

DESIGN

THE ENTRUST LOGO

The Entrust logo is made up of three elements: the mark, the wordmark, and the tagline.

The mark must always appear with the Entrust wordmark.

When space permits, all three elements of the Entrust logo should be used.



DESIGN - LOGO

VERTICAL (PRIMARY)

As the preferred version, please strive to use the primary logo in all applications (as appropriate) – advertisements, brochures, signage, etc.

As you'll see on subsequent pages, multiple categories of the Entrust logo have been developed to help address the myriad of possible applications.

There are CMYK, spot color, black, and reverse iterations available within each category. All logos are available with and without our tagline.



CMYK



SPOT3C



BLACK



REV



CMYK



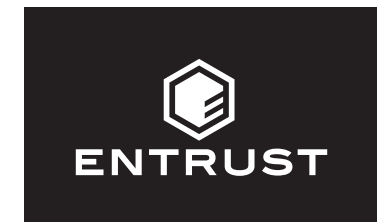
SPOT3C



SPOT1C



BLACK



REV

NOTE: SPOT1C is to be used only on products/packaging and therefore should NOT include the tagline.

DESIGN - LOGO

HORIZONTAL

The horizontal logo should be used only in circumstances where it creates a greater sense of balance, legibility, and visibility. Include the tagline where space and readability allow.



CMYK



SPOT3C



BLACK



REV



CMYK



SPOT3C



SPOT1C



BLACK



REV

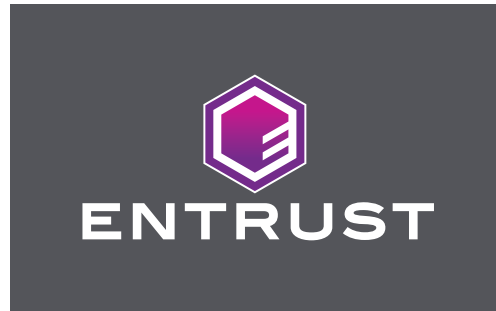
NOTE: SPOT1C is to be used only on products/packaging and therefore should NOT include the tagline.

DESIGN - LOGO

LOGO VERSIONS

Reverse alternate logo

When the preferred usage of the logo against white is not possible, use the reverse logo to ensure visibility of our hex mark.

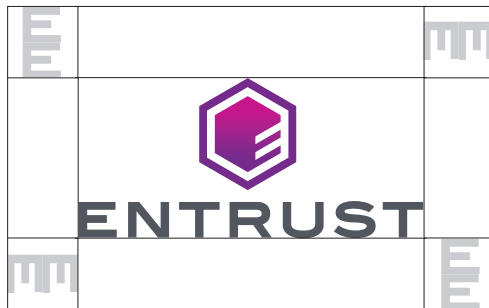


DESIGN - LOGO

CLEAR SPACE

All type and graphics should stay outside of the clear space – equal to twice the height of the “E” in the Entrust logo in all directions around the logo.

When the tagline is included in the logo, that clear space is measured from the bottom of the tagline.

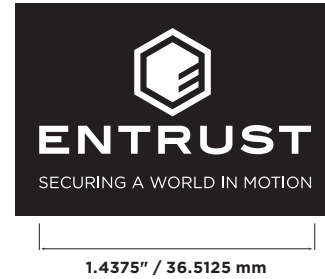


DESIGN - LOGO

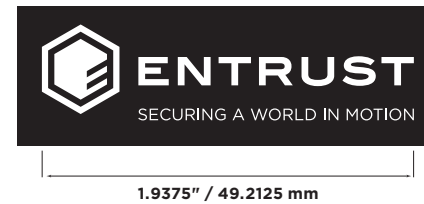
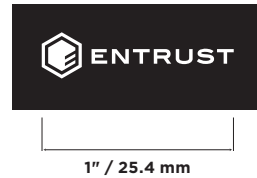
LOGO SIZE REQUIREMENTS

Adhering to the minimum size requirements below will ensure the logo and tagline are legible.

Primary Logos



Horizontal Logos



DESIGN - LOGO

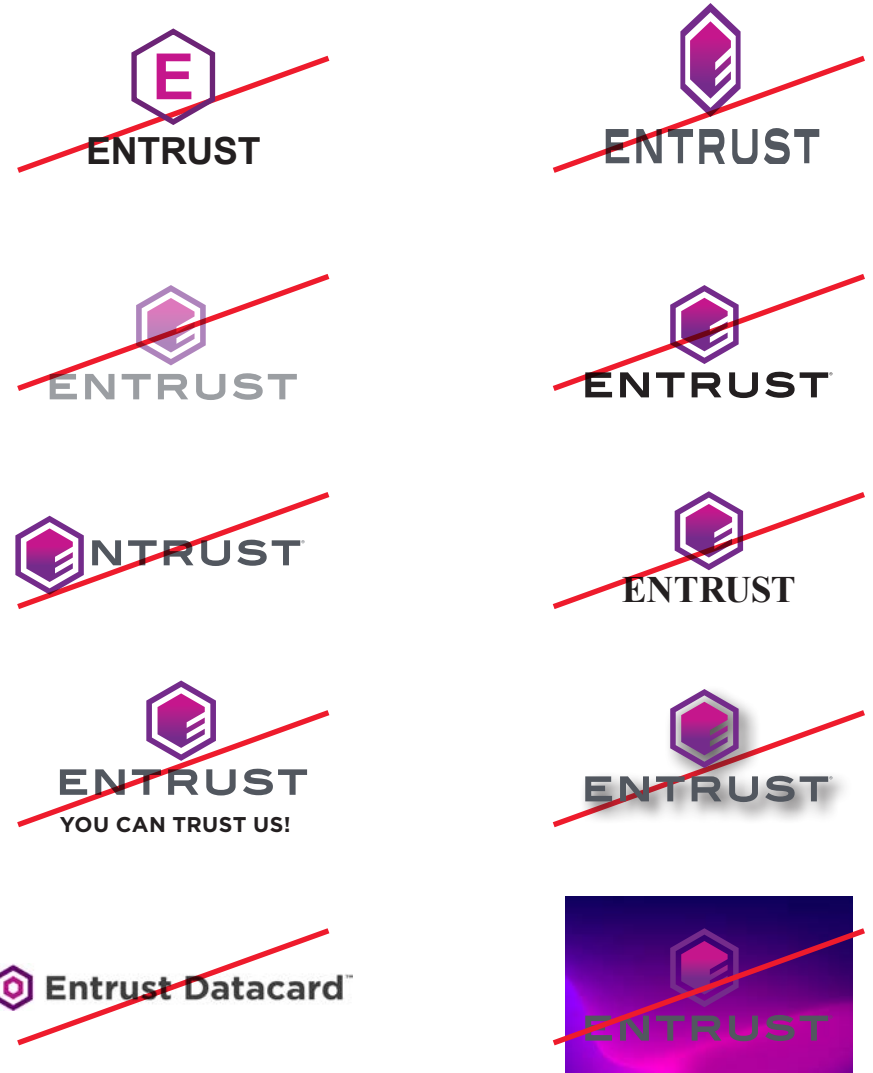
LOGO DOS AND DON'TS

Logo restrictions

The consistent use of the Entrust logo reinforces our brand, makes it more memorable, and authenticates our company. For this reason, we always use the logo artwork exactly as it is provided. We do not alter it in any way.

Specifically, we DO NOT:

- Re-create the logo or create new versions of logo artwork
- Pivot, rotate, angle, invert, bevel, skew, stretch, compress, dimensionalize, or distort the proportion or shape
- Fade the color of the logo
- Change the colors of the logo
- Combine with another company's logo (unless granted co-marketing/co-branding permission)
- Draw on the logo or add characters
- Use it - or part of it - within a headline, name, or sentence
- Alter the logo with an outline, boldface, highlight, or drop shadow
- Use outdated versions of the logo
- Use logo versions that are not compatible with the intended application





ENTRUST