The Privoro Logo

**VERTICAL LOGO (PRIMARY)**
The primary logo should be chosen when possible.

![Primary logo for light backgrounds](image1)

![Primary logo for dark backgrounds](image2)

**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](image3)

![Alternate logo for dark backgrounds](image4)

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.
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.
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
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.

<table>
<thead>
<tr>
<th>NAME</th>
<th>PRIVORO BLUE</th>
<th>PROCESS BLACK</th>
<th>SILVER METALLIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>3145C*</td>
<td>Process Black C</td>
<td>877C</td>
</tr>
<tr>
<td>CMYK</td>
<td>C 10 M 29 Y 20 K</td>
<td>C 0 M 0 Y 100 K</td>
<td>C 34 M 34 Y 0 K</td>
</tr>
<tr>
<td>RGB</td>
<td>R 0 G 119 B</td>
<td>R 39 G 37 B</td>
<td>R 149 G 155 B</td>
</tr>
<tr>
<td>HEX</td>
<td>00778B</td>
<td>00778B</td>
<td>959B90</td>
</tr>
</tbody>
</table>
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.

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.

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 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.
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.

**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.

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.
Assets: SafeCase™ Product Photos

A set of photorealistic images is available for showcasing the SafeCase on its own.
Assets: SafeCase™
Hero Shots

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