



Content Protect  
Style Guide 2007

The Content Protect logo is available as an electronic file for most applications, 1-color and 2-color. The master electronic files can be proportionally scaled up or down without losing quality.

### **Availability**

Electronic logo files are available from Content Watch.

### **Default Logo**

In situations where a default logo must be supplied without a full understanding of its application, the primary logo (shown below) should be provided.



### **Reproduction**

For truest reproduction of the Content Protect logo identity, PMS colors should be used. The second option should be 4-color process, CMYK reproduction matched to the PMS colors.

### **Logo placement**

In order to protect the logo from becoming visually lost on a page with photography, graphics, and text. The logo should be placed in an area free from other competing elements and backgrounds. This ensures full readability of the logo.

## Brand Colors

PMS colors are preferred whenever possible.

### Color Values:

Pantone Matching System  
PMS 281c PMS 021c

### CMYK Values: 4-color process breakdowns:

Blue = 100, 72, 0, 32

Orange = 0, 53, 100, 0

### RGB Values:

Blue = 0, 61, 125

Orange = 247, 143, 30

## Core Colors



PMS 281c



PMS 021c

## Black and White Options

Corporate Logo with tagline



Corporate Logo with tagline and model number



Corporate Logo with modified fuse graphic



## Brand Fonts

# ContentProtect®

*Security Appliance* [CP 100]

### Signature Logo Font

## Chicago

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Tagline Secondary Font

## Trade Goth Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz