



Brand Book



The Brand

The brand

Brand Identity

Who we are

Getvisibility was founded on the belief that organisations should have complete visibility, understanding, and control over their data. We see a need for a solution that could help companies protect their sensitive information and stay compliant with data privacy regulations. With our passion for innovation and commitment to security, we created Getvisibility – a cutting-edge AI solution that delivers real-time visibility, understanding, and protection of organisations' data. We are a trusted partner to hundreds of enterprise organisations across the globe, helping them to confidently navigate the digital landscape and protect their most valuable asset – their data. We are a company of problem-solvers, dedicated to making a positive impact on the world by empowering organisations to make informed decisions about their data.

Our purpose

At Getvisibility, our mission is to empower organisations to take control of their data and protect it from all potential threats. Our cutting-edge AI technology provides real-time visibility, understanding, security and access to an organisation's sensitive data, so they can focus on what truly matters – their business. We are dedicated to helping organisations minimise risk and maximise the value of their data while maintaining privacy and regulatory compliance. Our goal is to be the trusted partner in data protection and empower organisations to navigate the digital landscape confidently.

The brand

Company's Core Values

V

Value
Visibility

I

Innovate
& Iterate

S

Simplify
and get it done

I

Invest
in the Future

B

Be
Curious

L

Lean
into your team

E

Empower
our people

Value Visibility - We bring our real selves to work, communicate openly and use mistakes as an opportunity to learn and grow.

Can you share an example of a mistake you made in your career, how you responded to it, how you learned from it, and how you moved on (and importantly didn't make the same mistake again :-)

What does bringing our real selves to work mean? (we want people to feel comfortable being who they are, not creating a strict corporate environment however an important point to being yourself is to still always RESPECT your colleagues who may have different opinions, perspective or points of view (ties in with the teamwork value)

Innovate & Iterate - We challenge each other to think big, take calculated yet conscientious risks and continuously seek opportunities to improve. With what your team is working on right now, what does thinking big mean? What does calculated and conscientious look like?

Simplify and get it done - We strive to find and deliver simple accurate solutions with evidence-based reasoning at the core of what we do.

It is helpful to discuss the balance of simplifying the approach/process but still ensuring the solution meets the needs of internal/external customers.

Get it done - we had a lot of discussion about this in the workshop, but it aligns with everyone having an end focus on success/following through/finishing what you started

Invest in the Future - We want to continuously raise the bar of what is possible in our products, in our industry and for our customers. This one should be self explanatory to a degree, but it still helpful to talk about the importance of sometimes looking past the short term needs and using opportunities to think longer term, how an approach/process/product can be developed now with a foundation or basis that can scale easily.

Be Curious - We encourage each other to keep learning, ask questions, never assume and have fun!
Do people feel they can ask questions easily/comfortably? What forums do people use? Re-enforce the dangers of making assumptions. Ask genuinely, are people having fun?!

Lean into your team - We only make a difference and achieve results collectively, so always aim to collaborate respectfully and with good intent. What does good teamwork look like for you? What is communicating with good intent (sometimes when we move fast, we can develop frustrations with other teams/departments. It is important to sometimes take a step back and approach communication situations in a positive way, try to consider what the other person's perspective is and what their frustrations/challenges might be - to be fair we could give a whole session to this topic as it requires an ongoing effort by people)

Empower our people - We trust each other to take ownership, act with integrity and be accountable for delivering results.



Visual Identity

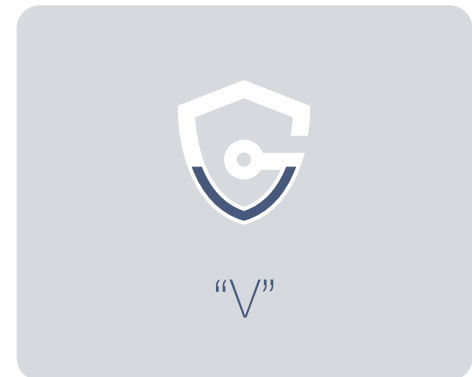
Visual Identity

Our Logo























Our two toned navy-gold logo is made of strong and bold lines that represent stability and strength. Blue and metallic grey to express reliability and golden accents for growth and empowerment.

The message behind our shield is the core of our philosophy, our tagline and in essence what we do best: "Getvisibility protects your digital data".



Our logo can be represented in many ways: with tagline, without tagline, and only with our shield. Minimum sizes are as follows: **logo & tagline 190x41px**, **logo without tagline 120x26 px**, only **shield 16x16px** (favicon). Every variation has an ideal version for every kind of background or color scheme:

	Logo +tagline	Logo -tagline	Shield
<p>Full color on Light background</p> <p> #46587C</p> <p> #A88C6F</p>			
<p>Full color on Dark background</p> <p> #FFFFFF</p> <p> #CDA780</p>			
<p>Grayscale on Dark background</p> <p> #FFFFFF</p> <p> #AFAFAF</p>			
<p>Grayscale on Light background</p> <p> #333333</p> <p> #9E9E9E</p>			

Our logo should never be altered, these standards apply to all our corporate content. If you are unsure as to which logo version you should use do not hesitate to contact us for guidance.

✘ Do not stretch



✘ Do not tilt



✘ Do not alter colors



✘ Do not distort



✘ Do not deconstruct



✘ Do not reduce opacity



✘ Do not add stroke



✘ Do not add drop shadows



✘ Do not add effects



Visual Identity

Color palette

Dark Blue

#2E3E56

R: 46
G: 62
B: 86

C: 86%
M: 72%
Y: 44%
K: 35%

Main Blue

#526A8C

R: 82
G: 106
B: 140

C: 74%
M: 56%
Y: 27%
K: 6%

Main Gold

#A88C6F

R: 168
G: 140
B: 111

C: 34%
M: 42%
Y: 58%
K: 5%

Pale Blue

#C3CAD5

R: 195
G: 202
B: 213

C: 23%
M: 15%
Y: 10%
K: 0%

Pale Grey

#E5E8ED

R: 229
G: 232
B: 237

C: 9%
M: 5%
Y: 3%
K: 0%

Pale Gold

#EDDC9

R: 237
G: 221
B: 201

C: 6%
M: 11%
Y: 20%
K: 0%

Primary Colors

These are our every day go-to when it comes to using strong backgrounds. They combine perfectly between each other and will make great contrast with both copy and content blocks.

Secondary Colors

Our secondary colors will work as the contrast we need on top on our primary colors. Mostly used for content blocks and the lighter theme version of our digital services.

Visual Identity

Typeface

Rajdhani

regular medium **bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
±!@#\$%^&*()_+ - = \$ £ ™ ¡ ¢ ∞ § ¶ • ° - ≠

Lato

regular medium **bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
±!@#\$%^&*()_+ - = \$ £ ™ ¡ ¢ ∞ § ¶ • ° - ≠

Rajdhani font

The typeface for our logo, this bold Google font radiates confidence and strength with its clean and modern lines.

Ideal for headings on its regular version (avoid using bold) for print and digital marketing.

Lato font

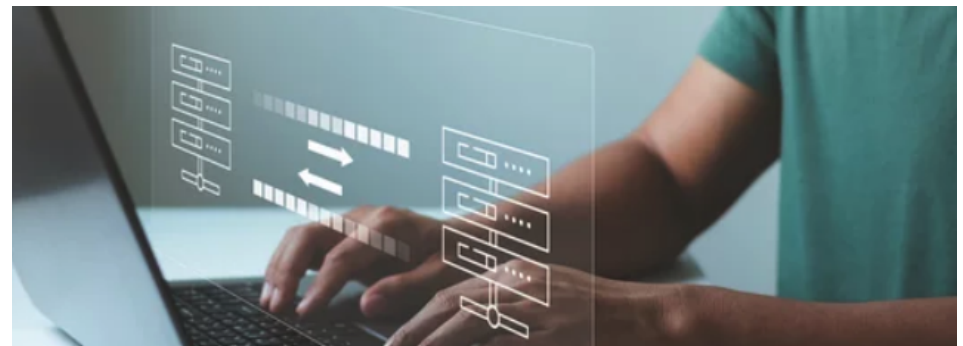
This Google font is flexible and familiar to any digital user making it ideal for our software interfaces.

Works very well as body text on emails, demos or presentations due to its clarity of characters.

Visual Identity

Photography

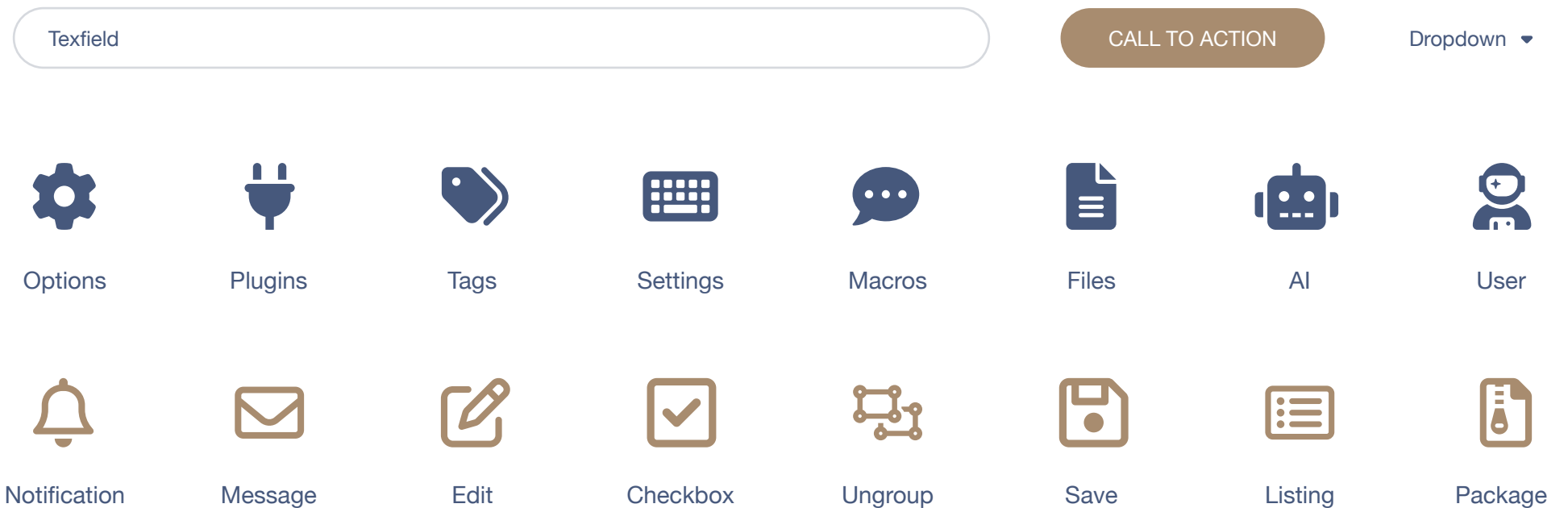
Our photography style mixes dark and colourful futuristic images that contain our brand colors with very light and clean 3D renders/vectors to convey simple messages and explain how certain functionalities on our services work.



Visual Identity

Iconography

Our iconography follows closely the design of our own logo. From pill shaped buttons to angular and bold linear icons, our style is clean and easy to understand at first glance.





The Voice

The Voice

Brand personality

Steady as a rock

Getvisibility speaks with authority and calmness. We are the doctor who's seen it all before but still treats you as if you are the only patient they have. Getvisibility might have access to your sensitive data but we don't care what it is, we just care about protecting you.

Uniqueness

Getvisibility's uniqueness lies in our hunger for taking on bigger and bigger problems. As ardent technologists we strive to create new ways of finding and extracting meaning from data. We admire what we have built but we strive to still be better, improving ourselves and the organisations we serve.

Trustfull

Getvisibility is your trusted partner, we take the protection of your sensitive and regulated data very seriously, always acting with integrity and transparency. We are dedicated to ensuring the highest level of data security, with every aspect of our software designed to build trust and confidence in our customers.

The Voice Audience

The Data Protector - C-level executives such as the CEO, CTO, and CISO who prioritise the overall security of their organisations data and are responsible for making strategic decisions about data protection.

The IT Guardian - IT managers and directors who are responsible for ensuring the day-to-day security of the company's IT systems and protecting sensitive data.

The Cybersecurity Champion - Cybersecurity professionals who are on the front lines of protecting the organisation from cyber threats and who have a deep understanding of the latest data security measures.

The Compliance Crusader - Compliance and regulatory professionals who are committed to ensuring the company complies with data protection regulations such as GDPR and HIPAA and who are always up-to-date on the latest industry developments.

The Data-Driven Entrepreneur - Business owners who understand the value of customer and client data and are committed to protecting it.

The System Steward - Data and system administrators who manage the day-to-day operations of the company's IT systems and who ensure the security and reliability of these systems.

www.getvisibility.com

The visual standards on this guide apply to all our corporate content.

If you are unsure as to which logo version you should use do not
hesitate to contact us for guidance.

