

THREATQUOTIENT™

ThreatQuotient
Brand Guidelines

Version 1
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01

Logos & Rhinos



Company Logo

The logo is a stylized text treatment of the ThreatQuotient name. Along with the italicized text, the hash mark in the “Q” has been stylized to resemble a rhino horn.

Accompanying the text treatment is the ThreatQuotient icon/mascot, the rhino. A “rhinoless” version of the logo may be used sparingly if there is a rhino used in close proximity, e.g., a rhino head or full rhino watermark.

There are two version of the primary logo. The non-linear version has the rhino above the text treatment aligned with the right side of the “Q”. The linear version has the rhino horizontally aligned on the right side of the text treatment.



Primary logo, two-color non-linear version



Primary logo, two-color linear version

Product Logo

The logo is a stylized text treatment of the ThreatQ product name. Along with the italicized text, the hash mark in the “Q” has been stylized to resemble a rhino horn.

Accompanying the text treatment is the ThreatQuotient icon/mascot, the rhino.

The rhino is horizontally aligned on the right side of the text treatment.



Primary product logo, two-color linear version

Iconography

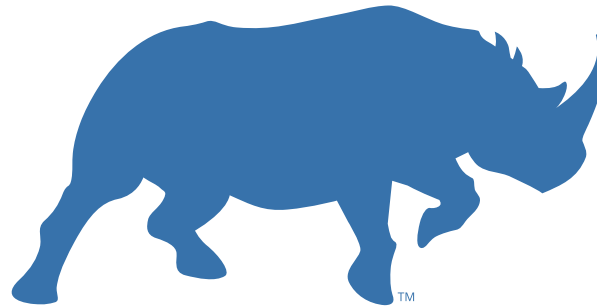
The logo is a stylized text treatment of the ThreatQuotient name. Along with the italicized text, the hash mark in the “Q” has been stylized to resemble a rhino horn.

Accompanying the text treatment is the ThreatQuotient icon/mascot, the rhino.

There are two version of the primary logo. The non-linear version has the rhino above the text treatment aligned with the right side of the “Q”. The linear version has the rhino horizontally aligned on the right side of the text treatment.



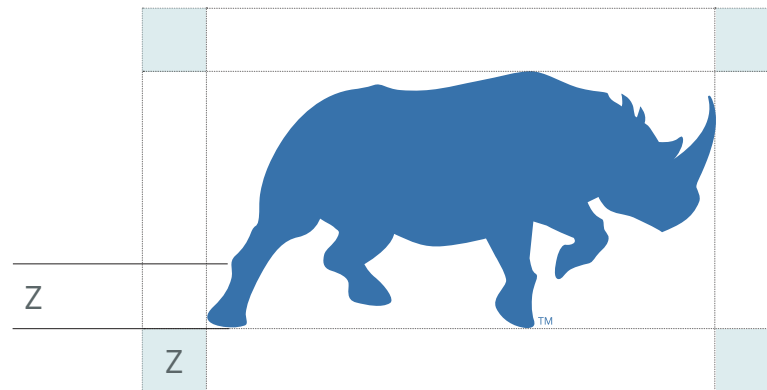
Rhino Head Mark



Full Rhino Mark

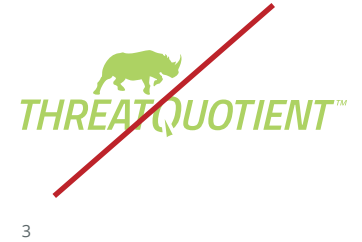
Clear-space

An invisible amount of clear-space should always surround the logo and Cipher (visible in the diagram on the right). No other element should encroach in this area. Clear-space ensures that our brand name is highly visible and always creates impact.



Incorrect Use

1. Do not stretch or scale disproportionately.
2. Do not swap-out fonts.
3. Do not re-color.
4. Do not outline letters.
5. Do not adjust letter spacing.
6. Do not apply a gradient.
7. Do not apply drop shadow or effects.
8. Do not rotate the logo.
9. Do not remove rhino or TM.



Background Use

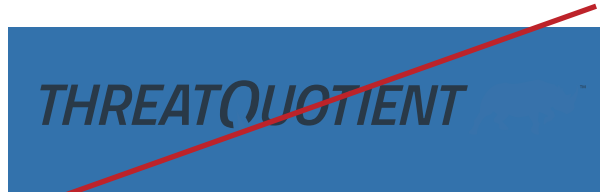
Shown here are acceptable ways to reproduce the logo on brand background colors and images.

Make sure there is enough contrast between the logo and it's background.



Background Misuse

Shown here are unacceptable ways to reproduce the logo over background colors and images.



Minimum Size

To avoid degradation and loss of impact the logo and rhino should never be scaled below the vertical measurements indicated on this page.



Print
.35 in
9 mm

Screen
25 px



Print
.4125 in
13.5 mm

Screen
30 px

Rhino Watermark

The rhino head can be applied to solid color backgrounds in a watermark fashion. The example on the right demonstrates a watermark treatment. The rhino head is applied in white with an opacity of 10%.



02

Typography



Typeface Family

Our brand typeface is Open Sans. Open Sans Regular is the primary font that we set text in. It is very legible at large and small point sizes.

Open Sans Bold supplements Regular to add contrast and emphasis to our speech, or tone of voice.

Italics are available for each weight to further the ability to articulate ourselves.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

System Typeface

If Open Sans is not installed on your computer, text should be set in Arial. Arial comes pre-installed on Microsoft and Apple operating systems.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

03

Colors



TM

Color Palette

Our color palette is the most expressive aspect of our brand's visual identity, and central to building an emotional connection with our audience.

Blue is our primary brand color and should always dominate the composition. **Yellow** and **Light Green** are considered secondary (accent) colors and should be used sparingly. **Red** should only be used in situations where a small accent color is required to highlight a warning.

Use the values on this page to apply color correctly for each environment.

Printers Note: These values are based on digital printers. Conventional print colors may vary slightly.



Primary Blue
Primary Color

R **62** G **135** B **203**
HEX **3F83C4**
PANTONE C **2143**
PANTONE U **2171**
C **77** M **34** Y **0** K **0**



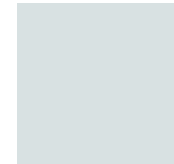
Secondary Blue
Primary Color

R **35** G **97** B **146**
HEX **236192**
PANTONE C **647**
PANTONE U **2384**
C **96** M **54** Y **5** K **27**



Dark Blue
Primary Color

R **31** G **42** B **68**
HEX **1F2A44**
PANTONE C **533**
PANTONE U **296**
C **95** M **72** Y **15** K **67**



Light Gray
Primary Color

R **217** G **225** B **226**
HEX **D9E1E2**
PANTONE C **7541**
PANTONE U **7541**
C **7** M **1** Y **3** K **2**



Yellow
Secondary Color

R **255** G **181** B **73**
HEX **ffBC3B**
PANTONE C **1365**
PANTONE U **1365**
C **0** M **34** Y **76** K **0**



Green
Secondary Color

R **108** G **194** B **74**
HEX **6CC24A**
PANTONE C **360**
PANTONE U **360**
C **63** M **0** Y **84** K **0**



Dark Red
Accent Color

R **171** G **35** B **40**
HEX **AB2328**
PANTONE C **7621**
PANTONE U **7621**
C **0** M **98** Y **91** K **30**