

ConXion

The new style of IT

BRAND BOOK

Contents

Welcome to the ConXioN Brand Book. This document will introduce you to the basic elements of our branding system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential in maintaining an unforgettable and meaningful voice for ConXioN. It starts with a unified identity and design system.

01 - COLORS

Primary colors
Secondary colors
Color usage

02 - LOGO

Primary logo
Secondary logo
Incorrect use
Co-branding

03 - TYPOGRAPHY

Primary font - Montserrat
Secondary font - Verdana & Calibri

04 - ICONOGRAPHY

05 - CONTACT

01. Colors

PRIMARY COLORS

Dark Blue will be the backbone of the brand, backed up by one secondary blue to give more creative freedom. Each of the two blues has complementary tints that can be used to add depth in visuals such as infographics, illustrations, and data visualization.



Dark blue

#002E79



Blue

#004CC6



White

#FFFFFF

01. Colors

SECONDARY COLORS

Primary Blue will be the backbone of the brand, backed up by two secondary blues to give more creative freedom. Each of the two blues has three complementary tints that can be used to add depth in visuals such as infographics, illustrations, and data visualization.



Orange

#FF9439



Cool Gray

#537597



Bright Blue

#167EFF

01. Colors

COLOR USAGE

Ensure that the color ratios remain consistent. White and blue are the primary colors in this style, with accent colors used more carefully.



#FFFFFF
rgb(255, 255, 255)



#002E79
rgb(0, 46, 121)



#004CC6
rgb(0, 76, 198)



#537597
rgb(83, 117, 151)



#167EFF
rgb(22, 126, 255)



#FF9439
rgb(255, 148, 57)

THE FACE OF CONXION

Our logo

02. Logo

PRIMARY LOGO

There are two versions of the primary logo: With or without the slogan. The primary logo must be applied correctly and consistently. Each logo is set within specific proportions and relationships that must not be altered.

Context, format, space and legibility will determine which version of the primary logo is used.

Without slogan

The primary logo is displayed in a black, cursive script font. The word "ConXion" is written with a stylized 'X' and a trailing 'N'. The logo is centered within a dashed rectangular frame.

With slogan

The primary logo is displayed in a black, cursive script font, identical to the version without the slogan. Below the logo, the slogan "The new style of IT" is written in a clean, sans-serif font. The entire logo and slogan are centered within a dashed rectangular frame.

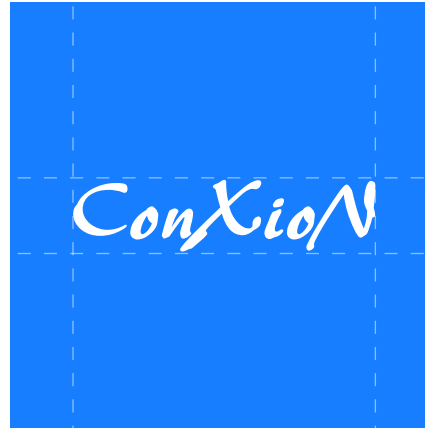
The new style of IT

02. Logo

SECONDARY LOGO

There are two versions of the secondary logo: With or without the slogan. The secondary logo must be applied correctly and consistently and with the correct blue color of the color palette. Each logo is set within specific proportions and relationships that must not be altered. Context, format, space and legibility will determine which version of the primary logo is used.

Without slogan



With slogan



ConXioN

The new style of IT

On light backgrounds and imagery, the ConXioN logo can be in black.

ConXioN

The new style of IT

On dark-colored backgrounds, the ConXioN logo should be in white.

ConXioN

The new style of IT

On dark imagery or on dark clearing space areas within the imagery, the ConXioN logo should always be in white.

ConXioN

The new style of IT

On blue backgrounds and imagery, the ConXioN logo can be in white.

02. Logo

INCORRECT USE

To retain legibility, do not place a platform lockup over cluttered image areas or a half dark and half light image area. Try to maintain a continuous tone throughout the image.

If clean image area does not have sufficient light/dark contrast with the logo then image area must be lightened/darkened for the platform lockup to become legible.



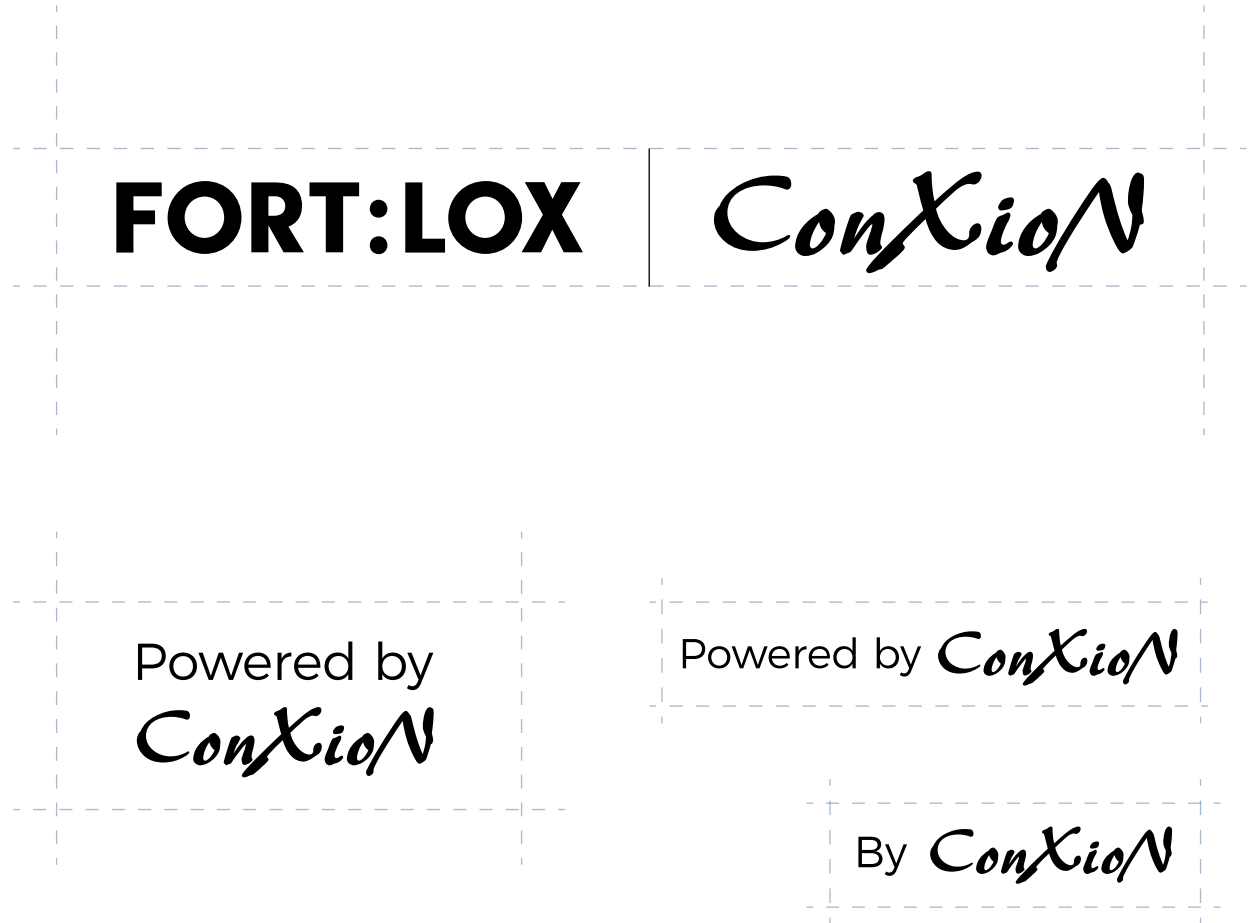
02. Logo

CO-BRANDING

For the co-branding logo, the minimum clear space on all sides of the logo should be the height of the F-Secure shield. This includes the space between the two logos divided by a 0.5pt black line in the middle.

BY CONXION

For the "powered by" logo, the 'powered by' text can be used above the logo and beside the logo. Context, format, space and legibility will determine how it will be used.



FORT:LOX | *ConXioN*

Powered by *ConXioN*

By *ConXioN*

FORT:LOX | *ConXioN*

Powered by *ConXioN*

By *ConXioN*

TEXT & HEADINGS

Typography

03. Typography

PRIMARY FONT - MONTSERRAT

Our primary typeface across the entire ConXioN brand is Montserrat. We use bold for large text such as headlines. Whereas, we use the regular weight for smaller text such as body copy, disclaimers, and other small print information.

Montserrat

Google font

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

03. Typography

PRIMARY FONT - MONTSERRAT

Our primary typeface across the entire ConXioN brand is Montserrat. We use bold for large text such as headlines. Whereas, we use the regular weight for smaller text such as body copy, disclaimers, and other small print information.

Montserrat

Montserrat - Bold

Montserrat

Montserrat - Semi-bold

Montserrat

Montserrat - Medium

Montserrat

Montserrat - Regular

03. Typography

SECONDARY FONT - VERDANA & CALIBRI

Our secondary typeface is only used for presentations. This is because employees always have this font by default on their laptops and is accessible to anyone outside the company.

Verdana

Verdana - Bold

Calibri

Calibri - Regular

Calibri

Calibri Light

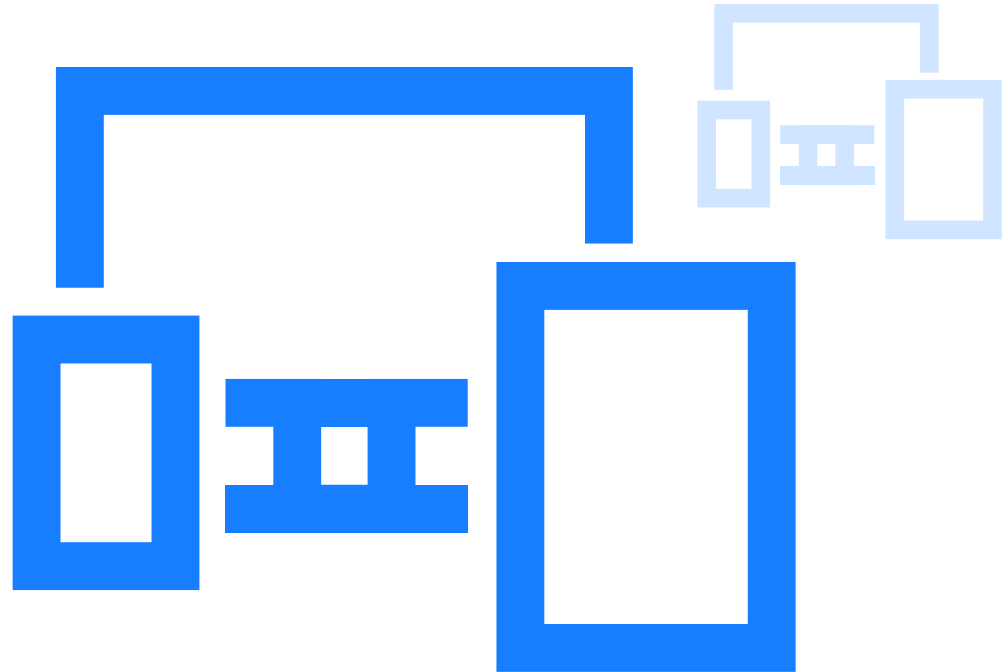
SUPPORTIVE VISUALS

Iconography

04. Iconography

The icons featured in our brand book are characterized by their simplicity and minimal complexity.

These small, uncomplicated visuals form a cohesive set that consistently reinforces our brand identity and visually complements the range of services we provide.





Bright blue - light background



White - dark background

05. Contact

If you are having trouble with anything in this guide, are missing brand elements from the brand package, or if you are unsure if your communication best represents the ConXioN brand, please contact:

marketing@conxion.be