

BRAND GUIDELINES 2018



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.

untangle

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 counterclockwise.



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.





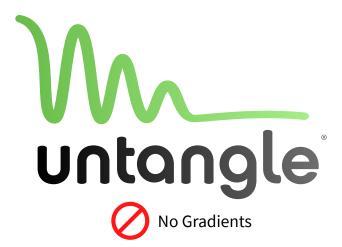
When printing on black (or dark) backgrounds, these alternate logos may be used. Clearance rules should still be observed.





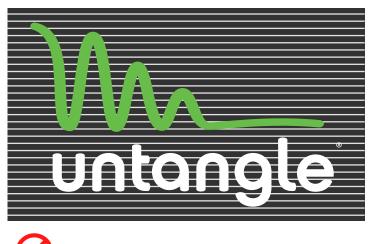














CO-BRANDING FOR PARTNERS

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".

UNTANGLE GREEN

ORANGE HIGHLIGHT

BLACK FOR SMALL TEXT

DARK GRAY FOR LARGE TEXT

LIGHT GRAY FOR BACKGROUNDS

PMS 368C

C 63

M 0 Y 97

K 0

R 103G 189B 73

HEX #68BD49

PMS 715C

C 49M 88

0

K 0

R 255 G 151

B 49

HEX #FF9731

PMS BLACK 6C

C 0

M 0 Y 0

100

R 0

G 0

HEX #000000

PMS 425C

C 62

M 54Y 53

K 26

R 92

G 92B 92

HEX #5C5C5C

PMS COOL GRAY 1C

C

M 5

Y 5 K 0

R 234

G 234

B 234

HEX #EBEBEB

PRIMARY FONT - USE FOR MOST CASES

Source Sans Pro Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Source Sans Pro Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Source Sans Pro Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ 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 Source Sans Pro Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ 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

Source Sans Pro Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SECONDARY FONT - USED FOR LARGE HEADLINES AND TRADEMARK

Roboto Slab Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Roboto Slab ABCDEFGHIJKLMNOPQRSTUVWXYZ 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

GRAPHIC ELEMENTS

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

Button Design uses our "Highlight Orange" #FF9731

LEARN MORE

Hover

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

PRODUCT NAMES

