

Purpose

The purpose of this document is to be a resource for Postini employees, partners, and vendors on the proper use of our logo.

Postini Logo

Our company logo is the single-most visible representation of our company. Consistent and proper usage of the logo helps create strong brand awareness and a better understanding of our value proposition to clients. In early 2007 we refreshed the logo to help us better represent our communications security and compliance story.

The refreshed logo features our company name, Postini, more prominently by making the letters one color and introducing white space in and around each letter. We also replaced the envelope icon with a check box that both looks a bit like an envelope as well as a slightly opened box. The envelope is a great icon for our email security solution, but we now need something that can be interpreted more broadly.

If you should have other logo requirements not mentioned in this document, please contact marketing communications.

*primary logo selection



*secondary options



Color Palette

The Postini colors—blue and orange—are now brighter and bolder. The orange we selected will maintain its brightness more consistently in print.

Please follow these guidelines if you are ever creating something with the logo on it, and when in doubt, contact the marketing communications team.



pms: Reflex Blue
rgb: 0,35,149
cmyk: 100,82,0,2
html: 002395



pms: 158
rgb: 227,114,34
cmyk: 0,64,95,0
html: E37222

Minimum Size Requirements

To ensure the logo's integrity, clarity, and impact, the logo should never be reproduced smaller than 1.25" wide.



Clear Space

Clear space is defined to maintain the Postini logo. Do not allow any distracting graphic elements, such as copy, photography, or background patterns to occupy the clear space.

A minimum clear space equal to **A**, the height of the checkbox in the logo, must remain around the logo at all times. This rule applies regardless of the size of the logo. There is no maximum clear space allowance.



Other Elements

We continue to use the envelope, along with new icons for instant messaging and the web, in other forms—in collateral, on the web, in our powerpoint template, and other deliverables.



Incorrect Logo Usage

Do not use the old Postini logo.



Do not separate the logotype and graphic element.



Do not change the font in logotype in any way.



Do not alter the proportions nor the relationship between the graphic element and logotype.



Do not re-position the logo elements other than what is already determined.



Do not place other symbols or images within the logo clear space area.



Do not use color other than the accepted colors.



Do not place the logo on a pattern or background that interferes with its legibility.

