Ubisecure
BRANDBOOK

UUBISECURE®

At Ubisecure our brand identity represents who we are, the products and services that we provide, our vision, and the value we offer. The elements of our brand are detailed in the guidelines. We believe our brand must be expressed consistently in order to foster and maintain recognition, trust and positive association amongst our customers, partners and stakeholders. These guidelines protect our brand, and are designed to help our staff and our partners communicate Ubisecure values in a clear, strong voice.

UBISECURE®

Logo

The Ubisecure logo is our most valuable identity asset and should be treated with respect. The Ubisecure logo was reimagined in October 2016 and is an evolution on the previous corporate identity. The Ubisecure logo represents growth, and alongside the Ubisecure Typemark, embraces our 'ubiquitous security' origins.

To protect the integrity of our new logo, we have some basic rules.

- **Only show the logo in Ubisecure blue or white.**
- **Don't alter, rotate, or modify the logo.**
- **Don't use previous versions of the logo.**
- **Follow the logo usage guidelines in this document.**

UBISECURE®

Brandmark

Primary Colour
RGB 40 167 240
Web #28a7f0
Pantone 2925 C

Typemark

Ubisecure Grey
RGB 56 56 56
Web #383838

Logo Variations

Horizontal versions - primary

STANDARD LOGO

DARK BACKGROUND

UBISECURE BLUE BACKGROUND

IMAGE BACKGROUND

The standard Ubisecure logo is two colour – Ubisecure Blue (RGB 40 167 240) and Ubisecure Gray (RGB 56 56 56). When using the standard logo the preferred background colour is white.

On dark backgrounds the brandmark should remain Ubisecure Blue, and the typemark inversed to white.

On Ubisecure Blue backgrounds, both the logo elements should be inversed to white.

When placed on images the logo elements should be inversed to white and easily readable.

Logo Variations

Stacked versions - alternative

| STANDARD LOGO | DARK BACKGROUND | UBISECURE BLUE BACKGROUND | IMAGE BACKGROUND |

The standard Ubisecure logo is two colour – Ubisecure Blue (RGB 40 167 240) and Ubisecure Gray (RGB 56 56 56). When using the standard logo the preferred background colour is white.

On dark backgrounds the brandmark should remain Ubisecure Blue, and the typemark inversed to white.

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Colour Palette

The colour palette is focused around our hero colour – Ubisecure blue. Blue is a calm colour that is associated with precision, trust and security. The blue palette nods to our history, but has been modernized for to show Ubisecure as a forward facing, innovative and disruptive company.

Primary Colour
RGB 40 167 240
Web #28a7f0
Pantone 2925 C

Accent One
RGB 255 84 30
Web #ff541e
Pantone Orange 021 C

Accent Two
RGB 82 202 184
Web #52CAB8
Pantone 3258 C

Standard Blue
RGB 12 115 172
Web #0c73ac

Background Blue
Image Overlay Blue
RGB 8 58 174
Web #083aae

Dark Background Blue
RGB 21 36 53
Web #152435

Light Gray
RGB 230 230 230
Web #e6e6e6

Mid Gray
RGB 178 178 178
Web #b2b2b2

Ubisecure Grey
RGB 56 56 56
Web #383838

Black
RGB 0 0 0
Web #000000

Typography

Typography is an essential part of the Ubisecure brand. A consistent typographic style is essential to reinforce our brand image in the eyes of our customers, partners, and employees.

We use two primary fonts – Arial for body text and Raleway for headings.
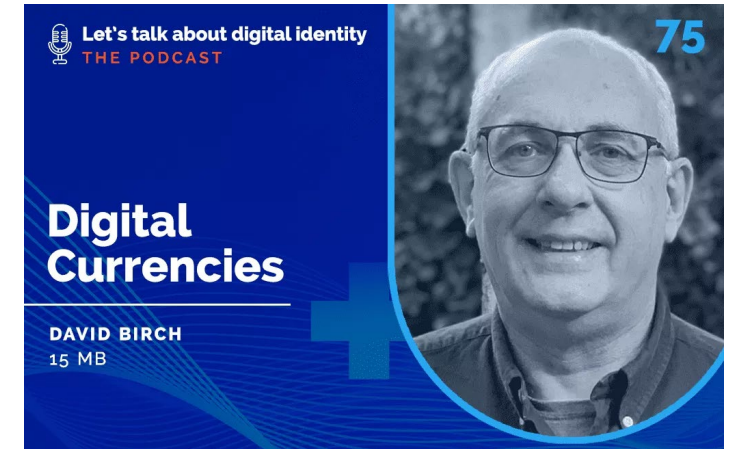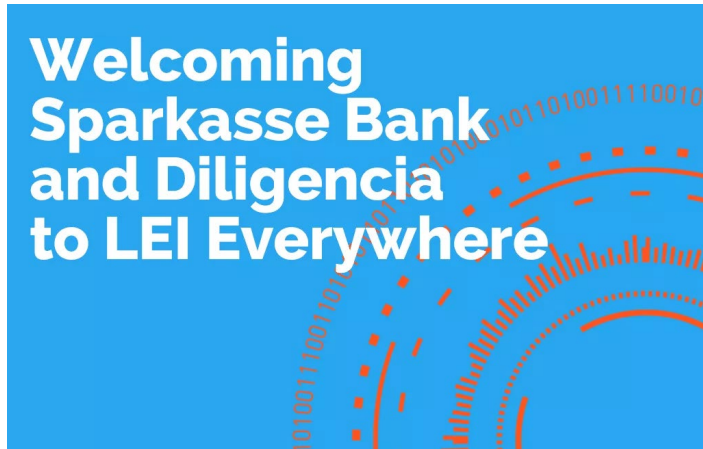
PRIMARY BODY – ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:?!@#$%^&*-)

PRIMARY HEADINGS – RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:?!@#$%^&*-)

Colours & Typography in use

Welcoming Sparkasse Bank and Diligencia to LEI Everywhere

SSO Integration for the Old, the New and the Strange

Let's talk about digital identity
THE PODCAST

Digital Currencies

DAVID BIRCH
15 MB

75

How to get a vLEI Credential

Trade goes digital - the UK International Chambers of Commerce (ICC) announces support for LEIs

Understanding hybrid cloud

Company Name

Ubisecure is both a trademark and trade name. Ubisecure is used to describe both the company, and the identity platform and SaaS services we offer. Trademark symbols should not be added when referring to the company name for legal references.

Primary use (for use in all building signage and marketing communications):
Ubisecure

Secondary (for all legal references):
Ubisecure, Inc
Ubisecure, OY (Finnish specific company registration)
Ubisecure, AB (alternative company name for Sweden)
Ubisecure, Ltd (group company registered in the United Kingdom)

For Partners

We value our Partners and since we'll be sharing brands as we go to market, please make sure you follow the brand guidelines.

Approved Partners can display the appropriate badge.

Partners should not cause market confusion by representing themselves as a Ubisecure company. Partners may use Ubisecure branding to promote partnership and Ubisecure products.

Partners - if in doubt of which logo or badge to use, or how to use Ubisecure branding email marketing@ubisecure.com

White background partner badges

Dark background partner badges

Trademarks

The appropriate ownership legend must be used at least once in materials containing Ubisecure registered trademarks.

Ubisecure®

RapidLEI®

IAM Academy™

Templates

Templates have been developed for all corporate assets and resources, and are maintained in the Template library or available for Partners via Partner Account Managers.

Templates currently include:

- All-purpose PowerPoint presentations

- Webinar slides (PowerPoint)

- Proposals (Word)

- Datasheets (Word)

- White Papers (Word)

- Business Cards

- Stationary

Brand Support

If you have questions regarding the Ubisecure brand, this brandbook, or require creative approval for the resources you are creating, please contact us for assistance:

marketing@ubisecure.com