



Brand Guidelines.

UPDATED 11.2023

HORANGI.


The word Horangi means tiger in Korean. In Asian cultures, especially Korean and Chinese, the tiger is a symbol of guardianship. Known for its protective nature, the tiger is constantly warding off evil spirits and disasters.

In the modern world, cyberspace is a territory full of threats and attacks pro-actively pursue solutions that defend companies from potential attacks around the clock.



Chapter 1 **Logo, Typography, Color Palette**

Visual Identity



Brand **Guidelines**

Logo

Primary & Variants



Brand **Guidelines**

Typography

Primary Font

IBM PLEX SANS.

Thin

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Regular

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SemiBold

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Bold

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

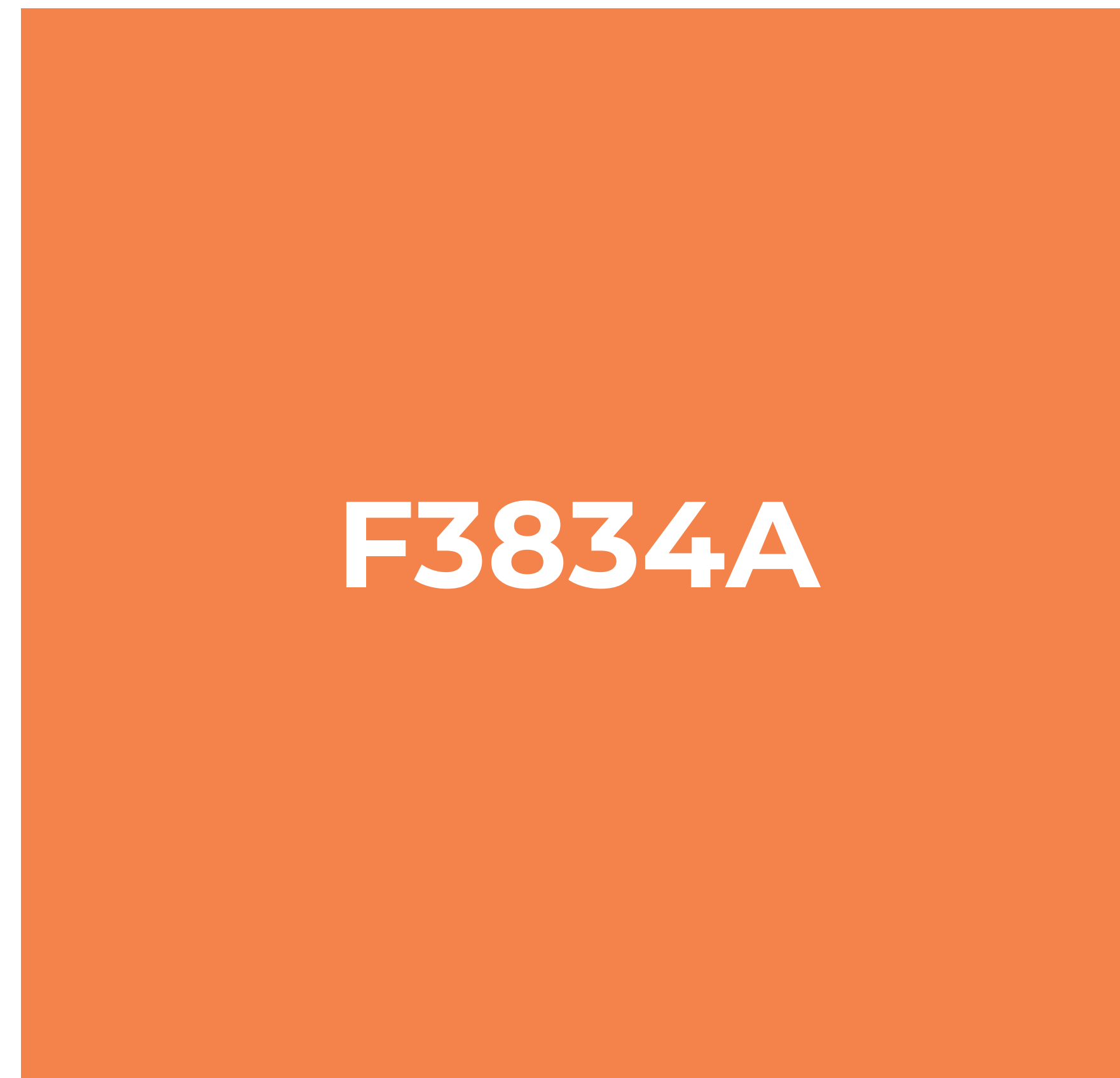


Brand **Guidelines**
Color Palette



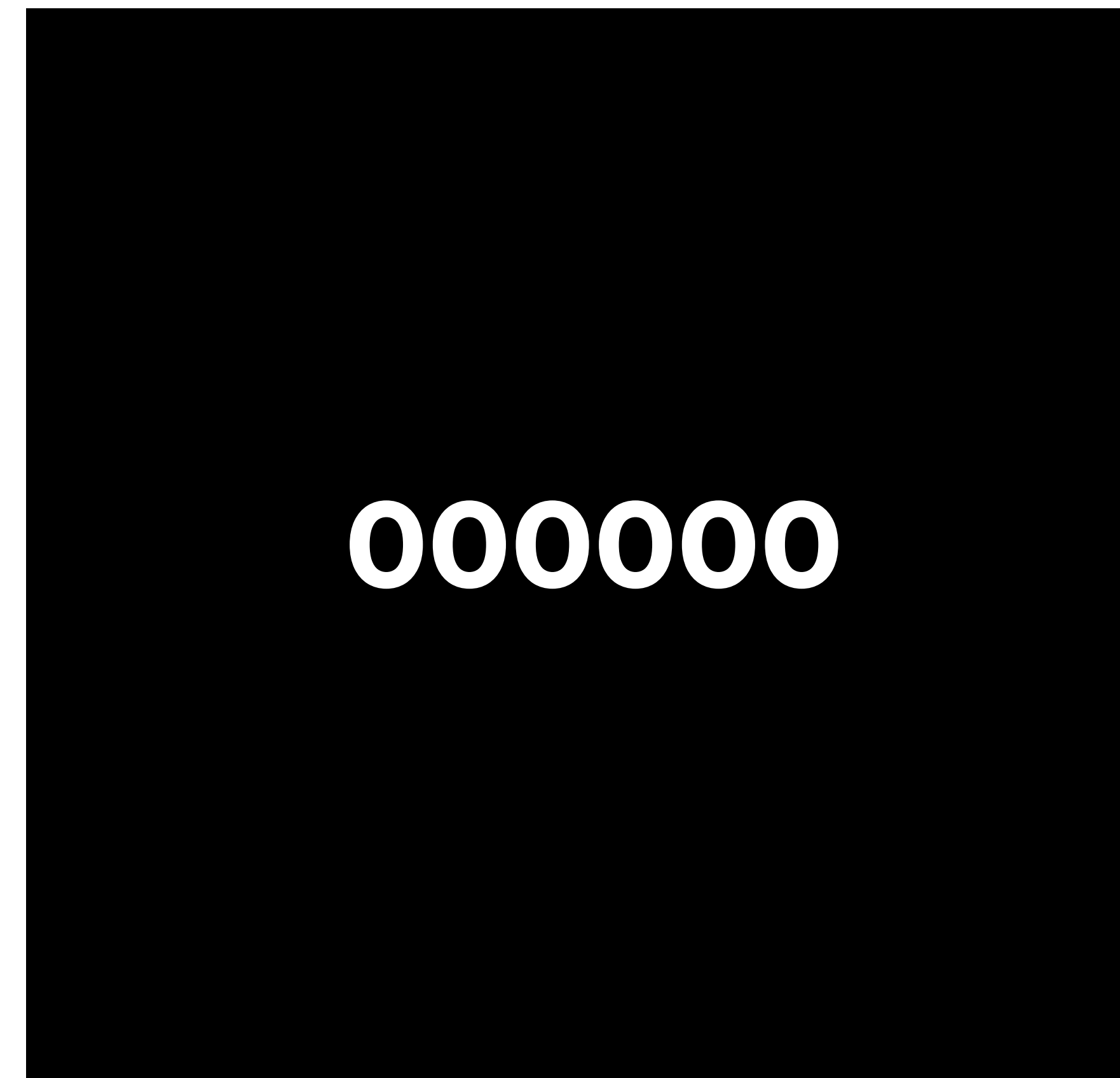
**Bitdefender
Blue**

HEX #006EFF
R0 G110 B255
C100 M57 Y0 K0
Pantone 2173 C



**Horangi
Orange**

HEX #F3834A
R246 G149 B71
C0 M49 Y80 K0



Black

HEX #000000
R0 G0 B0
C30 M30 Y30 K100



White

HEX #F8F8F8
R248 G248 B248
C2 M1 Y1 K0

Brand **Guidelines**
Photo Style

Use these guides whether you are commissioning a photographer to create new imagery or approaching a stock library to buy existing images. Using these principles will help to ensure that the brand's imagery is consistent and projects the right visual message.



The images must not look staged:

1. the light must be natural, not studio made;
2. people do not look into the camera, do not pose, but always have an activity;
3. the images must be "slice-of-life", descriptive, not metaphorical.



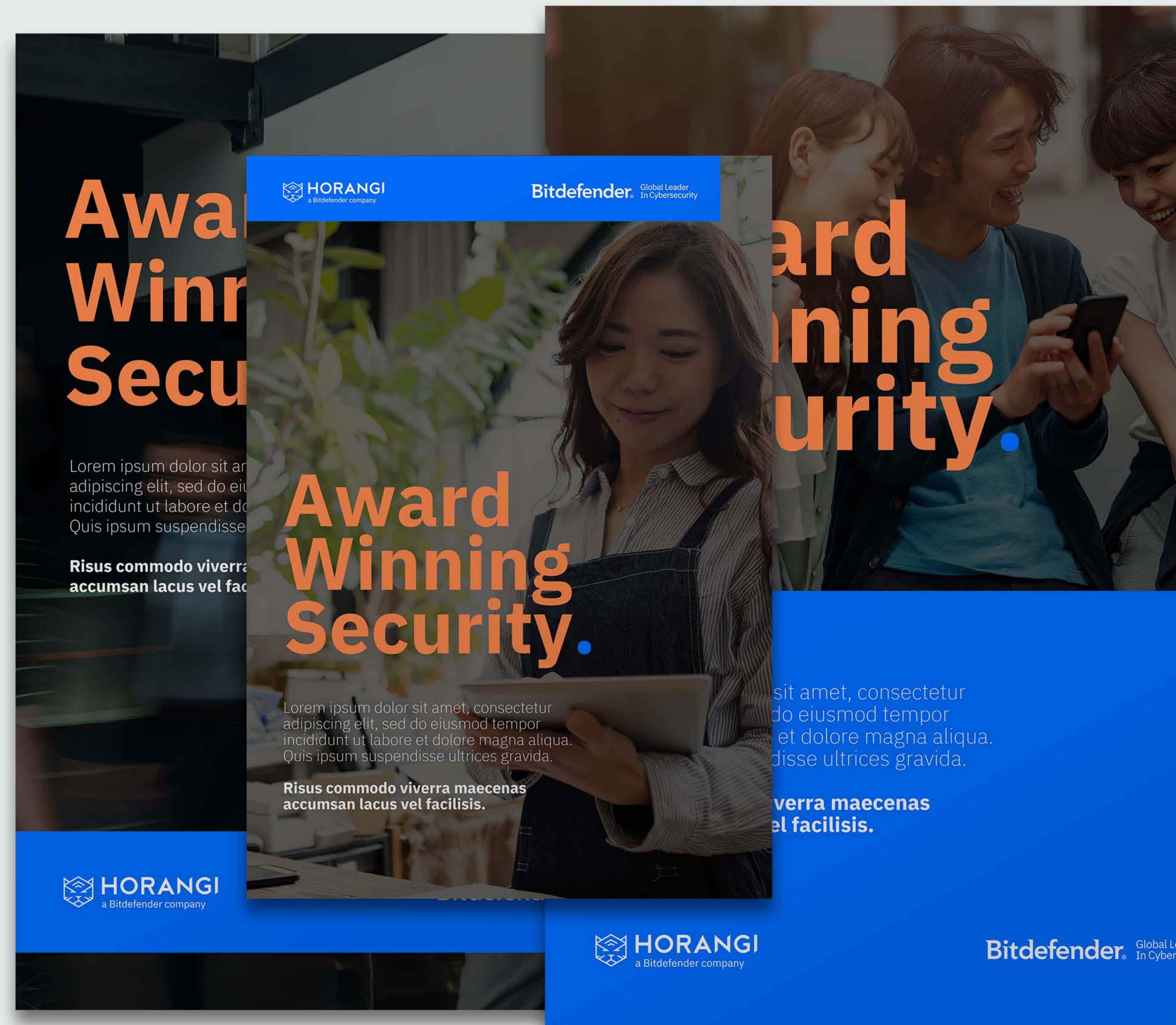
Chapter 2 **A4 Posters, Trade Show Booth**

Misc Collaterals



Fictional Tagline

Award Winning Security.



Award Winning Security.

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Bitdefender® Global Leader
In Cybersecurity



Award Winning Security.

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Award Winning Security.

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Brand **Guidelines**

Collaterals

Trade Show Booth

The trade show booth graphics will be built in such a way that Horangi and Bitdefender logos will always be visible in the same line of sight. The rule applies also if only the Horangi tiger symbol is used.

Short text and statements are encouraged.

HORANGI. A BITDEFENDER COMPANY.





Bitdefender® Global Leader In Cybersecurity

Bitdefender® Global Leader In Cybersecurity



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Chapter 3 **Website, Campaign & SM Banners**

Online Exploration



Brand Guidelines

Online Exploration Website



Bitdefender Completes Acquisition of Horangi Cyber Security

READ MORE



PRODUCTS

SERVICES

CUSTOMERS

PARTNERS

RESOURCES

CAREERS

Award Winning Security.

Unlock Threat-Informed Innovation at Speed and Scale.

Build cyber resilience with next-gen solutions by Asia's cloud security leader.

WARDEN PLATFORM

SERVICES & CONSULTING

Brand Guidelines

Online Exploration

Campaign & SM Banners

300x600 - Frame 1



**Award
Winning
Security.**

 **HORANGI**
a Bitdefender company

300x600 - Frame 2

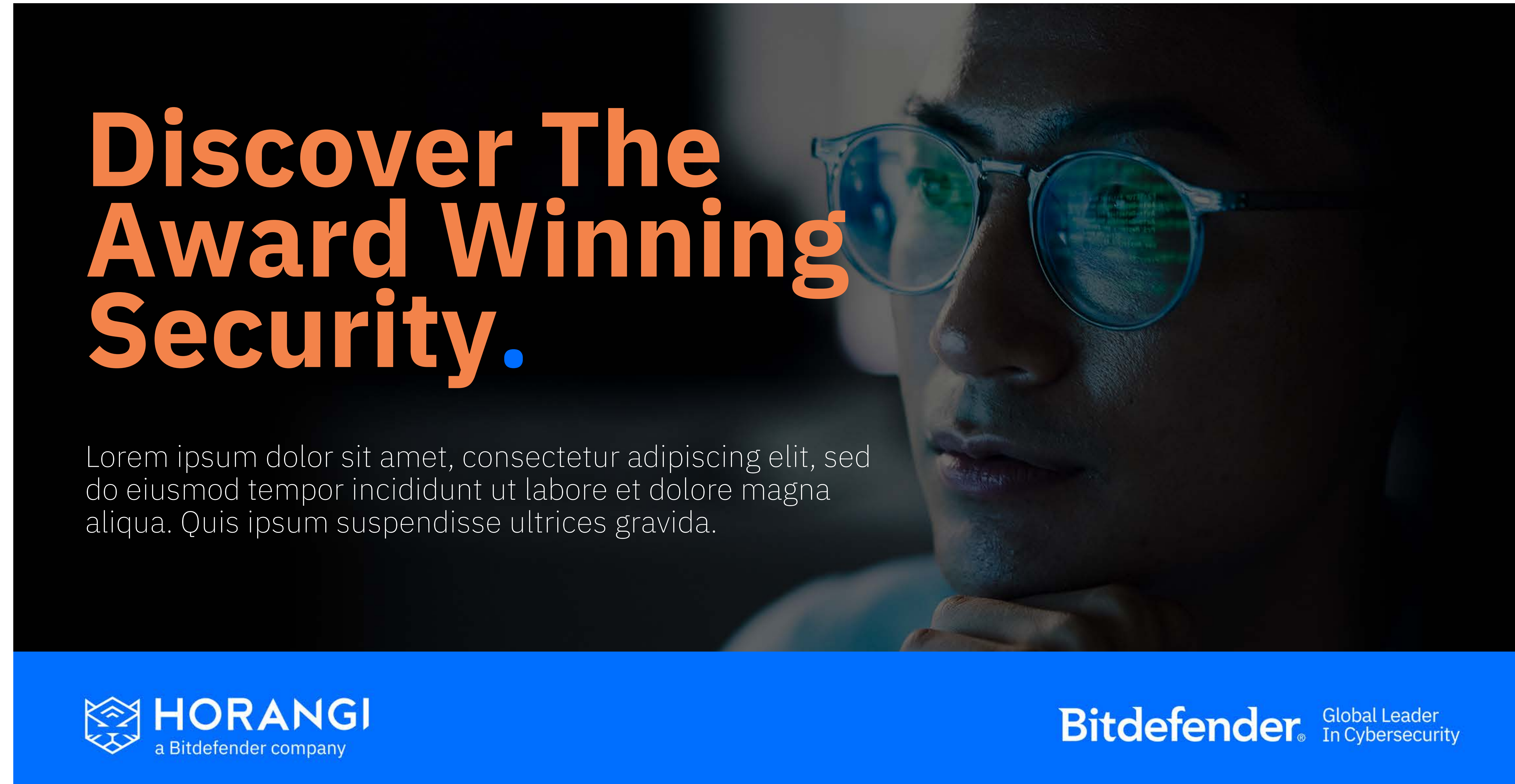


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 **HORANGI**
a Bitdefender company

Facebook 1200x628



**Discover The
Award Winning
Security.**

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