

GeoTrust® Brand and Style Guidelines





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Introduction

The Importance of Building and Maintaining the GeoTrust Brand

GeoTrust provides quick, effective digital-certificate solutions for protecting online transactions, identities, and applications. As the world's second largest digital certificate provider, GeoTrust is a recognized leader in a wide variety of identity and trust services. In fact, more than 100,000 companies in over 150 countries rely on GeoTrust technology everyday.

The GeoTrust brand is a collective expression of the company's vision, values, technology, people, and partnerships. By effectively and consistently delivering the brand message, GeoTrust will be able to direct how a prospect, customer, and the industry view this independent brand.

To be effective, branding must identify and differentiate GeoTrust. It must set our company apart from the competition, specifically by conveying GeoTrust security solutions as a credible, smart, and value-oriented choice.

Benefits of Consistent Brand Usage and Legal Obligations to Consistent Brand Usage

Branding begins with you. It is important that you remain committed to promoting the brand. The best way to communicate who we are and what we do is to use the GeoTrust brand identity effectively in visuals and voice. Our brand identity conveys our positioning and personality externally and internally.

You help build the value of our company through careful and consistent communications that reflect our corporate positioning and our brand identity. Familiarize yourself with the guidelines included in this document.

If vendors, partners, or GeoTrust employees use our brand incorrectly, it exposes GeoTrust to serious and costly legal risks. In essence, it prevents GeoTrust from being able to take strong legal action against any parties that might try to undermine our brand. Your strict adherence to these guidelines will always serve our business needs well, and they will assist legal efforts to protect the GeoTrust brand.



GeoTrust Corporate Positioning



CORPORATE POSITIONING

GeoTrust provides quick, effective digital-certificate solutions for protecting online transactions, identities, and applications.

Core Corporate Values	Brand Attributes	Brand Imagery
Respect	Accessible	Flexible, Cooperative, Approachable
Accountability	Savvy	Consistent, Resourceful, Inventive
Passion	Dynamic	Nimble, Vibrant, Adaptive
Integrity	Authentic	Rational, Balanced, Sensible
Drive	Responsive	Contemporary, Expedient, Crisp

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1. GeoTrust Corporate Positioning and Identity Matrix

The Corporate Positioning and Identity Matrix provides at-a-glance information and descriptions of key positioning and identity statements. The matrix consists of the following:

Corporate Positioning. Our corporate positioning is the unique brand message that we must uniformly communicate to customers, partners, and prospects. It is a single statement that captures the essence of GeoTrust. It is the simplest articulation of who GeoTrust is and the value of what GeoTrust does.

Core Corporate Values. The best brands encompass a set of strong values. When these Core Corporate Values are accepted and practiced uniformly, they directly shape corporate culture within a brand, while also helping to define the interactions and experiences that other employees or partners can expect.

Brand Attributes. The Brand Attributes are value statements that correspond directly to our Core Corporate Values, but more specifically define how we interact with our customers. Our Brand Attributes generate functional or emotional associations that create perceptions about GeoTrust.

Brand Imagery. Brand Imagery is the external perception of our brand. The GeoTrust Brand Imagery is made up of words associated with our Core Corporate Values. These Brand Imagery words illustrate the tone that should be communicated with each value and are creatively conveyed through graphics and design in all of our advertising and marketing communications.



GeoTrust Core Brand Elements



1. Master Brand Logo

2. Abbreviated Logo



GeoTrust Master Brand Logo



A master brand is the “umbrella image” associated with a company, and incorporates the company name and abbreviated logo. The white space of the blue square and orange circle create an abstract “G,” allowing for immediate recognition of the GeoTrust brand. Further, the reputation of the company, as well as the core equities of the company’s positioning, are held within the master brand.

1. Full Color

Orange: C-0, M-69, Y-100, K-0; PMS 1665

Blue: C-100, Y-69, M-0, K-11; PMS 287

Gray: C-0, M-0, Y-0, K-70; PMS Cool Gray 11

This version should be used whenever possible.

2. Reversed

Orange: C-0, M-69, Y-100, K-0; PMS 1665

This version should only be used when full color is not an option.

3. Black and White

This version should only be used when color is not an option.

Orange



PMS 1665
C-0, M-69, Y-100, K-0
R-243 G-116 B-33
HEX F3 71 21

Blue



PMS 287
C-100, Y-69, M-0, K-11
R-0 G-83 B-155
HEX 00 52 9B

Gray



PMS Cool Gray 11
C-0, M-0, Y-0, K-70
R-99 G-100 B-104
HEX 63 64 68



GeoTrust Master Brand Logo



The GeoTrust master brand logo is our most valuable brand asset and should always be treated accordingly. The logo should never be modified. Please adhere strictly to the rules for color usage as outlined here.

Clear Space and Minimum Size Requirements

1. The GeoTrust master brand logo requires a clear space equal to "X" around all sides of the logo, where "X" equals the height of the upper case "T".
2. The clear space is measured from the leftmost and rightmost edges, as well as the highest point of the blue square and lowest point of the orange circle.
3. The GeoTrust master brand logo should measure a minimum of 7/8 of an inch (0.875 of an inch) from the leftmost edge to the rightmost edge.

Providing clear space around the GeoTrust master brand logo ensures that it will have a dominant presence within your layout.



GeoTrust Master Brand Logo



Placement

1. Preferred placement of the GeoTrust master brand logo is upper right.



GeoTrust Master Brand Logo



Usage Don'ts

1. Do not change the colors or font weights within the GeoTrust master brand logo.
2. Do not place the GeoTrust master brand logo on a patterned background.
3. When placing the GeoTrust master brand logo and other brand elements on an image, carefully consider your placement. The master brand logo and other brand elements should not be placed directly on, interfere, or disrupt the image's main subject matter.
4. Do not alter the shape or size of the GeoTrust master brand logo or its components.
5. Do not use drop shadows, glows, 3D, or other effects on the GeoTrust master brand logo.
6. Do not use the text portion of the GeoTrust master brand logo alone.
7. The blue square and the orange circle should never be used independently of each other.
8. Do not align product names directly against the GeoTrust master brand logo, proper clear space must be maintained as the GeoTrust master brand logo is not used as part of product names.



GeoTrust Abbreviated Logo



When space dictates, the GeoTrust abbreviated logo may be used. Like within the GeoTrust master brand logo, the abbreviated logo displays an abstract “G” and provides instant recognition of the GeoTrust brand.

1. Color

Orange: C-0, M-69, Y-100, K-0; PMS 1665

Blue: C-100, Y-69, M-0, K-11; 287

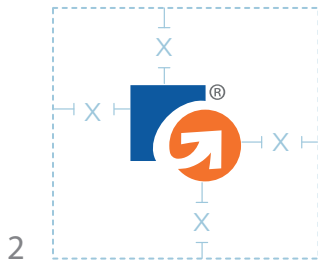
This version should be used whenever possible.

2. Black and White

This version should only be used when color is not an option.



GeoTrust Abbreviated Logo



The GeoTrust abbreviated logo is a valuable brand asset and should always be treated accordingly. The GeoTrust abbreviated logo should never be modified. Please adhere strictly to the rules for color usage as outlined here.

Clear Space and Minimum Size Requirements

1. The GeoTrust abbreviated logo requires a clear space equal to "X" around all sides of the logo, where "X" equals the height of the top of the blue square.
2. The clear space is measured from the leftmost and rightmost edges, as well as the highest point of the blue square and lowest point of the orange circle.



GeoTrust Abbreviated Logo

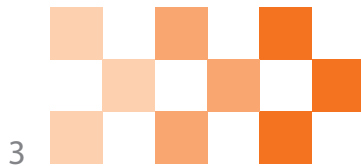


Usage Don'ts

1. Do not change the colors within the GeoTrust abbreviated logo.
2. Do not reverse color of the GeoTrust abbreviated logo.
3. Do not place the GeoTrust abbreviated logo on a patterned background.
4. Do not alter the shape or size of the GeoTrust abbreviated logo or its components.
5. Do not use drop shadows, glows, 3D, or other effects on the GeoTrust abbreviated logo.
6. The blue square and the orange circle should never be used independently of each other.



GeoTrust Secondary Brand Elements



Used effectively, the GeoTrust secondary brand elements allow you to use the GeoTrust master brand logo and GeoTrust abbreviated logo more sparingly, while still communicating the GeoTrust brand visually and quickly.

1. Monochromatic Logo
2. GeoTrust Seal
3. GeoTrust Checkerboard Arrow
4. GeoTrust Checkerboard Arrow for Photography
5. GeoTrust Pixel Line



GeoTrust Secondary Brand Elements

Monochromatic Logo

The monochromatic logo is created through a graphical treatment of the circle element within the GeoTrust master brand logo in which the circle and included arrow element are blown out to create a screened image and is useful in helping the GeoTrust brand distinguish itself through the use of orange as the true primary color. However, the monochromatic logo has its limitations. It is best used on the rear of printed documents, including business cards, letterheads, folders, etc. It should not be used in digital applications, nor placed over any imagery. It should not be combined with other graphical elements or altered in any way. It is important to note that while it is appropriate that the monochromatic logo is missing the blue square, the lighter orange arrow may not be removed from the darker orange surrounding circle.

GeoTrust Seal

The GeoTrust seal is a widely displayed symbol of trust on the Web. The GeoTrust seal should not be altered in any way. It should include the abbreviated logo, placed upper left, without any alterations or cropping.

GeoTrust Checkerboard Arrow

The GeoTrust checkerboard arrow is made up of nine pixels grouped into three connected pixilated arrows. It may not be added to or subtracted from, and should never be extended across the length of a page or used as a boarder element. The coloring of the GeoTrust arrow should not be changed; it moves from light to dark, left to right. It is an accent element and may be used sparingly in the same layout with other graphical elements including the GeoTrust master brand logo, GeoTrust abbreviated logo, or GeoTrust pixel line. It is particularly useful to introduce a headline or to draw attention visually to a call-to-action, both in print and digital environments. There are two basic sizes for the GeoTrust checkerboard arrow; versions can be obtained by contacting the Global Brand Management team, please do not resize or modify.

GeoTrust Checkerboard Arrow for Photography

A version of the GeoTrust checkerboard arrow has also been developed for specific use only with photography. Like the GeoTrust checkerboard arrow for use in print and digital formats, this version is also made up of nine pixels grouped into three connected pixilated arrows. However, this version is multi-color. Also unique is that this version may be placed pointing in any direction (up, down, left, right), depending on what best complements your photographic layout. It may never be placed diagonally. It may never be added to or subtracted from and the colors within the arrow should not be changed. The GeoTrust checkerboard arrow for photography may be obtained by contacting the Global Brand Management team. Once obtained, please do not alter, resize, or modify.

GeoTrust Pixel Line

The GeoTrust pixel line is a simple, but effective tool to link graphical elements within the same layout, or to lead the reader's eye to or from a GeoTrust checkerboard arrow. It should never be used excessively and must be used in GeoTrust orange (PMS 1665) in corporate materials and in gray (Cool Gray 6) within partner materials. The GeoTrust pixel line should only be used horizontally or vertically, never diagonally or as a curvature.



GeoTrust Secondary Brand Elements



Placement

1. When using the GeoTrust master brand logo and the GeoTrust Checkerboard Arrow element on the same page, the GeoTrust Checkerboard Arrow should be placed left and below the GeoTrust master brand logo.



GeoTrust Secondary Brand Elements

1



Usage Don'ts

1. Do not combine more than two graphical elements at any one time within a confined space.
2. Do not change the colors of any secondary brand elements (black and white conversion of secondary brand elements is acceptable only when full color usage is not permitted).



2





GeoTrust Color Palette

Orange



PMS 1665
C-0, M-69, Y-100, K-0
R-243 G-116 B-33
HEX F3 71 21

Blue



PMS 287
C-100, Y-69, M-0, K-11
R-0 G-83 B-155
HEX 00 52 9B

Gray



PMS Cool Gray 11
C-0, M-0, Y-0, K-70
R-99 G-100 B-104
HEX 63 64 68

1

White



C-0, M-0, Y-0, K-0
R-255 G-255 B-255

Gray



PMS Cool Gray 6
C-0, M-0, Y-0, K-31
R-176 G-177 B-179
HEX B0 B1 B3

Light Blue



PMS 551
C-30, M-5, Y-0, K-10
R-160 G-195 B-218
HEX 9D C3 DD

Black



C-0, M-0, Y-0, K-100
R-0 G-0 B-0

2

1. Primary

Orange should always be used as the primary design color. Blue is a common color, particularly within our industry. Use of orange as the true primary color will help to distinguish the GeoTrust brand and separate it from our competitors.

2. Secondary



Photography

Proper use of photography is another way for the GeoTrust brand to differentiate itself from its competitors. All imagery should include human subject matter. Ideally, models should appear as IT professionals; stylish casual or business casual dress, clean-cut, and technology conscious. A mix of men and women of all ethnicities should be utilized, aged from late-20s to early-40s. Overall the imagery should have a contemporary and progressive style that is just outside the parameters of conventional corporate style.

Interaction between the subject matter and a technology device is encouraged, but not required.

All photography should be treated as follows:

Color/Black and White

Whenever possible, full-bleed color photography should be utilized. Ideally, the colors within the selected images would feature colors within the approved GeoTrust primary and secondary color palettes.

Ownership and Licensing

Copyrights to any image used must be owned or licensed by GeoTrust. Do not use images that are owned by another individual or company.

GeoTrust Checkerboard Arrow for Photography

As mentioned previously in GeoTrust Secondary Brand Elements, the GeoTrust checkerboard arrow for photography may be placed on imagery. It may point in any direction, but should not be altered in any way, including adding or subtracting pixels from its body, color changes, or resizing. The GeoTrust checkerboard arrow for photography is available for use by contacting the Global Brand Management team. Please note that the GeoTrust checkerboard arrow, which is not multi-colored, is not intended for use with photography.

Approved images are available for use by contacting the Global Brand Management team. Other than resizing, please do not alter these images in any way.





Myriad Pro light

Myriad Pro regular

Myriad Pro semibold

Myriad Pro bold

Myriad Pro black

Myriad Pro is the only acceptable GeoTrust typeface. First designed in the early 1990s, it is a humanist sans serif that exudes a warmth and friendliness that many other more modern sans serif fonts lack. Because of its easy readability, Myriad Pro works well in nearly any environment.

Myriad Pro is an Adobe® font. To purchase it, visit www.adobe.com.



GeoTrust Typography

1

2



1. Headlines

Headlines should be set in Myriad Pro regular, Myriad Pro semibold, or Myriad Pro bold. When choosing point size, keep in mind the overall weight of the headline. For instance, if you are using Myriad Pro bold, you will probably want to choose a smaller point size than you would if using Myriad Pro regular.

2. Body Copy

Short blocks of copy or advertising copy should be set in Myriad Pro semibold. Using the lighter or heavier weights could decrease legibility.

When organizing large amounts of typography, it is important to be able to guide the reader's eye through the information. The use of different weights is a sophisticated, yet practical way to create this information pathway.



Arial **Arial Rounded MT Bold** **Arial Black**

For Web and digital usage, Arial and its respective variants are the only acceptable GeoTrust typeface. Originally designed in 1982, Arial is a contemporary sans serif. It is widely distributed on many operating system platforms and software applications, and—thanks to its universal acceptance and immense readability—is considered a core font for the Web.



1 **GeoTrust Digital Typography Headline**

GeoTrust Digital Body Copy Bor adio odipisc
ilismodit, si. To eummolenibh esequisi. Pis
aciduisim qui bla adigna am, sum alisl ut nim
nostissecte venis nit, Adignim vel utatuer

2 sustrud minciduis dunt il esequis non.

1. Headlines

Headlines should be set in Arial Rounded MT Bold. When appropriate, Arial Black may be used, but note that it is a much heavier font. When choosing point size, keep in mind the overall weight of the headline. For instance, if you are using Arial Black, you will probably want to choose a smaller point size than you would if using Arial Rounded MT Bold.

2. Body Copy

Web and digital copy should be set in Arial (sometimes referred to as "Arial Regular").

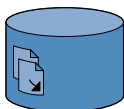
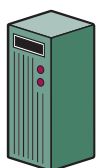
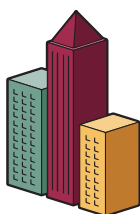


Icons, Charts, and Graphs

For graphics that are intended to communicate specific information, please use approved icons. Corporate icons are available from the Global Brand Management team. Icons should be placed on a white or solid background lighter than 40% black. Existing icons should not be altered in any way, or combined to create new icons.

Graphs and charts should use colors from the approved color palette and reflect the overall brand identity.

Examples





Additional Resources

GeoTrust® Partner Logo Mark Guidelines

The *GeoTrust® Partner Logo Mark Guidelines* offer detailed information and clear direction on usage of the GeoTrust partner logo mark. The *GeoTrust Partner Logo Mark Guidelines* also outline the proper usage of the logo mark, allowing you to effectively leverage the GeoTrust brand recognition.

Contact Us

For more information about the GeoTrust Brand and Style Guidelines, contact your GeoTrust sales representative. For internal questions please contact the Global Brand Management team at brandmgmt@geotrust.com.