63 SATS™

Your Own
CYBER SECURITY FORCE (CSF)

Brand Guidelines

INTRODUCTION

Resources and comprehensive guidelines meticulously crafted
to bring the dynamic 63 SATS brand to a vivid and compelling reality.

The 63 SATS Brand Guidelines function as a compass for both internal
team members and external collaborators engaged in content
creation. Kindly follow the instructions outlined on this page while
crafting marketing materials for 63 SATS.

CONTENTS

BRAND IDENTITY
The Visage of the Brand

LOGO
Primary Version

Presenting our core logo. It features a shield intertwined with the number 63. The shield, a timeless symbol of protection, reflects our commitment to safeguarding against the tumultuous challenges of battles and wars. This emblem encapsulates the defense extended to our users and their endpoints, ensuring the utmost security for their invaluable assets against the full spectrum of cyber threats.

The number 63 draws its significance from our parent company, 63 moons technologies limited. It embodies the magnificence of our expansive business vision and mission, akin to the grandeur of the 63 discovered moons encircling Jupiter, the largest planet within our solar system.

Primary Logo

LOGO

Secondary Logos

In addition to the primary logo there are three additional logos that can be used as per the design limitations or requirements. All 63 SATS logos with a wordmark must include the trademark symbol.

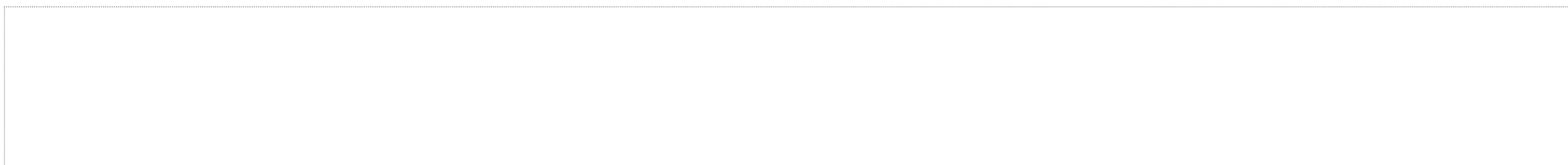Primary Logo (Without Tagline)

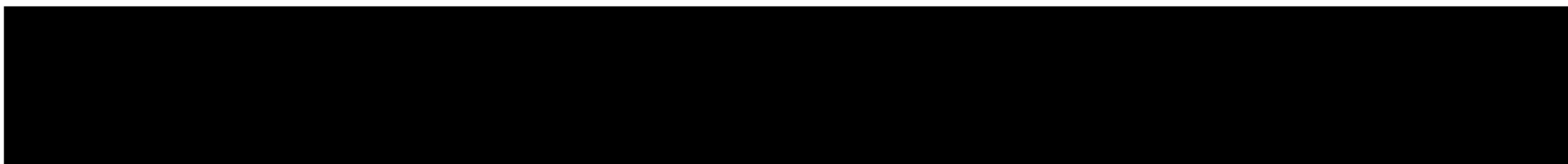Stacked Logo

Logomark

COLOR PALETTE

PRIMARY COLORS

HEX	023F88	
RGB	2, 63, 163	
CMYK	100, 91, 30, 19	

HEX	FFFFFF	
RGB	255, 255, 255	
CMYK	0, 0, 0, 0	

HEX	000000	
RGB	0, 0, 0, 0	
CMYK	75, 68, 67, 90	

Rooted in dynamic hues seamlessly converging, our brand identity exudes strength and resonance through visual communication. The pivotal anchor of our visual persona lies in the shade of blue, an indispensable element that should grace every facet of our media outreach. It's imperative that the integrity, preserving its original essence without any modifications.

SECONDARY COLORS

HEX	0061AA
RGB	0, 97, 170
CMYK	94, 65, 2, 0

HEX	565759
RGB	86, 87, 89
CMYK	64, 56, 53, 29

HEX	BCBEC0
RGB	188, 190, 192
CMYK	26, 20, 20, 0

Alongside the primary colors, additional secondary shades can complement the palette. However, it's essential to note that these secondary colors must never replace the iconic 63 SATS blue. This distinctive blue should prominently feature in all media formats without exception.

GRADIENTS

#0061aa

#162b75

#939598

#565759

#808285

#bcbec0

Certain primary and secondary brand colors can be combined to form gradients. Here are the gradient options for 63 SATS.

TYPOGRAPHY
Primary Typeface

Our primary font is Bebas Neue. It is a display family suitable for headlines, captions, and packaging, designed by Ryoichi Tsunekawa. It's based on the original Bebas typeface.

BEBAS NEUE
We use this font for header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@!.,/';:=-+()#?<>{}

TYPOGRAPHY
Secondary Typeface

Designed by Robert Slimbach & Carol Twombly with Fred Brady & Christopher Slye, Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail.

Myriad Pro
We use this font for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxz
1234567890@!.,/';:=-+()#?<>{}

TYPOGRAPHY
Type Style

This page consists of a few examples of how we pair our fonts together.

Header

Bebas Neue

Secondary Header

Myriad pro regular

Body Copy

Myriad pro regular

HEADER

Secondary Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

USAGE

Logo Background

USAGE

Incorrect Use of Logo

The 63 SATS logo should not be altered in any way.
Please refer to the incorrect usages shown here.

Do not add effects, drop shadows,
blurs, or glows

Do not change logo colors

Do not use logo without trademark sign

Do not change logo proportions