Brand Manual

AccuKnox

AccuKnox Brand Guidelines 2022

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.

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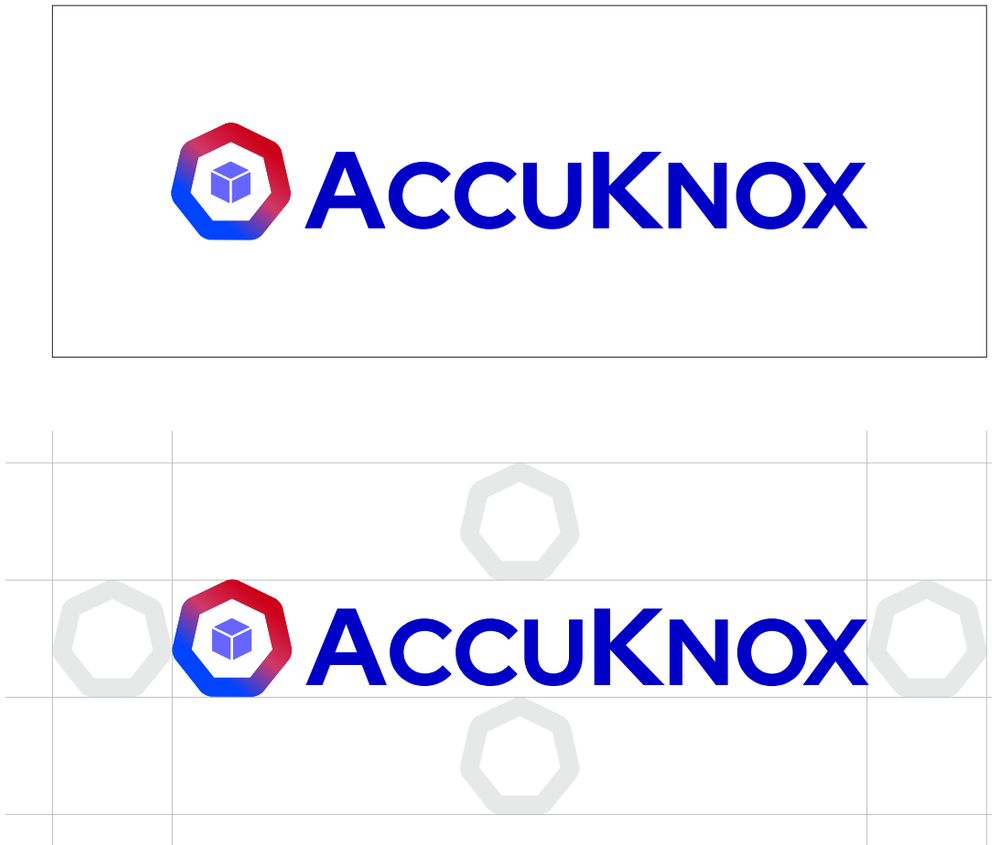
SVG, PNG Bundle

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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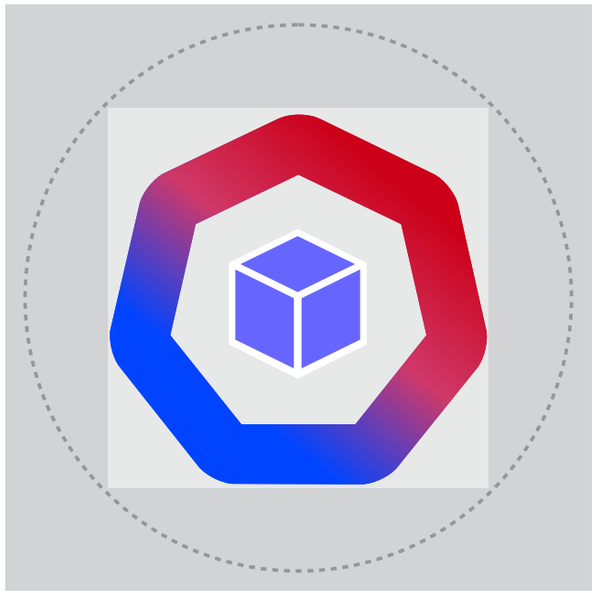

Logo as thumbnail icons

Shortcut icons, Android or iOS thumbnails

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

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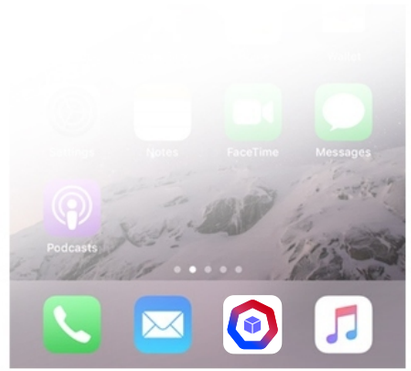
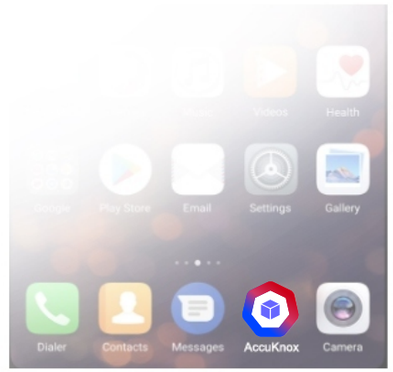
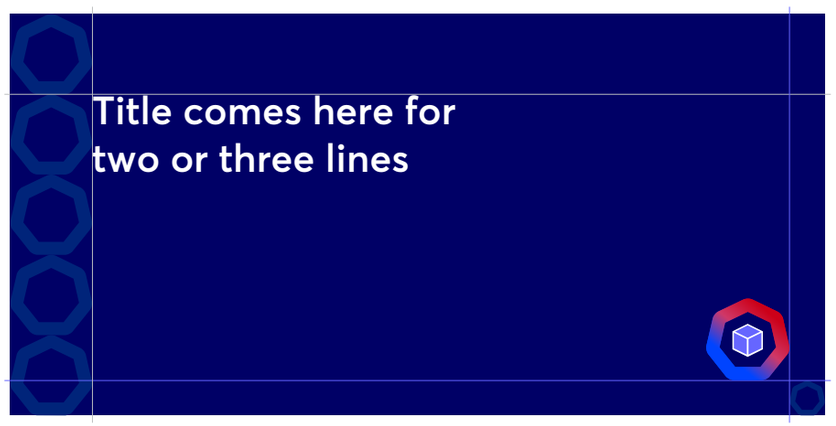


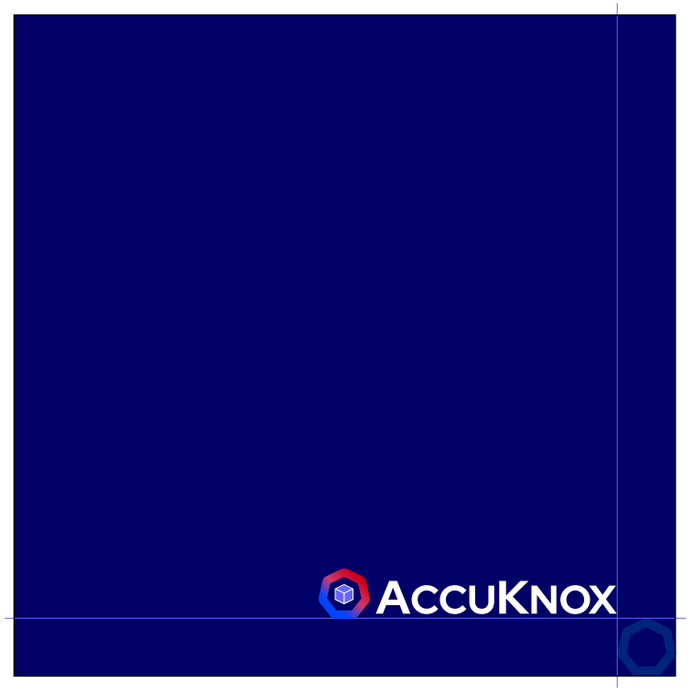


Logo usage and placement on social banner

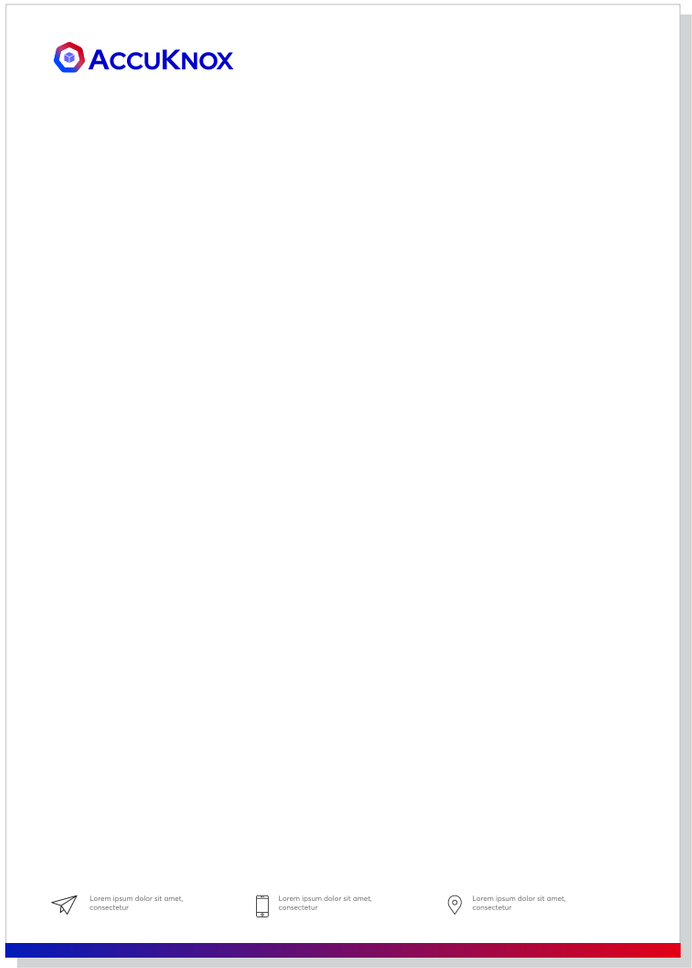
The horizontal logo is the preferred choice for digital uses to ensure maximum standout in small areas.

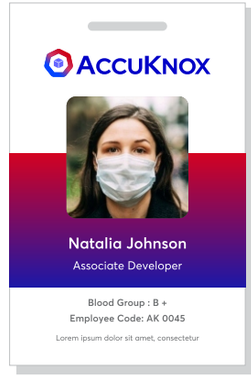
Our preferred position of the logo is in the bottom right-hand side, but when content, context, and usability of your digital touchpoint restricts, use your best judgment to achieve logo standout.





Logo usage on stationary





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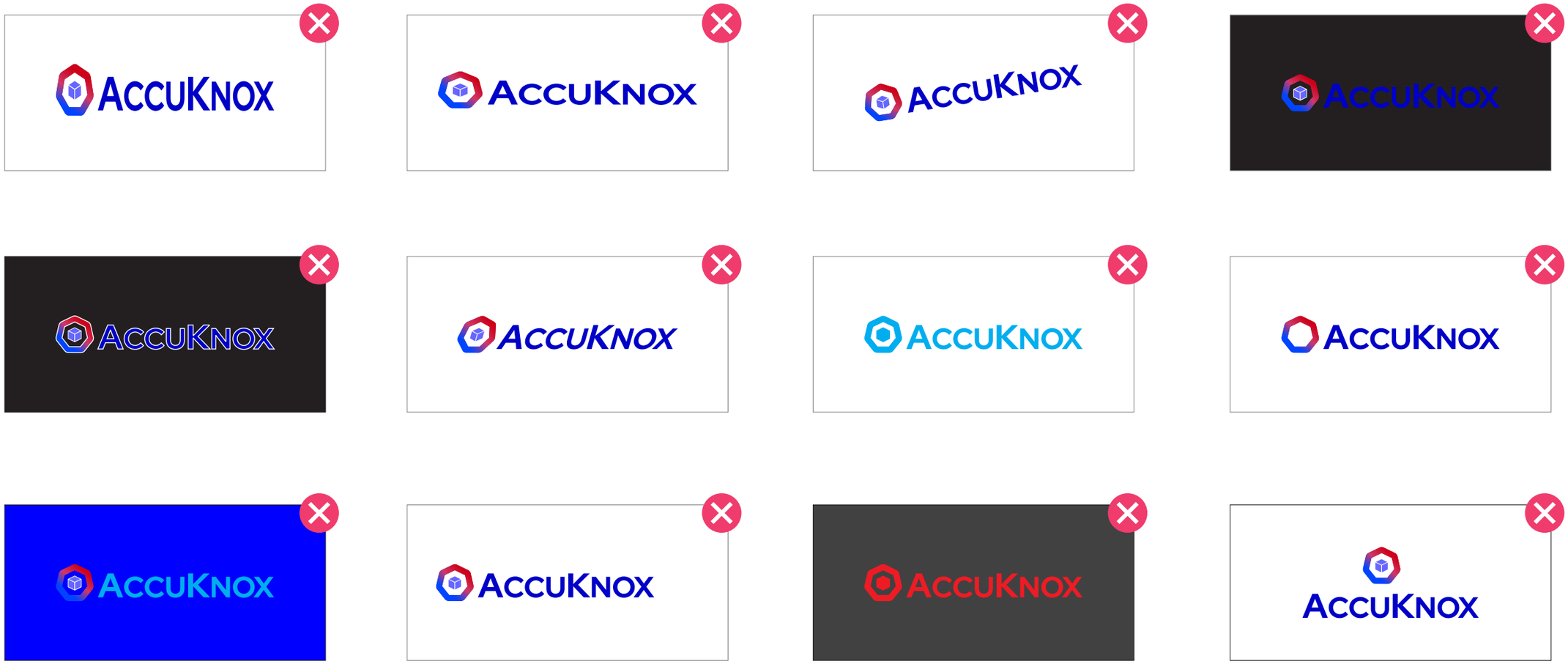
SVG / PDF bundle

Logo Dont's



Fonts & Typography

Montserrat-Bold	**700**
Montserrat-Semibold	600
Montserrat-Medium	500
Montserrat-Normal	400

Fonts Bundle download

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AccuKnox

AccuKnox is a set of run-time cloud security tools that allow you to protect your Kubernetes clusters at run-time.
By run-time protection we are talking about the ability to protect your workloads while they are running while continously monitoring for unknown and malicious activity. Run-time protection for your Kubernetes and other cloud workloads is provided using Kernel Native Primitives such as eBPF for Networking (L3, L4 and L7 security), AppArmor, SELinux and eBPF for application hardening and security. Both eBPF and Linux Security Modules (LSMS) are well known approaches to hardening / protecting workloads running in Linux.

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