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1.0 Brand Strategy

The Absolute brand strategy serves as a guiding principle for the way our organization thinks, behaves and communicates. Adhering to these principles will enable Absolute to make a clear, consistent and compelling impression with audiences at every touchpoint.
Positioning Manifesto

It's time to rethink data security. In a mobile world where information is often a company's most crucial asset, conventional approaches to securing data, including encryption, just don't cut it. Finding the optimal balance between permission and protection has never been more difficult... or more imperative.

We are Absolute.

Our Persistence® technology, embedded directly in the firmware of 500 million devices, is the first and only technology that keeps IT and security professionals in complete command. By maintaining an trusted connection to all your devices, Persistence provides unparalleled visibility into your entire mobile ecosystem – and the security you need to take your business anywhere.

Our products—from data security to asset management—are powered by Persistence, the firmware-embedded technology that won't quit. Competitors, malicious hackers, disgruntled employees—none of them is a match for Persistence, which provides mobile data security that's deeper than any other product... and light years ahead of mere encryption.

We partner with the world's leading device manufacturers. They recognize the higher level of security our solution provides, which is why they have incorporated Persistence into their own offerings.

Our customers are IT and information security executives who understand that good enough security isn't absolute security. They know they need more than passwords, encryption—and hope—to assure their CEO, their board and their colleagues that their e-mail, their data, their most confidential information—are more secure than ever before. That's why they choose Absolute.

Absolute. A Higher Level of Confidence.
Brand Voice

**Assured**
Operating at the nexus of mobility and trust, we give our customers the confidence to implement their most ambitious strategies.

**Relentless**
Like our products, we never quit. Our clients understand our commitment and gain confidence from it.

**Connected**
Our people and our products are deeply connected to the larger world of information security. We are a trusted partner not only to our clients but to global OEMs and other information security leaders.

**Bright**
As acknowledged experts in the field, we are optimistic about the what the future of data security holds for our company and our customers.
2.0 Visual Elements

Absolute’s visual identity expresses our unique approach to rethinking data security. It represents our brand essence “A Higher Level of Confidence” through a dynamic system that is always conveying upward movement; complimented with a type style and treatment that is strong and assertive.

The guidelines on the following pages provide instructions for the reproduction of the Absolute logo, color palette, typography, motif, and imagery.
# Logo

## Primary Logo

![Absolute Logo]

## Logo Variations

![Absolute Variations]

## Clearspace

![Clearspace Diagram]

## Minimum Size

- Minimum logo width is 0.875" / 63px

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The Absolute logo is the most important element of our identity. Only Absolute approved artwork should be used. Never try to recreate, modify, or augment the logo in any way.

To ensure the Absolute logo receives the appropriate level of prominence in any communication, always surround it with the designated clearspace above. Clearspace guidelines are provided to help maintain the integrity and presence of the logo when it's placed in proximity to competing visual elements.

Positioning text, graphics, or other elements within the clearspace is not acceptable.

Never apply the logo (in print or in digital applications) smaller than the minimum sizes specified above.
Primary colors are intended to be used on all Absolute communications. The colors black, and white should be dominant and green is the primary accent color.

Secondary colors are subsidiary colors intended to be used in charts that require additional colors. Secondary colors are never used as dominant colors and should never overwhelm the primary colors in communications.

Color ratio demonstrates the hierarchical distribution of the color palette. As demonstrated, the dominant color in communications can be either black or white. Green is the primary accent color and is never applied as a dominant color.
## Fonts

<table>
<thead>
<tr>
<th>Primary Font</th>
<th>Alternate Font</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breuer Text Regular</strong>&lt;br&gt;AaBbCcDd&lt;br&gt;ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890@#$%&amp;</td>
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<tr>
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<td><strong>Arial Italic</strong>&lt;br&gt;AaBbCcDd&lt;br&gt;ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890@#$%&amp;</td>
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<tr>
<td><strong>Breuer Text Bold</strong>&lt;br&gt;AaBbCcDd&lt;br&gt;ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890@#$%&amp;</td>
<td><strong>Arial Bold</strong>&lt;br&gt;AaBbCcDd&lt;br&gt;ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890@#$%&amp;</td>
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<td><strong>Breuer Text Bold Italic</strong>&lt;br&gt;AaBbCcDd&lt;br&gt;ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890@#$%&amp;</td>
<td><strong>Arial Bold Italic</strong>&lt;br&gt;AaBbCcDd&lt;br&gt;ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890@#$%&amp;</td>
</tr>
</tbody>
</table>

The fonts for Absolute-branded communications offer the flexibility needed to communicate in a way that is unique to Absolute across a variety of media.

**Primary font** Breuer is a geometric sans with relaxed curves making it suitable for large fields of copy as well as for large assertive headlines.

**Alternate font** for Microsoft Office digital communications, such as PowerPoint, Arial is used in place of Breuer.

The Breuer collection was designed by Silas Dilworth and is for sale by TypeTrust: [http://typetrust.com/font/465/breuer-text](http://typetrust.com/font/465/breuer-text)
Typography

**Large Key Messages – Breuer Text Regular**

Imagine having full visibility into your mobile network.

**Sub-headlines – Breuer Text Bold**

Be ready with Absolute.

Activate Absolute for a deeper level of protection and a higher level of confidence.

**Body Copy – Breuer Text Regular**

The most potent threat to your data security may be on your payroll. So get the data security solution that keeps IT in full control. Absolute software provides data security that's a significant enhancement to encryption, providing greater protection against competitors, malicious hackers – and careless or disgruntled employees. Already embedded in the firmware of your devices, where it cannot be removed, Absolute software provides full visibility into your mobile network.

Imagining having full visibility...

Breuer's distinct look and feel makes it suitable for key Absolute messages, subheads and body copy.

Breuer Text Regular, when used for large key messages, projects assurance and confidence.

A green slash motif – derived from the slash in the Absolute logo – is applied to large key messages for a strong visual link to the logo.

Sub-headlines typeset in Breuer Text Bold stand out from body copy typeset in Breuer Text Regular.
Higher Confidence Motif

The Higher Confidence Motif is comprised of a pair of right triangles derived from the (24.75°) angle from the letter "A" in the Absolute logo.

The motif compliments the Absolute logo and supports the brand essence "A Higher Level of Confidence."

The primary color palette can be interchanged with the motif for flexibility. Black and white are always the dominant colors. Green is used as the primary accent color.

The motif can be scaled large and small depending on the situation and communication. For flexibility, the motif can be reflected horizontally.
Applying the Motif to Images

The Higher Confidence Motif is layered over imagery for a bold and proprietary visual effect.

**Transparent white base layer** mitigates the contrast and color of the image. **Multiplied green layer** colored with Absolute green – is then applied over the base layer. The transparent white base layer ensures the image doesn’t disrupt the integrity of the green.

**Note:** macro images like the examples above, feature a grid of city streets. These images should be rotated so the streets align with the 24.75° angle of the Higher Confidence motif.
3.0 Appendix

The following notional applications demonstrate uses for the Absolute logo, colors, typography, imagery and graphics.
Business Card
Datasheet
Environmental Graphics
Adaptive endpoint security with Absolute

Geoff Haydon
CEO, Absolute
Website

THINK YOU'RE SECURE?
NOT WITHOUT PERSISTENCE
BY ABSOLUTE.

Security that’s already embedded in your endpoints for resilient visibility and control over the entire security stack.

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