



Brand guidelines

UPDATED MAY 2025

Logo Guidelines

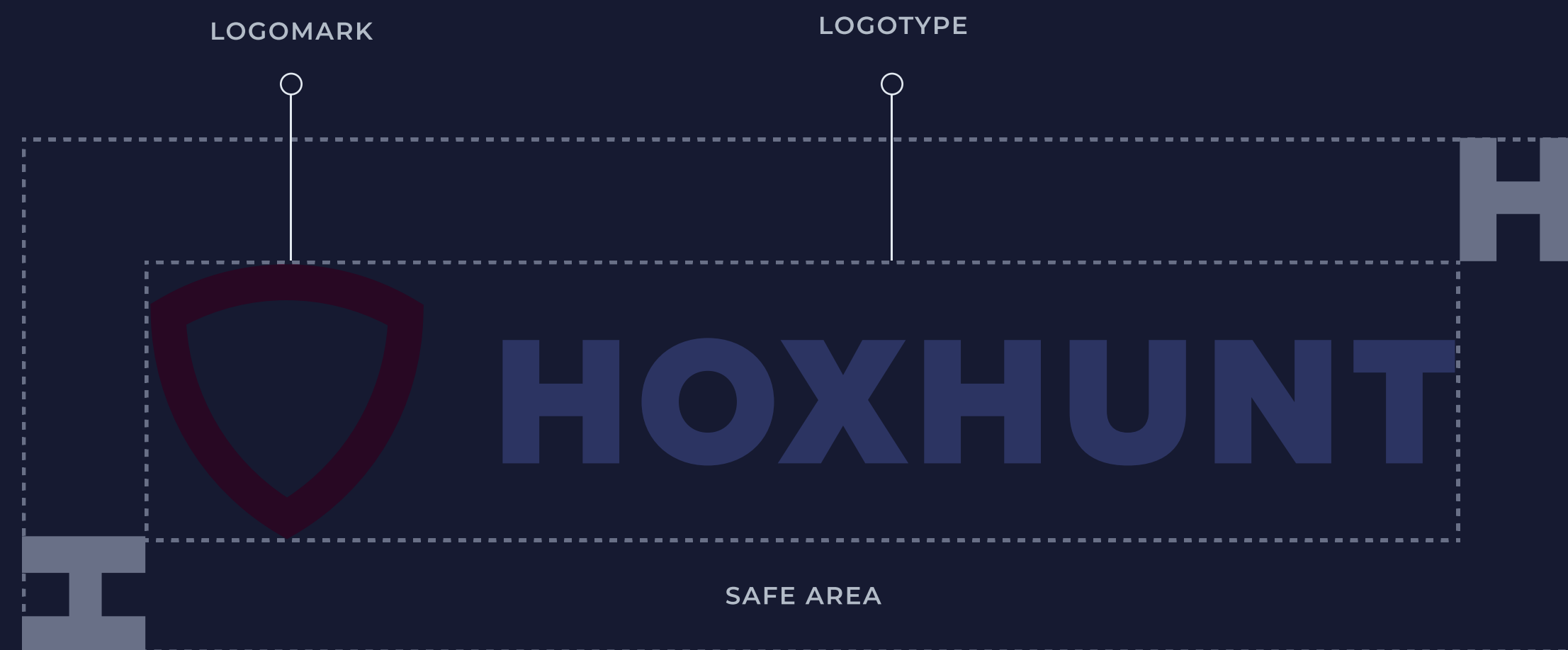
Logo

Default Logo

Hoxhunt default logo is a combination of the logotype and the logomark. Hoxhunt logotype cannot be used without the logomark.

Safe area

Make sure to leave a safe space around the logo when planning the logo placement. The safe area is at least the height of the letter “H” both horizontally and vertically.



Logomark

Additional logomark

For special occasions Hoxhunt shield logomark can be used alone without the logotype or having a altered version of it, placed inside the shield icon. The logomark can be used as a pictogram to illustrate the functionalities of the service and plug-in.

Shield

Hoxhunt shield should not be used alone as a logomark, but it can be used as a favicon or a graphical element in illustrations.

LOGOMARK



SHIELD



Logo usage

Proper use

Hoxhunt default logo is white logotype with magenta shield logomark. Use this version on dark backgrounds whenever possible. On light backgrounds use black & magenta. Grayscale versions are designed for purposes when color usage is limited or not possible.

PRIMARY LOGO FOR DARK BACKGROUNDS



WHITE LOGO FOR DARK BACKGROUNDS



PRIMARY LOGO FOR LIGHT BACKGROUNDS



BLACK LOGO FOR LIGHT BACKGROUNDS



Improper use

Old logo versions

Make sure to use the latest version of the Hoxhunt logo. Any older logo version with different logotype and/or layout of overlapping shield logomark and the logotype should not be used.

Effects and contrast

Don't add a heavy drop shadow or any other unnecessary effects to the logo. Make sure that the logo has appropriate contrast between the logo and the background.

OLD LOGO



USING THE LOGO WRONG



Don't add unnecessary drop shadow or other effects to the logo



Don't change the colors of the logo, apart from the approved color versions



Don't place the logo on busy or low-contrast backgrounds

Improper use

Altered Composition

Do not rearrange the shield and logotype in any configuration other than the official compositions provided in the brand's logo package.

VERTICAL LOCKUP WITH THE SHIELD ABOVE THE LOGOTYPE



SHIELD PLACED ON THE RIGHT SIDE OF THE LOGOTYPE



Typography Guidelines

Typography

Space Grotesk

Space Grotesk is our primary typeface for larger headlines (H1–H4). We use the bold and medium versions of the typeface.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nunc vulputate libero et velit
interdum, ac aliquet odio mattis.

Aa

SPACE GROTESK BOLD

ABCĆDEFGHIJKLMNOPQRSŠTUV
WXYZŽabcćdefghijklmnopqrsšt
uvwxyzž1234567890‘?’“!”(%)[#
]{@}/&\<-+÷×=>®©\$€£¥¢£:;,.*

SPACE GROTESK MEDIUM

ABCĆDEFGHIJKLMNOPQRSŠTUV
WXYZŽabcćdefghijklmnopqrsš
tuvwxyzž1234567890‘?’“!”(%)[#
]{@}/&\<-+÷×=>®©\$€£¥¢£:;,.*

Typography

Montserrat

Montserrat is used as a typeface for paragraphs and smaller headers (H5 and H6).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.

Aa

MONTSERRAT REGULAR

ABCĆDEFGHIJKLMNOPQRSŠTU
VWXYZŽabcćdefghijklmnopqrsš
tuvwxyzž1234567890‘?’“!”(%)[#]{
@}/&\<-+÷×=>®©\$€£¥¢;,:,*

MONTSERRAT MEDIUM

ABCĆDEFGHIJKLMNOPQRSŠT
UVWXYZŽabcćdefghijklmnopq
rsštuvwxyzž1234567890‘?’“!”(%)
[#]{@}/&\<-+÷×=>®©\$€£¥¢;,:,*

MONTSERRAT BOLD MEDIUM

ABCĆDEFGHIJKLMNOPQRSŠT
UVWXYZŽabcćdefghijklmnopq
rsštuvwxyzž1234567890‘?’“!”(%
)[#]{@}/&\<-+÷×=>®©\$€£¥¢;,:,*

Typography hierarchy

Example of the website style guide

This is an example of our typography hierarchy for our website. We use Space Grotesk for larger headings and Montserrat for paragraph text and heading H5 and H6.

H1 Space Grotesk Medium

3.8 EM / REM

H2 Space Grotesk Medium

2.8 EM / REM

H3 Space Grotesk Medium

1.8 EM / REM

H4 Space Grotesk Medium

2.2 EM / REM

H5 Montserrat Medium

1.125 EM / REM

H6 MONTSERRAT ALL CAPS

1 EM / REM

Body Montserrat regular 16px

1 EM / REM

Body small

0.8 EM / REM

EMPHASIS:

YOU CAN EMPHASIZE CERTAIN
WORDS BY USING A GRADIENT

PRE-TITLE:

MONTSERRAT SEMIBOLD
UPPERCASE, 0.8 PX SPACING

TITLE:

SPACE GROTESK BOLD

PARAGRAPH:

MONTSERRAT REGULAR
0.3 PX SPACING

CTA:

MONTSERRAT SEMIBOLD

Change behavior and lower
your cybersecurity risk



PROTECT - DETECT - RESPOND

Everything you need
in a cybersecurity
platform

Maximize security ROI with the leading human
risk platform that identifies users who are
vulnerable and changes their behavior.



Color guidelines

Core colors

Vibrant magenta, dark blue and base blue are the brand’s primary colors.

The Primary colour is displayed most frequently across screens and components and as a part of our brand gradients.

The primary color palette and gradient are used in key graphics, such as call to action buttons, and illustrations.

The other colours in our palette are used as text colours, backgrounds, shadows and highlights.

Vibrant gradient

#EE295C → #E54A8F → #E54A8F

Darkest blue

#0F1F4B

Vibrant magenta

#EE295C

Lightest grey

#F3F7FD

Lighter blue

#C3D4FF

Base blue

#567FEE

Extended color palette

Dark grey darkest #020718	Dark grey lighter #3F4456	Dark grey lightest #697088	Magenta darkest #9B0A2F	Magenta darker #D0204E	Magenta base #EE295C
Mid grey #ACB1C2	Light grey #E2E9F0	Light grey lightest #F3F7FD	Magenta light #F15987	Magenta lighter #FF76A7	Magenta lightest #FF76A7
Blue darkest #0F1F4B	Blue darker #122046	Blue dark #1D3370	Light grey to light blue #F3F7FD ➡ #C3D4FF	Subtle light blue #9AB4F9 ➡ #C3D4FF	Subtle darker blue #7C9CF2 ➡ #567FEE
Blue base darker #264CB2	Blue base #567FEE	Blue base lighter #96B2FF	Red #D0204E ➡ #E64386	Red to purple #E5488D ➡ #C179DE	Purple to blue #C978DC ➡ #567FEE
Blue lightest #C3D4FF				Section radial gradient #1A2136 ➡ #567FEE	Hero gradient #192852 ➡ #567FEE

Colors in use

Background colors

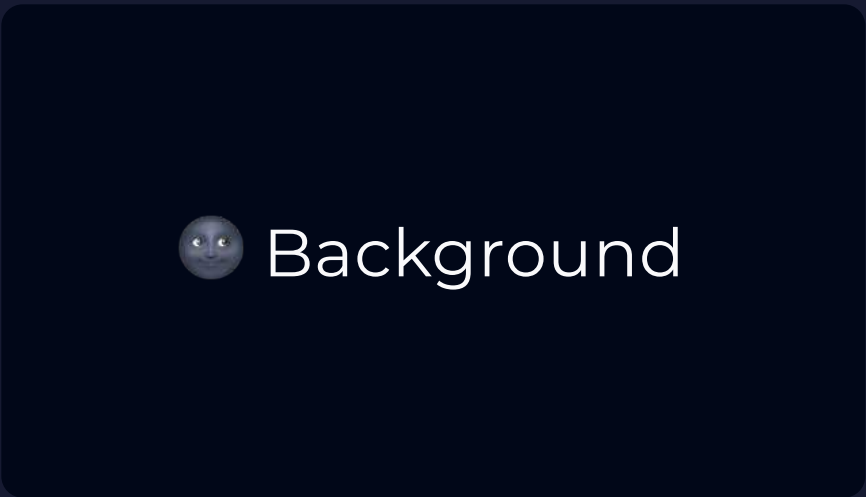

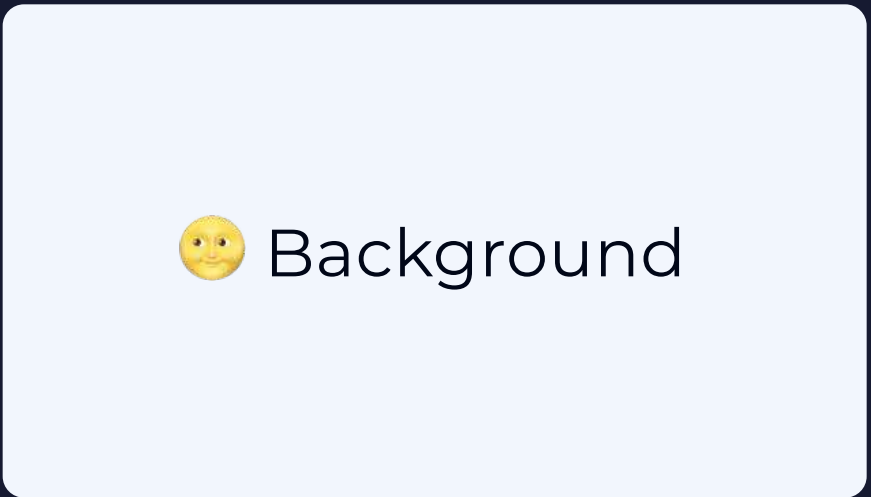






The dark and light neutral brand colors are great background colors for ads, presentations, landing pages etc.

Action colors

Use the bright brand colors sparingly only in small areas, such as call-to-actions, badges and illustrations. Do not use more than one action color per design.

Shades of grey

The grey shades are great colors to pair up with typography.

 <p>👁️ Background</p>	 <p>👁️ Background</p>	 <p>😊 Background</p>
 <p>⚡ Action color</p>	 <p>⚡ Action color</p>	 <p>⚡ Action gradient</p>
 <p>👉 Dark Headline</p>	 <p>👉 Dark Paragraph</p>	 <p>👉 Light text</p>

Dark and light mode

Dark mode

Dark mode is the primary theme of Hoxhunt visuals. Use the darker colors and gradients as primary colors.

Light mode

The lighter brand colors can be used to create a light variation of the graphics. This can be a great way to contrast the usual dark mode materials and stand out.



Mixing colors

Our design language is a mix of harmonic neutrals and vibrant colors. Mix the colors thoughtfully and avoid clashing color combinations, such as a brightly colored text on a vibrant background.

MIX THESE COLORS

DON'T MIX THESE COLORS



LOW CONTRAST

LOW CONTRAST

CLASHING COLORS

CLASHING COLORS

CLASHING COLORS

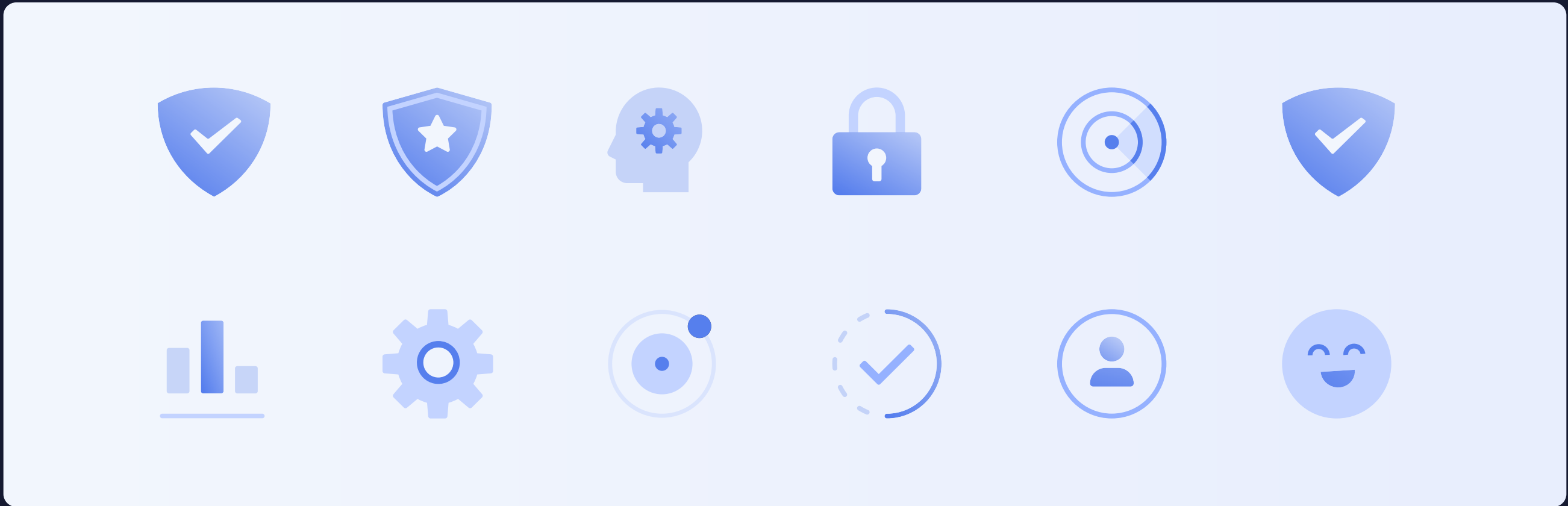
Icons and illustrations

Icons

Main icon style

Our main icon style is a full-color style with a subtle gradient effect.

If the icon is small (under 48px), we can refer to the product design system icon style.



Visualizations

People and product

The hero imagery consists of showcasing people interacting with the Hoxhunt product. The end result is a multi-dimensional collage-style image.

Glass effect

Applying a blurry glass effect and in varying opacities to the UI elements brings dimension to the image.

Using real UI elements

Using real elements from Hoxhunt product ties the brand and product visuals together. The elements can be stylised and simplified to fit the composition and the message of the visual better.

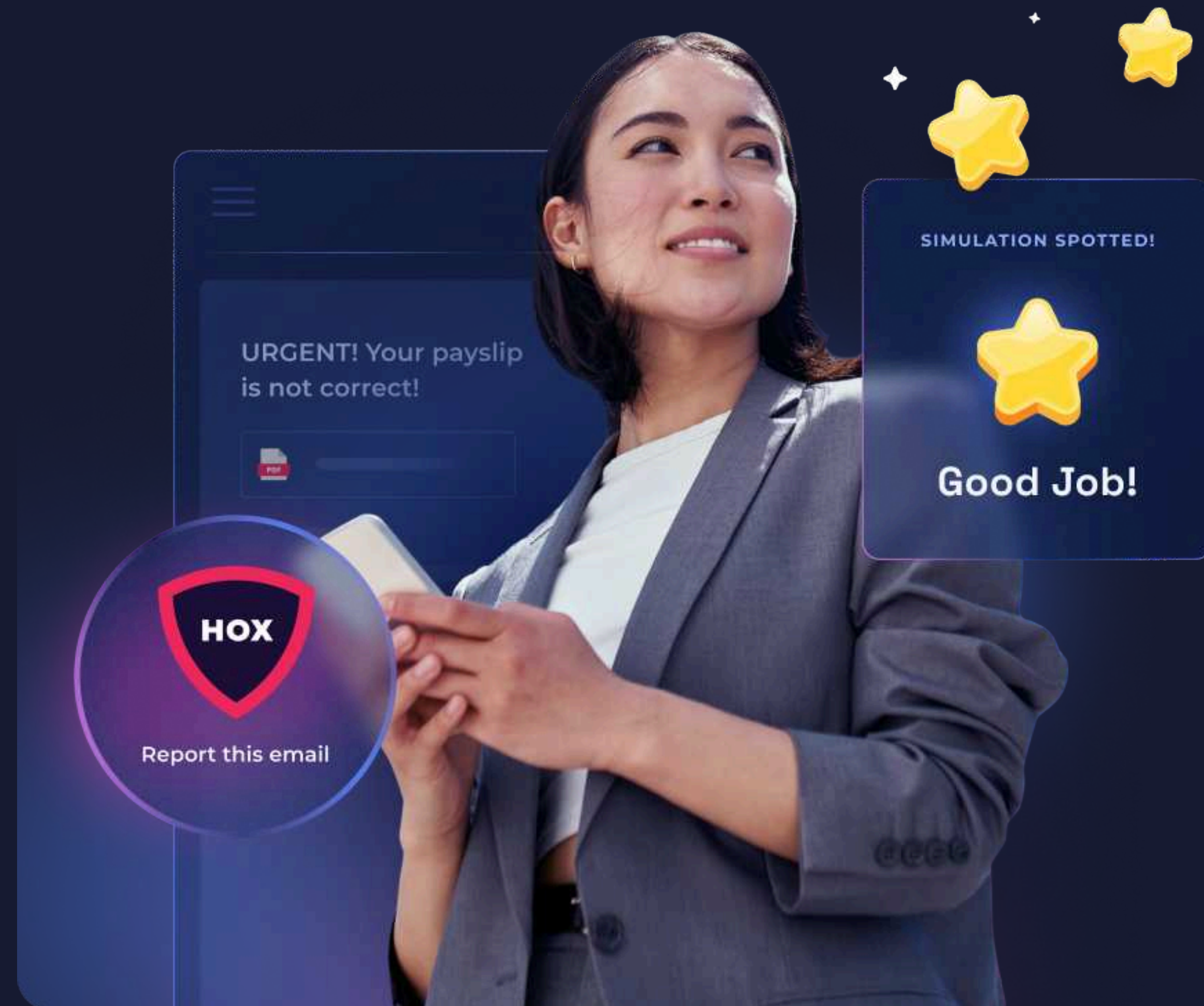
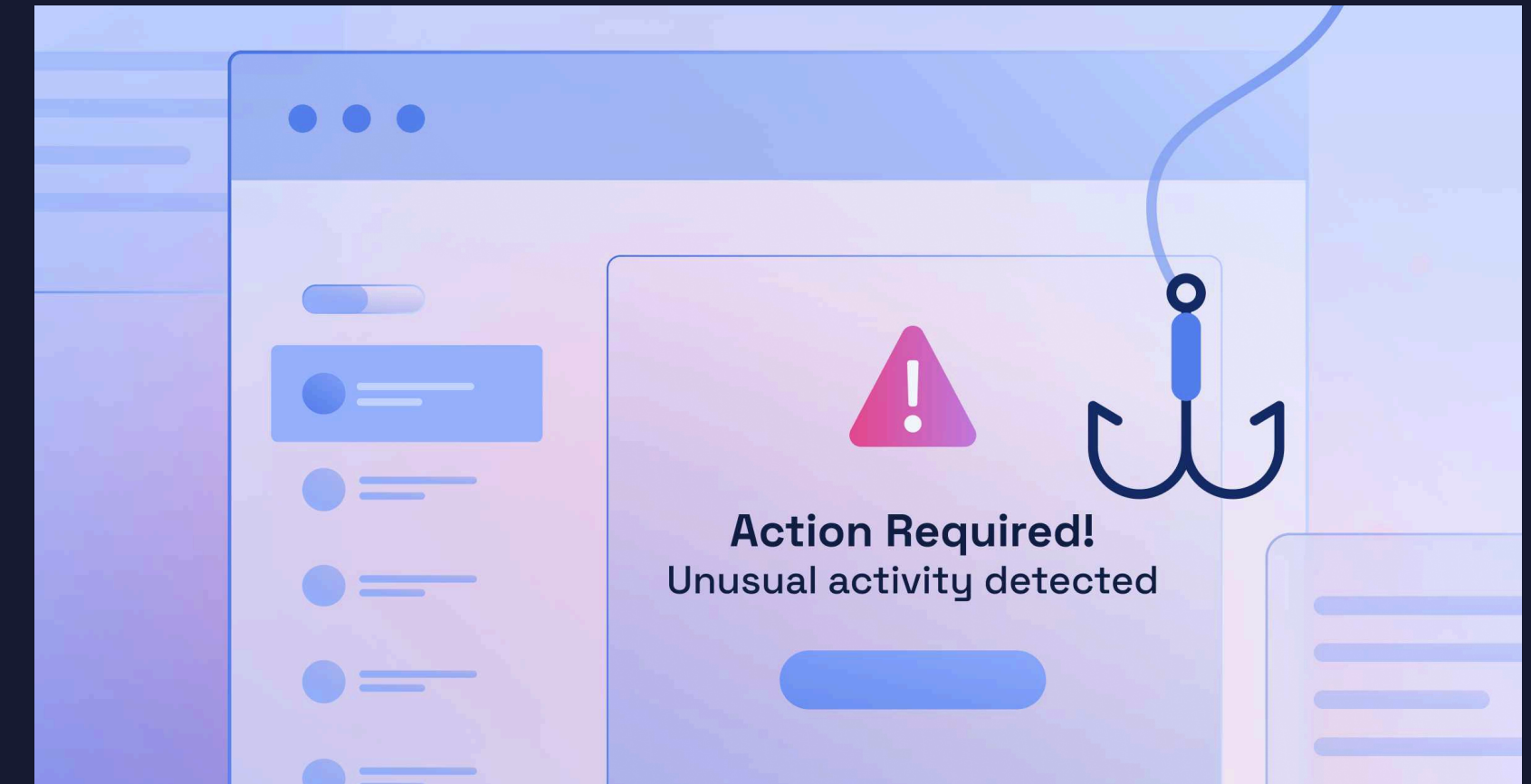


Illustration style

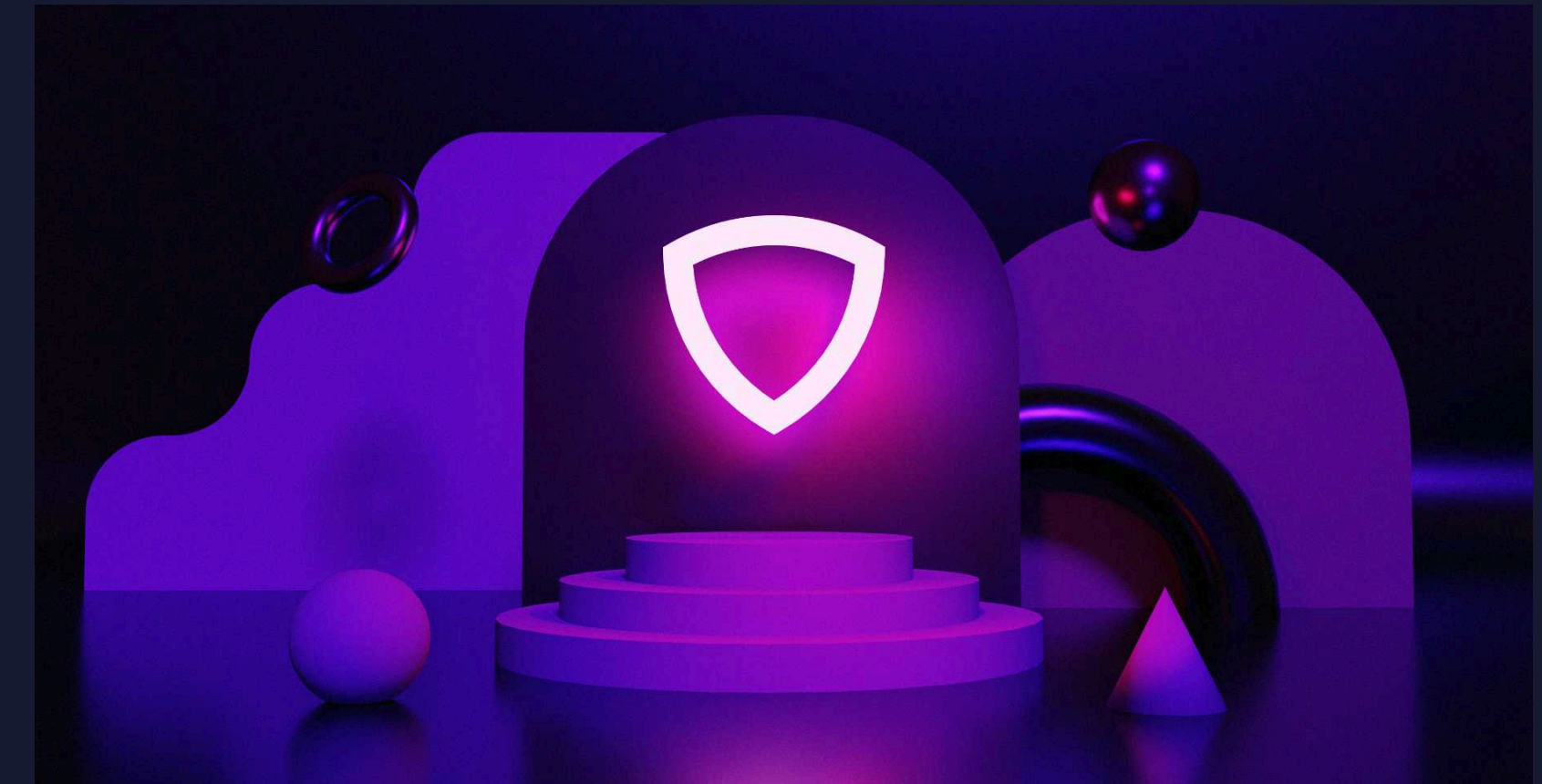
Main illustration style

The main illustration style consists of simple collage-style vector illustrations where the blurs, glass effect and subtle gradients bring more depth and interest to the image. We can also use isometric versions for more variation.



Other illustrations

Whereas the main illustration style is designed for quick production and scalability, in special cases more elaborate illustrations and 3d compositions can be created. These cases include internal branding and larger-scale marketing campaigns, such as ebooks.



Product imagery

Product mockups

Stylised product mockups present the real UI in a stylised way, using the blurred glass effect when overlaying screens on top of each other.

Product screenshots

Real product screenshots are displayed in a device screen, most cases desktop or laptop. Additional elements can be overlaid around the screen to highlight certain elements and functionalities.

