

# BRANDING GUIDELINES

2020



AxCrypt

# ABOUT AXCRYPT

Eat.  
Sleep.  
Encrypt.  
Repeat.



Security is crucial to us. Everything we do with AxCrypt is done with security as the highest priority. Encryption is complicated, but this has not prevented us from constantly working to simplify it for the user. We have developed unique features that make the use of strong encryption and the sharing of encryption keys more simple and secure than any other software.

Our mission is to provide individuals and small teams with encryption solutions that are easier to use than ever before. We're removing the complexity from the use of strong and proven cryptographic technology.

# BRAND TONE

The AxCrypt voice and tone is made to help us with communication on different media and to strengthen our brand through consistent use of a well-thought through voice. It helps to ensure we create content that is sensitive to and resonates with our audience and users.

It's about creating a single voice for our brand, and an agreement about the right way to communicate with users. We promote uniformity in content across different teams, channels and formats.

## **Purpose**

Educate  
Inform  
Engage

## **Language**

Simple

## **Tone**

Direct  
Personal

## **Character**

Professional  
Friendly

# LOGO AND ICON

These are AxCrypt's logo and icon. They should never be edited without our permission.

Both can either be displayed with a transparent or white filled lock. This would depend on the background and content. It is also possible to use the icon with text. If the colored version isn't a suitable option because it clashes with background colors, you may use black and white versions.

Make sure you leave an empty space of 25% of the dimensions from adjacent images or graphical elements.

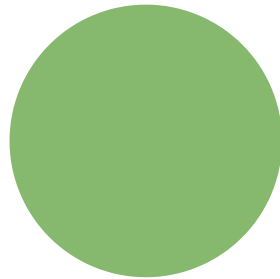
[Download](#)

## LOGO

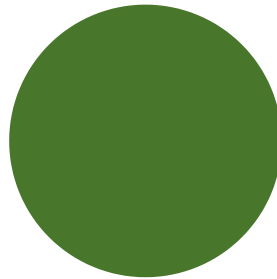


## ICON

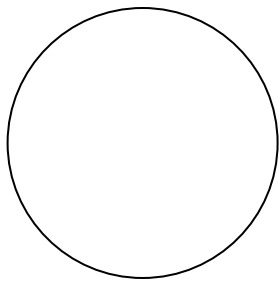




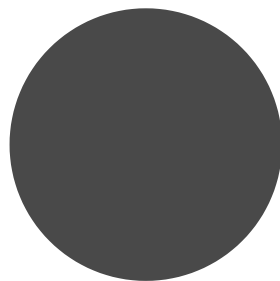
#86b96e



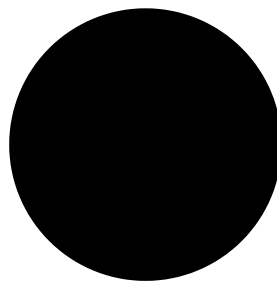
#48772c



#ffffff



#494949



#000000

## COLOR PALETTE

AxCrypt has a few primary colors. The green ones are included in the logo and icon, and can also be found in our social media content and website.

Other primary colors are the white, grey and black. The grey #494949 is used as the font color.



# TYPOGRAPHY

## Open Sans

Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at enim in mauris tincidunt mattis. Nulla id gravida turpis. Mauris.
<b>Bold</b>	<b>Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at enim in mauris tincidunt mattis. Nulla id gravida turpis. Mauris.</b>
Light	Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at enim in mauris tincidunt mattis. Nulla id gravida turpis. Mauris.