ElastiFlow

Branding

Logo

The ElastiFlow logo is a fresh, modern symbol of our commitment to flexible and efficient data flow.

The bold "E" connects to our brand's legacy, while the updated font strikes a perfect balance between honoring our past and embracing innovation.

Within the "E," the packets symbolize how data moves across the internet and serve as a nod to those we proudly serve. While the sharp angles in the logo reflect our cool, sleek, and forward-thinking mindset.

The name "ElastiFlow" combines "elastic" for adaptability and "flow" for seamless data movement, visually representing our ability to manage data with flexibility and efficiency.

ElastiFlow

Logo Types

Our logo represents the essence of the ElastiFlow brand. It should always be applied consistently across all materials to maintain its impact. By using the logo only in approved formats, we ensure uniformity and strengthen our brand recognition and equity.

Primary Logo

Tagline Logo

Product Logo: NetObserv

Product Logo: NetIntel

Icon

Logo Spacing

The logo must be perfectly legible and without obstructions at all times. For all ElastiFlow logos, always maintain at least a minimum area of the width of the “E” in the logo as the space around the logo to allow room to breathe.

It is important that our logos are legible at all times. To account for this, each logo has a minimum size at which it may be used.

Minimum Size

Primary Logo	1″
Tagline Logo	1″
Product Logos	1.5
Icon	.25″

Logo Treatment

The logo must be used as is and should not be altered in any way. This means that you must not:

✕ Change the logo’s color

✕ Change the logo’s orientation or rotation

✕ Alter the lockup

✕ Make alterations to the logo’s text

✕ Display other elements within the logo’s designated clear space

✕ Crop the logo in any way

✕ Add special effects to the logo

✕ Disproportionately scale or resize the logo

Color Variations

Full Color

The full color mark is the primary mark that should be used first and in any scenario where it does not compete with the background.

There are two versions: light and dark. The gradient “E” on our light and dark versions are slightly different; the version for dark backgrounds uses a lighter variation of our brand colors to allow for better contrast. These color variation can be seen on the color page.

Flat Color

Flat color marks should be used when the background does not allow for the full color mark or in scenarios where the user has already been exposed to the mark.

Examples of potential usage: a flyer where the content is the focus, the website where the content is the focus.

Color Variations

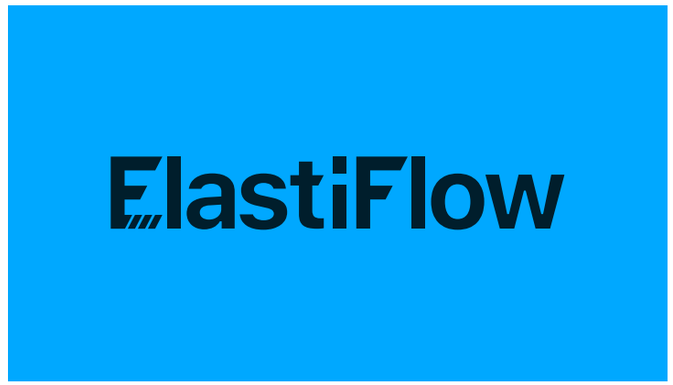
One Color

Single color marks should only be used when the full color and flat color marks compete with the background. For

Example: When the background is our primary light blue.

Black & White

Black and white logo marks should be used when color is not an option. This can be in print, on certain swag, or other items when color printing is not available.



Typography

Our primary typeface is Poppins, a clean and modern sans serif font that perfectly reflects our sleek, forward-thinking brand.

As a Google font, Poppins is readily available for all web projects, ensuring easy access and consistent use.

If Poppins isn't an option, Helvetica or Arial are the only system fonts approved as substitutes.

Poppins

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Color

The ElastiFlow color palette embodies our dynamic, forward-thinking brand.

Our primary colors are light blue and dark blue. Light blue has been central to our brand from the start, symbolizing trust, security, and adding a cool, modern touch. Dark blue represents stability and security, grounding our visual identity and providing a solid foundation for our other colors.

Our secondary colors, green and purple, bring creativity and balance to the palette. Purple sparks innovation, while green adds harmony. We also use off-white as a softer alternative when pure white feels too harsh.

Together, our primary gradient blends these colors, radiating our brand's dynamic energy and futuristic vision.

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Primary	
RGB	0, 30, 44
CMYK	90, 72, 56, 68
HEX	#001E2C
Pantone	5395 C

Primary	
RGB	0, 168, 255
CMYK	67, 23, 0, 0
HEX	#00A8FF
Pantone	2925 C

Tertiary	
RGB	245, 245, 245
CMYK	3, 2, 2, 0
HEX	#F5F5F5
Pantone	Cool Gray 1 C

Secondary	
RGB	0, 197, 131
CMYK	72, 0, 67, 0
HEX	#00C583
Pantone	3395 C

Secondary	
RGB	112, 38, 170
CMYK	70, 92, 0, 0
HEX	#7026AA
Pantone	267 C

Primary Gradient

#7026AA #00A8FF #00C583

Color Alternates

These colors act as alternates for our primary and secondary colors. They are meant to be used on dark backgrounds (specifically our dark primary blue) to create higher contrast.

Light Alternate		Light Alternate		Light Alternate	
RGB	157, 29, 255	RGB	64, 191, 255	RGB	129, 255, 141
CMYK	60, 79, 0, 0	CMYK	58, 9, 0, 0	CMYK	43, 0, 66, 0
HEX	#9D1DFF	HEX	#40BFFF	HEX	#81FF8D
Pantone	7442 C	Pantone	2985 C	Pantone	352 C

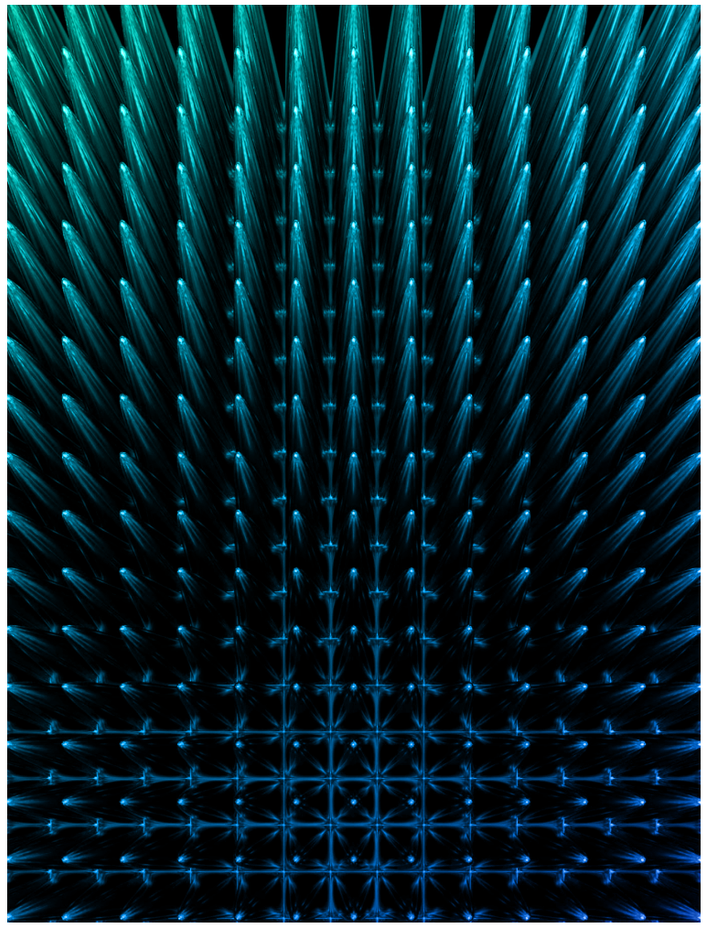
Light Alternate Gradient

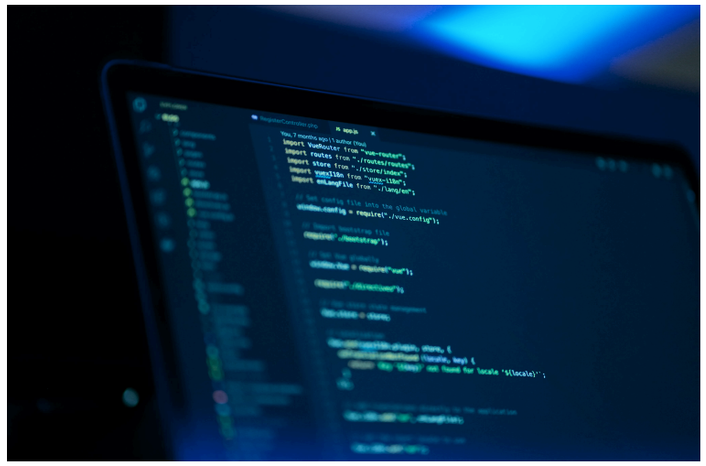
#9D1DFF #40BFFF #81FF8D

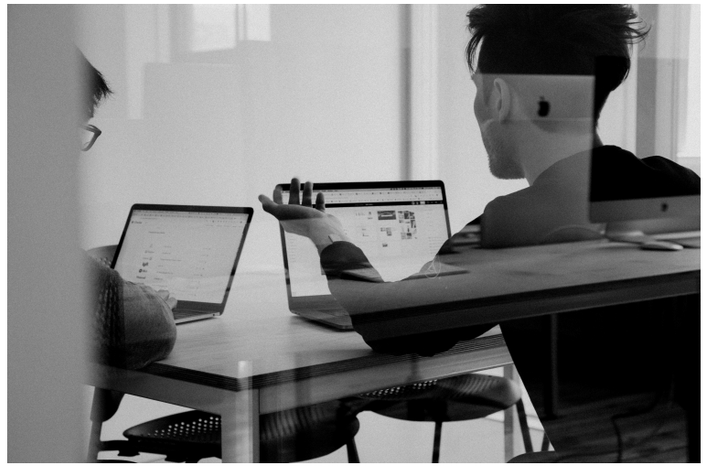
Photography

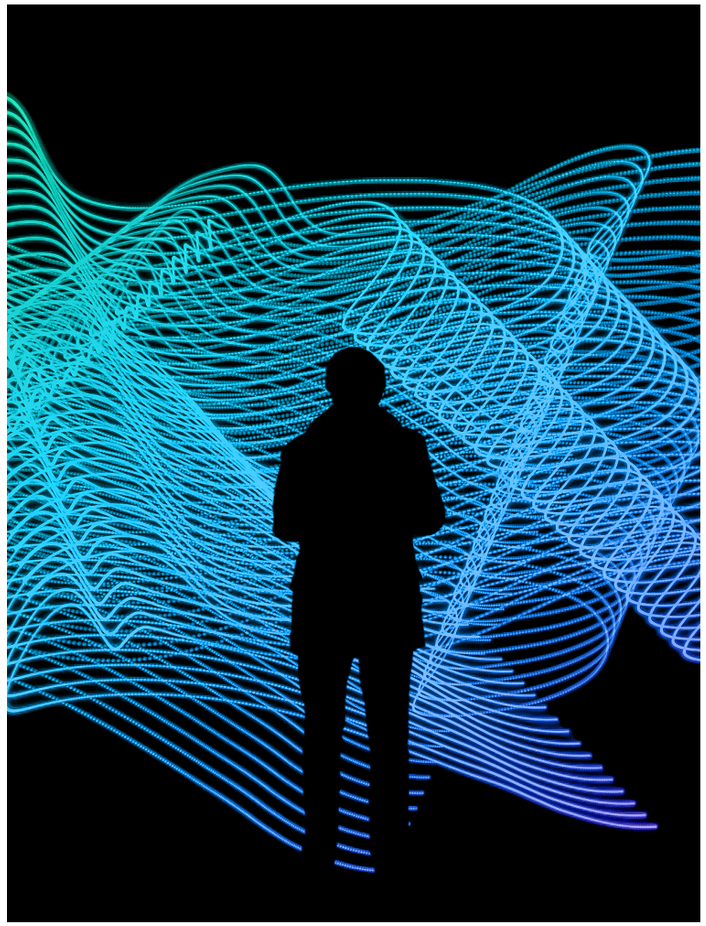
To enhance our brand's visual storytelling, we should prioritize lifestyle photography that highlights people interacting with technology and data. Using these images in greyscale helps balance the vibrant colors in our branding. Additionally, images featuring graphs and data from our platform can complement the narrative.

Abstract visuals that evoke the flow and movement of data are also effective in reinforcing our brand. To further strengthen our identity, select photos that can be overlaid with colors from our brand palette, creating a distinctive, cohesive look that reflects our core aesthetic and values.





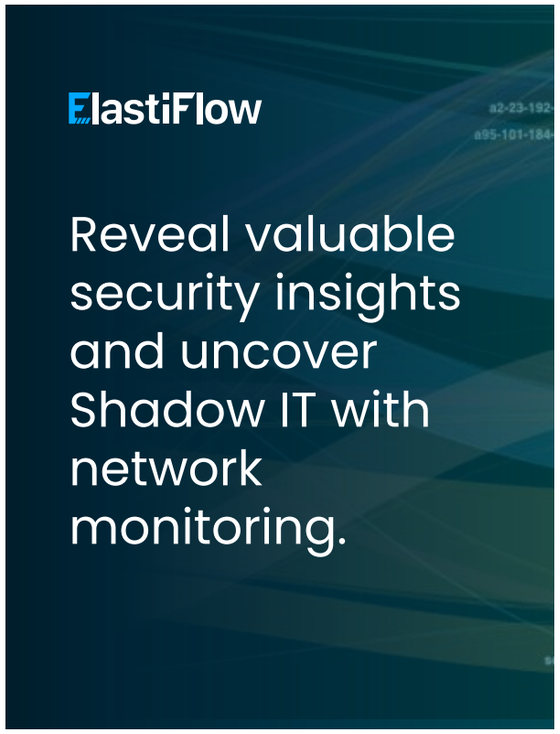


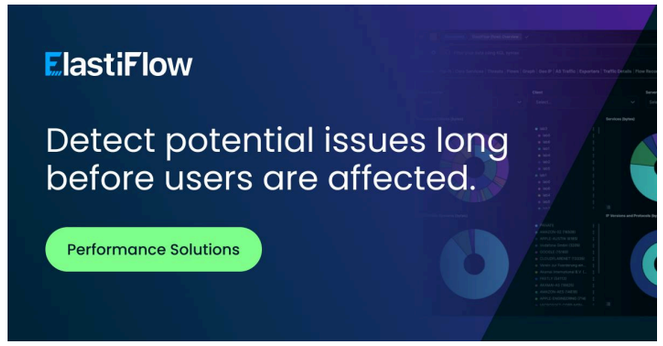


Brand Elements

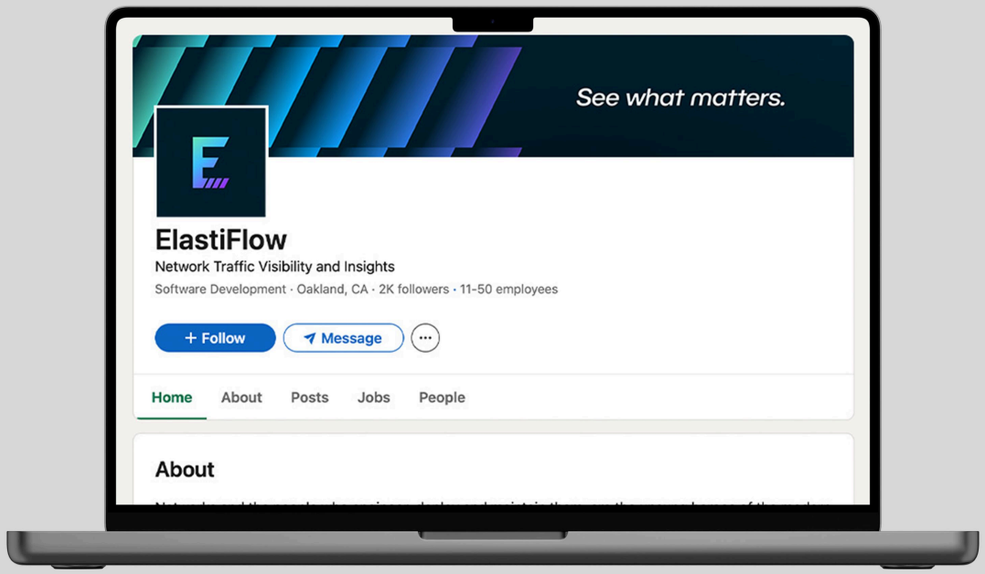
The primary element of our branding is the packets from the "E" in our logo. These packets offer versatile design options—they can be enhanced with gradients in our brand colors, stacked to form patterns, or expanded to bleed off the page for a bold effect.

Platform images can also be incorporated as background elements with low opacity, adding depth and visual interest to our designs.





Brand in Use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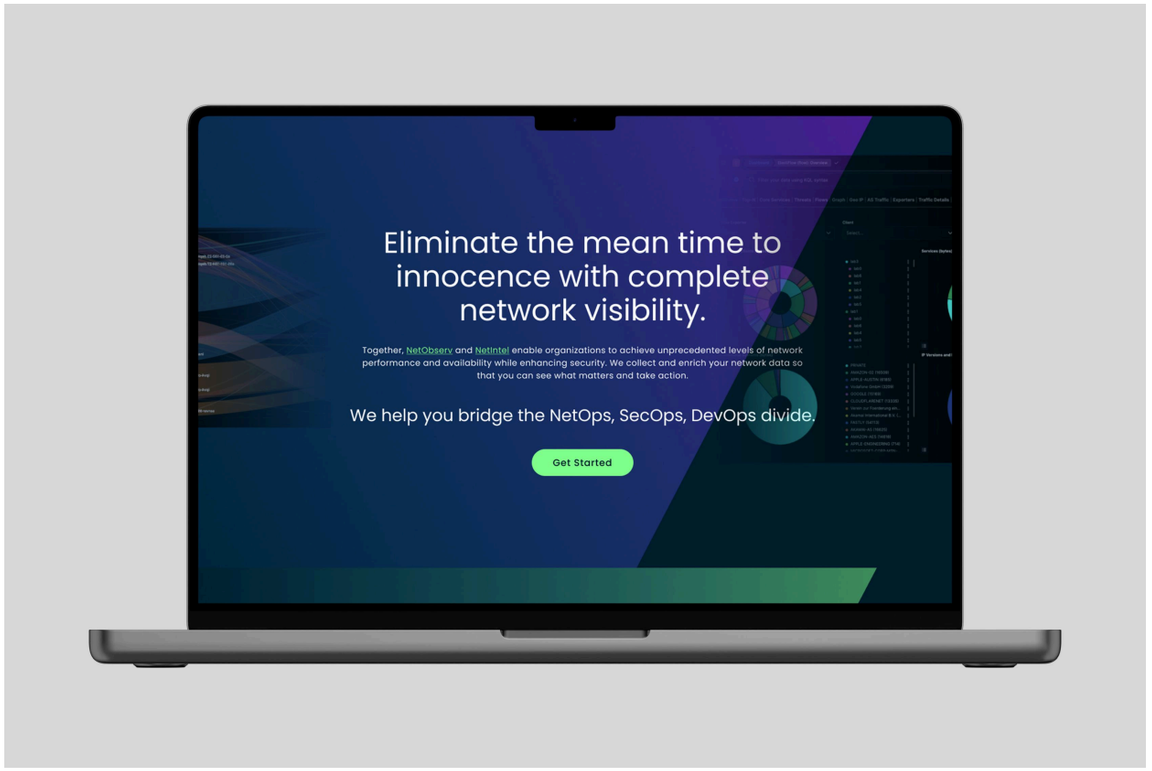
ElastiFlow
See What Matters
The ElastiFlow Difference
ElastiFlow extracts every detail from NetFlows to provide maximum insights!
ElastiFlow
Collect
Collect flow records at ANY scale
Extract 6200+ standard and vendor-specific fields
Transform
Advanced decoding and transformation of both basic and complex flow fields
Normalize
Normalization to a common schema, means a single data set.
simplifies UX and machine-driven analytics
Translate
Insight comes from understanding
Flows translated for humans allow for easy understanding and action
2M
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.
ElastiFlow Overview
Launch
2017
Adoption
2019
Flow Engine
2020
Now
2021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Together, NetObsery and NetIntel enable organizations to achieve unprecedented levels of network performance and availability while enhancing security. We collect and enrich your network data so that you can see what matters and take action.
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