

Logo Usage Guidelines

March 2021

NetWitness Logo

The NetWitness logo represents the threat detection and response business unit of RSA. It has been created to help establish the distinct brand identity for NetWitness. It should be used consistently and correctly on all marketing materials, internal and external presentations, packaging, promotional products and more. The logo consists of a network image the word NetWitness.

See the following pages for more information on how to use the logo.



Red

PMS: 180

CMYK: 3-91-86-12

RGB: 190-58-52

HEX: #BE3A34

Black

CMYK: 0-0-0-100

RGB: 0-0-0

HEX: #000000

LOGO USAGE ON DARK BACKGROUNDS



Reversed version of the logo should be used on darker backgrounds.

NetWitness Logo Specs

ONE COLOR USAGE



Black logo used where color reproduction is not an option.

MINIMUM SIZE



Minimum Dimension = 1 in. (72 px) wide

CLEAR SPACE REQUIREMENTS



The NetWitness logo must be given room to “breathe.” That is, there must be sufficient white space around the logo so it does not appear crowded.

NetWitness Logo Misuse

~~NETWITNESS~~

Do not use the word part of the logo without the arrow symbol.



Do not use the arrow symbol without the word "NetWitness".



~~NETWITNESS~~

Do not change the colors in the NetWitness logo. Use only specified colors to represent the logo.



Respect the clear space guideline to ensure the logo does not appear crowded.



Don't skew, stretch or rotate the logo.



Avoid stylizing the logo with outlines, glows or any other techniques.



Do not add other text next to the logo to create a lock-up with a tag line or phrase. **Only use approved logo and lockup artwork from the brand team.**



Do not use the arrow symbol next to other copy or text to create another logo or lock-up. **Only use approved product logo artwork from the brand team.**



Do not add department names or team names to the logo. **Only use approved product logo artwork from the brand team.**



