



December 2022

Standards & guidelines

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The brand

01



What is Ekran?

Ekran System® is a full-cycle insider risk management platform helping businesses with employee monitoring, subcontractor control, and compliance tasks.

The software platform combines monitoring, recording, and auditing all user activity on critical endpoints, critical data, and critical configurations; detection and alerting on suspicious actions and events; incident response toolsets with reporting and blocking capabilities; and access management toolsets to lower user-based risks.

What is the reason behind?

Insider threats have been making headlines in IT security expert reports and research for several years in a row already. Companies are now facing the fact that many attacks originate from internal risks, risks associated with the activity of authorized users.

Because of their nature, insider attacks are much harder to detect and cost a lot to businesses.

Insider threats require specialized tools and methods of detection and prevention. Considering the complex structure of the current cybersecurity policies businesses apply, this tool should cover the insider threat management scenarios, add value, and be compatible with the existing infrastructure.



For whom Ekran might be useful?

The platform aims to deliver enterprise-grade security to businesses of all sizes, serving small and medium businesses and huge enterprises.

While addressing universal cybersecurity needs, we focus foremost on the companies that deal with big amounts of sensitive data: the financial sector, healthcare-related organizations, federal and government institutions, manufacturing, and telecommunications. We communicate the importance of insider-based risk management to the information security executives, helping them to build and fulfill their Insider Threat Program.

The users of Ekran System® are cybersecurity officers, managed security service provider specialists, and security and compliance auditors. Ekran System® also supports the work of specialists responsible for security audits in a company who do not have specific cybersecurity monitoring or deep technology knowledge.

What are our goals?

The Ekran System® platform is built by and for IT security specialists and constantly improves based on feedback from its professional user groups.

Our mission is to provide our customers with an efficient and easy-to-use tool to address all their insider risk management needs and meet their compliance requirements.

Main concept & imagery

The main idea behind the Ekran

We were looking for a clear representation of the main things which were put in the conception of Ekran:

- **Visibility and transparency of the activity inside the business**
- **Reliability and in-time incident alerting**
- **Flexibility and simplicity in management**

A combination of bright colors as emphasis and blue colors in the brand's main concept make it both strict and calming at the one moment, representing the feel of security, formality, and professionalism as the brand's key.

The logotype

02

Overview

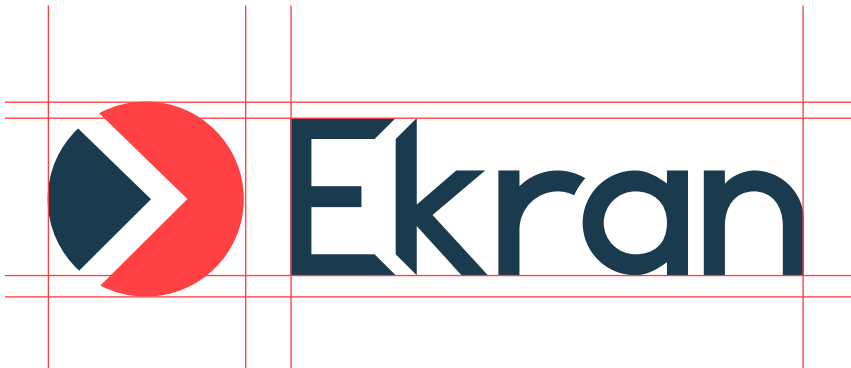
As the primary purpose is to secure organizations’ infrastructure from insider risks, we created a logotype that reflects the idea clearly – the red rectangular play element means the continuous recording and monitoring of any actions behind.

The logo can be presented in primary brand colors: blue #375473 conveys calmness and responsibility in design with accent red #FF4144. Both colors are combined in the logo, giving a more significant voice to the blue part, with red as a symbol of tracking and recording every action of insiders. A combination of blue and red keeps the logo's modern aesthetic. Also, the logo can be presented in full dark blue #375473 color and full white options.

You can download all variants of logotype [here](#).



Spacing & sizing



The circle part and Ekran® logo name should be left side and centered horizontally relative to the line crossing the middle of the word “Ekran”.

While taking “Ekran” as 2x of height keep in mind that the circle part should be distanced away from it on 1x space.

Minimal size of the logotype that is preferred for legibility is 80px width and 27px height.

Extended logo

Always with the "system" word.

Minimal size of the logotype that is preferred for legibility is 80px width and 27px height.

Abbreviated logo

Without the "system" word.

Minimal size of the logotype that is preferred for legibility is 50px width and 13px height.

Color alterations of logo

Most frequently logo is used in all white or Ekran brand color with red (Dark blue: HEX #1A3B4E, R:26 G:59 B:78, C:67 M:24 Y:0 K:69, PANTONE 303 C, Red: HEX #FF4144, R:255 G:65 B:68, C:0 M:75 Y:73 K:0, PANTONE Red 032 C).

A white and blue logos should be used if the logotype is placed over the background image. According to brand style, the background image should be contrasting enough but not too complex or have a blue overlay for the logo to be legible.



Brandmark



Misuse

Do not scale the Ekran® logotype without saving the correct proportions and spacing between its components.

Do not modify the logotype font face and style used for "Ekran" or "Ekran System."

Do not alter EKRAN® brand colors. Stick to the color variations presented in the brand book.

Please do not place the Ekran® logotype at a non-contrast or complex background that might make it look illegible and dim.

Do not modify logotype elements' position: a circle should always be on the left, and "Ekran" should be lower by 1x height; both elements must be centered. An exception is the "Ekran System" logotype which elements are aligned vertically.

Wrong spacing and proportions

Do not change brand typeface

Do not using strokes

Logotype is hard to read

Avoid logotype modification

Non-brand color used

Avoid boxing in logo

Avoid rotating

Avoid distortion

Typography

03

Poppins

Thin ExtraLight Light Regular Medium **SemiBold**

Bold ExtraBold Black

Primary typeface

For the all the content on the websites, promotional banners, presentational material. Poppins family is preferred as the primary font as it is clean, legible, cross-browser supported, as well is free for distribution.

Poppins Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * + , - . / : ; < = > ? @

Poppins SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * + , - . / : ; < = > ? @

Open Sans Serif

Light Regular Medium SemiBold **Bold** **ExtraBold**

Secondary Typeface

Secondary font family is Open Sans Serif typeface which is being used mostly in the body text on the website and for some UI elements.

Open Sans Serif Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * + , - . / : ; < = > ? @

Open Sans Serif Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * + , - . / : ; < = > ? @

Colors

04

Primary colors

Japanese Indigo

hex: 1A3B4E
rgb: 26, 59, 78
cmyk: 67, 24, 0, 69

Coral Red

hex: FF4144
rgb: 255, 65, 68
cmyk: 0, 75, 73, 0

Tufts Blue

hex: 4790EA
rgb: 71, 144, 234
cmyk: 70, 39, 0, 8

White

hex: FFFFFFFF
rgb: 255, 255, 255
cmyk: 0, 0, 0, 0

Secondary colors

Caribbean Green

hex: 10CE9E
rgb: 16, 206, 158
cmyk: 92, 0, 23, 19

Celtic Blue

hex: D78828
rgb: 40, 119, 215
cmyk: 81, 45, 0, 16

Liberty

hex: 5059AB
rgb: 80, 89, 171
cmyk: 53, 48, 0, 33

Yellow Orange

hex: FFAA45
rgb: 255, 170, 69
cmyk: 0, 33, 73, 0

Black Olive

hex: 404040
rgb: 64, 64, 64
cmyk: 0, 0, 0, 75

Alice Blue

hex: F2FAFE
rgb: 242, 250, 254
cmyk: 5, 2, 0, 0

Using tints

Japanese Indigo

hex: 1A3B4E
rgb: 26, 59, 78
cmyk: 67, 24, 0, 69

80%

60%

40%

30%

15%

Tufts Blue

hex: 4790EA
rgb: 71, 144, 234
cmyk: 70, 39, 0, 8

80%

60%

40%

30%

15%

Caribbean Green

hex: 10CE9E
rgb: 16, 206, 158
cmyk: 92, 0, 23, 19

80%

60%

40%

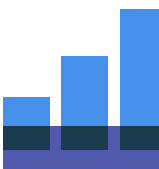
30%

15%

Graphic elements

05

Icons on the website



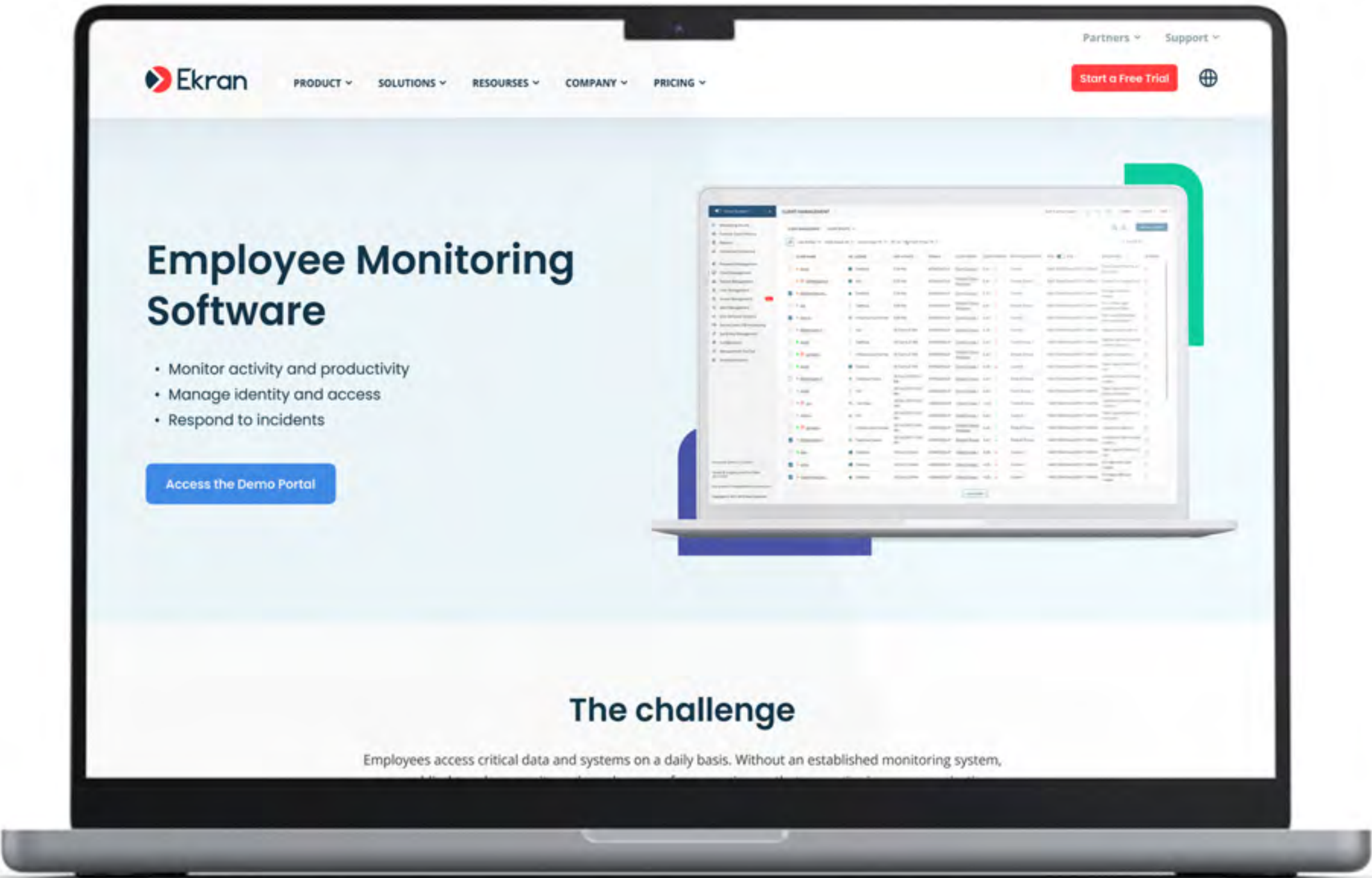
Photography



Website & Print production

06

Website



Print production



Contact us

If you have any questions regarding the use of the branding guidelines please make sure to contact us via our contacts:

