Trellix
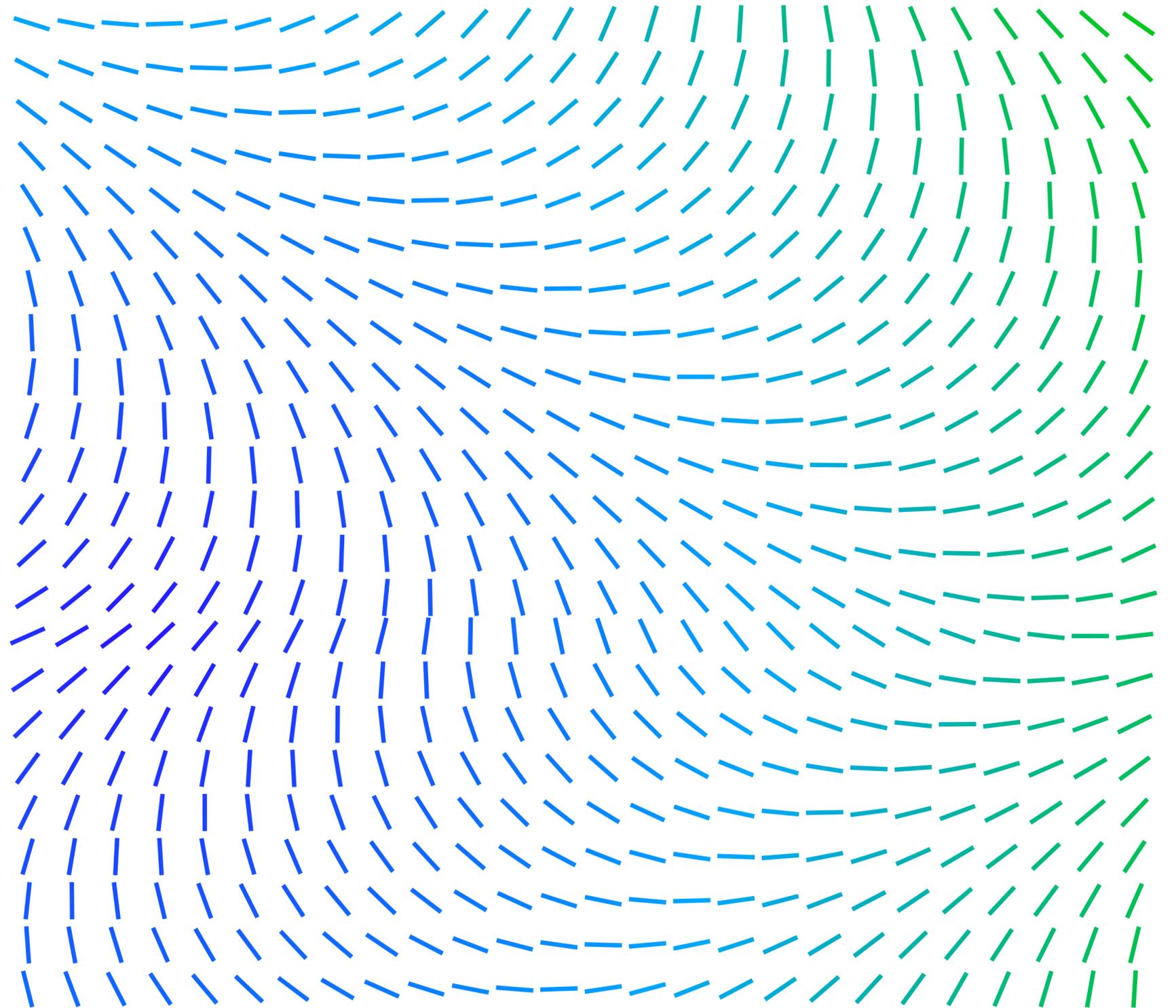
Logo
Guidelines
2025

How we look
Logo

The Trellix word mark uses a customized modern sans serif to maximize legibility and act as an anchor for the rich visual language.

The upper-right segment of the X uses the brand gradient, representing a singlular strand of the Data Pool.

Trellix

'X' Emblem

The 'X' of Trellix can be used as a singular element when a more graphic representation of the brand is needed.

When using the 'X' Emblem in communciations, always be mindful to also display the full logo somewhere in the layout in order to build brand equity.

Safe Space

The logo should always be surrounded by a minimum uncluttered area called "safe space." It is defined by using the height and width of the 'e' in Trellix.

The safe space ensures that headlines, text or other visual elements do not hinder the logo's legibility and visibility.

As a general rule of thumb, the more safe space around the logo, the better.

Safe &
Crop Space

The X Emblem should always
be surrounded by a minimum
uncluttered area called
'safe space.' It ensures that
headlines, text or other visual
elements do not hinder the
logo's legibility and visibility.

As a general rule of thumb, the
more safe space around the 'X'
Emblem, the better.

When using the X Emblem
on its own with a restricted
canvas size (e.g. profile picture,
favicon…), please refer to the
'crop space.'

SAFE SPACE
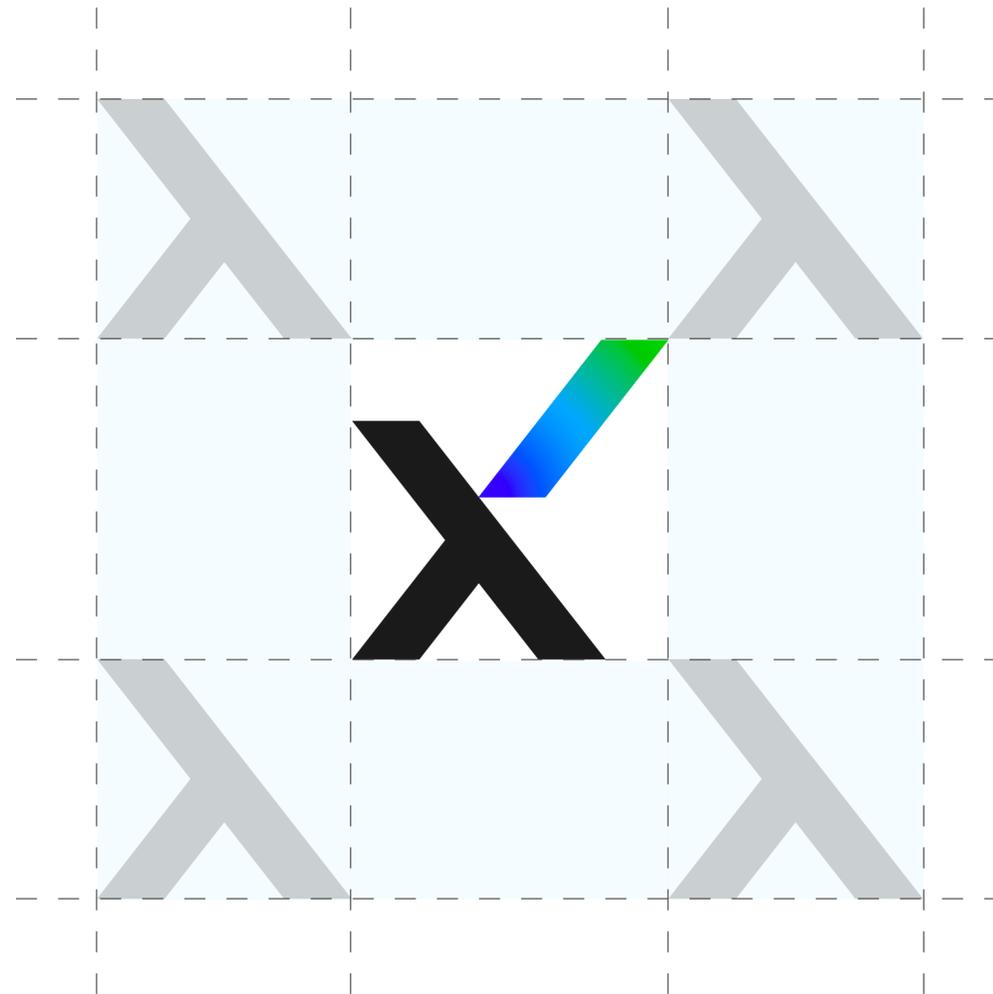
CROP SPACE

When using the X Emblem in communications,
please ensure a safe space of the width and
height of the 'lambda' in the X is respected.

When using the X Emblem on its own
on a small canvas, please ensure a crop
space of at least .15 (15%) of the height of
the X Emblem is respected.

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the wordmark is not compromised in application.

As such, please refer to the following specifications when using the logo at small scale.

Trellix wordmark

MINIMUM PRINT HEIGHT

0.5" minimum

MINIMUM DIGITAL HEIGHT

32px minimum

COLOR USAGE AT SMALL SIZE ON GRAPHITE BACKGROUND

>1" = Full color
>40px = Full color

<1" = Single Color
<40px = Single Color

'X' Emblem

MINIMUM PRINT HEIGHT

1" minimum

MINIMUM DIGITAL HEIGHT

48px minimum

COLOR USAGE AT SMALL SIZE ON GRAPHITE BACKGROUND

>1" = Full color
>40px = Full color

<1" = Single Color
<40px = Single Color

Color Usage

When deciding on logo or 'X' emblem color, please refer to the following guidance:

White background
Use Graphite logo with gradient

Graphite background
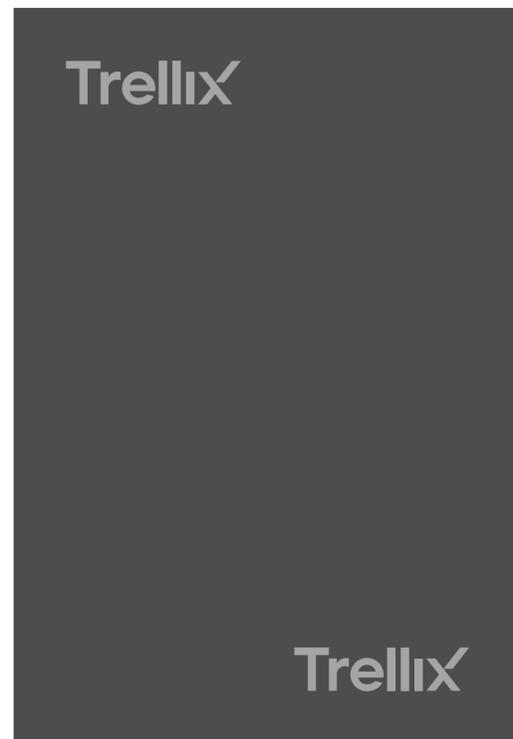Use Graphite logo with gradient

Other backgrounds
Use the solid white logo

Logo Placement

At a high level, the following diagrams illustrate the preferred placement areas for the Trellix logo, regardless of communication size or ratio.
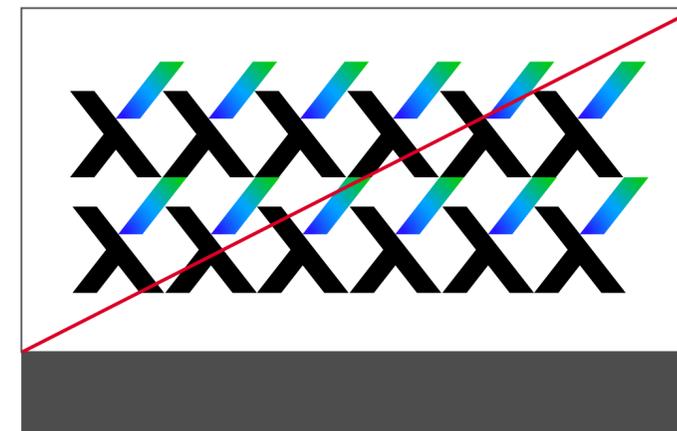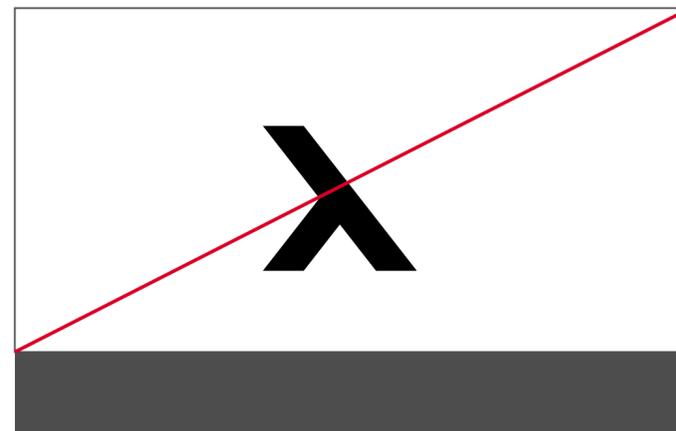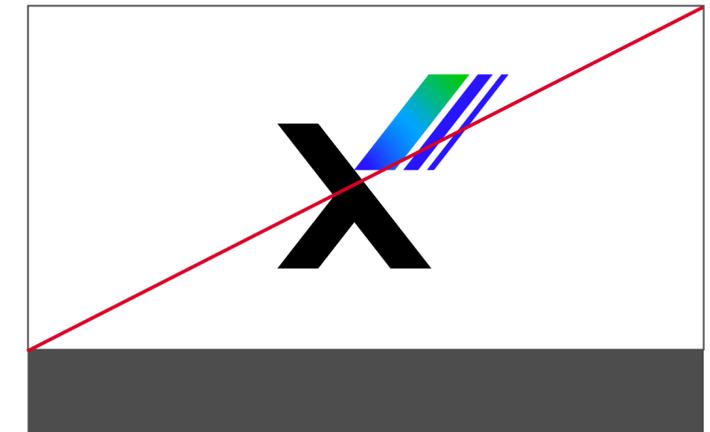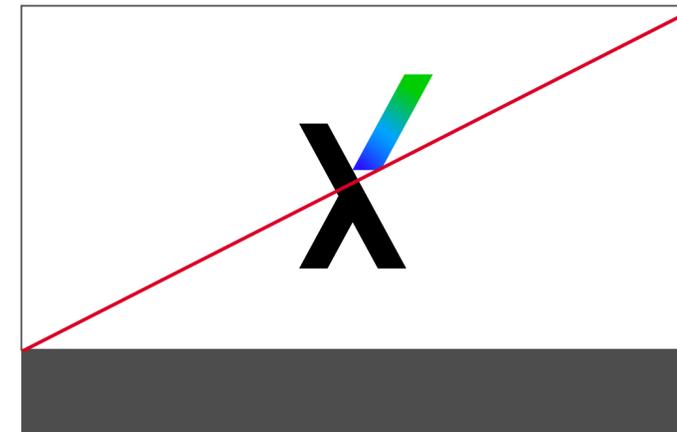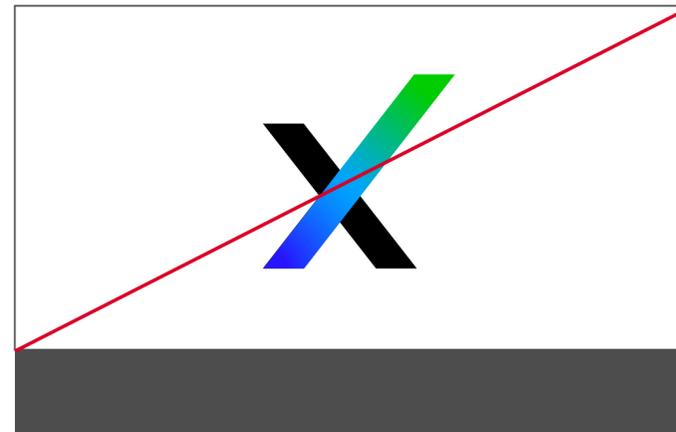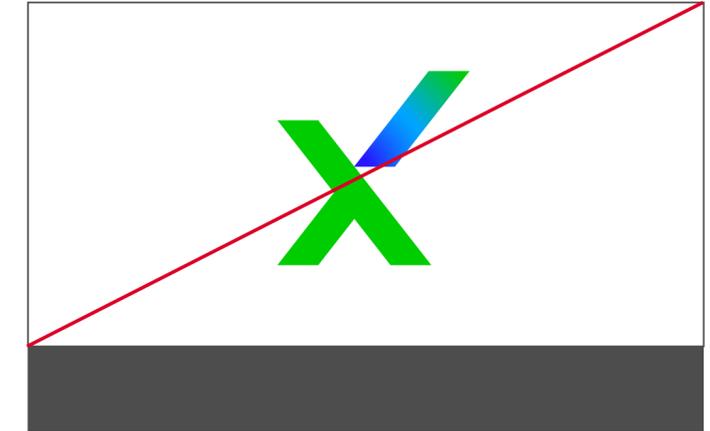
Logo Restrictions

The logo's appearance must remain consistent throughout all communications. It must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any logo application.
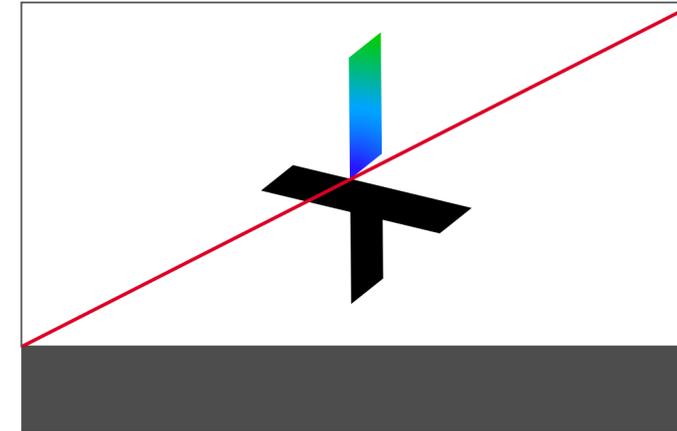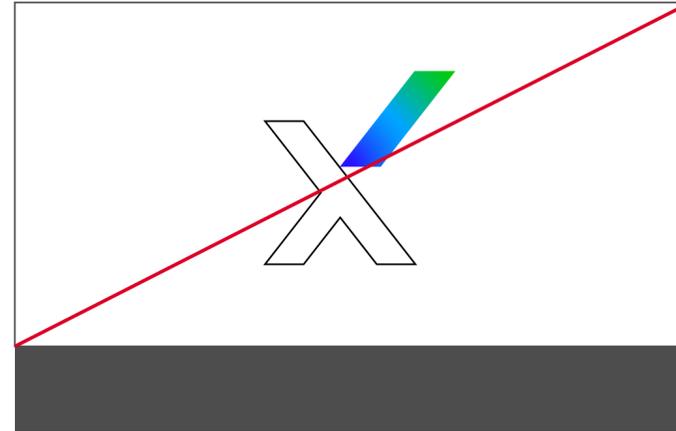
'X' Emblem Restrictions

The 'X' emblem's appearance must remain consistent throughout all communications. It must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any 'X' emblem application.

'X' Emblem & Word Restrictions

The 'X' emblem must NOT be used in place of an 'X' in a word.

Do NOT delete letters before an 'X' in a word to create a simplified word or make the 'X' larger in a word.

DO NOT ADD 'X' INTO WORD(S)

DO NOT ADD 'X' BEFORE WORD(S)*

DO NOT DELETE LETTERS IN ORDER TO START A WORD WITH AN 'X'

DO NOT CAPITALIZE 'X' IN A WORD

* There are minor exceptions to this rule such as Xpand, Xtend, and XConsole.
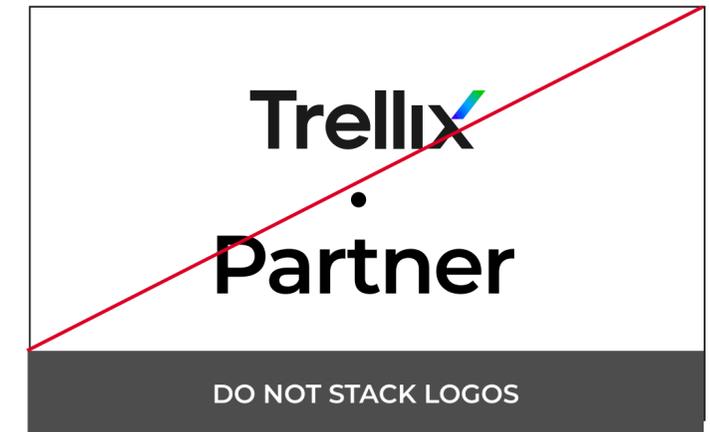
Trellix Logo & Partner Logo Lockup

Sometimes Trellix will work hand-in-hand with a partner company to deliver solutiohs. When necessary the Trellix logo can be used in lock-up with a partner logo.

The Trellix logo and partner logo should always appear horizontally with the Trellix logo appearing first and utilizing a bullet dot between the two logos.
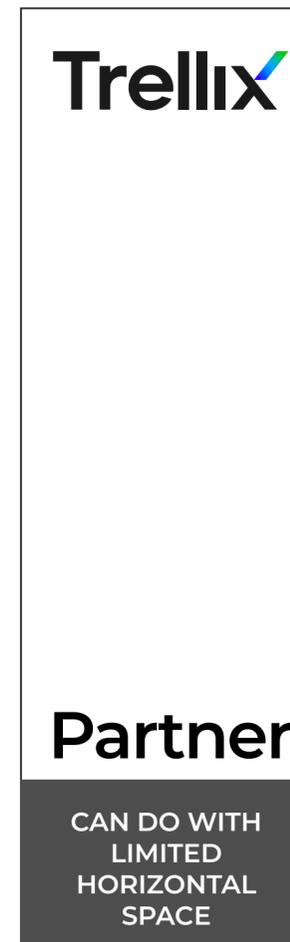
Trellix Logo & Partner Logo Lockup

All restrictions to the Trellix logo specified previously also apply to the Trellix & Partner logo lockup. Both the Trellix & Partner logo's appearance must remain consistent throughout all communications. It must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any logo application.

DO NOT PLACE PARTNER LOGO FIRST

DO NOT ALTER THE BULLET DOT

DO NOT STACK LOGOS

WITH LIMITED HORIZONTAL SPACE

When horizontal space is limited causing the Trellix and Partner logo lockup to become too small if used as recommended, it is allowable to seperate the two logos with the Trellix logo appearing at the top of the piece and the Partner logo appearing at the bottom.


CAN DO WITH LIMITED HORIZONTAL SPACE

Safe Space

The Trellix & Partner logo lockup should always be surrounded by a minimum uncluttered area called "safe space." It is defined by using the height and width of the 'e' in Trellix.

The safe space ensures that headlines, text or other visual elements do not hinder the logo's legibility and visibility.

As a general rule of thumb, the more safe space around the logo, the better.

The placement of the bullet dot is also determined using the width of the 'e' in Trellix except the right side of the bullet should align with the right side of the 'e' used to determine the safe space.
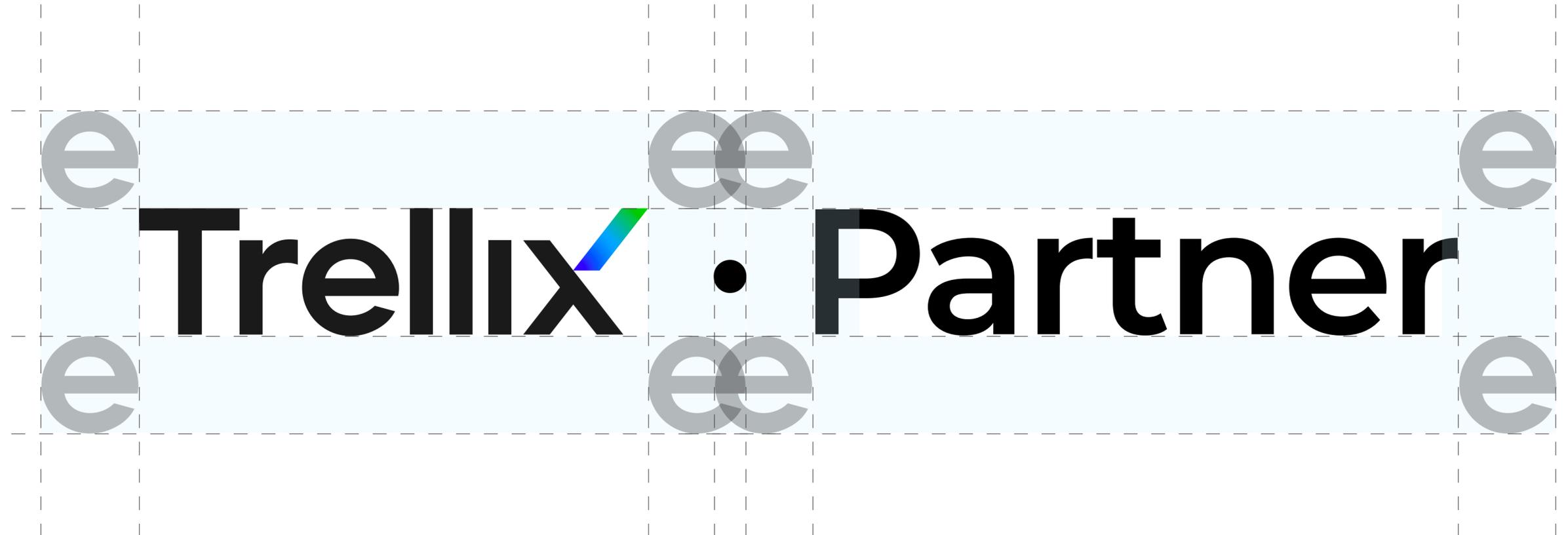
Trellix
Sub-brand Logos

Occasionally Trellix will have the need to present units or items within the company with their own standardized logo. This type of occurance is rare and should only happen with the express permission of upper management.

All restrictions to the Trellix logo specified previously also apply to all Trellix sub-brand logos and the appearance all sub-brand logos must remain consistent throughout all communications.

Trellix Thrive

Trellix Xtend

Trellix Excite

Trellix
Sub-brand Logos
Name Placement
and Size

The sub-brand name should always appear below the Trellix logo and right-align with the edge of the bottom right corner of the X in Trellix.

The distance between the Trellix logo and the sub-brand name should be determined by the width of the I in Trellix logo.

The size of the sub-brand name should be the same size as the space from the base of the slash in the Trellix logo to the baseline of the Trellix logo.

Trellix
Sub-brand Logos
Safe Space

Trellix sub-brand logos should always be surrounded by a minimum uncluttered area called "safe space." It is defined by using the height and width of the 'e'in Trellix.

The safe space ensures that headlines, text or other visual elements do not hinder the logo's legibility and visibility.

As a general rule of thumb, the more safe space around the logo, the better.

Questions

For more information or assistance
email us at **brand@trellix.com**