



Brand Guidelines

Version 1.4 — August 2019

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Unifying Vision

More confidence. Less complexity. A better cloud experience.

Zix is the cloud security provider. We offer a seamless security experience through enterprise-quality technology and high-touch service that empowers you to be forward thinking.

Because the weight of cloud security is constant, the cloud security experience needs to be as painless as possible in order to think forward.

We believe a better cloud experience is a profound shift in the way we empower IT through a holistic combination of technology, service, and partnership.

We believe a better cloud experience is founded on a quality product platform that delivers more intuitive and configurable engagement, allowing IT to maintain a level of control appropriate to their needs.

We believe a better cloud experience is about a true partnership; an authentic connection that helps customers feel confident and cared for.

We believe our people and our technology deliver this experience every day. It’s why our customers trust us and why they choose to stay with us.

Narratives

Partnership

Security doesn’t have to be hard.

You need more than support and more than technology; you need a partner. You need someone who believes in proactively educating you about ongoing threats. You need someone who evolves their product based on your needs. You need a solution that is always on.

That someone is Zix, and that something is our cloud-security experience. We are committed to providing you an “always on” cloud-security experience—through our technology and our people. At Zix, we watch your back so you can keep thinking forward.

Confidence

Fear Less. Do More.

We get it. Cloud security can be exhausting. Threats are constantly evolving, attacks are becoming more sophisticated, and security technology is hard to manage. Security angst prevents your team from getting things done.

Zix is your protective shield and committed guide. Through our technology and service, we provide a seamless cloud security experience you can count on. So your team can stop worrying about what’s in the shadows, and start focusing on what’s ahead.

Narratives

Platform

High Touch, Meet High Tech.

There’s a lot of cloud security products out there — encryption solutions, archiving solutions, endpoint solutions, phishing solutions. Buying them is easy but managing them can be a pain.

Zix can help. We offer pre-configured cloud security solutions and high-touch service and support. And we offer it all in one centralized platform. So you can spend less time managing subscriptions and spend more time thinking forward.

Productivity

Think Forward.

Your job is to see the big picture. You find efficiencies, improve processes, and optimize budgets. You enable productivity, help teams work smarter, and lay the groundwork for innovation. But cloud security can make that difficult. And often times increasing security can be perceived as decreasing the business’s productivity.

Zix offers a better experience, allowing you to break down old security barriers and find opportunities to increase productivity.

Brand Concepts*

**currently in quantitative testing*

High tech, meet high touch.

Zix delivers a better cloud security experience from our enterprise-quality product to our superior service that empowers you to be forward thinking.

Think Forward

Imagine a world where security is no longer a constant concern. Where you have a 24/7 partner to protect you, so you can focus on the work that moves you forward. At Zix, we’re creating that future with a better cloud security experience from our product to our people.

More than technology.
More than expected.

Elevate your cloud security experience with Zix. Your business deserves more than a product. Secure your cloud, secure your future with Zix.

Security, simplified.

It doesn’t need to be complicated. Zix delivers a more effortless cloud security experience allowing you to release the fear and move forward with confidence.

Focus without fear.

You’ve got this. You’ve got Zix. Your business deserves more than fear. Get a better cloud security experience with Zix—your advocate, guide, and partner in security.

More confidence.
Less complexity.

Security doesn’t have to be hard. At Zix, our goal is to make the cloud security experience as painless as possible, so you can think forward.



Logo



Reversed



Minimum Size

Clear Space



Clear space on all sides is equal to the x-height of wordmark. When aligning the logo, be sure to visually center the mark horizontally using the center of the i and vertically using the center of the x.

Misuse



Do not stretch



Do not rotate



Do not flip



Do not use unapproved colors



Do not combine low contrast colors

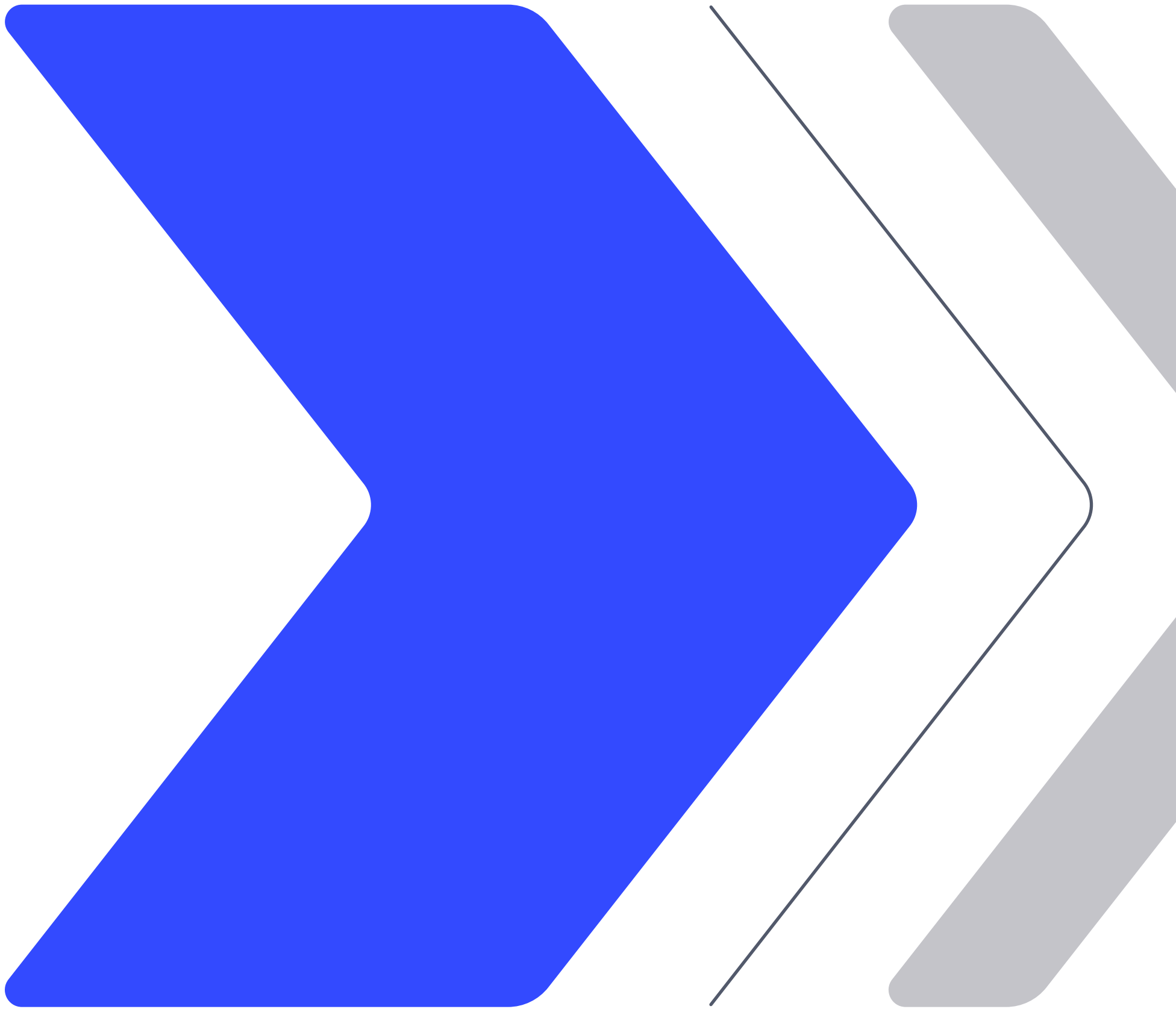


Do not place over complex images

Graphic Elements

The Zix arrow is our signature graphic and captures the idea of thinking—and moving—forward. Its construction is based on the angles of the 'x' in the Zix wordmark itself.

The arrow can be used at a variety of sizes and widths, on it's own, as a device to contain photography, or in a repeating Gold Standard graphic (below). The arrow should always draw the viewer's eye from left to right, reinforcing the core concept.



Graphic Arrangement

The arrow can be used in one of two primary formats.

When arranged linearly, example below at left, the arrows should all be the same height, but use varying widths. Additionally, the arrows can extend off the borders of the Photography should always feature people in the context of their work environment.

When arranged abstractly, example below at right, the arrows can be of differing sizes and widths and positioned in a layered manner. People may be isolated from their environment to create impact and reinforce the concept of depth and dimension. Should two or more photos be required, they should be contained within the arrow.



Photography

Custom photography sets the tone for the Zix brand. The photos are natural, brightly-lit images of people in contemporary work environments. Photographs should embody confident, calm, positive, and genuine qualities and should not appear staged. Corrections for brightness and contrast should be applied to each image, as well as a faint noise filter to reinforce the feeling of authenticity. Additional effects such as lens flare, wash out, and bokeh should be avoided.



Color Palette

The Zix color palette is designed for heightened impact and visual appeal. In use, allow for abundant white space and use the vibrant hues sparingly to accent the neutral palette.

BLUE RIBBON
Web #334aff
Screen 51 - 74 - 255
Print 80 - 71 - 0 - 0

GOLD STANDARD
Web #edab00
Screen 237 - 171 - 0
Print 0 - 28 - 100 - 7

MIDDAY GRAY
Web #dedee0
Screen 222 - 222 - 224
Print 1 - 1 - 0 - 12

3PM GRAY
Web #c4c4c9
Screen 196 - 196 - 201
Print 2 - 2 - 0 - 21

6PM GRAY
Web #999ca6
Screen 153 - 156 - 166
Print 8 - 6 - 0 - 35

9PM GRAY
Web #52596b
Screen 82 - 89 - 107
Print 23 - 17 - 0 - 58

MIDNIGHT BLUE
Web #262e45
Screen 38 - 46 - 69
Print 45 - 33 - 0 - 73

Color in Use: Family of Brands

Each company in the Zix family of brands uses the Zix color palette, with the addition of a unique identifying brand color. Care should be taken in choosing a unique identifying brand color that works in harmony with the Zix color palette. The example shown here is AppRiver, whose identifying brand color is Blue Sky.



BLUE SKY		BLUE RIBBON		GOLD STANDARD		MIDDAY GRAY		3PM GRAY		6PM GRAY		9PM GRAY		MIDNIGHT BLUE	
Web	#09bcff	Web	#334aff	Web	#edab00	Web	#dedee0	Web	#c4c4c9	Web	#999ca6	Web	#52596b	Web	#262e45
Screen	9 - 188 - 255	Screen	51 - 74 - 255	Screen	237 - 171 - 0	Screen	222 - 222 - 224	Screen	196 - 196 - 201	Screen	153 - 156 - 166	Screen	82 - 89 - 107	Screen	38 - 46 - 69
Print	96 - 26 - 0 - 0	Print	80 - 71 - 0 - 0	Print	0 - 28 - 100 - 7	Print	1 - 1 - 0 - 12	Print	2 - 2 - 0 - 21	Print	8 - 6 - 0 - 35	Print	23 - 17 - 0 - 58	Print	45 - 33 - 0 - 73

Color in Use:
Corporate Palette

The Zix Corporation as the parent company in the Zix family of brands utilizes a subdued blue hue and a simplified neutral palette and Gold Standard as an accent color.



LEGACY BLUE

Web	#0460a9
Screen	4 - 96 - 169
Print	98 - 43 - 0 - 34

GOLD STANDARD

Web	#edab00
Screen	237 - 171 - 0
Print	0 - 28 - 100 - 7

MIDDAY GRAY

Web	#dedee0
Screen	222 - 222 - 224
Print	1 - 1 - 0 - 12

6PM GRAY

Web	#999ca6
Screen	153 - 156 - 166
Print	8 - 6 - 0 - 35

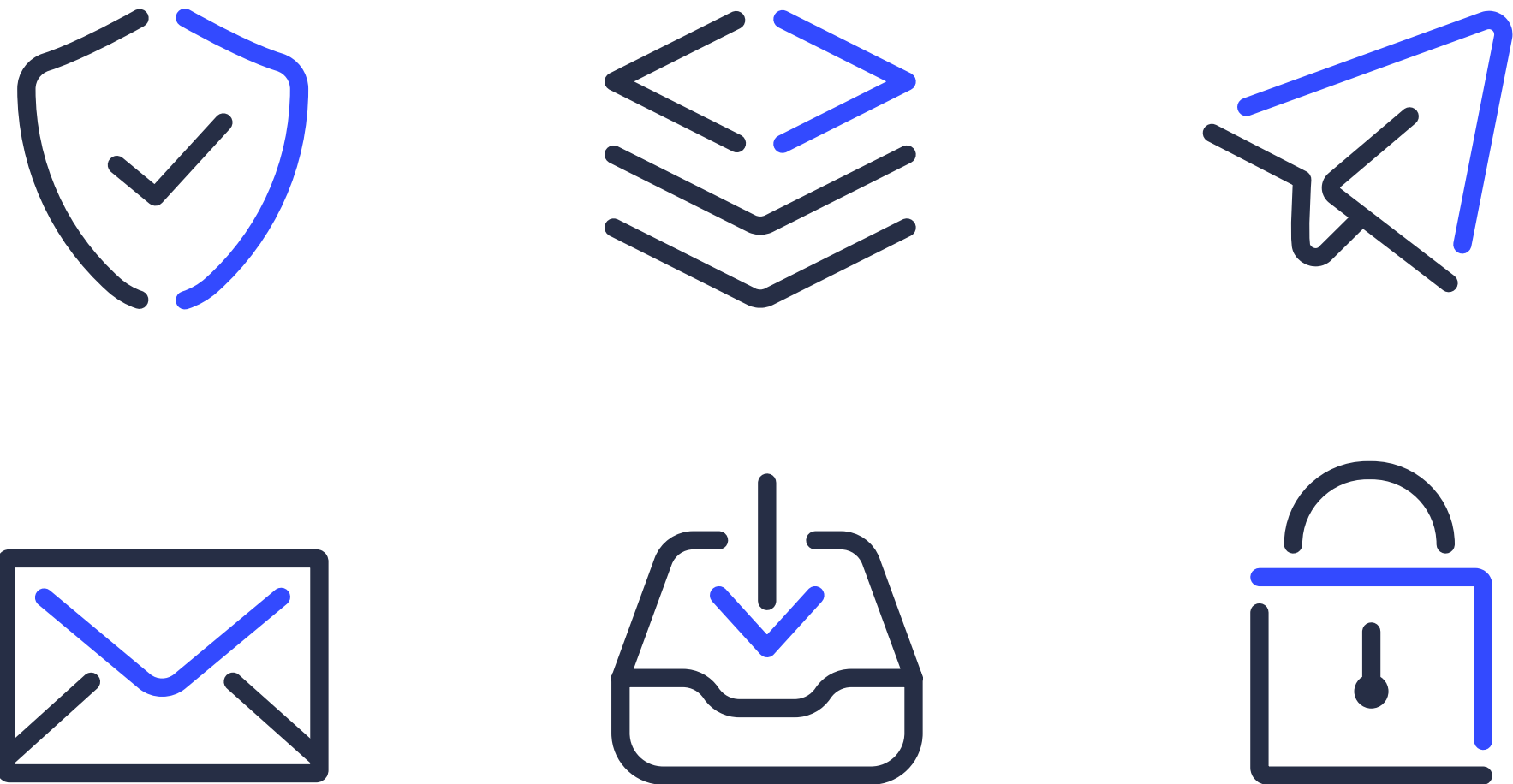
MIDNIGHT BLUE

Web	#262e45
Screen	38 - 46 - 69
Print	45 - 33 - 0 - 73

Iconography

Brand icons are custom, monoweight line drawings with rounded corners. Each icon uses Midnight Blue as the base color, with a separated angular element in Blue Ribbon.

At smaller sizes, the icons are simplified and rendered in a single brand color.



Signature Style



Simplified Thumbnail Style

Typography

Our brand typeface is Adelle, designed and published by TypeTogether (type-together.com).

Headlines are set in Adelle PE, a versatile and authoritative slab serif originally designed for editorial use and updated for web use. Body text is set in Adelle Sans, a clean and flexible traditional sans serif designed to work in harmony with its slab serif counterpart.

Both type families are available for download on Adobe Fonts (fonts.adobe.com) or for individual purchase at the links below.

myfonts.com/fonts/type-together/adelle
myfonts.com/fonts/type-together/adelle-sans

Adelle PE Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789? !@ \$%& ’ / { [(; , .

Adelle PE SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789? !@ \$%& ’ / { [(; , .

Adelle PE Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789? !@ \$%& ’ / { [(; , .

Adelle Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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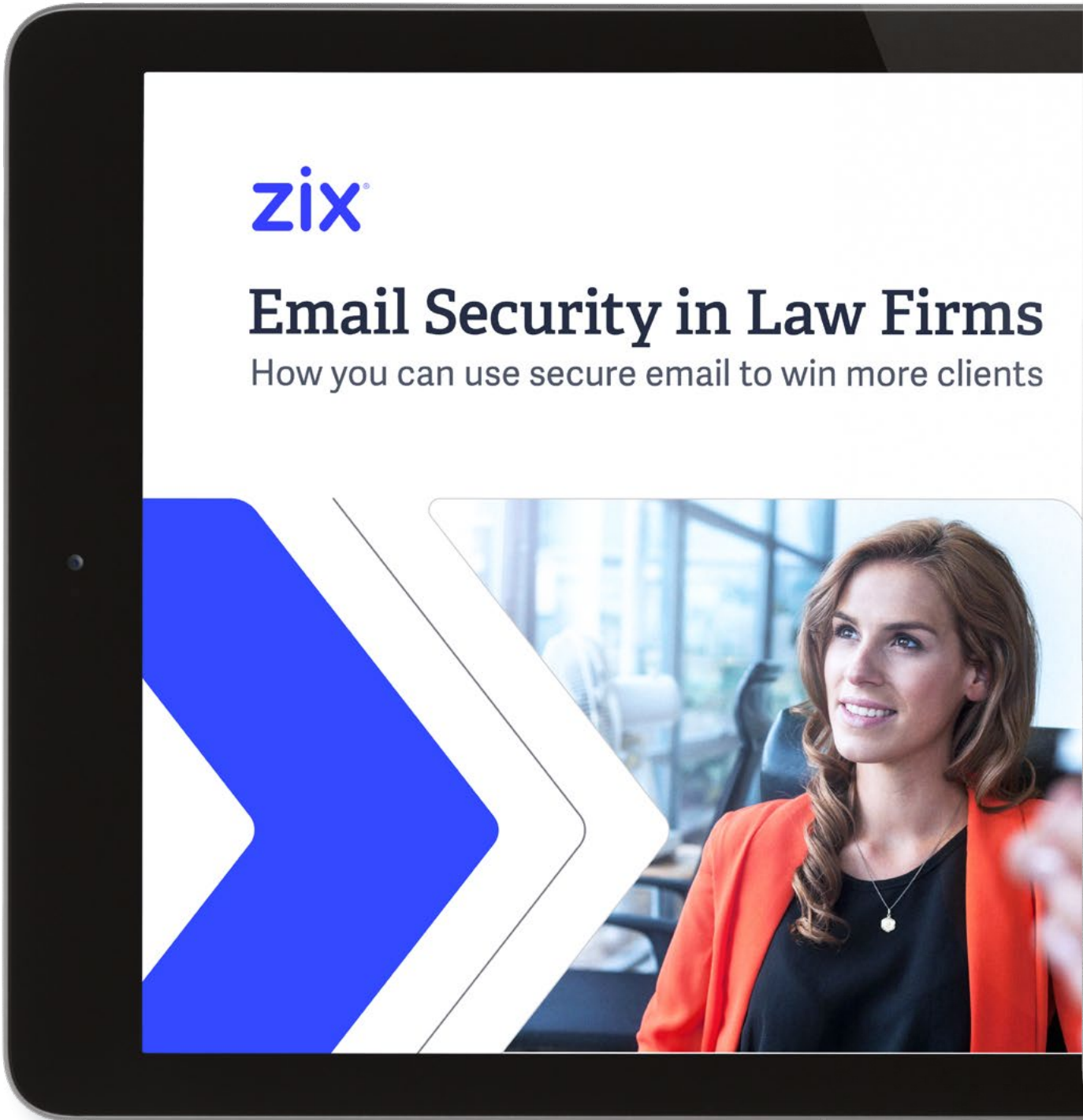
Adelle Sans SemiBold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789? !@ \$%& ’ / { [(; , .

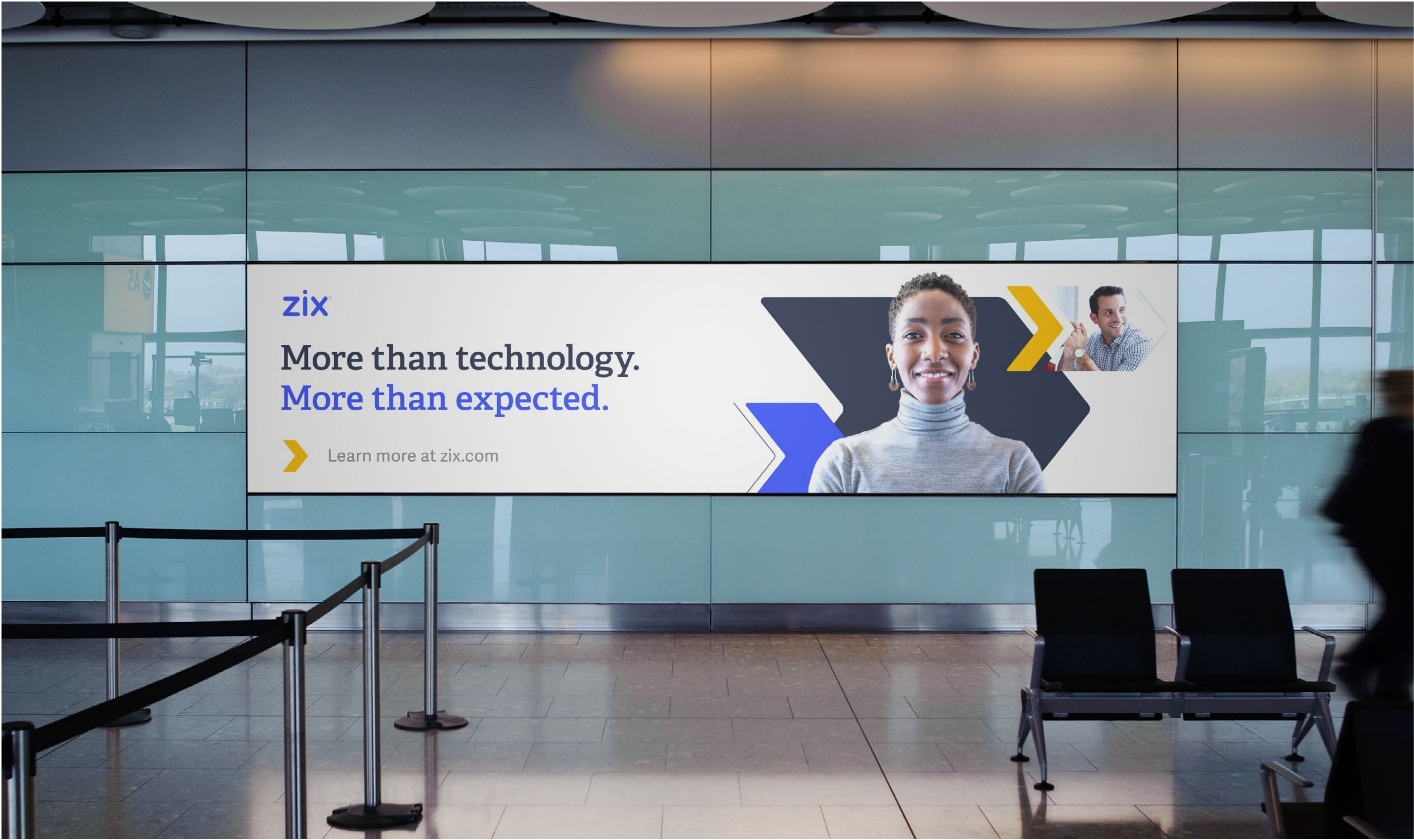
Adelle Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789? !@ \$%& ’ / { [(; , .

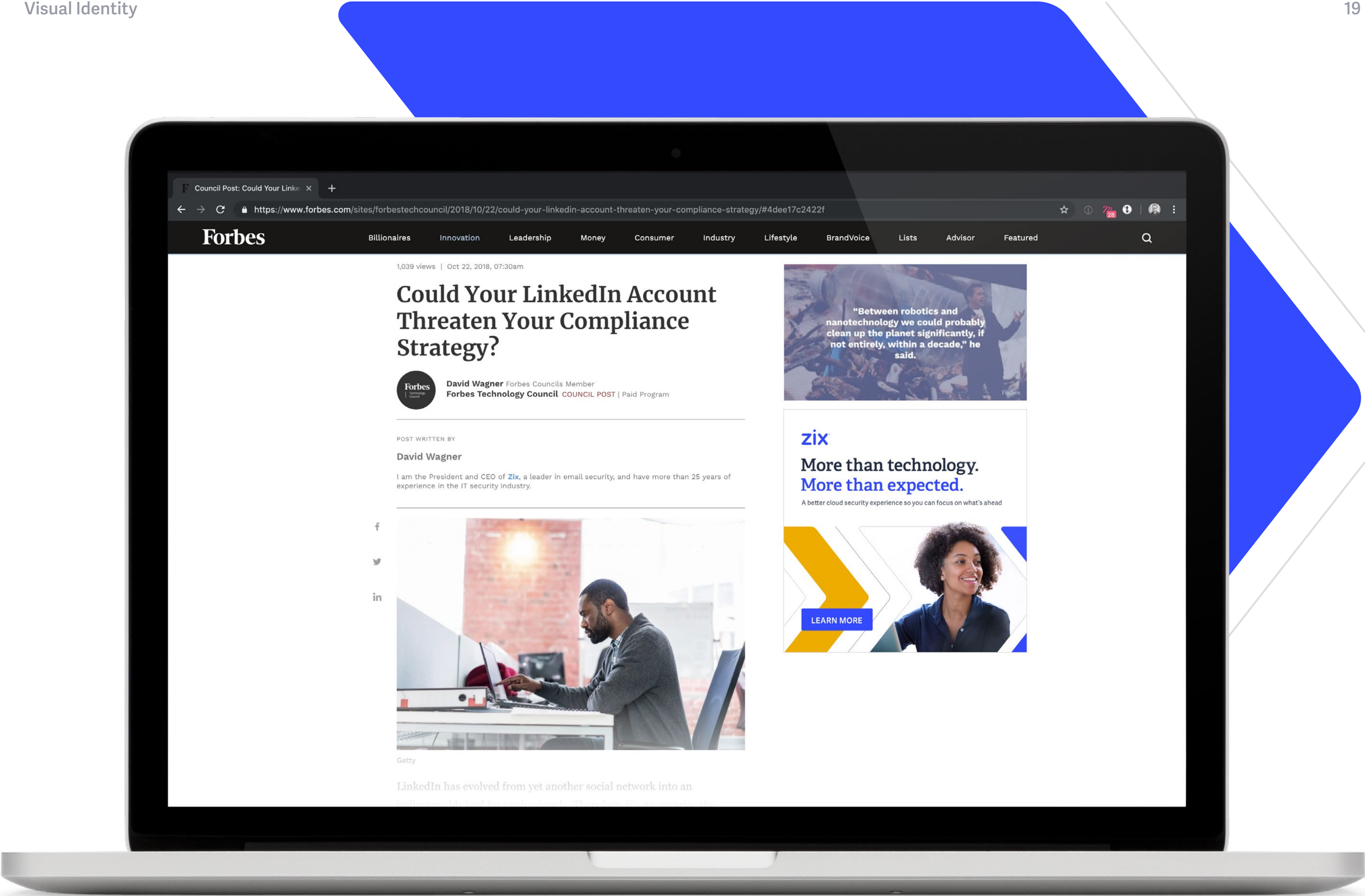
Application:
Ebook Cover



Application:
Billboard



Application:
Web Ad



Application:
Promotional Items



Application:
Promotional Items





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