



Corporate Branding Guide

To maintain a powerful presence in the marketplace, it is vital PSA maintains consistency across our print and web communications. Our distinctive logo, color palette, and typography give us a recognizable advantage. This manual outlines the proper use of graphics and verbiage so we speak to our many audiences. Consistency will enhance the branding of PSA Security Network® (PSA) by strengthening our recognition.

The Logo

The PSA Security Network logo was crafted with custom letterforms and may not be re-created or altered in any way from the supplied versions. The relationship between the PSA® initials and the text “Security Network” is fixed and must not be reconfigured in any way. When resizing the logo, the logo must not be skewed or distorted out of proportion. Graphic files of the logo are available from the PSA Security Network marketing department or online at www.psasecurity.com.

Logo Clear Space



Surrounding the logo, there must be a clear space void of all imagery and typography. In ideal situations this clear space should be no less than the thickness of the swish “S” in the logo.

Reverse and All Black Logo



When using the logo on a colored background, be sure it is light/dark enough for the logo to be legible.



Logo Sizing



To ensure legibility, the logo should never be smaller than 90 pixels, 1.25 inches, or 7.5 picas wide.

The Colors

CYMK 97-66-42-26

RGB 0-73-99

HEX 004963

CYMK 84-37-32-4

RGB 29-127-150

HEX 1DF96

CYMK 0-79-98-0

RGB 241-93-34

HEX F15D22

CYMK 0-16-77-0

RGB 255-212-86

HEX FFD456

CYMK 0-50-69-0

RGB 247-149-91

HEX F7955B

CYMK 0-33-100-0

RGB 251-178-22

HEX FBB216

CYMK 18-100-91-8

RGB 189-32-46

HEX BE1E2D

Main Colors

The logo is comprised of dark teal (#004963) and black. The PSA Security Network logo should appear as these colors whenever possible.

When #004963 is not possible, the logo should appear as 100% black. When the background does not allow enough contrast to use the colored or black logos, a reversed white logo may be used. Shades of dark teal or black are not acceptable.

Highlight Colors

#F15D22, #FFD456, #1DF96, #F7955B, and #FBB216 are the preferred highlight colors. #BE1E2D is used exclusively for TEC.

Typography

Headline | Headlines require the use of Century Gothic.

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

Body | All heavy amounts of text should be in the serif typeface Minion Pro.

Minion Pro Regular

Minion Pro Italic

Minion Pro Bold

Minion Pro Bold Italic

Substitution Typefaces | Comparable alternative typefaces may be used for standard word-processing programs when the above specified typefaces are not available. Times New Roman may be used as a substitute for the Minion Pro typeface; Arial may be used instead of Century Gothic.

Punctuation | Phone numbers are punctuated with periods. With the exception of the state, all words should be spelled out completely. The state should be abbreviated using the US Postal Service's standard state abbreviation.

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Registration Symbol | The first use of both "PSA Security Network" and "PSA" must each include the registration symbol ®. After using the registration symbol with PSA Security Network and PSA once on each document, the registration symbol is no longer needed.

PSA Security Network®

PSA®

Fonts

Specific typefaces have been selected and typographic techniques developed to effectively express the PSA Security Network image.

Always be consistent with the font you use. For example, if you create a letter using Minion Pro, be sure to use Minion Pro on all accompanying materials.



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