



BRAND GUIDELINES

HEIMWALL

The single source of truth for using the brand — logo, color, light and typography standards.

VERSION 1.0 · 2026 · SINGLE SOURCE

Guardian of the bridge. Protection that never sleeps.

Heimwall takes its name from **Heimdall**, the watchman of Norse mythology — guardian of the Bifröst bridge that links the worlds of gods and men. He sees across the Nine Realms and sounds the horn **Gjallarhorn** at the first sign of danger.

The horned helmet in the emblem embodies this eternal watch: it stands at the edge, sees every request, lets no threat through. The identity rests on two ideas — solidity and **light**.



Two parts, one lockup



EMBLEM

Faceted helmet. Standalone icon and avatar. Always symmetrical.

WORDMARK

Uppercase, wide-tracked, thin geometric sans. Never redrawn.

LOCKUP

Emblem left, wordmark right. Proportion and alignment are fixed.

Approved logo sets

Choose by background: dark is default, light only when print requires it.



Primary
Dark bg · default



Mono
Light bg · print



Emblem
Standalone · tight space



Wordmark
As text



App Icon
Glow · digital only

Give the logo room to breathe



MINIMUM — LOCKUP



≥ 120 px / 28 mm

MINIMUM — EMBLEM



≥ 16 px (favicon)

Never do these



✗ Distort / stretch



✗ Recolor off-brand



✗ Rotate / skew



✗ Busy / low-contrast bg



✗ Add shadow / effect



✗ White logo on light bg

A single light over black

BASE (INK)

Void #000000 App icon · halo	Abyss #06070D Page background	Obsidian #0A0C14 Primary surface	Slate #13152A Card surface	Steel #20223A Border · divider

SIGNAL (BRAND)

Halo Cyan ★ #22D3EE Signature glow · accent	Azure #3B82F6 Depth · secondary	Sky #38BDF8 Info · link	RULE Cyan is for accent and light only — never large fills. Black + cyan is the core brand pairing.

Interface and system colors

UI (IRIS)

Iris ★
#5E6AD2
Product UI accent

Iris Light
#AAB3FF
Text on Iris · chip

CYAN ↔ IRIS DISTINCTION
Cyan = brand & light (logo, halo, cover). **Iris** = product UI (buttons, active state, links). Don't mix them.

NEUTRAL & STATUS

White
#FFFFFF
Logo · headings

Mist
#E0E2F0
Body text

Muted
#7378A0
Secondary text

Emerald
#10B981
Success · online

Amber
#F59E0B
Warning · pending

Light is the brand's signature



1 · Core
Pure white emblem



2 · Inner halo
Cyan, 6–16 px



3 · Outer halo + base
Full signature

RECIPE · CSS

```
filter:
  drop-shadow(0 0 6px #22D3EE)
  drop-shadow(0 0 22px #22D3EE)
  drop-shadow(0 0 60px #22D3EEb3);
background: radial-gradient(circle,
  #22D3EE2e, transparent 62%), #000;
```

✓ **Correct**
Black bg · single cyan · symmetrical

✗ **Wrong**
Light bg · behind text · purple halo

Three approved backgrounds

The brand lives in the dark. One background per context: maximum impact, surface, and interface.



Void + Vignette
#000 · max impact
App icon, cover, hero, glow.



Obsidian
#0A0C14 · surface
Slides, web sections, documents.



Carbon + Grid
#0D0E18 · interface
Product UI, dashboard.

Inter — one family

Ag

INTER
Light 300 · Regular 400 · Medium 500 · SemiBold 600 · Bold 700

Display · 300

Protection that never sleeps

Heading · 600

Approved logo sets

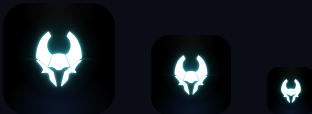
Body · 400

A security layer that protects web applications against attacks. Clear, calm, legible.

Mono · 500

185.122.10.4 · AAAA · @

Identity in the field



App icon · favicon



@heimwall

Social media avatar

EMAIL SIGNATURE



Osman Yilmaz
Security Engineer · HEIMWALL
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Cover and product UI

EDGE SECURITY PLATFORM

The wall in front of your app.



BLOCKED

12.4K

REQUESTS/S

3,812

UPTIME

99.99%



Consistency builds trust.

Our standards for logo, color, typography and visual usage ensure the brand is represented with the same quality and perception on every platform.

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