



GUIDEPOINT®

SECURITY

Branding and Visual Style Guide

Introducing GuidePoint Security

Primary Logo - Horizontal



Primary Logo - Vertical

**Font:**

Input Sans

Colors:

Black
PMS: Black 6C
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: #231F20



Grey (Black with 35% tint)
PMS: Cool Gray 8C
CMYK: 44, 34, 29, 10
RGB: 35, 31, 32
HEX: #231F20



Gradient
#3333FF to #10BFEA

The GuidePoint Story:

GuidePoint Security provides trusted cybersecurity expertise, solutions, and services that help organizations make better decisions that minimize risk. Our experts act as your trusted advisor to understand your business and challenges, helping you through an evaluation of your cybersecurity posture and ecosystem to expose risks, optimize resources and implement best-fit solutions. GuidePoint's unmatched expertise has enabled 40% of Fortune 500 companies and more than half of the U.S. government cabinet-level agencies to improve their security posture and reduce risk.

Media Kit

Download approved GuidePoint Security and GPSEC logo files and access the latest Brand Guidelines through the [GuidePoint Security Media Kit](#).

Logo Spacing

A consistent amount of padding is required to ensure the mark(s) are legible in any application and not interfered with by any other design elements. Use the “U” within the GuidePoint text as a guide.



Logo Sizing

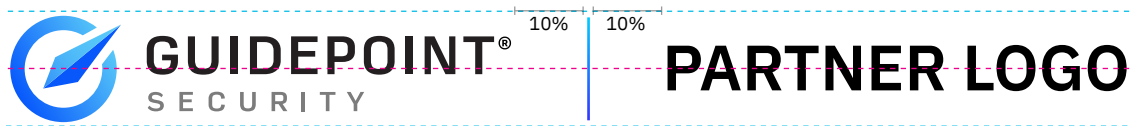
When scaling the mark in any form, it should never be sized below 100px wide. This will ensure legibility on all applications from a hand to eye situation from printed pieces to web interfaces.



Partner Logo Specs

All partner or sponsor logos should not exceed the height of the divider line. -----

The logos and center break line must align at their horizontal center axis. -.-.-.-



Correct Logo Usage

The GuidePoint mark is very versatile in that we have a color variation for all background situations. Always push to use the full color mark when possible with the knockout black and white options being a secondary option.



✓ Full color logo on white



✓ White knocked out text on dark background



✓ Black logo



✓ White logo

Incorrect Logo Usage

The logo should not be altered, recolored, or adjusted in any way that makes it illegible or varied from its original state. It should be placed on backgrounds that do not distract from the logo itself.



✗ Stretching the logo



✗ Placing logo on any kind of angle



✗ Moving the mark



✗ Scaling up the mark



✗ Changing the gradient



✗ Changing the color



✗ Changing the opacity



✗ Placing logo on busy backgrounds

The GuidePoint Mark

The mark is our unique identifier which can be used alone for any internal initiatives. It is recommended that GuidePoint Security always accompany the mark within externally facing communications. The mark is also used as a grounding element when creating sub-brand for consistency.



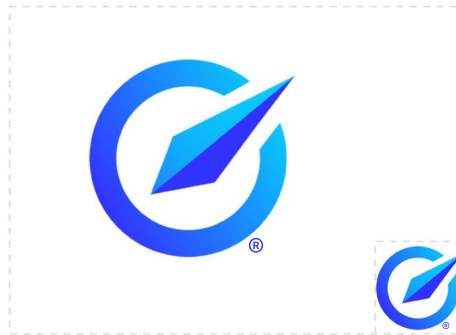
Spacing

A consistent amount of padding is required to ensure the mark is legible in any application and not interfered with by any other design elements. Use the mark at 25% the original size as a guide.



Sizing

When scaling the mark in any form, it should never be sized below 65px wide. This will ensure legibility on all applications from a hand to eye situation from printed pieces to web interfaces.



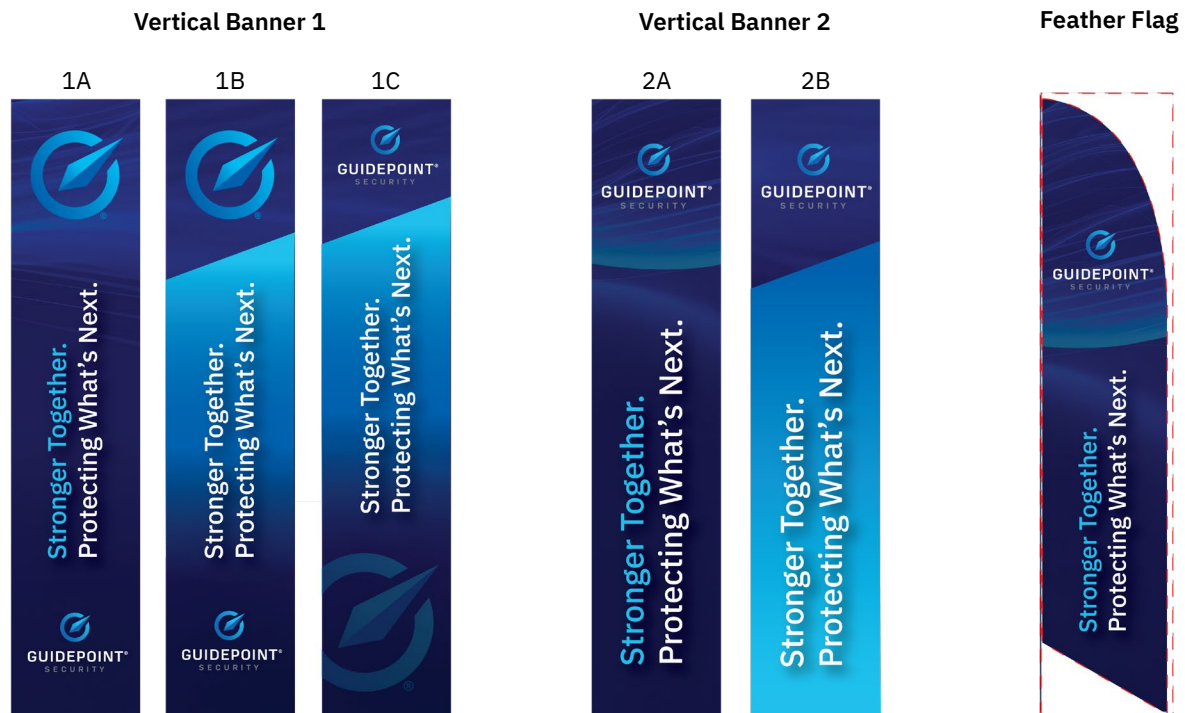
Trademark Usage on the GuidePoint Mark

- **Digital formats:** use trademark logo, except on very small sizes.
- **Print formats:** Use trademark logo for event banners, datasheets and other printed pieces.
- **Swag:** Do not use the trademark on fabric or on any printed goods where the ® becomes unreadable or too small. Please let us know if you have any questions, thanks!

Correct Vertical Logo Usage

The GuidePoint emblem must always remain upright and point upward/right in all applications.

For narrow vertical formats, use approved stacked lockups, top-aligned horizontal logos.



Incorrect Usage – Rotated logo

Do not rotate the logo or emblem to fit vertical layouts. Rotating the logo causes the emblem to point in the wrong direction and it is not allowed.



The GPSEC Logo

The GPSEC logo is intended to be used exclusively for the annual GPSEC Security Forum. The layout incorporates standards set for the parent GPS mark and sub-brand family logos. Use the GPSEC logo with the city underneath for city pages and collateral pieces. All GPSEC logos should include the tagline “By GuidePoint Security”.



Black
 PMS: Black 6C
 CMYK: 0, 0, 0, 100
 RGB: 35, 31, 32
 HEX: #231F20



GPS Blue
 PMS: 2935C
 CMYK: 100, 41, 0, 1
 RGB: 51, 51, 255
 HEX: #3333FF



White
 PMS: Bright White
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: #FFFFFF



Gradient
 #3333FF to #10BFEA

GPSEC Main Logo - Full color on light background



GPSEC Main Logo - Full color on dark background



GPSEC Main Logo - Black



GPSEC Main Logo - White



GPSEC City Logo - Full color on light background



GPSEC City Logo - Full color on dark background



Incorrect Logo Usage

The logo should not be altered, recolored, or adjusted in any way that makes it illegible or varied from its original state. It should be placed on backgrounds that do not distract from the logo itself.



X Placing logo on busy backgrounds



X Placing logo on any kind of angle



X Moving the mark



X Scaling up the mark



X Changing the color



X Changing the opacity

Trademark Usage

The GPSEC logo should always be used with the registered trademark symbol as provided in approved logo files. When referencing GPSEC® in body copy, use the trademark symbol on first reference only. Subsequent references do not require the trademark symbol within the same asset.

Primary Colors

Primary brand colors are the dominant colors of the GuidePoint Security visual system and should be used across all branded materials.

Use the primary blue and alternative blue palette first in layouts, presentations, marketing materials, and digital assets. Primary colors should represent approximately 80-90% of the overall color usage within an asset.

GPS Blue



PMS: 2935C
 CMYK: 100, 41, 0, 1
 RGB: 51, 51, 255
 HEX #3333FF

GPS Dark Blue



PMS: 2747C
 CMYK: 83, 83, 0, 65
 RGB: 15, 15, 89
 HEX #0F0F59

Alternative Blue Colors



PMS: 2145C
 CMYK: 95, 55.5, 0, 1
 RGB: 0, 53, 204
 HEX: #0035CC



PMS: 286C
 CMYK: 94.5, 64.5, 0, 1.5
 RGB: 0, 38, 153
 HEX: #002699



PMS: Pantone 281C
 CMYK: 95.5, 76.5, 0, 39
 RGB: 4, 11, 50
 HEX: #040B32



PMS: Reflex Blue
 CMYK: 100, 81, 0, 1.5
 RGB: 4, 24, 102
 HEX: #041866

Gradients

GPS Light Gradient

Uses a consistent 45-degree angle between GPS Blue and Light Blue. Use for primary brand backgrounds, marketing graphics, presentations, and digital applications requiring a brighter visual treatment.

GPS Dark Gradient

Uses a vertical top-to-bottom transition for darker brand applications. Use for dark backgrounds, presentation templates, and digital assets requiring increased contrast and readability.

GPS Light Gradient



GPS Blue



Light Blue



GPS Dark Gradient



Pantone 281C



Reflex Blue

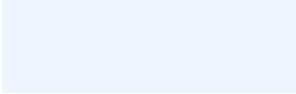


Secondary Colors

Use secondary colors only after the primary and alternative blue palettes have been established. Secondary colors should be used sparingly and should represent approximately 10-15% of the overall color usage within an asset.

Secondary colors may be used when additional differentiation is needed within charts, graphics, diagrams, or data visualizations.

Light Grey



PMS: 656C
 CMYK: 5, 1, 0, 0
 RGB: 238, 245, 255
 HEX: #EEF5FF

Light Blue



PMS: 306C
 CMYK: 68, 1, 3, 0
 RGB: 16, 191, 234
 HEX: #10BFEA

Pale Blue



PMS: 2717C
 CMYK: 20, 9, 0, 0
 RGB: 195, 217, 255
 HEX: #C3D9FF

Teal



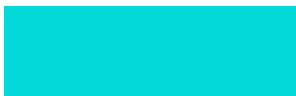
PMS: 314C
 CMYK: 88, 45, 17, 1
 RGB: 3, 120, 166
 HEX: #0378A6

Accent Colors

Accent colors are for limited use only and should never replace the primary brand palette. Use accent colors only after the primary, alternative blue, and secondary color palettes have been used. Accent colors should represent less than 5% of the overall color usage within an asset.

Accent colors may be used for highlights, calls to action, status indicators, charts, and small areas requiring emphasis or additional differentiation.

Light Teal



PMS: 311C
 CMYK: 63, 0, 23, 0
 RGB: 4, 217, 217
 HEX: #04D9D9

Green



PMS: 368C
 CMYK: 55, 5, 95, 0
 RGB: 127, 186, 74
 HEX: #7FBA4A

Purple



PMS: 268C
 CMYK: 85, 10, 14, 3
 RGB: 80, 40, 127
 HEX: #50287F

Raspberry



PMS: 248C
 CMYK: 38, 100, 2, 0
 RGB: 169, 25, 141
 HEX: #A9198D

Orange



PMS: 158C
 CMYK: 25, 63, 100, 0
 RGB: 241, 124, 32
 HEX: #F17C20

Pale Yellow



PMS: 1215C
 CMYK: 0, 14, 65, 0
 RGB: 255, 217, 115
 HEX: #FFD973

Blue-Violet



PMS: 2130U
 CMYK: 61, 58, 0, 5
 RGB: 95, 102, 242
 HEX: #5F66F2

Blue-Violet Gradient



PMS: 2130U
 CMYK: 61, 58, 0, 5
 RGB: 95, 102, 242
 HEX: #5F66F2

Tertiary Colors



PMS: Black 6C
 CMYK: 0, 0, 0, 100
 RGB: 35, 31, 32
 HEX #231F20



PMS: Cool Gray 8C
 CMYK: 44, 34, 29, 10
 RGB: 35, 31, 32
 HEX #231F20



PMS: Bright White
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: #FFFFFF



PMS: 3935C
 CMYK: 12, 2, 72, 0
 RGB: 231, 227, 106
 HEX: #E7E36A

Warning Red

Warning



PMS: 174C
 CMYK: 25, 100, 100, 27
 RGB: 148, 5, 3
 HEX: #940503

Warning Red should only be used for threat intelligence, GRIT®, risk scales, alerts, and critical status communications.

Do not use red as a primary brand color or general highlight color in standard marketing, presentation, or corporate materials. All other GuidePoint Security assets should use the primary blue color palette.

Standard Risk Scale (red, amber green)



Red



PMS: 174C
 CMYK: 25, 100, 100, 27
 RGB: 148, 5, 3
 HEX: #940503

Amber



PMS: 3935C
 CMYK: 12, 2, 72, 0
 RGB: 231, 227, 106
 HEX: #E7E36A

Green



PMS: 368C
 CMYK: 55, 5, 95, 0
 RGB: 127, 186, 74
 HEX: #7FBA4A

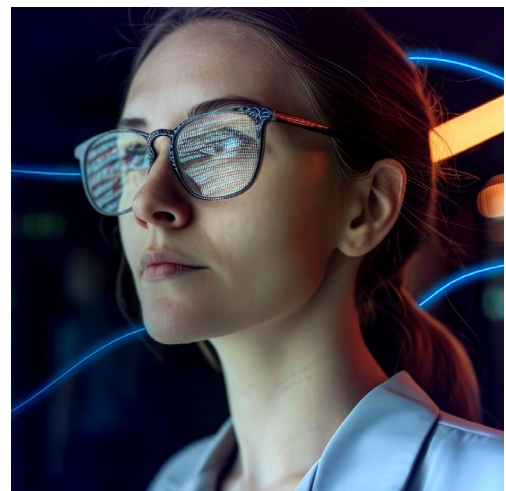
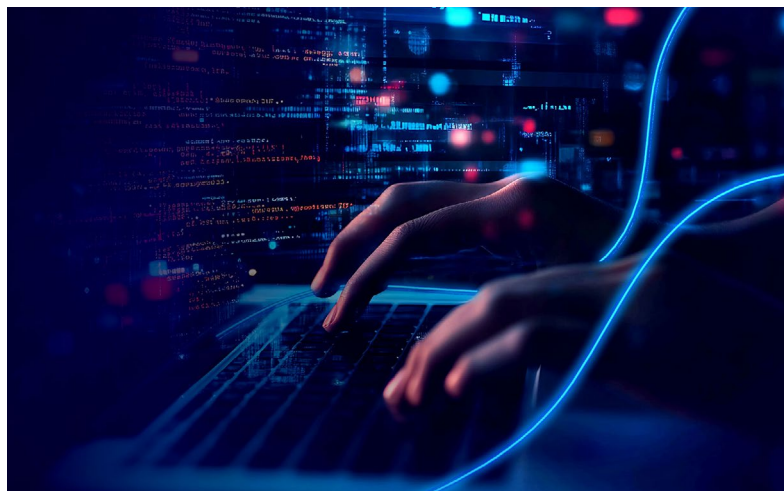
Color Accessibility Guidance

Use high-contrast color combinations to maintain readability across digital and print materials. White text is recommended on dark blue backgrounds whenever possible.

Avoid placing light blue, teal, or low-contrast colors on bright or highly detailed backgrounds without a dark overlay or fade. Do not rely on color alone to communicate meaning, status, or priority. Use supporting labels, icons, or text indicators whenever possible.

Image Choices

When choosing images, opt for dark, high-contrast visuals with blue tones that evoke technology, data and security. Images should feature digital environments, code, network visualizations and cybersecurity concepts. Reference the service area imagery section for guidance when sourcing new visuals.



Imagery by Service Area

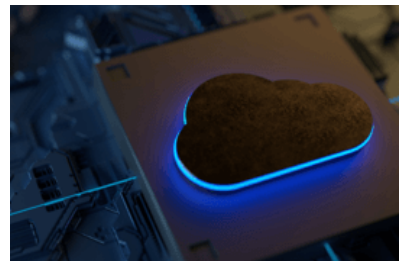
Application Security



Artificial Intelligence (AI)



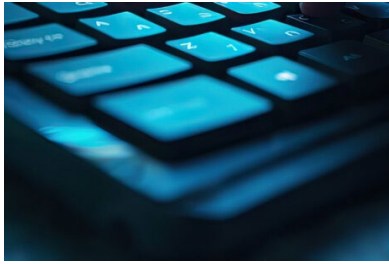
Cloud Security Services



Data Security & Privacy



Email Security



Endpoint Security



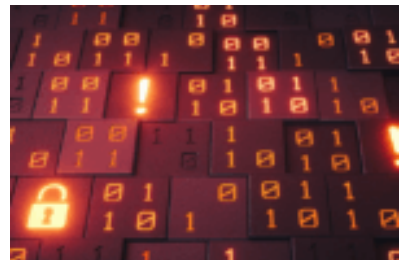
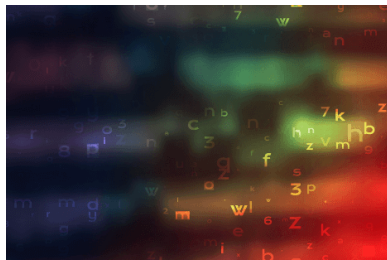
Governance, Risk & Compliance (GRC)



Identity & Access Management (IAM)



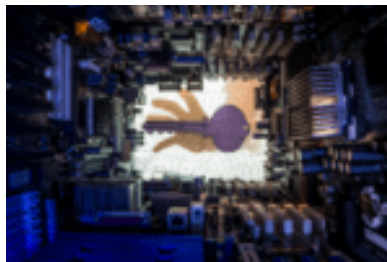
Incident Response & Threat Intelligence



Managed Security Services



Network & Infrastructure Security



Operational Technology (OT) Security Services



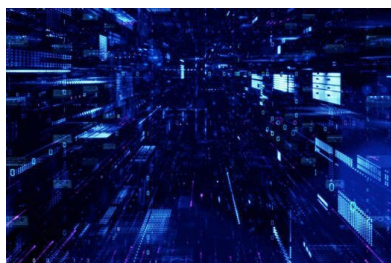
Security Awareness & Education



Security Operations Center (SOC) Services



Vulnerability Management & Penetration Testing



Graphics Guidelines

Use approved graphic styles, colors, typography and iconography when creating infographics, diagrams, charts, process flows and other visual content. Graphics should maintain a consistent visual style and align with established GuidePoint Security brand standards.

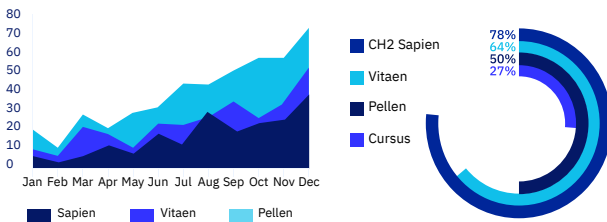
Whenever possible, use approved templates available in [Graphic Templates in Brandfolder](#). Refer to the Color Palette and Typography sections for approved brand standards.

Approved Graphic Types & Applications

The following graphic styles are recommended for presentations, reports, whitepapers, event materials and AI-assisted content creation.



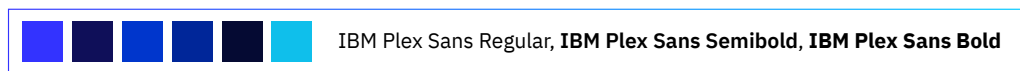
Timelines: Use for project roadmaps, implementation plans and milestone tracking. Organize information chronologically and focus on key milestones.



Data Visualizations: Use for research findings, performance metrics and trend analysis. Present data clearly using approved brand colors and typography.

Graphic Standards

- ✔ Use approved GuidePoint Security brand colors
- ✔ Use IBM Plex Sans font
- ✔ Use approved GuidePoint Security iconography
- ✔ Use [Graphic Templates in Brandfolder](#) whenever possible
- ✔ Keep graphics clear, consistent and easy to scan



Graphics to Avoid:

The following examples do not align with GuidePoint Security brand standards:

- Using unapproved colors or gradients
- Mixing multiple icon styles within a single graphic
- Distorting, altering or recreating GuidePoint Security logos
- Using low-resolution, blurry or stretched graphics
- Creating overly complex graphics reducing readability
- Using decorative effects that distract from content
- Creating AI-generated graphics that do not align with established brand standards
- Using icons, clip art or stock graphics outside approved sources



Lifecycle Graphics: Use for service methodologies, recurring processes and maturity models. Use a circular or connected structure to illustrate ongoing processes. Approved icons may be added to align with the content.



Icon-Based Frameworks: Use for service offerings, operational workflows and strategic frameworks. Use approved iconography and maintain consistent sizing and spacing.

Stronger Together. Protecting What's Next.

Guiding you through the complex security maze to help you make more informed risk decisions at the speed of business.

When it Comes to Cybersecurity, One Size Does Not Fit All

Each customer's environment is different. Your needs, gaps, skillsets and risks are also unique.

We take the approach of a trusted advisor, understanding your business and challenges, and evaluating your cybersecurity posture and ecosystem to expose risks, optimize resources and implement best-fit solutions.

We want to take on your greatest cybersecurity challenges, provide recommendations that address those complex issues and deliver impactful results.

We Help You Expose Potential Risk By:

- ✓ Assessing your existing cybersecurity posture and architecture
- ✓ Identifying gaps and vulnerabilities
- ✓ Eliminating solutions that don't work well together



GUIDEPOINT®

SECURITY

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