

ENDOR LABS

✦ Brand toolkit ✦

This Document

At Endor Labs, we believe our branding guidelines are like a playful map that guides you through the creative landscape of our identity. While they provide essential rules that help keep our brand consistent, think of them as stepping stones in a fun adventure rather than a rigid checklist.

You'll find visual and communication elements designed to bring our brand to life. Enjoy mixing and matching, while keeping in mind the core principles that unite us.

So, grab your creativity and make it shine! These guidelines are here to help you create captivating content that embodies the Endor Labs vibe, bold, fun, and full of spark! Let's make waves together and show the world what we're all about!



Logo Toolkit

Primary Logo

This toolkit provides clear guidelines for using the logo consistently and effectively across all brand touchpoints, ensuring every application feels unmistakably Endor.



ENDOR LABS

ENDOR LABS

ENDOR LABS

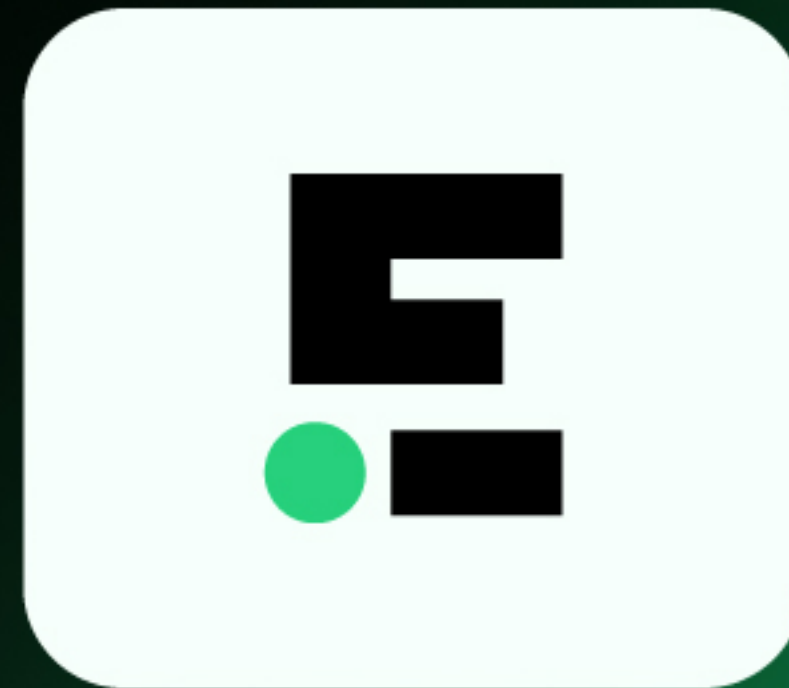
ENDOR LABS

ENDOR LABS

ENDOR LABS

Mark

Logo Toolkit



Primary Logo

Logo Toolkit

Clear Space



Minimum Size

ENDOR LABS

150px



60px

Retired logos

When we first started, we utilized multiple versions of the logo. However, as we continue to evolve, we're focusing on refining and aligning with both industry standards and the growing needs of our brand.

Do not use the logos listed in this page and if you check any of those please contact marketing team.

Logo Toolkit

1.

ENDOR
LABS

2.

ENDOR LABS

3.

ENDOR LABS

Update 2024

ENDOR LABS

For 2025, we refined the logo by adjusting the kerning between the letters, giving it a sleek, modern aesthetic. This update ensures the logo maintains a clean, contemporary presence while seamlessly integrating with design assets.

Common misuse

Logo Toolkit

1.

ENDOR LABS

2.



3.

ENDOR
LABS

4.

ENDOR LABS

5.

ENDOR LABS

6.



Co- Branding Github

Logo Toolkit

When Endor Labs enters an official partnership with another company, both logos should be displayed with equal prominence to ensure a balanced representation. Each logo must be approximately the same size overall, with careful consideration given to width and height, maintaining proportional visual weight. Logos should be optically centered to avoid any misalignment, with clear and equal spacing between them to ensure distinction while preserving a harmonious appearance. These guidelines should be consistently applied across all public-facing materials, including digital and print assets, to uphold a professional and cohesive visual identity.



Co-Branding Examples

Logo Toolkit

ENDOR LABS   **FITNESS**

ENDOR LABS  **TEVORA™**

E  **FR**

E  

AT Icon

Logo Toolkit

Use the icon for swag and in files where the logo-mark is already present. Do not use it on its own or without context

This icon is not a replacement for the full logo



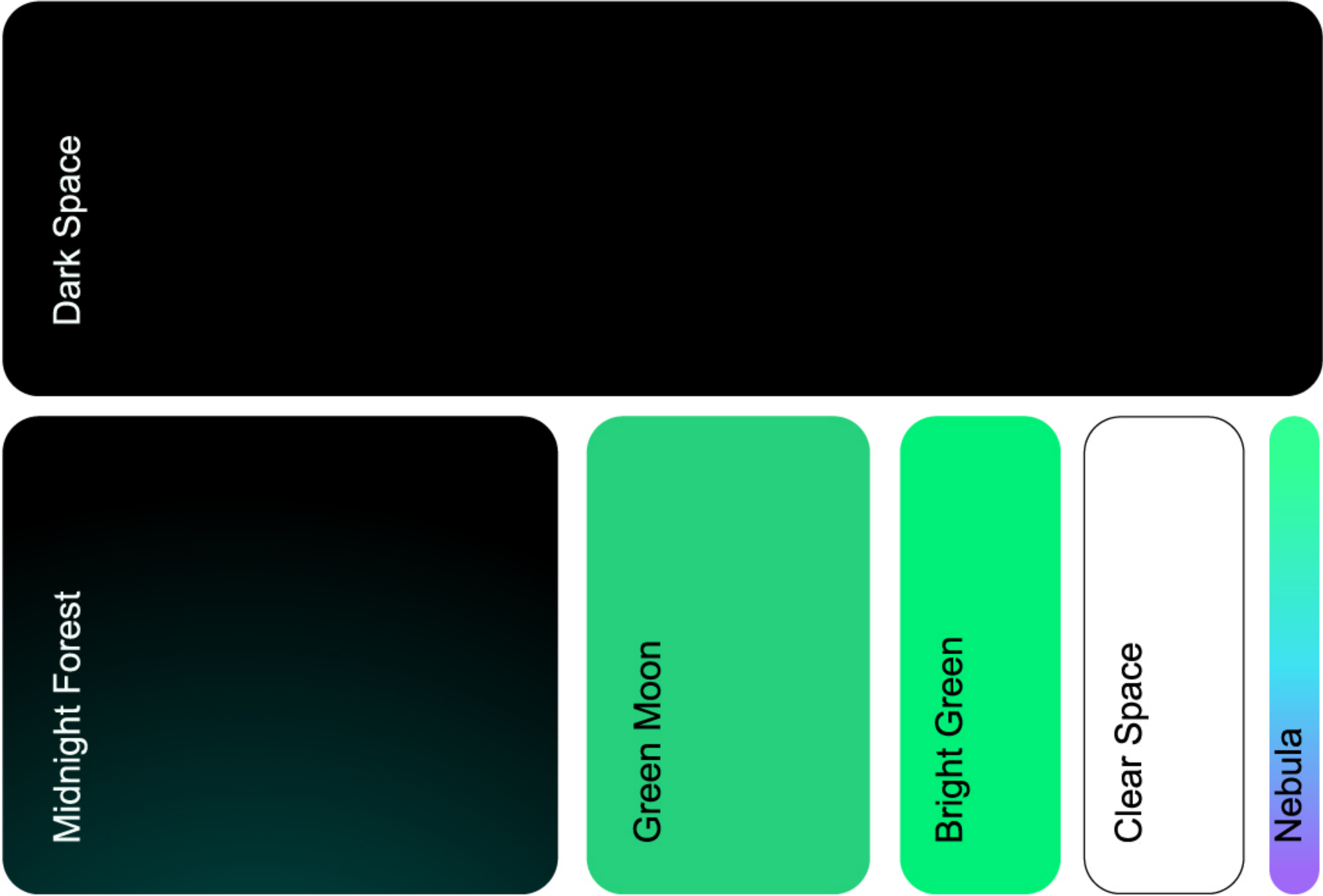
Color

Universe

Core Colors

Color Universe

Every color choice supports a design language that feels bold, intelligent, and unmistakably Endor - born from the Green Moon and inspired by the Star Wars universe. It captures the essence of navigating a vast, complex galaxy with clarity and control, translating that vision into a futuristic aesthetic that reflects Endor Labs' mission to secure the modern software world.



Core palette shades

Use black and white as the primary background colors. Keep the main green tones for highlighting copy and illustrations

Color Universe

Dark Space

R	0	C	100
G	0	M	100
B	0	Y	100
		K	100

#000000
PMS Black U

Green Moon

R	38	C	72
G	208	M	00
B	124	Y	69
		K	00

#26D07C
PMS 7479 U

Clear Space

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

#FFFFFF
PMS 00c

Bright Green

R	0	C	62
G	240	M	00
B	120	Y	79
		K	00

#00F078
PMS 802 C
(Neon)

Gradients Lab

The Nebula gradient should be used exclusively for highlights and as a complementary element in illustrations. Avoid using it as a background.

Color Universe



Green Moon - Bright
R0 G240 B120
C62 M0 Y79 K0
HEX #00F078
PMS 802C (Neon)



Cyan - Nebula
R63 G255 B243
C74 M7 Y0 K5
HEX #3FE1F3
PMS 319 C



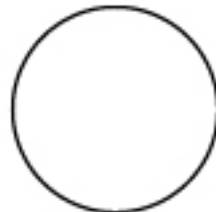
Purple - Nebula
R159 G105 B247
C36 M57 Y0 K3
HEX #9F69F7
PMS 2645 C



Dark Space
R0 G0 B0
C100 M100 Y100 K100
HEX #000000
PMS Black U



Green Moon - Deep
R0 G86 B82
C91 M46 Y62 K33
HEX #005652
PMS 329C



Clear Space
R255 G255 B255
C0 M0 Y0 K0
HEX #FFFFFF
PMS 00c



Green Moon - Bright
R0 G240 B120
C62 M0 Y79 K0
HEX #00F078
PMS 802C (Neon)



Dark Space
R0 G0 B0
C100 M100 Y100 K100
HEX #000000
PMS Black U



Green Moon - Bright
R0 G240 B120
C62 M0 Y79 K0
HEX #00F078
PMS 802C (Neon)

Typography

Settings

Core font: Switzer

Typography settings

Endor Labs' primary typeface is Switzer, used across digital and print products that support its installation. While all applications are available for use, prioritize the recommended usage outlined below for consistency and brand alignment.

Aa

Switzer Black
Switzer Extrabold
Switzer Bold
Switzer Semibold
Switzer Medium
Switzer Regular
Switzer Light
Switzer Extralight
Switzer Thin

[Download font here](#) >>

Typesetting Sample

Aa

Switzer Bold
Switzer Medium
Switzer Regular

Typography settings

Eyebrow

Switzer Medium
44px / 90% / 0
Keep to one line

Title

Switzer Bold
84px / 100% / 0

Body

Switzer Regular
28px / 150% / 0

CTA

Switzer Medium
28px / 120%
Keep to one line
Keep proportions when scaling

Endor CI/CD

Ship code you can trust with

See everything that touches your code, strengthen the security posture of source code repositories, and verify the integrity of every build.

Book Now

System font: Arial

Arial will be our font for digital products adaptability, such as landing pages and google slides you can also use the font for social media or print if need it but do not mix it with the main font

Typography settings

Aa

Arial Bold
Arial Regular
Arial *Italic*

Arial System font

Aa

Arial Bold
Arial Regular
Arial Italic

Typography settings

Eyebrow

Arial Bold
44px / 90% / 0
Keep to one line

Title

Arial Bold
84px / 100% / 0

Body

Arial Regular
28px / 150% / 0

CTA

Arial Medium
28px / 120%
Keep to one line
Keep proportions when scaling

Endor CI/CD

Ship code you can trust with

See everything that touches your code, strengthen the security posture of source code repositories, and verify the integrity of every build.

Book Now

Typesetting

Typography settings

When typesetting body copy, please adhere to the following guidelines:

1. **Left Alignment:** Left-align the text for a clean and professional look. (Center align can be use for covers, slides and illustration assets)
2. **Text Ragging:** Adjust the text ragging to ensure that the right side of the text appears more even, creating a polished appearance.
3. **Eliminate Widows:** Adjust line length as needed to eliminate widows—single words or short lines left at the end of a paragraph—to maintain a balanced text flow.
4. **Contrast in Type Sizes:** When utilizing multiple type sizes within a layout, ensure that the differences in size are distinct enough to be easily recognizable, promoting clarity and hierarchy.

By following these rules, you'll help create a visually appealing and effective layout for your body copy.

Shadow engineering is on the rise

Developers are incentivized to leverage automated tools that help them ship faster.

~~Shadow engineering is on the rise
Developers are incentivized to leverage automated tools that help them ship faster.~~

Application

Examples

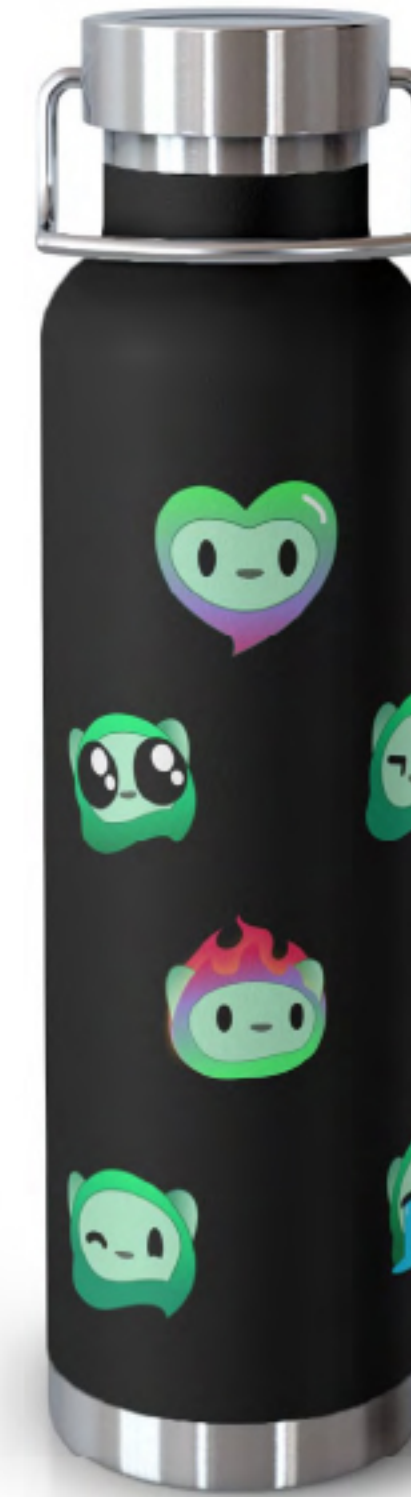
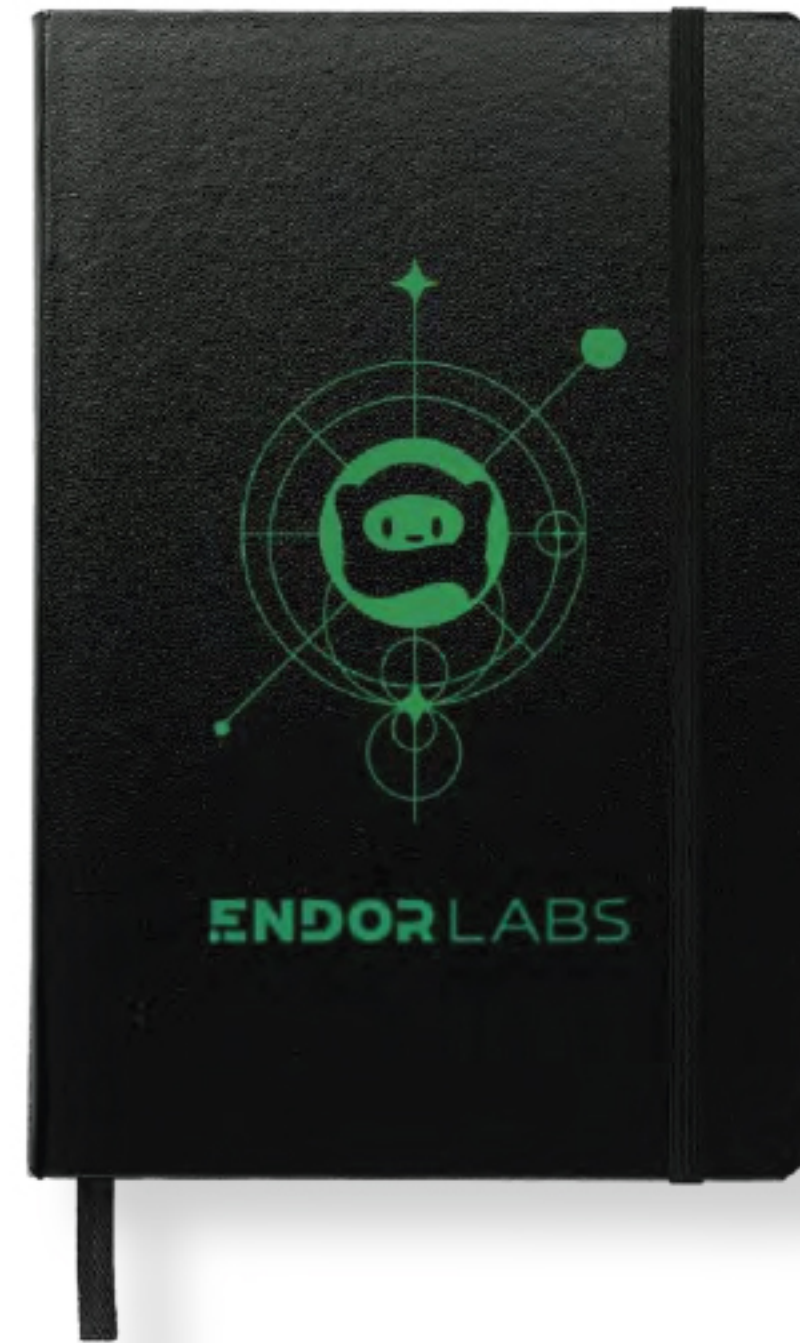
Swag

Application Examples



Swag

Application Examples



Swag

Application Examples

