Brand Guidelines

2025

cowbell®

Our brand manifesto

As people, as businesses,
We are shaped by the systems that support us.
Made to feel more confident, more secure.

At Cowbell,
We believe the strongest foundations are built not in moments of crisis,
But in the quiet certainty of knowing you're protected.
That rather than a future defined by dangerous distractions,
We can choose a more focused way forward.

We're here to make cyber security manageable,
Cyber insurance nimble,
And confidence in your protection attainable.

Because strength doesn't have to shout.
It hums beneath the surface, steady and sure.
Quiet until it needs to be heard.

This is Cowbell.
The sound approach to risk.

These guidelines embody Cowbell's strategic vision as the sound approach to risk.

As we continue to grow and evolve, this guide ensures Cowbell's position, voice, and visual identity remain consistent across every interaction. Use these tools to represent the steady confidence that sets us apart.

In a world of unpredictable risks,

Cowbell equips organizations to **overcome the inevitable.**

Our mission

To make digital risks manageable — helping businesses understand, prevent, and recover with confidence.

Our values

TRANSPARENCY

Share what you know

We're open about sharing timely, relevant information so we can solve problems together.

RESILIENCY

Turn setbacks into strengths

We have the grit to keep pushing forward, especially when things don't work out as planned.

URGENCY

Act with urgency

We stay alert and move quickly when new threats and opportunities emerge.

EMPOWERMENT

Trust each other to deliver

We trust each other to lead and know that different backgrounds and ideas help us make better decisions.

Our belief

Protection should create **confidence, not complexity**.

The Cowbell logo

Our logo blends sharp precision with soft curves, making digital protection feel both advanced and approachable.

The bell stands as a constant signal—trusted, alert, and always watching. Just as farmers rely on cowbells for early warning, businesses rely on us to spot digital threats.

We've transformed that simple signal into smart, reliable protection—powered by innovation and built on human connection.

CONSISTENT CIRCLES

MATCHING ANGLES

The bell rings outward, mirroring the angles of the W in the wordmark. Four uniform circular forms are anchored by the stems of the B and Ls.

The Cowbell logo – Other Variations

PRIMARY

cowbell®

The sound approach to risk

EXTRA SMALL

cowbell

No Register mark and simplified bell Use for placements under 150px or .5 inch

ICON

Use for special digital uses and web badges above 32px

FAVICON

Use for web browser icons 32px and below

Brand palette

Cowbell's Primary Blue shows calm authority, reflecting our cybersecurity expertise and trusted protection.

Vibrant secondary colors add warmth and energy, keeping our look approachable yet refined.

This balanced palette sets us apart from generic tech brands—showing we're people-first experts who know every system protects real people.

Primary

Cowbell Blue
#0057A8
RGB 0, 87, 168
CMYK 96, 72, 1, 0
PANTONE 285 C / 2175 U

Neutral

C60 M40 Y40 K100	#444244	#8D8D8F	#D0D0D0	#F4F3F5	C0 M0 Y0 K0
R0 G0 B0	RGB 68, 66, 68	RGB 141, 141, 143	RGB 208, 208, 208	RGB 244, 243, 245	R255 G255 B55
Hex 000000	CMYK 67, 62, 58, 44	CMYK 47, 39, 38, 3	CMYK 18, 13, 14, 0	CMYK 3, 3, 2, 0	Hex FFFFFF

Hum - Clarity   Hum - Confidence

	Hum - Clarity				Hum - Confidence		
Overlay	#0E5E4A RGB 14, 94, 74 CMYK 88, 39, 74, 31	#005359 RGB 0, 83, 89 CMYK 93, 51, 54, 31	#0F42AB RGB 15, 66, 171 CMYK 97, 84, 0, 0 PANTONE 2939 C / 2939 U	#3132A8 RGB 49, 50, 168 CMYK 92, 90, 0, 0	#9D269B RGB 157, 38, 155 CMYK 45, 96, 0, 0	#D46E19 RGB 212, 110, 25 CMYK 13, 67, 100, 2	#E7AE1B RGB 231, 174, 27 CMYK 10, 32, 100, 0
Light	#B6F4D7 RGB 182, 244, 215 CMYK 26, 0, 22, 0	#90E0D6 RGB 144, 224, 214 CMYK 40, 0, 21, 0	#81D4FF RGB 129, 212, 255 CMYK 43, 2, 0, 0 PANTONE 2905 C / 2905	#A2B3E9 RGB 162, 179, 233 CMYK 34, 24, 0, 0	#EFD4E7 RGB 239, 212, 231 CMYK 4, 18, 0, 0	#F8D3A0 RGB 248, 211, 160 CMYK 2, 17, 40, 0	#F0E2A0 RGB 240, 226, 160 CMYK 6, 7, 44, 0
Medium	#0EA76C RGB 14, 167, 108 CMYK 81, 7, 77, 0	#079799 RGB 7, 151, 153 CMYK 82, 21, 42, 1	**Cowbell Blue**	#3F46B4 RGB 63, 70, 180 CMYK 85, 80, 0, 0	#CD58A6 RGB 205, 88, 166 CMYK 18, 79, 0, 0	#E69B24 RGB 230, 155, 36 CMYK 8, 43, 100, 0	#F2D138 RGB 242, 209, 56 CMYK 6, 14, 90, 0
Dark	#123C34 RGB 18, 60, 52 CMYK 86, 52, 70, 55	#04475F RGB 4, 71, 95 CMYK 96, 66, 43, 29	#13275F RGB 19, 39, 95 CMYK 100, 94, 33, 26 PANTONE 654 C / 281 U	#1D1B75 RGB 29, 27, 117 CMYK 100, 100, 22, 13	#711B4A RGB 113, 27, 74 CMYK 47, 98, 44, 32	#A53100 RGB 165, 49, 0 CMYK 24, 91, 100, 19	#A8671B RGB 168, 103, 27 CMYK 27, 62, 100, 14

Brand fonts

Trade Gothic Next Soft Rounded reflects our brand—strong and technical, but warm and human.

Inter for body copy ensures clarity and legibility. Together, they balance tech precision with approachability.

Type size	Example Font
8	EYEBROW INTER REGULAR
40	# H1 Trade Gothic Next Soft Rounded Pro Bold
24	**H2 Trade Gothic Next SR Pro Bold** B1 Trade Gothic Next SR Pro Regular
16	**H3 Inter Bold** B2 Inter Regular
10	**H4 Inter Bold** B3 Inter Regular
8	**H5 Inter Bold** B4 Inter Regular

Google Font Alternate
For internal documents or when design software is unavailable

H1 Barlow Bold

H2 Barlow Bold
B1 Barlow Regular

Websafe Font Alternate
For placements where custom fonts are unavailable

H1 Arial Regular

H2 Arial Bold
B1 Arial Regular

The Hum

The visual **Hum** represents Cowbell's constant, quiet vigilance—always active, always present.

It can feel calm with cool tones or bold with bright colors, but it's always simple and structured—like a digital echo of the world around us.

The **Bell** acts as a lens that reveals the Hum—uncovering the strength and vibrancy behind the quiet calm.

Use the Hum in photography when communicating big brand messages.

For more practical or detailed designs, the Hum can also appear as a subtle, abstract texture.

Full bell

Corner

Angle

Texture

Focus for your business

Coverage that keeps up

ZURICH | cowbell

Lead with confidence

Trust the signal. Trust the quiet.

cowbell

With digital risks, you don't know what you don't know. But we do.

Cowbell is a digital protection platform that keeps watch, so you can keep working.

cowbell
The sound approach to risk

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Cowbell Risk Report

AI claims are spiking for business of all sizes

92%
Dolus amucius ipsum dolor sit

COWBELL BRAND GUIDELINES