Brand Book

Branding & Identity

Midnight Blue	Blue Green	Robin Egg Blue	White	Dandelion
#0A2342	#1F7A8C	#3AAFA9	#DEF2F1	#F4D35E

Midnight Blue	Spring Green	Dandelion	Neon Carrot	Red Orange
#0D3B66	#FAF0CA	#F4D35E	#EE964B	#F95738

Logo

CyberSecured AI 🔒

"Securing critical infrastructure with intelligent protection"

Typography

The main font, Nata Sans, The secondary font is Work Sans

Imagery & Photograph

Imagery focuses on futuristic technology themes with abstract visuals of digital networks, AI neural patters, and secure data flows. Photography includes diverse professionals in education and government settings using technology confidently, emphasizing collaboration, security and innovation. Visuals maintain a cool blue tone with occasional warm highlights from the color palette to reinforce trust and energy.

Brand Voice

Authoritative yet approachable, clear and concise, with an emphasis on intelligence and reliabillty. The voice communicates expertise in cybersecurity while being supportive and solution-oriented to build confidence among education and government clients.

Brand Values

Innovation, Security, Integrity, Accessibility and Compliance. These values drive the company's commitment to delivering cutting edge, trustworthy cybersecurity solutions tailored to the unique challenges of education and government sectors.

Brand Personality Traits

Trustworthy, Innovative, Professional, Forward Thinking and Responsive

Customer Promise

To deliver reliable, AI powered cybersecurity and IT management solutions that protect and empower education and government organizations while ensuring compliance and operational excellence.

Website Vector Icons