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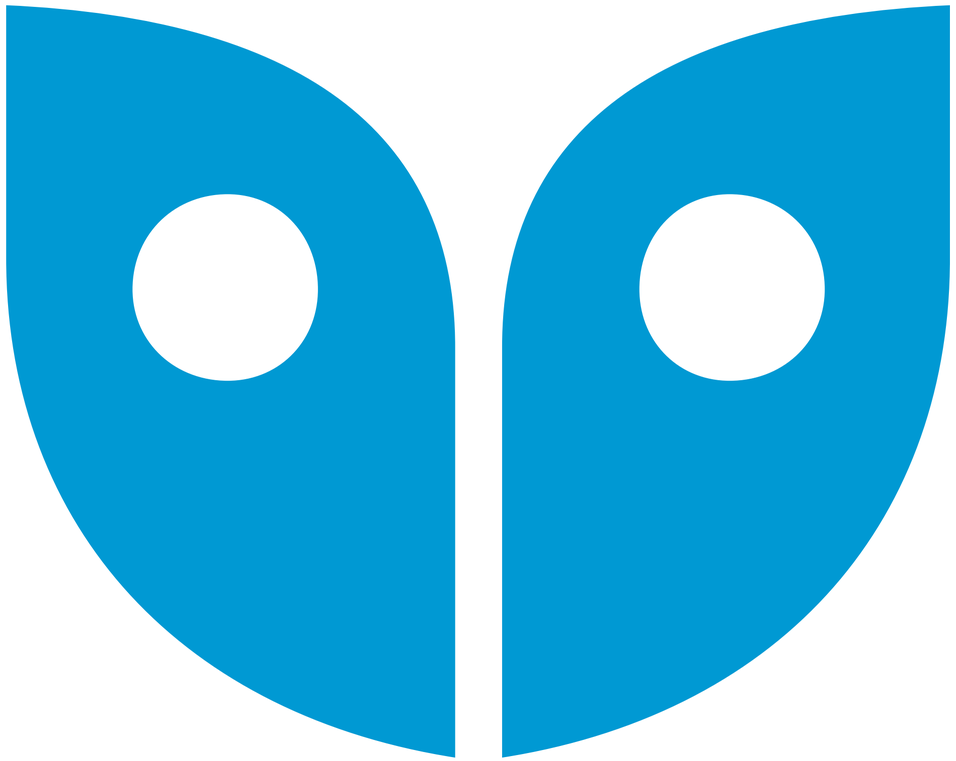


Abstract symbol

People don’t spend time looking for direct associations with things they know

Round shapes

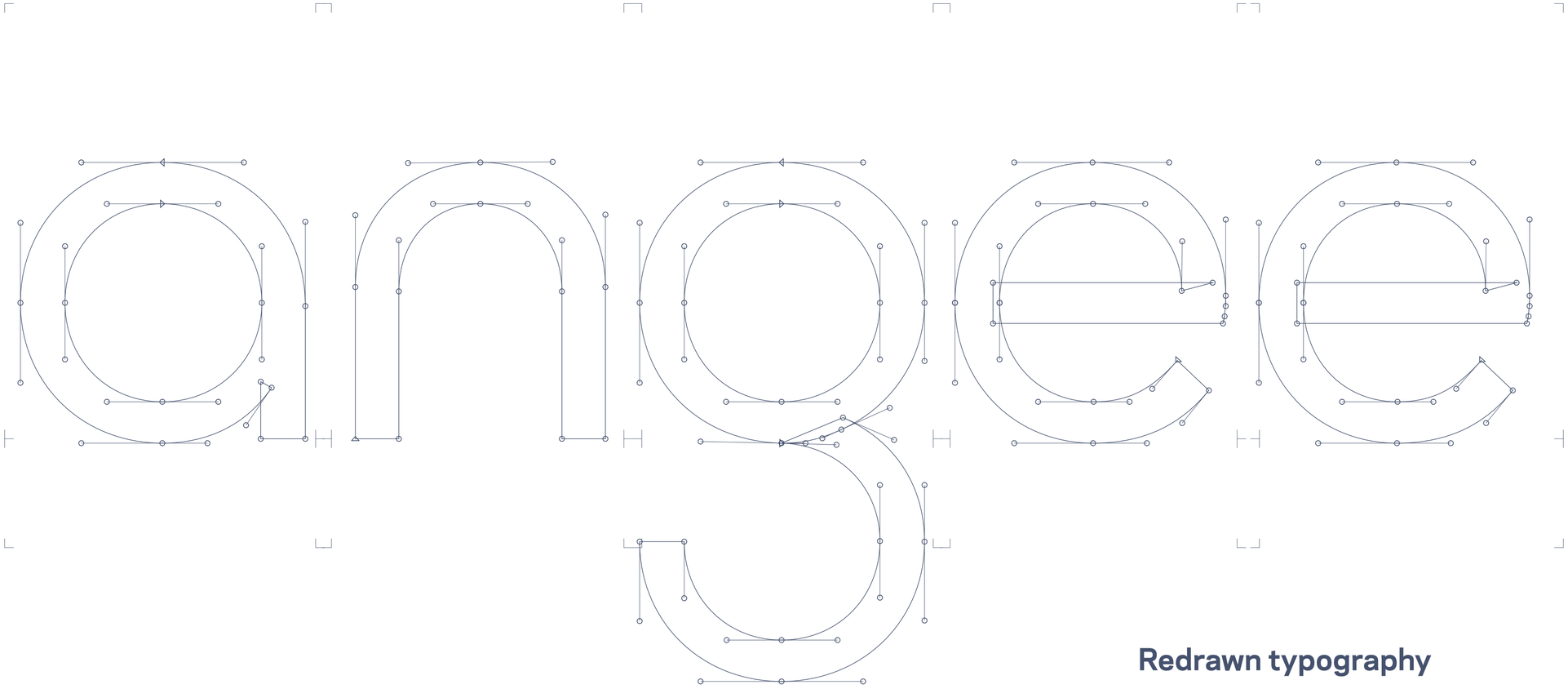
Comfortable, familiar curves feel safe and human

Sharp corners

Straight edges evocate trust, security and power

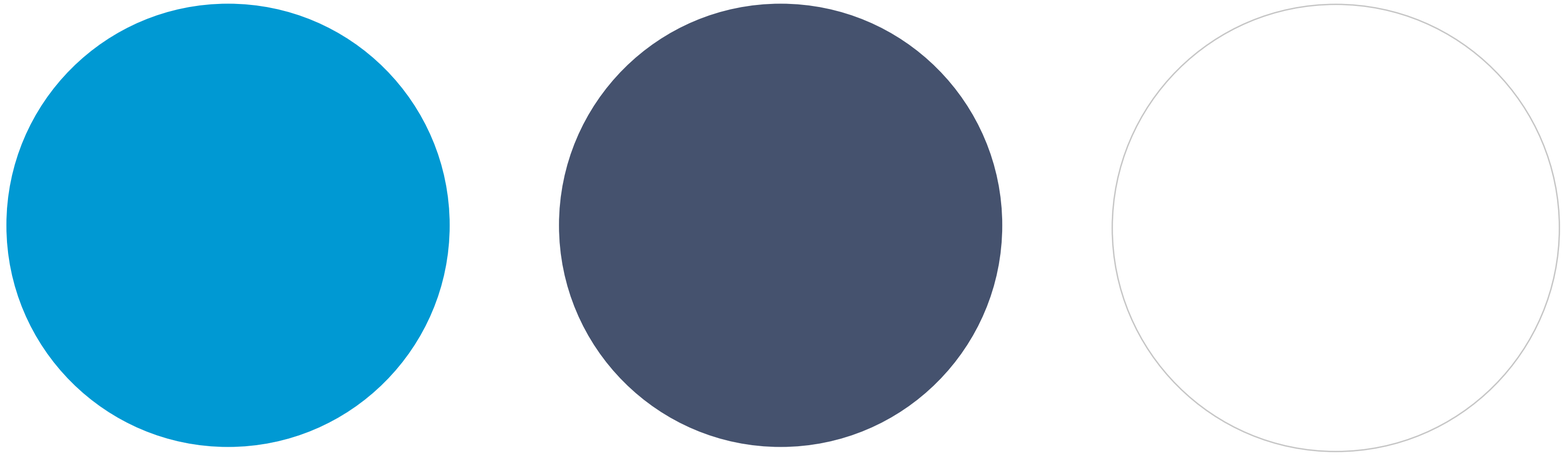
Too evil

Too owl



Redrawn typography

Building on the original logo that used the free font Nexa, the new version has its own custom type that feels solid, established and ownable

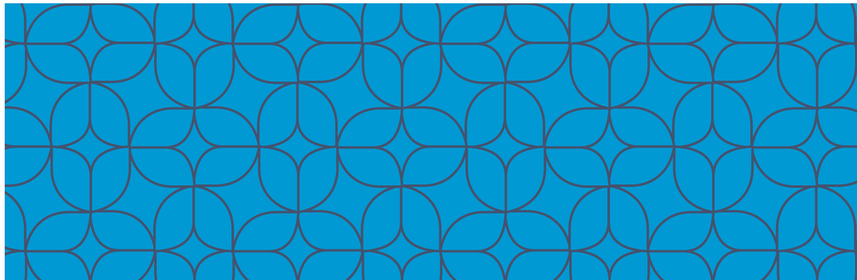


Colors

Shades of blue are comfortable colors for most people and are associated with safety.

Brand patterns

Patterns as a safety net, inspired by security bars but maintaning human touch and playfulness. Use elements from the logo.



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