

CUJOAI

LOGO & BRAND GUIDELINES 2021



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LOGOTYPE

1

Logotype

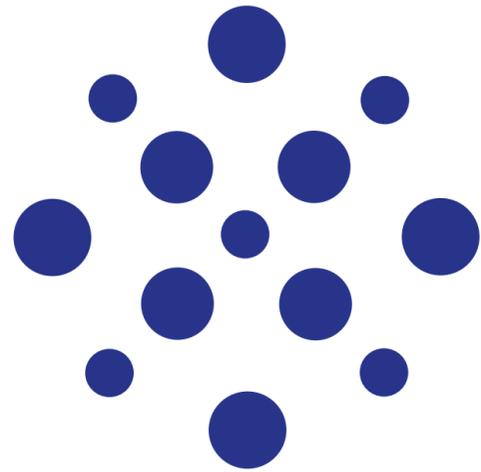


Logotype

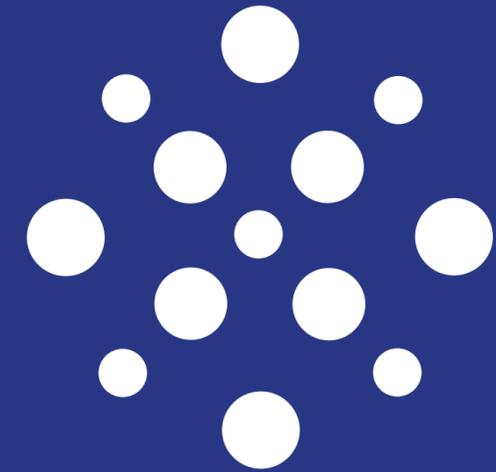
CUJO AI logotype consists of a symbol and a wordmark



Symbol



Color



Inverted

Logotype usage guidelines



Horizontal lock-up

Use for maximum legibility in smaller sizes



Vertical lock-up

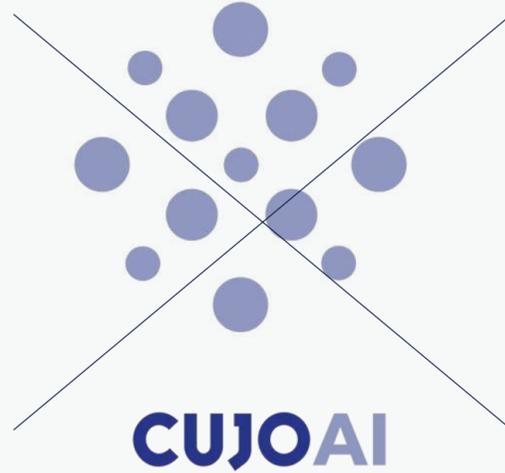
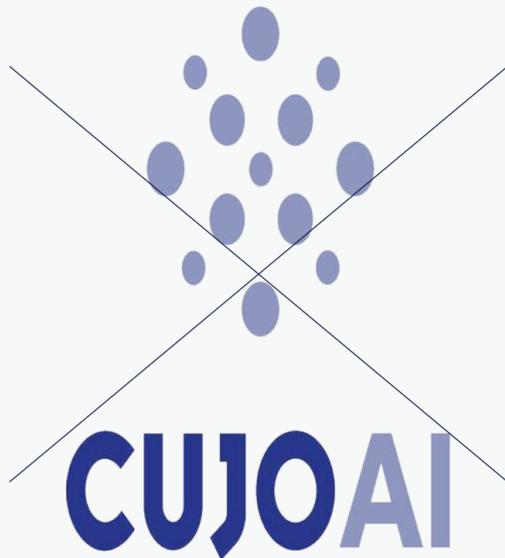
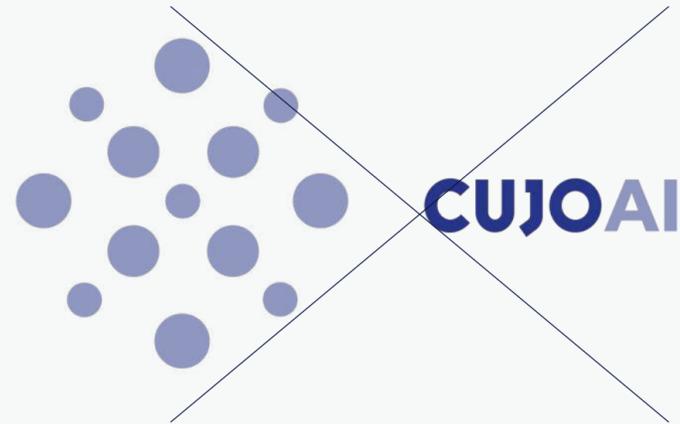
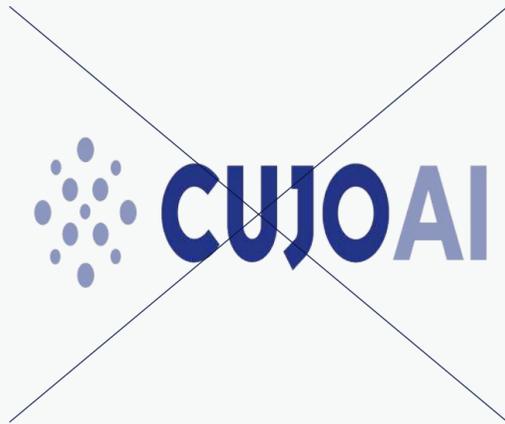
Use when more space is available

Logotype usage guidelines

Full color logotype may be used on both ○ white and ● midnight blue backgrounds. With photography use a monochrome version

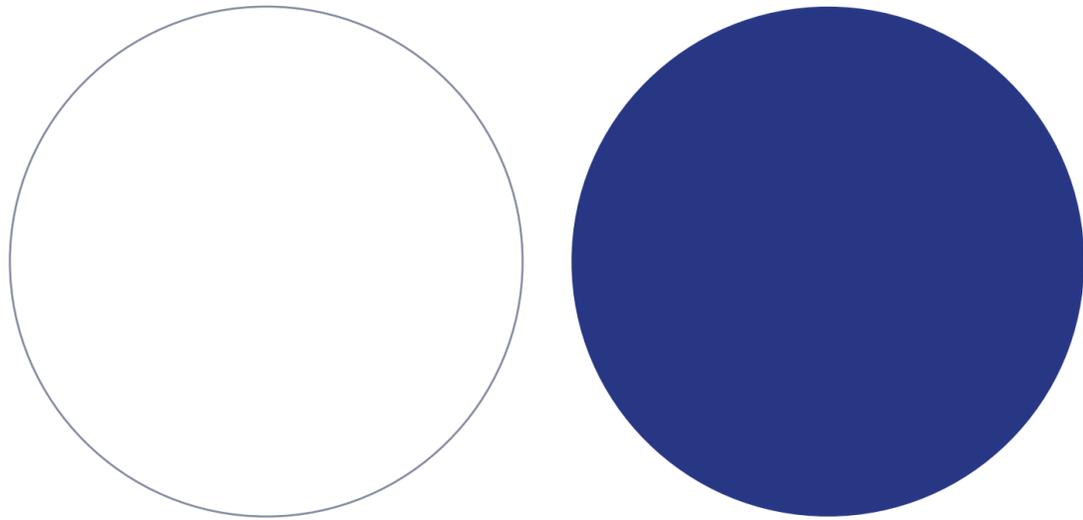


Do not use

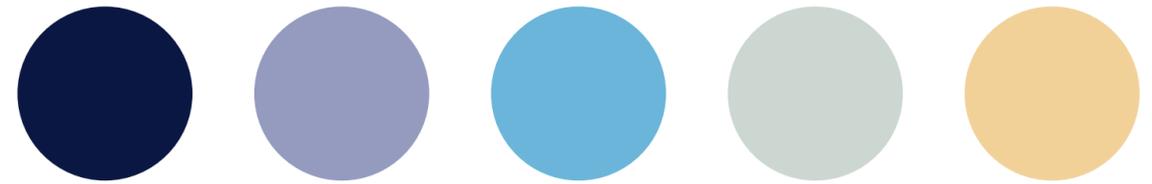


COLOR
2

Primary colors

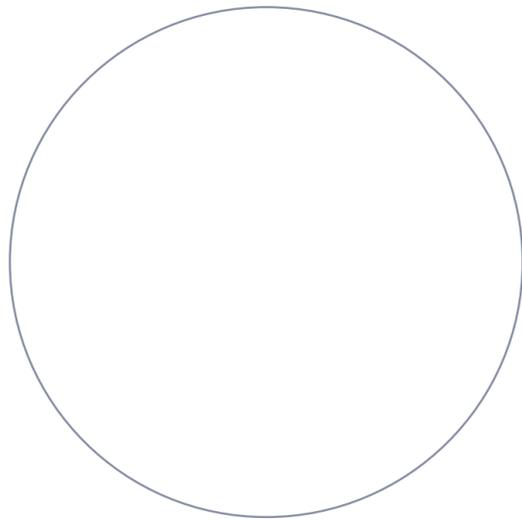


Primary colors

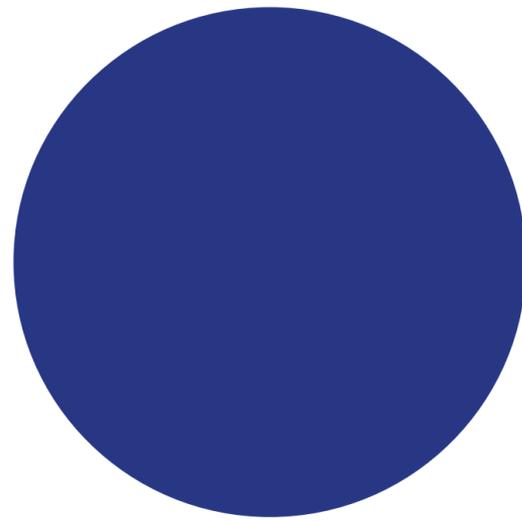


Accent colors

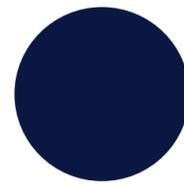
Primary colors



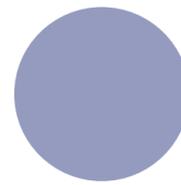
#ffffff



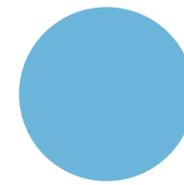
#27378f



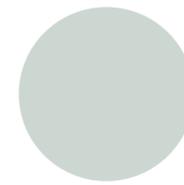
#0a1742



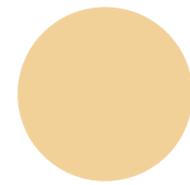
#949bbe



#6ab5d9

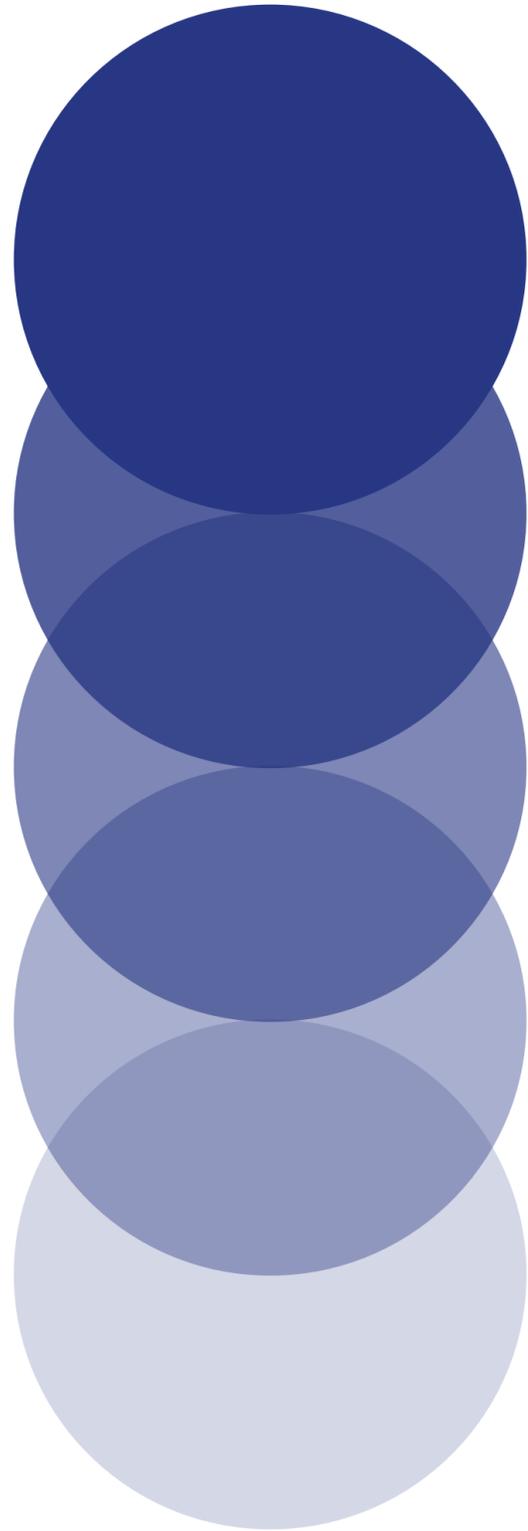
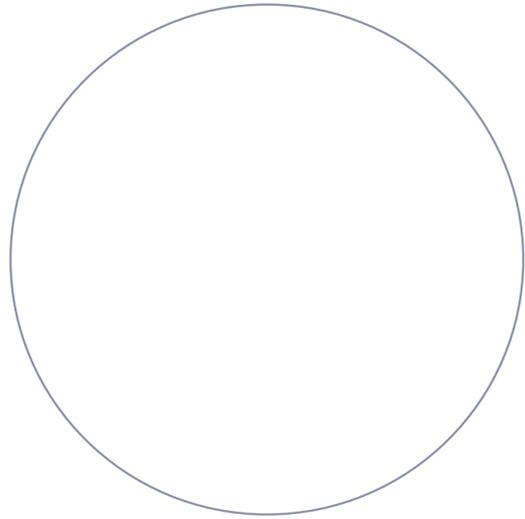


#cdd7d1



#f2d199

Accent colors



Accent colors





TYPOGRAPHY

3

Primary font

Larsseit

Larsseit

Larsseit

Larsseit

Larsseit

System fonts (use when Larsseit not available):

Helvetica

Introducing a new era of cyber security

Personalize customer experience, offer advanced protection, and ensure seamless

Each device has a behavioral pattern that depends on their category and specific features. We precisely identify all devices and provide a clear overview of the network.

Tailor the security methods to all devices, from smartphones to IoT, in and out of the home. We arm the networks with multiple layers of protection without compromising user privacy.

Adjust your services to fit customer needs. Provide tools for device management, digital parenting, and offer recommendations. We turn usage statistics to applicable intelligence.

PRODUCTS ICONS

4

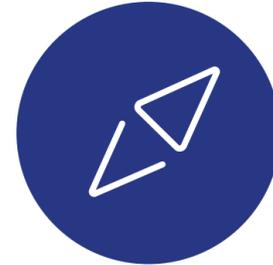
Products icons



Explorer



Incognito



Compass



Lens



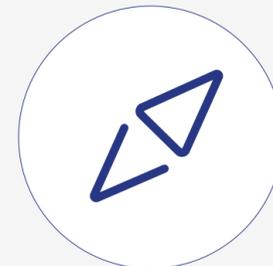
Sentry



Explorer



Incognito



Compass



Lens

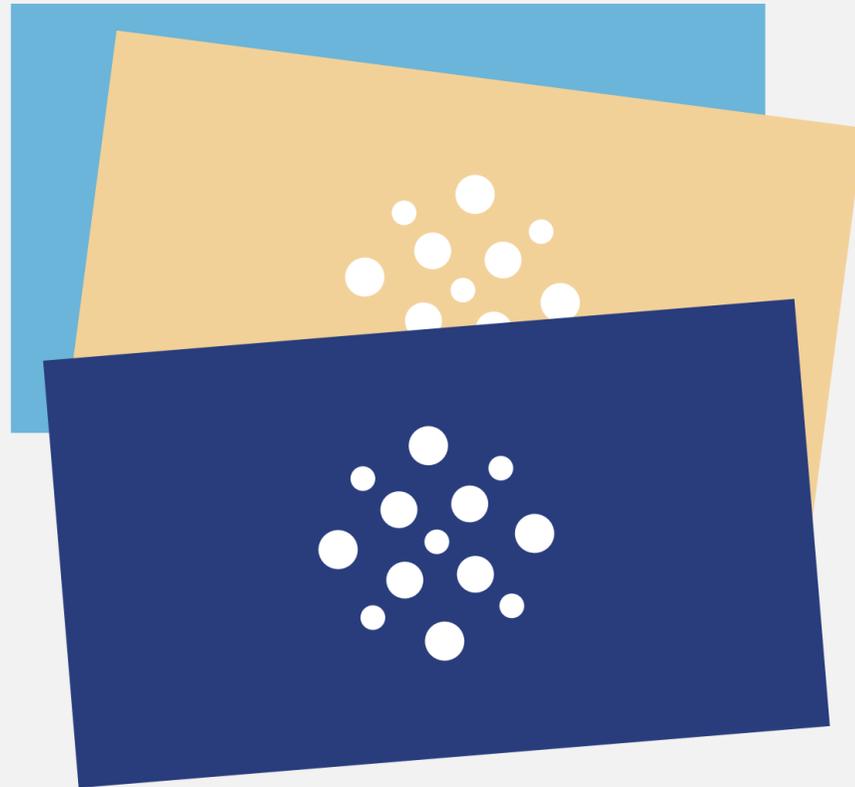


Sentry

STATIONERY

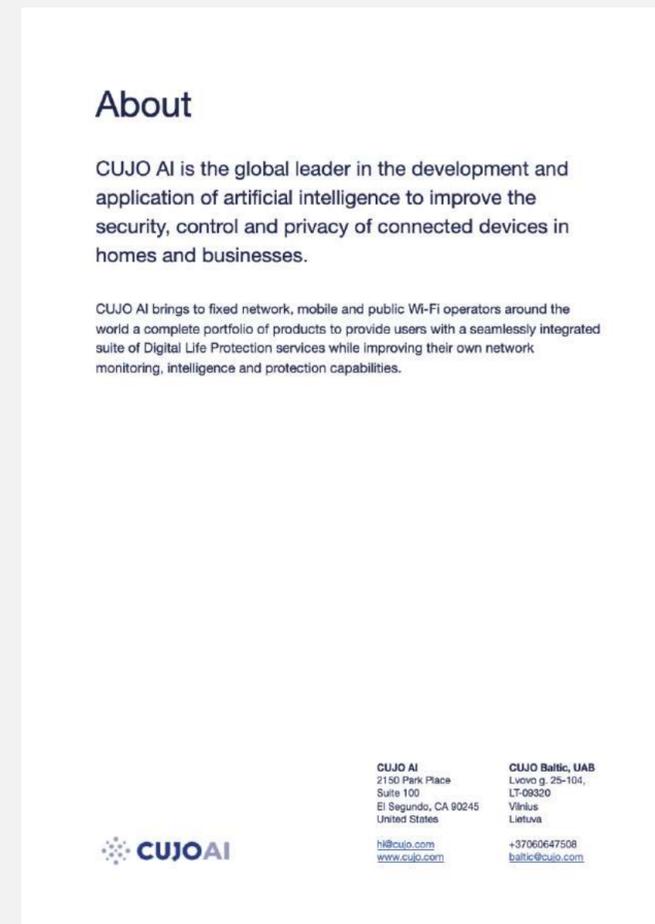
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Business cards



Corporate blank

Corporate letterhead consists of logo and footer with contact information. When using for locally, include contact for both the global HQ and a local office





MISC 6



