

Clavister Brand Guide



Clavister SSP™ Security Services Platform

firewall • VPN termination • intrusion prevention • anti-virus
anti-spam • content filtering • traffic shaping • authentication

CLAVISTER®

WE ARE NETWORK SECURITY

Clavister Logotype

Logotype

The logo is available in colour as well as black. The black logo may only be used when colour is not available. The jpg-format is only to be used for digital media, for example in PowerPoint presentations or on a web site. The CMYK and PMS is to be used for printing.



Plain logotype

To be used in most cases in pages on top left side.



Logotypes with Slogan

To be used in most cases in pages on top left side. If placed on top right side of the page the slogan align to the right should be used. The logo with centered slogan is only to be used centered on the bottom of a page.



SSP & Slogan Logotype

To be used at the bottom of pages, preferably centered. Minimum width of this logo is 70mm.

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Free space

The logo must be surrounded by a free space, in which no objects are to be placed. The free space is based on the "L" in the logo, as shown to the right. Always make sure that the free space is clear and that the logo is not placed too close to other elements. Note that the free space is a minimum - more space is even better.

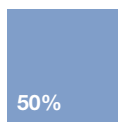


Clavister Corporate Colour Palette

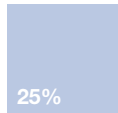
Colour plays an integral role in developing consistent communications. The Clavister colour palette consists of three primary color of blue, white and black. Additional color is orange. The corporate colour palette is used when you're seeking a more formal approach to the design of communications and marketing material.



100%



50%



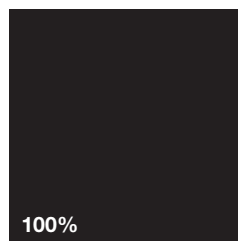
25%

PANTONE Colour:
PMS 3015U, PMS 7462C

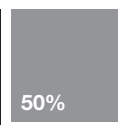
CMYK 4 Colour Process:
C: 100 M: 60 Y: 10 K: 0

RGB Values:
R: 0 G: 102 B: 160

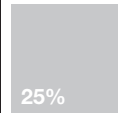
Hexadecimal code:
#0066A6



100%



50%



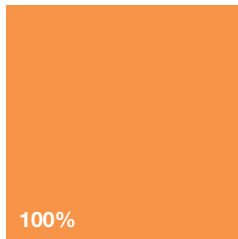
25%

PANTONE Colour:
PMS DS Process Black

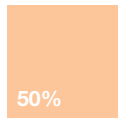
CMYK 4 Colour Process:
C: 0 M: 0 Y: 0 K: 100

RGB Values:
R: 0 G: 0 B: 0

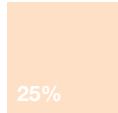
Hexadecimal code:
#000000



100%



50%



25%

PANTONE Colour:
PMS 716

CMYK 4 Colour Process:
C: 0 M: 50 Y: 80 K: 0

RGB Values:
R: 247 G: 149 B: 72

Hexadecimal code:
#F79548

Clavister Typography

Correct use of font types will strengthen the Institute's identity and increase its overall recognition amongst their target audience. Helvetica Neue and Rotis Semi Sans (light) should be used in all corporate communications. Please note that particular fonts have been specified for headings, sub headings and body text. Other fonts which is used from time to time is Verdana and Arial. To date Verdana has been used on the Clavister web site and Arial is used in PowerPoint presentations and other digital media where font types can not be integrated into the document.

Headings

Helvetica Neue, Clavister's heading typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sub headings

Helvetica Neue 75 Bold, For subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Preambles

Helvetica Neue, Clavister's preamble typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body text

Helvetica Neue 35 thin, For body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital media (primary)

Verdana, Clavister's Digital media typeface.

Verdana Bold is used for headings and Verdana light is used for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital media (secondary)

Arial, Clavister's secondary Digital media typeface.

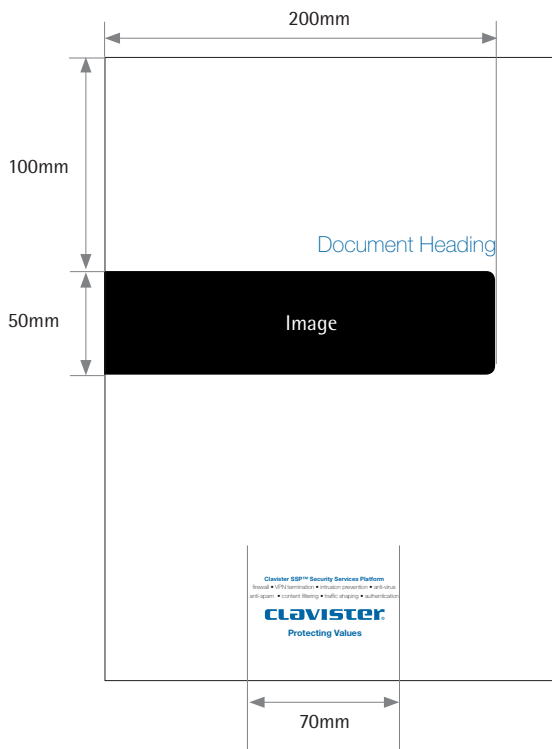
Arial Bold is used for headings and Arial regular is used for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

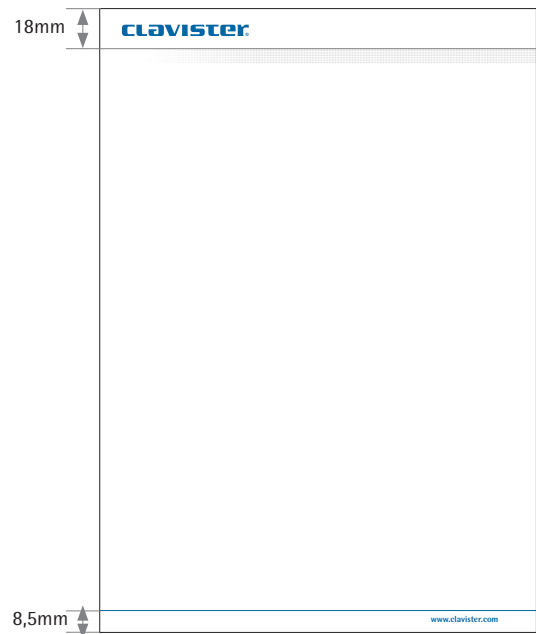
Clavister Layout Guide

Clavister document first pages

An image with a width of 200mm and 50 mm height is positioned 100mm from the top of the page. The image has 4,5mm rounded corner on the right side of the image. SSP & Slogan logotype centered at the bottom of the page.



Clavister document internal pages



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