



Intrusion

Brand Guidelines | v1.2





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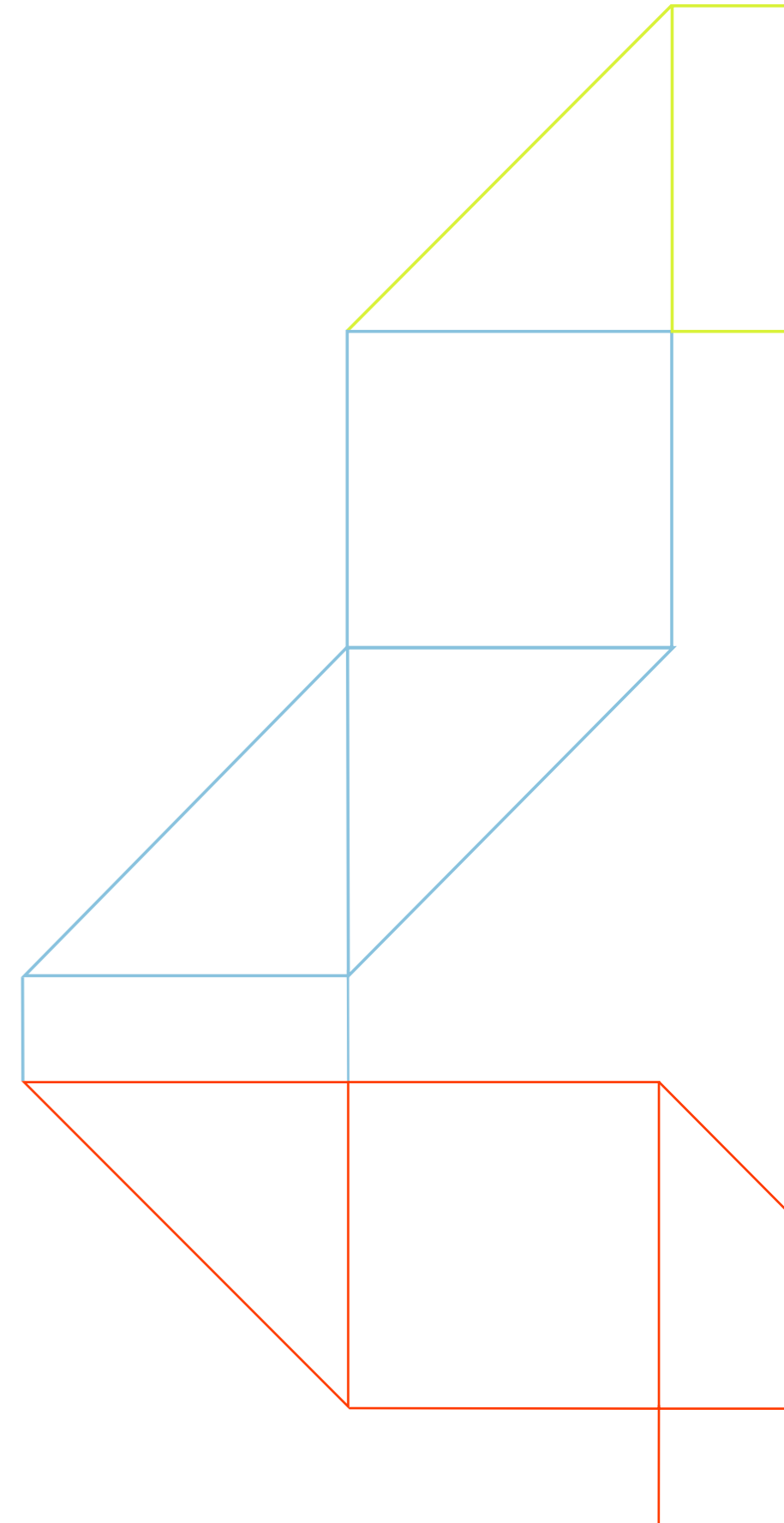
The Ghost 24

Brand DNA

Brand Character

When we talk about Intrusion,
we talk about a brand that is:

**adaptable / trustworthy / insightful /
protective / approachable / realistic**



Logo



Logo

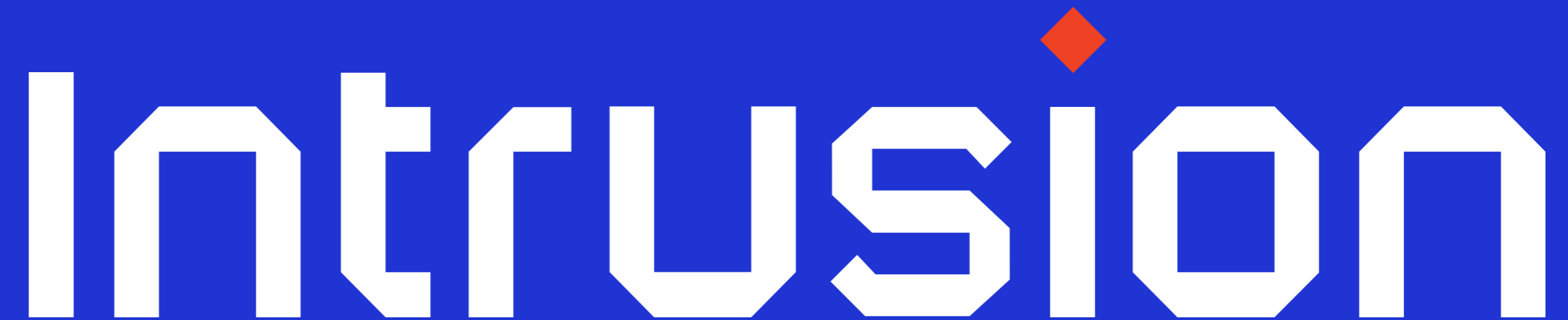
Full Color



Intrusion

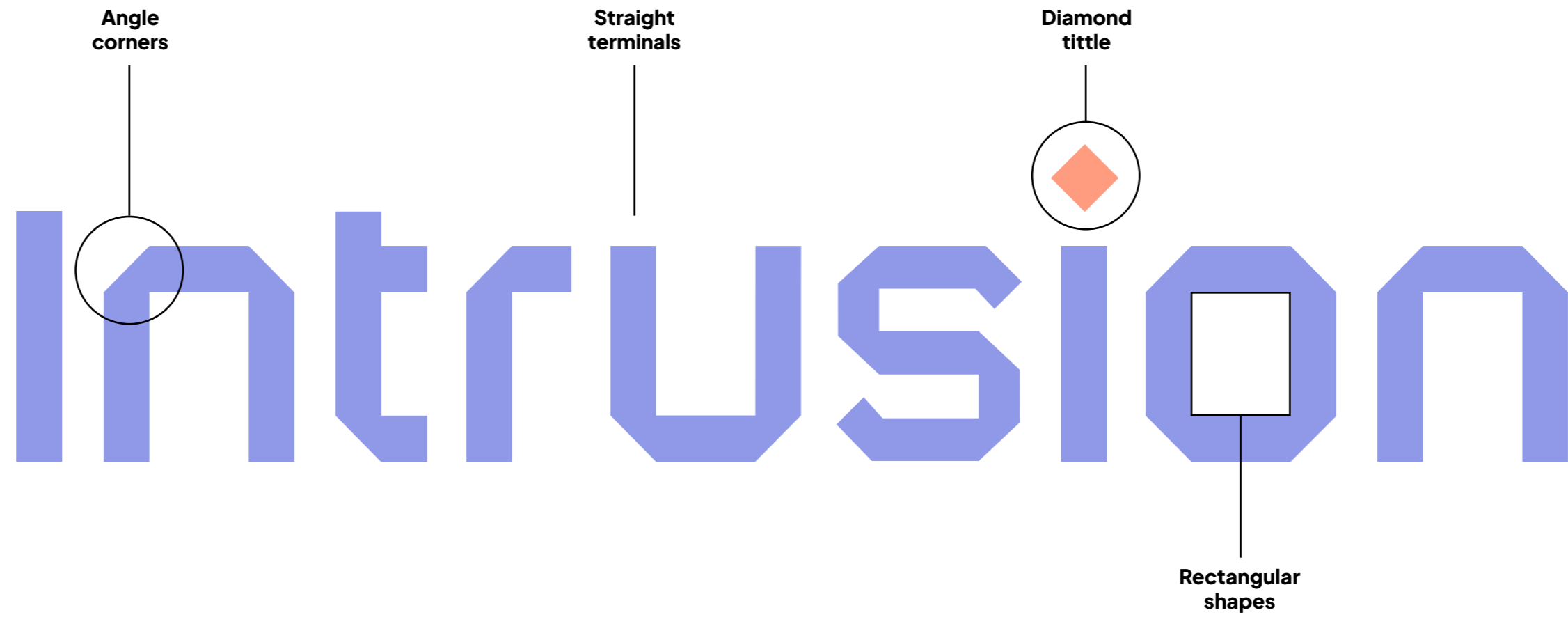
Logo

Inverse Color

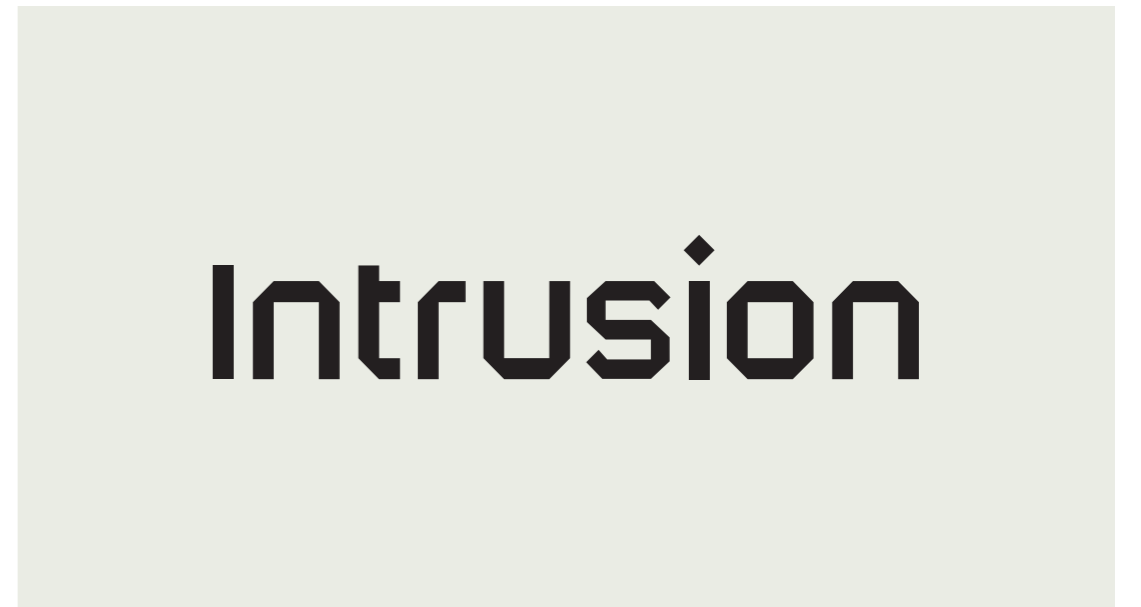


Intrusion

Logo Anatomy



Logo Color Combination



Clear Spacing & Minimum Size

Clear Spacing

Clear spacing defines the specific amount of space that the logo must have on all sides to ensure visibility and integrity.

Minimum Size

Minimum size refer to the lowest recommended logo size to ensure visibility and legibility.

Clear Spacing



Minimum Size

Intrusion

On screen
75 px

Intrusion

In print
1.25 inch

Incorrect Logo Usage

To maintain logo integrity, here are examples of what not to do.



Don't change logo lockup



Don't compromise legibility or change color



Don't stretch or distort



Don't outline



Don't position on an angle



Don't adjust the spacing



Don't add a stroke



Don't use any gradients



Don't add any elements



Don't apply effects



Don't break the brandmark



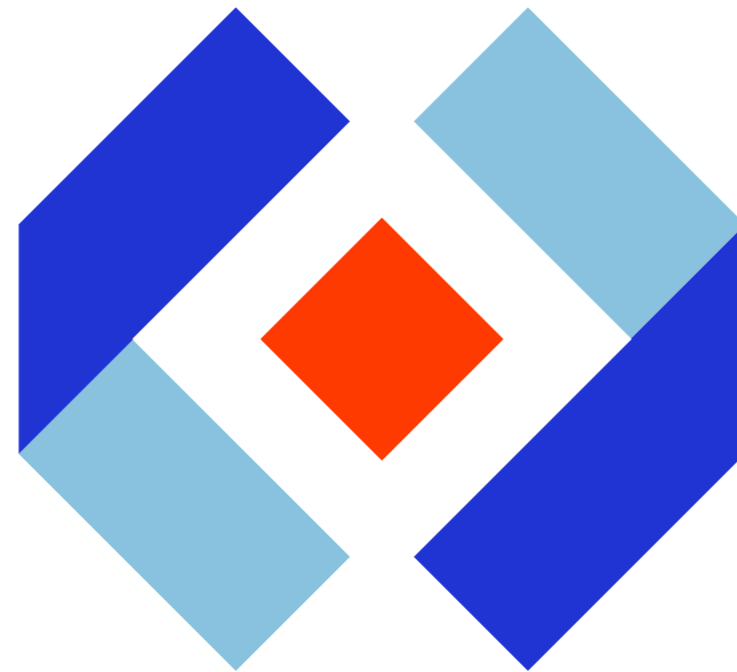
Don't change the color of the brandmark

Icon

The icon is not interchangeable with the logo.

The icon is intended to be used in mediums or spaces where a logo cannot properly fit.

Primary



Secondary



Brand Colors



Primary Brand Colors

Core Palette

HEX	#1F34D2
RGB	R31 G51 B209
CMYK	C100 M95 Y0 K3
PMS	072C

RGB CMYK PMS

HEX	#000326
RGB	R0 G3 B38
CMYK	C100 M73 Y28 K86
PMS	296C

RGB CMYK PMS

HEX	#EAECE4
RGB	R234 G236 B228
CMYK	C100 M65 Y22 K80
PMS	50% TINT OF WARM GRAY 1C

RGB CMYK PMS

HEX	#FFFFFF
RGB	R255 G255 B255
CMYK	C0 M0 Y0 K0

RGB CMYK PMS

Extended Color Palette

Secondary Colors

HEX	#5C0F94
RGB	R92 G15 B148
CMYK	C80 M99 Y0 K0
PMS	VIOLET C

RGB CMYK PMS

HEX	#88C2DE
RGB	R136 G194 B222
CMYK	C42 M8 Y2 K0
PMS	2905C

RGB CMYK PMS

HEX	#D9F800
RGB	R217 G248 B0
CMYK	C25 M0 Y100 K0
PMS	389C

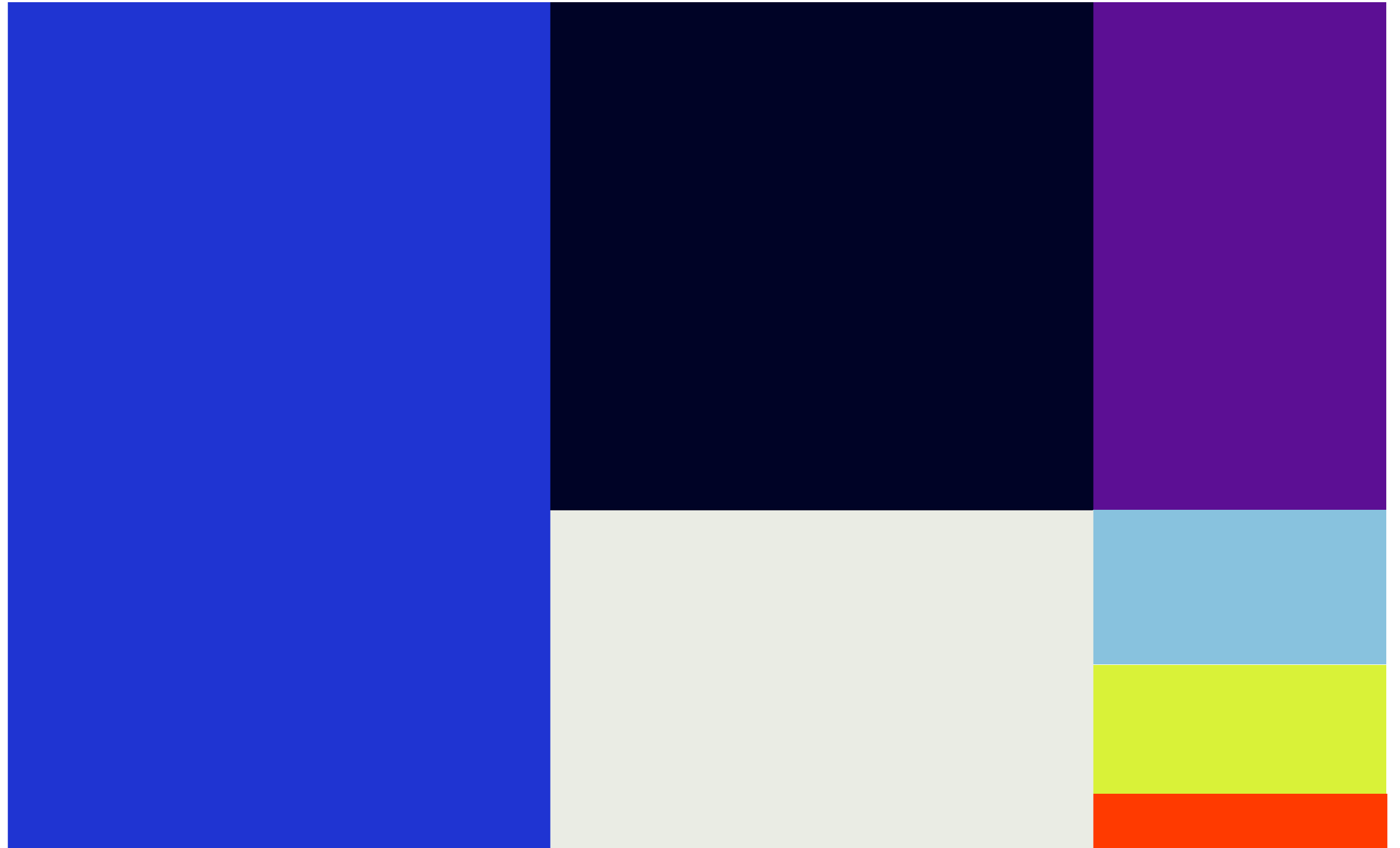
RGB CMYK PMS

HEX	#FF3A00
RGB	R255 G58 B0
CMYK	C100 M66 Y0 K0
PMS	BRIGHT RED C

RGB CMYK PMS

Color Application Proportions

Use these color proportions in any layout or collateral design.

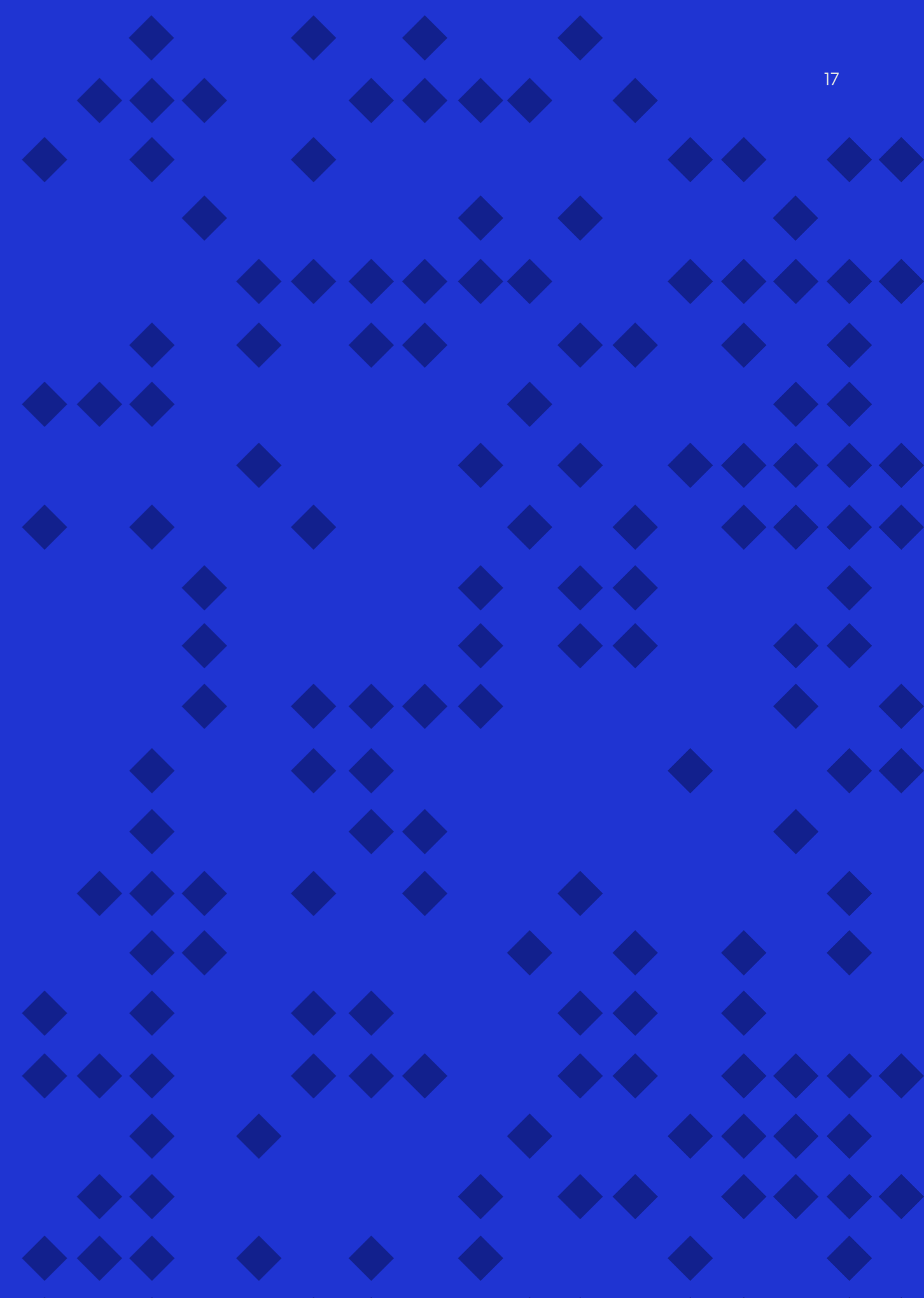


Color Combinations

The image displays four vertical panels, each representing a different background color. Each panel contains a stack of colored rectangles with their respective hex codes. The panels are:

- Panel 1 (Background: #1F34D2):** Contains a stack of four rectangles: #FFFFFF (white), #EAECE4 (light gray), #FF3A00 (orange-red), and #000326 (dark blue).
- Panel 2 (Background: #000326):** Contains a stack of five rectangles: #88C2DE (light blue), #D9F800 (yellow-green), #EAECE4 (light gray), #FF3A00 (orange-red), and #FFFFFF (white).
- Panel 3 (Background: #5C0F94):** Contains a stack of five rectangles: #88C2DE (light blue), #D9F800 (yellow-green), #EAECE4 (light gray), #FF3A00 (orange-red), and #FFFFFF (white).
- Panel 4 (Background: #EAECE4):** Contains a stack of five rectangles: #5C0F94 (purple), #88C2DE (light blue), #D9F800 (yellow-green), #1F34D2 (blue), #FF3A00 (orange-red), and #000326 (dark blue).

Brand Typography



Brand Typography

Primary Font Family

The primary font family for Intrusion is Plus Jakarta.

Plus Jakarta is a modern and open-source typeface and is available to download on Google Fonts.

Plus Jakarta Sans

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Plus Jakarta Sans

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Plus Jakarta Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Plus Jakarta Sans

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Type Hierarchy

Primary Font Family

Casing

Use sentence casing for most communications. Title case can be used sparingly for headlines.

All caps is for eyebrow copy.
Never use all lowercase type.

Alignment

Left alignment of type is preferred, and centered where appropriate.

Proportions

Type sizes are calculated using headline point size.

In this example, the headline text is set at 90pt. The eyebrow text is set at $90/5$ and the sub-headline text is set at $90/2$. Round to the nearest even number to determine final size.

Letter Spacing

Type treatment is designed with 0 tracking by default. If spacing needs to be adjusted, make sure the letters never touch.

EYEBROWS ARE 1/5 HEADLINES OR SHORT CAPTIONS

Plus Jakarta Sans Extra Bold

Headline
in contrast

Plus Jakarta Sans Extra Bold

Sub-headlines are 1/2 headlines

Plus Jakarta Sans Medium

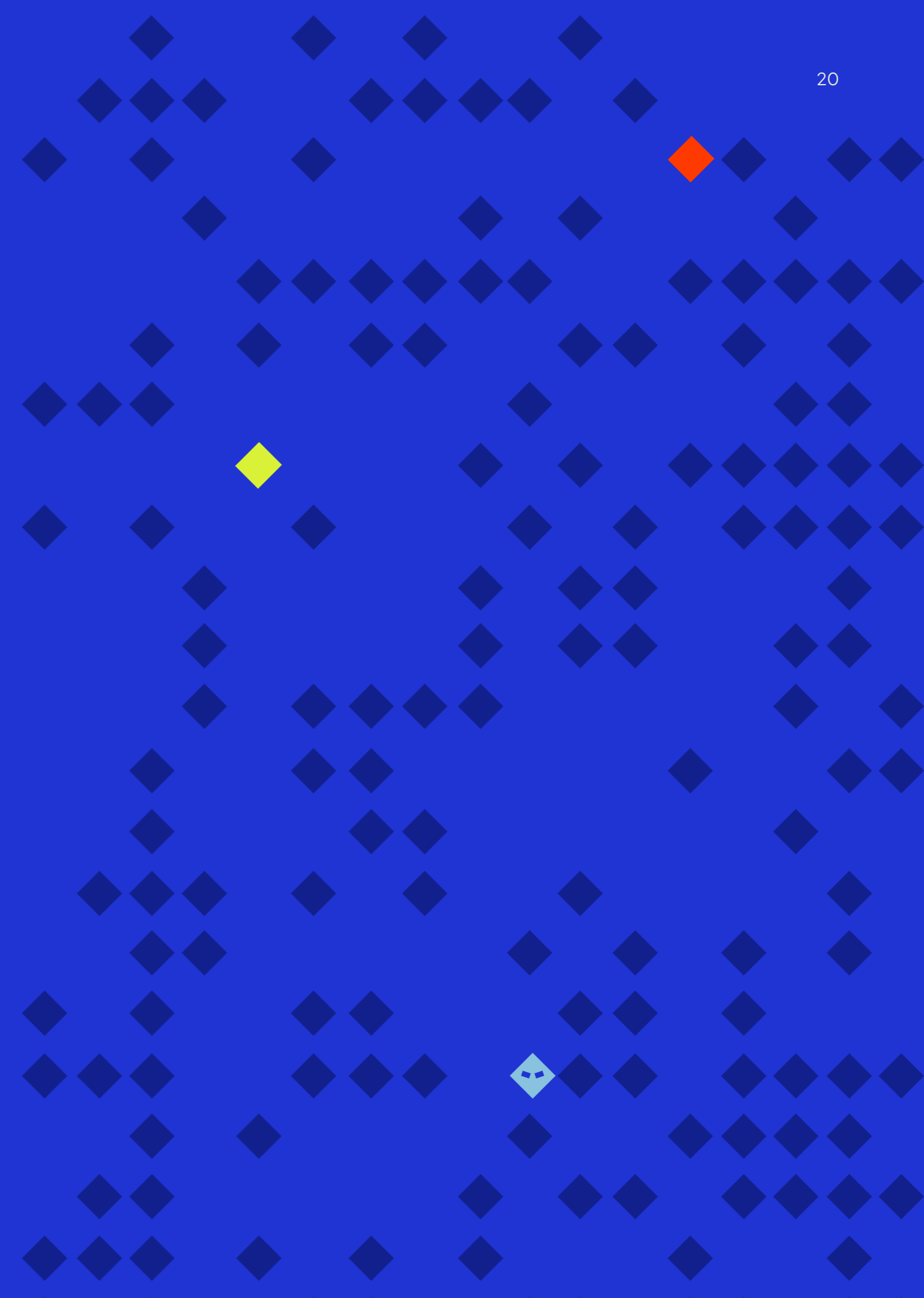
Body copy is 1/6 headline size when sub-headlines are present. In applications where sub-headlines are not present, body copy can be 1/3.

Plus Jakarta Sans Regular

Breadcrumbs copy is 1/8 headline size and is set in Extra Bold weight

Plus Jakarta Sans Extra Bold

Graphics



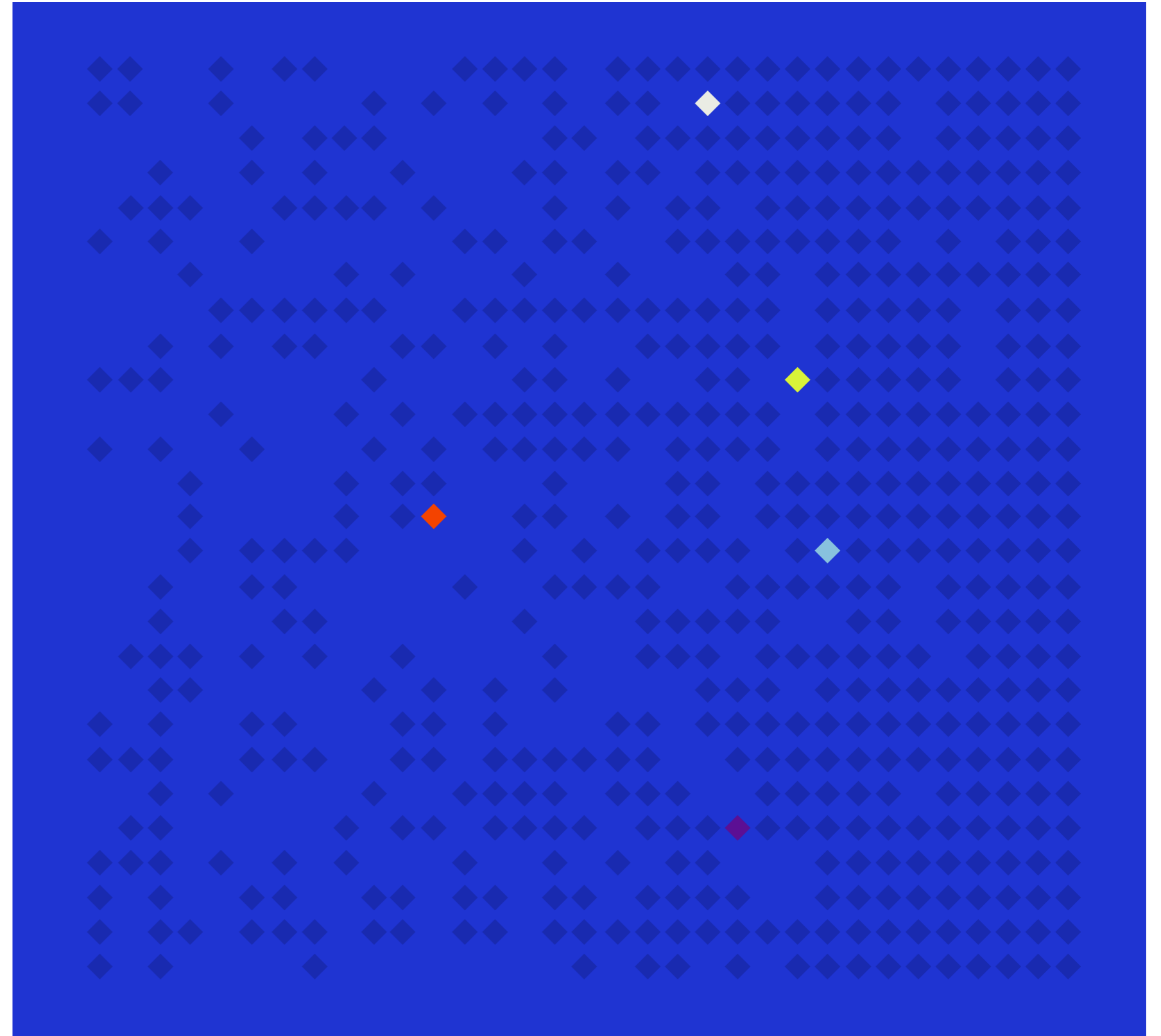
Pattern

Full Pattern

Diamond Overlay

The irregular diamond pattern compliments the identity of the Intrusion brand.

The diamonds are spread at equal distance to illustrate data points. To represent the 'bad actor' coming in, some diamonds have been removed to create asymmetry.

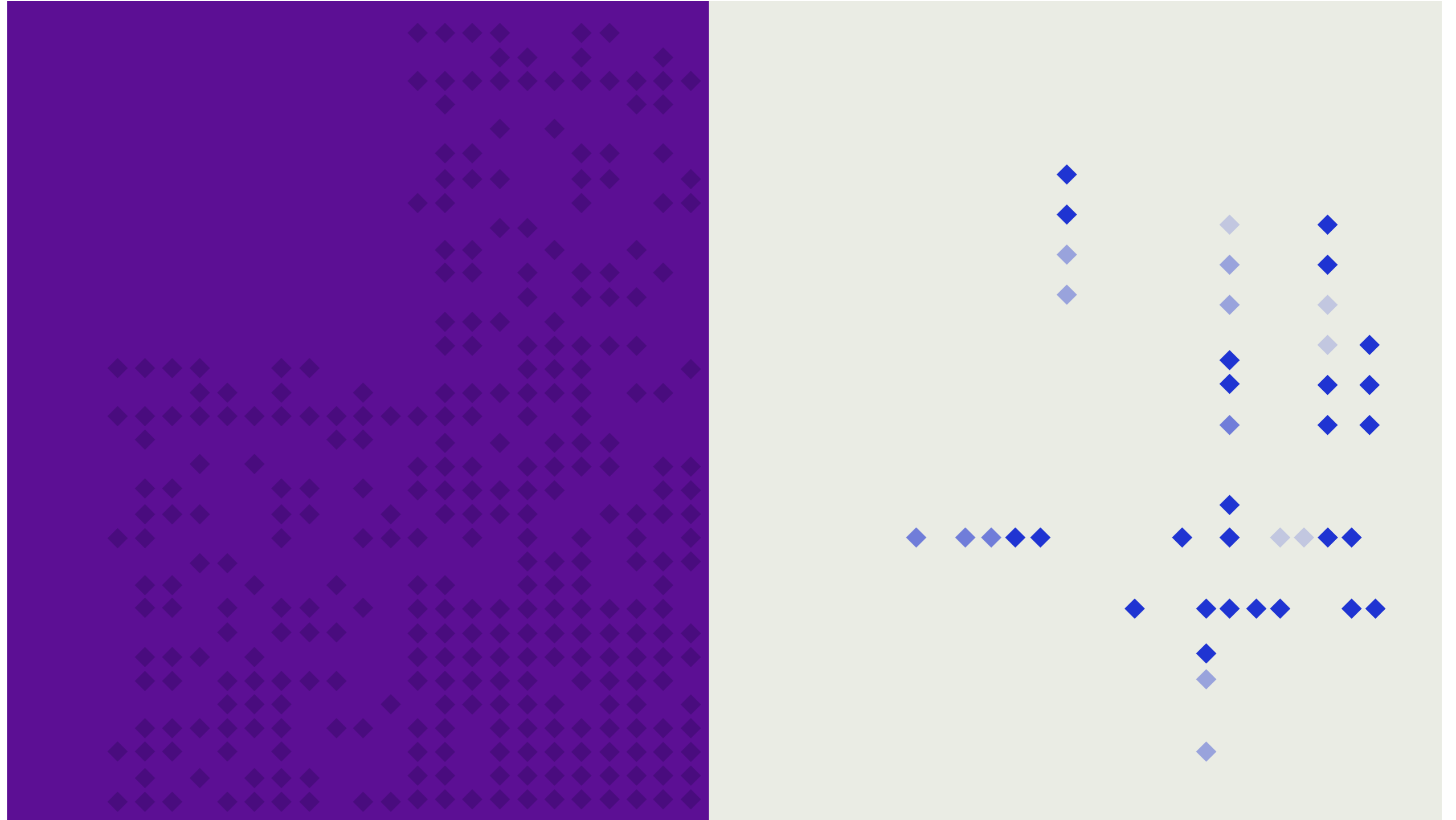


Pattern Variation

Half Pattern

Use a portion of the full pattern to create a half pattern when application requires more space.

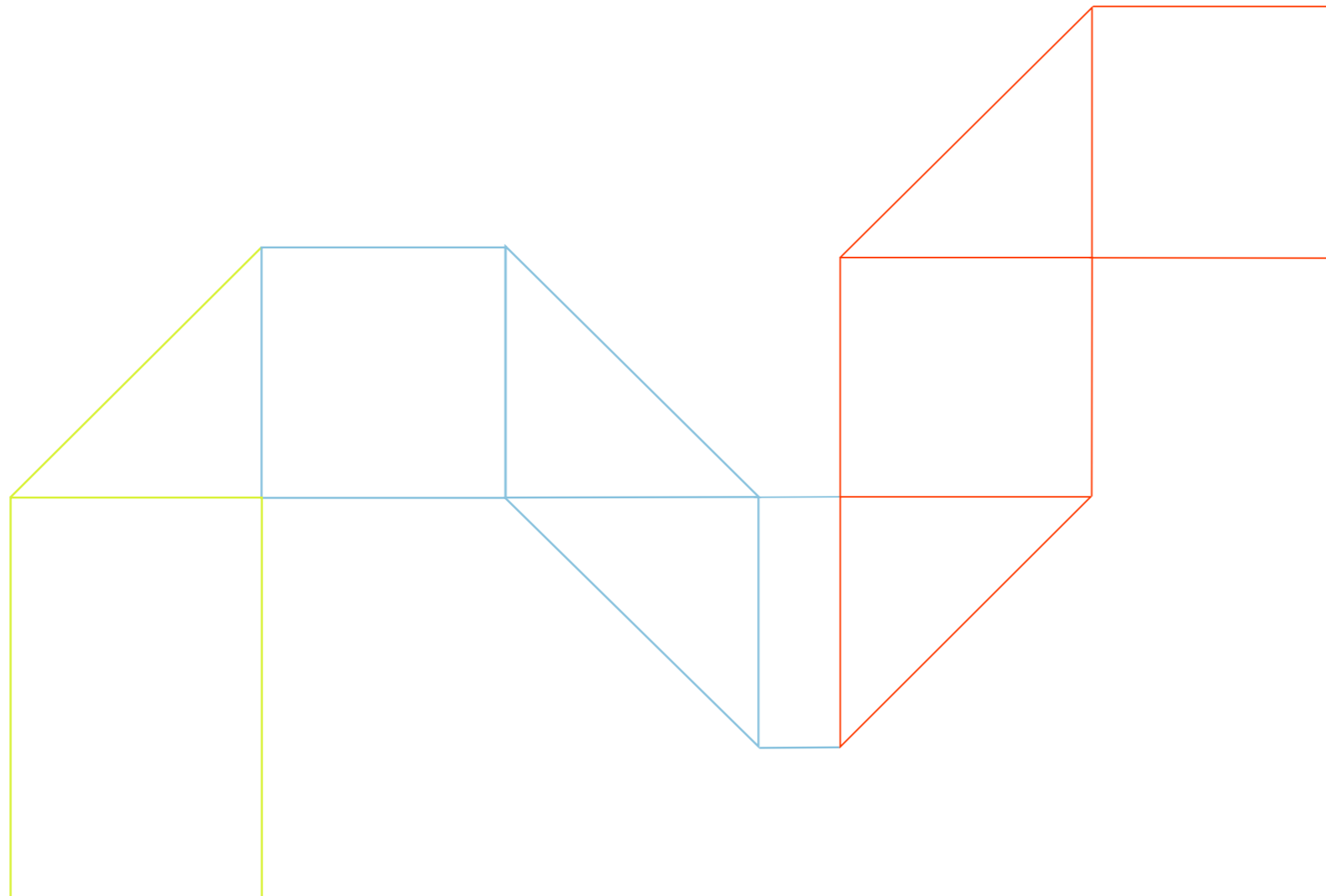
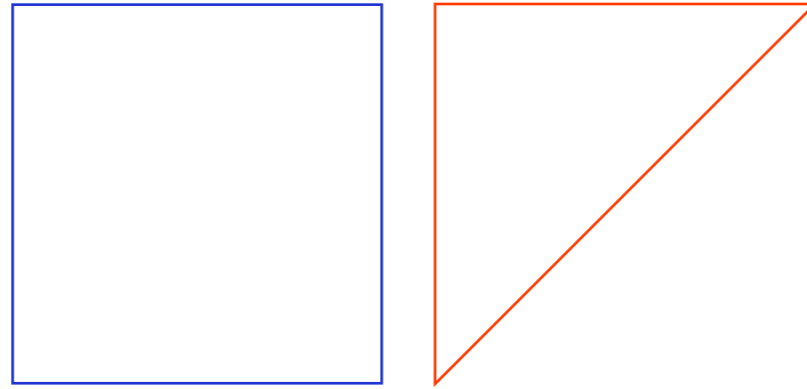
Use portions of the full pattern to make space for text or other graphics.



Graphic Elements

Additional graphics were developed and inspired by the logo.

This contemporary folding graphic can be outlined or filled with color.



The Ghost

The ghost graphic uses the diamonds from the original logo to illustrate an evil stare. It represents the nefarious bad actor that quickly appears and disappears in your data system.

This graphic can be used in any of the brand colors on top of the pattern. The eyes should match the color of the background.

