



LOGO SPECIFICATIONS | GUIDELINES | 2015

- I. Standard Layouts/Usage
- II. Alternate Layouts/Usage
- III. IMPORTANT TRADEMARK USAGE
- IV. Corporate Colors & Conversions
- V. Complimentary Color Palettes
- VI. 1- & 2-Color Logos | Product/Hardware Logo Variations/Options
- VII. Logotype & Accompanying Fonts/Usage
- VIII. Mobius Gradient Colors & Information

Logo layouts, color variations and file formats are provided to maintain consistency and integrity of **Tempered Networks** branding. It is recommended these files be **“placed/inserted”** (as opposed to “opened”) in order to retain intended proportions, colors and layouts.

I. Standard Layouts/Usage



Hardened. Resilient. Simple.™

FILE: **TN-LOGO+TAG**

Logo with tagline

For use on white/light backgrounds



FILE: **TN-LOGO**

Logo w/o tagline

For use on white/light backgrounds



Hardened. Resilient. Simple.™

FILE: **TN-LOGO+TAG-REV**

Logo with tagline

For use on black background



FILE: **TN-LOGO-REV**

Logo w/o tagline

For use on black background



Hardened. Resilient. Simple.™

FILE: **TN-LOGO-ONBlue+TAG-REV**

Logo with tagline on

“Tempered” PMS 2728 background



FILE: **TN-LOGO-ONBlue-REV**

Logo w/o tagline on

“Tempered” PMS 2728 background

Logo layouts, color variations and file formats are provided to maintain consistency and integrity of **Tempered Networks** branding. It is recommended these files be **“placed/inserted”** (as opposed to “opened”) in order to retain intended proportions, colors and layouts.

II. Alternate/Acceptable Layouts/Usage



FILES: TN-LOGO-LEFT *[with and w/o TAG]*



FILES: TN-LOGO-RIGHT *[with and w/o TAG]*



FILES: TN-LOGO-LEFT-REV *[with and w/o TAG]*



FILES: TN-LOGO-RIGHT-REV *[with and w/o TAG]*



FILES: TN-LOGO-LEFT-OnBlue-REV
[with and w/o TAG]



FILES: TN-LOGO-RIGHT-OnBlue-REV
[with and w/o TAG]

Logo layouts, color variations and file formats are provided to maintain consistency and integrity of **Tempered Networks** branding. It is recommended these files be “**placed/inserted**” (as opposed to “opened”) in order to retain intended proportions, colors and layouts.

III. Important Trademark (TM) Information & Usage

A. COMPLETE LOGO (Logo + Logotype + Tagline)

“TM” must appear both after NETWORKS and following tagline as shown:



Hardened. Resilient. Simple.™

B. LOGO (w/o Tagline)

“TM” must appear following NETWORKS as shown:



C. MOBIUS ONLY

When mobius is used alone/without type and tagline, “TM” must appear to right and top of mobius as shown:

On white and black backgrounds,
TM appears in Tempered Blue (PMS: 2728)



On Tempered Blue background,
TM appears Dark Blue (PMS: 287)





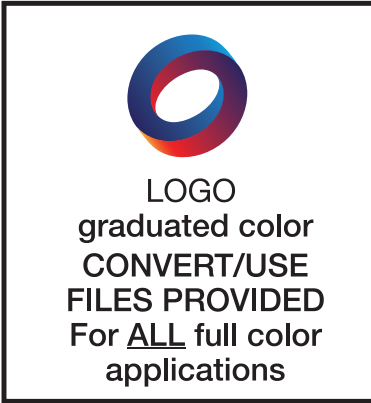


Logo layouts, color variations and file formats are provided to maintain consistency and integrity of **Tempered Networks** branding. It is recommended these files be “placed/inserted” (as opposed to “opened”) in order to retain intended proportions, colors and layouts.

IV. Corporate Colors & Conversions






KEY CORPORATE LOGO COLORS

Hardened. Resilient. Simple.™





	TEMPERED Blue PMS: 2728		NETWORKS Gray (on white/light background) PMS: Cool Gray 10				
C	88.82	R	42				
M	66.81	G	96				
Y	22	B	173				
K	0						
	TEMPERED Dark Blue (for PMS 2728 background) PMS: 287		NETWORKS Gray (on black/dark background) PMS: Cool Gray 6				
C	100	R	0				
M	87.22	G	47				
Y	19.57	B	135				
K	10.31						



ON BLACK

	TEMPERED Blue PMS: 2728		
C	88.82	R	42
M	66.81	G	96
Y	22	B	173
K	0		
	NETWORKS Gray PMS: Cool Gray 10		
Black	30%	R	188
		G	190
		B	192
	Tagline White		

ON “TEMPERED” BLUE BACKGROUND

	Background Corporate Blue PMS: 2728			
C	88.82	R	42	
M	66.81	G	96	
Y	22	B	173	
K	0			
	TEMPERED Dark Blue PMS: 287			
C	100	R	0	
M	87.22	G	47	
Y	19.57	B	135	
K	10.31			
	NETWORKS Gray PMS: Cool Gray 6			
Black	30%	R	188	
		G	190	
		B	192	
	Tagline White			

Logo layouts, color variations and file formats are provided to maintain consistency and integrity of **Tempered Networks** branding. It is recommended these files be **“placed/inserted”** (as opposed to “opened”) in order to retain intended proportions, colors and layouts.

V. Complimentary Color Palettes

NOTE: These are suggested colors that compliment logotype and logo colors. The intent is to keep overall look “fresh, current, contemporary.” However, it is important to not overwhelm or compete with corporate logo.

Colors used should be A) appropriate to material/media/subject matter, B) legible in usage and, again, C) complimentary to corporate image without over saturation.

Palette colors shown here are suggestions within the brighter/fresh colors depicted within logo/mobius.



Black
“Rich Black”
recommended
for large coverage
areas*:
C 60
M 0
Y 0
K 100

* Based on cool
gray colors used



Bright Blue
PMS: 299

C	79.97
M	18.01
Y	0
K	0

R	0
G	161
B	223



Bright Yellow
PMS: 1355

C	0
M	24.91
Y	65
K	0

R	255
G	197
B	108



Red
PMS: 199

C	6.83
M	100
Y	85.23
K	.96

R	221
G	0
B	49



Purple
PMS: 268

C	80.59
M	100
Y	11.9
K	1.72

R	91
G	43
B	130

Logo layouts, color variations and file formats are provided to maintain consistency and integrity of **Tempered Networks** branding. It is recommended these files be **“placed/inserted”** (as opposed to “opened”) in order to retain intended proportions, colors and layouts.

VI. 1- & 2-Color Logos



FILE: **TN-2Color-Logo**
“Tempered” blue + Gray (or 70%black)
PMS: 2728 or conversion



FILE: **TN-1ColorBlue-Logo**
“Tempered” blue
PMS: 2728 or conversion



FILE: **TN-B&W-Logo**
PMS: 2728 or conversion

Product/Hardware Logo Variations/Options

IMPORTANT: Actual logo applications to hardware, 3-dimensional products, etc. may require specialized, custom or other layout, color adaptations or file formats to meet:

- print/screen/duplication processes
- color/screen/resolution restrictions

IT IS RECOMMENDED VENDOR SPECIFICATIONS/REPRODUCTION REQUIREMENTS BE SECURED PRIOR TO SELECTING/DEVELOPING SPECIAL APPLICATIONS/USAGE.

HIPswitch-100e: FILE: **TN-2color-Product-Logo** (2-color Blue revised from initial print)



TEMPERED+upper mobius
PMS: 2728C

NETWORKS+TM
+lower mobius
PMS: 661C

VI. Logotype & Accompanying Fonts/Usage



Hardened. Resilient. Simple.

MUST INCLUDE "TM" in all versions.

TEMPERED logotype is custom and must be always used EXACTLY as shown.

NETWORKS must appear EXACTLY as shown.
[Gotham Book - expanded+ kerned]

Tagline can be positioned accordingly/as needed but should match set/provided files as given.
[Helvetica Neue Medium - condensed 95% + kerned]

NOTE: In order to keep corporate image as a "unique" stand-alone, it is best to use complimentary but not "competing" fonts. **Fonts used should be A) appropriate to material/media/subject matter, B) legible in usage and, again, C) complimentary to corporate image without over saturation.**

RECOMMENDED ACCOMPANYING FONTS

Sans Serif:

Helvetica | Helvetica Neue

Arial

Gotham Book

Serif:

Times

Goudy

RECOMMENDED TEXT/BODY COPY SETTINGS OF COMPANY NAME:

To maximize company/product marketing and brand recognition, the following settings are optimal and recommended within body copy/text.

[Bold, Bold caps or blue bold, bold caps with ™ where required/applicable]

EXAMPLES:

The **Tempered Networks™** product line provides...

Tempered Networks offers a revolutionary security solution...

TEMPERED NETWORKS offers a revolutionary security solution...

The **Tempered Networks™** product line provides...

Tempered Networks offers a revolutionary security solution...

TEMPERED NETWORKS offers a revolutionary security solution...

Tempered Networks, Inc.
100 West Harrison Street
South Tower - Suite 370
Seattle, WA 98119

206.452.5500

www.temperednetworks.com

VIII. Mobius Gradient Colors & Specifications

IMPORTANT: It is recommended to USE ONLY EXISTING FILES AND FORMATS for “inserting/placing” mobius (and logos) into appropriate programs/applications. Rebuilding is NOT recommended. In the event it is necessary to meet specific reproduction/duplication, use the following:

Colors: left to right

Light Blue

Location: 0%

R- 0	C	73.34
G- 165	M	17.77
B- 224	Y	0
	K	0

Gradient
Slider:
30.93%

Blue

Location: 26.94%

R- 0	C	85.1
G- 165	M	49.95
B- 224	Y	.43
	K	0

Gradient
Slider:
50%

Dark Blue

Location: 100%

R- 38	C	100
G- 34	M	100
B- 97	Y	30.54
	K	22.07

TOP MOBIUS GRADIENT

Angle: -147°



BOTTOM MOBIUS GRADIENT

Angle: 33°

Colors: left to right

Yellow

Location: 0%

R- 250	C	.3
G- 175	M	35.35
B- 64	Y	84.73
	K	0

Gradient
Slider:
24.56%

Red

Location: 18.91%

R- 236	C	.88
G- 28	M	92.23
B- 36	Y	97.4
	K	.11

Gradient
Slider:
50%

Blue

Location: 100%

R- 38	C	100
G- 34	M	100
B- 97	Y	30.54
	K	22.07