

Brand Guidelines

Secure Aware

— Digital Security Redefined

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2024

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01

A decorative background graphic on the right side of the slide. It features a central cluster of small, translucent spheres connected by thin lines, resembling a network or molecular structure. Surrounding this central cluster are several larger, translucent, shield-like shapes, some of which are slightly tilted or overlapping, suggesting a protective or defensive theme.

Brand Overview

Understanding the essence of digital
protection

Our Mission



Continuous Protection

Secure Aware provides **never-ending security** against digital threats. Our infinity-symbol padlock represents our commitment to **unwavering protection** that never sleeps.



Innovation First

We transform cybersecurity from a complex technical challenge into a **simple, accessible solution**. Our cutting-edge technology stays ahead of emerging threats.



User-Centric Design

Every feature is designed with **everyday users in mind**. No technical expertise required—just tap, scan, and stay protected.



Digital World Guardian

The browser window in our logo symbolizes the **digital realm we protect**. From browsing to banking, we keep your digital life secure.

02

Logo & Identity

Visual symbols of unwavering security



Logo Design Philosophy



The Infinity Padlock

The padlock with an **infinity symbol** represents continuous protection, implying that the antivirus app provides **never-ending security** against threats. This powerful visual communicates our core promise: security that never expires.

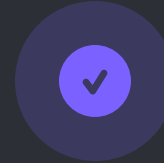
Symbol of Endless Protection



The Digital Window

The graphic representation of a **browser window** shows the digital world in which most modern threats exist. This implies that the app is intended to protect users while they explore the digital world via their phones.

Your Digital Guardian



"Stay Safe" Promise

The phrase **"Stay Safe"** underlines the app's commitment to user safety and serves as a regular reminder to users to be cautious about their digital security. It's both a promise and a call to action.

Our Commitment to You

Logo Applications



Color Versatility

The logo maintains its impact across **various backgrounds** and color schemes. On dark backgrounds, the vibrant purple padlock creates a striking contrast that demands attention.

Dark Mode

Light Mode



App Icon Excellence

As an app icon, the logo's **simple yet distinctive** design ensures instant recognition on home screens. The padlock shape is universally understood as security.



Marketing Materials

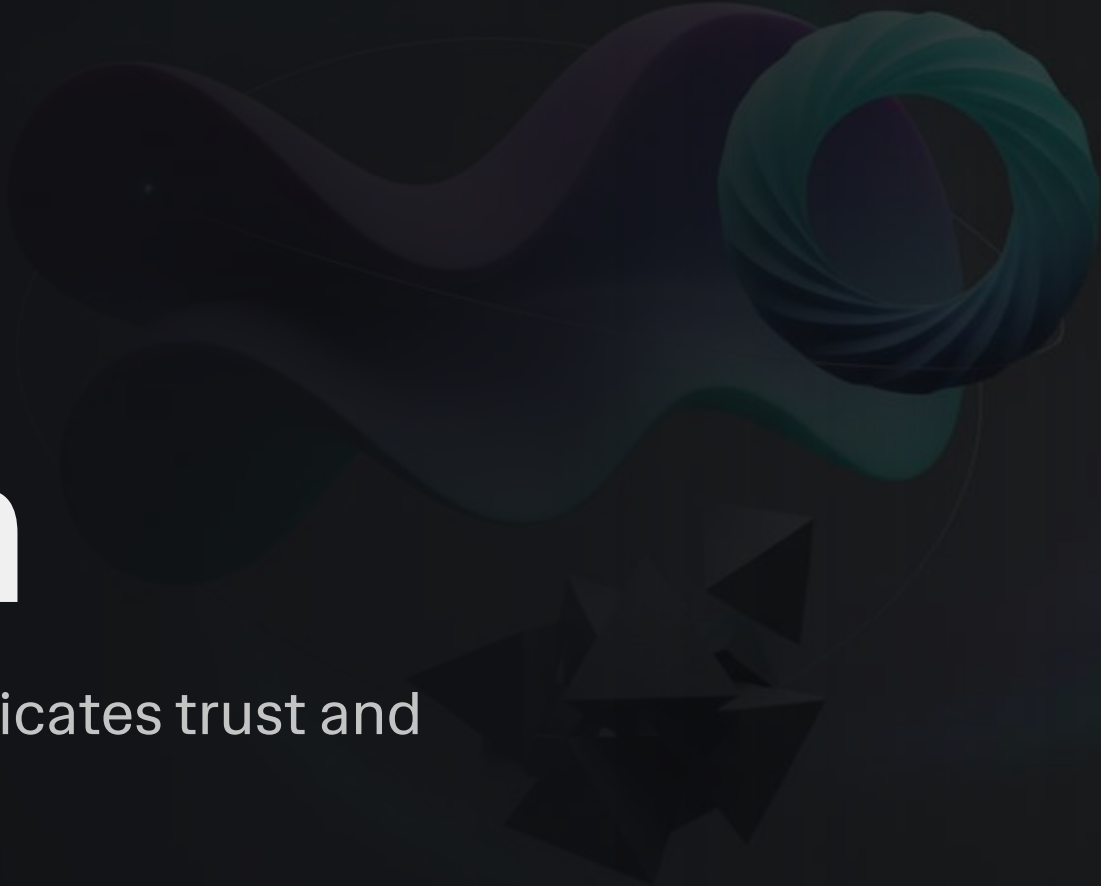
From **social media posts** to billboards, the logo scales beautifully while maintaining its visual integrity. The clean lines ensure clarity at any size.



Documentation

In print and digital documents, the logo appears **professional and polished**. White text on dark backgrounds ensures maximum readability.

03



Color System

A palette that communicates trust and
innovation

Primary Colors



Deep Charcoal

#101114

Dark backgrounds convey maturity, wealth, and seriousness. In the context of an antivirus application, it represents the gravity of cybersecurity risks. Dark colors are also frequently linked with power and control.

Background • Sophistication • Power



Vibrant Purple

#7B61FF

Light purple padlocks are a general emblem of security. Purple blends the aggressive fury of red with the serene steadiness of blue. It is frequently connected to creativity, mystery, and magic.

Primary • Security • Innovation



Dark Gray

#2C2F36

The secondary color adds depth and layering to the interface. It creates visual hierarchy and separation between different UI elements without breaking the dark theme.

Secondary • Depth • Layering



Teal Cyan

#00D9C0

The accent color highlights key actions and success states. Teal represents clarity, communication, and technological advancement. It provides a fresh contrast to the deep purple.

Accent • Success • Action

Color Applications

Security Elements

The **vibrant purple** is used for all security-related UI elements—padlock icons, protection status indicators, and security badges. This creates an immediate visual association between purple and safety.

Success States

Teal cyan appears when actions are completed successfully—scan completions, threat removals, and system optimizations. It provides positive reinforcement to users.

Text & Readability

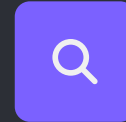
White text on dark backgrounds ensures maximum visibility and readability. It implies that the software offers simple, uncomplicated security.

Color Harmony in Action



Home Dashboard

Dark background with purple accents



Scanning Interface

Purple primary actions



Success Confirmation

Teal success states



Settings Panel

Secondary gray for neutral elements

04

Typography

Fonts that balance technology with
accessibility

Typeface Selection



Iceland

Primary Typeface

Iceland is a geometric typeface with a square foundation that has a **contemporary, tidy appearance**. This perfectly fits the profile of a cutting-edge, effective antivirus program. Its distinctive geometric style maintains excellent readability even at small sizes.



Readability

Iceland's distinctive geometric style keeps readability even at tiny sizes. This guarantees that the words in your logo can be seen and understood by users with ease.



Versatility

Iceland is adaptable and performs well with digital and print media. This can guarantee that your brand appears well in a variety of settings.



Modern Feel

The geometric construction conveys technology, precision, and forward-thinking—perfect qualities for a cybersecurity brand.

Typography

Typography Hierarchy

Display

Secure Aware

Used for main titles and brand name. Large, impactful, and immediately recognizable.

Body Large

Primary body text for important descriptions and explanations. Clear and easy to read.

Used for key content that needs emphasis.

Heading 1

Brand Overview

Section headings that organize content and guide users through the interface.

Body Regular

Standard body text for general content. Optimized for extended reading with comfortable line spacing and clear letterforms.

The workhorse of the typographic system.

Heading 2

Logo Design

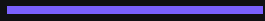
Subsection headings that break down content into digestible chunks.

Caption

Labels • Tags • Metadata

Small text for labels, tags, and secondary information.

05



App Interface

Where security meets intuitive
design



Welcome & Home Experience



Welcome Screen

The **first impression** matters. The welcome page greets users with the brand logo and a clean, inviting interface that immediately communicates security and professionalism.



Home Dashboard

The **personalized dashboard** shows users their device's security status at a glance. Five-tab navigation provides easy access to all features.



The Clean Button

A **prominent action button** initiates comprehensive device scans. One tap starts the cleaning process—simple, intuitive, and effective.

Interface Design Principles



Clarity First

Every element has a clear purpose. No clutter, no confusion—just straightforward security.



Touch-Friendly

Large tap targets and intuitive gestures make the app accessible to all users.



Instant Feedback

Visual and haptic feedback confirms every action, building user confidence.



Dark Mode Default

Easy on the eyes and perfect for the security-conscious aesthetic.

Core Functionality Screens



Scanning Interface

When users tap "Clean," the **scanning page** appears with a dynamic progress indicator. Real-time updates show which files and apps are being analyzed.



Completion Screen

The **done page** confirms successful threat removal with a clear success message. Users see exactly what was cleaned and how much space was freed.

Visual Feedback System



Document Scanning

Files analyzed: **1,247** • Threats found: **3**



Duplicate Detection

Photos scanned: **3,891** • Duplicates: **127**



Threat Removal

Malware blocked: **2** • Suspicious apps: **1**



Space Recovered

1.2 GB freed!

06

An abstract geometric graphic in the background, featuring a cluster of translucent cubes and interconnected lines in shades of teal and purple, creating a sense of depth and complexity.

User Experience

Designing seamless protection
workflows

Navigation Architecture



Home

The main dashboard showing device status, quick actions, and the prominent Clean button.

Primary Hub



Documents

Scan documents for threats, malware, and suspicious files stored on the device.

File Security



Delete

Remove duplicate images, unnecessary files, and harmful content to free up space.

Cleanup Tool



Protection

Real-time protection toggle and security status monitoring. Switch protection on/off.

Active Guard



Security

Settings, features configuration, and advanced security options management.

Control Center



Design Principle: Each tab serves a distinct purpose, creating a **clear mental model** for users.

5 Tabs

Intuitive

Accessible

User Journey Flow

1 Open App

User opens Secure Aware and sees the welcome screen with brand logo.

 Entry Point

2 Home Dashboard

User arrives at the personalized home screen showing device status.

 Main Hub

3 Tap Clean

User taps the prominent Clean button to initiate a comprehensive scan.

 Action

4 Scanning

The scanning page shows progress as files and apps are analyzed.

 Process



5 Threats Removed

Viruses and unnecessary files are automatically removed from the device.

6 Confirmation

Done page confirms the device is secure and shows what was cleaned.

7 Return Home

User taps "go back" to return to Home and access more features.



Continuous Loop: This journey repeats whenever the user wants to ensure their device remains secure.



Stay Safe

Secure Aware

Continuous Protection for Your Digital World

Protection That Never Sleeps

Security Made Simple

Original Logo Design



Design Elements

- ✓ Padlock Icon: Universal symbol of security and protection
- ✓ Infinity Symbol: Represents continuous, never-ending protection
- ✓ Browser Window: Digital world context for modern threats
- ✓ "Stay Safe" Tagline: Clear commitment to user safety



App Icon Application

The logo is optimized for use as an app icon, ensuring instant recognition on device home screens. The simple yet distinctive design maintains clarity at small sizes.

App Mockups

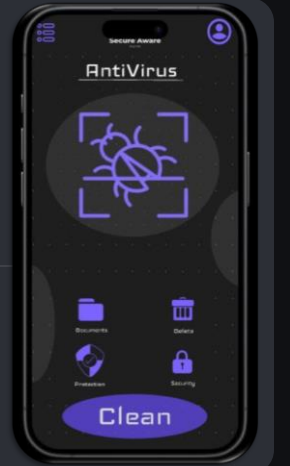
Welcome Page

First impression with brand logo and entry point to the app



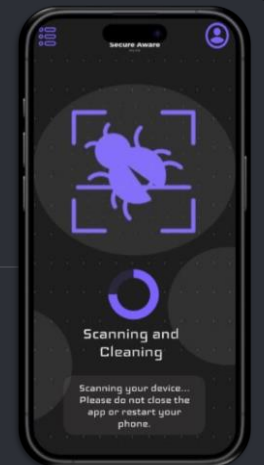
Home Page

Main dashboard with personalized security representation



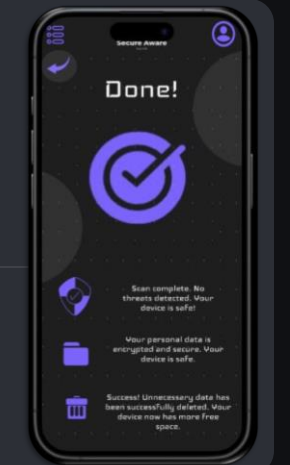
Scanning Page

Active scanning interface showing progress and status

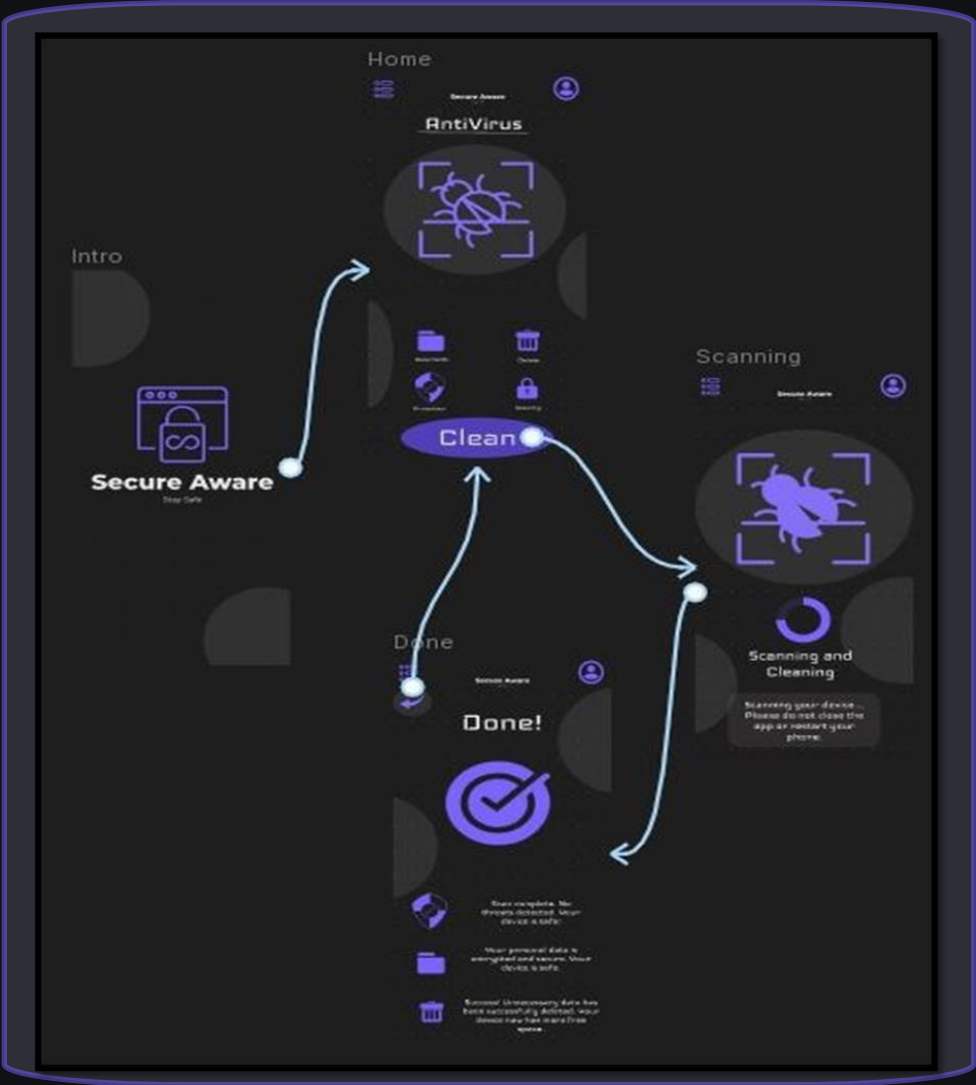


Done Scanning

Completion screen confirming device security status



App Wireframe



Intro Screen

The first page users see when opening the application. Sets the tone with brand identity and provides entry to the main experience.



Home Dashboard

Central hub featuring the Clean button and five-tab navigation: Home, Documents, Delete, Protection, and Security.



Scanning Process

Appears when Clean button is pressed. Shows real-time file scanning, threat detection, and unnecessary file removal progress.



Completion & Return

Confirms device is threat-free. Go back icon returns users to Home page for accessing additional features.

Color System

Color Palette Applications



Dark Background

Conveys maturity, wealth, and seriousness



Purple Padlock

Symbol of security and innovation



Vibrant Contrast

Energy and caution on dark canvas

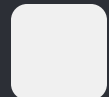
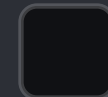


White Text

Purity, clarity, and readability



Color Psychology: Each color was chosen to communicate **trust, innovation, and protection**



Get in...

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