



ARMOR

BRAND GUIDELINES

08.2020

The Secured By Armor trustmark can be used by customers as visual proof of data security and trustworthiness. By using this trustmark, our customers are informing their clients that their brand, data, and business are all protected.



Trustmark size

For general printed and digital marketing materials, please follow the outlined minimum and maximum sizes to ensure the greatest impact and legibility.

Exceptions to the maximum/minimum size are based on product material and imprint process. These exceptions include, but are not limited to, special marketing pieces, such as apparel.



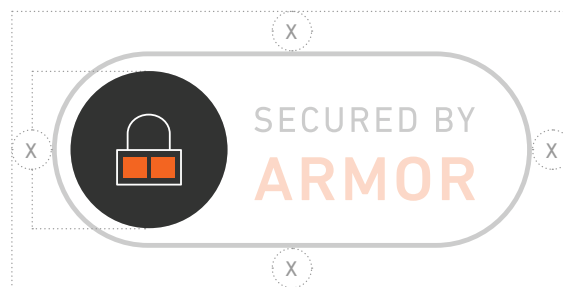
180px/2.5"
Maximum width



72px/1"
Minimum width

Clearspace for trustmark

When using the trustmark, please keep the specified clearspace around all four sides at all times.



The minimum clearspace around the trustmark (display as X) should be 25% of the circled lock.

Note: Transparency is not approved. Transparency is only used in this document to display the clearspace concept.

Two-Color

The trustmark is not designed to blend in. Instead, the trustmark design offers options that can seamlessly integrate into our customers' marketing materials. Each trustmark design is available in an outline version or in a filled version. The outline version should be used over light or dark solid backgrounds. The filled version should be used over light or dark busy backgrounds, such as images or patterns.



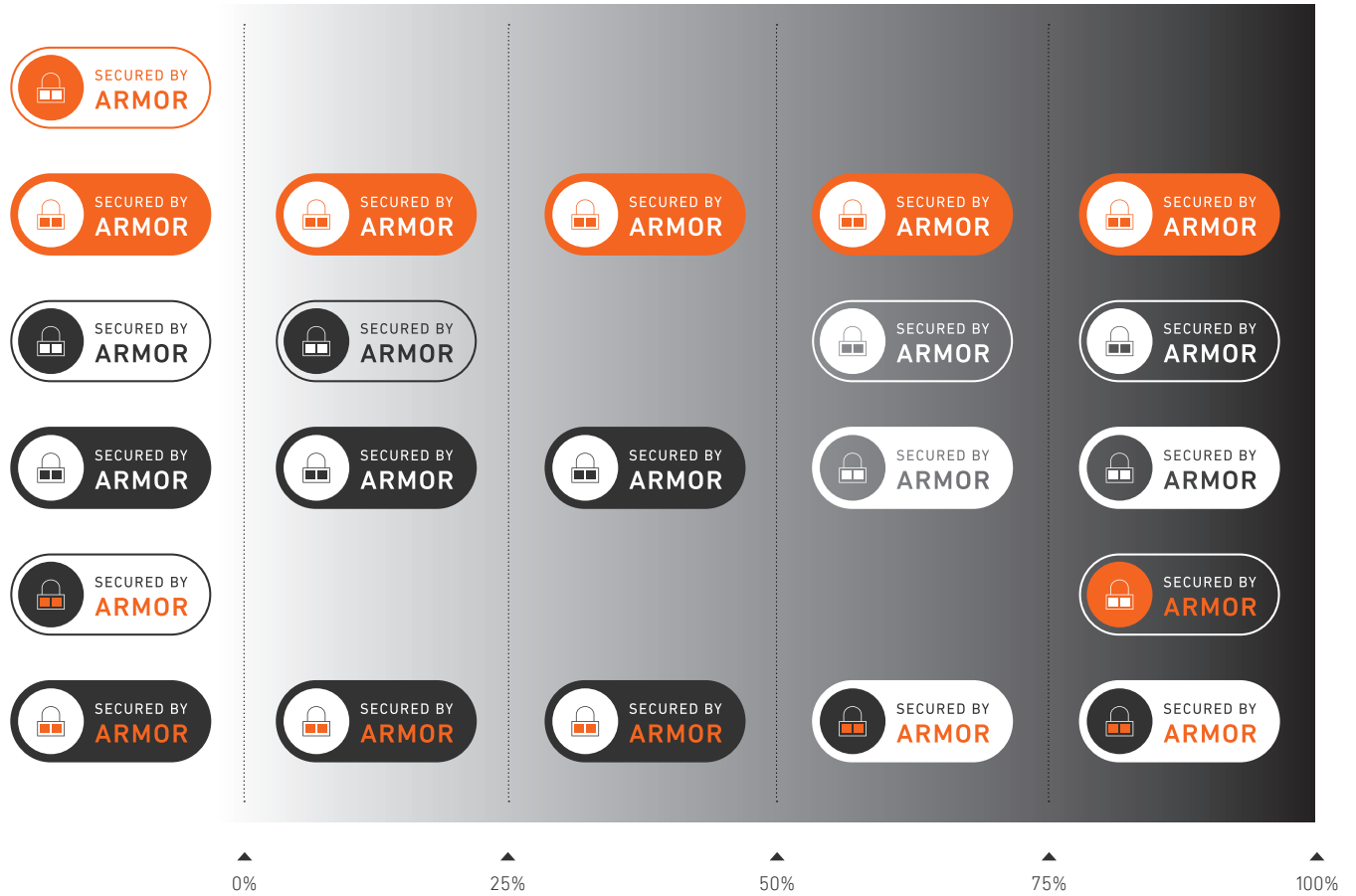
Monochromatic

If contrast becomes an issue or a one-color trustmark is preferred, then the approved monochromatic designs can be used.



Color + Contrast

Please refer to the graphic below as a guide for appropriate logo contrast. Customers can contact Armor for a recommendation based on their needs.



COLOR PALETTE



Intense Orange

PMS 1505 C

C 0 M 74 Y 100 K 0

R 255 G 102 B 0

#ff6600



Gunmetal

PMS Black 7C

C 69 M 63 Y 62 K 58

R 51 G 51 B 51

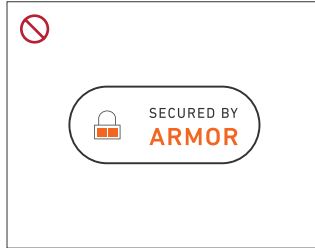
#333333

Secured by Armor - Trustmark Misuse

The boxes below display incorrect ways of using the trustmark. The trustmark should always appear according to the specifications indicated in the previous format and usage sections.



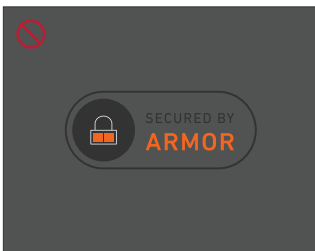
Do not use unapproved colors. The trustmark should only appear in the approved color palette.



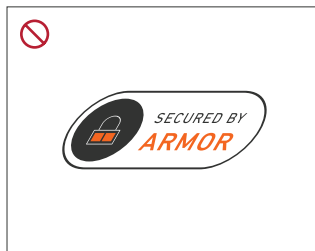
Do not remove elements from the trustmark.



Do not modify the scale of the trustmark.



Do not place the trustmark over colors that do not provide enough contrast. Lack of contrast reduces legibility.



Do not skew or distort the trustmark.



Do not outline the trustmark or apply other unapproved graphic treatments such as shadows, embossing, etc.

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