



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