



BRAND, MESSAGING, & EDITORIAL GUIDE

2026

This guide defines how we tell our story. It brings together the messaging, tone, writing practices and brand elements that help every team create clear, consistent and trustworthy content across all customer-facing channels.

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1. HOW TO USE THIS GUIDE

This guide brings together the core elements of ScienceLogic's brand, messaging and editorial system.

It is designed to give teams a consistent foundation for how we communicate, write, design and articulate the value of the ScienceLogic AI Platform and the Skylar suite.

Use this guide when:

- Creating new content
- Reviewing messaging
- Calibrating tone or voice
- Aligning cross-functional projects
- Establishing campaign narratives

This is the master reference that supports brand consistency across the company and external agencies.

2. VISUAL BASICS

2.1 Logo

Logo Configuration

The ScienceLogic logo contains two distinct elements: the ScienceLogic symbol, an icon consisting of a pattern of stacked circles, and the ScienceLogic logotype. The ScienceLogic logotype should never be used without the accompanying ScienceLogic symbol.

The logo must be present on all corporate stationary items, including letterhead, business cards, and envelopes, and should appear on the cover of all printed materials. Do not attempt to recreate artwork for the ScienceLogic logo.

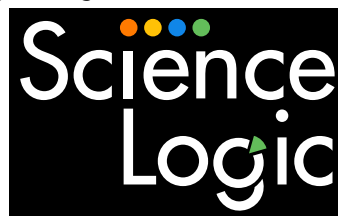
This is the master reference that supports brand consistency across the company and external agencies.



Badge Configuration

The ScienceLogic badge is a secondary manifestation of the ScienceLogic logo. It differs in orientation, proportion, and emphasis.

Because the symbol is more prominent and the logotype is diminished, the ScienceLogic badge is useful for applications where small imprint areas might reduce the legibility of the circles that comprise the symbol in the primary logo. Do not attempt to recreate artwork for the ScienceLogic badge.



2. VISUAL BASICS

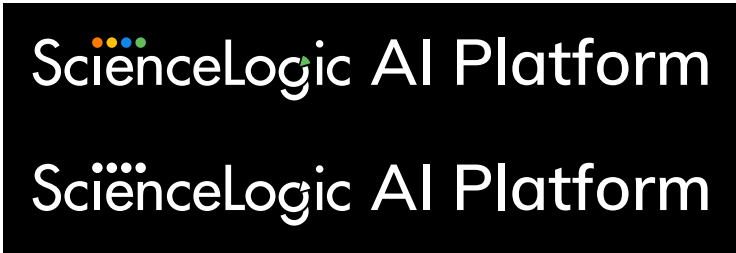
2.1 Logo

Other ScienceLogic Brand Logos

ScienceLogic AI Platform Logo

ScienceLogic AI Platform

SciënceLogic AI Platform



Skylar Advisor Logo

skylar™ advisor | advisor
skylar™ advisor | advisor
skylar™ advisor | advisor
skylar™ advisor | advisor

Skylar Analytics Logo

skylar™ analytics | analytics
skylar™ analytics | analytics
skylar™ analytics | analytics
skylar™ analytics | analytics

Skylar AI Logo

skylar™ ai skylar™ ai
skylar™ ai skylar™ ai

Skylar Compliance Logo

skylar™ compliance skylar™ compliance
skylar™ compliance skylar™ compliance

Skylar Automation Logo

skylar™ automation skylar™ automation
skylar™ automation skylar™ automation
skylar™ automation | automation
skylar™ automation | automation
skylar™ automation | automation
skylar™ automation | automation

skylar™ compliance | compliance
skylar™ compliance | compliance
skylar™ compliance | compliance
skylar™ compliance | compliance

Skylar One Logo

skylar™ one skylar™ one
skylar™ one skylar™ one
skylar™ one | one
skylar™ one | one
skylar™ one | one
skylar™ one | one

2. VISUAL BASICS

2.1 Logo

Typography

The logotype is set in a modified version of the Futura typeface. It should never be modified or recreated, and original digital artwork should always be used for reproduction.

Color & Contrast

The multiple variations above are designed to cover all applications and ensure that the logo and/or badge maintain a dominant presence on all backgrounds.

One-Color Use

When the logo or badge is to be used on a light background, utilize a variation gray symbol and gray logotype.

When the logo or badge is to be used on a dark background, utilize a variation with white symbol and white logotype.

A black logo or badge variation may be used in rare cases where there are no alternatives. Please consult with the ScienceLogic Creative for assistance before using this variation.

Multicolor Use

When the logo or badge is to be used on a light background, utilize a variation colored symbol and gray logotype.

When the logo or badge is to be used on a dark background, utilize a variation with colored symbol and white logotype.

Minimum Size

When manifested physically, the logo must not be depicted smaller than 1.5 inches wide and the badge should never be smaller than 1 inch in height to ensure legibility.

Proximity

The ScienceLogic logo and badge must have uninterrupted space around their perimeters to ensure prominence and clarity. Type, graphics, frames, illustrations, or photographs may not exist in these areas.

Logo

The minimum safety space should be determined by the height of the counter of the “o” in the ScienceLogic logotype. This dimension should adjust proportionally with the scale of the logo.

To place the logo:

Horizontally: Determine the mathematical midpoint, then shift slightly to the right to visually account for the added weight of the symbol

Vertically: Align along the logotype baseline, or vertically center based on the mathematical midpoint between the cap-height and baseline of the logotype

Badge: The minimum safety space should be determined by the height of the “g” in the ScienceLogic logotype. This dimension should adjust proportionally with the scale of the logo.

Cobranding: Other company logos may appear alongside the ScienceLogic logo as long as proper safety space is maintained and the ScienceLogic logo appears visually dominant.

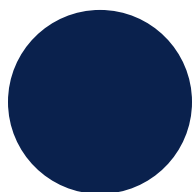
Misuse: Use the ScienceLogic logo and badge as provided above. Do not modify the logo and badge in any way.

2. VISUAL BASICS

2.2 Color Palette

Primary Color Palette

These are the primary colors used throughout the brand. If every additional color (shades, tints, in-betweens) are directly tied to these 6 colors.



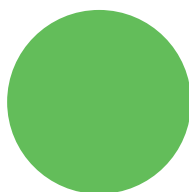
Dark Blue

Hex: #0A214D
RGB: 10, 33, 77
CMYK: 100, 92, 38, 40
PMS-C: 2768 C



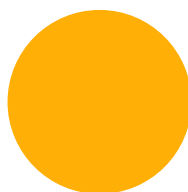
Light Blue

Hex: #1086E8
RGB: 16, 134, 232
CMYK: 76, 43, 0, 0
PMS-C: 2382 C



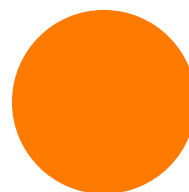
Green

Hex: #63BD5A
RGB: 99, 189, 90
CMYK: 64, 0, 87, 0
PMS-C: 360 C



Yellow

Hex: #FFC107
RGB: 255, 193, 7
CMYK: 0, 25, 100, 0
PMS-C: 7548 C



Orange

Hex: #FF7A00
RGB: 255, 122, 0
CMYK: 0, 65, 100, 0
PMS-C: 2018 C



Gray

Hex: #DBDBDB
RGB: 219, 219, 219
CMYK: 13, 10, 11, 20
PMS-C: Cool Gray 1 C

Tints of ScienceLogic Brand Colors

When it comes to which tints to use where; 100%-50% can be used commonly. However 25% tint colors is exclusively to be used rarely for accents.

Light Blue



75% Tint

Hex: #4CA4EE
RGB: 76, 164, 238



50% Tint

Hex: #87C2F3
RGB: 135, 194, 243



25% Tint

Hex: #C3E1F9
RGB: 195, 225, 249

Green



75% Tint

Hex: #8ACD83
RGB: 138, 205, 131



50% Tint

Hex: #B1DEAC
RGB: 177, 222, 172



25% Tint

Hex: #D8EED6
RGB: 216, 238, 214

Orange



75% Tint

Hex: #FFD045
RGB: 255, 208, 69



50% Tint

Hex: #FFE083
RGB: 255, 224, 131



25% Tint

Hex: #FFEFC1
RGB: 255, 239, 193

Yellow



75% Tint

Hex: #FF9B40
RGB: 255, 155, 64



50% Tint

Hex: #FFBC80
RGB: 255, 188, 128



25% Tint

Hex: #FFDEBF
RGB: 255, 222, 191

Shades of ScienceLogic Brand Colors

Shades are treated similarly to tints; 100% - 50% can be used commonly. However, 25% tint colors are to be used exclusively for accents only rarely.

Dark Blue



25% Shade

Hex: #4CA4EE
RGB: 7, 25, 58



50% Shade

Hex: #051027
RGB: 5, 16, 39



75% Shade

Hex: #020813
RGB: 2, 8, 19

Gray



25% Shade

Hex: #A4A4A4
RGB: 164, 164, 164



50% Shade

Hex: #6E6E6E
RGB: 110, 110, 110



75% Shade

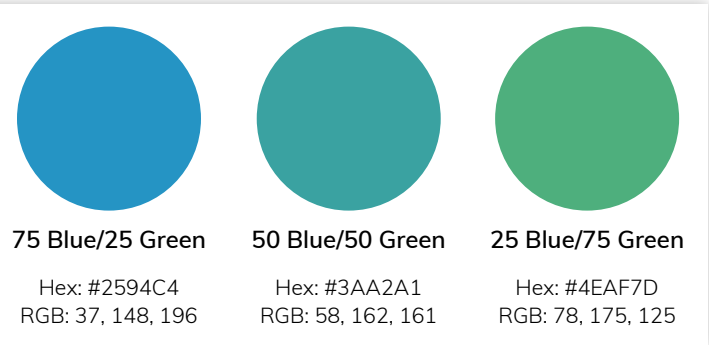
Hex: #373737
RGB: 55, 55, 55

2. VISUAL BASICS

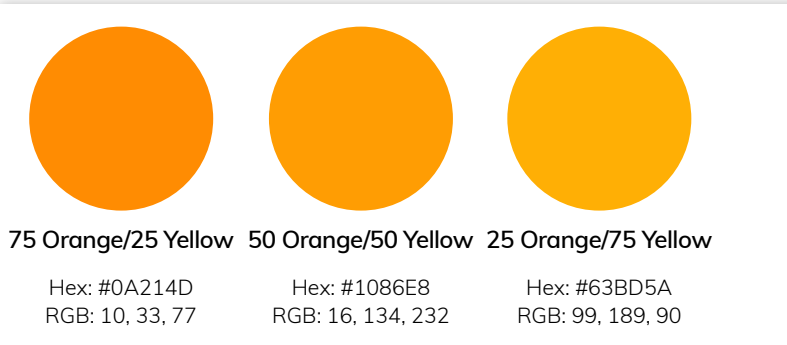
2.2 Color Palette

Colors in Between

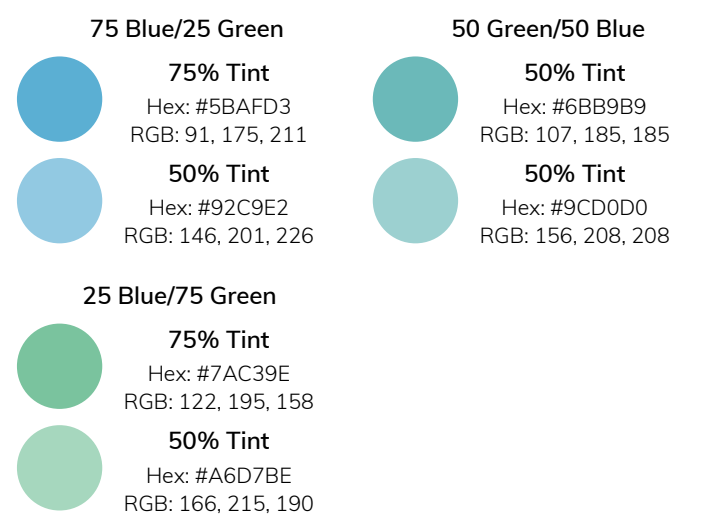
Color Available between Light Blue & Green:



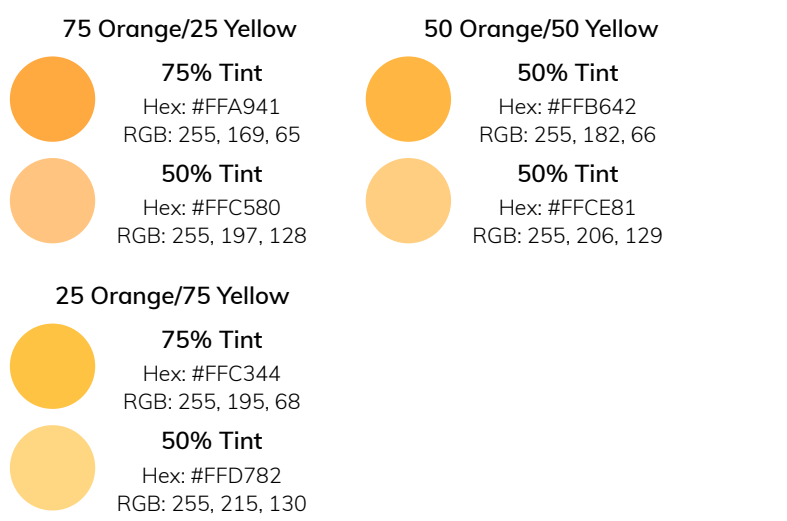
Color Available between Orange & Yellow:



Tints of Colors between Light Blue & Green:



Tints of Colors between Orange & Yellow:



2. VISUAL BASICS

2.3 Typography

Primary Typeface

Muli is the primary ScienceLogic typeface, should be used for all print and all digital applications that will solely be modified and maintained by ScienceLogic Creative.

Muli

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	ExtraLight Weight: 200 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	ExtraLight Weight: 200 Style: Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Light Weight: 300 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Light Weight: 300 Style: Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Regular Weight: 400 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Regular Weight: 400 Style: Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	SemiBold Weight: 600 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	SemiBold Weight: 600 Style: Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Bold Weight: 700 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Bold Weight: 700 Style: Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	ExtraBold Weight: 800 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	ExtraBold Weight: 800 Style: Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Black Weight: 900 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	Black Weight: 900 Style: Italic

Secondary Typeface

Aptos is the secondary ScienceLogic typeface, which should be leveraged for all general-use business applications. Aptos is a Microsoft default font available on all Microsoft Office programs as well as free to download through the Windows website, enabling end-user modification and maintaining a consistent design.

Aptos

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(.,,:?!\$&*)	Regular Weight: 400 Style: Normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(.,,:?!\$&*)	Bold Weight: 700 Style: Normal

2. VISUAL BASICS

2.4 Icons

To gain access to the PowerPoint presentation for the ScienceLogic Icon Library, follow this [link to Frontify](#). Icons are available in blue, blue & green gradient, and white.

3. CONTENT BRAND GUIDELINES

3.1 Goals

- Align teams around a unified communication foundation
- Strengthen message consistency across channels
- Support scalable writing, design and narrative development
- Clarify how we express the ScienceLogic story and the ScienceLogic AI Platform value propositions

3.2 The Why

ScienceLogic is entering a phase where clarity of story is as important as capability. Our platform spans observability, AIOps, automation, compliance, and service operations — categories that often overlap.

A unified guide ensures:

- Our internal teams speak a common language
- Our external story is clear, credible, and differentiated
- Our Skylar suite is understood as an integrated system
- Our content reduces confusion rather than adding to it

This guide exists to align, simplify and elevate how ScienceLogic shows up in the market.

3.3 The Trust Principle

Trust is the emotional anchor of the ScienceLogic story. Customers rely on us to provide clarity in complexity and confidence under pressure.

Trust comes through when we:

- Demonstrate real-world grounding
- Prioritize clarity over jargon
- Show how the platform reasons, correlates and explains
- Highlight governance, reliability and safe automation
- Avoid hype-driven phrasing

Every piece of messaging should reinforce trust through clarity, transparency, and proof.

3. CONTENT BRAND GUIDELINES

3.4 Our Market Narrative

The IT operations landscape is shifting from monitoring to operational intelligence. Organizations don't just need more data, they need systems that interpret, explain, and guide action.

Our narrative:

ScienceLogic is the AI platform that unifies telemetry, knowledge, and automation to deliver clarity, confidence, and control across complex environments.

This narrative informs every component of the ScienceLogic AI Platform.

3.5 Our Messaging Pillars

Service-Centric Observability

Visibility rooted in services, dependencies and behaviors.

AI-Driven Operations

Correlation, reasoning and decision support that surface what matters.

Intelligent Automation

Automation that acts with context, clarity and governance.

Operational Governance & Compliance

Ensure environments operate safely, consistently and in alignment with policies and standards.

These pillars form the backbone of our product and platform story.

3.6 Articulating Business Value

ScienceLogic's business value is rooted in helping organizations understand their environments, act with confidence, and deliver more reliable digital experiences.

Everything we communicate should help readers connect our capabilities to the outcomes that matter most: efficiency, reliability, risk reduction, and clarity.

Core Value Dimensions

Operational Efficiency

Reducing manual effort, speeding investigation, and eliminating routine work so teams can focus on higher-impact initiatives.

Service Reliability

Improving stability by detecting issues earlier, prioritizing what matters most, and preventing outages before they occur.

Risk Reduction

Strengthening compliance posture, reducing misconfigurations, and bringing visibility to blind spots that create operational or security risk.

Cost Optimization

Lowering operational costs through automation, reducing tool sprawl, and helping teams make informed resource decisions.

Business Alignment

Connecting IT health and performance to business outcomes so leaders can understand impact, forecast effectively, and make decisions with clarity.

Tone to Use When Expressing Value

When manifested physically, the logo must not be depicted smaller than 1.5 inches wide and the badge should never be smaller than 1 inch in height to ensure legibility.

3. CONTENT BRAND GUIDELINES

3.6 Articulating Business Value

Tone to Use When Expressing Value

- Clear, confident, outcome-focused
- Honest and evidence-backed
- Never overstated or hype-driven
- Respectful of the operational realities teams face
- Practical and grounded in real-world impact

4. QUICK WRITING TIPS

- Lead with outcomes before features
- Use clear, logical structure
- Write for scanning
- Maintain consistency in tone and vocabulary
- Be concise and purposeful
- Prefer simple, direct language
- Ensure every paragraph earns its place

5. WRITING STYLE GUIDE

5.1 Voice & Tone

Our tone reflects the culture of ScienceLogic: thoughtful, curious and grounded in real partnership with the teams and customers we support. We sound like people who are smart and approachable at the same time.

We communicate with:

Warmth and Approachability - We explain complex ideas without making anyone feel small. We welcome questions, offer clarity, and avoid ego in our language.

Personality Rooted in Our Culture - We are collaborative by nature. We show empathy for the pressure our users face and speak in a calm, steady voice that reflects reliability and partnership.

Practical Intelligence - We give readers information they can use. Our explanations are clear, helpful and rooted in real operational challenges. We avoid hype in favor of grounded insight.

Clarity and Confidence - We speak plainly. We prioritize the reader's understanding. We show confidence through accuracy and precision, not exaggeration.

Respect for Time and Cognitive Load - We write with the understanding that our audience is busy. We reduce clutter, structure information cleanly, and make content easy to scan.

Personable & Culture-Forward Cues - This guidance reflects the cultural qualities that shape how ScienceLogic shows up in writing. These cues help our content feel like it comes from real people who understand the pressure of running modern digital operations.

5. WRITING STYLE GUIDE

5.1.1 Personable & Culture-Forward Cues

- Approachable, never clinical** - We explain complex ideas without condescension. We welcome questions and write in a way that reduces friction rather than adding it.
- Supportive and collaborative** - We sound like partners, not vendors. We show empathy for the challenges customers face and speak with a steady, solutions-oriented tone.
- Warm, but not casual** - Our writing should feel human and easy to follow without slipping into slang, over-familiarity or informality. We maintain professionalism while still sounding like actual people.
- Curious and thoughtful** - We bring a sense of curiosity to how environments behave. We reflect the culture of problem solvers who look deeper, ask better questions and care about the outcomes.
- Humble confidence** - We express authority through accuracy and clarity, not exaggeration. We let the work, outcomes and insight speak for themselves.
- Reader-first, always** - We respect the reader's time. We keep content scannable, cut unnecessary words and prioritize meaning over marketing language.

5.1.2 Tone Techniques: Do & Don't

Do	Dont
Write like a human speaking to another human. Use approachable, clear language that respects the reader's time.	Use stiff, corporate language that feels distant, formal, or overly complex.
Show empathy for operational pressure. Acknowledge realities without dramatizing them.	Use fear-based framing, exaggeration, or hype.
Explain with clarity and calm authority.	Assume knowledge or speak in ways that make readers feel uninformed or overwhelmed.
Be confident through precision. Let results, insight, and clarity convey authority.	Overstate claims, rely on buzzwords, or sound boastful.
Reflect our collaborative culture. Use language that invites partnership, understanding, and shared problem-solving.	Sound transactional, directive, or vendor-like.
Make complex concepts accessible. Use analogies, structure, and sequencing to support comprehension.	Overload the reader with jargon, nested clauses, or unstructured detail.
Write for scanning. Use structure, white space, and logical flow.	Deliver long, unbroken paragraphs, or bury key information.
Stay warm but professional.	Get too casual, chatty or informal. Avoid slang or idioms that don't serve clarity.
Focus on business outcomes and value.	Focus solely on features or internal language that doesn't translate to user benefit.
Honor cognitive load. Keep sentences tight, ideas focused, and reading effortless.	Make the reader work to decode the meaning or wade through unnecessary detail.

5. WRITING STYLE GUIDE

5.3 Writing Principles & Mechanics

- Prefer shorter sentences
- Explain concepts before naming them
- Use rhythm to guide the reader
- Avoid clichés, buzzwords, and hype
- Avoid fear-based language
- Use active voice
- Use Oxford commas
- No em dashes unless necessary
- Use bold sparingly
- Keep paragraphs concise and focused

5.3 Grammar & Punctuation

- Avoid overcapitalization
- Use straightforward punctuation
- Spell out acronyms on first use
- Keep formatting clean and readable

5.4 How We Explain Technology

- Describe what the system does and why it matters
- Avoid personifying AI
- Emphasize reasoning, correlation, and context
- Anchor all explanations in real operational behaviors
- Show outcomes: fewer outages, clarity of root cause, better decision-making
- Highlight governance, safety, reliability, and value to the business

5.5 Tone Techniques

- Use narrative progression: problem → insight → value
- Use examples to clarify complexity
- Keep emotional tone neutral, intellectual tone strong
- Use metaphor sparingly to support clarity, not decoration
- Connect actions to impact

5.6 Illustrative Shifts in Language

Instead of “reduce noise,” say “**surface what matters.**”

Instead of “AI that transforms operations,” say “**AI that explains what is happening, why, and what to do next.**”

Instead of “single pane of glass,” say “**unified visibility with context.**”

These patterns reinforce precision and outcome clarity.

6. SCIENCELOGIC PRODUCT TAXONOMY

ScienceLogic AI Platform

Skylar One
Skylar Automation
Skylar Analytics
Skylar Advisor
Skylar Compliance

6.1 Offering Naming & Usage Rules

- “Skylar” always capitalized
- Use full names (Skylar One, Skylar Advisor, etc.) in all external-facing content
- Do not shorten or abbreviate suite names
- Use SL1 only when referring to legacy contexts
- Maintain consistency across decks, webpages, datasheets, and campaigns

7. SCIENCELOGIC WORD LIST

Preferred

Telemetry
Signals
Behaviors
Context
Correlation
Reasoning
Operational confidence
Governance
Outcomes

Avoid

Firefighting
Single pane of glass
Digital transformation
Revolutionary
Game-changing
Fear-based framing
Outcomes

7. SEO BEST PRACTICES (HIGH-LEVEL)

Purpose

SEO ensures content is discoverable across search engines, AI-driven answers and emerging discovery channels.

Ownership

Corporate Digital owns SEO strategy, keyword research and search insights.

Core Principles

- User-first content
- E-E-A-T: Experience, Expertise, Authority, Trust
- Structured, intent-aligned content
- Natural keyword integration

Editorial Integration

- Use priority keywords naturally
- Maintain brand voice and clarity
- Align titles (50–60 chars) and meta descriptions (140–160 chars)
- Use internal linking consistently

Why This Section Is High-Level

SEO evolves rapidly and depends on shared digital insights. Principles remain stable; tactics change frequently.

9. WHAT THIS GUIDE ENABLES

- Consistent storytelling across teams
- Clear differentiation in competitive markets
- Stronger analyst narratives
- Faster alignment during reviews
- Scalable content development
- A recognizable, trusted brand voice
- Cohesion across the Skylar offerings