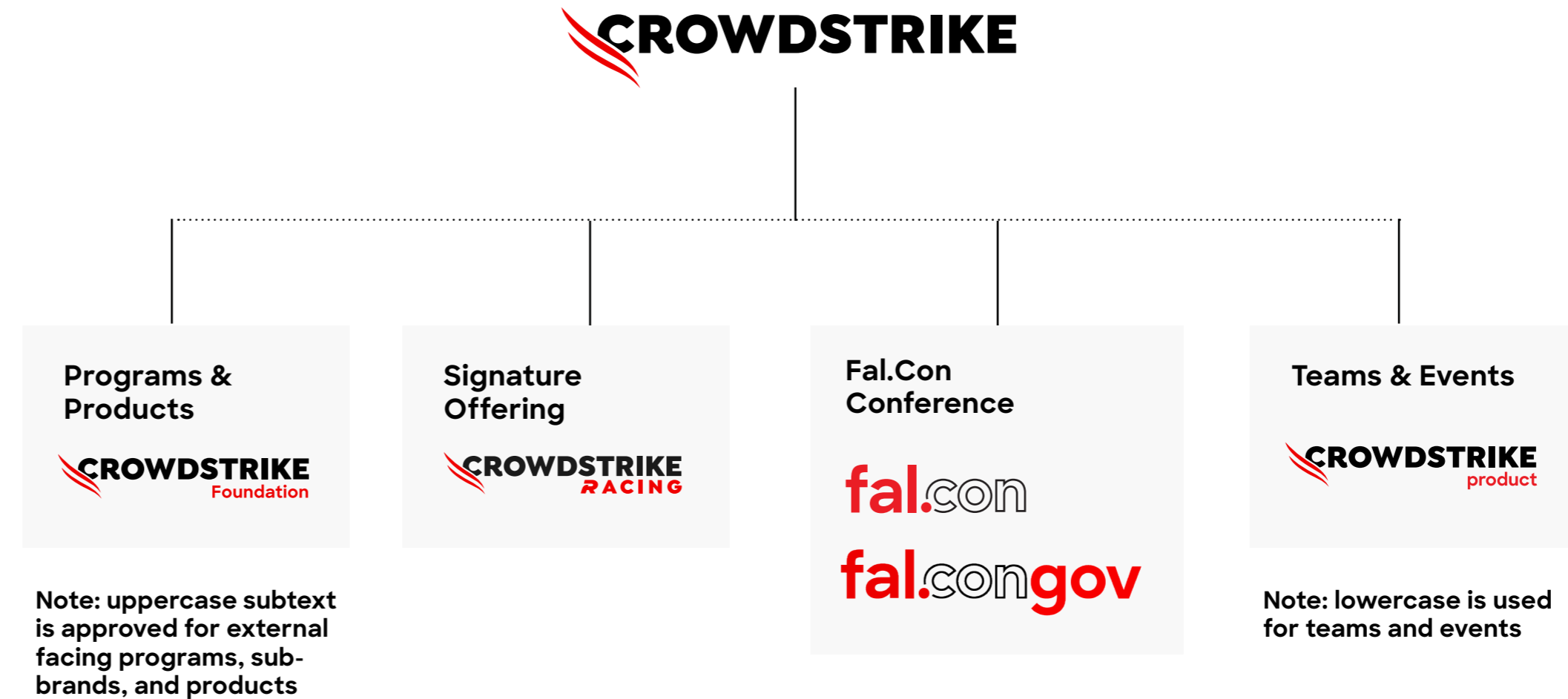
## One color (secondary)

Use the duotone logo as the default option. Use the additional variants when warranted by the background. This is especially recommended if backgrounds are busy or consist of photography.

You may use the bottom right logo (red) on white backgrounds as well



# Brand Architecture



## Logo Formatting



### — PADDING

20% of width of logo space  
REQUIRED between the CrowdStrike  
logo and text and/or imagery on all  
sides.

Example: 1" logo → .25"

### - - - - ALIGNMENT VERTICES

Any logos or text that are placed  
next to the CrowdStrike logo  
must center align with alignment  
vertices, or the center of the "E".

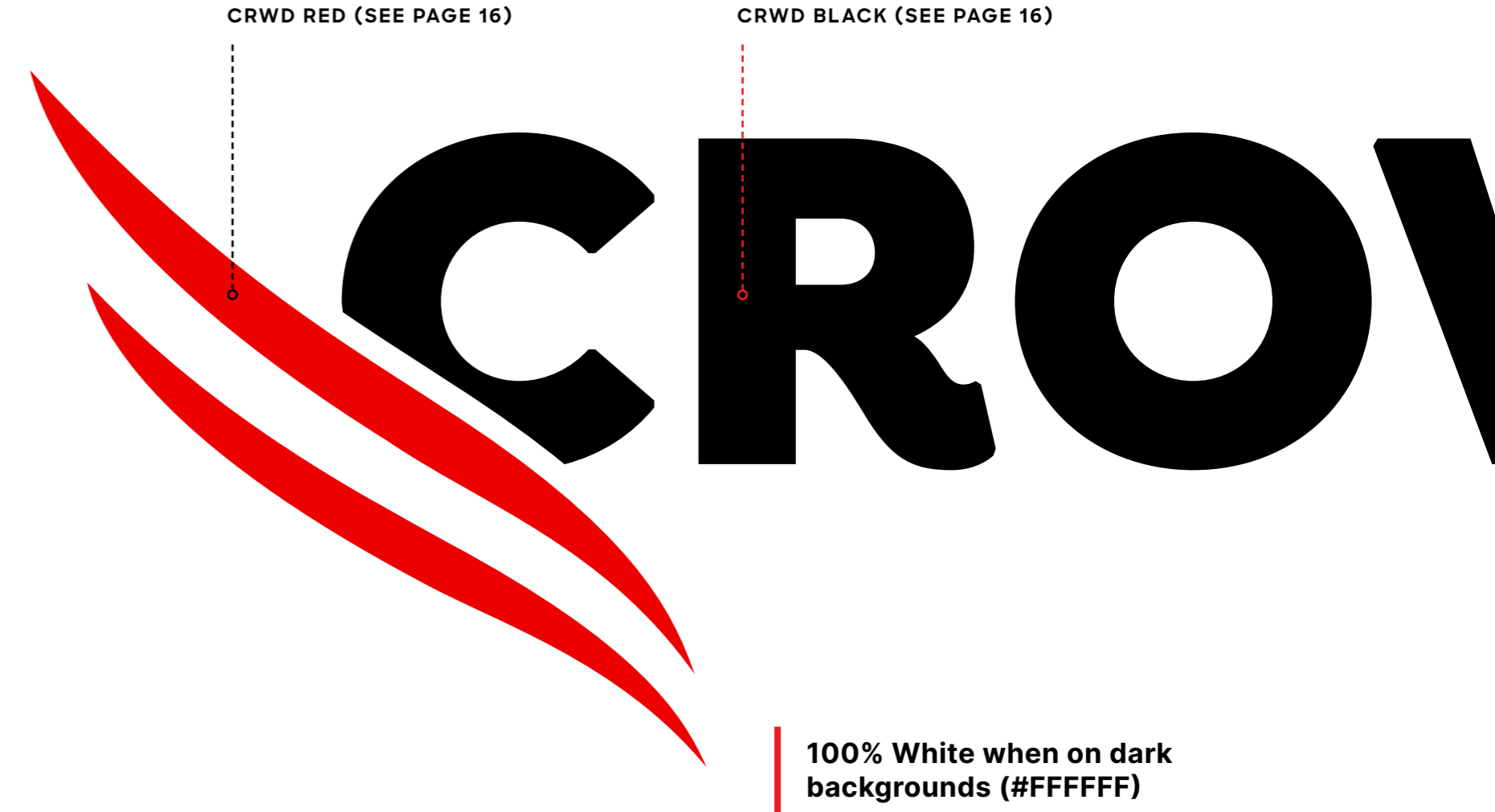
Example:



### - - - - TRUE CENTERS

### - - - - BOUNDARIES

## Logo Colors



100% White when on dark  
backgrounds (#FFFFFF)

**Internal  
Teams**



TEXT SHOULD NOT EXCEED BEYOND RED ZONE

FONT SIZE IS 30% OF HEIGHT OF CROWDSTRIKE LOGO

LOWERCASE CHARACTERS ONLY EXCEPT FOR PRODUCTS

BOTTOM ALIGNMENT WITH BOTTOM FEATHER

CROWDSTRIKE SHARP SANS BOLD

RIGHT ALIGN TEXT TO RED ZONE

**Partner  
Specs**

All partner or sponsor logos should not exceed the height of the divider (---).

The logos and center break line must align at their horizontal center axis (---).



**PRODUCT & OFFERING**

**TEAM**



# Logo use

## Do not's

DO NOT CHANGE THE COLOR OF THE LOGO OUTSIDE OF APPROVED VARIATIONS



DO NOT STRETCH THE LOGO OUTSIDE OF NORMAL PROPORTIONS



DO NOT PLACE TEXT OR LOGOS WITHIN MARGIN BOUNDS AND APPROVED PADDING



DO NOT USE OLD LOGOS OR NON-BRAND APPROVED LOGOS



DO NOT OUTLINE LOGOTYPE



DO NOT ROTATE OR ALTER ANY PART OF THE LOGO



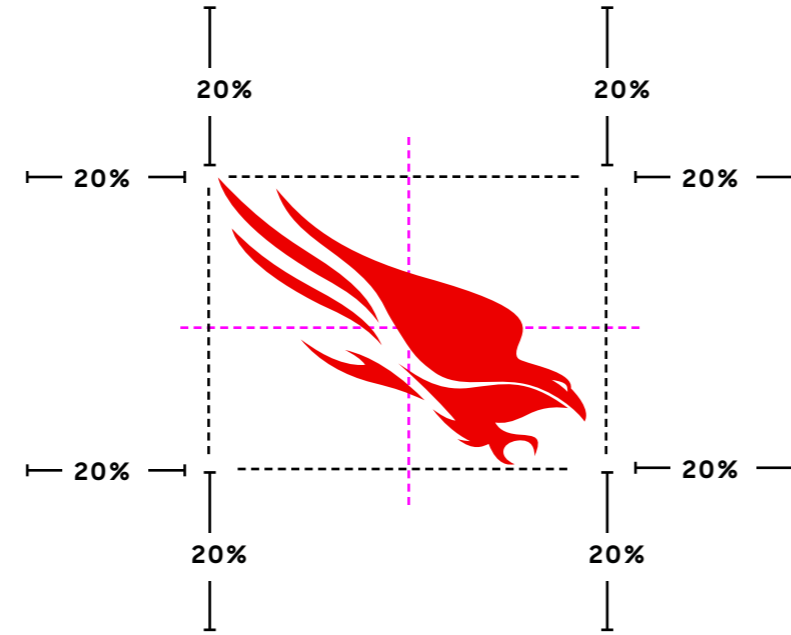
DO NOT PLACE LOGO OVER BUSY BACKGROUNDS OR IMAGERY THAT DEEMS IT ILLEGIBLE



# The Falcon Emblem

The Falcon Emblem is a cornerstone of CrowdStrike's identity, though it is not technically our 'logo.'

Symbolizing our platform, capabilities, services, and core values, the Falcon embodies the essence of who we are and what we stand for. It represents the strength, agility, and innovation that define CrowdStrike.



## — PADDING

20% of width of logo space  
REQUIRED between the CrowdStrike logo and text and/or imagery on all sides.

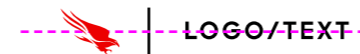
Example: 1" logo → .25"

## ---- BOUNDARIES

## ----- ALIGNMENT VERTICES

Any logos or text that are placed next to the CrowdStrike logo must center align with alignment vertices. or the center of the "E".

Example:



## Usage

Please abide by these general rules when utilizing the Falcon Emblem. If uncertain about use, please reach out to Brand.

### ● APPROVED

Falcon may be a supplemental logo as long as it's vertical height does NOT exceed the size of the logo height.



### ● APPROVED

Falcon may be used as a watermark, pattern or key visual. However, it MUST be accompanied by the primary or secondary logo.



### ● NOT APPROVED

The logotype MUST have feathers present at all times and the spacing of our Emblem and Logo must be prominent.



COLOR

# Primary Color System

Our core colors—red, black, and white—are the signature colors of the CrowdStrike logo and the ones most strongly tied to our brand identity. When in doubt, always begin with these core colors.

DIGITAL

**CRWD Red**  
#EC0000  
RGB (252,0,0)

PRINT

**CRWD Red**  
CMYK (0, 100, 100, 0)  
Pantone 186 C

DIGITAL

**CRWD Dark Red**  
#B52026  
RGB (181, 32, 38)

PRINT

**CRWD Dark Red**  
CMYK (20, 100, 99, 11)

DIGITAL

**CRWD Black**  
#000000  
RGB (0,0,0)

PRINT

**CRWD Black**  
CMYK (0, 0, 0, 100)  
Pantone Black C

DIGITAL

**CRWD Storm**  
#A7A9AC  
RGB (167, 169, 172)

PRINT

**CRWD Storm**  
CMYK (0, 0, 0, 40)

DIGITAL

**CRWD Cloud**  
#F8F8F8  
RGB (248, 248, 248)

PRINT

**CRWD Cloud**  
CMYK (2, 1, 1, 0)  
Pantone 427 C

COLOR

# Secondary Color System

While our Primary colors are the most recognizable, there are times when we need to incorporate additional colors. CrowdStrike's secondary palette includes variations of blue.

To maintain a clean and impactful design, CrowdStrike visuals should use color in a restrained and stylized way. Red should always be the primary color, with blue serving as an accent. Never use blue alone. A good rule of thumb is to aim for a ratio of approximately 75% red and 25% blue to ensure CrowdStrike red remains the focal point.

DIGITAL

**CRWD Surf**  
#61C4C9  
RGB (97, 196, 201 )

PRINT

**CRWD Surf**  
CMYK (58, 1, 23, 0)  
Pantone - Coming Soon

DIGITAL

**CRWD Deep Sea**  
#3D474F  
RGB (61, 71, 79)

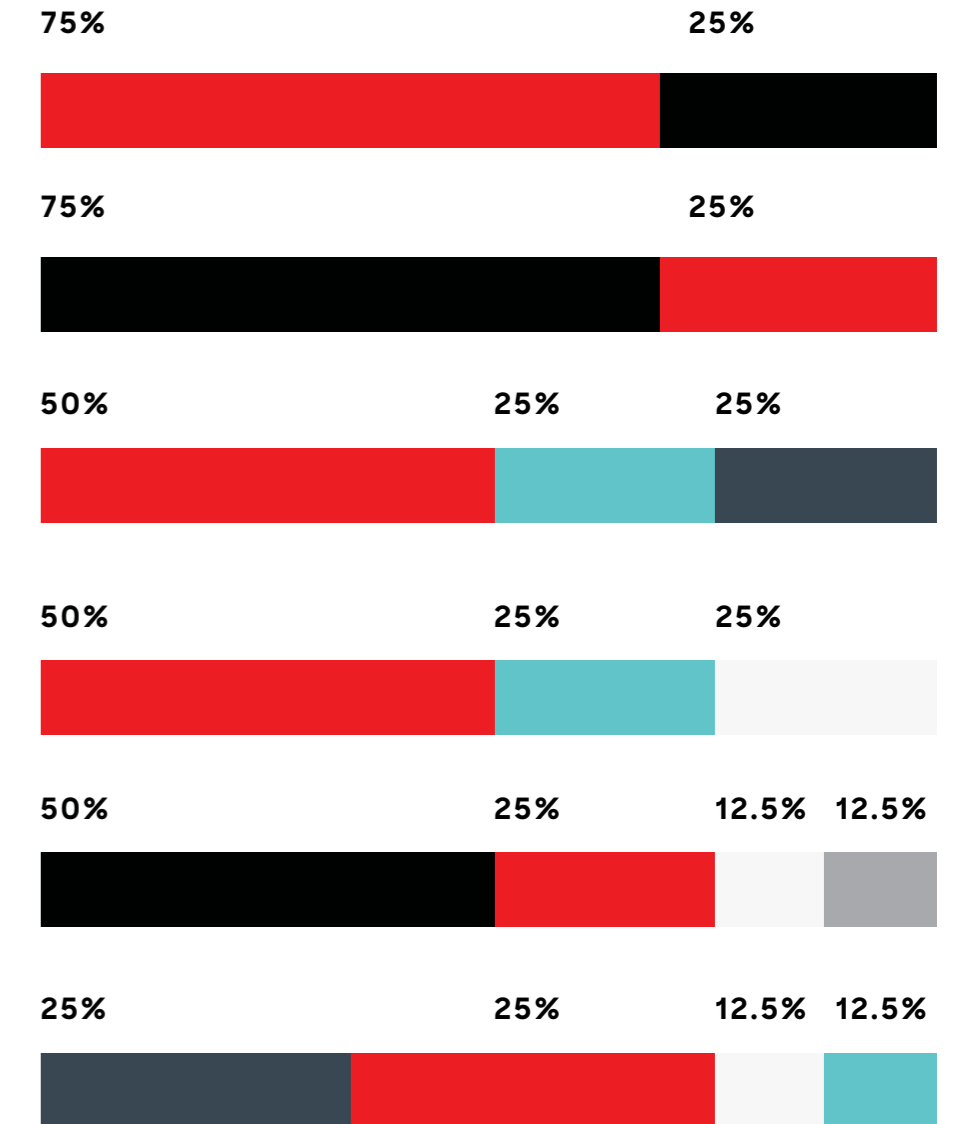
PRINT

**CRWD Deep Sea**  
CMYK (75, 61, 52, 38)  
Pantone - Coming Soon

# Ratio Guidance

When creating assets, it's essential to follow these color ratios to ensure a consistent and on-brand visual identity.

WHEN LOOKING AT YOUR PROJECT FROM A COLOR-LENS, DOES YOUR WORK USE ONE OF THESE RATIOS?



COLOR

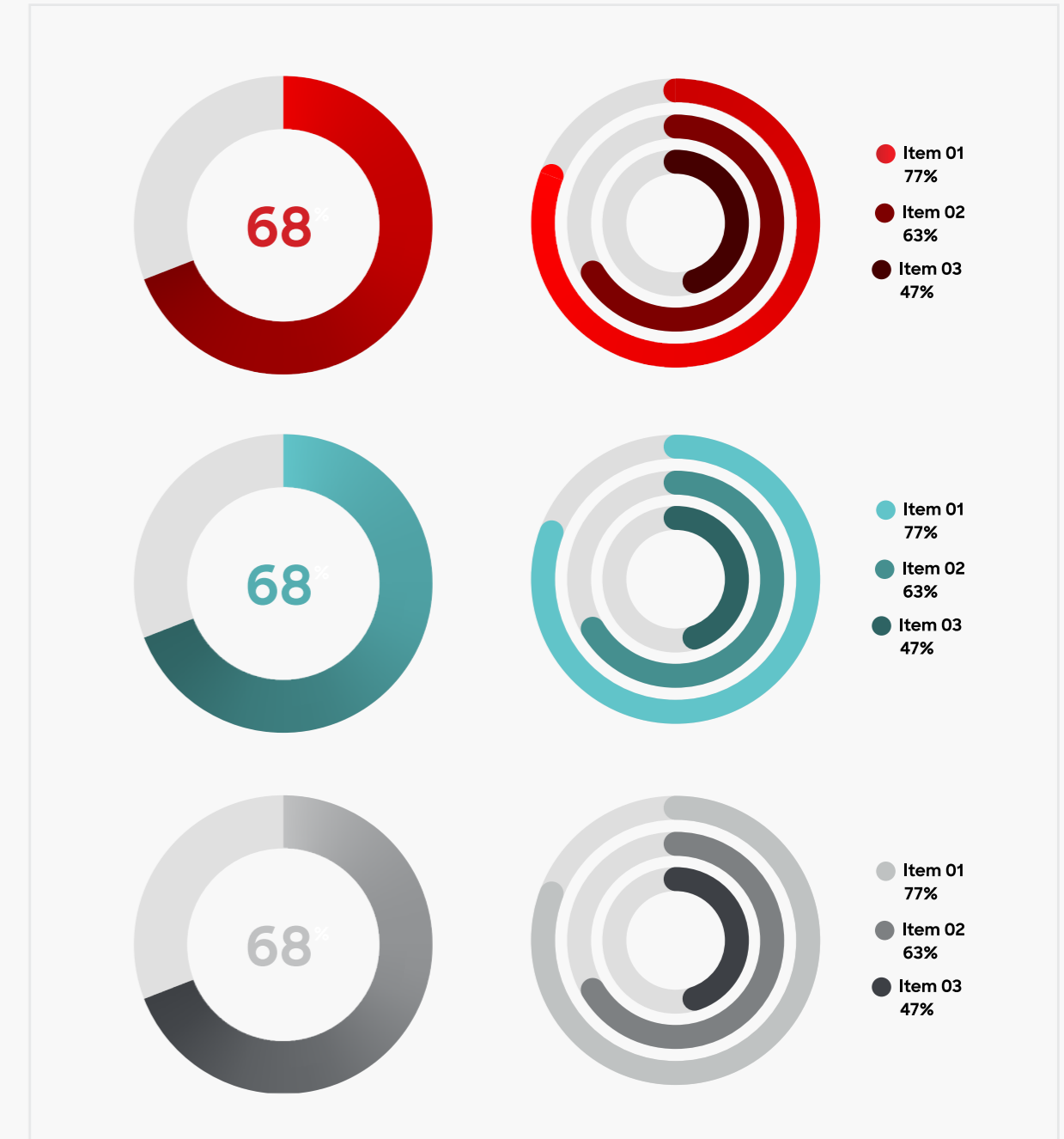
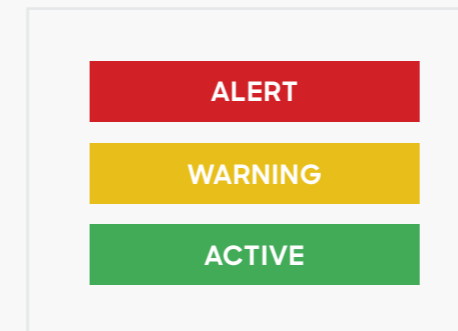
# Tertiary Color System

The Tertiary Color System is reserved for charts, diagrams, and infographics, where clarity and visual distinction are essential.

Use these colors sparingly and only when necessary to support informative or data-driven content. They should complement the core and secondary colors without overpowering the design, ensuring the overall visual hierarchy remains clear and on-brand.



# Examples



## COMPONENT

# Type

We have a simple yet cohesive typography system that will help you navigate anything from datasheets to presentations. Adhere to the CrowdStrike font guide for all branding.

We've evolved our core fonts to better represent our strong brand position in the market. Please always use our fonts to ensure we're projecting a unified message.

### Accessing fonts:

Employee's should use Box link below to download and install our fonts

[📄 Employee Download](#)

### Subhead

**CrowdStrike Sharp Sans Bold**  
All Caps  
Size: 15pt  
Line height: 20pt  
Tracking: 100

Size: 14pt  
Line height: 20pt  
Tracking: 20pt

### Body - Print

Inter Medium  
Sentence case  
Size: 12pt  
Line height: 19pt  
Tracking: 0pt

### Body - Web

**Body (WEB ONLY) –**  
Haas Grotesque Display 55  
Tracking: 0  
CRWD Black

**Google Slides Alt**  
Red Hat Display  
For headers only - attributes stay the same

**Alternate Languages**  
Noto Sans  
For heads and body – attributes stay the same

### H1 (headline)

**CrowdStrike Sharp Sans Bold**  
Sentence case  
Size: 50pt  
Line height: 54pt  
Tracking: 0

### H2

**CrowdStrike Sharp Sans Bold**  
Sentence case  
Size: 17pt  
Line height: 20pt  
Tracking: 10

### H3

**CrowdStrike Sharp Sans Bold**  
Sentence case

### SAMPLE SUBHEAD

# This is going to be your headline.

**This is an H2. Use this for copy that is second most important in the hierarchy of your content.**

This is body copy or your paragraph text. This is where the bulk of your content will go. **Here is an example of a link** within your body copy.

**This is an H3. Generally speaking, this is going to be a subhead within your body copy.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce convallis varius sapien, eu tempus erat finibus id. Donec non quam sed lacus efficitur dignissim molestie et arcu.

CRWD RED

A SUBHEAD

# This is going to be your headline.

CRWD CLOUD

This is an H2. Use this for copy that is second most important in the hierarchy of your content.

This is body copy or your paragraph text. This is where the bulk of your content will go. **Here is an example of a link** within your body copy.

This is an H3. Generally speaking, this is going to be a subhead within your body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce convallis varius sapien, eu tempus erat finibus id. Donec non quam sed lacus efficitur dignissim molestie et arcu.

Here is a pull quote used outside of main copy for emphasis. It can also be used within body copy itself.

A SUBHEAD

CRWD BLACK

Please note that if this text is below 12pt, it is recommended to use CRWD Cloud for legibility.

# This is going to be your headline.

CRWD CLOUD

This is an H2. Use this for copy that is second most important in the hierarchy of your content.

This is body copy or your paragraph text. This is where the bulk of your content will go. Here is an example of a link within your body copy.

This is an H3. Generally speaking, this is going to be a subhead within your body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce convallis varius sapien, eu tempus erat finibus id. Donec non quam sed lacus efficitur dignissim molestie et arcu.

Here is a pull quote used outside of main copy for emphasis. It can also be used within body copy itself.

DIGITAL EXAMPLE

# We stop breaches.

Learn how CrowdStrike stops breaches with the Falcon platform.

Start free trial

On light backgrounds

PRINT EXAMPLE

# We stop breaches.

Learn how CrowdStrike stops breaches with the Falcon platform.

[crowdstrike.com/trial](https://crowdstrike.com/trial)

MULTIPLE CTAS

# We stop breaches.

Learn how CrowdStrike stops breaches with the Falcon platform.

Primary CTA

Secondary CTA

On black backgrounds

Start free trial

[crowdstrike.com/trial](https://crowdstrike.com/trial)

Primary CTA

Secondary CTA

On red backgrounds

Start free trial

[crowdstrike.com/trial](https://crowdstrike.com/trial)

Primary CTA

Secondary CTA

## Adversary Profile & Code Language Guidelines

We've chosen a distinct type treatment to differentiate our Adversaries and their language from the rest of our brand. This typeface is designed to visually separate the "good" from the "bad." Use it specifically for adversary profiles and their associated 'language.'

While its use is limited, this treatment plays a crucial role in setting us apart from the very adversaries we're hunting.

Use CrowdStrike Sharp Sans Bold as you would in Type Guidelines.

### Body (ADV. PROFILE ONLY)

T-26 CARBON

**Tracking: 170**  
**All Caps for headlines**  
**CRWD Black**  
**Links - CRWD Red**



# HAMMER PANDA

**GEOGRAPHY**  
VIETNAM

**DISCOVERED FIRST**  
2012

**COMMUNITY IDENTIFIERS**  
DARK PINK, SAAIWC GROUP,  
APT-LY-1005, OCEANLOTUS,  
SEALOTUS, APT32, TIN  
WOODLAWN, SCARLET IOKE

```
.this-is-a-breach {  
  overflow-wrap: break-word;  
  word-wrap: break-word;  
  word-break: break-word;
```

```
/* Here is a note on Hammer Panda  
*/  
hyphens: auto;  
}
```

COMPONENT

# Patterns

Since 2023, we've narrowed down the pattern library to align with the lightweight characteristics of the platform and give the brand room for growth through the other components that follow this page.



## COMPONENT

# Adversaries

**Adversaries are a cornerstone of the CrowdStrike brand.**

Our portrayals of the adversaries must keep up with the ever-expanding host of cyber threats in the modern landscape. As more adversaries pop up, it's our job to put faces and names to them so the people and businesses we protect know exactly what they're up against.

## Flat

These adversaries are the originals—the ones that have been with us since the company's early days and are here to stay. They've been updated to align with our new color system while maintaining their iconic presence.

The brand team recommends using these adversaries in the following formats (not limited to):

- INFOGRAPHICS
- DATA VISUALIZATION
- ADVERSARY PROFILING



## Matte

Our Matte Adversaries are modernized and cleaner versions of the Flat Adversaries. They resemble actions figures and add a clean look to any marketing materials. We recommend using these adversaries when you need to supplement your work without overshadowing your message.

The brand team recommends using these adversaries in the following formats (not limited to):

- **PRINT MATERIALS**
- **BACKGROUNDS**
- **DIGITAL ADS**



### 3D

The 3D adversaries are built to represent the chaos and destruction they sow. With 3D modeling and advanced CGI, we have created 360 degree adversaries starting with Labyrinth Chollima, Aquatic Panda, Scattered Spider, Nemesis Kitten, Famous Chollima, Punk Spider, and Bounty Jackal.

The brand team recommends using these adversaries in the following formats (not limited to):

- BROADCAST
- DIGITAL DISPLAYS
- MOTION GRAPHICS
- PRINT MATERIALS
- MOTION GRAPHICS



COMPONENT

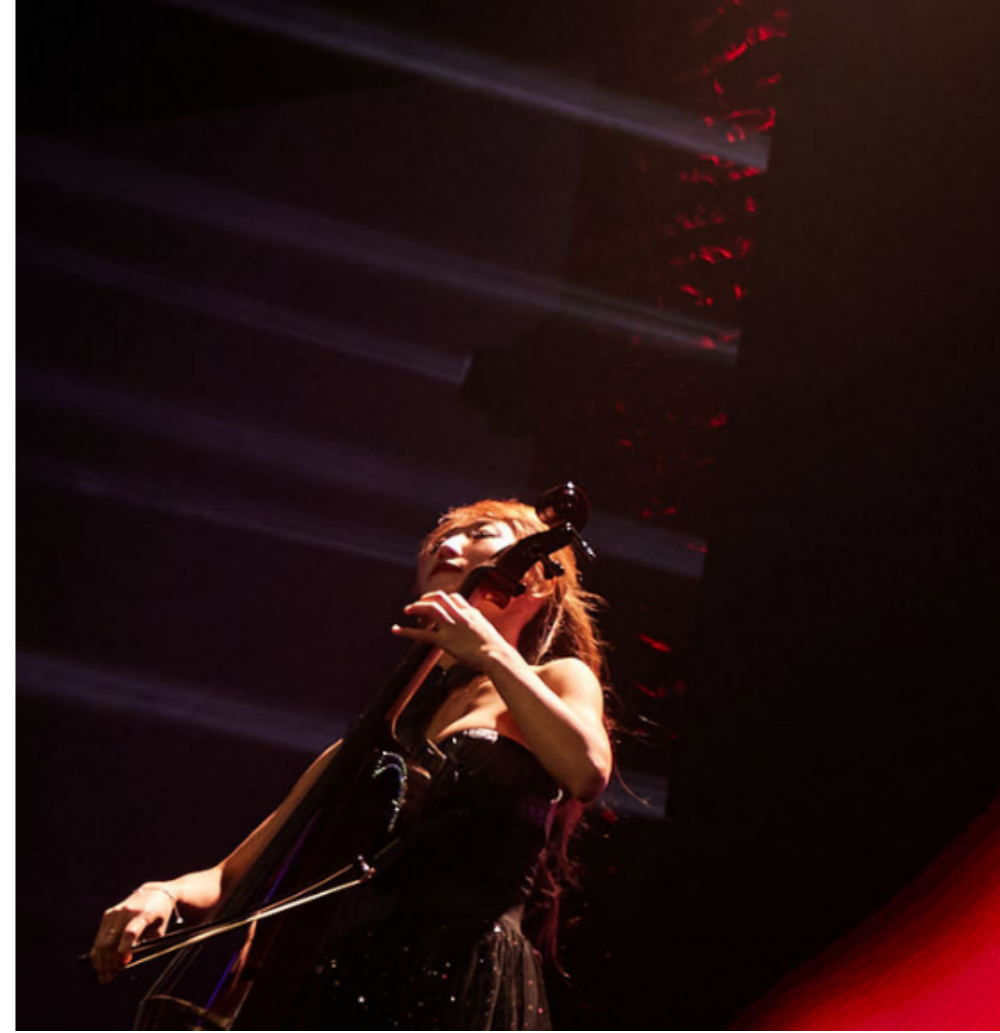
# Photography

**When it comes to photography, our goal is to create a cohesive tone through shared styling cues.**

To balance the graphic dimensional elements and patterns, the photo treatment features a dramatic, moody tone with a high-grain texture.

Reds should be enhanced, while the tonal filter remains slightly desaturated with cool blue undertones. Whenever possible, minimize high-exposure elements in the background to keep the focus on the subject.

Black-and-white treatments are encouraged when red feels overwhelming or when a call-to-action needs to take center stage.





## COMPONENT

# Iconography

These examples represent some fundamental principles that we use today when designing icons:

### Metaphor

Finding an easily identifiable metaphor that will easily visually define the product or service

### Simplicity

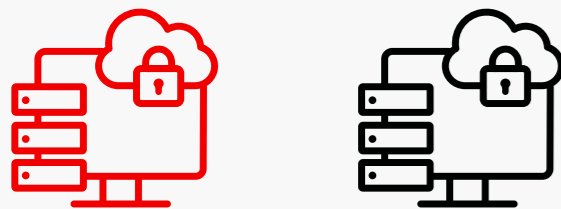
Minimalist icons are simple, clean, and use minimal details which make them easier to recognize.

### Connection

Aiming to create an emotional connection with the user, the icon is the face of our product or service. Keep it interesting and engaging.

### Lineage

Make changes to your icon meaningful and deliberate. Don't change an icon every time there are updates to our product or service.

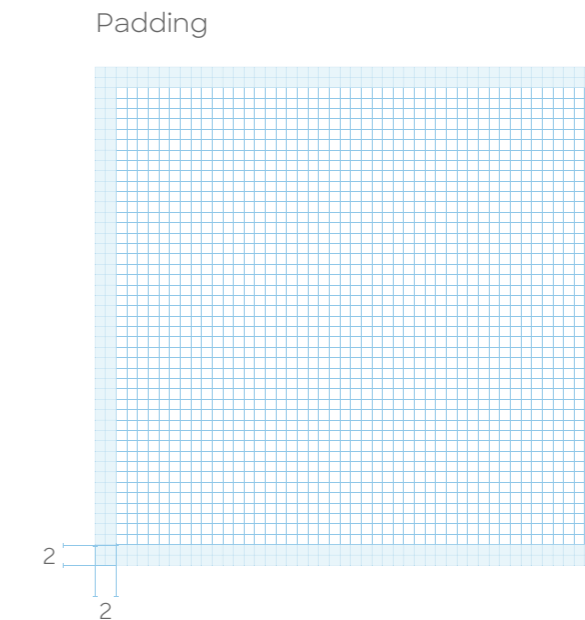
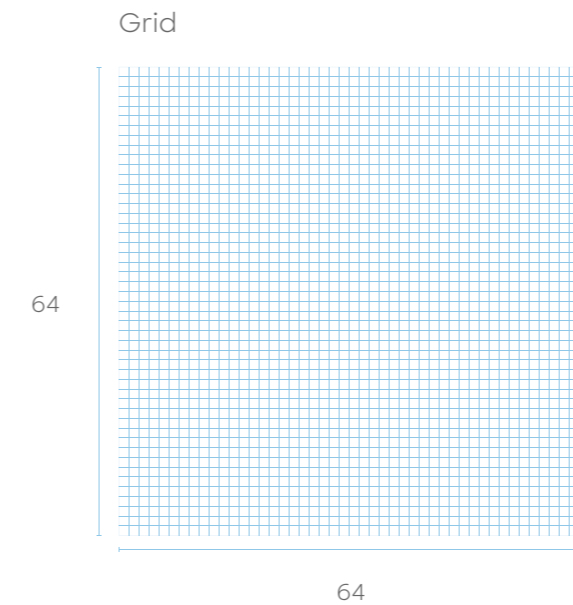


## Universal Grid for Standardizing Stroke Widths

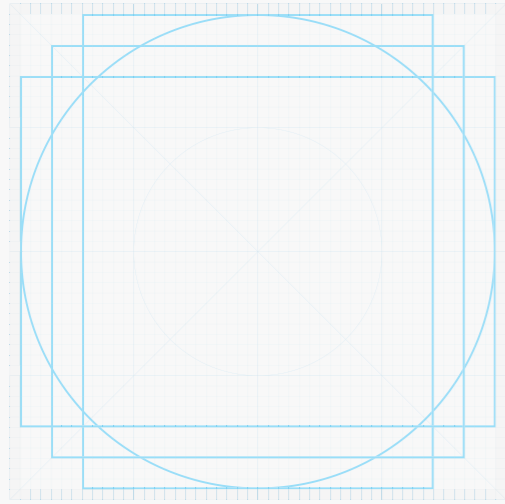
Icon size	256px	128px	<b>64px</b>	32px	16px
Stroke width	4px	3px	<b>2px</b>	1px	.5px

Size will be an increments of 2x.

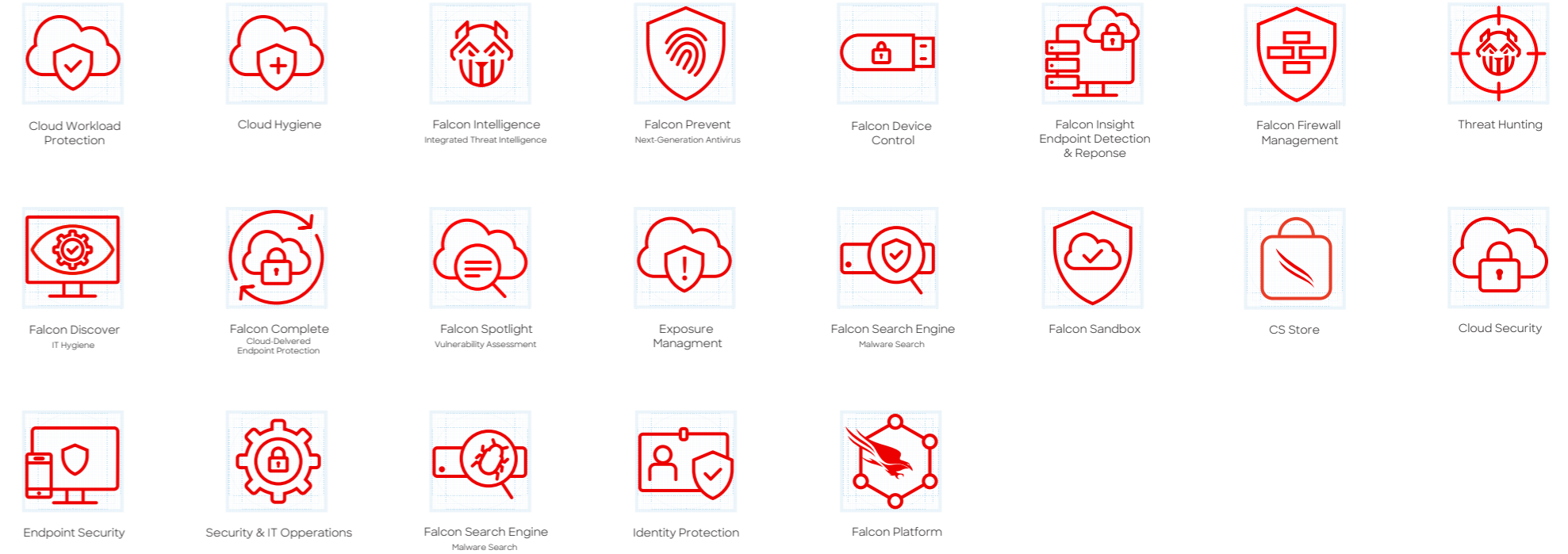
Spacing: Grid



## Keyline Shapes



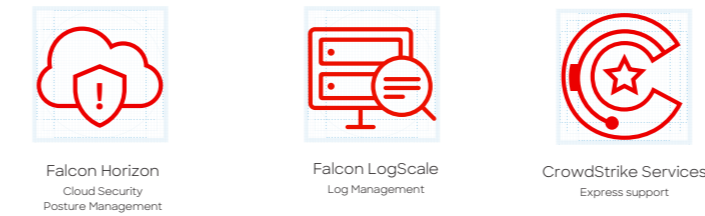
## Platform Module Icons



## Other CS Product/Services Icons



## Bundle Icons with Add-Ons



## Adversary Icons (Categories)



MEDUSA



LEOPARD



TIGER



SPIDER



JACKAL



HORSE



BEAR



BAT



LYNEX 02



OCELOT



PANDA



CRANE

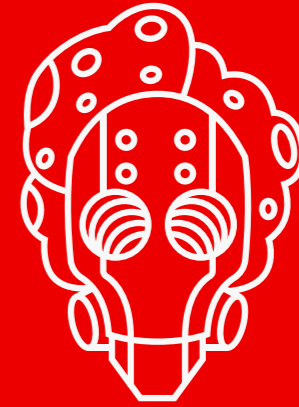


BUFFALO

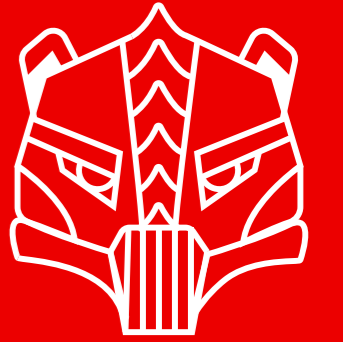


WOLF

## Adversary Icons (Individual)



SCATTERED SPIDER



AQUATIC PANDA



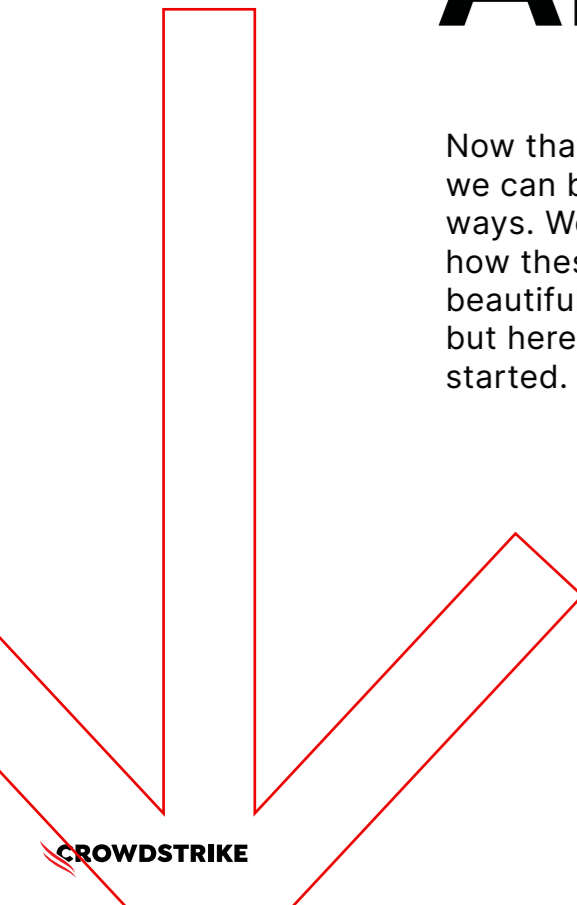
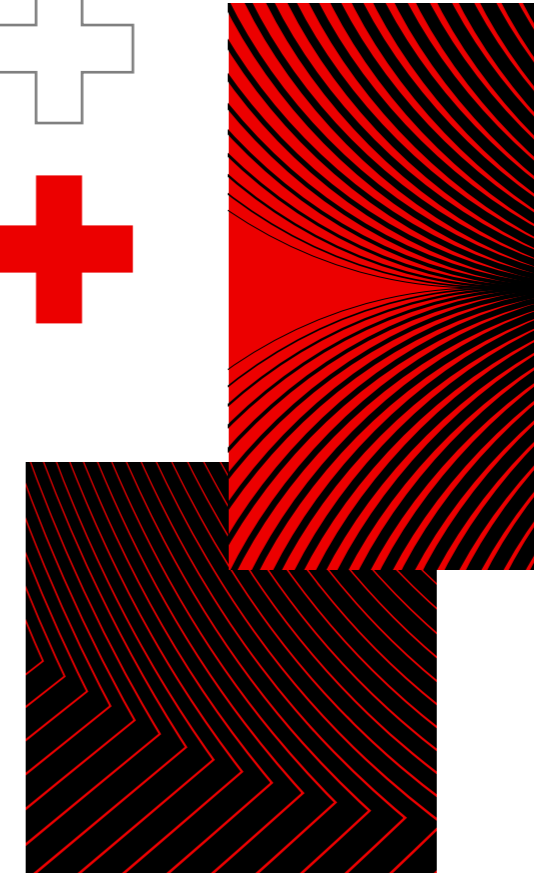
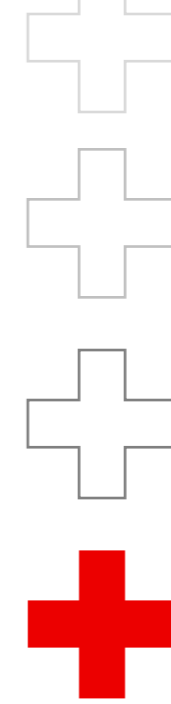
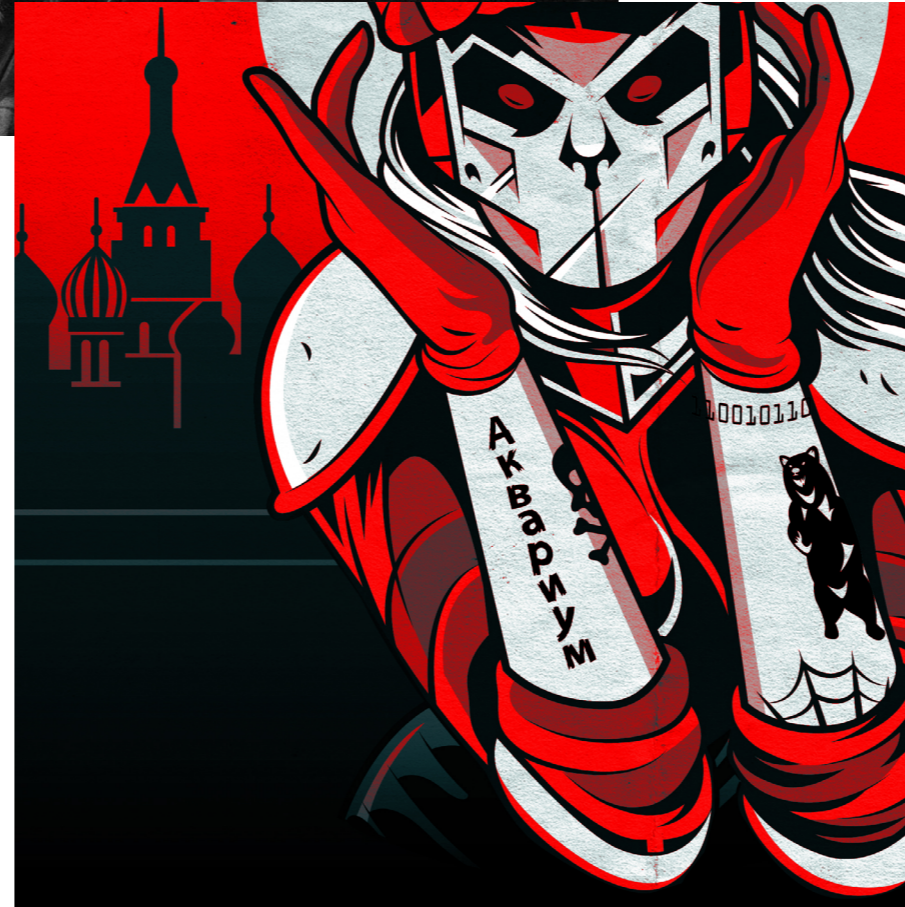
LABYRINTH CHOLLIMA



NEMESIS KITTEN

# Brand Art

Now that we have a set of components, we can bring it to life in many different ways. We should constantly evolve how these elements merge to create beautiful brand templates and imagery, but here are a few examples to get started.



**EVERY  
SECOND  
COUNTS**

**CROWDSTRIKE**  
we stop breaches

A billboard advertisement for CrowdStrike. The background is black with a central image of a Formula 1 car (number 44) in motion, surrounded by red and white geometric patterns resembling a stylized 'A' or a speed trail. The text 'EVERY SECOND COUNTS' is written in large, bold, white capital letters. At the bottom, the CrowdStrike logo is displayed in white and red.

May 6-9, 2025 | A Random Conference

# Learn how to Stop Aquatic Panda

find us Booth # FPO-XX **CROWDSTRIKE**

STOP AQUATIC PANDA

A social media post for CrowdStrike. The main image shows a booth for 'STOP AQUATIC PANDA' at a conference. The booth has a white background with the title 'Learn how to Stop Aquatic Panda' in large black font. Below the title, it says 'find us Booth # FPO-XX' and the CrowdStrike logo. To the right is a graphic of a panda character in a space suit. The post is overlaid on a blurred background of a social media feed.

# NEMESIS KITTEN

An advertisement for 'Nemesis Kitten'. It features a central image of a blue and red robot character with a cat-like face. The background is black with red and white geometric patterns. The text 'NEMESIS KITTEN' is written in large, bold, white and red capital letters.

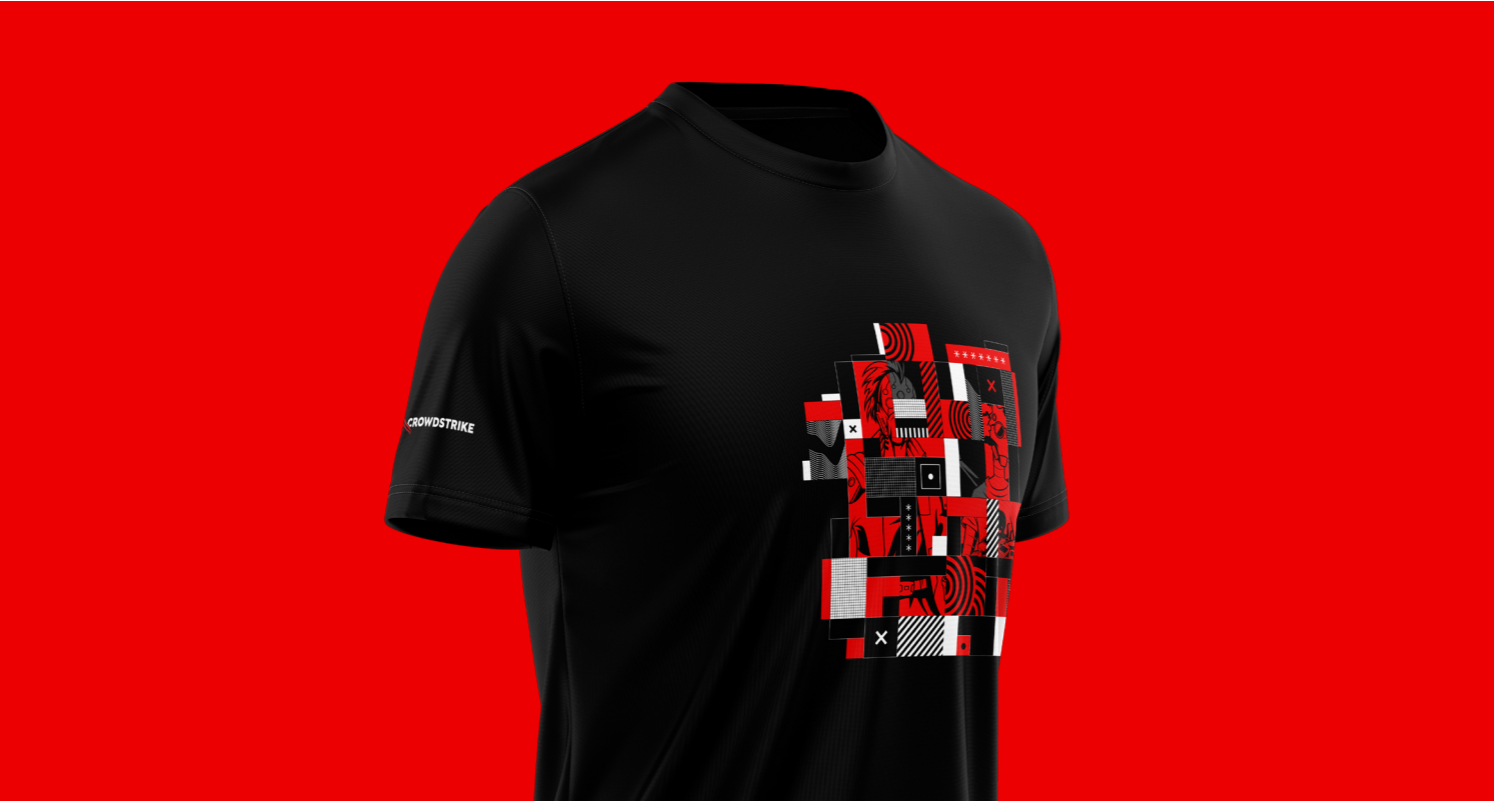
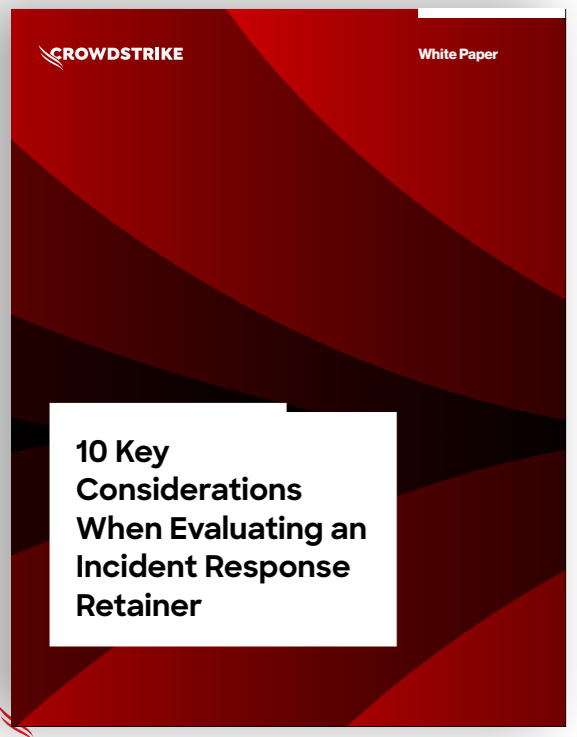
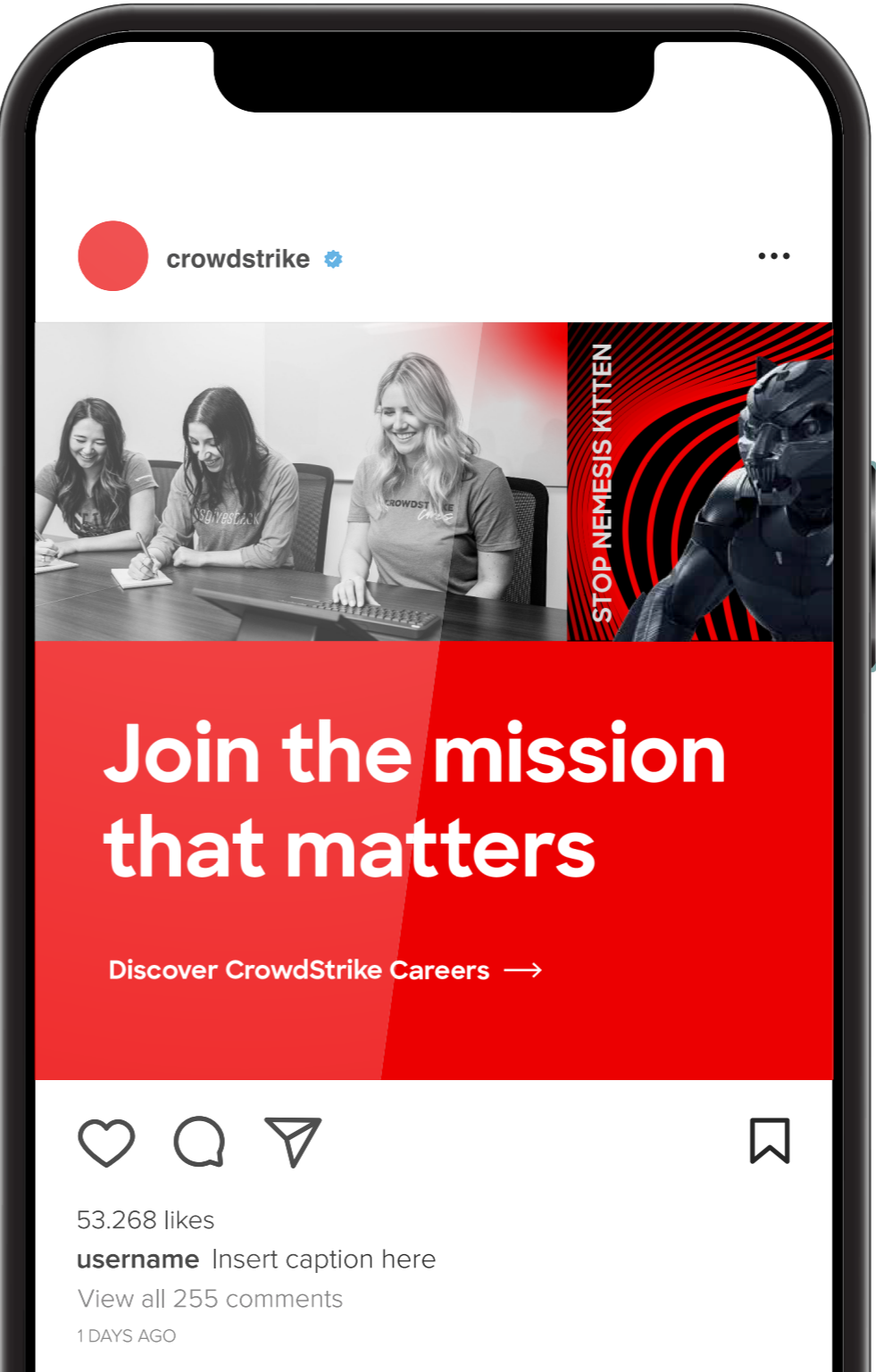
**CROWDSTRIKE** White Paper

## 10 Key Considerations for Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

A white paper cover for CrowdStrike. The background is black with red and white diagonal lines. The CrowdStrike logo and 'White Paper' are in the top left and right corners. The title '10 Key Considerations for Lorem ipsum dolor' is in large white font. Below the title is a white box containing placeholder text.

**CROWDSTRIKE**  
we stop breaches



# CrowdStrike Brand & Creative

For any questions regarding  
brand and asset usage,  
please reach out –

Slack [#ask-creativeservices](#)  
[crowdstrike.com/brand](https://crowdstrike.com/brand)

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Visit Box for assets and  
templates

