Brand Guidelines

August 2025

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Introduction

Introduction
About Us

Every day, billions of people connect with their favorite brands to shop online, play games, share ideas, manage money, and so much more. They may not know it, but Akamai is there, powering and protecting life online.

The global enterprises behind these brands rely on Akamai to provide the industry-leading cybersecurity and cloud computing solutions that give them the reliability, scale, and expertise they need to grow with confidence.

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Introduction
Creating a Breakthrough Brand

Use these standards to promote a consistent brand identity for Akamai, and to create memorable expressions of our brand at every touchpoint.

Our success as a company depends on making every experience of the Akamai brand meaningful, consistent, and of the highest quality. Our brand is not just who we are — it's how we show up. And in a noisy and complicated world, it's imperative that our brand is consistent to ensure that our messages land with focus, clarity, and credibility.

Just as important, brand consistency means that all of our assets and communications build on the power of one another — as well as the collective power of the brand. This ensures that each dollar we spend and everything we produce works harder to drive home our messaging across every touchpoint.

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How We Look

VISUAL IDENTITY

How We Look
Visual Identity

Logo System

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Primary Logo

The Akamai logomark represents our brand. The logomark consists of two basic elements: the blue wave symbol and the word “Akamai” (known as the wordmark). The logomark also incorporates a pop of Akamai Blue in the dot of the “i.”

The proportion and arrangement of the wave symbol and wordmark have been specifically determined and should be used exactly as provided. The wordmark should never appear without the wave symbol. This is a legally protected trademark of Akamai Technologies, Inc.

Logomark

Download approved logo files

Note: The dot of the “i” in typographic terms is called a “tittle.”

Logo Usage
Primary Color

The primary color pairings shown on this page are the preferred versions and should be used whenever possible.

Aside from the options presented on this page and the following pages, no other color pairing variations should be created.

Primary Color Pairings*

Note: You may still see our legacy logo on building signage.

Logo Usage
Single Color

The single-color pairings should only be used when the primary two-color logo pairings are impractical for a given usage or cannot be reproduced by the production method.

Aside from the options presented on this page and the following pages, no other color pairing variations should be created.

Single-Color Pairings*

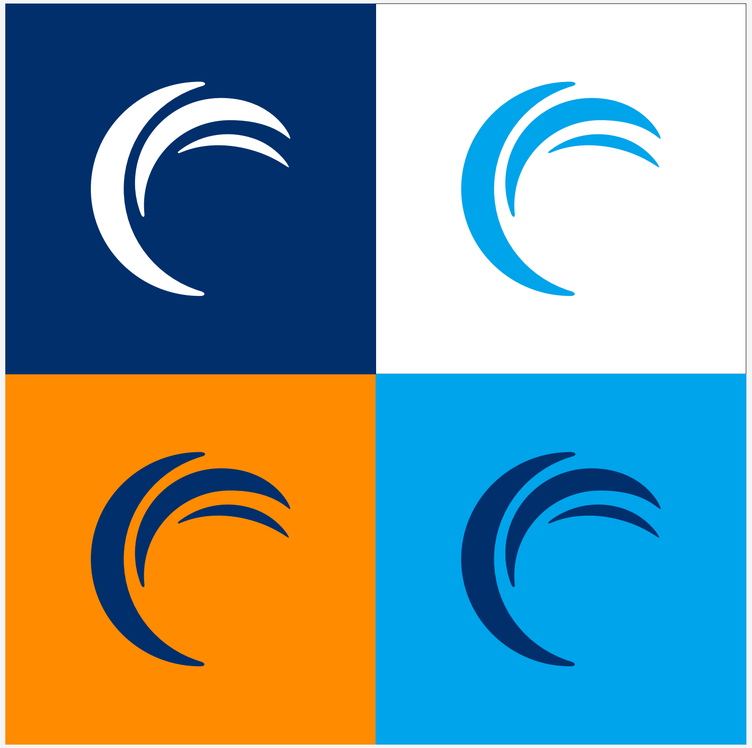
Note: Primary-color ways are preferred and should be used whenever possible.

Wave Symbol

The Akamai wave symbol can be used in special cases where space is limited and a succinct brand representation is needed, such as in favicons, social media profile images or avatars, and as an app icon.

Only primary colors should be used for these applications.

Color Pairings



Example

Download approved logo files

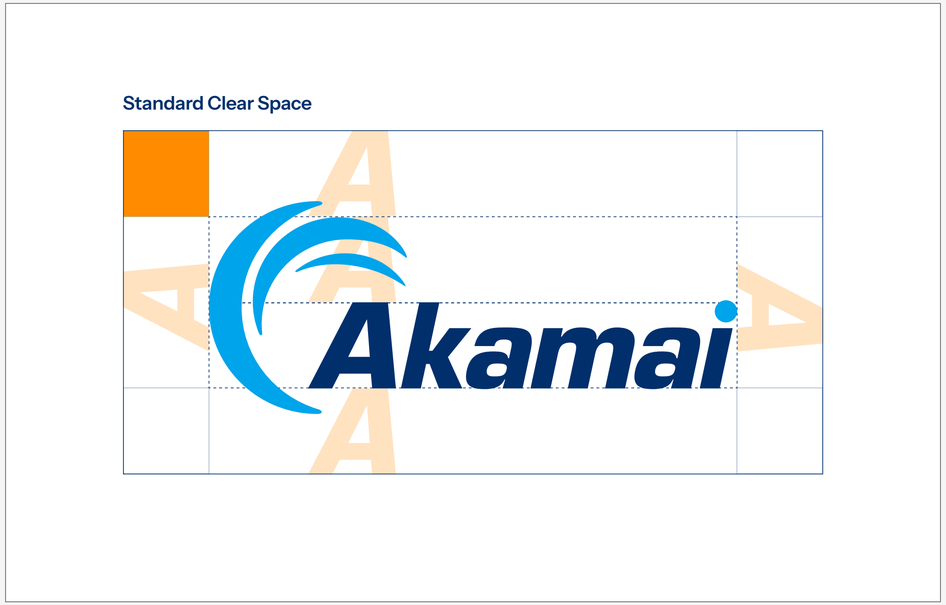
Clear Space

To ensure the logo's legibility and impact, it should always be isolated from competing visual elements, such as text and supporting graphics, by using clear space.

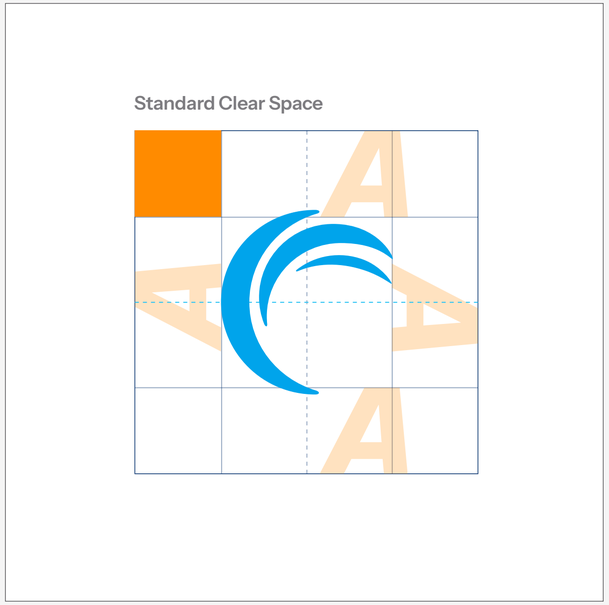
The regulated clear space of both the logomark and the wave symbol is derived from the height of the uppercase "A" from Akamai (also known as the initial cap height).

Clear space is considered as the absolute minimum safe distance around the logo. In most cases, the clear space should surpass this minimum specification to avoid overcrowding and aid in brand recognition.

Logomark



Wave Symbol



Logo Ecosystem

Our logomark and wave symbol are designed to be iconic — to inspire the community to actively participate in our present and future.

They should remain crisp and legible in all sizes. For digital screens, the logomark should be readable at all screen resolutions that apply to the intended application.

Logomark

Wave Symbol

Minimum Scale Web

100 PIXELS

Minimum Scale Print

1 INCH

Favicon

18 PIXELS

Logomark
Misuse

The appearance of the Akamai logomark must be consistent. The logo should not be misinterpreted, modified, added to, or altered in any way.

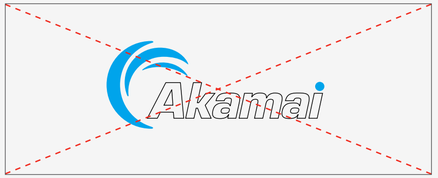
DON'T distort the logomark.

DON'T crop the logomark without a frame.

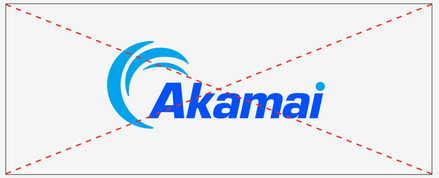
DON'T overlay graphics on the logo.

DON'T use the wordmark on its own without the wave symbol.

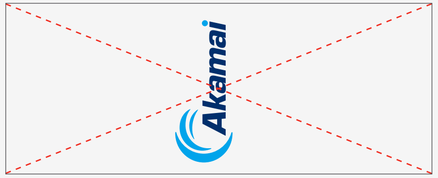
DON'T outline the logomark or add any special effects (e.g., drop shadow).



DON'T use two secondary colors at once.



DON'T rotate the logomark 90 degrees — or any other angle.



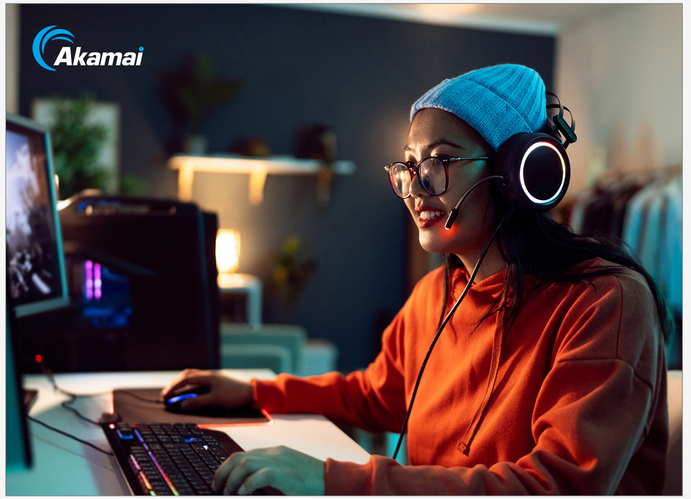
DON'T place the logomark on a low-contrast background.

DON'T separate the wave symbol and wordmark any further than they're currently designed.

Logo Placement

For photo-only instances, the logo should generally live in the top-left corner, and the maximum size should be approximately 25% of the composition's width.

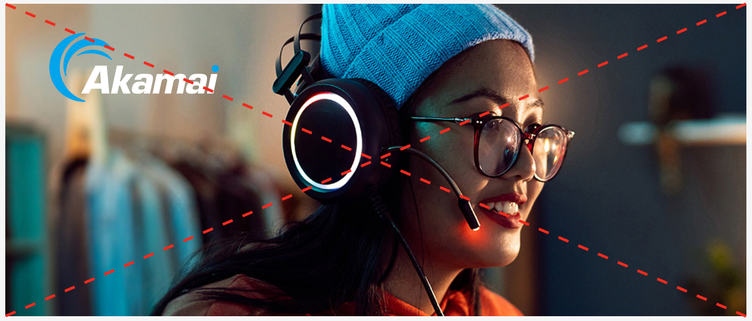
Depending on the image's color and complexity, use only the primary logos or the white knockout version.



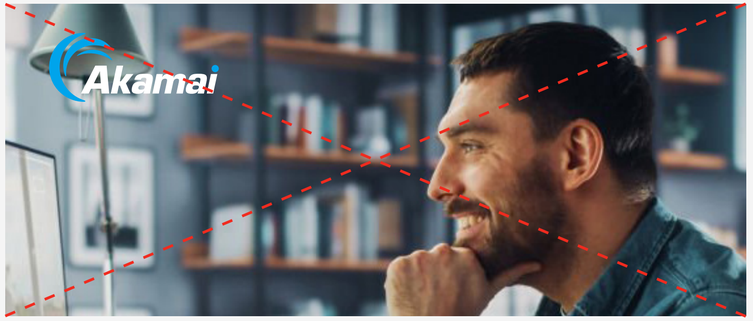
Logo Placement
Misuse

If the logomark overlays imagery, the image must be clean enough to act as a background without compromising legibility and brand recognition.

DON'T use the logo on a similarly colored image.

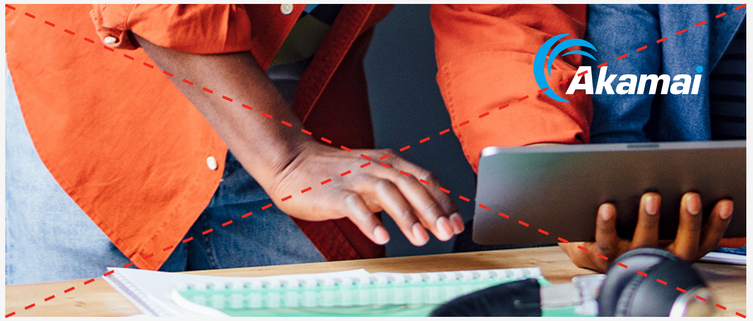


DON'T use the logo on a busy image.



DON'T use the logo over a face.

DON'T use the logo in a position that distracts from the subject.



Partner Logo
Lockups

For co-branded logos, use a 2x clear space between the partner logo and the Akamai logo, along with a centered divider line.

We frequently partner with other companies to co-brand marketing initiatives, campaigns, or external events. When creating co-branded lockups for marketing or events, ensure that both logos have a similar visual weight. Use a simple vertical line to anchor and subtly separate the two logos.

Partner Lockup Example

Partner Lockup Guidelines

Internal Program Lockups

For instances in which internal company programming requires that title formatting be accompanied by the typed name, please use the format provided here.

All internal lockups must be approved prior to use.

Color Pairings

Depending on the background color that accompanies internal program titling, select from the colorway variations provided here.

Note: Formats A and B are solely typeset without using the wordmark. Please note that the wordmark should never be used on its own.

Logo Lockups
Akamai Security and Cloud

Always use the primary logomark in any communication that represents Akamai's full business and brand.

However, when creating marketing communications that are focused exclusively on our cloud or security portfolios — such as event signage, digital ads, and white papers — it is appropriate to use one of the portfolio logo lockups shown here.

Logomark

Akamai Security

Akamai Cloud

How We Look
Visual Identity

Color System

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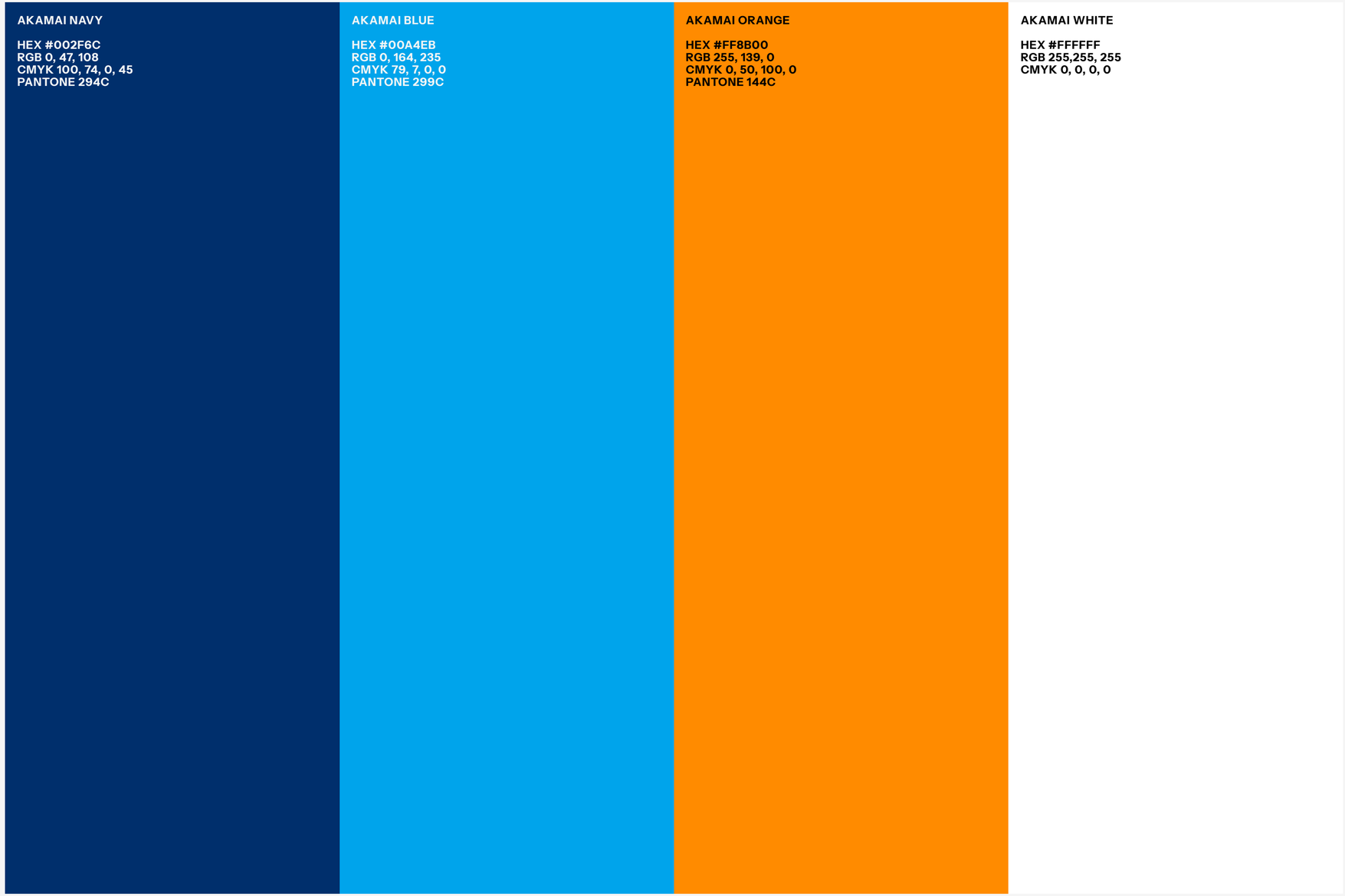
Primary Color Palette

This palette shows our primary colors, which work together with our overall color palette to ensure brand recognition at every touchpoint.



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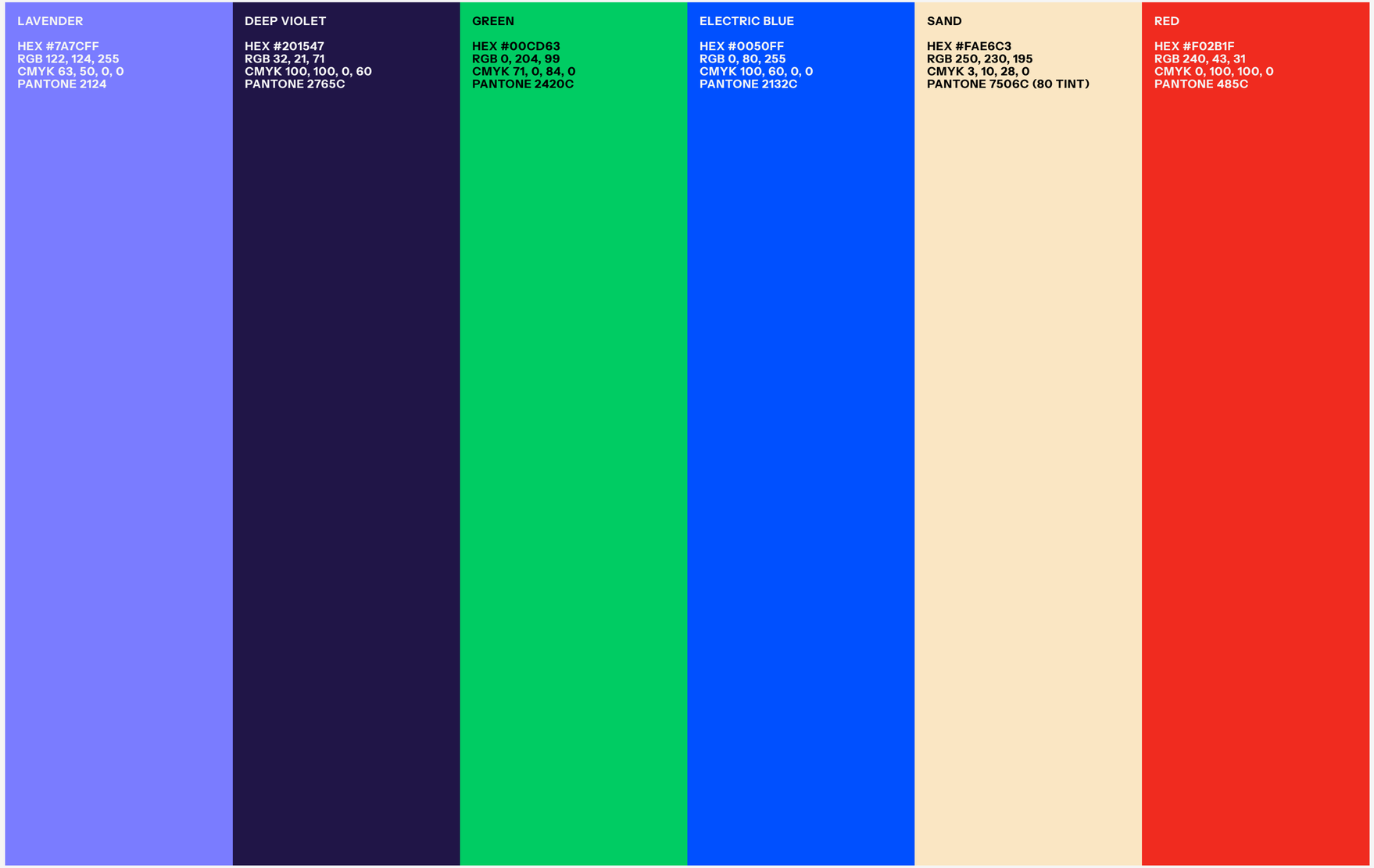
Secondary Color Palette

The secondary color palette plays a supporting role to the primary palette and should be used to accentuate rather than dominate.

Each of the secondary colors may be used as an accent, or in certain cases as a background color. They can also be used in functional contexts such as UI elements, data visualizations, and one-off themed executions (e.g., SOTI).

In general, the secondary colors should be used minimally to build a consistent hierarchy while providing flexibility and differentiation.



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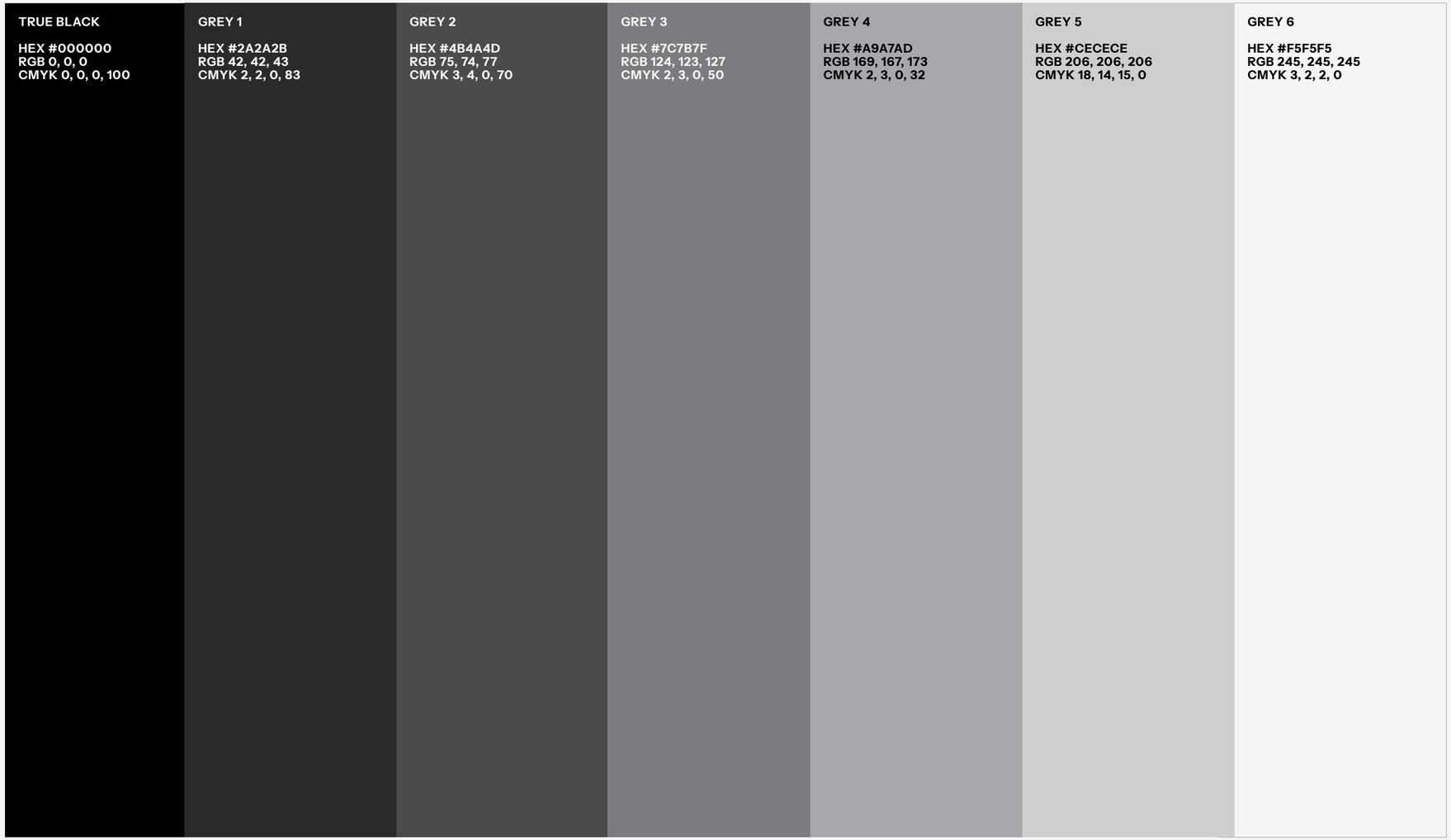
Tertiary Color Palette

Our tertiary colors are primarily for text and callout box backgrounds to ensure readability and appropriate contrast.



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Primary Color Palette

AKAMAI NAVY
HEX #002F6C
RGB 0, 47, 108
CMYK 100, 74, 0, 45
PANTONE 294C

AKAMAI BLUE
HEX #00A4EB
RGB 0, 164, 235
CMYK 79, 7, 0, 0
PANTONE 299C

AKAMAI ORANGE
HEX #FF8B00
RGB 255, 139, 0
CMYK 0, 50, 100, 0
PANTONE 144C

AKAMAI WHITE
HEX #FFFFFF
RBG 255,255, 255
CMYK 0, 0, 0, 0

Secondary Color Palette

LAVENDER
HEX #7A7CFF
RGB 122, 124, 255
CMYK 63, 50, 0, 0
PANTONE 2124

DEEP VIOLET
HEX #201547
RGB 32, 21, 71
CMYK 100, 100, 0, 60
PANTONE 2765C

GREEN
HEX #00CD63
RGB 0, 204, 99
CMYK 71, 0, 84, 0
PANTONE 2420C

ELECTRIC BLUE
HEX #0050FF
RGB 0, 80, 255
CMYK 100, 60, 0, 0
PANTONE 2132C

SAND
HEX #FAE6C3
RGB 250, 230, 195
CMYK 3, 10, 28, 0
PANTONE 7506C (80 TINT)

RED
HEX #F02B1F
RGB 240, 43, 31
CMYK 0, 100, 100, 0
PANTONE 485C

Tertiary Color Palette

TRUE BLACK
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

GREY 1
HEX #2A2A2B
RGB 42, 42, 43
CMYK 2, 2, 0, 83

GREY 2
HEX #4B4A4D
RGB 75, 74, 77
CMYK 3, 4, 0, 70

GREY 3
HEX #7C7B7F
RGB 124, 123, 127
CMYK 2, 3, 0, 50

GREY 4
HEX #A9A7AD
RGB 169, 167, 173
CMYK 2, 3, 0, 32

GREY 5
HEX #CECECE
RGB 206, 206, 206
CMYK 18, 14, 15, 0

GREY 6
HEX #F5F5F5
RGB 245, 245, 245
CMYK 3, 2, 2, 0

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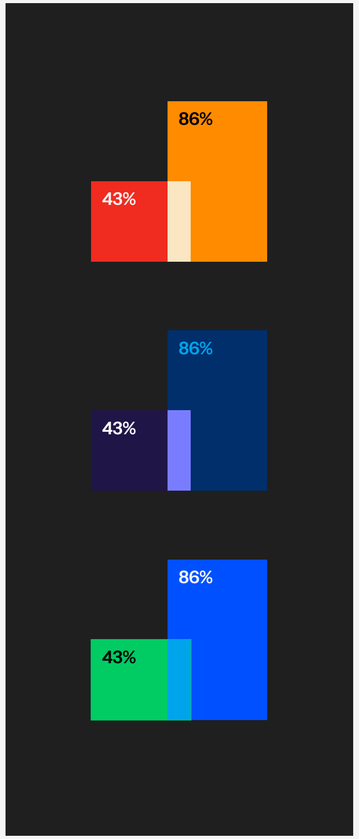
Color Value Accessibility
Primary & Secondary Colors

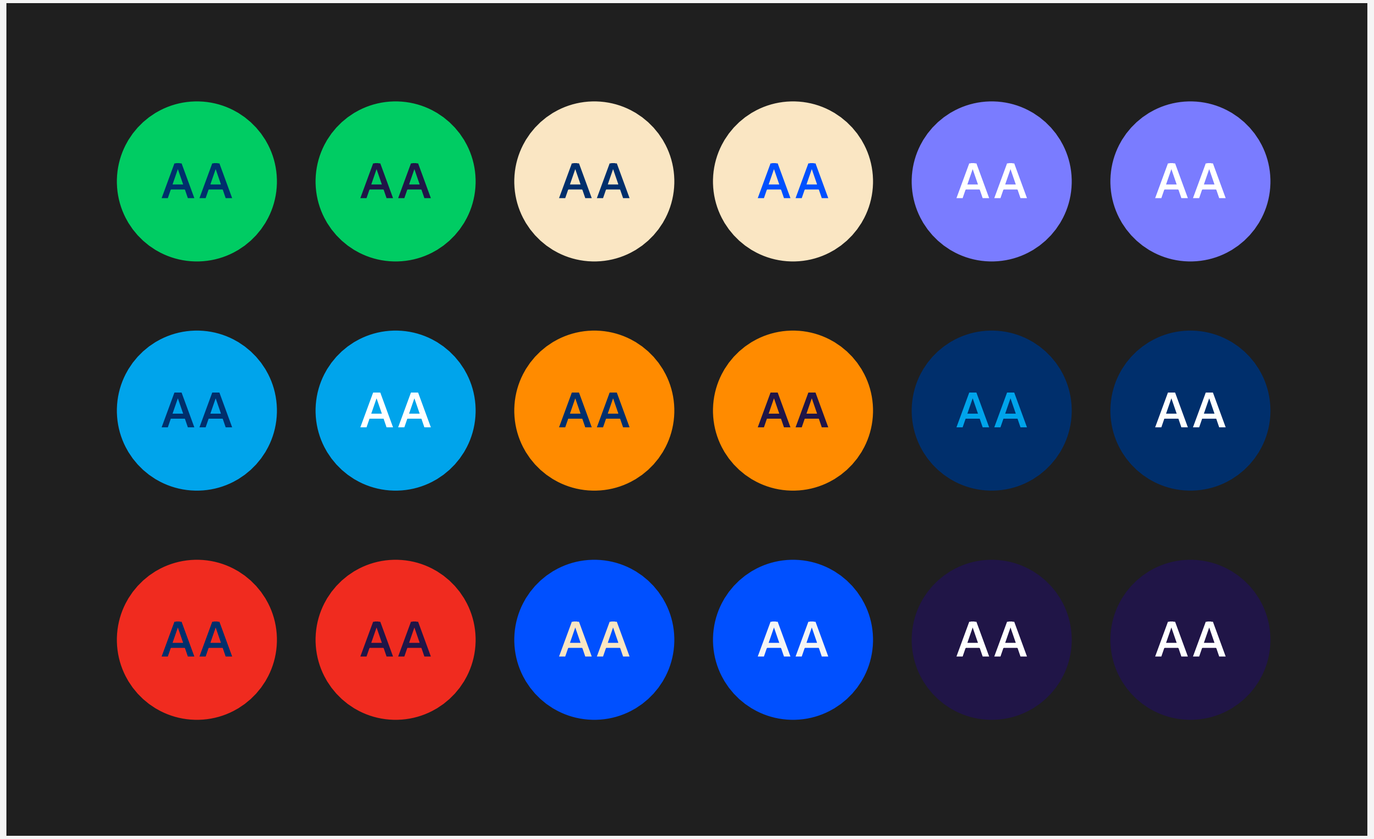
Contrast is a key part of making design accessible. By carefully pairing text and background colors, we not only uphold our brand standards, but we also make sure our content is readable for those with varying levels of vision.

Although we can't control how colors appear on different screens due to varying monitor calibrations, the WCAG recommends a minimum contrast ratio of 4.5:1 for an AA rating and 7:1 for an AAA rating to ensure text is accessible.

Combination Examples



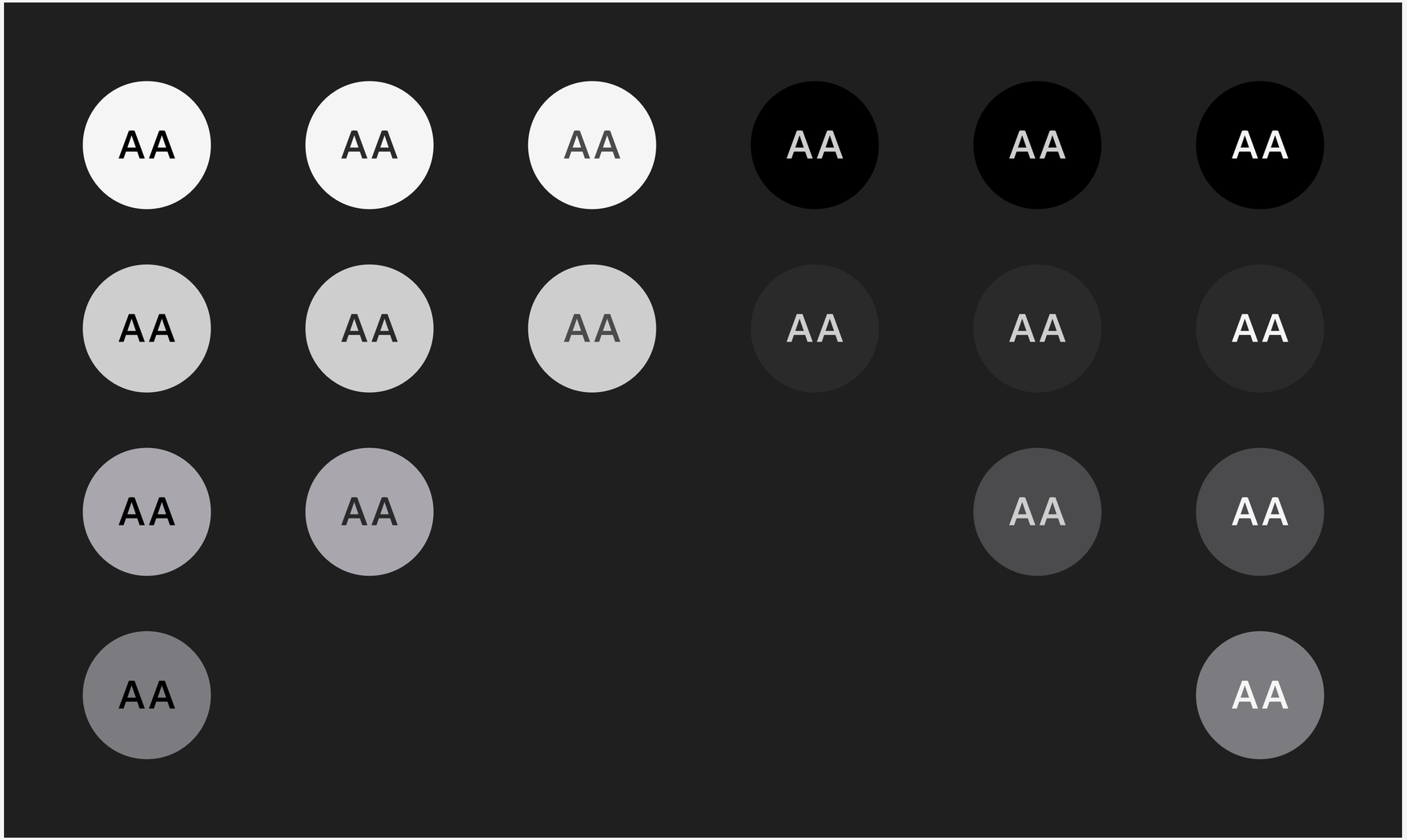
Accessible Text Combinations



Color Value Accessibility
Tertiary & Greyscale Colors

Included are passable examples of pairing greyscale swatches to address accessibility concerns and to ensure that content is readable.

Accessible Text Combinations



Color Pairings
Primary Color Palette

Primary colors can work in almost all cases when paired with another primary color.

Included is the only unsuccessful primary color pairing.

All other pairing combinations of the four primary colors may be used.

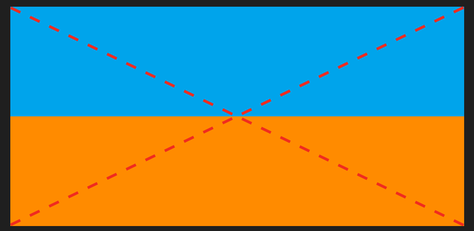
Successful Color Pairing Examples

Akamai Navy + Akamai White

Akamai Orange + Akamai White

Akamai Navy + Akamai Orange

Unsuccessful Color Pairing Example



Akamai Blue + Akamai Orange

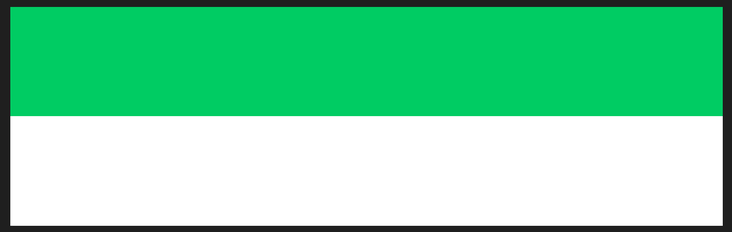
Color Pairings
Secondary Color Palette

Secondary colors ONLY work when paired with a primary color.

Included are examples of unsuccessful pairings in which two secondary colors are incorrectly paired together.

All other combinations of primary and secondary colors may be used.

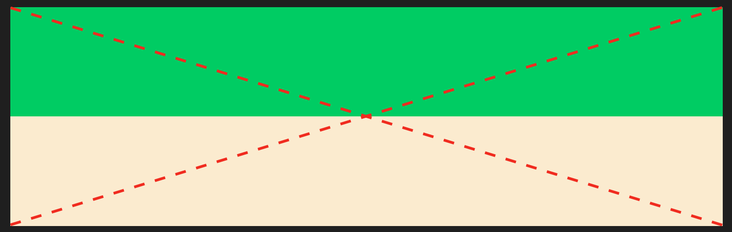
Successful Color Pairing Examples



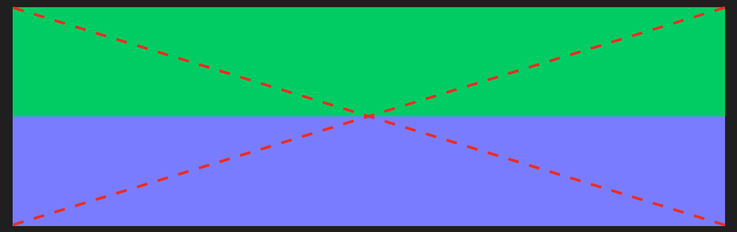
Green + Akamai White

Green + Akamai Navy

Unsuccessful Color Pairing Examples



Green + Sand



Green + Lavender

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How We Look
Visual Identity

Typographic System

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Primary Typeface
Language Support

Instrument Sans is the primary typeface for the Akamai brand. It is a versatile sans serif typeface that combines precision with a touch of playfulness, making it perfect for a wide range of expressions. Its variety of weights, widths, and italics gives it a distinctive contemporary feel, with flexibility to adapt easily to different styles.

**Arial is available on all major operating systems and is to be used ONLY as an alternate font when Instrument Sans isn't available.*

INSTRUMENT SANS
LATIN CHARACTER SET
466 LANGUAGES

ARIAL*
LATIN & CYRILLIC
11 LANGUAGES

Download approved Primary Typefaces

Primary Typeface Hierarchy

H1

Heading 01 Title Here

H2

Heading 02 Title Here

H3

Heading 03 Title Here

H4

Heading 04 Title Here

PULLQUOTE

Pull-quote here lorem ipsem.

BODY 1

Primary body copy lorem ipsum nonsend antin cote estorro nulpari oreperum reris alit quatur que eumite quatiuntis et eius quatio. Imagni con con raestibusa qui rerion sedit estiur, eum sam repra nobis ape volende llabore quise nus utem porem sit ad que ma nonseques nem autata qui dolupidundae estibus, aspitate offica setises quos dissi net rehendunt abo. Meruptatur, ilitati asperro volum ea consectus quas debis.

BODY 2

Secondary body copy lorem ipsum nonsend antin cote estorro nulpari oreperum reris alit quatur que eumite quatiuntis et eius quatio. Imagni con con raestibusa qui rerion sedit estiur, eum sam repra nobis ape volende llabore quise nus utem porem sit ad que ma nonseques nem autata qui dolupidundae estibus, aspitate offica setises quos dissi net rehendunt abo. Meruptatur, ilitati asperro volum ea consectus quas debis.

CAPTION

Caption copy lorem ipsum nonsend antin cote estorro nulpari oreperum reris alit quatur que eumite quatiuntis et eius quatio. Imagni con con raestibusa qui rerion sedit estiur, eum sam repra nobis ape volende llabore quise nus utem porem sit ad que ma nonseques nem autata qui dolupidundae estibus, aspitate offica setises quos dissi net rehendunt abo. Meruptatur, ilitati asperro volum ea consectus quas debis.

CTA 01

Click here

Click here

Click here

META TITLE / TAG

TAG

FOOTER

Section page

DATA / NUMBERS

417

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Primary Typeface
Font Usage

All weights and styles of Instrument Sans may be used as appropriate.

INSTRUMENT SANS
BOLD

Products / Solutions / Why Akamai / Partners

INSTRUMENT SANS
SEMIBOLD

Power and protect

INSTRUMENT SANS
SEMIBOLD

Akamai's full-stack cloud computing solutions deliver superior performance and flexibility on the world's most distributed platform.

INSTRUMENT SANS
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

INSTRUMENT SANS
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

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Typographic System Flexibility

This page shows our type specs put to use. Through a diverse range of scales, each type spec is formatted for a specific use case.

81

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at tincidunt sapien, a commodo mi. Integer mattis vulputate leo id imperdiet. In accumsan egestas porta. Etiam vel aliquam est, ac congue nisl. Quisque a elementum est. Donec at lacus imperdiet, molestie lacus sed, pharetra tellus. Vestibulum lectus tortor, placerat et interdum id, posuere quis nunc. Mauris convallis porttitor vehicula. Donec auctor, mi sed efficitur volutpat, magna dolor accumsan nibh, quis viverra tellus elit non nulla quisque.

Te porrum sed anteur atete placien eoriora nam audem

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

“Mauris convallis porttitor vehicula. Donec auctor, mi sed efficitur volutpat, Nam nisi mauris laoreet”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at tincidunt sapien, a commodo mi. Integer mattis vulputate leo id imperdiet. In accumsan egestas porta. Etiam vel aliquam est, ac congue nisl. Quisque a elementum est. Donec at lacus imperdiet, molestie lacus sed, pharetra tellus. Vestibulum lectus tortor, placerat et interdum id, posuere quis nunc. Mauris convallis porttitor vehicula. Donec auctor, mi sed efficitur volutpat, magna dolor accumsan nibh, quis viverra tellus elit non nulla quisque.

LORERI OCCUST QUA MUSASSIMUS DELENDIT QUIS EXPERFE RNATEM.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at tincidunt sapien, a commodo mi. Integer mattis vulputate leo id imperdiet. In accumsan egestas porta. Etiam vel aliquam est, ac congue nisl.

Fusce finibus feugiat eros, in pretium lectus tristique vitae. Morbi pulvinar eget massa varius. Mauris varius quam in est commodo, ultrices emit consectetur ante fermentum. Cras consequat pellentesque ex et iaculis.

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Asian Typefaces

These fonts should be used as an integral part of our brand identity for digital and print materials produced in, and created for, Asian markets.

CHINESE SIMPLIFIED
REGULAR

DFP hei

比 西 迪 伊 艾弗 吉 艾尺 艾 杰 艾勒 艾马 艾娜 哦 屁 吉吾 艾儿 艾 提 伊吾 豆贝尔 艾克斯 吾艾 贼德

CHINESE TRADITIONAL
W5

DF hei

的 是 不 我 一 有 大 在 人 了 中 到 資 要 可 以 這 個 你 會 好 為 上 來 就 學 交 也 用 能 如
文 時 沒 說 他 看 提 那 問 生 過 下 請 天 們 所 多 麼 小 想 得 之 還 電 出

JAPANESE
REGULAR

Meiryo

あ い う え お か き く け こ が ぎ ぐ げ ご さ し す せ そ ざ じ ず ぜ ぞ た ち つ て と だ ぢ づ で ど な
に ぬ ね の は ひ ふ へ ほ ば び ぶ べ ぼ ぱ ぴ ぷ ぺ ぽ ま み む め も や ゆ よ ら り る れ ろ わ を ん

KOREAN
REGULAR

Malgun Gothic

가 나 다 라 마 바 사 아 자 차 카 타 파 하

Download approved fonts

How We Look
Visual Identity

Creative Direction

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Creative Direction
Brand Illustrations

Our **brand illustrations** help communicate the intangible qualities of Akamai in a dynamic and flexible way. They work to emphasize key messages through the use of bold visual metaphors.

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The Wave Graphic

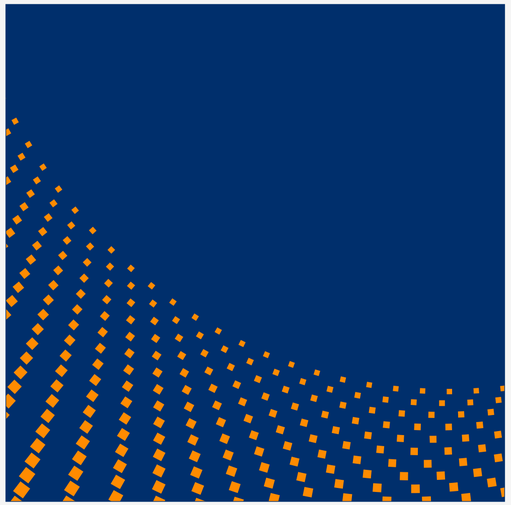
The wave illustration helps us tell our brand story and communicate how we power and protect a moment of life online.

It is made up of individual wave graphic components that come together to form a wave silhouette that flows from left to right with positive energy.

The wave direction of flow can reverse in countries where a page typically reads from right to left.

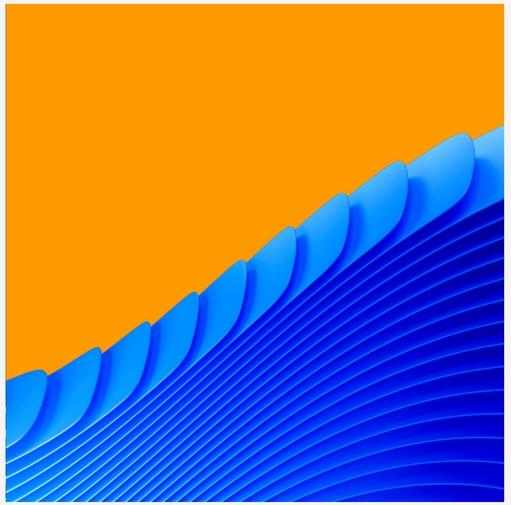
POWER

Visually represents data. Digital touchpoints. Ideas. Flexibility. Simplicity. Transparency. Acceleration. Energy. Flow. Performance.



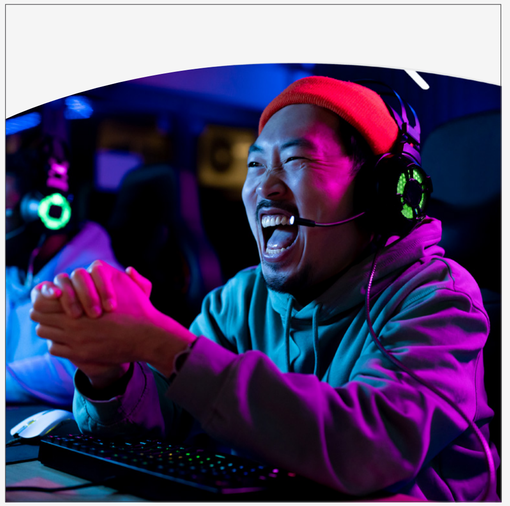
PROTECT

Visually represents reliability. Security. Layered protection. Dynamism. Strength. Scale. Confidence. Cutting edge.



LIFE ONLINE

Visually represents business use cases and experiences enabled by Akamai. Amazing applications in action. Joyful moments. Successful outcomes. Positivity.



Note: The layout above is intended only to express a visual brand metaphor and is NOT intended as a template or suggested layout.

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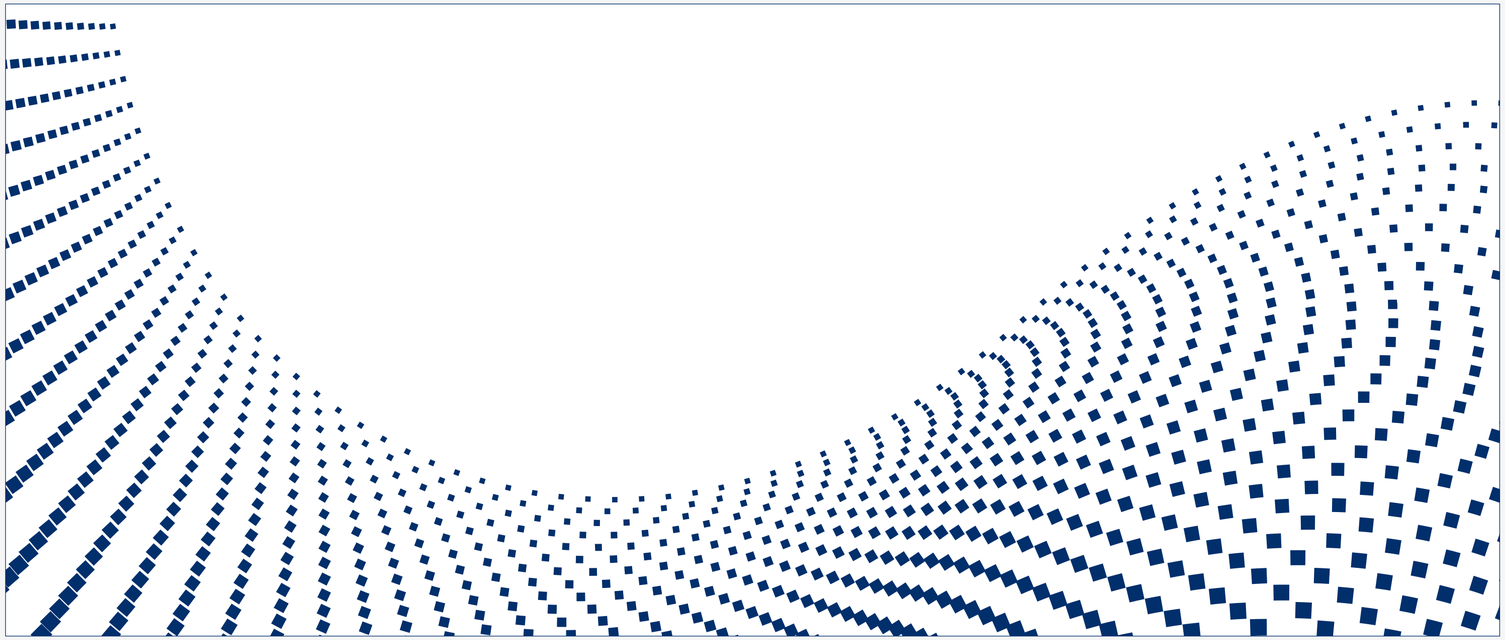
The Wave Graphic
2D Component

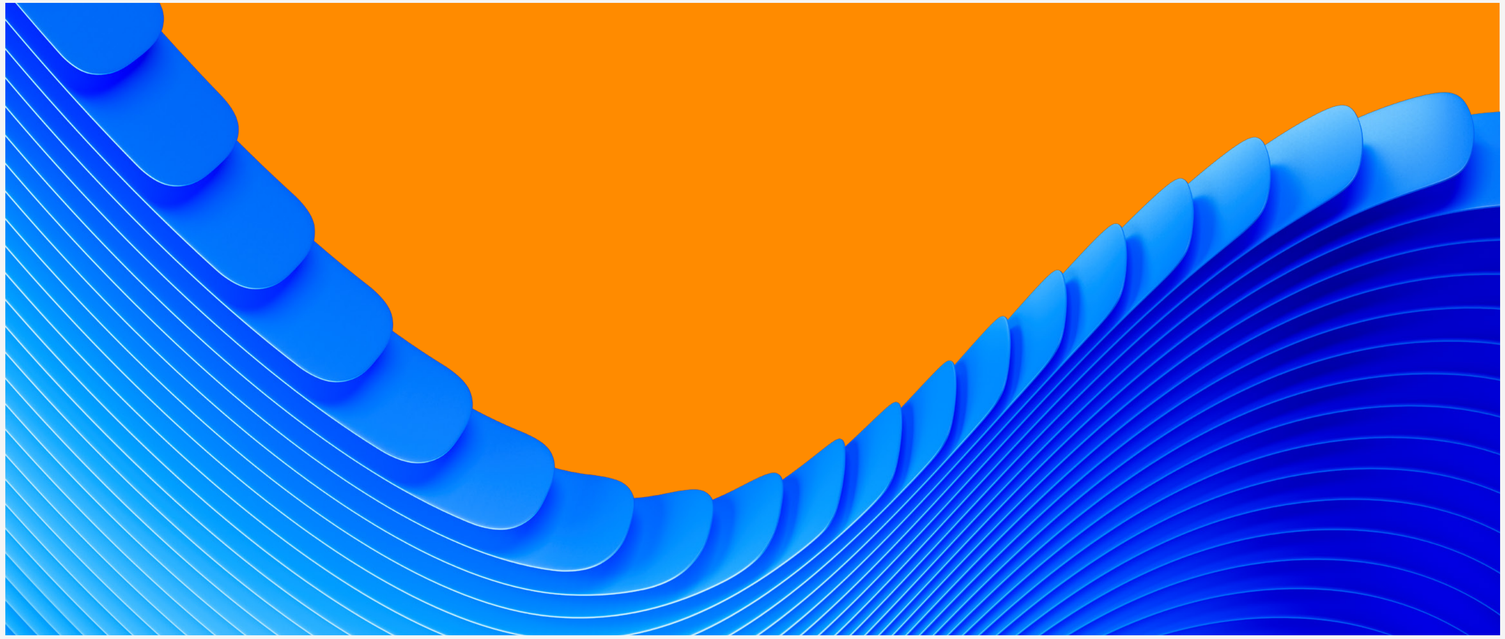
Built with attention to granularity, this flowing 2D graphic speaks to speed and performance. This asset benefits from alternate densities that adapt appropriately to their respective canvas.



Download the 2D brand illustrations

The Wave Graphic
3D Component

This rendered graphic layers substantial wave shapes against a stark backdrop to convey reliability and stability. The 3D wave feels grounding, smooth, and secure, and has rounded edges.

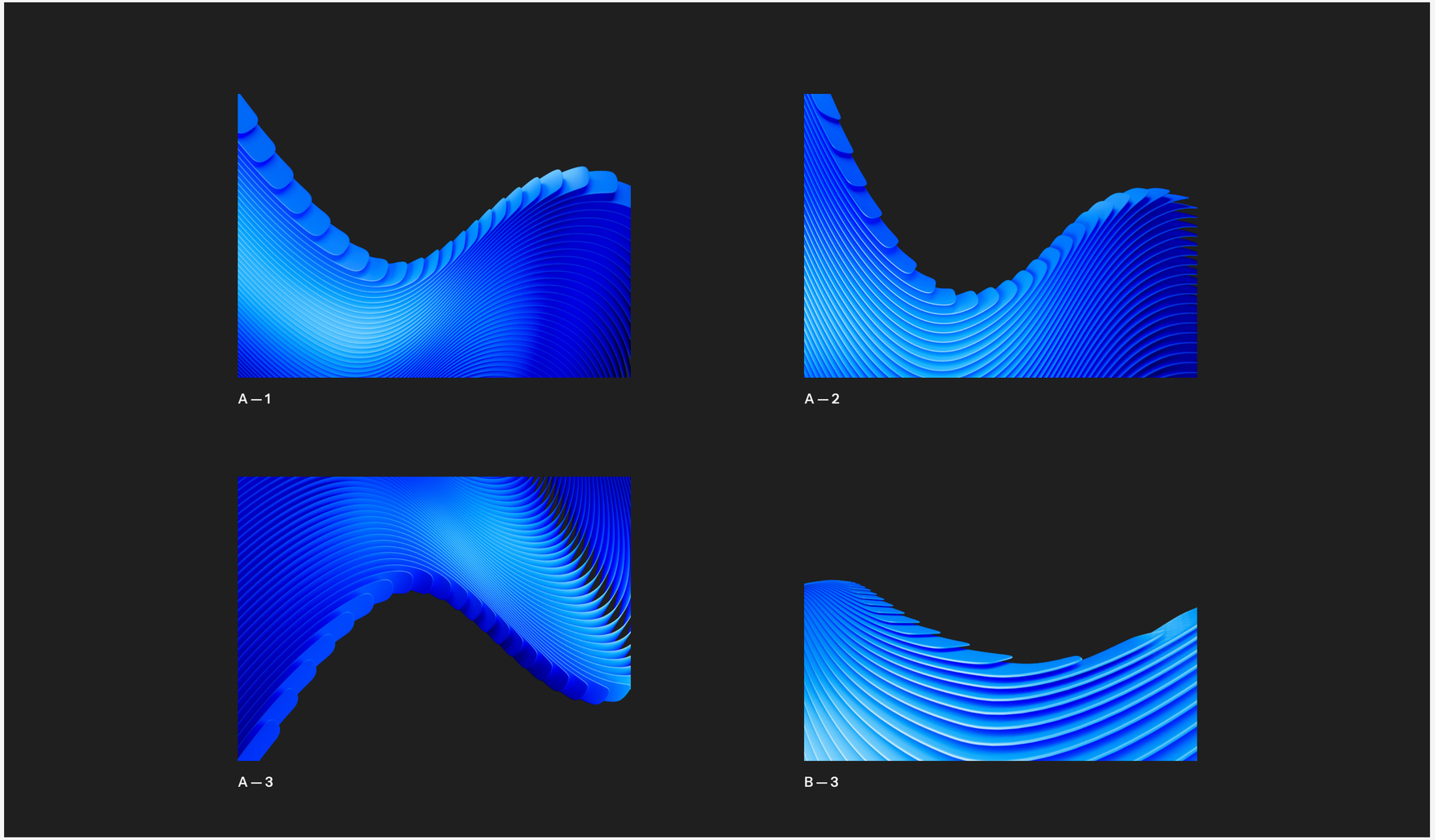


Download the 3D brand illustrations

The Wave Graphic
Formations

Primary Use (A – 1, A – 2)

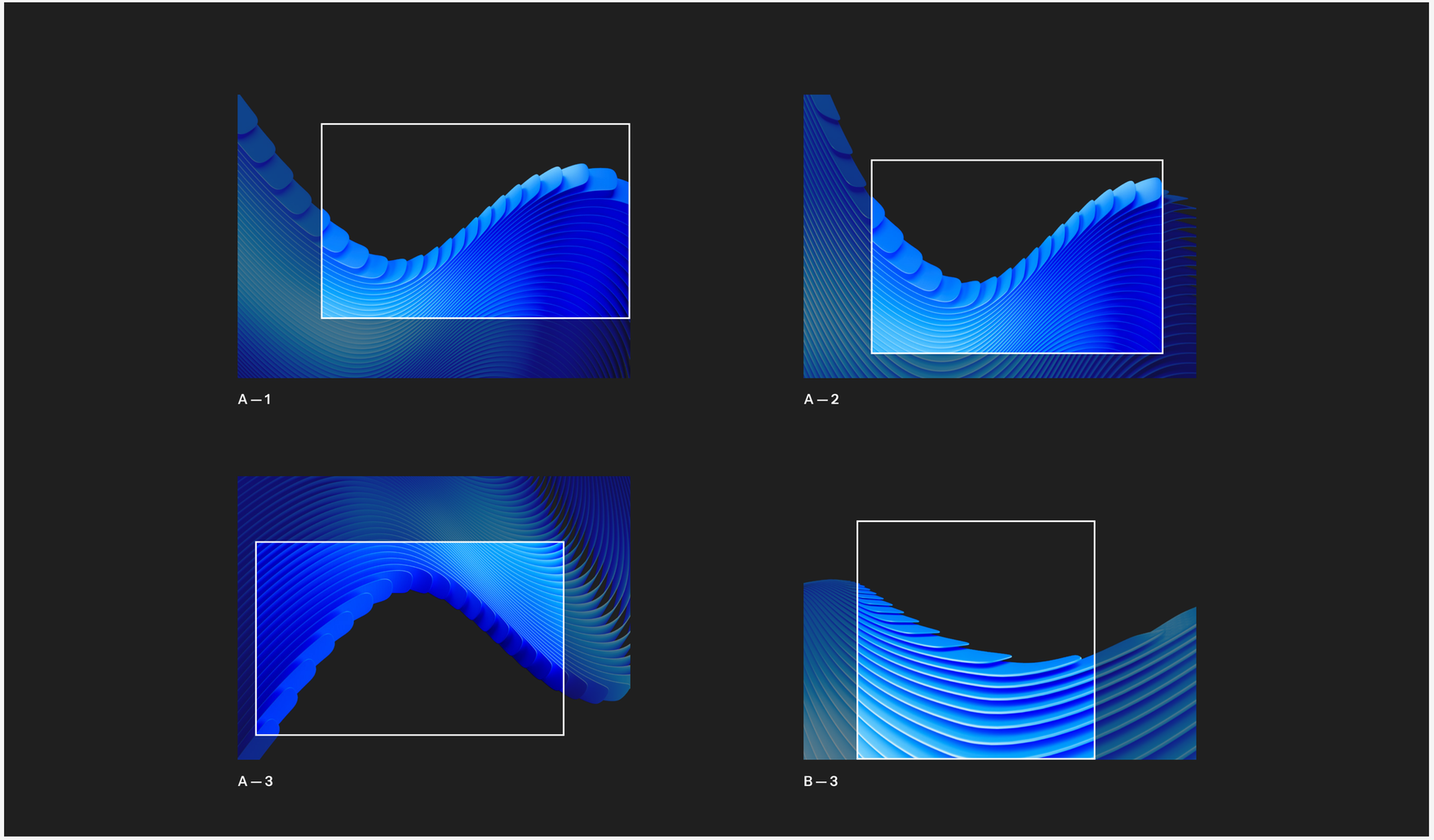
Secondary Use (A – 3, B – 3)



Note: There are very few use cases in which a full wave should be used.

The Wave Graphic
Cropping

All waves are rendered with additional span to accommodate a wide range of applications, intended to be cropped in service of the compositional needs of any canvas dimension.

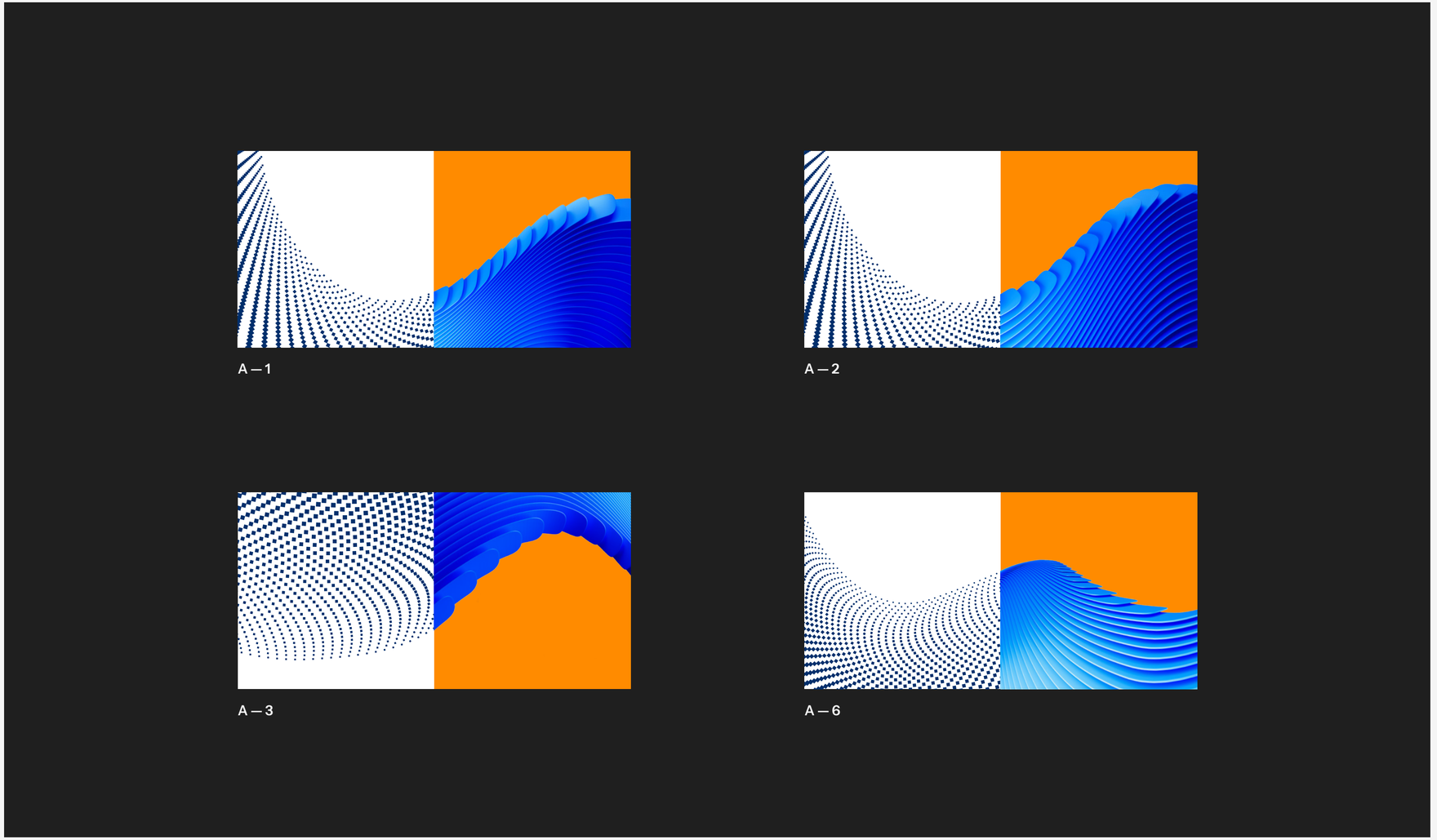


The Wave Graphic
Primary Pairings

These wave pairings work because they stay true to the overall graphic wave principles outlined on page 40, by showing the wave flowing from left to right with enough substance and positive energy.

The wave always starts on the left-hand edge with enough of an angle to create the powerful energy it needs to charge to its exit on the right-hand edge.

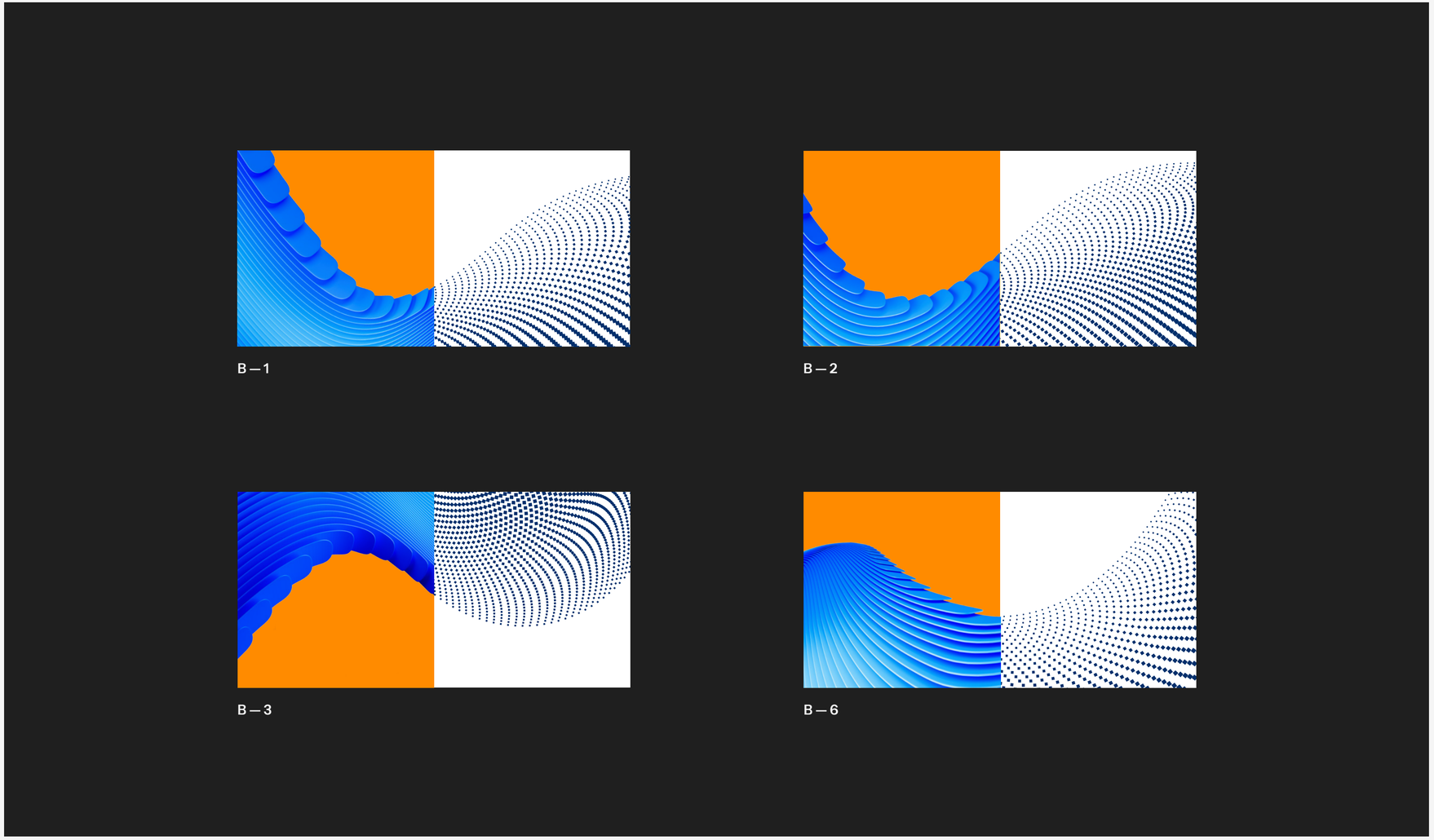
It always exits to the right with an upward trajectory, to communicate positive, empowering energy.



Download these assets

The Wave Graphic
Secondary Pairings

These pre-paired wave compositions are ready for use.

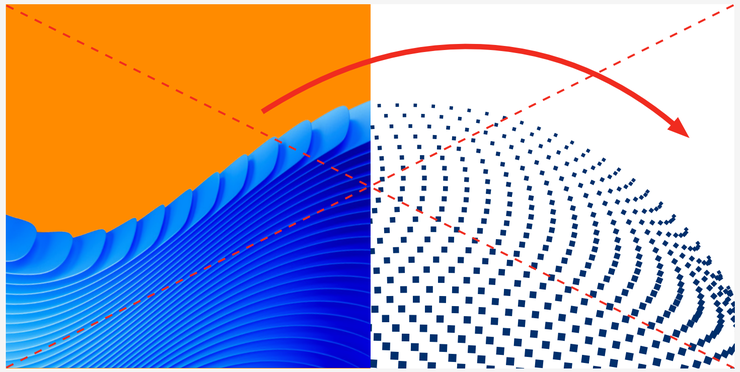


The Wave Graphic
Misuse

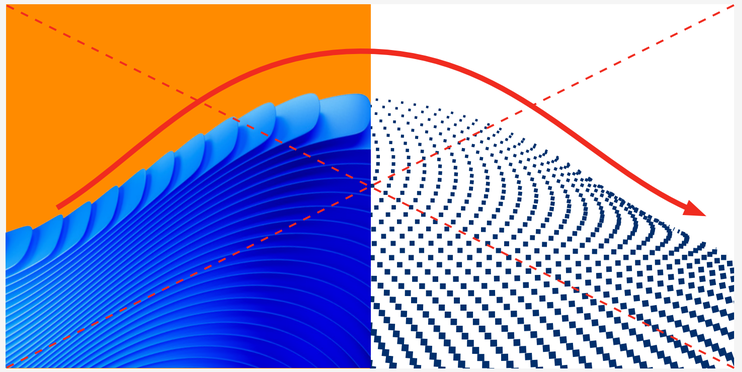
Ideally, the wave graphic pairing assets provided would be used as-is. However, in custom cases where they may need to be created, please refer to these misuse examples.

The wave never exits to the right on a downward trajectory, as this would communicate the negative association of a crashing wave crushing whatever is in its path.

DON'T shape a wave in a figure that represents a downward dive.



DON'T shape a wave in a figure that represents a bell curve.



Creative Direction
Photography

Photography plays an integral role in the brand toolkit. Capturing scenes that reflect Akamai's impact completes the full picture of the company's capabilities. Approachable imagery that illuminates the brand's humanity is at the core of the system.

Note: All photography in this deck is available and licensable on Getty.

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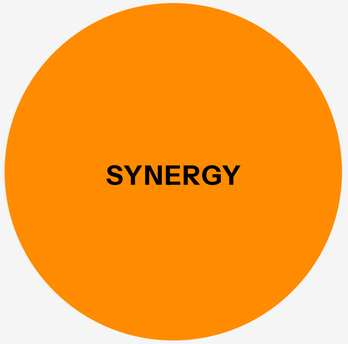
Photography Principles

These are the key components that define the photographic expression of the brand.

Photos should feel relatable and relevant so that our audience can see themselves reflected in the work.



Imagery should be purposefully chosen to work in collaboration with the design system to create dynamic impact.

Scenes should feel realistic and believable to create a sense of trust between us and our audiences.

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Photography
Overview

Life online is about connecting people, shared experiences, and opportunities, so our photography should reflect that. We should show customers and employees together and demonstrate what Akamai makes possible.

Images with a dominant splash of saturated color should be paired with a similar colored wave or wave background color.

[Photography library]

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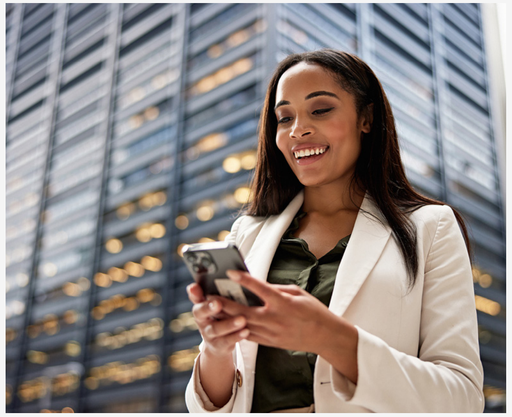
Photography
People

Humans — whether customers or employees — are at the core of the photographic system, and they need to feel genuine and engaging. Whenever possible, we should show people connecting, collaborating.

STYLE DIRECTION

- Show a variety of authentic expressions
- Be mindful of diversity
- Ensure locations are real and believable, not staged



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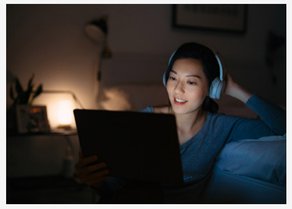
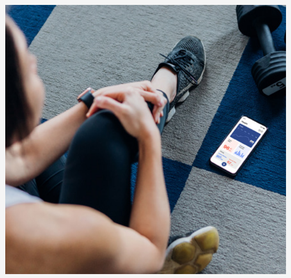
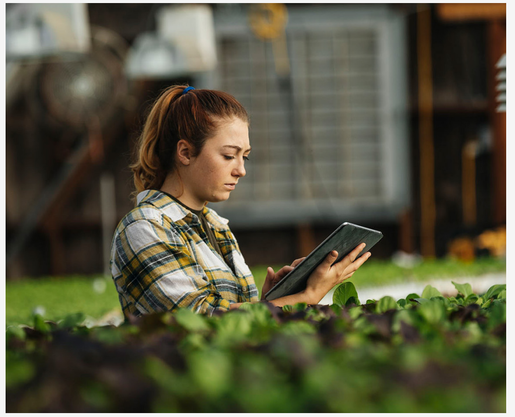
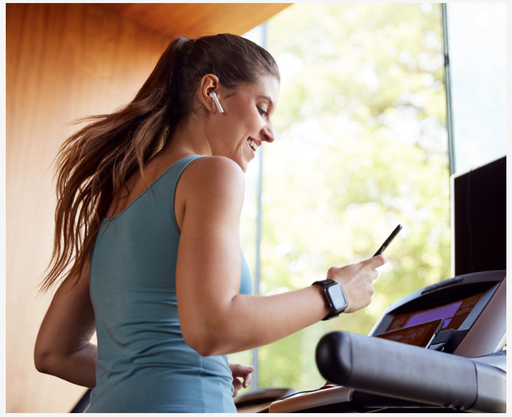
Photography
Devices

It's not just about showing people interact with technology, but rather highlighting industry use cases. The scene — and sense of place — should give the viewer enough context to relate to the imagery without losing a sense of humanity.

STYLE DIRECTION

- Show a variety of angles and environments
- Ensure the tech feels optimistic
- Display genuine interaction and engagement



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Photography
Cityscapes

Cityscape imagery captures the energy, ambition, and architectural dynamism of the modern world. These images are not just backdrops — their clean lines, dramatic light, and sense of momentum reinforce innovation and the global reach of our brand.

STYLE DIRECTION

- Look for modern architecture with strong lines and perspective
- Choose recognizable landmarks with dramatic lighting and skies
- Show connection between people and place

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Photography
Lighting & Composition

Scenes should depict lighting that is realistic to the environment and not artificially rendered or treated. Compositions should be dynamic and highlight the people and actions featured.

STYLE DIRECTION

- Select scenes that are easy to understand
- Ensure the composition highlights the subject
- Leverage lighting to give a deeper sense of experience

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Photography
Misuse

In order to concentrate Akamai's expertise and experiences through imagery, it's best to steer clear of photos that can muddle the brand's messaging.

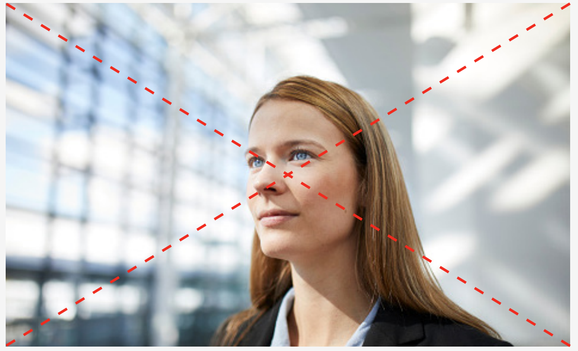
Complex imagery
Wide compositions

Unrealistic scenes
Hyper-graphic overlays

Staring into space
Not engaged in activity

Floating hands
Not enough context

Busy background
Distracts from subject matter



Overly treated
Blown out

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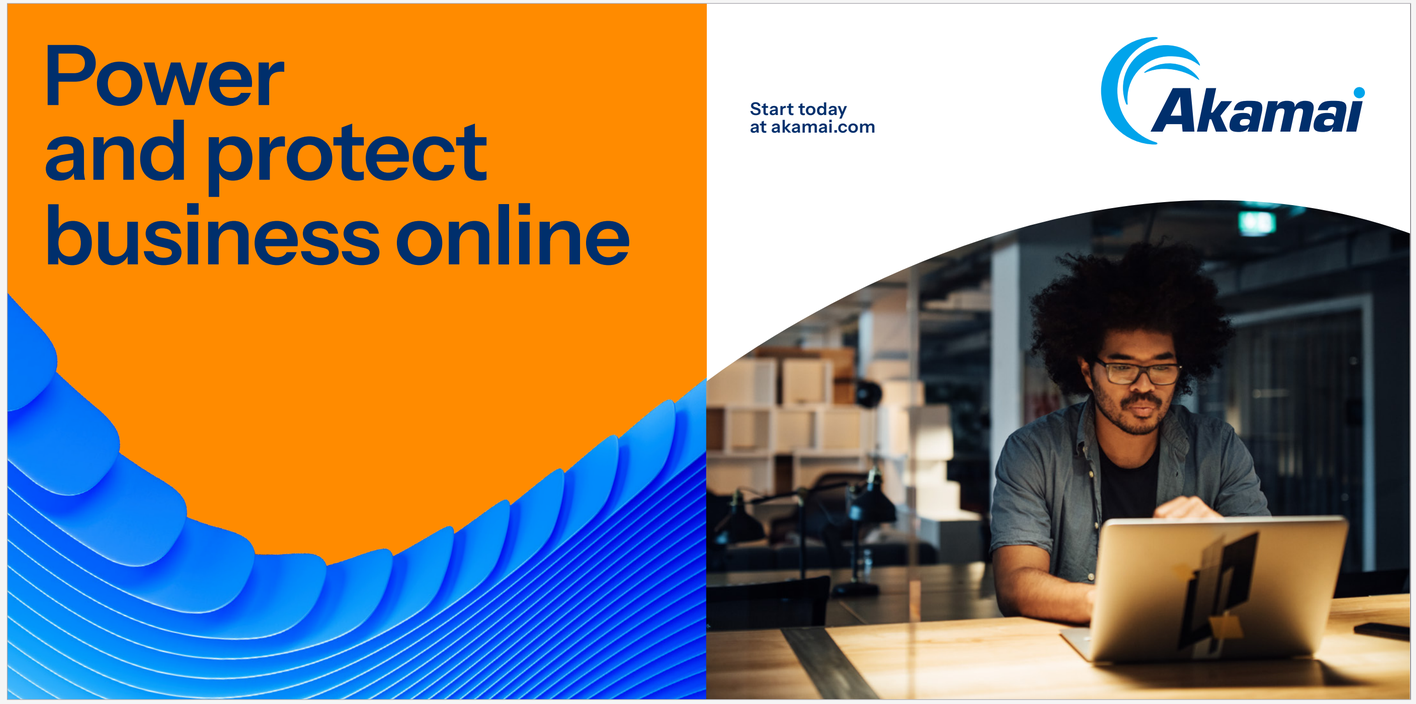
Photography
Container

For consistent graphic language, photo-forward instances should utilize containers derived from the wave's organic shaping, providing flexible space for a variety of image types.



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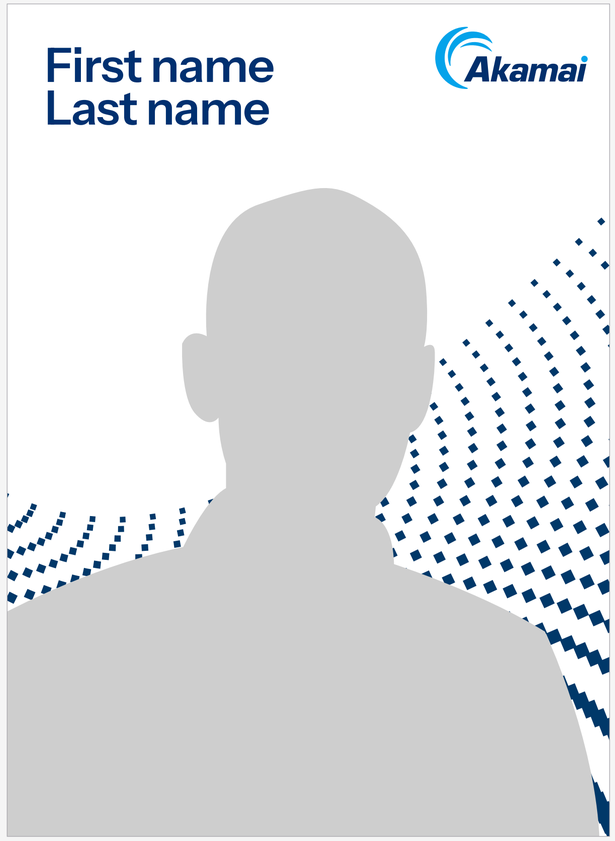
Photography
Graphic Background

In content instances that are primarily photography, the addition of a graphic overlay derived from the details of the 2D wave can be used as a graphic background to add visual interest and design consistency.

Examples



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Photography & Design

The relationship between the photos and the design system needs to be considered so they are working together to create greater impact and not working against each other. Here are some tips on how to do this successfully.

STYLE DIRECTION

- Think about the color and tones in the images and how they interact with the design
- Choose images that bring copy to life and bring greater understanding of what we are trying to communicate
- Utilize smart cropping choices that don't compromise the intent of the imagery
- Flip images horizontally to work better in our design (watch out for any text that appears in the image)
- Use images that are not overly complex or have graphic elements that interfere with the design

Example of a good pairing.

Don't select images that blend into the background color of the design. This dilutes the impact of the wave.

Example of a good pairing.

Don't crop images in ways that impact the subject's likeness.

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Creative Direction
Iconography

Iconography is used to extend and simplify meaning where necessary. This occurs particularly in functional contexts such as UI/UX treatments for web and mobile, as well as infographics where iconography is needed to provide a specific function.

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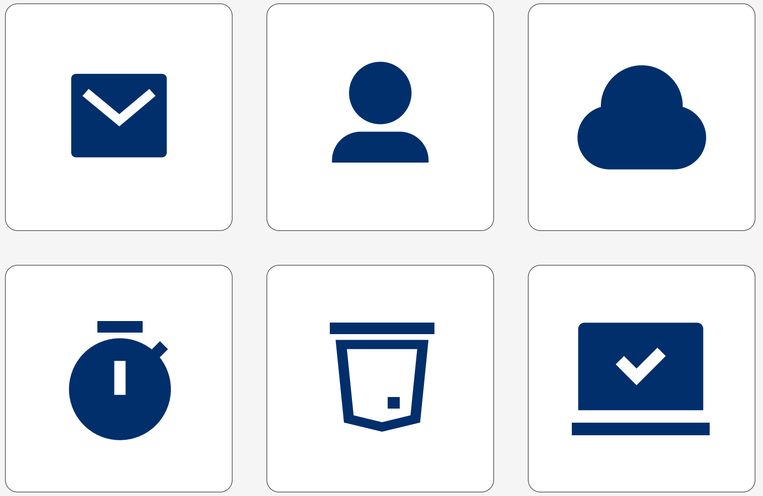
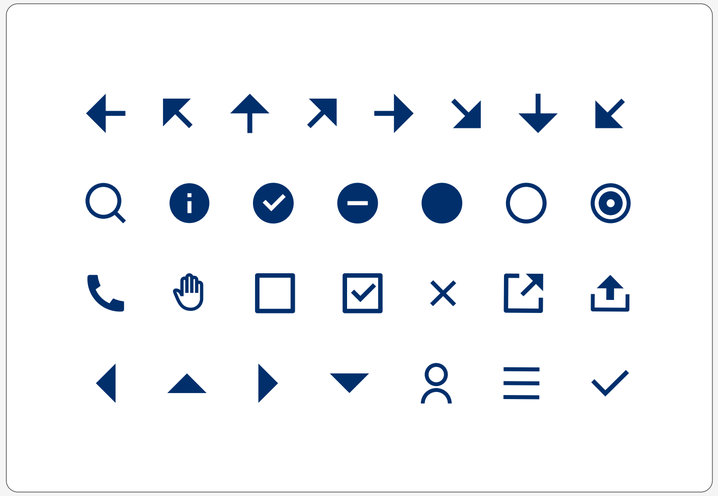
Iconography

Built for increased legibility at a small scale using solid forms, our icons communicate concise actions and functions among interfaces with confidence and durability.

STYLE DIRECTION

- Use a solid fill when possible
- Embrace negative space to complete the picture with minimal detail
- Lean into uniform strokes
- Make sure to use sharp corners



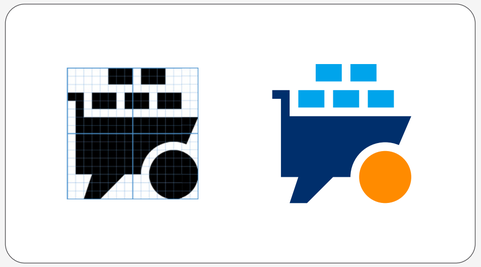


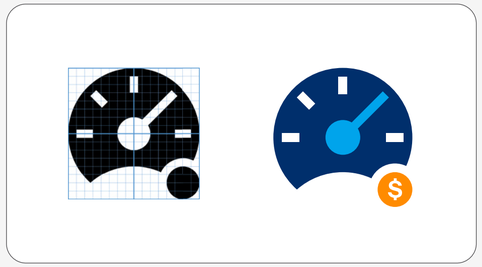
Icon library

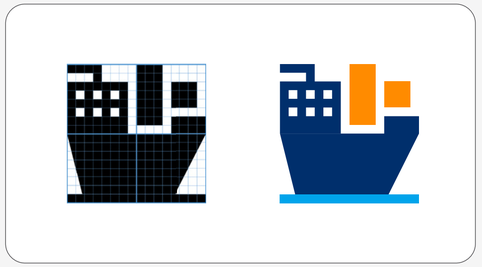
Iconography
Pictograms

Pictograms, like iconography, should be designed with a common template to ensure uniformity of production, while maintaining adequate characteristics to represent their intended visual narrative.

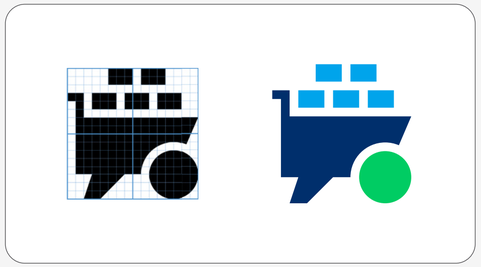
Modular Style
Primary Color Palette

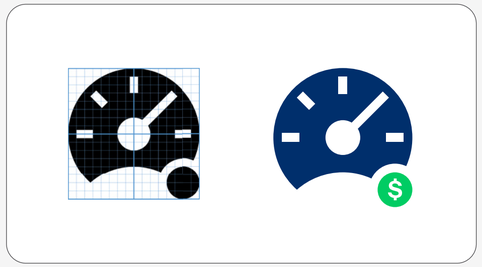


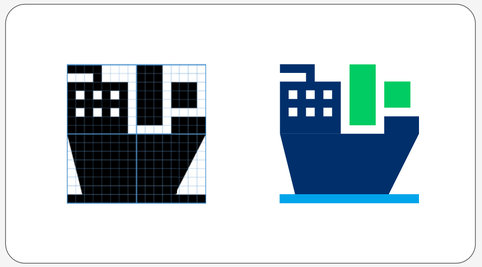




Modular Style
Secondary Color Palette







Creative Direction
Graphic Visualizations

Graphic visualizations are powerful tools in brand identity and storytelling, as they transform complex information into easily digestible visuals that align with a brand's aesthetic, while conveying key messages clearly and memorably.

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Graphic Visualizations
Abstract Product

The 3D style is inspired by the 3D wave graphic. Similarities in style help create a sense of cohesion.

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Graphic Visualizations
Conceptual Illustrations

These illustrations are used to tell a story with a geometric handling of form.

The simple, graphic style reflects and builds on the brand's icon style, with thick lines, negative space, and limited detail.

The strong color blocking in these illustration styles references the multicolor backgrounds seen in hero assets.

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Graphic Visualizations

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How We Look
Visual Identity

Summary

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Logo

Light Mode

Dark Mode

Knockout

Legacy

Color

Primary

Secondary

Tertiary

Typography

Font: Instrument Sans

Scale

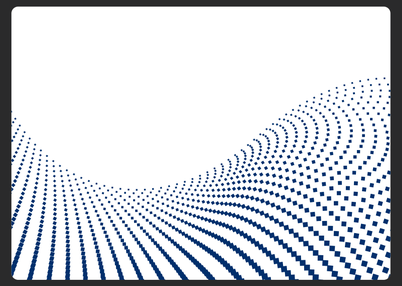
Power and protect business online

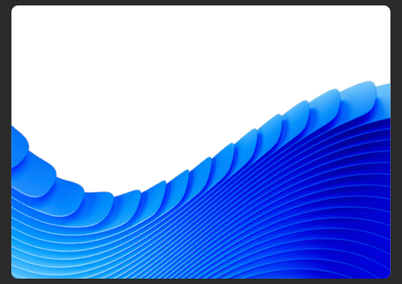
Build, secure, and accelerate your applications and digital experiences

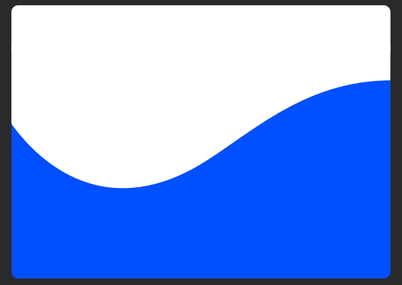
Protect your data, workforce, and digital experiences.

Illustration

Wave Graphic Components







Photo, Icons, Graphic Viz

Photo Direction

Iconography

Graphic Visualizations

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How It All Comes Together

How It All Comes Together

Let’s see how this comes to life across key applications.

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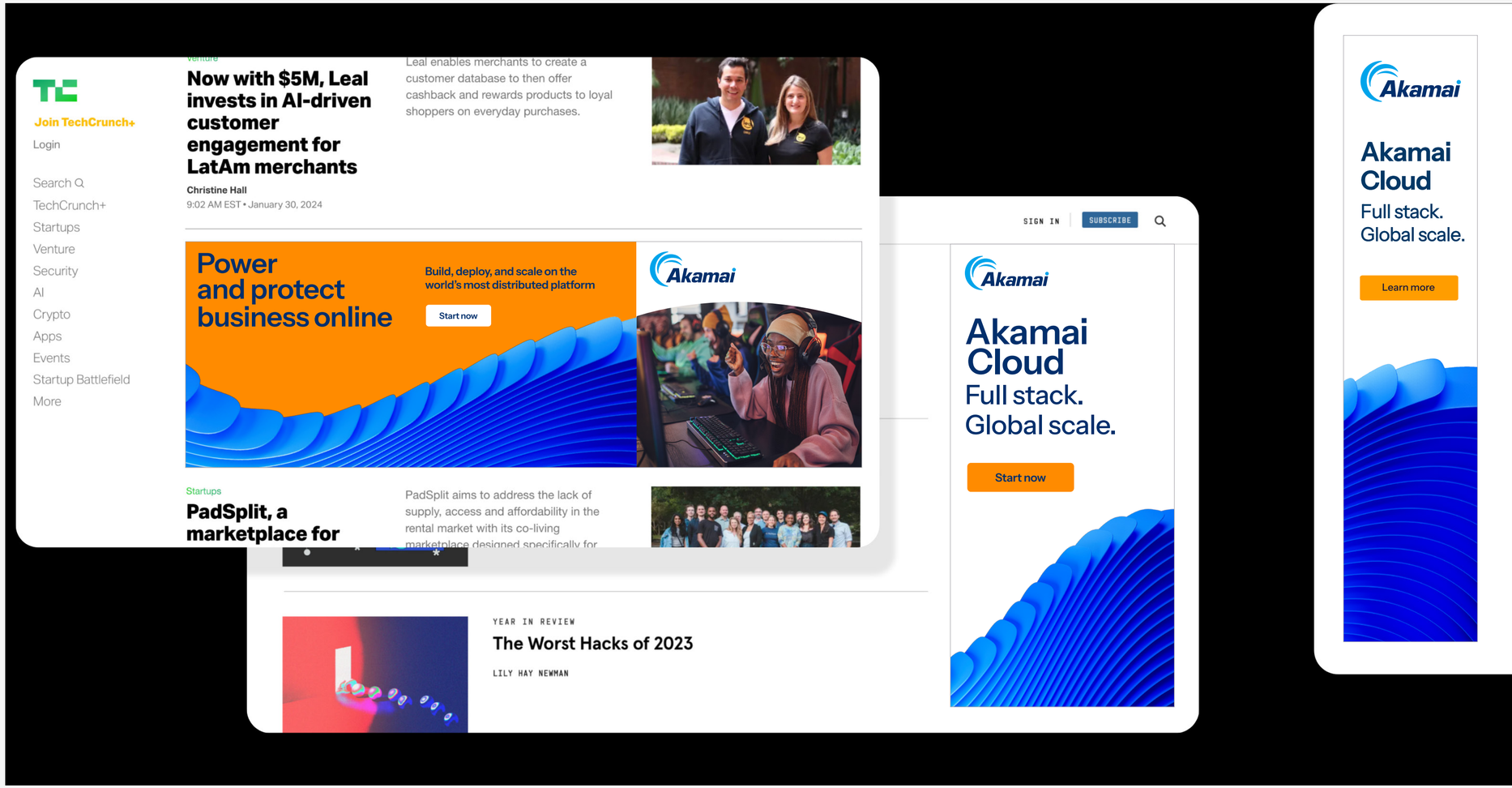
Digital Ads



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Industry Event
Infosec Booth

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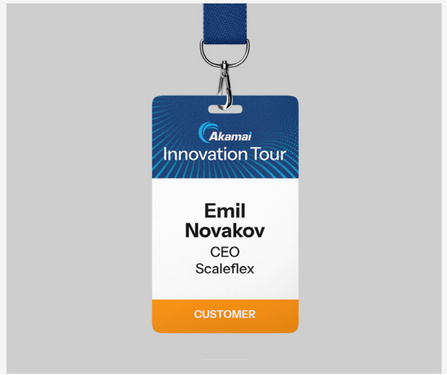
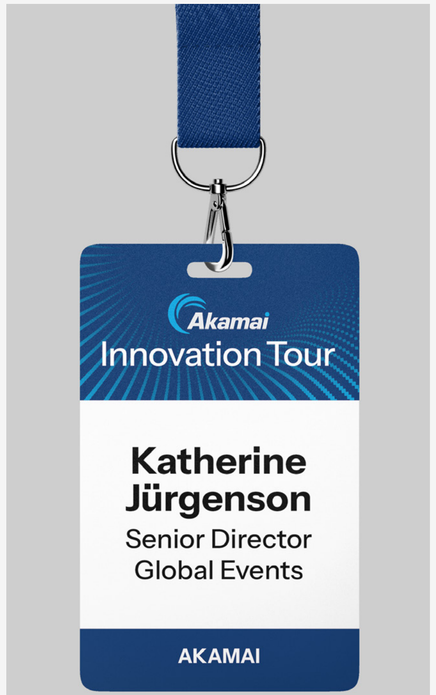
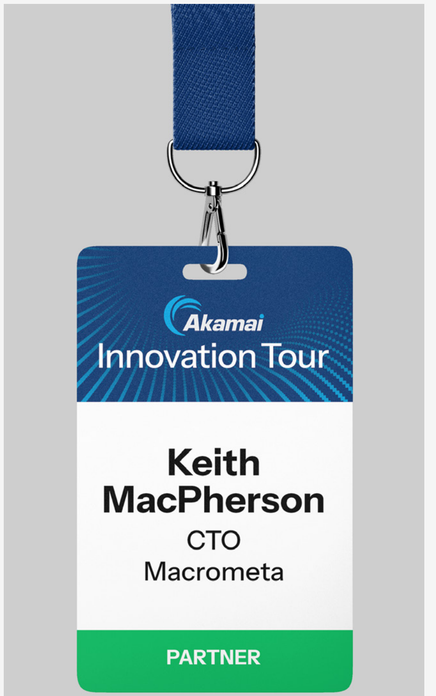
Badges







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Social Posts

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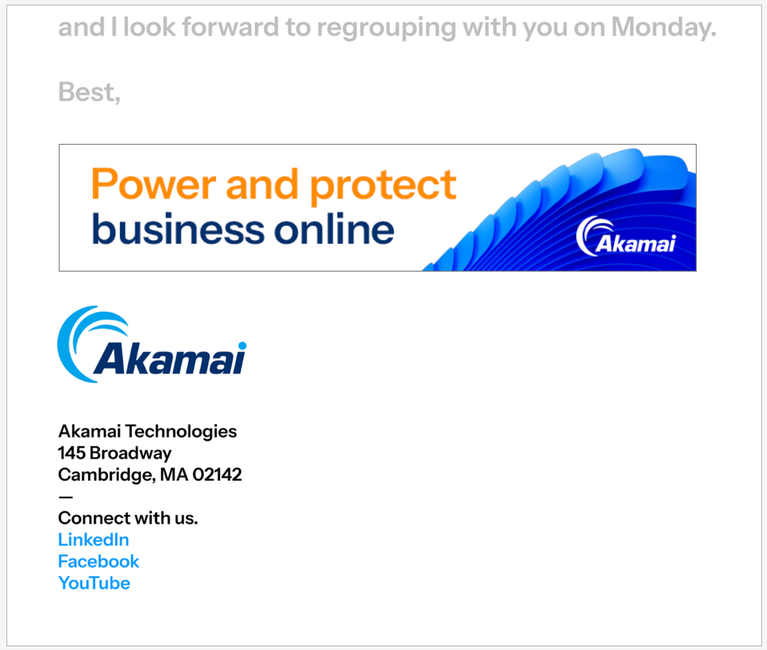
Email Signature & Company Swag



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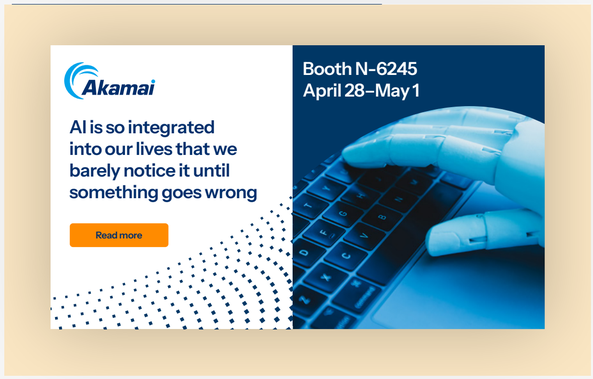

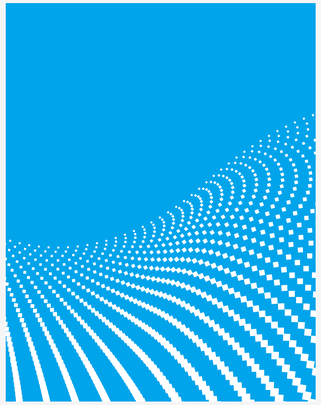

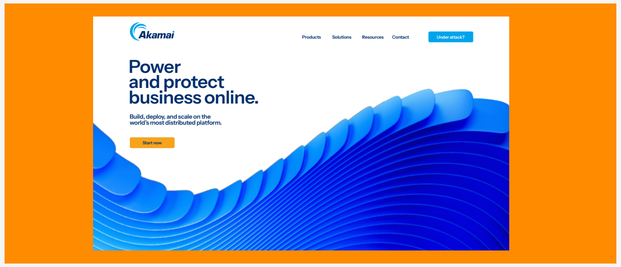

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Resources

Presentation Template

Email Signature

Brand, Creative, and Digital Marketing page on Aloha

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Questions about our brand?

Check out the Brand, Creative, and Digital Marketing page on Aloha or contact us directly by emailing us at dl_brandguide@akamai.com