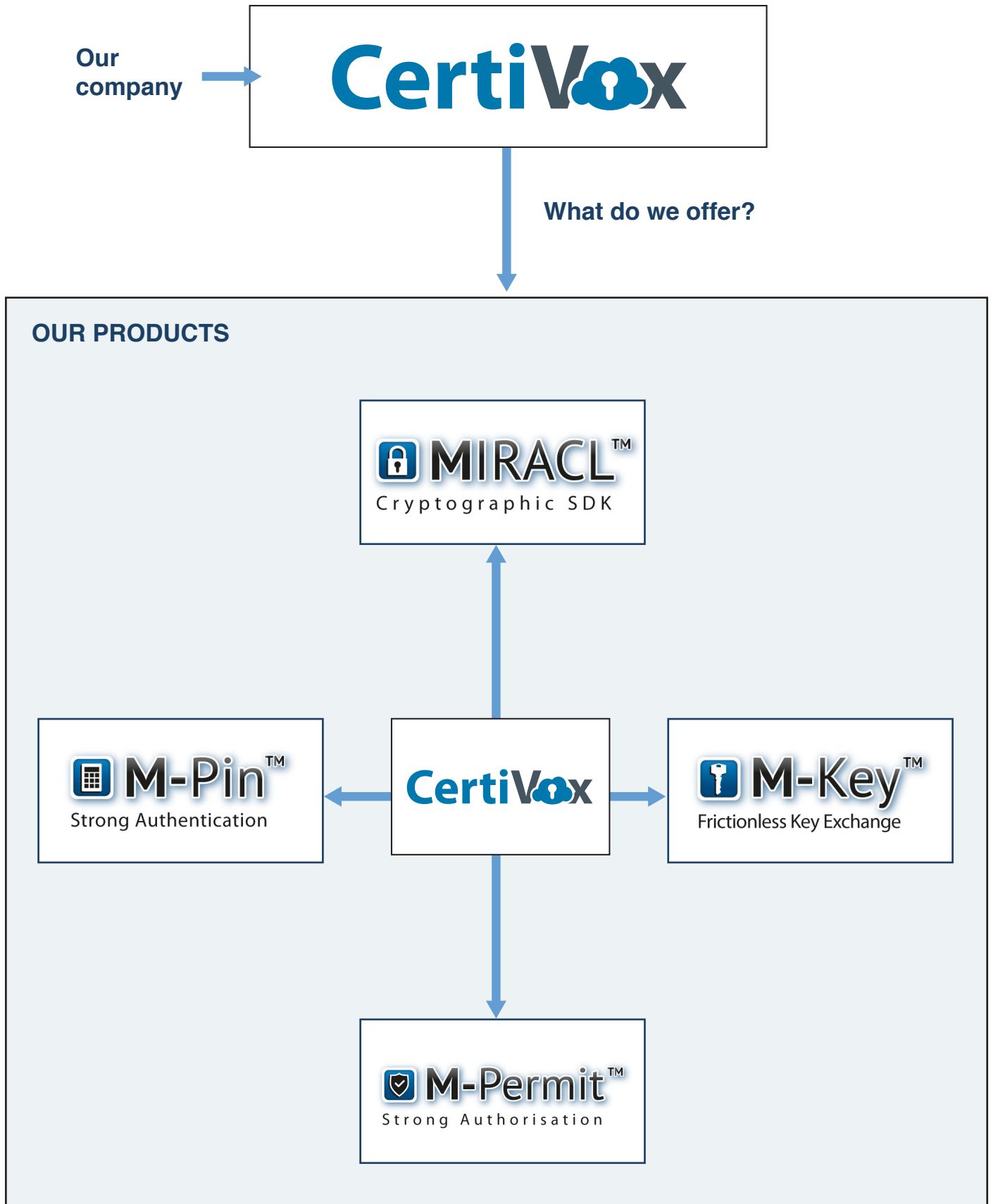


CertiVox

Logo and Brand Identity Guidelines



Our Company and products



Brand Mission

Consistency is key when looking to apply the CertiVox brand mark. This guide will help in the general application of the CertiVox logo.

The primary logo is to be used for the majority of CertiVox Company branding including: web design, email campaigns, PR, marketing and advertising etc.

CertiVox Logo

Primary Logo 1: (for white backgrounds only)

The logo consists of the word 'CertiVox' in a bold, sans-serif font. 'Certi' is in blue, 'V' is in dark grey, and 'ox' is in dark grey. The 'o' in 'Vox' is replaced by a blue cloud icon with a white keyhole in the center.

Primary Logo 2: (for all backgrounds)

The logo is the same as Primary Logo 1, but the text 'CertiVox' is white and the cloud icon is white, set against a solid black rectangular background.

The primary logo can be used reversed out of the CertiVox 'Rich Black' brand colour (C=30 M=30 Y=30 K=100), but the logotype must always remain solid white for print.



Position and Spacial Considerations

Blue indicates **Clear Space**. The blue area must be kept free of all other graphical and visual elements.

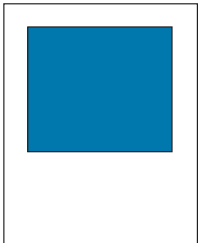
Magenta indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the low-ercase letters, known as the 'x-height'. The width is equal to the height.)

The outer **Grey** stripped padding indicates the **Safe Zone**. Other graphical and visual elements can be safely positioned up to the **Blue** line.

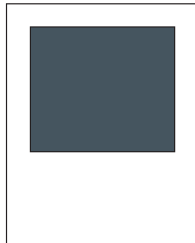
Brand colours and values

Pantone
307



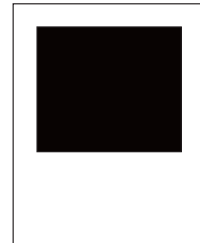
CMYK C100 M16 Y0 K27
RGB R0 G115 B171
HEX #0073AB

Pantone
432



CMYK C23 M2 Y0 K77
RGB R76 G86 B92
HEX #4C565C

Rich
Black



CMYK C30 M30 Y30 K100
RGB R19 G16 B13
HEX #13100d

Product Brands

MIRACL Logos

1. For General Use:



- The MIRACL product logo is always shown with the Trademark TM character
- The icon is always displayed in the left side, and this is the 'Lock' icon. This icon should not be moved or re-positioned.
- The logo can appear on any colour background as long as there is sufficient space.
- This logo includes the description of the product which is 'Cryptographic SDK'

2. For Simplified Use/Quick Reference:



- This logo is a shortened version of the full logo to be used where we need to **SIMPLY** reference the product in Marketing Materials and collateral.

3. For Icons:



- The icon from the logo can be taken for usage on apps, buttons etc.

Product Brands

Strong Authentication Logos

1. For General Use:



- The PIN product logo is always shown with the Trademark TM character
- The icon is always displayed in the left side, and this is the 'Pin Pad' icon. This icon should not be moved or re-positioned.
- The logo can appear on any colour background as long as there is sufficient space.
- This logo includes the description of the product which is 'Strong Authentication'

2. For Simplified Use/Quick Reference:



- This logo is a shortened version of the full logo to be used where we need to **SIMPLY** reference the product in Marketing Materials and collateral.

3. For Icons:



- The icon from the logo can be taken for usage on apps, buttons etc.

Product Brands

Key Exchange Logos

1. For General Use:



- The KEY product logo is always shown with the Trademark TM character
- The icon is always displayed in the left side, and this is the 'Key' icon. This icon should not be moved or re-positioned.
- The logo can appear on any colour background as long as there is sufficient space.
- This logo includes the description of the product which is 'Frictionless Key Management'

2. For Simplified Use/Quick Reference:



- This logo is a shortened version of the full logo to be used where we need to **SIMPLY** reference the product in Marketing Materials and collateral.

3. For Icons:



- The icon from the logo can be taken for usage on apps, buttons etc.

Product Brands

Strong Authorisation Logos

1. For General Use:



- The Permit product logo is always shown with the Trademark TM character
- The icon is always displayed in the left side, and this is the 'Tick' icon. This icon should not be moved or re-positioned.
- The logo can appear on any colour background as long as there is sufficient space.
- This logo includes the description of the product which is 'Strong Authorisation'

2. For Simplified Use/Quick Reference:



- This logo is a shortened version of the full logo to be used where we need to **SIMPLY** reference the product in Marketing Materials and collateral.

3. For Icons:



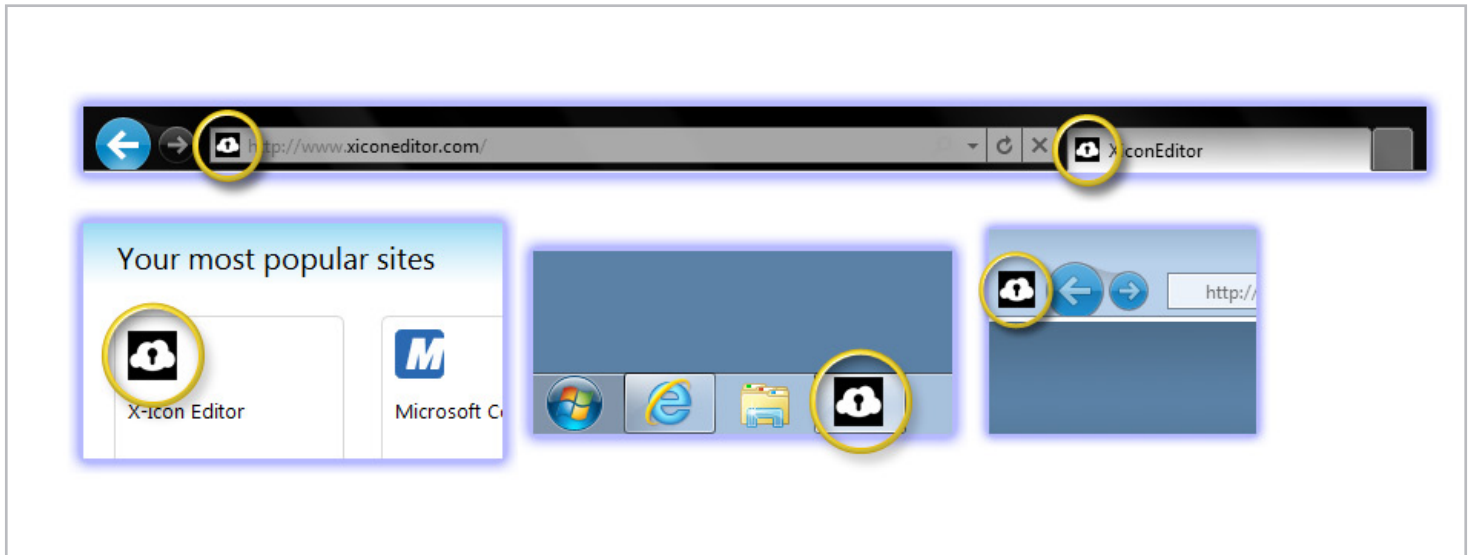
- The icon from the logo can be taken for usage on apps, buttons etc.

Favicon

The Favion for all CertiVox corporate and product sites, apps and icons; should be the 'Key Cloud' icon on a black background.



- The Favicon .ico file is available for download and can be used in the standard 16 x 16, 24 x 24, 36 x 36, 48 x 48, 64 x 64 sizes.



Brand Downloads

To download our corporate or product logos visit our -
Brand Media Hub on the CertiVox website: <http://www.certivox.com/about-certivox/media-and-brand-resources/>
CertiVox Developer Community: <https://www.certivox.org>

For more information on our brand, services or products contact us at:

Tel: +44 (0)20 3427 5469 | Email: info@certivox.com