2017

WINDTALKER SECURITY
BRANDING & STYLE GUIDELINES

WindTalker®
CLICK | PROTECT | SHARE

LOGO USAGE

STANDARD LOGO USE

The standard use for the WindTalker logo is dark gray against white with the "arrow eye" being light orange.

Arrow Eye

KNOCKOUT LOGO USE

The knockout logo should be white used against the brand blue or light orange. The "arrow eye" should change to the opposite color of the background.

When you are using the knockout logo on a picture remove the "arrow eye" all together. Put a 90% transparent black field between the photo and the logo.

The logo should only ever show up against fields of blue, light orange, or a photo with the 90% black division. Do not place it in lined boxes, circles, or add horizontal and/or vertical rules to it.

LOGO WITH TAGLINE

The logo itself obeys all the same rules as the standard and knockout logo. The tagline should be the same color as the WindTalker type. Do not change the font or replace the tagline with anything else. Use it as shown to the left.

If the tagline, "Click | Protect | Share", is used away from the logo it can receive a number of different type and color treatments. Only brand types and logos should be used.

LOGO MINIMUM MARGIN AND SIZING

The minimum margin around the logo is equal to the height of the lowercase "r" at the end of WindTalker. The logo should never be smaller than 1.25", as shown to the left.

PARTNERSHIPS

When partnership logos are combined WindTalker should be to the left and a dark gray vertical rule, 3x the height of the lowercase "r" in Windtalker should separate them.

Align the baselines of the largest type within the logo. Denoted by dotted orange line.

POWERED BY WINDTALKER

When denoting a powered by WindTalker product separate the "Powered By" logo with a horizontal rule the width of the client's logo. The "Powered by" logo should always be aligned tot he right.

MISUSE

The logo and tagline are not to be adjusted, transposed, warped, manipulated or changed in any way. This includes specialty applications, advertising campaigns and in-house designed materials.

TRADEMARKS AND COPYRIGHTS

- WindTalker and the WindTalker logo are registered trademarks of WindTalker in the United States. © 2017 WindTalker, all rights reserved.

- WindTalker, the WindTalker logo, and "Click | Protect | Share" are registered trademarks of Windtalker in the United States. © 2017 WindTalker, all rights reserved.

- The WindTalker name and the WindTalker logo are both registered trademarks and should be denoted with the notation ®. Proper usage includes a notation at least once per publication (typically first appearance) and always in a prominent position. This is a requirement for external, customer facing communications and does not apply to internal campaigns.

FONTS & COLORS

FONTS

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
0123456789

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
0123456789

The body font for all WindTalker documents should be Century Gothic. This is an extremely "safe" font that is available on most computers. All-caps Century Gothic should be used for the tagline and when Century Gothic is used as a header. All body font should use the WindTalker dark gray, never black. The oranges may be used when Century Gothic is used as a header.

The print and digital header font for WindTalker is BentonSans Compressed (Comp) Medium. Header fonts should never be used for body copy. Alternate colors can be used, but light orange, brand blue, or dark gray should primarily be used. Headers should always be all-caps.

For Microsoft PowerPoint and Word documents Impact may be used in place of Benton Sans. Impact is the closest representation to BentonSans that is a "safe" font, one that is available on most computers. All the same rules that apply to BentonSans also apply to Impact.

Font sizes vary between documents. Please use the included type styles from official templates. Do not mix the fonts with any other fonts not listed here.

Primary Brand Blue
#1f497d
r31-g73-b125
c97-m78-y25-k10

Light Orange
#f79321
r247-g147-b33
c0-m50-y98-k0

Dark Gray
#4d4d4e
r77-g77-b78
c66-m58-y56-k36

Dark Orange
#f05928
r240-g89-b40
c0-m80-y95-k0

Light Blue
#067eb2
r6-g126-b178
c85-m42-y12-k0

Violet
#4f3b96
r80-g59-b150
c84-m93-y0-k0

Beige
#987852
r152-g120-b82
c37-m48-y73-k13

COLORS

The primary colors for WindTalker are the Primary Brand Blue, Light Orange, and Dark Gray. The majority of collateral should be comprised of these three colors.

Secondary colors are Dark Orange and Light Blue. These can be used sparingly in a variety of documents. As font colors, icon and graphic colors.

Tertiary colors are Violet and Beige, and should rarely be used. These colors are only intended for complex icons and graphics when an expanded color palette may be needed.

Please use the Hex (#000000) and RGB color profiles for web and digital materials. Use the CMYK color profiles for print based media.

WINDTALKER TEMPLATES

BUSINESS CARD

The WindTalker business card is a traditional US 3.5"x2" printed on heavy cardstock. Your card should container your first and last name, your position, your call sign, and your contact information.

EMAIL SIGNATURE

The email signature should look like the one to the left. The recommended font for your signature and personal emails is Arial. This is one of the safest fonts and will ensure your signature stays formatted p;roperly.

VIDEO

- A front bumper is suggested but not required. There is not a set bumper but there is a library of choices.

- A back bumper is required. FYI --- A 2D version is in production.

PRESENTATIONS

Presentations should follow the format of the latest PowerPoint Template file.

Short Version

PRODUCT LOGOS

Product logos should follow the similar format below.

- Document icon, WT ball and extension listing.

- The "WT" of the product name should be bold and the remaining product name should be light.

- FYI – 2D versions are in progress.

Long Version