

Visual Corporate Identity Adoption

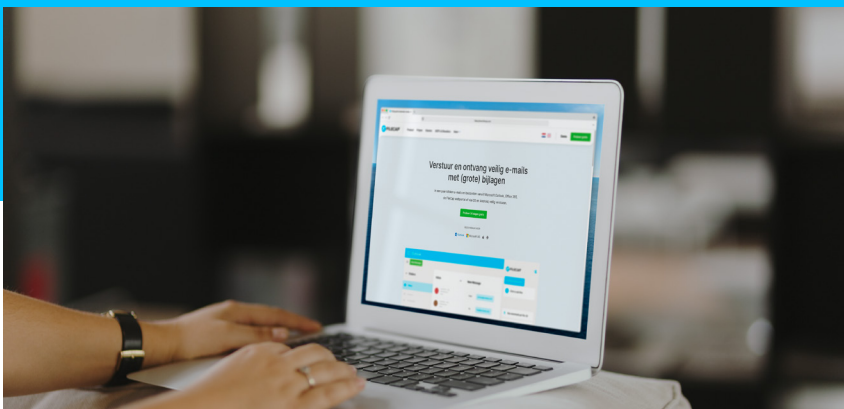


Introduction

Where FileCap once started as an in-house file transfer solution by Contec, it has evolved into a comprehensive ecosystem for secure communication. Over 800 organizations worldwide now rely on FileCap, effortlessly sending and receiving secure emails and (large) files with just a few simple clicks. Thanks to its high level of security, data is only accessible to those explicitly granted access.

This brand book provides a verbal and visual description of the FileCap brand. It demonstrates how the visual assets can be applied by partner organizations, designers, and other entities working with FileCap. This ensures a consistent appearance for FileCap and strengthens the impact of various communications.

The brand book includes guidelines for logo usage (both visual and wordmark), layout, fonts, and colors.



Download all FileCap branding assets here:



<https://docs.filecap.com/OArk3ras21>

The logo

The foundation of FileCap's corporate identity is formed by its logo, which consists of a wordmark and a symbol. The wordmark is accompanied by a registered trademark, and it is not permitted to use the name "FileCap" without the (R) symbol.

In all cases, the logo is used with a white or photographic background.

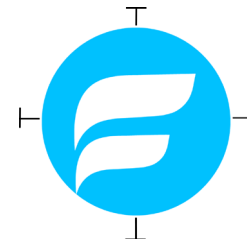
The wordmark should only be used on a white background. The symbol should only be used on black or white backgrounds.

(An exception applies for photography related to FileCap.)

Bounding box

The FileCap logo, in all its variations, is accompanied by an invisible frame known as the "bounding box". This represents the minimum space required around the logo, where no text or other artwork should be placed.

Additionally, the visual representation of the bounding box for the FileCap logo is shown alongside.



Logo variants

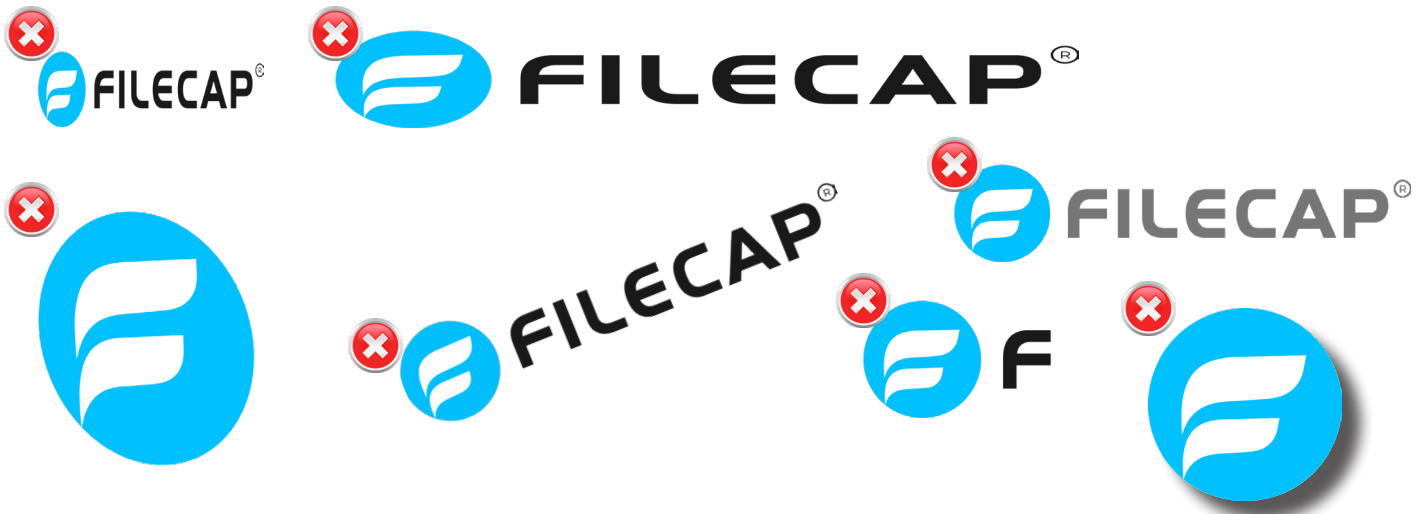
The symbol is preferably placed in blue. Due to technical or practical reasons, it may not always be possible to use the primary logo. Therefore, a variation is available for publications in black and/or grayscale.

This variation should only be used when it is absolutely necessary and not possible to use the full-color primary logo.

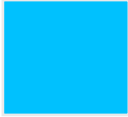


Placing the logo

To maintain consistency of the logo, it is not permitted to rotate, recolor, distort, or otherwise modify the logo. For example, do not separate the word element or use shadows.

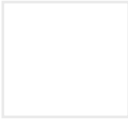


Color spectrum



FileCap blue. Our primary color. When creating animations and graphics, apply this color as much as possible.

HEX: #00C1FE RGB: 0, 193, 254



FileCap white / paper. Use for backgrounds and as the primary supporting color in graphics and animations.

HEX: #FFFFFFF RGB: 255, 255, 255

Usage of photos in relation to FileCap

The corporate identity includes the use of photography featuring cheerful, upbeat people in a business setting, within a colorful environment. To give images a FileCap touch, you may place our symbol or wordmark in the bottom right corner, following the proper spacing guidelines. It is also allowed to apply a FileCap blue overlay to the photo with a minimum transparency of 75%.



Exceptions and questions

If you have any questions regarding the use of the FileCap logo, colors, and images, feel free to contact our marketing department: marketing@filecap.com or via +31 (0)53-4285610.

The use of materials outside the provided guidelines is only permitted with explicit permission from FileCap.