



The brand book for Africa's full-stack cybersecurity partner.

BRAND SYSTEM 2026 • V1 • WORKING EDITION

What's inside?

A guide to using the HOSI brand with the same rigour the business brings to securing a data ecosystem. One system, applied consistently, wherever the brand shows up.

01	Why we exist	P . 04
02	Mission & values	P . 05
03	The logo	P . 06
04	Clear space	P . 07
05	Logo don'ts	P . 08
06	Colour palette	P . 09
07	Typography	P . 10
08	Surfaces	P . 11
09	Textures	P . 12
10	Iconography	P . 13



Most firms watch the perimeter.

HOSI secures the whole stack.

THE PROBLEM

African enterprises operate under POPIA, Joint Standard 2 and the Cybercrimes Act, with breaches, fraud and AI-driven threats rising. Most providers stop at the monitoring layer. A breach is rarely just a breach. It is a data, process, skills or compliance gap that became a security event.

THE REASON WE EXIST

HOSI takes responsibility for the entire operational stack that real cybersecurity outcomes depend on: the SOC, the data it monitors, the AI the data feeds, the IT operations security teams protect, and the people qualified to run it all. Built for African conditions, operating to international standards.

MISSION & VALUES

BRAND FOUNDATION

Trusted data is not a feature.

It is the **foundation.**

OUR MISSION

To transform fragmented data ecosystems into high-performance, trusted assets, securing your data and ensuring its resilience across every touchpoint, by blending AI-driven automation with deep domain expertise.

To be Africa's definitive architect for securing the integrity and resilience of enterprise data ecosystems.

WHAT WE STAND FOR

Integrity

Innovation

Excellence

Partnership

Skills Development

THE LOGO

BRAND DESIGN

The shield.

The HOSI lockup pairs the HT shield with the wordmark. The H and T letterforms interlock inside a shield silhouette: security and stability, carried without being literal. The shield

carries the brand at its smallest; the full lockup leads wherever there is room.



Primary lockup

The full-colour lockup is the preferred application. Use it whenever there is space to breathe.

Backgrounds

Full-colour on cream and white. White lockup on navy. Navy lockup on copper.

One rule

Never recreate the lockup. Always use the supplied artwork.

Give it room to stand.

Clear space is the minimum protected area around the mark. Nothing enters this zone: not text, not image, not the edge of the page, not a competing element.



MINIMUM SIZE

Print: full lockup never below **32 mm** wide. Digital: never below **190 px**. Shield only: **16 mm / 40 px**.

BACKGROUNDS

On cream or white use the full-colour lockup. On navy use the white lockup. On copper use the navy lockup. On photography, place over a calm, low-contrast area.

Ways the mark should not be used.

Consistency is what builds trust, and trust is the product. Do not stretch, recolour, rotate, decorate, or otherwise reinterpret the mark.

 DON'T STRETCH	 DON'T TILT
 DON'T RECOLOUR	 DON'T ADD EFFECTS
 DON'T CROWD	 DON'T PLACE ON BUSY

Navy spine, copper charge.

Navy holds the structure. Cream is the canvas. Copper is the single charge, and the copper gradient is the one emphasis device, reserved for the phrases that need to land. Anchored on the official HOSI CMS colours.

PRIMARY

Navy

HEX 19272F

RGB 25 / 39 / 47

SECONDARY

Copper

HEX D67D4A

RGB 214 / 125 / 74

BACKGROUND

LIFT

Cream

HEX F9F4EB

RGB 249 / 244 / 235

Light Copper

HEX ED9A5E

EMPHASIS

TEXT

Deep Copper

HEX A85A2E

Heading / Body

HEX 303030

THE GRADIENT • LINEAR-GRADIENT(135DEG, #ED9A5E, #D67D4A, #A85A2E) •
EMPHASIS ONLY

TYPOGRAPHY

BRAND DESIGN

Open Sans

BRAND FACE • HEADINGS, BODY & UI

Regular Medium SemiBold **Bold**

ExtraBold

Open Sans is the HOSI typeface. It carries every heading and every line of body copy. Emphasis is the copper gradient on upright Open Sans, never italic.

a a a

IBM Plex Mono

METADATA • EYEBROWS, LABELS & FIGURES

Medium SemiBold Bold

IBM Plex Mono is the system's metadata voice, used for eyebrows, labels, source lines and figures. It signals the precision of a security and data business.

a a a

SURFACES

BRAND DESIGN

The surfaces.

Four surfaces, each with a role. Cream recedes and lets content lead. Navy earns weight and focus, the SOC and the security moments. Sand warms the storefront. The copper gradient brings energy to feature moments.

FAMILY 01

Cream · Primary

FAMILY 02

Navy · Focal

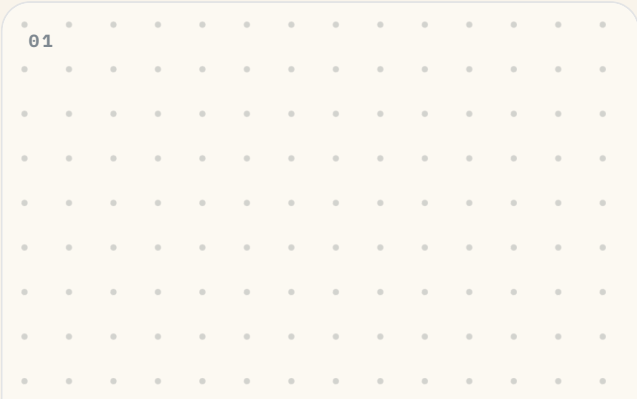
FAMILY 03

FAMILY 04

The textures.

The material language layered on the surfaces. Each texture signals something: structure, energy, focus, depth. Use one at a time and let it earn its place.

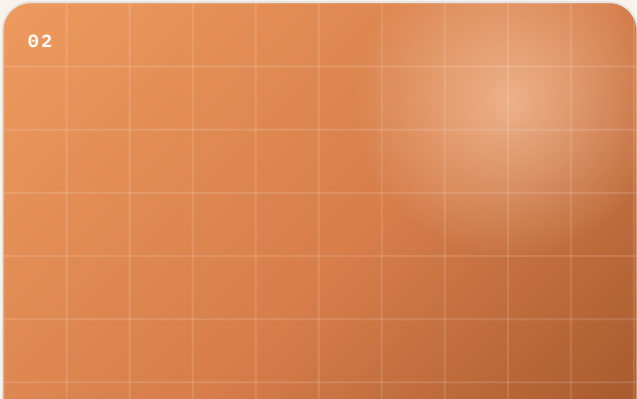
01



Dot grid

Structure and system. Behind data, charts and technical surfaces.

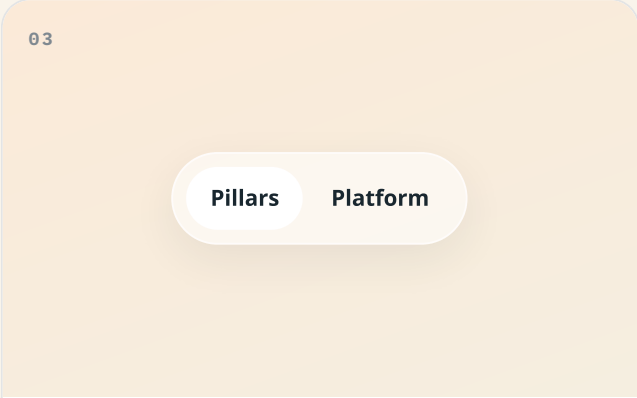
02



Copper mesh

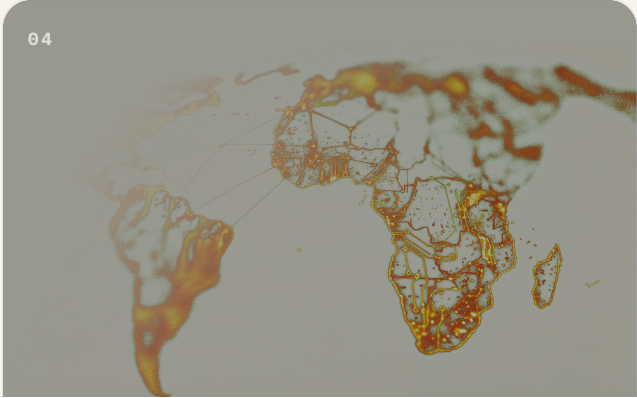
The signature gradient mesh. Hero backgrounds and feature moments.

03



Frosted glass

04



Africa circuit

Navigation, pills and floating UI. Light and dark variants.

The continent as a connected, secured network. Covers and hero art.

05

Grain

Subtle noise on navy surfaces. Adds depth so flat dark never reads cheap.

06



Shield glow

The shield lit on navy. Covers, focal headlines and 3D moments.

ICONOGRAPHY

BRAND DESIGN

The shield, and the set.

A copper line system built from the shield. Even strokes, rounded joins, one weight. The shield is the brand at its smallest; the service set carries the pillars.



LINE • COPPER • IN-COPY & SMALL



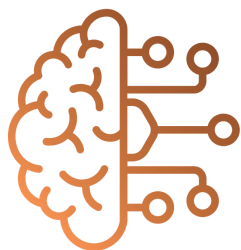
SOLID • ON NAVY • FEATURE & COVERS



CYBERSECURITY



DATA INTELLIGENCE



ENTERPRISE AI



DEVOPS & QA



ITSM



HOSI ACADEMY

VOICE & TONE

BRAND DESIGN

How the brand speaks.

HOSI speaks from experience competitors cannot manufacture. Authoritative without arrogance, plain about complex things, African in confidence and global in standard. It names the risk plainly and lets the substance do the lifting.

Authoritative

Sixteen years, four ISOs, four countries. The voice carries the weight without performing it.

02

Plain

Explains cyber, AI and compliance in language a CFO can use in a board meeting. Jargon only when it is precise.

03

Grounded

African in confidence, global in standard. No defensiveness, no overclaim. The substance is the proof.

04

Direct

Real risk to real organisations, said plainly. No euphemism, no fear-marketing, no superlatives the substance does not earn.

WE SAY

Real cybersecurity is full-stack.

Trusted data. Confident decisions.

Built for African conditions.

Operational, not aspirational.

Sovereign AI, inside your environment.

WE DON'T SAY

~~Best-in-class synergistic solutions.~~

~~Unlock exponential value.~~

~~Cutting-edge, world-class, next-gen.~~

~~Future-proof your journey.~~

Proudly empowered and passionate.

PHOTOGRAPHY & RENDERS

BRAND DESIGN

The visual world.

Real people, real environments, a cool navy grade warmed by copper. Business at scale, the SOC at work, the continent as a secured network. Prompt-ready briefs below: generate, then drop the result into the placeholder.



BRIEF 01

The SOC at work

Analysts at a 24/7 Security Operations Centre, glowing dashboards, low ambient light warmed by copper screens, candid focus. Navy grade, shallow depth of field. 3:2 ratio.

BRIEF 02

The continent, secured

Africa rendered as a connected circuit-board network, copper data paths lit against deep navy, nodes pulsing at the four office cities. Premium, dimensional. 16:9 ratio.

BRIEF 03

The founder

Nicol Mkhacana, confident and composed, considered light, navy backdrop, copper rim light.
Editorial, honest, never staged. 4:5 ratio.

BRIEF 04

The glowing shield

A single glass-and-chrome HT shield floating on a deep navy gradient, studio lighting, soft copper caustics, shallow depth of field. Weighted and modern. 1:1 ratio.

The brand in the world.

One identity across every surface. Website, decks, social and out-of-home all use the same lockup, the same colour logic, the same voice. Only the format changes.

WEBSITE

Homepage hero

DECK

Pitch / proposal cover

OOH

Airport / billboard

SOCIAL

Threat-stat tile

SOCIAL

Quote tile

SOCIAL
Insight tile

A NOTE ON RIGOUR

THANK YOU

Built as a system. Use it as one.

This brand was built to operate, not to sit in a folder. Use it the same way. When in doubt, choose the clearer option, and lead with the substance.

SOUTH AFRICA

Johannesburg

The Pivot, Montecasino Boulevard

+27 11 023 1995

ZIMBABWE

Harare

First Mutual Park, Borrowdale

+263 24 2788235

ZAMBIA

Lusaka

Lukwesa Road, Chalala

+260 95 651 5298

KENYA

Nairobi

The Oval, Ring Road, Westlands

+254 735 451892

HOSI TECHNOLOGIES • TRUSTED DATA. CONFIDENT DECISIONS.

HOSIAFRICA.COM • BRAND BOOK V1 • 2026