



# Brand Guidelines



# About

## Us

As the standards-based mobile app security and privacy company, NowSecure protects the Mobile App Economy. The world's most demanding organizations, innovative mobile developers and advanced security teams entrust NowSecure to safeguard millions of mobile app users across banking, insurance, high tech, IoT, retail, hospitality, energy and government sectors.

Begun more than a decade ago in 2009, NowSecure has been at the forefront of mobile security innovation, starting with first mobile forensics to first mobile app pen testing services to first mobile pen testing toolkit to first automated continuous security testing to the first mobile supply chain risk management. Organizations turn to NowSecure as the mobile security experts, from creation of industry standards and specifications like OWASP MASVS and ADA MASA to innovative open source community projects like Frida and Radare

The NowSecure mission is to save the world from unsafe mobile apps. Our brand reflects our mission-driven approach to mobile app security.

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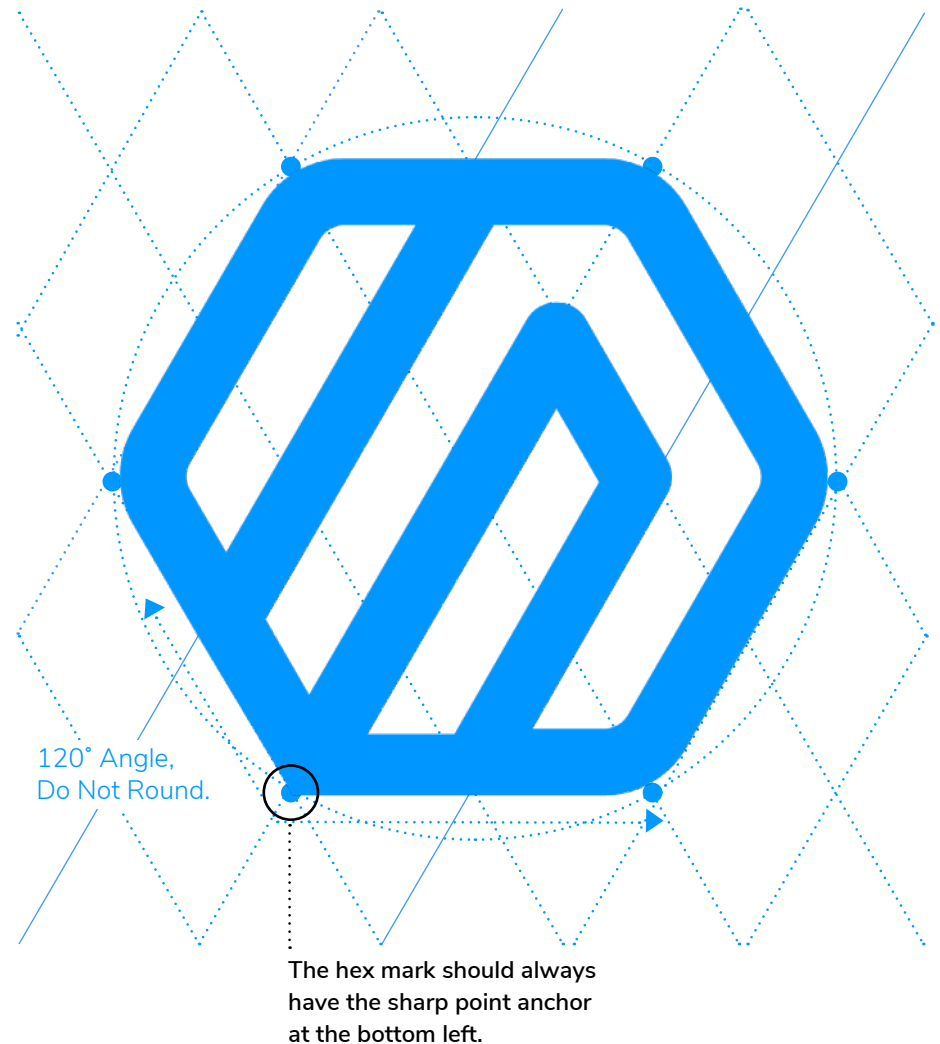
# Our Logo



# The Logomark

The mark contains thick stroke lines, which evoke strength. The diagonal direction of these stroke lines show forward and upward movement. The rounded corners give a friendly, comforting feel; while the point in the lower left corner grounds the mark — do not rotate the mark. The hexagon shape is generally eye pleasing due to its symmetrical character.

The logo prominently displays an 'N', embedded in a shape that resembles a shield or an emblem. The gradient reinforces the mark's cool, modern and tech-friendly sensibility. The solid form makes the mark highly versatile and transformative. The logo mark should be presented primarily in NowSecure blue, or white or black, depending on its application.



# The Wordmark

**NowSecure in Nunito Sans SemiBold**  
**Registered mark in Nunito Sans SemiBold**

Note. The registered mark is always at least one fourth the size of NowSecure wordmark unless in reference to a product or the company in copy. Center-alignment is determined by the placement of 'NowSecure' not including the registered mark.



**NowSecure®**

# The Lockup

**NowSecure in Nunito Sans SemiBold**  
**Registered mark in Nunito Sans SemiBold**

Note. The NowSecure hex logo mark is twice the size of the NowSecure wordmark. The spacing between the NowSecure hex mark logo and the N from the NowSecure should be one fourth the size of the NowSecure hex mark logo. Center-alignment is determined by the placement of the NowSecure hex mark” logo and ‘NowSecure’ not including the registered mark.



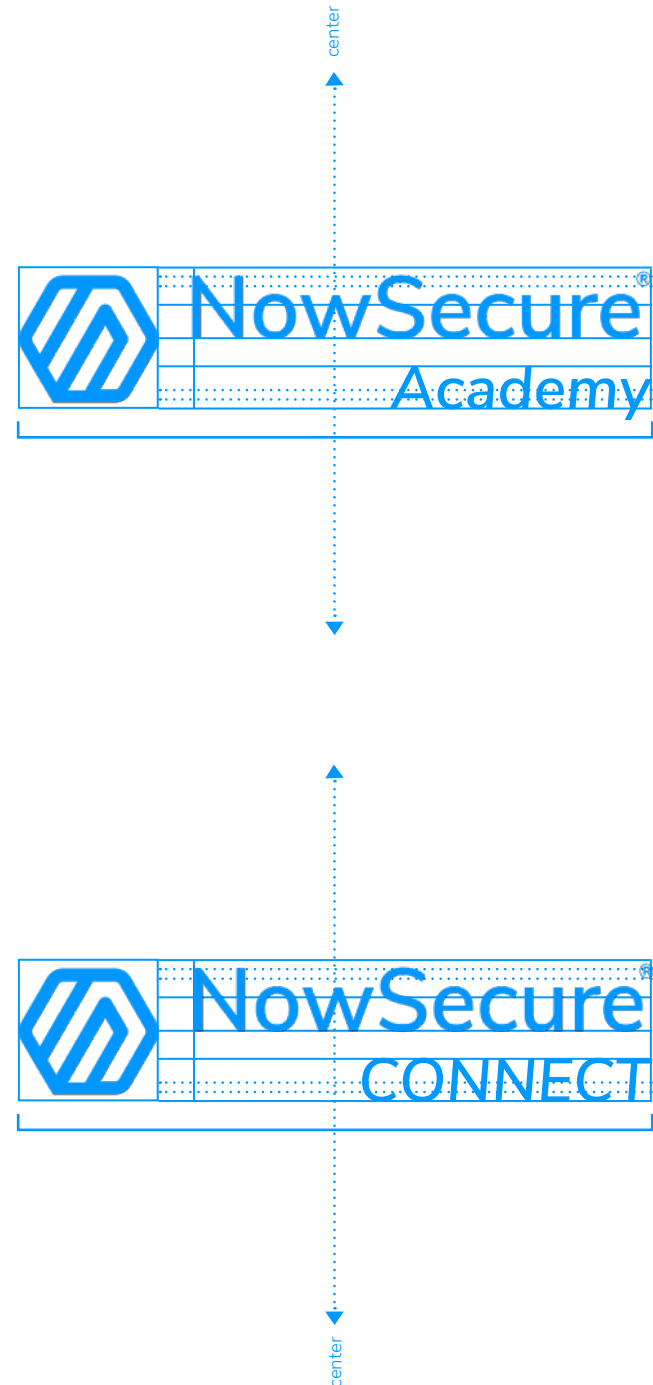
Tagline

Logo

Lockup

NowSecure in Nunito Sans SemiBold 33pt  
Registered mark in Nunito Sans SemiBold 20pt  
Tagline in Nunito Sans SemiBold Italic 23pt

Academy should always be spelled in sentence case.  
CONNECT should always be spelled in all caps.



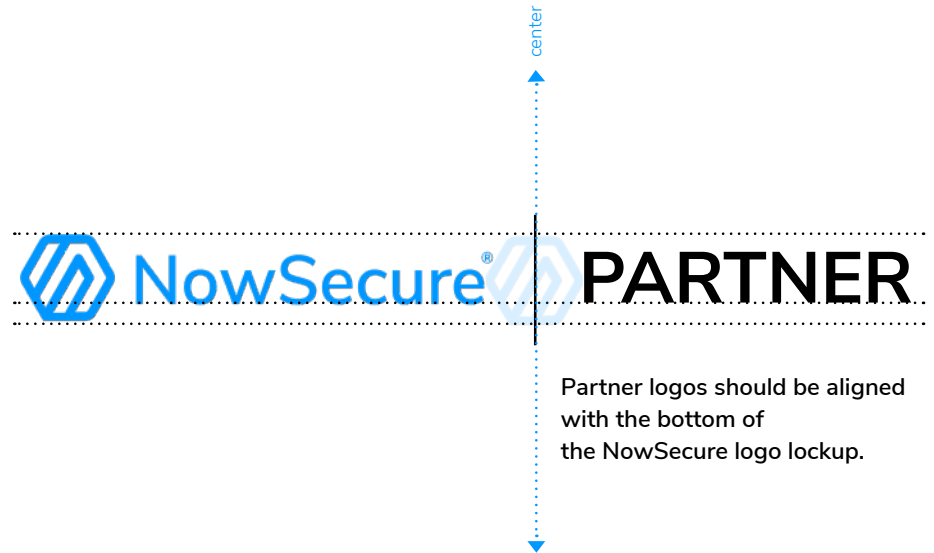


## Partnership

# Logo

# Lockup

The partnership lockup is used for communication around approved NowSecure partnerships. We lockup the NowSecure logo with a partner logo, placing the NowSecure logo either to the left or top of the partner's logo. We add clear space between the logos equal to the size of the logo hex, and divide the space in half by a vertical line. Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the NowSecure logotype.



# Proper Logo Treatment

## Full Color logo on White:

Typeface hex #0099FF, Background hex #ffffff

## White logo on Blue:

Typeface hex #ffffff, Background hex #0099FF

## White logo on Black:

Typeface hex #ffffff, Background hex #000000

## White logo on Gray:

Typeface hex #ffffff, Background hex #999CAB

## White logo on Dark Blue:

Typeface hex #ffffff, Background hex #002E48

## Black logo on White:

Typeface hex #000000, Background hex #ffffff



The NowSecure logo lockup in black should only be used in print or instances that require black and white color range.



Proper

# Logo & Stock Treatment

The one color logo should be used only on photographs and color backgrounds within the NowSecure color palette. The one color logo should be only on white colorways.



Improper

# Logo

# Treatment

Do not use different colors on the logo. Do not distort the logo. Do not switch the placement of the logo lockup. Do not remove the spacing between the logo and the logo typeface. Do not change the transparency of the logo. Do not outline the logo lockup (unless it is for embroidery items in which the logo must be in full hex color #0099FF or full white hex color #ffffff). Do not use drop shadows or any other effects. Do not distort the logo or any part of the logo lockup. Do not move the placement of the logo within the logo typeface. Do not use any textures on the logo. Do not change the color of the logo typeface. Do not use the logo lockup on a red background. Do not use a textured background with the logo lockup. Do not italicize the logo lockup. Do not distort the logo lockup in any way.



# Logo Usage

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 104px wide and 116px wide. The small logo mark should be used at a size between 0.33px wide and high. Only the horizontal logos are appropriate for small use. Do not use the stacked logo for small use.

## Maximum Sizing for Small Use Logo

2 inches wide, approx.  
0.475 inches height, approx.



144px wide, approx.  
34.2px height, approx.

0.77 inches wide, approx.  
0.77 inches height, approx.



55.44px wide, approx.  
55.44px height, approx.

2.05 inches wide, approx.  
1.125 inches height, approx.



NowSecure®

147.6px wide, approx.  
81px height, approx.

## Minimum Sizing for Small Use Logo

1.45 inches wide, approx.  
0.34 inches height, approx.



104px wide, approx.  
24.5px height, approx.

0.55 inches wide, approx.  
0.55 inches height, approx.



39.6px wide, approx.  
39.6px height, approx.

1.61 inches wide, approx.  
0.91 inches height, approx.



NowSecure®

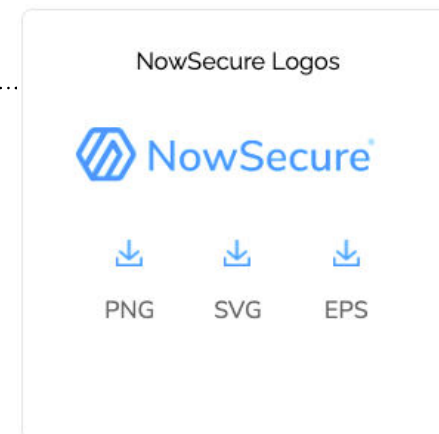
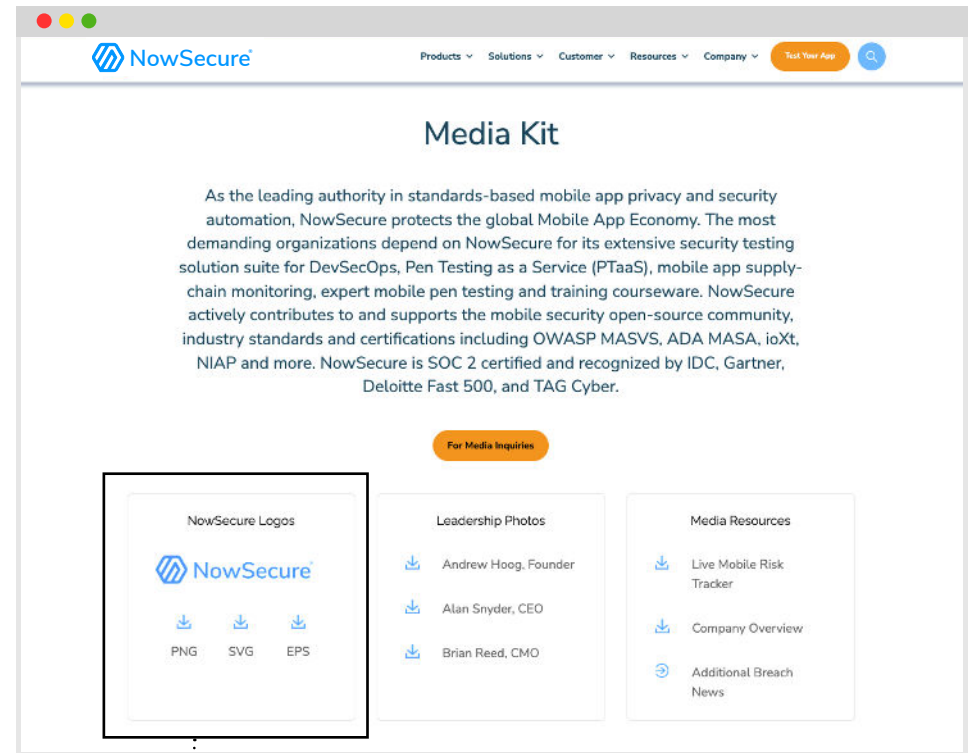
116px wide, approx.  
66px height, approx.

# Logo

## Media Kit

When distributing our logo to outside vendors and sources, please refer to our media kit with the link provided below. The kit includes various formats of our logo lockup in different file types for use.

<https://www.nowsecure.com/media/>



# Our Typography

Aa

# Font Family

NowSecure headlines are set in Nunito Sans SemiBold. When using Nunito Sans to create headings on embedded or printed collateral for NowSecure, always typeset it with optical kerning, set the tracking to 0, and set in sentence case. Do not set in all caps or all lowercase.

## The Nunito Sans Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+=/?

### Nunito Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+=/?

### Nunito Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+=/?

### Nunito Sans Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+=/?

### Nunito Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+=/?



# Web Styles

NowSecure headings should be set in Nunito SemiBold. Key words can be set in Nunito Bold and can use an accent color from the NowSecure secondary color palette. Sub headings should also be set in Nunito SemiBold. Can also use Nunito Bold for keywords to stand out, but unlike for headers, do not use any additional colors for the bolded keywords. If paragraph titles in the body text are present, colors from the primary NowSecure color palette may be used where applicable. Body text should be set in Nunito Light and keywords can be set in Nunito Bold. No additional colors may be used for body text.

# Deliver Secure Mobile Apps. Fast.

The #1 Mobile AppSec and  
Mobile DevSecOps Solution  
Suite for the Apps You Build,  
Use and Manage

## Mobile App Security [Confidence Starts Here.](#)

Built on a decade of experience testing millions of mobile apps, contributing to standards and open source, and researching mobile app security, NowSecure helps you grow a scalable **mobile application security** program with the visibility, efficiency and risk control you need to mobilize your enterprise safely.

# Our Color Palette



# Our Color Palette

The colors that make up the primary and secondary NowSecure color palette are the only colors that should be used, accordingly, across all visual assets.

<div>HEX #0099FF RGB 0, 153, 255 CMYK 100, 40, 0, 0</div>	<div>HEX #33CCFF RGB 54, 204, 255 CMYK 80, 20, 0, 0</div>	
<div>HEX #002E48 RGB 0, 46, 72 CMYK 100, 36, 0, 72</div>	<div>HEX #999CAB RGB 153, 156, 171 CMYK 11, 9, 0, 33</div>	
<div>HEX #FFC41F RGB 255, 196, 31 CMYK 0, 23, 86, 0</div>	<div>HEX #7ECF54 RGB 126, 207, 84 CMYK 39, 0, 59, 19</div>	<div>HEX #EF3444 RGB 239, 52, 68 CMYK 0, 78, 72, 6</div>
<div>HEX #FF941A RGB 255, 148, 26 CMYK 0, 42, 90, 0</div>	<div>HEX #E5E6EA RGB: 229, 230, 234 CMYK: 2, 2, 0, 8</div>	<div>HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0</div>

# Primary Palette

The colors within the NowSecure primary color palette may be used in any layout or collateral design. Use only white or black text on core colors as outlined on the right. Do not interchange the use of white or black text according to preference, as these color combinations are specifically approved for accessibility.

HEX #0099FF  
RGB 0, 153, 255  
CMYK 100, 40, 0, 0

HEX #33CCFF  
RGB 54, 204, 255  
CMYK 80, 20, 0, 0

HEX #002E48  
RGB 0, 46, 72  
CMYK 100, 36, 0, 72

HEX #999CAB  
RGB 153, 156, 171  
CMYK 11, 9, 0, 33

# Secondary Palette

Do not use the NowSecure secondary color palette colors for text, unless used along with bolded text as accent color in headings. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility. Secondary colors can be used with primary colors, but this should be limited.

HEX #FFC41F  
RGB 255, 196, 31  
CMYK 0, 23, 86, 0

HEX #7ECF54  
RGB 126, 207, 84  
CMYK 39, 0, 59, 19

HEX #EF3444  
RGB 239, 52, 68  
CMYK 0, 78, 72, 6

HEX #FF941A  
RGB 255, 148, 26  
CMYK 0, 42, 90, 0

HEX #E5E6EA  
RGB: 229, 230, 234  
CMYK: 2, 2, 0, 8

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

# Color Balance

The primary and secondary color palettes should work in harmony and balance. They should not overpower nor dilute each other.



# Text + Color Balance

Text color should work in harmony with the background color.

Primary Color Palette

#3f9af7	#f7c54a	#f1983e	#0e2e46	#ffffff
#64cafa	#92c265	#e5e6ea	#dd464b	
#999caa	#dd464b	#ffffff		
#0e2e46	#f7c54a		#0e2e46	#f7c54a
#64cafa	#e5e6ea		#64cafa	#e5e6ea
#ffffff			#ffffff	

Secondary Color Palette

#3f9af7

#0e2e46

#dd464b

#ffffff

#0e2e46

#e5e6ea

#dd464b

#ffffff

#0e2e46

#f7c54a

#64cafa

#92c265

#e5e6ea

#ffffff

#0e2e46

#e5e6ea

#dd464b

#ffffff

#3f9af7

#0e2e46

#f1983e

#64cafa

#92c265

#999caa

#dd464b

#3f9af7

#f7c54a

#f1983e

#64cafa

#92c265

#0e2e46

#999caa

#dd464b

#3f9af7	#f7c54a	#f1983e
#64cafa	#92c265	#e5e6ea
#999caa	#dd464b	#ffffff

# The Iconography





# The Iconography

The iconography used for NowSecure's products and services refers to all of the images and symbols that appear on the website and across all marketing paraphernalia. The icons are a highly effective way to convey our products and services without using a single word, suggestive of the functionality with which they are associated.



NowSecure Academy



NowSecure Supply Chain



NowSecure Services



NowSecure Platform



NowSecure Pen Testing

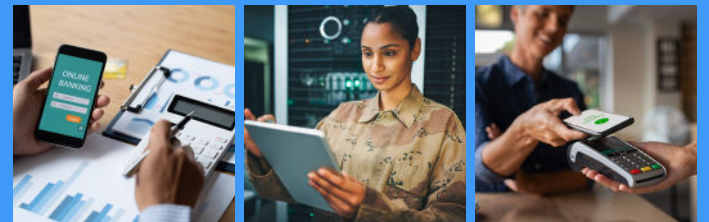


NowSecure Workstation



NowSecure Mobileverse

# Stock Photography

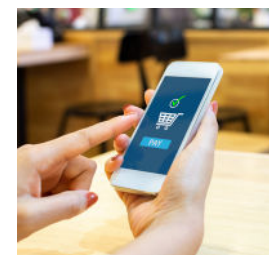
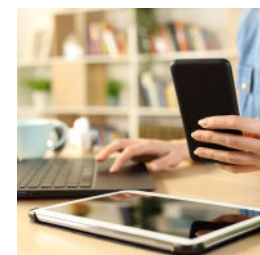
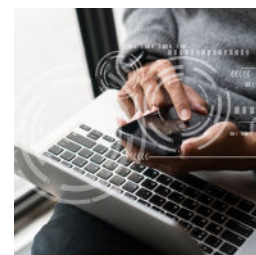
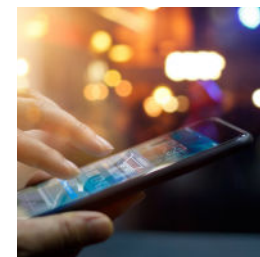
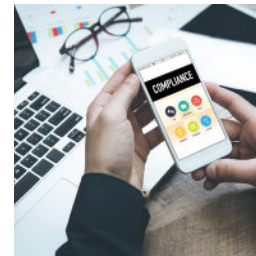
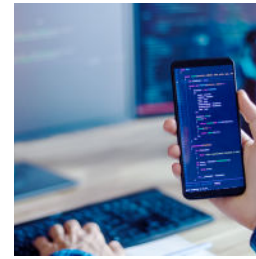


Devices

# Stock

# Photography

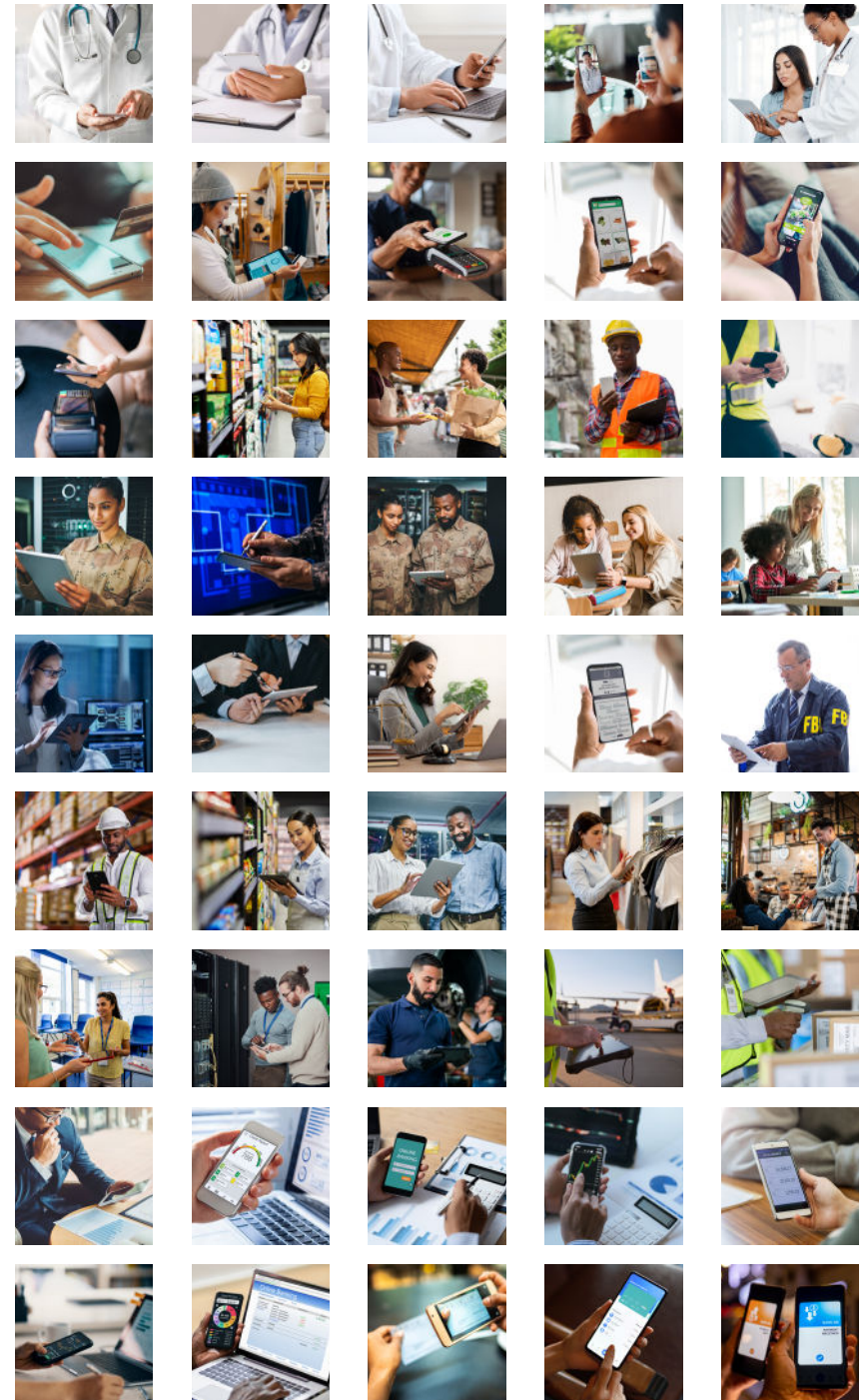
Ideal devices stock photography features the device, and possibly device screen, in context of using the device to perform an action.





# Industry Specific Stock Photography

Ideal industry specific stock photography features industry specific personal performing activities with the device in various industry context to perform an action.

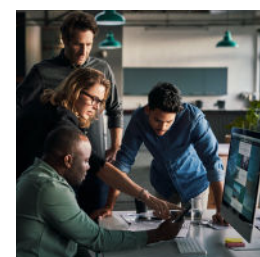
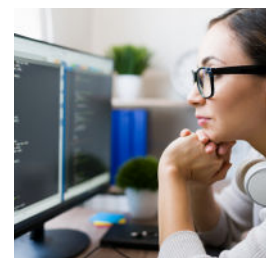
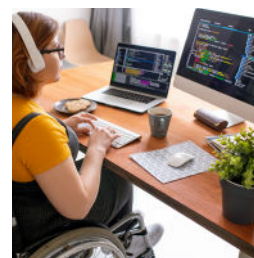
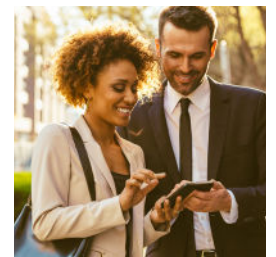
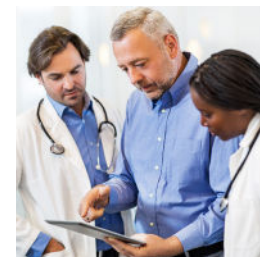
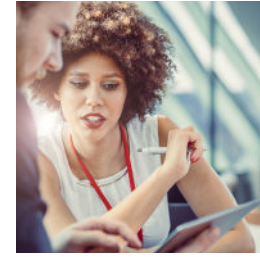
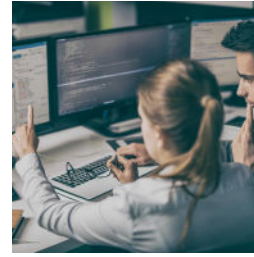


People using devices

# Stock

# Photography

Ideal people using devices stock photography features the people prominently using the device in the context of using the device to perform an action





## Improper Selection & Usage of

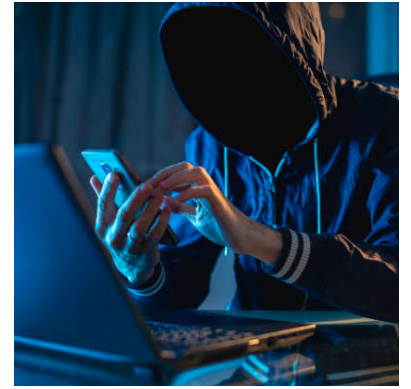
# Stock

# Photography

Improper use of imagery can deter from the proper marketing and visualization of the NowSecure brand.



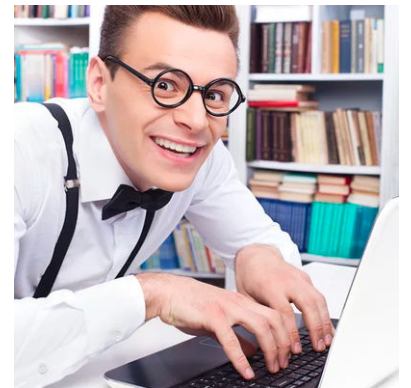
Do not create illustrations from photography.



Do not use clichéd metaphorical imagery



Do not use artificially colored imagery



Do not use images with clichéd points of view



Do not use hand drawn art.



Do not use trademarked brands in images.

