

RSA SECURITY IDENTITY STANDARDS

“Brands have a unique power. In a crowded and confusing marketplace, a recognizable, meaningful brand goes a long way toward convincing buyers that your product is a better, more reliable purchase than other options.”

*Arthur W. Coviello Jr.
President and CEO
RSA Security Inc.*

Identity Standards

These corporate identity standards have been developed to explain the components of RSA Security's visual identity and provide guidelines to those responsible for implementing it. The aim is to reinforce the brand through a consistent approach wherever it appears. This document contains the following:

- Corporate brand standards,
- Primary color standards,
- Product brand standards,
- Typographic and word usage standards,
- Trademark information,
- RSA SecurWorld™ brand standards and
- RSA Secured® brand standards.

The items available to reproduce the RSA Security identity elements include digital files containing the RSA Security corporate logo and key product logos: RSA ClearTrust®, RSA SecurID®, RSA Keon®, RSA BSAFE®, RSA® Mobile as well as RSA SecurWorld™ and RSA Secured® partner brands. These brands, plus executive and product photography files can be located on the corporate web site at:

<http://www.rsasecurity.com/node.asp?id=1391>

If you have any questions concerning the standards or applications, contact:

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RSA SECURITY IDENTITY STANDARDS

Corporate Logo

The proportions of the notched red rectangle that carries the letters RSA (called "the brick") are 2:1. The width of the brick is equal to twice its height.

Important

The word "SECURITY" is an integral part of the corporate logo and should not be altered or moved from the correct position shown.

The registration mark is also part of the logo and should not be removed; for purposes of centering, however, do not consider the registration mark: center on the center line of the brick.



The proportions of the RSA Security grid system are based on the proportions of the brick itself. These proportions are 2:1, which is to say that the width of the brick is twice its height. For the purposes of the grid, the basic unit of measurement is 1, where 1 equals the width of the brick, and 0.5 equals its height. All margins and columns are multiples of these values. For example, on letterheads, the margins are equal to 1 unit, while on business cards, they are equal to 0.5 units. (The difference is due to the relative sizes of the applications.) When placed on the page with corporate information (as in stationery) the depth of the brick is always equal to the depth of three lines of text. The fourth line of text, if there is one, always sits on the same baseline as that of the word "SECURITY"

The "Notch" Bar

The size of the red notch bar at the top of brochure covers and packaging is determined by simply increasing the size of the brick until it equals the width of the page. On data sheets, the same rule applies, with the exception that it is half the height (0.25 units). The distance of the triangular notch from the right-hand edge of the page is always 1.5 x the width of the base of the triangle. The notch bar, however, is not a *required* element of the identity.

Size

The corporate logo is used in two sizes for print purposes: 20 mm and 30 mm in width; for online use the recommended size is 80 pixels in width.

Corporate Address Signature

The corporate signature consists of the corporate logo in 20mm width with both EMEA and U.S. corporation names and corresponding web site addresses *only*. This information provides legal protections. If other contact information is needed, please place it *below* the corporate signature or in another area and do not alter the relationship between the logo and the address information.

Corporate address signature: standard layout and size relationship.



RSA SECURITY IDENTITY STANDARDS

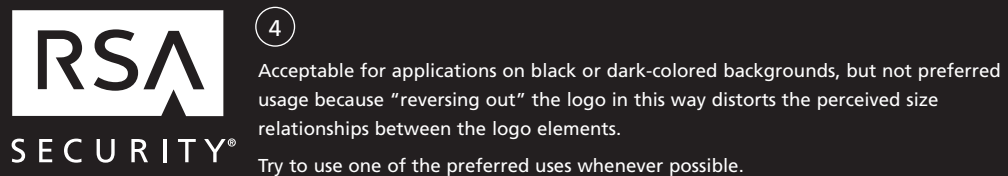
Corporate Colors The official colors of the RSA Security brand and product brand identities are red (Pantone 485 Coated & Uncoated) and black (Pantone Black Coated).

When reproduced in process colors, the equivalent values for Pantone 485 C are: 0% Cyan, 100% Magenta, 100% Yellow, and 0% Black. The equivalent value of Pantone Black C is 100% Black.

When reproduced in RGB colors, the equivalent values for Pantone 485 C are: R:255 G:0 B:0. The equivalent values of Pantone Black C are: R:0 G:0 B:0

The following examples illustrate correct and incorrect color and black & white brand application.

Correct Usage



Incorrect Usage



RSA SECURITY IDENTITY STANDARDS

Tagline

The RSA tagline is a direct reference to the positioning statement: *RSA inspires confidence through a more seamless integration with each customer's security needs, technologies and processes, transforming e-security into a powerful advantage.*

It may be used graphically *only* in the forms that appear here. The proportions and arrangement of the RSA Security logo, the vertical or horizontal rule and the size and font of "Confidence Inspired" should never be altered from these treatments when used together. The goal is to show the relationship between the company and the emotional response that it invokes in the same manner everywhere it is seen.

Please note that treatment 1 is the preferred treatment; treatment 2 is to be used only when made necessary by layout constraints. Please see page 3 for color constraints, which are identical to those of the logo when used alone.

Size

The corporate logo with tagline is used in two sizes for print purposes: 20 mm and 30 mm in width; for online use the recommended size is 80 pixels in width. In all cases the tagline, when used with the logo, should scale with the logo.

The tagline may also be used in text as part of copy, in which case a superscript TM character should be used after "Inspired".

The logo/tagline treatment may be found at:

<http://www.rsasecurity.com/node.asp?id=1391>

Correct Usage

① Preferred



② Only to be used when layout constraints dictate.



Incorrect Usage



The vertical rule should always appear as a divider between the tagline and the logo; the tagline should never be enlarged to compete visually with the logo.



In the preferred horizontal version, the tagline should never be moved from the baseline of the RSA letters.

RSA SECURITY IDENTITY STANDARDS

Product Brands

An RSA Security product brand must *always* be visually linked with the RSA Security brick in one of the two treatments described. Note that the word “SECURITY” is never used in these instances.

Treatment 1: RSA SecurID and RSA BSAFE — The product name is rendered in Frutiger Bold 65, at the same cap height as the letters “RSA” contained within the brick. The product name sits on the same baseline as the letters RSA, and is the same distance from the outside edge of the brick as the letter “A” is from the inside edge.

Sub-product brand naming is 57% in size of the product name and is positioned with the cap height of the sub name on the base line of the brick, left justified with the product name.

Corporate, RSA SecurID and RSA BSAFE product and program brands may be found at:

<http://www.rsasecurity.com/node.asp?id=1391>



RSA SecurID product brand



RSA SecurID product brand with sub naming component.

Treatment 2: “descriptive” product names — The product name is rendered in Frutiger Bold 65 and arranged on one or two lines, depending on the length of the name (examples below). The descriptive product logo treatments are used only in the product interfaces or on the product packaging and are not to be used in presentations, collateral, advertising or in any other place where the corporate logo is more appropriate or already in place. In these uses the descriptive name should be rendered in type only with a registered trademark ® after RSA. The descriptive names are not trademarked; only RSA is a trademark in the case of these names.

These logo treatments are not posted.




Important

When writing about or making product presentations, the product brands (treatment 1) should always be used as descriptors for the type of product, e.g., RSA SecurID® *authentication*, RSA ClearTrust® *Identity Management*, and *never* as nouns. Following this usage protects our brands from losing their trademark status; for more on trademarks, see [pages 7-8](#). “Descriptive” names (treatment 2) do not have the descriptor requirement and may be used as nouns.

Additionally, neither product nor other RSA Security logo graphics should ever be used as part of a sentence structure. RSA Security corporate, product and program logos are intended to be discrete graphic elements which identify the company consistently, *not* as substitutes for words in sentences.

Improper usage

 BSAFE® cryptography sets a high standard for encryption.

Proper usage

RSA BSAFE® cryptography sets a high standard for encryption.

Typography

Corporate Identity Materials

Frutiger is the official font of the RSA Security identity. It is used in the formation of the master brand identity, its product brand identities, on all collateral and for heads and sub-heads on all web pages.

Frutiger Bold 65 is used for setting product brand names (e.g., RSA SecurID, RSA Keon,) and for heads and sub-heads on advertising, collateral and web applications. In heads and sub-heads on collateral, Frutiger Bold 65 is used in upper and lower case. In sub-brands, the same rule applies (with the exception of BSAFE).

Frutiger Roman 55 is used for secondary text on all corporate identity materials and collateral. This page is typeset in Frutiger Roman 55.



Example. SecurID is set in Frutiger Bold 65, upper and lower case



Exception. BSAFE is set in Frutiger Bold 65, upper case only. This is the only exception to the rule for product brands.

Font Usage

Frutiger is a copyrighted font and may be purchased for use from most font vendors. Upon purchase of each font package, the font is automatically licensed for use by a single output device and five CPUs. Vendors include Precision Type, which may be reached at (U.S.) 800 248 3668 and Adobe Systems Inc. which may be reached at <http://www.adobe.com/type/>.

The online type standard for RSA Security is Ariel, which comes pre-licensed on Microsoft Windows operating systems. This applies to presentations created in the Microsoft® PowerPoint® presentation application. RSA Security Corporate Marketing provides a corporate **PowerPoint template** which should be used for all public presentations and which may be downloaded from http://rsanet.na.rsa.net//Depts/Marketing/corporate/graphics_library/index.html (rsanet users only).

Word Usage

RSA Security has standardized terms specific to for RSA Security products or exceptions to the Merriam-Webster's dictionary, which is the standard reference. If you have a question on how to write a term, refer to this list first and the dictionary second. The most current word list may be found at: http://rsanet.na.rsa.net//Depts/Marketing/corporate/graphics_library/index.html (rsanet users only).

Trademarks

Why Protect Trademarks?

The RSA Security Inc. brand identity is a valuable asset. RSA Security is known throughout the world as a proven leader, providing innovative technology that addresses the changing security needs of e-business and brings trust to the new online economy. RSA Security invests significant resources in promoting and protecting its trademarks as they are representatives of the RSA Security standard of excellence. A trademark loses its value when it becomes a generic term that identifies a type of product instead of a brand of product. This happens when the public treats a trademark as the name of a product, instead of a name of a particular brand of product. The words “trampoline,” “kerosene,” “escalator” and “cellophane” were trademarked product names that have become generic terms. The word “Internet” is also a trademarked term which has become generic. All trademarks, including registered trademarks, could become generic terms if used improperly. Once lost, the trademark cannot be recovered. RSA Security is solely responsible for keeping their trademarks from becoming generic terms.

For a complete list of RSA Security trademarks and a more detailed guide to protecting our trademarks please see the Trademark Guidelines document at <http://www.rsasecurity.com/company/news/kit/logos/downloads/trademarks.pdf> or, for answers to specific questions, contact the RSA Security legal department LegalRequests@rsasecurity.com.

Top Four Trademark Usage Rules

1. Always use trademarks as adjectives followed by appropriate nouns.

Improper usage RSA BSAFE® Crypto-C is a world leading cryptography component.
RSA Keon® is a world leading security option.

Proper usage RSA BSAFE® Crypto-C software is a world leading cryptography component.
RSA Keon® PKI is a world leading security option.

Note: The RSA Security corporate name is not only a trademark used to identify our products and services, it also serves as our company name. When using *RSA Security* as a reference to the company, it may be used as a proper noun and no trademark symbol is needed, for example, *RSA Security is a leader in the field of cryptography.* (no “®” symbol necessary)

2. Always use the proper format for the company name.

When referring to the name of the company, never use just “RSA.” Always refer to the company as RSA Security or as RSA Security Inc. There is no comma after the word “Security” in the full corporate name of “RSA Security Inc.” and you do not need to use the “®” symbol when the name is used as a reference to the company as part of a sentence, as seen in this paragraph. The only time the trademark symbol needs to be used is if the company name is being used by itself, for example, on a sign where only the name appears.

The only time you can eliminate Security or Security Inc. from the company name is when using the names RSA® Conference and RSA algorithm. Also, in *internal* documents you may refer to RSA Security Inc. in the second reference as “RSAS.”

Continued

Trademarks

(continued)

3. Always follow the following rules when using the RSA Security company or product names with other companies' names and their products.

3a. Use of another company's product name in combination with "RSA"

Do not combine RSA Security's company name or product names with other company names or their products. For example, with the MultiPrime name, you cannot say RSA MultiPrime. However, you can say, "RSA BSAFE® products incorporate MultiPrime® technology" or "RSA Security and Compaq Computer Corporation..." Also, in the case of the MultiPrime name, the following legend must be included when making reference to the MultiPrime technology, which RSA Security has licensed from Compaq Computer Corporation, in any promotional literature, presentation, etc.

"This product includes patented MultiPrime® technology licensed from Compaq Computer Corporation. U.S. Patent 5,848,159; other patents, foreign and domestic, pending."

3b. Use of the term "partner"

Some organizations have very strict internal guidelines regarding use of the term partner to describe the relationship between their organization and another company. Several companies that RSA Security has relationships with prohibit use of the term "partner". Please be sure to check with the RSA Security relationship manager (sales, partner marketing, channel marketing, etc.) to be sure that no such restriction exists before using the term partner to describe RSA Security's relationship with another company. The term partner also has a very specific legal meaning. The text must be clear in describing the organization as an RSA Secured or RSA SecurWorld partner.

3c. Third-party trademarks

The trademarks of third-party companies should be treated with the same care as RSA Security's trademarks. If you are not sure how to use a third party's trademark, please check their web site. If you use a third-party trademark, add a footnote on the page where the trademark attribution appears stating:

"All other products and services mentioned are trademarks of their respective companies."

4. Always use the full, proper, trademarked product and program names.

RSA Security products and programs are part of a master brand system by which each name begins with the word "RSA." Therefore, the full, proper, trademark names of the products are "RSA SecurID", "RSA Keon" and "RSA BSAFE" — not "SecurID", "Keon" and "BSAFE." The master brand system also applies to key programs, including "RSA SecurWorld", "RSA Secured" and "RSA Press." Usage of abbreviated product names, without the word "RSA", dilutes both the trademark protection and the benefits of the master brand system.

The one exception to this rule is the use of more than one RSA BSAFE software product in a list:

Both are acceptable:

"The customer purchased the RSA BSAFE® Crypto-C, Cert-C and Cert-J software products."

"The customer purchased the RSA BSAFE® Crypto-C, RSA BSAFE Cert-C and RSA BSAFE Cert-J software products."

RSA SECURITY IDENTITY STANDARDS

RSA SecurWorld™ Channels Partner Logos

RSA SecurWorld™ logo

The RSA SecurWorld program logo follows the same guidelines as the product brands. The SecurWorld mark must always be visually linked with the RSA Security “brick” and may not be separated from the brick. SecurWorld is always rendered in Frutiger Bold 65, at the same cap height as the letters “RSA” contained within the brick. The product name sits on the same baseline as the letters RSA, and is the same distance from the outside edge of the brick as the letter “A” is from the inside edge. For color standards see [page 3](#). High and low resolution downloadable files of the RSA SecurWorld logo and the RSA SecurWorld partner level logos may be found at <http://www.rsasecurity.com/node.asp?id-1391>

The official colors of the RSA Secured brand are red (Pantone 485 Coated & Uncoated) and black (Pantone Black Coated). When reproduced in process colors, the equivalent values for Pantone 485 C are: 0% Cyan, 100% Magenta, 100% Yellow, and 0% Black. The equivalent value of Pantone Black C is 100% Black. When reproduced in RGB colors, the equivalent values for Pantone 485 C are: R:255 G:0 B:0. The equivalent values of Pantone Black C are: R:0 G:0 B:0

Continued

Correct Usage

- ① Preferred for color applications



- ② Preferred for black & white applications



- ③ Preferred for applications on black or dark-colored backgrounds



- ④ Acceptable for applications on black or dark-colored backgrounds, but not preferred usage because “reversing out” the logo in this way distorts the perceived size relationships between the logo elements.

Try to use one of the preferred uses whenever possible.



Incorrect Usage

The letters “RSA” should not appear as black on a red “brick”



The “brick” should always appear as a solid color, not outlined



The logo should never appear within a tightly bounding box



RSA SecurWorld™ Channels Partner Logos

(continued)

The following examples illustrate correct and incorrect color and black & white brand application.

In text, when referring to the program, never use just “SecurWorld.” Always refer to the program as the RSA SecurWorld program (see page 8, section 4). Also note the legal restrictions on the use of the word partner (see page 8, section 3b). The SecurWorld mark is a trademark of RSA Security Inc. Please see <http://www.rsasecurity.com/company/news/kit/logos/downloads/trademarks.pdf> for complete trademark guidelines for the RSA SecurWorld brand.

For permission to use the RSA SecurWorld logo or the RSA SecurWorld level logos please e-mail your request to securworld@rsasecurity.com. Please indicate in your mail how you want to use the logo. Your local RSA SecurWorld representative should also review your proposed use in its initial design stages.

RSA SecurWorld™ partner level logos

The RSA SecurWorld partner level logos follow the same guidelines as the product sub brands. The level name is always rendered in Frutiger Bold 65 and is 57% in size of the product name. It is positioned with the cap height of the sub name on the base line of the brick, left justified with “SecurWorld”.

In text, when referring to the program level, never use just “SecurWorld Distributor.” Always refer to the level as RSA SecurWorld Distributor, Premier Partner or Select Partner.

The guidelines for correct and incorrect usage of the RSA SecurWorld level logos are the same as for the RSA SecurWorld logo. Please see page 9.

RSA SecurWorld level logos with guides showing correct type alignment and size relationships



RSA Secured® Strategic Partner Program Logo

RSA Secured Strategic Partner program logo

The RSA Secured logo was created for use by RSA Secured Partners — product vendors who license RSA BSAFE® technology, or whose hardware or software products are certified and compatible with other RSA Security products. In the case of vendors whose products are certified by RSA Security to be interoperable with RSA SecurID, RSA ClearTrust or RSA Keon products, all packaging and promotional materials for these certified products may include the RSA Secured logo. Vendors are encouraged to use the RSA Secured logo in conjunction with the terms “RSA SecurID Ready”, RSA ClearTrust Ready or “RSA Keon Ready” in textual descriptions.

For vendors who have incorporated RSA BSAFE technologies, usage of the RSA Secured logo is a requirement of the licensing agreement. The RSA Secured logo and descriptor “Includes RSA BSAFE® cryptographic or security protocol software from RSA Security” should also appear on Web sites, as well as all packaging and promotional materials for products that include RSA BSAFE technology. The RSA Secured logo should appear on start-up screens of software products. Vendors also have the option to use the RSA Secured logo, in conjunction with the term “RSA BSAFE enabled” in a textual description.

The RSA Secured logo may not be used by any company simply to claim a corporate affiliation with RSA Security. Likewise, the RSA Secured logo is not intended for use by resellers to promote their status as members of the *RSA SecurWorld* program. Resellers may, however, use the RSA Secured logo in promotional materials for specific products which meet the qualifications for usage noted in the paragraph above.

For Best Results

Use the RSA Secured logo without any modifications: use it at the original proportions, and without altering its colors, brightness or contrast. The minimum logo size is 0.5” in width. Because the power of the brand is enhanced by uniform usage, avoid enhancing the RSA Secured logo with custom treatments such as additional lines, graphics, clip art or special effects such as halos or drop shadows. The logo should not be “embossed” into a photographic background. Do not attempt to join it with or make it look like part of another logo. The RSA Secured logo may be used alongside other similar “third party” logos, but size and spacing should be treated in such a way as to maximize the impact of each mark as a separate, individual brand. For further clarification, or for guidance on best usage in a particular situation, send an e-mail to partner-info@rsasecurity.com.

In text, when referring to the program, never use just “Secured.” Always refer to the program as the RSA Secured partner program (see [page 8, section 4](#)). RSA Secured® (not *Secured* alone) is a registered trademark of RSA Security Inc. Also note the legal restrictions on the use of the word partner (see [page 8, section 3b](#)).

Please see <http://www.rsasecurity.com/company/news/kit/logos/downloads/trademarks.pdf> for complete trademark guidelines for the RSA Secured partner program.

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RSA SECURITY IDENTITY STANDARDS

RSA Secured® Strategic Partner Program Logo *(continued)*

The official colors of the RSA Secured brand are red (Pantone 485 Coated & Uncoated) and black (Pantone Black Coated). When reproduced in process colors, the equivalent values for Pantone 485 C are: 0% Cyan, 100% Magenta, 100% Yellow, and 0% Black. The equivalent value of Pantone Black C is 100% Black. When reproduced in RGB colors, the equivalent values for Pantone 485 C are: R:255 G:0 B:0. The equivalent values of Pantone Black C are: R:0 G:0 B:0

The following examples illustrate correct and incorrect color and black & white brand application.

Correct Usage



①

Preferred for color applications



②

Preferred for black & white applications

Incorrect Usage



The logo square should *always* be bounded by a white outline to separate the box from the checkmark (see left)



In black & white applications the logo square must be outlined in black. The elements may not "float".



③

Preferred for applications on black or dark-colored backgrounds



The logo should never appear within a tightly bounding box



④

Preferred for black & white applications on black backgrounds



"Reversing out" is not acceptable for applications on black backgrounds

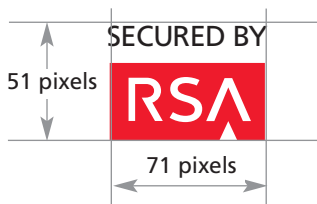
RSA SECURITY IDENTITY STANDARDS

SECURED BY RSA— the secured site designator for Managed Service customers

The SECURED BY RSA logo has been designed as an indicator that the customer is using RSA Security's Managed Service offering. It is designed for web use only and is not intended to be a substitute for the corporate logo or for use in locations other than the web pages of companies who are purchasing RSA Security's Managed Service. Nor is the SECURED BY RSA mark to be used as a substitute for the corporate logo in places where the RSA Security Corporate Logo is appropriate.

A correctly sized screen-resolution file of the logo will be provided by RSA Security. It is to be used at the size indicated below. The logo consists of the RSA notched rectangle *and* the words SECURED BY. These two components should not to be separated or changed; SECURED BY should always appear in the same proportions and relationship to the RSA notched rectangle.

Correct size and layout



Incorrect: altered layout



Incorrect: altered proportions



Incorrect: combination with Corporate Logo

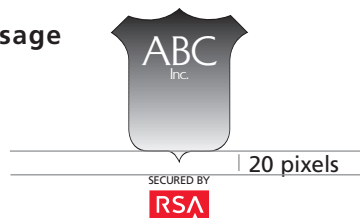
The word SECURITY is not part of the SECURED BY RSA logo. The Corporate Logo, which includes the word SECURITY, is a separate mark; the two logos may not be combined.



The logo is to be seen *only* as a third-party mark that indicates the security features of the customer's web site. Therefore the following restrictions apply to use:

1.) The logo may not be *enclosed* by the the customer's logo or other artwork so as to appear to be part of the customer's logo.

Correct Usage



Incorrect Usage



2.) The logo may be placed adjacent to the customers logo or other artwork as long as there is sufficient empty (white) space between the two logos. Sufficient space is defined as 20 pixels in any direction from the outer edges of the SECURED BY RSA logo.