Brand Guidelines

LUPOVIS

Logo

Typography

Colors

Social Media & Web

Mission Statement

Lupovis is a dynamic AI-based deception-as-a-service solution providing pro-active and offence-centric defences for manipulating, misdirecting and deceiving network adversaries.

Lupovis team asked Ester Digital to improve their brand identity and to develop a new website to increase authority and raise awareness.

During the work on the project, Ester Digital has been producing a cohesive and complete brand identity package. We've been guiding clients through a clean, beautiful, and elevated workflow that effectively represents the new brand's aesthetic, services, and values.

Logo 1.1

Logomark

We use this logomark for the website,
social media, invoices and all materials
related to the company.

Logo 1.2

Primary Logo

This is primary logo. It is composed of a sign and the wordmark. The logo has 2 background color options.

Do not insert the logo from a light background to a dark and vice versa because logos are different due to visual deception.

Logo 1.3

Stacked Logo

In cases where the primary logo cannot be used, you can use 2 other layouts: left aligned and centered.

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Logo 1.4

Mono Color Logo

Sometimes only one color of ink is available and the logo must be reproduced using only one color.

In this scenario, the logotype must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

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Logo 1.5

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.
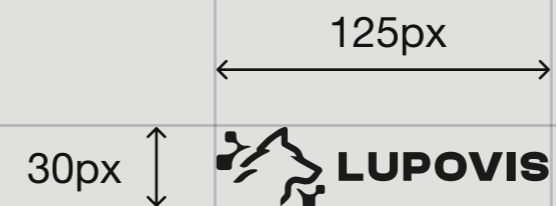
Logo 1.6

Minimum Size

When significantly reduced, the logo will
become illegible. These are the pixel size units
we recommend staying within to preserve
quality of the logo.

125px

30px

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Logo 1.7

Avoid horizontal skewing ❌

Avoid vertical skewing ❌

Avoid rotating ❌

Avoid using strokes ❌

Avoid vertical scaling ❌

Avoid horizontal scaling ❌

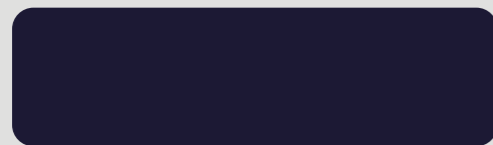Avoid changing wordmark color ❌

Avoid changing brand colors ❌

Avoid changing brand colors ❌

Colors 2.1

Main Colors

The main color palette includes colors used in the logotype. This is the major colors on which the style is built.
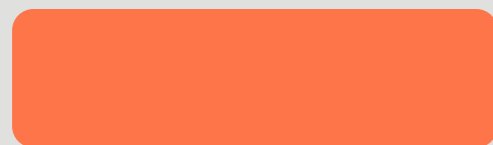
Deep Blue

#1C1934

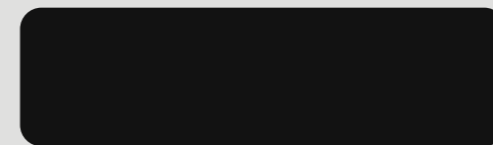**White**

#FFFFFF

Orange

#FF754A

Yellow

#FFBF44
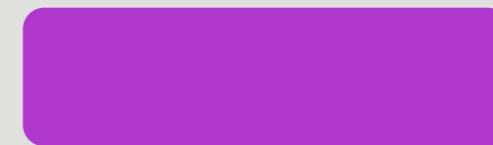
#FF754A   #FFBF44

Secondary Colors

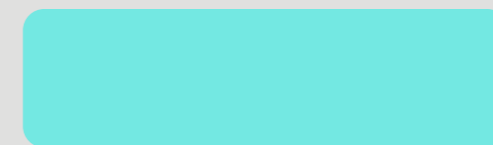Secondary colors may appear in illustrations, website, or other materials.

Black

#121212

Purple

#B037CE

Blue

#7558FF

Aqua

#73E8E2

#B037CE   #5030EB   #4032E6

Color Usage

Use Black or Grey for background, Blue and Orange as main accent colors. White or Black is the text color.

The color palette is based on vibrant colors that harmoniously come together to help form a strong and powerful visual message. Deep Blue color is central to our visual identity and needs to be included in every form of media that we put out. The SentinelOne colors should not be adjusted or modified whatsoever.

40%

20%

15%

15%

5%

2.5%

2.5%
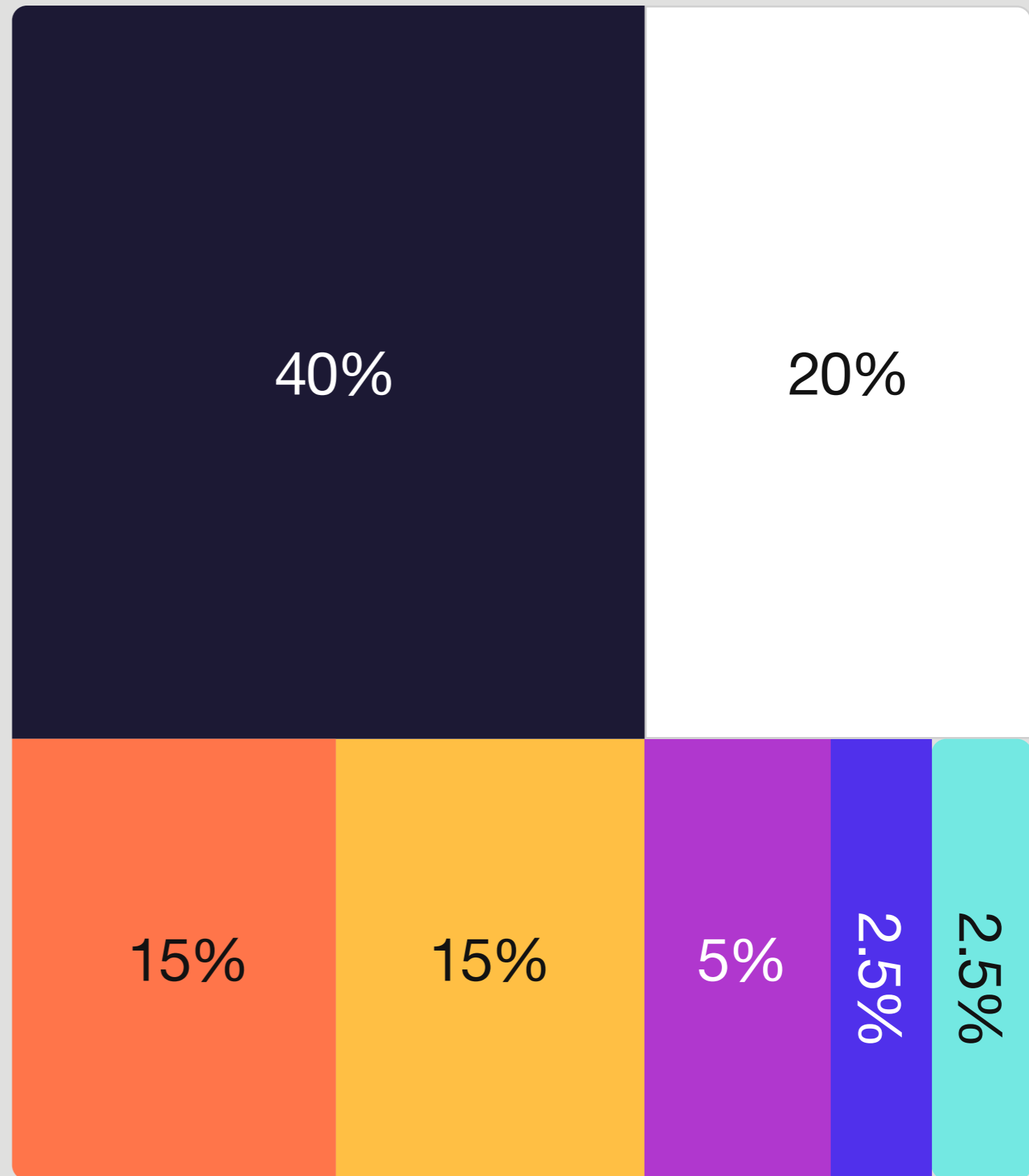
Typography 3.1

Typeface

As the typeface Historiart uses Helvetica Neue for all headlines and body text. Every graphic design artwork should be made using this font.

As the typeface Historiart uses Clash Display for all headlines and body text. Every graphic design artwork should be made using this font.

Clash Display

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

' ? ' " ! " (%) [#] { @ } / & \ <

- + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Helvetica Neue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

' ? ' " ! " (%) [#] { @ } / & \ <

- + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

# Hero header	Semibold	60
## Header H1	Semibold	48
### Header H2	Semibold	32
Header H3	Medium	24
Header H4	Medium	18
Big body	Regular	18
Body	Regular	16
Caption	Regular	14

Typography 3.3

Hero header

Helvetica Neue
Medium 72 px

Example name Headline

Header H3

Helvetica Neue
Medium 24 px

Unt harciaspella dollabo. Nem consedio. Udione pa necti ut quiam aliquidis ellia adi cusaect emquate qui molest et qui atusciet derum in repror aut volo dollabo.

Big body text

Helvetica Neue
Regular 18 px

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Social Media & Web 4.1

Thumbnail Mark

We use thumbnail with Black, Blue or Orange background for Linkedin, Twitter, Facebook, Instagram, etc.

9:41 PM

334 Posts **211K** Followers **134** Following

Lupovis
Deception technology that detects what others miss
lupovis.io

Edit Profile

Promotion   Insight   Contact