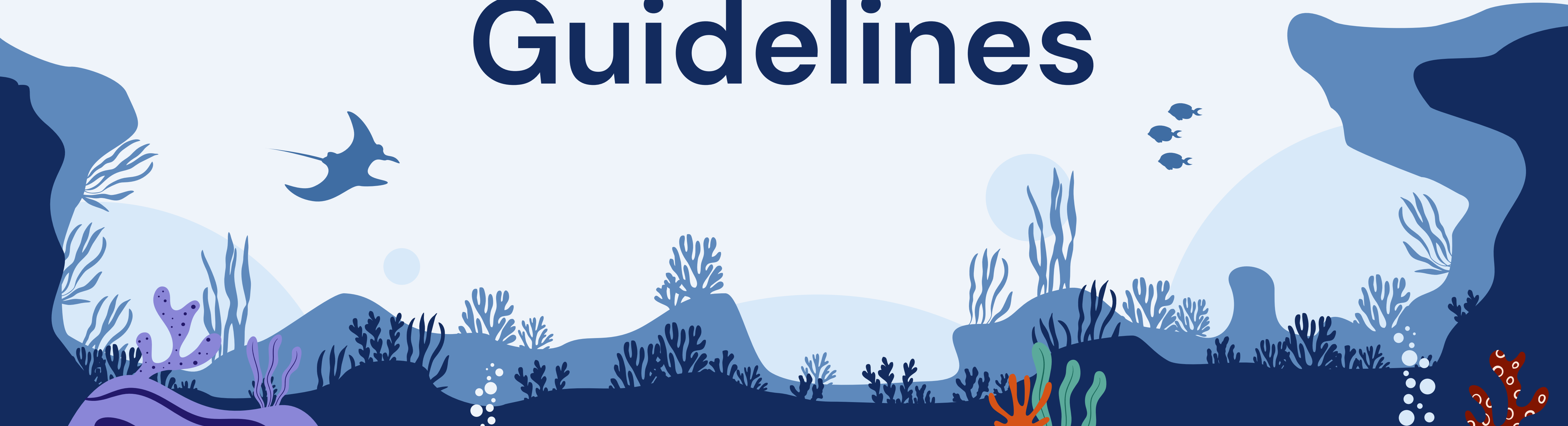
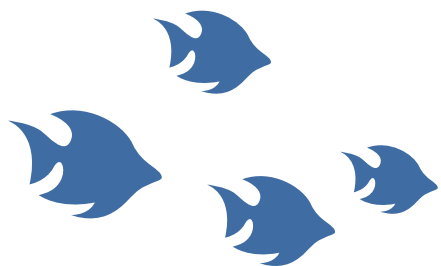


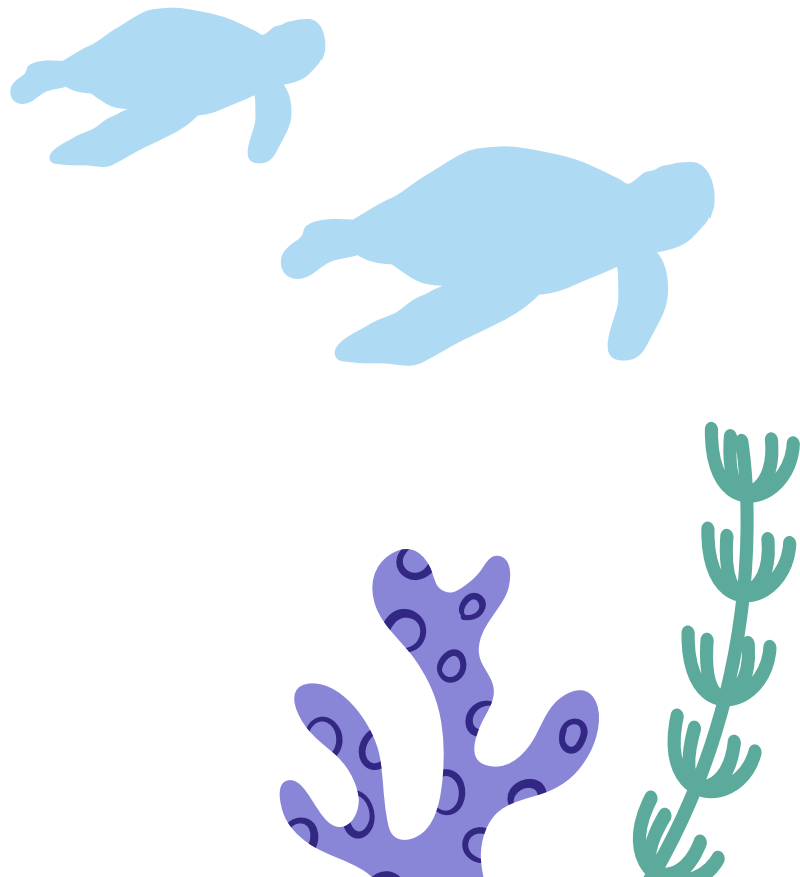
Brand Identity Guidelines



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Introduction

Who we are

Phin is the catalyst for transforming the security awareness industry by empowering MSPs and driving behavioral change through innovative solutions and an MSP-centric approach.

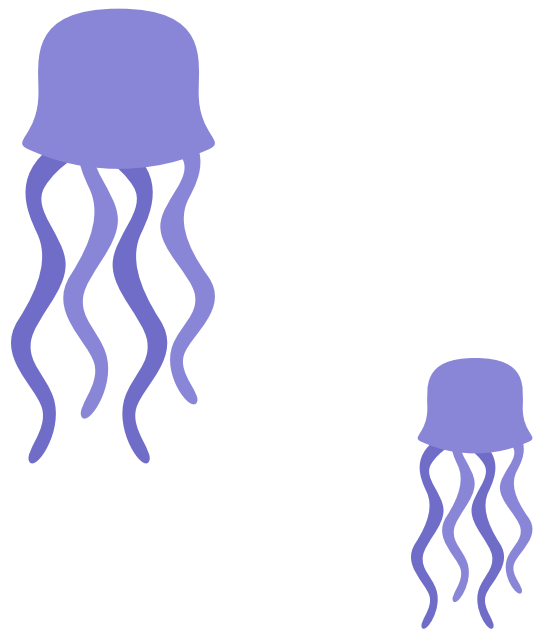
Why Guidelines

Distinctive brands are built on the foundation of consistent communications that deliver on a promise, and by doing that, develop trust. These guidelines should be used to help prepare materials for Phin that adhere to these brand standards.

Shared Responsibility

As an ambassador of our brand, you are encouraged to use these resources and guidelines consistently. Remember that we're all individually responsible for protecting our brand and developing a cohesive brand identity. Every brand touchpoint creates an impression of Phin. Consistently managing that experience is extremely important on our journey as a distinctive brand.

Brand Core



Purpose

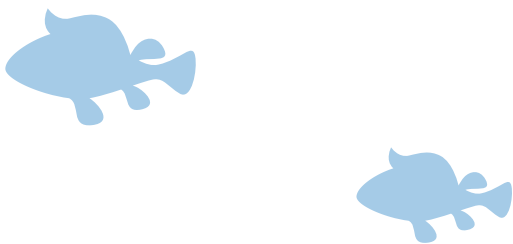
To challenge industry norms, foster an uplifting culture, and redefine security awareness.

Positioning

MSP-focused solutions in an authentic, community-driven environment.

Core

An MSP-centric approach, emphasizing proactive support, reliability, and trust while addressing the security needs of businesses.



Genuine and authentic.

Phin is known for its genuine and authentic approach to business. Customers appreciate the transparency and honesty displayed by the Phin team. They feel that Phin truly cares about their success and well-being, creating a sense of trust and loyalty.

Welcoming and collaborative.

Phin prides itself on creating a welcoming and collaborative environment for customers. Customers feel comfortable approaching Phin with their questions, concerns, and ideas, knowing they will be met with a supportive and receptive attitude. This inclusive and collaborative culture strengthens the customer relationship and contributes to their decision to stay with Phin.

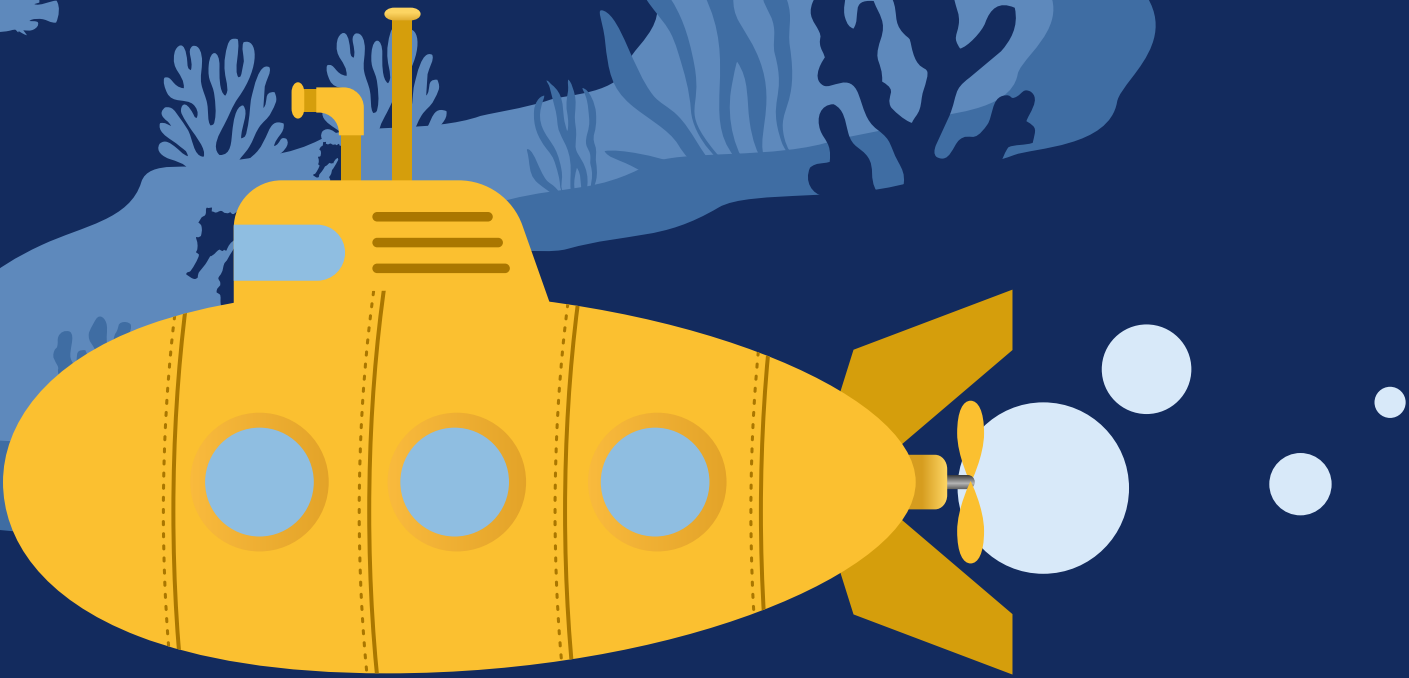


Lifelong Learning.

Phin promotes a culture of continuous learning and improvement. Customers benefit from Phin's commitment to staying ahead of the curve in the cybersecurity industry. The team actively seeks knowledge, explores new technologies, and shares insights with customers, enabling them to stay informed and protected.

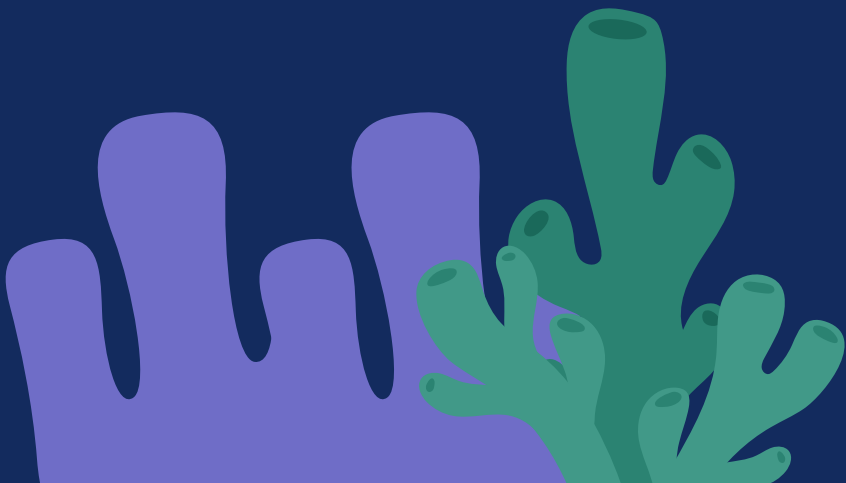
Overview

- 1.1 Logo Mark
- 1.2 Logo Colors
- 1.3 Clearspace
- 1.3 Logo Sizing



Logo Usage

Our Identity



Logo Mark

The brand guide's primary logo mark features a manta ray, which represents Phin's connection to the ocean and its gracefulness. The typography is clean and sophisticated, reflecting the company's professionalism and innovation. Overall, the logo mark symbolizes Phin's dedication to excellence and its mission to provide individuals with the necessary tools to succeed in the digital age.



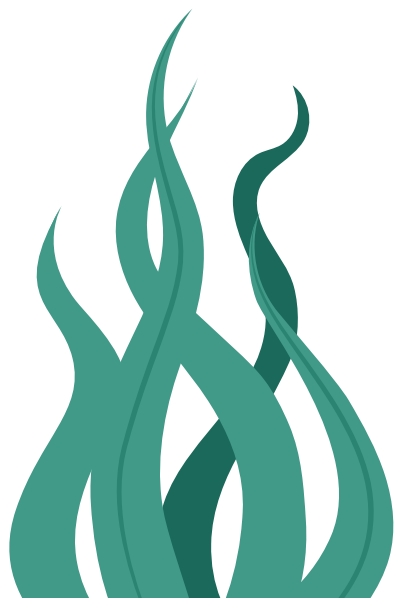
Brand Symbol Horizontal



Brand Symbol Stacked



Brand Icon



Logo Colors

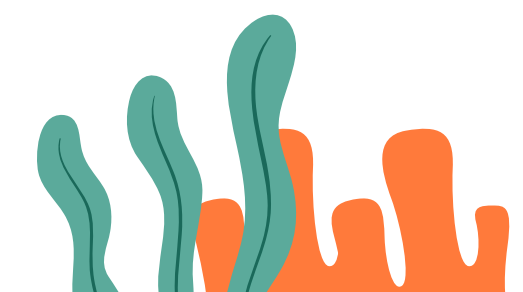
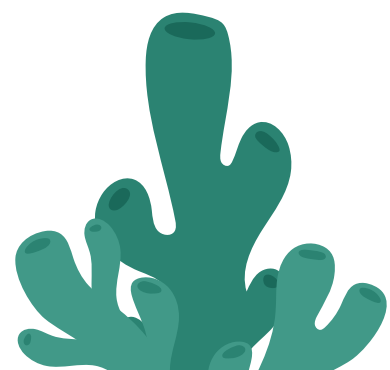
In our brand guide, we've taken great care to ensure that the Phin logo shines brilliantly on both light and dark backgrounds, reflecting our adaptability and versatility as a brand.



Clearspace

For both the horizontal and vertical lockups, it's important that the proper spacing is given to the Phin logo.

By adhering to these clear space guidelines, we guarantee that our logo retains its commanding presence and captivates our audience with its clarity and focus.



Logo Sizing

To ensure optimal legibility, it is important to have the logo bigger than the minimum specified sizes.

These minimum size guidelines are essential to preserve the integrity of our logo and its representation of the Phin brand.



Overview

- 2.1 Primary Typeface
- 2.2 Secondary Typeface
- 2.3 Type Hierarchy

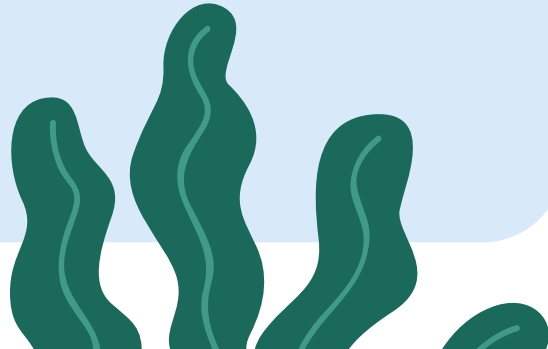
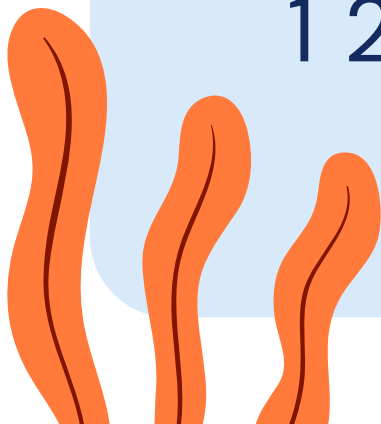
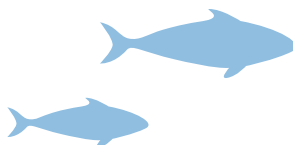
Fonts & Hierarchy

Typography



Primary
Typeface

This is DM Sans,
our primary typeface



DM Sans - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

DM Sans - Medium

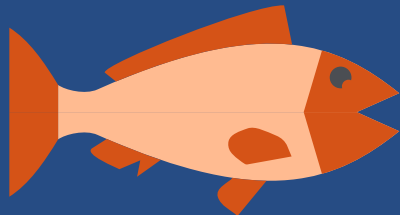
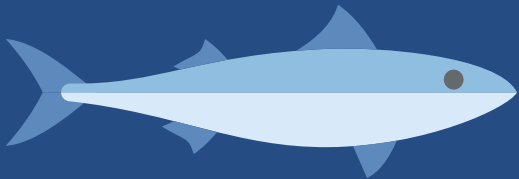
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

DM Sans - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Secondary
Typeface

This is Lato, our secondary typeface



Oswald - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Oswald - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

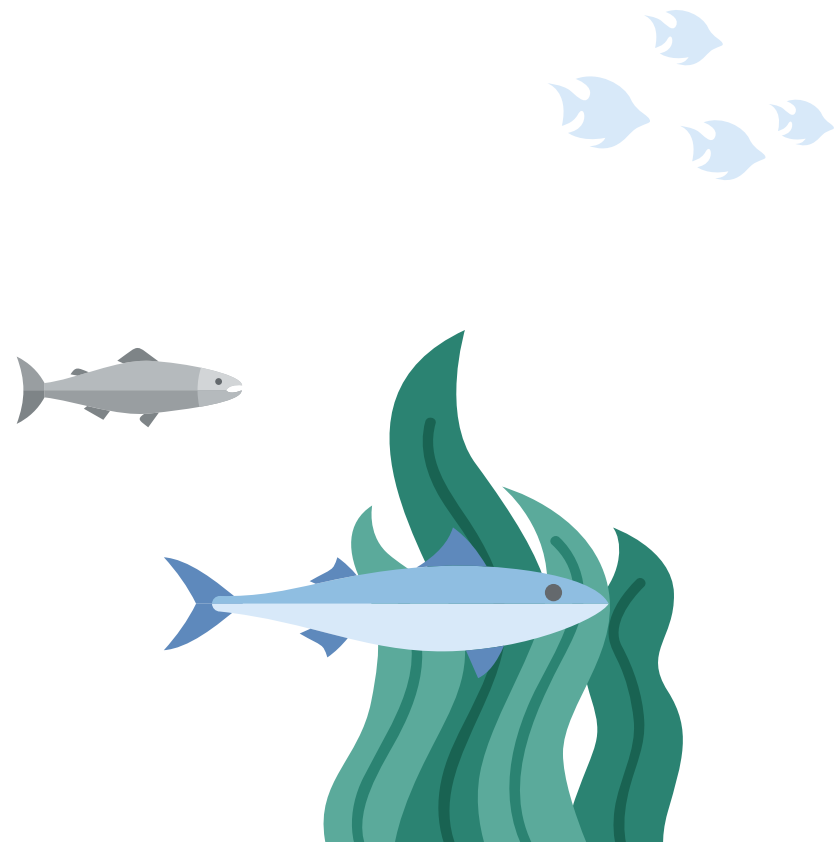
Oswald - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9



Hierarchy

Headline 1	Bold 96pt - Line Spacing 100px
Headline 2	Regular 60pt - Line Spacing 64px
Headline 3	Regular 48pt - Line Spacing 52px
Headline 4	Medium 34pt - Line Spacing 38px
Headline 5	Medium 24pt - Line Spacing 28px
Headline 6	Bold 20pt - Line Spacing 24px
Subtitle 1	Medium 16pt - Line Spacing 20px
Subtitle 2	Medium 14pt - Line Spacing 18px
Body 1	Regular 20pt - Line Spacing 28px
Body 2	Regular 16pt - Line Spacing 20px
Button	Medium 15pt - Line Spacing 19px
Caption	Regular 12pt - Line Spacing 16px
Overline	Regular 10pt - Line Spacing 14px



Overview

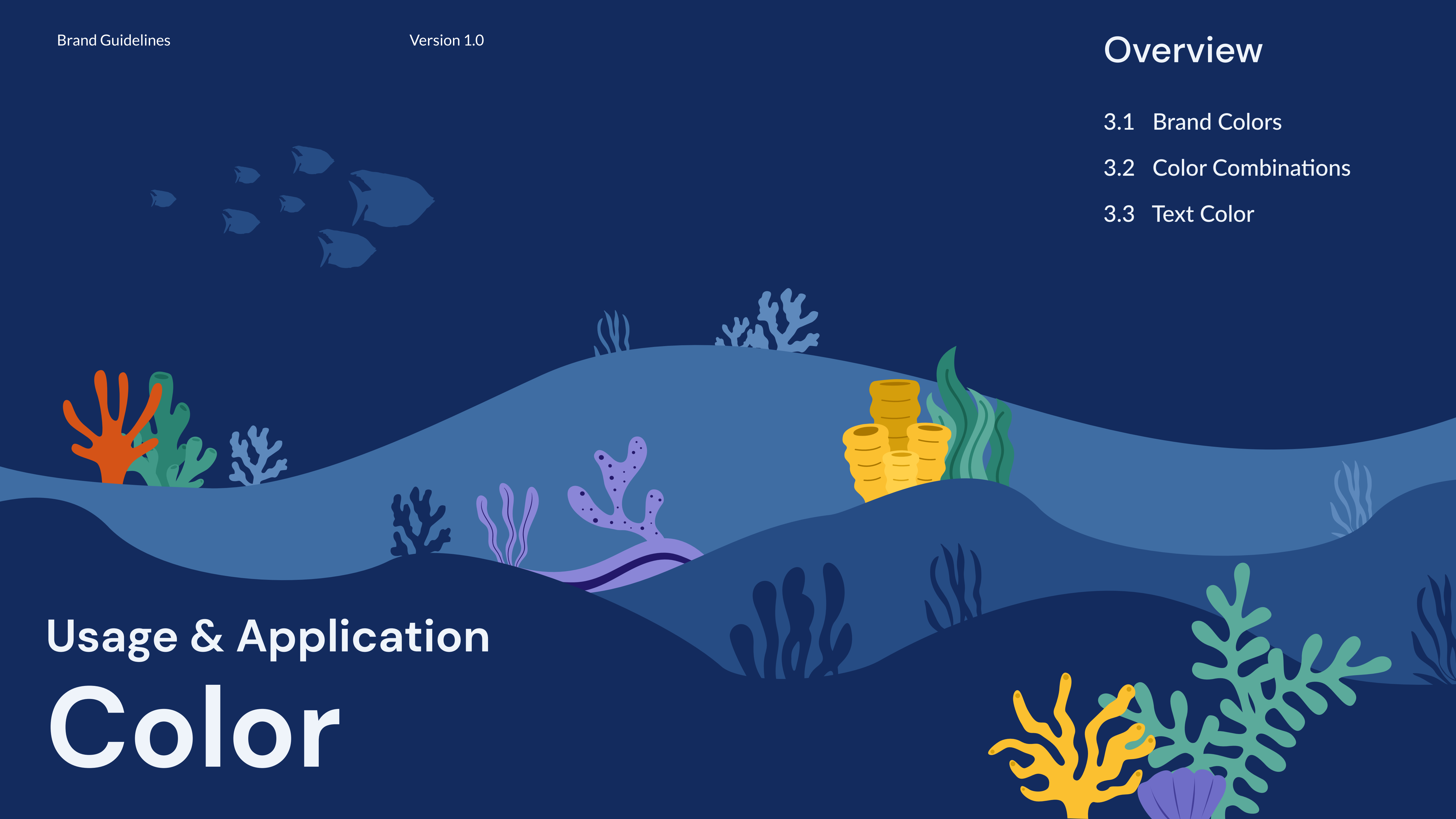
3.1 Brand Colors

3.2 Color Combinations

3.3 Text Color

Usage & Application

Color



Brand Colors

Phin's primary brand colors, consisting of oceanic blue shades, white, and deep navy, represent qualities such as clarity, reliability, trust, and depth. These characteristics reflect Phin's dedication to providing customers with a clear and dependable experience, while also showcasing their expertise.

The secondary colors, made of blue, green, purple, orange, yellow, and a lighter gray, add liveliness, creativity, and energy to the brand. They communicate a sense of growth, optimism, and proactivity, which aligns with Phin's goal of equipping individuals with the necessary tools to navigate the digital age effectively.

Overall, the combination of primary and secondary colors in Phin's brand guide represents their mission of fostering a supportive and positive community, embracing both professionalism and innovation. These colors create an image of a tranquil and welcoming underwater landscape, while instilling confidence and positivity in the brand's offerings.

Primary

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0% 0% 0% 0%

Oceanic – 10

HEX #EFF4FA
RGB 239 244 250
CMYK 4% 2% 0% 2%

Oceanic – 25

HEX #D8E9F9
RGB 216 233 249
CMYK 13% 6% 0% 2%

Oceanic – 100

HEX #132B5E
RGB 19 43 94
CMYK 29% 20% 0% 63%

Secondary

Oceanic

Seagrass

Neptune

Coral

Treasure

Seashell

<div><div>Oceanic – 10</div><div>HEX #EFF4FA RGB 239 244 250 CMYK 4% 2% 0% 2%</div></div>	<div><div>Seagrass – 10</div><div>HEX #E1F8F4 RGB 225 248 244 CMYK 9% 0% 2% 3%</div></div>	<div><div>Neptune – 10</div><div>HEX #E4E0F8 RGB 228 224 248 CMYK 8% 9% 0% 3%</div></div>	<div><div>Coral – 10</div><div>HEX #FFE6D9 RGB 255 230 247 CMYK 0% 10% 15% 0%</div></div>	<div><div>Treasure – 10</div><div>HEX #FFEBBF RGB 255 235 191 CMYK 0% 8% 25% 0%</div></div>	<div><div>Seashell – 10</div><div>HEX #EFF1F2 RGB 239 241 242 CMYK 1% 0% 0% 5%</div></div>
<div><div>Oceanic – 25</div><div>HEX #D8E9F9 RGB 216 233 249 CMYK 13% 6% 0% 2%</div></div>	<div><div>Seagrass – 25</div><div>HEX #ADE6DB RGB 173 230 219 CMYK 22% 0% 4% 10%</div></div>	<div><div>Neptune – 25</div><div>HEX #B1ABE6 RGB 177 171 230 CMYK 21% 23% 0% 10%</div></div>	<div><div>Coral – 25</div><div>HEX #FFBB91 RGB 255 187 145 CMYK 0% 27% 43% 0%</div></div>	<div><div>Treasure – 25</div><div>HEX #FFDD80 RGB 255 221 128 CMYK 0% 13% 50% 0%</div></div>	<div><div>Seashell – 25</div><div>HEX #D2D5D7 RGB 210 213 215 CMYK 2% 1% 0% 16%</div></div>
<div><div>Oceanic – 40</div><div>HEX #8FBEE1 RGB 143 190 225 CMYK 32% 14% 0% 12%</div></div>	<div><div>Seagrass – 40</div><div>HEX #80CCBD RGB 128 204 189 CMYK 30% 0% 6% 20%</div></div>	<div><div>Neptune – 40</div><div>HEX #8A86D7 RGB 138 134 215 CMYK 30% 32% 0% 16%</div></div>	<div><div>Coral – 40</div><div>HEX #FF975C RGB 255 151 92 CMYK 0% 41% 64% 0%</div></div>	<div><div>Treasure – 40</div><div>HEX #FFD04A RGB 255 208 74 CMYK 0% 18% 71% 0%</div></div>	<div><div>Seashell – 40</div><div>HEX #B5BABD RGB 181 186 189 CMYK 3% 1% 0% 26%</div></div>
<div><div>Oceanic – 55</div><div>HEX #5E89BC RGB 94 137 188 CMYK 37% 20% 0% 26%</div></div>	<div><div>Seagrass</div><div>HEX #5BAA9B RGB 91 170 155 CMYK 31% 0% 6% 33%</div></div>	<div><div>Neptune</div><div>HEX #6F6DC7 RGB 111 109 199 CMYK 35% 35% 0% 22%</div></div>	<div><div>Coral</div><div>HEX #FF7A3C RGB 255 122 60 CMYK 0% 52% 76% 0%</div></div>	<div><div>Treasure</div><div>HEX #FBC030 RGB 251 192 48 CMYK 0% 23% 80% 2%</div></div>	<div><div>Seashell</div><div>HEX #999EA1 RGB 153 158 161 CMYK 3% 1% 0% 37%</div></div>
<div><div>Oceanic – 70</div><div>HEX #3F6DA3 RGB 63 109 163 CMYK 39% 21% 0% 36%</div></div>	<div><div>Seagrass – 70</div><div>HEX #419988 RGB 65 153 136 CMYK 35% 0% 7% 40%</div></div>	<div><div>Neptune – 70</div><div>HEX #433E99 RGB 67 62 153 CMYK 34% 36% 0% 40%</div></div>	<div><div>Coral – 70</div><div>HEX #D55317 RGB 213 83 23 CMYK 0% 51% 75% 16%</div></div>	<div><div>Treasure – 70</div><div>HEX #D59E0C RGB 213 158 12 CMYK 0% 22% 79% 16%</div></div>	<div><div>Seashell – 70</div><div>HEX #7E8487 RGB 126 132 135 CMYK 4% 1% 0% 47%</div></div>
<div><div>Oceanic – 85</div><div>HEX #264C84 RGB 38 76 132 CMYK 37% 22% 0% 48%</div></div>	<div><div>Seagrass – 85</div><div>HEX #2B8372 RGB 43 131 114 CMYK 35% 0% 7% 49%</div></div>	<div><div>Neptune – 85</div><div>HEX #322884 RGB 50 40 132 CMYK 32% 36% 0% 48%</div></div>	<div><div>Coral – 85</div><div>HEX #AA3100 RGB 170 49 0 CMYK 0% 47% 67% 33%</div></div>	<div><div>Treasure – 85</div><div>HEX #AA7700 RGB 170 119 0 CMYK 0% 20% 67% 33%</div></div>	<div><div>Seashell – 85</div><div>HEX #64696D RGB 100 105 109 CMYK 4% 2% 0% 57%</div></div>
<div><div>Oceanic – 100</div><div>HEX #132B5E RGB 19 43 94 CMYK 29% 20% 0% 63%</div></div>	<div><div>Seagrass – 100</div><div>HEX #1A695A RGB 26 105 90 CMYK 31% 0% 6% 59%</div></div>	<div><div>Neptune – 100</div><div>HEX #23186A RGB 35 24 106 CMYK 28% 32% 0% 58%</div></div>	<div><div>Coral – 100</div><div>HEX #801500 RGB 128 21 0 CMYK 0% 42% 50% 50%</div></div>	<div><div>Treasure – 100</div><div>HEX #805000 RGB 128 80 0 CMYK 0% 19% 50% 50%</div></div>	<div><div>Seashell – 100</div><div>HEX #4B4E53 RGB 75 78 83 CMYK 3% 2% 0% 67%</div></div>

Color Combinations

In our brand's color combinations, we prefer to pair the same shades of a color for the individual elements like the seaweed. The predominant use of blue in our compositions reflects the core values of clarity, trust, and reliability that Phin embodies.

By incorporating touches of a secondary color, we infuse our compositions with vibrancy and creativity. This addition of a secondary color adds depth and excitement to our designs. It also represents our commitment to growth, optimism, and proactivity, essential elements in our mission to equip individuals with the necessary tools to navigate the digital age successfully.

Oceanic

Seagrass

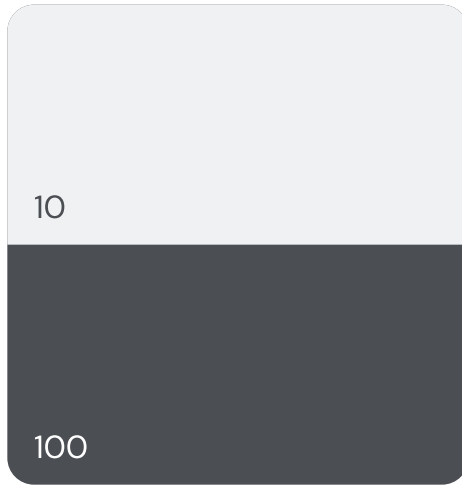
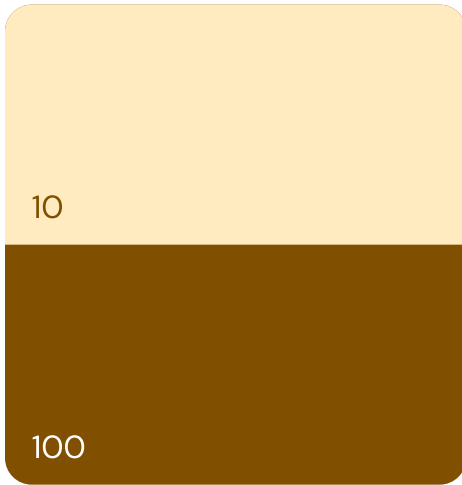
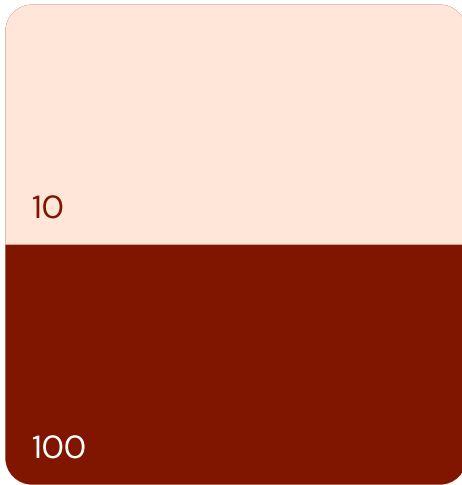
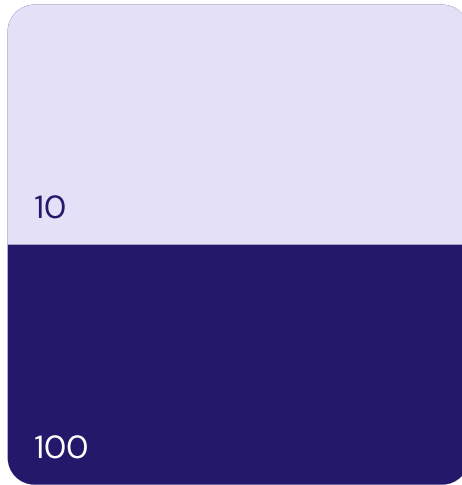
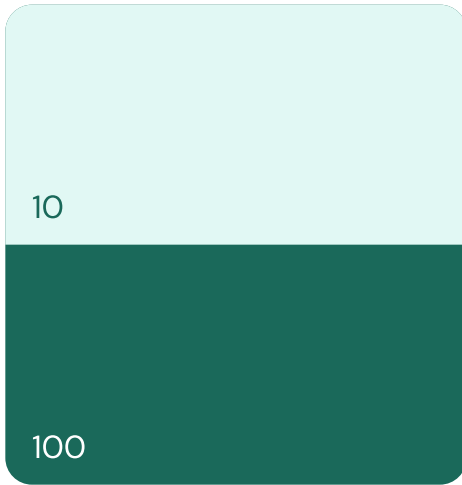
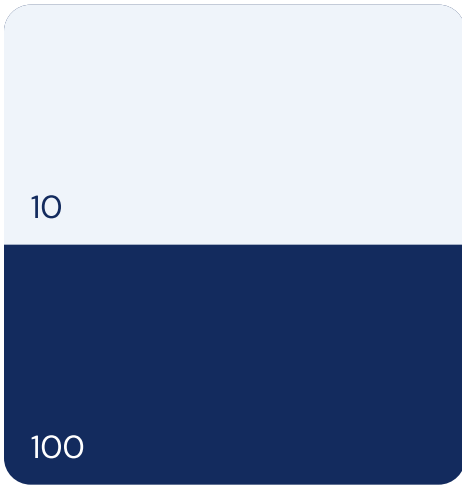
Neptune

Coral

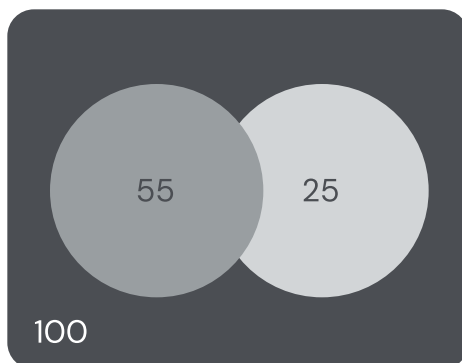
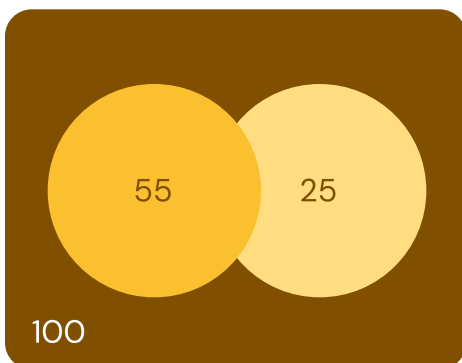
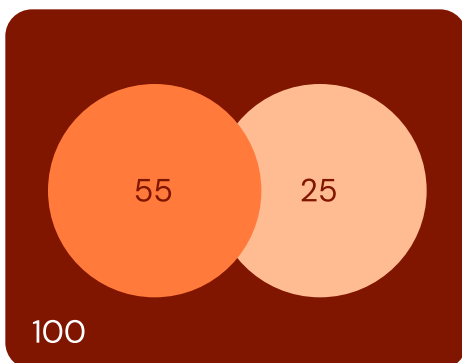
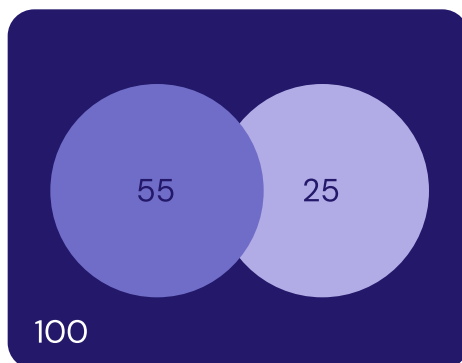
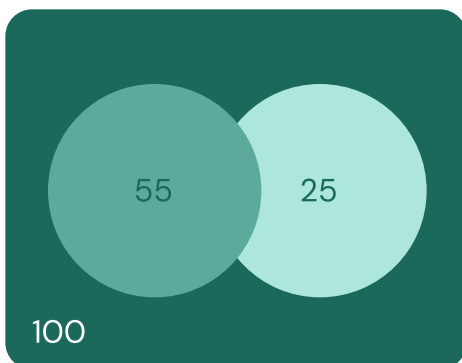
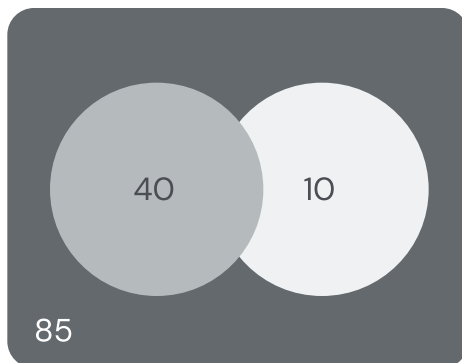
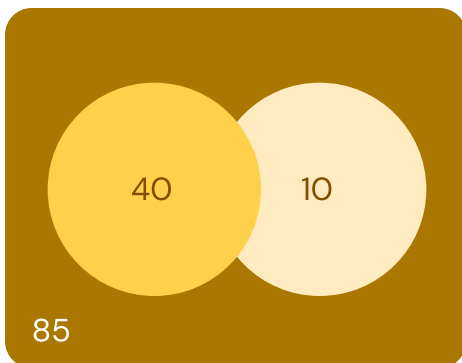
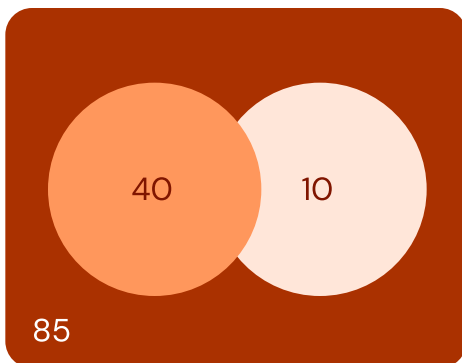
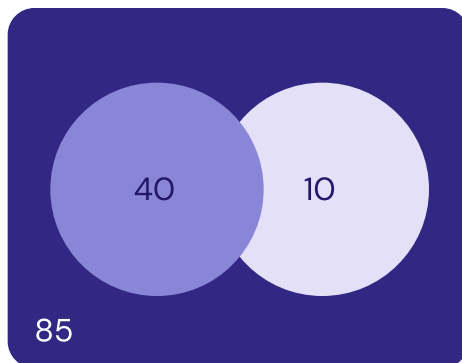
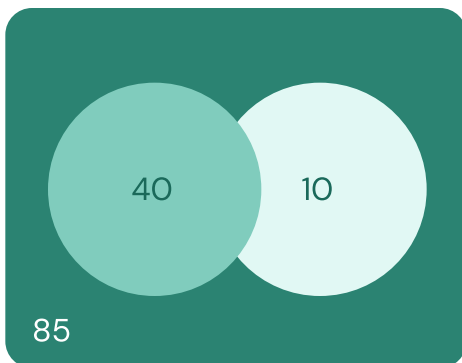
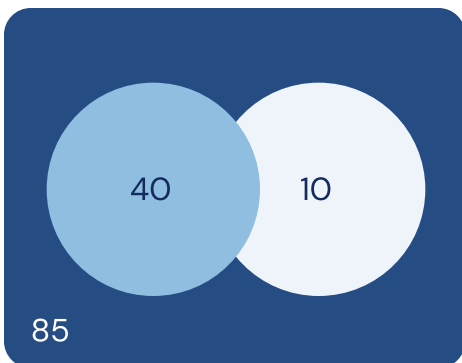
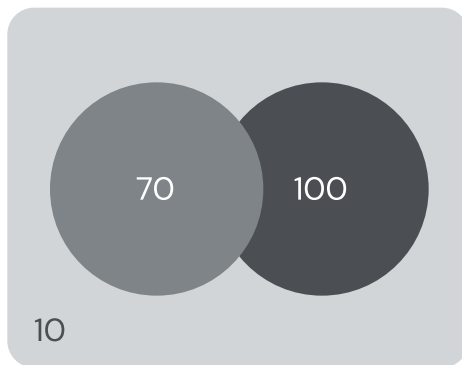
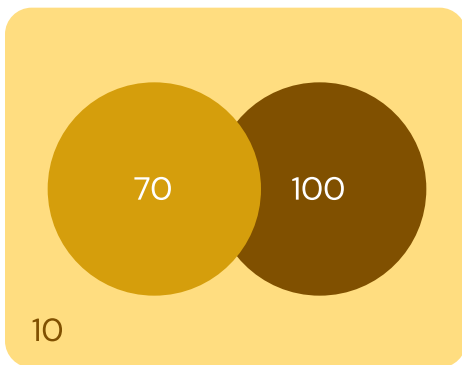
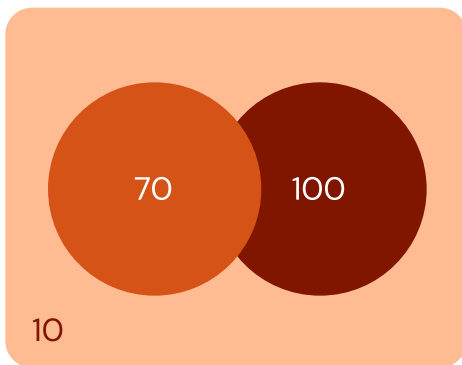
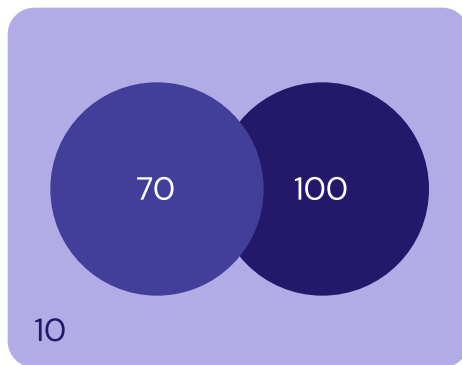
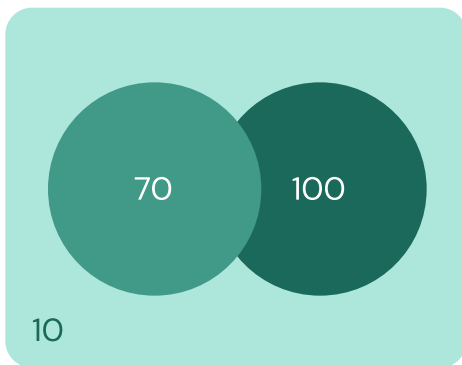
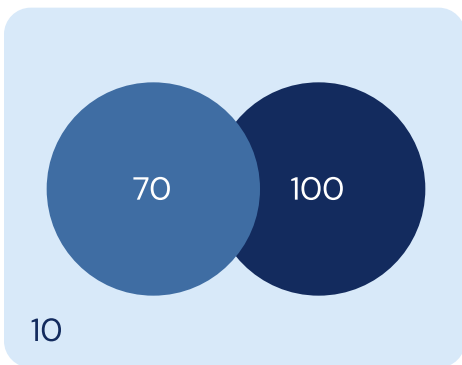
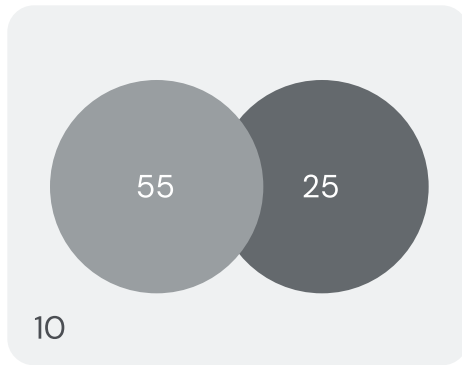
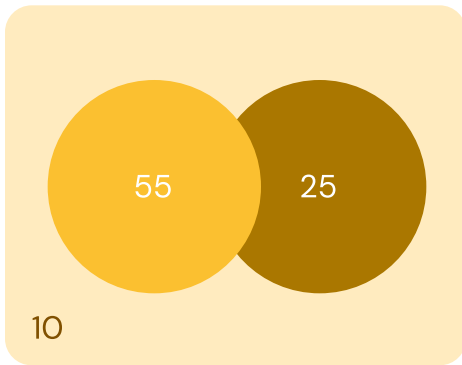
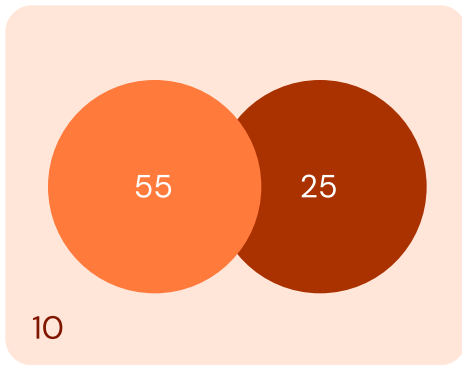
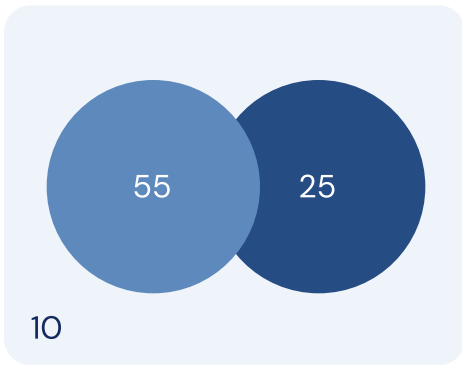
Treasure

Seashell

Typography Color Pairing



3 Color Pairings



Text Color

We carefully choose color combinations for text to align with our welcoming and friendly language. To ensure readability and maintain our unique brand identity, we avoid using black for text. Instead, we opt for other colors that complement our overall aesthetic.

On a white background, we use a rich navy blue for headlines to convey a sense of sophistication and authority. For body copy, we use a subtle gray color that offers excellent contrast and readability, creating a pleasant reading experience for our audience.

When our text appears on a blue background, we utilize light blue or dark blue, depending on the background color. This ensures visibility and legibility while preserving the overall harmony of our design.

In some cases, we even match the headline color to the secondary color used in the background, allowing for a seamless and harmonious integration of elements.

Light Blue Background

MSP-focused solutions in an authentic, community-driven environment.

Phin is a unique MSP-focused platform that provides tailored automation, operates exclusively through MSPs in a channel-only approach, fosters a community-driven environment with transparent practices, and cultivates strong partner relationships.

- Headline
Oceanic - 100
- Body
Oceanic - 85
- Background
Oceanic - 10
- Links
Oceanic - 100

Dark Background

MSP-focused solutions in an authentic, community-driven environment.

Phin is a unique MSP-focused platform that provides tailored automation, operates exclusively through MSPs in a channel-only approach, fosters a community-driven environment with transparent practices, and cultivates strong partner relationships.

- Headline
Oceanic - 10
- Body
Oceanic - 25
- Background
Oceanic - 100
- Links
Oceanic - 10

Medium Blue Background Background

MSP-focused solutions in an authentic, community-driven environment.

Phin is a unique MSP-focused platform that provides tailored automation, operates exclusively through MSPs in a channel-only approach, fosters a community-driven environment with transparent practices, and cultivates strong partner relationships.

- Headline
Oceanic - 100
- Body
Seashell - 85
- Background
White
- Links
Seashell - 100

Color Background

MSP-focused solutions in an authentic, community-driven environment.

Phin is a unique MSP-focused platform that provides tailored automation, operates exclusively through MSPs in a channel-only approach, fosters a community-driven environment with transparent practices, and cultivates strong partner relationships.

- Headline
Seagrass - 100
- Body
Seagrass - 85
- Background
Seagrass - 10
- Links
Seagrass - 100

Overview

- 4.1 Brand Look
- 4.2 Brand Elements
- 4.3 Iconography
- 4.4 Illustrations
- 4.5 Button Styling
- 4.6 Corner Radius
- 4.7 Shadows

Usage & Application

Visual Language

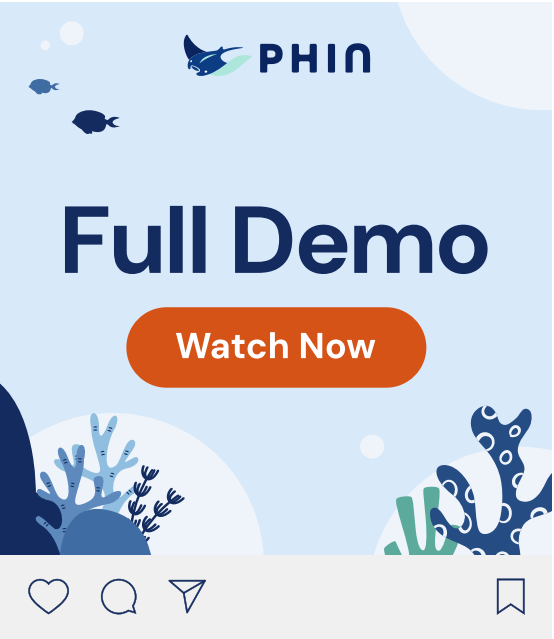
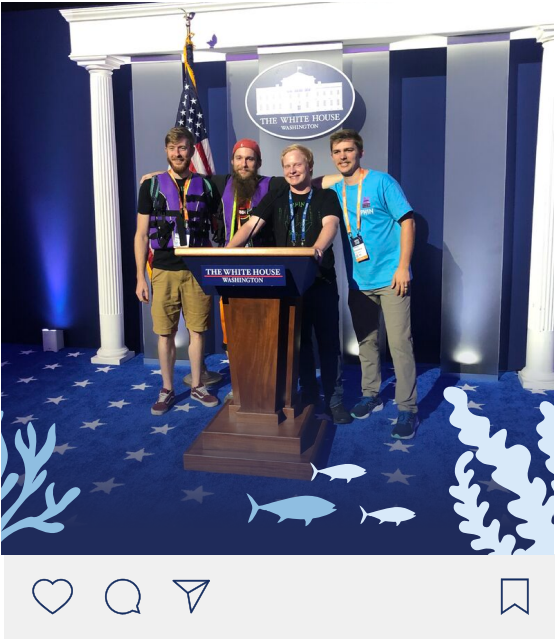


Brand Look

Phin's brand identity is a captivating blend of warmth, intelligence, and adventure. The primary color palette, with its soothing blues, establishes a safe and welcoming environment. Navy blue headlines on a white background add a touch of authority, while the gray body copy provides comfort and approachability.

To further immerse the audience in the brand's essence, we utilize illustrations of underwater foliage, submarines, and fish, creating a visual narrative of exploration and discovery. These delightful elements not only evoke a sense of wonder but also reinforce the brand's connection to the underwater aquatic theme.

Overall, Phin's brand look captures sophistication, approachability, and creativity, guiding the audience on an exciting digital journey with confidence and clarity, while immersing them in an aquatic world of possibilities.



Phishing
Phin delivers fresh, consistent training to you in order to increase your understanding of what to be on the lookout for.



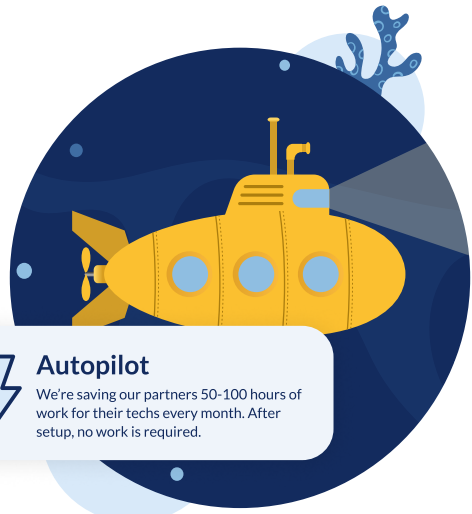
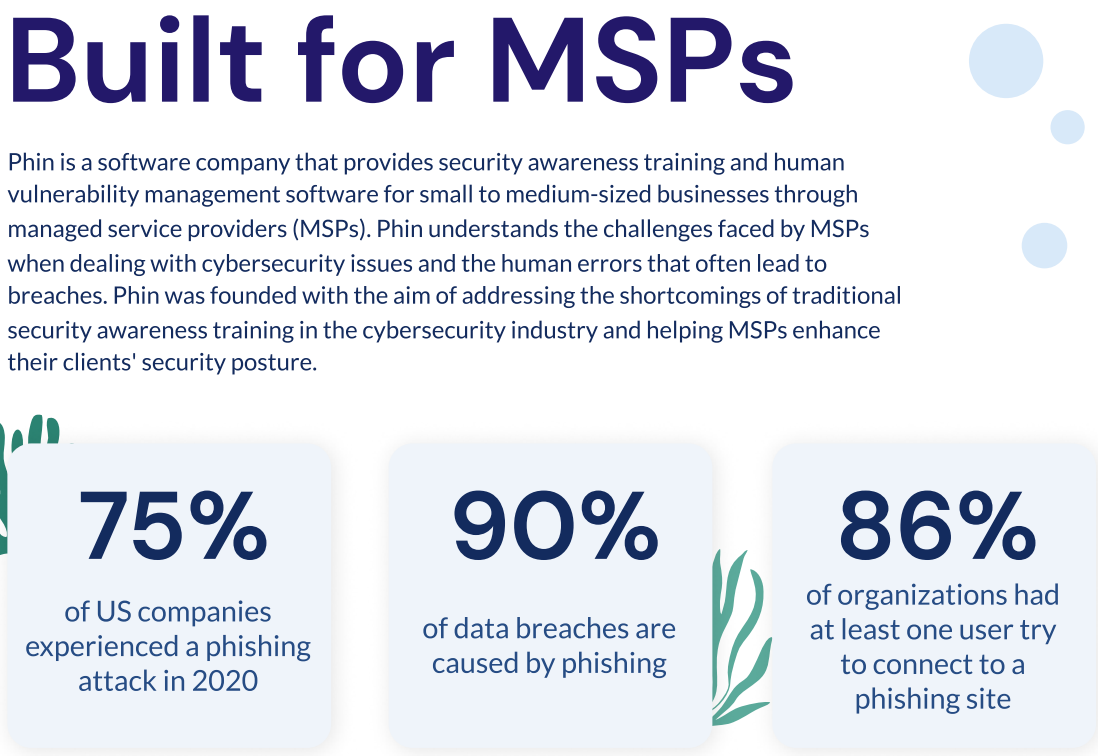
Reporting
Reporting allows you to receive a detailed summary of all phishing and training on a monthly or weekly basis.



Training
Phin's training is engaging and fun. Focusing on changing human behavior to reinforce a safer online experience for all end-users.



Compliance
Phin's continuous training platform satisfies the requirements for businesses' cyber insurance needs. We also satisfy CIS Control 14, NIST 800-171, and more!

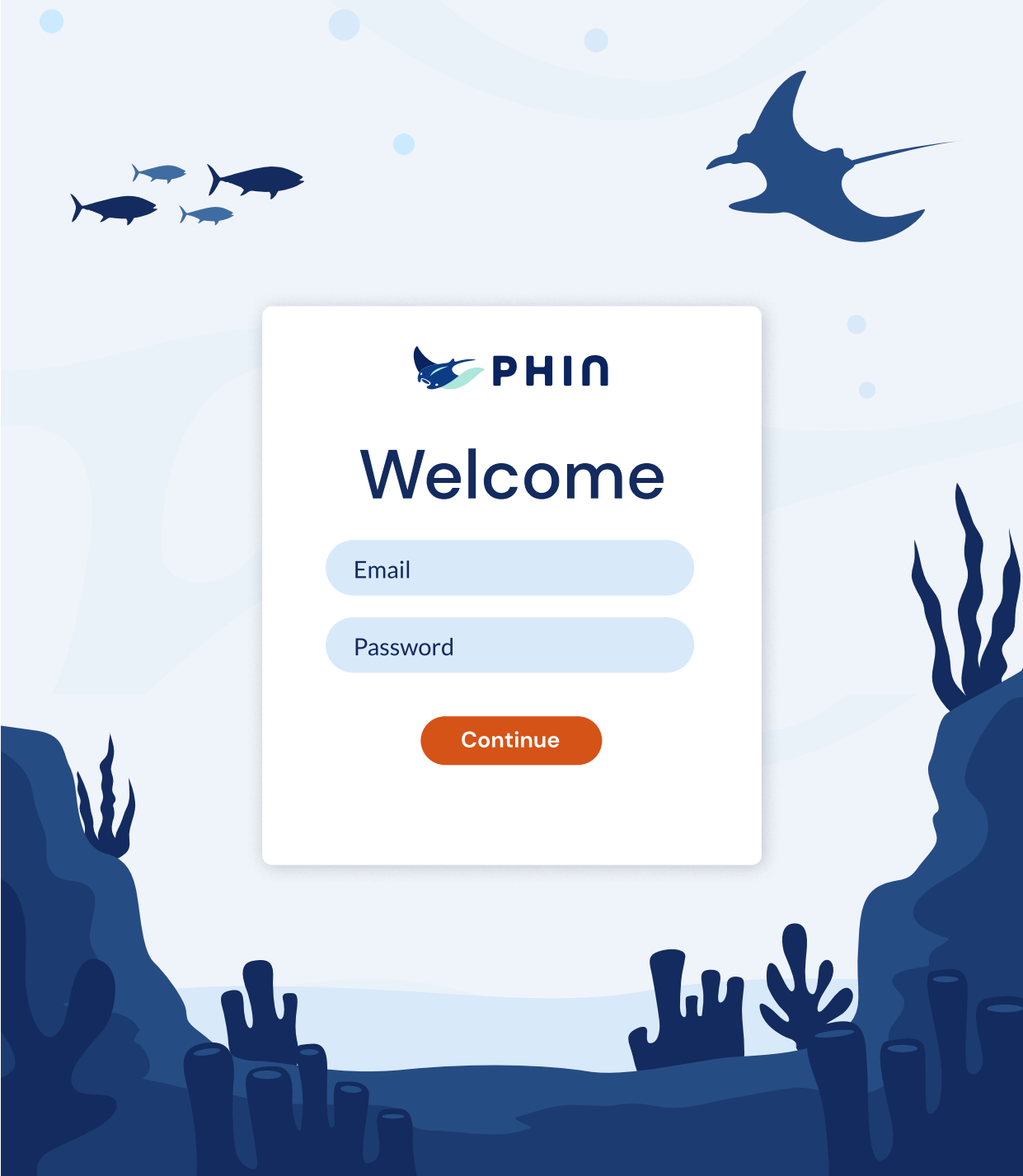
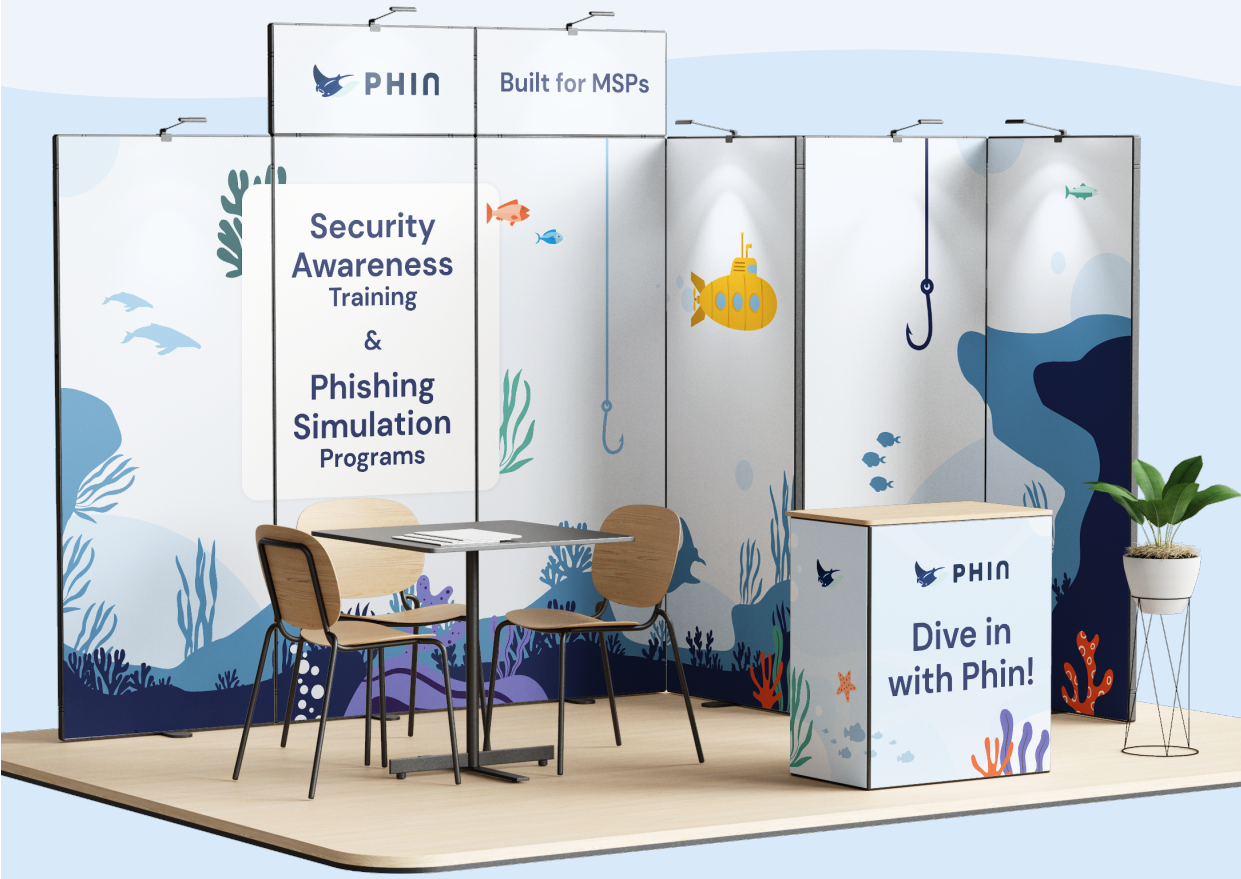


No general training
"One Size Fits All" training is outdated. Phin targets each individual with the exact training they need to be secure.
[Learn More](#)

Already a partner and looking for help?

[Knowledge base](#)

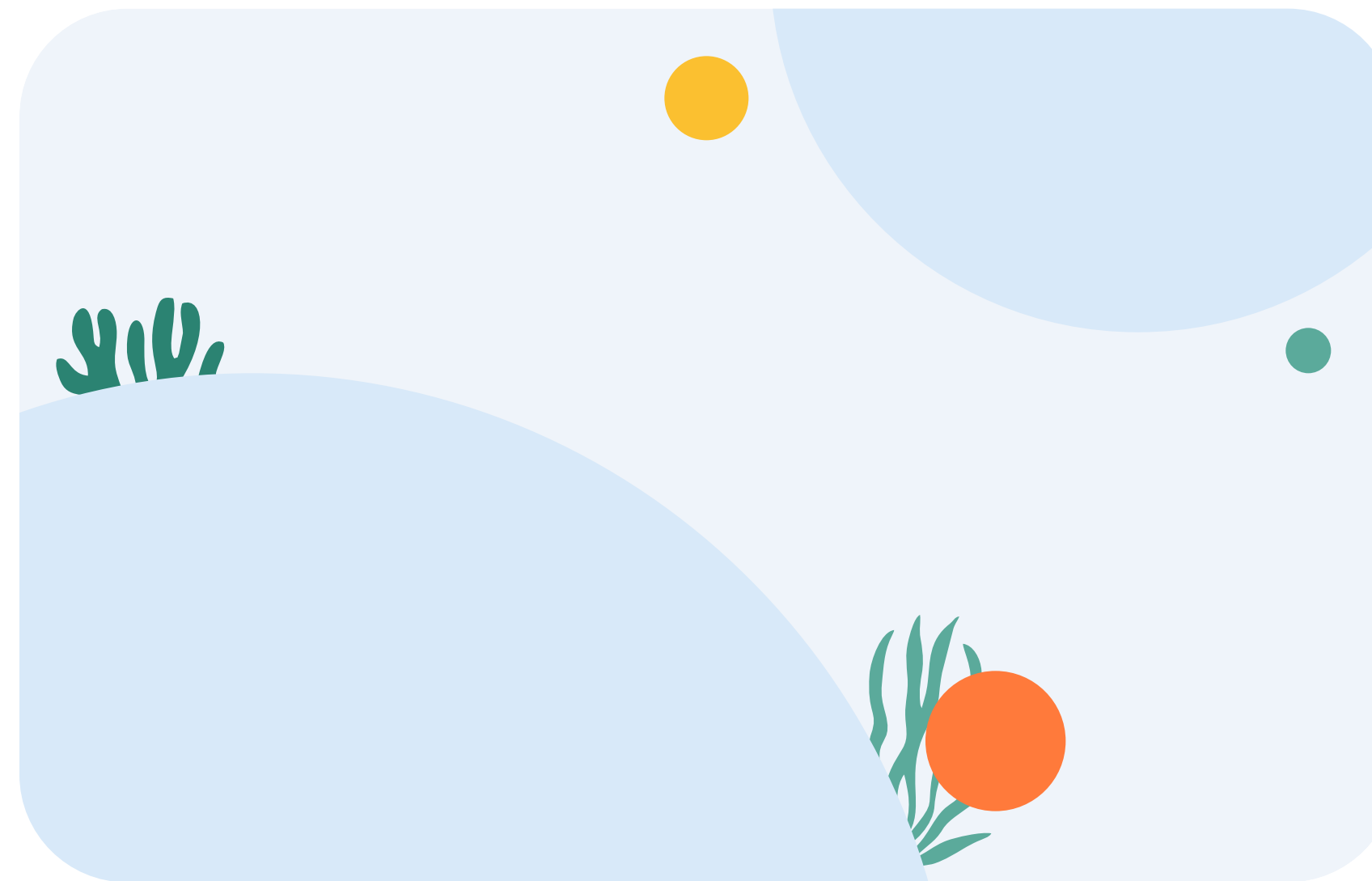
[Submit a ticket](#)



Brand Elements

Phin's brand identity is a captivating exploration of an aquatic wonderland, featuring bubbles, underwater illustrations, soothing colors, and balanced typography to inspire learning and curiosity in the digital age.

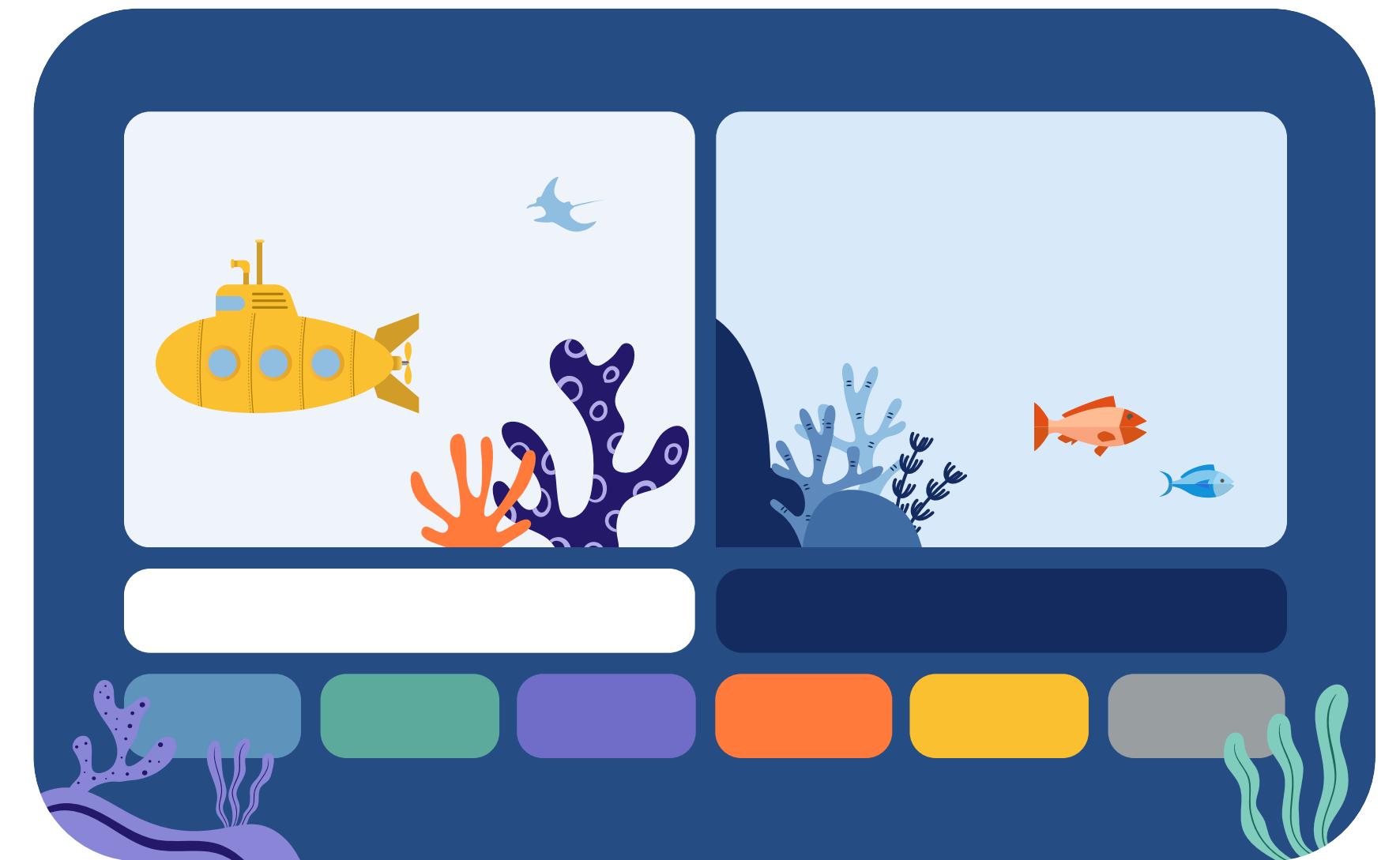
Bubbles



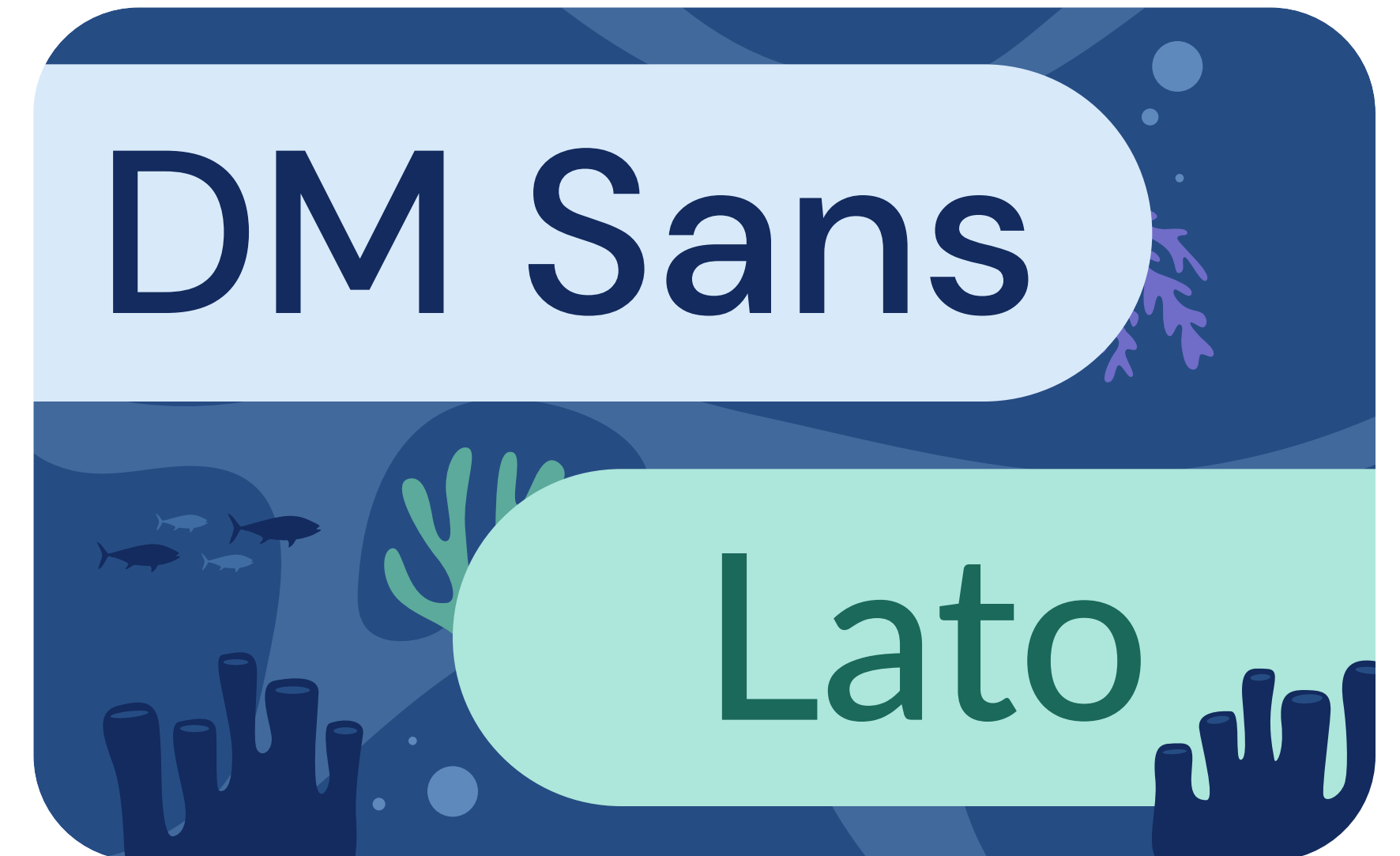
Illustrations



Colors



Fonts



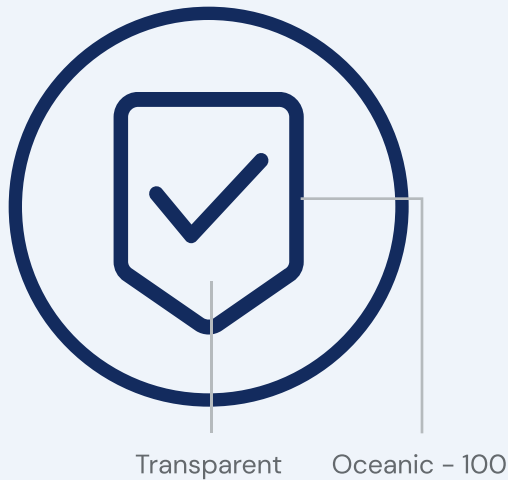
Iconography

Each icon tells a story, inviting users to dive deeper into the world of human interaction in the digital age. With a touch of whimsy and a splash of sophistication, our iconography captures the essence of Phin's unique approach to security awareness training.

Primary Icon Styling



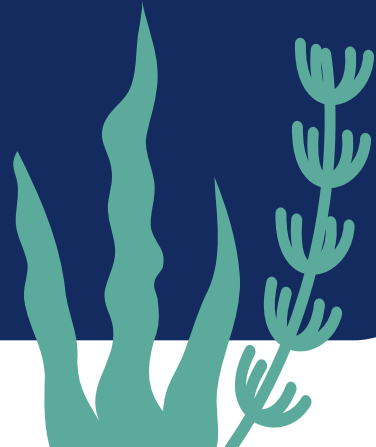
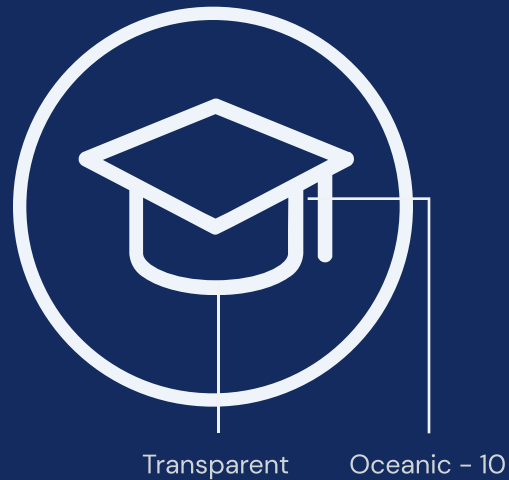
Secondary Icon Styling



Primary Icon Styling



Secondary Icon Styling



Illustrations

The illustrations come alive with the wonders of the underwater world. Embracing the beauty of underwater foliage, the sleek grace of submarines, and the delightful playfulness of fish, our illustrations transport viewers into a captivating journey of exploration and learning.

With a blend of artistry and meticulous attention to detail, each illustration becomes a visual narrative that complements our brand's mission to equip individuals with the tools for human interaction in the digital age. These illustrations breathe life into our messaging, creating a vibrant and immersive experience that leaves a lasting impact on our audience.



Button Styling

Button styling is a crucial aspect of our brand identity that goes beyond mere aesthetics. It serves as a gateway, inviting users to engage and explore the depths of our digital ocean. Our approach to button design combines functionality with creativity to enhance the user experience and evoke a sense of ease and excitement.

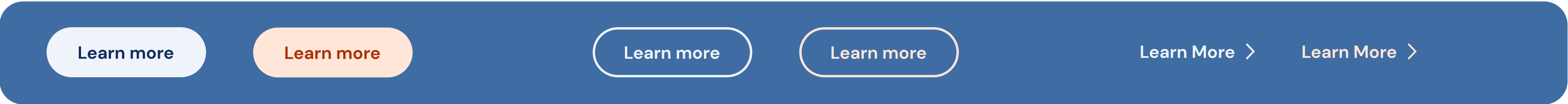
Primary Buttons



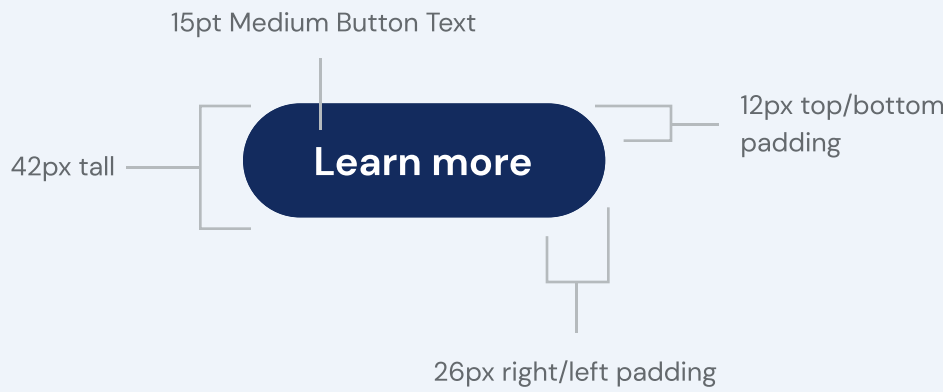
Secondary Buttons



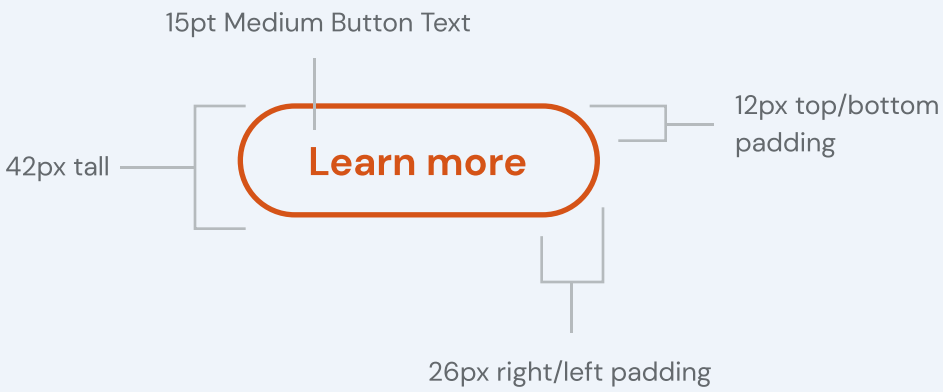
Tertiary Buttons



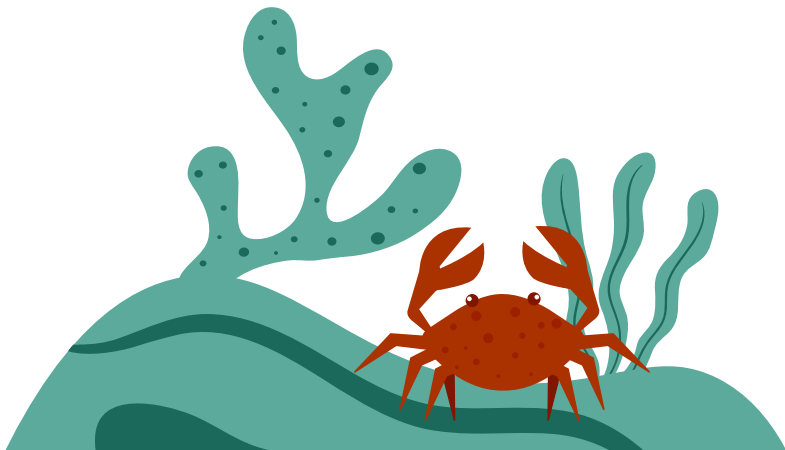
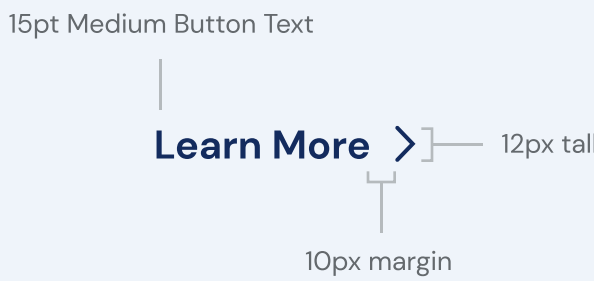
Primary Button Styling



Secondary Button Styling



Tertiary Button Styling



Corner Radius



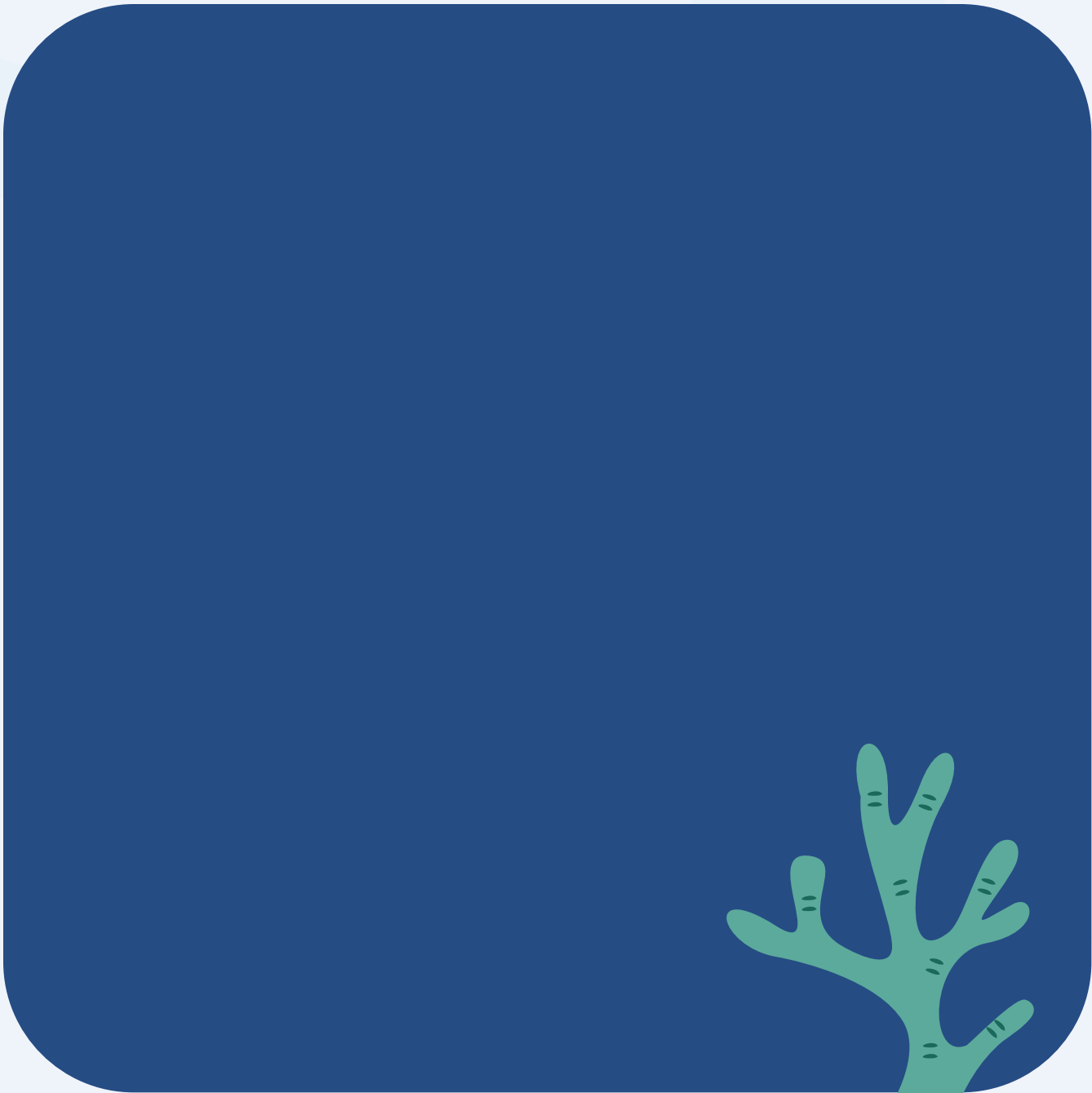
200px with 30px radius



300px with 40px radius



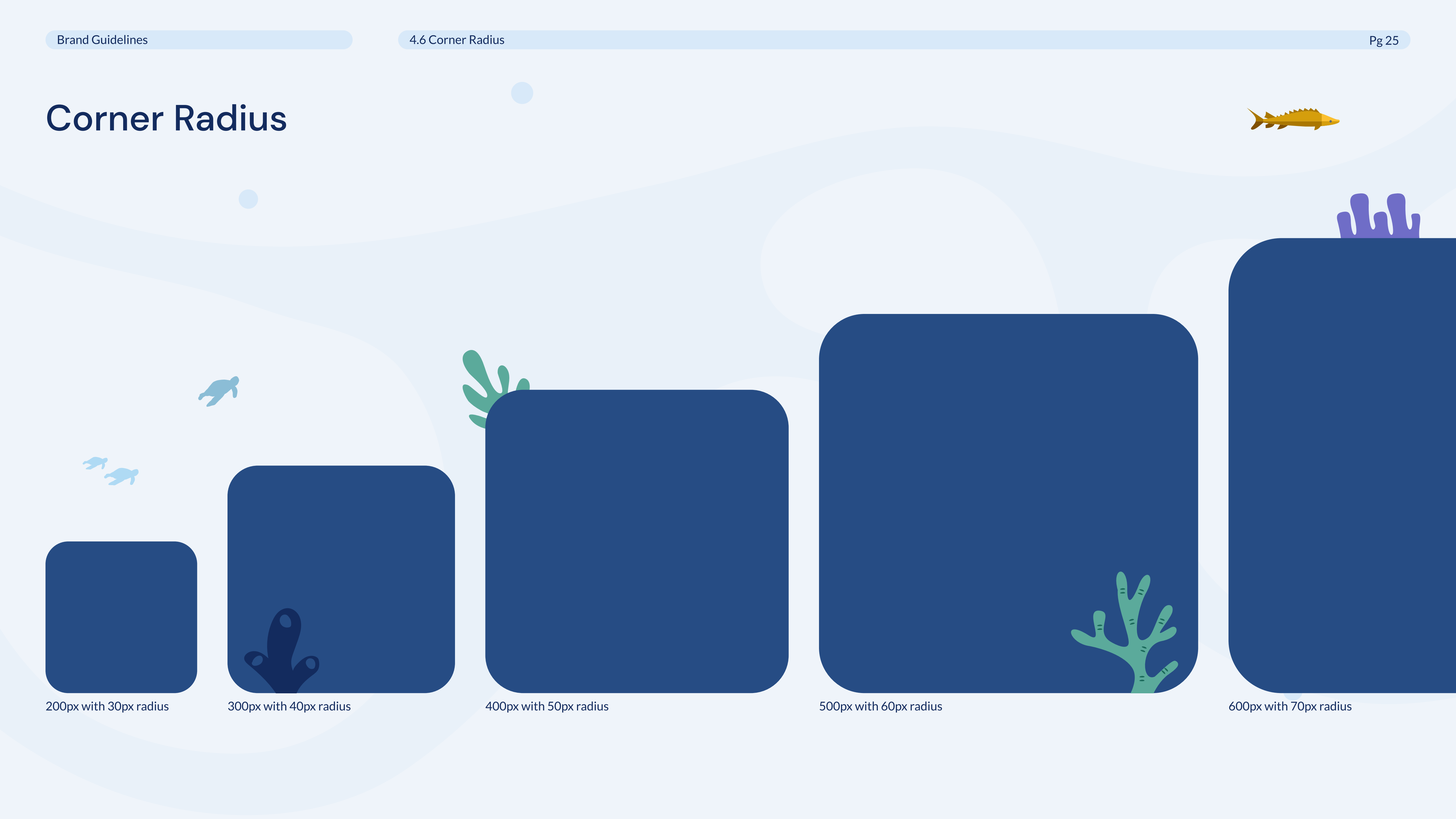
400px with 50px radius



500px with 60px radius



600px with 70px radius



Shadows

Our brand shadows are designed to add depth and dimension to our designs. With a keen eye for detail, we use subtle shadows to elevate our design elements and make them stand out from the crowd. By strategically placing shadows, we create a visual hierarchy that guides the viewer's attention and adds a sense of realism to our compositions.

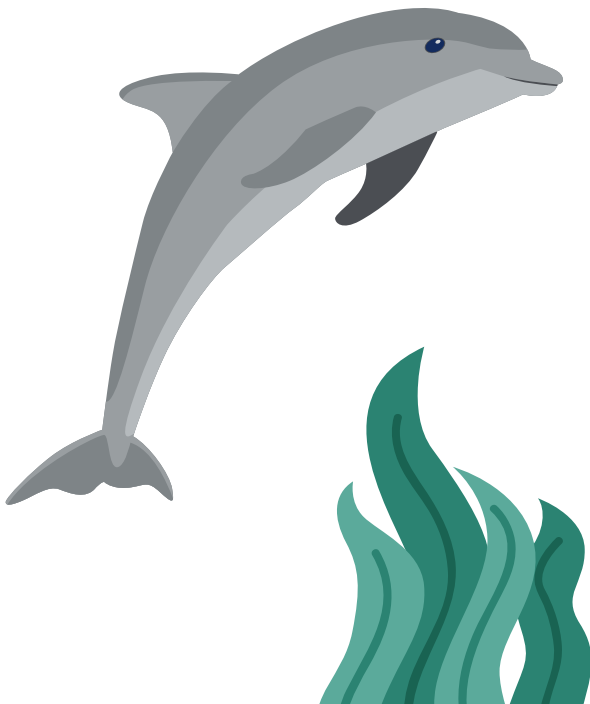
But shadows aren't just for aesthetics—they also serve a functional purpose. We can use them to provide subtle cues and affordances that guide users in their interactions. Shadows can indicate depth, motion, or interactivity, helping users understand the interactive elements within our designs and enhancing the overall user experience.

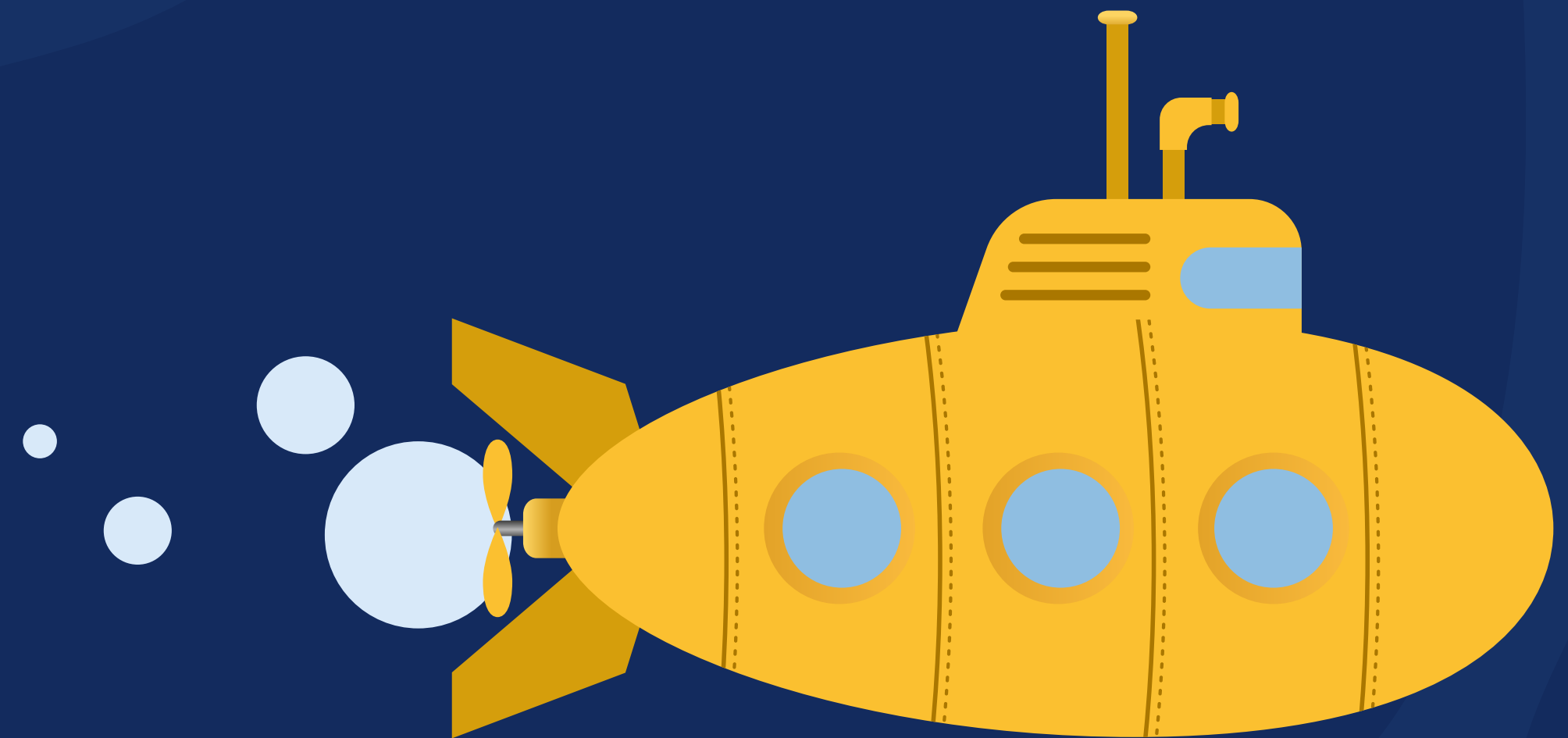


Shadow 1
x: 4 y: 4 Blur: 12 Spread: 0
Color: #000000 Opacity: 15%



Shadow 2
x: 1 y: 1 Blur: 10 Spread: 0
Color: #000000 Opacity: 10%





Brand Elements

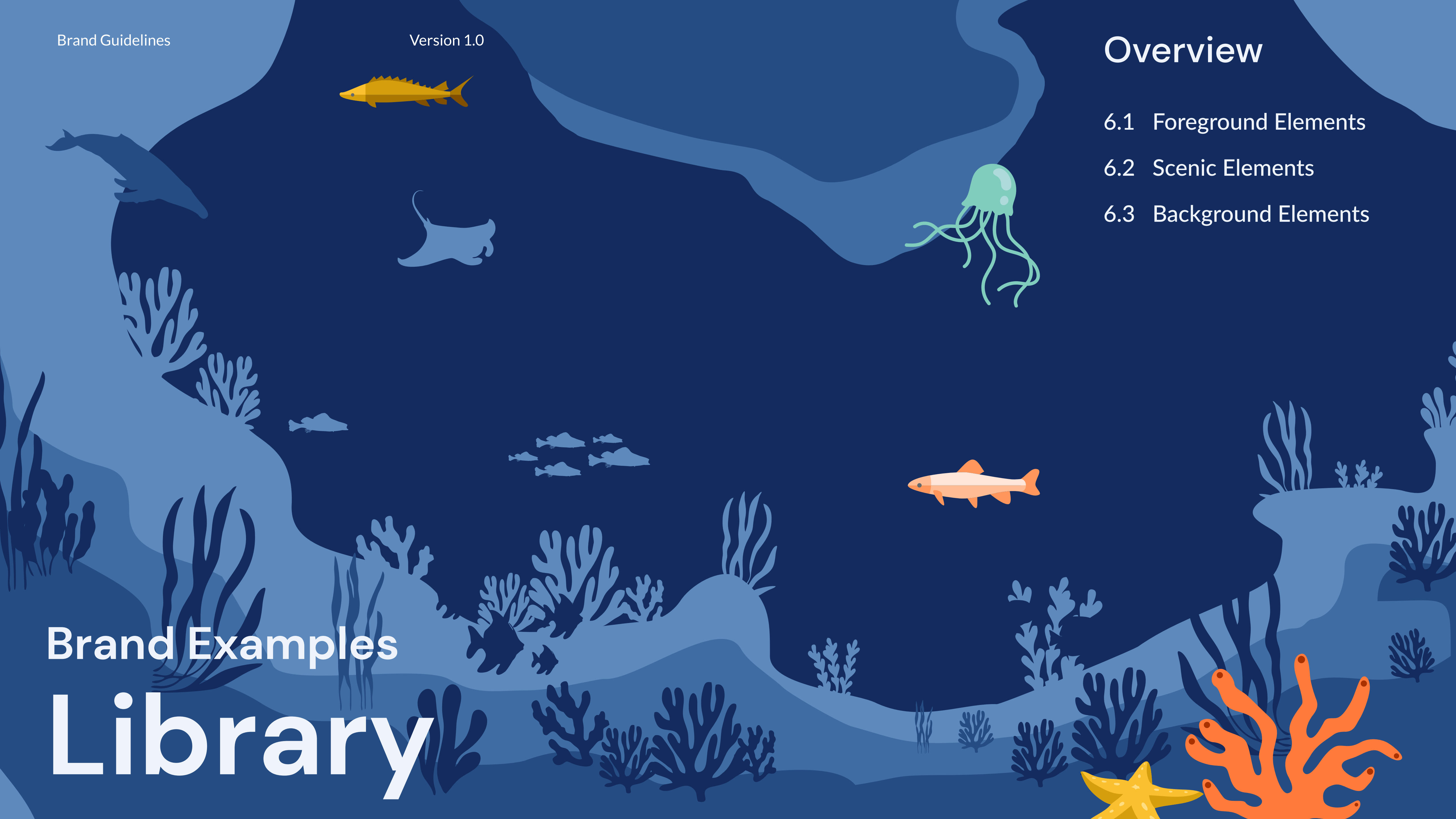
Brand In Use



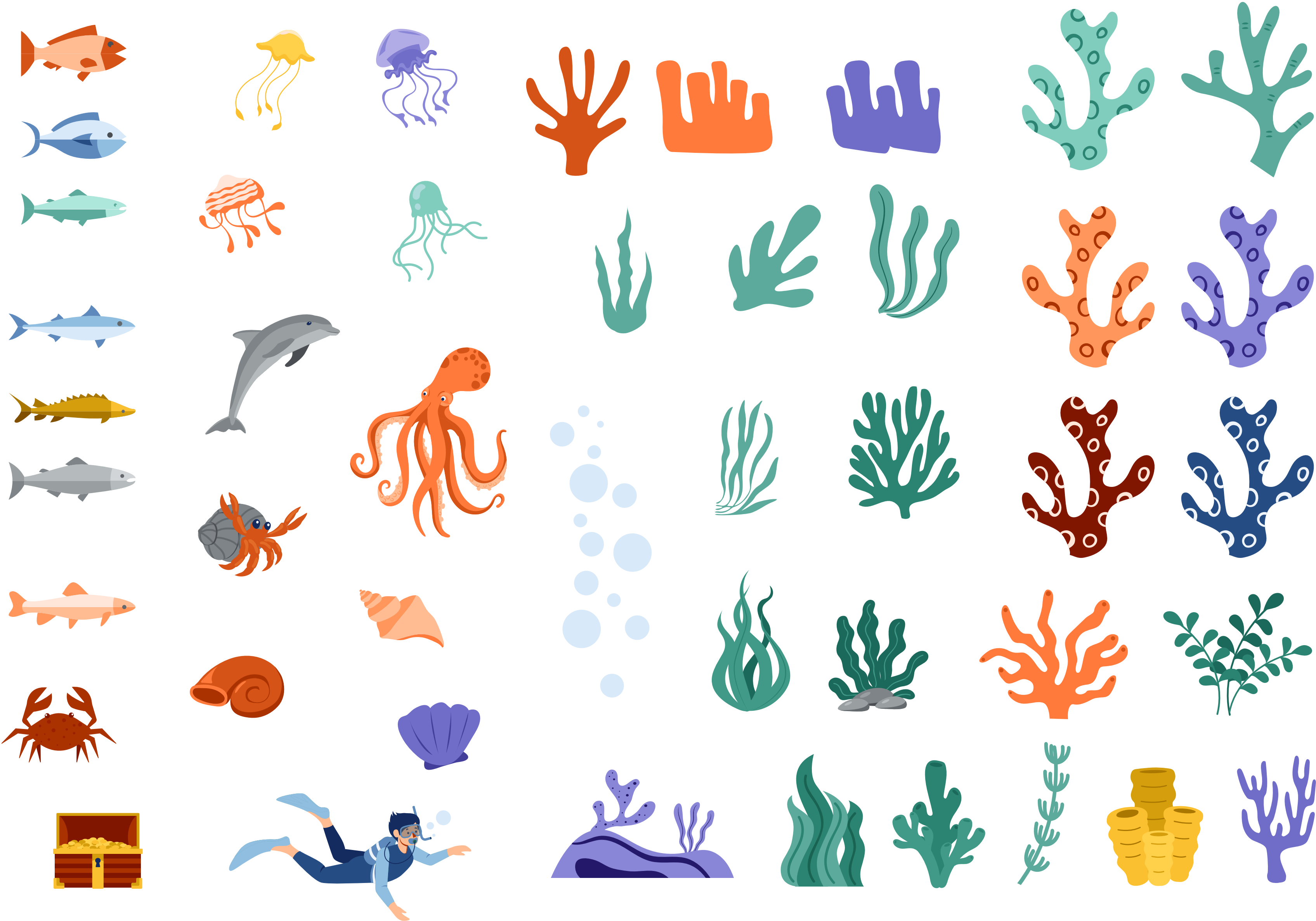
Overview

- 6.1 Foreground Elements
- 6.2 Scenic Elements
- 6.3 Background Elements

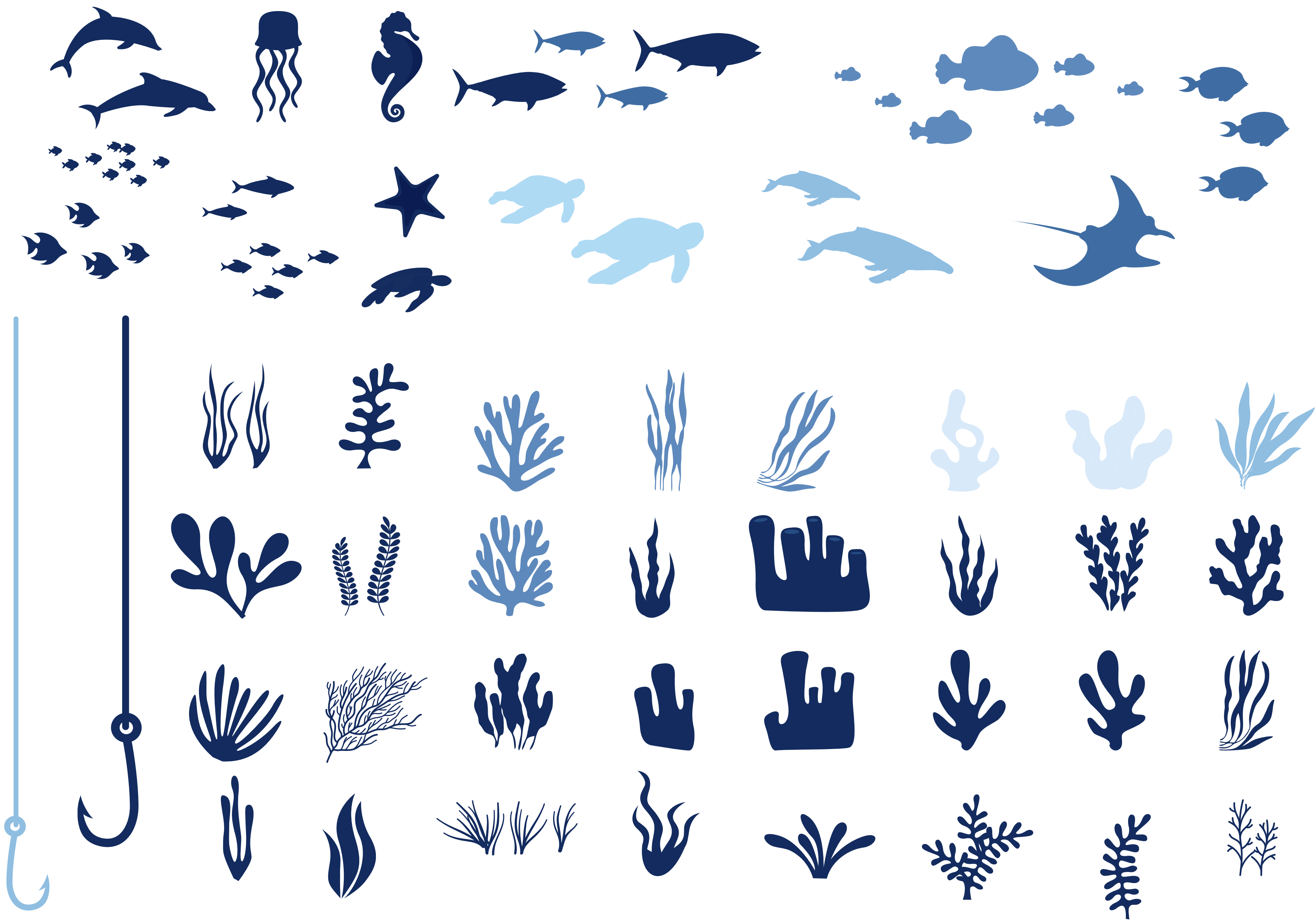
Brand Examples Library



Foreground Elements



Scenic Elements



Backgrounds



Contact

Jamey Pritchard

jamey@phinsecurity.com

phinsecurity.com

Questions?
Contact



In collaboration with
Leo Schwarz
leoschwarz.ca

