



Condensed Brand Guidelines 2020

The Privoro Logo

The Privoro logo consists of an illustrated dog head and a solid wordmark. Two sets of the logo are available: one for the primary (vertical) logo and one for the alternate (horizontal) logo. Each set includes a version for both light and dark backgrounds.

VERTICAL LOGO (PRIMARY)

The primary logo should be chosen when possible.



Primary logo for light backgrounds



Primary logo for dark backgrounds

HORIZONTAL LOGO (ALTERNATE)

The alternate logo may only be used in cases where space and size constraints dictate that it's a better fit.



Alternate logo for light backgrounds



Alternate logo for dark backgrounds

The Privoro Government Solutions Logo

The logo for Privoro Government Solutions, Privoro's government-focused entity, should be used when appropriate in lieu of the main Privoro logo. Treatment is similar to that of the Privoro logo.

VERTICAL LOGO (PRIMARY)

The primary logo should be chosen when possible.



Primary logo for light backgrounds



Primary logo for dark backgrounds

HORIZONTAL LOGO (ALTERNATE)

The alternate logo may only be used in cases where space and size constraints dictate that it's a better fit.



Alternate logo for light backgrounds



Alternate logo for dark backgrounds

Logo: Clear Space Treatments

Clear space around the logo must meet or exceed the height and width of the white rule shown in each version of the logo.

CLEAR SPACE FOR PRIMARY LOGO



CLEAR SPACE FOR ALTERNATE LOGO



Logo: Don'ts

Logo files provide fixed elements that should not be altered in any way. The following examples represent misuses of the Privoro logo that must be avoided.



DO NOT remove the dog head or wordmark



DO NOT change the orientation



DO NOT place on a photo or pattern



DO NOT add any shadows or other effects



DO NOT change the color



DO NOT crop



DO NOT stretch in any direction



DO NOT place on a background other than black, white or Privoro Blue



DO NOT flip



DO NOT change the placement of the elements

Logo: Partner Branding

All co-branding must be reviewed by our marketing team for final approval. The following examples provide broad strokes on acceptable co-branding uses.



Brand Colors

Only the three colors below may be used for text and scalable graphics.



NAME	PRIVORO BLUE
PMS	3145C*
CMYK	100 C 10 M 29 Y 20 K
RGB	0 R 119 G 139 B
HEX	00778B



NAME	PROCESS BLACK
PMS	Process Black C
CMYK	0 C 0 M 0 Y 100 K
RGB	39 R 37 G 31 B
HEX	00778B



NAME	SILVER METALLIC
PMS	877C
CMYK	45 C 34 M 34 Y 0 K
RGB	149 R 155 G 157 B
HEX	959B90

Brand Names

Our brand names must be spelled, capitalized and marked correctly.

Only the “P” in “Privoro” is capitalized when the brand name appears in text.

Privoro is pioneering innovative mobile security hardware protections that enable organizations and individuals to take unprecedented control of access to their most important information.

The “S” and “C” in “SafeCase” are capitalized. Because SafeCase is a trademark of Privoro, a trademark symbol (™) must follow the first instance of the name within a marketing piece.

The Privoro **SafeCase™** is the first and only mobile hardware companion of its kind to protect data in the vicinity of your phone from being swept up by compromised smartphone cameras and microphones.

Typography

Our utility typeface, Arial, is an extremely versatile family of fonts that can be used to successfully set text for headlines and body copy within a variety of mediums.

AaBbCcDdEe
FfGgHhIiJjKk

123456789

!@#\$%^&*()

HEADLINES

Arial Headline (H1) (Arial, 12/14)

BODY COPY

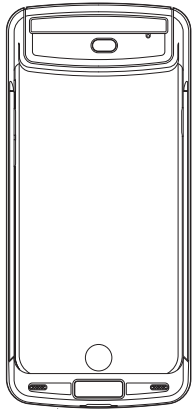
Advanced endpoint hardware and software solutions that provide security, privacy and control in an ultra-connected, sensor-driven world. (Arial, 9/15)

WEIGHTS

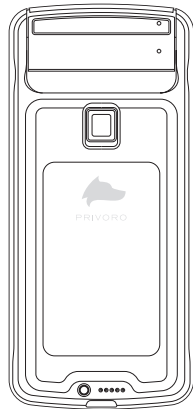
Regular *Italic* **Bold** ***Bold Italic***

Assets: SafeCase™ Vector Graphics

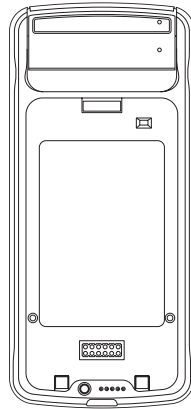
A set of scalable line drawings is available to illustrate the details of the SafeCase and its accessories.



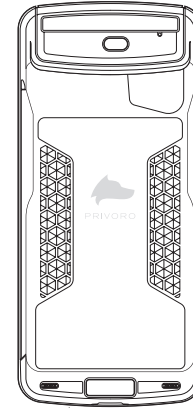
Front with iPhone



Rear with lock panel



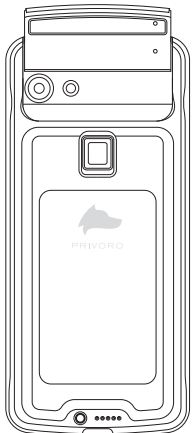
Rear without lock panel



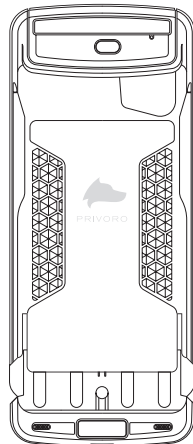
Front



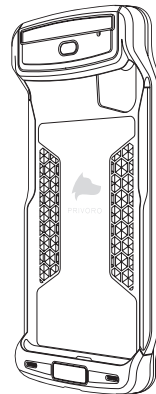
Front - hood up



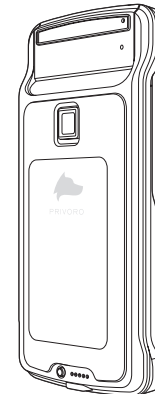
Rear - hood up



Front - base tray open



Front (45-degree angle)



Rear (45-degree angle)



Lock panel
(45-degree angle)

Assets: SafeCase™ Product Photos

A set of photorealistic images is available for showcasing the SafeCase on its own.



Front with iPhone
(45-degree angle)



Front with iPhone - hood up
(45-degree angle)



Rear without
lock panel - hood up



Front with iPhone



Front with iPhone - corner
indicator LEDs pulsing green



Rear with lock panel



Front without iPhone



Rear without
lock panel



Front - base tray open



Front with iPhone - hood up and
corner indicator LEDs pulsing red

Assets: SafeCase™ Hero Shots

A set of advertisement-worthy product images is available for showcasing the SafeCase in context.

