



Nclose
ADVANCED CYBER SECURITY

Logo & Brand Guidelines

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NOTE: THIS BRANDING IS FOR JUST DEMO PURPOSE

Introduction

The purpose of the Nclose & Nview logo, corporate identity and brand guidelines is to provide consistency and credibility to both the brands. It is of utmost importance that these guidelines are adhered to very closely.

Any deviation from these guidelines must be approved by the company's marketing team.

Our Full Brand Narrative

In a world where cybersecurity is often a cocktail of disparate solutions, installed and maintained without a deeper understanding of the business needs and with little focus on personal service, At Nclose, we believe cybersecurity can be done better.

We are a client-centric partner. Through innovation, teamwork and building transparent relationships, we can deliver a more effective and personal cybersecurity solution.

We are a team of like-minded individuals who believe that our culture is the single differentiator that we are in complete control of. We share credit and shoulder responsibility and focus on collective

success with our clients. Being fully engaged, taking things personally and putting our clients first are all an integral part of the relationships we build, we make cybersecurity better.

We defend clients against cyber threats. We proactively respond to incidents and provide our clients with scalable industry leading cyber security solutions to make sure they mitigate risk, elevate maturity and focused on their business.

With a tailored combination of products and services, we offer clients a bespoke, holistic approach to their cyber security needs and capabilities.

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1.

Primary Brand

The brand's unique logo and avatar that appears on all internal and external brand communications, e.g. business cards, letterheads, email signatures, websites, digital dashboards, client assessments, etc.

1.1

Primary Brand Formulation

The Nclose logo is derived from two visually conceptual elements as seen on the right. Each of these speak to a specific aspect that ties back to the brand essence and the public's perception thereof.



FINGERPRINT

Identifies with personal or sensitive data.



SECURITY

Signified by a lock

1.2

Primary Logo



The Nclose logo is an integral part of the organisation's visual identity. It comprises of a bold emblem and font lock-up. The expanded sans serif characters of the font mimic the soft line characteristics of the emblem. Furthermore, the tagline, 'ADVANCED CYBER SECURITY', is locked-up with the logo in its primary format.

The primary logo must be used on all branded applications. The logo must be used on all Nclose's internal, client facing and marketing communications.

Only on selective applications, or when colour restrictions are present, can the logo be applied in one of its other colour variations as set out on page 6 of this document.

Use in:

- Business cards, letterheads, envelopes and complimentary slips
- Access Cards
- Email signatures
- Cover slide of presentations
- Home page of website
- Digital interfaces
- Client assessments
- All marketing material

1.3

Logo - Colour Variations & Backgrounds

PRIMARY & SECONDARY LOGOS

The primary full colour logo on a white or light background, must predominantly be used on all brand collateral. On selective applications the white logo can be used on the stone or sky blue colour backgrounds. Note the large (with tagline) and small applications of the logo in its various colour formats. The small version of the logo must be used when the logo is required to be used smaller than the large logo's minimum size. See page 8.

LARGE APPLICATIONS



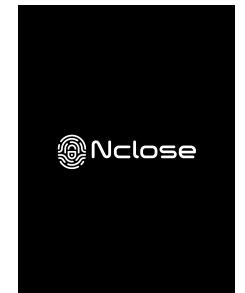
SMALL APPLICATIONS



BLACK & WHITE LOGOS

Black and white versions of the logo can be implemented for office use.

Additionally the white version of the logo can also be placed on image backgrounds where the image does not detract from the logo or impairs legibility. See page 7.



AVATAR

A white on sky blue emblem is used as the avatar for the Nclose brand.



Note: Some logo sizes and safe areas in the document may not adhere to the rules mentioned in this document. This document is to be used as a reference only.

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1.3

Logo - Colour Variations & Backgrounds continued



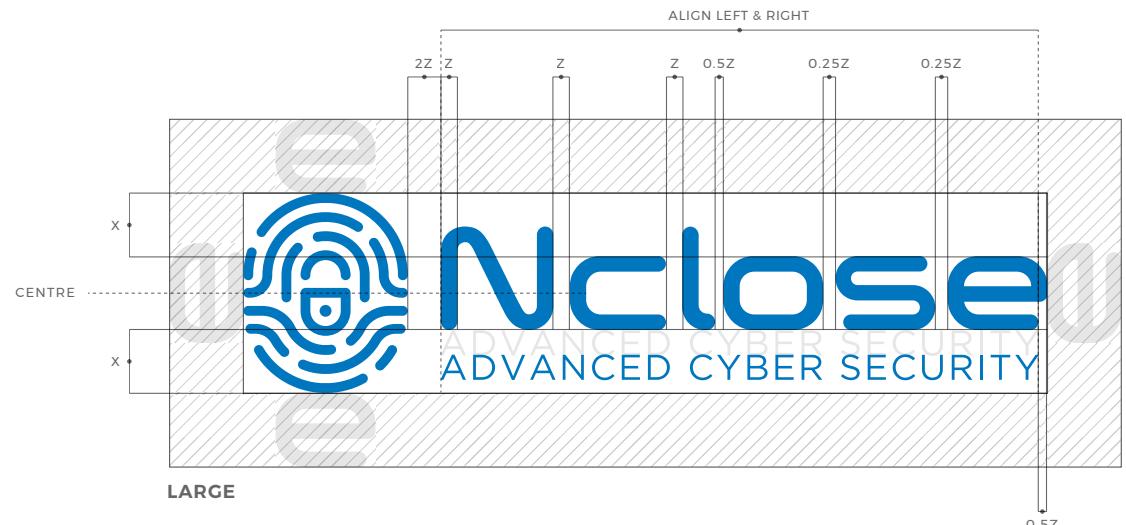
The above are samples of correct and incorrect applications of the Nclose logo on various colour and image backgrounds.

1.4

Logo - Safe Area

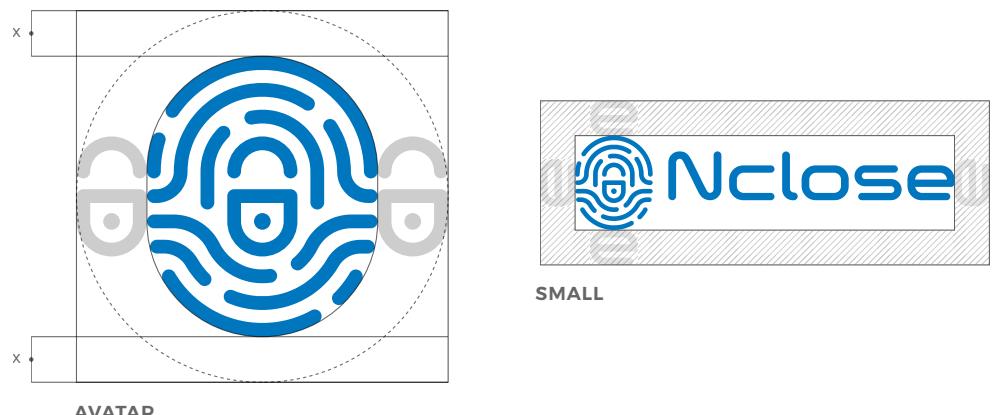
LARGE (PRIMARY) + SMALL APPLICATION

Neither the Nclose logo, nor its surrounding exclusion area should be altered. Neither should any other elements protrude into this space. This area should always remain clear.



AVATAR

The avatar exclusion area of the logo differs from that of the primary logo, in order to ensure correct placement in a circle or square format often found in the profile images of social media platforms or app icons.



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1.5

Logo - Minimum Sizing

LARGE (PRIMARY) + SMALL APPLICATION

For print applications, the logo should be displayed at a size of 22 mm (Large) and 16mm (Small) wide or larger. For screen applications, the logo should not be displayed at a size smaller than 152 px (Large) and 97 px (Small) wide.



(LARGE) 22 MM / 152 PX

AVATAR

For print applications, the avatar should be displayed at a size of 8 mm wide or larger. For screen applications, the avatar should not be displayed at a size smaller than 38 px wide.



(AVATAR) 8 MM / 38 PX



(SMALL) 16 MM / 97 PX

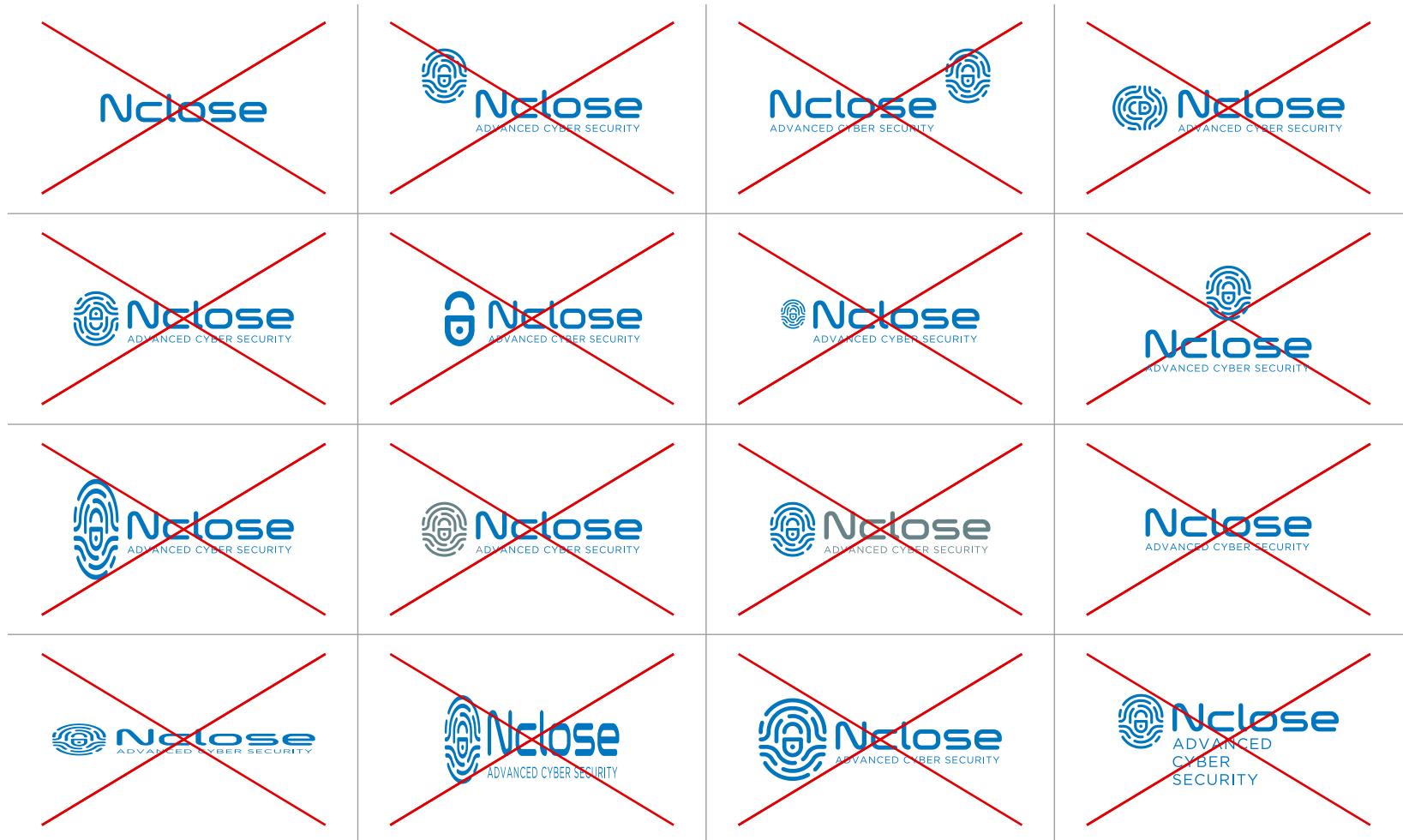
Note: Some logo sizes and safe areas in the document may not adhere to the rules mentioned in this document. This document is to be used as a reference only.

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1.6

Logo - Unacceptable Applications

Do not distort or alter the logo in any way or place a colour or distracting object behind the logo that would interfere with the legibility of the logo type.



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2

Secondary Brand

The secondary brand reinforces the visual structure and colours of the Nclose logo.

It consists of all elements that create brand-specific recognition, e.g. colour, fonts, graphic elements, photographic and illustration style, tone of voice, associations, etc.

The secondary brand is applied to all client facing elements, whether it be confidential documents or marketing.

2.1

Secondary Brand Visual Concept

GRAPHIC PATTERN

Our graphic pattern is derived from the line style of our emblem. The pattern can be applied in a variety of magnifications and shades. These options allows the brand to be either toned up or down, depending on the specific communication's goals and usage.



GRAPHIC DEVICE

The graphic device is derived from the shapes and angles of the logo type. This graphic device can be used in a multitude of layouts in various sizes. It supports interesting layouts by creating subtle tension and negative shapes and can also be used to house other media like images and even the graphic pattern above.



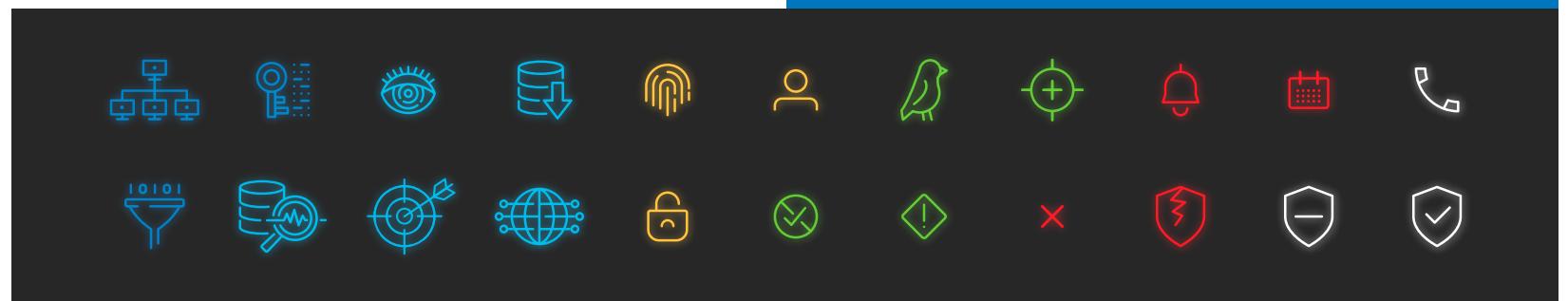
2.2

Icon Style

Our brand icons are in a simple and engaging line style that resonates with our logo styles. The icons can be used on either a light or a dark background; only the icon colour would need to be changed in order to provide sufficient contrast between icon and background.

The samples on the right shows how the icons can be displayed in the brands 'ocean blue' and 'stone' colours. Icons can also be applied in multi-colour format. Any of the brand colours can be used to display the icons including new colours that fall outside of the primary colour palette, e.g. client digital dashboards.

Note the glow that can be applied for the digital applications of these icons..



2.3

Image Style

Images in the IT sector are often cold and without a human element. We move away from this cliché by including people. This creates stronger feelings of helpfulness and understanding with our clients.

We also use images that does not include people and are usually cityscapes or architecture of a more abstract nature.

Use this image moodboard as a guide for the technical specifications and style for all photography. The content of the photography will be determined by the specific communication material and target audience.

This page provides image samples that adhere to the guidelines.

- Interesting angles.
- Shallow depth-of-field.
- Clean areas in image where type can be successfully placed.
- Images should have a discernible subject (People).
- Show movement.
- Predominantly blue colour elements.

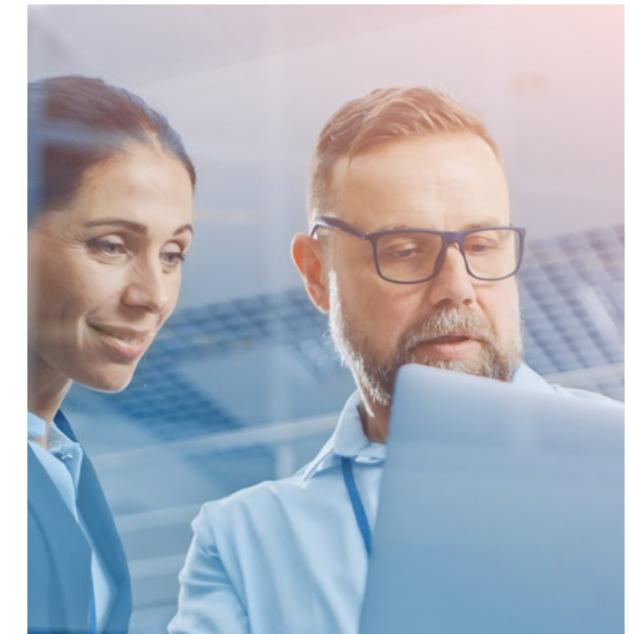


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2.3

Image Style continued

For images that are too cold, our brand allows for the treatment of these images by adding a warmer colour screen. This warmth can make an otherwise uninviting image more approachable to our audiences.



CMYK 0 63 94 0
RGB 255 119 0
FF7700

2.4

Colour

PRIMARY COLOURS



OCEAN BLUE

PANTONE 7461 C
CMYK 98 23 1 3
RGB 29 117 187
1D75BB

SECONDARY COLOURS



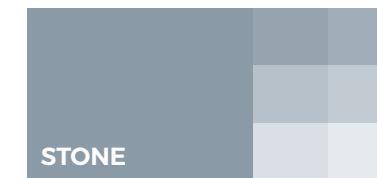
SKY BLUE

PANTONE 298 C
CMYK 67 2 0 0
RGB 41 171 226
29ABE2



SUNSHINE

PANTONE 108 C
CMYK 0 5 98 0
RGB 255 221 0
FFDD00



STONE

PANTONE 7544 C
CMYK 34 14 11 32
RGB 112 130 134
708286



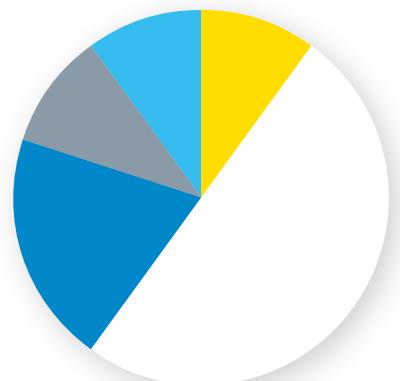
WHITE

PANTONE N/A
CMYK 0 0 0 0
RGB 255 255 255
FFFFFF

The primary brand colours must be used on all of Nclose's printed and digital collateral items, with the exception of the black and white logos, that can be implemented for internal office documentation.

The colours in the palette are representative of a software and technology landscape, with the extensive blue palette that instils trust and security. Various shades of each colour can be used when a wider colour range is required. Our sunshine yellow brings warmth and a sense of approachability to our communication elements

The colour distribution graph must be adhered to when considering the overall colour spread of any branded application, print or digital.



COLOUR
DISTRIBUTION
GRAPH

2.5

Fonts

The Nclose and Nview brands share the same font family with various styles that must be used in all print & online communications:

The **Primary Brand Font** must be used for all internal and public-facing collateral items. This applies for both print and digital elements. All styles that form part of the font family will be shared amongst headings and body text.

An **alternative font**, Arial Regular, Italic, Bold and Bold Italic can be used in instances where the brand's font families cannot be applied. This is a last resort and the primary and secondary font families, should be installed on all organisation computers.

PRIMARY FONT: MONTSERRAT

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
± ! @ # \$ % ^ & * () _ + - = ? / \ | , . ` ~ §

Styles

Extra Light
Light
Regular
Medium
SemiBold
Bold
Extra Light Italic
Light Italic
Italic
Medium Italic
Semi-Bold Italic
Bold Italic

ALTERNATIVE FONT: ARIAL

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
± ! @ # \$ % ^ & * () _ + - = ? / \ | , . ` ~ §

Styles

Regular
Italic
Bold
Bold Italic

2.5

Fonts continued

In order for our brand to remain approachable and communicate its ethic of being a relationship and people driven business, we always use your typography either in sentence- or title case and never in uppercase format.

Sentence Case	Title Case	Uppercase
Advanced cyber security services	Advanced Cyber Security Services	ADVANCED CYBER SECURITY SERVICES



3

Sample Applications

3.1

Building Signage



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3.2

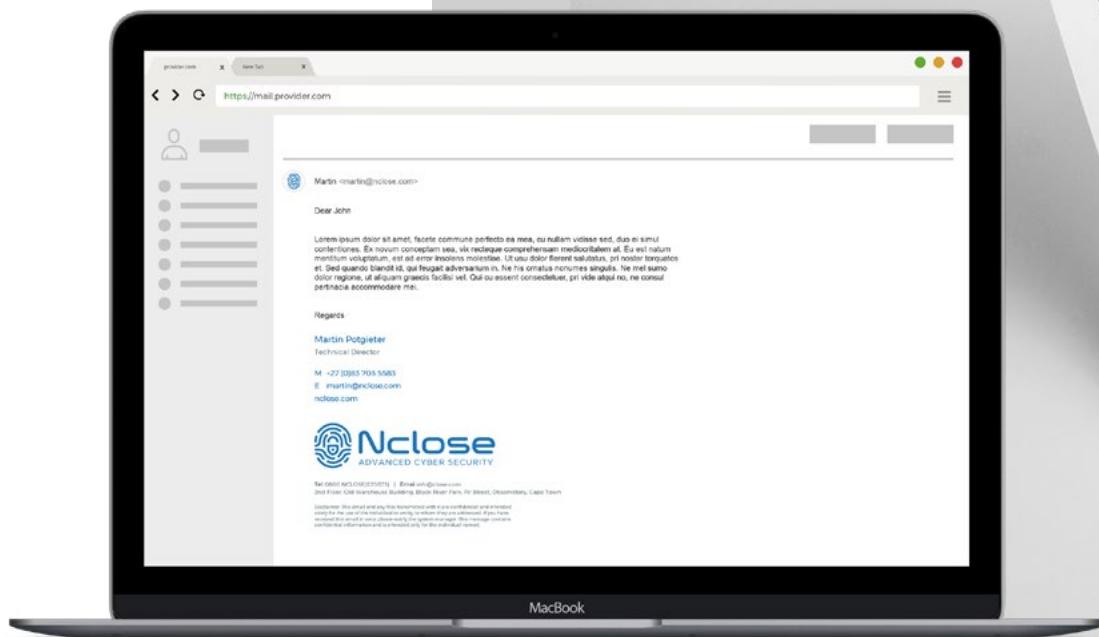
Business Cards & Access Cards



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3.3

Letterhead & Email Signatures



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3.4

Website



A silver iMac monitor is positioned centrally, displaying the Nclose website. The website has a light gray header with the Nclose logo and 'ADVANCED CYBER SECURITY'. The main content area features a large image of three people working together at a computer. A yellow vertical bar is overlaid on the left side of the image. To the right of the image, the text 'Relieve your IT burden' is displayed, followed by a subtext: 'Improve business operations by relieving your team of the IT burden. We'll take care of it.' Below this section, there is a call-to-action button labeled 'VIEW RESOURCE CENTRE'. To the right of the main image, there is a large, faint watermark-like graphic of a fingerprint. Further down the page, there is a blue sidebar with the text 'Manage your digital defenses' and a small icon of a hand holding a gear.

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3.5

Client Dashboard

The screenshot shows a web browser window titled "SafetySA" with the URL <http://nclose.com/client/dashboard>. The dashboard is a modern, clean interface with a blue header and sidebar. The sidebar includes a navigation menu with icons for Home, Cases, Threats, and Reports. The main content area is divided into several sections:

- Case Drivers:** A bar chart showing the number of cases by driver type. The categories are Threat Alert, Client Contact, Device, Threat Identity, and Event Detected. The values are 1058, 36, 67, 854, and 268 respectively.
- Cases Investigated:** A large section with a summary of 2590 cases. It includes breakdowns by severity (High: 1052, Medium: 905, Low: 523), a timeline of cases (Cases Merged: 65), and a contact log (Client Contacted: 32).
- Case Outcomes:** A section showing 1526 open cases. It includes a note about case merging and a list of active investigations (e.g., Data Breach: 325, Non-security: 48, Negligent Business Impact: 1420, Indeterminate Outcome: 1257).
- Business Impact:** A section showing 256 cases with no impact. It includes a note about investigating events and a list of business impacts (e.g., No Impact: 256, Negligent Business Impact: 1420, Indeterminate Outcome: 1257).

At the bottom right of the dashboard, there is a note: "NOTE: THIS BRANDING IS FOR JUST DEMO PURPOSE".

3.6

A4 Brochures (Digital & Print)



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3.7

Presentation Slides

Nclose Advanced Cyber Security

Advanced Cyber Security Services

Nclose is an international cybersecurity defence, offence and protection specialist based in South Africa.

Our team of leaders

Role	Name	Portrait
Business Development Director	Aston Montgomery	
Technical Director	Joss Ellison	
Head Of Managed Services	Beverley Jenson	

Incident Response Capability

The revision of the MSSP

Our Culture

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3.8

Client Reports



3.9

Linkedin Page Elements

The screenshot shows the LinkedIn profile page for Nclose. At the top, there's a yellow banner with the text "Get Ahead of the Attack" and "Advanced Cyber Security". Below the banner is a profile picture of a smiling man wearing glasses. The main content area features the company logo (a blue fingerprint icon), the company name "Nclose", and a brief description: "Cybersecurity technology + services provider that supports Southern Africa's organisations against modern cyber threats." It also mentions "Information Technology & Services - Cape Town, Western Cape - 1,778 followers". Below this, there are buttons for "+ Follow", "Learn more", and "More". A navigation bar at the bottom includes links for Home, About, Posts, Jobs, People, Events, and Videos. On the right side, there's a sidebar titled "Pages people also viewed" which lists three other companies: SPLM Conseils Ltd, CypherData, and Younglings Africa, each with a "Follow" button. At the very bottom of the page, there's a note: "NOTE: THIS BRANDING IS FOR JUST DEMO PURPOSE".

3.10

LinkedIn Posts & Adverts

The image displays a collage of digital marketing assets for Nclose. On the left, there are three LinkedIn post cards:

- Post 1:** A post from @Nclose (@Nclose) with 1,778 followers, posted 4d ago. The title is "Reputational Damage?", followed by a link: <https://lnkd.in/gWMebQBH>. The post features a graphic of a blue swoosh over a computer monitor with a padlock icon, labeled "Successful Cyber Crime".
- Post 2:** A post titled "What happens when cybercriminals are successful? - Nclose" from nclose.com. It includes a link: nclose.com and a note: "3 min read". Below the text are interaction buttons: Like (1), Comment, Share, and Send.
- Post 3:** A graphic showing a 1-star rating with the text "Bad Reviews" below it.
- Post 4:** A graphic showing a sad face emoji with the text "Unhappy Customers" below it.

On the right, there is a full-page advertisement featuring a man and a woman smiling while looking at a tablet. The background has yellow and grey vertical stripes. The Nclose logo is prominently displayed at the bottom left of the ad. The text "Tailored Cyber Security Solutions" is overlaid on the right side of the image.

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