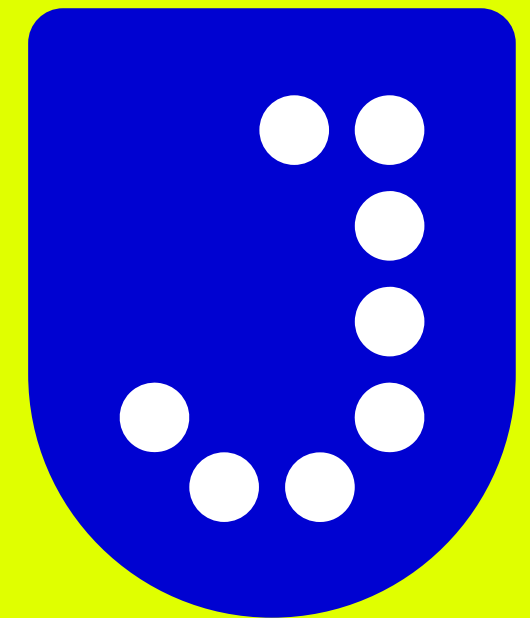


Brand Guidelines

Rules. Dos. Don'ts. Say this. Don't say that. While this document may provide such, please look at it as something more. When these principles are used consistently across any experience one may have with Jscrambler, they greatly enhance the value of the brand as a whole.

Whether it's the web site, an email from the support team, a trade show booth, or sales presentation, when people experience those interactions as being visually and verbally in sync with each other, the competitive advantage of our technologies and

commitment to customer success will resonate stronger than ever. Thank you for being part of the important effort in creating impactful and engaging experiences for Jscrambler.



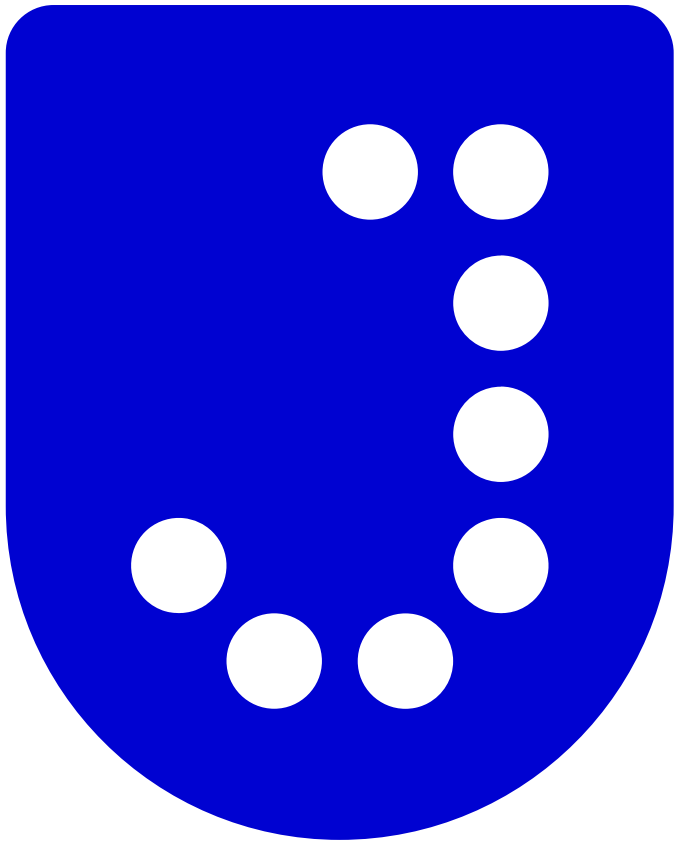


Visual Identity

The Shield

The shield deflects danger and is used to signify to allies and adversaries alike the might of the army that has taken to the battlefield. Aside from the flag, it is likely the earliest and most important use of brand.

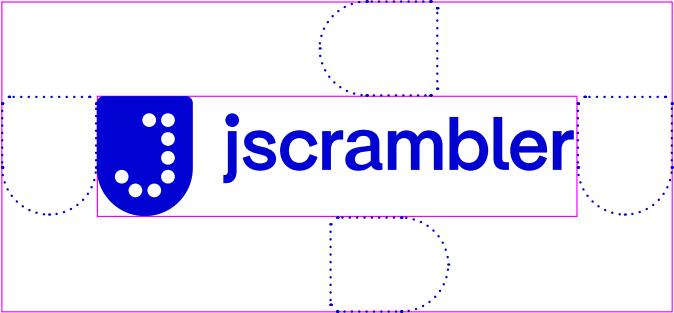
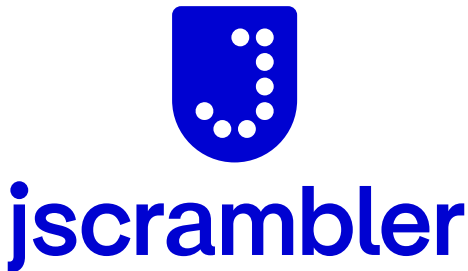
The J made up of dots, placed in a blue shield—a nod to the shield and penzants of Portugal’s coat of arms— is a symbol of strength and dedicated to defending organizations with superior software solutions.



The Logo

The logotype that adjoins the shield is simple, modern and approachable. The horizontal version featured below is to be the preferred version of the logo.

The vertical version with the shield centered over the logotype should only be used when due to limited space the readability of the horizontal logo would be compromised.



Clear Space
The width of the shield designates the minimum amount of clear space that must be allotted for the proper use of the Jscrambler logo.



Compatible Backgrounds

The color logo should only appear on white or on Jscrambler's chartreuse (the bright yellow-green). The symbol can reverse out of blue and in non-Jscrambler brand scenarios (such as a

co-branded presentation with a partner), over colors not associated with Jscrambler, as seen with the color black below.



Primary Typeface

Pangea is a fresh, unique and clear sans-serif, one selected to provide those same attributes to Jscrambler's brand voice. The contrast between bold and light is an intentional interplay for the design of materials for the brand, with bold always being hierarchically first with light being in support, whether it's a headline and sub-headline, subhead and body copy, etc.



Bold should always be the first choice for headlines, titles and subheads.

Pangea Bold
AaBbCcDdEeFfGg1234?!

The strong contrast between weights is an intentional part of the brand aesthetic, which is why content that follows headlines, titles and subheads will usually look best being set in Light.

Pangea Light
AaBbCcDdEeFfGg1234?!

Be sure to shift to the Text version of the typeface when getting into body copy, as the letter forms have been specifically drawn to be more readable at smaller sizes than the non-Text styles.

Pangea Text Bold
AaBbCcDdEeFfGg1234?!
Pangea Text Light
AaBbCcDdEeFfGg1234?!



Fall-back Typeface

This is the choice for people in non-design roles that have not licensed Pangea. This will be the case in scenarios like Power Point presentations and technical documentation.



The same hierarchy and weight rules apply for this typefaces as outlined in the preceding page for Pangea.

Montserrat Extra Bold
AaBbCcDdEeFfGg1234?!

Montserrat Light
AaBbCcDdEeFfGg1234?!



Bold and Bright

The successful creation of a strong Jscrambler experience will involve embrace of the narrowly defined color palette: Defense Blue and Chartreuse. These two colors are the primary colors of the palette, with the Chartreuse never being used for text, but as an accent color. This unique inter-play of the blue with bright highlighter-like color is an essential aspect of designing for Jscrambler. The support colors of Magenta and Cyan should be reserved for link underlines, call-outs and other auxiliary functions. They are to never be used as a dominant element of a design.



Defense Blue

RGB000002209

HEX0002D1

PMSBlue 072

CMYK100083000034

Chartreuse

RGB224255000

HEXE0FF00

PMS388

CMYK005000096011

Deep Pink

RGB242000255

HEXF200FF

PMS813

CMYK000095029007

Aqua

RGB000226255

HEX00E2FF

PMS311

CMYK100012000013

Gray

RGB215215215

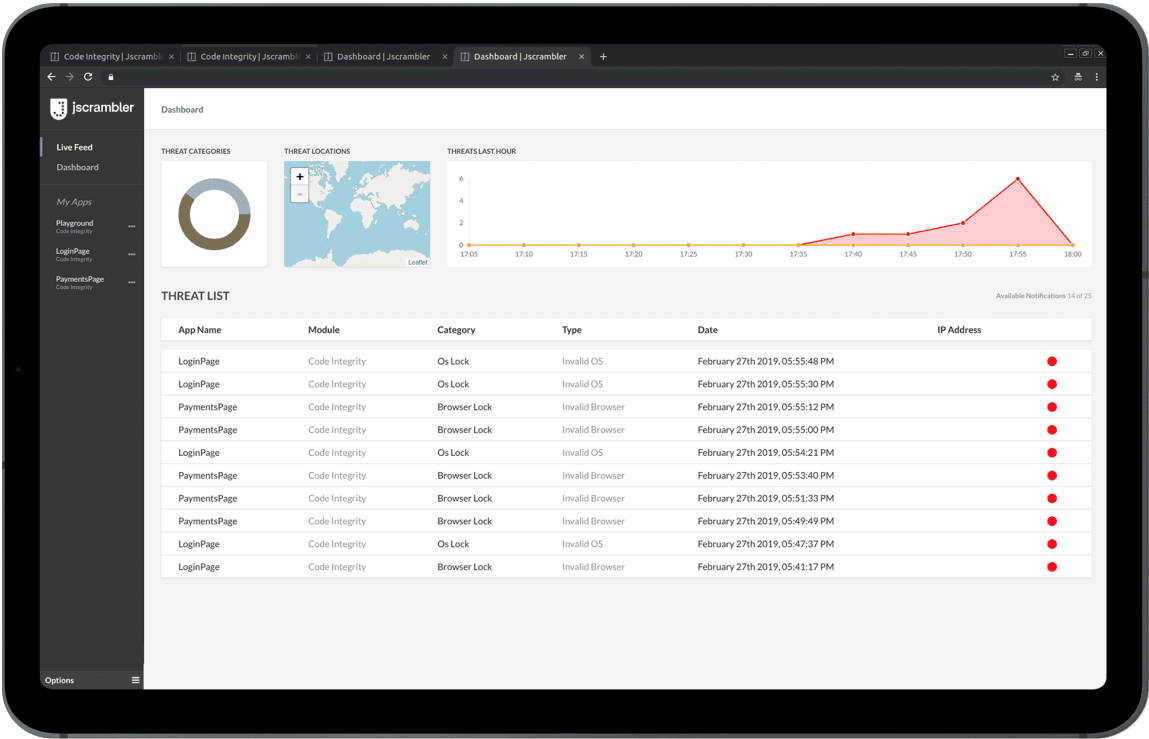
HEXD7D7D7

PMSCool Gray 4

CMYK000000000015

Using Full Color

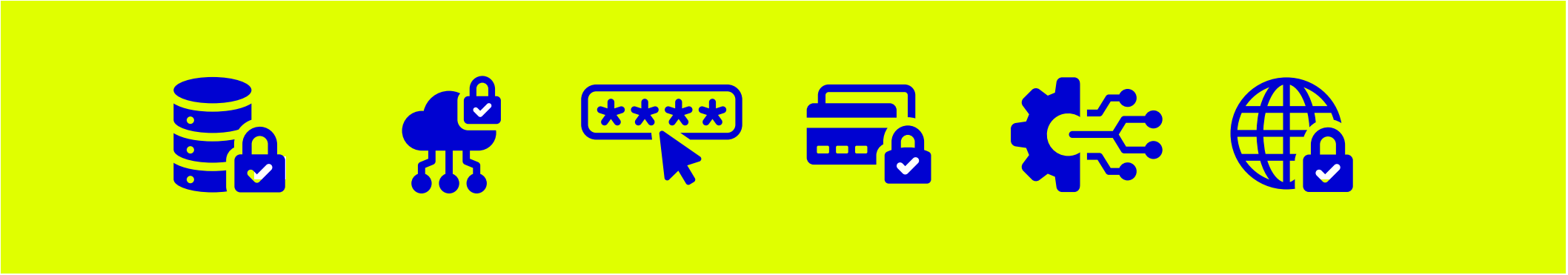
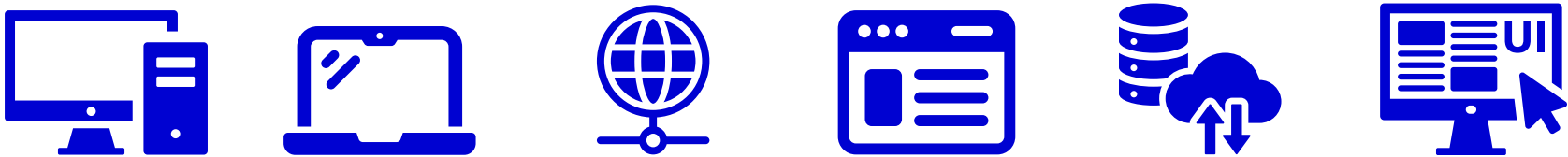
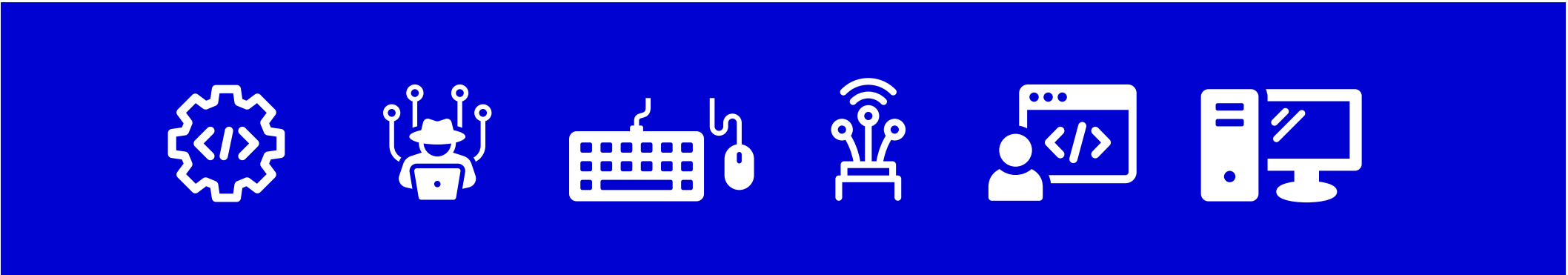
Whether it's portraits of individuals, screenshots or partner logos, full color should be used. The goal of the monotone images is to establish a consistent, friendly and confident depiction of people interacting with screens. There will be situations where that will not make sense, such as social cards promoting a webinar.



Illustrative Icons

Iconography can be used to accent content's subject matter, but should not be deployed as a visual that is the primary visual for a layout.

As this artwork is supportive in nature, keep the artwork simple and clear. Too much detail and use of multiple colors will draw attention to their aesthetic and away from their meaning.



When using the Chartreuse for illustrative icons, make sure they are quite large on the page, otherwise the art will be difficult to see.



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