

# Outseer Beyond Branding Guidelines

Outseer Beyond. Smarter. Stronger. Better Together.

## A brand guide for Outseer Beyond partnership promotion

At Outseer, we recognize the power of partnership. The combination of our capabilities drives greater value for our customers and promoting our partnership drives greater opportunity for us both. Together our brands signal our relationship to the market and when positioned properly reinforce that we are stronger together.

As an Outseer Beyond partner, your use of the Outseer logo promotes the value in our partnership. Branded material represents an asset for our company, and we protect it. We also recognize that your branded material is an asset of your company, one we take great care to respect.

The following guide provides an overview of how to use the Outseer logo. Please consult your Outseer contract to verify any marketing or logo usage that is already approved and/or what usage may require additional Outseer review prior to publishing.



# Outseer Beyond Branding Guidelines

A guide for using our logo and branding

**Outseer Color Logo** Our logo should be used when creating any branded collateral



**Outseer Single Color Logo**



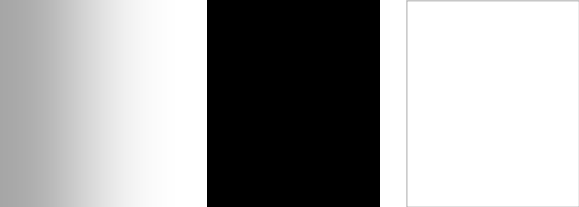
**Outseer Primary Color Palette**

Hex: #1B1464  
 RGB: 27.20.100  
 CMYK: 100.100.26.24  
 PMS: 273 C

Hex: #1FCA7E  
 RGB: 31.202.126  
 CMYK: 70.0.71.0  
 PMS: 7479 C

Hex: #1B1464 / #1FCA7E

**Supporting Palette**



[Download Logos Here](#)

### Typography

## Poppins

Headlines

## Roboto

Everything else

### The Iris

The iris is shorthand for Outseer. It stands for protection and focus. We don't want to overuse it by putting it everywhere. It has definite uses and some built-in flexibility.



### Questions?

[Outseer.Partners@rsa.com](mailto:Outseer.Partners@rsa.com)

# Logo Clear Space

A safe areas ensures the logo doesn't conflict with any surrounding content

## Outseer Logo + Clear Space



✓ Do announce a partnership with clear space, similar sizing, same baseline



✗ Never stack, overlay, manipulate, or edit



[Download Logos Here](#)

## Clear Space Guidelines

### Do

- ✓ Allow for clear space between logos
- ✓ Keep logos at a similar size
- ✓ Keep logos on same baseline

### Don't

- ✗ Stack logos
- ✗ Place logos inside each other
- ✗ Manipulate or edit logos

## Questions?

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