

# Visual Identity Guideline



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This Visual Identity Guideline provides the basic information needed to produce material in line with the F-Secure identity. Any item that is not included should consistently follow the F-Secure style shown in this guide.

Logos available at:

<http://www.f-secure.com/marketing/materials/logos/>

<http://reseller.f-secure.com/marketing/> (partners only)

# Foreword

To secure effective implementation of the F-Secure corporate identity, we must all understand how the identity should be used and then ensure it is used correctly.

At F-Secure we believe that our reliability is crucial to the success of our business. Our visual identity is the most widely spread expression of our company. When it comes to our visual identity, consistency is synonymous with reliability.

Our identity is built on an uncluttered approach and distinctive blue and white universe. It is designed to function equally powerfully across all customer touch-points, from business cards to packaging and communications.

From an F-Secure perspective, our brand is a valuable asset shared across countries and product areas. From our partners' perspectives, the F-Secure brand is a value driver for their businesses.

# General Tools

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- 1.2 Preferred logo sizes
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- 1.5 Registered trademark and copyright

# Logo dimensions



The logo consists of a logotype and an icon.

The black logotype is followed by a registered trademark symbol ®. The width of the logotype, without the symbol ®, defines the width of the logo. The height of the logotype is one x.

The icon consists of a graphic representation of the letter F in a triangle. The height of the horizontal lines in the F is one x.

The logotype and icon must always remain together and be treated as a pictorial graphic. Wherever the logo is used, it must include the registered trademark symbol ®, as shown.

Master artwork is available for F-Secure partners, third parties and the media at the F-Secure corporate web site and extranet.

“F-Secure” and the triangle symbol are registered trademarks of F-Secure Corporation, and F-Secure product names and symbols/logos are either trademarks or registered trademarks of F-Secure Corporation.

Always use the master artwork.

# Preferred logo sizes

10mm width:  
(minimum size)



20mm width:



30mm width:



40mm width:



To achieve consistency throughout F-Secure's material, there are four preferred logo sizes. Use these whenever possible. For sizes above 40mm, increase the size of the logo by 10mm increments.

The minimum width of the logo is 10mm, this is equivalent to 70px.

10mm:  
Small applications

20mm:  
A5 size printing materials, small on-screen applications, labels

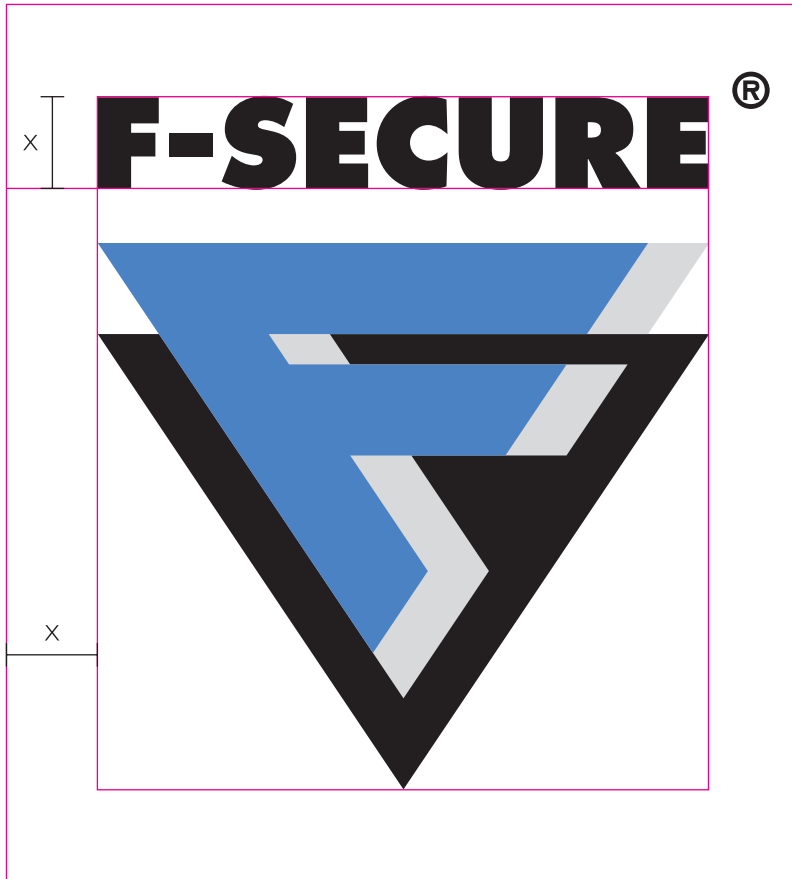
30mm:  
A4 size printing materials, envelopes, big on-screen applications

40mm:  
A4+ size printing materials, packaging, full-page advertising

On alternative formats, such as posters and flags, the logo can be resized proportionally.

A horizontal logo can be used instead of the logo in 10mm (see 1.2.3) when preferred.

# Minimum clear space



The logo must always be surrounded by clear space, free of text, illustrations or other logos. The only exception is the inclusion of a tagline, used only by F-Secure corporate communications.

The clear space is defined by the height  $x$  of the logotype.

# Alternative logos



Logo with outline



Logo with outline



Horizontal



Horizontal with outline



Lineart



Mono

The standard version of the F-Secure logo is always the preferred version for all media (CMYK, PMS, RGB). If this is not possible, a negative version or a mono version (Black) should be used.

The negative logo has a thin white outline around the icon. The logotype and the registration mark appear in white. This logo may be used on a colored background where the standard logo would be unreadable.

In special cases, where the logo seems too small in the layout and the text F-Secure becomes hard to read, the F-Secure logo can be used in a horizontal version.

A special (line art) version of the logo exists, which can be used when the image is to be engraved, or produced from a solid color where no tints are possible. The line art version should be used only in these two cases.

A tinted monochrome master version of the logo is also available, which can be used to reproduce the logo in a single color.

# Negative logos



Logo with thinner outline  
– size more than 40mm



Logo with outline  
– size less than 40mm



Horizontal with outline

The negative logo has a thin white outline around the icon. The logotype and the registration mark appear in white. This logo may be used on a dark background (preferably the corporate colors) where the standard logo would be unreadable.

For sizes over 40mm, a version of the logo with a thinner outline should be used. This ensures a better visual balance on larger material such as posters, roll-ups or flags.

For small logo sizes use the horizontal logo.

The standard logo may only be used on a light background, where there is a distinct tonal difference between the background and logo.

# Use of logo and name



A: Correct



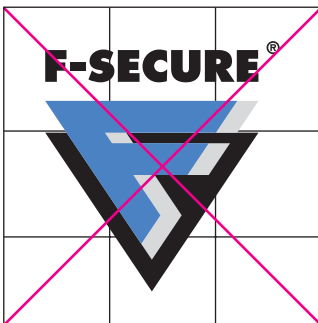
B: Correct



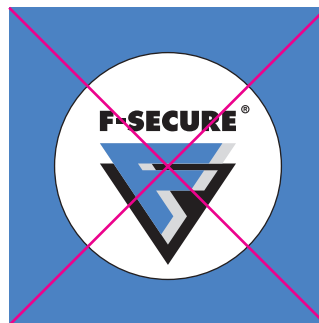
C: Incorrect



D: Incorrect



E: Incorrect



F: Incorrect

A: The standard logo may only be placed on a light background, where there is a distinct tonal difference between the background and logo.

B: If the logo is to be placed on a dark background, the negative logo must be used.

C: The logo may not be placed directly onto an illustration, except where there is a distinct tonal difference between the background and logo.

D: On a dark background, the standard logo may not be used.

E: Other objects must never obscure the logo.

F: The logo should never be encapsulated by another graphic form, which can be visually disturbing.

The name F-Secure must never be split over two lines.

Incorrect:  
Lorem ipsum adipiscing elit, diam **F-Secure** nonummy nib

Correct:  
Lorem ipsum adipiscing elit, diam **F-Secure** nonummy nib

# Corporate colors



Blue:

Pantone: 2718

CMYK: 72 - 43 - 0 - 0

RGB: 102 - 125 - 209

HTML: 667DD1

Mono: 60% black

Newspaper: 72 - 39 - 0 - 0



Gray:

Pantone: 427 (or use Mono)

CMYK: 0 - 0 - 0 - 17

RGB: 217 - 214 - 209

HTML: D9D6D1

Mono: 17% black

Newspaper: 0 - 0 - 0 - 17



Black:

Pantone: Black

CMYK: 0 - 0 - 0 - 100

RGB: 0 - 0 - 0

HTML: 000000

Mono: 100% black

Newspaper: 0 - 0 - 0 - 100

# Typography

## Futura Light

abcdefghijklmnopqrstuvwxyzääö0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)

## Futura Regular/Medium

abcdefghijklmnopqrstuvwxyzääö0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)

## Futura Bold

**abcdefghijklmnopqrstuvwxyzääö0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)**

## Futura Light Oblique

*abcdefghijklmnopqrstuvwxyzääö0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)*

## Futura Regular/Medium Oblique

*abcdefghijklmnopqrstuvwxyzääö0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)*

## Futura Bold Oblique

***abcdefghijklmnopqrstuvwxyzääö0123456789***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)***

## Impact

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)**

## Replacement font

### Arial

abcdefghijklmnopqrstuvwxyzääö0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)

### Arial Black

**abcdefghijklmnopqrstuvwxyzääö0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)**

### Arial Oblique

*abcdefghijklmnopqrstuvwxyzääö0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ,!"#%&/=?§)*

Futura is F-Secure's corporate font and should be used in all printed material. The font is available in 6 different forms.

As a ground rule, Futura Light is used for body copy, with Futura Regular/Medium to highlight portions of text. This gives a light and airy impression to the page.

Futura bold is used for special headlines and taglines.

Impact is only used as an element in F-Secure's communication universe, not as a corporate font. Impact is always written with capital letters.

Where it is impossible to use Futura, for example on the Web, the system font Arial must be used.

# Use of typography

## Body copy with emphasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. iriure dolor in hendrerit in vulputate velit esse molestie consequat,

## Vel illum dolore

Eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit auggue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

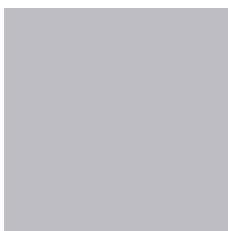
## Headline in lower case

# Minim veniam quis nos trud exerci tation

## Headline in upper case

# MINIM VENIAM QUIS NOS EXERCI TATION

## Picture caption



*Duis autem vel eum iriure dolor  
in hendrerit in vulpu tate velit  
esse molestie con sequat, vel  
illum dolore eu*

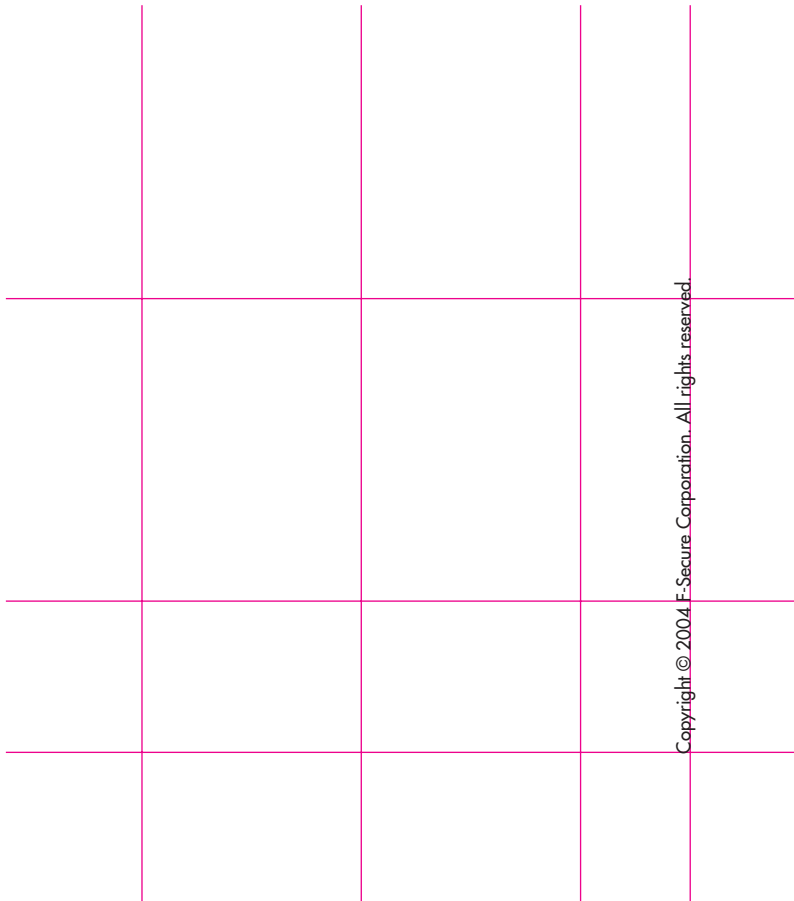
In standard publications, body copy is set in Futura Light 10/15pt (size 10pt, leading 15pt) and is justified as shown in the example.

Portions of text may be emphasized in Futura Regular, for example in a subheading. Italics may also be used to emphasize text, though this should be avoided when text is to be used on screen, as it appears disturbing to the eye.

Headlines may appear in upper or lower case as shown here. Regular or bold may be used.

Picture captions must be set in italic in the same point size as the body copy.

# Registered trademark and copyright



The name "F-Secure" is a registered trademark and should be marked by the registered trademark sign ® once in every piece, the first time the name is mentioned. This applies also for body copy.

The copyright notice should always appear in brochures and third party material. It is printed in Futura 5pt and placed discretely in the layout.

# Co-branding Tools

- 2.1 Co-branding logos
- 2.2 Certified Partner logo
- 2.3 Examples of co-branding logo usage

The relationship between F-Secure and its partners is signaled by using specific versions of the logo.

When the partner's business includes sales and promotion of F-Secure software solutions, the Certified Partner logo is to be used.

When the partner's business includes the use of F-Secure technology as an add-on service (e.g. Internet Service Providers) or within another product (OEM), the Protected logo is to be used.

The logos shown here are available for authorized F-Secure partners at the dedicated Partner Extranet or provided by F-Secure channel management.

# Co-branding logos

A:



CERTIFIED  
PARTNER

B:



**A: Certified Partner logo**

F-Secure logo for partners offering F-Secure software solutions.

**B: Standard logo**

Can be used if it does not give the impression that the sender is a subsidiary of F-Secure. In most cases, this means that the F-Secure logo is accompanied by the partner's own logo in communications.

**Placing of co-branding indicator**

The co-branding indicator is centered beneath the logo at a distance  $x$  from the corner of the triangle. The co-branding indicator is set in Futura Regular, upper case with a height of  $x$ . If the line is exceptionally long, it may be split over two lines with a distance  $y$  as leading. See logo examples.

# Certified Partner logo

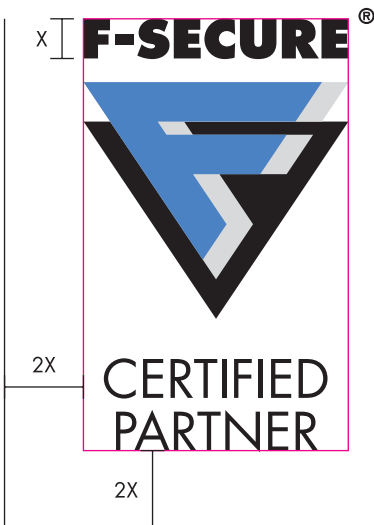
15mm width:  
105 px



20mm width:



30mm width:



F-Secure co-branding logo for partners selling F-Secure software solutions. To achieve consistency throughout material, there are three preferred logo sizes.

15mm:  
Small applications, A5 size printing materials, small on-screen applications

20mm:  
A4 size printing materials, envelopes, big on-screen applications

30mm:  
A4+ size printing materials, packaging, full-page advertising

The co-branding logo should always appear on a light background with the logotype and partner logo in black, unless it appears on a dark background. In this case, the negative version should be used.

The logo must be placed towards the margin at a minimum of 2x from the edge of the format, where x is determined by the height of the logotype. Wherever possible, the logo should appear at the bottom left. Minimum distance from another company's logo is the width of the logo. Never place the logo in the bottom right corner. The master artwork is available for F-Secure partners and third parties on the F-Secure Partner Extranet. Always use the master artwork.

# Examples of co-branding logo usage



**F-SECURE®**  
CERTIFIED  
PARTNER

## Call now!

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## Call now!

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