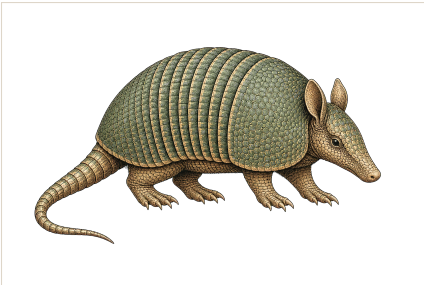
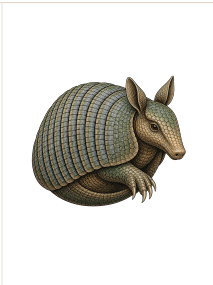


ARMADILLO IT

IT support, infrastructure, and resilience | by Souza Hub

Brand Identity			
Official name	Armadillo IT	Promise	Armored, resilient, protective technology support.
Mascot	Armadillo	Rationale	Resilient cybersecurity defense, endpoint protection, and backup safety represented by its armored bands.

Visual Language	
Pattern	Armor plates, shield grids, firewall nodes, backup cells, and resilient network blocks.
Service cue	Show protection, resilience, endpoints, backup, cybersecurity, and reliable support.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Eucalyptus	#3F6F58	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Carbon	#2B2D2F	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Pale gum	#EDF3ED	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Muted ochre	#C99A3D	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Warm grey	#F4F4F0	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Plus Jakarta Sans Bold	Weight 700	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance	
Website	Lead with business IT support, protection, monitoring, and continuity. Keep interface dense but clear.

Documents	Use eucalyptus and carbon for technical sections, support plans, and system diagrams.
Flyers / social	Focus on protection, backup, cybersecurity, and support response.
Email	Use plain IT language, clear action items, and minimal mascot presence.
Favicon / icon	Use the armadillo mark crop where armor silhouette remains visible.

Restrictions	
Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not make the armadillo cute or defensive in a cartoon way.
Rule	Do not overload IT materials with mascot decoration.
Rule	Show the armadillo in profile, highlighting the layered shell armor.
Rule	Keep its stance sturdy, active, and alert.
Rule	Emphasize a solid defensive barrier layout in its posture.