

FASOO | AI

Brand Identity Design Guidelines

Welcome to the Fasoo AI Brand Guidelines. This guide provides the core principles and applications of the Fasoo AI brand. All departments and partners should refer to these guidelines to ensure consistency across all brand communications and materials.

CONTENTS

Basic System

Primary Logo	03
Color System	06
Usage on Backgrounds	07
Incorrect Usage	28
Icon	29
Image Style	30
Application System	31

Fasoo AI Product Guidelines

Fasoo AI Product Logo System	33
Color System	36
Usage on Backgrounds	37

Wrapsody Guidelines

Wrapsody Logo	39
Wrapsody Color System	41
Usage on Backgrounds	42
Wrapsody eCo Logo	43
Wrapsody eCo Color System	44
Usage on Backgrounds	45

Mind-SAT Guidelines

Primary Logo	47
Mind-SAT Color System	48
Usage on Backgrounds	49

AnalyticDID Guidelines

Primary Logo	51
ADID Color System	52
Usage on Backgrounds	53

Fasoo Fireside Guidelines

Primary Logo	55
Secondary Logo	56
Fireside Color System	57
Usage on Backgrounds	58

FasooBlock Guidelines

Primary Logo	60
Color System	61
Usage on Backgrounds	62

Fasoo AI-R Guidelines

Primary Logo	64
Color System	65
Usage on Backgrounds	66

Fasoo AI -Variation CI 1

The primary logo is the core visual symbol of Fasoo AI and a key element representing the brand identity. As an essential brand asset, it must not be altered or modified under any circumstances. When applied across various digital and print media, including publications, signage, and promotional materials, it should always be used in accordance with these guidelines to ensure brand consistency.

FASOO | AI

Fasoo AI -Variation CI 1_Size

When referring to “Fasoo AI” in text, the use of a trademark or logo is not required. However, when using Fasoo AI product logos or the corporate brand logo, they must be applied in accordance with these guidelines and must not be altered in any way.

***When resizing the logo, its proportion must always be maintained.**

Logo Construction



Minimum Logo Size



Fasoo AI -Variation CI 1_Clear Space

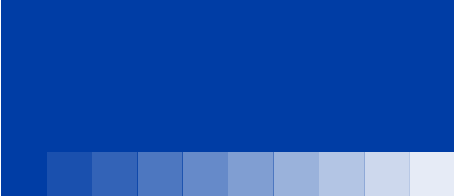
Sufficient clear space must be maintained around the Fasoo AI logo to ensure it remains visually distinct from surrounding elements such as text or graphics.

***The minimum clear space above and below the logo should be equal to the height of the logo.**

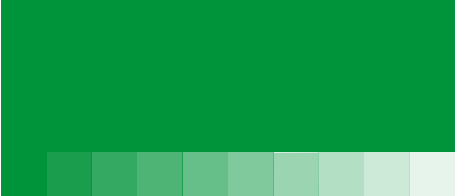


Color System

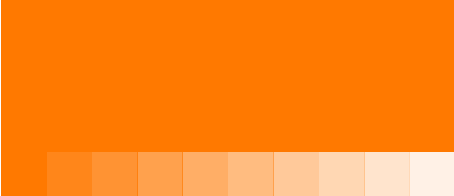
The color system is a core element of the Fasoo AI visual identity. To maintain a consistent brand image, the designated colors must be used consistently across all applications.



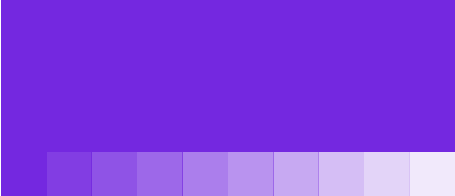
Pantone 293 C
Hex / HTML #003da5
CMYK 100 / 87 / 0 / 0
RGB 0 / 61 / 165



Pantone 347 C
Hex / HTML #00943a
CMYK 86 / 16 / 100 / 4
RGB 0 / 148 / 58



Pantone 151 C
Hex / HTML #ff7900
CMYK 0 / 65 / 100 / 0
RGB 255 / 121 / 0



Pantone 266 C
Hex / HTML #7428e0
CMYK 70 / 81 / 0 / 0
RGB 116 / 40 / 224



Pantone Black 6 C
Hex / HTML #000000
CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0

Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Fasoo AI -Variation CI 2

This logo may be used as an additional brand marketing element. A minimum clear space must be maintained between the logo and any surrounding elements.



FASOO
ARTIFICIAL INTELLIGENCE

The logo consists of the word "FASOO" in a large, bold, blue, sans-serif font. Below it, the words "ARTIFICIAL INTELLIGENCE" are written in a smaller, blue, all-caps, sans-serif font, with wide letter spacing.

Fasoo AI -Variation CI 2_Size

When referring to “Fasoo AI” in text, the use of a trademark or logo is not required. However, when using Fasoo AI product logos or the corporate brand logo, they must be applied in accordance with these guidelines and must not be altered in any way.

***When resizing the logo, its proportion must always be maintained.**

Logo Construction



Minimum Logo Size



Fasoo AI -Variation CI 2_Clear Space

Sufficient clear space must be maintained around the Fasoo AI logo to ensure it remains visually distinct from surrounding elements such as text or graphics.

***The minimum clear space above and below the logo should be equal to the height of the logo.**



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Primary Logo

The primary logo is the core visual symbol of Fasoo AI and a key element representing the brand identity. As an essential brand asset, it must not be altered or modified under any circumstances. When applied across various digital and print media, including publications, signage, and promotional materials, it should always be used in accordance with these guidelines to ensure brand consistency.

FASOO

Primary Logo_Size

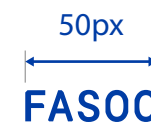
When referring to “Fasoo” in text, the use of a trademark or logo is not required. However, when using Fasoo AI product logos or the corporate brand logo, they must be applied in accordance with these guidelines and must not be altered in any way.

***When resizing the logo, its proportion must always be maintained.**

Logo Construction



Minimum Logo Size



Primary Logo_Clear Space

Sufficient clear space must be maintained around the Fasoo AI logo to ensure it remains visually distinct from surrounding elements such as text or graphics.

***The minimum clear space above and below the logo should be equal to the height of the logo.**



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Usage on Backgrounds

If the logo visibility is reduced due to the background color, a one-tone version should be used. When applying the logo in one tone, mosaic or patterned backgrounds should be avoided. If the logo remains clearly visible, the primary color version must be used.



Incorrect Usage

The shape and composition of the Fasoo AI logo are essential to maintaining the brand identity and must always be used in accordance with these guidelines. Any unauthorized modification may damage the integrity and recognition of the logo. Examples of incorrect logo usage are shown below. Altering the logo in any form is strictly prohibited.



FASOO | AI

Do not distort or stretch the logo.



FASOO | AI

Do not rotate or alter the orientation of the logo.



FASOO | AI

Do not modify the logo composition or proportions.



FASOO | AI

Do not change the logo colors.



FASOO | AI

Do not add patterns or graphic elements to the logo.



FASOO | AI

Do not place the logo on complex or distracting backgrounds.

Icon

Fasoo AI icons are used across a variety of online and offline media. Designed with simple lines and intuitive metaphors, they create a consistent visual language when used alongside other icon styles.

***Icons may be adapted to suit different media applications, but overly complex shapes should be avoided.**

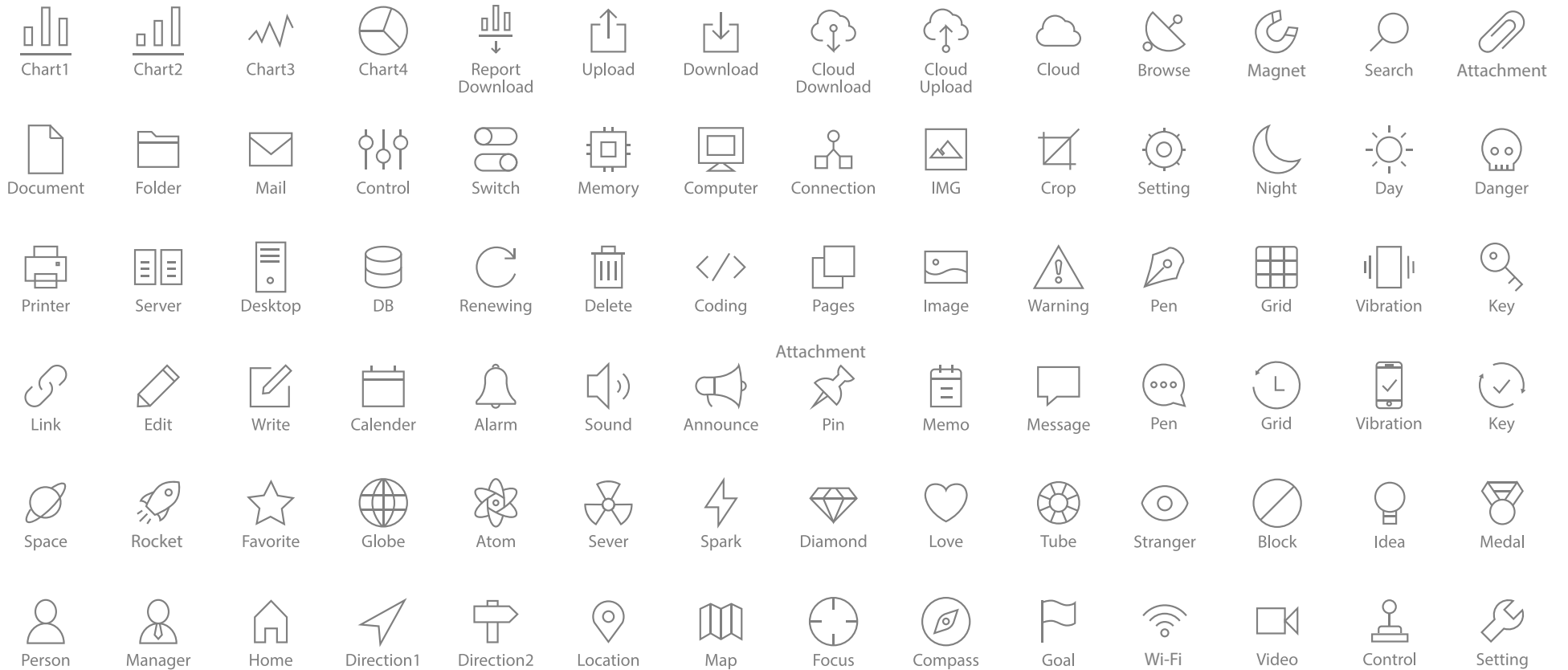


Image Style

Image style is a key element of Fasoo AI's internal and external visual communication. All imagery should maintain a consistent visual language based on the designated illustration style. Avoid using visuals or excessive illustrations that do not align with the brand concept.

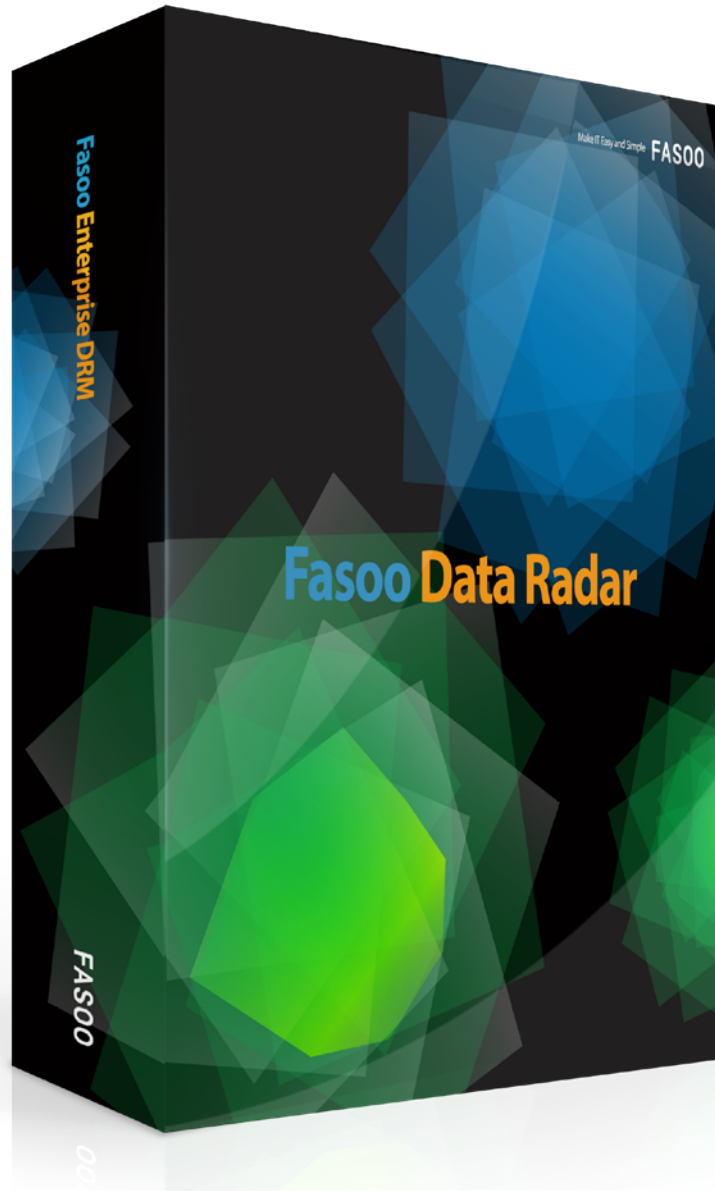
***Images related to global connectivity, security, software, digitalization, and communication are recommended.**



Basic System

Application System

Package



FASOO

Fasoo AI
Product Guidelines

The following guidelines apply to
Fasoo AI product logos.

FASOO | AI

Fasoo AI Product Logo System

Products and services (solutions) developed by Fasoo AI can have a brand identity derived from a separate product name in consideration of the peculiarities of the products and services while maintaining the representative identity of Fasoo AI consistently.

***The logotype must always be used in accordance with the established guidelines and standards.**

FDR **Fasoo Data Radar**

FED **Fasoo Enterprise DRM**

FRV **Fasoo RiskView**

Fasoo AI Product Logo System

Products and services (solutions) developed by Fasoo AI can have a brand identity derived from a separate product name in consideration of the peculiarities of the products and services while maintaining the representative identity of Fasoo AI consistently.

***The logotype must always be used in accordance with the established guidelines and standards.**

FED-E Fasoo Enterprise DRM for External

FSM Fasoo Secure Mail

FED-M Fasoo Enterprise DRM for Mobile

FSW Fasoo Secure Web

FED-N Fasoo Enterprise DRM for Node

FSS Fasoo Smart Screen

FED-R Fasoo Enterprise DRM for Repository

FSP Fasoo Smart Print

FILM Fasoo Integrated Log Manager

FXM Fasoo eXception Management

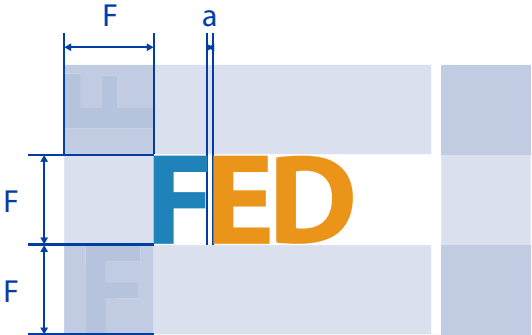
FCB Fasoo Cloud Bridge

FWB Fasoo Web Bridge

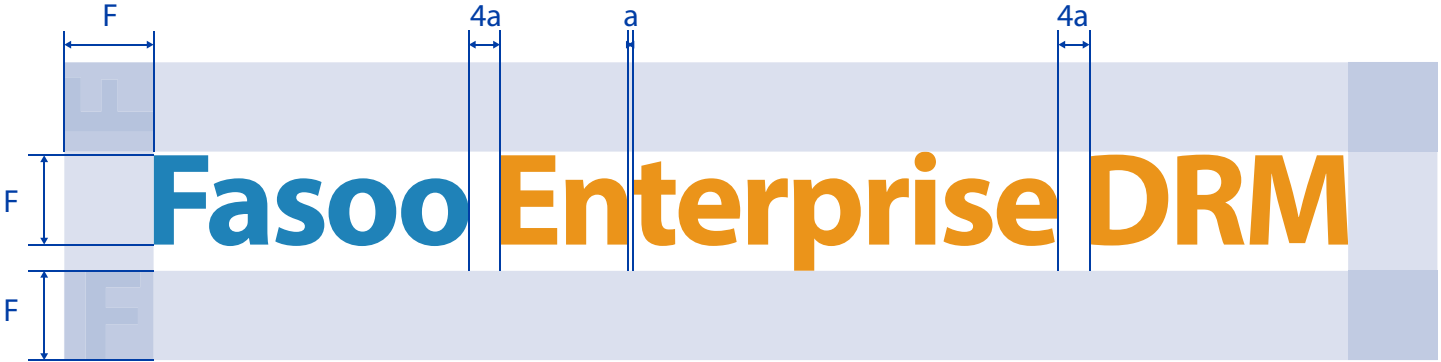
Fasoo AI Product Logo System

When using Fasoo AI product logos and symbols, the clear space and minimum size guidelines must be followed to prevent distortion, misuse, or any alteration that may compromise the integrity of the logo or symbol.

Clear Space



The spacing between letters should be equal to the width of the letter “a” shown in the diagram. Words beginning with the orange letter should maintain spacing equal to “4a” as indicated. All product logos must also maintain clear space equivalent to the height of the letter “F” shown in the diagram.



Minimum Logo Size

The minimum size of “F” is 10px.

10px  Fasoo Enterprise DRM

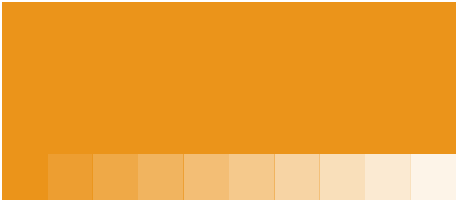
Color System

The color system is a core element of the visual identity for Fasoo AI products and services. To maintain brand consistency, only the designated colors should be used consistently across all applications. Colors must not be altered, misinterpreted, or supplemented, and the logo must not be modified in any way.

Primary Color



Pantone	7689C
Hex / HTML	#2283b9
CMYK	60 / 12 / 0 / 0
RGB	80 / 161 / 206



Pantone	7564C
Hex / HTML	#eb941a
CMYK	0 / 45 / 100 / 5
RGB	235 / 148 / 26

Secondary Color



Hex	#595959
CMYK	0 / 0 / 0 / 80
RGB	89 / 89 / 89

Usage on Backgrounds

The application of product and service (solution) logos may vary depending on the background characteristics. When selecting a background, ensure sufficient contrast and visibility to maintain logo clarity and prominence. Failure to follow these guidelines may compromise the integrity and recognition of the original logo.



Use the single-color logo only in grayscale applications.

Fasoo RiskView

Use the single-color logo only in grayscale applications.



Ensure sufficient contrast between the logo and background colors.



Do not use backgrounds with complex images or patterns.

Wrapsody

Wrapsody
Product Guidelines

The following guidelines apply to the
Wrapsody product logo.

FAS00 | AI

Wrapsody Logo

The Wrapsody logo features a symbol inspired by the concept of wrapping, reflecting the product's core values of centralized document management, ease of use, and seamless automated collaboration through naturally connected lines and forms.

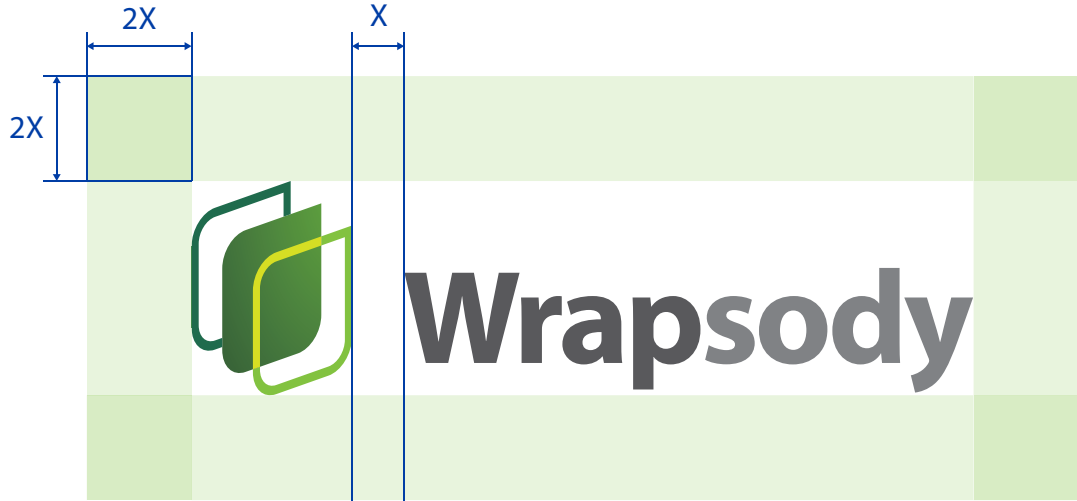
***The signature consists of both the symbol and logotype, and must always be used in accordance with the established guidelines and standards.**



Wrapsody Logo

When using the Wrapsody logo and symbol, the clear space and minimum size guidelines must be followed to prevent interference from surrounding elements and to preserve the integrity of the logo and symbol.

Clear Space



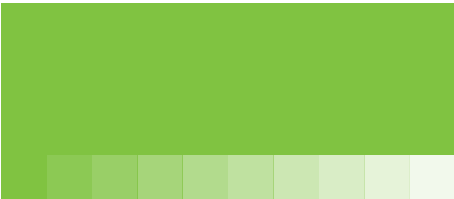
Minimum Logo Size



Wrapsody Color System

The color system of the Wrapsody logo and symbol is a core element of its visual identity. To maintain the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Pantone	2293C
Hex / HTML	#80c341
CMYK	55 / 0 / 100 / 0
RGB	128 / 195 / 65

Secondary Color



Pantone	2297C
Hex	#bfd72f
CMYK	30 / 0 / 100 / 0
RGB	191 / 215 / 47



Pantone	2421C
Hex	#4fb84e
CMYK	70 / 0 / 95 / 0
RGB	79 / 184 / 78



Pantone	349C
Hex	#22704e
CMYK	85 / 34 / 80 / 20
RGB	34 / 112 / 78



Hex	#595959
CMYK	0 / 0 / 0 / 80
RGB	89 / 89 / 89



Hex	#808080
CMYK	0 / 0 / 0 / 60
RGB	128 / 128 / 128

Usage on Backgrounds

The application of the Wrapsody logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design. Please follow the guidelines below to ensure consistent and accurate logo representation.



As shown above, this version may be used when gradient reproduction is not possible or when the logo is displayed at a smaller size.



The Wrapsody logo may be used in a single solid Wrapsody color.



Use the white logo version on dark backgrounds.



Example of the Wrapsody logo and symbol in solid black.

Wrapsody eCo Logo

Wrapsody eCo, the external collaboration platform, was developed based on the existing Wrapsody visual identity. When using the logo and symbol, the clear space and minimum size guidelines must be followed. Please adhere to the application guidelines and do not modify the logo in any way.

Primary Logo



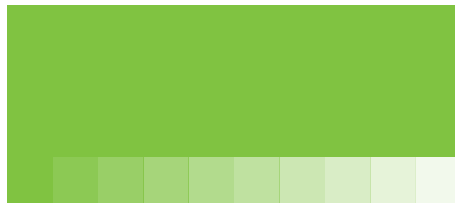
Minimum Logo Size



Wrapsody eCo Color System

The color system of the Wrapsody eCo logo and symbol is a core element of its visual identity. To preserve the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Pantone 2293C
Hex / HTML #80c341
CMYK 55 / 0 / 100 / 0
RGB 128 / 195 / 65

Secondary Color



Hex #595959
CMYK 0 / 0 / 0 / 80
RGB 89 / 89 / 89



Hex #808080
CMYK 0 / 0 / 0 / 60
RGB 128 / 128 / 128

Usage on Backgrounds

The application of the Wrapsody eCo logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design. Please follow the guidelines below to ensure consistent and accurate logo representation.



Use the white + accent color version on dark backgrounds.



Approved accent colors may be selected based on the application or media.



Use the white logo version on dark backgrounds.



Example of the Wrapsody eCo logo and symbol in solid black.

MINDSAT

Mind-SAT
Product Guidelines

The following guidelines apply to the
Mind-SAT product logo.

FASOO | AI

Primary Logo

This simple-style logotype is the primary visual element representing and unifying the Mind-SAT product line.

MINDSAT

Mind-SAT Color System

The color system of the Mind-SAT logo and symbol is a core element of its visual identity. To preserve the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Hex / HTML #2f2f2f
CMYK 0 / 0 / 0 / 82
RGB 47 / 47 / 47

Usage on Backgrounds

The application of the Mind-SAT logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design.

MINDSAT



MINDSAT



MINDSAT

MINDSAT



AnalyticDiD
Product Guidelines

The following guidelines apply to the
AnalyticDiD product logo.

FAS00 | AI

Primary Logo

This simple-style logotype is the primary visual element representing and unifying the AnalyticDID product line.



ADID Color System

The color system of the AnalyticDID logo and symbol is a core element of its visual identity. To preserve the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Hex / HTML #486fff
CMYK 80 / 55 / 0 / 0
RGB 72 / 111 / 255

Secondary Color



Hex / HTML #4d4d4d
CMYK 59 / 48 / 46 / 46
RGB 77 / 77 / 77

Usage on Backgrounds

The application of the AnalyticDiD logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design.





Fasoo Fireside
Product Guidelines

The following guidelines apply to the
Fasoo Fireside product logo.

FASOO | AI

Primary Logo

This simple-style logotype is the primary visual element representing and unifying the Fasoo Fireside product line.



Secondary Logo

The secondary logo consists of the primary logo combined with a superscript element. The customer's CI may be applied in the superscript area. While the primary logo should be used as the default, the secondary logo may be used flexibly depending on the application or use case.



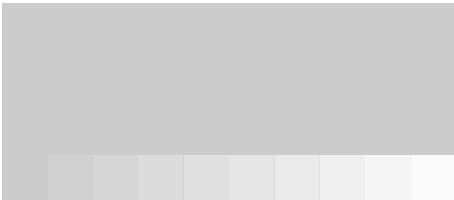
Fasoo Fireside Color System

The color system of the Fasoo Fireside logo and symbol is a core element of its visual identity. To preserve the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Hex / HTML #3363e8
CMYK 90 / 58 / 0 / 0
RGB 51 / 99 / 232



Hex / HTML #cccccc
CMYK 23 / 15 / 15 / 0
RGB 204 / 204 / 204

Usage on Backgrounds

The application of the Fasoo Fireside logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design.





FasooBlock
Product Guidelines

The following guidelines apply to the
FasooBlock product logo.

FASOO | AI

Primary Logo

This simple-style logotype is the primary visual element representing and unifying the FasooBlock product line.



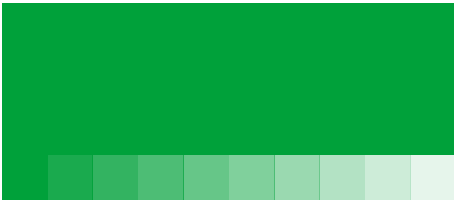
Fasoo Block Color System

The color system of the FasooBlock logo and symbol is a core element of its visual identity. To preserve the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Pantone 109-7C
Hex / HTML #0089cf
CMYK 43 / 41 / 0 / 0
RGB 0 / 128 / 201A



Pantone 145-8C
Hex / HTML #00ae4d
CMYK 85 / 0 / 100 / 0
RGB 0 / 174 / 77

Usage on Backgrounds

The application of the FasooBlock logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design.





Fasoo AI-R
Product Guidelines

The following guidelines apply to the
Fasoo AI-R product logo.

FASOO | AI

Primary Logo

This simple-style logotype is the primary visual element representing and unifying the Fasoo AI-R product line.



Fasoo AI-R Color System

The color system of the Fasoo AI-R logo and symbol is a core element of its visual identity. To preserve the impact and legibility of the logo and symbol, only the designated colors should be used consistently across all applications.

Primary Color



Hex / HTML #486fff
CMYK 80 / 55 / 0 / 0
RGB 72 / 111 / 255

Secondary Color



Hex / HTML #4d4d4d
CMYK 59 / 48 / 46 / 46
RGB 77 / 77 / 77

Usage on Backgrounds

The application of the Fasoo AI-R logo and symbol may vary depending on the background characteristics. Improper color usage in black-and-white media or environments where gradients cannot be reproduced may compromise the integrity of the original design.



FASOO | AI

1897 Post Rd, Suite 4, Darien, CT 06820

Tel: (732) 955-2333 www.en.fasoo.ai

*Reproduction or distribution of this guide without prior written permission is strictly prohibited.