



Brand Guidelines

OVERVIEW

This document is designed to assist individuals in the correct use of logos under the *Imunify* umbrella. These guidelines must be followed when using the logos.

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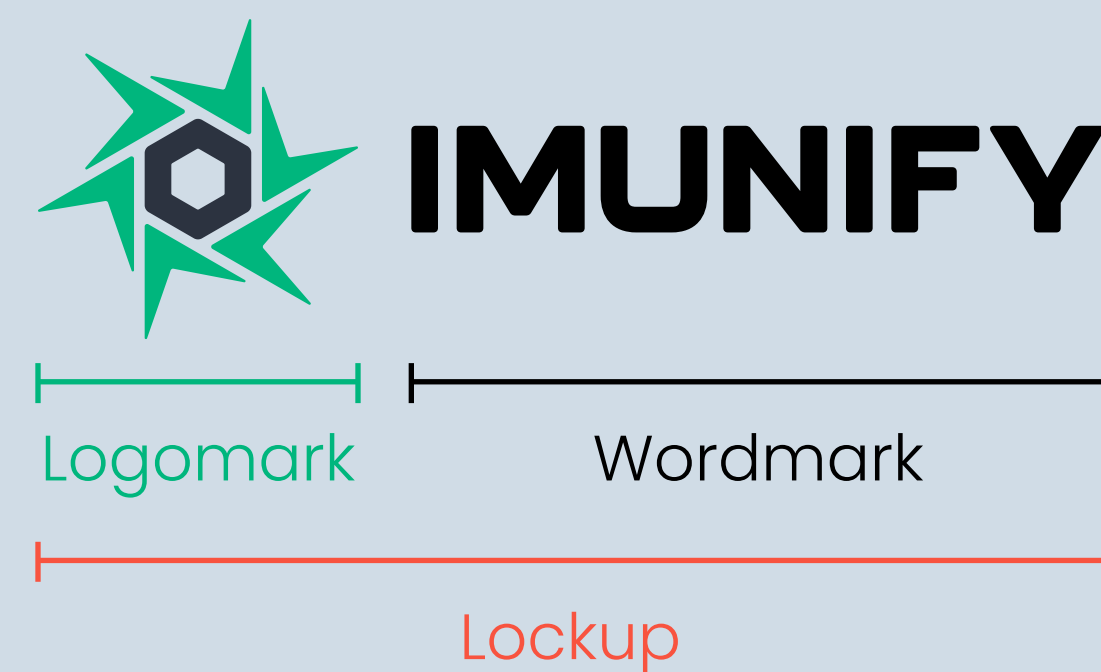
Logo

The **Imunify** Logo represents our parent brand.

Our products under the Imunify umbrella are represented by their respective Logos:

Imunify360, **ImunifyAV**, **ImunifyAV+**, **Imunify Email**, **Imunify Patch**, **Imunify Audit**, and Imunify Connect.

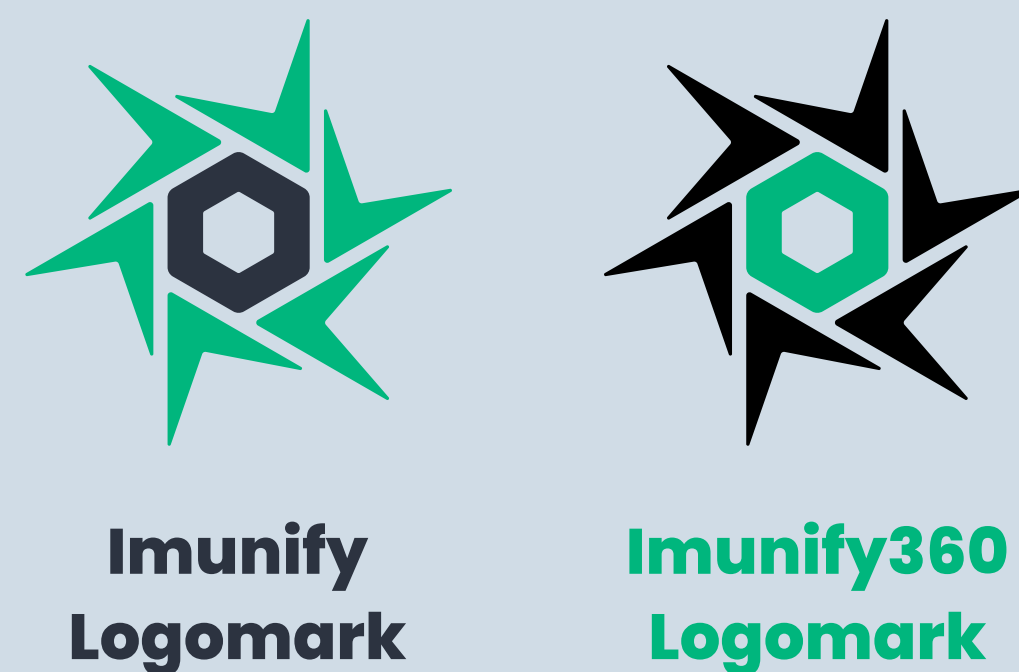
Imunify Logos consists of two parts: the Logomark and the Wordmark.

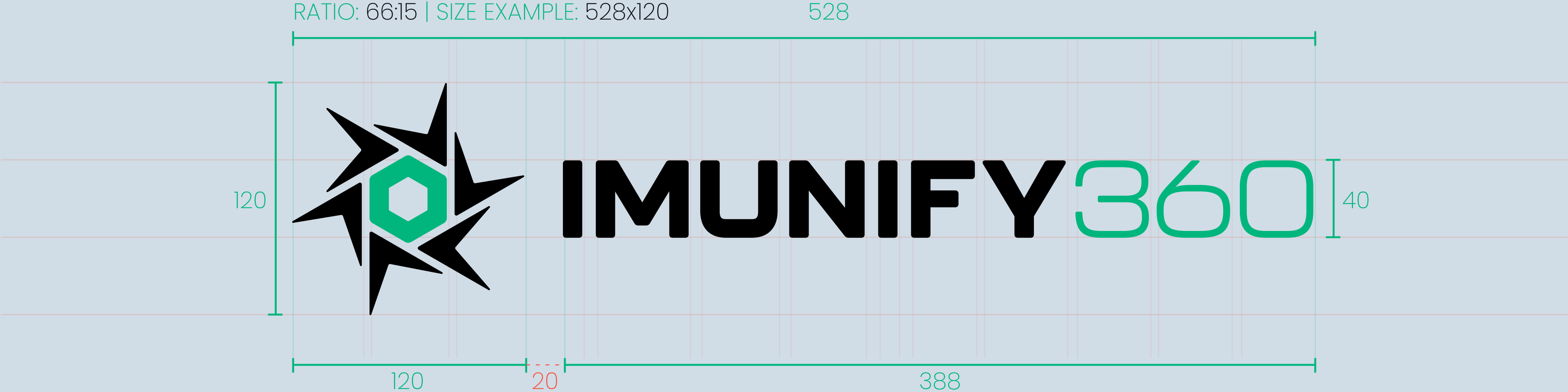


The Logomark can be used on its own for **Imunify** and **Imunify360** where the Lockup Logo cannot be appropriately displayed.

Using the Logomark alone for other Imunify products should be avoided.

The Wordmark part of any Logo is not to be used on its own. Our Wordmarks must always be in Lockup form with the Logomark.





Colors

#00B67D
(Light backgrounds)

#000000
(Light backgrounds)

#00FFAF
(Dark backgrounds)

#FFFFFF
(Dark backgrounds)

Light Background



Dark Background





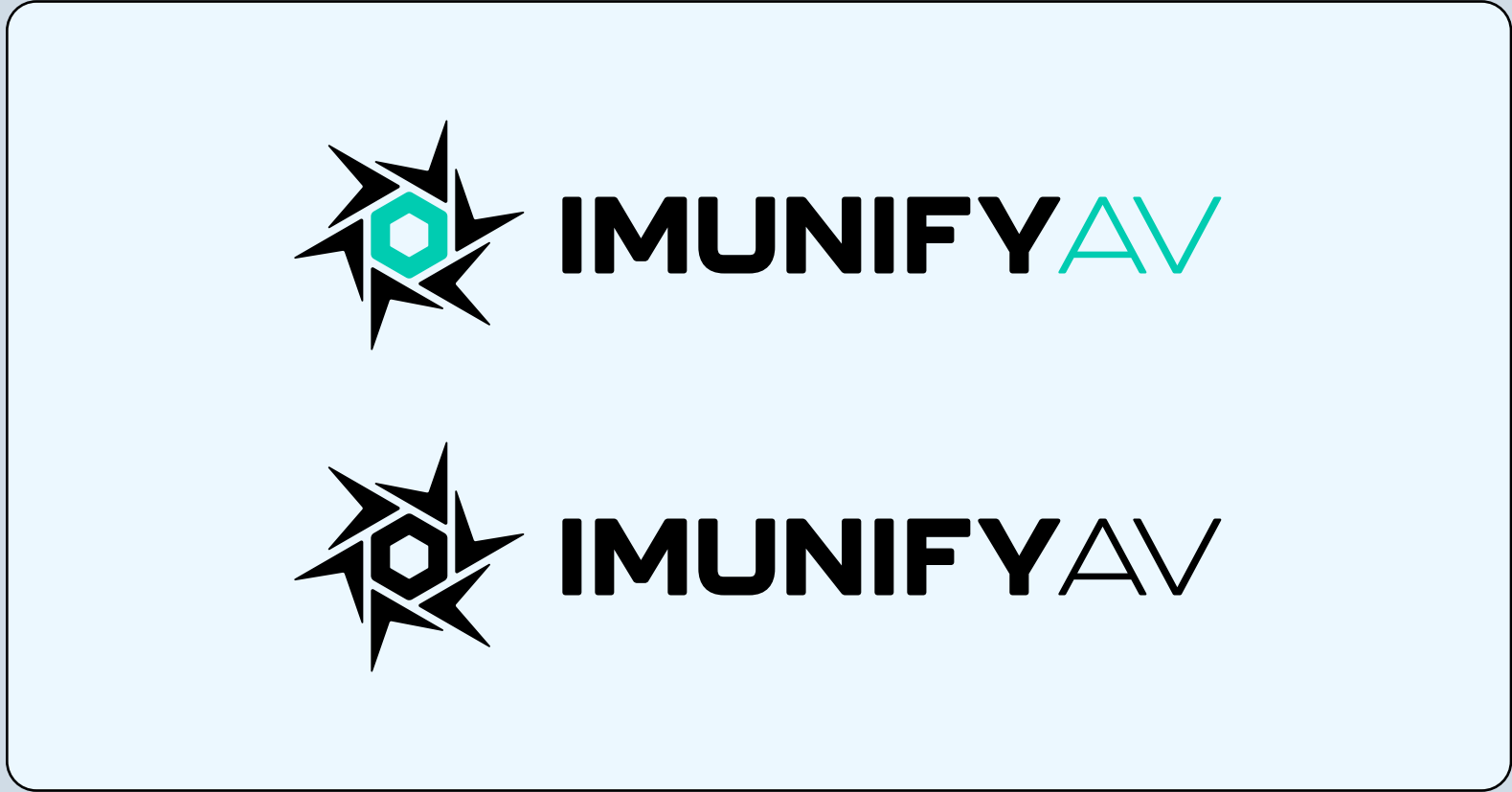
Colors

#00CCB1

#000000
(Light backgrounds)

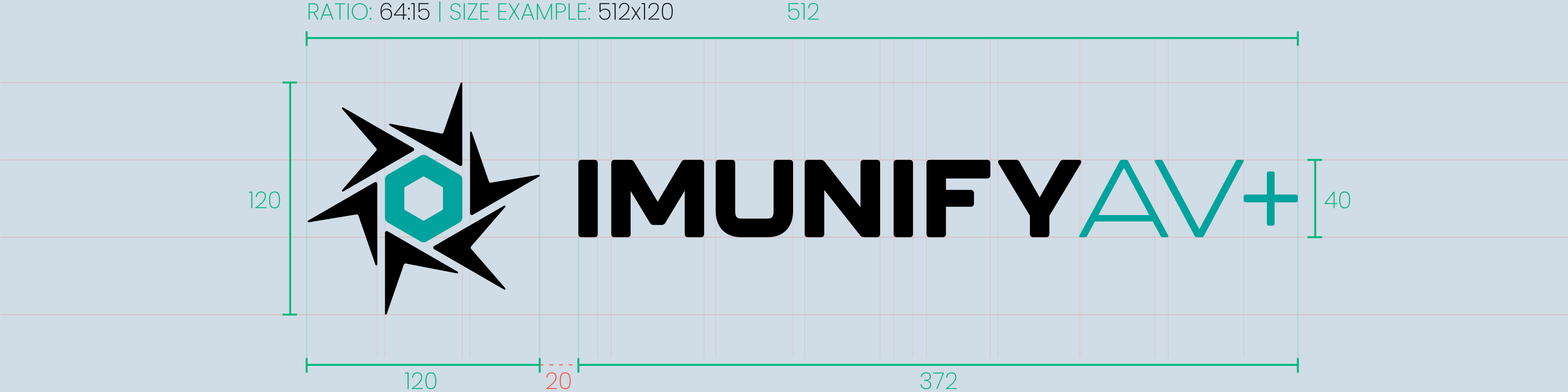
#FFFFFF
(Dark backgrounds)

Light Background



Dark Background





Colors

#005C50

#000000
(Light backgrounds)

#FFFFFF
(Dark backgrounds)

Light Background



Dark Background





Colors

#F99235

#000000
(Light backgrounds)

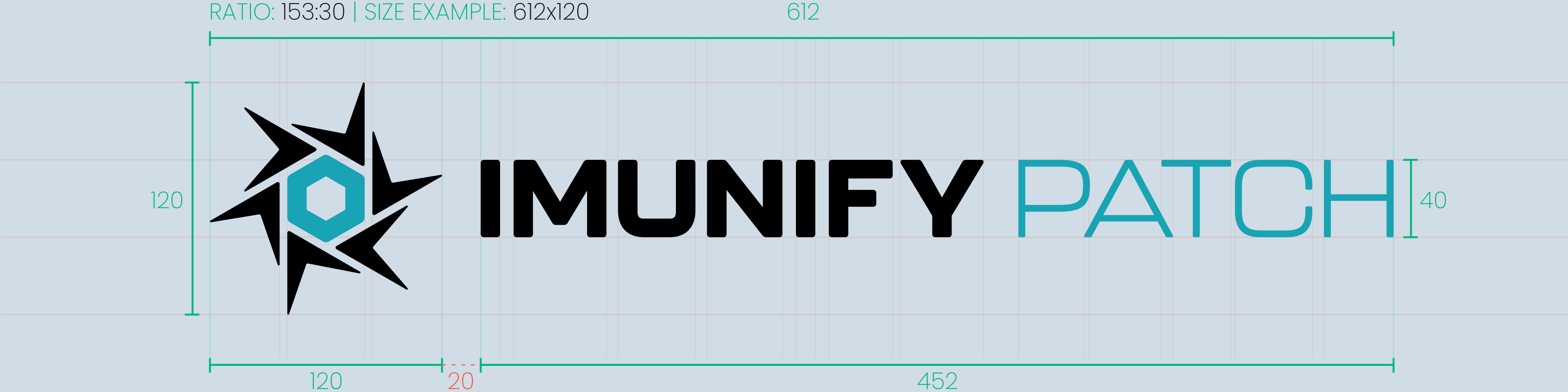
#FFFFFF
(Dark backgrounds)

Light Background

The logo is shown in two variations on a light background. The top variation features the logo icon, "IMUNIFY" in black, and "EMAIL" in orange. The bottom variation features the logo icon, "IMUNIFY" in black, and "EMAIL" in black.

Dark Background

The logo is shown in two variations on a dark background. The top variation features the logo icon, "IMUNIFY" in white, and "EMAIL" in orange. The bottom variation features the logo icon, "IMUNIFY" in white, and "EMAIL" in white.



Colors

#18A4B4

#000000
(Light backgrounds)

#FFFFFF
(Dark backgrounds)

Light Background

The logo is shown in two variations on a light background. The top version features the teal logo icon and the word "IMUNIFY" in black, with "PATCH" in teal. The bottom version features the black logo icon and the word "IMUNIFY" in black, with "PATCH" in black.

Dark Background

The logo is shown in two variations on a dark background. The top version features the teal logo icon and the word "IMUNIFY" in white, with "PATCH" in teal. The bottom version features the black logo icon and the word "IMUNIFY" in white, with "PATCH" in white.



Colors

#2160DE

#000000
(Light backgrounds)

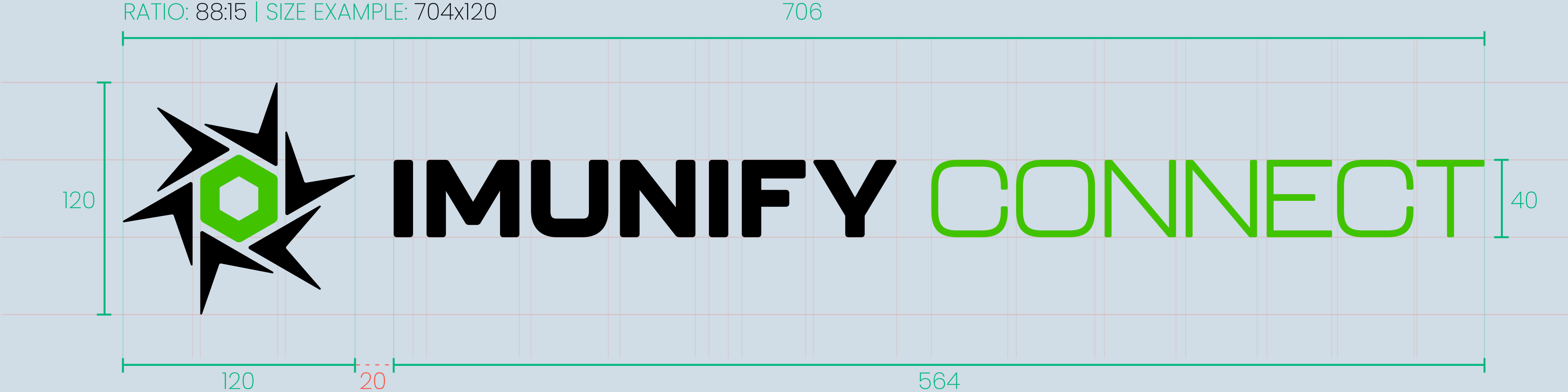
#FFFFFF
(Dark backgrounds)

Light Background

The logo is shown on a light blue background. The starburst icon is black with a blue hexagonal center. The text 'IMUNIFY' is in black, and 'AUDIT' is in blue.

Dark Background

The logo is shown on a black background. The starburst icon is white with a blue hexagonal center. The text 'IMUNIFY' is in white, and 'AUDIT' is in blue.



Colors

#41C300

#000000
(Light backgrounds)

#FFFFFF
(Dark backgrounds)

Light Background

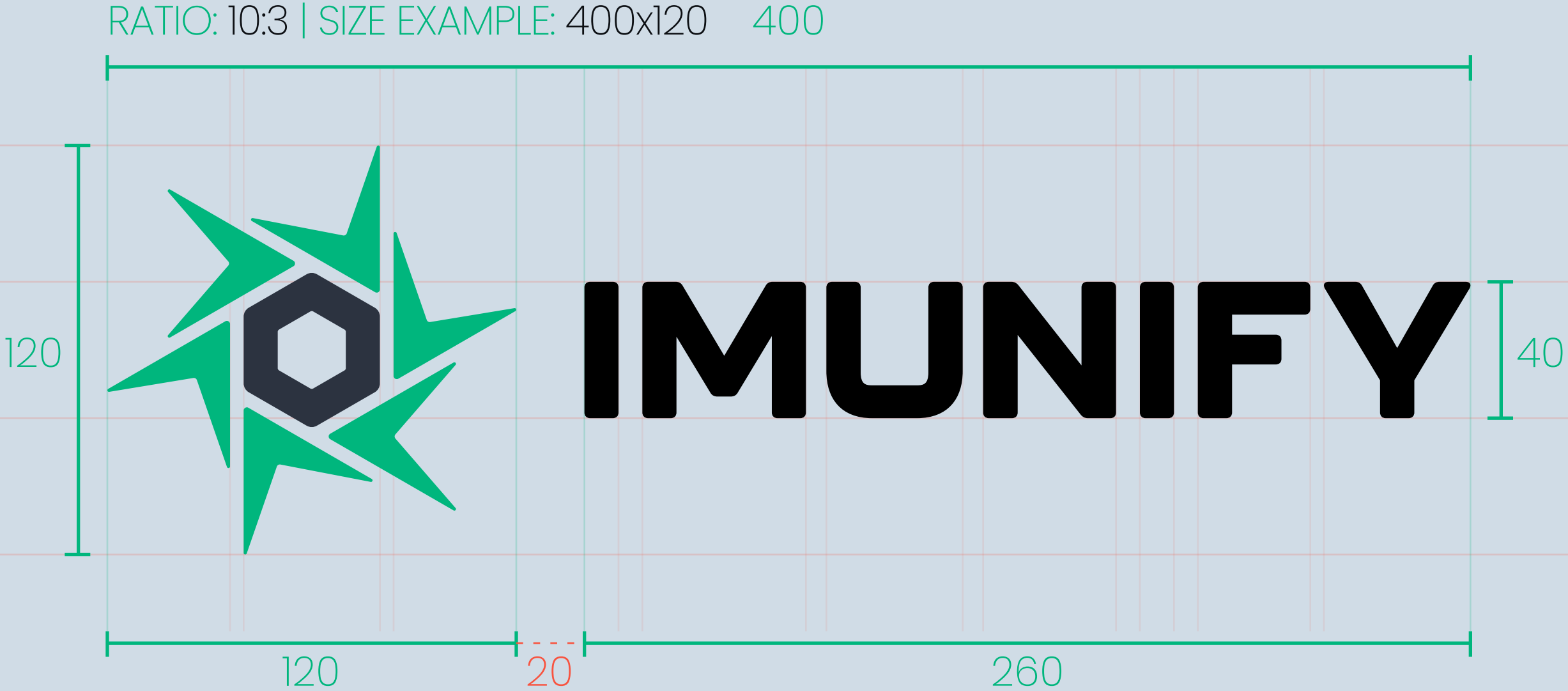
IMUNIFY CONNECT

IMUNIFY CONNECT

Dark Background

IMUNIFY CONNECT

IMUNIFY CONNECT



Colors

#00B67D
(Light backgrounds)

#00FFAF
(Dark backgrounds)

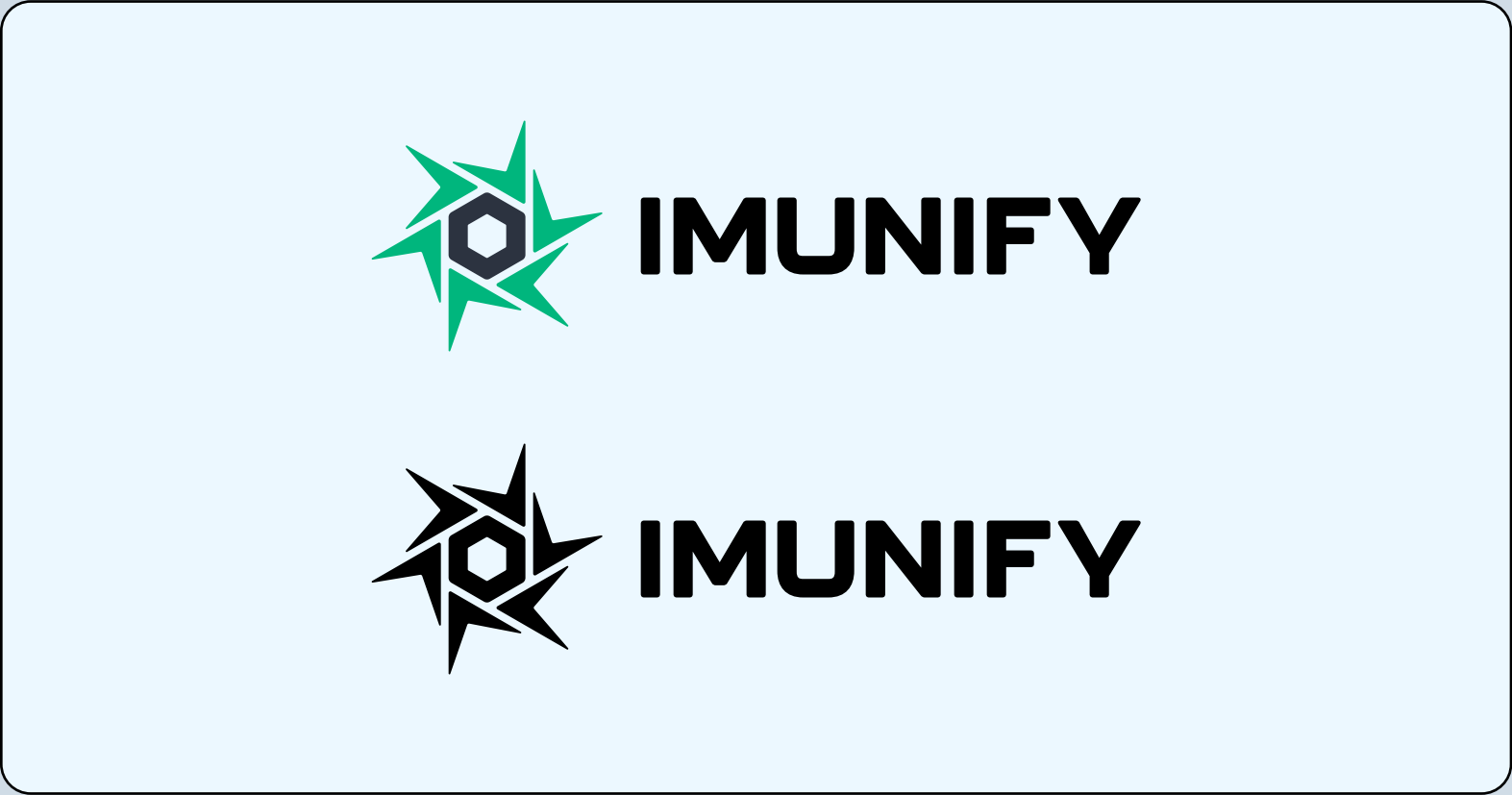
#2C3340
(Light backgrounds)

#607080
(Dark backgrounds)

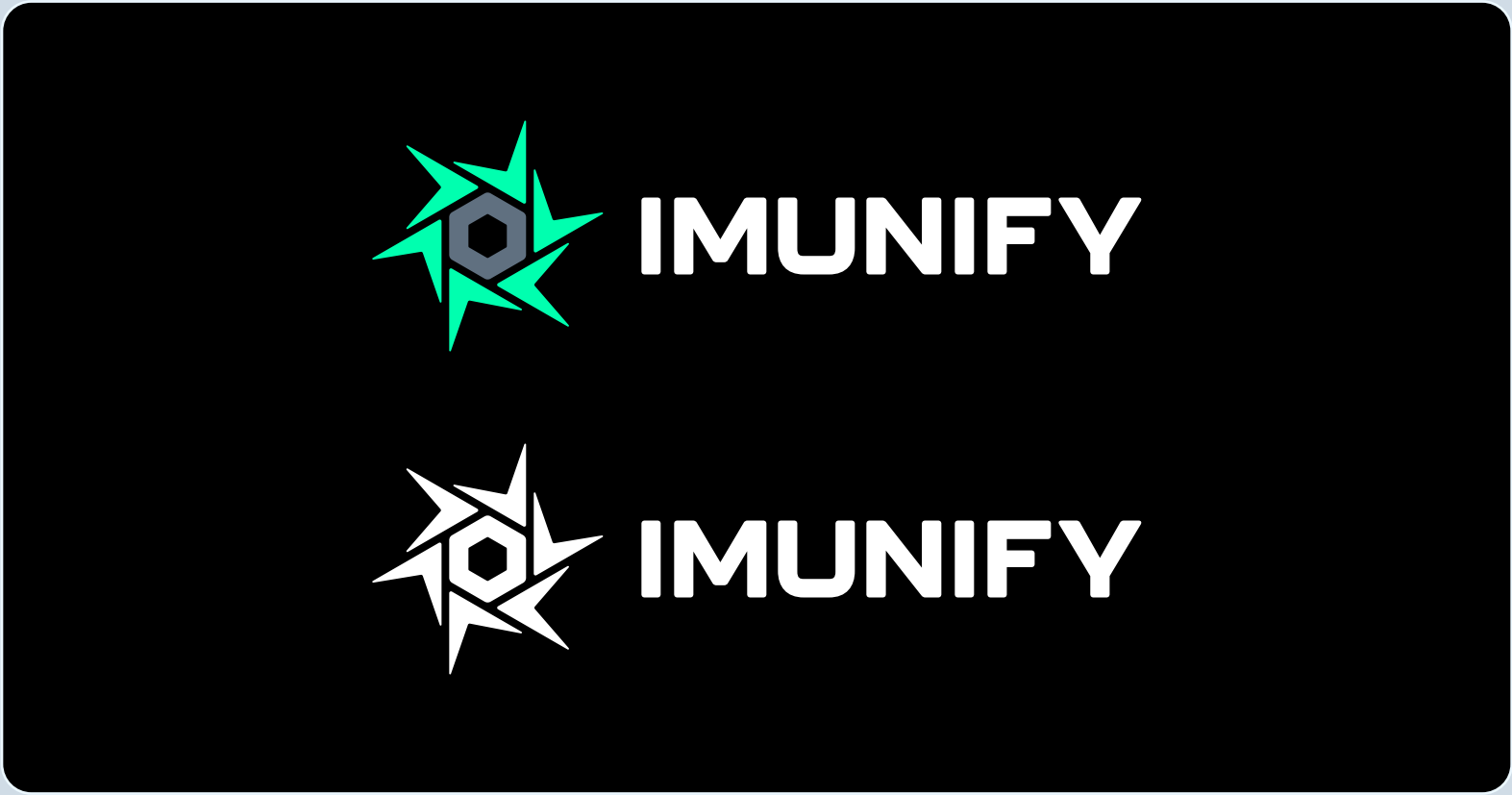
#000000
(Light backgrounds)

#FFFFFF
(Dark backgrounds)

Light Background



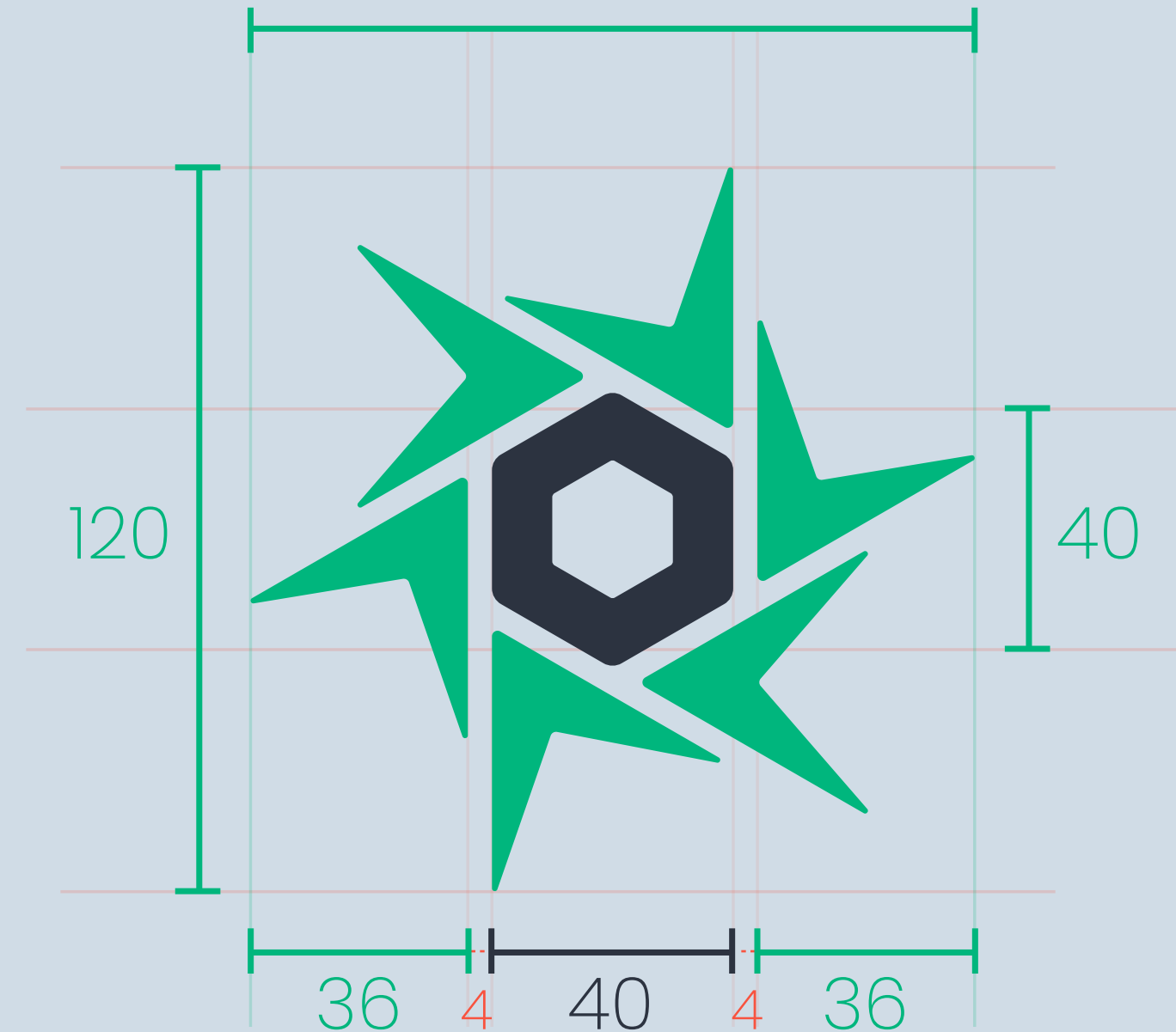
Dark Background



Logomark

The Logomark can be used in situations where the lockup logo might not be a good fit.

In most cases, it is not preferred to use logomarks of Imunify products other than Imunify360. It is best to limit the use of logomarks to the Imunify main brand and Imunify360 only.



RATIO: 1:1 | SIZE EXAMPLE: 120x120

Light Background



Imunify (Main)



Imunify360



ImunifyAV



ImunifyAV+



Imunify Email



Imunify Patch



Imunify Audit



Imunify Connect

Dark Background



Imunify (Main)



Imunify360



ImunifyAV



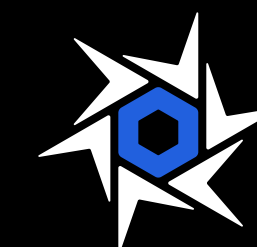
ImunifyAV+



Imunify Email



Imunify Patch



Imunify Audit



Imunify Connect

Clear Space



The clear space around an Imunify Logo or Logomark must be equal to 1/3 of its height or greater on all sides. For example, if the Logo is used at 32px height, there must be at least 11px clear space around it, as 10px would be less than the required clearspace.

Example



Usage

Size

The Logos must always be legible, and must not be used in sizes too small to maintain readability.

For digital use, the Imunify Logomark must not be smaller than 36x36 pixels in any of the Logos.



Color

Each product logo consists of two colors: a primary color to represent the product and black (on light backgrounds) or white (on dark backgrounds).

The main Imunify brand Logo uses a third color for the hexagon in the Logomark.

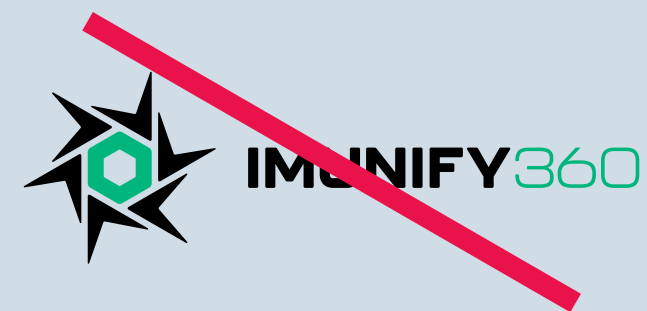
In addition to the Imunify Star and Wordmark which use white or black depending on the background, the **green** used for Imunify and Imunify360, as well as the gray used for Imunify have light and dark background alternatives to ensure maximum contrast.

Usage

Things to avoid while using the Logos

To protect our brand identity, the Logos must be used consistently. The guidelines below use the Imunify360 Logo as an example, but they apply to the Logomark, the Imunify Logo and the all other Imunify Product Logos as well.

DON'T modify the shape of the Logo. This includes stretching, warping, skewing, rotating or rescaling individual elements of the Logo.



DON'T use the Logo on backgrounds that are too complex, that would result in low contrast, or otherwise impede legibility.



DON'T recreate the Logo, change the design of the Logo, or change the color of the Logo.



DON'T separate or rearrange individual elements of the Logo.



Primary Colors

Imunify Green #00B67D Main color of the Imunify Brand and Imunify360	Black #000000 Color used for the Imunify wordmark in all Logos	Turquoise #00CCB1 Main color of ImunifyAV	Ocean #005C50 Main color of ImunifyAV+
Bright Green #00FFAF Used as a highlight, and also replaces Imunify Green for higher contrast against dark backgrounds	White #FFFFFF Replaces Black in Light versions of the Logos used against dark backgrounds	Orange #F99235 Main color of Imunify Email	Sea #18A4B4 Main color of Imunify Patch
		Sky #2160DE Main color of Imunify Audit	Forest #41C300 Main color of Imunify Connect

Secondary Colors

Gold

#C38200

Flame

#F8533F

Ruby

#EA124A

Pine

#002D26

Dark Sky

#000842

Sun

#FAD12B

Neutral Colors

White

#FFFFFF

Apart from the use in Logos, pure White is to be avoided in most cases unless there is a need for maximum contrast

Neutral Light

#ECF8FF

Preferred color to use instead of pure White.
Main text color on dark backgrounds, unless there is need for more contrast

Light Metal

#607080

Dark Metal

#2C3340

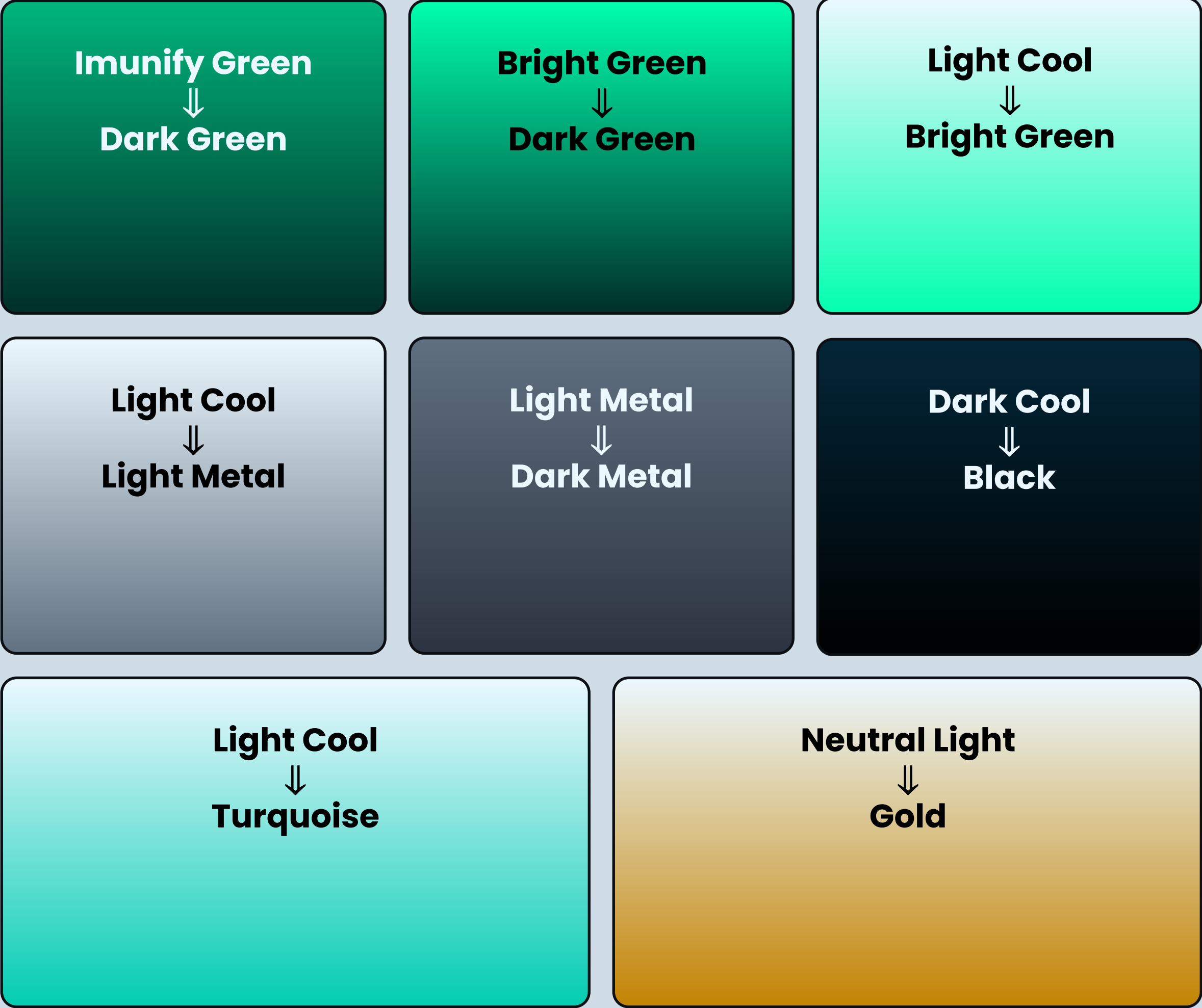
Preferred color to use instead of pure Black.
Main text color on light backgrounds, unless there is need for more contrast

Black

#000000

Apart from the use in Logos, pure Black is to be avoided in most cases unless there is a need for maximum contrast

Gradients



Typography

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@%()

The font **Poppins** is used in Imunify-related media. Poppins has 9 weights to choose from, which makes it ideal to use both for heading and body text.

When part of a text needs to be in bold, at least the weight should be increased three steps if possible. Avoid mixing text weights that are one step apart. For example, **Regular** and **Medium** should not be used in the same paragraph.

In most cases the **Black** font weight should be avoided and **Extrabold** should be the heaviest weight used. Regular body text should use the **Regular** weight, while bigger text being lighter and smaller text should be heavier to balance color values. See the example for comparison: Using the blur filter can help visualize the difference in the color values of text blocks.

Black

ExtraBold

Bold

SemiBold

Medium

Regular

Light

ExtraLight

Thin

Example

24 Light

Nemo enim ipsam sequi
nescient voluptatem

Sed ut perspiciatis unde omnis iste natus
error sit voluptatem accusantium
doloremque laudantium, totam rem
aperiam, eaque ipsa quae ab illo beatae
vitae dicta sunt explicabo. Quia voluptas sit
aspernatur aut odit aut fugit, sed quia
consequuntur magni dolores eos qui
ratione voluptatem sequi nesciunt. Neque
porro quisquam incidunt ut labore et dolore
magnam aliquam quaerat voluptatem.

16 Regular

10 Medium

Sed ut perspiciatis unde omnis
iste natus error sit voluptatem
accusantium doloremque
laudantium, totam rem aperiam,
eaque ipsa quae ab illo inventore
veritatis et quasi architecto
beatae vitae dicta sunt
explicabo. Nemo enim ipsam.

Voluptatem quia voluptas sit aspernatur
aut odit aut fugit, sed quia consequuntur
magni dolores eos qui ratione
voluptatem sequi nesciunt. Neque porro
quisquam est, qui dolorem ipsum quia
dolor sit amet, consectetur, adipisci velit,
sed quia non numquam eius modi
tempora incidunt ut labore et dolore
magnam aliquam quaerat voluptatem.

8 Semibold

Icons

Icons can be used to break up and support text through visualization.

Icons in Imunify-related media illustrate concepts through symbolism and abstraction.

There are different styles of icons:

Flat icons: Generally features one primary color and shades with neutral colors. This style lends itself well to adaptive coloring (for example, for different products or dark/light modes)



Monochromatic: This variation of flat icons features a single color, sometimes with a subtle gradient. Meant to be used where there is a need to reduce distractions. Monochromatic icons are meant to keep the focus on the text.



Shaded icons: This style features more color, gradients and light effects. Meant to be more eye-catching than flat icons. Should not be used in large numbers.



Photography

Stock photography is not preferred in Imunify-related media. Background imagery will instead feature symbolic or abstract graphics.

Illustrations can feature 2D vector graphics or 3D graphics with metal, glass and emissive materials. Limited animations may be used to better demonstrate a concept.

Illustrations should feature generally darker tones accentuated by bright colors and emissive elements to maintain a futuristic and technological quality.

