



Brand Manual

Introduction

Turris is the hardware and software division of the CZ.NIC Association – the administrator of the Czech national .CZ domain. Turris devices are designed and manufactured in the Czech Republic (EU).

Turris products are designed for those who require a higher level of security when using the Internet. They support encryption, are open source and have automatic updates, thus ensuring the highest level of security and independence in the digital world.

2025

Turris Omnia NG

A next-generation router with significant improvements in comparison to the original Turris Omnia.

2022

Major update to the Turris Sentinel system

Sentinel View 1.0 released with a responsive interface and improved data visualisation for Turris devices.

2020

Turris Sentinel

This year marks the launch of Turris Sentinel, a rewritten security research program for detecting and analysing real attacks from the Internet.

2018

Turris MOX campaign

After the successful retail introduction of Turris Omnia, Turris brings out a new modular router – the Turris MOX, which is again listed via crowdfunding, raising USD 373,000.

2016

Turris Omnia campaign

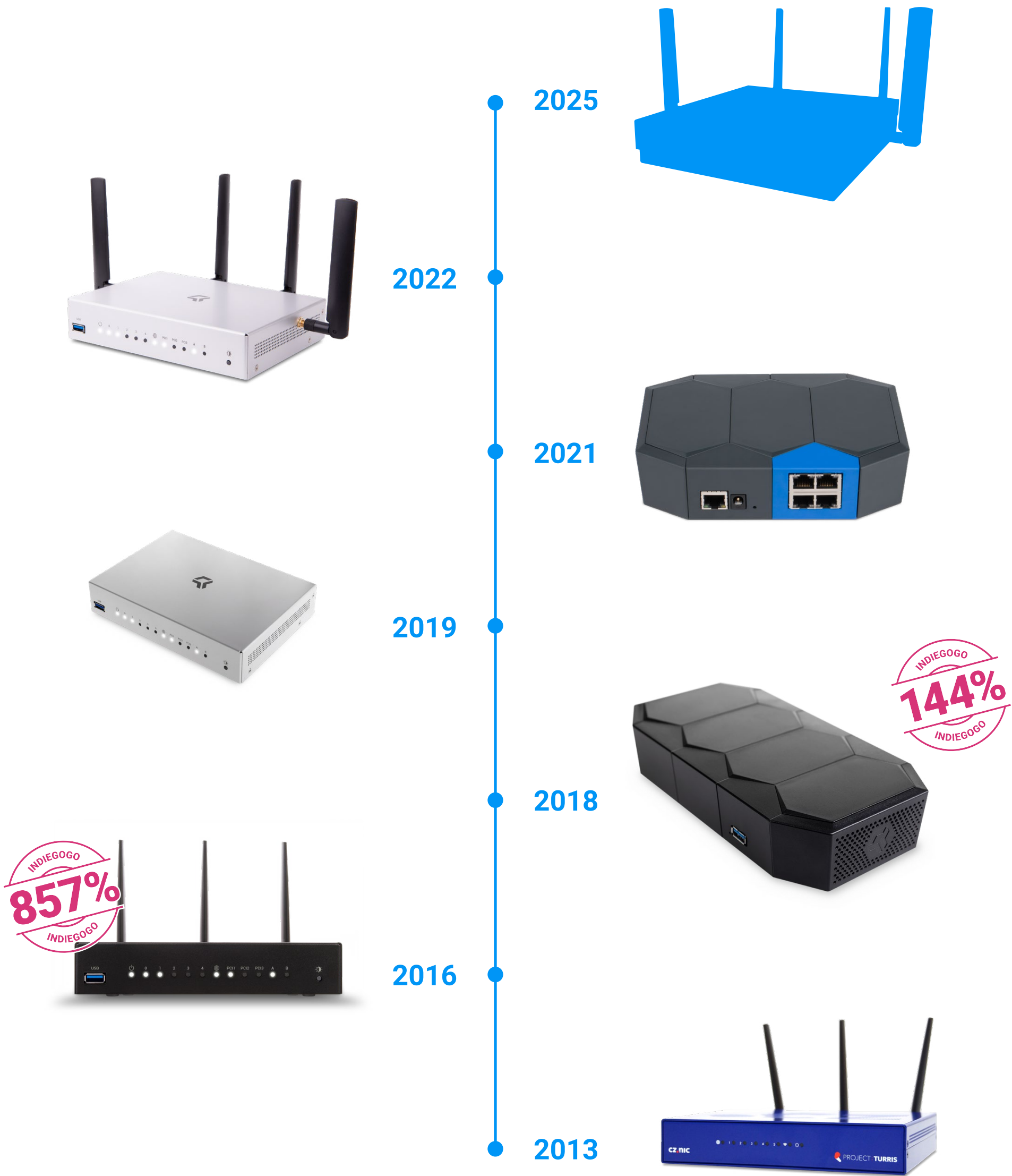
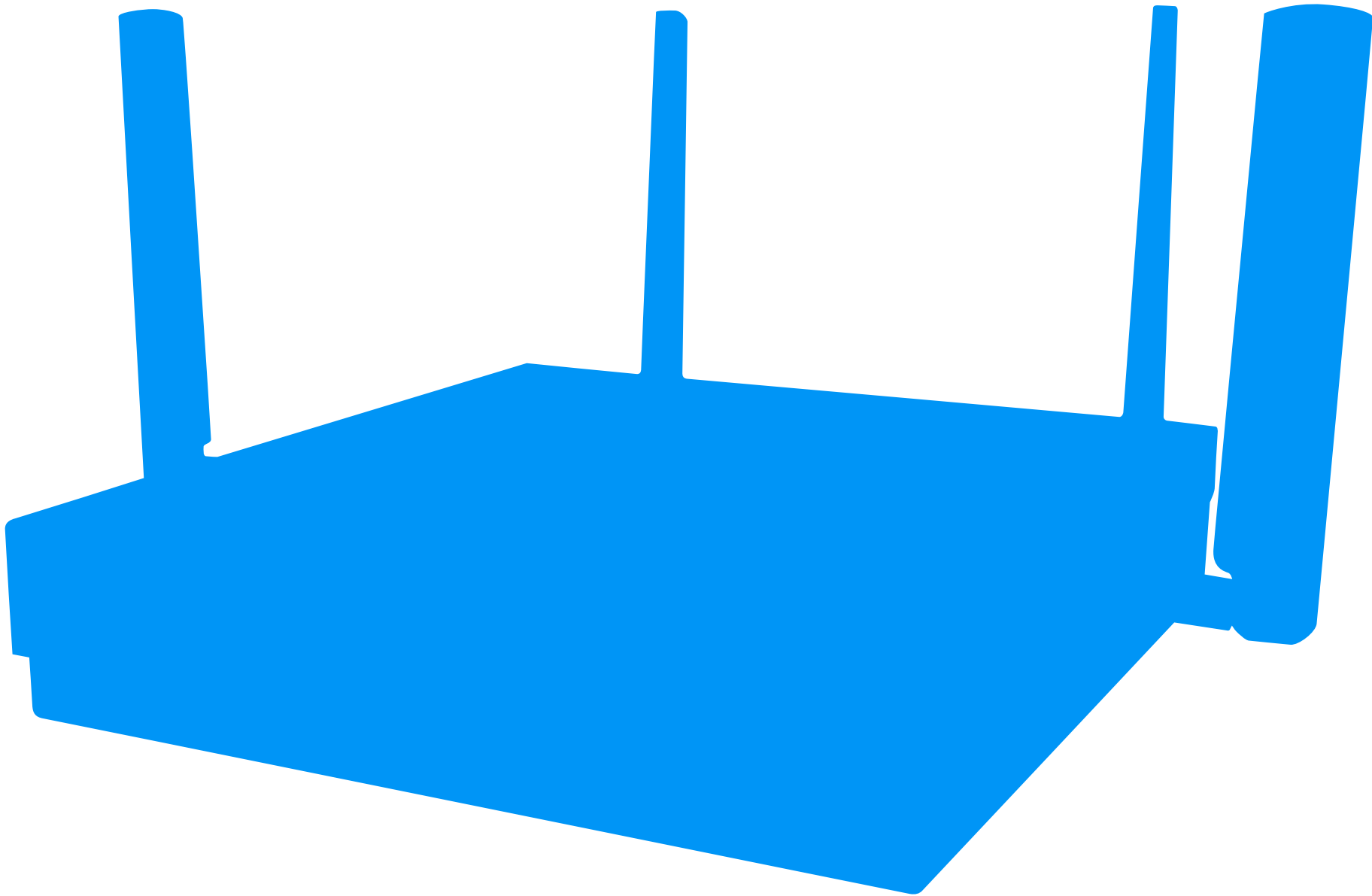
Following interest in the Project: Turris crowdfunding for the development of the Turris Omnia router was tested and the campaign raised USD 1.2 million (857% of the original projection).

2013

Project: Turris

A non-profit research project that helps end users protect their home networks.

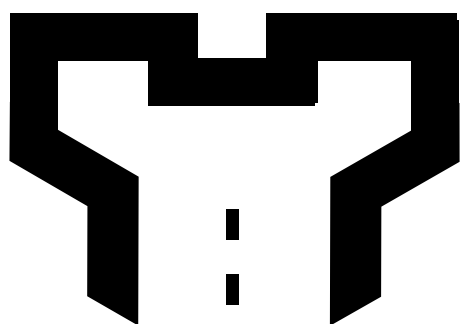
Product line



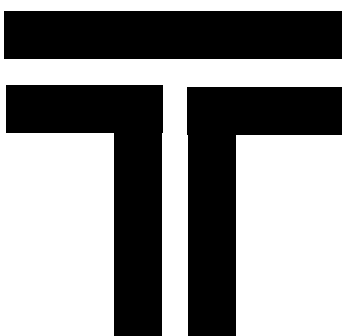
Logo

Explication

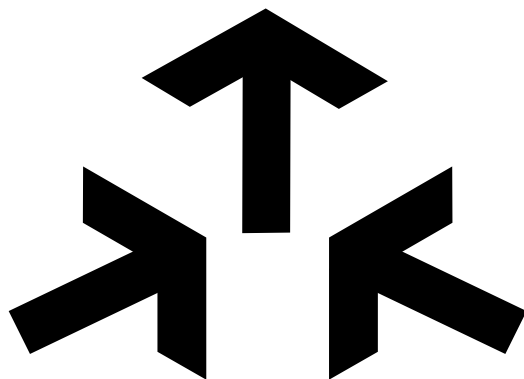
The name Turris is derived from the Latin word for tower – a structure that often served to give early warning of approaching danger.



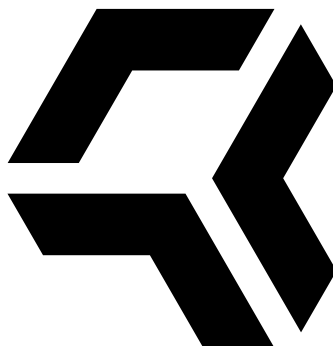
TOWER



THE LETTER T



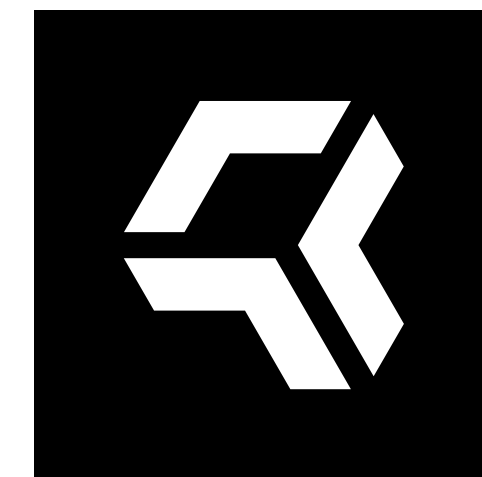
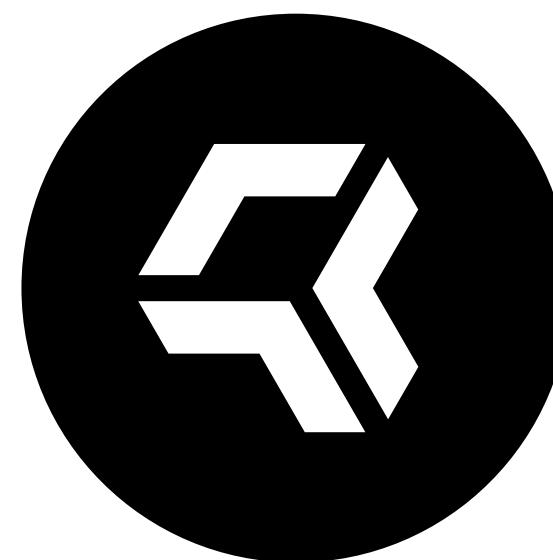
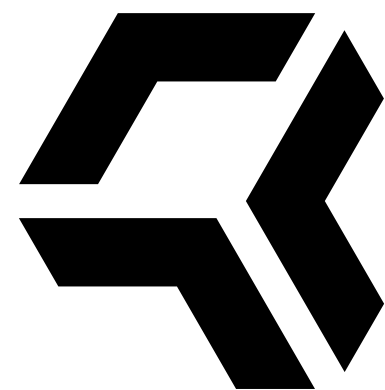
ROUTING



Logo

Symbol

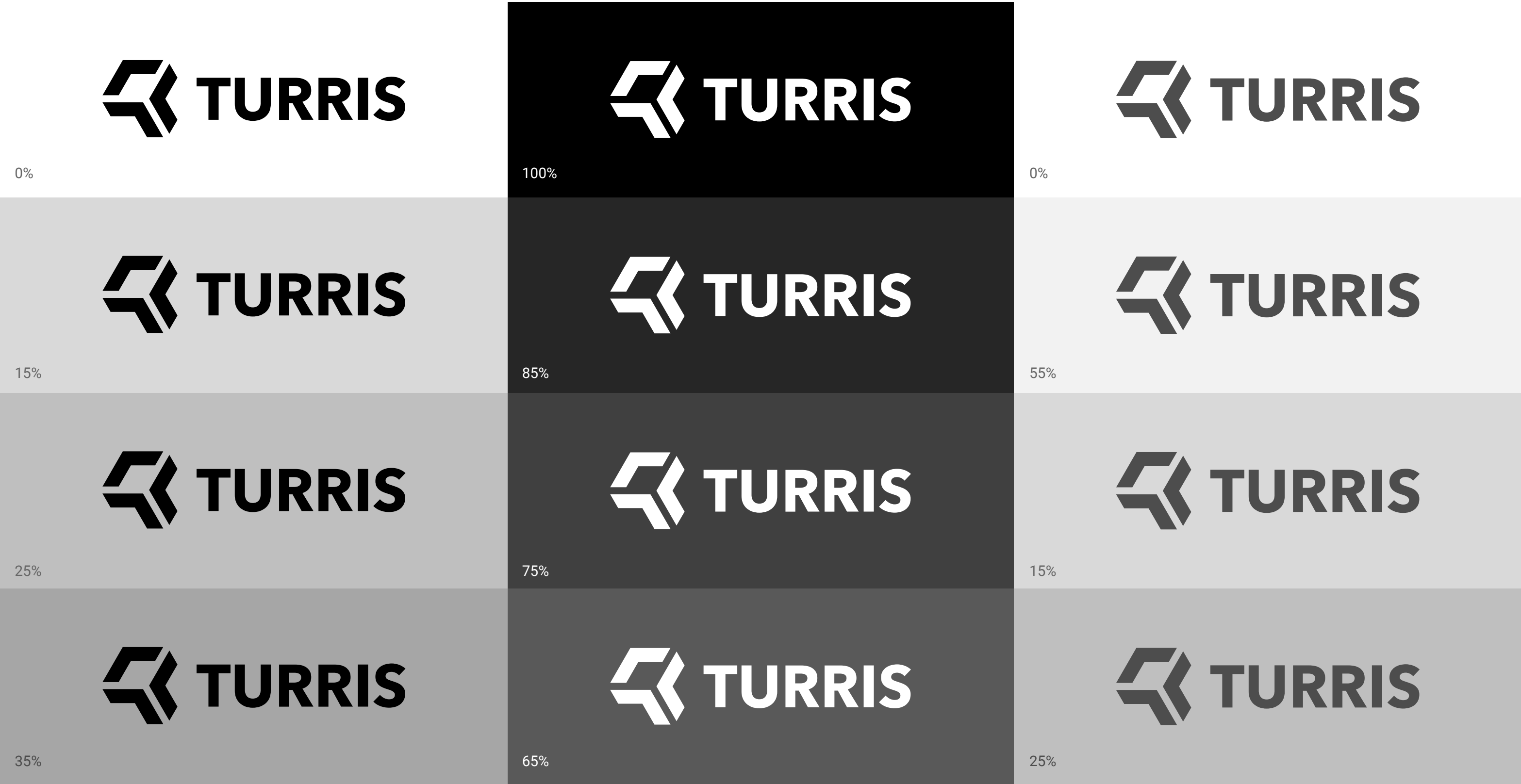
A symbol is a stand-alone brand element designed for situations in which it is not necessary to use the full logo. It is most often used in smaller formats, e.g. as a favicon, profile picture, application icon or additional graphic element.



Logo

Colour variants

The logo can be used in monochrome – black, white or grey.

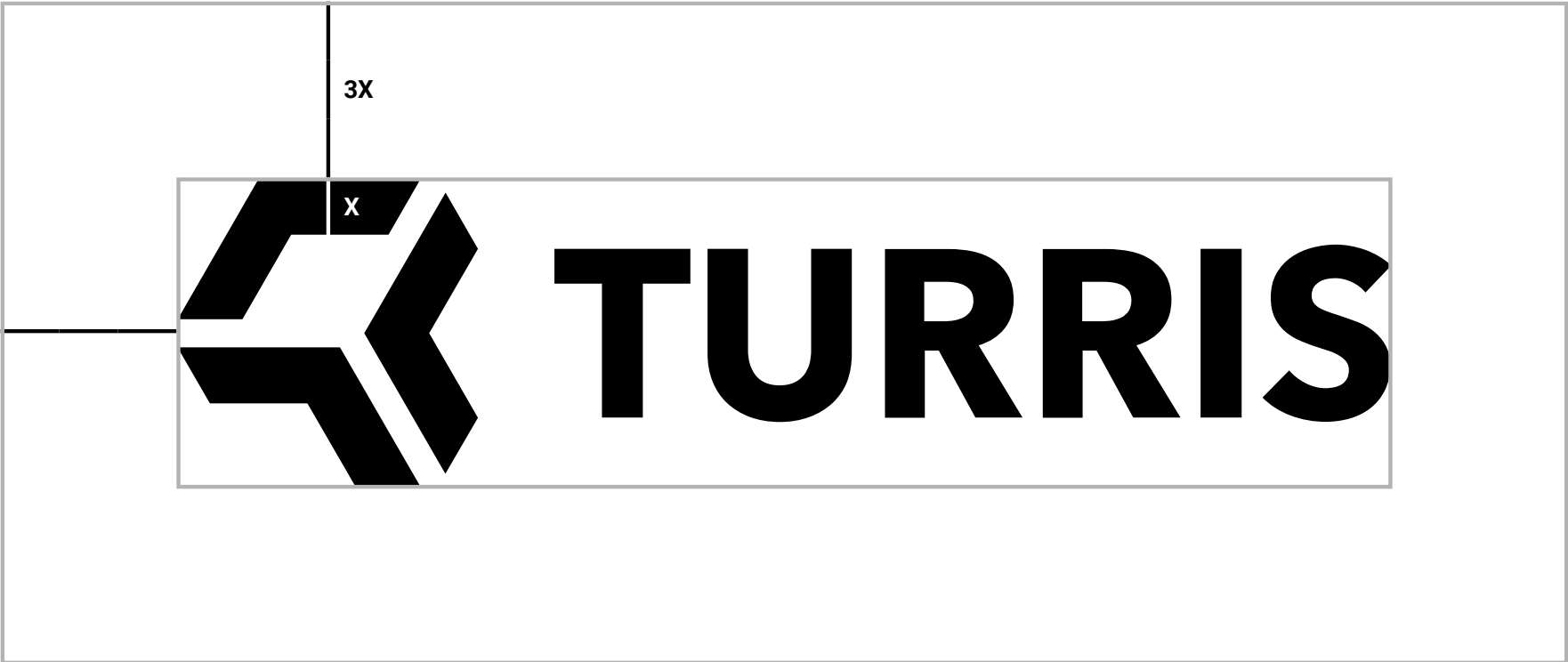


Logo

Exclusion zone

The logo exclusion zone defines the space in which no other graphic or textual elements may be placed. The Turris exclusion zone is derived from the width of the symbol arm.

Compliance with the exclusion zone is essential for good legibility and recognition of the logo.



Minimum size

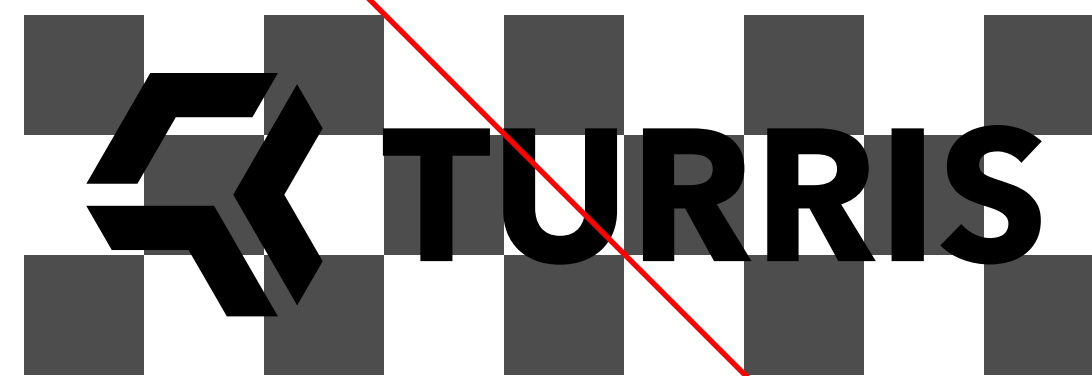
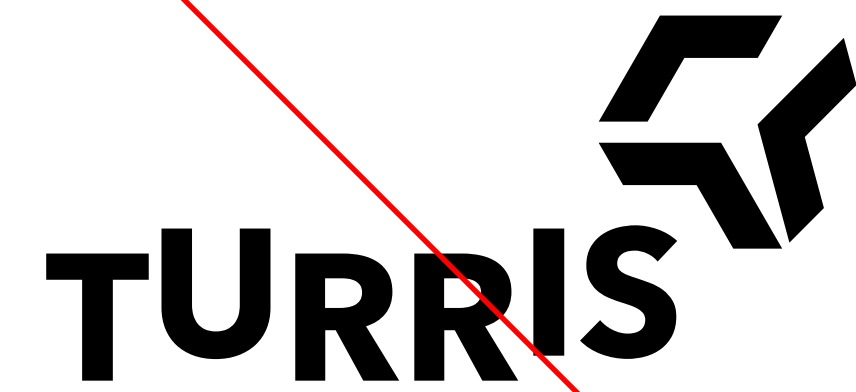
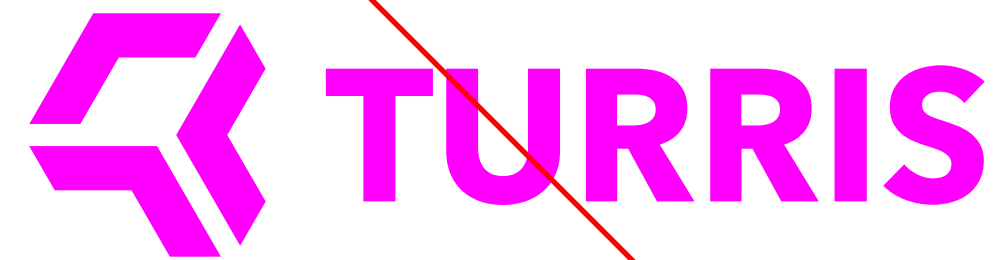
The minimum size to guarantee the legibility of the logo is set at 20 px/5 mm.



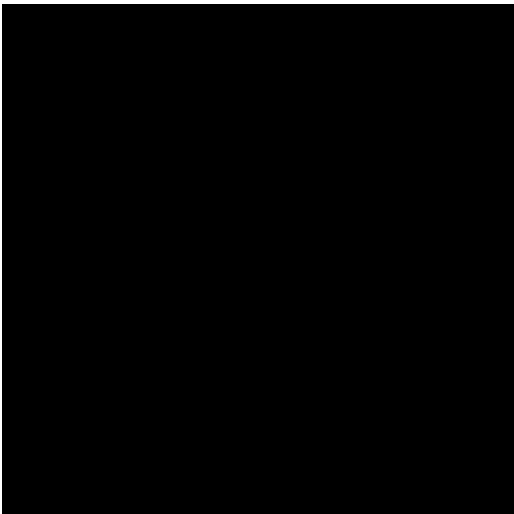
Logo

Prohibited use

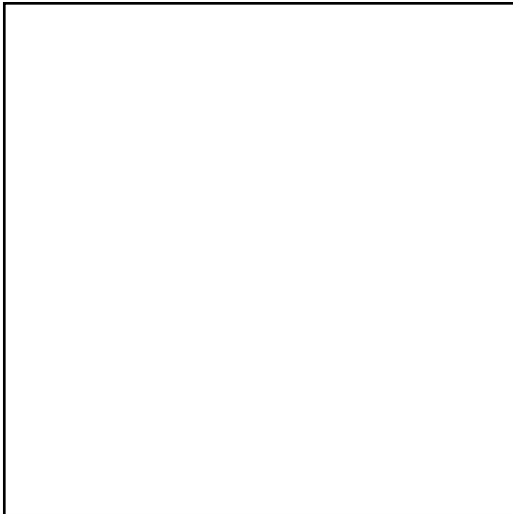
Inappropriate modifications to the logo that impede its identity and legibility, changing colours, distortion, repositioning of elements, adding effects or placing it on an illegible background are prohibited.



Colour



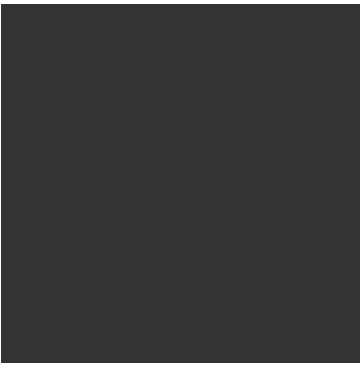
Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



Pantone Bright White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF



Pantone 2995
CMYK 74/19/0/0
RGB 0/149/246
HEX #0095F6



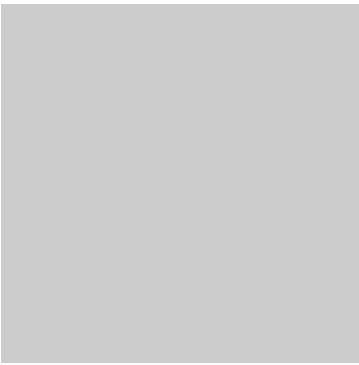
CMYK 0/0/0/80
RGB 51/51/51
HEX #333333



CMYK 0/0/0/60
RGB 102/102/102
HEX #666666



CMYK 0/0/0/40
RGB 153/153/153
HEX #999999



CMYK 0/0/0/20
RGB 204/204/204
HEX #CCCCCC

Typography

Corporate font

Roboto – a sans-serif font freely available from Google Fonts. Its licence permits unrestricted use. Its legibility and wide range of typefaces make it suitable for both print and web use.

[Download the font here.](#)

A Á B C Č D Ď E É Ě F G H Ch I Í J K L M N Ň O Ó P Q R Ř S Š T Ť U Ú Ů V W X Y Ý Z Ž Ä Å Ĺ Ľ Ô Ó
a á b c č d ď e é ě f g h ch i í j k l m n ň o ó p q r ř s š t ť u ú ů v w x y ý z ž ä å Ĺ Ľ ô ó
0 1 2 3 4 5 6 7 8 9 10 [] { } < > | # § ... „ “ € & / % = \$ m² m³ × °C ~ ≈ ' ÷ * . , ! ? - – ¼ ½

Graphic elements

Sample applications

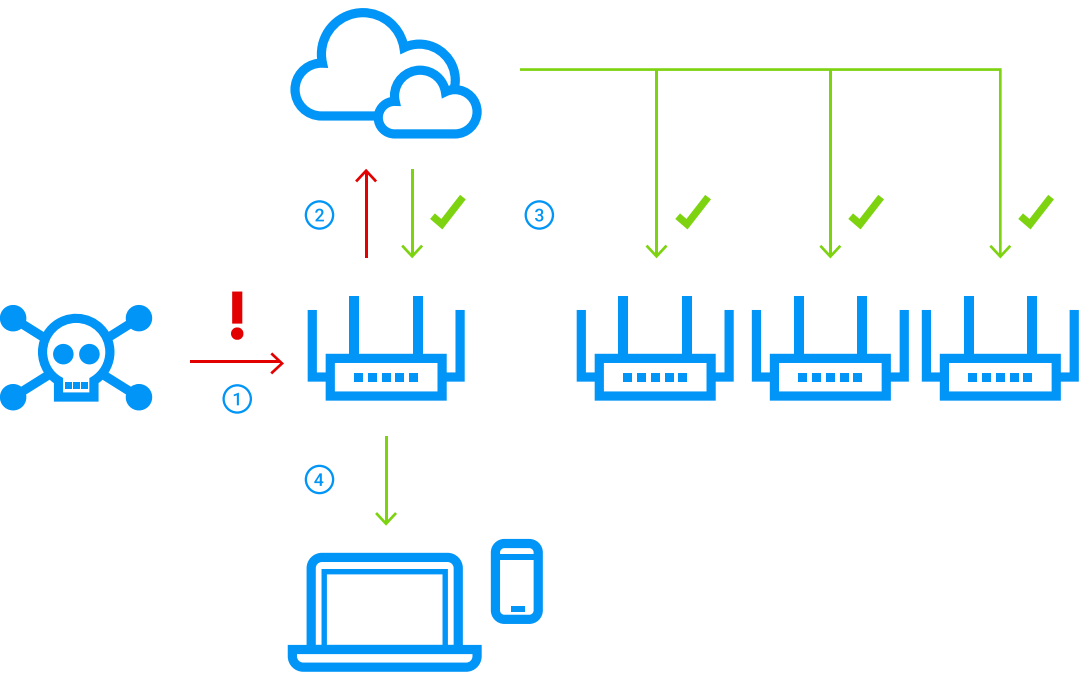
The icons are used in a blue complementary colour or inverted. Fractal graphics can be used as part of Turris product photography, e.g. as a visual representation of a signal or as a stand-alone graphic element. In this case, it is primarily applied in shades of grey on a dark grey background, or in a complementary blue on a white background.



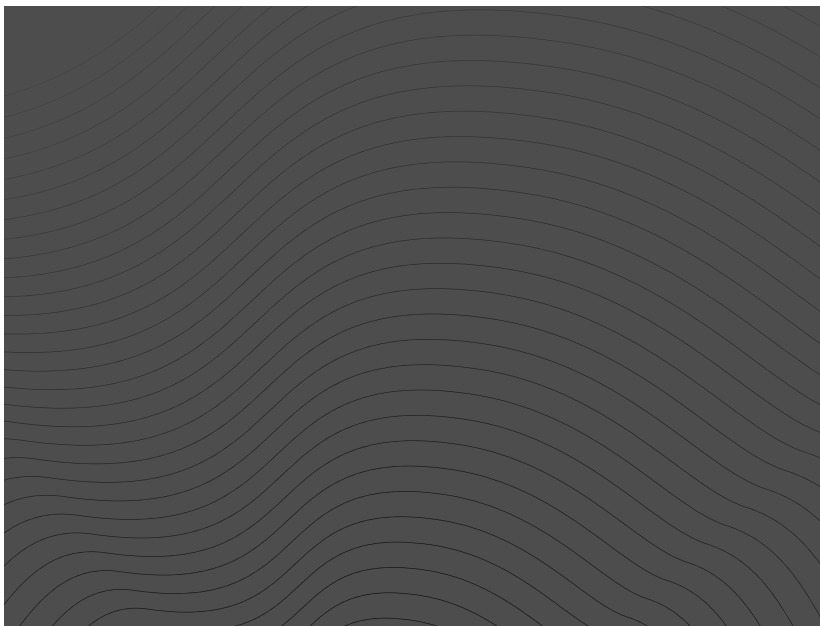
Icons



Infographic



Fractals



Sample applications

Marketing materials



Sample applications

Marketing materials



Profiles on social media

Designation:

@turris

@turris_cz

@CZ_NIC

Hashtags:

#Turris

#TurrisOmnia

#TurrisSentinel

#TurrisMox

#cznic

We make [#opensource](#) [#network](#) devices with a focus on [#security](#). [#Wi-Fi](#) routers powered by [#OpenWrt](#) based on [#Linux](#) distribution, running [#honeypots](#) and featuring a dynamic [#firewall](#).





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[Visual identity](#)