Visual identity guidelines

Logotype

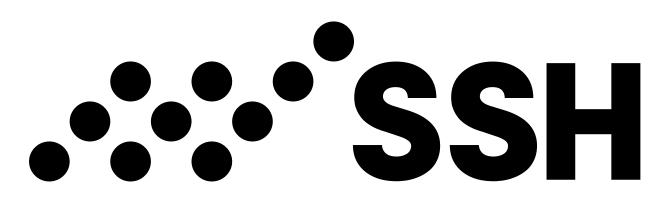


Logotype

Our logo's minimalist construction communicates our company's vision of simplicity, accessibility, and efficiency in traditionally cumbersome and acronymriddled field of cybertech.

The dot pattern preceeding the letters have been derived from morse coding, signifying SSH.

Positive color



Logotype

Our logo's minimalist construction communicates our company's vision of simplicity, accessibility, and efficiency in traditionally cumbersome and acronymriddled field of cybertech.

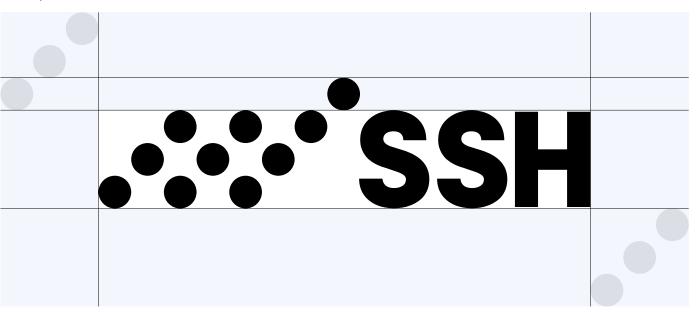
The dot pattern preceeding the letters have been derived from morse coding, signifying SSH.

Reverse color



Give the logo some space around it. No other elements or picture/page edges should enter the clearspace.

The minimum space equals the width and height of three consecutive morse code dots. Space at the top remains slightly smaller due to morse letter H surpassing the cap-height. Clearspace



Minimum width







On-screen: 70px

Print: 14mm

Logotype dont's







Don't stretch the logo.



Don't substitute the logotype with any other text.



Don't place the logo on too dark or too light backgrounds.



image files.



Don't colorize the logo.

Don't add effects like drop shadows, bevels or gradients to the logo.



Don't create lockups by placing text in close proximity to the logo.



Don't use or produce bad quality



Don't place the logo on top of obtrusive graphic or photographic backgrounds.

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