BRAND AND VISUAL GUIDELINES

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THE SIA OPEN SUPERVISED DEVICE PROTOCOL (OSDP) TRADEMARKS ARE TO BE USED:

a. By the Security Industry Association (SIA) for marketing and promotional purposes, its technologies, conferences and any events it deems necessary

b. By SIA members to indicate support of SIA OSDP and to indicate, if applicable, that a member company's product has successfully completed the OSDP Verified program

In general, a governing rule is that no trademark, slogan, logo or phrase containing OSDP may be used in a manner that would weaken its strength or value by creating confusion regarding its significance. OSDP and OSDP Verified marks **CANNOT** be used a way that could lead the public to believe, or create a direct or indirect inference, that a nonconformant product has been OSDP Verified.

WHO MAY USE THE OSDP AND OSDP VERIFIED LOGO AND GRAPHICS

The OSDP Verified logo and graphics are registered trademarks and can only be used by SIA members in accordance with the usage guidelines.

While all members of SIA are permitted to use the OSDP logo graphic, only SIA members that have completed the OSDP Verified program may use the OSDP Verified logo graphic. This permission does not imply endorsement by SIA of an organization, its activities or its members, and no such endorsement should be construed or stated.

Only after a member company product has completed the OSDP Verified program shall the member use the words OSDP Verified. All members – including those which have products they expect to successfully complete the OSDP Verified program but have not yet completed it—may use the OSDP graphic to indicate claimed support of the most current OSDP standard.

INTRO

In an effort to convey a consistent and strong brand and visual identity, the Security Industry Association has created the OSDP *Usage and Visual Guidelines*. Use this guide as a resource when using the OSDP™ and OSDP™ Verified logo.

The logo is available in a variety of layout and file formats for print and digital use. The logo should be reproduced only from digital files provided by the Security Industry Association. They cannot be redrawn, reproportioned, embellished or modified. Please contact standards@securityindustry.org for any usage-related questions.

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VISUAL GUIDELINES

COLORS

Open Supervised Device Protocol (OSDP™) and OSDP™ Verified is represented by the logos in figure 1a. The OSDP™ logo should be reproduced in color whenever possible.

The colors blue and green are integral parts of the OSDP brand and should be consistently used across all marketing and promotional communications.

PANTONE 282

C=100	R=0
M=68	G=33
Y=0	B=71
K=54	

Hex (web):
#002147

PANTONE 356

C=96	R=0
M=27	G=120
Y=100	B=54
K=16	

Hex (web):
#007836

LOGO ON BACKGROUNDS

When using a white or light background, use the standard logo. On dark backgrounds, use the white logo. Ensure there is sufficient contrast between the white logo and the background color. Under special circumstances, the OSDP and OSDP Verified logos can be used in black. Examples include video usage and one color printing. See figure 1.

PREFERRED USAGE

Fig. 1

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SPACING

In order to avoid "crowding" of the graphic elements and maintain legibility, an area of .25" is required for use of the OSDP and OSDP Verified logo. See figure 2.
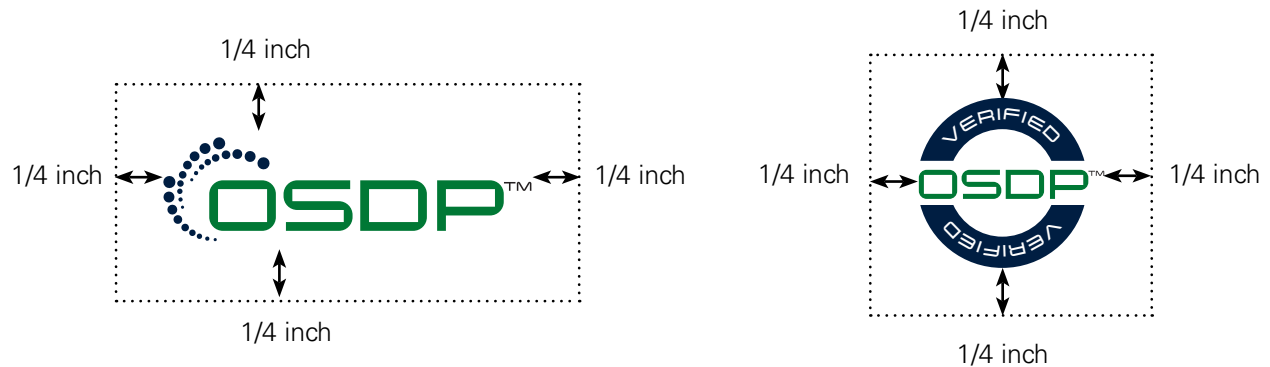

Fig. 2

SIZING FOR DIGITAL AND PRINT USAGE

The OSDP and OSDP Verified logo should not be reduced below a minimum size of 1 inch on digital and print and should be uniformly scaled. The logo does not render properly below that size. The logos can be scaled up as needed.

LOGO CONSISTENCY

Maintaining a consistent application of the ODSP and OSDP Verified logo is important to the recognition and integrity of the brand.

Incorrect usage includes:

Changing the logos' orientation

Changing the logos' colors

Changing the logos' aspect ratio

Deleting or cropping any of the logos' elements

Adding special effects, such as drop shadows and outlines

Reconfiguring any element of the logo

Crowding the logo within the .25" clearance

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