



# Who we are

The VIPRE Security Group brand

## **VIPRE Security Group is a family of award-winning brands.**

VIPRE Security Group owns and operates a number of award-winning cybersecurity brands for both home and business use. Providing the tools to protect and educate, these services make privacy and security achievable for anyone.

Brand guidance provided in this document is intended to cover solutions marketed and sold into the business security space. VIPRE home security products and associated brands operate under their own set of guidelines.

# Logo guidelines

The VIPRE Security Group logo



# Logo guidelines

## Minimum size + clear space

### Minimum Size



1" minimum. Logo should never appear to be less than one inch in length.

### Logo Clear Space



To maintain clarity and legibility, the VIPRE Security Group logo needs to have a clear space maintained around the logo that is equal to the width and depth of the landmark “V”.

# Logo guidelines

## Logo options



Primary logo



Primary logo



Product logo - NOTE: Must be created by VIPRE. Reach out to VIPRE for exact Product Title.



Single colour logo - White on brand blue



Single colour logo - Black  
NOTE: only for black-and-white publications.



Single colour logo - Reversed out white on black  
NOTE: only for black-and-white publications.

# Logo guidelines

## Logo usage don'ts

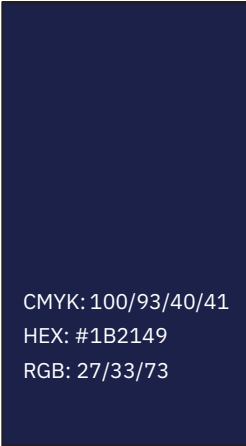
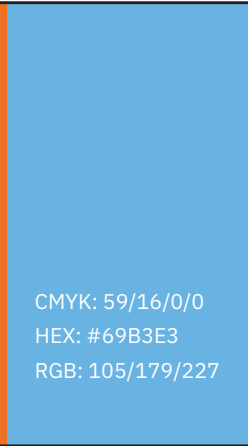
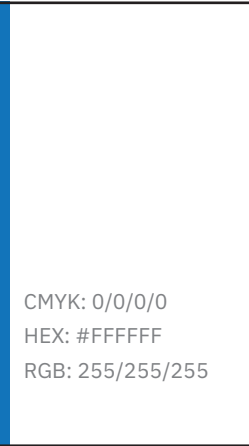
1. Don't add any additional text, tagline, or slogans to the logo.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a similarly colored background.
4. Don't apply "glow" effects to the logo.
5. Don't apply any kind of pattern or texture to the logo.
6. Don't cut off any part of the logo.
7. Don't outline the logo.
8. Don't recolor the logo.
9. Don't apply "drop shadow" effects to the colored logo.
10. Don't stretch, squeeze, squish, or otherwise distort the logo.
11. Don't recreate the logo.
12. Don't place the logo on a busy background.



# Elements of design

## Color palette + breakdowns

### Primary Colors

|                                                                                                                                           |                                                                                                                                           |                                                                                                                                           |                                                                                                                                           |                                                                                                                                           |                                                                                                                                            |                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <br>CMYK: 100/93/40/41<br>HEX: #1B2149<br>RGB: 27/33/73 | <br>CMYK: 0/66/91/00<br>HEX: #EC6F23<br>RGB: 236/111/35 | <br>CMYK: 59/16/0/0<br>HEX: #69B3E3<br>RGB: 105/179/227 | <br>CMYK: 85/50/1/0<br>HEX: #0d76bd<br>RGB: 30/117/186 | <br>CMYK: 0/0/0/0<br>HEX: #FFFFFF<br>RGB: 255/255/255 | <br>CMYK: 0/0/0/60<br>HEX: #878787<br>RGB: 135/135/135 | <br>CMYK: 100/100/100/100<br>HEX: #000000<br>RGB: 0/0/0 |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|

\*Pantone Colors- Exact color matching system and only used when printer specifies.  
Using Pantone Formula Guide Coated - Pantone + Solid Coated.  
These colors use the sRGB IEC61966-2.1 Profile.

# Elements of design

## Primary typeface & system typeface

### Primary typeface

#### IBM PLEX Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### IBM PLEX Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### IBM PLEX Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### IBM PLEX Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### IBM PLEX Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### System typeface

System typefaces are used for PowerPoint presentations, Microsoft Word documents, and other office communications. For these applications, the system font Tahoma is to be used.

#### TAHOMA Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### TAHOMA Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Text color guide and example size ratio

Headline text

Sub-head text and body copy

Initial paragraph and graphic elements

IBM PLEX Medium 21pt

IBM PLEX Regular - 11pt

IBM PLEX Regular - 9.5pt

# Brand communication

## Boilerplate

### ABOUT VIPRE

VIPRE Security Group, part of Ziff Davis, Inc. (NASDAQ: ZD), is a leading provider of security solutions purpose-built to protect people and businesses from costly, malicious threats. VIPRE's award-winning portfolio includes next-generation antivirus endpoint cloud solutions, advanced email security products, threat intelligence technology, and comprehensive security awareness training. [www.VIPRE.com](http://www.VIPRE.com)

# Contact information



**Questions?**  
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