Logo & Brand Guidelines

VERSION 3.0
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.
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Strategy

A short overview of the Nclose brand hierarchy that shows the placement of its product brand, Nview.
1.1

Brand Hierarchy

The partnership of the Nclose and Nview brands are that of a parent and child as seen on the right.

Nclose operates as the parent and Nview is a service delivered by the parent (Nclose).
2.1

Primary Brand (Parent): Nclose

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.
2.1.1

**Nclose**

**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.
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

*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.*
2.1.3

Nclose
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.

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.
2.1.3

Nclose
Logo - Colour Variations & Backgrounds continued

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

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.
2.1.4

**Nclose 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.

**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.
2.1.5

Nclose

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.

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.

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.
2.1.6

Nclose

**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.

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.
Primary Brand (Child): Nview

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.
2.2.1 

Nview

**Primary Brand Formulation**

The Nview 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.

**EYE**
The human element that identifies the threats.

**SEARCH**
The tool represented by a magnifying glass.
The Nview 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, ‘DETECT. RESPOND. ADVANCE’, 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 Nview’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 15 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

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.
2.2.3

Nview 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 17.

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 15.

AVATAR

A white on sky blue emblem is used as the avatar for the Nview 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.
2.2.3

Nview Logo - Colour Variations & Backgrounds continued

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

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.
2.2.4

Nview

Logo - Safe Area

LARGE (PRIMARY) + SMALL APPLICATION

Neither the Nview 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.

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.
2.2.5

Nview Logo - Minimum Sizing

**LARGE (PRIMARY) + SMALL APPLICATION**

For print applications, the logo should be displayed at a size of 22 mm (Large) and 16 mm (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.

**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 34 px wide.

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.
2.2.6

Nview

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.

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.
2.2.7

Nview

Parent Brand Accreditation

With regards to the Nview brand, an additional accreditation element is added which unifies it to Nclose, forming a closed brand family. This leverage's credibility and can initiate future service upsells.

The examples on the right shows the minimum size of the ‘accreditation lock-up’ in relation to the Nview logo as well as font usage, spacing and clear space guidelines.

The lockup is always displayed in a single colour, preferably the brand ‘stone’ or shades thereof, otherwise in white when used on a dark colour or image background.

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.
Both the Nclose and Nview brands share a unified brand language as they are so closely associated and clients will in most cases interact with both brands.

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

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.
3.1

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 allow 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.
3.2 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 show how the icons can be displayed in the brands ‘ocean blue’ and ‘stone’ colours. 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.
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.

Additionally our images can also make use of a branded colour gradient in order to tone down an otherwise colourful layout. See example on the right.

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.
3.4 Colour

The primary brand colours must be used on all of Nclose’s and Nview’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.

The colour distribution graph must be adhered to when considering the overall colour spread of any branded application, print or digital.
3.5 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

<table>
<thead>
<tr>
<th>Characters</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
<tr>
<td>±@#$%^&amp;*()_+-=?/|,.~§</td>
</tr>
</tbody>
</table>

**Styles**

- Extra Light
- Light
- Regular
- Medium
- SemiBold
- Bold

**ALTERNATIVE FONT:** ARIAL

<table>
<thead>
<tr>
<th>Characters</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
<tr>
<td>±@#$%^&amp;*()_+-=?/|,.~§</td>
</tr>
</tbody>
</table>

**Styles**

- Regular
- Italic
- Bold
- Bold Italic
Sample Applications
4.1

Building Signage
4.2

Business Cards & Access Cards
4.3

Letterhead & Email Signatures
4.4

Website & Dashboard Interface
4.5

A4 Brochures (Digital & Print)

Nclose is a cyber security specialist organisation established in 2007. We develop, supply and implement cyber security solutions aimed at safeguarding our clients against attacks and detecting malicious activity.

Through our innovative approach to delivery partnerships with the world’s leaders in cyber security and commitment to building and maintaining relationships with our clients, we are able to deliver effective cyber security solutions.

MANAGE SERVICES

Many organisations are not able to justify the expense of dedicated IT security engineers, often resulting in unsecured IT networks and deployment of substandard security software. Ultimately this approach exposes your company to vulnerabilities at several levels – including IT security.

Nclose provides professional advice and management of network firewalls, content filters and other security solutions. Services include initial configuration of a new or existing security solution, regular maintenance and reporting to ensure that your IT security network is operating at maximum efficiency.

SECURITY ASSESSMENT & TESTING

Nclose provides you with reassurance and facilitates regulatory compliance by delivering a comprehensive list of vulnerability assessment and penetration testing services.

Regular assessment of your systems vulnerabilities and testing of its security controls will reveal how effective your infrastructure is in protecting against a variety of threats.

Depending on your organisation’s requirements, Nclose can provide comprehensive analysis of threats, such as phishing and social engineering, Nmap vulnerability scanning, internal testing, and any other specific assessments which optimise your environment.

THREATS:

- Script Kiddie
- Experienced Hackers
- Organised Crime
- Government

MALWARE-WORMS

P 086 062 5673     |     E info@nclose.com     | www.nclose.com
4.6

Presentation Slides

THE REVISION OF THE MSSP
Augmented with managed detection and response (MDR) capabilities
Client Reports

4.7

Executive Dashboard

Lorem ipsum dolor sit amet, novum ludus iriure ad sea. Pro ullum aliquando ne, ei lorem omnium dolores mei. Mea ex nostrum blandit. Id mundi oportere nam.

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