untangle®

BRAND GUIDELINES 2018

COMPANY OVERVIEW

FOUNDED
2003

HEADQUARTERS
SAN JOSE, CA

CUSTOMERS
40,000+

Untangle is an innovator in cybersecurity products designed specifically for the below-enterprise market, safeguarding businesses, home offices, nonprofits, schools and governmental organizations. Untangle's integrated suite of software and appliances provides enterprise-grade capabilities and consumer-oriented simplicity to organizations with limited IT resources. Untangle's award-winning network security solutions are trusted by over 40,000 customers around the world. Untangle is headquartered in San Jose, California.

Services: Network security software and appliances for small and medium business (SMB), education, nonprofit organizations and state and local government

Untangle is set in a modified version of Chalet New York Nineteen Seventy with exception of the letter "e" which is set in Chalet New York Nineteen Sixty. The terminals of all strokes have been rounded. It is not suggested that the Chalet typeface be used for corporate communication.

When room doesn't permit using the "squiggle" use the untangle logo without it.

Above are the bugs / bug logos.
These may be used when space is too small to use the official logo. For example, the favicon in the URL area of a web browser such as Firefox. The green bug is the primary version. The black version is for black and white cases. The black/green version has no known uses at this time.

Clearspace the height of a "u" should be maintained around the mark. The mark should always be presented in the nomral horizontally readable orientation, with no rotation clockwise or counter-clockwise.

The bug requires very little clearspace. However, a space apx. 1/4 the width of the bug should be maintained.

Your Network. Your Rules.™

When room permits or when necessary include the trademarked tagline, set in Roboto Slab Regular.

If the stacked logo won't fit and you want to include the "squiggle" this horizontal version may be used.

When printing on black (or dark) backgrounds, these alternate logos may be used. Clearance rules should still be observed.

🚫 Do Not Stretch Horizontally

🚫 Do Not Stretch Vertically

🚫 Not All Green

🚫 Do Not Change Colors

🚫 No Gradients

🚫 No Drop Shadow

🚫 Only Use White Version on Black

🚫 Do Not Place on Distracting Backgrounds

🚫 Only Use Reversed Version on Colors

Default to use of the full-color logo on a white background when possible. Both logos should be the same visual size.

When placing horizontally the Untangle logo must be on the left side and have the minimum space of half the Untangle logo separating them. You can use the "unta" from the logo as a measurement guide. Have the bottom of the partner logo match the bottom of the untangle logo ignoring the descender on the "g". The width of the partner logo cannot be wider than the Untangle logo.

When placing vertically the Untangle logo must be on top and have the space of one Untangle logo separating them. Have the partner logo left-aligned to the "u" on the untangle logo. The height of the partner logo cannot be taller than the Untangle logo including the green "squiggle".

Not all logos are the same so try to find a visual balance between the size of the two logos.
If you aren't sure or need advice on co-branding contact marketing@untangle.com.

UNTANGLE GREEN

ORANGE HIGHLIGHT

BLACK FOR SMALL TEXT

DARK GRAY FOR LARGE TEXT

LIGHT GRAY FOR BACKGROUNDS

PMS 368C	PMS 715C	PMS BLACK 6C	PMS 425C	PMS COOL GRAY 1C
C 63	C 49	C 0	C 62	C 7
M 0	M 88	M 0	M 54	M 5
Y 97	Y 0	Y 0	Y 53	Y 5
K 0	K 0	K 100	K 26	K 0
R 103	R 255	R 0	R 92	R 234
G 189	G 151	G 0	G 92	G 234
B 73	B 49	B 0	B 92	B 234
HEX #68BD49	HEX #FF9731	HEX #000000	HEX #5C5C5C	HEX #EBEBEB

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Slab Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Slab
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Repeatable Background Pattern for Web Pages using our "Light Gray" #EBEBEB

Button Design uses our "Highlight Orange" #FF9731

LEARN MORE

Hover

LEARN MORE

Linebreaks should be 1px high and use our "Dark Gray" #5C5C5C

PRODUCT NAMES

Untangle, Inc. Product Families

NG Firewall

Apps

Firewall	Virus Blocker	Intrusion Prevention
Phish Blocker	Ad Blocker	Virus Blocker Lite
SSL Inspector	Spam Blocker	Application Control
Web Filter	Web Monitor	Application Control Lite
WAN Balancer	WAN Failover	Spam Blocker Lite
Web Cache	Captive Portal	Bandwidth Control
IPsec VPN	Tunnel VPN	Directory Connector
Open VPN	Reports	Branding Manager
Policy Manager	Live Support	

Command Center

ScoutIQ™

uSeries

Appliance Models

- u25
- u25w
- u50
- u150
- u500

mSeries

Appliance Models

- m1500
- m3000

xSeries

Appliance Models

- u25x
- u25xw
- u50x
- u50xw