



# Brand Guidelines



# Brand

## Brand

# Naming

The correct way to refer to our brand is **Bindplane** — written as a single word in title case. This reflects the simplicity and unity at the core of our platform: seamlessly binding observability tools across modern infrastructures.

Please **avoid** outdated or incorrect variations, such as:

- BindPlane (outdated capitalization)
- Bind Plane (separated into two words)
- BindPlane OP or Bindplane OP (legacy product name no longer in use)



**Bindplane**



**BindPlane**

**Bind Plane**

**Bindplane OP**



# Logo

Logo



## Logo

# Bindplane Logo

Use our full logo in either black or white. Do not alter the logo, add effects, or place it on low-contrast or colored backgrounds.



Logo

# Bindplane Icon

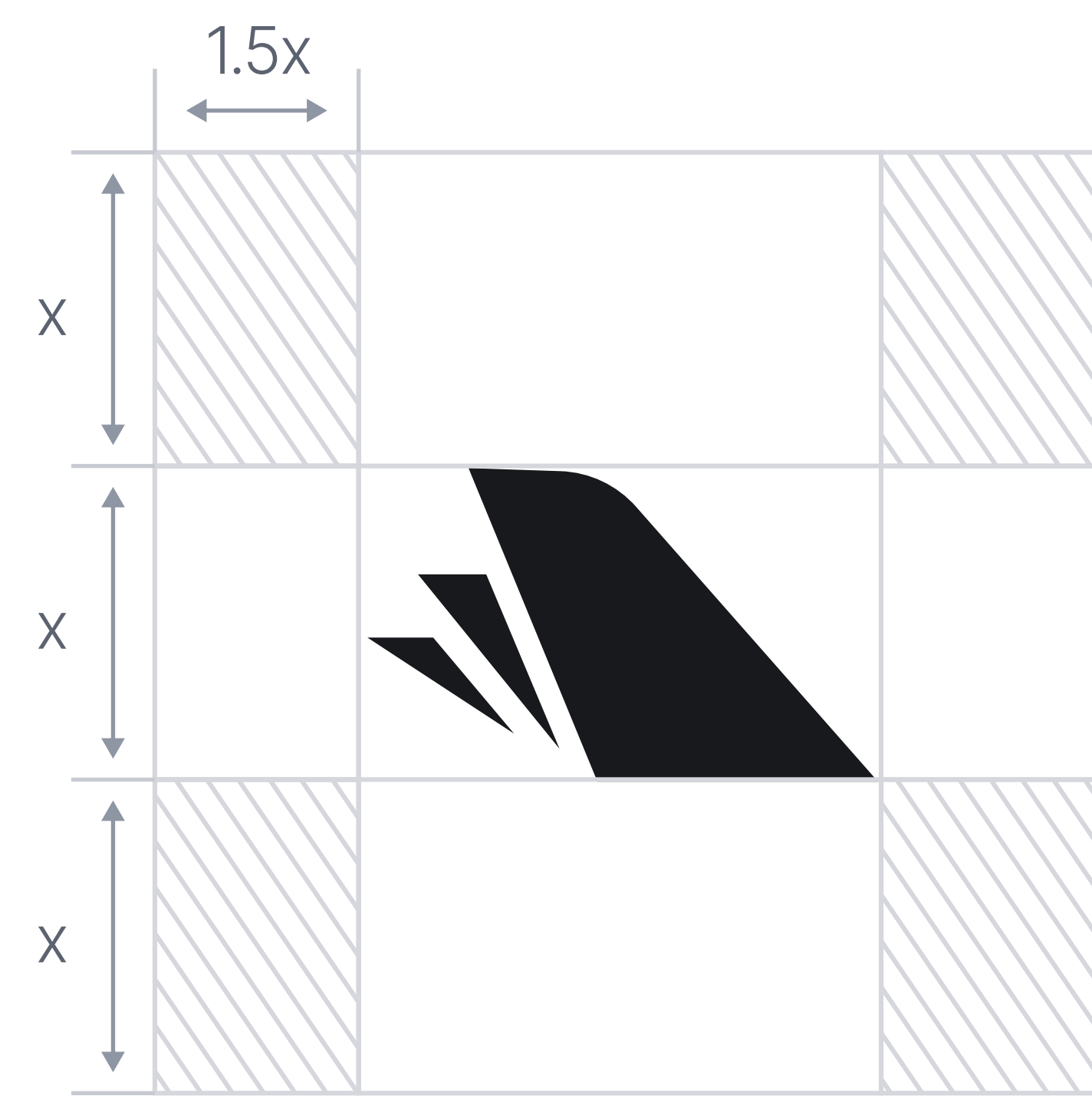
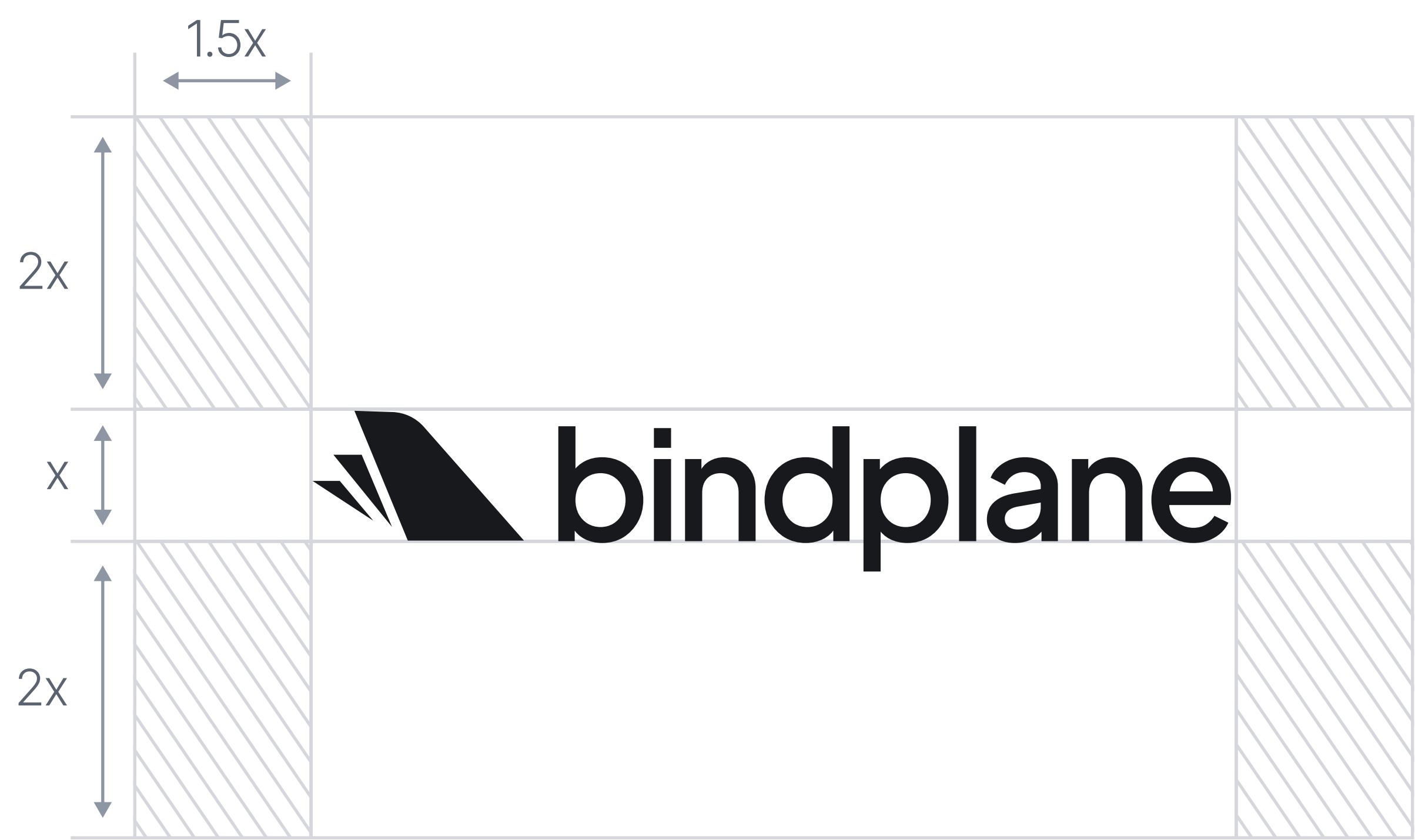
Our standalone Bindplane icon is designed for limited-space applications. Use it in black or white only for maximum clarity and consistency.



Logo

# Spacing considerations

The safety area surrounding the Bindplane Logo is defined by the height of our symbol.







# Colors

Colors

# Core Brand Colors

Bindplane’s brand colors are designed for clarity, contrast, and flexibility — working equally well on light or dark backgrounds.

Black Pearl

RGB 23, 25, 28  
#17191C

White

RGB 255, 255, 255  
#FFFFFF

Azure

RGB 0, 115, 229  
#0073E5

Pastel Yellow

RGB 255, 246, 153  
#FFF699