THE PRIVAFY SIGNATURE: **THE ELEMENTS**

The visual representation of Privafy is composed of the Privafy Corporate Signature, which is a combination of the 'Shield Mark' and the Logotype (the stylized word Privafy).

The Privafy Signature should be placed on a white background whenever possible, to maintain a clean and consistent visual brand image.

In the ideal presentation of the Privafy Signature, the Shield Mark will consist of two colors, PMS 346c (green) and PMS 7545c (dark gray)

Please do not attempt to recreate the Privafy signature. Various electronic files of the Privafy Signature are available from the Privafy marketing department.

Throughout this manual, you will discover additional guidance describing the proper placement and use of this graphic element.
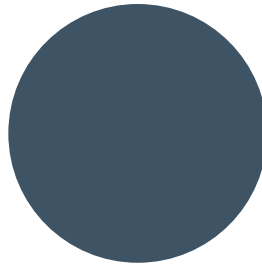
SHIELD MARK
PMS 346C
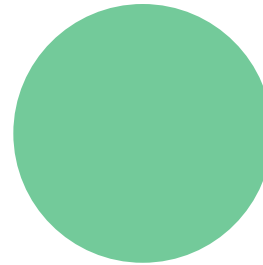
LOGOTYPE
PMS 7545C

THE PRIVAFY SIGNATURE: **PRIMARY COLOR PALETTE**

Privafy's primary color palette consists of PMS 346c (green) and PMS 7545 (dark gray). Below, you will find formulas for these colors when PMS inks are not available and for on-screen applications.
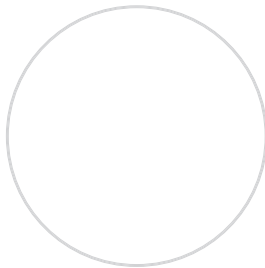
For instances where applications do not permit the use of either or both colors (i.e., newspaper advertisement), optional colors (100% black, 40% black, and 100% white) may act as appropriate substitutes.
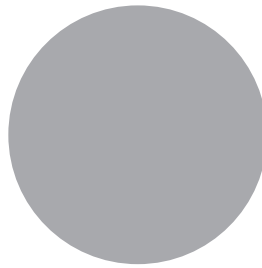
PRIVAFY GRAY
PMS: 7545
CMYK: 17.0.0.80
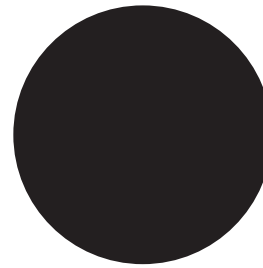RGB: 56.65.73
HEX: #384149

PRIVAFY GREEN
PMS: 346
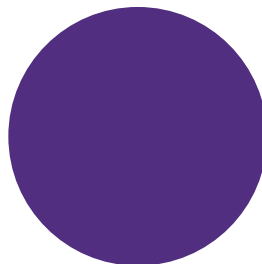CMYK: 62.0.68.0
RGB: 94.181.105
HEX: #5EB569

100% WHITE
PMS: na
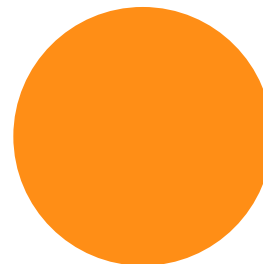CMYK: 0.0.0.0
RGB: 255.255.255
HEX: #FFFFFF

40% BLACK
PMS: na
CMYK: 0.0.0.40
RGB: 167.169.172
HEX: #A7A9AC

100% BLACK
PMS: na
CMYK: 100.100.100.100
RGB: 00.0.0
HEX: #000000

ACCENT PURPLE
PMS: 268c
CMYK: 81.100.12.2
RGB: 89.44.130
HEX: #592C82

ACCENT ORANGE
PMS: 1495c
CMYK: 0.54.95.0
RGB: 255.144.21
HEX: #FF9015

Privafy™

WEB + ON-SCREEN COLOR PALETTE

Privafy's primary color palette consists of PMS 346c (green) and PMS 7545 (dark gray). Below, you will find formulas for these colors when PMS inks are not available and for on-screen applications.
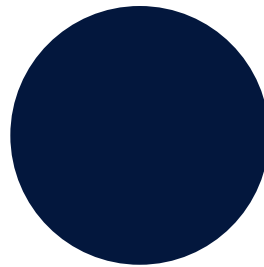
For instances where applications do not permit the use of either or both colors (i.e., newspaper advertisement), optional colors (100% black, 40% black, and 100% white) may act as appropriate substitutes.
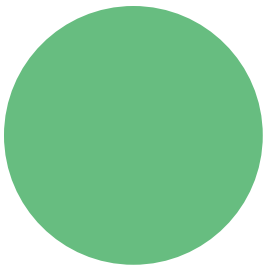
PRIVAFY GREEN
HEX: #384149
RGBA: 98.191.126.1
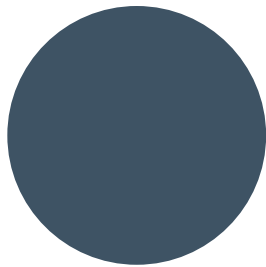
PRIVAFY GRAY
HEX: #384149
RGBA: 56.65.73.1

NAVY
HEX: #13163D
RGBA: 19.22.61.1
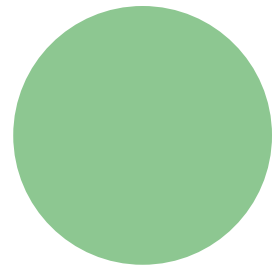
LIGHT GREEN 3
HEX: #88C68D
RGBA: 136.198.141.1
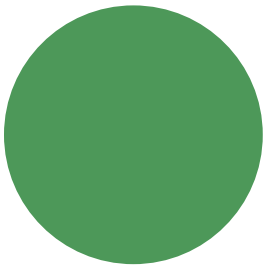
DARK GREEN 1
HEX: #4E9658
RGBA: 78.150.88.1
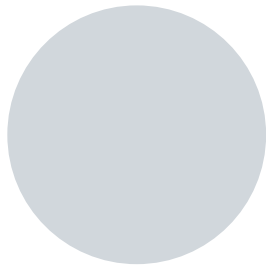
LIGHT GRAY 1
HEX: #D1D8DD
RGBA: 209.216.221.1
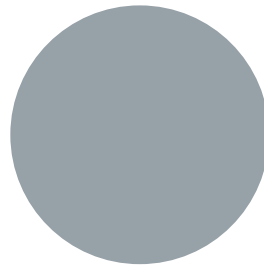
LIGHT GRAY 2
HEX: #96A1A9
RGBA: 150.161.169.1
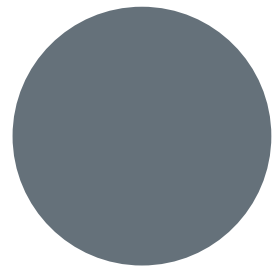
LIGHT GRAY 3
HEX: #657079
RGBA: 101.112.121.1
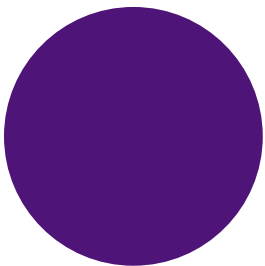
ACCENT PURPLE
HEX: #571079
RGBA: 87.16.121.1
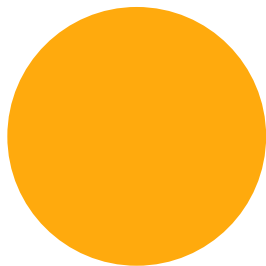
ACCENT ORANGE
HEX: #FFAD02
RGBA: 255.173.2.1

GRAY BG
HEX: #E4E4E4
RGBA: 228.228.228.1
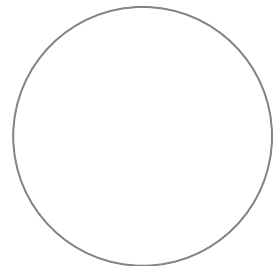
WHITE
HEX: #FFFFFF
RGBA: 255.255.255.1

Privafy™

THE PRIVAFY SIGNATURE: **APPROVED LOCKUPS**

There are three available Lock-Ups of the Privafy Signature. The preferred configuration consists of the Shield Mark to the left and above the Logotype, forming a horizontal shape.

The Alternate Privafy Signature Lock-Up is also horizontal with The Shield centered on the height of the Logotype.

The third, Stacked Lock-Up, features The Shield centered over the Logotype.

< HORIZONTAL LOCKUP
(PREFERRED)

< ALTERNATE HORIZONTAL LOCKUP

< STACKED LOCKUP

THE PRIVAFY SIGNATURE + TAGLINE: **APPROVED LOCKUPS**

For occasional sales or marketing events or promotions, the Privafy Signature may include a tagline. Separate electronic files featuring the tagline will also be available from the Privafy marketing department.

The approved Lock-Ups with the addition of the tagline, as demonstrated below.

< HORIZONTAL LOCKUP
(PREFERRED)

Privafy™
WORK ASSURED™

< ALTERNATE HORIZONTAL LOCKUP

Privafy™
WORK ASSURED™

< STACKED LOCKUP

Privafy™
WORK ASSURED™

THE PRIVAFY SIGNATURE: **COLOR USE**

The Privafy Signature color options below are the only versions approved for use.

Whenever possible, the Privafy Signature should appear in PMS 346c and PMS 7545c on a white or neutral background.

Should a particular application limit a color choice to one of the two corporate colors, the Signature should appear in 100% PMS 346c on a white or neutral background.

If black is the only color available (i.e., newspaper advertisement), The Shield should be rendered as 100% black and 40% black, as indicated below. The logotype must appear as 100% black. Once again, the background should be white or neutral.

A one-color version (100% black) has been created for exceptional circumstances when a screen is not possible. This version is ideal for applications such as embossing and engraving.

PMS 346C + PMS 7545C

100% PMS 346C

40% BLACK + 100% BLACK

100% BLACK

THE PRIVAFY SIGNATURE + TAGLINE: **COLOR USE**

Below, are the same color guidelines, as demonstrated
on the previous page, applied to the Privafy Signature
that includes a tagline.

PMS 346C + PMS 7545C

100% PMS 346C

40% BLACK + 100% BLACK

100% BLACK

Privafy™

THE PRIVAFY SIGNATURE: **REVERSED**

Since one of the critical attributes of the Privafy visual brand identity is white space, there should be limited occasions when it is necessary to 'reverse out' the Privafy Signature.

When this situation presents itself, The Privafy Signature may be reversed out of either PMS 346c or 100% black, as illustrated below.

If neither PMS 346c or 100% black is the predominant color and as long as the background provides adequate contrast, the entire Privafy Signature should appear as 100% white.

PMS 7545C + 100% WHITE
BACKGROUND: PMS 346C

PMS 346C + 100% WHITE
BACKGROUND: 100% BLACK

100% WHITE
ANY BACKGROUND THAT PROVIDES
ADEQUATE CONTRAST

THE PRIVAFY SIGNATURE + TAGLINE: **REVERSED**

Below, are the same color guidelines, as demonstrated on the previous page, applied to the Privafy Signature that includes a tagline.

PMS 7545C + 100% WHITE
BACKGROUND: PMS 346C

PMS 346C + 100% WHITE
BACKGROUND: 100% BLACK

100% WHITE
ANY BACKGROUND THAT PROVIDES
ADEQUATE CONTRAST

THE PRIVAFY SIGNATURE: **PROTECTED AREA**

To protect the integrity of the Privafy Signature, a minimum amount of 'protected space' must always surround it. By separating it from other elements, such as headlines, text, imagery, or the outside edge of printed materials, the Privafy Signature will maintain a prominent position when placed.

This protected area for each Lock-Up is defined below and on the following page.

The protected area around the Privafy Corporate Signature should be equal to the width and height of a square that is determined by the width of 'The Shield' as demonstrated.

PROTECTED AREA

PROTECTED AREA

THE PRIVAFY SIGNATURE: **PROTECTED AREA** (CONTINUED)
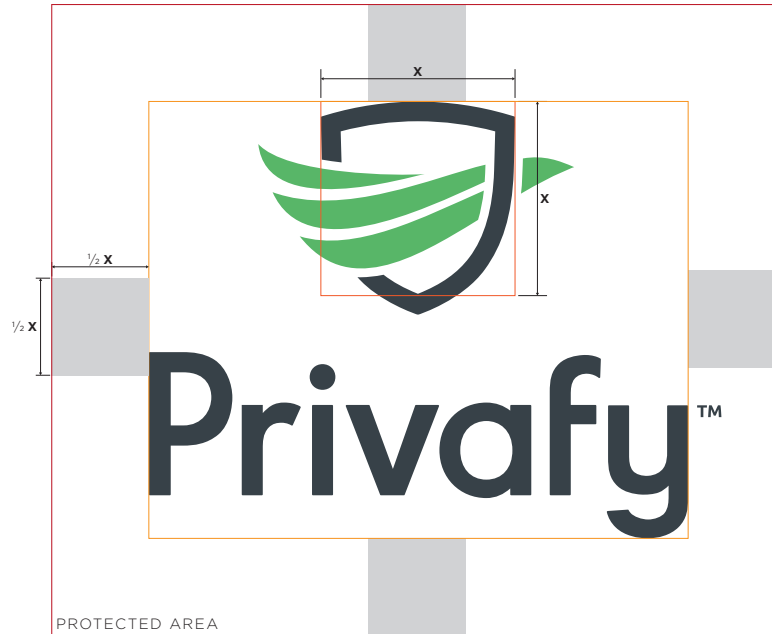
PROTECTED AREA

THE PRIVAFY SIGNATURE + TAGLINE: **PROTECTED AREA**

Below and on the following page, are the same
guidelines, as demonstrated on the previous two pages,
applied to the Privafy Signature that includes a tagline.

PROTECTED AREA

PROTECTED AREA

THE PRIVAFY SIGNATURE + TAGLINE: **PROTECTED AREA** (CONTINUED)

PROTECTED AREA

TYPOGRAPHY

Typography is an essential component in the Privafy communications system. When used effectively, typography provides dimension and distinctiveness to communications. The typeface, type size, and weight can be used to establish a clear hierarchy of information. Carefully choose the points you wish to emphasize. The consistent use of typography is critical to an efficient visual system.

For Privafy's primary typography palette, Ubunto, and Amaranth represent two different, yet compatible type families and represent versatility, legibility, and flexibility.

SUBSTITUTE TYPEFACES
When Ubunto and Amaranth are unavailable, Arial, and Verdana (found on most computer systems) are adequate replacements.

PURCHASING FONTS
Fonts can be purchased and downloaded individually or as family packages from Adobe Systems Incorporated at http://www.adobe.com/products/type.html.

PRIMARY TYPEFACE: **UBUNTU**

UBUNTU LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UBUNTU LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UBUNTU REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UBUNTU REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UBUNTU BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UBUNTU BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Privafy™

TYPOGRAPHY (CONTINUED)

PRIMARY TYPEFACE: **AMARANTH**

AMARANTH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AMARANTH REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AMARANTH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AMARANTH BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY (CONTINUED)

SECONDARY + MICROSOFT OFFICE TYPEFACES:
ARIAL + **VERDANA**

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

VERDANA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

VERDANA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

WEB + ON-SCREEN TYPOGRAPHY

Typography is an essential component in the Privafy communications system. When used effectively, typography provides dimension and distinctiveness to communications. The typeface, type size, and weight can be used to establish a clear hierarchy of information. Carefully choose the points you wish to emphasize. The consistent use of typography is critical to an efficient visual system.

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SUBSTITUTE TYPEFACES
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PURCHASING FONTS
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PRIMARY TYPEFACE: **POPPINS**

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY TYPEFACE: **WORK SANS**

WORK SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890