

STREAMGUARD

BRAND USAGE GUIDELINES



STREAMGUARD

SECURED STREAMING

Contact: Joe@StreamGuard.com

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STREAMGUARD™

Our Mission

Founded in 2015, StreamGuard's mission is to protect the world's valuable multimedia content from the pirates and criminals that seek to steal and resell that content. Our tech guarantees a content creator that each "view" is paid for by proactively preventing pirates from enacting middle-man attacks and stream hacking.

Our Brand

A brand is the essence of an organization, it is our ambassador and our first impression on customers. It says not only who a company is, but also what it may become. Our brand encompasses StreamGuard's character and relationships and the ways in which we interact with our customers, partners, and one another. But to take full advantage of this powerful marketing tool, the company must use it in a consistent manner to maximize its impact. The StreamGuard logo, materials, and templates are now in your hands, and it's up to you to use them responsibly. Consider them a work in progress, one that we'll adjust and update as we need additional requirements or discover new opportunities for our brand.

General Guides and Rules

These guidelines outline the general rules when using StreamGuard's brand assets and showcasing StreamGuard content. You may only use the approved brand assets that are provided at www.StreamGuard.com/Brand. Consistent use of these assets helps people easily recognize references to StreamGuard and protect our company trademarks. Any StreamGuard logos or images found elsewhere on the web are not approved for use

Advertisers and Partners

Before using StreamGuard brand logos and assets in TV commercials, digital advertising or print packaging, please refer to these guidelines. Submit your request to the StreamGuard team for review prior to launch. Please reach out at least five business days in advance to avoid production delays. Submit permissions requests to Joe@StreamGuard.com

Here's what to include with your request:

- The final version showing how the StreamGuard Brand will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references StreamGuard
- Translations for any non-English requests

Entertainment

Give StreamGuard proper attribution in books, plays, TV shows and film by adhering to our brand standards. When mentioning StreamGuard as part of a narrative or storyline (script, screenplay or manuscript), you must submit a permissions request to Joe@StreamGuard.com.

Here's what to include with your request:

- The final version showing how the StreamGuard Brand will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references StreamGuard
- Translations for any non-English requests

News & commentary

We understand the content you wish to feature may need to air during live programming, such as a newscast or live event, and allowing time for permissions is not feasible. In these instances, we still require you to follow the general rules and guidelines for using StreamGuard logos and assets.

Restrictions On Usage

The StreamGuard Brand may not be displayed:

- With content considered to be of graphic in nature, or along side any statements, organizations, symbols, or likewise that may be considered derogatory to any specific group;
- In any manner that, in the sole discretion of StreamGuard, discredits StreamGuard or tarnishes its reputation and goodwill;
- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of StreamGuard in the word marks and/or logos;
- In any manner that is false or misleading;
- In any manner associated with a competitor of StreamGuard;
- In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable, in the sole discretion of StreamGuard;
- In any manner that violates the trademarks, copyright, or any other intellectual property rights of others;
- In any manner that violates any law, regulations, or other public policy; or
- In any manner as part of a name of a product or service of a company or organization other than StreamGuard.

Logo Configurations

The StreamGuard logo consist of two primary elements: The blue shield outline and the blue warped play button. Neither the blue shield outline or the blue warped play button cannot appear without the other. The company name “**STREAMGUARD**” is the third element and while it is required in most cases, there are some cases where it’s use is not necessary.

Logo & Name Horizontal

For use on the corners and back of marketing collateral, banners, and where the width exceeds the height of the space for placement.



Logo & Name Vertical

For use on marketing collateral covers, clothing, badges, and where the height exceeds the width of the placement space or the placement space is a perfect circle/square.



Logo Standalone

The Logo standalone may be used when the “**STREAMGUARD**” name has already been displayed and associated with the logo in a separate occurrence on the same piece of marketing collateral. As well in online profiles and social networks where the logo is displayed as the profile picture to the company page having the “**STREAMGUARD**” name.



Acceptable Color Variations

The blue form is the basis for the StreamGuard corporate color palette. The color variations shown on this page are the only acceptable color variations. Any other logo combinations or variations should not be created. The blue logo on a white background or the white logo on a StreamGuard Blue background is the ideal way to display the StreamGuard Logo

StreamGuard Blue Color Codes

RGB		Hex
Red	38	# 2631F4
Green	49	
Blue	244	

Blue on White

This is the ideal color variation.



White on Blue

This is the second acceptable color variation which is to only be displayed on a background utilizing the StreamGuard Blue color code above



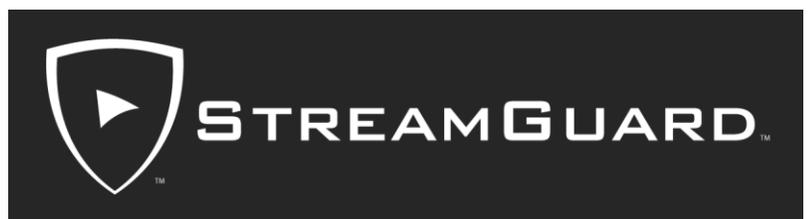
Color Restricted Black positive Logo

Use black or gray 1-color version when color usage is restricted or when using a black and white laser printer.



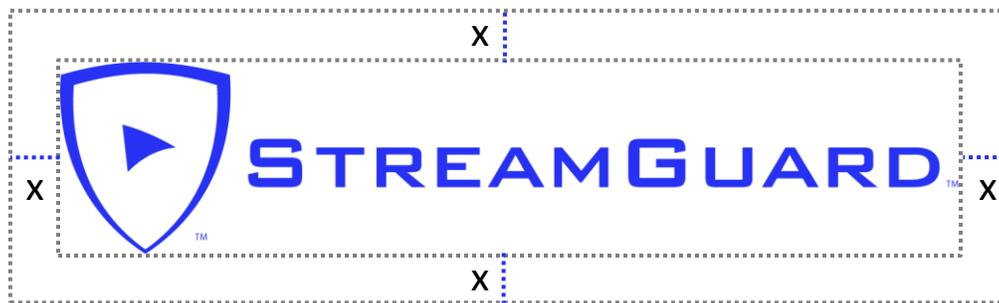
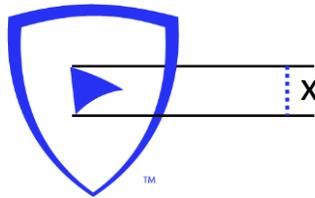
Color Restricted White Reverse Logo

Use white 1-color version when color usage is restricted or when using a black and white laser printer



Placement Guidelines

The logo has the most impact when there is a significant amount of “white space” around it. Use the measurement of the height of the warped play button (represented here by “x”) as a minimum distance around the logo. While this is the minimum amount of white space that should be used around the logo, ideally the amount should be greater.



Sizing Guidelines

Although the company name and symbol remains legible at very small sizes, avoid using the artwork below the minimum recommendations shown here.

Logo & Name Horizontal

When the horizontal logo & name is being used, it must be no less than 0.375 inches in height

0.375" minimum 

Logo & Name Vertical

When the vertical logo & name is being used, it must be no less than 0.8125 inches in height

0.8125" minimum 

Logo Standalone

When the logo is being used on its own. It must be no less than 0.375 inches in height

0.375" minimum 

Special Exceptions Regarding Symbol and Typography

There are particular usages which you may have already noticed “break” the rules established at the beginning of this section. If contemplating ANY exception to the rules regarding the logo, please consult the Joe@streamguard.com directly.