

LOGO

Vertical logo

A major factor for consistency and coherency within the F-Secure branding is the clear space around the logo. The minimum of clear space can be achieved by measuring half of the height of the shield mark.

Horizontal logo

For the horizontal logo, the minimum of clear space can be achieved by measuring the height of the shield mark.

MINIMUM CLEAR SPACE VERTICAL 1



MINIMUM CLEAR SPACE HORIZONTAL 2



- ❗ There's no hierarchy between the vertical and horizontal logo in terms of primary versus secondary usage. It depends on what the artwork requires in terms of clearing space and layout.

The minimum logo size should be for print usage 20mm and for digital usage 100px.

LOGO

Stand-alone shield

The minimum clearing space for the stand-alone shield can be achieved by taking half of the total height of the shield to get the exact minimum clear space that you need around it.

Due to optical illusions and different center points when putting the shield into a circle frame, there aren't exact guidelines for this. Instead, there's a template for guidance when adding the shield to a social media profile.

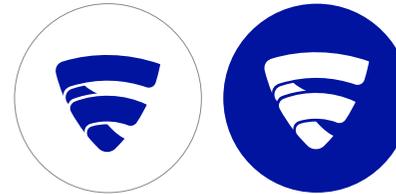
When to use it

F-Secure's stand-alone shield can only be used if there's already a reference to F-Secure's brand name; for example, as a social media profile picture next to the profile name F-Secure. Or as a favicon icon in a browser.

MINIMUM CLEAR SPACE MARK



STAND-ALONE SHIELD



- ! For app icons, a blue logo on a white background represents B2B, and a white logo on a blue background represents B2C. On all other branding outside the F-Secure apps, you can choose either blue or white as a base. When using the shield for social media purposes, it's preferred to use the blue version to create more contrast between the logo and the background of the channel.



On light backgrounds and imagery, the F-Secure logo can should in the Primary Blue.



On dark-colored backgrounds, the F-Secure logo should always be in white.



On dark imagery or on dark clearing space areas within the imagery, the F-Secure logo should always be in white. On a light clearing space within the imagery, the F-Secure logo should be in Primary Blue.



Occasionally you will need to use a black logo on light backgrounds. If so, always use Black 3.