

I M M U T A

# Brand Manual

Logo usage and standards

JANUARY 2019

## IMMUTA AT A GLANCE

### HISTORY

Founded in 2015, Immuta was born out of the US Intelligence Community where our Customer needed an automated way to answer: who is asking what questions, of what data, and why? This ultimately led to the decision to build a platform where any tool, could connect to any data, and legal teams could enforce any regulation – without having to write code.

Since then, Immuta has raised \$30M from DFJ Growth, Dell Technologies Capital, Drive Capital, Citi Ventures, Daimler, and Greycroft.

### TAGLINE

Innovate. Responsibly.

### MISSION

Enable the legal and ethical use of data.

### VALUES

**Mission Focused** – Always put the mission first and never give up.

**Proficient** – Be an expert and a professional in your role.

**Humble** – No one knows everything, be aware of when you don't.

**Do it Right** – Don't cut corners, always do it the right way.

### OFFICE LOCATIONS

#### Maryland / DC

7878 Diamondback Drive  
College Park, MD  
20740

#### Boston

22 Boston Wharf Road  
Boston, MA  
02210

#### Columbus

629 North High Street  
Columbus, OH  
43215

#### New York

New York, NY

#### London

London, UK

PRIMARY LOGO

I M M U T A

I M M U T A

I M M U T A

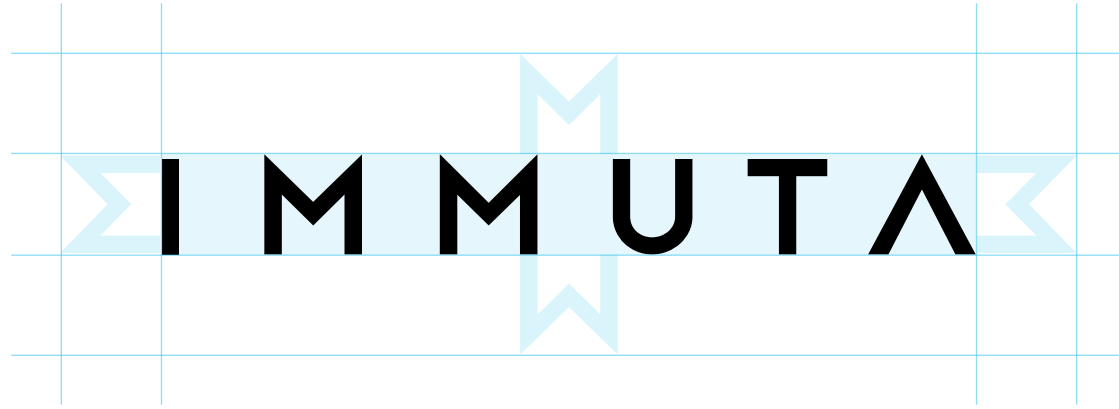


RGB 0 / 0 / 0  
HEX 000000  
CMYK 0 / 0 / 0 / 0



RGB 62 / 64 / 181  
HEX 3E40B5  
CMYK 86 / 82 / 0 / 0

## LOGO USAGE: SPACING



## LOGO USAGE: BACKGROUND COLORS

I M M U T A

I M M U T A

WHITE BACKGROUND: BLACK OR PURPLE LOGO

I M M U T A

BLACK BACKGROUND: WHITE LOGO

I M M U T A

SOLID COLOR BACKGROUND: WHITE LOGO

I M M U T A

LIGHT GRAY BACKGROUND: BLACK LOGO

## TYPOGRAPHY

### MARKETING

**Futura PT - Heavy**

**AaBbCc0123**

**AaBbCcDdEdFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWxYyZz 1234567890**

Runda

AaBbCc0123

AaBbCcDdEdFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWxYyZz 1234567890

### PRODUCT

Roboto

AaBbCc0123

AaBbCcDdEdFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWxYyZz 1234567890

#### BRAND INQUIRIES

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