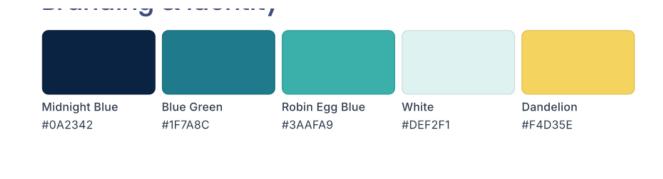
# **Brand Book**





# Logo



Brand Book 1



## **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, Al 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 reliability. The voice communicates expertise in cybersecurity while being supportive and solution-oriented to build confidence among education and government clients.

Brand Book 2

#### **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, Al powered cybersecurity and IT management solutions that protect and empower education and government organizations while ensuring compliance and operational excellence.

#### Website Vector Icons

Brand Book 3