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KANGURUTM
Secure. Anytime. Anywhere.

Kanguru Brand Style Guide

Revised November 2018

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

Branding Requirements for:

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

Kanguru Logos



The Kanguru Logo Changed in 2014

The Kanguru logo has changed in November 2014. If you have any of these logos shown here, please discard them and download the new artwork posted here on the Kanguru website.



<http://kanguru.com/resources/kanguru-brand-elements.shtml>

NEW KANGURU LOGOS

The following logos can be used for Kanguru:



KANGURUTM
Secure. Anytime. Anywhere.



KANGURUTM
Secure. Anytime. Anywhere.



KANGURUTM
Secure. Anytime. Anywhere.



KANGURUTM
Secure. Anytime. Anywhere.

VARIATIONS

The New Kanguru logo has white and black variations, based on the type of background it is on. (Dark background or a light background.)

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.

As a rule of thumb, use the black logo most often, and only use the white version if the background is dark. Please do not attempt to use any other color for the Kanguru Logos.



Wrong



Right



Wrong



Right

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

The new Kanguru logo is available in a Vertical Version, and a Horizontal Version, as well as in 3D and flat versions.



3D Vertical Version - New2014_Kanguru_Logo_3D_Black_V_raster



Flat Vertical Version - New2014_Kanguru_Logo_allBlack_V_vector



3D Horizontal Version - New2014_Kanguru_Logo_3D_Black_H_raster



Flat Horizontal Version - New2014_Kanguru_Logo_allBlack_H_vector



3D Globe Only -
New2014_Kanguru_Logo_3D_GlobeOnly_raster

(Please use this graphic sparingly. Never replace the Kanguru logo with this graphic. It should only be used as a support image if the Kanguru logo is prominent elsewhere.)

KANGURU TRADEMARK

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

KanguruTM
Kanguru SolutionsTM

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



- Silkscreened / engraved 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

Kanguru Streaky should only be used in these specific conditions



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 can 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. The Black and White icon should not be used for any other purpose.

Product Logos



CHANGES TO KANGURU PRODUCT LOGOS

The Kanguru Product Logos have undergone a few subtle changes to remain more consistent from one logo to the next. If you have old logos, please discard them and find the new logos here on Kanguru.com.

<http://kanguru.com/resources/kanguru-brand-elements.shtml>

Defender® Product Logos

**KANGURU
DEFENDER 3000™**
USB 3.0
AES Hardware Encryption 128GB

**KANGURU
DEFENDER ELITE 300™**
USB 3.0
AES Hardware Encryption 128GB

**KANGURU
DEFENDER ELITE 30™**
USB 3.0
AES Hardware Encryption 128GB

Unencrypted Product Logos

**KANGURU
FLASHTRUST™**
USB 3.0
Secure Firmware 128GB

KANGURU SS3™
USB 3.0
High Performance 128GB

**KANGURU
FLASH BLU30™**
USB 3.0
Flash Drive 64GB

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 Elite300™**
- **Kanguru Defender Elite30™**

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

Elite300™

Wrong

Defender Elite300™

Right

KANGURU LOGOS

TYPESETTING NAMING CONVENTIONS

Whenever possible Kanguru product names should be typeset like this:

- Kanguru Product Names should be preceded by the Kanguru name in first instances of a page when possible.

Kanguru Defender Elite30TM

- Bold the Kanguru name, the name of the product, and any subnames like “Defender”, “FlashBlu”, “Elite”, and other product related names whenever possible.

Kanguru Defender Elite30TM

- Leave the number associated with the subname unbold.

Kanguru Defender Elite30TM

- Leave no space between the subname and the number, except in the case of the Defender 3000.
- 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 Elite30TM

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.



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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