



# Komodo Systems

## Brand Guidelines

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Website: [www.komodosystems.com](http://www.komodosystems.com)

# Purpose of this Guide

This document defines how Komodo Systems presents itself visually and verbally. It ensures consistency across all touchpoints—from product UI and marketing to sales collateral and events—so every interaction feels distinctly Komodo.

## 1) Brand Foundation

### 1.1 Brand Essence

- Brand idea: Turning complex networks into clear, actionable insight.
- Tagline: See Your Network with Clarity.
- What we do: Deliver end-to-end network visibility, monitoring, and control through intuitive software and intelligent analytics.

### 1.2 Brand Promise

We help teams move from noise to signal—faster detection, sharper diagnosis, and confident action.

### 1.3 Values (for tone, design, and behavior)

- Clarity: Reduce friction; prefer simplicity over spectacle.
- Credibility: Precise, accurate, and transparent—never vague.
- Care: Human-centered; design for trust and inclusivity.
- Command: Confident and capable without arrogance.

### 1.4 Personality & Voice

- Personality: Confident, thoughtful, and technically adept.
- Voice: Clear, concise, solution-oriented. Avoid jargon unless speaking to deeply technical audiences.
- Style tips: Use short sentences, active voice, and concrete nouns. Prefer verbs like detect, visualize, automate, secure, optimize.

Do: “Pinpoint root cause in minutes.”

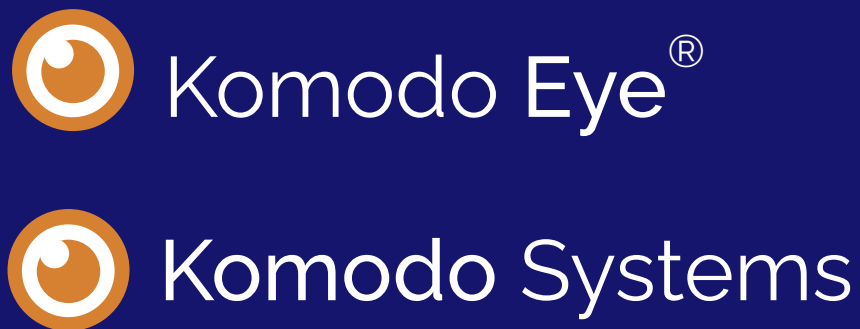
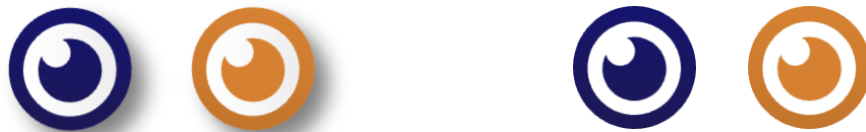
Don't: “Our flexible platform enables holistic synergies.”

## 2) Logo System

Komodo's logo system includes the Wordmark ("Komodo Systems") and the Komodo Eye® symbol. Use them with care to maintain brand recognition.

### 2.1 Primary Lockups

- Horizontal lockup: Komodo Eye® at left, wordmark at right (preferred for most uses).
- Symbol-only: Komodo Eye® may stand alone in constrained spaces (e.g., app icon, favicon).
- Wordmark-only: Use sparingly; primarily when symbol presence is redundant.





## 2.2 Clear Space & Minimum Size

- Clear space: Maintain padding around the logo equal to the height of the K in the wordmark on all sides. No text or graphics should enter this zone.
- Minimum size:
  - Digital: Wordmark lockup  $\geq 120$  px width.
  - Print: Wordmark lockup  $\geq 30$  mm width.
  - Symbol-only (favicon/app):  $\geq 24$  px square.

## 2.3 Color & Backgrounds

- Use only the approved brand colors (see Section 3).
- On light backgrounds (#FFFFFF), use the primary deep blue (#15156D) wordmark/symbol.
- On dark backgrounds (#2F4648), use white or the appropriately inverted version.
- Avoid busy or low-contrast imagery behind the logo.

White background (#FFFFFF) 

Dark background (#2F4648) 

## 2.4 Incorrect Usage (Don't)

- Don't alter proportions, rotate, skew, or add effects (glow, bevel, drop shadows).
- Don't recolor outside the approved palette.
- Don't place on backgrounds that reduce legibility or fail contrast standards.
- Don't add outlines or containers unless specified for UI needs.




## 2.5 File Formats

- Print: Vector .EPS and .PDF.
- Digital: .SVG (preferred), .PNG (transparent), .ICO for favicons.
- Keep a master folder with light/dark variants and symbol-only assets.




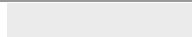


### 3) Color System

Komodo's palette balances credibility (deep blue/neutral grays) with a warm accent (orange) and supportive secondary hues for data-heavy interfaces.

#### 3.1 Primary Palette

Role	Name	Sample	HEX
Primary Brand	Deep Komodo Blue		#15156D
Secondary Brand	Indigo		#5A5AE2
Neutral	Steel Gray		#7A7A7A

#### 3.2 Accent & Support

Role	Name	Sample	HEX
Accent (Calls to Action)	Komodo Orange		#D68132
Support	Sage		#949E94
Support (Light)	Pale Sage		#D2D4C4
Neutral (UI Surfaces)	Light Gray		#EBEBEB
Background (Dark Mode)	Deep Teal Gray		#2F4648
Background (Light)	White		#FFFFFF

#### 3.3 Usage Ratios (Guidance)

- Primary Palette: ~65%
- Neutrals & Backgrounds: ~25%
- Accent: ~10% (Use orange intentionally for highlights, CTAs, alerts.)

#### 3.4 Accessibility & Contrast

- Body text on light backgrounds should be #15156D or #2F4648 with a minimum contrast ratio of 4.5:1 (WCAG AA).
- When placing text on #2F4648, use white or #EBEBEB for legibility.
- Never use Komodo Orange for long passages of text on light backgrounds.

#### 3.5 Data Visualization (Charts)

- Primary series: #15156D, #5A5AE2, #949E94
- Highlights/Alerts: #D68132 (sparingly)
- Gridlines/axes: #D2D4C4/#EBEBEB
- Avoid using more than 6 simultaneous categorical hues; use tints/shades for additional series.

## 4) Typography

Komodo uses Google Fonts for broad compatibility and performance.

### 4.1 Typefaces

- Headlines (H1): Lora Medium
- Subheads & Body (H2+ / Paragraphs): Raleway Medium (subheads), Raleway Regular (body)

### 4.2 Typographic Scale (Digital Baseline)

Style	Typeface	Size (px)	Line Height	Letter Spacing (px)	Color
H1	<b>Lora Medium</b>	48–64	110%	0	#15156D
H2	<b>Raleway Medium</b>	32–40	115%	0	#15156D
H3	<b>Raleway Medium</b>	24–28	120%	0	#15156D
H4	<b>Raleway Medium</b>	20–22	125%	0	#2F4648
Body L	Raleway Regular	18	150%	0	#2F4648
Body M	Raleway Regular	16	150%	0	#2F4648
Caption	Raleway Regular	13–14	140%	0.2	#7A7A7A
Button/CTA	Raleway Medium (CAPS optional)	14–16	110%	0.5–1	on brand color

Adjust print sizes proportionally (e.g., H1 ~28–32 pt) and maintain hierarchy.

### 4.3 Usage Rules

- Keep headings to 1–2 lines.
- Avoid italic headlines; use weight and size for emphasis.
- Maintain generous spacing; don't crowd text blocks.
- Use numerals for data clarity (e.g., "10 GB," not "ten gigabytes").

### 4.4 Web & App

- Serve fonts from Google Fonts. Implement font-display: swap to ensure performance.
- Set system fallbacks: font-family: Raleway, Inter, system-ui, -apple-system, Segoe UI, Roboto, Helvetica, Arial, sans-serif;

Headline fallback: Lora, Georgia, serif.

## 5) Iconography

Komodo uses two icon styles: Brand Color Icons and Technical Monoline.

### 5.1 Brand Color Icons

- Colors: #15156D (primary), #D68132 (accent), #7A7A7A (neutral) on transparent backgrounds.
- Usage: Marketing materials, slides, and web pages to convey concepts.
- Construction: 2 px stroke (at 100% scale), rounded joins/caps, 2–3 color max.



### 5.2 Technical Monoline Icons

- Colors: Black/white or single neutral tone for technical diagrams and UI.
- Construction: 1.5–2 px stroke, no fills, square/rounded caps must match across a set.
- Usage: Diagrams, schematics, app UI.



### 5.3 Sizing & Spacing

- Base grid: 24 px with 2 px padding.
- Keep optical weight consistent when scaling.
- Avoid drop shadows or gradients unless part of an established illustration style.

### 5.4 Do / Don't

- Do: Use consistent stroke widths and corner radii.
- Don't: Combine color icons with monoline in the same cluster; avoid mixing styles.

## 6) Imagery & Illustration

### 6.1 Photography Style

- Subjects: Infrastructure, network topologies, teams at work, close-ups of interfaces (cropped with generous negative space).
- Mood: Controlled, modern, precise. Favor cool temperatures with subtle warm accents.
- Treatment: Minimal color grading; avoid high-contrast neon or heavy filters.

### 6.2 Illustration Style

- Approach: Simplified geometric shapes, limited palette (primary + accent), subtle depth via layering—not drop shadows.
- Use cases: Explainers, feature visuals, landing headers.

### 6.3 Backgrounds

- Use #FFFFFF for clean editorial layouts.
- Use #2F4648 for dark mode sections or hero panels with white text.

## 7) Layout & Composition

### 7.1 Grid System

- Desktop/Web: 12-column grid, 80–96 px margins, 24–32 px gutters.
- Mobile: 4-column grid, 16–24 px margins.

### 7.2 Spacing Scale (Guidance)

Use a 4-pt step scale: 4, 8, 12, 16, 24, 32, 48, 64, 96.

Common blocks: Section padding 64–96 px desktop; 32–48 px mobile.

### 7.3 Composition Tips

- Anchor H1 left; balance with Komodo Eye® or illustration on right for hero sections.
- Maintain clear visual hierarchy (H1 > H2 > H3).
- Constrain line length (45–75 characters).

## 8) Data Visualization

### 8.1 Charts & Graphs

- Primary series: #15156D → #5A5AE2 → #949E94
- Secondary series (tints): 80% / 60% / 40% tints of the above.
- Alerts / Thresholds: #D68132 (use sparingly).
- Gridlines/axes: #D2D4C4 / #EBEBEB.
- Background: White or very light gray.

### 8.2 Labeling

- Typeface: Raleway Regular (12–14 px).
- Use concise labels; avoid diagonals; display units in axis titles.

### 8.3 Do / Don't

- Do: Show context (time ranges, baselines).
- Don't: Overuse color; prefer position/scale to differentiate.

## 9) Product & Feature Naming

### 9.1 Primary Product Names

- Komodo Eye® (registered; include ® on first use per document)
- Komodo Command Center
- Komodo Pulse (pending)

### 9.2 Naming Conventions

- Use Title Case for product names.
- Don't create informal abbreviations in public materials (e.g., avoid "K-Eye").
- Use generic descriptors in lowercase (e.g., "Komodo Eye® platform").

### 9.3 Trademarks

- Include ® on the first mention of Komodo Eye in each discrete asset (page, slide, or web view). Subsequent mentions may omit.

## 10) Voice & Messaging

### 10.1 Messaging Pillars

- 1) Visibility: See what matters, end-to-end.
- 2) Velocity: Detect, diagnose, and resolve faster.
- 3) Confidence: Act with clear, defensible insight.

### 10.2 Copy Examples

- Value prop (short): "Network clarity that accelerates action."
- Homepage hero: "See your network with clarity—detect issues, pinpoint root cause, and act in minutes."
- Product blurb (Eye): "Komodo Eye® unifies metrics, traces, and topology for full-stack visibility."

## 11) Accessibility

Design for everyone:

- Meet WCAG 2.1 AA color contrast for text and interactive elements.
- Don't rely on color alone; pair with icons, patterns, or text.
- Ensure focus states and hover states are distinct and keyboard accessible.

## 12) Applications & Templates

### 12.1 Presentations (PPT/Slides)

- Title slide: H1 in Lora; supporting H2 in Raleway; hero image or Komodo Eye® motif.
- Content slides: Consistent margins; use Brand Color Icons; charts follow Section 8.

### 12.2 Web & Landing Pages

- Hero sections use Primary Palette with clear CTA in Komodo Orange.
- Maintain ~12–16 px spacing inside buttons; corner radius 6–8 px.

### 12.3 Documents & One-Pagers

- Cover with H1 + subhead + large whitespace.
- Body copy in Raleway 10–11 pt; headings in Lora/Raleway per hierarchy.

### 12.4 Social Media

- Use symbol-forward compositions; keep overlays high contrast and minimal.
- Maintain safe margins to avoid platform UI cropping.

## 13) Asset Library & File Management

Maintain a central, read-only Brand folder with:

- Logos (full lockups & symbol, light/dark, SVG/PNG/EPS)
- Color swatches (ASE, .sketchpalette)
- Typography (links to Google Fonts)
- Icon sets (color + monoline)
- PPT/Docs templates and sample layouts
- Social templates
- Example charts + UI components

File naming: Komodo\_Logo\_Primary\_Light\_RGB.svg

Versioning: Semantic (e.g., v1.0, v1.1).

## 14) Governance & Requests

- Owner: Brand/Marketing.
- Approvals: All new public assets must be reviewed by Brand.
- Requests: Submit through the brand request form or email [brand@komodosystems.com](mailto:brand@komodosystems.com) (placeholder).

## Appendix A — Quick Reference

- Primary colors: #15156D, #5A5AE2, #7A7A7A
- Accent: #D68132
- Support: #949E94, #D2D4C4, #EBEBEB
- Backgrounds: #FFFFFF (light), #2F4648 (dark)
- Fonts: Lora (H1), Raleway (H2+ / body)
- Trademark: Komodo Eye® on first mention per asset.