CyberHoot

CYBERHOOT, LLC

Brand Guidelines

How to use the CyberHoot name, logo, colors and typography. Updated November 2026.

cyberhoot.com/brand-kit

Laugh. Learn. Hoot Up!

WHO WE ARE

Security awareness training that actually works.

Our mission is to create a more aware and better-secured world. Traditional cybersecurity training punishes people for being human. CyberHoot replaces punishment with positive reinforcement, so employees actually engage, learn and become a company's strongest defense.

CyberHoot is the positive reinforcement company for security awareness. Its automated platform helps organizations build stronger cybersecurity habits through positive reinforcement, engaging training and hands-off administration. Autopilot is the platform; modular Power-ups add HootPhish phishing training, AttackPhish simulations, Dark Web Monitoring and more. We serve MSPs, businesses, education and enterprise.

What we stand for

- **Honest.** No fluff, no overselling, no hidden fees.
- **Fun.** Security training does not have to be a snooze-fest.
- **Compassionate.** People who click are human, not stupid.
- **Simple.** If it is not simple, it is not secure.
- **Committed.** To our customers, our team and the mission.

Tagline: Laugh. Learn. Hoot Up!

OUR LOGO

The primary logo



Primary logo, full color, on white

The CyberHoot logo is a horizontal lockup of two parts: the **owl mark** and the **wordmark**. They are drawn to a fixed relationship and must always be used together as supplied, never re-typed or re-spaced.

Owl mark	Navy body, steel blue brow and eyes.
Wordmark	"Cyber" in Navy, "Hoot" in Steel Blue.
Preferred use	Full color on white or Mist backgrounds.
Formats	SVG for screen and print, PNG (transparent) where vector is not supported.

Always use the master files from the brand kit. Do not recreate the logo from a screenshot or from type.

OUR LOGO

Logo versions



Full color - default on white and light backgrounds



On dark - default on Navy and dark photography



Navy mono - single color print, embossing, low-ink



White - on Steel Blue, Mint or colored backgrounds

Clear space and minimum size



Keep a clear zone of at least **x** (the cap height of the "H" in Hoot) on all sides.

Clear space

Give the logo room to breathe. Nothing else - text, other logos, photography edges - should sit inside the clear zone.

Minimum size

Full logo	Owl icon
120 px / 30 mm wide	24 px / 6 mm tall

Below these sizes the owl's eyes lose definition. Use the owl icon alone when the full lockup will not fit.

Please don't



1. Stretch, squash or skew.



2. Rotate or tilt.



3. Recolor outside the palette.



4. Add shadows, glows, outlines or effects.



5. Place on busy or low-contrast backgrounds.



6. Re-type the wordmark, split the words or change the font.

OUR LOGO

The owl icon and the tagline



Color



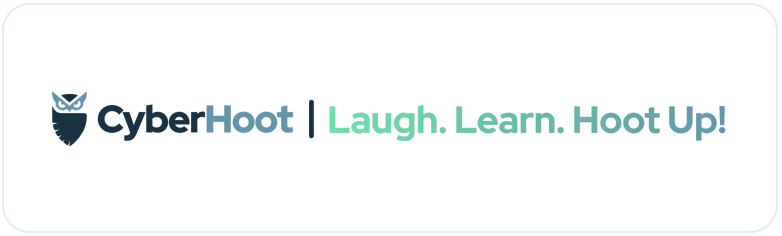
Navy



White

Use the owl on its own for favicons, app icons, social avatars, watermarks and anywhere the full lockup would be smaller than its minimum size. The owl always faces forward and is never cropped.

Signature with tagline



"Laugh. Learn. Hoot Up!" is the CyberHoot tagline. Use the supplied signature lockup (email signatures, presentation footers, swag). Do not attach the tagline to the logo in any other arrangement.

COLOR

Our palette

Navy
HEX
#1C3645

RGB 28, 54, 69
Primary. Headlines, body text, dark sections.

Slate
HEX
#3E5766

RGB 62, 87, 102
Secondary text, hover state of Navy.

Steel Blue
HEX
#6498AC

RGB 100, 152, 172
Accent for branding, large text, graphics and icons. Not for small body text on white.

Sky
HEX
#6DADC6

RGB 109, 173, 198
Hover state of Steel Blue, charts.

Mint
HEX
#72E3AB

RGB 114, 227, 171
Primary action and highlight color. Pair with Navy text.

Bright Mint
HEX
#72F9B6

RGB 114, 249, 182
Hover state of Mint.

Mist
HEX
#EFF5F7

RGB 239, 245, 247
Light section backgrounds, cards.

Ice
HEX
#E1EEF2

RGB 225, 238, 242
Borders, dividers, alternate backgrounds.

Navy and Steel Blue are the logo colors and carry the brand. Mint is reserved for action: buttons, key stats and highlights. **Accessibility (WCAG contrast):** approved text pairs are Navy on White (12.6:1), White on Navy (12.6:1), Navy on Mint (8.0:1), Navy on Mist (11.5:1) and Slate on White (7.6:1). Steel Blue is an accent for large text, graphics and icons only (3.2:1 on white). Never set White on Mint or Mint on White (1.6:1).

Red Hat Display

Aa Bb Cc 0123
Become more aware.

Headline 700 · Subhead 600 · Body 400

The quick brown owl swoops over the lazy phish. Red Hat Display is a geometric sans with friendly, open letterforms that match the tone of the brand: clear, confident and a little bit fun. Available free on Google Fonts in weights 300 to 900, upright and italic.

Brand font	Red Hat Display (Google Fonts)
Headlines	Bold 700, tight letter-spacing (-0.02em)
Body copy	Regular 400, 17px / 1.7 line height on the web
Buttons and labels	Bold 700; small labels uppercase with 0.2em tracking
Case	Sentence case for headings and buttons; ALL CAPS only for short labels
Fallback	Helvetica, then Arial, then system sans-serif, when Red Hat Display cannot be embedded (email, documents)

fonts.google.com/specimen/Red+Hat+Display

Names, voice and tone

How to write our name

- **CyberHoot** - one word, capital C and capital H. Never "Cyberhoot", "Cyber Hoot" or "CYBERHOOT" in running text.
- Legal entity: **CyberHoot, LLC**.
- **Autopilot** is CyberHoot's core platform for automating security awareness assignments, reminders, escalations, reporting and administration.
- **Power-ups** (one word, hyphenated, lowercase u) are optional modules that extend Autopilot. Core Power-ups: **HootPhish**, patented positive-reinforcement phishing training (U.S. Patent No. 12,756,737 B2); **AttackPhish**, traditional phishing simulations; **Dark Web Monitoring**, exposed-credential alerts.
- We also offer **vCISO** services. Our mascot is simply "the CyberHoot owl".
- Never: Cyberhoot, Cyber Hoot, AutoPilot, Power Ups, Hootphish, Attack Phish. Write in U.S. English.

Voice

- **Positive, not punitive.** We reward the right actions; we never shame people for clicking.
- **Plain and honest.** Say what the product does and what results to expect. No fluff.
- **Warm with a wink.** A light touch of humor is welcome; jokes never come at the user's expense.
- **Simple.** Short sentences, everyday words, no jargon without a plain-English explanation.

CyberHoot

THANK YOU

Questions about using our brand?

Download the latest logo files at **cyberhoot.com/brand-kit**. For press and partner inquiries, or approval of any use not covered here, contact us at **cyberhoot.com/contact-us**.