
PC MATIC

STYLE GUIDE FOR CONSISTENT BRANDING



Brand Guidelines



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OUR MISSION

Our mission is to create software that protects devices and their information from malware used by the cyber-mafia to infiltrate and monetize worldwide. The goal for our software is zero customer infections and breaches.

We will aggressively market our products to reduce global infection rates and put a dent in the cyber-mafia economy. Retaining affordability and ease of use for any home, business or government regardless of technical capabilities or budget is crucial.

We believe that through worldwide market penetration and zero infection rates, one day the cyber-mafia will be insolvent.

OUR SERVICES

PC Matic leverages patented technology to offer industry-best protection for your devices. SuperShield, our real-time protection component, deploys a default-deny approach blocking all unknown applications from running without causing headaches or slowdowns! This is made possible by our global list of known good applications and patented digital signature technology.

Our innovations continue to lead the cybersecurity industry with a company that is 100% USA based and fulfilling our mission - Provide industry-leading security that is affordable and easy to manage for everyone.

LOGO

The PC Matic logo evokes the supportiveness of our brand. The shield with lightning bolt symbolizes protection and security and is slightly larger than the text to show prominence.

The logo symbolizes our relationships with customers and our dedication to protecting their computers and devices.

We strive to protect our customers, our customers' businesses and the world as a whole — and our logo brings that mission to life with a simple, universal gesture of security and protection.



LOGO: COLOR VARIATIONS & BACKGROUNDS

A set number of color variations and recommended backgrounds for the logo ensure its clarity, legibility and impact in our communications.

The PCM logo may only be used in four color variations. The full color is the preferred color used on a white background. Alternatively, the Green Shield-WHT may appear in white on a dark-colored background.

The All-BLACK logo and All-WHITE can be used when not enough contrast is present between logo and background.

LOGO WITH TAGLINE

The tagline, AMERICA'S ANTIVIRUS can accompany the logo when necessary. The tagline should appear locked up, directly under the PC Matic text.



FULL COLOR



GREEN SHIELD-WHT



BLACK



WHITE



LOGO: INCORRECT USE

Do not alter the PC Matic logo.

Do not stretch, condense or otherwise morph the PC Matic logo. Do not place the logo on a background that is busy or lacking sufficient contrast.



Do not alter or morph the logo in any way.



Do not place the logo on a busy background or on a photo background with insufficient contrast.



Do not place the logo on colored background with insufficient contrast.



Do not alter the color of the logo in any way.

LOGO: CLEAR SPACE

STANDARD CLEAR SPACE

Standard clear space on all sides of the PC Matic logo is equal to the height of the "a" in Matic. When possible, allow more clear space.



DIGITAL CLEAR SPACE

To accommodate space restraints in digital applications, the minimum clear space on all sides of the logo is equal to half of the "a" in Matic. When possible, allow for more clear space.



LOGO: MINIMUM SIZE

Minimum size is the smallest size at which to safely reproduce the logo for both print and digital applications.

Exhibit illustrate the minimum-size requirements.

MINIMUM SIZE

When reproducing the logo, be aware of its size and legibility. To ensure quality reproduction, the logo must appear no smaller than .4-inch wide.



.75 inch

PRIMARY COLORS

Few design tools are more powerful than color. Used consistently, our color palette communicates that we are a passionate, inventive and responsible company.

Our primary color palette focuses around the PCM Green, our core color. White is used mostly as a background color for text-heavy content or for copy appearing on a color background or on photography.

Medium Blue is our primary color used for background color for areas where our logo will be used and for UI elements.

Orange is used as a supporting color. For example: tagline, CTA buttons, icons...

LIST OF APPROVED COLORS

FOR DIGITAL AND PRINT



HEX CODE
#06BD0A

CMYK:
77 0 100 0

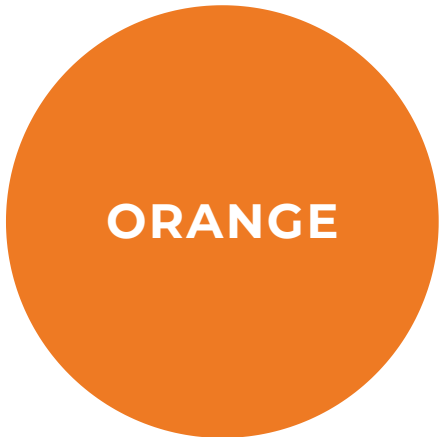
RGB:
6 189 10



HEX CODE
#252D44

CMYK:
87 78 47 47

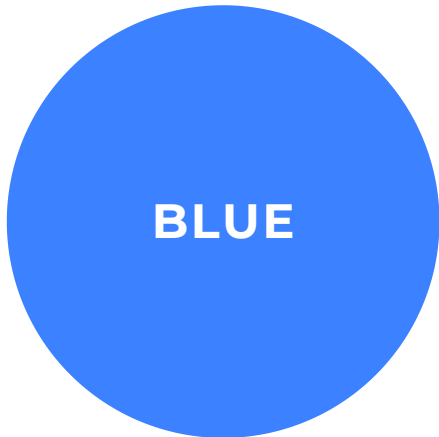
RGB:
37 45 68



HEX CODE
#EE7A23

CMYK:
3 64 99 0

RGB:
238 122 35



HEX CODE
#3C81FF

CMYK:
72 51 0 0

RGB:
60 129 255

TYPOGRAPHY

Typography is an essential part of the PC Matic brand, as it brings unity and adds personality to all our communications.

Circular Std is our primary font, used to highlight key information such as headlines and callouts. Its bold, confident tone signifies our commitments to our customers. Its range of typographic weights allows us to establish a clear hierarchy of information and to create easy-to-read communications. All weights of Circular Std can be used, including: Book, Medium, Bold, Black.

Montserrat is our secondary/alternative font.

PRIMARY

Paragraphs and small material

Circular Std

Aa

Circular Std abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Circular Std Black abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY / ALTERNATIVE

Montserrat abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPOGRAPHY SPECIFICATIONS

The use of all caps for key information gives our messages a bold and confident tone, while the use of sentence case for body copy helps make our content easy to read.

Use the guidelines here when setting typography, but always consider the type of application and how the content is presented to ensure readability and impact.

HEADLINES AND CALLOUTS

- Use Circular Std Bold, all caps.
- Type size varies, depending on application
- Use type at 100% opacity for headlines appearing on white or colored backgrounds
- Use white type at 85%-100% opacity for headlines appearing on photography

SUBHEADLINES

- Use Circular Std Bold, all caps, 10/13 pt 10 tracking, for letter size and A4 print/digital applications.

BODY COPY

- Use Circular Std Book, sentence case, 10/13 pt.

PAGE HEADLINE CIRCULAR STD BLACK

Body copy Circular Std Book 10/13 pt
consectetur adipiscing elit. Maecenas
sed ligula nulla. Cras quis rhoncus
nulla. Phasellus vitae pellentesque
dolor. Proin accumsan enim sit amet.

SUBHEADLINE CIRCULAR STD BOLD 10/13 PT

Cras quis rhoncus nulla. Phasellus vitae
pellentesque dolor. Proin accumsan
enim sit amet ipsum. condimentum
lorem placerat. Vestibulum malesuada
odio nisl. Nunc posuere viverra
tempus. Curabitur hendrerit, turpis a
vulputate facilisis, arcu est pulvinar
lacus, nec varius quam nulla sed felis.
Pellentesque semper lorem ac enim
eismod ultricies. Phasellus
consectetur est finibus, porta velit ut,

SUBHEADLINE CIRCULAR STD BOLD 10/13 PT

Cras quis rhoncus nulla. Phasellus vitae
pellentesque dolor. Proin accumsan
enim sit amet ipsum. condimentum
lorem placerat. Vestibulum malesuada
odio nisl. Nunc posuere viverra
tempus. Curabitur hendrerit, turpis a
vulputate facilisis, arcu est pulvinar
lacus, nec varius quam nulla sed felis.
Pellentesque semper lorem ac enim
eismod ultricies. Phasellus
consectetur est finibus, porta velit ut,
eleifend odio. Vestibulum sagittis
massa tortor, ac elementum ligula
condimentum quis tincidunt in odio.



CALLOUT COPY CIRCULAR STD BLK

- Bullet point copy
- Bullet point copy
- Bullet point copy
- Bullet point copy
- Bullet point copy

DIAGRAM NAME





WEBSITE
www.pcmatic.com