



# 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.

## 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

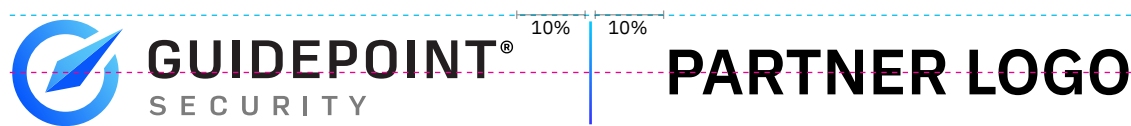
When scaling the mark in any form, it should never be sized below 100px wide. This will ensure legibility on all applications from a hand to eye situation from printed pieces to web interfaces.



## 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!

## The GPS Sub-Brand Family

A simple sub headline treatment can be used in conjunction with the parent GPS mark when dealing with approved sub-brands.

Sub-Brand Logo - Stacked



The primary mark in the sub-brand is intended to be easily read from afar with the sub heading being highlighted clearly. Subsequent sub-brand iterations are to follow this general flow, with the tagline always living within the horizontal confines of the parent mark.

Sub-Brand Logo - Emblem



Emblem treatments are secondary and should only be used in appropriate situations, such as e-signatures, signage, and business collateral. Beware of small scale usage, as the text will become illegible. Do not render below 100px wide.

## 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!

# 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”.



 <b>Black</b> PMS: Black 6C CMYK: 0, 0, 0, 100 RGB: 35, 31, 32 HEX: #231F20	 <b>GPS Blue</b> PMS: 2935C CMYK: 100, 41, 0, 1 RGB: 51, 51, 255 HEX: #3333FF	 <b>White</b> PMS: Bright White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #FFFFFF	 <b>Gradient</b> #3333FF to #10BFEA
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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 or over nodes



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

# Color Palette

Primary brand colors used within the GuidePoint Security mark and supporting materials.


## Primary Colors

GPS Blue




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

GPS Dark Blue





PMS: 2747C  
CMYK: 98, 86, 0, 0  
RGB: 15, 15, 89  
HEX: #0F0F59

GPS Gradient




45° bottom left to top right




GPS Blue  
Light Blue


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



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



# We Are Your Trusted Advisor

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 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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