

# Brand Manual



# Logo

AccuKnox logo consists of two elements: the emblem and logotype. The emblem represent the technology and platform of Cloud security. These are balanced by a sanserif logotype reflecting AccuKnox Industry and expertise.

The primary version of our logo is shown here. It should be used wherever possible. These two elements should never appear separately. The only exception to this rule is in selected digital uses (favicon, motif and Icons) and merchandise material that has been approved by the brand team. This is covered in more detail later in the guidelines.

Additional logo versions are available for restricted formats and specific uses. See page 5 & 6.

## Download

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# Logo Clearspace

When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.”

Always leave a clearspace area equal to the cap height of the Motif ‘Polygon’

Logo artwork comes with the clearspace dimensions included in the art board size.



# Logo Colours

## White or light backgrounds



R: 0   G: 70   B: 225  
HEX: #0046FF

R: 200   G: 0   B: 25  
HEX: #C80019

R: 100   G: 100   B: 255  
HEX: #6464FF

R: 0   G: 1   B: 200  
HEX: #0000C8

## Black or dark backgrounds



R: 0   G: 70   B: 225  
HEX: #0046FF

R: 200   G: 0   B: 25  
HEX: #C80019

R: 100   G: 100   B: 255  
HEX: #6464FF

R: 254   G: 254   B: 254  
HEX: #FFFFFF

# Logo Light Background Combinations



# Logo Dark Background Combinations



# Logo Monochrome Combinations



It also known as Spot Colour logo or Black & White logo.

This is mostly used when the brand original colours cannot be used on particular vertical.



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# Logo on background images





# Logo usage with partners

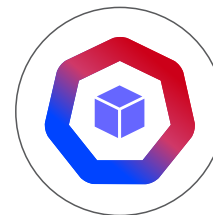
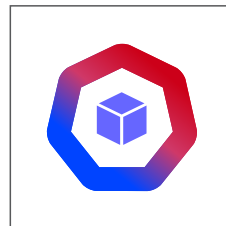
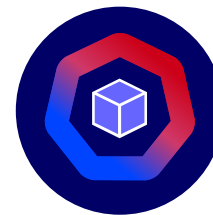
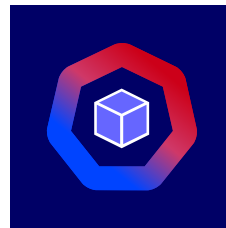


# Logo emblem for social profile image

There will be times when our logo needs to appear as profile picture/image on social media pages.

Shown here are examples of the different combinations.

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# Logo as thumbnail icons

Shortcut icons, Android or iOS thumbnails

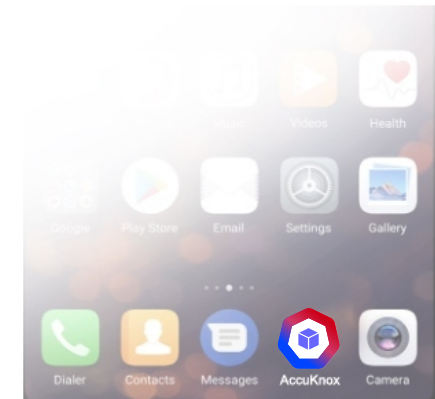
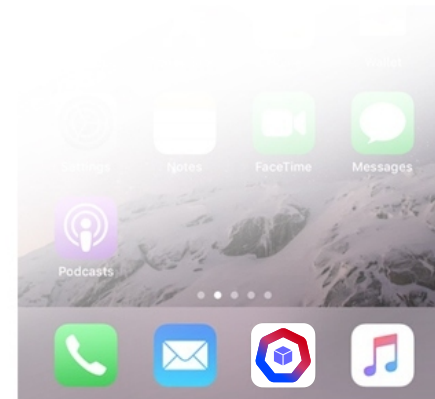
The emblem is fit in its maximum and safe size for cross platform icons

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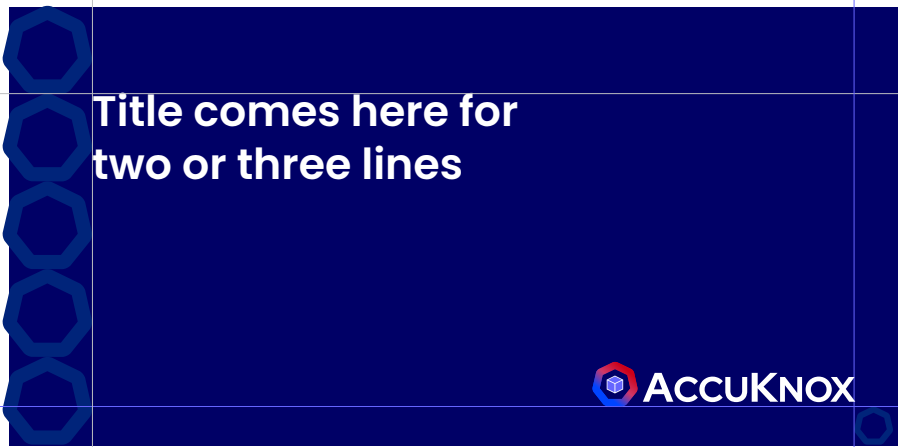
AccuKnox



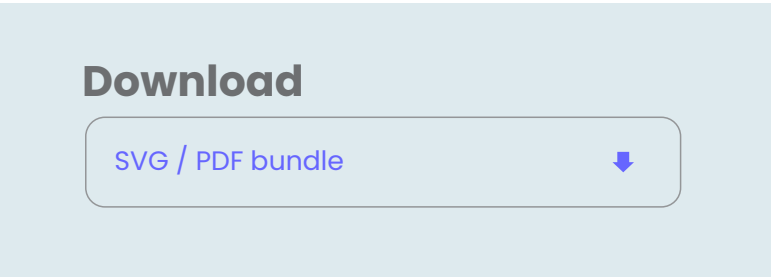
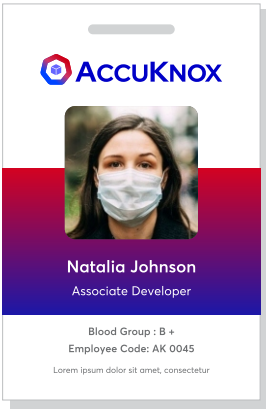
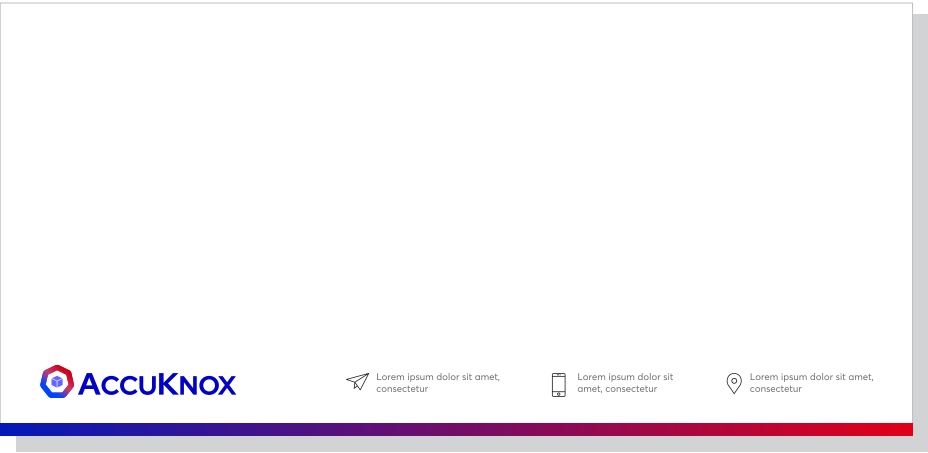
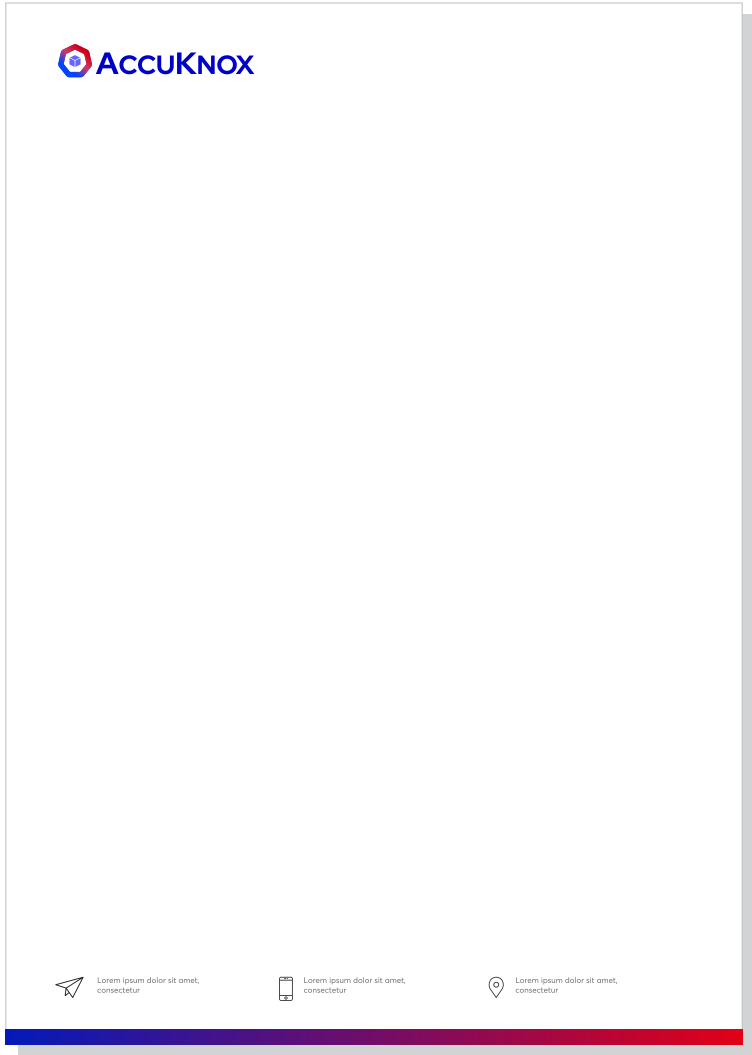
# Logo usage and placement on social banner

The horizontal logo is the preferred choice for digital uses to ensure maximum standout in small areas.

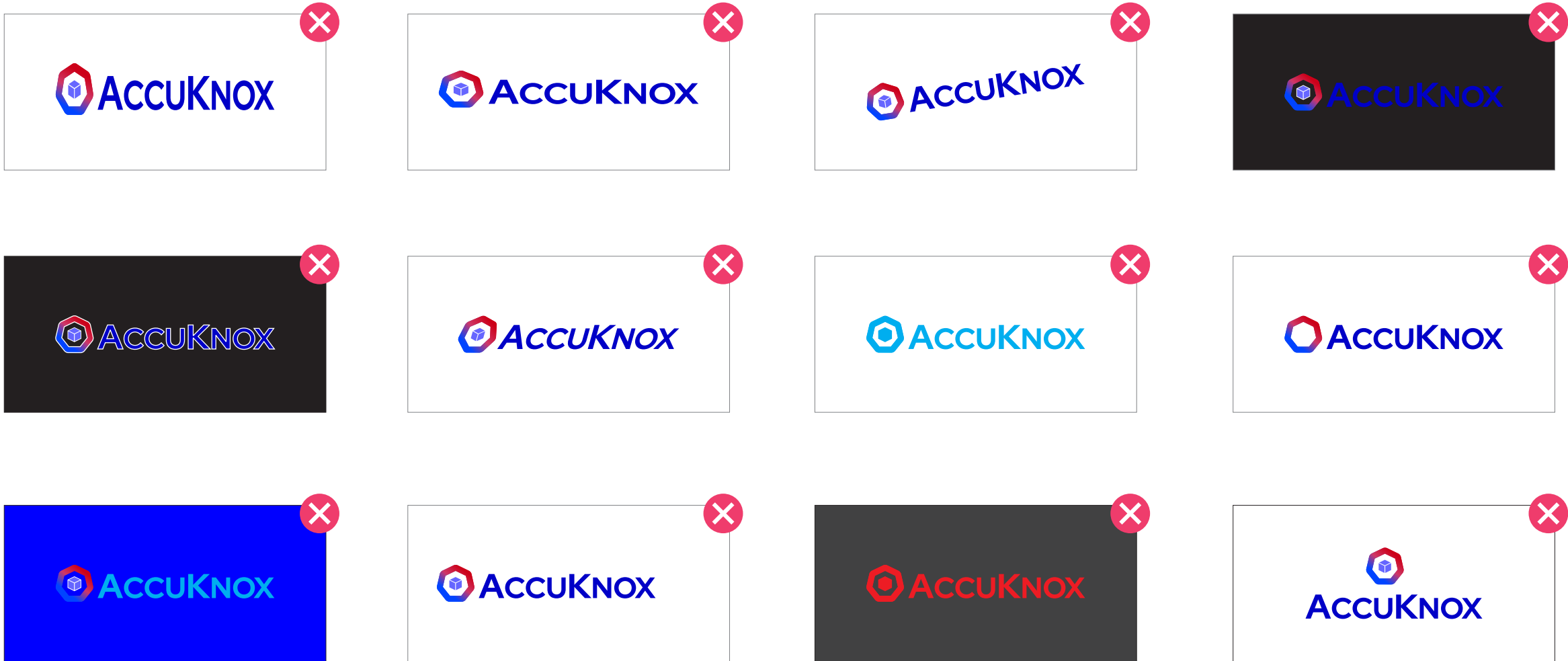
Our preferred position of the logo is in the bottom right-hand side, but when content, context, and usability of your digital touchpoint restricts, use your best judgment to achieve logo standout.



# Logo usage on stationary



# Logo Dont's



# Fonts & Typography

<b>Montserrat-Bold</b>	<b>700</b>
<hr/>	
<b>Montserrat-Semibold</b>	<b>600</b>
<hr/>	
<b>Montserrat-Medium</b>	<b>500</b>
<hr/>	
<b>Montserrat-Normal</b>	<b>400</b>
<hr/>	

**Fonts Bundle  
download**

**Download** 

# AccuKnox

Cloud Security that secures “Build to Runtime”. Compliant with SOC2, STIG, PCI, HIPAA, CIS, MITRE, NIST, and more. One Platform that can do Agentless ASPM and CSPM, CWPP, KSPM, and KIEM. AI-LLM powered durable, reliable, and scalable CNAPP solution.

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