



ArmorPoint
Logo & Branding.

Logo.

Primary



Tagline Stacked



The Shield



Logo.

Color Variations



Full Color



Inverse



White



Dark

Logo.

Stacked
Color Variations



ArmorPoint.

Full Color



ArmorPoint.

Inverse



ArmorPoint.

White



ArmorPoint.

Dark

Logo.

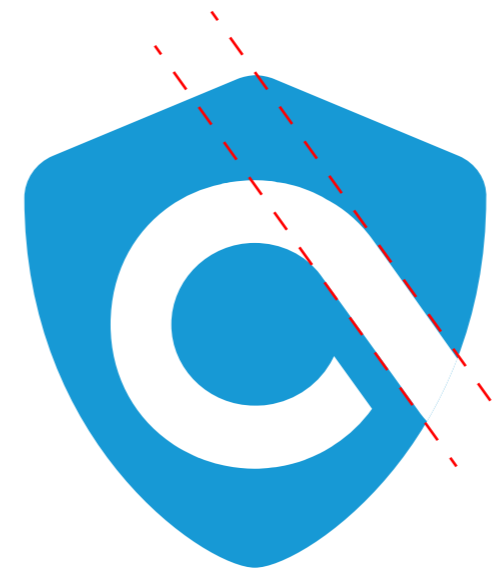
Logo Size & Spacing

Logo Spacing & Clear Space

When utilizing the ArmorPoint logo, the width of the "a" on the Shield defines the specific width a logo must use in the given scenarios, no matter the size. Please be mindful of the width in these given scenarios:

A: The horizontal spacing between the wordmark and the Shield cannot be altered or adjusted in any way.

B: The specific amount of space that a logo must have on all sides, no matter where it is used.



A



B



Logo.

Logo Size & Spacing

Logo Sizing

The minimum sizes vary for print and digital. Please refer to the corresponding guidelines and be mindful when using the logotype for different applications.



80px

Minimum size for digital



24px

Minimum size for print



0.25in

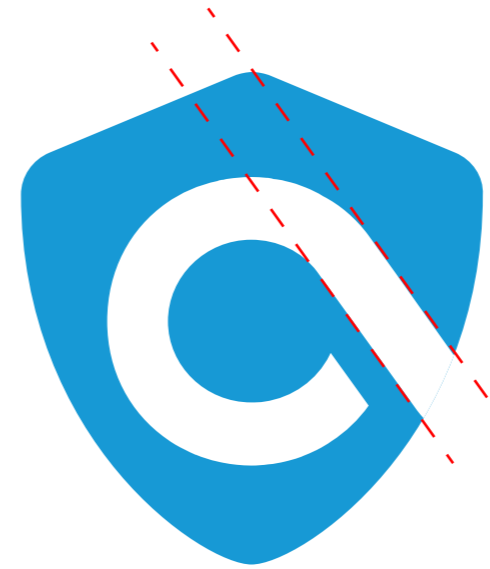
Logo.

Stacked Logo Size & Spacing

Stacked Logo Spacing & Clear Space

When utilizing the ArmorPoint Stacked logo, the width of the “a” on the Shield defines the specific width a logo must use in the given scenarios, no matter the size. Please be mindful of the width in these given scenarios:

- A: The horizontal spacing between the wordmark and the Shield cannot be altered or adjusted in any way.
- B: The specific amount of space that a logo must have on all sides, no matter where it is used.



A



B

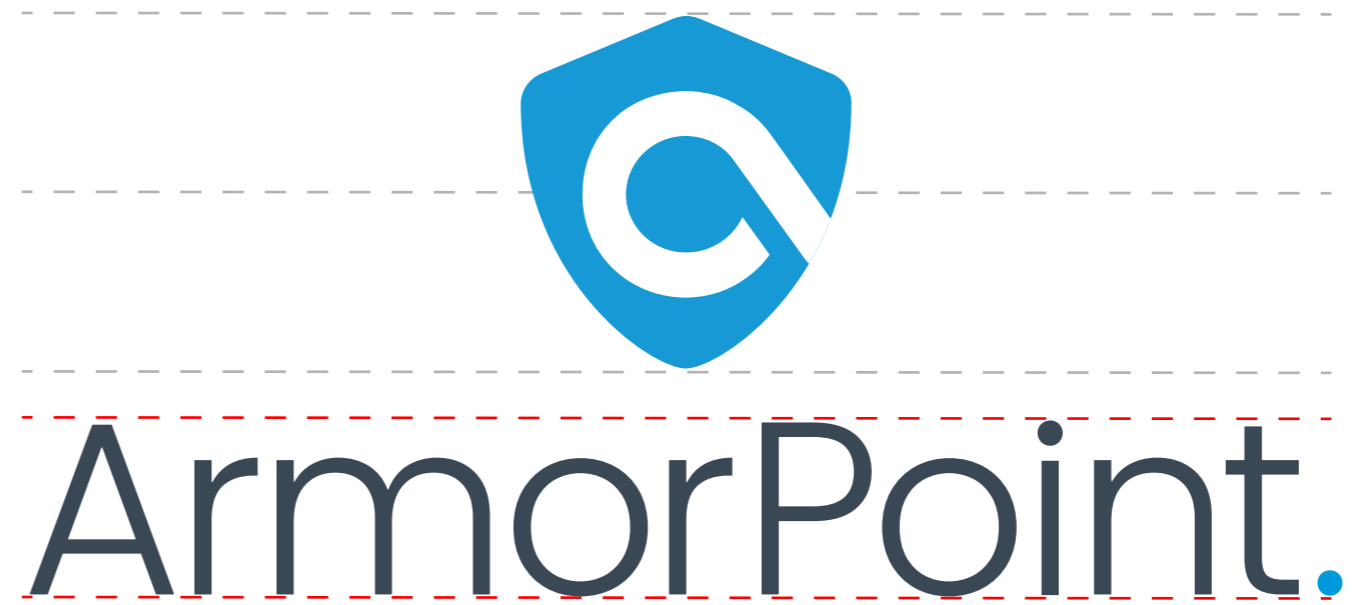


Logo.

Stacked Logo Size & Spacing

Stacked Logo Size

When utilizing the ArmorPoint Stacked logo, the width of the height of the wordmark "ArmorPoint" determines the height of the shield x 2 and cannot be altered in any way.



Logo.

Stacked Logo Size & Spacing

Stacked Logo Sizing

The minimum sizes vary for print and digital. Please refer to the corresponding guidelines and be mindful when using the logotype for different applications.



ArmorPoint.

175px

Minimum size for digital



ArmorPoint.

52px

Minimum size for print



ArmorPoint.

0.72in

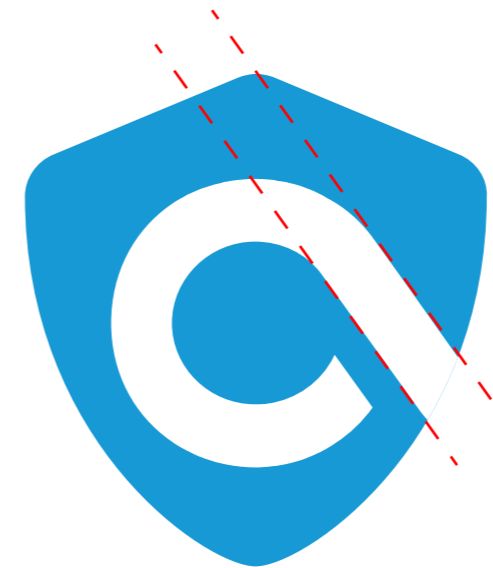
Brandmark.

Shield Size & Spacing

Shield Spacing & Clear Space

When utilizing the ArmorPoint brandmark, the width of the “a” on the Shield defines the specific width a logo must use in the given scenarios, no matter the size. Please be mindful of the width in these given scenarios:

A: The specific amount of space that a brandmark must have on all sides, no matter where it is used.



A



Brandmark.

Shield Size & Spacing

Shield Sizing

The minimum sizes vary for print and digital. Please refer to the corresponding guidelines and be mindful when using the logotype for different applications.



80px

Minimum size for digital



24px

Minimum size for print



0.25in

Colors.

Primary & accent colors and their tones.

Primary Color

CMYK	100 30 0 14	67 14 0 0	54 5 2 0
RGB	0 152 220	51 173 227	102 194 234
HEX	#0099DC	#33ADE3	#66C2EA

Accent Colors

CMYK	5 43 0 35	29 52 0 0	17 33 1 0
RGB	158 95 166	182 135 188	206 175 210
HEX	#9E5FA6	#B687BC	#CEAFD2
CMYK	0 72 72 9	1 70 47 0	1 45 25 0
RGB	233 65 66	239 113 113	244 160 160
HEX	#E94142	#EF7171	#F4A0A0

Base Colors

CMYK	84 70 54 59
RGB	31 43 54
HEX	#1F2B36
CMYK	6 2 0 0
RGB	235 242 250
HEX	#EBF2FA

Font.

Poppins SemiBold

Poppins Medium

Poppins Regular

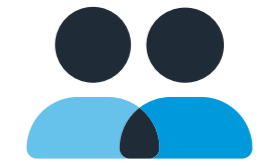
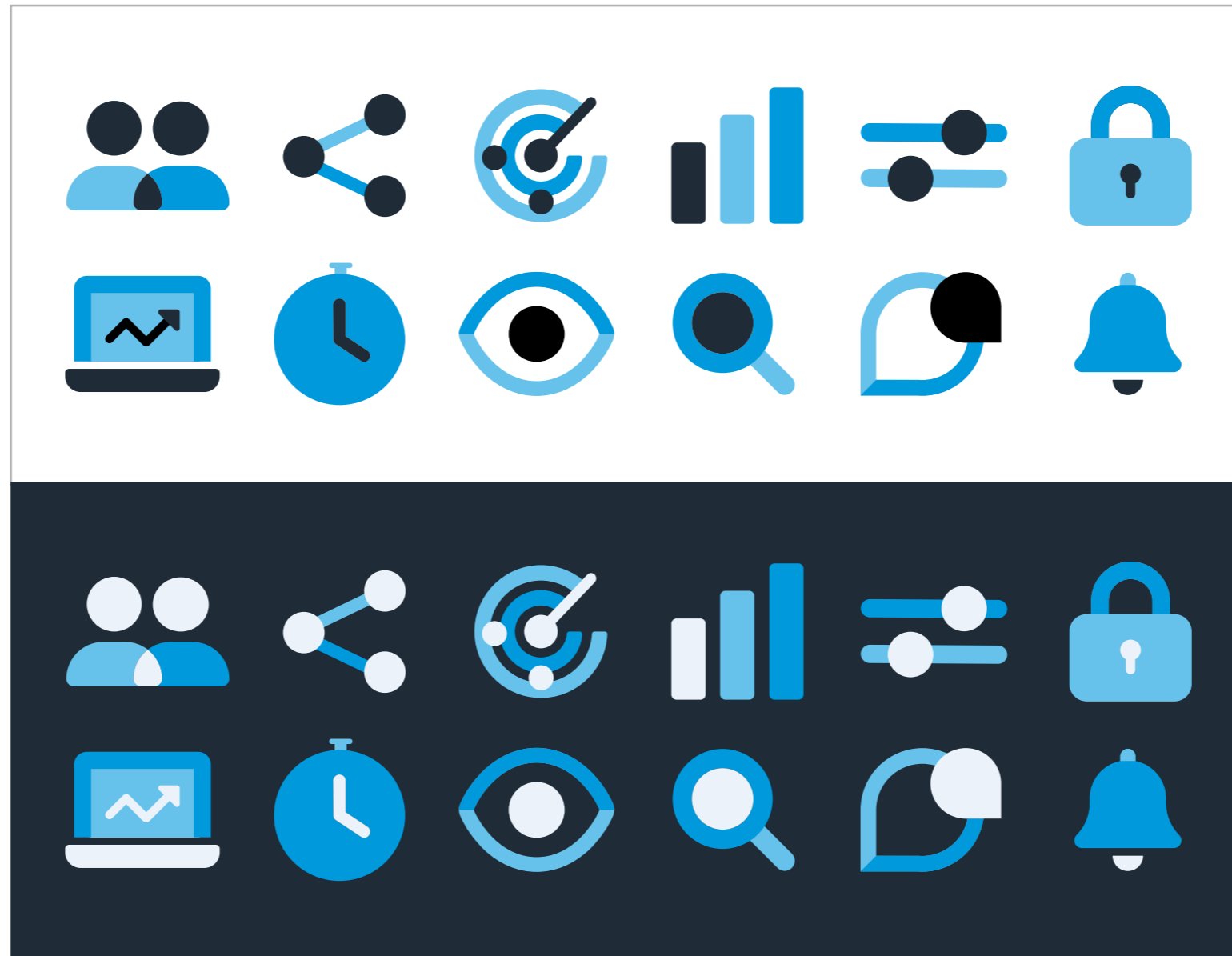
Poppins Light

Poppins ExtraLight

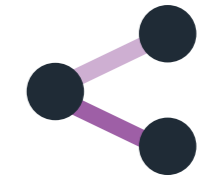
Poppins Italic

Icons.

Icon Set



People.



Process.





Technology.

File Formats.

Logo Files & Formats

Different file types and when to use them.

 File types for digital purposes

 File types for print purposes

VECTOR FILES



AI  

ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe. It is the standard source for the ArmorPoint logo. Some print shops will request this file when prepping a project for print.



EPS  

ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Some print shops will request this file when prepping a project for print.



PNG 

PORTABLE NETWORK GRAPHICS

Image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG.



PDF  

PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. It is a universal file format, making it very versatile. It's the typical format used for printing and easily sharing documents online.



SVG 

SCALABLE VECTOR GRAPHIC

SVGs are great for websites. They are the ideal format for logos and icons and are scalable without pixelation.

IMAGE FILES
