



# STYLE GUIDE

Intel 471 elements of brand identity, color, typography, iconography, and imagery



# 01

## COMPANY LOGO

Company logo should be used on all company communications.

Primary logo is bi-colored and should be used whenever possible. In limited cases, logo with no owl may be used.

Owl element may be used separately.



# 02

## PROPER LOGO USE

It is important that the appearance of the Intel 471 logo remains consistent.

In limited cases, such as printing or embroidering the logo on solid color clothes, solid color logo versions may be used.

The logo should not be disproportionately transformed, modified, or added to. Do not add transparency or use solid color versions that are not approved company colors.

### LIMITED USE



### PROHIBITED USE



Do not apply transparency



Do not recolor



Do not distort in any way



Do not rotate the logo

# 03

## TYPOGRAPHY

The main fonts used for the Intel 471 communications are Proxima Nova and Lato.

Proxima Nova Extrabold is the font primarily used for headings. In mediums where Proxima Nova is not available (like the website), an alternative font is used — Figtree.

Lato Regular is the font used for body text.

## Proxima Nova Extrabold

PROXIMA NOVA REGULAR (TRACKING 40 FOR ALL CAPS)

Lato Regular is a body text font. Intel 471 empowers enterprises, government agencies, and other organizations to win the cybersecurity war using the real-time insights about adversaries, their relationships, threat patterns, and imminent attacks relevant to their businesses. The company's platform collects, interprets, structures and validates human-led, automation-enhanced intelligence, which fuels our external exposure, cyber threat and advanced behavioral threat hunting solutions. Customers utilize this operationalized intelligence to drive a proactive response to neutralize threats and mitigate risk. Organizations across the globe leverage Intel 471's world-class intelligence, our trusted practitioner engagement and enablement, and globally dispersed ground expertise as their frontline guardian against the ever-evolving landscape of cyber threats to fight the adversary — and win. Learn more at [intel471.com](https://intel471.com).



# 04

## COLORS

The main brand color is Intel 471 Red. It is used for small accents and buttons on the website.

The secondary purple is used in combination with red for a gradient. It is used to tint energy graphics, as a color for paint blobs and highlights, and for other accent elements.

No darker shade gradients or skewomorphic effects should be used (i.e., gradient imitating glass reflection).



**Primary  
Red**

#D6002E

R214 G0 B46

C8 M100 Y88 K0

**Primary  
Purple**

#9722D9

R151 G4 B217

C58 M90 Y0 K0

**Accent  
Yellow**

#DF9700

R223 G151 B0

C12 M44 Y100 K0

**Background  
Black**

#000000

R0 G0 B0

C80 M70 Y70  
K100

**Background  
White**

#ffffff

R255 G255 B255

C0 M0 Y0 K0

**Primary  
Accent Gradient**

#D6002E

R214 G0 B46

C8 M100 Y88 K0

0%

#D6002E

R214 G0 B46

C8 M100 Y88 K0

40%

#9722D9

R151 G4 B217

C58 M90 Y0 K0

100%





# 05

## GRAPHIC THEME

The main theme for abstract imagery is lightning or force field looking energy render. It is used as a generic background for front pages, booths, banners, website pages, etc. and serves as a unique and recognizable visual anchor.





# 06

## IMAGERY

As needed to illustrate social events or prominent concepts, other kinds of imagery can be used.

Photos of people should portray relaxed, confident people, preferably in an office setting, without being too formal.



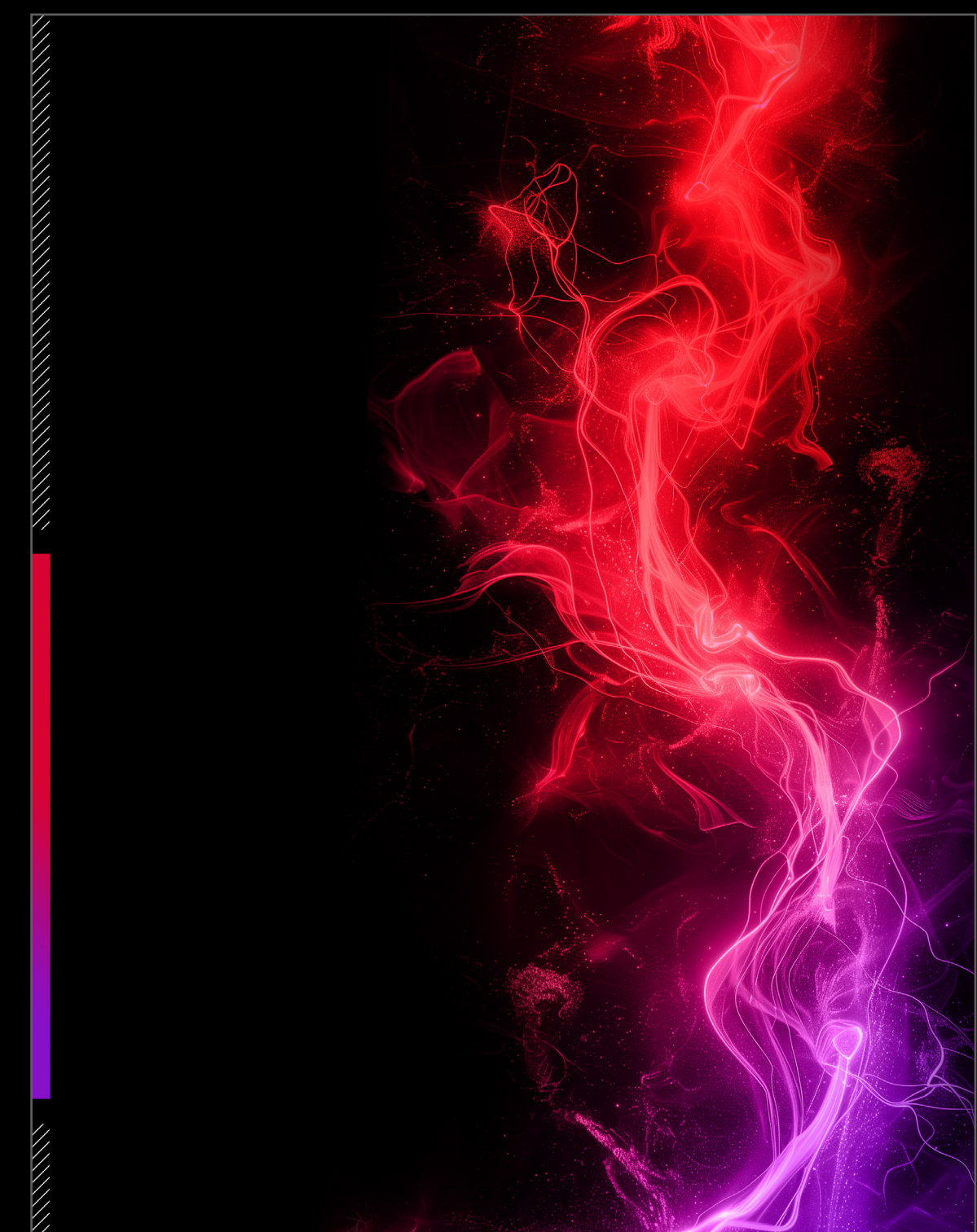


07

# GRAPHIC ELEMENTS

As needed to illustrate social events or prominent concepts, other kinds of imagery can be used.

Photos of people should portray relaxed, confident people, preferably in an office setting, but without being too formal.





# ICONS

On the new website, there is a new type of icons — 3D renders of metallic objects. They highlight important concepts and categories.

Along with a smudge of paint, a few informal hand-painted icons are used, including an arrow and a checkmark.

For other uses, filled (not outlined) icons with slightly rounded corners are used. Sharp corners (not rounded) are also acceptable, as long as all icons in one piece of collateral match in style. When selecting icons, always use appropriate scale for level of icon detail.



- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.
- ✓ Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.
- ✓ Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

- ➔ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.
- ➔ Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.
- ➔ Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.



Larger icons have higher level of detalization.



Smaller icons are built with simpler shapes and have fewer details.