BRAND GUIDE

Paladins

FOR CYBERSECURITY SERVICES AND PROTECTION



PURPOSE OF THIS QUICK REFEERENCE GUIDE

These guidelines are part of a toolkit that quickly creates a unified visual experience for our vendors.

A good brand should be more than the sum of the services they provide. In our case, we realize that we serve our patients on many levels, while keeping our communication clear, concise and professional. We feel these levels are reflected in our brand.

This guide shall serve as a tool for establishing E^3 Paladins' brand identity. It guides employees, designers, content creators, and marketers in communicating a consistent message.

USING THE E³ PALADINS' LOGO

Follow these requirements so our logo always looks its best.

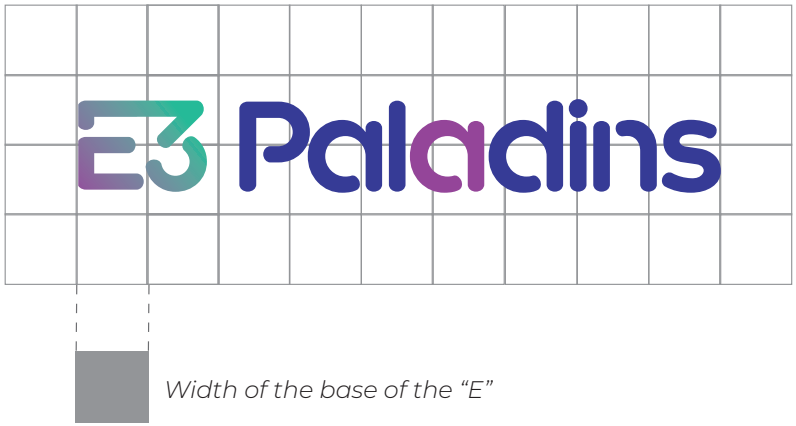
LOGO USAGE

We want to protect our logo, so follow the guidelines outlined in our brand policies. Do not modify or distort our logo.

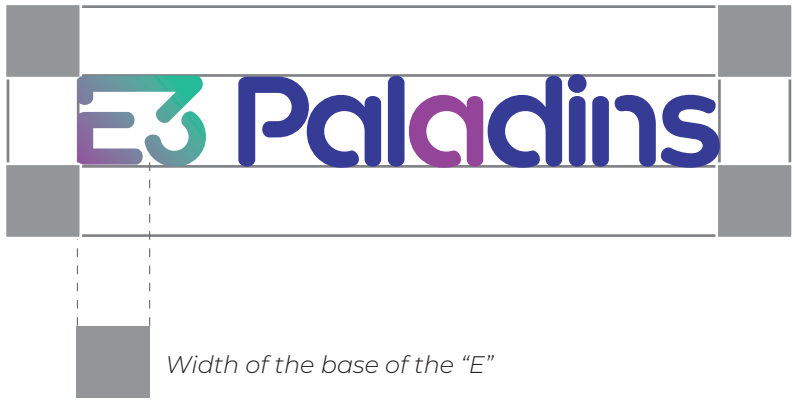
SCALE AND CLEARSPACE

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The minimum clearspace is the width of the width of the base of the "E".

Legibility is a top priority. Ensure any registered or trademarked symbols are clearly visible.



Width of the base of the "E"



Width of the base of the "E"

LOGO VARIATIONS

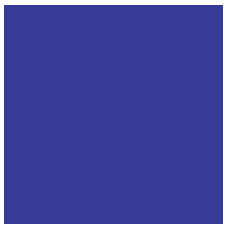
While our default logo is vibrant blue, dark violet and teal, use the black and white version on layouts that are black and white only. You may also use a white version on dark backgrounds so it's easy to see.



OUR BRAND COLORS

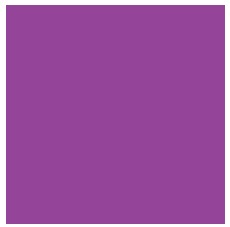
COLOR PALETTE

The primary colors for E³ Paladins' visual identity system are E³ Vibrant Blue, E³ Dark Violet, and E³ Dark Violet/Teal Gradient. Equivalent color formulas for four-color process printing and digital media are provided here.



E³ Vibrant Blue

Pantone 2746 C
CMYK 96 99 9 1
RGB 56 49 136
HSB 245 64 53
383188



E³ Dark Violet

Pantone 513 C
CMYK 44 91 5 0
RGB 155 60 143
HSB 308 61 61
9b3c8f



E³ Dark Violet 38.837° PS Teal

Pantone 513 C
CMYK 44 91 5 0
RGB 155 60 143
HSB 308 61 61
9b3c8f
Location: 0%

Pantone 7723 C
CMYK 73 3 56 0
RGB 50 179 146
HSB 165 72 70
32b392
Location: 100%


GDPR
GENERAL
DATA PROTECTION
REGULATION

TYPOGRAPHY

KroppenRound, our chosen typeface, reflects the E³ Paladins' brand proposition. Its solid look speaks to trust, relability and a sound foundation; while it's rounded edges speak to the future and growth.

For all uses and variations of the logo, we will be using KroppenRound, Bold weight set with Optical Kerning Value of 0 and a Tracking Value of -63.

KroppenRound Bold is a commercial or pro font and is acceptable for all applications.

WHERE TO FIND AND PURCHASE

KroppenRound Bold can be found and purchased by visiting:
https://www.myfonts.com/collections/kroppen-round-font-talbot-type

Font

KroppenRound Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

CYBERSECURITY TIPS

- Keep your software up to date
- Use trusted anti-virus protection & firewall
- Use strong passwords
- Use two-factor or multi-factor authentication
- Educate yourself on phishing scams
- protect your sensitive personal identifiable information (PII)
- Use your mobile devices securely
- Back up your data regularly
- Avoid using public wifi
- Review your online accounts & credit reports regularly for change



E3 Paladins

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