ICSAlabs

An Independent Division
of Verizon Business

ICSA LABS LOGO USAGE GUIDELINES

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ICSAlabs

ICSA LABS LOGO USAGE GUIDELINES

The ICSA Labs logo has been carefully developed to provide a distinctive professional presence on all communications. By following the guidelines in this standards manual, you can help ensure consistency in the usage of the logo in various situations and media—an essential part of maintaining the integrity of the brand.

THE LOGO

The ICSA Labs logo consists of the initials "ICSA" within an oval, the word "labs" immediately to the right on the same baseline, and the identifier "An Independent Division of Verizon Business" directly below "labs." These elements form a single unit that must be treated as such; they must always appear together in the exact configuration and proportions shown.

CLEAR SPACE

Clear space around the logo ensures its visibility and contributes to its authority. This clear space must measure no less than the height of the "I" in "ICSA" on all sides of the logo.

LOGO COLOR APPLICATIONS

A. The preferred logo is the two-color version shown here, whether composed of two spot colors, four process colors (CMYK), or RGB values.

B. When the logo appears on a dark background color (including black), the reverse ("white") version should be used.

C. On rare occasions, the color logo may be used against light background colors, but care must be taken to ensure sufficient contrast for legibility; a white background is preferred.

D. In black-and-white applications, use the solid black version of the logo (100% black overall).

A.

B.

C.

D.

UNACCEPTABLE USAGE

To maintain the consistency that is the lifeblood of the brand, the logo must be used properly, without exception. Scanning the logo from a publication or downloading a Web version for use in printing will result in unacceptably poor quality, and is not permitted. Shown here are a few other improper uses to be avoided.

A. Do not stretch, condense, distort, or alter the proportions of the logo in any way.

B. Do not separate the elements of the logo or alter their relationship in any way.

C. Do not use another color in any part of the logo.

D. Do not reset any of the type elements in another font.

E. Do not place the logo on a photograph or other graphic background.

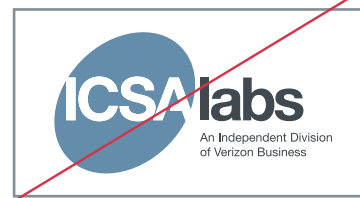F. Do not put the logo in a box (or circle or any other shape).

A.

B.

C.

D.

E.

F.

THE LOGO

The ICSA Labs evaluated logo consists of the initials "ICSA" within an oval, the word "labs" immediately to the right on the same baseline, and the identifier "evaluated" directly below "labs." These elements form a single unit that must be treated as such; they must always appear together in the exact configuration and proportions shown.

CLEAR SPACE

Clear space around the logo ensures its visibility and contributes to its authority. This clear space must measure no less than the height of the "I" in "ICSA" on all sides of the logo.

LOGO COLOR APPLICATIONS

A. The preferred logo is the two-color version shown here, whether composed of two spot colors, four process colors (CMYK), or RGB values.

B. When the logo appears on a dark background color (including black), the reverse ("white") version should be used.

C. On rare occasions, the color logo may be used against light background colors, but care must be taken to ensure sufficient contrast for legibility; a white background is preferred.

D. In black-and-white applications, use the solid black version of the logo (100% black overall).

A.

B.

C.

D.

Version 3.0
Effective Date: July 29, 2010

UNACCEPTABLE USAGE

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C. Do not use another color in any part of the logo.

D. Do not reset any of the type elements in another font.

E. Do not place the logo on a photograph or other graphic background.

F. Do not put the logo in a box (or circle or any other shape).

A.

B.

C.

D.

E.

F.

Version 3.0
Effective Date: July 29, 2010

THE LOGO

The ICSA Labs Certified logo consists of the initials "ICSA" within the top portion of a split oval, the word "labs" immediately to the right on the same baseline, the word "Certified" in the bottom portion of the split oval, and the particular area of certification ("Firewall - Residential" in this example) immediately to the right on the same baseline. These elements form a single unit that must be treated as such; they must always appear together in the exact configuration and proportions shown.

CLEAR SPACE

Clear space around the logo ensures its visibility and contributes to its authority. This clear space must measure no less than the height of the "I" in "ICSA" on all sides of the logo.

LOGO COLOR APPLICATIONS

A. The preferred logo is the two-color version shown here, whether composed of two spot colors, four process colors (CMYK), or RGB values.

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C. On rare occasions, the color logo may be used against light background colors, but care must be taken to ensure sufficient contrast for legibility; a white background is preferred.

D. In black-and-white applications, use the solid black version of the logo (100% black overall).

A.

B.

C.

D.

UNACCEPTABLE USAGE

To maintain the consistency that is the lifeblood of the brand, the logo must be used properly, without exception. Scanning the logo from a publication or downloading a Web version for use in printing will result in unacceptably poor quality, and is not permitted. Shown here are a few other improper uses to be avoided.

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B. Do not separate the elements of the logo or alter their relationship in any way.

C. Do not use another color in any part of the logo.

D. Do not reset any of the type elements in another font.

E. Do not place the logo on a photograph or other graphic background.

F. Do not put the logo in a box (or circle or any other shape).
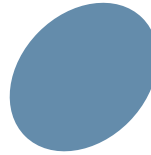
A.

B.

C.

D.

E.

F.

COLOR PALETTE

Color is a significant part of the brand identity. Consistent use of a small family of colors helps people recall the brand and differentiate it from competitors. The primary colors are used for the logo, while the secondary and accent colors are used for other text or graphic elements—never for the logo itself.
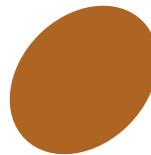
PRIMARY COLORS

LIGHT BLUE
Process Color: c52 m6 y0 k25
Pantone®: 549 C
Web RGB: r100 g140 b171
HEX: 569bbe

CHARCOAL BLUE
Process Color: c23 m02 y0 k77
Pantone®: 432 C
Web RGB: r65 g73 b80
HEX: 455560

SECONDARY COLORS

BURNT ORANGE
Process Color: c0 m60 y100 k17
Pantone®: 167 C
Web RGB: r174 g101 b35
HEX: d06f1a

MUSTARD YELLOW
Process Color: c0 m32 y100 k09
Pantone®: 131 C
Web RGB: r205 g151 b42
HEX: e7a614

OLIVE GREEN
Process Color: c15 m0 y68 k39
Pantone®: 5767 C
Web RGB: r136 g141 b78
HEX: 949b50

ACCENT COLORS

GRAY
Process Color: c0 m0 y0 k44
Pantone®: 423 C
Web RGB: r145 g146 b147
HEX: 9fa1a4

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Effective Date: July 29, 2010