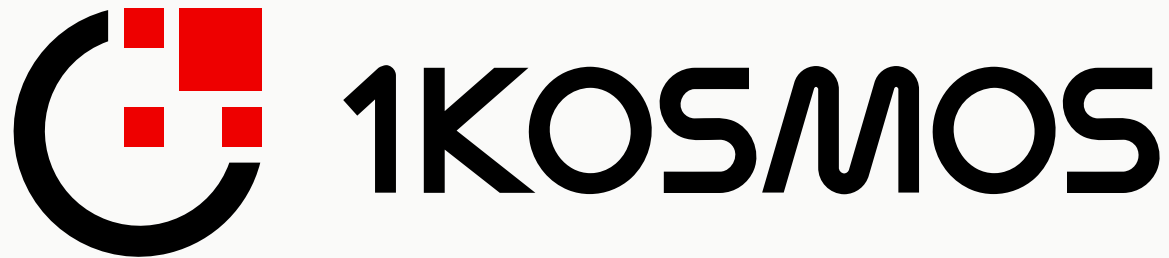


Brand Guidelines

Logo Design



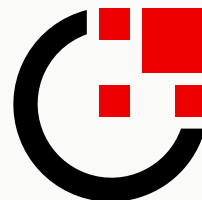
Logo and usage



Horizontal Logo Clear Space



Logomark



Negative version



Gray scale version



Black version



Horizontal logo minimum size

Print 25 mm



Digital 100 px



Incorrect logo use



Typography



Primary font

An all-purpose workhorse family with wide application. The larger x-height gives an open readability even in small sizes, while the range of weights and styles – italic, script, rounded, rough – make a large and versatile family.

Urbane

Aa

Type designer, Rian Hughes.

Slogan

46 Urbane Demi Bold

Header

38 Urbane Demi Bold

Subtitle

24 Urbane Demi Bold

Subtitle

18 Urbane Demi Bold

Contents

16 Urbane Medium

System font

If Urbane is not available, Arial may be substituted in digital formats.

Arial

Aa

Slogan

46 Arial Bold

Header

38 Arial Bold

Subtitle

24 Arial Bold

Subtitle

18 Arial Bold

Contents

16 Arial Regular

Color



Color palette



COLOR CODES

CMYK 0, 98, 99, 0
RGB 238, 0, 0
Hex #ee0000



COLOR CODES

CMYK 0, 0, 0, 90
RGB 25, 25, 25
Hex #191919



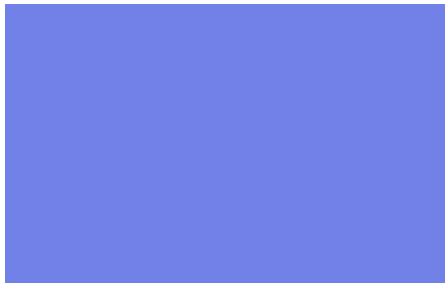
COLOR CODES

CMYK 1, 1, 1, 0
RGB 252, 252, 252
Hex #fcfcfc



COLOR CODES

CMYK 48, 10, 35, 0
RGB 147, 191, 177
Hex #93bfb1



COLOR CODES

CMYK 64, 51, 0, 0
RGB 114, 129, 232
Hex #7281e8



COLOR CODES

CMYK 100, 100, 40, 54
RGB 29, 10, 59
Hex #1d0a3b



COLOR CODES

CMYK 92, 55, 41, 33
RGB 8, 77, 97
Hex #084d61



COLOR CODES

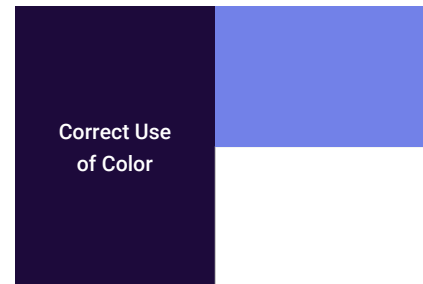
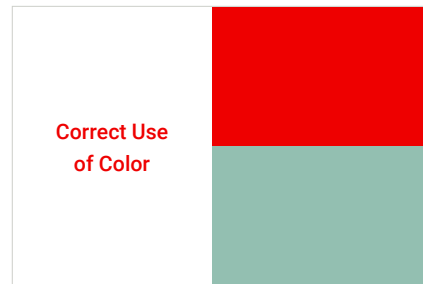
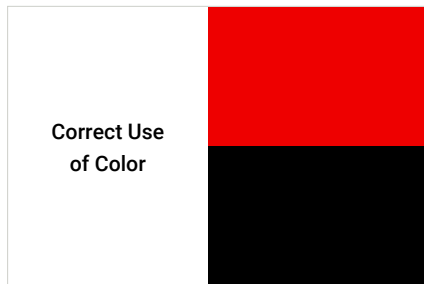
CMYK 0, 20, 60, 0
RGB 255, 211, 122
Hex #ffd37a

Color Proportions (Do's & Don'ts)



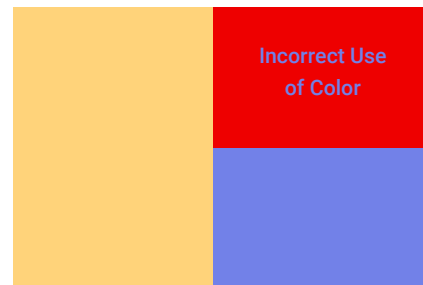
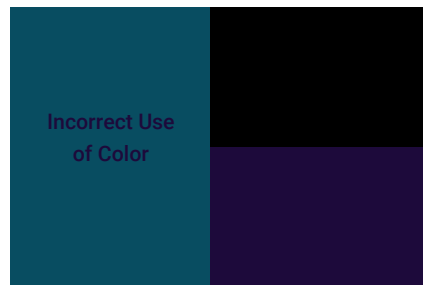
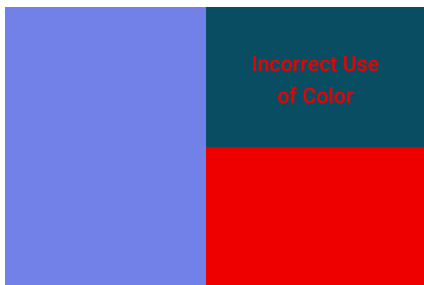
Do

High contrast, and proportional color combinations



Don't

Poor contrast, and disproportionate color combinations



Brand Elements





Strong Authentication with Strong Identity

Performing strong, verified identity-based authentication for both workers and customers, eliminating the need for passwords, one-time codes, and more.

Backgrounds, Patterns & Shapes



Identity Print

A subtle thumbprint pattern to be used as a background element



Corner Frame

An element which can be used to ground, or frame a headline, or an image

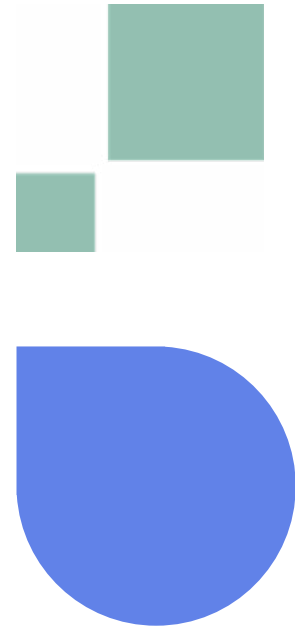


Image Masks

An element which can be used to frame an image, or as an image mask

Photography

The usage of photography in the 1Kosmos brand focuses on real people, in real scenes. Stock photo scenes generally encompass a versatile range of lifestyle shots, in either office or home environments, with the addition of a device like a laptop or smart phone.



Selecting Stock Photography

Focus on real people, in real every day scenes. When possible, choose stock that shows authentication in an elegant manner.

Avoid heavily embellished stock photos.



Image Montages

Stock photography may also be combined with other visual elements to create branded montages.



Social Media Panels

WEBINAR
**A Customer First
Approach to Identity
Based Authentication**
September 29, 2021 | 8:00 am PDT




 **1KOSMOS**


BLOG
**1Kosmos Relaunch:
How 1Kosmos Protects
Identity from Attack**



 **1KOSMOS**

BRAND NEW
**Strong Authentication
with Strong Identity**
Experience BlockID



 **1KOSMOS**

BLOG
**Intro to Biometric
Passwords**



 **1KOSMOS**

Marketing Collateral



About 1Kosmos

1Kosmos uses advanced biometrics and a private blockchain to perform identity-based authentication, securing online services from password-based attacks.

By verifying the identity of users as they log in, authenticate or transact into corporate networks, 1Kosmos helps CISOs / CTOs / CDOs regain control of IT services and revenue generating consumer digital services from anonymous users hiding behind compromised logins.

This combats data breach, ransomware and other attacks related to passwords that are:

- Weak and easily hacked or guessed
- Inadvertently disclosed in phishing / Business Email Compromise (BEC) attacks
- Shared with co-workers / contractors
- Stolen over public or home wifi

1Kosmos BlockID is the only platform certified to both the FIDO2 standard and the NIST 800-63-3 guideline that addresses this challenge by:

- Automatically verifying the identity of users via a convenient self-enrollment process. This readily integrates into and improves i9 onboarding and serves as a fully compliant “know your customer” process.
- Automatically creating a digital identity under user control.
- Using a convenient QR code and non-spoof able facial biometric (ie, LiveID™) to authenticate users for login and transaction approval.

1 Verizon 2 Stastica 3 Cybersecurity Ventures 4 IBM

www.1kosmos.com



PROBLEM
61% of breaches attributed to credentials¹

In 2020, 1,001 Data Breaches exposed 155.8M records²

Breached companies underperformed NASDAQ by about 5% after six months¹

In 2021, Ransomware damage costs will rise to \$20B³

The average cost of a ransomware attack in 2020 was \$4.44 million⁴



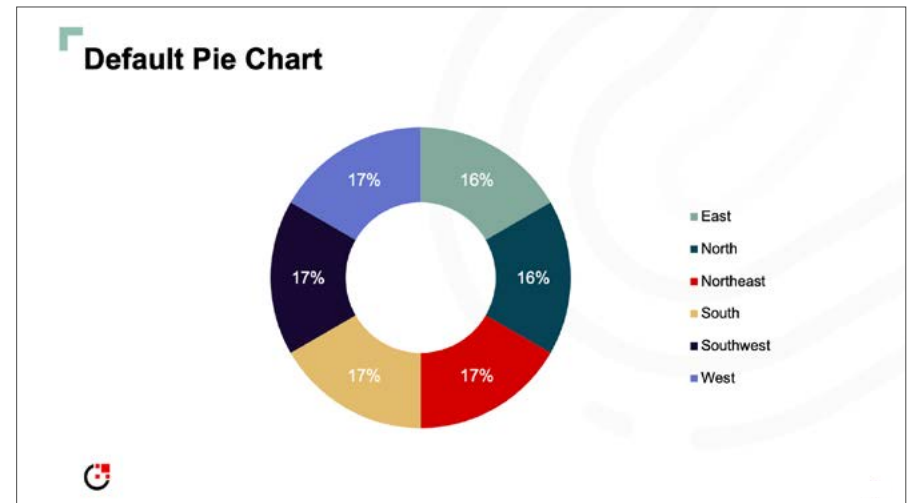
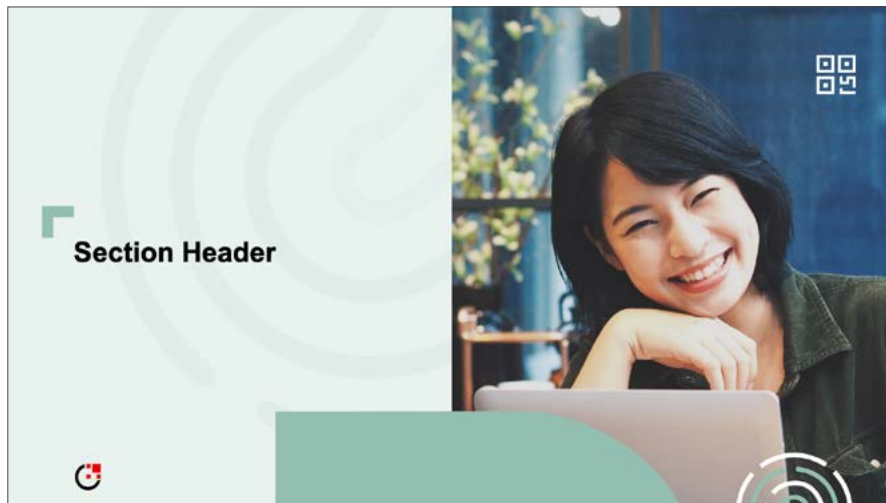
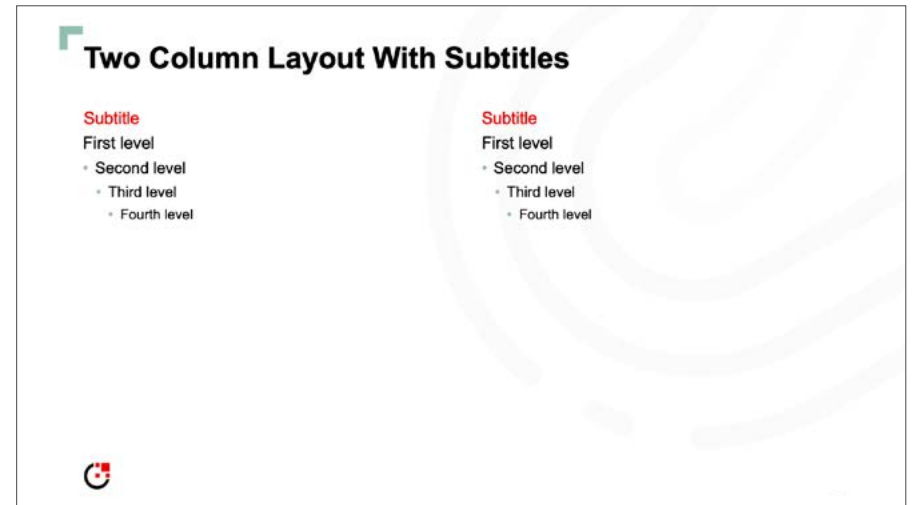
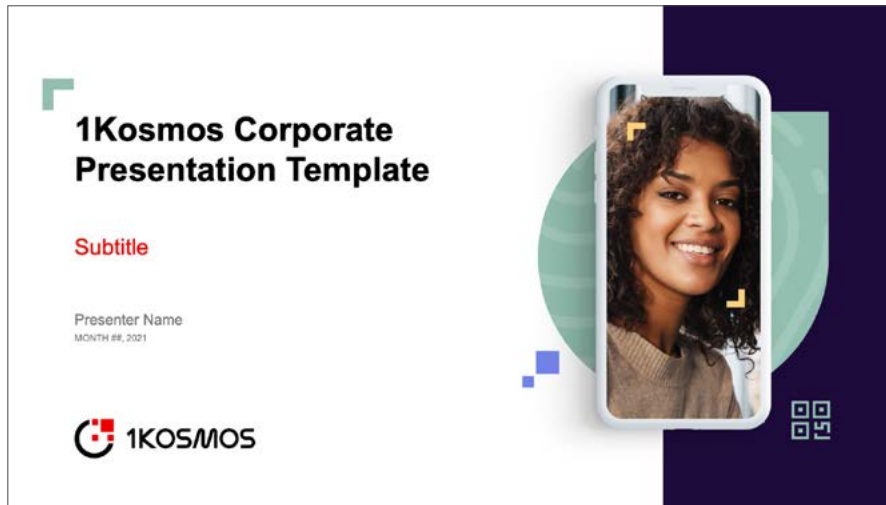
Secure Your Distributed Workforce: Go Passwordless

The Future of Authentication is Here



1Kosmos BlockID Workforce Introduction

Presentation Template



Iconography Style



