Brand Identity Guide — Security Camera Software



Built to watch closely.

Look is security camera software — live monitoring, recorded footage, and alerts, built for people who need to trust what they're seeing. The wordmark turns on a single gesture: the ribbon fold inside the two o's, catching light differently depending on the angle, the way a lens does. This guide sets out how to reproduce that mark consistently, in color, in space, and in type, across the app, the dashboard, packaging, and install materials.

01

Logo

The primary lockup is the wordmark in full. Use it whole — never separate the "k" flag from the letters, and never re-color individual strokes. The two o's are the closest thing the mark has to a pair of lenses; keep them intact and legible at every size.



On light or neutral backgrounds (white, Cloud), the full-color lockup is the default choice.



On Ink or other dark backgrounds, the full-color lockup still holds — the cyan carries the contrast.



Clear space: keep an empty margin around the mark at least equal to the height of the lowercase "o" on every side. Nothing else — text, edges, other logos — should enter that margin.

Minimum size: 64px wide on screen, 0.75in wide in print. Below that, the ribbon fold loses definition and the mark should be dropped in favor of a wordmark-only lockup.

02

Color

Two colors carry the brand. Look Cyan is the signal — the color people will recognize first. Look Navy gives it weight and keeps the palette from feeling thin.

Look Cyan
Primary — signal color

HEX 00CCFF
RGB 0, 204, 255

Look Navy
Secondary — depth & contrast

HEX 144FA3
RGB 20, 79, 163

Ink
Text & dark surfaces

HEX 0A1628
RGB 10, 22, 40

Cloud
Light background

HEX F4F8FB
RGB 244, 248, 251

03

Typography

Space Grotesk carries headlines and anything that needs the mark's geometric, slightly technical character. Inter handles everything meant to be read at length.

DISPLAY Space Grotesk · Semibold

Look at it closer.

HEADING Space Grotesk · Medium

A mark that changes with the light.

BODY Inter · Regular, 16–18px, 1.6 line height

Body copy stays quiet and legible. Set it in Ink on Cloud, or Cloud on Ink — avoid setting long paragraphs directly in Cyan or Navy, since both lose contrast at text size. This matters most in the product itself: timestamps, camera labels, and alert text need to stay readable over a live video feed.

04

Using the mark

The ribbon fold is the one detail people will notice if it breaks. Keep it intact.

Do



Use the full-color lockup at full opacity, on approved backgrounds, with clear space intact.

Don't



Don't flatten the mark to a single color, add a drop shadow, or place it over a busy photo.

Do



Scale the lockup proportionally, and keep the "k" flag's angle exactly as supplied.

Don't



Don't stretch, skew, rotate, or rebuild the wordmark in a different typeface.

05

Voice

People open this product because they're worried about something. The writing should never add to that — it should tell them exactly what's happening and what to do.

Calm

An alert states what was detected and where. No alarm language, no exclamation points.

Precise

Say the camera name, the time, the event. Vague copy is a liability in this product.

Trustworthy

No hype about "AI-powered" anything. Earn trust with accuracy, not adjectives.