



# Infogressive

Cybersecurity **Solved.**

Brand Identity & Style Guidelines — 2020

# CONTENTS

---

- 1 Logo Details
- 2 Logo Styles
- 3 Logo Best Practices
- 4 Color Specifications
- 5 Typography Details
- 7 Web Headings & Styles
- 8 Landing Page Styles
- 9 Powerpoint Styles

# LOGO DETAILS

## Logo Clear Space

*Grey striped area indicates Safe Zone.*

*Graphical elements can be safely positioned at least 0.5" away from the edges of the Infogressive logo.*

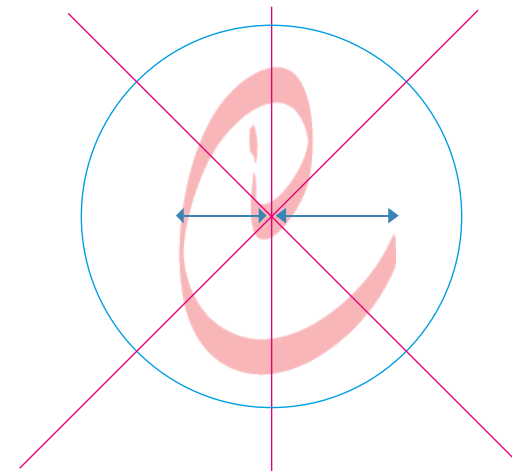
*Blue indicates Clear Space.*

*This margin area must be kept free of all other graphical and visual elements.*



## Logo Balance

*The Infogressive icon is constructed in a way that makes balance and alignment difficult. Both the icon and the full logo should be aligned based on what appears visually balanced, rather than on the exact center point of the icon or logo.*



# 2

## LOGO STYLES

### Primary

*This is the main, original version of the Infogressive logo. To be used over light backgrounds only.*



**Infogressive**  
Cybersecurity **Solved.**

### White

*Main layout, but with white text to be used over dark backgrounds.*



**Infogressive**  
Cybersecurity **Solved.**

### Vertical

*Icon above Infogressive name and tagline. For use when there is only a square or tall rectangular space for the logo to fit.*



# 3

## LOGO BEST PRACTICES

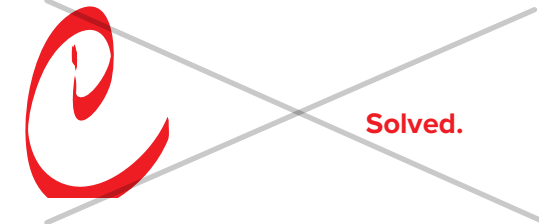
### Do Not:

*Rearrange the logo or the text.*

**Infogressive**  
Cybersecurity **Solved.**

**Infogressive**  
Cybersecurity **Solved.**

*Place dark logo on dark backgrounds, or light logo over light backgrounds.*



*Stretch or squish the logo without locking the proportions.*



**Do:** ask Marketing if you're looking for a version of the logo to meet your needs, or need help using the Infogressive logo!

# COLOR SPECIFICATIONS

## Infogressive Red



Hex: #ee2d28  
RGB: 238, 45, 41  
CMYK: 0, 96, 95, 0

## Dark Blue



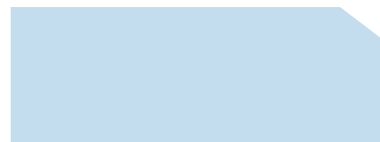
Hex: #003963  
RGB: 0, 57, 99  
CMYK: 100, 81, 36, 25

## Medium Blue



Hex: #3985b5  
RGB: 55, 132, 183  
CMYK: 78, 40, 9, .06

## Icon Blue



Hex: #c4dbed  
RGB: 197, 220, 237  
CMYK: 21, 6, 2, 0

## Extras:



Hex: #001738  
RGB: 4, 26, 56  
CMYK: 99, 86, 44, 25



Hex: #4f4f51  
RGB: 79, 79, 81  
Lab: 81% black



Hex: #c7cfd3  
RGB: 198, 206, 210  
Lab: 18% black



# TYPOGRAPHY DETAILS

## How to use:

*Acumin Pro Condensed Semibold is the primary title font in Infogressive brand designs & content. Generally used in all caps.*

## ACUMIN PRO

ACUMIN PRO CONDENSED REGULAR

ACUMIN PRO CONDENSED SEMIBOLD

ACUMIN PRO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## How to use:

*The Europa font family is essentially the "everything else" font. It is used for most body text and headings, apart from those meant to stand out dramatically, which would utilize Acumin Pro. Most uses of Europa should be the light version, unless placing over a colored background.*

## EUROPA

EUROPA LIGHT / ITALIC

EUROPA REGULAR / ITALIC

EUROPA BOLD / ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# TYPOGRAPHY DETAILS

---

## How to use:

*Arial is the font used when the primary brand fonts are unavailable for use (i.e. Hubspot sites, powerpoint deck designs, email body fonts). In most cases where Arial must be used, it is the only font used.*

# ARIAL

## ARIAL REGULAR

## ARIAL BOLD

## ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()



# WEB HEADINGS & STYLES

## Infogressive Website:

*Acumin Pro is the defined font family for all text styles on Infogressive.com. Shown to the right is the default css for each heading style on the site.*

### HEADING 1

{ font-size: 70px; text-transform: uppercase; font-weight: 700; }

### HEADING 2

{ font-size: 50px; text-transform: uppercase; }

### Heading 3

{ font-size: 35px; }

### Heading 4

{ font-size: 25px; }

### HEADING 1

Heading 1, Arial, Bold, 48px, Uppercase

### Heading 2

Heading 2, Arial, 36px

### Paragraph

Paragraph, Arial, 20px

### CTA STYLE


Arial, 15px, White, Uppercase. #ee2d28 box

## Hubspot pages:

*Arial is the font used on Hubspot-built pages and assets (i.e. Landing Pages, forms, CTA buttons) because Acumin and Europa are not available through the platform. Shown to the right are the default text settings when editing pages in Hubspot.*

# 8

# LANDING PAGE STYLES



## Where should we send your guide on firewall do's & don'ts?

When you're in charge of firewalls, there's a lot to keep track of. So we put together a handy guide of 31 tips, tricks and best practices. We hope it makes your life at work a little easier.


First Name\* Last Name\*

Work Email\*

Job Role\* Industry\*

Please Select Please Select


[Get Your Copy](#)



We've included 31 tips, tricks and best practices so that you can implement and maintain firewalls like a boss.

*You'll find insider advice on these topics and more:*

- Network segmentation
- Web filtering
- Firmware updates
- Appliance sizing
- Optimizing policies and rules
- Effective reporting



## Is a Managed Security Service Provider (MSSP) right for your organization?

Finding qualified people to fill cybersecurity positions for your organization is getting harder and harder. As the challenge to hire an in-house cybersecurity team continues to grow, so does the threat of a cyberattack. *MSSPs: The Ultimate Guide to Making the Right Choice* will help you determine what your options are.

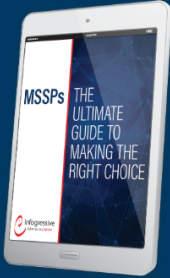
First Name\* Last Name\*

Work Email\*

Job Role\* Industry\*


Please Select Please Select

[Get Your Copy](#)




You likely have a lot of question about what an MSSP has to offer you.

*Get the answers you need with this guide. Here's a small sample of what you'll learn:*




### What is a Managed Security Service Provider (MSSP)?

Learn about what an MSSP provides and how they can benefit your organization.




### Benefits of an MSSP?

There are many benefits to contracting your security services. Learn more about what those are.



### MSSP vs In-House Security Operations Center (SOC)?

Every organization needs security. How do you determine what's right for you? Do you hire an MSSP or build, manage, and maintain your own in-house security?



### Choosing an MSSP?

If you decide that an MSSP is what's right for your organization, the next step will be choosing one that's qualified and meets your needs. We provide a list of questions that will help you in making your decision.

- Arial font — headings, body text
- Content title or LP heading — Arial, Bold
- Content graphic on right side
- Iconography — Icon Blue + Red Accents

# POWERPOINT STYLES



- Arial font — headings, body text
- Slide heading — Arial, Bold, Uppercase
- Iconography — Icon Blue + Red accents
- Licensed stock photos — use with Infogressive blue overlay