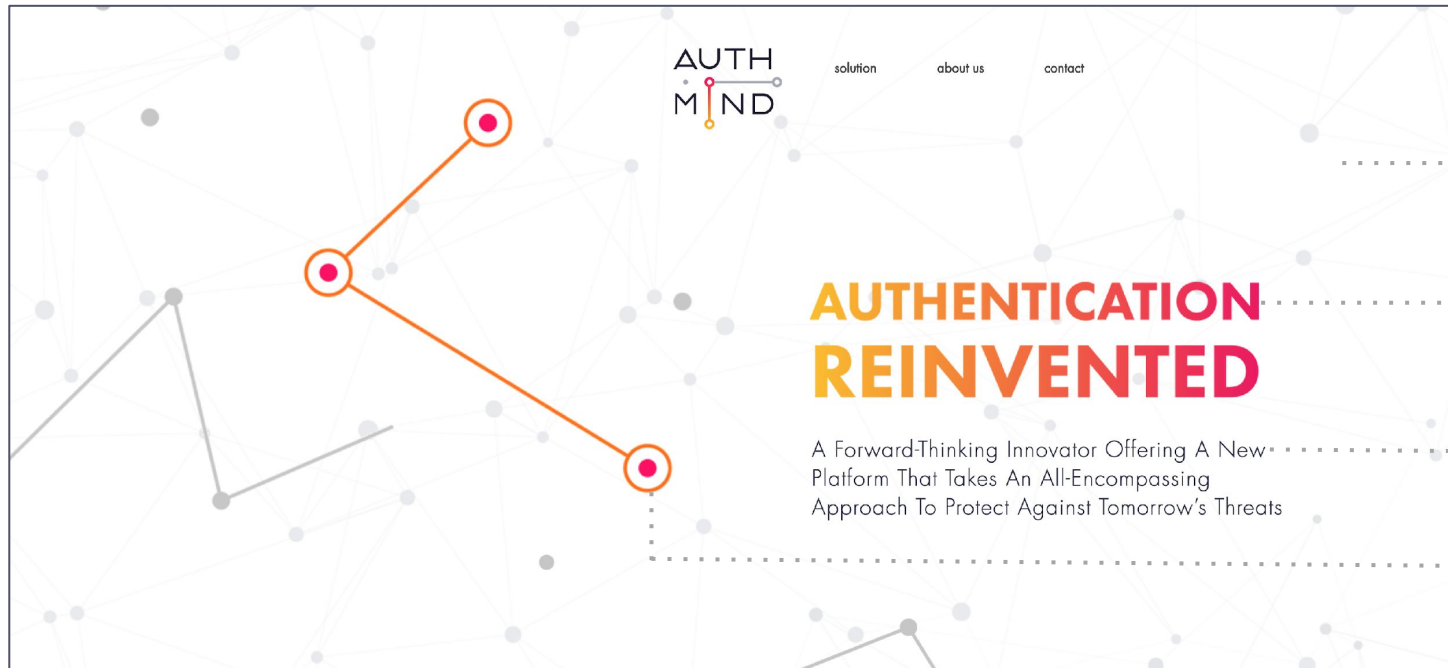


References for chromatic use



Majority of layout is neutral

Color to highlight data info

Text is neutral

Color to highlight graphic info

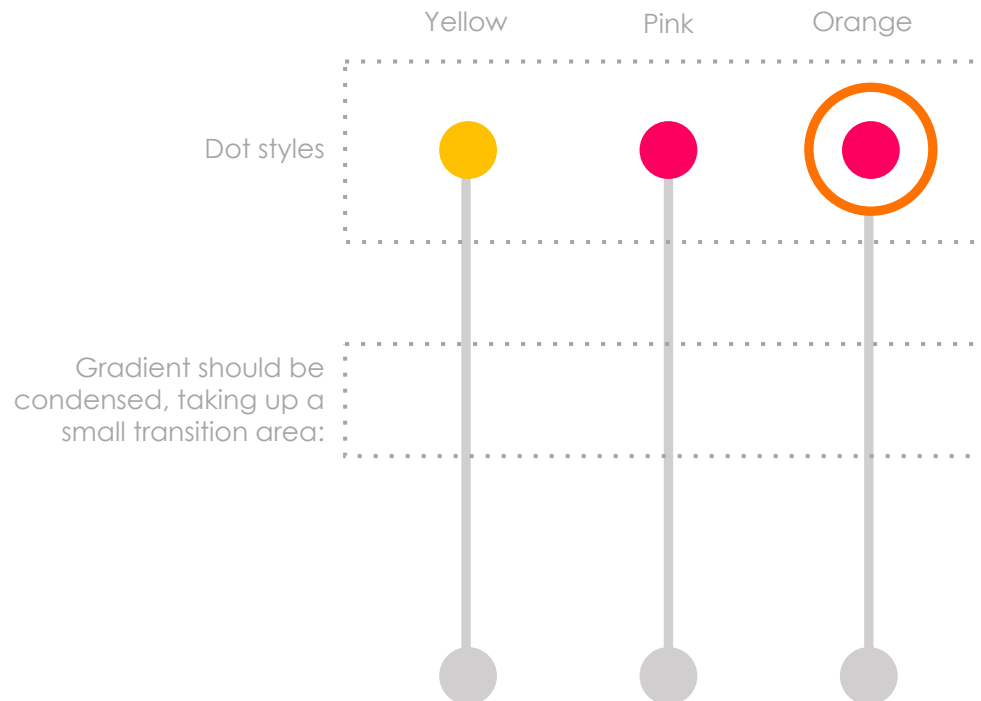


graphic elements

Graphic Elements

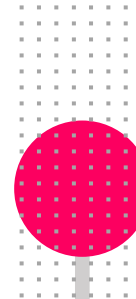
The main graphic asset for the AuthMind brand are the **connection lines**. Not only are they part of the logo, but they translate the core concept of the solution. They are simple, relatable symbols that are widely used by the industry and their correlation to our brand should be reinforced in every material. Line colors are restricted to the main color palette.

When used as static images, one should always look for a gradient look combining neutral+color.

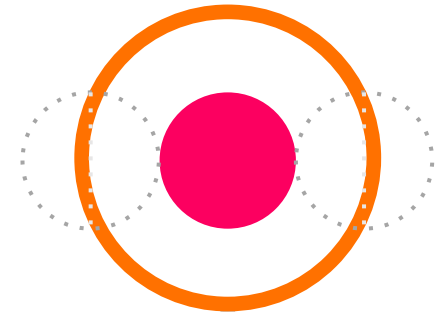


Basic Proportions:

Line should be around 1/7 as the dot width

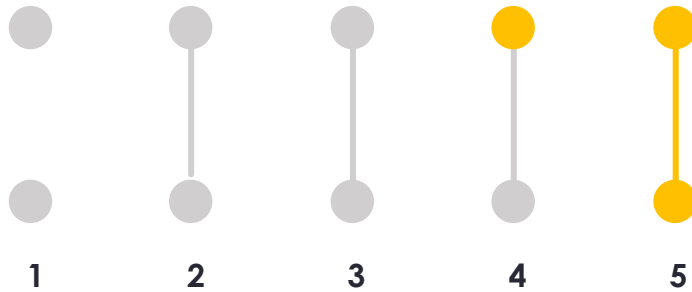


Orange lines include a contour around the dot. The margin should measure half it's diameter



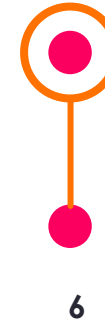
Graphic Elements

When using the connection lines as **animated gifs**, one should always consider the following order:



For yellow and pink lines (**ranking**)

For orange lines (**instant security**). Orange lines only follow pink ones.



1 Only grey dots

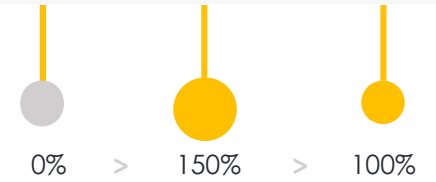
2-3 Gray line connects dots

4-5 Color follows the connection path, painting elements as it goes

6 Connection line fades leaving grey dots (loop)

6-7 Orange follows the connection path, painting the line as it goes and adding an orange contour around the pink dots (the dot color doesn't change)

8 Connection line fades leaving grey dots (loop)

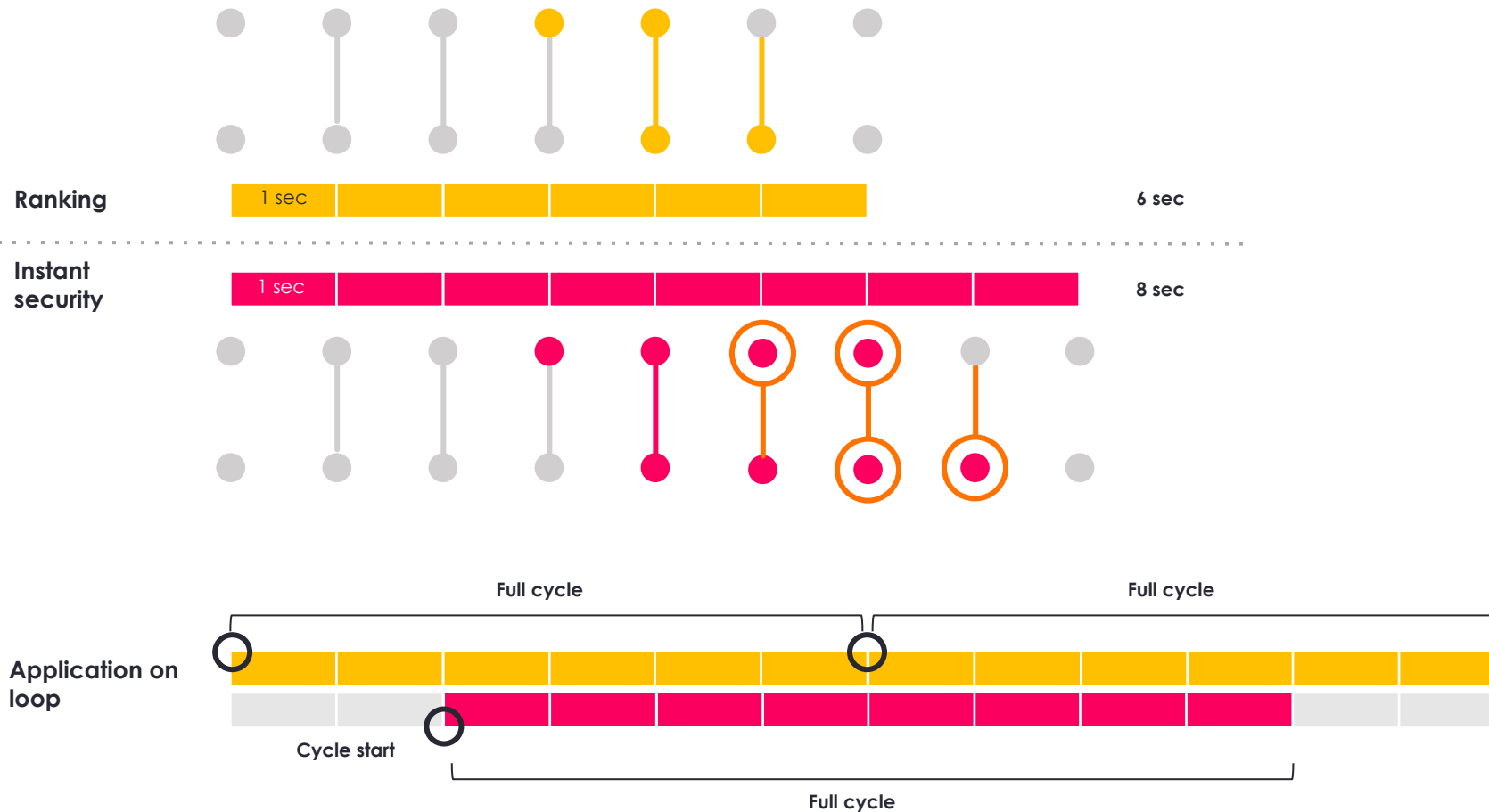


Watchout!

For a more interactive and flowy movement, everytime a line connects a dot, the dot must react by "pumping" its scale

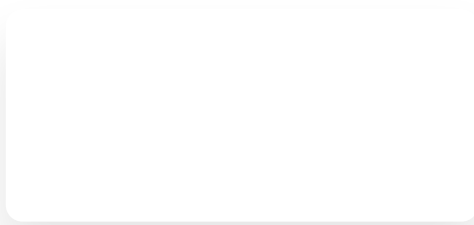
Graphic Elements

Timing is another important issue when dealing with animated gifs. Since the instant security cycle is longer than the standard ranking cycles, one should always intercalate the cycles as to avoid moments of inactivity in the animation and to add dynamic by letting each stage of the cycles happen at different times



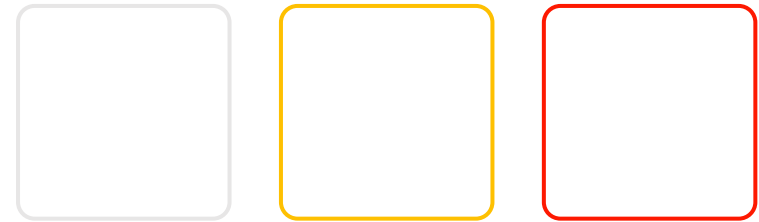
Graphic Elements

Outer and inner shadows are elements that bring a tridimensional aspect to the brand, adding depth as an way to organize information. Outer shadow should be the primary resource to use in order to highlight information such as icons and text blocks. Inner shadow should be used as a secondary highlighter, in case a more complex information hierarchy is necessary.



Outer shadow: Main Highlight

Inner shadow: Secondary Highlight

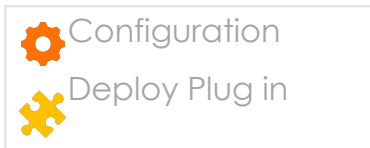


Colored contours: for when one needs to differentiate text blocks in a specific category or number of steps

When used **in diagrams**, outer shadows should be used for main icons legends, and inner shadows as status, in order to highlight the major aspects of it:

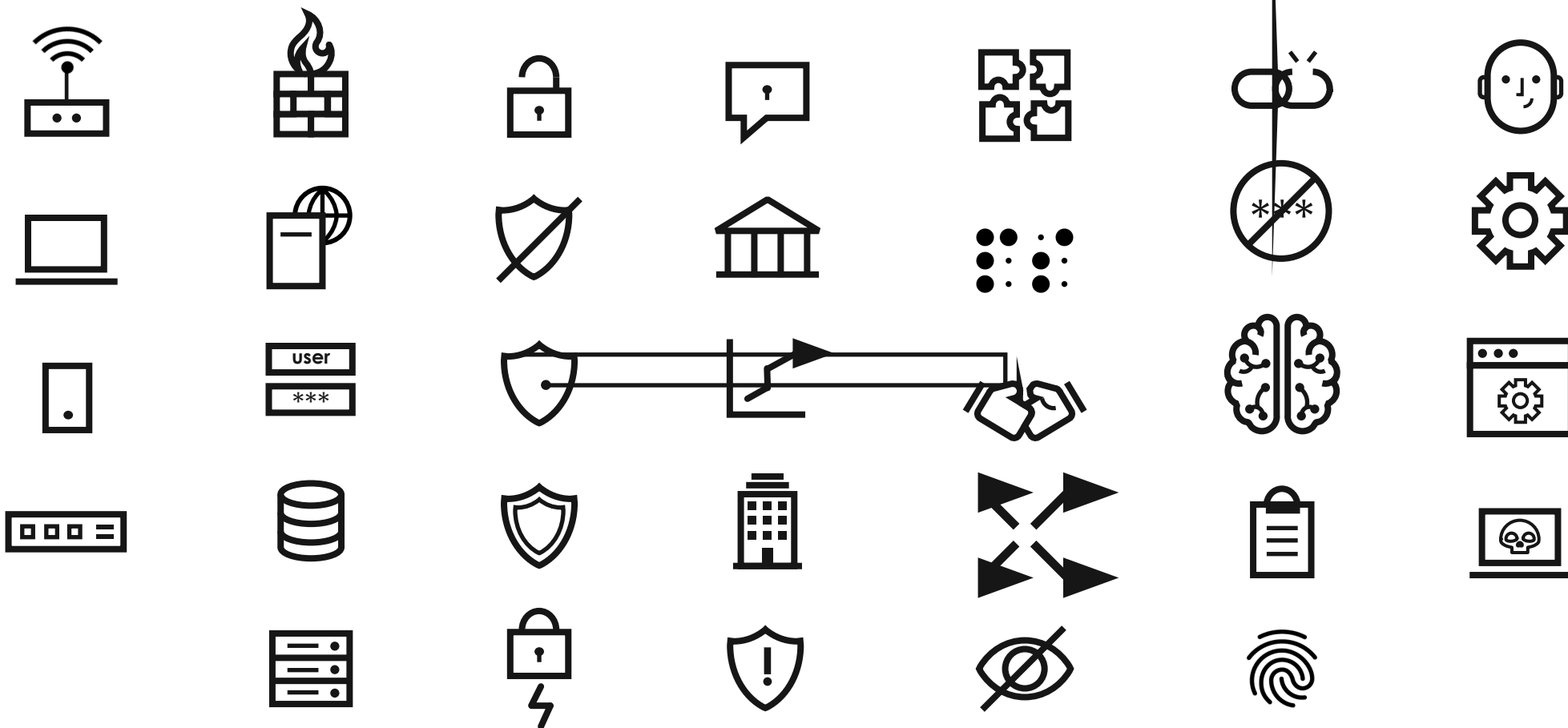


Legend:



Graphic Elements

Iconography should be based on images with squared corners and no fill (just thick solid lines), facing front (avoid perspective, use only when necessary), to keep the clean, easy look.





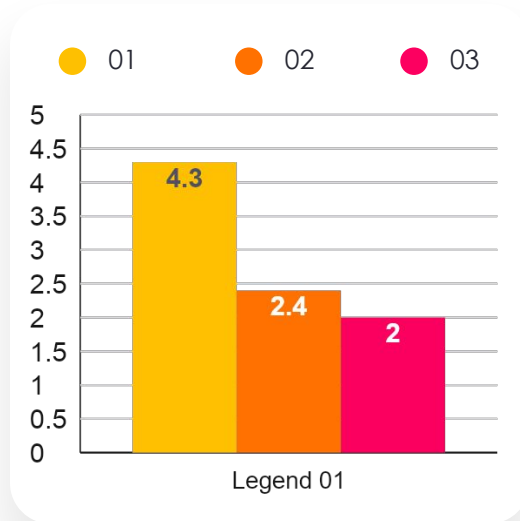
Graphic Elements

Lines (Shlomi, I need your help here to set what each line type means inside the diagrams: dots ones, regular ones, colorful ones, black ones...)

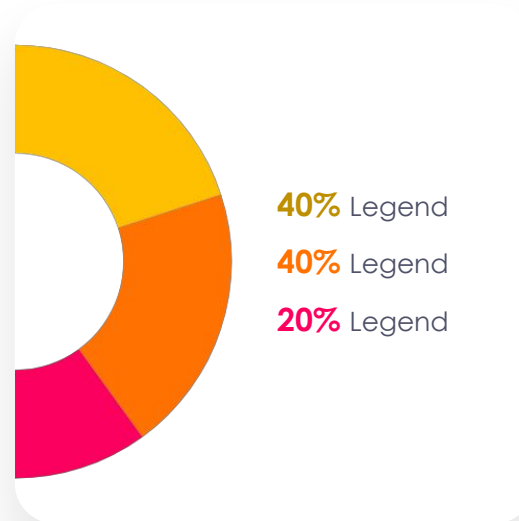
Graphic Elements

Below are all the **data graphs** one might need to use, whether it's for a slide presentation, dashboard or other documents such as datasheets and whitepapers. They are all data-driven (linked to an Excel sheet) and will respond to new information that is inputed:

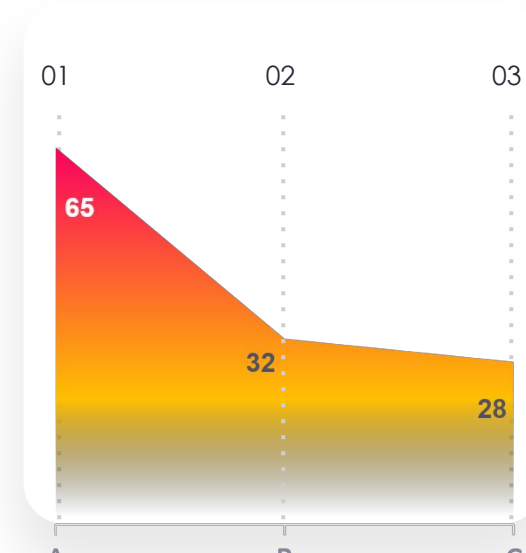
Bars



Pie Chart | Meter



Line



When used for **dashboards**, the color sequence must be used in a unique way, due to status communication, which is a main factor when analysing this type of data.



Low Risk



Medium Risk



High Risk



Neutral

The image features a light gray background with abstract geometric elements in the corners. In the top-left corner, there are two gray lines: one forming a right-angled path ending in a dot, and another forming a more complex path also ending in a dot. In the bottom-left corner, a single gray line segment ends in a dot. In the top-right corner, a gray line segment ends in a dot. In the bottom-right corner, there are two gray lines: one forming a right-angled path ending in a dot, and another forming a more complex path also ending in a dot.

typography