



Brand Style Guide

ENDURE *S*ECURE

In This Guide

-
- 03** Usage
 - 04** Brand Name
 - 05** Our Logo
 - 06** Colour Variations
 - 08** Correct Logo Usage
 - 09** Incorrect Logo Usage

-
- 10** Icon Version
 - 11** Tagline
 - 12** Colour Palette
 - 14** Typography

Usage

WHY FOLLOW THIS DOCUMENT?

Used properly, this guide will ensure the visual representation of our brand identity is consistent and strategic across all media types. Accurate use of our brand name, logos, colours, and typefaces are crucial in building brand recognition and establishing a strong brand image. We are a company which strives to provide accessible solutions for clients of all sizes, and our visual assets are a key part of building this trust.

When in doubt, consult this style guide or seek advice from our team to ensure adherence to these guidelines.

UNAUTHORISED USAGE

Protecting the integrity and consistency of our brand is of utmost importance. Unauthorised usage of our brand name and logo can dilute our brand identity and confuse our audience. Unauthorised usage includes, but is not limited to:

- Usage by internal or external parties which deviate from these guidelines.
- Using outdated or unapproved versions of the logo and brand name.
- Combining the brand name or logo with other graphical elements, text, or effects without permission.
- Utilising the brand logo or name which suggests endorsement, affiliation, or sponsorship without authorisation.

NEED APPROVAL OR HAVE A BRAND ENQUIRY?

Email: media@endsec.au

Brand Name

When using the company name for professional purposes, only the following stylisations are permitted:

Endure Secure

or

Endure Secure Pty Ltd

Abbreviations or inconsistent capitalisations should not be used, including:

~~ENDSEC~~

~~EndSec~~

~~endsec~~

~~Endsec~~

Our Logo

The Endure Secure logo should always be surrounded by a minimum amount of clear space. The invisible boundary is equivalent to the height of the 'E'. This maintains the visibility and impact of our logo. No other graphics, images or typography should fall within this area. This area is a minimum and should be increased where possible.



Colour Variations

1. Dark

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RGB: 48,48,48
CMYK: 0,0,0,81
HEX: 303030

RGB: 220,20,60
CMYK: 0,91,73,14
HEX: DC143C

2. Light

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RGB: 217,219,223
CMYK: 3,2,0,13
HEX: D9DBDF

RGB: 220,20,60
CMYK: 0,91,73,14
HEX: DC143C

3. White

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RGB: 255,255,255
CMYK: 0,0,0,0
HEX: FFFFFFFF

4. Black

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RGB: 0,0,0
CMYK: 0,0,0,1
HEX: 000000

Colour Variations

5. Greyscale 1

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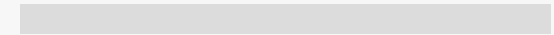


RGB: 153,153,153
CMYK: 0,0,0,40
HEX: 999999

RGB: 77,77,77
CMYK: 0,0,0,30
HEX: 4D4D4D

6. Greyscale 2

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RGB: 220,220,220
CMYK: 0,0,0,14
HEX: DCD CDC

7. Pride (Dark)

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RGB: 228,3,3
CMYK: 0,99,99,11
HEX: E40303

RGB: 255,140,0
CMYK: 0,45,100,0
HEX: FF8C00

RGB: 255,237,0
CMYK: 0,7,100,0
HEX: FFED00

RGB: 0,128,38
CMYK: 100,0,70,50
HEX: 008026



RGB: 36,64,142
CMYK: 75,55,0,44
HEX: 24408E

RGB: 115,41,130
CMYK: 12,68,0,49
HEX: 732982

RGB: 48,48,48
CMYK: 0,0,0,81
HEX: 303030

8. Pride (Light)

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RGB: 228,3,3
CMYK: 0,99,99,11
HEX: E40303

RGB: 255,140,0
CMYK: 0,45,100,0
HEX: FF8C00

RGB: 255,237,0
CMYK: 0,7,100,0
HEX: FFED00

RGB: 0,128,38
CMYK: 100,0,70,50
HEX: 008026



RGB: 36,64,142
CMYK: 75,55,0,44
HEX: 24408E

RGB: 115,41,130
CMYK: 12,68,0,49
HEX: 732982

RGB: 217,219,223
CMYK: 3,2,0,13
HEX: D9DBDF

Correct Logo Usage

Our logo can be placed on different colours and images. However, there must be enough contrast between the background and the logo to ensure there is maximum readability. For most cases, the white logo variation should be used on imagery, unless where the background is bright enough for the coloured variants to be used.



Incorrect Logo Usage

Our logo should not be adjusted or edited in any way. Examples include:

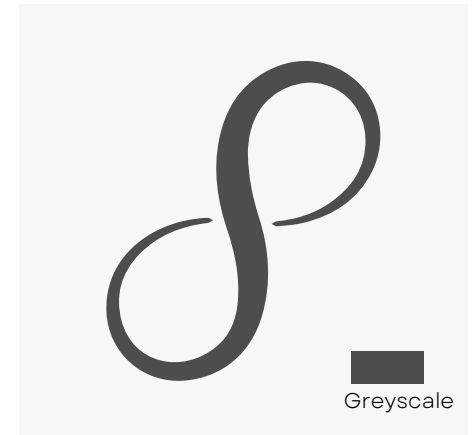
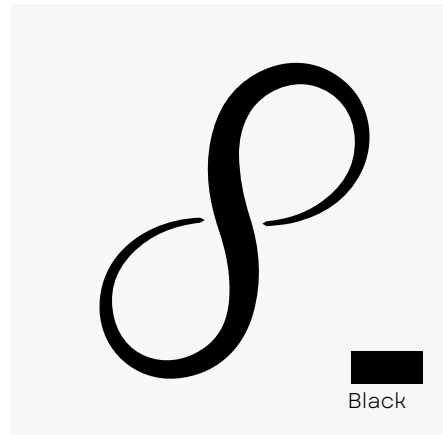
1. Do not stretch, warp or distort the logo disproportionately.
2. Do not rotate the logo.
3. Do not crop the logo.
4. Do not change the colours of the logo.
5. Do not place the logo on a colour with poor contrast.
6. Do not place the logo on an image with poor readability.



Icon Version



Each logo variant has an accompanying 'S' infinity symbol icon, derived from our full logo. This logo should only be used internally and for merchandising purposes. Refer to pages 6 and 7 for colour properties.




Tagline

Professional and
Accessible Cyber Security

Our tagline conveys our commitment to delivering expert-level protection and user-friendly solutions for all cyber security purposes. This tagline should be showcased across marketing materials, advertising campaigns, and any other communication channels. This includes business cards, flyers, banners and presentations.

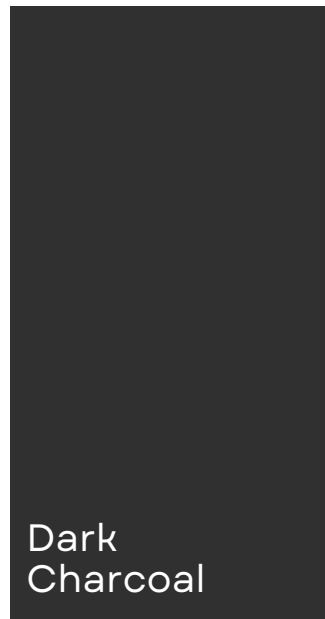
Colour Palette



R 48
G 48
B 48

CMYK
C0, M0, Y0, K81


HEX
303030



R 154
G 26
B 50

CMYK
C0, M83, Y68, K40

HEX
9A1A32



R 220
G 20
B 60

CMYK
C0, M91, Y73, K14

HEX
DC143C



R 25
G 81
B 90

CMYK
C72, M10, Y0, K65

HEX
19515A



Colour Palette




R 82
G 103
B 113

CMYK
C27, M9, Y0, K56

HEX
526771



Cadet



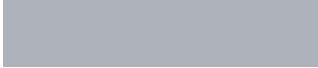
R 128
G 134
B 147

CMYK
C13, M9, Y0, K42

HEX
808693



Roman
Silver



R 174
G 178
B 186

CMYK
C6, M4, Y0, K27

HEX
AEB2BA



Philippine
Silver



R 217
G 219
B 223

CMYK
C3, M2, Y0, K13

HEX
D9DBDF



Gainsboro

Typography

Primary Typeface

Calibri is our **primary** typeface, used for all professional documents and the website. This typeface is easy to read and compatible with all devices, reflecting our brand's identity.

Aa
Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%^&*) 0123456789

Typography

Secondary Typefaces

Aa
Garet

Aa
Now

Garet and Now are our **secondary** typefaces, and can be used internally, as well as for marketing and design purposes, such as social media and distributed advertising material.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!@#\$%^&*) 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!@#\$%^&*) 0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!@#\$%^&*) 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!@#\$%^&*) 0123456789

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