

*Prepared by Don Wright,  
Kanguru Marketing Manager*



# Kanguru Brand Style Guide

**Brand Requirements  
for Using Kanguru  
Elements & Content**

## **Branding Requirements for:**

- Kanguru Logos
- Kanguru Defender Logos
- Kanguru Product Images
- Website Imagery
- Kanguru Content

# Kanguru Logos



## AVAILABLE COLORS

For the Kanguru Logo, there are 4 distinct colors that can be used:



Black



White



Dark Blue



Light Blue

Do not attempt to use any other color for the Kanguru Logos. Good contrast should be considered for the logo to stand out properly on the background. For dark background colors, the White Kanguru Logo is best. For lighter or white backgrounds, the Black Kanguru Logo, or the Dark Blue Logo is best. The Light Blue Kanguru Logo should be used sparingly.



Wrong



Right

## LOGO WITH TAGLINE (PREFERRED)

Whenever possible, it is highly recommended that the logo with the tagline be used in most circumstances.



Black



White



Dark Blue



Light Blue

The Dark Blue Kanguru Logo is also preferred over the use of the Black Kanguru Logo.

## BACKGROUND INFO ON KANGURU BRAND NAME

Kanguru Solutions is a division of the Interactive Media Corporation, founded in 1992.

Interactive Media Corporation began using the name Kanguru Solutions early in its founding with the development of the KanguruDisk.

In 2013, Kanguru Solutions began dropping "Solutions" from the name, and now simply goes by the name of "Kanguru".

In late 2013, Kanguru adopted the tagline, "Secure. Anytime. Anywhere."

In Early 2014, Kanguru received the trademark rights to use the Defender® name for its Defender Line of Secure, Hardware Encrypted Products.

## AVAILABLE VARIATIONS

There are a several variants of the Kanguru Logo available for use:



White Beveled Kanguru Logo with Tagline. This is to be used sparingly, and primarily for Kanguru Company Presentation Documents like slideshows, website, and other presentation materials on a provided, Kanguru dark blue background.

Do not attempt to change the colors of the beveled logo. Also, the use of this logo is restricted to an existing dark blue Kanguru background that is provided by Kanguru, and should not be used in any other background circumstances.



Dark Blue Beveled Kanguru Logo with Tagline. The Dark Blue Beveled Logo is to be used sparingly, and primarily for Kanguru Company Presentation Documents like slideshows, website, and other presentation materials.

Do not attempt to change the colors of the beveled logo. Also, the use of this logo is restricted to either an existing light blue Kanguru background, light grey, or pure white, and should not be used in any dark background circumstances.

### KANGURU TRADEMARK

The name Kanguru is trademarked with a "TM" after it. The name Kanguru Solutions should also be trademarked with a "TM".

Kanguru™  
Kanguru Solutions™

### KANGURU TAGLINE

The Kanguru Tagline in most cases should be an italicized, san-serif font like Arial, tucked under the Kanguru name left to right, and use periods. Do not use commas.

*Secure, Anytime, Anywhere.*  
Wrong

*Secure. Anytime. Anywhere.*  
Right

## OTHER KANGURU LOGO VARIATIONS

These variants of the Kanguru logo are only to be used in very specific circumstances- as listed here. Do not use these logos for any other purpose.

Kanguru Streaky



### **Kanguru Streaky should only be used in these specific conditions**

- Silkscreened on the side of a Kanguru product
- In Kanguru presentation documentation as a highlight only, and only if the Kanguru logo is clearly presented elsewhere on the document



Note how the length of the tail bleeds off into the white of the paper on the left side of the document. This is an acceptable way of visually displaying the long tail of Kanguru Streaky.

Kanguru Streaky is a child to the parent Kanguru logo, and should never be used as a replacement for the official Kanguru Logo - only as a compliment to it.



Kanguru Social Media / Interface Icons

The Kanguru Social Media / Interface Icons are restricted, and is only to be used for social media icons such as Twitter, Facebook, LinkedIn, Skype, Spiceworks, and other online media outlets. It is also used on Kanguru product specific GUI setups, online article icons, and as the Kanguru web favicon. The Black and White version is used solely for engraved awards. This icon is not to be used for any other purpose.



# Product Logos

## KANGURU DEFENDER LOGOS

The Product logos for Kanguru's secure, hardware encrypted line of products invokes the Defender name. The Defender name should be preceded with the Kanguru name in most circumstances when possible, and is a registered trademark of Kanguru.



Examples of Kanguru Defender Logos

## OTHER KANGURU PRODUCT LOGOS

Other product names should be preceded with Kanguru as well when possible, and trademarked.



Example of other Kanguru Product Logos

### NAMING CONVENTIONS

The Defender name is a registered trademark of Kanguru. It should include a registered trademark symbol after it whenever it is first mentioned within a document:

- Defender®
- Defender® Collection
- Defender® Product Line
- Kanguru Defender®

In the product names, the "TM" is used for the entire name of the product, and does not require the ® symbol:

- **Kanguru Defender Elite200™**
- **Kanguru Defender Elite30™**

NEVER call a Kanguru Defender product separate from its Defender name. The name must always follow the Defender name:

**Elite200™**

Wrong

**Defender Elite200™**

Right

## KANGURU LOGOS

### TYPESETTING NAMING CONVENTIONS

When typesetting a Kanguru product name, the following rules apply:

- Kanguru Product Names should be preceded by the Kanguru name in first instances of a page when possible.
- Bold the Kanguru name, the name of the product, and any subnames like “Defender”, “FlashBlu”, “Elite”, and other product related names whenever possible.
- Leave the number associated with the subname unbold.
- Leave no space between the subname and the number, except in the case of the Defender 2000.
- Trademark (TM) the first instance of the product name.
- Do not hyphenate, or separate the names with commas or other punctuation.

#### Examples:

~~Kanguru Defender-Elite 30~~

Wrong

**Kanguru Defender Elite30<sup>TM</sup>**

Right

# Kanguru Color Palette



Keeping consistent with brand colors ensures a stronger message throughout all Kanguru campaigns, marketing, information and presentation materials. The following color palettes should be used whenever possible, and note the proper application of color as indicated to the right:

## Website / Screen Color Palette



## Print Color Palette



## PROPER USE OF THE KANGURU COLOR PALETTE

### Main Headlines

### Main Headlines

### Main Headlines

### Subheads

### Subheads

### Subtitles

### Subtitles

Body Text - Black, San Serif, unbold, Arial, Myriad Pro, Helvetica, etc.



Backgrounds and highlights (used sparingly)



Icons, and Buttons (used sparingly)



Icons, and Buttons (used sparingly)

Whenever possible, use san-serif fonts for the Kanguru Font Style, preferably in this order:

## **Myriad Pro Bold**

Myriad Pro Regular

*Myriad Pro Italic*

## **Arial Bold**

Arial Regular

*Arial Italic*

## **Other San-Serif Fonts Bold**

Other San-Serif Fonts Regular

Always remain consistent with fonts, and never introduce a serif font into the Kanguru font style.

## **FIPS 140-2 Level 3 Certified**

Hardware encryption is the backbone of the Defender Elite200's security, providing top tier performance unmatched by software encryption solutions.

Wrong

## **FIPS 140-2 Level 3 Certified**

Hardware encryption is the backbone of the Defender Elite200's security, providing top tier performance unmatched by software encryption solutions.

Right

### **PROPER USE OF THE KANGURU COLOR PALETTE**

**Main Headlines**

**Main Headlines**

**Main Headlines**

**Subheads**

**Subheads**

**Subtitles**

**Subtitles**

Body Text - Black, San Serif, unbold,  
Arial, Myriad Pro, Helvetica, etc.



## PLEASE NOTE

This document will change. As Kanguru products are always growing, expanding, and new elements are added, the Kanguru brand and marketing materials are also evolving. Please check back often to download an updated Kanguru Brand Style Guide as changes are made and updated on a regular basis.

Thank you for following the Kanguru Styles and Guidelines. Together we can ensure that the Kanguru message of secure data solutions remains consistent and clear to all audiences.

Sincerely,  
Kanguru Marketing