



IMAGEWARE[®]
S Y S T E M S

Brand Style Guide 2019

Like ImageWare Systems, our brand and logo have a long history. To better capitalize on our company’s direction of putting ‘Identity at the Center of Security’, it’s the perfect time to modernize the look and feel of our brandmark.

We are happy to introduce the new, modern design of our company’s brand. We’ve updated the both our brandmark icon and created a custom type treatment for the company wordmark. Designed to complement each other or work independently, this Brand Style Guide sets the tone for now, and years to come.



“Keystone” (Brandmark)

noun

- 1 the wedge-shaped piece at the summit of an arch, regarded as holding the other pieces in place.
- 2 something on which associated things depend:
the keystone of one's philosophy.
- 3 Also called keystone sack . *Baseball Slang* . (second base)

Origin

First recorded in 1630–40; key + stone

Synonyms

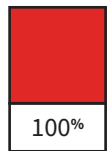
basis, principle, foundation, linchpin.

Related Words

cornerstone, mainstay, foundation, wedge, root, support, crown, principle, headstone

Brandmark Specification

Keystone Logo Icon : Core Sizing & Color



100%

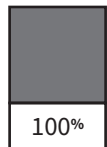
Pantone 485C



R: 237
G: 028
B: 036
HEX: ED1C24



C: 000
M: 100
Y: 100
K: 000



100%

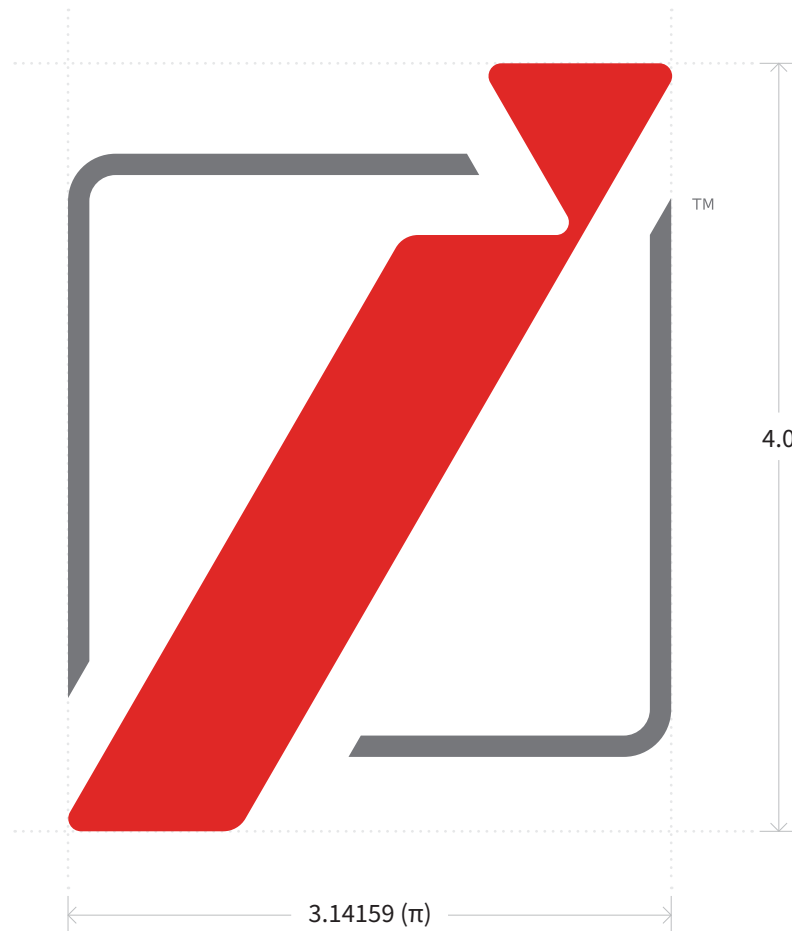
Pantone Cool Gray 9C



R: 120
G: 120
B: 120
HEX: 787878



C: 056
M: 047
Y: 044
K: 011 (GRAYSCALE: 60%)



0.75 in. min. print size



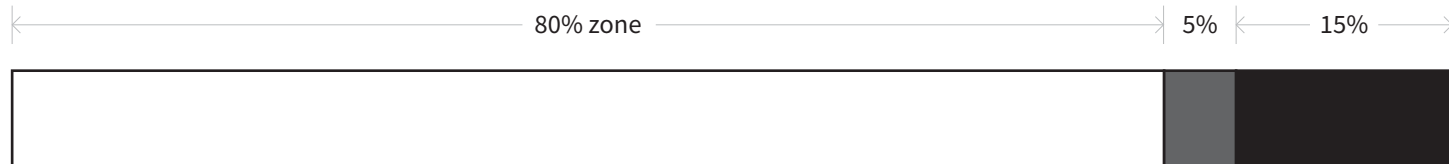
1 in. print size

Scale:
1 inch
300dpi

Brandmark Specification

Keystone Logo Icon : Background Color

Preferred background brightness and recommended frequency of use



Complimentary light background colors



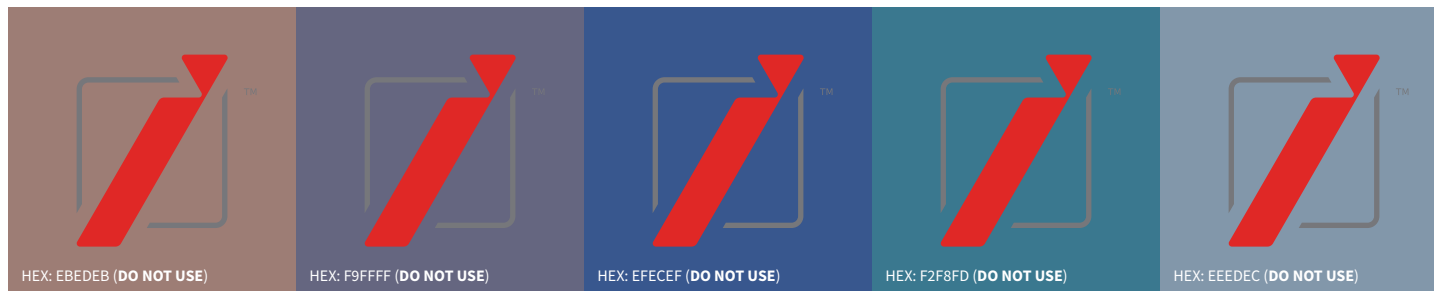
Brandmark Specification

Keystone Logo Icon : Background Color

Dark background colors are acceptable — Note that the box can be white in some circumstances (contact Marketing for approval)



Midrange background colors are **NOT RECOMMENDED** — Contact marketing for approval



Midrange grey colors are **NOT RECOMMENDED** — Contact marketing for approval



Brandmark Specification

Usage Guide

Graphics for Digital Applications (Software Development and Web Design)

Minimum Preferred Size: 100 px high (79 x 100 px)

Minimum Usable Size: 20 px high (16 x 20 px)

NOTE: Where possible, use 4x (400%) images to account for high-density pixel displays, E.G.: 100 x 100 px onscreen uses a 400 x 400 px source image.

Preferred Graphics File Formats in order of Precedence:

- 1. SVG** Please use this format if possible as it is a scalable, high-quality vector format
- 2. PNG** 24-bit (Do not use 8-bit PNGs)
- 3. JPG** 70%/High Quality minimum compression — **DO NOT COMPRESS below 70%**
- 4. GIF** 256 adaptive color (Use this for Animated Motion Graphics ONLY)

Icon Margins & Scaling

Ideally, the icon has a little room to “breathe” when it’s in use onscreen. Don’t crowd it with other elements, or crop it too tightly. Under no circumstance, should you crop the icon so that the graphic looks cut off in any way.

DO NOT SCALE the icon disproportionately.

DO NOT ROTATE, FLIP, or SKEW the icon.

DO NOT RECOLOR the icon.

DO NOT attempt to enlarge the icon.

DO NOT use the icon as part of another graphic.

DO NOT Create derivatives of the icon.



57 x 72



28 x 35



16 x 20

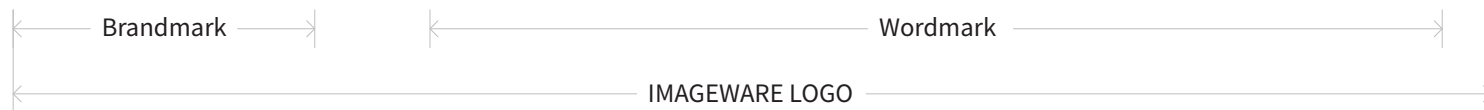


When the icon is used independently, please include the ™ symbol. When used with the IMAGEWARE wordmark, do not include the ™ on the icon, using ® with the IMAGEWARE wordmark.









Our company has been using an updated IMAGEWARE wordmark with GoVerifyID since 2016. Based on this prior work , the new wordmark partners perfectly with the updated brandmark presenting a clean and modern logo for our company moving forward. When our new brandmark & wordmark are used together (as will be the most common use) it's simply referred to as the "IMAGEWARE Logo."

"IMAGEWARE Logo" (Brandmark + Wordmark)



IMAGEWARE Logo Specification

Core Design Elements

Pantone Cool Gray 9C			Pantone 485C
	100%	100%	
R: 120 G: 120 B: 120 HEX: 787878			R: 237 G: 028 B: 036 HEX: ED1C24
(GRAYSCALE: 60%) C: 056 M: 047 Y: 044 K: 011			C: 000 M: 100 Y: 100 K: 000



IMAGEWARE Logo Specification

Usage Guide

Graphics for Digital Applications (Software Development and Web Design)

Minimum Preferred Size: 54 px high (208 x 54 px)

Minimum Usable Size: 35 px high (135 x 35 px)

NOTE: Where possible, use 4x (400%) images to account for high-density pixel displays, E.G.: 100 x 100 px onscreen uses a 400 x 400 px source image.

Graphics for Printed Applications (Anywhere the logo is printed in the real world)

Minimum Preferred Size: 2.25 in. wide (300dpi)

Minimum Usable Size: 1.5 in. wide (300dpi)

Preferred Graphics File Formats in order of Precedence:

- 1. PDF/EPS/AI** Please use these formats for Printed work. High quality vector format
- 2. SVG** Please use this format if possible as it is a scalable, high-quality vector format
- 3. PNG** 24-bit (Do not use 8-bit PNGs)
- 4. JPG** 70%/High Quality minimum compression — **DO NOT COMPRESS below 70%**
- 5. GIF** 256 adaptive color (Use this for Digital Animated Motion Graphics ONLY)

Logo Margins & Scaling

Ideally, the logo has a little room to “breathe” when it’s in use onscreen. Don’t crowd it with other elements, or crop it too tightly. Under no circumstance, should you crop the logo so that it looks cut off in any way.

- | | |
|---|--|
| DO NOT SCALE the logo disproportionately. | DO NOT attempt to enlarge the logo. |
| DO NOT ROTATE, FLIP, or SKEW the graphic. | DO NOT use the graphic as part of another graphic. |
| DO NOT RECOLOR the logo. | DO NOT Create derivatives of the logo. |



Typical Digital

IMAGEWARE[®]
S Y S T E M S

312 x 81



Preferred Digital

IMAGEWARE[®]
S Y S T E M S

208 x 54



Minimum Digital

IMAGEWARE[®]
S Y S T E M S

135 x 35



Typical Print

IMAGEWARE[®]
S Y S T E M S

(2.25 x 0.57 in.)



Minimum Print (1.5 x 0.38 in.)

IMAGEWARE[®]
S Y S T E M S

IMAGEWARE Logo Specification

IMAGEWARE Logo Usage: Clearance/Margins

Ideal: Use 1 em space for Top/Bottom Clearance and 1 Keystone for Left/Right clearance. Again, you may use MORE clearance than this, however less clearance is not recommended. DO NOT INCLUDE any trademark symbol (™ or ®) in this visual-balance based calculation.

Minimum: Use 1 em space (Use the Letter M from the wordmark) for clearance around the IMAGEWARE Logo whenever possible. You may use MORE clearance than this, however less clearance is not recommended. DO NOT INCLUDE any trademark symbol (™ or ®) in this visual-balance based calculation.

Ideal Logo Clearance (Recommended)



Minimum Logo Clearance



IMAGEWARE Logo Specification

Alternate Colorups

Ideal: Use the Primary Colorup shown here as (A). This works in many background color situations. Where there is a need for visual impact/contrast, approved color substitutions are allowed. Contact Marketing for approval using alternate colorups. **Rarely:** use Colorup (B) when the visibility of the company name needs to be minimized. **Rarely:** (if ever) Use Alternate Colorups (C) or (D), as shown below. These should be approved before use. **Never:** use any other colors than defined here.

(A) Standard Colorup



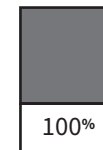
(B) Alternate “Greywords” Colorup — Contact Marketing for approval to use.



(C) Alternate “Black & White” Colorup — Should be used rarely (if ever). For BW ads, prints or fax.



Pantone Cool Gray 9C

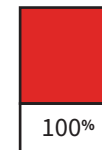


R: 120
G: 120
B: 120
HEX: 787878



(GRAYSCALE: 60%)

C: 056
M: 047
Y: 044
K: 011



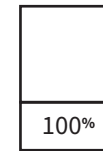
Pantone 485C

R: 237
G: 028
B: 036
HEX: ED1C24



C: 000
M: 100
Y: 100
K: 000

White



R: 255
G: 255
B: 255
HEX: FFFFFFFF



C: 000
M: 000
Y: 000
K: 000



Black

R: 000
G: 000
B: 000
HEX: 000000



C: 000
M: 000
Y: 000
K: 100

IMAGEWARE Logo Specification

Alternate Colorups *(Continued)*

Rarely: (if ever) Use Alternate Colorups (D) as shown below. These should be approved before use. **Never:** Use any other colors than defined here.

(D) Alternate Colorups (on conflicting color backgrounds only) should be used rarely (if ever) — Contact Marketing for approval.



Forbidden:



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Minimum Digital Sizes

Alternate Logo Lockup

Ideal: Use the Primary Lockup (A) for most cases.

Alternate: Use the Secondary Lockup (B) for rare cases, if ever.

All usage, color, and clearance rules from Primary Lockup apply to Secondary Lockup.

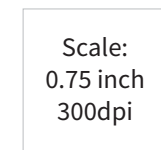
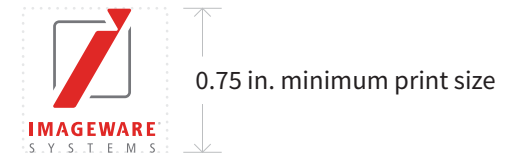


(B) Secondary Logo Lockup



(B) Minimum Clearance from other objects

Minimum Print Size



Minimum Print Size: 0.75 in. tall (0.68 in. wide)

IMAGEWARE Logo Specification

Alternate Logo Lockup: Digital Usage Guide

Minimum Preferred Size: 68px high (68 x 75 px)

Minimum Usable Size: 54 px high (50 x 54 px)

NOTE: Where possible, use 4x (400%) images to account for high-density pixel displays, E.G.: 100 x 100 px onscreen uses a 400 x 400 px source image.

Preferred Graphics File Formats in order of Precedence:

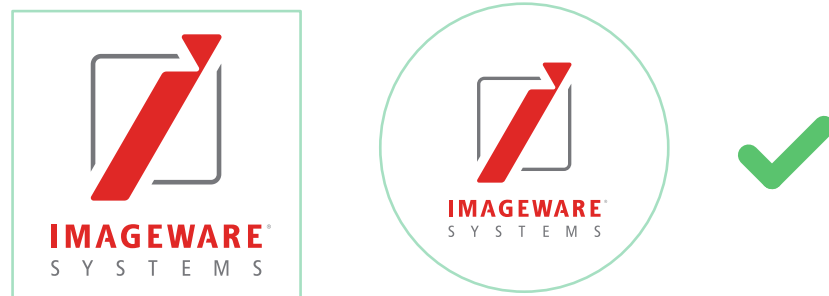
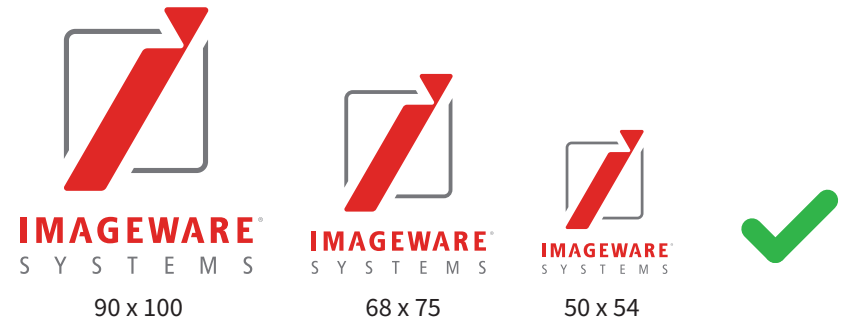
- 1. SVG** Please use this format if possible as it is a scalable, high-quality vector format
- 2. PNG** 24-bit (Do not use 8-bit PNGs)
- 3. JPG** 70%/High Quality minimum compression — **DO NOT COMPRESS below 70%**
- 4. GIF** 256 adaptive color (Use this for Animated Motion Graphics ONLY)

Please use provided files, rather than creating your own.
Contact dlaw@iwsinc.com for specific use-case files.

Icon Margins & Scaling

Ideally, the icon has a little room to “breathe” when it’s in use onscreen. Don’t crowd it with other elements, or crop it too tightly. Under no circumstance, should you crop the logo so that the icon looks cut off in any way.

- DO NOT SCALE the icon disproportionately.
- DO NOT ROTATE, FLIP, or SKEW the graphic.
- DO NOT RECOLOR the graphic.
- DO NOT attempt to enlarge the graphic.
- DO NOT use the graphic as part of another graphic.
- DO NOT Create derivatives of the graphic.



IMAGEWARE Logo Specification

Logo usage NOT permitted

Here are of examples of logo variations that are not permitted. If you are unsure or have a question about how to use the logo, please contact the Marketing Department.



Recolor



Rotate



Scale Non-proportionally



Add effects



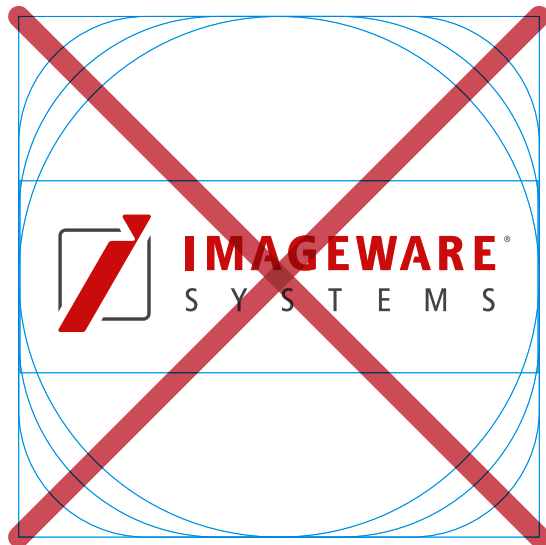
Over-compress
JPEG/PDF (Pixelize)



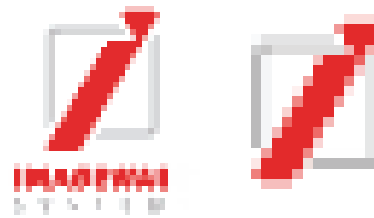
Change Opacity



Loose Focus



Do not use this lockup
inside of any shape. Ever.



NEVER use as an icon for software or avatar or
other public facing use unless approved by Marketing



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FIN

This Guide is accompanied by various master files in standard graphic formats in multiple sizes for use in various projects.

Please use provided files, rather than creating your own.

Contact the Marketing Department for specific use-case files.