Our logo

The combination of the AlgoSec name and visual with the "A" make up the logo.

The AlgoSec logo is our most important identity element. It appears on almost everything we do, and we need to ensure it is presented in a consistent way.

The logo is instantly recognizable and when it is reproduced correctly it can also be legally protected.

The AlgoSec logo should always be reproduced from the master artwork. It should never be manually recreated.

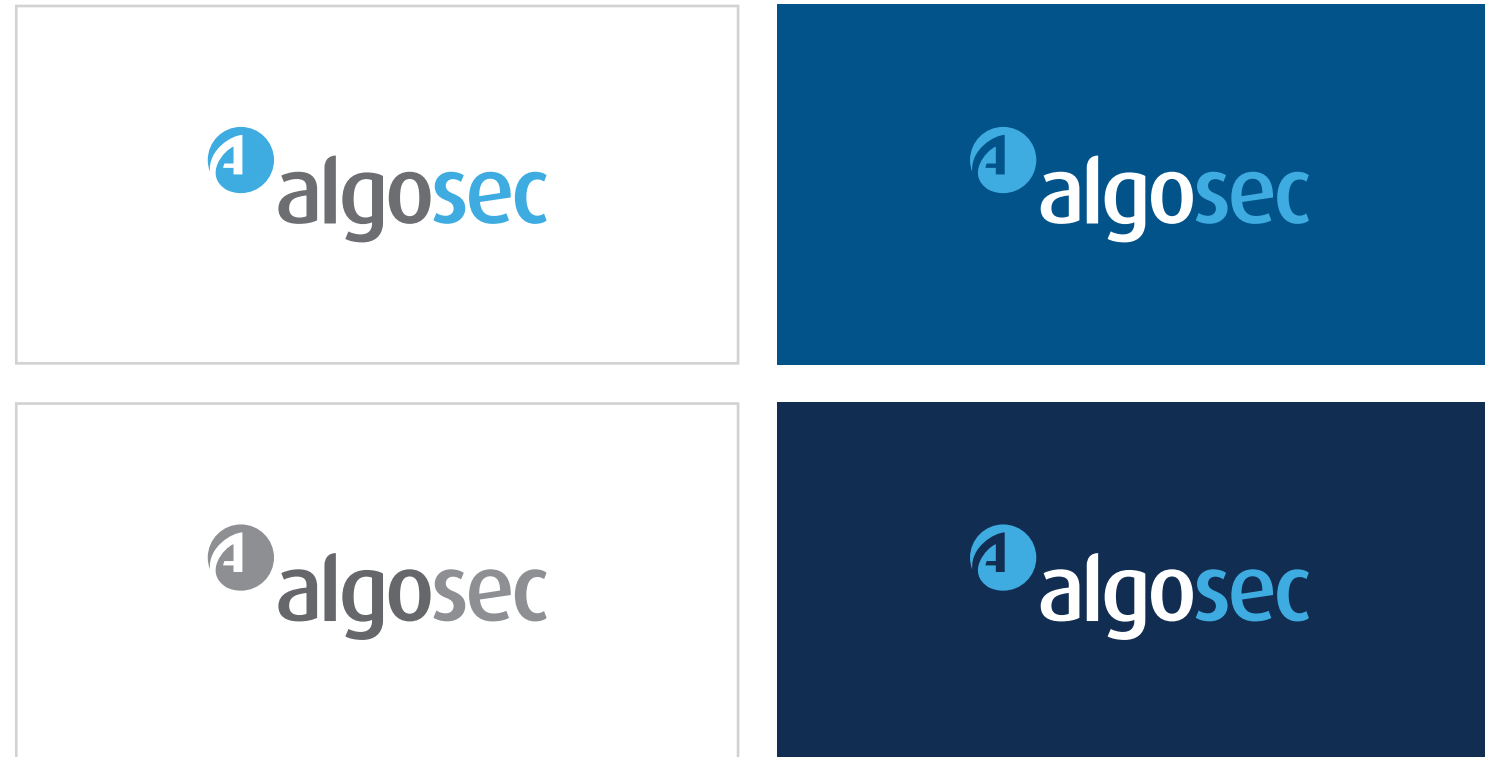In order for the AlgoSec logo to stand out clearly, it should have as much space around it as possible.

The minimum exclusion zone is defined by the grey dotted line as shown. This amount of clear space ("A" visual diameter) is designed to protect the AlgoSec logo from typography or other graphic elements appearing too close to it. The logo should always be presented in a horizontal way.

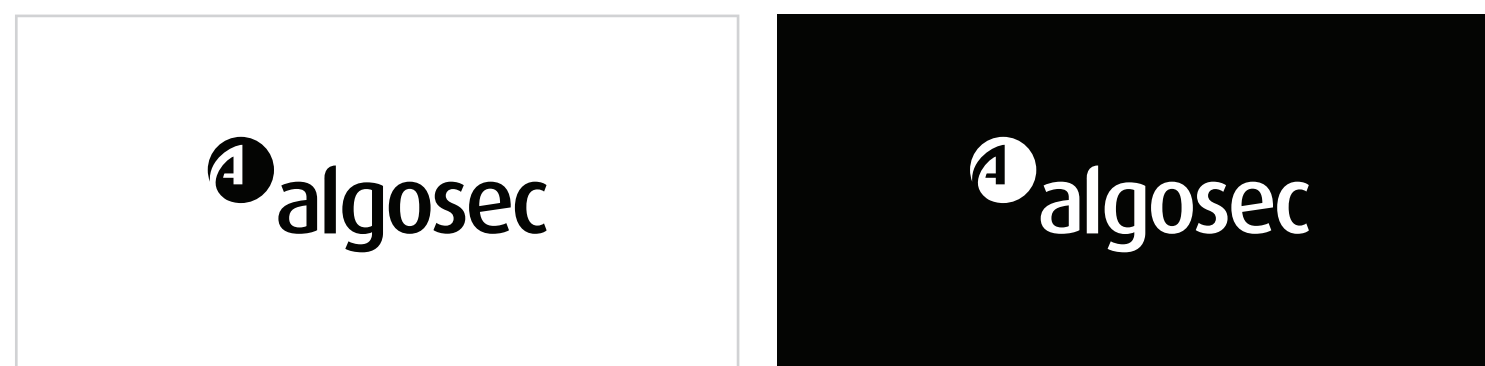Never use any angle or try to use it vertically.

Our logo

Color variations

Black & white

✕ Don't alter the color specifications of the logo.

✕ Don't compress or distort the logo. Don't alter the icon's proportions within the logo.

✕ The logo should not appear on any color or image background except selected brand colors on the left.

✕ Don't add effects to the logo, such as shadows.

✕ Don't tilt, skew or rotate the logo.

Symbol "A" as an icon

Can only be used as standalone when the AlgoSec name and/or logo is clearly visible nearby.