# LOGO OVERVIEW

WHITE LOGO

BLACK LOGO

TWO-COLOR LOGO

Two-color logo may be used on a white background or light gray background.

White logo should be used on all other background colors.

Black logo should only be used on a white background for black & white print or when two-color logo is not an option.

LOGO SIZING & SPACING

0.5 IN OR **30+ PIXELS**

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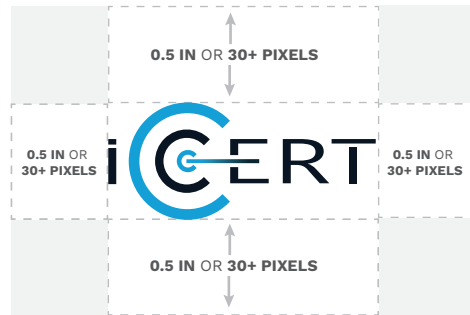
0.85 INCHES

MINIMUM CLEAR SPACE

Maintain at least 0.5 inches (30 or more pixels) of space around the top, bottom, left and right of the logos.

MINIMUM LOGO SIZE

As the logo is reduced in size, it is important to make sure it stays legible and recognizable. The logo should not be smaller than 0.85 inches in width.

When resizing the logo, maintain the current aspect ratio (ratio of width to height).

It is best to resize the vector (EPS) versions of the logos, rather than the flat (png) versions of the logos.

IMPROPER USAGE

Do not stretch or distort the logo.

Do not change the typeface.

Do not rearrange the layout.

Do not add content to the logos.

Do not manipulate the logos with colors, effects, reflections or other additions.
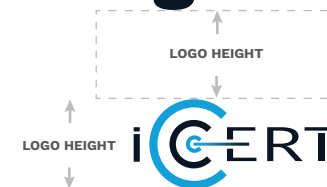
TAGLINE LOCKUP AND POSITIONING

STACKED, LOGO ON THE BOTTOM

Two lines, Oswald Bold, sentence case; logo centered underneath; distance between tagline and logo should match height of logo

Empower Public Safety, Together.™

iCERT

Empower Public Safety, Together.™

LOGO HEIGHT

LOGO HEIGHT iCERT

STACKED, LOGO ON THE TOP

Two lines, Oswald Bold, title case; logo centered above.

iCERT

Empower Public Safety, Together.™

COLOR PALETTE

PRIMARY PALETTE

Corporate brand colors are used across all verticals in print and digital for B2B.

HEX: #03A0D6
PMS:

C: 76   **R:** 0
M: 20   **G:** 160
Y: 2   **B:** 214
K: 0

HEX: #0A1725
PMS:

C: 88   **R:** 13
M: 76   **G:** 24
Y: 56   **B:** 38
K: 72

SECONDARY PALETTE

Additional colors are used in gradients, graphics and icons for print and digital.

HEX: #D56752
PMS:

C: 12   **R:** 213
M: 72   **G:** 103
Y: 71   **B:** 82
K: 1

HEX: #4A4D4F
PMS: 433 C

C: 67   **R:** 88
M: 58   **G:** 89
Y: 56   **B:** 91
K: 36

HEX: #7C7B7B
PMS: 424 C

C: 53   **R:** 124
M: 45   **G:** 123
Y: 45   **B:** 123
K: 10

TYPOGRAPHY

DOCUMENT COVERS AND WEB PAGE TITLES

Document and Web Page Titles are Oswald Semi Bold

Sub Heads are Work Sans Light

BODY COPY

PAGE AND SECTION TITLES ARE WORK SANS EXTRA BOLD UPPERCASE

FEATURED HEADLINES WITHIN BODY COPY ARE WORK SANS BOLD, UPPERCASE

Body copy is Work Sans Light or
Regular depending on font size and background

LABELS AND QUOTES

MAIN DIAGRAM/CHART LABELS ARE OSWALD SEMI BOLD UPPERCASE

Secondary diagram/chart labels are Work Sans Bold

Diagram/chart details are Work Sans Light

Quotes are Work Sans Light Italic

QUOTE SOURCES ARE WORK SANS BOLD AND LIGHT UPPERCASE