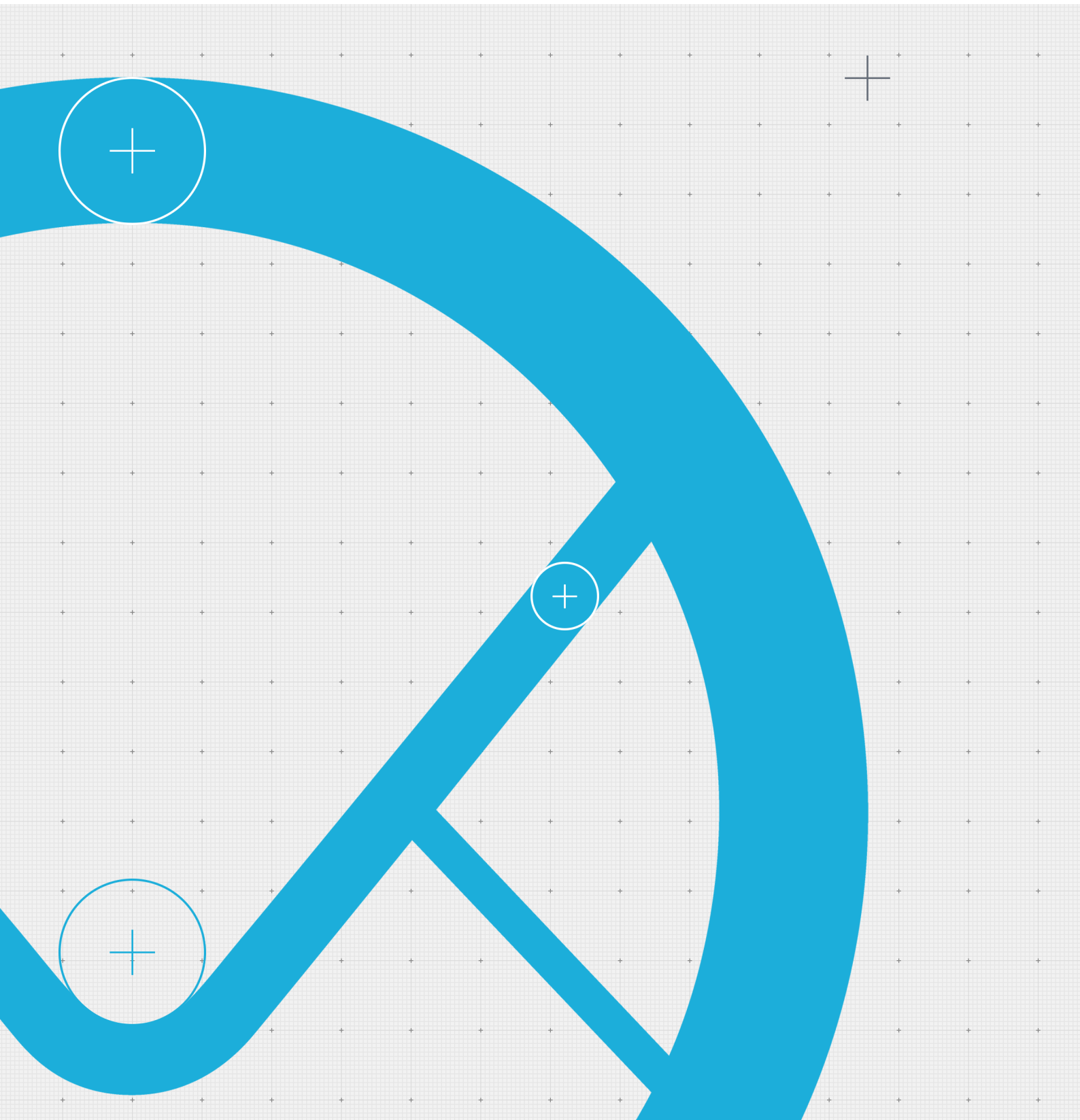


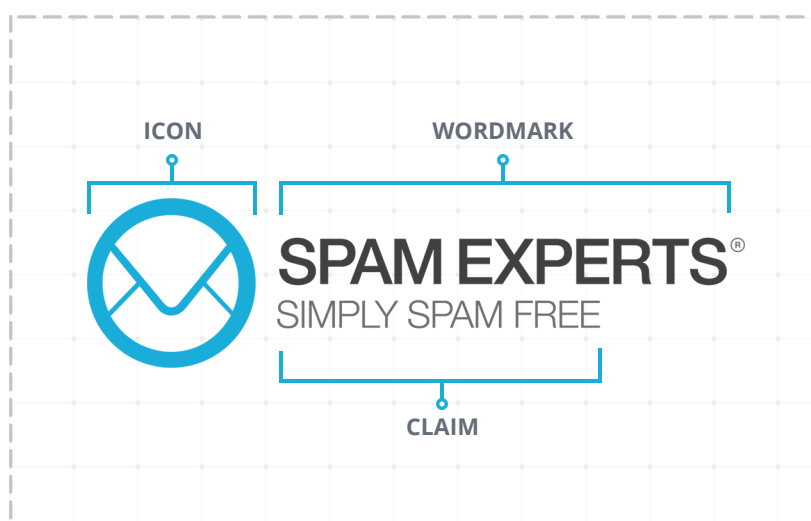
SpamExperts Brand Manual



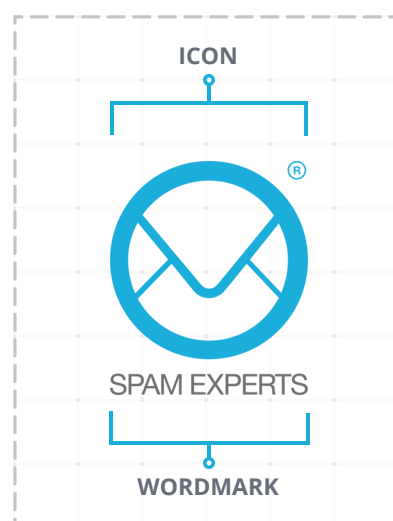
The logo

SpamExperts uses two logos: full and compact, as illustrated below. The full logo includes the company's icon, wordmark and claim. The compact logo includes the company's icon and wordmark. Both logos must be used in this exact format (all elements included).

FULL LOGO



COMPACT LOGO



LOGO TYPOGRAPHY

Typeface

Helvetica Neue

WEIGHT 55 ROMAN (MEDIUM)

Logo variants

SpamExperts logo can be used in the following color variants, depending on the usage context.

FULL COLOR

FULL LOGO

COMPACT LOGO

ICON



NEUTRAL LIGHT

FULL LOGO

COMPACT LOGO

ICON



NEUTRAL DARK

FULL LOGO

COMPACT LOGO

ICON



Colors

In order to maintain consistency across multiple medium (print, online) only the following color codes should be used. To ensure the highest printing quality, the SpamExperts colors should be printed as solid Pantone colors or CMYK. For the online medium, use only the specified HEX / RGB value.

LOGO COLORS

PANTONE **298 C**
RGB **28,172, 217**
CMYK **100,0,5,0**
HEX **#00ACD4**

PANTONE **172-16 C**
RGB **58,60,59**
CMYK **60,51,52,61**
HEX **#3A3C3B**

PANTONE **172-9 C**
RGB **113,112,116**
CMYK **57,49,45,13**
HEX **#717074**

COLOR PALLETE

PRIMARY COLORS

PANTONE **298 C**
RGB **28,172, 217**
CMYK **100,0,5,0**
HEX **#00ACD4**

PANTONE **298 C**
RGB **41,193,241**
CMYK **65,1,1,0**
HEX **#29C1F1**

SECONDARY COLORS

PANTONE **142 C**
RGB **246,187,67**
CMYK **3,28,85,0**
HEX **#F6BB43**

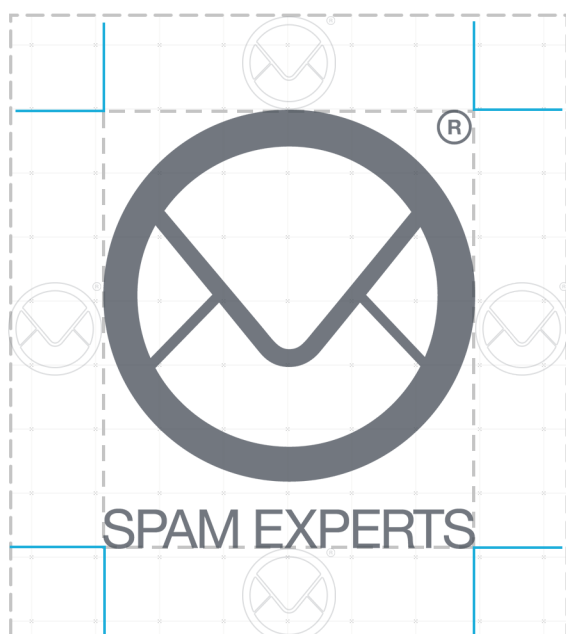
PANTONE **122 C**
RGB **255,206,85**
CMYK **0,19,77,0**
HEX **#FFCE55**

Clear space

To ensure clarity and integrity, it is important to maintain a minimum clear space around the logo and any other element in its vicinity, such as the edge of a page, logo, content, and other graphical elements. This means that the safe space should never be intruded by any of the aforementioned items.

MINIMUM CLEAR SPACE FOR FULL LOGO

- The width of the "S" initial from "SpamExperts" wordmark.



MINIMUM CLEAR SPACE FOR THE COMPACT LOGO

- Minimum 25% of the icon's width.

Logo print size

When printing material with the SpamExperts logo, the minimum print size must be taken into consideration. To ensure brand recognition and readability, it's not permitted to scale down the specified sizes, as detailed below:

MINIMUM PRINT SIZE FOR FULL LOGO

- Have the full logo printed at a minimum 1.45 in / 37 mm width. Keep the aspect ratio unchanged.



MINIMUM PRINT SIZE FOR THE COMPACT LOGO

- Have the full logo printed at a minimum 0.78 in / 20 mm width.

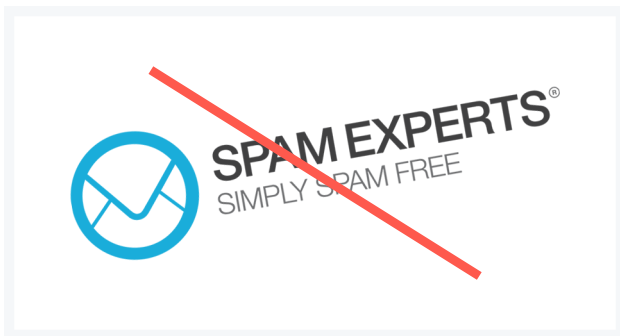
Keep the aspect ratio unchanged.

Improper usage

Here are some examples to illustrate the commonly improper usages cases.

This does not represent an exhaustive list.

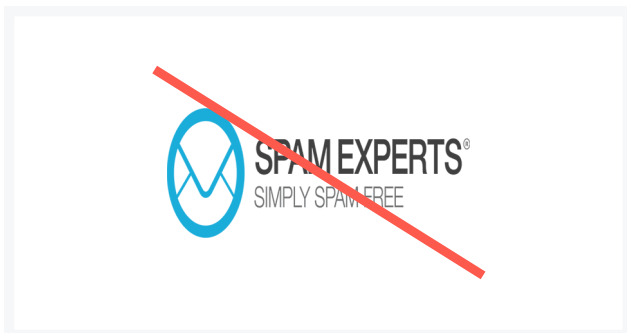
DON'T ROTATE THE LOGO



DON'T CHANGE THE LOGO'S COLORS



DON'T CHANGE THE ASPECT RATIO (SQUEEZE)



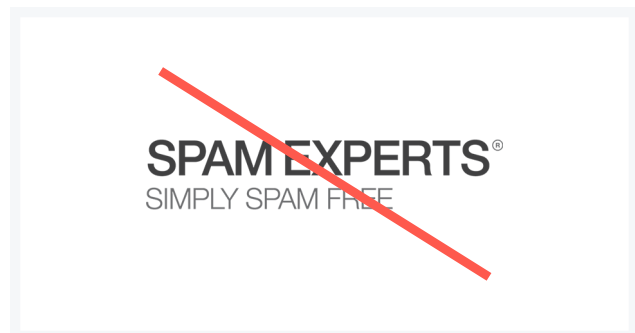
DON'T CHANGE THE ASPECT RATIO (STRETCH)



DON'T USE DROP SHADOWS



DON'T REMOVE LOGO ELEMENTS



Trademark

The SpamExperts logo and design, as well as the logo & icon designs are duly registered with Benelux Office for Intellectual Property. SpamExperts logo is trademarked, and should be always used with the ® symbol.

For the record, the registration numbers are listed below:

- Figurative Trademark registration with Benelux Office for Intellectual Property with no [1327640](#).
- SpamExperts logo design, registered with Benelux Office for Intellectual Property with no [86373-03](#).
- SpamExperts compact logo design, registered with Benelux Office for Intellectual Property with no [86373-01](#).
- SpamExperts icon design registered with Benelux Office for Intellectual Property under no [86373-02](#).

TRADENAME SPELLING

SpamExperts will be spelled with small letters and capital initials S and E.

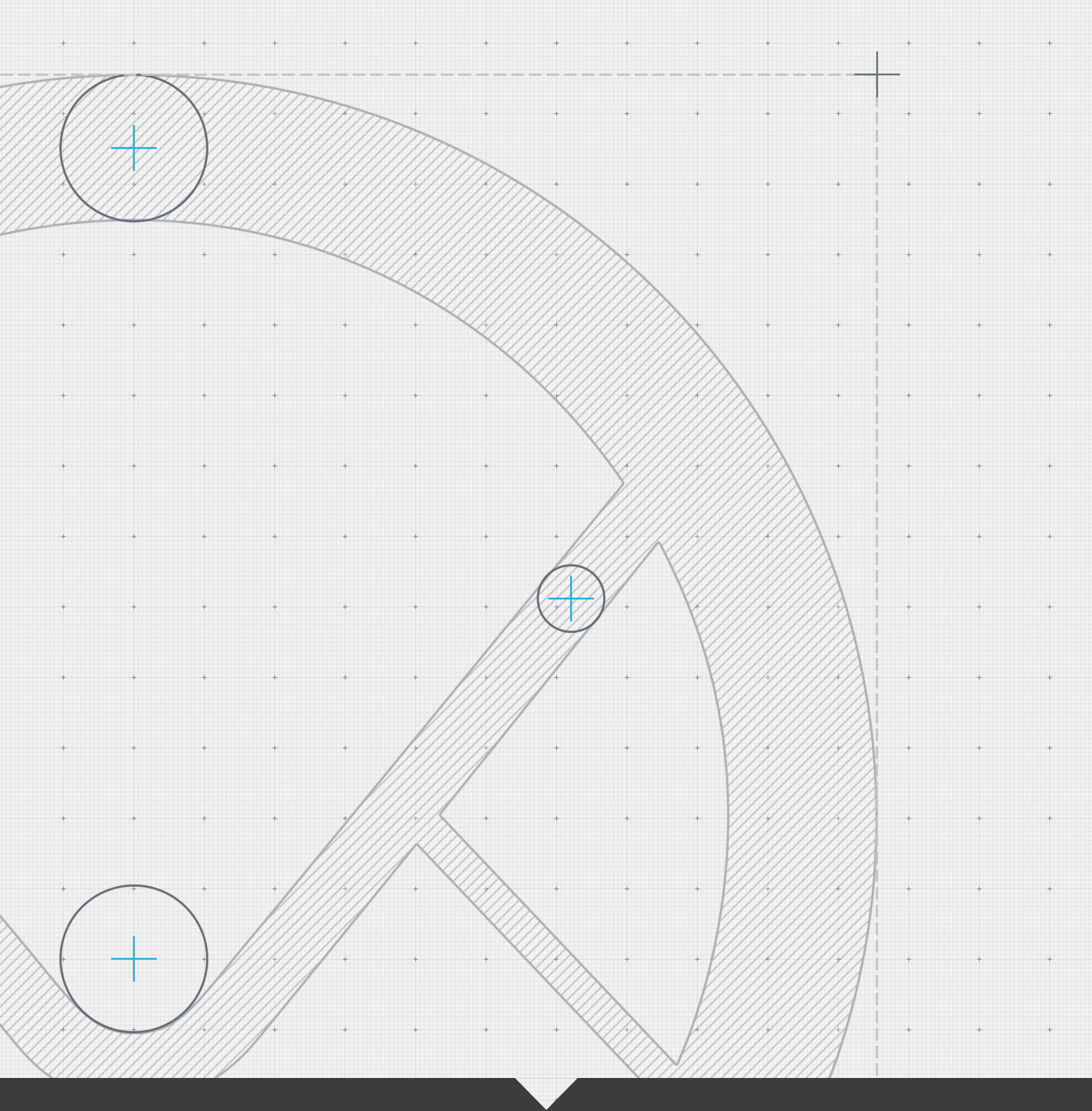
There is no space between Spam and Experts.

In the logo only, SPAMEXPERTS is spelled with all caps and half space between SPAM and EXPERTS.

All capitalized spelling is to be used in the logo only and is not allowed in any other circumstances.

BOILERPLATE

SpamExperts solutions are tailored to (shared) web hosts, ISPS/Telcos and large organizations, as well as distributors and resellers. They offer inbound & outbound email filtering services, as well as email archiving. The services can run either within the redundant SpamExperts Hosted Cloud or on a Local Cloud directly deployed on the customer's (virtual) hardware. For more information, please visit the official website at www.spamexperts.com or blog.spamexperts.com.



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