Branding and Style Guide

CAcert.org

Version 0.4 – October 2007
Introduction

CAcert today stands for Free Certificates and things around it. The focus of our visual identity is our logo, the unifying element of CAcert.org. We want our corporate logo to represent the value we deliver to users, association members, core team members, partners, community and the internet at large. This Branding and Style Guide is intended to help everyone participate in the CAcert community.

The CAcert style philosophy is based on the following principle: We have one corporate logo. This logo is used to identify all parts of the CAcert project.

This document describes how the CAcert logo should be used on all communication materials such as stationary, brochures and advertisements.

How to get CAcert Public Relations materials

CAcert PR materials can be downloaded from the CAcert web site, http://www.CAcert.org.

From the ‘About CAcert.org’ menu on the main page, choose ‘PR Materials’. You may need to click on ‘About CAcert.org’ to show the menu choices. On the PR Materials page you can find updated versions of this Branding and Style Guide, logos, example documents, and other materials.
Basic elements

The CAcert logo

The CAcert.org logo is the unifying visual identifier to be used across all our community and for official use. Using the logo consistently and correctly is vitally important in reaffirming our brand promise to both internal and external audiences.

The logo should be the same as presented in this Branding and Style Guide and in the CAcert website.

There are two versions of the basic logo: a colour version, and a monochrome version. The colour version should be used whenever possible, and must always be placed on a white background. The monochrome version must be used in situations where the colour version can not be reproduced correctly, e.g., on cheap printers and fax covers, and on coloured backgrounds. Both versions are equal in status, but should not mixed together in a single document.

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK-values</th>
<th>RGB-values</th>
<th>HTML-code</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘the blue’</td>
<td>88, 39, 0, 45</td>
<td>17, 86, 140</td>
<td>#11568C</td>
<td>Pantone© 647C</td>
</tr>
<tr>
<td>‘the lime’</td>
<td>22, 0, 100, 0</td>
<td>199, 255, 0</td>
<td>#CFFFF0</td>
<td></td>
</tr>
<tr>
<td>‘the green’</td>
<td>77, 0, 100, 0</td>
<td>0, 190, 0</td>
<td>#00BE00</td>
<td></td>
</tr>
</tbody>
</table>

For professional printing, the CMYK or Pantone colours should be used. The RGB values and HTML codes are merely approximations and only suitable for cheap printing or screen use.

The logo should appear in the top right hand corner on all communication materials such as stationary, brochures and advertisements. Other locations are acceptable if required by the design of the materials. For example, on web pages it is usually better to place the logo flush left. To ensure its integrity and impact, always maintain a protective clear area around it.

The following are examples of unacceptable uses of the logo.

- The logo may not be rotated.
- Wrong colour use.
CAcert.org is a community where anyone is permitted and encouraged to create materials for the benefit of the community. Permission is broadly given to registered users to use the CAcert logo to that end. However, such permission does not imply that you are a legal agent of CAcert.org in contract or similar terms, and you should not represent yourself as an agent. Use of the logo is subject to the normal dispute resolution rules of CAcert.

Note that use of the logo does not make a document ‘official’. Every official document must be verified and approved by the CAcert Public Relations department.

**The subtitle**

Under the logo a subtitle may be placed to specify the use of the logo in specific situations, e.g., “Assurer”, “Partner”, or “Community”. The subtitle should be placed centred under the logo unless it is very short, e.g., four letters or less. In that case it should be placed right aligned under the logo.

For *official* purposes, the subtitle should be written in an upright sans-serif type, using the blue colour, or black. As stated above, official purposes must be approved by the CAcert Public Relations department.

For *community* (unofficial) purposes, the subtitle should be written in an italic sans-serif type, using the green colour, or black.

**Text Usage**

The only important rule is to write CAcert exactly the way it is shown here. Capital ‘C’, capital ‘A’, lower case ‘cert’. Not ‘cacert’. Not ‘Cacert’. Not ‘CACert’. Not ‘CaCert’ and so on. It’s ‘CAcert’.

If the CAcert *company* (the .Inc) is meant it must always be written as “CAcert.org”. Do not leave out the “.org” in this situation.

If it fits in the design of the application, a sans-serif typeface like Vera Sans, Arial or Verdana should be used. CAcert encourages the use of open source typefaces like Vera and Liberation.
Style guide for documents

Stationery

By its very nature, stationery is the most personal and yet formal of all CAcert.org media. It is a key medium for communicating our position as a community based Certificate Authority.

Each time you mail a letter to a partner, hand a business card to a customer or send a memo to a colleague, you have an opportunity to impart the CAcert.org image. By using the elements of our corporate stationery system correctly and consistently, you help to reinforce the worldwide image of CAcert.org. No matter how innovative we are, we will never replace the personal touch of a hand-signed letter or a handwritten note of thanks.

Stationery is also our primary means of formal correspondence. Letters, for example, are often legally binding and memoranda are frequently used to document internal agreements.

CAcert will publish templates for stationery, brochures, logos, and guidelines on its web site. Together, your efforts and the guidelines will ensure that our stationery is always elegant, always consistent and always visually coherent.

Letterheads

Preferably, letters should conform to ISO or local standards. The logo must be placed in the upper right corner of the first page. Subsequent pages may have the logo in the same location. Printed stationery should use the coloured version of the logo.

At the bottom of the first page, the official CAcert.org web address must be included. If appropriate, a local contact address of a CAcert representative may be added. [[also as the Root-Certificate Fingerprint implemented at the bottom of the pages. -- don’t think this is useful]]. Subsequent pages may have the same bottom line.

If possible, a sans-serif typeface like Vera Sans, Arial or Verdana should be used.

For an example of a style conformant letter, see the appendix.

Business cards

Use the coloured version of the logo in the upper right corner.

The person name and function should be put under the logo, at the same left margin.

Bottom left, mirrored with regard to the logo, the contact information. This must include the official CAcert web side address.

For an example, see the appendix.

Reports and other information materials

Use the coloured version of the logo in the upper right corner of the pages. If mirrored pages are used, do not use the logo on the left pages.

On each page, add a footer with copyright notice, document name and page number.

If possible, a sans-serif typeface like Vera Sans, Arial or Verdana should be used.
At the end of the document, add an outstanding paragraph or section with full CAcert contact information and web site address.

This style guide may be considered to be an example document.

**Memos**

Use the logo in the upper right corner on the first page and, optionally, on subsequent pages.

If possible, a sans-serif typeface like Vera Sans, Arial or Verdana should be used.

**Badges**

Use the coloured version of the logo in the upper right corner. The “function” of the person should be under his/her name (e.g. “Assurer”). Following the contact information, the web address of the official CAcert web site must be included.

[[ Also the CAcert.org root-cert fingerprint should be on the bottom. -- see earlier remark]]

If possible, a sans-serif typeface like Vera Sans, Arial or Verdana should be used.

For an example of a CAcert business card, see the appendix.

**Presentations**

Use the logo in the upper right or lower right corner. With a white (or nearly white) background, use the full-coloured logo, otherwise use the monochrome version of the logo.

At the bottom of each slide, the web address of the official CAcert web site must be included.

If possible, a sans-serif typeface like Vera Sans, Arial or Verdana should be used.

At the end of the presentation, add a slide with full CAcert contact information, web site, and root-cert fingerprint.

For some examples of presentation slides, see the appendix.

**Brochures**

Brochures differ very much, depending on subject and target. So only very general guidelines apply to brochures.

Most important:

**Recruitment Advertisements, etc.**

Use the logo in the upper right corner. Use the monochrome version of the logo unless you are sure that it will be reproduced correctly, e.g., in a glossy magazine.

If possible, a sans-serif typeface like Vera Sans, Arial or Verdana should be used. The CAcert ‘blue’ colour can be used for the text.

**Signage**

[[ I don’t have the faintest idea what this section is supposed to mean ]]

Signs are a vital part of the CAcert.org identity. They not only serve a practical purpose – identifying our sites and guiding users and visitors within them – they are also one of the most visible expressions of the CAcert.org brand. Great care has been taken to develop a
flexible system of signs which expresses the unique personality of CAcert.org in a unified, consistent way throughout the world.

It is recommend that all official use is signed by the person who write or build the document or other parts made for CAcert.Inc.
About CAcert

CAcert.org was founded in 2002 by Duane Groth. Its aim is to offer digital certificates for everyone, to stimulate confidence and safety consciousness in and around the Internet.

In 2003 CAcert became an Incorporated with seat in Australia and therefore is a registered non-profit organization.

For more information, visit the CAcert web site, http://www.cacert.org.

Updated versions of this document will be made available on the CAcert web site as described in the introduction.

The CAcert Root Certificate

All CAcert issued certificates are digitally signed by the CAcert Root Certificate. For certificate validation to work, the Root Certificate must be accessible to your software. Often this is the case, but sometimes it is necessary to manually install the CAcert Root Certificate. Instructions for this can be found on the CAcert web site.

The identity of the Root Certificate can be verified with its checksum, also called fingerprint, digest, or thumbprint. Some software uses the so called MD5 algorithm to calculate this checksum, some software uses the SHA1 algorithm, some software uses both algorithms to calculate the checksum.

These are the checksums for the CAcert Root Certificate.

<table>
<thead>
<tr>
<th>Algorithm</th>
<th>Checksum as shown</th>
</tr>
</thead>
</table>

The checksums for the CAcert Root Certificate are included on many web sites and CAcert related documents. If you want to verify its identity, always consult several independent sources.
Appendix: Sample documents

Letterheads

[Image of a letterhead template with text]

Visit our website at http://www.cacert.org
**Business cards**

Industry standard, 85 x 55 mm. White background, full colours.

![Business card example]

**Badges**

Industry standard, 90 x 60 mm. White background, full colours.

![Badge example]
Presentations

Introduction page

Introduction to Digital Certificates

Johan Vromans <jvromans@squirrel.nl>
5th Dutch Perl Workshop

Typical content page

Digital certificates

- Industry standard X.509.
- Supported by all major mail programs, browsers and web servers.
- Normally, these are rather expensive.
- CAcert provides them for free!

[[ TODO: find out if the contrast of CAcert blue on grey is acceptable ]]}