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 165-255-153

HEX 1D7F96

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

PSA Security Network's Main Colors

The logo is comprised of dark teal (#004963) and black. The PSA Security Network logo should appear as these colors whenever possible.
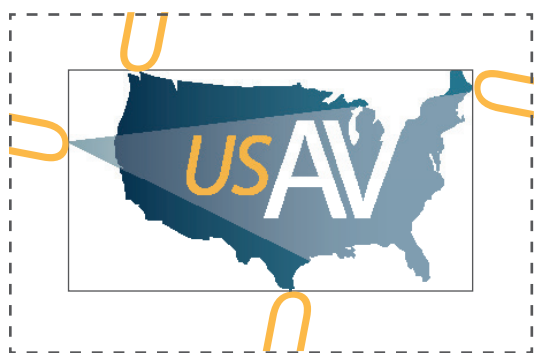
When #004963 is not possible, the logo should appear as 100% black. When the background does not allow enough contrast to use the colored or black logos, a reversed white logo may be used. Shades of dark teal or black are not acceptable.

Highlight Colors

#F15D22, #FFD456, #1D7F96, #F7955B, and #FBB216 are the preferred highlight colors. #BE1E2D is used exclusively for TEC.

The **Logo**

The USAV logo was crafted with custom letterforms and may not be re-created or altered in any way from the supplied versions. The logo should always be used when graphically representing USAV. 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.

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 height of the "U"

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 50 pixels tall.

The
Colors

CYMK 89-61-37-17

RGB 9-105-132

HEX 096984

CYMK 63-27-23-1

RGB 108-164-181

HEX 6CA4B5

CYMK 0-30-83-0

RGB 253-185-69

HEX FDB945

CYMK 0-0-0-80

RGB 71-71-71

HEX 474747

USAV's Main Colors

The logo is comprised of dark blue (#096984), light blue (#6CA4B5) and yellow(#FDB945). The PSA Security Network logo should appear as these colors whenever possible.

When #096984 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.

Highlight Color

#474747 is the preferred highlight colors.

Typography

Headline | Headlines require the use of Montserrat SemiBold.

> **Montserrat SemiBold**
>
> ***Montserrat SemiBold Italic***

Body | All main bodies of text should use the font Montserrat Light. Minion Pro may be used as the alternate serif body font.

> Montserrat Light   Minion Pro Regular
> *Montserrat Light Italic*   *Minion Pro Italic*
> Montserrat Medium   **Minion Pro Bold**
> *Montserrat Medium Italic*   ***Minion Pro Bold Italic***

Website | Raleway SemiBold should be used for all content headers on the website. The header font should be used in all caps. All inline text requires the use of Montserrat.

> RALEWAY SEMIBOLD
>
> Montserrat

Substitution Typefaces **|** Comparable alternative typefaces may be used for standard word-processing programs when the above-specified typefaces are not available. When Montserrat is unavailable, Tahoma Bold may be used as the header font and Arial may be used as the main text font.

> **Tahoma Bold**
>
> Arial

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.

> 10170 Church Ranch Way Suite 150
> Westminster, CO 80021
> P 303.252.8607
> F 303.252.1741

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®

Corperate **Boiler Plate**

About PSA

PSA is the world's largest systems integrator consortium made up of the most progressive security and audio-visual systems integrators in North America. Combined, PSA members boast over 400 branch locations, employ over 7,500 industry professionals and are responsible for over $4.5 billion annually in security, fire, life safety and pro audio-visual installations.

PSA's mission is to empower its owners to become the most successful systems integrators in the markets they serve. PSA brings this mission to life by partnering with industry leading product and solution providers, delivering unparalleled education and training programs and by offering a variety of distinctive services that can enhance any company's operations. Learn more at www.psasecurity.com.

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About USAV

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PSA
SECURITY NETWORK

VISION
To become the single most valued relationship to our owners

MISSION
Empower our owners to become the most successful systems integrators in the markets they serve

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