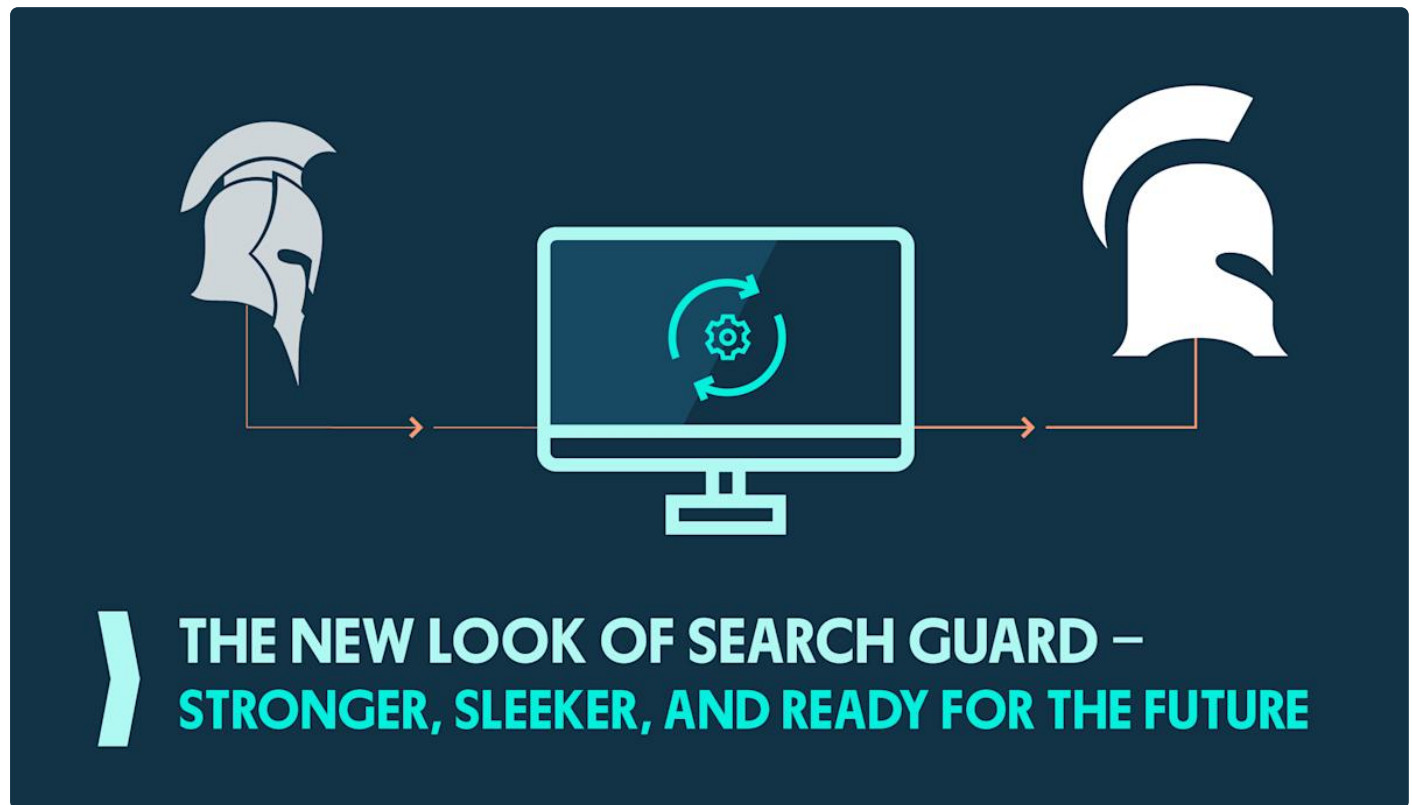


# Unveiling the New Look of Search Guard – Stronger, Sleeker, and Ready for the Future

Anja Glauch · 2024-11-18



Today, we're thrilled to introduce you to the new face of Search Guard! Over the past decade, we've grown, innovated, and strengthened our solutions to meet the changing demands of data security. Now, with a fresh look that honors where we've come from and where we're headed, our brand is more aligned than ever with our commitment to excellence, protection, and trust.

In this post, we're excited to share the design elements that make up our updated brand identity, a look we feel represents the powerful tools and robust protection that Search Guard stands for.

## A Bold New Font

One of the most noticeable changes is our new font—a bolder, more modern typeface that embodies our strength and confidence as a company. This new font style enhances readability while delivering a strong, impactful first impression. It represents our commitment to clarity, stability, and adaptability in an industry where security is paramount.

## Modern Icons and Illustrations

Our new icons and illustrations reflect the advanced capabilities we bring to the table. Designed with a clean, modern aesthetic, these icons are part of our mission to create an intuitive user experience while also visually conveying the reliability and sophistication of our solutions. The icons and illustrations

support a streamlined, cohesive experience, whether you're navigating our website or engaging with our products.

## The Updated Helmet Logo: Stronger Than Ever

Our helmet logo has been with us from the beginning, a symbol of protection, strength, and trust. While the helmet remains the centerpiece of our identity, it's been given a sleeker, more refined look to reflect our evolution as a brand. This updated logo is a nod to our roots and a commitment to the future—stronger, bolder, and more capable of protecting data than ever before.

## Retaining Our Original Colors for Recognizability

When it came to colors, we made a deliberate choice to keep our original color scheme. Our colors have become a symbol of Search Guard, instantly recognizable and associated with our dedication to data security. This decision allows us to stay true to our roots while giving the overall brand a fresh, modern feel.

## What This Means for Our Users

Our new brand identity goes beyond aesthetics; it represents our dedication to delivering a seamless experience, from visual clarity to product usability. The new design elements are intended to enhance navigation, making it easier for our clients to access the information and tools they need. As we continue to develop innovative solutions, our brand will reflect that progress, always embodying strength, trust, and cutting-edge technology.

## Looking Forward

This new look marks an exciting new chapter for Search Guard. We're thrilled to share it with you, and we're excited for all that lies ahead. As always, our commitment to security, innovation, and excellence remains our top priority. This redesign simply reaffirms our promise to deliver the best in data security.

Thank you for being part of this journey with us. Here's to a future of strength, trust, and innovation—together.

Stay tuned for more updates, and feel free to explore our new look across our website and products. Let us know what you think—your feedback is always valued!

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This article was published on the Search Guard blog: <https://search-guard.com/blog/unveiling-the-new-look-of-search-guard-stronger-sleeker/>

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