



The Ultimate **OSINT** Tool

Epieos Logo Usage Guidelines

SVG/PNG/JPG

1. Preferred Logo Version

Always prioritize the use of the logo including the baseline “The Ultimate OSINT Tool” and the copyright ®.



This version should be considered the primary brand asset.

Exception:

Use the version without the baseline only when the overall composition (small formats, layout constraints, visual overload, or lack of space) negatively impacts readability or logo recognition.

If needed, the different colors used across the logo variations are available in the media kit.



2. Logo Selection by Background Color

a. Light backgrounds



Use the Red / Black logo

- Red symbol
- Black typography
- Ensures optimal contrast on white or light-toned backgrounds

Examples:

- White
- Light grey
- Beige
- Very bright backgrounds

b. Dark backgrounds



Use the Red / White logo

- Red symbol
- White typography
- Guarantees optimal readability

Examples:

- Black / Dark visual environments
- Dark grey
- Navy blue

c. Red backgrounds



Use the White / White logo

- White symbol
- White typography
- Preserves visual impact and brand consistency

Use only on the official brand red or reds with equivalent brightness.

3. Best Practices

- ✓ Maintain sufficient clear space around the logo
- ✓ Preserve original proportions
- ✓ Use official logo variants only
- ✓ Always verify contrast before publication

4. Avoid

- ✗ Changing logo colors
- ✗ Distorting or stretching the logo
- ✗ Adding effects (shadows, outlines, gradients)
- ✗ Using an incorrect variant for the background
- ✗ Removing the baseline without a readability justification

5. Use of the Epieos Horse Icon



The Epieos horse icon may be used independently from the full logo for decorative and supporting visual purposes.

Approved use cases include:

- Decorative brand elements within visual compositions
- Very small-format applications where the full logo would lose readability
- Favicons and browser icons
- Social media profile pictures and avatars
- Minimal branding placements

When used independently, the icon should remain visually consistent with official brand colors and proportions and should not be modified or stylized.